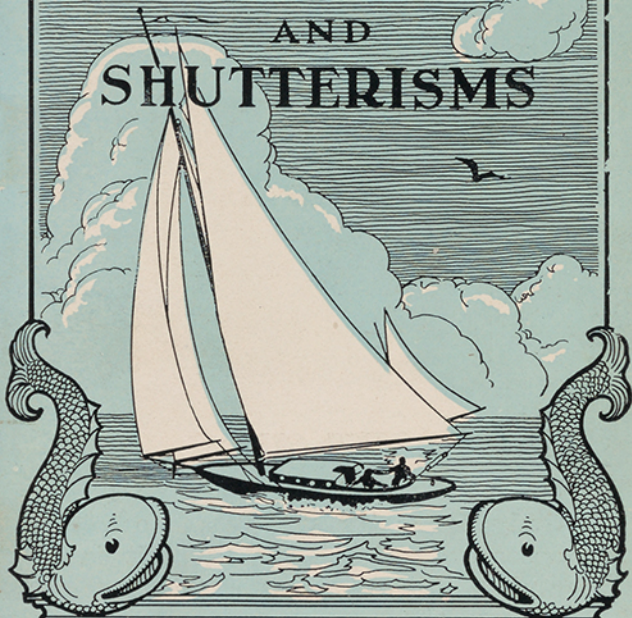


BOATERS BUY BIASCOPES !

LENSOLOGY AND SHUTTERISMS

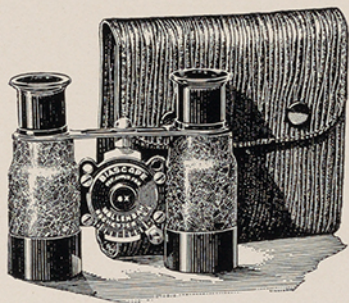


WOLLENSAK
OPTICAL COMPANY
ROCHESTER, N.Y.

1923

JULY

AUGUST



THIS CUT

is from a new line drawing, attractively portraying the handsome appearance of the Biascope. It is available for your advertising in three sizes:

No. 42—3½" wide

No. 43—2½" wide

No. 44—1¾" wide

Makers of Detective Lenses that make Detective Pictures

Lensology & Shutterisms

Published Bi-Monthly for and in the interest of Wolensak dealers by the Promotion of Trade Department

Vol. XI

July - 1923 - August

No. 4

Are You Late?



"Procrastination is the thief of time," they say, And "time is money." Therefore, to procrastinate is an expensive past-time. Logical as Sam Hill, eh?

There are several reckless dealers on our list who have not as yet ordered Biascopes. This seems almost unbelievable, but possibly they are so rich they don't need the business, or so poor they can't afford the postage stamp for ordering.

Perhaps you wonder why we continually solicit more business when we are, at the time of this writing, over three weeks behind on deliveries. But we are rapidly increasing our production and hope to be able to give prompt service in the near future.

This is the last call for summer business, and now is the season of greatest opportunity for 'Scope sales. We want to see every dealer cash in on the popularity and salabil-

ity of 'Scopes. So if you have not already ordered, ACT NOW. Mail the enclosed card TODAY.

Give Old Man Procrastination a knock-out blow, and the cash register some healthful exercise.



Biascope vs. Prism Binocular

When we offered to the trade the Biascope, a remarkable instrument at a remarkable price, we did not do so with the expectation of capturing the market for prism binoculars. In spite of the thousands of Biascopes sold, we believe that prism binoculars have held their ground. Folks buy Biascopes who could never afford the expensive glass.

This situation is as it should be for all concerned. It would be no advantage to the dealer to sell a Biascope and lose the sale of an expensive glass. But this does not happen. Invariably the dealer will sell just as many expensive prism binoculars and several times as many Biascopes.

Furthermore, buyers of Biascopes acquire the habit of using a glass. Many times, the sale of a Biascope will lead to the sale of a more expensive prism binocular. No matter

how you figure it, selling Biascopes means more business for the dealer.

Even owners of high-priced glasses will buy the Biascope. They appreciate its extreme compactness, its light weight, its beautiful optical quality, its practical power of six magnifications. Then, too, they like to take the Biascope when they are "roughing it," for a Biascope is light and handy and could be cheaply replaced if lost.

So the Biascope is a friend and ally to the prism type, not its competitor, for we believe that each helps the sale of the other.



Chameleonic Biascopes

An Englishman and a Scotchman could not agree on the color of a chameleon. One claimed it was tan, the other dark brown. Pat was asked to decide the argument.

"B'gorra, ye're both daft," he said. "The bloomin' baste is green."

Sometimes the Biascope seems to do the chameleon act. One man will look through it and see things perfectly, magnified six times. Another will look through the same instrument with unsatisfactory results and imperfect vision. Reason? "p. d."

Pupillary distance or p. d. is the distance of separation between the pupils of a per-

son's eyes. The standard Biascope is made to fit the average p. d., which is about 63 mm. It will give satisfaction to the majority of your customers, as the eyes can adjust themselves within certain limits.

Eyes can converge more readily than they can diverge. So a person with a greater p. d. than 63 mm. could use the standard model with comfort. Folks with shorter p. ds. than 63 mm. would find the standard model would strain their eyes slightly.

Accordingly we have brought out a new model with the shorter separation of 58 mm. which will take care of those who find the 63 mm. too wide. Practically all boys and girls, and a great many of your adult customers, will need this new model for satisfactory results. Be sure to have it for them.

A pupillary adjustment would double the retail cost of the Biascope. However, it is not necessary, for with these two models, you can satisfactorily serve 95% of your trade.

On all orders, 63 mm. p. d. will be supplied unless 58 mm. p. d. is specified. If you have none of the new model, use the enclosed card for ordering, specifying p. d. desired. You will sell more if you have them both in stock.



Seen on the ground-glass

STOCK BOTH the Biascope and Pockescope. They are being featured jointly in our circulars and ads. You should be in a position to accept all orders.

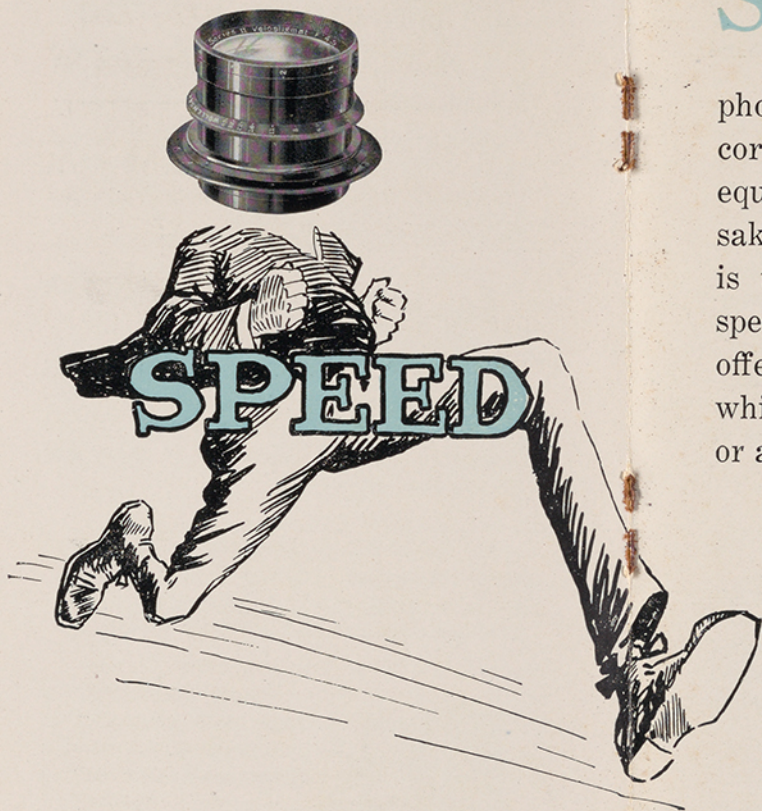


QUICK TURNOVER is undoubtedly one of the most important considerations in retail merchandise. It is because of this that dealers push the sale of Wollensak 'Scopes. Turnover is rapid and the discount is liberal.

AD MATTER, to help you sell Biascopes and Pockescopes, is available on request and includes window and counter cards, lithographed circulars and newspaper cuts.



THIS PICTURE, by our staff artist, is an authentic portrayal of a Biascope dealer, closing up after a hard day's work of shoveling in the shekels.



SPEED IS one of the most important factors to consider in the purchase of a photographic lens. But perfect correction is undoubtedly of equal importance. The Wollensak Velostigmat Series II $f/4.5$ is the embodiment of extreme speed and precise correction, and offers a combination of qualities which make it ideal for Graflex or all-round studio use.

TELL CUSTOMERS

that we unreservedly guarantee the modern Series II Velostigmat $f/4.5$ to be at least the equal of any high-speed anastigmat on the market, regardless of price or make. And that's a most conservative claim, for our customers say the Velostigmat tops them all.

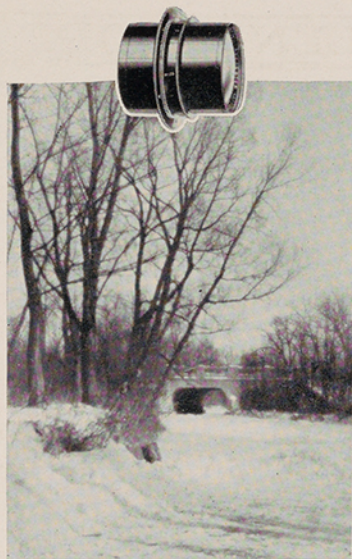
LENS DOPE

When they say "8x10" they sometimes mean "11x14." Your customer may ask for an 8x10 lens, just because he wants to use it on an 8x10 plate. As a rule, particularly when the lens is to be used for portraiture, a so-called 10x12 or 11x14 size would be better. Good perspective demands long focus. Most of the 14" and 16" Series II Velostigmat, 16" Vitax and 18" Verito Lenses we sell are bought for use on 8x10 plates. The plate for which they are listed merely indicates the largest size they will satisfactorily cover wide open and has no significance as far as perspective is concerned.

Spoofing again! Paul Macfarlane of Los Angeles, writes:

"A friend was telling me you people are making a 7½" wide angle lens (how come?) to cover a 4x5 plate, with a dozen air-spaced lenses. Maybe so. If such is the case, send me one 365 degrees. I want to take a picture of the world.

No, Mac, Houdini hasn't applied any of his tricks to lens making. But we have a



Mr. H. N. Emerson of Minneapolis wrote us an enthusiastic letter about the new 7½" Verito Lens he bought for his Greflex camera, and enclosed his first four negatives. The illustration reproduced above is from one of them, made at f4. Although all your customers will not be so well pleased with their first Verito negatives, everyone who uses it long enough to master it will be delighted with the infinite variety and beauty of the pictures it makes.

wide angle lens that will do anything within reasonable limits. It's the Series IIIa Wide Angle f12.5, a mighty fine lens at an attractive price.

⌈ Lensology & Shutterisms ⌋

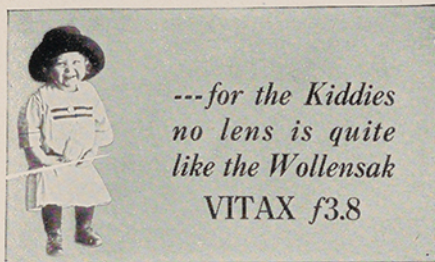
Three fine lenses for the price of one!
That's what your customer gets when he
orders the Series Ia Velostigmat $f6.3-f7.7$.
It's triple-convertible in its most popular
sizes and the long-focus single elements will
give excellent results even when used at full
aperture. Ask for Series Ia circular.



In Appreciation of the Willie Wollensaks

In a big city
* * *
Of the East
* * *
There is a salesman
* * *
Who's such a booster
* * *
For Wollensak products
* * *
That they call him
* * *
Willie Wollensak
* * *
And I know
* * *
That from the Gulf
* * *
To the Great Lakes

⌈ Lensology & Shutterisms ⌋



*---for the Kiddies
no lens is quite
like the Wollensak*

VITAX $f3.8$

From the Atlantic
* * *
To the Pacific
* * *
There are dozens
* * *
And even hundreds
* * *
Of Willie Wollensaks
* * *
Who know our products
* * *
And recommend them
* * *
And sell them
* * *
Because they know
* * *
That Wollensak lenses
* * *
And Wollensak 'Scopes
* * *
Will give the user

Exceptional service

* * *

And consistent satisfaction.

* * *

And I want to tell

* * *

This band of boosters

* * *

That we fully appreciate

* * *

Their co-operation

* * *

And their good will.

* * *

We will endeavor

* * *

To merit the confidence

* * *

They bestow on us

* * *

By maintaining our policy

* * *

Of quality merchandise

* * *

At a reasonable price

* * *

And by giving service

* * *

In keeping with


* * *

Our standards.

* * *

I thank you,


M. C. W.
Apologies to K. C. B.

 IMPORTANT

If you want to double your
Biascope sales, you should
carry both models in stock.
Almost half your trade re-
quire the new 58 mm. p. d.
See page 3 for further
particulars.

Makers of Distinctive Lenses that make Distinctive Pictures



HEN men are
rightly occu-
pied, their amuse-
ment grows out of
their work as the
color petals out of
a fruitful flower.

John Ruskin.