

LENSOLOGY AND SHUTTERISMS

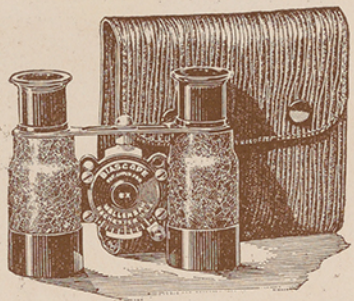
SEPTEMBER - 1923 - OCTOBER



Sept.-Oct. 1923

WOLLENSAK OPTICAL COMPANY

ROCHESTER, N.Y.



A NEW ONE!

Now ready! A $3\frac{1}{2}$ power Biascope with much wider field because of lower power! Other specifications, prices and terms identical to those of 6X model. In ordering specify model desired.

Optics & Shutterisms

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No. 5

The Ideal Season

Autumn is almost here — autumn, the ideal season for Biascope sales.



A few months ago we told you that summer was the ideal time to sell Wollensak 'Scopes. We were right then. We are right now. For the ideal time for sales and more business is always NOW for the aggressive dealer who is "on his toes" and alert to every opportunity.

Biascopes and Pockescopes are seasonable items. But they are ALWAYS in season and their sale can be linked logically with football and hunting in the autumn, skiing and skating in the winter, bird study and hiking in the spring, and boating, camping and motoring in the summer.

Some short-sighted dealers may be content to rest on the laurels of their summer success in selling 'Scopes. But the progressive fellows will realize that Biascopes and Pockescopes are as seasonable in the fall as football togs and hunting equipment. If you fall in line with the latter group, you will find you can sell fully as many 'Scopes in the autumn, as in the summer.

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Autumn is almost here. It is the ideal season, ideal in weather, ideal in sales' opportunities. It will reward you in direct proportion to the effort you put forth.

(Note: There's a coupon below for your convenience in ordering 'Scopes for stock. Fill it out and mail it today if your stock of 'Scopes is running low.)

RUSH ORDER

.....1923

Wollensak-Rochester:

Gentlemen: Please ship at once the 'Scopes specified below. We want to be sure to have enough for the football and hunting season, and if we happen to have any left after that, we'll need them for Xmas business. Send:

.....dozen Biascopes—63 mm. p. d.

.....dozen Biascopes—58 mm. p. d.

.....dozen Pockescopes

and include plenty of ad matter (except on an order for a sample).

Name

Address

Please Rush Order For Instruments Today Sure

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PERSONAL WINDOW-CARDS

will sell more 'Scopes for you

By "personal" window-cards, we mean those made by you or your local sign-man. Such cards always seem to have a more intimate appeal to the prospect than the printed kind.

The above reproduction is a mighty fine specimen of what the dealer can do to boost

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his sales of Biascopes. The original poster was 20x30 and was drawn in colors by Geo. W. Boeringer of Boeringer and Son, St. Paul, Minn. This dealer's business in 'Scopes has well repaid him for the effort involved in making several special posters.

But you need not be an artist, provided you or one of your organization can letter neatly. Just take a large sized piece of card stock, paste at the top an attractive

—FOOT BALL—

SEE THE GAME

through a Biascope. Make every seat a grand-stand seat. See the plays at the other end of the field as well as those in front of you.

BIASCOPE

Six-Power Binocular

Five Dollars. complete with case.

GOIN' HUNTIN'?

Take a Biascope with you. See distant game and other objects six times larger. KNOW what you're shooting at.

BIASCOPE

Six-Power

Five Dollars

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and seasonable picture (such as is often available on a magazine cover) and print your advertising message below it.

Here are a couple of seasonable copy suggestions. Try them, with a picture of a football player on one and a hunter on the other. The pictures are not essential, but desirable.



"LOOK THROUGH this Biascope and you can see the equator," said the captain to McNutt, the landlubber. And as McNutt looked the captain pulled a hair from his head and held it in front of the glass.

"SEE IT?" queried the cap. "Yes," answered McNutt. "I can see the equator and a camel walking along it."

IMMEDIATE DELIVERIES are now possible on Biascopes and Pockescopes. Greatly increased production now enables us to give you prompt service.

FALL IN line for fall business. Buy Biascopes now for football fans, hunters, hikers, motorists and boy scouts.

If you're
a wise
bird



you will
listen to
this tale



of how to
rake in
profits.



Opportunity
knocks at
your door.

POCKESCOPE
THE POCKET TELESCOPE
and
"BIASCOPE"
SIX-POWER

the
optical
go-getters



sing
their song
of sales.

They
make
a hit



with
hunters



with
foot-ball
fans



with
Xmas
shoppers



They
see
our ads



and your
windows—
and buy.

Investigate
at
once!



Immediate
shipment
assured!



Satisfaction
guaranteed!



Biascope
Six-Power
Binocular



Pockescope
Pocket
Telescope



We
thank
you.

LENS DOPE

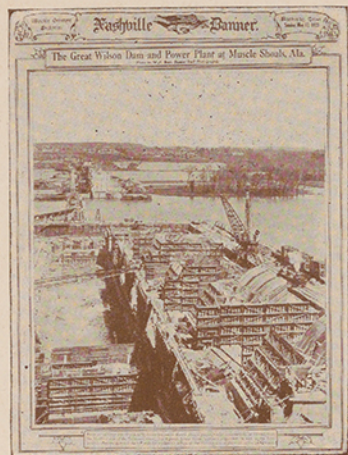
Three fine lenses for the price of one!

Put yourself in the buyer's shoes. Wouldn't YOU be attracted by the opportunity to buy three fine lenses for the price of one?

That is the opportunity we are giving the photographers of America in offering the new Series Ia Velostigmat $f6.3-7.7$. This finely corrected anastigmat is triple-convertible in its most popular sizes and the price is just about the same as a good $f4.5$ anastigmat.

Triple-convertibility means triple-utility. For the long-focus single elements enable the user to obtain larger images from a given point of view, or a better perspective by working at a greater distance from the subject. The photographer who uses a Series Ia Velostigmat always has available a variety of focal lengths, which enable him to handle capably practically any job by which he might be confronted.

Those of your customers who are commercial photographers, and portrait photographers who handle the commercial work in



their town will appreciate the Series Ia Velostigmat. They will appreciate its exceptional value, its convenience and the saving in weight it effects in eliminating the necessity for a battery of lenses.

You will find it to your advantage to tell your trade about these attractive features. Many photographers are looking for just such a lens as the Series Ia Velostigmat.

If you need descriptive leaflets on this new lens, just write your name and address and quantity desired on the margin of this page and mail to us.

Give 'em the "AX"

If you want to make a favorable impression with your customers, "give 'em the ax"—the Betax, Gammax and Deltax Shutters. Give 'em the ax when they buy a hand camera. Give 'em the ax when they purchase a lens.

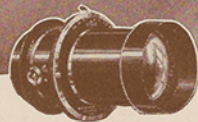
These Wollensak gearless, pumpless shutters are built on a principle which insures uniform accuracy and reliability. Whenever you sell one to your trade, it reflects credit on your own judgment and the quality of merchandise you handle.



Packed in Bags

Like fine silver-ware, Wollensak lenses, in the larger sizes, come packed in neat flannel bags with a shur-string at the top. These bags have been used in packing for several months and have proved thoroughly satisfactory. They protect the lens from dust and scratches in shipping, and provide a suitable cover for the lens when not in use in the studio.

Our maroon-colored flannel bags have satisfactorily solved this problem for us, and they will aid you in similar fashion. When you receive a lens for stock, do not



Vitax portrait by Peggy Stewart, used in our ads in the professional photographic magazines.

discard the bag, because you will want it when you sell and deliver the lens. Instead, use the bag as a mat for displaying the lens in your show-case.



Seen on the ground-glass

THE PICTURE on page 9 is a reproduction of the front page of the rotogravure section of the Nashville Banner, and portrays the Muscle Shoals Project. It is from an enlargement of 8x10 negative made by W. E. Barr with his Wollensak Anastigmat *f*7.5, and strikingly illustrates the keen-cutting qualities of this lens.

* * *

THE LITTLE GIRL on page 11 charmingly illustrates the capabilities of the Vitax *f*3.8 in portraiture and child photography. This portrait was made by Peggy Stewart—another Vitax enthusiast.

* * *


TRIPLE YOUR SALES on triple convertible lenses by pushing the new Series Ia Velostigmat *f*6.3—7.7. Many of your customers will buy this lens if they are informed of its advantages.

* * *

KEEP POSTED on Wollensak lenses! If you are fully familiar with the new Series Ia, Series IIIa and our old standbys, you will sell more of them.



ROCHESTER threw
out its chest when
we made a six-
power glass to sell for five
dollars. First we put the
LENS in WOLLENSak. And
now we have put the
CHEST in RoCHESTER.



IF you want to
get close to
nature, the Bia-
scope will help.

Biascope Bill.

