

LENSOLOGY & SHUTTERISMS



VOL. XII NO. 1
JAN. - 1924 - FEB.

WOLLENSAK
OPTICAL CO.
Rochester, N. Y.



HERE'S looking at you! and wishing you a hideful of happiness and gobs of good fortune for 1924.

Biascope Bill



◻ Lensology & Shutterisms ◻

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

Vol. XII January - 1924 - February No. 1

TRIPLETS!

Announcing the birth of
Pete, Pat and Paul Pockescope

"Ah, I see nature smiled on you!" said the friend of the father of the newly-born triplets.

"Smiled! Why man, she laughed out loud!"

Perhaps three ordinary triplets might be just cause for a pessimistic aspect. But with a trio of young hopefuls, like Pete, Pat and Paul Pockescope, we have reason enough to be paternally proud. For these optical triplets are absolutely in a class by themselves.

We call them Pete, Pat and Paul for short. But they are officially christened as Pockescope Jr., Pockescope and Pockescope Sr., because of their variation in size and capabilities.

Seriously, these three instruments offer the greatest value of any merchandise of this character on the market. We use the word "greatest" advisedly without any intent to exaggerate. The new instruments offer wider field and greater power, (P. Sr.),

⌚ Lensology & Shutterisms ⌚



more compact construction and lower price, (P. and P. Jr.).

Here are the exact specifications:

Model	Power	Length (collapsed)	Maximum diameter	Retail Price
Pockescope, Jr. ..	3	2 5/8"	11/16"	\$1.00
Pockescope	4 1/2	3"	11/16"	1.50
Pockescope, Sr....	6	3 1/4"	13/16"	2.00

All have the characteristic finish of black crystallized lacquer and are supplied with genuine leather cases. And they are made by the same skilled craftsmen who build Biascopes and Wollensak photographic lenses. Need more be said?

⌚ Lensology & Shutterisms ⌚

With the Pockescope triplets you should be able to treble Pockescope sales. For where one instrument does not satisfy, one of the others invariably will.

Let's start the New Year right with a special window display of these new Pockescopes. Offer them to the skater, the snowshoe fan, and to all of your other outdoor trade.

These Pockescopes are entirely new and exceptionally moderate in price. Hence your opportunity for sales is so much the greater.

May we have your order—today?

A NEW DISPLAY CARD featuring the new Pockescopes, is now ready. It incorporates the illustration shown on the opposite page and will be sent with every order for the new 'Scopes.

1924

Hopeful and Scopeful



"Train No. 1924 now ready. Prosperity, Industry, Commerce, Fortune and points beyond. Track No. 7. All aboard!"

We're off! And a mighty fine trip it promises to be. For the Bigger Business Special is a fast modern train, and the roadbed is ideal for speedy going.

During the months of 1923, we have experienced a uniformly good demand for our products. Lenses and 'Scopes have sold well. We believe that in 1924 the volume of business will be at least as large as in 1923. But we are playing safe by preparing for a much larger volume.

While we do not profess to be unerring forecasters of business conditions, we are nevertheless willing to stake our reputation on this prophecy:

Your business for 1924 will be exactly what you make it!

Progressive, aggressive dealers will find it twice as good as those who fail to take advantage of every sale's opportunity which presents itself.

You will undoubtedly do a good business in the staple lines you handle. BUT your profit will lie in the "extras,"—in the new

items of merchandise which bring new customers and new dollars into your store.

We are not speaking for our own merchandise alone. We refer to the many other new articles of merit that are constantly being developed. Watch these new products carefully. Analyze them, and those that are worth while, PUSH for all they are worth, strengthening them with an adequate window display and newspaper advertising.

In passing, we might mention that we have new products on the way which conform admirably to such a program. New additions to our line of 'Scopes will be absolutely revolutionary in character. Consider for example, the new Pockescopes described elsewhere in this issue. They are a long stride ahead of anything of this character ever offered!

Yes, the new year is hopeful and 'Scopeful for us. And we trust that you, our good friends in the trade, will find much of happiness and good fortune in store for you in the twelve months that are before us.

"Train No. 1924 now ready. Track No. 7. All aboard."

TOOT-TOOT!

P. S.—The enclosed card properly filled out and mailed, will provide a little lubricant for the wheels of the old chao-chao.

Welcome back!

It is a pleasure for us to announce that Mr. Harry C. Gorton, formerly general manager of the Wollensak Optical Company is back with us again, after an extended vacation on the coast. Mr. Gorton will be associated with us in an advisory capacity, and will be glad to hear from his many friends in the trade.

When this company was a youngster, Mr. Gorton guided its footsteps along the path that leads to Success. And now, even though we have "grown up," we know his advice and counsel will prove of infinite value to us, in enabling us to better serve our dealers.

We take this opportunity also to announce that Mr. Chas. H. Brown, Jr., is no longer connected with this organization.



Two Dollars!



They can say all they like about the purchasing power of the dollar. It all depends on where and how the dollar is spent. If it is used to help buy a Pockescope, Sr., it is doing pre-war service, because, to the best of our knowledge, this is

the greatest value ever offered in optical history.

Think of it! A six-power monocular for \$2.00! Have you ever seen such value? Neither have your customers. That's why they will buy it.



Wollensak Quality Lenses

available on box cameras



When you sell a box camera you have little time to discuss or consider the lens. Quick sale and ready turn-over are the main considerations.

And yet how important this little inexpensive lens is! For if it produces good results, you are assured of a satisfied customer, one who will buy film, order prints and eventually buy a better camera. But if the results are unsatisfactory, he will leave his camera at home, and probably give up picture-taking entirely.

The photo dealer who has the interests of his customers and himself at heart, will

⌂ Lensology & Shutterisms ⌂



Above is a greatly reduced reproduction of a beautiful Verito enlargement by Taizō Kato. Opposite is a whole page of Photo-Gravure reproductions of photos made by Mr. Yates, staff photographer of the Des Moines Register, with his Series II Velostigmat f4.5. Both cuts have been used in recent Wollensak ads to illustrate results obtainable with these versatile lenses.

appreciate the advantage of offering a box camera equipped with a Wollensak quality lens. All Ansco and Seneca box cameras (as well as higher-priced models) are so equipped. And even though the lens is only a meniscus or achromatic type, it is as fine a lens of this type as there is available. It is backed by twenty-five years of specializa-

⌂ Lensology & Shutterisms ⌂



tion and is made by the same expert workmen who make the Velostigmat anastigmat.

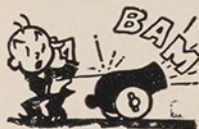
The lens is the most important part of any camera. And you can sell Ansco and Seneca box cameras to your customers, with the positive knowledge that the lens is RIGHT.



Seen on the ground-glass

LOVE, they say, is like a photographic negative. It must be developed in the dark.

* * *



GOOD REPORTS continue to roll in on the popular Series IIIa Extreme Wide Angle f12.5. Just recently, a photographer wrote in to tell us what fine results he was obtaining in using the Series IIIa as a triple-convertible lens.

* * *

THIS FEATURE is not mentioned in our catalog. Nevertheless, the Series IIIa is truly triple-convertible, the single elements producing excellent results when slightly stopped down. The 8x10, for example, has a doublet of 6- $\frac{1}{4}$ " focus, a front element of 15- $\frac{1}{2}$ " and a rear element of 9- $\frac{1}{8}$ ".

* * *



PERFECT CONTROL characterizes the Verito. As much or as little diffusion as is desired, is available with simply a turn of the diaphragm ring.

Position Wanted

We've never worked before, but we come from a family that knows how to produce results. We want a job helping dealers increase their sales volume. Have you an opening for us?

Pete Pockescope
Pat Pockescope
Paul Pockescope

If you want to know more about us, see pages 1 and 2.

Makers of Distinctive Lenses that make Distinctive Pictures



SUCCESS
comes in
cans--Failure
in can'ts. ❧

Makers of Distinctive Lenses that make Distinctive Pictures

