

LENSOLOGY & SHUTTERISMS

MAY - 1924 - JUNE

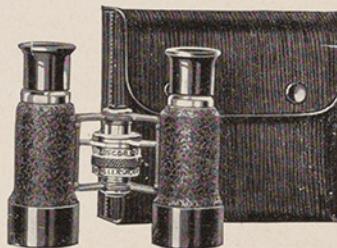


WOLLENSAK
OPTICAL CO.

Rochester,

N. Y.

If you want to sell EVERY prospect carry ALL the 'Scopes in stock. There are few lines of smaller investment, more popular appeal or quicker turnover.



This is Biascope "B"

■ Lensology & Shutterisms ■

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

Vol XII

May - 1924 - June

No. 3

SALES GUARANTEED

*An unusual proposition where you have EVERY-
THING to gain and NOTHING to lose.*

Is your time worth \$5.00 a minute? Even so, it will be well spent if you read this proposition—and act.

First, a word of explanation. Biascopes and Pockescopes are an established success—a "six-cylinder" success. By "six-cylinder" we mean the number sold is already well in excess of six figures. But we are a long ways from the saturation point, and there are still hundreds of dealers who have not as yet capitalized on 'Scope popularity. Hence this proposition.



In order that you can try out Biascopes and Pockescopes in your store, without obligation, we will *guarantee their sale*. Order what you consider a representative assortment. Distribute the circulars. Display the window cards. Then, if they do not sell satis-

■ Lensology & Shutterisms ■

factorily, you can return them to us within one month after their receipt and we will refund your money without question.

This is not a consignment sale. You order and pay for the merchandise in the usual way. But, in the language of the mail order ads, it is a case of "Satisfaction, or your money back."

Note that there is a mutual obligation involved. You are obligated to give the merchandise fair display and sales support. We are obligated to accept the return of the 'Scopes and promptly refund your payment, if you so desire.

Would you refuse a free pass to the theatre or ball game? Neither can you afford to pass up this opportunity to get acquainted with the "sellingest" line of glasses on the market. So use the coupon on the next page—NOW, for this offer is for a limited time only.

Spring is here. Summer is just around the corner, and both seasons spell 'SCOPE SALES with capital letters.

We have said our little say. Now will you say yours? The coupon will bind the agreement.

New display cards, showing the whole line, now ready.

TEAR HERE—This Ticket Admits One to the Grandstand of Profit.

■ Lensology & Shutterisms ■

GUARANTEED SALES

Order Coupon

1924

Wollensak - Rochester:

Gentlemen: The following merchandise is ordered in accordance with your GUARANTEED SALES offer, with the understanding that we can return the 'Scopes within 30 days, if they do not sell to our entire satisfaction:

Quantity	Instrument	Power	Retail Price
.....	Pockescope Jr.	3X	\$1.00
.....	Pockescope	4½ X	1.50
.....	Pockescope Sr	6X	2.00
.....	Biascope "A" 63mm.	6X	5.00
.....	Biascope "A" 58mm.	6X	5.00
.....	Biascope "B" 6X	6X	7.00
.....	Biascope "B" W.F.	3½ X	7.00

Include following free ad matter which we agree to use to good advantage:

Circulars in colors. Display cards.
 Cut book.

Ship cheapest way, to

Name

Address



P. S.—As we understand this offer it is "heads we win, tails we don't lose."

DEMAND

A recent article in "Printers' Ink" epitomizes in one short paragraph, our sentiments regarding demand. This, in part, is what it has to say:

"There are few subjects about which there is so much misinformation in circulation, as there is about Demand. Demand is not a vociferous Carrie Nation that either figuratively or literally breaks into a store and makes itself felt. On the contrary, Demand is very quiet and unostentatious in its desires. It quietly, almost silently, goes where it can be easily satisfied. In fact in most cases Demand is not vocal at all. It shops with its eyes only and does not become vocal until the desired article is seen."

These general principles apply particularly to new merchandise, such as our Biascope. Your customer sees our ad, decides to buy a Biascope and is prompted to act when he sees them displayed in your window. However, few folks like to "shop around" and your customers seldom will ask for any article of merchandise, unless they think you have it in stock.

There is a demand for Biascopes. But it is most apparent when you give these instruments a good display in your window. That is why dealers who feature 'Scopes in their windows and in their advertising sell

ten times as many as the dealer who hides them away in a forgotten drawer.

If you want to see Biascope demand working overtime, include them in your plans the next time you change your window. The demand is THERE. It's up to you to take advantage of it.



The 14 Points

Here are just a few of the reasons why dealers stock and sell Wollensak 'Scopes. The first nine points are of particular interest to the customer as well, and tersely present the features that have made Biascopes so popular a seller:

- (1) Compact. Fits the pocket.
- (2) Light-weight. Only 8 ozs.
- (3) Magnifies six diameters.
- (4) Achromatic optical system.
- (5) Fine definition of image.
- (6) Exceptional illumination.
- (7) Beautifully and durably finished.
- (8) Equipped with genuine leather case.
- (9) Popular prices—\$5.00 and \$7.00.
- (10) Nationally advertised.
- (11) Sales helps supplied.
- (12) Small investment involved.
- (13) Quick turnover assured.
- (14) Brings new customers into his store.

Tales of Sales

Spring is here—the month of May,
When good sportsmen like to "play,"
So wise dealers will display



The B
I
A
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E

And the man who likes to tour,
Be he rich or be he poor,
This one thing indeed is sure,



He'll
buy
a
'Scope.

Both the chap out on a tramp
And the man who likes to camp—
They will recognize a "champ"—



The B
I
A
S
C
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E

Yes, the boy who likes to scout,

And the men who fish for trout,
For the show, indoors and out,



They'll
buy
a
'Scope.

Not a woman, not a man,
Nature student, baseball fan,
Can find better value than



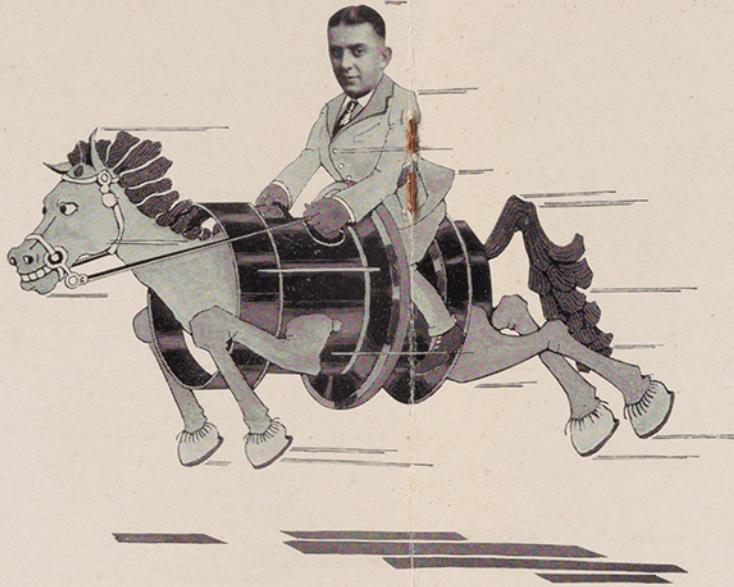
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l'envoi

To the dealer with the tale
That he hasn't made a sale
Since old Jonah rode the whale,
Just buy the 'Scopes.

This one thing we will foretell,
That, for sales, they'll sure ex-sell,
They're as popular as, — well
*As Biaoscopes.

* We couldn't think of any suitable comparison. You see,
'Scopes are quite in a class by themselves,



NOTE

The mount here pictured is VITAX, the lightning - quick thoroughbred of photo lenses.

WRONG again! This is not one of the Four Horsemen of the Eucalyptus. It is A. Wollensak, Jr., who is trotting around these United States calling on our friends in the trade.

If you receive an advance card with this equestrian figure, try to find time to look over your stock of 'Scopes and photo lenses before he arrives. While his principle purpose is to get acquainted, Andy will not be at all adverse to writing an order.

Turnover vs. Discount

The discount on Wollensak 'Scopes is liberal. Yet there are some manufacturers of field glasses and imitation Pockescopes that grant an even greater discount. So we are prompted to offer a friendly word of warning to dealers who might be tempted by the bait of big discounts.

Any products you buy are good investments if they sell. They are poor investments if they stay on your shelves. Wollensak 'Scopes will earn bigger profits for you than other glasses because (1) they sell more easily; (2) they sell more frequently; (3) they involve a minimum investment.

Magazines totaling 10,000,000 circulation are carrying Wollensak ads this year. To the best of our knowledge, this is the most ambitious advertising program for field glasses ever employed. And it means that your customers are half sold on a Wollensak 'Scope before they enter your store.

If you have your eye on the profit side of your ledger, you will stick to Biascopes and Pockescopes, the line of ready sale and quick turnover.

Advertising slides, with your name and 'Scope ad now available. Use one in your local movie theatre

LENS DOPE

The lens and the job

All you photo stock house salesmen gather 'round. "Lend me your ears," as Mark Anthony (was it Mark?) once said, "I'll return them in a few minutes."

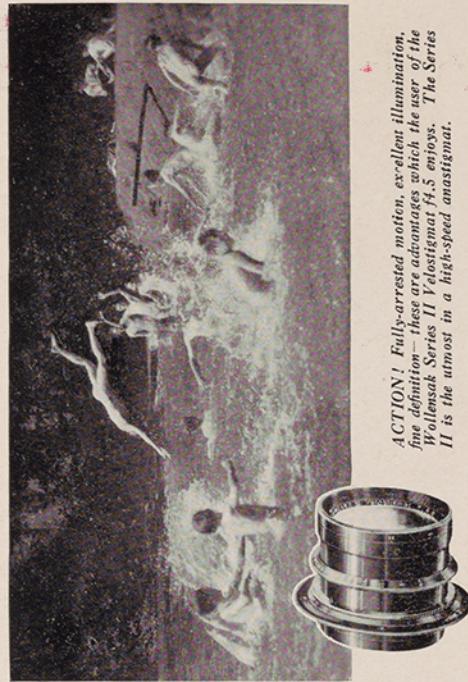
Remember when you were a kid in school, how the teacher used to spring a "review" every few weeks? Well, that's exactly what we're going to have here and now, so that some of you high-powered lens peddlers can see just how good you really are.

The only trouble with this "correspondence school" review is that we can't keep you after school until you learn your lesson backwards, forwards and sideways.

This is a short, snappy test. There are ten problems, each counting 10%. Figure out the answers for yourself before you read our answer. See how near you can come to scoring 100%.

All set? Then, if little Willie will put up his bean shooter and pay attention, we'll proceed. Get your pencil and paper ready.

State which Wollensak lens is best adapted to each of the following ten classes of work and WHY: (1) sharp portraits; (2) diffused portraits; (3) child photography; (4) home



ACTION! Fully-arrested motion, excellent illumination, fine definition—these are advantages which the user of the Wollensak Series II Velostigmat f/5 enjoys. The Series II is the utmost in a high-speed anastigmat.

portraiture; (5) groups; (6) all-round studio work; (7) general commercial work; (8) views; (9) banquet cameras; (10) wide angle work.

In some cases, there will be more than one correct answer. The same lens might be the answer for more than one require-



Verito portrait by Antonio Gardino, made at f/4 and Vitax portrait by O. L. Markham, excellent examples of soft and sharp effects in portraiture.

ment, too. If you have put down your answers to the above, check them up by our recommendations which follow:

(1) Sharp portraits

are best handled by the Vitax, because of its high speed and the beautiful, rounded,

life-like quality it renders. Second choice, Series II Velostigmat f4.5.

(2) *Diffused portraits*

call for the one and only Verito f4, which gives as much or as little softness as the user desires, by merely changing the diaphragm opening.

(3) *Child photography*

calls for speed, above everything else. Hence the Vitax f3.8, which is so fast it will make snap-shots in the studio. Second choice, Series II Velostigmat f4.5.

(4) *Home portraiture*

demands speed, compactness, moderate focus, all round utility. The versatile Series II Velostigmat f4.5 answers all these requirements admirably. Second choice, Velostigmat f6.3.

(5) *Groups*

almost any Velostigmat anastigmat, (Ia, II or IV) is suitable for group work because they all offer flat field and perfect correction. The Series II would generally be the preferable selection, because its speed would make it suitable for other studio work as well.

(6) *All-round studio work*

Here again, the Series II Velostigmat f4.5 is first choice, because it is equally well suited to heads, full figures, groups, child

photography and even commercial, view and enlarging work.

(7, 8) *Commercial and view work*

should be handled with a lens of perfect correction. The new Series Ia Velostigmat is first choice because of its triple convertibility. Its long focus single elements are often of great value in improving perspective. Second choice, any Wollensak Anastigmat.

(9) *Banquet Cameras*

require a lens of fairly wide angle. Our Series IIIa Extreme W. A. f12.5 would make an excellent selection, because it is available in a complete range of sizes. A 7x17 plate would call for a No. 8 size, etc. Where a wide angle is not desired, our Series Ia would be preferable.

(10) *Wide Angle Work*

obviously requires a wide angle lens, preferably our Series III Velostigmat f9.5. Second choice, Series IIIa Ex. W. A. Lens f12.5.

Honestly, fellows, how many of these could you answer correctly? If it wasn't close to 100%, you had better take our catalog home some evening and study it. Your customers look to you for advice on their lens problems. You should be in a position to give it to them.



Seen on the ground-glass

THE PICTURES reproduced on pages 12 and 13, and the reading matter under them, are typical of the material we are using in our series of "Wollensak World" ads in the amateur photographic magazines.

* * *

THESE ADS, all full pages, made up like a little newspaper, are building good will and sales for the Wollensak line of lenses.

* * *

A NEW SIZE of the Series IIIa Extreme Wide Angle f12.5 lens is now ready. It is a No. 9, covering 17x20 plate, 13" focus, \$90.00 in Barrel, \$99.00 in Betax Shutter. Make note of this new size in your catalog. Banquet cameras in the 12x20 size, will use this new lens to mighty fine advantage.

* * *

S. L. GATES, who has traveled for us for five years, has left to accept a position where he will not have to spend so much time on the road. Good luck to you, old timer!

Famous Threes

Faith, hope and charity
Tom, Dick and Harry
Hart, Schaffner & Marx
Shine, shave and shampoo

POCKESCOPE, Jr.
POCKESCOPE and
POCKESCOPE, Sr



PEOPLES who never do any more than they get paid for, never get paid for any more than they do.

—Elbert Hubbard