

LENSOLOGY & SHUTTERISMS

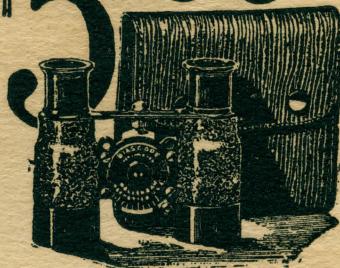


NOVEMBER
DECEMBER
1924

WOLLENSAK
OPTICAL COMPANY
ROCHESTER, N.Y.



\$5.00



Biascope "A"—
Ideally designed—
Accurately constructed—
Small in size—
Case of leather—
Optically right—
Popularly priced—
Easily sold.



Lensology & Shutterisms

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THE NIGHT BEFORE CHRISTMAS

If we were to give our version of this classic old poem, it would run something like this:



'Twas the night before
Christmas, and all
through the store,
Not a creature was
stirring, save old
Mr. Moore.

Who as boss of the business was chiefly
concerned,
In computing the profits his business had
earned.
But his Christmas success had surpassed
his best hopes—
He had sold out his stock of the Wollen-
sak 'Scopes!

This little verse fails to tell the whole story, however. It does not mention that Mr. Moore had had a very substantial stock of 'Scopes to begin with. It does not explain that Mr. Moore had consistently displayed the 'Scopes in his window and had made constant use of our free publicity matter.

Mr. Moore had used six different methods in building up a big volume

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of Christmas 'Scope sales. Any one of them will increase your sales to a certain extent. But use them all and you will be assured of the greatest sales volume possible. Here they are:

- (1) An adequate stock of all types of the Biascopes and Pockescopes.
- (2) Constant display of Biascopes and Pockescopes in your windows and show cases, with price tags and the suggestion: "The Christmas gift for your outdoor friends."
- (3) Distribution of our 'Scope circulars as package and envelope enclosures.
- (4) Constant Display, during December, of our Christmas window poster, described on page 4.
- (5) The use of our Christmas movie slide in your local picture theater the second and third week of December. (See page 5).
- (6) A frequent (or at least an occasional) mention and illustration of Biascopes and Pockescopes in your newspaper advertising. We will supply the cuts.

* * *



The night before Christmas your customers, the folks of your community, will be busy wrapping Christmas gifts for friends and loved ones. Practically every package will mean a sale for some store.

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How many will represent sales for YOU? Substantially more, we'll wager, if you use all six of the suggested methods of sales promotion than if you use none of them at all.

Let's aim high this Christmas. Let's plan on selling a lot of 'Scopes, then SELL them.

*Hitch your wagon to a star!
Keep your seat and there you are!*

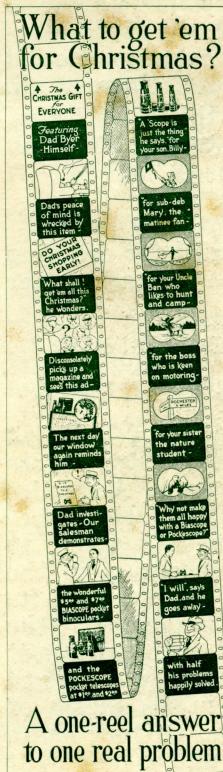
Use the enclosed card for ordering whatever you need in new ad matter and stock.



THE RED CROSS ROLL CALL

 The Eighth Annual Roll Call of the American Red Cross will be held from Armistice Day to Thanksgiving, November 11th to 27th. You are asked to pay a dollar for membership in the organization to help it carry on its various activities. Remember, the Red Cross is YOUR Red Cross. It works for you and you are a part of it. If you believe in its ideals of service, if you wish to do your share to help the suffering and to help fight preventable disease, you will not fail to join.

Christmas Window Poster



Here is a window poster that is decidedly new and different. It is sure to gain the attention of passers - by because of its novelty. It appeals to their curiosity, because it raises a question in their mind the answer to which is found in the "movie" itself.

This miniature movie is a complete, condensed story, characters, plot 'n' everything. It tells of Dad's Christmas worries; of his seeing our 'Scope ad, then your 'Scope display; how he enters your store; how your salesman demonstrates 'Scopes

and recommends them for various uses; and how Dad happily solves half of his Christmas problems.

This poster is only 7½" wide, designed so that it will not obscure your window display. It will prove a powerful sales help during December. How many will you use?



Christmas Movie Slide

If you can arrange with your local motion-picture theater for the display of our Christmas stereopticon slide, you will find it a most capable salesman. It is designed to create business not only for 'Scopes, but also on other gift merchandise that you sell. Here is a most effective advertisement, which your customers cannot fail to read. We'll gladly send it, if you agree to use it.

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Characteristic snapshot of S. L. Gates "in action", using a hand camera equipped with a Wollensak Lens. This photo caught him unawares, when he was photographing a convention group. The "bay window" effect is caused by his using a direct view finder on his camera. In a minute he will inspect his cigar and declare, "Well, I can't smoke it any longer and I can't smoke it any shorter. So guess I'll throw it away." This snapshot is published without permission. It is one of the editor's "masterpieces."

"The Gold Dust Twins"

Announcing S. L. Gates as Western Representative;
A. Wollensak, Jr., to Continue in East

Of course they don't LOOK like the Gold Dust Twins. They don't even look ALIKE. But they both are prospecting for the "gold dust" of orders. And the line they are selling brings to the dealer the "gold dust" of profit.

As Jonah said when he left the whale, "You can't keep a good man down." And it is with pleasure that we announce that S. L. Gates is with us again, representing us on the Pacific Coast. We are calling him "Golden Gates" now, because his office is in San Francisco, 251 Post St., Room 400.

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A. Wollensak, Jr., will continue to represent us east of the Rockies. Many of our dealers have already made his acquaintance, and he hopes to cover the remainder of his territory before the year is out.

Mr. Gates and Mr. Wollensak both know the Wollensak line thoroughly. They will be glad to help you solve any of your problems relating to lenses, shutters or 'Scopes. Please feel free to call on them.

And when it comes to writing orders, "let the Gold Dust Twins do your work."

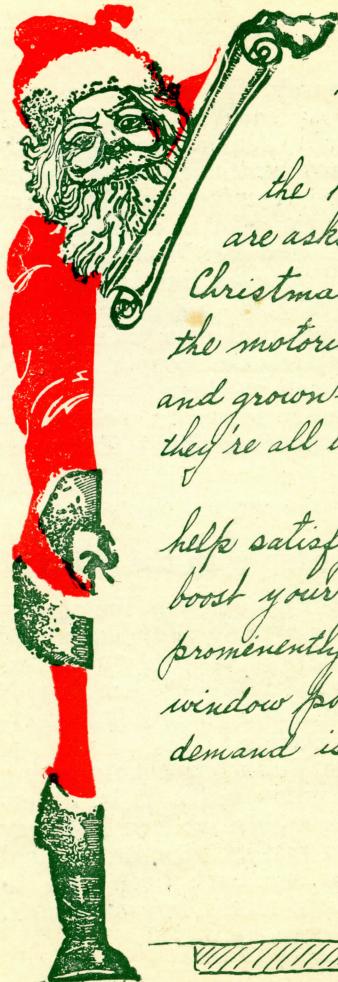


Keep in Step with the Vitax!

Old and yet ever new is the speedy Vitax Portrait $f/3.8$. For more and more photographers are "discovering" this wonderful lens, learning of its capabilities and putting it to service in their studios.

While the Vitax has been winning friends for many years, it is, nevertheless, thoroughly modern in every respect. So perfect was its original design, that we have been able to introduce only minor improvements.

(Continued on page 10)



Dear Friend Dealer:

I've been getting a lot of letters from the kids and you'd be surprised how many are asking me to bring 'em a Pockoscope for Christmas. And while I don't receive letters from the motorists, hunters, campers, tourists, sportsmen and grown-up boy-scouts, I know their wishes and they're all itching for one of those fine little Biassopes.

As my agent, it is your duty to help satisfy their Christmas wants, - and incidentally boost your own sales. So display all the 'scopes prominently in your window. Use the new Christmas window poster. Distribute 'Scope leaflets. For the demand is there.

I'm counting on you -

Sincerely J. S.

The Vitax is marching forward, gaining many new friends as it goes. Keep in step with it progress!



New Price List

On July 15th we discontinued our policy of paying the government tax on lenses. We did not issue a new price list at the time, but merely added the tax to the amount of our invoice.

However, as it has been customary for manufacturers to include the tax in the list price, our method occasioned some confusion and annoyance. Accordingly, we were glad to conform to the general practice and issue a price list, revised to include the tax. This new price list became effective October 1st.

Particular attention is called to the reduction in price of the popular sizes of the Series Ia Velostigmat. These attractive new prices make this triple - convertible anastigmat the greatest value of its type on the market. It is deserving of your highest recommendation.

CREATING SALES

No. 2—"The Missing Link"

Did you ever have a proprietor of a vest pocket studio complain because his lens wouldn't handle everything from a post-card standing figure to a large 8x10 head? He is the type of customer who is suffering because of "the missing link" in his lens equipment—and there are dozens like him.

A carpenter doesn't go to work with merely a pocket-knife. A plumber needs more than a monkey-wrench. And a photographer, too, needs enough tools (or lenses) to handle every job to the best advantage. It is safe to say that most photographers have inadequate lens equipment, and there is a tidy bit of business waiting for the salesman who is willing to study his customer's requirements so that he can make sensible recommendations.

The photographer in paragraph one can make good large heads with his present equipment. But his lens is of too long a focus for post-card work, because his studio does not permit him to get far enough away. He needs a shorter focus lens like the 5x7 Series II Velostigmat *f*4.5.

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"Outward Bound", a Verito picture by Kenneth D. Smith. Made at f8, this picture clearly demonstrates how the Verito gives firmer definition by slightly stopping down. Of course, the larger openings give greater softness, where desired.

Then there is the other extreme—the fellow who is trying to make large heads with too short a focus and finds the perspective bad. The answer is

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"longer focus." A 16" Vitax or 18" Verito, with Extension Lens, would give him what he wants.

The home portrait photographer has to make photographs in rooms of all sizes and frequently suffers because of unsuitable equipment. Study his needs and help him.

The commercial photographer needs a variety of focal lengths—long foci where good perspective is required, wide angles where the space is cramped. Tell him about our Series III, Series IIIa and our new Series Ia triple-convertible.

Know our line—what our lenses will do. Know your photographer, his needs, his problems. Properly apply this knowledge and watch your lens sales climb up.



THE ONLY ARGUMENT against the Verito is that it makes the photographer pay a bigger income tax. He saves so much on retouching, and gets such better prices for his work that Uncle Sam can't help ringing in on the proceeds.

The Question Box

"Of what importance is focal length in a lens and what does it mean?"

The focal length of a lens is the distance from the lens to the ground glass when focused at infinity. However, this distance changes as the point of focus changes and the closer you come to the subject the greater the distance required from lens to ground glass. To photograph an object actual size for example, a bellows capacity just double the focus of the lens is required.

Focal length affects the angle included, the size of the image and the perspective of the picture. Where the size of negative remains unchanged, the longer the focus, the larger the image, the better the perspective and the narrower the angle. Conversely, the shorter the focus, the wider the angle and the poorer the perspective so that in wide angle lenses we have very short foci and relatively small images, with occasional poor perspective.

Good perspective demands a long

focal length. The focus should be at least equal to the diagonal of the plate and in the case of portrait work at least twice the long dimension of the plate. Photographers so appreciate the importance of good perspective in portraiture that the 18" Verito and 16" Vitax are used almost entirely for 8x10 heads and the 14" Series II Velostigmat is being used more and more in place of the 12" lens for the same size plate.



The Cameragraph

An automatic photo-copyist of records

Here is a most unusual machine that automatically makes and develops photographic copies without the use of plate or film. It is used for making fac-simile copies (actual size, enlarged or reduced) of deeds, drawings, data sheets, letters, maps, or any other flat record.

The Cameragraph Duplex, unlike other copying machines, uses a paper sensitized on both sides, photographing on both sides simultaneously. The Simplex model uses a paper sensitized on only one side.

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The Cameragraph method is virtually automatic. The record to be copied is placed in the holder. It is given an exposure of about five seconds. Then the Automatic Paper Feed and Measuring Device places the exposed sheet in the developer and pulls a fresh sheet into the exposing chamber. No dark room is required, because the pictures are developed and fixed within the machine.

Commenting on their lens equipment, Mr. Leininger, general manager, writes, "The Wollensak Velostigmat Process Lens is standard equipment for both our Simplex and Duplex machines. We have found them very satisfactory in every respect."

Space does not permit of a complete description of this apparatus. However, the Cameragraph Company, 411 E. 8th St., Kansas City, Mo., would be glad to provide complete information to anyone interested.



SPEED FIENDS—every dog-gone one of them! But users of the Vitax Portrait Lens f3.8 are sane and sensible speeders, at that.



IT was moving day. Jones would not trust his valuable Grandfather's Clock to the movers. He was carrying it himself, when some one stopped him and asked, "My friend, why don't you carry a watch?" Whenever we see someone carrying a heavy binocular slung across their shoulder, we want to stop them and ask, "My friend, why not carry a Biascope?"





LET us endeavor so to live that when we come to die even the undertaker will be sorry.

—Mark Twain.

