

LENSOLOGY AND SHUTTERISMS

SPRING, 1926



WOLLENSAK OPTICAL COMPANY
ROCHESTER, N.Y.



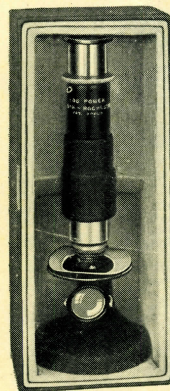
YEARS of experience, months of experiment, and thousands of dollars investment are behind the new Wollensak Microscope. I greet you, Brother Mike, and am looking to your success!

—*Biascope Bill*



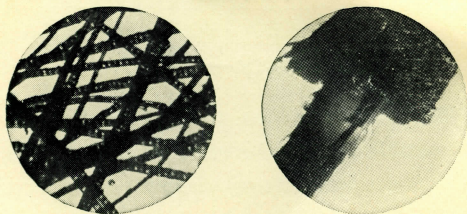
100 Power — \$8.50!

THE headline reduces to the fewest words possible the wonder story of Wollensak's latest contribution to popular optical science.



The power and price, by themselves, are most significant. But when we tell you that here is a microscope that is also achromatic, that has wonderful illumination, that offers a sharp clear image over its entire large field, that is simple in construction, beautiful in finish, compact in size—we know you will agree that ours is rather a unique achievement.

Have you, yourself, ever *played* with a microscope long enough to get well acquainted with it? Have you ever studied tiny insects which appear as queer, fantastic creatures when highly magnified? Have you ever observed the rare artistry of color, the ingenuity of structure



This is how the hair of a mole and the leg of a mosquito look under the 100 power Wollensak Microscope.

that characterizes every bit of plant life? Do you know how a grain of sand, a piece of moss, a feather or any one of millions of specimens appears when your vision is augmented a hundred-fold? Then you have a rare treat in store for you in the Wollensak Microscope.

Everyone is fascinated by the wonders of microscopy, but few can afford to purchase the expensive equipment usually involved. Hence the Wollensak microscope meets a real need, for it is low enough in price to be within the means of the thousands of folks who would cherish such a desirable possession.

Physicians, students, dentists, mechanics, scientists, housewives and folks in every walk of life are your prospects. They will buy if you give them the opportunity.

Turn to our center spread and read the interesting specifications. But before you lay this booklet aside, be sure to fill out the return post card ordering your initial stock.

Your profits, too, will be magnified with the Wollensak Microscope.

KIT — HIT

THE Outing Kit has come to stay. And right now it seems to be one of the busiest and most popular members of the Wollensak family of products.

A few months before the Christmas season, someone in our organization had the happy hunch:

"Let's offer the Pockescope in combination with other popular useful products. Let's make a real outdoor kit that will appeal to every sportsman and every boy scout. And let's offer it at a price that will insure a substantial sale."

It sounded like a logical proposition, so we scoured the country for suitable companion products at a fair price. The Outing Kit was the result, a kit made up of a Pockescope, Sr., a splendid scout knife, a waterproof match box and a serviceable compass.

Well, it was a merry, merry time for all.

And by hard work and the use of many telegrams, we succeeded in handling most of our orders very nicely.

But right here we want to allay the fears that have been expressed by some. The Outing Kit was not intended merely as a Christmas proposition. It is a combination offer which for sheer value will appeal the whole year round. Christmas sales



were only an index to the uniform sales you may expect month after month, if you show this unique proposition in your windows, on your counter and in your ads.

If you were not among those present when the Outing Kit Christmas Melon was cut, CHEER UP! For spring is just around the corner and 1926 offers many more months to cash in on Kit sales.

Now—while you're thinking of it—why not fill in and mail the return post card enclosed with this issue? Of course, you can return them if they don't measure up to your expectations.

But you won't want to.



38,812,000

IT PAYS to advertise.

Of course it does. That is why we have been telling the story of Biascopes and Pockescopes year after year through the medium of dozens of national publications.

And our 1926 program of advertising is perhaps the most ambitious we have undertaken. Not one or two times, but several times during the course of the year 'Scope advertising will appear in publications covering various fields.

Total circulation, 38,812,000—each copy a silent salesman, working for you, simplifying your job of selling. The ad acquaints the prospect with 'Scopes, creates in him the desire to own one and finally reaches fruition when he sees the 'Scope in your



Wonderful for outdoor folks, farmers, hunters, fishers, campers, tourists, scouts, naturalists. Lighter, more compact, easier to adjust, equal to many foreign glasses costing much more. At dealer or direct, postpaid. Money back guarantee.

WOLLENSAK OPTICAL COMPANY
Hudson Avenue Rochester, N. Y.

Ads like this bring customers to your store, if you let them know you sell 'Scopes.

window, enters your store and buys it. Of course, this won't happen 38,812,000 times, but it will happen often enough to make it well worth your while to cash in on our Biascope and Pockescope publicity.

Here is the splendid list of magazines in which our 1926 ads are appearing:

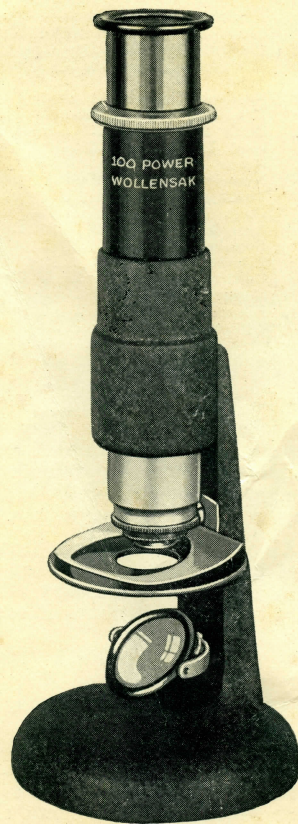
LIST OF 'SCOPE PUBLICATIONS AND CIRCULATION			
No. of Times Run	Publication	Circulation	Total
12	Sporting Goods Journal.....	8,002	96,024
10	Field and Stream.....	94,262	942,620
10	National Sportsman	125,000	1,250,000
5	American Boy	276,377	1,381,885
10	Outdoor Recreation	71,708	717,080
10	Hunting and Fishing.....	175,000	1,750,000
10	Forest and Stream.....	73,629	736,290

Continued on page 8

THE WOLLENSAK MICROSCOPE

HERE are the detailed specifications that help to make the Wollensak Microscope a truly outstanding optical achievement: Standard achromatic optical system; large brilliant field of view; objective affording 100 time magnification; convenient friction slide adjustment; stage, 1-5/8" diameter with circular spring clip for holding slides; height 5-15/16 inches, diameter at base 2 1/4 inches; finish, plain black and crystallized lacquer with nickel trim; plush lined, imitation leather covered case; complete with one prepared slide and full instructions; price \$8.50.

100 POWER --- \$8.50



Continued from page 5

10	Hunter, Trader, Trapper..	80,000	800,000
5	American Forests and Forest Life	14,433	72,165
4	The Spur	20,000	80,000
3	Asia	60,241	180,723
4	National Geographic	982,899	3,931,596
4	The Literary Digest.....	1,328,384	5,313,536
3	Boy's Life	153,396	460,188
3	Bird Lore	20,000	60,000
2	Motor Boating	20,029	40,058
3	American Legion Weekly	657,006	1,971,018
3	Youth's Companion	296,680	890,040
10	Open Road	12,000	120,000
3	American Magazine	2,113,108	6,339,324
3	Popular Mechanics	416,419	1,249,257
3	Popular Science	299,295	897,885
2	Collier's	1,031,945	2,063,890
3	Cosmopolitan	1,464,478	4,393,434
3	Liberty	988,188	2,964,564
13	Optical Review	8,500	110,500
Total.....		10,790,979	38,812,077

How about it? Will you tie up with an advertising campaign representing an investment of thousands of dollars? Your investment will be ridiculously small in comparison, for a few dollars will go a long way in providing you with a fine stock.

All you will need is a small, representative assortment of Biascopes and Pockscopes and the necessary ad matter. The card enclosed will make it easy to order.



Selling Aids

Need any advertising matter? Leaflets, display cards, newspaper cuts? Let us know what you need and we will be glad to fill your requirements without charge.



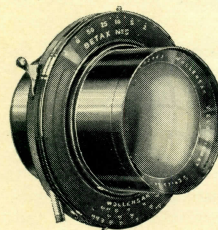
Triple-Salability

Multiply the usefulness of a lens and you multiply its sales. That, in brief, is the reason why the Wollensak Velostigmat Series 1a $f6.3-f7.7$ is proving more and more popular every day.

But that is not the only reason. The Series 1a is a lens that is the culmination of a quarter of a century of experience in lens making and it offers a combination of qualities that make it a mighty practical and versatile instrument.

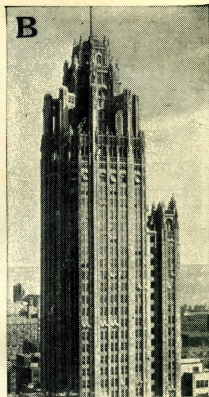
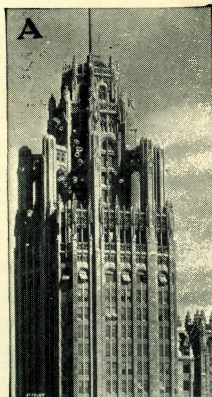
Triple-convertibility is the most significant feature. Instead of having only one lens and one focal length, the user of the Series 1a has one lens and *three* focal lengths, for either of the elements may be used alone.

What an enormous advantage to the commercial photographer, the small-town all-



The Series 1a Velostigmat is available in a variety of mountings and a complete range of sizes.

Hitch your sales-wagon to a lens-star!

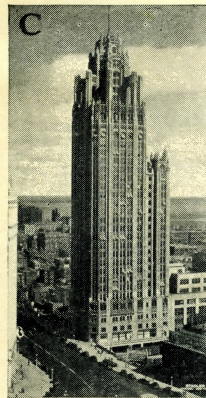


round photographer and the advanced amateur! Three splendid lenses at the price of one! Three focal lengths with but one lens to carry!

The advantages of triple-convertibility are obvious. Good perspective demands a generous focal length and the user of the Series Ia Velostigmat may always select the focus best suited to the subject. He may use the long-focus single elements for telephoto effects and for many commercial subjects; or the shorter focus doublet where a somewhat wider angle is desired.

Study the three splendid photos of the Tribune Tower, all made by Stadler of Chicago, with the No. 5a Series Ia Velostigmat. Photo "C," made with the $13\frac{1}{2}$ " focus doublet, might have been made with any good anastigmat of moderate focus, but

Notable for anastigmatic precision



Reproductions of photographs by Stadler of Chicago, made with the No. 5a Series Ia Velostigmat; "A" with the $25\frac{1}{2}$ " front element, "B" with the 20" rear element, "C" with the $13\frac{1}{2}$ " doublet. All made from the same point of view.

"A" and "B," with their much larger image sizes and completeness of detail, could only have been made with a long focus finely-corrected lens.

Of course there are all kinds of triple-convertible lenses. Some are "out-of-sight" in price; some are cheap in price but only partially corrected in their single elements. The Series Ia Velostigmat is, indeed, the happy medium—it is inexpensive but offers single combinations that are fully corrected anastigmats. They may be used wide open with splendid results.

You will find it well worth your while to push the sale of this popular objective, for it is the sort of lens that sells itself when customers have the opportunity to get acquainted with its superior performance.

REDUCED PRICES

on photographic lenses

By now most of our photographic readers are familiar with the elimination of the Federal excise tax on photographic lenses. The repeal of this tax became effective February 26th and since that date we have been billing all lenses without tax.

This is good news indeed to the photographic world. For several years we have all endured and fought this burden of taxation and success came somewhat suddenly along with the other sweeping tax reductions recently adopted by Congress.

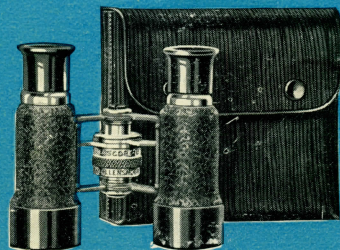
Every photographic dealer has realized the handicap which the lens tax imposed. Frequently photographers would refuse to buy a lens, because of what seemed to them an unjust tax. But now, with its elimination, we can all look for and expect an appreciable improvement in lens business.

A revised price list is just off the press. If you failed to receive your copy, or if you need a quantity, let us know your requirements.

Let's make this a record year for lens sales!

"The powers that be"

Just a word of warning in regard to misrepresented merchandise. A great many of the cheap imported glasses now on the market are greatly over-rated as to power. You and your customers should guard yourselves against such fraudulent claims. We guarantee, however, that Biascope and Pockescope powers are correctly rated.



This is the front page of our new 'Scope leaflet. Need any?



THE fellow that
takes an in-
terest in a busi-
ness soon owns an
interest in it.

