LENSOLOGY & SHUTTERISMS

Here's Your Market for the Pockescope

JULY - 1922 - AUGUST

WOLLENSACK OPTICAL COMPANY
ROCHESTER, N.Y.
What is the young man doing?  
He’s just demonstrating how bloomin’ awkward it is not to have the

“POCKESCOPE”  
THE POCKET TELESCOPE

THE POCKESCOPE

A Wollensak side-line for Wollensak dealers

You probably never heard of the pockescope. Neither did we until some one suggested it as the logical name for an instrument we have finally perfected.

The Pockescope is a pocket telescope of over four and one-half time magnification made to retail at $2.00. That is our story in a nutshell.

The Pockescope is not a toy. It is a scientifically constructed, beautifully finished optical instrument of genuine merit and practical utility. It gives a sharply-defined image of distant objects over four times as large as with the naked eye. And its vest-pocket compactness is appealing.

Here are the specifications: maximum diameter, 11/16”; length, when closed, 3 1/2”; length, extended, 5”; power, four and one-half times; objective lens, concave-convex flint with double convex crown; eyepiece lens, double concave flint; finish, black crystalized lacquer; furnished in gray suede case.

The market for the Pockescope is unlimited. Everyone who loves the Great Out-
doors, every camera fan, every hunter, fisherman or camper, every motorist or tourist, every motor-boat enthusiast, every Boy Scout, and thousands of others are logical live prospects.

We are offering the Pockescope to photographic dealers because we think they will be interested in this novel product and the possibilities it affords. As we are confident that those who are first to offer it will dispose of a great many, we suggest that you give it your immediate consideration.

Sidelines help to pay the rent and as a retail sideline, the pockescope is ideal. Quick turnover is assured with proper display. And a minimum of shelf or show-case space is required.

We will help you sell the Pockescope. It will be advertised in leading photographic magazines. Counter cards and circulars will be supplied with all orders.

You will want to be one of the first to show the Pockescope. So fill out and mail the coupon provided, checking either square.

If you're skeptical check here

Send us sample Pockescope for inspection and quote prices. If we do not order, we will either return it to you or pay the retail price of $2.00.

If you take our word for it check here

We believe you know when you have a good thing. Therefore enter out order for..............dozen Pockesscopes, at the regular dealer price.

(No orders accepted for less than one dozen. You'll need more than that for a good display.)

Name..........................................................

Address ....................................................
ON TRIAL
the use and abuse of the trial privilege

“Let the User Judge,” we say. It is our slogan—our policy. To make it simple for him to judge, in comparison with competitive products, if he so desires, we have in the past given the generous trial privilege of thirty days.

There are some few photographers who abuse this privilege. For an occasional wide angle job, they would rather “borrow” a Series III Velostigmat on trial than buy one. Some even have the hardihood to repeatedly order, through different dealers, a Series II Velostigmat for their occasional large groups.

And so it goes. In this and in other ways, the trial privilege is frequently abused by photographers who have no sincere intention to purchase.

Acting on the suggestion of several of our dealer friends, we have modified our trial offer. Instead of stating a definite period of time, our new catalog specifies a “liberal trial privilege.” Our practice, in billing lenses sent on memo, will be the same as heretofore. But we leave it to the dealer to specify the time limit.

The dealer knows his customers better than we can ever hope to know them. He can generally tell even before the lens is shipped, whether the photographer will keep it. So we leave it to the dealer’s discretion to specify one week, two weeks, or whatever trial period he considers advisable.

When a lens is sent on trial, it is only half sold. The transaction is not complete until the lens is paid for and the customer satisfied. If the customer fails to secure satisfactory results, write us at once, telling us the nature of his complaint. Perhaps he might not be using it properly. Perhaps some other lens would be better for his purpose. In any case, we can help and are always heartily willing to do so.

Series IIIa wide angle practically anastigmatic

The Series IIIa Extreme Wide Angle f12.5 is not described in the catalog as an anastigmat, although this is virtually the case. At f18, which is the aperture of a great many wide angle lenses, the Series IIIa is an anastigmat giving wiry definition to the very corners of the plate; at f12.5 the definition is exceptionally fine and this larger aperture is a great convenience in focusing in dimly lighted interiors and making snap shots where the light is poor. The Series IIIa offers all of the advantages of the slower wide angle anastigmats, plus the large available aperture of f12.5. Tell this to your customers.
“POCKESCOPE”
THE POCKET TELESCOPE

Here are your prospects

Every film user
Every camper
Every tourist
Every excursionist
Every hunter
Every motorist
Every ball fan
Every gift-seeker
Every fisherman
Every Boy Scout

Why they will buy it

It’s practical
It’s unique
It’s compact
It’s durable
It’s handsome
It’s adjustable
It’s powerful
It’s inexpensive
It’s advertised
It’s optically right

The Pockescope is for everyone who loves the Great Outdoors

The Pockescope will be advertised in leading photo journals
Seen on the ground-glass

LENSES & SHUTTERS “made us what we are to-day.” While this issue is devoted largely to Pockescopes, the new member of the Wollensak family, just remember that we’re doing business at the same old stand, making the kind of photographic lenses and shutters that photographers like to use.

“What shape is the World?” asked the teacher. And the small boy answered, “It’s in a heluva shape just now.”

THE CATALOG, described in last Lensology, has made a tremendous hit. If you haven’t received your copy yet, you have a treat in store!

FOUR AND ONE-HALF times magnification with the Pockescope! At $2.00, the retail price, that’s only forty-four cents per mag!

YOU CAN’T pick a scope like the Pockescope.

WORTH GROWING about! The recent additions to the Wollensak family—the Verito Extension Lens, the Betax shutter, the Series IIIa Wide Angle, and the Pockescope.

HOW LONG should be the trial period? That’s a twin question to “How far is up?” The period should be definite however. Read our suggestions on page 4.

IN HARD TIMES (so-called) the volume of business transacted is only 20% less than normal, according to statistical authorities. Are you getting your share?

THE GREATEST HONOR Wollensak photographic Lenses have enjoyed the past month has been the winning of the silver cup at the London Photographic Fair by F. A. Free of Davenport, Iowa. At the recent Milwaukee Camera Club exhibit, most of the honors, including the first award, were won by the Verito.
"The Recipe"
(By Berton Braley)

When others were spilling calamity dope
And shaking their heads with the gloomiest air,
Bill Jefferson simply remarked, "There is hope!"
And worked like a beaver and hustled for fair.
While others were hesitant, doubtful, afraid,
He advertised widely wherever he could—
For this was Bill Jefferson's slogan of trade:
"For them that goes after it, business is good."

"For two or three seasons," Bill Jefferson said,
"Most any old dub could get coin in a rush;
It didn't require no particular head
To gather in shekles when people was flush.
But now times is altered, and now comes the test,
The flush days is finished, that's well understood;
But here is the truth, very briefly expressed:
"For them that goes after it, business is good."

"You won't boost your business by waitin' about
For this thing or that thing which mebbe will break:
Get busy right now an' you'll find, beyond doubt,
There's business to get an' there's money to make.
The hustler don't wail at his troubles an' quit,
Or whimper an' whine like the Babes in the Wood:
He jumps in the game with his nerve an' his grit—
"For them that goes after it, business is good!"

Courtesy of Nea Service, Inc.

Exchanging shutters instead of repairing them

The evolution of Wollensak shutters to their present state of perfection, as embodied in the Betax and allied shutters, has been gradual, extending over a period of twenty odd years. As a result, there are thousands of our shutters in use that are of obsolete or discontinued models.

Occasionally one of these old shutters is sent us for repairs. Our mechanics often find repair parts must be specially made, if the shutter is very old. For this reason repair costs are sometimes out of proportion to the value of the outfit.

In handling such transactions, we have found that it is almost as cheap for us to supply a new model shutter as to repair the old. The customer and dealer are both better satisfied. Red tape is eliminated and better service rendered. And the customer has a brand new, gearless, pumpless model, which will serve him for many years to come.

The next time you have a shutter to be repaired, remember that we will exchange it at a specially low, net price, which will be little more than the repair charges. Unless repair orders for discontinued
models definitely instruct us to the contrary, we will give our dealers the benefit of this exchange proposition.

Of course, we do not plan to thus become fabulously opulent (high brow for rich). But if we keep everybody happy, we'll be satisfied.

Cordially yours,

Lensology & Shutterisms

"THE ETERNAL TRIANGLE"
Velegnat - Vitax - Verito

School of Photographic Proficiency

One month at Winona Lake, Ind., with Will H. Towles. A post-graduate course open to any member of the P. A. of A., or an affiliated association, or their employees.

$50.00 for the Entire Course with no extra charge for materials. Accommodations at Winona are most reasonable. All the usual summer resort attractions for your amusement after school hours.

Send $10.00 Deposit with Application and get it in early, as attendance will be limited and a number of applications are on hand. Address General Secretary, P. A. or A., 421 Caxton Building, Cleveland, Ohio.
Pictures that make 'em stop

There are two kinds of pictures—those that are made with Wollensak lenses and those that are not. You will generally find that Wollensak portraits attract the favorable comment of those who see them, for they have an indefinable life-like quality that makes them individual.