LENSOLOGY AND SHUTTERISMS
SEPTEMBER - 1923 - OCTOBER

Sept.-Oct. 1923
WOLLENSACK OPTICAL COMPANY
ROCHESTER, N.Y.
A NEW ONE!

Now ready! A 3½ power Biascope with much wider field because of lower power! Other specifications, prices and terms identical to those of 6X model. In ordering specify model desired.

The Ideal Season

Autumn is almost here—autumn, the ideal season for Biascope sales.

A few months ago we told you that summer was the ideal time to sell Wollensak 'Scopes. We were right then. We are right now. For the ideal time for sales and more business is always NOW for the aggressive dealer who is "on his toes" and alert to every opportunity.

Biascopes and Pockescopes are seasonable items. But they are ALWAYS in season and their sale can be linked logically with football and hunting in the autumn, skiing and skating in the winter, bird study and hiking in the spring, and boating, camping and motoring in the summer.

Some short-sighted dealers may be content to rest on the laurels of their summer success in selling 'Scopes. But the progressive fellows will realize that Biascopes and Pockescopes are as seasonable in the fall as football togs and hunting equipment. If you fall in line with the latter group, you will find you can sell fully as many 'Scopes in the autumn, as in the summer.
Autumn is almost here. It is the ideal season, ideal in weather, ideal in sales' opportunities. It will reward you in direct proportion to the effort you put forth.

(Note: There's a coupon below for your convenience in ordering 'Scopes for stock. Fill it out and mail it today if your stock of 'Scopes is running low.)

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RUSH ORDER

........................................1923

Wollensak-Rochester:

Gentlemen: Please ship at once the 'Scopes specified below. We want to be sure to have enough for the football and hunting season, and if we happen to have any left after that, we'll need them for Xmas business. Send:

..............................dozen Bia scopes—63 mm. p. d.
..............................dozen Bia scopes—58 mm. p. d.
..............................dozen Pockesscopes

and include plenty of ad matter (except on an order for a sample).

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

Address ............................................................

Please Rush Order For Instruments Today Sure

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PERSONAL WINDOW-CARDS

will sell more 'Scopes for you

By “personal” window-cards, we mean those made by you or your local sign-man. Such cards always seem to have a more intimate appeal to the prospect than the printed kind.

The above reproduction is a mighty fine specimen of what the dealer can do to boost
Lensology & Shutterisms

his sales of Biaseopes. The original poster was 20x30 and was drawn in colors by Geo.
W. Boeringer of Boeringer and Son, St.
Paul, Minn. This dealer's business in
'Scopes has well repaid him for the effort
involved in making several special posters.
But you need not be an artist, provided
you or one of your organization can letter
neatly. Just take a large sized piece of
card stock, paste at the top an attractive

FOOT BALL
SEE THE GAME
through a Biassocpe. Make every
seat a grand-stand seat. See the
plays at the other end of the field
as well as those in front of you.
BIASCOPE
Six-Power Binocular
Five Dollars, complete with case.

GOIN' HUNTIN'?
Take a Biassocpe with you. See dis-
tant game and other objects six
times larger. KNOW what you're
shooting at.
BIASCOPE
Six-Power Five Dollars

and seasonable picture (such as is often
available on a magazine cover) and print
your advertising message below it.
Here are a couple of seasonable copy sugges-
tions. Try them, with a picture of a
football player on one and a hunter on the
other. The pictures are not essential, but
desirable.
The Score of

“LOOK THROUGH this Biassocpe and you
can see the equator,” said the captain to
McNutt, the landlubber. And as McNutt
looked the captain pulled a hair from his
head and held it in front of the glass.

“SEE IT?” queried the cap. “Yes,” an-
swered McNutt. “I can see the equator and
a camel walking along it.”

IMMEDIATE DELIVERIES are now pos-
sible on Biassocpes and Pockesopes. Greatly
increased production now enables us to give
you prompt service.

FALL IN line for fall business. Buy
Biassocpes now for football fans, hunters,
hikers, motorists and boy scouts.
If you're a wise bird you will listen to this tale of how to rake in profits.

Opportunity knocks at your door. Pockescope Pocket Telescope and "BIASCOPe" Six-Power the optical go-getters sing their song of sales.

They make a hit with hunters. They see our ads and your windows—and buy.

Investigate at once! Immediate shipment assured! Satisfaction guaranteed!

$5 Biascope Six-Power Binocular Pockescope Pocket Telescope We thank you.
**LENS DOPE**

Three fine lenses for the price of one!

Put yourself in the buyer's shoes. Wouldn't YOU be attracted by the opportunity to buy three fine lenses for the price of one?

That is the opportunity we are giving the photographers of America in offering the new Series Ia Velostigmat f6.3—7.7. This finely corrected anastigmat is triple-convertible in its most popular sizes and the price is just about the same as a good f4.5 anastigmat.

Triple-convertibility means triple-utility. For the long-focus single elements enable the user to obtain larger images from a given point of view, or a better perspective by working at a greater distance from the subject. The photographer who uses a Series Ia Velostigmat always has available a variety of focal lengths, which enable him to handle capably practically any job by which he might be confronted.

Those of your customers who are commercial photographers, and portrait photographers who handle the commercial work in their town will appreciate the Series Ia Velostigmat. They will appreciate its exceptional value, its convenience and the saving in weight it effects in eliminating the necessity for a battery of lenses.

You will find it to your advantage to tell your trade about these attractive features. Many photographers are looking for just such a lens as the Series Ia Velostigmat.

If you need descriptive leaflets on this new lens, just write your name and address and quantity desired on the margin of this page and mail to us.


Lensology & Shutterisms

Give ’em the “AX”

If you want to make a favorable impression with your customers, “give ’em the ax”—the Betax, Gammax and Deltax Shutter. Give ’em the ax when they buy a hand camera. Give ’em the ax when they purchase a lens.

These Wollensak gearless, pumpless shutters are built on a principle which insures uniform accuracy and reliability. Whenever you sell one to your trade, it reflects credit on your own judgment and the quality of merchandise you handle.

Packed in Bags

Like fine silver-ware, Wollensak lenses, in the larger sizes, come packed in neat flannel bags with a shur-string at the top. These bags have been used in packing for several months and have proved thoroughly satisfactory. They protect the lens from dust and scratches in shipping, and provide a suitable cover for the lens when not in use in the studio.

Our maroon-colored flannel bags have satisfactorily solved this problem for us, and they will aid you in similar fashion. When you receive a lens for stock, do not discard the bag, because you will want it when you sell and deliver the lens. Instead, use the bag as a mat for displaying the lens in your show-case.
**Lensology & Shutterisms**

**Seen on the ground-glass**

THE PICTURE on page 9 is a reproduction of the front page of the rotogravure section of the Nashville Banner, and portrays the Muscle Shoals Project. It is from an enlargement of 8x10 negative made by W. E. Barr with his Wollensak Anastigmat f7.5, and strikingly illustrates the keen-cutting qualities of this lens.

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THE LITTLE GIRL on page 11 charmingly illustrates the capabilities of the Vitax f3.8 in portraiture and child photography. This portrait was made by Peggy Stewart—another Vitax enthusiast.

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TRIPLE YOUR SALES on triple convertible lenses by pushing the new Series Ia Velostigmat f6.3—7.7. Many of your customers will buy this lens if they are informed of its advantages.

* * *

KEEP POSTED on Wollensak lenses! If you are fully familiar with the new Series Ia, Series IIIa and our old standbys, you will sell more of them.

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**ROC**

CHESTER threw out its chest when we made a six-power glass to sell for five dollars. First we put the LENS in WollENSak. And now we have put the CHEST in RoCHESTer.
If you want to get close to nature, the Bioscope will help.

Bioscope Bill.