



Voigtländer

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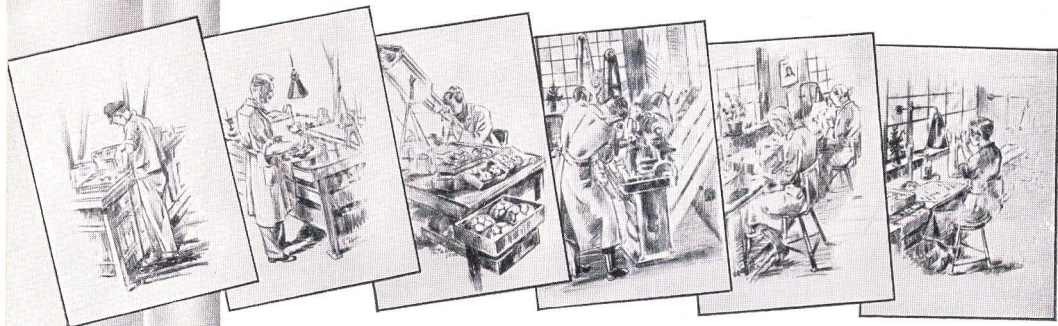
A good idea

to buy a camera now! That is something it is never too soon to do. Life offers so much beauty that some of it should be retained in pictures as well as in the mind. Memories may fade, but the picture remains.

To set out with a camera — for a week-end or for your holiday — is in itself an inducement to view the world with quite different eyes. Then there is the pleasure in finding subjects, the great fun of actual snapping, and afterwards the dozens of splendid pictures for your friends and for your album! Bright, clear pictures are what you mostly expect from your camera, and this point must be borne in mind when choosing your camera. You cannot, of course, personally try out all the models on the market, but the fact that about two million people all over the world have made “Voigtländer” their choice, should show that you will be in excellent company on joining their ranks.

To enable you to decide which of the Voigtländer series is the model you require, we have set down in this little book every particular which may facilitate your choice. Read it through very carefully, and your selection will be the right one.

Voigtländer & Sohn A. G., Braunschweig



The essential feature of a good camera

A camera may have the most handsome appearance — but if the lens is not entirely perfect, the whole equipment will be useless.

This is a point frequently overlooked, particularly by beginners. “Maximum light intensity” (or size of aperture) becomes the point most considered, just as the youthful motor-cyclist attaches most importance to his speedometer. For this reason we give at once some good advice:

Do not buy solely because of “light intensity”, but aim principally at “quality”. It is true that quality cannot be judged by looking at a lens, but the fact that about two million amateur and professional photographers are using Voigtländer lenses throughout the world is clear proof that these lenses must be good.

Voigtländer lenses are available in only one quality, namely that which has made them famous. It is a Voigtländer principle to make every lens, no matter what its price, with the greatest conceivable care and accuracy. In addition to the size of aperture, the difference in price is explained by the number of lens components required. It is similar to a wireless set: even with two valves satisfactory reception is possible, although the fastidious demand the super set with four, five and even more valves. Such sets give higher outputs and wider scope; but naturally call for a higher outlay.

Translated into terms of the camera — if you principally require prints the size of the original and only occasionally an enlargement, a triple lens, (Voigtar) which gives perfectly sharp pictures, is sufficient.

But if you frequently want enlargements with brilliant sharpness and definition, a quadruple lens (Skopar) with its greater resolving powers is always advisable.

For the discriminating, and for the artistic amateur, using a first-class camera, the quintuple super lens “Heliar” with its famous “plastic” modelling is principally recommended.

Famous *Voigtlander* Lenses

Voigtlander "Voigtar"

Apertures F/3.5, F/4.5, F/6.3, F/7.7

Triple lens with perfect sharp definition up to the edges of the picture. A high grade, carefully corrected anastigmat, despite the low price.



Voigtar

Voigtlander "Helomar"

Aperture F/3.5

Also a triple lens anastigmat with brilliant definition, specially designed for the Range Finder Bessa Camera, giving sharpness up to the edges even at full aperture.



Helomar

Voigtlander "Skopar"

Apertures F/3.5 and F/4.5

This four lens anastigmat combines the utmost sharpness with particularly great resolving powers. The Skopar is the most popular Voigtlander lens, affording remarkably high performance at a moderate price.



Skopar

Voigtlander "Heliar"

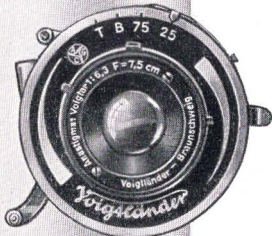
Apertures F/3.5 and F/4.5

The world-famous Voigtlander "Master lens" with the wonderful "plastic" modelling. This five lens super-anastigmat is used by the most celebrated professional photographers all over the world.



Heliar

Selecting the Shutter



Single



Pronto



Prontor II



Compur
Compur - Rapid

In the first place, the shutter controls the "exposure". Depending on the speed setting the sectors open and close, and when you remember that in the Compur-Rapid they give exposures up to $\frac{1}{500}$ sec. (one five hundredth part of a second!), it is at once apparent that such a shutter must be a precision instrument.

What shutter is selected depends mainly on the lens. The larger the aperture, the shorter must be the exposure possible. Voigtlander have done this work for you, and made a preliminary choice. In the price tables for the cameras, the shutters most suitable for the various models are indicated, and you will merely need to choose from this selection.

If you occasionally wish to appear in the picture yourself, you do not need to ask someone else to take the snap for you. Most Voigtlander lenses have a built-in automatic shutter release, whenever it was possible to provide this fitting. However, supplementary self-portraiture devices can also be bought at a small cost from your photographic dealer for all other shutters, and these will give reliable results.

Shutters

Type of shutter

Times of exposure in seconds

Type of shutter	Times of exposure in seconds	
Single	$\frac{1}{25}$, $\frac{1}{75}$	B, T
Pronto	$\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$, $\frac{1}{125}$	B, T
Prontor II	1, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$, $\frac{1}{150}$, ($\frac{1}{175}$)	B, T
Compur	1, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$, $\frac{1}{250}$, ($\frac{1}{300}$)	B, T
Compur Rapid	1, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$, $\frac{1}{200}$, ($\frac{1}{250}$), $\frac{1}{400}$, ($\frac{1}{500}$)	B, T

The times given in brackets apply to the shutters of the Brilliant V6 camera.



Voigtländer BESSA

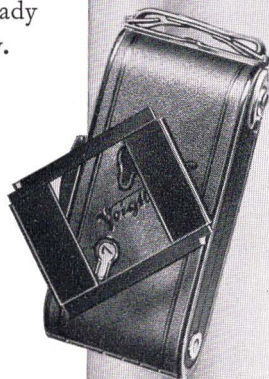
Two sizes — $3\frac{1}{4}'' \times 2\frac{1}{4}''$ and $2\frac{1}{4}'' \times 1\frac{5}{8}''$

Flat, handsome and instantly ready to spring to life is the Bessa camera. It requires no complicated handling and no great knowledge of photography.

In either summer or winter, in daylight or at night, at any time and at any hour, you can take pictures with the Bessa, as long as a little light falls on the subject from any source. And the most marvellous thing is that you can take snaps with the camera held in your hand — by means of the patented Trigger release on the base-board — when other cameras require tripods. Always and everywhere you can carry this light, slender camera with you, and the use of it is all the more fun for its simplicity. A wave of the hand and you are ready to "shoot", and the picture is taken with equal rapidity.

Size of picture variable at will

Not only snaps $3\frac{1}{4}'' \times 2\frac{1}{4}''$ in size can be taken — but also miniatures. To insert the miniature mask is the work of a moment, and you will now have 16 pictures size $2\frac{1}{4}'' \times 1\frac{5}{8}''$ on one film, instead of 8 pictures size $3\frac{1}{4}'' \times 2\frac{1}{4}''$. A great advantage don't you think? — You buy one camera and have the use of two.





The "Three point focussing",

is itself something quite ideal. You no longer need to estimate or measure the distance, but simply turn the lens Mount to "portraits", "groups" or "landscapes". In this way you obtain without the slightest difficulty beautiful, sharp pictures. At the apertures F/3.5 and F/4.5. you focus by the Feet scale or — when the light is good — use the convenient snapshot adjustment. Simple, quick, reliable!

The High Speed Shutter Release

on the base-board still further increases the rapidity and dependability of snapping. You need neither look for it, nor screw it in. It is always in place and is automatically erected when the camera is opened. That is not all — it lies between the three holding points (patented) of the camera! You can hold the Bessa firmly in both hands, and release the shutter with one finger with remarkable steadiness and freedom from vibration. Even long exposures of $\frac{1}{25}$, $\frac{1}{5}$ and $\frac{1}{10}$ second can be used with the camera held in the hand. If your hands are particularly steady, you can even make one second exposures.

1 Portraits 2 Groups 3 Landscapes

Automatic size Indicator

This gives automatic indication of picture size

As even the best memory may occasionally fail, and it might be forgotten whether the miniature mask is in the camera or at home in the writing-desk, the Bessa camera itself indicates the size of picture being used. When the miniature mask is inserted, the two windows in the back of the camera are open, whereas when the larger size is being used, the top window (now no longer needed) is automatically closed (this feature is patented).

The two-size optical finder

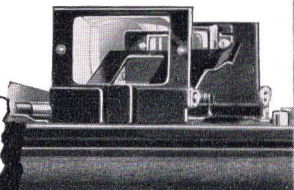
is protected when the camera is closed by a spring lid — as in the case of a watch — and is automatically erected when the camera is opened. You can thus take your picture with lightning rapidity and lose no time opening the finder.

Speed and dependability

are thus provided by the Bessa. And all the technical advantages are accompanied by the wonderful Voigtlander lens. This combination must — and does — mean splendid pictures. Like hundreds of thousands of amateurs throughout the world, the Bessa Camera will be your joy and enrich you with many a splendid picture and many an irreplaceable memory.



Voigtlander



Two size finder



Voigtländer BESSA 3 $\frac{1}{4}$ " x 2 $\frac{1}{4}$ "

With half-size Mask

No.	Lens Anastigmat	Focussing System	Shutter	Shutter Speeded to
1.	Voigtar F/7.7	Three point focussing	Single	1/75
2.	Voigtar F/7.7		Single D. A.	1/75
3.	Voigtar F/6.3		Pronto	1/125
4.	Voigtar F/6.3	Scale in feet and shnapsot focussing	Pronto D. A.	1/125
5.	Voigtar F/4.5		Prontor II D. A.	1/150
6.	Voigtar F/4.5		Compur D. A.	1/250
7.	Voigtar F/4.5		Compur-Rapid D. A.	1/400
8.	Skopar F/4.5		Compur D. A.	1/250
9.	Skopar F/4.5		Compur-Rapid D. A.	1/400
10.	Voigtar F/3.5		Compur-Rapid D. A.	1/400

EQUIPMENT:

Nos. 1—4 instruction book.

5—10 instruction book, testing-certificate and exposure calculator.

ADDITIONAL ACCESSORIES

Yellow filter for Bessa Nos. 1—3:
29 mm. \varnothing "Moment" (exp. factor abt. 2 \times)

29 mm. \varnothing "Normal" (exp. factor abt. 4 \times)

32.5 mm. \varnothing "Moment" Bessa

32.5 mm. \varnothing "Normal" No. 4

36.8 mm. \varnothing "Moment" Bessa

36.8 mm. \varnothing "Normal" 5—10

"Portrait Focar" Lens attachment (for distances under 3 ft.):

P 67 for Bessa Nos. 1—3

P 66 for Bessa No. 4

P 65 for Bessa Nos. 5—10

"Near Focar" Lens attachment (for distances under 18 in.):

Ww 30 for Bessa Nos. 1—3

Ww 35 for Bessa No. 4

Ww 36 for Bessa Nos. 5—10

Collapsible India-Rubber

Lens Hood in flat bakelite box:

No. I for Bessa Nos. 1—3

No. II for Bessa No. 4

No. III for Bessa Nos. 5—10

Finder Magnifier (abt. 4 times) for all models:

No. 5 for 3 $\frac{1}{4}$ " x 2 $\frac{1}{4}$ " in. size

No. 6 for 2 $\frac{1}{4}$ " x 1 $\frac{5}{8}$ " in. size

Tan leather case with shouldersling, lock and key:

For Models 1—4

For Models 5—10

Soft deerskin wallet for pocket use

All yellow filters and focar lens attachments are supplied in a leather purse.





Two sizes $3\frac{1}{4}'' \times 2\frac{1}{4}''$ and $2\frac{1}{4}'' \times 1\frac{5}{8}''$

If the Bessa itself is a camera that gives you endless delight, how much more may you be proud of the possession of a Rangefinder Bessa!

This is the modern $3\frac{1}{4}'' \times 2\frac{1}{4}''$ camera of perfection. Still quicker, still more reliable, still more handsome! You need merely see it and examine it in your hand to know it is something extra special.

Sport, theatre, night shots — every difficult subject is at your command with the Rangefinder Bessa, not to mention everyday shots. And all the technical refinements of the camera — rangefinder, yellow filter, optical finder, base-board release, and so on — are accommodated in a splendidly sleek and handsome case.

A "never-failing distance Meter"

— officially it is known as the "rangefinder" — is mounted in the Rangefinder Bessa and works with the accuracy of an inch rule, except that you merely sit still in your place when making this measurement and the exact distance is found at incredible speed. The bright, uncoloured focussing picture, precluding any mistake — even in artificial light, is also very helpful.

The second advantage

Rangefinding and focussing are one and the same thing in the Rangefinder Bessa, since the rangefinder is coupled to the lens. In a fraction of a second the two partial pictures in the rangefinder are merged into *one* — and at the same moment the camera is focussed to utmost sharpness. If at any time you want to make a snapshot unobserved, you can even focus with the camera closed, and snap the unsuspecting victim quite unexpectedly.

Filter ready to hand

Do you have to look for the yellow filter? .. Have you forgotten to bring it? .. You find it, but first have to polish it very carefully? — All that is done away with in the Rangefinder Bessa. The filter is in place in front of the lens the moment the camera is opened.

If you do not need it, it folds out of the way.

Various shades of filters can also be interchanged without difficulty, the hinged mount being of the interchangeable type.

Depth of sharpness from... to...

This can be conveniently read from the depth of focus dial mounted on the large rotary knob, irrespectively of the range and aperture.

Plus all the advantages of the Bessa

... namely, rapid shutter release on the baseboard (patented) two-size picture device, flat and attractive shape, rapidly ready for use.

The Rangefinder Bessa does cost considerably more than the Bessa, it is true. But if you can afford it — it's a splendid feeling to own such a camera.



The Camera for the Connoisseur

Voigtländer Rangefinder Bessa

With half-size Mask

Lens No. Anastigmat	Focal length	Shutter	Shutter speed
1. Helomar F/3.5	(10.5 cm.) $4\frac{1}{8}$ in.	Compur-Rapid D.A.*	$\frac{1}{400}$
2. Skopar F/3.5	(10.5 cm.) $4\frac{1}{8}$ in.	Compur-Rapid D.A.*	$\frac{1}{400}$
3. Heliar F/3.5	(10.5 cm.) $4\frac{1}{8}$ in.	Compur-Rapid D.A.*	$\frac{1}{400}$

EQUIPMENT: Instruction book, Yellow filter "Moment", Testing certificate and exposure calculator.

* D.A. = delayed action device.

ADDITIONAL ACCESSORIES:

Filter 36.8 mm. \varnothing with metal ring and leather purse:

Yellow filter "Moment" (exp. factor $2\times$)

Yellow filter "Normal" (exp. factor $4\times$)

Yellow-green filter for panchromatic films

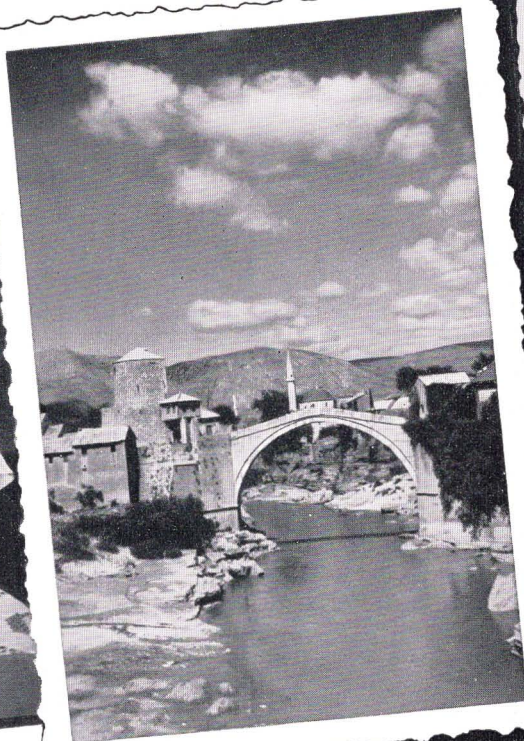
Ever-ready case, velvet lined, with tripod screw and shoulder strap

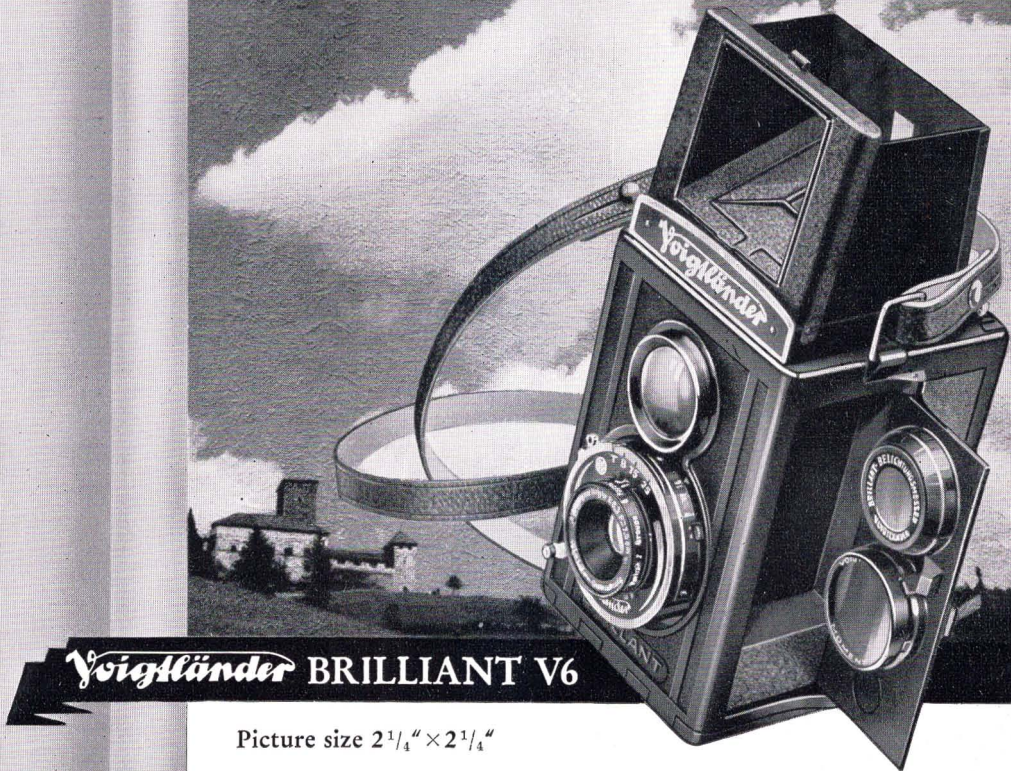
Leather carrying-case velvet lined

Soft Persian leather wallet

Focar-lens attachments and Collapsible India-Rubber lens hoods size III,
see p. 5: Bessa No. 10.

Half size mask





Voigtländer BRILLIANT V6

Picture size $2\frac{1}{4}'' \times 2\frac{1}{4}''$

The camera with the brilliant finder picture! Something so fine and practical that every Brilliant owner swears by it. In case you have never yet had a Brilliant in your hands, we hasten to assure you that no other camera in the world has such a large, bright and clear finder picture.

This is the reason why so many beginners get splendid pictorial effects even in their first Brilliant shots. Even ladies often prefer the Brilliant to the folding camera because of this finder picture. The name Voigtländer makes it obvious that in addition to the wonderful finder, the Brilliant has quite a number of other advantages which make photography particularly simple.

In the erected finder hood

— it springs up on finger pressure — you see your subject large and bright, just as it will appear on the film. It is almost as if you had the finished print from the photographic dealer before your eyes.

You can thus form an accurate opinion of the pictorial effect, and a twist or a turn will often give the shot some special charm. However, if you ever wish to snap very quickly moving objects, just press down the front wall of the hood, and an

Ideal Frame Sports Finder

is at hand, with which the scene can be viewed at eye level and the most rapidly moving objects can be followed with ease.

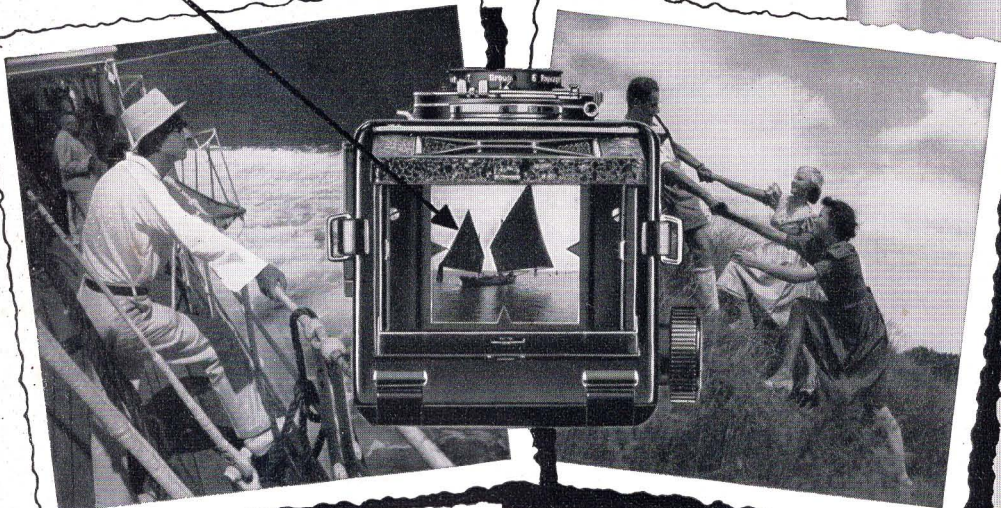
Focussing with the "Three Point Focussing"

How this is done, has already been described on Page 6, in speaking of the "Bessa". The focussing is identical in the two cameras, so that we can refrain from giving further particulars here.

The Automatic winding knob

This is a unique device which shows when the film has turned exactly the length of one picture when you wind on. And then it stops automatically. Hitherto you always had to pay

Brilliant finder picture



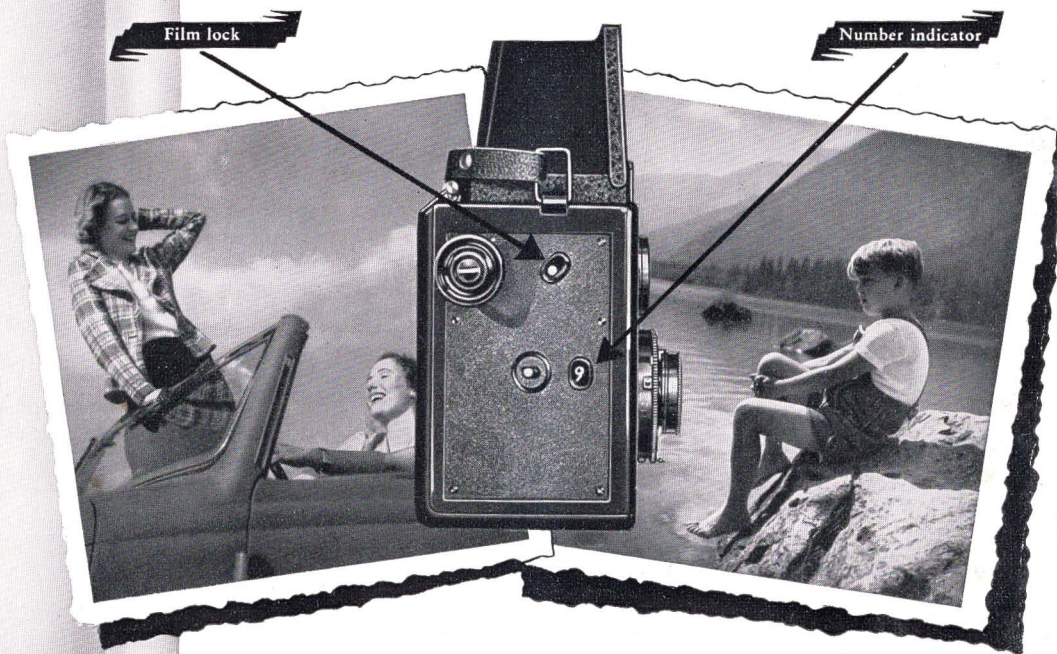
attention to the number window, and stop when the new number appeared. This is now no longer necessary, and even in a darkened theatre you can quite safely turn on from picture to picture without fearing partial overlapping of exposures.

In the built-in "Hold-all"

— which, by the way, is something, very practical and available only in the Brilliant — yellow filter, portrait lens or exposure meter can be kept. There they wait, safe and protected from dust, until they are needed, and then they are conveniently at hand.

12 exposures on one film

— in the attractive, large $2\frac{1}{4}'' \times 2\frac{1}{4}''$ size — this is really inexpensive pleasure. With this camera you can safely take a few extra snaps at week-ends, since you get 50% more for your money than with the $3\frac{1}{4}'' \times 2\frac{1}{4}''$ size. And to enable you always to know how many snaps you have left, the Brilliant itself counts for you the number of shots you have taken. This number is shown in the number window.



Voigtländer BRILLIANT V6 2 1/4" x 2 1/4"

And then again – the Brilliant Exposure Meter

This small, sturdy and very reliable accessory will be found extremely helpful in determining correct exposures. It tells you in daylight and artificial light the correct time of exposure, from 1/500th part of a second to one hour.

Voigtländer Brilliant V6 2 1/4" x 2 1/4"

No. Anastigmat	Shutter (showing highest speed)
1. Voigtar F/7.7	Singlo 1/75 sec. D.A.*
2. Voigtar F/6.3	Singlo 1/75 sec. D.A.*
3. Voigtar F/4.5	Prontor II 1/175 sec. D.A.*
4. Skopar F/4.5	Compur 1/300 sec.
5. Skopar F/4.5	Compur-Rapid 1/500 sec.
6. Voigtar F/3.5	Compur-Rapid 1/500 sec.

EQUIPMENT: Brilliant No. 1: Shoulder strap, instruction-book, Brilliant No. 2: Shoulder strap, instruction-book and cable release. Brilliant No. 3 to 6: Shoulder strap, exposure calculator, instruction-book, testing certificate and cable release.

ADDITIONAL ACCESSORIES

Yellow filter** 29 mm.

"Moment" (exp. factor abt. 2x)

"Normal" (exp. factor abt. 4x)

(without leather purse, suitable for all models)

"Portrait Focar" lens attachment** (for distances under 3ft.) suitable for all models, No. P 67, without leather purse

"Near Focar" lens attachment (for distances under 18 in.) suitable for all models No. Ww 30, with leather purse

Brilliant Exposure Meter**

Suitable for all models, without leather purse

Collapsible India-Rubber

Lens Hood

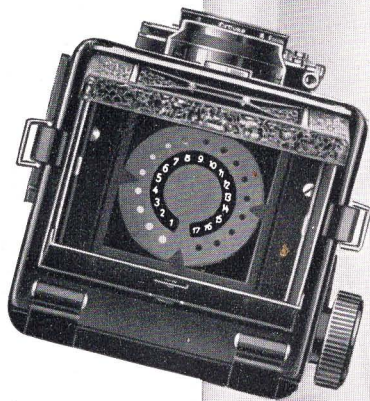
In flat bakelite box, No. 1, suitable for all models

Ever-ready leather case

Solid leather case (ordinary shape)

¹ D.A. = delayed action device.

** Can be easily kept in the hold-all of the camera.





Voigtlander SUPERB

Picture Size $2\frac{1}{4}'' \times 2\frac{1}{4}''$

When it is desired to make pictures above the average in quality, the same end can be attained in another way. Just as some pages back we mentioned the Rangefinder Bessa as one ideal camera for the discriminating amateur, we can now mention a second: *the Superb*.

Which camera you select depends entirely on personal choice. No formula can be given. But one thing is certain: Those who like a mirror reflex camera will get splendid results with the Superb.

Pictorial Effect, Angle of View and Sharpness

can all be checked by a glance on the ground-glass screen of the Superb. Focussing to utmost sharpness is child's play, because the hinged magnifying lens in the finder hood shows you the slightest difference in sharpness. The taking and finder lenses (both Voigtlander anastigmats) are synchronised with great accuracy, and what appears sharp on the ground-glass screen must come out equally sharp on the film.

Automatic Parallax Compensation

ensures that you see in the finder the exact angle of view that will appear in the picture. In a simple, but ingenious manner the difference in height parallax between the two lenses is compensated for by the automatic inclination of the top finder lens assembly, during focussing, to such an extent that finder image and picture automatically coincide.

Many minor refinements

which are found so useful during photographing, supplement the technical equipment of the Superb. The finder hood can be converted into a sports finder at the touch of a finger. The spirit level above the ground-glass screen ensures that the camera is held level, the automatic counting mechanism regulates the distance between shots on the film, the light-traps prevent fogging, the aperture and shutter setting can be read at a glance from above — in short, everything has been thought of in the Superb.



Voigtlander Superb 2 1/4" x 2 1/4"

No. Lens Anast.	Focal length	Shutter
1. Skopar F/3.5	(7.5 cm.) 3 in.	Compur 1/250 sec. D.A.*
2. Heliar F/3.5	(7.5 cm.) 3 in.	Compur 1/250 sec. D.A.*

EQUIPMENT: Instruction book, shoulder strap, cable release, exposure calculator, testing certificate and two lens caps.
* D. A. = delayed action device.

ADDITIONAL ACCESSORIES:

Yellow filter 29 mm. Ø

“Moment” exp. factor 2 × with leather purse

“Normal” exp. factor 4 × with leather purse

“Portrait-Focar” lens attachments

(For distances down to 18 in.) No. P 52, one pair of identical lenses in leather purse

“Near-Focar” lens attachment

(For distances down to 13 in.) No. Ww 30, one pair of identical lenses in leather purse

Special metal lens hood

Ever-ready case

With shoulder sling

Solid leather case (ordinary shape)

Collapsible India-Rubber lens hood

There is also a “Superb for Stereoscopic photography”, namely the well-known Voigtlander “Stereoflectoscope”. Full particulars of this highly interesting branch of photography will be sent on application.

Plastic Photographs with the „Stereoflectoscope“



Exposures against the light

Life is like this. Not so very long ago everyone was against taking pictures against the light. In every manual, in all the better instruction booklets it was stated that pictures against the light should be strictly avoided. Otherwise . . .

And now, all of a sudden, against the light shots are popular. And rightly so. Splendid effects can be obtained if an anti-halation film (e. g. Bessapan) — and a good Lens Hood — are used.

This splendid Lens Hood

can be obtained at your photographic dealer's. It is the Voigtländer rubber Lens Hood — practical, convenient and universally useful, like everything made by Voigtländer.

It performs in splendid manner its actual task—keeping harmful rays of light (including artificial light) away from the lens. As this point has not yet become generally known — let it be pointed out here that it is also a good shield against drops of rain or spray (which might fall on the lens). In addition, it has the praiseworthy ability to fold up into very small space, and can be accommodated, in a handsome, flat box. The mount also holds yellow filters and Focar lenses. Thus, it is a valuable accessory.

Voigtländer Rubber Lens Hood

(with mount for filters and portrait lenses), in flat container. Three sizes, each costing 9/-.

Diameter of lens mounts:

Size I	Size II	Size III
25—29 mm.	29—33 mm.	33—38 mm.

Voigtländer Filters for the Lens Hood

in metal mount, Moment filter*), Normal Filter*), Green Filter*)

Size
I
II
III

Voigtländer Focar lenses for the Lens Hood

in metal mount, Focar Portrait Lens No. 1*) Focar Close-Up Lens No. 2*)

Size
I
II
III

*) When ordering these lenses and filters, the size I, II, or III of the Lens Hood must be given.



Voigtländer Lens Hood



“Portrait”

It is true that the picture that can be obtained by focussing to a close distance is quite large. On occasions, however, amateurs want *still larger* close-ups than are normally obtainable with the camera. This is possible, by using a “magnifier” designed for the purpose. Known as the “Focar lens”, this enables a sharp focus to be obtained even at very close distances. For ordinary close-ups the “Focar Portrait Lens” is most suitable, but if it is desired to reproduce smaller objects, for example flowers, butterflies, coins, etc., on a really large scale, the Close-Up Focar lens should be used.

large close-up pictures

Voigtländer Focar Lenses

Voigtländer Focar Portrait Lenses

Use: Portraits at closer distances than the focussing scale of the roll film camera permits.

Diameter of Lens Mount	Number	Diameter of Lens Mount	Number
22 mm ^{o)}	P 62	29 mm ^{o)}	P 67
25 mm	P 51	30,7 mm	P 64
25 mm	P 63	32,5 mm	P 53
28 mm	P 57	32,5 mm	P 66
28 mm	P 59	36,8 mm	P 65
29 mm ^{o)}	P 52	36,8 mm ^{*)}	P 65

^{o)} without case

^{*)} special model for rangefinder Bessa.

Voigtländer Near Focar Lenses

Use: Pictures at still closer range than possible with Portrait Lens.
(Too close for portraits!)

Diameter of lens mount:	29 mm	32.5 mm	36.8 mm
Number of Focar lens:	Ww 30	Ww 35	Ww 36

For enlarging

Voigtländer WZ Soft-Focus Lens

Surprisingly beautiful artistic effects can be obtained with this Voigtländer soft focus lens when enlarging. We do not mean that this is suitable for all subjects — since what is excellent for one subject is not suitable at all for another.

For this reason it is always best to take pictures critically sharp and to effect the softening only when enlarging.

The Voigtländer WZ Soft-focus lens is ideal for this purpose. You can give your pictures any desired degree of softness, and can range from sharp definition to quite delicate soft diffusion. The WZ lens has a focus of 18 cm, it is suitable for negatives up to 9 × 12 cm.



“Character” in the Picture

Just look at these wonderful clouds with their soft shading. They bring character, life and atmosphere into the picture. And if you would like to know how this is done — you simply place a Voigtländer yellow filter in front of the lens! Those who know this simply cannot realise that there are still photographers who snap without a filter and are satisfied with a bald white patch as sky. Nobody should be so easily content. Therefore always use a filter, at least in daylight; and be sure to use a Voigtländer filter, since you are then assured of optically perfect grinding and correct tone rendering. If you do not wish to buy the two filters “Moment” and “Normal” at once, you can start with the “Moment” filter only, and later on you can add the “Normal” filter, which is more suitable for specialised subjects.

Voigtländer films give the finest results

Voigtländer FILTERS

Optically flat, ground from solid glass, stained in the mass, and supplied in black enamelled push-on mounts, with case. Two types:

Moment (light, about 2×)

Diameter of Lens mount	
21 mm*)	28 mm
22 mm ^o)	29 mm ^o)
25 mm	29 mm ^o)

Normal (deeper, about 4×)

Diameter of Lens mount	
30.7 mm	41.8 mm
32.5 mm	46.9 mm
36.8 mm*)	50.9 mm

Special Filters for Rangefinder Bessa

Moment Filter Normal Filter Green Filter
36.8 mm. diameter, mounted in metal ring, with case.

Special Filters for Insertion in Voigtländer Lens Hoods

The above are listed on page 19.

*) Cemented gelatine filter. °) without case.





ILLUSTRA FILM

VOIGTLÄNDER Illustra Film 18/10° DIN
A fine film for blues, yellows and greens. (Light intensity: eighteen tenths DIN.)
Illustra is a double-coated film, with two superimposed emulsions. In consequence, the exposure latitude is particularly great, and over-exposures are balanced to a high degree. Under-exposures are hardly possible in view of the high speed (18/10° DIN.) Being a fully orthochromatic film, Illustra gives excellent reproduction not only of blue, but also yellow and green, so that when the Voigtlander pale "Moment" Filter is used, good balance of tone values is obtained, perfection being reached with the aid of the Voigtlander "Normal" Filter. A red coloured backing prevents halation, while a special coating eliminates "telegraph wires". On the whole, Illustra is certainly a film from which much can be expected.



BESSAPAN FILM

VOIGTLÄNDER Bessapan Film 19/10° DIN
The film for reds, greens, yellows, and blues. (Light intensity: nineteen tenths DIN.)
Like Illustra, Bessapan film is also double-coated, but it is sensitive to red as well as blue, yellow, and green, that is, an orthopanchromatic film. All colours are reproduced in artificial light almost entirely correctly, without using a filter, while in daylight it is merely necessary to soften the predominating blue with the aid of a filter in order to obtain the same results. This great sensitivity to colours and the high general speed (19/10° DIN) give such short exposures both in daylight and artificial light, that in this respect Bessapan will do whatever is required of it. A very important property in this respect, which is particularly difficult to attain in panchromatic films, is that Bessapan film does not become hard even in a normal developer, but renders a harmonious negative which prints well even in the shadows.





VOIGTLANDER

NEW
PRICE
LIST

EFFECTIVE

OCTOBER 1, 1938

BESSA CAMERA 6x9cm. Roll Film

With Voigtar F7.7, 10.5cm. focus lens in Singlo shutter ..	\$ 16.00
With Voigtar F6.3, 10.5cm. focus lens in Pronto shutter D. A.	21.50
With Voigtar F4.5, 10.5cm. focus lens in Pronto shutter D. A.	27.50
With Skopar F4.5, 10.5cm. focus lens in Compur shutter D. A.	43.50
With Voigtar F3.5, 10.5cm. focus lens in Rapid Compur shutter	47.50

MAGNIFINDERS

No. 5 for 6 x9cm. camera	2.00
No. 6 for 4½x6cm. camera	2.00

YELLOW FILTERS — Moment 2X and 4X Normal

29mm. for F7.7 and F6.3 lens cameras	4.00
36.8mm. for F4.5 and F3.5 lens cameras	4.25

PORTRAIT FOCAR LENSES

P-67 for Bessa F7.7 and F6.3 cameras	3.75
P-65 for Bessa F4.5 and F3.5 cameras	3.75

WIDE ANGLE FOCAR LENSES

No. 30 for Bessa F7.7 and F6.3 cameras	4.50
No. 36 for Bessa F4.5 and F3.5 cameras	4.50

SOLE LEATHER CARRYING CASE, lined	3.50
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NEW MODEL BESSA 6x9 Roll Film with built-in Range Finder

With Helomar F3.5, 10.5cm. focus lens in Rapid Com- pur shutter	67.50
With Skopar F3.5, 10.5cm. focus lens in Rapid Compur shutter	75.00
With Heliar F3.5, 10.5cm. focus lens in Rapid Compur shutter	80.00
Yellow Filter 36.8mm. with metal ring	4.00
P-65 Portrait Focar Lens	4.00
Green Filter 36.8mm. with metal ring	4.00
Red Filter 36.8mm. with metal ring	4.00
Eveready Carrying Case	7.50

BRILLIANT CAMERA 6x6cm. Roll Film

With Voigtar F7.7, 7.5cm. focus lens	\$ 12.50
With Voigtar F7.7, 7.5cm. focus lens in special shutter ..	15.00
With Voigtar F6.3 Singlo D. A.	19.50
With Voigtar F4.5 Prontor Delayed Action	23.50
With Skopar F4.5, 7.5cm. focus lens in Compur shutter....	27.50
With Skopar F4.5, 7.5cm. focus lens in Rapid Compur ..	33.00
With Voigtar 3.5 Compur Rapid	38.50

Yellow Filter 2X and 4X

29mm. for Skopar F4.5	4.00
P-67 Portrait Focar Lens for F4.5	3.75

BRILLIANT EXPOSURE METER 6.00

EVEREADY CARRYING CASE 4.50

SUPERB CAMERA ACCESSORIES

Yellow Filter 2X and 4X

29mm.	4.00
No. 52 Portrait Focar Lenses, per pair	8.50
No. 30 Focar Lenses, per pair	8.50
Eveready Carrying Case	7.50

ACCESSORIES FOR VOIGTLANDER CAMERAS

For Vag, Avus and Tourist Models

	<i>Focussing Panel or Film Pack Adapters</i>	<i>Slides</i>	<i>Bellows</i>
3 1/2 x 2 1/2"	\$3.25	\$.45	\$2.75
9x12cm. Rollfilm	4.50	.45	3.25
5 1/2 x 3 1/2"	4.50	.45	4.50
10 x 15"	5.00	.45	4.50

BELLOWS FOR ROLLFILM MODELS

<i>Size</i>	<i>Rollfilm</i>	<i>Bessa</i>
3 x 2"	\$2.75	
3 1/4 x 2 1/4"	2.75	\$2.50
4 1/4 x 2 1/2"	3.00	2.50
5 1/2 x 3 1/4"	3.50	

REDUCING KITS

9x12 to 4 1/4 x 3 1/4" for Adapter	\$.45
9x12 to lantern slide35
9x12 to 4 1/4 x 3 1/4" for holder35

LENS SHADES

For all model cameras (metal)	\$2.00
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COLLAPSIBLE RUBBER

Size No. 1 (25 to 29mm.)	\$2.50
Size No. 2 (29 to 33mm.)	2.50
Size No. 3 (34 to 38mm.)	2.50

MAGNIFIERS

No. 2, 3, 4, 5, 6	each \$2.00
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FLANGES AND CAPS

<i>Focus</i>	<i>Flanges</i>	<i>Lens Caps</i>
7 1/8" (18cm.)	\$2.00	\$.85
8 1/4" (21cm.)	3.00	1.00
9 1/2" (24cm.)	3.50	1.50
12" (30cm.)	4.50	2.25
14 1/4" (36cm.)	5.50	2.75
16 1/2" (42cm.)	6.00	4.00
19" (48cm.)	7.00	4.50
24" (60cm.)	9.00	5.50

VOIGTLANDER LENSES

SKOPAR F/4.5

<i>Equivalent Focus in Inches</i>	<i>Focal Length in Centimeters</i>	<i>Size of Plate Covered with Stop F/4.5</i>	<i>Price of Lens in Iris Barrel</i>	<i>Price of Lens in Compound Shutters</i>
5 1/2	13.5		\$ 31.00	\$ 38.00
6 1/2	16.5		40.00	57.50
7	18		47.50	75.00
8 1/4	21	5 x 7	65.00	88.00
9 3/8	24	6 1/2 x 8 1/2	95.00	125.00
12	30	8 x 10	140.00	150.00
14	35	10 x 12	220.00	250.00

H E L I A R

"HELIAR" F3/5

<i>Focal Length</i>		<i>Size of Plate Sharply Covered at Full Aperture</i>		<i>Ordinary Mount</i>	<i>Counter Sink Mount</i>	<i>In Compur Shutter</i>
<i>Inches</i>	<i>Cm.</i>	<i>Inches</i>	<i>Cm.</i>			
5 1/4	13.5	4 1/4 x 3 1/4	9x12	\$ 80.00	\$ 78.50	\$ 87.50
6	15	4 1/4 x 3 1/4	9x12	90.00	90.00	95.00
6 1/2	16.5	5 1/2 x 3 1/2	9x14	95.00	100.00	125.00
7 1/8	18	6 x 4	10x15	120.00	130.00	140.00
8 1/4	21	7 x 5	13x18	125.00	135.00	150.00
9 1/2	24	8 x 5	13x21	180.00		
12	30	8 1/2 x 6 1/2	16x21	245.00		

"HELIAR" F/4.5

<i>Focal Length</i>		<i>Size of Plate Sharply Covered at Full Aperture</i>		<i>Ordinary Mount</i>	<i>Counter Sink Mount</i>	<i>Combined with Self-timer</i>
<i>Inches</i>	<i>Cm.</i>	<i>Inches</i>	<i>Cm.</i>			
5 1/4	13.5	4 1/4 x 3 1/4	9x12	40.00	40.00	67.50
6	15	5 1/2 x 3 1/2	9x14	50.00	50.00	69.50
6 1/2	16.5	6 x 4	10x15	60.00		85.00
7 1/8	18	6 1/2 x 4 3/4	12x16	70.00		97.50
8 1/4	21	7 x 5	13x18	95.00		
9 1/2	24	7 x 5	13x21	127.50		
12	30	8 1/2 x 6 1/2	16x21	200.00		
14 1/4	36	9 1/2 x 7	18x24	290.00		
16 1/2	42	10 x 8	21x17	350.00		
19	48	12 x 10	26x31	400.00		
24	60	15 x 12	30x40	600.00		