

# *Voigtlander*

## CATALOG

MB

VOIGTLANDER & SOHN

240-258 East Ontario Street  
Chicago, Illinois

225 Fifth Avenue - - - New York, N. Y.

WORKS: Brunswick, Germany

BRANCHES:

Berlin    London    Paris    Hamburg    Vienna

ESTABLISHED 1756



## Our Service Bureau

In order to render the highest possible service to the photographic public, we have established our Special Service Bureau. This department has for its object the careful and considerate handling of all inquiries concerning photographic lenses.

While we have endeavored to make our introductory pages as informative as possible, this department is ready to give any further information desired, which will enable the purchaser to select the lens best suited to his particular requirements.

In this connection we wish to suggest that a careful perusal of the article on the Judicious Selection of Photographic Lenses, pages 4-9, will undoubtedly prove of great value.

We would, however, impress our readers with the fact that in taking advantage of the Service Bureau, they are placing themselves under no obligation whatever. The service is gratis and carries out our policy of rendering whatever assistance is possible to both prospective lens buyers and photographic supply dealers. It will be a pleasure to us to serve you in this direction.

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## Ten Days' Trial

We guarantee that all of our Lenses will accomplish all that we claim in this catalog and in order to enable our customers to convince themselves of this fact and to know positively that their purchase will prove a permanent benefit, we are willing to send our Lenses out with the understanding that if after a thorough trial and examination they are not satisfactory and are returned to us in good condition within ten days, express paid, we will refund the full amount of the purchaser's money.

## Terms

Our goods are for sale by all dealers in photographic supplies throughout the United States, Canada, Mexico, Cuba and Hawaii, etc., and we prefer that orders be placed through the regular photographic supply dealer. If, however, there should be any difficulty in procuring them through your dealer, we will supply them direct at the net prices quoted in this catalog. In remitting please send Post Office or Express Money Order or Bank Draft. Personal checks unless certified by the bank, will cause a delay in shipment.

Goods will be sent C. O. D. if one-fifth of the amount accompanies the order.



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## Introductory

The firm of VOIGTLANDER & SOHN was founded at Vienna in 1756 and for one hundred and fifty years have held one of the most prominent positions as optical instrument manufacturers. By persistent endeavor and untiring effort at all times during the last century and a half, we have constructed lenses of optical and mechanical perfection and have progressed with the times by bringing out the latest models. By this high standard of excellence, our products have become known throughout the entire civilized world as being the most perfectly corrected Photographic Lenses.

All Voigtlander Lenses are imported direct from Brunswick, Germany, where they are manufactured according to the formulae of the inventors and under the directions of highly skilled optical experts. Before any instrument is allowed to leave our factory it must pass through the most severe and critical tests and afterwards finally tested and approved by our Scientific Director. It must therefore follow that all Voigtlander Lenses are standard and uniform and that all of the specified conditions are minutely fulfilled.

The universal demand for Voigtlander Lenses has made it necessary for us to establish branch houses for convenient distribution in many principal cities of Europe and America, including Chicago, New York, Montreal, London, Paris, Berlin, Hamburg, Moscow, Vienna and Brussels.

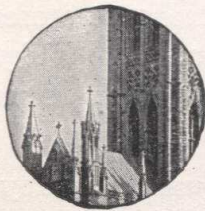


## Voigtlander Prism Binoculars

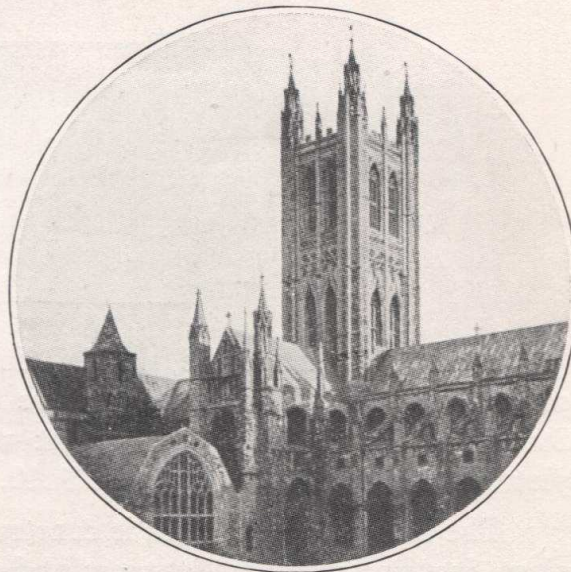
### New Model



Canterbury Cathedral, distant view, as seen with the naked eye.



View as seen through  
×6 Field Glass.



View as seen through Voigtlander Prism  
×8 Binocular.

Those who want a really good Binocular cannot do better than make up their minds to have a VOIGTLANDER. The House of Voigtlander was founded in 1756, and is the oldest optical establishment in the world. The first Binocular Field Glass was made in 1811. The Voigtlander Prismatic Binocular is the most perfect of Field Glasses, and combines the highest optical and mechanical excellence; it is compact and portable, the definition is marvelous, the field of view exceptional and brilliantly illuminated. The angle obtained is exceedingly wide and is a striking contrast to the old pattern of Binocular, as shown by the illustration of comparative views.

The metal parts of the Voigtlander Prismatic Binocular are made of aluminum and brass, which combines lightness with the necessary strength. The insides are protected against moisture. Voigtlander Prism Binoculars are used universally by military and naval men, sportsmen and tourists, and form an indispensable item of the outfit. For portability, neatness of design, size of field and sharp definition they are unrivaled.

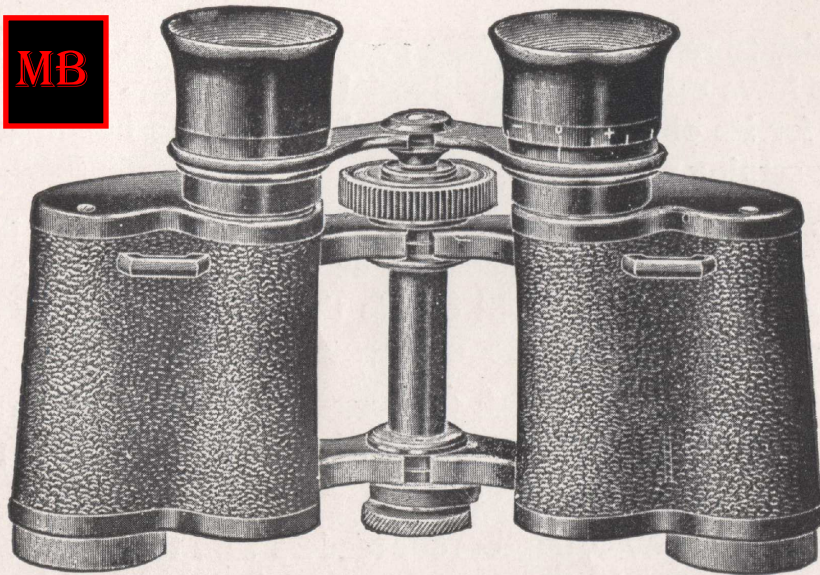
### EXTRA LUMINOSITY.

This is a special type, of entirely new construction, possessing much greater luminosity than is to be found in any other binocular, and in compact form. It will be noted that all other binoculars approaching this glass in power are much more bulky and are heavier. The objective glasses are very large and the remarkable distance between the glasses gives the utmost stereoscopic value.

They are largely used in the navies of the world, by signal stations, at artillery practice, and by hunters, yachtsmen and naturalists. Their usefulness in dull light, as night glasses, is universally recognized. For observing aviators, automobile and horse races, and like purposes, the 6-power is especially recommended.



# Voigtlander Prism Binoculars



### PRICE LIST.

No.	Magnification	Size of Objective Glass in Millimeters	Price
1.....	3 Power	13.....	\$38.00
2.....	4 Power	16.....	42.00
3.....	6 Power	25.....	45.00
4.....	8 Power	25.....	49.00

### EXTRA LUMINOSITY.

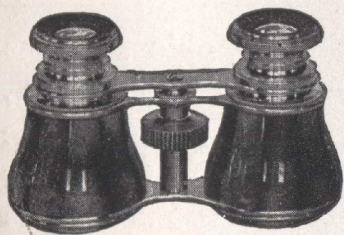
No.	Magnification	Size of Objective Glass in Millimeters	Price
5.....	6 Power	30.....	\$57.00
6.....	8 Power	30.....	63.00
7.....	12 Power	30.....	66.00
8.....	6 Power	36.....	57.00

Prices include leather carrying case and shoulder straps.

### PRISM MONOCULARS.

Voigtlander Prism Monoculars are furnished for those who can use only one eye, and those who prefer an instrument of small dimensions to carry in the pocket. The price is in each case one-half that of the binocular.

### TANNHAUSER OPERA GLASSES.



The Voigtlander Tannhauser Opera Glasses are specially designed for the more discriminating users of opera glasses. They possess the same perfect optical qualities as the Voigtlander Lenses and Binoculars. Their extreme flatness of field, absolute definition, unusual luminosity and comparatively large field of vision make them the most desirable of all theater glasses.

They are light, compact, handsomely finished and are eminently suited for ladies' use.

### PRICES.

No. 9	Tannhauser Opera Glasses in Black Leather Finish.....	\$18.00
No. 10	Tannhauser Opera Glasses in Mother-of-Pearl Finish.....	27.00

Prices include silk plush lined black leather case.