

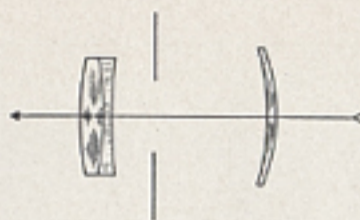
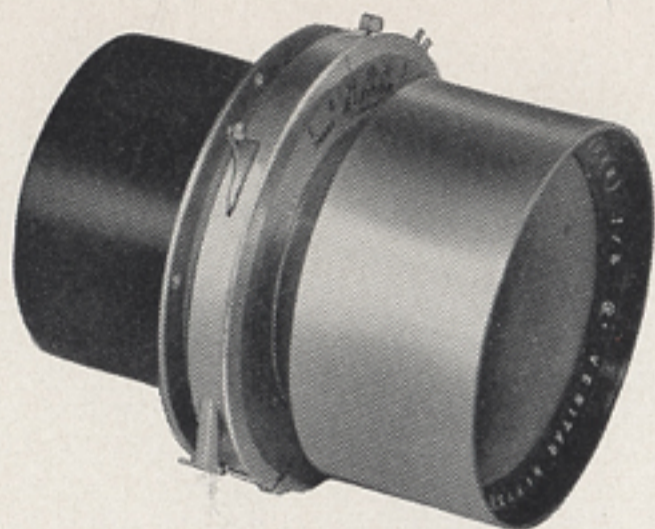
Wollensak

PORTRAIT VERITAR LENSES



Wollensak

PORTRAIT VERITAR . . . f/6



Blend highlights, half-tones, shadows skillfully . . . suppress unessential wiry de-

tail naturally with the **NEW** Wollensak Portrait Veritar Lens.

NEW VERSATILE LENS . . . to help further the Professional Photographer's skill.

The *Portrait Veritar* was designed, developed and produced to aid the professional photographer . . . to help him further his camera technique . . . to deliver portraits that have a delightful quality of tonal gradation . . . and to eliminate in most cases the necessity of retouching. By producing portraits that please many professional photographers have been able to charge top prices for their work without unfavorable customer comment. In designing the *Portrait Veritar*, Wollensak recognized that an instrument was required to assist the camera artist to record on film the complete pictorial beauty of each portrait. The unique design of the lens lends itself to such versatility.

At the larger apertures it not only renders a delightful atmospheric quality of softness but also beautifully blends the highlights, halftones, and shadows, and suppresses unessential wiry detail. Definition is not destroyed, but definitely held, pleasingly subdued. Various degrees of this blending are accomplished by opening or closing the diaphragm aperture. When desired smaller apertures can effectively be used. The resultant image will become more firm and approach the performance of an anistigmat lens. Yet the tonal range is still broad and offers the full scale so desirable for producing the ultimate in portraiture.

The *Veritar Lens* is also an excellent lens for copying old photographs. The characteristics of the lens will eliminate unwanted detail in the restoration process. Different types of lighting techniques will yield additional control in the blending of tones and pictorial softness.

LONG POPULAR with the Country's Leading Portrait Artists

The *Portrait Veritar f/6* is a new, re-designed, improved version of the Wollensak *Verito* lens that had the country-wide recognition of portrait photographers.

It is offered in the 10" and 14" focal lengths and is supplied either in barrel or shutter. When supplied in shutter the flange thread is behind the shutter for conventional mounting, and when supplied in barrel the flange thread is at the rear of the lens mount to permit the use of a behind the lens shutter.

In addition to the aperture engraving, an intermediate scale of 5 stops is engraved between *f/6* and *f/8*. It gives the photographer five additional tonal graduations, and facilitates resetting the lens at the same position for successive pictures of the same blending.

... for flattering softness without destroying detail

The *Portrait Veritar* is mounted in a satin chrome finish barrel or shutter.

SPECIFICATIONS

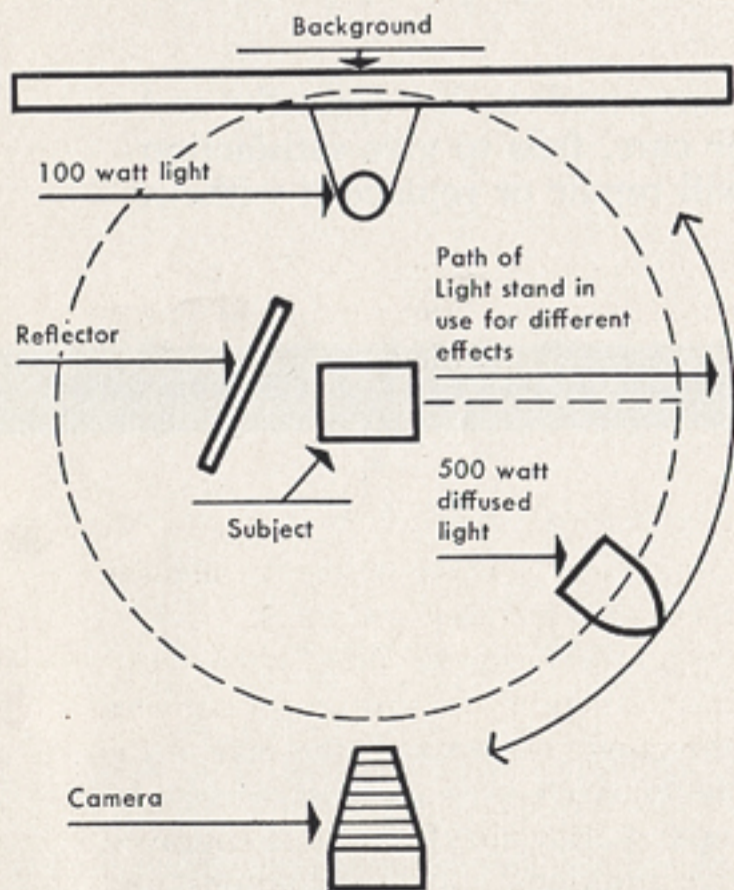
Cat. No.	Size Inch	EQUIV. FOCUS		Barrel Size	Alphax* Size
		Inch	mm		
3	5 x 7	10	254	6	4
5	8 x 10	14	356	8	5

*With or without Synchronization

THE PORTRAIT VERITAR

- delivers a quality of softness
- blends highlights, halftones, shadows
- suppresses unessential wiry detail
- holds definition, yet pleasingly subdues it
- gives broad tonal range
- minimizes, and in most cases eliminates, necessity of retouching

TYPICAL LIGHTING ARRANGEMENT For Effective Use of Veritar



Add overhead spots and floods for backlighting and highlighting subject, hair, etc.

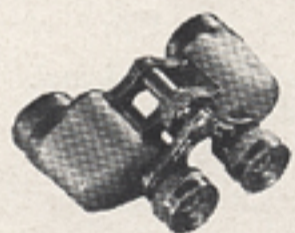
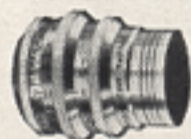
Illustration reproduced from original, unretouched print. Portrait made with 10" Veritar at f/6. Note softness, yet fine definition.



WHAT

Wollensak

QUALITY MEANS TO YOU



Wollensak Raptar lenses and Rapax shutters are designed and constructed to give the finest results . . . to satisfy the most discriminating photographers. They are the result of uncompromising optical craftsmanship, skillful design and fine workmanship . . . scientifically corrected for spherical and chromatic aberration, coma, distortion and astigmatism. Based on an optical design which greatly increases resolving power, you can be certain of all-over fine definition. Every Wollensak lens is treated with an anti-reflection hard coating, WOCOTE.

Wollensak maintains precision manufacture by adhering to the most critical standards. That is why the complete product is produced from start to finish in their own modern plants. There is never any compromise with quality or the selection of materials.

Wollensak's stock pile of raw glass permits a wide selection and choice of the proper glass to meet the specific requirements, as called for in the original lens design, for each element that makes up the complete lens. *Only by controlling the selection of glass can you maintain the critical qualities required in the original lens design.*

Time proven experience has to be acquired. It cannot be bought. Experience requires time to develop skill, technique and ability to manufacture a good lens. Wollensak has been manufacturing quality lenses for over 50 years.

GUARANTEE—All Wollensak products are guaranteed to be optically and technically correct. If any product, with proper care, fails to give satisfaction within one year after leaving our factory, we will repair or replace it without charge.

OPTICAL INSTRUMENTS FOR THE SPORTSMAN, HOBBYIST AND STUDENT

Wollensak
MEANS FINE LENSES

OPTICAL CO. • ROCHESTER 21, N. Y.