G. RODENSTOCK
(MUNICH)

LENSES OF QUALITY

KREPS & STELLING
AMERICAN AGENTS
AUGUSTA GEORGIA

Made with Series 4, No. 6 "Eurynar" Lens, by Philip Conklin, Pictorial Portraitist, Troy, N. Y.

Foreword

IN presenting this, our second catalog, we take the opportunity of thanking our friends and customers of the past for the generous support they have given us in the introduction of the G. RODENSTOCK Lenses in this country, for it is to them we owe our success.

Whenever one firm, by improved methods of construction and enormous capacities of production, are enabled to sell the same character of goods as other firms at very much lower prices, it requires honest, square business methods, and a product of undoubted merit, to win the confidence of the public.

That we are supplying both of these requisites our success is proof. The demand in America for RODENSTOCK Lenses is increasing so rapidly that the name of Rodenstock will soon be as well known in this country as it is in Europe, where it is universally accepted as standing for absolutely the best that can be produced in Modern Optical Instruments at the most reasonable prices possible for high-grade goods.

We take a personal interest in every customer, and whether he has had his lens ten days or ten years, if he is not pleased we want to know it. A satisfied customer is undoubtedly any firm's best advertisement, and this we will have at any cost.

Our lenses can be obtained through any responsible dealer on 10 days' trial, but where this is impracticable, we will fill orders direct, and refund cheerfully and promptly your money, less transportation charges, if the lens is not thoroughly satisfactory in every particular. We prefer, however, supplying our customers through dealers whenever possible. Kindly refer to terms in the back of catalog for further information.

Promising to you the same honest and liberal treatment which has characterized our business in the past, together with instruments of the very highest quality at lowest possible prices, we solicit your patronage. Faithfully yours,

KREPS & STELLING.

Made with Series 1 "Eurynar"

About Rodenstock Lenses

ON account of the superior construction, precise execution and reasonable price, the RODENSTOCK Photographic Objectives have deservedly won a reputation which is world-wide. They are recognized as instruments which are technically most perfect, and optically capable of rendering the greatest service. Our lenses are, therefore, largely preferred by experts, who, in securing instruments, are not influenced by exaggerated claims, but by actual powers of execution.

It has always been one of the fundamental principles of the RODENSTOCK Works to offer instruments at most reasonable prices, so that customers shall not only obtain instruments of the highest class, but also save a considerable sum in the purchase of same. We are better able than others to offer these advantages on account of most modern methods of construction together with our enormous scale of production. Besides our main factory in Munich, we have several factories in other parts of Germany, and in addition to our celebrated Double-Anastigmats, probably produce a greater variety of other optical instruments than any other establishment now operating in the world.

Our objectives are suitable, as can be learned from descriptions of the several styles, for every type of camera, and can be mounted in nearly every kind of shutter. Purchasers of cameras equipped with lenses should, in order to insure for themselves the best results, distinctly specify that the camera be equipped with the desired G. RODENSTOCK lens.

Every instrument undergoes a thorough factory test before it is sent out, and we guarantee it to possess the described and promised qualities and properties. We request our patrons to make sure that every instrument offered bears the name "G. RODENSTOCK" in full, as full assurance can only be had when they are true "RODENSTOCK OBJECTIVES."

Made with Series 3 "Eurynar" Lens and "Mentor" Camera: Exp. 1-500th Sec.

Further on we give information regarding the properties of the various objectives, which we hope will enable the purchaser to select the lens most suitable for his particular requirements. Our experience is always at the disposal of prospective purchasers, and we shall take pleasure in giving individual advice by letter whenever desired.

As proof of the appreciation which has attended our efforts in this direction can be cited the ever-increasing sale of our instruments, and the constant enlargement of our factories which has been necessary in order to keep pace with the demand for our goods.

General Properties of Photographic Lenses

Perspective

THE photographic lens is used to give a perspective image or drawing of a plane, or object in relief. A few preliminary remarks therefore on *perspective* may not be out of place. If in the path of the rays between the eye, which is the *perspective centre*, and an object there be placed a transparent surface and on this be marked the principal lines of the sight rays which extend to the individual points of the object, a "*perspective picture*" of the object will be obtained. One characteristic property of every perspective picture is that parallel lines are only reproduced as parallel when they are also parallel to the picture plane or surface, whilst in all other cases they appear convergent (*foreshortening or reduction*). The vertical lines of buildings in the picture will therefore only be parallel, if the plane of the picture is also placed vertical; if this is not observed the images of every line will either converge to the top or to the bottom, exactly as the image of the horizontal lines of a house, standing at an angle to the picture plane, run together towards the left or right. A further property will be rendered clear by the following example; a sphere will only be represented by a circle when

its centre lies on that straight line, which proceeding from the perspective centre, the eye, is at right angles to the picture plane; when the sphere is to one side the cone of rays will fall at an angle on the picture plane, and form an ordinary ellipse or oval. From this it is obvious that in the perspective representation of a group the breadth of the heads will increase towards the sides of the group.

These and similar phenomena are known under the names of "*perspective distortion*" or "*exaggerated perspective*," a phrase which is very unsatisfactory because when the picture is placed at the proper distance and in the proper position as regards the eye there cannot be any distortion or exaggeration of the perspective drawing of the picture; for the picture sends the rays to the eye at the same angle as the original object did. If, however, when looking at a perspective picture it be placed at any other distance or position from the eye than the plate was from the lens when the picture was taken, then there is a falsification of the size of the angles. If in making the picture the picture plane was so near the perspective centre that the eye is strained in trying to include the whole of the picture at once, the observer will move it to a greater distance from the eye, and thus falsify the proportion of the angles, so that the background will appear unduly small, the nearest foreground on the other hand will appear inordinately large. This is the only warrant for the term "*exaggerated perspective.*"

Plan of Photographic Drawing

IF ONE imagines the picture plane and the sight rays which belong to it, fig. 1, removed from the congruent path of the rays between object and perspective centre, and slightly shifted from the latter and displaced 180 degrees, we have the most general case of *photographic drawing*, fig. 2.

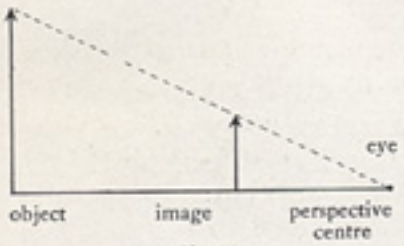


Fig. 1.

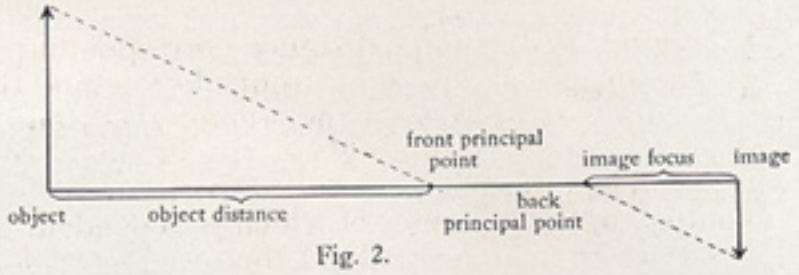


Fig. 2.

Instead of the previous perspective centre there will now be two, the *front and back principal points*. The straight line, on which the principal points lie. is called the "*optical axis*;" under normal conditions it is at right angles to the centre of the ground glass. The distance, measured along the axis, between the object and the front principal point is called the "*object distance*," or "*object focus*," the distance between the back principal point and the picture plane is called the "*image focus*" or "*image distance.*" The two principal points lie as a rule within the objective on both sides of the plane of the diaphragm.

Focus

IF THE object is very distant, at infinity, and the picture plane or ground glass is moved until a sharp image is obtained, the image or picture distance is now called the "*focal length*" or "*equivalent focus*" of the photographic lens, and the point where the optical axis meets the picture plane is called the "*focus.*" The focus is purely a perspective quantity, that is to say, it gives only the measure for the size which a chosen object will appear. A lens with a focus of 12 inches will give an image exactly double the size given by a 6-inch lens when viewed

from the same point, and indentical pictures are thus obtained when one and the same object is taken with a lens of 20 inches focus direct, or when it is taken with a 5-inch lens, and enlarged 4 times.

With photographic lenses the following rule applies in order that "*exaggerated perspective*" may not be seen; the picture must always be looked at from that distance which is equal to the distance between the perspective centre (or lens) and the picture plane (or ground glass) during the exposure. This distance is, however, always equal to the image distance, or when confined to distant objects to the focus. We arrive then at the following definition: *Focus is the distance from which a photographic picture, made with the lens focussed on infinity, must be looked at in order that the correct perspective impression must be made upon the eye, that is to say, in order that the rays may reach the eye at the same angle at which the object itself would have been seen.*

As the distance of normal vision, that is, the distance at which the eye can comfortably see a picture, is at the least 10 inches, shorter foci than this have acquired the bad repute of giving pictures with false perspective. This false or exaggerated perspective disappears immediately however if the picture is observed at the proper distance by means of a magnifying glass, or is so far enlarged that the focus, increasing in proportion to the enlargement, corresponds to the desired distance of the eye.

From the proportion between the size of the plate and the focus, we distinguish as wide angle work that taken with a lens the focus of which is less than the longer side of the plate; normal work is that when the focus is between the length of the longer side and its double, whilst when longer foci are used the picture approaches the character of telephotographic work.

Depth of Field and Depth of Focus

THERE is an image distance corresponding to every object distance, while the images of objects in front of or behind the object focused on are formed behind or in front of the ground-glass, and are therefore indistinct, or out of focus. For the ground-glass cuts in this case the cone of light, the point of which is the actual image point, whose base is the diaphragm aperture, in a circle of confusion, the diameter of which is dependent on the distance of the object, the aperture of the diaphragm and the focus, *but not on the type of lens.* Thus when sharply focusing a point in any object the more one stops down, that is, the less the rapidity, so much greater the distance in front of and behind the object focussed upon in which other objects will be sharply defined; this is called *depth of field.* Then, correspondingly, is greater the distance in front of and behind the ground-glass through which the latter may be moved without destroying the sharpness; this is called *depth of focus.*

Inversely it is impossible to construct a rapid lens which shall show great depth of focus. The disadvantage which appears to lie in this fact is only ostensible; for a rapid lens, that is one with little depth of focus, will in the hands of an expert photographer only give the most important parts of the picture sharp, whilst the subsidiary objects are softened off into artistic indistinctness. Small depth of focus of a lens and plasticity or modelling of the resultant picture are synonymous.

It cannot be emphasized too strongly that depth of field and depth of focus are factors entirely independent of the lens and its construction. They are influenced only by the diaphragm aperture used and the focus of the lens. Any two lenses of the same focal length, stopped to the same aperture, will give identical depth of field and focus, regardless of all other factors. In this respect the product of one manufacturer has no advantage whatever over that of another.

Made with Series 4 "Eurynar" Lens and "Mentor" Camera: Exp. 1-800th Sec. By Jno. F. Sevier, Atlanta, Ga.

Speed, or Ratio Aperture

WHILST the equivalent focus is the criterion for the position and size of the image, the brilliancy or luminosity of the latter depends upon the "effective or ratio aperture." By effective aperture of a lens is meant the circle of light on the front surface of the lens when a distant object lying on the optical axis is sharply focused on the ground glass. The effective aperture is by no means identical with the aperture of the diaphragm used but is always considerably greater, since the beam of light is rendered convergent by the front combination of the lens. The effective aperture ought not to be confounded either with the diameter of the lens, which in many lenses, notably wide angle objectives, is considerably larger.

By the ratio aperture we understand the number which expresses how many times the equivalent focus is greater than the diameter of the effective aperture, or how many times the latter is contained in the focus. The ratio aperture 1:11 means that the ratio aperture is one-eleventh of the focus. This is frequently written F-11 or F/11.

With our lenses the diaphragm numbers, after passing F-6.3, are
F 7.7, 11, 15.2, 22, 31, 44, 62, 88.

Then the relative times of exposure with these diaphragms are directly as the square of these numbers, thus approximately as
60, 120, 240, 480, 960, 1290, 3480, 7680
or in the ratio of
4, 8, 16, 32, 64, 128, 256, 512
that is to say the next smaller diaphragm always requires double the exposure of the next larger one.

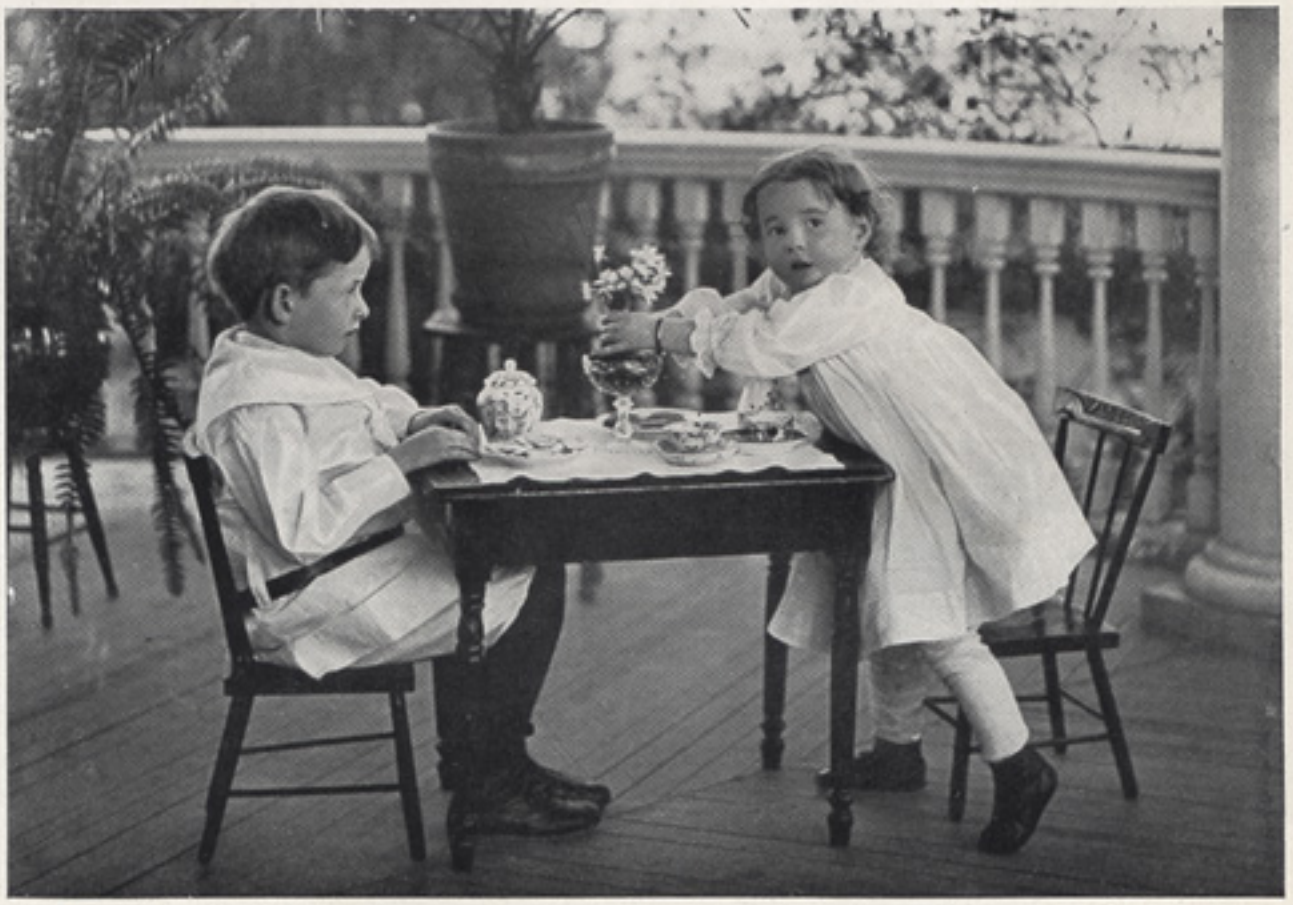
Field

THE angle, or the amount of the picture included, is limited in two ways. By the *usable field* is generally understood that amount or angle of subject which is sharply defined with any given diaphragm. This increases with the smallness of the diaphragm until finally the limit is set by the "*vignetting*" caused by the sides of the lens or the lens tube. The maximum angle is called the *field of the lens*.

The calculation of objectives which shall give a great extension of sharpness over a large angle with a comparatively large aperture is such an extremely difficult matter that as a rule the most rapid lenses have a comparatively small field, and objectives which can give sharp definition over a comparatively large area have a relatively small aperture.

The latter type of lens, the so-called wide angle, are a particular type only in so far that with them at the sacrifice of rapidity the corrections have been made effective for a greater area. They have not as has been so often stated any peculiar or distorted perspective; the laws enunciated on page six apply to them as to every other lens.

According to well-known optical laws a beam of light falling upon a surface at an angle exerts less action than one which is at right angles. From this fact and also from the fact that the vignetting action does not take place suddenly but gradually creeps on, the reduction of illumination of the picture towards the edges of the plate is as a rule only seen when wide angle lenses are used. In order to compensate for the marked falling off of the light with wide angle lenses we have a special device known as *a compensator*, which very successfully removes the great objection hitherto had against extreme wide-angle lenses.



Made with Series 1 "Eurynar." By E. A. Frank, Augusta, Ga.

Made with Series 3 "Eurynar"

The Faults of Photographic Lenses

Chromatic Aberration

EVERY single lens and every *uncorrected* lens combination possesses the same property as a prism, namely the power of splitting white light up into its constituent colours. The light from any distant point on the optical axis has therefore various foci corresponding to each colour. The focus for the most strongly refracted light, the violet, lies generally nearest to the lens, whilst the foci for the less refracted colours, green, yellow, and red are further away. For the human eye yellow has the greatest luminosity, therefore in focussing, the ground glass is placed at the focus of the yellow rays, whilst the ordinary photographic plate should be placed in the focus of the violet rays for which it is most sensitive.

To obtain a picture that is free from chromatic faults or aberration the coincidence of the foci is not sufficient, but the principal points for the individual colours must coincide.

If these points do not coincide a separate centre for the perspective drawing is obtained for every colour so that different sized images will be formed for each colour; although even then the immediate centre of the field may be free from chromatic aberration, it may be seen more and more towards the edges of the plate (*the chromatic enlargement difference*). It is most important to correct this fault, because it cannot, like the other aberrations, be remedied by stopping down.

Lenses in which the foci and the principal points are coincident for yellow and violet are called *achromatic lenses* or *achromats*. There is then generally an aberration of the intermediate colours, which form the secondary spectrum. If the correction is effected for the intermediate colours also, and the secondary spectrum obviated, the lenses are called *apochromatic* or *apochromats*.

Apochromatic lenses are generally only used in three-color photo-engraving, and like processes.

Made with Series 4 "Eurynar" Lens and "Mentor" Camera; Exp. 1-600th Sec.

Spherical and Zonal Aberration

RAYS of light which fall on a lens parallel to the optical axis generally come to a focus only when they strike the front lens quite close to the optical axis, while rays which strike the lens at a greater distance from the optical axis, thus making a greater angle, come to a focus at another point, which is mostly nearer the lens; this is called *spherical aberration*.

If, with still greater angle of incidence the marginal and central rays coincide, the system is said to be spherically corrected for that angle of incidence. The extent of this correction determines the largest diaphragm that can be used. The aberrations for the intermediate incidence angles are called spherical zones or *zonal aberration*. If a lens is not corrected for spherical aberration, or only corrected in the above sense, so that there is still great zonal aberration, the ground glass must be shifted for each diaphragm used; this is called "diaphragm difference."

A lens which is spherically corrected for the optical axis and its immediate neighborhood is called an *aplanat*. If one focuses with an aplanat on the centre of a plane, parallel to the ground glass, the centre must appear sharp with the largest stop, though this can only be obtained towards the margins by the use of smaller diaphragms.

A high grade lens, however, should satisfy the following requirements:

1. *Any point lying beyond the axial rays should also give a sharp image.*
2. *This image point must also fall on the ground glass; that is to say an object plane at right angles to the axis must be represented by an image plane at right angles to the axis.*
3. *The enlargements must be constant over the whole field of the image.*

Coma

THE planes passing through the optical axis and points outside the optical axis are called the *meridional planes*. The rays proceeding from the object along these planes, "*the meridional rays*," give rise to an appearance similar to spherical aberration of an object point on the axis, but it is not symmetrical but lies to one side, and this is called *coma*. In order to correct coma the path of rays should be symmetrical so that the meridional rays are combined to a point—the "meridional image point."

Made with Series 4 "Eurynar" Lens "Mentor" Camera; Exp. 1-750th Sec.
By Jno. F. Sevier, Atlanta, Ga.

Astigmatism

A FURTHER want of sharpness may be caused by those rays which, proceeding from the object plane, are outside the meridional plane (*the oblique rays*). These may be brought to a focus point, which as regards the focus of the meridional rays may require the ground glass to be shifted a considerable distance; this is called *astigmatism*. Certain oblique rays, the so called radial rays, play a very important part, so that the behaviour of the other oblique rays through the focal point of the radial rays, called the radial image point, is an important element in the elimination of astigmatism.

The meridional rays do not come to a point at the same place as the radial rays, but give rise to a want of sharp definition, which forms a short line of diffusion, which naturally lies in the plane of the meridional rays. Analogously the radial rays cause a diffusion line, which lies in the plane of the radial rays at the meridional image point.

A point of an object outside the axis therefore generally gives rise not to a single image point, but two short lines, one of which lies in the radial image point in the direction of the meridion; the other lies in the meridional image point in the direction of the radial, and indeed with accurate examination it will be seen to be at right angles to the meridion.

By "meridional object line" is to be understood a straight line of the object which belongs to the meridional plane of the lens; by "radial object line" is meant one at right angles to this meridional line of the object.

The lines which must be considered as images of the individual points of the meridional line are arranged in the radial image point in the meridional direction and therefore give a sharp image of the meridional object line; whilst in the

meridional object point they are in the radial direction and therefore are not sharp; a meridional line of the object is thus only sharply reproduced in the radial image point and whilst inversely a sharp image of the radial line is only formed in the meridional image point. The distance that is necessary to shift the ground glass from the sharp focus of one of these lines to the sharp focus of the other is called the *astigmatic difference.*

If one examines the meridional and radial image points from every point of a flat chart, it will soon be seen that all the meridional rays lie on a surface which is curved towards the optical axis, this is the "*meridional image surface*" and all the radial rays will be found to lie on another, the "*radial image surface*;" both are as a rule distinct from one another and only touch each other where they cut the optical axis, since for an axial object point, meridional and radial rays are the same. If the two surfaces with a minimum of separation (elimination of astigmatism) are very close to the plane of the ground glass (elimination of curvature of the field), the lens is said to have an *anastigmatically flattened field.* A lens which in this way satisfies conditions 1 and 2 is called an "*Anastigmat.*"

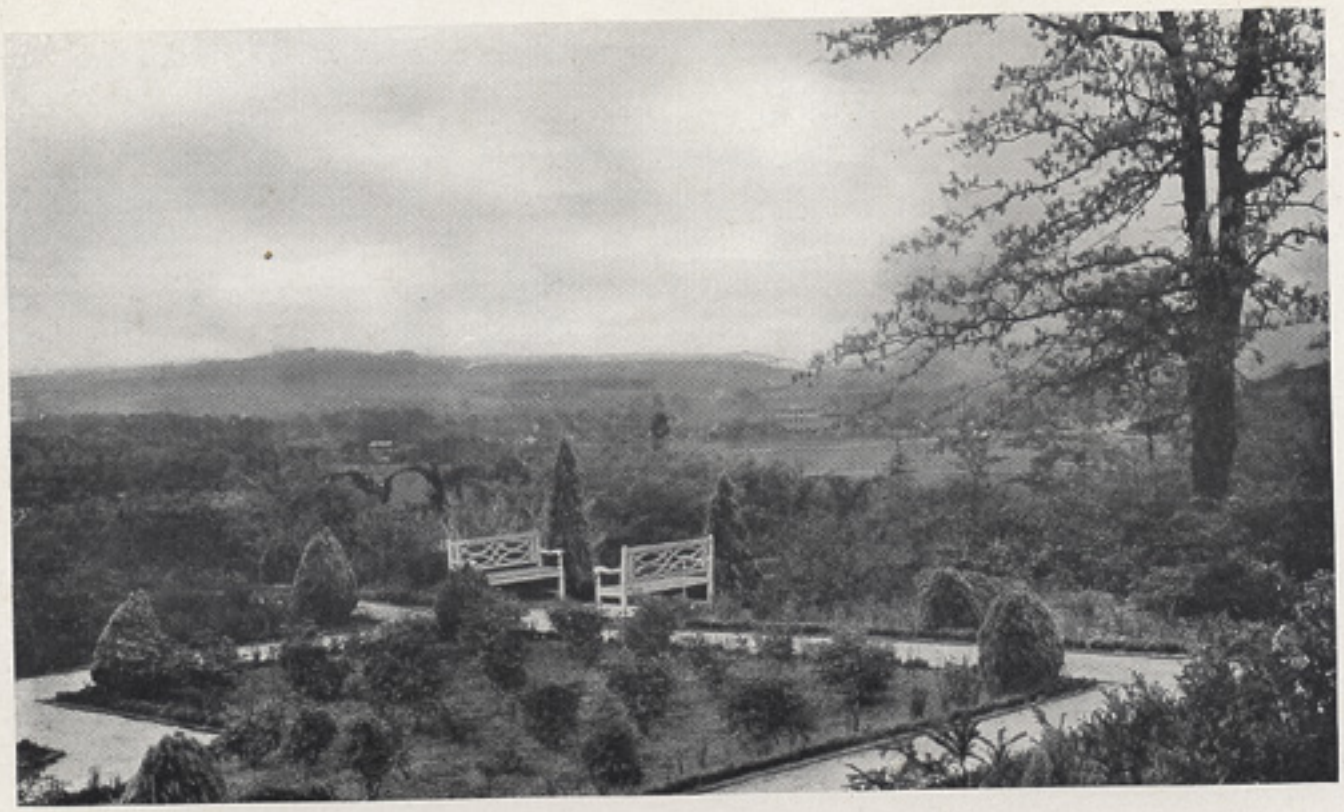
Made with "Eurynar" Series 3 and "Meteor" Camera

With simple types of lenses such as the "aplanat" both conditions are not fulfilled. The optician calculates his lenses in such a way that the two image surfaces either lie symmetrically as regards the plane of the ground glass, (flattening of the field in an overcorrection way) or at least *one* surface coincides as nearly as possible with the ground glass plane.

Distortion

IF a square is taken in the object plane and through the point of intersection of the diagonals parallel lines are drawn, the point of intersection being on the optical axis, and if the enlargement decreases towards the edges of the plate the diagonals will be reproduced too small in comparison to the parallel lines which pass through their point of intersection. Therefore the sides of the square will appear on the ground glass as though curved outwards (*barrel shaped distortion*): inversely with increase of enlargement the square will be represented with its sides bent in (*pin cushion distortion*). The condition that the enlargement shall be constant over the whole field agrees therefore with the requirement that straight lines shall always be represented by straight lines (*freedom from distortion.*)

"Exaggerated perspective" which appears when the picture is viewed from the wrong point (see page six) has nothing to do with distortion. *A lens is free from distortion under all circumstances if straight lines are always represented as straight lines.*



Made with Series 1 "Eurynar"

Choosing the Correct Focal Length

FOCAL length is a factor of great importance, and one which should be carefully studied before purchasing a lens, for on it depends perspective, the size of object and amount of subject included in the picture from a given point. The correct focus to be chosen, however, depends upon the character of work for which the lens is to be principally used.

For the amateur, who usually has only one lens for a variety of purposes, a focal length should be chosen which is about equal to the longest side or diagonal of the plate to be used. Such is undoubtedly the best for all around work.

Inasmuch as the shorter the focal length the greater will be the angle of view, it is quite plain that for wide-angle work a lens of short focus is necessary. The limit in this case can only be determined by the covering power of the lens. Generally speaking, the slower working lenses are to be preferred for this work, rather than those of extreme speed, as their covering power is greater in proportion to the focal length. For extreme wide-angle work, however, a specially designed lens, such as our extreme-angle "*Pantogonal*" *Anastigmat* should be used.

In portraiture lenses of long focus should be used in order to prevent the sitters' limbs from appearing too large when extended toward the camera, and other exaggerated perspective. Long focus lenses also give better "drawing" and "roundness" than lenses of short focus. This can be demonstrated by viewing a ball of any kind first from a short distance and then from a long distance. It will be noticed that the greater the distance from which it is viewed the more of its sides can be seen. It is thus quite plain that a better likeness can be secured of a subject by gathering in the picture the various characteristic features and lines of the entire head, than by simply making a "map" of the face.

With few exceptions it is recommended that photographers use lenses of as long focus as their studios will permit, and we therefore give a table which will quickly answer any question in this respect.

Table of Reductions

Object Distance	For the following reduction											
	2 times	4 times	6 times	8 times	10 times	15 times	20 times	25 times	30 times	35 times	40 times	50 times
Feet	The following foci (in inches) are necessary:											
6	24	14.4	10.3	8	6.5	4.5	3.5	2.7	2.3	2	1.7	1.5
9	36	21.6	15.4	12	9.8	6.75	5.1	4.0	3.5	3	2.5	2.0
12	..	29.0	20.5	16	13.0	9.0	6.8	5.5	4.6	4	3.5	2.8
15	..	36.0	25.5	20	16.5	11.25	8.5	7.0	5.8	5	4.4	3.5
18	..	....	31.0	24	19.5	13.5	10.6	8.3	7.0	6	5.2	4.2
21	..	....	36.0	28	23.0	16.0	12.0	9.7	8.0	7	6.1	5.0
24	..	....	....	32	26.0	18.0	13.7	11.0	9.3	8	7.0	5.5
27	..	....	....	36	29.5	20.0	15.5	12.5	10.5	9	8.0	6.0
30	..	....	....	..	32.7	22.5	17.0	14.0	11.6	10	9.0	7.0

The use of this table is explained by the following examples:

1. It is required to reduce a figure 25 times in a studio with 24 ft. between sitter and camera. From the table it will be seen that the focus should be 11 inches.

2. It is desired to reduce an object 10 yards wide to 7 inches (50 times reduction) with a lens of 4.2 inches. From the table it will be seen that the camera should be about 18 ft. from the object.

3. With a lens of 8½ inches a group 15 ft.broad is to be taken. What will be the breadth of the group at 15-ft. distance? From the table it will be seen that the reduction is 20 times, therefore the group will be 9 inches broad.

About Bubbles

The manufacture of the high-grade glass demanded today by modern optics is extremely difficult. In the making of this glass it is impossible to avoid small bubbles, but these can be totally disregarded, as they have no effect whatever upon the optical properties of the lens.

We take this position in common with all important manufacturers of high-grade anastigmat lenses, and investigation will sustain the statement we herewith make.

Made with Series 4, No. 6 "Eurynar" Lens, by L. L. Higgason Studio, Asheville, N. C.

Flashlight made with Series 3, No. 4 "Eurynar" Lens. (Only 1 small flash cartridge used.)
Made with Series 1, No. 2 "Eurynar" on 5x7 plate.

Made with single combination of Series 1 "Eurynar."

G. Rodenstock Double-Anastigmat "Eurynar"

THE introduction of the Double-Anastigmat "Eurynar" marked great advancement in photographic optics, for it is now possible for us to offer at unusually reasonable prices a high-grade anastigmat of most exact construction, and of the highest degree of technical workmanship.

The "Eurynar" acknowledges no superior either in its corrections for the various optical errors, or in beauty of finish. While more moderate in cost than any other strictly high-grade German anastigmat, it is fully guaranteed second to no lens on the market.

It is a flat-field lens, free from distortion under all conditions, and is perfectly corrected for Spherical, Chromatic and Zonal aberrations, Coma and Astigmatism.

Special attention should be called to the fact that all sizes of each series of the "Eurynar" work at the same maximum aperture. That is, the largest lens of each series works at the same maximum aperture as the smallest lens of that same series. Intending purchasers should not lose sight of this important point in making comparisons.

The "Eurynar" is composed of only four highly transparent, thin glasses *without cement*. With this small number of glasses minimum obstruction is offered to the passage of the light rays, therefore, the "Eurynar" is an extremely rapid lens. It is of symmetrical construction, thereby making possible the use of either combination separately.

Even with the maximum aperture the image is wonderfully clean, crisp and brilliant. The definition is microscopic, and the plates as listed are covered perfectly sharp to the extreme corners.

The lenses can be taken apart, each side of every glass cleaned, and put together again by anyone in less than five minutes.

The "Eurynar" makes an excellent wide-angle lens up to about 90 degrees, when stopped down and used on plates larger than those for which listed.

Either combination can be used alone, giving a lens double the focal length of the complete objective. The most beautiful soft-focus effects, now so much in vogue, can be secured by using the single combinations at full aperture, while by stopping down very slightly microscopically sharp definition is secured. One can thus see that by purchasing a "Eurynar" he really secures four lenses for the price of one.

The "Eurynar" is made of the highest grade German optical glass procurable, and the mountings are of brass, polished and heavily lacquered, beautifully engraved, and fitted with iris diaphragm, flange and cap.

Double-Anastigmat "Eurynar," Series 1, F/6.8

IN THIS Series we offer a high-grade anastigmat especially designed to meet the general demands of photography. The optical corrections are of the highest order, and the speed sufficient for all but the most rapid exposures. With this lens very fast exposures can be made, even in unfavorable light, with perfect results. It has the advantage of giving, even at full aperture, that degree of depth of focus generally considered desirable by every amateur.

The smaller sizes of this Series, mounted in the shutters which we furnish, are lenses par-excellence for small cameras and kodaks. They are very light and compact, yet possess very much greater speed than the lenses usually furnished with such instruments. Their defining power is such that enlargements of almost any size can be made with little loss of detail.

The larger sizes, while suitable for almost any purpose, are particularly recommended for commercial work of all kinds. On account of their long focus they give fine perspective, while any degree of depth of focus can be easily had by stopping down to the desired point.

Ultra-rapid lenses, of course, have their place, but for general work the Series 1 cannot be excelled. As far as quality is concerned, the Series 1 is the equal of either Series 3 or 4, yet on account of the smaller maximum aperture, the cost is much lower. For those who do not require a lens of extreme speed, this Series will fill every requirement in the most perfect manner.

No.	Focus	Size of Plate Full Aperture	Size of Plate at F/31	In Barrel	Compound Shutter	Optimo Shutter
00	3½	2½ x 3½	3½ x 4¾	$18.00	$30.00	$32.00
0	4¾	3¼ x 4¼	3½ x 5½	20.00	32.00	34.00
1	5¼	3½ x 4¾	5⅛ x 7⅛	22.00	34.00	36.00
2	6½	4 x 6	6 x 8¼	26.00	40.00	42.00
3	7⅛	5⅛ x 7⅛	7⅛ x 9½	32.00	46.00	48.00
3b	8¼	6 x 8¼	8¼ x 10⅝	41.00	57.00	59.00
4	9½	7⅛ x 9½	9½ x 11¾	50.00	65.00	68.00
5	11¾	9½ x 11¾	11¾ x 14¼	68.00	.....	87.00
6	14¼	11¾ x 14¼	14¼ x 18	95.00	.....	114.00
7	16½	11¾ x 16	16 x 20	115.00	.....	.....
8	19	16 x 18	18 x 24	160.00	.....	.....

We can furnish the Nos. 1 and 2 Lenses in cells to fit the regular 1-A and 3-A Kodak Shutters, respectively; also the No. 2 Cells to fit the Multi-Speed Junior Shutter, at $18.00 and $21.00 each.

Double-Anastigmat "Eurynar," Series 3, F/5.4

IN THIS Series we approach the ultra-speed class of objectives. The maximum aperture of F-5.4 is great enough for almost any subject; yet this lens is very light and compact, and, therefore, gives nearly all that can be desired of a high-speed lens, with none of its drawbacks. When stopped down to F-6.8 it will give the same results as the Series 1 of the same focal length, yet always has high-speed in reserve when desired. It is an ideal lens for focal-plane work and home portraiture.

To the photographer who desires a handy, compact lens for general application, yet of sufficient speed to enable him to work under very unfavorable conditions of light, the Series 3 is the lens which we recommend.

No.	Focus	Size of Plate Full Aperture	Size of Plate at F/31	In Barrel	Compound Shutter	Optimo Shutter
1	5¼	3½ x 4¾	4 x 6	$30.00	$44.00	$46.00
2	6½	4 x 6	6 x 8¼	34.00	50.00	52.00
3	7⅛	5⅛ x 7⅛	7⅛ x 9½	40.00	56.00	58.00
4	9½	7⅛ x 9½	9½ x 11¾	65.00	84.00	85.00

Double-Anastigmat "Eurynar," Series 4, F/4.5

IN THE Series 4 our opticians have accomplished the very difficult task of constructing a lens of extreme speed without sacrificing the high degree of optical corrections possessed by the Series 1 and 3.

With the Series 4 exposures of the utmost rapidity can be made early and late under conditions which with other lenses would be impossible. The smaller sizes are lenses par-excellence for focal-plane cameras, while the larger sizes cannot be excelled for portrait work in the home or studio, as instantaneous exposures can be made indoors with perfect ease and certainty of results.

Nos. 5, 6 and 7 are especially recommended to the professional photographer, for with these lenses the finest possible results can be obtained. With the very large aperture of F-4.5 the depth of focus is naturally very small, which gives great plasticity or modeling to the picture; therefore, the Series 4 is the ideal instrument for the artistic worker. Nos. 5 to 7 are furnished with hood for studio use without extra charge.

Unlike the old style portrait lenses, the Series 4 can be used at full aperture for standing figures, groups, etc., with faultless sharpness and correctness of drawing to the extreme corners of the plate.

By purchasing a Eurynar, Series 4, you can rest assured that you have the best that can be obtained in the class of ultra-speed high-grade anastigmats.

No.	Focus	Size of Plate Full Aperture	Size of Plate at F/31	In Barrel	Compound Shutter	Optimo Shutter
00	4¾	2½ x 3½	3½ x 4¾	$33.00	$45.00	$46.00
0	5¼	3¼ x 4	3½ x 5½	36.00	48.00	49.00
1	6	3½ x 4¾	5⅛ x 7⅛	39.00	55.00	57.00
2	7⅛	4 x 6	6 x 8¼	45.00	61.00	63.00
3	8¼	5⅛ x 7⅛	7⅛ x 9½	55.00	72.00	74.00
4	9½	6½ x 8½	8¼ x 10⅝	78.00	97.00	98.00
5	11¾	7⅛ x 9½	9½ x 11¾	115.00	.....	.....
6	14¼	9½ x 11¾	11¾ x 14½	150.00	.....	.....
7	19	11¾ x 16	17 x 19	238.00	.....	.....

Extreme Angle Anastigmat "Pantogonal"

Maximum Aperture F/18 View-Angle 125-130°

THE "Pantogonal" is a special wide-angle Anastigmat of unusual merit. It is highly corrected for all errors, giving an anastigmatically flat field, perfectly free from distortion. It is therefore especially adapted for photographing architecture, interiors, and for photogrammetry and reproductions.

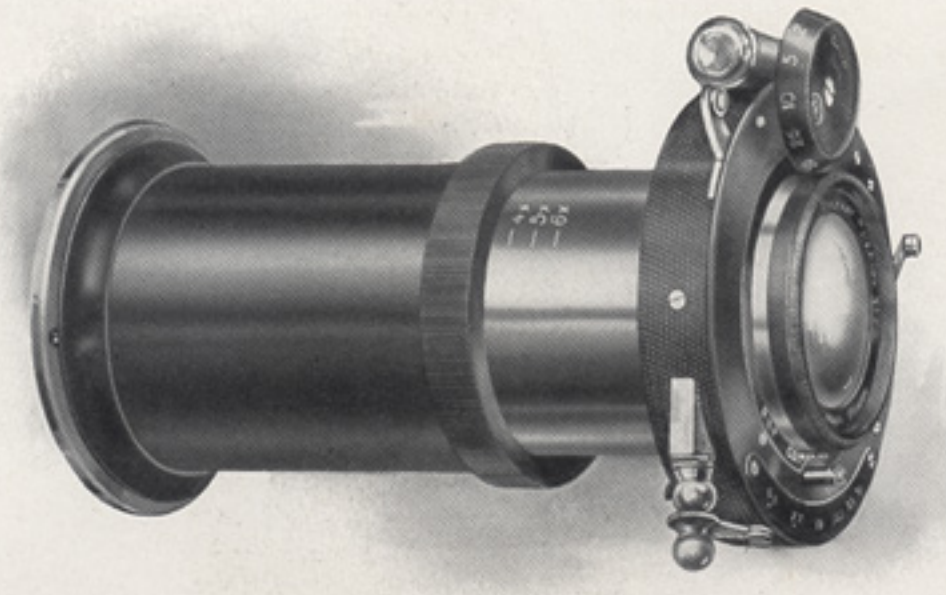
The extraordinarily wide angle of 125 to 130 degrees enables these anastigmats to be used for plates the diagonal of which is 3⅓ times the focus of the lens. The relative aperture of F-18 is sufficient for instantaneous exposures out of doors in favorable light.

For time exposures, when the full angle is used, it is advisable to use the Enixantos Compensator which is furnished with the lens. This consists of a plano-convex lens of yellowish green glass which absorbs very strongly blue and violet light, and a plano-concave lens of a colorless, very transparent material. The optical constants of both these lenses is exactly equal so that the cemented lenses act as a plane parallel plate which is dark in the center and transparent at the sides. The effect of this is that the marginal rays which pass through the lens at great angle undergo only a slight absorption, and therefore any marked decrease of light toward the edges of the plate is prevented. Thus the necessity of bunglesome and complicated appliances usually found on extreme angle lenses is obviated. With orthochromatic plates the Compensator has the added advantage of giving excellent color values. The "Pantogonal" is guaranteed to be the finest wide-angle lens to be obtained at any price.

No.	Focus	Covering At Full Aperture	Covering With Smallest Stop	Price
1	3⅜	4 x 4	8¼x 8¼	$38.00
2	5	6 x 6	12 x12	45.00
3	6½	6½x 8½	15 x12	50.00
4	8	8 x10	15 x12	54.00

At these prices we include Enixantos Compensator.

Rodenstock's Tele-Photographic Lens



THE **telephotographic lens** is a special kind of photographic objective which enables enlarged pictures of distant or inaccessible objects being taken direct, therefore for *distant landscapes, architectural details* and *large portraits* they are indispensable and specially important for *military* and *geodetic work.*

The **telephotographic lens** consists of a collective element of long focus and a dispersive element of short focus, the combined focus being considerably longer than that of the collective element, and is greater or less according to the separation of the two elements. This variability of focus enables one to obtain *from a fixed standpoint pictures of varying size of one and the same object.*

A special advantage of our **telephoto lens** is the very short camera extension required compared to the real focus. The extension is shorter, with a given enlargement, the greater the focus of the positive element is compared to that of the negative element. In this case also the size of the field decreases. It should be noted that naturally with the above mentioned advantages of the telephotographic lens it is less rapid than an ordinary lens and that the field of view is proportionally small. Attention may also be specially drawn to the fact that the use of the telephotographic lens requires some experience, and that it is advisable to first make some acquaintance with the theory of telephotography. We, however, furnish with each lens very useful information regarding exposure, diaphragm apertures, etc.

As shown below the lens is made in sizes suitable for plates from 3¼x4¼ to 8x10, and will give an enlargement of 5 to 15 times, depending on the length of bellows with which the camera is equipped.

Prices are given for the complete lens and also for the negative element and tube only. In the latter case the purchaser can use his "Eurynar" Anastigmat as the positive element, thereby effecting a considerable saving. In all instances the positive element is the "Eurynar" as this lens is perfectly corrected for telephotography.

Price List

No.	For Plates	Positive Element to be used	Tele-Negative and Tube Only	Complete
1	3¼x 4¼	Eurynar Sr. 1 No. 1	$28.00	$47.00
2	4 x 5	Eurynar Sr. 1 No. 2	35.00	58.00
3	5 x 7	Eurynar Sr. 1 No. 3	40.00	65.00
4	6½x 8½ to 8 x10	Eurynar Sr. 1 No. 4	50.00	82.00

Goltz & Breutmann German Reflex Camera

"Mentor"

IN CAMERAS, as well as lenses, it is a well-known fact that the best come from European makers, for with them the manufacture of instruments of beauty and precision has been handed down from generation to generation, and has accordingly reached a stage of perfection absolutely unequalled elsewhere. Neither is it necessary to argue the supremacy of the reflecting type of Camera over all others. The ability to see the image full size, right side up, with absolute certainty of focus and composition, makes failure almost impossible—certainly unnecessary.

The "Mentor" is the product of one of the leading camera manufactories of the world—Goltz & Breutmann, of Dresden, who are well known throughout Europe as builders of the very finest apparatus possible to produce.

The "Mentor" is, perhaps, a trifle higher in price than some other Cameras, but if compared side by side with any other there will be no hesitancy in paying the slight difference. In the "Mentor" nothing is slighted in either quality or mechanical make-up which will in the least contribute towards making the finest Camera possible to produce. In addition to this, it is the smallest and lightest reflecting camera on the market.

The box is of strong European hardwood, constructed so as to stand the hardest kind of usage. It is beautifully covered with the finest grade of genuine leather, with dead-black metal trimmings. All exposed woodwork is of ebony finish, hand-rubbed and polished.

The focal-plane shutter has long been considered preeminent for speed work on account of its high speed and great illuminating power, and the "Mentor" focal-plane shutter is the most perfect of this type. Its operation is sure and simple, and being placed close to the plate, its efficiency is very high.

This Shutter gives a total of 66 different speeds ranging from ½ to 1–1300 second, in addition to which time exposures of any duration can be made. It is very easily set—one turn of a large milled knob being all that is necessary. The mirror automatically sets itself after each exposure, thereby making accidental spoiling of plates impossible. The curtain is of the "variable slit" type, and is extremely easy and simple to change from one speed to another. Any change can be made in ten seconds or less.

In addition to the usual focussing screen for the reflected image the "Mentor" is equipped with a second screen in the rear. It can therefore be used on tripod like any view camera. Two tripod sockets are provided.

The Model B, revolving back, has under the focussing screen, an automatic mask which changes from vertical to horizontal as the plate holder in the rear is revolved. Thus, the proper proportions of the picture can at all times be seen, and there is no danger of taking a vertical picture with the plate in horizontal position.

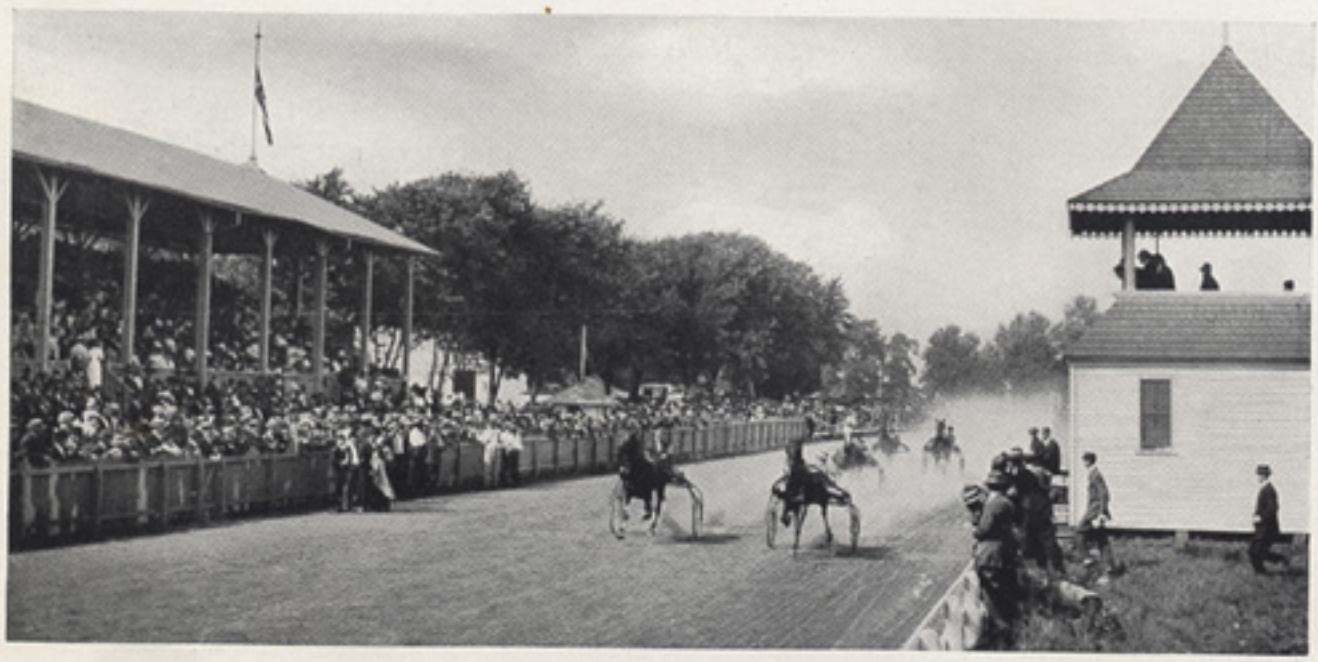
The "Mentor" is provided with rising, falling and sliding front. This is a very desirable feature as it enables the photographing of tall buildings and other objects with absolute rectilinearity of lines. This should not be overlooked in the purchase of any camera.

The hood is hinged so that the focussing screen can be instantly cleaned. All experienced press photographers will appreciate this, as an accumulation of dust on the screen makes sharp focusing impossible.

All operating and shutter setting devices are placed on the righthand side of camera—the focussing knob alone being on the left side—an arrangement proved by long experience to be the most desirable.

The "Mentor" plate-holders deserve special notice. They are made of imitation ebony, hand-rubbed and polished, and strongly bound with aluminum. The slides are of heavy, genuine hard rubber. When inserted in the camera the plate holder automatically locks in position, and cannot be withdrawn until a small catch is pressed. The slides also automatically lock in the holders.

To the purchaser who wants the best piece of apparatus procurable at any price we can recommend with absolute assurance the "Mentor Reflex." It is the instrument par-excellence for all classes of work, and when once used will never be surrendered in favor of any other camera. In the "Mentor" one can rest assured that he possesses the very last word in photographic apparatus.



Made with Series 4 "Eurynar" Lens and "Mentor" Camera by Ivan White, Hanover, Pa.

Price List

Model A—Rigid Back

For Plates or Film-Pack	3¼x4¼	3¼x5½	5x7
Dimensions of Camera	5¼x5½x6¼	6x6x7½	7x7½x8¾
Weight	3½ lbs.	4⅛ lbs.	6¾ lbs.
Focal capacity, minimum	6 inches	6 inches	7 inches
Focal capacity, maximum	9 inches	9 inches	11¾ inches

Price of Mentor Camera complete with three double plate-holders, shoulder-strap, and fitted with Series 4, F-4.5 "Eurynar" Lens in sunk mount of size as shown

Lens No.		Lens No.		Lens No.	
1	$115.00	2	$145.00	3	$165.00
2	120.00	3	155.00	4	187.00

Model B—Revolving Back

For Plates or Film-Pack	3¼x4¼	4x5	5x7
Dimensions of Camera	6x6½x6¾	7x7x7½	8¼x8¼x8¾
Weight	4⅝ lbs.	6¼ lbs.	9½ lbs.
Focal capacity, minimum	6½ inches	7 inches	8¾ inches
Focal capacity, maximum	10½ inches	11¾ inches	14¼ inches

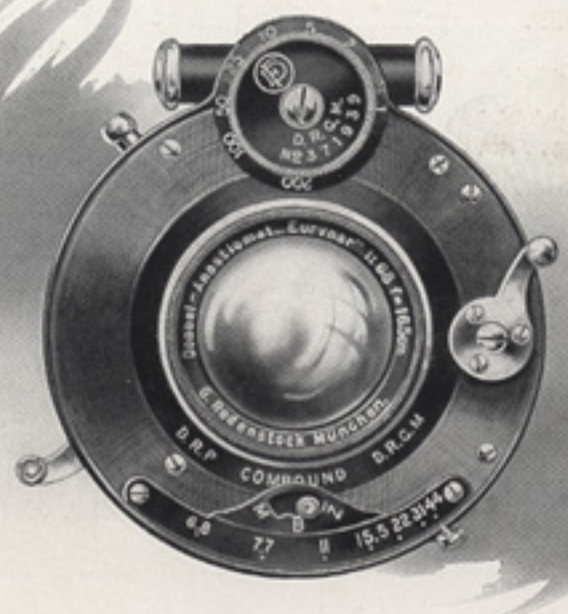
Price of Mentor Camera complete with three double plate-holders, shoulder-strap, and fitted with Series 4, F-4.5 "Eurynar" Lens in sunk mount of size as shown

Lens No.		Lens No.		Lens No.	
1	$140.00	2	$155.00	3	$215.00
2	145.00	3	165.00	4	235.00

Accessories

	3¼x4¼	3¼x5½	4x5	5x7
Double Plate-Holder, imitation ebony, aluminum bound, with solid rubber slides	$4.25	$4.50	$4.75	$5.00
Magazine Plate-Holder, capacity twelve plates	13.00	.....	.....	16.00
Film-Pack Adapter	5.00	6.00	6.00	7.50
Leather Case for Model A Camera and six Plate-Holders	9.50	10.00	.....	11.00
Leather Case for Model B Camera and six Plate-Holders	10.00	.....	11.00	13.00

The Compound Shutter



Maximum Speed 1/250 Second

THIS Shutter is a high-grade German shutter which has been on the American market for several years, and for purposes where its maximum speed suffices, is without an equal. We import this shutter direct from Germany, and the mounting of our lenses is done at our Munich factory. The lenses are built right into the shutters, and as a special form of mount is used, much greater compactness is secured than when the lens is first constructed for a barrel and later mounted in a shutter.

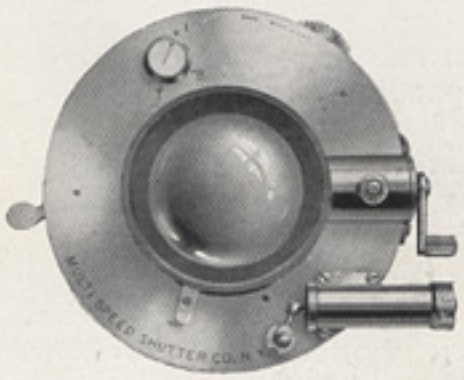
The Compound is automatic for "time" and "bulb" exposures, but must be set for instantaneous work. An ingenious locking device prevents the making of instantaneous, time or bulb exposures unless desired. The steel segments of the shutter leaves form a star-shaped opening giving even illumination during the whole exposure, while an independent diaphragm is provided.

The maximum speed of the Compound shutter is 1/250th second in the smallest size, decreasing to 1/100th second in the largest size.

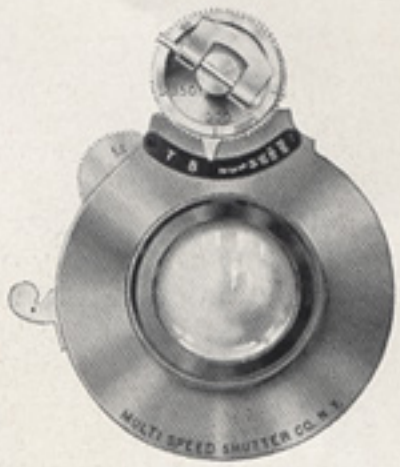
The shutter is made of aluminum, highly finished in black and nickel, and the speeds are guaranteed to be within 10 per cent variation.

Every Compound Shutter is fitted with antinous release without extra charge.

The Multi-Speed Shutter



REGULAR SHUTTER



JUNIOR

THIS new high-speed Shutter is in a class by itself in between-lens shutters, and is now being used in many parts of the United States and England for ultra-speed work of all kinds. It is made by the Multi-Speed Shutter Company, of New York, who guarantee it fully in every respect.

This Shutter is made in two models, Junior and Regular, and in several sizes. The Junior is designed for small cameras and Kodaks, taking F-6.8 lenses up to 7 inches focus (or equivalent) and giving speeds up to 1–500 second. The price of this Shutter is $15.00.

The Regular model is made in two sizes, small and medium, and is designed for F-6.8 lenses up to 9½ inches focus (or equivalent) and gives instantaneous exposures up to 1–2000 second, while special equipment can be provided making the maximum speed 1–6000 second. The price of the Regular Model, small size, is $23.50; medium, $25.00.

It is somewhat difficult to list our lenses mounted in these shutters, but full information will be gladly given upon request.

The Optimo Shutter

Maximum Speed, 1-300 Second

THIS Shutter is made by the Wollensak Optical Company, who claim for it a speed of 1-300 second. It has been on the market for several years, and seems to have upheld every claim. We can say that we have sold a great many, and they have given perfect satisfaction to purchasers in all parts of the country.

The Optimo has five leaves which revolve in making the exposure, which makes its high-speed possible. In opening and closing, these leaves form a star-shaped opening which admits a great quantity of light to the plate.

It gives "time" and "bulb" exposures of any duaration, and automatic exposures of from 1 to 1-300 second.

This Shutter is nicely finished in black enamel with gold engraving, and presents a very attractive appearance.

From Canada to Mexico

FROM the following letters, many of them unsolicited, you will see that we not only have satisfied customers in all parts of the United States, but in the countries to the North and South of us as well. After reading these letters you can come to only one conclusion and that is this: it takes a product of high quality and undoubted merit to bring forth such expressions of satisfaction.

Silver Creek, British Columbia,
April 19, 1912.

Kreps & Stelling,
Augusta, Ga.

Gentlemen:

I have one of your Sr. 1, No. 2 Eurynar Lenses purchased of you last Fall. I have given this lens a thorough trial and find it to be everything one could desire in a lens of this type. Its speed is all you claim for it. Its covering power is more than ample for the size plate adapted to this lens, and I consider it equal to many of the higher cost lenses.

I will take pleasure in recommending this lens as I believe it will meet the most exacting tests.

Yours truly,

A. P. McLean.

CHICAGO EXAMINER

Kreps & Stelling,
Augusta, Ga.

April 20, 1912.

Gentlemen:

Have been using one of your Series 1, No. 2 Eurynar Lenses, mounted in a Compound Shutter, and for all classes of work consider it the best lens in my collection.

Yours truly,

H. S. Barnard, Mgr. Photo Dept.

CHICAGO EVENING AMERICAN
Editorial Dept.

Kreps & Stelling,
Augusta, Ga.

April 19, 1912.

Gentlemen:

I have purchased one of your Series 1, No. 5 Eurynar Lenses and have given the same a thorough trial, and can only say I find it ideal for every condition I wish to use a lens.

I will be pleased to recommend the lens to anybody who contemplates the purchase of a lens.

Thanking you for the promptness with which you handled my order, I am,

Yours very truly,

Nat N. Meissler, Mgr. Photo Dept.

Cananea, Sonora, Mexico,
March 19, 1912.

Kreps & Stelling,
Augusta, Ga., U. S. A.

Gentlemen:

The Series 4, No. 4 Eurynar Lens which I bought from you through the local dealer here is giving perfect satisfaction, and I can see no reason for any one paying a higher price than yours, for I consider the Eurynar as good as the best.

Yours sincerely,

B. M. Gonzalez.

WESTERN ENGRAVING & COLORTYPE COMPANY
114-122 Federal St., Chicago,

Kreps & Stelling,
Augusta, Ga.

March 11, 1912.

Dear Sirs:

We have been using one of your Rodenstock Eurynar Anastigmat Lenses on a line camera, and want to tell you it is the best lens we have ever used for line work. We will be glad to recommend it for definition, speed, accuracy and covering power.

Yours truly,
S. D. Conde, Treas.

BRENAU COLLEGE CONSERVATORY
Dept. of Modern Languages
Max H. Lorenz, Ph. D.

Messrs. Kreps & Stelling,
Augusta, Ga.

Gainesville, Ga., February 8, 1912.

Gentlemen:

The Series 1, No. 2 Lens in Compound Shutter bought of you is certainly a beauty and an excellent worker.

I had an opportunity to compare work done with the most expensive lens on the market, and as a result, I am sure I would not part with this lens for any other of double or triple the price.

The definition with full aperture is perfectly sharp to the farthest corner of the plate.

I will be glad to answer any questions from prospective buyers you may wish to refer to me.

With best regards, and best wishes for your future business, I am,

Max H. Lorenz, Ph.D.

1014 West Main Street, Waterbury, Conn.,
March 26, 1912.

Messrs. Kreps & Stelling,
Augusta, Ga.

Gentlemen:

Having been for a considerable time a very gratified user of the Eurynar Lens, Series No. 3, F-5.4, 9½-inch focus, perhaps you will be pleased to know my opinion of same.

Although the speed is so great, I find that the covering power is not lessened, being ample for 8 x 10 inches at full aperture, whereas it is listed for 6½ x 8½ inches.

The definition is critical and the image wonderfully luminous. Externally, the lens leaves nothing to be desired as it is the equal in appearance of any that I know of.

While I have used some of the best known lenses on the market, I cannot see wherein they surpass the Eurynar, either in appearance or performance.

Wishing you the success that the qualities and price of the Eurynar deserve, I remain,

Yours very truly,
F. H. Knickerbocker.

140 S. Saginaw St., Pontiac, Mich.
February 26, 1912.

Messrs. Kreps & Stelling,
Augusta, Ga.

Dear Sirs:

I am more than pleased with my Eurynar Lens, and would not part with it for any amount of money if I could not get another.

Yours truly,
C. A. Harrison.

Detroit, Mich.,
March 7, 1912.

Kreps & Stelling,
Augusta, Ga.

Gentlemen:

About a year ago I purchased through your agency a Series 3, No. 3 Eurynar Lens on the "money-back" plan if not suited. You still have the money and I have the lens, both signifying that all's well with the lens. The more I use it, the better I'm satisfied. It has responded to all the tests usually applied to a high-grade anastigmat in a most satisfactory manner.

The single combination, used as a portrait lens, wide open gives a most pleasing result, and is rapid enough for any ordinary work.

I shall always have a good word to say for the Eurynar.

Yours truly,
W. E. Zeigenfuss, M.D.

PHILIP CONKLIN
Pictorial Portraiture

Kreps & Stelling,
Augusta, Ga.

20 Third Street, Troy, N. Y.,
October 14, 1911.

Gentlemen:

I enclose my check in payment of the Series 1, No. 6 Eurynar Lens. I have tried the lens thoroughly, and have no fault to find at all. In fact, by careful trial beside similar lenses costing about double, I find only one difference—the price.

Yours truly,
Philip Conklin.

Kreps & Stelling,
Augusta, Ga.

Martinsville, Ohio,
January 26, 1912.

Gentlemen:

The Eurynar Double Anastigmat Lens in Compound Shutter that I ordered of you some time ago arrived in due time and I am very much pleased with it. I have given it a thorough test both in landscape work and portraiture. It has given perfect satisfaction in every particular. I have compared its work with that of a number of other lenses that cost from two to five or six times as much, and I cannot see that they are in any way superior to it. The longer I use it, the better I like it. I can recommend it very highly to any one who wants a first-class lens. I may want another lens after a short time, and if I do find it necessary to purchase another one, it will most certainly be a Eurynar.

Thanking you for your courteous treatment, and with best wishes for your success with this lens, I am,

Yours respectfully,
E. C. Garner, M.D.

THE EICHLER STUDIO
Book-Store Building

Kreps & Stelling,
Augusta, Ga.

Springfield, Mass.,
February 12, 1912.

Gentlemen:

The customer for whom I ordered the Eurynar Lens has nothing but praise for it. I myself have tested it, and think it a wonderful lens at any price.

You will hear from me again in regard to the Eurynar.

Yours truly,
Henry Eichler.

Kreps & Stelling,
Augusta, Ga.

511 E. 49th St., N., Portland, Oregon,
January 10, 1912.

Gentlemen:

The Series 1, No. 1 Eurynar Lens ordered from you has been received and is very satisfactory. I have found that it gives fine definition and even illumination to the extreme corners of the plate. I use this lens with a 3¼ x 4¼ reflecting camera and find it sufficiently fast for almost any subject. I can strongly recommend the Eurynar.

Yours sincerely,
John J. Byrne.

CHAS. R. PANCOAST
Photographer

Kreps & Stelling,
Augusta, Ga.

1213–1215 Filbert St., Philadelphia,
January 19, 1912.

Gentlemen:

I am enclosing herewith my check in payment of the No. 3 Pantogonal Wide-Angle Lens. I am fully satisfied with its performance. It is, by far, the most perfect extreme wide-angle lens I have ever seen, and the compensator fully fills the bill, besides being a color-screen to some extent. I find that with small stop this lens of 6½-inch focus *fully* and *evenly* covers a plate 11 x 14 with perfect rectilinearity of lines, which the ——— lens does *not* do.

Hoping you will have much success with this lens, I remain,

Yours very truly,
Chas. R. Pancoast.

S. L. SOLEM
Photographer

Alexander, N. D.,
December 9, 1911.

Messrs. Kreps & Stelling,
Augusta, Ga.

Dear Sirs:

The Eurynar Lens purchased some time ago has been thoroughly tried and tested. I had been wanting a lens like this for some time, but it is hard to decide upon what to buy when there are so many makes of lenses on the market. I am now well pleased, and glad that I decided on the "Eurynar." The beautiful roundness and pleasing perspective of a portrait made with this lens is more than any other lens has done for me in the twenty-eight years I have been in the business, and in addition, the price is very low for a lens of this quality.

With thanks to you, I am,

Yours truly,
-S. L. Solem.

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94 Wabash Ave.,
Atlanta, Ga., April 3, 1912.

Messrs. Kreps & Stelling,
Augusta, Ga.

Gentlemen:

Regarding the Eurynar Lens and the Mentor Camera, which were purchased from you in 1911, I would state that they have given me complete satisfaction in the many different kinds of work to which I have put them; for example, portraiture, groups, high-speed work—athletic sports and automobile races.

The lens, under all conditions, has shown exceptionally good definition to the extreme corners of the plate. The covering power is greater than any other lens I have ever used; that is, it will cover a plate a full size larger than listed at full opening F-4.5; this allows for a great amount of rise and fall in the front, and it has certainly lived up to its name of being an Anastigmat, which is well demonstrated in pictures previously sent you.

The Camera has proven an able second to the exceptional properties of the lens. It possesses compactness and rigidity together with a large number of useful adjustments, among which I would especially mention the flexibility of the shutter, the accessibility of the upper ground glass, and the rising, falling and sliding front.

Thanking you for your past favors, I beg to remain,

Yours very truly,
Jno. F. Sevier.

J. J. ROLLINS
Photographer

Sedalia, Mo., July 3,1911.

Kreps & Stelling,
Augusta, Ga.

Gentlemen:

I find the Eurynar Series 1, No. 5 Lens you sent me fully up in quality to what you claimed for it, and the equal of any of the high-grade lenses on the market.

It is useless to add, for you must already know, that I am delighted to secure a lens of such high quality at such a low price.

Thanking you kindly for all favors, I am,

Yours truly,
J. J. Rollins.

SWORDS BROS. & WHITE
Photographers and Dealers

Hanover, Pa., October 14, 1911.

Kreps & Stelling,
Augusta, Ga.

Dear Sirs:

We are today sending you some photographs made with a Eurynar Lens and Mentor Reflecting Camera. These tests were extreme, as we made the pictures at 5.30 p. m. in the rain and got fine negatives. The photogaphs were made at our Fair, and there were lenses and cameras of all makes on the grounds, and I got the only successful results with your lens and camera. I have four high-grade anastigmat lenses of different makes, and can say that the Eurynar is the equal of any of them and a little more.

Wishing you all the success your instruments deserve, I remain,

Yours very truly,
Ivan White.

Box 721, Atlanta, Ga.,
October 4, 1911.

Kreps & Stelling,
Augusta, Ga.

Gentlemen:

I have compared the Series 1, F-6.8, No. 3 Eurynar Lens purchased of you with popular anastigmats working at F-6.3, and find it does not suffer at all; in fact, passes as much light as the supposedly faster lenses. By careful tests I find that the definition is microscopic and all that could be desired.

I am very much pleased with the Mentor Reflecting Camera purchased from you. The appearance and workmanship are fine. It seems that the makers of this camera have done their best to reduce the chances of failure to a minimum. With this camera and a Eurynar lens, one should be able to get anything.

Yours truly,
J. J. Daly.

Guarantee

We guarantee our goods to be exactly as represented in every particular, and to be of the very highest quality—unexcelled at any price.

OUR "Eurynar" and "Pantogonal" lenses will be sent to regular dealers on 10 days' trial, so that customers may have every opportunity of ascertaining the truthfulness of all claims. Where no dealer is accessible we will ship to purchasers direct, and if at the end of 10 days the customer does not wish to keep the lens he may return it in good condition, charges paid, and we will immediately and cheerfully refund every cent paid us. We could not afford to make this offer if the quality of our goods was not sufficiently high to warrant it.

Cameras and tele-photo lenses are not subject to return unless it can be shown that there is some fault in their manufacture, in which case we will of course make good every such defect.

As to our responsibility we refer you to The National Bank of Augusta, The Merchants' Bank, Augusta, or either Bradstreet or Dun Mercantile Agency. In addition to this any one of our hundreds of customers will bear witness to our courteous and fair business methods. We have customers all over the United States and can very likely give you the name of one in your immediate territory.

Terms

PRICES in this catalog are net except to boni-fide dealers in photographic or optical goods, and are F. O. B. Augusta, Ga. We pack carefully, without charge, and unless otherwise instructed, ship under seals by express, collect. We would advise customers to remit with orders of less than $50 value an extra amount sufficient to prepay the postage, in which case we will ship by registered mail, which usually saves both time and money. Postage will not be more than 74 cents, and we will refund any excess sent us.

Orders from parties not having a regular account with us must be accompanied by remittance or satisfactory references.

All previous quotations are hereby withdrawn, and we reserve the right to change the prices herein quoted without notice.

Augusta, Ga.,
April 1, 1912.

Made with
Series I "Eurynar"