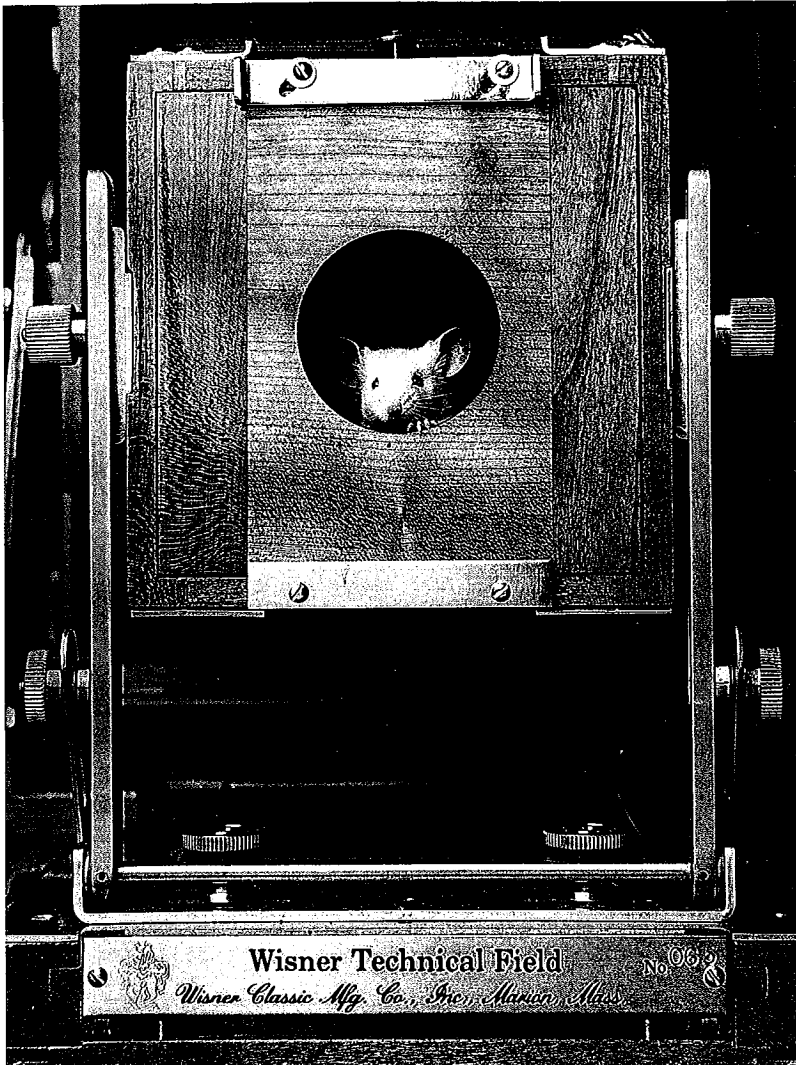


323950

THE WISNER COMPANY

Photographic Devices



800-848-0448

or
888-848-4489

west coast

Wisner Classic Mfg. Co.
P.O. Box 21
Marion, MA 02738

WELCOME TO THE WISNER COMPANY

We have been in business for nearly fifteen years, and during this time we have become the largest wooden field camera maker in the world. We now offer nearly twenty different models; more wooden field cameras than any other company in the world, including all of the standard sizes, all of the panoramic sizes, and several giant sizes. We offer not one, but four 4x5 models, three 8x10 models, two 5x7 models, two 11x14 models, not to mention two each of 4x10 and 8x20 models. We also have the very large sizes from 12x20 all the way up to 20x24. Each camera is designed to fit particular budgets and purposes.

In cooperation with Schneider, we introduced the first convertible lens system to be offered in fifty years, the Wisner Convertible Plasmat. Especially designed for the rigors of location and field photography where weight and space savings is a priority, this is a high quality, modern lens built by Schneider to our specifications, and assembled by us in our optical department at the Wisner plant. Most of the photography in this catalog was photographed with these lenses and a 4x5 Technical Field camera. We also make a new version of the famous Hypergon ultra wide angle lens.

We produce ourselves, or adapt from other manufacturers, every possible accessory one could conceive, from special backs to viewing hoods to lens modifications. This is a unique, specialized service that you can only get from a real camera factory.

TO OUR NEW CUSTOMERS

You will find it informative and pleasant to deal with us and our dealers around the world because we are photographers ourselves and we love what we do. We have had to deal with the same problems, as photographers, as you: what equipment is most practical, how to carry it, what lenses are best for certain applications and so forth. You can talk to me on the phone almost any day unless I'm traveling or doing one of our dozen or so workshops around the country. Think of us as your large format consultants.

*** We offer a lifetime warranty** on all our products, **AND WE BACK IT UP.** This is a limited warranty which covers materials and workmanship. If the camera is damaged due to an accident, we will charge you for labor and materials. Warranties are for your protection and ours. If something is wrong with your camera, we want the opportunity to make it right.

*** You have the right to return** any of our products within thirty days if you don't like them. You will receive a refund within thirty days of the return. We just ask that the returned product is in new condition.

*** We have more than two dozen dealers** across the US and around the world who always have cameras in stock to see and purchase on the spot. Our dealers will give you the same great service and attention. We highly recommend you patronize them if you live near one of the major cities where they are located. They wouldn't be a Wisner dealer if they were not the best in their field. If you have no dealer near you we will be happy to deal with you directly.

Finally, ask anyone in the field who is the leader in wooden camera manufacturing. Nine times out of ten, they will say "Wisner". Call us if you have any questions.

Ronald B. J. Wisner, President.



THE VIEW CAMERAS

The Wisner Company offers three series of cameras:

The Technical Fieldtm, Traditionaltm and Expeditiontm

The Wisner Company is well known for the highest in quality and innovation in the manufacture of fine wooden cameras. Each of the models embody simple, straightforward designs which photographers agree make Wisner cameras so intuitive and easy to use.

The traditional elegance, the classic look and feel of Wisner cameras belie the many advanced features and patents found only on our cameras.

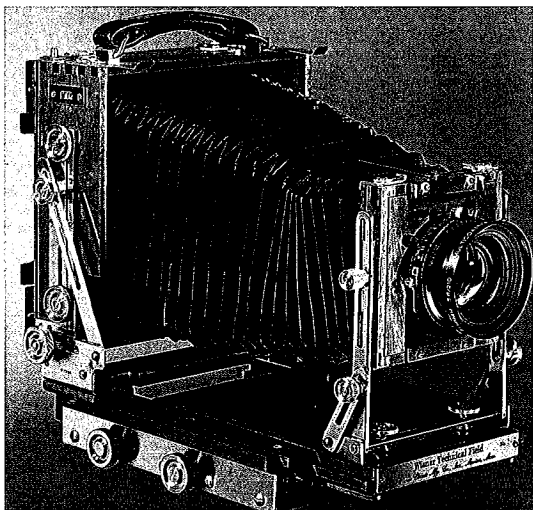
In publication after publication, Wisner cameras have been called "The most complete camera on the market" (View Camera Magazine, August 1988) and "superior to all other wooden cameras... with a jewel like finish..." (Petersen's Photographic Magazine, October 1987) or "Wisner can claim leadership in the design and manufacture of wooden cameras... where quality is the credo" (Photo Technique International February 1988), and ... "The Wisner Technical Field proves to be a robust camera, well conceived and practical for taking pictures rapidly." (Photo Technique International, 1996)

Our cameras are favored by professionals all over the world. Some pros use their Wisner as their primary camera, others as a backup to take on location so they can leave their monorail in the studio. In the following pages we will explain the differences and advantages of each Wisner model.

WHY WOODEN CAMERAS? Because wood is beautiful, durable, light, strong, and withstands the abuses, the grit and grime of the outdoor environment as no metal could. Like the old wooden sail boat which has been in our family for sixty-five years, our cameras are made of many of the same materials and varnished with the same varnish which we use on our boat. The boat has sat in the sun and rain and salt spray summer after summer for all these years and performs as well today as it did in 1935 when it was built. What metal camera could stand the elements like that?

PRECISION WOODWORKING. Every wooden part is made with high precision, with methods which could only be called "precision woodworking". Every dimension is made and measured with micrometers and dial calipers to within a few thousandths of an inch. Just as in the wooden works of a concert grand piano, the wooden parts of our cameras will work with precision for generations.

The mahogany and cherry we use is the finest, quarter sawn, straight grained, pattern grade stock available. All lumber is hand picked, re-sawn in our own plant from rough boards, and further graded into bed, frame, back and other components.

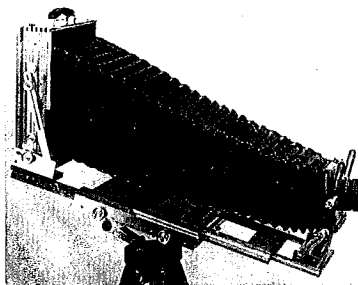


4x5 Technical Field

STANDARD FEATURES ON ALL WISNER CAMERAS

*** FULL MOVEMENTS:** In addition to the patented movements described below, *all Wisner cameras have full front movements, including shift, swing, base and axis tilt, rise and fall.*

*** KID LEATHER BELLOWS:** The Wisner Company is the only large format manufacturer in the world which makes their own leather bellows. Cameras up to 8x10 are equipped with our exclusive ultra-flexible bellows of kid leather, lined with black China silk. The bellows are available in either rich burgundy (for T.F. cameras) or royal English red in the case of the Expedition series. Silk is used because it is ultra thin, and has high tensile strength. Because of its fine materials and construction, we can guarantee the bellows will never crack with age.



*** INTERCHANGEABLE WIDE ANGLE BAG BELLOWS:** The Technical Field has unlimited wide angle capabilities. The standard bellows is interchangeable with our bag bellows so that the minimum focus is 0 mm. The use of cumbersome recessed lens boards is unnecessary.

*** GREATEST EXTENSION OF ANY FIELD CAMERAS:** All Wisner cameras have both front and rear focusing of precision hard brass racks and pinions. The triple extension draw of all of our cameras is more than three times their normal focal length. For example, the 4x5, 5x7 and 8x10 T.F. cameras have an unequaled 23"(580mm), 30"(760mm) and 43"(1090mm) respectively.

*** RIGIDITY:** This requirement has always been the starting point for every one of our designs. Our focusing tracks and rails are the thickest, strongest, and most rigid of any field camera. "I've never used a field camera as sturdy as the Technical Field" (Paul Schranz, Darkroom Techniques, Nov/Dec 1989).

*** REVERSIBLE BACKS** (vertical, horizontal) compatible with 4x5 and 8x10 Polaroid and other industry standard backs.

*** PRECISE LEVELS:** vertical, horizontal and plumb spirit levels accurate to one half degree.

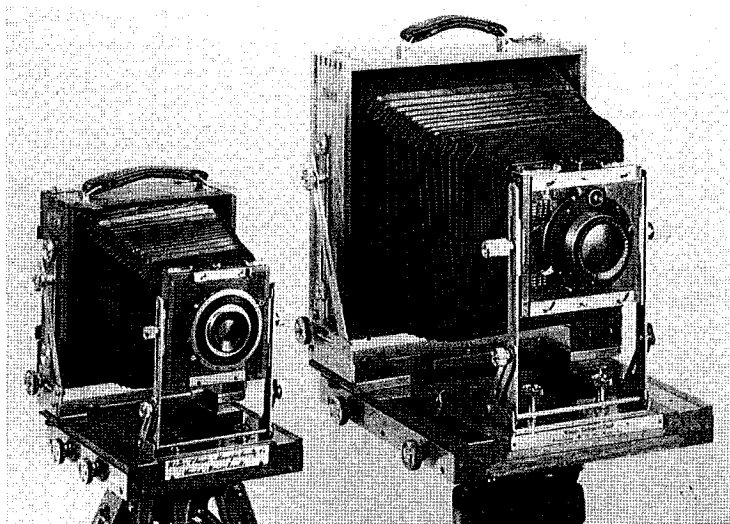
*** THE FINEST, HAND-RUBBED FINISH.** We are the only manufacturer which brushes varnish on by hand. We apply the traditional oil varnish which has been used for centuries on fine, outdoor woodwork such as boats and carriages. Oil varnish has the advantage of remaining flexible for many years so that it will not crack with the change of temperature and humidity.

*** HIGH CARBON SPRINGS.** Our springs are made of a special high carbon stainless steel which has been formulated especially for making leaf springs.

*** QUALITY CONTROL.** Wisner company controls every aspect of every manufacturing process, from wooden parts to bellows to the machining of the hardware. Every camera is hand inspected and adjusted, and must pass a rigid inspection list before it is shipped. Every camera is shipped with a quality control inspection card signed by a representative from each department.

Technical Fieldtm Cameras

The Technical Field Cameras are available in all standard formats of 4x5, 5x7, 8x10, and 11x14 and in Panoramic sizes of 4x10, 7x17, 8x20 and 12x20 (see page 12). Built of mahogany and brass, the Technical Field is our standard camera, endowed with the acclaimed Wisner Patented features such as the Geared Axis Tilt. This is the camera for the traditionalist for whom the beauty of brass and mahogany is a greater consideration than weight (color photo on pg 3).

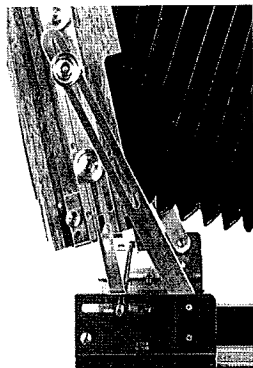


PATENTED MOVEMENTS

*** PATENTED GEARED AXIS TILT:** The Technical Field and Expedition cameras are endowed with this special patented, geared axis tilt in the rear standard. The Pocket Expedition (pg. 11) also has this movement on the front standard. With the geared tilt knob on one side of the camera and the focusing knobs on the other, the photographer can both tilt and focus the camera at the same time, making the composition of table top and landscape photographs both faster and easier.

In simple base tilt cameras, the ground glass and lens move away from each other as the camera standard follows the arc of tilt, which then requires that the camera be refocused. Our exclusive system allows the subject to remain in focus at a point near the center of the ground glass while the camera back is tilted in the normal manner.

*** PATENTED PARALLEL REAR RISE:** The Technical Field cameras also offer this patented movement. Rear rise is valuable for making vertical composition adjustments, especially after the lens-subject relationship has been established. In the Wisner patent, the rear rise mechanism is parallel to the focal plane which ensures continued focus



despite any amount of rear rise, regardless of the degree of tilt. This means that after the desired tilt has been achieved, vertical cropping adjustments may be made without disturbing the focus.

* **YAW FREE:** Because of the rear rise movement and large front fall, the Wisner T.F. may be used as a yaw-free view camera when doing table top and other studio photography. The yaw-free movement is achieved by keeping the camera bed level and using the rear rise and front fall movements to shoot down, rather than tilting the camera down with the tripod head.

* **HAND LACQUERED BRASS.** One process which adds considerably to the old world look of our Technical Field series of cameras is our mastery of the age-old process of brass spirit-lacquering. Developed centuries ago, this is the process of hand applying natural lacquer resin on polished metal-work, and has been the preferred finish for the coating of fine metal work, clock works and instruments of every type for generations. This process has high mechanical strength and chemical resistance, especially to the oils and acids of the hands. This was the same finish used by E. Leitz, Carl Zeiss, C.P. Goerz, Bausch and Lomb and Eastman Kodak.

Full Specifications are listed on pages 8 and 9.

4x5 Technical Field	\$1,850.00
Bag Bellows	\$190.00
Ground Glass Cover	\$59.50
"Grafflock" Back	\$250.00
Replacement Gr. Glass	\$30.00
5x7 Technical Field	\$2,675.00
Bag Bellows	\$290.00
Ground Glass Cover	\$75.00
Replacement Gr. Glass	\$40.00
Reducing Back, 4x5	\$275.00
8x10 Technical Field	\$3,495.00
Bag Bellows	\$390.00
Ground Glass Cover	\$90.00
Reducing Backs	\$375.00
8x10-4x5 Adapter Board	\$60.00
Replacement Gr. Glass	\$55.00
11x14 Technical Field	\$4,400.00
Bag Bellows	\$500.00
Ground Glass Cover	\$120.00
Reducing Backs	\$500.00
Replacement Gr. Glass	\$75.00
4x4" lens boards, fits 4x5 cameras	\$35.00
5 1/4" x 5 1/4" lens boards fits large cameras	\$39.50

"...Let's start off by saying...my Wisner 8x10 TF... is the best camera in its class in the world...I have exposed 1400 negatives in Yellowstone...Thanks for manufacturing the most beautiful, functional and precise view camera..." L. Silliman, MT

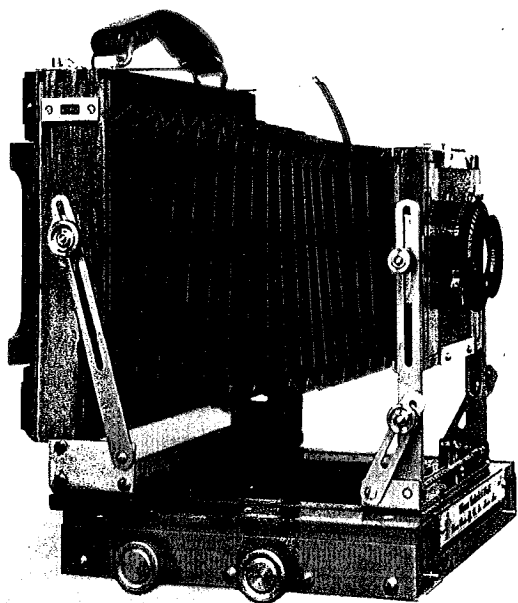
"...my 4x5 Technical field has never developed any faults even after having made its two thousandth exposure...inspite of arduous environments it had to work in." A. Cross, Brisbane Australia

Many additional accessories, see pages 17-19

Traditional S and Ltm Field Cameras

The Technical Field Cameras are available in all standard formats of 4x5, 5x7, 8x10, and 11x14. Similar to the Technical Field series, but without the patented features, the Traditional cameras are for those who want the simplest camera, but who are not willing to give up long bellows and smooth, high quality feel of a Wisner camera. This series of cameras is also made of mahogany.

The 4x5 Traditional S has brass hardware like the Technical Field. All Traditional series cameras larger than 4x5 have "brass anodized", high strength aluminum alloy hardware for weight savings. The result is a pleasingly traditional look of brass and mahogany without the extra weight. These cameras are robust in their construction and priced very reasonably.



"The Wisner Traditional is the latter day Deardorff. It incorporates beefed up components andquality that is the envy of the industry." Photo Techniques, Dec 1997

4x5s Traditional	7 3/4 x 7 3/4 x 3 3/4 in.	6 lbs	\$1,495.00 ✓
5x7 Traditional L	10 x 10 x 4 in.	7.7 lbs	\$2,295.00
8x10 Traditional L	13 x 13 x 4 in.	10.5 lbs	\$2,595.00
11x14 Traditional L	17 x 17 x 5 in.	20 lbs	\$4,000.00

Full specifications are on pages 8 and 9. Dimensions listed are without knobs. All accessories listed with Technical Field cameras such as bag bellows, reducing backs and lens boards on opposite page fit Traditional models.

4x5 Technical Field, Traditional S and Expedition

Front axis tilt.....	limited only by bellows
Front base tilt.....	35 degrees forward , 90 degrees backward
Front swing.....	12 left/12 right of center
Front shift.....	1/2" left/1/2" right of center
Front rise.....	1 & 1/8" (28.58mm)
Front fall.....	2" (50.8mm)

<i>Rear axis tilt, geared (Patented).....</i>	<i>25 degrees backward, geared *</i>
Rear base tilt.....	90 forward/20 backward (<i>Traditional 35 deg.</i>)
Rear swing.....	15 left/15 right
<i>Rear rise, parallel focus (Patented)....</i>	<i>1 1/2" (38.10mm) *</i>
<i>Combined axis and base tilt.....</i>	<i>45 degrees *</i>

Minimum focus, normal bellows.....	90mm (<i>Expedition and Traditional 58mm</i>)
Maximum focus, normal bellows.....	584mm (23") (<i>Expedition and Traditional 20.5"</i>)
Minimum focus, bag bellows.....	0mm
Maximum focus, bag bellows.....	203mm (8")

Weight.....	6 1/2 lbs. (<i>Expedition 4.4 lbs, Traditional 6 lbs</i>)
Folded dimensions.....	9 1/2" W x 7 3/4" H x 4 3/4" D (with knobs)
Casework dimensions only.....	7 3/4" W x 7 3/4" H x 4 3/4" D (<i>see Exp. page</i>)
Spirit levels accuracy.....	1/2 degree
Tripod threads.....	1/4 - 20 and 3/8 - 16
Ground glass grid.....	1" squares
Lensboard dimensions.....	4" x 4" (101mm)
Linhof/Wista adapters available.....	Accepts Deardorff lensboards

5x7 Technical Field and Traditional L

Front axis tilt.....	limited only by bellows
Front base tilt.....	30 deg. forward 90 deg. backward
Front swing.....	18 left/18 right of center
Front shift.....	1.5" left/1.5" right of center
Front rise.....	2" (51mm)
Front fall.....	3" (76mm)

<i>Rear axis tilt, geared (Patented).....</i>	<i>20 degrees backward, geared *</i>
Rear base tilt.....	90 forward/20 backward (<i>Traditional 40 deg</i>)
Rear swing.....	15 left/15 right
<i>Rear rise, parallel focus (Patented)....</i>	<i>2" (51mm) *</i>
<i>Combined axis and base tilt.....</i>	<i>45 degrees *</i>

Minimum focus, normal bellows....	115mm
Maximum focus, normal bellows.....	30" (762mm)
Minimum focus, bag bellows.....	47mm
Maximum focus, bag bellows.....	12" (305mm)

Weight.....	10 lbs. (<i>Traditional L 7.7 lbs</i>)
Folded dimensions.....	10" W x 10" H x 5" D (<i>See Traditional page</i>)

Spirit levels accuracy.....	1/2 degree
Tripod threads.....	1/4 - 20 and 3/8 - 16
Ground glass grid.....	1" squares
Lensboard dimensions.....	5 1/4" x 5 1/4"
Various adaptors available.....	Inquire

* Not Included on Traditional Models

8x10 Technical Field, Traditional L and Expedition

Front axis tilt.....	limited only by bellows
Front base tilt.....	25 deg. forward 90 deg. backward
Front swing.....	22 left/22 right of center
Front shift.....	1" left/1" right of center
Front rise.....	2 1/2"
Front fall.....	4 3/8"

<i>Rear axis tilt, geared (Patented).....</i>	<i>25 degrees, geared *</i>
<i>Rear base tilt.....</i>	<i>20 degrees (Traditional 45 deg.)</i>
<i>Rear swing.....</i>	<i>18 left/18 right</i>
<i>Rear rise, parallel focus (Patented)....</i>	<i>2 1/2" *</i>
<i>Combined axis and base tilt.....</i>	<i>45 degrees *</i>

Minimum focus, normal bellows.....	90mm
Maximum focus, normal bellows.....	40"
Minimum focus, bag bellows.....	40mm
Maximum focus, bag bellows.....	12"

Weight.....	17 1/2 lbs. (<i>Expedition & Traditional 10.9 lbs</i>)
Folded dimensions.....	13 1/2" x 15 3/16" x 5 1/2" (includes knobs)
Casework dimensions only.....	13" x 14" x 5 1/2" (<i>see Exp. and Traditional pgs.</i>)
Spirit levels accuracy.....	1/2 degree
Tripod threads.....	1/4 - 20 and 3/8 - 16
Ground glass grid.....	1" squares
Lensboard dimensions.....	5 1/4" x 5 1/4"
Various adaptors available.....	Inquire

11x14 Technical Field and Traditional L

Front axis tilt.....	limited only by bellows
Front base tilt.....	25 degrees forward
Front swing.....	20 degrees left/ 20 degrees right
Front shift.....	1/2" left/1/2" right
Front rise.....	3"
Front fall.....	5"

<i>Rear axis tilt, geared (Patented).....</i>	<i>25 degrees backward, geared *</i>
<i>Rear base tilt.....</i>	<i>90 forward/20 backward (Traditional 45 deg)</i>
<i>Rear swing.....</i>	<i>18 degrees left/18 degrees right</i>
<i>Rear rise, parallel focus (Patented)....</i>	<i>2 1/2" *</i>
<i>Combined axis and base tilt.....</i>	<i>45 degrees *</i>

Minimum focus, normal bellows.....	6"
Maximum focus, normal bellows.....	50"
Minimum focus, bag bellows.....	90mm
Maximum focus, bag bellows.....	14"

Weight.....	30 lbs. (<i>Traditional L 20 lbs</i>)
Folded dimensions.....	6" x 17 1/2" x 17 1/2" (<i>See Traditional Page</i>) (without knobs)
Spirit levels accuracy.....	1/2 degree
Tripod threads.....	1/4 - 20 and 3/8 - 16
Ground glass grid.....	1" squares
Lensboard dimensions.....	5 1/4" x 5 1/4"
Various adaptors available.....	Inquire

* Not Included on Traditional Models

Expeditiontm Light Weight Cameras

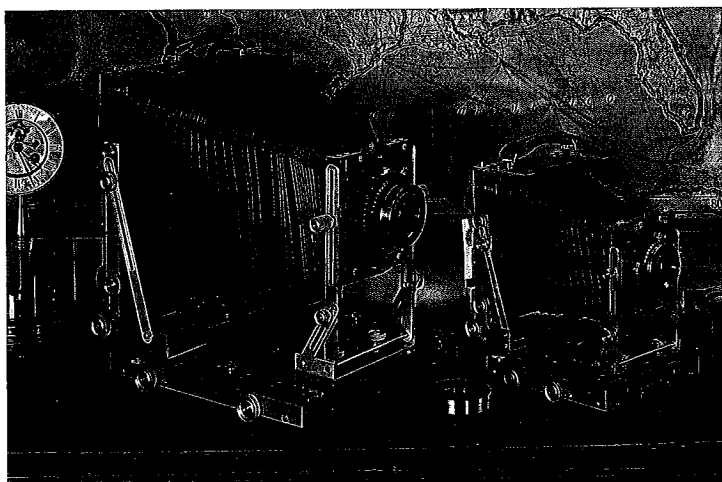
The Expedition Cameras are available in 4x5 and 8x10. This series is for the photographer who wants the full features of the Technical Field Cameras, including the patented Wisner geared axis tilt and rear rise, but who wants a light weight camera for backpacking or other location work. These cameras are made of American black cherry and high strength aircraft aluminum which has been "brass anodized". The first camera, which was an 8x10, was field tested six years ago in a climb to the summit of Mt. Whitney by Ron Wisner and Chuck Farmer (see View Camera Magazine, Jan/Feb 1993).

The choice of cherry for this camera was based upon the unique engineering characteristics of this wood, which, together with mahogany and teak, form a very small family of woods which are suitable for camera and other instrument making. In particular, these three woods are the most stable of the commercially available timbers. Of these three, cherry is the stiffest, making it the choice for the thinner parts of the Wisner Expedition cameras. The Expedition cameras were designed to be not only lighter, but fold up thinner than the Technical Field cameras, yet have all other specifications and movements of the Technical Field cameras. The standard Expedition cameras weigh only 60% of their comparable Technical Field models, yet these cameras are just as strong and rigid.

Once again, the traditional look and feel of these cameras, the brass anodized aluminum hardware and red kid leather bellows belie the great technical capabilities of these cameras.

"The Expedition [4x5] has the sense of lightness and functionality that a true wilderness photographer depends upon... the wooden parts are crafted as if they were metal....the result in precision, fit andsmoothness is remarkable. Wisner's 4x5 Expedition... with its light weight and small footprint when folded is particularly desirable." George DeWolf, View Camera Magazine, May '96

"The Technical Field is a masterful design...the [8x10] Expedition was a watershed for the Wisner Company and offers what the T.F. does yet only weighs 11 lbs..." Photo Techniques Magazine, Nov/Dec '97.



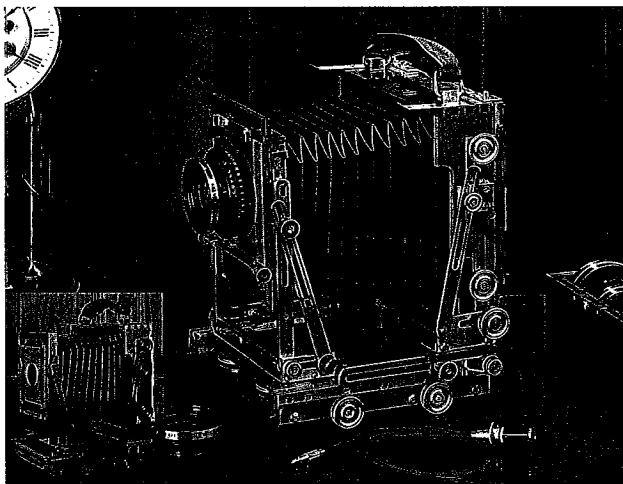
4x5 Expedition Camera	7 3/4 x 7 3/4 x 3 3/4 in.	4.4 lbs	\$2195.00
8x10 Expedition Camera	13 x 13 x 4 in.	10.9 lbs	\$4195.00

All accessories listed with Technical Field cameras such as bag bellows, reducing backs and lens boards also fit Expedition models. Be sure to specify "cherry" when ordering for Expedition cameras.

The New Pocket Expeditiontm Fully Geared

These cameras are the ultimate in field cameras. Made in natural or black varnished cherry, and silver, black or brass anodized aircraft aluminum (see insets), these remarkable cameras are even smaller and lighter than the standard Expedition cameras. **In this model we have put the patented geared axis tilt on the front standard as well as the rear. Geared front rise and fall has also been provided, making the bag bellows less often required when using short lenses. This camera also has "top rear focus" with short lenses in mind,** allowing the photographer to bring the rear standard forward on its rails, close to the front standard, independent of its normal rear focus. This camera is not short changed in extension, either, having more than 19.5 inches (8x10 has 35 inches).

But best of all, the Pocket Expedition weighs only 3.6 lbs. (8x10 only 9.5 lbs) This camera is for the photographer seriously interested in the greatest capabilities for the least weight.



4x5....\$2495 5x7....\$3195* 8x10....\$4195

"...beautifully made... this camera offers everything the photographer could want. More features and lighter weight." View Camera Magazine, Jan/Feb 1998

"I think the new Wisner Pocket 8x10 is terrific. It does everything while being small, light and elegant" Nick Nixon, 1999

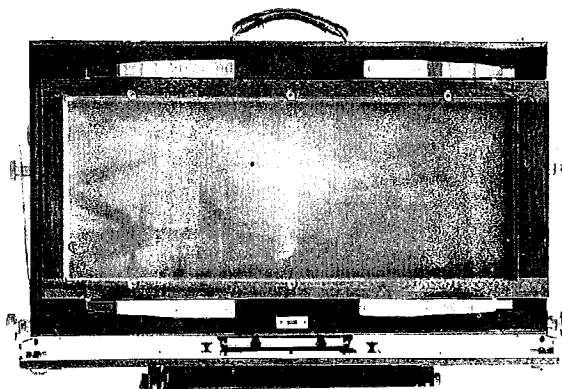
Front Geared Axis Tilt.....	New, Wisner Patent, 20 deg.
Front axis tilt, manual.....	limited only by bellows
Front base tilt.....	45 degrees forward
Front swing.....	12° left/12° right of center
Front shift.....	1/2" left/1/2" right of center (8x10:1" left or right)
Geared Front Rise & Fall.....	New, 1.25" (31mm)(8x10: 2", 50mm)
Front rise, manual.....	1.5 (38mm) (8x10: 2.5")
Front fall, manual.....	1.25 (31mm) (8x10: 4.375")
Combined front Rise or Fall.....	3" (50mm) (8x10: 8.5")
Rear geared axis tilt, Wisner Patent...	25 degrees backward
Rear base tilt.....	20 backward
Rear swing.....	15° left/15° right
Rear Parallel Rise, Wisner Patent.....	1 1/2" (38.10mm) (8x10: 2.5")
Combined axis and base tilt.....	45 degrees
Minimum focus, normal bellows.....	58mm (8x10: 75mm)
Maximum focus, normal bellows.....	19.5" (480+mm) (8x10: 35")
Minimum focus, bag bellows.....	0mm (8x10: 0mm)
Maximum focus, bag bellows.....	6" (150mm) (8x10: 250mm)
Rear Top Focus For Wide Angle....	New, Moves Rear Standard Forward on Rails
Folded dimensions.....	7"x7"x3.3" (excludes knobs) (8x10:11.5"x11.5"x3.2")
Lensboard dimensions.....	4" x 4" (101mm) (8x10: 5.25"x5.25")

* Full specs for 5x7 not yet available. Expected availability: March 1999

Panoramic Cameras

Panoramic format cameras are available in 4x10, 6x10, 7x17, 8x20 and 12x20 in both Technical Field and Expedition styles with full Wisner movements. These cameras may be purchased as complete cameras, or the rear panoramic component may be purchased separately in order to convert a standard camera to its related panoramic size. The specifications of each of the panoramic cameras is the same as its related normal format except for slight differences in weight, and of course the wider body in one direction. The following is a table of related normal and panoramic formats and their conversions:

			T.F.	Exp.
4x5	conversion to	4x10, 5x7 or 6x10	\$1395	\$1595
5x7	conversion to	7x17	\$1595	
8x10	conversion to	8x20	\$2005	\$2295
11x14	conversion to	12 x 20	\$2200	



	T.F.	Exp.
4x10 complete	\$2195	\$2495
7x17 complete	\$3095	
8x20 complete	\$4000	\$4595
12x20 complete	\$5000	

Film holders in Mahogany or Cherry

4x10	\$95
7x17	\$290
8x20	\$320
12x20	\$335

Hp5 Ilford Film:

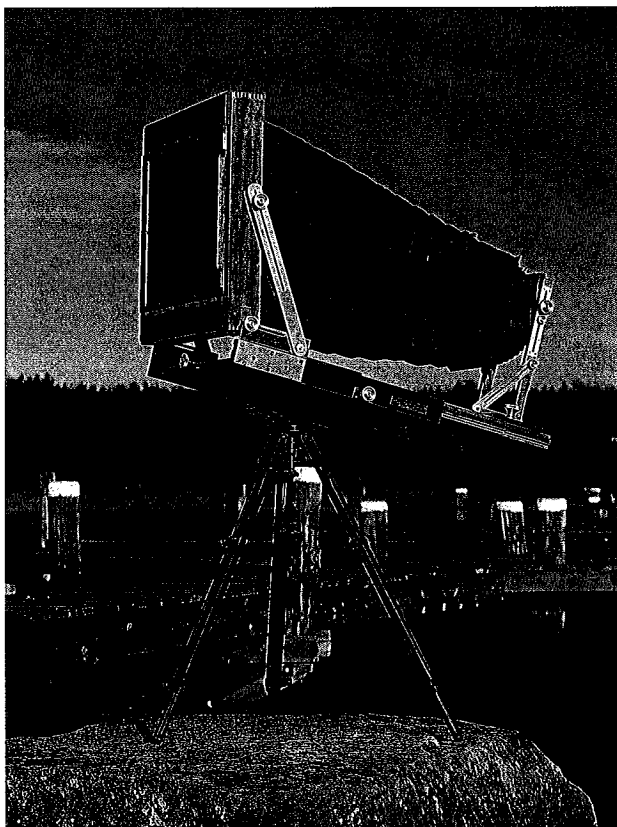
8x20	\$125
12x20	\$200



Contact printing frames available...call

20 x 24 Technical Field Camera

This is the king of field cameras, for the truly motivated. This camera is not for every one, but no camera can match its breathtaking results if the ultimate in large contacts prints is your goal. Built to order only, allow up to twelve weeks for delivery. This camera has full movements on the front standard, base tilt and geared axis tilt in the rear, and a rear focus knob facing the photographer for easy simultaneous viewing and focusing.



20 x 24 Technical Field Camera	30x30x8 inches	55 lbs	\$9,000
20 x 24 Double C.F. Holders			\$600
20 x 24 HP5 Illford Film			\$350



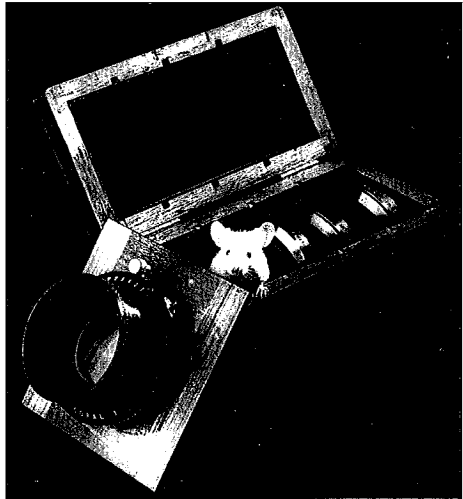
The Lenses

THE WISNER CONVERTIBLE PLASMAT

The convertible lens has been a favorite of large format photographers for years and has been used by every landscape photographer of note since the beginning of photography. Today, venerable old examples of these lenses, which are becoming more and more scarce, are traded jealously as prized possessions. The photographer who wants to build upon a fine convertible set as the corner stone of his backpacking outfit will be faced with the prolonged chore of combing the used equipment listings to assemble his set.

THE FIRST CONVERTIBLE LENS TO BE OFFERED IN MODERN TIMES

It is now possible to buy a fine modern convertible lens set. On a par with and following the tradition which started with the famous Protar made by Carl Zeiss, the Wisner Plasmats is a series of convertible lens sets which may be used in combination or singly to form different focal lengths of wide-field double- or long focus single-cell lenses. These "Convertible Plasmats" are grouped into four sets, complete with shutter and cell case and engraved brass table of f-stops. Each set is suitable for the standard formats of 4x5 (focal lengths of 152mm to 450), 5x7 (182mm to 500mm) and 8x10 (227mm to 600mm) and consists of five, five or four cells, respectively. Each set is capable of forming eight or more practical focal lengths in their respective ranges, resulting from the combination or single use of the various cells in each set, affording considerable savings in weight and expense.



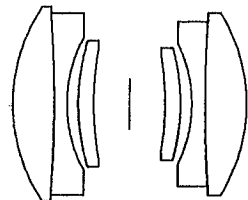
Corinna Raznikov 1997

"As elegant and beautiful as any convertible lens set I have ever seen.....There is a subtle roundness of the image... a three dimensional effect.." "...when converted---only a single cell is used---the Wisner was sharper than all of the other convertibles tested except the Zeiss [Protar]."
Gordon Hutchings, View Camera Magazine, Jan/Feb 98

The master set, consisting of all six elements, is also available, and will provide the user with a total of seventeen double and single-cell focal lengths. This would serve the photographer who is using multiple formats. The Convertible Plasmats offers the same flexibility, convenience and economy as the original Protar sets.

The optics are manufactured under exclusive agreement with Schneider Kreuznach and Schneider Corporation of America according to Wisner requirements and assembled and tested in our optical department.

In combination, a front and rear lens (double lens) provides up to 80° of coverage with high resolution of 60 lines/mm at f:22. Single cells when used alone will perform well out to approximately 30° and are traditionally



Combined front and rear

The Wisner Convertible Plasmat Master Set

Fr mm	Ba mm	Comb Focus mm	Full Aper. f/	Image Circle f:22 f:45	F-Stops in mm							
					Full Aper.	11	16	22	32	45	64	90
250	350	182	10.8	258 287	14.7	14.1	9.9	7.2	5.0	3.5	2.5	1.8
250	400	197	11.7	280 311	14.7	15.3	10.8	7.8	5.4	3.8	2.7	1.9
250	450	212	12.6	301 335	14.7	16.4	11.6	8.4	5.8	4.1	2.9	2.1
350	400	227	9.6	323 359	20.6	17.6	12.4	9.0	6.2	4.4	3.1	2.2
350	450	242	10.3	344 383	20.6	18.8	13.3	9.6	6.6	4.7	3.3	2.4
400	450	258	9.6	366 406	23.6	19.9	14.1	10.2	7.0	5.0	3.5	2.5
400	500	273	10.1	387 430	23.6	21.1	14.9	10.8	7.5	5.3	3.7	2.7
450	500	288	9.5	409 454	26.5	22.3	15.7	11.4	7.9	5.6	3.9	2.8
400	600	303	11.3	430 478	23.6	23.5	16.6	12.1	8.3	5.9	4.1	2.9
450	600	318	10.5	452 502	26.5	24.6	17.4	12.7	8.7	6.2	4.4	3.1
500	600	333	9.9	473 526	29.5	25.8	18.2	13.3	9.1	6.5	4.6	3.2
					f:13							
	250	250	13	200 225		19.1	15.6	11.4	7.8	5.6	3.9	2.8
	350	350	13	280 315		26.8	21.9	15.9	10.9	7.8	5.5	3.9
	400	400	13	320 360		30.6	25.0	18.2	12.5	8.9	6.3	4.4
	450	450	13	360 405		34.4	28.1	20.5	14.1	10.0	7.0	5.0
	500	500	13	400 450		38.3	31.3	22.7	15.6	11.1	7.8	5.6
	600	600	13	480 540		45.9	37.5	27.3	18.8	13.3	9.4	6.7

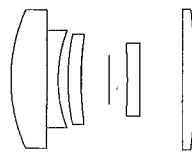
used with a yellow filter. Resolution in this case will be a very respectable 45 to 50 lines at f:32 to 45. Complete MTF and other optical data is available upon request.

The table shown is a copy of one of the actual brass plates affixed to the box lid with which each standard set is provided, illustrating the various combinations and resulting focal lengths. Other sets may be specified by the photographer, but adding cells to an existing set will require testing and adjustment at the factory to guarantee proper performance.

Wisner Zero Power Corrector

It occurred to us that it should be a simple matter to design a cell of null power to place in front of the shutter with sufficient corrections of opposite power to the single cell placed behind the shutter so that one can use color film. The new Wisner Corrector may be used with any of the single cells in the Plasmat system, and will render the single cells usable with color. If you are shooting black and white and prefer the more traditional approach, you can continue using a yellow filter and your results will be excellent. The corrector is not necessary.

All Plasmat sets come with the specified number of polished brass cells in a mahogany cell box lined with burgundy velvet, brass engraved focal length and stop table and Copal shutter marked in MM. All Plasmat orders require a 50% deposit.



Single Plasmat
with Corrector

"... I enjoyed using the Wisner lens set...there is a strong nostalgia attached to using it. The heart of a very light weight lens and accessory bag. It was easy to make 16x20 enlargements from 5x7 negatives with no excuses."
Gordon Hutchings, View Camera Magazine, Jan/Feb 98

4x5 Set Five cells: 250, 250, 350, 400, 450, #1 Copal shutter	\$3,239.50
5x7 Set Five cells: 250, 350, 400, 450, 500, #1 Copal shutter	\$3,637.70
8x10 Set Four cells: 350, 400, 500, 600, #3 Copal shutter.	\$4,107.40
Master Set Six cells: 250, 350, 400, 450, 500, 600, #3 shutter	\$4,810.30

Yellow Filter , #15 coated in brass ring, for 4x5 and 5x7 sets	\$65.00
For 8x10 and Master sets, price	\$85.00

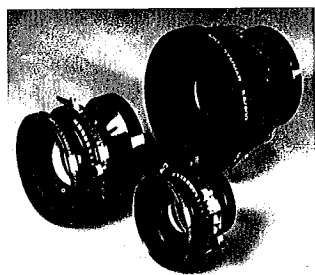
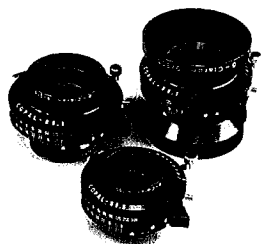
Corrector , fits all sets	\$650.00
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Standard Schneider Lenses

We have long recommended Schnieder as the lens of choice for their high quality and technical service. They are the only large optical supplier who has a fully staffed division here in the US, and their warranty and other technical service is unmatched as a result. Listed with each lens is its accessory filter size.

G-Claron This lens is often misunderstood, believed to be only for reproduction. In fact, this symmetrical lens, like its predecessor the Dagor, is superb as a general purpose lens and also covers a full 80 degrees at f:45. We highly recommend it as a good value, and at F:9 the additional benefit of compactness make it perfect for the space and weight savings.

	mm		mm	
150mm	35.5	\$527	270mm	58 \$1019
210mm	49	\$762	305mm	67 \$1019
240mm	52	\$818	355mm	77 \$1607



Apo-Symmar The fast, wide field lens specifically designed for medium distance to infinity. This lens covers 72 degrees and represents the best of the standard modern lens for large format. At f:5.6 The Apo-Symmar will be almost a stop and a half brighter than the G-Clarons, making interiors and studio work easier. Color saturation will also benefit from the low flair, multi-coated surfaces.

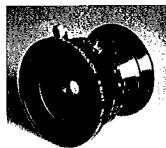
	mm		mm	
135mm	49	\$717	240mm	77 \$1668
150mm	58	\$717	300mm	105 \$2211
180mm	58	\$928	360mm	112 \$2459
210mm	72	\$1013	480mm	105 \$3088

Super Symmar HM, 5.6 This lens (not shown) is a special lens which would be well recommended for use under difficult lighting conditions when wider stops are necessary. One of our customers uses it to copy large paintings on-site in galleries, where his portable strobes or existing light may not admit the use of small stops. In addition to high resolution at wide stops, this lens covers 80 degrees. A remarkable modern lens.

	mm		mm	
120mm	67	\$1359	150mm	77 \$1768

Super Angulons f:8, 5.6 and XL These are the famous lenses which have set the standard in wide angle performance for decades. During this time, Schnieder has continued to break new ground in innovation and coverage with the XL series which have image circles of 110 degrees and more. Don't overlook the f:8 90mm which is smaller and lighter and a bargain for the traveling photographer.

		mm		
f:5.6, 105 deg.	47mm	52	\$1051	
	65mm	67	\$1285	
	75mm	67	\$1359	
f:8, 100 deg.	90mm	67	\$1013	165mm 110 \$3458
	120mm	82	\$1482	210mm 127 \$5558
XL f:5.6, 110-120 deg.	47mm	67	\$1422	72mm 95 \$1545
	58mm	67	\$1224	90mm 95 \$1668



COMPLETING THE OUTFIT

Ries Tripods & Heads

There is no other tripod that complements Wisner cameras like Ries Tripods. We are quite certain that wooden tripods hold up better than metal tripods to the outdoor elements of sand, dust and grit. Surely you have encountered gritty aluminum tripods that don't slide well or jam easily.

The Ries heads are a wonderful, rigid, elegantly simple design capable of supporting the heaviest camera in the most awkward position without budging. We have even supported an 8x20 side-ways to take vertical "panoramics".



Corina Raznikov 1997

J250 Head, Two way tilt for 4x5 or 5x7 and 8x10 Traditional and 8x10 Expedition, 2.5 lbs. \$235.00

A250 Head, Two way tilt for big cameras such as 8x10, 8x20, 11x14 and 12x20 Technical Field Cameras, 4.75 lbs. \$265.00

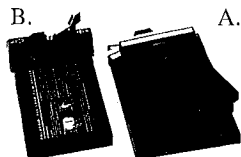
A100 Tripod, this goes with the A250 head above, for the 8x10, 8x20, 11x14 and 12x20 Technical field cameras, 13 lbs. \$510.00

J100 Tripod, this is the normal tripod for cameras such as 4x5, 5x7 and light 8x10s, 8 lbs. \$440.00

J600 Tripod Backpacker, like the J100, but dissassembles and stows in its included case for backpacking and travel. Great for 4x5, 5x7 and 8x10 Traditional and Expedition cameras, 8 lbs. \$475.00

Film Holders, standard sheet film (A.)

	4x5	5x7	8x10	11x14
Fidelity	\$26	\$39	\$87	\$370
Cherry/Mahogany	\$75	\$93	\$135	\$290



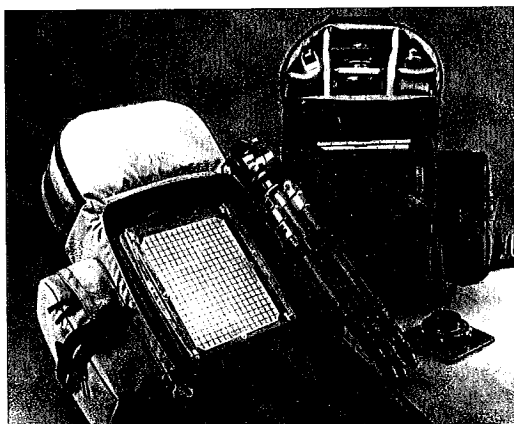
Polariod type 545 (B.)

This is a valuable tool for proofing or making instant negatives with Polaroid type P/N film \$179

Roll Film Holder, 6x7 or 6x9cm. We have been recommending this 120 roll holder (not shown) for years as the easiest to use. Requiring no international back, it slides right in just like the Polariod 545 above. \$450

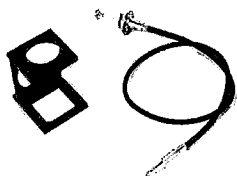
f.64 Backpacks

When all is said and done, you have to carry your equipment. After years of experience and having tried many different solutions, we find these backpacks to be one of the best. Both sizes (BP for 4x5, BPX for 8x10) have removable dividers to allow you to layout your interior to meet your needs. The innovative support system and low profile allows heavy loads to be carried comfortably for long periods of time without experiencing fatigue. F-64 actually designed the large backpack around the Wisner 8x10 cameras. The larger size has a hide-a-way rain cover to guard against the weather. Available in black and grey.



4x5 \$180

8x10 \$350



Focusing Loup We find the thread counter loupe type more useful than the solid body loupes because they can be used on the ground glass, supported by their own frame or they can be unfolded and used in the corners of the ground glass. Black painted brass. \$24.00

Cable Release Braided twenty inch cable release with lock. This cable release is very smooth and is the best that we have ever used. \$17.95

B+W Filters These high quality optical glass filters are coated and mounted in solid brass hardware. Available in Yellow 8, Orange-Yellow 16, Orange-Red 22, Red 25, Dark Red 29 and Green 13 (numbers are the common Wratten designations). Below are listed two types, the standard and the Slim style, which should be used for anything much above 70°. These Slim filters are designed to prevent vignetting with wide angle lenses.

Standard, mm

35.5	\$27.50
52	\$21.25
58	\$23.75
67	\$35.00
72	\$47.50
77	\$52.50
82	\$70.00
105	\$142.50
112	\$163.75

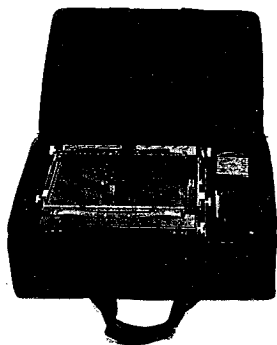
Slim, mm

52	\$51.50
67	\$82.50
77	\$96.25
82	\$115.00
95	\$145.00
110	\$190.00
127	\$232.00



Schnieder Center Filters

47mm	\$294	72mm	\$494
58mm	\$382	75mm	\$382
65mm	\$382	90mm	\$382/\$494



Tenba FC4X5 Attache Style Flight Case

This semi rigid case is made of rugged ABS plastic, closed cell foam and durable cordura nylon, providing the ultimate protection. Interior measurement: 19" X 10&1/2" X 15". This is the actual case belonging to Ronald Wisner, containing his 8x10 outfit (8x10 Expedition, lenses, etc.) This case and camera have traveled close to a half a million air miles.

\$258

Dark Cloths Custom made for us, black on one side, dark red on the other. We have always preferred this color combination because of the safety feature of the red while shooting along the roadside. If red is really too much for you, white is also available.

4x5/5x7 \$35 8x10 \$45 11x14 + up \$60



Pentax Spot Meter V, our meter of choice. Strictly analog, easily read and very reliable. \$375

Wisner Fresnel Lenses Our fresnel lenses (not shown) are

custom made for us using specifications such as pitch, focal length magnification ratios to provide the best possible compromise for each format. Though only 4x5 through 8x10 are listed, others are available upon request, by quotation. Fresnel lenses are provided in permanent or removable styles. Permanent installation will suit many photographers, however removable fresnels will allow the use of a strong loup without the distraction of the fresnel grid, especially when viewing the dark corners of a wide angle image on the ground glass.

	4x5	5x7	8x10
Permanent	\$50	\$65	\$85
Removable	\$80	\$105	\$136

Custom Pin Holes A number of photographers who have requested this item. Tell us at what focal length you want the hole to function and we will calculate the correct size for optimum sharpness. Mounted on a lens board, with cover. (not shown) \$95

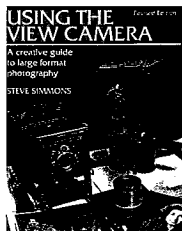


T-Shirts Many of our customers have requested the mouse image, and we thought it would be fun to put it on a t-shirt. By the way, it was a real mouse that we hired for the day to crawl around the camera and a set of lenses while we photographed... no computer manipulation here! Sizes L & XL, \$18

Using the View Camera, by Steve Simmons

This book is by the publisher of View Camera Magazine, and is an excellent book for beginner to help familiarize himself with the issues and, technique and equipment used in large format photography. The experienced large format photographer will also find this a valuable reference.

\$22.50



Complete outfits in Presentation Field-Cases

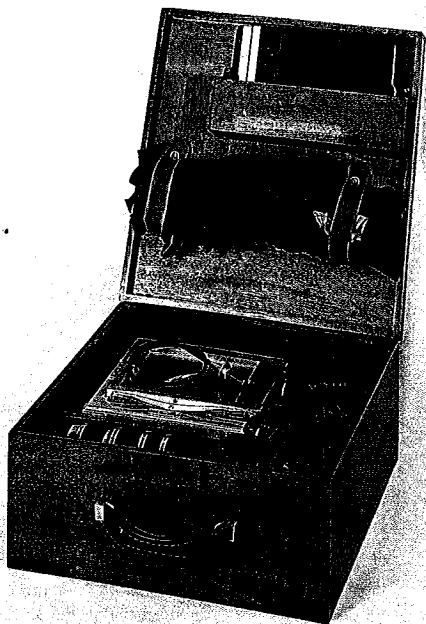
These cases will really appeal to those who appreciate fine craftsmanship and the convenience of a custom fitted case. Reminiscent of the campaign chests of the last century and its intrepid explorers venturing into the last uncharted regions of the continents, these cases afford both protection and satisfy the sense of order in a most aesthetic way. Each case is fitted for the camera, Wisner Plasmat lenses, film holders, light meter, dark cloth, and small accessories. The complete outfits offered are listed below. Each consists of the most practical, functional array for each size, based on our many years of experience shooting both on location and in the wilderness. ***Now for the best part: If you buy the complete outfit, the case is free.*** You may also buy the case separately for the price listed.

4x5 Pocket Expedition (or regular Expedition), Fitted mahogany case, 4x5 Plasmat set, 90mm f:8 Super Angulon, Dark cloth, 4x loup, 4 Film Holders Cable release, Ground Glass Cover, #8, 16, 22 and 25 filters and adapter ring to fit all focal lengths, Pentax V spot meter and the Ries J600 Tripod and head (in its own case)

Complete	\$8,167
Case alone	\$599

8x10 Expedition, Fitted case, 8x10 Plasmat set, dark cloth, 4x loup, 4 film holders, cable release, ground glass cover, #8, 16, 22 and 25 filters to fit Plasmats, Pentax V spot meter, J600 Ries tripod and head (in its own case).

Complete	\$9,999
Case alone	\$799



The 140° Wisner Hypergon, 84mm, f:22-45

This lens was originally designed by the Zeiss company as an extreme wide angle lens. Resembling a hollow marble, it has served a unique function as the only absolutely rectilinear lens covering 140° for decades. This lens has an absolutely flat field, virtually no astigmatism, and is virtually distortion free. Even today, ninety year old specimens of this lens are highly sought.

We have redesigned this lens using modern glass, and offer it with precise "waterhouse" stops and a simple but reliable rotary sector-shutter which will allow the photographer to manually time his exposures using the "B" or "T" settings. This lens will cover up to 11x14, but is suggested really for 8x10.

Lens in Shutter	\$2495.00
Center Filter	\$382.00