

GOERZ

Precision

PHOTO LENSES



From a Color Transparency by A. George Miller taken with a 24" GOERZ RED DOT ARTAR and an 11" x 14" Deardorff Commercial Studio Camera.

WHAT YOU SHOULD KNOW ABOUT GOERZ LENSES

All GOERZ lenses are made to the same high standard of quality which has never changed in our 64 years of making lenses in the United States. Every GOERZ lens is a "handpicked" lens. We have guaranteed uniformity of quality since 1895.

In choosing a GOERZ lens for your work remember we are in a position to service your GOERZ lenses promptly in our factory in Inwood, Long Island, New York. There are no long delays due to shipping lenses out of the country or customs annoyances on

their return to the United States.

Never take individual lenses apart. This invariably disturbs the optical quality of the lens and factory adjustment will be imperative. For occasional cleaning or for work with the single DAGOR elements unscrew the complete front or rear elements only.

We supply all lenses in barrels or Rapax and Acme Shutters. Alphax Shutters on special order. See price list.

C. P. GOERZ AMERICAN OPTICAL CO.
INWOOD 96, LONG ISLAND, N. Y.

Western States Distributor:
LA GRANGE, INC., HOLLYWOOD 38, CALIFORNIA

Midwest Distributor:
WHITE PHOTO SALES, INC., CHICAGO 13, ILLINOIS

DATA ON THE GOERZ *Golden* DAGOR F:6.8

Focal Length		Neg. Size & Angle of Coverage			Shutter Type	Lens Outside Diameter mm
Inches	mm	F:6.8 = 56°	F:16 = 70°	F:45 = 87°		
6	152	4x5	5x7	6½x8½	Compur MX/0	33
8¼	210	5x8	7x9	10x12	Compur MX/1 3 Acme	43
9½	240	6½x8½	8x10	11x14	Compur EX/2 3 Acme	49
10¾	270	7x9	8¾x10¾	12x16	4 Acme	56
12	300	8x10	10x12	14x17	4 Acme	61

Note: We supply Rapax and Alphax Synchro shutters on special order.

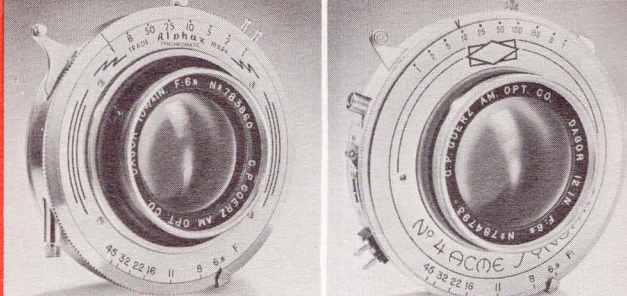
DATA ON THE GOERZ *Golden* WIDE-ANGLE DAGOR F:8

Focal Length		Neg. Size & Angle of Coverage			Shutter Type	Lens Outside Diameter mm
Inches	mm	F:8 = 70°	F:22 = 80°	F:32 = 100°		
3¾	92	3¼x4½	4x5	5x7	Compur MX/00	33
4¾	111	3¼x5½	4x6	6½x8½	Compur MX/1 3 Acme	51
6½	165	5½x7½	6½x8½	10x12	Compur MX/1 3 Acme	51

DATA ON THE GOERZ *Red Dot* ARTAR

Focal Length		Neg. Size Covered at Infinity	Lens Outside Diameter mm	Shutter Type
Inches	mm			
4	105	2x3	24	Compur MX/0
6	152	3¼x4¼	33	Compur MX/0
8¼	210	4x6	38	Compur MX/1
9½	240	5x7	43	Compur MX/1 3 Acme
10¾	270	5½x7½	43	Compur MX/1 3 Acme
12	300	6½x8½	52	Compur EX/2 3 Acme
14	360	7x10	52	4 Acme
16½	420	9x12	62	4 Acme
19	480	10x14	62	4 Acme
24	610	12x18	70	5 Universal

Note: We supply Rapax and Alphax Shutters on special order.



The GOERZ Golden DAGOR F:6.8

The LENS without a Peer!

The safest guide in the choice of a lens is its reputation—its record of past performance. In this respect the GOERZ DAGOR leaves nothing to be desired. It is considered by most prominent professional and advanced amateur photographers, as well as instructors of photography the world over, to be the finest and most accurate general purpose lens ever designed. In addition, three generations of photographers have proclaimed the GOERZ DAGOR the finest portrait lens ever made! The GOERZ DAGOR is the only lens of its type produced in the United States . . . *The GOERZ DAGOR has often been imitated but never equaled!*

Check these outstanding features:

Lens Corrections

In the GOERZ DAGOR spherical and chromatic aberrations, curvature of field, distortion and particularly astigmatism have been eliminated to such a degree it is now recognized as a standard for excellence among the finest photographic lenses of today.

Speed

It must be understood that great speed can be had only at the sacrifice of other qualities, such as depth of focus, angle of view and covering power. The GOERZ DAGOR is well known for these characteristics and therefore is capable of producing negatives of a quality unmatched by comparably faster lenses. Improved film emulsions and the widespread use of flash equipment tend to stimulate a preference for medium speed lenses comprising all the added and proven advantages not found in so-called fast lenses. Don't ask for speed—ask for quality!

Covering Power

GOERZ DAGOR lenses are widely known for their remarkable covering power. They will embrace an angle of view of 87° which is equivalent to covering a film with a diagonal of twice the focal length. The DAGOR will also give great satisfaction for wide-angle work. A 6" GOERZ DAGOR, for instance, rated to cover 4" x 5" at F:6.8 will cover almost an 8" x 10" film when stopped down.

Color Correction

The ideal color correction of the DAGOR, combined with its outstanding ability to give even illumination over the entire format, ranks the DAGOR highest among color photographers in all fields. No falling off of exposure or fuzziness at the edges, so annoying with inferior lenses when color film is being used.

Convertibility

The DAGOR consists of two cemented triplet combinations (see diagram) symmetrically placed in front and back of the iris diaphragm. Either half of the DAGOR is a fine studio lens of about $1\frac{3}{4}$ the focal length of the doublet and a speed of F:13.



The GOERZ *Golden* WIDE-ANGLE DAGOR F:8

The Famous DAGOR for 100° Angle

A Two-in-One Lens

This lens is basically very similar to the GOERZ DAGOR. It includes all of the DAGOR'S excellent features but in addition provides a maximum coverage of 100°. An extreme wide angle is obtained when stopping the lens down to F:45. An aperture of F:8 has been provided for easy focusing. Like the standard GOERZ DAGOR the WIDE-ANGLE DAGOR consists of two symmetrical triplets. They can be used as long-focus lenses at medium stops. The maximum opening of the single element is F:16.

The consistently excellent performance of this lens has made the GOERZ WIDE-ANGLE DAGOR the standard preference of leading photographers. Because of its reliability this lens will be found wherever results count. Even illumination over the entire format and better covering power with needlesharp definition have made the GOERZ WIDE-ANGLE DAGOR the ultimate in wide-angle lenses in the medium price field. Because of its superior coverage the GOERZ WIDE-ANGLE DAGOR is particularly well-suited for cameras with swing corrections and rising and falling fronts.

Color negatives or transparencies made with this lens lend themselves particularly for printed reproductions. The crispness and exquisite detail of color negatives made with the GOERZ WIDE-ANGLE DAGOR have made this fine lens the symbol of dependability with photographers in all fields. Watch the national contests! Prize-winning pictures in black-and-white and color are made with both GOERZ DAGORS!

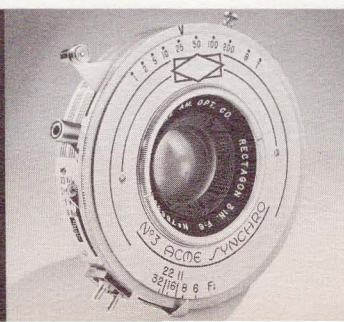
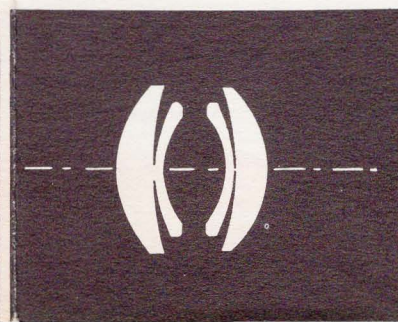
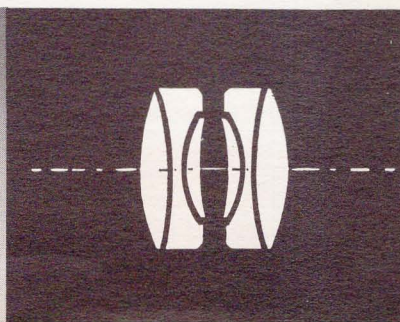
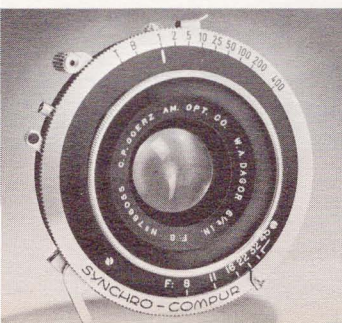
The GOERZ RECTAGON

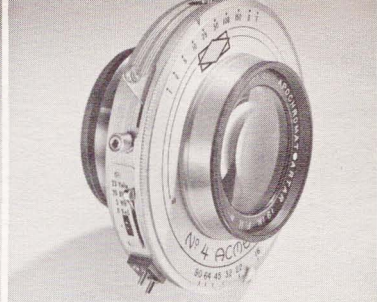
The Last Word in Wide-Angle Designs

The GOERZ RECTAGON is a distortionless wide-angle lens of extraordinarily successful design. It is an achromatic anastigmat which lends itself exquisitely to direct color photography when space is limited. It can be used to photograph objects from infinity to 1:1 where the image equals the size of the object. The 3" GOERZ RECTAGON in a No. 3 Acme shutter or in Compur MX/1 covers a 4" x 5" plate. Slight swings are possible in that the lens can be moved about 1/4" to 1/2" off axis. Outside dia. 48 mm.

The GOERZ RECTAGON was originally designed to meet the extremely rigid specifications of aerial mapping which call for complete elimination of distortion over the entire field and a very high degree of resolution and contrast. It is regarded as a lens of the highest caliber for general application. Contrary to most wide-angle lenses, it can be used at its maximum aperture of F:6. For higher resolution it should be stopped down to F:8. Thus it should be considered a fast wide-angle lens which covers a 90° angle of field at full opening, giving maximum illumination over the entire film plane.

The lens elements are actually oversize to admit more light to the edges of the field. The front and rear lenses are almost twice the diameter of the largest effective aperture. The very intricate design of the GOERZ RECTAGON makes precision manufacturing absolutely essential—and only GOERZ superior quality of workmanship makes the manufacture of this lens possible. The GOERZ RECTAGON is considered the last word in wide-angle lens designs and meets the most exacting demands of discriminating photographers. Architects, publication and advertising photographers as well as discriminating amateurs laud the GOERZ RECTAGON for the crispness of its color negatives. For any difficult assignments, use the GOERZ RECTAGON. It pays for itself by making the seemingly impossible possible! *It cuts color film costs!*





The GOERZ *Red Dot* ARTAR

In which of these fields are you interested?

Catalog Illustrations

Photography of Plant Equipment

Interior Decoration

Architectural Photography

Fashion Photography

Advertising Photography

Colored Labels for Packaging Industries

Industrial Photography

Color Separation

Photo Copying

Fabric Pattern Printing

Blueprints

Copying of Designs

Research Records, etc.

In these and many related fields the GOERZ RED DOT ARTAR is a star performer!

Modern high-speed emulsion, combined with new and efficient lighting units, makes it unnecessary to employ fast lenses in certain fields of photography. It is a known fact that in the design and manufacture of slower lenses it is possible to provide for corrections which cannot be obtained in reasonably priced faster lenses. The GOERZ RED DOT ARTAR has all the attributes of quality which are incorporated in slower lenses because it is one of the most efficiently corrected lenses available. Its inherent characteristics enable the contemporary photographer to follow the modern trend among professionals to use slower lenses of finer correction.

Design Properties

The GOERZ RED DOT ARTAR is truly an apochromatic lens—which means that the highest degree of color correction over the entire spectrum has been attained. In other words, chromatic aberrations which cause an effect often referred to as "soft-focus" are completely eliminated. The GOERZ RED DOT ARTAR produces needlesharp and completely matched color separation negatives from color transparencies or reflection copy. Its symmetrical construction eliminates distortion, coma and lateral color—three of the most disturbing defects found in lenses of inferior quality. The optical corrections incorporated in the design of the GOERZ RED DOT ARTAR and maintained in its meticulous manufacture have distinguished the ARTAR for its excellent and uniform covering power. The GOERZ RED DOT ARTAR produces a negative which is evenly illuminated and sharply defined to the very limit of its rated covering power.

Minimum Loss of Subject Contrast

GOERZ RED DOT ARTAR lenses are treated with an extra hard anti-reflection coating. Consequently, light transmission is brought to a maximum. The GOERZ coating eliminates internal reflection and ghost images, thus producing a very crisp negative. The unparalleled accuracy and the extreme care exercised during the complex stages of manufacture make the GOERZ RED DOT ARTAR a lens which for all practical purposes has no flare. Negatives made with the ARTAR gain additional highlight and shadow detail and retain the normal subject contrast.

High Resolution

The resolution of the ARTAR is close to the theoretical limit and is uniform over its entire 46° field. This has been achieved by working to unimaginably close tolerances—both in controlling the choice of optical glasses and their manufacture into lenses as well as the precise hand-fitting into barrels.