



LENSES

for

PROFESSIONAL and
AMATEUR PHOTOGRAPHY
PHOTO-ENGRAVING
MOVIE MAKING

ACCESSORIES

◆



*Our name is
your guarantee*

Foreword

We present this concise listing of our products as an interim issue while a more comprehensive illustrated catalog of the various types of Goerz Photographic Lenses is being compiled. If the information contained herein is not sufficient for the reader to make his selection, we invite him to tell us about his particular problem in photography.

Having manufactured and sold Goerz Lenses in the U. S. A. for over forty years, we may make the modest claim of having acquired some measure of experience which may be of help to the professional and amateur photographer in selecting the most suitable lens for general use or for some specific purpose.

Goerz Lenses may be obtained from all established dealers in photographic supplies. A free trial of any stock size may be arranged through these dealers.

C. P. GOERZ AMERICAN OPTICAL COMPANY

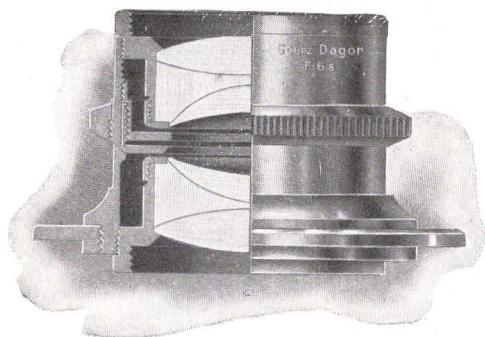
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GOERZ DAGOR ANASTIGMAT

(The Universal Lens)

f:6.8—f:7.7

The Dagor, consisting of two cemented triplet combinations, symmetrically placed in front and back of the iris diaphragm, has been the favorite lens of photographers for over fifty years.

It combines in one lens:

1. A perfectly corrected rapid Anastigmat,
2. A wide-angle lens at smaller stops,
3. A long-focus lens when single element is used.

On account of its adaptability in practically every phase of photography, we recommend it for architectural and commercial photography, outdoor scenic views, interiors, copying and enlarging. It is the outstanding selection for taking group and banquet photographs.

The maximum speed of f:6.8 is fast enough for sport photography and rapidly moving objects under good light conditions or, with the modern high speed negative emulsions, even on dull days.

FOR PHOTOGRAPHIC ACCURACY

At smaller stops the complete Dagor will include an image field angle up to 87 degrees, i.e. it will cover a plate with a diagonal of nearly twice the focal length. The single element, either front or back, at a speed of f:13 may be used alone, furnishing a focal length about $1\frac{3}{4}$ times that of the doublet.

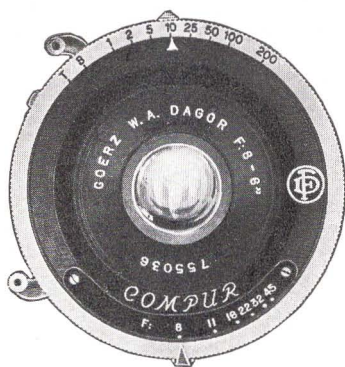
GOERZ DAGOR ANASTIGMAT

Focal Length		Recommended Plate Size Angular Field About			Required Shutter Size			Diameter of front lens cell in millimeters for "Slip-over" filter-holder	MM
f:6.8		56°	70°	87°	Compur	Compound	Acme		
In.	MM	f:6.8	f:16	f:45					
$3\frac{1}{2}$	90	$2 \times 2\frac{3}{4}$	3x4	$3\frac{1}{4} \times 4\frac{1}{4}$	C00		00		21.
$4\frac{1}{8}$	105	$2\frac{1}{4} \times 3\frac{1}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	4x5	C00		0		29.5
5	125	$3\frac{1}{4} \times 4\frac{1}{4}$	$4\frac{1}{2} \times 5\frac{1}{2}$	5x7	C00		0		29.5
6	150	4x5	5x7	$6\frac{1}{2} \times 8\frac{1}{2}$	C00		1		32.5
$6\frac{1}{2}$	165	$3\frac{1}{4} \times 5\frac{1}{2}$	5x8	7x9	C01		1		32.5
7	180	5x7	$6\frac{1}{2} \times 8\frac{1}{2}$	8x10	C1		2		37.
$8\frac{1}{4}$	210	5x8	7x9	10x12	2		3		43.
$9\frac{1}{2}$	240	$6\frac{1}{2} \times 8\frac{1}{2}$	8x10	11x14	2a		3		48.7
$10\frac{3}{4}$	270	7x9	$8\frac{3}{4} \times 10\frac{3}{4}$	12x16		3a	4		55.3
12	300	8x10	10x12	14x17		3a	4		60.8
f:7.7		To convert mm. into inches divide by 25.4							
14	360	10x12	12x16	16x20		4	4		65.8
$16\frac{1}{2}$	420	11x14	14x17	20x24		4	5		73.5
19	480	14x17	17x21	22x26		5	5		87.5

(For prices see current price-list.)

We are prepared to furnish on special order Dagor lenses of 40 and 60 mm. focal length for use on 35 mm. document cameras. Inquire for detailed information.

We also make a special **aerial mapping lens** built on the fundamental design of the Dagor. This lens is called the **Aerotar** and is now widely used by the leading aerial mapping concerns in the U. S. A. Special information on request.



GOERZ SUPER-DAGOR

(Wide Angle 100 Degrees)

f:8

Constructed on the proved lines of the standard Dagor, its principal outstanding feature is the greatly extended coverage.

To make focusing easier under poor light conditions, a maximum aperture of f:8 has been provided. To obtain the most perfect definition over the full field the diaphragm should be stopped down until the full coverage of 100 degrees is reached at f:45.

The front or rear combination may be used as a long-focus lens at medium stops. On account of the compact design the Wide-Angle Dagor can only be fitted in the iris diaphragm barrel or the Compur shutter.

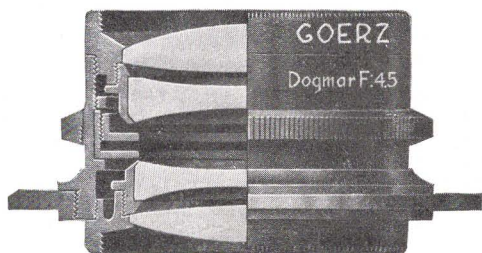
FOR PHOTOGRAPHIC ACCURACY

GOERZ W. A. SUPER-DAGOR f:8

Focal Length	Negative Size Covered			Maximum Diagonal	Requires Shutter size Compur
	F8	F22	F45		
4 $\frac{3}{8}$ "	4x5	4x6	5x7	10.4"	C0
6"	5x7	6 $\frac{1}{2}$ x8 $\frac{1}{2}$	8x10	14.3"	C1
6 $\frac{1}{2}$ "	5 $\frac{1}{2}$ x7 $\frac{1}{2}$	7x9	8x10	15.5"	C1

The 6" lens will cover at f:45 the 8 x 10 size if lens is kept in center of plate.

(For prices see current price-list.)



GOERZ DOGMAR ANASTIGMAT

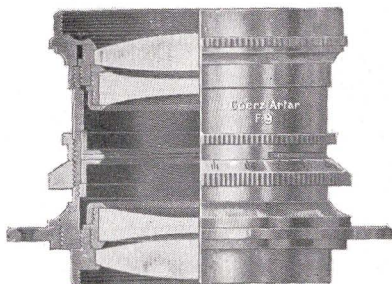
(The Perfect Speed Lens)

f:4.5—f:5.5

The ideal lens for news and sport pictures, portraits and general photography under adverse light conditions. Its high color correction makes it a fine lens for color separation, autochrome and other color films.

FOR PHOTOGRAPHIC ACCURACY

PROCESS LENSES AND PRISMS



THIS ILLUSTRATES BOTH ARTAR AND GOTAR LENSES

GOERZ APOCHROMAT ARTAR

(The Lens for Color Separation Negatives)

f:9 to f:16

Designed to meet the special requirements of the photo-engraver for color separation and black and white reproduction of flat surface designs. Also suitable for photography of outdoor scenes, architectures, furniture and other large objects.

The Artar is truly "apochromatic", which means that a very high degree of correction has been attained in this lens for the various color bands over the entire visible spectrum. The Artar not only produces through the various color filters images of equal sharpness at the same focal plane, but the negatives are also of exactly the same size so that perfectly superimposing printing plates result in the finishing process.

G O E R Z L E N S E S

The listing of the plate sizes for different ratios of reproduction are based on the use of a reversing prism. Without such a prism our Artar lenses will cover an area about 15% larger than listed.

The standard barrels of the Artar series are fitted with iris diaphragm and have an additional slot for the insertion of special Waterhouse stops or the thin gelatine color filters. We make special metal holders to facilitate the handling of the gelatine filters.

GOERZ APOCHROMAT ARTAR ANASTIGMAT

F Value	Focal Length	Plate Size for copying with Prism Reduction Scale From the listed sizes enlargement to respective scale may also be made—				Correct Size of Goerz Reversing Prism
	Inches	1:10	1:5	1:2	1:1	Inches
9.	4	2x3	2½x3	2½x3½	4x5	see footnote 2⅜ 2⅝ 2⅞ 2⅞ 3¼ 3¼ 3¼ 5 5 not made
9.	6	3¼x4¼	3½x4½	4x5	6x8	
9.	9.5	5x7	5x8	6½x8½	8x10	
9.	12	6½x8½	7x9	8x10	12x14	
9.	14	7x9	8x10	10x12	14x17	
9.5	16½	8x10	10x12	11x14	16x20	
11.	19	10x12	11x14	14x17	18x24	
11.	24	12x15	14x17	18x20	24x28	
12.5	30	16x20	18x20	22x26	30x34	
12.5	35	18x22	20x24	24x32	36x40	
14.	42	22x27	25x30	32x36	42x48	
15.	47½	25x32	30x35	36x40	48x56	
16.	70	36x45	40x48	48x64	72x80	

Artar 4" and 6" intended for color separation blow-ups from 35 mm. Kodachrome.

We are now fitting the smaller sizes of Artar lenses to Compur and Compound shutters for use on one-exposure 3-color cameras.

(For prices see current price-list.)

FOR PHOTOGRAPHIC ACCURACY

GOERZ GOTAR ANASTIGMAT

(For Photoengravers and Commercial Photography)

f:6.8 f:8 f:10

(Illustrated on page 9)

For black and white work, process work and for copying and enlarging maps or for reproduction of the finest detail in any other flat surface design. Also suitable for photography of furniture, automobiles and machinery.

The barrels for 8¼, 10 and 12" lenses are of the standard iris diaphragm type. The longer focal length lenses have in addition to the iris diaphragm a slot for the insertion of gelatine filters. We make special metal holders for such filters.

GOERZ GOTAR ANASTIGMAT

F Value	Focal Length	Plate size for infinity	Plate size for copying Reduction Scale			Diameter of front lens cell for fitting "Slip-over" filter holder or cap, in MM.	MM
	Inches		1:5	1:2	1:1		
6.8	8¼	5x7	6½x8½	8x10	10x12		43.
8	10	6½x8½	7x9	10x12	11x14		48.5
8	12	8x10	10x12	11x14	14x17		51.
8	14	10x12	11x14	14x17	16x20		61.
8	16½	11x14	12x16	16x20	18x22		69.
8	19	12x16	14x17	18x22	20x22		75.
10	24	14x17	16x20	20x24	26x30		75.

(For prices see current price-list.)

GOERZ REVERSING PRISMS



Certain reproduction processes demand reversed negatives to avoid stripping the film. This reversal is obtained in the negative by placing a right angle prism on the lens, usually at the front. No lens can work to any higher accuracy than the prism with which it is used.

Goerz Prisms are noted for their accuracy, and are of the same high quality as the lenses with which they are to be used. We cannot guarantee the efficiency of Goerz photoengraving lenses if they are used with prisms of inferior quality.

A rotary mounting allows the setting of the face of the prism at any desired position, sideways, downward or upward and the substantial mounting assures a correct 90° deviation of the optical axis. The prism fits the thread on the front cell when the lens hood is unscrewed.

The sizes which we list for our various lenses will take care of the ordinary demands for reproduction work to same size and for reduction. Oversize prisms will not increase the angular field of the lens.

FOR PHOTOGRAPHIC ACCURACY

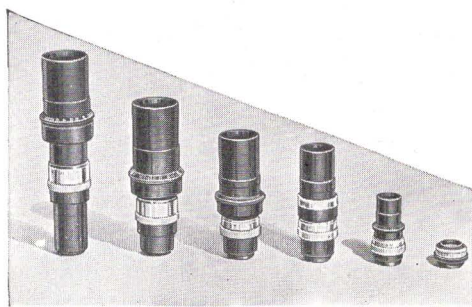
GOERZ REVERSING PRISMS

Square Face Opening	Size suitable for—	
	Artar	Gotar
$2\frac{3}{8}$	$9\frac{1}{2}"$, $12"$, $14"$	$12"$
$2\frac{7}{8}$	$16\frac{1}{2}"$ and $19"$	$14"$
$3\frac{1}{4}$	$24"$	$16\frac{1}{2}"$
$3\frac{3}{4}$	$30"$ and $35"$	$19"$ and $24"$
5	$42"$ and $47\frac{1}{2}"$	

We can fit these prisms to other makes of lenses.

(For prices see current price-list.)

MOTION PICTURE LENSES



GOERZ KINO-HYPAR ANASTIGMAT

(The Lens for Professional and Amateur Cinematography)

f:2.7 and f:3

Widely used by motion picture photographers, both professionals and amateurs. It gives microscopic definition and the resulting image has a remarkable brilliance and crispness. The 25 mm. lens is the shortest possible focal length for standard 35 mm. film sound aperture. For wide-angle work with 16 mm. cameras we offer our 15 mm. Hypar f:2.7. The focusing mounts listed are for 16 mm. cameras such as the Bolex, Filmo and Victor.

GOERZ LENSES

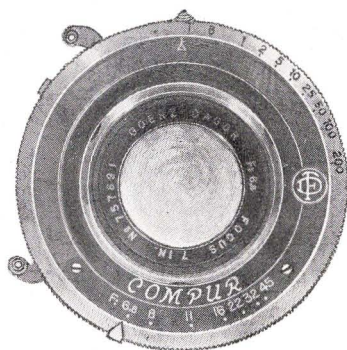
We supply these lenses on special order to fit the various models of professional 35 mm. cameras.

GOERZ KINO-HYPAR ANASTIGMAT

Focal Length		F Value	Size of Image	Diameter of front lens cell in millimeters	MM
In.	MM				
.60	15	2.7	for 16mm frame $\frac{5}{8} \times 1\frac{1}{4}$ $\frac{7}{8} \times 1\frac{1}{4}$ $1 \times 1\frac{1}{2}$ $1\frac{1}{2} \times 2\frac{1}{8}$ $2 \times 2\frac{3}{4}$		16.
1	25	2.7			17.8
1 $\frac{5}{8}$	40	2.7			24.8
2	50	2.7			30.
3	75	2.7			38.
4	100	2.7			48.5
To convert millimeters into inches, divide by 25.4					
1 $\frac{5}{8}$	40	3	$\frac{7}{8} \times 1\frac{1}{4}$	22.8	
2	50	3	$1 \times 1\frac{1}{2}$	22.8	
3	75	3	$1\frac{1}{2} \times 2\frac{1}{8}$	32.5	
4	100	3	$2 \times 2\frac{3}{4}$	42.5	

For long distance telephoto work we recommend our Dogmar f:4.5.
(For prices see current price-list under Kino-Hypar lenses.)

COMPUR AND COMPOUND SHUTTERS



FOR PHOTOGRAPHIC ACCURACY

COMPUR AND COMPOUND SHUTTERS

COMPUR	Largest Diaphragm	Diameter of Front Cell of Casing		Highest Speed
	MM	MM	MM	Sec.
C-00	17	22	45	1/300
C-0	23	29	58	1/250
C-1	29	39	69	1/200
2	35	40	78	1/200
2-A	35	45	78	1/200
Compound To convert millimeter into inches divide by 25.4				
3-A	41	55	87	1/100
4	52	67	106	1/75
5	65.5	82	126	1/50

(Compur C0 and C1 have retarding device.)

We can also furnish the old style Compound 00 and 0 and the American-made Acme Ilex shutters with our lenses. Prices on request.

ACCESSORIES

PHOTOGRAPHIC AND CINEMATIC

Light Filters in screw-in or slip-over mounts, in a variety of sizes and colors.

Sunshades for taking pictures against the light, collapsible.

Title and Effect Devices, for 16 mm. Motion Picture Cameras.

Variable View Finders for 16 mm. Motion Picture Cameras.

Reflex Focusers for 16 mm. Motion Picture Cameras.

Special Literature and Price-Lists upon request.

REPAIR FACILITIES AND SPECIAL WORK

Our factory is fully prepared to make all repairs on our lenses and shutters. Depending on the condition of the lens, we can repair and repolish old or damaged lenses without any undue delay, and at reasonable cost.

We undertake the manufacture of special optical and mechanical instruments, and develop ideas and inventions of others along optical-mechanical lines.

WARNING

Due to careless handling used photographic lenses may have gotten out of adjustment. This condition may not be noticeable to the casual observer. There have also come to our notice cases where unscrupulous persons have faked unknown lenses by remounting and engraving them with our name and trademarks.

Therefore, we offer this friendly suggestion to anyone who is thinking of buying a second-hand Goerz lens:

Make your purchase subject to a check-up by us. We will gladly test and report on any used Goerz lens. There is no charge for this service.

WARRANTY

Goerz Goods are sold strictly on their merits and we will gladly exchange or replace anything that is found wanting in quality.

FOR PHOTOGRAPHIC ACCURACY

SHIPMENT OF GOODS

All prices and quotations are F.O.B. factory and transportation charges are additional. We insure under a blanket policy and each shipment is charged with this cost proportionally.

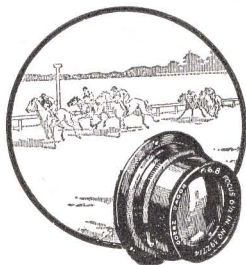
All goods should be sent to us by parcel post or express prepaid, carefully packed and fully insured. We return goods in the same manner. We are not responsible for damage or loss occurring in transit and if packages are received in damaged condition, the matter should be taken up with the carrier.

To avoid miscarriage and delay please be sure to use our full name and address as given below. We have no connection with any other firm.

C. P. GOERZ AMERICAN OPTICAL COMPANY

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C.P. GOERZ AMERICAN OPTICAL Co.

MAKERS OF GOERZ LENSES
IN AMERICA SINCE

1899

