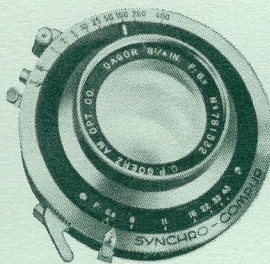


# GOERZ



MANUFACTURERS OF LENSES AND ACCESSORIES FOR ALL PHOTOGRAPHIC APPLICATIONS

## GOERZ RED DOT ARTAR

THE APOCHROMATIC COLOR-SHARP GRAPHIC ARTS LENS

| F: VALUE | FOCAL LENGTH |      | LIST PRICE IN BARREL |
|----------|--------------|------|----------------------|
|          | INCHES       | MM   |                      |
| 9.5      | 4            | 102  | \$140.00**           |
| 9        | 6            | 152  | 150.00               |
| 9        | 8 1/4        | 210  | 180.00               |
| 9        | 9 1/2        | 240  | 205.00               |
| 9.5      | 10 3/4       | 270  | 220.00               |
| 9        | 12           | 305  | 271.00               |
| 9        | 14           | 360  | 310.00               |
| 9.5      | 16 1/2       | 420  | 331.00               |
| 11       | 19           | 480  | 352.00               |
| 11       | 24           | 610  | 473.00               |
| 12.5     | 30           | 760  | 705.00               |
| 12.5     | 35           | 890  | 965.00               |
| 14       | 42           | 1065 | 1175.00              |
| 15       | 47 1/2       | 1205 | 1450.00              |
| 16       | 70           | 1780 | Price on Request     |

\*\*Plus Federal Excise Tax.

For maximum RED DOT ARTAR performance, please have order specify the principal magnification or reduction ratios to be employed.

### GOERZ PROCESS PRISMS

| Square Face Opening | For ARTAR                    | List Price |
|---------------------|------------------------------|------------|
| 2 3/8"              | 9 1/2"*, 10 3/4"*, 12"*, 14" | \$285.00   |
| 2 7/8"              | 16 1/2", 19"                 | 290.00     |
| 3 1/4"              | 24"                          | 315.00     |
| 3 3/4"              | 30"                          | 388.00     |
| 3 3/4"              | 35"                          | 398.00     |
| 5"                  | 42", 47 1/2"                 | 775.00     |

\*Note: Add \$10.00 List to 2 3/8" prism price for special adapter for 9 1/2", 10 3/4" and 12" Artar.  
The film size covered is 15% less when a Goerz Reversing Prism is used.

### GOERZ ARTAR ACCESSORIES

| For ARTAR         | Gelatine Filter Holders | Flash Stops | Lenscaps | Flanges |
|-------------------|-------------------------|-------------|----------|---------|
| 4", 6", 8 1/4"    | \$3.25                  | \$2.50      | \$1.75   | \$6.00  |
| 9 1/2", 10 3/4"   | 4.00                    | 2.50        | 1.75     | 6.00    |
| 12", 14"          | 4.50                    | 3.00        | 3.25     | 7.00    |
| 16 1/2", 19"      | 8.25                    | 4.00        | 3.25     | 8.00    |
| 24", 30"          | 9.25                    | 5.00        | 5.00     | 10.00   |
| 35", 42", 47 1/2" | 11.00                   | 6.00        | 6.00     | 14.00   |
| 70"               | —                       | —           | 9.00     | —       |

PRICE LIST JUNE 1, 1960

Prices are f.o.b. factory and are subject to change without notice. Orders accepted subject to prevailing price at time of shipment.



C. P. GOERZ AMERICAN OPTICAL COMPANY

461 DOUGHTY BOULEVARD • INWOOD 96, L. I., N. Y.

Tel: CEdarhurst 9-8700



## GOERZ RED DOT ARTAR in Shutters

| Focal Length<br>Inch mm | Speed | Type of Mounting                         | Film Size | List Price       | Lens<br>Outside<br>dia. mm |
|-------------------------|-------|------------------------------------------|-----------|------------------|----------------------------|
| 4 102                   | F:9.5 | Synchro-Compur MX/00                     | 2x3       | \$150.00*        | 24                         |
| 6 152                   | F:9   | Synchro-Compur MX/0                      | 3¼x4¼     | 170.00           | 33                         |
| 8¼ 210                  | F:9   | Synchro-Compur MX/1                      | 4x6       | 205.00           | 38                         |
| 9½ 240                  | F:9   | Synchro-Compur MX/1<br>#3 Acme Full-Sync | 5x7       | 230.00<br>255.00 | 43<br>43                   |
| 10¾ 270                 | F:9.5 | Synchro-Compur MX/1<br>#3 Acme Full-Sync | 5½x7½     | 245.00<br>270.00 | 43<br>43                   |
| 12 300                  | F:9   | Synchro-Compur EX/2<br>#3 Acme Full-Sync | 6½x8½     | 298.00<br>325.00 | 52<br>52                   |
| 14 360                  | F:9   | #4 Acme Full-Sync                        | 7x10      | 360.00           | 52                         |
| 16½ 420                 | F:9.5 | #4 Acme Full-Sync                        | 9x12      | 380.00           | 62                         |
| 19 480                  | F:11  | #4 Acme Full-Sync                        | 10x14     | 398.00           | 62                         |
| 24 610                  | F:11  | #5 Universal Full-Sync                   | 12x18     | 495.00           | 70                         |

\*Plus Federal Excise Tax

## GOERZ GOLDEN DAGOR F:6.8

| Focal Length<br>Inch mm | Type of Mounting†                        | Film Size<br>F:6.8 F:45 | List Price       | Lens<br>Outside<br>dia. mm |
|-------------------------|------------------------------------------|-------------------------|------------------|----------------------------|
| 6 152                   | Synchro-Compur MX/0                      | 4x5 5x7                 | \$160.00         | 33                         |
| 6                       | #2 Rapax Sync Shutter                    |                         | 196.00           | 33                         |
| 8¼ 210                  | Synchro-Compur MX/1<br>#3 Acme Full-Sync | 5x8 10x12               | 210.00<br>254.00 | 43<br>43                   |
| 9½ 240                  | Synchro-Compur EX/2<br>#3 Acme Full-Sync | 6½x8½ 11x14             | 254.00<br>275.00 | 49<br>49                   |
| 10¾ 270                 | #4 Acme Full-Sync                        | 7x9 12x16               | 309.00           | 56                         |
| 12 300                  | #4 Acme Full-Sync                        | 8x10 14x17              | 330.00           | 61                         |

†Available in barrel on special order at Compur or Acme shutter price according to focal lengths listed.

## SHUTTER DATA

### ACME—Shutter Speeds:

- #3 1 sec. to 1/200 plus T + B, Press Focus
- #4 1 sec. to 1/100 plus T + B, Press Focus
- #5 1 sec. to 1/50 plus T + B

### SYNCHRO-COMPUR—Shutter Speeds:

- MX/00 1 sec. to 1/500 plus B
- MX/0 1 sec. to 1/500 plus B w/Time Stop
- MX/1 1 sec. to 1/400 plus T + B + Selftimer, Press Focus
- EX/2 1 sec. to 1/200 plus T + B

## GOERZ WIDE-ANGLE GOLDEN DAGOR F:8 100°

| Focal Length<br>Inch mm | Type of Mounting                          | Film Size<br>F:8 F:32 | List Price         | Lens<br>Outside<br>dia. mm |
|-------------------------|-------------------------------------------|-----------------------|--------------------|----------------------------|
| 3¾ 92                   | Synchro-Compur MX/00                      | 3¼x4¼ 5x7             | \$196.00*          | 33                         |
| 4¾ 111                  | Synchro-Compur MX/1<br>#3 Acme Full-Sync. | 4x5 6½x8½             | 235.00*<br>255.00* | 51<br>51                   |
| 6½ 165                  | Synchro-Compur MX/1<br>#3 Acme Full-Sync  | 5½x7½ 10x12           | 275.00<br>295.00   | 51<br>51                   |

## GOERZ RECTAGON F:6

The Most Efficient Wide-Angle Lens of Military Precision  
for 4x5 Graphic, Linhof, etc. 90° at F:6

| Focal Length<br>Inch mm | Type of Mounting                         | Film Size | List Price           |
|-------------------------|------------------------------------------|-----------|----------------------|
| 3 75                    | Synchro-Compur MX/1<br>#3 Acme Full-Sync | 4x5       | \$198.00*<br>219.00* |

\*Plus Federal Excise Tax

## GOERZ ENLARGING LENSES TRICOLOR F:4.5

| Focal Length<br>Inch mm | Type of Mounting               | Film Size | List Price |
|-------------------------|--------------------------------|-----------|------------|
| 5 127                   | Barrel Mt., Clickstops to F:32 | 4x5       | \$195.00   |
| 7 178                   | Barrel Mt., Clickstops to F:32 | 5x7       | 290.00     |
| 10 255                  | Barrel Mt., Clickstops to F:32 | 8x10      | 385.00     |

## DAGOR F:6.8

| Focal Length<br>Inch mm | Type of Mounting        | Film Size<br>F:6.8 F:45 | List Price       |
|-------------------------|-------------------------|-------------------------|------------------|
| 1½ 40                   | Barrel Mt. Iris to F:45 | 1x1½" 1¼x2¼"            | Price on Request |
| 2¾ 60                   | Barrel Mt. Iris to F:45 | 1½x2½" 2½x3¾"           | Request          |

## GOERZ HYPERGON F:22 OR F:32 FIXED STOP

A special lens for mapping, plotting and rectifying  
equipment, for military and industrial applications.

| Focal Length | List Price       |
|--------------|------------------|
| 127 mm       |                  |
| 135 mm       | Price on Request |
| 168 mm       |                  |

Coverage 90°. Special sizes to order.

## LENSCAPS

Slip-on type, black grain leather, velvet-lined

For GOERZ "GOLDEN" DAGOR

| Focal Length | List Price |
|--------------|------------|
| 1½" to 6"    | \$1.75     |
| 8¼" to 12"   | 3.25       |
| 14" to 19"   | 5.00       |

For GOERZ W. A. DAGOR and 3" RECTAGON

All sizes, metal screw-in type. \$4.00

## REPAIR SERVICE

We test lenses of our manufacture at a charge of \$10.00 net. Due to the fact that some spare parts, glasses, and tools are no longer available, only lenses with numbers from 755300 up can be repaired by us. Quotations on repolishing and other repairs or services will only be given after inspection of the lens at our factory. Minor adjustments are free of charge. Lenses cleaned when tested.