



PHOTOGRAPH BY H. A. BRODINE

# GOERZ

## To Our Friends



OWING to the uncertain conditions now existing throughout the import business, we have decided to postpone the publication of a large catalog until a later date. However, for the convenience and information of our friends, we have listed in this booklet all such goods and accessories as we are able to furnish in reasonable quantities.

Should you fail to find just the item for your requirements be sure to write us; we may be able to serve you promptly. Our New York factory is well equipped, and we may be able to attend to your special needs along optical, scientific and photographic lines.

We call your careful attention to the prices in this booklet. All previous prices appearing in our descriptive matter are hereby cancelled and withdrawn. Present prices are subject to change without notice and may be advanced at any time due to conditions beyond our control. Compound shutters will be supplied as long as our stock lasts, after which we will furnish Acme shutters unless otherwise specified.

Wherever possible we suggest that *Goerz Goods* be purchased through a regular dealer in photographic goods, thereby saving time and transportation charges.

Our Correspondence Department is always at your service for technical or other information. By writing us you incur no obligation whatsoever. We are glad to help you to the best of our ability.

**C. P. GOERZ AMERICAN OPTICAL COMPANY**

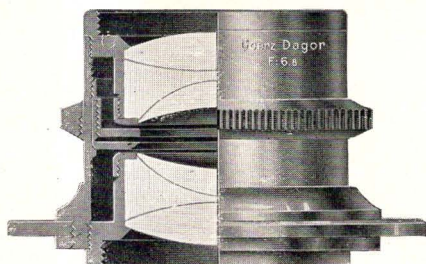
*Office and Factory*

317 EAST THIRTY-FOURTH STREET  
NEW YORK CITY

*October 1, 1916*

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C. P. Goerz American Optical Co.



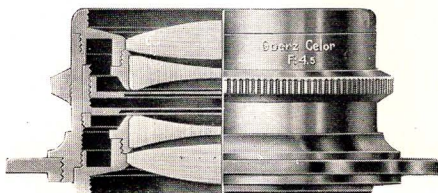


## Goerz Dagor F:6.8-F:7.7

**N**O LENS of any make is better and more favorably known than the famous *Goerz Dagor*. In every country, under every imaginable condition used by amateurs and professionals alike, this lens has absolutely made good. It is a symmetrical anastigmat made up of two cemented combinations. At full aperture it covers very sharply the plate for which it is listed; when stopped down it covers a much larger plate and cuts an angle of 90 degrees. This makes the *Dagor* a most perfect wide angle lens for buildings, interiors, etc. The single combinations may be used with medium stops for securing large images of distant objects. The *Dagor* with Compound, Acme or any standard shutter may be fitted to any camera with adjustable bellows extension. The *Goerz Dagor* is the dependable lens for the amateur, commercial photographer, lecturer, traveler and scientist. Compound shutters can be furnished only as long as our present stock lasts.

### PRICES OF DAGOR LENSES

Number	Equivalent Focus Inches	Relative Opening	SIZE OF PLATE SHARPLY COVERED AT			In Barrel Iris Dia-phragm	With Acme Shutter	With Compound Shutter
			Full Opening Inches	F:32 Inches	F:64 Inches			
000	2 3/8	F:6.8	2 3/8 x 2 3/8	2 3/4 x 2 1/2	At F: 64 a DAGOR lens will cover a plate with a diagonal of about twice the focal length of the lens.	\$34.00	\$48.00	\$48.00
000a	3	F:6.8	2 3/4 x 2 3/4	3 1/4 x 4 1/4		35.00	49.00	49.00
00	3 1/2	F:6.8	3x3	4x5		36.00	50.50	50.50
0	4 3/4	F:6.8	3 1/4 x 4 1/4	5x7		37.00	51.50	51.50
0a	5	F:6.8	3 1/4 x 4 1/4	5x8		37.00	51.50	51.50
1	6	F:6.8	4x5	6 1/2 x 8 1/2		45.00	60.00	60.00
1a	6 1/2	F:6.8	3 1/4 x 5 1/2	6 1/2 x 8 1/2		45.00	60.00	60.00
2	7	F:6.8	5x7	8x10		51.00	67.00	67.00
3	8 1/4	F:6.8	5x8	10x12		62.00	78.00	78.00
4	9 1/2	F:6.8	6 1/2 x 8 1/2	11x14		75.00	93.00	.....
5	10 3/4	F:6.8	7x9	12x16		91.00	109.00	.....
6	12	F:6.8	8x10	16x18		107.00	127.00	.....
8	19	F:7.7	12x15	22x25		219.00	.....	.....
10	30	F:7.7	18x22	30x36		539.00	.....	.....
11	35	F:7.7	22x25	34x44		1,070.00	.....	.....



## Goerz Celor F: 4.5-F: 5.5

IN THIS lens we offer a double anastigmat of symmetrical construction, each combination of which is made up of two thin glasses separated by an air space, thereby allowing the maximum amount of light to pass. The *Goerz Celor* has long held an enviable reputation as being an exceptionally fine portrait, group and general utility lens. It is pre-eminently designed to obtain results under the most adverse conditions of light. For this reason we specially recommend it for the highest speed work in conjunction with all types of reflecting mirror cameras. Likewise its great speed has made it an ideal lens for the home portraitist. Many of the foremost photographers of the country now use *Goerz Celor* lenses in producing the work for which their name is famous. With a small stop the single combinations having nearly twice the focal length of the complete lens may be used as a very satisfactory long focus lens. Compound shutters can be furnished only as long as our present stock lasts.

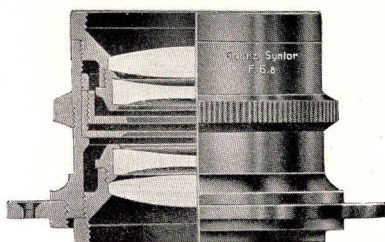
### PRICES OF CELOR LENSES

Number	Equivalent Focus Inches	Relative Opening	SIZE OF PLATE COVERED SHARPLY AT		In Barrel Iris Diaphragm	With Acme Shutter	With Compound Shutter
			Full Opening Inches	F:16 Inches			
000	2½	F:4.5	1½x2½	2x2½	\$34.00	\$48.50	\$48.50
000a	3	F:4.5	2x3	2½x3½	36.00	50.50	50.50
00	3½	F:4.8	2½x3½	3x4	38.00	52.50	52.50
0	4¼	F:4.8	3¼x4¼	4x5	40.00	56.00	56.00
0a	5	F:4.8	3¼x4¼	4x5	40.00	56.00	56.00
1	6	F:4.8	4x5	5x7	47.00	63.00	63.00
2	7	F:4.8	5x7	6x8	54.00	72.00	.....
3	8½	F:5	5x8	6½x8½	67.00	87.00	.....
4	9½	F:5	6½x8½	7x9	90.00	.....	.....
7	14	F:5.5	10x12	12x15	163.00	.....	.....
7a	16½	F:5.5	11x14	13x17	208.00	.....	.....
8	19	F:5.5	12x15	16x18	245.00	.....	.....

NOTE.—We still have a few GOERZ DOGMAR Lenses in the following sizes:

4	9½	F:4.5	5x8	6½x8½	\$105.00	*....	*....
5	10¼	F:4.5	6½x8½	7x9	136.00	*....	*....
6	12	F:5.5	8x10	9x11	127.00	*....	*....
0	5	F:6.3	3¼x4¼	3½x4½	33.00	47.50	47.50
2	7	F:6.3	5x7	5x8	50.00	66.00	66.00
3	8¼	F:6.3	5x8	6x8	61.00	77.00	77.00

\*DOGMAR F: 4.5 Lenses Nos. 4, 5 and 6 can only be supplied in largest size REGNO Shutters.



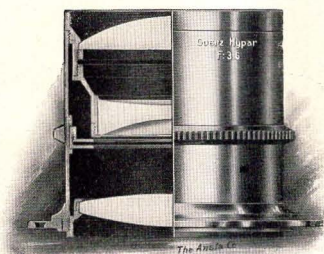
## Goerz Syntor F:6.8

FOR those who do not care to invest heavily in a high-grade lens we offer the *Goerz Syntor F:6.8*. It is a true anastigmat, perfectly corrected for spherical, chromatic and anastigmatic aberrations. It cuts the plate for which it is listed sharply to the corners. Each combination may be used singly as a valuable landscape lens of about double the focal length of the complete objective. The *Goerz Syntor* is an ideal high grade anastigmat equipment for Ansco's, Kodaks, Rexos, Senecas and other hand Cameras. Its reasonable price is due to simplified construction. Over the same size plate and in comparison to other lenses of similar price, the *Goerz Syntor* easily shows its superiority in critical definition, covering power and efficiency. When used with the plate for which it is regularly listed this lens will meet every requirement of the photographer who cannot afford the higher priced anastigmats, but still must have the best obtainable results. The *Goerz Syntor* represents true *Goerz Quality* throughout and it is well worth the critical consideration of both amateur and professional photographers. Compound shutters can be furnished only as long as our present stock lasts.

### PRICES OF SYNTOR LENSES

Number	Equivalent Focus Inches	Relative Opening	SIZE OF PLATE COVERED SHARPLY AT		In Barrel Iris Diaphragm	With Acme Shutter	With Compound Shutter
			Full Opening Inches	F:16 Inches			
000a	3	F:6.8	2¼x2¾	2½x3½	\$22.00	\$36.00	\$36.00
0	4¾	F:6.8	3¼x4¼	4x5	23.00	37.50	37.00
0a	5	F:6.8	3¼x4¼	4x5	23.00	37.50	37.00
1	6	F:6.8	4x5	5x7	27.00	42.00	42.00
1a	6½	F:6.8	4x5	5x7	27.00	42.00	42.00
2	7	F:6.8	5x7	6x8	32.00	48.00	48.00
3	8¼	F:6.8	5x8	6½x8½	45.00	61.00	61.00
4	9½	F:6.8	6½x8½	7x9	54.00	72.00	.....
6	12	F:6.8	8x10	10x12	72.00	92.00	.....





## Goerz Portrait Hypar F:3.5-F:4.5

THIS lens is our answer to a definite demand from the profession for a Goerz anastigmat intended exclusively for portraiture and working at the widest possible aperture. The Goerz Portrait Hypar is an unsymmetrical anastigmat consisting of three single elements—one negative and two positive—and the loss of light through absorption is reduced by this type of construction to an extreme minimum. In this lens there is freedom from internal reflections, permitting portraits to be taken against the light, if so desired.

### PRICES OF PORTRAIT HYPAR LENSES

Number	Equivalent Focus Inches	Relative Opening	SIZE OF PLATE SHARPLY COVERED AT		In Barrel Iris Diaphragm
			Full Opening Inches		
6	12	F:3.5	5x7	(Cabinet) (C.D.V.)	\$199.00
7	14	F:3.5	5x7	(Cabinet) (C.D.V.)	272.00
7a	16½	F:4.5	6½x8½	(Boudoir)	218.00
8	19	F:4.5	7x9½	(Imperial)	290.00
9	24	F:4.5	10x12	.....	544.00

NOTE.—We have listed long focus lenses for the various sizes of plates on account of better perspective for portrait work. Any of the lenses listed will cover the next larger size plate satisfactorily.

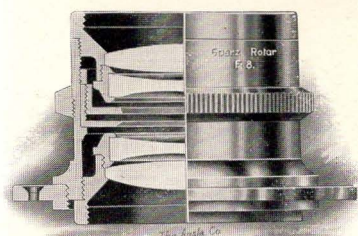
## Goerz Kino Hypar F:3.5

THE well-known and widely used Goerz Kino Hypar lens has met all the exacting requirements of both studio and field motion-picture photography. Its optical construction has been recalculated to afford the most microscopic definition over the standard motion-picture size. The Goerz Kino Hypar lenses are free from flare and coma, scientifically tested, adjusted and fitted to iris diaphragm barrels. All motion-picture cameras now on the market can be fitted with Goerz Kino Hypar lenses.

### PRICES OF KINO HYPAR LENSES

Equivalent Focus Inches	Relative Opening	SIZE OF PLATE SHARPLY COVERED AT		In Barrel Iris Diaphragm	In Ango Focusing Mount	In Micrometer Mount Model A
		Full Opening Millimeters	F:16 Millimeters			
1½	F:3.5	20x24	22x28	\$29.00	\$34.00	\$44.00
2	F:3.5	21.5x27.5	25x32	29.00	34.00	44.00
2½	F:3.5	22x28	27.5x35	31.00	36.00	46.00
3	F:3.5	24x30	35x45	35.00	42.00	50.00

IMPORTANT.—Our special motion-picture booklet describing our Round Closing Vignetting Devices, Micrometer Mounts and other GOERZ motion-picture specialties will be gladly sent upon application.



## Goerz Gotar F:8

**SPECIAL NOTE.**—This new lens was originally placed by us on the market under the name of ROTAR, but owing to the discovery of a similarity between this name and that of a product manufactured by another optical company, and to avoid any confusion, we have decided to rename this lens GOTAR, under which name it will hereafter be sold.

**I**N THE new *Goerz Gotar*, it has been our aim to produce a lens of moderate speed which would be suitable for a great variety of photographic requirements. This lens is intended to meet the demand wherever crisp definition over the entire plate is of first consideration and high speed is of secondary importance. The *Goerz Gotar* is highly recommended for copying, enlarging, general commercial work and *photo engraving*. The process photographer who cannot afford a variety of process lenses will find the *Goerz Gotar* a lens admirably adapted to his all-around requirements. The commercial photographer will find in the new *Goerz Gotar* an efficient lens for copying, enlarging and other professional work where snap and brilliancy are essential. The lens system consists of two symmetrical uncemented combinations. It is free from spherical and chromatic aberration and has a flat field over the size plate for which it is listed.

### PRICES OF GOTAR LENSES

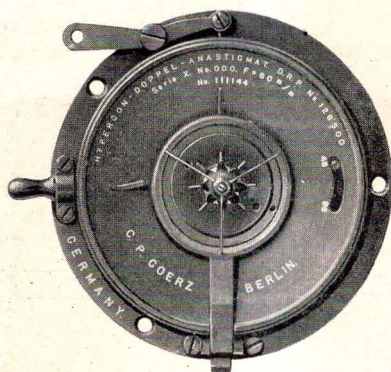
Number	Equivalent Focus, Inches	Size of Plate Covered at F:8	NORMAL SIZE OF PLATE FOR COPYING		Barrel with Iris Diaphragm	Barrel with Waterhouse Stops
			Full Size F:16	Reduced One-half Size F:16		
6	12	8x10	11x14	10x12	\$75.00	\$80.00
7	14	10x12	14x17	11x14	95.00	100.00
7a	16½	11x14	16x20	14x17	120.00	130.00
8	19	12x16	20x24	16x20	150.00	160.00

**NOTE.**—Specify which style barrel is wanted. For copying and process work we recommend the Waterhouse barrel, which we furnish with round aperture slides of the following F: values: 8, 11-16, 22-32, 45-64.

### PRICES OF GOERZ PRISMS AND LIQUID FILTER CELLS FOR GOTAR F:8

Number	Diameter of Glass Aperture	Prism Complete with Mounting	Suitable for Gotar No.	Liquid Filter Cells	Liquid Filter Cells Complete
3	2¾	Out of Stock Temporarily	6	2	\$68.00
4	2¾		7	3	97.00
4a	3¼		7a	3	97.00
5	3¾		8	4	135.00





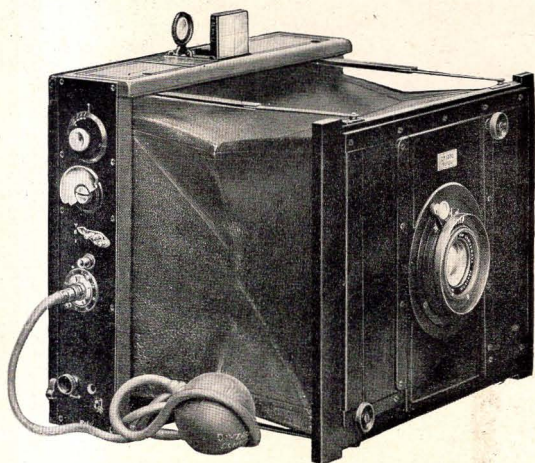
## Goerz Hypergon F:22-F:31

**T**HIS lens has for several years held a unique place among wide angle lenses on account of its incomparable covering power. It is a symmetrical double anastigmat, consisting of two very thin hemispherical single glasses. Astigmatism, spherical aberration and curvature of field are completely corrected and the definition is sharp to the very edges of the plate. The chromatic aberration is not corrected but is eliminated after focusing by the use of the smaller diaphragm stop, F:31. The symmetrical design of the *Goerz Hypergon* insures complete freedom from distortion of straight lines. The diminution of light towards the margin of the image, unavoidable in a lens cutting such an extraordinary angle, is corrected by an ingenious device in the form of a star diaphragm, which is rotated in front of the lens by means of a bulb and tube attachment during a part of the exposure. The *Goerz Hypergon* is a special lens for wide-angle interiors, landscapes, architectural and panoramic pictures, and it should not be purchased with the idea that it can be used as a lens for general photography. It cannot be fitted to between-the-lens shutters.

### PRICES OF HYPERGON LENSES

Number	Equivalent Focus Inches	Hole in Lens Board Inches	Diameter of Flange Inches	Plate Covered Sharply at F:31	In Barrel
000	2 $\frac{3}{8}$	2 $\frac{7}{16}$	3	5x7	\$43.00
00	3 $\frac{1}{2}$	3 $\frac{9}{16}$	4 $\frac{1}{4}$	10x12	52.00
1	6	4 $\frac{1}{8}$	5	16x20	72.00
2a	7 $\frac{7}{8}$	7	7 $\frac{3}{4}$	24x28	91.00
Goerz Hypergon Bulb and Tube .....					1.00



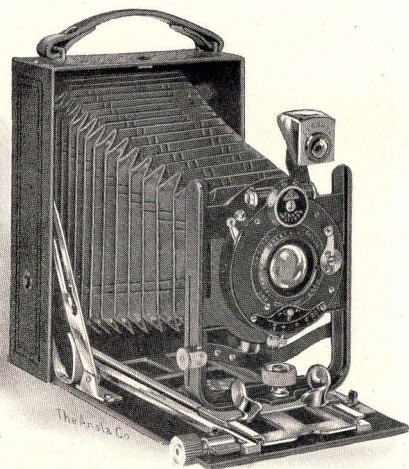


## Goerz Folding Ango

IN THIS camera we have produced an elegant small hand camera of a distinctive type of construction, which places it in a class by itself as a photographic outfit for the tourist, sportsman, specialist in high-speed photography, newspaper photographer and advanced amateur. In competent hands it has the same range of usefulness as the highest type of reflecting mirror camera, although it is less than half as bulky as the latter. The shutter gives the widest possible range of exposures from 1/10th of a second to 1/1000th of a second. By using the bulb and tube attachment supplied with all Goerz Ango Cameras, slow automatic exposures of one-half second to five seconds can be obtained. The lens is mounted in a focusing mount which may be set for any distance from six feet to infinity. The front is adjustable, vertically and horizontally; and when extended, the camera is as rigid as a solid box. One double plate holder is supplied with each camera.

### PRICES OF ANGO FOLDING CAMERAS

Size	Focus of Lens Inches	Bellows Extension	Dimensions Camera Closed	With Dagor	With Celor	With Syntor
3¼x4¼ 4x5	4¾ 6	Fixed Extension Focusing is done with Ango focusing mount engraved with a scale of distances.	2¾x5½x6½	\$91.00	\$93.00	\$78.00
3¼x5½	6½		2¾x6½x7¼	100.00	102.00	82.00
5x7	7		2¾x6½x8½	106.00	108.00	88.00
			3x7¼x9½	116.00	118.00	96.00
Accessories			3¼x4¼	4x5	3¼x5½	5x7
Plate Holders.....			\$4.50	\$4.50	\$5.00	\$5.75
Carrying Case.....			6.50	7.50	8.50	9.50
Increased Extension Back for 5x7 plates with 4x5, and for 6½x8½ plates with 5x7 Ango. Plate holders 6½x8½, \$6.75.....			....	17.50	....	23.50
Base Plates.....			4.00	4.00	4.00	5.50
Ango Bulb and Tube.....			.75	.75	.75	.75



## Goerz Manufoc and Taro Tenax

FOR the man who desires a complete Goerz outfit—camera and lens—at a moderate price, there is no better equipment to be had than the *Goerz Taro Tenax*. The box is of aluminum, pressed in one piece and covered with fine grained leather. The front rests upon a strong "U" shaped standard, and is adjustable by means of a simple and unique device, both vertically and horizontally. The bed has a double extension, permitting one-

half combination of the lens to be used, as well as the complete anastigmat. The camera has a black leather bellows, a brilliant view finder and is equipped with the well-known Compound Shutter. Three single metal holders are supplied with each camera. The *Goerz Tenastigmat* lens, used especially for this camera, is a true anastigmat of somewhat similar construction to the Celor, but working at a maximum speed of F:6.8. It cuts the plate sharply to the corners and gives excellent detail. We have a few ( $3\frac{1}{4} \times 5\frac{1}{2}$  only) Manufoc Tenax cameras with Dagor and Syntor lenses left in stock. Full description sent upon request.

### PRICES OF MANUFOC AND TARO TENAX CAMERAS

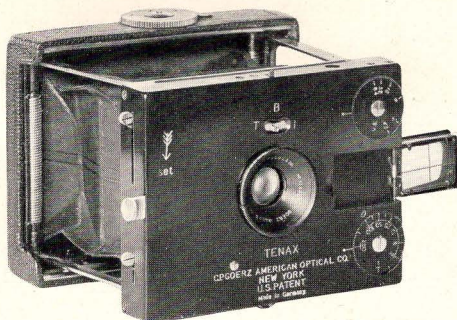
Size	Focus of Lens Inches	Dimensions Camera Closed	Bellows Extension, Ins.	With Tenastigmat	With Dagor	With Celor	With Syntor
Taro $3\frac{1}{4} \times 4\frac{1}{4}$	4 $\frac{3}{4}$	$1\frac{3}{4} \times 4 \times 5\frac{3}{4}$	10	\$50.00	\$68.00	\$72.00	.....
Taro $3\frac{1}{4} \times 5\frac{1}{2}$	6 $\frac{1}{2}$	$1\frac{3}{4} \times 5 \times 7\frac{1}{2}$	12	64.00	84.00	.....	.....
Manufoc $3\frac{1}{4} \times 5\frac{1}{2}$	6 $\frac{1}{2}$	$1\frac{3}{4} \times 5 \times 7\frac{1}{2}$	12 $\frac{1}{2}$	.....	89.00	.....	\$71.00

### PRICES OF MANUFOC AND TARO TENAX ACCESSORIES

Accessories	Taro $3\frac{1}{4} \times 4\frac{1}{4}$	Taro $3\frac{1}{4} \times 5\frac{1}{2}$	Manufoc $3\frac{1}{4} \times 5\frac{1}{2}$
Single Plate Holders.....	\$1.50	\$1.75	\$1.75
Film Pack Adapter.....	3.00	4.50	4.50
Carrying Case for Camera and Six Holders...	4.50	5.50	5.50



# Goerz Vest & Coat Pocket Tenax Cameras



IN refinement of construction and nicety of adjustments, the *Goerz Vest Pocket Tenax* resembles a high-grade watch—it is

perfection in small compass. Equipped with either a *Goerz Dagor* or *Goerz Syntor* lens, Compound Shutter with maximum speed of  $1/250$ th of a second, direct view finder, ground glass back for focusing, tripod socket, front and back finished in highly enameled black metal, black leather bellows, all exposed parts of the mechanism heavily nickered, other parts covered with fine grained leather, camera opened automatically upon pressing a small button, front held firmly in place by metal stays,—truly, this little instrument is a photographic marvel. Three single plateholders are included with camera.

The *Goerz Coat Pocket Tenax* is a larger edition of the *Vest Pocket Tenax* and differs from it only in size. Three double plateholders included with camera.

## PRICES OF VEST POCKET TENAX CAMERAS

Size	Focus of Lens Inches	Dimensions Camera Closed	Bellows Extension	With Dagor	With Syntor
$1\frac{3}{4} \times 2\frac{5}{16}$ ( $1\frac{5}{8} \times 2\frac{1}{2}$ ) Film Pack	3	$3\frac{1}{4} \times 2\frac{3}{4} \times 3\frac{1}{2}$	Focusing is done by a milled head on top of the camera body engraved with a scale of distances from 3 yards upward.	\$75.00	\$57.00

## PRICES OF COAT POCKET TENAX CAMERAS

Size	Focus of Lens Inches	Dimensions Camera Closed	Bellows Extension	With Dagor	With Syntor
$2\frac{1}{2} \times 3\frac{1}{2}$ ( $2\frac{1}{4} \times 3\frac{3}{4}$ ) Film Pack	$3\frac{1}{2}$	$1\frac{1}{8} \times 3\frac{3}{4} \times 5\frac{1}{2}$	Fixed Extension. Same adjustment as Vest Pocket Tenax.	\$91.00	\$77.00

Accessories Vest Pocket Tenax	Price	Accessories Coat Pocket Tenax	Price
Film Pack Adapter with supplementary lens. ....	\$3.75	Film Pack Adapter. ....	\$3.00
Extra Single Plateholders. ....	1.00	Extra Double Plateholder. ....	3.00
Set of three supplementary lenses for focusing at $1\frac{1}{2}$ , 3 and 6 feet	4.50	Developing Tank for 6 plates..	3.75
Sole-leather Carrying Case. ....	4.00		
Developing Tank for 12 plates...	3.75		
Daylight Enlarger, $3\frac{1}{4} \times 5\frac{1}{2}$ only.	9.00		
Daylight Enlarger, giving three sizes up to $5 \times 7$ .....	14.50		

### NOTE:

Our stock of V. P. and C. P. Tenax film pack adapters and plateholders is temporarily exhausted.



## Goerz Stereo Pocket Tenax

**I**N stereoscopic photography, it is desirable to secure minutely sharp definition, both in the foreground and background, with the lens wide open or nearly so. This is only possible with lenses of short focal length. The *Goerz Stereo Pocket Tenax* meets the most exacting requirements in this fascinating branch of photography. This camera takes plates  $1\frac{3}{4} \times 4\frac{3}{16}$  inches or  $45 \times 107$  m/m. Its front springs into position upon pressing two buttons and is held firmly in place by steel struts. Focusing is provided by a dial marked with a scale of distances from  $1\frac{1}{2}$  yards upward. The camera has an improved direct view finder and Compound Shutter giving a wide range of speeds up to  $1/250$ th of a second. Stereo photography has made great strides in popular favor during the last few years. The *Goerz Stereo Tenax* is the most compact equipment for stereo photography now on the market and it has materially assisted in making this form of photography appreciated and understood by amateurs. The *Goerz Stereo Pocket Tenax* takes double plate holders, three of which, in a leather purse case, are furnished with the camera.

### PRICES OF STEREO POCKET TENAX CAMERAS

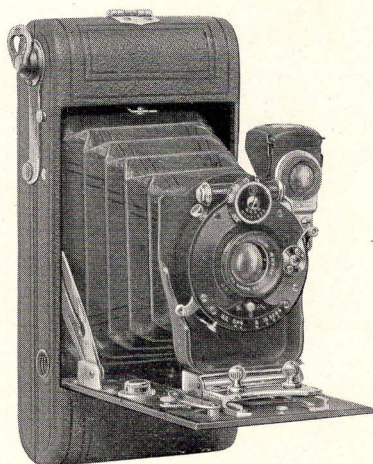
Size	Focus of Lens Inches	Dimensions Camera Closed	Bellows Extension	With Dagor	With Syntor
$1\frac{3}{4} \times 4\frac{3}{16}$ ( $45 \times 107$ mm.)	$2\frac{3}{8}$	$1\frac{3}{8} \times 2\frac{3}{4} \times 5\frac{1}{2}$	Fixed Extension. Same adjustment as Vest-Pocket Tenax.	\$135.00	\$110.00

### PRICES OF STEREO POCKET TENAX ACCESSORIES

Accessories Stereo Pocket Tenax	Price
Leather Carrying Case for camera and three holders.....	\$4.50
Washing Box with Drying Rack.....	1.00
Daylight Enlarger giving three sizes up to $5 \times 7$ .....	14.50



# AMERICAN ROLL FILM CAMERA EQUIPMENTS

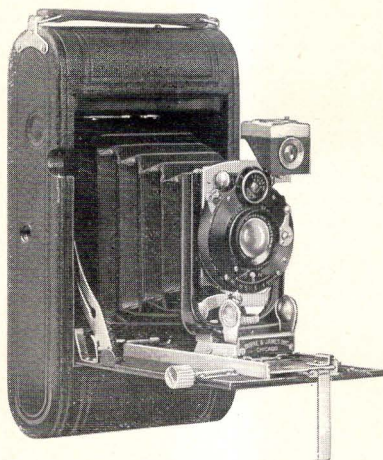


## Vest Pocket Speedex with Goerz Lenses

THIS little instrument, American made throughout, is beautifully finished and covered with genuine morocco leather. It is designed to meet the critical requirements of the advanced amateur who understands and appreciates the niceties of accurate adjustment, efficiency, speed, compactness and strength. When drawn out, the front locks at infinity; closer focusing up to four feet is done by an accurate focusing lever. Supplied with brilliant collapsible finder, two tripod sockets and made to take standard  $2\frac{1}{4} \times 3\frac{1}{4}$  roll film, obtainable from dealers in all parts of the civilized world—this little outfit is the camera many have been waiting to buy. We equip these Vest Pocket Speedex Cameras at our New York factory with our *Goerz Dagor*, *Goerz Celor* and *Goerz Syntor Lenses* in Compound or Acme Shutters. These instruments constitute the highest type of modern photographic efficiency.

## PRICES OF VEST POCKET SPEEDEX WITH GOERZ LENS EQUIPMENT

[illegible]



## Rexo Specials with Goerz Lenses

THESE cameras are manufactured by a leading American camera manufacturer, and embody several distinct improvements in construction. Rexo Special Cameras have rack and pinion for focusing; new Rexo masking finder which confines the view to those objects which will be included in the picture when making exposures vertically or horizontally; new concealed spool chambers which have no spool centers liable to pull out; and new film aligning back which holds the entire length of exposed film in the exact focal plane without curl or buckle, insuring sharpness over every properly focused picture. Rexo Special Cameras are made of the best materials throughout, are handsomely finished and covered with genuine morocco leather. We equip Rexo Specials at our New York factory with our well-known *Goerz Dagor* and *Goerz Syntor Lenses* and Compound Shutters. These outfits merit the critical inspection of amateurs and professionals alike. For those who wish to obtain a thoroughly efficient roll film camera with a *Goerz Lens* already fitted to it, we believe that the Rexo Specials will meet every requirement satisfactorily.

### PRICES OF REXO SPECIALS WITH GOERZ LENS EQUIPMENT

Size	Focus of Lens Inches	Dimensions Camera Closed	Bellows Extension	With Dagor	With Syntor
2½x4¼	4¾	17¼x37⅝x8¼	5¼	\$60.00	\$50.00
3¼x4¼	4¾	17⅝x43¼x8¾	5¾	63.00	52.00
3¼x5½	6½	17⅝x43¼x9½	7½	72.00	58.00



# SUNDRIES

## Goerz Ray Screens

THESE screens are made of polished colored glass and will give good results when used with orthochromatic plates. We supply them in three densities: light, medium and dark, requiring about 5, 10 and 15 times the usual exposure, respectively. We can fit our Ray Screens to lenses of other makes upon special order.

### PRICES OF RAY SCREENS

	Single Screens Each
Dagor 00, 0, 1, 2.....	\$1.00
“ 3, 4.....	1.50
“ 5, 6.....	2.00
“ 7, 7a.....	3.00
“ 8.....	4.50
Syntor 0, 1, 2.....	1.00
“ 3, 4.....	1.50
“ 6.....	2.00
Celor 00, 0.....	1.00
“ 1, 2.....	1.50
“ 3.....	2.00
“ 4, 5, 6.....	3.00
“ 7.....	3.50
“ 7a.....	4.50

### PRICES OF BRASS FLANGES

For Dagor 0, 1, 2...\$0.50	For Dagor 4, 5, 6...\$1.00	For Dagor 8.....\$1.50
“ Syntor 0, 1..... .50	“ Syntor 4, 6.... 1.00	“ Celor 7..... 1.50
“ Celor 0..... .50	“ Celor 2, 3.... 1.00	“ Celor 8..... 2.00
For Dagor 3.....\$0.75	For Dagor 7, 7a...\$1.25	For Dagor 9.....\$1.75
“ Syntor 3..... .75	“ Celor 4, 5, 6... 1.25	“ Celor 7a..... 1.75
“ Celor 1..... .75	.....	“ Dagor 10, 11... 2.00

### PRICES OF LEATHER CAPS

For Dagor 0, 1, 1a	For Syntor 0, 1, 1a	.....	\$0.40 each
“ “ 2, 3	“ “ 2, 3	For Celor 0, 1	.45 “
“ “ 4, 5	“ “ 4	“ “ 2	.55 “
“ “ 6, 7, 7a	“ “ 6	“ “ 3, 4, 5, 6	.60 “
“ “ 8	.....	“ “ 7	.80 “
.....	.....	“ “ 7a, 8	1.00 “

NOTE.—Give number, size and type of lens when ordering any of the above sundries, to avoid delay in filling your order. Whenever possible, send lens to have Ray Screen accurately fitted at our factory.



ENLARGED FROM V.P. TENAX NEGATIVE, MADE BY CURTIS REDFERN

W. SCHILLER & CO.  
6 South Broadway  
St. Louis, Mo.