

GOERZ
CATALOG



MB

LENSES
CAMERAS
BINOCULARS

1914

GOERZ CATALOG

MB

C. P. Goerz American Optical Company

OFFICE AND FACTORY

317 EAST 34TH STREET, NEW YORK, N. Y.

Sole Representatives for the
United States of America

of the

Optische Anstalt C. P. Goerz, A. G.

BERLIN—FRIEDENAU

BRANCH OFFICES

London Paris Vienna St. Petersburg

BRANCH FACTORIES

Riga Pressburg Winterstein

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Beginning with February 1, 1914, the prices as given in this catalog are subject to a reduction of 10% except those of Binoculars and Telescopes

To Our Friends

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RECENT years have witnessed a steady increase in the popularity of Goerz Lenses and Cameras. The vast numbers of anastigmat lenses, amounting to nearly 350,000, sent out from the C. P. Goerz factories during the last twenty-six years, have gone into all parts of the world, giving splendid service under every condition of temperature and weather. Many of the lenses manufactured in our earlier years are still in use—a fact which speaks volumes for the careful selection of optical glass, which is such an important factor in maintaining the reputation of our goods.

Goerz Lenses are in no sense in the experimental stage. On the contrary, they embody the vast knowledge acquired through years of study and experiment by a large staff of mathematicians, scientists and technical engineers; and they are manufactured in factories fully equipped with all the necessary scientific instruments and the best of modern machinery. The cameras and photographic accessories made by us also embody the most advanced ideas in their construction. Our aim has been to avoid all unnecessary and complicated parts, without in any way encroaching on the utility of the apparatus; and as they are furnished only with Goerz Lenses, they are constructed with a view of utilizing to the utmost the remarkable efficiency of our anastigmats.

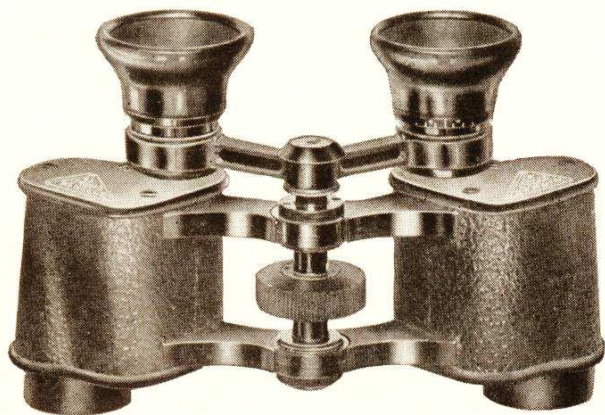
In the twenty-six years since the founding of the C. P. Goerz Optical Works, the researches of our scientific staff have embraced many fields besides photography, and as a result we now manufacture a large number of scientific instruments.

In addition to photographic goods we list in this catalog our well-known prism binoculars. These are of interest to many enthusiasts in the photographic art; with their aid the amateur photographer can discover many picturesque bits of landscape which would otherwise escape observation, and he can enjoy to the utmost the pictorial possibilities of any point of view, whether or not he is able to inscribe all of his impressions on the photographic plate.

We would also mention here the important departments in the C. P. Goerz factories for the manufacture of military and scientific instruments; not that they are of any special interest to the photographer, but because it is a proof of the high quality of our goods that in almost every army and navy, including those of the United States of America, there is in use a large and increasing number of instruments for the most precise observations and measurements, bearing the name "Goerz."



Goerz Binoculars



THE NEO

OVER fifteen years ago we began to make use of the Porro Prism system in field-glass construction. Such glasses have a vastly larger field of vision than the old Galilean type, and their exact mechanical and optical construction affords absolute freedom from eye strain. We have repeatedly improved the design and workmanship of our glasses, and feel confident that the latest models, listed below, embody all the desirable features of a high-grade prism binocular.

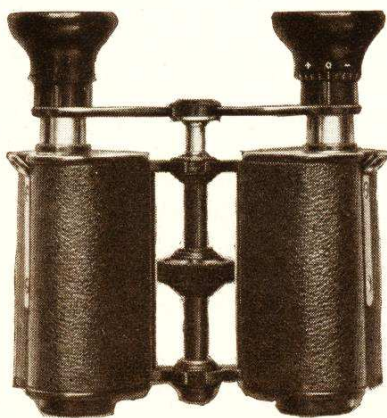
They have a central focusing screw, and one of the eye pieces can be separately adjusted to compensate for any difference in the eyes of the user. The

connecting arms are cast in one piece with the barrels, thus giving a maximum of strength and durability, and they are hinged to permit adjustment of the barrels to the pupillary distance of the eyes.

Our glasses are dust and moisture proof, and elegantly finished, and should not be classed with the many inferior prism glasses now on the market.

The NEO is an excellent glass for general use, combining great luminosity with compactness of design. It is made in three different magnifications, and we recommend it to tourists and sportsmen as a perfect glass for day use.

Magnification	Price with Case and Strap	Weight	Height	Width	Diameter of Objectives	Field at 1000 Yards
6 X	\$46.00	12 oz.	3½ inches	5½ inches	21 mm.	122 yds.
8 X	50.00	17 "	4¼ "	5¾ "	24 mm.	112 "
12 X	68.00	17 "	4¾ "	5¾ "	24 mm.	73½ "



THE PAGOR

THE PAGOR is the lightest and most compact prism glass for general use and we especially recommend it when compactness is the prime requisite. Its illumination is quite sufficient under good conditions of light, and the glass, on account of its small size, is a very desirable one for ladies. It is also used as a day glass by mountain climbers, campers, etc., who are obliged to reduce their kit to the smallest possible weight and bulk. It embodies all the features of construction introduced in the manufacture of our larger field-glasses and is unexcelled in optical qualities by any glass of its size or price. It is made in three sizes, and has objectives 15 mm. in diameter.

Magnification	Price with Case and Strap	Weight	Height	Field at 1000 Yds.
6 X	\$40.00	9 oz.	3½ inches	116 yds
8 X	43.00	9½ "	3¼ "	87 "
10 X	46.00	10 "	3½ "	70 "



THE HELINOX

THE HELINOX is designed both for day and night use. In order to obtain sufficient illumination in the dim light of early morning or the dusk of evening, the diameter of the object glasses must be increased, and this necessitates increasing the size of the prisms and mechanical parts as well.

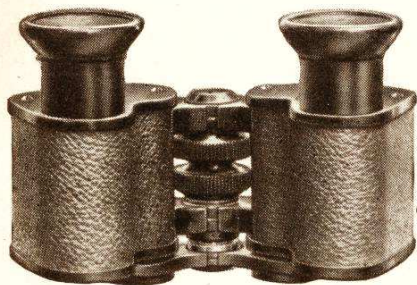
In the HELINOX we have increased the size of the lenses to a maximum without unduly enlarging the body of the glass; and we believe we have in this model the best possible glass for hunters, yachtsmen, amateur astronomers, etc.—in short, for all who require a glass serviceable by day or night and under all conditions of weather.

The HELINOX is furnished in 6 and 8 magnifications, and in a slightly modified form, known as the PERNOX, with 10 magnifications.

Magnification	Price with Case and Strap	Weight	Height	Width	Diameter Objectives	Field at Distance of 1000 Yards
6 X	\$58.00	26 oz.	4½ inches	6½ inches	30mm.	147 yds.
8 X	68.00	31 "	6¼ "	6½ "	38mm.	110 yds.
10 X Pernox	76.00	32 "	7¼ "	5½ "	48mm.	70 yds.

Prism glasses should not be taken apart by persons unfamiliar with their construction, and when in need of readjustment they should be sent to the manufacturer, who alone has the precise instruments for accurately adjusting the various parts of the binocular.

A Prism Glass for the Theatre



THE FAGO

THE large field of vision, obtainable only with prism glasses, has led us to embody this construction also in our Theatre Binocular FAGO, 3½ power. Notwithstanding its wider field, this is much smaller than the usual opera glass, and gives a clear, brilliant view of the stage. It is made in two different styles, one being finished entirely in black enamel and the other covered with genuine lizard skin of a light brown color, with heavily gold-plated metal parts.

Magnification	Finish	Size	Weight	Price
3½ X	Black Enamel	2½ x 3½	7 oz.	\$40.00
3½ X	Gold Plate	2½ x 3½	7 oz.	46.00

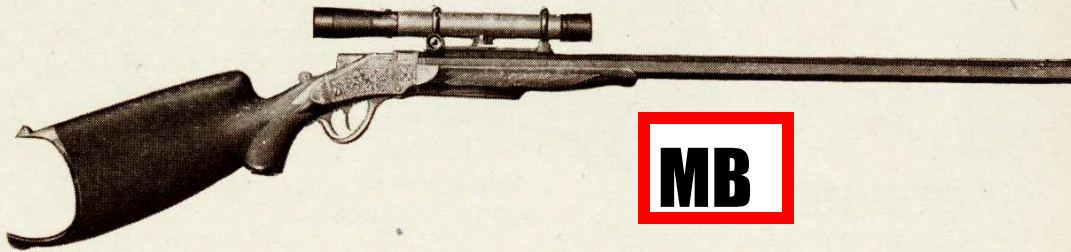
Price includes an elegant collapsible case of morocco or lizard skin, to match the glass. Special handle to hold glass, lorgnette style, black finish, \$3.50, gold finish, \$4.50.

Goerz Monoculars

Our prismatic field glasses are also made in monocular form for those who have the use of one eye only or those who do not wish to pay the higher price of binoculars.

The optical quality of our Trieder and Pernox Monoculars is the same as that of our Neo and Helinox Binoculars respectively, and although the design differs somewhat, they are of the same mechanical perfection.

Trieder Monoculars: 6 power, Price, \$20.00	Pernox Monoculars: 6 power, Price, \$27.50
8 " " 23.00	10 " " 34.50
12 " " 27.00	



Goerz Telescopic Gunsight "Certar"

OPTICAL gunsights are being used more and more by hunters and target shooters, as they increase considerably the accuracy of aiming.

The older style of sights, however, suffer from serious defects, inasmuch as the field of view and the luminosity are quite insufficient, making the use of the sight in the early morning dawn or at dusk impossible.

Our telescopic sights excel others through the very large field and the remarkable luminosity, features that will enable the hunter in search of game to locate his prey without difficulty and to discern the animal from out of the protective surroundings, even under unfavorable light conditions.

Adjustment for elevation is provided in the telescope proper, but windage adjustment, if wanted, has to be provided for in the mountings.

Magnification	Price	Field of View for 100 Feet Distance	Effective Opening of Objective	Relief	Length	Weight
Certar, 2 $\frac{3}{4}$ x.....	\$36.50	17 feet	$\frac{7}{8}$ inch	2 $\frac{3}{8}$ inch	11 $\frac{3}{8}$ inch	11 $\frac{3}{8}$ oz.
Certar, 4 $\frac{1}{2}$ x.....	40.00	10 feet	1 $\frac{3}{16}$ inch	3 $\frac{1}{8}$ inch	12 $\frac{3}{8}$ inch	14 oz.

Mountings

It is manifestly impossible to furnish from stock mountings for fastening these telescopes to the many models of guns in use, and we recommend that the designing and making of such mountings be entrusted to some local gunsmith, who will readily be able to execute the attachments according to the individual preference.

We furnish, therefore, in general, our telescopic sights in plain tubes without mountings.

For standard target guns with octagonal barrel we have designed a set of suitable mountings and can furnish same if desired.

Price of these mountings, fitted to sight, \$10.00.

Cost of fitting to gun extra, according to labor involved.

Terms

PRICES—The prices in this catalog are strictly net and subject to change without notice.

DELIVERY—All goods are delivered F. O. B. New York. They are carefully inspected and packed, and we are not responsible for breakage or loss after delivery to forwarders. If shipping instructions are not given by customer, we will use our discretion.

BUY FROM DEALERS—To save time and forwarding expenses we recommend the purchase of our goods from regular dealers. If for any reason a dealer cannot supply our goods, *send us his name and your order*, which will be taken care of to your satisfaction. In case you order direct from us,

PAYMENT must be sent with order. We will accept checks on New York, postal money orders, express money orders, currency and stamps. Personal checks must be certified by the bank on which they are drawn, otherwise shipment will be delayed until such checks are collected. All remittances are to be made payable to the "C. P. GOERZ AMERICAN OPTICAL COMPANY." If payment is not enclosed with order, we will ship goods against C. O. D. and charges.

When goods are to be sent by parcel post add a sufficient amount for postage, and if you want us to cover the insurance for your account you will have to add the premium. Overpayments will be returned promptly. The premium for

INSURANCE of parcel post shipments (covering loss, whole or partial, from fire, theft or from any cause whatsoever, including breakage while in transit) is

3 cents on a value up to \$10.00	15 cents on a value up to \$75.00
5 cents on a value up to 25.00	20 cents on a value up to 100.00
10 cents on a value up to 50.00	

(Cheaper than postal insurance, which amounts to 10 cents in each case and is limited to a value of \$50.00.)

GOODS ON TRIAL—We are willing to send most of our regularly listed goods on a *ten days' free trial* to places in the United States of America. Arrangements for free trial should be made through a dealer in photographic or optical goods. To persons unknown to us we do not send goods on trial, unless order is accompanied by full payment. If goods are returned in first-class condition within ten days, such payment will be refunded promptly. Transportation charges *both ways* are to be paid by customer.

Where special fitting is required, as on telephoto lenses, camera extensions, irregular shutter and lens combinations, a net charge of \$3.00 will be made, if for any reason such goods are returned to us.

Cable Address: Goerz—New York. *Codes:* Western Union and A B C, 5th Edition.

PLEASE ADDRESS ALL BUSINESS COMMUNICATIONS TO THE COMPANY