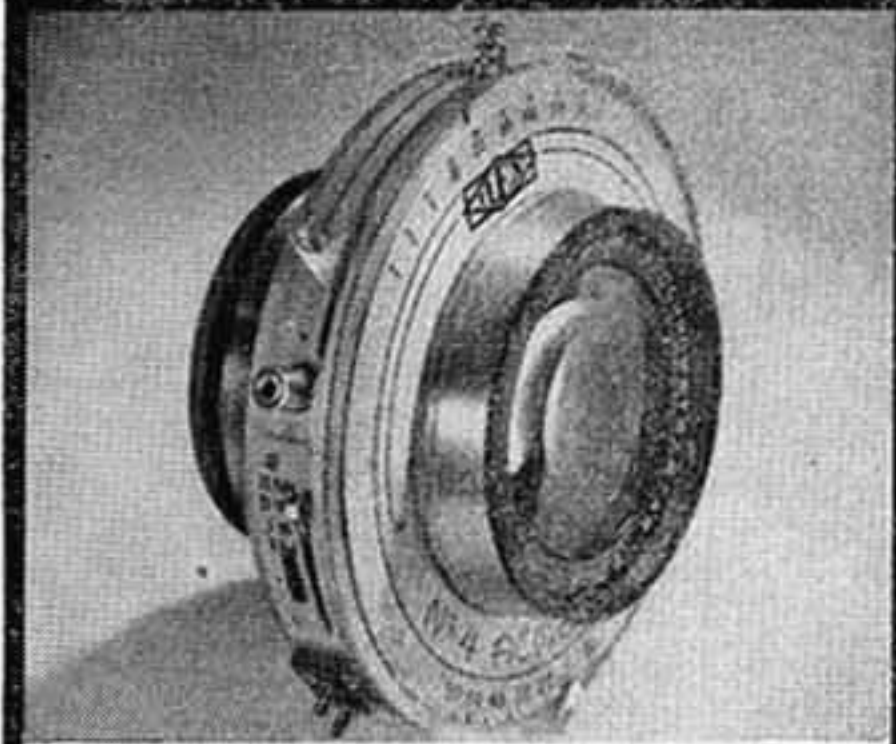


THE ARTAR STORY



IN WHICH OF THESE FIELDS ARE YOU INTERESTED?

Catalog Illustrations, Architectural Photography, Fashion Photography, Colored Labels for Packaging Industries, Industrial Photography, Color Separation, Photo Copying, Fabric Pattern Printing, Templates, Copying of Designs, etc.

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

When to Consider an ARTAR Lens

The ARTAR is a "slow" lens (F:9—F:11). 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 so-called "faster" lenses. The GOERZ "RED-DOT" ARTAR has all the attributes of quality which are incorporated in the slower lens of finer correction.

Modern film emulsions are very fast. Modern lighting units are very efficient. Most pictures are taken "stopped down," therefore now is the time to acquire the good "slow" lens.

The ARTAR is an Outstanding Apochromat

This 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 most outstanding color transparencies are made by GOERZ "RED-DOT" ARTARS. The ARTAR also 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.

Why "RED-DOT"

The ARTAR is of a familiar and time-proven design. However modern glass technology has made it possible to improve this design and to achieve highest consistency of quality by employing especially selected, top quality grades of optical glasses. You cannot "pick" a "good" ARTAR lens—all ARTARS are "hand-picked" photo lenses. This improved lens we called the "RED-DOT," to distinguish it from the familiar ARTAR lens in barrel which is now available in a variety of shutters. For example, a 16½" in a #4 Acme Full Synchro sells for \$307.00. A 10¾" Artar in Synchro Compur EX/2 sells for \$198.00, or a 6" Artar in barrel (for color separation with enlargers) sells for \$120.50.

The Focal Length

Lenses of long focal length are important prerequisites for many jobs which call for better perspective. On the other hand most lenses of long focal length vary extremely in quality as the focal length increases. "RED-DOT" ARTAR lenses are superb at 6" or 24" or even 47½", or any of the many in-between sizes.

High Resolution

The resolution of the "RED-DOT" 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 shutters.

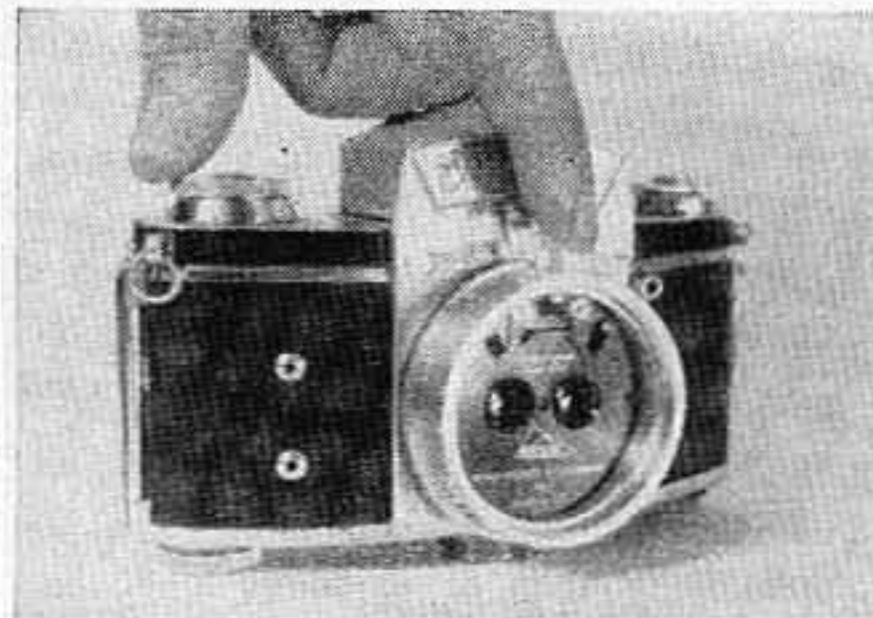
Canadian Distributor: W. E. BOOTH LTD.
12 Mercer Street, Toronto, Canada



C. P. GOERZ AMERICAN
OPTICAL COMPANY
INWOOD 96, L. I., N. Y.

NEW KIN-DAR HYPO-STEREO ATTACHMENT FOR CLOSEUPS

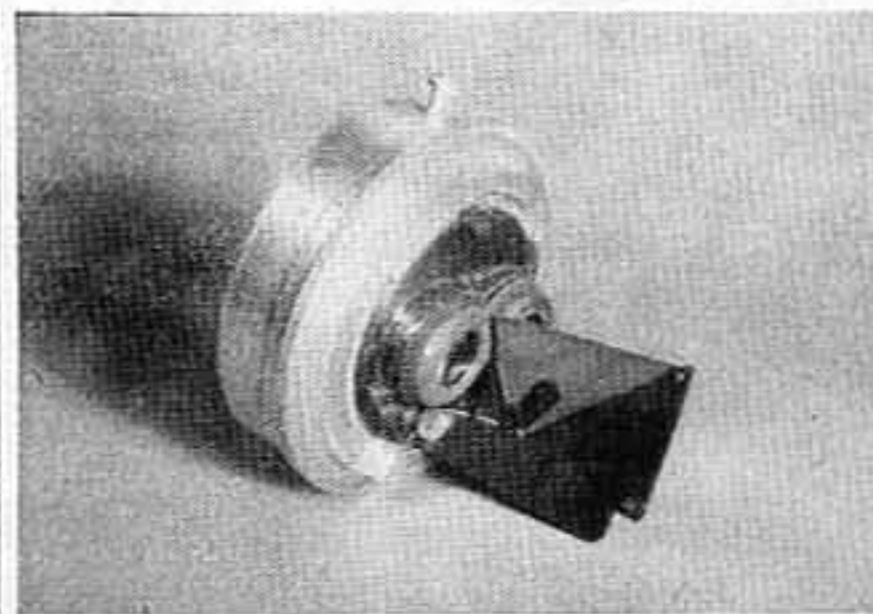
Plenty of articles have been written about making closeup stereo pictures with cameras not specifically designed for closeup 3D. Here's a lens attachment, however, that's tailored especially for closeups, portraits, flowers, insects, medical or dental work. In fact the attachment was specifically designed to work properly at camera to subject distances of 9 inches or less. The Kin-Dar Hypo-Stereo Attachment (\$179.50) will fit in place of the lens on any Exakta V or VX 35mm camera body. Make sure your camera has a lens flange with outside bayonet fittings (late models). This is needed to hold the attachment in place. Old style flanges will be replaced at nominal cost either by the Exakta Co. or by Speedlight Center. It consists of two 35mm f/3.5



Here's the Kin-Dar Hypo-Stereo attachment on the Exakta. The press button resets the automatic diaphragm to maximum opening after exposure.

Steinheil Cassar lenses mounted approximately 15mm apart. A septum (see picture) divides the camera interior into two sections, keeping the images from overlapping. You must install and remove the Kin-Dar Attachment with the Exakta mirror up. The septum contains an automatic diaphragm device which automatically closes down the two lenses to any predetermined stop when the shutter release on the camera is pressed. The camera mirror itself, as it sweeps upwards, controls the automatic diaphragm.

The Kin-Dar attachment does not have any focusing device. Its normal working distance, without supplementary lenses, is



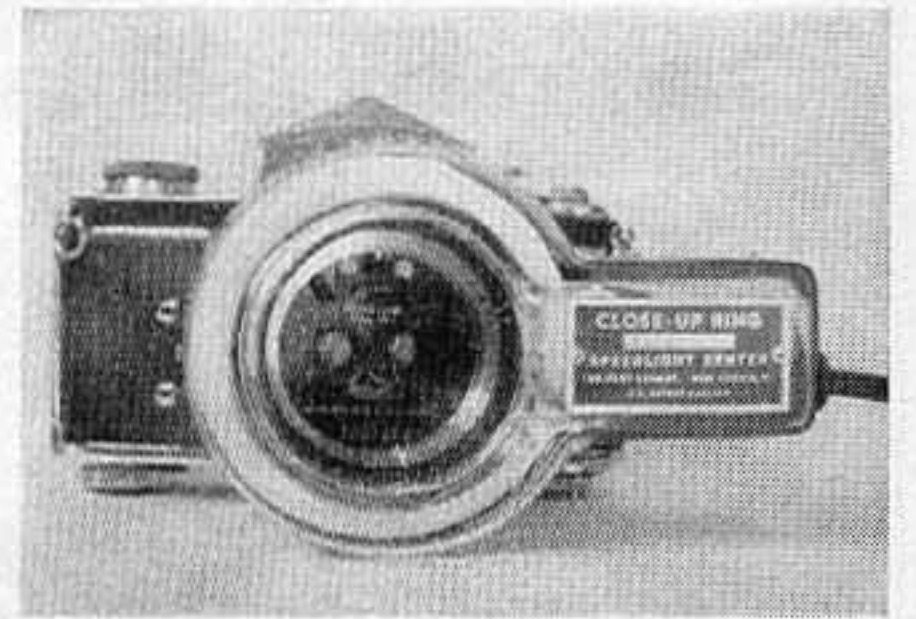
Septum which divides the interior of Exakta camera keeps image from overlapping, also contains the trigger mechanism for automatic diaphragm.

about 9 inches with a field size of approximately 3¾ x 5 inches. With one 300mm accessory achromatic supplementary lens (supplied by Kin-Dar at \$22.50 apiece), the working distance is about 5½ inches and the field about 2½ x 2¾ inches. With two supplementary lenses, working distance is cut down to about 4 inches with a field size of 1½ x 2 inches; with three supplementary lenses, the distance is 3⅝ inches and the field about 1¼ x 1⅝ inches. The supplementary lenses have male and female threads and attach directly to the Hypo-Stereo device and to each other.

In taking the stereo pictures with the attachment you can use either the Penta Prism or the waist level finder for framing and focusing. A celluloid ground glass mask which comes with the device masks off one of the two images. The mask has a center cross to help center and frame your subject.

The stereo pairs when returned from the processor occupy a single 35mm 24 x 36mm frame. You can view these as is with a Leitz Stereo Viewing Unit. However, there's also a special Speedlight Center stereo mount if you want to use a regular 3D viewer or projector. However, you'll have to cut the stereo pairs apart to use the Speedlight Center ultra close-up mount. Inexpensive cardboard mounts are supplied by the Armme Co. These are best used for hand-viewing only.

Pictures made with and without the achromatic supplementary lenses were technically excellent. With a Speedlight Center



For lighting, you can attach a Speedlight Center Closeup Ring and Mighty Light electronic flash unit to the front of the Kin-Dar device.

Closeup Ring and Mighty Light electronic flash unit (see picture) extremely small aperture shots (to f/45) with an amazing amount of depth could be made.

One caution! For proper viewing and projection, do not include too much depth. Backgrounds and foregrounds should be fairly close to the main subject. The Kin-Dar Hypo-Stereo Attachment worked extremely well on a variety of subjects at different distances. Anyone really hep on stereo photography can find with it a new world of stereo right under his nose.

Speedlight Center is the exclusive distributor of both the stereo attachment and the mounts.—NORMAN ROTHSCHILD