## 

A selection of the world's greatest photographs by the editors of Popular Photography

THE DALL S





There are filters and filters and FILTERS, and anyone who has ever clicked a shutter knows that the RIGHT filter can perform miracles with pictures. And herein lies the confusion! How does an amateur determine the right filter?

Many filters are good, some are better . . . and some are best. Tiffen has spent many years in laboratory research to make their fine filter line even better. Out of this research and effort, a new filter line was born—achieving a new level of perfection. This Tiffen "baby" was called TIFFEN "HITRANS FILTERS.

DIFFERENT FROM ANY OTHER FILTERS—they embody a number of exclusive features that make them better and easier to use! For example, only Tiffen Hi-Trans Filters are bound in "COLORIM"\* THE RIM THAT SHOWS THE COLOR OF THE FILTER AT A GLANCE! This tempered Dural band protects against chipping, shock and breakage, and is actually colored the same as the filter.

MADE LIKE THE FINEST LENSES! Ground and polished to optical flatness and plano-parallelism. More than 1½ hours of final polishing goes into each filter-exceeding that of many lenses!

THERMO-BONDED! Not even a tug-o-war can separate it! Tiffen's exclusive filter thermobonding process is similar to the methods used by the world's leading lens makersfor permanence, rigidity, strength!

COLOR-TRUE! Only Thermo-bonding permits accurate, consistent color control. Carefully measured quantities of dye are suspended, in the laboratory, in Tiffen's bonding agent, thereby making "dye-lot" filters obsolete! Spectrophotometer tests assure correct color transmission.

T-COATED! Unlike many so-called "coatings," Tiffen Hi-Trans Filters are genuinely T-coated - a tough protective finish resulting in greater light transmission.

Available in the following series: # C, # 4, # 4.5, # 5.5, # 6, # 7, # 8 and # 9. GUARANTEED FOR LIFE!

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## HOTOGRAPH

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