

# SPL

"We believe the SPL is what we want for portraiture in our studio and intend to purchase a large size lens through our dealer."

"I find that the image surpasses the image obtained from any other soft focus lens, and believe that a battery of SPL's is an absolute necessity."

"You will be pleased to learn that I had nine prints hung in the London Salon this Fall, and led the crowd with more prints shown than anyone else. All SPL work."

"Not long ago I picked up a cell of a nine inch SPL which some one had dropped and chipped the edge slightly. I rigged up a barrel and with this makeshift outfit took a picture on an 8/10 film which was hung at the Kansas City Convention, P. A. of A."

"It has a quality, particularly in the highlights, that no other lens has. It will render a bit of sunlight on a bright object with a luminosity that is remarkable. The softness of the SPL is in no sense that of being out of focus, but a sort of roundness and stereoscopic effect that is most delightful, and if the proper focal length is used, it is possible to obtain a fine separation of planes, a most desirable thing for the pictorialist."

**T**HE light weight and great speed of the **STRUSS PICTORIAL LENS** render it particularly suitable for hand camera and Graflex work as well as for portraiture in the home or studio, but its chief recommendation lies in the peculiar quality of definition, differing from that given by any other soft-focus objective on the market. The drawing is soft yet firm, is perfectly under the worker's control and has a vibrating quality which is unsurpassed for the rendering of sunlight, mist, and for all portrait and landscape work.

The control, too, from the utmost softness to decided firmness, can be secured at full aperture—a marked advantage, since there is thus no loss of speed. It will be found that the greatest sharpness is obtained by racking the lens (after focusing) toward the plate until the principal object just begins to appear out of focus, the exposure being made with the lens and plate in this relative position.

Prices include barrel and one lens either standard or of any focal length desired. Separate lens elements of various focal lengths to be used interchangeably in the same barrel are fur-

In connection with the speed, it should be noted that the Struss lens, on account of the extreme thinness of the glass, is relatively faster, as compared with an anastigmat, than the aperture number would indicate, there being less absorption of light in the glass itself. This permits of photography in lights where another lens would be useless—when taking portraits of children, for example.

The SPL is standardized in the following focal lengths at the normal speed of F 5.5 which has been found amply fast for general use. The use of the different focal lengths need not be confined to the plates indicated, for the covering power is so great that a much shorter focal length than the standard can be used, this standard being more a matter of linear perspective than of covering power.

nished at the prices shown. The proper apertures for any special focal lengths that may be ordered will be engraved on the barrel without charge.

All sizes of SPL's can be furnished with built-in shutters at an additional price, as follows:

With Betax shutter, 2", \$13.50; 2½", \$16.00;

With Studio shutter, 3", \$18.00; 3½", \$20.00.

By unscrewing the locking ring from rear end of barrel the lens glass or element can be removed and another one of a different focal length can be instantly put in its place. When a shorter focal length than the standard is used the speed is of course greater and the definition softer. When lenses of the following focal lengths are used in the different barrels at full opening their speeds are as follows: In 2" barrel, 5" lens, F 3; 5½", F 3.2; 6", F 3.5; 6½", F 3.7; 7", F 4; 7½", F 4.3; 8", 4.6; 10", F 6; 12", F 7; 15", F 8.5.

In 2½" barrel, 7", F 3.2; 8", F 3.6; 9", F 4; 10½", F 4.7; 15", F 7; 16", F 7.3.

In 3" barrel, 9", F 3.3; 12", F 4; 18", F 7.

In 3½" barrel, 9", F 2.8; 12", F 3.5; 15", F 4.7; 21", F 6.6.

The lenses can be furnished in natural quartz, in any focal length, for the 2", 2½" and 3" barrels. Quartz is faster than the glass and the visual and chemical foci more nearly correspond, and all the SPL quality is retained. Users who do not care to take advantage of the control afforded by this variation of foci, and who always want the maximum

definition at full opening, without re-focusing, can obtain this also by the use of filters with orthochromatic or panchromatic plates, or a focussing filter will be furnished which when held to the eye eliminates the visual focus entirely. The price is \$5.00 for filter 3" square.

For use with Graflex and hand cameras the 2" and 2½" barrels are furnished with flange threads in center of barrel enabling it to be closed up in the camera without sacrificing any of the length of barrel. However, since in this type the lens glass is set inside the camera an inch or more behind the front board, it may be advisable, if the bellows extension is insufficient, to use a rear end barrel and remove it when closing the camera.

In choosing an SPL combination for any individual equipment, it is necessary to give the amount of draw and size of lens board so that a lens of ample focal length—so desirable in pictorial work—may be combined with a barrel of sufficient diameter to avoid sacrifice of speed. (Barrels can often be fitted to lens boards that are slightly smaller than the flange sizes indicated).

It is impossible to describe in words the peculiarly delightful definition given by the SPL—a definition that has made the objective popular not only with amateurs and pictorialists but also with the more artistically minded among the professionals. Doing away with retouching makes a special appeal to these.

Lenses will be sent on 10 days trial on a very liberal basis.

# SPECIAL FILTER CELLS TO SCREW INTO REAR OF BARREL AND WW FILTERS MOUNTED TO FIT SAME, AND ACCESSORIES.

Focal Length	Plate	Diameter of Barrel	Face of Flange	Price Complete	Separate Lens Element	Complete in Quartz	Separate Lens Element in Quartz
9"	4x5	2"	2¾"	\$32.00	\$5.50	\$37.50	\$11.00
12"	5x7	2½"	3¼"	37.50	8.00	45.50	16.00
15"	6½x8½	3"	4"	43.00	11.00	53.50	21.50
18"	8x10	3½"	4⅝"	53.50	13.50		

## STRUSS PICTORIAL LENS

M't'd. by Fred'k W. Keasbey, Morristown, N. J.

DUNN "The Lens Man" Sole Distributor, 22 East 30th Street, New York