

DIN-753



## Spencer Port-land Lens

Put up in a handsome black lacquered mounting with iris diaphragm and adapted to Graflex, Reflex and other cameras having front boards of sufficient size.

No.	Size of Plate covered at full aperture, Inches	Diameter, Inches	Equivalent Focus, Inches	Speed	Diameter Flange, Inches	Net Price
2	4 x 5	1 1/2	6	F-4.5	2 3/4	\$20.00
4	6 1/2 x 8 1/2	2	9	F-4.5	3 1/4	25.00
6	8 x 10	2	11 1/2	F-5.6	3 1/4	25.00
8	11 x 14	2 3/4	15	F-5.6	4 1/4	50.00
10	14 x 17	3 1/4	18	F-5.6	5 1/4	75.00

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## THE SPENCER SOFT-FOCUS LENS

— FOR —

## PICTORIALISTS

FOR SALE BY  
NORTHERN PHOTO SUPPLY  
COMPANY

MINNEAPOLIS - - - MINN.

SPENCER LENS COMPANY  
BUFFALO, N. Y.

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ARTHUR HAMMOND      PORTRAIT      BOSTON, MASS.



ARTHUR HAMMOND      SUNLIGHT  
(AMERQUAN BRIDGE)      BOSTON, MASS.



## Spencer "Port-land" Lens F-4.5

(Soft Focus)

### Portraiture—Landscape

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THE "Pictorial Photography" of today is rapidly taking its place as a fine art. Art critics the world over are recognizing the fact that the photographic artist can express his ideals and have as much personality in his pictures as a painter. In order to realize these ideals, it is often necessary for the photographer to defy tradition and make his negatives more or less soft or diffused, instead of hard and wiry, sharp. The artist of the brush has had to learn what to put in, the photographer what to leave out of his pictures. To accomplish this, it is necessary to have the aid of a lens of very special and peculiar qualities, one that is capable of giving a sharp or soft picture at will, one that holds the aerial perspective or atmosphere and also gives the roundness to his subjects that is so necessary in serious picture making.

The Spencer Port-land Lens fulfills these requirements and more. It has a peculiar property of rendering sunlight, and brightly lighted objects with a wonderful luminous quality. No matter how diffused a picture you make, it never loses the form of the subject. It is easily possible to mass foliage

beautifully and have it remain foliage, never becoming a smudge that might be anything.

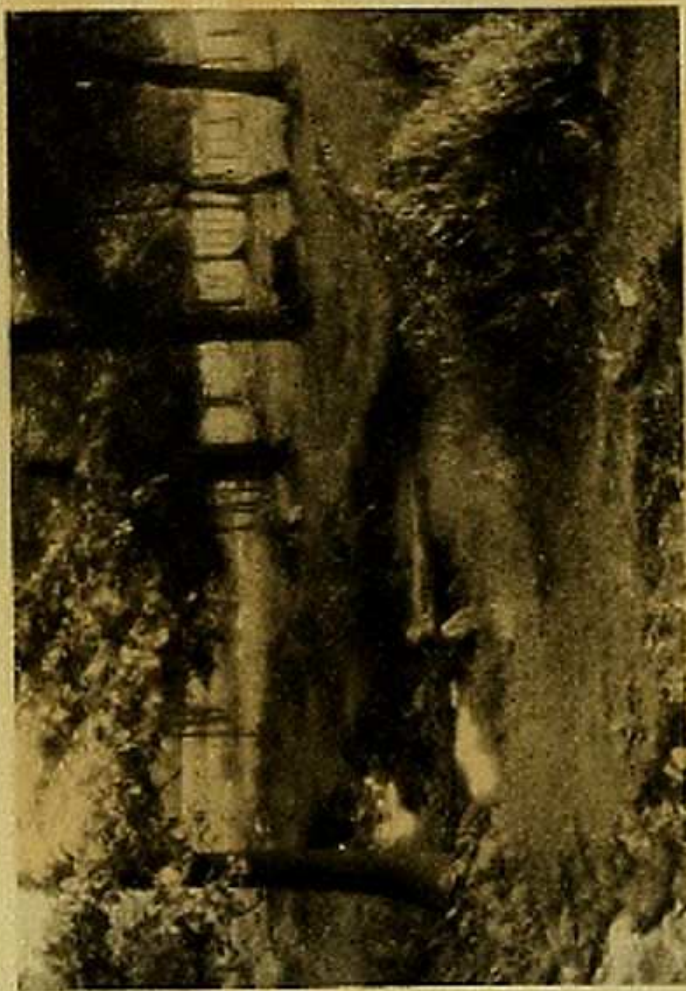
It is not an "all around" lens to do everything fairly well but a special lens to do a special work better than any other. It is not an anastigmat which can be thrown out of focus to give an artificial or mechanical softness, yet it possesses the good qualities of the anastigmat; extreme speed—flat field—rectilinearity. It is more than an anastigmat, for instead of that painful sharp definition, the Port-land suppresses over-abundant detail and mass of shadows and gives that softness, roundness, ideal atmospheric rendition which is neither sharp nor fuzzy, and which has been so eagerly sought for in serious picture making.

### Spencer Port-land Lens

- It gives any degree of diffusion from very soft to sharp.
- It does not lose form of subject when diffused.
- It holds the aerial perspective and atmosphere.
- It gives the luminous quality of sunlight.
- It gives as brilliant a picture against the light as with it.
- It has even illumination all over the plate.
- It is adapted to both portrait and landscape work.

It makes the pictures tell exactly the story you want them to tell and no other.





ARTHUR H. GLASTER

LANDSCAPE

CRANFORD, N. J.



W. H. PORTERFIELD

AFTER THE SAIL

BUFFALO, N. Y.