

PLASTICCA F:4

Special Portrait Lens for
Modern Art Photography
for the production of soft portraits

OPTISCHE ANSTALT
OSCAR ZWIERZINA
DRESDEN-BLASEWITZ

PLASTICCA 1:4



PLASTICCA-LENS
for AMATEUR PHOTOGRAPHERS



PLASTICCA F:4

New soft-focus lens, achromatic, free from spherical aberration, absolutely free from focus difference.

Just as the painter handles his brushes with taste and insight, the modern professional photographer has to retouch his pictures with the utmost care, which, in consequence of the keen definition, too often impress the eye unfavourably, especially in the case of large portraits. Every modern professional photographer remembers the time when it was necessary to cover the whole negative with retouching. Nowadays a way of retouching has come into fashion, which requires the photographer to have a refined feeling for and comprehension of form and expression; but it is exceedingly difficult to give utterance to this sentiment; as most portrait-lenses give too much definition, the portraits become too hard and the features are rendered much too sharp.

To soften these optical disadvantages by means of retouching in such a way that the natural expression and the resemblance of the "personality" is not injured, is but seldom possible. The expression of your customer "The portrait is all right, but the expression is a little strange", will be well-known to you.

In the better-class studios much time is spent in evading these defects, by applying special methods of printing, such as carbon, bromoil and other processes, so as to give to the portraits a certain expression of natural softness and warmth. But all these processes take up much time and trouble, are difficult to execute and so costly as to appeal only to a very small part of the public. And even these costly pictures want the warm softness, which is so closely connected with nature and which our eye loves to see.

We have, however, found the key to new methods in Modern Art Photography, and in order to enable every photographer to make use of these methods, we have constructed a new Art-Portrait-Lens of a large aperture, obviating all disadvantages connected with other sorts of lenses and opening new and wide perspectives for any photographer.

Our Plasticca-lens is destined to give the portrait a pleasing softness together with natural plasticity, in consequence of which the personality of the subject speaks to you. The resemblance of portraits taken with the Plasticca-lens is striking, as any interference (retouching etc.) is absolutely superfluous, owing to the optical properties of this lens. Therefore the Plasticca-lens is of great value for the modern professional photographer. Within a very short time the lens

pays for itself.

The very high wages which must be paid nowadays to assistants etc. make retouching an expensive matter. Operating with a Plasticca-lens means:
less work, fewer assistants and more profit.

For the Amateur-photographer too this new lens shows many advantages, and we are sure, it will be greeted by him with immense joy; for now he will be able to make natural, beautiful portraits of particular softness without trouble and without difficult retouching.

Another advantage is that the Plasticca lens renders special painted backgrounds quite superfluous, for any background melts away in harmonious softness, which fits in with the character of the portrait. Therefore it is a matter of indifference, whether the model is taken in a room with pictures as a background, or in the garden or anywhere! In any case the result is an artistic photograph resembling a picture, out of which the personality of the model speaks.

We will not trouble you by recording the numerous brilliant testimonials we have already received. You will no doubt be satisfied by reading the opinion of some of the best-known photographers in Holland.

We further want to draw the attention of photographers to the fact, that to obtain the finest results possible they should use orthochromatic plates.



TESTIMONIALS

Mr. OSCAR ZWIERZINA · DRESDEN-BLASEWITZ

Dear sir,

I am very glad to inform you that the Portrait-lens "PLASTICCA" supplied by you, is the best portrait-lens used by me up to now. For a long time past I have worked with several Soft Focus lenses, but none of them was so easy to work with as the Plasticca-lens 1:4. With the greatest certainty I obtained fine portraits of very pleasing softness.

You are fully entitled to make use of this letter.

Yours truly,

(w. s.) H. Berssenbrugge, the Hague.

Mr. OSCAR ZWIERZINA · DRESDEN-BLASEWITZ

Dear sir,

I am pleased to acknowledge herewith that I am exceedingly satisfied with the "PLASTICCA ART PORTRAIT OBJECTIVE" bought from you. It is a lens that I have found eminently fit for the production of portraits and photos of children: it has a large aperture, gives soft photos, and owing to its unique properties nice results are obtained with little trouble.

Yours truly,

(w. s.) E. Fuld, Amsterdam.

Mr. OSCAR ZWIERZINA · DRESDEN-BLASEWITZ

Dear sir,

I herewith have much pleasure in informing you that I am quite satisfied with the Plasticca-lens I bought from your firm some time ago.

In consequence of the splendid results I obtained with this objective it is really a delight to work with it. Especially the plasticity of the pictures and the softness of the negatives are striking properties.

As it is superfluous to use an artificial background I think this lens of special importance for the amateur photographer.

Yours truly,

(w. s.) W. van Voorst van Beest, Nijmegen.

Mr. OSCAR ZWIERZINA · DRESDEN-BLASEWITZ

Dear sir,

The manufacturers of the "PLASTICCA" lens appreciating that real superiority is achieved by concentrating on specific features, and avoiding the indefinite characteristics of most modern objectives, have produced a Portrait lens of such admirable qualities that, in my opinion, it is second to none on the Market.

The „PLASTICCA" lens reproduces flesh values with a pleasing softness, and is equally successful in the delicate rendering of materials such as silks, velvets etc. Results are almost stereoscopic in appearance and full of that "atmosphere" which is the aim of all true artists.

(w. s.) H. de Boer, art-critic, the Hague.

PRICES.

Focus	Size	Aperture
8 in.	$\frac{1}{4}$ plate and postcard	f:4
12 in.	$\frac{1}{2}$ plate	f:4
14 in.	$\frac{1}{2}$ plate	f:4
16 in.	$\frac{3}{4}$ plate	f:4
18 in.	$\frac{3}{4}$ plate	f:4
18 in.	$\frac{3}{4}$ plate	f:3.5
24 in.	10×12 in.	f:4

FOR AMATEURS

we recommend Plasticca f:4 12 in., which can be fitted on every $\frac{1}{2}$ plate-camera. The Plasticca f:4 8 in. fits on a stand-camera for $\frac{1}{4}$ plates.

In order to enable every amateur-photographer who is only in possession of a $\frac{1}{4}$ plate folding-camera with f:4.5 lens, to use the Plasticca-lens, we have put on the market the Plasticca f:4.5 6 in. The two lens-halves must be screwed in the shutter, instead of the ordinary lens. So it can easily be fitted to any folding camera.

The price of this lens is:

to be fitted in the shutter

with lens-ring (without shutter)

The Amateur Plasticca Objective can also be supplied for the sizes postcard and half-plate.

Prices on request.

