

Urbana, Illinois

April 16, 1913

Bausch & Lomb Optical Company

Rochester, New York

Gentlemen:

As Geologist and Botanist to the Crocker Land Polar Expedition, I am now completing my lists of necessary equipment and I have need of your latest catalogues of Laboratory apparatus and supplies, Biological equipment, cameras and camera accessories, and various other supplies. Will you please send such of your catalogues as will be of assistance in selecting, and oblige.

Yours truly

1103 West Springfield Avenue

Urbana, Illinois



WATERBURY

MASS.



# Bausch & Lomb Optical Co.

NEW YORK - WASHINGTON  
LONDON CABLE "OPSIOMETER"



CHICAGO - SAN FRANCISCO  
FRANKFORT  $\frac{1}{4}$  CABLE "PRISMA"

EXECUTIVE OFFICE AND WORKS ROCHESTER, N.Y. U.S.A.  
CABLE "BAUSCHLOMB"

ROCHESTER, N.Y. Apr. 18, 1913.

Mr. W. Elmer Ekblaw  
1103 West Springfield Ave.,  
Urbana, Ill.

Dear Sir:-

We have your letter of Apr. 16th and are very pleased to send you our complete photographic catalog. We should be very glad to offer our assistance in the selection of a proper optical outfit. Mr. H. G. Ponting, who made the pictures on Capt. Scott's Antarctic expedition used a set of Protar lenses which he valued very highly. The advantage of this type of lens is its convertibility, i.e., you can have three lenses or more which interchange in the same mounts. A very obvious advantage is that it saves multiplying shutters and lens flanges and front boards.

Under separate cover we are sending you a set of three prints which Mr. Ponting has made in India to illustrate the advantages of the VIIa Protar #8 which is the 5 x 7 lens. All of the pictures were made from the same view point. The only change made was to transpose the lens combinations. We are also referring your letter to our other departments so that they can send to you the required catalog matter and we assure you that it will be a pleasure to serve you at any time.

Yours very truly

BAUSCH & LOMB OPTICAL CO.

CFS/EMJ



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EXECUTIVE OFFICE AND WORKS ROCHESTER, N.Y. U.S.A.  
CABLE "BAUSCHLOMB"

ROCHESTER, N.Y. May 9, 1913.

Mr. W. Elmer Ekblau  
1103 W. Springfield Ave.,  
Urbana, Ill.

Dear Sir:-

Your postal of the 29th is at hand and we trust that the committee in charge of your camera equipment will permit us to offer our assistance in the proper selection of the optical equipment. The writer has been in New York in the meanwhile and has conferred with Mr. H. G. Ponting who was the official photographer on the Scott Antarctic Expedition. Mr. Ponting used our VIIa Protars in work on the Southern Ice Barrier and found the convertible features to be of tremendous advantage. For motion picture work he used our Ic Tessar F:3.5.

Awaiting your further commands and trusting that we may have an opportunity of serving you in the future, we are

Yours very truly

BAUSCH & LOMB OPTICAL CO.

CFS/EMJ



W. H. & J. B. Smith



W. H. & J. B. Smith



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NEW YORK - WASHINGTON  
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EXECUTIVE OFFICE AND WORKS ROCHESTER, N.Y. U.S.A.  
CABLE "BAUSCHLOMB"

ROCHESTER, N.Y.

Dear Sir:-

We are presuming that you received the copy of our complete photographic catalog, which was mailed at your request, and also that you noted the paragraph, "Lenses on Approval", on page 61. Possibly you did not grasp the full significance of this offer. Any dealer in photographic supplies will accommodate you to obtain a lens and shutter for you to try out. You are not asking a favor of the dealer; you are really doing him a favor by giving him a chance to make a sale. He will be perfectly willing to take back the lens if you are not satisfied as to its work.

You will readily appreciate the enormous advantages of being independent of weather conditions. Dark winter days, gray days without sun, the late afternoon lights--these are photographic impossibilities with ordinary lenses. The Tessar and the Protar have definition combined with speed, that kind of definition you do not see on the ordinary camera lenses--clean, sharp cut images clear up into the corners, and speed enough so that you can make snap shots under conditions where the other fellow fails.

Give us an opportunity of suggesting a proper outfit for your photographic needs. To do so intelligently there are several facts which we should know: the picture size, the bellows extension and the front board size. Just note these facts on the postal card and send it to us. We will select a proper lens and give you prices.

Send us the names of the principal dealers in your town and we will be pleased to send you our little reference book of lens information.

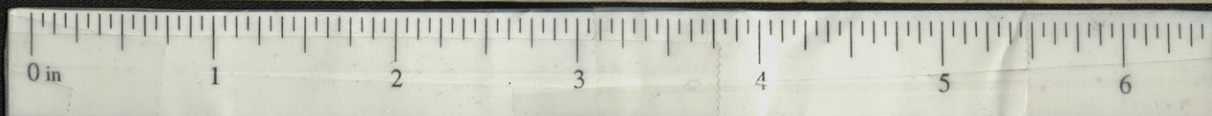
We await your commands and trust that we may have the pleasure of sending you a lens for trial through your dealer. It will be a pleasure to serve you in any way we can.

Yours very truly,

BAUSCH & LOMB OPTICAL CO.

OFS:EMJ  
L-146

P.S.-Branch offices in New York, Chicago, Washington and San Francisco are also at your service.



# Journal of the [illegible]



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Dear Sir,  
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