

SEYMOUR'S

Exakta News

1954 Series

Issue A



Multiscope Photograph by John Firth

Technical Data: Lens—135mm F4.5 in Multiscope mount. Taken at F8, 1/5 second, two #1 Floods.
Image Ratio on negative—1:0.6. Gevaert Finegrain Film.

Leather Focusing Hood



Since we introduced the genuine leather focusing hood a little over a year ago, it has become our fastest selling single item in the entire Exakta line. By totally shielding the groundglass from bright sunlight, it increases the brilliance of the image by about two full F stops. The hood is made in Germany by a manufacturer of fine leather goods. Genuine smooth black leather, made like a fine wallet. Beautiful, useful, durable. Price, only **\$2.25**.

The Mail Box

Mr. D. C. of N. Dak., writes: I have a bet to settle. Dr. L. of this city says there is a normal 50mm F1.5 lens for the Exakta and I say there isn't. Do I win?

Answer: I don't know whether I should call you "out" or "safe". The outcome of the bet depends on the definition of "normal" in this case. If you meant "normal" in the sense of normal (50mm) focal length, you are "out". Angenieux has come out with a 50mm F1.5 lens, known in optical circles as "the lens that could not be made." On the other hand, if you meant normal in the sense of normal optical construction, I will have to call you safe. The 1.5/50mm is a very complicated optical system, lengthening the distance of the rear elements from the film plane, thus making room for the mirror in the Exakta. Tell Dr. L. to define the word "normal", then settle your bet.

R. F., Calif., wants to know: I have a 16mm Victor movie camera with 3" and 6" telephoto lenses. Can I use these lenses on the Exakta?

Answer: Even if it were physically possible to adapt these lenses to the Exakta, it would not be a good idea because these lenses are corrected only for the very small field of the 16mm movie frame and will not cover the much larger double 35mm frame. But it works the other way around: You can use all your Exakta lenses in the Victor 16mm by means of our C mount adapter.

Miss W. B., N. J., writes: I intend to use my 50mm Tessar in the Repromat Enlarger but am afraid it might get damaged on account of the heat.

Answer: You don't have to worry about the heat. By the time the heat reaches the lens, it has passed through the negative. The lens will withstand much greater heat than the gelatine of the negative and if the negative (which is much closer to the lamp and the condenser) does not melt away, your lens will certainly not be damaged. One word of warning, though: If you have a darkroom where you store your chemicals and where you leave chemicals in open trays, you should always remove the lens when you have finished your enlarging.

The Most Frequently asked question:

"Can I use Leica lenses in the Exakta with an adapter?"

This question has been asked so many times that our typewriters can almost answer it by themselves. We want to go into a more detailed explanation here to answer the question publicly, although we have answered it briefly in several issues of the EXAKTA NEWS:

The depth of the Leica body from the front plate to the film plane is 27.2 mm. The depth of the Exakta from the front plate to the film plane is 44.7 mm. Leica lenses, therefore, have longer barrels than Exakta lenses. Add to this excessive lens the length of an adapter and you have the same setup as if you used Exakta lenses with a 30mm extension tube. This is only good for extreme close-up, of course. That is the reason why we always tell you that you cannot use Leica lenses in the Exakta for normal photography, but that you can use them for extreme close-up work. Next question. . . .

Modernize Your Exakta!

As exclusive Exakta dealers we can supply new camera bodies (separately), new lenses, new leather cases, — just about everything separately.

New body: Is your camera getting a little over worked? Does it lack certain features that the new model has? It costs less to exchange your camera than you think; to give you an example: your Model II for the latest Model VX will cost you just **\$109.50**.

Well, maybe your camera is still going strong, but you would like to have a different lens—why not swap your lens for a new Biotar, Xenon, or maybe for one of the new preset Primoplan F1.9 lenses, or even for that 1.5 preset Angenieux 50mm lens.

Lens prices and trade-in values change all the time, naturally. But just to quote you a few examples: F/2 Biotar, preset, in exchange for your Tessar, just **\$79.50**. Or: F/2 Xenon in exchange for your Trioplan—just **\$39.50**.

Tell us what you have and what you want:

a preset lens for a non-preset one?—a sharp lens for a so-so bottle?

a new VX for an old I, II, or V?—a new leather case?—a Prism Finder?

Let's Swap! Write us today!



The Most Desirable Exakta Lens:

The Only F1.5 Lens of Normal 50mm Focal Length

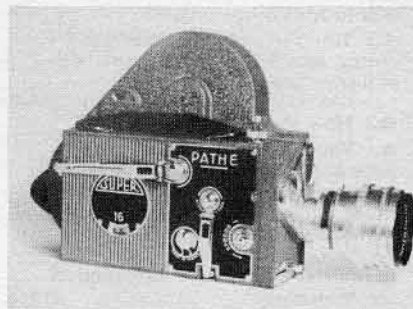
F1.5 Preset Angenieux

- Sharp
- Fast
- Color True

To paraphrase a popular slogan: If it's Angenieux, it's got to be good. Superior in every respect! The final touch to your Exakta outfit! As exclusive Exakta dealers, we can give you this lens separately. No need to exchange your entire camera. Average exchange price for your present lens: **\$149.50**. Write us today what lens you have and describe its condition. We shall immediately quote you our very best exchange deal. (Limited supply).

Once a REFLEX Enthusiast, Always a REFLEX Enthusiast!

We offer the only 16mm reflex prism camera with stationary reflex image that lets you see the exact frame and lets you focus before and while you shoot! The Pathé Super 16 has all refinements: 3 lens turret, 6 speeds, variable shutter, powerful motor, frame counter, overlap, dissolves, reverse crank, sound film track, and, of course, the wonderful "follow-focus" that lets you keep your subject in focus while you shoot. Exakta owners: notice the Exakta lens on the camera (see picture). Make all your lenses do double duty: C mount adapter available. Request full details about the Super 16.



The Pathé Super Sixteen

The Multiscope

Question: What is the Multiscope?

Answer: The Multiscope is a universal lens converter and a continuously variable bellows extension unit.

Q.: What are the uses of the Multiscope?

A.: The Multiscope is used in all phases of photography: telephoto work, portraiture, close-up and ultra close-up work, copying, photomicrography, etc.

Q.: What lenses can I use in the Multiscope?

A.: In addition to all Exakta lenses, the Multiscope permits the use of practically ANY lens.

Q.: Can I use lenses of any focal length?

A.: Yes! You can use lenses up to 240 mm. in the normal lensboard and lenses up to 1000 mm. with adapters.

Q.: Can I use the Multiscope also for real telephoto work?

A.: Yes! With long focal length lenses, the Multiscope does the same work as telephoto lenses in costly large focusing mounts.

Q.: Can I use lenses in ANY type of mount?

A.: Yes! You can use lenses in any type of mount, even lenses in shutters.

Q.: What makes this possible?

A.: The Multiscope, and only the Multiscope, has interchangeable lensboards like a precision view camera.

Q.: Will I save money when I buy a lens in Multiscope mount?

A.: Yes! You save the elaborate focusing mount. In many cases, this will save you as much as 50%.

Q.: How about weight and bulk?

A.: The Multiscope itself weighs very little and folds up small. The lenses take up very little room and are much lighter than lenses in focusing mounts.

Q.: What is the total extension of the Multiscope?

A.: The Multiscope, and only the Multiscope, has a full 215 mm. extension (as compared to 145 mm. extension of other units).

Q.: Why do I need that much extension?

A.: (a) To accommodate long tele-

photo lenses, (b) to obtain additional magnification in close-up work.

Q.: Is the Multiscope reversible for extreme close-up work?

A.: Yes! The Multiscope permits focusing without disturbing the distance of the lens from the subject.

Q.: Does the back have independent movement?

A.: Yes! The back may be moved independently.

Q.: Does it have a true precision cut gear?

A.: Yes! Helical gear tracks are individually machined of brass, not aluminum.

Q.: Is the gear self-locking?

A.: Yes! Even in vertical position the Multiscope gear will maintain minute adjustment.

Q.: Can the Multiscope be converted to double-track focusing?

A.: Yes! By means of adding the auxiliary micrometer focusing rack.

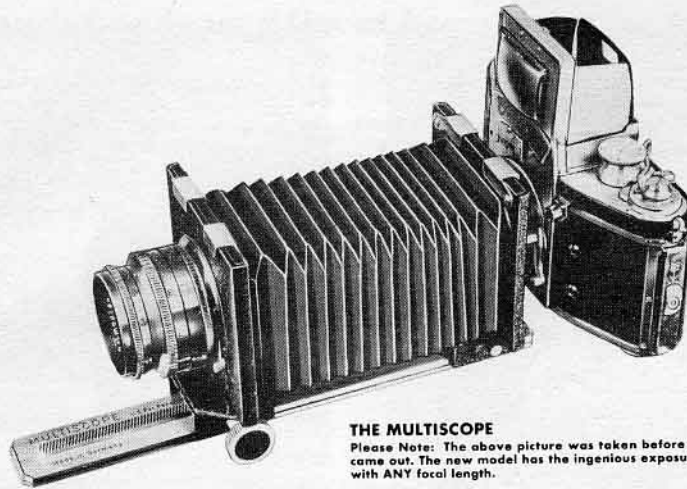
Q.: How can I focus with the Multiscope?

A.: You have your choice of three ways: (a) leave distance lens to subject constant and move camera only (for close-up); (b) conventional way, (move lens); (c) leave distance lens to film constant and move entire set-up with auxiliary rack (extreme close-up).

Q.: What other uses are there for the Multiscope?

A.: In addition to telephoto work, portraiture, close-up, table-top, and ultra close-up, the Multiscope can be used for photo-micrography, even for photo-micrography without a microscope (request details about the new geared focusing table for microscopic slides!)

Multiscope complete with front and rear coupling boards	\$49.50
Reversible coupling board (supplied instead of regular rear board)	3.95
Extra lensboards	2.85
Micrometer Focusing Rack (converts Multiscope to double track)	19.85
DeLuxe leather case	9.50
135 mm. f4.5 French Rousset lens, with click stops, in Multiscope mount	29.75
240 mm. f5.5 Schneider Tele-Xenar, click stops, in Multiscope mount	69.50



THE MULTISCOPE
 Please Note: The above picture was taken before the new model came out. The new model has the ingenious exposure scale—works with ANY focal length.

IMPORTANT: Many imitations of the Multiscope have sprung up since we introduced the Multiscope. You may have bought one of these units, unaware of its limited possibilities. By now its limitations must have become obvious to you. We will accept it in trade, allowing you \$22 for it towards the Multiscope.

SEYMOUR'S has the only complete line of Quality Leather Cases for Exakta Cameras, Lenses, Extension Tubes, etc.

Seymour's leather cases are made of top grain leather. They are made over a hard core on a last—like a fine shoe!—for real protection. Made in Germany by unhurried Old World Artisans. Lined with lintless plush. Positively no acid adhesives used in manufacture, to prevent oxydation of delicate glass surfaces.

Lens Cases:

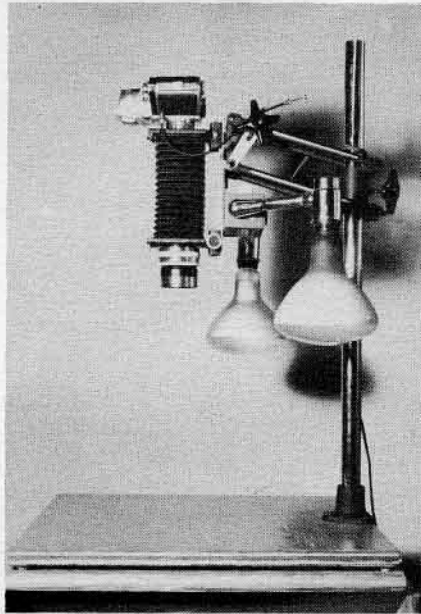
40mm Wide Angle.....	\$4.75	135mm (state make).....	\$5.95
50mm Tessar, Xenon, etc....	4.75	180mm (state make).....	6.95
Tessar preset.....	4.95	240mm Schneider Tele.....	9.95
58mm Biotar, Primoplan.....	4.95	250mm Meyer TeleMegor..	14.95
Same, preset.....	5.95	300mm Schneider Tele.....	11.95
Retrofocus 35mm.....	5.95	360mm Schneider Tele.....	14.95
Retrofocus 28 mm.....	6.95	400mm Meyer TeleMegor...	16.95
Angenieux 90mm.....	6.95	Cases for lenses not listed:	
85mm Steinheil F2.8.....	5.95	Please write for prices.	

DeLuxe Cases for Exakta Cameras with lenses attached:

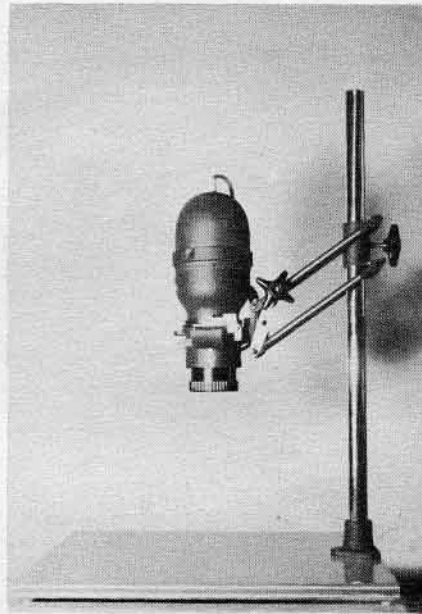
Exakta with F1.5 Biotar	\$14.50,
Exakta with Biotar preset	11.95,
with Retrofocus	\$14.50,
with Primoplan	11.95,
with 85mm	\$14.50.
with Tessar	10.95.

Plush lined DeLuxe cases for Filters:
 For 6 Series V **\$2.25**, VI **\$2.50**, VII **\$3.50**.

DeLuxe Fitted (Suitcase Type) Case for Exakta Outfit, "The Treasure Chest", holds camera with lens, extra wide angle, telephoto lens, prism, exposure meter, filters, adapters, shade, extra film, etc. Tobacco brown calfskin, made over solid core (like expensive suitcases), all compartments lined with lintless plush, has safety strap (cannot open when carried), lock and key. List **\$49.50**, special, net, **\$36.25**.



The Repromat as Copy Stand



The Repromat as Enlarger

The Repromat is the well known copying unit, used for macro photography, copying, microfilming, table-top photography, etc. The basic unit consists of the baseboard, the upright and the ingenious parallelogram camera suspension (quick change, one-hand adjustment). Repromat, basic unit . . . **\$29.75**

The Repromat Enlarging Head converts the basic unit into a 35mm Precision Enlarger. Condenser illumination, dustless negative carrier, marginal number projection, tilt for distortion control, wall and floor projection for extreme enlargements, helical focusing. Takes your Exakta lenses. Enlarging Head **\$29.75**

Now available: Repromat in self-contained luggage type carrying case. The top of the case becomes the baseboard of the unit. Additional price . . **\$9.50**

The MultiBlitz Battery Capacitor Flash

Again we have tabulated the sales of flashguns for the last 12 months, and again the MultiBlitz outsold all other flashguns by a wide margin.

The reasons:-

1. The MultiBlitz attaches directly to the camera.
2. It is very small and compact—takes up very little room in your gadget bag.
3. Sure fire—every time!
4. Safety Plug, to protect the delicate flash contacts.
5. Battery Capacitor: one tiny battery is good for thousands of flashes.
6. Has extension outlet with self-adjusting circuit switch.
7. Built-in bulb tester.
8. Built-in bulb ejector.
9. Parabolic reflector with 55 degree even illumination.
10. Streamlined and goodlooking.

Increased production has made it possible to lower the price:

MultiBlitz Battery Capacitor Flashgun for Exakta, complete, now . . **\$15.50**

Seymour's Condensed List of Accessories for Exakta

Original Ihagee Rewind Handle.....	\$ 1.50	Repromat Copy Stand.....	\$29.75
Push-on Lenscap, specify lens*.....	.90	Enlarging Head for above.....	29.75
Screw-in Lenscap*.....	1.95	Penta Prism for Exakta V & VX.....	50.00
Cable Release, Original German.....	.95	Penta Prism with Rangefinder.....	85.00
Giant Release Button for all Models..	.95	Leather Case for Prism.....	3.00
Neckstrap, Leather, locking lugs.....	1.95	Eye-Cup for Prism.....	3.50
Neckstrap, DeLuxe chrome snakechain	3.25	Bayonet lens flange to use Exakta	
DeLuxe leather case for all models....	11.95	lenses on enlargers, etc.....	6.95
Leather Cases for all Lenses:		Stereo Outfit for 3-dimensional work..	17.90
ask for list.		Blowbrush, camel's hair.....	1.50
Fitted DeLuxe case for complete		Tripods: Centerpole, sturdy, special...	17.50
Exakta outfit.....	36.25	MULTIPORT, Centerpole DeLuxe,	
Non-slip shoulder pad for strap.....	1.00	geared elevator mechanism.	
Rear Lenscap, Imported.....	1.40	Value \$52.50, A Seymour-	
Rear Lenscap, plain.....	.75	Exclusive at.....	29.50
Filterholder, Adapter, & Ring,			
screw-in*.....	2.40		
Sunshade to match.....	2.25	TELEPHOTO LENSES:	
FILTERS* Top Quality, Lifetime		75mm Zeiss Biotar F1.5.....	159.50
Guarantee.....	2.25	85mm Steinheil Culminar F2.8.....	66.50
4 most needed filters, black-&-white,		135mm Steinheil Culminar F4.5.....	58.75
in filter safe.....	8.95	135mm Arco Colinar, PreSet, SPECIAL	64.50
Matching Set of 4 for Color.....	8.95	165mm F3.5 Zeiss Tessar.....	179.50
Close-up Lenses, set of 3, in Safe.....	6.95	180mm F5.5 TelePiconar, PreSet.....	58.95
Extension Tubes, set of 3, with adapters		Other Leading Makes also in Stock:	
Budget Quality.....	9.50	Angenieux, Meyer-Gorlitz, Schneider,	
Precision Quality.....	16.90	etc. Focal lengths up to 400mm. State	
Leather Case for Tubes.....	2.85	Needs. Order your lens "with case".	
Hinged Precision Microscope Adapter	19.85	We'll bill you for the case if you do not	
Two-in-one Adapter (#146).....	9.95	know price.	
Leather Focusing Hood.....	2.25		
C mount Adapter to use any Exakta		WIDE ANGLE LENSES:	
lens on 16 mm Movie Cameras... ..	12.50	40mm Schneider Isogon f4.5 SPECIAL	48.75
Same for 8 mm Cameras.....	14.95	35mm Angenieux Retrofocus F2.5.....	99.50
MultiBlitz Battery Capacitor Flashgun,		28mm Angenieux F3.5.....	120.00
(built-in electric bulb tester).....	15.50	40mm Steinheil Cassaron F3.5.....	48.75
Portable Twin Floodlight, 3-way switch	10.95		
Multiscope for Exakta, complete.....	49.50	BOOKS	
Blank lensboards for Multiscope, ea....	2.85	Modern Exakta Guide & Reference Bk.	1.95
Plush-lined leather case for Multiscope	9.50	Making Better Color Slides, Part I &	
Positioning Rack for Multiscope.....	19.95	II by Fred Bond—each.....	3.50
Lenses for Multiscope: Write for List.		35mm Photography with an Exakta..	3.00

* **IMPORTANT: When ordering accessories for lenses, give name of lens, focal length, speed, serial number, and state whether or not it is equipped with pre-selector.**

SEYMOUR'S

The Exakta Specialists

350 West 31st Street

New York 1, N. Y.

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The Exakta Specialists
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