

Seymour's
Exakta News

Winter 1951-52

EXAKTA PHOTOGRAPH By Earl Seymour

A NEW KINE EXAKTA FLASHGUN

Here's another Kine Exakta Accessory which was designed by YOU—all of you, our customers.

We only tabulated all the suggestions and constructed a flashgun which has all the features you asked for:

- 1) Attaches directly to the Kine Exakta—no clumsy brackets.
- 2) 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) Extension outlet—fires up to six bulbs simultaneously.
- 7) Built-in electric bulb tester.
- 8) Push-button bulb ejector.
- 9) Streamlined and goodlooking.

So here is your new, different Kine Exakta Flashgun, the MultiBlitz, an exceptional value for \$17.85 complete.

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The MAIL BOX

All letters have already been answered directly. The following letters are of interest to many readers, so we reprint them in part.

If you have any questions, do not hesitate to write to us: we will answer promptly.

D.G., La. asks: What is the correct pronunciation of "Kine" in "Kine Exakta"?

Answer: The correct pronunciation of this German word is "Kinnay".

L.N.D., Mich. would like to know: How can I determine the power of a telephoto lens for the Kine Exakta?

Answer: Divide the focal length of the lens by 50 and the result is the magnifying power. (e.g. a 250mm lens is a 5-power lens, and a 100mm lens is a 2-power lens.)

D.V., N.C., writes: Can you recommend a good cleaning agent for the mirror in the Kine Exakta?

Answer: Never, never!. NEVER, touch the mirror in your Kine Exakta. The silver deposit is on top of the glass and is very delicate. An ear syringe (Drugstore) can be used to blow off the dust, if necessary.

B.N.A., Cal., asks: I have a 135mm and a 300mm telephoto lens. I am still confused how to compensate exposure when I use these lenses.

Answer: This is one of the most frequently asked questions. The answer is very simple: You do not have to compensate because the F markings on the telephoto lenses are already compensated for the longer distance between lens and film. In plain English: Use the F stops exactly as you use them on your normal lens.

Dr. L.T., Tex., asks: Can I use Leica lenses in the Kine Exakta with an adapter?

Answer: This question runs a close second in frequency. If you want to use the lenses for close-up work, you can. But remember that Leica, Contax, Nikkor, and similar lenses will not focus to infinity on the Kine Exakta because of the width of the mirror.

SEYMOUR'S PRECISION EXTENSION TUBES

There's quite a difference in tubes. Don't try to save a few dollars and get cheap, shoddy extension tubes. Remember, you'll use these tubes a long time and only SEYMOUR'S Precision Tubes carry Lifetime Guarantee!

The intricate bayonet adapters are individually machined from solid brass, then chrome plated to the exact dimensions within extremely close tolerances. The tubes are guaranteed not to warp or bend and they are machined to the true lengths.

Two bayonet adapters, 3 tubes of different lengths, 8 combinations. The very best in precision equipment. The list price is \$24.50. When we introduced them about two years ago we offered them at the special price of \$19.85. Since then the cost of skilled labor is higher, and all related cost factors have increased. However, we have held the original "introductory" price and the Complete Set of Precision Tubes is still available for only \$19.85. Like all our equipment, the tubes are, of course, covered by our 15-day money back return privilege.

And here is an item you can get only from Seymour's: A plush lined leather case to protect the tubes, \$2.95.

A NEW EXPOSURE METER

We have tested the new G.E. Mascot. We like it very much. It is small and handy and, above all, simple to use.

We never cared for the big GE Model PR-1 because of its gadgety and confusing appearance. The new GE Mascot is more to our liking, even though it costs only half as much as the PR-1. The Mascot is just \$16.50 and your money back within 15 days if you don't agree with our testers.

From our customer file: "I wish to thank you most sincerely for your kindness and help in answering my questions. . ."
(Letter from F. M. H., Cal., dated Sept. 11, 1951.)

KINE KINKS

Don't let flash guide numbers confuse you if your lenses are calibrated in meters. Just divide the flash guide number by 3 and use it as if your lenses were calibrated in feet.

You can take shots of your television screen. It's easy. Turn the picture to maximum brightness but be sure you still have good contrast. Select moments of comparative inactivity because you will actually take the pictures of several successive "scannings" and fast moving subjects will appear blurred. Shoot with your lens wide open (an F2 lens is an advantage here, but good results have been obtained with F3.5 lenses). Expose at 1/5 sec. Of course, you'll use a tripod or other solid support.

Don't over filter your black and white shots. Too dark a filter may result in unpleasantly dark sky and unnatural rendition of color values. A No. 2 Yellow Filter is sufficient in most cases. (This does, of course, not apply to deliberate over filtering for special effects).

Use your 50mm and 58mm lenses on your enlarger for extra fine detail. But do not leave these lenses on the enlarger in a damp darkroom. Always remove them immediately after you are through with your enlarging. A bayonet flange ring is available from us for use on enlargers, etc. (\$6.95) For extra large enlargements use one of the close-up lenses from your set. This eliminates the bother of projecting onto the floor.

LET'S SWAP LENSES

Now is the time to get that F2 Biotar you've always wanted. Or that Xenon. Or was it a Tessar? Describe your lens, tell us what you want and we'll quote you an exchange price which is probably lower than you thought. We have a large selection of top quality lenses, Biotars, Xenons, Primoplans, Tessars, Selectomatic Diaphragm lenses, etc. Let's swap.

12 FEATURES EVERY GOOD TRIPOD SHOULD HAVE

- 1) A tripod should be rock steady. Whenever you need a tripod you need a steady one. Otherwise you don't need a tripod at all.
- 2) A tripod should have three telescoping sections, not more not less. Two sections make the tripod too unwieldy when closed, four or more sections make the tripod too wobbly in use.
- 3) The legs should have a maximum governed spread or the tripod may collapse in use.
- 4) The legs should be independently adjustable in length to any "in-between" length. Otherwise uneven ground cannot be compensated for.
- 5) The leg extension should lock by collet action.
- 6) A two-way pan-and-tilt head should be an integral part of the tripod.
- 7) Pan and tilt should be controlled by a single handle, but the tilt action should have provision to be locked independently for level panorama shots.
- 8) A smooth acting elevator shaft should provide quick adjustment for height within about 15 inches.
- 9) The elevator shaft should be geared. It should not work on friction.
- 10) Both the elevator handle and the tilt handle should fold flat against the body of the tripod when closed.
- 11) The entire head of the tripod should be easily reversible so that the tripod can be used as copying stand with elevator action.
- 12) The weight should not be excessive and the appearance should be pleasant.

These are 12 important features for every good tripod. Some of them are found in a great number of different makes but there is only one that has all these features:

SEYMOUR'S Geared Centerpole MULTIPORT.

List Price \$52.50. Introductory Price ("Best Buy") **\$29.95**

CONFUSED?

Every day we receive letters from bewildered customers asking us to explain the difference between the many "latest models" advertised in photographic magazines. You have seen them, those deliberately misleading ads, haven't you? One dealer will advertise "Kine Exakta II, brand new, latest model" and another dealer will go one better claiming "The factory has just shipped us a supply of their latest Kine Exakta I". Another dealer invents a fictitious "Model III" and a fourth dealer even has a "Model VI".

Don't fall for these deliberate advertising tricks. There is only ONE current model, the Kine Exakta V-X. All other models (I, II, V) are discontinued models. Models III and VI only exist in the minds of advertising tricksters.

To round out this discussion, we should mention another model, known as the Exakta Varex. This model is identical with the model V. The name Varex is owned by one of the large camera manufacturers in this country and cameras made for the American market bore the Model designation "V". Although the Varex and the V are the same camera, we advise our customers to stay clear of the Varex because these cameras openly advertise the fact that they were not brought into the United States through regular channels, many of them even when the customs inspector wasn't looking . . .

To let you compare the features of the different models we have compiled the comparison chart on page 8 and 9. If you would like additional information, write us and we shall answer promptly.

Model	Fully Automatic	Bayonet Lens Mount	Flash Synchronized	Strobe Synchronized	Field Lens Groundglass	Full Field Magnifier
I	Yes	Yes	Yes	No	Yes	No
II	Yes	Yes	Yes	No	Yes	Yes
V	Yes	Yes	Yes	Yes	Yes	Yes
V-X*	Yes	Yes	Yes	Yes	Yes	Yes

Additional Information:

All lenses are interchangeable on all models.

Models I and II will take an accessory eyelevel prism on top of waistlevel finder while Models V and V-X accept the eyelevel Penta Prism as integral part of the camera.

Interchangeable Removable Finders	1/1000 sec to 12 seconds	Delayed Action	Cartridge to Cartridge Film Feed	Self Setting Rewind	Hinged Back	Diaphragm Preselector
No	Yes	Yes	No	Yes	No	Optional
No	Yes	Yes	No	Yes	No	Optional
Yes	Yes	Yes	No	Yes	No	Optional
Yes	Yes	Yes	Yes	Yes	Yes	Optional

Model V-X makes rewinding unnecessary, but film may be rewound if desired.

* Additional improvements of Model V-X: Film transport indicator, Film Speed Guide (ASA and Weston), improved balance, new type film counter.

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MOST POPULAR ACCESSORIES

We have tabulated our accessory sales for the past 12 months and found that the following three items were again the most popular:

First Place: Ihagee Rewind Handle. It is invaluable for re-winding the film in all models except V-X. It is not only very convenient but also prevents scratching the film \$2.00 postpaid.

Second Place: Folding Focusing Hood. Image appears brilliant by excluding stray light. Slips into case behind camera when not in use. (Folds flat). \$1.50.

Third Place: Camera Neckstrap with locking lugs. Safety lugs cannot open accidentally. Leather, \$1.95.

Two newcomers: Fourth Place: Plush lined leather case for Extension Tubes. Sure Protection, \$2.95.

Fifth Place: Metal Neckstrap, snakechain, chrome, \$3.95.

Most Popular Telephoto Lens: 135mm Xenar F4.5

Most Popular Wide Angle: 40mm F4.5 Isogon.

Remember: All Seymour Recommended Kine Exakta Accessories have been thoroughly tested for quality and performance.

Merchandise of inferior quality is no bargain — at any price!

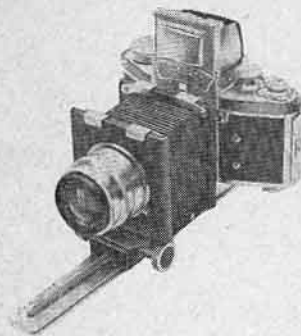
Don't use lens tissue on your precious lenses. The tissue acts as a carrier for dust and dust is grit. Use only an ultra soft camels hair lensbrush. (We have it, in metal case which becomes a handle, very handy, \$1.50)

Of course, we trade cameras. Kine Exakta I, II, V, V-X. What do you have? What do you want? Write us.

Customer Announcements: (Write for their addresses):

For Sale: Sylvania Portable Electronic Flash. Cost new \$215.00 Will sell for \$75.00.

Wanted: Night Exakta 127 with Biotar F2, good condition.



ALL THAT GLITTERS IS NOT GOLD . . .

nor is everything that has a piece of leather bellows a Multiscope . . . Many bellows extensions have sprung up since we introduced the Multiscope. All have leather bellows — there the similarity ends. Just compare and you will not settle for anything but a genuine, original Multiscope.

Only the Multiscope can offer you:

- 1) Range from 1/2 inch to 5 miles.
- 2) Complete conversion of your Kine Exakta into a View Camera.
- 3) Unrestricted choice of lenses of almost any focal length, in any type of mount.
- 4) Interchangeable lensboards.
- 5) Complete reversability for extreme close-ups.
- 6) Self-locking micrometer focusing.
- 7) Unbroken range of extension up to 210mm.
- 8) Capacity up to 300mm Telephoto lenses.
- 9) Guaranteed absolute parallelity.
- 10) Perfect optical alignment.
- 11) Right and left hand operation.
- 12) European and American tripod sockets.
- 13) Perfect balance with any lens through several different tripod socket positions.
- 14) Independent back focus.
- 15) Precision built to rigid Seymour standards.

The price for this precision instrument is amazingly low: Complete with Kine Exakta bayonet lensboard and rear Kine Exakta Coupling . . . \$49.50
 Extra blank lensboards, center indexed . . . 2.85
 Plush lined leather case . . . 9.50

By the time this booklet reaches you, we will have available a reprint of a "Consumer's Report" which appeared in the Magazine "The Camera". Write for it.

REPAIRS AND ADJUSTMENTS

Send your Kine Exakta to the Kine Exakta Specialists for ethical repair service. Quality work, done by Exakta Experts. All repairs fully guaranteed. Estimates gladly furnished.

Does your Camera rate a new Case? Dress up your camera and protect it. DeLuxe Leather Case \$11.95. Trades accepted.

Special lenses for the Multiscope: Tell us about your photographic problems and we will suggest low-cost Multiscope solutions. Large assortment of lenses in stock.

Movie Fans: Did you know that you can use your Kine Exakta lenses in your movie camera? C-Mount Adapter for 16mm cameras \$12.50. D-Mount adapter for 8mm \$14.95.

Filter Adapters. We have them for almost all Kine lenses, including hard-to-go ones like the Retrofocus, Isogon, etc.

From our Trade-in Department: We can offer a large selection of slightly used cameras ranging from inexpensive beginner's cameras to precision miniatures. We offer them at prices far below market value because our business is Kine Exaktas and our trade-ins are usually sold at cost and below. If you are interested, be sure to write and state your needs. No lists available because stock changes too fast.

IMPORTANT NOTICE

All prices in this booklet are the latest lowered prices as they are in effect at the time of printing. If additional price reductions occur after printing, you will of course, receive the full benefit of the reduction when your order reaches us. Order with complete confidence.

List of SeymouRecommended Accessories for the Kine Exakta

Original Ihagee Rewind Handle	\$ 2.00
Lenscap, specify lens and give serial number	.90
Screw-in Lenscap for Biotar F2	1.95
Cable Release, Original German	.95
Giant Release Button, for all models	.95
Neckstrap leather, with locking safety lugs	1.95
Neckstrap deLuxe, chrome snackchain, German	3.95
DeLuxe Leather Case for Camera, state model	11.95
Lenscases: 40mm, 50mm, 58mm	4.95
135mm, 180mm	6.85
Retrofocus 8.85, Biotar F 1.5	8.85
Write for complete lenscases list.	
Fitted deLuxe Case for entire Kine Exakta Outfit	49.50
Leather Gadget Bags from \$14.95. State your needs.	
Rear Lenscaps for all Kine Exakta Lenses	1.40
Filterholder and Adapter Ring, Specify lens,	
Series V	1.95
Series VI	2.40
Series VII	4.95
Sunshades to match, Series V \$1.75, Series VI	2.25
Filter, Top Quality, Lifetime Guarantee	
Each: Series V \$1.95, Series VI \$2.25, Series VII	3.50
4 most needed filters for black and white in Tiffen	
Filter Safe (Room for adapter):	
Series V \$7.50, Series VI	8.95
Matching set of 4 filters for color, same prices.	
Close-up lenses, set of three in safe, V \$5.95; VI	6.95
Extension Tube Set, complete with bayonet adapters	
Budget Quality, Aluminum	13.90
Precision Quality (as described on page 4)	19.85
Matching Precision Microscope Adapter	12.50
(Above Mic Adapter with separate male adapter)	18.50
Two-in-one Adapter (#146)	9.95
Focusing Hood, Cuts Glare, Folding type	1.50
Movie Adapter, to use Kine Exakta Lenses on Movie	
Cameras, for 16mm Cameras \$12.50, for 8mm	14.95
Kine Exakta Flashgun, chrome on brass, large	17.95
Lightweight Synchro Gun	11.50

**List of Seymour Recommended Accessories for
the Kine Exakta (continued)**

Ihagee Flashgun, German type flash gun	29.75
MultiBlitz, Battery Capacitor Flashgun, with built-in electric bulb tester, push-button ejector, etc. A Seymour Exclusive (see Page 2)	17.85
Portable Twin Flood Light Unit, 3-way switch, including 2 Reflector Flood Bulbs	12.95
Portable Twin Spotlight, as above, with 2 Spotlights	13.95
Multiscope for Kine Exakta, complete (see pg 11)	49.50
Blank Lensboards for Multiscope, center indexed	2.85
Plush lined Leather Case for Multiscope	9.50
Lenses for Multiscope from 1" to 270mm Telephoto Write	
PentaPrism for Kine Exakta V and V-X	50.00
Leather Case for PentaPrism	3.00
EyeCup for PentaPrism	3.50
Bayonet Lensflange, to use Kine Lenses on enlargers, etc.	6.95
AutoSet Diaphragm, with installation (Tessar and Biotar)	19.90
Stereo Outfit for 3-dimension work, including viewer	17.20
Lensbrush, Softest Camelshair, metal case for pocket	1.50
Tripods:	
Imported Telescoping Tripod, light but sturdy	12.50
Two-Section Domestic Tripod, pan and tilt action, closeout	9.50
Centerpole, very sturdy, with pan and tilt action, closeout	17.50
MULTIPORT, Centerpole DeLuxe, geared elevator mechanism, reversible, works also as copy stand, a \$52.50 value, (see Page 6), a Seymour Exclusive for only	29.50

TELEPHOTO LENSES

80mm Schneider Xenon F2	174.95
85mm Steinheil Culminar F2.8	66.50
105mm Schneider Xenar F4.5	54.00
105mm Telepar F4.5	34.75

**List of Seymour Recommended Accessories for
the Kine Exakta (continued)**

135mm Schneider Xenar F4.5	58.95
135mm Steinheil Culminar F4.5	58.95
180mm Tele Xenar F5.5	82.50
180mm Tele Megor F5.5	82.50
240mm Tele Xenar F4.5	136.15
360mm Tele Xenar F5.5	139.50

Please note: Limited Space makes it impossible to list all lenses. If you need other focal lengths, please write and tell us what you need.

Lens Cases: We can supply lens cases for most Kine Exakta lenses. Order your new lens "with case" and we shall be glad to send the case and bill you for payment of case after you receive it.

Wide Angle Lenses.

40mm Hugo Meyer F4.5	\$58.75
40mm Schneider Isogon F4.5, new type mount	48.75
38mm Berthiot F5.7	39.95
35mm Angenieux Retrofocus F2.5	99.50

Books

Modern Exakta Guide and Reference Book (a new book)	1.95
Exakta V Manual (Instruction Booklet for Model V)	1.50
Exakta Guide by Emanuel (obsolete but still available)	1.75
Making Better Color Slides by Fred Bond, an excellent work. Part One \$3.50, Part Two	3.50
If you do not see it, please write.	

SEYMOUR'S

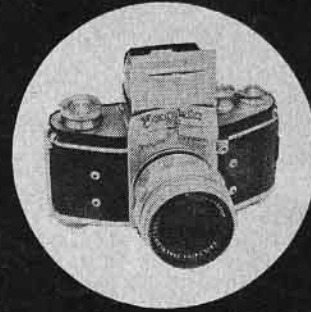
The Kine Exakta Specialists

249 West 34th Street

New York 1, N. Y.

for

Kine Exaktas



SEYMOUR'S

...of course

There is no substitute for know-how!

Friendly suggestions and impartial advice, thorough knowledge of our merchandise and complete understanding of photographic problems have brought us friends from the 48 States and from the far corners of the Earth.

When you deal with Seymour's you deal with the specialist, the only Kine Exakta Specialist in the United States and, to the best of our knowledge, the only one in the World. Our accessory lists do not just contain "everything". Of course not! Before an accessory or a lens gets a place on our list it must have been rated "acceptable" by us. And our standards are HIGH!

Buy all your accessories and lenses from us and be certain that you receive the best, Seymour-selected items. Even though we weed out inferior merchandise, you are the final judge: Money back in 15 days—always.

SEYMOUR'S

The Kine Exakta Specialists

249 West 34th Street

New York 1, N. Y.