

Exakta Newsletter

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Bulletin J-76

STEINHEIL appoints SEYMOUR'S Exclusive Importers of Macro Lenses

Munich, Germany — An Exclusive Contract for the Steinheil Macro Lenses was signed here between Earl F. Seymour, of Seymour's, Inc. the Exakta Specialists, of New York, N. Y., U.S.A. and H. W. Daehn of Steinheil Optical Works of Munich, Germany. The contract covers the Exclusive Sales Rights in the United States for the Steinheil Auto Macro Quinaron 35mm F2.8, the Steinheil Auto Macro Quinon 55mm F1.9, the Steinheil Auto Macro Quinar 100mm F2.8, and the Steinheil Auto Macro Quinar 135mm F2.8.

The Contract reads in part as follows:

Steinheil is granting to Messrs. Seymour's, Inc., New York, the Sole Agency Rights in the United States for the Macro Lenses.

New York, N. Y. — Seymour's, Inc., of this city, announces the completion of negotiations with Steinheil Optical Works of Munich, Germany, resulting in an exclusive contract covering the Sales Rights in the United States for the well known line of Steinheil Macro Lenses. Simultaneous announcements have been released by Seymour's, Inc., and Steinheil Optical Works.

The Details: The famous Steinheil Macro Lenses (undoubtedly the most highly corrected lenses ever to be released to the public) were headed for total extinction. The cost of manufacture was too high. Increasing Labor Costs and rising costs of the Special Glass Types needed for these extraordinary lenses increased the production costs. Steinheil had arrived at the conclusion that the lenses could no longer be produced at a marketable price level and announced, reluctantly, that production would be stopped.

At Seymour's, we considered this decision a great loss to Exakta owners. They were being deprived of a line of lenses of the highest quality, to say nothing of their versatility. We approached Steinheil, offering to underwrite a new production at a price level which should make it feasible for the manufacturer to cover his cost and markup. Since letters proved inadequate, several trips were made between Munich and New York by both Mr. Daehn of Steinheil and Mr. Seymour.

At last an agreement was hammered out. Seymour's guaranteed the production by placing a firm order, advancing a goodwill payment ten months ahead of delivery and accepting prices which made it possible for the factory to produce the lenses without pricing the lenses out of the market in the United States. Both Steinheil and Seymour's had to "give". Steinheil lowered their original price demands (realizing that they had no selling costs on the production) and we (Seymour's) reduced our mark-up to keep the selling price down.

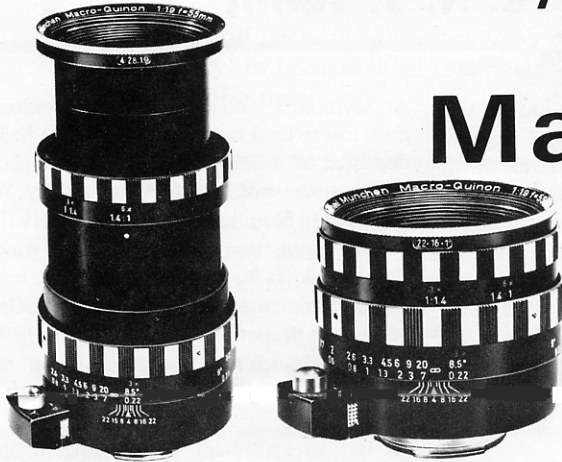
Steinheil, a leading name in optics for 140 years, famous for their reliable and highly efficient interchangeable lenses in the field of 35mm photography, now offer a completely new and perfected lens system to amateur and professional photographers, scientists and art experts, botanists and stamp collectors, physicians and jewelers.

This system is the end result of many years of research and development, based on the experience and knowledge of optical and mechanical designers, glass technicians, and lens coating specialists. For tasks of this kind, Steinheil engineers work with the finest and most modern technical equipment available, in order to enable them to present the photographer with lenses of the highest quality. This new line of lenses will provide the photographer with new and attractive features never found before.

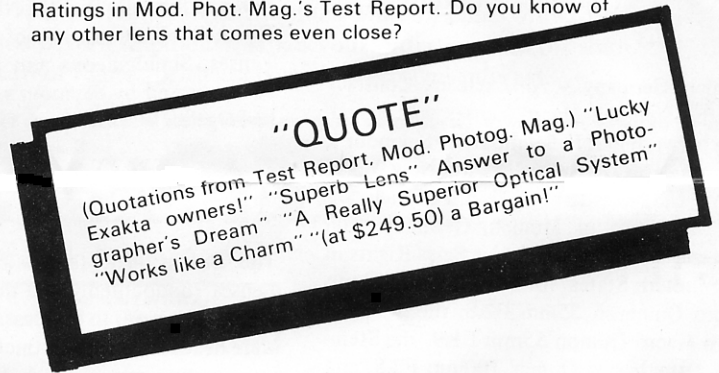
The Macro-Telescope converts each of the four new lenses - from wide-angle and telephoto lenses - to Macro Lenses. It allows the photographer a continuous image range from infinity to within a few inches, and does not require accessories such as adapter rings, bellows, and supplementary close-up lenses. And these lenses are only slightly larger than the standard automatic Steinheil lenses of the same focal lengths. The Steinheil Macro-Telescope is patent-protected in all major countries - US-patent numbers 3.119.891 and 2.969.008.

The Macro-Telescope has the proven and reliable built-in Steinheil Automatic Diaphragm. Even when focusing to an extreme close-up, the automatic diaphragm continues to function with the utmost accuracy at its widest diaphragm opening. There are no levers to work - all you do is shoot. The significance of this in Macro photography can only be appreciated by the Macro photographer, who until now, had to toil with inadequate existing aids.

Discover a New World of Photography with the new fully automatic 55mm F1.9 Steinheil Macro Quinon



The Steinheil Macro Lens drew 9 (yes, nine!) "Excellent" Ratings in Mod. Phot. Mag.'s Test Report. Do you know of any other lens that comes even close?



"QUOTE"
(Quotations from Test Report, Mod. Photog. Mag.) "Lucky Exakta owners!" "Superb Lens" Answer to a Photographer's Dream "A Really Superior Optical System" "Works like a Charm" "(at \$249.50) a Bargain!"

What makes this lens so new and different? Well, there has never been a lens like this one! For one thing, it gives you an unbroken focusing range all the way from Infinity through "normal" focusing range to "same-size" image (1:1) to Ultra Close-Up Range of one and one half inches with a magnification of 1.4 to 1 (enlarged!) on the film. And all this CONTINUOUS: no blind spots, no gaps. And, incredible as it sounds, the lens REMAINS fully automatic throughout this amazing range! Next, you do not need Extension Tubes, Close-Up Lenses, Bellows or ANY kind of additional gadget. Whenever and wherever the need for close-up photography arises, you are ready.

You don't even need Exposure Tables, nor do you have to do any figuring: You merely read off the Magnification Ratio and the Exposure, no matter how close you focus. This feature alone makes it the most unique lens ever designed.

The Lens is also ideal for Slide Copying. It lets you copy the entire slide or, if you wish, any part (if you want to crop the Duplicate Slide).

Maybe we have been dwelling too much on Close-Up Photography. Don't get the idea that the Macro Quinon is limited to Close-Up Work. In fact, if you NEVER take a Close-Up Shot, you should buy it because of its incredible correction. Never before has there been a lens of such brilliance, sharpness and color correction. If you are looking for the best-quality automatic lens for your Exakta, get the new Steinheil Automatic Macro Quinon 55mm F1.9.

May we add our own findings to these enthusiastic comments of an independent magazine? In all our experience we have never tested a lens of such superior quality. It rivals apochromatic and process lenses in sharpness and clarity of minute detail. Wait till you project your first shot taken with this lens. You have NEVER seen anything like it!

Equally impressive in quality and versatility are the other 3 members of the Steinheil Macro Family:

35mm F2.8 Macro Quinon

Focusing Range: Infinity to 3/16" (!)

100mm F2.8 Macro Quinar

Focusing Range: Infinity to 9"

135mm F2.8 Macro Tele Quinar

Focusing Range: Infinity to 18"

All Lenses take 54mm Accessories

Price, per Lens, \$159.50 plus \$3.95 for the Shade, \$4.95 for the Case and \$1.25 Shipping Charges. (Shipping Charges for 2 or more Lenses: \$1.65)

54mm Screw-in Filters, each 5.95
Series VII Drop-in Filters, each 4.95
54mm Rotating Custom Polarizer 9.50
Series VII Filter Adapter. 4.95

Technical Data

Designation:	Steinheil Macro Quinon
Focal Length:	55mm
Aperture Range:	F1.9 to F/22
Aperture Settings:	Continuous with Click Notches at full and half stops.
Optical Formula:	Six Elements in four Groups
Glass Type:	Rare Earth
Coating:	All Air-Glass Surfaces have high-efficiency permanent anti-reflection coating
Angle of View:	43 Degrees.
Diaphragm Control:	Fully Automatic with Manual Override.
Filter Thread:	54mm
Filter Size:	54mm Screw-in, or, with Screw-in Adapter, at user's option, Series VII or VII.
Focusing Range:	Unbroken from Infinity to 1 1/2 Inches.



STEINHEIL MACRO-QUINARON 35mm f2.8

Focal length 35 mm
 Lens aperture range f 2.8 to f 22
 Lens aperture click-stops For each full and half stop aperture settings
 Lens construction 7 elements in 5 groups
 Angle of view 64°
 Diaphragm Automatic with manual override
 Filter thread M 54 x 0.75
 Lens hood 54 mm screw-in lens hood, accepting series VIII filters

FOCUSING RANGE

Telescope I 6 1/2 inches to infinity
 Telescope II 1:1 - 2:1
 Shortest distance front of lens mount - subject 3/16 inches



STEINHEIL MACRO-QUINAR 100mm f2.8

Focal length 100 mm
 Lens aperture range f 2.8 to f 22.
 Lens aperture click-stops For each full and half stop aperture settings
 Lens construction 4 elements in 4 groups
 Angle of view 24°
 Diaphragm Automatic with manual override
 Filter thread M 54 x 0.75
 Lens hood 54 mm screw-in lens hood, accepting series VIII filters

FOCUSING RANGE

Telescope I 1 1/2 feet to infinity
 Telescope II 1:2.5 - 1:1.3
 Shortest distance front of lens mount - subject 9 1/2 inches

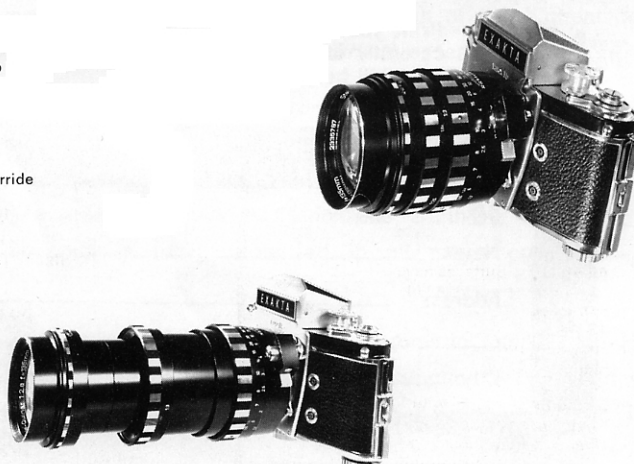


STEINHEIL MACRO-TELE-QUINAR 135mm f2.8

Focal length 135 mm
 Lens aperture range f 2.8 to f 32.
 Lens aperture click-stops For each full and half stop aperture settings
 Lens construction 5 elements in 5 groups
 Angle of view 18°
 Diaphragm Automatic with manual override
 Filter thread M 54 x 0.75
 Lens hood 54 mm screw-in lens hood, accepting series VIII filters

FOCUSING RANGE

Telescope I 2.8 feet to infinity
 Telescope II 1:4 - 1:1.8
 Shortest distance front of lens mount - subject 1 1/2 feet



How you can obtain them...

The Steinheil Macro Lenses will be uniformly priced as follows:

Each Lens \$159.50 plus \$3.95 for the original Shade and \$4.95 for the Case.
Shipping Charges will be \$1.25 for one lens or \$1.65 for two or more lenses.

Delivery will begin in November 1968. At first, quantities will be small and the demand will exceed the supply. In fairness to all customers, we are taking orders which we will fill in the same sequence as we receive them.

With each order we require a deposit of \$55.00 per lens. To compensate you for your loss of income on this deposit we permit you to deduct "interest" at the rate of 6% per annum when you send the balance just before shipment. (Please note: This pertains to the Steinheil Macro Lenses only. Also note: No cash interest paid on orders cancelled before shipment). When your order is ready for shipment, we will notify you and give you the correct figure for the balance less accrued interest.

ORDER BLANK

SEYMOUR'S, Inc. 350 West 31 Street, New York, N.Y. 10001

Please
Hand
Print
or
Type

Name: _____
Address: _____
City: _____ State: _____ ZIP: _____

Do not write in this Box

Please enter my order for:

- _____ 55mm F1.9 Macro Quinon with Case and Shade
_____ 35mm F2.8 Macro Quinaron with Case and Shade
_____ 100mm F2.8 Macro Quinar with Case and Shade
_____ 135mm F2.8 Macro Quinar with Case and Shade

Price, per Lens, \$159.50 plus \$3.95 for the original Shade and \$4.95 for the Case.
Shipping Charges for one Lens \$1.25, for two or more Lenses \$1.65.

I enclose my Deposit of \$55.00 per lens, a total of \$_____.

I understand that you will allow me to deduct from my balance due an amount equal to 6% per annum on my deposit.

Important:

Print your name and address
carefully in spaces provided.
This will be your Shipping Label.

Please
Hand
Print
or
Type

From Seymour's, Inc.
350 West 31 Street, New York, N.Y. 10001

To

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Return Requested