

Seymour's

THE EXAKTA SPECIALISTS

350 WEST 31ST STREET
NEW YORK 1, NEW YORK
TELEPHONE: WISCONSIN 7-0453

March 23, 1959



Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

Dear Miss Gilpin:

Thank you very much for your letter.

The Optika takes its own cutfilm holders, other holders are not interchangeable.

The image is bright enough when the lens is stopped down because the camera is equipped with Optikalite focusing screen.

We suggest you buy the Optika without lens and let us adapt your Steinheil 165mm lens for use in the Optika.

We shall be glad to supply the brand new Optika IIa less lens
6 cutfilm holders
1 Optikamatic Rollfilm Magazine
Optikalite focusing screen
Complete outfit for only \$129.50 plus your Multiscope.

The mounting charge and the board for cone for your 165mm lens will depend on the work necessary to make the adaptation. We shall be glad to send you an estimate for this work after we examine your lens.

Yours very truly,
SEYMOUR'S
The Exakta Specialists

Earl F. Seymour
Earl F. Seymour
EFS:ss

SEYMOUR'S CAMERA • STORE

350 West 31 Street, New York 1, N. Y.

Thanks for your inquiry about the Optika IIa Single Lens Reflex Camera.

The Optika was designed for professional quality work with the emphasis on complete versatility. Such features as interchangeable lens board, bellows focusing, and complete freedom as to size and nature of negative material (cut film, film pack, roll film) make the Optika an ideal tool for the serious worker.

The technical features are adequately described in the enclosed folder. I believe, however, that one of the most important points has not been made: The Optika IIa is the only commercially available camera which comes equipped with a fully apochromatic lens as a standard equipment. It must be emphasized that the resolving power of this lens far exceeds the international standard of "excellent". Fine grain negatives will yield 20X linear enlargements without loss of detail, a magnification equal to 400 times in area! A case in point is the photograph of an exhibit in New York's Museum of Natural History: The typed identification card occupies $\frac{3}{32}$ of an inch on the negative. On the 22"x28" enlargement, the wording is entirely legible.

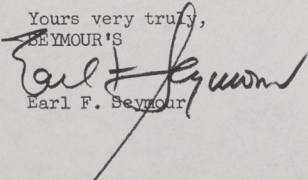
The quality of the lens is supported by the quality of camera body, especially the focusing system. The focusing screen (groundglass with Fresnel lens) is individually set into special adjusting screws, factory adjusted to extremely close tolerances, then sealed in place.

The shutter is jam-proof, equipped with gear-releasing clutch: a feature especially appreciated by professional photographers. Quality is the keynote throughout. Superb results can easily and effortlessly be produced with this "Rolls Royce" of cameras.

Please refer to the enclosed pamphlets for details. The equipment is in stock for immediate shipment. 30 days unconditional trial with full return privileges protect you all the way.

Your order will receive our immediate and most careful attention.

Yours very truly,
SEYMOUR'S


Earl F. Seymour

SEYMOUR'S CAMERA • STORE

350 West 31 Street, New York 1, N. Y.

*****Confidential Net Price Information*****

A) Optika Outfit #1.

Optika Camera with F3.5 preset lens,

Optikalite Field Lens

Optikamatic Rollfilm Magazine

Two Metal Masks

Three Cutfilm Holders

Adjustable Leather Neckstrap

List \$269.85 Net \$194.50

Postage and Insurance 1.95

B) Optika Outfit #2.

Contains complete outfit above

plus:

Your choice of 180mm F4.5

or

210mm F6.3 Aetna Actinar Telephoto

AND

Large Pigskin Leather Gadget Bag

for complete outfit

List \$344.30, Net \$239.50

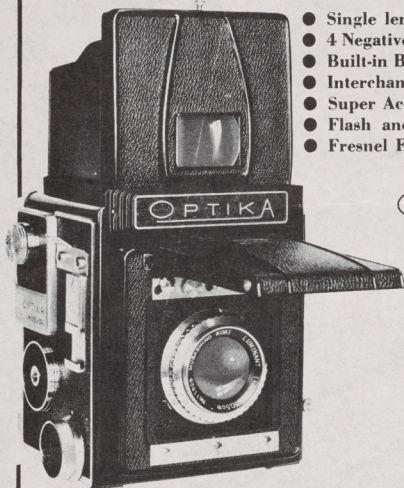
Postage and Insurance 2.25

15 Days Unconditional Money Back Trial

Presenting

the New

OPTIKA REFLEX



- Single lens Reflex Focusing
- 4 Negative sizes ($1\frac{3}{4} \times 2\frac{1}{4}$ to $2\frac{1}{4} \times 3\frac{1}{4}$)
- Built-in Bellows
- Interchangeable Lenses
- Super Accurate Focal Plane Shutter
- Flash and Strobe Synchronization
- Fresnel Field Lens
- Interchangeable Rollfilm Magazines
- Cut Film—Film Pack
- Close-ups without accessories
- Built-in Optical Sports Finder
- Precision Built
- Five Year Guarantee
- Lightweight Construction

In a class by itself!

PRICE LIST

Optika Reflex, Model IIA,
with coated preset
Luminant F3.5 Lens,
Optikalite Field Lens
Protective Back Plate
Adjustable DeLuxe
Leather Neckstrap
One Cutfilm Holder. \$229.50

Optikamatic Rollfilm Magazine
for 3 Negative Formats
on 120 Film
with 3 Metal Masks 25.50

Optika Professional Cutfilm
Holders
with pressure plate
SET of THREE (3). 14.85

180mm F4.5 coated Actinar Lens 59.50

210mm F6.3 coated Actinar Lens 58.45

Pigskin Leather Gadget Bag
for Optika Outfit. 14.95

**ENGINEERED
FOR**

*Long
Life*

NEW!

**Easy
Monthly
Installments**

SEYMOUR'S

350 West 31 Street, New York 1, N. Y.
Tel. WI 7-0453

Reprint from U.S.CAMERA

S/L Reflex

OPTIKA IIa

This new and versatile single lens reflex allows you to make pictures of four different sizes

THE OPTIKA IIa is very unusual looking—and a very unusual camera it is, too! It's the first $2\frac{1}{4}$ single lens reflex to come from Japan that features complete interchangeability of film types: rollfilm, sheet film, plates and filmpacks using special magazines and holders. It is capable of making pictures in four different sizes—6x9 cm; 6x7 cm; 6x6 cm and 4.5x6 cm. It also has all the desirable features of any single lens reflex—plus many more.

The Optika is well balanced in the hand for easy picture taking, is smooth in operation and beautifully finished.

On the groundglass the full $2\frac{1}{4} \times 3\frac{3}{4}$ area has markings for the other three sizes. A field lens under this groundglass yields a super bright image right to the corners, while a clear center spot is an aid in fine focusing.

The four-bladed hood, which opens smartly but gently at the touch of a button, contains a large, distortion-free magnifier, which lets you see the entire groundglass.

The 45° mirror in the Optika swings up when the shutter release is tripped. The mirror action is, in our humble opinion, the gentlest of any spring-actuated mirror in a larger single lens reflex that we've ever used.

After the mirror swings out of the way, which takes a fraction of a second, the Optika focal plane shutter traverses the film, making the exposure. For a shutter its size, it is remarkably smooth acting, relatively vibrationless and fairly quiet. It has speeds from 1/20 to 1/400, plus B. Synchronization for focal plane flash bulbs, such as #6 and #26, and for electronic flash is provided.

The Optika shutter is reset and the mirror brought down again by a large knob on the left.

The lens is focused via a built-in bellows extension. A conveniently located knob at the right bottom of the camera is used to actuate the bellows movement. The knob controls a rack and pinion movement with geared teeth on both guide rails. This use of two sets of teeth makes for accurate

focusing, rigid front alignment and smooth operation.

The basic Optika lens is a 10.5 cm Musashine Koki Luminant f/3.5. This has a preset diaphragm with settings from f/3.5 to f/32. Lenses in the Optika are interchangeable, with each lens mounted on a special lens board. Pulling a sliding bar aside near the top of the camera's focusing panel allows you to lift the lensboard out easily.

A full line of Actinar and Schneider wide-angle and telephoto lenses mounted on boards will be available from the importer, or you can mount your own lenses on boards which will be available separately at \$2.85 each.

A series of interchangeable rollfilm magazines, film and plate holders and a film adapter, which is in the works, allows use of a wide array of photographic material.

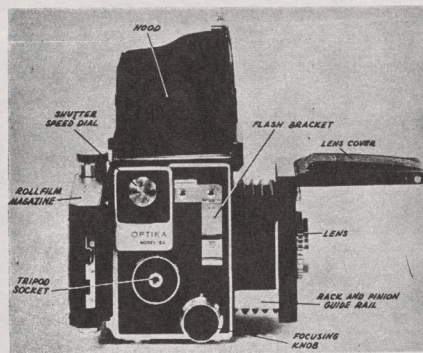
Special combined film and plate holders are available. These let you make full 6x9 cm pictures as well as the other sizes mentioned.

A filmpack adapter, to be made available later on, offers quick film interchangeability.

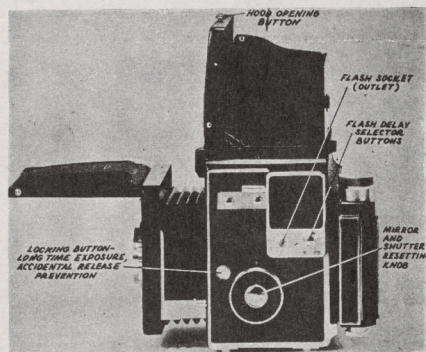
One other accessory to come is a groundglass panel for the rear of the camera. This, in effect, will make the Optika into a miniature view-type camera (sans swings, of course) and will prove valuable in situations where focusing through the hood isn't convenient.

The Optika IIa is imported by Aetna Optix, 350 W. 31 St., New York 1, N. Y. Its price, complete with 10.5 cm f/3.5 lens in preset diaphragm, carrying strap and one film holder is \$229.50. A rollfilm magazine costs \$25.50 with 2 metal masks. A set of 3 cutfilm and plate holders sells for \$14.85. The price of the filmpack adapter will be announced later.

Accessory lenses available from Aetna Optix include: 180mm f/4.5 Actinar at \$59.50 and a 210mm f/6.3 Actinar for \$58.45 mounted on Optika lensboards. A full line of Schneider lenses will be available at a future date.



ROLLFILM magazine, as shown on back of camera above, slides off easily; can be replaced with holder or adapter.



AMONG its precision features, Optika has quiet shutter, gentle spring-actuated mirror and button-operated hood.