



SEYMOUR'S, The Exakta Specialists  
350 West 31 Street, New York, N.Y. 10001  
TEL: (Area Code 212) CH 4-1150

# Seymour's Exakta Newsletter

## Taisei-Rokunar

F5.6

95mm to 205mm  
**ZOOM**



Focal length: 95-205mm  
Aperture range: f5.6-f32  
Formula: 9-element  
Angle of view: 25°-12°  
Minimum distance: 6 ft.  
Diaphragm: Preset with click-stops  
Focusing system: Helicoid action simultaneous w/zoom  
Marked focal lengths: 95-125-150-180-205mm  
Overall length: 7 in.  
Diameter: 2 1/4 in.  
Weight: 1 lb. 6 ozs.

Portrait range to 4-power "long distance" range with continuously variable intermediate ranges — all in a single lens. Take award-winning slides by framing your subject exactly as you want it. Remember: you can't crop a slide after it has been taken.

95mm to 205mm Taisei-Rokunar Zoom Lens F5.6  
Seymour Priced at only **114<sup>95</sup>** +1.65 postage  
DeLuxe Cowhide Leather Case \$4.95

## Taisei-Rokunar

F4

55mm to 90mm  
**Zoom**



Zooms from "normal" range through "portrait" range. A wonderful lens for theatre work, sports photography, portraits, flowers, etc. Includes the range of a standard focal length lens. Take several shots of your subject in rapid succession, all "from a different distance" without moving your camera.

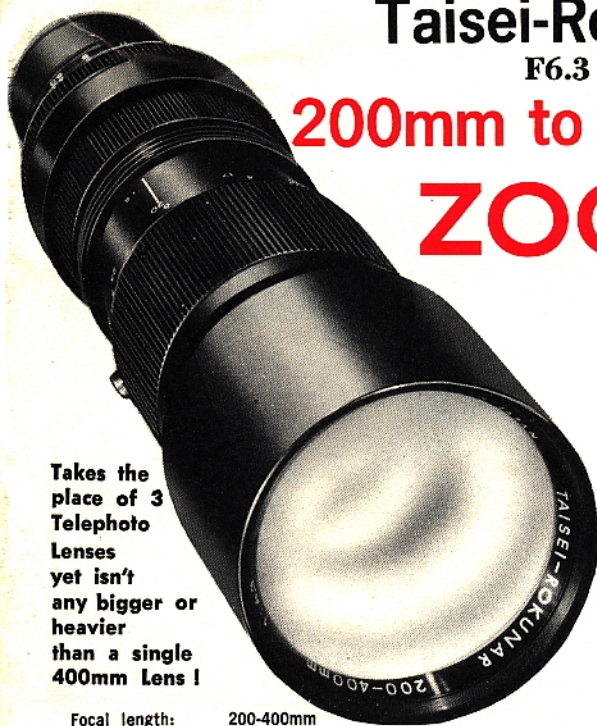
Focal length: 55-90mm  
Aperture range: f4-f16  
Formula: 7-element  
Angle of view: 43°-27°  
Minimum distance: 5 ft.  
Diaphragm: Preset with click-stops  
Focusing system: Helicoid action simultaneous w/zoom  
Marked focal lengths: 55-60-65-70-75-80-85-90mm  
Overall length: 4 in.  
Diameter: 2 1/2 in.  
Weight: 1 lb. 5 ozs.  
Filter size: 67mm screw-in 70mm snap-in

55mm to 90mm  
Taisei Rokunar  
Zoom Lens F/4  
Seymour Priced at only **99<sup>50</sup>** +1.45 postage  
DeLuxe Cowhide Leather Case \$4.95

## Taisei-Rokunar

F6.3

200mm to 400mm  
**ZOOM**



Takes the place of 3 Telephoto Lenses yet isn't any bigger or heavier than a single 400mm Lens!

Power-Range from a moderate 4-power to 8-power super telephoto range. For wildlife and great-distance work. Keep unwanted parts out of your pictures. Compose your shots as you take them, not in the darkroom!

200mm to 400mm Taisei Rokunar Zoom Lens F6.3

Seymour Priced at only **139<sup>50</sup>** +1.95 postage  
DeLuxe Cowhide Leather Case \$7.50

Focal length: 200-400mm  
Aperture range: f6.3 to f32  
Formula: 8-element  
Angle of view: 12°16'-6°10'  
Minimum distance: 12 ft.  
Diaphragm: Preset/click stops  
Focusing system: Helicoid action simultaneous w/zoom  
Marked focal lengths: 200-250-300-350-400mm  
Overall length: 13 in.  
Diameter: 3 in.  
Weight: 3 lbs.



Increase the Power of the Taisei-Rokunar Zoom Lenses to over 1350mm!



## Internal Tele Converter (I.T.C.)

Fits between lens barrel and lens mount. One I.T.C. nearly doubles the range of any Taisei-Rokunar Zoom Lens; two I.T.C.'s increase the range 3 1/2 times!

### MAXIMUM FOCAL LENGTH

Lens	with one ITC	with two ITCs
55/90	170mm	300mm
95/205	375mm	700mm
200/400	750mm	1370mm

Buy one ITC or a pair. Buy them separately or with one or more zoom lenses. The more you buy, the more you save:

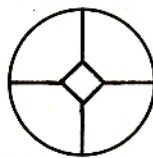
If purchased	One ITC	Two ITCs
separately	\$19.95	\$35.25
together with one Taisei-Rokunar Zoom	\$14.50	\$25.50
together with two Taisei Rokunar Zooms	\$11.50	\$19.50
together with three Taisei Rokunar Zooms	\$ 4.50	\$ 7.50

All prices for ITCs include leather cases and postage.





Seymour's brings you  
the famous  
**Aetna-Trix**



## Multiple-Image Prisms



Liven up your slide shows with creative, softly flowing, overlapping multiple image shots. You have seen these imaginative shots on Television and in Hollywood Motion Pictures.

Fashion Studios have paid up to \$300.00 apiece for these multiple faceted optical prisms. Now, for the first time, they become available to the amateur photographer at Down-to-Earth Seymour Prices.

Each Prism is mounted in a freely rotating mount with locking device: Find the most interesting position, then lock it in place. Each mount fits into a standard Series VII Filter Adapter. Prisms can be used with all lenses (wide angle, normal, telephoto) and produce strikingly different effects with different focal lengths.

At these rock bottom prices you should buy at least one, or better still, the set of two. It's the most inexpensive way to get out of a plain-picture rut.

Order #ATP-3 Three-Image Prism **17<sup>95</sup>**  
Order #ATP-5 Five-Image Prism **\$19.95**  
Zippered Case, each **\$1.95** Postage, each **75¢**  
Set of Both, ATP-35, cases included **\$39.50 + 95¢**

How often have you wished  
you had a

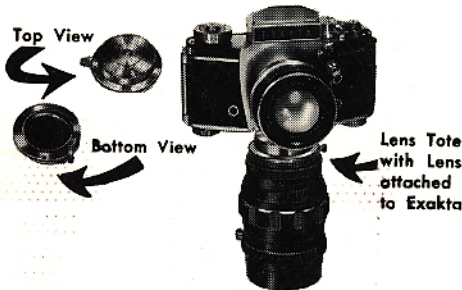


## Third Hand?

We can't give you a third hand  
but we have an ingenious  
accessory that makes the third  
hand unnecessary, the new

## LENS TOTE

A Seymour Exclusive, designed by our very own  
Otto (who submitted the name "Lens Schlepp").



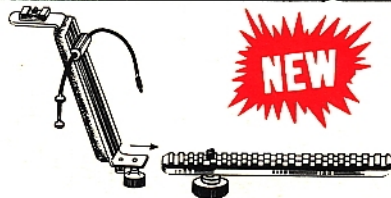
You are somewhere on vacation and you want to take pictures. You don't feel like walking around with a big bulging gadget bag. All you need is a camera, the normal lens, and one more lens. Stuff the extra lens into your pocket? Leave it on the steps of the Colosseum in Rome (or in New York)? Hold it in your third hand? No, you neatly bayonet it into the Lens Tote (which, in turn, neatly screws into the tripod socket of the Exakta).

Once you have used it, you find it hard to get along without it.

### Lens Tote

the indispensable  
little helper,  
Seymour-Priced at only . . .

**4<sup>95</sup>**  
post paid



## Steady Trip

the new combination Flashgun  
Bracket, Grip, and Remote Shutter  
Release. Ingenious collapsible design  
takes up very little room when not  
in use. For all flash and strobe units.  
Puts Flash in ideal position for natural-  
looking pictures. Comes in 2 Models.

**Standard Steady Trip** **4<sup>95</sup>**

with fixed "shoe" + 40¢ postage

**Flip Trip** **8<sup>95</sup>**

with ball joint  
swivel head + 40¢ postage



49mm Screw-in

## Sunshade

Now that the front thread diameter of many Exakta lenses has been standardized to 49mm, many customers have asked us to make available a 49mm Screw-In Lens Shade which can be used without a Filter Adapter. Here it is! Beautifully finished in ebony black with chrome-plated brass threaded ring. Use it for all lenses with 49mm front thread

(except wide angle lenses).

Order Number SS-49,  
49mm Screw-in Sunshade  
Seymour Priced at only **3<sup>95</sup>**  
post paid



Brand-New  
35mm F2.8

## FULLY AUTOMATIC Carl Zeiss Jena Flektogon Wide Angle

The new fully automatic  
35mm F2.8 Carl Zeiss Flektogon

**New Style (Black Finish!) Fully Automatic Model**

An incredibly lucky purchase enables us to bring you this finest of all Exakta Wide Angle Lenses at a fraction of its true value. Do not confuse this model with the semi-automatic model! This is the fully automatic model which closes AND opens automatically.

Zeiss Quality — the World's Highest Optical Standards. Wide Sixty-five Degree Coverage — the Best!

**SEYMOUR PRICED**

**64<sup>50</sup>**  
95¢  
Postage

### ACCESSORIES:

Screw in Filter Adapter, Series VII, \$4.50.  
Special Rectangular Shade, Series VII, \$6.85.  
Stubby Shade (does not require adapt) \$2.95.  
Leather case \$3.95.

Fully Automatic  
Carl Zeiss-Jena,  
35mm F2.8  
Flektogon  
Special  
Sales Price

SEYMOUR'S  
Automatic



2x

Tele Converter  
for your Exakta



Retains automatic feature of automatic Exakta Lenses. Can be used with automatic and non-automatic lenses. Doubles Focal Length of all your Exakta lenses. (Use 2 to quadruple Focal Length). Highest Optical Quality.

Less Weight,  
Less Bulk,  
Lower Cost

2 x Auto  
Tele Converter  
**29<sup>95</sup>**

than Telephoto Lenses Case 1.95  
Postage 95¢

2 for 49.95 incl. cases. Postage 1.25

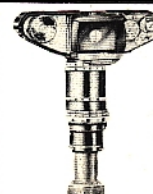


**Screw-in  
Polarizing Screen  
with Rotator**

49mm Thread. Fits directly on your Biotar,  
Pancolar, Xenon, Quinon and most other  
Exakta Lenses.

See the Effect in the Finder.

Special Seymour Price **10<sup>85</sup>**  
.25  
postage



SEYMOUR'S  
BUDGET PRICED

**Microscope Adapter**  
for your Exakta

Precision Machined — Quick Change  
Clamp Complete with Tube  
Order #BMA-J, Microscope Adapter  
Seymour-priced at only **12<sup>65</sup>**  
+ 95¢  
postage



## Color Filters



My recent brief article on filters seems to have opened the eyes of many customers to the difference a set of good filters can make to their pictures. Filter orders are coming in at an amazing rate.

This made me decide to devote more space to the description of filters and to revise and update the rather sketchy filter schedule which I printed in my last Newsletter.

Filters are a wonderfully easy way to correct colors, match films to light conditions, cut through haze, or subdue the excessive blue on a bright cloudless day. The light of the early morning and the late afternoon has too much red in it and slides look "wrong".

There is absolutely no reason why your slides should not sparkle with glowing (and correct!) colors. Select your filters from this chart and forget alibis and excuses when you show your slides.

## Special Seymour Prices on these Top Quality Special Seymour Filters:

	Single Filters	Set of Four Filters*	Rotating Polarizer
<b>Series VII Drop-in</b> (fits Ser. VII screw-in Adapter)	<b>4<sup>50</sup></b> +25¢ postg.	<b>14<sup>75</sup></b> +35¢ postg.	<b>9<sup>85</sup></b> +25¢ postg.
<b>49mm Screw-in</b> (fits directly on Biotar, Xenon, etc.)	<b>4<sup>95</sup></b> +25¢ postg.	<b>15<sup>95</sup></b> +35¢ postg.	<b>10<sup>85</sup></b> +25¢ postg.
<b>46mm and 52mm</b>	<b>4.95</b> +25¢	<b>15.95</b> +35¢	<b>10.85</b> +25¢
<b>55mm</b>	<b>5.45</b> +25¢	<b>17.95</b> +35¢	<b>11.85</b> +25¢
<b>58mm</b>	<b>6.45</b> +25¢	<b>19.95</b> +35¢	<b>12.85</b> +25¢
<b>62mm</b>	<b>6.95</b> +35¢	<b>21.95</b> +35¢	<b>13.85</b> +25¢

\*Sets contain the following filters:

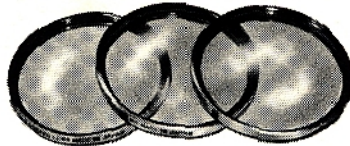
Set #1: 1A 85B 85 85C	Set #2: 80C 80B 82A 81A	Set #3: Yellow Orange Green Red
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Series VII Filter Adapters for Drop-In Filters,  
46mm, 49mm, 52mm, 54mm, 55mm \$4.50 each

Series VII Sunshade (fits all above adapters) ..... \$4.50 each

49mm Screw-in Sunshade (fits directly on lens) ..... \$4.95 each

## Black and White Filters



### Filters for Color

Study the filter chart and see how filters match light source and film. Early-Morning and Late-Afternoon Light are different from High-Noon Light. Distance requires a filter (1A). Blue sky requires special attention, too, at high noon. Get all available color filters and be set for any possibility.

### Filters for Black-and-White

Black-and-white film must translate colors into grey values. But the grey values of many colors are identical. Thus a black-and-white film sees the light of the sky as white and clouds are "lost" because they come out white on white. For average cloud effects you need a yellow filter; for more pronounced effect you use an orange filter; for those striking shots of white clouds against a rather dark sky a Red Filter is a must. A green filter darkens red and lightens green.

And don't forget those special effects you can obtain with Yellow, Orange, Green, and Red Filters in conjunction with Color Film! The possibilities are unlimited!

### Polarizers

If I had my way, I would see to it that every picture is shot through a Polarizer. Without a Polarizer, glare obscures color. Roofs, roads, cars, leaves look whitish grey in direct sunlight because they reflect the bright sunlight as glare. A polarizer cuts through the glare and brings out the true colors which are normally hidden under the glare. Flowers look more natural, leaves look green. A Polarizer also kills the glare that makes it difficult to photograph through glass (car or train windows, store windows, showcases, museum display, framed-under-glass pictures). The Polarizer will make the glass "disappear". And, last but not least, a Polarizer makes the sky take on a deeper blue and clouds show up fleecy white.

## Good Filters are an inexpensive Picture Insurance

These special **SEYMOUR FILTERS** are made especially for us to our own rigid specifications. They are anti-reflection coated. They are constantly tested for correct wavelength to assure 100% correct color cutoff which is essential for brilliant color rendition.

## Select YOUR Filters from this Chart

	DAYLIGHT H.S. EKTACHROME EKTACHROME KODACHROME KODACHROME II	TYPE A KODACHROME KODACHROME II	TYPE B ANSCOCHROME KODACHROME EKTACHROME B	KODACOLOR EKTACOLOR S	TYPE F EKTACHROME KODACHROME
<b>LIGHT SOURCE</b>	SKYLIGHT 1A	#85	85-B	SKYLIGHT 1A	85-C
<b>DIRECT SUNLIGHT MID-DAY (NEAR)</b>					
<b>DAYLIGHT</b>	POLARIZING FILTER — DARKENS SKY — KILLS GLARE — DOESN'T AFFECT COLORS				
<b>OPEN SHADE CLEAR (NEAR)</b>	SKYLIGHT 1A	#85	85-B	SKYLIGHT 1A	85-C
<b>DIRECT SUNLIGHT (DISTANT)</b>	#81A	#85	85-B	SKYLIGHT 1A	85-C
<b>DAYLIGHT CLOUDY (NEAR)</b>	#81A	#85	85-B + #81	SKYLIGHT 1A	85-C
<b>DAYLIGHT CLOUDY (DISTANT)</b>	HAZE #1	#85	85-B + 81-A	HAZE #1	85-C
<b>LATE AFTERNOON</b>	80-C	#85 + 82-A	85-B + 82-A	NO FILTER NEEDED	85-C + 82-A
<b>BRILLIANT SUN</b>	82-A	#85 + 82-A	85-B + 82-A	NO FILTER NEEDED	85-C + 82-A
<b>PHOTOFLOODS (3400°K)</b>	80-B	NO FILTER NEEDED	81-A	82-A	82-A
<b>3200°K LAMPS</b>	80B + 82-A	82-A	NO FILTER NEEDED	82-A	82-A
<b>FLASH BULBS</b>	80-C	80-C	80C	NO FILTER NEEDED	NO FILTER NEEDED
<b>STROBE</b>	81-A	85 + 81A	85-B + 81-A	#85	NOT RECOMMENDED





**100mm F2.8  
Fully Automatic  
Meyer Optik Trioplan**

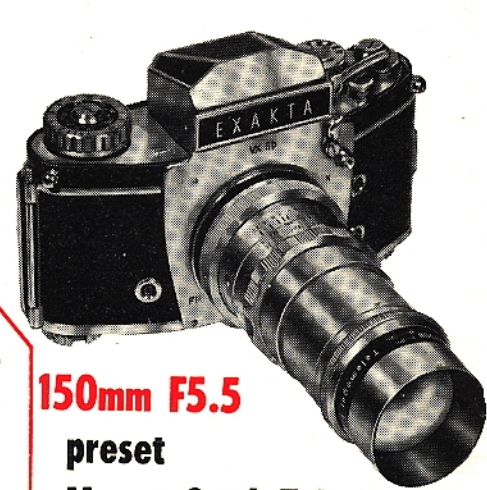
Here is one of the most useful automatic Exakta lenses at a truly fantastic price. Every lens is brand new and first quality. The 100mm F2.8 Meyer lens is ideal for portrait work, theatre, sports and moderate telephoto work, especially where a wider angle is preferable to extreme magnification. It is light in weight and small in size, superbly corrected and of brilliant sharpness.



**135mm F3.5  
Taika Color Doryt**  
Now **24<sup>95</sup>**

Leather Case \$2.95  
POSTAGE 95¢

If F3.5 is fast enough for you, you can buy this sharp, fully color-corrected telephoto lens with easy-operating preset diaphragm at this unbelievably low price.



**150mm F5.5  
preset  
Meyer Optik Tele-Megor**

Thousands in use by Exakta Owners all over the world.

**Grab it! 27<sup>50</sup>**

Soft Leather Case 2.45  
Postage 95¢

**100mm F2.8 Meyer Optik  
fully automatic Trioplan only 42<sup>50</sup>**

Screw-in Filter Adapter Ser. VII 4.50 Leather Case 4.80  
Ser. VII Shade to match adapter 4.50 Postage 95¢



**30mm F3.5  
preset  
Meyer Optik  
Lydith** **NEW**

**Extreme Wide Angle Lens**

Sharp from corner to extreme corner! 75 Degree Coverage (Twice the angle of the F/2 Biotar!) Wire sharp slides!

**Low-low Seymour-priced! 34<sup>50</sup>**

Leather Case 2.45  
Postage 95¢



**200mm F4.5  
preset "Teloptik"  
Telephoto Lens**

Superbly corrected, 100% color true, sharp to the very corners. Powerful magnification without weight or bulk. Easily hand-held. Compare it, shot for shot, with lenses pushing \$200. If it comes out second best, send it back. We'll extend our regular 15-Day Trial to a full month for this very purpose! Direct Import and Large Commitments make our incredibly low price possible.

200mm F4.5 preset "Teloptik" Telephoto Lens. Last month, in our Bulletin No. 665, this lens was priced at 44.65. Now you save another \$7.15.

**Now only 37<sup>50</sup>**

Leather Case 4.80 Postage 95¢

**New  
Price Reductions!**

Screw-in Filter Adapter  
Ser. VII 4.50  
Ser. VII Shade to match  
adapter 4.50

**Every Item in  
this Newsletter  
is sold on  
15 Days  
Money Back Trial**



**Foam Fitted Attaché Case**

Cushions your equipment and protects it from jolts. Sturdy, yet ultra-light-weight—it's fiberglass! Dignified dark grey with bright chrome accents.

You trace your equipment on cardboard, cut the cardboard to shape and follow the outlines on the foam cushions. We include a special cutting tool at no extra cost.

**Foam fitted Attaché Case  
Specially Seymour-Priced**

**19<sup>65</sup>**  
PLUS \$1.65  
POSTAGE

**Fabulous  
Seymour  
Price Reduction:**

**BRAND NEW**

Original Ihagee

**PentaPrism  
Eyelevel Viewfinder**

Use it for all-around photography. Eyelevel position gives natural perspective. Accepts all interchangeable inserts.

Penta Prism Eyelevel Finder with plain Rangefinder  
**Seymour-Reduced to:**

**Extra Special:**  
For a limited time we will supply the Prism with the new Combination Fresnel Viewing Lens and Split Image Rangefinder at no additional cost.

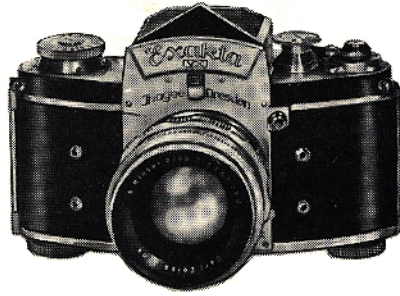
**22<sup>95</sup>**  
postage + 65¢

Leather Case for Prism \$2.20





Seymour — Rebuilt  
Exakta VX IIa



Seymour — Rebuilt  
Exakta VX



Seymour — Rebuilt  
Exakta V

# SEYMOUR — Rebuilt Exakta Cameras

You may want a second Exakta for yourself, either as a "spare" or to carry two different types of film. Or you may want to start off a younger member of your family on the way to Single Lens Reflex photography. The Lady of the House may want her own camera. Why settle for a cheaply made inexpensive new camera when you can get a reliable, fully Seymour-rebuilt Exakta for the same price?

Otto is busy supervising the rebuilding of these cameras and he stands behind our amazing guarantee (which is printed on the bottom of this page). Please select the camera best suited to your needs and give a second choice. Order your Seymour-Rebuilt Exakta right now because stocks are ample and you will get a fine Otto-pampered specimen.

**Otto recommends these SEYMOUR-Rebuilt, SEYMOUR-Guaranteed\*, Exaktas**

<b>Exakta VX IIa</b> Camera Body only .....	<b>69.50</b>
<b>Exakta VX IIa</b> Camera with Pentaprism and Rangefinder	
with 50mm F2.8 Preset Carl Zeiss Tessar .....	<b>89.50</b>
with 58mm F2 Preset Carl Zeiss Biotar .....	<b>98.50</b>
with 50mm F1.9 Fully Automatic Schneider Xenon .....	<b>124.50</b>
<b>Exakta VX</b> Camera Body only .....	<b>49.50</b>
<b>Exakta VX</b> Camera with Pentaprism and Rangefinder	
with 50mm F2.8 Preset Carl Zeiss Tessar .....	<b>69.50</b>
with 58mm F2 Preset Carl Zeiss Biotar .....	<b>78.50</b>
with 50mm F2.8 Fully Automatic Schneider Westanar .....	<b>84.50</b>
<b>Exakta V</b> Camera Body only .....	<b>44.50</b>
<b>Exakta V</b> Camera with Pentaprism and Rangefinder	
with 50mm F3.5 Carl Zeiss Tessar .....	<b>57.50</b>
with 58mm F2 Carl Zeiss Biotar .....	<b>64.50</b>
with 50mm F1.9 Preset Hugo Meyer Primoplan .....	<b>72.50</b>
Used Carrying Case . . .	<b>\$5.95</b>
Shipping and insurance	<b>\$1.50</b>

### \*Our Guarantee on SEYMOUR-Rebuilt Exaktas:

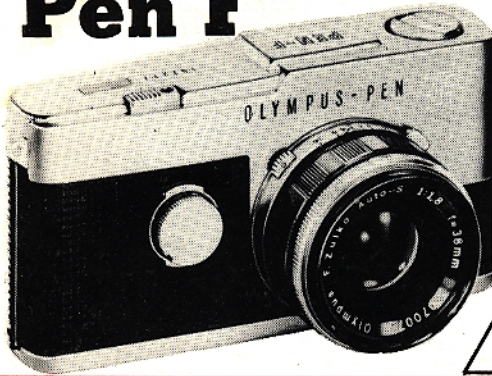
We unconditionally guarantee any Seymour-Rebuilt Exaktas to perform like a new camera, both optically and mechanically. Any defect will be repaired free of charge for a period of one year from date of purchase. This guarantee covers both parts and labor.





# Olympus Pen F

**World's First Single Frame SLR Through-the-lens Viewing and Focusing**

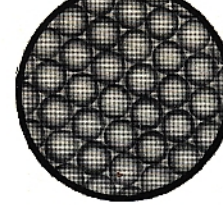


- Life Size Finder Image
- Fully Interchangeable Lenses
- Quick-Change Bayonet Mount
- Fully Automatic Lens
- Fabulous Optical Performance

**OLYMPUS PEN F 11150**  
with 1.8 Automatic Lens

**Exakta**  
Lens Adapter, 8.95

Deluxe Case \$10.95  
Postage and Insur. \$1.45



These microscopically small lenses are the secret of the

**SEYMOURLITE**

Super Sensitive Focusing Screen

("See More Light")

We have changed the name of our Super Sensitive Focusing Screen, but the name ONLY! Thousands of Exakta Owners have replaced their Rangefinder Focusing Glass with the SEYMOURLITE (formerly "Lumilite") and have experienced new focusing ease, and, what is even more important, new focusing accuracy. Let me quote from a recent conversation between two Seymourlite users (in our showroom): "Isn't it like having a new camera?" - "Well, it's more like having a new pair of eyes!" What can I add to that? Try it, and if you don't agree, send it back. But try it, or you won't know what you have been missing. It's only \$17.50 postpaid.

## Seymour-tested, Seymour-guaranteed

### Used Lenses

#### USED WIDE ANGLE LENSES

40mm F4.5 Meyer Helioplan	11.50	35mm F2.5 Angenieux Retrofocus	34.50
40mm F4.5 Schneider Isogon	16.50	35mm F2.8 fully automatic Steinheil	
38mm F5.7 Berthiot	9.50	Quinaron	52.50
40mm F3.5 Kilfitt Macro-Kilar model "E"	48.75	28mm F3.5 pre-set Angenieux	59.50
40mm F2.8 Kilfitt Macro-Kilar model "D"	73.75	24mm F4 fully automatic Schneider	
35mm F4.5 Enna Munich Lithagon	17.95	Westrogon	58.75
35mm F3.5 automatic Schacht Travegon	29.50		

#### USED TELEPHOTO LENSES

75mm F1.9 pre-set Hugo Meyer Primoplan	39.50	180mm F3.5 pre-set Sollgor Telephoto lens	38.50
80mm F2 Schneider Xenon	58.50	200mm F3.5 pre-set Juplen Telephoto lens	33.75
90mm F2.5 Angenieux Telephoto	37.50	200mm F3.5 pre-set Taika Tele-Cinonar	44.50
100mm F2.8 pre-set Kalimar	18.50	200mm F4.5 pre-set Steinheil Tele-Quinar	47.50
135mm F4.5 Schacht Telephoto lens	15.25	200mm F5.5 German pre-set Tele-Picon	28.50
135mm F4.5 pre-set Taika	11.50	180mm F3.5 pre-set Hugo Meyer Primotar	38.75
135mm F4.5 Steinheil Culminar	19.50	300mm F5.6 pre-set Taika	38.50
135mm F4.5/230mm pre-set Taika Duo-Focus	24.50	300mm F4.5 pre-set Hugo Meyer	64.50
135mm F3.5 push-button pre-set Schacht		240mm F4.5 Novoflex Follow-Focus Lens with	
Travenar	24.50	hand-grip (special carrying case \$5.75)	89.50
135mm F4.5 Schneider Tele-Xenar	27.50	300mm F6.9 Spiratone Telephoto lens	27.50
135mm F3.5 fully automatic Steinheil Tele-		Bushnell Tele-Var Monocular	29.50
Quinar (bright finish)	52.50	Bushnell Spacemaster	79.50
135mm F2.8 pre-set Steinheil Tele-Quinar	42.50	400mm F6.3 pre-set Telephoto lens	42.50
135mm F4 Carl Zeiss Triotar	19.50	400mm F5.5 Hugo Meyer pre-set Tele-Megor	58.50
135mm F3.8 Kilfitt Tele-Kilar	33.75		

up to 135mm Postage .95

over 135mm Postage \$1.65

**Please note:** Many of the above lenses are one-of-a-kind. Please give two alternate selections. All lenses fully guaranteed optically and mechanically.

## Combination Close-Up Set } +1 to +6



The Set consists of 3 high quality coated optical lenses in threaded chrome mounts. Use them singly or in combination, from Plus One to Plus Six.

Be sure to mention Model wanted:

Model VII fits any Series VII Filter Adapter.

Model 49 screws directly into Biotar, Auto-Tessar, Pancolar, Xenon, Quinon, Quinaron, and all lenses with this thread.

Leather Case included. Plus 85¢ Postage

**Special**  
**11.95**



## Seymour's Own Filter Adapters

Made to our specifications. Chrome Plated Brass. Complete with Ser. VII Filter Retaining Ring. 5 sizes now available but line will be expanded.

Stock Number	Fits Front Lens Thread	Price
FA 7717	46mm	4.50
FA 7706	49mm	4.50
FA 7716	52mm	4.50
FA 7718	54mm	4.50
FA 7733	55mm	4.50

To fit above Adapters:

Ser. VII DeLuxe Sunshade — 4.50

Ser. VII DeLuxe Rectangular

Wide Angle Shade — 6.85

Ser. VII Filters, each — 4.50

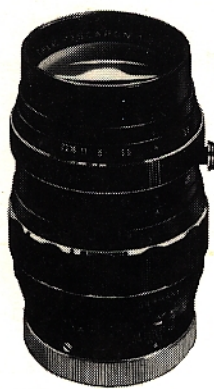
Ser. VII Polarizing Filter — 6.95

Ser. VII Reversing Ring — 2.95

Ser. VII Close-Up Set — 11.95

Ser. VII Screw-in Lenscap — 1.95





The sharpest — Fastest  
Long Range  
Telephoto Lens  
**180mm F2.8**  
preset  
**Tele-Iscaron**  
by Schneider-Iso

Price reduced  
to only **94<sup>50</sup>**

DeLuxe Case 6.85 Postage 1.25

## Please Read This:

I just made a fabulous purchase and I urge you to look over your list of people for whom you will have to buy Christmas presents (or birthday presents or no-occasion presents!). An offer like this may never come your way again. Here is the story:

Carl Zeiss Jena suddenly appointed a new importer and the American company which handled these cameras until now, was faced with the problem of selling its remaining stock immediately. Without hesitation I bought this excellent German Electric-Eye Camera and am now in a position to offer it to you, my good customers, at a price which is honestly and truly lower than the value of its ultra-sharp lens alone! But I am getting ahead of myself. Let me describe the camera to you:

The camera is a 35mm Electric Eye Camera, made by world famous Carl Zeiss, Jena. It is equipped with the World's undisputed leader in crispness and sharpness, the famous Carl Zeiss Jena coated 50mm F2.8 Tessar. The camera is equipped with a special shutter, developed especially for this camera, with speeds from 1 full second to 1/750 of a second. The real feature of the camera is a highly sensitive and very accurate Electric Eye which is cross-coupled to the shutter speeds as well as to the F/Stops. You could not get a wrong exposure even if you tried! Built-in synchronization for flash and strobe, of course. Film transport and shutter are coupled. You twist a ring on the lens and the film advances one frame and the shutter cocks itself, a sure way of double-exposure prevention. The finder is brilliant and has a special prism which lets you see the shutter speed and the F Stop right in the finder. A special reversible lens-shade is available. It forms a protective "cup" over the lens making a case unnecessary (see picture).

The name of the camera is Werramat and, as I said, it is made by Carl Zeiss Jena. Would you call a genuine Carl Zeiss Tessar F2.8 in a special high speed shutter a real bargain at \$29.95? Could you buy a very sensitive Exposure Meter for less than \$9.95? Well, let's stop right here. Because I'll sell you the entire camera, brand new, for \$29.95. Can you resist this unheard-of buy? Buy one for yourself, and as many for gifts as there are names on your gift list. Stock up on them for future gifts too. \$100.00 could not buy more value.

In case you thought that the price was a printer's error let me repeat it: Brand new Werramat with cross coupled Electric Eye, equipped with F2.8 genuine Carl Zeiss Tessar with 1/750 fully synchronized shutter, \$29.95. Reversible Shade (becomes protective "cup"), optional, \$3.95. Postage and Insurance \$1.35. Full 1-year guarantee and 15-day Money-Back Trial, of course. Buy a dozen, you CAN'T go wrong!



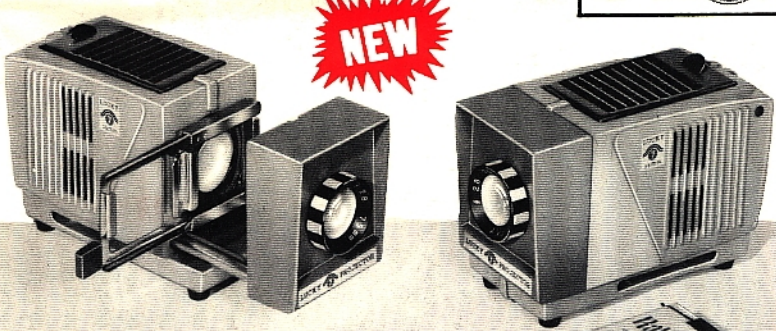
The first  
Automatic  
Short Barrel Lens

**105mm F3.5 Noflexar**  
for use in Bellows

Click Stops F3.5  
to F22. Setting  
for Automatic and  
Manual

**7450** + 95¢  
postage

includes Twin Kable (See Pg. 11)



**NEW**

Here is a new, ultra-compact truly portable slide projector of highest optical quality, the new

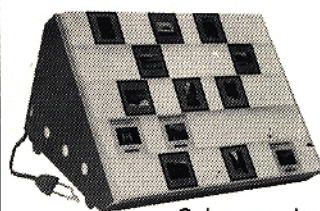
### Lucky Seven Portable Slide Projector

Want to show slides to your friends, away from your home? It's as easy as showing paper prints; just take the tiny Lucky Seven with you and show off your slides. — Doctors use it to share medical slides with colleagues. Lecturers and Salesmen take it on tour with them.

- All metal construction (no plastic!)
- 75mm F2.8 Ultra Brilliant Projection Lens
- Double Condenser System
- Convection Cooling
- Heat Filter
- Weighs only 2½ lbs.
- Just 6 x 4 x 3 inches small!

**Lucky Seven**  
Portable Slide Projector  
Seymour Priced at only

**24<sup>50</sup>** + 1.25  
Postage



### Slide Sorter

This electrically illuminated Slide Sorter accepts 40 slides at a time. Arrange them and re-arrange them for the proper projection sequence comfortably and easily. Pick your best slide for projection, seeing them all at the same time. An inexpensive yet indispensable accessory.

Order one for yourself and several as gifts.  
**Electrically illuminated Slide Sorter**  
Model SS-40, Seymour priced at only

**3<sup>95</sup>** Postage  
55¢

Battery Operated Illuminated

### Projection Pointer

Projects a sharp clear ARROW on the screen.  
A Must for any slide show



**5<sup>95</sup>** Plus .65  
Postage

Projection Pointer  
(Batteries included)

### Complete Projection Package:



Everything you need for a complete slide show: Lucky Seven Portable Slide Projector. Battery Operated Projection Pointer. Illuminated Slide Sorter. All-Metal Slide File.

Complete Projection Package  
Order #LSPF-4

**28<sup>25</sup>** 1.40  
Postage



**"They're All  
My Babies..."  
Otto's Column**



Otto symbolizes the personal interest, the professional pride, the high skill and the specialized knowledge of Seymour's Exakta Service. Here's what he has to say:

I have been getting quite a lot of fan (?) mail lately. You will understand that I cannot neglect my duties in the shop (sorry, the Lab!) and answer all letters personally. But from time to time I will answer some of general interest in this column, time, space, and the Editor permitting. So here goes:

**Question:** I will spend some time up North this winter. Do I have to have my Exakta winterized?

**Answer:** Unless you mean the Arctic or something, don't bother with special lubricants. Of course, if you haven't had your camera cleaned and relubricated within the last two years, have it done now. But regular lubricant will be all right.

**Q.:** Can the mirror in my Exakta be re-silvered?

**A.:** Yes, but it's much cheaper to install a new mirror.

**Q.:** My Exakta needs some repairs. Should I have it done or trade it in on a new Exakta?

**A.:** I am no economist but here is a rule of thumb: Multiply the number of years you have had the camera (that is, its age) by the estimated repair cost. If this figure comes near (or exceeds) the cost of trading up to a new one, trade. Otherwise fix the old girl. (In case there is any doubt in your mind: I mean the old camera).

**Q.:** Can I adopt (you mean "adapt", maybe?). Nikon lenses to my Exakta?

**A.:** Yes, but it takes a lot of matching and that is pretty expensive. Anyway, why use a Volkswagen motor in a Cadillac?

**Q.:** How come you are so smart?

**A.:** Taking things apart gives a man experience. Putting them back together again gives him wisdom. Next question.

**Q.:** Is it harmful to use the fast speeds on my Exakta when the slow-speed dial is set on a black number?

**A.:** Only if you wind the slow-speed knob. Then it's like driving a car with one foot pushing the gas pedal and the other pushing the brake pedal. Remember: Slow speeds (black) only T or B. Delayed action (red) with any speed. When slow-speed dial is not wound, it can be at any number, red or black, because it automatically disconnects itself.

Auf Wiedersehen,  
Otto.

**The ULTRA-WIDE  
Aetna Ultra Terragon  
28mm F3.5**

**Wide Angle Lens**

A new optical Retrofocus formula in conjunction with newly-developed Rare-Earth optical glass types makes this ultra-wide Wide Angle possible. Unsurpassed in sharpness and color correction. Never before could you hope to get a 28mm Extreme Wide Angle Lens at such a price. Excellent for Interiors, Panoramic Scenic Shots, groups, etc. Fast-acting, positive preset diaphragm. A truly unusual lens; a truly unusual buy!



Aetna Ultra Terragon

**49<sup>50</sup>** + .95¢ postage  
Case 2.95

*Special  
Sale  
On*

**World Famous  
Meyer-Optik  
Lenses**

**Special Sale on World Famous Meyer-Optik Lenses.**

We have made a large commitment on these fine German High Quality Lenses in order to bring them to you at typical Seymour Prices. Every lens is of first-line quality. Meyer-Optik Lenses need no introduction. Now look at our special prices and order as many as you can use!

- A** 35mm F4.5 preset Primagon  
Sale Price \$18.95, Case 2.95, Postage 95¢
- B** 50mm F2.8 fully automatic Damiplan  
Sale Price \$18.95, Case 2.95, Postage 95¢
- C** 80mm F3.5 preset Primotar  
Sale Price \$23.50, Soft Leather Case 2.80, Postage 95¢
- D** 100mm F2.8 fully automatic Trioplan  
Sale Price \$42.50, Soft Leather Case 2.95, Postage 95¢
- E** 150mm F5.5 preset Tele-Megor  
Sale Price \$27.50, Soft Leather Case 3.95, Postage 95¢
- F** 180mm F5.5 preset Tele-Megor  
Sale Price \$34.95, Soft Leather Case 4.80, Postage 95¢
- G** 250mm F5.5 preset Tele-Megor  
Sale Price \$39.50, Soft Leather Case 4.95, Postage 1.25
- H** 300mm F4.5 preset Tele-Megor  
Sale Price \$89.50, Soft Leather Case 7.95, Postage 1.65
- I** 400mm F5.5 preset Tele-Megor  
Sale Price \$67.95 Soft Leather Case 7.95, Postage 1.85



A



B



C



D



E



F



G



H



I

**Meyer-Optik  
Quality Lenses**

**Freshly Traded Rebuilt Exaktas**

Many customers are taking advantage of our liberal trade-in allowances and are trading their Exaktas for new ones. Right now we have a full selection of all models, lenses, finders. You name it, we've got it. Otto is happily (and busily) supervising the rebuilding of hundreds of traded-in Exaktas. Nearly all are one-owner cameras and most of them were originally bought from Seymour's. Every last one is put through its paces in the lab and all are guaranteed for labor AND parts for a full year (just like brand new ones). Prices are low. We can supply complete cameras, bodies only, finders only — or, as they say in the chicken stores: Buy Only the Part You Like!  
Drop us a line right now and tell us what you want — we'll answer immediately.



# Macro-Micro Photometer

This original Ihagee Photo Cell Meter for close-up and photo-micrography is unique with Exakta. It measures the exact amount of light that reaches the film because it goes between lens and film. Accurate to less than 1%. Requires Micro Ammeter.



Seymour-Priced at

**36<sup>50</sup>**

+ .95¢ postage

Micro Ammeter for use with above \$19.95

# Original Ihagee Proxette Bellows



Especially low Seymour-priced

at **27<sup>50</sup>**

95¢ Postage

- Made by the makers of the Exakta
- Variable Extension locks in place.
- Twin Rod Construction for Rigidity.
- Takes all Exakta Lenses.



# GOSSEN Lunasix®

## NEW Model Electronic Exposure Meter

Range 1 : 2,000,000!  
ASA Speeds 6 to 25,000!  
1/4000th second to 8 hours!  
F/Stops from F/1 to F/90!  
Reflected or Incident Light!

Measures Brilliant Sunlight or the Light of a Match!

New Model Lunasix Seymour-Priced at **ONLY 49<sup>95</sup>**

Case included. Postage 85¢

### DeLuxe Leather Lens Cases.

New sizes are being added to our line of deluxe lenscases as soon as new lenses come out. We cannot list all cases because of limited space. But here is an indication of price ranges to facilitate ordering:

DeLuxe Leather Lens Cases for:  
Small 50mm or 58mm or small wide angle lenses, non-automatic ..... \$3.95  
Automatic 50/58mm or normal size auto wide angle lenses. .... \$4.80  
Telephoto Lenses (most) up to 135mm, non-automatic \$4.80  
Telephoto Lenses (most) up to 135mm, automatic. \$5.95  
Cases for larger lenses: Please write for prices.

Please add 65c postage

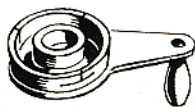
### All Metal Screw-in LENS CAPS

49mm \$1.95  
Series VII 1.95

Protect your precious lenses!

If your address on this pamphlet is incorrect, if we've made a mistake in spelling your name, or if you have moved, please notify us, giving both old and new addresses. Please include your ZIP number.

### a MUST! Exakta Rewind Handle



Precision machined to fit over rewind knob. Prevents internal rewind prongs from slipping out of film cartridge. Speeds rewinding — no more awkward fumbling. The ONE accessory you CANNOT do without.

Exakta Rewind Handle

**2<sup>85</sup>**

## Reversing Rings

It is a well-known optical fact that lenses must be reversed when they are being used for close-up or macro photography. This compensates for the very short distance of the object from the lens. Normal lenses are not corrected for such short object distances and MUST be reversed.

The Reversing Rings now come in two models:

**Model R-49-B.** Screws directly into the lens threads and fits the threaded part of the Extension Tubes. This ring fits the Biotar F2, the Steinheil F1.9, the new Schneider F1.9, the Flektagon, the Quinaron, the Exagon and all other lenses with a 49mm front thread.

**Model R-VII-B.** Screws into a Series VII Adapter and fits the threaded part of the Extension Tubes. This ring fits all lenses that can be fitted with a Series VII Adapter. (For Series VI lenses add the Step-up Ring SU-67 at \$2.95).

Reversing Ring (state model wanted)

**2<sup>95</sup>**  
plus 25¢ postage.

Special Offer

## Time to Modernize

You can update your equipment at reasonable cost. Any combination of trades can be worked out: Body for Body, Body and Finder, Lens for Lens, Complete Camera for Complete Camera. Describe your equipment. Tell us what you want. Chances are, it will cost less than you think.

Drop us a line - now!







**NEW**

**A NEW CONCEPT  
IN TAPE RECORDERS**

**Pentron Aristocrat IV  
Stereo and Mono 4 Track**

All the latest convenience and performance features:

- Push Button Operated
- Records and/or plays stereo or mono
- Audio Start: starts and stops at the sound of your voice
- Portable, yet styled as a piece of furniture
- Walnut Stereo Sounding Boards
- Solid State (fully transistorized)

and most important for Exakta Owners:

1. Synchronizes with any automatic slide projector, changes slides at the right places in your taped narration.
2. Add-A-Sound Feature lets you add music to your narration for truly professional fully automatic slide shows.

**Pentron Aristocrat IV  
4-Track Stereo Recorder**

**Seymour Priced 179<sup>50</sup>**

Shipped Railway Express. You pay nominal shipping charges on arrival.

**Free of extra charge**

with above recorder

24 Reels 7" 1200 ft. Mylar Tape  
or:

Two 8" Biplax Hi Fi Extension  
Speakers in Walnut Cabinets.

**Seymour's Exakta Service.**

A good car mechanic listens to the motor and knows the trouble before he opens the hood. Our mechanics LIVE with Exaktas and have an uncanny knack of going right to the heart of the trouble, fixing it with knowing hands.

But the final tests are never left to mere human judgement. They are made on highly sensitive special testing devices.

We have installed a new Auto-Collimator which checks the focus of your camera to an accuracy impossible to achieve by eye alone. The same optical instrument checks the focusing accuracy of a lens within microscopic tolerances.

Or take our Electronic Synchronizer Tester. It detects the slightest deviation from perfect synchronization.

Experienced mechanics, original factory parts, and specialized testing equipment are your assurance that your Exakta receives the service it deserves — at Seymour's, the Exakta Specialists.

PS.: Our rates are reasonable!



**We carry the World's Largest  
Inventory of Exakta Cameras,  
Exakta Lenses and  
Exakta Equipment.**

Because of limited space, we cannot show everything in this Newsletter.

**If you do not see what you need,  
drop us a line.**

**We'll answer promptly.**

**SEYMOUR'S**

The Exakta Specialists  
350 West 31st Street  
New York, N.Y. 10001

**W-i-d-e-s-t  
Exakta  
Wide Angle  
Ever!**



**NEW**

**20mm (yes, TWENTY millimeters!)**

**F/4 Carl Zeiss-Jena Ultra Wide  
Fully Automatic Flektogon**

For those ultra-wide shots (100 Degrees!). For sweeping Scenic Panoramas. For architecture. For interiors. For those magnificent fountains in Rome, invariably stuck into the tiniest squares. For large group pictures.

True Zeiss-Jena quality. The ultimate in Wide Angle performance.

20mm F4 Carl Zeiss-Jena  
Fully Automatic Flektogon  
Seymour Priced at only

**174<sup>00</sup>**

\$1.65  
Postage

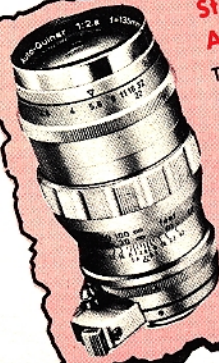
Leather Case \$4.80

**LOW PRICES . . .**

Certainly! But when you buy from Seymour's you get much more than just low prices:

1. You buy quality equipment from a store in which you have complete confidence.
2. If it's Exakta equipment, you are likely to find it at Seymour's.
3. You will get the latest, factory fresh equipment: Our large turnover does not allow "shelf warmers."
4. Never any "hidden charges."
5. No sale is "final." You have 15 days to test and try.

From our Bulletin AL-644



**Steinheil 135mm f2.8  
Auto-Quinar**

The keynote for the design of this lens was color correction. Steinheil has come up with an excellent color lens. Portraits taken with the 135mm F2.8 Auto Quinar seem to live: the rendition of skin tones is extremely lifelike. Fully automatic diaphragm. Gleaming chrome finish.

**SPECIAL  
SALE PRICE 147<sup>50</sup>**

De Luxe  
Case 6.80

**Sure, it was a great Buy  
at \$147.50!**

And now we are cutting our own previous price by a whopping \$50.00. A lucky buy makes it possible for us to offer these wonderful lenses at an incredibly low price. But, please, rush your order. No more when these are gone.

**Steinheil 135mm F2.8  
fully automatic Auto-Quinar**

**One of the finest and most highly corrected Telephoto Lenses**

The original Heavy-Duty  
**BRIGHT MOUNT**





A



B



C



D



E



F



G

# Inexpensive, but important...



H



I



J



K

## A . . All-metal Lenscaps.

Dustproof protection for your lenses.  
49mm \$1.95; Series VII \$1.95

## B . . Bayonet Body Dustcap.

Locks into Camera Opening. Protects Mirror.  
\$1.00

## C . . Bayonet Exakta Rear Lenscaps.

Perfect fit for all Exakta Lenses .....\$1.40

## D . . Accessory Shoe.

Lets you attach flash and other accessories to the Exakta. Fits PentaPrism .....\$2.00

## E . . Eyecup.

Shields against annoying side light. Permits use of prescriptions lenses .....\$5.50

## F . . Fresnel Lens.

With split image Rangefinder. Focusing Insert for PentaPrism .....\$9.95

## G . . "Klip" Lensbrush.

Finest Camel's hair. Lipstick type with spring clip to attach to gadget bag or pocket.  
\$1.00

## H . . Chrome Neckchain.

Very comfortable. Very safe. Locks securely into camera eyelets .....\$3.25

## I . . Leather Neckstrap.

Black finish to match camera. Has Swiveling Hooks .....\$1.95

## J . . Original Ihagee Extension Tubes.

2 Bayonet Adapters and 3 tubes of different lengths .....\$11.95

## K . . Two-in-One Adapter.

Original Ihagee. 5mm Extension. Bridges gap between focusing range of lens and tubes .....\$7.95

## L . . Magnear.

Critical viewfinder for ultra precise focusing. Original Ihagee .....\$14.85

## M . . Magnifier for Magnear.

Locks into Magnear. Enlarges viewing image for greater focusing ease .....\$12.50

## N . . Twin-Kable.

Retains the automatic feature of lenses when used on tubes or bellows .....\$6.85

## O . . Schacht 50mm F1.8.

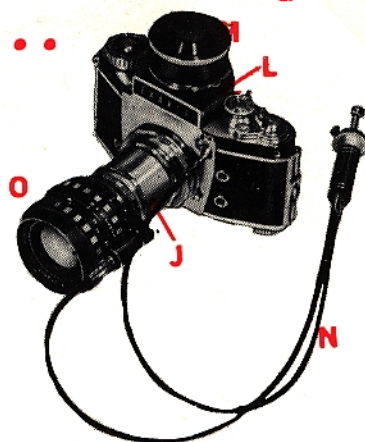
Fully automatic Travelon. See page 3.

## P . . Flat Bisected Glass Insert.

For use in Magnear (L). Eliminates curvature of image. Correctly centers and lines up image .....\$3.50

## Q . . Ihagee Giant Release Knob.

Steadies Camera at instant of exposure. Eliminates fumbling for Shutter Release.  
\$1.25



P



Q

## Extension Tubes

(see above, "J")

Extension tubes are the most inexpensive way to explore the fascinating field of close-up photography. Whether you do macro-photography for its pictorial qualities or for scientific reasons, it is one of the most rewarding facets of Exakta Photography.

The Original Ihagee Exakta Extension Tubes consist of 2 bayonet adapters and 3 tubes of different lengths. A booklet containing tables, scales of reproduction and exposure factors is supplied with each set.

Original Ihagee Extension Tubes sensibly priced at only \$11.95.

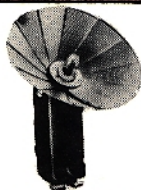
Independent Make, similar to above, budget priced \$8.75

## Two-in-One Adapter

(see above, "K")

A special adapter is available for very short extensions. It has the male and female bayonets machined into each other. 5mm extension. Bridges "blind spot." Two-in-One Adapter, Original Ihagee, \$7.95.

**Please add postage for all small accessories.**



Honeywell's New Pocket Size Flashgun

## Tilt-a-Mite

Battery Capacitor type ignition. Fanfold reflector. Tilting reflector head for various effects including bounce flash. The best gun we have seen in a long time. Sensibly priced at only \$9.95. 22½V Battery 90¢. Postage 65¢. Accessory Shoe 1.95

## Body Dust Cap

(see above, "B")

A new bayonet cap for the opening of the Exakta. Fits all models (Exas, too). Protects mirror and shutter from dust. Low cost protection for costly parts. Bayonet Body Dust Cap, only \$1.40.

## Bayonet Rear Cap for Lenses (see above, "C")

Fits all Exakta lenses that go on the regular inner bayonet. Locks on. Can't fall off. Keeps inside of lens free from harmful dust. Only \$1.40 each or 4 for \$5.00.

## Giant Release Button (see above, "Q")

Screws into shutter release. Eliminates fumbling. Softens tripping of shutter. Protects cable release thread. Seals opening from dust. Giant Release Button \$1.25.

## Protect Your Shutter!

We receive quite a few letters asking how the shutter in the Exakta can best be protected from burns caused by the sun. A sure-fire remedy is the habit of always cocking your shutter immediately after every exposure. This brings the mirror between the lens and the shutter curtain. It is a good habit in any case because it may get you a split second picture that might have "got away" if you had to cock the shutter first. Don't worry about the spring. It is very strong and only a small part of its potential energy is used in activating the shutter. Exception: If you do not intend to use your Exakta for a long time (several months), release the shutter and let the main spring hibernate.

## Service.

While we are on the subject of taking care of your camera, when did you last have it cleaned and relubricated? You can get a great deal of additional mileage out of your Exakta if you take care of it. A new camera will usually not require re-lubrication for about 2 years. Older cameras should be "washed" and relubricated every two years. The old lubricant usually cakes up (combining with the dust that seeps in) and after a while the lubricant becomes an abrasive. If you let it go too long, your gears will be in sad shape. It's cheaper to give your Exakta regular service. We recently announced our new "package" service which consists of cleaning out of old lubricant, relubricating, checking fast and slow shutter speeds and checking focus, at \$19.50 plus return postage. Let us take care of your camera and it will take care of you.





### Ultra-Long-Exposure Timer.

Brand new, from West Germany, a very useful long-exposure Timer with built-in cable release. Extends the slow speeds to 32 seconds! A Must for Night Shots, but also very useful for those long close-up exposures. Adjusts from 2 seconds to 32 seconds. Ultra-Long Exposure Timer \$14.95 ppd.



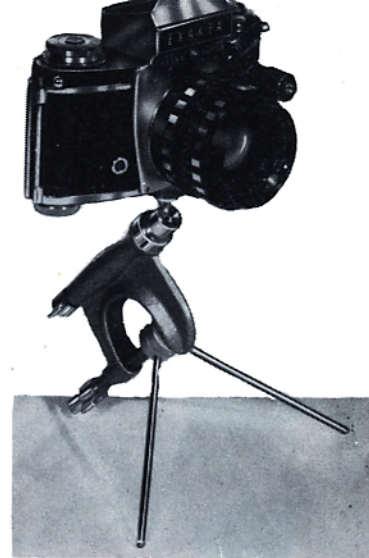
### Night Owl Electric Cable Release

A Cable Release with Built-in Light? Are you kidding? At first it looks like a gag. But it's really very useful. It has a tiny, tiny light built right into the handle. Absolutely indispensable in the theater and similar situations. Night Owl Electric Cable Release \$7.95 post-paid.

### Pneumatic Remote Control



A new West German Remote Control Shutter Release. Full Length 10 feet. Can be shortened to 6 feet. Powerful. Sure-fire. Comes with Vinyl Case. Pneumatic Remote Control \$7.95 ppd.



### NEW

A new very useful Combination Universal Clamp Pod and Table Tripod the new

### Combipod

Clamp Pod attaches to ANYTHING from a tree to a park bench, to a car window.

Two removable folding legs convert it into a sturdy table tripod.

Heavy duty universal Swivel head locks at any angle. **Combipod** **5.95** + 25c postage



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Super Wide Angle. 82 degrees! Eight complex elements. Superb in contrast, sharpness, color Focuses to less than 2 feet. fully automatic diaphragm.

Stops to F22.

24mm F4 Westrogon

# 77<sup>50</sup>

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Case \$4.80. Shipping 1.25



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Four different negatives sizes (up to 2 1/4 x 3 1/4) in a single camera. Interchangeable lensboards, interchangeable backs, Rollfilm, Cutfilm, Filmpack. Unlimited versatility. True Single Lens Reflex. Designed for the professional but priced for the amateur. Sound exciting? Write for full information.

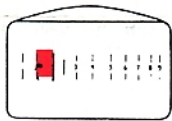


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Exakta Bayonet Adapter 3.95  
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Get correctly exposed Close-ups — always!

Read your exposure factor directly at a glance

### Macrolite

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### PISTOL GRIP

Our new all-metal Pistol Grip guarantees rock-steady pictures free from blurs caused by camera movement. Use it with normal or telephoto lenses.

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### 400mm LENS SPECIAL



**Meyer Gorlitz 400mm F5.5 preset Tele Megor**

Very latest model. Super sharp. Extra fast. Rotating Tripod Mount. Positive preset diaphragm. Non-glare ebony-black finish. No vignetting.

Fastest, most brilliant, most highly corrected 400mm

Brand new, way below value, **Reduced to 67<sup>95</sup>**

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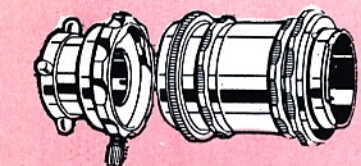
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New Leather Cases for Exakta \$9.85

Please add \$1.25 postage for each camera ordered.



Original Ihagee Microscope Adapter II

This new model has a quick-release internal lock, permitting visual use and photographic use of the microscope with fast interchangeability. Magnification ratio can be varied at will with tube sections (supplied). Precision machined all-chrome components.

Specially Seymour-priced at only \$19.95 + 65¢ postage.





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## For use in Bellows

Complete Line of Highest Quality Short Barrel Lenses. All lenses require the BAYONET ADAPTER ..... \$3.95

You need only ONE adapter. It fits ALL lenses.

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- 25mm F3.5 Macro, Actinar, up to 6x life size on film, Sale Price .... \$21.95

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Any 2 lenses — get bayonet adapter free  
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Shipping: 1 or 2: 75c. 3 or more 95c.

## 16" Cable Release.

A new locking type cable release, twice the length of the conventional 8" version. Very helpful for moderately remote control of tripping the shutter. Indispensable for close-up and copy work because it greatly reduces the cause of vibration. 16" Extra Long Cable Release, Introductory Price \$1.95 plus 5¢ postage.



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A new type of Extension Tubes that permits varying the amount of extension continually without disassembly.

Comes in two models:

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## The Foldomat

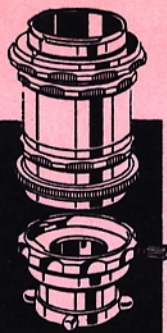
The Foldomat Copy Stand disassembles and stores on a shallow closet shelf. It consists of a folding metal base, nickel plated two-part upright (column), calibrated dual movement camera suspension arm.

Seymour-Priced  
at ONLY

**29<sup>77</sup>**

PLUS  
\$1.65  
POSTAGE

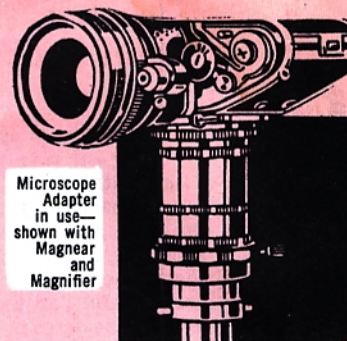
Two-light Reflector Unit with omnidirectional adjustments, net \$19.85. Additional two-light unit (for "flat" lighting, copy work, etc.) \$9.95.



## Original Ihagee Microscope Adapter II

This new model has a quick-release internal lock, permitting visual use and photographic use of the microscope with fast interchangeability. Magnification ratio can be varied at will with tube sections (supplied). Precision machined all-chrome components.

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Microscope Adapter in use—shown with Magnear and Magnifier

### Tessar 2.8

If you are one of the many customers who had to be disappointed because we received more orders than we had lenses, please send in your order once more. A new supply has just come in.



## Carl Zeiss (Jena) 50mm F2.8 Tessar

The Tessar can be used in its normal position or reversed. It can be used directly in the camera or in a bellows or in tubes — no loss of sharpness, ever.

I highly recommend this 50mm F2.8 preset Tessar. I don't intend to get rich on this recommendation. I don't want to make twenty dollars on the lens. But I do want you to have one if you do any kind of copy work. Send us \$18.95 plus 85¢ postage and we will send you the lens on 15-Day Trial. This is NOT the down payment but the FULL PRICE! And in case you still don't believe it, I will repeat it: Brand new Carl Zeiss Tessar, 50mm F2.8, preset, coated, first line quality, in Exakta Focusing Mount, \$18.95 Postage and Insurance 85¢.

Available Optional Accessories:

- Protective Leather Case for Tessar ..... \$2.95
- Screw-in Filter Adapter, Series VI,  
Order No. 6642 ..... 2.95
- Step-Up Adapter Ser. VI to Ser. VII,  
Order No. 67 (permits the use of 6642 Adapter with Ser. VII Accessories) .. 1.95
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requires above 6642 and 67, fits threaded part of Exakta Tubes ..... 2.95

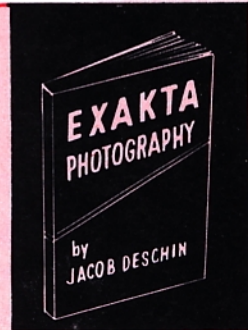
## Squeeze the Last Drop of Usefulness out of your Exakta

# EXAKTA PHOTOGRAPHY

by Jacob Deschin, Camera Editor of  
the New York Times

An instruction book, suited for both beginner and advanced amateur. Written in easy-to-understand, non-technical language by an enthusiastic Exakta Owner, Jacob Deschin, Camera Editor of The New York Times.

Mr. Deschin guides you from the first step of loading your camera all the way to advanced picture-taking techniques. He reveals many tricks by successful newspaper photographers. He discusses telephoto and wide angle lenses and their uses. He shows you how to use the many Exakta accessories to best advantage. And there is an appendix, written by experts in their own fields, dealing with medical photography, close-up work etc. Truly an indispensable book for the Exakta Owner.



Publisher's Price \$4.95

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It looks, feels, and handles like  
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Single Lens Reflex

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True Single Lens Reflex with fully interchangeable automatic lenses.

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Price Smash on  
**35mm F2.8 preset  
Teloptik Wide Angle**

The new Teloptik Wide Angle is a highly corrected lens, fast, flat from corner to corner, excellent for color. The lens is equipped with a fast-acting positive preset diaphragm, the next-best thing to a fully automatic diaphragm but considerably less costly. If you think you can do without the automatic feature but insist on the highest optical quality, order the 35mm F2.8 Teloptik Wide Angle Lens right away!

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Featured at \$39.50 in our Bulletins 665 and 965, this excellent lens quickly became one of the most popular wide angle lenses. Increased production makes this additional 25% price cut possible. As usual, the price reduction is passed on to you

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Accessories for 35mm F2.8 Teloptik Wide Angle:  
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Rectangular Wide Angle Shade to match adapter ...\$6.95  
Filters, to match adapter, each ...\$4.50  
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Includes nickel-cad battery, AC line and recharger. Accessory shoe \$1.95 Postage \$1.25

Only **\$48.50**



Exa II

Exa II with fully automatic Domiplan F2.8 **\$54.50**

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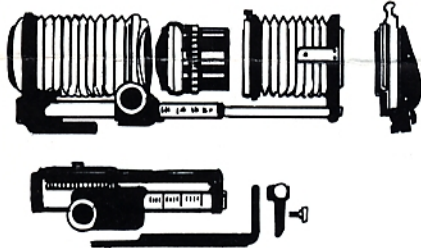
Special Purchase,  
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Leather Case	\$7.85
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Exa IIa

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A FANTASTIC  
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**F1.5**  
Lens!

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Looking for a camera that takes good pictures in spite of every mistake a person can make? Want a foolproof precision instrument for the Lady of the House?

We have selected the Mamiya-Sekor Super DeLuxe One Point Five for four reasons:

1. Electric Eye coupled to Lens Aperture — always correctly exposed shots.
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Mamiya-Sekor Super-Deluxe  
with F1.5 lens

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## Ultra Sensitive CdS Meter Toshiba PE-1

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8 minutes to 1/8000 sec.!  
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Sometimes people write and ask whether we repair only cameras bought from Seymour's. Perish the thought! All Exaktas are our babies, regardless where purchased. Whenever you need help. Seymour's is ready to give it. As long as it is an Exakta, we are always ready, willing, AND ABLE to cure what ails it.

Our charges are reasonable. Repair charges are based on the time consumed and experts don't have to fumble around trying to find a way to repair a camera. Don't forget that we LIVE with Exaktas: we know them inside out!

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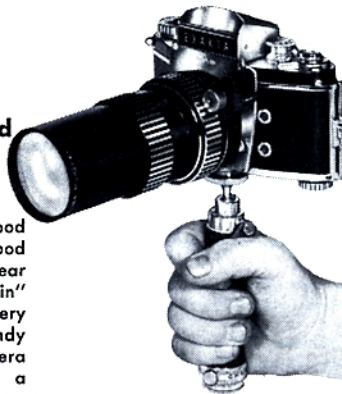
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The heavy duty ball joint swivel top lets you level your camera, no matter how uneven the ground.

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