

**This World Famous
Lens Maker Introduces New Lenses
For Leica, Exakta, 8mm Movies.**

Steinheil-München, Germany, has been a byword among photographers for over 100 years. Their precision lenses have been on the lens boards of view cameras, portrait cameras, and press cameras—the choice of photographers who demand the best.

Now, 35mm fans and home movie makers can enjoy Steinheil-München quality with this completely new series of lenses. In sharpness, correction, and resolution, they are second to none. With their new modern design, they're your best buy for price, performance, and optical workmanship.

Examine Them At Your Dealer Today!

**FOR
LEICA &
EXAKTA**



These exciting lenses add new scope to your Leica or Exakta—at exceptionally moderate cost. In every way, they match the quality of these famous cameras with their own fine appearance and superb picture taking.

- FOR THE LEICA**
- 135mm f4.5 Culminar Telephoto... \$75.00*
 - rangefinder coupled... 75.00*
 - 85mm f2.8 Culminar Portrait... 75.00*
 - rangefinder coupled... 75.00*
 - 35mm f4.5 Orthostigmat Wide Angle, rangefinder coupled... 10.50*
 - Wide Angle lens... 10.50*
- FOR THE EXAKTA**
- 135mm f4.5 Culminar Telephoto... 60.00*
 - 135mm f2.8 Culminar Portrait... 60.00*
 - 85mm f2.8 Culminar Portrait... *plus tax
- All Lenses Are Factory Coated

**FOR 8mm
MOVIE CAMERAS**

Use this crisp telephoto lens to bring your distant shots 3 times closer. Its wide angle lens—quality movie lens—scale, built-in sunshade, beautiful black and chrome design.

- 1 1/2" f2.8 Cassar Telephoto, factory coated... \$34.45



CAMERA SPECIALTY CO., INC.

50 West 29th Street New York 1, N. Y.

Exclusive Factory Representative In The U.S.A.
For C. A. Steinheil Sons, Munich, Germany
Copyright 1951, Camera Specialty Co., Inc.

Introducing the

EXA

A product of Ihagee, manufacturers of the distinguished Exakta camera.



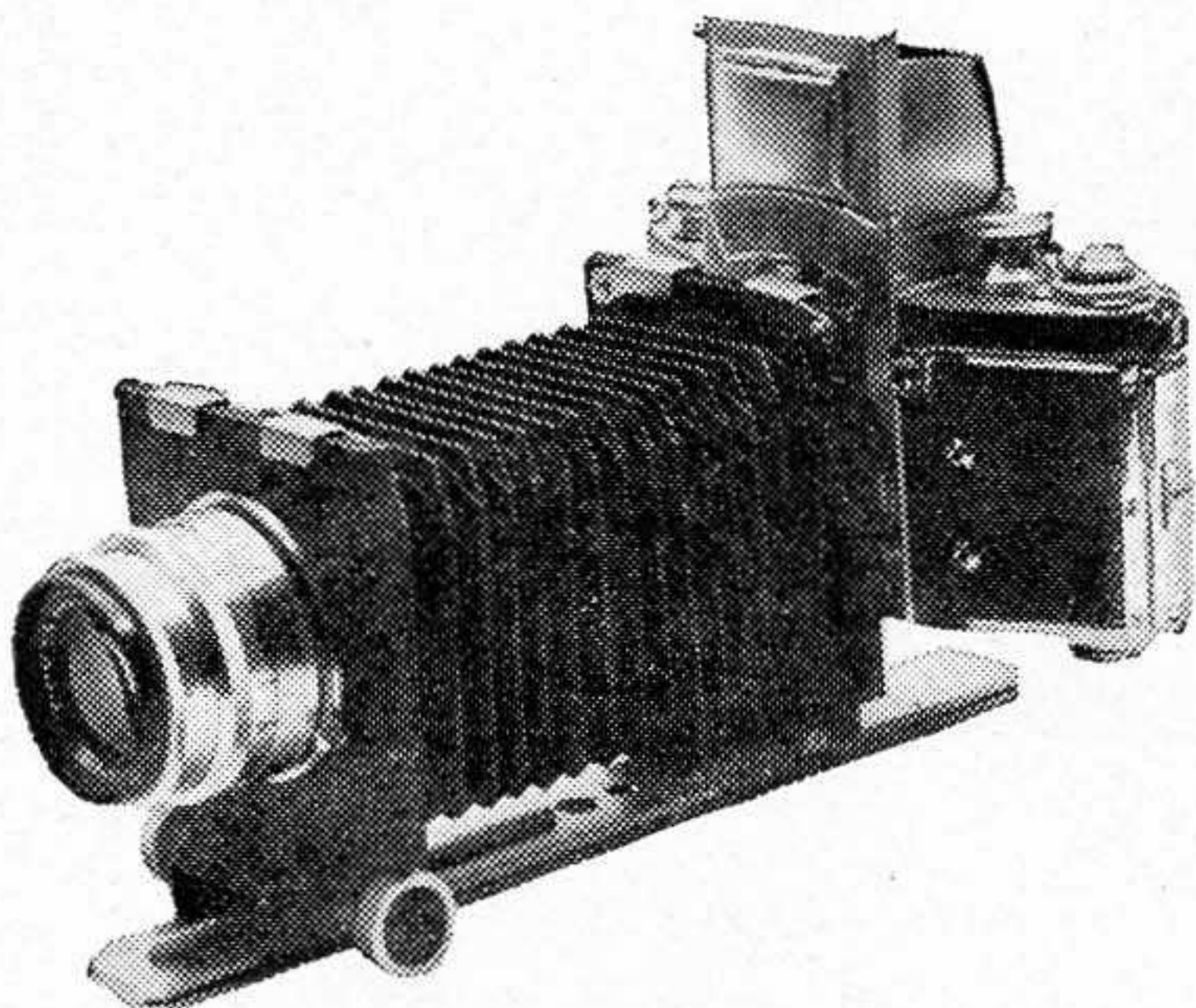
*We invite you to inspect
the Exa at your dealer.*

EXAKTA CAMERA COMPANY

46 West 29th Street • New York 1, N. Y.

Exclusive Sales And Service Organization In The U. S. A.

For Ihagee Camera Works, Germany



SEYMOUR'S, the Kine Exakta Specialists bring you

The Miracle of the Multiscope

The extremely versatile Multiscope converts your Kine Exakta to a precision view camera. It has a complete focusing range from extreme telephoto work to ultra close-up work. Interchangeable lensboards accommodate 270mm Telephoto Lenses ($5\frac{1}{2}$ power!) to $\frac{1}{2}$ " ultra short lenses (400x magnification in area).

Self-locking Geared Critical Focusing
Perfect Optical Alignment
Most Versatile Accessory Ever Designed!

Cuts cost of telephoto lenses in half:

240mm Schneider Tele-Xenar, F5.5, latest coated,
complete with Multiscope, total price.....\$109.75
(a combined \$200.00 value)

Extra lensboards for the Multiscope, blank.... 2.85

Lensboards with Kine Exakta Bayonet..... 8.85

150mm F4.5 Schneider Xenar, coated, \$49.50 add'l.

MULTISCOPE only, as above, but complete with Kine Exakta Front Bayonet Lensboard, only \$49.50.

Order directly from this ad on 15-day money-back trial or write us first for further details.

We are Kine Exakta Specialists and carry the most complete assortment of Kine Exaktas, lenses and accessories. Request Camera List or Accessory List.

SEYMOUR'S

The Kine Exakta Specialists

249-M West 34th Street New York 1, N. Y.

FOR
KINE EXAKTAS

SEYMOUR'S

KINE EXAKTAS AND **ONLY** KINE EXAKTAS IS OUR BUSINESS. WRITE TODAY FOR DESCRIPTIVE LITERATURE AND CAMERA PRICE LIST.

KINE EXAKTA
OWNERS

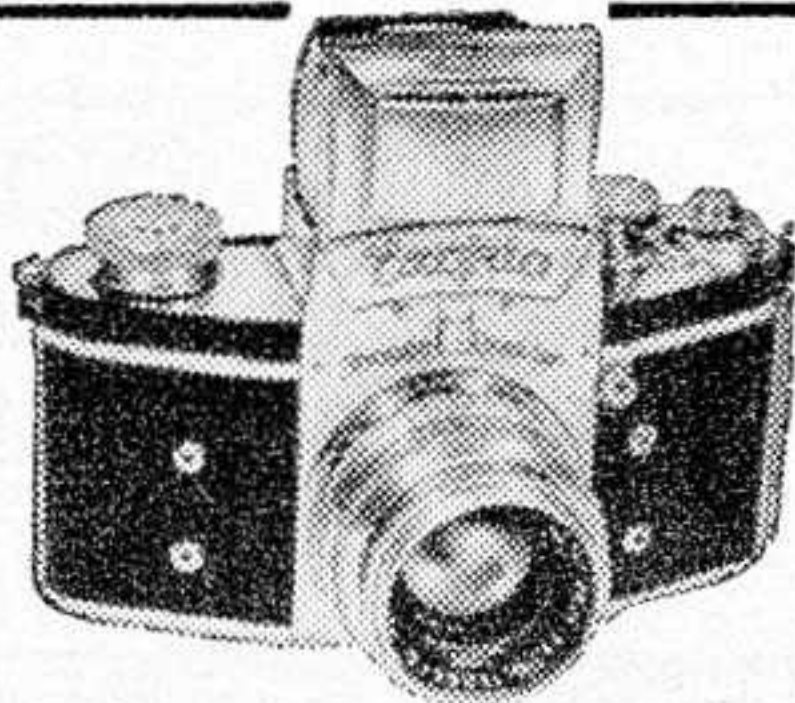
WRITE FOR OUR ACCESSORY BULLETINS AND LENS LIST, AND GET ON OUR MAILING LIST.



SEYMOUR'S THE KINE EXAKTA SPECIALISTS

249-P. West 34th St., N. Y. 1, N. Y.

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WHAT

SHOULD AN AD TELL . . . ?

An ad is not supposed to **tell**, it's supposed to **sell**. This ad is an exception. It just tells you a few things about Seymour's, the Kine Exakta Specialists. Yes, we are Exakta Specialists and proud of our reputation. "Bought from Seymour's" has become a Hallmark for Exakta Equipment. Such a reputation must be earned. With all due modesty: We have earned it; earned it by our steadfast refusal to sell sub-standard merchandise and cheap, shoddy accessories. "Seymour's" has become a symbol for Integrity, Service, Precision Equipment.

We are not willing to jeopardize this reputation!

We will **not** sell the 29c filters!

We will **not** sell the \$5.85 Flashgun!

And we will **not** sell Kine Exaktas of ancient vintage and with a doubtful history!

We are a Franchised Exakta House; we are Exakta Specialists; we have a Reputation to live up to!

WRITE for illustrated literature and price list on latest factory-fresh cameras and precision equipment.

Kine Exakta Owners!
Request Free Kine Exakta News.