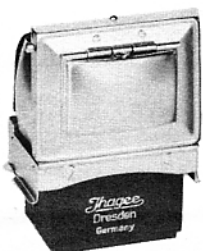


SEYMOUR'S

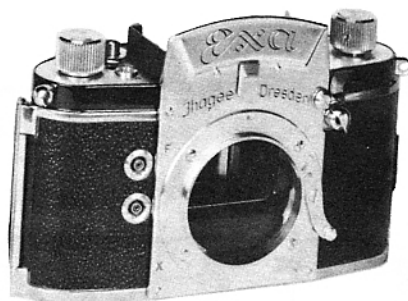
Special Bulletin No. 1258

Published by SEYMOUR'S, The Exakta Specialists, 350 West 31 Street, New York 1, N. Y.

Greatest Exa Sale in Our History



Original Ihagee
Waist Level Finder



Latest Exa MX Model



Fully Automatic
Meyer Primotar

Get Finder and Camera **FREE** of extra charge
when you buy the Lens **\$79⁵⁰**
at the nationally advertised price of



The Exa single lens reflex camera, younger sister to the Exakta, is built by the famous Ihagee Works, by the same craftsmen that built the Exakta. Designed and built by the people who don't know how to make a poor camera.

Latest fully synchronized 1959 model has full size Exakta bayonet mount, Flash and Strobe synchronizers, interchangeable finder systems, true reflex viewing and focusing, double exposure prevention, large take-up chamber, genuine leather covering, superb chrome finish, famous Exakta styling. Finders and lenses interchangeable with Exakta! Complete camera with original Ihagee Reflex Finder and built-in magnifier for critical focusing, fully automatic, at an incredible price:

Brand New **\$79⁵⁰**

Meyer Goerlitz 50mm fully Automatic Lens

You pay for an F3.5 automatic lens yet you get the benefit of an F2.8 lens. Lens automatically opens to F2.8 for extra brilliant image for focusing and composing, then closes down to your pre-selected aperture as you trip the shutter.

(\$79.50 is the nationally advertised price of the automatic lens alone.) Deluxe Case \$7.85, Ihagee Pentaprism and Rangefinder instead of Waist Level Finder, add \$24.75, Postage and Insurance charges 95¢

Other desirable Exa Packages, equally low priced

Exa Package LS-102

Latest Exa Body
Original Ihagee Reflex Finder
40mm F4.5 Schneider Isogon
105mm F4.5 Schneider Xenar

Complete Outfit LS-102

\$7950

(Value \$165.00)

Deluxe Case \$7.85
PentaPrism and Rangefinder instead
of Reflex Finder add \$24.75
Shipping and Insurance 95¢

Exa Package LS-103

Latest Exa Body
Original Ihagee Reflex Finder
40mm F3.5 Steinheil Cassaron
50mm F2.8 preset Meritar
105mm F4.5 Steinheil Cassar

Complete Outfit LS-103

\$9950

(Value \$200.00)

Deluxe Case \$7.85
PentaPrism and Rangefinder instead
of Reflex Finder add \$24.75
Shipping and Insurance 95¢

SPECIAL SALE ON LENSES to fit both Exakta and Exa

	SPECIAL NET	CASE NET
Brand New 80mm F2.8 Zeiss Tessar preset.....	\$59.50	\$4.95
Brand New 100mm F2.8 Meyer Goerlitz preset (original list 75.00)	39.95	4.80
Brand New 105mm F4.5 Schneider Xenar (original list 59.50)	24.95	4.80
Brand New 105mm F4.5 Steinheil Cassar.....	19.95	3.95
Brand New 135mm F3.5 preset Kinegon (limited supply)	29.95	4.80
Brand New 135mm F3.5 preset Spectra Coligon.....	39.95	4.80
Brand New 140mm/230mm preset Spectra Duo-Focus.....	49.50	4.80
Brand New 40mm F3.5 Schneider Isogon (original list 59.50)	24.95	3.95
Brand New 40mm Steinheil Cassaron (limited supply).....	29.95	3.95

ORIGINAL IHAGEE FINDERS

for Exakta and Exa . . . SALE PRICED

	SPECIAL FINDER	NET CASE
Original Ihagee PentaPrism and Rangefinder, latest Model with black leather covering (original list 85.00)	\$39.95	\$2.20
Same, recently discontinued model (with bright top).....	36.25	2.20
Original Ihagee Reflex Finder with built-in magnifier and Sports Finder.....	12.75	2.20

Integrity . . .

It seems inevitable that the quick-buck boys flourish best in times of keen competition. Legitimate price reductions often help move merchandise faster and the honest merchant uses lower prices to tap a new market which would be unable to absorb his merchandise at the higher price. Thus the lower mark-up becomes advantageous to the seller and the buyer, the former increasing his turnover and the latter getting a good break.

The temptation to substitute lower grade merchandise becomes very strong. The unsuspecting customer who looks at nothing but the price tag is an easy prey! Tricky ads, unspecified equipment, ambiguous use of such words as "late model", "quality lens", or even a tiny and almost illegible notice, buried somewhere in a big ad, reading "All equipment listed is used".

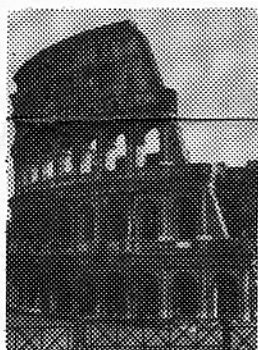
Many hundreds of nameless lenses, supposed to be Biotars, have been sold to unsuspecting customers; hundreds, perhaps thousands of Vorex cameras have been accepted by people who were unaware of the fact that they were

buying a camera that had not been imported by the Exakta factory representatives. The trick of substitution for the sake of "special offers" is as old as the hills. Did it ever occur to you that these "specials" are special only because they give the seller a special profit!

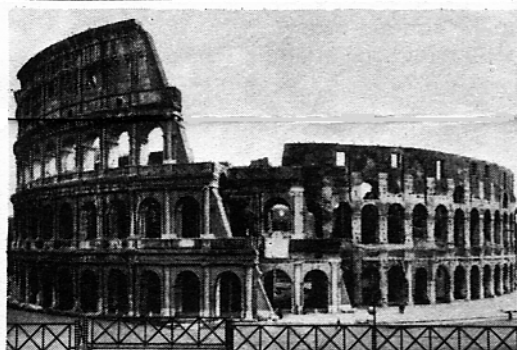
How, then, can you protect yourself against fake "cut prices"? Mostly by thinking! Just remember that nobody can give away merchandise or sell it at cost and stay in business!

My friends and customers know that I specialize in Exakta cameras and equipment. This narrows down the number of people who can buy from me. While the average store with its hundreds of different cameras can well afford to lose a few of its customers, I must hold on to every one of mine. I know all the tricks of the trade but I honestly believe that a business conducted in an honest and straightforward way will reward me in the long run. Some people call it ethics, others call it integrity. I just call it Good Business.

Earl F. Seymour



WHY settle for this?



If you can have THIS.

Is the image in your pentaprism dark, blurry, grainy? Have you been told that nothing can be done about it? Don't you believe it! The new super bright Lumilite super sensitive focusing glass solves the problem of dimness and inaccurate and difficult focusing through a new optical approach. This new glass has a special lenticular focusing surface which increases the image brightness 400 per cent, at the same time facilitating focusing by optically diffusing the image as soon as it ever so slightly out of correct focus. The Lumilite glass is indispensable for theatre work, indoor photography, flash and night work, or where adverse light conditions make focusing and viewing difficult.

Lumilite Super Sensitive Focusing Glass (just call it "Lumilite" in your order), List Price \$39.50, Seymour Net \$27.50. Trade in your old rangefinder glass and pay only \$17.50 difference.

15 Days Trial. Your Money Back if you are not enthusiastic about the improvement in focusing and viewing.

15 DAYS Money Back
On Every Item In This Folder



JUST RECEIVED
Matched Lens Sets
by STEINHEIL

105mm
F4.5

40mm
F3.5

Cassar

Cassaron

Telephoto

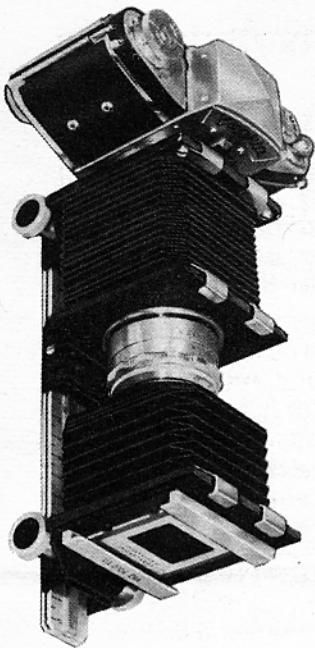
Wide Angle

Special \$19.95 | **Special \$29.95**

Buy both and save even more: SET, both, \$43³⁵

Postage, 1-65c, 2-90c.

THESE LENSES ARE SUITABLE FOR USE IN EXAKTA AND EXA



Have you requested details on the Multiscope Bellows System?

Complete information is yours for the asking!

ORDER FORM

To: Seymour's, 350 West 31st Street, New York 1, N. Y.

Gentlemen:

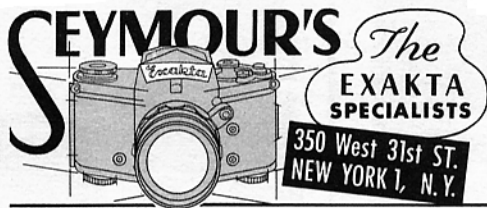
Please send me on 15 days money back trial:

ORDERED		I T E M	AMOUNT

Total \$
Postage and Ins. \$

I enclose check money order for \$

Ship to address below.
Make corrections in address below if necessary. Do NOT detach here.



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