

350 WEST 31ST STREET • NEW YORK 1, NEW YORK

# Seymour's Exakta News

No. 1256

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**Seymour Purchasing Power**

**+**

**Seymour Low Mark Up**

**=**

**Seymour Value**

## Now you can own the World's finest lens — without compromise

Now you can own the world's finest lens—without compromise.

The famous Carl Zeiss Tessar F2.8/80mm is, by actual bench test, the most highly corrected lens in its focal range. One Hundred per cent color correction—unequaled resolving power—perfect flatness of field—sharpness from corner to corner. Excellent for moderate telephoto work and portraiture, as well as close-up work and copying—the ideal lens where true brilliant color rendition is important, and crisp detail is a necessity.

Fast speed, long focal length, superb correction and the preset feature make the 80mm F2.8 Zeiss Tessar an indispensable tool in the Operating Room, in the Dentist's chair, and in the hands of the medical photographer who must photograph gross specimens with true fidelity.

Posed or informal portraits, children at play, picturesque scenes, stage photography—all are within the scope of this wonderful lens. Not too short in focal length, yet not too long to be cumbersome. Not too slow in aperture, yet not too fast to impair the perfection of performance.

At \$119.00 the lens would be worth every penny you paid for it. At our special price of \$59.70 it is an unprecedented buy which you cannot afford to pass up. We have made a

large commitment, based on our honest enthusiasm, and have been able to buy the lenses at a very favorable price: our purchasing power and our modest mark-up enable us to offer you this first quality lenses at this unbelievably low price. The quantity is large, but by no means unlimited. Avoid disappointment—we will not be able to repeat this offer—order immediately.

Carl Zeiss Tessar 80mm F2.8, coated, preset,

|                                  |          |
|----------------------------------|----------|
| Special net .....                | \$ 59.70 |
| DeLuxe Case for above, net ..... | 4.95     |
| Shipping and Insurance .....     | .85      |

The 80mm F2.8 Tessar will take Series VI or Series

|                                  |           |
|----------------------------------|-----------|
| VII accessories (as you prefer). |           |
| Filter Adapter Series VI .....   | 2.40      |
| Filter Adapter Series VII .....  | 4.50      |
| Filters, Series VI, .....        | each 2.50 |
| Filters, Series VII, .....       | each 4.50 |

Screw-in Lens Protector and Haze Filter, List \$5.95, net \$3.65

Screw-in Filters, for black and white only:

Yellow, Red, Green, Orange, each, List \$5.95, net, each \$3.65

Set of 4 Screw-in Filters in leather Case,

List \$27.50, net \$14.95

### **Spectra Coligon 135mm F2.8 Telephoto Lens.**

We have just completed tests on the new 135mm F2.8 preset Coligon and have found it to be one of the most highly corrected lenses we ever tested.

The amazing speed of F2.8 makes it the ideal lens for telephoto work under all light conditions, wildlife photography, theatre work, children at play, and, of course, informal portraits.

Preset diaphragm for fast action. Excellent precision machined mount. Two-tone chrome-and-ebony finish. The lens lists for \$98.95 but actual comparison shows clearly that it is worth considerably more. The case lists for \$9.95.

#### **Our Special of the Month Offer:**

*Spectra Coligon, 135mm F2.8, preset*

|   |         |
|---|---------|
| List \$98.95, Special .....             | \$69.50 |
| DeLuxe Case, List \$9.95, special ..... | 5.75    |
| Shipping and postal insurance .....     | .90     |

Available accessories for above lens:

|                                     |        |
|-------------------------------------|--------|
| Filter Adapter, screw-in type ..... | \$4.50 |
| Screw-in lenscap .....              | .95    |
| Rear lenscap .....                  | .95    |

We selected a number of lenses from the shipment and tested them in the field. All Spectra Coligon lenses performed remarkably well. Here are our findings:

*For Color:* True colors throughout the entire spectrum. Brilliant, saturated colors, without color fringes, pure, untainted whites.

*For Coverage:* Absolutely no loss of sharpness or light even in the extreme corners.

*For Resolving Power:* As high as the film can handle. Special test negatives were shot on fine grain film. At a distance of over one mile the words on a billboard were clearly legible under a powerful magnifier, even though they were too small to be seen with the naked eye.

*Guarantee:* Optically and mechanically guaranteed for one year, PLUS Seymour's famous Lifetime Non-Profit Service as long as you own the lens.

*Trial:* Like all our equipment, the lens is offered on our well known 15 day money back trial basis. No sale is final until you are one hundred per cent satisfied.

*Remember:* Price concession must end when this supply is exhausted. **Order NOW!**

**Combination Lens Protector and Haze Filter.** Made of first quality optical glass 100 per cent plano-parallel, guaranteed not to distort or influence the performance of the lens. Imported from Germany. Screws into lens and has outside thread so that standard adapter and accessories can still be used. Leave it on your lens all the time. It is a lens cap which protects your lens but which need not be removed when you take pictures. **NO FILTER FACTOR.** State lens when ordering. List price \$5.95. Introductory special \$3.65.

*Best Sellers.* The two best selling small accessories for the last six months were the Film Cartridge Belt and the Ground-glass for the Film Plane. We have greatly increased our future orders on these two items, resulting in a considerable price reduction which we pass on to our customers.

Here are the descriptions of these two items:

*Groundglass for Film Plane of Exakta.* Our own import. Fits exactly into the film track of camera. Bevelled and ground edges prevent chipping. Use it to check image against finder. Use it to check focus of your camera. Use it for extremely precise framing of close-ups. Made of best distortion-free thin glass. Formerly \$2.85, **NOW \$1.95**

*Film "Cartridge Belt".* Solves the problem of carrying spare rolls of film. Very convenient. Slips over belt or carrying strap of camera. Has inner pocket for film data. Formerly \$2.95, now \$1.95, or better still, 2 for \$3.50.

*Screw-in Filters.* Many customers have asked us to import screw-in filters from Germany. Just arrived: First quality German filters, made of 100% plano-parallel optical glass. Screw directly into the lens and do not require an adapter. Available in Red, Yellow, Green, and Orange. They list for \$5.95 each. Special introductory net price \$3.65 each.

The above filters are also available in a set of four, in a beautiful German leather case. The set lists for \$27.50. The introductory net price (including case) is \$14.95.

The screw-in filters are available for the 58mm Biotar, the 55mm Auto Quinon, the 50mm Tessar, the 50mm Xenon, and the 80mm Tessar. Specify lens when ordering.

*Insurance Protection.* Covers all risks, including, theft, loss, breakage, etc. Lowest cost: Only \$1.50 per \$100.00 of your own valuation of your equipment. Cameras and lenses only (no minor accessories). To insure your camera and lenses, just send us the serial numbers and description. Enclose premium. No red tape.

*Accessory Shoe.* For twenty years Exakta owners have been waiting for an accessory shoe to attach to the top of their camera. Now, at last Seymour's has solved the problem: Standard accessory shoe (accessory clip) for flashgun, auxiliary finder and other clip-on accessories. Slips over slow speed dial (adjustable tension). Imported from Germany. Price \$2.95

*New Model Steddi-Cam.* The Steddi-Cam has become an indispensable piece of equipment. It steadies your camera without the use of a tripod. Consists of leather neckstrap, leather breastplate telescoping upright and now with universal joint swivel top. Two adjustments for height. Folds up very small when not in use. Plastic bag included. No increase in price. Steddi-Cam new Model, \$5.95