

May the Holiday Season
 Fill You with Good Cheer,
 May the New Year
 Bring You
 Health and Happiness,
 May Your Fondest Wishes
 Come True in '68.

Earl F. Seymour

Seymour's

EXAKTA NEWSLETTER



Christmas Issue 1967

Published by SEYMOUR'S • The Exakta Specialists • 350 West 31st Street, N. Y. 1, N. Y., CH 4-1150



Seymour's
 proudly
 presents
 a new crop of
Seymour-Rebuilt
Guaranteed
Exaktas

Seymour Rebuilt **Exakta VXIIa** Body Only **49⁵⁰**

Seymour-Rebuilt Exakta VX Body Only \$39.50

Seymour-Rebuilt Exakta V Body Only \$32.50

COMPLETE CAMERAS:

VXIIa, Penta Prism, Rangefinder, Auto Biotar F/2 \$84.50
 VXIIa, Penta Prism, Rangefinder, Auto Westanar F2.8 \$74.50
 VX, Penta Prism, Rangefinder, F2.8 preset lens \$64.50

Shipping charges, per camera, \$1.75

For combinations not shown, please ask for price

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. 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.



**Through-the-Lens
 Metering System**
 Request information
(Waiting List)

To: Seymour's, 350 W. 31st St., New York, N.Y. 10001

Please send details about the
 Through-the-Lens Metering System

Name:

Address:

City: State: Zip:

100
Degree
Ultra
Wide
Coverage



For Exakta

Zeiss - Jena 20mm F/4 Flektogon

Stock No. T-21589 CH-65 Price \$174.00

NOW 147⁵⁰
+ 1.65
Postage
Case 4.80



Macro Lenses for Close-up Work

For use in Bellows

50mm F3.5 Actinar, \$18.85, Stock No. T-21803
75mm F3.5 Actinar, \$18.85, Stock No. T-21804
105mm F4.5 Actinar, \$18.85, Stock No. T-21805
135mm F4.5 Actinar, \$19.85, Stock No. T-21806
150mm F4.5 Actinar, \$23.95, Stock No. T-21807

All lenses require Bayonet

Adapter \$ 3.95, Stock No. T-21808
(1 adapter fits all lenses)

Combination Deals:

Any 2 lenses — get bayonet adapter free
Any 3 lenses—get adapter and fourth lens free
Shipping: 1 or 2: 75¢. 3 or more 95¢.

SERVICE

While we are on the subject of taking care of your camera, when did you last have it cleaned and re-lubricated? 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 re-lubricated 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, re-lubricating, 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.

Please note: After January 1, 1967 the above "Package" will be \$24.50

Automatic Exakta Tubes

Stock No. T-21600



12⁹⁵
+ 35¢ Postage.

Original Ihagee Proxette Bellows

Last
Seymour Price
was \$27.50

Stock No. T-21600

NOW. . . 19.50 + 95¢
Postage



135mm F2.8 fully automatic Steinheil "Auto D" Tele Quinar

Resolving Power Close to Theoretical Maximum!
Color Correction 100%! Just 3 inches in length!
Weights a mere 14 ounces. Has Push-Button Auto/
Manual Selector.

Stock No. T-21614

Seymour Price \$64.95. Case 4.85. Postage 95¢

Behind-the-Lens Meter for Close-Up Work



Original Ihagee Macro-Micro Photometer

Photo Cell Meter. Unique with Exakta. Measures the exact amount of light that reaches the film because it goes BEHIND THE LENS. Accurate to 1%. Requires Micro Ammeter.

Photometer, Stock No. T-21615 \$22.50 + 95¢

Micro Ammeter, Stock No. T-21747 \$8.95 + 95¢

Original Ihagee Waistfinder for the Exakta



If you are not using the waistlevel hooded finder, you are wasting half the possibilities of your Exakta. (No pun intended). Indispensable for low angle shots, copying, close-up work, right angle (secret) photography, etc. Comes with fold-away magnifier.

Stock No. T-21616

Seymour Priced \$12.95. Case 2.95 Postage 95¢

Let Otto take care of your Exakta.

Have your camera cleaned, relubricated and checked periodically. It will give you better service and will last almost forever — and that's a long time! Still only \$24.50 + 1.65 return postage. In the face of rising labor costs we cannot hold this price much longer. Get your camera serviced before the price goes up.

Original Ihagee Penta Prism

Without
Screen

12⁵⁰
+ 95¢
Postage

Combination
Fresnel Glass
and Range finder

\$ 3.95 + 25¢

Micro Grid \$8.95 + 95¢ postage



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

New! Cube Gun!



Envious of the owners of Instamatic Cameras because they can use the new flash cubes? Let Thompson-Seymour's come to the rescue. Our new Flash Cube Gun permits the use of Flash Cubes on ANY camera. BC circuit. Quick-turn geared cube movement. Shoe Mount. PC coiled synch. cord.

3⁹⁵ 15 V Battery 90¢
Postage 65¢

Stock No. T-21749
Cube not incl.

Ultra Gentle Duster



This new all-metal Pneumatic Duster is the same as used by professional camera repairmen to remove dust from delicate surfaces. Nothing touches the surface but a gentle, yet forceful, stream of dry air. Use it on lenses, cameras, films, slides, even records and watches.

Pneumatic Duster
Stock No. T-21750

2⁹⁵ + 25¢ Postage

SWAP!

Trade up to the World's
Finest Lens
F/2 Automatic

CARL ZEISS, JENA
PANGOLAR

\$29.50 + your automatic Quinon or Xenon F1.9

\$39.50 + your semi-automatic Biotar F/2

\$44.50 + your semi-automatic Tessar F2.8

\$49.50 + your preset F2.8 or F/2 Lens
(For Lenses not listed, request quotation)

Postage, per lens, \$1.25 (includes insurance)

Get correctly exposed

close-ups — always!

Read your Exposure Factor directly at a glance with the ingenious

MACROLITE

Direct Reading Exposure Factor Screen

No more Charts—No more Tables—
No more Calculations . . . and No more Errors!

The Macrolite is a Seymour Exclusive, available ONLY from us. In order to make it possible for Everybody to use one, we are offering it at only \$17.50 plus 45¢ postage with a ten-day money back trial.

We have a few used Macrolites, guaranteed accurate, which we offer at \$8.75 + 45¢ Postage. Same Trial Privilege, of course.



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

A clever gift

Projection Pointer
(Batteries included)

5⁸⁷
Plus 58¢
Postage

Battery Operated
Illuminated
Projection
Pointer



SWAP!

Trade up to the
World's Finest
Single Lens Reflex,
the Exakta VXIIB

NOW you can have the latest Exakta
VXIIB (less lens and finder) in ex-
change for your

Exakta VXIIa Body

+ **56.60**

Exakta VX Body + \$68.50

Exakta V Body + \$77.50

Exakta I or II Body + \$84.95

Postage and insurance 1.65 per camera

Penta Prism, New Model,
without Insert \$14.95

Fresnel/Rangefinder Insert \$6.50

Micro Grid/Fresnel Insert \$8.95

Swap: New Prism with Rangefinder for old
Prism \$9.95.

Postage for prism 95¢



Ultra Sharp Enlargements with the new Micro-Print

A precision instrument designed for the professional photographer but now priced for the amateur. Works like a microscope: You actually focus on the microscopic grain of the film. If you make your own enlargements you cannot do without this instrument.

Micro-Print Enlarging Magnifier
Stock No. C-21751

4⁹⁵
+ 95¢ Postage

Automatic Exakta Extension Tubes

At last! Your automatic lenses can now be used fully automatically for close-up photography. Focus with the lens wide open! External linkage closes lens down at instant of exposure.
Stock No. T-21611



Seymour Priced 12.95 + 35¢ Postage.



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 2⁸⁵
+ 25¢ pstg.



85mm F1.9 preset Super Coligon

Rare-Earth Glass. 6-element construction. Ultra-ultra corrected. We guarantee this lens to equal or out-perform 85mm lenses in the \$200 range or your money back!

Ideal for portraits, sports, theater, medium telephoto work.

Seymour priced 43⁹⁵
Stock No. C-21015 Case 3.95 Postg. 1.25

Toshiba Strobe

One of the world's smallest Electronic Flashguns. Powerful "Daylight": Real Pocket Size.



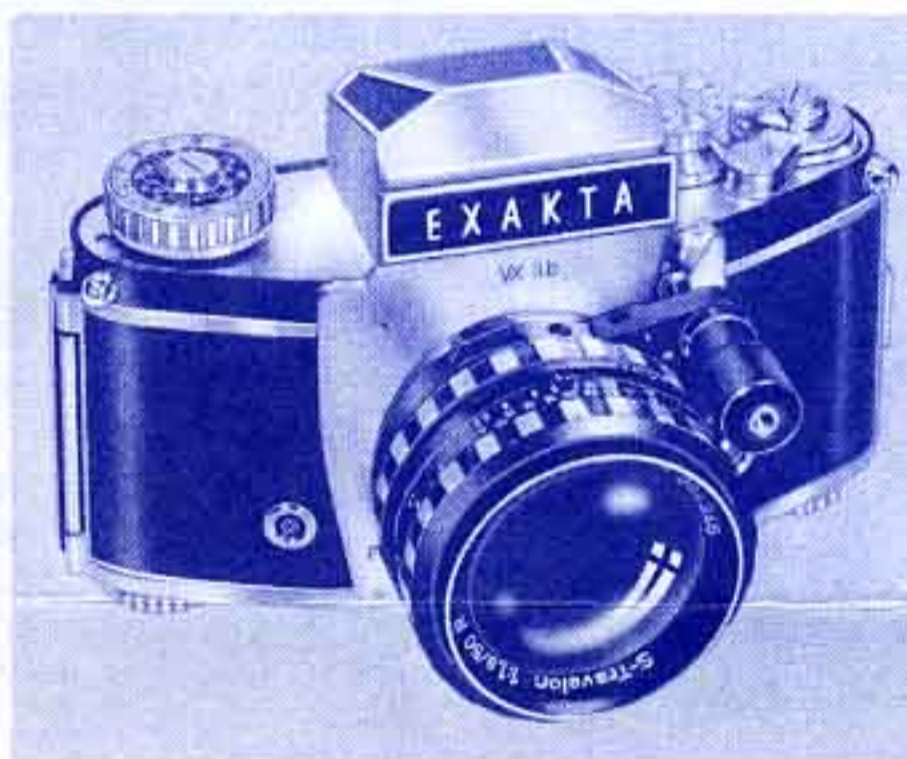
More than pays for itself in savings on flashbulbs.

Toshiba Electronic Flash
Stock No. C-21002

A terrific buy!

19⁹⁵
+ 95¢ Postage

Exakta VXIIB



The Exakta VXIIB is, without reservation, the best Exakta Model we have ever seen. This goes for Quality, Workmanship, and Features. New Features include Linear Speeds (each speed is exactly twice the preceding one), Standardized Speeds (rather than the old "Exakta" speeds), completely redesigned new type Slow Speed and Delayed Action Shutter, built-in Combination Clutch and Rewind Handle, and heavy-gauge Safety back.

For new, unbelievably low exchange, See Page 7

135mm F2.8 preset Super Coligon Telephoto Lens

Rare-Earth Glass. 5 Elements. Equals or out-performs any lens in this focal length and speed. We back this statement with our Money-Back Guarantee.

Seymour priced 39⁹⁵
Stock No. C-21018 Case 3.95 Postg. 1.25



Bounce Light Swivel Ball Joint

Fits between Accessory Shoe or Bracket and Flash. Makes a Bounce Flash out of any regular Flashgun or Strobe.

Swivels in Any Direction. Locks in Any Position.

Bounce Light Swivel Ball Joint 3⁹⁵
+ 25¢ pstg.

Reduced! Original Ihagee Proxette Bellows

Now **19.95** + 95¢ Postage



+10

Auxiliary Close-Up Lens

for ultra close-up work
No exposure increase!
Series VII

Stock No. C-21009

Micro Grid

A new ultra precise Focusing Screen for the Exakta. The Micro Grid is surrounded by a light-gathering Fresnel Screen
Special Seymour Price \$8.95

Stock No. C-21687 + 25¢

Forgot

to order his present...?

Hurry - study this issue and send us your Gift Order. Liberal Return Privilege in case you picked wrong.

Limited Quantity
First come, first served

Discover a New World of Photography with the new fully automatic 55mm F1.9 Steinheil Macro Quinon



The Steinheil Macro Lens drew 9 (yes, nine!) "Excellent" Ratings in Mod. Phot. Mag.'s Test Report. Do you know of any other lens that comes even close?

"QUOTE"

(Quotations from Test Report, Mod. Photog. Mag.) "Lucky Exakta owners!" "Superb Lens" Answer to a Photographer's Dream" "A Really Superior Optical System" "Works like a Charm" "(at \$249.50) a Bargain!"

What makes this lens so new and different? Well, there has never been a lens like this one! For one thing, it gives you an unbroken focusing range all the way from Infinity through "normal" focusing range to "same-size" image (1:1) to Ultra Close-Up Range of one and one half inches with a magnification of 1.4 to 1 (enlarged!) on the film. And all this CONTINUOUS: no blind spots, no gaps. And, incredible as it sounds, the lens REMAINS fully automatic throughout this amazing range! Next, you do not need Extension Tubes, Close-Up Lenses, Bellows or ANY kind of additional gadget. Whenever and wherever the need for close-up photography arises, you are ready.

You don't even need Exposure Tables, nor do you have to do any figuring: You merely read off the Magnification Ratio and the Exposure, no matter how close you focus. This feature alone makes it the most unique lens ever designed.

The Lens is also ideal for Slide Copying. It lets you copy the entire slide or, if you wish, any part (if you want to crop the Duplicate Slide).

Maybe we have been dwelling too much on Close-Up Photography. Don't get the idea that the Macro Quinon is limited to Close-Up Work. In fact, if you NEVER take a Close-Up Shot, you should buy it because of its incredible correction. Never before has there been a lens of such brilliance, sharpness and color correction. If you are looking for the best-quality automatic lens for your Exakta, get the new Steinheil Automatic Macro Quinon 55mm F1.9.

Technical Data

Designation:	Steinheil Macro Quinon
Focal Length:	55mm
Aperture Range:	F1.9 to F/22
Aperture Settings:	Continuous with Click Notches at full and half stops.
Optical Formula:	Six Elements in four Groups
Glass Type:	Rare Earth
Coating:	All Air-Glass Surfaces have high-efficiency permanent anti-reflection coating
Angle of View:	43 Degrees.
Diaphragm Control:	Fully Automatic with Manual Override.
Filter Thread:	54mm
Filter Size:	54mm Screw-in, or, with Screw-in Adapter, at user's option, Series VII or VII.
Focusing Range:	Unbroken from Infinity to 1 1/2 Inches.

May we add our own findings to these enthusiastic comments of an independent magazine? In all our experience we have never tested a lens of such superior quality. It rivals apochromatic and process lenses in sharpness and clarity of minute detail. Wait till you project your first shot taken with this lens. You have NEVER seen anything like it!

Seymour **127⁵⁰**
Special + 1.25 shipping

Original Steinheil Shade 3.95 Deluxe Leather Case 5.85

Trades Accepted

Also Available:

35mm F2.8 Macro Quinaron
Seymour Special **139⁵⁰** + 1.25
Shade 3.95 Case 4.95

100mm F2.8 Macro Quinar
Seymour Special **139⁵⁰** + 1.25
Shade 3.95 Case 5.95

135mm F2.8 Macro Quinar
Seymour Special **139⁵⁰** + 1.25
Shade 3.95 Case 5.95

Accessories for all models:

Ser. VII 54mm Filter Adapter 4.50
Ser. VII Filters 4.50 each
Screw-in Lens cap 1.95
Custom Polarizer, Special 9.85
Slide Duplicator 12.50



What does "Toshiba" mean to you?

You may have seen the name Toshiba on an imported television set. If you are a research scientist you may have seen it on an Electron Microscope. But if you have been to Japan, you know that Toshiba is the "General Electric" of Japan, one of the world's largest manufacturers of electric and electronic equipment from Transistor Radios to Military Radar Systems. Pronounce it TOE-shee-bah, stressing the "TOE".

Toshiba has just come out with a new Cadmium Sulfide (CdS) Exposure Meter, the brain child of a giant company, the PE-1.

The world's film manufacturers will run out of film speeds before the PE-1 will: ASA 6 to ASA 6400! Your camera will run out of F stops before the PE-1 will: F/1 to F/32! And try to match its range of speeds: 8 minutes (not seconds) to 1/8000 sec.! Really easy to use: "One Touch" Operation! And you hardly know you are carrying it: just 3 1/2 ounces! And most important: regardless of price, the Toshiba PE-1 is the most accurate meter in our stock.

Why do we tell you all about this meter which sells for less than \$20 when we have been doing quite well, thank you, selling other meters for over \$50.00? Sure, we like to sell high-priced equipment with a healthy mark-up. But — when we like a piece of equipment, we say so. True, we cannot make \$20 on the Toshiba PE-1 because we sell it for \$16.95. But it's such a fine meter that it would not be fair to our customers to hide it. We know it's good. It is your best investment in picture quality. Buy it!

Toshiba PE-1 Ultra Sensitive CdS Meter, Seymour-priced at \$16.95 plus 95¢ postage, and with every meter we will give you the tiny battery and the case free. No matter how many meters you now have, order the Toshiba - on our recommendation!

Makes a Magnificent Gift!



Foam Fitted Attache Case

Cushions your equipment and protects it from jolts. Sturdy, yet ultra light weight: it's fiberglass! Dignified charcoal grey with bright accents. Trace your equipment on paper, follow the outlines to cut the foam cushions. It's very easy. Special cutting tool included.

Stock No. T-21669

Seymour Priced \$19.65. Postage 1.65



Seymour's 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.

Steady Trip
with fixed "shoe"
Stock No. T-21640

3 95

+ 25¢ postage

Flip Trip
with ball joint swivel head
Stock No. T-21641

5 95

+ 25¢ postage



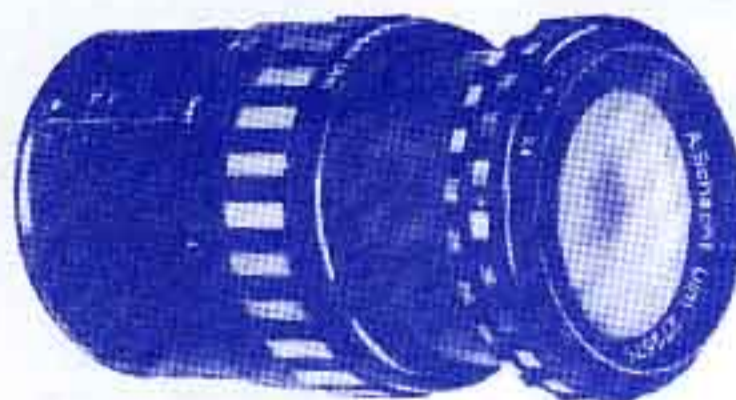
New Slide Duplicator

Use it with Extension Tubes and your normal lens. Fits into your Series VII Filter Adapter. Slip slide into special holder. Diffusion glass prevents hot spot. Use only light source, even daylight. Helical Focusing Mount permits exact positioning of slide for correct focus. Use it to make duplicates of all your good slides. Also ideal for making black-and-white negatives from color slides.

Series VII
Slide Duplicator
Stock No.
T-21705

12 50

+75¢
Postage



Schacht 50mm F2.8 Macro Travenar

Focuses from Infinity to 1:1 and higher magnification. Comes with removable double helix macro focusing tube. Self-calculating Exposure Factor Index. Ultra-sharp Tessar Formula. Optical part removable for use in bellows.

Stock No. T-21673

Reduced to **49 95**
Case 4.80
Postage 1.25



Rear Lens Caps

Amazingly, most photographers are careful to put a front cover on their lens, leaving the rear unprotected. Rear Covers are even more important. Rear elements are hard to reach!

Nikon T-21540. Exakta T-21541.

Pentax T-21542.

Only \$1.60+15¢ postg. 3 for \$4.45+25¢



Body Dust Caps

Protect the delicate mirror of your camera and its shutter mechanism from dangerous gritty dust when you carry it without a lens. State camera when ordering. Stock Numbers: Nikon T-21537. Exakta T-21538. Pentax T-21539.

Only \$1.60+15¢ postg. 3 for \$4.45+25¢

REPAIRS

For speedy, fully guaranteed repairs at reasonable prices, send your Exakta, Exakta Lenses and Exakta Equipment

To: Seymour's Inc.

Mr. Otto Schraub, Exakta Lab.
350 West 31 Street
New York, N.Y. 10001

For ultra sharp
Ultra
Close-Ups
25mm F2.8
Animar Lens



by
Bausch and Lomb

This is a special adaptation of a very sharp Bausch-and-Lomb Lens originally made for professional-quality 16mm motion pictures. We bought the lenses at a fraction of their original cost and adapted them for use as ultra close-up lenses.

The 25mm Animar will give you exactly a 2.1 magnification on the film. An insect 1/2" by 3/4" will fill the frame. Wait till you project THAT!

9 85

Postage 95¢

Camera Adapters:

Pentax, T-21665	\$2.95
Exakta, T-21666	\$3.95
Nikon F. T-21667	\$4.95
Other SLR, specify	\$4.95



The Aristocrat of SLR's:
Exakta VXIIB

The Exakta VXIIB is, without reservation, the best Exakta Model we have ever seen. This goes for Quality, Workmanship, and Features. New Features include Linear Speeds (each speed is exactly twice the preceding one), Standardized Speeds (rather than the old "Exakta" speeds), completely redesigned new type Slow Speed and Delayed Action Shutter, built-in Combination Clutch and Rewind Handle, and heavy-gauge Safety back.

FOR YOUR PROTECTION!
 All Brand New Exakta VXIIB Cameras offered by Seymour's come with Official Guarantee and Import Papers by Exakta Camera Co.

All Cameras are equipped with Original Ihagee Penta Prism, Fresnel Viewing Screen and Split-Image Rangefinder.

With F1.8 super fast, fully automatic Schacht Travelon
 Seymour Special **139⁵⁰** Case 9.85 Postg. 1.75

With F/2 fully automatic Exaktar
 Seymour Special **103⁹⁵** Case 9.85 Postg. 1.75

With F/2 fully automatic Carl Zeiss Jena Pancolar
 Seymour Special **113⁹⁵** Case 9.85 Postg. 1.75

With F1.9 fully automatic Steinheil Macro Quinon
 Seymour Special **189⁵⁰** Case 12.50 Postg. 1.75

Combination Specials assembled especially for YOU

Latest Brand New Exakta VXIIB with any combination of lenses, telephoto, wide angle and other accessories. Send list of items wanted. Ask for Special Combination Price.



Seymour's

THE EXAKTA SPECIALISTS

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



Filter Sale

Until last year we sold our Series VII Filters for \$5.95 each. About a year ago we dropped the price to \$4.50. The increased volume encouraged us to make larger commitments which led to better prices from the factory. Now we decided to shave the prices down to an irreducible minimum to make it possible for everybody (and we mean EVERYBODY!) to stock up on all the filters he wants. Look at this price:

Series VII coated
Filters in sets of 4, each **3.49** (Singly 3.95)

Quality Filters at Incredibly Low Prices:

	Single Filters	Set of 4 Filters	Rotating Polarizer	Neutral d. Grid Disc Soft Disc	Single Close-Up	Set of 3 Close-Up
Series VII Drop-in*	3.95	13.95	9.85	5.95	4.50	11.95
49mm Screw-in**	4.95	15.95	10.85	6.95	4.95	11.95
46 and 52mm	4.95	15.95	10.85	6.95	5.95	13.95
54 and 55mm	5.45	17.95	11.85	8.95		
58mm	6.45	19.95	12.85	9.95		
62mm	6.95	21.95	13.85	12.50		

Postage: 25¢ for Single Filters; 35¢ for Sets

* Series VII Filters fit Series VII Filter Adapters

** 49mm Filters fit directly into Biotar, Xenar, etc.

Series VII Filter Adapters for Drop-in Filters 46mm, 49mm, 52mm, 54mm, 55mm	4.50	each
Series VII Sunshades Fits into any of the above adapters	4.95	each
49mm Screw-in Shade Fits directly into lens	4.95	each

Exa Gift Package

**Latest Brand New Exa Ila
with Prism, Fresnel, Rangefinder**

- 50mm F2.9 preset Meritar Lens
- 35mm F3.5 preset Wide Angle Lens
- 135mm F3.5 preset Telephoto Lens
- Sedic "Pocket Watch" CdS Exposure Meter
- Gadget Bag to hold entire outfit

Complete Outfit Seymour priced 79⁵⁰
Shipping \$1.65

**Includes 3 Lenses,
CdS Meter, Gadget Bag.
Makes a terrific gift!**



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.

Multiple-Image Prisms

ATP-3 Three-Image Parallel Prism
Stock No. T-21626 **17⁹⁵**_{+75¢}

ATP-4 Three-Image Radial Prism
Stock No. T-21627 **17⁹⁵**_{+75¢}

ATP-5 Five-Image Faceted Prism
Stock No. T-21628 **19⁹⁵**_{+75¢}

Zippered Case, each **\$1.95**
Stock No. T-21629

Set of 2 (ATP-3 and 4)
Stock No. T-21630
\$34.50, cases included.

Set of 3 (ATP 3, 4, 5)
Stock No. T-21631
\$49.50, cases included.
Postage, per set \$1.25



**New !!!
Deluxe Leather
Lens cases**

- For small 50mm or wide angle lenses
- Non Automatic\$3.95
- For Auto 50/58mm or normal size
- Wide Angle\$4.80
- Most Telephoto up to 135mm,
Non Automatic\$4.80
- Most Telephoto up to 135mm
Automatic\$5.95

Postage 65¢

Cases for larger lenses,
please write for prices



**A Gift that is
Wanted by Every
Shutter Bug**

Sedic "Pocket Watch" CdS Meter

Seymour Priced at 9⁵⁰
+ 95¢ Postg.
(Case included)



Automatic Lenses for Exakta Special Purchase! Special Price!

We purchased a large quantity of fully automatic lenses from one of the leading importers. Our concentrated Exakta purchasing power gave us the edge and we were able to work out an excellent price. As a concession to the Importer (who wants to protect his dealers) we agreed not to mention the brand name in conjunction with our price slash. The lenses are first quality and you will recognize the brand name.

135mm F2.8
fully automatic
Telephoto Lens
for the Exakta

Order No. CM-055

46⁹⁵

+ 4.95 deluxe Case
and 1.25 shipping



Giant 11x14 Color Enlargements with artistic "Canvas" Finish Christmas Special

Let us enlarge your best color shots. New three-dimensional canvas-feel finish. One size only (11 x 14 inches). No special cropping at this price. Send your best slides or negatives. Take advantage of these special prices:

- One 11 x 14 Enlargement \$9.50
- Three (same or assorted) \$25.00
- Six (same or assorted) \$45.00
- Ten or more, \$6.50 each

Postage \$1.00 for total shipment (one to eleven). On orders for 12 or more we pay postage.



Christmas Gift Special Prismatic Binoculars

*Final Close-out
Below Cost*

We are closing our Binocular Department and are selling out our remaining stock. All brand new. They make wonderful gifts. Order from this announcement. No correspondence please, at these prices. First come, first served.

Type	Last Seymour Price	Now
6 x 30	24.50	9.95 + 1.95 case
7 x 50	29.95	11.50 + 1.95 case
20 x 50	44.50	15.95 + 2.95 case

Postage 1.25 per pair

Please give second choice

Still available: Our famous inexpensive Lenses

135mm F3.5
preset Taika Doryt Telephoto
\$21.25 + 2.95 case + 95¢ postg.



35mm F3.5
preset Taika Terragon
Wide Angle
\$19.95 + 1.95 case
+ 95¢ postg.



Screw-in Rotating
POLARIZER

Did you know that there are very few exceptions to the rule that EVERY picture should be 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, showcases, museum display cases, framed-under-glass pictures). The Polarizer will make the glass "disappear" And, most important, a Polarizer makes the sky take on a deeper blue and clouds show up fleecy white.

Screw-in Rotating Polarizer Ser. VII \$9.85 49mm \$10.85 Postage 25¢

Put **SPARKLE** into your pictures.
Make them come to life with



Seymour's New
Grid Filter Disc

Puts tiny sparkling "stars" on every light in your pictures. Adds romantic sparkle to otherwise dull shots. Especially dramatic in shots "against the lights". Try one! Equally effective for color and black-and-white.

Grid Filter Disc Series VII **5.95** Stock No. T-21709 +25¢ Postage



Exakta Accessory Shoe

This precision "shoe" lets you use strobes, flashguns, and other show-mounted accessories directly on your Exakta without the use of brackets. All metal. Fits over pentaprism.

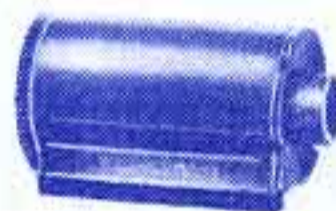
Stock No. T-21550
Especially low Seymour Priced: \$1.95+10¢



Remote Control Pneumatic Air Shutter Release

Vibration free pneumatic action up to 20 feet. You can be in your own group pictures! Let children "take their own pictures"! Photograph wildlife! Take real "candid" candid!

Stock No. T-21547
Especially low Seymour Priced: \$5.95+25¢



Reloadable Film Cassette

Absent from our stock for more than five years, these extremely useful reloadable film cassettes are now again available. We don't know how long we'll have them. Stock up. Stock No. T-21510
Each 39¢+10¢. Five for \$1.50+15¢ postage



Value!
The Ideal Gift:
Foam Fitted Attache 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.

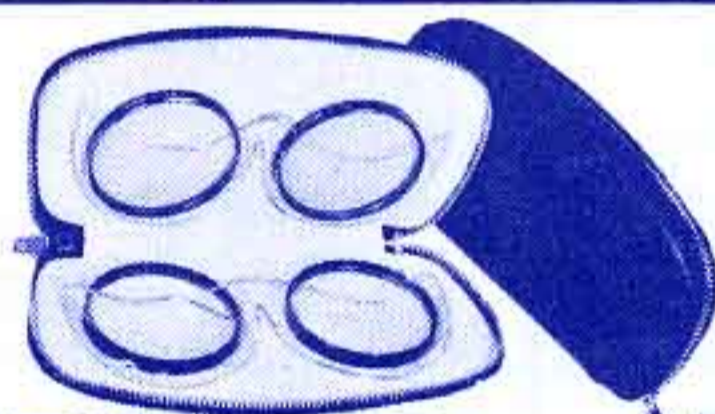
Terrific Value **19.65**
for only + Postg. 1.65
Stock No. T-21669



Control the Speed of your film with a
Neutral Density Filter

How often have you wished you could increase your exposure WITHOUT stopping down your lens? The Neutral Density Filter adjusts the film speed to your needs. Does not change or alter colors. Series VII 2x Neutral Density Filter.

Seymour Priced 5.95 + 25¢ Postage
Stock No. T-21711



Filter Pouch

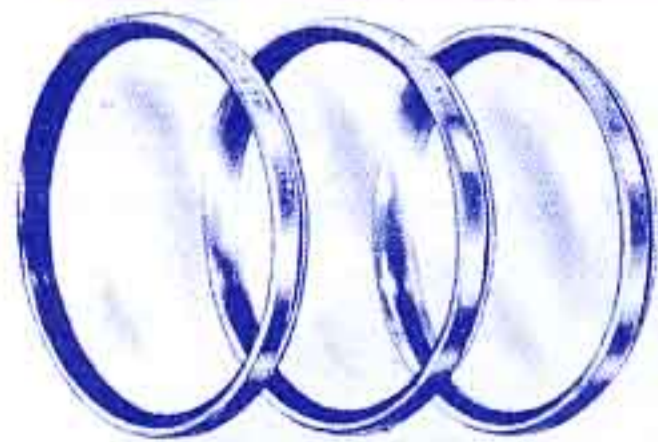
Protects your fine Filters.
4 Filters are in full view.

Seymour Priced **1.95**
Postage 25¢



The need for a "Darkroom-away-from-Home" does not occur very often. Unfortunately, it does occur when you least expect it. Many a photographer's day has been ruined because the film got stuck inside the camera or in the cartridge. Don't ever again get caught without a "darkroom". Our Neoprene coated Changing Bag folds flat for easy carrying but opens to a giant 15 x 26 inches. 100% light tight through double zipper closing. Next time, be safe, not sorry! Stock No. T-21672

"Portable Darkroom" Changing Bag
Seymour Priced 5.95 + 35¢ Postage.



Combination Close-Up Set
Builds up from +1 to +6

The Set consists of 3 high quality coated optical lenses in threaded chrome mounts. Use them singly or in combination. They screw into each other. Unbroken Power Range from +1 to +6. Model VII Fits any Series VII Filter Adapter. Model 49 Fits directly into Lens.

Combination Close-Up Set Leather Case included **11.95** + 35¢ Postage
Series VII Stock No. T-21712 49mm T-21713



New from Seymour's:
SOFT FOCUS DISC

Did you ever hate your best lenses because they revealed every tiny wrinkle in your portraits? Did you ever wish for a soft rendition of a beautiful landscape? Of course you did! Here is the solution: the new Soft Focus "Filter". It softens harsh lines and harsh light. Try one!

Soft Focus disc Series VII **5.95**
Postage 25¢



Series VII Filter Adapters

Use with Ser. VII Drop-in Filters and with Grid Discs, Soft Focus, etc. Available for lenses with front diameter thread of 46mm, 49mm, 52mm, 54mm, 55mm.

Stock No. T-21714/46 **4.50**+15¢



Sunshades

Ser. VII (fits above adapters) Stock No. T-21715

49mm Screw-in type (fits lens) #T-21716 **4.95** +15¢

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, e'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.

Attention Gift Givers: Especially Liberalized Return Policy for Gift Giving.

In addition to our regular 15-Day Money Back Trial Period, we extend the Trial Period on All Items Purchased As Christmas Gifts To

January 15, 1968

More Values:

- Deluxe Projection Pointer, IR-507 \$5.95 + 65¢ postage
- Reloadable Film Cassettes, IR-510 five for \$1.50 + 15¢
- Rotating Polarizer, custom, IR-749, Ser. VII, \$9.95 + 25¢
IR-1035, 49mm \$10.85 + 25¢
- Filter Pouch, zippered, for 4 Filters, IR-710 \$1.95 + 25¢
- Filter Adapter, 46, 49, 52, 54, 55mm IR-714, each \$4.50 + 15¢
- Shades, Series VII, IR-715, \$4.95: 49mm IR 716, \$4.95 + 15¢
- Remote Control Air Shutter Release, 20 feet, IR 547, \$5.95 + 25¢
- Exakta Accessory Shoe, IR-550, \$1.95 + 10¢
- Exakta Body Dust Caps, IR-538, \$1.60 + 15¢, 3 for \$4.45 + 25¢
- Exakta Rear Lens Caps, IR-541, \$1.60 + 15¢, 3 for \$4.45 + 25¢
- Screw-in Lens Caps, Series VII or 49mm \$1.95 + 10¢, 3 for \$4.95 + 25¢

Original Ihagee PentaPrism, without insert \$14.95 + 95¢

Fresnel Glass and Rangefinder \$6.95 + 25¢

Micro Grid and Fresnel \$8.95 + 25¢

Original Ihagee Waistlevel Finder. First time at this price!!!

Stock No. IR-616 \$11.95 + 95¢ postage.

Pneumatic Duster. All metal. IR-750, \$2.95 + 25¢ postage

Cube Gun. Adapts the new Flash Cubes to the Exakta. (Requires Accessory Shoe IR-500, \$1.95) IR-749, \$3.95. Battery 90¢ + 65¢ postage.

Leather Neckstrap, IR-678 \$1.95 postpaid

Metal Neckchain IR-1036 \$3.25 postpaid

Nylon Neck Cord IR-683 \$2.95 postpaid

Giant Release Button IR-827 \$1.25 + 10¢ postage

Eyecup for Prism IR-535 \$5.50 + 25¢ postage

Exakta Rewind Handle IR-701 \$2.85 + 15¢ postage

Magnear Finder for precise focus IR-764 \$14.85 + 85¢ postage

Magnifier for Magnear IR-765 \$12.50 + 45¢ postage

Twin Cable Release IR-569 \$6.85 + 25¢ postage

Flat Bisected Groundglass for Magnear IR-766 \$3.50 + 25¢ postage

Soft Focus Disc, Ser. VII or 49mm, IR-1044 \$5.95 + 25¢

Cable Releases 6" Cloth, IR-691 85¢ + 10¢

15" Cloth, IR-5692 \$1.85 + 10¢

20" Vinyl, IR-693 \$2.95 + 15¢

Pistol Grip with Cable Release Tripper:

Deluxe Model IR-700 \$5.95 + 65¢ postage

Standard Model IR-838 \$3.45 + 65¢ postage

Focusing (Varying Extension) Tubes IR-831 \$9.95 + 25¢

Two-in-One Ultra Short Extension Adapter, IR-832 \$7.95 + 25¢

Blower Brush, rubber bulb, camelshair, IR-688 \$1.95 + 20¢

Coiled Flash Cord, deluxe quality, last Seymour price was \$2.95. Now, Special Sale! Stock No. IR-536 \$1.47 + 15¢, or 3 for \$3.97 + 25¢.

Slide Duplicator, a new exclusive! Use it with Extension Tubes and your own normal lens. Fits into Series VII Filter Adapter. Has helical focusing device. IR-705 \$12.50 + 75¢ postage.

Camera Support Clamp. Tighten it around a pole, on a chain back, a table or bench or even on your car side window. Comes with hidden self-tapping wood screw to fasten INTO (!) a tree. Has universal ball-and-socket swivel head. IR-849, Special \$4.95 + 35¢ postage.

Folding Legs for above. They convert the clamp into a table tripod. If ordered with above, 95¢. Separately \$1.95 + 25¢ postage. IR-840.

Equipment Case, Virgin Vinyl, 9 x 6 x 3". Top Zippered Side Pocket. Shoulder Strap converts to carrying handle. IR-718. With purchase of \$5.00 or more: \$2.95 plus 25¢ postage. (Separately, \$5.50 + 45¢ postage).



See anything in this issue that you would like Santa to bring you?

Mark it prominently and leave it lying around the house.

Maybe Santa will pick it up...



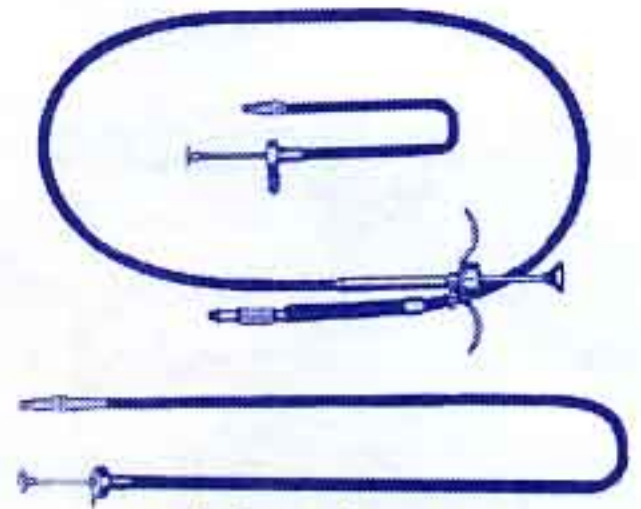
Deluxe Leather Lens Cases
 For small 50mm or wide angle lenses Non Auto \$3.95
 For Auto 50/58mm or normal size W.Angle 4.80
 Most Telephoto up to 135mm, non automatic 4.80
 Most Telephoto up to 135mm, automatic 5.95

Postage 65¢
 Cases for larger lenses, please write for prices



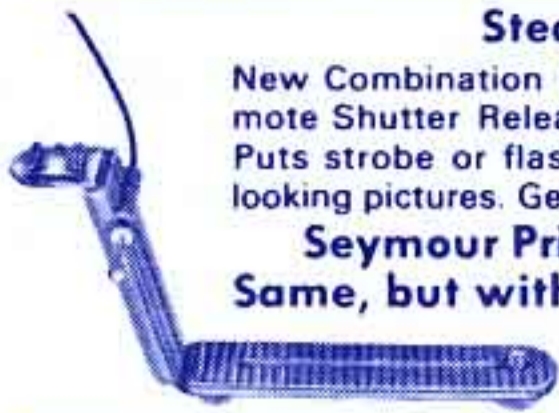
Screw-in Lens Caps

Many customers have requested screw-in lens caps to protect their valuable lenses. These caps are made to our specifications: all metal, precision machined. Available in two models: Model LC-VII, Series VII, screws into your Series VII Filter Adapter, Model LC-49, 49mm, screws into any lens with 49mm diameter.
 V11 — T-21699 49 — T-21698
 Seymour Priced \$1.95 + 10¢. Three for \$4.95 + 15¢



Cable Releases

The 6" Shortie is very useful for outdoor shooting, to avoid vibration. Carry a few in your gadget bag at all times. The 20" Cloth Cable has a long reach, and the 20" Vinyl Cable is a professional model with coil spring covered camera end, butterfly trip handle, and lock.
 6" Shortie 85¢ + 5¢ T-21691 Four for \$2.35 + 15¢
 20" Cloth 1.85 + 10¢ T-21692 Two for \$2.95 + 15¢
 20" Vinyl 2.95 + 15¢ T-21693 Two for \$4.95 + 20¢



Steady Trip

New Combination Flashgun Bracket, Grip, and Remote Shutter Release Ingenious collapsible design. Puts strobe or flash in ideal position for natural-looking pictures. Gets rid of that flat "flash shot" look.
 Seymour Priced \$3.95 Postage 25¢
 Same, but with swivel head, \$5.95 + 25¢

Stock No. T-21640

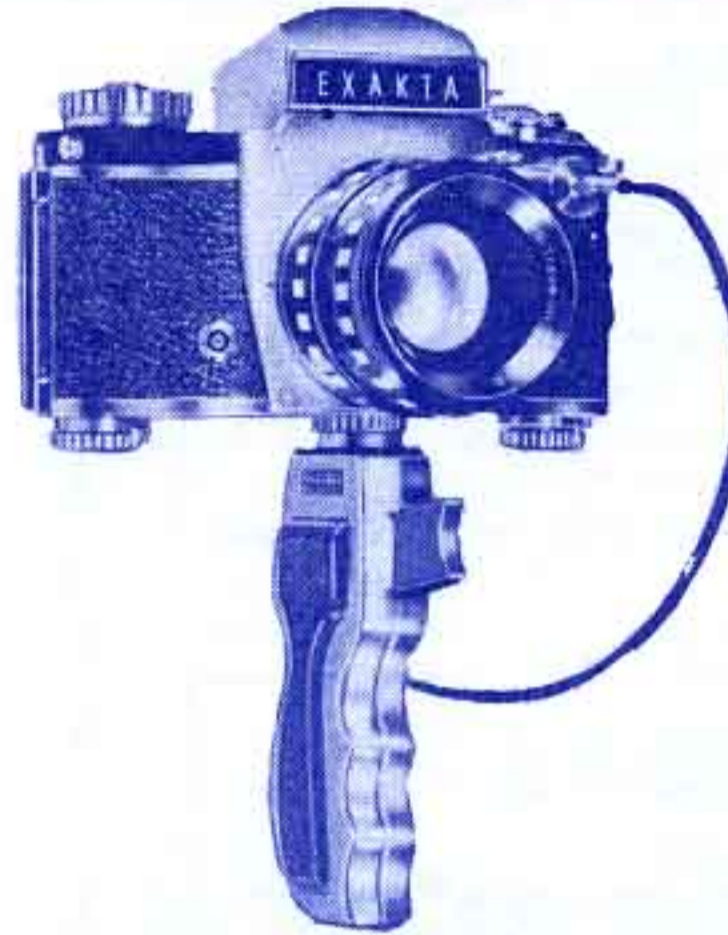


Bounce Light Swivel Ball Joint

Fits between accessory shoe or flash bracket and flash gun or strobe light. Converts any flash into a bounce light gun. Swivels in all directions. Locks in any position. Heavy duty. Chrome plated.

Seymour Priced \$2.75. Postage 25¢

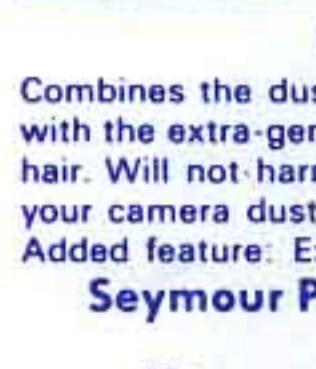
Stock No. T-21687



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.

Seymour Priced **5.95** + 95c POSTAGE

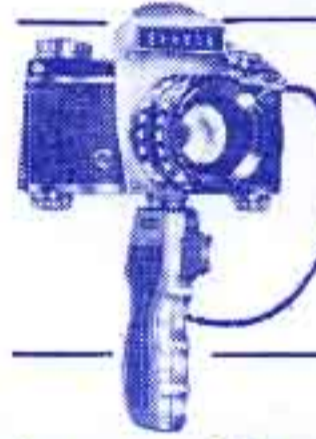


Blower Brush

Combines the dust-blowing action of a rubber bulb with the extra-gentle brushing action of finest camels hair. Will not harm glass or coating. Use it to keep your camera dust free. Use it on your best records. Added feature: Extended brush telescopes into bulb.

Seymour Priced \$1.95. Postage 15¢

Stock No. T-21688



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.

Seymour Prices \$5.95. Postage 95¢

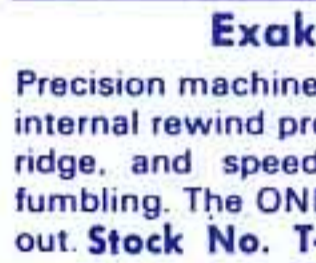
Stock No. T-21700



Combi-Pod

A very useful combination of Universal Clamp Pod and Table Tripod. Clamp Pod attaches to ANYTHING from a tree to a park bench to a car window. Two removable folding legs convert the clamp pod into a sturdy table tripod. Heavy duty universal swivel head (included) locks at any angle.

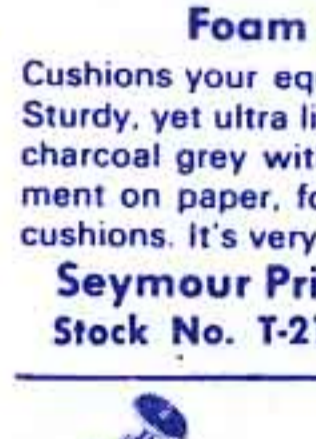
Seymour Priced \$5.95. Postage 35¢



Exakta Rewind Handle

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

Seymour Priced \$2.85. Postage 15¢



Foam Fitted Attache Case

Cushions your equipment and protects it from jolts. Sturdy, yet ultra light weight: it's fiberglass! Dignified charcoal grey with bright accents. Trace your equipment on paper, follow the outlines to cut the foam cushions. It's very easy. Special cutting tool included.

Seymour Priced \$19.65. Postage 1.65

Stock No. T-21669



Minipod Table Top Tripod and Camera Hand Grip

Quickly converts from table top tripod to hand grip. Legs disappear: folds like an umbrella. Heavy duty ball joint. Use it on the ground, on a bench, on a table, on the hood or roof of your car. Rubber bumpers on feet protect car finish or fine furniture.

Seymour Priced \$5.85 Postage 35¢

Stock No. T-21703



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.

Seymour Priced \$12.95. Postage 55¢

Stock No. T-21704



Double Rubberized Light Tight Changing Bag

This "Portable Darkroom" may save the day in an emergency. Use it, in broad daylight to remove a piece of "stuck" film from the camera. Adjust loaded film cartridges. Load developing tanks without blacking out the room. Special Neoprene type double coating never gets brittle, never cracks. Outlasts ordinary changing bags five to one. Folds flat but expands to a giant 15 x 26 inches.

Seymour Priced \$5.95. Postage 45¢

German All Metal Print Trimmer

This German precision cutter will crop and trim your prints to exact size without effort. Heavy duty construction permits cutting of mounting board as well. Full 10" Length. Permasharp Blade.

Seymour Priced \$7.95 Postage 95¢

Stock No. T-21694



We can keep a secret...

If you want us to ship your Gift Order to a Neighbor or another "secret" address, just indicate it on the order.

Reduced to \$22.50 + 95¢ postage



Meter now \$8.95

Original Ihagee Macro-Micro Photometer

Photo Cell Meter. Unique with Exakta. Measures the exact amount of light that reaches the film because it goes BEHIND THE LENS. Accurate to 1%. Requires Micro Ammeter.

Seymour Priced \$36.50. MA Meter \$19.95. Postage 95¢

Stock No. T-21615



Be Good to Yourself!

Give in to that urge to update your equipment! You can do it at a reasonable cost. Do it now: Your old equipment will never again bring as much as it brings right now. 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 fully. Tell us what you want. Chances are, it will cost you less than you think.

Drop us a line - now!

Seymour's Automatic Tele Converters for Exakta



Your automatic 135mm lens can become an 800mm automatic Super Telephoto!

Prices Slashed!

Automatic lenses remain automatic but you can use both automatic and non-automatic lenses.

2x Auto Tele Converter . . . ATC/2
3x Auto Tele Converter . . . ATC/3

Increase the focal lengths of your Exakta Lenses as follows:

One ATC/2 double
One ATC/3 triple
Two ATC/2 four times
One ATC/2 + one ATC/3 . . . five times
Two ATC/3 six times

Look At These Prices:

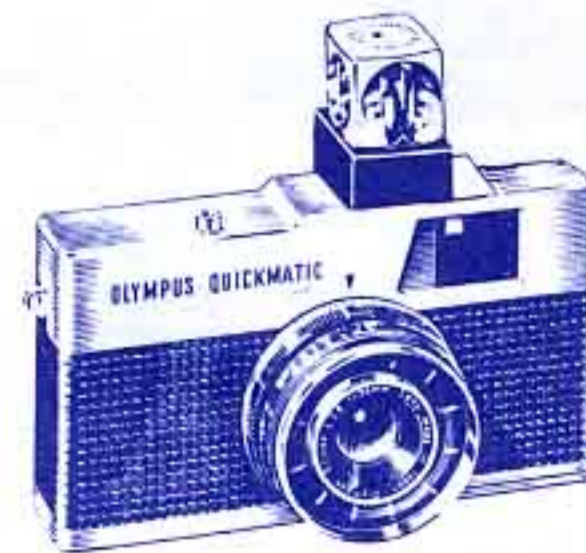
ACT/2, T-21591, \$19.95, Case 1.95+95¢
ATC/3, T-21592, \$24.95, Case 1.95+95¢
Two ATC/2 with Cases \$36.50+1.25 postg.
Two ATC/3 with Cases \$46.50+1.25 Postg
One ATC/2+one ATC/3 \$39.95+1.25 postg

Otto desperately needs used Exaktas, lenses, etc., for rebuilding. Orders are pouring in for Seymour-Rebuilt Exakta Equipment. We will (MUST!) allow you top dollar for your equipment.

Request swap quotations on new Exaktas (VXIIa and VXIIb), on new Lenses, etc. Your used equipment will never again bring you as much as it will bring right now!

Please Read This:

Many customers write and ask me to recommend an "automatic" camera which will produce excellent pictures with a minimum of manipulation, even in the hands of people who are newcomers to photography. Some customers want such a camera for themselves for their "quickie" shots, others want them for the younger members of the family (in which group I gallantly include their wives!), and many customers want them as gifts for Christmas, birthdays, bonus gifts for employees, etc. In the past I found it difficult to suggest a camera which would give them all they were looking for, such as excellent performance, automatic operation and, at the same time, low cost.



Now, for the first time, a manufacturer has come up with a wonderful automatic camera with every feature of expensive cameras. I immediately recognized the excellence of this instrument and, without hesitation, made a commitment which resulted in a very good purchasing price. I am now in a position to sell you this fine electric eye camera at a price which is less than what you would expect to pay for a highly corrected f/2.7 lens alone!

Let me describe the camera to you: It is an automatic electric eye camera, using the newly developed Kodak Instamatic Cartridge for "drop-in" loading. Here is one camera you can load without removing your ski mittens! As you drop the magazine into the camera, it automatically sets the electric eye for the speed of the film — you don't do a thing: the camera sets itself automatically! From then on, the highly sensitive and very accurate electric eye takes over: As you point the camera, all automatic exposure controls are interconnected and when you push the shutter release button, the camera will give you the correct exposure — automatically. The camera is so automatic that it even compensates (fully automatically and without any help from you) for any filters you may have on the lens, because it measures the light BEHIND the filter! Should you wish to determine your own exposure (for special effects) you can disable the automatic with a flick of your finger. It's like cutting out the automatic pilot and flying the plane yourself, Captain.

Unlike the more conventional Instamatics, you can choose your flash equipment. The camera will work with Strobelights, BC type flashguns, and the new flash cubes. The camera is synchronized for all these. And you get a built-in self-timer, too.

The name of the camera is Olympus EES. Olympus made up a special package for us and we sell you the complete package which breaks down as follows: Camera with F2.8 Zuiko Lens \$29.95 (that's not the price for the lens alone, that's the entire camera, lightmeter, lens and all!!!); case \$4.95; Flash Cube Gun \$3.95. Postage and Insurance \$1.45. Full Manufacturer's Guarantee and 15-Day Money-Back Trial, of course. Buy one for yourself, several for your family and many as gifts. You CAN'T go wrong.

Please give Stock Number C-21735

Exchange Prices Reduced!



Trade Up to the all-new
50mm F/2 fully automatic
Exakta

Fully Automatic Diaphragm.
Automatic Depth-of-Field Indication.
Describe your lens fully and request lowest exchange quotation.

15-Day Money-Back Trial

on every item in this folder

Amazing!
Straight
out of the
Bat Cave!



Honeywell Auto Strobolar 660

This is the amazing fully automatic Strobe Light that computes its own exposure! You just point it and shoot! You don't even THINK about the exposure! No Guide Numbers. No footage calculations. Point — Shoot — the 660 does the rest.

Seymour Price **124.90**

Folding Bracket 5.95 - Exakta Camera Cord \$1.95
Postage and Insurance 1.25

From Seymour's Exakteria

- A Metal Lens Cap Series VII or 49mm . . . 1.95 + 10¢
- B Body Dust Cap . . . 1.25 + 10¢
- C Bayonet Rear Lens Cap . . . 1.40 + 10¢
- D Exakta Accessory Shoe . . . 1.95 + 10¢
- E Eyecup for Prism . . . 5.50 + 25¢
- F Giant Release Knob (Button) . . . 1.25 + 10¢

- G Exakta Rewind Handle . . . 2.85 + 15¢
- H Chrome Neckchain . . . 3.25 + 15¢
- I Leather Neckstrap . . . 1.95 + 10¢
- J Lens Tote with Bayonet . . . 3.95 + 25¢
- K Bounce Light Swivel Joint . . . 3.95 + 10¢
- L Reverse Adapters. . . See Page 6

- M Magnear for ultra precise focusing . . . 14.85 + 85¢
- N Magnifier for Magnear . . . 12.50 + 45¢
- O Flat Bisected Groundglass for Magnear . . . 3.50 + 10¢
- P Twin Cable Release . . . 6.85 + 15¢
- Q Macrolite . . . 17.50 + 45¢
- R Original Ihagee Exakta tubes . . . 11.95 + 35¢

- S Cable Release, 6", Cloth . . . 85¢ + 5¢
- T Cable Release, 20", Cloth . . . 1.85 + 10¢
- U Cable Release, 20", Vinyl . . . 2.95 + 15¢
- V Seymourlite . . . 17.50 + 45¢
- W Remote Control Air Release . . . 5.95 + 25¢
- X Pistol Grip with Cable Release and Tripper . . . 5.95 + 95¢

- Y Filter Adapter, Series VII . . . 4.95 + 15¢
- Z Step-Up Series VI to Series VII . . . 1.95 + 15¢
- AA Rotating Polarizing Screen, 49mm . . . 10.85 + 25¢
- BB Grid Filter Disc, Series VII . . . 5.95 + 25¢
- CC Soft Focus Disc, Series VII . . . 5.95 + 25¢
- DD DD Seymour's Optical Filters. See Page 11

- EE Fresnel Lens w/Rangefinder . . . 6.75 + 15¢
- FF Budget Quality Exakta tubes . . . 7.65 + 35¢
- GG Automatic Extension Tubes . . . 12.95 + 35¢
- HH Focusing Extension Tubes . . . 9.95 + 25¢
- II Two-in-One Extender . . . 7.95 + 25¢
- JJ Blower Brush, retractable . . . 1.95 + 20¢



Brand New Exa I

Christmas Gift Priced

39⁹⁵

with Waistlevel Finder
50mm F3.5
fully Automatic
Meyer Optik Primotar

Case \$7.85 Shipping \$1.65



Camera Wrist Strap

At times you may want to avoid looking like a "tourist". Instead of carrying your camera around your neck, use the convenient wrist strap. Safe and convenient. Buy several!
Stock No. T-21543
Only \$2.00+15¢. 3 for \$5.50+25¢ post.



Deluxe Projection Pointer

Projects a sharp white arrow on the screen. Points to the part of the picture you describe. Projects right over the image on the screen. Use it anywhere in the room. Fun to use.
Stock No. T-21507
Seymour Priced at a mere \$5.95+65¢ pstg.

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

**While they last
Slightly used MacroLite
(guaranteed accurate)
only 8⁷⁵ + 45¢ Postage**

**The MacroLite is a Seymour
Exclusive, available ONLY
from us. In order to make
it possible for Everybody
to use one, we are offer-
ing it at only \$17.50 plus
45¢ postage with a ten-
day money-back trial.**

 **Seymour's, Inc.**
350 West 31 Street
New York, N. Y. 10001 

RETURN REQUESTED



**50mm F/2 fully automatic
Exaktar**

Incredibly sharp. Fully Automatic Diaphragm.
Automatic Depth-of-Field Indication.

**Seymour
Special 49⁵⁰
1.25
Postg.**

Trades Accepted

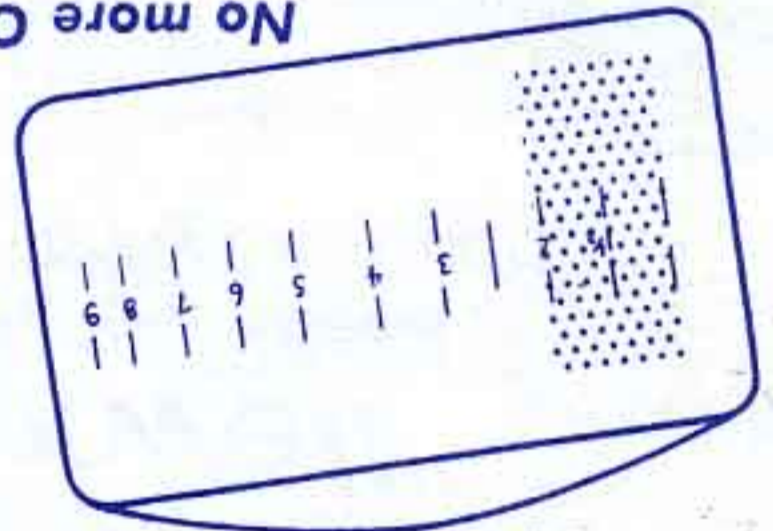
1. You save a great deal of time, eliminating tedious calculations.
 2. You eliminate miscalculated exposures.
 3. You do away with charts and tables and avoid errors resulting from using wrong figures.
 4. You will do close-ups and ultra close-ups with the same speed and ease as ordinary photographs.
 5. You will always have correctly exposed close-ups.
- And most important:*

MacroLite?
What are the advantages of the

loss caused by extending the distance from the lens to the film. The results of the many calculations were plotted as a graph and scaled to the exact size of the 35mm camera image. The MacroLite is therefore more accurate than any exposure calculation you would make yourself.

**No more Charts—No more Tables—
No more Calculations . . . and No more Errors!**

MACROLITE
Read your Exposure Factor directly at a glance with the ingenious
Direct Reading Exposure Factor Screen



Get correctly exposed close-ups — always!

Are special accessories required?
Not at all! The MacroLite works with ANY lens of ANY focal length with ANY bellows, ANY extension tubes, ANY close-focusing macro lens, for ANY type of close-up work.

What makes the MacroLite work?
The MacroLite has been calculated and calibrated by a leading physicist who also supervises the production. It is based on a mathematical formula which establishes a ratio between image size, subject size, and light

How does the MacroLite work?
You focus on your close-up subject and place the indicator next to, or on top of, the subject. The left side of the indicator lines up with the left side of the luminous scale of the MacroLite. The right side of the indicator automatically shows the exact exposure factor in the finder.

What is the MacroLite?
The MacroLite is a direct reading Exposure Factor Gauge with an ultra fine grain Focusing Lens for the Penta Prism of the Exakta. It also fits the new model Waistlevel Finder and the Magnear.

