

# EXAKTA NEWSLETTER

Published by

## SEYMOUR'S - EXAKTA

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

Christmas

Issue

1969

### Color Services

The enthusiastic acceptance of our Color Services prompted us to devote even greater effort to them. We honestly believe that our Color Service is unique. For one thing, it is not a mass operation which turns out thousands of machine made color prints. We leave this side of the business to the many "Post Office Box" mass print producers. We believe that our customers do not want such horrible off-color, washed-out machine made prints.

*We deliver hand made color enlargements of the quality displayed in our showroom. In fact, the display of giant color enlargements from Mr. Seymour's slides started the whole color service. Customers kept asking us whether we could accept their orders for quality color enlargements and we started to accept orders for this type of individual color work on a limited scale. Now we can accommodate everybody.*

Individual hand made color enlargements for display or competition purposes offer no compromise in quality. Advertising Agencies are known to pay over \$200.00 for a print they can use. While we know that our prices are extremely low for this type of work, quality color work cannot compete with mass produced automated machine work; But if you look at the prices you will agree with our customers who tell us that they could not obtain such work elsewhere at prices that come even close to ours. As one customer put it: "For this kind of work, it sure is a bargain!"

#### Our Christmas Gift to You

With your order for 2 - 16 x 20 Enlargements (or the dollar equivalent in other sizes) we will give you:

- Two 8 x 10 hand made color enlargements free
- or
- One 11 x 16 hand made color enlargement free
- or
- One 16 x 20 hand made color enlargement at half price.

#### 16" x 20" Competition Type Giant Color Enlargements.

First print (includes Inter-Negative, fully masked) unusually low priced for this quality, \$29.50 + 1.75 Shipping. Additional enlargements from same negative, each \$19.50. Mounting on heavy board, \$2.00 per enlargement. Dust Spotting, color matched, \$2.00 per enlargement. Matte Finish (prints must be mounted) \$1.00 each. If your order for 16 x 20 prints is for \$100 or more, you qualify for a special courtesy discount of 10%.

#### 11" x 14" Home Display Enlargements.

Excellent work: do not let the low price fool you!

- One 11 x 14 Color Enlargement \$9.50.
- Three 11 x 14 Color Enlargements \$25.00.
- Six 11 x 14 Color Enlargements \$45.00.
- Ten or more: \$6.85.

Above quantity prices for same or assorted slides.

Mounting on heavy board \$1.50 each.

Dust spotting, color matched (by hand) \$1.00 each.

Matte Finish \$1.00 each.

Shipping 11 x 14 Prints: \$1.00 for total shipment of one to 11 prints.

On orders for 12 or more 11 x 16 prints we pay shipping.

#### 8" x 10" DeLuxe Custom Enlargements.

Now, for the first time, you can have real quality color enlargements which are inexpensive enough to allow you to have enlargements made of ALL your good slides. Use them to give as gifts, or to hand (framed or unframed) in your den, office or living room. Use them as sales tools, as teaching aids - there is no limit to the imaginative use of these 8 x 10 Custom Enlargements.

First 8 x 10 Enlargement per subject \$6.50.

(Please note: Minimum Color Order \$10.00).

Additional 8 x 10 Enlargements (same subject) \$3.95 each.

Ten or more 8 x 10 Enlargements (same subject) \$2.95 each.

Mounting on heavy board \$1.00. Matte Finish 50¢ each.

# SWAP!

Trade up to the World's  
Finest Single Lens Reflex



### Exakta VX-1000

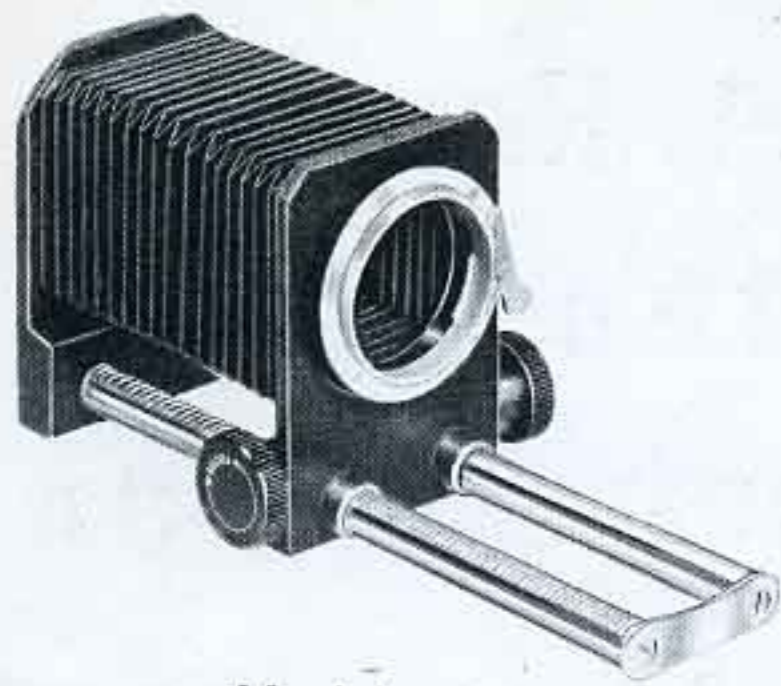
Instant Return Mirror. Retro Counter. Short Stroke Rapid Film Advance. Black Non-Glare Dials. Streamlined Body. Self-aligning Combination Rewind Clutch and Handle. "No-Hands" Rewind Button. Improved Slow Speed Mechanism. Improved Back Safety Catch. Many more improvements. The new Model takes all your finders from previous models and all your lenses.

- Now you can have the latest Exakta VX-1000 Body in exchange for your
- Exakta VXIIB and ..... \$64.50
- Exakta VXIIa and ..... \$67.50
- Exakta VX or V and ..... \$69.50
- Shipping, per camera ..... 1.95

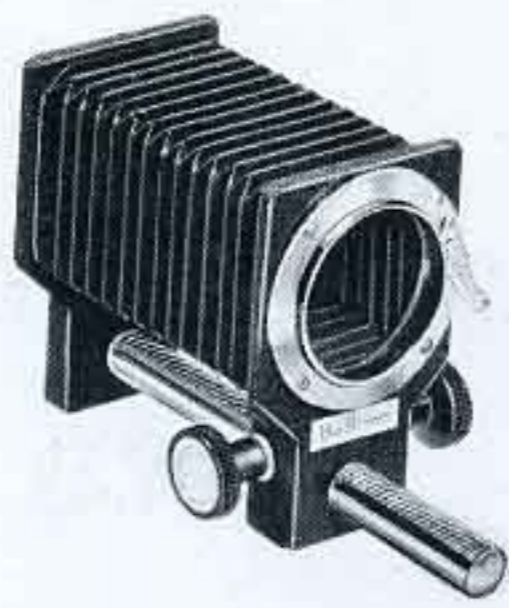
### Attention Gift Givers

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, 1970



Models  
TW-5 and TW-7



Model  
MR-05

## New Models

# Exakta Bellows

### NEW TWIN-ROD MODELS:

With geared Rack-and-Pinion Precision Focus

Model TW-5, Full 5-inch Extension...\$17.95 + 95¢ Shipping

Model TW-7, Extra Long 7" (180mm) Extension....\$19.95  
+ 95¢ Shipping

### NEW MONORAIL MODEL:

With geared Rack-and-Pinion Precision Focus

Model MR-05 Full 5-inch Extension..\$13.95 + 95¢ Shipping

## Short Barrel Lenses

### for Use in Bellows

These lenses are especially corrected for use in bellows for a wide range of close-up ratios. They render sharp, crisp, well color-balanced pictures. Their longer focal length provides a convenient working distance with plenty of room to light your subject adequately.



100mm F3.3 preset Travegar \$19.95 + 95¢  
135mm F4.5 preset Travenon \$19.95 + 95¢

# Christmas Special

Our Top-of-the-Line Twin Rod Bellows Unit with extra long Seven-Inch Extension (Model TW-7) plus your choice of the 100mm F3.3 or the 135mm F4.5 preset Short Barrel Lens

Save

an additional \$5.15

**\$34<sup>75</sup>**  
+ 95¢  
Shipping

**NEW!**

## 35mm F2.8 AUTO- ROKUNAR

Seymour-priced

at only

**59<sup>50</sup>**

Case 3.95

Shipping 95¢

**SALE**

**Exakta**

**VX-1000**

Latest Brand New Exakta VX-1000

Original Ihagee PentaPrism

Fresnel Viewing Screen

MicroGrid Focusing Aid

F2.8 Automatic Jena Tessar

The new VX-1000 has all the features of the VXIIB plus:

- \* Instant Return Mirror
- \* Short-Stroke Fast Film Advance
- \* "Ready" Flag visible in Finder
- \* Retro Counter
- \* Self Locking Rewind Button
- \* Combination Clutch and Rewind Handle
- \* Streamlined Body



**\$89.50**

plus \$7.85 Case  
and 1.95 Shipping

**Above Camera  
with**

**F/2 Pancolar  
add \$14.50**

**F1.9 Schneider  
Xenon  
add \$29.50**

All Orders must be Accompanied by Payment in Full.  
Case comes packed with camera and is mandatory.  
No Trades at this Special Price.

## Order Gifts with Confidence

To make Gift Giving Easier,  
any item in this folder  
may be returned

for full refund until **Jan. 15, 1970**

# Editors of Modern do not read their Own Magazine...

On Page 91 of the October issue, the magazine "Modern Photography" says editorially: "We've never been so impressed with a series of lenses for the Exaktas as we were with the Macro Steinheils which not only offered extremely close focusing but superb optics as well."

We're with you, so far, Modern. The "Macro Steinheils" are all you say, and more. But if you had read your very own magazine, Mr. Editor, you would not have grossly misinformed your readers, telling them that the lenses had been discontinued and were no longer available. On Page 132 of the very same issue of your magazine, our advertisement shows the new Steinheil Macro-S Lenses, telling your readers that Steinheil had granted Exclusive Sales Rights for these lenses to Seymour's-Exakta!

Mr. Exakta Owner: If you have been misled by Modern's sloppy journalism, let us tell you that the Steinheil Macro-S Lenses are indeed available from the exclusive importers, Seymour's-Exakta, on a direct-to-you basis. For more details please refer to the feature article about the Steinheil Macro-S Lenses in this Newsletter.



# From JENA, the undisputed Optical Capital of the World Seymour's-Exakta brings you the new automatic ultra-sharp **50mm F2.8 Orig. Jena Tessar**

Many Exakta owners have become victims of the Speed craze. They judge the quality of a lens by its F opening (speed) rather than by its optical performance. This craze was started by cameras that had nothing to offer but "f-a-s-t" lenses. Eventually, camera owners judged lenses by their speed alone. They reasoned that an F1.9 lens must be "better" than an F/2 lens and lenses with openings of F2.8 or F3.5 were completely out of the race.

Actually, the facts point in the opposite direction. At any given F stop, a lens of lesser initial speed will usually out-perform one of higher speed. This used to be common knowledge but in recent years most amateur photographers had forgotten this optical truth. Professionals, on the other hand, still prefer a "slower" lens, say, an F2.8, where high picture quality is imperative.

We have just made a commitment to purchase a huge stock of a lens which we consider the ultimate in optical quality, sharpness, and brilliance, the superbly corrected 50mm F2.8 fully automatic Original Jena Tessar which comes from Jena, the optical capital of the world.

The new Original Jena Tessar is excellent for every type of photography from landscape work to the most exacting scientific or medical close-up work. No matter whether you use it directly in the camera or with extension tubes or bellows, the results are magnificent in clarity of detail, 100% true color rendition and balanced contrast. The lens

is entirely free from flare or internal reflection. There isn't the slightest trace of optical distortion because the original Jena Tessar is corrected for full anastigmatic properties. No matter how many lenses you now own, you should have one of these new fully automatic original Jena Tessars. If you are thinking of getting a new Exakta, equip it with the Tessar. If your friends ask you for advice which lens to get when they buy their first Exakta, do them a favor by telling them to buy the new original Jena Tessar F2.8. If you are interested in flower photography, insects, or other close-range photography, get a Tessar!

We mentioned above that we had made a commitment for a huge quantity of these lenses. This resulted in a very favorable price and we pass our savings on to you by bringing you this brand new latest model fully automatic Original Jena Tessar F2.8 at an unbelievably low price.

**Latest Brand New**

**fully automatic**  
**50mm F2.8**  
**Orig. Jena Tessar** **\$27.50**  
+95¢  
Shipping

## 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 **7.50** + 35¢



**+10**

## Auxiliary Close-Up Lens

for ultra close-up work  
No exposure increase!  
Series VII **4.95**  
+ 25¢



**Save \$2.00**

Combination Set Extension Tubes and Reverse Adapter

Our independent make Exakta Extension Tubes (5 parts) plus a Reverse Adapter to fit the threaded part of the tubes.

Combination Set **\$8.95**  
XTR07\* + 35¢  
XTR49\*\* Shipp'g

\*Reverse Adapter fits your Ser. VII Filter Adapter.

\*\*Reverse Adapter fits directly into all lenses with 49mm Front Diameter (Pancolar, Tessar, etc.)



**SPECIAL  
COMBINATIONS**

**NOW AVAILABLE: EXAKTA  
WITH ANY LENS  
OF  
YOUR CHOICE**

**WRITE... 3**

# Fantastic Price Break

just in time for Christmas:



## Telemac

the New Combination  
Telephoto/Macro System

The Basic System consists of:  
135mm F4.5 preset Travenon, a superb Modified-Tessar-Formula Lens which stops down to F/32.  
Exakta Focusing Mount.  
Seven-Step (3-part) Macro Extension

## Telemac System

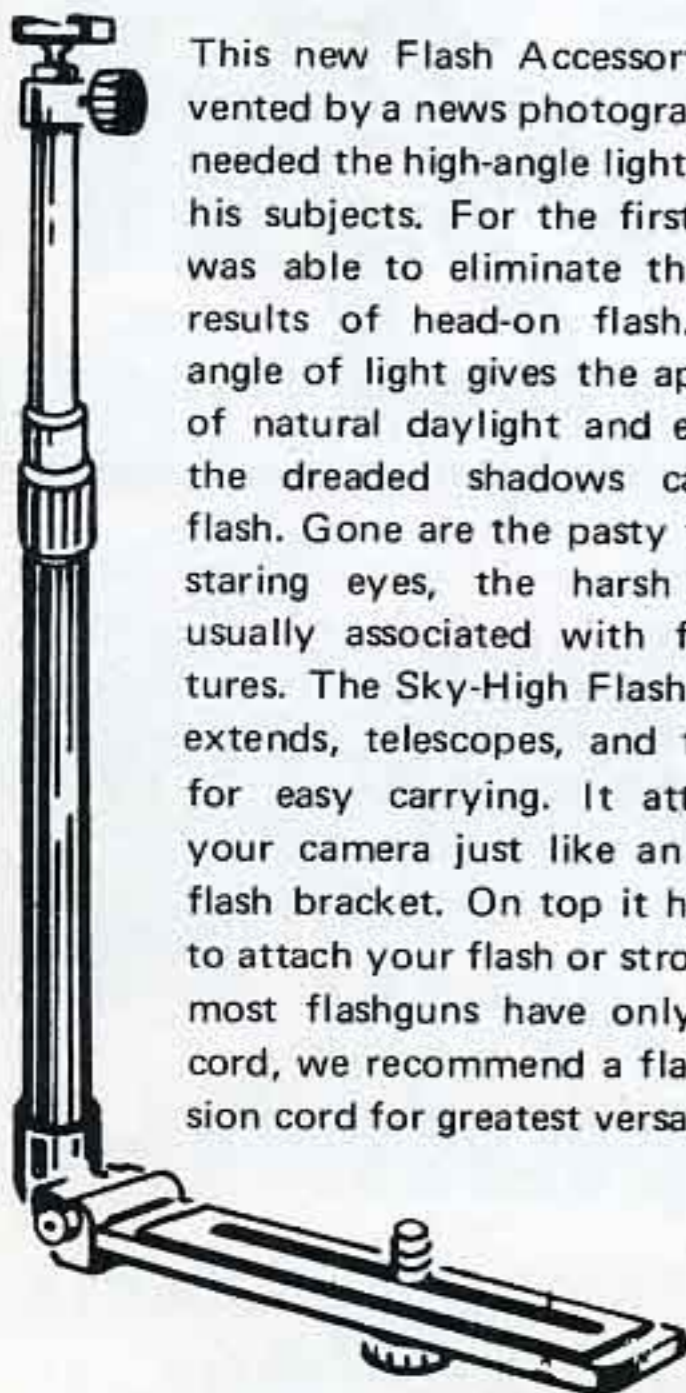
was 39.95  
Now Only

**\$26<sup>25</sup>**  
+ 95¢  
Shipp'g

Additional Accessories  
for Unlimited Versatility:

100mm F3.3 preset Travegar Lens Head was \$19.95, now . . . . . \$13.95  
Female Bayonet for use of Exakta Lenses in the Focusing Mount, . . . . now \$4.75  
**Focusing Range:**  
with 135mm, as Telephoto, Inf. to 5½ ft.  
with 135mm, as Macro: 5½ ft. to 1½ ft.  
with 100mm: 1½ ft. to 6 inches.  
with 50mm Exakta Lens as close as 2"

## Sky-High Flash Bracket



This new Flash Accessory was invented by a news photographer who needed the high-angle light to flatter his subjects. For the first time he was able to eliminate the ghastly results of head-on flash. A high angle of light gives the appearance of natural daylight and eliminates the dreaded shadows caused by flash. Gone are the pasty faces, the staring eyes, the harsh contours usually associated with flash pictures. The Sky-High Flash Bracket, extends, telescopes, and folds flat for easy carrying. It attaches to your camera just like an ordinary flash bracket. On top it has a shoe to attach your flash or strobe. Since most flashguns have only a short cord, we recommend a flash extension cord for greatest versatility.

Sky-High  
Flash Bracket

Only

**\$5<sup>95</sup>**  
+55¢  
Shipp'g

Extension Cord — \$1.95



## EXAKTA SALE!

## Exakta VXIIB

- \* Brand New Exakta VXIIB
- \* Fresnel Viewing Screen
- \* Original Ihagee PentaPrism
- \* Latest MicroGrid Rangefinder
- \* Equipped with the superb 50mm F2.8 Fully Automatic Jena Tessar

- Through-the-Lens Reflex Focusing
- Fast Speeds to 1/1000 sec.
- Slow Speeds to 12 Full Seconds
- Delayed Action/Self Timer
- Three separate Synchronizers for Flash and Strobe
- Accepts many different Finder Systems
- Accepts many different Viewing and Focusing Screens
- Accepts Lenses from Extreme Wide Angle to Extreme Telephoto
- Permits intentional Double Exposure (but guards against accidental double exposure!)
- Built-in Cutting Knife for removal of partly exposed film cartridge
- Permits Cartridge-to-Cartridge Feed
- Interchangeable Pressure Plate
- Built-in Rewind Handle

**Seymour's-Exakta** **69<sup>50</sup>**  
*brings it to you for only*

plus \$7.85 Case  
and \$1.95 Shipping

All orders must be Accompanied by Payment in Full. Case comes packed with camera and is mandatory. No Trades at this Special Price. Limited Supply.



## Twin Flash Bracket

Many customers have asked me for a double flash bracket which will hold and fire two flash or strobe guns simultaneously. So — we designed one and here it is!

The Twin Bracket is wired internally. It plugs into the flash outlet of the camera and the two guns or strobes plug into the bracket. Trip the shutter and both lights go off. Guns attach to the shoe mounts of the bracket.

Two flashguns or strobes soften the light, eliminate harsh shadows, flatter the subject and, best of all, double the light.

**Xmas Price Break**  
Seymour's Twin Flash Bracket

was 7.95  
Now Only

**\$4<sup>95</sup>**  
+ 45¢  
Shipp'g

**Compare!**  
preset

135mm F2.8

**Super Coligon**

**TELEPHOTO LENS**

Seymour-priced

at only

**29<sup>50</sup>**

Shipping 95¢  
Case 4.95



## Half Price Santa Claus Special 22mm F2.8 Macro Doryt Ultra Close-Up Lens

This is a special adaptation of a genuine Microfilm Lens. You know the task a microfilm lens has to perform: its Resolving Power must be the theoretically obtainable maximum. There can be no curvature of field, no edge fall-off, no internal flare.

We have adapted this ultra-ultra sharp lens for use in 35mm cameras. It covers a field of ¾" by 1", thereby giving a magnification of 50 per cent over life size. Roosevelt's face on a dime will fill the frame. Wait till you project THAT!

Fix-Focus Mount. No diaphragm needed, because wide open the Macro Doryt resolves 160 lines! Microfilm lenses have never before been available for use in conventional 35mm cameras. You are in for quite a surprise!

22mm F2.8 Macro Doryt  
complete with Exakta Bayonet

was 18.90  
Now Only

**\$9<sup>45</sup>**  
+95¢  
Shipp'g

# Steinheil Macro S Lenses

*for the Exakta Owner who will settle  
for nothing but the VERY BEST*

What makes the Steinheil Macro S Lenses so new and different? For one thing, they give you an unbroken focusing range from Infinity through "normal" focusing range to Ultra-Close-Up Range. Note the word "unbroken." It means that the focusing range is continuous: no blind spots, no gaps. And, incredible as it may sound, the lenses REMAIN fully automatic throughout their amazing focusing range. Next: you no longer need Extension Tubes, Close-Up Lenses, Bellows, or ANY kind of additional gadget. Just leave your Macro S Lens on your camera: whenever and

wherever the need for close-up photography arises, you are ready. And all this in addition to the "normal" function of the lenses for photography at conventional distances.

You do not even need Exposure Tables, nor do you have to do any figuring: you read the Magnification Ratio and the Exposure Factor right off the lens barrel, no matter how close you focus! This feature alone makes the Steinheil Macro S Lenses the most unique lenses ever designed.

Perhaps we have been dwelling too much on

Close-Up Photography. Don't get the idea that the Steinheil Macro S Lenses are limited to Close-Up Work. In fact, even if you NEVER take a close-up shot you should choose them because of their almost incredible optical correction. Never before have there been lenses of such brilliance, sharpness and color correction. The lenses are 100% free from internal reflection, flare or stray bounce light. If you want the ultimate in quality without compromise, get the new fully automatic Steinheil Macro S Lenses for your Exakta.



**Immediate Delivery!**

*"QUOTE". Modern Photography Magazine tested the 100mm Macro Quinar: "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!"*

May we add our own findings to these enthusiastic comments of an independent magazine? We have never, in all our experience, tested lenses of such superior quality. They rival apochromatic and process lenses in sharpness and clarity of minute detail. Wait till you project your first shot taken with any of the Steinheil Macro S Lenses. You have NEVER seen anything like it!

**55mm F1.9  
Macro S Quinon**

Focusing Range: Infinity to 1½"

**100mm F2.8  
Macro S Quinar**

Focusing Range: Infinity to 9½"

**135mm F2.8  
Macro S Tele Quinar**

Focusing Range: Infinity to 18"

All Steinheil Macro S Lenses are fully automatic  
Glass Type: Rare Earth. Coating: Permanent, Anti Reflex.

**Steinheil Macro S Lenses  
are a Seymour Exclusive**

Steinheil Macro S Lenses are available only from Seymour's-  
Exakta through contractual Exclusive Sales Rights in the entire  
United States, granted by Steinheil Optical Works

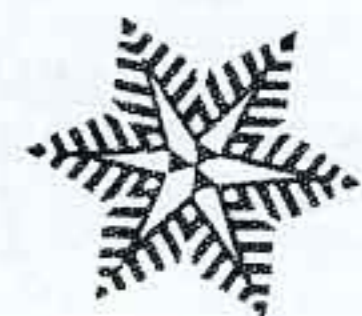
**Seymour-priced  
at only \$159.50 per lens.**

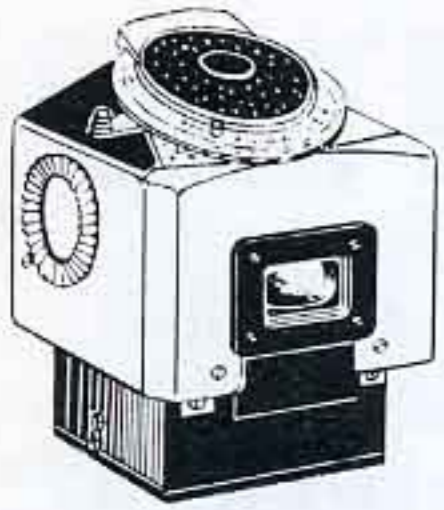
Original Steinheil Screw-in Shade .....	\$3.95
DeLuxe Leather Case .....	\$4.95
Shipping Charges for one lens .....	\$1.25
Shipping Charges for two or more .....	\$1.65
Series VII 54mm Filter Adapter .....	\$4.95
Series VII Drop-in Filters, each .....	\$3.95
Rotating Polarizer, Custom, 54mm .....	\$9.50



## Christmas Discount

Buy 2 or more Steinheil Macro S Lenses and take 10% Discount on second, third, etc., Macro S Lens. This special offer is also extended to customers who have previously purchased a Macro S Lens. Order your additional Macro S Lenses at 10% special discount.





## New Model Travemat Through-the-Lens BTL Light Meter Prism System

The Travemat measures the light after it passes through the lens. It sees exactly the same amount of light as the film.

Operation is simplicity itself: After you set the ASA speed of the film and the shutter speed, you watch the indicator needle (while you view) as you vary the opening of the lens. As soon as the needle is in the center, you shoot: Correctly exposed pictures every time, even under the most difficult conditions.

Latest Model Brand New TRAVEMAT BTL System, complete with PentaPrism with Fresnel Lens and Micro Grid \$49.50 +1.35

## Seymour's Guaranteed Exakta Repairs

Seymour's-Exakta is fully equipped to handle all repairs on Exakta Cameras. We use original factory parts and factory methods exclusively. Our technicians know what they are doing. All repairs are fully guaranteed for one full year. Cost Estimates are free and given without obligation on your part.

Send your camera by insured parcel post. Attach a tag to the camera itself giving your full name and address and stating briefly but clearly what you would like to have done to your camera. Mark the tag: "Estimate Only."

Most repairs require only ten working days from the time we receive your OK. Some difficult or complicated repairs may take somewhat longer and at certain peak periods we may need a little extra time. Remember that all work is done with our traditional thoroughness: we never rush the work, even during peak periods. Our One-Year Service Guarantee protects you, always.

Send your camera now. We are ready to put it in first class operating condition.



## 28mm F2.8 Auto Rokunar

A Bargain is a Bargain ONLY if there is no compromise in quality! Here is such a bargain: Seymour's-Exakta brings you the New Series 28mm F2.8 Auto Rokunar, the Ultra Wide Ultra Fast fully automatic Wide Angle Lens for the Exakta. Totally free from distortion and sharp right into the wide-wide corners! Rokunar Lenses (of "Sharp-as-a-Rokunar" fame) are prized by their owners for their superb resolving power and 100% correct color correction. This new 28mm Extreme Wide Angle Lens proudly carries the name Rokunar!

28mm F2.8 Auto-Rokunar Wide Angle, only \$69.50 + 1.25  
Case \$4.95. Filter Adapter \$4.50



## 85mm *f* 1.9 Super Coligon Ultra Fast Lens

The lens serves many purposes, all of them equally well. First and foremost, it is a superb portrait lens. Secondly, a medium telephoto lens. It is virtually indispensable for sporting events, especially indoors. Theater work, of course. And candid shots of people, especially children. Animal portraits, too. And you will think of many more types of pictures which seem to have been waiting for this excellent high-speed medium focal length lens.

85mm F1.9 preset Super Coligon for Exakta \$44.50 plus \$4.95 for the Case. Shipping \$1.25.

### Our Christmas Gift to You

Buy the above Lens and Case and select  
**\$10.00 Worth of Equipment**  
of your choice from this Newsletter as our Gift to You.



Made  
in  
U.S.A.

Made  
in  
U.S.A.

## The utmost in Luxury

These trim Luxury Gadget Bags feature the finest Top Grain Cowhides available. Highest Quality U. S. Workmanship throughout – the Best!

Heavily padded top. Finest Hardware. Heavy-Duty Zipper (and we mean HEAVY Duty!) Lined with soft felt for added protection of delicate equipment.

Adjustable inside Belting separates accessories and holds them securely.

Double Size Outside Pocket. Zippered Inside Pocket. Adjustable Extension Carrying Strap.

Bag measures a generous  
12 by 10 by 6 inches.

Top Grain  
Cowhide Gadget Bag

# 29<sup>95</sup>

+ 1.65  
Shipping

Special Seymour Gift Price

# New famous Rokunar 200mm Automatic Lens easily converts to automatic 400mm Lens



The 200mm F3.9 automatic Rokunar is one of the finest Telephoto Lenses we have ever offered. It renders unbelievably sharp fine detail, beautiful true-to-life glowing colors and far-above-average crispness and contrast. Easily hand held, beautifully balanced. A true Rokunar Lens in every respect.

Rokunar Lenses (of "Sharp-as-a-Rokunar" fame) are well known to professionals for their optical quality. The name "Rokunar" automatically guarantees top quality, sharpness and color correction. Originally priced out of reach for most amateurs, these excellent lenses are now offered at Seymour prices which make them available to all Seymour Customers.

## 200mm F3.9 fully automatic genuine Rokunar Telephoto

SEYMOUR'S — EXAKTA  
brings it to you for only **79<sup>50</sup>**  
Case 5.95 Shipping 1.35

**New! Ingenious! Internal Automatic Elongar. Above 200mm Lens becomes a 400mm fully automatic Long-Range Telephoto. No outside rods. Automatic Tele Converter couples internally. Optically matched to Rokunar Lenses, a genuine Rokunar Product. Only \$19.50**

### *More New Automatic Lenses from Rokunar:*



**300mm F5.5  
Auto Rokunar**  
**89<sup>50</sup>**  
Case 6.85  
Shipping 1.65



**85mm to 205mm  
F3.6 Rokunar  
Automatic Zoom**  
**139<sup>50</sup>**  
Case 7.85  
Shipping 1.95

**"Sharp  
as a  
Rokunar"**

*If your pictures  
need a real shot  
in the arm, let  
Rokunar Lenses  
do it!*

**Internal Automatic 2x Elongar matches the 300mm and the 200mm Lenses as well. Doubles Focal Length. See above. Only \$19.50**

# A Beautiful Gift For Your Favorite "Bug" The Master Showman Projection Pointer



You show your slides to your friends. You are in the middle of your slide show. Now you want to point out a detail on the screen. What do you do? Walk to the screen, your shadow nicely blocking the slide and point out the detail? No! You project a brilliant white arrow with the new Master Showman Projection Pointer right from the back of the room. Adds a professional touch to your slide show.

The new Master Showman Projection Pointer is a radical departure from old fashioned projection pointers. The design sports an ebony black square (yes, square!) housing. The Battery Compartment slides open for quick change. The Bulb Compartment snaps open and shut for easy replacement, even during a show! An opal translucent part of the housing sheds unobtrusive subdued light for slide selection, reading of captions, change of magazines or adjustment to the projector. No more annoying switching on of bright lights and no more fumbling in the dark.

The Master Showman Projection Pointer superimposes a sharp arrow on the screen. One-finger on/off button. One-finger focusing button adjusts the sharpness of the arrow according to the distance from the screen. Effective even in large rooms.

Add the finishing touch to your slide shows with the new Master Showman Projection Pointer, Seymour priced at only \$6.95 + 45¢ Shipping. (Batteries and Special Bulb included).

## Repairs

As Exakta Specialists we are fully equipped to handle all repairs on Exakta cameras, lenses and accessories. No "Jack-of-All-Trades" our mechanics are specialists on Exaktas. Please don't send us your Rolleiflexes or Movie Cameras for repair. But we will take care of all your Exakta adjustments and repairs. Original parts and factory recommended methods are used. Seymour-repaired Exaktas are guaranteed for one whole year. Want an estimate first? Sure thing. Send the equipment, attach a tag to it and mark it "Estimate Only." No obligation.

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!



## 90mm F2.8 and 135mm F3.5 Schacht Travenar Exakta Lenses

If you have paid a visit to our showroom, you have seen the giant enlargement of an orange. This enlargement is a 16-diameter blow-up, better than 250 times in area: you could put 250 original 35mm slides on the print! This enlargement is not only a tribute to our color work but also to the unbelievable resolving power of the lens that took it. Every tiny pore on the skin of the orange is clearly and sharply delineated.

The shot was taken (by Mr. Seymour, of course) with the Schacht 90mm F2.8 Travenar. The 135mm F3.5 is of the same terrific quality. What more can we say about these lenses after you've seen the "living proof" of their performance?

The Travenars are of the cocking type automatic construction which is especially useful for Behind-the-Lens Metering but will work just as well without the meter. The sharpness of these lenses is truly amazing. The optical formula is an improved Tessar Type which makes use of the very latest breakthrough in rare-earth glass.

Amazing as the performance of these lenses is, our price for the Travenars is even more amazing.

Brand New 90mm F2.8 cocking automatic Travenar  
Seymour Special, only \$39.95  
Case \$3.95. Shipping \$1.25

Brand New 135mm F3.5 cocking automatic Travenar  
Seymour Special, only \$44.25  
Case \$4.95 Shipping \$1.25

Front Thread Diameter: 49mm  
Ser. VII Screw-in Filter Adapter, 49mm - \$4.50  
Series VII Shade to match above adapter - \$3.95  
49mm Screw-in Shade (no adapter required) - \$4.50  
Series VII Filters, to match above filter adapter \$3.95 each  
49mm Screw-in Filters (no adapter required) - \$4.50 each  
40mm Rotating Polarizer (Custom) - \$9.85

## Christmas Discount

If you buy both lenses you may take 10% off the above prices of both lenses as well as on the cases and accessories shown above.



# Are you **wasting** half the versatility of your Exakta?

If you are using your Exakta ONLY with the Eye-level Prism, you are literally wasting half its versatility. The Hooded Reflex Finder is much more than a "Waistlevel" Finder. Of course, it is a waist-level finder. And a right angle finder. And a low angle finder. And a high level finder. And a sports finder. And a straight-on finder for copying and Close-Up Work. And a "sit-down" finder for photomicrography. And more.

For unobtrusive photography you use the Hooded Reflex Finder at Waistlevel. Sneak a quick look to focus. Sneak another look to frame your shot - Shoot!

For extreme low-angle shots the Hooded Reflex Finder saves you from lying flat on your stomach. Even if your camera is on the ground, you look into the finder from a comfortable height. A small flower, an insect on a blade of grass, or dramatic shots from a gnat's eye view - easy enough; but only with the Hooded Reflex Finder!

For sneak-up right angle photography you point your lens one way but look into the finder at right angles to your lens. Sounds strange, but it's true. Works with vertical shots. Five minutes practice and you are the James Bond of the Camera.

What's this bit about "High Angle" Shots? Suppose you want to photograph a parade but you are way back in the crowd. Just hold your camera, upside down, way above the heads of the crowd, look up into your "Waistlevel" Finder and photograph the parade to your heart's content! Shoot over walls, too. Are you beginning to see how versatile your camera will become with the addition of a Hooded "Waistlevel" Finder?

We're not half through! The Model C Hooded Finder also has a Sports Type Frame Finder. Virtually indispensable for fast-moving Sports events, especially races (car, horse, track).

Did you ever try to use your camera with the Eyelevel Finder for copying or close-up work when your camera is mounted with the lens facing down? Takes some acrobatics, doesn't it? With the Hooded Finder you look straight into the finder, and focusing and framing is done with the greatest of ease.

## Hooded Reflex Finder



- Model C
- Fold-down Metal Hood
- Direct Sports Finder
- Captive Finegrain Groundglass
- Visolette Light-Gathering Lens
- Magnifier for Critical Focusing

We really want everybody to enjoy the use of the Hooded Reflex Finder. That is why we have put it on Special Sale:

Original Ihagee Model C Hooded Reflex Finder with Captive Finegrain Groundglass and with Fold-Away Magnifier for Critical Focusing during this Special Sale, Seymour priced (brand new, of course) \$8.95 plus 65¢ shipping. Finder Case (takes regular Ihagee Prism, too) \$2.95.



## For the Camera Bug who has Everything but doesn't know where to put it...

For years you have been asking us for a "Jumbo" Bag. OK, here it is: a Jumbo Bag, and we mean JUMBO! We call it the Jumbo Duplex Cam-Pak and we measured the inside dimensions at 14½ inches long by 10½ inches high by 6½ inches wide. Inside, that is!

The Upper Storage Section is removable, giving you an upstairs-and-downstairs duplex! There are "adjustomatic" partitions to divide the space to fit your equipment exactly, providing added protection against scratching and damage.

Carry it by the tooled aluminum handle or sling it over your shoulder on the heavy-duty shoulder strap and pad. Or use it at home for compact space-saving storage of all your equipment.

Handsome, durable, practical. You should have one!

You can get the **Jumbo** **\$29.95**  
**Duplex Cam-Pak** for only **+ 1.95**  
 Shipp'g



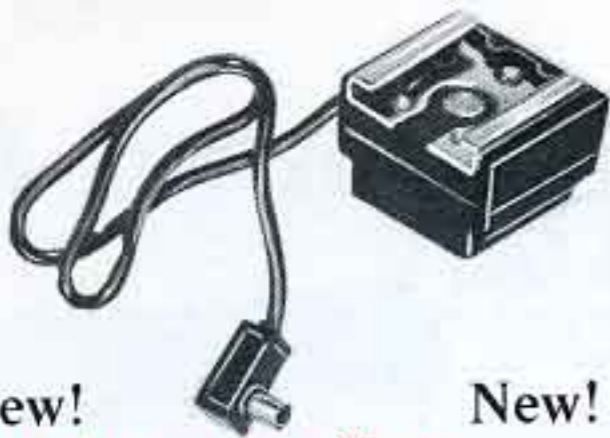
## Fully Automatic 135mm F2.8 Steinheil Tele Quinar

After an absence of over six months, the very excellent Steinheil 135mm F2.8 Auto Tele Quinar is again available for immediate delivery. Word-of-Mouth Recommendation has made this lens the most popular 135mm Telephoto Lens.

Its reputation is well deserved! It is a truly excellent lens, both optically and mechanically. The 100% color correction brings out all colors in their original glowing beauty. The Resolving Power is close to the theoretically possible maximum and guarantees razor sharp pictures with clear detail and crisp contrast.

The lens is beautifully designed. It is only 3 inches long! It comes in a non-glare ebony black finish. You can switch from fully automatic operation to "Manual" by merely pushing a button. The lens has an In-Line Shutter Release in an all-metal Automatic Activator Housing. A true Steinheil Quality Lens!

135mm F2.8 fully automatic Steinheil Auto Tele Quinar Seymour-priced at only \$69.50. Original Steinheil Screw-in Shade \$3.95. DeLuxe Case \$4.95. Shipping 95¢



New! **Hot Accessory Shoe Conversion Assembly.**

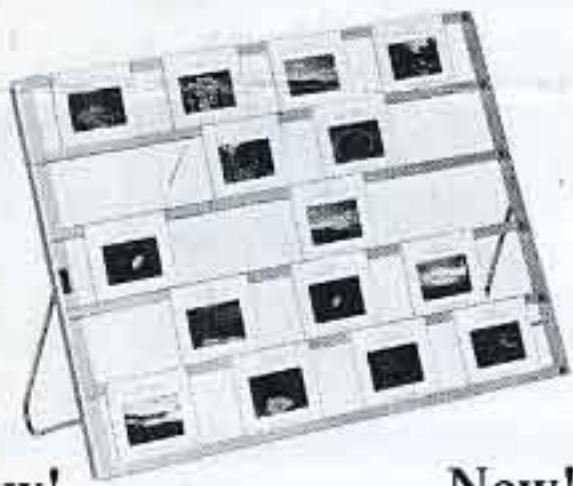
Convert your Exakta for flash and strobe units which require a "hot" shoe. Slides into your regular accessory shoe. Plugs into flash or strobe outlet of camera and supplies synch current directly to your flash. Regular Accessory Shoe (top or bottom model) also needed. **Hot Shoe Conversion Assembly \$2.85 + 15¢**



New! **PC Twin Outlet Converter.**

Now, for the first time, you can fire two flash or strobe units simultaneously without the twin hot bracket. Professionals use two or more flash units to eliminate ugly shadows and to spread the light more evenly. They use multiple lights for close-ups, table tops, copying, etc. Now you can fire two or more lights without costly slave units, electronic trippers, or solenoids. Plug the PC Twin into the camera and the lights into the PC Twin. Can be used in Multiple Set-ups for 3, 4, or more lights. Sold only in sets of 2.

2 PC Twins \$1.85 + 15¢



New! **All Metal Slide Sorter**

A new idea in slide sorting. Slides sit on special metal rails and are easily moved around. Cannot slide or fall off. Arrange them and rearrange them for the proper projection sequence. You can select your best slides for projection because you see them all at the same time. An inexpensive yet indispensable accessory. Buy several for yourself and more as welcome gifts.

**Metal Slide Sorter \$3.95 + 55¢**  
3 for \$10.75 + 65¢  
6 for \$18.95 + 95¢



New! **New DeLuxe Model Twin Cable Release Assembly.**

Newly designed Double Cable Tripping Unit to retain the automatic feature of your lenses on bellows, tubes, etc. Easily adjusts to "throw" of different lenses.

**DeLuxe Model Twin Cable Release Assembly \$7.75 + 25¢**  
**10**

New! **Accessory Shoe for Permanent Mounting.**

Attaches to ANYTHING by means of two screws. Attach it to the camera, make your own flash brackets, etc. Unlimited uses. Sold only in sets of 3.

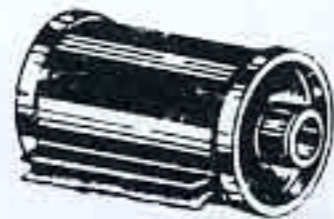
**3 Permanent Mount Shoes \$1.85 + 15¢**



**Automatic Extension Tubes for Exakta.**

Set consists of 3 self-contained tubes. All three have the male and the female Exakta Bayonet. Each tube can be used independently by itself or in any combination. Rods couple to automatic lens and shutter release of camera and your automatic lenses remain automatic for close-up work.

**Automatic Extension Tube Set for Exakta \$12.95 + 25¢**



**Reloadable Cassettes**

This new German Cassette has screw top. Stock up at these low prices:

10 for \$ 3.50 + 35¢  
25 for \$ 6.95 + 45¢  
100 for \$24.50 + 65¢



New! **Flat Camera Brush.**

Indispensable for eliminating dust inside your camera, on your fine lenses and other equipment. Finest Camelshair.

**Flat Camera Brush \$1.85 + 15¢**



New! **German Precision Calipers**

Measure Lens Thread Diameters, etc. These calipers measure inside diameter, outside diameter, depth. Precision made in Germany.

**Precision Calipers \$2.85 + 15¢**



New! **Accessory Shoe for BOTTOM of Camera.**

The new BTL Systems pose a problem: the regular accessory shoe can no longer be used. Who has solved the problem? Seymour's-Exakta, of course! We have devised an Accessory Shoe which attaches to the BOTTOM of the Camera!

**Bottom Accessory Shoe \$1.85 + 15¢**



New! **Roller Squeegee.**

New heavy duty model. For flawless high-gloss finish of ferrotyped prints. 5 inches wide.

**Roller Squeegee \$2.45 + 25¢**



New! **German Shoulder Pad.**

Prevents camera strap from sliding off your shoulder. Leather top, rubber friction-hold bottom. Also prevents strap from hurting your shoulder. Sold only in sets of 3.

**3 Shoulder Pads \$1.85 + 15¢**



New! **Braided Leather Neckstrap**

Has Safety Catches. Holds camera safely and securely. Elegant. Supple. Pleasant to wear. No chafing.

**Braided Neckstrap \$2.85 + 15¢**



New! **Swivel Brush.**

Extra wide. Adjust angle of handle and get at difficult-to-reach parts of cameras, lenses, projectors, etc. First Quality Pure Camelshair.

**Swivel Brush \$2.45 + 15¢**



New! **German Precision Screwdriver Set.**

If you have to make quick adjustments on lenses, etc. use these precision tools. Tempered steel Blades. Four different sizes plus sure-grip handle. Fits even tiny screws. Cuts your cost of maintenance. Saves its cost the first time you use it.

**Screwdriver Set \$1.85 + 15¢**



**Multiple-Image Prisms**

ATP-3 Three-Image Parallel Prism **17<sup>95</sup>**  
Stock No. 21626 <sub>+75¢</sub>

ATP-4 Three-Image Radial Prism **17<sup>95</sup>**  
Stock No. 21627 <sub>+75¢</sub>

ATP-5 Five-Image Faceted Prism **19<sup>95</sup>**  
Stock No. 21628 <sub>+75¢</sub>

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

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

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



**ORIGINAL IHAGEE PENTA PRISM**  
without Insert ...\$14.50 + 95¢ Shippg.  
Fine Grain Groundglass Screen .. \$3.95  
Fresnel Screen with Rangefinder . 6.50  
Fresnel Screen with MicroGrid .. 7.50  
Case for Prism ..... 2.95



**28mm F2.8 Auto-Soligor**

Seymour-priced at an **unbelievably low 59<sup>50</sup>**

Shipping 1.25

Case \$4.95. Filter Adapter \$4.50.

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

**4<sup>95</sup>**  
+ 95¢  
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. 21550

Especially low Seymour Priced: \$1.95+10¢



## NEW!! Toshiba Strobe Dual Model

Now works on House  
Current or Batteries!

One of the World's Smallest Electronic  
Flashguns: 3 3/4" x 1 1/2" x 2 5/8". Weighs  
less than 6 ounces!

- On-off Switch
- Exposure Guide Dial
- Ready Light
- Test Terminal
- Recycles in 3 to 5 seconds
- Flash Duration: 1/1000 sec.
- Angle: 65 Degrees
- Color Temperature: Sunlight (6000K)
- Flash Tube Life: 10,000 Flashes
- Guide Number: Kodachrome II 24

Toshiba Electronic Flash

New Dual Model

Seymour

Priced only

**19<sup>95</sup>**  
+ 95¢  
Shipping



## 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. 21640

**3<sup>95</sup>**

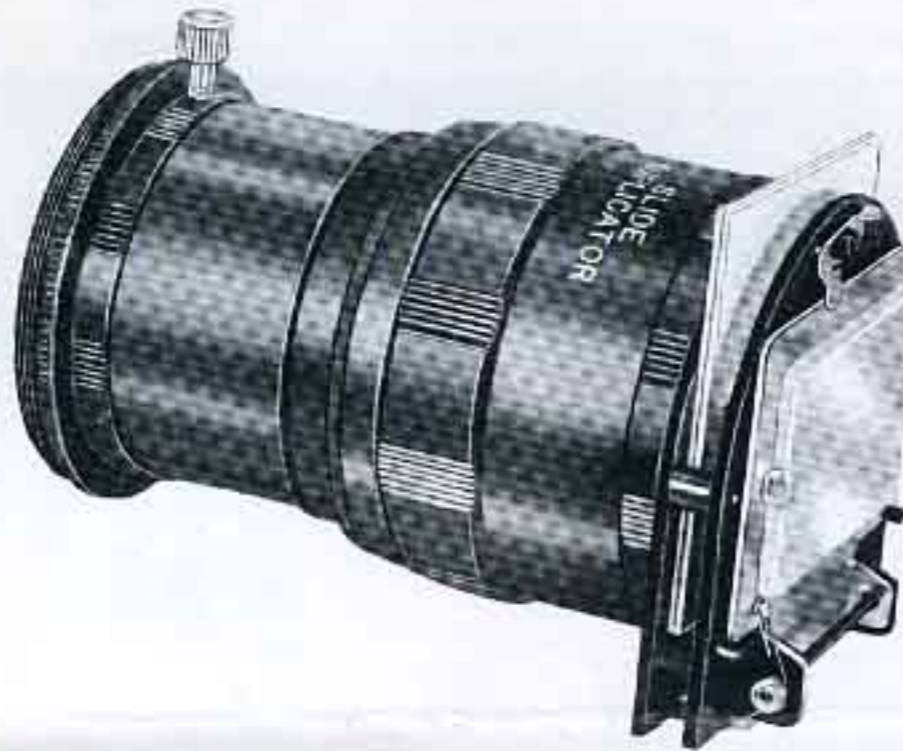
+ 25¢ postage

### Flip Trip

with ball joint swivel head  
Stock No. 21641

**5<sup>95</sup>**

+ 25¢ postage



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 any light source,  
even daylight. Helical Focusing Mount per-  
mits 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.  
21705

**12<sup>50</sup>**

+ 75¢  
Postage

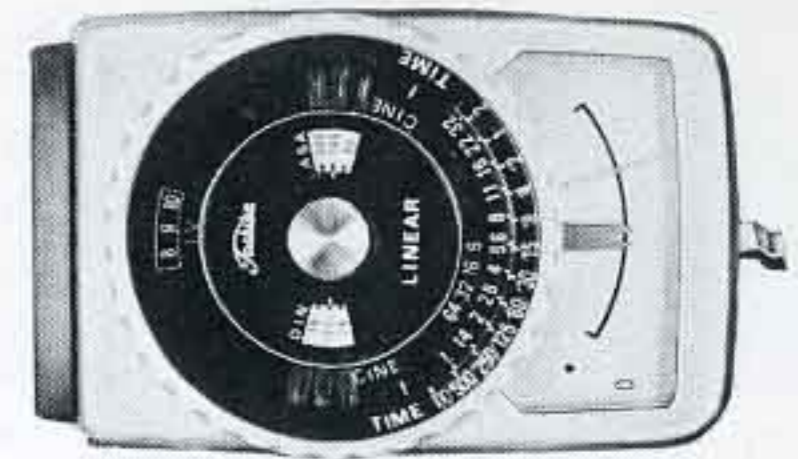


## Remote Control Pneumatic Air Shutter Release

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. 21547 20 foot Air Release  
Especially low Seymour Priced: \$5.95+25¢

Now available: Special Shorter Length,  
40 inches, \$4.95 + 25¢



## 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 qual-  
ity. 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!

Want to use Ser. VI Accessories on your  
lenses with 49mm Diameter?

Ser. VI 49mm Filter Adapter  
No. 660401 . . . . . \$3.95 + 25¢

Tele Coligon Lenses  
preset, brand new

300mm F5.6

400mm F6.3

Your Choice

Case 4.95 Shipping 1.95

**49<sup>50</sup>**



### A New Crop of Guaranteed SEYMOUR-REBUILT EXAKTAS

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.

#### Seymour-Rebuilt, Fully Guaranteed:

- Exakta VXIIB, Body . . . . \$49.50
- Exakta VXIIa, Body . . . . \$42.50
- Exakta VX, Body . . . . \$34.50
- Exakta V, Body . . . . \$29.50

Shipping: \$1.95 per camera

For complete cameras with lens and finder, write! State combination wanted.

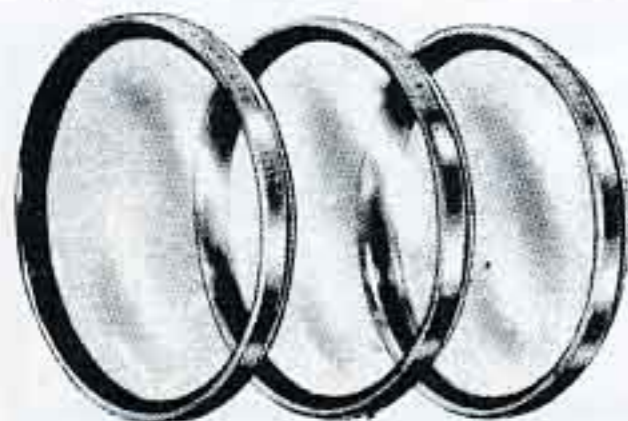


Control the Speed of your film with a

#### 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 Neutral Density Filter.

**Seymour Priced 5.95 + 25¢**  
Stock No. 21711 Shipping



#### 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¢**  
Series VII Stock No. 21712 49mm 21713

## Seymour's Inst-A-Dapters

At last there is a solution to a vexing problem: How to use custom screw-in accessories on lenses with DIFFERENT threads. Most Exakta Owners have a good selection of 49mm Accessories because many Exakta Lenses have a front thread of 49mm. What happens when you buy a lens with, say, a 54mm thread? No need to buy all new accessories: Seymour's new Inst-A-Dapters will let you use your 49mm Accessories on your new lens with 54mm front thread. Seymour's Inst-A-Dapters are of special ultra-thin construction to eliminate vignetting. Order any combination shown below:

Model No.	Has Male Thread:	Has Female Thread:
IA-4952	49mm	52mm
IA-4955	49mm	55mm
IA-5249	52mm	49mm
IA-5254	52mm	54mm
IA-5449	54mm	49mm
IA-5452	54mm	52mm
IA-5455	54mm	55mm
IA-5549	55mm	49mm
IA-5552	55mm	52mm

### Price Reduction

Seymour's Inst-A-Dapters **2<sup>75</sup>** + 25¢  
**Any 3 for 6<sup>95</sup>** + 50¢



### Helical-Focusing Exakta Extension Tubes

Now you can vary extension and magnification continuously without blind spots. These Focusing Tubes are precision machined, all metal, attractively finished. The helical focusing assembly is compatible with regular Exakta Extension Tubes. You may purchase the set with or without Exakta Bayonet Fittings.

**Focusing Tubes, without Bayonet Fittings . . . . \$6.45 + 35¢**  
**Focusing Tubes, with Bayonet Fittings . . . . \$9.95 + 45¢**

### Scientific Inserts for Finder

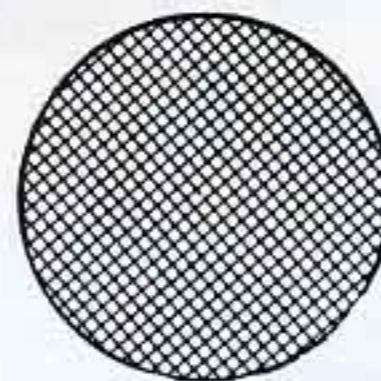
- Groundglass, Clear Spot . . . . .14.95 + 35¢
- Groundglass, Crosshairs . . . . .14.95 + 35¢
- Groundglass, Overall Squares . . . . .19.50 + 35¢
- Clear Glass, Crosshairs . . . . .14.95 + 35¢
- Groundglass, Combination Clear Spot and Crosshairs . . . . .19.50 + 35¢
- Finegrain Groundglass . . . . . 3.95 + 35¢
- Clear Glass . . . . . 5.95 + 35¢



### Filter Pouch

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

**Seymour Priced 1.95 + 25¢**



### 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<sup>95</sup> + 25¢**



### 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<sup>95</sup> + 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.

**4.50 + 25¢**

### Sunshades



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

**49mm Screw-in type (fits lens) # 21716 4.95 + 25¢**

# Steinheil Announces Two New Fully Automatic Exakta Lenses



Steinheil Fully Automatic  
35mm F3.5 Auto Culmigon.

This Sixty-Five Degree Wide Angle Lens focuses from Infinity to 2½ feet. The In-Line Shutter Release has an Auto/Manual Switch. Ultra compact in size, the lens is styled in two-tone chrome-and-black. It takes standard 49mm accessories.

Steinheil Fully Automatic 35mm F3.5 Auto Culmigon Seymour priced at only \$44.50 + 95¢ Shipping. Original Steinheil Shade \$3.95. Case \$3.95. Filter Adapter \$4.50.

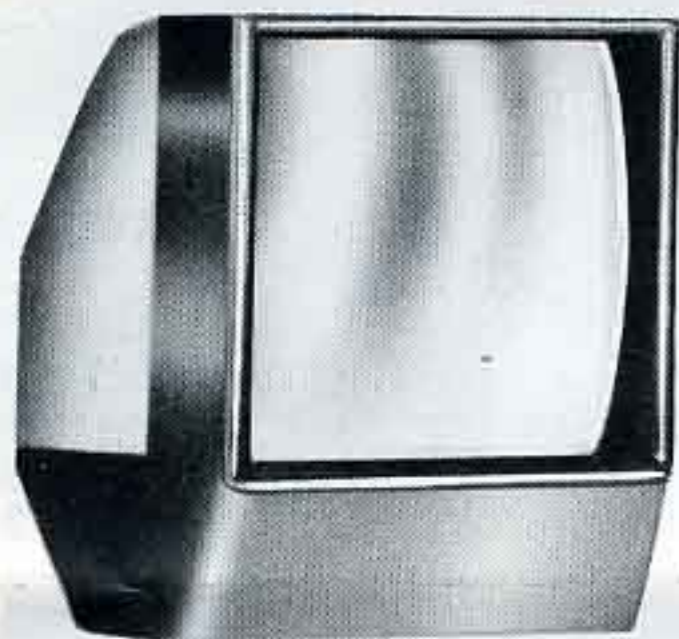
Steinheil Fully Automatic  
100mm F3.5 Auto Cassarit

This medium-range Automatic Telephoto Lens is well suited for moderate distance, and excellent for portrait work. The In-Line Shutter Release has an Auto/Manual Switch. Small in size, styled in two-tone chrome-and-black. It takes standard 49mm accessories.

Steinheil Fully Automatic 100mm F3.5 Auto Cassarit Seymour priced at only \$44.50 + 95¢ Shipping. Original Steinheil Shade \$3.95. Case \$4.95. Filter Adapter \$4.50.

When a lens bears the name Steinheil, it needs no build-up. Even though the Culmigons and Cassarits are not in the same ball park as the Macro-S-Quinons, they must be better than average if they pass the quality standards of Steinheil. And, a fully automatic Steinheil Lens for less than \$45 is Bargain!

**Special Combination Deal:** Buy both of the above lenses and take 10 per cent off the low Seymour prices of the lenses, shades, cases, and filter adapters. Shipping for both: \$1.25.



## Betta-Vue Illuminated Hand Viewer

Takes all 35mm Slides, also half-frame and Super Slides. Shaped like a miniature TV set. Comfortable Magnifying Viewing Screen. Light goes on automatically when you insert the slide and goes out when you remove the slide. Battery operated, the Betta Vue Slide Viewer lets you carry it with you wherever you want to show off your slides.

Betta-Vue Slide Viewer \$2.95 + 35¢  
Set of Batteries free with each Betta-Vue.  
Buy several Three for \$7.85 + 45¢  
for small gifts: Six for \$13.75 + 65¢

## Automatic Exakta Tubes



Stock No. 21600

**12<sup>95</sup>**

+ 35¢



**80 mm**

The indispensable  
"in-between" focal length

If you've always wanted to get a medium range portrait length lens but did not think it worthwhile to spend some 60 or 70 dollars, stop wanting and get getting! Here is a beautiful German Lens with the ideal focal length for portraits, animal pictures, theatre or sports photography: 80mm!

Let the price sell it to you if nothing else can!

**80 mm F3.5** Brand New  
preset Primotar **16<sup>95</sup>**  
by Meyer Optik

Look Again:

Case 4.95

Shipping 95¢



**35mm F4.5 preset**  
Meyer Optik  
**PRIMA GON**

the full 65-Degree  
Wide Angle Lens

**Retrofocus Lens Formula**  
Full 65 degree angle  
Sharp to the very corners

Brand New

**16<sup>95</sup>**

Look Again:

Leather Case 3.95  
Screw-in Adapter Ser. VII 4.50  
Rectangular Sunshade 6.85

Shipping 95¢



**BTL EXAKTAS** (2,358,517)  
(2,358,780)

with latest Travemat Behind-the-Lens Exposure Meter Prism with Fresnel Screen and Micro Grid Rangefinder.

Exakta VXIIB/BTL with  
F2.8 fully automatic Tessar . . . \$99.85  
F/2 fully automatic Pancolar . \$114.95  
F1.9 fully automatic MacroSQuinon \$239.50

Exakta VX-1000/BTL with  
F/2 fully automatic Pancolar . \$144.50  
F1.9 fully automatic MacroSQuinon \$259.50  
Special DeLuxe Camera Case  
with Extra High Top, Metal Trim . . . \$17.85  
Shipping Charges \$1.95



**50mm F1.9**  
Schneider  
Xenon

Fully Automatic Lens

Brand New

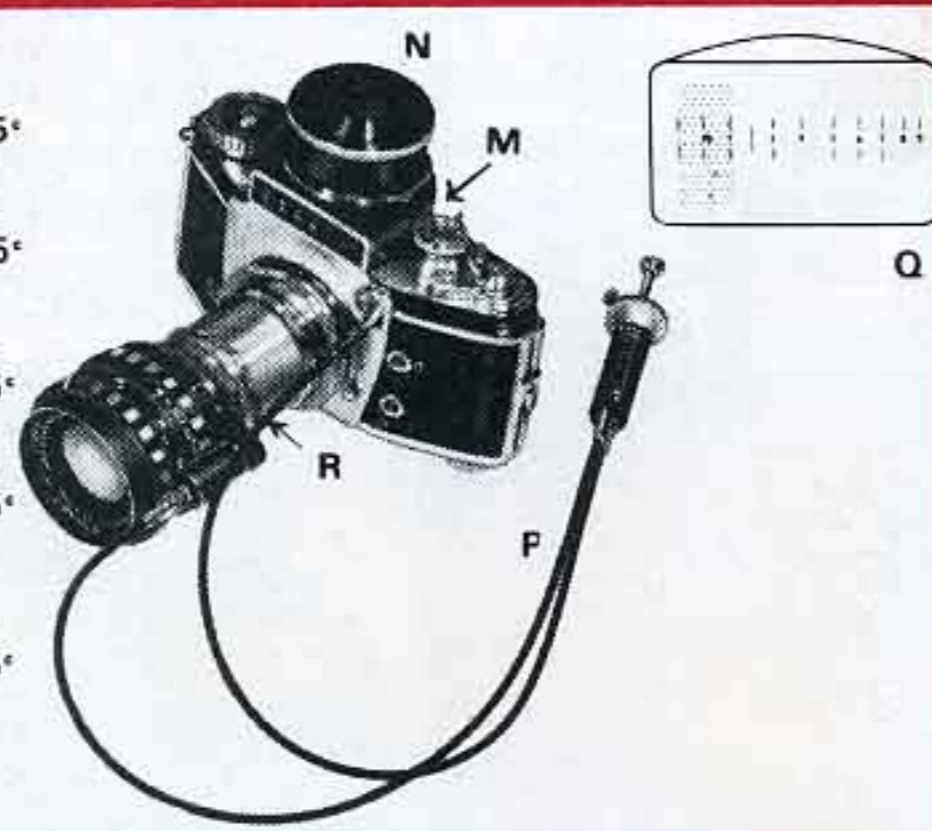
**13 Special 59<sup>95</sup>** + 95¢ Shipping

# From Seymour's Exakteria

- A Metal Lens Cap Series VII or 49mm . . . 1.95 + 10¢
- B Body Dust Cap . . . 1.95 + 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 . . . 3.95 + 10¢

- M Magnear for ultra precise focusing . . . 14.85 + 85¢
- N Magnifier for Magnear . . . 12.50 + 45¢
- 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¢
- 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¢



## 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. 21669 Seymour Priced **19.65** Postage 1.65



## 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.

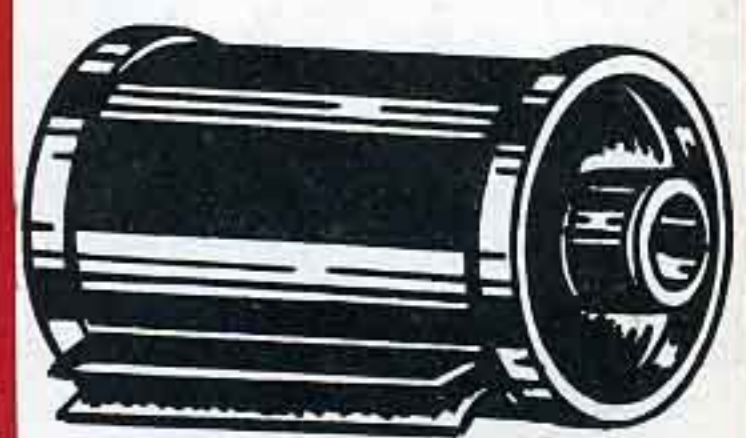
**3.95** 15V Battery \$1.25 Cube not incl. 65¢ Shipping



## 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 **2.85** + 25¢



## Reloadable Cassettes

Made in West Germany. Top unscrews.

10 for 3.50 + 25¢  
25 for 6.95 + 35¢  
100 for 24.50 + 45¢



## Be Good to your Exakta Give it a New Carrying Case

- A: Exakta Case, Brown, Non-Detachable  
Front . . . . . \$ 7.85 + 95¢
- B: DeLuxe Exakta Case, Black, Detach-  
able Front . . . . . 9.85 + 95¢
- C: DeLuxe Case, Brown, Detachable  
Front, with Metal Trim . . . . . 14.50 + 95¢
- D: DeLuxe Case, Black, Detachable  
Front, Metal Trim, Extra High Top.  
Takes Exakta with Meter . . . . . 17.85 + 95¢

# 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<sup>49</sup>** (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 . . . . .	<b>4<sup>50</sup></b>	each
Series VII Sunshades Fits into any of the above adapters . . . . .	<b>4<sup>95</sup></b>	each
49mm Screw-in Shade Fits directly into lens . . . . .	<b>4<sup>95</sup></b>	each



**ORIGINAL IHAGEE  
WAISTFINDER**

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.

Model C with captive groundglass

**Special Sale . . . . . 8.95**

Model N (takes interchangeable glasses) . . . . . \$11.95

Glass Inserts for Model N same as for Prism.

Case for Waistfinder . . . . . \$ 2.95

Shipping: 95¢

**Grip-O-Matic  
Flash Bracket**

Grip Handle tilts  
but Flashgun  
remains vertical



**Xmas Price Break**

A newly developed accessory, a combination of: a Camera Grip; a Flash Bracket; and, with the special coil cable, a Remote Shutter Trigger. The anatomically shaped ebony-black grip handle adjusts (by push-button action) to the angle that feels most comfortable. But, amazingly, your flash or strobe remains level through internal parallelogram action. A Safety Hand Strap prevents the camera from slipping out of your hand and lets you carry it by the grip without fear of dropping it. A superbly engineered quality product.

Grip-O-Matic Flash Bracket  
with Cable Tripper **\$4.95**  
was 6.75 *Now Only* +45¢

**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

**TRIAL PERIOD**

**ON CHRISTMAS GIFTS**

**EXTENDED TO JANUARY 15, 1970**