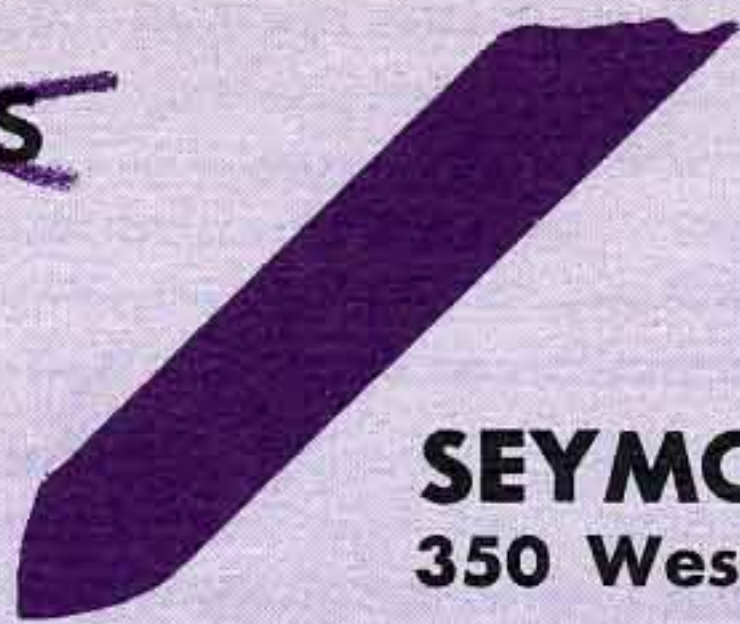


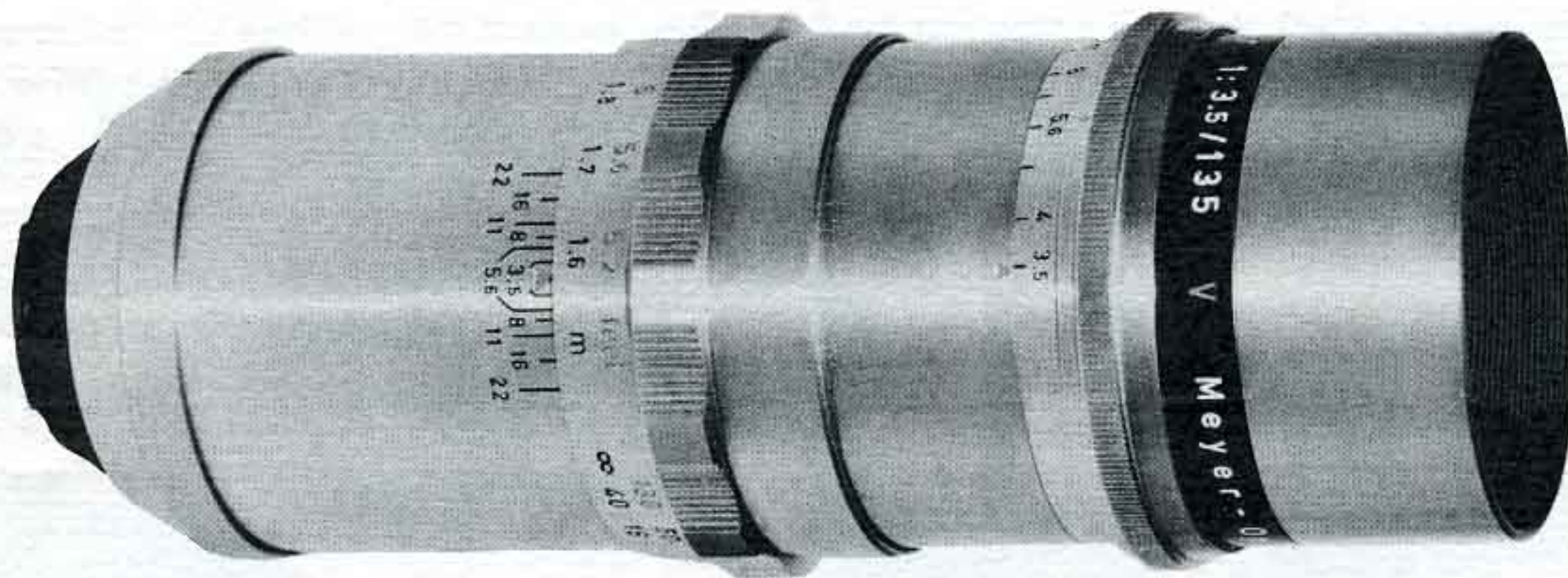
~~Good Values~~

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Operation CRAYON

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135mm F3.5 preset Hugo Meyer Gorlitz Primotar

One of the World's most highly respected Optical Manufacturers has contributed a true masterpiece of the lens maker's art to Seymour's Operation Crayon. The never-before-and-never-again price leads off a parade of unprecedented values. The Primotar is a 4 element improved Tessar formula, incorporating the newly developed optical glass with highest refracting index, assuring highest color

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List Price

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Deluxe Case \$4.80

39⁹⁵

Brand New

Postage & Ins. 90¢

135mm F2.8 Steinheil Quinar preset

Speaking of Values: Try and beat this one! The finest lens in its class. High speed, top correction, "Rolls-Royce" quality mount. For the man who appreciates a fast lens that will never let him down under any condition.

List Price

~~149⁵⁰~~

Brand New

79⁵⁰

Deluxe Case \$7.95
Shppg. & Ins. 95¢

180mm F5.5 Meyer Tele-Megor, preset

— Do you need a lens of longer focal length without the usual weight and bulk? Its right here. A famous tried and proven telephoto formula. Equally excellent for color and black-and-white. Cuts distance to nearly a quarter! One of the best telephoto lenses.

List Price

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Famous Schneider Kreuznach Lenses

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Original list price \$59.50, Seymour-priced at \$24.95.

Deluxe Case \$4.45, Postage and Insurance 65¢

40mm F4.5 Schneider Isogon Wide Angle in chrome mount.

Original list price \$54.50, Seymour-priced at \$24.95

Deluxe Case \$3.75, Shipping and insurance charges 65¢

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Schneider Xenar
Telephoto and
40mm F.45 Schneider
Isogon Wide Angle

Both for **43⁵⁰**

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(takes both lenses) \$4.80
Shppg. & Ins. Chgs. 95¢



105mm F4.5 Xenar

Deluxe Combination Case



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The brand new 1959 Exa, fully synchronized for Flash AND Strobe! Little sister to the Exakta, it accepts Exakta lenses and accessories. The ideal second camera for Exakta owners. Makes a wonderful gift, too, especially at this honest half-off price.

Latest 1959 Exa with original Ihagee PentaPrism and Split Image Rangefinder, equipped with fully automatic 50mm F3.5 Meyer Primotar lens.

Nationally advertised at

~~179⁵⁰~~

BRAND NEW

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Operation
Crayon Special

Deluxe Case \$7.85
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Important: Although above photograph shows camera with waistlevel finder, the price of \$89.95 is for camera with original Ihagee PentaPrism and Rangefinder.

75mm F1.9

**Hugo Meyer
preset
Primoplan**

~~135⁰⁰~~

BRAND NEW

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Deluxe Case \$4.80
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The 75mm F1.9 Primoplan is the famous high-speed lens with a longer-than-normal focal length. Ideal for portrait work (eliminates distortion caused by too close camera position), theater work, candid shots in poor light. Ex-

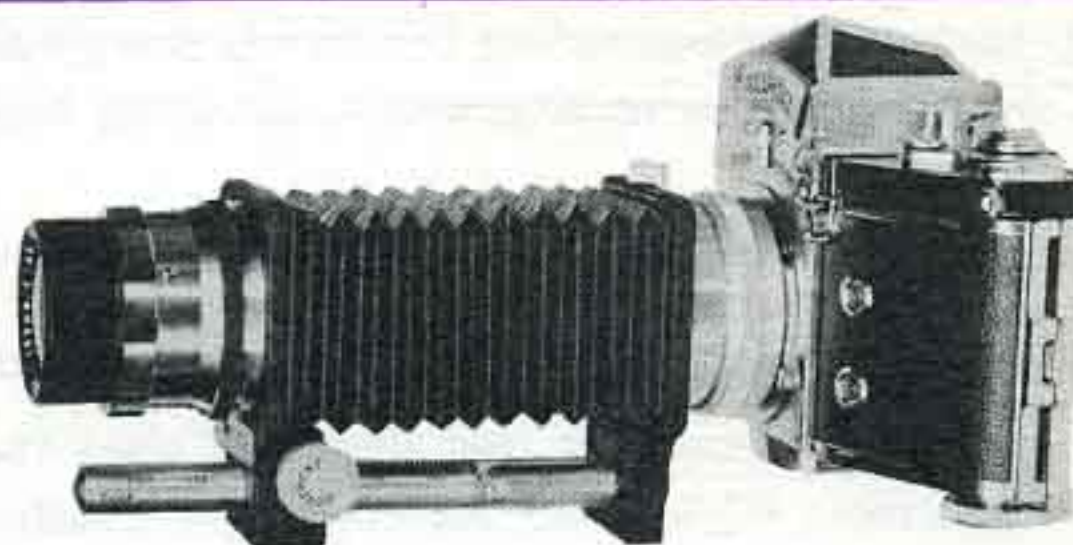
cellent for color and black-and-white. A fine lens which is a bargain at the regular price of \$135.00 and a once-in-a-lifetime windfall at \$59.50!

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Universal Lens and Bellows Combination permits unbroken focusing range from extreme close-up to telephoto work. Sharp, coated 135mm F4.5 Aetna Actinar Lens. Genuine Leather Bellows. Rack and pinion focusing. Priced below value of lens alone.

SPECIAL 34²⁵

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Adapter to permit use of Exakta bayonet lenses \$3.75



Actinar Universal Bellows and Lens Combination

35mm Steinheil Wide Angle

**Retrofocus Lens Formula
Full 65 degree angle
Sharp to the very corners
60% off list!!!**

Brand New

35mm F4.5 Steinheil Culmignon Wide Angle

Nationally advertised at

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with PentaPrism and Rangefinder**

Original List ~~\$85~~

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Leather Top (latest 1959 model)	\$39.95
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Remember: Quantities are limited and the best bargains sell out first! Order today.

400mm F5.5 preset Hugo Meyer Tele Megor

Discontinued Model, while last few lenses last

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Pay nominal shipping charges on arrival



Brand New Exakta Cameras

Latest VXIIA with original Ihagee PentaPrism and Rangefinder with fully automatic Schneider Isco 50mm F/2 Westagon

NATIONALLY ADVERTISED
LIST PRICE

~~339⁵⁰~~

209⁵⁰

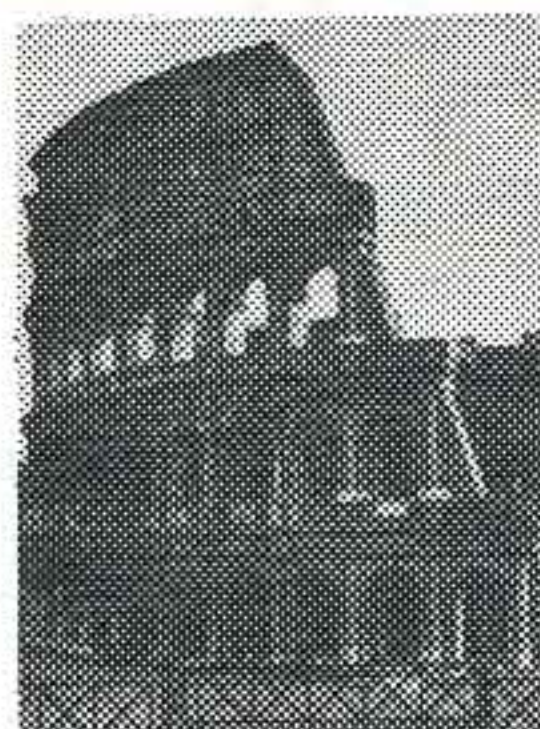
"Crayon" Price

Deluxe Case \$9.85, Postage and Insurance 95¢

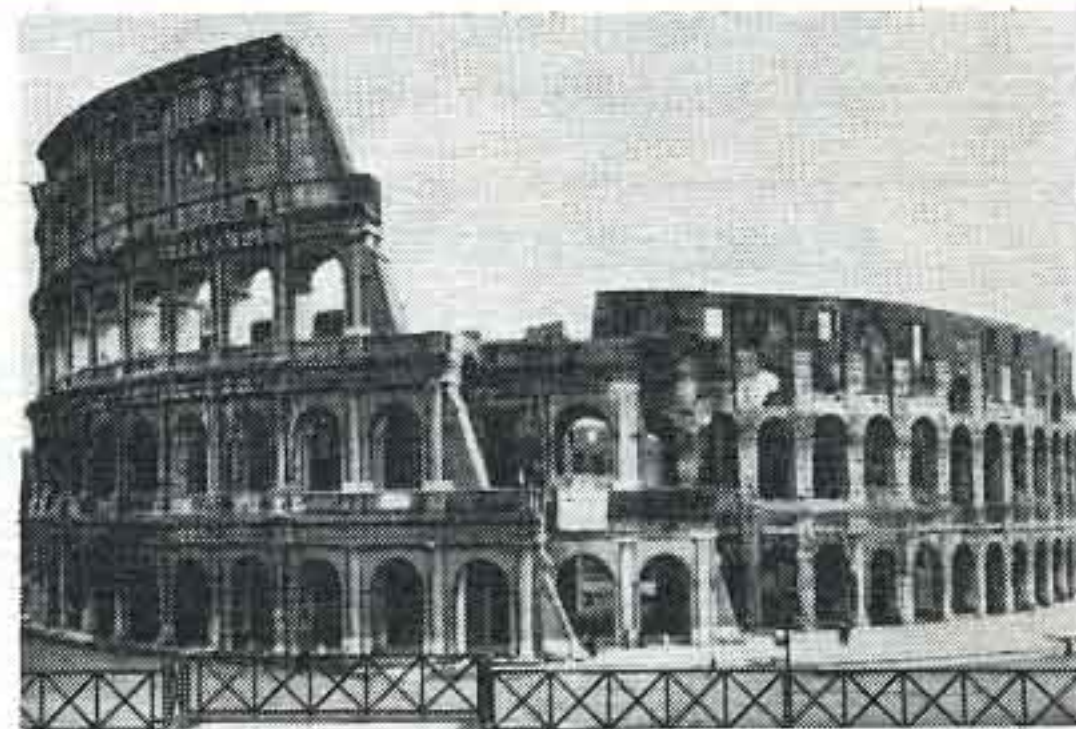
Same automatic lens in brand new Exakta VX with genuine Ihagee Reflex Finder with built-in Magnifier.

"Crayon" Special

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