



SEYMOUR'S, The Exakta Specialists
350 West 31 Street, New York, N.Y. 10001
TEL: (Area Code 212) CH 4-1150

Seymour's Exakta Newsletter



**Mechanically:
Ingenious!**

**Optically:
Superb!**

A Great New Idea:

Fully Automatic Lens System for the Exakta

- One single Automatic Base activates all lenses
- You pay for the automatic feature only once
- All additional lenses couple to the automatic base
- All your lenses operate the same way. You establish a habit pattern which remains the same from the extreme wide angle to the powerful Telephoto lenses.



Enna Lenses are made by the highly respected Optical Plant of Dr. Appelt in Munich, West Germany, the traditional center of high quality optics. All Enna Lenses are flawless performers, highly corrected for color as well as black-and-white. Enna Lenses are individually made and tested by true Old-World Craftsmen. Their skill in producing excellent lenses was handed down from father to son, generation after generation.

The Enna Optical Plant was founded by the eminent, world renowned Optical Engineer A. Neumann. After his death, his son-in-law, Dr. W. Appelt took over and since 1962 his son, Dr. W. Appelt, Jr., is in charge.

A word about optical quality: No matter how ingenious a system is, the most important consideration must be the optical quality

of its lenses. We wholeheartedly endorse the Lenses of the Enna System. Even the extreme wide angle lenses (which are very difficult to correct!) are superb optical instruments. The 24mm Ennalyt consists of seven incredibly complicated elements. We show a schematic of this unusual lens formula (which was so successful that it was granted a German patent!). Every last vestige of any type of distortion has been rigorously corrected and all the Enna Lenses produce ultra-sharp, brilliant pictures. The resolving power hovers around a truly unusual 80 lpm/c!

Enna has been a pioneer in the use of Lanthium glass and special Rare-Earth types. Not satisfied with conventionally-available glass types, Dr. Appelt specifies especially-computed glass for many of the elements of his lenses.



more

.... about the ENNA Lens System

You can buy a single lens and the base and build up your system later, according to your needs. Or, you can buy the base and several lenses. Or, you can buy the entire system of seven lenses and never have to buy another lens. The system covers an unbroken range from 24mm Extreme Wide Angle to 240mm Telephoto.

In conjunction with Seymour's Automatic 2x Tele Converters you reach 480mm and with two Automatic 2x Tele Converters your top focal length will be 960mm! With one Automatic 3x Tele Converter you obtain 720mm and with two 3x Converters 1440mm!

This is the system:

ENNA AUTOMATIC LENS SYSTEM FOR EXAKTA

DESCRIPTION	Order Number	Special Seymour Net	Postage
Automatic Exakta Base (fits ALL Lenses)	48600	29.95	1.25
24mm F4 Automatic Ennalyt	48624	69.65	1.25
28mm F3.5 Automatic Ennalyt	48628	59.40	1.25
35mm F2.8 Automatic Ennalyt	48635	49.50	1.25
50mm F1.9 Automatic Ennalyt	48650	49.50	1.25
90mm F2.8 Automatic Tele Ennalyt	48690	49.50	1.25
135mm F2.8 Automatic Tele Ennalyt	48613	49.50	1.25
240mm F4.5 Automatic Tele Ennalyt	48620	69.65	1.25
Seymour's Automatic 2x Converters	41002	29.95 + 1.95 case	95¢
Seymour's Automatic 3x Converters	41003	34.95 + 1.95 case	95¢

The secret of these low prices: Factory-to-Seymour's!

No middleman's profit — No importer's profit — No distributor's profit.

Special Combination Discount

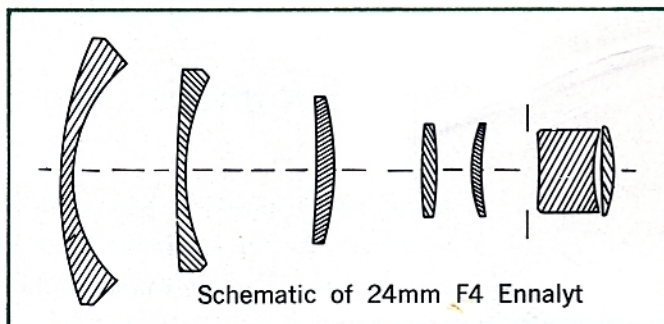
- One Base and 2 Lenses*, deduct 5%
- One Base and 3 or more lenses*, deduct 10%
- One Base and all 7 lenses: \$369.50 + 2.95 Postage.

*Auto Converters do not count as "lenses" but may be included in discount deal.

Additional important money-saving advantage

All above lenses have the same front lens thread (52mm). One single Series VII Filter Adapter, one single Series VII Sunshade, all 52mm Screw-in Filters (or all Series VII Drop-in Filters with adapter) will fit any and all above Enna Automatic Lenses.

- 52mm Filter Adapter with Series VII Retaining Ring \$4.50
- Series VII Sunshade to match above adapter 4.50
- 52mm Screw-in Filters, each 4.95
- Series VII Drop-in Filters, each 4.50



Enna Lenses are the finest lenses currently available for the Exakta. Don't let the special low Seymour prices influence your value judgment!

These Automatic Enna Lenses must equal or outperform the best lenses you have ever used in your Exakta or your money back within 15 days

SEYMOUR'S **NEW**
Automatic
2x and 3x
Tele Converters
for your Exakta



Retains automatic feature of automatic Exakta lenses. Can be used with automatic and non-automatic lenses.

2x Converter doubles focal length of any Exakta lens. (Two 2x Converters quadruple focal length). 3x Converter triples focal length (Two 3x Converters give you six times the focal length!)

Highest Optical Quality —

Seymour- Recommended

2x Auto Tele Converter **\$29.95**
+ 1.95 case + 95¢ pstg.

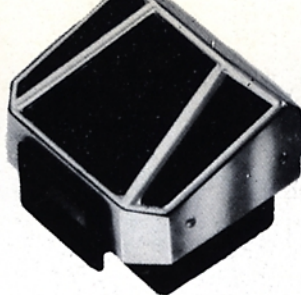
Two 2x Converters **\$49.95**,
cases included, + 1.25 pstg.

3x Auto Converter **\$34.65**,
+ 1.95 case + 95¢ pstg.

Two 3x Converters **\$59.65**,
cases included, + 1.25 pstg.

One 2x and one 3x **\$54.25**,
cases included, + 1.25 pstg.

Your 135mm Automatic Lens
can become an
800mm Automatic Super Telephoto



Fabulous Seymour
Price Reduction:
BRAND NEW
Original Ihagee
PentaPrism
Eyelevel Viewfinder

Use it for all-around photography. Eyelevel position gives natural perspective. Accepts all interchangeable inserts. Penta Prism Eyelevel Finder w/plain Rangefinder

Seymour-Reduced to:

22⁹⁵ pstg.
+ 65¢
Leather Case for Prism \$2.20

Extra Special: For a limited time we will supply the Prism with the new Combination Fresnel Viewing Lens and Split Image Rangefinder at no additional cost.



The first
Automatic
Short
Barrel Lens

105mm F3.5
Noflexar

for use in Bellows

Click Stops F3.5 to F22.
Setting for Automatic and Manual.

includes
Twin Kable
(See Pg.14) **7450**
+ 95¢
postage

Seymour's Own
Filter Adapters

Made to our own rigid specifications: Chrome Plated Brass! Complete with Series VII Retaining Ring.

FA7717 46mm Lens Thread **\$4.50**
FA7706 49mm Lens Thread **\$4.50**
FA7716 52mm Lens Thread **\$4.50**
FA7718 54mm Lens Thread **\$4.50**
FA7733 55mm Lens Thread **\$4.50**

Series VII Lens Cap
(screws into any above) **\$1.95**

Seymour's brings you
the famous Aetna-Trix

Multiple-Image Prisms



Live 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.

At these rock bottom prices you should buy at least one, or better still, the set of two. It's the most inexpensive way to get out of a plain-picture rut.

Order #ATP-3 Three-Image Prism **17⁹⁵**
Order #ATP-5 Five-Image Prism **\$19.95**
Zippered Case, each **\$1.95**. Postage, each **75¢**
Set of Both, ATP-35, cases included **\$39.50 + 95¢**



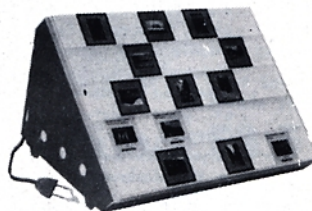
NEW

Here is a new, ultra-compact truly portable slide projector of highest optical quality, the new
Lucky Seven Portable Slide Projector

Want to show slides to your friends, away from your home? It's as easy as showing paper prints; just take the tiny Lucky Seven with you and show off your slides. — Doctors use it to share medical slides with colleagues. Lecturers and Salesmen take it on tour with them.

- All metal construction (no plastic!)
- 75mm F2.8 Ultra Brilliant Projection Lens
- Double Condensor System
- Convection Cooling
- Heat Filter
- Weighs only 2½ lbs.
- Just 6 x 4 x 3 inches small!

Lucky Seven
Portable Slide Projector
Seymour Priced at only **24⁵⁰**
+ 1.25 Postage



Slide Sorter

This electrically illuminated Slide Sorter accepts 40 slides at a time. Arrange them and re-arrange them for the proper projection sequence comfortably and easily. Pick your best slide for projection, seeing them all at the same time. An inexpensive yet indispensable accessory.

Order one for yourself and several as gifts.
Electrically illuminated Slide Sorter
Model SS-40, Seymour priced at only **3⁹⁵**
Postage **55¢**

Battery Operated Illuminated
Projection Pointer

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

5⁹⁵
Plus .65 Postage



Projection Pointer
(Batteries included)

Complete Gift Package:



Everything you need for a complete slide show: Lucky Seven Portable Slide Projector. Battery Operated Projection Pointer. Illuminated Slide Sorter. All-Metal Slide File.

Complete Projection Package
Order #LSPF-4

28²⁵
1.40 Postage

The fabulous Taisei Rokunar Zoom Lenses and Internal Tele Converter



Focal length: 95—205mm
Aperture range: f5.6—f32
Formula: 9-element
Angle of view: 25°—12°
Minimum distance: 6 ft.
Diaphragm: Preset with click-stops
Focusing system: Helicoid action simultaneous w/zoom
Marked focal lengths: 95-125-150-180-205mm
Overall length: 7 in.
Diameter: 2 1/4 in.
Weight: 1 lb. 6 ozs.

95—205mm Taisei Rokunar Zoom

Portrait range to 4-power "long distance" range with continuously variable intermediate ranges — all in a single lens. Take award-winning slides by framing your subject exactly as you want it. Remember: you can't crop a slide after it has been taken.

Seymour
Priced
for
Gift-Giving
114⁹⁵ +1.65 postage

Leather Case \$4.95



Increase the Power of the Taisei-Rokunar Zoom Lenses to over 1350mm

Internal Tele Converter (I.T.C.)

Fits between lens barrel and lens mount. One I.T.C. nearly doubles the range of any Taisei-Rokunar Zoom Lens; two I.T.C.'s increase the range 3 1/2 times!

Focal length: 55—90mm
Aperture range: f4—f16
Formula: 7-element
Angle of view: 43°—27°
Minimum distance: 5 ft.
Diaphragm: Preset with click-stops
Focusing system: Helicoid action simultaneous w/zoom
Marked focal lengths: 55-60-65-70-75-80-85-90mm
Overall length: 4 in.
Diameter: 2 1/2 in.
Weight: 1 lb. 5 ozs.
Filter size: 67mm screw-in 70mm snap-in

55—90mm Taisei Rokunar Zoom

Zooms from "normal" range through "portrait" range. A wonderful lens for theatre work, sports photography, portraits, flowers, etc. Includes the range of a standard focal length lens. Take several shots of your subject in rapid succession, all "from a different distance" without moving your camera.

Seymour
Priced
for
Gift-Giving
99⁵⁰

+1.45 postage
Leather Case \$4.95

MAXIMUM FOCAL LENGTH

Lens	with one ITC	with two ITCs
55/90	170mm	300mm
95/205	375mm	700mm
200/400	750mm	1370mm

Buy one ITC or a pair. Buy them separately or with one or more zoom lenses. The more you buy, the more you save:

Focal length: 200-400mm
Aperture range: f6.3 to f32
Formula: 8-element
Angle of view: 12°16'—6°10'
Minimum distance: 12 ft.
Diaphragm: Preset/click stops
Focusing system: Helicoid action simultaneous w/zoom
Marked focal lengths: 200-250-300-350-400mm
Overall length: 13 in.
Diameter: 3 in.
Weight: 3 lbs.

200—400mm Taisei Rokunar Zoom

Power-Range from a moderate 4-power to 8-power super telephoto range. For wildlife and great-distance work. Keep unwanted parts out of your pictures. Compose your shots as you take them, not in the darkroom!

Seymour
Priced
for
Gift-Giving
139⁵⁰

+1.95 postage
Leather Case \$7.50

If purchased separately	One ITC	Two ITCs
together with one Taisei-Rokunar Zoom	\$14.50	\$25.50
together with two Taisei Rokunar Zooms	\$11.50	\$19.50
together with three Taisei Rokunar Zooms	\$ 4.50	\$ 7.50

All prices for ITCs include leather cases and postage.

Looking
for a
fabulous
Gift
Bargain
? →
You
have
found it!

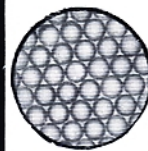
Please Read This:

I just made a fabulous purchase and I urge you to look over your list of people for whom you will have to buy Christmas presents. An offer like this may never come your way again. I offer you this excellent German Electric-Eye Camera at a price which is honestly and truly lower than the value of its ultra-shap lens alone!



The camera is a 35mm Electric Eye Camera, made by Carl Zeiss, Jena. It is equipped with the famous Carl Zeiss Jena coated 50mm F2.8 Tessar. The special shutter has speeds from 1 full second to 1/750 of a second. The real feature is a highly sensitive and accurate Electric Eye, cross-coupled to shutter speeds and F/Stops. You could not get a wrong exposure even if you tried! Built-in synchronization for flash and strobe, of course. Film transport and shutter are coupled. A special reversible lens-shade is available. It forms a protective "cup" over the lens making a case unnecessary (see picture).

The camera is called Werramat. Would you call a Zeiss Tessar F2.8 in a high speed shutter a real bargain at \$29.95? Could you buy a sensitive Exposure Meter for less than \$9.95? Well, I'll sell you the entire camera, brand new, for \$29.95. Can you resist this unheard-of buy? Buy one for yourself, and as many for gifts as there are names on your gift list. Stock up on them for future gifts too. \$100.00 could not buy more value. In case you thought that the price was a printer's error let me repeat it: Brand new Werramat with cross coupled Electric Eye, equipped with F2.8 genuine Carl Zeiss Tessar with 1/750 fully synchronized shutter, \$29.95. Reversible Shade (becomes protective "cup"), optional, \$3.95. Postage and Insurance 1.35. Full 1-year guarantee and 15-day Money Back Trial, of course. Buy a dozen, you CAN'T go wrong!



These microscopically small lenses are the secret of the

SEYMOURLITE

Super Sensitive Focusing Screen

("See More Light")

We have changed the name of our Super Sensitive Focusing Screen but the name ONLY! Thousands of Exakta Owners have replaced their Rangefinder Focusing Glass with the SEYMOURLITE (formerly "Lumilite") and have experienced new focusing ease, and, what is even more important, new focusing accuracy. Let me quote from a recent conversation between two Seymourlite users (in our showroom): "Isn't it like having a new camera?" — "Well, it's more like having a new pair of eyes!" What can I add to that? Try it, and if you don't agree, send it back. But try it, or you won't know what you have been missing. It's only \$17.50 postpaid.



Macro-Micro Photometer

This original Ihagee Photo Cell Meter for close-up and photo-micrography is unique with Exakta. It measures the exact amount of light that reaches the film because it goes between lens and film. Accurate to less than 1%. Requires Micro Ammeter.

Seymour-Priced 36⁵⁰
Micro Ammeter for use with above \$19.95 + .95¢ postage

Original Ihagee Proxette Bellows



- Made by the makers of the Exakta
- Variable Extension locks in place.
- Twin Rod Construction for Rigidity.
- Takes all Exakta Lenses.

27⁵⁰ Especially low Seymour-priced
95¢ Postage

The ULTRA-WIDE Aetna Ultra Terragon 28mm F3.5 Wide Angle Lens



A new optical Retrofocus formula in conjunction with newly-developed Rare-Earth optical glass types makes this ultra-wide Wide Angle possible. Unsurpassed in sharpness and color correction. Never before could you hope to get a 28mm Extreme Wide Angle Lens at such a price. Excellent for Interiors, Panoramic Scenic Shots, groups, etc. Fast-acting, positive preset diaphragm. A truly unusual lens; a truly unusual buy!

49⁵⁰ + .95¢ postage
Case 2.95

400mm lens special



Meyer Gorlitz 400mm F5.5 preset Tele Megor

Very latest model. Super sharp. Extra fast, rotating Tripod Mount. Positive preset diaphragm. Non-glare ebony-black finish. No vignetting. fastest, most brilliant, most highly corrected 400mm

Brand new, way below value,
Reduced to 67⁹⁵
DeLuxe Soft Leather Case \$7.95
Postage 1.85



It looks, feels, and handles like a 35mm Single Lens Reflex, but the

Praktisix

2 1/4 x 2 1/4 Single Lens Reflex, takes b-i-g Rollei-size pictures

True Single Lens Reflex with fully interchangeable automatic lenses. Takes 120 film AND the new paperless 220 film. Coupled Rapid Film Advance, automatic Exposure Counter, and Shutter Cocking. Focal Plane Shutter with Speeds from 1 Sec. to 1/1000 Sec.! Synchronized for Flash and Strobe. Full Line of Accessories available.

Now reduced to only **148⁵⁰** plus \$13.95 case and 2.95 postage

New Miniaturized, Transistorized

Multiblitz 26

World's Lightest Electronic Flash Unit!

Completely transistorized, one-piece electronic flash! Weighs only 10 oz.! Works on AC and Nickel Cadmium battery! Over 50 flashes per charge!

Includes nickel-cad battery, AC line and recharger. Accessory shoe \$1.95 Postage \$1.25

ONLY **48⁵⁰**



50mm F2.8

Carl Zeiss Jena preset Tessar

Brand New **18⁹⁵** Postage 95¢

Leather Case 2.95
Ser. VI Filter Adapter 2.95
Set-Up Adapter to VII 2.95
Series VII Filter, see page . . 10
Reversing Ring, see page . . 11



24mm F4 fully automatic Schneider-Isco Westrogon

Super Wide Angle. 82 degrees! Eight complex elements. Superb in contrast, sharpness, color Focuses to less than 2 feet. fully automatic diaphragm. Stops to F22.

24mm F4 Westrogon **77⁵⁰**
Seymour-Priced

Case \$4.80. Shipping 1.25



Interested in large-format single lens reflex photography? Find out about the

Optika

Four different negatives sizes (up to 2 1/4 x 3 1/4) in a single camera. Interchangeable lensboards, interchangeable backs, Rollfilm, Cutfilm, Film-pack. Unlimited versatility. True Single Lens Reflex. Designed for the professional but priced for the amateur. Sound exciting? Write for full information.

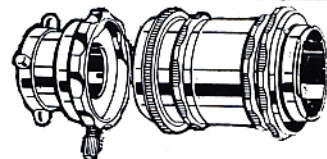


- Ultra Sharp
- 100% Color Corrected
- For use in Tubes or Bellows

Short Barrel Schacht Travagar

105mm F3.5
incredibly low Seymour-priced at only **21⁴⁵** postage 95¢

Exakta Bayonet Adapter 3.95
Ser. VI Filter Adapter . . . 2.25
Ser. VI Shade to match . . 2.25



Orig. Ihagee Microscope Adapter !!

This new model has a quick-release internal lock, permitting visual use and photographic use of the microscope with fast interchangeability. Magnification ratio can be varied at will with tube sections (supplied). Precision machined all-chrome components.

Specially Seymour-priced at only \$19.95 + 65¢ postage.

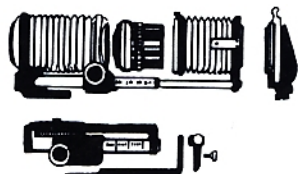


The Foldomat

The Foldomat Copy Stand disassembles and stores on a shallow closet shelf. It consists of a folding metal base, nickel plated two-part upright (column), calibrated dual movement camera suspension arm.

Seymour-Priced at ONLY **29⁷⁷** PLUS \$1.65 POSTAGE

Two-light Reflector Unit with omnidirectional adjustments, net \$19.85. Additional two-light unit (for "flat" lighting, copy work, etc.) \$9.95.



Are You Familiar With the Novoflex System?

Close-Up Work — Slide Duplicating-Table Tops — Trick Shots — Make Negatives from Positives, Positives from Negatives — the Ultimate in versatility.

Ask for illustrated Novoflex brochure and Seymour Prices

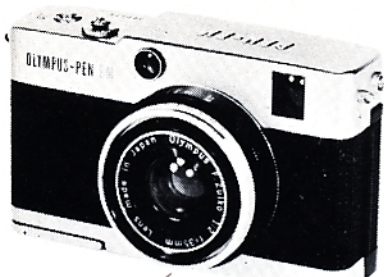
15-Day Money-Back Trial

We've said it a thousand times but it bears repeating again and again: EVERYTHING you buy from Seymour's except items obtained on customers' special orders or items made to order, is sold on our ironclad 15-day money-back trial basis. The trial period starts when the package is delivered to you (not when it is shipped!) and you always have more than two full weeks to make up your mind.

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, 1966



The First Really Automatic Camera Olympus Pen EM with F2 Zuiko Lens

The less you know about photography, the better the picture!

Forget Cocking Your Shutter! Forget Setting Your Shutter Speed!
Forget Rewinding Your Film! Forget Winding Your Film!

An electronic marvel. Just point it and press the button and take the most beautiful pictures AUTOMATICALLY. Shutter sets itself for ANY speed (even if it has to be 30 minutes!). Tiny belt-driven motor advances film automatically and cocks shutter. Power Rewind: Push a button and film rewinds itself. As we said, the first really automatic camera.

Takes 24, 36, or 72 pictures on a single roll of film. Single frame 35mm cuts cost of film. Quality comparable to double-frame 35mm!

Seymour priced for Gift Giving **79⁵⁰** + 7.95 case and 1.65 postage.

Olympus Pen EM
An excellent camera
to slip into your pocket.
A wonderful
GIFT!

Seymour-Tested
Seymour-Guaranteed

Focusing Inserts for the Exakta Prism

Used Rangefinder Insert \$4.95 + 35¢ postage

Used Rangefinder/Fresnel Combination \$5.95 + 35¢

Used Plain Groundglass \$2.50 + 35¢ Pstg.

Used Seymourolite (Lumilite) \$7.95 + 35¢

Above Focusing Inserts may have slight scratches or chips. However, all have been tested and are guaranteed accurate.

Seymour
Tested

Used Exakta Lenses

Seymour
Guaranteed

WIDE ANGLE LENSES

40mm F4.5 Piesker Piconar	\$ 9.75	35mm F2.8 Zeiss Flektogon	46.50
40mm F4.5 Meyer Helioplan	9.75	35mm F2.8 fully automatic Steinheil Auto-Quinaron	53.75
40mm F3.5 Steinheil Cassaron	16.50	35mm F3.5 Macro-Noflexar	67.50
40mm F3.5 Kilfitt Macro-Kilar model "A"	48.75	35mm F2.8 fully automatic Schneider Curtagon (Stop-o-matic)	74.50
40mm F2.8 Kilfitt Macro-Kilar model "D"	69.50	28mm F3.5 Angenieux Retrofocus wide angle lens	54.50
38mm F5.7 Berthiot	8.95	28mm F3.5 pre-set Angenieux Retrofocus	62.50
35mm F4.5 pre-set Enna Lithagon	17.95	28mm F4 fully automatic Schneider Curtagon (Stop-o-matic)	74.50
35mm F3.5 automatic Schacht Travagon	29.95		
35mm F2.5 pre-set Enna Super Lithagon	31.75		
35mm F2.5 Angenieux Retrofocus	34.50		
35mm F2.5 pre-set Aetna Rokunon	43.75		

TELEPHOTO LENSES

58mm F1.2 pre-set ultra-fast Taika Harrigon	83.75	135mm F3.5 automatic Schacht Travenar	38.75
85mm F2.8 Schacht pre-set lens	27.50	135mm F3.8 Kilfitt Tele-Kilar	38.75
90mm F2.5 Angenieux telephoto lens	34.50	150mm F5.5 pre-set Hugo Meyer Tele-Megor	19.50
100mm F2.8 Isco Schneider	14.50	180mm F5.5 Piesker Votar	23.75
100mm F3.5 Berlin Astra Short Barrel Lens	12.50	180mm F3.5 pre-set Hugo Meyer Primotar	34.50
100mm F2.8 pre-set Kalimar	21.50	180mm F3.5 pre-set Soligor	42.50
100mm F3.5 fully automatic Steinheil	53.75	200mm F3.5 pre-set Juplen	32.50
105mm F4.5 Elgeet	11.50	200mm F3.5 pre-set Taika Cinconar with Sunshade	44.50
135mm F3.5 Tele-Colinar "as is"	8.50	200mm F3.5 pre set Komura	49.50
135mm F3.5 Elite "as is"	8.50	200mm F5.5 Piesker telephoto	28.50
135mm F4.5 pre-set Telephoto	11.50	240mm F4.5 Novoflex Follow-Focus with built-in Pistol Grip	89.50
135mm F4.5 Schacht Telephoto	14.50	300mm F5.6 pre-set Taika Tele-Taikanar	38.50
135mm F4.5 Steinheil Culminar	16.50	300mm F4.5 Hugo Meyer Tele-Megor	67.50
135mm F4 Zeiss Triotar	19.50	300mm F6.9 Spiratone	27.50
135mm F3.5 push-button pre-set Schacht	26.75	400mm F5.5 Hugo Meyer Tele-Megor "as is"	34.50
135mm F2.8 pre-set Taika	24.50	400mm F6.3 pre-set Telephoto	39.50
135mm F4 Schneider Tele-Xenar	27.50	500mm F8 pre-set Telephoto	76.50
135mm F4.5/230mm pre-set duo-focus	24.50		
135mm F2.8 pre-set Komura	32.50		

up to 135mm Postage .95

over 135mm Postage \$1.65

Please note: Many of the above lenses are one-of-a-kind. Please give two alternate selections. All lenses fully guaranteed optically and mechanically.

BOOKS

postpaid

ABC's of Lighting — Jacobs	2.95
All the Photo Tricks — Smith	4.95
Art of Glamour Photography—Yeager	1.95
Available Light Photography—Kinzer	1.95
Basic Photography — Weisbord	1.95
Close-Up Photography and Copying	1.95
Color Book of Photography—Lorelle	3.00
Color Films — Thompson	9.95
Complete Art of Printing, Enlarging	7.95
Creative Color in Photography	1.95
Darkroom Guide — Nathan	2.50
Exakta Handbook — Allinson	2.95
Experimental & Trick Photography	1.95
Filter Guide — Rothchild & Wright	2.95
Filter Practice — lauss & Husel	5.95
Floyd's Photo Tips — Floyd	2.95
Fundamentals of Photographic Theory	7.50
Guide to Creative Photography	3.95
Guide to Photographic Composition	1.95
Guide to Photographing Animals	1.95
Hal Reiff's Glamour Manual	2.95
How to Use Your Camera Close Up	7.50
Legal Aspects of Photography	1.95
Lenses: How to Choose and Use Them	2.95
Manual of Color Photography	9.95
Medical Photography in Practice	15.00
Nature Photography — Bennett	1.95
Negative: Exposure and Development	3.95
Peter Basch's Guide to Figure Photography — Basch & Rey	4.95
Photo Composition in Black and White and Color — Barber	7.95
Photo Lab Index — Caroll	25.00
Photographic Films and Their Uses	1.95
Photographic Lenses — Neblette	6.95
Portrait Guide — Bennett	2.95
Retouching — Croy	9.95
Successful Photography — Feininger	5.95
Table Top and Still Life Photography	1.95
Technique of Bird Photography	5.95
35mm Photo Technique — Newcombe	8.95
This is Photography — Miller	3.75
Zoom Lens Guide — Matzkin	1.95



24 inches high

Seymour's **NEW** Budget Priced Copy Stand

Repromat II

Sturdily constructed and easy to use, the new Repromat II replaces the old Repromat at less than half the former model's price.

Chrome plated upright column comes in two parts: the entire unit disassembles in a minute and stores on a shallow shelf.

New Repromat II, complete with baseboard,
Seymour priced at only **17⁹⁵** + 1.95 pstg.



**SEYMOUR'S
BUDGET PRICED**

Microscope Adapter for your Exakta

Precision Machined — Quick Change Clamp Complete with Tube.

Order # **BMA-J**, Microscope Adapter.

Seymour-priced at only **12⁶⁵** + 95¢ postage



100mm F2.8 Fully Auto Meyer Optik Trioplan

One of the most usefull automatic Exakta lenses at a truly fantastic price. Every lens is brand new and first quality. Ideal for portrait work, theatre, sports and moderate telephoto work, especially where a wide angle is preferable to extreme magnification. Light weight and small, superbly corrected and of brilliant sharpness.

100mm F2.8 Meyer Optik fully auto. Trioplan only **42⁵⁰**
95¢ Pstge.

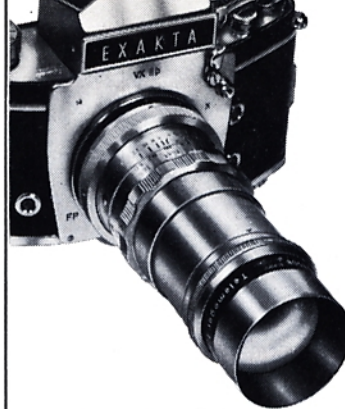
Leather Case 4.80
Screw-in Filter Adapter Ser. VII 4.50
Ser. VII Shade to match adapter 4.50



135mm F3.5 preset Taika Color Doryt

24⁹⁵ Leather Case \$2.95
PSTGE. 95¢

If F3.5 is fast enough for you, you can buy this sharp, fully color-corrected telephoto lens with easy-operating preset diaphragm at this unbelievably low price.



150mm F5.5 preset Meyer Optik Tele-Megor

Thousands in use by Exakta Owners all over the world.

Grab it! **27⁵⁰**

Soft Leather Case 2.45
Postage 95¢



200mm F4.5 preset "Teloptik" Telephoto Lens

Superbly corrected, 100% color true, sharp to the very corners. Powerful magnification without weight or bulk. Easily hand-held. Compare it, shot for shot, with lenses pushing \$200. If it comes out second best, send it back. We'll extend our regular 15-Day Trial to a full month for this very purpose! Direct Import and Large Commitments make our incredibly low price possible. 200mm F4.5 preset "Teloptik" Telephoto Lens. This lens was priced at 44.65. Now you save another \$7.15.

New Price Reductions! **37⁵⁰**

Leather Case 4.80 Pstge. 95¢
Screw-in Filter Adapter Ser. VII 4.50
Ser. VII Shade to match adapter 4.50



30mm F3.5 preset Meyer Optik

Lydith Extreme Wide Angle Lens

Sharp from corner to extreme corner! 75 Degree Coverage (Twice the angle of the F/2 Biotar!) Wire sharp slides!

Low-low Seymour priced! **34⁵⁰**

Leather Case 2.45 Postage 95¢

Brand-New 35mm F2.8

FULLY AUTOMATIC

Carl Zeiss Jena Flektogon Wide Angle

New Style (Black Finish!) An incredibly lucky purchase enables us to bring you this finest of all Exakta Wide Angle Lenses at a fraction of its true value. Do not confuse this model with the semi-automatic model! This is the fully automatic model which closes AND opens automatically. Zeiss Quality — the World's Highest Optical Standards. Wide Sixty-five Degree Coverage — the Best!

SEYMOUR PRICED **64⁵⁰**
95¢ Postage

ACCESSORIES:
Screw in Filter Adapter, Series VII, \$4.50.
Special Rectangular Shade. Series VII, \$6.85.
Stubby Shade (does not require adapt) \$2.95.
Leather case \$3.95.



Price Smash on 35mm F2.8 preset Teloptik Wide Angle

A highly corrected lens, fast, flat from corner to corner, excellent for color. It is equipped with a fast-acting positive preset diaphragm. If you can do without the automatic feature but insist on the highest optical quality, order the 35mm F2.8 Teloptik Wide Angle Lens right away!

Recently featured at \$39.50 this excellent lens quickly became one of the most popular wide angle lenses. Increased production makes this additional 25% price reduction possible, which is passed on to you.

Now only **29⁹⁵** + 95¢ postage

Accessories
Case2.45
Filter Adapter 1.50
Rect. W.A. Shade to match adapter6.95
Filters, to match adapter, each4.50
Rotating Polarizing Screen9.95

Professional Portrait Outfit

Everything you need for exceptional portraits:

90mm F3.5 preset Schneider Tele Xenar
Screw-in Filter Adapter for above
Series VII Retaining Ring
Series VII Soft-Focus Disc
Series VII Conversion Filter
Series VII Shade
Leather Case for Lens
Zippered Case for complete outfit

All This Brand New for **68⁵⁰**
1.35



Fully Automatic 28mm F4 Schneider Curtagon Wide Angle

Schneider enjoys the highest reputation and their 28mm Extreme Wide Angle Lens is one of their finest creations. We are not supposed to mention the Manufacturer's Nationally Advertised Retail Price; so we won't. But look it up in the Schneider catalogue and compare our price! It's unbelievable!

Our price is possible because of direct purchase from the Schneider Representative in the U. S. and a large commitment. Don't miss out on this great lens at a truly fabulous price.

Seymour Special **98⁵⁰** + 1.25 Postage
Hard Leather Case \$4.85
Soft Leather Case \$2.95

\$10 Bonus Coupon

given with every 28mm Curtagon Lens. Entitles you to a \$10.00 Credit towards the purchase of 4 Screw-In Filters for the Curtagon. 49mm



How often have you wished you had a Third Hand?

We have an ingenious accessory that makes the third hand unnecessary, the new

LENS TOTE

You are somewhere on vacation and you want to take pictures. You don't feel like walking around with a big bulging gadget bag. All you need is a camera, the normal lens, and one more lens. Stuff the extra lens into your pocket? Leave it on the steps of the Colosseum in Rome (or in New York)? Hold it in your third hand? No, you neatly bayonet it into the Lens Tote (which, in turn, neatly screws into the tripod socket of the Exakta). Once you have used it, you find it hard to get along without it.

Lens Tote the indispensable little helper, Seymour-Priced at only . . . **4⁹⁵**
post paid

W-i-d-e-s-t Exakta Wide Angle Ever! 20mm (yes, TWENTY!)

F/4 Carl Zeiss-Jena Ultra Wide Fully Auto. Flektogon

For those ultra-wide shots (100 Degrees!). For sweeping Scenic Panoramas. For architecture. For interiors. For those magnificent fountains in Rome, invariably stuck into the tiniest squares. For large group pictures.

True Zeiss-Jena quality. The ultimate in Wide Angle performance.

20mm F4 Carl Zeiss-Jena Fully Automatic Flektogon Seymour Priced at only **174.⁰⁰** \$1.65 Postage **7**



Christmas Gifts for the Exakta Bug



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.

Standard Steady Trip 4.95
with fixed "shoe" + 40¢ postage

Flip Trip with ball joint **8.95**
swivel head (See page 9) + 40¢ post



A new very useful Combination Univesal Clamp Pod and Table Tripod.

New Combipod

Clamp Pod attaches to ANYTHING from a tree to a park bench, to a car window.

Two removable folding legs convert it into a sturdy table tripod. Heavy duty universal Swivel head locks at any angle.

Combipod 5.95
+ 25¢ pstg.

GOSSEN

Lunasix® NEW Model

Electronic
Exposure Meter



Range 1:2,000,000!
ASA Speeds 6 to 25,000!
1/400th second to 8 hours!
F/Stops from F/1 to F/90!
Reflected or Incident Light!

Measures Brilliant Sunlight or the Light of a Match!

New Mod. Lunasix
Seymour Priced
at Only 49.95
case includ. pstge. 85¢

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.

Foam fitted Attache Case.
Specially Seymour-Priced
19.65 PLUS \$1.65 pstge.

Sunshade

49mm Screw-in



Now that the front thread diameter of many Exakta lenses has been standardized to 49mm, many customers have asked us to make available a 49mm Screw-in Lens Shade which can be used without a Filter Adapter. Here it is! Beautifully finished in ebony black with chrome-plated brass threaded ring. Use it for all lenses with 49mm front thread.

Order Number SS-49,
49mm Screw-in Sunshade.
Seymour Price
at only 4.95 pst. pd.

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 . . . 3.95 + pst. pd.

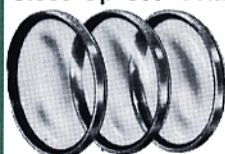
DeLuxe Leather Lens Cases

New sizes are being added to our line of deluxe lenscases as soon as new lenses come out. We cannot list all cases because of limited space. But here is an indication of price ranges to facilitate ordering.

Deluxe Leather Lens Cases for:
Small 50mm or 58mm or small wide angle lenses, non-automatic **\$3.95**
Automatic 50/58mm or normal size auto wide angle lenses. **\$4.80**
Telephoto Lenses (most) up to 135mm, non-automatic **\$4.80**
Telephoto Lenses (most) up to 135mm, automatic. . . **\$5.95**
Cases for larger lenses:

Please write for prices.
Please add 65¢ postage

Close-Up Set Combination



+1
to
+6

The Set consists of 3 high quality coated optical lenses in threaded chrome mounts. Use them singly or in combination, from Plus One to Plus Six.

Be sure to mention Model wanted: Model VII fits any Series VII Filter Adapter. Model 49 screws directly into Biotar, Auto-Tessar, Pancolar, Xenon, Quinon, Quinaron, and all lenses with this thread. Leather Case included. Plus 85¢ Postage.

Special 11.95

Squeeze the Last Drop of Usefulness out of your Exakta

EXAKTA PHOTOGRAPHY

by Jacob Deschin,
Camera Editor of
the New York Times



An instruction book, suited for both beginner and advanced amateur. Written in easy-to-understand, non-technical language by an enthusiastic Exakta Owner, Jacob Deschin, Camera Editor of The New York Times. Mr. Deschin guides you from the first step of loading your camera all the way to advanced picture-taking techniques. He reveals many tricks by successful newspaper photographers. He discusses telephoto and wide angle lenses and their uses. He shows you how to use the many Exakta accessories to best advantage. And there is an appendix, written by experts in their own fields, dealing with medical photography, close-up work etc. Truly an indispensable book for the Exakta Owner. Publisher's Price \$4.95.

Seymour's Special . . . 3.25

+ 25¢ pstg.

a MUST!

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

All Metal Screw-in

LENS CAPS

49mm **\$1.95**
Series VII **1.95**
Protect your
precious lenses!

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 have! Here is the solution: the new Soft-Focus "Filter". It softens all harsh lines and harsh lights. A Must for the advanced photographer.

Series VII Soft Focus
Filter (Drop-in Type)
Seymour Special **\$5.95 +**
25¢ postage.

Attention, Gift Givers:

Send us your Gift Orders for your favorite Exakta Bugs. In case you picked wrong, DON'T WORRY: Special Extra Liberal Return Privilege on All Gifts. See Page 5

FREE
With Your
Purchase
of \$20.00

**A Small Bottle
Of Genuine**



Schiaparelli

Eau de Cologne

If your request it on your order. A welcome gift for your wife, sister, mother, sweetheart, secretary, or mother-in-law.

If you'd rather have a windproof lighter, or a flashlight, just say so on your order.

Remember, to be eligible for a free gift, your order must be for \$20.00 or more and you must request your free gift on your order.

More Christmas gifts for your Favorite Exakta Bug

"Shortie" 6" Cable Release

A very useful short cable release. Eliminates vibration. Carry a few in your pocket or gadget bag at all times.

85¢ each plus 5¢ postage.
Four for \$2.35 + 15¢ postage.

20" Cloth Cable Release

A new long cable release. Cloth covered metal coil construction. Extra long thrust. \$1.85 + 10¢ pstge.

Two for \$2.95 + 15¢ pstg.

Professional 20" Vinyl-Clad Cable Release

Twist it!
Bend it!
Fold it!

It's indestructible!

An extra-long heavy duty cable release. Professional features: Coil-spring covered camera end. Butterfly trip handle. Locking Device.

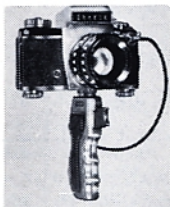
Special Seymour
Value \$2.95 + 15¢ pstge.
Two for \$4.95 + 20¢ pstg.

Remote Control Air Release

Trip your camera by remote control with vibration-free pneumatic action from distances up to 20 feet! Take your own group pictures (including yourself!). Take self-portraits. Let children take their own pictures.

Special Low
Seymour Price \$4.95
plus 25¢ pstge.

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 + 95¢ pstg.



"Number Seven-E" Elevator Tripod

Heavy duty, but light weight! Pan-and-Tilt Head has separate controls for all movements. Compact seven-section construction. Gear-operated smooth-rising locking elevator column. Extends to over five feet in height!

Low Seymour Price \$17.95
+ 95¢ pstg.



"Snail" Blower Brush

Combine the dust-blowing action of a rubber bulb with

the extra-gentle brushing action of softest camels hair. Use it on your most delicate lenses. Will not harm glass or coating. Use it to keep the inside of your camera free from dust and dirt. (Use it on your most highly prized phonograph records, too!)

Added feature: Extended Brush disappears into bulb when not in use (like a snail into its house!).

A great value at only \$1.95
plus 15¢ pstg.



Screw-in

Polarizing Screen

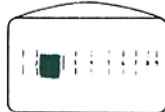
with Rotator

49mm Thread. Fits directly on your Biotar, Pancolar, Xenon, Quinon and most other Exakta Lenses.

See the Effect in the Finder.

Special Seymour Price
10.85 + .25¢ pstge.

Get correctly exposed
Close-ups — always!
Read your exposure factor
directly at a glance



Macrolite

Direct Reading Exposure
Factor Screen

No more charts—No more tables
No more calculations. NO MORE
ERRORS.

\$17.50 plus 45¢ pstg.



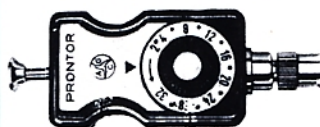
Focusing Tubes for Exakta

A new type of Extension Tubes that permits carrying the amount of extension continually without disassembly. Comes in two models:

Model FETB, complete with male and female Exakta bayonet adapters. Sale Price \$9.95 Case 1.95. Pstge 25¢

Model FETN, without bayonets, compatible with your regular Exakta Extension Tubes, Sale Price \$5.85, Case \$1.95. Pstg. 25¢.

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.

Ultra-Long.
Exposure Timer \$14.95
ppd.



The Minipod

Combination Table

Top Tripod and Camera Grip.

The new sturdily constructed Minipod quickly converts from a table top tripod to a handy camera grip. Legs disappear into the body. You simply "fold them in" like closing an umbrella. Takes up very little room, yet comes in very handy whenever you want to set up your camera on a low wall, on the ground, on a bench or on the hood or roof of your car. The heavy duty ball joint swivel top lets you level your camera, no matter how uneven the ground. Get one for yourself and several as gifts.

SEYMOUR'S Minipod only
5.85 + 35¢ pstge.



916 Professional deLuxe Top Grain Cowhide Camera-Outlet Case

16" x 6½" x 10" Solidly constructed. Finest U.S. Workmanship. Best protection for your Equipment.

Unbeatable Seymour Value
only \$26.95 + 1.35 pstg.



992 DeLuxe Top Grain Cowhide Gadget Bag

10" x 7½" x 4½" Heavy Duty Zipper Around Top. Large Outside Pocket. Comfortable Wide Shoulder Strap. Beautifully finished antique brown leather. U. S. made.

Especially low Seymour
priced at only \$14.95 +
1.35 pstg.

Extra-Liberal Return Privilege
on Gifts.

See Page 5

Black and White Filters



My recent brief article on filters seems to have opened the eyes of many customers to the difference a set of good filters can make to their pictures. Filter orders are coming in at an amazing rate.

This made me decide to devote more space to the description of filters and to revise and update the rather sketchy filter schedule which I printed in my last Newsletter.

Filters are a wonderfully easy way to correct colors, match films to light conditions, cut through haze, or subdue the excessive blue on a bright cloudless day. The light of the early morning and the late afternoon has too much red in it and slides look "wrong".

There is absolutely no reason why your slides should not sparkle with glowing (and correct!) colors. Select your filters from this chart and forget alibis and excuses when you show your slides.

Special Seymour Prices on these Top Quality Special Seymour Filters:

	Single Filters	Set of Four Filters*	Rotating Polarizer
Series VII Drop-in (fits Ser. VII screw-in Adapter)	4 50 +25¢ postg.	14 75 +35¢ postg.	9 85 +25¢ postg.
49mm Screw-in (fits directly on Biotar, Xenon, etc.)	4 95 +25¢ postg.	15 95 +35¢ postg.	10 85 +25¢ postg.
46mm and 52mm	4.95 +25¢	15.95 +35¢	10.85 +25¢
55mm	5.45 +25¢	17.95 +35¢	11.85 +25¢
58mm	6.45 +25¢	19.95 +35¢	12.85 +25¢
62mm	6.95 +35¢	21.95 +35¢	13.85 +25¢

*Sets contain the following filters:

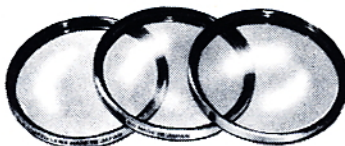
Set #1: 1A 85B 85 85C	Set #2: 80C 80B 82A 81A	Set #3: Yellow Orange Green Red
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Series VII Filter Adapters for Drop-In Filters,
46mm, 49mm, 52mm, 54mm, 55mm **\$4.50 each**

Series VII Sunshade (fits all above
adapters) **\$4.50 each**

49mm Screw-in Sunshade (fits directly
on lens) **\$4.95 each**

Color Filters



Filters for Color

Study the filter chart and see how filters match light source and film. Early-Morning and Late-Afternoon Light are different from High-Noon Light. Distance requires a filter (1A). Blue sky requires special attention, too, at high noon. Get all available color filters and be set for any possibility.

Filters for Black-and-White

Black-and-white film must translate colors into grey values. But the grey values of many colors are identical. Thus a black-and-white film sees the light of the sky as white and clouds are "lost" because they come out white on white. For average cloud effects you need a yellow filter; for more pronounced effect you use an orange filter; for those striking shots of white clouds against a rather dark sky a Red Filter is a must. A green filter darkens red and lightens green.

And don't forget those special effects you can obtain with Yellow, Orange, Green, and Red Filters in conjunction with Color Film! The possibilities are unlimited!

Polarizers

If I had my way, I would see to it that every picture is 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, store windows, showcases, museum display, framed-under-glass pictures). The Polarizer will make the glass "disappear". And, last but not least, a Polarizer makes the sky take on a deeper blue and clouds show up fleecy white.

**Good Filters are an inexpensive
Picture Insurance**

These special **SEYMOUR FILTERS** are made especially for us to our own rigid specifications. They are anti-reflection coated. They are constantly tested for correct wavelength to assure 100% correct color cutoff which is essential for brilliant color rendition.

Select YOUR Filters from this Chart

	DAYLIGHT H.S. EKTACHROME EKTACHROME KODACHROME KODACHROME II	TYPE A KODACHROME KODACHROME II	TYPE B ANSCOCHROME KODACHROME EKTACHROME B	KODACOLOR EKTACOLOR S	TYPE F EKTACHROME KODACHROME
LIGHT SOURCE	SKYLIGHT 1A	#85	85-B	SKYLIGHT 1A	85-C
DIRECT SUNLIGHT MID-DAY (NEAR)	SKYLIGHT 1A	#85	85-B	SKYLIGHT 1A	85-C
DAYLIGHT	POLARIZING FILTER — DARKENS SKY — KILLS GLARE — DOESN'T AFFECT COLORS				
OPEN SHADE CLEAR (NEAR)	SKYLIGHT 1A	#85	85-B	SKYLIGHT 1A	85-C
DIRECT SUNLIGHT (DISTANT)	#81A	#85	85-B	SKYLIGHT 1A	85-C
DAYLIGHT CLOUDY (NEAR)	#81A	#85	85-B + #81	SKYLIGHT 1A	85-C
DAYLIGHT CLOUDY (DISTANT)	HAZE #1	#85	85-B + 81-A	HAZE #1	85-C
LATE AFTERNOON	80-C	#85 + 82-A	85-B + 82-A	NO FILTER NEEDED	85-C + 82-A
BRILLIANT SUN	82-A	#85 + 82-A	85-B + 82-A	NO FILTER NEEDED	85-C + 82-A
PHOTOFLOODS (3400°K)	80-B	NO FILTER NEEDED	81-A	82-A	82-A
3200°K LAMPS	80B + 82-A	82-A	NO FILTER NEEDED	82-A	82-A
FLASH BULBS	80-C	80-C	80C	NO FILTER NEEDED	NO FILTER NEEDED
STROBE	81-A	85 + 81A	85-B + 81-A	#85	NOT RECOMMENDED



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 and he stands behind our amazing

guarantee (which is printed on the bottom of this page). 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.

Otto recommends these SEYMOUR-Rebuilt, SEYMOUR-Guaranteed*, Exaktas

Exakta VX Ila Camera Body only	69.50
Exakta VX Ila Camera with Pentaprism and Rangefinder	
with 50mm F2.8 Preset Carl Zeiss Tessar	89.50
with 58mm F2 Preset Carl Zeiss Biotar	98.50
with 50mm F1.9 Fully Automatic Schneider Xenon	124.50
Exakta VX Camera Body only	49.50
Exakta VX Camera with Pentaprism and Rangefinder	
with 50mm F2.8 Preset Carl Zeiss Tessar	69.50
with 58mm F2 Preset Carl Zeiss Biotar	78.50
with 50mm F2.8 Fully Automatic Schneider Westanar	84.50

Seymour's Exakta Reversing Adapters

It is a well-known optical fact that lenses must be reversed when they are being used for close-up or macro photography. This compensates for the very short distance of the object from the lens. Normal lenses are not corrected for such short object distances and MUST be reversed.

Model R-49-B. Screws directly into the lens threads and fits the threaded part of the Extension Tubes. This ring fits the Biotar F2, the Steinheil F1.9, the new Schneider F1.9, the Flektogon, the Quinaron, the Exagon and all other lenses with a 49mm front thread.

Seymour-priced at only \$2.95 + 25¢ postage.

Model R-49-Ex. Same as R-49-B (above) but complete with Exakta Bayonet. \$5.60 + 25¢ postage.

Model R-VII-B. Screws into a Series VII Adapter and fits the threaded part of the Extension Tubes. This ring fits all lenses that can be fitted with a Series VII Adapter. (For Series VI lenses add the Step-up Ring SU-67 at \$2.95).

Model R-VII-Ex. Same as R-VII-B (above) but complete with Exakta Bayonet. \$4.95 + 25¢ postage.



REPAIRS

As Exakta Specialists we are fully equipped to handle all repairs on Exakta cameras, lenses and accessories. No "Jacks-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!

For ultra sharp Ultra Close-Ups

Bausch and Lomb 25mm F2.8 Animar Lens



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, with the Exakta Bayonet Adapter 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!

Seymour Special

985

Bayonet Adapter 4.95
Postage 95¢

*Our Guarantee on SEYMOUR-Rebuilt Exaktas:

We unconditionally guarantee any Seymour-Rebuilt Exaktas to perform like a new camera, both optically and mechanically. Any defect will be repaired free of charge for a period of one year from date of purchase. This guarantee covers both parts and labor.

"They're All My Babies..." Otto's Column



Otto symbolizes the personal interest, the professional pride, the high skill and the specialized knowledge of Seymour's Exakta Service. Here's what he has to say:

Last Thursday the Boss (Mr. Earl Seymour, to you) came busting into the Werkstatt. "Otto, he said, 'the Christmas Issue of the Newsletter has so many new items in it that there will be room for just one editorial column, yours OR mine. I'll flip you for the space'. As you can see, I won. (Little does he suspect that my flipping coin, an Otto exclusive, has heads on both sides).

The other day a customer sent in an Exakta with a note: "Dear Otto, My camera makes a funny noise, zing-g-g-g, when the shutter goes off but it is working fine" Hold it right there, Mister! It ain't working fine. If that camera were an automobile, that noise would be a roar and you would KNOW that you were burning out gears. When your Exakta makes a noise like zing-g-g-g, it's a danger signal. Your gears are bone dry and beginning to wear. Your shutter should sound snappy, more like a sharp "clack".

Well, we caught this man's camera in time, washed out the caked-up old lubricant and relubricated it in accordance with factory recommendations. We gave the camera die Neunzehner Pruefung (19-point check-up), made a few minor adjustments, and NOW, Mister, you can say, it's working fine.

Several customers wrote in, asking me to reprint some of my earlier columns. To tell you the truth, I don't even keep copies. But I'll check with the printer. Maybe one of these years I'll publish them in book form (Otto's Gesammelte Werke). I am sure every Exakta Owner would want one for a Christmas present.

And that reminds me: My very best wishes to every one of you. I hope the coming year will be good to you.

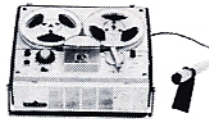
Frohe Weihnachten,
Otto

SONY appoints

Seymour's Audio Dept.
"Authorized Distributor"

Since 1959 Seymour's Audio Department has supplied Tape Recorders and related Hi-Fi Equipment to Schools, Universities, Government Agencies and Private Customers. We take great pleasure in announcing our appointment as Authorized SONY Distributors.

SONY Photo Synch. Tape Recorder TC-211 TS



The SONY 211-TE is an extremely versatile two-track monophonic tape recorder. Its main feature is the automatic slide projector synchronization which lets you show entire slide shows, complete with music and narration, fully automatically. Just sit among the audience and enjoy your own show. Other features are: Simultaneous recording for language or music students. The new technique of sound-on-sound recording. VU Recording Meter. SONY quality. Two speeds: 3 3/4 ips and 1 7/8 ips. Reel size: 5" (Maximum Recording Time on one reel of 1800 ft. Long Play Tape is 6 hours. Maximum Length of Slide Shows: 3 Hours uninterrupted). True SONY Quality at amazingly low cost.

SONY 211-TS, Seymour Special

89⁵⁰ + 2.65 Pstge.

... and for the Hi-Fi Bug, we have these outstanding buys:
SONY 260: Total Dimension of sound. 4-Track Mono and Stereo. Completely solid-state. Superb speakers.

Seymour Special \$219.50

SONY 600: Professional Sound Quality. 4-Track Mono and Stereo. Hysteresis Motor. Three Heads. Built-in Amplifier. No speakers. Nothing like it on the market under \$1,000.00.

Seymour Special \$299.50

SONY 250A: For the component fan. Same as Model 260 but with Walnut Base and without power amplifier and speakers. Solid state record and playback amplifiers.

Seymour Special \$129.50

SONY 350: Similar to 250A but features three heads for instant tape monitoring while recording.

Seymour Special \$179.50

All other SONY Tape Recorders at similar savings. Please note: Do not include shipping charges. We ship Railway Express and you pay normal charges on arrival.

Wide Angle and Telephoto Gift Package



+ Leather Lens Cases

35mm F2.8 preset Teleptik Wide Angle
135mm F3.5 preset Taika Color Doryt Telephoto
Leather Case for Wide Angle
Leather Case for Telephoto

Seymour's Package Price
Priced for Gift Giving

54⁶⁵
+ 1.35 pstge.

Priced for
Gift
Giving

From our Bulletin AL-644



Steinheil 135mm F2.8
Auto-Quinar

The keynote for the design of this lens was color correction. Steinheil has come up with an excellent color lens. Portraits taken with the 135mm F2.8 Auto-Quinar seem to live: the rendition of skin tones is extremely lifelike. Fully automatic diaphragm. Gleaming chrome finish.

SPECIAL SALE PRICE **147⁵⁰**

De Luxe
Case 6.80

Sure, it was a great Buy
at \$147.50!

And now we are cutting our own previous price by a whopping \$50.00. A lucky buy makes it possible for us to offer these wonderful lenses at an incredibly low price. But, please, rush your order. No more when these are gone.

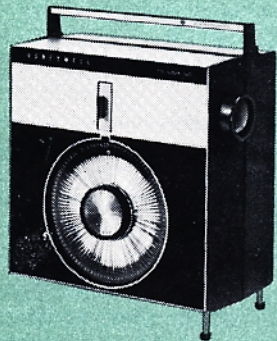
Steinheil 135mm F2.8
fully automatic Auto-Quinar

One of the finest and most highly corrected Telephoto Lenses

Seymour Super Special, brand new,

97⁵⁰
Deluxe Case 5.85
Postage and Insurance 1.45
Screw-in Shade 3.95

The original Heavy-Duty
BRIGHT MOUNT



A totally new Automatic Slide Projector

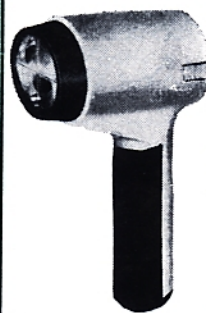
Honeywell Rondelle 100

- Automatic Sharp Focus
- More Slides — Less Space
- Unusually Low Priced

This projector is so new and different from any other projector that we could fill an entire newsletter just to describe its features. Since space is limited, we can mention them only briefly: The smallest circular magazine ever invented holds 100 slides. Each slide is individually accessible or show them in sequence. Or show them manually. Automatic works magnetically. 12 foot Remote Control too. Reverse Sequence. And best of all: Automatic sharp focus. Electronically refocuses itself for every slide.

Honeywell Rondelle 100, priced at only **129⁵⁰** + 2.90 pstge.

Extra Magazines \$3.95 each + 75¢ postage.



Honeywell Auto. Strobosonar 660

The first Fully Automatic Strobe
Fully Automatic Exposure

- No Guide Number — No Footage Setting
- Point — Shoot — The Auto Strobosonar gives the correct exposure, regardless of subject, distance, color.

Seymour Priced
at only **114⁹⁵**

Folding Bracket . . . \$5.95
Exakta Camera Cord \$1.95
Postage & Insurance \$1.25



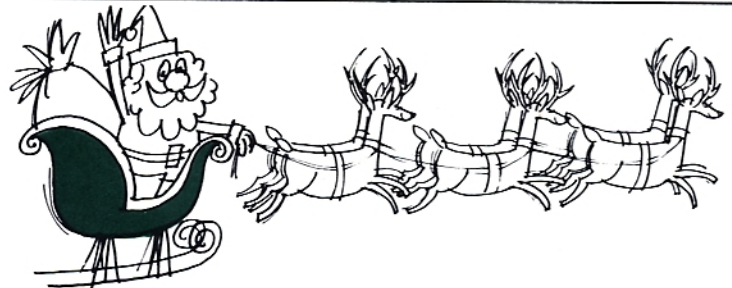
Honeywell "400" Strobosonar

Battery and AC Operation
Built-in Rechargeable Nicad Battery
Built-in Battery Charger
Built-in Exposure Calculator
Powerful: Guide #50 for
Kodachrome II.

Tiny in size — a bearcat in
light output.

Seymour Priced
at only **57⁵⁰** + 1.65

Honeywell Pistol Grip Bracket \$9.95
Accessory Lens Kit (7 Lenses) \$5.95



Extra Speedy Delivery on all Christmas Orders

We have made special arrangements with Santa Claus to send us some special helpers directly from the North Pole (or from Staten Island; or from the Bronx!) to speed up deliveries during these busy weeks



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 Exakta Service.

A good car mechanic listens to the motor and knows the trouble before he opens the hood. Our mechanics LIVE with Exaktas and have an uncanny knack of going right to the heart of the trouble, fixing it with knowing hands.

But the final tests are never left to mere human judgement. They are made on highly sensitive special testing devices.

We have installed a new Auto-Collimator which checks the focus of your camera to an accuracy impossible to achieve by eye alone. The same optical instrument checks the focusing accuracy of a lens within microscopic tolerances.

Or take our Electronic Synchronizer Tester. It detects the slightest deviation from perfect synchronization.

Experienced mechanics, original factory parts, and specialized testing equipment are your assurance that your Exakta receives the service it deserves — at Seymour's, the Exakta Specialists.

PS.: Our rates are reasonable!

Special Sale on Famous German Steinheil "Auto-D" fully automatic Exakta Lenses

135mm F2.8 FULLY AUTOMATIC Steinheil Auto-D Tele-Quinar

The "AUTO-D" 135mm F2.8 Steinheil Tele-Quinar perfectly matches the 35mm Quinaron. The Resolving power is close to the theoretical maximum. The Color Correction is 100%! The Length, a mere three inches! The Weight, just 14 ounces! The Finish, a Beautiful Non-Glare Ebony Black. Push-Button Auto/Manual Selector. Unequivocally: The 135mm F2.8 "AUTO-D" Tele-Quinar is the Finest 135mm Lens you can buy.

Seymour's brings it to you at an incredibly low **69⁹⁵**

Series VII Filter Adapter 4.50 Shipping Charges 95¢
Series VII Shade 4.50 Leather Case 4.85

35mm F2.8 FULLY AUTOMATIC Steinheil Auto-D Quinaron

For decades lens designers have tried to create an All-Purpose Lens. Now Steinheil has solved the problem: — The Auto "D" Quinaron is an extreme-close-up lens, a superb mid-range lens, and an ultra-sharp wide angle lens — all without accessories. Fully automatic, of course. No matter how many lenses you have — the Auto "D" Quinaron is a MUST.

And Seymour's brings it to you at an incredibly low **62⁶⁵**

Series VII Filter Adapter 4.50 Shipping Charges 95¢
Special Rectangular Shade 6.85 Leather Case 4.85



The new "Auto-D" 135mm F2.8 Fully Automatic Tele-Quinar



The new All-Purpose Lens: 35mm F2.8 fully automatic Steinheil Auto "D" Quinaron



Special Christmas Package

Steinheil 35mm F2.8 Auto-D Quinaron
Steinheil 135mm F2.8 Auto-D Tele-Quinar
DeLuxe Leather Case for 35mm Lens
Screw-in Filter Adapter, Ser. VII
Retaining Ring, Ser. VII
Round Sunshade, Ser. VII
Rectangular Wide Angle Shade, Ser. VII
Four Optical Glass Filters

149⁵⁰ + 1.45 Pstge.

Camera Body Not Included



The Pro

Heavy duty Zipper around four sides of Top with Snaplock. Folding Pocket on outside (with snaplock). Pocket inside cover. Tripod Loops. Shoulder Strap.

Pro 12 12" x 9" x 6" **1195** + 75¢
Pro 11 11" x 8" x 4" **895** + 75¢

Give a Gadget Bag — you can't go wrong! Special Santa-Claus — Seymour Values!



The Amateur

Top has Zipper the Long Way. Flat Outside Pocket with Zipper. Combination Shoulder Strap/Handle.

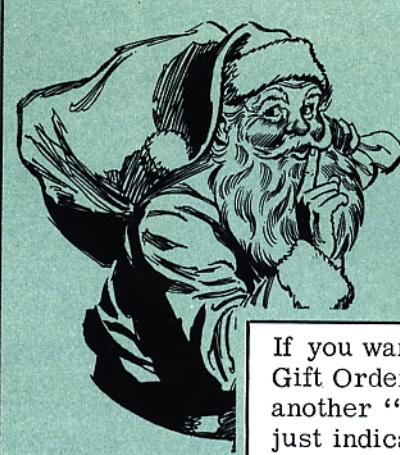
Amateur 10 10" x 7" x 3" **595** + 65¢
Amateur 9 9" x 6" x 3" **495** + 55¢



The Rascal

Center Zipper in Top Flat Outside Pocket with Zipper Hand Strap.

5" x 4" x 2" **13**
Rascal 5 **295** + 35¢



*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.

Inexpensive, but Important

- A . . All-metal Lenscaps.**
Dustproof protection for your lenses.
49mm \$1.95; Series VII \$1.95
- B . . Bayonet Body Dustcap.**
Locks into Camera Opening. Protects Mirror. \$1.00
- C . . Bayonet Exakta Rear Lenscaps.**
Perfect fit for all Exakta Lenses\$1.40
- D . . Accessory Shoe.**
Lets you attach flash and other accessories to the Exakta. Fits PentaPrism\$2.00
- E . . Eyecup.**
Shields against annoying side light. Permits use of prescriptions lenses\$5.50
- F . . Fresnel Lens.**
With split image Rangefinder. Focusing Insert for PentaPrism\$9.95
- G . . "Klip" Lensbrush.**
Finest Camel's hair. Lipstick type with spring clip to attach to gadget bag or pocket. \$1.00
- H . . Chrome Neckchain.**
Very comfortable. Very safe. Locks securely into camera eyelets\$3.25
- I . . Leather Neckstrap.**
Black finish to match camera. Has Swiveling Hooks\$1.95
- J . . Original Ihagee Extension Tubes.**
2 Bayonet Adapters and 3 tubes of different lengths\$11.95
- K . . Two-in-One Adapter.**
Original Ihagee. 5mm Extension. Bridges gap between focusing range of lens and tubes\$7.95
- L . . Magnear.**
Critical viewfinder for ultra precise focusing. Original Ihagee\$14.85
- M . . Magnifier for Magnear.**
Locks into Magnear. Enlarges viewing image for greater focusing ease\$12.50
- N . . Twin-Kable.**
Retains the automatic feature of lenses when used on tubes or bellows\$6.85
- O . . Schacht 50mm Fl.8.**
Fully automatic Travelon. 78.50
- P . . Flat Bisected Glass Insert.**
For use in Magnear (L). Eliminates curvature of image. Correctly centers and lines up image\$3.50
- Q . . Ihagee Giant Release Knob.**
Steadies Camera at instant of exposure. Eliminates fumbling for Shutter Release. \$1.25

Body Dust Cap (see above, "B")

A new bayonet cap for the opening of the Exakta. Fits all models (Exas, too). Protects mirror and shutter from dust. Low cost protection for costly parts. Bayonet Body Dust Cap, only \$1.00.

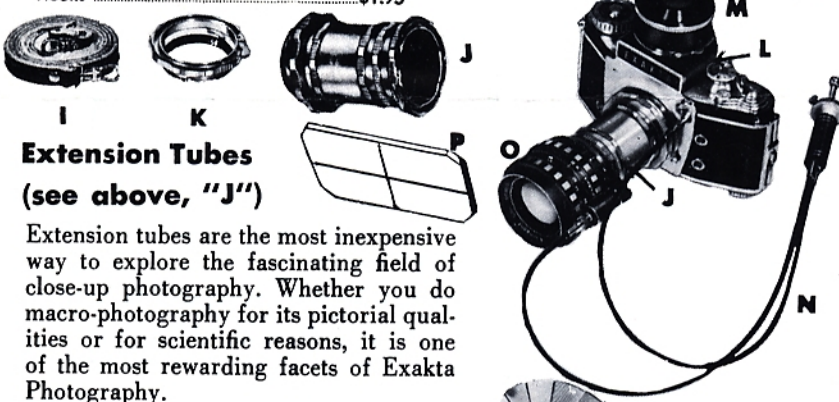
Bayonet Rear Cap for Lenses (see above, "C")

Fits all Exakta lenses that go on the regular inner bayonet. Locks on. Can't fall off. Keeps inside of lens free from harmful dust. Only \$1.40 each or 4 for \$5.00.

Giant Release Button (see above, "Q")

Screws into shutter release. Eliminates fumbling. Softens tripping of shutter. Protects cable release thread. Seals opening from dust. Giant Release Button \$1.25.

Please add postage for all small accessories.



Extension Tubes (see above, "J")

Extension tubes are the most inexpensive way to explore the fascinating field of close-up photography. Whether you do macro-photography for its pictorial qualities or for scientific reasons, it is one of the most rewarding facets of Exakta Photography. The Original Ihagee Exakta Extension Tubes consist of 2 bayonet adapters and 3 tubes of different lengths. A booklet containing tables, scales of reproduction and exposure factors is supplied with each set. Original Ihagee Extension Tubes sensibly priced at only \$11.95. Independent Make, similar to above, budget priced \$8.75

Honeywell's New Pocket Size Flashgun

Tilt-a-Mite

Battery Capacitor type ignition. Fanfold reflector. Tilting reflector head for various effects including bounce flash. The best gun we have seen in a long time. Sensibly priced at only \$9.95. 22½V Battery 90¢. Postage 65¢. Accessory Shoe 1.95

Two-in-One Adapter (see above, "K")

A special adapter is available for very short extensions. It has the male and female bayonets machined into each other. 5mm extension. Bridges "blind spot." Two-in-One Adapter, Original Ihagee, \$7.95.

Protect Your Shutter!

We receive quite a few letters asking how the shutter in the Exakta can best be protected from burns caused by the sun. A sure-fire remedy is the habit of always cocking your shutter immediately after every exposure. This brings the mirror between the lens and the shutter curtain. It is a good habit in any case because it may get you a split second picture that might have "got away" if you had to cock the shutter first. Don't worry about the spring. It is very strong and only a small part of its potential energy is used in activating the shutter. Exception: If you do not intend to use your Exakta for a long time (several months), release the shutter and let the main spring hibernate.

Service.

While we are on the subject of taking care of your camera, when did you last have it cleaned and relubricated? 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 relubricated 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, relubricating, 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.

**Especially
Liberalized
Return
Privilege
for
Gift Giving
See
Page 5**

Seymour's

the Exakta Specialists

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

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City _____ State _____ ZIP _____

Date _____

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Please send on 15-Day Money-Back Trial!

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CH65



TOTAL FOR MERCHANDISE \$ _____
5% Sales Tax if Shipped to NYC \$ _____
TOTAL FOR POSTAGE \$ _____

enclose my Check Money Order FOR TOTAL \$ _____

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\$ _____
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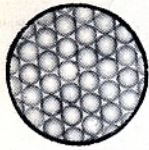
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Have you filled in your name and address?

Signature _____

Seymour's Exakta Films
Christmas 1965

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350 West 31st Street, New York 10001
THE EXAKTA SPECIALISTS
Seymour's



The Difference

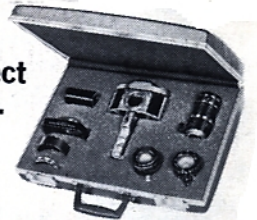
between just-so view-
ing and focusing and
ultra-brilliant viewing and ab-
solutely effortless focusing:

The famous
Seymourlite only **17⁵⁰**



Favorite Christmas Gifts ...

Show him
that you respect
his equipment.



Buy him a
Foam Fitted Fiberglass Case

Especially designed as a Christmas Gift for the
man who does not have a Foam Fitted Fiberglass
Case but would like to have one!

Seymour-Priced at only **19⁶⁵**

+ 1.65 postage.

The ALL NEW Grid Filter Disc

puts tiny stars on every light in your pictures.
Adds romantic sparkle to otherwise dull shots.



Grid Filter Disc Series VII
Drop-in only **5⁹⁵** + 25¢ pstge.



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....

For rock-steady pictures

Pistol Grip

with built-in Cable Tripper

Seymour-Priced at only **5⁹⁵**
+ 45¢

**Especially Liberalized
Return Policy for
Gift Giving. See Page 5**

