

# EXAKTA NEWS

Issue No. 970

Published by Seymour's-Exakta 350 W. 31 St., New York, N. Y. 10001

## Report on Price Increase and Pre-Increase Stock.

On Page One of the previous Issue of the Exakta News we printed an article: Price Increase on German Equipment Averages 30%. For our many new readers we are re-printing this article on Page Three of this issue.

Again we have bad news and good news for you. The bad news first: Quite a few of the items offered in the previous issue at pre-increase prices were quickly grabbed and are sold out. You will not find them in this issue. That's the way the cookie crumbles.

But there is good news, too: We still have quite a few items which we can (and do!) sell at the old prices. I would have been a poor businessman if I had not stocked up at pre-increase prices. The result: you can still buy many lenses and accessories at prices that will soon be nothing but fond memories like the penny postcard!

Let me repeat what I said previously: Read this Issue of the Exakta News carefully! Take advantage of the old prices. Sooner or later our current stocks will run out. Please send your order as soon as possible. It's money in your pocket.

## Genuine...

You may have noticed that we have, of late, made frequent use of the word "genuine", describing lenses and accessories. Sometimes we use the word, sometimes we don't. Everybody knows, of course, that we sell only genuine Jena lenses, or genuine Schneider lenses, or genuine Ihagee PentaPrisms. Why then do we use the word more and more frequently?

Because there are many not-so-genuine articles floating around, waiting to be sold to the unsuspecting public. There is, for example, a lens which looks very much like a genuine Jena Pancolar and which is actually offered as a Pancolar but which has never seen the fair city of Jena. If you have a Pancolar and suspect it to have crossed the Pacific on its way to the USA (rather than the Atlantic) try to unscrew the front ring which bears the name "Pancolar" (but NOT the word "Jena") and you will find another name underneath, neatly covered by the innocent-looking new name ring.

There is another lens, billed as "Schneider F1.9." Perhaps you have bought one of them at a "bargain" price. What you received was a lens in plastic (!) mount, no more like the genuine Schneider Xenon than Hamlet to Hercules. Not that this lens is being offered as a Xenon. If you interpreted the description to mean Xenon, well . . . It's just not a genuine Xenon, that's all.

The list of these not-so-genuine items is as long as the list of Don Juan's conquests. Next time somebody offers you what looks like a big bargain, take a second look. A hard look. Caveat Emptor!



## 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.

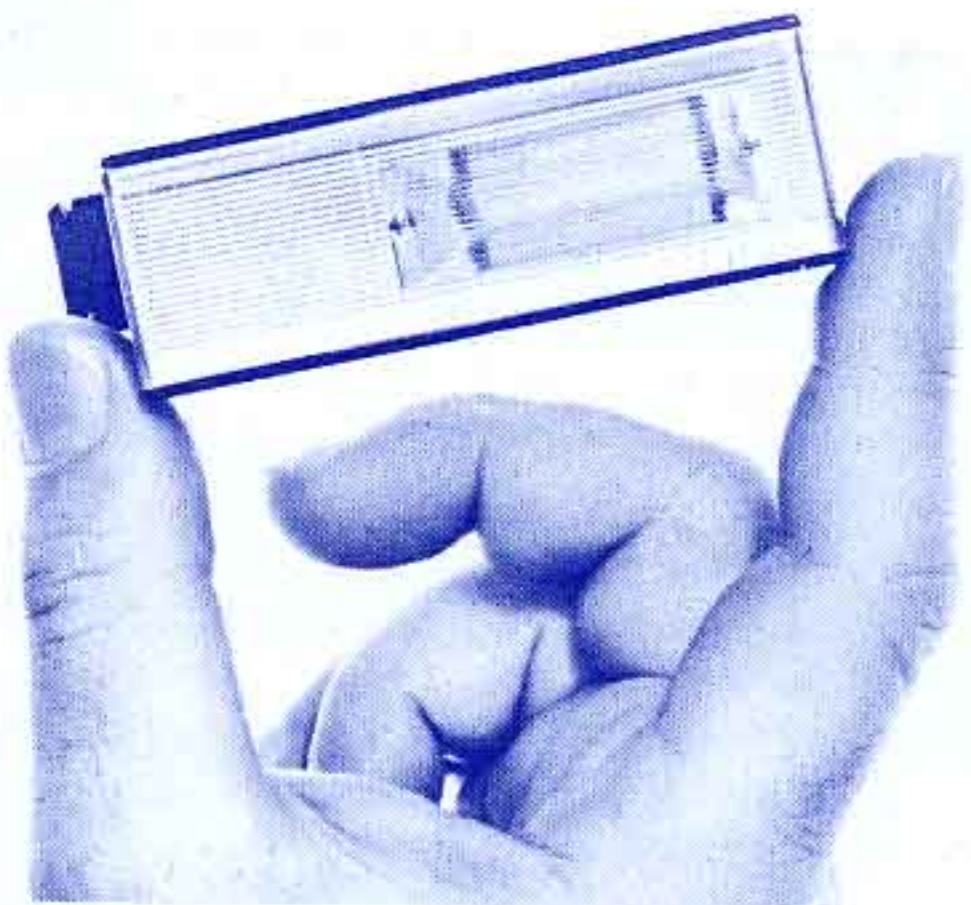
Sometimes people write and ask whether we repair only cameras bought from Seymour's. Perish the thought! All Exaktas are our babies, regardless where purchased. Whenever you need help. Seymour's is ready to give it. As long as it is an Exakta, we are always ready, willing, AND ABLE to cure what ails 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!

## New Exakta VX-500 catches on fast.



I can't recall an Exakta Model which equalled the acceptance of the new Exakta VX-500. One rather brief announcement in our last Exakta News and we were swamped with orders. Apparently, the Exakta VX-500 is just what everybody (or nearly everybody) wants. A full size Exakta which takes all the lenses and accessories of all the other Exakta Models but which comes without the more expensive frills of the Exakta VX-1000TL (such as the 1/1000 sec., the very slow speeds and the delayed action speeds). Many customers equipped their Exakta VX-500 with the BTL System and the F2.8 Automatic Domiplan and had a Through-the-Lens Metering Camera at a hard-to-believe low price. Many customers bought an extra body as a spare or for black-and-white film. And quite a few VX-500 Exaktas were bought for younger family members of older Exakta Owners. (As usual, "younger family members" includes wives, too).



## New Strobe has Perma-Power

Many customers have asked me to find a strobe unit which is powerful, unusually small, equipped with re-chargeable Nickel Cadmium Batteries and built-in charger, and which they can buy without mortgaging their home. It should have all the features of a hundred-dollar unit except one: the hundred-dollar price tag!

All right, I found it: the new German PERMA-POWER HELIOTRON Electronic Flash Unit. Unbelievably compact, a mere 2½ x 3¼ x 1¼". Unbelievably powerful, an honest Guide Number of 40 for Kodachrome II. Unbelievably light in weight, a mere seven ounces. Ruggedly constructed and hand crafted in the true German tradition.

It comes complete with rechargeable power source and with built-in charger. Fast re-cycling (8 seconds) and uniform light output make it the choice of the professional. True palm-size compactness makes it the choice of the amateur. Use it indoors from any AC outlet or use it "cordless" anywhere from its own nickel-cadmium battery-powered energy source. Re-charge the NiCad Batteries as often as you want - they will never "wear out."

The new Heliotron Perma-Power Strobe is equipped with a new Gold Toned Flash Tube. Now, at last, color slides will no longer have the bluish cast that makes skin tones look pale and unnatural. The light from the gold toned flash tube has sunny daylight quality; it produces beautiful, natural skin tones as well as more pleasing overall color quality.

**HELIOTRON PERMA STROBE, specially Seymour-priced at an unbelievably low \$29.95 + 3.95 for the case and \$1.25 Shipping Charges.**

## Screw-in Rotating POLARIZER

Did you know that there are very few exceptions to the rule that EVERY picture should be shot through a Polarizer? Without a Polarizer, glare obscures color. Roofs, roads, cars, leaves look whitish grey in direct sunlight because they reflect the bright sunlight as glare. A Polarizer cuts through the glare and brings out the true colors which are normally hidden under the glare. Flowers look more natural. Leaves look green. A Polarizer also kills the glare that makes it difficult to photograph through glass (car or train windows, showcases, museum display cases, framed-under-glass pictures). The Polarizer will make the glass "disappear". And, most important, a Polarizer makes the sky take on a deeper blue and clouds show up fleecy white.

Screw-in Rotating Polarizer Ser. VII \$9.85 49mm \$10.85 Postage 25¢ 2



## 1970 Exakta VX-1000/TL available for immediate shipment

The new Exakta VX-1000TL is loaded with features. No matter how hard you look, you won't find another camera which comes even close in versatility, ease of operation, user-oriented construction and precision engineering. In addition to the well known features of all the former Exakta Models, the new 1970 Exakta VX-1000TL has: Instant Return Mirror, Retro Counter, Short Stroke Rapid Film Advance, Black Non-Glare Dials. It has a Streamlined Body, Self-Aligning Combination Rewind Clutch and Rewind Crank Handle. "No-Hands" Rewind Button. Improved Slow Speed Mechanism. Improved Back Safety Catch. New Hi-Flect Mirror, New Type Safety Light Trap.

These are just some of the ADDITIONAL features. I take it for granted that all you good customers know the BASIC features of the Exakta. It would take too many pages to list them, from the interchangeability of lenses and finders to the 29 shutter speeds (NO other camera has such a range of speeds!). From the optional Behind-the-Lens Exposure Meter Prism to the three separate synchronizers (an Exakta Exclusive!). From the famous Film Cutting Knife (another Exakta Exclusive!) to the Cartridge-to-Cartridge Film System which gives you your choice: rewind or don't rewind. All other 35mm SLR cameras are just Johnny-come-lately copies of the Exakta whose original construction, still basically unchanged, emerged in 1937!

And it should not be necessary to point out that German Workmanship has never been equalled anywhere in the world.

You may think that I am prejudiced. But I am not. I am as open minded as anybody and have been trying out many makes of cameras. After all, you cannot really know your own line if you don't compare it with others. The answer - just look at my pictures in our showroom. Every last one is an Exakta shot. Try as I may, I have never been able to duplicate my Exakta work, no matter what camera I use. No, I am not prejudiced, but I am SOLD on the Exakta.

You can buy bodies from us, or just about any component, finder, focusing insert, lens carrying case; or you can buy complete cameras with lens, with and without Behind-the-Lens Metering System. Please refer to the listing in this Issue of the Exakta News. Look under "Exakta Cameras." If you don't find the combination you want, drop us a line and ask.

And if you can convince a few of your friends that they should buy an Exakta and nothing but an Exakta, don't forget to tell them that Seymour's specializes in the Exakta and nothing but the Exakta.

# Pre-set Lenses, anyone?

Let us take a good hard look at preset lenses! Ever since the first automatic lens appeared on the market, the popularity of preset lenses has waned, and as the years go by, fewer and fewer preset lenses are being bought.

It seems to me that many Exakta Owners overlook the usefulness of preset lenses. True, the extra money you spend on an automatic lens buys a certain amount of convenience. But nothing else.

Sometimes a customer tells me that he'd rather wait till he can afford an automatic lens, even though he could use the lens right away. I never contradict these people. They know what they want. Or do they?

If I needed a lens of a certain focal length, I would buy it. Automatic, if I could afford it. Preset, if I had to watch my budget. And if I had my choice of two different focal lengths in preset lenses or a single lens in automatic mount, I would not hesitate and decide on the two lenses.

I don't want to talk anybody out of buying automatic lenses. Automatic lenses are my bread-and-butter and we could not pay our rent if our customers stopped buying automatic lenses. I certainly don't want to belittle their great advantages. I just don't want you to overlook the preset lenses. Think of all the pictures you could have taken with the low-priced preset lens while you were waiting for that fancy automatic lens!

With a preset lens you set the diaphragm pre-selector on your chosen F stop, exactly as you would set it on an automatic lens. The only difference is that YOU furnish the "power" needed to close the lens down to the correct aperture while an automatic lens does it by means of built-in springs.

There are still customers who are a bit hazy about the term "preset." Some people even think that it refers to a fixed aperture, pre-set at the factory, an aperture which cannot be varied. Let me explain, in a few words:

A preset lens has two rings. One usually has a red dot which you set opposite the F stop you want to use. The lens is still wide open for brilliant viewing and focusing. A fraction of a second before you trip the shutter you flip the second ring (which is the actual diaphragm activating ring) till it hits the built-in stop. It has stopped precisely at the F/Stop which you had pre-selected. After you take the picture, you flip the ring in the opposite direction and your lens is again wide open for composing your next shot. Now, that isn't so different from an automatic lens, is it? The preset lens has exactly the same built-in memory as the automatic lens, even though it does not do the "flipping" for you. And the lack of the automatic feature does not make the optics any worse. That's obvious.

Here are some of the often-overlooked fine preset lenses:

28mm F3.5 Terragon Extreme Wide Angle Lens	\$32.45 + .95	
35mm F4.5 Meyer Optik Primagon Wide Angle	\$19.95 + .85	
35mm F3.5 Terragon Wide Angle Lens	\$16.85 + .95	
40mm F2.8 Macro Kilar, on special sale at only	\$89.50 + 1.25	
85mm F1.9 Super Coligon Ultra Fast Lens	\$44.50 + 1.25	
135mm F4.5 Schacht Travenon Telephoto Lens	\$19.95 + .95	
135mm F3.5 Doryt Telephoto Lens	\$24.50 + .95	
135mm F2.8 Schneider Isco, "BEST BUY"	\$39.50 + 1.25	
200mm F4.5 Rokunar Telephoto Lens	\$49.50 + 1.25	
Cases: Up to 85mm. \$3.95	135mm \$4.75	200mm \$4.95

## SEYMOUR'S - EXAKTA

The World's Only *Exclusive Exakta Dealer*

350 W 31 St., New York, N. Y. 10001

Exakta Specialists for over 20 Years

## Extreme Wide Angle

There is no limit (well, almost no limit) how wide you can make the angular coverage of a lens. But there is a limit how wide you can make the angle without distortion! The limit is 80 degrees. No amount of fancy talk can make this simple optical fact go away. If you want a lens which makes a beer barrel out of a building, go right ahead and buy a wider lens. My advice: Make 25mm your limit. A 25mm lens is the very limit at which vertical lines remain straight.

The 25mm F/4 fully automatic genuine Jena Flektogon gives you undistorted ultra-wide (80 Degree!) shots. Use it for sweeping panoramas. Use it for architectural shots. Use it to photograph interiors. Use it for pictures of large groups. Use it wherever you must cover a wide, wide, wide angle but where you must have absolutely undistorted vertical lines.

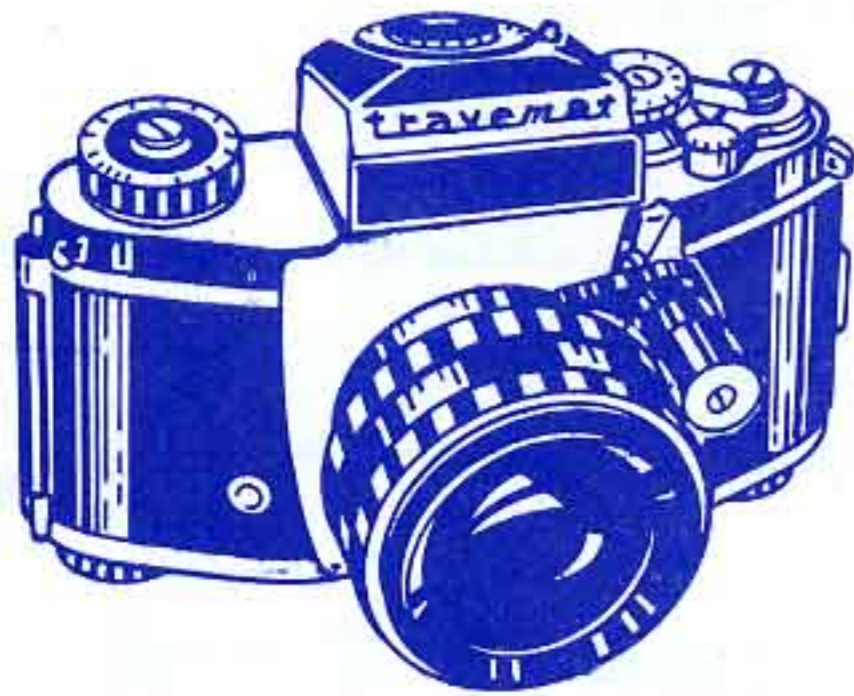
The 25mm F/4 fully automatic Jena Flektogon is quite a lens. Order it for only \$89.50 + 1.45 Shipping Charges.





## Exakta VX-1000TL

Latest 1970 Exakta VX-1000TL, Original Ihagee PentaPrism, Combination Fresnel Viewing Screen and MicroGrid Focusing Aid, fully automatic genuine Jena 50mm F2.8 Tessar Lens, \$87.50 plus \$7.85 for the case and \$1.95 Shipping Charges.  
**Same**, but with F2.8 fully automatic Meyer Optik Domiplan, \$79.50 plus \$7.85 for the case and \$1.95 Shipping Charges.  
**Same**, but with F/2 fully automatic genuine Jena Pancolar \$99.50 plus \$7.85 for the case and \$1.95 Shipping Charges.  
**Same**, but with fully automatic Schneider Xenon F1.9 \$144.50 plus \$7.85 for the Case and 1.95 Shipping Charges.



Latest 1970 Exakta VX-1000TL/BTL, with New Model Travelmat Behind-the-Lens Metering Prism with Combination Fresnel Viewing Screen and MicroGrid Focusing Aid with F2.8 fully automatic Meyer Optik Domiplan \$109.50 plus \$17.85 for the special Case with Extra High Top and \$1.95 Shipping Charges.  
**Same**, but with fully automatic F2.8 genuine Jena Tessar \$117.50 plus \$17.85 for the case and \$1.95 Shipping Charges.  
**Same**, but with fully automatic F/2 genuine Jena Pancolar \$129.50 plus \$17.85 for the case and \$1.95 Shipping Charges. Cases come factory packed with cameras. Purchase of case is mandatory.  
**Same**, but with fully automatic Schneider Xenon F1.9 \$174.50 + 17.85 for the Case and 1.95 Shipping Charges.

## 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**

**750**  
+ 35¢

## Slide Punch ("Notcher")



*Why do slides have to be "notched?"*

*When we introduced the new Slide Punch, we thought everybody knew what it was for. Not so. While nobody actually asked for a recipe for the punch, we did get many letters asking how and why.*

*WHY: Cardboard mounted slides have four identical edges and two identical sides. Did you know that there are eight (yes, eight!) ways to put a slide into a projector, a magazine, or a viewer? Obviously, only one of the 8 positions is correct. Slides can be upside down, on their sides, reversed (so that COCA COLA signs read ALOC ACOC in mirror writing) or reversed AND upside down, or reversed AND on their sides, etc.*

*There is only one way to prevent this embarrassing interruption of slide shows: Punch a notch into the cardboard which tells you visually (when it's light) and by touch (when it's dark) which way the slide "goes." When you place the slides into a magazine, the lined-up notches immediately signal any slide whose notch does not line up with the rest of them. The punch gadget is designed to put all the notches in exactly the same spot on all slides.*

*HOW: You drop the slide into the punch and press. Your slide comes out with a visible and "feelable" notch.*

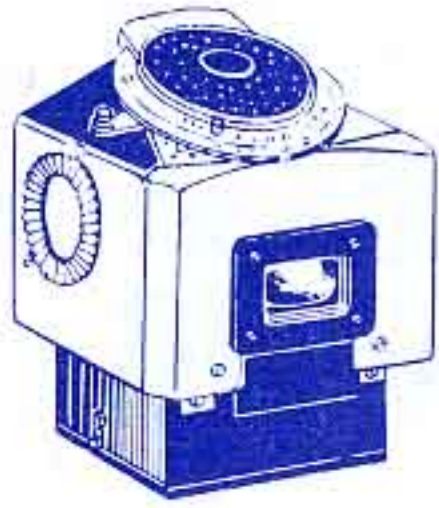
*Once your slides are notched, it is impossible to insert them in any of the seven wrong ways. Without guesswork, without time-consuming trial-and-error, all your slides are quickly lined up correctly. No more "Oops! Sorry!" when you project your slides, no more embarrassment, no more mood-killing interruptions.*

*The Slide Punch is an all-metal Precision Instrument and is priced at only \$2.95 + 35¢ Shipping.*



## Small Accessory Bags

Close-out, various sizes, but all about 10" wide. Zipper Closing. Heavy Duty Vinyl, beautifully grained. These accessory bags sold in our regular stock from \$4.95 to \$7.95. Now, if ordered at the same time as \$10 worth of merchandise: One for \$2.00 + 35¢ Shipping Charges. Three for \$4.95 plus 65¢. No choice of style or size at these prices. Special Offer good as long as they last. First come, first served.



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

When the first model Travemat was announced it was something of a mystery to many Exakta Owners. By now, just about everybody knows that it measures the light AFTER it has passed through the lens and that it sees exactly the same amount of light as the film. However, there are quite a few things about this system that many Exakta users have not quite realized.

Let's take regular scenic photography first. The Travemat has two independent sensors. It measures the light just below the horizontal center line and slightly to the right and left of the vertical center line. The result is an intelligent reading of the light intensity, totally eliminating the glare from the sky. Experienced photographers point a hand-held meter downward for exactly the same reason. You "point" the Travemat exactly at the scene you want to photograph and its "brain" does the "thinking" for you. The Travemat is a true Point-and-Shoot Meter.

Where the Travemat really shines is in all types of photography where you ordinarily would have to use Exposure Compensation. Say, you shoot with a Polarizer on the lens. By what factor do you have to increase the exposure? Forget it! The light that goes through the lens has already passed through the Polarizer and the Travemat "sees" only the usable light just as the film does. It does not care why there is less light. It measures what it sees. You don't care either: You completely IGNORE all compensating factors. You shoot as if you had never heard of a filter factor. The Travemat has done all the "compensating" for you. That goes for any filter factor. With the Travemat you just ignore it.

Here's something else: Has it ever occurred to you that not all your lenses may be calibrated correctly? How can you know whether your lens is really F5.6 when you set it at F/5.6? Anyway, F/5.6 is not an absolute figure as far as light transmission is concerned. It is merely a mathematical ratio of the diameter to the equivalent focal length. Certain standards have been adopted to make F stops less arbitrary but the fact remains that you cannot check the accuracy of the F stop settings on your lens. The Travemat (and you) couldn't care less. The Travemat does not see the markings on your lens. It sees the light that passes through your lens. While the two values might vary considerably, the only true value is the one the meter sees! All of a sudden, your exposures are correct. You may surprise yourself by getting perfect shots from lenses that used to give you blueish pictures before you used the Travemat.

Of course, the Travemat is totally indispensable in Macro Work. Remember what you had to go through, to compute your exposure? Extension, magnification, filter factors and on and on. You had to be an expert evaluator of the various influencing factors and you had to be able to translate all these factors into exposure speed and F stop adjustments. And you had to be a mathematician. Now you let the Travemat do it all for you. Concentrate on taking your Macro Photographs instead of wasting most of your time figuring and calculating and wondering where you made your mistake. The Travemat takes ALL variables into consideration. Your exposures will be correct.

Operation of the Travemat is simplicity itself: After you set the ASA rating of the film and the shutter speed, you watch the indicator needle (which you see in the viewfinder) as you vary the lens opening. As soon as the needle shows between the brackets, you shoot.

No matter what kind of shots you take, the Travemat will make picture taking easier and foolproof, even under the most difficult conditions. What's more, every single one of your shots will be perfect.

We supply the Latest Model Travemat BTL System PentaPrism with Fresnel Lens and MicroGrid for \$49.50 + 1.35 Shipping Charges.

# EXAKTA VX 500

A new FULL SIZE Exakta for the Exakta Fan who does not want to pay for fancy speeds he never uses.

Do not confuse the new Exakta VX-500 with the defunct so-called Exakta 500, Everybody knows that the "Exakta" 500 was nothing but an Exa. Mercifully, the factory has retired that mis-named model. The Exakta VX-500 is really an Exakta, full size, and with full interchangeability of finders, etc. For a fuller description please refer to the Feature Article on Page One: "New Exakta Model Follows Users' Tips."

Exakta VX-500 with Model C Waistlevel Finder with captive groundglass with F2.8 fully automatic Meyer Optik Domiplan \$49.95 + \$7.85 for the case (mandatory) and \$1.95 Shipping Charges.

Exakta VX-500 with PentaPrism with Fresnel Viewing Screen with fully automatic genuine Jena Tessar F2.8, as shown above, \$64.50 + \$7.85 for the case (mandatory) and \$1.95 Shipping Charges.



# Like getting two Lenses for the Price of One...



Although it is now more than ten years that we advertised the 135mm F4.5 "Duo Focus" Lens, we still get requests for this lens which converted into a 270mm lens. We can now supply an updated version of the same idea. The basic lens is the preset 135mm F3.5 Doryt Telephoto Lens. Unscrew the removable Exakta Bayonet from the lens barrel and place the special (internal) Tele Converter between Bayonet and Barrel (as shown in the above exploded view) and you have a 270mm long-range telephoto lens. That's like getting two lenses for the price of one.

A funny thing happened to the price: The old 135mm F4.5 "Duo Focus" was priced at \$69.50. It was hailed as an optical miracle and an amazing quantity of these "convertible" lenses were sold. Forget the old price.

**CONVERTO-DORYT 135mm F3.5 Telephoto Lens, preset (converts to 270mm Focal Length) \$29.95 + 95¢ Shipping Chgs. Soft Zippered Case for Basic Lens \$1.95. Snap Case for Tele Converter 95¢.**

## Below Dealer Cost: Famous Macro Kilar

This unbelievable buy got short shrift in the previous issue of the Exakta News. The lenses arrived too late to give them the space they deserved. An announcement had to be squeezed in, without a picture, and many customer overlooked this great Macro Buy. So, here is the illustration we had to leave out last time, as well as a reprint of the description:



An incredibly lucky purchase enables us to bring you a fabulous Macro Lens at an unbelievably fabulous price. The lens needs no introduction; it is none other than the famous Macro Kilar! Praised for its ultra sharp correction and its unusual focusing range (from Infinity to four inches), the Macro Kilar has been the subject of many articles in professional journals. Among scientists, medical photographers, and close-up fans, the Macro Kilar has an almost fanatical following. And the reputation is well deserved.

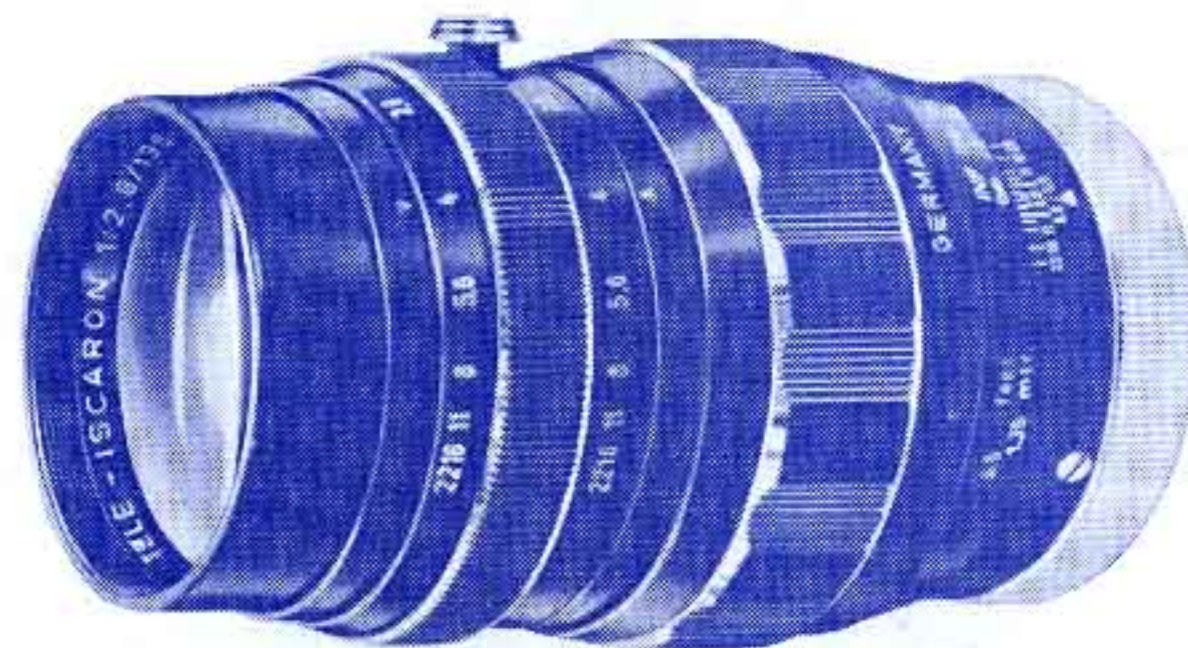
The 40mm F2.8 preset Macro-Kilar Model E works equally well as a wide angle lens at normal working distance, as a mid-range lens at moderate close-up distances, and as an extreme close-up lens at a range as close as four inches. Needless to say, the focusing range is unbroken and continuous.

The Dealer Net Cost of this lens is \$100.00. The User Net Price is \$150.00. We made a lucky purchase of a limited quantity of these highly desirable lenses and offer them on a first-come, first-served basis below dealer cost. Please order right away.

When we say that we have only a limited quantity, we mean just that. This is a "one-shot deal" and once they are gone, there will be no more.

**40mm F2.8 Macro Kilar Model E \$89.50 + 4.95 for the case and \$1.25 Shipping Charges.**

## A "Best Buy" because....



If you would not consider a preset lens, no matter how excellent it may be, read no further. If you are open minded and want a lens of highest quality, even if it is "only" a preset one, keep reading. You will be amply rewarded!

I was lucky enough to get my hands on a "close-out" of one of the sharpest 135mm lenses ever made for the Exakta. I might as well tell you that nobody wanted the lenses because "preset lenses do not sell." The minute I heard of this offer, I put in my bid. It was accepted. Possibly, because there were no other bidders. But nobody knows lenses better than I, and I knew I had a tiger of a performer. So what if it isn't automatic?

The mount is so beautifully finished that it would almost pay to buy the lens just to look at the mount. Maybe you should also feel its smooth operation. Perhaps it would be better still to put it on the camera to see how effortlessly the precisely machined bayonet clicks into place. Since you have gone that far, you might as well use the lens what it was intended for: to take the sharpest telephoto shots you have even taken.

Let me make it clear that this is a one-shot deal. When they're gone, they're gone. If you want one, order it right away:

**Schneider-Isco 135mm F2.8 preset Tele-Isaron, a steal if there ever was one, \$39.50 + 1.25 Shipping Charges.**

We also bought a quantity of the original plush-lined hard DeLuxe Cases (fawn-colored glove leather). The case is optional. In fact, we don't have enough of these cases for all the lenses. While they last, you may order one with each lens for \$3.95 if you want to be a big spender.

## Lens Rated Best Buy



**39<sup>95</sup>**  
+ 95¢ Shipping

## 50mm F2 Automatic gen. Jena Pancolar

We have the opportunity to compare hundreds of different lenses. Comparison is based on many criteria: sharpness, color correction, quality of mount, ease of operation, and, quite importantly, price. A low-priced lens of questionable quality can never be rated "Best Buy." By the same token, a good-quality lens with a high price may receive a high quality rating but cannot qualify as "Best Buy." Only a lens of superior all-around quality AND low price can become a Seymour-Rated "Best Buy."

This coveted rating goes to the fully automatic 50mm F/2 genuine Jena Pancolar.

After a brief (but painful!) absence of nearly six weeks, this superbly corrected Original Jena Lens is again available for immediate delivery. In the face of rising prices we are happy to offer it at the old, incredibly low price which makes it a Better-than-Best Buy!

The 50mm F/2 fully automatic Genuine Jena Pancolar is one of the most versatile lenses. At its F/2 viewing Speed it provides a brilliant image in the finder, makes focusing extremely simple and has enough light reserve for low-level light conditions.

The ultra-sharp optical correction makes it suitable for an unbelievably wide range of applications: from Landscape Work to the most exacting Scientific Work. Even with Extension Tubes or Bellows the Pancolar renders magnificent clarity of detail, 100% true color rendition, and balanced contrast. There is no flare or internal reflection. The full anastigmatic design prevents even the slightest trace of optical distortion.

Only a quick decision on an offer of a large quantity of these fabulous lenses makes our unbelievably low price possible. But don't wait! Once they are gone (and they will go fast) we will probably never be able to replace them at the price at which we are now selling them.

## Mirror Lens



Don't ask me how, but I finally got hold of the real McCoy! This 500mm F/8 Mirror Lens is not one of the cheap imitations which have been floating around those last few years. It's the genuine article all right!

You have never seen such wire sharp resolution in a super telephoto lens. At least I haven't! It costs more than the cheap copies (naturally) but since it comes to you from Seymour's-Exakta, it doesn't cost \$1150.00 either.

It comes in a hand made fitted wooden carrying case and with four mounted Screw-in Filters of unbelievable plano-parallel properties, all in keeping with the quality of the lens itself.

Genuine "M.T.O." 500mm F/8 Mirror Lens, complete with Fitted Carrying Case and 4 Mounted Filters, Seymour-priced at only \$269.50 + 2.95 Shipping Charges.

## For you...or not for you?



This is not a lens for everybody. It is large. It is quite heavy. And, even at our special price, it is quite expensive. Of course, if you are lucky enough to be able to afford it, if size and weight do not deter you, you can get yourself an unbelievably sharp and unbelievably fast telephoto lens in the upper medium range.

The 180mm F2.8 fully automatic genuine Jena Sonnar is the latest version of the famous Olympia Sonnar, originally designed as the long-range miracle lens for the Olympic Games, at the request of the famous German photographer Leni Riefenstahl. Re-designed and optically improved several times, it is now available as fully automatic Exakta Lens.

For theater work and available-light sports photography the 180mm F2.8 Jena Auto-Sonnar has no rival. You can probably think of many uses for a fast lens of longer-than-usual focal length with fully automatic diaphragm. Perhaps you are a doctor and want to take photographs in the Operating Room. Perhaps you only want to impress your friends with a big, beautiful, expensive-looking lens. Whatever your excuse for buying it, don't let me stop you from ordering it. Depending on the number of people who break down and order it, this may very well be the last time at which you can buy this magnificent piece of glass at the old price.

180mm F2.8 fully automatic Jena Sonnar \$159.50 + 2.95.

# New Macro Lens has Self Compensating Diaphragm

When they re-design a lens in Jena, the World's undisputed Optical Capital, they don't just change the color of the mount from bright to black. They don't just arbitrarily change the filter size. They re-design the lens from the raw rare-earth glass up. In fact, they don't just re-design or "improve" it: They perfect it!



The wizards of Jena (which, incidentally, is pronounced "YAY-nah") have come up with an entirely new Wide Angle Lens which doubles as Macro Lens (or, if you prefer, a Macro Lens which doubles as Wide-Angle Lens, because we don't really know what came first) the fabulous 35mm F2.8 fully automatic Jena MACRO-Flektogon.

The correction is superb. The detail and the correction are unbelievable. The Focusing Range reaches from Infinity to four inches. All without tubes, without bellows, without auxiliary lenses!

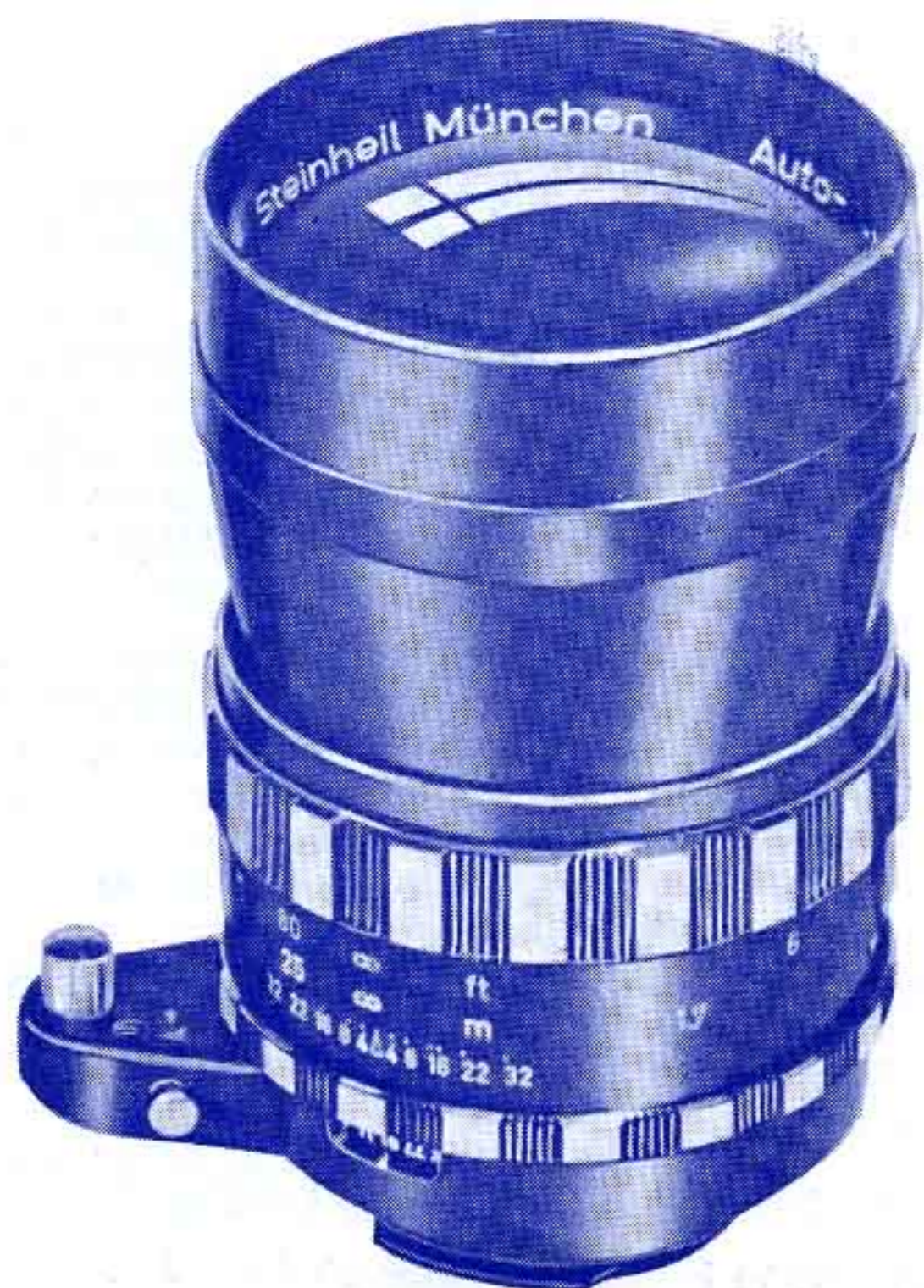
In Jena, they find YOUR optical problems and SOLVE them! --- One of the most difficult problems of close-up photography is the Compensation of Exposure which becomes necessary when you focus close-in. So, the wizards of Jena built a little computer (or whatever it is called) right into the lens which automatically compensates accurately for the difference in exposure. As you focus, the diaphragm opens automatically in the exact ratio of the loss of illumination. In practical terms this means that you use the settings your meter tells you and leave everything else to the lens. Now, for the FIRST TIME, you get correctly exposed close-ups without even bothering to remember such things as exposure compensation, calculating, measuring distances, or what have you. If your meter says F/8 --- you set the automatic diaphragm on F/8 and let the lens do the worrying, the figuring, the compensating and the allowing for extension and magnification. You just compensate on your composition, and SHOOT!

**35mm F2.8 Fully Automatic genuine Jena Macro Flektogon. Seymour-priced at an unbelievably low \$89.50 + 1.25 Shipping.**

Case \$4.95, Filter Adapter \$4.50

---

## *Fully Automatic 135mm F2.8 Steinheil Auto-S ("Super") Tele Quinar*



Re-designed, improved, and available ONLY from Seymour's-Exakta, the 135mm F2.8 fully automatic Steinheil Steinheil Auto-S ("Super") Tele-Quinar is the last word in telephoto lenses.

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 ehtoretically 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-S ("Super") Tele Quinar, Seymour-priced at only \$89.50 + 95¢ Shipping.**

DeLuxe Case \$4.95. DeLuxe Pouch \$2.95.  
Original Steinheil Screw-in Shade \$3.95.



# Fully Automatic

135mm F3.5

## Schneider Isco Westanar



**49.50**

Seymour-priced  
at an  
unbelievably low

Shipping 1.25

Case \$4.95. Filter Adapter \$4.50.



## 100mm F2.8 Fully Automatic Meyer Optik Trioplan

Here is one of the most useful automatic Exakta lenses at a truly fantastic price. Every lens is brand new and first quality. The 100mm F2.8 Meyer lens is ideal for portrait work, theatre, sports and moderate telephoto work, especially where a wider angle is preferable to extreme magnification. It is light in weight and small in size, superbly corrected and of brilliant sharpness.

100mm F2.8 Meyer Optik  
fully automatic Trioplan

only **4250**

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

### Original Ihagee PentaPrism



without Insert . . . . . \$14.95 + 65¢  
with Fresnel Screen and MicroGrid . . . . . \$18.50 + 65¢

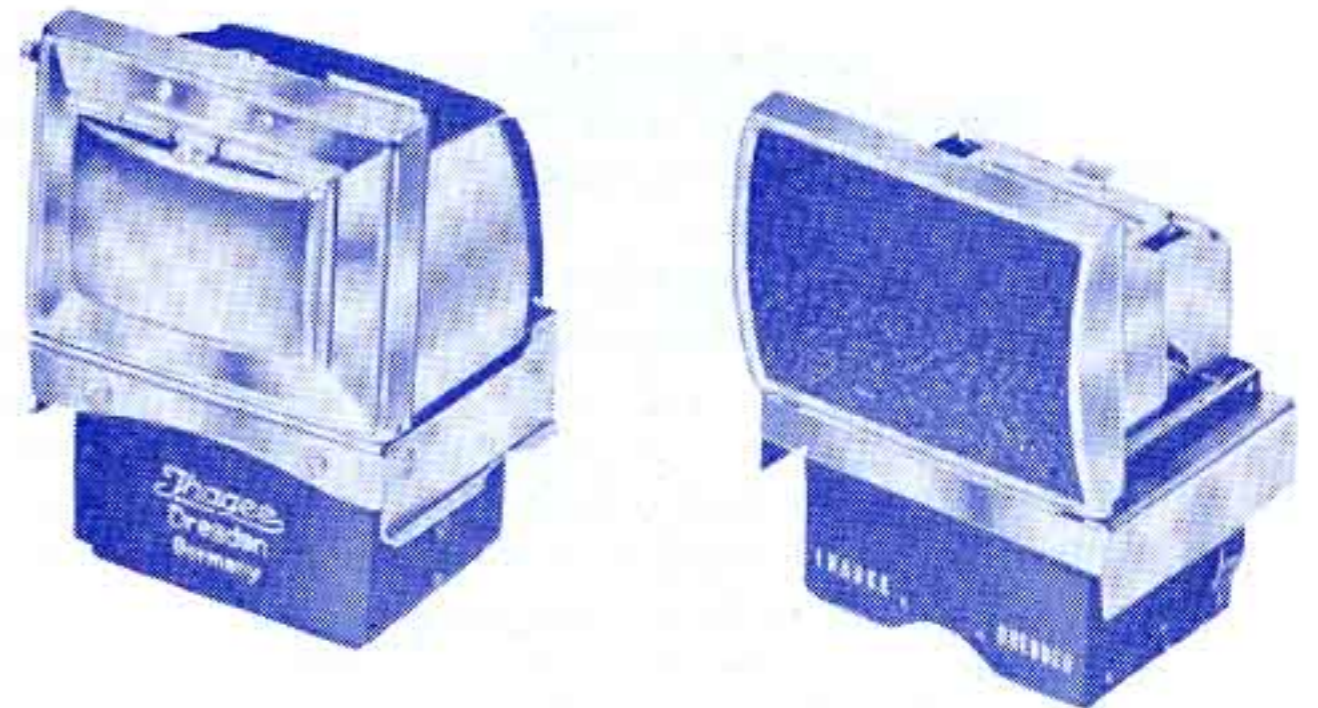
#### Focusing Screen Inserts:

Finegrain Groundglass . . . . . 3.95 + 35¢  
Fresnel Screen and MicroGrid . . . . . 7.50 + 35¢  
Groundglass and MicroGrid . . . . . 4.95 + 35¢  
Split Image Rangefinder Insert . . . . . 6.95 + 36¢

#### Scientific Screen Inserts:

Groundglass, Clear Spot . . . . . 14.95 + 35¢  
Groundglass, Crosshairs . . . . . 14.95 + 35¢  
Groundglass, Overall Squares . . . . . 19.50 + 35¢  
Clear Glass, Crosshairs . . . . . 19.95 + 35¢  
Groundglass, Clear Spot, Crosshairs . . . . . 19.95 + 35¢

### Original Ihagee Hooded Finders



If you are not using the Hooded Finder, you are wasting half the possibilities of your Exakta. Indispensable for low-angle shots, copying, close-up work, right angle (secret) photography, etc. The Hooded Finders have Fold-Away Magnifiers for critical focusing.

Hooded Finder, Model C, with Captive Groundglass . . \$8.95 + 65¢  
Hooded Finder, Model N, (Takes Interchangeable  
Glasses) supplied without insert . . . . . \$11.95 + 35¢

(Model N takes the same Inserts as the PentaPrism)

#### Special Combination:

Model N Hooded Finder with Fresnel and MicroGrid . \$15.95 + 35¢

Case, takes Hooded Finder or Prism \$2.95 + 35¢

Reprinted from Previous Issue

## Price Increase on German Equipment Averages 30%.

It was too good to last.

In an effort to increase Exports, the German Government established a rather unrealistic exchange rate which favored the American Dollar. You have seen prices of German Equipment drop to an unbelievable level. Cameras which sold for nearly \$300.00 just a few years ago, could be bought for little over \$100.00.

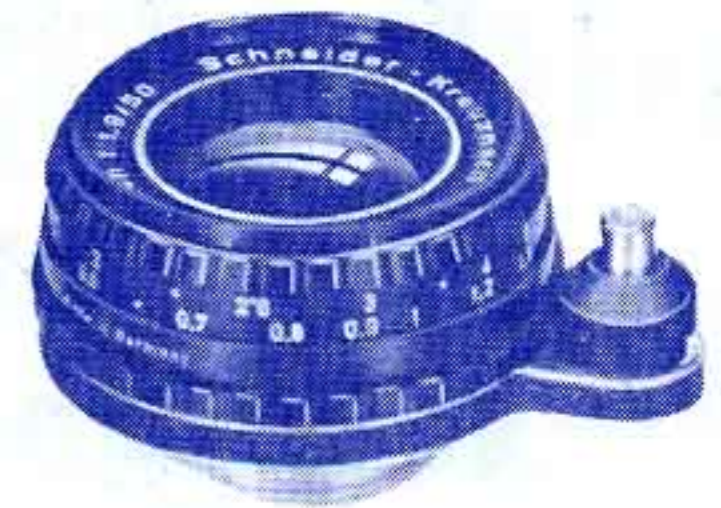
This export boost caused a run-away economy in Germany, known as "The New Prosperity." Isn't that just what Germany wanted? Sure, but with the high-gear economy came the unavoidable danger of inflation. Germany well remembers her devastating inflation of the early twenties. The value of the German currency was eroded to one-billionth of its original value: the buying power of One Billion German Marks was then equal to one single original Mark!

To avoid a run-away inflation, the German Government is now reversing its money policy. While we used to get more and more German Marks for our Dollars, we now have to pay more and more Dollars for the German Mark.

The original increase is 8½%. By itself, this would not be too bad. But "The New Prosperity" caused wages to go up at least 25% and German Export prices have risen about 25% at the factory level. Add to this the new 8½% higher price of the German currency and you have a substantial increase.

So much for the bad news. But there is good news, too: We still have stocks of German Equipment, bought at pre-increase prices. This equipment is available to you at the old prices. Other equipment is being increased gradually to average costs of pre-increase and post-increase shipments. Unavoidably, there are also items which have to be sold at the new increased prices right now.

Read this issue of the Exakta News carefully. Take advantage of the old prices wherever you can. Sooner or later our current stocks will run out. Please send your orders as soon as possible. It's money in your pocket.



## 50mm F1.9 Fully Automatic Schneider Xenon

Yes, it says XENON, the real McCoy!

The general price increase has finally caught up with the Xenon. But even at the new price, the Xenon represents a true bargain. This superbly corrected top-of-the-line Exakta Lens is just about the sharpest 50mm lens anywhere, at any price. The supply is limited, or to put it more bluntly and truthfully: We have only a few of these hard-to-get Schneider lenses. We sell them on a first-come, first-served basis for \$89.50 + 1.25 Shipping Charges. Brand new and latest model, of course.

Reprinted from Previous Issue

## Micro-Grid vs. Split Image

Hardly a day goes by that does not bring several letters from customers telling me that they are confused about the various focusing screens. The question most often asked is: Mr. Seymour, why do you recommend the Micro-Grid, and why do you prefer it to the split-image gadget?

Let me begin by explaining the two methods of focusing. The old fashioned split image rangefinder has two small wedges in the center of the screen. The eye, looking for the sharp image, will find the image either above or below the focal plane. In either case, the wedges will displace the image. As you focus the lens, the image will eventually move into the correct plane and there will be no more displacement. The "broken" line becomes continuous. Theoretically, this works fine. But unless you relax your eye completely, you will psychologically move the image into the plane where the image becomes "unbroken." You think you are in focus but you are not. You have to learn to use the split image or you will not get it to work. Even though the image "moves," the split-image has no moving parts and the "moving" is done by the nerves controlling your own vision.

Now don't get me wrong. Thousands of Exakta users swear by the old split-image gadget and we still sell a large number of these screens. If you know how to use it, we have it in stock and we won't fight you if you order one.

The "Micro-Grid" is a new optical development. Its main advantage: sharp focus is achieved regardless of the user's eyesight. The Micro-Grid superimposes a grid pattern over the image when the lens is out of focus. Once in focus, the grid disappears and the image appears crystal clear. Unlike the split-image, the Micro-Grid does not black out. With the Micro-Grid there is no guesswork: you are either in focus, or out. The Micro-Grid is now available in a combination screen: A light-gathering Fresnel Screen produces a brightly illuminated viewing image (bright from corner to corner). The Micro-Grid is in the very center and around it is a ring of ultra-fine groundglass for a quick visual check of the focus (for the doubting Thomases who don't trust any rangefinder and must be re-assured by a back-up device).

Yes, you still have your choice but I do recommend the Micro-Grid. It is easier to use than the old split-image glass and it is more accurate. I personally also find it faster to use, but I won't argue this point.

Anyway, whatever your preference, here's what you can order:

Split Image Insert . . . . . \$6.50 + 35¢

Combination Fresnel Viewing Screen with Micro-Grid and Finegrain Matte-Glass Ring

Original Ihagee Exakta Produce . . . . . \$7.50 + 35¢

Independent Make (also very good) . \$5.95 + 35¢

# New Exakta Model Follows Users' Tips.

(Reprinted from May Issue)

Almost from the day of the introduction of the first 35mm Exakta (the celebrated "Kine Exakta") with its professional range of shutter speeds, users and prospects have deluged the factory with requests for an Exakta with a more limited range of speeds at a lower price.

In a misguided drive for economy, the factory produced a range of cameras known as "Exas." These cameras were not the answer because they disregarded the needs (and wishes) of the users. Moreover, they were poorly designed, from the first Exa I, via the Exa II, all the way to the so-called Exakta

500 which was nothing but an Exa II with a name to which it had no right.

Well, Ihagee, we forgive you, because you have doubly redeemed yourself. You have, mercifully, taken all Exas and Exakta 500's off the market and you have finally come out with a new model based on the wishes of the people who know best what is wanted: the users of the Exakta.

The new model is known as the Exakta VX-500. The Exakta VX-500 is a full size Exakta, a real Exakta. It can use all Exakta

Lenses. It can take all Exakta Finders, from the plain waistlevel finder to the most sophisticated BTL Prism. It has the instant-return mirror. In fact, it is virtually identical to the Exakta VX-1000 except for the shutter speeds which range from 1/30 sec. to 1/500 sec.

Now, for the first time, you can start your Exakta System with an inexpensive (VERY inexpensive!) camera body, build your system around it, and trade it for the more complex model whenever you are ready. Now, for the first time, you can buy a second inexpensive camera (just the body, or a complete camera) and still retain complete interchangeability of all your accessories.

The new Exakta VX-500 is a full-fledged Exakta, not a scaled-down, cheap "Exa" or "Exakta 500."

Vive la difference!

## Exakta Eveready Cases

A case for every taste. A case for every pocketbook. A case for every model camera, for every combination of body, finder, and lens. As Exakta Specialists, Seymour's-Exakta brings you the greatest choice of camera carrying cases. We have more than a thousand cases in stock. Dress up your camera! Protect your camera! Buy a new case for it!

- #66 Standard Exakta Case, non-detachable front \$7.85 + 95¢
- #69 Deluxe Exakta Case, detachable front \$9.85 + 95¢
- #77 Deluxe Exakta Case, metal trim,  
detachable front \$14.50 + 95¢
- #83 Deluxe Exakta Case, Metal Trim, detachable front  
Extra High Top (takes Exakta with BTL Meter) \$17.85 + 95¢

Please order by Number and Description.

## SWAP!

Trade up to the very latest  
EXAKTA VX-1000TL

Prices are for the exchange of bodies without lenses and finders:

- Exakta VX-1000 and \$49.50
- Exakta VXIIB and \$54.50
- Exakta VXIIa, VX, or V and \$59.50
- Shipping Charges \$1.95 per camera.

Send your camera by insured parcel post.

Enclose your order and remittance.

## How long is long?

Professional photographers know it but most amateurs are totally unaware that a lens of moderately long focal length gives the most pleasing results for "people" shots. In fact, no professional would give up his medium length "telephoto" lens for all the rice in China. Strangely, most amateurs have not yet discovered this type of lens. Mention "Telephoto" and they'll immediately think of a 135mm lens. A 135mm lens is fine and it's probably the most logical choice for the first telephoto lens you buy. But think about it: could it be that for many shots a 135mm lens is too long? Did it ever occur to you that a 135mm lens, in one fell swoop, jumps from the full area your 50mm lens gives you to an area less than one-seventh in size? Sounds incredible, right? If you don't believe it, square the focal lengths and divide. See? I told you!

Obviously, this is too big a jump. You need something to bridge the gap. Something that gives you one third, or perhaps one quarter the area. Using your newly learned formula, you quickly figure out that a 90mm lens gives you about a third, while a 100mm lens gives you exactly one quarter the area. You need this "in-between" focal lengths for all shots for which the 50mm lens is too short and the 135mm too long. Perhaps you don't quite see it by just reading about it; but once you have used your "medium" lens, you'll use it for more shots than either your normal lens or your 135mm lens. Once you have used it, you wonder why nobody ever told you about it. Why? Because most people don't even know that such lenses exist!

It is true that there aren't too many lenses in this focal range (which runs from 85mm to 105mm); but some of the very best lenses are in this category. The reason may be that the market for these lenses is made up of a very high percentage of professionals.



## Hugo Meyer (Meyer Optik) Gorlitz 35mm F4.5 preset Primagon.

Full 65 degree coverage — sharp from corner to corner — brilliant color rendition — flat, distortionless image — smooth-acting preset diaphragm stops down to F22. Weighs only 6 oz. and is only 1 3/4 inches long — focuses to less than 1 1/2 ft. An excellent wide angle lens!

Don't miss this wonderful buy at

**19<sup>95</sup>** Case \$3.95  
plus 85¢ shipping

## New Bayonet Mount

If your camera has the old single bayonet mount, you can now obtain the new original double bayonet mount (as supplied on the Exakta VXIIa). Remove the old one by loosening four screws and attach the new one. Takes a minute. \$7.50 postpaid.

## 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¢



**+10**

## Auxiliary Close-Up Lens

for ultra close-up work  
 No exposure increase!  
 Series VII **4<sup>95</sup>** + 25¢

In case we haven't repeated it often enough:

**15 DAYS TRIAL  
 AND MONEY BACK  
 on every item in this folder**



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

## 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.

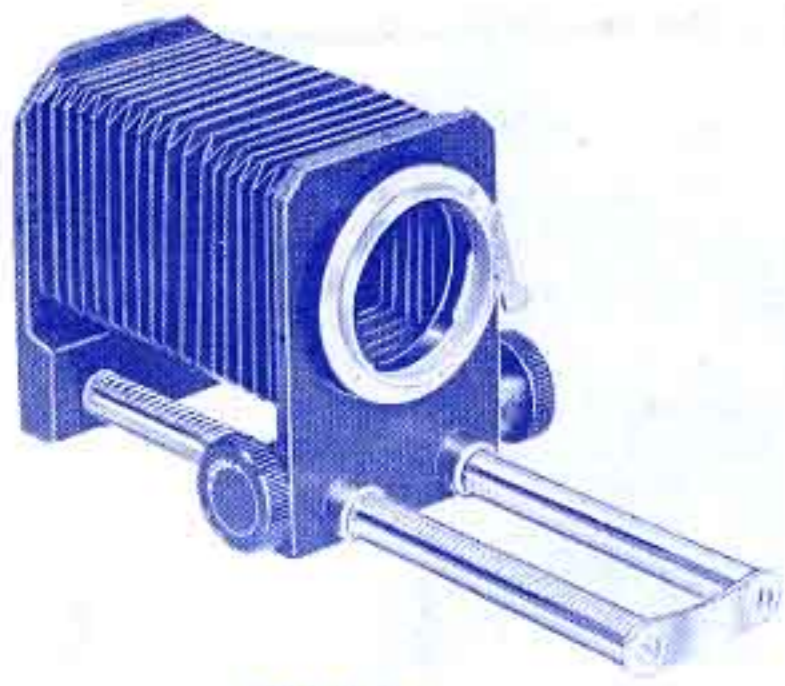
Send your camera now. We are ready to put it in first class operating condition.

## Screw-in Rotating

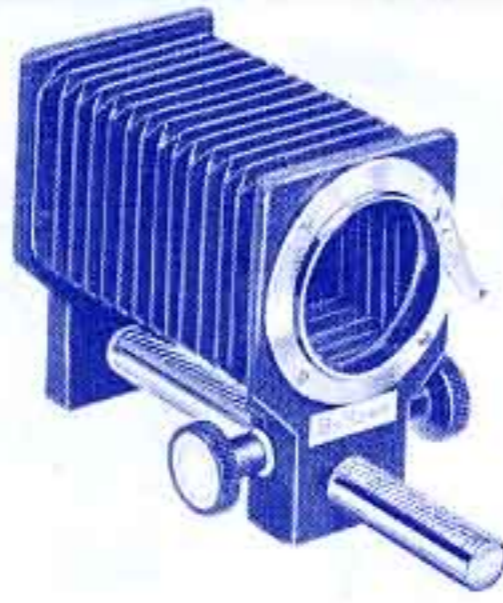
# POLARIZER

Did you know that there are very few exceptions to the rule that EVERY picture should be shot through a Polarizer? Without a Polarizer, glare obscures color. Roofs, roads, cars, leaves look whitish grey in direct sunlight because they reflect the bright sunlight as glare. A Polarizer cuts through the glare and brings out the true colors which are normally hidden under the glare. Flowers look more natural. Leaves look green. A Polarizer also kills the glare that makes it difficult to photograph through glass (car or train windows, showcases, museum display cases, framed-under-glass pictures). The Polarizer will make the glass "disappear". And, most important, a Polarizer makes the sky take on a deeper blue and clouds show up fleecy white.

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



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.



135mm F4.5 preset Travenon \$19.95 + 95¢

Our Top-of-the-Line Twin Rod Bellows Unit with extra long Seven-Inch Extension (Model TW-7)

plus the 135mm F4.5 4.5 preset Short Barrel Lens

Save

an additional \$5.15

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

### New Bayonet Mount

If your camera has the old single bayonet mount, you can now obtain the new original double bayonet mount (as supplied on the Exakta VXIIa). Remove the old one by loosening four screws and attach the new one. Takes a minute. \$7.50 postpaid.

## Dupliscopes Slide Duplicator

There are two types of camera buffs.

Type A enjoys complicated Rube Goldberg style setups, the more complicated, the better. He proudly tells you how he hooked up tubes, bellows, a discarded piece of stovepipe, the left lens from Uncle Paul's eyeglasses, two hundred and seventy dollars' worth of assorted custom-machined couplers and adapters and . . . oh, he almost forgot to tell you what he was going to do with the rig: he was going to duplicate some slides. Well, he didn't have all the bugs out of the setup, but once it was ready . . .

And there is Type B who enjoys getting results by just pushing a button. If he wants to duplicate slides, he just wants to put a gadget on his camera, drop a slide into the gadget, push the shutter button and come up with a perfect copy.

If you are Type B and have been searching for a self-contained "thing" that makes perfect duplicates of your slides without additional accessories, search no further! You have found it:

The new DUPLISCOPE is a self contained slide duplicating "rig." Nothing else is needed, no tubes, no bellows, no auxiliary lenses, no stovepipes, not even a lens! It's all in the Dupliscopes, including a special flat-field copying lens. You bayonet the Dupliscopes directly into your Exakta, drop a slide into the Dupliscopes and shoot. Slides can be unmounted, mounted in cardboard or glass, or they can be in the form of film strips. You can use any light source, even daylight. The result: a perfect exact copy every time. No reduction, no enlargement: Exact same size. Want to make negatives from slides? Want to make black-and-white slides from negatives? No problem!

The DUPLISCOPE is Seymour-priced at only \$27.50 + 95¢ Shipping Charges. Remember: it is entirely self-contained. Nothing else is needed. Not even a lens!

## Steinheil Macro-S Lenses

Time has finally caught up with the price of the famous Steinheil Macro-S Lenses. We held the price as long as humanly possible. But the German currency re-valuation, the creeping increase in production costs and the new German wage scales have taken their toll. The new price will be \$210.00 per lens. However, since the factory now needs eighteen months delivery time, we cannot, at this time, accept orders for the Macro-S lenses with the exception of the 135mm Macro-S Tele Quinar.

We still have a small supply of the 135mm F2.8 Steinheil Macro-S Tele-Quinar Lenses which we can sell at the old price of \$159.50 + 1.25 Shipping Charges, as long as our supply holds out



## 135mm F2.8 Automatic Steinheil Macro-S Tele-Quinar

Last time at this price

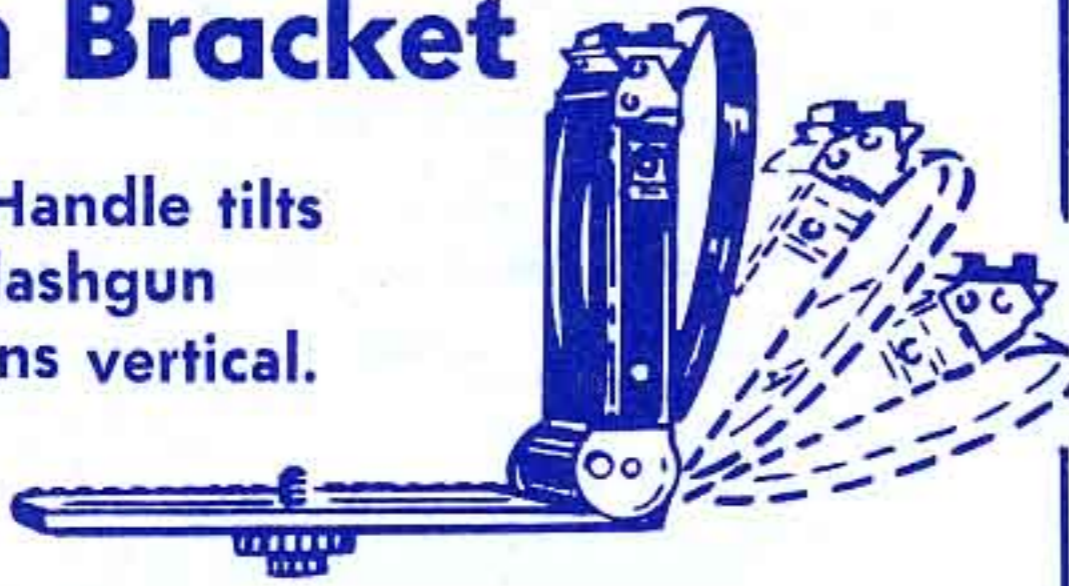
**\$159.50**

Shipping Charges . . . . . \$1.25

Original Steinheil Screw-in Shade . . . . . \$3.95  
DeLuxe Leather Case . . . . . \$4.95  
Series VII 54mm Filter Adapter . . . . . \$4.95  
Series VII Drop-in Filters, each . . . . . \$3.95  
Rotating Polarizer, Custom, 54mm . . . . . \$9.50

## New Grip-O-Matic Flash Bracket

Grip Handle tilts but Flashgun remains vertical.



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 pushbutton 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 **675** + 45¢

# Extra-value

## 135mm F2.8 Automatic Rokunar

### Sharp as a Rokunar

You have heard this slogan many times. Rokunar Lenses are standard equipment of our leading professional photographers. We bring you the genuine 135mm F2.8 AUTOMATIC ROKUNAR TELEPHOTO LENS

*Only* **59<sup>50</sup>**  
plus \$4.95 for the Case. Shipping \$1.25.



## New! Cube Gun!

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

**395** 15 V Battery 90¢  
65¢ Shipping Stock No. 21749  
Cube not incl.

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

Special Seymour Price

**29<sup>95</sup>**  
+ 1.65 Shipping

## SLIDE PUNCH

PREVENTS UPSIDE-DOWN OR REVERSED SLIDES



Notch your slides and banish embarrassment forever! You CAN-NOT insert slides the wrong way! A precision all metal instrument. Makes a wonderful gift, too.

Seymour-priced at only **295** + 35¢ Shipping

**15 Days Money Back on ANY item in this folder**



## Want a "Status" Pro Bag?

We don't go for status equipment just for the sake of status. But if a status item offers so much more in real usable value, and if it gives much more than mere status, AND if it is still reasonably priced for its quality, we're all for it.

You will find this new addition to our line of Gadget Bags not only the best-made and best-looking, but also the most useful of all equipment cases.

What's a Pro Bag? A Pro Bag is a gadget bag, made of solid thick leather with two straps which come together at the top to form a carrying handle. In addition, it has a heavy duty shoulder strap. You sling it over your shoulder or you carry it like a suitcase. That's a Pro Bag.

But this description goes for any pro bag. What makes our "Status" Pro Bag so much better? Well, for one thing, it is entirely handcrafted by American Craftsmen whose saddlemaking skill was handed down from father to son. The top grain leather is hand waxed to a beautiful, easy-to-care-for finish. The interior is lined with rich golden plushy lint-free velvet. The extra-wide-flare shoulder strap has a built-on non-slip shoulder pad. The brass hardware is lacquer coated to resist wear and maintain its beauty. Two buckled tripod loops securely hold your tripod. The key-lock keeps out inquisitive eyes (and hands!). Our "Status" Pro Bag has a unique snap-open top compartment. You can conveniently open this outside-access compartment without removing the bag from your shoulder.

The size of our "Status" Pro Bag is more than adequate for the Exakta Owner who has quite a bit of gear. Yet it is not unreasonably bulky. The Dimensions are 11" x 6-3/4" x 9-1/2".

The Manufacturer's Retail Price is \$53.00. Compared with what we've seen on the market, this is a very low price for this type of saddlemaker's craftsmanship. Seymour's wouldn't be Seymour's if we would ask you to pay the retail price. You may order the finest Equipment Case you've ever seen, the "Status" Pro Bag, from us for an unbelievably low \$39.95 + 2.35 Shipping Charges. Status, Quality, Beauty, AND Usefulness. At that price you might as well treat yourself to the very best. Live a little!



## Low Cost Life Insurance for your Lenses

If you love your lenses, protect them from all hazards and prolong their useful life. Our new Lens Pouches are soft as a glove, lined with luxurious plushy velvet, and have drawstrings for quick and easy opening and closing. Less bulk than ordinary lens cases. More "cuddle" for your fine lenses. Also recommended for delicate accessories. Three sizes: Small \$2.85 + 25¢, Medium \$3.85 + 25¢, Large \$3.85 + 25¢.

## SAFARI Foam Fitted Attache Case



If you are a Seymour Customer of long standing, you know that it isn't idle talk when we say that we will drop an item from our list, if something better becomes available. Best Sellers on our list are no exception.

For many, many years our Foam Fitted Attache Case has been one of our most successful items. Now, thousands of cases later, the original case must succumb to progress! A new type of injection moulding produces a moulded luggage shell which is virtually impervious to impact damage. To distinguish the new from the old, the new Foam Fitted Attache Case carries the name SAFARI.

Imagine the hazards a case of this sort will have to stand up to on a safari. This new Attache Case overcomes them all. Heat cannot damage the material. While we have never tested the case with a herd of trumpeting elephants stampeding over it, we have a hunch that it would even withstand this kind of impact. Normal hard use (including the tender loving care the airlines give your luggage when it's out of your sight) will neither dent nor break it. Humidity, even rain, cannot damage the contents: the top fits into the bottom by a male profiled rim that engages a female profiled rim to protect the contents from any kind of moisture.

Just like the old model, the new SAFARI Foam Fitted Case cushions your equipment and protects it from jolts. The foam cushions come uncut and you custom fit the case for your equipment: you trace your equipment on paper, cut the foam cushions right through the paper. The whole thing takes only a few minutes.

Now for the best news: you buy the new SAFARI Case at exactly the same price as the old model. And if you consider that it's still the same price as in 1964, you see what a great buy this is:

**SAFARI Foam Fitted Attache Case, Seymour-priced at only \$19.65 + 1.65 Shipping Charges.**

## Close-Out

We still have a supply of the previous model Foam Fitted Attache Case. Progress in new and better materials has overtaken this faithful servant which has served thousands of customers over the years. While they last, and on a first-come, first-served basis, you may order as many of these cases as you want, at a 40% reduction from our regular price. The close-out price is \$11.79 + 95¢ Shipping Charges.



## 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  $\frac{3}{4}$ " 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

**\$945**  
+95¢  
Shipp'g

## COLOR SERVICES

May I take this opportunity to thank all you nice people who have been kind enough to write us such nice letters about the quality of our Color Work.

We cannot compete with machine-made, mass-produced "photo finishing" and, frankly, we do not want to. If a photograph is good enough to be enlarged, only the very best individual hand made work will do it justice. Customers for whom we make color prints tell us again and again that they cannot get such brilliant color work elsewhere at prices that come even close to ours.

Let us bring out the true beauty that is hidden in your pictures!

### 16" x 20" Competition Type Color Enlargements:

First Print \$29.50  
Additional Enlargements from same original \$19.50 each  
Mounting on Heavy Board \$2.00 per print  
Dust Spotting, color matched, by hand, \$2.00 per print  
Matte Finish (prints must be mounted) \$1.00 each  
Shipping, one to 6 prints \$1.95. Seven or more, free.

### 11" x 14" Home Display Color Enlargements:

First Print \$12.50  
Additional Enlargements from same original \$8.50 each  
Mounting \$1.50 each. Spotting \$1.00 each  
Shipping, one to 11 prints \$1.50. 12 or more, free.

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

First Print \$6.85 (Minimum Color Order \$10.00)  
Additional Enlargements from same original \$4.95 each  
Mounting \$1.00 each. Spotting \$1.00 each.  
Matte Finish (prints must be mounted) 75¢ each.  
Shipping, one to 11 prints \$1.00. 12 or more, free

## Free Estimates on Exakta Repairs

Occasionally we receive a letter asking us for an estimate of repair charges. Obviously, we must see the camera first, open it up and determine what is needed in terms of parts and labor. There is no charge for this service (other than return shipping charges) and the decision is entirely yours whether you want us to go ahead with the repair or not.

Repair work is mostly labor and you are charged on a time basis. Our technicians don't have to fumble and waste time. They service Exaktas all day long - and nothing but Exaktas. They don't waste their time and your money! They are experts in their field. They do the work fast, they do it right, and they save you money.

We maintain a parts inventory of more than three thousand parts, including scarce parts and factory assembled sub-assemblies. We have special tools (without which you cannot service Exaktas) and we have instruments and test equipment (without which you cannot check shutter speeds, synchronization, alignment of the optical axis, or focus coordination!)

Our Service prices are the lowest at which satisfaction can be guaranteed.

For a free Service Estimate, do this: Pack your camera in a corrugated box, well protected by crumpled newspaper all around the camera. Attach a tag to the camera itself, giving your full name and address and describing briefly but clearly what ails the camera. Mark the tag: "Estimate Only." Mail the package by insured parcel post to: Seymour's-Exakta, Service Department, 350 West 31 Street, New York, N. Y. 10001.

We'll do the rest.

## Budget Conscious?

### Consider a Seymour-Rebuilt Exakta!

Fine Otto-pampered specimens, all rebuilt to Otto Standards. Every Seymour-Rebuilt Exakta carries an unconditional guarantee. No "fine print": One Year Guarantee on Labor and Parts. Period. Same Guarantee as new cameras. Period.

#### Seymour-Rebuilt Exakta VXIIa:-

Body, less lens and finder \$39.95 + 1.95 Shipping Charges.

Complete Camera: with Prism, MicroGrid

with fully automatic Meyer Optik F2.8 \$58.50 + 1.95

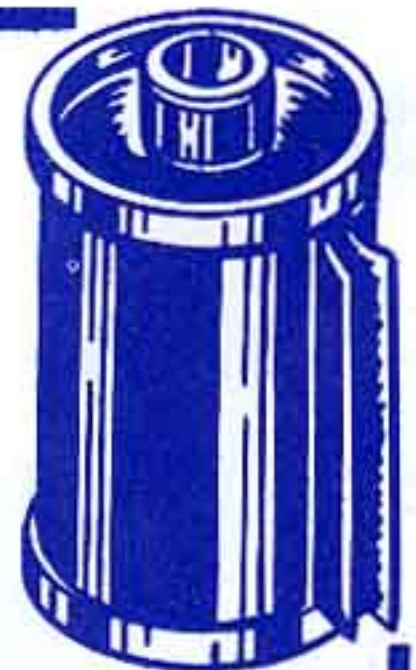
with fully automatic Jena Tessar F2.8 \$64.50 + 1.95

with fully automatic Jena Pancolar F/2 \$77.50 + 1.95

Slightly used Case \$5.95. Brand new Case \$7.85

## Reloadable Cassettes

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





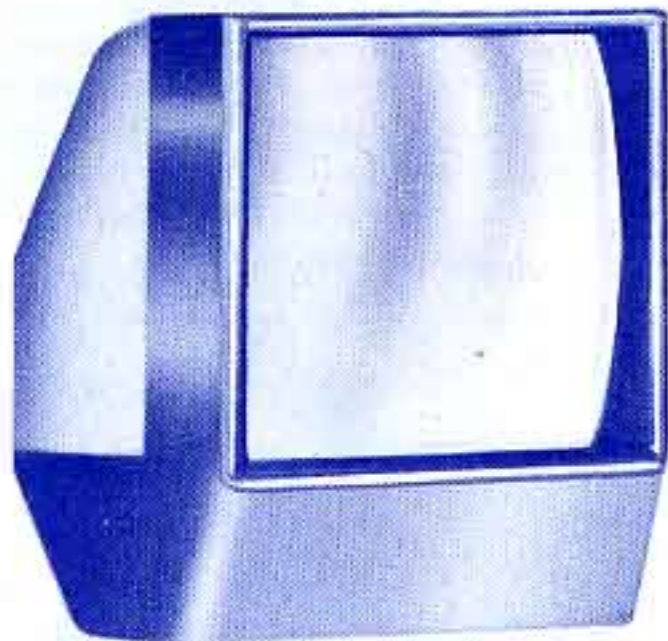
## Seymour's Inst-A-Dapters

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¢



## 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¢ Shipping.

Set of Batteries free with each Betta-Vue.

Buy several for small gifts:  
 Three for \$7.85 + 45¢. Six for \$13.75 + 65¢.

## "Toshiba"

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

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

The world's film manufacturers will run out of film speeds before the PE-1 will ASA 6 to ASA 6400! Your camera will run out of F stops before the PE-1 will F/1 to F/32! And try to match its range of speeds: 8 minutes (not seconds) to 1/8000 sec! Really easy to use: "One Touch" Operation! And you hardly know you are carrying it: just 3 1/2 ounces! And most important regardless of price, the Toshiba PE-1 is the most accurate meter in our stock. Why do we tell you all about this meter which sells for less than \$20 when we have been doing quite well, thank you, selling other meters for over \$50.00? Sure, we like to sell high-priced equipment with a healthy mark-up. But — when we like a piece of equipment, we say so. True, we cannot make \$20 on the Toshiba PE-1 because we sell it for \$16.95. But it's such a fine meter that it would not be fair to our customers to hide it. We know it's good. It is your best investment in picture quality. Buy it!

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



Toshiba PE-1  
 Seymour Special **16<sup>95</sup>** + 95¢ Post  
 Battery & Case included

### Ultra Sensitive CdS Meter Toshiba PE-1

#### "One Touch" Operation

ASA 6—6400  
 F/1 to F/32  
 8 minutes to 1/8000 sec.!  
 Weighs only 3 1/2 oz.

Truly ACCURATE!



### Slide Duplicator

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

Series VII Slide Duplicator  
 Stock No. 21705

**12<sup>50</sup>** + 75¢ 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.

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

Plus 85¢ Postage.



**+10**

### Auxiliary Close-Up Lens

for ultra close-up work  
 No exposure increase!  
 Series VII **4<sup>95</sup>** + 25¢

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



### 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



**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! PCTwin 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¢**

**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¢**



**Exakta Extension Tubes**

Set consists of 5 parts: Male Exakta Bayonet, Female Exakta Bayonet, one tube each of 30mm, 15mm, and 5mm length.

**Original Ihagee, Set \$11.95 + 35¢**  
**Budget Set \$7.65 + 35¢**



**Two-in-One Extender**

5mm total extension. Bridges gap between focusing range of lens with and without tubes. Has both the male and the female Exakta Bayonet machined INTO EACH OTHER. Very ingenious and effective.

**Two-in-One Adapter \$8.95 + 25¢**



**Pneumatic Air Cable**

Twenty feet remote control Air Release. Neoprene Tubing is impervious to heat, humidity. Comes rolled up on roller. Has hand bulb, air cylinder which activates the tripper.

**Pneumatic Cable \$5.95 + 25¢**

**Short Air Cable**

Serves best to eliminate camera shake because the air tubing does not transmit vibrations. 40 inches long. No roller but otherwise similar to 20-foot model.

**40-Inch Air Cable \$4.95 + 25¢**



**Blower Brush**

Hand Bulb, metal sheathed extending camelshair brush which retracts into body of bulb. Hinged dust cover to protect hair from dust. Gentle air stream loosens dust particles. Bristles brush them away. An absolute Must for delicate glass surfaces.

**Blow Brush \$1.95 + 25¢**

**"Shortie" Cable Release**

Six inches long. Cloth Covered.

**Six-Inch Cable, Pak of four \$1.95 + 15¢**

**Vinyl Cable Release**

Twenty inches long, professional type, has butterfly handgrip, locking device.

**Vinyl Cable \$2.95 + 25¢**



### Rubber Sunshades

A new design which permits folding the sunshade back over the lens when not in use. Finest quality and fully as effective as the metal shades. Comes in Ser. VII and in mm sizes. State sizes needed.

Rubber Lens Shade \$4.50 + 25¢



### Betta Vue Illuminated Hand Viewer

Takes all 35mm slides, also half frame and super slides. Shaped like a miniature TV Set. Light goes on automatically when you insert the slide and goes out when you remove the slide. Battery operated, the Betta Vue goes with you wherever you want to show off your slides. Set of batteries free.

Betta Vue Slide Viewer \$2.95 + 35¢



### Metal Lens Caps, Screw-in

These come in Ser. VII or custom sizes

\$1.95 + 15¢. Three for \$4.95 + 25¢

**Body Dust Cap for Exakta Body** Bayonets into lens mount to protect the mirror and the shutter when you carry the body without lens.

\$1.95 + 15¢. Three for \$4.95 + 25¢

**Rear Lens Cap, Bayonet Fitting.** Dustproof. \$1.95 + 15¢. Three for \$4.95 + 25¢



### Exakta Accessory Shoe

fits on top of prism (not for BTL)

Original Ihagee \$3.95 + 25¢

Independent Make \$1.95 + 15¢



### Eyecup for Prism

swivels for horizontal or vertical shots. Has Retaining Ring for Prescription Lens.

Original Ihagee \$5.50 + 25¢



### Giant Release Knob

Also called Giant Release Button. Allows fumble-free soft release of the shutter. A great help for rock-steady handheld pictures.

Giant Button \$1.95 + 15¢



### Exakta Rewind Handle

for Models VX and VXIIa. Keeps Rewind Clutch Depressed. Makes rewinding very easy. Not needed on models with built-in rewind handle (VXIIB and later).

Rewind Handle \$2.85 + 15¢



### Chrome Neckchain

Beautiful Chrome snakechain. Locking lugs. Round: does not cut into your neck.

Chrome Neckchain \$3.25 + 15¢

### Leather Neckstrap

Flat Leather. Locks.

Leather Neckstrap \$1.95 + 15¢

### Braided Leather Neckstrap

Beautiful braided leather. Round to protect your neck or shoulder. Extra heavy-duty locking lugs.

Braided Leather Strap \$2.95 + 15¢



Control the Speed of your Film with a

### NEUTRAL DENSITY FILTER

At times it becomes important to increase the exposure WITHOUT stopping down the lens. The Neutral Density Filter adjusts the film speed to your needs. It does NOT change or alter the colors.

Neutral Density Filter

Series VII \$5.59 + 25¢

### 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, Ser. VII \$5.95 + 25¢

### 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 light." Equally effective for color and black-and-white. Try one!

Grid Filter Disc, Ser. VII \$5.95 + 25¢



### Filter Pouch

This beautifully designed Filter Pouch protects your delicate filters from dust and scratches. Four filters are in full view. Filter Pouch has smooth zipper, clear transparent "windows."

Zippered Filter Pouch \$1.95 + 25¢



### Plus Ten

Auxiliary Close-Up Lens for ultra close-up work. High Quality coated optical lens. No exposure increase. Series VII Drop-in mount. Requires Filter Adapter.

Ser. VII Plus Ten Lens \$4.95 + 25¢

### Combination Close-Up Set

Builds up from +1 to +6.

The Set consists of 3 high quality coated optical lenses in threaded mounts. Use them singly or in combination: they screw into each other. Unbroken Power Range from +1 to +6. Available in Series VII or in 49mm Thread Size. State preference. Leather Case included at no extra charge.

### Combination Close-Up Set

\$12.50 + 35¢



### Series VII Filter Adapters

Use with Series VII Filters, Grid Discs, Soft Focus Discs, etc. Available for lenses with front diameter of 46mm, 49mm, 52mm, 54mm, 55mm, 58mm.

Ser. VII Filter Adapter \$4.50 + 25¢

### 49mm Series Six Adapter

Do you want to use inexpensive Ser. VI filters and accessories on your lenses with 49mm diameter? This special "step-down" adapter makes it possible.

Ser. VI/49mm Adapter \$3.95 + 25¢



### Sunshades

Series VII, fits adapter \$4.95 + 25¢  
49mm, fits lens, \$4.95 + 25¢



### Reloadable Cassettes

Load your own film cassettes at a fraction of the cost of factory loaded cartridges. Use the cartridges over and over. Top unscrews for easy assembly. Made in West Germany.

Cassettes, Pak of Ten \$3.50 + 25¢  
25 for \$6.95 + 35¢  
100 for \$24.50 + 45¢

### Miniature Tool Kit

Make simple emergency repairs or adjustment on location. Consists of tiny hammer, small screwdriver, small Phillips screwdriver, piercer or punch, and a small auger to start screws in wood. All tools fit a small handle which locks them securely in a tiny precision chuck.

Miniature Tool Set \$1.95 + 35¢



### Eyelevel Finder

Original Ihagee PentaPrism without Focusing Insert \$14.50 + 65¢  
with Fresnel/MicroGrid \$18.50 + 65¢

### Waistlevel Finder

Original Ihagee Hooded Reflex Finder with Magnifier for critical focusing without Focusing Insert \$11.95 + 65¢  
with Fresnel/MicroGrid \$16.50 + 65¢

### Focusing Insert

Combination Fresnel ViewingScreen with MicroGrid Rangefinder and finegrain Groundglass Ring, Original Ihagee \$7.50 + 35¢  
Independent Make, \$5.95 + 35¢  
Groundglass with MicroGrid \$4.95 + 35¢



### Bouncelight Swivel Joint

Converts any flash or strobe into a bounce gun. Also very useful for aiming the flash. Omni-directional. Chrome-on-brass construction.

Bounce Swivel \$3.95 + 25¢



### Reverse Adapters

Indispensable for ultra close-up work with normal lenses. These come in Series VII with Exakta Bayonet or in 49mm with Exakta Bayonet. State preference.

Reverse Adapter \$3.95 + 25¢



### Twin Flash Bracket

Mounts and fires two flashguns or strobes. Internally wired. Plugs into flash outlet of camera and the two guns plug into the outlets of the bracket. Two flash or strobe guns soften the light, eliminate harsh shadows, flatter the subject and, best of all, double the light.

Twin Flash Bracket \$4.95 + 45¢

### Micro-Print

Do you do your own enlarging? Here is an instrument which makes it impossible to get out-of-focus enlargements. It works like a microscope: You place it on the easel of your enlarger, turn on the enlarger and actually focus on the microscopically small grain of the film emulsion. Focus is not affected by the sharpness of the negative.

MicroPrint \$4.95 + 95¢

**SEYMOUR'S**  
The Exakta Specialists

# SEYMOUR'S - EXAKTA

The World's Only *Exclusive Exakta Dealer*

350 W 31 St., New York, N. Y. 10001

Exakta Specialists for over 20 Years

## Net Price List

### EXAKTA CAMERAS

Latest 1970 Exakta VX-1000TL, Original Ihagee PentaPrism, Combination Fresnel Viewing Screen and MicroGrid Focusing Aid, fully automatic genuine Jena 50mm F2.8 Tessar Lens, \$87.50 plus \$7.85 for the case and \$1.95 Shipping Charges.

Same, but with F2.8 fully automatic Meyer Optik Domiplan, \$79.50 plus \$7.85 for the case and \$1.95 Shipping Charges.

Same, but with F/2 fully automatic genuine Jena Pancolar \$99.50 plus \$7.85 for the case and \$1.95 Shipping Charges.

Same, but with fully automatic Schneider Xenon F1.9 \$144.50 plus \$7.85 for the Case and 1.95 Shipping Charges.

Latest 1970 Exakta VX-1000TL/BTL, with New Model Travemat Behind-the-Lens Metering Prism with Combination Fresnel Viewing Screen and MicroGrid Focusing Aid with F2.8 fully automatic Meyer Optik Domiplan \$109.50 plus \$17.85 for the special Case with Extra High Top and \$1.95 Shipping Charges.

Same, but with fully automatic F2.8 genuine Jena Tessar \$117.50 plus \$17.85 for the case and \$1.95 Shipping Charges.

Same, but with fully automatic F/2 genuine Jena Pancolar \$129.50 plus \$17.85 for the case and \$1.95 Shipping Charges.

Same, but with fully automatic Schneider Xenon F1.95 \$174.50 + 17.85 for the Case and 1.95 Shipping Charges.

Cases come factory packed with cameras. Purchase of case is mandatory.

Latest 1970 Exakta VX-500 with Model C Hooded Reflex Finder with Magnifier for critical focusing, with captive fine-grain groundglass with F2.8 fully automatic Meyer Optik Domiplan \$49.95 plus \$7.85 for the case and \$1.95 Shipping Charges.

Same, but with F2.8 fully automatic genuine Jena Tessar \$57.95 plus \$7.85 for the case and \$1.95 Shipping Charges.

Same, but with F/2 fully automatic genuine Jena Pancolar \$69.95 plus \$7.85 for the case and \$1.95 Shipping Charges.

Exakta Bodies, less lens and finder:

Latest 1970 Exakta VX-1000TL \$64.50 + 1.95 Shipping Chgs.

Latest 1970 Exakta VX-500 \$39.95 + 1.95 Shipping Chgs.

Case, optional \$7.85

Exakta Bodies, with original Ihagee PentaPrism and Combination Fresnel Viewing Screen and MicroGrid Focusing Aid:

VX-1000TL \$78.50 + 1.95 Shipping Charges

VX-500 \$54.50 + 1.95 Shipping Charges

Case, optional, \$7.85

Exakta BTL Bodies, with New Model Travemat Behind-the-Lens Metering Prism, without lens:

VX-1000TL/BTL \$108.50 + 1.95 Shipping Charges

VX-500 BTL 84.50 + 1.95 Shipping Charges

Special Case with Extra High Top \$17.85 (optional)

### STANDARD FOCAL LENGTH LENSES

50mm F2.8 fully automatic Meyer Optik Domiplan \$19.85 + 95¢

50mm F2.8 fully automatic genuine Jena Tessar \$27.50 + 95¢

50mm F/2 fully automatic genuine Jena Pancolar \$39.95 + 95¢

50mm F1.9 fully automatic Schneider Xenon . . \$89.50 + 95¢

### VIEW FINDERS

Hooded Reflex Finder, Model C

with captive finegrain groundglass . . . . . \$ 8.95 + 65¢

Hooded Reflex Finder, Model N,

without Insert . . . . . \$11.95 + 65¢

with finegrain groundglass . . . . . \$14.95 + 65¢

with Combination Fresnel Screen and MicroGrid \$16.50 + 65¢

Eyelevel PentaPrism, Original Ihagee

without Insert . . . . . \$14.50 + 65¢

with Combination Fresnel Screen and MicroGrid \$18.50 + 65¢

New Model Travemat BTL System with MicroGrid \$49.50 + 95¢

### FOCUSING SCREEN INSERTS

These Screens fit the PentaPrism, the new Model Travemat, the Examat, and the Model N Waistlevel Finder:

Finegrain Groundglass . . . . . \$3.95 + 35¢

Combination Fresnel Screen/MicroGrid, best . . . . \$7.50 + 35¢

Groundglass with MicroGrid . . . . . \$4.95 + 35¢

Split Image Rangefinder Insert . . . . . \$6.95 + 35¢

### CAMERA CASES

Standard Case, Non-detachable front . . . . . \$ 7.85 + 95¢

Black Case, detachable front, most popular case . . 9.85 + 95¢

DeLuxe Case, detachable frt., Metal Trim 14.95 + 95¢

Black DeLuxe Case with Extra High Top, with detachable front (takes camera with BTL Meter) 17.85 + 95¢

## Shipping Charges

*Some customers write and ask whether the Shipping Charges shown in our listings are just for the Postage: "How much do I have to add for handling, packing, shipping containers, insurance, etc.?" You don't have to add anything. The amount shown under "Shipping Charges" includes everything.*

## WIDE ANGLE LENSES

35mm F4.5 preset Meyer Optik Primagon . . . . .	19.95 + 95¢
35mm F3.5 preset Terragon . . . . .	19.95 + 95¢
28mm F2.8 preset Rokunar . . . . .	39.95 + 95¢
35mm F2.8 cocking automatic Schacht Travegon . . . . .	39.95 + 95¢
35mm F2.8 fully automatic Rokunar . . . . .	59.50 + 1.25
35mm F3.5 fully automatic Steinheil Culmigon . . . . .	44.50 + 95¢
28mm F2.8 fully automatic Rokunar . . . . .	69.50 + 1.25
35mm F2.8 fully automatic Jena Macro Flektogon with self-compensating diaphragm . . . . .	89.50 + 1.25
25mm F/4 fully automatic genuine Jena Flektogon . . . . .	\$89.50 + 1.25
40mm F2.8 Macro—Kilar, reg. \$150.00, Special Sale . . . . .	\$89.50 + 1.25
40mm F2.8 Macro—Kilar, limited supply . . . . .	\$89.50 + 1.25

## TELEPHOTO LENSES from 85mm to 135mm

85mm F1.9 preset Super Coligon . . . . .	44.50 + 1.25
100mm F2.8 fully automatic Meyer Optik Trioplan . . . . .	\$44.50 + 95¢
100mm F3.5 fully automatic Steinheil Casrit . . . . .	44.50 + 1.25
105mm F2.8 fully automatic Rokunar . . . . .	59.50 + 1.25
135mm F3.5 preset Taika Doryt Telephoto Lens . . . . .	\$24.50 + 95¢
135mm F3.5 fully automatic Schneider Isco Telephoto . . . . .	\$49.50 + 95¢
135mm F2.8 preset Schneider—Isco Telephoto . . . . .	\$39.95 + 95¢
135mm F2.8 fully automatic Steinheil T/Quinar . . . . .	89.50 + 1.25
135mm F2.8 fully automatic Rokunar . . . . .	69.50 + 1.25
135mm F/4 fully automatic Jena Sonnar . . . . .	79.50 + 1.25
135mm F2.8 fully automatic Steinheil Macro-S . . . . .	159.50 + 1.25

## TELEPHOTO LENSES, 150mm and longer

150mm F5.5 preset Meyer Optik Tele-Megor . . . . .	19.95 + 95¢
180mm F2.8 fully automatic genuine Jena Sonnar . . . . .	159.50 + 2.95
200 F4.5 preset Tele-Rokunar . . . . .	49.50 + 1.25
200mm F3.9 fully automatic Rokunar . . . . .	79.50 + 1.35
300mm F5.5 fully automatic Rokunar . . . . .	89.50 + 1.65
MTO MIRROR LENS, 500mm F/8, with 4 Filters . . . . .	\$269.50 + 2.65

## ZOOM LENSES

85mm to 205mm F3.6 fully automatic Rokunar . . . . .	139.50 + 1.95
--	---------------

## MACRO and CLOSE-UP EQUIPMENT

### Exakta Bellows

Twin-Rod Models with geared Rack-and-Pinion Focus Model TW-5 with full 5-inch Extension . . . . .	17.95 + 95¢
Model TW-7, Extra Long 7" (180mm) Extension . . . . .	19.95 + 95¢
Monorail Model with geared Rack-and-Pinion Focus Model MR-5, Full 5-inch Extension . . . . .	13.95 + 95¢
Proxette Exakta Bellows, Original Ihagee Double-rod, Push-Pull, w/locking knob . . . . .	27.50 + 95¢

### Extension Tubes

5-Part Set, Male and Female Bayonet, 5mm, 15mm, and 30 mm Original Ihagee Tube Set . . . . .	11.95 + 35¢
Independent Make Tube Set . . . . .	7.65 + 35¢
Automatic Tubes (automatic lenses remain automatic) 3-part set (each part has its own male bayonets) . . . . .	12.95 + 35¢
Twin Cable Release, trips automatic lens and shutter, Budget Quality . . . . .	6.85 + 20¢
New German Precision Model . . . . .	9.70 + 25¢
Macrolite: Direct Reading Exposure Factor Screen. Use it in Prism or Model N Waistlevel Finder . . . . .	17.85 + 25¢
Travemat BTL System, New Model, Gives you the correct exposure for close-up work because it sees the exact amount of light that will reach the film. No calculation, no compensation, regardless of extension . . . . .	49.50 + 1.35

## Close-up Lenses

Set of 3, consisting of +1, +2, +3. Builds up to +4, +5, +6. High quality Optical Lenses, coated, in metal screw-in mount: Series VII (requires Filter Adapter) . . . . .	12.50 + 45¢
49mm (Screws directly into Pancolar, Tessar) . . . . .	12.50 + 45¢
Series VII Drop-in Plus-Ten Close-Up Lens for ultra close-up work (requires Filter Adapter) . . . . .	5.95 + 25¢

## Short-Barrel Lenses, for use in Bellows:

100mm F3.5 preset German Schacht Travegar . . . . .	19.95 + 95¢
135mm F4.5 preset German Schacht Travenon . . . . .	19.95 + 95¢

## Macro Lenses:

35mm F2.8 gen. Jena Macro Flektogon with self- compensating diaphragm, fully automatic . . . . .	89.50 + 1.25
135mm F2.8 fully automatic Steinheil Macro-S . . . . .	159.50 + 1.25

Special Ultra Close-Up Lens: 22mm F2.8 Macro Doryt. Fix Focus (fixed at 1½ times life size). Complete with Exakta Bayonet Mount . . . . .	12.50 + 65¢
---	-------------

## CAMERA CASES, LENS CASES, GADGET BAGS, ETC.

### Exakta Ever-Ready Cases:

Exakta Case, non-detachable front . . . . .	7.85 + 95¢
Exakta Case, detachable front . . . . .	9.85 + 95¢
Exakta Case, Metal Trim, detachable front . . . . .	14.50 + 95¢
Exakta Case, extra high top (BTL Meter) . . . . .	17.85 + 95¢
Exakta Case, extra large front (Macro Lens) . . . . .	17.85 + 95¢
Exakta Case, X Hi Top and X large front . . . . .	19.85 + 95¢

### Lens Cases:

Hard Cases for Lenses up to 135mm . . . . .	4.95 + 65¢
Cases for larger lenses, etc. . . . .	request prices

### Lens Pouches:

Small Velvet Lined Drawstring Pouch . . . . .	2.95 + 25¢
Medium Size Velvet Lined Drawstring Pouch . . . . .	3.95 + 25¢
Large Velvet Lined Drawstring Pouch . . . . .	4.95 + 25¢

### Equipment Cases, Gadget Bags, etc.:

Topgrain Cowhide Bag 12 x 10 x 6 . . . . .	29.95 + 1.65
"SAFARI" Foam Fitted Attache Case . . . . .	19.95 + 1.65
Old Model Foam Fitted Attache Case, Close-Out . . . . .	11.95 + 1.65
"STATUS" Pro Bag . . . . .	39.95 + 2.35
"STATUS" Pro Bag, Super Size . . . . .	69.50 + 2.95

### Miscellaneous:

Vinyl Accessory Bag, Close-Out, our choice . . . . .	2.00 + 35¢
Filter Pouch, for 4 Filters in easy view . . . . .	1.95 + 25¢
Case for Heliotron Perma Strobe . . . . .	3.95 + 35¢
Neckchain, chrome Snakechain . . . . .	3.25 + 25¢
Neckstrap, Leather, flat . . . . .	1.95 + 15¢
Neckstrap, Leather, braided, round . . . . .	2.95 + 15¢
Shoulder Pads, for camera case strap, Pak of 3 . . . . .	1.85 + 15¢
Shoulder Pads, Jumbo Size, each . . . . .	1.85 + 25¢

## FLASH EQUIPMENT:

Heliotron Perma Power Strobe, with case . . . . .	33.90 + 1.25
Fanfold BC Flashgun (for flash bulbs) . . . . .	6.95 + 65¢
Fanfold BC Gun with "Bounce" Feature . . . . .	8.95 + 65¢
Cube Gun with Battery (cubes not included) . . . . .	5.20 + 65¢
Steady-Trip Flash Bracket . . . . .	3.95 + 25¢
Flip-Trip Flash Bracket with Swivel . . . . .	5.95 + 35¢
Accessory Shoe, Original Ihagee . . . . .	3.95 + 15¢
Accessory Shoe, independent make . . . . .	1.95 + 15¢
Accessory Shoe for Bottom of Camera . . . . .	1.85 + 15¢
Grip-O-Matic Flash Bracket with Cable Tripper . . . . .	4.95 + 45¢
Sky-High Flash Bracket with Extension Cord . . . . .	7.90 + 55¢
Twin Flash Bracket, internally wired . . . . .	4.95 + 45¢
Hot Shoe Conversion Assembly . . . . .	2.85 + 15¢
PC Twin Outlet Converter, Pak of 2 . . . . .	1.85 + 15¢

## EXPOSURE METERS:

Travemat BTL System, New Model . . . . .	49.50 + 1.35
Toshiba CdS Exposure Meter, w/battery & Case . . . . .	16.95 + 95¢

### FILTERS, POLARIZERS, ETC.:

Filters, 49mm Screw-in Size	4.95 + 25¢
Rotating Polarizers, 49mm Screw-in Size	10.85 + 25¢
Filters, Polarizers, other sizes	request prices
Grid Filter Disc, Series VII	5.95 + 25¢
Soft Focus Disc, Ser. VII	5.95 + 25¢
Neutral Density Filter, Ser. VII	5.95 + 25¢
Plus Ten Auxiliary Close-Up Lens, Ser. VII	4.95 + 25¢
Close-Up Lens Set, 3 Lenses build up from +1 to +6	
49mm Screw-in Size, with Leather Case	11.95 + 35¢
Series VII (threaded), with Leather Case	11.95 + 35¢
Filter Pouch, takes 4 Filters in full view	1.95 + 25¢

### FILTER ADAPTERS, SHADES, ETC.:

Ser. VII Filter Adapters, 46mm to 58mm	4.50 + 25¢
Ser. VII Sunshade, to fit above adapters	4.95 + 25¢
Sunshades, Screw-in, 46mm to 55mm	4.95 + 25¢
Sunshades, Screw-in, 58mm	5.95 + 25¢
Sunshades, Screw-in, 62mm	6.95 + 35¢
Rubber Sunshades, fold back over lens, Ser. VII	4.95 + 25¢
Rubber Sunshades, Screw-in, 46mm to 55mm	4.95 + 25¢
Inst-A-Dapter, converts one mm size to another	
any combination male/female 49,52,54,55mm	2.75 + 25¢
Metal Lenscaps, Screw-in, Series VII	1.95 + 25¢
Metal Lenscaps, Screw-in, mm sizes, state size	1.95 + 25¢

**15 Days Money Back**  
**on ANY item**  
**in this folder**

## Better Filters, Better Pictures!

It doesn't make sense to spend a good deal of money on a highly corrected lens, only to destroy the correction with a poorly made filter! Seymour's-Exakta lets you buy only the most critically selected plano-parallel filters, guaranteed to match the optical performance of the most highly corrected lens.

Huge turnover permits us to buy at very advantageous quantity prices. Satisfied with a small mark-up, we bring you these top quality filters at typical Seymour Prices.

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 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

### MISCELLANEOUS EQUIPMENT:

Master Showman Projection Pointer	6.95 + 45¢
All Metal Slide Sorter	3.95 + 55¢
Micro-Print, Focusing Magnifier for Enlarger	4.95 + 95¢
Blower Brush, retractable, rubber bulb	1.95 + 20¢
Flat Camera and Lens Dust Brush, Camelshair	1.85 + 15¢
Swivel Brush, Camelshair	2.45 + 15¢
Calipers, German, measures diameter	2.85 + 15¢
Screwdriver Set, 4 different blades	1.85 + 15¢
Miniature Tool Kit	1.95 + 25¢
Pistol Grip with Cable Tripper	5.95 + 95¢
Reloadable Cassettes, Pak of 10	3.50 + 25¢
Pneumatic Shutter Release, 20 feet	5.95 + 25¢
Pneumatic Shutter Release, 40 inches	4.95 + 25¢
Twin Cable Release Assembly, Budget Model	6.85 + 25¢
Twin Cable Release, New German Precision Model	9.70 + 25¢
Leather Neckstrap, flat	1.95 + 15¢
Leather Neckstrap, braided, round	2.95 + 15¢
Chrome Neckchain, snakechain	3.25 + 15¢
Exakta Rewind Handle for VX, VXIIa	2.85 + 25¢
T Mount Adapter for T-Mount Lenses (Exakta)	4.95 + 25¢
Hot Flash Shoe, with cord	2.85 + 15¢
Cold Flash Shoe with PC Outlet	2.45 + 15¢
Dustcap for Exakta Camera Body	1.95 + 15¢
Rear Lens Cap, Bayonet for Exakta Lenses	1.95 + 15¢
Screw-in Lenscaps, Series VII or custom size	1.95 + 15¢
Permanent Mount Accessory Shoe, Pak of 3	1.85 + 15¢

**SEYMOUR'S-EXAKTA**  
 350 West 31 Street, New York, N. Y. 10001  
*Exakta Specialists for over 20 years*

## 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  
 Extension Cord — \$1.95

**\$5<sup>95</sup>**  
 +55¢  
 Shipp'g

## Buried Treasures

Many New Items and many Terrific Buys are buried in the small print of this Issue.

Don't miss a single new item! Don't miss the juiciest bargains! Read Every Word!



### 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¢

# New Double Bayonet Mount

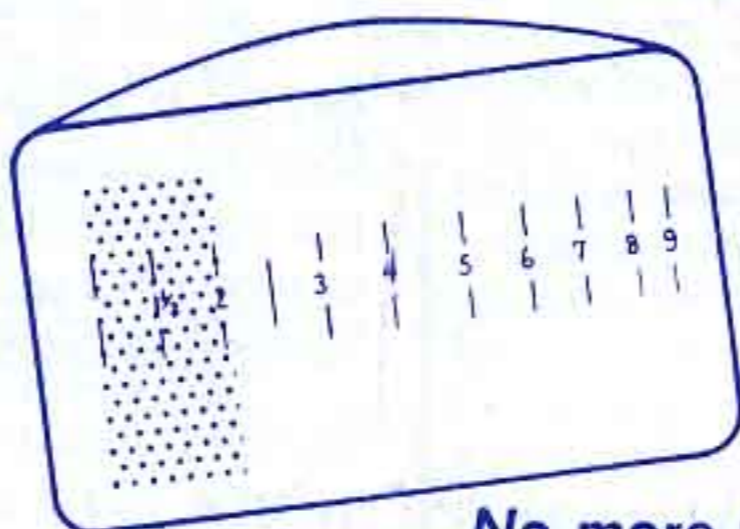
If your Exakta has the older single bayonet mount, you can now modernize your camera by obtaining the new Double Bayonet Mount (as supplied on newer Exakta Models).

Many modern lenses fit over the outer bayonet (rather than into the inner bayonet). This gives the lenses a wider opening at the camera end and eliminates vignetting (cutting of corners).

The new Bayonet Mount is easy to install: Loosening four screws removes the old bayonet from your camera. Tightening the same four screws attaches the new mount. Takes a minute.

New Double Bayonet Mount \$7.50 + 25¢ Shipping.

**Get correctly exposed close-ups — always!**



Read your Exposure Factor directly at a glance with the ingenious

## MACROLITE

Direct Reading Exposure Factor Screen

No more Charts—No more Tables—

No more Calculations . . . and No more Errors!

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

A few slightly used Macrolites, guaranteed accurate, \$8.50.

## 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¢

# Fifteen Days Money Back on Any Stock Item

**SEYMOUR'S**  
The Exakta Specialists

# Please . . .

If the address on this Newsletter is incorrect, please drop us a line, giving BOTH the incorrect AND the correct versions, both with ZIP numbers. Please be sure to give both the incorrect and the correct ZIP, especially if you've moved. We try very hard to get it right!

If you are no longer interested in our mailings, please tell us to delete your name from our Distribution List.

If you receive more than one copy, please tell us which Address to keep on the list and which to delete.

And PLEASE remember:—old addresses, incorrect addresses and correct addresses:

ALWAYS INCLUDE ALL ZIP NUMBERS.

Thank you very much!

**SEYMOUR'S-EXAKTA**  
350 W 31 St., New York, N. Y. 10001  
Exakta Specialists for over 20 Years

BULK RATE  
U. S. POSTAGE  
**PAID**  
Permit No. 50  
Brooklyn, N. Y.