

You CAN Beat the Import Tax!

By Executive Order of the President a 10 per cent Surtax has been imposed on all Imports. By the intricacies of international money markets the value of foreign currencies vis-a-vis the dollar has increased. This means, simply, that we get less for the U.S. Dollar or, as it affects you and me: we have to PAY

MORE for foreign goods.

Prices on imported goods are up. Not just a few points but UP with a capital U. And a capital P.

Not so long ago your dollar and mine was worth 4 Deutschmarks. While I write this, the exchange rate is "float-

ing" but we can consider ourselves lucky if the final exchange rate will be pegged at three-and-a-half Deutschmarks, perhaps less. That alone drives prices up 15 per cent! Add the 10% Import Surtax and you can figure it out yourself: a lens you now buy for \$59.50 will cost you about \$75.00.

The Time to Buy is NOW!

Right now we have a larger inventory than at any time in our 27-year history as Exakta Specialists. I did not, of course, anticipate the 10% Import Surtax. I am not that smart. But I did see the gradual (and sometimes not so gradual) erosion of the buying power of the dollar. I went out on a limb and bought heavily. As long as

current stock holds out, you buy everything at pre-increase prices. Please remember: ONLY as long as CURRENT stock holds out. All new shipments, even if purchased earlier, are subject to the new Surtax and, in addition, I have to send more dollars to pay for them. Buy now, as long as we can ship pre-tax, pre-increase

equipment. You can still beat the Surtax and the Increase, but you must act promptly. There will be a flood of orders and pre-increase stock may be gone much faster than you and I expect. Once a currently-in-stock item is gone, I MUST charge the Surtax. I MUST charge the increased price.

Let me spell it out for you:

While our current stock lasts.

1. We will supply all imported items at no increase in price.
2. You need not pay the new Import Surtax.
3. Prices are still based on the "old", more powerful dollar.

And here is an Extra Bonus, typical of Seymour's: Although the Special

Sale Issue of our Exakta News (No. 671) clearly states that the Sale Prices are temporary and will revert back to the regular selling prices after August, we are voluntarily extending the Sale on all items presently in stock:

4. The special Reduced Sale Prices will remain in effect, as long as current stock lasts.

The decision is yours. Wait and pay through the nose, or buy now and save a bundle. But now means NOW.

My advice: Don't waste a day! Get your order in the mail today and pocket the difference. You know exactly how much you save.

Earl F. Seymour.

SEYMOUR'S - EXAKTA

The World's Only *Exclusive* Exakta Dealer

180mm F2.8 preset Schneider-Isco Telephoto Lens

Why does a Mercedes Benz cost about 8000 clams when another car of similar size can be bought for less than \$3000? There are three reasons: Quality, Performance, Styling!

We have a lens for you which does have quality, performance AND styling, the 180mm F2.8 Schneider-Isco Telephoto Lens. It is stunningly styled in ebony black with chrome accents. Its appearance is as outstanding as its optical performance and its mechanical quality.

Imagine a 180mm lens with the unusually fast speed of F2.8! No more excuses for you: "Not enough light for my telephoto" or "Focal Length too short...". No more alibis, Mister! 180mm is certainly long enough (it cuts the distance by 70 per cent!) and F2.8 is certainly fast enough for all but the most dimly lit scenes. 180mm is the ideal focal length for sports, theater, candid shots from a distance, nature work, you name it.

The lens comes in a beautiful hard-core case, tan glove leather on the outside, plushy velvet on the inside, metal trim around the top, stitch-less construction and entirely hand made.

While our current stock lasts, we bring you the lens at an amazingly low Seymour Price. But remember: First come, first served!

180mm F2.8 preset Schneider-Isco Telephoto Lens \$89.50 — 7.95 for the deluxe Case (mandatory) and \$1.45 Shipping Charges.

Macro Extenar

The 50mm F2.8 Macro Extenar focuses from Infinity to a 1.1 ratio. It comes with a removable double helix Macro Focusing Mount. Ultra Sharp Macro Formula. The Mount is usable as a Variable-Extension Focusing Tube with any Exakta Lens. The deeply recessed Extenar Lens is removable from the focusing mount and can be used in a bellows, etc. The mount has male and female Exakta Bayonets. The lens has the male Exakta Bayonet. This is the most versatile Macro Lens Combination ever offered.

Macro Extenar 50mm F2.8, with Macro Focusing Mount \$59.50 + 1.25. Case \$4.95

Right Angle Finder and Focusing Magnifier

The Focusing Magnifier and the Right Angle Finder are described under the heading "Newly Released Accessories for the RTL". Although released for the RTL, these accessories do fit the PentaPrism of the Exakta VX-1000TL, the VX-500, and all previous models. They are not compatible with the waistlevel finder but can be used with all prism finders, including your Travemat and Examat. For details, see the above mentioned article on RTL Accessories.

Right Angle Finder \$39.50 + 1.35
Velvet-lined Pouch for above 3.95
Focusing Magnifier \$19.50 + 45¢

Our Best "Pro Bag"

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 saddle-making 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!

Genuine Schneider-Kreuznach Lenses

The beautiful German town of Kreuznach has two claims to World Fame, its therapeutic Mineral Springs and the imposing white building which houses the Schneider Optical Works, the only place in the world where genuine Schneider-Kreuznach Lenses are produced.

For many years the plant was too busy producing the optical components for scientific instruments. Our repeated pleas to produce lenses for the Exakta were answered with apologetic shrugs. But now, for the first time in years, Schneider-Kreuznach produced a limited (very limited!) supply of the Exakta Lenses which have long been the Standard of the Optical Industry to which other lenses are compared.

The optical performance of these lenses is almost unbelievable. Sharpness, color rendition, contrast, flatness of field, resolving power — all are corrected to a perfection which is the hallmark of Schneider-Kreuznach. All air-glass surfaces have been treated

with a newly developed AR Coating, derived from Schneider's Space Science Program. It improves the brilliance quite noticeably.

Mechanically the new lenses have also been perfected. Not just improved. Perfected. The smooth acting fully automatic diaphragm has a switch for manual operation. The Exakta Bayonet is now precision machined from a specially compounded metal alloy. As Schneider puts it: "The Bayonet will outlast the glass". As usual, equal attention was given to the appearance of the lenses: Smooth Ebony Black with Leather Grained Accents — they are simply beautiful.

Every silver lining has its cloud. Let's come right out with it: Schneider-Kreuznach Lenses cost more than run-of-the-mill lenses. They are designed and made without compromise and the price tag goes on last. And the price is higher. Not high, but higher, even at Seymour's pared-to-the-bone prices. You'll have to shell out a little more. But they're worth it!

**50mm F1.9 Automatic Schneider-Kreuznach Xenon,
Stock No. 1877..... \$67.50 + 1.25**

**35mm F2.8 Automatic Schneider-Kreuznach
Curtagon. The best 35mm Wide Angle. Simply, THE
BEST.
Stock No. 1879..... \$76.50 + 1.25**

**28mm F/4 Automatic Schneider-Kreuznach
Curtagon. F/4? Yes! Schneider considers this the
best speed for a PERFECT 28mm Ultra Wide Angle
Lens. There is a reason!
Stock No. 1880..... \$79.50 + 1.25**

**135mm F3.5 Automatic Schneider-Kreuznach Tele-
Xenar. Superb in every respect. Unbelievably com-
pact. Great.
Stock No. 1878..... \$89.50 + 1.25**

SPECIAL FEATURE: All four lenses are matched, optically (color rendition, etc.), mechanically, and in appearance. All take 49mm Accessories.

Order your Schneider-Kreuznach Lenses with the following accessories:

Glove-Soft Velvet-Lined Drawstring Pouch 2.95
49mm Series VII Filter Adapter 3.95
Series VII Shade, to match above Adapter 3.95
Custom Screw-in Filters, 49mm, each 4.95
Custom Rotating Polarizer, 49mm Screw-in 9.95
49mm Screw-in Lens Shade 3.95



Mr. Exakta, how do you like the RTL?

They say that Earl Seymour ("Mr. Exakta") is the only camera dealer who uses the equipment he sells. They only say it because it's true. If you have been in our showroom, you have seen the type of camera work I do. People say it's good work. Perhaps that's true, too.

When I take an Exakta or a lens with me on a trip I do it for two reasons: I enjoy taking pictures and I get a chance to test equipment in actual use.

At Christmas time I went to Key West, Florida. There I used the RTL for the first time. The camera was equipped with the shutter-coupled Behind-the-Lens Metering System and had the F1.8 internally automatic Oreston Lens.

I was used to the former Exakta models and it took me almost a whole day of shooting to get rid of certain old habits and to get used to the new "modern" RTL. And then it happened: after another day of shooting I had fallen in love with the RTL. It is a delight to use.

I deliberately took some pictures which nobody in his right mind would take, such as pictures directly into the sun. When I got the slides back, there was no flare and the sun had registered as a brilliant disk. Unbelievable. I took pictures of a fleet of small boats with a wealth of small details. The slides showed the most minute detail in brilliant colors. Incredible. I will have some big enlargements made and will put them up in the showroom for all to see.

The quality is there. How about the ease of operation? I worked out a foolproof easy quick way and found out that the RTL is the easiest and fastest-shooting Behind-the-Lens Reflex. The secret: Don't let the overly-detailed instruction book confuse you! You know how thorough the Germans are. They write instructions in such detail that you get confused instead of instructed. All you want to know is how to use the camera to take pictures. You don't want three pages of instructions to tell you how to press the shutter button. Do as I did: Read the instructions and put them away.

I have told our camera inspectors (and we do inspect the cameras, believe it or not) to set the top dial ready for use. Disregard this top dial. When you get the camera, the top dial is set correctly. Don't even touch it any more, regardless what the "scientific" instructions say. Believe me, once set correctly, it need not be bothered with. All you do is set the ASA speed of your film on the lower dial. That's all. That's right: THAT'S ALL! The meter even compensates automatically when you change the shutter speeds. Now that should not take ten pages of instructions, should it? But leave it to the Germans....

How do you take a meter reading? It's delightfully simple (but only if you disregard the "instructions"): On the lens there is a part of the outer ring which "gives" when you push it. It is called The Preview Button and is located next to the right-hand shutter release. Push down on this preview button and turn the F/Stop Ring till the needle in the finder is right inside the small circle. Your camera is now set for the correct exposure. There's nothing else to do, believe me. You can now take your finger off the preview button and your lens automatically opens up to full aperture. Focus and compose to your heart's delight and don't give the F/Stop another thought: When you take the picture the lens will automatically (just for a fraction of a second) close down to the locked-in exposure reading, give the correct exposure and open up to full aperture as soon as the picture is taken. All by itself.

There are two other ways to measure the light. Forget them! Especially the "third method" explained in the instructions. This "third method" is amazingly scientific and absolutely idiotic. Don't even read about the "third method." It's straight out of "Laugh-In."

Well, at the risk of repeating myself: the RTL is a delight to use. And I've got the shots to prove it.

Earl Seymour.

New Exakta RTL is Different.

All the famous Exakta Features have been retained. Interchangeable Finders (Prism, Waistlevel, Through-the-Lens Metering Prism), Bayonet Mounted Interchangeable Lenses, 1/1000 sec. Shutter Speed, Delayed Action Self Timer, Slow Speeds to 8 Full Seconds, Instant-Return Mirror, but many Exakta "Firsts" have been added:

1. The new Behind-the-Lens Meter is COUPLED with the Shutter Speeds.
2. The new Focal Plane Shutter is ALL METAL.
3. Strobe Synchronization to 1/125 sec.
4. Film Threading is AUTOMATIC.
5. Internal or External Automatic Diaphragm Actuators permit use of the new lenses with INTERNAL Automatic OR older lenses with external automatic release.
6. Right Hand AND Left Hand Shutter Releases.
7. Film Counter automatically sets itself to Zero when you load the RTL.
8. Ultra-Fast (15 Degree!) Rapid Wind
9. Hinged Self Closing Back.
10. Built-in Rewind Crank, Click-in Rewind Release, and a great many Engineering Improvements, based on latest developments in Science, Metallurgy, Mechanics and Optics.

Sale Prices:

Exakta RTL with Cross-Coupled Behind-the-Lens Metering Prism with Fresnel/MicroGrid, with internally automatic F1.8 Oreston Lens, Previous low Seymour Price \$199.50 + 17.85 for the Case.

Now, during Sale only, \$169.50 + 14.50 for the Case (mandatory) and 1.95 Shipping.

Same, but with F1.8 internally automatic Jena Pancolar add \$18.50

Any Questions About the RTL?

Question: Is the Exakta available for immediate shipment?

Answer: Yes.

Q.: Is the body available separately?

A.: Yes.

Q.: Are trades of older Exaktas accepted?

A.: Yes.

Q.: Can ALL Lenses from older Exakta Models be used in the RTL?

A.: Yes.

Q.: Can the RTL Behind-the-Lens Metering System be used in older Exaktas?

A.: No.

Q.: Can Finders from older Exakta Models be used in the RTL?

A.: No.

Q.: Is the Waistlevel Finder or the Prism (non-metering) available?

A.: Yes.

Q.: Has Mr. Seymour used and tested the RTL, and if so, what does he have to say about it?

A.: See Mr. Seymour's feature article on the RTL

COLIGON LENSES

Coligon, Super Coligon, Ultra Coligon — names you know — names you trust.

Seymour's brought you the first Coligon Lens in 1950, more than 20 years ago. Since then, Seymour Customers bought and enjoyed thousands of Coligon Lenses. Coligon Lenses combine two of the most important ingredients: High Quality and Low Price.

If you are a regular reader of the Exakta News you will remember the article on preset lenses. Do we recommend them? Yes. Emphatically. Automatic lenses are convenient, no doubt. But if the higher price has ever prevented you from buying a telephoto lens, get a preset one, by all means. And if it is a choice between one automatic lens of a compromise focal length or two different preset lenses for about the same investment, treat yourself to the two preset lenses. You can always trade the preset lens on an automatic lens later. So, don't overlook the preset lenses. They are today's best lens value.

Once more our selection of preset Coligon Lenses is complete:

135mm F3.5 preset Coligon.....	\$17.70 + 1.95 Case + 95¢
135mm F2.8 preset Coligon.....	\$29.95 + 2.95 Case + 95¢
200mm F4.5 preset Coligon.....	\$34.25 + 4.45 Case + 1.25
300mm F5.5 preset Coligon.....	\$39.50 + 4.95 Case + 1.25
400mm F6.3 preset Super Coligon.....	\$49.50 + 5.95 Case + 1.45
500mm F/8 preset Ultra Coligon.....	\$138.50 + 14.50 Case + 3.95
800mm F/8 preset Ultra Coligon.....	\$298.50 + 19.50 Case
	(Shipped Railway Express)

And now a new Coligon Zoom Lens:

100mm to 200mm preset Coligon Zoom	\$69.50 + 6.45 Case + 1.25
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Bonus Buy: Custom Screw-in Lens Shades for Coligons.

Custom Shade for	Bought Separately	Bought w/Lens
135mm	\$4.95	\$2.35
200mm	\$4.95	\$2.35
300mm	\$5.95	\$2.85
400mm	\$5.95	\$2.85
500mm	10.95	\$5.45
800mm	19.50	\$9.25
Zoom	\$5.95	\$2.85

Where can you get a Brand New Lens Classic?

At Seymour's-Exakta, that's where. Provided you get off your order the minute you finish reading this.

We are speaking of the 135mm F2.8 Steinheil Quinar, preset, the Original "Miracle Lens" in heavy-duty chrome mount. You shouldn't really call a beautiful high performance lens a "Collector's Item" because it implies that you will want to put it in a glass case and show it off to visiting firemen, alongside with your original Rembrandt and your original Stutz Bearcat.

You may want to do just that, but every now and then you will sneak it out of its display case and use it to take the sharpest, clearest, color dazzlingest telephoto shots that will eventually be shown off to those same visiting firemen, alongside.....

Seriously: If you want one, you have a reasonably good chance of getting one if you send your order immediately.

135mm F2.8 Original Heavy-Duty Chrome Model Steinheil Quinar, preset, \$59.50 plus \$5.95 for the original deluxe Case and \$1.35 Shipping Charges.

The "Profile" Tripod

An exceptionally sturdy, yet light weight tripod. Each leg adjusts independently to individual height to make up for uneven terrain. Profile legs (airplane metal construction, to reduce weight). Rubber bumpers on legs protect delicate floors. Bumpers rotate and reveal heavy-duty spikes for outdoor use. Metal struts between center column and legs add to rigidity. Geared, crank operated centerpole has an 11-inch travel.

Removable Head with 3 individual adjustments: up or down tilt, lateral panning action, horizontal to vertical camera tilt. Everything calibrated in degrees-from-zero on easy-to-read scales. All 3 adjustments lock independently. 9-inch-long Panning Handle has the tilt-lock built in. Left and right hand operation, especially useful in tight spots. 4" Camera Platform has deeply ridged rubber "cushion" which grips your camera firmly and securely without ever marring it.

The Profile Tripod extends to a full 56 inches yet collapses to an easy-to-carry 22 inches.

The Profile Tripod is built for the demanding professional but Seymour-Priced for the thrifty amateur. Please compare it, feature for feature, quality for quality, and workmanship for workmanship with any \$69.50 and then, and only then, decide whether you consider it a terrific buy.

**"Profile" Tripod \$29.50 + 1.95 Shipping Charges.
180mm F2.8 preset Schneider-Isco Telephoto Lens.**

Exakta VX-1000TL

If you are used to the "traditional" Exakta and its handling, the Exakta VX-1000TL is for you. It retains all the famous features of previous Exakta Models and adds such desirable new features as: Instant Return Mirror, RetroCounter, Short Stroke Rapid Film Advance, Black Non-Glare Dials and so on. It has a streamlined body, self-aligning rapid-rewind clutch (combined with the new Rewind Crank Handle), "No-Hands" Rewind Button, Improved Slow-Speed Mechanism, Improved Back Safety Catch, New Hi-Flect Mirror, and a new type Safety Light Trap.

These are just some of the ADDITIONAL Features. The basic features are too numerous to mention in this article. Let me remind you of a few: Interchangeability of Finders, Interchangeability of Lenses. 29 Shutter Speeds (No other camera has such a range of speeds). Optional Behind-the-Lens Exposure Meter Prism. Three separate Synchronizers for any type of flash-bulb or strobe (an Exakta Exclusive). The famous Film Cutting Knife (another Exakta Exclusive!). Cartridge-to-Cartridge Film System (rewind or don't rewind). And everybody knows that all other 35mm Single Lens Reflex Cameras are just Johnny-come-lately copies of the Exakta whose original construction and design, still basically unchanged, emerged in 1937!

Brand New Exakta VX-1000TL, Seymour-inspected and Seymour-guaranteed, with PentaPrism with Combination Fresnel Viewing Screen with MicroGrid Rangefinder, equipped with genuine Jena F/2 fully automatic Pancolar, previous low Seymour Price \$99.50 + 7.85 for the Standard Case

Now, during Sale only, \$79.50 + 7.85 for the DeLuxe Metal Trimmed Case + 1.95 Shipping Charges.

Same, but with fully automatic Schneider Xenon F1.9, add \$40.00.

Exakta VX-500

Why Pay for Shutter Speeds which you Never use?

The Exakta VX-500 has been on the market barely two years and has already sky-rocketed to become the most popular model. Part of this success is due to the remarkably low price if you consider that the Exakta VX-500 is a full size Exakta with practically all the features of the VX-1000 except for the shutter speeds.

Don't confuse the Exakta VX-500 with the mis-named "Exakta 500" which was really nothing but an Exa. The new Exakta VX-500 takes all Exakta lenses and all Exakta Finders, including the BTL Prism. The shutter speeds range from 1/30 sec. to 1/500 sec., more than adequate for 99 per cent of all the shots you'll ever take. It has all the desirable features that made the VX-1000 so popular: Instant Return Mirror, Retro Counter, Cartridge-to-Cartridge Film System, Combination Clutch and Rewind Handle, and so on.

The Exakta VX-500 is ideal as a first camera and just as desirable as a second camera for the "old" Exakta Owner.

Exakta VX-500 with Model C Hooded Finder with fixed (non-interchangeable) Groundglass with F2.8 fully automatic Domiplan Lens, Previous low Seymour Price \$49.95 + 7.85 for the Case

Now, during Sale only, \$39.95 + 7.85 for the Case (mandatory) and \$1.95 Shipping.

Options:

Model N Hooded Finder with Interchangeable Fresnel Viewing Screen with MicroGrid Rangefinder (instead of Model C Finder), add \$6.95

PentaPrism with Fresnel/MicroGrid (instead of Model C Finder), add \$9.80

F/2 Fully Automatic genuine Jena Pancolar (instead of Domiplan) add \$19.95

An Invitation to Legalized Stealing.

**Save almost 60%
on World Famous
Macro Lens.**

This is the famous 40mm F2.8 Macro Kilar, Model E, which has been praised by the experts for its ultra sharp correction and its unusual focusing range (from Infinity to four inches). Among scientists, medical photographers and close-up fans, the Macro Kilar has an almost fanatical following. Every Macro Kilar comes with an individual performance test chart.

The Macro Kilar has an unbroken continuous focusing range from its wide angle infinity range, via midrange, to moderate close-up and finally down to extreme close-up.

The User Net Price of this lens is \$150.00 Many thousands have been sold and are still being sold at this price. Last month we brought you the lens for \$89.50. This was an incredibly low price. Now we have included the Macro Kilar in our Sale of Sales:

Now, during Sale only, "steal" it for \$64.50 + 1.25 Shipping.

Velvet Lined DeLuxe Pouch \$2.95.

Master Showman Projection Pointer

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

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

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

Add the Finishing Touch to your Slide Shows with the new Master Showman Projection Pointer. Previous low Seymour Price \$6.95 (Batteries and Special Bulb included).

Now, during Sale only, \$5.65 + 45¢ Shipping

Master Showman II for AC Operation. Previous low Seymour Price \$19.95

Now, during Sale only, \$14.75 + 45¢ Shipping.

New! Master Showman II

The Master Showman II Projection Pointer plugs into AC House Current. Ultra brilliant projected arrow.

Master Showman II for AC Operation . . \$19.50 + 45¢

New Focusing Inserts

Developed and offered exclusively by Seymour's-Exakta

In addition to the conventional inserts (MicroGrid, Split Image, and Special Purpose Inserts) we now offer two great Focusing Inserts, the "Seymourlite II" and the "Combolite" for all Exaktas except RTL.

The Seymourlite II is an optical amplifier with thousands of tiny lenses over the entire image area. Although these tiny lenses are not visible to the naked eye, they are visible in the finder. They seem to disappear when the object is in correct sharp focus. Selectively they show you what part of the picture is in sharp focus and what part is not. For the first time you can now focus on the most important part of your composition, even if it is not in the very center of the picture.

The Seymourlite II Focusing Insert (not for RTL) is offered at less than 2/3 the price of the discontinued Seymourlite I, at a very nominal \$12.50 + 35¢

The Combolite is a marvel of optical ingenuity, even if we say so ourselves. It combines EVERYTHING previously available only in several separate inserts. It has: 1) a Fresnel Viewing Screen, 2) a circular Finegrain Groundglass Area, 3) a Split Image Rangefinder, and 4) a MicroGrid! Uncertain which to order, a MicroGrid or a Split-Image, a Fresnel or a Finegrain Groundglass? The decision is now easy: Order the Focusing Insert that has ALL of them, the Combolite.

We offer the Combolite (not available for RTL) for \$17.50 + 35¢ Shipping. Limited Production. First come, first served.

Newly Released Accessories for the Exakta RTL

New Accessories are being released for the Exakta RTL to make it the most versatile "System" Camera.

Combination Accessory Shoe.

Clips into a recess engineered into the top plate of the RTL. Can be used as hot shoe or regular accessory shoe. Comes with detachable PC/PC Cord.

RTL Combination Accessory Shoe \$5.95 + 25¢

Right Angle Finder and Image Magnifier

Face away from your subject. Pretend you are taking a scenic picture while you are actually taking a picture ninety degrees from your "line of vision". See the subject clearly in the finder for framing and focusing. Unit has powerful magnifying system for ultra precise focusing. Swivels for horizontal or vertical shots. Attaches to PentaPrism.

Indispensable for candid photography. Works with any focal length lens, even with powerful telephoto lenses.

RTL Right Angle Viewfinder \$39.50 + 1.35
Glove-soft Velvet Lined Pouch \$3.95

RTL Focusing Magnifier.

Powerful Multiple-Lens Magnifier with wide range of adjustment for individual eyesight. Attaches to prism. Has provision to flip magnifier in and out without removing instrument from camera. Magnifies center of image microscope-like for ultra precise sharp focus.

RTL Focusing Magnifier \$19.50 + 45¢

RTL Automatic Extension Tubes

Good News for Owners of Exakta RTL Cameras! Internally Automatic Extension Tubes enable you to use your internally automatic lenses for Close-Up Work — and the lenses stay fully automatic! The RTL Lightmeter functions with these tubes for Behind-the-Lens Measurement of the Light. Nothing to calculate. Nothing to adjust. Attach your lens to these "magic" tubes and shoot with the same ease as if you were shooting a landscape or what have you.

The Set consists of two entirely selfcontained units, each with its own male and female bayonets. Each unit can be used alone or both units can be used together for extreme close-ups. First Unit is 12-1/2 mm in length, second Unit is 25mm (which comes to one half inch and one full inch respectively).

**RTL Internally Automatic Extension
Tubes \$19.95 + 65¢.**

Genuine Jena 20mm F/4 Automatic Flektogon

The World's Widest distortion-free Ultra Wide Angle Lens, corrected in the true Jena tradition. For extreme coverage of scenic sweeps, large groups, architectural shots, etc. Unbelievable 100 Degree Coverage. Shown in our catalog CH-65 at \$179.50
Now, during Sale, \$126.50 + 1.35 Shipping
Glove-soft Velvet-lined Deluxe Pouch \$3.95

...and don't forget the fabulous 50mm F/2 Fully Automatic Jena Pancolar

New Model with Automatic Depth-of-Field Indicator. The optical and mechanical excellence of the Pancolar has been written up so often that I don't have to repeat it. Now is the time to modernize your Exakta with the latest brand new fully automatic Jena Pancolar. Shown in our catalog No. 568 at \$59.50 and previously offered by us for \$39.95
Now, during Sale, unbelievable at \$29.95 + 1.25 Shipping
Filter Adapter, reg. \$4.95, now \$3.45
Shade, to match above adapter, reg. \$4.50, now \$3.25
Hard Leather Case \$4.95. Velvet-lined Pouch \$2.95

SunBlitz IIIa

The new SunBlitz IIIa is a newly developed Electronic Strobe Unit. Amazingly small and light, it boasts an honest Guide Number of 75 for ASA 64 Film. Wide Coverage. Its Color Temperature exactly matches Daylight: use it with daylight film, without filter, indoors and outdoors.

The SunBlitz IIIa is a Dual Model. Use it indoors from any convenient AC outlet. Use it outdoors with two penlite size batteries. Penlite batteries are inexpensive and available anywhere in the world.

Rugged Construction. Hand Wired for Dependable Operation. Fits the Standard Accessory Shoe.

SunBlitz IIIa Strobe Unit, Stock No. 1809, \$19.50 + 1.25 Shipping.

Batteries, 2 required, 25¢ each or 6 for 1.20.

Unomat Model 1000, World's Smallest Strobe

The value of a Swiss watch is inversely proportional to its size. The same seems to be true of a strobe flash. The well-known German Unomat Strobe has just been reduced to an unbelievably small size. The former model, considered irreducible in size, was the size of a pack of cigarettes. The new 1971 Model (already available from Seymour's-Exakta for immediate shipment) is HALF the size of a pack of cigarettes! And the unit now contains rechargeable batteries AND a built-in Charger! Hard to believe? To tell you the truth, I did not believe it either till I saw it! And there is NO reduction of the light output: still an honest 48 for ASA 50. The other specifications are also unchanged.

Angle of Coverage: 65 degrees. Recycling Time: AC 6 seconds, NiCads 10 Seconds, 60 Flashes per Charge. Flash Tube Guaranteed for 10,000 flashes.

Considering that you had to shell out \$7.50 for the NiCad Batteries for the old model Unomat Strobe, and \$12.50 for the Charger, the new model is actually priced LOWER than the old one because the NiCad Batteries and the AC Charger are built in and INCLUDED in the low price of only \$39.95 plus 1.25 Shipping Charges.

Now, during Sale only, save even more: Unomat Model 1000, complete with built-in NiCad Batteries and AC Charger, only \$33.95 + 1.25 Shipping Charges.

Accessory Shoe \$1.95. Flash Bracket \$3.95

"Crop-A-Slide" Slide Duplicator

At last! A Self Contained Slide Copier with Variable Image Ratio!

There are self-contained slide copiers which give you a 1:1 reproduction, and there are slide copiers which permit variable image ratios but require tubes, bellows, lenses, etc. The "CROP-A-SLIDE" gives you:

An exact copy of your slide (1:1)

Continuously variable enlargement (up to 2:1)

Selective Cropping: Slides move up and down and from side to side.

Enlargement of half-frame slides to full-frame slides.

What do we mean by "completely self-contained"? Just that! The CROP-A-SLIDE Duplicator requires no accessories, no bellows, no tubes, NOT EVEN A LENS: It has its own highly corrected copying lens. And, it fits directly into your camera.

Zoom Action keeps slide in perfect focus at any magnification. Just "zoom" the unit till you like the image ratio and shoot — that's all! Use ANY light source, even daylight.

CROP-A-SLIDE Slide Duplicator, Stock No. 1820 \$39.50 + 1.25

Powerful Unomat 6000 has Built-in Slave.

Fires Without Hookup.

Unomat (who gave you the World's Smallest Strobe Unit) now brings you its new powerful Model 6000. Its high light output will allow you to shoot at lower F stops or greater distances, even with slow film. Used by itself, it hooks up just like any other strobe, and synchronizes with your shutter, but used in conjunction with any other strobe (Heliotron Perma Strobe, Unomat Model 1000, or what have you) it will fire totally independently, in perfect synchronization, without any physical hook-up. The built-in "Slave" sensor automatically triggers the Unomat 6000 with zero time delay.

Specifications: Angle of Coverage: 65 degrees. Recycling Time: AC 6 seconds. Batteries: 10 seconds. Guide Number: 80 with ASA 50 film. Operation: from any AC outlet or from its own built-in NiCad Batteries. Charger: Built in. Better than 40 flashes per charge.

Sale Price:
Unomat Model 6000 Powerful Strobe with Slave Triggering Mechanism, complete with NiCad Batteries and Charger, during Sale only, \$54.95 + 1.45 Shipping Charges.
Accessory Shoe \$1.95. Flash Bracket \$3.95.

300mm F4 preset Orestegar

The 300mm F/4 preset Meyer Optik Orestegar is a new addition to this famous line of German Exakta Lenses. Faster than any previous 300mm lens and extremely highly corrected. Wire sharp slides in glowing colors permit projection or paper enlargements of any size, without limit. The fine mount is a tribute to German Craftsmanship. Now Sale Priced.
300mm f/4 preset Meyer Optik Orestegar, now only \$139.50 + 2.85 Shipping

500mm F5.6 preset Orestegar

The all-new 500mm F5.6 preset Orestegar by Meyer Optik is fabulously sharp and incredibly fast for a super telephoto lens. Orestegar Lenses are a new optical development utilizing highly specialized rare-earth glass types, only recently developed for space exploration. The color correction guarantees 100 per cent color-true slides. The optical formula guarantees wire sharp details. A German optical achievement which was thought impossible even a year ago. And all this at an incredibly low Seymour Sale Price!
500mm F5.6 preset Meyer Optik Orestegar, now only \$199.50 + 3.85 Shipping

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

Exakta VX-500
with Model C Hooded Reflex Finder with fixed plain
Groundglass with fully automatic F2.8 Domiplan
\$39.95 + \$7.85 Case (mandatory) + 1.95 Shippg.

Exakta VX-500
with Model N Hooded Finder with interchangeable
Combination Fresnel Viewing Screen with Microgrid
with F2.8 fully automatic Domiplan Lens
\$46.80 + \$7.85 Case (mandatory) + 1.95 Shippg.

Exakta VX-500
with Eyelevel PentaPrism with Combination Fresnel
Viewing Screen with MicroGrid with F2.8 fully auto-
matic Domiplan Lens
\$49.75 + \$7.85 Case (mandatory) + 1.95 Shippg.

**The Exakta VX-500 may be ordered with the F/2 fully
automatic genuine Jena Pancolar (instead of the
F2.8 Domiplan) at \$19.95 additional.**

Exakta VX-1000TL
with Eyelevel PentaPrism with MicroGrid with F/2
fully automatic genuine Jena Pancolar
\$79.50 + \$7.85 Case (mandatory) + 1.95 Shippg.

**The Exakta VX-1000TL may be ordered with the fully
automatic 50mm F1.9 Schneider Kreuznach Xenon
for \$39.95 additional.**

Exakta RTL-1000
with Shutter-Coupled Behind-the-Lens Metering
Prism with F1.8 internally automatic Oreston Lens
\$169.50 + \$14.50 Case (mandatory) + 1.95 Shippg.

**The Exakta RTL-1000 may be ordered with the F1.8
internally automatic genuine Jena Pancolar for
\$18.50 additional.**

Exakta Bodies

Exakta VX-500 Body, less lens and Finder
\$34.50 plus \$1.95 Shipping Charges

Exakta VX-500 Body with Model N Hooded Reflex
Finder with Fresnel Screen and MicroGrid
\$39.75 plus \$1.95 Shipping Charges

DeLuxe Case for VX-500 \$7.85

Exakta VX-1000TL Body, less lens and finder
\$64.50 plus \$1.95 Shipping Charges.

Exakta VX-1000TL Body with Model N Hooded Re-
flex Finder with Fresnel Screen and Micro Grid,
\$69.75 plus \$1.95 Shipping Charges.

Exakta VX-1000TL Body with PentaPrism with
Fresnel Screen and MicroGrid
\$74.50 plus \$1.95 Shipping Charges.

DeLuxe Case for VX-1000TL \$7.85

Exakta RTL-1000 Body, less lens and finder
\$89.50 plus \$1.95 Shipping Charges.

Exakta RTL-1000 Body with Model RP Prism (no
lightmeter), with MicroGrid
\$117.50 plus \$1.95 Shipping Charges

Exakta RTL-1000 Body with Model RPTL Prism with
Shutter-Coupled Through-the-Lens Light Meter, with
MicroGrid
\$149.50 plus \$1.95 Shipping Charges.

DeLuxe Carrying Case for RTL-1000 \$14.50

Beat the Import Tax! Beat the Price Increase!

Beat the Import Tax!

Exakta Finders and Components

Important: Finders and Focusing Inserts for the Exakta RTL-1000 do NOT fit the Exakta VX-1000TL or earlier models and vice versa.

Finders for VX-1000TL, VX-500, VXIIB, VXIIa, VX, and V:

Eyelevel PentaPrism

without Insert	14.95 + 65¢
with Fresnel Screen and MicroGrid	18.50 + 65¢
with Fresnel Screen and Split Image	18.50 + 65¢
Case for Finder	2.95 + 25¢

Hooded Reflex Finder

without Insert	11.95 + 35¢
with Fresnel Screen and MicroGrid	15.50 + 35¢
with Fresnel Screen and Split Image	15.50 + 35¢
Case for Finder	2.95 + 25¢

Focusing Screen Inserts (not for RTL-1000)

Plain Groundglass	4.95 + 35¢
Fresnel Screen and MicroGrid	5.40 + 35¢
Fresnel Screen and Split Image Rangefinder	5.40 + 35¢
Seymourlite II (NEW ITEM)	12.50 + 35¢
Combolite (NEW ITEM), has Split-Image Rangefinder, AND MicroGrid, AND Finegrain Focusing Circle, AND Fresnel Screen	17.50 + 35¢

Special-Purpose Inserts (not for RTL-1000)

Groundglass with Clear Spot	14.95 + 35¢
Groundglass with Crosshairs	14.95 + 35¢
Groundglass with Overall Squares	19.50 + 35¢
Clear Glass	12.95 + 35¢
Clear Glass with Crosshairs	19.50 + 35¢
Groundglass, Clear Spot, Crosshairs	19.50 + 35¢

Finders for Exakta RTL-1000

Prism, Model RPTL, with Shutter-Coupled Light Meter, (Price for this Model includes MicroGrid)	89.50 + 1.35
Prism, Model RP, no meter, without Insert	34.59 + 65¢
Prism, Model RP, no Meter, with MicroGrid	39.95 + 35¢
Hooded Finder, Model RW, without Insert	18.50 + 35¢
Hooded Finder, Model RW, with MicroGrid	24.50 + 35¢

Focusing Screen Inserts for RTL-1000

Fresnel Screen with MicroGrid for RTL	8.95 + 35¢
Fresnel Screen with Rangefinder for RTL	8.95 + 35¢

Lens Cases, Pouches

Lens Cases

Hard Cases, Leather, for 50mm Lenses and most small wide angle lenses	4.95 + 65¢
Hard Cases, Leather, for Telephoto Lenses up to 135mm Focal Length	5.75 + 65¢
Cases for longer and larger lenses	Request Prices

Lens Pouches

These pouches are beautifully made, lined with soft cuddly velvet. All have draw strings. They are soft as a glove, protect your best lenses and accessories and do not waste space in your gadget bag.

Small Pouch (#1)	2.95 + 25¢
Medium Size Pouch (#2)	3.45 + 25¢
Large Size Pouch (#3)	3.95 + 25¢
Super Size Pouch (#4)	5.85 + 35¢

Film Cartridge Cases

Made like miniature lens cases, with zipper, with loop to attach to camera strap.

Set of 3 \$2.95 - 25¢. Two Sets \$4.95 - 25¢

Filter Pouch

Opens wide to display 4 filters in transparent "windows". Dustproof Zipper.

1.95 + 25¢

Camera Cases

Cases for VX-1000TL, VX-500, and earlier models:

Case #83. DeLuxe Exakta Case. Metal Trim, Detachable Front. Extra High Top (for Camera with Examat or Travemat)	14.35 + 95¢
Case #77. DeLuxe Exakta Case. Metal Trim. Detachable Front	10.95 + 95¢
Case #69. DeLuxe Exakta Case. Detachable Front	7.85 + 95¢
Case #66. Budget Type Standard Exakta Case with Non-Detachable Front	6.75 + 95¢
DeLuxe Case for Exakta RTL-1000	14.50 + 95¢

Gadget Bags, etc.

Equipment Cases

Topgrain Cowhide Bag 12x10x6	24.95 + 1.65
"Status" Pro Bag, 11x7x9 1/2, the best	39.95 + 2.35
SAFARI Foam Fitted Attache Case, 17x11 1/2x4. Excellent Protection	14.50 + 1.65
BANTAM, smaller size, a special purchase, great value, 12 1/2x9x4	8.75 + 95¢

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Lenses

Wide Angle Lenses

20mm F/4 Automatic Jena Flektogon	126.50 + 1.35
25mm F/4 Automatic Jena Flektogon	69.50 + 1.35
28mm F3.5 preset Caspeco Wide Angle	29.50 + 95¢
28mm F/4 Automatic Schneider Curtagon	79.50 + 1.25
28mm F2.8 Automatic Aragon	54.25 + 95¢
28mm F2.8 Automatic Rokunar	59.50 + 95¢
35mm F4.5 preset Meyer Primagon	17.70 + 95¢
35mm F2.8 Automatic Jena Flektogon	68.50 + 1.25
35mm F2.8 Automatic Schneider Curtagon	76.50 + 1.25
40mm F2.8 preset Macro Kilar	64.50 + 1.25

Standard Focal Length Lenses

50mm F2.8 automatic Domiplan	17.85 + 95¢
50mm F/2 automatic Jena Pancolar	29.95 + 1.25
50mm F1.9 automatic Schneider Kreuznach Xenon	67.50 + 1.25
50mm F1.8 internally automatic Oreston for RTL	49.95 + 95¢
50mm F1.8 internally automatic Jena Pancolar for RTL	69.95 + 95¢

Telephoto Lenses

135mm F2.8 preset Schneider-Isco	34.45 + 1.25
135mm F3.5 preset Coligon	17.70 + 95¢
135mm F2.8 preset Coligon	29.95 + 95¢
135mm F2.8 Automatic Rokunar	59.50 + 1.25
135mm F2.8 Automatic Aragon	54.25 + 1.25
135mm F/4 Automatic Jena Macro-S	59.50 + 1.25
135mm F3.5 Automatic Schneider Xenar	89.50 + 1.25
135mm F2.8 Automatic Steinheil T/Quinar	69.50 + 1.25
180mm F2.8 preset Schneider-Isco	89.50 + 1.65
180mm F2.8 Automatic Jena Sonnar	138.25 + 2.95

200mm F4.5 Preset Coligon	34.25 + 1.25
200mm F3.5 Automatic Aragon	79.50 + 1.25
200mm F3.5 Automatic Rokunar	69.50 + 1.25
300mm F5.5 preset Coligon	39.50 + 1.25
300mm F/4 preset Meyer Orestegar	139.50 + 2.85
300mm F/4 Automatic Jena Sonnar	249.50 + 2.95
300mm F5.6 Automatic Rokunar	79.50 + 1.25
400mm F6.3 preset Super Coligon	49.50 + 1.45
500mm F/8 preset Ultra Coligon	138.50 + 3.95
500mm F/8 Genuine MTO Mirror Lens	239.50 + 2.95
500mm F5.6 preset Meyer Orestegar	199.50 + 3.85
800mm F/8 preset Ultra Coligon	298.50 + REA

Zoom Lenses

100mm to 200mm preset Coligon Zoom	69.50 + 1.25
60mm to 135mm Automatic Rokunar Zoom	99.50 + 1.95
70mm to 210mm Automatic Rokunar Zoom	127.50 + 1.95
180mm to 410mm preset Rokunar Zoom	169.50 + 1.95

Special Purpose Lenses

22mm F2.8 Macro Doryt	9.45 + 95¢
40mm F2.8 preset Macro Kilar Model E	64.50 + 1.25
50mm F2.8 Macro Extenar	59.50 + 1.25

Short Barrel Lenses

100mm or 105mm F3.5 Schacht Travegar	19.95 + 95¢
135mm F4.5 Schacht Travenon	19.95 + 95¢

Tele Converters

Automatic 2x with Case	21.90 + 95¢
Automatic 3x with Case	26.90 + 95¢

Beat the Price Increase!

Beat the Import Tax!

SLIDE DUPLICATORS

Slide Duplicators have many uses. They make duplicate color slides, color negatives, black and white negatives, black and white positives, etc.

- Reproslide. Self contained. Includes lens. Makes an exact 1:1 copy 17.95 + 95¢
- Crop-A-Slide. Continuously variable enlargement from 1:1 (same size) to 2:1 for selective cropping. Even makes full frame duplicates of half-frame slides! Zoom action keeps slide in focus. Complete with lens. 39.50 + 1.25

FLASH, STROBE EQUIPMENT, etc.

- SunBlitz IIIa, Electronic Strobe, dual model for AC operation plus Battery operation. Guide 74 for ASA 64. Small, rugged, powerful, dependable. Fits Accessory Shoe 19.50 + 1.25
- Batteries, Pack of 6 1.20
- Unomat 1000, World's smallest strobe. AC plus rechargeable built-in NiCad batteries and built-in charger. High 48 Guide Number for 50 ASA. Fits Shoe 33.95 + 1.25
- Unomat 6000. Powerful! Guide Number 80 with 50 ASA! Has built-in "Slave". Fires without hookup. Fits shoe. 54.95 + 1.45
- Hershey-Introl Electronic Ring Strobe, complete with lens adapter (state mm) with AC Power Source, Cords. 98.50 + 1.35
- Fanfold BC Flashgun for flash bulbs, small, handy. With Battery. 6.64 + 35¢

Flash Brackets, Accessory Shoes, etc.

- Accessory Shoe, fits prism (not for RTL) 1.95 + 15¢
- Bottom Accessory Shoe 1.85 + 15¢
- Permanent Mount Shoe, attaches with screws, Package of 3 1.85 + 15¢
- Flash Bracket with Hand Grip 5.95 + 25¢
- Hot Shoe with Cord (not for RTL) 2.85 + 15¢
- RTL Combination Hot and Cold Shoe 5.95 + 25¢
- Sky Hi Extension Bracket. Lifts flash high a 22 Sky Hi Extension Bracket. Lifts flash high above camera, with swivel. 5.95 + 55¢
- (Order also: Extension Flash Cord at \$1.95)
- Twin Flash Bracket. Mounts and fires two flash guns or strobes singly or simultaneously. Internally wired. Great! Reg. \$7.95 Sale \$4.95 - 45¢.
- Bouncelight Swivel Flash Joint. Use between any flashgun or strobe and bracket or shoe to convert gun into a "bounce gun" 3.95 + 25¢
- PC Twin Converter. Permits hook-up of two flash or strobe units to one camera flash socket Package of 2 1.85 + 15¢
- Flash Extension Cord, 3 feet long, PC/PC. 1.95 + 15¢
- Twin Prong Adapter. Converts old style Exakta Flash Outlets to modern PC flash. 2.95 + 15¢

CLOSE-UP EQUIPMENT

Bellows and Short Barrel Lenses

- Twin-Rod Bellows, extra long 7" (180mm) Extension, Model TW-7 19.95 + 95¢
- Monorail Bellows, 5" (125mm) Extension, Model MR-05. 13.95 + 95¢
- 105mm F3.5 Schacht Travegar Short Barrel Lens for use in bellows, complete with Exakta Bayonet 19.95 + 95¢

Special Combination "Package":

- Twin-Rod TW-7 Bellows and 105mm Travegar, save \$5.15. 34.75 + 95¢

Extension Tubes

- Original Ihagee, 5-piece Set. 11.95 + 35¢
- Independent Make, 5-piece Set. 7.65 + 35¢
- Two-in-One Extension Ring, 5mm, male and female bayonets machined into each other 8.95 + 25¢
- Internally Automatic Tubes for RTL, Set. 19.50 + 35¢

Macro Lenses

- 40mm F2.8 genuine Macro Kilar, Model E, still at over 60% below User Net Price, supply dwindling, last chance. 64.50 + 1.25
- 50mm F2.8 Macro Extenar with the famous detachable Macro Focusing Mount 59.50 + 1.25
- 135mm F/4 fully automatic genuine Jena Macro-S Telephoto; self-compensating diaphragm eliminates exposure calculation 59.50 + 1.25
- 22mm F2.8 Macro Doryt, a special ultra close-up lens. Focus fixed at 1 1/2 times life size. With Exakta Bayonet 9.45 + 95¢

Auxiliary Close-Up Lenses

- Set of 3 Close-Up Lenses, +1, +2, +3. Set builds up from +1 to +6 by combining. State 49mm or Serv. VII. Case included. 12.50 + 85¢
- Plus Ten Close Up Lens, Series VII. 5.95 + 25¢
- Twin Cable, use with automatic lenses on tubes or bellows 7.75 + 25¢
- Macrolite, Direct Reading Exposure Factor Screen, fits into Prism or Model N Finder (not for RTL), reads exposure increase for close-ups. Reg. \$17.50, Sale Price \$6.95 + 25¢
- Focusing Magnifier. Magnifies Center of Image for ultra-precise focusing. Attaches to PentaPrism. 19.95 + 65¢
- Eyecup, attaches to prism. 5.50 + 25¢
- Ring Strobe, complete with Ser. VII Adapter, (state front diameter of lens) with AC Power Source, Camera Cord 98.50 + 1.35

Minimum Mail Order \$5.00

Beat the Price Increase!

Filters

FILTERS, POLARIZERS, etc.

Filters, Custom, 49mm Screw-in	4.95 + 25¢
Rotating Polarizer, Custom, 49mm.	9.95 + 25¢
Custom Screw-in Filters, Polarizers, other sizes, please request prices.	
Filters, Ser. VII, Drop-in.	3.95 + 25¢
Rotating Polarizer, Ser. VII	9.85 + 25¢
Neutral Density Filter, Grid Disc, Soft Disc, Ser. VII	5.95 + 25¢
Plus Ten (-10), Series VII	5.95 + 25¢
Close-Up Lens Set, 3 Lenses, in Leather Case, Series VII, or 49mm	12.50 + 85¢
Filter Pouch for 4 Filters.	1.95 + 25¢

FILTER ADAPTERS, SHADES, etc.

Ser. VII Filter Adapter, 46mm to 55mm	4.50 + 25¢
Ser. VII Filter Adapter, 58mm.	5.95 + 25¢
Series VII Sunshade, requires adapter	4.95 + 25¢
Custom Screw-in Shades 46mm to 55mm	4.95 + 25¢
Custom Screw-in Shades 58mm	5.95 + 25¢
Custom Screw-in Shades 62mm	6.95 + 25¢
Rubber Shades, Series VII	4.50 + 25¢
Rubber Shades, Custom, 46mm to 55mm	4.95 + 25¢
Inst-A-Dapter. Converts one mm size to another. Any combination male/female: 49mm, 52mm, 54mm, 55mm	2.75 + 25¢
Metal Screw-in Lenscaps, Ser. VII.	1.95 + 25¢
Metal Screw-in Lenscaps, state mm	1.95 + 25¢
Body Dustcaps, bayonet	1.95 + 25¢
Rear Lenscaps, bayonet	1.95 + 25¢

TRIPODS, CLAMP PODS, etc.

"Profile" Tripod. Geared Centerpole, Three-Way Tilt and Pan Head, profiled airplane type legs, rein- forcement struts	29.50 + 1.95
Clamp Pod, attaches to nearly everything	3.45 + 35¢
Super Pod, Heavy Duty Model.	5.45 + 35¢

EXPOSURE METERS

Jonan Exposure Meter, Selenium Cell	4.65 + 25¢
Toshiba PE-1, CdS, "one-touch".	16.95 + 95¢

Minimum Mail Order \$5.00

Accessories

MISCELLANEOUS EQUIPMENT

Focusing Magnifier, attaches to PentaPrism, magni- fies center of image for ultra precise focusing	19.95 + 65¢
Right Angle Finder with Magnifier. For unobserved "candid" shots. Attaches to Prism (all models).	39.95 + 95¢
Master Showman Projection Pointer Model I, Battery Operated.	5.65 + 45¢
Model II, AC Operated.	14.75 + 45¢
Micro Print. Focusing Magnifier for Enlarger	4.95 + 95¢
Blow Brush, camelshair, retractable, with rubber bulb	1.95 + 25¢
Flat Camera and Lens Brush, Camelshair	1.85 + 15¢
Swivel Brush, Camelshair	2.45 + 15¢
Screwdriver Set, 4 Blades	1.85 + 15¢
Miniature Tool Kit.	1.95 + 15¢
Pistol Grip with Cable Tripper.	6.95 + 45¢
Reloadable Cassettes, Pack of 10	3.50 + 25¢
Pneumatic Remote Shutter Release, 20 ft.	5.95 + 25¢
20" Vinyl Cable Release. Butterfly Grip. Extra Long Thrust	2.95 + 25¢
Twin Cable Release Assembly	7.75 + 25¢
Neckstrap for Camera, flat	1.95 + 15¢
Neckstrap for Camera, braided.	2.85 + 15¢
Chrome Neckchain for Camera	3.25 + 15¢
T Mount Bayonet Adapter for Exakta Hot Flash Shoe with cord (not for RTL)	4.95 + 25¢
Flash Shoe w/cord (not for RTL)	2.85 + 15¢
RTL Accessory Shoe, Combination	5.95 + 15¢
Body Dustcap for Exakta, Bayonet	1.95 + 25¢
Rear Lenscap for Exakta Lenses, Bayonet	1.95 + 25¢
Lenscap, Custom, Screw-in, state mm	1.95 + 25¢
Permanent Mount Accessory Shoe, Pak 3.	1.85 + 25¢
Multiple Image Prism (Trick Lenses), Series VII, with Case Three Facets	19.95 + 35¢
Five Facets	27.50 + 35¢
Developing Tanks and Reels, Stainless Steel 35mm Tank	4.95 + 35¢
35mm Reel.	2.65 + 25¢
35mm Tank and Reel.	6.95 + 35¢
35mm Double Tank (takes 2 reels)	6.95 + 45¢
35mm Double Tank and 2 Reels	10.95 + 45¢

Beat the Import Tax!

Roller Squeegee, Heavy Duty, 5" wide	1.25 + 25¢
Slide Notcher (Punch), all metal	2.45 + 35¢
Eyecup, attaches to prism, all models	5.50 + 25¢
Microscope Adapter, Original Ihagee	24.50 + 95¢
Microscope Adapter, Independent Make	14.50 + 95¢
Photographers Travel Guide (Book)	1.50 + 25¢
Depth-of-Field Book95 + 15¢
Giant Release Button	1.25 + 15¢
Betta-Vue Illuminated Slide Viewer, Batteries included	1.45 + 25¢
Optical Magnifying Glasses, Metal Mount, Metal Handle, Sherlock Holmes Type. Set contains: one 4-Inch, one 2-Inch	2.95 + 35¢

Minimum Mail Order \$5.00

EXAKTA BODY SWAPS

Trade up to the Exakta VX-1000TL.

Prices are for the exchange of bodies, less lenses and finders. We will supply the brand new Exakta VX-1000TL Body in exchange for your:

Exakta VX-1000 Body plus \$49.50

Exakta VXIIB Body plus \$54.50

Exakta VXIIa, VX, or V plus \$59.50

Shipping Charges \$1.95 per camera.

Send your old camera body by insured parcel post.

Enclose your order and remittance.

(We accept trades on the RTL, too. Describe your camera fully and ask for exchange price.)

EXAKTA REPAIRS

We are fully equipped to handle all repairs on Exakta Cameras. We use original factory parts and factory methods exclusively. All repairs are fully guaranteed for One Year. Estimates of Repair Costs are free and gladly 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 what you would like to have done. Mark the tag: Estimate Only. We'll do the rest.

SHIPPING CHARGES

Many customers ask whether the Shipping Charges shown in our listings are just for 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.

Our Guarantee and Money-Back Policy.

Our Money-Back Trial is one of the most liberal in the Industry: Any Stock Item may be returned (with or without reason) within 15 Days from the day you receive it. Naturally, the equipment must be in the same condition as received and in original packing. The sale becomes final only after the 15-Day Trial Period, at which time the guarantee takes over and you are still protected. Return privileges do not apply to items made to order or obtained on special order or on items designated "As Is" or "All Sales Final" or "Non-Returnable".

One Year Guarantee covers new cameras, lenses, and most accessories. Electronic and Electric Equipment carries a three-months guarantee (Strobe Units, BTL Systems).

Repairs are guaranteed for One Year. Important: Guarantee on repairs covers only functions repaired by us.

Unauthorized repairs and/or tampering automatically void all guarantees. Our advice: NEVER let anybody attempt to repair your Exakta or tamper with it in any way. The odds are overwhelming that such "repairs" will do more harm than good and you lose the protection of your guarantee. The same advice goes for attempts to "fix it" yourself. Our technicians always spot a camera that has been tampered with. Don't lose the protection your guarantee affords. Hands off, no matter how you may be tempted, and never, NEVER, open up your camera to see what makes it tick!

CUSTOMER LIST, EXAKTA NEWS

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, especially if you have moved. Our Distribution List is on Computer and the Computer needs both the wrong and the right ZIP number to make the correction.

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

If you receive more than one copy, please tell us which address to keep and which to drop. And please remember: Old Addresses, Incorrect Addresses, and Correct Addresses:

ALWAYS INCLUDE ALL ZIP NUMBERS.

You will cooperate, won't you? Thank you.

Seymour's Customer Service.

New Rokunar Zoom Lenses

The World's Finest Zoom Lenses
at unbelievably low Seymour Prices.

"Sharp
as a
Rokunar"

Rokunar Zoom, Model 6013
Variable Focal Length: 60mm to 135mm.
Speed of Lens: F3.5.
Optical Construction: 13 Elements.
Variable Angle: 17 Degrees to 40 Degrees.
Focusing Range: Infinity to 6 feet.
Smallest F Stop: F/22.
Front Thread: 58mm
Stock No. 1874.

\$99⁵⁰

+6.95 Case and 1.95 Shipping

AUTOMATIC

Rokunar Zoom, Model 7021
Variable Focal Length: 70mm to 210mm.
Speed of Lens: F/4.
Optical Construction: 14 Elements.
Variable Angle: 12 Degrees to 35 Degrees.
Focusing Range: Infinity to 8 feet.
Smallest F Stop: F/22.
Front Thread: 58mm.
Stock No. 1875.

\$127⁵⁰

+7.85 Case and \$1.95 Shipping

AUTOMATIC

Rokunar Zoom, Model 1841
Variable Focal Length: 180mm to 410mm.
Speed of Lens: F5.6.
Optical Construction: 11 Elements.
Variable Angle: 6 Degrees to 14 Degrees.
Focusing Range: Infinity to 13 feet.
Smallest F Stop: F/22.
Front Thread: 77mm.
Stock No. 1876.

\$169⁵⁰

+8.95 Case and \$1.95 Shipping

PRESET

Seymour's Guaranteed Exakta Repairs.

We are fully equipped to handle all repairs on Exakta Cameras. We use original factory parts and factory methods exclusively. All repairs are fully guaranteed for one year. Estimates of Repair Costs are free and gladly 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 what you would like to have done. Mark the tag: Estimate Only. We'll do the rest.

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

Offered at Sale Price.

We have sold more 135mm Steinheil Lenses than any other 135mm lenses, simply because word of mouth "advertised" the lenses for us. The new 135mm F2.8 fully automatic Steinheil Auto-S is truly a super quality lens. Wire sharp and 100 per cent color corrected with a Resolving Power which is so close to the theoretical maximum that it can be called "perfect." The optical excellence alone would have made the lens the most popular telephoto lens in our line. But when you see the beautiful finish and hold this ultra-compact (three-inch-long) lens in your hand, you cannot help but fall in love with it. Steinheil Quality all the way!

Previous low Seymour Price \$89.50

Now, during Sale only, \$69.50 + 95¢ Shipping

Hard Leather Case \$4.95. Velvet-lined deLuxe Pouch \$3.95
Original Steinheil Screw-in Shade, Sale Price \$3.35

MR. CHARLES BORRESON
1126 S. Rene Dr.
Santa Ana, Ca 92704

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