

# Exakta News

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## The New Ihagee Twin TL West Exakta

Rumors have been flying about Ihagee's new "West" Exakta, but facts were hard to come by. Well, here is the first authentic description of this new camera.

To answer your first question before you ask it: Yes, Seymour's has the camera in stock and can ship it the day your order is received.

The official Model Name is: Exakta Twin TL. The "TL", obviously, stands for "Through-the-Lens" Focusing and Light Metering. Buy why "Twin"? Because it was originally designed as a twin system, taking its own lenses (more about the lens mount later) as well as "Classic" Exakta Lenses. Some time between the name giving and the final production the mount was improved to take, in addition to the classic lenses, Exakta RTL Lenses, and, of all things, Pentax and Praktica Lenses. Inexpensive Adapters are offered and the system makes the New Exakta the most versatile universal lens mount camera in the world. Since it would have been a little awkward to change the name to "Quadruple TL", they left it at Twin-TL.

The basic Twin TL Mount is a miracle of engineering. It has the widest unobstructed opening of any 35mm camera. This means that you can use lenses which would vignette (cut off) in any other camera. It also means that the lens adapters (for Pentax Lenses, etc.) fit INSIDE the lens mount, permitting a full focusing range of all lenses, including "adapted" ones!

What else makes the Exakta Twin-TL unusual? Well, there are the lenses, for one thing. The Twin-TL is the first Exakta with an F1.4 lens. (To anticipate your question: No, the lens cannot be used in the classic Exakta or the Exakta RTL-1000). The F1.4 lens cost a little more (and is worth it!) but if you want to keep the cost down, you can buy the Exakta Twin-TL with the F1.8 lens. Again anticipating your question: Yes, you can buy the Twin-TL Body without lens.

The next feature is the newly developed light metering system. It has two CdS Sensors to avoid "guessy" readings. The two sensors feed into an intricate computer "brain" and give you a reading which you can trust implicitly. Like all

Exaktas, the meter uses the "true" reading method without mechanical linkage and "approximations". What you see is what you get, or should we say: "What the film sees is what the meter gets".

A push-button switch puts the meter into the circuit and, at the same time, causes your lens to respond to the light meter. You can switch it at will, but there is a great design idea: A split second after you trip the shutter, the meter automatically shuts off (making your battery last three times as long as in other cameras) and puts the lens back into the fully automatic mode. You can take subsequent shots at the previous meter reading which remains "locked" into the lens: your lens will close down to the same F/Stop as before if the light has not changed. If the light has changed or if you want to take a new reading, just push the switch down and the automatic process will simply repeat itself. Of course, the meter and the shutter are coupled to each other. Change the shutter speed and the meter will automatically compensate. Unlike mechanical metering systems, the Exakta will compensate for ALL variables when it computes the exposure: Filters, Close-Up Focusing, Extensions, Bellows, and so on.

What else? Plenty! An all-metal reciprocating shutter of uncanny accuracy. Shutter speeds to 1/1000 sec. Delayed Action ("Self Timer"). Left and right hand Shutter Release. Automatic Zero Reset. Eyelevel PentaPrism with Combination Fresnel Viewing Screen with MicroGrid Rangefinder (built-in, non-removable). Built-in Accessory Shoe (Hot and Cold). Professional Black Finish.

Did I leave anything out? Ah yes: it handles beautifully and it takes terrific pictures. I know: I handled it and the camera took terrific pictures!

Earl F. Seymour

Exakta Twin TL with F1.4 Automatic Lens, Stock No. 2072, complete with Case \$199.50 +2.45 Shipping Charges.

Exakta Twin TL with F1.8 Automatic Lens, Stock No. 2073, complete with Case \$174.50 +2.45 Shipping Charges.

Exakta Twin TL, without Lens, Stock No. 2074, complete with Case \$144.50 +2.45 Shipping Charges.

Adapter TW/CLA, for old-style Exakta Lenses, Stock No. 2111, \$9.95.

Adapter TW/PRA, for Pentax and Praktica Lenses, Stock No. 2112, \$14.95.

## Lenses for the New Twin TL Exakta.

While Old-Style-Bayonet Exakta Lenses will fit the new Twin TL Model with the TW/CLA Adapter, you can order Twin TL Lenses which do not require an adapter. The line will be expanded. The following lenses are available immediately:-

24mm F2.8 Auto Rokunar, Stock No. 2060/TW, \$99.50 +5.85 Case and \$1.45 Shipping.

28mm F2.8 Auto T/W Rokunar, Stock No. 2104/TW, \$79.50 +4.95 Case and \$1.25

135mm F2.8 Auto T/W Rokunar, Stock No. 2105/TW, \$89.50 +5.85 Case and \$1.45

60mm to 135mm F/4 Auto Zoom Rokunar, Stock No. 1874/TW, \$139.50 +8.95 Case and \$1.95 Shipping.

70mm to 210mm F5.6 Auto Zoom Rokunar, Stock No. 1875/TW, \$156.50 +9.95 Case and \$2.45 Shipping.

## The Basic Exakta RTL-1000



Every day we receive letters asking whether the Exakta RTL-1000 can be bought with the Model RP PentaPrism, i.e. without lightmeter. The answer is YES!

You can now buy the incomparable Exakta

RTL-1000 with its super accurate shutter, complete with the sharpest lens ever to come out of an optical plant, the F1.8 internally automatic Oreston, with RP Eyelevel Finder with Combination Fresnel Viewing Screen and MicroGrid Rangefinder at a price that won't make a dent in your savings account. If you wish, you can later add the lightmeter prism. That's the advantage of the interchangeable Exakta Viewfinders!

Latest brand new Basic Exakta RTL-1000, with Model RP PentaPrism (no Lightmeter) with Micro Grid, with internally automatic F1.8 Oreston Lens, Stock No. 2015, \$99.50 plus \$12.95 for the (mandatory) Case and 1.95 Shipping Charges.

The above price is for the Camera with Seymour Guarantee (Maintenance). You can buy the camera without Seymour Guarantee (i.e. with "Factory" Guarantee) for \$79.50 + 12.95 for the case (mandatory) and 1.95 Shipping



**seymour's** INC.  
The Worlds ONLY exclusive Exakta Dealer  
350 West 31 Street, New York, N.Y. 10001



# Exakta VX-500

The Exakta VX-500 is a true Exakta, identical in size, features, interchangeability of lenses and viewfinders, with the famous Exakta VX-1000, except for the extreme slow shutter speeds and the 1/1000 sec. If you are a fan of the "Classic" Exakta, here is your chance to obtain the last of the Classic Models.

We must assume that most of the classic Exakta Features are well known. To list them all, would fill many pages. But we do want to remind you of a few of the features that have made the Exakta VX-500 our best selling Exakta:

- The Exakta VX-500 is a full size Exakta of "Classic Design"
- A True Single Lens Reflex: The Finder sees what the Film sees.
- Interchangeable Finders
- Interchangeable Focusing Screens
- Interchangeable Lenses: Takes All Exakta Lenses
- Instant Return Mirror
- Has the new Exakta Mount with Inner and Outer Bayonet
- Intentional Double Exposures for Trick Shots
- Synchronized for Flash and Strobe
- Unlimited Exakta System Accessories

#### COMPLETE CAMERA:

Exakta VX-500, complete with Model N Hooded Reflex Finder with Combination Fresnel Viewing Screen and MicroGrid, equipped with F2.8 Fully Automatic German Domiplan Lens, Stock No. 1862, \$49.50 + 9.95 for the (mandatory) Case and \$1.95 Shipping Charges.

#### COMPONENTS

Your Best Buy is the complete camera as shown above, at the special combination price. But, you may buy the components separately:

Exakta VX-500 Body, less lens and finder, Stock No. 1934, \$39.50 + 9.95 for the (mandatory) Case and \$1.95 Shipping.

Hooded Reflex Finder with Insert, Stock No. 1956, \$15.50 + 65c.

50mm F2.8 Domiplan, Stock No. 1948, \$16.95 + 95c.



## Having Trouble Focusing?



The "Eagle Eye" Individually Corrected Eyepiece Lens will Solve Your Problem!

Your problem: you don't have 20/20 vision and the image on the focusing screen looks blurred. It remains blurred, even though you are trying your reading glasses, your "distance" glasses, or no glasses. Baffled? Many people could not figure it out. Nothing seemed to help. Optometrists and opticians were baffled, too. Yet, there is a simple explanation:

There is an optical system in the viewer of your camera. The image on the focusing screen is neither at "Infinity" nor at "Close Range". Therefore, neither your distance glasses nor your reading glasses can solve your viewing and focusing problem.

For years we tried to solve the problem. Hours and hours were spent with eye experts. At last, success! We can now supply corrective eyepiece lenses which are a combination of your own prescription and the additional correction which is necessary.

To order, you must give us the model of the camera on which you want to use it. We also need: either your optometrist's prescription or a lens from an old pair of glasses. If your two eyes take different prescriptions, make sure you give us the one which matches the eye you prefer to use for focusing and viewing.

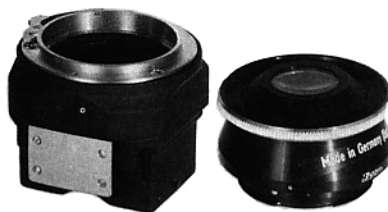
We make the lenses to fit the Exakta Eyepiece (but we can make them to fit any kind of eyepiece).

"Eagle Eye" Eyepiece Lens, to fit Exakta Eyecup, \$14.95 plus 35c Shipping Charges.

Original Exakta Eyecup \$6.95 + 35c

Combination Price:

"Eagle Eye" Lens plus Eyecup \$19.50 + 45c.



## Magnear

### "scientific" Finder

The Magnear Finder was out of production for nearly three years. We were forced to return orders unfilled, marked "Unavailable". This is the first time we can announce that the Magnear is again available for immediate delivery.

The Magnear Finder fits all Exakta Models up to (and including) the VX-1000TL and VX-500. It does not fit the RTL-1000. It is indispensable for scientific work, Close-Up Work, Copy Work, and wherever ultra precise focusing is imperative. The powerful Magna-Lupe is removable. It bayonets right into the Magnear. The Magnear can use all Focusing Inserts, including the special distortion-free flat groundglass which is especially useful for architectural shots and, of course, for copying.

You may purchase the parts separately but your best bet is to buy the Complete Magnear Focusing Setup because you buy it at a special package price. It saves you a cool 25% which means \$11.00 in your pocket!

Magnear Finder without Magna-Lupe and Insert, Stock No. 1964, \$18.50. Shipping 65c. Magna-Lupe Magnifying Lens, Stock No. 1965, \$16.50. Shipping 45c. Flat Groundglass for distortion-free image, Stock No. 1966, \$5.95. Shipping 35c. Complete Magnear Focusing Set-Up, consisting of Magnear Finder, Magna-Lupe Lens, and Flat Groundglass, Stock No. 1967, \$29.95. Shipping 95c.

## Seymour's Hand Made Color Enlargements

We deliver Hand Made Color Enlargements of the quality displayed in our showroom. No compromise. Only ONE quality: the Best. No mass produced automated machine prints but individually enlarged, hand made color enlargements, every one a breathtakingly beautiful show-off picture. (No rush orders, please. We have no machines that spit out "in-at-noon/out-at-three" prints. Allow a minimum of three weeks.)

Our prices are extremely low. You simply cannot obtain Color Work of this Quality elsewhere at anywhere near our low prices. Only a trial order can show you the magic that transforms your slides into serenely beautiful large decorative pictures.

#### 16x20 Competition Type Giant Color Enlargements.

Fully Finished, Hand Spotted, Mounted on Heavy Board, Matte Finish: First Print \$34.50 + 2.45 Shipping. Additional Prints, same slide, \$24.50 + 1.35 Shipping. On 4 or more 16x20 Prints: we pay postage.

#### 11x14 Home Display Enlargements

Fully Finished, Hand Spotted, Mounted on Heavy Board, Matte Finish: First Print \$16.50 + 1.00 Shipping. Additional Prints, same slide, \$12.50 + 50c Shipping. On 8 or more 11x14 Prints: we pay postage.

#### 8x10 DeLuxe Custom Enlargements

Fully Finished, Hand Spotted, Mounted on Heavy Board, Matte Finish: First Print \$8.50 + 1.50 Shipping. Additional Prints, same slide, \$5.95 + 50c Shipping. On 15 or more 8x10 Prints: we pay postage.

## Convincer Offer!

If you have never sampled our Color Work, there is only one way to convince yourself. Send us a trial order. We make you a special offer because we know you will be back again and again and again.

We will make four beautiful prints and mount them on color coordinated board. The overall size of each picture will be 11x14 inches, the prints will be 8x10 inches. Send us four of your best slides and we'll come up with four glorious color pictures. We intend to knock you off your feet, or at least make you gasp at the beauty that was hidden in your very own slides. (On this offer, Slides ONLY. Do not send negatives).

**Trial Color Offer: 4 Color Enlargements as described above, from 4 different slides, regular price \$34.00, Trial Offer \$24.50. Shipping Charges \$1.50. Orders must be marked "Trial Color Offer."**



## Genuine Jena 20mm F/4 Automatic Ultra Wide Flektogon

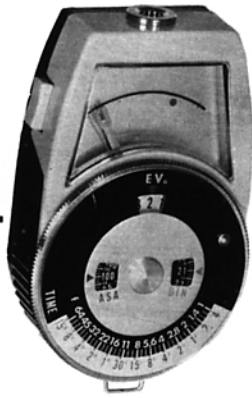
The World's Widest distortion-free Ultra Wide Angle Lens, corrected in the true Jena tradition. For extreme coverage of scenic sweeps, large groups, architectural shots, etc. Unbelievable 100 Degree Coverage.

20mm F/4 Automatic Jena Flektogon, Stock No. 1960, \$149.50 plus \$1.35 Shipping.

**My Camera has  
a Built-in Meter.**

**I don't need  
a Hand Held Meter.**

**Or do I?**



You certainly do! Built-in meters are terrific but they have their limitations. If you take pictures only in good light, on conventional film, without filters (or only with ordinary filters), if you don't take imaginative pictures, if you never take extreme close-ups or copy pictures from books, in short, if you stay within the snapshot region....you don't need a handheld meter.

But if you ever want to take a picture which is beyond the scope of your built-in meter, you certainly do need a handheld meter. Not just any handheld meter, of course. Some handheld meters don't have a greater range than your built-in meter and if you look at the specifications, you will see that some of the most widely advertised (and high-priced) meters have an amazingly narrow range. True, some go rather high but are deficient in the low end (where the extended range costs money). Others may give fair readings for the conventional films but not for very slow or very fast films. Still others severely limit the exposure time to hide their limited range.

Finally, before you decide on any Exposure Meter, look at another very important feature; Accuracy. What good is an Exposure Meter if you can't trust it for correct exposure? How do you know? Point the meter and watch the needle. If it bounces back and forth, you know that the meter "can't make up its mind." Make sure the needle goes to the correct reading and STAYS.

In case you missed the amazing specifications of the Super Tiger CdS Meter in the last Exakta News, here they are again, exactly as printed in the Exakta News:-

The Super Tiger CdS Exposure Meter is far above any

meter with which we compared it. First of all, we found it extremely accurate. This is most important. It's your reason for buying an exposure meter in the first place! Second on our list is its ruggedness and reliability. Then there is its good appearance and overall look of quality.

Now let's look at its features and compare them with those of other meters. The new Super Tiger comes out on top every time. Start comparing the Super Tiger's range with that of any known meter.

**4 hours to 1/8000 second! (Read that again: not 4 seconds, not 4 minutes but FOUR HOURS!)**

**F/1 to F/64 (We know of no lens that goes beyond this!)  
ASA 6 to ASA 25,000 (yes, 25,000! It will take film manufacturers a long time to catch up with the Super Tiger!)  
EV values to "minus 2" (that's 3 Values below EV-1!)**

We'll just list some of the other features:

Built-in Battery Tester.

Battery Miser Circuit (battery lasts two years).

One-hand operation.

Jewelled movement.

Shock Resistant Construction.

There are no known light conditions which the Super Tiger cannot read (and read accurately). A night shot by the flickering light of a match? Certainly. A white sand desert at high noon? No problem.

**The range is amazing, isn't it? But when you hear that there are no "high range" and "low range" Buttons to worry about, you might not believe it. Yet, it's true. Never again will you damage your meter by having it on "low range" while you point it at the summer sky. Very few meters with Hi/Low switch survive this ordeal. The Super Tiger has a safety circuit and compensates automatically for sudden peak light intensity.**

You have seen exposure meters whose needles flutter and bounce back and forth as if the meter could not make up its mind. The Super Tiger knows exactly how to interpret the light and the needle comes to a positive, rock-steady rest. No guesswork!

The Super Tiger has a jewelled movement and is rated Shock Resistant. Treat it as a precision instrument but don't baby it. It's rugged!

**Super Tiger CdS Exposure Meter, Stock No. 1995 - \$19.95  
+ 1.25 Shipping (Battery, Case, included).**

## Making Your Own Enlargements?



We'll guarantee you ultra sharp enlargements when you use this new Enlargement Magnifier in your Darkroom. Very easy to use: place it on the easel and focus your enlarger in the conventional way. See the image, microscope-like, in the "Micro-Print" Unit.

It lets you focus on the microscopic grain of the film and assures you of the maximum sharpness for every negative. It is actually impossible to obtain incorrectly focused enlargements.

The "Micro-Print" is a precision instrument, designed for the professional photographer but now priced for the amateur. Save a few spoiled enlargements and you have paid for the instrument.

**Micro-Print Enlarging Magnifier, Stock No. 1840, \$7.95 + 95c Shipping.**



## Rokunar Zoom Lenses

There are three different focal length ranges and three different models in each range, for Classic Exakta, for Internal Automatic RTL-1000, and for Internal Automatic Twin-TL. The Model 6013, Stock No.1874, has a range from 60mm to 135mm (F3.5). It is fully automatic. The Model 7021, Stock No.1875, has a range from 70mm to 210mm (F/4). It is fully automatic. The Model 1841, Stock No.1876, has a range from 180mm to 410mm (F5.6). It is preset.

**Availability and Prices uncertain at the time we go to press. Please write.**



## An Old Friend is Back: 135mm F2.8 Fully Automatic Schneider-Iso Tele-Iscaron

We went to a great deal of trouble to obtain these lenses for you. You remember them for their solid construction, their precision mounts, their beautiful finish, and, most important, for their ultra-sharp correction. They are fully automatic, of course, with rotating auto-manual switch.

The lens comes in a deLuxe Case, the likes of which you haven't seen in a decade.

Not only is our supply limited, but there won't be any more when these are gone — not at any price!

**135mm F2.8 fully automatic Schneider-Iso Tele-Iscaron, Stock No.2133, \$98.50 + 7.85 for the DeLuxe Case and 1.35 Shipping**





## Original Hanimex Automatic Screw Thread Lenses

The following Original Hanimex Lenses can be supplied immediately from stock. They work fully automatically in the above camera (and all Pentax and Praktica type cameras).

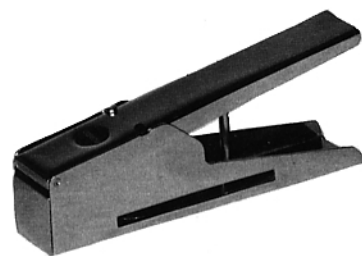
**28mm F2.8 fully automatic Hanimex Wide Angle Lens, Stock No. 2118, \$59.50 +1.25 Shipping Charges.**

**35mm F2.8 fully automatic Hanimex Wide Angle Lens, Stock No. 2121, \$49.50 +1.25 Shipping Charges.**

**135mm F2.8 fully automatic Hanimex Telephoto Lens, Stock No. 2124, \$49.50 +1.25 Shipping Charges.**

**Screw-in Lens Shade for any above \$3.95**

**Lens Case for any above \$4.95**



## 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.

**Slide Punch, Stock No. 1833 \$2.95 + 35c Shipping.**

## What's this Talk about Screw Thread Exaktas?

You may have seen the ads run by Exakta Photographic Products Co., in which they mention Exaktas with Screw Thread Mounts. These Exaktas are said to take Praktica and Pentax Lenses. What's the real lowdown on this announcement?

Well, there is a grain of truth in it but, let's be honest, a very small grain. What it boils down to is a flange which "converts" the Exakta Mount into a Screw Thread Mount. Two models of this flange are available, the Screw Thread Mount for the Classic Exakta and the Screw Thread Mount for the Exakta RTL-1000.

To install, you remove the four screws which hold down the Bayonet Flange on your camera and install the Screw Thread Flange. It takes only a minute. The price of the Flange (either model) is \$17.50 +65c Shipping Charges.

With the Screw Thread Flange in place, you have an Exakta which will take all Praktica and Pentax Lenses (and all other lenses with the same type of screw thread mount). If you want to use your own Exakta with Screw Thread Lenses, the Screw Thread Flange is a good solution (the only solution) but if you are going to buy a new camera, we have a better solution for you:-

## Now Available in Praktica/Pentax Mount

**200mm F/4 preset Orestegor, Stock No. 1982/P, only \$89.50 +1.65 Shipping.**

Limited Supply. First Come, First Served.

## BONUS BUY

Buy the Praktica LTL/S as shown and select one of the above lenses at the following Bonus Prices:

**135mm F2.8 Automatic Hanimex Telephoto, Stock No. 2124, Bonus Buy 19.95 +65c Shipping.**

**35mm F2.8 Automatic Hanimex Wide Angle, Stock No. 2121, Bonus Buy \$9.95 +65c Shipping.**

**28mm F2.8 Automatic Hanimex Wide Angle, Stock No. 2118 Bonus Buy \$14.95 +65c Shipping.**

**28mm F2.8 Automatic Hanimex Wide Angle, Stock No. 2118 Bonus Buy \$14.95 +65c Shipping.**

**200mm F/4 preset Meyer Optik Orestegor, Stock No. 1928/P Bonus Buy \$59.50 +95c**

## The New Praktica LTL/S

The new Praktica LTL/S is the very latest model of this new series. You recognize it by the Self Timer Lever below the shutter release button. We sell only this new improved model. For obvious reasons you should buy only this very latest improved model.

Rather than describe the LTL/S in detail I am going to take the easy way out by telling you that it is identical with our Exakta RTL-1000 with the following exceptions: The Lightmeter Prism is built-in. The Accessory Shoe is built-in. The camera takes Praktica/Pentax Lenses. And the automatic lenses remain automatic.

The LTL/S has all the fabulous features of the RTL-1000 including the super accurate all-metal shutter, the CdS Through-the-Lens Metering System, and the superb F1.8 Lens.

**Hanimex Praktica LTL/S with Selftimer, with built-in Through-the-Lens Metering Prism, with F1.8 internally automatic Lens, Stock No. 2081, \$139.50 +12.95 Case and 1.95 Shipping.**

## Praktica/Pentax Accessories

We can supply equipment for the screw thread cameras, such as Bellows, Extension Tubes, Reverse Adapters, Tele Converters, Preset Telephoto Lenses and Wide Angle Lenses, Body Caps, Read Lens Caps, and so on. Please request individual quotations.



## Glove-Soft Velvet-Lined Pouches for Lenses and Accessories

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.

**Glove-Soft Velvet-Lined Pouches**

**Small, Stock No. 1863/02, \$2.95 plus 25c**

**Medium, Stock No. 1863/04, \$3.45 plus 25c**

**Large, Stock No. 1863/06, \$3.95 plus 25c**

**New: Super Size for large telephoto lenses, etc. Stock No. 1863/08, \$5.85 plus 35c**



## "Portable Darkroom"

The Changing Bag is a "Portable Darkroom" with two compartments of rubberized black nylon cloth, one inside the other. The "sleeves" fit onto your wrists. With your hands inside, the bag is absolutely light tight. You can remove a piece of film that may have become stuck.

It's an inexpensive item and we can't get rich on it. But I still urge you to throw one in your gadget bag. It folds flat and doesn't take up any room. Don't take a chance: you may need one the very next time you go picture taking. (We have several in our showroom and they are being used every day.)

**Changing Bag ("Portable Darkroom"), full 16-inch by 17-inch size, Stock No. 1895, \$6.95 plus 45c Shipping Charges.**



## New Bellows-and Lens Combination lets you focus from Infinity to One Inch!

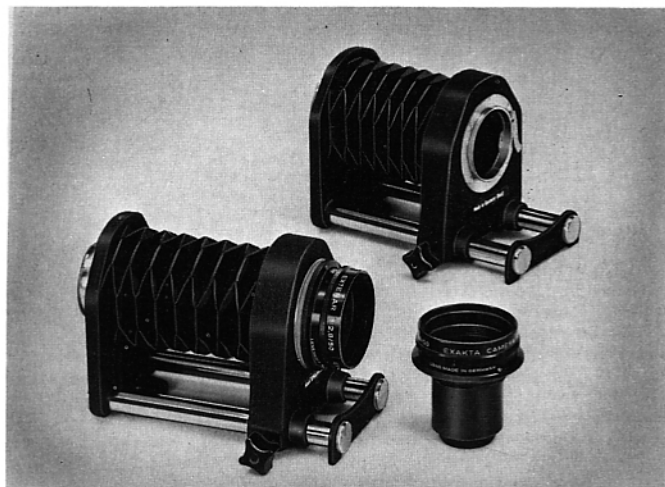
You have seen close-up devices that focus down to one inch. And you have seen lenses that focus to Infinity. But you have never seen a Bellows-and-Lens Combination which will do both! The secret lies in the specially constructed lens mount which deeply recesses the optical components of the lens, permitting the rear element to be positioned exactly where the rear element of a standard lens would be if it were attached to the camera itself. Now you know WHY this combination has such a complete focusing range. But HOW it is done, is still a miracle of design engineering.

### THE BELLOWS:

The Proxette is the original Exakta Bellows, designed, engineered, and built in the Dresden Exakta Plant. In the true German Exakta Tradition, the Proxette Bellows is built to do its job well and to last virtually forever.

The Proxette has genuine Leather Bellows, All Metal Construction, Twin Rod Suspension, Positive Lock, Smooth Operation. It has a Dual Hookup System, permitting vertical and horizontal use. It has two tripod suspension sockets. This permits you to vary the position of the lens relative to the subject. Or, if you wish, you may keep the Lens-to-Subject Distance fixed (for constant image ratio) bringing the film plane into focus by moving the rear part of the Proxette. You are in total command!

The construction of the Proxette keeps the lens permanently aligned, both laterally and relative to the lens axis. This means that the lens axis will always be exactly perpendicular to the film plane and that the lens axis will touch the film plane exactly at the intersection of the diagonals. This is extremely important for Close-Up Work where the slightest deviation would result in photographs which are



sharp in one corner and blurred in the other three corners. Permanent alignment is achieved by the use of two chrome plated rods.

Once focused, the Proxette provides a positive lock which does not slide into the next "notch" because there are no notches! It prevents the lens from gradually dropping into a lower position when the unit is pointed downward. Once focused, the Proxette STAYS focused.

### THE LENS:

The 50mm F2.8 Macro Extenar is a superbly corrected lens of modified (i.e. improved) Tessar Type Formula. It produces ultra sharp images, regardless whether it is focused on Infinity, at moderate close-up, or at extreme macro setting. It bayonets into the Proxette. The diaphragm control ring is conveniently located outside the bellows, while the optical part of the lens is located deep inside the bellows. The front element is so far recessed that the lens barrel acts as a deep lens shade, keeping stray light from hitting the lens itself. The result

is an uncannily clear picture because only image-producing light rays enter the lens. The usual ambient light is prevented from entering and bouncing around inside the lens which would lead to a haze across the image on the film. Pictures taken with the Macro Extenar are not only beautifully sharp, they are also unusually crisp: just what you need for macro shots!

### THE COMBINATION:

While the Proxette can be used with any lens, the Extenar gives it an unusual focusing range from Infinity to Extreme Close-Up: from a Mile to an Inch! No matter what distance you want to cover, the Macro Extenar in the Proxette will give it to you.

Original Exakta Proxette Bellows, Stock No. 1936, \$29.95 + 1.45 Shipping

50mm F2.8 Macro Extenar Lenshead, Stock No. 1944, \$39.50 + 1.25 Shipping

Combination: Proxette AND Extenar, Stock No. 3006, \$54.50 + 1.95 Shipping

## Combolite, the new Focusing Insert.

The Combolite was developed by Seymour's and is offered by us exclusively. Even if we say so ourselves: it is a marvel of optical ingenuity. It combines EVERYTHING which was previously available only if you purchased several separate inserts:

1. a Fresnel Viewing Screen
2. a Circular Finegrain Groundglass Area
3. a Split Image Rangefinder
4. a Micro Grid.

Uncertain whether to order a Micro-Grid or a Split Image, a Fresnel or a Finegrain Groundglass? Now the decision is easy: Get them ALL in the Combolite.

The Combolite is available only for the Classic Exakta, not for the RTL-1000. **Combolite Combination Focusing Screen, Stock No. 1968, for the first time at a reduced price: Former low Seymour Price \$17.50, now offered at the special price of \$12.50 + 35c Shipping**

## Elevator Clampod with Panhead

For years we have been offering two different "pocket tripods", the Clamp Pod, and the Super Pod. Why another one? Because we want you to be able to select the one that is tailored to your needs. No more, no less.

The new "Tiger Jaw" Pod is the most versatile of the lot. It has everything you can possibly build into a clamp pod. The "Tiger Jaw" Pod is extremely strong and sturdy, steady as a rock. It has the unusual jaw width of three inches. You can clamp the unit to almost anything, be it a big or small pipe, a park bench, a car window, a table—anything flat, round or odd shaped. It has a Three-Way Panhead with extended locking handle. It has a Geared Elevating Center Column with folding crank handle. It comes with a strong wrist strap. It can be used as a hand grip, too. When not in use, it folds flat and compact, taking up very little room.

**Tiger Jaw Elevator Clampod with Panhead, Stock No. 2028, a Great Buy at only \$8.95 + 95c Shipping Charges.**



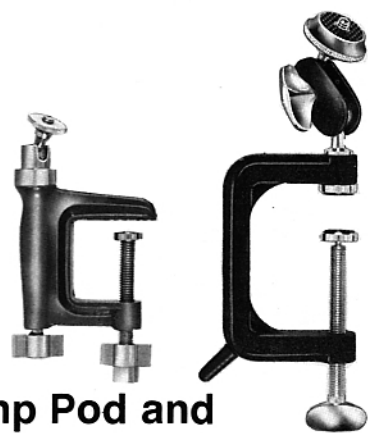
## New! Shoulder Pod.

The last time we offered you a shoulder pod was eleven years ago. The manufacturer discontinued it and there was nothing on the market to replace it. True, there were several shoulder pods (sometimes referred to as gunstocks) but they were ornate and embellished (and only partially efficient) and sold for \$79.50 and up. We decided to sit it out. Now we found what we were looking for: an inexpensive, light-weight, no-nonsense Shoulder Pod. No carved walnut, no silver inlay, but usefulness and simple construction.

This new All Metal Shoulder Pod fits into your shoulder like a rifle. To make it even more secure, an adjustable strap fits around your arm. The camera or lens support moves over the entire length to adjust for different lengths of telephoto lenses. There is also a lateral adjustment to bring the camera's eyepiece in line with your eye. A special Cable Release linkage gives you off-camera triggering: you "squeeze off" your shots the way you aim and fire a rifle. You can "fire" with your right or left hand, whichever seems more comfortable.

**Shoulder Pod, Stock No. 2055, \$11.95 + 85c Shipping Chgs.**

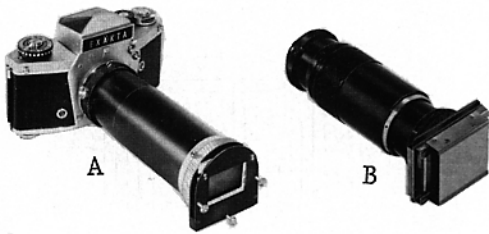
Tip: When you use a very long or very heavy telephoto lens, use the shoulder pod in conjunction with a Tiger Paw Unipod. The handgrip of the Shoulder Pod is threaded for this purpose.



## Clamp Pod and Super Pod

Ever since we introduced them, Clamp Pods have been very popular. They have been described as "Pocket Tripods." But they are much more versatile than a tripod. They attach to virtually ANYTHING: to a park bench, to a car window, to a table, to a chair back. They even attach to round things such as water pipes. An ingenious wood screw lets you attach the Clamp Pod and the Super Pod even to a TREE! Both models come with Universal Swivel Joint. Order the simpler Clamp Pod or the elaborate Super Pod. Both are all metal.

**Sale Prices: Clamp Pod \$3.45 + 35c Shipping  
Super Pod \$5.45 + 35c Shipping.**



## Ser. VII Slide Duplicator (Not shown)

This Slide Duplicator is the simplest and least expensive model. You use it in conjunction with Extension Tubes, on your own 50mm or 58mm lens. It attaches by means of a Series VII Filter Adapter (not included):

Simple to use: Slip your slide into the special holder as shown in the photograph. Use any light source, even daylight. The Diffusion Glass prevents hot spots. The Duplicator has a helical focusing mount which permits the correct positioning of the slide for exact focus.

Use it to make duplicates of your best slides or to make black-and-white negatives from your color slides.

**Series VII Slide Duplicator, Stock No. 1836, \$12.95 + 95c Shipping.**

## Reproslide Slide Duplicator A

The new Reproslide Slide Duplicator is entirely self contained. You do not need anything else to make it work! No tubes, no bellows, no auxiliary lenses, **NOT EVEN A LENS!** Everything is built right into the Reproslide. Even a special flat-field copying lens. You bayonet the Reproslide directly into your Exakta, drop a slide into the Reproslide—and shoot. Slides may be unmounted, mounted in cardboard or glass, or even in the form of film strips. You can use any light source (including daylight) and you will get a perfect exact duplicate every time. Exactly the same size as your original. And there's no problem making negatives from slides or black-and-white slides from negatives. Fun to use.

**Reproslide Slide Duplicator, Stock No. 1838, \$22.50 + 1.25 Shipping.**

## "Crop-A-Slide" Slide Duplicator. B

This is our most sophisticated Slide Duplicator. Entirely self contained. Variable Image Ratio!

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

You have your choice of the following:

1. Make an exact copy of your slide (1:1)
2. Continuously Variable Enlargement (up to 2:1)
3. Selective Cropping: Slides move up and down and from side to side.
4. Enlargement of half-frame slides to full-frame slides.

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 Duplicator, Stock No. 1820, \$39.50 + 1.25 Shipping.**



## "Pieces of Eight" The New 8mm Movie Frame Enlarger.

If you use an 8mm Movie Camera, you will easily find some hidden treasures among your films. Now you can enlarge bits and pieces of your 8mm films onto 35mm Exakta Size. Black and white, or Color. Negatives for paper prints. Slides for projection. You name it, "Pieces of Eight" will do it.

"Pieces of Eight" is a precision instrument with self contained micro-film type lens. It has a condensing lens system to illuminate the 8mm frame evenly. This would be impossible with a diffusion glass.

This new movie frame enlarger can be used with Super Eight, Single Eight or Standard 8mm Film. It fits directly into your Exakta (any model) and produces a perfect 35mm still picture. Slides come out ready for projection. Negatives are ready for further enlargement, either black-and-white, or full color.

**"Pieces of Eight" 8mm Movie to 35mm Still Enlarger, Stock No. 2025 \$37.50 + 1.45 Shipping Charges. Protective Case included.**



## Plus Twenty (+20) Tiger Macro Lens.

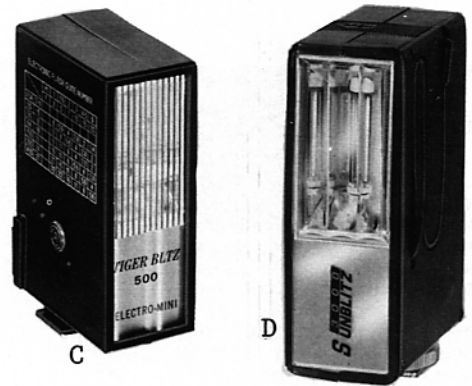
In 1962 the limit for Close-Up (Macro) Lenses was Plus Three. Lenses of higher power could not be produced. Gradually, new optical developments made it possible to increase the magnification. 1965 saw Plus Five and even Plus Six lenses. A great breakthrough came in 1969 with the famous "Plus Ten" Close-Up Lens, by now a staple item in Seymour's inventory. Many experts considered it the absolute limit. Now look what's happening!

The "Plus Twenty" Tiger Macro Lens attaches to your standard 50mm Exakta Lens. The 49mm Model screws directly into the Pancolar, Oreston, etc. The Series VII Model requires a Filter Adapter.

There is no light loss, nothing to calculate or to compensate as far as exposure is concerned. If your diaphragm is set at F/8, it's really F/8.

What does the "Plus Twenty" do that others don't or can't do? It gives you a life size image! 1:1 ratio on the film! Never before was it possible to obtain a "same size" image without tubes, bellows, or special lenses. Optical science has now reached the theoretical limit: a life size reproduction with a 50mm lens, with a single macro lens attached!

**"Plus Twenty" Tiger Macro Lens 49mm, Stock No. 2023/49, \$9.65 + 30c Shipping Ser. VII, Stock No. 2023/07, \$9.65 + 30c Shipping (Ser. VII Adapter, state mm size, \$4.50 + 25c)**



## Tiger Blitz C

At last there is a small, self contained Strobe Unit, the Tiger Blitz Electronic Flash. Efficient, compact and entirely independent from electric house current: Two standard Penlite Batteries supply the Power!

Anybody can build expensive features into an expensive strobe unit. The trick is to equip an inexpensive unit with expensive features: Detachable Flash Cord, Neon Pilot Lamp, Open Flash Button (may be used as test flasher), Permanently embossed Exposure Index.

Now take a good look at the Performance Specifications:

True Guide Number of 56 for ASA 100.

Re-cycling Time: 5 Seconds.

Flash Duration: 1/1500 second

Number of Flashes:

Penlite Batteries: 40 or more

Alkaline Batteries: about 200

Color Temperature: Daylight (5700° K)

Angle of Coverage: 65 Degrees

Dimensions: 1 1/4 x 3 1/4 x 2 1/4 inches.

**Tiger Blitz Electronic Strobe Unit, with detachable Cord, Stock No. 1881, \$13.95 + 95c Shipping.**

Batteries: Dry Cells, 2 for 49c  
Alkaline, 2 for \$1.39

## SunBlitz IIIa D

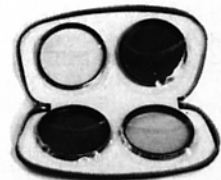
The new SunBlitz IIIa is a newly developed Electronic Strobe Unit. Amazingly small and light, it boasts an honest Guide Number of 75 for ASA 64 Film. Wide Coverage. Its Color Temperature exactly matches Daylight: use it with daylight film, without filter, indoors and outdoors.

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: Dry Cells, 2 for 49c  
Alkaline, 2 for \$1.39



## Zippered Filter Pouch

This beautifully designed Filter Pouch protects your delicate Filters from dust and scratches. Four Filters are in full view: Filters are held in four clear transparent "windows". A smooth zipper seals out dust. Makes a nice, inexpensive gift, too.

**Zippered Filter Pouch, Stock No. 1839, \$1.95 + 35c Shipping. Three for \$4.95 + 45c.**



## World Traveller

The World's Most Distinguished Camera Luggage for the camera bug who loves his equipment enough to protect it on his travels and at home.

## Aircraft Type Aluminum Entirely Hand Made

- Lightweight, but unbelievably strong.
- Real Metal: Aluminum, NOT aluminized plastic!
- Brushed Finish
- Riveted, re-inforced Construction
- Two Hasps and Safety Locks (with Keys!)
- Positive Back Stop for Top
- All-metal Tongue-and-Groove Seal to protect contents from dust, water, weather.
- Lined throughout with luxurious lint-free Red Plush

## Beautiful • Functional

- Foam Cushioned on all sides between metal shell and plush lining (inside top, too!)
- Pleated Twin Pockets inside Top
- Movable plush-covered Partitions (for "custom" fitting)
- Large Molded Carrying Handle for comfortable carrying
- Riveted Swivel D-Rings on the narrow sides permit the use of a shoulder strap (strap not included)

## Safe • Durable

World Traveller Metal Camera Luggage comes in 2 Models:

World Traveller, Professional deLuxe, Stock No. 2065  
Outside Dimensions: 12 inches high; 9½ inches deep; 16¾ inches wide.  
Inside Dimensions: 11 inches high; 8¾ inches deep; 15¾ inches wide.  
Price \$69.50 + 2.95 Shipping Charges.

World Traveller, Semi-Pro DeLuxe, Stock No. 2066  
Outside Dimensions: 9¾ inches high; 7¾ inches deep; 15¼ inches wide.  
Inside Dimensions: 8¾ inches high; 6¾ inches deep; 14¼ inches wide.  
Price \$54.50 + 2.45 Shipping Charges.

**Take 30% Discount on the World Traveller Aluminum Cases.**

**World Traveller Professional DeLuxe, Stock No. 2065 \$48.65 + 2.95 Shipp.**

**World Traveller Semi-Pro DeLuxe, Stock No. 2066, \$38.15 + 2.45**



## 21mm F2.8 Fully Automatic Expandoscope Semi-Fish-Eye Wide Angle Combination.

True Fish-Eye Lenses give a curved and deliberately distorted picture. True Fish-Eye Lenses usually have a speed of F/8 and are not automatic. And true Fish-Eye Lenses usually sell for around \$300.00.

What we offer you is a semi-fish-eye ultra wide angle lens. You will get the curved outer edges, but you will not get the total distortion. You will get a speed of F2.8 and you will get the fully automatic diaphragm. You will not get the 18mm focal length: the effective focal length will be 21mm. And you will get an angle of acceptance of over 100 degrees. Altogether a very impressive array of features. But the Semi-Fish-Eye will not make a dent in your savings account.

If you are a serious (or stodgy) photographer, you may use it as an extreme wide angle lens and leave it at that. If you are an experimenter and occasionally crave for a grotesque picture, use it to distort the proportions of people, animals, cars, buildings, or what have you: the closer the object, the larger it will be in the picture, in comparison with (or relationship to) objects at a greater distance. In other words, you can change the size relationship at will. You'll have a barrel of fun and if your imagination is fertile, you may walk away with a blue ribbon in your camera club's competition.

Please do not let the low price scare you away. We guarantee that you will be buying a fine instrument which is worth far more. In fact, if you do not agree that it is one of the most versatile items you ever bought for your camera and if you are not convinced that you have bought more fun than you could normally buy for four or five times the price, if you are not delighted, we want you to put it back in the box it came in and send it right back to us and get your money back. But you won't send it back, once you have "played" with it.

**21mm F2.8 Fully Automatic Tiger Expandoscope Semi-Fish-Eye Wide Angle Lens Combination, Stock No. 2131, only \$39.95 + 1.45 Shipping Charges. DeLuxe Velvet Lined Pouch \$2.95**



## Flexible Rubber Shade

These flexible shades are the ultimate in convenience. No longer do you have to remove your sunshade from your lenses when you close the camera case or when you put your lenses back into their lenscases. The shade folds back over the lens, serving as additional protection against scratching and scuffing. When you need the shade, just give it a flip, and it's in place, instantly.

The Shades come in Custom Sizes (no adapters needed). The Stock Number is 1812, followed by the mm size you want. Example: For a 49mm Flexible Shade, use Order Number 1812-49. They are available in these sizes: 46mm, 48mm, 49mm, 52mm, 54mm, 55mm, 58mm.

**Flexible Rubber Shades Stock No. 1812 (give mm size), \$3.95 plus 35c. Any three \$9.95 plus 65c. Any six \$17.95 plus 95c.**



## Do You Believe in Miracles?

You don't? Well, perhaps you will change your mind after you see (and use!) this new Super Wide Angle Lens, the 24mm F2.8 fully automatic Rokunar.

True, 24mm lenses have been made before, but—did you ever hear of a 24mm lens with the unbelievably fast speed of F2.8? Miracle Number One.

True, 24mm lenses have been made before, but—did you ever see a 24mm lens that did not look like a saucer, a 24mm extreme wide angle lens with a front element no larger than that of a "regular" 50mm lens? Miracle Number Two.

True, 24mm lenses have been made before, but—don't all 24mm lenses bend the verticals and get fuzzy in the corners? Not the 24mm F2.8 Rokunar! According to the famous slogan, it is "Sharp as a Rokunar" and it is free from distortion over the entire picture area. And it covers more than 80 degrees (as compared to the 45 degrees of a 50mm "regular" lens). Miracle Number Three.

True, you have seen 24mm lenses before, but—nobody has ever offered you 24mm F2.8 fully automatic lenses, fully automatic, at anywhere near Seymour's unbelievably low prices. Miracle Number Four.

The fact that you can obtain this fabulous extreme wide angle lens in three versions (to fit ANY Exakta) may not actually be an additional miracle, but—it certainly is a welcome additional "feature".

**24mm F2.8 Fully Automatic Rokunar Wide Angle Lens, externally automatic, for the Classic Exakta, Stock No. 2060/EXT, only \$89.50 + 4.85 Case and 1.45 Shipping Charges.**

**24mm F2.8 Fully Automatic Rokunar Wide Angle Lens, internally automatic for Exakta RTL-1000, Stock No. 2060/RTL, only \$94.50 + 4.85 Case and \$1.45 Shipping Charges.**

**24mm F2.8 Fully Automatic Rokunar Wide Angle Lens internally automatic for Exakta Twin TL, Stock No. 2060/TWT, only \$99.50 + 4.85 Case and \$1.45 Shipping Charges.**

## Focusing Inserts for Classic Exaktas

We have accumulated several hundred Focusing Inserts (Screens) with slight beauty marks and offer them, while they last to EEIS Readers.

Let me assure you, right off, that these inserts are 100% accurate and that the beauty marks do not in any way interfere with viewing or focusing. The beauty marks are really nothing but beauty marks: slight nicks or slight marks in the finish. While we would never offer these inserts at full price, we offer them with a clear conscience at reduced prices. Remember, these are for the Classic Exakta, not for the RTL Model.

**Fresnel Viewing Screen with MicroGrid, Stock No. 1970, First Quality \$7.50 + 35c. Same, with Slight Beauty Marks, \$3.95 + 35c.**

**Fresnel Viewing Screen with Split Image Rangefinder, Stock No. 1979, First Quality \$7.50 + 35c. Same, with Slight Beauty Marks \$3.95 + 35c.**

## Extra Special: Combolite.

The Combolite is a Focusing Screen (Insert) which combines EVERYTHING previously available only in separate inserts. It has: 1) a Fresnel Viewing Screen, 2) a circular Finegrain Groundglass Area, 3) a Split Image Rangefinder, and 4) a MicroGrid! Are you uncertain which to order, a Micro Grid or a Split Image, a Fresnel or a Finegrain Groundglass? The decision is now easy: Order the Combolite, the Insert which has ALL of them. (Please note that the Combolite is available only for the Classic Exakta. It is not available for the RTL Model!)

**Combolite Combination Insert (Screen), Stock No. 1968, First Quality \$17.50 + 35c. Same, with Slight Beauty Marks \$8.95 + 35c.**

**seymour's** INC.

The Worlds ONLY exclusive Exakta Dealer  
350 West 31 Street, New York, N.Y. 10001



# Tigerhyde

The World's ONLY  
Thermo-Insulated  
Camera Luggage



## The Tigerhyde "Voyager"

"Ideal" Size: 14" x 5" x 9½"

Rich Antique Saddle Tan  
Top Zipper Closing  
Side Pocket  
Convertible Strap (Shoulder or Hand)  
Flexible Inside Partition  
Goodlooking, Functional, Durable

The Tigerhyde "Voyager"  
Stock No. 2080,

Special  
Introductory  
Price

**9.95**  
+ 1.25  
Shipping  
Charges



## The Tigerhyde "Town and Country"

Generous Size:  
15" x 16" x 7"

Beautifully proportioned  
Rich Antique Saddle Tan  
Top Zipper Closing  
2 Outside Pockets:  
One Zippered,  
One open for quick access.  
Convertible Strap (Shoulder or Hand)  
Tigerhyde "Town and Country"  
Stock No. 2079

Special  
Introductory  
Price

**16.95**  
+ 1.25  
Shipping  
Charges.

Tigerhyde Camera Luggage is insulated against heat or cold.  
Tigerhyde has the look and feel of finely tanned supple leather  
Tigerhyde outlasts leather by a wide margin  
Tigerhyde is impervious to rough treatment: It does not scratch or scuff  
Tigerhyde does not fade, bleach, or discolor  
Tigerhyde is waterproof: no "rain spots"  
Tigerhyde wipes clean with a damp or dry cloth. Even if dragged through mud, its original new luxurious appearance is restored in no time at all with a terry towel  
Tigerhyde comes in a beautiful, richly grained Antique Saddle Tan  
Tigerhyde Camera Luggage has a waterproof washable lining  
Tigerhyde Camera Luggage has a soft padded interior which cuddles and protects your fine equipment  
Tigerhyde Camera Luggage is designer-styled: as beautiful as it is functional

## Why you want Thermo-Insulation in your Camera Luggage:-

You want Tigerhyde Camera Luggage mainly for its beautiful appearance and its practical construction. You want it because it is virtually indestructible; because it is waterproof; because it has the expensive look of finest leather and because it outlasts leather by a wide margin.

Thermo-Insulation is an "extra", a bonus, which adds an important safety factor to all the other features. You will not need this safety factor every day, but when you need it, you NEED it!

Tigerhyde Thermo-Insulated Camera Luggage is insulated against heat and cold. It is entirely safe at extremely low temperatures which occur in unheated luggage compartments of airplanes. And it is equally safe at extremely high temperatures, even in the trunk of a car travelling through the Nevada Desert at high noon in August!

More important to you, the thermo-insulation protects your equipment in more moderate temperatures. Just remember that the temperature in your car trunk quickly drops below freezing in winter and that it rises to a much higher temperature than the surrounding air in summer. As long as your equipment is in a Tigerhyde Bag, you don't have to worry. As the old saying goes: Better safe than sorry!



## 29mm F2.8 Internally Automatic Oreston.

A new shipment has come in. Once more we can make immediate shipment. Two shipments sold out in no time. Why? Because the 29mm F2.8 has the same incredibly high correction as the 50mm F1.8 Oreston. The fame of the 29mm Oreston spread so fast that the factory simply could not keep up with the demand. Once more you may order this scarce lens: no waiting. And, you may still purchase the lens at the 1972 price! 29mm F2.8 Internally Automatic Oreston Wide Angle Lens for the Exakta RTL-1000, Stock No.1917, still only \$89.50 + 1.35 Shipping Charges. Velvet-Lined deLuxe Pouch \$3.45

## Exakta Repairs

We are fully equipped to handle all repairs on Exakta Cameras. We use original factory parts and factory methods. Estimates will be gladly given without charge or obligation.

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.

Important: Write the words "First Class Mail Enclosed" on the outside of the package and add letter postage for one ounce to the parcel post charges.

## 35mm F2.8 Fully Automatic



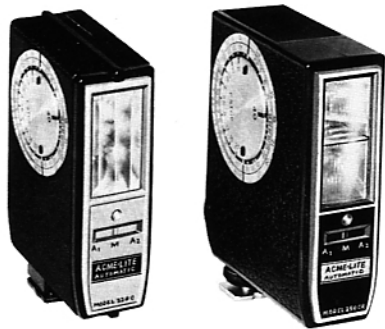
## Schneider-Isco



## Wide Angle Lenses.

The 35mm F2.8 fully automatic Schneider-Isco Wide Angle Lenses give you the very useful (and most popular) coverage of 65 degrees. Sharp detail is very important in a Wide Angle Lens. These excellent West German Lenses give you all the detail you want. And Schneider-Isco Wide Angle Lenses are justly famous for distortion-free rendition and full coverage from corner to corner. And they are true bargains in today's market! 35mm F2.8 Fully Automatic Schneider-Isco Westromat Wide Angle Lens, in Metal Mount, Stock No.1980/M, \$59.50 + 1.35 Shipping Charges.

35mm F2.8 Fully Automatic Schneider-Isco Westromat Wide Angle Lens. This is the same lens, but in unbreakable (and un-dent-able!) Nylon/KS Mount. Stock No.1980/N, \$69.50 + 1.35 Shipping Charges.



## Automatic Computer Strobes

Authorized and protected by Honeywell Patents

You may have been wondering why we steadfastly refused to offer Computer Strobes until now. Why did Seymour's deliberately pass up many thousand dollars' worth of business? The answer is very simple: We tested many units but could not, with a clear conscience, recommend a single one. Some simply could not perform. Others had a light output far below their optimistically advertised ratings. And at least one manufacturer refused service on units sent in by the owners. Still other units seemed to infringe on patents. While we have no way of knowing what patents are valid and what part of the circuit may be used freely, we certainly did not intend to get involved with somebody else's patent disputes.

All problems have been solved in the new Acme-Lite Automatic Computer Strobes. They perform exactly as advertised. Their actual light output is exactly the same as their rated "Guide Numbers". They are covered by the guarantee of the largest manufacturer of professional lighting equipment. And they are manufactured under license of the patent owner (and every unit says so!)

As you would expect from Seymour's, we selected not only the brand which we considered best, but also the two units which we considered the best of that line. They are the Acme-Lite Computer Strobe Model 320CA, and the Acme-Lite Computer Strobe Model 350CR.

**How do the Acme-Lite Automatic Computer Strobes work?**

Once you have mounted your Automatic Computer Strobe on your camera, and have set it to "Automatic" you can completely ignore it. When you point your camera and push the shutter button, the strobe unit flashes, measures its own light, feeds the light intensity into its built-in

Computer Circuit and automatically cuts off the light after enough light has reached the subject to obtain the correct exposure. All this happens so incredibly fast that the computer can cut the duration of the light anywhere between 1/800 sec. and 1/50,000 sec. No, that's not a misprint. It can actually cut the flash duration to an incredibly short 1/50,000 sec., if this "time" is required to give the correct exposure. If more "time" is required, the flash duration can be extended all the way to a very "long" 1/800 sec. Normally, the duration is somewhere in between these two extremes. The whole circuitry is a miracle of modern miniaturized computer design.

Incredible as it all sounds, it really works, and I can vouch for it: Next time you drop in, I will show you pictures of our pet cats which I took at distances ranging from about 2 feet (with my normal lens) to more than 15 feet (with a 135mm tele lens). I never gave the strobe a thought and concentrated on the cats. Every shot was right on the nose and as far as exposure is concerned, you could not tell a close-in shot from "long shot."

### Basic Features of Both Models:

- Built-in Electric Eye computes exposure fully automatically.
- Color Temperature 100% corrected for Daylight Color Film (5800° K).
- Both Models permit selection of two different F/Stops for Automatic Operation (very important for Telephoto Lenses).
- Horizontal-to-Vertical Swivel Mount.
- Manual Override for special effects.

### Acme-Lite Automatic Computer Strobe Model 320CA

- AC and Battery Circuits
- True Guide Numbers: Kodachrome II:32  
Kodachrome X:55
- Built-in Hot Shoe.
- Detachable PC Cord.
- Recycles in 4 seconds on AC, 6 seconds on Batteries.
- 250 Flashes with fresh Alkaline Batteries.

### Acme-Lite Automatic Computer Strobe, Model 350CR,

- Built-in Nickel-Cadmium Batteries.
- Built-in AC Charger.
- True Guide Numbers: Kodachrome II :45  
Kodachrome X :80
- Recycles in 5 seconds on AC, 8 seconds on charged batteries.
- 60 Flashes per charge (unlimited on AC)

### Acme-Lite Automatic Computer Strobe Model 320CA,

Stock No. 2069, \$54.50 + 1.45 Shipping  
Acme-Lite Automatic Computer Strobe, Model 350CR,  
Stock No. 2070, \$69.50 + 1.95 Shipping

## Combination Fresnel Viewing Screen and MicroGrid

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 ground glass for a quick visual check of the focus (for the doubting Thomases who don't trust any rangefinder and must be reassured by a back-up device).

Combination Fresnel Viewing Screen and MicroGrid, First Quality, Stock No. 1970, for Classic Exakta, \$6.85 + 35c Shipping Charges. Same, Stock No. 2004, for Exakta RTL-1000 \$9.85 + 35c.

Also available, while they last: Above screen with Beauty Marks. Guaranteed accurate. These are screens with beauty marks, slight scratches, etc. which did not pass our rigid inspection and which we would not send out as perfect screens. There is really nothing wrong with them, except for the beauty marks. They just don't LOOK perfect but every single one has been tested for accuracy. If you want to save money, order them as follows:

MicroGrid with Beauty Marks, for Classic Exakta, Stock No. 1970/B, \$3.95 + 35c. For RTL-1000, Stock No. 2004/B \$5.95 + 35c.



## SAFARI Foam Fitted Attaché Case

An entirely new and BETTER Foam Fitted Attaché Case. Impervious to tropical heat or arctic cold, this new type of moulded shell withstands impact far beyond the punishment to which a piece of luggage is normally subjected. Humidity, even rain, cannot damage the contents because of the interlocking rims of top and bottom parts.

- Moulded Luggage Construction
- Seamless Top and Bottom
- No glued joints
- No patched corners
- Guaranteed not to crack
- Metal Rims
- Dustproof Tongue-and-Groove
- Pronged Metal Hinges
- Safety Hasps
- Two Locks
- Inorganic Foam (NOT Rubber!)
- Foam will not harden, crack or crumble
- Extra Bottom Layer of Foam
- Additional Foam Sets Available
- Generous Size
- Everything in Sight
- Unequaled Protection
- "Flight" Weight
- Made in U.S.A.

The SAFARI Foam Fitted Attaché Case cushions your equipment and protects it from jolts. You custom fit the case by tracing your equipment on a piece of paper and cutting the foam cushions right through the paper.

SAFARI Foam Fitted Attaché Case, 17 x 12 x 4 inches, Stock No. 1854, previous low Seymour Price \$19.65, now on Special Sale at \$14.50 + 1.65 Shipping Charges.



## Twin Flash Bracket

The Twin Flash Bracket holds and fires two flashguns or strobe units simultaneously. It is internally wired and plugs into the flash outlet of your camera. The two flashguns plug into the Twin Flash Bracket. Trip the shutter and both guns go off. Two flash or strobe guns soften the light, eliminate harsh shadows, flatter the subject and, best of all, double the light! The Twin Flash Bracket has two synchro outlets, 2 Accessory Shoe Mounts, Camera Attachment Mount, and Coiled Cord PC Flash Terminal.  
Twin Flash Bracket, Stock No. 1807, \$6.95 plus 35c Shipping.



## Royal Semi-Pro Tripod

Here is an extra sturdy Tripod at a price you'll never see again!

Prices of tripods have skyrocketed. Here is your last chance to buy an excellent tripod actually below (yes, below!) the pre-increase price. In fact, we offer you the tripod \$10.00 below the lowest price at which we sold tripods with similar features in 1971! And we are putting our money where our mouth is: If you don't agree that you have received much more than \$19.95 could possibly buy, fire it right back to us and ask for your money back. We will even double the trial period on this super buy (from 15 days to a full month!) That's how sure we are that you'll agree that you have bought a lot of tripod at a price reminiscent of the 5¢-Beer Era.

We call the Royal Tripod "Semi-Pro" because it has all the professional features you want, without the bulk and weight of a true "professional" tripod. It is rock steady, yet surprisingly light in weight. It has a Geared Centerpole Extension, Three-Way Panhead, Independent Settings for all Movements, and more.

**Royal "Semi-Pro" Tripod, Stock No.2075, unbelievably priced at \$19.95 + 1.95 Shipping**

**SEYMOUR'S INC.**  
The Worlds ONLY exclusive Exakta Dealer  
350 West 31 Street, New York, N.Y. 10001

New Model

## 135mm F2.8 Automatic Rokunar

We have been featuring Rokunar Lenses almost as long as we can remember (and that is longer than we care to admit) because they have always lived up to their slogan "Sharp as a Rokunar". This new model is the very top of the art of lensmaking. It remains sharp and crisp, even if you shoot against the light, because of its scientific coating, the new glass types specified by the lens designers, and the optical know-how and precision in grinding, mounting and testing the elements and the completed lens.

This new model is actually three models. It may be ordered for the Classic Exakta, for the Exakta RTL-1000, or for the Exakta Twin TL. As this issue goes to press, we have a fair supply. If you want your lens right away, send your order promptly, and you won't have to wait for the next factory shipment.

**New Model 135mm F2.8 fully automatic Rokunar for Classic Exakta, Stock No.2105/CLA \$89.50 + 5.95 Case and 1.35 Shipping.**  
**for Exakta RTL-1000, Stock No.2105/RTL \$94.50 + 5.95 Case and 1.35 Shipping.**  
**for Exakta Twin TL, Stock No.2105/TW \$99.50 + 5.95 Case and 1.35 Shipping.**

## The Flying Saucer Camera Support

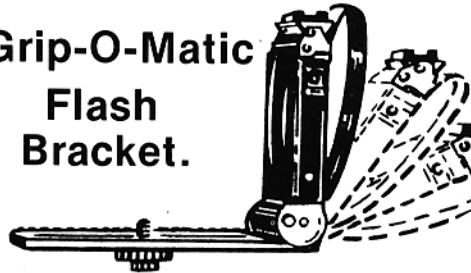


The "Flying Saucer" Camera Support was invented by a photographer who knew that there was almost always a place to steady his camera: a table, a ledge, the hood of a car, a tree stump, or what have you. Of course, he needed a way to level the camera on sloping surfaces or tilt his camera on level surfaces, and combined the "inverted saucer" base with a swivel top which tilts and swivels in all directions.

You can leave the "saucer" on your camera and any surface becomes a versatile camera support: no attaching, no clamping. Put it down quickly. Lift it up quickly. Move it around quickly. Use it indoors, outdoors, anywhere.

**Flying Saucer Camera Support with Universal Swivel Top, Stock No. 2130, only \$4.95 + 45c Shipping Charges.**

## Grip-O-Matic Flash Bracket.



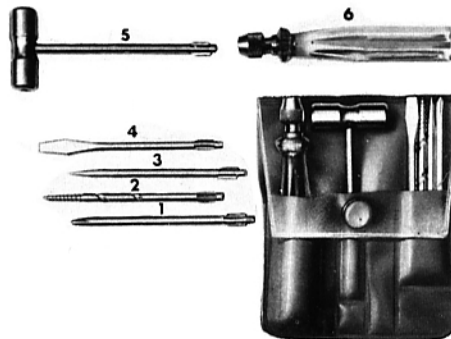
**Grip Handle tilts, but Strobe or Flashgun remains vertical!**

The Grip-O-Matic is a newly developed Multi-Purpose Accessory: It is a Camera Grip. It is a Flash Bracket. It is a remote Shutter Trigger.

The ebony-black Grip Handle adjusts (by push-button action) to the angle that feels most comfortable to you. But, amazingly, your strobe or flashgun 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, Stock No.2046, \$7.95 + 45¢ Shipping**



## Miniature Tool Set

Be sure to throw one of these handy Miniature Tool Sets in your gadget bag! Remember: "For want of a tool, a photographer's vacation was lost!"

Set has a tiny hammer, a small screwdriver, a piercer or punch, a small auger to start screws in wood. All tools fit the small handle, which locks them securely in a tiny precision chuck. The Tool Set comes in a little pouch type case.  
**Miniature Tool Set, Stock No. 1857, \$1.95 + 25c Shipping Charges.**

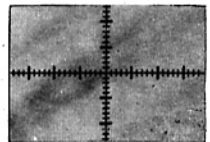
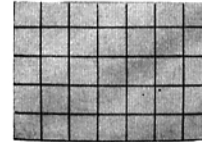


## Screw-in Rotating Polarizer

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, Stock No. 1845/7 \$9.95 + 25c, 49mm, Stock No. 1845/49 \$10.95 + 25c.**

Other Screw-in Custom Sizes, request prices.



## Scientific Inserts for the Classic Exakta.

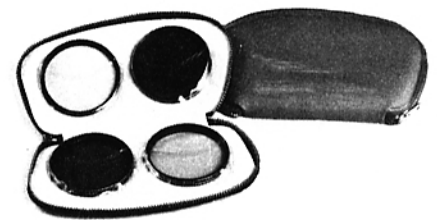
Again available for immediate delivery. Remember: They fit the Classic Exakta only, not the RTL-1000.

**Groundglass with Clear Center Spot, Stock No.1971, \$14.95 + 45¢ Shipping Charges.**

**Groundglass with Crosshairs, Stock No.1974, \$14.95 + 45¢ Shipping Charges.**

**Groundglass with Overall Squares, Stock No.1973, \$19.50 + 45¢ Shipping Charges.**

**Groundglass with Calibrated Crosshairs, Stock No.1975, \$19.50 + 45¢ Shipping**



## Zippered Filter Pouch

This beautifully designed Filter Pouch protects your delicate Filters from dust and scratches. Four Filters are in Full View. Filters are held in four clear transparent "windows." A smooth zipper seals out dust. Makes nice, inexpensive gift, too.

**Zippered Filter Pouch \$1.95 + 25¢ Shipping. Three for \$4.95 + 35¢. Six for \$8.95 + 55¢.**





## Take Glorious 3-Dimensional Stereo Pictures

We have great news for all of you who want to experience the dramatic impact of 3-Dimensional Stereo Pictures. For the first time ever, we bring you a truly universal Stereo System. It can be used with ALL lenses, even telephoto lenses up to 300mm! (Wide Angle Lenses are not suitable for stereo photography). It can be used at ANY DISTANCE, even at ultra close-up range. Since the 3-D Effect is enhanced with lenses of longer focal length, I recommend the use of a 2x Tele Converter if you want to use your normal 50mm lens, but this is up to you.

The new Universal Stereo System permits you to vary the separation of the two stereo images. This is all visible in the finder—no guesswork; there is no need for special knowledge of stereo photography.

Another feature of the Universal Stereo System permits you to eliminate excessive overlap of the two stereo halves. All you do is rotate a control knob between the "eyes" of the unit. This, too, is easily seen in the finder.

I briefly mentioned close-ups. Nothing equals the dramatic impact of Three-Dimensional Close-Ups. Rotating the large Distance Control Knob causes the internal mirror prisms to "toe in", the way your eyes do when you try to look at the tip of your nose. Again your finder tells you exactly what is happening.

And here's good news for people who had to struggle with special mounting and spacing of stereo pictures. The stereo pair produced by the Universal Stereo System does not require special mounting or spacing. When your pictures or slides come back from your processor, they are ready for 3-D viewing. Really ready. No spacing, no separating, no special mounting, nothing!

How do you like your 3-D Pictures? Color? Black-and-White? Slides? Paper Prints? You are the boss! For slides, there is the 3-D Slide Viewer with internal illumination. For Paper Prints we have the "Paper Print 3-D Viewer"

As I said, no spacing, no special mounting. The 3-D Illuminated Slide Viewer takes the slides in their regular cardboard mounts (both halves are on the same slide!). For Color Prints just order the regular 3x Size. For Black-and-White order the standard 2 1/4 x 3 1/4 size. No need to trim them, cut them apart, or "space" them. On the prints, too, the two halves of the stereo pair are on the same print!

You know how realistic and dramatic 3-D Pictures are. We have two eyes, to see "in depth" Now you can capture this three-dimensional effect at any time. A three-dimensional shot of a landscape really captures the beauty of the scene, exactly as you saw it in nature. But wait till you see a close-up shot in three dimensions. The impact is overwhelming. See if you don't automatically reach for the object. And remember that you can mix 3-D and ordinary "flat" pictures on the same roll of film!

Imagine the Grand Canyon "in depth" or a single flower in all its subtle beauty, not only in living color, but in living, true-to-life, three-dimensional space!

**Universal 3-D Stereo Attachment, with large dual lens cover, Stock No. 1989, \$84.50 + 1.95 Shipping Charges.**

**Lens Adapter (state diameter of lens) \$4.95**

**Felt-lined Carrying Case with Snap Lock, with Carrying Strap, \$3.95**

**Illuminated 3-D Viewer for 3-D Slides, Stock No. 1990, \$19.85 + 95c**

**3-D Paper Print Viewer, Stock No. 1992, \$7.95 + 45c**

**PACKAGE DEAL, one of each of above, (Save \$23.00!) Stock No. of Stereo Package, 1993, \$99.50 + 1.95.**



## Telemac by Sigma, a patented Four-in-One Telephoto and Macro Device

The name Sigma may not ring a bell with you. But many of the most heavily advertised lenses (whose names are very well known indeed) are actually produced by the Sigma Optical Works in Tokyo. This highly respected producer of precision optics has developed and patented a unique multiple-purpose device.

- The Sigma Telemac is
1. an Automatic Tele-Converter for Externally Automatic Lenses.
  2. an Automatic Tele-Converter for Internally Automatic Lenses.
  3. an Automatic Close-Up (Macro) Extension for Externally Automatic Lenses.
  4. an Automatic Close-Up (Macro) Extension for Internally Automatic Lenses.

The Sigma Telemac is all this in one compact unit. It is equally useful to owners of "Classic" Exaktas and owners of the Exakta RTL-1000. Owners of classic Exaktas use its external automatic linkage. Owners of the RTL-1000 use its internal or its external linkage.

Used as a Tele Converter, the Sigma Telemac doubles the focal length of any Exakta Lens. Preset Lenses remain preset. Internally automatic lenses remain internally automatic. Externally automatic lenses remain externally automatic. A 50mm lens becomes a 100mm lens, a 135mm lens becomes a 270mm lens, a 300mm lens becomes a 600mm lens, and so on. Four optical elements assure high correction and sharp telephoto shots. The focusing scale of your lens remains unaffected and the minimum focusing distance remains the same as without the Telemac. This means: Your 50mm Oreston becomes a 100mm lens but it still focuses down to 9 inches!

Used as a Macro Device, the Telemac increases the focusing range of your lens for Close-Up (Macro) Photography while retaining the automatic feature of externally and internally automatic lenses. Using the 50mm Oreston again as an example: Without the Telemac the lens focuses to 9 inches. With the Telemac (used as a macro device) the lens focuses to 3 inches!

Let me explain again that these are two distinct and different functions. The combination in one compact device is the patented feature. As the name implies, the "Tele-Mac" is BOTH a Telephoto AND a Macro Device.

**Sigma Telemac, Telephoto and Macro Device, for externally and internally automatic lenses, Stock No. 1952, \$29.50 + 1.95 for the Protective Case and 95c Shipping Charges.**



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



## Sneaky Pete Shoots Around the Corner

Remember the time when you wished you and your camera were invisible? Remember those "human-interest" pictures you could not shoot because you were too timid to point your camera? And how about those candid shots of children which you did not take because the little angels (?) would stop what they were doing when they saw the snooping camera. And that once-in-a-lifetime shot when your wife took out the garbage, the shot you simply had to take in order to let the guys at the office know who's boss in YOUR house! They all add up to The Shots Not Taken...

But now you can photograph everything and everybody you always wanted to shoot (but were afraid to). Disguise your camera with SNEAKY PETE and SHOOT AROUND THE CORNER!

In spite of its frivolous name, Sneaky Pete is a serious optical instrument of highest precision. It fits onto the front of your lens and looks just like a telephoto lens. But the "front element" is a fake. Inside the Sneaky Pete Lens Disguiser is an optical first-surface mirror, and there is an opening on the side. While you appear to be shooting straight ahead, you are actually shooting "around the corner," photographing a scene which is exactly ninety degrees from where you are "pointing" the camera. You are POINTING your camera DOWN the street but you are TAKING a picture ACROSS the street!

The possibilities are unlimited. Want to shoot that celebrity at the next table at the Sidewalk Cafe? Put your camera on your table, lens pointing up into the sky. Rotate the camera till Sneaky Pete's real eye points at its unsuspecting target. Click, gotcha! Or in a gondola on the Gran' Canale in Venice: You are taking pictures of the 16th Century palazzi—or are you? How on earth (or on water) did you get those close-ups of your gondoliere in action? Those natural, unposed expressions? Show off your slides, but don't give away your secret. Some day you may want Sneaky Pete to shoot around the corner, right at your friends. Click, gotcha!

Sneaky Pete fits directly into all lenses with 49mm front thread. For use with other sizes (46mm to 58mm diameter) you need Adapters (2.95 each, state mm sizes wanted).

**SNEAKY PETE Lens Disguiser, Stock No. 1912, \$19.75 + 1.25 Shipping.**



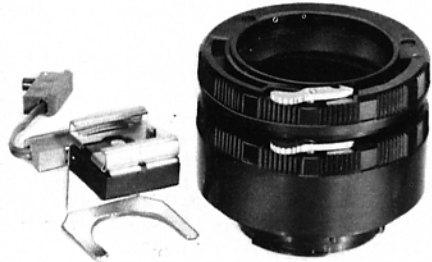
## Exakta Camera Cases

Detachable Front, Metal Trim  
Case for RTL-1000,  
Stock No. 2019 \$12.95 + 95¢  
Case for "Classic" Exakta,  
Stock No. 2059 \$12.95 + 95¢

## Giant Release Button



Convenient, fumble-free Soft Release.  
Eliminates Camera Shake. Now you can  
trip the shutter even with mittens! Precise-  
ly machined. All Metal.  
Giant Release Button \$1.25 + 15¢.



### RTL Combination Accessory Shoe

Clips into a recess engineered into the top plate  
of the Exakta RTL-1000. Can be used as hot shoe  
or as regular accessory shoe. Comes with detach-  
able PC/PC Cord.

RTL Combination Accessory Shoe, Stock No.  
1927, 8.95 + 25¢.

### Internally Automatic RTL 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 auto-  
matic! 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 self-contained  
units, each with its own male and female bayon-  
ets. Each unit can be used alone, or both units  
can be used together for extreme close-ups. First  
unit is 12 1/2mm in length, second unit is 25mm  
(which comes to one half inch and one full inch  
respectively).

Internally Automatic RTL Extension Tubes, Stock  
No. 1924 \$19.95 + 65¢ Shipping Charges.

## Tripodette.

Did you ever see a 3-section Tripod with omnidirectional tilt  
head which is only six inches long when not in use? Well, you  
are seeing one now: The New Tripodette. Its telescoping 3-  
section legs disappear into the top section!

Features: All metal construction. Black-and-silver finish.  
Nylon Bumpers protect fine furniture but dig into the ground  
when you use the Tripodette outdoors. Ball-and-Socket Head.  
Large Butterfly Thumbscrew. Rubber Washer protects camera  
and prevents slippage. Camera Support adjusts to depth of  
your camera's tripod socket.

Tripodette Camera Support, Stock No. 2045, \$6.95 + 65¢ Ship-  
ping Charges.



## Modernize Your Exakta with a Fully Automatic Lens.

Replace that old lens with a new 50mm F2.8  
Meyer Doplplan, a good sharp, fully automatic  
German Lens.  
Sale Price \$16.45 + 95¢ Shipping Charges.



## 28mm F3.5 preset Caspeco Wide Angle Lens.

Here is another preset lens which would sell for  
a heck-of-a-lot more money if it were automatic.  
If you want optical quality and can live with a  
preset lens, buy this 28mm Wide Angle.

**Special Purchase**  
Sale Price \$29.50 + 95¢ Shipping  
Case \$2.95. Velvet-lined Pouch \$2.95

## "Plus Ten"

## Close-Up Lens



A new High Quality Close-Up Lens for  
Extreme Macro Work (Ultra Close Ups). No  
Exposure Increase. No Interference with Auto-  
matic Lenses. No Calculations. No Compensation.  
All you need is the "Plus Ten" Close-Ups Lens  
and a Series VII Filter Adapter. No Extension  
Tubes, no Bellows.

"Plus Ten" Close-Up Lens, Series VII, Stock  
No. 1846-07, \$5.95 plus 25¢ Shipping

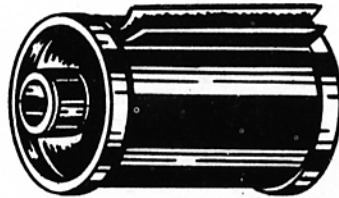
Series VII Filter Adapter (State front Diameter  
of Lens in mm) \$3.65 plus 15¢



## Bouncelight Swivel Joint

Now you can aim your flashgun or strobe  
unit precisely where you want it to give  
the best illumination and light distribution.  
You can even convert any flash or strobe  
into a "bounce" gun by aiming the light at  
the ceiling. Omnidirectional. Locks in any  
position.

Bounce Swivel \$3.95 + 25¢



## Reloadable Cassettes.

Now again available for immediate shipment,  
no waiting. These are the German reloadable  
cassettes with screw-top. One of the large  
Universities sent a small sample order and now  
orders them in thousand lots for all depart-  
ments. They estimate that they have already  
saved nearly one hundred times the cost of the  
cassettes by loading their own film.

10 for \$3.50 + 25¢  
25 for 6.95 + 35¢  
100 for \$24.50 + 95¢



## Eyecups

The elaborate Original Ihagee Exakta Eyecup  
has provision for swiveling the shield horizon-  
tally and vertically. It has a Retaining Ring for  
those who want a prescription lens installed.

Not everybody needs such an elaborate eye-  
cup, but everybody needs an eyecup. (Once you  
have focused and viewed with an eyecup, you'll  
never do without. It's like darkening the room  
when you watch television). The Independent  
Make Eyecup is a simpler version. It serves the  
purpose very well but costs less.

Now you can choose whether you want to  
invest \$5.50 in an eyecup, or just \$2.95.

Eyecup, Original Ihagee, Stock No. 1939, \$5.50  
plus 35¢

Eyecup, Independent Make, Stock No. 1946, \$2.95  
plus 25¢



## Shield-and-Shoe

Is it a Flash Cup? Is it an Eye Shoe? It's an  
eyecup and a flash accessory shoe in one! Why  
such a hybrid? Because both the Flash Accessory  
Shoe and the Eye Cup attach to the "window  
frame" of the pentaprism and if you attach one,  
there is no place to attach the other. Until now,  
you had to make a choice: either you attached the  
eyecup OR the accessory shoe. It was not possi-  
ble to use both at the same time.

Of course, you need both the eyecup AND  
the accessory shoe AT THE SAME TIME. Sey-  
mour's to the rescue! Here it is, the new "Shield-  
and-Shoe". It combines the Eye Cup and the  
Accessory Shoe in one single attachment.

While most people view and focus without  
eyeglasses, some people do need corrective  
glasses for focusing. If you are one of them, you  
can have a prescription lens fitted into the  
internal Retaining Ring of the Shield-and-Shoe.

Shield-and-Shoe Combination Eyecup and Acces-  
sory Shoe, Stock No. 1969, \$5.95 plus 65¢ Ship-  
ping Charges



## Genuine Schneider-Kreuznach Lenses

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.

**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 compact. Great.**

Stock No. 1878 ..... \$89.50 + 1.25

**SPECIAL FEATURE:** All 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



## 50mm F1.8 Oreston fits ALL Exaktas

When customers come to our Showroom they always single out the huge enlargements of the Shrimp Boats and the Sunset which I took in Key West, Florida. Everybody is amazed at the brilliance of the colors and the unusual clarity of very small details. Professionals find it hard to believe that these shots were taken with anything smaller than a 4x5 professional camera. If you have been in our Showroom, you know what I mean. The first question is usually; "Were these taken with an Exakta?" Of course, they were. "With what lens?" With the F1.8 Oreston!

Very few people know that they can use the Oreston in their Exakta VX-1000 or older models. Most people believe that the Oreston can be used only in the Exakta RTL. While the internal automatic will work only in the RTL, there is no reason why owners of a "classic" Exakta should deprive themselves of the Oreston. The lens will be wide open for focusing and composing (at a brilliant F1.8!) When you take your picture you depress a "button" on the rim of the lens and it will close down to the taking aperture. Take your finger off, and the lens automatically opens up to F1.8. Although this is not "fully automatic," it is the closest thing to it and certainly far more convenient than a preset lens. (In the Exakta RTL the Oreston is "fully" automatic, of course).

I have been using the Oreston for over a year and would not give it up for any other lens. In addition to the new rare-earth glass formula, the Oreston is the first German "Super Multi Coated" Lens.

More Light is Transmitted. Flare is Eliminated. The Transmission curve is uniformly straight through the Entire Visible Spectrum. The coated outer lens surfaces are as hard as the glass and you can treat them like glass!

The designers gave you an extra "Bonus": The Oreston focuses as close as 9 inches from the front of the lens: The area of a 3x5 Index Card will FILL the frame without close-up lenses or extension tubes!

The 50mm F1.8 Oreston fits ALL Exaktas, and the front thread is a standard 49mm.

**50mm F1.8 internally automatic Oreston Lens, Stock No. 1899, \$49.95 plus .95c Shipping**



## Aragon Exakta Lenses

From the very beginning the makers of the Aragon Lenses were convinced that the appearance of a lens should match its optical excellence. This led to the well-known Aragon "Designer" Mounts. Every Aragon Lens is beautifully designed in an eye-pleasing perfect balance of matte silver color metal with black leather-grain accents. The optical excellence is too well known to require mentioning.

The Aragon Lenses are equipped with the new "Push-Through" Quick-Change Automatic/Manual Selector.

I would like to draw your special attention to the 200mm fully automatic Aragon Exakta Telephoto Lens. Look again at the speed! Not F/5.6 or F4.5, but a fast, fast F/3.5. And fully automatic, too. Add to all this a superb optical performance and you've got an unbelievable buy.

Now look at the pre-increase Sale Prices:  
**135mm F2.8 fully automatic Aragon Telephoto Lens, Stock No. 1958, \$54.25 + 4.95 for the Case and 95c Shipping Charges.**

**200mm F3.5 fully automatic Aragon Telephoto Lens, Stock No. 1959, \$79.50 + 6.95 for the Case and \$1.25 Shipping Charges.**

If you want both lenses, we will let you buy them at a special "Package" Price: **Both Automatic Aragon Lenses (135mm F2.8 and 200mm F3.5), complete with Cases, \$119.50 + 1.85 Shipping.**



## Extreme Wide Angle Lens

The 24mm F/4 fully automatic Schneider Isco Extreme Wide Angle Lens was unavailable for over two years. Our scouts found a European Distributor who had an "in" with the factory. The result: Seymour's offers the lenses on an exclusive basis in the U.S. The supply is limited. First come, first served.

This Extreme Wide Angle Lens covers more than 80 degrees without any distortion. Do not confuse this lens with so-called "Fish-Eye" lenses which deliberately bend vertical lines. The 24mm Schneider Isco Extreme Wide Angle Lens gives you an undistorted image with full coverage of the entire picture area. The lens is fully automatic.

Supply is limited, of course, and it's strictly: "First come, first served".

**24mm F/4 fully automatic Schneider-Isco Extreme Wide Angle Lens, Stock No. 1981, \$89.50 plus 5.95 for the deLuxe Case (really deLuxe: wait till you see it!) Shipping Charges \$1.35.**



## 50mm F/2 Automatic Genuine 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 we do not have to repeat it here. Now is the time to modernize your Exakta with the latest brand new fully automatic Jena Pancolar.

**50mm F/2 fully automatic genuine Jena Pancolar, Stock No. 1940, \$39.95 plus \$1.25 Shipping Charges.**



## 100mm to 200mm F5.6 preset Coligon Zoom

In a quandary what focal length telephoto to get? A 100mm lens would be nice to have. Perhaps you should settle for a 135mm lens? But a 180mm would be useful, too. Or, perhaps, you should go as far as 200mm?

Stop worrying and buy them all. All? Yes, all. And all the focal lengths in between. A 120mm, and a 150mm, and a 165mm, and a 190mm. All in ONE SINGLE LENS, the new Coligon Zoom. Convenient, light in weight, sharp, and so inexpensive.

**100mm to 200mm F5.6 Coligon Zoom Lens, Stock No. 1916, \$69.50. Custom Shade \$3.95. Case \$4.95. Shipping \$1.25.**



Here is a condensed price list. Buy what you need and what you will need in the near (or not-so-near) future. A short while from now you will find it hard to believe how much money you saved.

Stock No.		Price	Shipp Chgs
<b>Close-Up Equipment</b>			
1936	"Proxette" (Original Exakta) German Bellows Unit...	29.95	1.45
1846	Plus Ten Close-Up Lens	5.95	.25
2023	Plus Twenty Close-Up Lens	9.65	.30
1860/07	Set (3) Close-Up Lenses, Series VII	12.50	.85
1860/49	Set (3) Close-Up Lenses, 49mm	12.50	.85
1943	Macro Extenar, 50mm F2.8, Lens Head Only, no Focusing Mount	39.50	1.35
2005	Extension Tube Set, 5 pieces, Original Exakta	11.95	.35
2006	Extension Tube Set, 5 pieces, Independent Make	7.65	.35
1924	Internally Automatic Extension Tubes (for Exakta RTL-1000)	19.95	.65
<b>Stereo Equipment</b>			
1989	Universal 3-D Stereo Attachment	84.50	1.95
1989/AD	Lens Adapter for above	4.95	—
1989/CS	Carrying Case for Universal 3-D Stereo Attachment	3.95	—
1990	Illuminated 3-D Viewer (for 3-D Slides)	19.85	.95
1992	Paper Print 3-D Viewer	7.95	.45
1993	Package Deal, one each of the above 5 items Special	99.50	1.95
<b>Finders, Focusing Aids, etc.</b>			
1956	Waistlevel Finder with Insert, for Classic Exakta	15.50	.65
2037	Prism for Classic Exakta: Availability and Price uncertain. Write. Focusing Inserts for Classic Exakta. Write.		
2002/S	PentaPrism with MicroGrid for Exakta RTL-1000 Special	22.50	1.25
	Above Prism, if bought with \$20.00 of other merchandise, Special	18.50	1.25
2003/S	Hooded Finder for RTL-1000, complete with MicroGrid, Special	12.50	.95
	Above Finder, if bought with \$20.00 of other merchandise, Special	8.95	.95
1939	Eyecup, Original Ihagee	5.50	.35
1946	Eyecup, Independent Make	2.95	.35
1969	Shield-and-Shoe Combination	5.95	.65
1918	Višimag Focusing Magnifier	19.50	.45
1941	Umseck Right Angle Finder	39.50	1.35
1964	Magnear Ultra Precise Focusing Finder	18.50	.65
1965	Magna-Lupe (Top Lens) for Magnear	16.50	.45
1966	Flat Groundglass for Magnear	5.95	.35
1967	Combination: Magnear, Magna-Lupe, Flat Groundglass, Special	29.95	.95
<b>Flash and Strobe Equipment</b>			
1881	Tiger Blitz Strobe Flash Unit	13.95	.95
1809	Sun Blitz Strobe Flash Unit	19.50	1.25
1886	Hershey-Introl Ring Strobe, complete Setup	98.50	1.95
1911	Quadra Blitz Flashgun	11.94	.45
3030	Bouncelight Swivel Joint	3.95	.25
3040	Grip-O-Matic Camera Grip with Flash Shoe	7.95	.45
1807	Twin Flash Bracket, internally wired for 2 flash or strobeguns	6.95	.35
3050	Accessory Shoe, indep. make (not for RTL-1000)	1.95	.25
1969	Shield-and-Shoe Combination	5.95	.65
1927	Combination Accessory Shoe for Exakta RTL-1000	8.95	.35
<b>Tripods, Camera Supports, etc.</b>			
1896/R	Royal Tripod with geared centerpole and panhead, Special	19.95	1.95
1994/3	Unipod, Three-Section Model	7.95	.95
2024/4	Unipod, Four-Section Model	12.95	.95
2055	Shoulder Pod ("Gunstock")	11.95	.85
3133	"Crossbow" Gunstock, Availability and Price uncertain. Write		
2029	Anatomic Pistol Grip with Cable Release	8.95	.45
2053	Port-A-Pod	8.95	.45
2045	Tripodette	6.95	.65
1834	Clamp Pod	3.45	.35
1947	Super Pod	5.45	.35
1884	Combi Pod	5.95	.35
2028	Tiger Jaw Elevator Clamp Pod with Panhead	17.95	1.25



### 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¢**



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¢**



### 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¢**



## Combination Close-Up Lenses

The simplest and easiest way to take Close-Ups is with Auxiliary Close-Up Lenses. They are placed in front of the lens and permit a wide range of image ratios without extension tubes, without bellows, without special Macro Lenses. When used with automatic lenses, they do not interfere with the automatic operation of the lens. Best of all, they do not require any exposure increase or exposure compensation of any sort.

The Set consists of 3 Optical Close-Up Lenses, one each: Plus One, Plus Two, and Plus Three (1, 2, and 3 Diopters). The mounts are threaded front and back and can be used singly and in combination. This means that the set builds up to Plus Four, Plus Five, and Plus Six (4, 5, and 6 Diopters), giving you a tremendous range of close-up ratios.

Set CU-07 fits any Series VII Filter Adapter. Set CU-49 screws directly into all lenses with 49mm front diameter (Pancolar, Oreston, Xenon, Curtagon, etc.). Each Set comes in a handsome Case.

**Combination Close-Up Lenses, Set of 3 Lenses. Case Included.**

**Model CU-07 (for Ser. VII Filter Adapter), Stock No. 1860-07, \$12.50 plus 85¢ Shipping Charges**  
**Model CU-49 (49mm Diameter), Stock No. 1860-49, \$12.50 plus 85¢ Shipping Charges**

## 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.

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## Now available: genuine Jena Flektogon non-automatic Wide Angle Lens.

If you want the superb optical performance of the 35mm F2.8 Jena Flektogon but do not want to spend the money for the automatic model, you may now buy this "Standard of the Industry" Wide Angle Lens at a substantially lower price. In fact, if you do not need (or do not want) the automatic diaphragm, you can get the very same optical performance at half the cost!

Element for element, correction for correction, the non-automatic lens is exactly the same lens as the automatic model: the same 65 degree angle, the same exceptional sharpness, the same full corner-to-corner coverage.

**35mm F2.8 genuine Jena Flektogon with Standard Diaphragm (not automatic), Stock No. 1935, \$49.50 + 1.25 Shipping Charges. (Velvet-lined deLuxe Pouch \$2.95)**

## Anatomic Pistol Grip

Here is a newly developed, intelligently designed Pistol Grip. The main feature is the anatomically designed, deeply fluted, profiled non-slip grip handle. It molds right into your hand.

Other important features: Squeeze type trigger for rock steady shots. Trigger has Safety Locking Dial to prevent accidental exposures. Cable attaches to front or rear, to suit your preference. Cable Release included.

**Anatomic Pistol Grip, Stock No. 2029, \$8.95 + 45c Shipping Charges.**

## "Tiger Paw" Unipods

For years we have been swamped with requests for Unipods. But, to be satisfactory, unipods must have features which were previously unavailable. Rather than offer just any unipod, we offered none at all. Now we can offer you your choice of two models, both eminently satisfactory.

A Unipod (if you are not familiar with the term) is like a tripod but with one single leg instead of three legs. It is lighter than a tripod, easier to carry and indispensable for shots that might come out blurred if hand held.

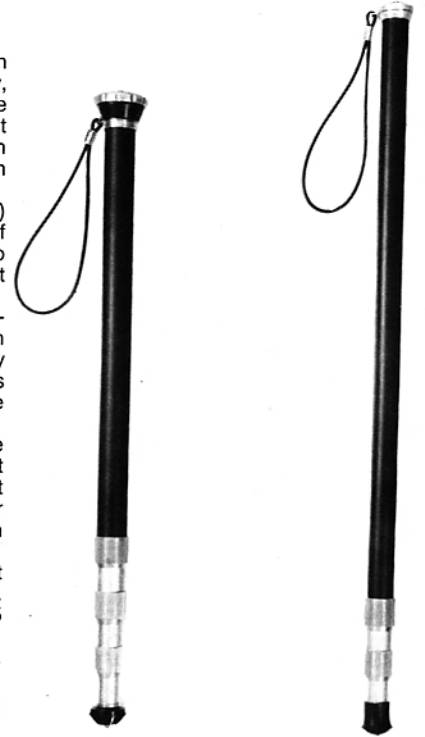
We do not have room in this brief announcement to go into details about the construction and features of the "Tiger Paw" Unipods. They are safe and have passed all our rigorous tests for construction, features and quality: Absolute rigidity combined with ultra light weight.

"Tiger Paw" Deluxe 4-Section Unipod, fine finish, wrist strap, continuously variable height from 19 inches to 5 feet. Nylon Bumper to protect delicate floors; disappearing spike for outdoor use. Non-slip camera platform. Fluted 2-inch Finger Control.

"Tiger Paw" 3-Section Unipod, an excellent economy model without fancy frills. Wrist Strap. Minimum Height 24 inches. Maximum Height 5 feet.

**Tiger Paw Deluxe 4-Section Unipod, Stock No. 2024-4, \$12.95 plus 95c Shipping Charges.**

**Tiger Paw 3-Section Unipod, Stock No. 1994-3, \$7.95 plus 95c Shipping Charges.**



## What do you know about Depth-of-Field

No matter how much you know about Depth-of-Field, there is a great deal more that you ought to know. Because Depth-of-Field is the one single ingredient that can make or break a picture. There is a time for great depth and there is a time for shallow depth. How do you control it? Do some lenses have greater depth and others less? Depth-of-Field or Depth-of-Focus?

There are many questions and this slim booklet answers them all in clear, concise, easy-to-understand non-technical language. And there are exact tables of Depth-of-Field for all distances and for all focal lengths. These tables alone are worth more than the money spent for the entire book. And the new edition has sample photographs to illustrate the points made in the text.

The price is ridiculously low. If it saves you only four shots by placing the plane of sharpness where it ought to be, you have saved more than the cost of the book! I really think you should have this book. I don't get rich on it: It costs you only 95c and even if I filched the books from the corner book store I couldn't make a buck a book. Regardless whether I make or lose a few cents, I do want you to order the book because you really need it.

**The Depth-of-Field Book by Binno Garasu, Stock No. 1835, only 95c plus 15c Shipping Charges.**

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