

## INVENTORY SALE

**The Biggest Sale**  
**in Our Twenty-Three-Year History**  
**as Exakta Specialists**

Frankly, we are overstocked.

Not just on a few items. On Everything! Cameras, Lenses, Accessories. Our warehouse is bulging. We MUST reduce our Inventory!

Take advantage of the fantastic bargains in this issue. Don't let any of these unheard-of bargains slip through your fingers. There is a time limit on this Sale. Don't miss out: Send your order immediately.

Pawn your wife's jewelry! Beg, borrow, or steal the money! But buy at least one of everything on sale! Right now the prices are truly amazing but next year they will look like the nickel bus fare.

Kidding aside: Once the Sale is over, the prices will revert back to where they were before the Sale, and it won't take long before all prices will rise well above the old ones. I wish Inflation would go away, but it's here to stay for quite a while. Buy what you need right now, and anticipate your needs for years to come! You will never, NEVER, buy at such prices again.

We have streamlined our shipping procedure and are ready for the flood of orders. We will fill orders at the Sale prices as long as our current stock holds out. But when a Sale item is gone, it's gone. Don't tell me that I did not warn you: Don't wait! Grab as many of these fantastic buys as you can, NOW!

**Look inside for Bargains like these:**

**VX-1000TL**  
**w. Pancolar**  
**\$79<sup>50</sup>**

**35mm F2.8**  
**Vivitar**  
**Auto \$39<sup>95</sup>**

**135mm F3.5**  
**Coligon**  
**\$17<sup>70</sup>**

**and many, many more...**

# SEYMOUR'S - EXAKTA

The World's Only *Exclusive* Exakta Dealer

# Sale Begins April 1, 1971

# Sale Ends

# May 31, 1971



**FANTASTIC OFFER:**

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

Now you can buy one of the most useful fully automatic Exakta Lenses at a truly fantastic price. Every lens is brand new and first quality. The 100mm F2.8 Meyer Lens is ideal for Portrait Work, Theatre, Sports and moderate Telephoto Work, especially where a wider angle is preferable to extreme magnification. The lens is light in weight and small in size. It is superbly corrected and of brilliant sharpness.

Previous low Seymour Price \$44.50  
Now, during Sale only, \$37.65 + 95¢ Shipping Charges.

Hard Leather Case \$3.95. DeLuxe Pouch \$2.85. Please note: We supply the lens in black or chrome mount, depending on stock.



## Low Cost "Life Insurance" for your Lenses.

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

Small \$2.95 + 25¢. Medium \$3.45 + 25¢. Large \$3.95 + 25¢. New: Super Size for large telephoto lenses \$5.85 + 35¢.

## Reverse Adapters

All lenses (except Macro and Short-Barrel Lenses) should be reversed when used for close-up work. Model R-VII-Ex fits into any Series VII Adapter and can be used with any lens. Model R-49-Ex screws directly into the 49mm Front Diameter Thread of such lenses as the Pancolar, etc. Both Models have the Exakta Bayonet and fit directly in the Exakta.

When ordering, state Model wanted. \$3.95 + 25¢ Shipping.

## Bonus Buy Special Reverse Adapters

Buy these Special Reverse Adapters (which are compatible with Exakta Tubes) at a fraction of our low regular price.

There are two Models: Model R-VII-B fits any Series VII Filter Adapter and can be used with any lens. Model R-49-B screws directly into all lenses with 49mm Front Thread Diameter (such as the Pancolar, etc.).

Both above models fit into the threaded part of the Extension Tubes or into the threads of the Male Bayonet (which is part of the Extension Tubes).

### Model R-VII-B

Reg. low Seymour Price \$2.95

Sale Price, separately \$1.95 + 25¢

If purchased with Tubes: 99¢

### Model R-49-B

Reg. low Seymour Price \$3.95

Sale Price, separately \$2.65 + 25¢

If purchased with Tubes: \$1.49

Let me repeat: These Special Models are for use with Extension Tubes.



## Film and Camera Belong Together!

A solution to the problem what to do with your film cartridges, both new and exposed: Carry your film in Cartridge Cases. Our new Cartridge Cases are made like miniature lens cases with a zipper around the top and a loop to attach them to the camera strap. They not only solve the problem where to put extra film, they prevent you from forgetting to take enough extra film: When you grab your camera in a hurry, your film comes along automatically. Inexpensive and indispensable.

Film Cartridge Cases, zippered, with attaching loop Set of 3 \$2.95 + 25¢. Two sets (6) \$4.95 + 25¢



## 85mm F1.9 Super Coligon Famous Ultra Fast Telephoto Lens

The lens serves many purposes, all of them equally well. First and foremost, it is a superb portrait lens. Secondly, a medium telephoto lens. It is virtually indispensable for sporting events, especially indoors. Theater work, of course. And candid shots of people, especially children. Animal portraits, too. And you will think of many more types of pictures which seem to have been waiting for this excellent high-speed medium preset focal length lens.

85mm F1.9 preset Super Coligon \$44.40 + 1.25 Shipping.

Case \$4.95. Filter Adapter \$3.95. Shade, to match Adaptor, \$3.95

## Special Bonus Buy

Order the above Lens with Case, Filter Adapter and Shade and obtain our Best Seller, the \$39.95 Unomat Model 1000 Strobe Unit for only \$8.95! Your total cost for the lens, the case, the adapter, the shade AND the Unomat Model 1000 Strobe Unit for a total of only \$66.30 + 1.95 Shipping.



## Pistol Grip with Cable Release and Tripper.

This is an old stand-by and well known to Exakta Owners. It has helped thousands of Exakta Enthusiasts eliminate camera shake and fuzzy pictures. Provides a sure grip and permits tripping the shutter with the same action that experienced marksmen use when firing their pistol or rifle: you s-q-u-e-e-z-e off the shot. Pistol Grip with Cable Release and Tripper \$6.95 + 45¢

**Important Sale Notice.**

All prices shown in this Special Issue are in effect ONLY during the Sale. They are not retroactive and are not in force after the Sale ends. Prices are good only on items currently in our Inventory and are in effect ONLY as long as current stock holds out.



## Exakta VX-1000TL

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

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

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

## Sale Price

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



## Exakta VX-1000TL/BTL

Behind-the-Lens Metering Model.

The Ultimate Camera for those who Prefer a "Traditional" Exakta.

The Exakta VX-1000TL/BTL is the Exakta VX-1000TL with Behind-the-Lens Metering Prism instead of the Standard Prism. Naturally, it has all the features of the VX-1000TL and the Metering Prism is complete with Fresnel Viewing Screen and MicroGrid Rangefinder. Since the light is measured AFTER it has passed through the lens and BEFORE it hits the film, it gives you the correct exposure under all conditions, taking into consideration such variables as lens extensions (for close-up work), filters, etc. Light is measured at the exact F/stop at which you take the picture. No mechanical coupling or "matching adjustments." The meter reads exactly the conditions that prevail at the moment of exposure. That's why the reading is so precise and the exposure always correct.

## Sale Prices:

Exakta VX-1000TL/BTL with 50mm F/2 fully automatic genuine Jena Pancolar Lens  
Sale Price \$127.50 + 14.50 for the Case with High Top (mandatory) and \$1.95 Shipping.

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

# EXAKTA VX 500



## Exakta VX-500

Why Pay for Shutter Speeds which you Never use?

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

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

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

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

### Sale Prices:

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

#### Options:

- Model N Hooded Finder with Interchangeable Fresnel Viewing Screen with MicroGrid Rangefinder (instead of Model C Finder), add \$6.95
- PentaPrism with Fresnel/MicroGrid (instead of Model C Finder), add \$9.80
- F/2 Fully Automatic genuine Jena Pancolar (instead of Domiplan) add \$19.95



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

**Offered at Sale Price.**

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

Previous low Seymour Price \$89.50

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

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



## 200mm F4.5 preset "R-----" Telephoto Lens.

We had our knuckles rapped for advertising this lens at such a low price last month. We promised not to mention the name any more. But we did not promise not to lower the price even more for this unprecedented Sale of Sales.

Without the usual bulk and excessive size of powerful telephoto lenses, this unusual telephoto lens is about the size of the average 135mm lens. High correction. Sharp. Color True. Cuts distance by 75%!

Previous low Seymour Price \$49.75.

**Now, during Sale only, \$34.25 + 4.45 for the Case and 1.25 Shipping.**





## Mr. Exakta, how do you like the RTL?

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

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

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

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

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

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

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

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

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

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

Earl Seymour.

## New Exakta RTL is Different.

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

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

## Sale Prices:

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

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

Same, but with F1.8 internally automatic Jena Pancolar add \$20.00

## Any Questions About the RTL?

Question: Is the Exakta available for immediate shipment?

Answer: Yes.

Q.: Is the body available separately?

A.: See Page 7.

Q.: Are trades of older Exaktas accepted?

A.: Yes.

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

A.: Yes.

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

A.: No. In older Models use the Travemat or Examat BTL Prisms.

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

A.: No.

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

A.: By the time this issue is printed, they are probably available. However, at the time of preparation of this issue, they are not.

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

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

## Important Sale Notice.

The dates of the Beginning and the End of the Sale are clearly stated. While many dealers advertise phoney sales that seem to go on forever, ours is a bona fide Sale with a clearcut beginning and a clearcut end. Please do not ask for exceptions.



### Dress up your Exakta with a New Carrying Case.

1000 Exakta Cases must be sold during this Sale. Grab one at your price!

#83 DeLuxe Exakta Case. Metal Trim. Detachable Front. Extra High Top (for Camera with Travemat or Examat).

Previous low Seymour Price \$17.85

**Now, during Sale, \$14.25 + 95¢**

#77 DeLuxe Exakta Case. Metal Trim. Detachable Front.

Previous low Seymour Price \$14.50

**Now, during Sale, \$10.95 + 95¢**

#69 DeLuxe Exakta Case. Detachable Front.

Previous low Seymour Price \$9.85

**Now, during Sale, \$7.95 + 95¢**

#66 Standard Exakta Case, non-detachable front

Previous low Seymour Price \$7.85

**Now, during Sale, \$6.75 + 95¢**



### Modernize Your Exakta with a Fully Automatic Lens.

Replace that old lens with a new 50mm F2.8 Meyer Domiplan, a good sharp, fully automatic German Lens.

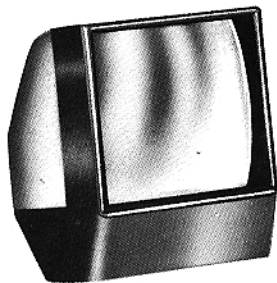
**Sale Price \$16.45 + 95¢ Shipping Charges.**



### "JONAN" Selenium Cell Exposure Meter.

Looking for an inexpensive Exposure Meter? We bought out the manufacturer's Overstock in order to bring you an accurate small exposure meter at a ridiculous price.

**Sale Price \$4.65 + 25¢ Shipping.**



### Beta Vue Illuminated Slide Viewer

Shaped like a miniature TV Set. Comfortable Magnifying Viewing Screen. Hand held and small enough to put in your pocket. Lights up when you insert slide. Battery operated. Carry it with you to show off your slides. Use it yourself and buy a quantity for always-welcome gifts.

Original Seymour Price \$2.95

**Now, during Sale \$1.25 + 25¢**

**Six for \$6.95 + 45¢**

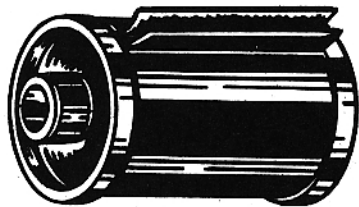
Requires two batteries per viewer. 10¢ each.



### High Quality Optical Magnifying Glasses.

Powerful Magnifying Glasses in Metal Mount with Metal Handle. Use them to inspect your negatives and slides, to magnify small type for easy reading, to magnify coins, stamps and a thousand-and-one small things. They are the popular Sherlock Holmes type and one of them is really huge. The Set consists of one Glass 4 inches in diameter (half the width of this page!!) with an overall length of 9 inches, and one Glass 2 inches in diameter, 5 inches long.

**Sale Price, Set of 2 Magnifying Glasses \$2.95 + 35¢.**



### 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 departments. 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¢**



### SAFARI Foam Fitted Attache Case.

Successor to our original Foam Fitted Case, because it's BETTER! 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.

The SAFARI Foam Fitted Attache 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. Case measures a generous 17x11 1/2x4 inches.

Previous low Seymour Price \$19.65

**Now, during Sale, \$14.50 + 1.65 Shipping.**

### Aluminum Foam Fitted Case

Same idea as above, but all aluminum construction. Deeper by 2 inches. Virtually indestructible. A beautiful case.

Previous low Seymour Price \$47.50

**Now, during Sale \$39.50 + 1.95 Shipping.**

### Special Purchase: Smaller Foam Fitted Case.

Construction similar to "Safari" Case but with shoulder strap instead of handle. Size 12 1/2x 9x4 inches.

We bought these cases at a special price because the foam inserts were pre-cut. However, the cut-out parts were left fitted in the foam and you can re-cut the insert to fit your needs. Manufacturer's Suggested Price was \$18.50.

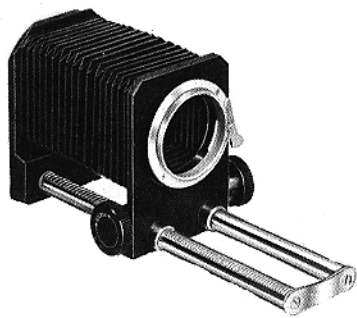
**Sale Price, while they last, only \$8.75 + 95¢ Shipping.**

Real protection for your precious equipment at a give-away price.

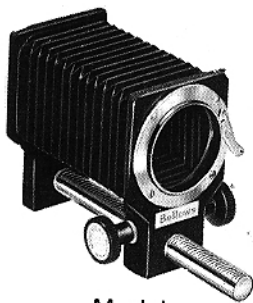
### Seymour's Guaranteed Exakta Repairs.

We are fully equipped to handle all repairs on Exakta Cameras. We use original factory parts and factory methods exclusively. All repairs are fully guaranteed for one year. Estimates of Repair Costs are free and gladly given without obligation on your part.

Send your camera by insured parcel post. Attach a tag to the camera itself giving your full name and address and stating briefly what you would like to have done. Mark the tag: Estimate Only. We'll do the rest.



Models  
TW-5 and TW-7



Model  
MR-05

## New Models Exakta Bellows

### NEW TWIN-ROD MODELS:

With geared Rack-and-Pinion Precision Focus

Model TW-5, Full 5-inch Extension...\$17.95 + 95¢ Shipping

Model TW-7, Extra Long 7" (180mm) Extension....\$19.95  
+ 95¢ Shipping

### NEW MONORAIL MODEL:

With geared Rack-and-Pinion Precision Focus

Model MR-05 Full 5-inch Extension..\$13.95 + 95¢ Shipping

## Short Barrel Lenses



### for Use in Bellows

These lenses are especially corrected for use in bellows for a wide range of close-up ratios. They render sharp, crisp, well color-balanced pictures. Their longer focal length provides a convenient working distance with plenty of room to light your subject adequately.

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

105mm F3.5 or 100mm F3.3 Schacht Travegar \$19.95 + 95¢

#### Please Note:

1. We supply the 100mm F3.3 or the 105mm F3.5 Travegar, depending on stock.
2. We supply the lenses in black or chrome mount, depending on stock.

### SPECIAL COMBINATION "DEAL":

Our Top-of-the-Line Twin Rod Bellows with Extra Long Extension (TW-7) PLUS your choice of 100mm (105mm) or 135mm Short Barrel Schacht Lens

Save

an additional \$5.15

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

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

# Stop Press News

We are now authorized to offer RTL Components. Disregard the Notice about Non-Availability of Bodies, Finders, etc. You may order:

RTL Body with RPTL Lightmeter Prism .....	\$149.50 + 1.95
RTL Body with RP Prism (no Lightmeter) .....	117.50 + 1.95
Prism, Model RPTL, with Lightmeter .....	89.50 + 1.35
Prism, Model RP (no Lightmeter) .....	34.50 + 65¢
Waistlevel Finder, Model RW .....	18.50 + 35¢
50mm F1.8 Oreston Lens with Internal Automatic .....	50.50 + 95¢
DeLuxe Camera Case for RTL .....	14.50 + 95¢

### Exakta RTL, Complete Camera, w/50mm F1.8 Oreston Lens:

with RP Prism (no Lightmeter) .....

with RPTL Prism (with Lightmeter) .....

### Now Available: 50mm F1.8 Jena Pancolar, internal automatic

Lens only .....

### Complete RTL Camera, with F1.8 Jena Pancolar:

with RPTL Lightmeter Prism .....

With RP Prism (No Lightmeter) .....

\*Complete Cameras come factory equipped with Case and can be sold only complete with case.



## Our Best "Pro Bag"

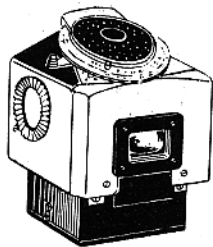
What's a Pro Bag? A Pro Bag is a gadget bag, made of solid thick leather with two straps which come together at the top to form a carrying handle. In addition, it has a heavy duty shoulder strap. You sling it over your shoulder or you carry it like a suitcase. That's a Pro Bag.

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

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

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





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

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

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

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

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

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

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

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

**Latest Model Travemat BTL System with PentaPrism, with Fresnel Viewing Screen and Micro-Grid (to order, just say: "Travemat") \$58.45 + 1.35 Shipping.**

### Bonus Buy

When you equip your camera with a BTL System you will need the Camera Case with Extra High Top because the BTL System is higher than the regular prism. We supply the Case with Extra High in the deLuxe Type with Detachable Front (with metal trim, of course). Our regular price is \$17.85. During the Sale we offer it for \$14.25. But here is a Special Bonus Buy for you:

**DeLuxe Metal Trimmed Camera Case, with detachable front, with Extra High Top (to order, just say: Extra High Top Camera Case), if purchased at the same time as the BTL System, only \$8.95.**



### Sky-High Flash Bracket

The new Flash Accessory was invented by a news photographer who needed the high angle light to flatter his subjects. For the first time he was able to eliminate the ghastly results of head-on flash. A high angle of light gives the appearance of natural daylight and eliminates the dreaded shadows caused by flash. Gone are the pasty faces, the staring eyes, the harsh contours usually associated with flash pictures.

The Sky-High Flash Bracket extends (three sections!), telescopes and folds flat for easy carrying in a small gadget bag. It attaches to your camera just like an ordinary flash bracket. It has a swiveling "shoe" on top to attach your flash or strobe. (Since most flashguns have only a short connecting cord, we recommend the use of a flash extension cord for greater versatility).

**Sky High Flash Bracket \$5.95 + 55¢ Shipping**

**Flash Extension Cord \$1.95**

### Otto wants to get into the Act!

In the previous issue of our Exakta News we announced a price increase on our "Service Package" (Cleaning, lubricating, checking of functions). Otto insists he wants to conduct his own "Sale." During the Sale he will accept Exaktas for Cleaning and Lubricating ("Service Package") at the old price of \$24.50 - 1.95 for Return Shipping Charges. Take advantage of this opportunity. It saves you a cool five bucks!



# ABOUT THE SALE

All prices shown in this Special Issue are in effect ONLY during the Sale. They are not retroactive and are not in force after the Sale ends. Prices are good only on items currently in our Inventory and are in effect ONLY as long as current stock holds out.



## 28mm F2.8 Fully Automatic Rexagon Wide Angle Lens

Prefer a 28mm Wide Angle? We discovered another special buy, the 28mm F2.8 Rexagon. Although we had never advertised Rexagon Lenses, we sold many of them in our showroom where we were able to demonstrate the high quality, and show the beautifully finished design. Now you may purchase the lens by mail at a substantially reduced price because of our special purchase of a large quantity. **Sale Price \$49.50 + 95¢**  
Filter Adapter, reg. \$4.95, now 3.45  
Hard Case \$4.95. Velvet-lined Pouch \$2.95



## 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



## Special Purchase. Famous Fully Automatic 35mm F2.8 Vivitar Wide Angle Lens.

We could not resist when the importer made us a special offer on his entire stock of these justly famous Vivitar Lenses. All are brand new, of latest design, fully automatic and of highest quality. Let's face it: a lens has to be good before the name Vivitar goes on it. **Sale Price (and I mean SALE Price!) \$39.95 + 95¢**  
Filter Adapter, reg. \$4.95, now \$3.45  
Hard Case \$3.95. Velvet-lined Pouch \$2.95



## 35mm F3.5 preset Terra-gon Wide Angle Lens.

A sharp, neatly constructed preset Wide Angle Lens. Smooth-acting preset diaphragm control. A Steal! **Sale Price \$17.50 + 95¢ Shipping.**  
Case \$3.95. Velvet-lined Pouch \$2.95



## 35mm F4.5 preset Meyer Primagon Wide Angle Lens.

If you would not buy a superbly sharp wide angle lens at an unbelievably low price just because it is not automatic, just skip this paragraph. If, on the other hand, you will consider an excellent preset wide angle lens, read on:- Full 650-Degree Coverage. Sharp from Corner to Corner. Brilliant Color Rendition, Distortion-Free Image. Smooth-Acting Preset Diaphragm which closes down to f/22!). Range: from Infinity to 18 inches! **Sale Priced \$17.70 + 95¢ (while they last).**  
Filter Adapter, reg. \$4.95, now \$3.45  
Case \$3.95. Velvet-lined Pouch \$2.95



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

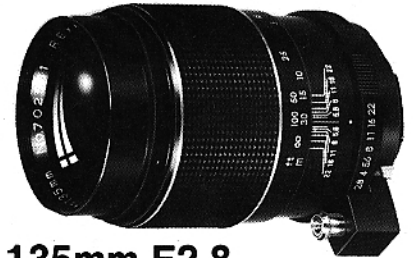
This intermediate Telephoto Lens has been a favorite with our customers from the day it appeared on the market. Ideal for portraits, sports photography, theater shots and moderate telephoto work. Fully automatic. Sharp! Previous low Seymour Price \$49.95 **Now, during Sale, \$34.25 + 1.25 Shipping.**  
Case \$4.95. Velvet-lined Pouch \$2.95



## 135mm F3.5 fully automatic Schneider-Isco Telephoto Lens.

This one is fully automatic! It is beautifully finished and corrected to highest German standards. Because of the Speed Craze (everybody suddenly "needs" an F2.8 Telephoto Lens) the sales of this lens slowed down and the manufacturer was willing to accept a lower price. This fully automatic telephoto lens is truly one of our Best Buys. Previous low Seymour Price \$49.50

**Now, during Sale, \$39.95 + 1.25 Shipping**  
Case \$4.95. Velvet-lined Glove-soft Pouch \$3.95



## 135mm F2.8 Fully Automatic Rexatar Telephoto Lens.

Rexatar Lenses have been very popular in our Showroom. Customers bought them because they were impressed by the sharp image and the beautiful design. Now you can buy them by mail because we bought a large quantity at a very advantageous price. Look at the price! Believe me, we did not sell them at a price anywhere near this one before we made this lucky purchase. **Sale Price \$49.50 + 95¢ Shipping.**  
Filter Adapter, reg. \$4.95, now \$3.45  
Case \$4.95. Velvet-lined Pouch \$3.95

Sorry, picture of New Ebony Black Model not available at publication time.

## 250mm F5.5 preset Meyer Tele-Megor.

No, this is not an automatic lens. But — it's an excellent German Telephoto Lens with enough power to enlarge distant objects 5 times linear, which means 25 times in area! Use it for all shots calling for a powerful telephoto lens which is light in weight and easily hand held. **Sale Price \$29.95 + 1.95 Shipping Charges.**  
DeLuxe Velvet Lined Drawstring Pouch \$3.95

**SALE PRICES ARE NOT RETROACTIVE AND DO NOT REMAIN IN FORCE AFTER THE SALE.**

**Save up to 20% on Filters, Polarizers, Filter Adapters, Shades.**

	Single Filters	Set of 4 Filters	Rotating Polarizer	Neutral d. Grid Disc Soft Disc	Single Close-Up	Set of 3 Close-Up
Series VII Drop-in	3.95	13.95	9.85	5.95	4.50	11.95
49mm Screw-in	4.95	15.95	10.85	6.95	4.95	11.95
46 and 52mm	4.95	15.95	10.85	6.95	5.95	13.95
54 and 55mm	5.45	17.95	11.85	8.95		
58mm	6.45	19.95	12.85	9.95		
62mm	6.95	21.95	13.85	12.50		

Postage: 25¢ for Single Filters, 35¢ for Sets

Series VII Filter Adapters for Drop-in Filters 46mm, 49mm, 52mm, 54mm, 55mm	4.50	each
Series VII Sunshades Fits into any of the above adapters	4.95	each
49mm Screw-in Shade Fits directly into lens	4.95	each

**Take 10% Discount on all Filter Orders\* up to \$10.00**

**Take 15% Discount on all Filter Orders\* from \$10.00 to \$20.00**

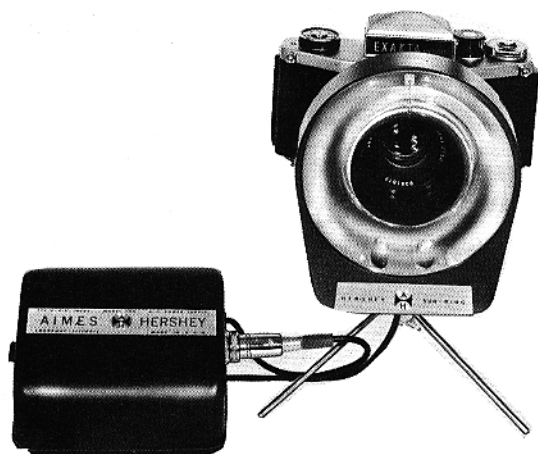
**Take 20% Discount on all Filter Orders\* over \$20.00**

\*Any Combination of Filters, Polarizers, Filter Adapters and Shades qualifies for this Special Sale Discount. Prices shown are our regular selling prices from which you take the Discount.



**New 50mm F/2 Fully Automatic genuine Jena Pancolar with Automatic Depth-of-Field Indicator.**

We offered this lens in our Exakta Newsletter No. 968 for \$59.50. In the previous Exakta News we offered it as a super buy for \$39.95. Now we made a huge commitment and offer it as a truly once-in-a-lifetime opportunity. **Now, during Sale, \$29.95 + 1.25 Shipping.** Filter Adapter, reg. \$4.95, now \$3.45. Shade, to match adapter, reg. \$4.50, now \$3.25. DeLuxe Velvet Lined Glove-Soft Pouch \$2.95



## For Shadowless Lighting Electronic Ring Strobe

Hershey-Introl, the leading U.S. manufacturer of professional strobe units, now supplies a new professional Strobe "Ring" for shadowless "wrap-around" lighting. This type of light is indispensable for even (shadowless) lighting for a great number of close-up and semi-close-up shots.

The new "Sun Ring" attaches directly to the lens by means of a Series VII Filter Adapter. We supply it complete with the ultra powerful (50 Watt Second!) AC Power Supply. It recycles as fast as you can cock the shutter.

Order the Ring Strobe and you will receive everything needed. The Outfit consists of the Ring Light, the Series VII Adapter (state front diameter of lens, in mm), the AC Power Source, and the Camera Connecting Cord.

**Hershey-Introl Ring Strobe Outfit \$98.50 + 1.35 Shipping Charges.**

## An Invitation to Legalized Stealing.

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



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

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

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

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

Velvet Lined DeLuxe Pouch \$2.95.

# Jena -

## Magic Word in the World of Lenses



**Genuine Jena  
20mm F/4 Automatic  
Flektogon**

The World's Widest distortion-free Ultra Wide Angle Lens, corrected in the true Jena tradition. For extreme coverage of scenic sweeps, large groups, architectural shots, etc. Unbelievable 100 Degree Coverage. Shown in our catalog CH-65 at \$179.50

**Now, during Sale, \$126.50 + 1.35 Shipping**  
Glove-soft Velvet-lined Deluxe Pouch \$3.95



**Genuine Jena  
Fully Automatic  
35mm F2.8  
Macro Flektogon**

This superb Wide Angle Lens doubles as Macro Lens because it focuses from Infinity to 4 inches. It automatically compensates for the exposure difference for close-up work. No more calculations: the macro-diaphragm does it all for you.

Previous low Seymour Price \$89.50 + 1.25 Shipping

**Now, during Sale, \$68.50 + 1.25 Shipping.**

Filter Adapter, reg. 4.95, now \$3.65

Case \$3.95. Velvet-lined Pouch \$2.95



**Genuine Jena  
180mm F2.8 Sonnar  
Fully Automatic.**

Latest version of the justly-famous Olympia Sonnar. Re-designed, optically improved to the very limit. A powerful available-light telephoto lens that has no equal.

Previous low Seymour Price \$159.50

**Now, during Sale, \$138.25 + 2.95 Shipping**



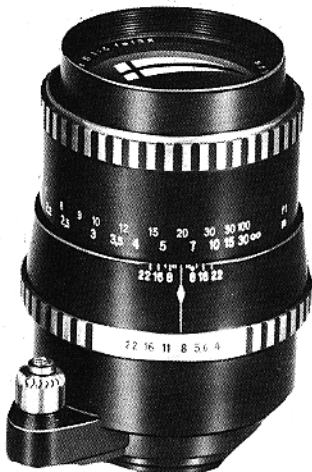
**Genuine Jena  
Fully Automatic  
25mm F/4 Flektogon**

Undistorted 80-Degree Ultra-Wide Coverage! For wide panoramas, interiors, groups, architectural shots. The name Jena guarantees absolutely undistorted vertical lines!

Previous low Seymour Price \$89.50

**Now, during Sale, 69.50 + 1.45 Shipping**

Glove-Soft Velvet-Lined DeLuxe Pouch \$3.95



**New, from Jena:  
135mm F/4  
Fully Automatic  
Macro-S Telephoto.**

What can be new about a 135mm lens? Plenty! Jena brings you a lens with a dual purpose: Telephoto and moderate close-up at a convenient working distance. Same ultra sharp correction as the famous Jena Sonnar plus the added feature of the self-compensating macro-diaphragm for close-ups. No calculation necessary at any distance. Beautifully finished in ebony black. Appearance matches all other Jena Lenses.

**Sale Price \$59.50 + 95¢ Shipping**

Filter Adapter, reg. \$4.95, now \$3.45

Shade, to match adapter reg. \$4.50, now \$3.25

Hard Leather Case \$4.95. Deluxe Pouch \$3.95



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

New Model with Automatic Depth-of-Field Indicator. The optical and mechanical excellence of the Pancolar has been written up so often that I don't have to repeat it. Now is the time to modernize your Exakta with the latest brand new fully automatic Jena Pancolar. Shown in our catalog No. 568 at \$59.50 and previously offered by us for \$39.95

**Now, during Sale, unbelievable at \$29.95 + 1.25 Shipping**

Filter Adapter, reg. \$4.95, now \$3.45

Shade, to match above adapter, reg. \$4.50, now \$3.25

Hard Leather Case \$4.95. Velvet-lined Pouch \$2.95

### Important Sale Notice.

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# A Personal Message . . .

At a time when new single lens reflex cameras are springing up like weeds, you may ask why I feel the Exakta is still your best buy, quality-wise, feature-wise, and investment-wise.

I have been specializing in Exakta Equipment for many, many years. Now, in the face of an avalanche of "new" single lens reflex cameras, I had to re-evaluate the situation. After weighing all the points, my decision was obvious: Continue to be an Exakta Specialist! Continue to devote all efforts to the "care and feeding" of Exakta owners!

Over the years we accumulated Exakta knowledge unmatched anywhere. We live with Exakta Equipment — we know it *thoroughly*. Specialized Consultation and Specialized Exakta Service are at the disposal of our customers. Unbiased advice and expert help have brought us friends from the four corners of the world:

What I am trying to say is, simply, this: If you are serious about getting the finest single lens reflex camera, get the Exakta. If you value the facilities, services, and ready-to-help knowledge of a specialist, buy your Exakta where it has a "home" as long as you own it, buy it from Seymour's.

**Reprinted from  
Previous Issue**

Sincerely,  
Earl F. Seymour.



## Micro-Grid vs. Split Image

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

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

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



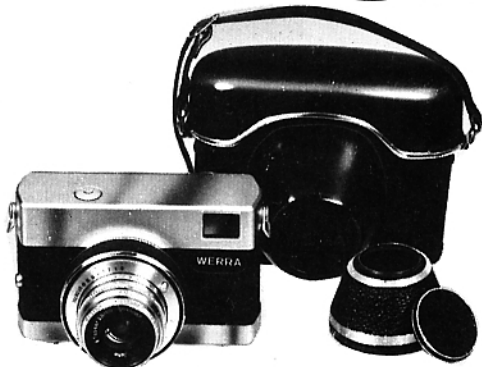
**VX-1000TL w. Pancolor \$79<sup>50</sup>**

plus \$7.85 for the Case and 1.95 Shipping Charges.

**SEYMOUR'S - EXAKTA**  
**The World's Only *Exclusive* Exakta Dealer**



# SALE PRICES...



## Final Close-Out

We sold many hundreds of Werra Cameras during the Christmas Season. We are now down to our last 200 Werras and are willing to close them out at a truly spectacular price.

The Werra, despite its palm size, is a full frame 35mm camera with shutter speeds from 1 second to 1/750 sec. It has single action coupled film advance. Full Synchronization. Delayed Action Self Timer. Beautifully finished with Satin Chrome Trim.

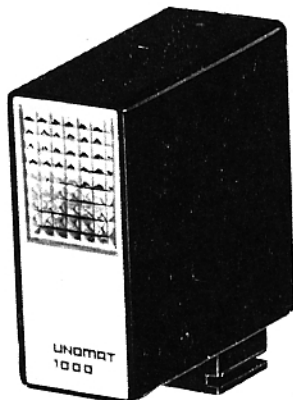
The Werra is equipped with the World Famous Jena F2.8 Tessar, 'nuff said!

The Outfit consists of:

- Werra Camera with Jena F2.8 Tessar
- Reversible Shade
- Screw-in Cover
- Metal Trimmed Ever-Ready Case

**Complete Outfit, Give-Away Sale Price \$19.95 + 1.95 Shipping Charges.**

Remember, just 200 Outfits to go. Rush your order! Stock up for Gifts, too!



## Unomat Model 1000, World's Smallest Strobe

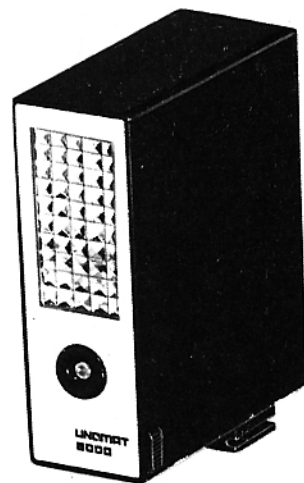
The value of a Swiss watch is inversely proportional to its size. The same seems to be true of a strobe flash. The well-known German Unomat Strobe has just been reduced to an unbelievably small size. The former model, considered irreducible in size, was the size of a pack of cigarettes. The new 1971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

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

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

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

Accessory Shoe \$1.95. Flash Bracket \$3.95



## Powerful Unomat 6000 has Built-in Slave.

**Fires Without Hookup.**

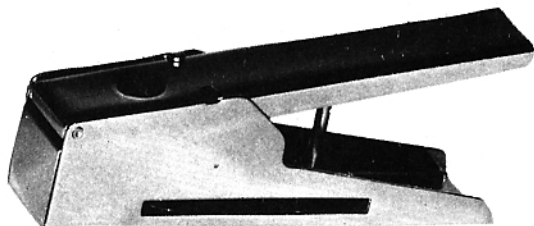
Unomat (who gave you the World's Smallest Strobe Unit) now brings you its new powerful Model 6000. Its high light output will allow you to shoot at lower F stops or greater distances, even with slow film. Used by itself, it hooks up just like any other strobe, and synchronizes with your shutter, but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

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

**Sale Price:**

**Unomat Model 6000 Powerful Strobe with Slave Triggering Mechanism, complete with NiCad Batteries and Charger, during Sale only, \$54.95 + 1.45 Shipping Charges.**

Accessory Shoe \$1.95. Flash Bracket \$3.95.



## Slide Punch ("Notcher")

Why do you have to notch slides?

Cardboard mounted slides have four identical edges and two identical sides. There are eight ways to put a slide into a projector, viewer, or magazine. Obviously, only one of the 8 positions is correct: You have only one chance in eight to insert your slide correctly.

But there is a sure way to eliminate all wrong positions: Punch a notch into the cardboard. In the light, you see it. In the dark, you feel it. The slide punch puts all the notches exactly in the same spot on all slides and you simply CANNOT insert any slide the wrong way. No more: "Oops, Sorry!" when you project your slides, no more embarrassment, no more mood-killing interruptions of your slide shows.

Thousands of this all-metal precision instrument have been sold by us at the low Seymour Price of \$2.95.

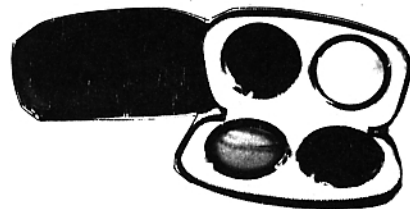
**Now, during Sale only, reduced to \$2.45 + 35¢ Shipping. Buy them as gifts, too. Three for \$6.75 + 45¢. Six for \$11.95 + 75¢**

## Close-Out Vinyl Equipment Bags.

We are overstocked on Vinyl Equipment Bags. They are of various sizes, many of them with shoulder strap, all with zippers. The original prices ranged from \$2.95 to 6.95 each. We offer them as a close-out at a fraction of their regular prices but we cannot give you a choice of style or size. **Vinyl Equipment Bags, Close-Out, Three for \$2.95 + 45¢ Shipping.**

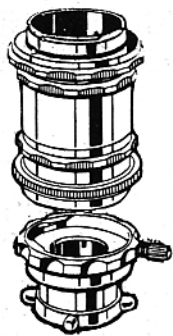
**In case we haven't repeated it often enough:**

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



## 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¢.**



## Original Ihagee Microscope Adapter

After a long absence, this excellent Microscope Adapter is again available. Superbly machined from solid brass, then chrome plated. Quick Release for visual use of microscope. Complete with Exakta Bayonet.



**Combi-Pod**

A very useful combination of Universal Clamp Pod and Table Tripod. Clamp Pod attaches to ANYTHING from a tree to a park bench to a car window. Two removable folding legs convert the clamp pod into a sturdy table tripod. Heavy duty universal swivel head (included) locks at any angle.

**Seymour Priced \$5.95. Postage 35¢**



**All Metal Slide File**

Protects your precious slides from heat, humidity, sunlight, dust. The best "insurance" for your slides. Holds 100 slides. Very sturdy construction. Buy as many as you can use at this low price. Your slides deserve the best protection.

**Seymour Priced \$2.95. Postage 75¢**



## Twin Flash Bracket

Many customers have asked me for a double flash bracket which will hold and fire two flash or strobe guns simultaneously. So — we designed one and here it is!

The Twin Bracket is wired internally. It plugs into the flash outlet of the camera and the two guns or strobes plug into the bracket. Trip the shutter and both lights go off. Guns attach to the shoe mounts of the bracket.

Two flashguns or strobes soften the light, eliminate harsh shadows, flatter the subject and, best of all, double the light.

Originally introduced by Seymour's at \$7.95

**Now only \$4.95 + 45¢**



## 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¢**

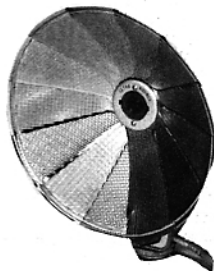


## Roller Squeegee

New, Heavy-Duty Model. For Flawless High-Gloss Finish of Ferrotyped Prints. Five inches wide.

Previous low Seymour Price \$2.45

**Now, during Sale, \$1.25 + 25¢.**



## BC Flashgun

We offer our famous Battery Capacitor Fanfold Flashgun at a Super Special Price.

Previous low Seymour Price \$9.85

**Now, during Sale only, \$5.79 + 35¢ Ship-  
ping. 15 Volt Battery 85¢.**

## Photographer's Travel Guide

Whether you take a short hop or a trip around the world, you need this authoritative book. Crammed with information, this \$2.95 book has saved a great deal of money for thousands of people. You cannot be without this book, even if you stay home!

Photographer's Travel Guide, previously \$2.95

**Now, during Sale only, \$1.50 + 25¢.**

## Preset Lenses, anyone?

Reprinted from  
Exakta News No. 970

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

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

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

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

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

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

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

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

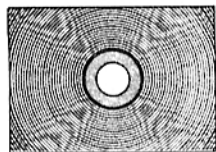
## Minimum Mail Order

The high basic cost of filling orders (paper work, handling, packing, addressing, shipping and materials) forces us to establish a minimum of \$5.00 for all Mail Orders.

We do realize that occasionally small Emergency Mail Orders may not add up to \$5.00. We will accept such small Emergency Orders but must make a Service Charge of \$1.00 to help defray the unusually high cost of processing such small orders.

Thank you very much for your cooperation.

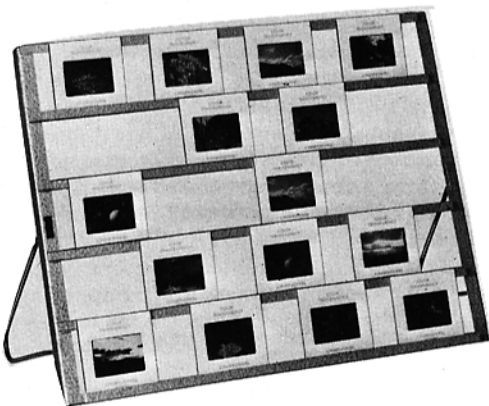
# ...MORE SALE PRICES



## Combination Fresnel Viewing Screen and Micro-Grid

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).

Previous low Seymour Price \$7.50  
**Now, during Sale Only: \$5.40 + 35¢**



## New Idea in Slide Sorting

This is an all-metal Slide Sorter of radically new design: Slides drop into special metal rails and can easily be moved around. They neither fall off nor slide off. Arrange and rearrange them for the most effective projection sequence or for any other purpose. All slides are in view at the same time. (To get even more out of this sorter, use the Magnifying Glasses described in this Issue. They are on Special Sale, too). Buy one or more for yourself and remember that slide sorters are always welcome as gifts, too. Especially at our sharply reduced Sale Prices!

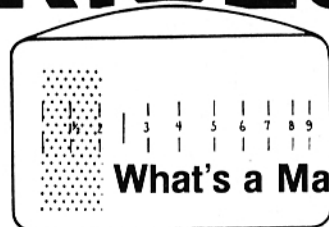
**New Type Slide Sorter, all metal, Sale Price \$2.95 + 45¢ Shipping. Three for \$7.95 + 65¢. Six for \$14.95 + 95¢.**



## Top Grain Cowhide Bag

This trim Luxury Gadget Bag measures a generous 12 x 10 x 6 inches. It is crafted from the finest Top Grain Cowhide available. The top is heavily padded. The bag is fitted with heavy duty zippers and lined with soft felt to protect your most delicate equipment. The adjustable inside belting separates your accessories and holds them securely. Large Outside Pocket. Adjustable Extension Carrying Strap. Made in U.S.A.

**Save even more during Sale: Top Grain Cowhide Gadget Bag, especially reduced and Sale Priced, only \$24.95 + 1.65 Shipping Charges.**



## What's a Macrolite?

A Macrolite is a Direct-Reading Exposure Screen. And what's that? Well, to begin with, it's an insert for the PentaPrism (or for the Model N Reflex Finder) which replaces the conventional focusing insert for close-up work to determine the exposure increase.

You know that close-up work requires an exposure increase. The closer you focus with any given lens, the greater the increase. For a 1.1 ratio (image on film same size as item photographed) you must increase your exposure four times, or, in technical terms, the Exposure Factor is 4. So far, so good. But what will your exposure factor be at a slight reduction in size or at a larger-than-actual-size? While it is possible to calculate the exposure increase, it involves measuring distances, add a few rather involved mathematical manipulations and calculations.

Since a definite relationship exists between Exposure Factor and Relative Image Size, a professor of Mathematics and Physics (an ardent Exakta Fan and inveterate Macro Photographer) developed a scale, based on the linear projection of the above mentioned complicated formula. He engraved it on the focusing screen and could now, without measuring or figuring, read the Exposure Factor directly in his viewfinder. Absolutely ingenious.

The next step was simple: he produced the engraved inserts for other Exakta Close-Up Enthusiasts and appointed Seymour's-Exakta (whom else?) as the sole sales agents. (Incidentally, no other camera has this feature).

If you do close-up work and want to be sure of your exposure, the Macrolite is for you. It is unbelievably easy to use. Replace your regular focusing screen insert with the Macrolite Screen, focus on your coin, stamp, document, etc., and line up the left side of the template with the number 1 on the Macrolite Screen. The right side of the template points to the exact exposure factor as indicated in the above illustration. (It points to 2 which means you have to double your exposure. If it points to 8, you will have to increase your exposure eight times, etc. Complete Instructions come with Macrolite. It's easier to use than to describe).

No more Charts, no more Exposure Tables, no more Measuring, no more Calculations, and, what's most important, no more Exposure Errors! You will get correctly exposed close-ups every time. You read your Exposure Factor directly at a glance. Right in the viewfinder! The Macrolite is a Seymour Exclusive, available ONLY from Seymour's Exakta. We offer it for only \$17.50 + 25¢ Shipping Charges, on our regular 15-Day Money-Back Trial Basis. **Macrolite Direct Reading Exposure Factor Screen, now during Sale only, \$6.95 + 25¢.**



## Giant Release Button

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

**New! Ingenious!**



## Flexible Rubber Shade

No need to remove shade, ever!  
 Folds back over lens when not in use.  
 Camera Case fits over shade.  
 Custom Sizes — No Adapter needed.

**Available in these sizes:  
 46mm, 49mm, 52mm, 55mm**

Flexible Rubber Shade **3<sup>95</sup>** + 25¢



# Seymour's Inst-A-Dapters

At last there is a solution to a vexing problem: How to use custom screw-in accessories on lenses with DIFFERENT threads. Most Exakta Owners have a good selection of 49mm Accessories because many Exakta Lenses have a front thread of 49mm. What happens when you buy a lens with, say, a 54mm thread? No need to buy all new accessories: Seymour's new Inst-A-Dapters will let you use your 49mm Accessories on your new lens with 54mm front thread. Seymour's Inst-A-Dapters are of special ultra-thin construction to eliminate vignetting. Order any combination shown below:

Model No.	Has Male Thread:	Has Female Thread:
IA-4952	49mm	52mm
IA-4955	49mm	55mm
IA-5249	52mm	49mm
IA-5254	52mm	54mm
IA-5449	54mm	49mm
IA-5452	54mm	52mm
IA-5455	54mm	55mm
IA-5549	55mm	49mm
IA-5552	55mm	52mm

## Price Reduction

Seymour's  
Inst-A-Dapters **2<sup>75</sup>** + 25¢  
Any 3 for **6<sup>95</sup>** + 50¢



**+10**

### Auxiliary Close-Up Lens

for ultra close-up work  
No exposure increase!  
Series VII

**5<sup>95</sup>** + 25¢

Ultra Sharp  
Enlargements  
with the new

### Micro-Print

A precision instrument designed for the professional photographer but now priced for the amateur. Works like a microscope: You actually focus on the microscopic grain of the film.

If you make your own enlargements you cannot do without this instrument.

Micro-Print  
Enlarging Magnifier  
Stock No. C-21751

**4<sup>95</sup>** + 95¢ Postage

# "Toshiba"

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

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

The world's film manufacturers will run out of film speeds before the PE-1 will: ASA 6 to ASA 6400! Your camera will run out of F stops before the PE-1 will: F/1 to F/32! And try to match its range of speeds: 8 minutes (not seconds) to 1/8000 sec.! Really easy to use: "One Touch" Operation! And you hardly know you are carrying it: just 3 1/2 ounces! And most important: regardless of price, the Toshiba PE-1 is the most accurate meter in our stock.

Why do we tell you all about this meter which sells for less than \$20 when we have been doing quite well, thank you, selling other meters for over \$50.00? Sure, we like to sell high-priced equipment with a healthy mark-up. But — when we like a piece of equipment, we say so. True, we cannot make \$20 on the Toshiba PE-1 because we sell it for \$16.95. But it's such a fine meter that it would not be fair to our customers to hide it. We know it's good. It is your best investment in picture quality. Buy it!

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



### Ultra Sensitive CdS Meter Toshiba PE-1

"One Touch" Operation

ASA 6—6400  
F/1 to F/32  
8 minutes to 1/8000 sec.!

Weights only 3 1/2 oz.

Truly ACCURATE!

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

### Close-Up Set Combination



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

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

**12<sup>50</sup>**  
Plus 85¢



## Slide Duplicator

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

Series VII  
Slide Duplicator  
Stock No.  
21705

**12<sup>50</sup>** + 75¢ Postage



## REPAIRS

As Exakta Specialists we are fully equipped to handle all repairs on Exakta cameras, lenses and accessories. No "Jacks-of-All-Trades" our mechanics are specialists on Exaktas. Please don't send us your Rolleiflexes or Movie Cameras for repair. But we will take care of all your Exakta adjustments and repairs. Original parts and factory recommended methods are used. Seymour-repaired Exaktas are guaranteed for one whole year. Want an estimate first? Sure thing. Send the equipment, attach a tag to it and mark it "Estimate Only." No obligation.

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

Our charges are reasonable. Repair charges are based on the time consumed and experts don't have to fumble around trying to find a way to repair a camera. Don't forget that we LIVE with Exaktas: we know them inside out!

In case we haven't repeated it often enough:

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



## Sale Prices.

Sale Prices shown in this issue are in effect **ONLY** during this Sale. They cover only equipment currently in our Inventory, while it lasts. Please do not wait: Send your Order as soon as possible and avoid disappointment.

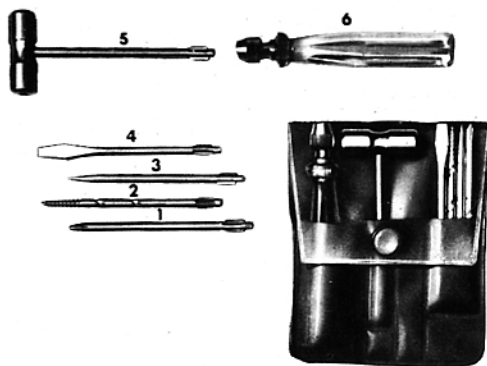


## Lucite Cubes Display Your Pictures.

This new Lucite Cube is a beautiful ornament for any desk, table, or shelf. Slip five of your favorite shots (or 5 shots of your favorite people) under the gleaming Lucite Windows where they are being shown to best advantage.

Please do not confuse these 3-1/2-Inch Lucite Cubes with the puny Two-inch cubes you may have seen in camera store windows. Our Lucite Cube is a large, beautiful 3-1/2x3-1/2x3-1/2 Inches, a joy to behold.

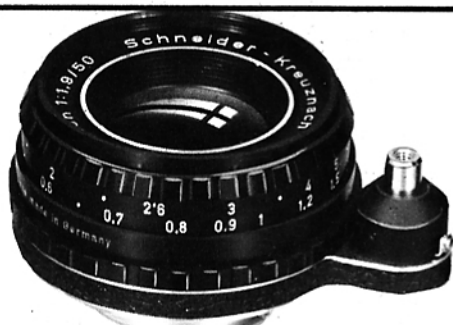
Buy several for yourself and many as presents. Because of our special more-than-one "deals," the more you buy, the more you save on each Lucite Cube. Previous low Seymour Price \$2.95. **Now, during Sale only, reduced to \$2.25 + 25¢.** These sparkingly beautiful cubes make wonderful gifts. Stock up: Three for 4.85 + 35¢. Six for \$8.95 + 45¢.



## Miniature Tool Set.

Be sure to throw one 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 set comes in a little pouch type case.

**Miniature Tool Set \$1.95 + 15¢ Shipping.**

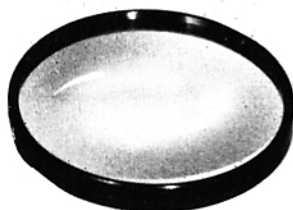


## 50mm F1.9 Automatic Schneider Xenon

Completely redesigned optically and mechanically. The Schneider Xenon was always in great demand. This new model uses an entirely new diaphragm control system, free from sticking or "getting tired." The optics, always top drawer, are now even better.

We recently introduced this new model at the low Seymour price of \$89.50, but felt that this Sale of Sales would not really be complete without a special reduction on the Xenon.

**Latest Schneider Xenon F1.9 Automatic 50mm Lens, during Sale only, \$67.50 + 1.25**



## 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.

**Now, during Sale only, Screw-in Rotating Polarizer: Ser. VII \$7.85 + 25¢. 49mm \$8.95 + 25¢**

## How does the Micro-Grid work?

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 with Micro-Grid and Fine grain Matte-Glass Ring (to order, just say: "Ihagee Micro-Grid"), previous low Seymour Price \$7.50

**Now, during Sale only, \$5.40 + 35¢**



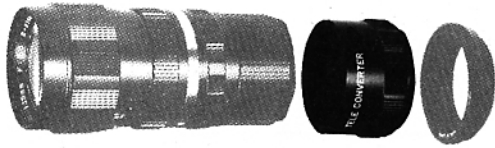
## 135mm F2.8 preset German Telephoto Lens, a "Best Buy"

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

We offered this lens at such a low price that it was nearly impossible to lower the price even more. But a Sale is a Sale and we axed even this previous "steal" price of \$39.50.

**Schneider-Isco 135mm F2.8 preset Telelscaron, now, during Sale only, \$34.45 + 1.25 Shipping.**

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



## "Tee" Focal Expander for T-Mount Lenses

An inexpensive way to increase the power of your T-Mount Lenses. The TEE Doubler doubles the Focal Length; the TEE Tripler triples the Focal Length. Both can be used together, giving you six times the original focal length!

The TEE Doubler and the TEE Tripler fit between the T-Mount and the Lens Barrel. They do NOT go between the camera and the bayonet and are NOT to be used with Exakta lenses with fixed bayonet mount.

**Tee Doubler \$9.45 + 50¢ Shipping Charges**

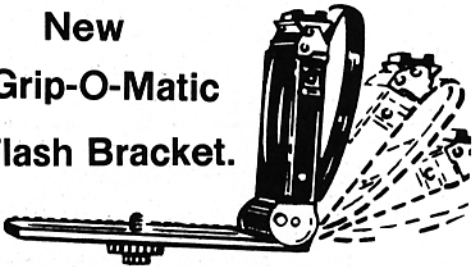
**Tee Tripler \$11.95 + 50¢ Shipping Charges**

**Case, each 95¢**

**Combination:**

**Tee Doubler, Tee Tripler, Two Cases, \$18.50 + 75¢.**

## New Grip-O-Matic Flash Bracket.



A newly developed accessory, a combination of: a Camera Grip; a Flash Bracket; and, with the special coil cable, a Remote Shutter Trigger. The anatomically shaped ebony-black grip handle adjusts (by push-button action) to the angle that feels most comfortable. But, amazingly, your flash or strobe remains level though 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 \$6.50 + 45¢**

## BONUS BUY:

### Set of 6 Color Slides by Earl F. Seymour.

Thousands of these Sets of 6 Slides were bought by Seymour Fans at \$2.95 a set. To celebrate this Sale of Sales, we offer them as a Bonus Buy:

**With your Order for \$10.00 or more you may request a Set of Earl Seymour Color Slides for just 95¢.**

## Finders for all Exaktas Model V to Model VX-1000TL (These Finders are not for the Exakta RTL)



### Eyelevel Penta-Prism

without Insert .....	14.95 + 65¢
with Fresnel and Micro-Grid .....	18.50 + 65¢
Case .....	2.95 + 25¢



### Hooded Reflex Finder

(New Model, accepts interchangeable Inserts) without Insert .....	11.95 + 35¢
with Fresnel and Micro-Grid .....	15.50 + 35¢
Case .....	2.95 + 25¢

### Focusing Screen Inserts:

Finegrain Groundglass .....	4.95 + 35¢
Fresnel Screen and Micro-Grid .....	5.40 + 35¢
Fresnel Screen and Split-Image .....	5.40 + 35¢

### Scientific Inserts:

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

## Are You WASTING Half the Versatility of your Exakta?

If you are using your Exakta ONLY with the Eye-level Prism, you are literally wasting half its versatility. The Hooded Reflex Finder is much more than a "Waistlevel" Finder. It is a waistlevel finder. And a right angle finder. And a low angle finder. And a high level finder. And a straight-on finder for copying and Close-Up Work. And a "sit-down" finder for photomicrography. And more.

For unobtrusive photography you use the Hooded Reflex Finder at Waistlevel. Sneak a quick look to focus. Sneak another look to frame your shot — Shoot!

For extreme low-angle shots the Hooded Reflex Finder saves you from lying flat on your stomach. Even if your camera is on the ground, you look into the finder from a comfortable height. A small flower, an insect on a blade of grass, or dramatic shots from a gnat's eye view — easy enough; but only with the Hooded Reflex Finder!

For sneak-up right angle photography you point your lens one way but look into the finder at right angles to your lens. Sounds strange, but it's true. Works with vertical shots. Five

minutes practice and you are the James Bond of the Camera.

What's this bit about "High Angle" Shots? Suppose you want to photograph a parade but you are way back in the crowd. Just hold your camera, upside down, way above the heads of the crowd, look up into your "Waistlevel" Finder and photograph the parade to your heart's content! Shoot over walls, too. Are you beginning to see how versatile your camera will become with the addition of a Hooded "Waistlevel" Finder?

Did you ever try to use your camera with the Eyelevel Finder for copying or close-up work when your camera is mounted with the lens facing down? Takes some acrobatics, doesn't it? With the Hooded Finder you look straight into the finder, and focusing and framing is done with the greatest of ease.

**New Model Hooded Reflex Finder with Combination Fresnel Viewing Screen and Micro-Grid Rangefinder \$15.50 + 65¢**

Case (takes Prism or Waistlevel Finder) \$2.95 + 25¢

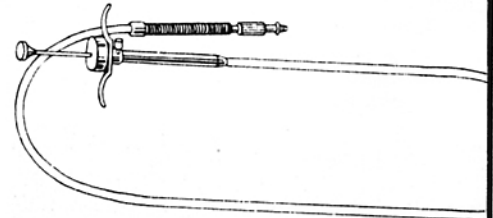


## Plus Ten Auxiliary Close-Up Lens

A new Optical Close-Up Lens which permits extreme Macro Work (Ultra Close-Ups) WITHOUT EXPOSURE INCREASE! Fits any lens which takes a Series VII Filter Adapter. Nothing else needed: No Extension Tubes, No Bellows. This is a High Quality Precision Lens.

**Plus-Ten Series VII Auxiliary Close-Up Lens \$5.65 + 25¢.**

Series VII Filter Adapter (give front diameter of lens!) \$3.65 + 15¢.



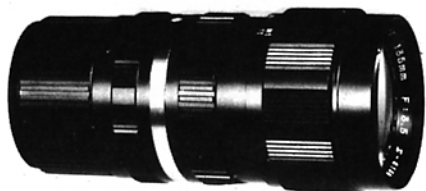
## 20" Vinyl Cable Release

The Shutter of the Exakta requires a Cable Release with extra long thrust. Once more we can make immediate shipment of our famous 20" Vinyl Cable Release with "Butterfly" Handle, Locking Device and "Flex-End." Positively the Best Cable Release for your Exakta.

**20" Vinyl Cable Release \$2.95 + 25¢.**

## Important

**Sale Prices shown in this issue are in effect ONLY during this Sale and only while our current Inventory lasts. Prices are not retroactive and will revert back to original selling prices when Sale ends. Please do not wait: Send your Order as soon as possible and avoid disappointment.**



### 135mm F3.5 preset Coligon Telephoto

Seymour Customers have loved Coligon Lenses as long as they can remember. But — have you ever bought a Coligon Lens for less than \$20.00? You benefit from a special deal we made on a quantity of these first quality preset telephoto lenses and from our decision to slash our mark-up in order to bring you a genuine Coligon Lens at an unbelievable Sale Price.

**135mm F3.5 preset Coligon Telephoto Lens, during Sale only, unbelievably low Seymour Priced, \$17.70 + 95¢ Shipping.**

Case \$2.45. Filter Adapter \$3.45. Shade, to match adapter, \$3.25



### 300mm F5.6 preset famous Coligon Telephoto Lens.

If you are an "old" Seymour Customer, the name Coligon means a great deal to you. If you are a new customer, it is time for you to get acquainted with Coligon Lenses. Again and again we select Coligon Lenses for their uncompromising quality, both optically and mechanically. The 300mm F5.6 preset Coligon is no exception: a beautifully finished sharp powerful Telephoto Lens which I wholeheartedly recommend.

Previous low Seymour Price \$49.95

**Now, during Sale, only \$37.50 + 1.95 Shipping.**

Filter Adapter, reg. \$4.95. Now \$3.45

Case \$4.95. Velvet-lined Pouch \$3.95



### 400mm F6.3 preset Tele-Coligon Telephoto Lens.

Coligon Lenses are familiar to all Old Time Seymour Customers. Optically and mechanically excellent and Seymour-recommended. This one is preset, not automatic. That's why you save a bundle!

**Sale Price, just \$39.95 + 1.35 Shipping**

Case \$4.95. Velvet-lined Pouch \$4.95



### 500mm Mirror Lens

When you buy a mirror lens from Seymour's, you don't get a cheap imitation. You get the real McCoy, the genuine "M.T.O." Mirror Lens!

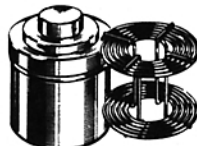
You have never seen such wire sharp resolution in a super telephoto lens; at least I haven't. The MTO costs more than the cheap imitations that have been floating around. But since it comes from Seymour's, it doesn't cost over \$1,000.00 either. The real advantage of a mirror lens is its short construction which makes it less than half as long as a conventional 500mm lens. Imagine: hand held pictures with a 500mm lens!

The MTO 500mm Mirror Lens comes in a hand-made fitted wooden case. The lens comes with four mounted screw-in filters of unbelievable plano-parallel properties, in keeping with the quality of the lens itself.

**Now, during Sale only, Sale Priced: Genuine "M.T.O." 500mm F/8 Mirror Lens, complete with Fitted Carrying Case and 4 Mounted Filters, \$239.50 + 2.95 Shipping Charges.**

### Developing Tanks and Reels — Stainless Steel

**Extra Heavy Gauge. Non-Contaminating. New Light Trap: Absolutely Light Tight. Superior Quality**



Remember: Your film can be developed only once! Stay away from cheaply made developing tanks and reels. Some metals contaminate the solutions, resulting in faulty development, spots and emulsion dropouts. Poorly designed and cheaply made tanks may leak solutions and let in light. Our "Superior Quality" Tanks are guaranteed against contamination, leaking, and light penetration. They are precision engineered and produced from Extra Heavy Gauge pure Chrome-Nickel Stainless Steel.

**Special Introductory Prices:**

**35mm Tank \$4.95 — 35¢**

**35mm Reel \$2.65 — 25¢**

**35mm Tank and Reel \$6.95 + 35¢**

**35mm Double Tank (accepts 2 Reels)**

**\$6.95 + 35¢**

**35mm Double Tank and 2 Reels \$10.95 + 45¢**



### 22mm F2.8 Macro Doryt Ultra Close-Up Lens

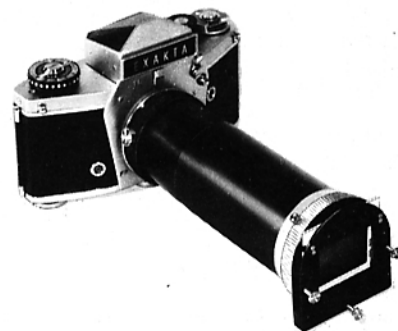
This is a special adaptation of a genuine Microfilm Lens. You know the task a microfilm lens has to perform: its Resolving Power must be the theoretically obtainable maximum. There can be no curvature of field, no edge fall-off, no internal flare.

We have adapted this ultra-ultra sharp lens for use in 35mm cameras. It covers a field of 3/4" by 1", thereby giving a magnification of 50 per cent over life size. Roosevelt's face on a dime will fill the frame. Wait till you project THAT!

Fix-Focus Mount. No diaphragm needed, because wide open the Macro Doryt resolves 160 lines! Microfilm lenses have never before been available for use in conventional 35mm cameras. You are in for quite a surprise!

Original amazingly low Seymour Price \$19.95

**Special: 22mm F2.8 Macro Doryt, complete with Exakta Bayonet, \$9.45 + 95¢**



### Reproslide Slide Duplicator

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.

Original Seymour Price \$29.95

**Now, during Sale only, \$17.95 + 95¢ Shipping.**

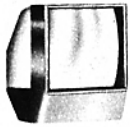




### Rubber Sunshades

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

Rubber Lens Shade \$4.50 + 25¢



### Betta Vue Illuminated Hand Viewer

Takes all 35mm slides, also half frame and super slides. Shaped like a miniature TV Set. Light goes on automatically when you insert the slide and goes out when you remove the slide. Battery operated, the Betta Vue goes with you wherever you want to show off your slides. Set of batteries 20¢

Betta Vue Slide Viewer \$1.25 + 35¢



### Metal Lens Caps, Screw-in

These come in Ser. VII or custom sizes

\$1.95 + 15¢. Three for \$4.95 + 25¢

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

\$1.95 + 15¢. Three for \$4.95 + 25¢

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



### Exakta Accessory Shoe

fits on top of prism (not for BTL)

Original Ihagee \$3.95 + 25¢

Independent Make \$1.95 + 15¢



### Eyecup for Prism

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

Original Ihagee \$5.50 + 25¢



### Giant Release Knob

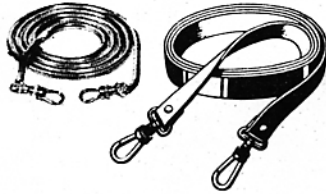
Also called Giant Release Button. Allows fumble-free soft release of the shutter. A great help for rock-steady handheld pictures.

Giant Button \$1.95 + 15¢

### Exakta Rewind Handle

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

Rewind Handle \$1.45 + 15¢



### Chrome Neckchain

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

Chrome Neckchain \$3.25 + 15¢

### Leather Neckstrap

Flat Leather. Locks.

Leather Neckstrap \$1.95 + 15¢

### Braided Leather Neckstrap

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

Braided Leather Strap \$2.95 + 15¢



Control the Speed of your Film with a

### NEUTRAL DENSITY FILTER

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

Neutral Density Filter

Series VII \$5.59 + 25¢

### Soft Focus Disc.

Did you ever hate your best lenses because they revealed every tiny wrinkle in your portraits? Did you ever wish for a soft rendition of a beautiful landscape? Of course you did! Here is the solution: the new Soft Focus "Filter." It softens harsh lines and harsh light. Try one!

Soft Focus Disc, Ser. VII \$5.95 + 25¢

### Grid Filter Disc.

Puts tiny sparkling "stars" on every light in your pictures. Adds romantic sparkle to otherwise dull shots. Especially dramatic in shots "against the light." Equally effective for color and black-and-white. Try one!

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



### Filter Pouch

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

Zippered Filter Pouch \$1.95 + 25¢



### Plus Ten

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

Ser. VII Plus Ten Lens \$5.65 + 25¢

### Combination Close-Up Set

Builds up from +1 to +6.

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

### Combination Close-Up Set

\$12.50 + 35¢



### Series VII Filter Adapters

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

Ser. VII Filter Adapter \$4.50 + 25¢

### 49mm Series Six Adapter

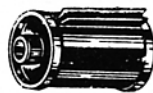
Do you want to use inexpensive Ser. VI filters and accessories on your lenses with 49mm diameter? This special "step-down" adapter makes it possible.

Ser. VI/49mm Adapter \$3.95 + 25¢



### Sunshades

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



### Reloadable Cassettes

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

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

### Miniature Tool Kit

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

Miniature Tool Set \$1.95 + 35¢



### Eyelevel Finder

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

### Waistlevel Finder

Original Ihagee Hooded Reflex Finder with Magnifier for critical focusing without Focusing Insert \$11.95 + 65¢  
with Fresnel/MicroGrid \$15.50 + 65¢

### Focusing Insert

Combination Fresnel Viewing Screen with MicroGrid Rangefinder and finegrain Groundglass Ring, Original Ihagee \$5.40 + 35¢



### Bouncelight Swivel Joint

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

Bounce Swivel \$3.95 + 25¢



### Reverse Adapters

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

Reverse Adapter \$3.95 + 25¢



### Twin Flash Bracket

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

Twin Flash Bracket \$4.95 + 45¢

### Micro-Print

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

MicroPrint \$4.95 + 95¢

**SEYMOUR'S**  
The Exakta Specialists





**New! New!**  
Hot Accessory Shoe Conversion Assembly.

Convert your Exakta for flash and strobe units which require a "hot" shoe. Slides into your regular accessory shoe. Plugs into flash or strobe outlet of camera and supplies synch current directly to your flash. Regular Accessory Shoe (top or bottom model) also needed.

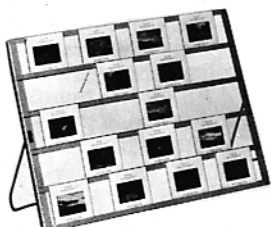
**Hot Shoe Conversion Assembly \$2.85 + 15¢**



**New! New!**  
PCTwin Outlet Converter.

Now, for the first time, you can fire two flash or strobe units simultaneously without the twin hot bracket. Professionals use two or more flash units to eliminate ugly shadows and to spread the light more evenly. They use multiple lights for close-ups, table tops, copying, etc. Now you can fire two or more lights without costly slave units, electronic trippers, or solenoids. Plug the PC Twin into the camera and the lights into the PC Twin. Can be used in Multiple Set-ups for 3, 4, or more lights. Sold only in sets of 2.

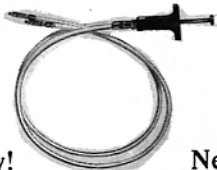
**2 PC Twins \$1.85 + 15¢**



**New! New!**  
All Metal Slide Sorter

A new idea in slide sorting. Slides sit on special metal rails and are easily moved around. Cannot slide or fall off. Arrange them and rearrange them for the proper projection sequence. You can select your best slides for projection because you see them all at the same time. An inexpensive yet indispensable accessory. Buy several for yourself and more as welcome gifts.

**Metal Slide Sorter \$2.95 + 55¢**  
**3 for \$ 7.95 + 65¢**  
**6 for \$14.95 + 95¢**



**New! New!**  
New DeLuxe Model Twin Cable Release Assembly.

Newly designed Double Cable Tripping Unit to retain the automatic feature of your lenses on bellows, tubes, etc. Easily adjusts to "throw" of different lenses.

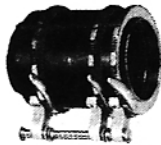
**DeLuxe Model Twin Cable Release Assembly \$7.75 + 25¢**

**New! New!**

Accessory Shoe for Permanent Mounting.

Attaches to ANYTHING by means of two screws. Attach it to the camera, make your own flash brackets, etc. Unlimited uses. Sold only in sets of 3.

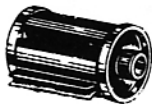
**3 Permanent Mount Shoes \$1.85 + 15¢**



**Automatic Extension Tubes for Exakta.**

Set consists of 3 self-contained tubes. All three have the male and the female Exakta Bayonet. Each tube can be used independently by itself or in any combination. Rods couple to automatic lens and shutter release of camera and your automatic lenses remain automatic for close-up work.

**Automatic Extension Tube Set for Exakta \$19.95 + 65¢**



**Reloadable Cassettes**

This new German Cassette has screw top. Stock up at these low prices:

**10 for \$ 3.50 + 35¢**  
**25 for \$ 6.95 + 45¢**  
**100 for \$24.50 + 65¢**



**New! New!**  
Flat Camera Brush.

Indispensable for eliminating dust inside your camera, on your fine lenses and other equipment. Finest Camelshair.

**Flat Camera Brush \$1.85 + 15¢**



**New! New!**  
German Precision Calipers

Measure Lens Thread Diameters, etc. These calipers measure inside diameter, outside diameter, depth. Precision made in Germany.

**Precision Calipers \$2.85 + 15¢**



**New! New!**  
Accessory Shoe for BOTTOM of Camera.

The new BTL Systems pose a problem: the regular accessory shoe can no longer be used. Who has solved the problem? Seymour's-Exakta, of course! We have devised an Accessory Shoe which attaches to the BOTTOM of the Camera!

**Bottom Accessory Shoe \$1.85 + 15¢**



**New! New!**  
Roller Squeegee.

New heavy duty model. For flawless high-gloss finish of ferrotyped prints. 5 inches wide.

**Roller Squeegee \$1.25 + 25¢**



**New! New!**  
German Shoulder Pad.

Prevents camera strap from sliding off your shoulder. Leather top, rubber friction-hold bottom. Also prevents strap from hurting your shoulder. Sold only in sets of 3.

**3 Shoulder Pads \$1.85 + 15¢**



**New! New!**  
Braided Leather Neckstrap

Has Safety Catches. Holds camera safely and securely. Elegant. Supple. Pleasant to wear. No chafing.

**Braided Neckstrap \$2.85 + 15¢**



**New! New!**  
Swivel Brush.

Extra wide. Adjust angle of handle and get at difficult-to-reach parts of cameras, lenses, projectors, etc. First Quality Pure Camelshair.

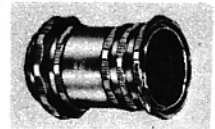
**Swivel Brush \$2.45 + 15¢**



**New! New!**  
German Precision Screwdriver Set.

If you have to make quick adjustments on lenses, etc. use these precision tools. Tempered steel Blades. Four different sizes plus sure-grip handle. Fits even tiny screws. Cuts your cost of maintenance. Saves its cost the first time you use it.

**Screwdriver Set \$1.85 + 15¢**



**Exakta Extension Tubes**

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

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



**Two-in-One Extender**

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

**Two-in-One Adapter \$8.95 + 25¢**



**Pneumatic Air Cable**

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

**Pneumatic Cable \$5.95 + 25¢**

**Short Air Cable**

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

**40-Inch Air Cable \$4.95 + 25¢**



**Blower Brush**

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

**Blow Brush \$1.95 + 25¢**

**"Shortie" Cable Release**

Six inches long. Cloth Covered.

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

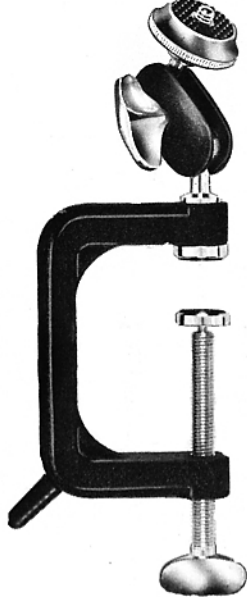
**Vinyl Cable Release**

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

**Vinyl Cable \$2.95 + 25¢**

# 15-Day Money Back Trial in Force.

Even at these Sharply Reduced Sale Prices our well known 15-Day Money Back Trial Policy Remains in Effect.



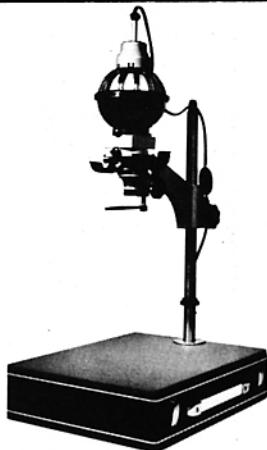
## Clamp Pod and Super Pod

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 + 35¢ Shipping**  
**Super Pod \$5.45 + 35¢ Shipping.**



## Enlarger in a Suitcase.



Precision-built high performance Enlarger. Disassembles in minutes and fits into a luggage type case for storage on a shallow shelf. Carry it with you on trips, if you wish. Top of Case becomes the baseboard. Has automatic focusing through a crisp 50mm F3.5 4-Element Enlarging Lens. Equipped with Optical Double Condensor. Has Filter Drawer. Adjustable Lamp position. Well made and intelligently engineered.

**Enlarger-in-a-Suitcase, complete, \$89.50 + 2.95 Shipping.**



## SUPER VALUE: Fully Automatic 135mm F3.5 Rokunar Telephoto Lens.

For the first time in history you save an additional \$10.00 on a fully automatic 135mm F2.8 genuine Rokunar Telephoto Lens. That's ten dollars off the previous low Seymour Price!

"Sharp as a Rokunar." You have heard this slogan many times. Rokunar Lenses are standard equipment of our leading professional photographers.

**135mm F2.8 Fully Automatic Rokunar Telephoto Lens, now, during Sale Only, \$49.50 + 4.95 for the Case and 1.25 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.

We'll do the rest.

## Automatic Tele Converters



Our new Automatic Tele-Converters inexpensively increase the focal lengths of all your lenses. Your automatic lenses remain automatic but you can use the Tele-Converters with non-automatic lenses as well.

The Automatic Tele-Converter (ATC) fits between the Bayonet Mount of your Exakta Lens. A 50mm Lens becomes a 100mm Portrait Lens with a 2x Converter (ATC/2). A 135mm lens "grows" to 270mm with an ATC/2, to 400mm with a 3x Converter (ATC/3), to 800mm with one ATC/2 plus one ATC/3 or to an incredible 1200mm with two ATC/3 Converters. You can determine the increase as follows:

One ATC/2 ..... double  
 One ATC/3 ..... triple  
 Two ATC/2 ..... four times  
 One ATC/2 plus one ATC/3 ..... six times  
 Two ATC/3 ..... nine times

Once more we offer these fine instruments at Special Prices:

**ATC/2. . . \$19.95. Case 1.95. Shipping 95¢**  
**ATC/3. . . \$24.95. Case 1.95. Shipping 95¢**  
**Two ATC/2**  
 with Cases . . . . . \$36.00. Shipping 1.25  
**Two ATC/3**  
 with Cases . . . . . \$45.00. Shipping 1.25  
**ATC/2 plus ATC/3**  
 with Cases . . . . . \$39.00. Shipping 1.25

## Depth-of-Field Book

If you don't have a copy of Binno Garasu's "Depth-of-Field Book," there is a serious gap in your technical library! The author explains Depth of Field in easy-to-understand, every-day language. You don't have to be an M.I.T. Graduate to understand it! The special "Hints" for the camera bug are worth more than the price of the entire book. Which of two lenses should you choose if you want greater depth? When is great Depth of Field undesirable? (and what to do about it). Many more questions are asked — and answered. The book has complete Depth-of-Field Tables for lenses from Extreme Wide Angle to Extreme Telephoto. The new Edition is illustrated and features a "Depth-of-Field Analysis" of different types of photographs.

**The Depth of Field Book, by Binno Garasu, only 95¢ + 15¢ Shipping Charges.**

## Special Inserts Again Available

After a long absence these helpful (so-called "Scientific") Focusing and Viewing Inserts are again available:

Groundglass  
 with Clear Center Spot . . . 14.95 + 35¢  
 Groundglass  
 with Crosshairs . . . . . 14.95 + 35¢  
 Groundglass  
 with Overall Squares . . . . 19.50 + 35¢  
 Clear Glass with Crosshairs 14.95 + 35¢  
 Groundglass with Combination  
 Clear Spot and Crosshairs 19.50 + 35¢  
 Finegrain Groundglass . . . . 5.95 + 35¢  
 Clear Glass . . . . . 6.95 + 35¢





# SWAP!

Trade up to the  
**EXAKTA VX-1000TL**

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

Exakta VX-1000 and \$49.50

Exakta VXIIB and \$54.50

Exakta VXIIa, VX, or V and \$59.50

Shipping Charges \$1.95 per camera.

Send your camera by insured parcel post.

Enclose your order and remittance.



## *Rokunar Lenses*

Rokunar (of "Sharp-as-a-Rokunar" fame) has extended its line again. Rokunar Lenses are prized by their owners for their superb resolving power and 100% correct color correction. Every Rokunar proudly carries its name. You can now choose from this impressive list:

- 28mm F2.8 fully automatic Rokunar 69.50 + 1.25 (Case \$3.95)
- 35mm F2.8 fully automatic Rokunar 59.50 + 1.25 (Case \$3.95)
- 105mm F2.5 fully automatic Rokunar 59.50 + 1.25 (Case \$4.95)
- 135mm F2.8 fully automatic Rokunar 59.50 + 1.25 (Case \$4.95)
- 200mm F3.9 fully automatic Rokunar 79.50 + 1.35 (Case \$5.95)
- 200mm F4.5 preset Rokunar . . . . . 49.50 + 1.25 (Case \$4.95)
- 300mm F5.5 fully automatic Rokunar 89.50 + 1.65 (Case \$6.95)
- 85mm to 205mm fully automatic  
Zoom Rokunar 139.50 + 1.95 (Case \$7.85)

## Master Showman Projection Pointer



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

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

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

Add the Finishing Touch to your Slide Shows with the new Master Showman Projection Pointer. Previous low Seymour Price \$6.95 (Batteries and Special Bulb included).  
**Now, during Sale only, \$5.65 + 45¢ Shipping**

## New! Master Showman II

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

Master Showman II for AC Operation. Previous low Seymour Price \$19.95  
**Now, during Sale only, \$14.75 + 45¢ Shipping.**

**Address  
Correction  
Requested**

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

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

BULK RATE  
U. S. POSTAGE  
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