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

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 nod 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.