

NOV 1973



# SEYMOUR'S INC.

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

## Thank you

for your interest in the Exakta. Please refer to the enclosures for details and current prices.

As you know, factory prices have risen by 25% or more. In addition, the U.S. Dollar has been devalued and is still sliding. What does this mean to you? Simply, that the prices you have to pay are going up. Not just ten or 20%. Don't be amazed if you see them jump to double the 1972 prices!

Can you outsmart this terrible market trend? Yes!

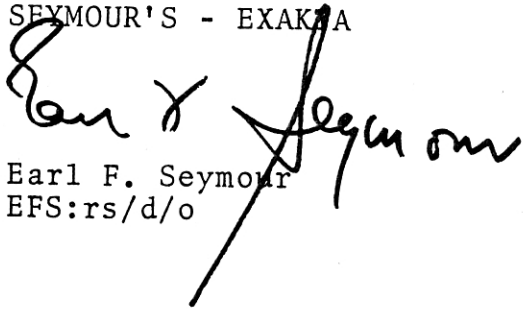
We still have cameras in stock which we bought with good old Dollars and before the factory price increase. You may still buy these cameras at last year's prices. While they last!

Please don't waste any time. Orders will be filled on a first-come basis. As long as the cameras last!

This is the last time you will see Exaktas at these prices. Please don't wait!

Yours very truly,

SEYMOUR'S - EXAKTA



Earl F. Seymour  
EFS:rs/d/o



# Exakta VX-500

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

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

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

## COMPLETE CAMERA:

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

## COMPONENTS

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

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

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

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





- **World's Most Versatile Camera**
- **Super-Accurate All-Metal Shutter**
- **Interchangeable Lenses, Finders, and Focusing Screens**
- **Fully Synchronized for Flash and Strobe (X at 1/125 sec.)**
- **Original Bayonet Lens Mount accepts ALL Exakta Lenses**
- **Automatic Film Take-Up**
- **Automatic Zero-Reset Counter**
- **Left AND Right Shutter Release**
- **Unlimited "System" Accessories**

## THE BASIC EXAKTA RTL-1000

Seymour's is proud to announce the availability of the camera thousands of Exakta Enthusiasts have requested again and again: the BASIC EXAKTA RTL-1000.

Now, for the first time, you can buy the incomparable Exakta RTL-1000, with its super accurate all-metal shutter, complete with the sharpest lens ever to come out of an optical plant, the F1.8 internally automatic Oreston, with RP Eyelevel Finder with Combination Fresnel Viewing Screen and MicroGrid at a price everybody can afford. The BASIC RTL-1000 can be upgraded at any time merely by adding the Model RPTL Lightmeter Prism. But right now you need not lay out the money for a lightmeter. You may not want a lightmeter at all, or you may not want it right now. But it's nice to know that you can get it whenever you want it. In the meantime you can enjoy the top-of-the-line Exakta RTL-1000 and the incomparably sharp internally automatic F1.8 Oreston Lens.

Just before the dollar was devalued, we ordered a

quantity of Basic RTL-1000 Exaktas. This saved us an estimated 30% on the cost of the cameras and when Seymour's saves money, YOU save money.

While our supply lasts (and ONLY as long as it lasts!) you can buy the very latest brand new BASIC RTL-1000 at a price you never dared hope to see. Once these cameras are gone we cannot replenish our stock at the "old" price. We have a fair quantity on hand, but we will receive more orders than we have cameras. We will have to disappoint quite a few people. Be sure you are not among them. I am very sincere when I say that this is an unusual opportunity. Please send your order as soon as possible.

**Latest Brand New BASIC EXAKTA RTL-1000 with Model RP Pentaprism (no Lightmeter) with MicroGrid with Internally automatic F1.8 Oreston, Stock No. 2015, while supply lasts, \$99.50 plus \$12.95 for the Case (mandatory) and 1.95 Shipping Charges.**

Exaktas come factory packed with Case, and the purchase of the Case is mandatory.

**15 DAYS  
MONEY BACK  
IF NOT  
DELIGHTED**

To: SEYMOUR'S, Inc., 350 West 31 St., New York, N.Y. 10001

Date: \_\_\_\_\_ 19 \_\_\_\_

Please send me on 15 Days Money Back Trial

\_\_\_\_\_ Exakta RTL-1000 with RP Prism with F1.8 Oreston and Case, Stock No. 2015, at \$112.45 +1.95 Shipping plus Sales Tax if applicable.

I enclose \$ \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City and State: \_\_\_\_\_ ZIP: \_\_\_\_\_

# The New Ihagee West Exakta

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

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

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

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

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

The next feature is the newly developed light metering system. It has two CdS Sensors to avoid "guessy" readings. The two sensors feed into an intricate computer "brain" and give you a reading which you can trust implicitly. Like all Exaktas, the meter uses the "true" reading method without mechanical linkage and "approximations". What you see is what you get, or should we say: "What the film sees is what the meter gets".



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

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

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

Earl F. Seymour

**Exakta Twin TL**

**Exakta Twin TL, with F1.4 Lens, complete with Case,  
Stock No. 3039, \$199.50 +1.95 Shipping Charges**

**Same, with F1.8 Lens, Stock No. 3038, \$174.50 +1.95 Shipping  
Body and Case (no lens), Stock No. 3037 \$144.50 +1.95 Shipping.**

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