

# E.E.I.S.

EXAKTA

EQUIPMENT

INFORMATION

SERVICE

By Subscription Only

**No.1182**

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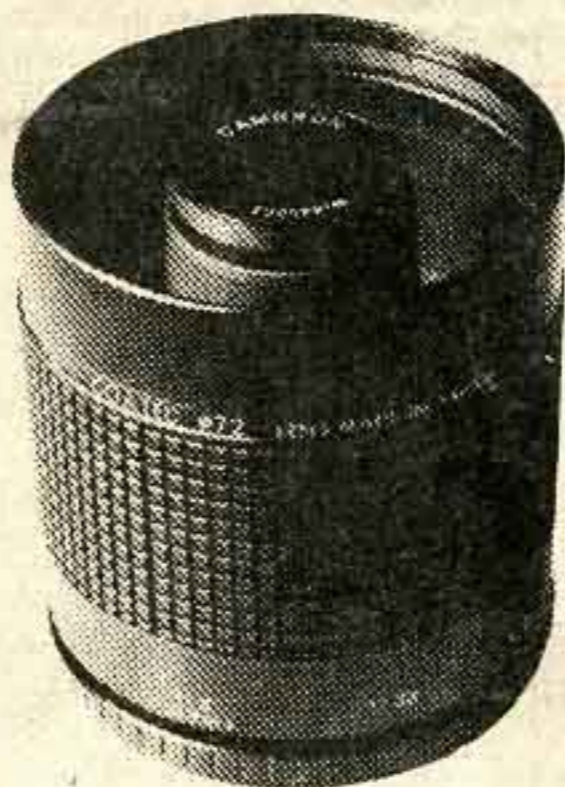
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TEL.: (212)691-7799

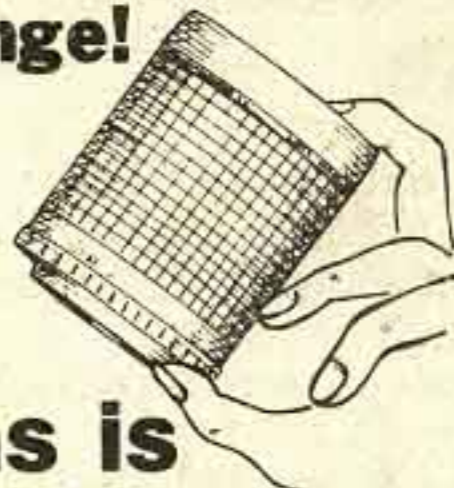
*New*

## **500mm MultiCoated Macro Telephoto, the Cambron MirroCam**

*Incredible*



- Incredibly Sharp!
- Incredibly Small!
- Incredibly Light!
- Incredible Range!
- Macro!
- MultiCoated!



**This 10-Power Mirror Lens is shorter than most 135mm Lenses!**

Remember the days when you had to decide, before leaving home, whether you were going to take "ordinary" pictures or long-range "tele" pictures? You would not carry your heavy clumsy, gigantic long-range telephoto lens with you unless you were pretty certain that you were going to take some long-range shots of wildlife or bathing beauties near the opposite shore of the lake.

The time has come when your 500mm Ultra Powerful Telephoto Lens can be with you all the time! The new Cambron 500m F/8 MirroCam is so small and light that you won't even know you have it in your gadget bag!

And it's a superb performer! Mirror optics avoid the lens faults of ordinary glass lenses. In a mirror lens the light rays do not have to pass through glass at all. That's the secret of their excellent sharpness!

Add to this the Macro Capability of the 50mm Cambron MirroCam and you have a perfect, indispensable photographic tool.

**Incredible  
at only**

**179<sup>95</sup>**

Reduced from \$249.50

# SEYMOUR'S

**47 Seventh Avenue • New York, N.Y. 10011**

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In case we haven't said it often enough: **EEIS Readers have special privileges.** Many Special Deals are available only to EEIS Readers simply because we do not always have large enough quantities to advertise them to the general public. All Special Deals are announced **first** in EEIS to give EEIS Readers the opportunity to send us their orders **first**.

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### Our Repair Estimates are still FREE!

Most camera repair stations make a charge for their estimates "to be applied to the charges if you authorize the repair. We do not blame these places because an estimate entails time and work and time is money. But we still think (as we did in 1948!) that a customer should receive an estimate free of charge. If he does not want the work done, he should not be made to pay. If your Exakta Equipment needs service, proceed as follows: Attach a tag to the equipment, giving your full name and address, including ZIP and stating briefly (briefly!) what is wrong. Mark the tag: "Estimate Only" Send the Package, insured, to Seymour's-Exakta, Service Department, 350 W. 31st Street, New York, N.Y., 10001. Mark the package on the outside: First Class Mail Enclosed and add single letter postage to the parcel post charges. You will receive our Estimate free of charge and there is no obligation on your part.

### Service Package #1, a Terrific Value at only \$39.50

Our Service Package #1 consists of Cleaning out the Old caked-up hardened Lubricant, re-lubricating the Shutter Mechanism and Film Transport Gearing, Checking Fast and Slow Shutter Speeds, Checking Synchronization and Checking Focus. It includes minor adjustments but it does not include repair or replacement of parts. Let us take care of your Exakta and it will take care of you. The cost of our Service Package #1 is an amazingly low \$39.50 plus \$2.95 Return Shipping Charges. (New York State Residents, please add Sales Tax.) Send your Camera directly to: **SEYMOUR'S INC., Service Department, 47 Seventh Avenue, New York, N.Y. 10011**

### Exakta Bugs! Nostalgia Bugs! Wear the Exakta Pin!

A beautiful Replica of the Classic Exakta in Black and Silver Color, made in Germany, mounted on a Stickpin!  
Unisex Design: Looks good on Him and Her!  
Tell all the World that you love your Exakta!  
**Exakta Stickpin, Stock No.2021, \$1.75 + 25¢ Extra Special: 4 (Four) Stickpins \$5 postpaid**

### Now is the Time to Trade Your Old Exakta on the New Model. Why?

You want to update your Exakta. You want internal lightmetering. You want modern features. You want a smaller, lighter Exakta. You want the Exakta EDX! Right now we can still give you a good trade-in allowance for your old Exakta. This will not last forever. The longer you keep your old Exakta, the more its value will go down. And don't forget that the price of the new model will go up as the value of the U.S. Dollar goes down. Sad, but true. To say nothing of continuing Inflation! The best way to trade is to send us your equipment and your tentative order. This way we can give you a firm exchange quotation. Or, you can write and describe your equipment and ask for an exchange quotation. But unless we see the equipment, we can give you only a very guessey quotation which is subject to our final evaluation, after we inspect your equipment. Incidentally, we suggest you trade wide angle and telephoto lenses, too, to get the full benefit of the new electronic "wide open" lightmetering. When you send us your equipment, you are under no obligation. In fact, even when you trade, we will hold your equipment for twenty days, just in case you change your mind. I know that you don't want your oldtimer back once you see, handle, and use the New Exakta. But it's comforting to know that you are not giving up your old equipment till you convince yourself that the New Model is really the camera you dreamed about. (It is, believe me!) So-- pack up your old equipment: Start the ball rolling!



### We Service Lenses, too!

Perhaps we haven't made it clear that we service, adjust, and repair **LENSES**. We receive letters from customers, asking whether they can send us their lenses for service. The answer is: **YES!** If you have Lenses which need Otto's Tender Loving Care, send them in and request an Estimate. The same policy governs Lenses and Cameras: No Charge for the Estimate. No Obligation on Your Part. Low Fees. Expert Work. Fast Turnaround.

### "List" Prices

We don't like to use words like "List" Price. We don't have to tell you that in today's market very few items are sold at List Price. List Prices are useful for comparison, like the Mileage Figures for Cars. They are the prices the manufacturer feels the items should sell for at retail. We will use these figures **only** to help you compare. We are not going to tell you that everybody sells the item at these prices! We will refer to these prices as the Manufacturer's Suggested List Price (M.S.L. Price).



## Exakta EDX-3

### Incredibly Low Seymour-Priced!

Consider the Sophistication of the EDX-3!  
Consider the Features! Consider the Quality!  
You will find it hard to believe that you can  
buy it at this low-low price:  
**Exakta EDX-3 with Meter-Coupled F1.7  
Exaktar Lens, Stock No.2015,  
still only \$259.50 +16.95 for the Case.  
Shipping Charges \$2.95**



### We Want Your Old Exaktas ...

Top Trade-In Allowance for your old Exaktas  
VXIIa, VXIIb, VX-1000. These Models, in  
good condition, still bring you Top Dollar.

## Exakta EDX-3

### The perfect Exakta: EDX-3

Yes, it did take Exakta a little longer than  
expected but it finally came out with a  
model which, in the opinion of the experts,  
must be called PERFECT.

Let's start with a quick look at its Features:

Let's start with a quick look at its Features:

1. **Smaller, lighter, more compact than any previous Exakta.**
2. **Takes Classic and RTL Exakta Lenses without Adapters.**
3. **Light Emitting Diode Red/Green/Red "User-Preferred" Light Metering**
4. **Wide Open AND Stop-Down Metering**
5. **MicroGrid, Split Image, AND Fresnel Combolite Focusing Screen.**

### Exakta EDX-3 weighs 1/2 lb. less!

The trend in modern cameras is towards  
smaller and lighter models. The new Exakta  
EDX-3 is half a pound lighter than former  
models and smaller and more compact.  
With its uncannily accurate electronic solid  
state circuitry it is the most sophisticated  
Exakta ever.

### Exakta EDX-3 takes Classic Exakta Lenses without Adapter!

Owners of older Exaktas can use their lenses  
in the new Exakta EDX-3 **without the need  
of Adapters.** The highly sophisticated Light-  
Metering System will give the right expos-  
ure **even with older lenses.** With its own  
Meter-Coupled Lenses the EDX-3 computes  
the exposure with the lens **wide open.** With  
older lenses the camera uses the stop-down  
Metering Method.

To help you make the correct choice we  
suggest that you buy the new EDX-3 at least  
with the standard meter coupled lens to get  
the full benefit of the Wide-Open Metering.  
Eventually you will want to use only meter-  
coupled lenses in your new Exakta but for  
the time being you can use your old tele-  
photo and wide angle lenses without losing  
the Lightmetering Feature.

### Exakta EDX-3

#### gives you the Green Light!

No more time-consuming matching of  
needles. No more hunting for hard-to-see  
pointers and marks in the viewfinder: When  
the exposure is correct, the Red Light in the  
Eyelevel Viewfinder **Changes to Green!**  
The very instant you see the green light,  
**you shoot!**

EDX-3 Meter Coupled Lenses remain wide  
open for viewing and exact focusing right up  
to the very split second you hit the button!  
Even if you take one picture after the other,  
even at the speed of the Motor Drive, you  
are never aware that the lens actually closes  
down and opens up for every shot because  
the action is lightning fast. **You always see  
the full, brilliant image!**

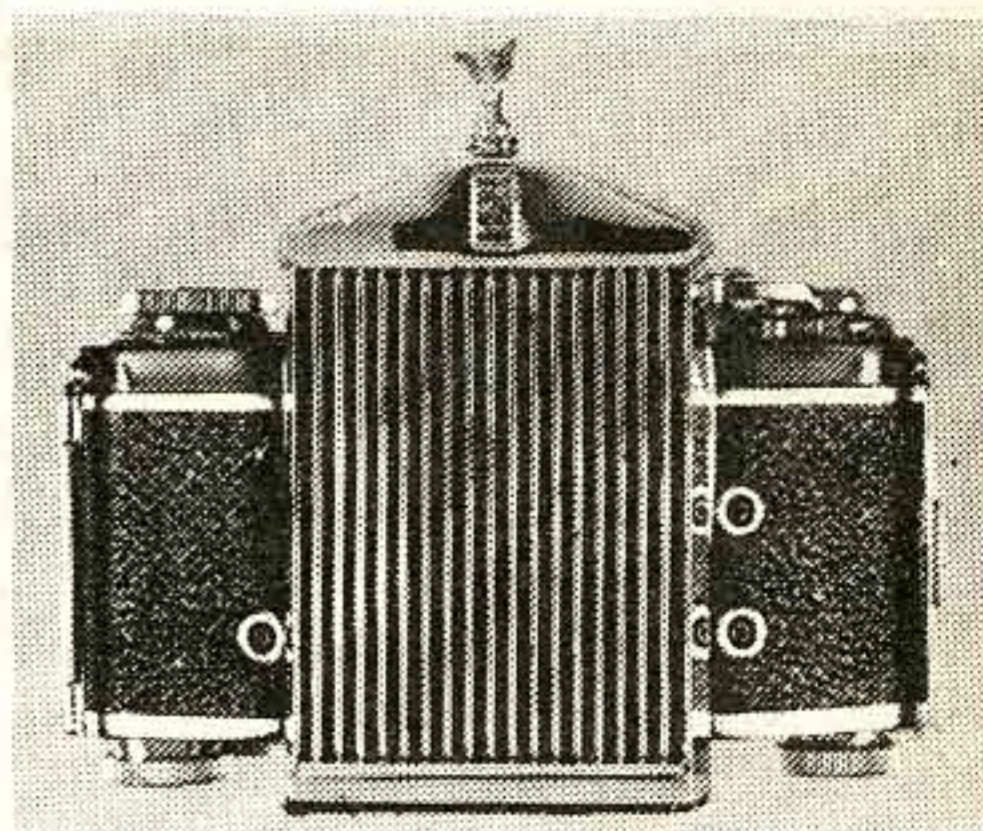
#### "User Preferred" Metering:

#### Exakta EDX-3 has Wide Open AND Stop-Down Lightmetering!

The new Exakta EDX-3 gives you your  
choice of Wide-Open Lightmetering with its  
own Meter-Coupled Lenses **OR** Stop-Down  
Lightmetering with Classic Exakta Lenses  
**OR** Shutter-Variable Metering with **ALL**  
Lenses! No matter what type of lens you use  
in the EDX-3, no matter what Macro Attach-  
ment you use (Bellows, Tubes, etc.), no  
matter what Filter you use, no matter what  
your lightmetering preference (Shutter **OR**  
Diaphragm), the sophisticated electronics  
of the EDX-3 will give you the accurate and  
correct Exposure, **always!**

#### Exakta EDX-3 has Built-in Combolite Focusing Screen!

The new Exakta EDX-3 has **all** the Focusing  
Aids built right into the Finder. No matter  
what you prefer, it's right there: Split-Image  
Rangefinder, MicroGrid Rangefinder, Fine-  
grain Groundglass Ring, and Fresnel. You  
don't have to make a decision which to order  
because **you get all of them** in the EDX-3!



### Exakta, the Leader...

For nearly Half a Century the Exakta has  
been among Cameras what Rolls Royce  
has been among Automobiles: **The Leader.**  
Back in 1931 a young Camera Designer  
revealed his idea to develop a Single Lens  
Reflex Camera using 35mm perforated  
Motion Picture Film. He was laughed out of  
the Camera Engineers' Convention of 1931.  
It took another six years of work till the  
first "Kine Exakta" reached the market.  
But when it was born, it was already fully  
developed! The ingenious basic SLR Design  
has never been changed and all 35mm Single  
Lens Reflex Cameras, to this day, are copies  
of the amazing 1937 "Kine" Exakta.  
The Exakta has maintained its Rolls Royce  
Status (briefly interrupted a few years ago  
but now more than regained!) Whether you  
buy a Seymour-Rebuilt Classic Exakta or  
the very latest highly sophisticated EDX-3,  
**you are buying the Rolls Royce of Cameras.**

**ANY ITEM IN THIS  
ISSUE COMES TO  
YOU ON A 15-DAY  
MONEY-BACK  
TRIAL BASIS**



## Ihagee Exakta TL-500

We were able to obtain a limited number of these fine full-feature Exaktas at an exceptionally low price. We decided to cut our own mark-up to bone in order to come up with a price which amounts to a virtual give-away.

**Look at the Features of the TL-500:**

- 35mm Single Lens Reflex Camera
- Built-in PentaPrism
- MicroGrid Rangefinder
- Cross Coupled Through-the-Lens CdS Lightmetering System
- Interchangeable Universal Thread Lenses
- Focal Plane Shutter from One Full Second to an action-freezing 1/500 second
- Hot Shoe and PC Flash Socket
- Many More Features

The Exakta TL-500 has the Universal Screw Thread Mount. More Lenses are available in this mount than in any other single mount! **Exakta TL-500 with F1.8 Automatic, Meter-Coupled Exaktar, Stock No.2123, \$149.50 + 9.95 for the Case and \$3.45 Shipping.** Trades? Glad you asked. The answer is YES.

## Convert your own Lens into an Ultra Wide "Fisheye" Lens!

Your regular 50mm Lens becomes a "Semi Fisheye Ultra Wide Angle", equivalent to a 21mm Lens! Take totally unusual shots. Pay only a fraction of the cost of a regular Fisheye Lens!



The Cambron Super Wide comes in standard Series VII Mount. To attach it to the front of your lens you need an Adapter Ring with Female Series VII Thread and Male Thread to match the diameter of your lens (in mm). We supply the Lens Adapter for \$6.95. State diameter of your lens in mm (NOT Focal Length!)

**Cambron Super Wide Semi-Fisheye Aux. Lens \$79<sup>95</sup>**

## Complete Exakta Outfit at an Incredible Price!

When we say "complete", we mean COMPLETE! This great Exakta Outfit contains everything you need. No matter what type of photographic work you want to do, you have the Equipment to do it! The Outfit gives you the Camera, the "Normal" Lens, a Wide Angle Lens, a Telephoto Lens, Macro Tubes for Close-Up Work, and a Focal-Length-Doubling Automatic Tele Converter for Distance Photography, all for less than you would normally have to pay for a camera alone!

Buy an outfit for yourself and as many additional Outfits as you have people on your "Major Gift" List.

- Exakta TL-500 Camera Body
- 50mm F1.8 Automatic Exaktar Lens
- Camera Case
- 35mm F2.8 Automatic Wide Angle Lens
- Case for Wide Angle Lens
- 135mm F2.8 Automatic Telephoto Lens
- Case for Telephoto Lens
- Set of Automatic Macro Tubes
- Automatic 2X Tele Converter

Complete Package  
Stock No. 2160  
Incredibly Low  
Seymour-Priced

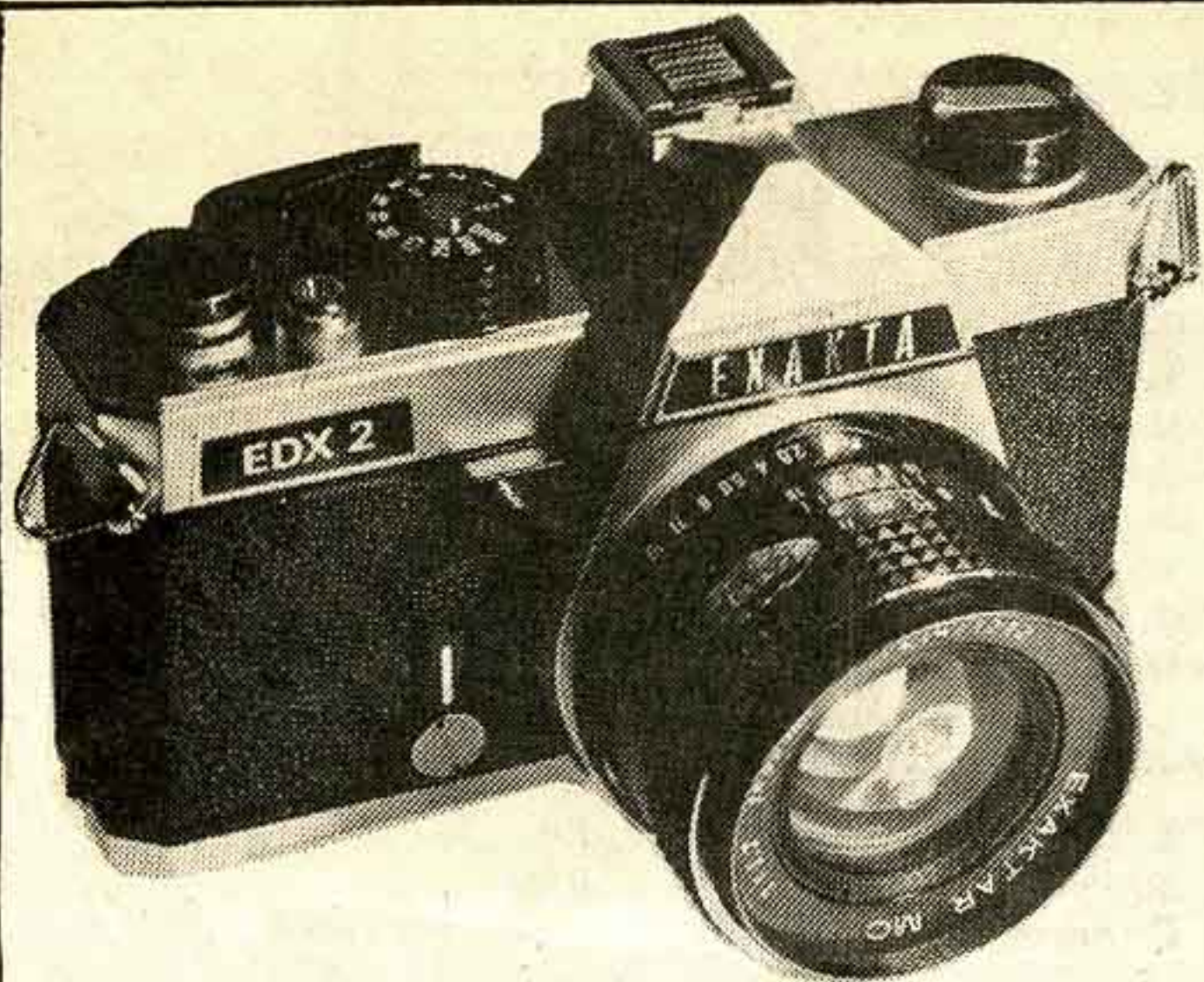
# \$249<sup>50</sup>

Shipping Charges \$4.75

## Automatic 2X Tele Converter for Universal "42" Thread

Double the Focal Length of any Universal Thread Lens. It's like doubling the number of lenses you own! This automatic 2X Tele Converter can be used with every one of your Lenses, even Zoom Lenses! For one low price you will double the usefulness of your lens arsenal. Use this Precision Optical Instrument with automatic or non-automatic "Pentax" Type Screw Thread Lenses. Optically superb. Your Pictures will be wire sharp!

**2X Automatic Tele Converter with Universal "42" Thread, Stock No.2098, unbelievably low priced at only \$29.95 + 1.85 Shipping Charges.**



## Promotional Offer: Exakta EDX-2

By now you are familiar with the Exakta EDX-3, our most sophisticated model. You know that the designers of the Exakta do not want you to buy "more camera" than you actually need. Hence the Exakta EDX-2.

The Exakta EDX-2 is virtually identical to the Exakta EDX-3.

The EDX-3 is finished in black; the EDX-2 has chrome finish. The EDX-3 has the Combolite Screen; the EDX-2 has the MicroGrid Rangefinder. Otherwise the two models are identical.

We were able to buy a quantity of Exakta EDX-2 Cameras in a one-time very special promotional deal at a special promotional price. And when we get a better price, you get a better price! To make the offer even more attractive, these cameras are equipped with the top-of-the line ultra-sharp, fast F1.7 Exaktar rather than with the much simpler F1.8 lens normally supplied with the EDX-2. Now is the time to buy your new Exakta. The "now" will last only as long as our supply!

### BOMBSHELL PRICE:

Exakta EDX-2 with F1.7 Internally automatic Exaktar, Stock No.1991/1.7, One-Time Promotional Sale Price, only \$169.50 + 16.95 for the Case and \$3.45 Shipping Charges. In fairness to all: First come, first served! Trades? Certainly!



## You don't need a 500mm Lens

No, you don't really need a 500mm Lens. Of course, it would be nice to have one when the occasion presents itself for a distance-eating super telephoto lens. At the traditional cost of a Dollar a Millimeter, most of us will pass up the pleasure of having a lens which we don't have to have. But ---- when we can buy an excellent 500mm Lens at the incredible cost of 15c a Millimeter, most of us will add the 500mm Lens to our arsenal of lenses, no matter how seldom we use it.

What we offer you today is the excellent\* 500mm F/8 Cambron Telephoto Lens. We'll let the Testing Lab of the Magazine "Modern Photography" give you their findings. You don't have to take our word for it!

\*The tests of Modern Photography's Lab resulted in 8 "Excellents" out of a possible 8!!! That's rare. That's high praise. And our price, it's really a miracle. Here are the Results:

RESOLUTION in Lines/mm				
F/	Center	Corner		
8	Excellent	52	Excellent	45
11	Excellent	56	Excellent	47
16	Excellent	58	Excellent	45
22	Excellent	52	Excellent	40

modern  
tests

What can we add to that? Just: Don't wait till you need a 500mm Lens. Run, don't walk, to your nearest letterbox and drop in your order! 500mm F/8 preset Cambron Super Power Telephoto Lens, Stock No.1981, incredibly low priced at only \$69.50 plus \$4.95 for the Camera Mount [see below] and \$4.65 Shipping Charges.

Camera Mounts: To make the Cambron 500mm Lens usable in nearly all 35mm SLR Cameras, the Camera Coupling Mounts are sold separately. You can buy the basic lens and as many different camera mounts as you need. Mounts are available for Classic Exaktas, RTL, Twin TL, Voigtlander VSL 3-E, Exakta EDX-3 and EDX-2, Pentax K and S (Universal 42mm Thread), Nikon, Canon, and on and on and on.



## Seymour-Rebuilt Exaktas

Otto is busy supervising the rebuilding of fine Exaktas. Do you have your heart set on a VX11a? a VX-1000? or any other Classic Exakta Model? Ask for a quotation on the very model you want. We'll answer promptly.

As you know, we are, at this time, the only Company in the United States receiving Replacement parts from the Factory. We can give you a Guarantee on Parts and Labor with any Seymour-Rebuilt Exakta, a meaningful Guarantee!

We want to give you the full information you need in our first answer. Please be specific in your request: Give us the Model of the Exakta you want to buy. One or two alternate choices will help, if the exact model is not available at the time you write. Tell us whether you want a body, a body with finder (which finder?), a body with finder and lens (which lens?). Tell us whether you have an Exakta to trade and if so, the model, the condition, the age, and so on.

We probably have what you want and we probably want what you have. Let's get together!

# REPAIR OR SERVICE ORDER BLANK

Send this Sheet with your Equipment to: **SEYMOUR'S, Inc.**, Service Department,  
47 Seventh Avenue, New York, N.Y. 10011

Please hand print or type:

DATE \_\_\_\_\_

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

**Do not write in this Box.  
For Department Use Only**

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

City/State: \_\_\_\_\_

ZIP: \_\_\_\_\_

We prefer to ship by UPS. Please give **Street Address** whenever possible.  
UPS cannot ship to a Post Office Box.

Equipment being sent:

CAMERA: Make: \_\_\_\_\_ Model: \_\_\_\_\_ Serial No.: \_\_\_\_\_

LENS: Make: \_\_\_\_\_ F/ \_\_\_\_\_ Focal Length: \_\_\_\_\_ Serial No.: \_\_\_\_\_

**SERVICE WANTED:**  Service Package #1  Service Package #2  Service Package #3

**REPAIRS WANTED:** (Please be **specific**, but **brief**)

Please note: If you order one of the Service Packages, attach your remittance, including Return Shipping Charges. If your Equipment needs Repairs, we will send you an Estimate.

**SEYMOUR'S, INC.**  
Service Department

Let us take care of your Exakta **before** it breaks down!

Take care of your Exakta and it will last almost forever....

We now offer these Special Packages:

**Service Package #1:** We clean the Mechanism, remove the old caked-on Lubricant, re-lubricate the Gears, check the Shutter Speeds, check the Focus, and check the Synchronization all for \$39.50 + 2.95 Return Shippg.

**Service Package #2:** We do everything shown for Package #1 **and:** we supply and install a new Surface Coated High-Reflection Mirror, we install a new Lens Mounting Flange, and, if needed, we replace the special slotted screws on the Speed-Control Dials, all for only \$54.50 ÷ 2.95 Return Shipping.

**Service Package #3:** We do everything listed under Package 1 **and** Package 2 **and:** we install new Shutter Curtains and bring the Shutter Speeds back to Original Factory Standards all for only \$74.50 ÷ 2.95 Return Shipping.

**Proceed as follows:** Attach a TAG to the Camera with your full Name, Address, and ZIP. Mark the tag: Service Package #....., and attach your remittance. Send the Camera to: **SEYMOUR'S, Inc., Service Department** 47 Seventh Ave., New York, N.Y. 10001



## 80mm F2.8 Tessar in Universal "42" Thread

If you own a Camera with Universal "42" Thread, you are in luck: You can now have one of the World's Most Desirable Lenses, the famous 80mm F2.8 Preset Tessar for your Camera! This Lens has the ideal Focal Length for Portraits and for moderate Telephoto Shots where a 135mm Lens would give you far too much magnification or too small an angle. A wag called the 80mm F2.8 Tessar "a Wide Angle Telephoto Lens." While it was supposed to be a funny quip, he was actually quite right: The 80mm Tessar is a Telephoto Lens with nearly twice the angle of coverage of a 135mm Lens! Sharp, exceptionally well color corrected, it embodies all the quality you expect from a German Zeiss Lens. We have priced this unusually fine Lens low enough to enable every owner of a "42" Type Camera to "throw one in his Gadget Bag" as the saying goes.

The Lens is not available in Bayonet Mount.  
**80mm F2.8 preset Zeiss Tessar Lens with Universal "42" Thread, Stock No.2102, only \$46.50 + 2.45 Shpg. DeLuxe Velvet-Lined Pouch, \$2.95**

## Department 42

There are many cameras, including some Exaktas, which have the "universal" 42mm Screw Thread Lens Mount. This Standard Thread has variously been called "Praktica Thread", "Pentax Thread", "42mm Thread" or simply "Universal Thread."

Among the Exaktas with this thread are the Exakta 42 (sometimes referred to as the Exakta Twin TL 42), the Exakta TL-1000, and the Exakta TL-500.

Anticipating your question: No, you cannot use Exakta Bayonet Lenses in any "42", nor can you adapt Exakta Bayonet Lenses to these camera models.

### An Automatic Exakta with Universal '42' Thread: The Exakta FE 2000.

Here is another "42" Exakta with Universal Thread, but this one goes a step further: It automatically adjusts the F Stop for the correct Exposure. This System is called: **Shutter Speed Preferred Electric Eye (EE) Automation.**

The Image which you see in the Finder is **always** bright because the Diaphragm of the Lens closes down **only** during the split second of exposure. After the exposure the lens opens again to its widest opening and something very important happens, too: the Battery Circuit is automatically shut off to save the Battery.

The Exakta FE-2000 has a built-in Hot Shoe and a PC Fitting for strobelites that use a cord.

Yes, you can use regular (i.e. non-coupled) Universal Thread Lenses (Praktica, Pentax, Exakta 42, etc.) The Meter changes to the "Match-Needle" Mode and you get the correct exposure, even with non-EE Lenses.

**Exakta FE 2000 with F1.7 Electric-Eye Meter Coupled Exaktar Lens, Stock No.3322,**

a very good buy at only \$198.50  
Shipping Charges \$3.65

Case \$9.95

## Automatic Extension Tubes for Universal "42" Thread.

Use these Macro Tubes with any "42" Type Universal Thread Camera. Use them with Internally Automatic Lenses, Preset Lenses, or non-preset Lenses. Use them with Zoom Lenses, too!

The Set consists of 3 Individual Tubes of Different Lengths which can be used singly or in any combination which gives you a total of seven different extensions. You can quickly vary the Macro Power of any one of your Lenses. Sharp and unusual Close-Up (Macro) Shots are easy with this fine Set.

**Automatic Extension Tubes, Set of Three, with Universal "42" Thread, Stock No. 2164, only \$19.50 + 1.25 Shipping Charges.**

### Automatic Electric-Eye Lenses for Exakta FE-2000:

35mm F2.8 Auto EE Wide Angle, Stock No.3201, \$86.50

135mm F2.8 Auto EE Telephoto, Stock No.3202, \$89.50

Shipping Charges: 1 Lens, \$2.45, 2 Lenses, \$3.25

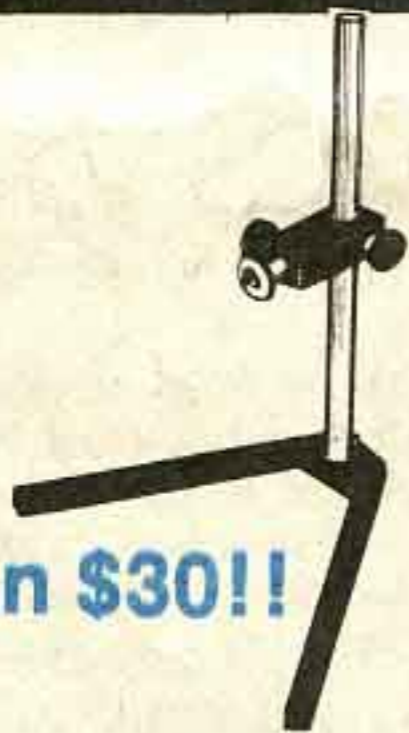
### Extra Special: Three-Lens Outfit,

CONSISTING OF:

- Exakta FE 2000 Camera
- 50mm F1.7 Auto EE Lens
- 35mm F2.8 Auto EE Lens
- 135mm Auto EE Lens
- Everready Case
- Electronic Strobe Gun
- Voyager Gadget Bag

**Complete Outfit, Stock No.3211, only \$349.50 + 4.95. Separately, \$414.50 Save \$65.00!**

### Buy our Versatile Copy Stand



for Less Than \$30!!

The Versatile Copy Stand has an 18-inch chrome-plated Steel Post, a Sliding Arm with large Locking Knobs. The Camera Holder will hold the camera facing down or facing out. The rubber-tipped open legs permit the use of the stand in the conventional manner or on glass for special lighting effects. I use it on a commercial "light table" for copying type and drawings. Hospitals use it to copy X-Rays onto 35mm Film. And so on ...

The "VERSATILE" Copy Stand, Stock No.1873, yours for only \$29.50 + 2.45.



### Variable Bounce Strobe Unit with Computerized Auto Exposure

Computer/Zoom/Bounce/Thyristor

Automatic Computerized Exposure  
2 Auto F Stop Setting **plus manual**  
Four-Position Bounce Angle  
Energy-Saving Thyristor Circuitry  
Coverage variable for Lenses  
from 21mm to 200mm!

Locking Hot Shoe and PC Cord  
Stock No.1954, \$49.95 + 2.95 Shipping  
4 Alkaline Batteries \$3.18



## Two New Macro Zoom Lenses from Vivitar.

Externally Automatic. For all Classic Exaktas and Exakta RTL-1000.

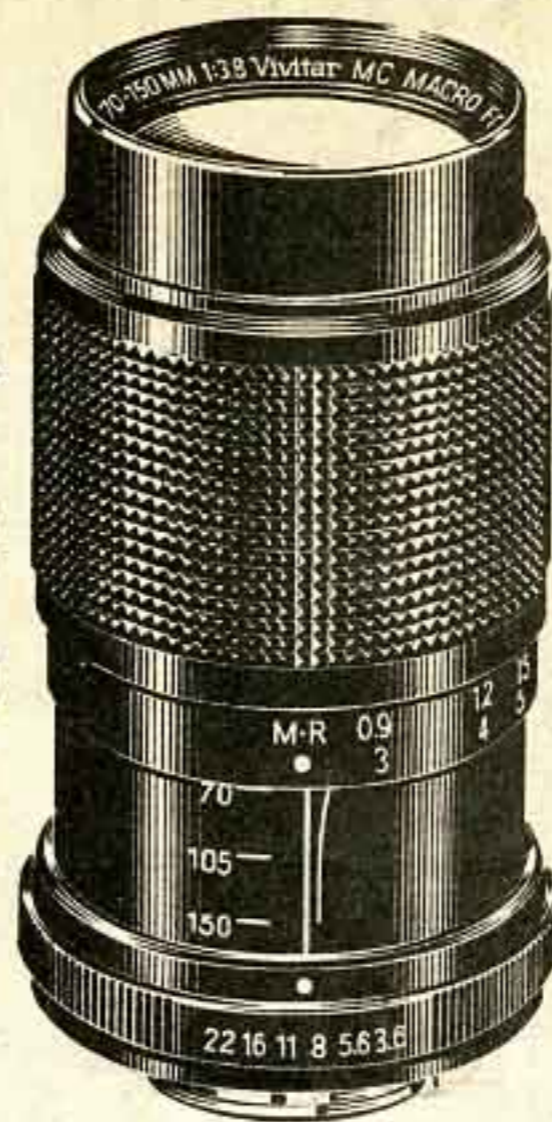
Vivitar Quality, mechanically and optically!

**90mm to 230mm F4.5 Vivitar Macro Auto Zoom, Stock No. 2127, Seymour Priced at only \$198.50 + 3.95 Shipping Charges.**

**70mm to 150mm F3.8 Vivitar Macro Auto Zoom, Stock No. 2128, Seymour Priced at only \$198.50 + 3.95 Shipping Charges.**

Deluxe Zoom Lens Case, for either one of the above Vivitars, if ordered at the same time as the lens, only \$8.45

Also available separately at \$14.95 + 1.95 Shipping



**Vivitar**

Three new Lenses from Vivitar Externally Automatic. For all Classic Exaktas and R T L:

28mm F2.8 Vivitar	\$109.50
135mm F2.8 Vivitar	\$ 99.50
200mm F3.5 Vivitar	\$119.50



## 2X and 3X Tele Converters

Yes, we have them again! Absent from our stock for more than a year, they are again available for immediate shipment. They work with automatic and non-automatic lenses. Externally automatic Lenses will remain automatic. (For Internally Automatic RTL-1000 Lenses order the Model described on the "RTL" Page.)

Remember that you can use these Tele Converters on ALL your Lenses, not just the normal lens. The 2X Models double the Focal Length; the 3X Model triples it!

**Asanuma 2X Tele Converter, Stock No. 2051 \$24.50 + 1.45 Shipping**

**Soligor 2X Tele Converter, Stock No. 1877 \$32.50 + 1.45 Shipping**

**Soligor 3X Tele Converter, Stock No. 1878 \$38.50 + 1.45 Shipping**

**SPECIAL COMBINATION:** Soligor 2X plus Soligor 3X Tele Converters, both for only \$58.00 (instead of \$71.00). Shpg. Chgs. \$1.95 They can be used separately or in combination, giving you 2X, 3X, and 6X Conversion!

**DON'T NEED THE AUTOMATIC?** If you do not need the automatic feature, we can save you even more money! We have a very fine, highly corrected 2X Non-Automatic Tele-Converter at a very low price. **2X Non-Automatic Tele Converter, Stock Number 2051/NA, \$18.95 + 1.45 Shipping**

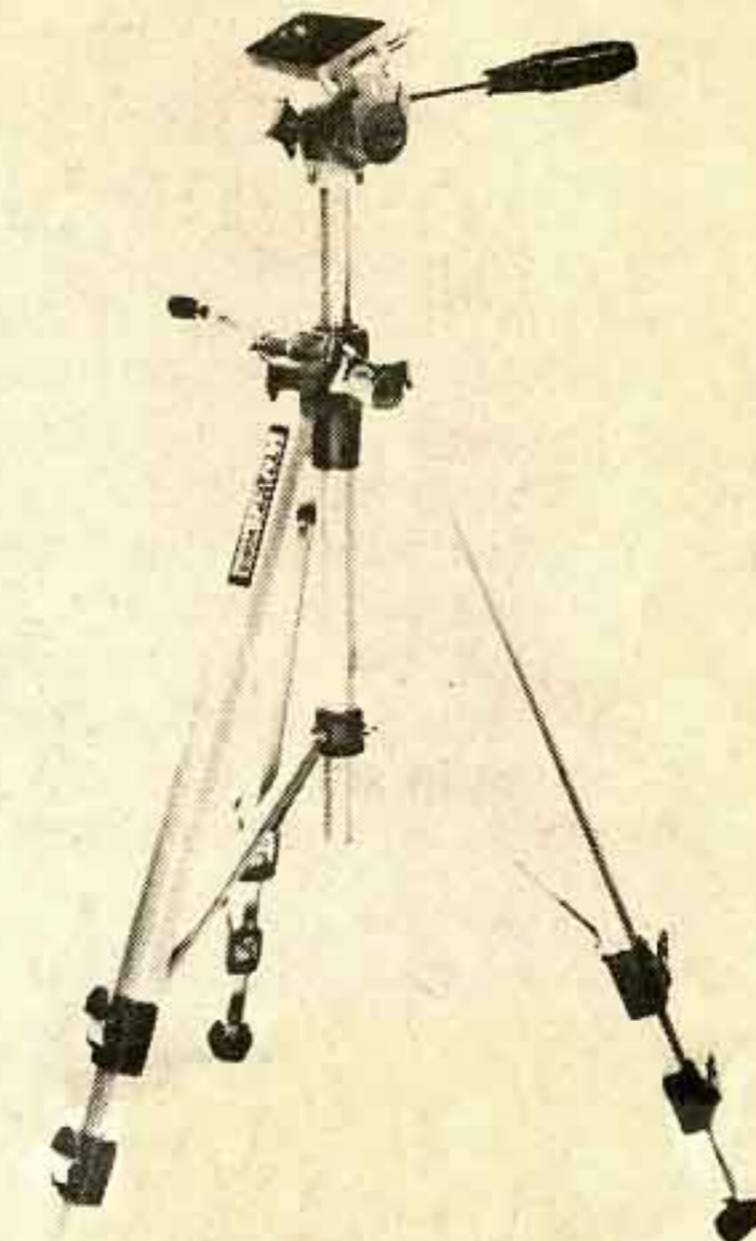
## \$670.00 or \$8.65?

We will give you your choice of the \$670.00 Rodenstock Imagon Soft Focus Lens or one of our Soft-Image Discs which costs considerably less. We are not implying that both items are the same thing. The Imagon lets you vary the Diffusion (Softness) and is a complete lens. The Soft-Image Discs go in front of your own lens. What they have in common is a delicate softening of the image. **If people are willing to shell out \$670.00 for a lens which produces soft images, there must be something to it.** Perhaps you should risk \$8.65 to find out what it is! Apart from the mood-enhancing softness of a sunny Outdoor Scene (especially in the morning) there is a real need to soften portraits. Women are very vain about their wrinkles and small skin blemishes. In all fairness: so are some men! Use a Soft-Image Disc or the Imagon Lens and the wrinkles disappear. Not on the person, but on the picture! Remember that you cannot do this by softening the image in the enlarger because you would be diffusing darkness on the wrinkles instead of light. (Think about this for a while and you will see the difference).

Anyway -- if you want the Imagon 200mm F5.8 Soft Focus Lens, we will mount it in a Focusing Bellows (the Basic Lens comes only in a Barrel) and supply it, complete with Variable Diffusion Discs, a 4X Neutral Density Filter and a Lens Shade for \$670.00 plus \$4.85 Shipping Charges. The Modification will take about three weeks and, like all custom-modified items, the Imagon will not be returnable.

If you want the Soft-Image Discs, we can supply them in Custom Screw-in Sizes (on our regular 15-Day Money-Back Trial Basis)

**Soft-Image Disc, Stock No. 1989**  
 46mm and 49mm \$ 8.65 + 35c  
 52mm and 55mm \$10.50 + 35c  
 58mm and 62mm \$14.50 + 35c.



## Are you willing to spend \$59.95 for our Best Tripod?

There are Tripods and Tripods. If you want a rock-steady (yet light-weight!) Tripod with all the professional features, you will find that the few extra dollars you spend will buy you a lot more Tripod!

In spite of its light weight the "Super Pro" Tripod is as steady as a rock: its profiled legs and strut braces follow airplane engineering principles. Let's go over the features:

- Three-Section Channel-Profiled Legs
- Profiled Center Brace
- Fast-Action Snap Locks
- Gear Driven Center Column with Crank
- 3-Way Heavy-Duty Panhead
- Independent controls and Locks of Head
- Pan: 360°. Tilt: 20° up and down.

Horizontal/Vertical: 90°

- Rubber Feet with disappearing Spikes
- Maximum Height: 58 inches
- Folds to a mere 24 inches
- Weighs only 4½ lbs.

More Value for your Money because it's the Best Tripod you can Buy!

**Super Pro Braced Tripod, Stock No. 2018, truly a great value at only \$59.95 + 3.95 Shpg**

### Don't need the Center Brace?

Here's the semi-pro version of the "Super" Model. It is identical to the "Super" in every respect but it is not equipped with the Center Brace. If you do not need this feature, you will save ten dollars:

**Semi-Pro Tripod, Stock No. 2020, \$49.95. Shipping Charges \$3.65**

### Compact Tripod

Want a good Tripod but don't need all the professional features? Buy the "Compact"!

- Three-Section Tubular Legs
- Two-Way Pan-and-Tilt Head
- Independent Controls and Locks for panning and tilting
- Gear Driven Center Column with Crank
- Maximum Height 58 inches
- Closes to 21 inches
- Weighs just 2½ lbs.

**Compact Tripod, Stock No. 2032, excellent value at only \$34.95 plus \$2.95 Shipping**



# Vivitar's New Instant Slide Printer.™



In one minute the new Vivitar Instant Slide Printer will turn your 35mm slide into a highly detailed and vivid 3 1/4" x 4 1/4" color Polaroid® instant print. Or a black and white print in half a minute.

It also gives you the creativity of slide cropping, exposure control and filter experimentation.

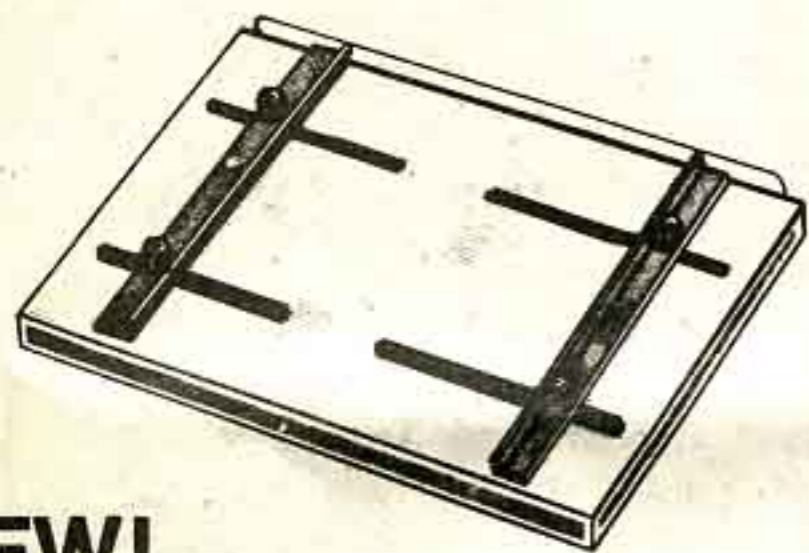
Quite a feat considering it weighs in at a portable 32 ounces and runs on either AC or battery power.

And if you look very very closely, you'll notice something else that you can't beat.

The price.

# \$108.95

AC Adapter, optional, \$18.95



## NEW! "The Phantom" Borderless Enlarging Easel

"The Phantom" is a newly developed Enlarging Easel making Borderless Enlargements up to 11" X 14". It holds the photographic paper flat without the use of adhesives, tacks, or glass!

- Aluminum Bars
- Glide Slots
- Heavy Duty Steel Base (1" thick)
- Non-Actinic Reflection-Free Finish
- Non-Skid Base
- High Quality Materials
- Assembled by Skilled Craftsmen

"The Phantom" Borderless Enlarging Easel, 11" X 14", Stock No. 2133, excellent value at only \$26.50 + 2.65 Shipping Charges.

## NEW!

For Kodak

# Disc

Cameras

Models

4000

6000

8000

# Disc-O-Tel

Aux. Telephoto Lens.

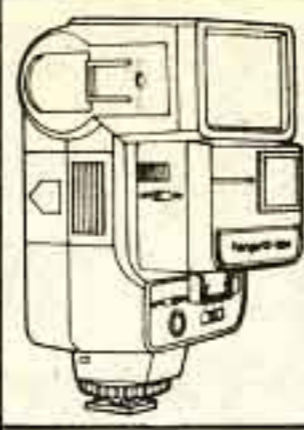
Take pictures like a pro with your Kodak Disc Camera

Cambron  
Disc-O-Tel  
Aux. Tele. **24<sup>95</sup>**



## Cambridge brings you the new revolutionary Automatic **Cambron Kangaroo**

### Electronic Flash System "Studio Lighting in a Portable Strobe Light"



Front Lighting comes from a detachable self-contained small strobe unit which can also be used independently of the main unit. Controlled Lighting is provided by the Bounce/Swivel Head which moves in an arc up and down, all the way to straight up, and swivels 330 degrees. The Main Unit comes with Telephoto Light Concentrator and Wide Angle Light Spreader Lenses. This system comfortably accommodates the light angles required for lenses from 21mm Extreme Wide Angle to 200mm Telephoto.

It is not possible to describe (or even mention) all the features of this remarkable Electronic Portable Studio Lighting System in a small ad, features such as the cordless Slave Operation which triggers the Main Unit from its own small strobe unit at the camera (or from any other flash, including strobes built into a camera).

Although the Kangaroo is a complete Professional Strobe System, we have priced it at a typically low Price to make it affordable even to the most casual amateur shooter. As a special bonus we will include a Set of Six Special-Effect Color Filters, a PC Cord, and a Pouch (naturally!)

**Cambron**  
Kangaroo Strobe  
System, complete

only **99<sup>50</sup>**



## "Jumbo-Slide" 35mm Slide Enlarger

Enlarge your slides to full 120 size! Make enlarged Color Transparencies, Color Negatives, Black-and-White Negatives, or Black-and-White Transparencies! The Jumbo-Slide gives you eight 2"x3" Negatives or Positives per Roll of 120 Film. The Jumbo-Slide 35mm Slide Enlarger is entirely self contained. It has its own lens! All operations can be done in broad daylight. The 120 film is then developed in the usual manner.

The designer of the Jumbo-Slide Enlarger uses a No. 2 Photoflood bulb. You can use any light source, even strobe or daylight. With a No. 2 Photoflood bulb the designer exposes with 45 seconds with ASA 64 Black-and-White 120 Film. If you wish, you can even use filters: You simply place a filter (49mm or larger) on the metal frame which contains the diffusing screen. You can use unmounted cut slides or negatives, film strips or mounted slides. Glass mounted slides need not be unsandwiched. The Jumbo-Slide comes with complete instructions.

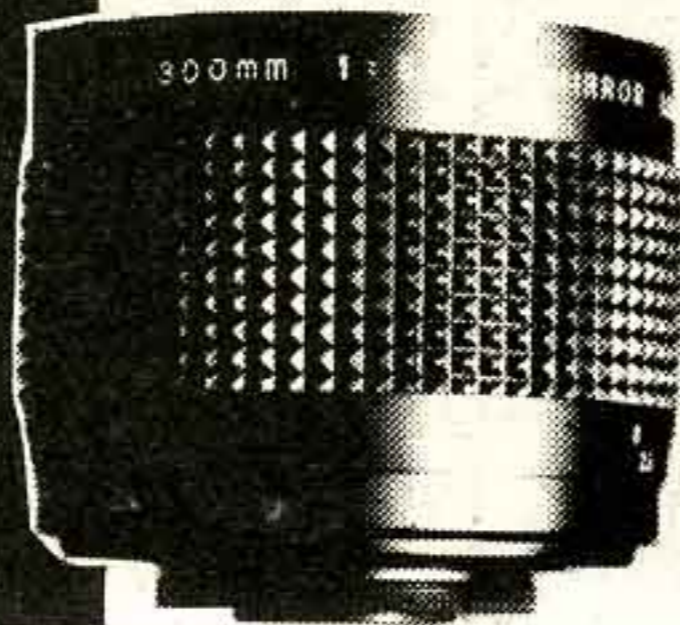
Jumbo-Slide 35mm Slide Enlarger,  
Stock No. 1978, Great Value at only \$34.50  
+ 2.95 Shipping Charges

## Subscribe to EEIS!

A Subscription to EEIS is just \$5 a year but you get a Five-Dollar Credit on your First Order. Use the Coupon in this Issue.

**300mm  
LENS  
FITS  
into  
this  
SPACE**

## Ultra Compact 300mm F5.6 Mirror Telephoto Lens



"Are you kidding?" That's what **everybody** asked when we said that our new 300mm Lens fits into the above small space. But we are **not** kidding. It is true! You know about the current trend to make lenses smaller, "more compact" as they call it. But shrinking a lens to just 20% of its "rightful" size....? They would have to chop off 80% of its length! Well, they did it! The result: our new 300mm Telephoto Lens.

Originally, a 300mm lens was 300mm long; no ifs, ands, or buts. Then they invented "telephoto" lenses which had negative elements in them, shortening the length of a 300mm lens to about 250mm, maybe 230mm. Next came "Mirror" Lenses which made lenses look like coffee cans. What they lost in length, they gained in width (diameter) and a 300mm lens was still some 150mm long. But now we bring you the ultimate in shrinking, both in length **and** in diameter, a 300mm Lens just 60mm long (that's less than 2½ inches!) and a mere 2¾ inches in diameter!!!

Actually, the path of the light rays is reflected back and forth inside the barrel by mirrors like the ones in the giant telescopes that probe the skies for galaxies in the remote regions of the Universe, millions of lightyears from this little planet.

Mirror Lenses have several advantages over ordinary conventional lenses: the light rays do not have to pass through thick glass where they pick up all kinds of

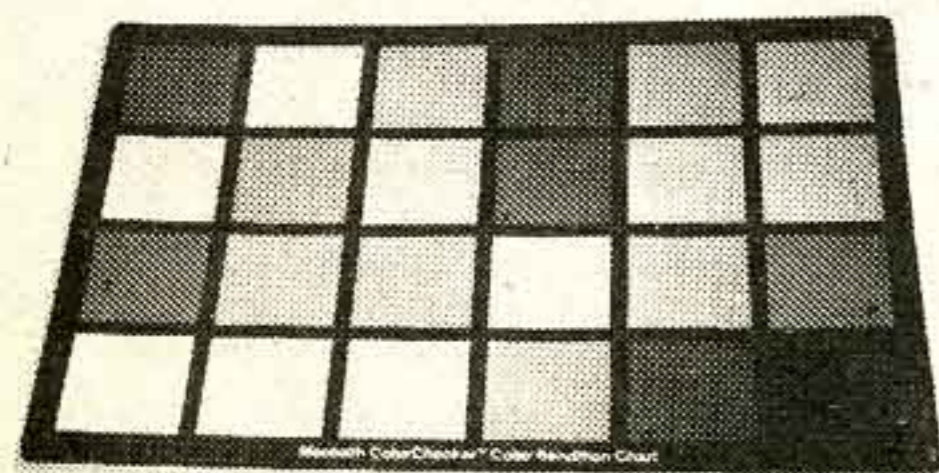
detrimental characteristics and there is no refraction such as happens at the diaphragm of conventional lenses. The image of a mirror lens is "clear" which translates into "sharp" and "color-true". And that is what we want, isn't it?

But the bitterest enemy of sharp telephoto pictures is camera shake. It is very difficult to hold a large, heavy lens rock steady. This problem is completely eliminated in our new 300mm lens. Being barely larger than your normal 50mm lens and adding hardly any weight to the camera (mirrors are extremely light compared to thick lenses of heavy glass!), our new 300mm Lens handles just like your normal 50mm lens yet it gives six times the linear magnification (which is equivalent to 36 times the area magnification, think of it!!!)

To sum up: 300mm F5.6 Compact Mirror Telephoto Lens, light in weight, tiny in size, a giant in performance. Did we forget anything? We did: Price! Well, the price is even smaller than the lens!

**300mm F5.6 Ultra-Compact Mirror Lens, Stock No.2151, incredibly low Seymour Priced at only \$149.50 + 3.95 Shipping Charges.**

Optional: Case, \$4.95. Rear Skylight Filter, \$4.45. **Want to double the Focal Length to make it a 600mm Ultra Power Lens? We have a Special Focal Length Doubler for the above Lens, Stock No.T-2X/2151, for only \$19.95.**



## The Macbeth Color Checker

The Macbeth Color Checker® is a unique Test Pattern, scientifically designed to help you determine true color balance. It eliminates costly mistakes by correcting for potential problems.

The biggest problem in judging the color rendition of

a film, a lens, a filter, a paper print or a press-printed reproduction is the fleeting character of the original scene. By the time you want to compare original and picture, the original is gone. Macbeth has solved this problem. Far from making the green one red (yes... Mr. Shakespeare, I know: "the green --, one red") you will, from now on, make your reds red, your greens green and your blues -- well, you won't have the blues any more when you look at your color reproductions: Take pictures of the Color Checker® and compare them with the original. No more guesswork: original and picture are always there, ready to be compared. The Macbeth Color Checker® has 24 squares, 18 in precise color gradations and six in precise white-grey-black gradations. The colors of the squares are **practical** selections: They include human skin tone, foliage, blue sky, etc. In addition, there are 2 sets of "pure" colors consisting of the additive primary colors (blue, green, and red) and the subtractive primaries (yellow, magenta and cyan). The neutral series ranges from white to black.

The ways you work with the Color Board suggest themselves in use. When making comparison tests, be sure to change only **one** variable at a time. This enables you to make corrections in, say, your filters, your lenses

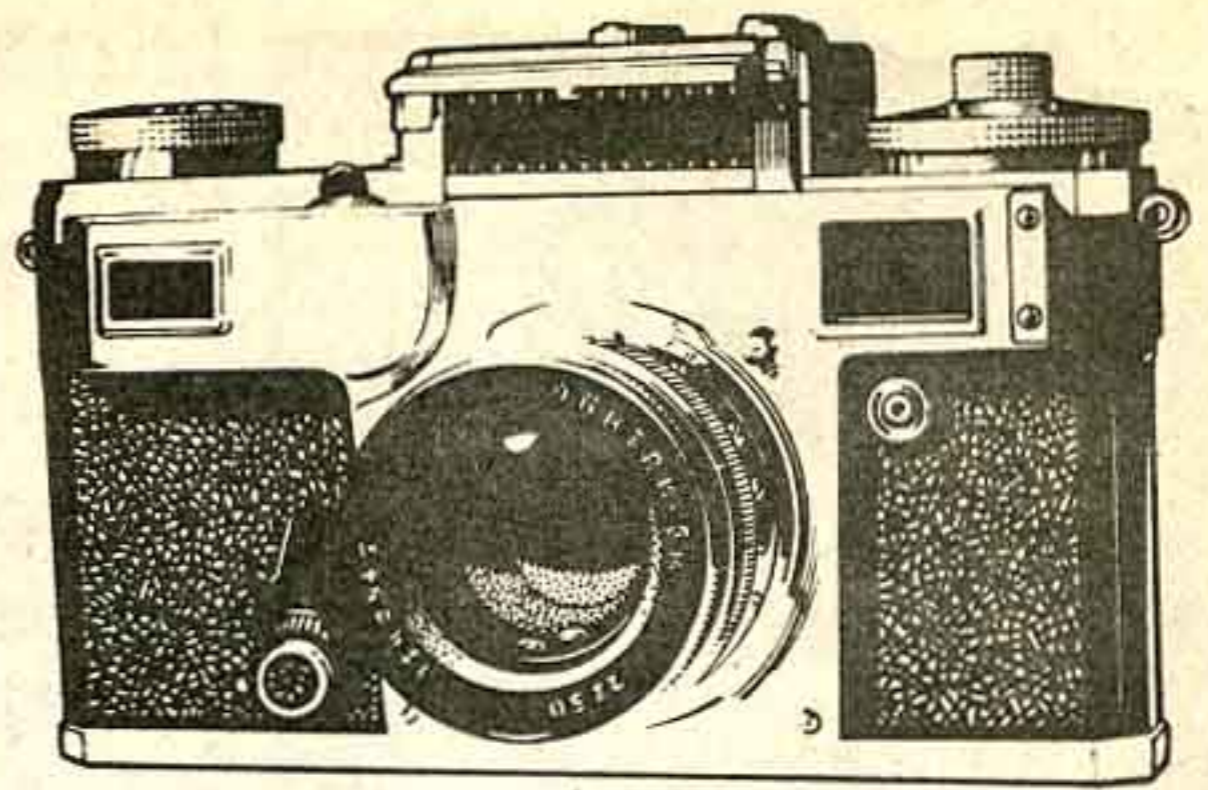
(different lenses may give different color renditions), light source, background, film, processing, and so on. Complete Instructions come with the Board.

Once you have used the Macbeth Color Board, you will know exactly how your colors will come out. You will be in total command and you will be rewarded by color-perfect pictures all the time.

The Publishers/Manufacturers of the Macbeth Color Checker® have put a Retail Price of \$25.00 on the item. We know that many professional photographers consider this a bargain because a single "saved" shot will repay the investment. However, the average amateur should not be expected to pay \$25.00. We were able to convince the supplier to give us, as a good deed, a one-time "amateur" deal on one thousand Color Checker® Systems. We know that it barely covers their manufacturing cost and we think that one good deed deserves another: we cut our markup to the bone in order to let one thousand lucky amateurs get their hands on one of the best tools for color photography. Please remember: When they are gone, we won't have any more to sell at this price. Rush your order, please, because orders will be filled on a first-come basis.

**Macbeth Color Checker® System, one-time special, only \$6.75 + 1.25 Shipping Charges.**

# Does this picture bring back fond memories?

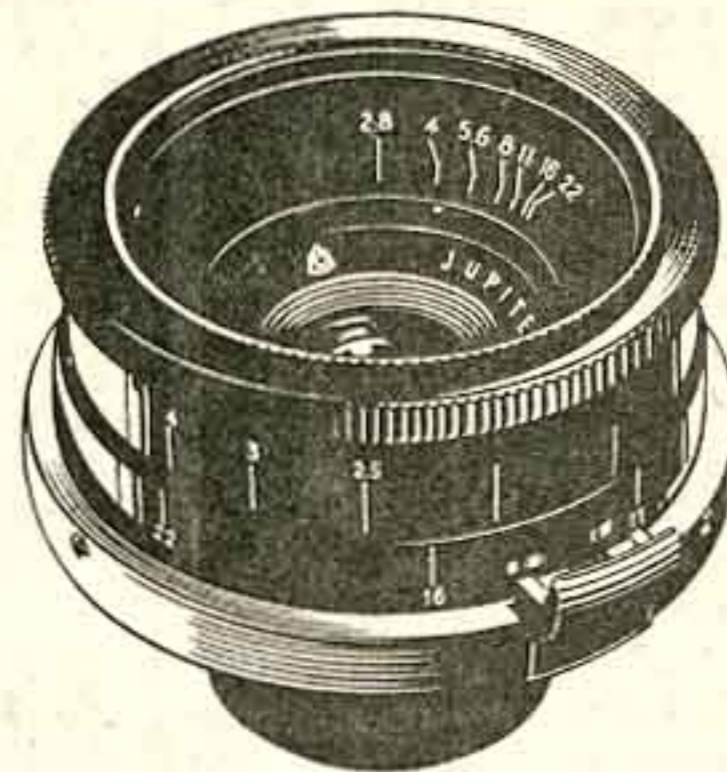
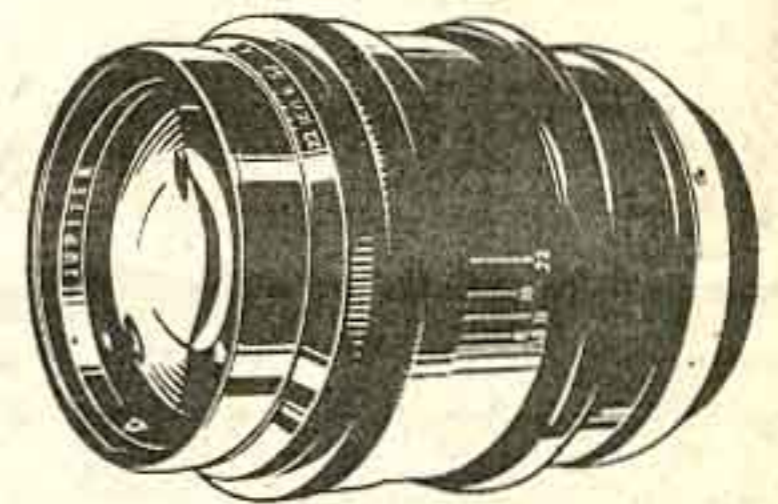


I know that many of you out there in Cameraland are too young to remember the "original" Contax III, a camera made in the mid-thirties by Zeiss Ikon of Germany. Yet, no matter how young you are, you have heard of this legendary camera which was far ahead of its time: It had interchangeable bayonet-mounted lenses which were coupled to a super accurate rangefinder and an ultra-sensitive Selenium Lightmeter.

Used Contax III cameras in near-mint condition bring fabulous prices on the collector's market. Even if you are willing to pay a king's ransom for a near-mint "original"; you will have a hard time finding one. We bring you the Kiev 4, an exact copy, brand new, at a fraction of the cost of the original. It is complete with the famous Metal Shutter and is equipped with an element-by-element faithful copy of the famous F/2 Lens, now enhanced by modern anti-reflection coating.

Here are the most important features of the "Kiev 4":

- Precise Wide-Base Rangefinder
- 50mm F/2 Anti-Reflection Coated Jupiter Lens
- Interchangeable Rangefinder-Coupled Bayonet-Mounted Lenses
- Built-in Ultra Sensitive Selenium Lightmeter
- Flash Synchronization
- Metal Focal Plane Shutter from 1/1000 sec. to 1/2 second
- Delayed-Action Shutter Release
- All-Metal Body



Kiev 4 Camera with F/2 Jupiter Lens with Built-in Lightmeter

incredibly low priced at only **\$149<sup>50</sup>**

Genuine Leather Carrying Case (an exact copy of the original!) Super Deluxe Style. If purchased at the same time as the camera, only \$14.75.

(If purchased separately, \$29.50 plus \$3.45 Shipping Charges).

Bayonet-Mounted Rangefinder-Coupled Lenses for the Kiev 4:

- 85mm F/2 Ultra Fast Jupiter ... \$98.50
- 35mm F2.8 Wide Angle Jupiter \$89.50
- 50mm F/2 Jupiter ..... \$49.50
- Screw-in UV Filter, each ..... \$6.95
- Lens Cases, each ..... \$5.95
- Kiev 4 Camera Body ..... \$129.50

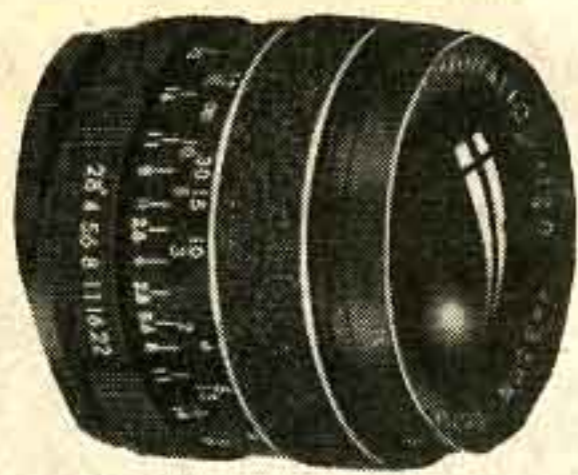
## Don't let our low prices fool you!



Are you one of the many people who think that a pair of prismatic binoculars must cost at least \$200.00? Do you snub all glasses which cost less? If your answer is YES, we would like to convince you that you can buy quality glasses far below that price barrier, at typical Cambron prices! There is only one way we can convince you that you are getting more for your money than our prices lead you to believe: We are putting our money on the line: If you are not one hundred per cent convinced that you have received an excellent glass at an unbelievably low price, put it right back in the carton, return it, and request a refund!

Direct Import and Low Markup make these values possible! All glasses are genuine prismatic binoculars, 100% anti-reflection coated, tested and guaranteed.

- 7x35 Cambron Sport Glass ..... \$29.50
- 7x50 Cambron Nature Watcher ..... \$44.25
- 8x20 Cambron Compact ..... \$69.50
- 8x30 Cambron Weitfeld ..... \$89.50
- 10x50 Cambron Artillery Glass ..... \$49.50
- 20x50 Cambron Super Distance Glass ..... \$69.50



## CLOSE-OUT

### 35mm F2.8 Wide Angle for Exakta Twin TL

We are overstocked in 35mm F2.8 Wide Angle Lenses for the Exakta Twin TL and are forced to reduce our Inventory. These Lenses are **Original Exaktar Wide Angles**. They are **brand new**. We need the space, we need the money. So--- we are practically giving them away. Till they are gone! **35mm F2.8 Internally Automatic Original Exaktar Wide Angle Lens for Exakta Twin TL Stock No.1932. Regular Low Seymour Price \$69.50. Now, while they last, \$44.25 + 1.95 Shipping Charges.** Case, optional, \$3.95

## Neutral Density Filters

What do you do when there is too much light? Stop your lens down? Yes, but this is not always desirable. Excessive stopping down makes selective Depth-of-Field impossible: your subject seems to be pasted onto the background. And, contrary to what many people think, excessive stopping down will **worsen** the Sharpness and Resolving Power of your lens!

Our Neutral Density Filters will not change the colors (hence "Neutral"). They will just do what they are designed to do: Cut down excessive light!

**Neutral Density Filters, Double Threaded, Plano-Parallel, Anti-Reflection Coated**

up to 49mm .....	\$ 6.95
52mm and 55mm .....	\$ 7.95
58mm and 62mm .....	\$12.95
67mm, 72mm, 77mm .....	\$16.50
82mm .....	\$24.95

## For Faster Delivery

We prefer to ship your Orders by United Parcel Service. Experience has shown that UPS packages travel faster and, usually, with greater care. As you probably know, UPS cannot deliver to Post Office Box addresses.

**Whenever possible, give us your local Street Address on all orders instead of your P.O. Box address.**

## We Want Your Old Exaktas ...

Top Trade-In Allowance for your old Exaktas VXIIa, VXIIb, VX-1000. These Models, in good condition, still bring you Top Dollar.



## U.S. Made Super Size Magnifying Glass

How far do you have to travel to get a really superior Magnifying Glass? To Hong Kong? Singapore? Taiwan? No! The best Magnifying Glasses are made right here in the good old U. S. A. and exported all over! Do you know how we test the quality of a Magnifying Glass? We cut an open circle in a sheet of black paper to form a "diaphragm" and use the lens to **take a picture**. You can do the same. You'll be amazed! This Magnifying Glass has a bi-convex lens. It is ideally suited for testing slides or negatives for sharpness, inspecting postage stamps or coins, reading small print, and 1001 similar (or dissimilar) applications. The large Four-Inch Width makes it even more useful.

This is the **Best Magnifying Glass** you can buy **American Magnifying Glass, Stock No.1959, Excellent Value at only \$9.95 + 1.25 Shippg.**

## What is the Ideal Focal Length for a Telephoto Lens?

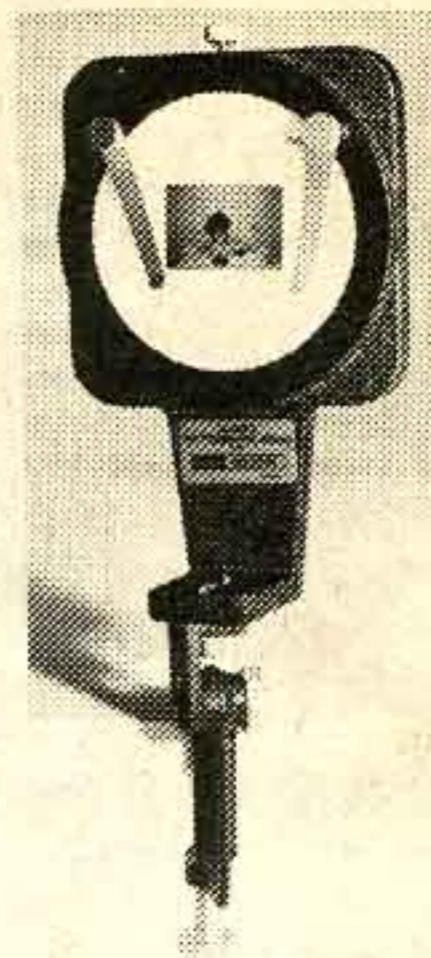
If you were to conduct a survey you would find that nearly everybody will respond with: 135mm for moderate distance and 300mm or longer for greater distance. There is nothing wrong with this opinion. But -- suppose you wanted to buy **just one** Telephoto Lens and use it for moderate distance as well as greater distance. Professional Photographers have long agreed that the **ideal** Focal Length is 180mm -- not too long for moderate distance and not too short for greater distance. If this makes sense to you (it does to me), get one of these excellent 180mm Lenses. There is one for every pocketbook!

**180mm F3.5 preset Meyer Optik Primotar, Stock No.1987, just reduced to \$69.50 + 1.95**

**180mm F2.8 German Schneider-Isco Tele-Isaron, Stock No.1963, just reduced to \$149.50 + 4.95 Shipping.**

**180mm F2.8 Fully Automatic German Jena "Olympia" Sonnar, Stock No.2054, an excellent buy at \$289.50 + 4.85 Shipping**

**Hard-to-find Exakta Items are easy to find at SEYMOUR'S!**



## Vivitar Macro Stage SPECIAL PURCHASE

If you take close-ups (and who doesn't?) you always wanted a Close-Up Stage but didn't feel like shelling out the sixty or seventy dollars for a good one. Here is your chance to get one of the very best (perhaps the best) Macro Stages, the Vivitar Macro Platform.

All-Metal Construction (no cheap plastics used!) with five (not just 3 or four!) chrome "feet" to place the stage on a flat surface. Has 90 degree offset support threaded for any standard 1/4-20 tripod or C-Clamp. The diameter of the stage is an unbelievable 76mm (3 inches). The stage itself not only rotates 360 degrees but is removable from the cast-metal frame. It can be locked in any rotational position. There are two interchangeable 76mm (3") inserts: one opaque metal insert which is finished in neutral grey for all top (or front) lighted subjects and one acrylic diffusion disk for all bottom (or rear) lighted subjects. There are also two removable microscope type clamps to hold down flat items of any kind.

The Stage can be used horizontally, vertically, or at any angle when used with a tripod or C-Clamp. All in all, it's the best and most versatile Macro Platform. In the 1976 Vivitar Catalog it is listed at \$44.95, a very low price indeed. Now, five years later, Vivitar decided to discontinue it because "the cost of producing it is too high." Rather than increasing the price substantially, they no longer show it in their current catalog.

We put in a bid for all the Macro Stages they had left in their inventory. After the usual haggling, all of them were ours. We bought them at a very low price and decided to keep our markup equally low. Now you know why you can buy the Original Vivitar Macro Stage at an unbelievably low price.

**Vivitar Macro Stage, Stock No.1994, Special Purchase, "Give-Away" Seymour Price (while supply lasts) \$19.95 + 1.95 Shipping. Optional: Swivel-Lock C Clamp \$8.95**

## Do you own an Exakta\* with Universal Screw Thread Mount?

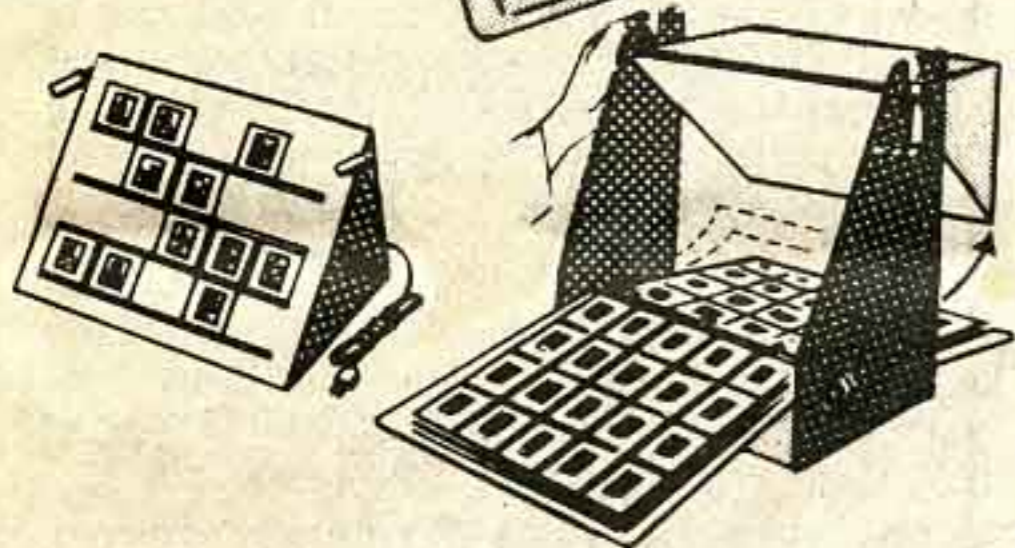
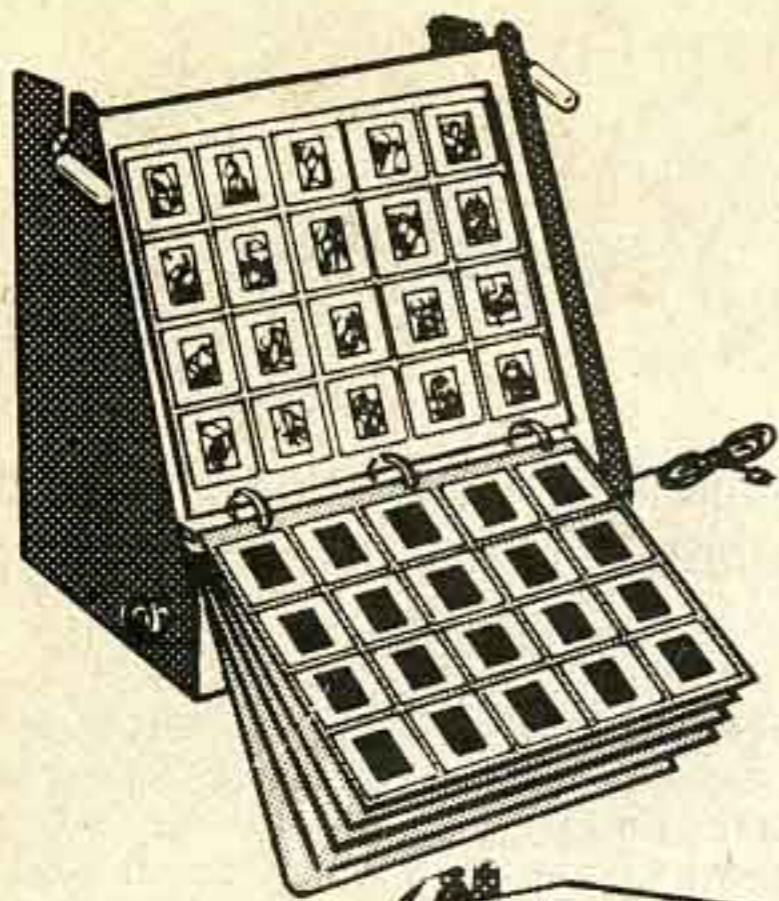
**\*or any other SLR with Screw Mount**

Now available for the Exakta 42, the TL-500, the FE-2000, and all SLR Cameras with "Universal Screw Thread Mount:

**BELLOWS FORTY-TWO.**

- Helical Gear Focusing
- Triple-Guided Rack and Pinion
- Calibrated Extension
- Rotating Camera Mount
- Rotating Lens Mount
- All-Metal Construction
- Universal Exposure Factor Scale
- Complete Instructions

**Bellows Forty-Two, for Universal Thread Screw Mount Cameras, Stock No.2038, Special Sale, only \$29.50 + 2.45 Shipping**



## "FLIPPER", the new Combination Slide Viewer and Sorter

"Flipper" is an ingenious illuminated viewer which lets you view your slides without removing them from the page in the binder or even removing the page from the binder! For sorting, a slide sorting frame is included. The frame will also let you view individual slides.

"Flipper" accommodates binders up to three inches thick. When you turn a page, the illuminating housing swings away (see illustration) and then back into viewing position for the next page. Clever? You said it!

"Flipper" is constructed of metal with a plastic diffusion screen for even illumination. It is cleverly hinged and actually "collapses" into a small space for easy storing. And where do you think a clever contraption like "Flipper" is made? Right here in the good old USA, of course!

We buy it directly from the manufacturer and offer it at a terrific price. Why not buy a few extra ones: they make wonderful gifts! "Flipper" Combination Slide Viewer and Slide Sorter, Stock No.2104,

great value at only \$36.50

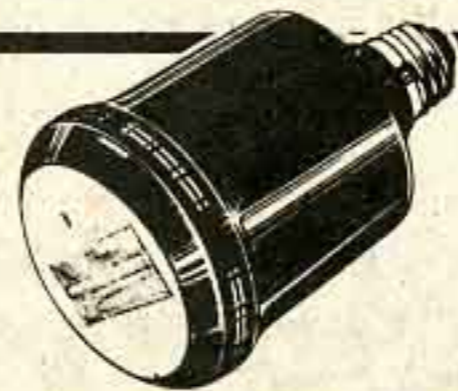
## AutoSynch

Wireless Remote AC Strobe Light

It isn't too often that we get enthusiastic about a new Electronic Flash but this time we are really excited. The new AUTO-SYNCH Remote Strobe frees you from having synch cord spaghetti all over the place. It does not need batteries or reflectors. It has no buttons, no dials and does not need adjustments of any kind! Used in multiples, it virtually duplicates a multi-thousand-dollar wired studio setup as used by commercial and portrait photographers. If you think we're exaggerating just read the description of the features and imagine the resulting light distribution (not only in intensity but also in versatility) when you use three or more AUTO-SYNCHs! You do not HAVE to use several of them. A single one will give fine results, too.

The AUTO-SYNCH Wireless-Remote AC Strobe Light

1. Fits any standard screw-in socket like a light bulb
2. Needs no wire connection to the camera
3. Flashes with Zero-Delay Accuracy in synch with any type strobe on your camera
4. Use it in existing light fixtures (ceiling lights, desk lamps, floor lamps, and so on)



5. Use it with inexpensive Spring Clamp Sockets which you can clamp to the back of chairs, to book shelves, to doors, etc., anywhere in the room
6. Operates on regular house current
7. Synch Trigger circuit ("Slave") is built in
8. Does not require batteries
9. No loose parts: no synch cord -- no separate reflector because everything is contained in one compact sealed unit
10. Use one or many -- no limit -- everyone has a Guide Number of 72 for ASA-100 Film!

AUTO-SYNCH Wireless-Remote AC STROBE LIGHT, Stock No.4476, amazingly low priced at a mere \$24.95 plus 1.95 Shipping Charges. Buy several at even greater savings: 3 for \$69.50 + 2.95 • 6 for \$129.50 + 3.95



## ALFON Computer Zoom Bounce Strobe

- Computerized Automatic Light Output
- Six (6!) Zoom Positions
- Four (4!) Bouncelight Angles
- Zooms for Lenses from 21mm to 200mm
- Two Automatic Settings PLUS Manual!
- Auto Range: 3 ft. to 36 ft.
- Manual Range extends to 50 feet!

# 39<sup>95</sup>

Thyristor Energy Saving Model  
Same Features PLUS Thyristor **49<sup>95</sup>**

New Dedicated Thyristor Model ➔ All the above features PLUS 4 Dedicated Modules **69<sup>95</sup>**



## Cambron Microscope Adapter

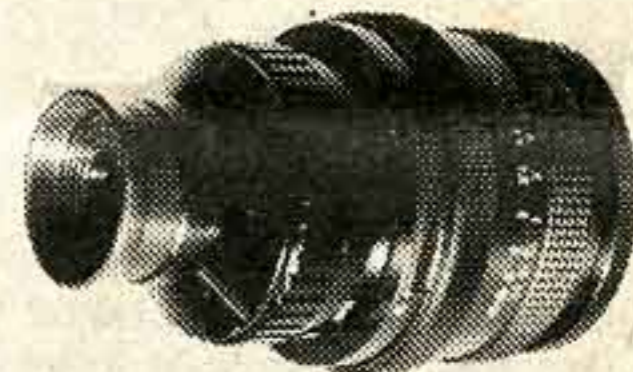
New Quick-Release Model

The new Cambron Model lets you use the microscope for visual observation without removing the upper adapter from the camera or the lower adapter from the 'scope.

## Cambron Microscope Adapter

# \$19<sup>95</sup>

Fits standard T-mount. If you do not have a T-Mount Adapter (or prefer to get a spare) we can supply it for most 35mm SLR Cameras for \$7.95. Be sure to give us make and model of your camera when you order a T-Mount Adapter.

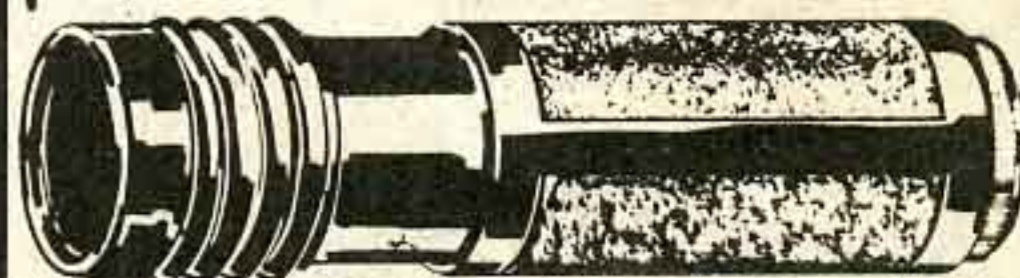


## MonoTel Converter

The Cambron MonoTel is the Eyepiece Component which gives you a complete telescope when you attach it to your lens. Your 50mm becomes a 5-power telescope; your 200mm becomes a 20-power.

STATE  
MODEL OF YOUR  
CAMERA, PLEASE.

# 29<sup>95</sup>



## Sima SF Lens 100mm F/2 Soft Focus Lens System

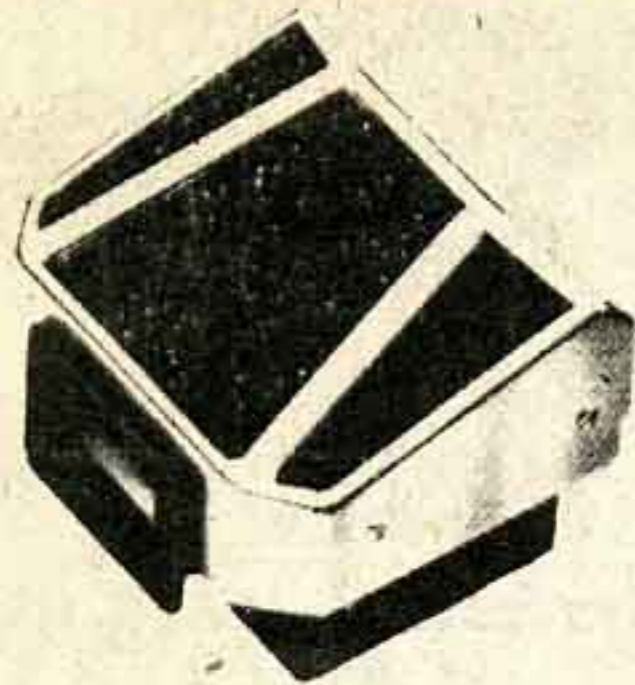
with Macro Focus

Artistic Soft-Focus Effects to simulate "Old Master" Paintings. Degree of Softness can be varied to match Subject. A creative pictorial Tool!

Complete Set  
100mm F2 Lens  
F/4 Disc,  
F5.6 Disc  
ND4X Filter

# 39<sup>95</sup>

# Viewfinders for Classic Exaktas



## Exclusive Shipment: Eyelevel Prisms for Classic Exakta

Guess what we just received? Did you say "PentaPrisms for the Classic Exakta"? The Headline and the Picture must have given it away, huh?

Seriously, we just received an exclusive shipment of brand new Eyelevel Prisms for the Classic Exakta. Once again we can fill orders immediately. We said "immediately", not "indefinitely." All we have is about 500 Prisms and by the time we fill our Back Orders, we'll be lucky if we have 300 Prisms available for new orders. If you want one, don't wait. When they're gone, there may be a wait of two years or more before we get another shipment.

These Prisms fit all Classic Exakta Models (V, VX, VXIIA, VXIIB, VX-1000, VX-500). You have your choice of MicroGrid Rangefinder Insert or Split Image Rangefinder Insert. Tell us which Insert you want or leave the choice to us.

**Eyelevel PentaPrism for Classic Exakta, complete with Focusing Insert, Stock #2037, our regular low price \$49.50, Now on Special Sale, Brand New, only \$42.50 + 1.95 Shippg.**

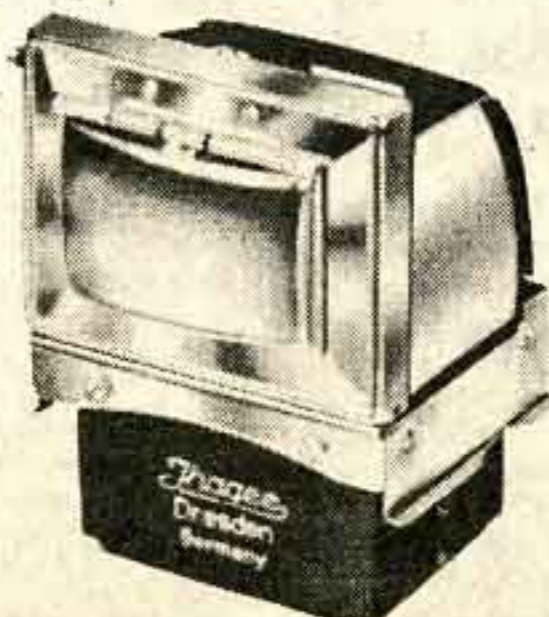
### Used Prisms for Classic Exaktas

Same as above, used, complete with Insert:  
**Class I, very good condition, \$36.50 + 1.95**  
**Class II, average used condition, \$29.50 + 1.95**  
**Class III, usable,**  
**but shows considerable wear, \$24.50 + 1.95**

## Used Hooded Reflex (Waistlevel) Finders

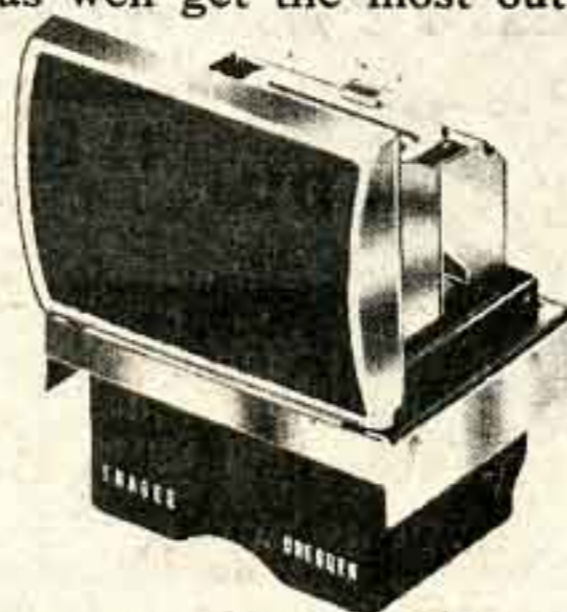
These used Finders are all Original Dresden Exakta Equipment. They are Model C Finders with Fold-Away Focusing Magnifier with Captive (non-removable) UltraFinegrain Viewing/Focusing Screen.

**Model C Waistlevel Finder for the Classic Exakta, very good used condition, Stock Number 1809, \$19.95 + 1.65 Shippg. Chgs.**



## Are you wasting Half the Versatility of your Classic Exakta?

The Classic Exakta has one advantage over the current models: It lets you use the Hooded Reflex Finder. This Finder was dubbed "Waistlevel" Finder although it is much more than just a waistlevel finder. Without the "Waistlevel" Finder you are waisting, oops, I mean wasting, half the versatility of your Exakta. It is really indispensable for many types of shots: You don't have to lie flat on your belly for low-angle shots; You don't have to go into contortions for Macro and Close-Up Shots; And there is no other way of Shooting over the Heads of a Crowd! The "Waistlevel" Finder is an inexpensive way of doubling the scope of your Exakta. If you have a Classic Exakta, you might as well get the most out of it.

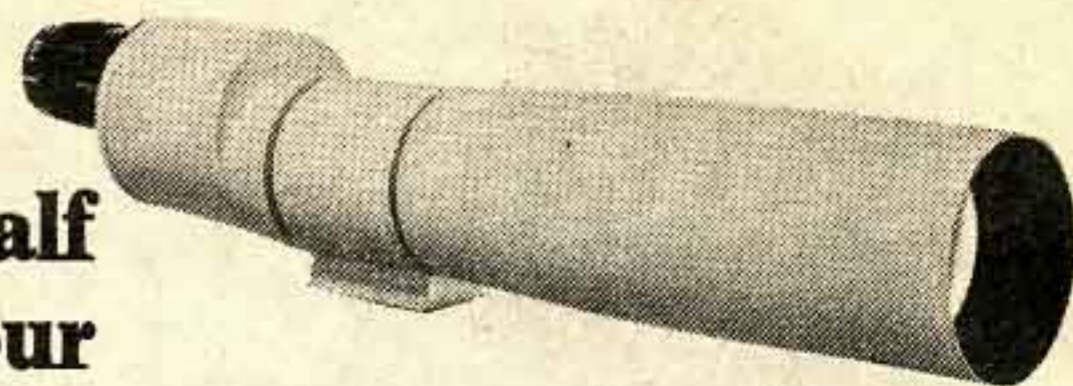


## We have Brand New Waistlevel Finders

Leave it to Seymour's to perform a few minor miracles! Such as offering Brand New Original Dresden-made Finders. At this time we have a fair supply of Brand New Model N Waistlevel Finders. That's the Model with Interchangeable Focusing Inserts.

**Model N Hooded Reflex (Waistlevel) Finder for the Classic Exakta, Stock No.1955, less Insert, Brand New, only \$29.50 + 1.65 Shpg.**

**BONUS BUY:** With every Model N Finder you may order any of the Inserts (such as MicroGrid, Extendar, One-Piece Split-Image, Combolite, or ProxiGrid) at 50% of the price shown. However, you **must** mention "Bonus-Buy" to alert the Order Processor.



## The "Powerhouse" Scope Doubles as Ultra Powerful Telephoto Lens

The "Powerhouse" is a true Prismatic Powerful Spotting Scope. It is superbly corrected and pulls in objects at a great distance, enlarging them 25 times linear which is over 600 times in area! What does this mean? It means that you can recognize the face of a person who is so far away that you cannot see him at all with the naked eye!

Only the most costly Telescopes have Variable Magnification by means of interchangeable Eyepieces. The "Powerhouse" comes with the 25X Eyepiece: you can buy additional Eyepieces which vary the Power to 20X, 30X, and 35X. Only the very best Telescopes are corrected highly enough to be used as Telephoto Lenses. The "Powerhouse" is such a 'scope. With the basic 25X Eyepiece it doubles as a 1250mm Telephoto Lens when you attach the optional Camera Adapter. The 20X Eyepiece gives you a 1,000mm Lens; the 30X, a 1500mm; and the 35X, a 1750mm!!! By buying more than one Camera Adapter you can match one "Powerhouse" to several different makes and models of 35mm SLR Cameras.

If you think that all this is worth a great deal of money, you are right. It is worth a lot but we bring it to you at unbelievably low prices, prices that look more like the early nineteen-thirties than the early nineteen-eighties!

**The "Powerhouse" Prismatic Spotting Scope with 25X Eyepiece, Stock No.2074, only \$99.50 plus 4.65 Shipping Charges.**

**20X Eyepiece, #2074/20, \$18.95**

**30X Eyepiece, #2074/30, \$19.95**

**35X Eyepiece, #2074/35, \$21.95**

(The Basic Scope comes with the 25X Eyepiece; Substitution of other Eyepieces cannot be made: other Eyepieces are additional. However, you may order the three additional Eyepieces as: Eyepiece Set, #2074/S, at the Special Set Price of only \$55.85, saving you \$5.00)

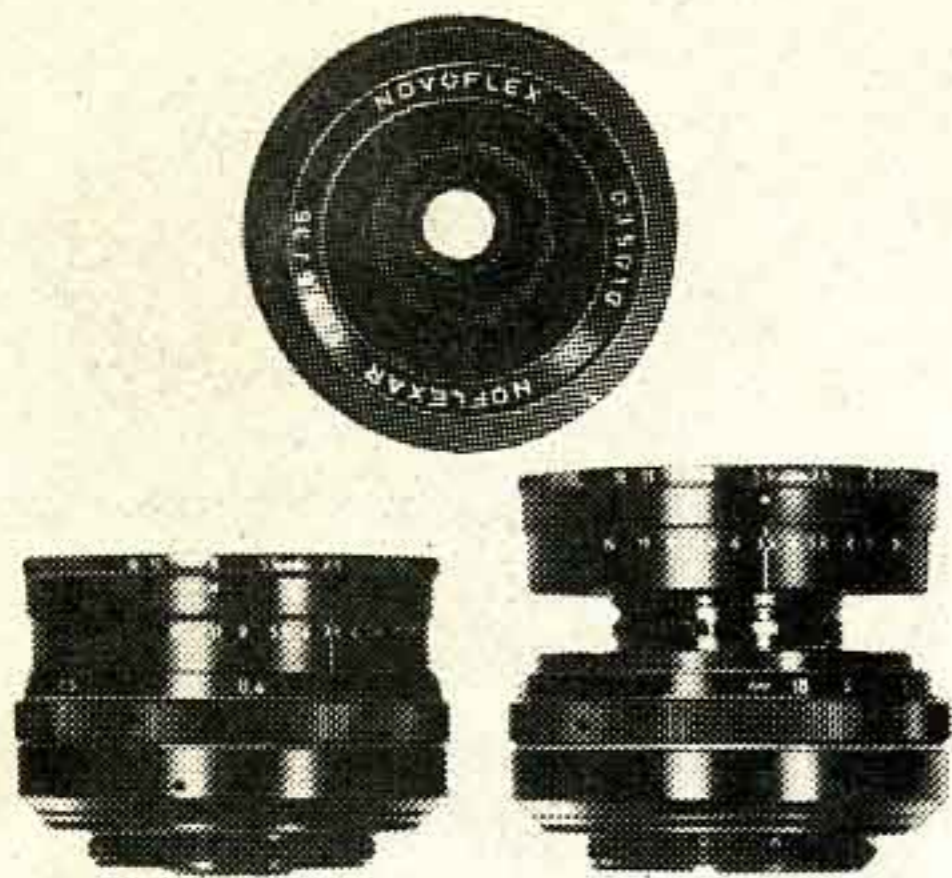
**Camera Adapter (state Make and Model of your Camera) Stock No.2074/CA, \$19.50.**

Remember: The Camera Adapter converts the "Powerhouse" into Ultra Powerful Telephoto Lenses ranging from 1,000mm to 1,750mm as explained above.

**Save even more: Complete "Powerhouse" Outfit, Stock No.2074/OU, consisting of:**

**The "Powerhouse" Scope, all 4 Eyepieces (20X, 25X, 30X, 35X), and one Camera Adapter of your Choice (specify), only \$164.75 + 4.65 Shipping Charges. The Outfit saves you more than \$15.00 over the individual prices.**

**ANY ITEM IN THIS  
ISSUE COMES TO  
YOU ON A 15-DAY  
MONEY-BACK  
TRIAL BASIS**

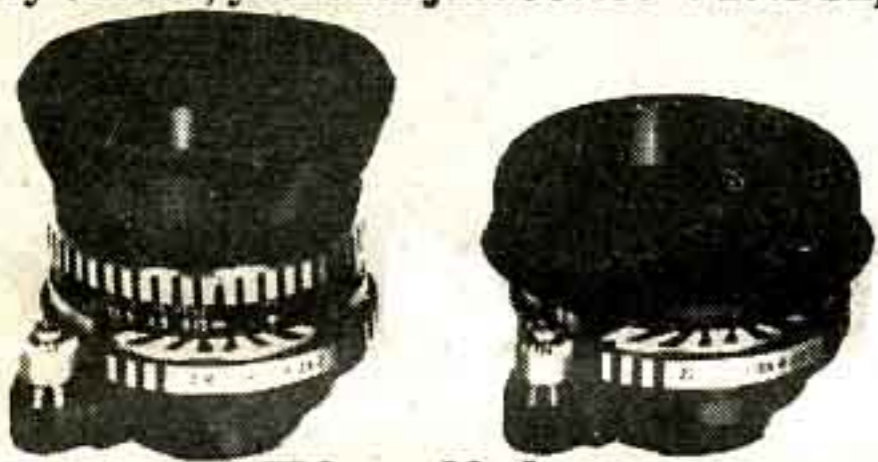


**NOVOFLEX**

**Save \$30.00  
on famous German  
35mm Macro Noflexar**

An Ultra sharp German Macro Lens, made by famous Novoflex, the "MacroPeople". The 35mm F3.5 preset Macro Noflexar has 4 Stages. Stage One gives you a superb Wide Angle Lens with a 63° Angle and a Focus Range from Infinity to 16 inches. Stages 2, 3, and 4 convert the lens into a Macro Lens, extending the Focus Range to less than three inches!

The Macro Noflexar can be used with all Exakta Models, including the EDX Models. **35mm F3.5 preset Novoflex Macro Noflexar, Stock No.2041, shown in previous issue of EEIS at \$97.50 [which was already a low price for a lens of this caliber!] now reduced by \$30.00, yours for just \$67.50 + 2.45 Shpg.**



**Flexible  
Rubber Shades**

These Flexible Rubber Shades are the ultimate in convenience. No longer do you have to remove your sunshade when you close your camera case or when you put your lenses back into their cases. The Shade **folds back** over the lens, serving as additional protection against scratches or scuffs. When you **need** the shade, just give it a flip, and it's in place, instantly.

The Flexible Rubber Shades come in Custom Sizes: You do not need adapters to attach them. The Stock No. is 1812, **followed by the mm Size**. Example? For a 49mm Rubber Shade, use **Stock Number 1812/49**. The Flexible Rubber Shades come in the following Sizes: 46mm, 48mm, 49mm, 52mm, 54mm, 55mm and 58mm. Larger Sizes are also available, at slightly higher prices. Request Quotations on Larger Sizes, stating Sizes Needed.

**Flexible Rubber Shades, Stock No. 1812/-- \$4.95 each plus 35c Shipping Charges**  
3 for \$12.95 + 45c      6 for \$24.00 + 50c



**180mm F2.8 Automatic  
'Olympia' Sonnar**

Once more we can offer you the Out-of-this-World German Jena **Olympia Sonnar**. Fast. Sharp. Automatic. The supply is very limited and all orders will be processed on a first-come basis. Fair?

The Olympia Sonnar is available for all the Classic Exakta Models, the ExaktaRTL-1000, the Exakta Twin TL, the Praktisix, the Pentaccon Six, and for all Universal 42mm Thread Cameras. Be sure to tell us which model you want.

**180mm F2.8 Fully Automatic Jena 'Olympia' Sonnar, Stock No.2054, \$289.50 + 4.85 Shpg**  
Be sure to state Model wanted!



**EEIS Readers  
save \$100.00  
on 35mm to 100mm  
AUTO ZOOM LENS  
for EDX-3 and EDX-2**

In the previous issue of EEIS we showed our 35mm to 100mm F3.5 Automatic, Meter-Coupled Zoom Lens for the EDX Models. Since this lens covers wide angle/normal/telephoto applications as well as Macro (close-Up) Ranges and makes changing of lenses unnecessary, it quickly became a favorite with EDX Owners.

When we sell in large quantities, we can buy in large quantities. We dangled a very large order, at a very low price, right in front of our supplier's hungry eyes. After an internal struggle (lasting all of fifteen seconds) he gasped "Yes!" and we realized that we had committed ourselves to a big purchase.

When we **buy** a large quantity, we have to **sell** a large quantity. OK, we **will** sell a large quantity. The Lens was shown on Page 3 of EEIS No.1280 at \$298.50. How would you like to buy it at an incredible \$100.00 price reduction? (Read that again! It's true!)

**35mm to 100mm F3.5 Fully Automatic, Meter-Coupled Macro Zoom Topcor, Stock Number 2048, Incredibly low Seymour priced at only \$198.50 + 3.65 Shipping Charges.** Anything to trade in? Let us know!

**EEIS SPECIAL  
Save \$50.00 on  
Powerful Macro Zoom**

One of the Best Sellers in Issue #1280 was the 85mm to 210mm F4.5 Macro Zoom Lens for the EDX-3 and the EDX-2.

There are good reasons for the popularity of this excellent Zoom Lens:

- Peak Sharpness at every focal length
  - Wide Zooming Range
  - Takes the place of a Portrait Lens, a Standard Telephoto Lens, and a Distance-Swallowing Long Telephoto Lens
  - Macro Range for Close-Up Work
  - Fully Automatic
  - Meter-Coupled for Wide-Open Metering
  - Fits Exakta EDX-3 and Exakta EDX-2
- 85mm to 210mm F4.5 Macro Zoom for EDX Models, Stock No.2084, our regular low price \$298.50 [see EEIS #1280]; now EEIS Sale Priced at only \$249.50 + 3.65 Shipping.** Lay out even less money: Tell us what you would like to swap and request a Swap Deal.

**Movie  
Enlarger**



- Enlarges 8mm and Super 8 to 35mm
- Makes Slides
- Makes Negatives

**49<sup>50</sup>**

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

# My Camera has a Built-in Meter. I don't need a Hand Held Meter. Or do I?

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

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

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

## Our Best Exposure Meter.

The new Capitol D-1 Exposure Meter has a Dual Range Switch (Hi and Lo) for greater accuracy. It measures both Reflected Light and Incident Light. And...it has a Zero Adjust Slot!



The most important "feature" of the D-1 Meter is its uncanny accuracy. Watch the pointer go to the correct reading and stay there, unwaveringly.

The other important features are:

- Reflected Light AND Incident Light Readings
- High and Low Range Switch
- Shutter Speeds from 4 Minutes to 1/4000 second!
- F/Opening from F0.7 (Zero Point Seven!!) to F/45
- EV down to -4 (Minus Four!! That's 5 below EV 1!)
- ASA Film Speeds from 6 to 6400.
- Movie Exposures, too: from 8 to 64 frames per sec.

Additional Important Features:

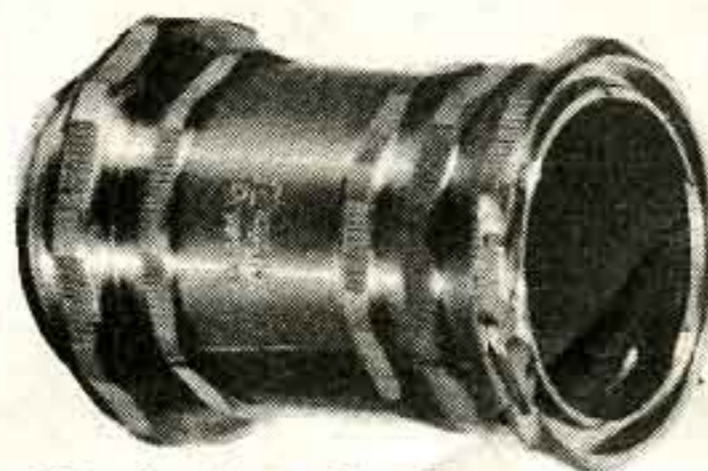
- On/Off Switch
- One-Hand Operation
- zero Adjust Slot
- Built-in Battery Tester

The D-1 Exposure Meter is truly our Best Meter. D-1 Super Sensitive Electronic Exposure Meter, Stock No.1995, \$29.95 + 1.65 Shipping Charges.



## Original Ihagee German Proxette Exakta Bellows

Where can you get the Original Dresden-made Bellows? At Seymour's, that's where! Built like a Battleship, all Metal, with Genuine Leather (!) Bellows! This Original Ihagee Bellows Unit is considered an excellent buy at the published price of \$59.50. We offer it to you for just half that price: **Original Ihagee German Proxette Exakta Bellows, Stock No.1936, Seymour-Priced at an unbelievably low \$29.75 + 2.45 Shipping Charges.**

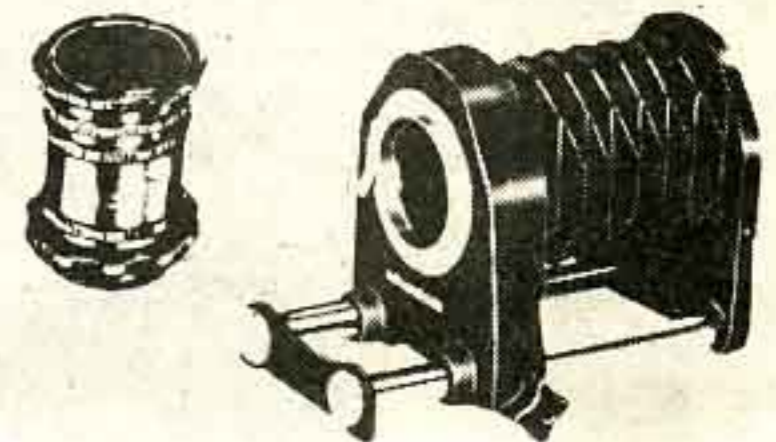


## Original Ihagee German Chrome Extension Tubes

This is the Top-of-the-Line DeLuxe Macro Set with Rotating Collet (to permit convenient rotation of the markings on your Lens.) Five individually machined parts. No stampings. No castings: Superb Precision. True German Craftsmanship.

At the published price of \$29.50 this deLuxe Set is considered an unusual value. Just compare the price with Tubes for the other leading SLRs. Now Seymour's lets you buy the Set at half the published price! We buy direct and sell at a low mark-up.

**Original Ihagee deLuxe 5-part Chrome Extension Tube Set, Stock No.2005, Seymour-Priced at an unbelievably low \$14.75 + 1.65 Shipping Charges.**



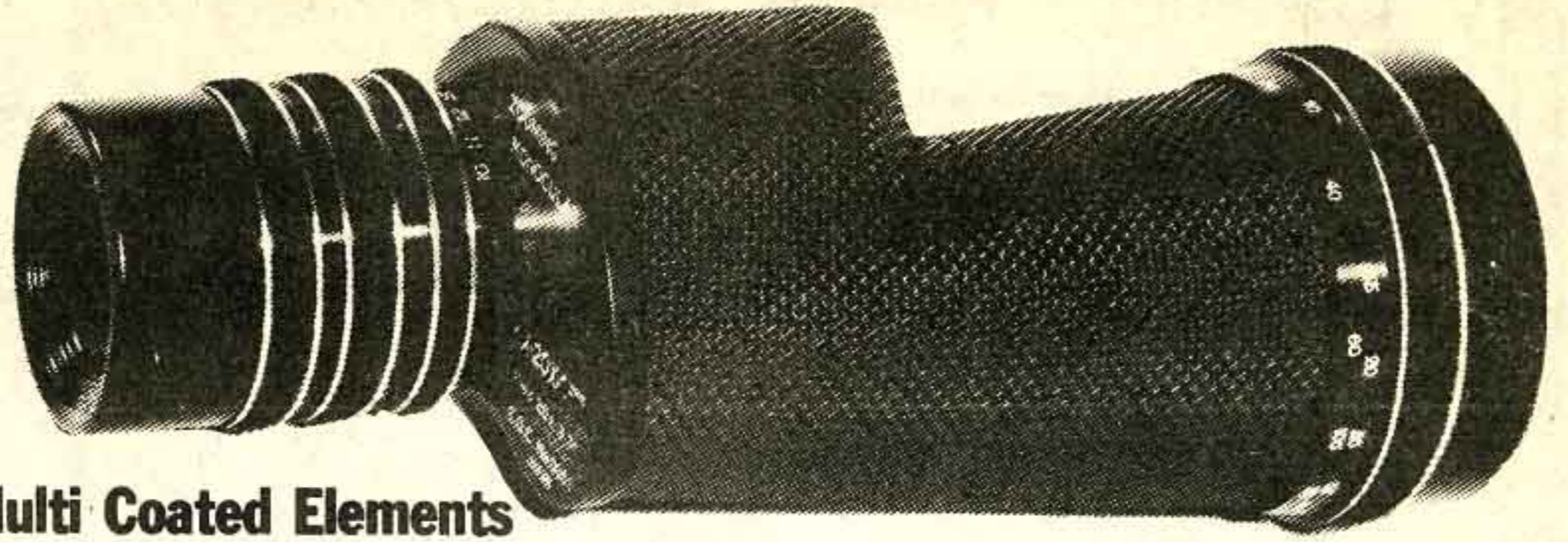
Did I hear you say: "If I have the Bellows, I won't need the Tubes" ? Pardon me for contradicting you: You are wrong! Let me quote from Binno Garasu's Folio "Better Close-Ups Every Time": --The Extension of a Bellows usually starts where the Tubes leave off. Owning both Tubes and Bellows is therefore no extravagant luxury."

In other words: You need both. **COMBINATION DEAL Stock#1499: Original Ihagee Proxette Exakta Bellows PLUS Original Ihagee deLuxe Chrome Macro Extension Tubes, Special Combination Price for BOTH: \$37.50 + 2.45 Shipping Charges.**

**SPECIAL BONUS:** We want you to get the most out of your Bellows/Tubes Combination. With every Combination Deal you may request a copy of Binno Garasu's Folio "Better Close-Ups Every Time" without charge. But you must request it at the time you order the Deal.



Read  
*what they say  
 about the*  
**Cambron  
 Mono Zoom**  
 10x to 20x Telephoto  
 Zoom Monocular



**7 Multi Coated Elements**

Herbert Keppler, Publisher of Modern Photography Magazine, devoted an entire article to the CAMBRON MONO ZOOM. With his kind permission we reprint excerpts from the article. Limited space makes it impossible to reprint the article in its entirety but you can read the whole article on Pages 74 and 75 of the October 1980 Issue of Modern Photography. Keppler says:

Does a 500 to 1000mm or more zoom lens you can fit in an average gadget bag tickle your interest a bit?.... No, 'tis no Keppler pipe dream but a zoom monocular (half a binocular) which threads onto the front of your camera's normal lens and gives you results equivalent in magnification to a 500-1000mm zoom lens. ....I learned that this particular modern monocular had a magnification range to boggle the mind -10X to 20X- and had been designed to serve equally well as a compact visual telescope and a camera attachment...I snooped on many a subject who didn't dream that I was taking close-ups of him/her, from about a quarter mile or so away (see photos). The monocular is equally usable for animal photography, and its ability to close focus to 10 ft. allows you to really zero in on a bird.

....To attach it to the front of your camera lens, you use an adapter...Cleverly, the designers have made the eyepiece barrel of rubberish material which minimizes the possibility of causing damage to the lens....A front eyepiece ring controls zooming from 10X to 20X. The front of the Monocular has a focusing ring marked in meters and feet.

....you might get it into your head to stretch things further by using a longer-focal-length normal lens. Can you? Sure. A 100mm camera lens, for instance, gives you a 1000mm to 2000mm equivalent....

How does the MonoZoom compare with a regular 1000mm focal-length lens? The Mono Zoom is remarkably good for the price and convenience but the 1000mm lens (which probably costs ten times as much) is very definitely superior. Ten times as superior? Well.....

And when you tire of poking your lens here and there, you'll find the Mono Zoom an excellent 10-20 X 60mm compact telescope. More fun than a 1000mm lens? I can tell you.

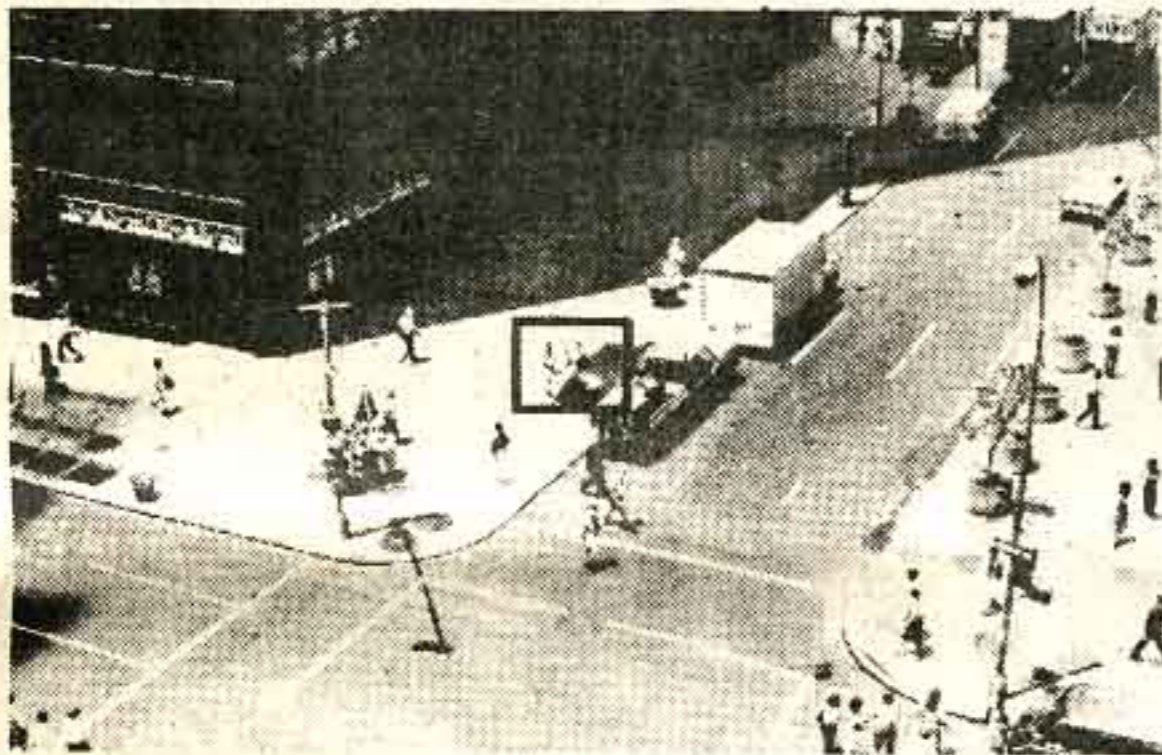
**All the above is from Mr. Keppler's article, word for word! We are very proud of the very**

**enthusiastic evaluation of the CAMBRON Mono Zoom. There is little left for us to add. Mr. Keppler has said it all, more beautifully and more complete than we could have said it. And the pictures are his, too!**

We did not test the performance of the Mono Zoom as a 2000mm lens but we take Mr. K's word for it that it works. We did test it with a 50mm lens at focal lengths from 500mm to 1000mm and our own tests gave us results which were just as amazing as those taken by the Magazine (which are reprinted here). We would have liked to see the snooping pictures which Mr. K. mentions but he never showed them to us. Neither did he show us the him/her pictures. Ah, well.....

Get yourself a CAMBRON Mono Zoom and take your own him/her pictures or do some visual snooping. Or do some Telephoto work for your Sunday School Class.

**CAMBRON MonoZoom 10X to 20X Dual Purpose Monocular/Telephoto, only \$89.95 Lens Adapter [please give Diameter of your Normal Lens] only \$6.95. Protective Case included.**



**Here's the whole scene.** Tiny rectangle indicates subject we'll be shooting.



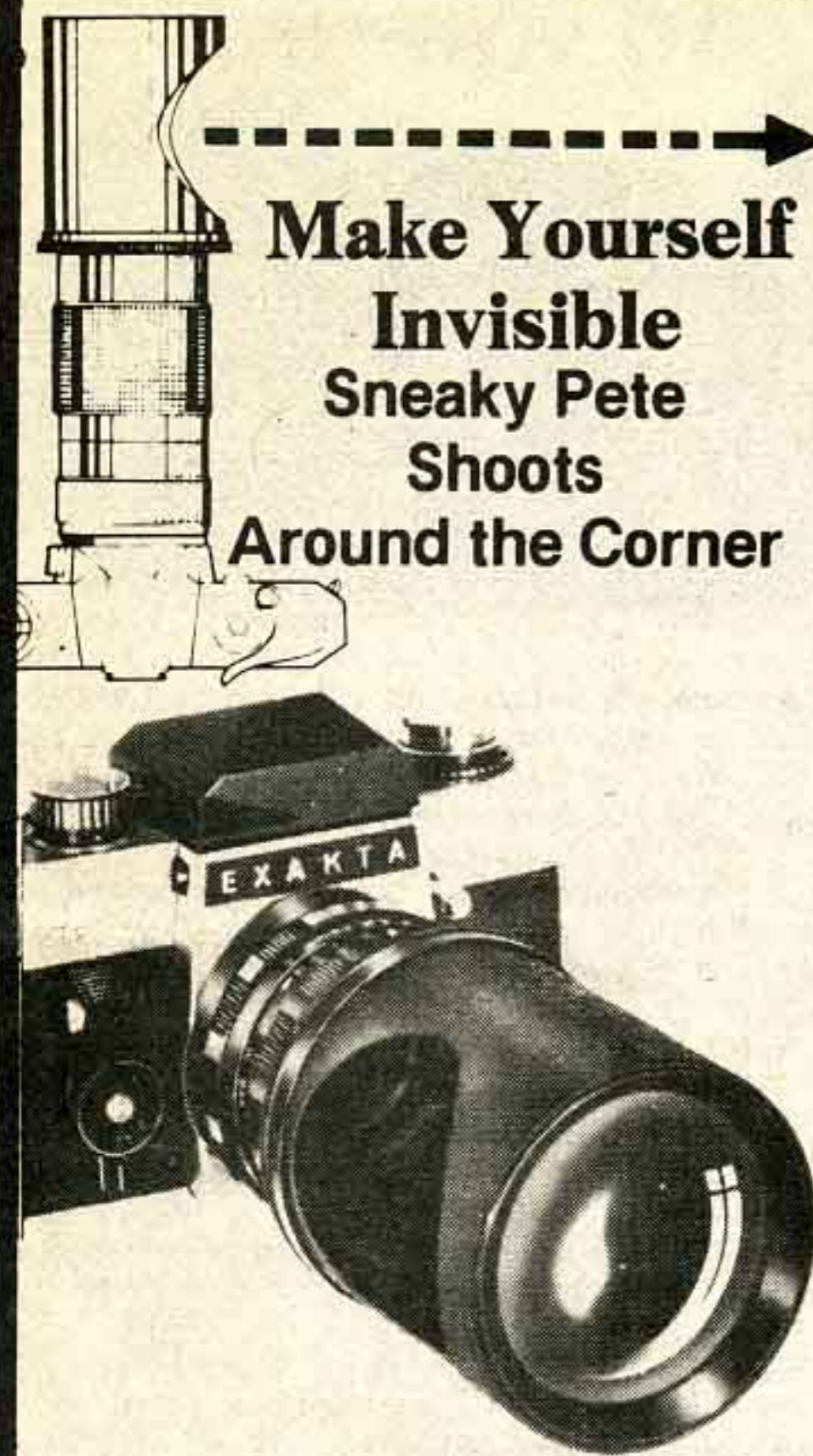
**15X with 50mm=750mm:** About 50 percent closer with magnification ring half way.



**10X with 50mm=500mm:** Mono Zoom really pulls in subject. Aperture is about f/11.



**20X with 50mm=1000mm:** Maximum power, aperture about f/8.



**Make Yourself Invisible Sneaky Pete Shoots Around the Corner**

Have you ever let a picture opportunity go by because your subject would have seen you take the picture? Have you ever wished you were invisible to your subject? Think of all the shots you could have bagged! Well, you **can** make yourself invisible to your subject. The amazing **SNEAKY PETE** is an ingenious Mirror Attachment which goes on your lens and lets you photograph anything and anybody without the subject seeing you do it!

The Instrument looks like a Telephoto Lens and has a fake "Front Element". Everybody thinks you are shooting straight ahead but you actually shoot at 90 degrees to the direction in which you point the camera! Nobody suspects you and you can take all the "forbidden" pictures you want.

Sneaky Pete does not require any exposure increase, nor does it change the size of your picture: Your 50mm Lens remains a 50mm Lens, your 135mm Lens remains a 135mm Lens, and so on. You can use the Instrument on **any** camera but you will find it easiest to use on a Single Lens Reflex where you see the image in the viewfinder.

Sneaky Pete has a Series VII Thread which fits into a Front Lens Adapter to match your Lens. Use different Lens Adapters to switch your Sneaky Pete from lens to lens.

**Sneaky Pete 90-Degree Lens Attachment, Stock No.1912, only \$29.95 + 1.45 Shipping**  
**Front Lens Adapter (state Diameter of Lens in mm) \$4.95 each.**

**SAVE!**

**Prices Reduced**

These superb German Lenses will fit all Exakta Models, the Classic Exaktas, the RTL-1000, the EDX-3, and, with the Adapter TW/CLA (9.95) even the Exakta Twin TL. We have reduced the prices from the previous issue of EEIS to enable every Exakta Owner to buy one or more of these Best-Selling Lenses. We will honor orders until supplies are exhausted. Send your order right away. Don't wait!

**Famous German Meyer-Optik Lenses:**  
 150mm F5.5 preset TeleMegor, was \$99.50, **Now reduced to \$79.50**  
 180mm F3.5 preset Primotar was \$89.50, **Now reduced to \$69.50**  
 250mm F5.5 preset TeleMegor was \$129.50, **Now reduced to \$99.50**

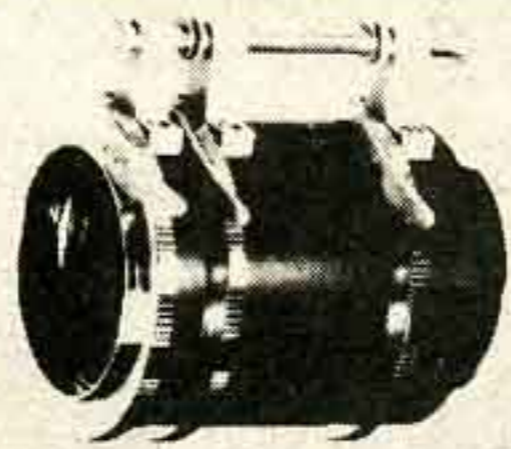
**Famous German Schneider-Isco Lenses**  
 135mm F2.8 preset Tele-Isaron was \$89.50, **Now reduced to \$59.50**  
 180mm F2.8 preset Tele-Isaron was \$179.50, **Now reduced to \$149.50**

**Otto's Advice**

It seems only yesterday but it's actually twenty-five years ago that Otto, the man in charge of our Service Lab, coined his often-quoted saying: "Take care of your Exakta and it will take care of you almost forever!" True today as it was then!

Have your camera serviced periodically **before** things go wrong. Otto initiated the "Service Package" 25 years ago. It is still being done the Otto Way: Your camera is cleaned, the caked-up old lubricant is removed, the works are re-lubricated, shutter speeds, focus and synchronization are checked and minor adjustments are made without additional charge. Remember, though, that replacement of parts or the repair of serious malfunctions are not included in the Service Package Price. If such malfunctions are discovered, you will be notified.

**Service Package, as described above, \$39.50.**  
 Return Shipping Charges \$2.95.



**Automatic Macro Tubes for Classic Exakta**

This Set of Automatic Tubes consists of 3 self-contained tubes. All three tubes have male and female bayonets. Each tube can be used by itself or in any combination. The tubes couple the automatic release of your lenses to the shutter release of the camera and your automatic lenses remain automatic for Close-Up Work.

**Automatic Tubes, External, Set of 3, Stock No. 2007, \$18.95 + 75c Shipping**  
**Bonus Buy: Order \$20.00 or more of other items, and add the Auto Macro Tubes for only \$12.85 + 75c!**

**Reverse Adapters**

To squeeze the last drop of sharpness out of your lenses, you should reverse them when you use them for Close-Up and Macro Work. Reversing the lens restores the correct optical relationship and substantially increases resolution for Close-Up and Macro Work.

There are two special Reverse Adapters, both designed especially for the Macro Tubes. They screw directly into the threaded parts of the Tubes. (The Thread Size of the Tubes is known as the "B" Thread.) Ring R-49-B has a 49mm Male Thread to fit directly into most standard Exakta Lenses (Pancolar, Automatic Biotar, Automatic Tessar, Oreston, etc.). Ring R-VII-B has a Series VII thread and fits all lenses with thread sizes other than 49mm. A Lens Adapter is required for this Ring. When you order the Reversing R-VII-B and the Lens Adapter, be sure to give the front diameter of the lens with which you want to use it.

**Reverse Adapter, R-49-B, Stock No. 2115, \$4.35 + 35c Shipping**  
**Reverse Adapter, R-VII-B, Stock No. 2116, \$4.35 + 35c Shipping**  
**Lens Adapter, Series VII, Stock No. 77, \$3.95 + 25c Shipping**  
**Bonus Buys:** If purchased with Ihagee Macro Tubes:  
 R-49-B, if bought with Tubes, \$2.15  
 Combination R-VII-B plus Lens Adapter, if bought with Tubes, \$3.98

**"Build-Up" Close-Up Lenses**

The simplest and easiest way to take Close-Ups is with Auxiliary Close-Up Lenses which are screwed into the Prime Lens. They permit a wide range of image ratios without extension tubes, without bellows, and without macro lenses. When used with automatic lenses, they retain the automatic operation of the lens. Best of all, they do not require any exposure increase.

The "Build-Up" Close-Up Lenses come in a Set of 3: Plus One, Plus Two, and Plus Three (1, 2, and 3 Diopters) They are threaded front and back which enables you to

use them singly or in any combination. This means that, in addition to the basic Plus One, Plus Two and Plus Three, the Set builds up to Plus Four, Plus Five, and Plus Six (4, 5, and 6 Diopters), giving you a tremendous range of Close-Up Ratios.

The "Build-Up" Close-Up Lenses can be used with Lenses of any Focal Length. The mm size refers to the Diameter of your lens, NOT the Focal Length!

**Set of 3 Build-Up Close-Up Lenses, Stock No.1860:**  
 46mm and 49mm, \$16.50 + 85c Shippg. Chgs.  
 52mm and 55mm, \$18.95 + 85c Shippg. Chgs.  
 58mm and 62mm, \$29.50 + 85c Shippg. Chgs.  
 67mm, \$39.50 + 85c Shippg. Chgs.

## New Additions to the Lens Arsenal of the EDX-3 and the EDX-2

The ever increasing List of Lenses for the EDX Models has been enriched by two superb Wide Angle Lenses.

### Ultra-Ultra Wide 17mm F3.5 Lens

In the previous issue of EEIS we told you that there are EDX Lenses from 24mm to 400mm. Trust Exakta to extend this List: We can now supply an ultra-ultra-wide 17mm F3.5 Wide Angle Lens for the EDX-3 and the EDX-2. It is fully automatic and meter-coupled. Use it for super wide angle shots or for special-effect photography. While ultra-ultra-wide-angle lenses do not come cheap, we offer our new Tamron Lens at a typically low Seymour Price. Buy it and use it for those truly unusual shots: you will have more fun with the 17mm Lens than with any other lens you own.

**17mm F3.5 Fully Automatic, Meter-Coupled Tamron Ultra-Ultra-Wide-Angle Lens, Stock Number 2024, only \$249.50 + 2.95 Shippg. Case, optional, \$9.50.**

**Trades? Sure! What do you have?**

### 24mm Wide Angle for EDX Models by Famous Soligor

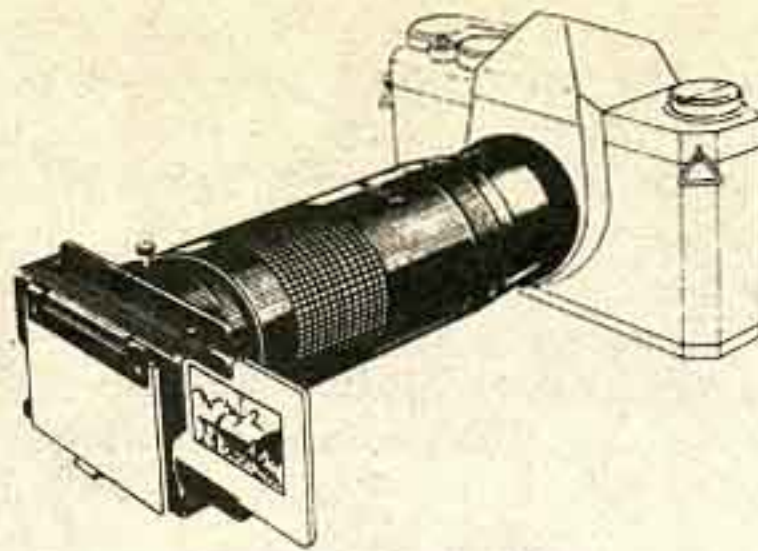
More and more Lens Makers are discovering the ever increasing market of the new Exakta Models. The latest manufacturer to get on the bandwagon is Soligor. Welcome aboard! Soligor is now contributing a superb Wide Angle Lens: the 24mm F2.8 Fully Automatic Meter-Coupled Soligor. We don't have to say anything about the quality of Soligor Lenses. If you know lenses, you know!

The most amazing "feature" of this lens is the Lens Opening: F2.8! Traditionally, 24mm Super Wide Angle Lenses had a speed of 5.6. Some went to an amazing F/4 but demanding a price approaching four digits. It was quite a challenge for the designers of the lens. They put the huge mainframe computer to work. The result: a superbly corrected super wide ultra fast lens at a price that looks as if somebody had moved the decimal point by mistake.

**24mm F2.8 Fully Automatic, Meter-Coupled Soligor Wide Angle Lens, Stock No.2010, Seymour Priced at only \$129.50 + 2.45 Shpg.**

### Pre-Loved Exakta Equipment

Interested in pre-loved, pre-owned Seymour-Rebuilt Exakta Items? For Seymour-Rebuilt Exaktas ask for List SREC. For Used Exakta Lenses ask for List ULL.



### Slide Duplicators

Use your own 35mm SLR Camera to make Duplicate Copies of your Slides. Also: Negatives from Slides. Positives from Negatives. Color or Black-and-White.

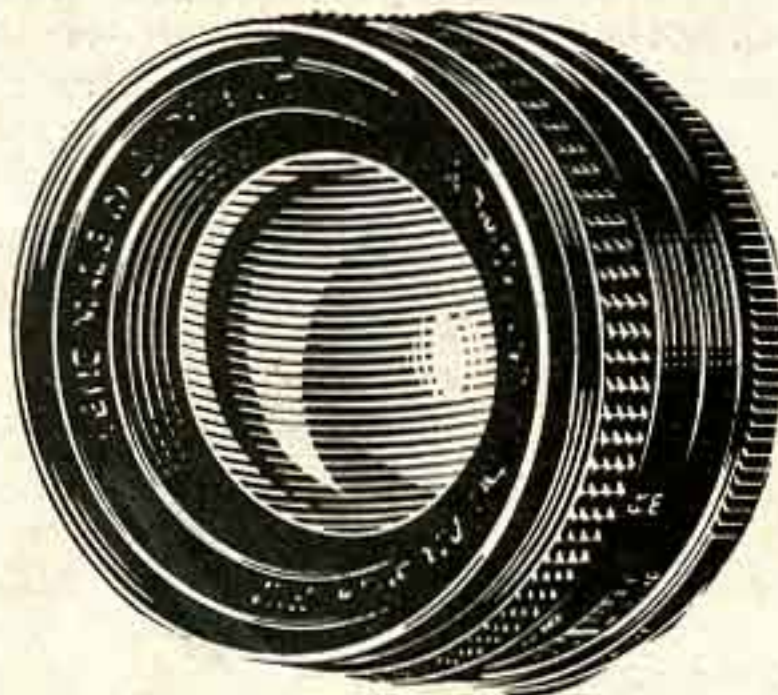
**Model A (Standard)** Makes exact 1:1 Copies **29<sup>95</sup>**

**Model Z (Zoom)** Makes Copies from 1:1 to 2:1 **39<sup>95</sup>**

**Model S/Z (Super Zoom)** Makes Copies from 1:1 to 2.5:1 **49<sup>95</sup>**

All Models are equipped with internal High-Resolution Copying Lens.

All Models have Standard T-Mount Fitting and will accept your T-Adapter. If you do not have a T-Adapter we can supply one for almost any 35mm SLR Camera for \$7.95. Be sure to state make and model of your camera if you order a T-Adapter.



### CLOSE-OUT 35mm F2.8 Wide Angle Lens

Did you miss the announcement in the last Issue telling you that we wanted to clear the shelves of the small remaining quantity of the Mosler Wide Angle Lens at a true Close-Out Price? Many customers took advantage of this opportunity. We are now offering the small remaining stock at the same incredibly low price and will continue to fill orders till they are gone.

The 35mm F2.8 Mosler Wide Angle Lens fits all Classic Exaktas, Exakta RTL-1000, Exakta EDX-3 and EDX-2 and, with the Adapter TW/CLA (which costs \$9.95), the Exakta TwinTL as well. All optical elements are anti-reflection coated. Smooth-operating Click-Stop Diaphragm. "Professional" Black Finish. 65 Degree Angle of Coverage. **35mm F2.8 Mosler Wide Angle Lens, Close-Out Price : an incredible \$24.50 + 1.95 Shpg.**



### Special EEIS Sale on Carenar Lenses for EDX Models

While you can use your older lenses in the new Exakta Models EDX-3 and EDX-2, you will have to use the camera in the "Stop-Down" Metering Mode. Take advantage of the "Wide-Open" Metering Capability of the new EDX Models with these excellent automatic, meter-coupled Carenar Lenses. Pocket a nice price reduction, too, and we will even accept trades at these reduced Sale Prices!

- 35mm F2.8 Auto Carenar, Stock No.2011 Reg.\* \$77.95, Sale Price \$57.95
- 28mm F2.8 Auto Carenar, Stock No.2012 Reg.\* \$93.45, Sale Price \$67.95
- 135mm F2.8 Auto Carenar, Stock No. 2013 Reg.\* \$89.50, Sale Price \$67.95
- 200mm F3.5 Auto Carenar, Stock No. 2014 Reg.\* \$95.45, Sale Price \$67.95

Shipping Charges: \$1.95 per Lens.

**CASES:** We will supply cases with the above lenses without charge provided you request the cases on your Lens Order

\*See Page Three, EEIS No.1280.

### Save even more in "Sets"

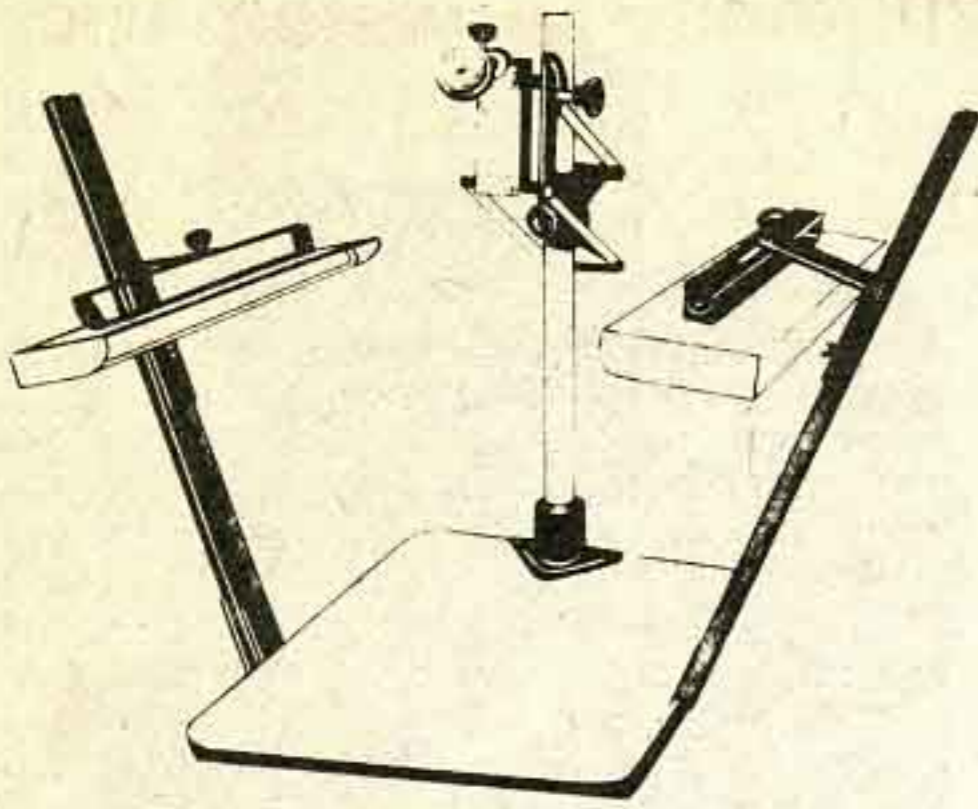
We have made up Special Package Deals, Lens "Sets", at additional savings, if you buy more than one Carenar Lens. To be eligible for the "Set" Price, you must order the lenses in a "Set" at the same time.

- AUTO CARENAR LENSES IN SETS:**
- 35mm and one additional lens .....\$112.95
  - 35mm and two additional lenses .....\$174.95
  - All four Auto Carenar Lenses .....\$225.95
  - 28mm and 135mm Auto Carenars ....\$119.95
  - 28mm and 200mm AutoCarenars .....\$119.95
  - 135mm and 200mm Auto Carenars...\$119.95
  - 28mm, 135mm, and 200mm Lenses ..\$179.95
- Shipping Charges:

- 1 Lens \$1.95. 2 Lenses \$2.45. 3 Lenses \$2.95
- Complete Set of 4 Lenses \$3.45

**CASES:** We will supply cases with the above lenses without charge provided you request the cases at time of order.

**TRADES:** Yes, we accept trades, even at the special sale prices and at the Combination "Set" Prices. Send your order and your Trade-ins for an Exchange Quotation. This does not obligate you in any way.



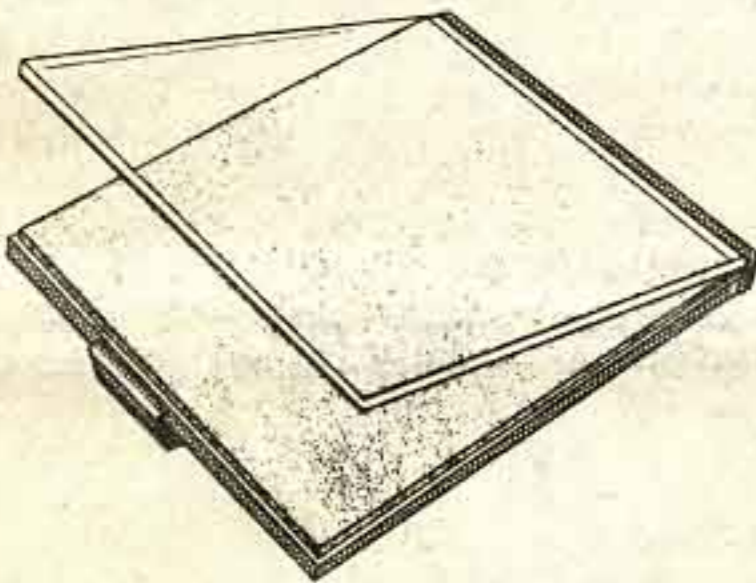
## Save \$25.00 on Combination "Daylights" and deLuxe Copy Stand

Until now it was not possible to use Daylight Color Film with Copy Lights. From now on you can use the same Daylight Color Film for all your Outdoor Shots, all your Strobe-light Shots, and all your Copying and Close-Up Work! These new Fluorescent Copy Lights are perfectly matched to your Daylight Color Film. Their Color Temperature is exactly 5500 Degrees Kelvin!

The Unit consists of two special movable and adjustable Reflectors and two Special Fluorescent Tubes. The Tubes are 18 inches long and provide an even, balanced light for originals up to 14" square. The Unit fastens to the underside of a wood baseboard. (The Copy Stand and the Baseboard are not included in the price of the lights. See below.)

**Daylight Copy Lights, complete, only \$129.50**  
The Lights are shown on our Pantomax Copy Stand with Pantograph Camera Suspension,  
Priced at only \$69.00

**SPECIAL COMBINATION: Pantomax Copy Stand AND Daylight Copy Lights, BOTH for only \$174.50**

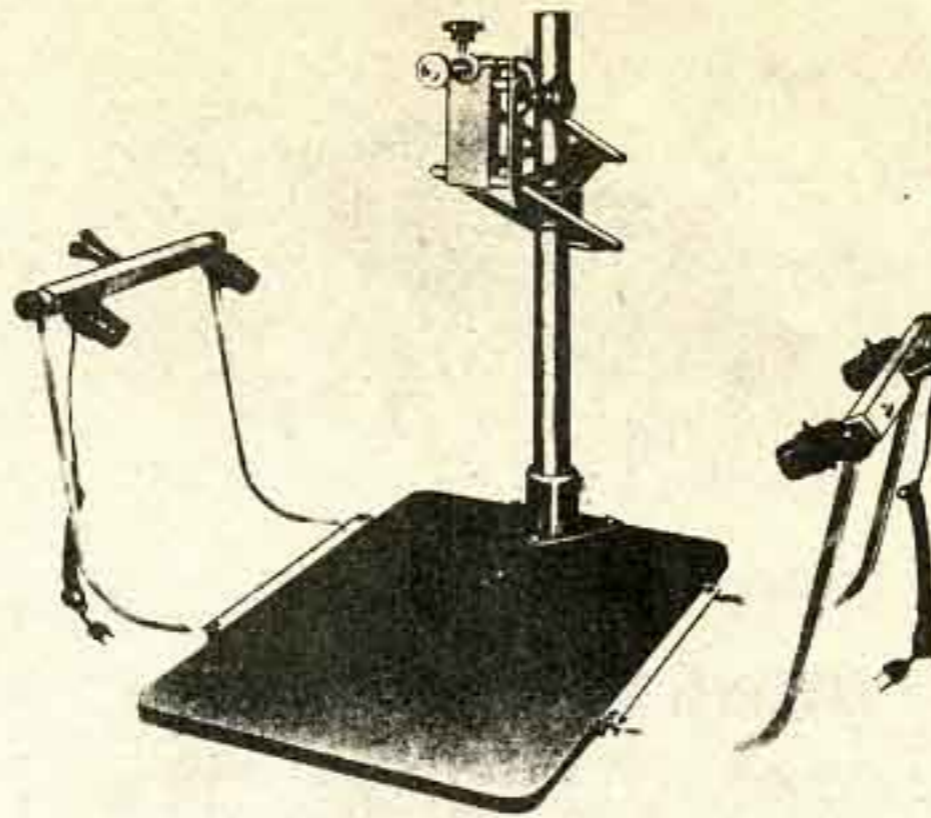


## NEW! "Proof-Ease" Combination Proofing Frame and Borderless Easel

"Proof-Ease" accepts negatives in any combination up to 8½" x 11" Negative Holder Sheets (the ones that fit into a 3-Ring Binder). That's why it's wider and higher than other proofers. "Proof-Ease" can also be used as an Enlarging Easel for Borderless Prints.

- Heavy Duty Beveled-Edge Glass
- Thick Foam Cushion for Perfect Contact
- All-Steel Base
- Rubber Bumpers
- Positive Top Locking Mechanism
- Quality Construction

**Proof-Ease Proofing Frame only \$29.50**



## Pantomax Copy Stand

The new Pantomax is a Copy Stand which employs the Pantograph Camera Suspension Principle. This permits quick "last-second" height adjustments without moving the Suspension Arm at the Upright.

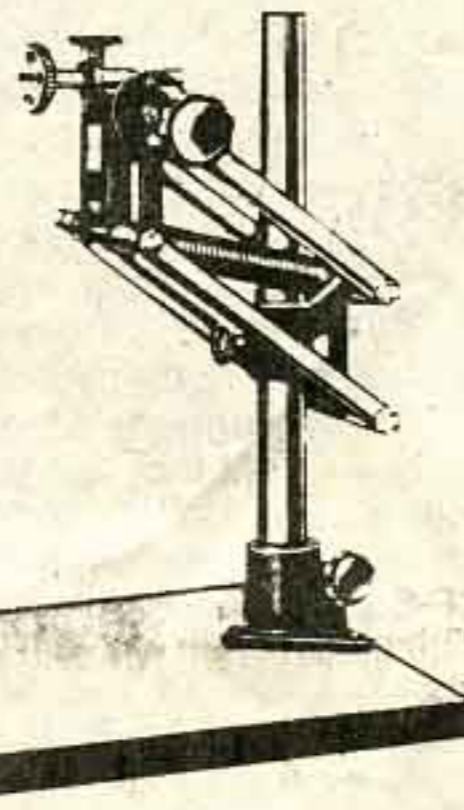
- Two 1½" Diameter 19" Long Chrome Posts
- 38" Full Height
- Suspension Arm Travels Entire Length
- Sturdy 16" x 22" Baseboard
- Lateral Bracket for Precise Centering
- Precision Engineering

**Pantomax Copy Stand, less light fixtures, Excellent Value, only \$69.50**

Light Fixtures (2), "Maxilite", for use with Reflector Type Bulbs (bulbs not included)

Priced at only \$44.50

**COMBINATION PRICE! Buy both items at the same time and save even more: Combination Pantomax and Maxilites \$99.75**



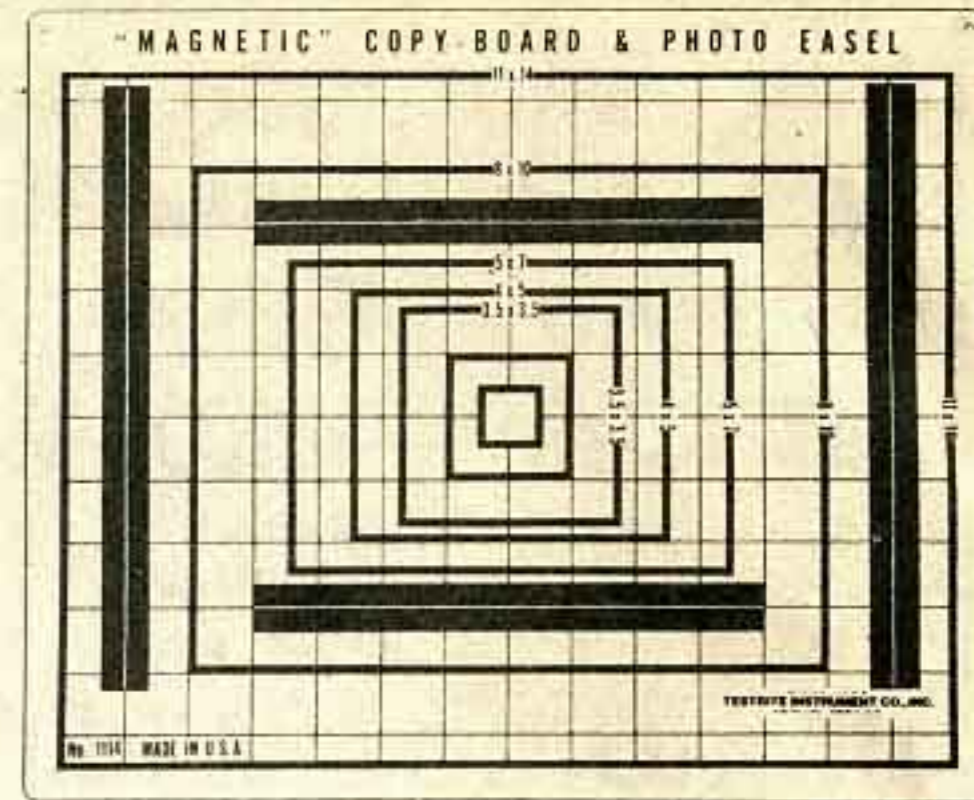
## Super Pantomax Copy Stand

The Super Pantomax follows the suspension principle of the Standard Pantomax. However, it is an Extra-Heavy-Duty Unit with a Parallelogram Arm which is 3 inches longer than the one of the Standard Pantomax. The Extra Sturdy Baseboard is 19 x 23 inches.

The Super Pantomax is our best, sturdiest, and most sophisticated Copy Stand. It will accommodate all the Light Units shown, including the Maxilites and the "Daylight" Color Lights.

**Super Pantomax Copy Stand, only \$99.50**

**Our Telephone:  
(212) 691-7799**



## Magnetic Board

If you ever copy pictures, printed sheets, or flat originals of any kind, you need our new Magnetic Board. It is the only board which does not need tacks, tape, or sticky stuff to attach the original. It comes with four magnetic hold-down strips which cling to the board where you put them and holds your original absolutely flat without damaging it. You can mount the board on a wall or lay it down on your copy stand.

The Magnetic Boards come in two sizes, both amazingly low priced. Order one and start enjoying making copies.

**Magnetic Copy Board, complete with four Magnetic Hold-Down Strips,**

Standard Size, 11x14 inches ..... \$18.95

Extra Large Size, 16x20 inches .... \$25.95

## EL Cambron Enlarging Lenses

**All EL Cambron Enlarging Lenses absorb image-deteriorating Near-Infrared Rays.**

### 4-Element Enlarging Lenses

35mm F3.5 EL Cambron.....	29.95
50mm F3.5 EL Cambron.....	24.50
75mm F3.5 EL Cambron.....	27.50
90mm F4.5 EL Cambron.....	29.95
105mm F4.5 EL Cambron.....	39.95

## Cambron Enlargers

**Cambron Model 66 69<sup>55</sup>**  
with 50/3.5 or 75/3.5

**Cambron Model 69 89<sup>95</sup>**  
with 105mm F4.5

## EL Cambron Top Six Six-Element Enlarging Lens,

- Ultra Flat Field
- Ultra Sharp
- Non-Slip Control
- Dual F Scales
- Fast F2.8 Speed

**57<sup>50</sup>**  
50mm  
F2.8

**The Prices Shown  
in this Issue  
are not retroactive**

## Owners of Twin TL, RTL, and Classic Exaktas, we haven't forgotten you.....

More and more customers are swapping their older Exaktas for one of the new EDX Models, the EDX-3 or the EDX-2. This does not mean that we have forgotten our friends who still own their pre-EDX Models. We know that a modern lens may give your trusty pre-EDX Exakta a new lease on life. Right now we have two new Automatic Lenses for you, one wider-than-usual Wide Angle Lens, and one longer-than-usual Telephoto Lens:

### Ultra Fast 135mm Telephoto for Twin TL, RTL, and "Classics"

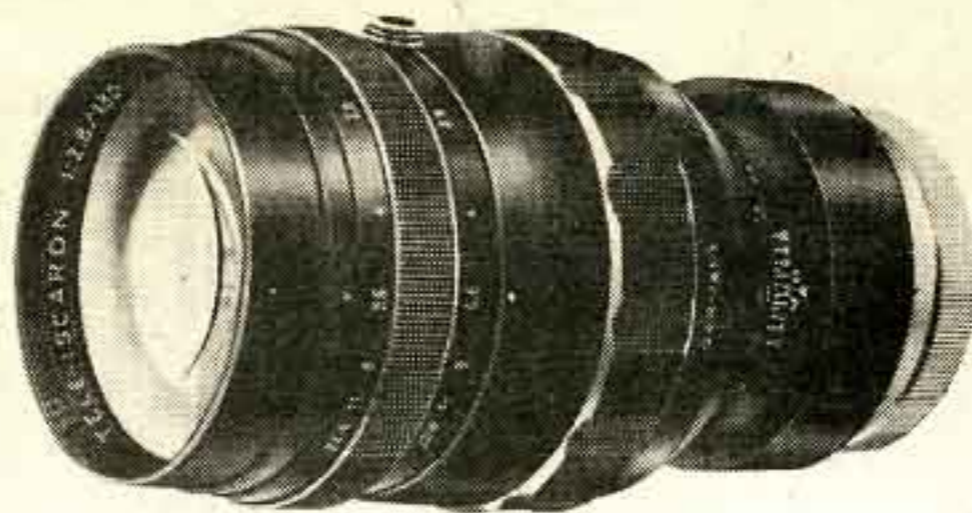
In our quest for pre-EDX Lenses we came upon a treasure: We can now make immediate shipment of the new 135mm F1.8 (!) Fully Automatic Telephoto Lens.

It is ideal for Theater Work, Sports, and Low-Light-Level Shots.

**135mm F1.8 HiSpeed Fully Automatic Telephoto Lens for Twin TL, RTL, and all Classic Models, Stock No.1836, amazingly low Seymour Priced: just \$199.50 + 4.65 Shp. Want to swap? Sure thing!**

#### PRE EDX MODEL LENSES....IMPORTANT

When ordering any of the lenses described as available for Twin TL, RTL, and all Classic Models, please do not forget to mention the Exakta Model for which you want it.



### Attention Owners of Classic Exaktas and Exakta Model RTL!

### Save \$80.00 on German Telephoto!

Perhaps you've had your eye on the beautiful German 180mm F2.8 preset Schneider Isco Tele-Isconar but hesitated to buy it for \$179.50. A small number of lucky Exakta Owners (Classic and RTL only!) will be able to add this lens to their arsenal for \$80 less! We have a small number of demonstrator lenses, optically and mechanically perfect, never out of our hands but handled in our showroom by our salesmen and customers. We are willing to sell these lenses at a giveaway price. If you want one, don't wait till they are all gone!

**180mm F2.8 preset German Schneider Isco Tele-Isconar, Demo, Stock No.1963-DM, reduced to a mouthwatering \$99.50 plus \$3.65 Shipping Charges. (Remember: This Lens is available only for RTL and Classic!)**

### 200mm F/4 Automatic Macro Telephoto for pre-EDX EXAKTAS

One of the most frustrating experiences is to need a powerful telephoto lens and not to have one. The stories we hear about the shots that got away could fill this entire issue. While all kinds of lenses become available for the current Exaktas (EDX-3 and EDX-2), we have to go out and search for new automatic lenses for the pre-EDX Models such as the Exakta Twin TL, the Exakta RTL, and the Classic Exaktas.

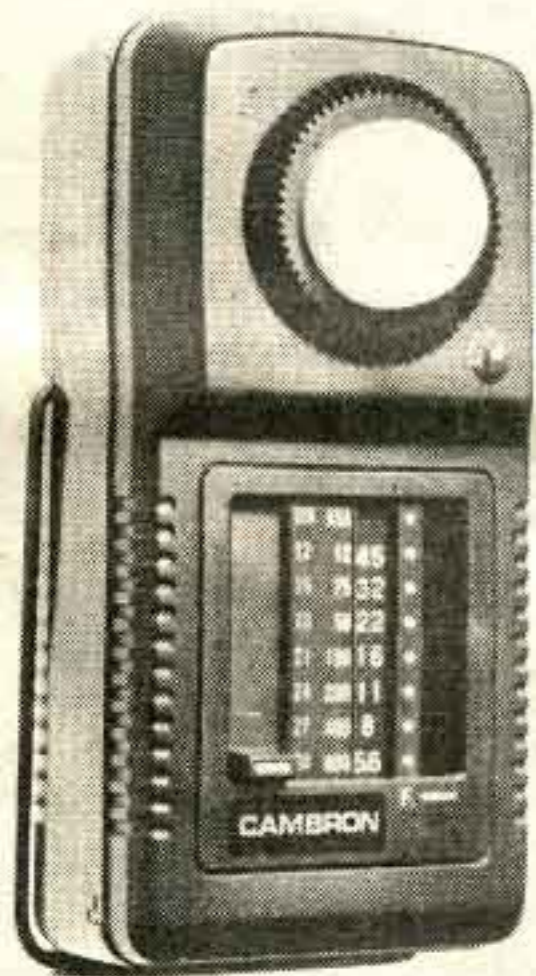
Yes, we do go out and search and it makes us very happy when we are successful.

It made us particularly happy when we located a powerful Fully Automatic Telephoto Lens for the Older Exakta Models. Our new "find" is the 200mm F/4 Telephoto and Macro Lens. It reaches out beyond the usual 135mm lens and adds Macro (Close-Up) Capability.

Computer-derived anti-reflection coated optics assure wire sharp details. Full Color Correction assures natural, true-to-life, brilliant colors.

Let me interject here that we constantly receive letters or cables from Lens Makers offering us lenses at prices which are literally hundreds of dollars higher than we are willing to offer them to our customers. The 200mm Lens is an incredible "find" because we can offer it to our friends at an incredibly low price.

**200mm F/4 Fully Automatic Macro Telephoto Lens for pre-EDX Exakta Models, Stock No. 1819, incredibly low Seymour Priced at only \$89.50 + 2.95 Shippg. Case for above, optional, \$6.95**



When you use Electronic Strobe Flash you have to trust the "rating" the manufacturers put on their strobes. They give you a "Guide Number" and wish you Good Luck! Even if we assume that the guide numbers are correct (and more often than not they are anything but correct) there are so many variables that change the amount of light which reaches the subject that the Guide Number can be considered just that: a "guide" but never an accurate mathematical value to give you the actual correct F-Stop.

Things get even worse if you use more than one strobe flash. I would say that all the calculators in the world cannot figure out the correct exposure for multiple flash sources, no matter how many "systems" they devise for doing the figuring. The only way to know, really **know**, is to measure the light that reaches the subject.

Easier said than done. You may have a very good exposure meter but the duration of the flash (say, 1/1000 sec. or less) is far too short to make it possible for your exposure meter to see it, let alone to register it. Now you have two choices: Either you throw away your strobes and use photo floods, quartz lights or other permanent studio lights or, far cheaper and more satisfactory, you use the new **Cambron EMES Exposure Meter for Electronic Strobe Flash**.

Without going into lengthy technical details (which would be of interest solely to electrical engineers) here's what the **Cambron EMES** does: It measures the actual total amount of light reaching the subject regardless whether the light comes directly from the strobe or whether it is bounced off the ceiling, the wall, the floor, or even a mirror! Regardless whether the light comes from a single strobe, two strobes, or a battery of strobes. Regardless how the light is mixed from

direct light and bouncelight. And you don't need a degree from M.I.T. to use the **Cambron EMES**: You move the sliding indicator to the ASA rating of your film and place the EMES near the subject (an easel is built in) and fire the strobe setup once. The **Cambron EMES** responds by giving you, electronically, the exact F/Stop at which you set your lens. (You know, of course, that the shutter speed has no influence on the exposure derived from strobe flashes).

To make it even more convenient to obtain the correct exposure reading without walking back to the camera to fire the strobe, you can do the lightmetering and firing from the position of the subject. A Remote Triggering Assembly Device is available as an optional accessory. One end of this unit plugs into the EMES meter. The other end plugs into your strobe with a PC fitting. When you slide the switch on the EMES meter to "ON", the strobe fires and the EMES meter displays the locked-in reading for the correct F-Stop. The connecting cord is more than four yards long and you may be concerned about a time lag in firing. Don't worry: the Remote Triggering Device takes care of this. It has a built-in booster which permits carrying the electric load at a low voltage and boosting it back to full load to assure accurate measurement of the total light.

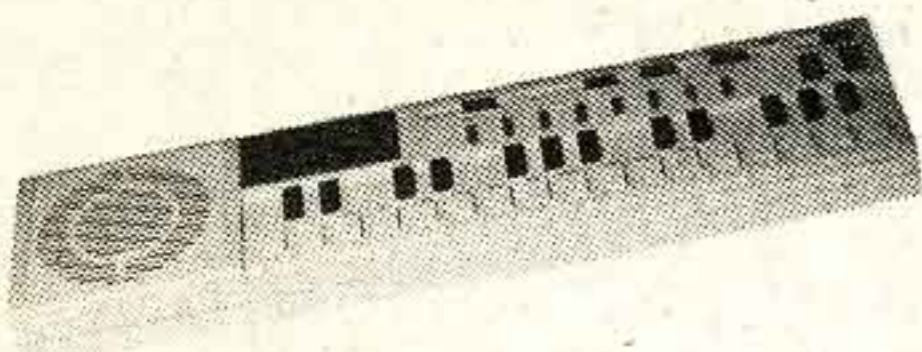
The **Cambron EMES** is the Life Insurance for your Strobe Flash Shots. It guarantees perfectly exposed strobe flash shots under all conditions. **Cambron EMES Exposure Meter for Electronic Strobe Flash, complete with Heavy Duty 9V Battery, Folding Easel, and Fitted Case, only \$69.95**

Remote Triggering Assembly Device, \$14.95 (Special: if bought at the same time as the basic EMES, only \$7.50)

# EMES

## Exposure Meter for Electronic Strobe Flash

Become an  
instant musician.  
No experience necessary.



Play beautiful music,  
instantly!

The Casio VL-Tone is a newly developed extraordinary musical instrument. It is so incredibly versatile, it would take many pages just describe all of its features.

You play on the "piano" keys of 2½ octaves but you actually expand the range to 7½ octaves! You play on the "piano" keys but you create, at will, the sounds of a piano, a violin, a guitar, a flute and a "fantasy" instrument, all by sliding the instrument selector button! You can also create, electronically, ("synthesize", as they say in the music business) the sound of literally thousands of instruments, some of which have not yet been invented and some of which never will!!! The Instruction Book says "for over 80 million sound wave variations." We can't testify to that. We didn't get beyond the first million by the time we had to write this description.

When you pick out a tune on the keys, the VL-Tone Music Machine will automatically add a rhythm accompaniment which you select by pushing a button (Samba, Waltz, Rock, etc.) and which you can speed up or slow down at will.

The Music Machine will play through its own amplifier and speaker, through your own HiFi System, or through earphones for privacy. Earphones disconnect the speaker. When you use earphones, only you can hear what you are playing.

Once you have a piece of music pat, the machine will play it back from its built-in memory, just as you played it. You can still vary the instrument (piano, violin, etc.), the speed, and the range (high, medium, or low). Or you can let the machine repeat it exactly as you originally played it!

We're almost ashamed that the Music Machine also has a built-in calculator with the piano keys doubling as calculator buttons. What could Mozart have created, had he had a calculator in his piano? Or Memory Playback, for that matter!

All these near-miracles have been squeezed into a musical instrument 11½ inches long, three inches wide and an inch thick!!! You can take it wherever you go: we'll give you a Carrying Case, too.

What would you expect to pay for such an amazing musical instrument? \$500.00? \$200.00? Certainly not less than \$100.00! OK, we'll stop making you guess:

**Casio** \$ **38<sup>95</sup>**  
**VL-Tone**  
(Batteries included)

## SPECIAL PURCHASE

### SPECIAL SALE

Being the World's Largest Exakta Dealer has its advantages. Seymour's sells more Exaktas and Exakta Equipment than any other dealer, perhaps more than all other dealers combined. Guess who gets first crack at special Exakta "deals." You guessed it on the first try! And we said it many times before: When WE get a deal, YOU get a deal!!!

### 50% + 10% Discount or Better!

We can offer you these Lenses and Accessories **way below dealer cost!** The dealer discount is usually 40% off "List" (Manufacturer's Suggested Retail Price). We offer you these items at a discount of 50% plus 10% off "List" which means: **First you cut the M.S.R. Price in half; then you take another 10% off the half price!** All items are BRAND NEW. Everything is exactly as it left the factory. Even at these low-low prices the guarantee is in full force and our 15-Day Money-Back Trial Policy makes ordering **absolutely risk-free!!!** All items are for the current models, the Exakta EDX-3 and the Exakta EDX-2. Please remember that this is a Special Sale, based on a Special One-Time Purchase. Obviously, the prices are in effect **only while the supply lasts.** No Rainchecks, sorry. First come, first served. Fair enough?

M.S.R. Prices are those shown on the Official P.A.C. Dealer Price List.

## TRADES

We shall be glad to give you an estimate "sight unseen". But --- that's really just a "guess-timate"! After we actually see the equipment, the figure may be very different, perhaps it will be higher, perhaps it will be lower, quien sabe?

The only way to get a meaningful Exchange Quotation is to send us the items you want to trade and a **list of the items you want to get.** This way we see exactly what we are getting and know exactly what new equipment you want. We can allow you Top Dollar because there will be no uncertainties anywhere in the exchange deal.

**Please remember that sending us your Equipment and your Tentative Order does not place you under any obligation.**

**Our Telephone Number  
(Area Code 212) 691-7799**

500mm F5.6 Automatic Topcor Telephoto Lens for EDX Models, Stock No.2140, M.S.R. Price \$1100.00.  
**Super Sale Price, \$495.00 + \$6.45 Shipping.**

20mm F/4 Automatic Topcor Extreme Wide Angle Lens for EDX Models, Stock No.2069, M.S.R.Price \$350.00.  
**Super Sale Price \$149.40 + \$2.45 Shipping.**  
(This is even better than 50 + 10 off!!!)

Automatic Variable Macro-X-All for EDX Models, Stock No.2085, changes any EDX Lens into a Macro Lens, M.S.R.Price \$85.00, **Super Sale Price, \$38.25 + \$1.95 Shipping.**  
**SPECIAL EXTRA BONUS:** Buy the Macro-X-All and take \$10.00 off the price of any Lens for the EDX-2 or EDX-3. To be eligible for this extra \$10.00 Bonus, you must order the lens at the same time as the Macro-X-All.

Automatic Bellows System for EDX Models. Automatic Lenses remain automatic! Stock Number 2097. M.S.R.Price \$200.00 (and well worth it!!!), **Super Sale Price \$87.50 Shipping Charges, \$1.95.**

**SPECIAL EXTRA BONUS:** Buy the Automatic Bellows System and take \$10.00 off the price of the Macro Stand shown below. To be eligible for the \$10.00 Bonus, you must send your order for the Bellows System and the Macro Stand at the same time.

Macro Stand for above Bellows System, converts the Bellows System into a sturdy "Macroscope". This is an almost indispensable accessory if you ever photograph small objects. Stock No.2149. M.S.R.Price \$35.00. **Super Sale Price \$15.75 + 1.45 Shipping.** (See above for Special Bonus of \$10 towards the Macro Stand. Also: if ordered together with the Bellows System, \$1.95 covers Shipping Charges for both items.)

**One (?) last word about this Super Sale:** In all probability we will receive more orders for these items than we can fill. Remember that this is a Sale of items which we bought way below their real value. Send you order right away or you may be disappointed. **Don't say we didn't warn you!!!**

## Exakta Repairs

As Exakta Specialists we are fully equipped to handle all Repairs on Exakta Cameras, Lenses, and Accessories. Our mechanics are **Exakta Mechanics**, highly qualified specialists, who use only original parts.

Our charges are reasonable. Service charges are based on the length of time it takes to repair your equipment. Our experts do not have to fumble: they **know** the best and fastest way to repair your Exakta. They live with Exaktas. Send us your equipment. Attach a tag to it with your full name and address and say what you would like to have checked and repaired. Mark the tag "ESTIMATE ONLY". As long as it is Exakta Equipment we are ready, willing and able to cure what ails it.

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## New Compact Binoculars

The word "Compact" is being bandied about a lot these days. There are compact cars, compact tape recorders, even compact cameras. Until now there haven't been any good compact binoculars. Small ones, yes, but the current connotation of "compact" means: "small, but as good as large."

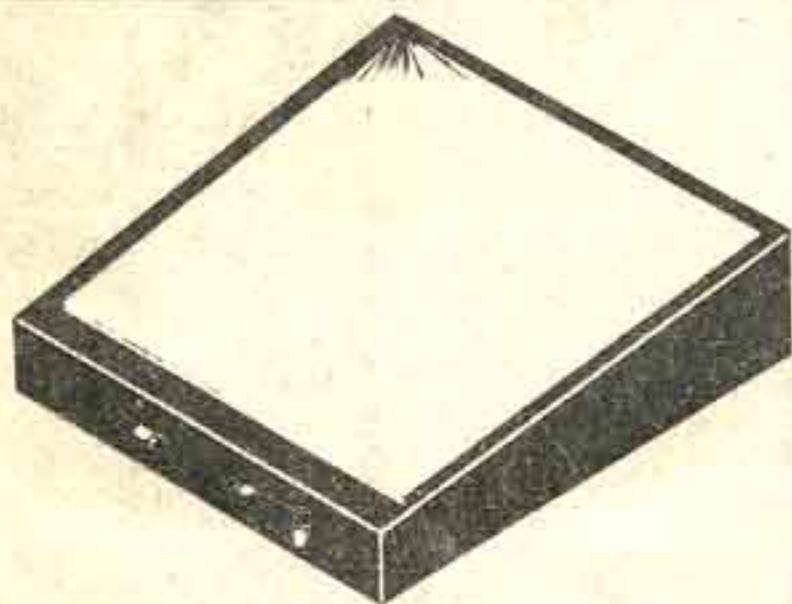
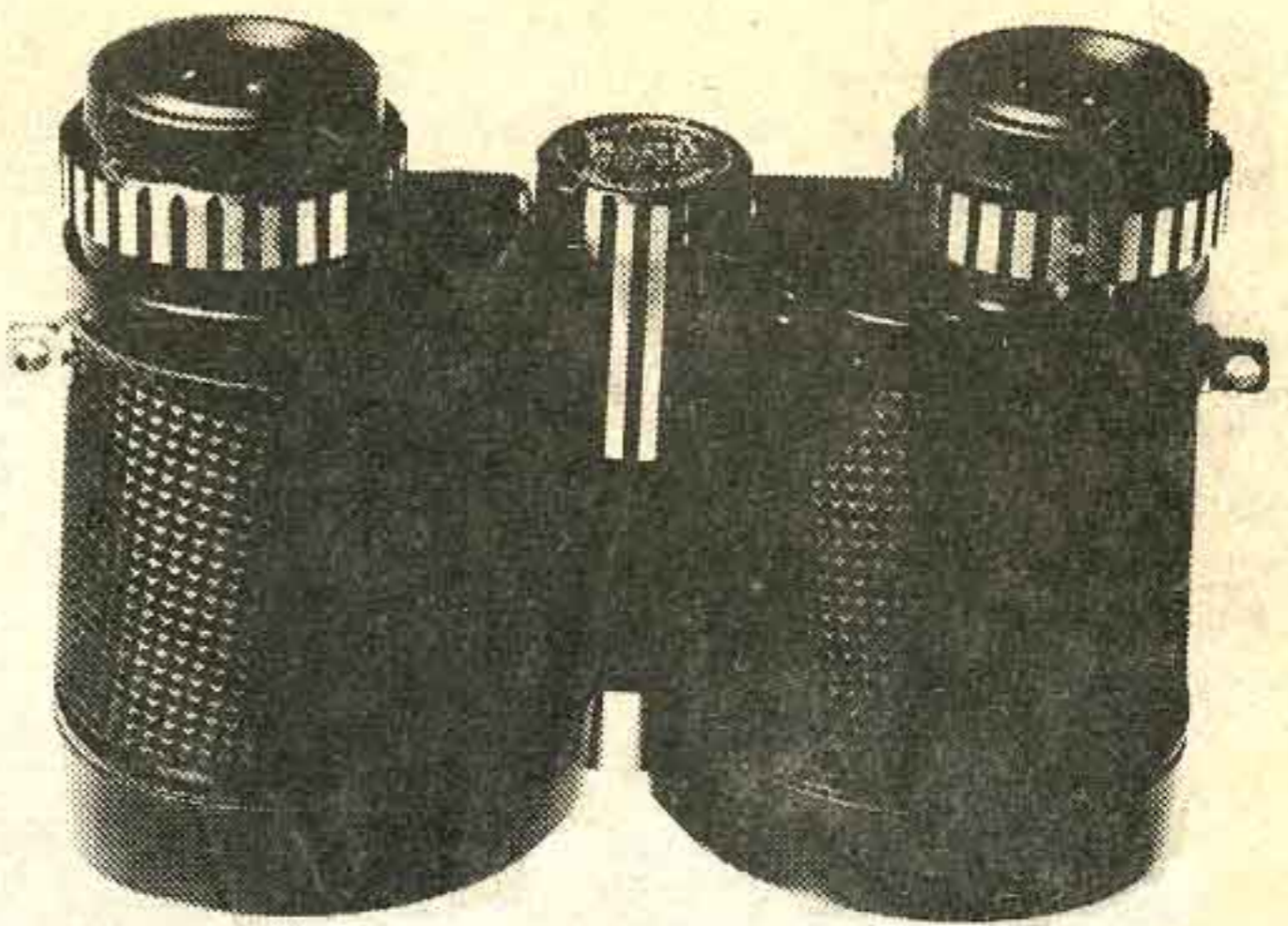
We'll stake our reputation as optical experts on our new compact Diastone 8X20 Wide Angle Binoculars: they are small, just three inches in height, weighing barely 8½ ounces, yet they are superb in quality. All optical parts, prisms as well as lenses, are fully anti-reflection coated. They render the sharpest and most color-true image we have ever tested.

- The Specifications are impressive:**
- Designation: 8X20 Wide Angle Binoculars
  - Light Path: True Prismatic
  - Magnification: 8 Power
  - Angle of Acceptance: 8.2 Degrees.
  - Objectives: 20mm
  - Field of View: 431 Feet at 1,000 Yards
  - Relative Brightness: 9.4
  - Height: 3 inches
  - Weight: 8½ ounces
  - Focus: Center Focus
  - Inter Ocular Distance: Adjustable

There is hardly anything we can add, except that the height of 3 inches does not increase when you focus: the focus is **Internal** by cam action, a feature found only in very expensive binoculars. These glasses are so carefully assembled, aligned and collimated that you can use them for extended periods of time without eyestrain or fatigue.

Direct Import enables us to offer these excellent Compact Wide Angle Binoculars at an unbelievably low price.

**Diastone Compact Wide Angle Binoculars, 8X20, Direct-to-You Price, only \$69.50**



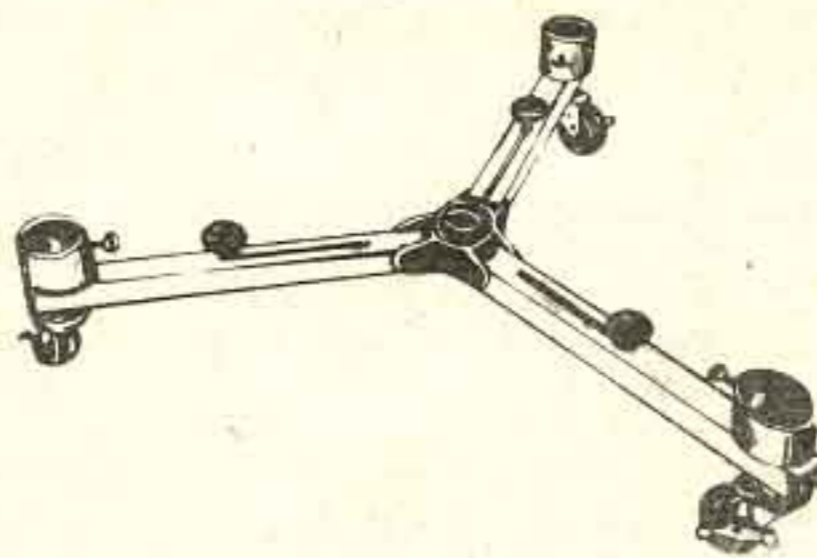
## Professional Portable "Light Table"

This is the first professional portable Light Table at a price which makes it affordable for amateurs.

This new Light Table can be used upright or placed flat on a desk or table, in your office, studio, at home, or travelling. It is 19 inches wide and 16 inches high and will accommodate large or small color transparencies, negatives, or positives for the Graphic Arts, X-Rays, and 35mm Slides. In fact, there is a special overlay, a separate accessory, which will hold forty 2X2 Slides.

The Viewing Table has a Carrying Handle and comes with a plastic Travel Case. There has never been anything like it, ever, under \$200.00

**Portable Light Table, CamCam Price \$69.95**  
 Optional Accessory: Black Anodized Aluminum Frame for forty 2X2 Slides, only \$16.95  
**COMBINATION Price: Save even more by ordering the Light Table and Slide Frame at the same time: Light Table and Slide Frame Combination, both for only \$79.95.**



## Roll-Ease Tripod Dolly

Our new Roll-Ease Tripod Dolly accommodates all Tripods with round or channel legs. Legs are held in metal cups, fastened securely by Wing Screws. Two-inch Ball Bearing Casters with Toe-Lock Brakes. Dolly folds for storage and portability. Ideal for Video use, too. Diameter adjusts from 23" to 35" to accommodate the base triangle of any tripod, large or small.

**ROLL-EASE Tripod Dolly, a low priced Quality Product for only \$49.95**

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