

By Subscription Only.

Issue No.1281

e.e.i.s

EXAKTA

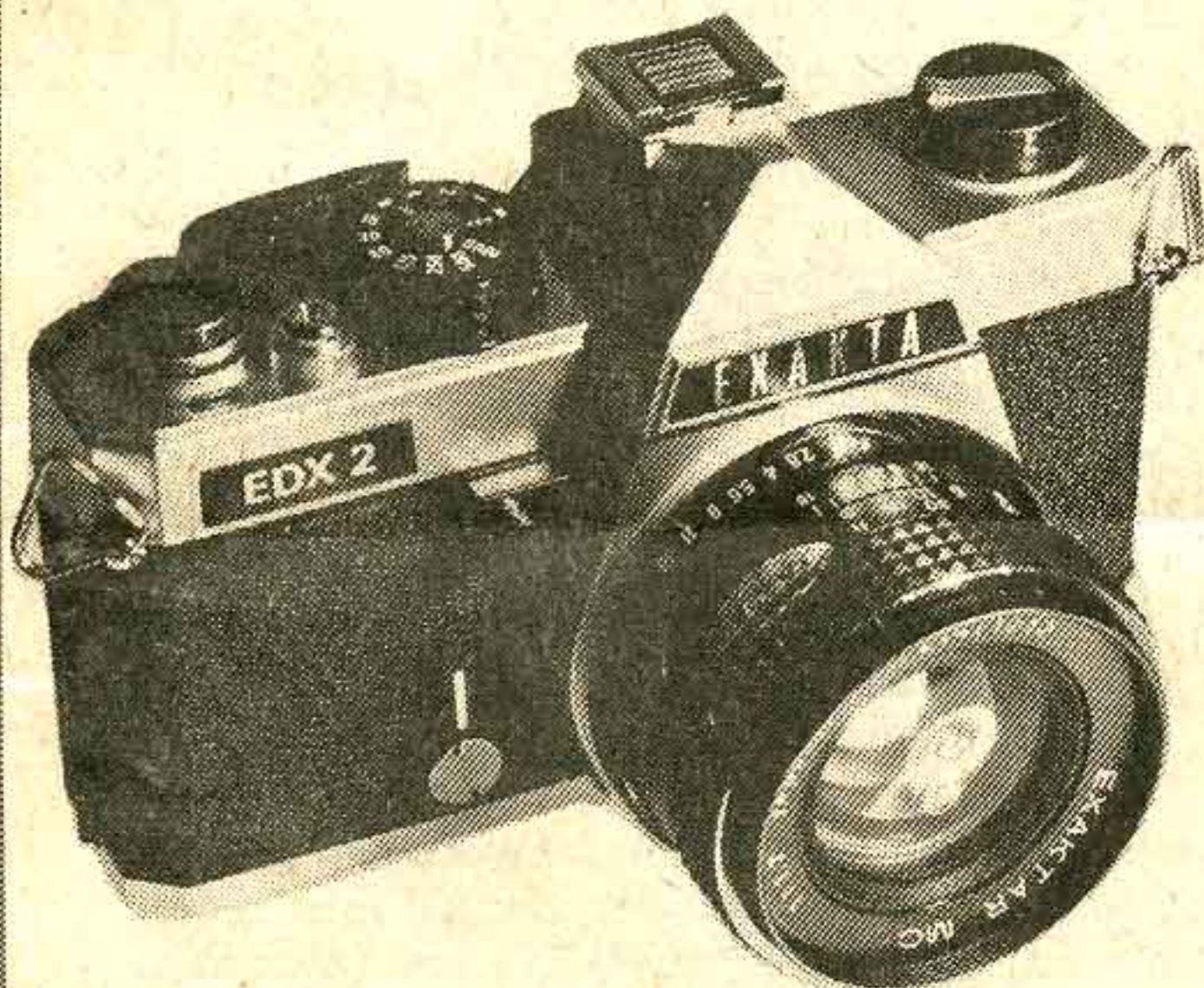
EQUIPMENT

INFORMATION

SERVICE

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## 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. Apart from minor cosmetic design changes there are only three

things that differ: the EDX-3 accepts the AutoWinder; the EDX-2 does not. 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!**

# seymour's

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



# 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.**
6. **Motor Drive Compatible for Sequence Photography**
7. **Plus all the famous Exakta Features**

## Exakta EDX-3 weighs ½lb. 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 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!**



## 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 exposure **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 telephoto and wide angle lenses without losing the Lightmetering Feature.

## 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!





**“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 Attachment 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  
is Motor Drive Compatible**

The new Exakta EDX-3 becomes a Quick-Sequence Camera when you add the Motor Drive. Electrically operated, the Motor Drive cocks the shutter and advances the film. You shoot as fast as you can push the Button ---Click! Click! Click! Click!.....

**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.

**New Exakta EDX-3  
Incredibly Low  
Seymour-Priced!  
still at 1978 Level!!!**

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**

**Motor Drive  
at 1978 Price!**

Turn your Exakta EDX-3 into a quick-Sequence Camera with the Auto Winder Motor Drive. It cocks the Shutter, advances the Film and takes Shot after Shot as fast as you can push the button-- click-click-click.  
**Auto Winder Motor Drive, Stock No.2031, still only \$98.50 +1.95 Shipping Charges. Set of 6 Alkaline Batteries 4.74**





# 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 case on your Lens Order

\*See Page Three, EEIS No.1280.

## Seymour-Rebuilt Exaktas

Otto is busy supervising the rebuilding of fine Exaktas. Do you have your heart set on a VXIIa? 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!**

## 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:

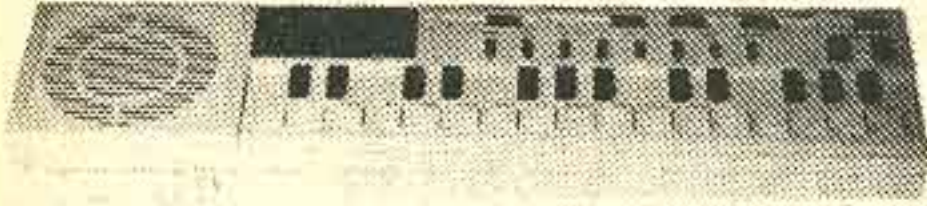
1 Lens \$1.95. 2 Lenses \$2.45. 3 Lenses \$2.95  
Complete Set of 4 Lenses \$3.45

**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.



**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 VL-Tone Electronic Musical Instrument, "The Music Machine", Stock No.2135 Seymour-Priced at only \$54.50 + 3.45 Shippg. The Batteries are 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.**

## 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!**

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.

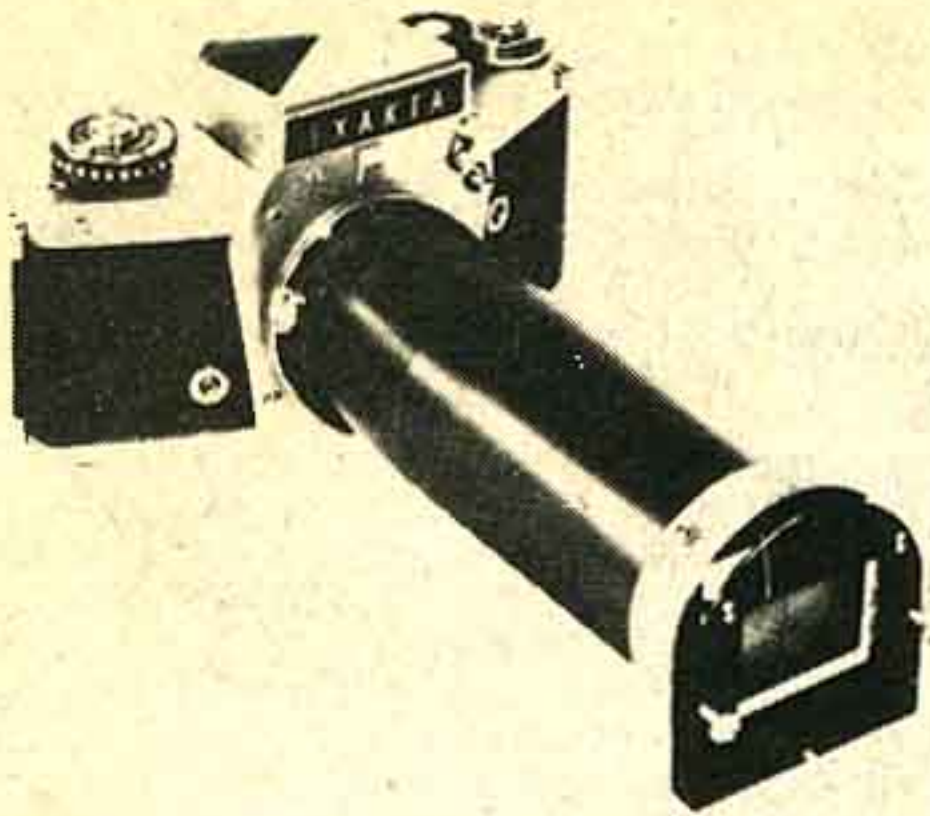
Macro Stand for above Bellows System, converts the Bellows System into a sturdy "Macroscope". This is an almost indispensable accessory if you ever photograph small objects. Stock No.2149. M.S.R.Price \$35.00. Super Sale Price \$15.75 + 1.45 Shipping. (See above for Special Bonus of \$10 towards the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





## Share the Wealth....

By now you must have a Wealth of Beautiful Color Slides. Share them with your fellow slide enthusiasts. Swap Duplicates, give them as Gifts, use them for Teaching. You will think of many uses for duplicate slides. **Making Duplicates is as easy as (or easier than) taking originals.** Our Slide Duplicators are entirely self contained. Attach one of them to your camera, put the slide in the holder and point the whole thing at a light source (any light source, even daylight!) and trip the shutter. A highly corrected flat-field Copying Lens is built right into the unit. Nothing else to buy!

In addition to duplicating slides, you can make Color Negatives, Black-and-White Negatives, Positives from Negatives and all kinds of crazy things (the stuff which the photo magazines call "Creative Photography"). You can fake a binocular view or a keyhole view. You can correct or change the colors by use of filters; and so on...

There are two Models:

The **Duplifix** Slide Copier gives you an exact one-to-one (i.e. identical size) Duplicate. The **Duplizeom** lets you vary the Magnification from 1:1 to 2:1. This means that you can crop the original, blowing up the important part of the original slide to fill the frame of the new slide. It also means that you can eliminate the parts which you do not want! **IMPORTANT:** Both Models are available for all Exakta Models, for the Voigtlander SLR, and for virtually all other SLR Cameras. **Duplifix 1:1 Slide Copier, Stock No.1838, a Great Buy at only \$29.75 + 1.95 Shipping.**

**Duplizeom VARIABLE Slide Copier, Stock Number 1820, a Best Buy at \$44.50 + 1.95**

## 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 +25c Extra Special: 4 (Four) Stickpins \$5 postpaid**

## 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.**



## 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.

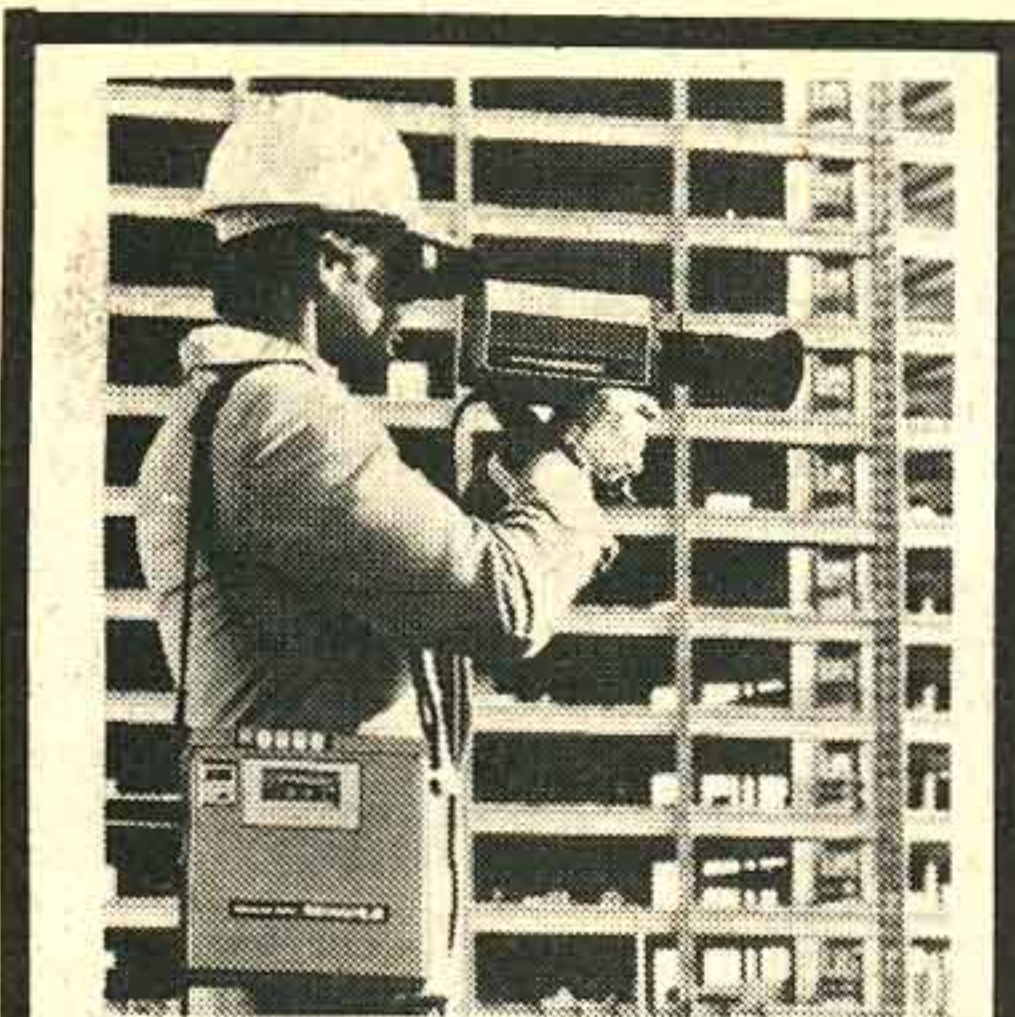
There are good reasons for the popularity of this excellent Zoom Lens:

- 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.**

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





## Take TECHNICOLOR Movies ANYWHERE!

The long-awaited 1/4" Video Tape Cassette (no bigger than an ordinary music cassette) is now ready for immediate delivery!

The introduction of the World's First truly portable "Video Movie System" has revolutionized amateur motion pictures. The well-known Motion Picture Company, **TECHNICOLOR**, is now ready with the smallest, lightest, and only truly portable TV Movie System. It consists of the Technicolor **Color Sound Camera** (the size of a good Super Eight Camera), the miniaturized **Video Recorder** (with Shoulder Strap, ready to go anywhere) and the **Technicolor TV Tuner** (for taping TV programs).

The Camera has a built-in microphone for clear synchronized sound. The F1.6 Fujinon Six-to-one Zoom Lens permits taking color movies in low light, equal to Color Film with an ASA Rating of 600. The lens lets you zoom from a wide angle shot right into a face close-up and you can get ultra dramatic Macro Close-Ups, filling the screen with a gigantically enlarged picture of a small coin or a postage stamp.

Miniaturized Equipment frequently outperforms the older large versions. Technicolor's Video System is a case in point. The sharpness and the vividness of color are actually better! Says Video Review: "Color purity was as close to perfect as we've ever measured on a Home VCR." Says the Hollywood Reporter: "The quality surpasses the top 1/2" machines." The rave reviews are still coming in.

How difficult is the system to use? Simplicity itself! The Recorder has the same "buttons" as a regular cassette recorder: Record/Play/Rewind/Fast Forward/Stop/Eject. The camera itself would not need an instruction book: Exposure and Sound Levels set themselves automatically. To start shooting, all you do is press the Pistol Grip Trigger!

You have **INSTANT REPLAY**: On location you can play back your scenes right in the Camera's Electronic Viewfinder. At home you see your scenes in full color and sound on your own TV Screen! No sending away for "developing", no waiting. It's truly "Instant Replay".

While the initial investment is about the same as for a superb sound movie camera and matching projector, the savings on film

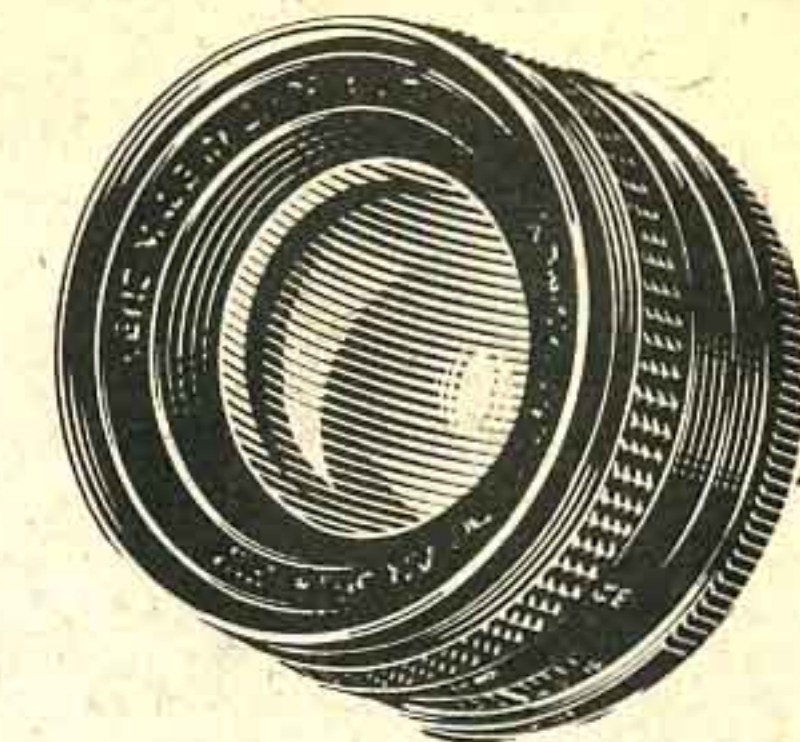


**NOVOFLEX**

## 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!

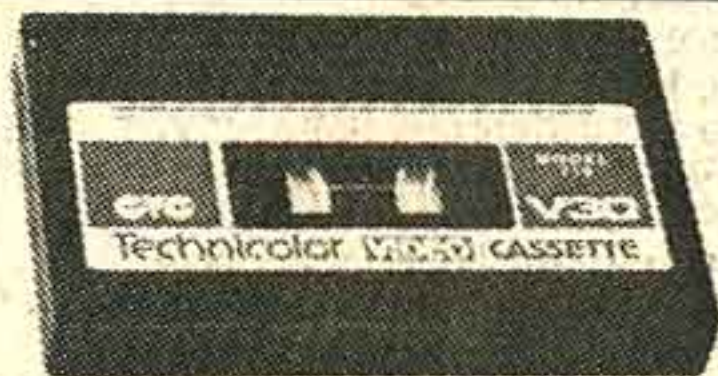
The Macro Noflexar can be used with all Exakta Models, including the EDX Models. **35mm F3.5 preset Novoflex Macro Noflexar, Stock No.2041, shown in previous issue of EEIS at \$97.50 [which was already a low price for a lens of this caliber!] now reduced by \$30.00, yours for just \$67.50 +2.45 Shpg.**



## 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 +1.95Shpg.**



are spectacular. First of all, Technicolor Cassettes are **re-usable**. Bad scenes cost you nothing! You can record right over movie tapes that have served their purpose. And the cost of your movies? 3 minutes of regular Super Eight Sound Film cost you about \$10.00. That's right, **three tiny minutes!** 45 minutes of Technicolor Movies cost you about \$8.75. That's about **58 cents for the same three minutes!** Re-usable, too! Now you can afford to do a lot of shooting, never having to worry about the cost, never having to worry about boring takes: they're free altogether because you'll re-use the tape for your **next movie!**

What else are you getting for your money? Ease of operation, no lugging around heavy screens, no setting-up of movie projectors, no darkening the room, uninterrupted long scenes, familiar TV format, mixing of your own shots with TV "footage", the list goes on and on: you are really getting a lot for your money!



Our **Complete Outfit** contains **everything** you need, it even includes the TV Tuner (which lets you tape TV Programs) and a 45-minute tape. Unpack it, plug it together, and you are ready to shoot, record TV Programs, and play it all back instantly!

**TECHNICOLOR VCR System, Complete Outfit: Color/Sound Camera, 6:1 F1.6 Zoom Lens, TV Tuner, Color/Sound Recorder, Tape, Stock No.2129, \$1895.00. Shipping Charges \$12.65**

**PLEASE NOTE:** Technicolor is one of the most progressive and innovative Engineering Firms. They may make slight changes in the specifications shown above. We will supply the most advanced version which may have specifications which differ slightly from the ones shown above.





## Ihagee Exakta TL-500

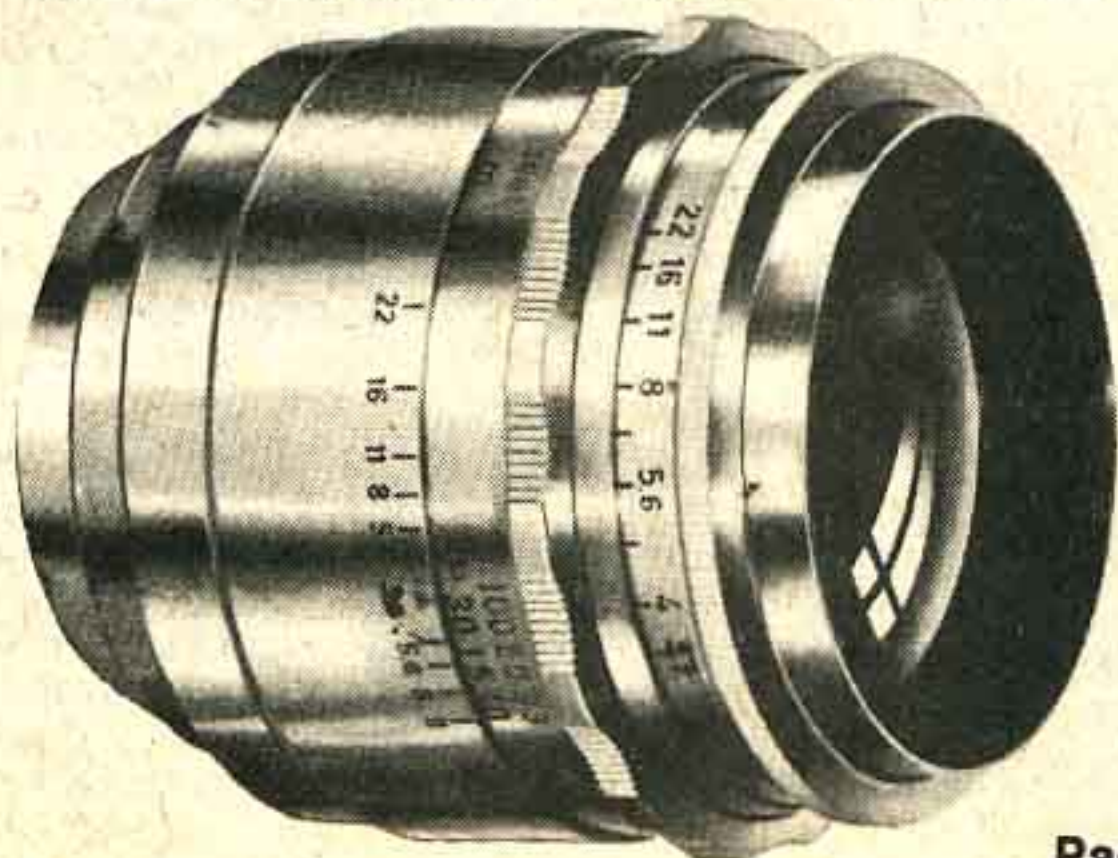
We were able to obtain a limited number of these fine full-feature Exaktas at an exceptionally low price. We decided to cut our own mark-up to bone in order to come up with a price which amounts to a virtual give-away.

**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.

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



Page 8

## 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.**

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 Shippg. 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 strobolites 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

Case \$9.95

Shipping Charges \$3.65

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 ...

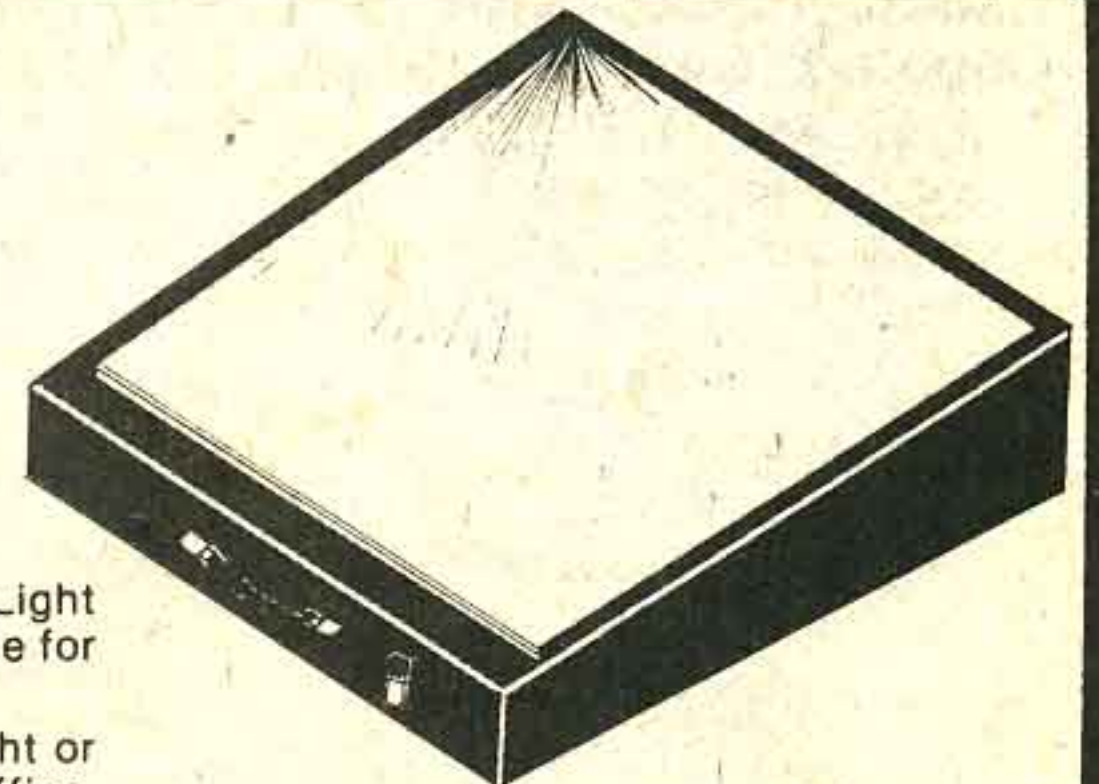
The "VERSATILE" Copy Stand, Stock No.1873, yours for only \$29.50 + 2.45.

### 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, Stock No. 2114, only \$69.95 + 4.95 Shipping Charges.

Optional Accessory: Black Anodized Aluminum Frame for forty 2X2 Slides, Stock No.2113, \$16.95 + \$1.45 Shipp. Chgs. **COMBINATION PRICE: Save even more by ordering the Light Table and the Slide Frame at the same time:**

Light Table and Slide Frame Combination, Stock No. 2106, \$79.95 + 4.95.

### 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!



## Variable Bounce Strobe Units with Computerized Auto Exposure



**Computer/Zoom/Bounce**  
Automatic Computerized Exposure  
2 Auto F Stop Settings **plus manual**  
Coverage variable for Lenses  
from 21mm to 200mm!  
Four-Position Bounce Angle  
Locking Hot Shoe and PC Cord  
**Stock No.1953, \$39.95 + 2.45 Shipping**  
4 Alkaline Batteries \$3.18



**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**

## Show your 8mm Movies on a Fake TV Screen!

Many customers have their 8mm Movies converted into TV Cassettes to be able to show them on their TV Screens. This is rather expensive and takes a long time.

Now you can show your 8mm Movies (Super Eight or Single 8) on the screen of the Fujicavision F-10 immediately, without conversion. Just put the film (on its original reel) into the entirely self contained Fuji Projector, slide the switch to "Motor/Lamp" and the show starts. You can watch it alone or share it with other people, just like a TV program!

In addition to regular movie action, you can "freeze" the motion by moving the switch to "Still". You can even manually advance the film, frame by frame! And if you usually edit your films, the Fujicavision F-10 will serve as an ideal previewer, too.

Here are some details of interest to the technically minded:

**Fujicavision F-10 TV Type Self-Contained 8mm Movie Projector**

Projection Lens: 14mm F3.5, built-in.

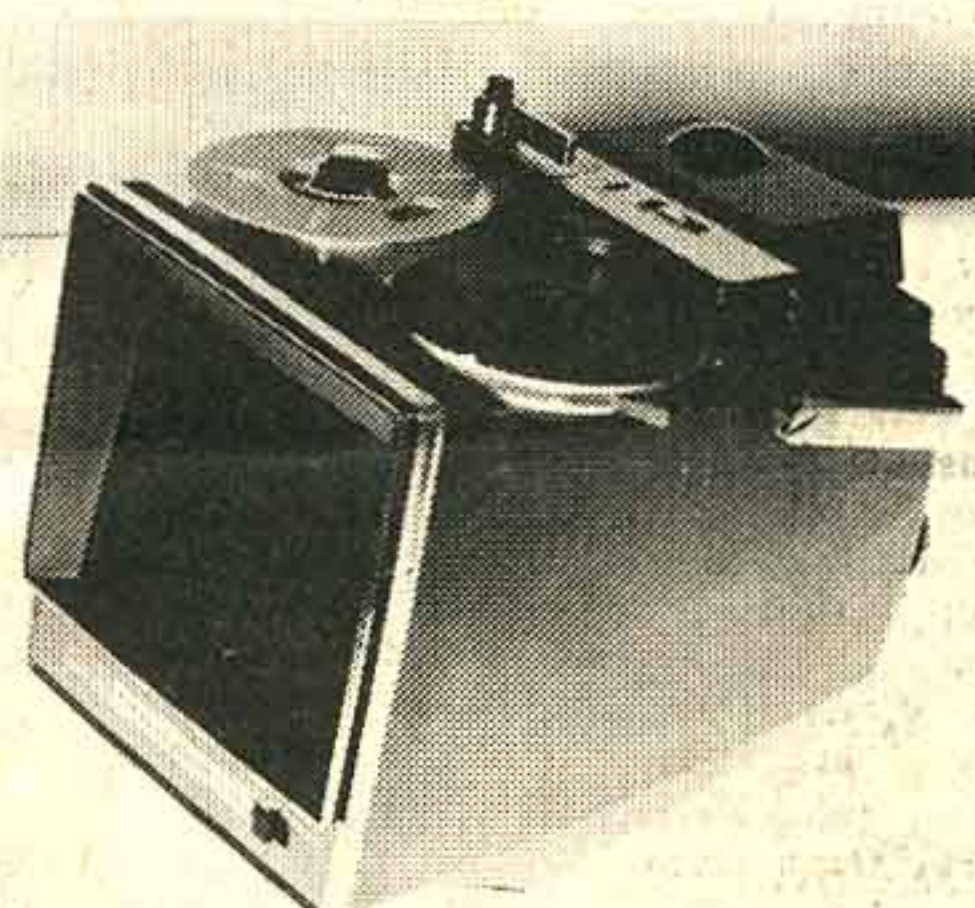
Motor: Induction Motor, using regular House Current.

Screen Size: 80mm by 108mm

Film: Super Eight and Single Eight

Projection Speed: 18 frames per second

Weight: 4 1/2 lbs.



We were able to make a special purchase and, as usual, are passing the savings on to you. Please remember that the offer is good only as long as our supply lasts. First come, first served. No rainchecks. No Back Orders. Please order immediately and avoid disappointment.

**Fujicavision F-10 TV Style Self Contained Movie Projector, Stock No. 2092, Special Purchase Sale Price \$49.50 + 4.85 Shipping**

## 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



**\$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.



**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



**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**



**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**

**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-Iscaron, 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!**



**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.**





## 50mm F2.8 German Schacht Travenar\*

**\*Tessar Formula**  
**One of the sharpest Macro (Close-Up) Lenses ever made.**  
**High Resolution**  
**Flat Field**

These superb German Lenses were designed for a German Camera whose design was changed, making the lenses "surplus".

We tested these lenses for close-up work with magnification beyond full life size on film. The resolution was staggering: wire sharp, with details that could be blown up to an equivalent of 16 X 20 Enlargements, giving us a final enlargement of 20 times linear which is equal to 400 times in area!!! Must have used a sharp enlarging lens, too, huh? Sure did: we used the **same** lens in the enlarger! The 50mm F2.8 Travenar is a Flat-Field Lens, ideally suited for use in an enlarger. (We used the lens at F2.8 for focusing the enlargement and at F5.6 for the actual exposure.)

The Lens has a precise helical focusing mount which was designed to focus from Infinity to 13 inches. Used with a Set of Extension Tubes it will focus all the way to a magnification of 1.4 times Life Size **on the film!!!** The diaphragm has a range from F2.8 to F22.

The Lens has 42mm ("Universal") Mounting Thread and will fit directly into "Pentax" type extension tubes, bellows, etc. If you want to use it directly in the camera, cut some spacing rings (shims) out of paper or thin cardboard to bring the Infinity setting to the proper distance from the film. For most enlargers you will need a Leica Thread Adapter but some enlargers have Universal Thread and the lens will fit directly.

The manufacturer of the lenses was not willing to re-work them for the changed design of the camera. We bought them as

"surplus" and you can buy them at a "surplus" price. If the screw thread mount were about one millimeter shorter, the lens would be a standard lens and would sell at the price of an F2.8/50mm Macro Travenar, an estimated \$89.50. The extra millimeter (which does **not** interfere in any way with Macro Work or Enlarging and which can be shimmed in the camera) puts a small fortune in your pocket!

## 50mm F2.8 German Schacht Travenar

### Would you believe

# 14<sup>95</sup>

+ 1.95 Shipping Charges.

Set of 3 Universal Thread Macro Tubes \$9.85\*  
 Leica Thread Adapter for Enlargers \$12.50\*  
 Spacing Ring (see explanation above) \$11.95\*  
 T-Thread Adapter..... \$11.85\*  
 T-Mount, Bayonet (Specify Camera)  
 requires above T-Thread Adapter, \$14.95\*  
 Universal Thread Bellows..... \$24.50\*

\* if purchased with 50mm F2.8 Travenar  
**SAVE EVEN MORE:**  
 Pay for 12 Travenars and get a **Baker's Dozen [13 Lenses]**; this means one Lens free with every 12 you buy.

Or: Buy 6 and pay half price (\$7.48) for the seventh Lens!

**Stock up on these Lenses! You'll never see another buy like this. Don't wait! Once they are gone, there won't be any more!**

## A New Concept: Color-Changing Filters

Have you ever wished you had hundreds of Filters, from the lightest to the darkest, from the reddest to the blue-est, from the yellowest to the greenest and all the colors in between?

Our new Set of Color-Changing Filters lets you create your own Filter Colors by slowly rotating the outer rim!

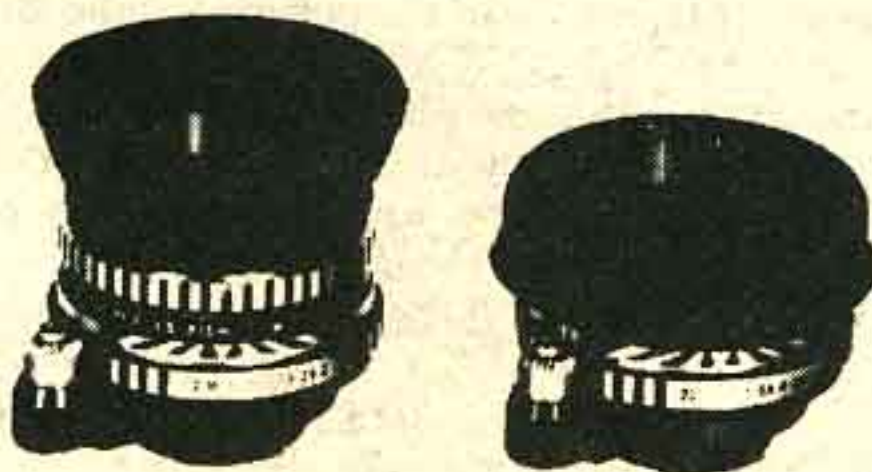
It is impossible to describe this color-changing phenomenon. You must see it: a Red changes, gradually, into a rich magenta, then into a pale pink, a cyan, a light blue, a rich blue.....and so it goes. You receive a 4-Piece Set which is capable of creating every conceivable shading of color. Even if you were affluent enough to buy hundreds of filters, you would not be able to create all the color shadings this wonderful Set can give you.

The prices are incredibly moderate if you remember that you would have to buy hundreds of filters and still not have all the color shadings you can create with just one Set of Color-Changing Filters.

**Four-Part Set of Color-Changing Filters**  
 49mm, Stock No. 1896/49.....\$26.50  
 52mm, Stock No. 1896/52.....\$29.50  
 55mm, Stock No. 1896/55.....\$34.50  
 58mm, Stock No. 1896/58.....\$39.50

Shipping and Handling Charges for one to three Sets, \$1.35. On Orders for 4 Sets (any combination of sizes) we pay Shipping Chgs.

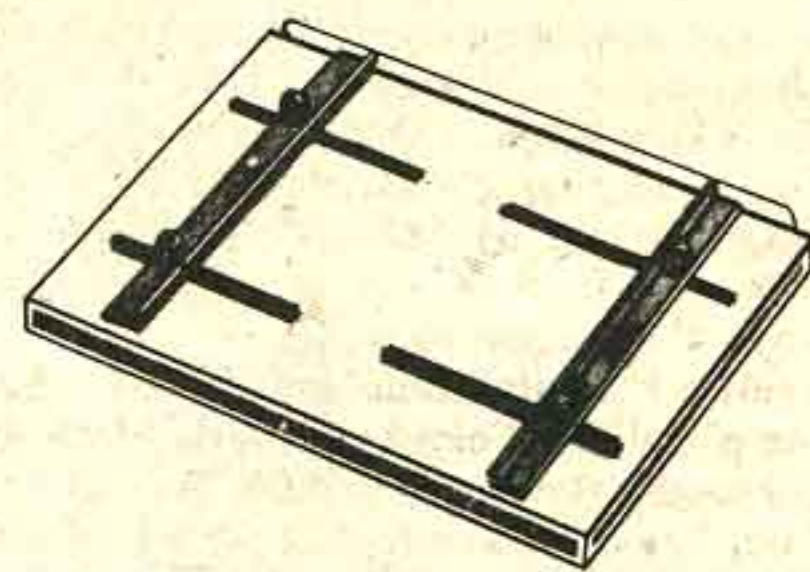
## Flexible Rubber Shades



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



## NEW! "The Phantom" Borderless Enlarging Easel

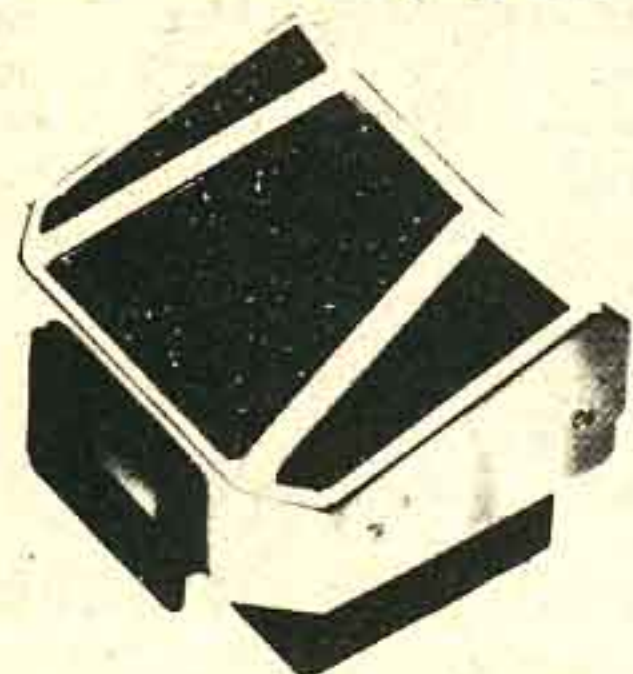
"The Phantom" is a newly developed Enlarging Easel making Borderless Enlargements up to 11" X 14". It holds the photographic paper flat without the use of adhesives, tacks, or glass!

- 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.



## 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.**

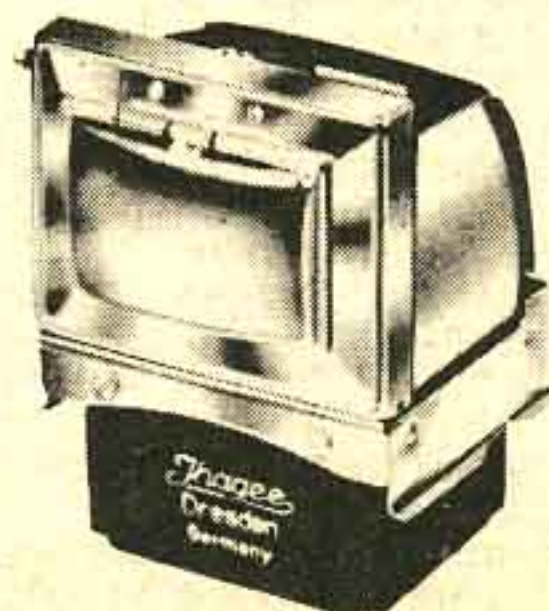
### Used Prisms for Classic Exaktas

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

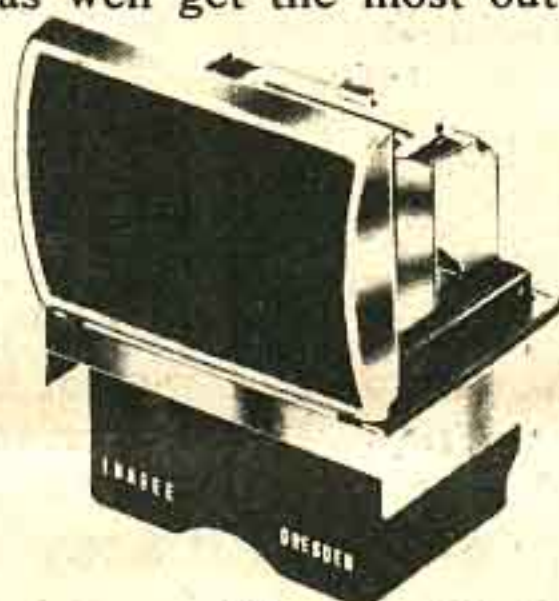
These used Finders are all Original Dresden Exakta Equipment. They are Model C Finders with Fold-Away Focusing Magnifier with Captive (non-removable) UltraFinegrain Viewing/Focusing Screen.

**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?

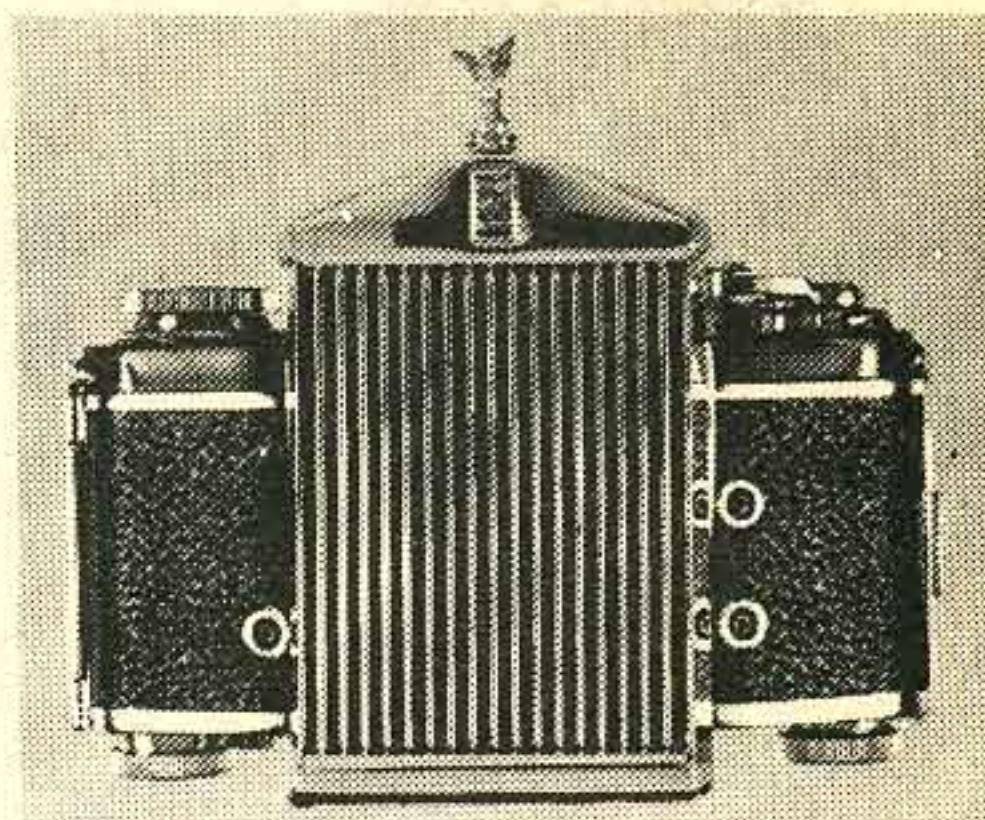
The Classic Exakta has one advantage over the current models: It lets you use the Hooded Reflex Finder. This Finder was dubbed "Waistlevel" Finder although it is much more than just a waistlevel finder. Without the "Waistlevel" Finder you are waisting, oops, I mean wasting, half the versatility of your 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.**



### 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.**

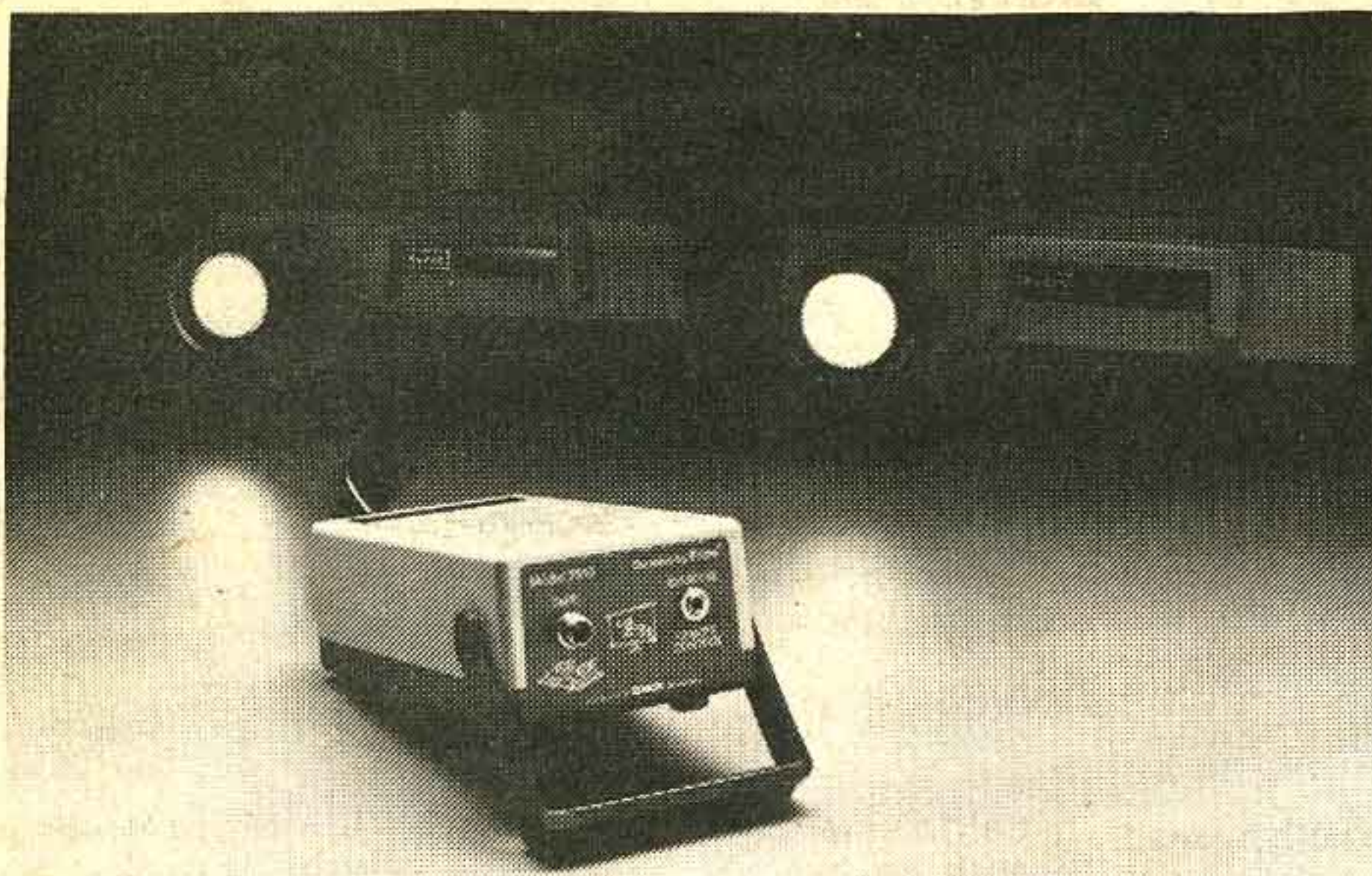
### Our Repair Estimates are still free!

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 your address, including ZIP, and stating briefly (briefly!) what is wrong. Mark the Tag "Estimate Only". Send the Package, insured to: SEYMOUR'S, Inc., Service Department, 47 Seventh Avenue, New York, N.Y. 10011. If you send the package by Parcel Post, write on the outside: First Class Mail Enclosed and add single letter postage to the parcel post charges.

**You will receive an Estimate free of charge and there is no obligation on your part.**

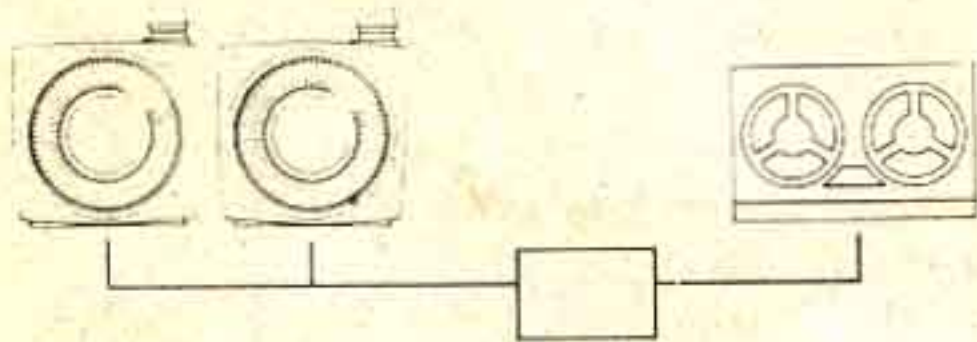




## Put more Punch in your Slide Presentations

You have seen professionally produced Slide Shows with narration and music where one image "melts" into another. These shows are produced with equipment costing many thousands of dollars. You can now produce similar shows at a cost you can afford. For the visual part of the show you need two slide projectors. For the audible part you need a tape recorder.

**Smallest, simplest, easiest-to-use, 2-Projector Programmer/Dissolve in the world.**



The Entre 7610, in spite of its amazingly compact size incorporates every feature necessary to program and play back two projectors: infinitely variable dissolve rates, animation, titling, superimpositions, all programmable. And the new analog memory allows greater ease of tape editing.

Operating couldn't be simpler: one remote-control knob controls every effect, whether programming or in live shows. Disconnecting the control turns the 7610 into a foolproof playback system, ideal for the inexperienced operator and for prepackaged programs.

The Remote Control is supplied with the 7610. A no-cost Automatic Standby option (lamps off) is available for those producing continuous shows, point of sale, etc.

In spite of its simplicity and low price, the Entre 7610 is designed to give your shows thoroughly professional quality, whether in an auditorium or in a living room.

Also available is the 7710, a larger version of the 7610, designed for 220V and/or high-output projectors.

The ENTRE (say: "On-tray") Two-Projector Programmer/Dissolve controls the projectors and the recorder for a flawless professional Sight-and-Sound Show.

### FEATURES:

- **Programming:** The Entre 7610 is a complete self-contained programmer/dissolve. It programs in real time, the simplest and easiest method. When the Remote Dissolve Control is plugged in, the built-in programmer programs all the effects listed below onto a channel of the tape recorder, for foolproof, automatic playback.
- **Infinitely variable rates** from a .3 second cut to as long as you wish.
- **Pause** or "hold" at any place during a dissolve.
- **Sway** between two images.
- **Animation** between two images.
- **Title** or **superimpose** for special effects over a single image as many times as you wish.
- **Flash** one image over another.
- **One control knob** on Remote Dissolve Control determines speed and direction of dissolves. Also operates as a manual dissolve unit.
- **Automatic projector advance** when image is completely off.

### SPECIFICATIONS

**Signal Output** (record mode): Approximately .5 Volt peak to peak AC coupled. Recommended record level is 0 to -5VU. Output level compatible with AV Sync tape recorders.

**Tape Input** (play mode): AC coupled. Input impedance 10,000 ohms. Recommended play-back level is -10VU or higher.

**Size:** 2" x 3 1/8" x 6"

**Weight:** 2 1/2 lbs.

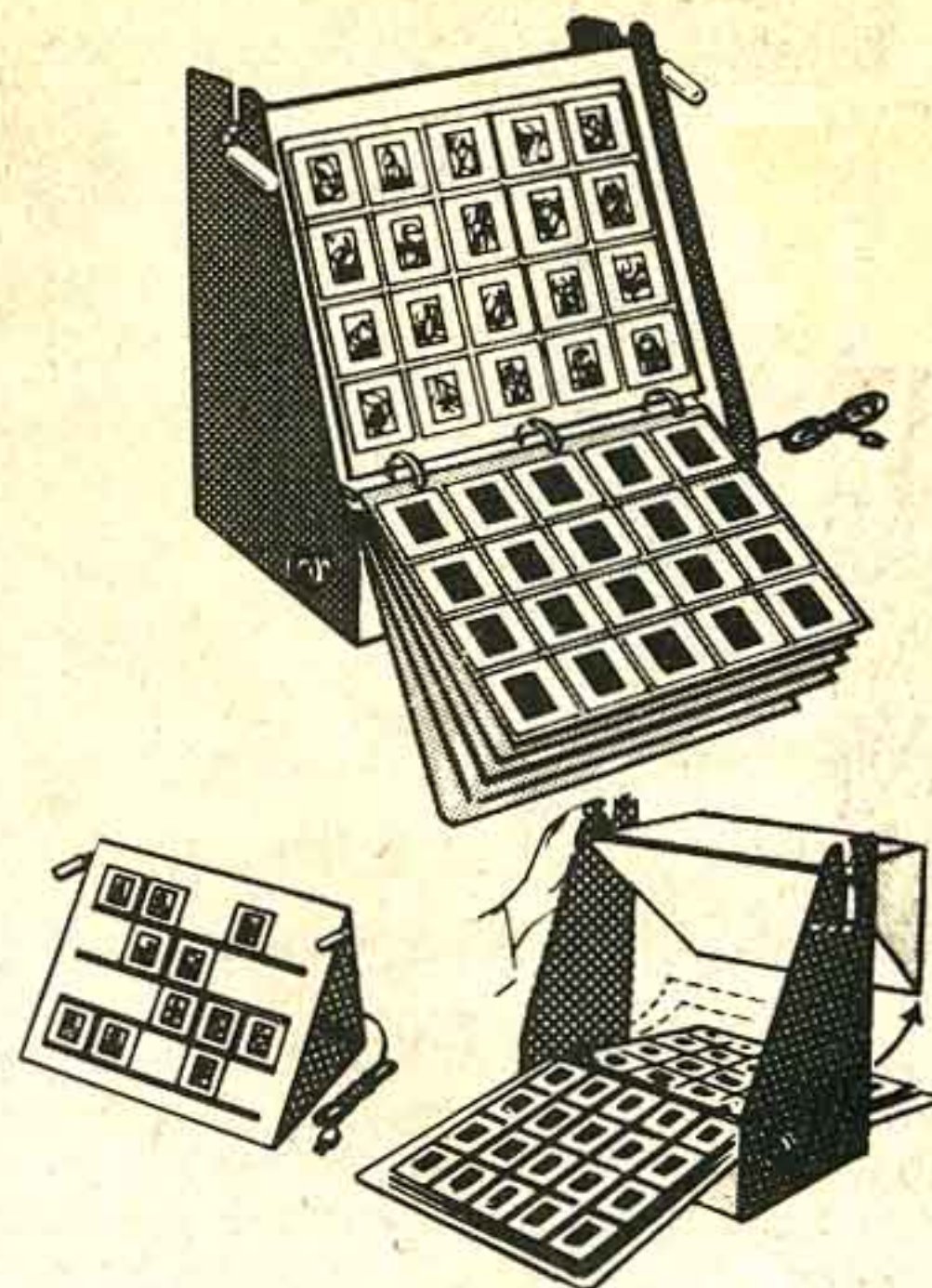
**Rotary Remote Control** with 5' cord.

**Projector Cord length:** 5' each. (10' extensions available.)

**Power requirements:** 90 to 130 AC Volts, 50/60 Hz, 5 Watts max. Internal board jumper option for 220V overseas operation.

**Compatible with Kodak Carousel and/or Ektagraphic projectors** using 300 watt (max), 115 Volt, quartz halogen lamps (such as ELH, ENH, or ENG).

**Entre Model 7610, Two-Projector Programmer/Dissolve, Stock No.2150, typically low Seymour-Priced at only \$239.50 + 6.85 Shp.** Projectors and recorder are **not** included. **Entre Model 152-10, same as above model, but has the Tape Recorder built in, Stock Number 2173, Special Price, only \$449.50.** Shipping Charges, \$8.65



## "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, Seymour-Priced at only \$29.50 + 2.95 Shipping Charges.**

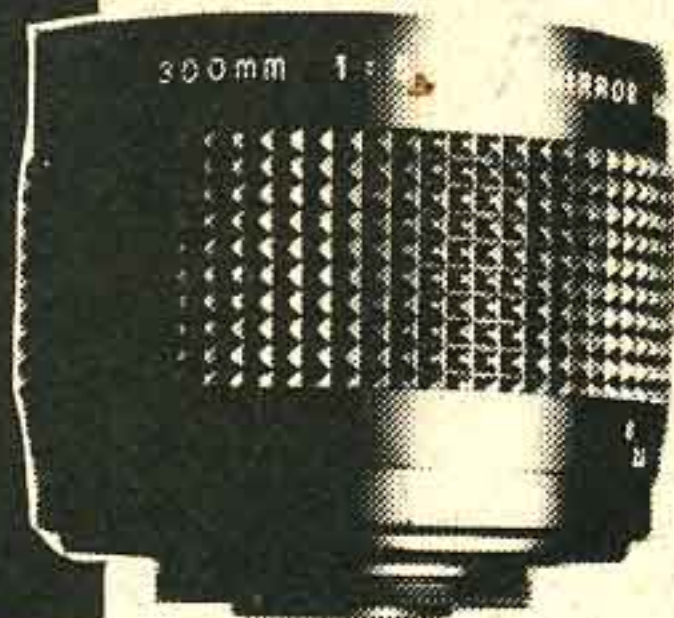
## "List" Prices

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).



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

300mm  
LENS  
FITS  
into  
this  
SPACE



"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?

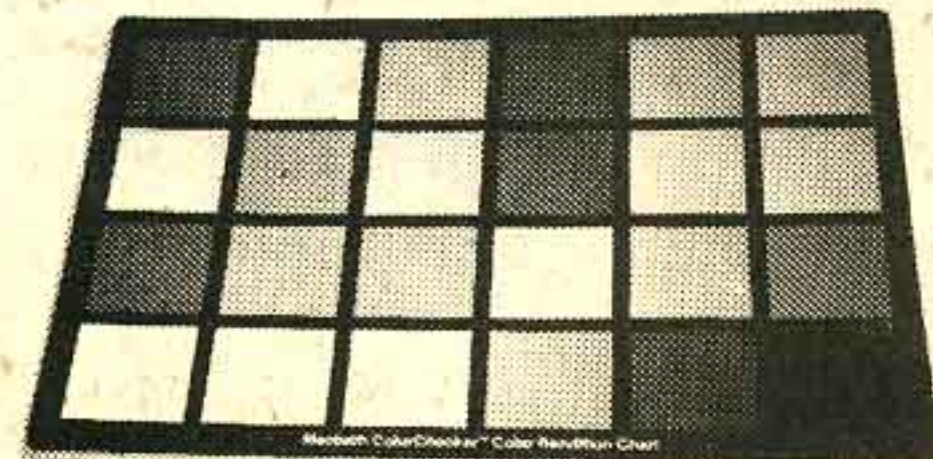
But the bitterest enemy of sharp telephoto pictures is camera shake. It is very difficult to hold a large, heavy lens rock steady. This problem is completely eliminated in our new 300mm lens. Being barely larger than your normal 50mm lens and adding hardly any weight to the camera (mirrors are extremely 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 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.**



# 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:

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

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

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

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

DATE \_\_\_\_\_

Do not write in this Box.  
For Department Use Only

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

## A Beautiful 35mm Camera without Frills but with all the Essentials..



The Aptitude Testing Lab (Eignungspruefungsbuero) of Cologne, Germany came up with a truth which we knew all along. Here's what happened:

96 people who had shown photographic aptitude but had never actually taken pictures were given cameras to use on simple assignments. 48 people were given simple easy-to-use "Beginner's" cameras while the other 48 were given highly sophisticated 35mm cameras which were supposed to be "fully automatic". When the results were evaluated, the people with simple inexpensive cameras turned in over 90% acceptable pictures while the people with the expensive "automatic" cameras produced just 21% acceptable pictures.

We have always been telling our customers: Don't give a beginner an expensive sophisticated camera. A beginner will do far better with a camera **designed** for a beginner.

One of the best cameras in this category is the **CAMBRON CF35**. The "35" stands for 35mm Film. The "F" stands for the built-in Flash. The "Cambron" stands for Quality! In the August 1980 issue the Magazine "Modern Photography" devotes a column-and-a-half of its precious space to the Cambron CF35. The Magazine lauds the **Intelligent design** and tells its readers that the Cambron CF35, despite its low price, has many features sought by today's snapshot photographers. The Cambron CF35 has all the features a beginner should look for:

- Standard 35mm Film
  - Automatic Exposure Counter
  - Automatic Zero-Reset
  - Automatic Film Spacing
  - Single Stroke Film Advance
  - Shutter Cocking coupled with Film Advance
  - Double Exposure Prevention
  - F2.8(1) 38mm Anti-Reflection Coated Color Corrected Lens
  - Aperture variable from F2.8 to F16
  - Focuses from Infinity to 3 feet Close-Up
  - Distance shown in feet, meters, and by Symbols
  - Threaded Lens Front accepts Filters, etc.
  - Filter Size 46mm
  - Optical Viewfinder lets you see what will be in the picture
  - Built-in Powerful Electronic Strobe Flash
  - Light Weight: a mere 12 ounces
  - Small Size: just 3 1/4 X 5 1/2 X 2 1/2 inches
  - Complete illustrated instructions take you step by step into picture-taking
- Now look at the price and you will be in for a pleasant surprise.** The Cambron CF35 is equipped with an F2.8 Lens, **not** F5.6 or even slower! Have you ever seen an F2.8 38mm anti-reflection coated color corrected Lens for less than \$59.95? We are talking about the **lens alone!** If you could buy the **entire camera** for \$59.95, what would that leave for the **Electronic Strobe Flash** or for the **camera BODY?** Let's come right down to brass tacks: **Cambron CF35 Camera with F2.8/38mm coated color corrected Lens with built-in Electronic Strobe Flash, unbelievably low priced at only \$59.95**



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

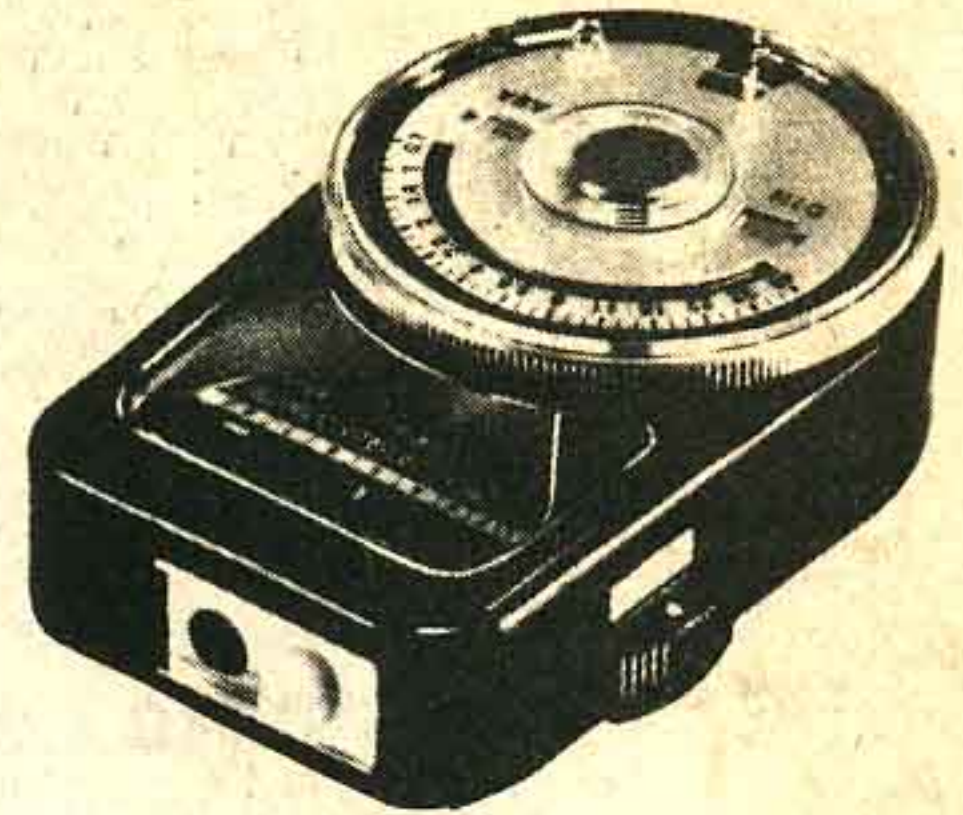
You certainly do! Built-in meters are terrific but they have their limitations. If you take pictures only in good light, on conventional film, without filters (or only with ordinary filters), if you don't take imaginative pictures, if you never take extreme close-ups or copy pictures from books, in short,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

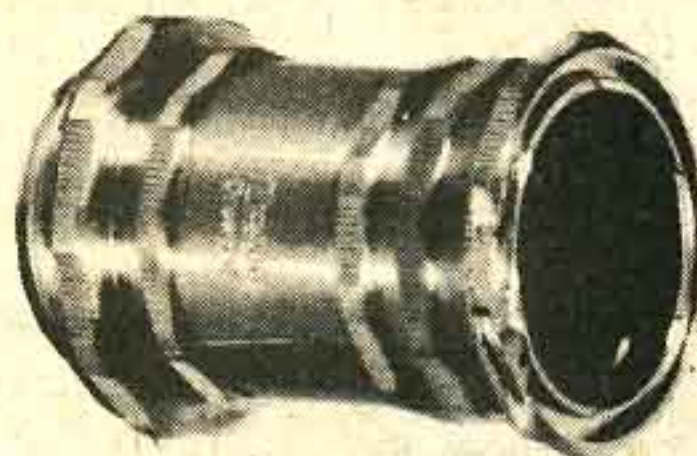
- On/Off Switch
- One-Hand Operation
- zero Adjust Slot
- Built-in Battery Tester

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.

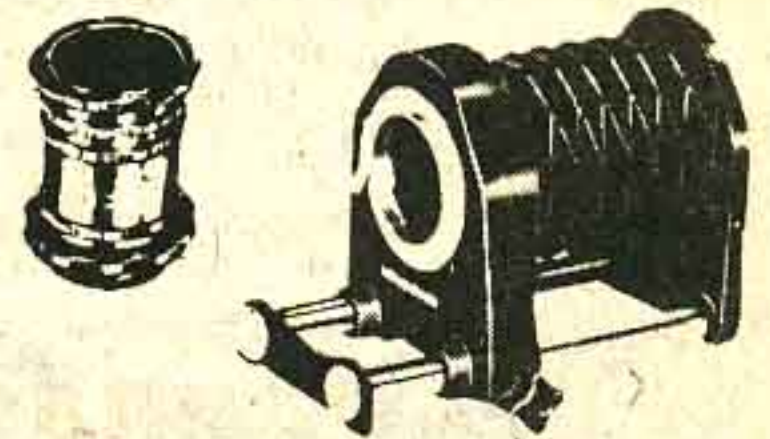


## Original Ihagee German Chrome Extension Tubes

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.

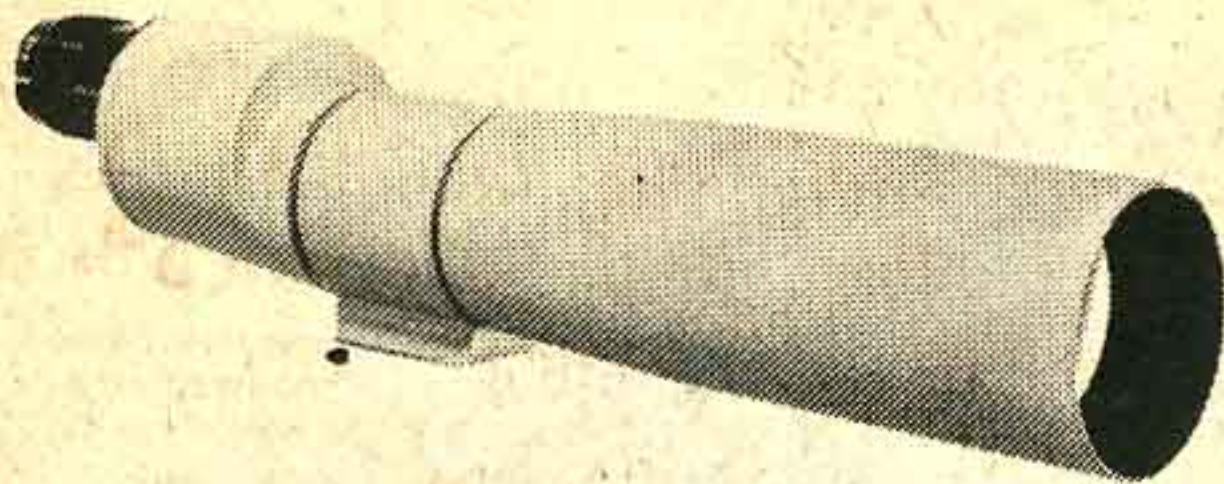


Did I hear you say: "If I have the Bellows, I won't need the Tubes" ? Pardon me for contradicting you: You are wrong! Let me quote from Binno Garasu's Folio "Better Close-Ups Every Time": --The Extension of a Bellows usually starts where the Tubes leave off. Owning both Tubes and Bellows is therefore 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.





## 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.

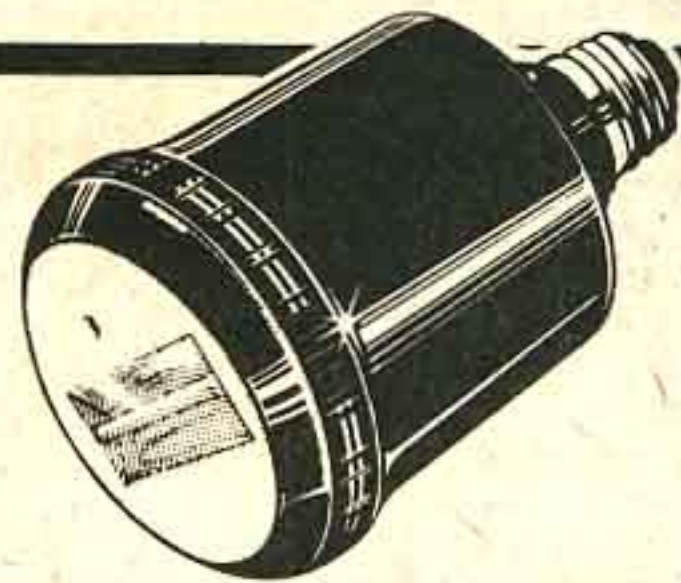
# AutoSynch

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**



## 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:

### 28mm F2.8 Automatic Macro Wide Angle for pre-EDX EXAKTAS

If you have been limping along with a 35mm Wide Angle, perhaps even a slow one, such as F3.5 or slower, or with a non-automatic one, **move up** to a new ultra-sharp, fast, and really **wide** Wide Angle Lens. Automatic, of course. Totally free from distortion. Sharp and even in light distribution over the entire picture area, to the very corners: a Lens which you will use much more often than your old wide angle lens. And if you enjoy Macro Work, you will use this new Lens for many amazing Close-Up Shots.

**28mm F2.8 Macro Wide Angle Lens, Automatic, for Exakta Twin TL, Exakta RTL, and all Classic Models, Stock #1807, amazingly low Seymour Priced: just \$114.50 + 1.95 Shp.** Been wondering what to do with your old Wide Angle Lens? Trade it in!

### 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.

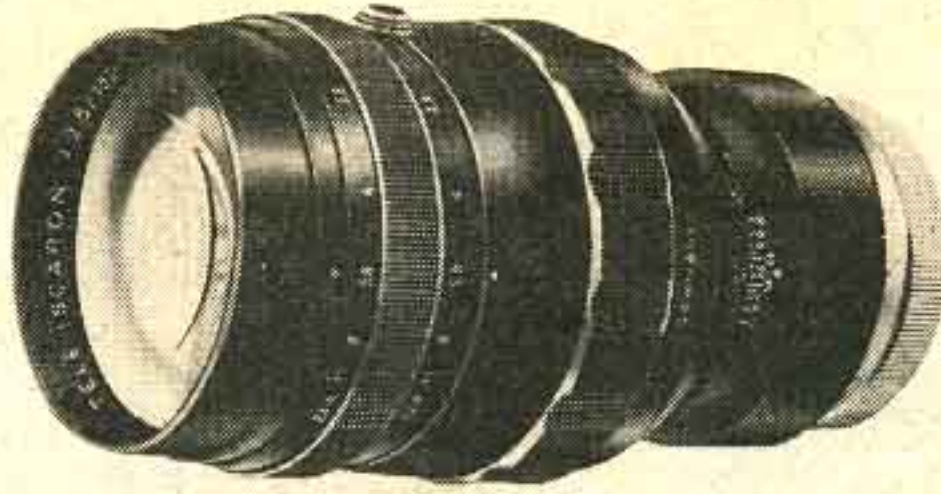
Yes, we do go out and search and it makes us very happy when we are successful.

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



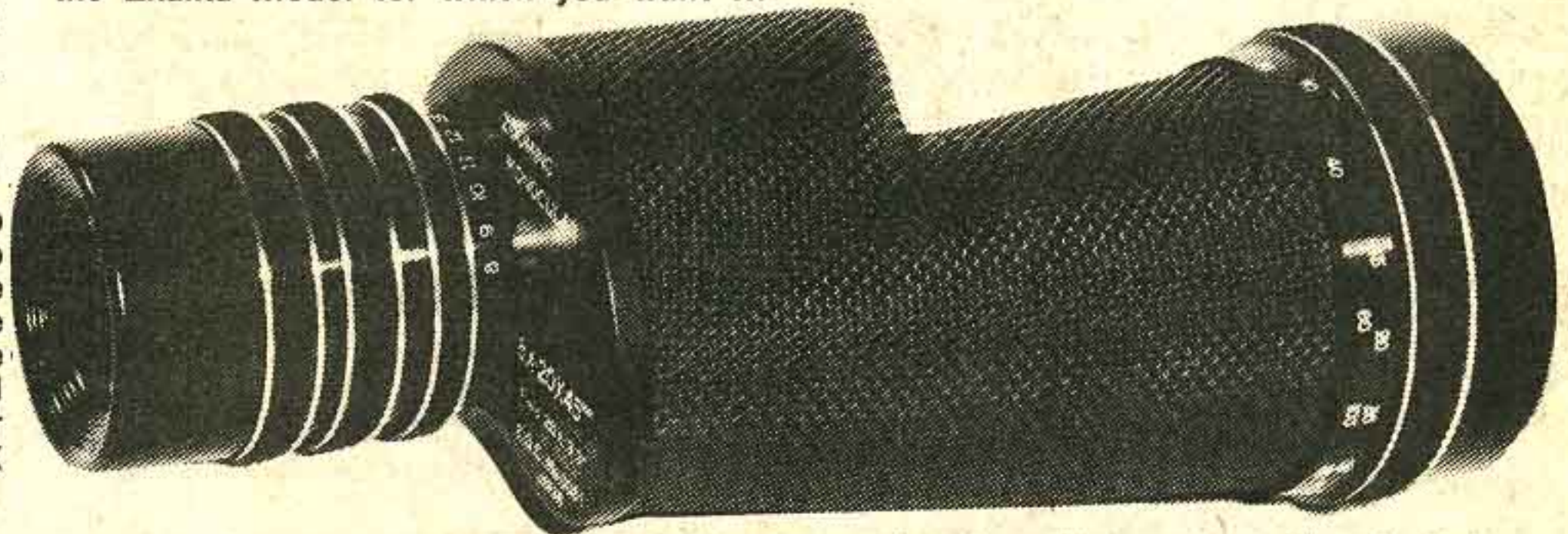
## Attention Owners of Classic Exaktas and Exakta Model RTL! Save \$80.00 on German Telephoto!

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 give-away 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!)

### 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.



## 400mm to 1,000mm Ultra Power Zoom Attachment

You can now dramatically increase the Telephoto Power of your Camera: Zoom through a Range of 400mm to 1,000mm with literally hundreds of Focal Lengths in between.

**You can increase the "Power" of your normal lens from 8times to 20times. Yes, you read it right: up to twenty times!**

The new Magna-Zoom attaches to your normal lens, multiplying its Focal Length from 8 to 20 times. Optically, the Magna-Zoom follows the principle of a Prismatic Telescope. In fact, you can use it as a very excellent Variable-Power Zoom Monocular when it's not on your camera. Fully coated, internally baffled, meticulously collimated -- a Precision Instrument of Highest Quality. The advantage of using the Magna Zoom in

## 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!

## 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**

conjunction with your normal lens is obvious: **all** the features of your prime lens remain unchanged. If your lens is automatic and/or coupled to the Lightmetering System of your camera, everything will continue to work. Needless to say, you can use the Magna-Zoom with non-automatic lenses, too. Complete, easy-to-follow, simple Instructions are supplied, of course.

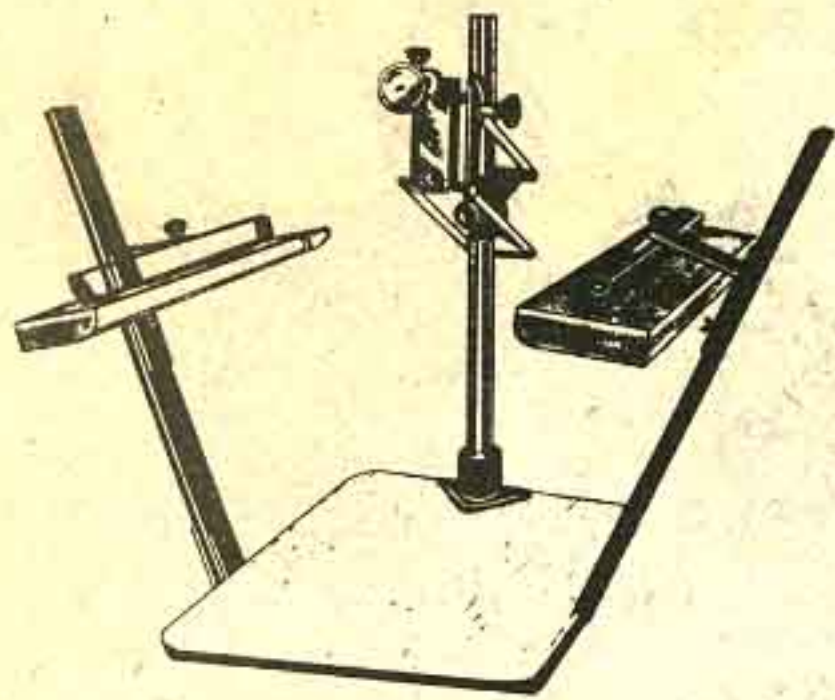
**Magna Zoom Eight/Twenty, Stock No.2060, amazingly low priced at only \$69.95.**

Shipping Charges \$2.95

You will need a Threaded Lens Adapter to attach the Magna-Zoom to your Lens and additional adapters for lenses with different diameters. The Lens Adapters are priced at \$4.95 each. Be sure to give the Diameter in mm, of all the Adapters you order.

**BONUS BUY: Protective Case for the Magna Zoom, if ordered at the same time, \$3.95**





## Save \$18.00 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 inches 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, Stock No. 1933, \$98.75**  
Shipping Charges, \$5.95

The Lights are shown on our Pantomax Copy Stand with Pantograph Camera Suspension, Stock No. 2067, offered for only \$59.35 + 5.95  
**SPECIAL COMBINATION PRICE: Pantomax Copy Stand plus Daylight Copy Lights BOTH for only \$139.75 + 8.95 Shipping**

## 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

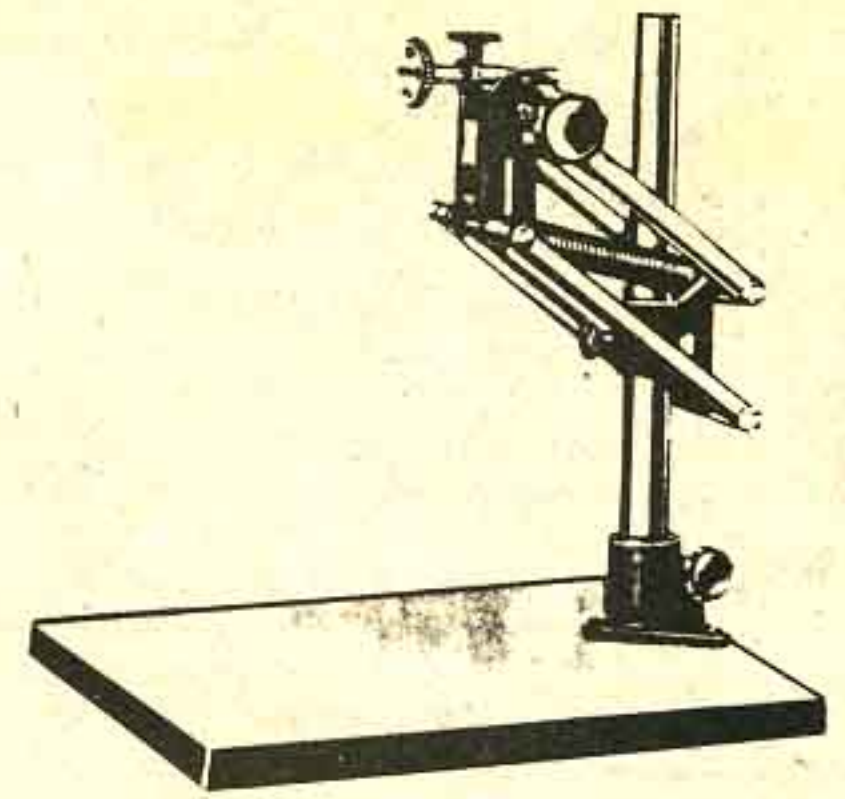


The new Pantomax is a Copy Stand which employs the Pantograph Camera Suspension Principle. This permits quick "last-second" height adjustments without moving the Suspension Arm at the Upright.

- 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, Stock No. 2152, excellent value at only \$59.35 + 5.95 Shipping Charges**

Light Fixtures (2), "Maxillite", for use with Reflector Type Bulbs (bulbs not included), Stock No. 2155, \$34.50 + 2.85 Shippg. Chgs.  
**SPECIAL COMBINATION PRICE! Buy both items at the same time and save even more: Combination Pantomax and Maxillites (2), Stock No. 2156, only \$89.50 + \$6.85 Shippg.**

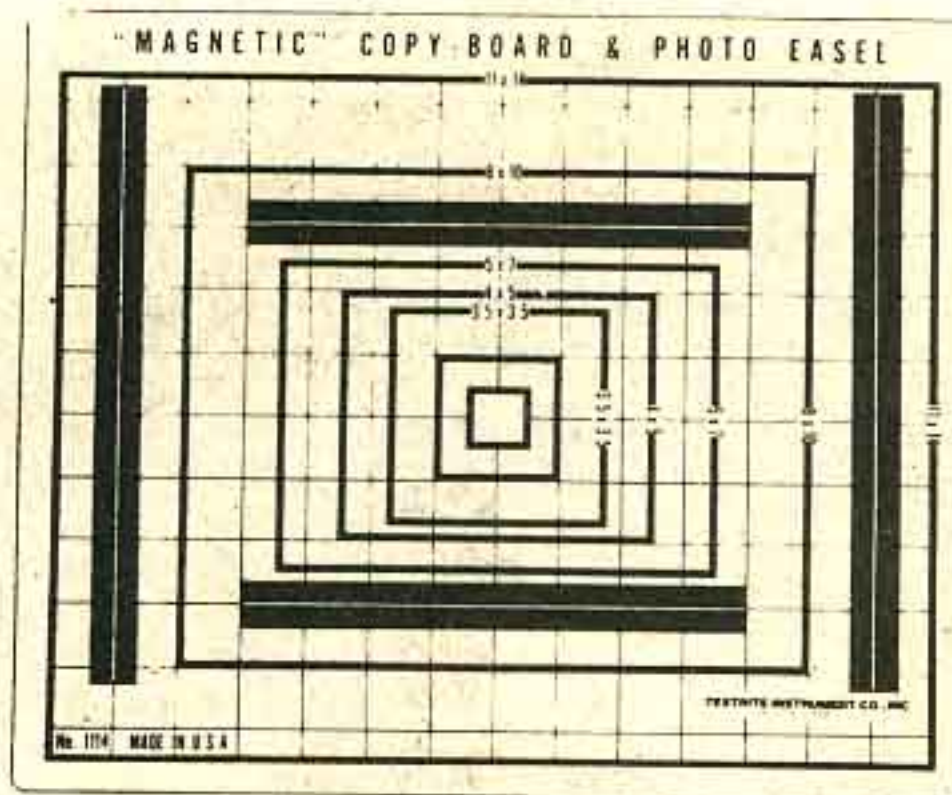


## Super Pantomax Copy Stand

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 Maxillites and the "Daylight" Color Lights.

**Super Pantomax Copy Stand, Stock No. 2153, \$79.50 + 6.95 Shipping Charges.**

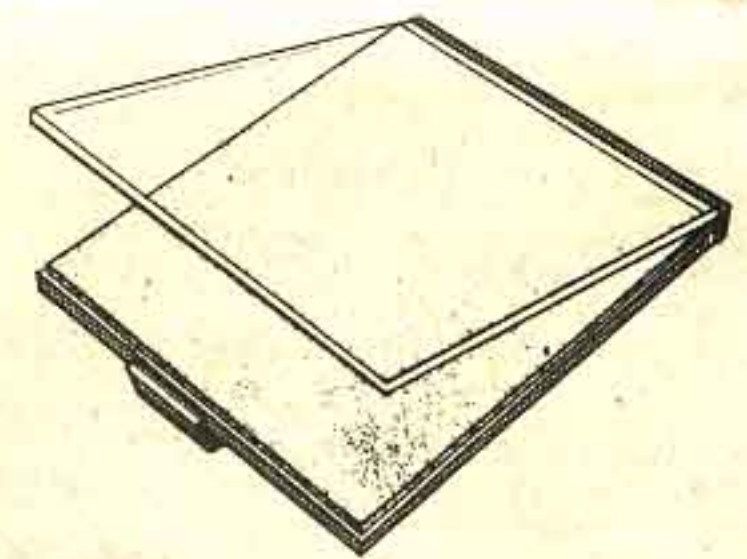


## Magnetic Board

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 hold 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 4 Magnetic Hold-Down Strips, Standard Size 11X14 Stock No. 1886.....\$14.65**  
**Extra Large, 16X20, Stock No. 2103.....\$19.85**  
Shipping: Standard, \$1.95 • Xtra Large, \$2.85



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

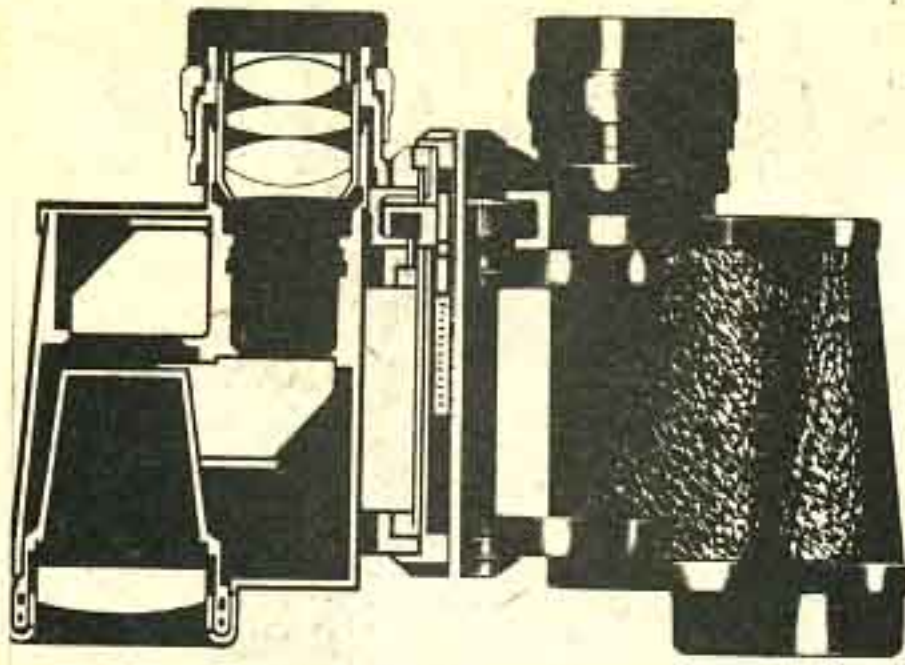
"Proof-Ease" accepts negatives in any combination up to 8½" wide and 11" high, individually cut or in strips. Unlike other proofing frames, "Proof-Ease" also takes the new 8½" X 11" Negative Holder Sheets (the ones that fit into a 3-Ring Binder). That's why it's wider and higher than other proofers.

"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 and Easel, Stock No. 2119, Seymour-Priced (way below Manufacturer's Suggested Retail Price!) at only \$19.95 + 1.85 Shipping Charges.**





**EEIS Subscribers get  
First Opportunity:**

Yes, as an EEIS Subscriber you get first crack at an incredible buy! As an EEIS Subscriber you get the jump on the general public! We offer you the absolute ultimate in German Wide Field Prismatic Binoculars with Optics "Aus Jena". The Quality of these Binoculars is simply superb. Clear, sharp, distance-swallowing Eight Power. Wide Field, brilliantly bright image, enhanced contrast. A Pair of Binoculars only the German experts could have come up with: the Cambron WEITFELD 8 X 30 Prismatic Feldstecher.

**Our Unconditional  
Performance Guarantee:**

If you do not agree that our 8 X 30 Weitfeld Binoculars are equal in optical performance to any glasses of similar specifications but selling at up to three times our price, regardless of brand name, we want you to put them right back into the box they came in and return them to us within 15 days from the day you received them for a prompt, full refund --- no questions asked!

Only actual use can give you an idea of the incredible optical quality but the specifications will tell you what makes the glass so fabulous:

- Magnification: 8 Power
- Objective Diameter: 30mm
- Angle of Acceptance: 8½ Degrees
- Field of Observance: 475 feet at 1000 yards
- Five-Element Oculars
- Shock Resistant
- Sealed against Heat and Humidity
- Anti Reflection Coating Throughout
- Superb Optics "Aus Jena"
- Enhanced Contrast
- Full Color Correction

**A FEW ADDITIONAL EXPLANATIONS:**

**Why Eight Power?** The more power, the closer the subject. But the practical limit for hand held use is 8 power. Otherwise the image is difficult to control.

**Why 8½ Degrees Wide Angle?** The relative size of the observed image ("field") is important for ease in finding the subject quickly and keeping it in view relative to the surroundings.

**Why Five-Element Ocular Lenses?** Five Elements in the Optical Formula of a Lens guarantee highest correction. Only highly corrected optics guarantee sharp, clear, color-true images without the color fringes found in many glasses.

**Why Optics "Aus Jena"?** Only Precision Optics guarantee the Quality of the Finished Glasses.

**8X30 Weitfeld** **89<sup>50</sup>**  
**Prismatic Binoculars**  
Stock No. 2049 + \$3.45 Shipping Charges

**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.



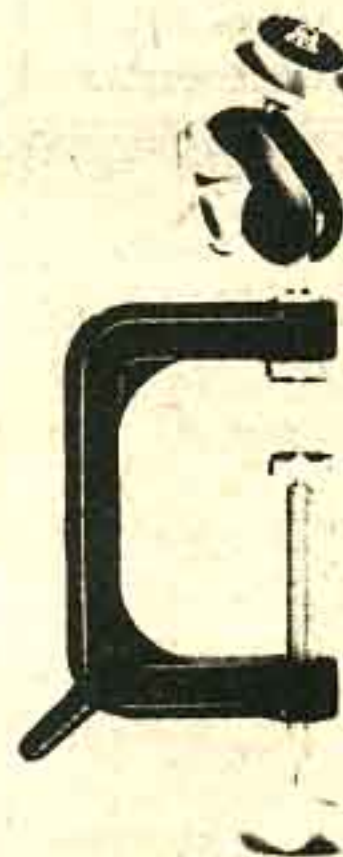
**Don't Let the \$29.50  
Price Fool You!**

We selected this new line of Binoculars only after we were thoroughly convinced that we had true quality glasses which we could offer at the most attractive 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 to pass the high standards of the Government-Sponsored Optical Testing Laboratory of Japan!

7X35 Cambron Sport Glass, Stock No. 2093 .....	\$29.50
7X50 Cambron Nature Watcher, Stock No. 2094 .....	\$44.25
10X50 Cambron Artillery Glass, Stock No. 2095 .....	\$49.95
20X50 Cambron Super Distance Glass, Stock No. 2096 .....	\$69.50
Shipping Charges: #2093 and 2094, \$2.95 #2095 and 2096, \$3.95	



**Tiger Super Clamp**

The Tiger "Super" Clamp is the Heavy Duty Version of the Tiger Clamp Pod. Wider Jaws, Double-Jointed Extra Safe Universal Swivel Head. Typically low Seymour-Priced but worth much more. Buy one!

**Tiger SUPER Clamp,**  
Stock Number 1947, only \$8.95 + 85c Shpg.



**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.

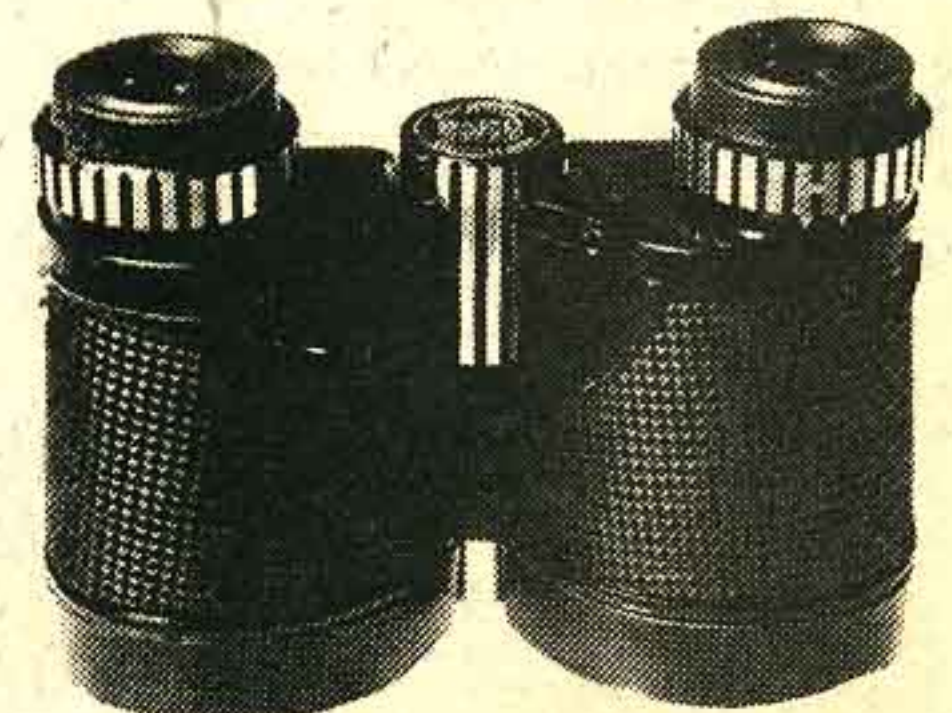
**The Specifications are Impressive:**

- 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, Stock No. 2025, Direct-to-You Price, only \$69.95 + 2.85 Shipping Charges.**

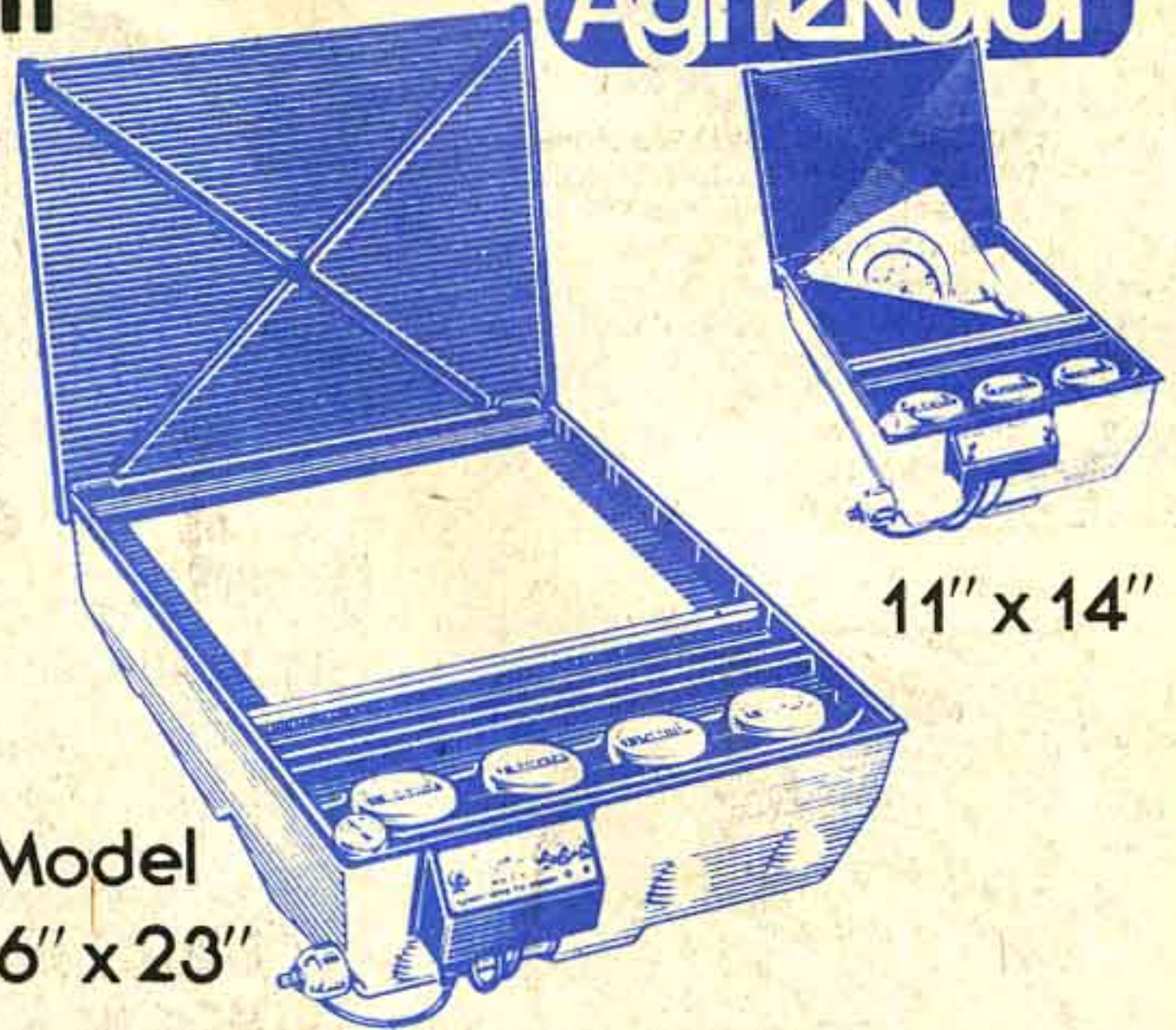




# Color Processing System

Have you shied away from doing your own Color Processing because you thought it was too expensive and too complicated? With the Agnekolor Color Processing System you can process Color Prints literally for pennies, easily and, once the print or film is placed in the Agnekolor Processor, in full roomlight! In other systems the chemicals are discarded after use. In the Agnekolor System the chemicals are used over and over. This economy alone can pay for the Agnekolor Processor! The Processor is brilliantly engineered and built to last almost forever.

**Agnekolor**



11" x 14"

Model  
16" x 23"

## How the Agnekolor Laminar Flow Color Processor works...

The chemical solution is poured into the *processing trough*, where it is pumped through the machine to the *applicator*, which spreads it into a uniform layer of solution which flows uniformly across the *platen* and the face of the print. This is the patented Laminar Flow.

An adjustable *position bar* holds the print in place; a *choke bar* is also used to hold down the leading edge of emulsion material. The exposed paper or film, is placed face down on the flowing solution. The *light-tight cover* is closed as soon as the paper is loaded, then lights can be turned on. After completion of each processing cycle, the chemical is drained out of the *drain valve* and into the appropriate color-coded *chemical container*, which has its own container lid and floating lid. The chemical is replenished and then replaced in its *receptacle*, where the temperature level of the chemical is maintained by a *temperature control unit* inside the tub.

If your darkroom has running water, washing is easy with the *water inlet tubing* supplied (or simply pour wash water by hand). *Tub drain tubing* can come out of either side of the unit, as can *chemical drain*, into sink or container. *Power cord* plugs into any grounded household outlet. *Control box* operates both processor and temperature control. UL approved.

There are two Models, the 16"X23" Model and the 11"X14" Model. Both models permit simultaneous processing of smaller sizes or of one single large size print or film.

### To Summarize the Major Features:

- Works with any Process, present or future
- Works with Color or Black-and-White
- Permits Lights-On Processing
- Controls Temperature
- Sets up anywhere
- Requires no installation
- Gives Maximum Chemistry Economy

### AGNECOLOR LAMINAR FLOW PROCESSOR

Model 11 X 14, Stock No.1904 .....	\$249.50
Same, with Temperature Control, Stock No.1905 .....	\$349.50
Model 16 X 23, Stock No.1906 .....	\$649.50
Same, with Temperature Control, Stock No.1907 .....	\$749.50
Shipping Charges: Model 11 X14, \$4.85 • Model 16 X 23, \$6.90	



## The Processing Wedge for Black-and-White or Color

8x10

Essentially, the "Wedge" is a Developing Tray, albeit a very sophisticated one. It has a light tight cover, an in-out pouring funnel (also light tight, of course) and a two-point rocking surface assuring an even flow of chemicals over the print surface.

While it is no hardship to do the rocking by hand, an automatic Rocker is available which does all the work for you. You can even buy it with thermostatically controlled temperature control in which case the Rocker will keep the Wedge (and its contents) at the correct processing temperature -- automatically!

Using the Agnekolor Color Wedge is simplicity itself:

- Place sensitized sheet in unit
- Close the cover and turn on the lights in the room
- Pour in chemicals
- Rock
- Drain chemicals

**Note that processing is done with the roomlights on!**

Processing Wedge, 8 X 10, Stock No.1908 .....	\$19.50
Automatic Rocker, Stock No.1910 .....	\$44.75
Automatic Rocker with Temperature Control, Stock No.1911, \$79.50	
Shipping Charges: Wedge, \$3.50 • Wedge and Rocker, \$6.75	

# seymour's

47 Seventh Ave., New York, N.Y. 10011



## We are re-opening our HiFi Department

Five years ago (time does fly!) we closed our HiFi/Electronics Department. We explained the reasons and closed out our stock of HiFi Equipment, Speakers, Tape, and so on. Since then, the HiFi Industry has changed and we feel that we can once again serve our customers well by offering them Quality HiFi Equipment at Seymour-Prices. Our former policy has not changed: We still evaluate every item before we offer it to the most important people: our customers!



### MURA AM/FM Stereo Lightweight Receiver with MURA Headphones

MURA, the people who are bringing you the sensational "Red Set" Headphones, also bring you a lightweight AM/FM/Stereo Radio Receiver. They call it The HI Stepper. It provides you with top quality reception, both AM and FM, when you are on the go. The Stereo Indicator lights up when you are tuned to an FM station which broadcasts in stereo. Listen to the MURA HI Stepper through the MURA Rare-Earth Headphones and you think you are listening to a full size HiFi Home System. It even lets you switch from FM Stereo to Mono, to capture distant stations!

The MURA HI Stepper comes to you with spring-activated clip for belt or pocket, the new "fold-away" MURA Headphones, and a protective case. And we've made it very affordable!

**MURA HI Stepper AM/FM/Stereo Lightweight Radio Receiver, Stock No.2137, only \$59.45 + 2.35 Shipping Charges. Headphones and Case included. Alkaline Batteries, Set of 4, \$2.95**

## 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.

**seymour's**



### Headphones: Lightweight or Life-like Sound?

For decades the buyer of headphones had to choose between comfortable lightweight (poor sound quality) and life-like sound (heavy and uncomfortable). But things have changed with the development of MURA's amazing Red Set Headphones.

By utilizing samarium cobalt, MURA has produced subminiature ultra lightweight magnets, powerful enough to drive its mylar diaphragm speakers with extreme high fidelity and flat frequency response throughout the entire audio range. Samarium is a rare-earth element of the Lanthanide series. Its closely-spaced electron orbits combine with cobalt to produce extremely powerful magnetic fields, allowing for low-mass high-compliance diaphragms with incredibly excellent transient response.

Now you can have the best of two worlds in a headphone of unprecedented comfort and listening pleasure.

The MURA Red Set Headphones are compatible with all HiFi Receivers, Amplifiers, Tape Recorders, etc., with a "Phone" jack. With a plug adapter they can also be used with small portable radios, Walkman-type cassette players, etc.

**If you are technically-minded, marvel at the specifications:**

- Designation: MURA Red Set 1
- Frequency Response: 20-20,000 Hz
- Sensitivity: 100 dB at 1 mW
- Maximum Input: 100 mW
- Matching Impedance: 4 to 35 ohms
- Mode: Stereo
- Driver Units:
  - 28mm Samarium Cobalt Magnets
  - High Velocity Mylar Diaphragms
- Weight: 2 ounces
- Plug: 1/4" Stereo, 3-Conductor

I can personally attest to the quality and the comfort: for the last two hours I have been wearing a set while writing the description you are reading. I listened to glorious music. Nobody in the office was disturbed and I didn't even realize I was wearing a headset!!!

**Stereo Headset, MURA Red Set 1, with 1/4" Stereo Plug, Stock No.2157, offered at a Seymour Price which is the only thing smaller than the headset itself: \$17.95 Shipping Charges, \$1.65**



### STEREO BOY Portable Stereo Cassette Player WITH EARPHONES

We have priced this new "jogger" type Cassette Player low enough to let you buy one for yourself and several as welcome gifts for all occasions.

- Compact Stereo Player
  - Wide-Range Earphones
  - Two Headphone Jacks
  - Individual Left/Right Volume Controls
  - Cue/Review Feature: find start of program
  - Auto Stop at End of Tape
  - Anti-Roll: No "Quivering" when you walk
- Stereo Boy Portable Stereo Cassette Player, Stock No.2139, only \$57.50 + 2.45 Shippg. Earphones, Case, Strap included. Set of 4 Alkaline Batteries, \$2.95**



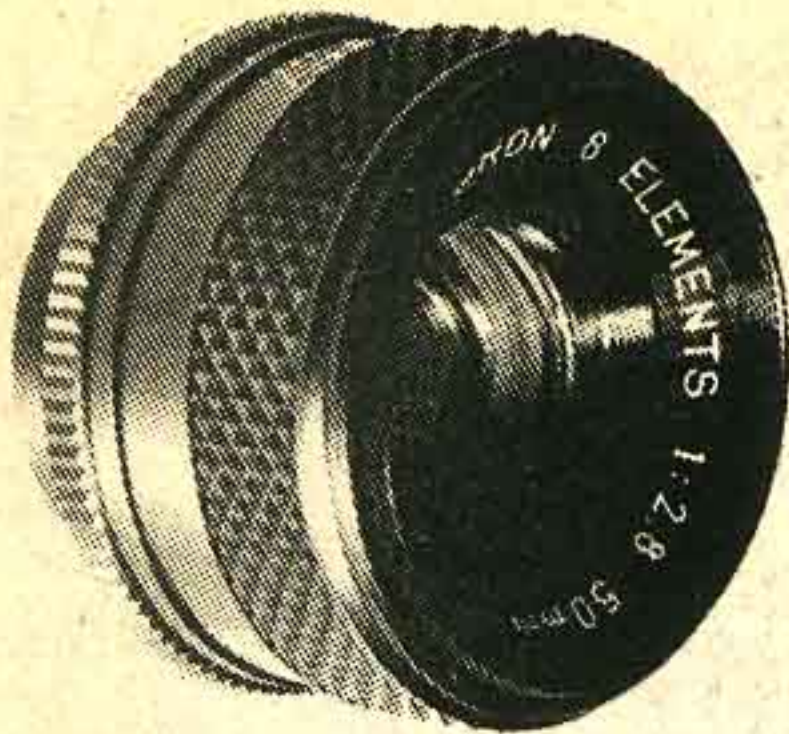
### VEGASOUND Stereo Cassette Player

This Unit has a few additional features:

- "Mixing" Switch: Push the switch and talk to the other listener. Push again to release.
- Battery Indicator: Light shows how much life there's left in the batteries.
- Tone Control: High or Low Sound Range
- Stainless Steel Deck
- Coreless Motor

**Vegasound Cassette Stereo Player, with accessories and batteries, Stock No.2165, only \$67.50 + 2.45 Shipping Charges.**





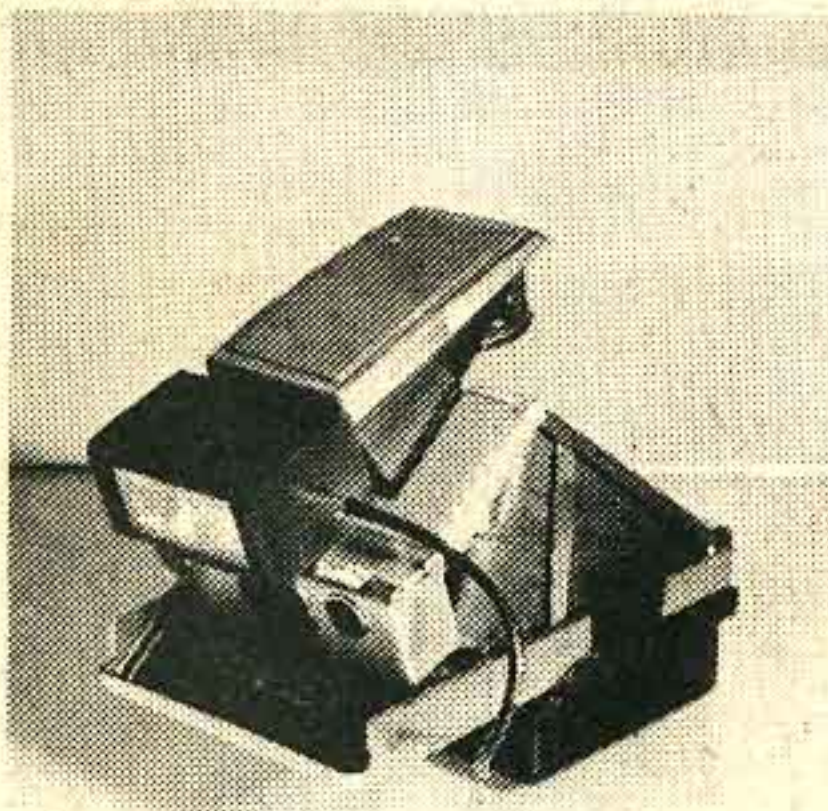
## "Formula VI" 50mm F2.8 Six-Element Enlarging Lens

The quality of the Enlarging Lens is as important as the quality of your Taking Lens, frequently even more important! Just remember that any chain is only as strong as its weakest link. Only superb Enlarging Lenses produce the beautiful prints that win Blue Ribbons whenever they are entered in a Contest. The "Formula VI" is just such an Enlarging Lens:

- Six-Element Optics
- Ultra Flat Field
- Pin Point Sharpness
- Non-Slip Control Ring
- Dual F/Stop Scales
- Fast F2.8 Speed

We have added another "feature" to the Formula VI Enlarging Lens: an **incredibly low price!** Check the prices of Six-Element Enlarging Lenses, even at so-called "discount" prices. Search as long as your patience holds out: you will not find one for less than \$100.00. Now look at our price!

"Formula VI" 50mm F2.8 Six-Element Enlarging Lens, Stock No.2043, Seymour-priced at an unbelievably low \$57.50 + 2.45 Shipping Charges.



## Never buy another Flash Bar for your Polaroid SX-70, Pronto, or One Step Camera!

Feeding Flash Bars to your Polaroid Camera becomes an expensive pastime! Stop paying for one-time bulbs: Buy our new Electronic Strobe Unit, the Pola-Strobe Model PL-70 and take flash shot after flash shot after flash shot, never running out of bulbs and never worrying about the cost of bulbs.

The Pola-Strobe PL-70 was designed for Polaroid Cameras, not just "adapted" to them. An Electronic Time Delay makes the flash go off at the correct split second, assuring perfect synchronization.

The Power Pack fits under the camera body and the light unit itself attaches exactly like the Flash Bar for perfect alignment. Most important, the Pola-Strobe is perfectly matched to the color characteristics of the Polaroid Color Film, including the new "Zero" Type. Buy the Pola-Strobe PL-70 and get perfect Polaroid Pictures. Make every single shot count!

We want every Polaroid Owner to be able to afford this indispensable Strobe and have put an incredibly low price tag on it:

Pola-Strobe, Model PL-70, complete with all Mounting Accessories, Stock No.3345, only \$29.95 + 1.65 Shippg. Set of 4 Alkaline Batteries, \$2.95.



## 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**

## 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!**



## One-Year Americans...?

Remember the Bi-Centennial Year? Of course, you do. We all walked around with patriotic buttons, belts, shirts, hats or what have you. At the end of the year we all went back to forgetting this country's glorious history. Off came the buttons, belts, shirts, hats or what have you.

We don't suggest that we all should dress up like latter-day George Washingtons. But we thought it wouldn't do any harm to wear our colors (Red, White, and Blue, in case you forgot to remember) on a nice wide Carrying Strap. The design is very subtle. It doesn't have a slogan and it's not even a real American Flag either. It does have alternating red and white stripes, though, and white stars on a blue background. It doesn't shout; it implies quietly "I am an American and proud of it!". It doesn't take political sides. It doesn't say "I'm a conservative" or "a liberal" or "a Republican" or "a Democrat". It doesn't even say "America is always right". But it does hint, in a quiet way, "I'm an American and willing to put up with a lot of things!" We can all give it our own meaning, of course, as long as we agree that it doesn't do any harm to show our colors once in a while!

Especially when we can be patriotic and comfortable at the same time. Our new Stars-and-Stripes Equipment Strap is a very comfortable 2 inches wide, lined with non-slip mock suede and adjustable in length from an extra-short 24 inches to an extra-long 40 inches. There are two large snap-hooks and two small keyring type fasteners with flexible extenders to protect the finish of your camera.

The strap's usefulness is not limited to cameras. It will carry binoculars, tape recorders, and many other portable items. It is unusually well made. The color design is **woven**, not printed! And, most important, it is safe, even when used with heavier equipment.

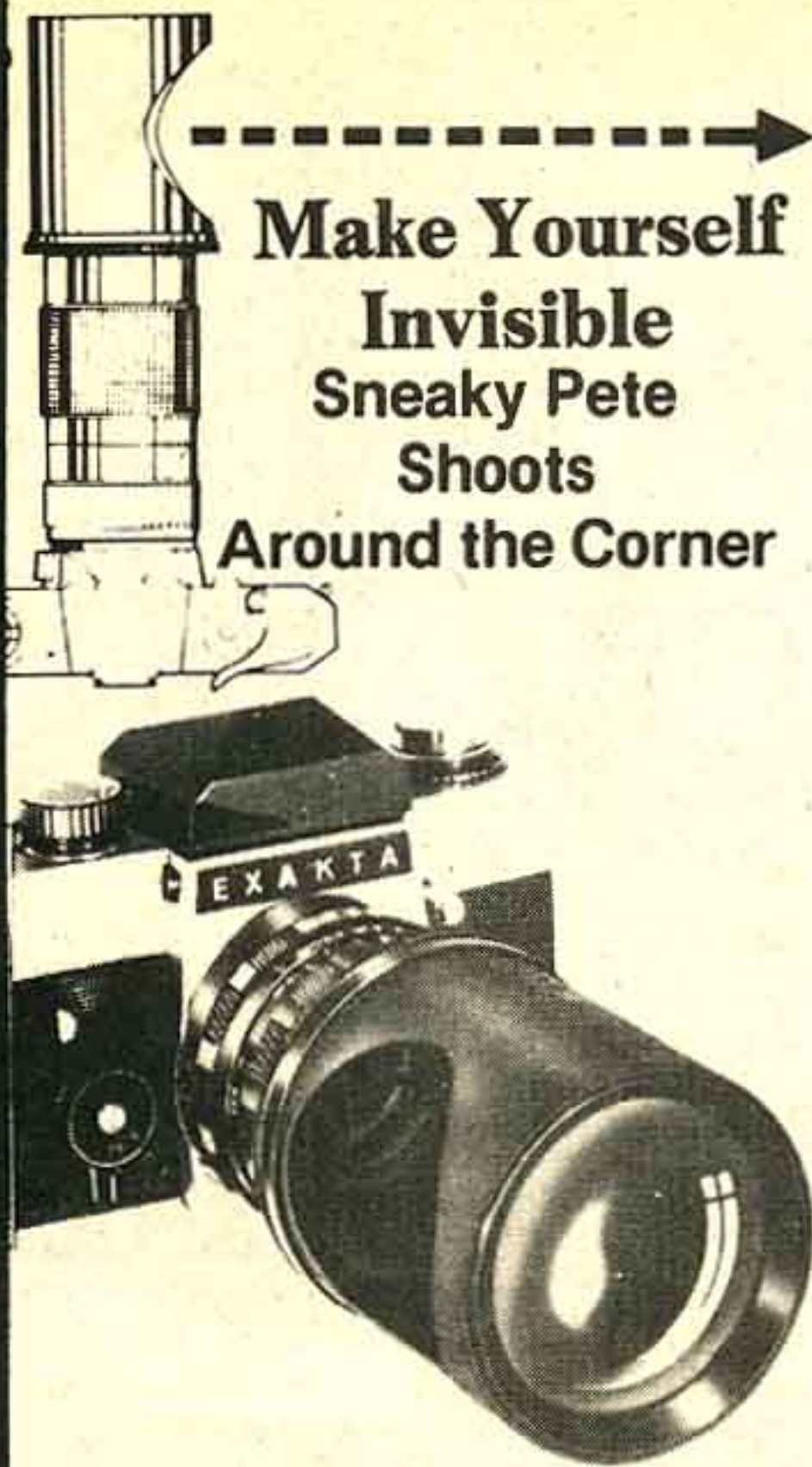
We would like to see thousands of these straps proclaim "Americans Love America!" and have priced them way below their true value:

"American" Wide Equipment Strap, made in U.S.A., only \$3.95 + 75c Shipping Charges.

Buy 5 and get the sixth free! Buy 12 and get 3 additional Straps free! Makes a wonderful GIFT, too!

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





## 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**

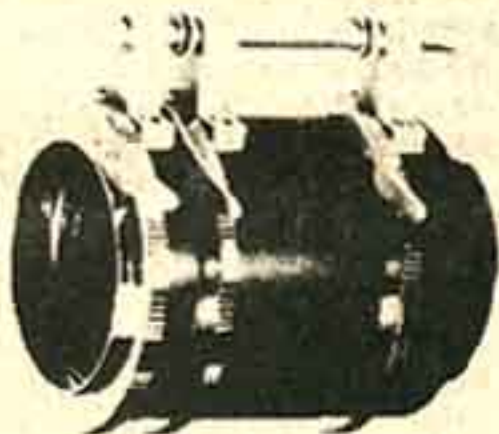
180mm F2.8 preset Tele-Isaron was \$179.50, **Now reduced to \$149.50**

## 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:**

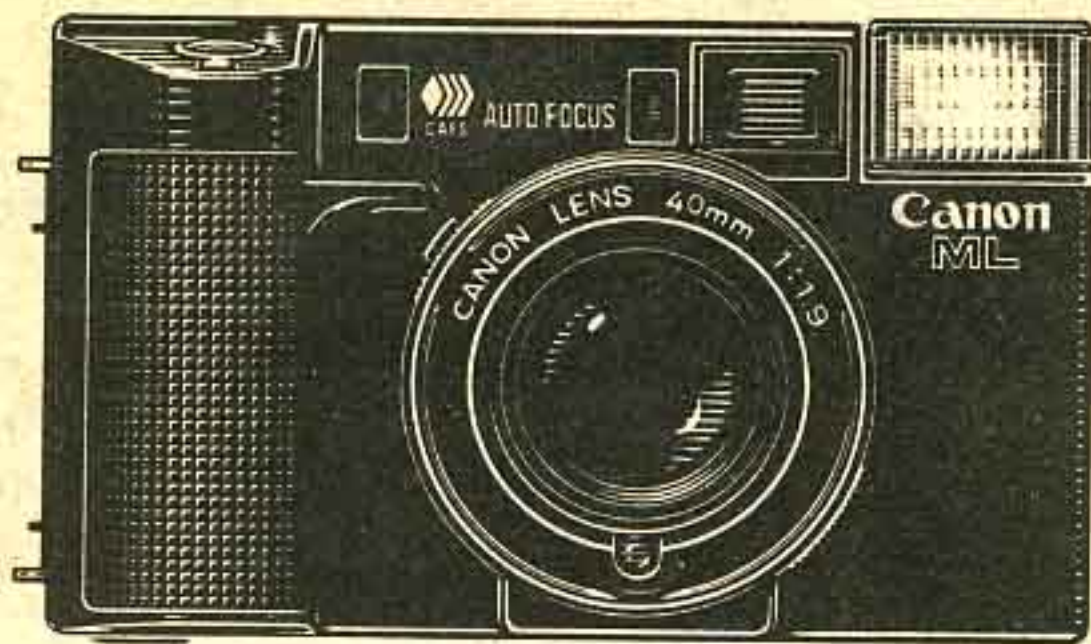
46mm and 49mm, \$16.50 + 85c Shippg. Chgs.

52mm and 55mm, \$18.95 + 85c Shippg. Chgs.

58mm and 62mm, \$29.50 + 85c Shippg. Chgs.

67mm, \$39.50 + 85c Shippg. Chgs.





## They don't believe us!

When we tell customers about the new Canon Super Sure Shot Camera, they don't believe us. Then they see the camera, handle it and put it through a dry run. And then -- they still don't believe what they saw!!!

What they had seen and held in their hot little hands was the **most automatic camera, ever**, the Canon Super Sure Shot ML. The book says: "Every Picture a Masterpiece!". While we cannot guarantee that, we do guarantee that every picture will be wire-sharp and one hundred per cent correctly exposed for brilliant life-like colors, indoors or out, with or without the (built-in!) Flash.

The List of Features is virtually endless. We can show only the most important ones:

- Small, self-contained Full-Frame 35mm Camera
- Six-Element Spectra® Coated F1.9 Canon Lens
- Automatic Focus
- Automatic Exposure Control (Programmed Auto Exposure)
- Automatic Built-in Strobe Flash
- Automatic Motorized Film Advance
- Automatic Motorized Film Rewind
- Automatic Film Loading
- Built-in Delayed Action Shutter Release
- Built-in Computerized Audible Warning Systems
- Beautiful Appearance
- Quality (Canon Quality!) throughout

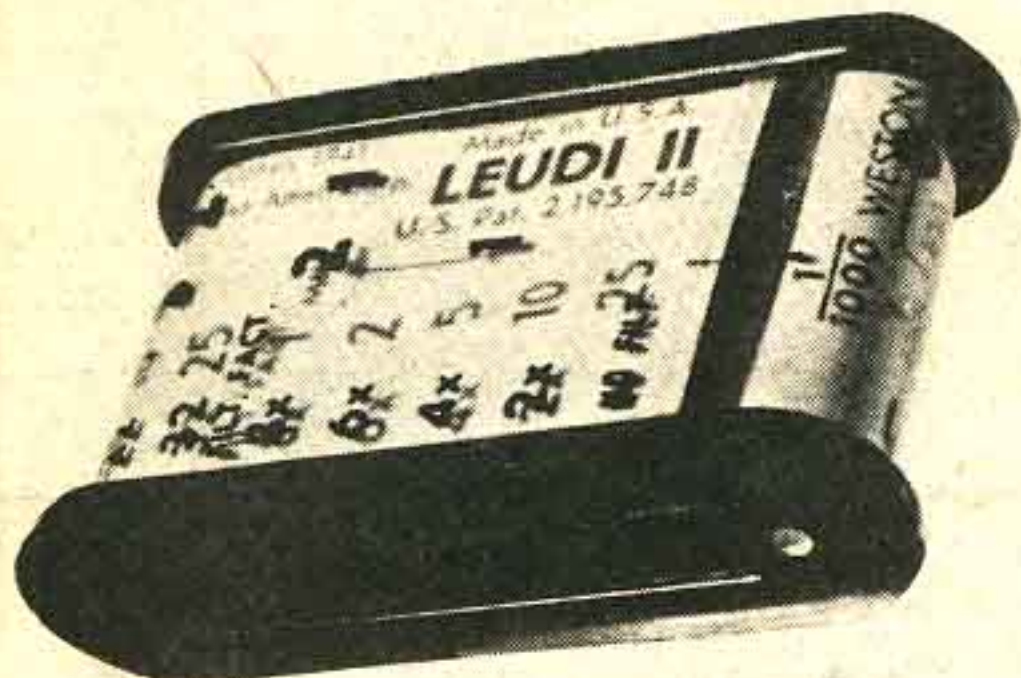
If you had to buy the components (if you could!), do you think the following cost evaluations would be about right? They are, perhaps, a little on the low side; let's say they represent about the minimum. All right, let's start buying the hypothetical components:

A precision 35mm Canon Camera Body, \$125.00. An F1.9 Five-Element Spectra® Coated Ultra Sharp Fast Canon Lens, \$89.50. An Automatic Rangefinder which automatically focuses the lens, \$78.50. An automatic Exposure Meter which automatically sets the camera's correct exposure combination, \$49.50 (I told you that we will stay on the low side!). A Fully Automatic Computerized Strobe Flash Unit which automatically measures out the correct amount of light, \$39.50. A Motorized Film Winder, \$89.50. A Motorized Rewinder \$29.50.

My little pocket calculator just passed the \$500.00 mark. Of course, there are a few "components" which you could not buy at any price! Anyway, you can see that the total "value" of the features is a conservative \$500.00. We're not saying that the Camera has a \$500.00 Price Tag. When a manufacturer puts all the "components" into a single camera, he saves money compared to making separate pieces of equipment. Moreover, Canon was anxious to break the \$300.00 price barrier with their Top-of-the-Line Fully Automatic Camera. They list the Sure Shot ML in their Consumer Price List at \$298.00. Not \$300.00, see?

You know, of course, that "List" Prices have become nearly meaningless. You're not interested in the "List" Price. All you want to know: "What's my price?" OK, here's your price:

**CANON AF35ML Super Sure Shot Fully Automatic Camera with F1.9 Autofocus Spectra® Coated Canon Lens w/Automatic Built-In Strobe Flash Unit, Stock No. 2136, a truly incredible value at only \$198.50 plus \$9.85 for the Case. Shipping Charges \$3.65**



## A Must for all Photo Nostalgia Collectors LEUDI II Extinction Type EXPOSURE Meter

In the thirties a company named Leudi received U.S. Patent Nr. 2,195,748 for a device which read the light and converted the information into F-Stops and Shutter Speeds:  
**an Exposure Meter!**

Many people have read about these meters in old books or in Histories of Photography but few of the actual meters survived. Today a genuine LEUDI Meter is a treasured Collector's Item, very rare, nearly impossible to find. And if you do find one, you usually find a collector attached to it who would not part with it at any price. Well, nearly any price!

Our dealings with photo suppliers all over the

world brought us in touch with an oldtimer who had not just one but a small boxful of them in his safe. It took three visits and the exchange of some of our own historic items to make the fellow part with his Leudi Meters.

When we finally carried away our lucky find, we found that these Leudi Meters were actually **brand new**, unused, in what collectors call "mint" condition! We added several of them to our own Photo Nostalgia Collection and decided to offer all the rest to our customers, on a first-come, first served basis.

What are they worth? Who knows? We have not seen any offered for sale. We do know that they are worth quite a bit on the collectors' market. We also know that their value will go up and up like all collectibles whose supply diminishes and whose demand increases. We are collectors, too, but we are not speculators. Hence we offer the Leudis to our customers rather than salt them away in a Bank Vault.

If you are a collector or if you delight in Nostalgic Photographica, get your order in as soon as possible. In fairness to everybody we will fill orders in the same sequence as we receive them. When they are gone, they are gone. No rainchecks because there won't be any more when these are gone. Don't let it happen that you get your check back with our regrets. In all sincerity we tell you: Don't wait!

**Leudi II Extinction Principle Exposure Meter, Collector's Item, Stock No.2101, offered on a first-come, first-served basis while we have them, at a very low \$12.50 + 1.75 Shipping.**



## We Service Lenses, too!

Perhaps we haven't made it clear that we service, adjust, and repair **LENSES**.

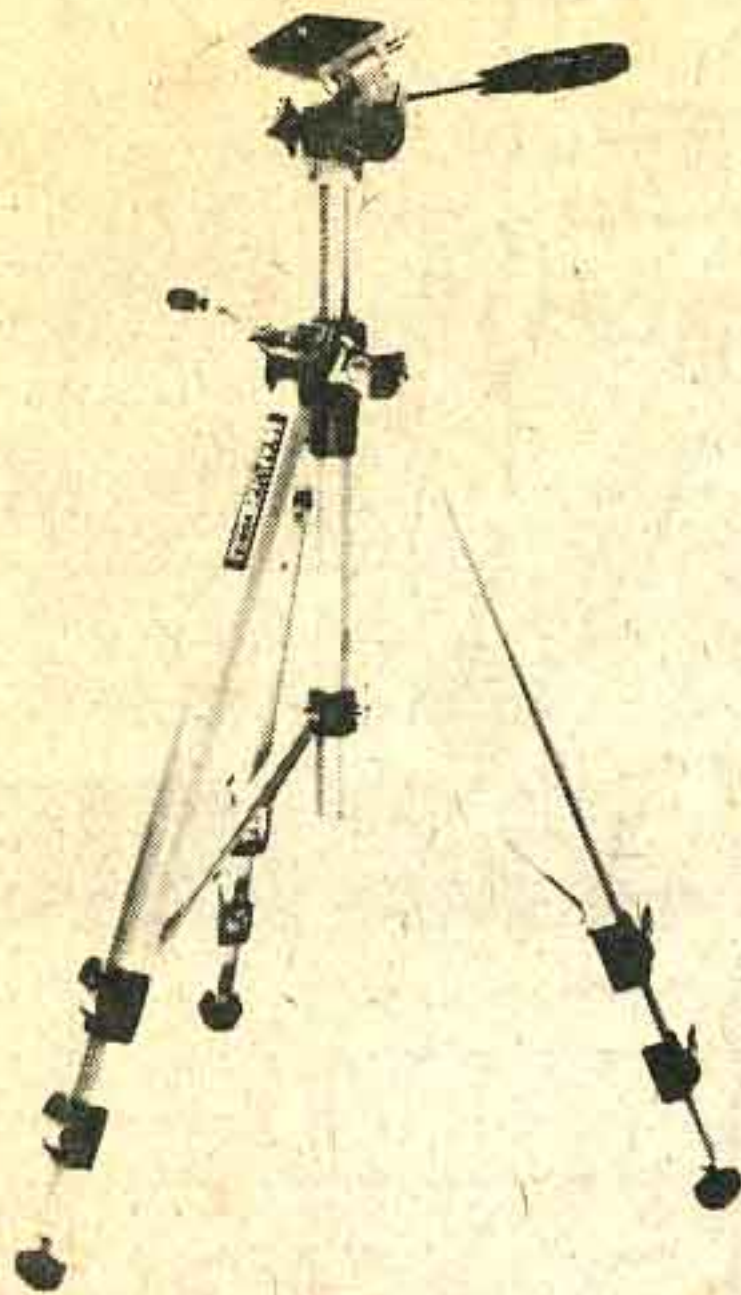
We receive letters from customers, asking whether they can send us their lenses for service. The answer is: **YES!**

**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.**









**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 + 3.95Shpg**

**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**



**"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**



**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 Pentacox 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!

**The 180mm F2.8 "Olympia" Sonnar is also available for Cameras with Universal "42" Screw Mount and for the Praktisix/Pentacox Six at the same low price.**



47 Seventh Avenue, New York, N.Y.

**FIRST CLASS MAIL**