

By Subscription Only

ISSUE NO.481



EXAKTA

EQUIPMENT

INFORMATION

SERVICE

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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.

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!

The Prices Shown in this Issue are not retroactive

15 Days Money Back on ANY item in this folder

Special Privileges for Readers of EEIS

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

This Issue goes to Subscribers only.

While we sometimes send complimentary copies to non-subscribers, we will print just the number of copies of this issue as are needed to fill subscriptions. **Take Advantage of the EEIS Super Deals in this Issue!**

If you suspect that your subscription to EEIS is running out, send us your Renewal now. If we still owe you one or more issues, your Subscription will automatically be extended. You will not miss any issues to which you are entitled.

As you know, the Subscription Price is \$5 per, year. The price has not been raised since 1963! Actually, the subscription will **not cost you anything** because your \$5 fee will be credited to your very first order for \$20 or more.

Send Coupon with Remittance to:

SEYMOUR'S, Inc.
47 Seventh Avenue
New York, N.Y. 10011

Please renew my EEIS Subscription for another year. If any issues are left over from my current subscription, extend the new subscription accordingly

I enclose Check Money Order for \$5 which I may deduct from my first order for \$20 or more.

I understand, however, that I am not under any obligation to buy anything.

Name: _____

Address: _____

City/State: _____

Don't forget ZIP: _____

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.**

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:

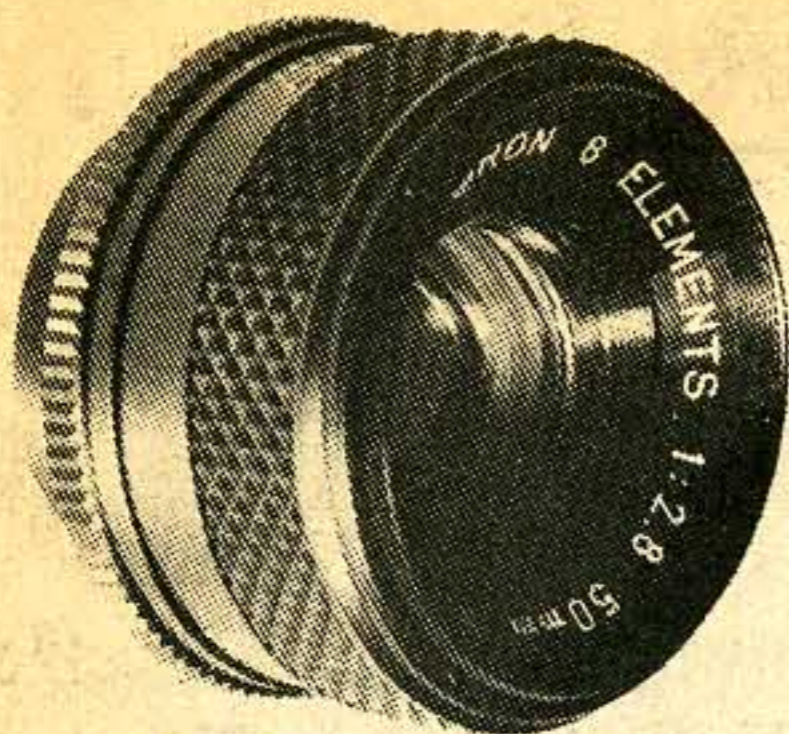
- 35mm and one additional lens\$112.95
- 35mm and two additional lenses\$174.95
- All four Auto Carenar Lenses\$225.95
- 28mm and 135mm Auto Carenars\$119.95
- 28mm and 200mm Auto Carenars\$119.95
- 135mm and 200mm Auto Carenars ...\$119.95
- 28mm, 135mm, and 200mm Lenses ..\$179.95

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.



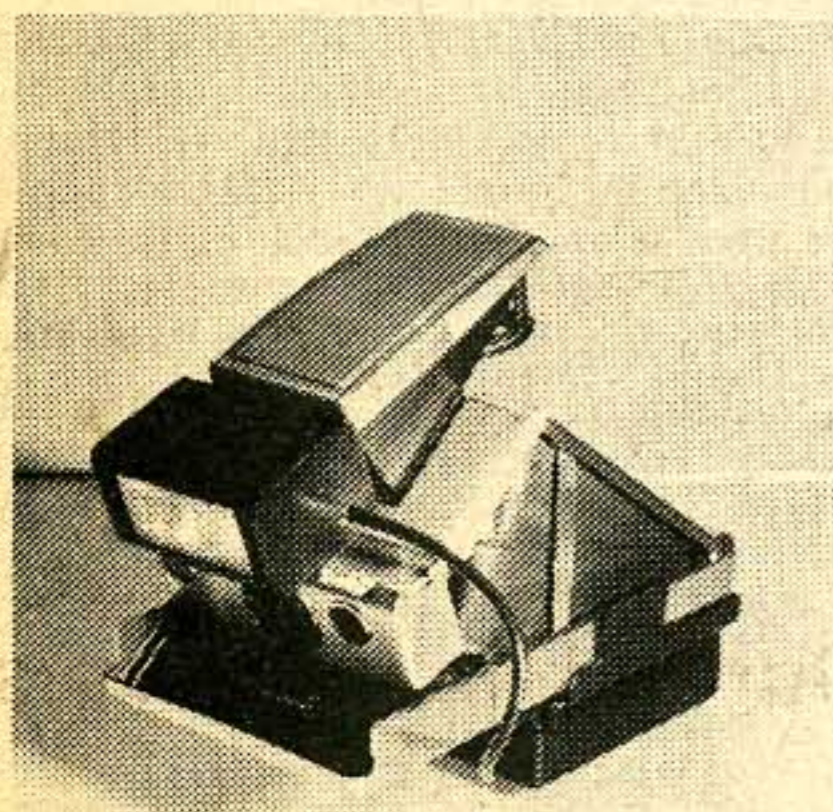
"Formula VI" 50mm F2.8 Six-Element Enlarging Lens

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.

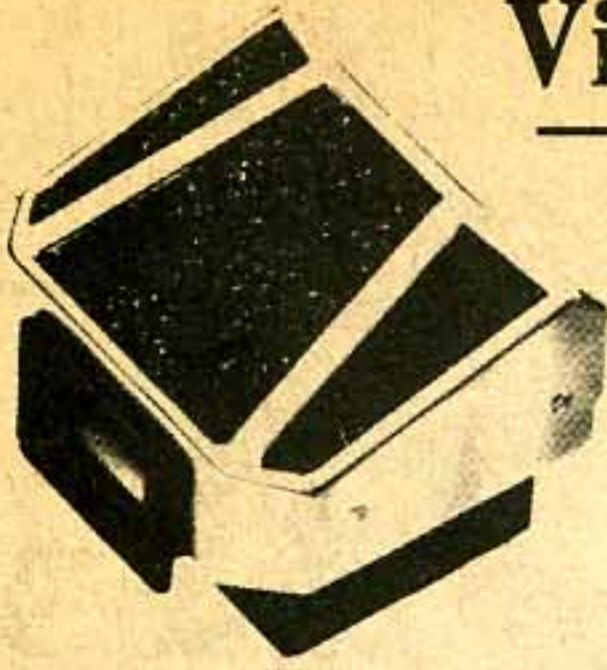
We would like to see thousands of these straps proclaim "Americans Love America!" and have priced them way below their true value:

"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**

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

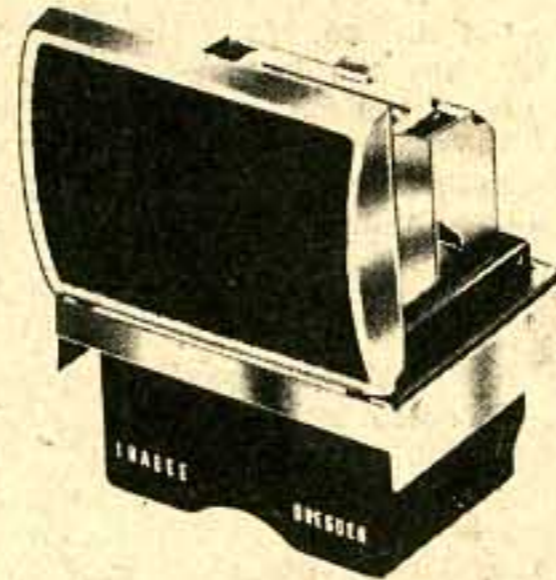
Original Ihagee Split Image Rangefinders

As we explained in the preceding issue, we were able to obtain a relatively small quantity of Original Ihagee Dresden-made Split-Image Rangefinder Inserts for the Classic Exakta. These **Extenar**® Glass Inserts have the two small glass prisms cemented at angles into the center of the groundglass. Ground and assembled with the precision of an optical lens, these glass inserts assure greater accuracy in focusing.

Original Extenar® Dresden-made Split-Image Glass Inserts for the Classic Exakta, Stock No.1984, \$19.50 + 1.25 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

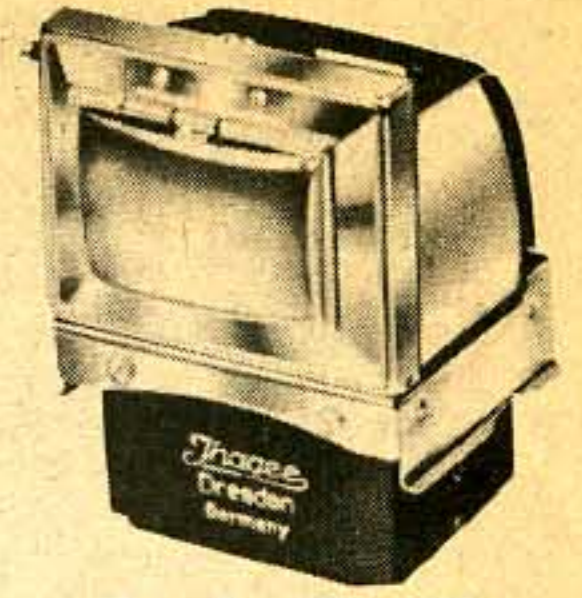
Leave it to Seymour's to perform a few minor miracles! Such as offering Brand New Original Dresden-made Finders. At this time we have a fair supply of Brand New Model N Waistlevel Finders. That's the Model with Interchangeable Focusing Inserts.

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, Extenar, One-Piece Split-Image, Combolite, or ProxiGrid) at 50% of the price shown. However, you **must** mention "Bonus Buy" to alert the Order Processor.



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.



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.

One-Piece Split Image Rangefinder Inserts

Again available: Split Image Rangefinder Inserts for the Classic Exakta, single-piece Moulded Model. For the budget-conscious Exakta Owner. This is the standard Insert for the Prism. (If you order the new Prism and want it equipped with the Extenar® Glass Model Split Image Rangefinder Insert, add \$9.50 to the price).

The One-Piece Moulded Inserts are accurate but should be handled with great care because they are more delicate than the glass inserts. However, they are very popular because the cost is only about half as much as the All-Glass Model.

One-Piece Moulded Split-Image Rangefinder Insert [Classic] \$8.95 + 65c Shipping Chgs.

Our Repair Estimates are still f r e e !

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.

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.

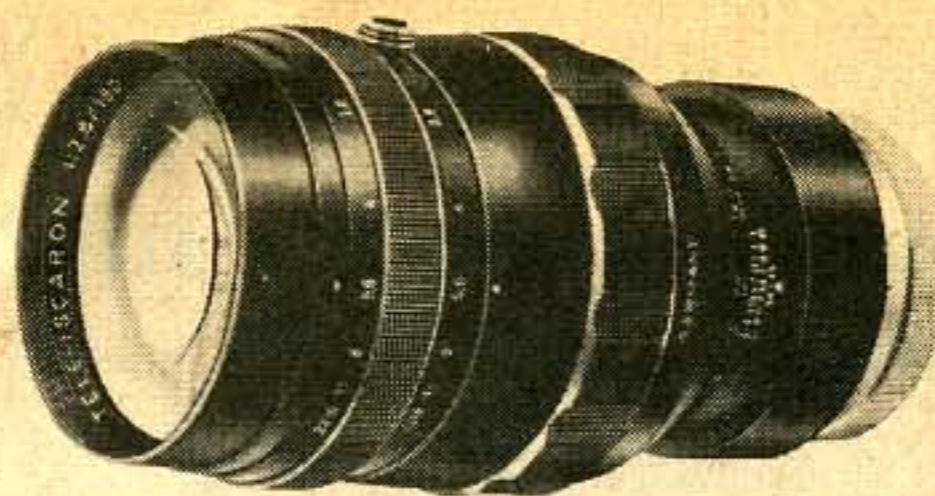
Yes, we do go out and search and it makes us very happy when we are successful.

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!

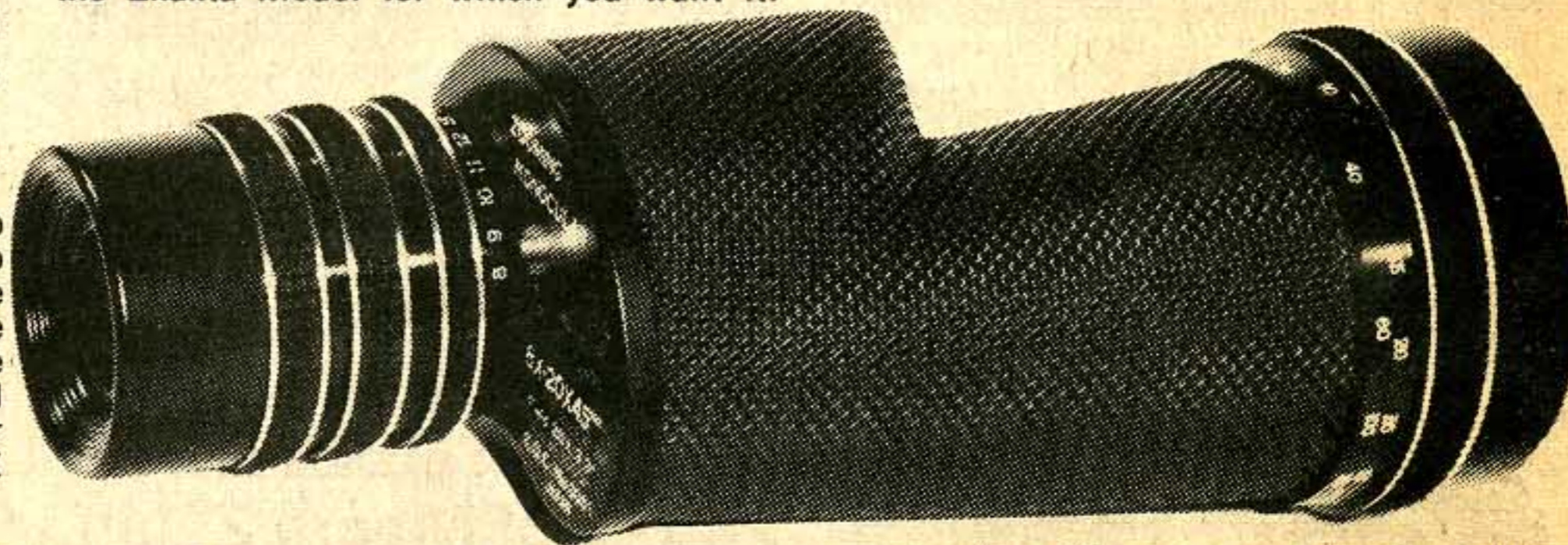
Save \$80.00 on German Telephoto!

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

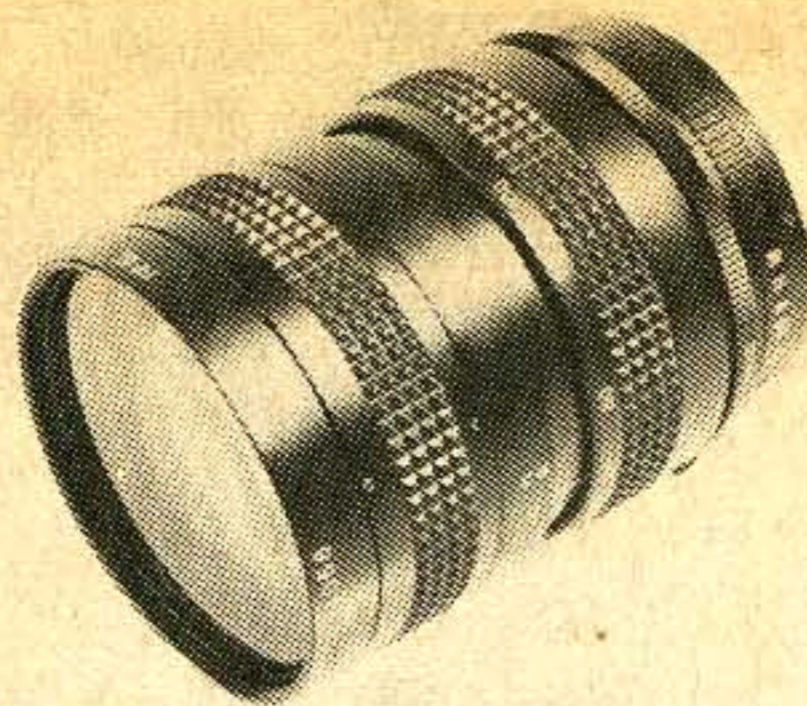
conjunction with your normal lens is obvious: all the features of your prime lens remain unchanged. If your lens is automatic and/or coupled to the Lightmetering System of your camera, everything will continue to work. Needless to say, you can use the Magna-Zoom with non-automatic lenses, too. Complete,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



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

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

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

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.**

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!

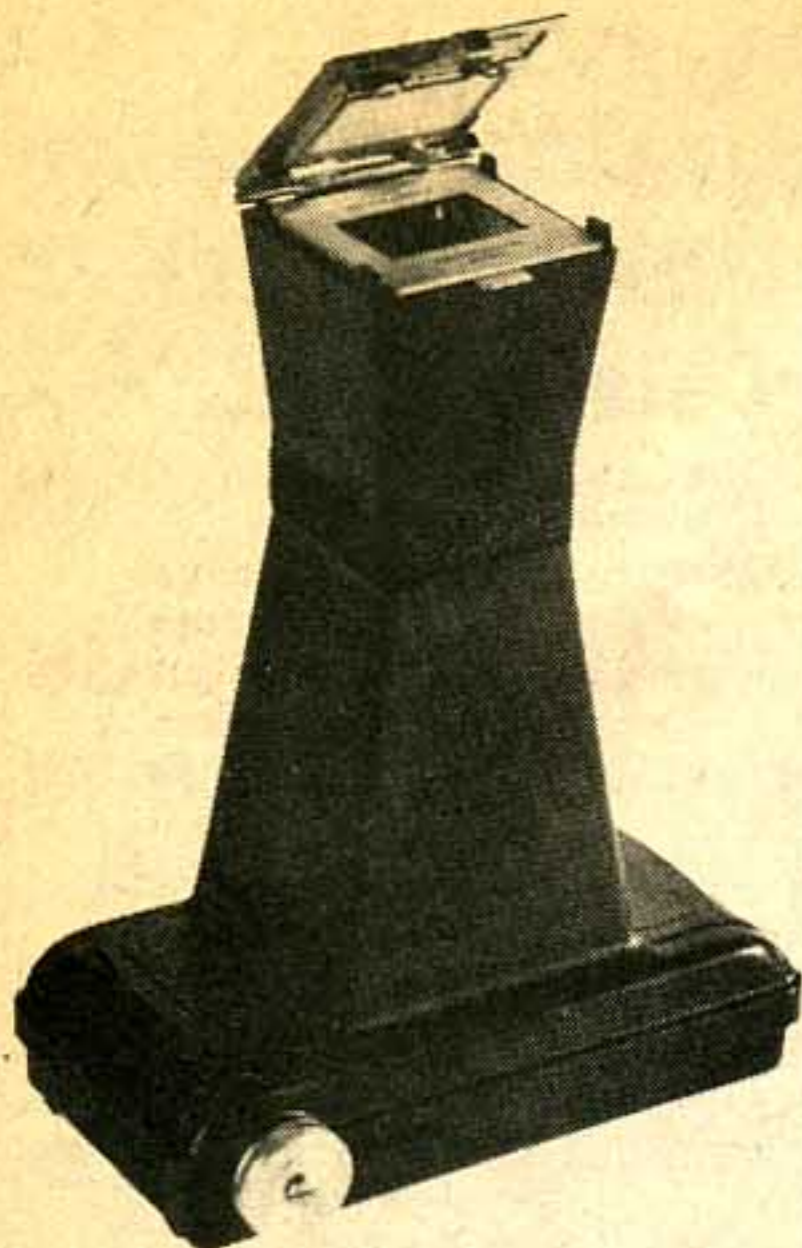
The most amazing "feature" of this lens is the Lens Opening: F2.8! Traditionally, 24mm Super Wide Angle Lenses had a speed of 5.6. Some went to an amazing F/4 but demanding a price approaching four digits. It was quite a challenge for the designers of the lens. They put the huge mainframe computer to 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.

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.



"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.

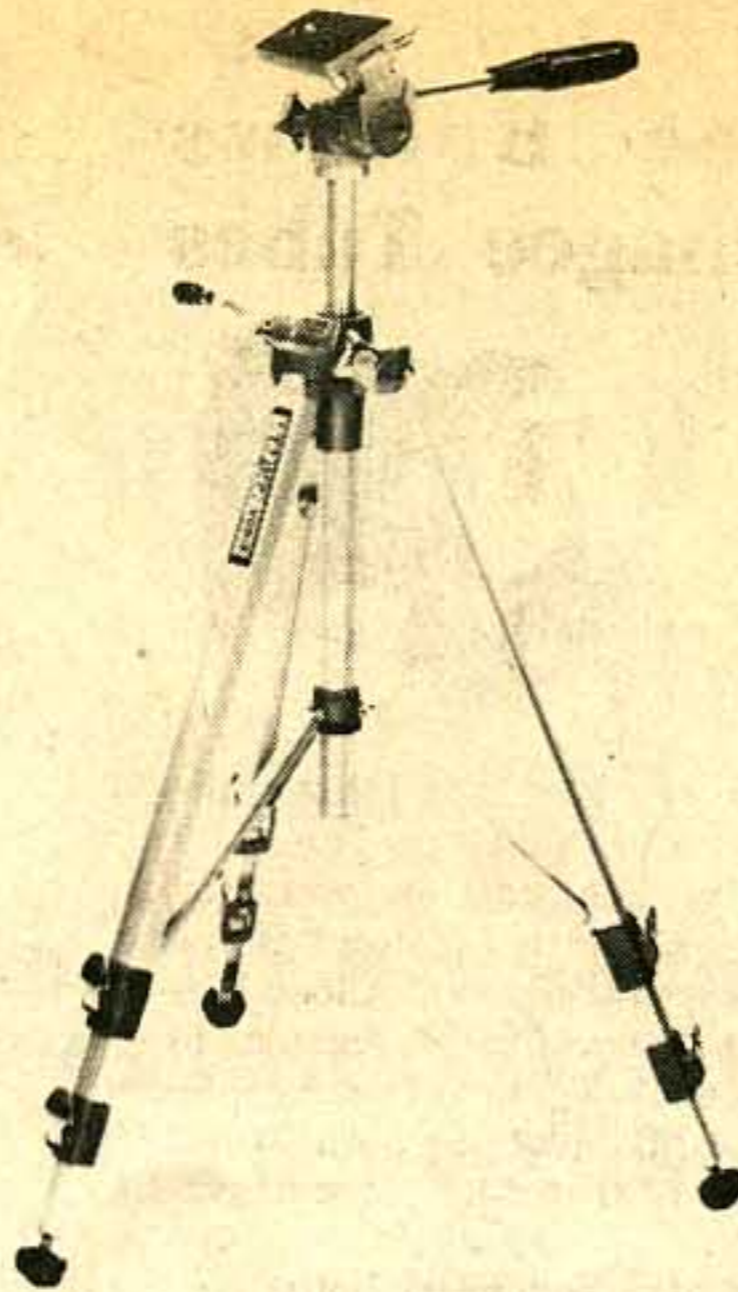
The designer of the Jumbo-Slide Enlarger uses a No. 2 Photoflood bulb. You can use any light source, even strobe or daylight. With a No. 2 Photoflood bulb the designer exposes with 45 seconds with ASA 64 Black-and-White 120 Film. If you wish, you can even use filters: You simply place a filter (49mm 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

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.



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

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

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

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

Horizontal/Vertical: 90°

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

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

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

Don't need the Center Brace?

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

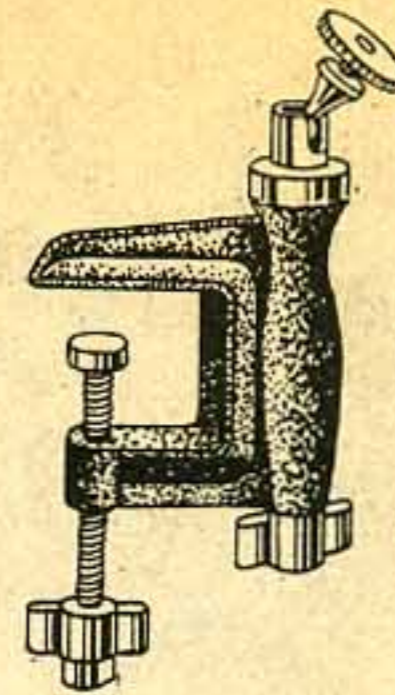
Semi-Pro Tripod, Stock No. 2020, \$49.95.
Shipping Charges \$3.65

Compact Tripod

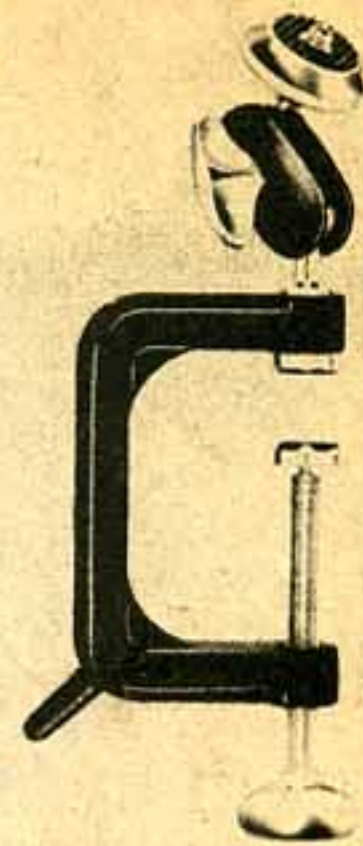
Want a **good** Tripod but don't need all the professional features? Buy the "Compact"!

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

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



Tiger Clamp Pod.



Tiger Super Clamp.

Tiger Clamp Pod

The Tiger Clamp Pod attaches to virtually **ANYTHING**: to a Park Bench, to a Chair, to a Car Window, to a Table, even to round things like a Water Pipe. Be sure to have one in your gadget bag or in your pocket when you go "shooting" without a tripod. It may save that once-in-a-lifetime shot! The Tiger Clamp comes with Universal Swivel Head. All Metal Construction. Very sturdy.

Tiger Clamp Pod, Stock No. 1834,
Great Value at only \$6.95 + 65c Shipping.

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!

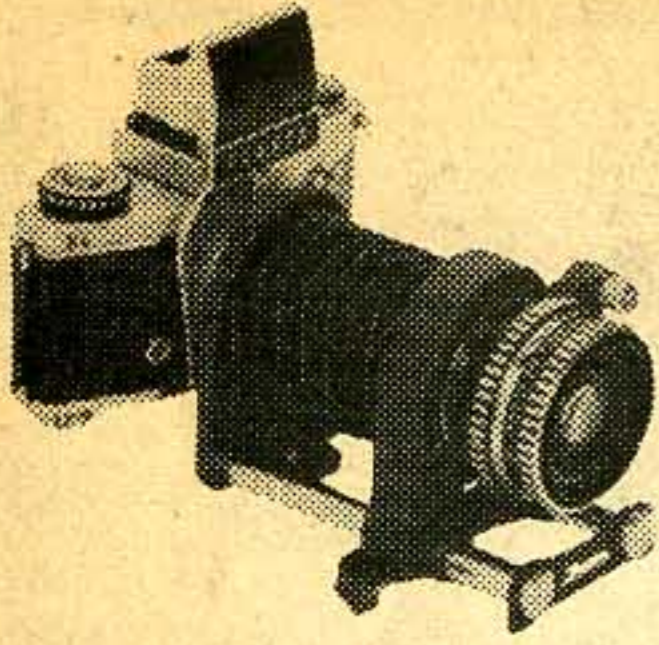
Tiger SUPER Clamp,
Stock Number 1947, only \$8.95 + 85c Shpg.



Flexible Rubber Shades

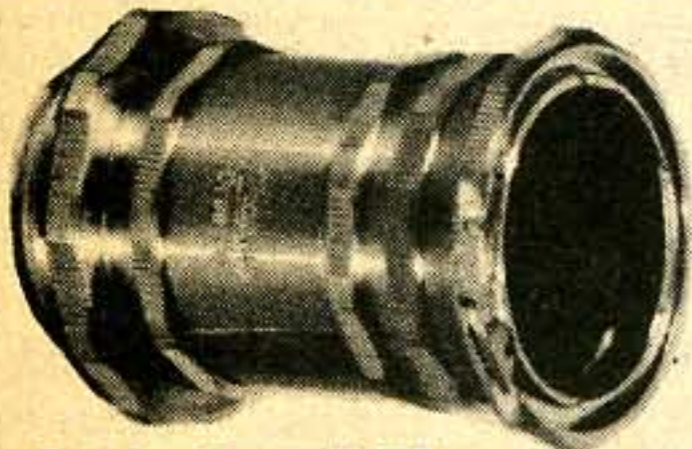
- No Need to Remove the Shade -- Ever!
- Folds Back over Lens when not in use!
- Camera Case or Lens Case fits over Shade!
- Custom mm Sizes: No Adapter Needed!
- Available from 46mm to 58mm Diameter!

Flexible Rubber Shade, Stock No. 1812, still only \$4.95 + 35c Shipping Charges. Order one for every Lens! Important: Give Diameter of Lens [NOT Focal Length!]



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.

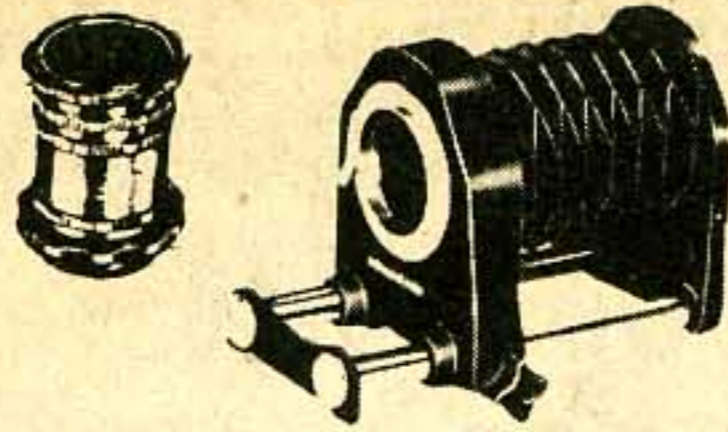
Original Ihagee deLuxe 5-part Chrome Extension Tube Set, Stock No.2005, Seymour-Priced at an unbelievably low \$14.75 +1.65 Shipping Charges.

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

Combination Deal: Ihagee Bellows and Ihagee Tubes



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.

15 Days Money Back on ANY item in this folder

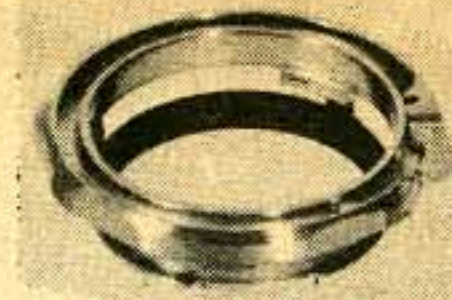
Instruction Folio Perfect Close-Ups Every Time

Here is a new Folio, written by Binno Garasu, The Author of The Depth-of-Field Book. In clear, precise but non-technical language the Instructor guides you through all steps of Close-Up and Macro Photography.

A few of the Subjects treated:

- Macro Photography, a New World
- Lenses Best Suited for Macro Work
- What Focal Lengths to use and Why
- Macro Lenses
- Tubes, Bellows or Close-Up Lenses?
- How to Light Close-Ups
- Correct Exposure without a Degree
- and much more.....

Close-Up and Macro Work are the most rewarding types of Photography. If you love to do Close-Up Work (and who doesn't) you cannot be without this excellent new Instruction Folio. **Instruction Folio "Perfect Close-Ups Every Time" by Binno Garasu, Stock Number 1986, \$2.75 +25c Shipping**



Two-in-One Macro Ring

There is a gap in the Focusing Range of the Lens itself and the Minimum Extension of the Bayonet Adapters of the Extension Tubes. The Two-in-One Macro Ring bridges this gap.

The Male and Female Bayonets are machined **into each other**, permitting a bare minimum of Extension. The Unit is Original Ihagee Dresden Equipment, made in Germany.

Two-in-One Macro Ring, Stock #2036, still available at only \$14.25 +95c

Ours Exclusively: ProxiGrid Macro Focusing Screen

A newly developed Close-Up Focusing Insert, the ProxiGrid, has a MicroGrid type screen over the entire surface. It is similar to the famous Seymourlite with one important difference: It is designed to give ultra precise, ultra sharp focus for **Copying and Close-Up Work.**

For this type of work, the ProxiGrid is absolutely essential. It brightens the image at a ratio of 4:1 which is especially important for Close-Up Work where Image Brightness decreases by the square of the magnification! The ProxiGrid is an ultra sensitive focusing device. When you are in focus, the image is bright and sharp. As you go out of focus, the image starts to blur violently. Think of the new ProxiGrid as an optical amplifier.

Sharpness is amplified and out-of-focus **lack** of sharpness is also amplified (or exaggerated, if you prefer this word). With the ProxiGrid you **cannot** take unsharp Close-Ups. It is absolutely impossible, no matter how good or how bad your eyesight is. The picture of the bee on the flower which you may have seen in our showroom was focused on the ProxiGrid. Even though I had to shoot very quickly (bees are notoriously uncooperative when it comes to posing for me!) the sharpness is right on the banjo eyes of the honeybee!

At this time the ProxiGrid is available **only** for the Classic Exakta (VX-1000 and earlier).

ProxiGrid Close-Up Focusing Insert for Classic Exakta, Stock No. 2132, \$12.95 + 35c Shipping Charges



How Automatic can you get?

Some thirty years ago we wrote an article in "The Exakta Newsletter" on Camera Automation. Tongue-in-cheek we said we would like to see a camera which you can send out, all by itself, on an assignment and it would bring back the rejection slips from the magazines. Now, more than a quarter of a century later, we can sell you a camera which will almost fit our utopian description! You will still have to be there when the camera takes the pictures and we hope your shots will NOT get rejection slips. Apart from that, the camera will do everything----- automatically!!!

1. Automatic Focus
2. Automatic Exposure
3. Automatic Film Advance
4. Automatic Flash
5. Automatic Film Rewind

Total Automation is now a reality. The new Canon Sure Shot Auto Focus Model AF35M automatically focuses with an infrared beam ("RADAR"). The Exposure is automatically set for the best Speed/F-Stop combination. The Film advances automatically after every picture. The Strobe Flash is built right into the camera and the camera actually tells you when flash is needed and when there is no need for flash!

At the end of the roll you push a button and the film rewinds. Automatically!!!

The Sure Shot is equipped with the 38mm F2.8 Canon Lens. The Electronic Shutter Speeds range from 1/8 sec to 1/500 sec. ASA 15 to ASA 400. For the Super Maven who wants to do his own focusing there is a manual focus override, too.

How much does all this automation cost? Would you say the following values are about right? Let's say \$50 for each of the 5 automatic features; \$150 for the camera; \$50 for the lens and, say, \$15 for the case? That adds up to \$465.00, right? And we did not even figure the strobe flash! It wouldn't be a bargain at that price but I believe that many people would be willing to pay that much, considering what they are getting..... We're not really serious. We are just saying that the features of the camera might be worth a lot of money to some people. Our Selling Price has nothing to do with it: **Canon Sure Shot AF35M, Stock No. 2091,, with built-in Strobe Flash, complete with Case, Seymour-Priced at a stunningly low \$159.50 + 3.85 Shipping Charges. Two Alkaline AA Batteries \$1.69**



You don't need a 500mm Lens

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

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

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

modern
tests

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

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

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

Seymour-Rebuilt Exaktas

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

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

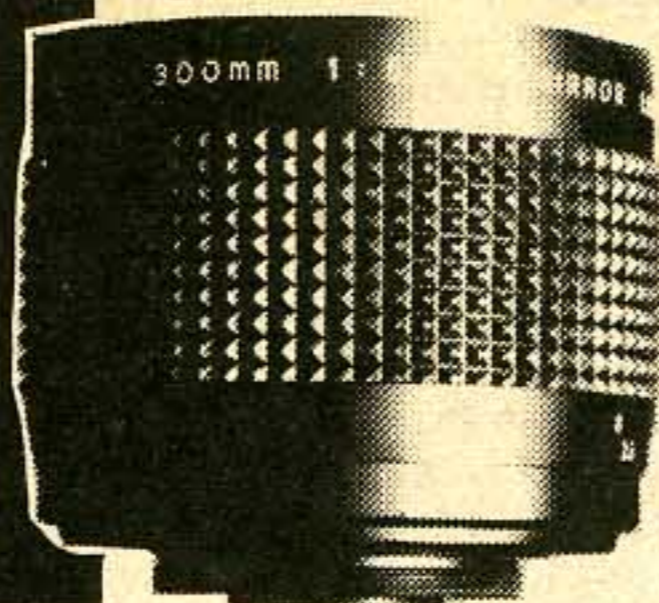
Our Service Package#1 consists of Cleaning out the Old caked-up hardened Lubricant, re-lubricating the Shutter Mechanism and Film Transport Gearing, Checking Fast and Slow Shutter Speeds, Checking Synchronization and Checking Focus. It includes minor adjustments but it does not include repair or replacement 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**



Ultra Compact 300mm F5.6 Cambron Mirror Telephoto Lens



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

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

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

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

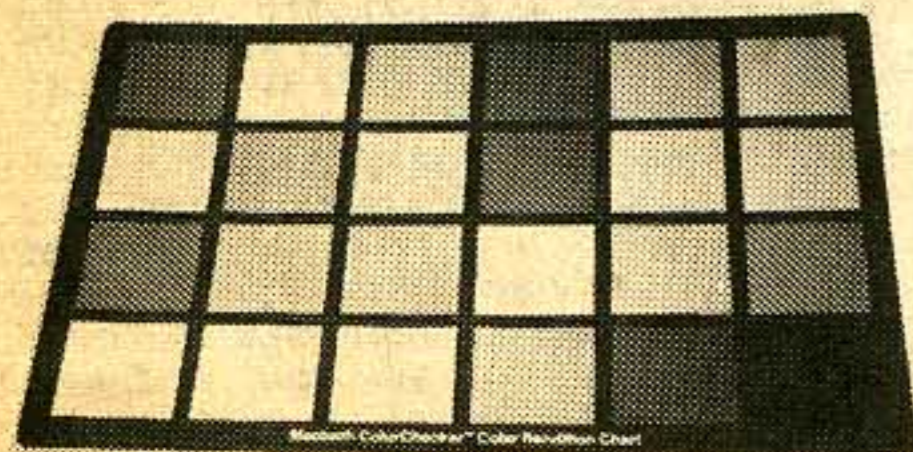
detrimental characteristics and there is no refraction such as happens at the diaphragm of conventional lenses. The image of a mirror lens is "clear" which translates into "sharp" and "color-true". And that is what we want, isn't it?

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

To sum up: 300mm F5.6 Cambron 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 Cambron 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.



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

You want to update your Exakta. You want internal lightmetering. You want modern features. You want a smaller, lighter Exakta. You want the Exakta EDX! Right now we can still give you a good trade-in allowance for your old Exakta. This will not last forever. The longer you keep your old Exakta, the more its value will go down.

And don't forget that the price of the new model will go up as the value of the U.S. Dollar goes down. Sad, but true. To say nothing of continuing Inflation!

The best way to trade is to send us your equipment and your tentative order. This way we can give you a firm exchange quotation. Or, you can write and describe your equipment and ask for an exchange quotation. But unless we see the equipment, we can give you only a very guessey quotation which is subject to our final evaluation, after we inspect your equipment.

Incidentally, we suggest you trade wide angle and telephoto lenses, too, to get the full benefit of the new electronic "wide open" lightmetering.

When you send us your equipment, you are under no obligation. In fact, even when you trade, we will hold your equipment for twenty days, just in case you change your mind. I know that you don't want your oldtimer back once you see, handle, and use the New Exakta. But it's comforting to know that you are not giving up your old equipment till you convince yourself that the New Model is really the camera you dreamed about. (It is, believe me!)

So-- pack up your old equipment: Start the ball rolling!

Potluck Strobe Guns for \$14.95

Every Camera Store accumulates Strobe Flash Guns of various makes and models. We do, too. We lumped them all together and sell them as "Potluck" Strobe Units. All are new and good makes such as Rollei, Sunpak, Aetna, Honeywell, etc. You cannot specify brands, models, or types but you can (in fact, you must) tell us whether you want your strobe flash to fit a camera with Hot Shoe (Twin TL, 42, EDX, etc.) or a camera with plug cord (Classic Exaktas, RTL-1000, etc.)

"Potluck" Strobe Flash Unit, Stock #4441, Special Price \$14.95 + 1.25 Shipping. 2 Alk. Batteries, opt'l, \$1.95.

Tiger Inst-A-Dapters

A solution to a vexing problem: How to use Custom Screw-In Accessories on Lenses with different threads. Let's say your lens has a front diameter of 49mm and you have a fair assortment of filters, shades, etc., all with 49mm thread. Now you buy a lens with, say, 55mm Front Thread Diameter. You can use our Inst-A-Dapters instead of buying all new accessories. Yes, you can use all your 49mm accessories on the 55mm Thread.

Order ANY COMBINATION of male/female threads from 46mm to 58mm. The Stock Number is 1938 and four digits. The FIRST two digits show the male thread; the LAST TWO DIGITS SHOW THE female thread. Example: You want to use 49mm Accessories on a lens with a 55mm Diameter. Order Inst-A-Dapter 1938/5549 and, please, do not confuse the focal length of a lens with its diameter.

Tiger Inst-A-Dapters, Stock No. 1938/--, still only \$3.95 each plus 25c Shipping Charges.

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

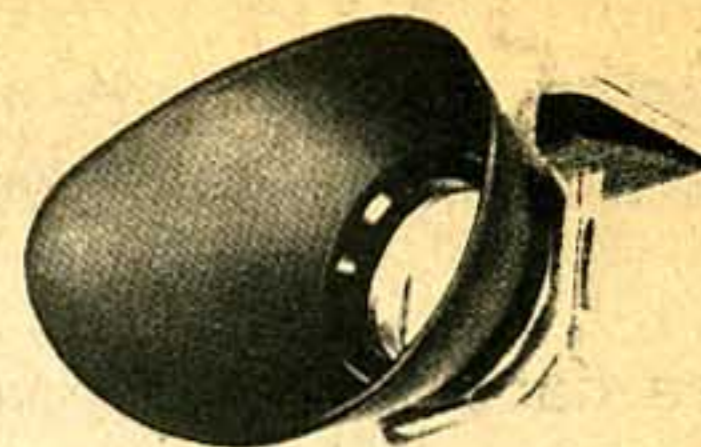
"Scientific" Focusing Inserts for the Classic Exakta. Yes, we have them

Groundglass with Clear Spot, Stock Number 1971,\$14.95
Groundglass with Crosshairs, Stock Number 1972/X,\$15.65
Groundglass with Calibrated Cross-Hairs, Stock No. 1971/C,\$18.50
TELE FINDER Groundglass. Shows the Fields of 135mm, 180mm and 300mm Telephoto Lenses when viewed with standard 50mm Lens in Camera. Stock No. 1271/TF,\$18.50
Shipping Charges, 85c each.

X-Ray Protection

We told you in previous issues that it is not true that the X-Ray Inspection Machines at Airports are harmless to your film: The effect is cumulative. If your film goes through several check points it will definitely get fogged. Put our Fluorescent Self-Stick Labels ON BOTH SIDES of your luggage. Labels say: "Contains Photographic Film. DO NOT X-RAY!" They come in packages of 10 Labels (for 5 pieces of luggage).

Set of 10 X-Ray Labels, Stock# 2044, only \$2.00 per Package + 35c Shippg.



Eyecups for Classic and RTL Models

Everybody needs an Eyecup. Once you have focused and viewed with an Eyecup on your prism, you will never do without it. It's like darkening the room when you project your slides. You have your choice of three Eyecups:

Original Dresden Ihagee Eyecup. Has provision for swivelling the eyeshield for horizontal and vertical shots. Has a Retaining Ring in case you want to install a prescription lens.

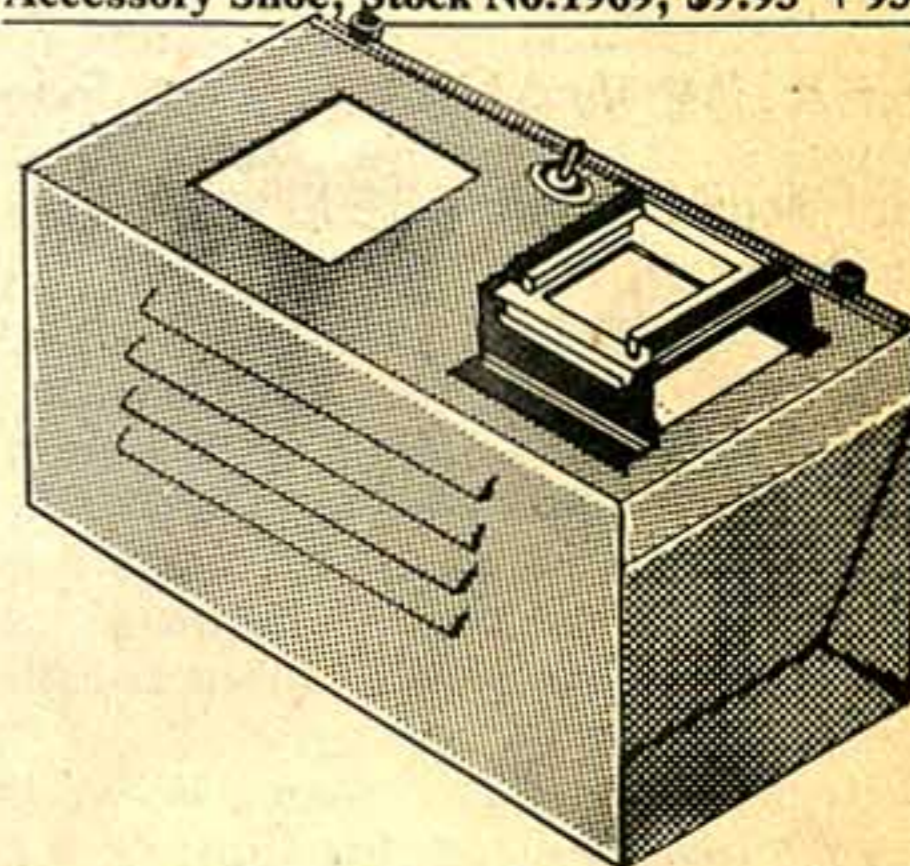
Original Dresden Ihagee Eyecup, Stock No. 1939, \$8.95 + 55c Shipping

Independent Make Eyecup. No swivel. No Retaining Ring. Otherwise similar to above.

Independent Make Eyecup, Stock No. 1946, \$4.55 + 35c Shipping

Shield-and-Shoe Combination Eyecup and Accessory Shoe. Has Retaining Ring for corrective lens. Serves a dual purpose: Provides the Eye Shield and serves as Accessory Shoe for your strobe flash.

Shield-and-Shoe Combination Eyecup and Accessory Shoe, Stock No. 1969, \$9.95 + 95c



Simplex Slide Copier

The Simplex lets you copy any size slide (110, 126, 35mm, 2 1/4 x 2 1/4) onto any size film (35mm, 2 1/4 x 2 1/4, 2 1/4 x 2 7/8, etc.). Slides may be copied "as is", or enlarged, or reduced, or cropped. You can correct under-exposure, overexposure, color balance. You can add Texture Screens, Silhouette Frames (heart, binocular view, keyhole, etc.). You can make montages, superimpose titles, make negatives from positives and vice versa, make black-and-white negatives or slides from color slides or color negatives and much more.

You use your own camera, bellows, copy stand or tripod. (We can supply additional equipment you may want to order.)

For viewing and focusing, the Simplex has a switch-operated bulb but you use your own Electronic Strobe Flash Unit for exposure. A device to hold your Strobe is included. There are complete instructions, including filter information. A Filter Holder is also provided.

Simplex Slide Copier, Stock No. 1949, \$49.95 + 2.95 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:

DATE _____

Name: _____

Address: _____

City/State: _____

ZIP: _____

**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:

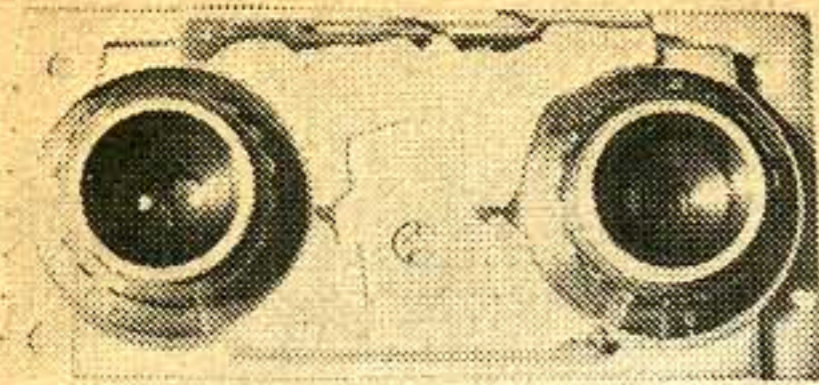
CAMERA: Make: _____ Model: _____ Serial No.: _____

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.



**Buy the Guts
of a Famous Camera
at a Fraction
of Manufacturer's Cost**

Here's what you get:

2 Matched German Enna Chromar 35mm F3.5 Lenses in German MFX Synchro Prontor Shutter with Speeds from 1/2sec. to 1/200 sec. plus T and B, mounted on a Heavy-Duty All-Metal Board 2 1/4 X 4 1/2". Everything works simultaneously: Change the F Stop on one lens -- the other one will do the same. Change the Shutter Speed on one lens -- the other one will follow suit. Trip the Shutter -- both lenses will give identical exposure.

The Heavy-Duty All-Metal Mounting Board has 4 Mounting Holes for an infinite variety of uses.

The Assembly is synchronized for all types of flash and for all Electronic Strobes. The "Ground" has a wire-mounting screw and the "Hot" Lead has a wire with tinned end already attached to it.

You will think of many uses for this unique Two-Lens Assembly.

Here are a few of our own suggestions:

- Build A Stereo Camera
- Build a Stereo Viewer: The interocular distance of the Lenses is 2 3/4 inches.
- Build a camera which takes two pictures of the same subject
- Build a Twin Lens Reflex Camera
- Use the Lenses singly* or in tandem for hundreds of projects
- *We do not recommend disassembling the parts because they are designed to

function as a unit. Of course, if you know what you are doing...

Do you know what a small MFX Synchro Prontor Shutter costs these days? Ask a local camera dealer to show you a Prontor Price List because you may not believe us when we tell you: \$69.50. Just the SHUTTER! Do you know what a 35mm F3.5 coated color corrected Lens costs today? We're not going to tell you. We let you look it up in the ads. When you find out, don't forget to double that price because you get **two** Lenses. We are not saying that these assemblies are worth several hundred dollars, especially not as surplus items. But we do say that they are worth several times our price.

Even if you never finish a project, you will get more than your money's worth of pleasure just playing with the Assembly, studying the intricate engineering of the cross linkage, etc. Even if you never take a picture with it, it's a fascinating toy, a conversation piece, a memento of the World of Photography when chrome plated metal was de rigeur and plastic was a dirty word. **Twin Lens Assembly with 2 German 35mm F3.5 Enna Chromar Lenses, MFX Synchro Prontor Shutter, on Heavy-Duty All-Metal Mounting Board,**

incredibly **14⁰⁰** **Special Purchase**

Priced at a mere

SAVE EVEN MORE:

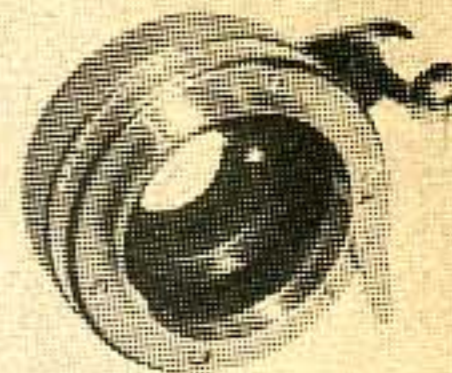
Buy 12 and receive a Baker's Dozen [Thirteen pieces]. This means you pay for 12 and get the 13th Twin-Lens Assembly free.

Or: Buy 6 and get the seventh at half price. **Please order promptly!** Don't wait!

We bought a fair quantity and expect to be able to fill all orders. However, a buy like this will sell out sooner or later, probably sooner! There will be no rainchecks and no back orders because we cannot replace these lenses. That's why we say again: **Please order promptly!**

**Pre-Loved
Exakta
Equipment**

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



**New! Tele Converter
for all Classic Exaktas
and Exakta RTL-1000!**

Owners of Exakta RTL Cameras have been complaining (and rightly so) that the automatic Tele Converters for the RTL could no longer be obtained. Good News! Ever alert to the needs of our customers we are once more filling this need. In fact, we made sure that customers who own **both** Classic Exakta Models and Exakta RTLs could use the Converter on **all** their cameras.

The new Combination Tele Converter has **both EXTERNAL ["Outtrigger"] and Internal Automatic.** Seymour's did it again! Multiple-Element Construction assures impeccable sharpness. Anti-Reflection Coating assures Crispness and Contrast. Precision Machining assures Perfect Fit and Alignment.

Tele Converter, 2X, for RTL-1000 and Classic Exaktas, Stock No.2138, only \$37.50 +1.85

Our Repair Estimates are still FREE!

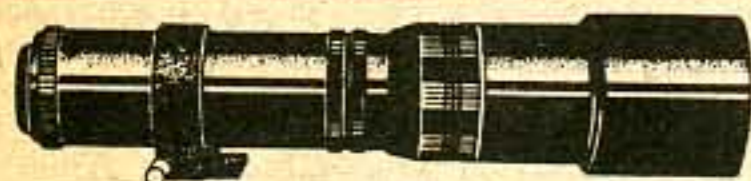
Most camera repair stations make a charge for their estimates "to be applied to the charges if you authorize the repair. We do not blame these places because an estimate entails time and work and time is money. But we still think (as we did in 1948!) that a customer should receive an estimate free of charge. If he does not want the work done, he should not be made to pay.

If your Exakta Equipment needs service, proceed as follows: Attach a tag to the equipment, giving your full name and address, including ZIP and stating briefly (briefly!) what is wrong. Mark the tag: "Estimate Only" Send the Package, insured,

**to: SEYMOUR'S, Inc. Service Department
47 Seventh Avenue, New York, N.Y. 10011**

Mark the package on the outside: First Class Mail Enclosed and add single letter postage to the parcel post charges.

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



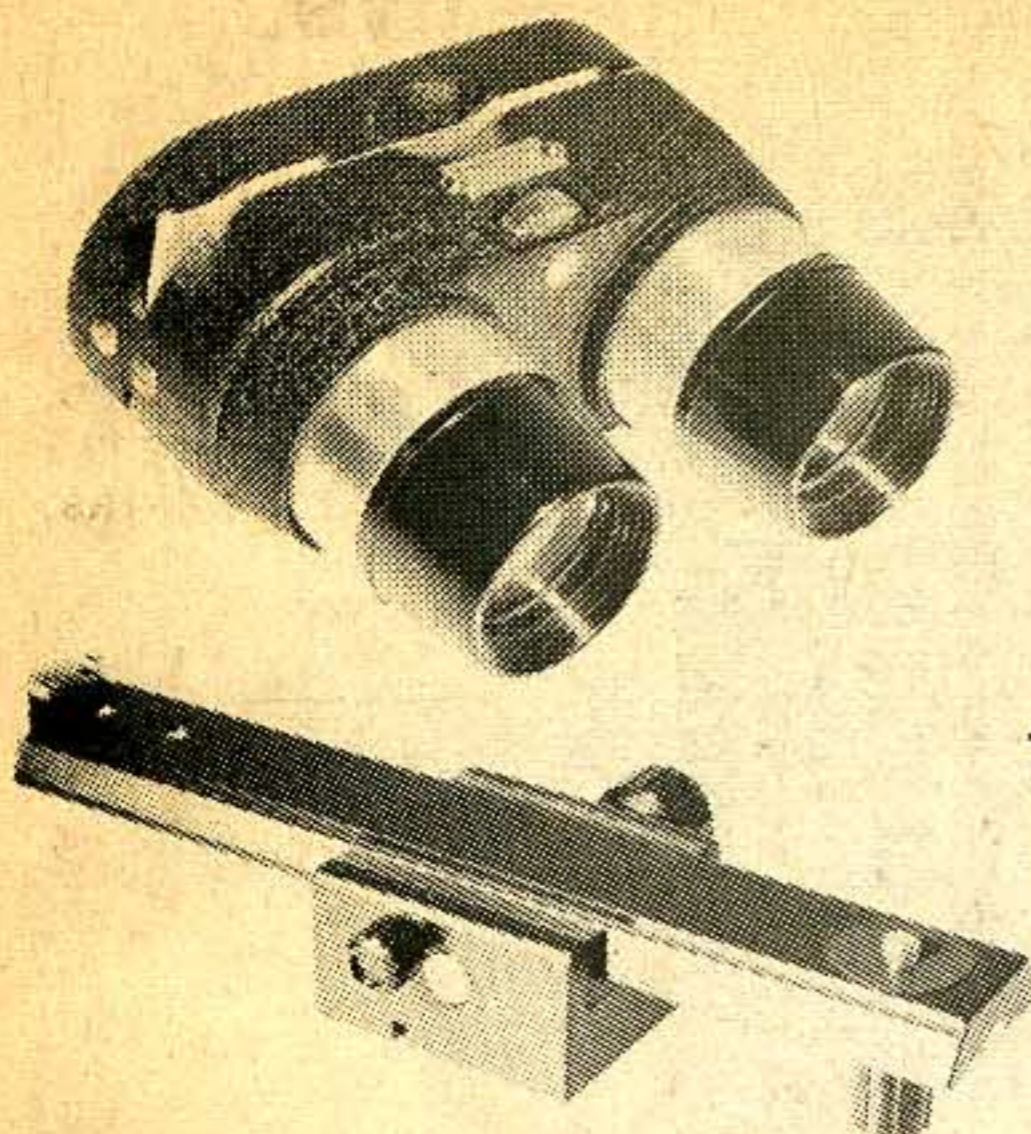
**Ultra Powerful
500mm Lens**

The first consideration of a high powered telephoto lens is sharpness. Correction is absolutely critical in a lens that has to cut through distance. The new 500mm F/8 preset Telephoto Lens is wire sharp!

But I bet you never expected to see a 500mm lens of this quality at such a low price. Frankly, I didn't either. But several lucky circumstances made it possible for us to obtain the lenses at a fabulous price. In addition, we reduced our markup to the bare minimum. The result: a Super Telephoto at a price so low that you cannot afford NOT to buy it!

The lens is available for all Exakta Models as well as for Praktica, Pentax, Nikon, Minolta, Miranda, Canon, and most other 35mm SLR cameras. Be sure to state camera when you order the lens.

500mm F/8 preset Super Power Telephoto Lens, Stock No. 1844, incredibly priced at only \$69.50 + 2.95 Shipping Charges.



Is Three-Dimensional Stereo Photography a Lost Art?

No self-respecting audiophile would limit himself to monaural music: Stereo has become a way of life. Why then are photographers passing up the beauty of Three-Dimensional Stereo Photography?

Perhaps the main reason for the decline of 3-D Stereo Photography has been the total absence of 3-D Stereo Cameras and 3-D Stereo Viewing Devices. There are 3-D enthusiasts. They have been buying up "antique" 3-D Cameras and Viewers at hefty prices because they know that three-dimensional Stereo Photographs are truly beautiful and lifelike, just as a Stereo Recording is much more impressive.

Through an incredible stroke of luck we were able to lay our hands on two items which will allow a small group of lucky people to enjoy Three-Dimensional Stereo Photography at unbelievably low cost.

Most amazing of all, all 3-D Photographs will be Full Frame, not the odd truncated format of most stereo cameras. You can actually take breathtakingly beautiful Full Frame Three-Dimensional Stereo Pictures with your very own camera and view them in a Full Frame Stereo Viewer!

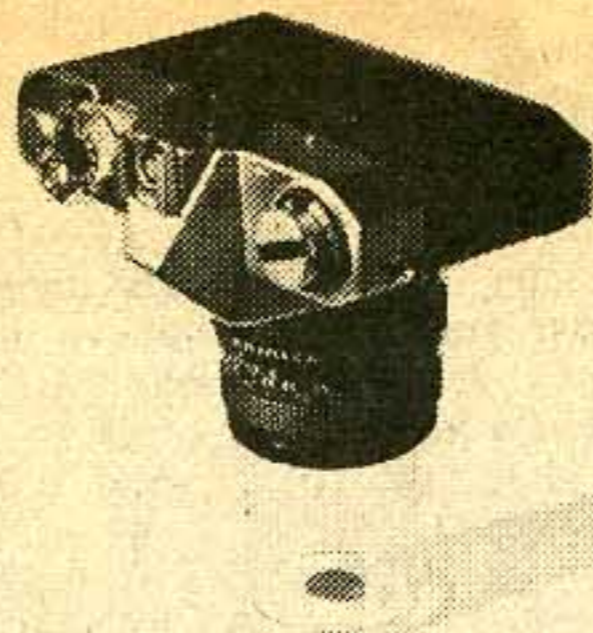
You can use any of your lenses, wide angle, normal, or moderate telephoto. No new tricks to learn: no special cutting, no special spacing, no special mounting! You view your slides in glorious depth just as they come back from the photo finishing lab. Show the 3D shots to your friends and watch them reach for the lifelike things they see.

If you can take regular slides, you can take 3-D Stereo Slides. Mount your camera on the Stereo Base, take the "Left-Eye" picture, turn the knob on the rack-and-pinion carriage of the Base, take the "Right-Eye" picture. That's all there is to it. You can even mix "flat" and 3-D shots on the same roll. There is no confusing stereo sequence either (as in 3-D cameras): All Stereo Pairs are on two consecutive slides, easily identified by the numbers on the slide mounts.

The 3-D Stereo Outfit consists of the Rack-and-Pinion Stereo Base and the Full-Frame 3-D Stereo Viewer. The Bases are brand new, the Viewers are a special find from a 3-D Club which was formed in the thirties but went out of existence by attrition. All 3-D Viewers are optically and mechanically in excellent shape, thoroughly tested and checked. The Binocular Twin Viewing Lenses are made of optical glass. All Viewers have Center Focus to accommodate eyesight variations, plus or minus eyesight variations.

Since the viewers are very scarce, we cannot sell them separately: you cannot order additional viewers with your set. Every Set consists of one Geared Stereo Base and one Viewer. When they are gone, there will be no more. Although we are dealing with a collector's item, our price is unbelievably low. Please do not wait till they are all gone: send your order right away. You may order as many Sets as you want but, in fairness to all, we may have to limit the quantity, depending on the orders we receive and the number of remaining Sets. We try to be fair to everybody.

Three-Dimensional Stereo Set, Stock #4357, consisting of One Geared Stereo Base and One Twin-Lens Stereo Viewer with Center Focus, only \$37.50 + 2.45 Shipping Orders filled as long as stock holds out.



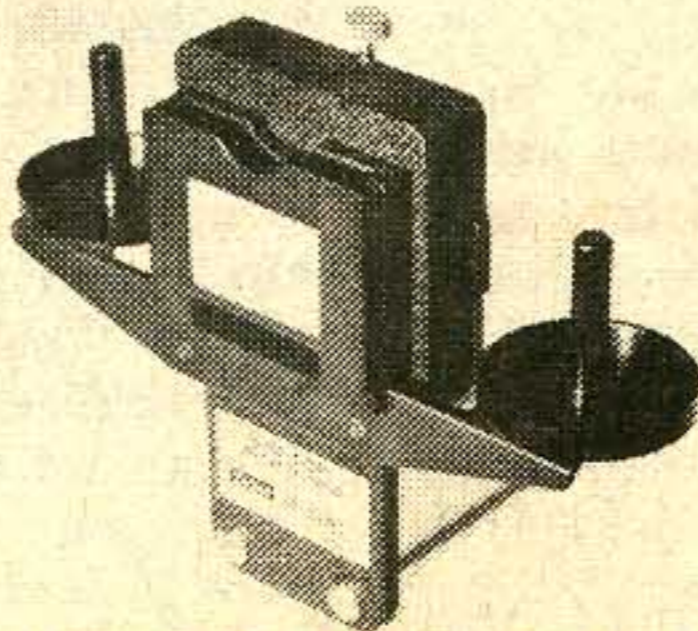
REPROPORT

THE POOR MAN'S MACRO STUDIO

Now, for the first time, you can take macro (close-up) shots without costly copy stands, macro lenses, etc. The REPROPORT screws into your normal lens. Once attached, it converts your camera into a veritable macro studio. It serves as optical macro converter, as camera support, as camera levelling device, as lens-to-subject distance adjuster. All this is achieved by an optical macro converter and a heavy-duty Lucite Tube. There is only one word for it: Ingenious! And it works, too!!! The REPROPORT gives you a perfect 1:1 Reproduction of any small object 1" X 1 1/2" or smaller. As a special "bonus", the REPROPORT will also produce exact 1:1 copies of your slides, make slides from color negatives and vice versa, and make Black-and-White negatives from color slides. You name it.....

All you do is screw the Reproport into your normal lens, and place the Lucite Tube over the subject. That takes care of everything. We wouldn't even need you, but the Reproport does not push the shutter button. That's the only thing we need you for.

Now don't get the idea that the REPROPORT is a perfect replacement of a \$600.00 Macro Lens and an \$800.00 Macro Support System. If you have \$1400.00 lying around and lots of time to make intricate macro setups, the REPROPORT might be your second choice. But if you are looking for a small portable macro device at a price that looks like a misprint because it's so low, the REPROPORT will not only become your first choice, it will be your only choice. You can't carry a \$1400.00 Macro Setup around with you. But you can leave the REPROPORT in your Gadget Bag without ever feeling its weight or begrudging it the little space it takes. REPROPORT, the Poor Man's Macro Studio, Stock Number 3566, Seymour-Priced at only \$24.95 + 1.25. Be sure to give us the diameter of your lens in mm. Want to use the REPROPORT on several lenses with different front diameters? Easy: Order Inst-A-Dapters at \$3.95 each. You list the diameters of your additional lenses. We'll do the rest.

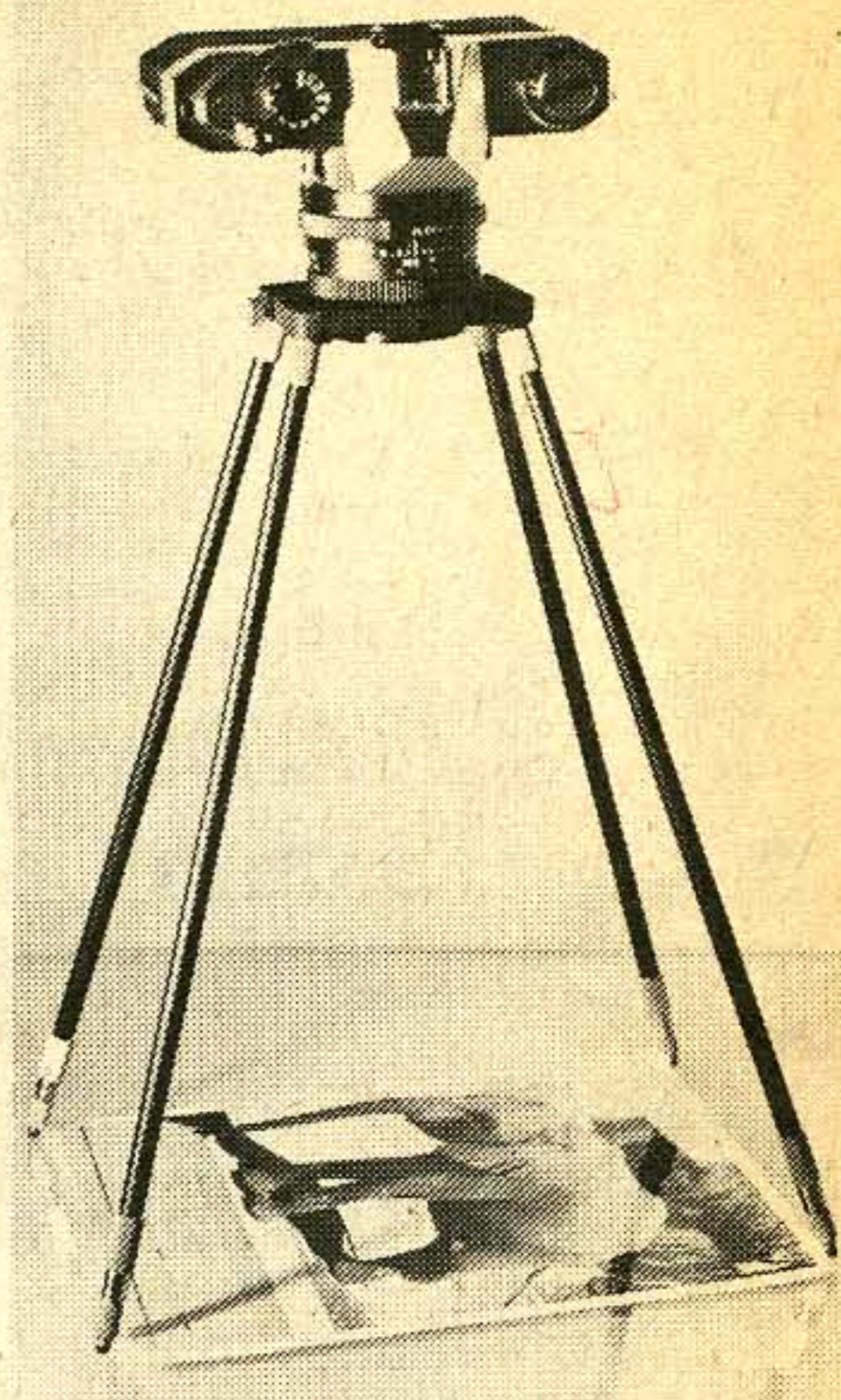
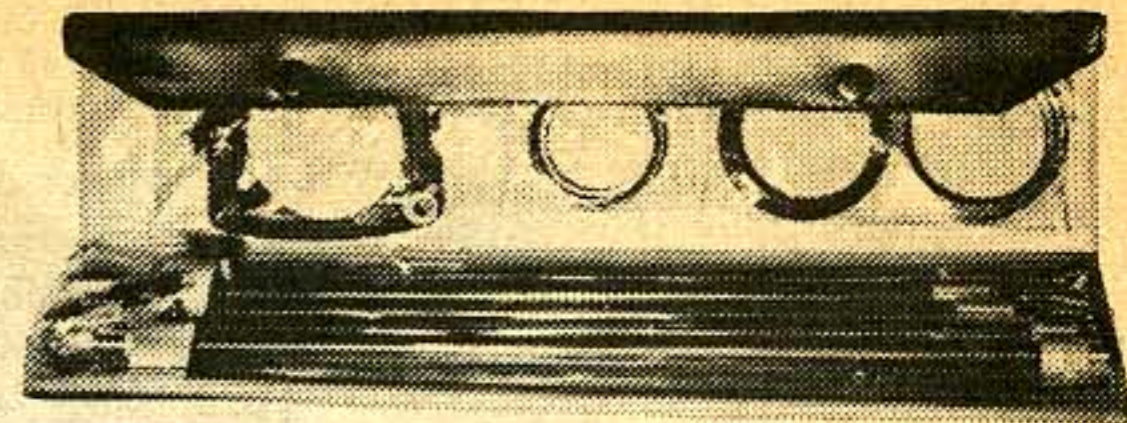


VIVITAR Slide Copier CLOSE-OUT at 18c on the Dollar!

This is the Original Vivitar Slide Copier, made for the Vivitar Bellows. It is brand new, beautifully made, takes mounted and unmounted individual slides as well as uncut film strips. A 4-inch Bellows folds and conceals in a magnet-latched frame. Film Spool Holders. Hinged Diffusion Glass for even illumination. If you happen to have a Vivitar Catalog you will find the Copier listed as No.0570352, priced at \$55.50.

Where's the catch? Of course, there's a catch: We do not have any Vivitar Bellows left. The Slide Copiers are left over. We have to sell them or pickle them. Now you know why we have to take a loss on this item. Luckily (for us), we have only a small quantity. If you want one at our give-away price, order it immediately before they are all gone. No rainchecks!

VIVITAR Slide Copier, Stock No.2082, Close-Out Price, only \$9.95 + 1.35 Shipping Charges.



Portable Copy Stand SPECIAL PURCHASE

Most Copy Stands are large, heavy, and bulky. If you have a 16-Room Mansion, you will have no problem finding room for storing a big copy stand when it's not in use. Mamiya/Sekor designed a truly portable copy stand. When not in use, it disassembles and fits into its own small fitted case. The whole stand easily fits into a desk drawer!

Now that you know its advantages when it's not in use, you'll want to know the advantages when you use it.

- 4-Leg Construction for rock steady camera support
- Camera and Subject permanently aligned and parallel
- Lens-to-Subject Distance variable from 12 to 21 inches
- Can be used on light tables for copying transparencies
- All-Metal Construction!
- Superbly crafted to professional standards

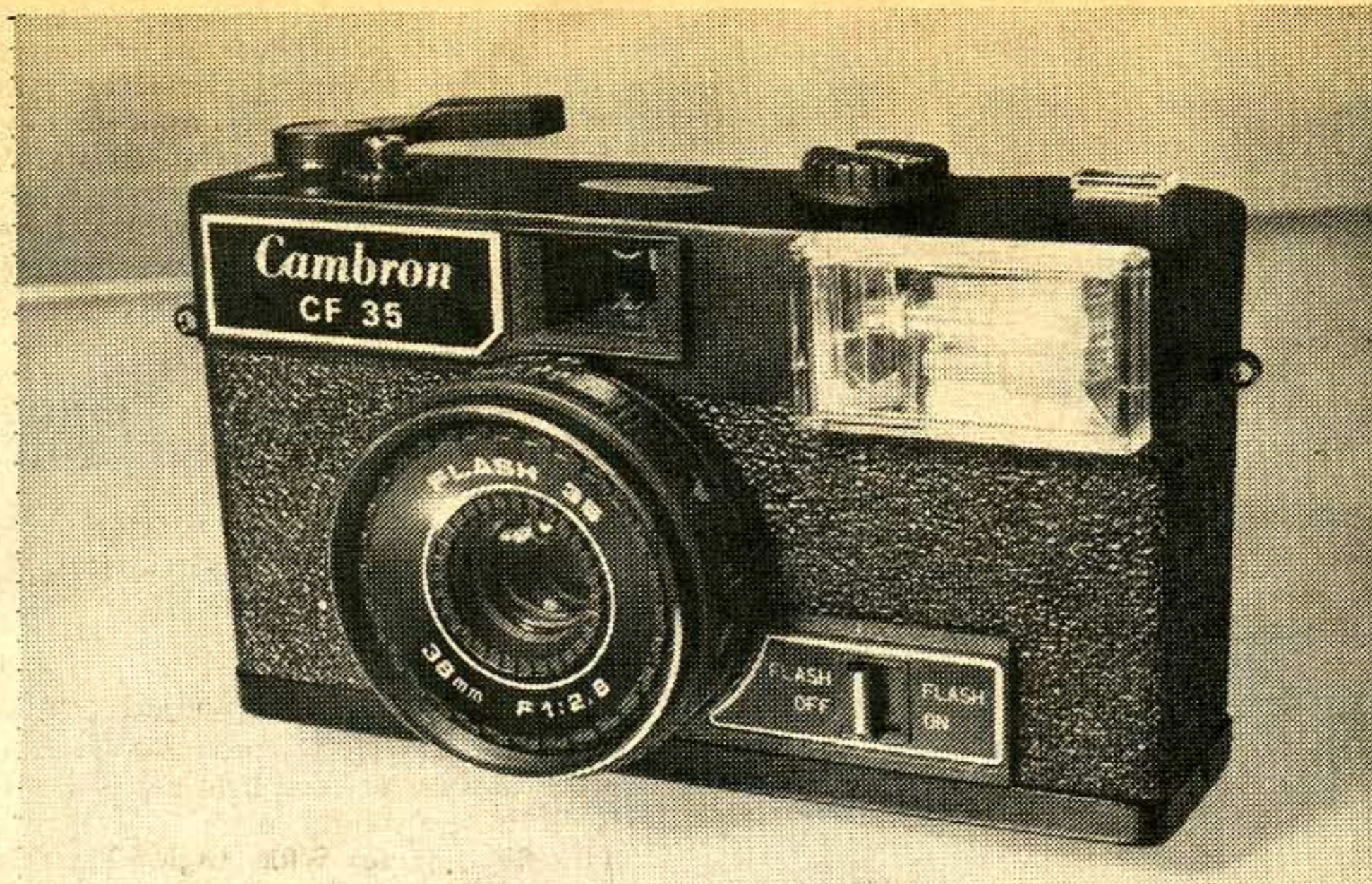
In Mamiya/Sekor's catalog the Portable Copy Stand is shown at \$59.50, a fair price for this type of high quality Copy Stand. But we bought the entire inventory of copy stands at a special price. And when we buy right, you buy right!

Portable Copy Stand, Stock No.2042, Special Purchase, only \$18.95 plus \$2.45 Shipping Charges.

Exakta Repairs

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

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



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:

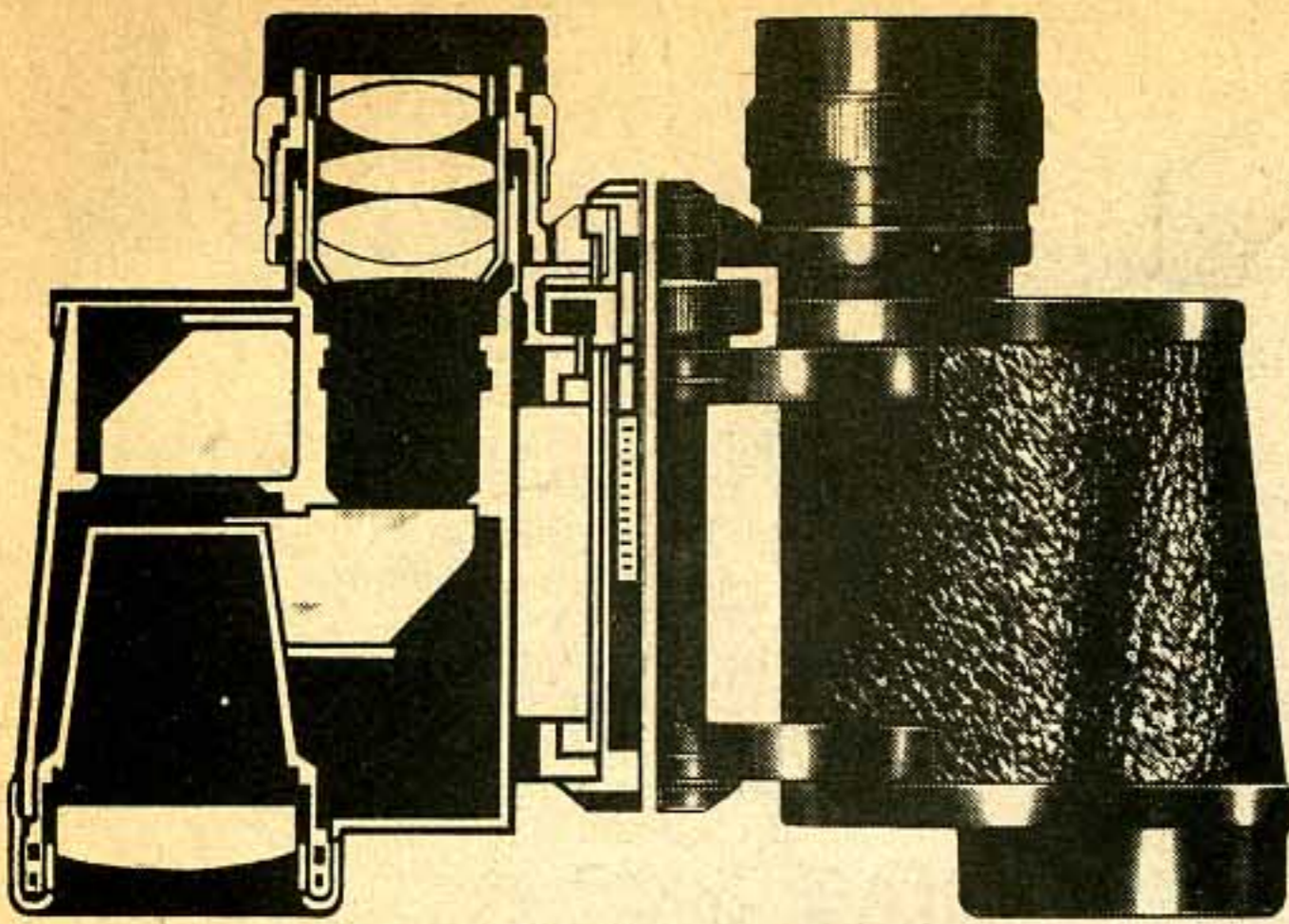
96 people who had shown photographic aptitude but had never actually taken pictures were given cameras to use on simple assignments. 48 people were given simple easy-to-use "Beginner's" cameras while the other 48 were given highly sophisticated 35mm cameras which were supposed to be "fully automatic". 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(!) 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 3¼ X 5½ X 2½ 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**



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

Prismatic Binoculars

89⁵⁰

Stock No.2049

+ \$3.45 Shipping Charges

481

ORDER FORM
MAIL TO

SEYMOUR'S, INC.

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

Date _____
Please hand print or type your name and address.

NAME _____
ADDRESS _____
CITY, STATE, ZIP _____

Do not write in this box

Be sure to fill in Shipping Label at Bottom

| Do not use | STOCK NUMBER | HOW MANY? | DESCRIPTION OF ITEM | SIZE (49mm, Ser. VII, etc.) | PRICE | Shipping Charges |
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Total Merchandise \$ _____
 Tax \$ _____
 Total Shipping \$ _____
 I enclose \$ _____

NEW YORK STATE RESIDENTS:
The law requires us to collect State plus Local Sales Tax.

We prefer to ship orders by United Parcel Service. Whenever possible, give local Street Address. UPS cannot deliver to a Post Office Box.

Minimum Mail Order: \$5.00

Do not write in this box

From SEYMOUR'S, INC. 47 SEVENTH AVE., NEW YORK, N.Y. 10011

To

NAME _____
 ADDRESS _____
 CITY, STATE, ZIP _____

RETURN REQUESTED

IMPORTANT:
Print your name and address carefully. This will be your

SHIPPING LABEL



Voigtlander is back and Seymour's got it!

We were singled out by Voigtlander, the most famous German Manufacturer of the World's Most Prestigious Cameras to carry their line. They have perfected the Art of Electronics, producing the World's Most Advanced 35mm Single Lens Reflex Camera, the Voigtlander VSL 3-E.

The Voigtlander VSL 3-E SLR Camera

The Voigtlander VSL 3-E has Exposure Automation up to 16 full seconds and down to 1/1000sec., with optional override. For details about its amazing features refer to the section headed "FACTS & FIGURES." The Voigtlander VSL 3-E has an Electronic

Brain, a full fledged computer, controlling the Exposure far more accurately than any conventional shutter. This electronic miracle occupies only a few square millimeters but provides more fine control and monitoring operations than the roomful of tubes of a first-generation computer such as the great ENIAC. Some progress, nicht wahr?

Facts and Figures:

- Compact 35mm Single Lens Reflex
- Through-the-Lens Exposure Metering
- Full-Aperture Metering System
- Electronic Aperture-Preferred Shutter Speed Automation
- Quick Bayonet Lens Mount
- Automatic Battery Switch-off
- Light Reading Stored in Memory
- Depth-of-Field Preview Key
- Motor Drive Compatibility
- Auto-Zero Frame Counter

- Interchangeable Focusing Screens
- Optimum Electronic Speed Indication with Sixteen LEDs.
- Silicon Photo Diode
- Full Area Metering, Center Weighted
- ASA25 to ASA 6400
- Optional Manual Override
- All-Metal Shutter Blades
- Electronic Control from 1/000sec to 16sec
- Electric Self Timer
- Hot Shoe and Cord Socket Synchronizers
- Automatic Flash Cutout if Shutter is set faster than 1/125sec.
- and on and on and on....

The Voigtlander VSL 3-E is clearly the most advanced electronic automatic Single Lens Reflex Camera. Quality, Features, and Optical Excellence obviously bring it into the Close-to-One-Thousand Dollar Category. Just scan the camera magazines and see what you have to pay these days for the top-of-the-heap SLRs. And they're not even Voigtlanders! Now look at the price at which you can buy this new SLR Miracle from us: **Voigtlander VSL 3-E SLR Camera with 50mm F1.8 Fully Automatic Meter Coupled Voigtlander Color Ultron Lens, Stock# 2076, a Remarkable Seymour Value at only \$359.50 + \$3.95 Shipping Charges. Original Voigtlander Carrying Case, \$19.95** Reduce your outlay even further by trading you old equipment. Send it in for a Swap Deal.

Lenses for the Voigtlander VSL-3E

A large Arsenal of Automatic Meter Coupled QBM (Quick Bayonet Mount) Lenses is available, ranging from a 16mm Ultra-Ultra Wide Angle Lens to the most elaborate Zoom Configuration. Write and tell us what kind of photographs you want to take and we will recommend lenses for the VSL 3-E to solve your problems. Typical Seymour Prices prevail for lenses, too. **And, YES, we do accept trade-ins on Lenses!**

seymour's INC.

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

ADDRESS CORRECTION REQUESTED

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