



EXAKTA

EQUIPMENT

INFORMATION

SERVICE

Published by SEYMOUR'S-EXAKTA • 350 West 31 Street • New York, N.Y. 10001



## EXAKTA TWIN TL

The New Exakta Twin TL has all the features of the previous models. It embodies the same legendary engineering skill and the same excellence in individual precision assembly. A camera worthy of its name!

The basic Twin TL Mount is a miracle of engineering. It has the **widest** unobstructed opening of any 35mm camera. This means that you can use lenses which would vignette (cut off corners) in any other camera and it means that the Lens Adapters (for Pentax Lenses, etc.) fit **inside** the camera lens mount, permitting a FULL Focusing Range of all lenses, including "adapted" Lenses and Old-Style Exakta Lenses.

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

The next feature is the newly developed Light Metering System. It has two CdS Sensors to avoid "guessy" readings. The two sensors feed into an intricate computer "brain" and give you a reading which you can trust implicitly. Like all

Exaktas, the meter uses the "true" reading method without mechanical linkage and "approximations." What you see is what you get, or should we say:

"What the film sees is what the meter gets"

A push-button switch puts the meter into the circuit and, at the same time, causes your lens to respond to the Light Meter. You can switch it at will but there is a great design idea: A split second after you trip the shutter the meter automatically shuts off (making your battery last three times as long as in other cameras) and puts the lens back into the fully automatic mode. You can take subsequent shots at the previous meter reading which remains "locked" into the lens: Your lens will close down to the same F/Stop as before if the light has not changed. If the light has changed or if you want to take a new reading, just push the switch down and the automatic process will simply repeat itself.

It goes without saying that in such a sophisticated camera the meter and the shutter are **coupled to each other**. Change the shutter speed and the meter will automatically compensate. Unlike mechanical metering systems, the Exakta Twin TL will compensate for all variables when it computes the exposure: Filters, Extensions, Close-Up Focusing, Bellows, Anything!

What else? Plenty! An All-Metal Reciprocating Shutter of uncanny accuracy. Shutter Speeds to 1/1000 sec. Delayed Action ("Self Timer".) Left and Right Hand Shutter Release. Automatic Zero Reset. Eyelevel PentaPrism with Combination Fresnel Viewing Screen with MicroGrid Rangefinder (built-in, non-removable.) Built-in Accessory Shoe (Hot and Cold.) Professional Black Finish.

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

## EXAKTA "42"

Available at long last: an **ihagee Exakta with Standard Screw Thread**. Identical in every respect to the Bayonet Model except for the Lens Mount: The Exakta "42" accepts Standard Screw Thread Lenses (Praktica, Pentax, etc.) with fully automatic operation. And all Exakta "42" Lenses work in the Praktica, Pentax and all other cameras with "Standard" Lens Thread.

## Price Quotations

We are in the midst of negotiations with the Factory. Believe me, we're in there, determined to squeeze out the last dollar for you! As this issue goes to press, the prices have not been finalized.

**Please write and ask for our lowest price quotations on the Exakta Twin TL and the Exakta "42".** If you have a trade-in, describe it fully and request our lowest exchange price.

## We Accept Trade-Ins

The Trade-In Value of your old Exakta is probably higher than you had expected. Now is the time to trade your old Exakta on the very latest Exakta Twin TL.

For very little money you can trade up to:

- Integral Through-the-Lens Lightmetering.
- Internally Automatic lens Coupling.
- Cross-coupled Shutter Speeds and F/Stops: Vary one, or the other, or both!
- All-Metal Focal Plane Shutter
- Strobe Synch to 1/125 sec!
- Large Diameter Opening to accommodate all Focal Lengths without vignetting!
- Compatibility with Classic Exakta Lenses.
- Compatibility with Praktica/Pentax Lenses, **and much, much more!**

Tell us what you have to trade and we will give you a tentative exchange price, subject to later evaluation of your trade-in. If you want an **exact** quotation, send the equipment for evaluation. We will inspect it immediately and tell you, to the penny, what it will cost to trade. Should you decide against trading, we will return your equipment at our expense. Fair?

## Do not confuse E.E.I.S. with The Exakta News.

The Exakta News is free and is sent to nearly 100,000 Exakta Owners. E.E.I.S. ("Exakta Equipment Information Service") is available only to Subscribers and is mailed to a **Small List**. For Details, please refer to Page Three.

## Best E.E.I.S. Issue, ever!

The Best, two ways. It contains more goodies for your Exakta than any previous issue and it contains fantastic price reductions which look like misprints. You won't believe that you really did read them correctly and you will have to look at them several times to believe them.

Read this issue more slowly and more thoroughly than any previous issue. Don't miss a single one of our unbelievable buys. **Happy Hunting!**



# seymour's INC.

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





## Attention Owners of RTL-1000:

You can now equip your camera with the Original Jena 50mm F1.8 Pancolar! This internally automatic lens is the ultimate in correction, color rendition, image contrast. Nothing like it! The culmination of 100 years of Jena's quest for perfection.

You can buy the lens outright or you can trade in your 50mm F1.8 Oreston.

**50mm F1.8 Internally Automatic genuine Jena Pancolar for Exakta RTL-1000, Stock No. 2030, \$64.50 plus \$1.45 Shipping Charges.**

**Trade: Above Brand New Lens in exchange for your 50mm F1.8 Oreston (if in good condition) Exchange Price \$29.50 + \$1.45 Shipping. (Other lenses acceptable in trade, too. Describe yours and request quotation.)**

## Book Package

We want to bring you our 3 most successful best-selling books as a special "Package" in order to save you even more.

**The Depth-of-Field Book.** The best book on this important subject. In addition to the clear "Lessons" in non-technical language, the book contains individual Depth-of-Field Tables for all focal lengths from extreme wide angle to extreme telephoto. New Illustrated Edition.

**The Filter Book.** Explains how to turn ordinary pictures into fabulous photographs. Brings order into the usual chaos of this subject. Illustrated in full color.

**Camera Profits.** A new Folio Showing How to offer your photographs for sale. Lists about 300 addresses, classified by subjects, wanted, prices paid, etc. Mimeographed to permit immediate updating.

**Book Package: All three books described above, Stock No. 7071, only \$3 postpaid.** (Books, by their very nature, are not returnable.)

## Microscope Adapter

Want to take pictures through a microscope? Photomicrography is one of the most rewarding aspects of picture taking. Doctors, Scientists, and Researchers have long used their camera as a useful tool for their work. But more and more people discover the fun of taking pictures of the fascinating microscope images. Some people love these pictures because of the "information" they give; others because of their unearthly colors; and others because of the pictorial beauty which is ordinarily hidden from us and inaccessible to the naked eye.

Whatever the reason, photomicrography is a field which has become extremely popular. We offer you an all-metal precision made Microscope Adapter at a very reasonable price. **We have it for all Exakta Models.** Be sure to mention your Exakta Model!

**Microscope Adapter, Stock No. 1890, especially low priced at only \$17.95 + 65c.**



## Sneaky Pete Makes You Invisible

How many "human interest" pictures have you missed because you were too timid to point your camera? How often did you wish you and your camera were invisible? Now your wish has been granted! Now you can take pictures of everything and everybody, unobserved and unsuspected: Fit the SNEAKY PETE to your lens and shoot around the corner!

In spite of its frivolous name, Sneaky Pete is a serious optical instrument of highest precision. It fits onto the front of your lens and looks just like a telephoto lens. But the "front element" is a fake. Inside the Sneaky Pete Lens Disguiser is an optical mirror (first surface), and there is an opening on the side. While you seem to be shooting straight ahead, you are actually shooting around the corner photographing a scene which is exactly 90° from where you are "pointing" the camera. You are POINTING your camera DOWN the street but you are TAKING a picture ACROSS the street!

The possibilities are unlimited. Want to shoot that celebrity at the next table at the sidewalk cafe? Put your camera on the table, lens facing up into the sky. Rotate the camera till Sneaky Pete's real eye points at the unsuspecting target!

Sneaky Pete fits into any Series VII "Filter" Adapter. If you don't have a Series VII Filter Adapter, order one, giving the diameter of your lens in millimeters.

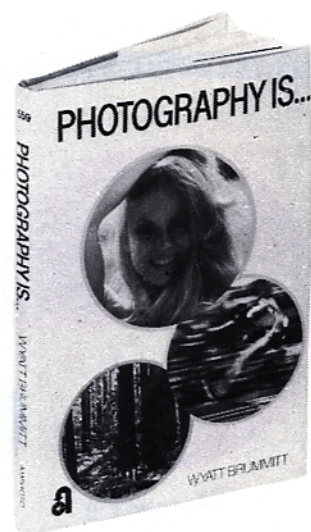
**Sneaky Pete Lens Disguiser, Stock No. 1912, \$19.75 + 1.45 Shipping Charges.**  
**Ser. VII Filter Adapter (state mm) \$4.95**



## ... and here is a Super E.E.I.S. Buy:

Do you know what you have to pay today for a fully automatic German Exakta Lens? Don't ask!

You don't really want to hear the whole story except the part that affects you. That part is very simple: About six, seven months ago



## Photography Is...

This new Book is a veritable **Course in Photography**. Every bit as good as a \$300 Home Study Course without the bother of a school. Read it and learn and progress at your own pace. Or use it as an Encyclopedia of Photography.

This beautiful Hardcover Book of 255 Pages is printed on expensive art paper. It is profusely illustrated (and I mean **profusely!**) in beautiful color. The pictures alone are worth in price, and more!

The Book respects the Advanced Amateur but does not ever "talk down" to the novice. Beginner and Professional will find the answers to their photographic problems.

Here are just a few of the subjects treated at length:

Good and Bad Camera Habits — Light and Lenses — Film — Developing — Exposure — Filters — Color — Enlarging — Portraits — Special Techniques — and many, many more subjects.

You'll read the chapters and you'll refer to them many times. The Book will not only make you a Better Photographer, it will continue to teach you and keep you informed and guide you for many years to come.

Of course, you still have your choice of enrolling in a \$300 Photography Home Study Course of sending for this Book, getting the same "tuition" at a tiny fraction of the cost.

**"Photography Is..."**, a New Instruction Book by Wyatt Brummit, terrific value at only **\$9.95 + 45c Shipping Charges**

we bought 500 of these lenses at an excellent price. We were sure that we would sell all of them within 2 months, and offered them at a very low markup. But -- we sold only about 250 of them in six months. Business mathematics being what they are, this was very bad. We still can't figure it out. A fine lens, a terrific buy, and only 250 customers taking advantage.

We now have 250 lenses left and cannot wait another six months to liquidate that investment. They must go out and you might as well take advantage of the situation.

The 50mm F2.8 Meyer Domiplan is a **Fully Automatic Lens** which fits all Classic Exaktas, the Exakta RTL-1000, and the Exakta Twin TL. (For the Twin TL the Lens needs the TW/CLA Adapter; for the other Exakta Models it does not need an adapter.) The Automatic Diaphragm operates will all Exakta Models.

As I said, I have 250 lenses left and I can fill the first 250 orders. I have no quota system and you may order as many as you want -- as long as I have them.

**50mm F2.8 Fully Automatic German Meyer Optik Domiplan Exakta Lens, Stock No. 1948, Clear-the-Shelves Price, \$9.85 + \$1.35 Shipping.**



**If you are not  
an E.E.I.S. Subscriber,  
you should become one!  
There are Advantages!**

Complimentary Sample Issues of EEIS are being mailed periodically to small numbers of names, selected at random from our Customer List. Eventually, everybody on our Customer List should have received one issue. Inevitably, some people may not receive a sample copy at all, while others may receive more than one.

If you are not now a Subscriber to EEIS, read how EEIS differs from The Exakta News. If the advantages of EEIS appeal to you, send your subscription. EEIS brings you vital Exakta Information.

There are two ways to subscribe: You either pay nothing for the subscription or you pay now and receive full credit towards purchases. Either way it will not cost you one red cent. It is all explained in the "Introduction" which follows:

**INTRODUCTION**

Exakta Equipment Information Service (EEIS for short) is a new Seymour Publication, quite different from Seymour's Exakta News. EEIS is written for a relatively small group of Exakta Fans and is available by Subscription Only. Details how to subscribe and how to get your subscription free will be explained.

**How does EEIS differ from The Exakta News?**

The Exakta News is a publication written for a large number of people. Our Distribution List contains about 100,000 Names. It takes a long time to get out such a large publication. It may amaze you that, on the average, 3 months elapse from the day we start preparing an issue of The Exakta News to the day the mailman delivers it to you. We had to find a way of getting "Instant Information" to a small interested group of Exakta Fans.

E.E.I.S. was the answer.

**"Instant Information"**

Many new items miss the deadline of each issue of The Exakta News but will appear in EEIS immediately. Late developments and anything which depends on fast Customer Notification will appear in EEIS. Think of EEIS as "INSTANT SUPPLEMENT" to The Exakta News.

**New Items**

New Exakta Accessories, New Models, New

Lenses, etc. are being developed all the time. If a new item misses an issue of The Exakta News (even by a day) you will not hear about this item till you get the next issue. As a reader of EEIS you can count on "Instant Information" about new items. You will actually be using new items before the general public will know that they exist!

**Advance Information on Sales**

As a Seymour Customer you know that we periodically run sales on selected items. As a reader of EEIS you may have several months advance information about such sales. You will have first choice on these money-saving offers, before they have been picked-over or sold out!

**EEIS Readers Get First Choice**

No matter what it is, you cannot buy it unless you know about it. EEIS Readers will know about it. You cannot take advantage of a sale if you are not told about it. EEIS Readers will be told about it! As an EEIS Reader you are never, never, under any obligation to buy anything. But if you want to buy it, you get first choice!

**Small Circulation**

The Exakta News goes to such a large number of people that we can show only those items of which we have a large quantity. Imagine what would happen if we received 1,000 orders for an item of which we have, say, fifty pieces!

But EEIS will contain information about items of limited supply, close-outs of small remaining stocks, details about equipment which we consider to be of interest to a limited number of people. From time to time we will even publish a List of scarce used items which, until EEIS, could be sold only in our Showroom.

**Save up to 50% on "Specials"**

A "Special" may be a special purchase from a Distributor who needed cash. It may be a specially selected item, marked down for any number of reasons. Whatever the reason, the "Specials" will appear immediately in the very next issue of EEIS.

**Used Equipment**

Customers who have been on the distribution List of The Exakta News for more than 15 years will remember that we used to publish lists of Desirable Used Exakta Equipment. As the circulation of The Exakta News grew, we had to discontinue these lists because we usually received more orders for the listed items than we could fill. Now, EEIS makes it again possible to publish lists of

good used equipment because EEIS goes only to a small List of Subscribers!

**By Subscription Only**

EEIS is available by Subscription only. Obviously, if we were to print 100,000 copies and mail them out indiscriminately to all customers on our List, we would defeat the purpose of this Limited-Circulation Newsletter. The success of EEIS depends on limiting the circulation.

While we have to make a subscription charge, it will actually cost you nothing (unless you just want to read it for the information it contains and never send an order. It goes without saying that you are under no obligation to buy anything, ever)

The Subscription Price is \$5 a year. But this amount will be credited in full towards your orders with No Time Limit. You may even "split" your orders. It works like this:

If you do not want to order any merchandise right now, just send \$5 and you will become a Subscriber. Your subscription price gives you a Credit of \$5 which you may apply to future orders:

On Orders for \$20 or more, you deduct the full credit in one fell swoop.

On Orders between \$10 and \$19.99, you deduct \$2.50 and you still have a credit of \$2.50 which you may apply anytime in the future on orders for \$10.

If you want to send an order for \$20 or more right now, just pay for the order, request your subscription, but do not pay for the subscription.

If you want to send an order between \$10.00 and \$19.99, pay for the order, add \$2.50 for the Subscription and receive a credit, to be used anytime on orders for \$10 or more.

In either case (with or without an order) you get the benefit of a Year's Subscription to EEIS immediately. And either way, it will cost you nothing: If you send an order as explained above, you do not pay for the subscription. If you pay for the subscription, you get a good-at-anytime credit for the full amount of the subscription price which you have paid.

**To Sum Up:**

We honestly believe that this system will achieve our aim of limiting the circulation of EEIS to bona fide sincere customers and that the system will benefit the small group of true Exakta Fans for whom EEIS is being published by Seymour's, the Exakta People!



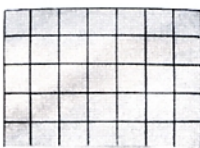
**300mm F/4 Jena Sonnar  
for Exakta Twin TL**

In the December 1974 Issue of the Exakta News we mentioned the 300mm Sonnar. Predictably, our supply was sold out within a few days after publication date. This means, sadly, that you are too late if you have a Classic Exakta or an Exakta RTL-1000. However, if you have a Twin TL Model, we can still fill your order while our supply lasts.

We need not describe this lens. If you know it, you know it. If you don't know it, mention it to another Exakta Owner. If his ears light up, you know that he knows the lens!

Please remember that we can now supply the lens only for the Twin TL. If you own an Exakta Twin TL, get your order in the mail now! 300mm F/4 gen. Jena Sonnar for Exakta Twin TL, Stock No.1837/TW, a steal at only \$199.50 + 3.45 Shipping Chgs. DeLuxe Pouch, optional, \$6.95.

**In Case We Haven't Said It Often Enough:  
ALL ITEMS IN THIS ISSUE COME TO YOU  
ON A 15-DAY MONEY-BACK TRIAL BASIS**



**"Scientific" Finder Inserts  
for Classic Exakta**

Good News for the Serious Exakta User! After a long absence, the "Scientific" Finder Inserts are again available. We don't have to add: "only from Seymour's", do we? You know how insistently we asked the Factory to re-introduce these badly needed Inserts. At last, Success!

Important: Scientific Inserts are available only for the Classic Exakta Models.

Finegrain Groundglass with Overall Squares, Stock No.1973, \$14.95 + 45c Shipping Charges.

Clear Glass Insert, Stock No.1977, \$13.50 + 45c.

Finegrain Groundglass with Calibrated Crosshairs Stock No.1972/C, \$19.50 + 45c Shipping Chgs.

Finegrain Groundglass with Clear Center Spot, Stock No.1974, \$19.50 + 45c Shipping Charges

Flat Groundglass, Finegrain, for the Magnear, Stock No.1966, \$8.95 + 45c Shipping Charges

Flat Groundglass with Crosshairs, for Magnear, Stock No.1966/XH, \$12.50 + 45c Shipping Chgs.



**More than 50% off  
on German Enlarging Lens**

We have about fifty of these lenses left, not enough to advertise them, and are willing to close them out at a sharply reduced price. These are German Lenses, made in Germany (not 'German' Lenses made in Korea or Singapore!) Since these lenses are still in the manufacturer's regular line, we will not mention the brand name. You will recognize the famous German City where these lenses come from. Flat Field, especially corrected for use in enlargers, free from internal reflection, wire sharp. This lens will give you the sharpest enlargements you have ever seen, both Color and Black-and-White. 50mm Focal Length covers 35mm Full Frame (24mm x 36mm.) Rated at F4.5 but has extra half stop to focus and compose. Click stops permit stopping down in the dark. Standard Enlarger Thread (also known as "Leica" Thread.) Regular Price, \$22.50. Save over 50%.

**50mm f4.5 genuine German Enlarging Lens,  
Stock No.1869, Special Close-Out, \$9.95 + 85c.  
Mounting Flange, Optional, Stock No.1892, 99c.**





## Genuine Schneider-Kreuznach Exakta Lenses

When was the last time you saw genuine Schneider-Kreuznach Exakta Lenses advertised? I'll tell you: in October, 1972. In Seymour's Exakta News. At that time we had a small quantity of these rare lenses and they were gobbled up quickly. Perhaps you were one of the many customers who received a sad note: Sorry, all gone. Now, more than two years later, we were incredibly fortunate in securing another small supply, the last that will ever be available, ever! We sell them on a first-come basis, the only fair way. No increase in price. Read that again: No Increase in Price....

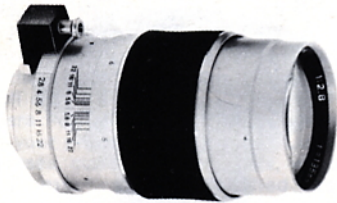
**35mm F2.8 Schneider-Kreuznach Fully Automatic Curtagon Wide Angle Lens, Stock No.1881, only \$76.50 + 1.45 Shipping Charges.**

**28mm F/4 Schneider-Kreuznach Fully Automatic Curtagon Wide Angle Lens, Stock No.1882, only \$79.50 + 1.45 Shipping Charges.**

**135mm F3.5 Schneider-Kreuznach fully automatic Tele-Xenar Telephoto Lens, Stock No.1880, only \$89.50 + 1.45 Shipping Charges.**

**SPECIAL FEATURE:** These Lenses are perfectly matched, optically, mechanically, in color rendition and in appearance. All take 49mm accessories **Order the Schneider-Kreuznach Lenses with the following optional Accessories:**

- Glove-Soft Velvet Lined Drawstring Pouch.....2.95
- 49mm Series VII Filter Adapter.....4.95
- Series VII Shade, to match above Adapter.....3.95
- Custom Screw-in Filters, 49mm, each.....5.95
- Custom Rotating Polarizer, 49mm.....10.95
- Custom Screw-in Lens Shade, 49mm.....3.95



## Last Year's Fashion. . .

Did you know that there are fashions in lenses? We don't mean optical fashions but fashions in Lens Mounts! A few years ago, "Chrome" lenses were the rage. In those days you couldn't give away black finish lenses. As happens with all fashions, there has been a complete about-face: Black finish is now de rigueur.

We have a small quantity of 135mm F2.8 Fully Automatic Aragon Lenses left. They are beautifully sharp, have Manual/Automatic Selector and, in our opinion, they are goodlooking lenses. But the barrel is silver colored. And that's bad at a time when only black is beautiful. While we cannot argue with the changing fashions or fads, we have to sell these lenses, even though the color of the Barrels may not be in accordance with this year's taste. We cannot wait till the fashion comes around to chrome barrels again. Sooo, we've cut the price substantially. As the trite (but true!) saying goes: Our Loss, Your Gain:

**135mm F2.8 Fully Automatic Aragon Telephoto Lens, Stock No.1958, Special Close-Out Price, \$39.50 + 3.25 for the Velvet-Lined deLuxe Pouch and \$1.35 Shipping Charges.**



## Incredible Price Reduction on Best Wide Angle Lens for Exakta RTL-1000

When we describe this lens as the Best Wide Angle Lens for the Exakta RTL-1000, we do so advisedly. The 29mm F2.8 Internally Automatic Oreston has the same unbelievably sharp correction as the 50mm F1.8 Oreston. Need we say more? If you have an Exakta RTL-1000, you cannot afford to be without this Wide Angle Lens. There just isn't any other wide angle lens which will match it or even come near!

Why, then, do we offer it at a greatly reduced price? First: Because it fits **only** the RTL Model. This limits our market. And Second: Because we goofed and ordered too many: we based the quantity on the total number of Exaktas in use, instead of the number of one specific model. Now, if you own this model (the RTL-1000,) you are in luck: You save a FANTASTIC AMOUNT OF MONEY: **29mm F2.8 Internally Automatic Oreston Wide Angle Lens for RTL-1000, Stock No.1917, Special Sale Price \$59.50 + 2.95 for the Velvet-Lined Pouch and \$1.35 Shipping Charges.**



## New! "Ideal Range" Fully Automatic Zoom Lens

Yes, I know you have been waiting for a Zoom Lens in the range from moderate Wide Angle, via "Normal Focal Length", through Portrait Range, to moderate Telephoto. And you know that we have been bothering manufacturers to give us such a lens. At last: Success!

The new Exaktar/Carenar 45mm to 135mm Fully Automatic Zoom Lens covers exactly the range we were hoping for. We consider it the **ideal** range because it contains such valuable focal lengths as 45mm, 55mm, 65mm, 75/80mm, 90/100mm, as well as 125/135mm.

The Lens is ultra sharp over its **entire** range. It is free from distortion. It is free from internal flare. And it is 100% color corrected.

The Exaktar/Carenar 45mm to 135mm Automatic Zoom Lens is available for all Exakta Models and you must tell us whether you want it for the Classic, the RTL-1000, or the Twin TL Model.

We bring you the Lens at a very attractive price. It is now in stock for immediate shipment. **45mm to 135mm F3.5 Fully Automatic Zoom Exaktar/Carenar, Stock No.2135, only \$179.50 plus \$8.95 for the Case and \$1.95 Shippg. Chgs.**



## 28mm F3.5 preset Caspeco Wide Angle Lens

**Now for ALL Exakta Models!**

The same fine quality, the same high resolution, the same true-to-life color correction that made this lens a best seller in the 28mm Wide Angle Range is now available for all Exaktas (Classic Exaktas, Exas, RTLs, or even the latest Twin TL) and you can get it at the same price as always. Where else can you get a 28mm Exakta Lens of this quality for under \$30?

**28mm F3.5 preset Caspeco Wide Angle Lens for Exakta [state Camera Model], Stock No.1817, only \$29.50 + 1.25 Shipping Chgs. Velvet-lined deLuxe Drawstring Pouch, \$2.95**

## 50% off on German 200mm Lens for Exakta Twin TL

At the time of writing we have about thirty of these lenses left. They have been discontinued and we want to sell the remaining few lenses fast. We have cut the price in half: grab one!

This lens is made specifically for the Exakta Twin TL. It is not available for other Exakta Models. Our regular selling price was \$69.50 and it was considered a fine value at this price. Where can you get a German 200mm lens for \$69.50? Now you can get one for just half of that! If you get off your order right away, you have a very good chance of getting one!

**200mm F4.5 German Schacht Tele-Travenar for Exakta Twin TL, Stock No.2063, Special Close-Out Price, \$34.75 + 1.45 Shipping Charges. Velvet-Lined deLuxe Drawstring Pouch \$3.95.**



## Lens Bargain of the Year!

You probably know that I attended the International Camera Convention "Photokina" in Cologne, Germany. Through the good offices of one of my oldest business friends I was able to purchase a quantity of a superb fully automatic German Wide Angle Lens far below the current market price. Reason: The large German "Konzern" which had placed the original order with Schneider-Isco suddenly found itself insolvent and I was at the right place at the right time and snapped up the bargain!

Based on current factory prices, the lens would have to sell for \$96.50. How would you like to buy it for exactly **half that price?** Well, you can, but:

We have quite a few of the lenses but we know that they will sell out fast at this price. In fairness to all of you, it will have to be strictly "First Come, First Served." Please send in your order right away if you really want one of these lenses. **35mm F2.8 Fully Automatic Schneider-Isco Westromat Wide Angle Lens, Stock No.1980, Special While-they-Last Price \$48.25 + 2.95 for the Velvet-Lined Pouch and \$1.25 Shipping Chgs**





**50% off!**

A few years ago, a 135mm F1.8 Automatic Exakta Lens would have sold like the proverbial hot cakes. The lenses would have been torn out of our hands. Regardless of price! A few years ago, people had the money. But -- a few years ago there was no 135mm F1.8 Exakta Lens! Now there is such a lens but people don't have the money to pay for such an expensive lens.

To tell the truth, we did not sell nearly as many lenses as we thought we would. But we bought them, have them, and cannot afford to keep them. We must liquidate at least part of the money we have tied up and there is only one way to do this, even if it hurts: Reduce the price and reduce it drastically!

Our regular selling price, as shown in the Exakta News Volume 24, No.2, was \$249.50. Although this was by no means a high price for a 135mm F1.8 Fully Automatic genuine Rokunar, it was more than many people could afford these days, no matter how desperately they would have liked to have this ultra-fast Rokunar Telephoto Lens. This left us no choice: we had to lower the price, regardless of our cost and we decided to do a real axe job on the price and sell them in one fell swoop for less, but ready, money!

Strange, how you can feel the quality of a lens by handling it. Rokunar lenses always feel right. One senses the precision, the quality, long before the first tests shots really show the superb quality. The 135mm F1.8 Fully Automatic Rokunar is a true Rokunar! It gives you wire sharp telephoto shots, even under the most adverse light conditions. And since you focus and view at F1.8, the Viewing Image is ultra bright and the focus ultra sensitive. now you can use your telephoto lens for shots where you formerly had to compromise by using your normal lens. And I might as well mention the 50% price reduction once more. It hurts only when I laugh.

**135mm F1.8 Fully Automatic Rokunar, Stock No.2143, Special Sale Price, only \$124.75 plus \$7.85 for the mandatory deLuxe Case and \$1.85 Shipping Charges.**

For Exakta RTL: add \$4.80  
For Exakta Twin TL, add \$6.95

## Per-Suede-R Bags

Whether you call it Imitation Suede or Fake Suede, if you call it a Bargain, you are calling it by its right name.

Five Inch by Six Inch Drawstring Bags, made of Synthetic Suede (now we're getting into the fancy words!) Useful for small accessories, spare rolls of film, small strobe guns, or to smuggle a baby chipmunk on a plane. Will also hold Greek Worry Beads, Milady's Jewelry, spare (or rare) coins. We can't tell you what to put in but we can sell them to you at a good price!

**Per-Suede-R Drawstring Bags, 5''X6'', Stock#2103 Package of 3 Bags, \$1.29 + 25c Shipping Charges. 6 Packages (18 Bags)\$6.29 + 35c (Save \$1.50)**



**Price Reduction!  
Save up to \$40.00  
on genuine Rokunar Lens!**

You never expected a genuine Rokunar Lens at up to \$40.00 off, did you? Neither did we expect to sell it at such a reduction, but...

Elsewhere in this issue you will find a 50% price reduction on the ultra fast F1.8 135mm Rokunar. It dawned on us that if our customers could buy the F1.8 model at such a low price, we might have to sit on the F2.8 Model. And that, in today's tight-money economy, would be bad. We would move one model at the expense of another. And that, you will agree, would be silly. But why should you worry about our problems? Just take advantage of this great deal!

We have been featuring Rokunar Lenses almost as long as we can remember because they have always lived up to their slogan: "Sharp as a Rokunar." This new model is the very top of the art of lensmaking. It remains sharp and crisp, even if you shoot against the light, because of the new scientific Roku-Coating, the new glass types specified by the lens designers, and Rokunar's optical know-how and precision.

On Page 4 of the December 1974 Exakta News you find this lens priced at \$89.50 to 99.50, depending on the Exakta Model you own. Now we offer all three models (for Classic, for RTL, or for Twin TL) at the same deeply cut price. Please be sure to state the Exakta Model you own.

**New Model 135mm F2.8 Fully Automatic genuine Rokunar®, Stock No.1826, slashed to \$59.50 plus \$5.95 for the deLuxe Case and 1.45 Shippg. Chgs.**



**Last Call....**

This is the last time we can offer the popular 100mm to 200mm preset Coligon® Zoom Lens. We don't just mean the last time at the old price. We mean the last time. Period. Why? Because the price increase at the factory level makes it impossible to re-order it. Another victim of Inflation.

As long as we have them, you may order one (at the old price.)

The 100mm to 200mm F5.6 preset Coligon® Zoom Lens is available for all Exakta Models. It covers the entire range from 100mm (ideal portrait lens), via 135mm (the "standard" telephoto lens) to 200mm (ideal "distance" lens, with step-less coverage of all focal lengths in-between. Light in weight, convenient to use, sharp, and inexpensive **100mm to 200mm F5.6 preset Coligon® Zoom Lens, Stock No.1916, only \$69.50 plus \$3.95 for the Custom Shade, \$4.95 for the Case, and \$1.55 Shipping Charges.**



**Price Reduction  
on 24mm Rokunar!**

Frankly speaking, we don't have a compelling reason to lower the price on the 24mm Rokunar. It sells well, we are not over stocked, and it has been a great buy at the old price. But since we reduced the price on the two 135mm Rokunars, why should the 24mm Rokunar be a stepchild?

The name "Rokunar" needs no introduction. You know their slogan: "Sharp as a Rokunar." The 24mm F2.8 genuine Rokunar is ultra sharp, color brilliant, and does not distort verticals, even at the extreme angle and the fast speed of the lens. New coating techniques (roku-Coating) make the lens flare-free. This is very important in an Ultra-Wide-Angle Lens.

**24mm F2.8 Fully Automatic genuine Rokunar Wide Angle Lens [state model of your Exakta], Stock No.2060, Special Reduced-for-No-Reason Price, \$78.50 + 4.85 for the Case and 1.75 Shippg.**



**What will This Lens Cost  
a Year from Now?**

Remember what happened to the prices of Steinheil Lenses? When they were discontinued, prices for used ones skyrocketed till they sold for more than twice the original prices for brand new ones! We have no reason to doubt that exactly the same will happen to the price of the 135mm F2.8 Fully Automatic Schneider-Isco Tele Iscaron.

When our supply is gone, there won't be any more of them. Perhaps we should hold on to them and watch their value go up. You know, of course, that we don't do business that way. We will sell them at a low price as long as we can.

The superb solid construction of this lens, its precision, its smooth operation, its beautiful finish and, most important, its ultra sharp correction, have made it the most highly prized lens in any Exakta Owner's Arsenal. To say nothing of the hand made deLuxe Case, padded, plush lined, and covered (in seamless construction) with butter-soft premium quality genuine Glove Leather.

As long as we have them (and we don't have too many of them) you may order them at a price which is unbelievably low for a fully automatic, wire sharp, fast, genuine German Telephoto Lens: **135mm F2.8 Fully Automatic Schneider-Isco Tele-Isaron, Stock No.2133, \$86.50 + 5.95 for the Case and \$1.65 Shipping Charges.**





## Variable Extension Tubes

How do Variable Extension Tubes (also called "Focusing Tubes" or "Helical Tubes") differ from ordinary Extension Tubes?

Ordinary Extension Tubes tell you what to do when it comes to determining the magnification, because the tubes come in sections of **fixed** length. If you want to take a picture at an in-between ratio you cannot do it with ordinary tubes. But you can do it with the Variable Tubes!

The Variable Tubes are true helical focusing tubes. By rotating the front part of the tube, you smoothly move your lens: this gives you a Stepless Variation of your Magnification Ratio. If you are serious about Close-Up Photography, you cannot do without these ingenious tubes. And they are so inexpensive!

**Continuously Variable Helical Focusing Tubes for Exakta, Stock No.1925, only \$12.95 + 65c Shippg.**



**Original Ihagee Chrome Extension Tubes for Classic Exakta**

How did Seymour's-Exakta do it? How did Seymour's-Exakta find a supply of these Original "Chrome" Tubes from Dresden? I know, you do not want to hear the story. All you want to know, do we have them? **YES, we have them!**

And yes, they are the famous individually precision machined Five-Part Original Chrome Extension Tubes for the Classic Exakta, as only the Dresden Factory can make them. Hurry --- our supply is not inexhaustible!

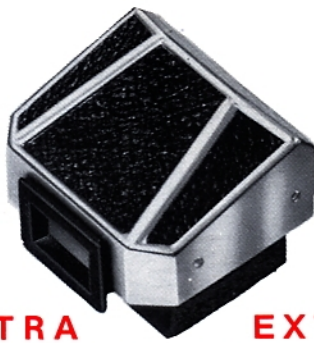
**Original Ihagee-Dresden Chrome Extension Tube Sets, 5-Part, for Classic Exakta, Stock No.2005, only \$14.95 + 95c Shipping Chgs.**



## "Two-in-One" Close-Up Ring

There is a gap in the focusing range between the lens itself and the minimum extension of the two Bayonet Adapters of the Extension Tubes. This gap can be bridged by using the Two-in-One Close-Up Ring. It has the male and the female bayonets machined into each other, reducing the extension to the bare minimum.

**Two-in-One Close-Up Ring, Stock No.2036, only \$12.50 + 45c Shipping Chgs.**



## EXTRA EXTRA Factory Supplies Seymour's with Eyelevel Prisms for Classic Exakta

Have you been turned down everywhere when you tried to buy an Eyelevel PentaPrism for your Classic Exakta? Now you can obtain it from Seymour's-Exakta.

These are the **original DRESDEN MADE** Prisms. We were granted an exclusive on a relatively small run of these scarce prisms. You can now order one (or more) for immediate delivery. They fit all Classic Exakta Models (V, VX, VXIIa, VXIIB, VX-1000, VX-500.) You have your choice of MicroGrid or Split-Image Insert. This is the first announcement and we know that there will be a "run" on the Prisms. Order immediately! **Eyelevel PentaPrism\* for Classic Exakta, complete with Focusing Insert \$49.50 + 1.35 Shippg.**

\*Stock No.2037/M with Fresnel/MicroGrid Stock No.2037/S with Fresnel/Split Image. Case for Prism [will take Waistlevel Finder interchangeably], optional, \$3.50.

## Combination Fresnel Viewing Screen and MicroGrid

By now, everybody is familiar with the MicroGrid Rangefinder Screen. Its main Advantage: Sharp Focus is achieved, regardless of the user's eyesight. The MicroGrid Rangefinder superimposes a grid pattern over the image when the lens is out of focus. Once in focus, the grid disappears and the image becomes crystal clear. Unlike the Split-Image, the MicroGrid does not black out. With the MicroGrid there is no guesswork: You are either in focus or out.

The MicroGrid is now available in a Combination Screen: A Light-Gathering Fresnel Screen produces a brightly illuminated viewing image, bright from corner to corner. The MicroGrid itself is in the very center where focus is most sensitive. **Combination Fresnel Screen and MicroGrid Stock No.1970 for Classic Exakta, Stock No.2004 for Exakta RTL-1000, \$12.50 plus 35c Shipping Charges.**

### BONUS BUY:

**Buy other items for \$10 or more and add the Combination Fresnel/MicroGrid for only \$7.95 + 35c. (Be sure to mention: "Bonus Buy.")**

## "Combolite" Focusing Screen

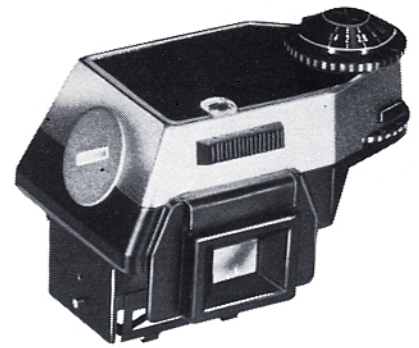
The Combolite is a Focusing Screen (Insert) which combines everything previously available only in separate Inserts. It has:

1. the Fresnel Viewing Screen,
2. the Circular Finegrain Groundglass,
3. the Split Image Rangefinder,
4. AND the MicroGrid!

You want to order a Focusing Insert but you are not quite sure which to order. Should you have the MicroGrid? the Fresnel? the Split-Image? or the Finegrain Groundglass? The decision is now easy: Order the **Combolite**, the Insert which has them all (Please note that the Combolite is available only for the Classic Exakta, not for the RTL-1000.) **Combolite Combination Insert (Screen), Stock No.1968, \$17.50 + 35c Shipping Charges.**

### BONUS BUY:

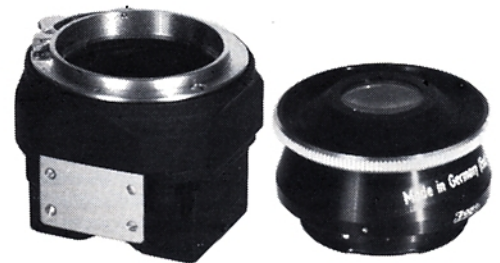
**Order other items for \$10 or more and add the new Combolite for only \$8.50 + 35c Shippg. Chgs. Be sure to mention "Bonus Buy."**



## Lightmeter Prisms for Exakta RTL-1000

Here is another Seymour Exclusive. The Factory supplied us with a relatively small quantity of Lightmeter Prisms for the Exakta RTL-1000. They are not new but factory re-calibrated and rebuilt to original standards. They are positively the last Metering Prisms for the RTL. The Factory will not rebuild any more: the Director of the Dresden Factory Service Department tells me that it is too costly. So, as I said, these are the last Metering Prisms and this is your last chance to get one.

**Original Lightmeter Prism for Exakta RTL, Dresden Factory Rebuilt to Original Standards, Stock No.2061, \$89.50 + \$1.65 Shipping Charges**



## Magnear "Scientific" Finder

The Magnear "Scientific" Finder is now again available for immediate delivery. **At 1972 prices!** It fits the Classic Exakta Models (VX-1000 and earlier, including the VX-500.) It is indispensable for Scientific Work, Close-Ups, Copying, and wherever ultra precise focusing makes the difference between failure and success.

The removable powerful Magna-Lupe Focusing Magnifier bayonets right into the Magnear. The Magnear can use all Focusing Inserts, including the special distortion-free flat groundglasses which are especially useful for architectural shots, and, of course, for copying.

You can purchase the parts separately but your best bet is to buy the Complete Magnear Focusing Setup at the **Special Package Price**. It saves you 25% and puts \$12.50 in your pocket.

**Magnear Scientific Finder, without Magna-Lupe and without Insert, Stock No.1964, \$18.50 + 65c.**

**Magna-Lupe Magnifying Lens, for Precise Focus, Stock No.1965, \$16.50 + 45c Shipping Charges**

**Flat Finegrain Groundglass for distortion-free image, Stock No.1966, \$8.95 + 35c Shipping Chgs.**

**Flat Finegrain Groundglass with Crosshairs, Stock No.1966/XH, \$12.50 + 35c Shippg. Chgs.**

**COMPLETE MAGNEAR FOCUSING SETUP, consists of Magnear Scientific Finder, Magna-Lupe Focusing Lens, Finegrain Groundglass with Crosshairs, Stock No.1967, individual items add up to \$47.50, SPECIAL COMBINATION PRICE only \$35.00 + 1.35 Shipping Charges. Save \$12.50**





## What they promise you in LARGE print

they take away in small print...

We are not talking about the Fire Insurance Policy that promises (in LARGE print) to insure your house against fire for One Million Dollars unless (in small print) it was consumed by flames. We are talking about the "German" Lenses (Name of famous German Manufacturer in large print) which actually come from some automated factory a long way from Germany ("Lens made in Singapore" in small print.)

We bring you a series of newly developed German Lenses which are **made in Germany!** The large print says Germany and the small print says Germany! Amazing, nicht wahr?

At the time of writing we have 3 different lenses in this new Series of **Macro Doryt Lenses**. Designed and corrected for use in Bellows with 35mm Single Lens Reflex Cameras. Wire sharp. Free from Flare. Anti-Reflection Coated. Best Quality in the true German Tradition.

Through special arrangement we buy these lenses directly from Germany. No Middlemen, no Distributor, no Wholesaler's Profit. How else could we bring you genuine German Lenses at such low prices? Judge for yourself:

**50mm F3.5 German Macro Doryt, Short-Barrel Mount, Click Stops, Closes down to F/22, Stock No.1870, only \$19.50 + 95c Shipping Chgs.**  
**75mm F4.5 German Macro Doryt, Short-Barrel Mount, Click Stops, Closes down to F/22, Stock No.1871, only \$23.50 + 95c Shipping Chgs.**  
**105mm F4.5 German Macro Doryt, Short-Barrel Mount, Click Stops, Closes down to F/22, Stock No.1872, only \$27.50 + 1.25 Shippg. Chgs.**  
 the Macro Doryt Lenses are in Basic Macro Mount and Camera Adapters [i.e. Bellows Adapters] are available for virtually all 35mm SLR Cameras. Exakta Bayonet Adapter, Stock No. 3787, \$4.95  
**COMPLETE SET:** Order a set of all three matched Macro Doryt Lenses (50mm, 75mm, 105mm) plus Adapter (only one Adapter needed),  
**Complete Set, Stock No.1872/3, instead of \$75.90 only \$55.95 + 1.95 Shipping Charges. This works out as follows: You buy the 75mm and the 105mm Macro Doryts and the Adapter and you get the 50mm Macro Doryt free.**

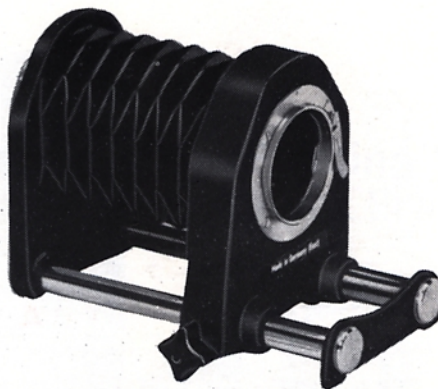
## Bellows-and-Lens Deal

Order the Original Exakta Proxette Bellows and any one of the German Macro Doryt Lenses and get an additional price break.

**Lens-and-Bellows Combination No.1, consisting of Proxette Bellows, 50mm F3.5 Macro Doryt Lens and Exakta Bayonet Mount Adapter. If purchased individually, \$54.85. Order it as a Deal, Stock No.7001 and pay only \$39.95 + 2.45 Shippg.**

**Lens-and-Bellows Combination No.2, consisting of Proxette Bellows, 75mm F4.5 Macro Doryt Lens and Exakta Bayonet Mount Adapter. If purchased individually, \$58.40. Order it as a Deal, Stock No.7002, and pay only \$42.50 + 2.45 Shippg**

**Lens-and-Bellows Combination No.3, consisting of Proxette Bellows, 105mm F4.5 Macro Doryt and Exakta Bayonet Mount Adapter. If purchased individually, \$62.40. Order it as a Deal, Stock No.7003, and pay only \$45.95 + 2.45 Shippg**



## Original Exakta Bellows "The Proxette"

The Proxette is the original Exakta Bellows, designed, engineered, and built in the Dresden Exakta Plant. In the true German Tradition, the Proxette is built to do its job well, to last forever.

The Proxette has **genuine Leather Bellows**, All-Metal Construction, Twin Rod Suspension, Positive Lock, very smooth Operation. It has a Dual Hookup System, permitting vertical and horizontal use. It has two Tripod Suspension Sockets. This permits you to vary the position of the lens relative to the subject. Or, if you wish, you may keep the lens-to-subject distance fixed (for constant image ratio) bringing the film plane into focus by moving the rear part of the Proxette. You are in total command!

The construction of the Proxette keeps the lens permanently aligned, both laterally and relative to the lens axis. This means that the lens axis will always be exactly perpendicular to the film plane and the lens axis will touch the film plane exactly at the intersection of the diagonals. This is extremely important for Close-Up Work where the slightest deviation would result in photographs which are sharp in one corner and blurred in the other three corners. Permanent Alignment is achieved by the use of two chrome-plated rods.

Once focused, the Proxette provides a positive lock which does not slide into the next "notch" because there are no notches! This prevents the lens from gradually dropping into a lower position when the unit is pointed downward. Once you have focused the Proxette, it stays focused!  
**Original Exakta Proxette Bellows, Stock No.1936, only \$29.95 + 1.45 Shipping Charges.**

## SUPER MACRO DEAL

This Setup combines everything you need for Close-Up and Macro Work. Here's what you get in **THE SUPER MACRO DEAL:**

Original Exakta Proxette Bellows.....	\$29.95
50mm F3.5 Macro Doryt Lens.....	\$19.95
75mm F4.5 Macro Doryt Lens.....	\$23.50
105mm F4.5 Macro Doryt Lens.....	\$27.50
Exakta Bayonet Adapter.....	\$4.95
	<b>\$105.85</b>

Buy it as a "Deal" and **save an incredible \$35.90:**  
**Super Macro Deal, Stock No.1936/SM,**  
**instead of \$105.85, only \$69.95 + 2.45 Shipping.**



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

## New and Ours Exclusively: ProxiGrid Close-Up 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 Shippg. Chgs**

**BONUS BUY:** With \$20 Worth of Close-Up Accessories, pay only \$6.48 for the ProxiGrid. Be sure to show it as "Bonus Buy."

## Individually Corrected Focusing/Viewing Lens for Exakta



Unless you have perfect 20/20 vision, the image on the Focusing Screen may look blurred. You try your Reading Glasses, your "Distance" Glasses, or no Glasses. The image does not clear up. Baffled? Optometrists and Opticians were baffled, too. Yet, the explanation is simple:

There is an optical system in the viewer of your camera. The image on the focusing screen is neither at "Infinity" nor at "Close Range." Therefore, neither your distance glasses nor your reading glasses can solve your viewing and focusing problem. Try as you will, the image remains blurred, or, at best, hard to see clearly.

We can now supply corrective eyepieces which are a combination of **your own prescription** and the **additional correction** which is necessary to make them "work", to make the image in the finder wire sharp for **your own individual eyesight.**

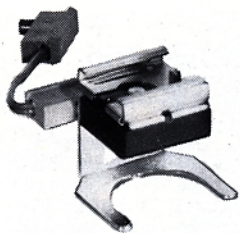
To order, you must give us the model of the camera on which you want to use it. We also need: either your optometrist's prescription or a lens from an old pair of glasses. If your two eyes take different prescriptions, make sure to give us the one which matches the eye you prefer to use for focusing and viewing.

We make these lenses to fit the Exakta Eyepiece (but we can make them to fit any eyepiece.) Remember that we do **not** make lenses for eyeglasses. These Lenses are corrected specifically as a Focusing and Viewing Aid for your Camera, corrected to your very Own Requirements.

**Individual Eyepiece Lens, to fit Exakta Eyecup, \$19.50 + 45c Shipping Charges.**  
**Exakta Eyecup (state Exakta Model) Stock No. 1939, \$6.95 + 35c Shipping Charges.**  
**Combination Price:**

"Eagle Eye" Lens plus Eyecup \$23.50 + 45c





## Accessory Shoe Combination for Exakta RTL-1000

The Exakta RTL-1000 has a special recess, engineered into the top plate, which accepts the Accessory Shoe Combination. The word "Combination" refers to the fact that this shoe is convertible to take Hot-Shoe type as well as Cold-Shoe type Flash and Strobe Units. The Combination Shoe has a detachable PC/PC Cord. Plug this cord into the flash socket of your RTL and the Shoe becomes a Hot Shoe. Unplug the cord and your Shoe becomes a standard Cold Shoe, leaving the flash socket of the RTL open for the cord of your flash or strobe. The shoe snaps securely into its receptacle and holds your "gun" in a safe grip. **Combination Accessory Shoe for RTL, with Cord, Stock No.1927, \$9.85 + 35c Shipping Charges**

## Original Ihagee-Dresden Accessory Shoe for Classic Exakta Again Available from Seymour's-Exakta

Through Special Arrangement with the Dresden Exakta Factory we are now able to offer you again the **Original Ihagee-Dresden Accessory Shoe** for the Classic Exakta. The All-Metal Accessory Shoe is made in the Dresden Exakta Plant. It fits securely on the Eyelevel PentaPrism of the Classic Exakta. It slips easily into the grooves formed by the frame of the eye "window" on the prism. Easy on, easy off.

We really want you to have one of these **Original Accessory Shoes**. If you now have an Accessory Shoe of "independent make", buy the Original. It's definitely better! To enable **everybody** to buy one, we have **reduced the price** from \$6.95 to \$5.50 (or even lower, if you add it to an order for \$15 or more.)

**Original Ihagee-Dresden Accessory Shoe for the Classic Exakta, Stock No.1921, now on Special Sale at only \$5.50 + 35c Shipping Charges.**

**B O N U S B U Y:** Add the #1921 to an order for \$15 or more and pay only \$3.95 + 35c. In this case, you must mention: "Bonus Buy with \$15 Order"

## Want to Convert Your Classic Exakta to P-Thread Lenses?

For years we have been receiving requests for a "device" to let owners of Praktica or Pentax Lenses use these lenses in their Exakta. It couldn't be done then, but it can be done now!

We can now supply a precisely machined Flange which takes P-Thread Lenses and permits correct focus from **Infinity through the entire focusing range of the Lens.**

Please note that this flange is available **only** for the Classic Exakta (VX-1000 and earlier models, including the VX-500.) Installation is extremely simple and takes just a minute: You loosen the screws on the old flange, remove it, put the new flange in its place and tighten the screws again. No adjustments needed: they are precision machined into the Flange.

**P-Thread Flange for Classic Exakta, Stock #2144, only \$12.95 and 75c Shipping Charges.**

Page 8



## The Original Frame Pak by famous Eaton.

It's a Print Storage System (each clear Lucite Frame holds up to 10 Prints.)

It's a Frame with Display Stand (Front and Back Clear Lucite)

It's a Personal Greeting Card (What could be more personal than your own photographs?)

It's a Mailer (comes complete with Mailing Box, Address Label, and Pressure Sensitive Seal.)

These are the lovely clear frames you see in fancy Gift Boutiques. Each Frame Pak is clearly marked Greeting Card Style, with the price: \$1.50, never discounted, never!

Except when you buy them from us. We don't just discount them, **we chop off half and more!**

The Frame Pak comes in the two most popular sizes:

**Stock No.2163/S, 3 1/2 x 3 1/2 inches**

**Stock No.2163/O 3 1/2 x 4 1/2 inches, convertible as horizontal or vertical frame.**

Regular Selling Price \$1.50 each.

**Our Special Offer:**

2 for \$1.49 + 35c Shipping Charges

6 for \$4.19 + 45c Shipping Charges

12 for \$7.95 + 65c Shipping Charges

24 for \$14.40 + 95c Shipping Charges

Single Sample 99c + 35c

You may assort sizes for quantity prices.

**Attention Camera Clubs, High-Volume Users:** Request Quotations in Large Quantities.



## REPROSLIDE Slide Duplicator

The new Reproslide Slide Duplicator is entirely self contained. You do not need ANYTHING ELSE to make it work! Nothing! No Tubes. No Bellows. No Auxiliary Lens. **You do not even need a Lens!** Everything is built right into the Reproslide, even a special Flat-Field Copying Lens!

You attach the Reproslide directly to your camera (like a lens), drop a slide into the holder -- and shoot! Slides may be unmounted, mounted in cardboard or glass, or they may be in strips.

You can use **any** light source, including Daylight. You will get a perfect exact duplicate every time, exactly the same size as your original. And there's no problem if you want to make negatives from slides, either color or black-and-white, or black-and-white slides from color slides, and so on. It is great fun to use.

**Reproslide Slide Duplicator, Stock No. 1838, \$24.50 + 1.25 Shipping Charges.**



## Rotating Polarizer

Did you know that there are very few exceptions to the rule that EVERY picture should be shot through a Polarizer? Without a Polarizer, glare obscures color. Roofs, roads, cars leaves look whitish grey in direct sunlight because they reflect the bright sunlight as glare. A Polarizer cuts through the glare and **brings out the true colors** which are normally hidden under the glare. Flowers look more natural. Leaves look green. A Polarizer also **kills the glare** that makes it difficult to photograph through glass (car or train windows, showcases, museum display cases, framed-under-glass pictures). The Polarizer will make the glass "disappear." And, most important, a Polarizer makes the sky take on a deeper blue and clouds show up fleecy white.

**Screw-in Rotating Polarizer:**

**Series VII, Stock No. 1845/07, \$9.85 + 45c**

**49mm, Stock No. 1845/49, \$10.85 + 45c**

**55mm, Stock No. 1845/49, \$12.50 + 45c**

**Other Custom Sizes: Request Prices.**





## “Floating” Lucite Box Frames

8 X 10 Enlargements have a white or black border. Of course, these borders would spoil the “floating” effect. To the best of our knowledge, our frames are the only ones which take this into consideration. **They make it possible to trim the picture about 1/2” all around.** Only borderless pictures give the floating effect. With every frame you receive a “poster” insert, to be used as a guide for the exact size of your picture to achieve the proper effect.

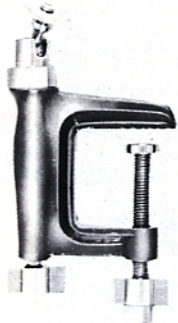
You have seen “Floating” Dimensional Display Box Frames in Museums, Picture Galleries and Photo Print Exhibits. The pictures seem to float in space. Nobody can ignore pictures that are displayed this way.

Our Floating Frame consists of a clear Lucite “Box,” a little over an inch deep, with a cardboard insert for wall hanging for horizontal or vertical pictures. The same insert converts to an easel mount if you want to place the frame on a table or on a shelf.

The frames are for 8 X 10 pictures. Most



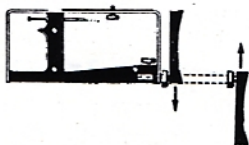
**Floating Lucite Frames, Stock No.2149, Set of two Frames, \$2.89 + 85c Shipping. “Grouping” Special: 6 Sets (12 Frames) only \$13.85 + 1.25 (Save an additional \$3.50). “Picture Wall” Special, 12 Sets (24 Frames) only \$24.68 + \$2.50 (Save an additional \$10.00)**



## Tiger® Clamp Pod

Ever since we introduced it, the Tiger® Clamp Pod has been one of our most popular items. Clamp Pods have been described as “Pocket Tripods”, but they are much more versatile. They attach to virtually anything: to a park bench, to a car window, to a table, to a chair back. They even attach securely to round things such as water pipes. An ingenious wood screw lets you attach the Tiger® Clamp Pod even to a TREE! Comes with Universal Swivel Joint. All Metal.

**Tiger Clamp Pod  
Stock No. 1834, \$4.95 plus 35c Shipping Charges.**



## German ROWI Shoulder Pod

Some call it a Shoulder Pod, some call it a Gun-stock. No matter what you call it, it is an indispensable camera support, especially for telephoto shots. **Four different adjustments:** your Camera will always be in the correct position for you. Squeeze off your shots, rifle fashion.

Engineered and made in Germany!  
**German ROWI Shoulder Pod, Stock No.2062,  
only \$16.50 + 1.35 Shipping Charges.**

## Ser. VII Filter Adapter

If you buy one or two filters and use them only on one lens, you are better off buying Custom Screw-in Filters which are available in mm sizes from 46mm up. But if you intend to buy more than two filters or if you want to use the same filters on lenses with different front thread sizes, you will save a great deal of money if you buy standard “Drop-In” Series VII Filters and use Filter Adapters.

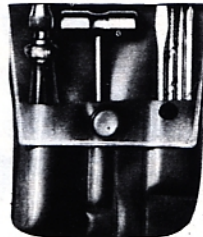
Our Filter Adapters screw into the front thread of your lens and accept unthreaded Series VII Drop-in Filters. A Retaining Ring holds the filter in place. Each Adapter is actually a Two-Piece Set.

Our Adapters are precision machined. The threads are individually cut on a lathe.

Series VII Filter Adapter  
46mm, Stock No. 2008/46  
49mm, Stock No. 2008/49  
52mm, Stock No. 2008/52  
54mm, Stock No. 2008/54  
55mm, Stock No. 2008/55  
58mm, Stock No. 2008/58

**Series VII Filter Adapter, \$4.35 + 25c  
Any 3, \$11.85 + 45c. Any 6, \$19.85 + 65c.**

## Miniature Tool Set



Be sure to throw one in your gadget bag! Remember: “For want of a tool a photographer’s vacation was lost.” Set has a tiny hammer, a small screwdriver, a piercer or punch, a small auger to start screws in wood. All tools fit the small handle which locks them securely in a tiny precision chuck. The set comes in a little pouch type case.

**Miniature Tool Set, Stock No.1857, \$1.95 + 35c**

## Neck Straps Neck Chains

### FLAT NECKSTRAP

This is the basic Camera Neckstrap. Adjustable in length. Safety Catches. Securely holds your camera.

**Flat Neckstrap, Stock No. 1874, \$1.98 + 20c**

### BRAIDED NECKSTRAP

A fancier Camera Neckstrap. Braided for handsome appearance. Tubular, to soften the weight of your camera. Safety Catches.

**Braided Neckstrap, Stock No. 1873, \$2.75 + 20c**

### CHROME NECKCHAIN

Next on the ladder of fanciness. Beautiful chrome “Snakechain.” Safety Catches. For those who want something goodlooking.

**Chrome Neckchain, Stock No. 1814, \$3.95 + 25c**

### WIDE CARRYING STRAP

The fanciest Strap of them all! Beautiful, comfortable, a full Two Inches Wide, Length adjustable by buckle, non-skid backing, heavy-duty hook catches, removable safety rings. Use it for Cameras, binoculars, etc.

**Fancy Wide Carrying Strap, Stock No. 1942,  
a very good value at only \$4.95 + 35c Shipping**

## Rotating Photo Display and Desk Top Container

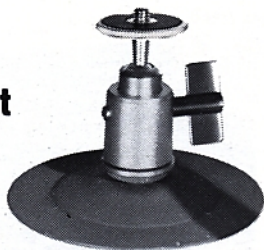
Displays 6 Photographs up to 3 1/2 x 3 1/2 inches, five on the five sides and one on top. Clear, heavy gauge plastic. The inner box is of heavy gauge black plastic. The container part is quite roomy and hides from sight all kinds of things which you do not want to lie around on your desk, table, or shelf. The pictures clip into recesses in the inner container. The entire display rotates on a ball-bearing base. Useful, pretty, decorative. Makes a nice gift, too, especially with your very own pictures.  
**Five Sided Desk Top Picture Display/Container Combination, Stock No.7016, originally \$7.95, now only \$4.95 + 75c Shipping Charges.**

### BONUS BUY:

**Above Rotating Display, if ordered with other merchandise for \$10 or more, bonus Buy (must be marked: Bonus Buy) only \$1.69 + 75c Shipping**



## Tilt-A-Port



Level or tilt your camera in any direction. Use the Tilt-A-Port indoors on tables, chairs, ledges, window sills, etc. Use it outdoors on tree stumps, benches, rocks or on the ground. Regardless of the support you choose for your camera, the Universal Swivel Top of the Tilt-A-Port lets you "aim" your camera at any angle you desire.

You can leave the Tilt-A-Port on your camera and any surface becomes a camera support: no attaching, no clamping. Put it down quickly; lift it up quickly; indoors, outdoors, anywhere!

**Tilt-A-Port Camera Support, Stock No. 2130, especially low priced at only \$4.95 plus 45c Shipping Charges.**



## "Portable Darkroom"

The "Portable Darkroom" has two compartments of rubberized black Nylon Cloth, one inside the other, for extra protection against light leaks. The "sleeves" fit onto your wrists. With your hands inside, the bag is **absolutely light tight**. You can open your camera and remove a piece of film that may have been stuck, or perform any number of tasks that normally would require a darkroom. You can do it in broad daylight, anywhere and at any time. You are not just buying a changing bag: you are buying Peace of Mind!

It's a relatively inexpensive item and we can't get rich on it. Nevertheless, we urge you to throw one in your Gadget Bag. It folds flat and does not take up any room. Don't take a chance: You may need one the very next time you go picture taking.

**TIGER® "Portable Darkroom" (Changing Bag) full 16" by 17" Size, Stock No. 1895, \$7.95 plus 55c Shipping Charges.**

## Don't You Believe It!

They tell you that the X-Rays they are using at the airports won't harm your film. **Don't believe it!** While it is true that unexposed film will not suffer too badly (provided the exposure to the X-Rays is very short,) exposed film does get the worst of it and, what's more, the effect is **cumulative: every time your latent pictures go through the "harmless" X-Ray gates, the damaging effect is added to the previous dose!**

Mark your unaccompanied luggage with a fluorescent message: **"Contains Photographic Film. DO NOT X-RAY!"** Use one label on each side of every suitcase.

The Fluorescent Warning Labels are large enough to be noticed but not so large as to mar the appearance of your luggage. They measure four by five inches and are self adhesive. No glue or Scotch Tape to damage the finish of your luggage. They stick firmly but can be removed after use. Two Labels are needed for every piece of luggage. Use them! Better Safe than Sorry. A few cent's worth of labels protect your films and your irreplaceable pictures. **Fluorescent X-Ray Protection Labels, Package of Ten (for 5 pieces of luggage.) Stock No. 2044, \$1.89 + 15c Shipping Charges**

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## Shadowless Lighting with Schneider Ringlite

Many photographs require shadowless lighting, from the intra-oral work of the dentist to the illustrations of merchandise (such as the pictures in this publication.) The Series VII Ringlite shown above was always one of our popular items. Because of a total re-organization of the factory, Ringlites were unavailable for quite a while. Good News: The factory is now again in full swing, producing the very latest Ringlites. Even Better News: Once more we have a good supply and can make immediate shipment.

The Series VII Ringlite fits on your lens by means of a Series VII Filter Adapter. It comes complete with its own Power Supply, switchable from 25 Watt Seconds to 7 WS. The Ringlite itself is rated up to 200 WS and we can offer Power Supply Units of single 50 WS and of 4-Power Selection to 200 WS for special applications. These, too, are in stock for immediate shipment. To make the Line complete, we also offer a shoe mounted Reflector Strobe Head which is compatible with the Power Supply Units. We do not have room in this issue to describe these specialized items. If you need these items, drop us a line and we will write you a letter.

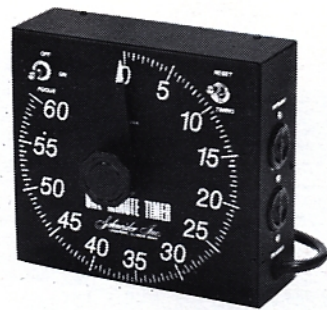
Since the Ringlite itself is a very popular item, we will just concentrate on the standard model: The Ringlite gives you an illumination which is totally shadow-free. Since it is mounted in front of the lens, it gives you a brilliant light and permits stopping down for greater depth when you use the unit for close-up or macro work. The Ringlite has its own Redi-Lite and is equipped with a Safety Circuit which "bleeds back" the charge when you switch off the power supply. **Schneider Series VII Ringlite, complete with switchable AC Power Supply (25 and 7 WS), with Connecting Cables, Stock No. 1886, "Professional" Net Price \$109.90 plus \$2.85.**

If you need a Ser. VII Filter Adapter, you may order it, in conjunction with the Ringlite at the special net price of \$3.95. The Filter Adapters are available for lenses with front threads from 46mm to 58mm. Be sure to specify mm size when you order the Adapter.



## Pneumatic Shutter Release

A new pneumatic device, 20 feet long, works on internal air pressure. Soft, thin Rubber Tube coils up when not in use. Takes up very little room in your photo bag. The 20-foot Air Cable lets you trip the shutter from a distance. Excellent for bird shots and wildlife photography. Also very useful for Self Portraits and groups with the photographer right in the picture. **20-Foot Air Shutter Release, Stock No. 1885, \$7.95 + 45c Shipping Charges**



## Schneider Electric Enlarging Timer

What the serious Darkroom Aficionado needs is a Timer which combines the versatility of several timers in **one single unit**. Schneider makes it and we've got it!

The Schneider AVT-60 Timer has everything you can possibly build into a timer. It is a Time Switch (directly controlling the exposure time of the enlarger;) it is an audible timer; it is a visual timer; it is a safelight selector, and so on!

The (resettable) Timing Cycle runs from One Second to One Minute. It has a 15 Amp Switching Capability (1500 Watts!) The enlarger can be switched on and off, independently of the timing cycle (for focusing, etc.) The Timing Cycle is controlled by a Synchronous, Permanent Magnet Motor, 60 HZ, 120 Volt AC. All in all, a superbly designed versatile machine at an affordable price.

There is also an even-lower-priced one, the Model T-60, which has all the features of the "Senior" Model except the audible and visual timing.

**Schneider Enlarging Timer (including Audible and Visual Timing), Model AVT-60, Stock No. 2057, "Professional" Net, only \$44.95 plus \$2.85 Shipping Charges.**

**Junior Model, without Audible and Visual Timing, Model T-60, Stock No. 2056, "Professional" Net, \$29.95 + \$2.85 Shipping Charges.**

## Body Caps Rear Lens Caps Screw-in Lens Caps

**BODY CAPS.** Protect the inside of your camera from damaging fine grit and protect its mirror from dust and dirt: Use our Body Caps in the Front Opening of your Camera.

**Body Cap for Classic Exakta and RTL-1000, Stock No. 2106, \$3.95 + 25c. Three for \$9.85 + 45c**

**Body Cap for Exakta Twin TL. Stock No. 7106, \$8.95 + 35c**

**Body Cap for Exakta MS-42 (also fits Praktika, Pentax, etc) Stock No. 2107, \$2.95 + 25c, Three for \$7.45 + 35c.**

**REAR LENS CAPS.** Protect the inside of your fine lenses from grit, dust, and dirt. Our caps fit securely on the camera end of the lens.

**Rear Lens Cap for Classic and RTL Lenses, Stock No. 1998, \$3.95 + 25c; Three for \$9.85 + 45c.**

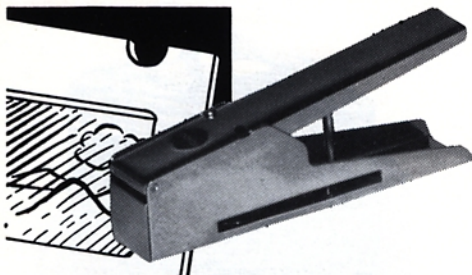
**Rear Lens Cap for Twin TL Lenses, Stock No. 7101, \$8.95 + 35c.**

**Rear Lens Cap for MS-42 Lenses (also for Praktika, Pentax, etc. Lenses), Stock No. 2101, \$2.95 + 25c. Three for \$7.45 + 35c.**

**SCREW-IN FRONT LENS CAPS.** Protect the Front Element of your lenses from scratches, dust, finger prints, raindrops, etc. Available in Custom Sizes 46mm to 77mm. The Stock No. is 1996, followed by two digits denoting the mm size. To order a 49mm Lens Cap, use Stock No. 1996/49

**Screw-in Front Lens Caps, Stock No. 1996/--**  
 46mm to 49mm \$2.35 + 35c 3/5.95 + 45c  
 52mm to 58mm \$2.95 + 35c 3/7.45 + 45c  
 60mm to 77mm \$3.95 + 45c 3/9.95 + 65c





## Why do you have to "Notch" Your Slides?

Cardboard mounted Slides have four identical edges, and two identical sides, front and back. There are **eight** (yes, eight!) ways to put a slide into a projector, into a magazine, into a "cube", or into a viewer. Obviously, only **one** of these eight positions is correct. Slides can be upside down, on their sides, reversed (so that COCA COLA signs read ALOC ACOC in mirror writing) or reversed and upside down, or reversed and on their sides...

There is only one way to prevent this embarrassing interruption of Slide Shows: Punch a Notch into the Cardboard. This tells you visually (When it's light) and by touch (when it's dark) which way the slide has to go. When you put your slides into a magazine, the lined-up notches signal any slide whose notch does not line up with the rest. The punch puts all notches in the **same** spot on all slides.

No more "Oops! Sorry!" when you project your slides; no more embarrassment; no more mood-killing interruptions.

**Slide Punch (also known as "Slide Notcher"), Stock No.1833, only \$4.95 + 45c Shippg. Chgs.**



## 135mm F2.8 preset Coligon®

"COLIGON" is one of the best known and most highly respected Lens Names. You certainly did not expect to see a 135mm F2.8 Coligon at a Give-Away Price. But here it is!

This new Coligon Lens embodies the latest improvements in lens design, including the latest type of Anti-Reflection Coating: Superb Sharpness and Full Color Saturation -- even when you shoot against the light!

Your money back within 15 Days if you do not find the lens at least equal to any 135mm lens you have ever used, regardless of price!

**135mm F2.8 Preset Coligon Telephoto Lens (state Exakta Model you own), Stock no.1901, Seymour-Priced at only \$29.50 + 1.35 Shipp.Chgs. Case, if purchased with Lens, 2.95, Custom Shade, if purchased with Lens, \$3.45**



## Yes, you do need a Good Hand Held Exposure Meter!

Consider this: Built-in Exposure Meters are excellent 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 a book, 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 do not 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.

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 exposure right away and **stays put!**

The Super Tiger CdS Exposure Meter is far above any meter with which we compared it. First of all, we found it **extremely accurate**. This is most important. It's your reason for buying an exposure meter in the first place. Second on our list is its ruggedness and reliability. Then there is its good appearance and overall look of quality.

Now let's look at its features and compare them with other meters. The Super Tiger comes out on top every time. Start comparing the Super Tiger's **RANGE** with that of any other meter: **4 Hours to 1/8000 Second!** (Read that again: **not 4 Minutes but 4 HOURS!**)

**F/1 to F/64 (We know of no lens that goes beyond this!)**

**ASA 6 to ASA 25,000 (yes, 25,000! It will take Film Manufacturers a long time to catch up with the Super Tiger!)**

**EV Values to "minus 2" (that's 3 Values below EV-1!)**

We'll just list some of the other features:

- Built-in Battery Tester
- Battery Miser Circuit (Battery lasts Two Years!)
- One-Hand Operation
- Jewelled Movement
- Shock Resistant Construction

There are no known light conditions which the Super Tiger cannot read (and read accurately.) A night shot by the light of a match? Certainly. A white sand desert at high noon? No problem.

The range is amazing, isn't it? But when you hear that there are no "High Range" and "Low Range" Buttons to worry about, you might not believe it. Yet, it's true. Never again will you damage your meter by having it on "Low Range" while you point it at the summer sky. Very few meters with Hi/Lo switch survive this ordeal. The Super Tiger has a safety circuit and compensates automatically for sudden peak light intensity.

You have seen exposure meters whose needles flutter and bounce back and forth, as if the meter didn't quite know how to interpret the light conditions. The Super Tiger knows exactly how to interpret the light and the needle comes to a **positive rock-steady rest**. No guesswork, ever!

The Super Tiger has a jewelled movement and is rated Shock Resistant. Treat it as a precision instrument but don't baby it.

It's rugged!  
**Super Tiger Exposure Meter, Stock No. 1995, incredibly low Seymour-priced at only \$19.95 plus 1.35 Shipping Charges. Energy Cell (Battery) 98c. Case and Neckling \$2.00**

**We have sold Over Three Thousand Super Tiger Exposure Meters to Over Three Thousand Highly Pleased Customers!**

## Individual - Length Bayonet Extension Tubes

Who else but Seymour's-Exakta would think of bringing you Exakta Tubes in individual lengths, every one with male and female bayonets? They can be used singly or bayoneted into each other for added extension. You can buy them individually or you can buy the Set of 3 Different Lengths. The Set will give you a choice of **seven different extensions** from 15mm to 59mm. These Tubes fit all Classic Exaktas and RTL-1000.

**Individual-Length Bayonet Extension Tubes:**  
9mm Tube, Stock No. 1911/09, \$2.95 + 35c  
15mm Tube, Stock No. 1911/15, \$3.95 + 25c  
25mm Tube, Stock No. 1911/25, \$4.65 + 35c  
Set of All Three, Stock No. 1911/S, \$9.85 + 45c

## EXAKTA REPAIRS

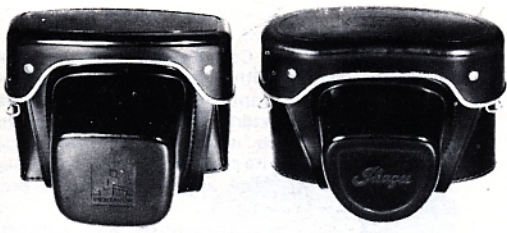
At this time, Seymour's-Exakta is the **only** Company in the United States receiving Exakta Repair Parts from the Dresden Factory. And Seymour's-Exakta has 28 years of experience in Exakta Service. If your Exakta needs Service, you know where to send it!

For best service, do this: Pack your camera in a corrugated box, large enough to allow for at least one inch of crumpled newspaper on all sides of your camera. Send it, by insured parcel post, to: **Service Department, Seymour's-Exakta, 350 W. 31 Street, New York, N.Y. 10001.**

Mark the Package: 'First Class Mail Enclosed' and add Single Letter Postage to the Parcel Post Rate. Attach a tag to the Camera, giving your full name and address, and state briefly what you want done. Mark the Tag: 'Estimate Only'

We'll do the rest.





## Exakta Camera Cases

Original deLuxe "Hard" Case for Classic Exakta (VX-1000 and earlier, including VX-500). Detachable Front. Metal Trim. Shoulder Strap included. Stock No.2059, \$12.95 + 1.35 Shipping Charges.

Original deLuxe "Hard" Case f/Exakta RTL-1000 Detachable Front. Metal TRim. Shoulder Strap. Stock No. 2019, \$12.95 + 1.35 Shipping Charges.

Original deLuxe "Soft" Case for Exakta Twin TL, Detachable Front. Velvet-Lined. Stock No. 2085, \$12.95 + 1.35 Shipping Charges.

## Imitation Alligator Storage Case

Can you use a handsome Storage Case, for storing slides or pictures? Since there are no inside partitions, it will serve equally well to hold jewelry, or, if you are a tape recording fan, you can store or carry exactly 18 Cassettes. The usable (inside) dimensions are 9½x6x3 inches. You can stack the cases as high as you want.

The outside of the Case is shiny black imitation alligator (the kind they use to make wallets). The inside is lined with a red velvet-like material.

We've always leveled with you. We found cartons and cartons of them in our Warehouse but we don't remember what they were made for. Possibly for magazines for slide projectors. They were marked \$4.95, that's all we know. **We want to clear them out and have priced them ridiculously low:**

**Black Imitation Alligator Storage Cases, Stock No. 7026, Three for \$2.97 + 65c Shipping. Six for \$5.29 + 95c Shipping. 12 for \$8.95 + 1.25 Shipping. You can see that we really want to move them out. You may even order a single sample for \$1.50 + 45c.**



## "Satin Gold" Gadget Bag

We have made a terrific buy! And when we make a terrific buy, you make a terrific buy!

We were able to buy a fairly large quantity of gorgeous Gadget Bags at a very attractive price. In fact, it's a very attractive gadget bag, perhaps the handsomest we've ever seen. It is made of fine Leather-Look Vinyl of golden tan color, with a satiny finish. It's one of those bags that's "larger inside than outside" because of its beautiful, carefully coordinated dimensions. The inside is very roomy, yet it never looks unwieldy or clumsy, even when fully loaded.

The main compartment, when fully extended, measures 13X10X4¾ inches. There is one large outside pocket 11X8X2 inches and two additional outside pockets of 7¾X4¾X1¾ each.

The "Satin Gold" Gadget Bag takes all your photo gear but is so cleverly constructed that the sides "fold" when it is not filled to capacity, making it conform to the bulk (or lack of bulk) of the Equipment you decide to take with you.

All right, you'll say, you told us what a fine bag it is and that I can buy it at a good price. So, where's the catch? Yes, there is a catch, naturally. The Vinyl has tiny imperfections. We carefully inspected a great number of the bags and we can honestly say that the "imperfections" do not mar the beautiful appearance, and that they certainly do not impair the durability. In fact, if the bags were leather, these imperfections would be considered beautiful "skin marks." But --- we're not talking about leather and therefore the marks are called "imperfections." Our Buyer played them up big to make the manufacturer take a low price.

Now you know the catch. And we think it's one of the best catches we ever made. Shop around and see what kind of bag \$24.50 or even \$27.50 will buy these days. Then look at our price....

**Satin Gold Gadget Bag, Stock No.2148, Super Special, only \$11.95 + 1.65 Shipping Chgs.**



## "TOP FLIGHT" Gadget Bag

Top Quality Vinyl, impervious to moisture and rain; never fades or discolors; does not show water spots or scratches. A true Space Age Material.

The Top Flight Gadget Bag is very roomy but neither bulky nor heavy. It has an outside pocket for easy access. The upper part has a heavy-duty jamproof zipper. There is a comfortable Shoulder Strap and there are two straps to carry a tripod on the outside. The Top Flight Gadget Bag accepts your camera, several lenses, flash equipment, a bevy of filters, an exposure meter, lots of spare film, a tripod, and more. The Dimensions are: 9 x 7 x 4 inches.

But the best "feature" is the price! How much would you expect to pay for a Gadget Bag of this Quality? \$29.50? \$24.50? Well, at least \$19.95, wouldn't you? We bring it to you at a low, low price and we will refund your money if you are not delighted and return the bag within 15 Days. We know, of course, that you will not return it.

**At that price! TOP FLIGHT Gadget Bag, Stock No.1931, only \$7.95 + 1.25 Shipping Charges.**



## Bonus Buy

Where have all the inexpensive Fiber Cases gone? Those medium size Carrying Cases that used to sell for less than \$5? Haven't seen any of those in many a year, have you? But --- believe it or not, **we have them!** They measure 9 X 8½ X 4" and have a dividing partition (which you can remove with a razor blade, if it's in the way.) You can buy this sturdy Fiber Case (with Shoulder Strap, of course) for a mere \$4.75 + 75c Shippg. Charges, or, better still, as a Special Bonus Buy: **Fiber Equipment Case, 9x8½x4, Stock No.2076, Bonus Buy with any order for \$10 or more, \$2.48 plus 75c Shipping Charges. (You must mention "Bonus Buy with \$10 Order")**



## Premium Quality Glove-Kid Vinyl deLuxe Pouches

If you love your lenses, protect them from all hazards and prolong their useful life. Our new Lens Pouches are soft as a glove, lined with luxurious plushy velvet, and have drawstrings for quick and easy opening and closing. Less bulk than rigid lenscases. More "cuddle" for your fine lenses. We also recommend them for delicate accessories.

**Premium Quality Glove-Kid Vinyl Pouches, SMALL, 5x6", Stock No.1863/02, \$2.95 + 25c MEDIUM, 5x7½", Stock No. 1863/04, \$3.45 + 25c LARGE, 5x9", Stock No. 1863/06, \$3.95 + 30c NEW SUPER SIZE for Large Telephoto Lenses, Stock Number 1863/08, \$5.95 + 45c Shippg. Chgs.**



## The Depth-of-Field Book

No matter how much you know about Depth-of-Field, there is a great deal more that you ought to know. Because Depth-of-Field is the one single ingredient that can make or break a picture. There is a time for great depth and there is a time for shallow depth. How do you control it? Do some lenses have more depth and others less? Depth-of-Field or Depth-of-Focus?

This important subject poses many questions and this slim booklet answers them all in clear, easy-to-understand non-technical language. And there are Exact Tables of Depth-of-Field for all Distances and for all Focal Lengths. These Tables alone are worth more than the modest sum you spend for the entire book. The new Edition has sample photographs to illustrate the points made in the text.

The price for the Book is ridiculously low. It saves you more than its own cost if you save only four shots by placing the plane of sharpness where it ought to be. We really think you should have this book. We don't get rich on it: It costs you only ninety-five cents and even if we filched the books from the corner book store, we couldn't make a buck a book. Regardless whether we make or lose a few cents, we do want you to order the Book because we know you need it!

**THE DEPTH-OF-FIELD BOOK by Binno Garasu, Stock No.1835, only 95c + 15c Shipping Chgs.**





## Tyghayde 'Town-and-Country' Equipment Bag

We must reduce our Inventory on these luxurious Equipment Bags. We might as well come right out with it: When we offered them at their intended Retail Selling Price of \$29.50, we did not have too many takers because money is tight these days. When we reduced the Price to \$16.95, they became, without a doubt, the Best Buy in deLuxe Equipment Bags. We sold about half of our stock. But warehouse space costs money. **So we decided to reduce the price to a ridiculously low level and sell the remaining Bags in a hurry.** All are brand new, perfect and, by comparison, worth about three times our Close-Out Price!

If you think that we say this only to make you buy one, remember: We want you to look it over when you receive it, and compare its value to the price you paid us for it. If you are not absolutely convinced that you got a "steal", return it within 15 Days in the very same box it came in, and ask for your money back.

The Tyghayde "Town and Country" Bag is beautifully proportioned and generously sized at 15X16X7 Inches. Tyghayde has the look and feel of finely tanned supple leather but outlasts leather by a wide margin: You don't have to baby it. It is impervious to rough treatment. Tyghayde comes in a beautiful richly grained Antique Saddle Tan. The deLuxe Bag has a waterproof washable lining. The soft-padded interior cuddles and protects your delicate Equipment. The designer-styled Bag has top zipper closing, 2 Outside Pockets, and a Convertible Strap (Shoulder or Hand.) It is beautiful, functional, and durable.

**Tyghayde "Town and Country" Equipment Bag, Stock No.2079, Special Inventory-Reduction Price, only \$9.85 + 95c Shipping Charges.** Remember: They make Beautiful Gifts, too!



## Lens Cases

We can't promise to fit every lens: there are too many of them. But there is a pretty good chance that we have cases to fit your lenses. We have a very large stock of Lens Cases, ranging from the small cases for inexpensive wide angles to very large sizes for long telephotos. And almost everything in between. We cannot list all sizes within the scope of this publication. When you order lens cases, give us

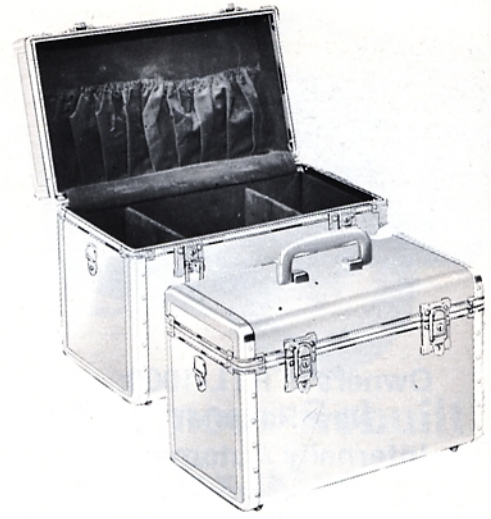


## New! SAFARI Cube-Foam Attache Case

An entirely new and **better** Foam Fitted Attache Case. Impervious to tropical heat or arctic cold, this new type of molded shell withstands impact far beyond the punishment to which a piece of luggage is normally subjected. Humidity, even rain, cannot damage the contents because of the interlocking rims of the top and bottom parts.

- Moulded Luggage Construction
- Seamless Top and Bottom
- No Glued Joints
- No Patched Corners
- Guaranteed Not to Crack
- Metal Rims
- Dustproof Tongue-and-Groove
- Pronged Metal Hinges
- Safety Hasps
- Two Locks
- Inorganic Foam (NOT Rubber!)
- Foam will not harden, crack, or crumble
- Extra Bottom Layer of Foam
- Additional Foam Sets Available
- Generous Size
- Everything in Sight
- Unequaled Protection
- "Flight" Weight
- Made in U.S.A.

The SAFARI Foam Fitted Case cushions your Equipment and protects it from jolts. The new Model has **pre-cut Foam Cubes**. To custom-fit the foam insert for your equipment, you merely remove foam cubes without cutting tools. If you make a mistake, you put back as many cubes as you need. The whole procedure is much easier to do than to describe!  
The Dimensions are: 17X12X4 Inches.  
**SAFARI Cube-Foam Attache Case, Stock #1855, Introductory Price, only \$19.95 + 1.95 Shipping.**



## 46% Reduction on our Best Professional Quality Aluminum Case

When was the last time you checked prices on Aluminum Cases in a few camera stores? If it was recently, have you recovered from the shock? The price of Aluminum has skyrocketed and Aluminum Cases are now out of reach.

In 1971 (before the Aluminum Price Spiral) we priced the World Traveller Model S Aluminum Case at \$54.50. We never increased the price: we had bought the cases at the old low price and we kept selling them at the old low price. We had anticipated a certain price increase and, at the time, bought rather heavily. Perhaps a little too heavily because hundreds upon hundreds of the cases stare us in the face every time we enter the warehouse. Of course, the temptation to hold on to them and eventually sell them at a higher price is a reality. But we have never succumbed to such a temptation (there will probably be a first time one day...) Right now we are taking the easy way out and sell all of them at a low price. We need the space, we need the money. Therefore we offer the cases to our customers at a price which is really and truly below our replacement cost.

Here is a reprint of the description of this beautiful Professional Carrying and Storage Case:

## World Traveller Photo Equipment Case Aircraft Type Aluminum Entirely Hand Made

- Lightweight, but unbelievably strong.
- Real Metal: Aluminum, NOT aluminized plastic!
- Brushed Finish.
- Riveted, Reinforced Construction.
- Two Hasps and Safety Locks (with Keys!)
- Positive Back Stop for Top.
- All-Metal Tongue-and-Groove Seal provides Best Protection from Dust, Water, and Weather.
- Lined Throughout with Luxurious Lint-Free Red Plush.
- Foam Cushioned on All Sides between Metal Shell and Plush Lining.
- Pleated Twin Pockets Inside Top.
- Movable Plush Covered Partitions for "Custom" Fitting.

World Traveller Model S Aluminum Case:

Outside Dimensions:	Inside Dimensions:
9 3/4 inches high	8 3/4 inches high
7 3/4 inches deep	6 3/4 inches deep
15 1/4 inches wide	14 1/4 inches wide

**World Traveller Model S Aluminum Photo Equipment Case, Stock No.2066, our regular low Selling Price, \$54.50, Special Clear-the-Warehouse Price, only \$29.50 + 2.95 Shipping Charges.**

## SEYMOUR'S INC.

The Worlds ONLY exclusive Exakta Dealer  
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### Owners of RTL-1000: New Rokunar Internally Automatic 2X Tele Converter

Rokunar has come out with a superbly sharp 2X Tele Converter with internal automatic for the Exakta RTL-1000. It doubles the Focal Length of any RTL Lens. Internally automatic lenses remain internally automatic. A 50mm Lens becomes a 100mm Lens (ideal for portrait), 135mm becomes 270mm, 300mm becomes 600mm, and so on. Four Optical Elements assure high correction and sharp telephoto shots, and the new type Roku-Coating eliminates even the last vestiges of flare.

The Focusing Scale of your lens remains unaffected and the minimum focusing distance remains the same as without the Extender. This means that your 50mm Oreston becomes a 100mm Lens but still focuses down to 9 inches!!!

**Rokunar Internally Automatic 2X Tele Converter for Exakta RTL-1000, Stock No.2138, only \$29.50 plus 1.95 for the Case and 1.25 Shipping Charges.**



### Unique 3-in-1 Accessory

This is probably the greatest breakthrough in accessory design for the Exakta. In one Combination Unit we can now give you: a Double Focal Length Extender; A Triple Focal Length Extender; and a Close-Up (Macro) Focusing Range Extender and your standard lens now becomes a telephoto Lens, a Super Telephoto Lens, and a Macro Lens.

The "soul" of the unit is a four-group, four-element extremely highly corrected lens. This means, simply, that the high correction of your prime lens is maintained throughout the entire range, from Close-Up to extreme Telephoto, even at full aperture.

The Unit is called the **Raynox Teleplus**. It is fully automatic at all settings (2x, 3x, and Macro) when you use it with automatic lenses but it can be used with non-automatic lenses as well. When you use it with a Through-the-Lens Meter, no exposure adjustment is necessary. When you use it with a hand held meter, a "window" below the F/Stop Scale shows the exposure adjustment directly in F/Stops, for 2x as well as for 3x.

Summing up: The new Raynox Auto Teleplus is a **Fully Automatic 2x Tele Extender, 3x Tele Extender, and Macro Close-up Converter** of highest correction. The Case has a dustproof YKK Zipper and 2 Loops to attach it to the Carrying Strap of your Camera.

**Raynox Auto Teleplus, Stock No.2161, only \$39.50 + 2.95 for the Case and 1.45 Shipping Charges.**



### TIGER® + 10 Macro and + 20 Ultra Macro Close-Up Lenses

When ordinary Close-Up Lenses are not powerful enough, when you need more magnification, when the object you want to photograph is very small, the solution to your problem lies in the Plus Ten Macro Lens and the Plus Twenty Ultra Macro Lens.

The Plus Ten and Plus Twenty Lenses attach to your "standard" (50mm, 55mm, 58mm) Lens. They convert your lens into a Powerful Macro Lens. The Plus Ten gives you a .8x rendition and the Plus Twenty gives you a 1:1 (same size!) rendition on the film.

It's all done **without extension tubes, without bellows, without loss of light**: no exposure compensation, no complicated calculations. If the diaphragm of your lens is set at F 8, it's really F 8.

The Plus Ten and Plus Twenty Tiger® Macro Lenses come in 4 different mm sizes (49mm, 52mm, 55mm, and 58mm) and in Series VII. Be sure to give the diameter of your lens in mm, or order Series VII. Custom mm Size Lenses screw directly into your lens. Series VII Lenses require a 'Filter' Adapter to match your lens.

**Tiger® Plus Ten Macro Lens (state size wanted), Stock No.1846, only \$9.65 + 45c Shipping Chgs. Tiger® Plus Twenty Ultra Macro Lens (state size wanted), Stock No.2023, only \$12.45 + 45c Shippg. Special Combination Offer: One Plus Ten and one Plus Twenty, both for only \$18.85 + 55c Shipping. (Series VII "Filter" Adapter, state mm size, Stock No.3005, \$4.95 + 25c)**



### 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**

### Seymour's Reduces Prices on Best-Selling Strobes



### TigerBlitz 500

The TigerBlitz is a self-contained Strobe Unit. Efficient, compact, and entirely independent from electric house current: Two standard Penlite Batteries supply the Power!

Anybody can build expensive features into an expensive strobe unit. The trick is to equip an **inexpensive** unit with expensive features: Detachable Flash Cord, Neon Pilot Lamp, Open Flash Button (which doubles as a Flash Tester!), and a permanently embossed Exposure Index.

Now take a good look at the Performance Specs:

True Guide Number of 56 for ASA 100.

Re-cycling Time: Five Seconds.

Flash Duration: 1/1500 Second

Number of Flashes:

Penlite Batteries: 40 or more,

Alkaline Batteries: about 200.

Color Temperature: Daylight (5700°K)

Angle of Coverage: 65 Degrees

Dimensions: 1 1/4 X 3 1/4 X 2 1/4 Inches.

**TigerBlitz Electronic Strobe Unit, with detachable Cord, Stock No.1883, reduced to \$12.95 + 95c. Batteries (2 needed): Dry Cells, 2 for 49c, Alkaline, 2 for \$1.39.**

### SunBlitz 3000

**New Dual Model:**  
Use it Indoors  
from AC Outlets.  
Use it Outdoors  
with Batteries.



The SunBlitz 3000 is a newly developed Strobe Unit. Amazingly small and light, it boasts an honest Guide Number of 75 for ASA 64 Film. Wide Angle of Coverage. Color Temperature exactly matches Daylight: Use it with Daylight Film, without Filter, indoors and outdoors.

The SunBlitz 3000 is a **Dual Model**: Use it indoors from any convenient AC outlet. Use it Outdoors with two penlite size batteries. Penlite Batteries are inexpensive and available anywhere.

Rugged Construction. Hand Wired for extra-dependable Operation. Fits the Accessory Shoe of all Cameras. Lowered Price makes it a **Best Buy SunBlitz 3000 Strobe Unit, Stock No.1809, reduced to only \$17.95 + 1.25 Shipping Charges. Batteries (2 needed): Dry Cells, 2 for 49c, Alkaline, 2 for \$1.39.**







## 25mm F2.8 Fully Automatic Kalimar Wide Angle Lens for Exakta Twin TL

A 25mm Lens is considerably "wider" than a 28mm Lens. This new Kalimar Wide Angle Lens is not only wider but definitely better than most. If you own an Exakta Twin TL (or a Praktica/Pentax Type Camera), send us your order immediately. You'll never again be able to buy a 25mm F2.8 Fully Automatic Wide Angle Lens of this quality at such a low price!

25mm F2.8 Fully Automatic Kalimar Wide Angle Lens for Exakta Twin TL\*, Stock No.2154, incredibly low priced at only \$67.50 + 5.95 for the mandatory Metal-Rimmed Case and 1.45 Shipping. \*Unless you say "for Praktica/Pentax" on your order, we will ship the model for Exakta Twin TL.



25mm F2.8 Fully Automatic Kalimar Wide Angle Lens for Exakta Twin TL



400mm F6.3 Fully Automatic Kalimar Telephoto Lens for Exakta Twin TL

## 400mm F6.3 Fully Automatic Kalimar Telephoto Lens for Exakta Twin TL

In the Christmas Issue of The Exakta News we showed the above Lens and the 25mm F2.8 Lens but were unable to divulge the name of the lenses. We can now give you the name: Kalimar! You are familiar with this internationally famous Brand of Lenses. Now that you know the name, the prices must be even more amazing to you. As previously stated, the lenses are available only for the Twin TL Exakta Model. (However, we have them also for the Praktica and the Pentax.)

This is the first Fully Automatic 400mm Lens we have been able to offer for the Exakta Twin TL.

Kalimar Lenses are known for their High Correction. The 400mm Automatic Lens is Wire Sharp: Brilliant Color Correction; Ultra-Smooth Operation; Rotating Tripod Mount; Retractable Sunshade. And let me repeat it once more: This 400mm Lens is Fully Automatic!

400mm F6.3 Fully Automatic Kalimar Telephoto Lens for Exakta Twin TL\*, Stock No.2152, unbelievably low priced at only \$89.50 + 9.85 for the mandatory Metal-Rimmed Case and 2.95 Shipping \*Unless you say on your order "for Praktica/Pentax", we will ship the model f/the Exakta Twin TL



## Seymour's Brings You a **New** 500mm Lens

Trust Seymour's to bring you the unusual and, what's more, at unusual and unbelievable prices. Many Camera Enthusiasts have eyed, with envy, those few fortunate Photo Fans who could afford a 500mm Lens.

Envy no further, Friend! Now you, too, can afford a 500mm Lens, and an excellent one, at that! Forget the rule of thumb that good ultra-powerful lenses cost "a Dollar a Millimeter." We bring you this highly corrected 500mm Lens at a small fraction of the \$=mm Rule.

The 500mm F/8 preset Optica Telephoto Lens is ideal for pictures of wildlife, children at play (from a safe distance to avoid camera shyness,) surveillance work, fine architectural details, long-range shots, and so on. The high correction and the easy portability (see below) make the lens practical without elaborate setups. An amazing new Anti-Reflection Coating assures crisp, sharp, clear details, so important in high-power long range work with its unusually high ratio of magnification.

Remember the 400mm Taika Telephoto Lens? It was constructed in two pieces to make it easily manageable for carrying. We asked the manufacturer of the new 500m Lens to use the same construction principle. You now have a 500mm Lens which fits into your regular gadget bag! In fact, you may buy the two optional pouches which will take the two lens sections.

We gave the manufacturer a large order, to bring you the lens at an affordable price. We also reduced our markup to the bare minimum: Our price is not just affordable, it's ludicrously low! Even if you have no immediate use for a 500mm Lens, buy it now! If you make up your mind later, you may have trouble finding a 500mm lens, and if you do find one, you will have to pay at least four times as much.

500mm F/8 preset Optica Telephoto Lens, Stock No.1844 [state Model of your Exakta], incredibly low Seymour-priced at only \$69.50 + 2.95 Shipping Charges.

Set of 2 Pouches, to fit the lens when taken apart, \$9.85.



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