



**EXAKTA      EQUIPMENT      INFORMATION      SERVICE**

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



### Deluxe Pro Bag

Here it is at last: a beautifully designed, luxuriously finished Compartment Case which safely protects your Camera, Lenses and Delicate Equipment at home and outdoors.

On the outside it's Premium Quality Sculptured Vinyl Leather. On the inside it's plushy Crushed Velvet.

The Case is fitted with heavy-duty hardware, including Lock and Key. There is a Double Handle Loop Grip for hand carrying and an adjustable ultra-comfortable Shoulder Strap with Wide Shoulder Pad.

The Deluxe Pro Bag is "larger inside than outside". Only 12x8½x7½ inches outside but cavernous inside. An optional fitted tray is available with movable compartments and a camera platform.

Direct Factory Purchase bypasses importer, wholesaler and distributor. It enables us to bring you the Deluxe Pro Bag at an unbelievably low price. We urge you to compare prices to appreciate the fantastic buy.

**Deluxe Pro Bag, Stock No. 1923, during Markdown Sale, unbelievable at \$19.95 + 2.65.**

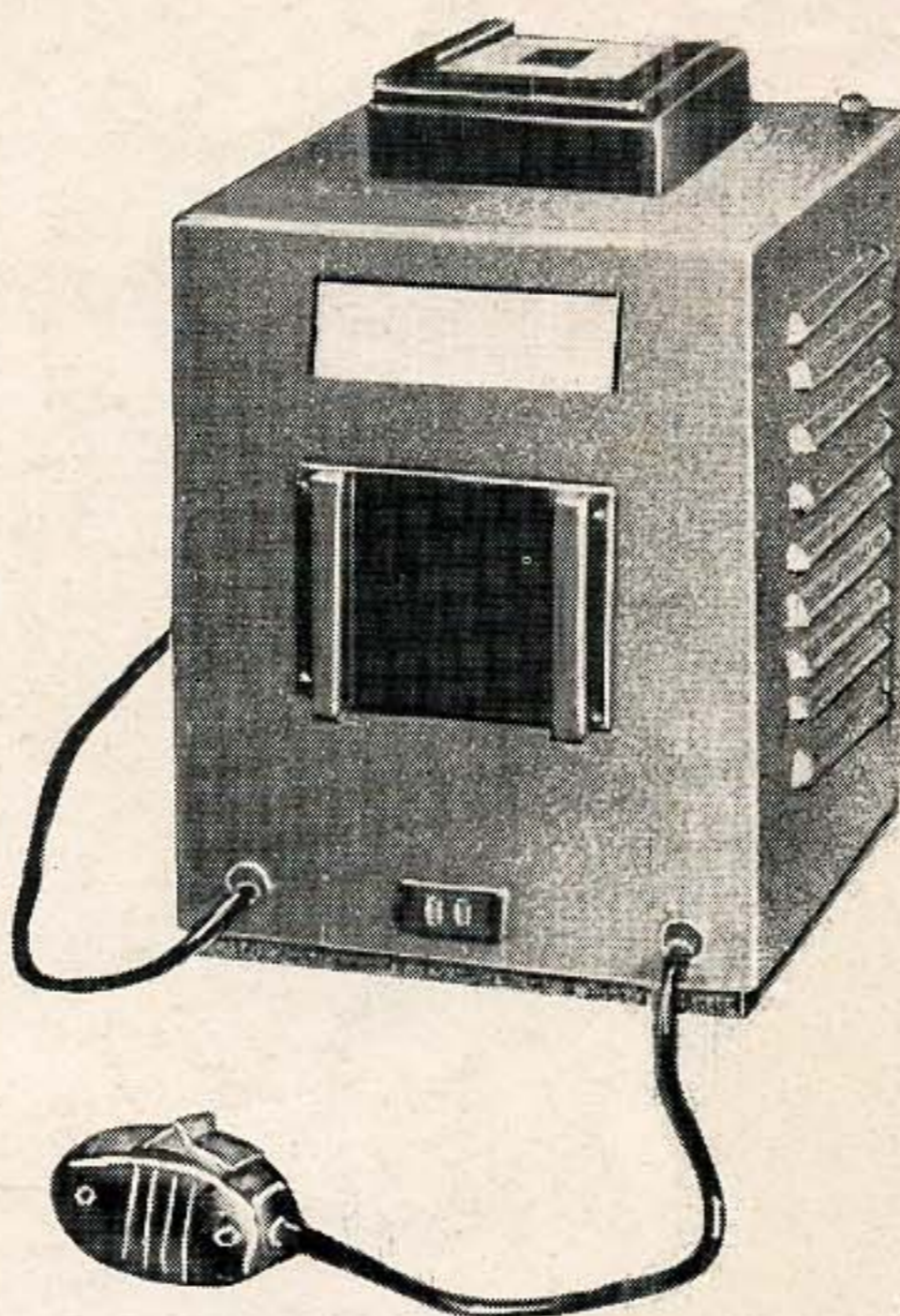
Optional: Velvet-covered Platform Tray, with adjustable compartments, universal camera cradle (fits into Pro Bag), \$8.95.

### Identify Your Equipment

Do you know that many lost cameras, lenses, etc. would have been returned to their owner if the finder had been able to contact the owner? Every year thousands (yes, thousands) of cameras are being auctioned off by Railroads, Bus Lines, Airlines, and Lost-and-Found Departments of Municipalities, Department Stores, Restaurants, etc.

Here is an inexpensive way to identify your property. We have developed a very small Plastic-enclosed Identification Tag ("Identi-Tag") with a very small bead chain. Attach one to every one of your "portable" valuables. There is room for your name and full address. The words "Return Postage Guaranteed" are printed on the tag. For a few cents you can protect your camera, lenses, gadget bag or even your keys and other important items against loss. While the tags will not protect you against deliberate theft, they will often restore your property to you if you inadvertently leave it somewhere. The tiny tags are in a plastic frame which attaches to your camera, etc. by means of a tiny chrome plated chain. They come in sets of six and are so inexpensive that you should buy several sets. They make nice thoughtful gifts, too!

**Identi-Tags, in plastic frame, with miniature bead chain, Set of Six, Stock No. 1837, \$1.79 per Set plus 18c Shipping. (Five Sets \$6.50 plus 35c Shipping. Save over 25%!)**



### Duplex Slide Copier

A new addition to our ever growing list of "Professional" Equipment Priced for the Amateur. The Duplex Slide Copier lets you copy any size slide (110, 126, 35mm, 2¼x2¼) onto any size film (35mm, 2¼x2¼, 2¼x2 7/8, etc.) Slides may be copied "as is", or enlarged, or reduced, or cropped. You can correct under-exposure, overexposure, color balance. You can add Texture Screens, Silhouette Frames (heart, binocular view, keyhole, etc.) You can make montages, superimpose titles, make negatives from positives and vice versa, make black-and-white negatives or slides from color slides or color negatives and much more.

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

The Duplex Slide Copier is truly a universal device. It contains two internal 7 Watt Focusing Bulbs and one 3200K bulb for exposure. It is called "Duplex" because you can also use your Electronic Strobe Unit for exposure.

The Duplex Slide Copier comes to you complete and ready to use. There are complete instructions (which include filter information). The above mentioned bulbs are included as is a device to accommodate your strobe.

Considering the professional quality and the versatile features, the Duplex Slide Copier is amazingly low priced. With the exception of the bulbs, the unit carries a full and unconditional One-Year Guarantee.

**Duplex Slide Copier, complete as described above, Stock No. 1841, \$79.95 + 3.85 Shipping.**



### Macro Zoom Attachment

Would you believe that you can now convert any lens into a macro lens with a focusing range from Infinity to 2 inches? Not 2 yards, not 2 feet, but 2 INCHES! And any range in between. The MacroVert is a highly corrected optical instrument which screws into the front of your lens by means of a Series VII Adapter. You can leave the MacroVert on your lens at all times because it lets you focus your lens through its normal range, all the way to Infinity. If you want to get closer than your lens alone would permit, turn the focusing ring of the MacroVert Zoom and move right up to your subject, as close as you want, as close as two inches!

How much light will you lose? None! How much additional exposure do you need? None! Hard to believe but it's true. We wouldn't kid you. It's true: No exposure compensation or adjustment needed!

Optical Quality? Magnificent! Whether you want to photograph a flower, a page from a book, or a small part of a coin, the MacroVert Zoom does it all with a twist of your wrist. And when they make you switch to the metric system, you are way ahead of them because the MacroVert is calibrated in feet AND meters.

**MacroVert Macro Zoom Attachment with Series VII Thread, Stock No. 1806, incredibly low priced at only \$19.95 (Protective Case included) plus 1.35 Shipping Charges.**

Series VII Adapter (state diameter of your lens in mm) \$4.95.

### 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**.

This issue contains some of the most spectacular price reductions of our entire history! 20, 40 and up to 85% reductions on overstocked items!

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

**Happy Hunting!**

# MARKDOWN SALE

When did you last see prices marked down? If you are an "old" Seymour customer you remember our annual "Operation Crayon". In those good old days we cleared our shelves once a year to make room for new shipments. You thought those days were gone forever, didn't you? To tell the truth, so did we. But large stocks are more costly to us than they ever were and we simply must reduce our inventory. The quickest and most sure-fire way is the same way we did it in the good old days: cut prices to the bone. We invite you to take advantage of this unusual Markdown Sale. You'll never again buy at prices as you find them in this issue.

## A Switch in Pitch...

Hardly a week goes by without a few letters from frustrated lens owners who want to use Exakta Lenses in a Leica-threaded bellows, Pentax Lenses in an Exakta Bayonet and so on. Mark Twain (or was it Mark Anthony?) once said that everybody talks about the weather but nobody does anything about it. So — we decided to do something about it. Not about the weather but about switching lenses.

We designed a series of adapters which can be used singly or in any combination to adapt nearly anything to nearly anything else. Read on, but carefully and slowly. Before you fire off your order, check it over and make sure you understand exactly what you are ordering. Remember that the piece of equipment (lens, etc.) which you want to adapt **TO** something requires a **FEMALE** fitting and the piece of equipment which is to **ACCEPT** the lens, etc. takes a **MALE** fitting. But if you want to reverse a lens, both fittings must be made. If in doubt, check with your Biology teacher. Also remember that you can use a series of adapters to reach your final solution, and that adapters of the same species, but opposite "genders", fit into each other. The male Pentax end of one adapter fits into the female Pentax end of another adapter, and so on. Recent legislation notwithstanding, you can't attach one male thread to another male thread. May I repeat: please understand exactly what you are ordering. Otherwise there will be nothing but confusion. Everything clear?

### Explanation of Terms:

Ex = Exakta Bayonet, Classic and RTL

TW = Exakta Bayonet, Twin TL

B = Thread of Exakta Extension Tubes

P = Standard Praktica (Pentax) Thread

L = Leica Thread (also most Enlargers)

7 = Series VII Thread

"49", "55" etc. = 49mm, 52mm Thread etc.

T = T Thread

Adapters which have a male fitting on one end and a female fitting at the other end are designated by one letter (or number) followed by a "slash" (/) and a second letter (or number). The first letter is always the male fitting while the letter after the slash is the female fitting. Thus P/L describes an Adapter with a male Pentax thread and a female Leica (Enlarger) thread.

Adapters which have 2 male fittings we called "Reverse Adapters". They take lenses in reversed position. These Adapters have the Letter R instead of the slash. Thus "49R7" describes an Adapter with male 49mm and male Ser. VII threads.

Adapters which have a male T-thread fit into T-Adapters and adapt anything to camera threads or bayonets by means of standard T-Adapters. Such T-Adapters are available for nearly all 35mm SLR cameras (Exakta, Pentax, Nikon, etc.) Happy Pitch Switching!

B/Ex	\$4.65
Ex/B	\$4.65
L/B	\$2.95
B/L	\$2.95
P/L	\$2.95
L/P	\$2.95
T/L	\$2.95
49 R B	\$2.95
7 R B	\$2.95
Ex R 7	\$4.95
Ex R 49	\$4.95

**Inst-A-Dapters** adapt one lens front thread to a different front thread. Any combination available from 46mm to 58mm. Thus "49/52" gives you an Adapter with a 49mm Male and 52mm Female Thread. It adapts 52mm ACCESSORIES to 49mm LENSES. Clear?

All Inst-A-Dapters are \$3.95 each.

T-Adapters are available for most 35mm SLR cameras. Examples:

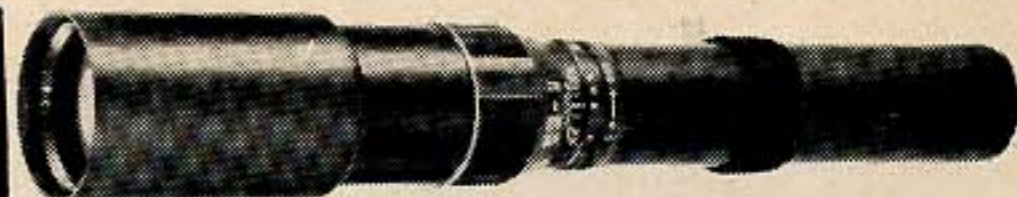
Ex/T	\$5.95
P/T	\$4.95
Nikon/T	\$9.85

### HOW DOES PITCH SWITCHING WORK?

Let's say you want to use a 50mm F1.8 Oreston Lens in an Enlarger with Standard "Leica" Thread. You want to use the lens in reversed position.

The lens has a 49mm Thread. You order the Adapter 49RB plus the Adapter L/B. Presto! Your lens fits your enlarger exactly the way you wanted it!

What if you don't want to reverse the lens but use it front down in the enlarger? You order the Adapter B/Ex plus the Adapter L/B. Simple?



## You don't **NEED** a 500mm Lens!

Perhaps you don't need a 500mm Lens. But then, you probably don't need, really **need**, a car or a television or even a camera. Of course, all these things are nice to have and that includes a 500mm Lens. I know, because I own one. True, I haven't used it as much as, say, my 135mm but when I needed it, I was glad I had it. Why this discussion? Because I had tried to figure out why the 500mm Lens hadn't moved the way I thought it would. I don't beat about the bush. I don't tell you that we sold thousands of the 500mm lenses when we offered them during the last twelve months. The truth is that we didn't move as many lenses as I thought we would. The lens had everything going for it: quality, portability, low price. Out of a projected sales figure of 1000 lenses we sold less than half our projection, about 450 lenses. But our commitment was for 1000 lenses!

I'll continue to tell you the truth: I cannot afford to keep over 500 lenses in stock. As I said, you may not really **need** a 500mm lens and I certainly don't want to tell you that you can't by without one. You can. But if I offer you the lens at a ridiculously low price, you should buy one. Need? Maybe not. Nice to have? Definitely! The 500mm Optica F/8 preset Telephoto Lens is constructed in two parts to make it fit into your gadget bag. It fits all Classic Exaktas and the RTL. To use it in the Exakta Twin TL, order the Adapter TW/CLA at \$9.95.

**In order to move most of the remaining lenses we have reduced the price to a figure that looks like a misprint. Treat yourself to the luxury of a lens that you don't have to have but that's nice to own just the same!**

**500mm F/8 preset Optica Telephoto Lens, Stock No. 1844, marked down (and I mean MARKED DOWN!) to \$49.50 + 2.95 Shipping.** Set of 2 Pouches, to take the lens in two parts, \$7.85.

## Otto says: Take Care of Your Exakta!

You remember Otto's famous expression: "Take care of your Exakta and it will take care of you, almost forever." This is as true today as it was when he first said it in 1952.

Our cost of labor and overhead is going only one way: up. However, during this Sale we will perform the Service "Package" on your Exakta at the old price of \$29.50 + 2.45 Return Shipping Charges. The Exakta Body Service Package consist of internal cleaning of the mechanism, relubricating all moving parts, checking of shutter speeds, checking of focus, checking of synchronization. It does not include repair of defects, replacement of parts or cleaning of the outside of the camera. Repairs of defects require an Estimate which we will gladly furnish without charge and without obligation on your part.

If you want the Exakta Body Service Package proceed as follows: Send the camera by insured parcel post to Seymour's-Exakta, Service Department, 350 West 31st St., New York, N.Y. 10001. Attach a tag to the camera itself with your full name and address, marked "Service Package". Enclose your remittance. (New York City or State Residents, add Tax.) Mark Outside of Package "First Class Mail Enclosed".

If you suspect that the camera needs repairs of defects, do not enclose remittance. Write on the tag "Estimate Only" and tell us what you want repaired. We will send you an estimate. No obligation.



## The 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 TWIN TL

Please note that the prices INCLUDE the Original Velvet-Lined Camera Case.

Exakta Twin TL, with F1.8 Internally Automatic Lens, Stock No. 2073, \$163.60 + 2.45 Shipping.

Exakta Twin TL, with F1.7 Internally Automatic Lens, Stock No. 1919, \$173.60 + 2.45 Shipping.

Exakta Twin TL, with F1.4 Internally Automatic Lens, Stock No. 2072, \$199.50 + 2.45 Shipping.

Exakta Twin TL, without Lens, Stock No. 2101, \$129.50 + 2.45 Shipping Charges.

### LENS ADAPTERS:

Adapter TW/CLA, Stock No. 2100, adapts Classic Exakta Lenses to the Twin TL, \$9.95 + 35c

Adapter TW/PRA, Stock No. 2101, adapts Pentax and Praktica Lenses to the Twin TL (Lenses remain Automatic) \$14.95 + 35c Shipping Charges

## 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.

The Exakta "42" is available with the same lenses as the Exakta Twin TL. Since the screw-thread on the camera and on the lens costs considerably less to make than the bayonet, the prices for the "42", equipped as above, are exactly \$20.00 less than those shown for the Twin TL.

The Stock Numbers for the Exakta "42" are as follows:

with F1.8 Lens	No. 2166
with F1.7 Lens	No. 2038
with F1.4 Lens	No. 2167
without Lens	No. 2168

## Older Exakta Lenses in the New Camera

We receive many letters asking about the compatibility of older ("Classic") Exakta Lenses in the new Exakta Twin TL. The following Questions and Answers should dispell any doubts that there is **FULL** compatibility.

Unlike other camera makers, the Exakta people do not believe in "forced obsolescence". Every new model (since 1937!) was designed to protect the investment in older lenses. What they may have lost by not forcing the Exakta Owner to trade his old lenses for new ones, they gained in unshaken loyalty. Only a very small number of Exakta Owners ever switch to other (i.e. lesser!) makes. After all, Exakta invented the 35mm Single Lens Camera!

Here, then, are the Questions and Answers:

Can I use ALL my older Exakta Lenses in the New Model?

**Yes, you can. All you need is the Adapter TW/CLA which costs \$9.95.**

Are there any exceptions?

**Yes. A few of the old lenses (but VERY few!) were made to fit on the outside of the bayonet. These are the ONLY old lenses that cannot be used.**

Will ALL older lenses work with the Exposure Meter of the New Model?

**Yes. We said YES! All your old lenses will work with the built-in Lightmetering System! And it makes no difference whether these older lenses are automatic, semi-automatic, preset, or non-preset. All Exakta Lenses will activate the Metering System!**

Will my old AUTOMATIC Lenses remain automatic in the New Model?

**Yes. We said YES! The new Exakta Twin TL has (in addition to the right hand release) a special left hand shutter release. That's where your old automatic lenses trip the shutter, just as they trip the shutter in the older ("Classic") models.**

Do you recommend trading my old lenses for new ones?

This is a loaded question but I'll answer it anyway: I recommend trading your standard (50mm or 58mm) for one of the new internally automatic lenses because this lets you realize the full potential of the new model. What it amounts to is this: the new lenses have an additional automatic feature. You could say that they are "double automatic".

But you don't HAVE to trade lenses. It's just a question of **ADDITIONAL** convenience. To you it may or may not be worth it. To me it is worth it.

## 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?

**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.

**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.

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!



**1969 is back!  
Professional  
Centerpole Tripod  
under \$25!!!**

- Most Important: Rock Steady!
- Almost as important: Light Weight!
- Three-Section Legs: each with Independent Adjustment (for levelling, etc.)
- Total Length, folded, 22½ inches.
- Maximum Height, fully extended, 4 feet 8 inches
- Geared, Crank Operated Centerpole for Quick Height Adjustment.
- Heavy Duty Panhead
- Independent Setting for Tilt and Pan. You can change either one without disturbing the other
- Professional Feature: Entire Pan/Tilt Head may be removed and attached to the bottom of the geared Centerpole for extreme low-angle shots. This feature also converts the Tiger Tripod into a Copy Stand!

Tiger Professional Tripod, Stock No.2075  
A Terrific Buy at only \$24.95 + 2.45 Shpg. Chgs.

**Again Available:  
Custom Screw-in  
Lens Shades**

**All Metal mm Sizes**

We offer you good "oldfashioned" Metal Screw-in Shades in individual mm Sizes. No Adapters required. These are NOT the molded plastic junk shades you see all over. These are precision machined all-metal Lens Shades, made to serve their purpose of protecting your lens from stray light. They are available in all popular thread sizes. Please order as Stock No. 4043/followed by the mm size. (49mm would be 4043/49).

**Custom Screw-in Lens Shades**

46mm to 52mm \$3.95 + 25c

54mm to 58mm \$4.95 + 30c

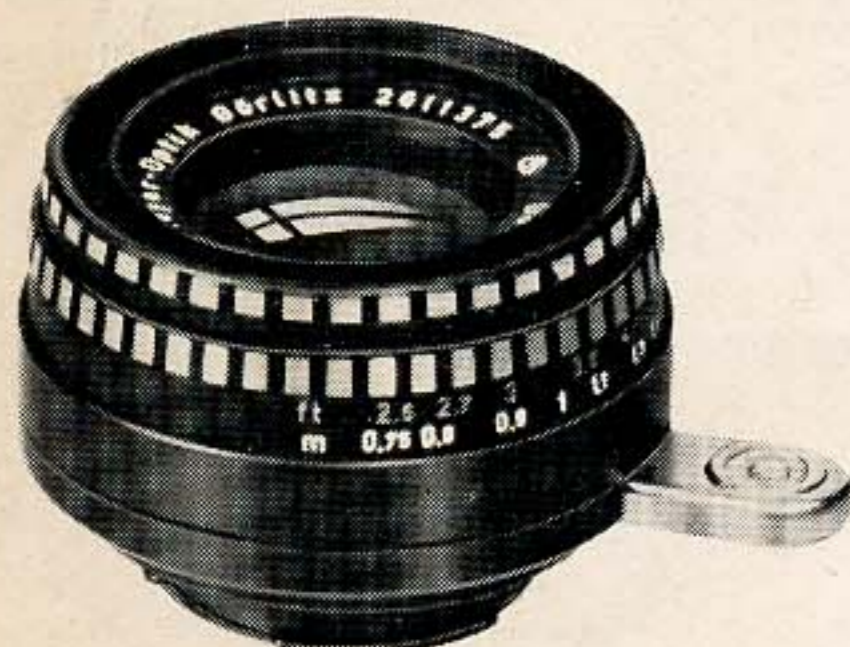
60mm to 68mm \$5.95 + 35c

Buy any 3 assorted and deduct 10%.



**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.

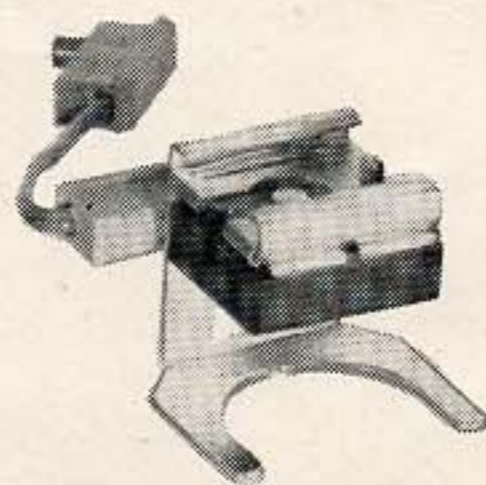


**Modernize  
Older Exaktas  
with a  
Fully Automatic Lens**

Here is a fully automatic German 50mm F2.8 Lens which fit all Exakta Models. Through the good offices of the representatives of Dresden-Exakta at Hilversum, Holland, we were able to purchase a fair quantity of this well-known standard Exakta Lens.

We extend our thanks to our friends in Holland because they are directly responsible for this unusual offer. We are now in a position to offer you this fine lens, while our supply lasts, at a price for which, at today's production costs nobody could manufacture the automatic mount alone!

50mm F2.8 Fully Automatic German Domiplan Lens. Stock No. 1948, \$18.95 + 1.25 Shippg.



**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**

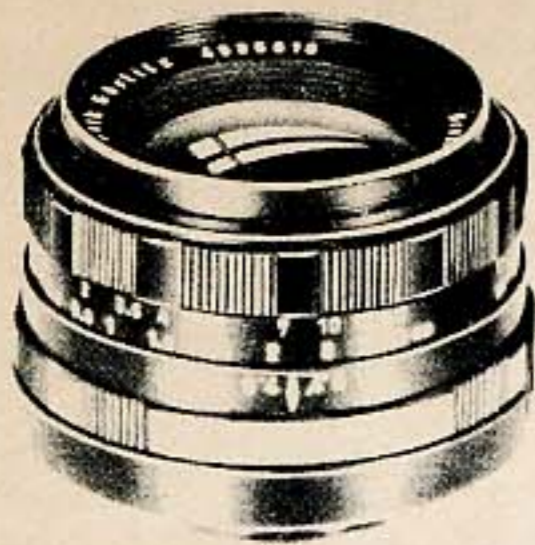
**Again Available  
from Seymour's-Exakta**

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"**



## 50mm F1.8 Oreston fits ALL Exaktas

When customers come to our Showroom they always single out the huge enlargements of the Shrimp Boats and the Sunset which I took in Key West, Florida. Everybody is amazed at the brilliance of the colors and the unusual clarity of very small details. Professionals find it hard to believe that these shots were taken with anything smaller than a 4 x 5 professional camera. If you have been in our Showroom, you know what I mean. The first question is usually: "Were these taken with an Exakta?" Of course, they were. "With what lens?" With the F1.8 Oreston!

Very few people know that they can use the Oreston in their Exakta VX-1000 or older models. Most people believe that the Oreston can be used only in the Exakta RTL. While the internal automatic will work only in the RTL, there is no reason why owners of a "classic" Exakta should deprive themselves of the Oreston. The lens will be wide open for focusing and composing (at a brilliant F1.8!) When you take your picture you depress a "button" on the rim of the lens and it will close down to the taking aperture. Take your finger off, and the lens automatically opens up to F1.8. Although this is not "fully automatic," it is the closest thing to it and certainly far more convenient than a preset lens. (In the Exakta RTL the Oreston is "fully" automatic, of course.)

The designers gave you an extra "Bonus": The Oreston focuses as close as 9 inches from the front of the lens: The area of a 3 x 5 Index Card will FILL the frame without close-up lenses or extension tubes!

The 50mm F1.8 Oreston fits ALL Exaktas, and the front thread is a standard 49mm. 50mm F1.8 internally automatic Oreston Lens, Stock No. 1889, \$59.95 plus 95c Shipping.



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

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



## Automatic 135mm F1.8 Genuine Rokunar at Half Price!

In Issue 775 of The Exakta News we explained why present economic conditions had forced us to offer this fabulous Ultra Speed Telephoto Lens at half price. The result: the model for the Classic Exakta sold out in a jiffy.

If you own an Exakta RTL-1000, an Exakta Twin TL or an Exakta "42", you still have a chance to order the lens at the unbelievably low previously advertised price. (If you own a Classic Exakta, you waited too long. But perhaps you should trade the oldtimer for a new Exakta Model and we will make 'you an exchange offer you can't refuse.)

135mm F1.8 Fully Automatic Rokunar, Stock No. 2143/R for Exakta RTL \$129.50 + 7.85 for the mandatory Case and 1.85 Shippg. Chgs. Stock No. 2143/T for Exakta Twin TL \$131.70 + 7.85 for the mandatory Case and 1.85 Shipping Charges.

Stock No. 2143/F for Exakta "42", Praktica, Pentax and all other cameras using standard screw-in lenses, \$124.75 + 7.85 for the mandatory Case and 1.85 Shipping Charges.



## 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.

They're All

My Babies...



(Otto's Column)

Otto symbolizes the personal interest, the professional pride, the high skill and knowledge of Seymour's Exakta Service. Here's what he has to say:

### REPAIRS AND SERVICE.

Your Exakta is a very special camera. It's unlike any other SLR. Designed by engineers, built by experts, assembled by craftsmen --- the Exakta is among cameras what Mercedes is among cars.

Everybody knows that a Mercedes will take care of you as long as you take care of it; as long as you have it lubricated, tuned and checked periodically. Believe me, the same is true of your Exakta! Give it good care and it will last almost forever. Listen to the advice of a man who has serviced more Exaktas than he can count.

First, a few Don'ts:

**Don't** let your local develop-and-print jockey touch your Exakta. Ever! Even if he's an old hand at repairing cameras, he does not have the factory parts or the necessary sub-assemblies without which even the best repairman cannot service your Exakta. At Seymour's Exakta Lab we have many thousands of Original Parts and Original Sub-Assemblies. No "universal" parts. Only Original Replacement Parts. And we receive the parts **directly** from the Factory!

**Don't** neglect your Exakta! Extremely fine dust seeps into the intricate, delicate shutter mechanism and lodges between the gears. Remember that "dust" is actually grit. It combines with the lubricants and becomes a hard and harsh abrasive. This abrasive will eventually wear out the gears and you will have an expensive repair job on your hands (or on **my** hands!)

**Do** have your camera cleaned and lubricated once every two years, more frequently if you take it to the beach or to a dusty place. While we have the camera, we clean the gear train, lubricate it to Exakta specifications, check the shutter speeds, check the focus, check the alignment of the mirror, and check the synchronization. We make adjustments within the limits of the basic service but our special "Service Package" does not include replacement of parts or major parts.

The price for the **SERVICE PACKAGE** is still only \$29.50 + 2.45 Return Shipping Charges. When you send us your camera for the Service Package, you will greatly help me and my crew by following these simple instructions:

Send your camera by insured Parcel Post. Attach a tag to the camera itself, giving your full name and address (with ZIP!). Mark the tag: "Service Package." Clip your check for \$31.95 to the tag. We'll do the rest!

Now, please remember that the "Service Package" does not include replacement of parts or major repairs, nor does it cover any work on lenses. If there is something really wrong with the camera or the lens, follow these instructions instead:

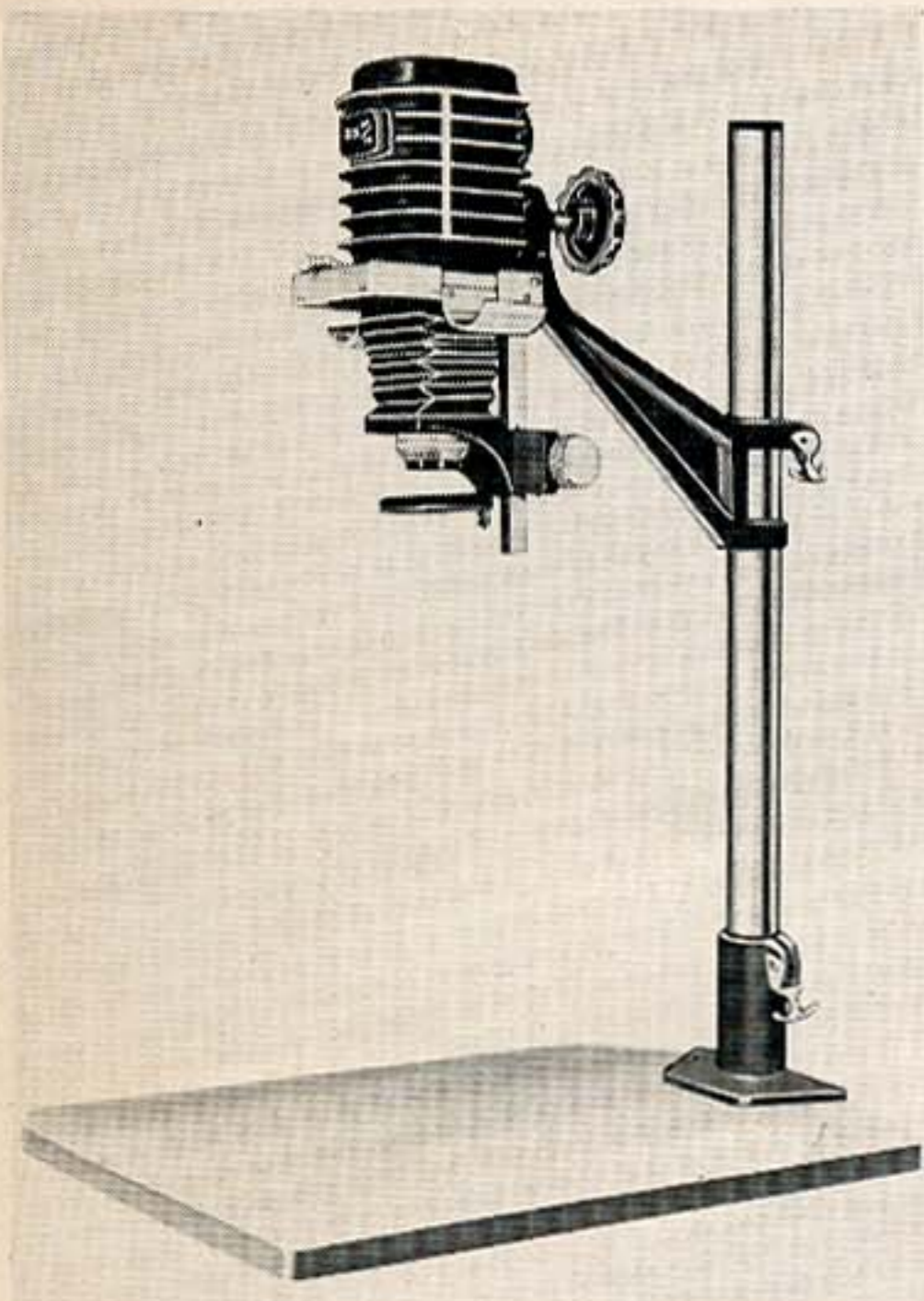
Send your camera by insured Parcel Post. Attach a tag to the camera itself, giving your full name and address (including ZIP!). Write on the tag **AS BRIEFLY AS POSSIBLE** what is wrong and what you want repaired. Mark the tag: "ESTIMATE ONLY" and **DO NOT SEND ANY MONEY**. You will receive an Estimate without any obligation on your part. We do not charge for our Estimates. If you do not want the work done, merely ask to have the camera returned unrepai red. There is no cost to you (other than the \$2.45 Return Shipping Charges.)

Your Exakta Pamperer,  
Otto.

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

# ABOUT THE SALE

All prices shown in this Special Issue are in effect **ONLY** during the Sale. They are not retroactive and are not in force after the Sale ends. Prices are good only on items currently in our Inventory and are in effect **ONLY** as long as current stock holds out.



## Low Priced Enlarger has "Expensive" Features

You may have been wondering why we had not offered you any enlargers for nearly five years. The truth of the matter is that there were only two types of enlargers available: cheap ones and expensive ones. The cheap ones were cheap, without any of the features we consider necessary. The expensive ones did have the features but we couldn't see the extremely high prices. Now we have an enlarger which we can offer at an amazingly low price and which has all the features we consider important:

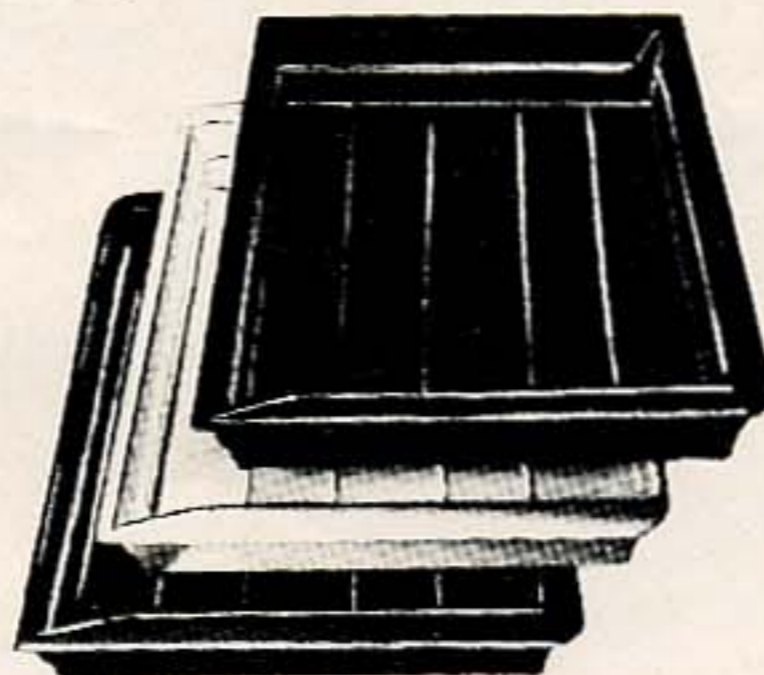
- Takes 35mm, 126, and Half Frame 35mm. Masks included.
- Double Condensor Lighting System
- Micromatic Focusing
- Black-and-White or Color Printing (Color Filter Holder included)
- Glassless Film Carrier to avoid Newton Rings.
- Large 14"X19" Baseboard
- Precision Performance
- Easily Stored, Quickly Set Up.

Trans-Lux 35mm Enlarger with Double Condensor, less lens, Stock No. 1862, only \$64.50 + 3.45 Shipping Charges.  
Ultra Flat Field Enlarging Lens, 50mm F3.5, Stock No. 1870 only \$19.50.

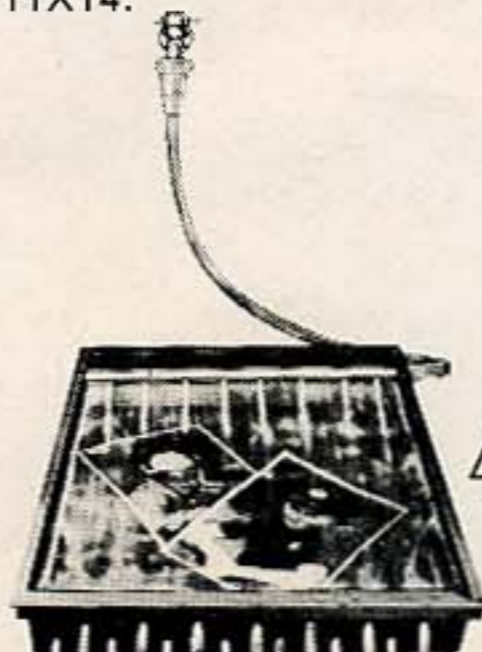
**BONUS BUY:** Make the above enlarger automatic with the Schneider Electric Enlarging Timer. With the purchase of Trans-Lux Enlarger you may order the Model T-60 Electric Timer, Stock No. 2056, for only \$19.95 + 2.45 Shipping.



**New! 8½"X11" Glass Printing Frame**  
This is the **FIRST** Printing Frame that accommodates the **FULL 8½"X11"** Negative Holder Sheets. Use for negatives of any size. Or use it as Enlarging Easel for borderless prints of any size up to 8X10. Beveled Edge Glass. Foam Cushion. Rubber Bumpers. All Metal Base. Great Value!  
**Glass Printing Frame, 8½"X11, Stock No. 1898, only \$15.95 + 1.85 Shipping Charges (Safe Arrival Guaranteed).**



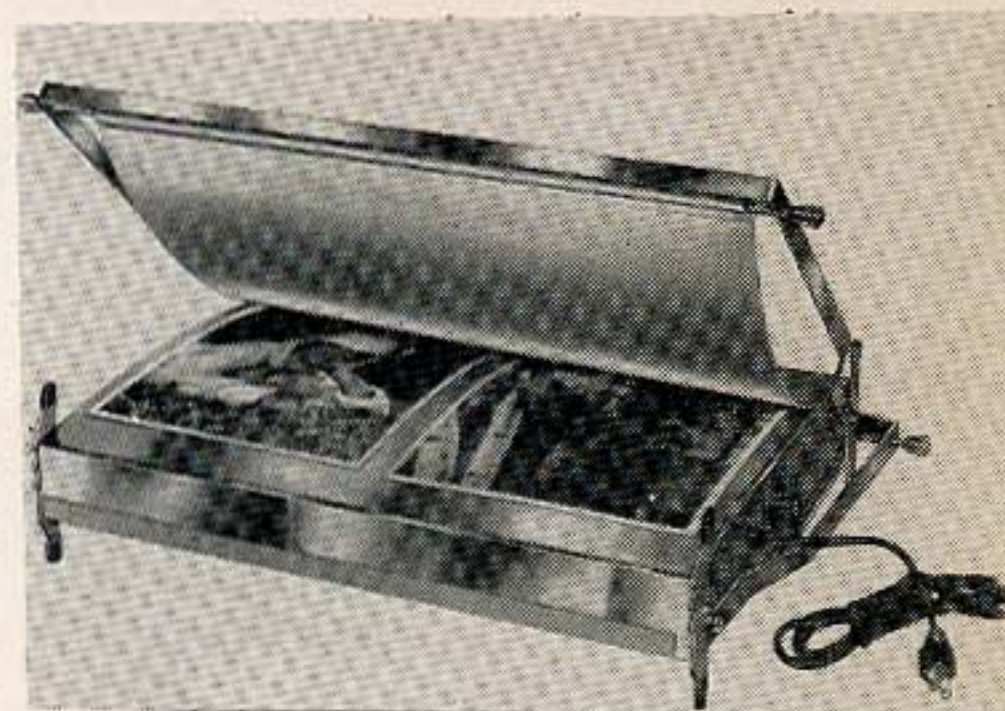
Professional Type Developing Trays. High Ribs. Rocking Feature. Carrying Handles. Set of 3 Trays: Red, Black, White. For 8X10, Stock No. 1864, Set \$5.95. For 11X14, Stock No. 1865, Set \$10.95. No Shipping Charges if ordered with Enlarger; otherwise 95c for 8X10 and \$1.45 for 11X14.



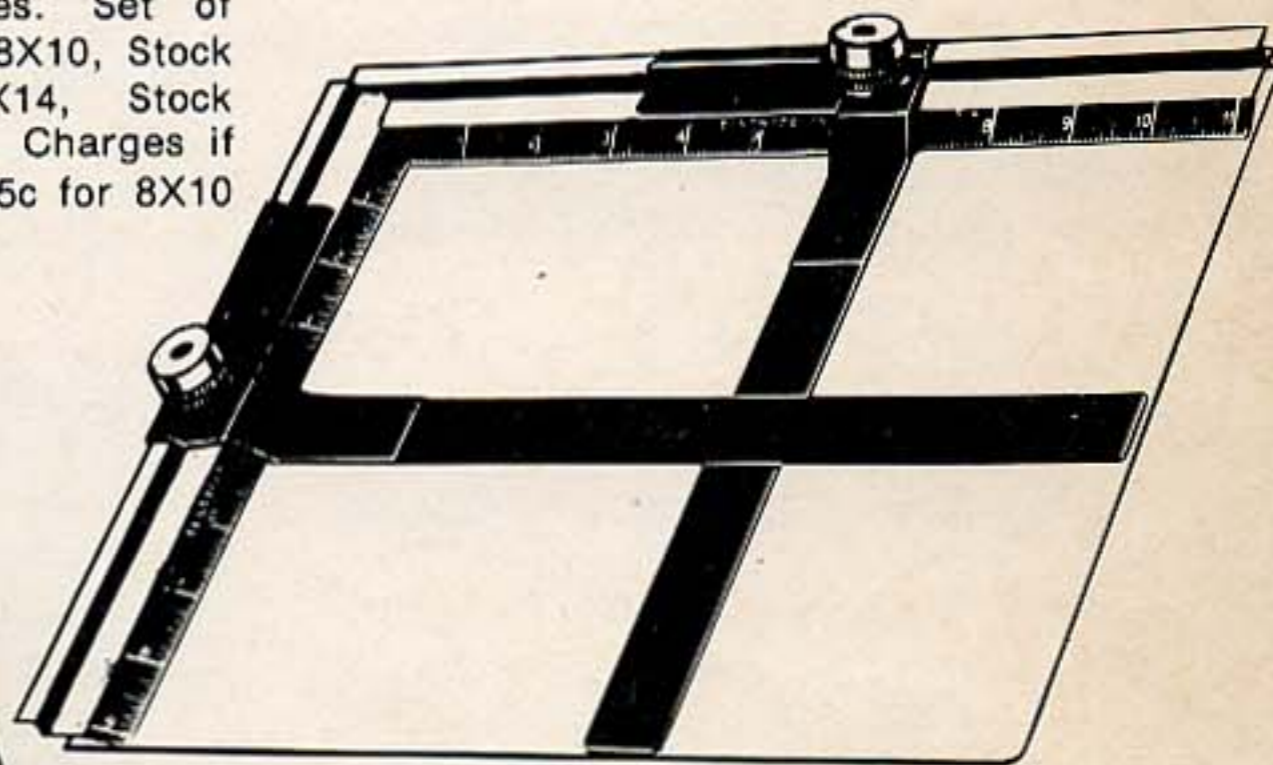
**Print Washer. Rapid Action Flow. Adjustable Faucet Attachment. Spray Rod. Accommodates prints up to 11X14. Washes up to 15 prints at a time. Stock No. 1866, \$9.95 + 1.35 Shipping.**

Dial Thermometer, Stainless Steel. Do not confuse with ordinary column-read thermometers which are hard to read in the darkroom! This instrument has a DIAL and reads like a watch.

**Stainless Steel Thermometer with Dial. Stock No. 2017, only \$3.95 + 45c Shipping.**



**Double Faced Electric Print Dryer.** Dries two 11X14's in less than 5 minutes. Takes 16 4X5's at a time. Dries 4 times as many prints as Rotary Dryers. Has adjustable thermostat. Maintains uniform temperature. Two high-chrome Ferrotypes included. These triple coated (copper, nickel, chrome) Ferrotypes alone sell in camera stores for \$8.50 a piece! Now you'll appreciate the bargain you're getting: **Print Dryer, as described, including two 12"X17" hi-chrome Plates, Stock No. 1858, only \$36.95 + 3.65 Shipping Charges.**



**Enlarging Easel, 11"X14", adjustable to all sizes. Easy-to-read size markings, steel masking bands, Stock No. 1859 only \$11.95 + 1.35 Shipping (omit the \$1.35 if ordered with enlarger).**

## Low Price is only Half the Story

We will soon celebrate our 30th Anniversary. For 25 out of the 30 years we have been Franchised Exakta Dealers. In these 25 years we have built our Reputation as the World's Leading Exakta Dealer.  
EXAKTA



## Famous Rokunar Lenses Now Available for Exakta Twin TL!

We have been featuring Rokunar Lenses for more than twenty years. Their famous slogan "Sharp as a Rokunar" has been a household word of the Camera Industry as long as I can remember. Rokunar Lenses may cost a few dollars more than so-called low priced lenses but time and again our tests convinced us that they are well worth the money; in fact, we still believe that they are amazingly low priced for the quality they offer. Optically superb. Mechanically unusually smooth. Beautifully designed and now Roku-Coated.

These new Twin TL Lenses (internally Automatic) have just been released:

**135mm F2.8 Rokunar, Automatic,**  
for Exakta Twin TL, Stock No. 2105,  
\$64.50 + 5.95 for the Case and 1.25 Shipping.

**135mm F1.8 (yes, F1.8!) Rokunar, Automatic,**  
for Exakta Twin TL, Stock No. 2143,  
\$119.50 + 9.95 for the Case and 1.65 Shipping.

**200mm F3.9 Rokunar, Automatic,**  
for Exakta Twin TL, Stock No. 1843,  
\$79.50 + 9.85 for the Case and 1.65 Shipping.

**300mm F5.5 Rokunar, Automatic,**  
for Exakta Twin TL, Stock No. 1856,  
\$84.50 + 9.85 for the Case and 1.85 Shipping.

**Rokunar Macro Zoom, 38mm to 90mm F/4,**  
Automatic, for Exakta Twin TL, Stock No. 1982,  
\$249.50 + 9.85 for the Case and 1.65 Shipping.

**Rokunar Zoom, 60mm to 135mm F3.5, Automatic,**  
for Exakta Twin TL, Stock No. 1876,  
\$179.50 + 9.85 for the Case and 1.65 Shipping.

**Rokunar Macro Zoom, 60mm to 150mm F/4,**  
Automatic, for Exakta Twin TL, Stock No. 1868,  
\$199.50 + 9.85 for the Case and 1.75 Shipping.

**Rokunar Zoom 70mm to 210mm F/4, Automatic,**  
for Exakta Twin TL, Stock No. 1877,  
\$189.50 + 9.85 for the Case and 1.85 Shipping.

**Rokunar Zoom, 180mm to 410mm F5.6, Preset,**  
for Exakta Twin TL, Stock No. 1878,  
\$279.50 + 12.50 for the Case and 2.35 Shipping.

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

## IMPORTANT

The Rokunar Lenses shown in Col. 1 are also available for all Classic and RTL Models.



## IMPORTANT



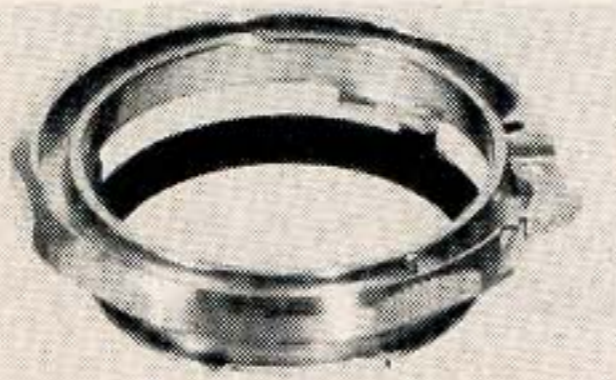
## Original Exakta Bellows "The Proxette"

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.

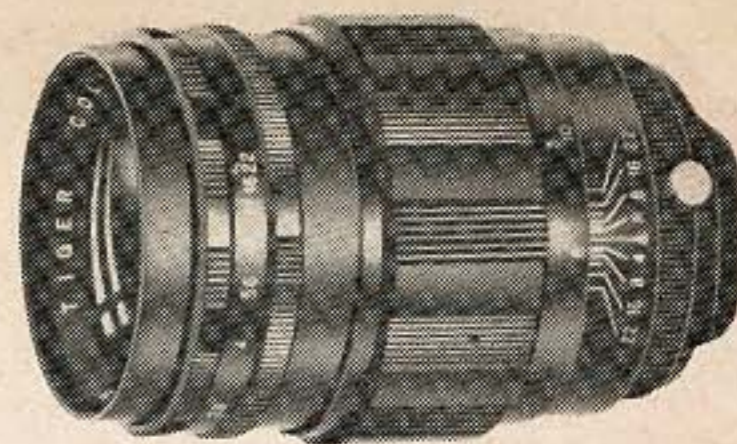
Once focused, the Proxette provides a positive lock which does not slide into the next "notch" because there are no notches! This prevents the lens from gradually dropping into a lower position when the unit is pointed downward. Once you have focused the Proxette, **it stays focused!**  
**Original Exakta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



## "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.



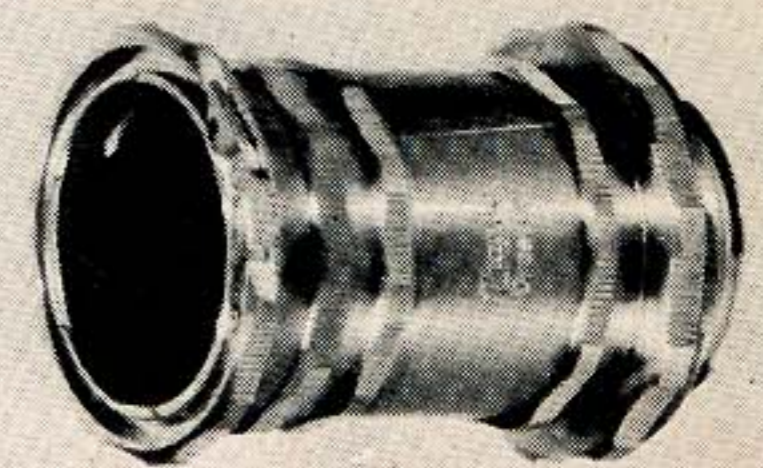
## Where can you get a 135mm F2.8 Lens for \$27.50? At Seymour's, that's where!

"Coligon" is one of the most highly respected lens names. You certainly did not expect to see a 135mm F2.8 Coligon at a give-away price, what with steadily rising market prices and critical shortages. But here it is!

The new Coligon Lenses embody the very latest improvements in lens design and manufacture. They use the very latest type of lens coating. Superb sharpness and full color saturation -- even when you shoot **against the light!**

Your money back within ten 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,**  
Stock No. 1901,  
for Exakta 42, Praktica, Pentax \$27.50 + 1.35  
for Exakta Classic and RTL, 1000 \$29.50 + 1.35  
for Exakta Twin TL \$32.50 + 1.35  
Case, if purchased with Lens 2.95  
Custom Shade if purchased w/Lens 3.45



## 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.

## 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



## Engraving Tool

Municipal Police Departments say that the best protection against burglary or theft is the non-removable identification of valuables. The "Safe Guard" lets you identify your valuables with your name, or any Code (which you may register, free of charge, with your Police Precinct.) Crooks think twice before they steal items which can easily be identified.

The "Safe Guard" has a diamond-turned Tungsten Carbide Tip with which you can easily engrave cameras, lenses, watches, radios, Television Sets. The Instrument engraves all metals, plastic, glass (yes), and so on.

"Safe Guard" Engraving Tool, Stock No. 2082, our last price was \$2.95. Now, while they last, \$1.49 + 30c Shipping.

## Giant Release Button for All Exakta Models. Final Close-Out. 85% Price Cut!

Giant Release Button, Stock No. 2010. Was \$1.95. Now: Package of Five, \$1.39 + 20c.



## The Show-Off Album

Our Book Type Photo Album, "The Show-Off" is 8 by 11 inches, with the spine on the long side. It comes with ten double-faced inserts. Pictures are protected from dust and fading by clear acetate sleeves. Pages have phantom printed squares to make sure your pictures are placed straight. No glue, no picture "corners", no adhesive needed. And you can re-arrange or change the pictures any time.

The cover has a pleasant, cheerful floral design of dust repellent material (washable, if you get it really dirty!) The "Show-Off" Albums are well constructed and will last and last. Our last price was \$3.95. The remaining stock is being offered below cost:

"The Show-Off" Photo Album, Stock No. 1811, slashed to \$1.98 + 45c Shipping. Two for \$3.49 + 65c. Four for \$5.96 + 95c.

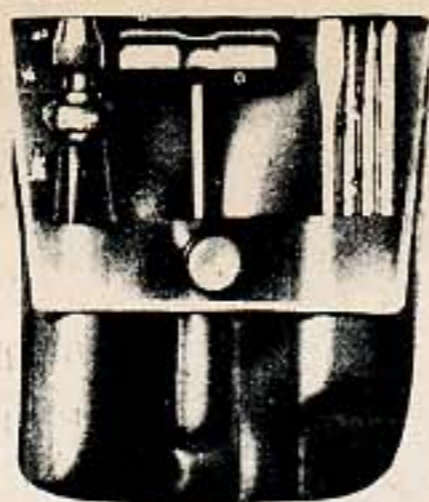
## Chrome Neckchain

We know that we cannot replace these chains at the price we are selling them but we are over stocked and want to even out our stock.

There are the same Chrome Snakechains which we have been offering at \$3.95 for the last five years. In order to sell off our heavy stock we give you a whopping 60% Discount.

Chrome Neckchain, Stock No. 1814, now \$1.58 + 25c.

**You may buy as many "Six-Mixes" as you like!**



## 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, slashed to \$1.29 + 25c.

## Final Close-Out: 80% Price Cut! Left-Hand Extenders for Exakta RTL

Regular Price \$1.25 each. Now: Package of 5, \$1.25 + 15c Shipping Charges.

**Super Special**  
**Any Item on This Page**  
**in Lots of Six Assorted**  
**99c**  
**+ Shipping**

## Flat Neckstrap. Overstocked.

First time on sale: our standard flat Neckstrap which fits every camera. We have too many on hand. During this Markdown Sale we reduce the price from the regular \$2.25 to a mere \$1.25 + 20c Shipping Charges. Please use Stock No. 1874.

## Puppytail Cable Release

One of our most useful yet inexpensive accessories. A Shortie Cable Release. Standard tapered thread. Made in Germany. Our 1969 price was \$1.25. The last 500 pieces are now being offered at a ridiculous price!

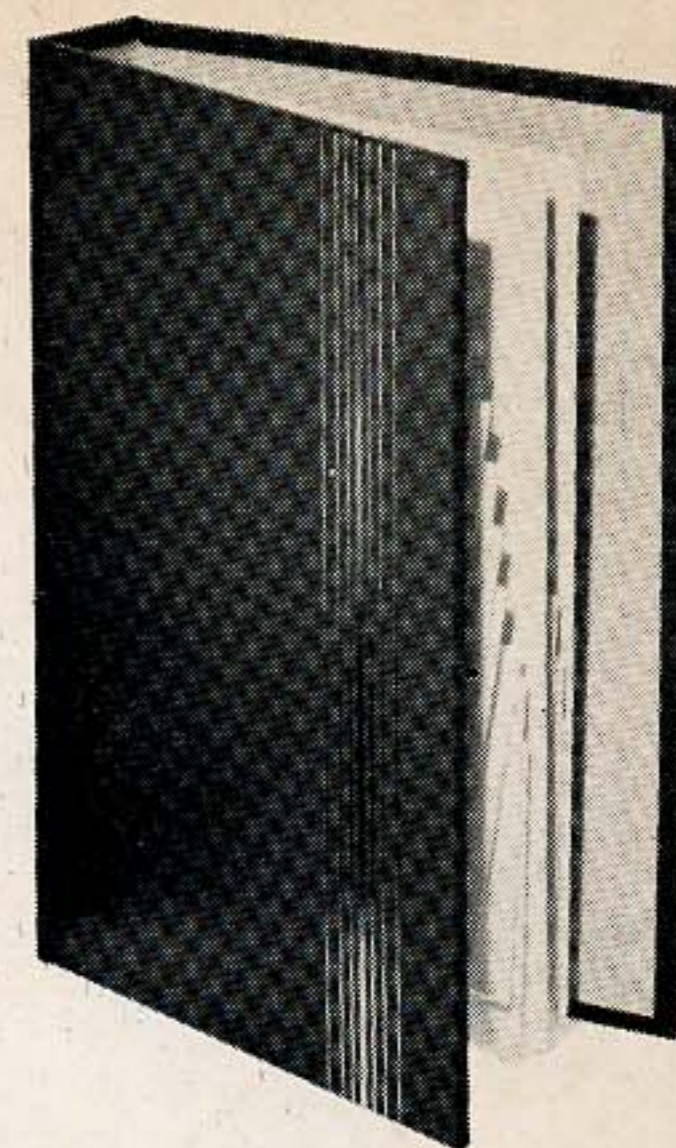
Puppytail Cable Release, Stock No. 1829, Final Close-Out Price 3 for \$1.35 + 25c Shipping.

## 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 No. 2103. Package of 3 Bags, \$1.29 + 25c.



## Flip Display Album

A new concept in print display. A Hard Cover Binder 5 inches wide, 7 3/4 inches high, and about an inch wide at the spine. Covered in leather-like vinyl with gold embossed decor. Linen print inside lining. Thirty individual double-sided clear acetate sleeves, each holding two "Wallet" Size prints. Ten sleeves arranged into a cascading page. Room for 60 prints in all. Between each cascade there is a heavy bristol page, divided into clever spaces for identification of prints.

Uses: Display of prints, File System for your collection of Photographs, and, for owners of large-size cameras (2 1/4 x 2 1/4, 2 1/4 x 2 7/8, 2 1/2 x 3 1/4) File System for negatives.

Flip Display Album, our last price was \$1.95 each. Now, Package of 2 (counts as one item in Six-Mix Offer) \$1.49 + 35c. (Yes, that's for TWO ALBUMS!)

## X-Ray Protection

We told you in previous issues that it is NOT true that the X-Ray Inspection Machines at airports are harmless to your film: the effect is cumulative. Put our fluorescent self-stick labels on your luggage (both sides!) Labels say: "Contains Photographic Film. Do NOT X-RAY!" They come in Packages of 10 Labels (for 5 pieces of luggage).

Set of 10 X-Ray Labels, Stock No. 2044, now \$1.39 + 15c.

## Books

You may include these books into your Six-Mix Selection (and remember that you can buy as many Six-Mixes as you like):

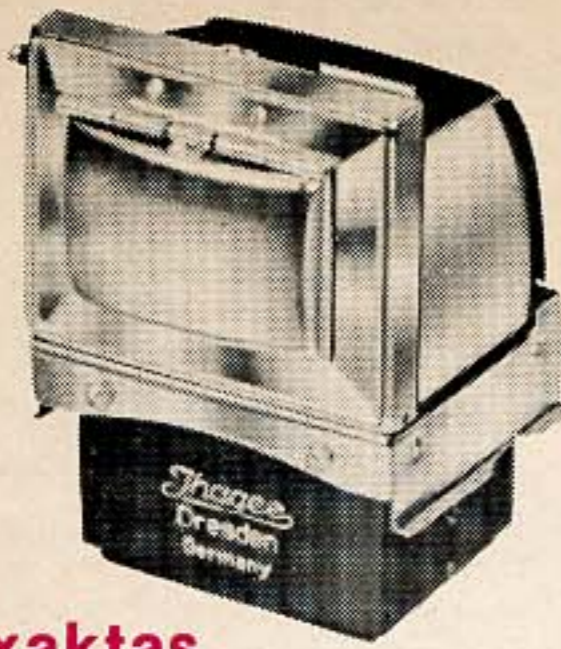
The Depth-of-Field Book By Binno Garasu. Stock No. 1835, 99c + 15c Shipping Charges.

The Kodak Filter Book. Stock No. 1802, 99c + 15c Shipping Charges.

**Buy as many "Six-Mixes" as you like**



**Attention  
Owners  
of Classic Exaktas**



Are you wasting half the versatility of your camera by not using the Waistlevel Finder?

Once again we can offer you Waistlevel Finders for your Classic Exakta (VX-1000 and earlier.) No, they're not new, but they are thoroughly checked for accuracy in focusing and smooth operation.

The advantages of the "Hooded Reflex Finder" are well known.

Let me mention just a few of the uses:

Low Angle Shots (you don't have to lie flat on your belly!)

Macro Photography

Shooting over the heads of a crowd and so on...

These Finders are all Original Exakta Equipment. They are Model C Hooded Reflex Finders ("Waistlevel" Finders) with Fold-Away Focusing Magnifier and with Captive Ultra Finegrain Viewing Screen. While they last, we offer them at a low price. It may be the last time you will be able to buy one. If you can use one, here's your chance (perhaps the last chance!) to get one.

**Model C Hooded Reflex Finder ["Waistlevel" Finder] for the Classic Exakta, excellent used condition, Stock No. 1809, while they last, \$22.45 + 95c Shipping Charges.**



**Just in Time  
Before we go to Press:**

We just received a small unexpected surprise shipment of Brand New Model N Classic Exakta Waistlevel Finders. The Model N is the later model with interchangeable Focusing Inserts. In fairness to all customers, we fill orders on a first-come basis until they are gone.

**Model N Hooded Reflex Finder ("Waistlevel" Finder) for the Classic Exakta, brand new, less insert, Stock No. 1995, while they last, \$29.50 + 95c Shipping Charges.**

Bonus Buys on Focusing Inserts (if bought with Model N Finder):

Fresnel with Split Image, \$4.50

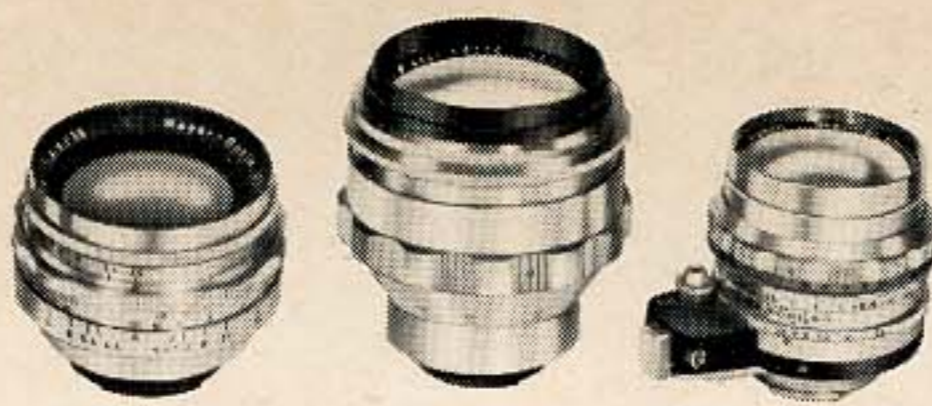
Fresnel with Micro Grid, \$4.50

Combolite Screen, \$7.50

ProxiGrid (Macro only!), \$5.50



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



**New List of Used Lenses**

Once more we have accumulated a sizeable collection of excellent used Exakta Lenses.

**If you are interested in good used Exakta Lenses, send us a self-addressed envelope. Please write the words "Used Lens List" in the lower left of the front of the envelope.**

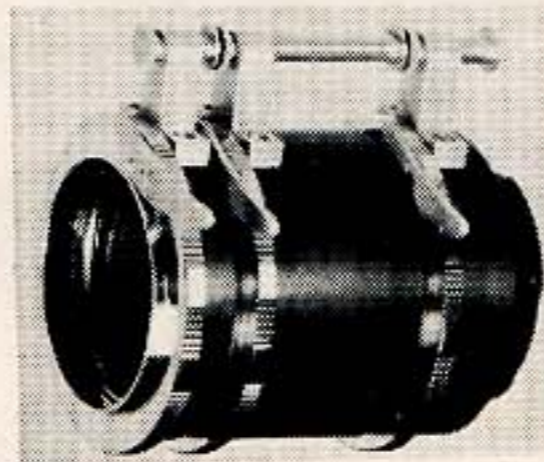


**Raynox 2X Automatic Tele Converter for Classic Exakta**

The name Raynox requires no introduction. Our sales of Raynox Tele Converters go into four-digit figures without a single unhappy customer! Do you own a Classic Exakta? Do you want to double the focal lengths of all your lenses (automatic and non-automatic)? Insert the Raynox 2X Tele Converter between lens and camera and your 50mm lens will be a 100mm, your 135mm will be a 270mm, and so on. Highly corrected. We guarantee that you will be delighted.

**Raynox 2X Tele Converter, Automatic, for Classic Exakta, Stock No. 2162, specially priced at only \$26.75 + 1.25 Shipping Charges.**

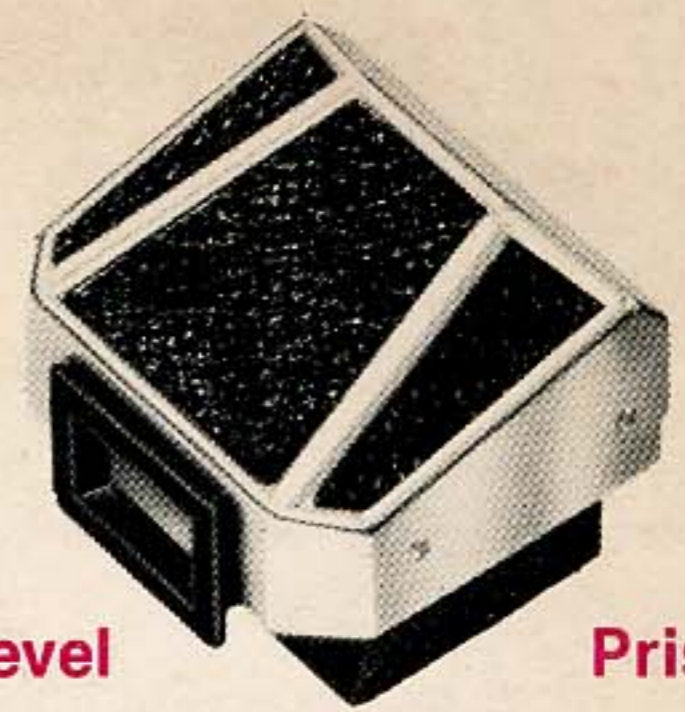
Protective Pouch, optional, \$1.95.



**Automatic Extension Tubes for Exakta Lenses with External Automatic Release**

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

**Automatic Extension Tubes, External, Set of 3, Stock No.2007, \$18.95 + 75c Shipping Charges.**



**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.

**Slightly Used Eyelevel Prisms for Classic Exakta**

We have accumulated a goodly number of used Prism Inserts. They are identical to the above but not brand new. Every used Prism Otto-checked and OttOK'd.

**Used Eyelevel Prism for Classic Exakta, complete with Focusing Insert, only \$36.50 + 1.35 Shipping.**



**58mm F/2 Cocking Automatic Genuine Jena Biotar**

Remember the magnificent Biotar, the "Standard of the Industry", the lens by whose performance all other lenses were judged? We have a small supply of these superb lenses in unbelievably fine condition. Use them on ANY Model Exakta from the 1937 Exakta "One" to the recent RTL 1000 or, with the Adapter TW/CLA (9.85) even in the current Exakta Twin TL! Every lens tested for optical and mechanical performance and guaranteed.

**58mm F/2 Cocking Automatic genuine Jena Biotar, excellent used condition, Stock No. 1827, while stock lasts, only \$37.50 + 1.45 Shipping. Glove-soft velvet-lined Pouch, \$2.45. Bayonet Rear Cap, \$1.95, Screw-in Front Cap, \$1.95.**



**The  
Sharpest  
Scissors,  
Ever!**

**The Sharpest Scissors, Ever!**

Our Advertising Agency wrote a beautiful piece about these scissors but I am not going to print it. There is just one thing that makes these scissors different from all others: they are the sharpest. Period.

Everything else is incidental. Important, yes, but incidental. For instance: the handles are angled up which permits you to act on a flat surface. The blades are made of stainless steel and will never rust or oxydize.

What can you cut? Anything! Yes, anything: thin tissue (which other scissors merely mangle) or heavy cardboard (which other scissors don't even bend!), twenty to thirty layers of paper, thin metal, silk, cotton, AND FILM. It does not crunch the film but cuts it cleanly. Let me say it again: Our special scissors cut anything, ANYTHING.

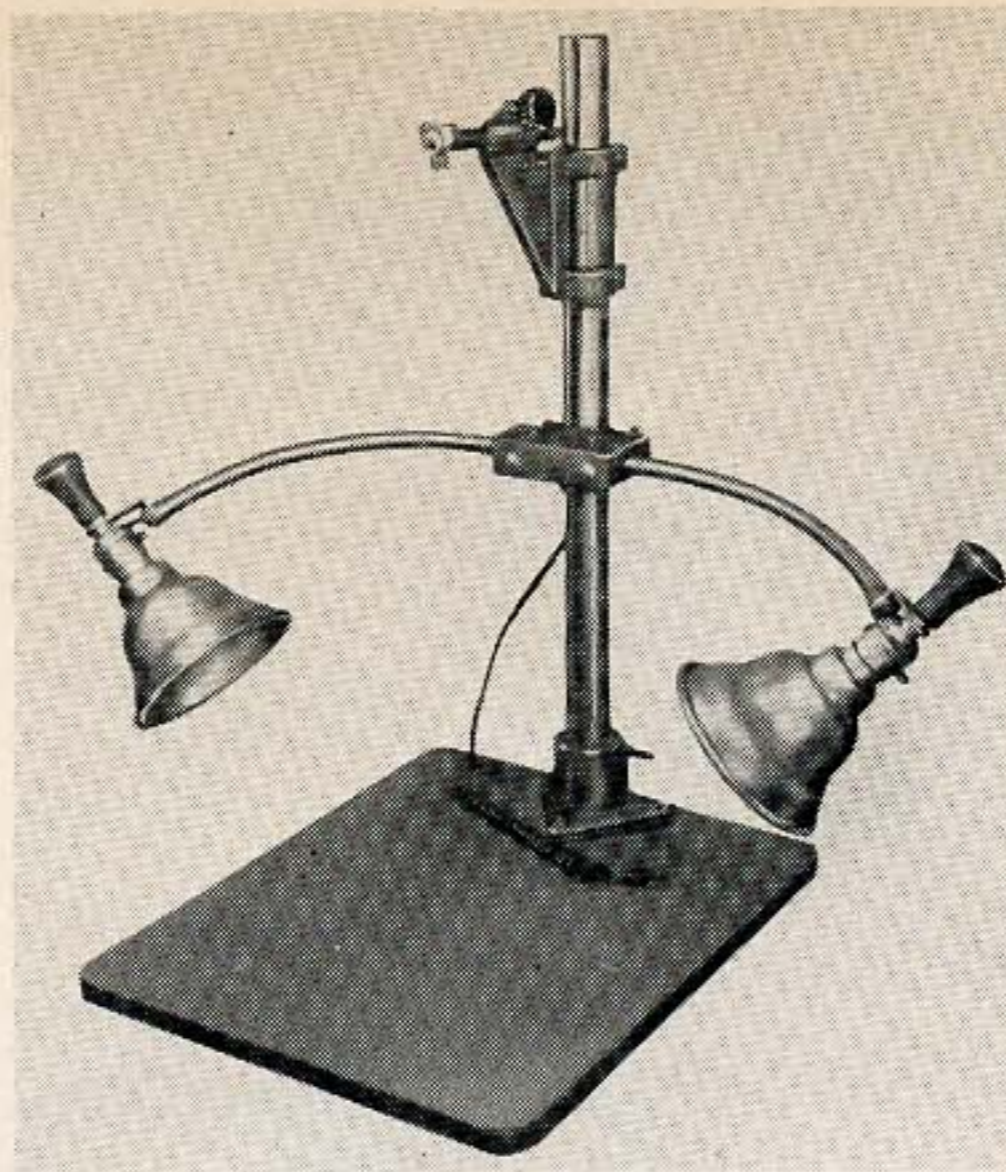
So - if you can use scissors that are sharper than any you have ever used, guaranteed not to rust or tarnish, cut anything from the flimsiest to the toughest, in other words if you can use the best scissors, bar one, order one or more of them.

**Stainless Steel Ultra Sharp Universal Scissors, Stock No. 1824, Excellent Value at only \$3.75 + 25c Shipping Charges. Save an additional \$2.00. Three for \$9.25 + 50c Shippg.**

### **3-Dimensional Self Adhesive Title Letter Set**

This "Title-as-you-Shoot" Set supplies instant titles anywhere, anytime! Any smooth, dry surface serves as the background for your titles for slides or movies. These re-usable letters let you identify your pictures right on the spot or, if you prefer, later at home. Try this trick: Attach the letters to the window of your car and shoot the scene thru the glass with the title superimposed on the screen! The Set consists of over 120 characters, letters, periods, commas, stars, question marks, etc. Every Set comes in a beautiful simulated alligator portfolio, only 5 X 7 inches small. It fits easily into your gadget bag without taking up any room.

**Three Dimensional Title Set, Stock No. 1823, only \$3.95 + 35c Shipping Charges.**



### **Universal Copy Stand**

By now you surely know how we select the Equipment we feature. Here is a supreme example: the Best Copy Stand for the Least Money. Simple, isn't it? First, look at the features. Then, look at the price. We have amazed you before but this time it's sheer magic! Features? Yes, Features!

- Rock Steady (the most important feature!)
- Large 16"X19" Baseboard
- 1 1/2" Diameter Chrome Plated Upright
- 38" Post comes in two 19" Sections
- Feather Touch Sliding Arm moves on four Roller Bearings
- Lateral Movement permits Centering Camera over original to be copied.
- Optional Lighting (shown) with Flexible Arms, 2 Reflectors, Switch.

**Universal Copy Stand, Stock No. 1902, \$33.95 + 2.95 Shipping.**

Optional Copy Lighting Unit as shown (bulbs not included), Stock No. 1903, \$22.95 + 1.65.

**Extra Special! Combination Copy Stand and Copy Lighting Unit, Stock No. 1904. Save \$6.95 when you buy the combination, only \$49.95 + 3.25 Shipping.**

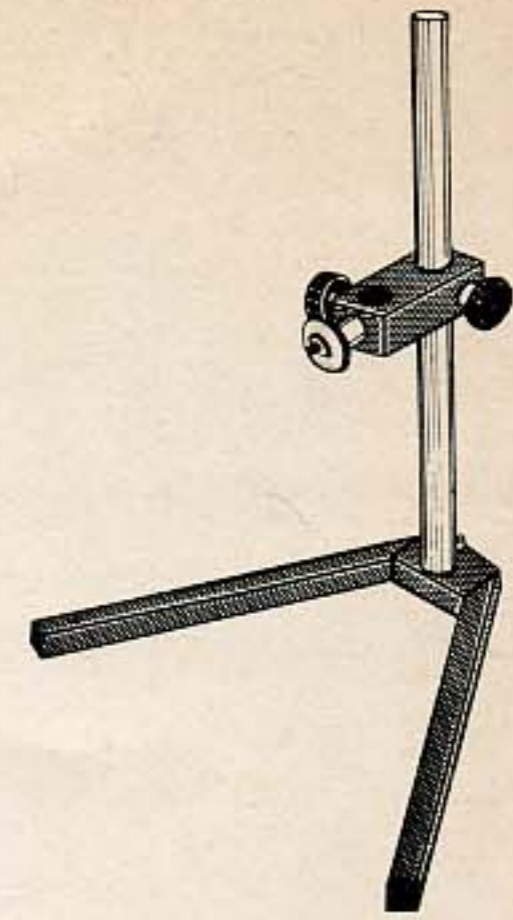
If you already have a copy stand and want to buy the Copy Lighting Unit, chances are, it will fit your stand: it is designed to adjust to posts of any size from a skinny Half-Inch to a fat 1 1/2".

### **Final Close-Out Tremendous Savings!**

**Revolving Lucite Photo Display Radio, shaped like a cube. Excellent value. Stock No. 2151. Our original price was \$12.95. Now \$5.85 + 1.25 Shipping. 9 Volt Battery 45c (one required).**

**Electromatic Tape Dispenser. Automatically dispenses Scotch Tape. Stock No. 1803. Our original low price was \$12.95. Now \$5.85 + 1.25. Set of Batteries 89c.**

**Electromatic Memo Roll, the Automatic Memo Pad. Advances paper at touch of bar. Hold pen or pencil. Stock No. 1804. Our original low price was \$12.95. Now \$5.85 + 1.25 Shipping. Set of Batteries 89c.**



### **Epi/Dia Copy Stand**

A newly developed Copy Stand for the photographer with imagination. The angled legs quickly disassemble for easy storage. Chrome plated 18" Steel Post. Special lightweight (airplane type aluminum) Sliding Arm with large Locking Knobs. Camera Holder can be used horizontally for copying or vertically for conventional work (Camera can face down or straight out!)

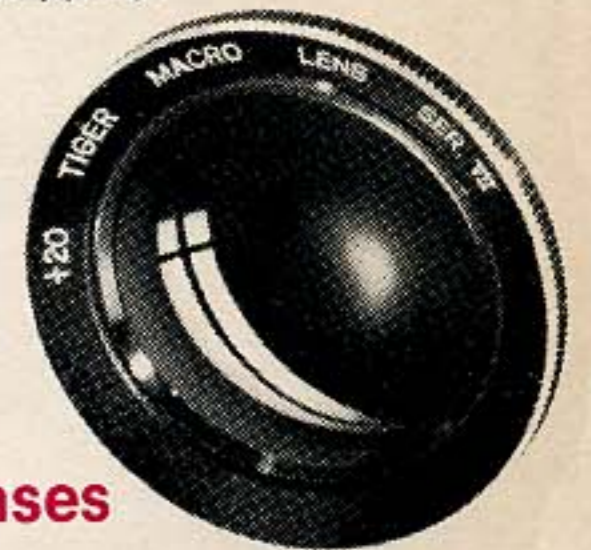
The rubber tipped open legs permit the use of the stand on glass for special lighting effects, and for copying of transparencies, as well as direct copying of X-Rays (using a standard X-Ray Viewing Box).

**Epi/Dia Copy Stand, Stock No. 1873, \$19.95 + 1.65 Shipping.**

Optional Copy Lights (as shown on "Universal" Copy Stand) Stock No. 1903, \$22.65 + 1.65.

**Extra Special Combination Deal: Epi/Dia Copy Stand and Copy Lights, Stock No. 1897, only \$39.95 + 2.45 Shipping.**

**+ 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)

## 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 Praktica, 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 Praktica, 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

## Reverse Adapters

Why do you have to reverse your lens when you use it for Close-Up Work? You might think that a lens will continue to perform satisfactorily when you use it at very close range. However, this is not so. To put it in simple, non-technical language:

A Lens is corrected for "average" distances from Infinity to several feet. This means that the distance from subject to lens must be greater than the distance from the lens to the film. When you take close-ups, the distance from the subject to the lens gets smaller (you are closer to the subject) and the distance from the lens to the film gets larger (you "extend" your lens.) Under most circumstances your lens cannot cope with this situation and your pictures come out fuzzy.

The solution is really very simple: You have to "fool" your lens by reversing it. This means: You mount it with the "rear" element facing out. Now the distance from the subject to the lens can become smaller and smaller because you are actually dealing with the rear part of the lens. The distance from the lens to the film can become greater and greater because you are now dealing with the front of the lens. In other words, you have again established what the lens considers a "normal" condition. The result: Ultra Sharp Close-Ups.

The Reverse Adapters screw into the front thread of the lens and fit into the Camera Lens Mount (or Bellows Lens Mount or Extension Tube Lens Mount) in such a way that the lens is mounted glass backwards, if you will pardon the expression.

The Reverse Adapters are precision machined, all metal, and guaranteed to fit your lenses and your camera perfectly.

**Reverse Adapter 49mm to Exakta Bayonet**  
Stock No. 2113/49/Ex, \$4.95 + 35c Shipping

**Reverse Adapter Ser. VII to Exakta Bayonet**  
Stock No. 2113/7/Ex, \$4.95 + 35c Shipping



## Attention Owners of Exakta 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.)**

## 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.

## Exakta Repairs

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

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



## 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.

## "Super Safari" Cube Foam Fitted Case

You are familiar with our standard size "Safari" Cube Foam Fitted Case. We have sold thousands of them and they are still our best selling equipment cases. But once in a while a customer asks us whether we can supply the same idea in a larger case. Now we can!

In construction, features, durability, the Super Safari is the same as the Standard Safari, cube cut foam inserts and all. It's just Super Size.

**Super Safari Cube Foam Fitted Case, 18"x13"x6", with Cube Cut Foam Inserts, Stock No. 2169,** only \$29.95 + 2.85 Shipping Charges.



## A Treasury of 150 Golden Classics on Four 8-Track Cartridges

**All The Classical Music  
Your Family  
Will Ever Need!**

There may be some people who need more and some who need less. But it's all here: composed by the world's most famous composers, played by the world's most highly acclaimed artists and orchestras, conducted by the world's leading conductors. Whether your taste runs to the Fifth of Beethoven or a Litter of Stolichnaya, you will find it all on these Four Long-Play Tapes, more than Five Hours (!) of Musical Pleasure, a veritable course in Classical Music. Children love it, too. And we recommend it for the 8-Track Player in your car: it's so soothing to a driver's frayed nerves. Having a romantic dinner for two? Play it softly in the background and watch her melt right into your arms. (We will not be responsible for the results. When it gets too romantic, better turn off the player...) Obviously, we cannot list all the titles because there are 150 of them! To mention just a few: Tchaikowsky's 1812 Overture in all its sonic glory. Wagner's Meistersinger Prelude. Brahms' Hungarian Dance. Beethoven's Moonlight Sonata. Bizet's Carmen. Mozart's Elvira Madigan. Schubert's Ave Maria. Wellington's Victory. Rimsky-Korsakov's Flight of the Bumblebee. Strauss' Blue Danube Walz. And such classical unforgettables as Chopin's Till The End of Time, Tchaikowsky's Tonight We Love, and Ponchielli's Hello Muddah (made immortal by Allan Sherman.) There is Brahms' Waltz in a Flat (for apartment dwellers) and the Finale of Schubert's Unfinished Symphony. All these musical treasures come to you on 4 Eight-Track Cartridges. At our unbelievably low price you should buy a set for yourself and many sets for welcome presents. **A Treasury of Golden Classics, 150 Best Loved Musical Selections, on Four Eight-Track Cartridges, Stock No. 1828, incredibly low priced at only \$9.85 + 85c Shipping Charges.**

## Blank Cassettes



These Cassettes are packaged for Professional Recording Studios. They are top quality, both mechanically and magnetically. Skeptical, because of our low prices? We don't blame you. So here's our guarantee: With every order for tape we will pack, free of charge, a C-30 Cassette. We want you to use this cassette as a test. If you are not delighted with the fidelity (not just satisfied, but delighted!), return the unused cassettes and keep the C-30 for your troubles. That's how sure we are of the quality. (Yes, we use them for Master Tapes and Copies.) These Cassettes are Low-Noise Standard Magnetic Recording Tape, not Chromium Oxyde. This means that they can be used in ANY Cassette Recorder. We offer them at incredibly low professional prices. Stock up! It's too good an opportunity to miss!

**Professional Quality Cassettes (Minimum Order 10.) You may mix sizes for quantity prices.** 30-Minute C-30, Stock No. 1869/30, Lots of 10, 69c each. Lots of 25, 59c each. Lots of 50, 53c each.

60-Minute C-60, Stock No. 1869/60, Lots of 10, \$1.19 each. Lots of 25, \$1.08 each. Lots of 50, 99c each.

120-Minute C-120, Stock No. 1869/120, Lots of 10, \$1.49 each. Lots of 25, \$1.34 each. Lots of 50, \$1.19 each.

Shipping Charges: 10 Cassettes 95c

25 Cassettes \$1.60 50 Cassettes \$2.10

**Clear Plastic Philips (Norelco) Type Individual Boxes, if bought with equal number of cassettes:** 10 Boxes, 12c each. 25 Boxes, 11c each. 50 Boxes 10c each. No additional shipping charges when purchased with tape.

Please note that these boxes are supplied below cost to accommodate cassette purchasers. Boxes bought without an equal number of tapes are priced, as shown: 10 Boxes 20c each, 25 Boxes 18c each, 50 Boxes 16c each.

## Home Recording Cassettes



We are not going to kid you: these cassettes are not of the same quality as our professional cassettes (above). But we do say that they are of good quality and that they are perfect for home recording from radio broadcasts as well as for live recordings. Music and Voice are both faithfully reproduced. We will refund your money (cheerfully or sadly) if you do not find these cassettes at least equal to any home recording tape cassettes you have ever used. This means a lot if you look at our incredibly low price!

**Home Recording Cassettes (Minimum Order 10).** 60-Minute C-60, Stock No. 1869/HR, Lots of 10, 88c each. Lots of 25, 79c each. Lots of 50, 74c each.

Shipping Charges as above. Optional Clear Plastic Norelco Type Boxes as above.

You may mix Home Recording Tapes and Professional Tapes for Quantity Prices.



## 118 Children's Songs on Four 12" Long Play Albums The Most Delightful Set Ever Recorded

Children's Songs — you name them: they are all there. From Twinkle, Twinkle, Little Star to The Farmer in the Dell. Jack and Jill. This Little Piggie Went to Market. Mary Had a Little Lamb. And 112 more! Eight Long-Play Sides! Every selection delightfully rendered. Solo voices, groups, choirs. Children love all of them but will soon sing along with their favorites. These records can be played on any record player. They are in compatible Mono-Stereo-QS Matrix. Play them on a kiddie record player or on a \$5,000 Quadriphonic System. They will sound great. Buy them for your children, nieces and nephews, grandchildren, friends' children, neighbors' children. They make the most appreciated gifts at the lowest cost. They are quality records at an unbelievably low price.

**Children's Record Set of Four 12" Long-Play Albums, Stock No. 1905, unbelievably priced at only \$5.95 + 95c Shipping Charges. (That's for the Set of Four, NOT per Record!)**

## Reel-to-Reel Recording Tape

A few weeks ago I received a catalog from one of the large "HiFi" houses. It has four pages of advertisements for recording tape: three-and-a-half pages for cassettes and half-a-page for 8-track. None for Open Reel! "The market is too small," they say, "it doesn't pay to use valuable space on open reel tape."

I am an avid reel-to-reel recordist. We are the serious ones, aren't we? I called one of the largest manufacturers and ordered a large supply of tape at factory prices. Now I can share my bonanza with other reel-to-reel bugs. Buy as much tape as you want. At these prices it will pay you to stock up. Obviously, I won't mention the brand name here, nor the name of the manufacturer. It's Mylar Tape ("Polyester" as they call it) and if I use it with my two \$700 Akai machines, you know it's good tape! Seven-Inch Reels, 1200 feet and 1800 feet.

I make only pennies on the tape and the more you buy, the lower I can go on the price. You can buy as few as ten reels (minimum shipment) or as many as 1,000 Reels. The price stops dropping at 50 reels.

**Recording Tape, 1200 ft., Stock No. 1913/31** 10 Reels, \$1.79 each. 50 Reels, \$1.56 each.

**Recording Tape, 1800 ft., Stock No. 1931/40** 10 Reels, \$2.29 each. 50 Reels, \$1.94 each. Shipping Charges: 10 Reels \$2.50, 50 Reels \$8.50.



## A Full-Feature Tape Recorder under \$30?

### A Full-Feature Tape Recorder under \$30?

I know it's hard to believe but it's true! We made an incredibly lucky purchase and we are sharing our luck with you. Of course, the quantity is limited: we will fill orders as long as our stock lasts.

Do not confuse the Auto Level Cassette Recorder Model 620 with cheaply made "stripped down" recorders that are made for the juvenile market. The "620" is a full-feature instrument, delivering results which you would expect only from a machine costing ten times as much. I am an inveterate tester and fed the "Speaker" output into a 15" Pioneer Multiple Speaker System. Nobody would believe that the music came out of a 3½ pound portable recorder.

Here are the features. The numbers refer to the above photograph.

1. Built-in Electret Condenser Microphone
2. Jack for External Microphone
3. Jack for Remote Control
4. Jack for Auxiliary (Line) Input
5. thru 9. Piano Key Function Controls
10. Volume Control
11. Jack for Built-in A.C. Converter
12. Extension Speaker Jack

In addition, the "620" has fully automatic Recording Level Control. It will, all by itself, adjust the recording level from a whisper to a shout, from extremely close miking to voices

coming from across the room.

You can use the built-in Electret Condenser Microphone or a Remote Control External Microphone (for Dictation, etc.) and you have your choice of listening through the built-in 3½" Speaker, through an earphone (which automatically cuts out the Speaker) or through any HiFi Speaker. You can use the "620" with its own batteries (4 "C" Cells) or directly from any regular AC Outlet. The AC Converter is built in and the Cord is included.

**Since it is hard to believe that a machine under \$30 will produce such quality recordings, we make you this Special Trial Offer:**

With every "620" you order we will give you, without charge, a C-30 Cassette. We want you to use this cassette to test the recorder. If you are not amazed at the performance, in fact if you are not more than pleased, we want you to put the Recorder back into the box it came in and shoot it right back to us for a refund of your purchase price. **And you may keep the cassette for your troubles!**

**Auto Level Portable Cassette Recorder, Model 620, Stock No. 1943, Special at \$29.95 + 2.45 Shipping Charges. C-30 Cassette included free.**

Batteries (4 required), Dry Cells, 4 for \$1.39  
Alkaline, 4 for \$3.39



## Portable Music System has AM Radio, FM Radio, and Tape Recorder at Unbelievable Price

If you want a Complete Music System that goes with you wherever you go, we have a fabulous buy for you! The Recorder has the same features as the one on the left. In addition it has an AM Tuner and an FM Tuner. It makes live recordings through its own built-in Electret Condenser Microphone and it tapes Radio Broadcasts from AM and FM. Use it at home from any convenient AC outlet or outdoors with its own batteries (4 "C" Cells). Plays your own recordings or pre-recorded commercial cassettes. Because of the unbelievably low price we must convince you of the superb quality of this Portable System. You get the same Trial Offer and Free Cassette as for the Tape Recorder on the left!

**Portable AM/FM/Tape Recorder Music System, Stock No. 1915, unbelievably low priced at only \$59.50 + 2.85 Shipping. C-30 Cassette included free.**

Batteries (4 required) Dry Cells, 4 for \$1.39  
Alkaline, 4 for \$3.39

## 90-Minute Cassettes

Low-Noise High-Fidelity Tape in 90-Minute Cassettes. Packaged for use by Commercial Recording Studios and Tape Duplicating Labs without identifying brand name. Very good sound quality. Heavy-Duty mechanical construction makes these cassettes very reliable and virtually unbreakable. 15-Day unconditional Money-Back Guarantee if you are not delighted.

**90-Minute C-90 Studio Tape Cassettes, (Minimum Order 10), Stock No. 1869/S90, Lots of 10, \$1.22 each. Lots of 25, \$1.12 each. Lots of 50, \$1.02 each.**

Shipping Charges: 10/95c, 25/\$1.60, 50/\$2.10  
**Special Prices of Norelco Type Plastic Boxes, if purchased with an equal number of Cassettes: 10/12c each, 25/11c each, 50/10c each.**

## 8-Track Tape Player

Here is an amazingly low priced completely self-contained Player for listening to pre-recorded 8-Track Tapes. Use it with our Treasury of Golden Classics or other commercially available 8-Track Tapes. At home: plug it into any convenient AC outlet. Outdoors: use it with its own batteries. Amazing quality. Full, rich tone. Unbelievably low priced!

**Eight-Track Player, AC and Battery, Stock No. 1908, only \$29.95 + 1.95 Shipping.**  
Batteries (6 required), Dry Cells, 6 for \$1.98  
Alkaline, 6 for \$4.95

## Norelco Type Clear Plastic Tape Boxes

These are the standard clear plastic Hard Boxes for Cassette Tapes. They let you stack tapes horizontally as well as vertically. Every cassette is easily and quickly identified. Most important, they have the protective hubs which holds the tape at the correct tension, avoiding loosening of the wound tape, even if you store a cassette after using only part of the "time" on the tape. You can store your recorded cassettes like books: use the "spine" to identify every cassette. This gives you a uniform tape library which catalogs itself.

**Norelco Type Clear Hard Cassette Boxes (Minimum Order 10). Stock No. 1869/BX, Lots of 10, 20c each. Lots of 25, 18c each. Lots of 50, 16c each.**

Shipping: 10/45c, 25/65c, 50/95c.  
(see special prices if bought with an equal number of cassettes).

### RESPONSIBILITY for Customers' Color Slides, Negatives, Original Prints, etc.

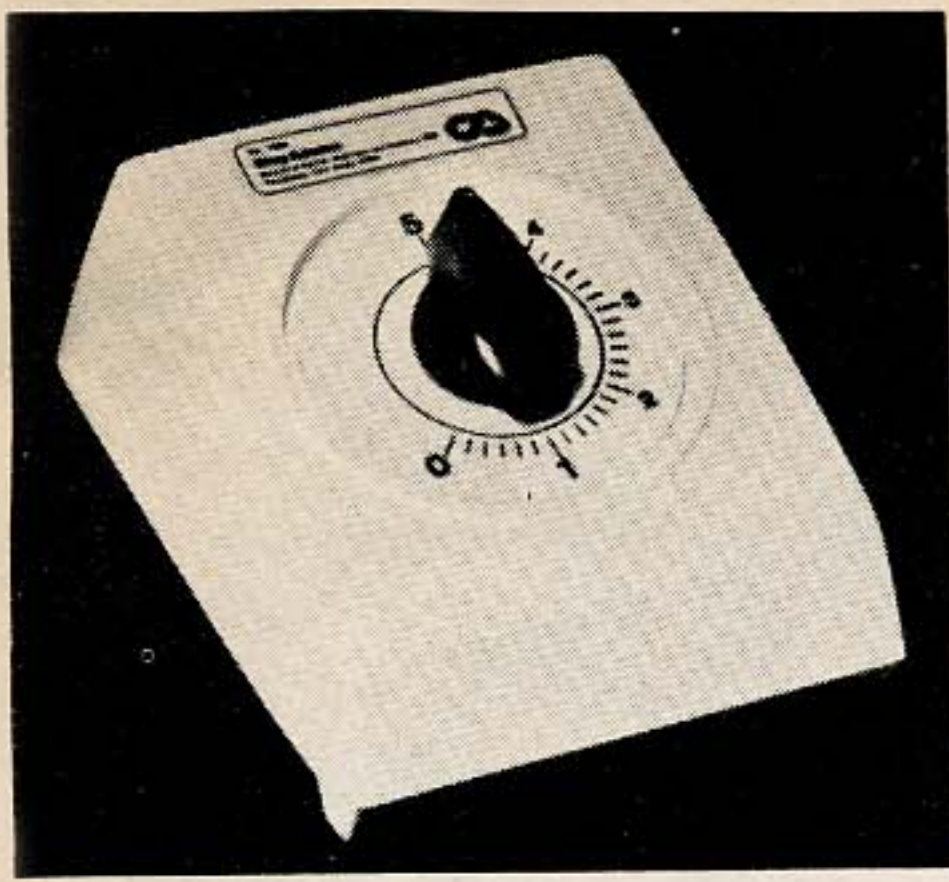
Responsibility will not be accepted for any loss or damage however caused. Your originals are accepted for color work on the basis that their value is the retail cost of the material. Our liability is limited to replacement, or re-imbusement of the retail cost, of the unexposed material.

### READ YOUR INSTRUCTIONS!

If you suspect a malfunction, first check your instruction book. If you cannot find a solution to your problem, write us. Send equipment **ONLY IF WE TELL YOU**. Chances are, we can tell you what you are doing wrong. **IMPORTANT:** If you send us equipment for "repair" under warranty and we find that there is nothing wrong, we must make a Service Charge of \$5.00 (Plus Return Shipping) except in cases where we authorized you to send us the equipment for inspection.

### SHIPPING CHARGES

Many customers ask whether the Shipping Charges shown in our listings are just for Postage: "How much do I have to add for handling, packing, shipping containers, Insurance, etc.?" You don't have to add anything: the amount shown under "Shipping Charges" includes everything.



## Lifeless Prints?

There is a professional secret to making sparkling enlargements with brilliant highlights and saturated deep dark shadow areas. The secret: establish the correct developing time for your prints and never vary it. Vary ONLY the exposure! Are you in the habit of watching your prints in the developer and yanking them out when they threaten to get too dark? Nine out of ten amateurs do just that. It's wrong!

Here's the professional secret: Cover one half of a test strip of enlarging paper with black paper. Expose. Put it in the developer. Start timing. When the exposed part is very dark but the unexposed part has not yet started to get grey, take it out, make a note of the time elapsed, fix and rinse. Look at it in normal light. If white is white and black is black, you know the correct developing time. If not, repeat test. It's well worth the trouble because from then on all your prints (all of them) will be perfect. Provided you do not vary the developing time. Forget about "saving" a print by yanking it out of the developer!

We have a special Timer which assures consistently superb enlargements. It is so inexpensive that it pays for itself the very first time you use it. Since most developers seem to require a developing time of about one minute, the timer gives its first signal after one minute. It will continue to run and you can use any time (up to an unlikely 5 minutes!) Your reward: perfect enlargements all the time!

**Developing Timer, Stock No. 1836**  
only \$6.45 + 35c Shipping Charges

## "Tiger Paw" Unipod

A Unipod is like a tripod with one single leg. It is lighter than a tripod, easier to carry and indispensable for shots that might come out blurred if hand held.

The Tiger Paw Unipod is safe: it has passed all our rigorous tests for absolute rigidity. Min. Height "24". Max. Height 5 feet.

**Tiger Paw Unipod, Stock No. 1994, great buy at only \$7.95 + 1.25 Shipping.**

### CUSTOMER LIST

If the address on this Newsletter is incorrect, please drop us a line, giving BOTH the incorrect AND the correct versions, both with ZIP numbers, especially if you have moved. Our Distribution List is on Computer and the Computer needs both the wrong and the right ZIP number to make the correction.

If you are no longer interested in our mailings, please tell us to delete your name from the list. If you receive more than one copy, please tell us which address to keep and which to drop. And please remember: Old Addresses, Incorrect Addresses, and Correct Addresses:

**ALWAYS INCLUDE ALL ZIP NUMBERS.**

You will cooperate, won't you? Thank you.

Customer Service.

## Why do we recommend a "126" Instant-Load Camera for the other Members of Your Family?

You are the proud owner of a 35mm Camera. You like to project your slides. The 126 Format is the only one which lets you project slides in the very same projector that takes your 35mm slides. In fact, you can intermix the 126 Instamatic pictures with your 35mm slides. The outer dimensions of the slide mounts are the same! Chances are that other members of your family would like to use an inexpensive, easy-to-operate camera and have their pictures shown together with your own. We are talking about younger members but also about your spouse or anybody who likes to take pictures but isn't quite up to a 135mm camera.

We have an amazingly little camera, the Magimatic X-50. It takes 126 Instamatic type pictures, slides or color negatives for paper prints, on Drop-in Film. It uses the battery-less Magicubes and it even rotates the cubes automatically. It has a clear double-lens optical viewfinder and an amazingly sharp taking lens. Double Exposure Prevention, of course, and drop-in (and out!) Cartridge Film Loading. While it certainly is not intended to replace your 35mm camera, it does an excellent job for the less experienced snaphooter.

And in case you were wondering in what province of Khalekistan we picked up the camera, be at ease: the X-50 is made right here in the good old U.S.A. And it comes with a nice braided Nylon Neck Sling. Yet it costs less than a Polaroid Filter for your 35mm Camera!

**Magimatic 126 Instant Load Camera, Model X-50, Stock No. 1907, excellent value at only \$9.95 + 95c Shipping Charges.**

## Fantastic Buy Honeywell Strobonar Model 100 Electronic Flash

Guide Number for ASA25: a respectable 28. Recycles in less than 8 seconds. Power Source: 2 AA Alkaline Batteries. Flashes per Set of Batteries: 160. Angle: Better than 50°! Manufacturer's Suggested List Price \$34.95.

**Special Sale Price (while a small supply lasts): Honeywell Strobonar Model 100 Electronic Flash, Stock No. 2157, only \$17.47 + 95c Shipping. Batteries: 2 Alkaline \$1.39.**

## Stainless Steel DIAL Thermometer

If you are doing your own Darkroom Work, we do not have to tell you how important it is to maintain the correct temperature at all times. Ordinary Thermometers are hard to read in the Darkroom. This is the reason why we bring you a D I A L Thermometer with a large, easy-to-read Dial which is mounted at an angle of 90 degrees to the rod of the thermometer. You read it like a large watch, directly in degrees. No squinting, no guessing, no uncertainty.

This new Dial Thermometer is made from high grade stainless steel. It will not corrode or rust and, what's more important, it will not contaminate your solutions. Use it in your developing tank, your tray, or just about anywhere where you would use a conventional thermometer.

This new Stainless Steel DIAL Thermometer is ultra accurate within a fraction of a degree: You can trust it, all the way. And there's another important "feature": It's Bargain Priced!

**Stainless Steel DIAL Thermometer, Stock #2071, amazingly low priced at only \$3.95 + 45c Shippg.**

## You can use One Single Set of Filters on all your Lenses

We are a long way from standardization when it comes to front threads of lenses. Let's say your basic 50mm lens takes 49mm filters. What do you do when you buy a telephoto lens which takes 55mm filters? You buy another set of expensive filters. Well, not necessarily. Even though the lenses are not standardized, you can standardize your filter size and use the same filters on all your lenses. All you have to do is buy Series VII Filters and use them, by means of Filter Adapters, on all lenses with front diameters from 46mm to 58mm.

### Filter Adapters

Our Filter Adapters can be used with Series VII Threaded Filters as well as Series VII Drop-In Filters. From now on you can forget about buying a new set of costly filters whenever you buy an additional lens. All you do is buy another inexpensive Tiger Filter Adapter!

**Two-Piece Series VII Filter Adapters for Series VII Filters, Stock No. 2008**  
46mm, 48mm, 49mm, 52mm \$4.95 + 25c  
55mm, 58mm, \$5.95 + 25c

### Series VII Filters

Our Series VII Filters "drop" into the above Filter Adapters. One Size (Series VII) can be used in Series VII Filter Adapters on lenses with front thread diameters from 46mm to 58mm. These Filters are the same high quality as our individual screw-in filters: 100% plano-parallel, dyed-in-the-mass Optical Glass, Anti-Reflection Coated, All-Metal Precision Machined Mounts. We carry only one quality: First Line!

**Series VII "Drop-In" Filters, Stock No. 2039, \$4.95 + 25c Shipping Charges. Set of 4 (your choice) \$16.95 + 45c.**

Available Colors: Red, Green, Yellow, Orange, Sky, UV, 85, 85B, 85C, 80A, 81A, 82A, Diffusion, Starburst, Neutral Density.

**While you are at it, order "The Filter Book", Stock No. 1802. It's only 95c + 25c.**

### Series VII Polarizer

You can use our Series VII Rotating Polarizers in our Filter Adapters instead of buying additional polarizers.

**Series VII Threaded Polarizer, Stock No. 1845, \$9.85 + 35c.**

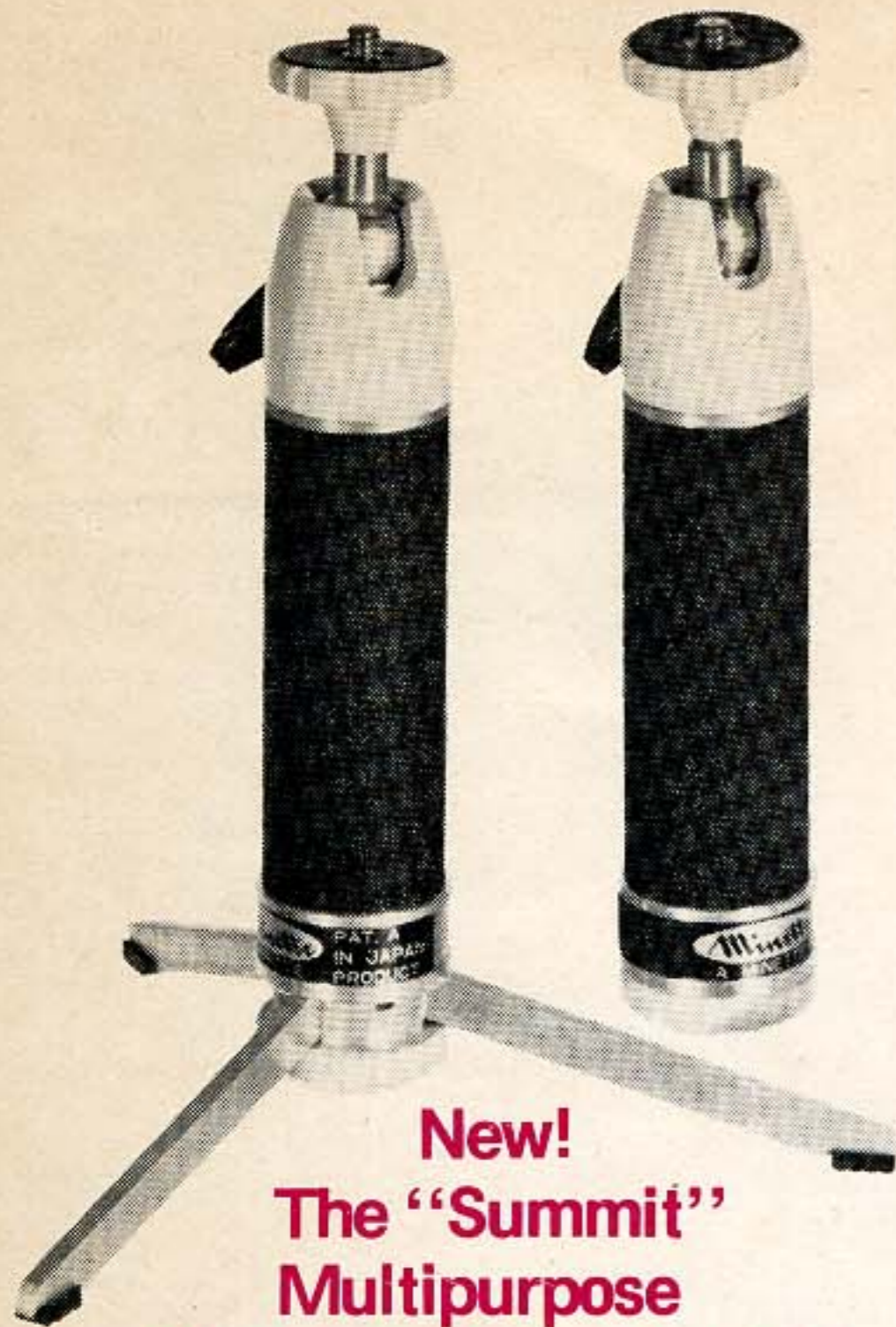
### Series VII All-Metal Shades

Since we are standardizing our Filter Size, we might as well standardize our Shade Size. Our Series VII Shades screw into our Series VII Filter Adapters.

**Series VII Metal Shades, Stock No. 1813, \$4.95 + 25c.**

### Concerning this Sale:

1. All Prices are in effect only as long as our current stocks last. No Rainchecks, sorry. To avoid disappointment, send your order as soon as possible.
2. Prices are not retroactive.
3. Our Regular 15-Day Money-Back Trial is in full effect except where specifically stated otherwise.
4. All items are from our regular stock. Same guarantee as identical items sold at regular prices.
5. No Credit Cards. No COD's. No Open Accounts. You must remit with Order. Full Refund if not delighted. See Paragraph Three.
6. There are no Quantity Restrictions. Stock up and buy for present and future needs. But remember that prices are in effect only for current stocks. We will fill orders until stocks are depleted.
7. In fairness to all customers, orders are filled in the sequence we receive them.



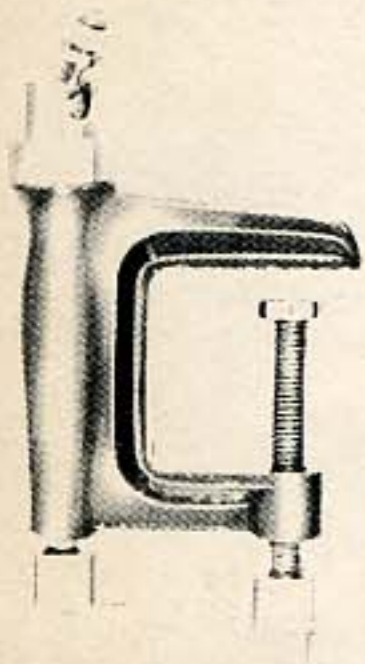
**New!**  
**The "Summit"**  
**Multipurpose**  
**Photographer's Helper**

Here, at last, is a universal tool, so cleverly designed, so handy, so useful that you wonder how you ever got along without it. In one small "handful" it combines a sturdy camera grip, a table tripod, a tripod extender, and a heavy-duty ball-and-socket camera swivel.

The tripod legs have neoprene bumpers to protect delicate surfaces but also to prevent slipping, indoors or outdoors. The legs disappear into the body. The tubular body has a leather-grain non slip surface when you use the "Summit" as a handgrip (either directly on the camera or on a long telephoto lens). The top consists of a heavy-duty omni-directional swivel. The bottom has an additional tripod thread: this way you can attach the "Summit" to a tripod or even to a copy stand.

The "Summit" is precision machined and beautifully finished in black, red, and light gray. And the manufacturer has given us permission to guarantee every unit unconditionally for a whole year, regardless of heavy professional use. It's a quality instrument.

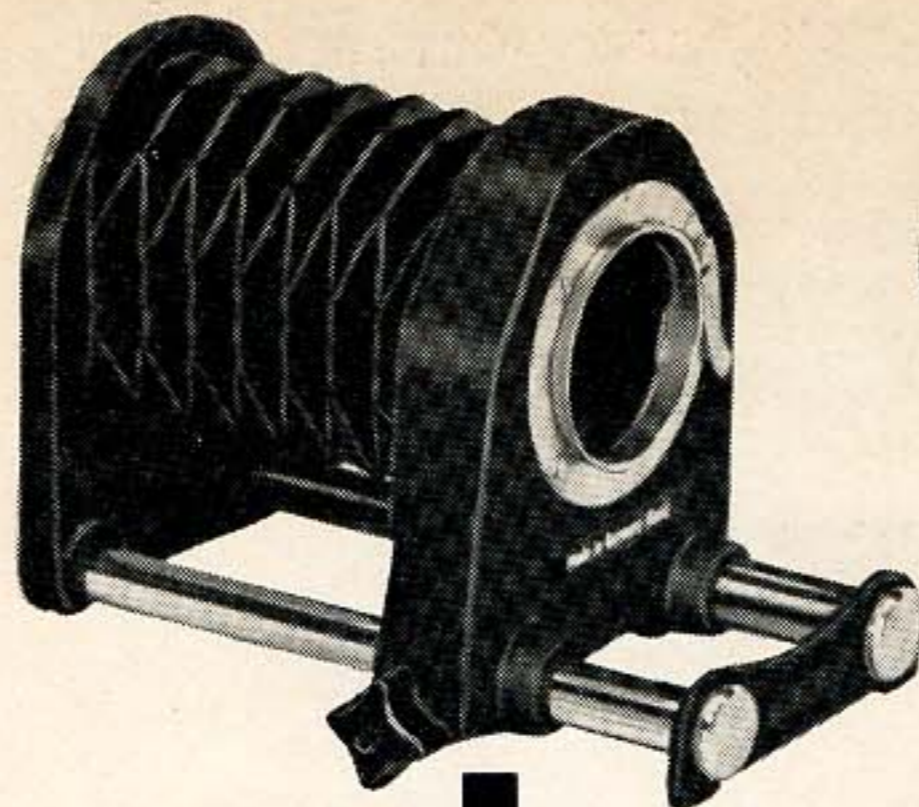
"Summit" Multipurpose Photographer's Helper, Stock No. 2053, only \$9.45 + 45c Shipping.



**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.



**A German Bellows**  
**and a German Macro Lens**  
**at a Money-Saving**  
**Combination Price**

During this Sale you can buy our Original Ihagee Proxette Bellows and our genuine German (NOT "Made in Singapore"! ) 105mm F4.5 Macro Doryt at a Special Combination Price.

If you need a high-resolution lens with a wide magnification range, this Bellows-and-Lens Combination will give you exactly what you need. Our regular low Selling Price for the Proxette Bellows is \$29.50. Our regular low Selling Price for the 105mm F4.5 Macro Doryt is \$27.50. The Bayonet Adapter to match the Lens to the Bellows is \$4.95. You save an incredible \$22.45 when you take advantage of this Special Combination Offer:

**Combination Proxette Bellows, 105mm Macro Doryt Lens, Bayonet Adapter, complete, Stock No. 7003, only \$39.95 + 2.45 Shipping. (Price in effect during this Sale only!)**



**Have you sent**  
**for your New Listing**  
**of Used Equipment**

Send us a self-addressed envelope. Write the words "Used Lens List" in the lower left of the front of the envelope. We will send you an up-to-date Listing by return mail.



Crop-A-Slide IIIa  
Zoom Slide Duplicator

**Crop-A-Slide IIIa Zoom**  
**Slide Duplicator**

The previous model of the Crop-A-Slide Slide Duplicator was already an amazing instrument. The new model is even more amazing: In addition to all the features of the old model it now incorporates the possibility of Size Reduction! Like its predecessor it is entirely self contained. The Variable Image Ratio has now been extended from Half Size Reduction to Double Size Enlargement. (The old model gave you only Same Size to Double Size.) All intermediate sizes are there, too, zoom fashion.

The new Crop-A-Slide IIIa Zoom Slide Duplicator requires no accessories, no bellows, no extension tubes, not even a lens! It has its own highly corrected Flat-Field Macro Lens. The instrument fits into your camera like any of your lenses.

You can improve your slides by cropping, and enlarging the cropped part to full slide size. You can re-photograph two original slides onto a single slide (for simultaneous comparison, etc.) In fact, you have your choice of the following:

1. Make an exact copy of your slide (1:1)
2. Reduce your slide (down to 1/2 size)
3. Enlarge part of the original slide (up to 2:1)
4. Select any part of the original slide to eliminate extraneous parts. Slides move up and down and from side to side in holder.
5. Enlarge half frame slides or 110 size (Pocket Instamatic) slides onto 35mm.

The new Crop-A-Slide has two independent adjustments. The Magnification is determined by setting the Variable Zoom Barrel to the clearly marked Sizes (1/2 size, same size, 1 1/2x, 2x, etc.) Sharp Focus is achieved by rotating the Barrel, just as you would focus a conventional lens. Of course, you see both the Magnification and the Focus clearly in your Viewfinder. Set the magnification, focus, shoot. That's all there is to it. Use any light source, even Daylight!

**The Best News:** the price of the new model has not been increased. Crop-A-Slide IIIa Slide Copier, Stock No. 1820, still only \$44.50 + 1.35 Shipping.

**Split-Image Rangefinder**  
**Again Available**  
**for Exakta RTL-1000**

The Fresnel/Split Image Rangefinder Insert is now again available for the Exakta RTL-1000: Stock No. 1818, \$14.50 + 35c Shipping. **BONUS BUY:** Buy other items for \$10 or more and add the RTL Split Image Insert for only \$8.55 + 35c. (Be sure to mention "Bonus Buy".)

**EATON STAND-UP LUCITE FRAMES  
DOUBLE FACED TWO SIZES  
AS LOW AS 49c IN QUANTITY**



**Eaton Stand-Up Lucite Frames  
Double Faced • Two Sizes  
As Low as 49c in Quantity**

Take advantage of our hard-to-believe sale prices:

- 3 for \$2.10 + 35c
- 6 for \$3.95 + 35c
- 12 for \$7.10 + 55c
- 24 for \$12.95 + 85c
- 48 for \$23.50 + 1.25

You may mix sizes for quantity prices.

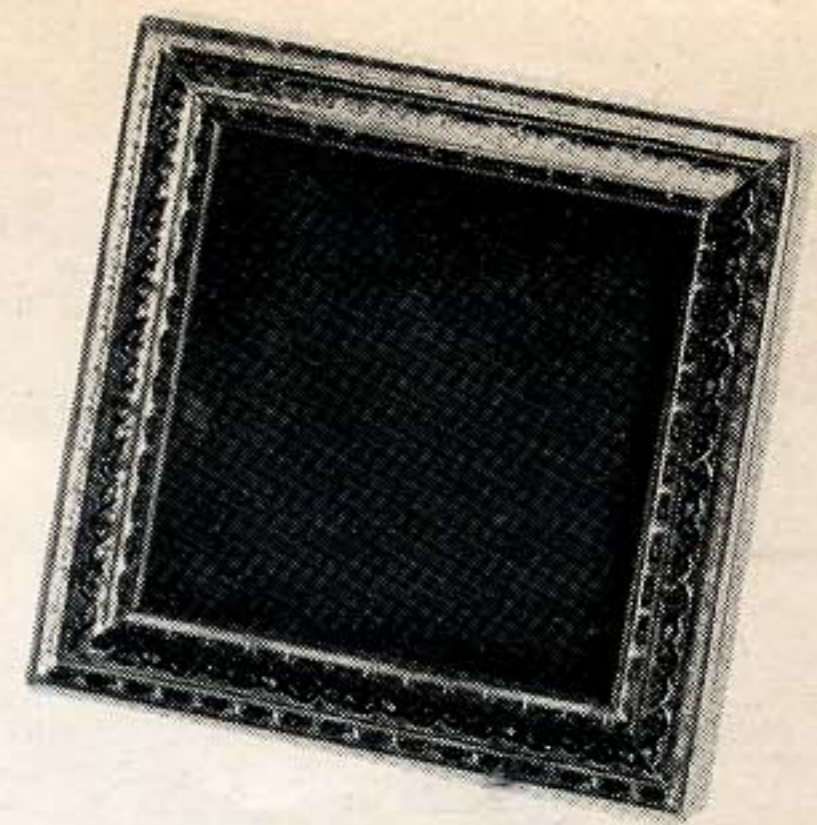
Yes, these are the lovely clear Lucite Frames you see in fancy Gift Boutiques. Each frame is individually boxed and can be mailed as a gift. Each frame has two clear Lucite faces. Eaton Frames come in two most popular sizes: Stock No. 2163/S, 3½X3½ inches. Stock No. 2163/O, 3½X4½ inches, convertible as horizontal or vertical frame. Anticipate your needs for gifts and for yourself.



**“Floating” Lucite Box Frames**

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 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 ½” 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. Camera Stores and Frame Stores are getting highest prices for these clear box frames. Before you buy ours, check the stores in your neighborhood for the prices they charge for their floating frames. I myself have never seen 8 X 10 Floating Box Frames under \$5.95 (perhaps \$4.95 in a so-called “Discount” Store). But, as I said, I want you to do your own comparison pricing before you buy our frames!  
**Clear Lucite Box Frames, Stock No. 2149, Set of 2 Frames, \$2.89 + 85c Shipping Charges.**  
**“Grouping” Special: 6 Sets (12 Frames), only \$13.84 + 1.25 (Save an additional \$3.50!)**  
**“Picture Wall” Special: 12 Sets (24 Frames), only \$24.68 + 2.45 (Save an additional \$10.00!)**



**Small Metal Frames**

One of the World's largest Retail Chains recently went out of business. One of America's leading manufacturers of picture frames was stuck with an inventory of metal frames. You are right: We bought them. (How did you guess?) And we bought them below the manufacturer's replacement cost. Now you can buy them from us, as long as they last, at unbelievably low prices. Beautifully made, gold-tone all-metal frame, (guaranteed not to tarnish) flawless cover glass, absolutely the same quality as carried by hundreds of leading department stores. The difference? You buy them at your price instead of theirs!

- Small Metal Frames**  
**Stock No. 1825 3½X3½ inches, Minimum Order 6 Frames**  
6 at 75c..... \$4.50 + 75c  
12 at 69c..... \$8.28 + 1.25  
24 at 59c.....\$14.15 + 1.85
- Stock No. 1826 4 X 5 inches, Minimum Order 6 Frames**  
6 at 99c..... \$5.94 + 85c  
12 at 87c.....\$10.44 + 1.65  
24 at 79c.....\$18.95 + 2.70

**Beautiful Prints from Original Full Color Photographs**

We were able to obtain these beautiful prints at a fraction of their original cost and when we buy at a fraction, you buy at a fraction! You have seen color photographs of this type in art stores, book stores and gift shops. They sell at fancy prices, especially the ones mounted on heavy board, right? We are talking about prices like five dollars and more. And they are worth it, no doubt. How would you like to buy them from us at prices ranging from 59c to 99c, depending on how many you buy? Read on: The pictures are 11” X 14”, a beautiful size for decorative use. They are printed in brilliant full colors. The subjects are mainly Animals (Tiger Close-Up, Lion, Koala Bear, etc.) and Flower Close-Ups. There is an occasional Sunset Scene and some other subjects. All are truly beautiful. Every picture is mounted on heavy board and may be framed or displayed without frame. (A friend of mine glued some pieces of wood to the back to separate the pictures from the wall. The effect is striking!) At our prices you must leave the selection to us but let me assure you that every single picture is beautiful and that you will get more than your money's worth! Stock up now, for gifts or for yourself. It's a one-time opportunity!  
**Mounted Color Prints, Stock No. 1807**  
3 for \$3.95 + 65c  
6 for \$5.35 + 75c  
12 for \$9.50 + 1.05  
24 for \$16.50 + 1.45  
48 for \$28.50 + 1.90





## 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

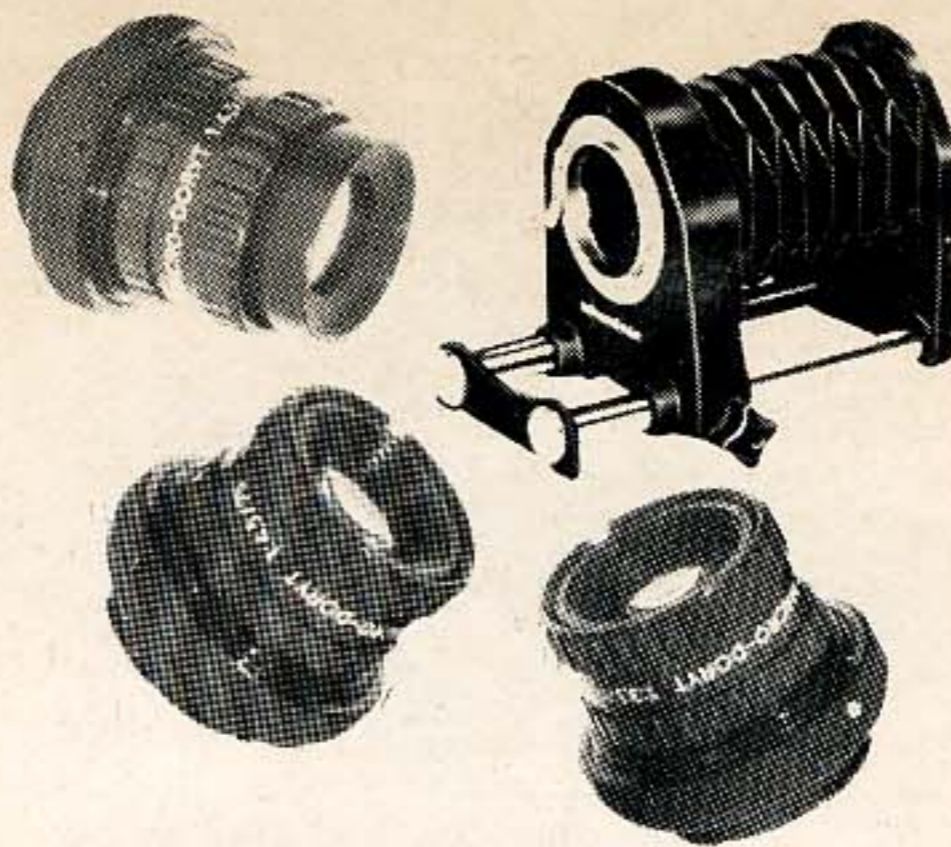


## Making Your Own Enlargements?

We'll guarantee you ultra sharp enlargements when you use this new Enlargement Magnifier in your Darkroom. It is very easy to use: Place it on the easel and focus your enlarger in the conventional way. See the image, microscope-like, in the "Micro-Print" Unit.

It lets you focus on the microscopically small grain of the film and assures you maximum sharpness for every negative. It is virtually impossible to get incorrectly focused, unsharp or blurred enlargements with the Micro-Print Enlarging Magnifier.

The Micro-Print is a precision instrument, designed originally for the professional photographer but now priced for the amateur. The money you save for the first few no-longer-spoiled enlargements more than pays for the instrument! **Micro-Print Enlarging Magnifier, Stock No. 1840, \$8.95 + \$1.25 Shipping Charges.**



## 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**

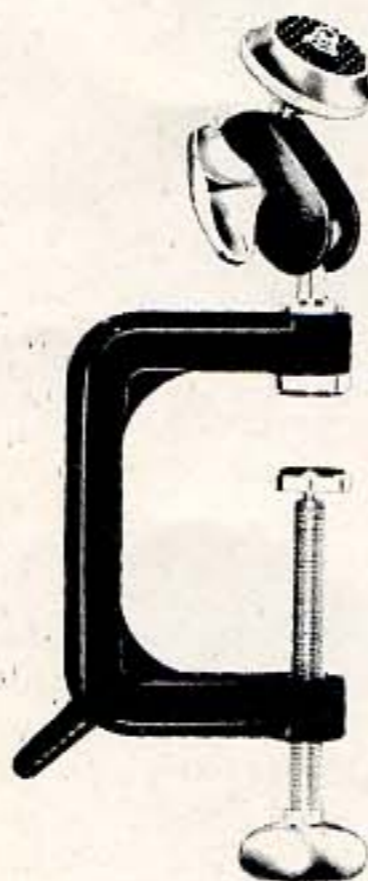
## SUPER MACRO DEAL

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

**\$105.85**

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.**



## Tiger Super Clamp

The "Super" Clamp is the Heavy Duty Version of the Clamp Pod. Wider jaws, double jointed extra-safe Universal Joint. A beautifully designed versatile Camera Support. Typically low priced but worth much more. **Tiger® Super Clamp, Stock No. 1947, only \$6.95 + 35c Shipping Charges.**

## Hand Made Color Enlargements

We deliver Hand Made Color Enlargements of the quality displayed in our Showroom. No Compromise. Only ONE quality: The Best. No mass produced automated machine prints but individually enlarged, hand made color enlargements, every one breathtakingly beautiful. Every one a show-off picture. (No rush orders, please. We have no machines that spit out "in-at-noon/out-at-three" prints. Allow about three weeks.) Our prices are extremely low. You simply cannot obtain Color Work of this Quality elsewhere at anywhere near our low prices. Only a trial order can show you the magic that transforms your slides into serenely beautiful large decorative pictures.

### 8x10 DeLuxe Custom Enlargements

Fully Finished, Hand Spotted, Mounted on Heavy Board,  
First Print \$8.50 + 1.50 Shipping  
Additional Prints, same slide, \$5.95 + 50c Shpg.  
On 15 or more 8x10 Prints: we pay postage.

### 11x14 Home Display Enlargements

Fully Finished, Hand Spotted, Mounted on Heavy Board,  
First Print \$16.50 + 1.00 Shipping  
Additional Prints, same slide, \$12.50 + 50c Shpg.  
On 8 or more 11x14 Prints: we pay postage.

### 16x20 "Competition" Giant Color Enlargements.

Fully Finished, Hand Spotted, Mounted on Heavy Board,  
First Print \$34.50 + 2.45 Shipping  
Additional Prints, same slide, \$24.50 + 1.35 Shpg.  
On 4 or more 16x20 Prints: we pay postage.

## Convincer Offer

We will make four beautiful 8x10 Enlargements and mount them professionally on heavy board. Send us four of your best slides and we will come up with four glorious color pictures. We intend to knock you off your feet, or at least make you gasp at the beauty that was hidden in your own slides.

**Trial Color Offer: 4 Color Enlargements as described above, from 4 different slides, regular price \$34.00, Trial Offer \$24.50. Shipping Charges \$1.50.**

Orders MUST be marked: "Trial Color Offer."

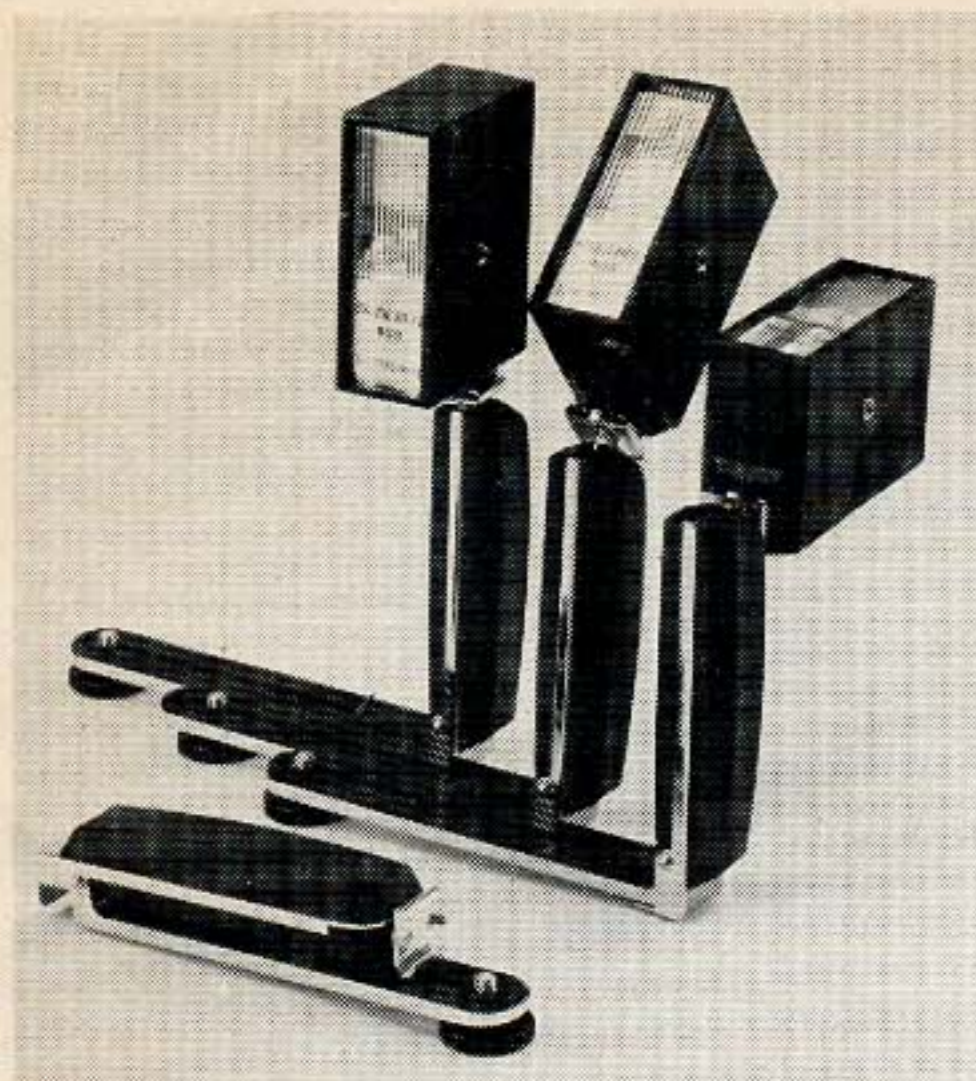
## A New Type of Color Polarizer, the PolaCol

Are you "with it" when it comes to taking unusual pictures? Have you seen the striking color pictures taken and written about by Norman Rothschild in Popular Photography Magazine? Now you can take the same kind of unusual photographs both in Color and Black-and-White.

The two basic tools used for the unusual pictures were one color filter plus one polarizer. We now bring you a Combination of a Color Filter and a Polarizer in one single attachment! The Yellow PolaCol is a Yellow Filter and Polarizer. The Red PolaCol is a Red Filter and Polarizer. Rotating, of course.

The effects are clearly visible in your viewfinder before you take the picture. They are limited only by your own daring. Although you get the effect of a filter plus the effect of a polarizer, you pay only one low price, roughly equivalent to the cost of the Polarizer alone.

<b>PolaCol Polarizer,</b>	<b>Yellow, Stock No. 1805</b>
	<b>Red, Stock No. 1801</b>
49mm, each \$9.85 + 25c.	<b>Both \$16.95 + 35c</b>
52mm, each 10.85 + 25c.	<b>Both \$18.45 + 35c.</b>
55mm, each 11.85 + 25c.	<b>Both \$19.45 + 35c.</b>
58mm, each 12.85 + 25c.	<b>Both \$21.45 + 35c.</b>



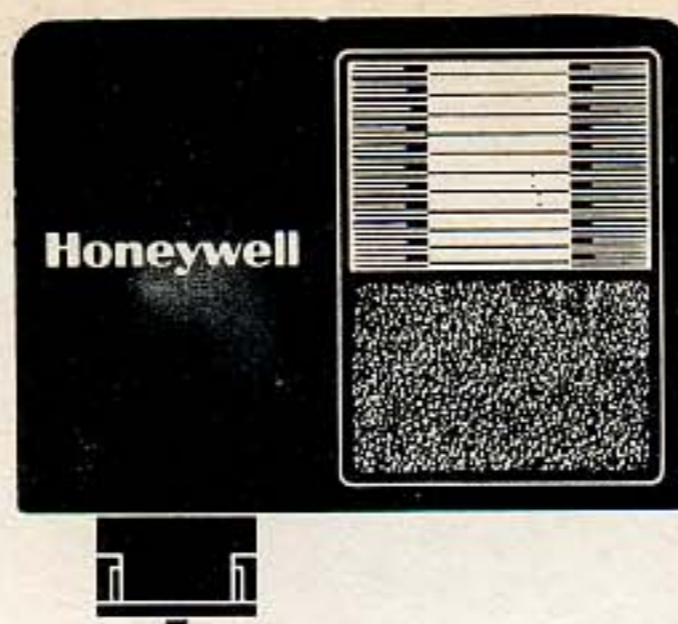
**It's a Camera Grip  
It's a Flash Bracket  
It's a Light Bouncer**

Yes, it's all of these and — it's a Bargain, too! It's the new Bracketeer Flash Bounce Grip. Since it is not easy to describe the action, we have photographed it showing the three "click-in" positions of the direction of the light: straight out, 45 degrees, and full bounce. The picture also shows how the Bracketeer folds: it takes up very little room in your gadget bag. And here's the best news: We have cut the price to the bone: **Bracketeer Flash Bounce Grip, Stock No. 2054, only \$4.95 + 35c Shipping Charges.** Special Combination: Bracketeer plus Tiger Blitz Strobegun, as shown, Stock No. 3066, only \$16.95 + 1.25 Shipping Charges. Batteries (2 needed): Dry Cells, 2 for 49c Alkaline, 2 for \$1.49



**Price Reduction  
on Best-Selling  
Strobe Unit  
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 \$1.49



**New from Honeywell:  
Strobolite Model 28**

If there's one manufacturer who knows what people need (and want) in strobe lights, it's Honeywell. This time they have come up with an inexpensive strobe with features formerly available only in high priced strobolight units.

Compared to the Honeywell Strobolite Model 14, the effective Light Output has been doubled! The Strobolite 28 has a very respectable Guide Nr. of 28 for ASA25! While the size is slightly larger than the Model 14, it is still unbelievably small for such a powerful unit: 1 1/2" x 3" x 2 3/4" and the whole unit weighs all of four ounces! It is powered by two 1.5 Volt Penlight (AA) Batteries. It has **both** PC Flashcord and Hot Shoe Contact, making it a universally usable strobe unit.

**Additional Features:** On-off Switch, Flash Test Terminal, Exposure Chart, Ready Light.

Perhaps the greatest "Feature" is our Low Selling Price:

**Honeywell Strobolite 28, Stock No. 2150, Special Offer, \$14.95 + 95c Shipping Charges.** Batteries (2 needed) Dry Cells, 2 for 49c Alkaline, 2 for \$1.49



**Prices Slashed!**

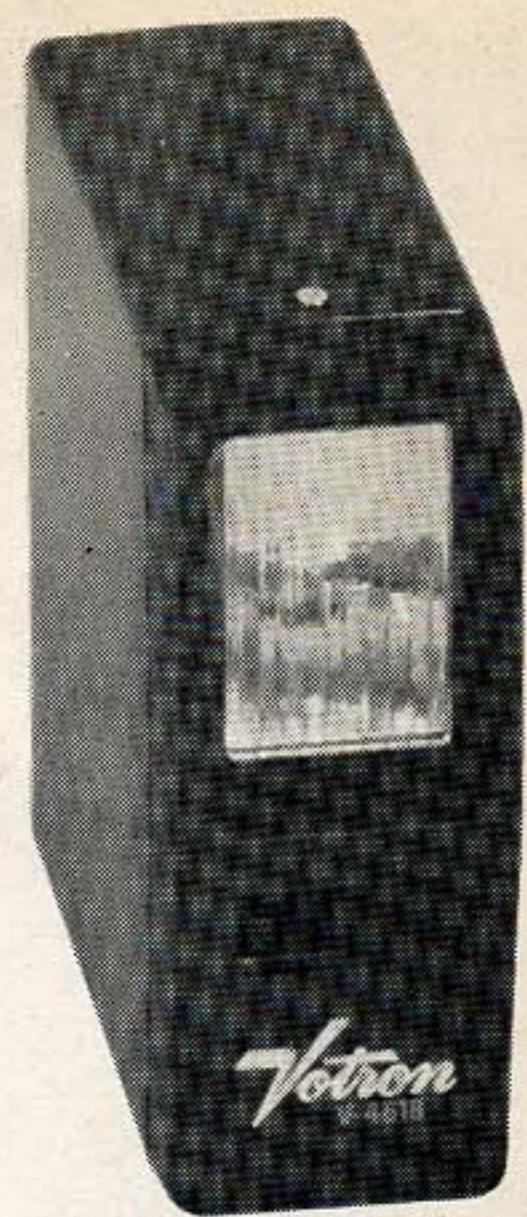
The Schneider AVT-60 Timer has everything you can possibly build into a timer. It is a Time Switch (directly controlling the exposure time of the enlarger;) it is an audible timer; it is a visual timer; it is a safelight selector, and so on!

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. A superbly designed versatile machine.

The Model T-60 has all the features of the "Senior" Model except the audible and visual timing.

**Schneider Electric Enlarging Timer, Model AVT-60, with Audible and Visual Timing, Stock No. 2057, Price Slashed to \$36.50 + 2.85 Shipping Charges.**

**Junior Model, same as above, but without Audible and Visual Timing, Model T-60, Stock No. 2056, Price Slashed to \$24.25 + 2.45 Shipping Charges.**



**German Automatic  
Computer Strobe Made by  
World Famous Rolleiflex**

Here is a powerful, reliable, fully automatic Computer Strobe, made in West Germany. It solves all your lighting problems, automatically. Our price is so low for such a quality unit that we have to repeat it: we are talking about a Computerized Automatic Strobe!

**How do Automatic Computer Strobes work?**

Once you have mounted your Automatic Computer Strobe on your camera, and have set it to "Automatic" you can completely ignore it. When you point your camera and push the shutter release button, the Strobe Unit flashes, measures its own light, feeds the light intensity into its own built-in Computer Circuit and automatically cuts off the light after enough light has reached the subject for correct exposure.

All this happens so incredibly fast that the computer can cut the duration of the light anywhere between 1/1800 and 1/30,000 second. No, that's not a misprint. It can actually cut the flash duration to an incredibly short 1/30,000 second, if this "time" is required to give the **correct** exposure. If more "time" is required, the flash duration is automatically extended all the way to a very "long" 1/800 second. Usually, the duration is somewhere between these two extreme values. The whole circuitry is a miracle of modern Computer Design!

Incredible as it all sounds, it really works, and I can vouch for it. Next time you drop in, I will show you pictures of our pet cats which I took at distances ranging from about two feet (with my normal lens) to more than 15 feet (with a telephoto lens.) I never gave the strobe a thought and concentrated on the cats. Every shot was right on the nose and, as far as exposure is concerned, you could not tell a close-in shot from a "long" shot.

- Built-in Electric Eye computes exposure **fully automatically.**
- Color Temperature 100% corrected for Daylight Color Film.
- Manual Override for Special Effects.
- Built-in Nickel-Cadmium Batteries.
- AC Charger.
- Hot Shoe and Conventional Cable.

The Votron Automatic Computer Strobe gives you a true Guide Number of 40 for Kodachrome 25. It can be used directly on AC for indoor work or on its own built-in rechargeable batteries for outdoor shots.

**German Votron Automatic Computer Strobe with built-in rechargeable batteries, complete with Charger and Cords, Stock No. 2173, Special Promotion Price \$39.95 + 1.35**

## Combolite Focusing Screen

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

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

You want to order a Focusing Insert but you are not quite sure which to order. Should you have a MicroGrid? a Fresnel? a Split-Image Rangefinder? or a Finegrain Ground-glass? The decision is now easy: Order the Combolite, The Insert which has all of them! (Please note that the Combolite is available only for the Classic Exakta. It is not available for the RTL-1000.)

Combolite Combination Insert (Screen), Stock No. 1968, \$17.50 + 35c Shipping Charges.

### BONUS SPECIAL:

Order \$10 worth of other items, add the Combolite for only \$11.50 + 35c Shipping. Be sure to mention "Bonus Buy."

## 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 Seymourelite 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 blurr 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."

## Do You Prefer a Split Image Rangefinder for Your Classic Exakta?

You can order the Split Image Insert either "First Quality" or "Beauty Marked." If you are a perfectionist, order the "First Quality", perfect in every respect. If price is important, order the "Beauty Marked" one.

We have accumulated several hundreds of the Split Image Insert with slight beauty marks and offer them at half price.

Let me assure you, right off, that these inserts are 100 per cent accurate and that the beauty marks do not in any way interfere with viewing or focusing. These marks are really nothing but beauty marks: slight nicks or slight marks in the finish. While we would never offer these inserts at full price, we offer them, with a clear conscience, at the reduced price. Remember, these are for the Classic Exakta, not for the RTL Model.

Split Image Rangefinder Insert for Classic Exakta, Stock No. 1979, First Quality, \$7.95 + 35c. Same, with slight Beauty Marks, \$3.95 + 35c.



## Seymour-Rebuilt Exaktas

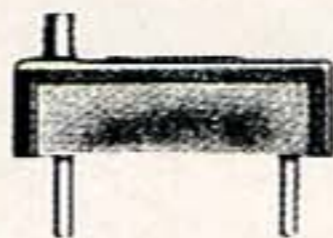
Otto is busy supervising the rebuilding of fine Exaktas. Do you have your heart set on a VX11a? a VX-1000? or any other Classic Exakta Model? Ask for a quotation on the very model you want. We'll answer promptly.

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

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

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

## Twin Prong Flash Adapter



Now again available: Twin Prong Flash Adapter for old Classic Exaktas. Converts the old two-hole Exakta Flash socket to the modern P/C single post Flash Connection. This important Accessory was unavailable for the last five years. Now again available from us. Twin Prong Flash Adapter for old Classic Exaktas, Stock No. 2089, \$4.95 + 30c Shipping Charges.

## 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.")

## Bayonet Flange for Classic Exakta

Is the Lens Mount on your Classic Exakta worn or damaged? No need to send us your camera. The Replacement Flange installs in a minute. All you need is a small screwdriver.

Replace the Flange before you damage the bayonets of your lenses. Replace the Flange now, before one of your lenses drops out!

You know, an ounce of prevention...

This Flange is Original Dresden Equipment. This guarantees perfect fit and exact focus. Bayonet Lens Mounting Flange for Classic Exakta Stock No. 1929, \$12.50 + 75c Shipping Charges.

## 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.



## 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.

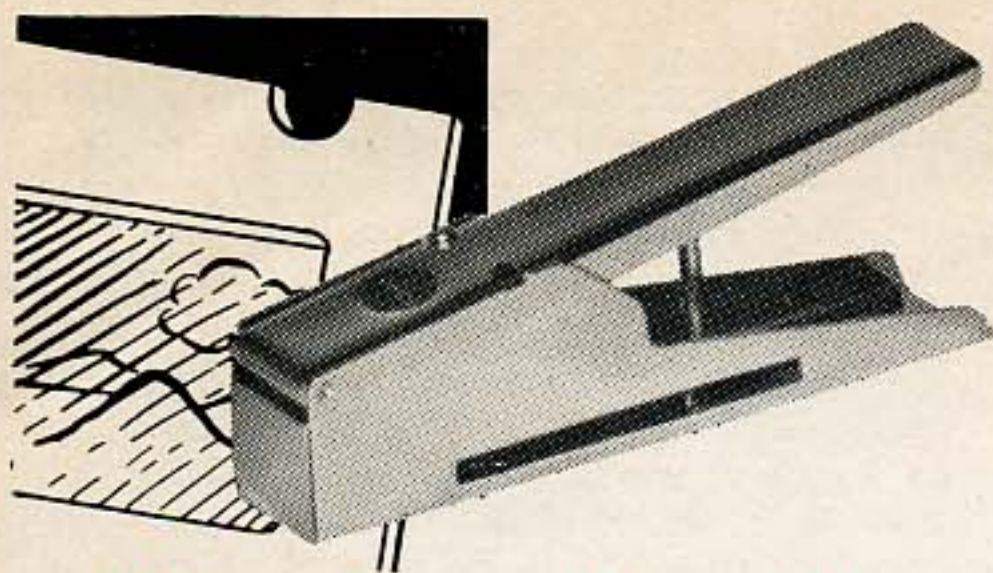
We can now supply corrective eyepieces which are a combination of your own prescription and the additional correction which is necessary to make them "work", to make the image in the finder wire sharp for your own individual eyesight.

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



## 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.**



## Anatomic Pistol Grip

Here is a newly developed, intelligently designed Pistol Grip. The main feature is the anatomically designed, deeply fluted, profiled non-slip grip handle. It molds right into your hand.

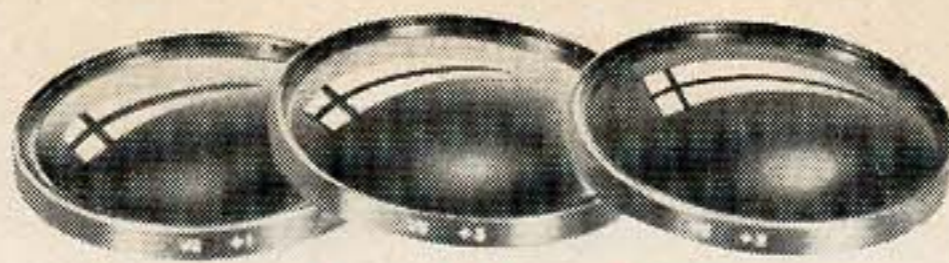
Other important features: Squeeze type trigger for rock steady shots. Trigger has Safety Locking Dial to prevent accidental exposures. Cable attaches to front or rear, to suit your preference. Cable Release included.

**Anatomic Pistol Grip, Stock No. 2029, \$8.95 + 45c Shipping Charges.**

### 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.**



## Combination Close-Up Lenses

The simplest and easiest way to take Close-Ups is with Auxiliary Close-Up Lenses which are placed in front of the prime lens. They permit a wide range of image ratios without extension tubes, without bellows, without special macro lenses. When used with automatic lenses, they do not interfere with the automatic operation of the lens. Best of all, they do not require any exposure increase or exposure compensation.

The Set consists of 3 Optical Close-Up Lenses, one each: Plus One, Plus Two, and Plus Three (1, 2, and 3 Diopters.) Their Mounts are threaded **front and back** which makes it possible to use them singly or in any combination. This means that, in addition to the basic Plus One, Plus Two, and Plus Three, the Set builds up to Plus Four, Plus Five, and Plus Six (4, 5, and 6 Diopters) giving you a tremendous variable range of Close-Up Ratios.

Set CU-7 fits any Series VII Filter Adapter. Set CU-49 screws directly into all lenses with 49mm front diameter (Pancolar, Xenon, Oreston, Curtagon, etc.) Each Set comes in a handsome Case.

**Combination Close-Up Lenses, Set of 3 Lenses. Case included: Model CU-7, for Series VII Filter Adapter, Stock No. 1860/07, \$12.50 + 85c Shipping.**

**Model CU-49 (49mm Screw-in Size) Stock No. 1860/49, \$12.50 + 85c Shipping. Also available in other Custom Screw-in Sizes. Write for prices, please.**



## Tiger Jaw Elevator Clamp Pod with Pan Head

For years we have been offering two different "pocket tripods", the Clamp Pod, and the Super Pod. Why another one? Because we want you to be able to select the one that is tailored to your needs. No more, no less.

The new "Tiger Jaw" Pod is the most versatile of the lot. It has everything you can possibly build into a clamp pod. The "Tiger Jaw" Pod is extremely strong and sturdy, steady as a rock. It has the unusual jaw width of three inches. You can clamp the unit to almost anything, be it a big or small pipe, a park bench, a car window, a table — anything flat, round or odd shaped. It has a Three-Way Panhead with extended locking handle. It has a Geared Elevating Center Column with folding crank handle. It comes with a strong wrist strap. It can be used as a hand grip, too. When not in use, it folds flat and compact, taking up very little room.

**Tiger Jaw Elevator Clamp Pod with Panhead, Stock No. 2028, a Great Buy at \$14.95 + 95c Shpg. Chgs.**



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

The Tygahde "Town and Country" Bag is beautifully proportioned and generously sized at 15X16X7 Inches. Tygahde 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. Tygahde 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.

**Tygahde "Town and Country" Equipment Bag, Stock No. 2079, Special Inventory-Reduction Price, only \$9.85 + 95c Shipping Charges.**

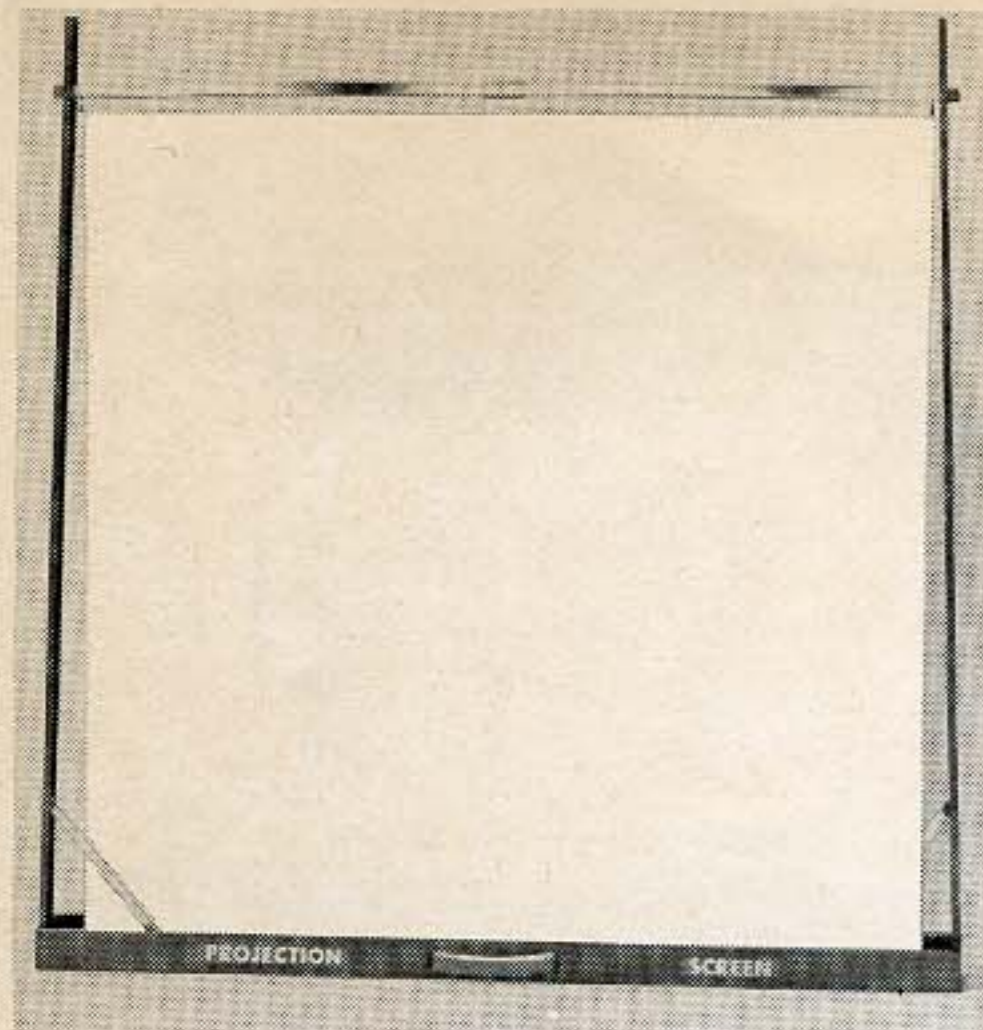
## TIGER® Inst-A-Dapters

A Solution to a Vexing Problem: How to use Custom Screw-In Accessories on Lenses with **Different Threads**. If your lens has a front thread of, say, 49mm and you have a fair selection of Accessories (Filters, Shades, etc.), all with 49mm thread. What happens when you buy a lens with 55mm Thread? No need to buy all new accessories because the new TIGER® Inst-A-Dapters will let you use your 49mm Accessories on your 55mm Lens. The Inst-A-Dapters are of special ultra-thin construction to avoid vignetting (cutting corners). Order **ANY COMBINATION** of male and female threads from 46mm to 58mm. The Stock No. is 1938, followed by 4 digits. The **FIRST** two digits denote the **MALE** Thread; the **LAST** two digits denote the **FEMALE** Thread. Example: You want an Inst-A-Dapter with a Male Thread of 49mm and a Female Thread of 55mm. This Combination adapts 55mm **ACCESSORIES** to 49mm **LENSES**. You order: Inst-A-Dapter Stock No. 1938/4955. **TIGER® Inst-A-Dapters, Stock No. 1938/----**, **\$3.95 each, plus 25c Shipping Charges**  
Any 3 for \$10.85 + 45c    Any 6 for \$18.00 + 50c

## Price Reduction on the World's Most Comfortable Equipment Strap!

Let's face it: the camera straps which the manufacturers give you these days are for the birds. I looked around for a serviceable strap and found a 2" wide ultra-comfortable, ultra-safe strap. It doesn't cut into your neck. It doesn't slip off your shoulder. It doesn't scratch your camera. And it's beautiful. It adjusts to any length and can be used as a neckstrap or a shoulder strap. It holds cameras, binoculars, gadget bags, etc. Beautiful Tapestry Design.

**Extra Wide Equipment Strap, Stock No. 1942/F, reduced to \$4.65 + 30c.**



## Super Bright Projection Screen

When you have seen one projection screen, you have seen them all, right? Wrong!

There has been a Major Breakthrough: an entirely new material shows your slides with a brilliance which is equal to increasing the light power of your projector four times.

For the second demonstration in our showroom we asked customers to bring some of their own slides, because during the first demonstration people were convinced that we were using special super bright slides. When people saw their own slides on the new screen, they were convinced. We overheard remarks like: "I had never really seen my own slides!" or: "Makes my old screen look as if I had been using a candle in my projector."

The unbelievable brilliance is only one feature of this new screen. Another feature is the complete choice you have in projecting your slides in the conventional manner (i.e. from the front) or using the Screen as a "Thru-View" Screen, projecting from the rear and seating your audience in front of the screen.

The colors of your slides are shown 100% true: the "color" of the screen (which is only .007 inches thick!) is absolutely neutral. (All other screens are either basically blue-white which gives your slides a "colder" look than you had intended, or yellow-white which muddies up the blue of the sky, etc.)

If you have been using a beaded screen, you know its disadvantages. Not only do the beads add an unpleasant graininess, they also restrict you how you seat your audience. People who sit at the side of the room will get hardly any reflected light from the screen (i.e. the imaginary line from the projector to the center of the screen.) The new Super Bright Screen lets you seat your audience anywhere in the room. Anywhere! The Viewing Angle is the widest ever developed for any projection screen and this unrestricted angle is good for front projection as well as rear projection!

While outstanding results are obtained when the room is darkened, the Super Bright Screen will perform remarkably well in non-darkened rooms which makes it ideal for Sales Presentations and for use in Classrooms. (We also have a special ceiling mounted model for permanent installation in classrooms, rumpus rooms, etc. This model rolls up instead of down. If interested, ask for details.)

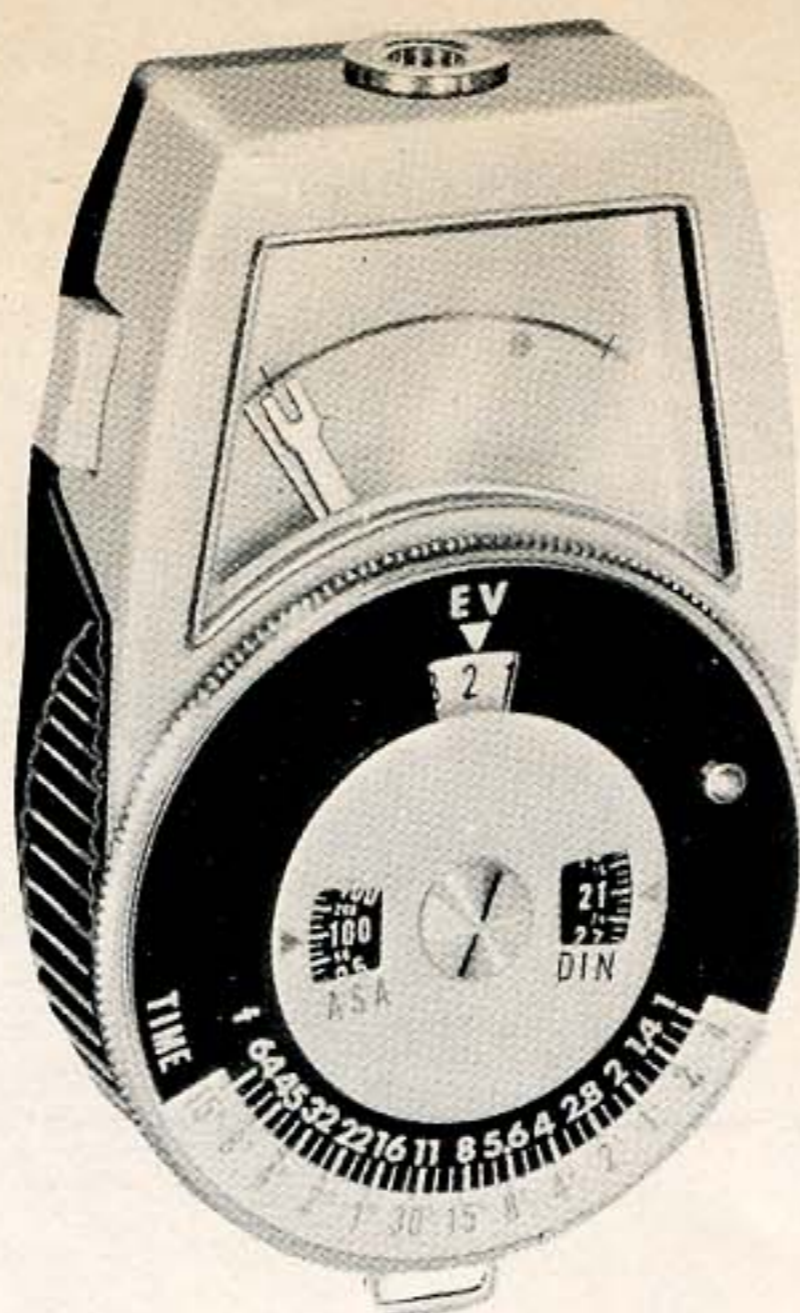
The Super Bright Projection Screen is a very respectable 40x40 Inches, yet it rolls up (by spring action) into its own self-contained Steel Case of 2'x4 1/2'x44" for storage in a small closet. The steel case opens into the base and the "frame" of the screen.

**Super Bright Projection Screen, Stock No. 1851, \$46.75. Shipping Charges \$4.65.**

**Super Bright Projection Screen, Stock #1851/L, \$46.75. Shipping Charges \$4.65.**

**Ceiling Mounted Model, Stock #1851/C, \$36.75. Shipping Charges \$3.85.**

**New: Home Size Model, 24" X 24", Self-Erecting (like #1851/L), Stock #1851/S, \$29.95 + 3.25.**



**My Camera has a Built-in Meter.**

**I don't need a Hand Held Meter.**

**Or do I?**

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

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

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) \$1.45. Case and Necksling \$2.50.**

## 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**



**Reduced!**

**Overstocked!**

**40% Price Cut on**

**Reprslide Slide Duplicator!**

The new Reprslide 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 Reprslide, even a special Flat-Field Copying Lens!

You attach the Reprslide 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.

**Reprslide Slide Duplicator, Stock No. 1838. Thousands sold at our regular Price of \$24.50. Now, during Inventory Reduction Sale, cut to \$14.70 + 1.35 Shipping Charges.**

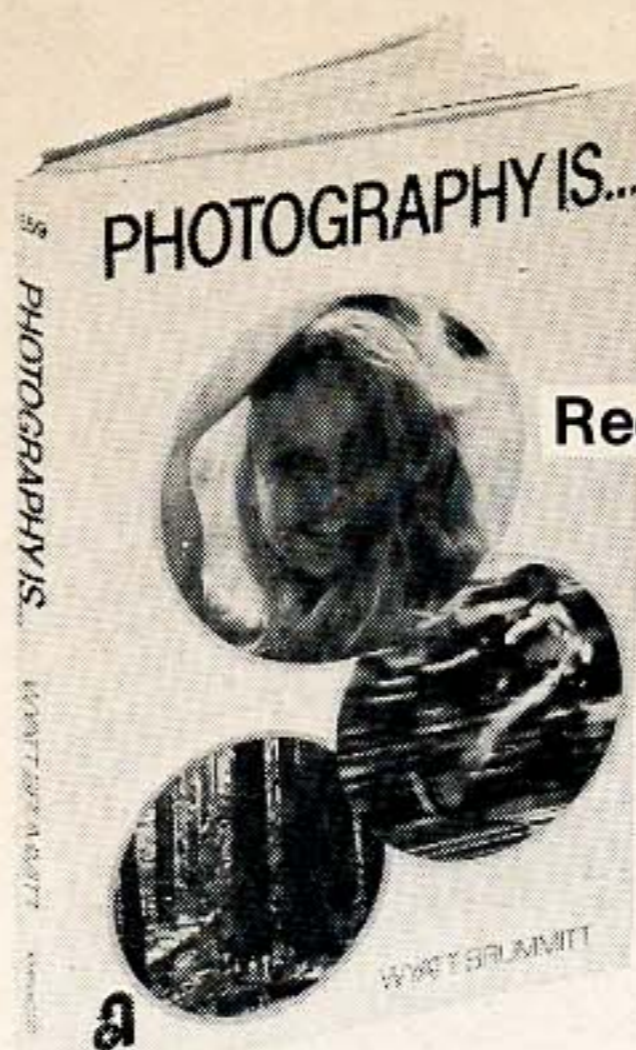


**Reduced!**

**German Super Size Magnifying Glass**

There are Magnifying Glasses and there are **Magnifying Glasses!** Some come from exotic places like Hong Kong, Taiwan, or Korea. Mind you, we have nothing against exotic places but when it comes to optical quality, we just happen to prefer Germany. And this Magnifying Glass comes from Germany. The Mount won the European Design Award. Of course, you don't magnify with the frame or the handle but a good positive grip adds to the usefulness of a Magnifier.

The lens has a focal length of 180mm and you can convince yourself of the optical quality by cutting an open circle of about an inch and a half in a sheet of black paper and using the lens to take a picture! You'll be amazed. (We did it!) The lens is plano-convex (i.e. Condensor Type) and is ideally suited for testing slides or negatives for sharpness, inspecting postage stamps or coins, reading small print, and 1001 similar (or dissimilar) applications. The large Four-Inch Width makes it especially useful. This is the best Magnifying Glass you can buy. **German Magnifying Glass, Stock No. 1959, was a Best Buy at \$8.95. We now offer the last 500 at the sharply reduced price of only \$5.65 + 30c Shipping.**



**Reduced!**

**40% Reduction:**

**The Best Book on Photography at a Give-Away Price!**

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 225 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:

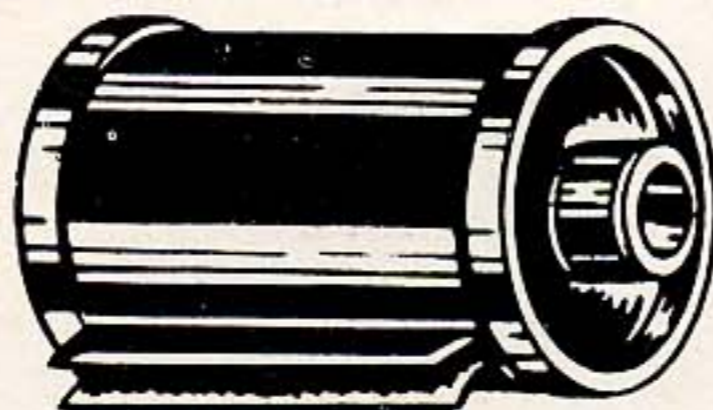
Good and Bad Camera Habits — Light and Lenses — Film — Developing — Exposure — Filters — Color — Enlarging — Portraits — Special Techniques — and many, many more subjects.

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 or sending for this Book, getting the same "tuition" at a tiny fraction of the cost.

We sold hundreds at our regular low price of \$9.95. To enable everybody to read this superb How-To Book we offer it during this Sale at absolute dealer cost!

**Photography Is..., Stock No. 2170, now at dealer cost, \$5.97 + 65c Shipping.**



**Reloadable Cassettes**

These are our famous GERMAN Reloadable Cassettes with Screw Top. You can save one hundred times the cost of the cassettes when you load your own film.

**Reloadable Cassettes, Stock No. 1954**

**10 for \$3.95 + 25c**

**25 for \$7.45 + 45c**

**100 for \$29.50 + 95c**

**Custom Darkroom Services**

The tremendous popularity of our Custom Color Services has encouraged us to offer a wider range of Custom Services. These include Giant Color Enlargements, Cibachrome Enlargements, V.P.S. and C.P.S. Developing and Printing, Black-and-White Custom Work. We even ventured into special services such as reproducing your best color shot on a T-Shirt or making a Jigsaw Puzzle from your favorite photograph. If you want the very best brought out in your pictures, use our services. We cannot give you rush service because we have no machines that take the original on one end and spit out the "finished" product at the other end. You must give us reasonable time to do the work. And we cannot give you Custom Work at the prices your local Super Market charges for "photo finishing". But we can (and do) give you the most beautiful pictures you have ever seen. Just ask the many steady Color Print Customers who again and again send us their most important work.

We have prepared a pamphlet describing our services with all the information, including prices. If you would like a copy, send a self addressed envelope and write near the lower left edge of the front: **Custom Darkroom Services.**

**Series VII Wide Angle Shade Cut 65% off Original Price**

Since a regular Shade would cut the corners of your picture when you use it with wide angle lenses, we have developed a Rectangular Wide Angle Shade. It, too, screws into our Series VII Filter Adapters. And it's on Special Sale right now!

**Series VII All Metal Rectangular Wide Angle Shade, Stock No. 1879, regularly \$7.95, now cut to \$2.78 + 30c.**



**The "VERDI" Gadget Bag.**

**An E.E.I.S. Bonus Buy.**

The Verdi Gadget Bag is generously proportioned: 16X11X6 Inches. The Heavy-Duty Top Zipper is 15 Inches long. There is also an inside pocket, a fold-up bottom plate, four bumper type feet, and a heavy-duty adjustable shoulder strap. All fitting are sewn as well as riveted. The four corners are re-enforced as are all "wear" points. The Bag is made of heavy gauge Virgin Vinyl, linen textured, and lined throughout. It is re-enforced with heavy-duty leather-like dark brown vinyl.

**With your purchase of other merchandise for \$10.00 or more you may add this fine bag to your order for only \$5.95 + 95c Shipping Charges. Order it as: Bonus Buy, Verdi Gadget Bag, Stock No. 1914.**



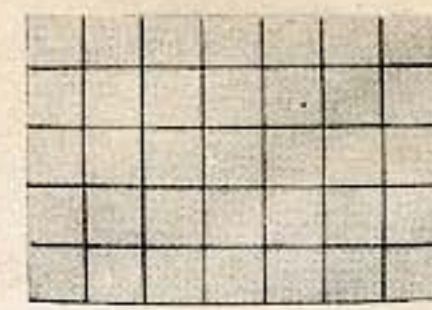
**28mm F2.8  
Automatic  
Wide Angle Lens**

Ultra sharp. Distortion-free. Ultra-Wide Coverage. Unusually brilliant Color Rendition. No internal reflection. One of those rare lenses. Available only for Exakta Twin TL and Exakta "42".  
28mm F2.8 Internally Automatic Uniphot Wide Angle Lens, Stock No. 1906, for Exakta Twin TL or Exakta "42" (specify!), excellent value at only \$89.50 + 1.45 Shipping Charges. Soft deLuxe Pouch 2.95.



**Last Call!  
Absolutely no more  
when these are gone!**

We have a handful of the famous Jena 35mm F2.8 Automatic Flektogon Wide Angle Lenses. If you always wanted one of them but never got around to ordering one, here is your very last chance!  
35mm F2.8 Automatic genuine Jena Flektogon Wide Angle Lens, Stock No. 1962, \$119.50 + 1.45. Deluxe Pouch \$2.95.



**Groundglass  
with Overall Squares**

Here is another important accessory on which we had almost given up. But we did receive a small supply. The Groundglass Insert with Overall Square (needed for lining up copy work) for the Classic Exakta (not for RTL) is offered on a first-come basis.  
Groundglass with Overall Squares, for the Classic Exakta, Stock No. 1973, offered at the old price of \$19.50 + 45c Shipping.



**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 Middleman, 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.

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Do not use	STOCK NUMBER	HOW MANY?	DESCRIPTION OF ITEM	SIZE (49mm, Ser. VII, etc.)	PRICE	Shipp'g Charges
			1-Year Subscription to EEIS (see Page 4)			

**Minimum Mail Order: \$5.00**

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The law requires us to collect State plus Local Sales Tax.

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**RETURN REQUESTED**



## When you trade Cameras, Trade Lenses, too

We're not saying that you **have** to trade lenses. You can use all your old lenses in the new Exakta Twin TL with the Adapter TW/CLA, but an **internally** automatic lens gives you a great deal of additional convenience and lets you use the new features of the Twin TL to your own greatest advantage.

In the previous issue of The Exakta News we introduced a new Twin TL Lens, the 135mm F2.8 **internally** automatic Varexon. Our long-time Exakta friends will remember the copyrighted Ihagee name "Varex".

The Varexon is a very highly corrected lens with all the features you expect: New Type Anti-Flare Coating, Focusing Range from Infinity to 50 inches, Internally Automatic Diaphragm which closes down to F/22.

As part of our tests we took a close-up picture of a blazing 100 Watt light bulb. The printing on the bulb ("General Electric, 100 Watt; 120 V.") was wire sharp on the film without the slightest trace of flare. Remember, we were pointing the lens right at the light itself, a far more severe test than any actual shot you will ever take with it. We therefore unconditionally guarantee the performance of this lens.

It is not available for the Classic Exakta or for the RTL-1000. It is available only to the lucky owners of the Exakta Twin TL (but you can order the lens also for the Exakta "42" which has the same thread as the Praktica or the Pentax).

Trade your old lenses. They are probably worth more than you think. For instance:  
135mm F2.8 **Internally** Automatic Varexon  
in exchange for preset 135mm Coligon \$44.50  
in exchange for preset 135mm Schneider \$37.50  
in exchange for automatic 135mm Steinheil \$19.50  
Of course, your Trade-in Lenses must be in good condition.

If you have nothing to trade, buy the lens outright. Remember, we are talking about the very latest **internally** automatic model:

**135mm F2.8 Internally Automatic Varexon Telephoto Lens, for Exakta Twin TL, Stock No. 1816/T (for Exakta 42, Praktica, or Pentax, order Stock No. 1816/P), truly a fantastic value at only \$59.50 + 1.35 Shipping Charges. DeLuxe Pouch, \$2.95.**



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

### Why?

Sooner or later you will want an up-to-date camera with internal lightmetering capability and all the other modern features of the new Exakta. If you trade right now, we can still give you a good trade-in allowance for your old

Exakta. We still have a ready market for rebuilt older Exakta models.

It stands to reason that this situation will not continue forever. If you wait much longer, two things will happen (we said will happen, not may happen): The prices on the new model will go up substantially and the value of your old model will go down. The longer you keep it, the more its commercial value will decline.

You can do one of two things: Send us your old camera for trade-in evaluation or request a tentative quote by describing your old camera in a letter. The better way is to send the camera because it gives you a firm quotation. Our previous offer to return your camera at our expense if, for any reason, you decide against trading, still stands. Quotations which we make without seeing your camera are subject to our inspection of your equipment. That's why we call such quotations "tentative."

We will accept your old lenses, too. Frankly, we need used equipment all the time. It's part of our business.

Pack up your old equipment and request an exchange quotation, telling us what you would like to order. We will inspect your equipment and make a firm exchange offer. As I said, you are under no obligation to buy anything. Even after you make the trade, we hold your equipment for 20 days because you have the right to change your mind. I know, of course, that you will not want your oldtimer back, once you see, handle and use the New Model!

Pack up your old equipment and start the ball rolling!

**Important Sale Notice.**  
All prices shown in this Special Issue are in effect **ONLY** during the Sale. They are not retroactive and are not in force after the Sale ends. Prices are good only on items currently in our inventory and are in effect **ONLY** as long as current stock holds out.

**Buried Treasures**  
Many New Items and many Terrific Buys are buried in the small print of this Issue.  
Don't miss a single new item! Don't miss the juiciest bargains! Read Every Word!

  
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