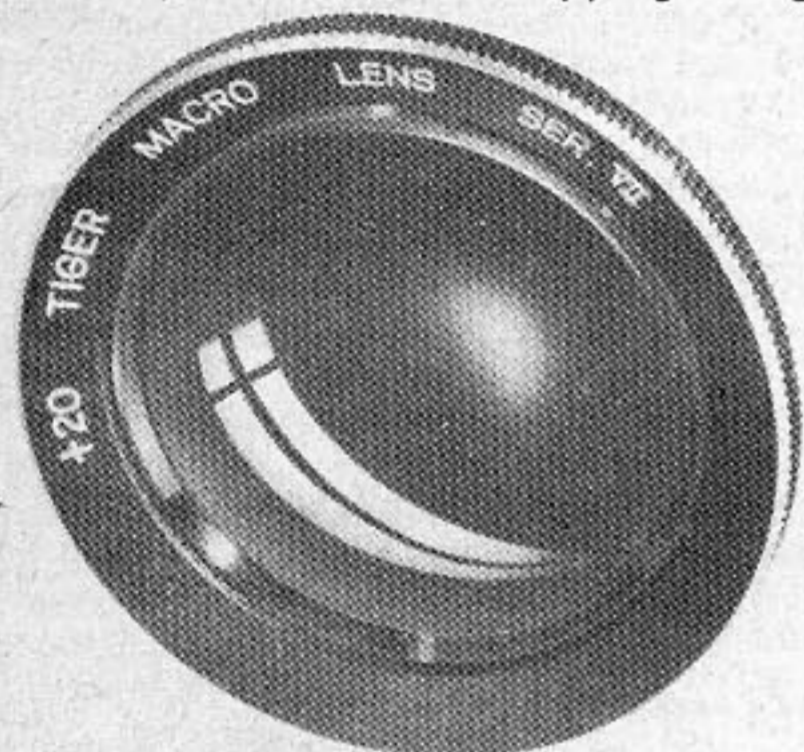


300mm F/4 Orestegor

We succeeded in finding a few 300mm F/4 preset Meyer Optik Orestegor Telephoto Lenses. They are not brand new but you could not tell them from new. They fit all Classic Exaktas and the Exakta RTL 1000. These are the 300mm Lenses of the same series as the 50mm Oreston and the 29mm Orestegon: Incredibly sharp, color corrected and snappy. They are the most desirable powerful telephoto lenses. Offer good as long as they last. Orders filled on first-come basis. Fair?

300mm F/4 preset Meyer Optik Orestegor, like new, Stock No. 2020, \$199.50 + 3.95 Same, not "like new" but in very fine used condition, \$159.50 + 3.95 Shipping Charges.



Special Offer Extended for this Sale: Buy the Plus Twenty Ultra Macro Close-Up Lens at our Regular Low Selling Price and

get the Plus Ten for ONE DOLLAR!

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) Lenses. 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 F8, it's really F8.

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 Twenty Ultra Macro Lens (state size wanted), Stock No. 2023, only \$12.45 + 45c Shipping Charges

Tiger® Plus Ten Macro Lens (state size wanted), Stock No. 1846, only \$1.00 if ordered at the same time as the Plus Twenty!

(Series VII "Filter" Adapter, state mm size, Stock No. 3005, \$4.95 + 25c.)

EXAKTA

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EQUIPMENT

INFORMATION

SERVICE

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Hard-to-Find Used Exakta Lenses First Come, First Served

28mm F3.5 Angenieux Wide Angle, Standard Diaphragm, very hard to find, \$57.50 + 1.65 Shipping Charges
100mm F2.8 Internally Automatic Meyer Optik Orestegon for Exakta RTL-1000, only \$109.50 + 1.65 Shipping Charges
Twin TL Owners, look: 135mm F3.5 Internally Automatic Schneider Kreuznach Tele-Xenar for Exakta Twin TL, fabulous buy at only \$99.50 + 1.85 Shipping Charges
200mm F4.5 preset Steinheil Tele-Quinar in original Chrome Mount, very scarce, only \$99.50 + 1.95 Shipping Charges
135mm F/4 Automatic genuine Jena Sonnar, during Sale only \$89.50 + 1.85 Shipping

Want to buy a Biotar?

Many customers are looking for the genuine Zeiss Biotar, the original 58mm F/2 Exakta Lens. Now we have a small quantity available. The faster you act, the greater your chances to carry off one of these fine lenses. We have two models: The preset one and the cocking automatic one. All are tested for optical and mechanical performance.

Used Zeiss Biotar 58mm F/2
Preset Model \$37.50 + 1.65 Shipping
Cocking Automatic Model \$47.50 + 1.65

55mm F1.9 Automatic genuine Steinheil Quinon

No, your eyes did not deceive you. We have a small quantity of the famous 55mm F1.9 Quinon lenses. All are in excellent used condition. We offer them at a first-come, first-served basis:

55mm F1.9 Automatic genuine Steinheil Quinon Lens, used, in excellent condition, only \$98.50 + 1.65 Shipping Charges

German 50mm F2.8 Fully Automatic Lens under thirty dollars...

This is the famous German Meyer Optik Gorlitz 50mm F2.8 Domiplan Lens which fits all Classic and RTL Exakta Cameras. It is fully automatic. Don't miss the opportunity to equip your camera with a fully automatic lens for less than thirty dollars! Good used condition.

50mm F2.8 Fully Automatic German Domiplan Lens, slightly used, \$28.50 + 1.65

Inexpensive, yes, but sharp: the 50mm F3.5 Zeiss Tessar

When you need sharpness, freedom from flare and internal reflection you go back to the basic lens design, the famous "Tessar Formula" by Dr. Rudolf. Never surpassed, never even equalled. It's really a very simple optical formula: Four elements, two of them cemented. Why, then, did it take Dr. Rudolf 24 years to arrive at the final formula? Because he did not settle for anything but perfection.

You may own some fast 50mm Lenses. They have their uses. Don't trade them in. But for those special photographs which demand excellent sharpness, unsurpassed color correction and distortion-free, crisp rendition, get yourself an F3.5 Tessar.

We have a small supply of 50mm F3.5 Zeiss Tessar Lenses in Exakta Mount. All are in very good condition. All are factory coated. We have them with standard diaphragm and with preset diaphragm. Since we do not have too many, it will be helpful if you indicate second choice on your order.

50mm F3.5 Zeiss (Jena) Tessar in Exakta Mount, used
with preset Diaphragm \$27.50
with Standard Diaphragm \$23.50
 Shipping Charges \$1.65 per Lens
 DeLuxe Pouch, new, \$2.95

World's Smallest 135mm Lens

About a quarter of a century ago the late Dr. Max Wirgin (then distributor of the Exakta) designed the "World's Smallest Telephoto Lens", a 135mm F4.5 beauty, all of three inches long, which he called Wirgar, in honor of his noble self.

In addition to being a fine lens the Wirgar has become a Collectors' Item. We have a few of them, all in very fine condition. First come, first served. Fair?

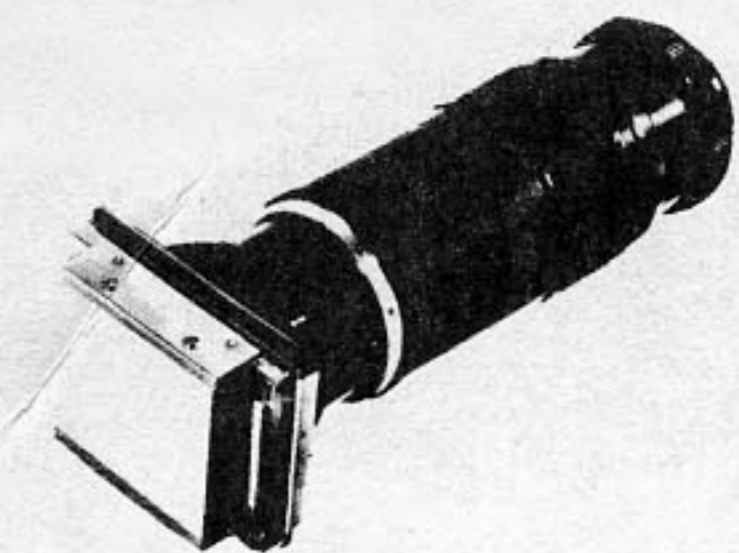
135mm F4.5 Wirgar Telephoto Lens, used, only \$39.50 + 1.45 Shipping Charges
 Pouch, optional, \$2.95

Pro-Pan-Pod, the Professional Unipod with Panhead

There are unipods and unipods. The Pro-Pan-Pod is the best unipod. Period. It costs a few dollars more than the flimsy ones which buckle when you put a 110 camera on them. The Pro-Pan-Pod is a professional accessory which really does the job:

- Anodized Finish
- Panhead with T-Slot
- Omni-Directional Head
- Single-Lock Handle
- Hand Strap
- Heavy-Duty 3-Section Legs
- Easy-Lock Height Clutches
- Bottom Rubber Tip
- 62 Inches Extended
- 26 Inches Folded

Yet all this sturdiness weighs only 2 lbs. **Pro-Pan-Pod, Stock No. 1898, excellent value at only \$19.95 + 1.85 Shippg. Chgs.**



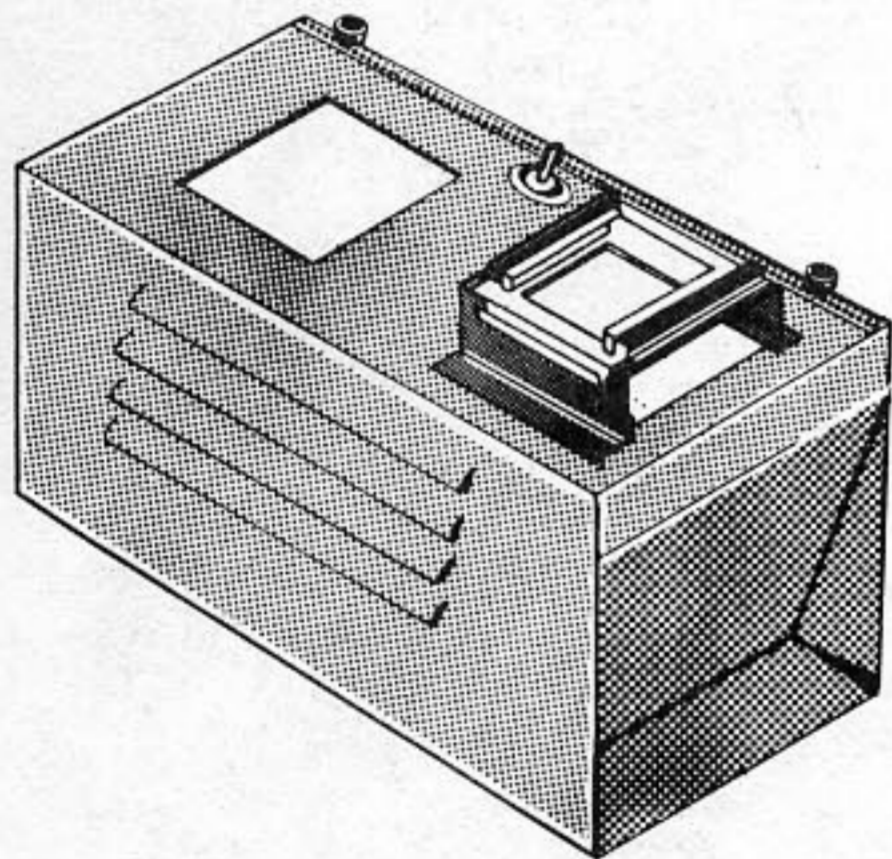
Zoom Slide Duplicator

The new 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. In fact, you have your choice of the following:

- Make an exact copy of your slide (1:1)
- Enlarge part of the original slide (up to 2:1)
- Select any part of the original slide to eliminate extraneous parts. Slides move up and down and from side to side in holder
- Enlarge half frame slides or 110 size (Pocket Instamatic) slides onto 35mm
- Use any light source, even Daylight!

Zoom Slide Copier, Stock No. 1820, only \$44.50 + 1.65 Shipping Charges



Simplex Slide Copier

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

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

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

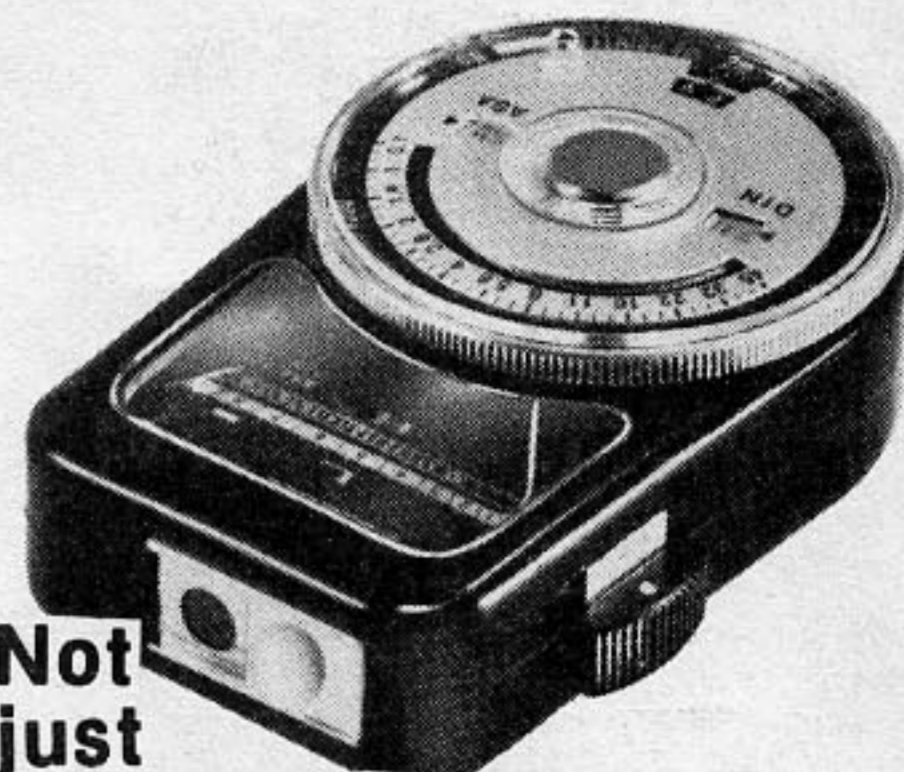
Simplex Slide Copier, Stock No. 1949, \$49.95 + 2.95 Shipping Charges

Inventory Reduction Sale

Yes, you are right: We usually run our Inventory Adjustment Sale earlier in the year. But there are reasons for the delay: The main reason was our indecision whether to run an Inventory Sale at all. The U.S. Dollar has been going down and down on the international market. This means that every time we receive a new shipment we have to pay a higher price for the same item. To say nothing of the Inflation Rate! Perhaps it would be economically sound to hold on to current inventories.

Much deliberation finally led to the decision to go ahead with the Annual Inventory Adjustment Sale. First of all, our customers expect it. Secondly, a lopsided Inventory never did anybody any good, even if the items eventually have to be replaced at a higher price. The cleaner and better-balanced our Inventory, the better we can serve our Customers. And the better we serve you, our Customer, the better it is for us in the long run.

The final decision was to run the Sale as usual, to reduce the prices on many items and to hold off increasing prices on many others. You know as well as we do that prices will go only one way: Up. Our sincere advice: Buy now. For the sake of your pocketbook, anticipate your needs and buy now. The longer you wait the more it will cost you.



Not just a "new" Meter but a Better One!

We sold over 3000 "Tiger" Meters because it was the best meter -- at the time. Now it has been overtaken by the new Deewon (D-1 to all you Starwar Fans). Greater Accuracy is achieved by a Dual Range Switch (Hi and Lo) and the Deewon gives you both Reflected Light and Incident Light Readings. It has a Zero Adjust Slot, too!

The most important "feature" of the Deewon is its uncanny accuracy. Watch the pointer go to the correct reading and stay there, unwaveringly. The other important features are:

- Reflected Light and Incident Light Readings
- High and Low Range Switch
- Shutter Speeds from 4 Minutes to 1/4000 second
- F/Opening from F0.4 (zero point seven!!) to F/45
- EV down to -4 (minus four: That's 5 values below EV-1!)
- ASA Film Speeds from 6 to 6400
- Movie Exposures, too: From 8 to 64 frames per second

Additional important features:

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

The Deewon Exposure Meter is the finest Meter we could find, a worthy successor to the old "Tiger" Meter.

Deewon Super Sensitive Electronic Exposure Meter, Stock No. 1995, \$29.95 + 1.65
Optional: Case, Necksling and Battery, \$1.95 if bought at same time as Meter.



"Jumbo-Slide" 35mm Slide Enlarger

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

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

You can use unmounted cut slides or negatives, film strips or mounted slides. Glass mounted slides need not be unsandwiched. The Jumbo-Slide comes with complete instructions.

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



Famous Rokunar Lenses Now Available For ALL Exakta Models

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.

When ordering, be sure to mention for which Exakta Model you want them.

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

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

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

38mm to 90mm F3.5 Fully Automatic Macro Zoom Rokunar, Stock No. 1982, \$249.50 + 9.85 for the Case and 2.65 Shippg.

200mm F3.9 Automatic Rokunar, Stock No. 1843, \$79.50 + 7.95 for the Case and 1.65 Shipping

300mm F5.5 Automatic Rokunar, Stock No. 1856, \$84.50 + 8.45 for the Case and 1.85 Shipping

When ordering the above Rokunar Lenses, be sure to mention the Exakta Model for which you are ordering them.

VIVITAR 2X Automatic Tele Converter

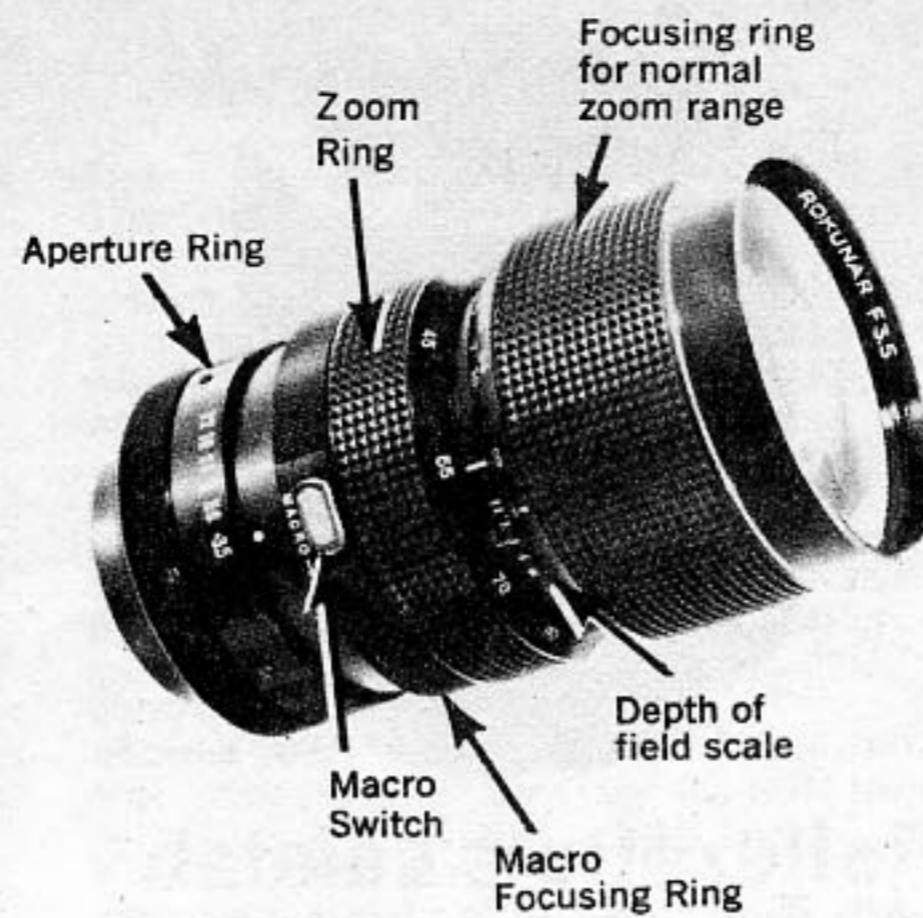
There are Tele Converters and Tele Converters. But there is only one BEST Tele Converter: The Vivitar®. Optically superb, the Vivitar® 2X Tele Converter doubles the Focal Length of all your Exakta Lenses. Automatic Lenses remain automatic, preset Lenses remain preset, etc.

The Vivitar® 2X Tele-Converter does not curtail the Focusing Range of your camera. It still focuses from Infinity to its closest focusing distance. It weighs less than five ounces and it adds barely an inch to the length of your prime lens. Yet it makes a 270mm Lens out of your 135mm lens, a 100mm out of your 50mm, etc.

Unless your camera has a Through-The-Lens Meter, you have to adjust the F/Stop. The Vivitar® Converter shows you (by means of a Rotating Diaphragm Converter Ring) exactly where to set your F/Stop, compared to the F/Stop of your Prime Lens alone.

To enable you to buy the Best, without paying more, we have reduced the price of the Vivitar® 2X Converter. The Retail Selling Price is \$39.95 plus Case. We have reduced the price and we will "throw in" the Case. Front and Rear Caps are provided to protect the Optics.

Vivitar® 2X Automatic Tele Converter for Classic Exakta Lenses, Stock No. 1950, complete with Case, Front and Rear Caps, only \$32.50 + 1.45 Shipping.



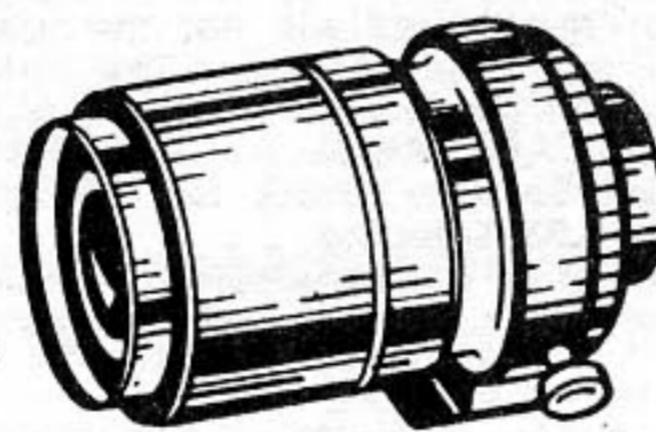
38mm to 90mm Multi Coated Automatic Macro Zoom Rokunar

The Macro Rokunar takes the place of a Wide Angle Lens, a "Normal" Lens, a Portrait Lens and a moderate Telephoto Lens, a Macro Lens and a Copying Lens. In its performance it is a true Rokunar; need we say more? Multi-Coated, of course. Read these impressive specifications:

- Macro Close-Up Focusing to 5" from front of lens
- Regular Focusing Range from 5 feet to Infinity
- 14 (fourteen!) Elements
- Multi Coated
- Fully Automatic Diaphragm F3.5 to F/22
- Compact: Only four inches long!

Let me add my own impressions after I used the lens on my recent photo vacation: The focus and the zooming are exceptionally smooth. The optical performance is superb and the color balance could not be improved, it's just perfect.

Multicoated 38mm to 90mm F3.5 Fully Automatic Macro Zoom, Stock No. 1982, \$249.50 + 9.85 for the Case and 2.45 Shippg. Be sure to state Exakta Model for which you are ordering the lens.



500mm Mirror Lens for ALL Exakta Models

Mirror Lenses use a ground and polished Mirror like astronomical telescopes. Since the optical rays do not have to pass through the mirror, lens faults are eliminated. Mirror lenses produce undistorted, wire-sharp brilliant images.

Since the light rays follow a "folded" path, the length of the lens is greatly reduced and since there are no thick glass elements, the lens is amazingly light in weight.

The new 500mm F/8 Mirror Lens comes with rotating tripod mount. It focuses from Infinity down to 10 feet!

500mm F/8 Mirror Lens, Stock No. 1948 (be sure to state camera model!) \$249.50 + 2.95 Shipping

Lens Case \$9.85. Sun Shade \$6.65.



135mm F2.8 Fully Automatic Schneider Tele-Iscaron

The Tele-Iscaron stands out for its solid construction, its precision mount, its beautiful ebony finish, and, most important of all, for its ultra-sharp correction. It is fully automatic, of course, with rotating Automatic/Manual Switch. It fits the Classic Exakta, the Exakta RTL-1000 and, with the Adapter TW/CLA (\$9.95) the Exakta Twin TL.

The Schneider Tele-Iscaron comes in a Deluxe Leather Case, the likes of which you haven't seen in a decade.

135mm F2.8 Fully Automatic Schneider Tele-Iscaron, Stock No. 2133, our regular low price \$99.50 + 7.85 for the Case. Now, during Sale only, \$89.50 + 4.85 for the deluxe Case. Shipping \$1.95



Best Selling Telephoto Lens Reduced During Sale

We sell more 135mm F2.8 Automatic Rokunars than any other Telephoto Lens. If you do not yet have one, we will give you a break during this Sale.

The 135mm Rokunar is available for the Classic Exakta and for the Exakta RTL-1000. For the Exakta Twin TL order the 135mm F2.8 Automatic Exaktar. For the Exakta 42 order the 135mm F2.8 Automatic Varexon.

135mm F2.8 Automatic Rokunar, Stock No. 2105, our regular low Selling Price: \$69.50 + 5.95 Case. Now, during Sale, \$59.50 + 3.95 Case. Shipping \$1.65.



Price Reduction on 50mm F1.8 Oreston Lens

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 4x5 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 3x5 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, reduced 25%, now only \$44.95 + 1.35 Shipping

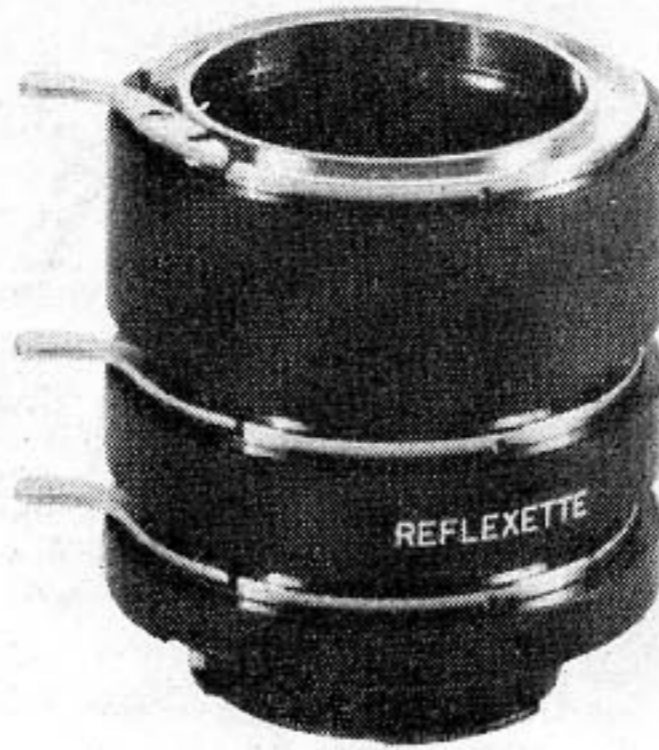
Also available: Above lens in slightly used condition, \$33.85 + 1.35 Shipping.

**Our Telephone Number is
(Area Code 212) 244 - 1150**

We have Three Lines:

You rarely get a Busy Signal

Company Policy: No Collect Calls



Reflexette's Lalatab

converts your 50mm F1.8 Oreston into the World's Sharpest Macro Lens.

If you now own a 50mm F1.8 Oreston Lens, you can convert it easily and inexpensively into the World's Most Highly Corrected Macro Lens (and if you do not own an Oreston, you can buy one now and save \$10.00 on the combination. Details below). Reflexette brings you the LALATAB, a new ingenious device which will make your Oreston do double duty. You can now extend its focusing range from Infinity to 1½ times life size **on the film!** Can't you just hear your audience gasp when you project these ultra close-ups on your screen!

The Reflexette LALATAB (an acronym for "Large as Life and Twice as Beautiful") comes in 3 sections. Each section is **complete with Male and Female Exakta Bayonet.** The Oreston Lens, without the LALATAB, will focus from Infinity to about 11 inches. With LALATAB Section One the range is from 11 inches to 5 inches and goes all the way down to 3½" with all three sections. Life Size (1:1) is obtained with Section 2 and the Oreston set at Infinity.

The LALATAB is the simplest and most ingenious Macro Device for the Exakta. It fits all Exakta Models. (With the Twin TL it requires the Adapter TW/CLA, \$9.95.) You may wonder why we mention only the 50mm Oreston. Couldn't the LALATAB be used with ANY 50mm lens? Of course, it can, but the results will not be quite so spectacular. The reason: The superior correction of the Oreston.

Reflexette LALATAB Macro Device, 3 Self-Contained Sections, Stock No. 1911, only \$19.50 + 1.35 Shipping

If you do not yet have an Oreston 50mm F1.8 you may buy a slightly used one for only \$33.85 + 1.65 Shipping Charges.

COMBINATION DEAL
LALATAB Macro Device plus slightly used 50mm F1.8 Oreston, Special Combination Deal, Stock No. 8874, unbelievably low priced at only \$42.29 + 1.85 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 Series VII Adapter (state diameter of your lens in mm) \$4.95.

Instruction Folio "Perfect Close-Ups Every Time"

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

- A few of the subjects treated:
- Macro Photography, a New World
 - Lenses Best Suited for Macro Work
 - What Focal Lengths to use, and why
 - Macro Lenses
 - Tubes, Bellows or Close-Up Lenses?
 - How to Light Close-Ups
 - Correct Exposures without a Degree in Mathematics

and so on...
Close-Up and Macro Work are the most rewarding types of Photography. If you love to do Close-Up Work (and who doesn't?) you cannot be without this new Instruction Folio.

Instruction Folio "Perfect Close-Ups Every Time" by Binno Garasu, Stock No. 1986, \$2.75 + 25c Shipping Charges



Meet Maxine...

The great success of Max, the Automatic Thyristor Bounce Strobe, has encouraged us to introduce his Sister, Maxine. Formally known as Maxwell 505-C Automatic Electronic Bounce Strobe Flash. But who wants to be formal? Let's stick to the name Maxine.

Maxine differs from Max in her circuitry: She has a non-thyristor circuit. She is fully automatic and, like her Brother Max, can be used both automatically and with override. Set for automatic operation she will expose your pictures correctly, doing her own computerized figuring.

Maxine can be used with her built-in Hot Shoe or with her detachable camera synch cord (supplied). She has an Open Flash Button, too.

Maxine's Head rotates a full 180 degrees and her Mounting Base rotates 90 degrees. This gives you an unlimited number of positions: Full up to full down and straight ahead with all angles in between and full side left to full side right and straight ahead with all angles in between.

Maxine does not have quite the brawn of her Brother Max but she has a very respectable Light Output: GN90 for ASA 100. And what do you feed her? Four Alkaline Batteries will keep her happy and purring.

Maxine Automatic Bounce Strobe, Stock No. 1858, only \$39.50 + 1.95 Shipping. Alkaline Batteries, Set of Four, \$2.99

A Strobe called Max

The formal name is PF-70T Professional Automatic Thyristor Bounce Electric Flash. But we don't stand on formality. Just call this new electronic marvel Max.

Max, because of **Maximum Light Output**
Max, because of **Maximum Ease of Operation**
Max, because of **Maximum Versatility**
Max, because of **Maximum Value**

Let's take them one at a time:

Maximum Versatility: Shoot with the light straight ahead for full light impact. Shoot with the rotating head pointed straight up (ceiling bounce), pointed at any "up" angle (wall bounce), pointed at any "down" angle, even straight down (floor bounce). And you can swivel the head horizontally, too, in a 90-degree arc, with click stops at every ten degrees!

And we give you, without extra charge, a Flash Bounce Reflector to make you independent of walls or ceiling.

Maximum Ease of Operation: Fully Automatic Electric Eye Exposure. Just focus, compose, shoot. Automatic can be turned off for manual override.

Maximum Light Output: With ordinary ASA 64 Color Film your Guide Number is an almost-incredible 110. No, we are not talking about the new ASA 400 films but about regular Ektachrome 64. Now you know what we mean by Maximum Light Output!

Maximum Value: Total up the features: Thyristor Circuitry, Horizontal and Vertical Swivel Head, Automatic and Non-Automatic Exposure, High Power Light Output, Bounce Reflector and Bracket, Off-Camera Open-Flash Button, Detachable Cord, Upright Design. This Professional Strobe Gun should easily be worth \$125.00 in today's market. Right? Right! But look at the price at which you can buy it:

"Max" Professional Thyristor Strobe PF-70T, Stock No. 1817, incredible value at only \$59.50 + 2.95 Shipping Charges. Alkaline Batteries (4 required)

Set of 4, \$2.99

And now: Free Bracket with every "Max" Strobe. No need to request it. We include it with the unit.

Maxette, the new World Wide Strobe

Here's a new member of the Maxwell Strobe Family for those who do not need the extra features of Max and Maxine. We have dubbed her "Maxette". She does not have automatic exposure control and only 2-way swivel (horizontal and vertical). But she has something the other two do not have: You can use her with 2 Alkaline Batteries or from an Electric Outlet **anywhere in the World** because she can be switched from 100/120 Volts to 200/240 Volts. The AC cord is included. She has a Hot Shoe and a PC Cord, a Rotary Aperture Calculator, and an Open-Flash Button. The Guide Number is an honest 74 for ASA 100. A true member of the Maxwell Strobe Family. Low priced, too!

Maxette Strobe Flash, Stock No. 1865, an excellent Strobe for only \$24.50 + 1.45 Set of 2 Alkaline Batteries \$1.59

Overstocked: Rolleiflex Automatic Strobe Flash

It happens to the best of us: We buy more of a certain item than we sell. This time it's the Rolleiflex Automatic Computer Strobe Model 100XLC.

This strobe unit automatically adjusts the light for correct exposure with a Guide Number of 46 for ASA 100. A fine unit, engineered and guaranteed by Rolleiflex. Our regular price, complete with Hot-to-Cold Shoe Converter was \$30.40, certainly good value for an automatic name brand Strobe. As I said, we have too many and we will give you a 35% Discount during this Sale and as long as our current stock lasts. First come, first served and no rain checks.

Rolleiflex Automatic Strobe Flash Model 100XLC, complete with Hot-to-Cold-Shoe Converter, Stock No. 1827, instead of \$30.40 only \$19.95 + 1.65 Shipping Alkaline Batteries, Set of 2, \$1.59

Potluck Strobe Guns for \$12.95 each

Every Camera Store accumulates Strobe Flash Units of various makes and types. We are no exception. Small quantities of specific models cannot be advertised individually. We lumped them all together and sell them as "Potluck" Strobe Units. All are new and good makes such as Rolleiflex, Sunpak, Aetna, Honeywell, etc. You cannot specify brands, models or types but you can (in fact, you must) tell us whether you want your Strobe Flash to fit a camera with Hot Shoe (Twin TL, 42, etc.) or a camera with plug cord (Classic Exaktas, RTL-1000, etc.).

"Potluck" Strobe Flash Unit, Stock #4441, Inventory Reduction Price, \$12.95 + 95c 2 Alkaline Batteries, optional, \$1.59.

Accessory Shoe for Classic Exakta

The Factory "temporarily" stopped making the Original (Dresden made) Accessory Shoe for the Classic Exakta. We do not know what they mean by "temporarily" but the fact remains that no new Accessory Shoes have come out of Dresden in a long time.

We were able to obtain a small quantity from a European Distributor. We bought them in spite of the relatively high price. When these are gone there is no source left. If you want one, order it as soon as possible. In fairness to everybody we fill all orders on a first-come basis.

Original Dresden Accessory Shoe for the Classic Exakta, new, Stock No. 1921, \$8.95 + 35c Shipping Charges

We have a few used Classic Accessory Shoes, independent make, at \$4.95 + 35c. When we say "a few", we mean just that...

Shield-and-Shoe

Is it a Flash Cup? Is it an Eye Shoe? It's an eyecup and a flash accessory shoe in one! Why such a hybrid? Because both the Flash Accessory Shoe and the Eye Cup attach to the "window frame" of the pentaprism and if you attach one, there is no place to attach the other. Until now, you had to make a choice: Either you attached the eyecup OR the accessory shoe. It was not possible to use both at the same time. Of course, you need both the eyecup AND the accessory shoe AT THE SAME TIME. Seymour's to the rescue! Here it is, the new "Shield-and-Shoe". It combines the Eye Cup and the Accessory Shoe in one single attachment.

Shield-and-Shoe Combination Eyecup and Accessory Shoe, Stock No. 1969, \$5.95 + 65c

How to use "Hot Shoe" Strobes with Classic and RTL Exaktas

Yes, my friends, there is a way to use the new Hot Shoe Strobes (the ones that do not have a cord) on your Classic Exakta and on your Exakta RTL-1000. This new Device has a Hot Shoe which makes contact with the strobe gun and a cord which plugs into the strobe contact of your camera. PC Fitting. A very clever reliable piece of equipment. Made in Germany, of course. **Hot Shoe Adapter with PC Cord, Stock No. 1864, \$4.95 + 35c Shipping.**

Combination Price:

Shield-and-Shoe Accessory Shoe (#1969) plus Hot-Shoe Adapter with PC Cord (#1864), BOTH for \$9.85 + 55c Shipping.



Eyelevel Prisms for Classic Exakta reduced for this Sale

Original Dresden-made Prism. Brand new! Fits all Classic Exakta Models (V, VX, VXIIa, VXIIb, VX-1000, VX-500). You have your choice of MicroGrid or Split Image Insert. Tell us which Insert you want or leave choice to us.

Eyelevel PentaPrism for Classic Exakta, complete with Focusing Insert, Regularly \$49.50. During Sale, brand new, \$42.50. Shipping \$1.65.

Used Prisms for Classic Exakta

Same as above, used, complete with Focusing Insert

Class I, excellent condition, Stock No. 2037/I \$36.50 + 1.65 Shipping

Class II, good used condition, Stock #2037/II \$29.50 + 1.65 Shipping

Case for Prism

We were able to buy a quantity of slightly used (but very good) Leather Cases for the Classic Prism. The Case will take the Waistlevel Finder interchangeably with the Prism Finder.

Case for Prism Finder, slightly used, Stock No. 2037/C, \$2.95 + 45c Shipping.

50% off on Combolite Focusing Screen

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

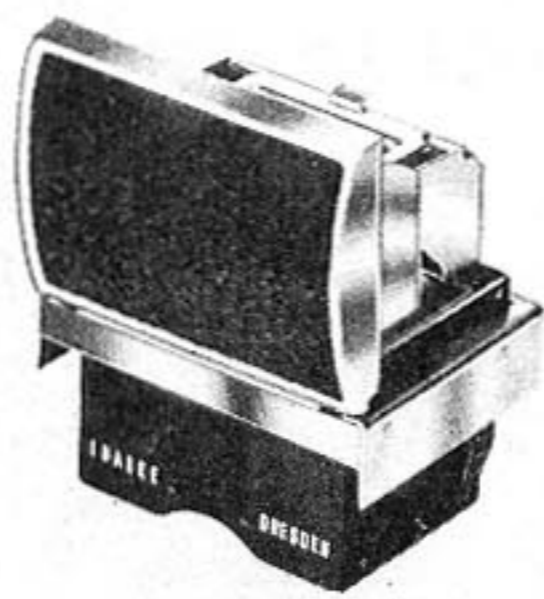
1. a Fresnel Viewing Screen,
2. a Circular Finegrain Groundglass,
3. a Split Image Rangefinder,
4. AND a MicroGrid!

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 Groundglass? 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

50% off on Combolite: During Sale, only \$8.75 + 35c Shipping

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



Model N Waistlevel Finder

We received a small supply of brand new Model N Waistlevel Finders. This is the model with interchangeable Focusing Inserts.

Model N Hooded Reflex Finder ("Waistlevel" Finder) for the Classic Exakta, brand new, less insert, Stock No. 1955, while they last, \$29.50 + 1.35 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



Slightly Used Hooded Reflex Finders

You know the advantages of the Hooded Reflex Finder: 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.

Model C Hooded Reflex Finder ("Waistlevel" Finder) for the Classic Exakta, excellent used condition, Stock No. 1809, \$19.95 + 1.25 Shipping Charges.

Slightly used Case for Waistlevel Finder (will take Prism interchangeably), only \$2.95

Original Ihagee Focusing Inserts

Sometimes the roundabout way is the surest (if not the shortest) way: With the help of the Belgian Dresden-Exakta Distributor we were able to get our hot little hands on a small quantity of Original Dresden-made Split-Image Inserts for the Classic Exakta. These Extenar® Glass Inserts have the two small glass prisms cemented at angles into the center of the groundglass. Ground and assembled with the precision of a lens these glass inserts assure greater accuracy in focusing.

We have only a small number of these precious Inserts. If you want one, please do not wait. They will go fast!

Original Extenar Dresden-made Split Image Glass Inserts for the Classic Exakta, Stock No. 1984, \$18.80 + 95c Shipping

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 Groundglass? 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

BONUS SPECIAL:

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

Combination Insert: Fresnel 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 + 35 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".)

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



Let Your Camera Hobby Support You!

Well, perhaps you would not expect it to support you, but you wouldn't really mind if it supported itself, would you?

Here is a Folio which shows you how you can make your camera earn money for you. The plans which are described in this Folio are proven money makers. This Folio is not "Literature". In straightforward language the author guides you with advice how to exploit this wide-open market. No frills, no fillers, nothing but plain, clear, honest instructions, straight from the horse's mouth!

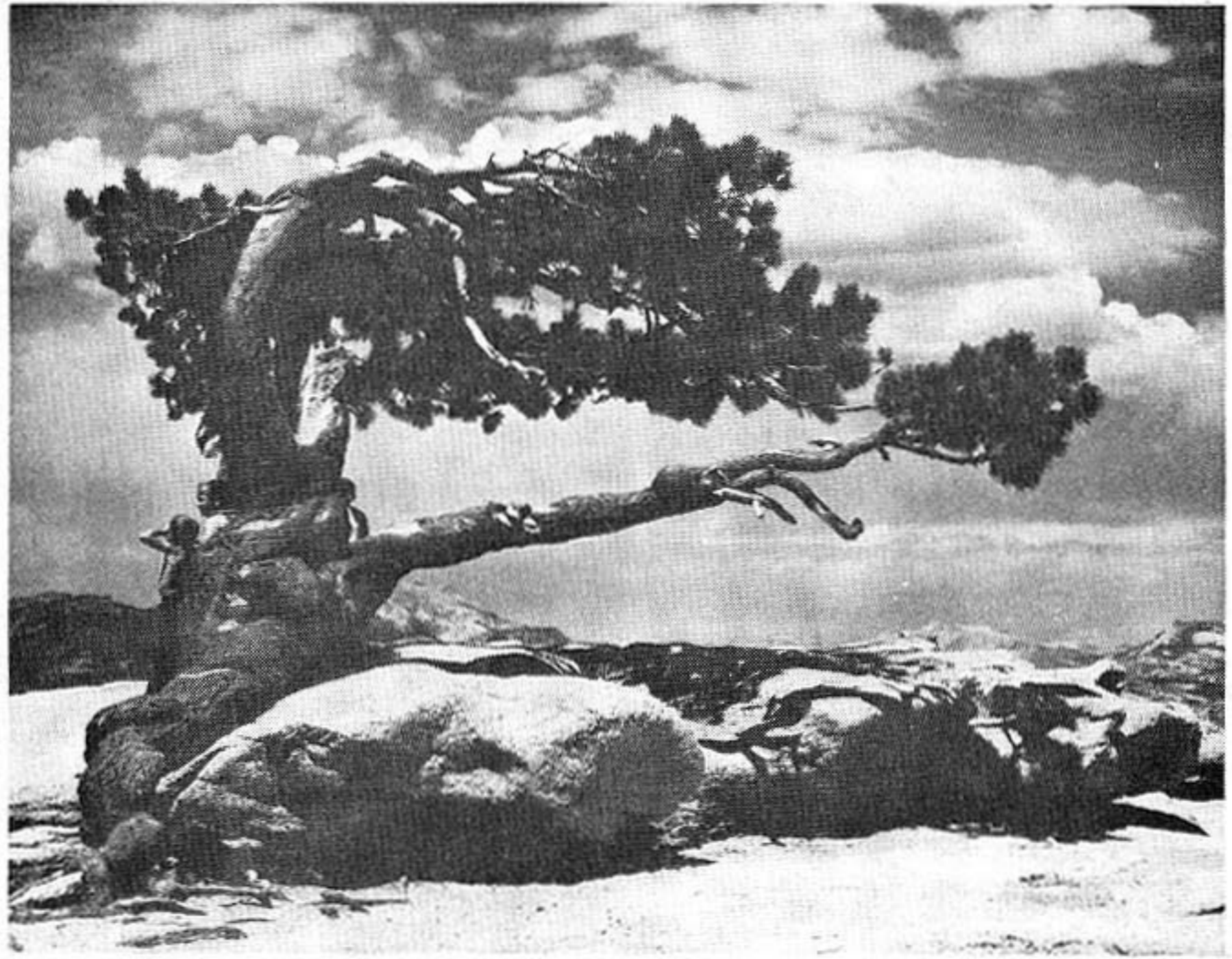
One of the most useful parts of the Folio is the "Photo Markets Guide", an extensive list of approximately 300 Names and Addresses of Purchasers of Photographers. The List is arranged for easy and accurate reference. Also given are details about requirements, prices paid, and clear instructions how to present your photographs and how to get them sold.

How up-to-date is the list of markets? Unlike printed lists (which cannot be updated), this Folio is being updated all the time. This can be done because the Folio is mimeographed and is being changed whenever conditions or markets change.

The Folio is called **CAMERA PROFITS** and is sold as Information: Plans How to Make Money With Your Camera, Information How to Submit Your Pictures, List of 300 Companies to whom you can submit your photographs. The List is arranged by Subject and Type of Pictures Wanted, and the Price Range is clearly indicated for every Buyer.

You could not compile the information contained in this Folio if you spent hundreds, perhaps thousands, of Dollars. Yet, you can obtain it, ready to use and cash in, for so little:

CAMERA PROFITS (Information Folio),
Stock No. 2146, only \$2.00 + 25c Shipping
(Since this Folio is sold solely for the information it contains, it is not returnable.)



We now make only Exhibition Quality Color Enlargements

The enthusiastic comments about our Exhibition Quality Color Prints have taught us one thing: If a picture is worth enlarging, it is worth the best work. We have dropped all other Color Services and will, from now on, make only Exhibition Quality Color Prints.

Over 70% of our Color Orders are now Repeat Orders! We must be doing them exceptionally well. In all modesty: We do! Exhibition Quality Prints are the finest Enlargements you can get. Every finished print is judged three times for perfection. If it is at all possible to improve it, it will be done over (regardless how many times) before you get to see it.

Every Exhibition Print is hand mounted on beautiful heavy Art Stock.

8x10 Prints are mounted on 11x14 Stock.
11x14 Prints are mounted on 16x20 Stock.
16x20 Prints are mounted flush; otherwise they would become too unwieldy.
Every finished Exhibition Quality Print is

matte sprayed for a velvety surface. The most breathtakingly beautiful pictures emerge from your little slides. Please understand: **Positively no Rush Orders on this Type of Work!**

Exhibition Quality Color Enlargements
(Quantity prices are good for same or different originals)

8x10, mounted on 11x14 Stock:
One Print \$14.50 + 2.00 Shipping
2 or 3 Prints, each \$11.85 + 2.00 (Total)
4 to 9 Prints, each \$9.85 + 3.00 (Total)
10 or more Prints, each \$7.95 + 3.00 (Total)

11x14, mounted on 16x20 Stock:
One Print \$18.50 + 3.50 Shipping
2 or more Prints, each \$14.90 + 3.50 (Total)

16x20, mounted flush on 16x20 Stock:
One Print \$28.50 + 3.50 Shipping
2 or more Prints, each \$24.00 + 3.50 (Total)

Remember: Quantity Prices are good for same or different originals.

Giant Grab Bag of Used Items. 25c per Item!

Filters, Shades, Lenses, Straps, Accessories, Filter Adapters, Flanges, Leather Cases, Bracket, Reflectors and the Flotsam and Jetsam that a well-established Camera Store is heir to.

We have assembled these Grab Bags, 20 Items per "Pack". Nobody can predict what you will find. You may buy as many Packs as you like. Every one is a veritable Gold Mine!

Grab Bag Pack, 20 Items, \$5 each Pack plus 95c Shipping.

Buy as many "Packs" as you like. We fill orders as long as our supply lasts. Final Sale, of course. No exchanges or returns at this price!

Wire Wound Cable Release at 25c on the Dollar

We are overstocked on 10" All-Metal Wire Wound Cable Releases and must reduce our inventory quickly. We now give you 4 for the price of one! The offer is good while supply lasts.

These are the professional type heavy-duty Cable Releases with rubber grommet and locking device. Extra long thrust. Virtually indestructible. Absolutely the Best.

Wire Wound Cable Release, Stock No. 1810,
regular price \$2.95. Now 4 (yes, four!)
for \$2.95. Shipping 45c.

What's a Tilt-O-Pan?

The "Tilt-O-Pan" is a Universal Omni-Directional Tilt and Pan Head, usable with tripods, copy stands, table tripods, etc. It permits you to place your camera at any angle in any direction.

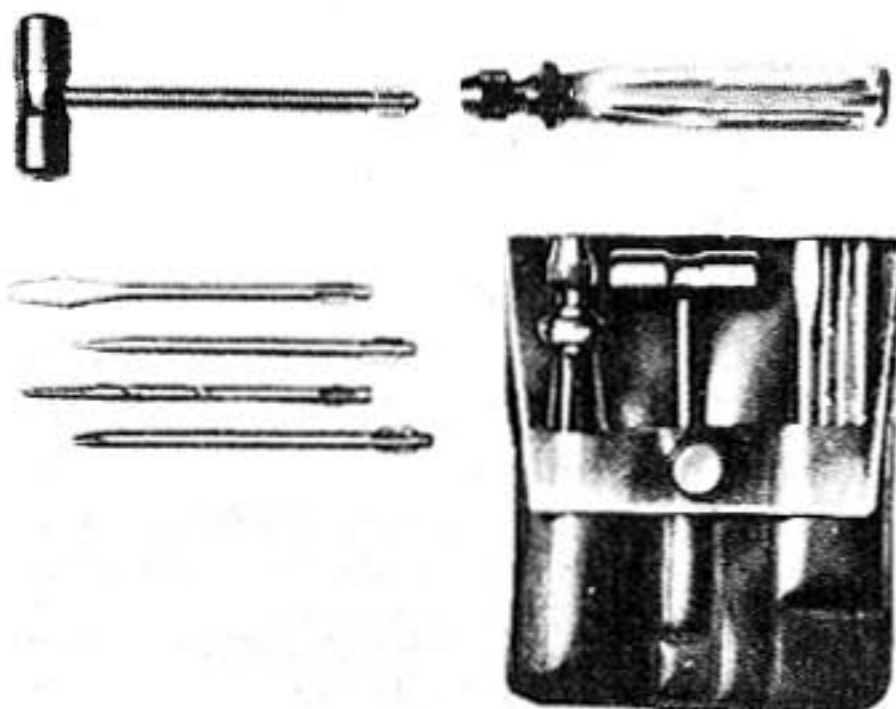
All-Metal Ball-and-Socket Construction (do not confuse with the cheaply-made Hong Kong plastic imitations which you see in many stores). Large knurled camera support disk adjusts to the depth of your camera socket. Rubber insert protects your camera from scratches and prevents slipping. Large "Butterfly" Locking Handle.

Tilt-O-Pan Head, Stock No. 2042, Regular low Selling Price \$5.45. Now, during Sale, reduced to \$2.95. Shipping 45c.

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



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 \$1.95 + 25c Shipping

Free Repair Estimates

We know that most camera service places make a charge for their repair estimates "to be applied to the charges if you authorize the repair". We do not really blame them because an estimate entails work and time and, to coin a phrase, time is money. But we still think (as we did in 1948!) that a customer should receive an estimate without charge. If he does not want the work done, he should not be made to pay.

If your Exakta Equipment needs Service, proceed as follows: Attach a tag to the equipment giving your full name and address, including ZIP and stating briefly (briefly!) what is wrong. Mark the tag "Estimate Only". Send the package insured to: Seymour's-Exakta, Service Department, 350 W. 31st Street, New York, N.Y. 10001. Important: Mark the package on the outside: "First Class Mail Enclosed" and add single letter postage to the parcel post charges.

You will receive an exact Estimate free of charge and without any obligation on your part.

Custom Size Screw-in Front Lens Caps

Protect the Front Element of your lenses from scratches, finger prints, rain, dust, etc. Order as Stock No. 1996/ followed by the mm size of the lens. 49mm will be: 1996/49. (Give the diameters, NOT the focal lengths of your lenses!)

Screw-in Lenscaps, Stock No. 1996/--
46-49mm \$2.35 + 35c Three for \$5.95 + 45c
52-58mm \$2.95 + 35c Three for \$7.45 + 45c
60-77mm \$3.95 + 45c Three for \$9.95 + 65c

Lens Shades Custom Screw-in Sizes

Are you tired of the junky molded plastic shades you see all over? We bring you precision machined ALL-Metal Lens Shades which really protect your lens from stray light. The Shades are available in all popular sizes. Please order as Stock #1813/ followed by the mm size: 49mm is 1813/49. (Give the diameters, NOT the focal lengths of your lenses!)

Custom-Size Screw-in Lens Shades:

46mm to 52mm \$3.95 + 25c
54mm to 58mm \$4.95 + 30c
60mm to 68mm \$5.95 + 35c

Special, during Sale: Buy any 3 assorted and deduct 20% from prices!

Body Dust Caps

Protect the inside of your camera from dangerous fine grit. Protect the delicate mirror. Cover up the front opening of your camera with a Body Dust Cap!

Body Dust Cap for Classic and RTL Exaktas, Stock No. 2106, \$2.95 + 25c.

Body Cap for Twin TL — not yet available.

Body Dust Cap for Exakta 42 (also fits Praktica, Pentax, etc.). Stock No. 2107, \$2.95 + 25c.

Rear Lens Caps

Protect the inside of your precious lenses from grit, dust and dirt. Our caps fit securely on the camera end of the lens.

Rear Lens Caps for Classic and RTL Lenses, Stock No. 1998, \$2.95 + 25c. Three for \$7.85 + 35c.

Rear Lens Caps for Twin TL Lenses not yet available.

Rear Lens Cap for "42" lenses (also fits Pentax Lenses, Praktica Lenses, etc.), Stock No. 2101, \$2.95 + 25c. Three for \$7.85 + 35c.

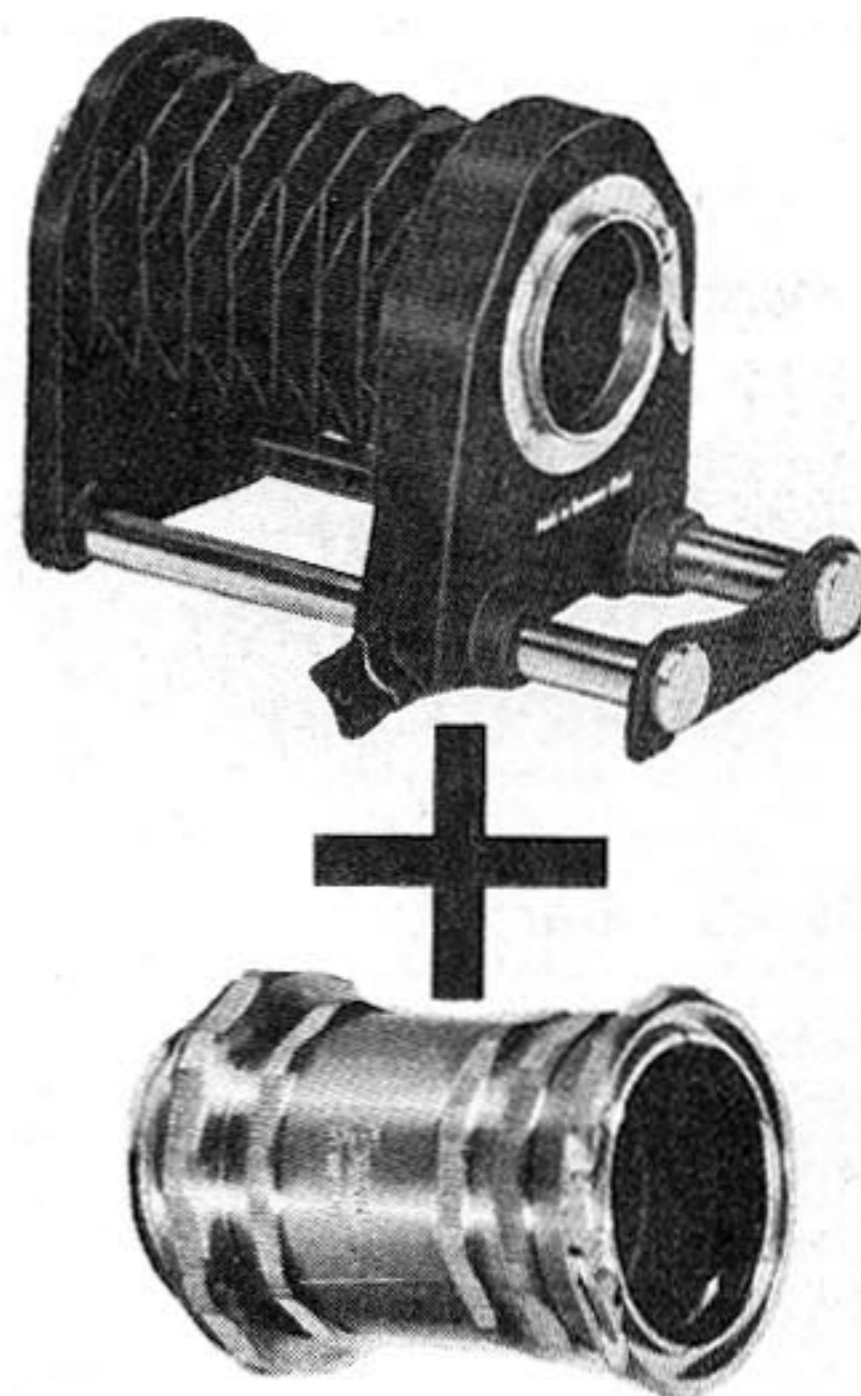
Like to experiment?

We would like to offer you Focusing Inserts of various kinds "as is" to play around with. Some are new, some are used, some are scratched, some have other flaws. Some are Split Image, some are Micro Grids, some are glass, some are plastic, some have groundglass surface, some are clear and some may be different from any insert you ever saw. You never know what's in a package. Neither do we!

They are certainly not first quality but they make excellent "experimenter's toys". We have pre-packaged them in lots of ten. At the price you can easily afford several Ten-Packs.

They carry no guarantee and they are not returnable for any reason. You buy them cheap and you buy them as is. But you will certainly get your money's worth of fun out of them!

Ten-Pack of "As Is" Inserts for the Classic Exakta, Stock No. 112/IX, Final Sale at \$8.95 (for all ten!) + 85c Shipping



Combination "Deal" Ihagee Bellows and Ihagee Tubes

Did I hear you say: "If I get the Bellows, I don't need the Tubes"? Pardon me for contradicting you: You are wrong. Let me quote from Binno Garasu's Folio "Better Close-Ups Every Time": The extension of a bellows usually starts where the tubes leave off. Owning both Tubes and Bellows is therefore no extravagant luxury." In other words, you need both. Combination Deal No. 1499: Original Ihagee Proxette Exakta Bellows and Original Ihagee Chrome Tubes, both for only \$29.95 + 2.45 Shipping Charges

Twin Cable Release

The Twin (or "Double") Cable Release couples your automatic lenses to the Exakta Camera when you use the Bellows or Tubes. Lens diaphragm closes when the shutter trips.

Twin Cable Release, Stock No. 1926, \$16.85 + 65c 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.

Seymour's Customer Service.



Super Bargain: Original Ihagee PROXETTE Exakta Bellows at 1969 Price!!! Plus Free Folio and Your Choice of Tubes or Copy Stand.

The Proxette Bellows Unit is the Original Exakta Bellows, designed, engineered, and built in the Dresden Exakta Plant. In the true German Exakta Tradition, the Proxette is built to do its job well and to last virtually forever. Equipped with original Exakta Flanges. We stress "original" because it guarantees correct, smooth and wobble-free fit of the bellows on the camera and of the lens on the bellows. The Proxette has a dual hook-up, permitting horizontal and vertical positioning of the camera.

The Proxette has two Tripod Sockets. This makes it possible to vary the position of the lens relative to the subject, or, if desired, (for constant image ratio), to keep the lens-to-subject distance fixed, bringing the film plane into focus by moving the rear of the Proxette. You are in total command!

- Original Exakta Equipment
- Made at Dresden, Germany
- Genuine Leather Bellows
- All-Metal Construction
- Horizontal and Vertical Hookup
- Twin Rod Suspension
- Positive Lock
- Smooth Operation

The construction of the Proxette Bellows 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 that 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 produce photographs which are sharp in one corner but blurred in the other three corners. Permanent alignment is achieved by the use of two chrome plated smooth suspension rods.

Once in focus, the Proxette provides a positive lock which does NOT slide into the next "notch" because there are no notches! It prevents the lens from gradually dropping to a lower position when the unit is pointed down. Once locked, the focus STAYS locked.

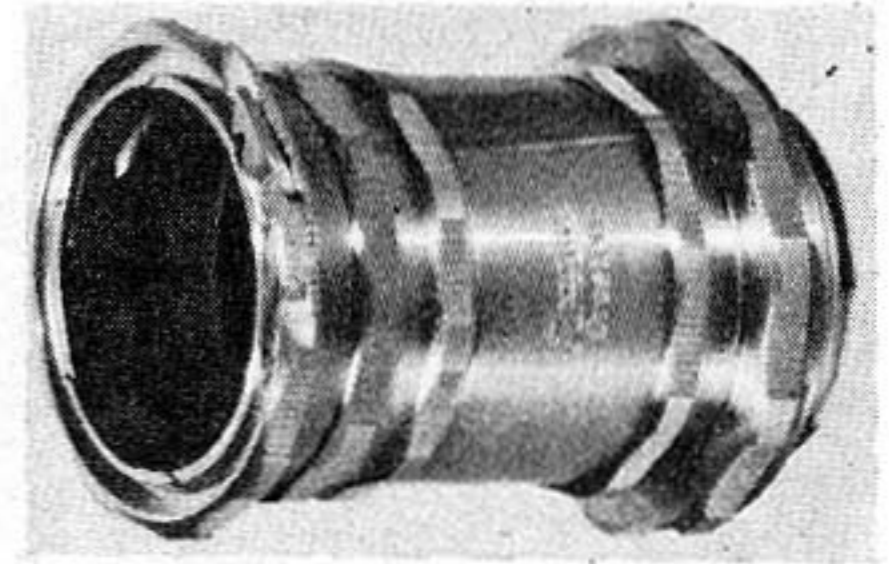
For Close-Ups (Macro Photographs) the Proxette is used with Exakta lenses. If you want to have a range from Close-Up work to Telephoto work you can use the Proxette with Short-Barrel Lenses. The range will then depend on the focal length you select. If you are a serious photographer, a professional, a doctor or a scientist, the Proxette will solve your photographic problems. If you are an amateur, a hobbyist or an experimenter, the Proxette will provide you with a barrel of fun.

Original Proxette Exakta Bellows, Stock No. 1936, offered at the 1969 price of only \$29.95 plus 1.95 Shipping.

Plus Free Folio and Your Choice of Tubes or Copy Stand.

You may request FREE of additional charge: Binno Garasu's Folio "Perfect Close-Ups Every Time" PLUS your choice of: Set of 5-Piece Original Ihagee Macro Tubes or: Versatile Copy Stand, Stock No. 1873. If you order the free Copy Stand, add \$1.95 additional Shipping Charges for the Copy Stand.

Remember: You must request your free items at the time you place your order. List the free items on the Order Blank the same way you order other items. Just write "Free" in the Price Column.



Original Ihagee Five-Part Chrome Macro Tubes

This is the very latest version of the famous German Chrome Macro Tubes with Rotating Collet Action (to bring the markings on the lens into the most convenient position). The five parts have the following dimensions: Male Bayonet plus Female Bayonet, 11mm. Threaded Rings: 5mm, 15mm, 30mm. Together with the focusing range of your lens, this gives you an extremely wide choice of magnification. You can vary the extensions from 11mm to 61mm (and in between: 16mm, 26mm, 31mm, 41mm, 46mm and 56mm).

This means: With a 35mm lens you can get approximately twice life size on the film. With your standard 50mm lens you can get better than 1:1 (life size). With an 80mm lens you can get nearly life size with a very convenient working distance of about 5 inches!

The Suggested Retail Price for this set is \$24.50. We still offer it at our previously advertised special Sale Price, as long as our stock holds out.

Original Ihagee-Dresden Chrome Macro Tube Set, 5 Parts, Stock No. 2005, only \$14.95 + 95c Shipping Charges

Bonus Buy: Order \$20 worth of other items and add the Original Ihagee Macro Tube Set to your Order for only \$9.95 + 95c Shipping. (Be sure to say "Bonus Buy".)

Genuine German Short Barrel Macro Lenses



Why do we say "Genuine"? Because so many "German" lenses now come from exotic places like Taiwan or Uzbekistan. The Macro Doryt Lenses are genuine German Lenses, jawohl! 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 price? Judge for yourself:

75mm F4.5 German Macro Doryt, Short-Barrel Mount, Click Stops, Closes down to F/22, Stock No. 1871, only \$23.50 + 1.25 Shipping Charges

105mm F4.5 German Macro Doryt, Short-Barrel Mount, Click Stops, Closes down to F/22, Stock No. 1872, only \$27.50 + 1.25 Shipping Charges

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 #3787, \$4.95
Now, during Sale, save even more: Order the 105mm Macro Doryt at \$27.50 + 4.95 for Classic Exakta Bayonet and get the 75mm Macro Doryt and Bayonet at Half Price:

105mm and 75mm Macro Doryts, 2 Classic Exakta Bayonets, Stock No. 3871, all for only \$46.95

Macro Twin Supreme, the Complete Macro Set-Up at Lowest Price

This Setup combines Everything you need for Close-Up and Macro Work. Here's what you get:

- Original Exakta Proxette Bellows..... 29.50
- 75mm F4.5 Macro Doryt Lens..... 23.50
- 105mm F4.5 Macro Doryt Lens..... 27.50
- Two Exakta Bayonets at \$4.95..... 9.90
- ProxiGrid Macro Focusing Insert..... 12.95
- Folio "Perfect Close-Ups"..... 3.00

Save 50% during Sale: Macro Twin Supreme Setup, Stock No. 3935, all for only \$53.25 + 2.95 Shipping Charges

We Want Your Old Exaktas ...

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



What makes the Exakta Twin TL unique?

The Jumbo Bayonet!

There are other cameras, it is true, which have (more or less) the same features as the Exakta Twin TL. But there is no other camera which has the Jumbo Bayonet of the Exakta Twin TL. The Jumbo Bayonet makes the Exakta Twin TL unique.

What, then, are the advantages of the Jumbo Bayonet? Well, let's start with the type of lens you can use: The diameter of the camera opening determines the type, speed, and focal length of the lenses you can use. The larger the opening, the greater the choice. Have you ever tried to use long-focal-length lenses in a camera with "regular" opening? The light rays on such lenses are nearly parallel when they enter the camera. Two things happen: the small opening obstructs the corner rays, cuts them off, "vignets" them. The result: dark corners on your pictures.

Secondly, the small opening acts as a "secondary diaphragm" and can cut the light by more than a whole F-Stop. Your lens may say F4.5 but only the light of an F6.3 lens may reach the film. In the Exakta Twin TL all the light reaches the film — no "secondary diaphragm" effect here!

This means that you can use lenses of any optical formula in the Exakta Twin TL. And, whatever the F-Rating of your lens, the Twin TL's Jumbo Bayonet won't clip any light from it. An F1.4 will be an F1.4, a long lens (even 1000mm!) will deliver its entire picture!

So much for the light path. But the Jumbo Bayonet serves yet another equally important purpose: it makes it possible to adapt lenses with different camera fittings for use in the Exakta Twin TL.

Many photographers do not realize that you cannot merely add an adapter to a lens and use it in a camera of different make. Hardly a day goes by which does not bring letters asking for adapters to use, say, Classic Exakta Lenses in a Pentax (or whatever). While this could be done physically, it does not work optically because the adapter would sit in front of the small opening of the Pentax and add "extension". Therefore, regular lenses could be used only for extreme close-up work. In the Exakta Twin TL the adapter goes *inside* the jumbo size opening. Result: the lens stays at the same distance from the film as in the camera for which it was originally designed.

This is true for "Classic" Exakta Lenses, "RTL" Exakta Lenses, and, at the time of writing, for 42mm "Standard" Screw-Thread Lenses (such as Pentax, Mamiya, Praktica and so on). Does it make sense to buy a camera which forces you to buy its own lenses, giving you no choice of using other manufacturers' lenses? We will let you answer this question yourself when you can buy an Exakta Camera which lets you select any lens, even if it was originally made for a Pentax or a Classic Exakta, etc.

With the Exakta Twin TL YOU are in charge, all the way!

There are cameras on the market that take a picture the way they (the cameras) want to take it. You have no say, none. Such cameras are called Point-and-Shoot Cameras. In the trade they are known under a less complimentary name which you may have heard. We don't want to offend anybody, so we'll just paraphrase the name as Something-Boxes. If you want a Something-Box, the Exakta is *not* for you!

Not all of us are artists. Perhaps we are not even "creative" but even the most casual snapshotter among us wants to have his own say how his pictures should look. After all, they are *your* pictures, not the pictures a camera designer considers "standard" (which means inflexible!) That's my opinion. You may disagree. That's your privilege. So let me repeat: if you want the camera to dictate to you, if you don't want to have any say in how your pictures should come out, you'll have to get yourself a Something-Box because the Exakta is *not* for you.

If, on the other hand, you want to take your pictures the way *you* think they should turn out, I don't know of any camera that will serve you better than the Exakta Twin TL. It has automation where it makes shooting easier and where bothersome chores are eliminated. But it lets you override any of its "decisions" any time you want to. In fact, it doesn't even argue with people who want their color pictures saturated (darker than normal) because they want to use their slides mainly to have paper prints made. And it doesn't argue with people who want their colors on the pastel side (lighter than normal) because they have a low-wattage projector and "thin" slides look brighter on the screen. How does the Exakta Twin TL do it? In a very ingenious (albeit extremely simple) way: For so-called normal exposures you center the pointer in the Viewfinder between the "jaws" of the light indicator. For pastel colors (lighter than normal) you allow the pointer to reach the "Plus" (+) Mark. For saturated colors (darker than normal) you allow the pointer to reach the "Minus" (-) Mark. It's all clearly visible in the finder.

And for special effect shots (say, fake moonlight scenes), for silhouette shots, for against-the-light shots, for ghost-image shots and so on, you can completely override or even ignore the light indicator.

What does it all mean? It means that the Exakta Twin TL will take "standard" or "normal" pictures if that's what you want or it will let you take "creative" pictures, at your option. As I said, with the Exakta Twin TL *you* are in charge, all the way!

Compare and you will settle for nothing but the Exakta Twin TL.

Uncanny Accuracy of Shutter Speeds

When you pay for a shutter which says "1 second", you want the exposure to be 1 second. When it says 1/1000 sec., you want the exposure to be 1/1000 sec. The old "Classic" Exakta was pretty good in this respect. When properly adjusted and lubricated it would give you speeds that were within plus 20 per cent and minus 20 per cent of the indicated speeds. Since this is within ASA standards, it was (and is) considered acceptable.

We have checked hundreds of Twin TL shutters on our Electronic Shutter Testing Machine. The shutter of the Exakta Twin TL is uncannily accurate. There is a reason, of course. The all-metal shutter has blades like a between-the-lens shutter. In fact, it operates like the long version of a Compur Type Shutter and there is nothing more accurate than this type of shutter. When your Exakta Twin TL says 1/125 sec. you will win all bets that it gives you an exposure of 1/125 sec.

The Exakta Twin TL's Battery Miser

Did you ever forget to turn off the lightmeter in your camera? You are not the only one. The result: Next time you want to use your camera, the battery is dead. And a dead battery means a dead camera. This is where the Battery Miser of the Exakta Twin TL comes in.

In the Exakta Twin TL the battery is in the Lightmetering Circuit only when you want it to be. When you are ready to take a light reading, you push a little switch on the left side of the lens and two things will happen: The battery activates the Meter and the Lens goes into the "Reading" mode. When you take the picture, the switch will automatically disengage, saving your precious battery from draining needlessly. At the same time the lens will return to the Automatic-Wide-Open position with the light reading locked into the lens. For the next shot your lens will "remember" the correct F-Stop as determined by the Lightmeter. (Nothing has been forgotten by the designers: if you decide against taking a picture after the camera has measured the light for you, you can manually disengage the switch!) **Compare and you will settle for nothing but the Exakta Twin TL.**

How often do I have to move the winding lever for the first shot?

With older Exakta Models (and with most other makes) you are on your own. You hope you turn the winding lever (or knob) the correct number of times.

With the Exakta Twin TL there is never any doubt nor do you have to remember. Why? Because the counter does not start at Number One: it starts at "Start" (which seems logical, doesn't it?) When you advance the film to set the exposed leader out of the way the counter will move. When it reads Number One (1), you know that Frame One is in place and you can start shooting. No guesswork and nothing to remember.

Compare, and you will settle for nothing but the Exakta Twin TL.

Nobody loves a ghost...

The older models of the Classic were not synchronized for those newfangled strobe lights. Later models could be used at 1/25 sec. or 1/30 sec. (The book said 1/60, but...). Unless you were shooting in near-total darkness, 1/30 was too long to eliminate ghost images. And when you wanted to use your Classic Exakta with strobe for fill-in, the ghost image was at times stronger than the picture you intended to take.

The Exakta Twin TL is synchronized for strobe at the speed you use for most of your shots anyway: 1/125 sec. With the Twin TL ghosts have really become things of the past!

Compare and you will settle for nothing but the Exakta Twin TL.

No more burn holes in shutter curtain!

Did you ever burn a hole in the shutter curtain of your old "Classic" Exakta? I know that all of us did it at one time or other. With the new Exakta Twin TL you have no such worries: The Focal Plane Shutter is made of Metal! The All-Metal Shutter of the Exakta Twin TL combines the advantages of a Focal Plane Shutter with those of a Between-the-Lens Shutter: It protects the film from fogging when you change lenses yet it does not give you the dreaded uneven exposure of cloth shutters, even at 1/1000 sec. **Compare and you will settle for nothing but the Exakta Twin TL.**

Is there film in the camera?

When you are on a picture taking trip you know very well whether you have film in the camera. No problem. The problem arises when you put your camera away for a while. One day you pick it up to take some pictures. Short of opening the back and possibly ruining previous shots you have no way of knowing whether there is film in the camera.

Not so with the Exakta Twin TL. With the Exakta Twin TL you can always tell whether you have film in your camera. There is a signal system which shows white for "Empty Camera" and red for "Film in Camera". Neat, ain't it?

Compare, and you will settle for nothing but the Exakta Twin TL.

Quick! How many pictures did you take on this roll of film?

If you are still using a "Classic" Exakta, your only correct answer will be: "Unless I forgot to set the counter, I took 15 pictures."

With the Exakta Twin TL there is no "unless". You always know. How come? Because the counter automatically goes back to "Start" when you load a new roll of film. Nothing to set, nothing to forget.

It works like this: You take out the exposed film and put in the new roll. You close the back. This sets the counter fully automatically. The number shown on the counter is always correct.

Compare, and you will settle for nothing but the Exakta Twin TL.

Want to use Classic Exakta Lenses in your Exakta Twin TL?

It's easy! Put the special Adapter on your old Exakta Lens and the Exakta Twin TL doesn't even know that your lens isn't a Twin TL Lens!

And that means that all your old Exakta Lenses will work with the Lightmetering System of the Exakta Twin TL, regardless whether your old lenses are automatic, semi-automatic, preset or non-preset.

It also means that your old automatic lenses remain automatic because the new Exakta Twin TL has an additional Shutter Release which is lined up with the external automatic release of your old lenses.

Want to use older Exakta Lenses in the Twin TL? Just order the Adapter TW/CLA,

Want to use Pentax Lenses in your Exakta Twin TL?

No Problem! The Jumbo Bayonet of the Exakta Twin TL is so large that the Lens Adapter fits inside the bayonet: The focus of your Pentax Lenses remains correct. And we mean all Pentax Type Lenses, including lenses made for the Praktica and all cameras using "standard" (i.e. 42mm) Screw-in Lenses.

Automatic Pentax type lenses remain automatic. Yes.

All Pentax type lenses (automatic or non-automatic) work with the Lightmetering System of the Exakta Twin TL. Yes.

Want to use Pentax type lenses in the Exakta Twin TL? Just order the Adapter TW/PRA,

So what...?

You'll look at all the features of the Exakta Twin TL and you'll say, quite rightly, that none of the features, by itself, will influence you to buy the Exakta. But when you realize that all these features are concentrated in one camera, you would not take any other camera even if they gave it to you. (Gave it to you? Very funny! Look at their price tags!)

"List" Price

I don't know why so many customers are hung up on "List" prices. What difference does it make what price the manufacturer puts on a piece of photographic equipment? You don't buy from the manufacturer; you buy from a dealer. And the dealer determines the price you pay. So, let's forget about "List" prices and concentrate on selling prices.

Seymour's-Exakta buys the Exakta Twin TL directly from "the source". There is no importer, no wholesaler, no jobber in the economic chain! That is the reason why you can buy a superb camera like the Exakta Twin TL from Seymour's-Exakta at an unbelievably low price. Compare, and you will settle for nothing but the Exakta Twin TL.

First: Look at the Features! Then: Look at the Price!

We don't want you to buy the Exakta Twin TL for the wrong reason. We want you to buy the Exakta Twin TL because of its features, its uncompromising quality, and its optical excellence.

If it turns out that you are getting more features, more quality, more optical excellence, for less money, so much the better. But, let me say it again:

First: Look at the Features!

Then: Look at the Price!

Exakta Twin TL, with F1.8 Internally Automatic Exaktar Lens, Stock No. 2073, \$199.50 + 2.95 Shipping

Exakta Twin TL, with F1.4 Internally Automatic Harigon Lens, Stock No. 2072, \$259.50 + 2.95 Shipping

Velvet-Lined Soft Case, optional, \$16.95

The Exakta Twin TL is not available without lens.

LENS ADAPTERS:

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

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

Want to Trade Your Old Exakta?

Now is the time to trade up. There is still a market for older Exaktas and the prices for the new Exakta are still very low. But these things will change.

If you wait much longer, the value of your old equipment will go down and the prices of the new model will go up. The sooner you trade, the better the value ratio of old versus new!

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. You are under no obligation. If you make the trade, we hold your equipment for 20 days because you have the right to change your mind.

Pack up your old equipment and start the ball rolling!



Exakta Twin TL now available with F1.4 Harigon

If you have been a Seymour Customer for more than 15 years, you will remember the "Miracle of Optics", the 58mm F1.2 Harigon. At that time the Harigon was not only the fastest lens ever made for the Exakta but also a marvel of optical correction. It had to be discontinued because the production cost became so high that it "priced itself out of the market".

No, the old Harigon has not been resurrected but its name has been awarded to a worthy successor, the 55mm F1.4 internally automatic Harigon, a new, superbly corrected fast lens which is now available for the Exakta Twin TL and the Exakta 42. In fact, when you order either camera with the F1.4 Lens, you will now receive it with the Harigon.

"Hari", means needle, hence "needle sharp", an optical configuration enhanced by a hard-surface Anti-Reflection Coating. And the appearance has not been neglected either. Suzie, our Assistant Typewriter Ribbon Re-Inker, says the Harigon looks downright sexy. (The Harigon, had it been able to speak, could have returned the compliment.)

We are not saying that you have to have the Harigon. The F1.8 Exaktar is a fine lens and more than adequate for any kind of photography. But if you have a few extra dollars to spend, it would be nice to have an F1.4 ultra fast "Super" Lens.

You can buy the Harigon with your new Exakta or you can buy the lens separately. And we accept trades, too. (See below.)

55mm F1.4 Internally Automatic Harigon for Exakta Twin TL, Stock No. 1989, \$109.50 + 1.95 Shipping Charges

55mm F1.4 Internally Automatic Harigon for Exakta 42 (same as Pentax, Praktica, Mamiya, etc.), Stock No. 1990, \$109.50 + 1.95 Shipping Charges

We accept Trades: Harigon F1.4 in exchange for your F1.8 or F1.7 Exaktar, Exchange Price \$77.50 + 1.95 Shipping. (Exchange for other lenses, please write or send lens for quotation.)

Compare, and you will settle for nothing but the Exakta Twin TL.

Our Telephone Number (Area Code 212) 244 - 1150

We have 3 Lines:

**You rarely get a Busy Signal
Company Policy: No Collect Calls**

MADE IN
U.S.A.

Professional "Studio" Light Unit



For careful placement of your lights there is only one method: "Studio" Photo Flood Reflectors. The Crossarm Fotolite Dual Unit is a favorite with photographers. Each Reflector swivels independently of the Arm adjustment. Complete with 2 Ten-Inch Parabolic Reflectors. Bulbs not included.

- Parabolic Aluminum Reflectors
 - Maximum Light Efficiency
 - Heat-Proof Individual Switches
 - Safety Knobs for "Cool" Handling
 - Clutch Type Locks for Height Adjustment
 - Maximum Height over 7 feet
 - Disassembles for Easy Storage
- Crossarm "Studio" Twin Lighting Unit, Stock No. 1913, only \$29.95 + 3.45 Shipping**

For Ultra Soft Lighting: Umbrella Light Unit



Do you know how professional photographers "tame" their harsh lights and change them into a soft, even light? They use a device known as a "Reflecting Umbrella". Now you can use the same method.

We supply a complete setup to change your harsh strobe light source into beautiful soft light. The Setup consists of a round 30" Silver Umbrella (folding), a folding Floor Stand (closed 31 inches, extended over 7 feet), a Boom Mounting Swivel (to control the umbrella angle), a Double Ball Swivel with Accessory Shoe Adapter (for independent control of the Strobe Angle). The Strobe Unit is not included.

Umbrella Lighting Unit, complete with 30" Silver Umbrella, Floor Stand, Boom, Shoe. Stock No. 1883, \$45.00 + 2.95 Shippg. Chgs.

Close-Out Honeywell Automatic Thyristor Strobe

We are discontinuing the Honeywell Strobe Line in favor of the new Maxwell Strobe "Family". The remaining Honeywell Units are being offered at a Clear-the-Shelves Price. We hope you will find this offer hard to resist and help us clear our shelves quickly.

We offer you the **Automatic Thyristor Model** and, to sweeten the pot, we will throw in a Honeywell Strobodome Diffuser for even light when you want a soft-light effect. The unit automatically adjusts exposure (but you can override it) with fast-recycling Thyristor Circuitry. It has **both** Hot Shoe and Detachable Cord. Offer good as long as stock lasts.

Honeywell Automatic Thyristor Strobe, plus Free Strobodome Diffuser, Stock No. 1825, Mfr's Sugg. Retail \$89.50. Close-Out Price \$39.50 + 1.95 Shipping.

Alkaline Batteries, Set of Two, \$1.59



Sneaky Pete Shoots Around the Corner

Remember the time when you wished you and your camera were invisible? Remember those "human-interest" pictures you could not shoot because you were too timid to point your camera? And how about those candid shots of children which you did not take because the little angels (?) would stop what they were doing when they saw the snooping camera. They all add up to **The Shots Not Taken.**

But now you can photograph **everything** and **everybody** you always wanted to shoot if you disguise your camera with Sneaky Pete 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 the 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. Click, gotcha!

And there is another use for Sneaky Pete: It doubles as a Copy Stand! If you do a great deal of copying, etc., a Copy Stand is a worthwhile addition to your arsenal of accessories. But if you do only occasional copying, Sneaky Pete will do just as well.

Place your camera on its back on any table with the lens pointing towards the ceiling. Attach Sneaky Pete to the lens and you will actually shoot at right angles to the lens axis. Place the original which you want to copy in front of the side opening and shoot.

Indoors or outdoors, Sneaky Pete is an indispensable accessory. During this Sale you can buy it at a substantially reduced price:

Angle Scope with Series VII Fitting, Stock No. 1912, Sale Price only \$17.50 + 1.35 Shipping Charges

Lens Adapter (state mm) \$4.95

High Resolution Projection Screen

We bring you a High Resolution Projection Screen with a newly developed white surface which shows your films or slides exactly as they are. No ridges across the faces, no "dots" in the blue sky. Extremely wide Viewing Angle lets you seat your audience anywhere in the room. Specially treated surface: Washable with mild detergent! Remains brilliantly white for years and years.

When not in use, screen rolls into protective metal compartment and the all-metal Stands folds up for easy storage. The Projection Surface is 40x40 inches. And, yes, the screen is U.S. made!

High Resolution Screen, 40x40, Stock No. 1937, Mfr's Sugg. Retail Price \$39.85. Our Special Sale Price, only \$19.95 + 2.95 Shipping



U.S. Made Super Size Magnifying Glass

How far do you have to travel to get a superior Magnifying Glass? To Hong Kong? Singapore? Taiwan? No! The best Magnifying Glasses are made right here in the good old U.S.A. and exported all over the World!

Do you know how we test the quality of a Magnifying Glass? We cut an open circle in a sheet of black paper to form a "diaphragm" and use the lens to **take a picture!** You can do the same. You will be amazed.

This Magnifying Glass has a bi-convex lens. It is ideally suited for testing slides or negatives for sharpness, inspecting postage stamps or coins, reading small print, and 1001 similar (or dissimilar) applications. The large Four-Inch Width makes it especially useful. This is the best Magnifying Glass you can buy.

American Magnifying Glass, Stock No. 1959, excellent value at only \$6.80 + 65c Shipping



Fabulous Buy: Original Exaktars for Exakta Twin TL at the Old Price.

Internally Automatic Telephoto and Wide Angle Lenses for the Exakta Twin TL. Sharp, crisp and anti-reflection coated. Superb quality in the true Ihagee Exakta Tradition.

35mm F2.8 Fully Automatic Exaktar Wide Angle Lens for Twin TL, Stock No. 1932, \$69.50 + 3.95 for the Case and \$1.35 Shppg.

135mm F2.8 Fully Automatic Exaktar Telephoto Lens for Twin TL, Stock No. 1934, \$69.50 + 3.95 for the Case and \$1.35 Shippg.

Save even more: 10% off on Second Lens

Extra Special during Sale: Buy one lens at the old price of \$69.50 and take 10% off on the second lens.

200mm F3.5 Automatic Uniphot Telephoto Lens for Twin TL.

A new Telephoto Lens for the Exakta Twin TL, internally automatic. If you need a slightly longer focal length than the 135mm but do not want a large, unwieldy lens, the 200mm F3.5 Uniphot is the lens for you. Top Quality and Reasonably Priced. What else can we say?

200mm F3.5 Automatic Uniphot Telephoto Lens for Exakta Twin TL, Stock No. 1807, \$79.50 + 2.45 Shipping. DeLuxe Pouch, optional, \$3.45.

Magnificent! New: 300mm HiSpeed Lens for Twin TL

Forget about the usual drawbacks of 300mm lenses, such as heavy weight, long stove-pipe shape, slow speed, etc. All these problems have been overcome in the new fully automatic 300mm F/4 Hi-Speed Rexatar Telephoto Lens!

No longer than an ordinary 200mm lens it gives you an amazing 6-power Tele Effect! About twice as fast as a regular F5.6 lens it can be stopped down to F/22 for enormous depth! Seven-Layer Multi-Coating totally eliminates glare: Pictures are ultra sharp and glow with true-to-life colors. A truly amazing Long-Range Telephoto Lens and a Great Buy in today's market.

300mm F/4 Multi Coated Automatic Rexatar for Twin TL, Stock No. 1907, amazingly low priced at only \$169.50 + 3.85 Shipping



New Ultra Wide Angle for Exakta Twin TL

Only Rokunar could come up with this amazing 21mm F3.8 Lens:

**Angle of Coverage over 100 Degrees!
Unbroken Focusing Range from Infinity to about 4 inches from lens!**

**Unbelievable Depth of Field
Multi-Coated: no internal reflection**

If you are the owner of an Exakta Twin TL or an Exakta 42 you are in luck: The 21mm Ultra Wide Angle Rokunar fits your camera. Be sure to tell us whether you want it for the Twin TL or for the "42". It does not fit Classics or RTL's. **21mm F3.8 Fully Automatic Multi-Coated Rokunar Ultra Wide Angle Lens, Stock No. 1985, only \$149.50 + 1.95 Shipping. Case \$4.95.**

Twin TL Owners:

The 38mm to 90mm MultiCoated Automatic Macro Zoom Rokunar described in this issue is also available for the Twin TL.

Twin TL Owners:

The following Rokunar Lenses described in this issue are also available for the Twin TL:

**200mm F3.9 Automatic Rokunar
300mm F5.5 Automatic Rokunar
60mm to 135mm F3.5 Automatic
Rokunar Zoom
60mm to 150mm F/4 Automatic
Rokunar Zoom
70mm to 210mm F/4 Automatic
Rokunar Zoom**

500mm Mirror Lens for ALL Exakta Models

The 500mm Mirror Lens described in this Issue is available for ALL Exakta Models, including the Exakta Twin TL and the Exakta "42".

Attention Twin TL Owners!

You do not have to deprive yourself of the use of the Original Ihagee-Dresden Macro Tubes. While you cannot use them with your Twin TL lenses, you can use them with all Classic automatic and non-automatic lenses. You will need the Adapter TW/CLA (\$9.95 + 35c) which adapts the Male Bayonet of the Macro Tubes to the Jumbo Bayonet of the Twin TL. With externally automatic lenses you also need the Twin Cable Release to trip lens and shutter at the same time. The Twin Cable Release is \$16.95 + 45c Shipping. **We have a special Combination Deal for the Twin TL Owners:**

One Set of Original Ihagee Macro Tubes, one Adapter TW/CLA, and one Twin Cable Release, if purchased individually, \$41.85, if purchased as a "Deal", only \$29.50 + 95c Shippg.



28mm F2.8 Automatic Super Marexar Wide Angle Lens

Wire sharp. Distortion-free. Ultra-Wide Coverage. Unusually Brilliant Color Rendition. Anti-Reflection Coated. One of those rare lenses. Available only for the Exakta Twin TL and the Exakta 42. **28mm F2.8 Internally Automatic Super Marexar Wide Angle Lens, Stock No. 1906, for Exakta Twin TL or Exakta 42 (specify!), excellent value at only \$89.50 + 1.65 Soft deLuxe Pouch \$2.95**



Attention Twin TL Owners: Visimag Focusing Magnifier

If you have trouble focusing, the new Visimag is worth its weight in gold! The Visimag is a powerful Multiple-Lens Magnifier with a wide range of adjustment for individual requirements of dioptic correction. It works as a Focusing Magnifier for people who need correction and for people who need just magnification.

The Visimag attaches to the Prism of the Exakta Twin TL. To adjust it to your own eyesight you rotate the ocular ring till the MicroGrid in the Finder appears sharp and greatly magnified. Then you focus your camera lens in the conventional manner: The Visimag magnifies the center of the image like a microscope for ultra precise sharp focus.

You can flip the Magnifier in and out without removing the Visimag from the camera. **Visimag Focusing Magnifier for the Exakta Twin TL, Stock No. 1983, \$19.50 + 45c**



Tiger Jaw Elevator Clamp Pod with Pan Head

The "Tiger Jaw" has everything you can possibly get in a clamp pod. It is strong, sturdy and steady as a rock. It has a full three inches of jaw width and clamps to anything flat, round or odd-shaped. It has a Three-Way Panhead with extended locking handle and a geared Elevating Column with folding crank handle. It folds flat and takes up very little room in your bag.

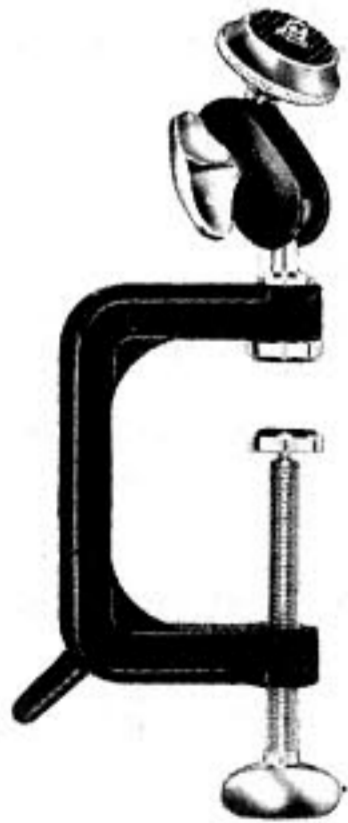
Tiger Jaw Elevator Clamp Pod with Panhead, Stock No. 2028, still at the old low price of only \$14.95 + 1.25 Shipping



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.

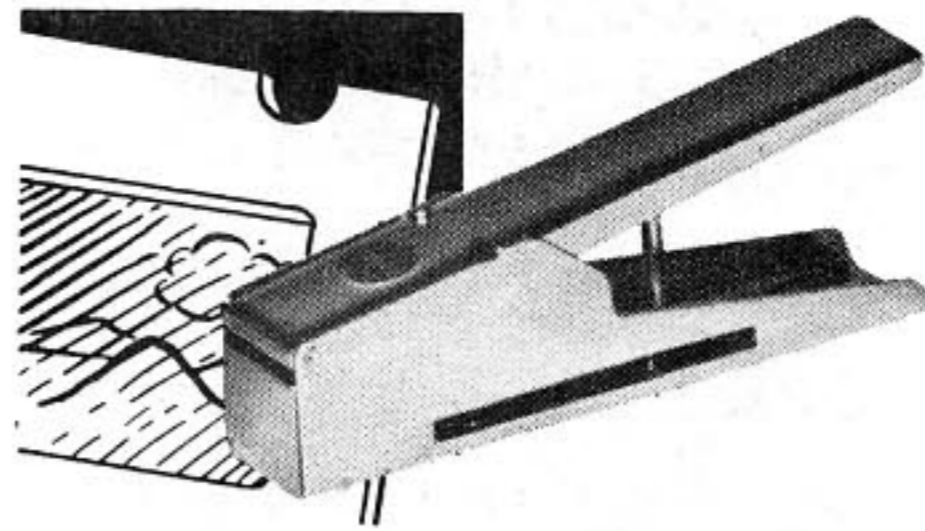
Tiger Clamp Pod, Stock No. 1834, \$4.95 + 35c Shipping Charges



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



Two Notchers for the Price of One!

Why do you have to "Notch" Your Slides?

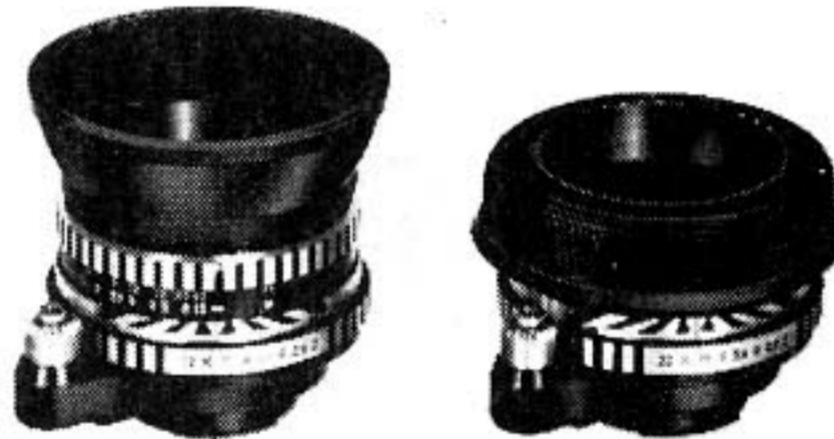
There are **eight** (yes, eight!) ways to put a slide into a projector, into a magazine, into a "cube", or into a viewer. Obviously, only **one** of these eight positions is correct. Slides can be upside down, on their sides, reversed (so that COCA COLA signs read ALOC ACOC in mirror writing) or reversed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

Now, during Sale: Get one Slide Punch free with every one you buy. Remember: they make wonderful Gifts, too!

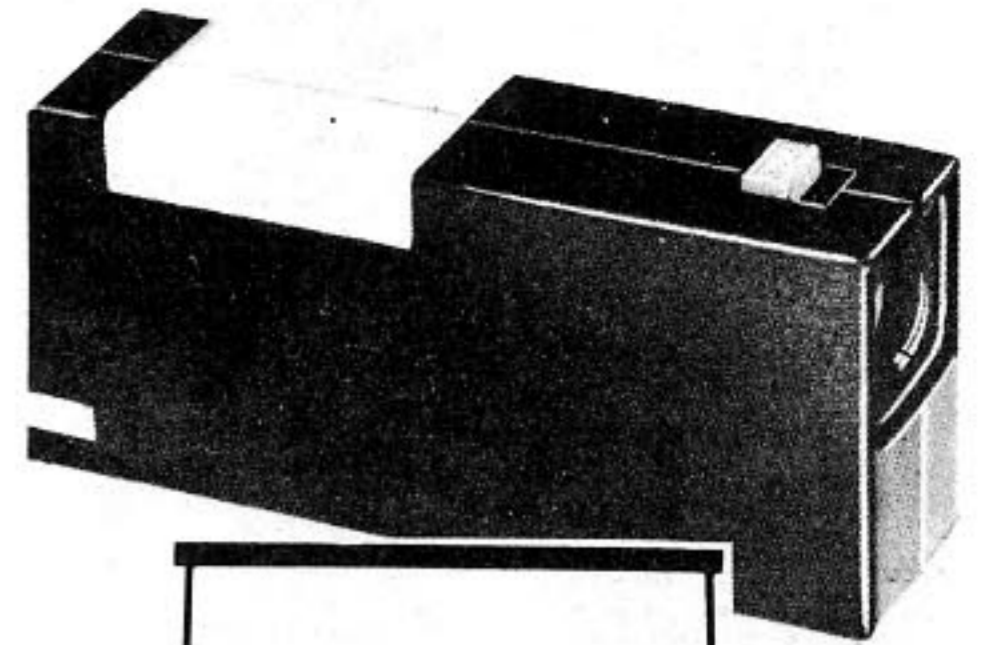


Flexible Rubber Shades

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



Free Preview Screen with Projection Pointer

Professional Lecturers point out details on a projected slide or movie by projecting a white arrow on the picture. The Master Showman Projection Pointer does just that.

During this Sale we are giving away one of our 18"x25" Combination Wall and Table Screens (Stock No. 1916) which we normally sell for \$5.85 at no additional charge if you buy a Showman Pointer.

Master Showman Projection Pointer, Stock No. 1944, only \$7.95 + 65c Shipping Batteries (2 needed) Two for 49c

FREE: With every "Showman" you buy, you may request a free 18"x25" Combination Wall and Table Top Screen. Remember: you **MUST** request the free screen(s) at the time you order the pointer(s).

Shipping Charges for Screen 95c

Giant Grab Bag of Used Items. 25c per Item!

Filters, Shades, Lenses, Straps, Accessories, Filter Adapters, Flanges, Leather Cases, Bracket, Reflectors and the Flotsam and Jetsam that a well-established Camera Store is heir to.

We have assembled these Grab Bags, 20 Items per "Pack", no two packs alike, and nobody can predict what you will find. You may buy as many Packs as you like. Every one is a veritable Gold Mine!

Grab Bag Pack, 20 Items, \$5 each Pack plus 95c Shipping.

Buy as many "Packs" as you like. We fill orders as long as our supply lasts. Final Sale, of course, No exchanges or returns at this price!



Must Reduce Inventory! Developing Timer at Half Price!

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, 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 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, a great Bargain at our regular price of \$6.45, now, during Sale, cut right down the middle to only \$3.23 + 55c**

Want to use your Exakta Lenses in an Enlarger with "Leica" Thread?

We have earned a reputation as switcheroo artists. Here is another "adaptation" which you can make by ordering our Adapter. Many enlargers have a standard thread which is known as "Leica" thread. If you want to use your Exakta Lenses (Classic and RTL), you need an adapter which has the female Exakta Bayonet (to take your lens) and a male "Leica" Thread (to screw into the enlarger). Well, we've got it! **Female Exakta Bayonet with Male Leica Thread, Stock No. 149-19, \$5.65 + 35c**

Giant Grab Bag of Used Items. 25c per Item!

Filters, Shades, Lenses, Straps, Accessories, Filter Adapters, Flanges, Leather Cases, Bracket, Reflectors and the Flotsam and Jetsam that a well-established Camera Store is heir to. We have assembled these Grab Bags. 20 Items per "Pack". Nobody can predict what you will find. You may buy as many Packs as you like. Every one is a veritable Gold Mine! **Grab Bag Pack, 20 Items, \$5 each Pack plus 95c Shipping.** Buy as many "Packs" as you like. We fill orders as long as our supply lasts. Final Sale, of course. No exchanges or returns at this price!

Beginner's Darkroom Complete with Enlarger for less than \$40!!!

Here is everything needed to stock a Beginner's Darkroom from Film Developing to Making Enlargements. Develops 35mm, 126 and 110 Black-and-White Film. Enlarges Prints up to 3½"x5". Here's what you get:

- UL and CSA Approved Enlarger
- 3 Negative Carriers
- 1 Amber Light Bulb
- 20 Sheets of 3½"x5 Paper
- 2 "Chem Paks" (Developer, Fixer, Stop)
- 1 Developing Tank
- 1 Adjustable Film Developing Reel
- 3 Trays
- 2 Film Clips
- 1 Eight-Ounce Measuring Graduate
- 1 Thermometer
- 2 Print Masks
- 1 Instruction Book

Absolutely nothing else to buy!
Beginner's Darkroom with Enlarger, Stock No. 3/1991, only \$38.75 + 2.95 Shppg.

Color Darkroom

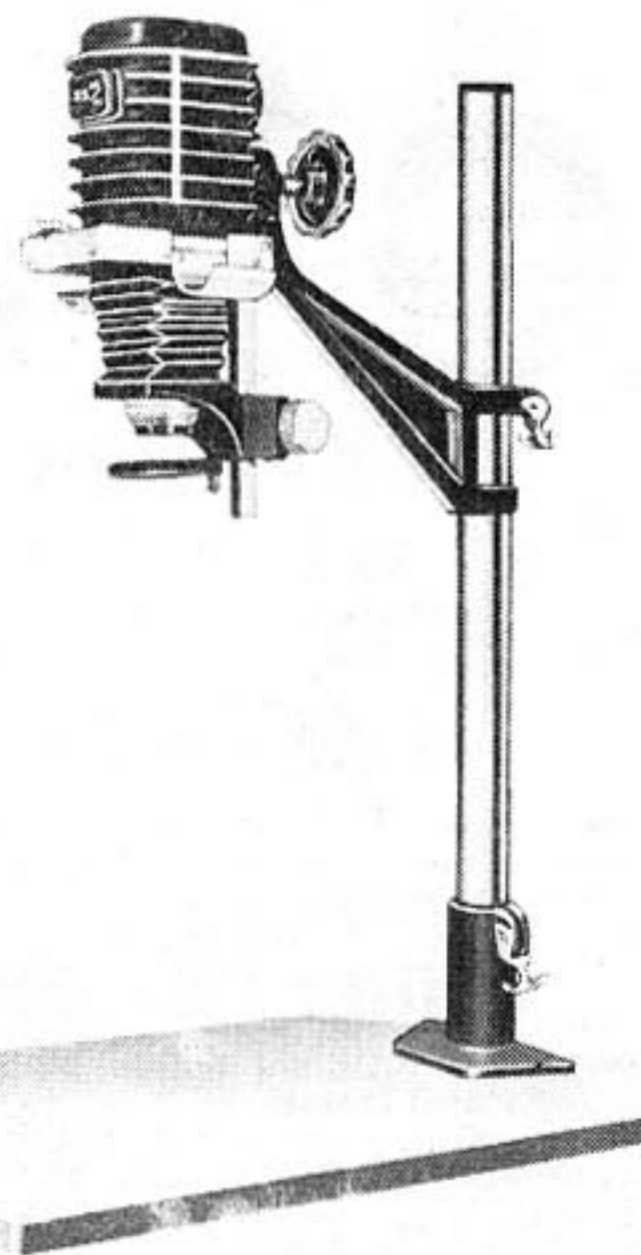
Want to start dabbling in doing your own Color Processing? It's really very simple. This is a complete Starter Darkroom containing everything you need for processing color film and making color prints. Even the enlarger is supplied. You get all the Color Film Chemistry for Kodacolor, Vericolor and C-41 film, all the Color Print Chemistry for Type A paper, a Set of Color Filters, 20 Sheets of Paper, an Enlarger for up to 3½"x5½" prints and everything needed to develop film and prints, including a daylight processing drum. Complete Instructions, of course. Nothing else to buy. And the cost is lower than you thought. **Color Darkroom, Stock No. 5/1991, Everything for Color, only \$89.95 + 3.95 Shipping**



40% off!!!

Focusing Microscope for Enlargements

Place the Focusing Microscope on your Enlarging Easel and focus on the microscopically small film grain. Assures the sharpest possible Enlargements from any negative. We sold thousands of darkroom enthusiasts at our regular low selling price of \$8.95. In order to balance our Inventory we now offer this indispensable Instrument at a 40% price cut. **Focusing Microscope for Enlargements, Stock No. 1840, during Inventory Balancing Sale reduced to only \$5.37 + 1.35 Shipping Charges**



Trans-Lux Enlarger and Copy Stand

Our most popular Enlarger does double duty as a Copy Stand. Just remove the Enlarging Head and the unit is ready to be used as copy stand. Don't let the low price influence your judgment: This is a precision instrument! Look at the features:

- 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
 - Doubles as Copy Stand
- Tranx-Lux 35mm Enlarger with Double Condensor, less lens, Stock No. 1862, only \$69.50 + 3.85 Shipping Charges**
BONUS BUY: Flat Field Enlarging Lens, 50mm F3.5, Stock No. 1870, if bought with Trans-Lux Enlarger, only \$14.95. Read that again: Only \$14.95!

Amateur Darkroom

This is a Darkroom for those who are no longer beginners and already have, or want to buy, a more sophisticated enlarger. (Our TransLux Enlarger is a good choice.) This Set contains Everything for Developing Film and Making Enlargements in Black-and-White. Here's what you get:

- 1 Developing Tank
- 1 Adjustable Developing Reel
- 3 8"x10" Trays
- 2 Print Tongs
- 1 Safelight
- 1 Light Filter for Safelight
- 10 Sheets of 8"x10" Enlarging Paper
- 1 Thermometer
- 1 32-Ounce Measuring Graduate
- 1 Squeegee
- 2 Film Clips
- 32 oz. each Paper Developer, Fixer, Stop
- Kodak D-76 Film Developer
- 1 Funnel
- 1 Stirring Rod
- 1 Darkroom Instruction Book

Nothing else to buy (except enlarger).
Amateur Darkroom, Stock No. 4/1991, great value at only \$39.95 + 3.45 Shipping



Request Latest List of Used Lenses

Since our stock of used lenses changes all the time, we cannot advertise them in our publications. However, we compile up-to-date listings and shall be glad to send you the latest list on request.

Send us a self-addressed envelope on which you write in the lower left the words "Used Lens List".

Filter Adapters

Series VII Adapters (adapt Series VII Filters to individual lenses).

46mm, 48mm, 49mm, 52mm, each \$4.95 + 35c.
Set of Four (same or assorted sizes) \$18.95 + 65c
54mm, 55mm, 58mm, each \$5.95 + 35c. Set of Four (same or assorted sizes) \$18.95 + 65c

Lens Shades

Lens Shades come in Series VII (to fit Ser. VII Adapters) and in Custom Sizes (to fit directly into individual lenses). Specify: All-Metal Shades or Folding Rubber Shades.

Series VII, 46mm, 49mm, 52mm, \$4.95 + 35c.
Three for \$12.95 + 65c. Six for \$24.00 + 95c
54mm, 55mm, 58mm, \$5.95 + 35c. Three for \$13.95 + 65c. Six for \$25.00 + 95c

Free Kodak Filter Book

Don't forget to request your copy of the Kodak Filter Book as a Gift with your order for Ten Dollars or more of any combination of Filters and Lens Accessories shown above. You must request the Free Book at the time you place your order.



Chrome Neckchain

We know that we cannot replace these chains at the price we are selling them but we are overstocked 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

Must Reduce Our Inventory of Wide Straps

We are talking about our wellknown 2" Wide Strap. It doesn't cut into your neck. It doesn't slip off your shoulder. It doesn't scratch your camera. It adjusts to any length and can be used as a Neckstrap or a Shoulder Strap. Beautiful Tapestry Design. We sold thousands at our regular price of \$5.95. In order to adjust our Inventory we have cut the price in half!

Extra Wide Equipment Strap, Stock #1942, during Sale reduced to \$2.95 + 35c Shipping

Color Polarizers

Buy one Color Polarizer at our regular low price and Get the Second One for ONE DOLLAR!

Color Polarizers are Combination of Polarizers and Color Filters. The Red Color Polarizer is a Red Filter plus a Rotating Polarizer. The Yellow Color Polarizer is a Yellow Filter plus a Rotating Polarizer.

Color Polarizers create unusual effects, the type you see in the magazines. Your imagination is the only limit. The effects are clearly visible in the viewfinder before you take the picture.

You get the effect of a Polarizer plus the effect of a Color Filter but you pay only the price of a Polarizer!

Color Polarizers: Yellow, Stock No. 1805. Red, Stock No. 1801.

49mm, \$9.85 + 35c 52mm \$10.85 + 35c
55mm, \$11.85 + 35c 58mm \$12.85 + 35c

Buy one Color Polarizer at our regular low selling price and get another one of same or smaller size for JUST ONE DOLLAR if you order it at the same time.

Filter Sale

"Filters are round bits of colored glass, used by other people." Everybody has heard this definition. It would be funny if it were not true! Very often a filter makes the difference between a good shot and a barely acceptable one. I cannot give a course on the use of filters in this limited space but I will do the next best thing:

Kodak Filter Book Free with Filter Order

With every Filter Order for Ten Dollars or more I will give you free of extra charge a copy of Kodak's Filter Book, the best and most clearly written text on how Filters Improve Your Pictures. The Book is lavishly illustrated in color (naturally!) and is a veritable Course How to make Pictures out of Snapshots. Please request a copy of Kodak's Filter Book with your Filter Order for \$10 or more. No additional charge.

One Quality Filters: The Best

We still carry only the very best quality filters: 100% plano-parallel optical glass, dyed-in-the-mass, and anti-reflection coated on both surfaces.

Series VII Filters require Filter Adapters. Custom Size Filters screw directly into your lenses without adapter.

We carry the following types: Red, Green, Yellow, Orange, Sky, UV, 85, 85B, 85C, 80A, 81A, 82A, Diffusion, Starburst, Neutral Density, Plus One, Plus Two, Plus Three, Polarizer, Color Polarizer Yellow, Color Polarizer Red.

Low, Low Prices

Diffusion Discs, Starburst Discs, Neutral Density Filters, Plus One, Plus Two, Plus Three are the same prices as Filters.

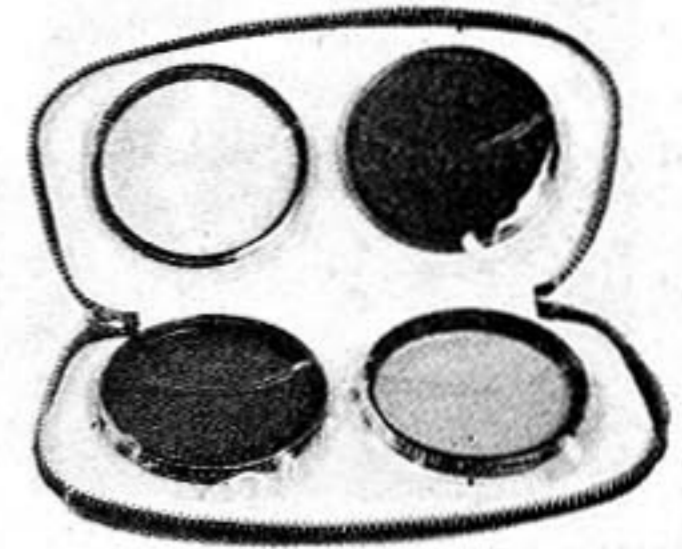
Color Polarizers are the same prices as Polarizers. Ser. VII, 46mm, 48mm, 49mm:

Single Filters \$4.95 + 35c
Set of 4 Filters \$15.95 + 65c
Set of 3 Plus Lenses (+1, +2, +3) \$12.95 + 65c
Polarizer (Rotating) \$9.95 + 35c

52mm, 54mm, 55mm:
Single Filters \$5.95 + 35c
Set of 4 Filters \$18.95 + 65c
Set of 3 Plus Lenses (+1, +2, +3) \$14.95 + 65c
Polarizer (Rotating) \$11.95 + 35c

58mm:
Single Filters \$6.95 + 35c
Set of 4 Filters \$21.95 + 65c
Set of 3 Plus Lenses (+1, +2, +3) \$16.95 + 65c
Polarizer (Rotating) \$13.95 + 35c

Larger Sizes: Available on Special Order. Please write



Zippered Filter Pouch Now Available in 2 Sizes

These beautifully designed Filter Pouches protect your delicate Filters from dust and scratches. Four Filters are always in full view, held in four transparent "windows".

Zippered Filter Pouches
Size A, for Filters up to 55mm, Stock No. 1939
\$2.95 + 35c Shipping

Size B, for Filters up to 67mm, Stock No. 1874
\$3.95 + 35c Shipping

Combination: One Size A, One Size B.
\$5.90 + 45c Shipping

German "Hama" Pistol Grip

A well engineered Pistol Grip, nicely made and finished by German craftsmen. Comes complete with Special Cable Release with adjustable thrust. German HAMA Pistol Grip, Stock No. 2147, complete with Cable, \$8.95 + 75c Shipping



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

Bonus Buys

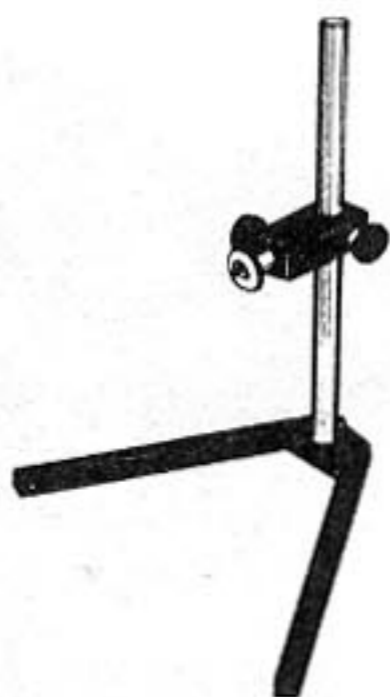
Throughout this Issue you will find Special Offers, designated as BONUS BUYS. While you cannot order the Bonus Buys by themselves, you can order them as tag-ons when your order for other items reaches the amount which qualifies for a Bonus Buy. Once your order for other items reaches the qualifying amount, you may order as many Bonus Buys as you wish.

Minimum

Mail Order \$5.00

SEYMOUR'S INC.
The Worlds ONLY exclusive Exakta Dealer
350 West 31 Street, New York, N.Y. 10001

Versatile Copy Stand



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

Versatile Copy Stand, Stock No. 1873, Great Value at \$19.95 + 1.95 Shipping



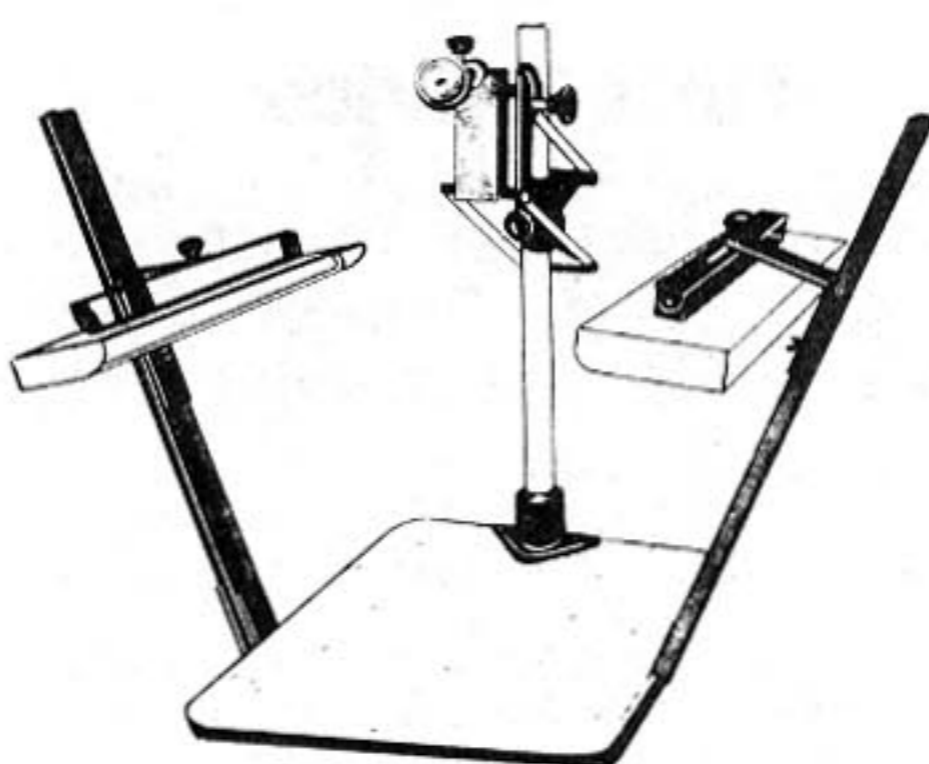
Are you willing to spend \$44.50 for our Best Tripod?

If you will settle for nothing but the Very Best, send for our new Super Pro Tripod. The few extra dollars are wisely spent.

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

- Three-Section Channel-Profiled Legs
- Fast Action Snap Locks
- Gear Driven Center Column with Crank
- Three-Way Heavy Duty Panhead
- Maximum Height 63 Inches
- Folds to only 22 Inches
- Weighs less than 5 lbs.

More value for your money because it's the Best Tripod you can buy.
Super Pro Braced Tripod, Stock No. 2018, \$44.50 + 2.95 Shipping Charges



Save \$18.00 on Combination "Daylight" Copy Lights and Deluxe Copy Stand

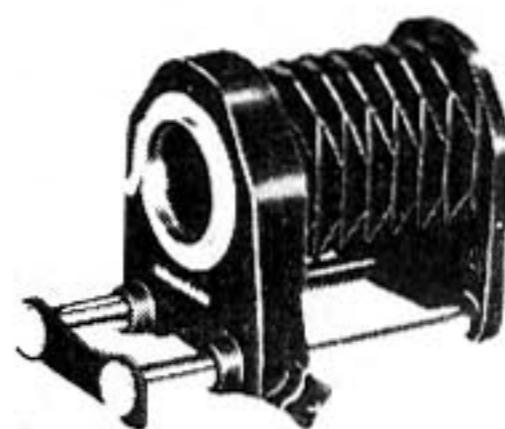
Until now it was not possible to use Daylight Color Film with Copy Lights. From now on you can use the same Daylight Color Film for all your outdoor shots, all your strobelight shots and all your Color Work, Close-Up Work, etc. These new Fluorescent Copy Lights are perfectly matched to your Daylight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

The Unit consists of two special movable and adjustable Reflectors and two special Fluorescent Tubes. The Tubes are 18 inches long and give an even, balanced light for originals up to 14 inches square.

The Unit fastens to the underside of a wood baseboard. The Copy Stand is not included in the price of the Lights. See below.

"Daylight" Copy Lights, Stock No. 1933, \$84.95 + 4.65 Shipping

The Lights are shown on our Deluxe Copy Stand with Pantograph Camera Suspension, Stock No. 2067, only \$43.55 + 4.65 Shipping
Special Combination: Deluxe Copy Stand No. 2067 plus "Daylight" Copy Lights No. 1993, both for only \$112.50 + 7.95. (You save \$18.00 over the individual prices.)



Bonus Buys with Copy Stands

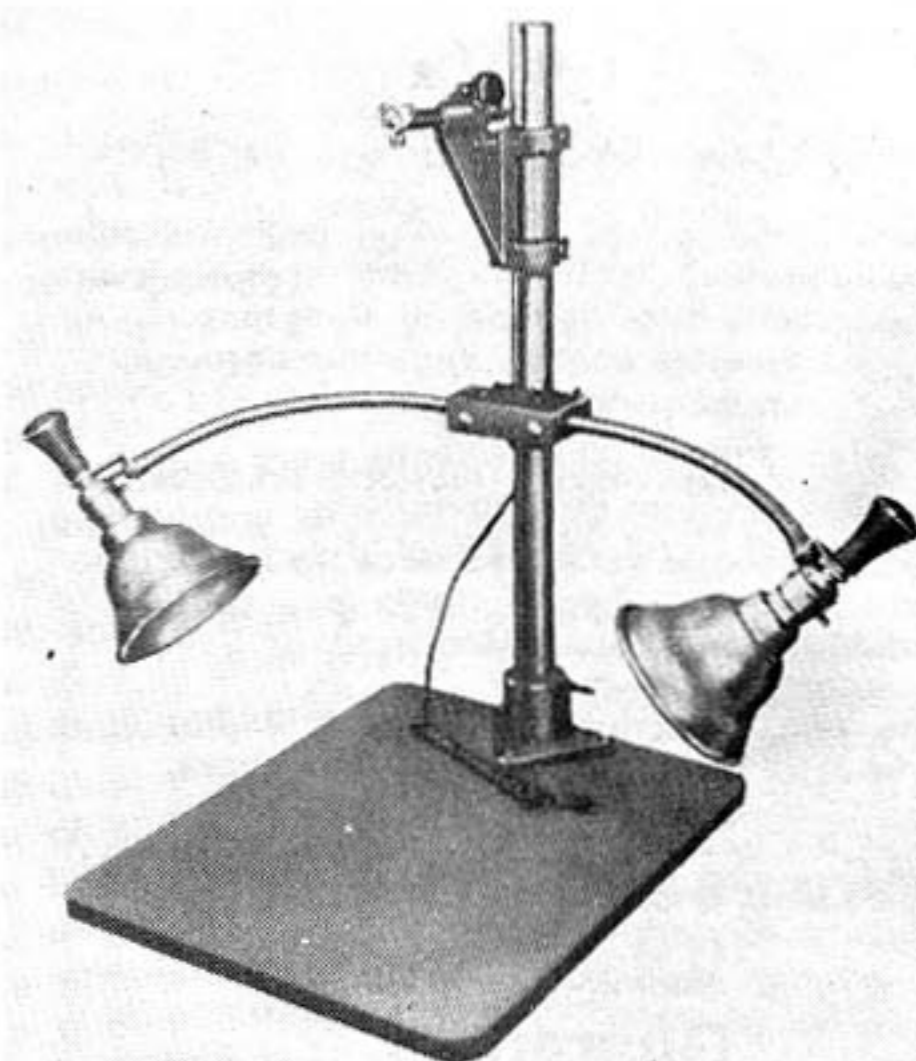
With any Copy Stand on this Page you may order one or both of these Bonus Buys:

Original German Ihagee-Dresden Exakta Five-Section Chrome Macro Tubes, Stock No. 2005, our regular low Selling Price \$14.95 + 95c Shipping. Bonus with any Copy Stand, \$8.85 (and no additional Shipping).

Original German Ihagee-Dresden Proxette Exakta Bellows, Stock No. 1936, our regular low Selling Price \$29.95 + 1.95 Shipping. Bonus with any Copy Stand, \$16.95 (and no additional Shipping).

Buy both the Tubes and the Bellows because the extension length of the Tubes leave off where the extension length of the Bellows start.

Buy both the Tubes and the Bellows because the extension length of the Tubes leaves off where the extension length of the Bellows starts.



Save \$10.00 on Combination Copy Stand and Lights

The Universal Copy Stand is our most popular Copy Stand because of its quality, features and value:

- 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 Charges

Optional Copy Lighting Unit as shown (bulbs not included), Stock No. 1903, \$25.95 + 1.65
Extra Special! Combination Copy Stand and Copy Lighting Unit, Stock No. 1904. Save \$10.00 when you buy the combination, only \$49.95 + 3.25 Shippg. Chgs.

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".

An Old Problem: A New Solution

The Problem: How to keep the original (the one you want to copy) absolutely flat without harming it. The Solution: The Magnet-Strip Copy Board.

The Magnet-Strip Copy Board can be mounted on a wall or placed on a copy stand. It has a steel surface with a grid system in inches, horizontal and vertical, as well as markings for placing individual sizes from 2 1/4 x 2 1/4 to 11 x 14 inches.

Instead of mounting, pinning, sticking or tacking the original you merely place it on the board and place the flexible magnetic strips along the margins. There are two 8" Strips and two 10" Strips. They are actually magnets which cling to the steel surface. No tacks, no tape, no pins, no damage. And it makes a fine Enlarging Easel, too.

Magnet-Strip Copy Board, 11x14, Stock No. 1886, only \$12.95 + 1.85 Shipping

E.E.I.S.

(short for Exakta Equipment Information Service).

While complimentary samples are being mailed to non-subscribers, only subscribers receive every issue. Don't miss a single issue! It may contain the unbelievable bargain you have been waiting for. It may contain the new accessory you always dreamed about.

While we must make a Subscription Charge of \$5.00 per year it will actually cost you nothing because you get a credit equal to the subscription price. Send \$5.00 for a year's subscription and deduct the five dollars from your first order for \$20.00 or more. Fair?

One Year Subscription to E.E.I.S. \$5.00. This amount is refundable as explained above.

What's all this fuss about "Disclosure of Guarantee"?

The Federal Trade Commission recently issued an order that guarantees must be "disclosed" to retail customers. We must have been ahead of our time for 25 years because we have been printing our guarantee, trial period, money-back period, and so on for more than a quarter of a century. How else would you, our customer, know about these important parts of your purchase?

MONEY-BACK POLICY

Our Money-Back Trial is one of the most liberal in the industry: Any Stock Item may be returned (with or without reason) within 15 Days from the day you receive it. Naturally, the equipment must be in the same condition as received and in original packing. The sale becomes final only after the 15-Day Trial Period, at which time the guarantee takes over and you are still protected. Return privileges do not apply to items made to order or obtained on special order or on items designated "As Is" or "All Sales Final" or "Non-Returnable".

GUARANTEE

New Cameras, new Lenses, new Accessories (except electric and electronic items) carry a One Year Guarantee (Labor and Parts).

New electric and electronic Items (Strobe Units, Exposure Meters, etc.) carry a 90-Day Guarantee (Labor and Parts).

Rebuilt cameras, used lenses, used accessories (unless sold "as is") carry a 90-Day Guarantee (Labor and Parts).

Repairs are guaranteed for 90 Days. Important: Guarantee on Repairs covers only functions specified, charged for, and repaired by us.

Equipment sent in during the guarantee period must be accompanied by Return Shipping Charges unless it is picked up at our store.

Important: Unauthorized repairs and/or tampering automatically void all guarantees. Damage caused by misuse, abuse, dropping, water and/or sand, excessive heat or corrosive action are not covered by the guarantee.

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.

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

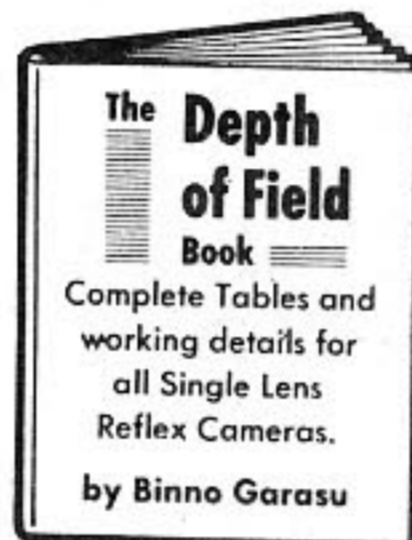
Responsibility will not be accepted for any loss or damage however caused. Your originals are accepted on the basis that their value is the retail cost of the material. Our liability is limited to replacement, or re-imbursalment of the retail cost, of the unexposed material.

Otto's Advice

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

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

Service Package, as described above, \$34.50 + 2.95 Return Shipping Charges.



Book and Folio Sale

#1. The Depth-of-Field Book by Binno Garasu. Has charts for every focal length and easy-to-understand detailed instructions how to make Depth-of-Field work for you instead of against you.

The Depth-of-Field Book by Binno Garasu, Stock #1835, 99c + 25c Shipping

#2. The Filter Book, compiled by Kodak. Profusely illustrated. Takes the mystery out of the use of Filters.

The Filter Book. Stock #1802, 99c + 25c Shipping

#3. Camera Profits, an indispensable Folio if you intend to sell your pictures. In addition to full instructions how to go about it, the Folio contains a list of 300 companies to whom you can submit your pictures. The list is arranged by Subject and Type of Pictures Wanted and shows prices paid.

Camera Profits (Information Folio), Stock No. 2146, \$2.00 + 25c Shipping
Special Combination Deal: All three above (2 Books and 1 Folio). Stock No. 1413, \$2.65 + 35c Shipping Charges.



We Want Your Old Exaktas ...

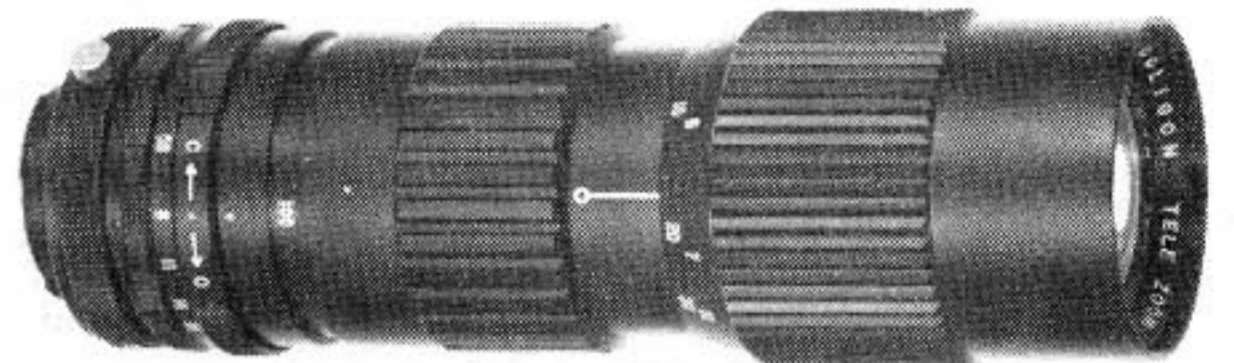
Top Trade-In Allowance for your old Exaktas VXIIa, VXIIb, VX-1000. These Models, in good condition, still bring you Top Dollar.



Seymour-Rebuilt Exaktas

Send for the Current List of Seymour-Rebuilt Exaktas:

Send Self-Addressed Envelope and write in the lower left "L.S.R.E." (which stands for "List of Seymour-Rebuilt Exaktas").



Used Exakta Lenses

To obtain our Current List of Used Exakta Lenses:

Send Self-Addressed Envelope and write in the lower left "U.L.L." (which stands for "Used Lens List").

Attention Experimenters!

You always wanted to experiment with all kinds of filters. For just "playing around", the cost of filters was too high. The people who take the weird and unusual pictures for the camera magazines don't have to worry: the magazine pays for the filters! You have to pay for your filters. Up to now you probably hesitated to let yourself go.

We have accumulated all kinds of filters which we consider ideal for experimenting ("playing around"). We packaged them in Sixpax, six different filters to a pack. If you buy more than one pack at the same time, we will make sure that there are no duplicates. Every filter in these Sixpax costs you only 99c. You can't select colors, types, diameters (but they are all large enough for modern Ser. VII lenses) and you can't return any of them for exchange, refund, or credit. They may be worth five or six times the price you pay. You buy them cheap. You take what you get. One thing we can tell you: you get much more than your money's worth. **Filter Sixpax, 6 different Filters, Pot Luck, Stock No. 6644/SXP, only \$5.94 per Sixpack, plus 95c Shipping**



Save \$10.00 on Safari Cube Foam Attache Case

In the last issue we told you that the Manufacturer had hit us with a whopping Price Increase, forcing us to adjust the price of the Safari Case. In fact, we had absorbed several price increases over the years. On January 15, 1978 we reluctantly adjusted the price to \$29.95, still a great bargain, of course.

For the current Sale we wanted to make a truly spectacular offer and decided to offer our Best Seller, the Safari Case, at an unbelievably low price. During the Sale we will give you Ten Dollars Off the Current Selling Price. How many do you want?

The Safari Foam Fitted Attache Case is impervious to tropical heat or arctic cold. The 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.

The SAFARI Foam Fitted Case cushions your Equipment and protects it from jolts. It has pre-cut Foam Cubes. To custom-fit the foam insert for your equipment, you merely remove foam cubes. 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!

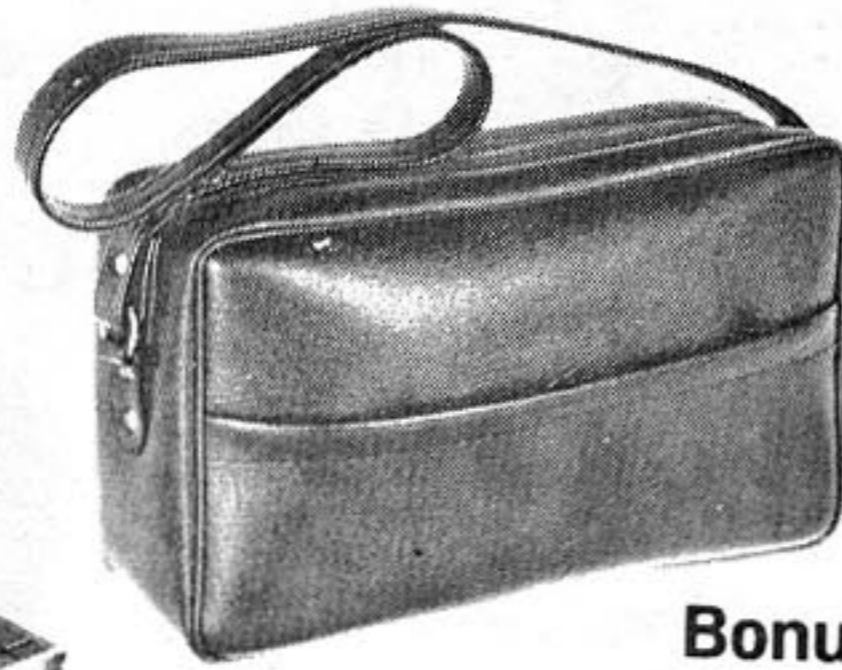
Dimensions: 17x12x4 Inches

- 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 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.

SAFARI Cube-Foam Attache Case, Stock No. 1855, during Sale only \$19.95 + 1.95 Shipping.

Spare Foam Inserts

Complete Set of Foam Inserts, Stock No. 1855/FI, to fit the Safari Case, \$6.95 + 1.25 Shipping.



Bonus Buy.

The "VOYAGER" Gadget Bag.

The VOYAGER is our "Ideal Size" Gadget Bag, 14"x9½"x5. It is made of rich antique saddle tan Tigerhyde Premium Quality Vinyl with the look and feel of finely tanned supple leather. Waterproof washable lining. Inside padded and insulated. Top zipper closing. Convertible Hand/Shoulder Strap. Designer-styled: as beautiful as it is functional.

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, Voyager Gadget Bag, Stock No. 2080.



Slightly Used Cases for Classic Exaktas

We have quite a few slightly used Exakta Carrying Cases in very good condition. Replace your old shabby case. Your Exakta will be forever grateful to you.

Slightly used Case for the Classic Exakta, only \$8.65 + 1.25 Shipping.



Bonus Buy

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



Special Purchase Lens Cases

We purchased an assortment of Lens Cases from a Distributor who had more cases than lenses. They range in sizes from Wide Angle Cases to 135mm Telephoto Cases. Give us the sizes of your lenses. We will select cases to fit the lenses as closely as possible.

Special Purchase Lens Cases
For small Wide Angle Lenses, 6429/S, \$3.95
For larger Wide Angle or Standard, 6429/M, \$4.95

For 75mm to 135mm Lenses, 6429/L, \$5.95
Shipping: One Case 65c, Two or more, 95c
SPECIAL: Order any 3 or more and take 10% off the prices.



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.

Exakta Repairs

We are fully equipped to handle all repairs on Exakta Cameras. We use original factory parts and factory methods exclusively. Estimates of Repair Costs are free and gladly given without obligation on your part. Send your camera by insured Parcel Post. Attach a tag to the camera itself giving your full name and address, and stating briefly what you would like to have done. Mark the tag: Estimate Only. We'll do the rest.

Super Bargain:

Final Close-Out: How would you like to buy Studio Quality Reel-to-Reel Tape at 99c a Reel?

For the last ten years we have been supplying Studio Quality Reel-to-Reel Tape to Recording Enthusiasts all over the country. During that period the number of reel-to-reel recorders has shrunk alarmingly. Eight-Track and Cassette Recorders have eroded the Reel Recorder Field. In order to sell the tape at our low prices we always had to make large commitments which is no longer possible. This forces us out of the Reel Tape Business. In keeping with the old adage that the first loss is the cheapest, we will sell our remaining Reel Tapes at unbelievable low prices.

Remember that this is not marginal tape bought for this sale but our regular Studio Quality Tape: Professional Oxyde Formula, Lubricated Polished Surfaces, Splice-Free New Virgin Tape on Tensitized Mylar Base. If you compare retail prices, it depends where you buy your tape and in what quantities. Seven-Inch Reels of good Tape go for six to ten dollars, in fancy boxes as high as \$15.00 a reel.

We have 1200 Foot and 2400 Foot Reels left. The 1800 Foot Reels are all gone. The 1200 Foot Tape is available on 7" Regular Reels and on Special 7" Large-Hub Low Torque Reels. The minimum order at the Close-Out Prices is 25 Reels. As additional incentive to buy larger quantities we offer you an additional 10% Discount on all orders for 100 Reels or more. The 100 Reels may be identical or assorted.

Studio Quality Recording Tape on Seven-Inch Reels, unboxed 1200 ft, Standard Reel, 99c each 1200 ft, Large-Hub Low-Torque Reel, \$1.18 each

1800 ft, sold out

2400 ft, \$1.49 each

Shipping: 25 Reels \$5.50

100 Reels \$14.50

Library Stands, Metal Cans at Special Prices

If you want to buy an equal number of Stands, Boxes or Cans (one for every reel of tape you order) you may obtain them as follows:

Library Ring Stand, Stock No. 1913/RS, Reg. 75c with Tape 25c each
Metal Can, Stock No. 0899, Reg. \$1.19 with Tape 39c each

Any Item in this Issue Comes to You on 15-Day Money Back Trial



COMPUTRON Recording Cassettes

COMPUTRON Recording Cassettes are among the favorite brands of High Quality "H.O.L.N." (High Output/Low Noise) Recording Tapes, preferred by meticulous Recordists. Every Cassette is screw-assembled (not glued together!) with welded windows, clear plastic leader tape, spring mounted pressure pad, all the features you expect in a quality Recording Cassette.

Here is your chance to stock up on COMPUTRON High Output/Low Noise Recording Cassettes at incredibly low professional prices. Do stock up! It's too good an opportunity to miss!

Cassettes (Minimum Order 10). You may mix sizes for quantity prices.

60-Minute C-60, Stock No. 1869/60

Lots of 10, \$1.09 each Lots of 25, 99c each

Lots of 50, 92c each

90-Minute C-90, Stock No. 1869/90

Lots of 10, \$1.29 each Lots of 25, \$1.18 each

Lots of 50, \$1.09 each

Shipping Charges: 10 Cassettes 95c

25 Cassettes \$1.60 50 Cassettes \$2.10

Clear Plastic Phillips (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.

We guarantee every cassette and will replace it with a brand new one, regardless how often recorded and re-recorded, if you find it defective in any way and return it to us within 90 days.



Free Bonus with Computron Recording Cassettes

During Sale Only: With your order for 25 or more Computron Recording Cassettes we will give you free an equal number of Norelco Type Plastic Cases.

Yes, in spite of the low prices we will give you an additional Bonus, free! Remember, please, that you must request this free Bonus. Say on your order: "Equal number of Norelco Type Plastic Boxes, free." To be eligible for the free Bonus, your order must be for 25 or more Computron Recording Cassettes.

CLOSE-OUT

Cock A Doodle Doo
And Mother Goose Too



Over 100 Children's Song on Four 12" Long Play Record Albums

We must sell the last 500 sets at a greatly reduced price. Left over from our Christmas Issue but we don't want to keep them till next Christmas.

They are the most delightful children's records you can get. All the children's favorites are here. Give a set to every child in your family, to every youngster in your neighborhood. You will be the best-loved person for years to come!

These records are being sold nationwide on TV Networks as terrific bargains at \$9.95 per set. At that price they are indeed a great buy and they sell by the thousands. We offered them in the Christmas Issue for \$5.95 and there was hardly an order that did not call for at least one set. All we have left now is a remainder of 500 Sets and we want to sell them out. Order as many Sets as you know children to give them to. We will fill orders as long as our stock holds out.

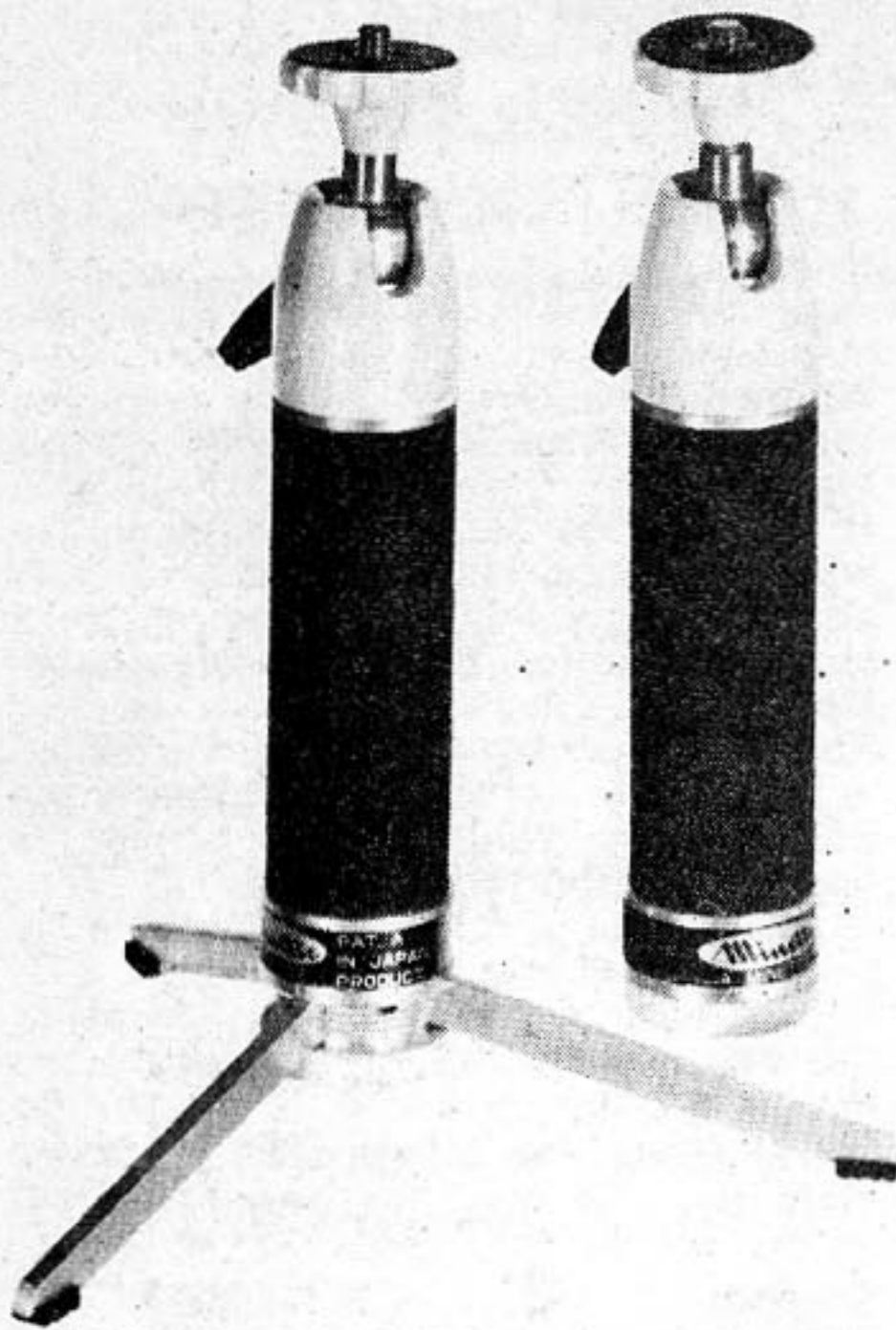
Children's Record Set of Four 12" Long Play Albums, Stock No. 1905, Clear-the-Shelves Sale Priced at an unbelievably low \$3.95 + 95c Shipping. (Yes, that's for the Set of Four, NOT per Record!)

15 Days Money Back
on ANY item
in this folder



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.



"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 (eight 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

Reverse Adapter for Macro Work

The average non-Macro lens is corrected for normal distances. To use it for Close-Up and Macro Work, you have to "fool" it by reversing it, making the rear element face the subject. This restores the correction for Ultra-Sharp Close-Ups.

The Reverse Adapter screws into the front thread of the lens and fits 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 Adapter is precision machined, all metal, and guaranteed to fit perfectly. Reverse Adapter Ser. VII to Exakta Bayonet Stock No. 2113/7Ex, \$4.95 + 35c Shipping Matching Lens Adapter (state mm size of diameter of Lens), \$3.95

In order to use the Reverse Adapter in the Exakta Twin TL you also need the Adapter TW/CLA at \$9.95



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 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.

Ours Exclusively: ProxiGrid Close-Up Focusing Screen

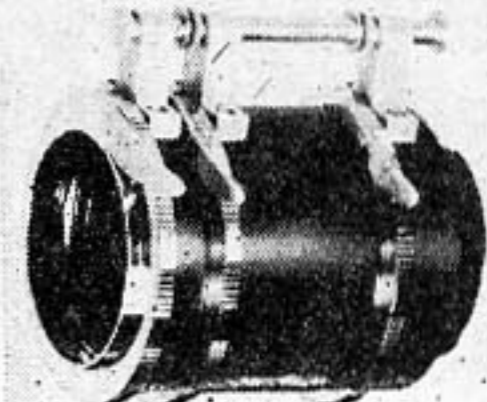
A newly developed Close-Up Focusing Insert, the ProxiGrid, has a MicroGrid type screen over the entire surface. It is similar to the famous Seymourelite with one important difference: It is designed to give ultra precise, ultra sharp focus for Copying and Close-Up Work.

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 blur violently. Think of the new ProxiGrid as an optical amplifier.

Sharpness is amplified and out-of-focus lack of sharpness is also amplified (or exaggerated, if you prefer this word). With the ProxiGrid you cannot take unsharp Close-Ups. The picture of the bee on the flower which you may have seen in our showroom was focused on the ProxiGrid. Even though I had to shoot very quickly (bees are notoriously uncooperative when it comes to posing for me!) the sharpness is right on the banjo eyes of the honeybee!

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

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



Automatic Macro Tubes for Classic Exakta

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

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

Chrome Reverse Adapters for Chrome Macro Tubes

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

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

Reverse Adapter, R-49-B, Stock No. 2115, \$4.35 + 35c Shipping

Reverse Adapter, R-VII-B, Stock No. 2116, \$4.35 + 35c Shipping

Lens Adapter, Series VII, Stock No. 77, \$3.95 + 25c Shipping

Bonus Buys: If purchased with Ihagee Macro Tubes:

R-49-B, if bought with Tubes, \$2.15
Combination R-VII-B plus Lens Adapter, if bought with Tubes, \$3.98



Reloadable Cassettes

Save a hundred times the cost of these inexpensive Cassettes when you load your own film! Cassettes are still at the old prices!

Reloadable Cassettes, Stock No. 1954,
10 for \$3.95 + 45c 25 for \$7.95 + 75c
100 for \$29.50 + 1.45 500 for \$135.00 + 3.95

Exakta Nostalgia (Collectors' Items)

If it seems to you like yesterday, you are older than you admit. The fact is that the first 35mm "Kine" Exakta made its debut 41 years ago! This has placed many early (and some later) items into the realm of Collectibles.

If you are looking for such items, write us a letter and be as specific as you can. We may have the items you want. At this time we can offer you some rarities:

Old-Style Lightmeter Prism for the Classic Exakta. Has a built-in selenium-type exposure meter. Does not measure the light through the lens. The meters in these prisms may or may not work. We offer these as Collector's Items only for \$39.50 + 1.65 Shipping

Clip-on PentaPrism for the older Exakta Models (I and II) which did not have removable finders. Original Equipment \$58.50 + 1.35 Shipping

Multiscope Bellows Outfits, various configurations, some as low as \$89.50. Write for details and availability.

Please remember: We do not have any Lists of Collectors' Items because they do not stay around long enough. Tell us what you need and we will see whether we have it.

Lightmeter Prisms for Classic Exakta

From time to time we get Through-The-Lens Lightmeter Prisms as trade-ins. We recalibrate them in our Service Department and offer them on a first-come basis. If you are interested in one of them, drop us a line.



Non-Exakta People!

In 1948 we introduced the Exakta to the American Camera Fan. It was love at first sight. Over the years we initiated some 400,000 love affairs between Exaktas and their "lovers". It would be a miracle if all of these love affairs were still in bloom. Some love affairs do wear off...

If you are one of these fickle lovers and have transferred your affection to a different camera, do not despair: Quite a few of the lenses and accessories in this issue are available for "other" cameras. For instance, all lenses which fit the Exakta 42 also fit the Pentax and all other cameras with so-called Universal (42mm) Thread. Most Rokunar Lenses are available for a wide variety of "other" cameras such as Nikon, Konica, Minolta, etc. If in doubt, drop us a line and ask.

Many Accessories are usable with any camera and such items as Slide Copiers, Angle Scopes, etc. are available for nearly all cameras. Again, if in doubt, write.

Just remember to write the make and model of your camera prominently on your order or you might receive Exakta Accessories.



Eyecups for Classic and RTL Models

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

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

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

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

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

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

Shield-and-Shoe Combination Eyeshield and Accessory Shoe, Stock No. 1969, \$5.95 + 65c Shipping

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

Groundglass with Clear Spot, Stock No. 1971, \$14.95 + 55c Shippg.

Groundglass with Crosshairs, Stock No. 1972/X, \$15.65 + 55c Shippg.

Groundglass with Calibrated Crosshairs, Stock No. 1971/C, \$18.50 + 55c

"Tele Finder" Groundglass which shows the fields for 135mm, 180mm and 300mm Telephoto Lenses when viewed with standard 50mm lens in camera. Stock No. 1271/TF, \$18.50 + 55c

Ultra Fine Groundglass for RTL-1000

RTL-1000 Owners! We just received (totally unexpected!) a shipment of the Ultra-Fine Groundglass Inserts for the RTL-1000. This most popular Insert had been unavailable for more than three years. Now, suddenly, a small Air Shipment!

If the various inserts (MicroGrid, Split Image, etc) have been bothering you, if you need an insert for ultra precise focusing, if you do Close-Up Work, Scientific Work or just about any type of photography which calls for exact focus, send for the U.F.G. Glass Insert. Yes, it is glass, not plastic!

Ultra Fine Grain Glass Insert for RTL-1000, Stock No. 1988, only \$12.50 + 45c Shipping Charges

New and Ours Exclusively: ProxiGrid Close-Up Focusing Screen

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

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

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

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

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

Remember the Seymourlite?

The Seymourlite (See More Light), the invention of an American Physics Professor, revolutionized Focusing when we first offered it nearly twenty years ago. We had to discontinue it because sky-rocketing production costs priced it out of the market. Now we have a small number of slightly used Seymourlites (thoroughly checked for accuracy) and offer them on a first-come basis.

If you don't know what a Seymourlite is: It is the Insert for the Classic Eyelevel Prism which optically amplifies the image in the finder. When you are in focus, the image is extremely sharp and brilliant. When you are out of focus (even very slightly) the Seymourlite violently blurs the image. You cannot take out-of-focus shots because the Seymourlite won't allow it.

Seymourlite Focusing Insert, slightly used, guaranteed accurate, Stock No. 1409, only \$14.95 + 1.25 Shipping Charges

Last - Minute New Items Twin Strobe Holder Assembly

Most strobelights have a maximum coverage of 65 degrees which translates into 32.5° off the axis. There are many occasions when this angular coverage is inadequate. 28mm Wide Angle Lenses (or shorter ones) require a much larger angle of light. The answer: use two strobe units, mounted on the lens. Yes, we said **on the lens!**

Or, you may want to copy a picture, a map, a newspaper, an illustration in a book. Top mounted or side mounted strobes just won't give you the illumination you need; at best, the copy will come out lighter on one side and darker on the other side. At worst, the light will miss the subject altogether.

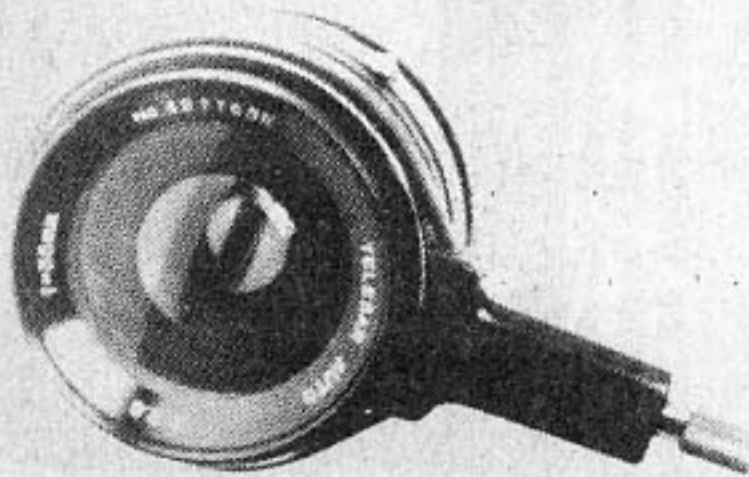
The solution is as simple as it ingenious: Mount two strobes on either side of the lens! All you need is our new Twin Strobe Holder Assembly. It consists of a Ser.VII Screw-in Ring with two Strobe Accessory Shoes, two independent Flash Tilters (for independent angular adjustment of both strobes) and a Twin "Y" Cord to hook up the strobes to fire simultaneously. We can supply the Assembly without strobeguns or with strobeguns.

Twin Strobe Holder Assembly, complete with 2 Swivel Tilters, Hook-Up Y Cord, Ser.VII, Stock No.1906, only \$22.50 + 1.25 Shippg. Lens Adapter (state mm size of lens) \$4.95

Twin Strobe Unit, as above, complete with Lens Adapter [state mm size], 2 Maxette Strobes [described in this Issue] and 4 Alkaline Batteries, Complete Outfit, Stock 1935, only \$67.50 + 2.45 Shipping.

Ten-Section Tripod

At last: a Tripod which you can throw into your gadget bag; a Tripod which does a 'disappearing act.' Fully Five Feet High when extended but only two-thirds of a foot long when closed! And that includes the Full-Swing Panhead with single-motion twist-lock extended handle! If you have been looking for a tripod which you can take with you, no matter where you go, you have found it! **10-Section Tripod**, Stock No.2013, \$27.50 plus \$1.65 Shipping Charges.



F. F. F. Fumble-Free Focusing

A new (long overdue!) Focusing Aid: The Focus Handle. It puts a convenient handle on the focusing ring of your lens. It straps around the Focusing Ring and lets you "touch focus" with one finger. The larger orbit makes fine focusing easier and more precise. Comes in two adjustable diameter ranges. To order, use the **Diameter of the Focusing Ring** as a guide, not Focal Length!

Focus Handle, Size A, adjusts from 47mm to 55mm, Stock No.188/A, \$7.95 + 35c Shippg.

Focus Handle, Size B, adjusts from 55mm to 67mm, Stock No.1881/B, \$8.95 + 35c Shippg.

Buy one for every one of your lenses. **Special: Buy three or more [same size or assorted] and deduct 10% from the prices.**

"Treasure Chest" Metal Equipment Case

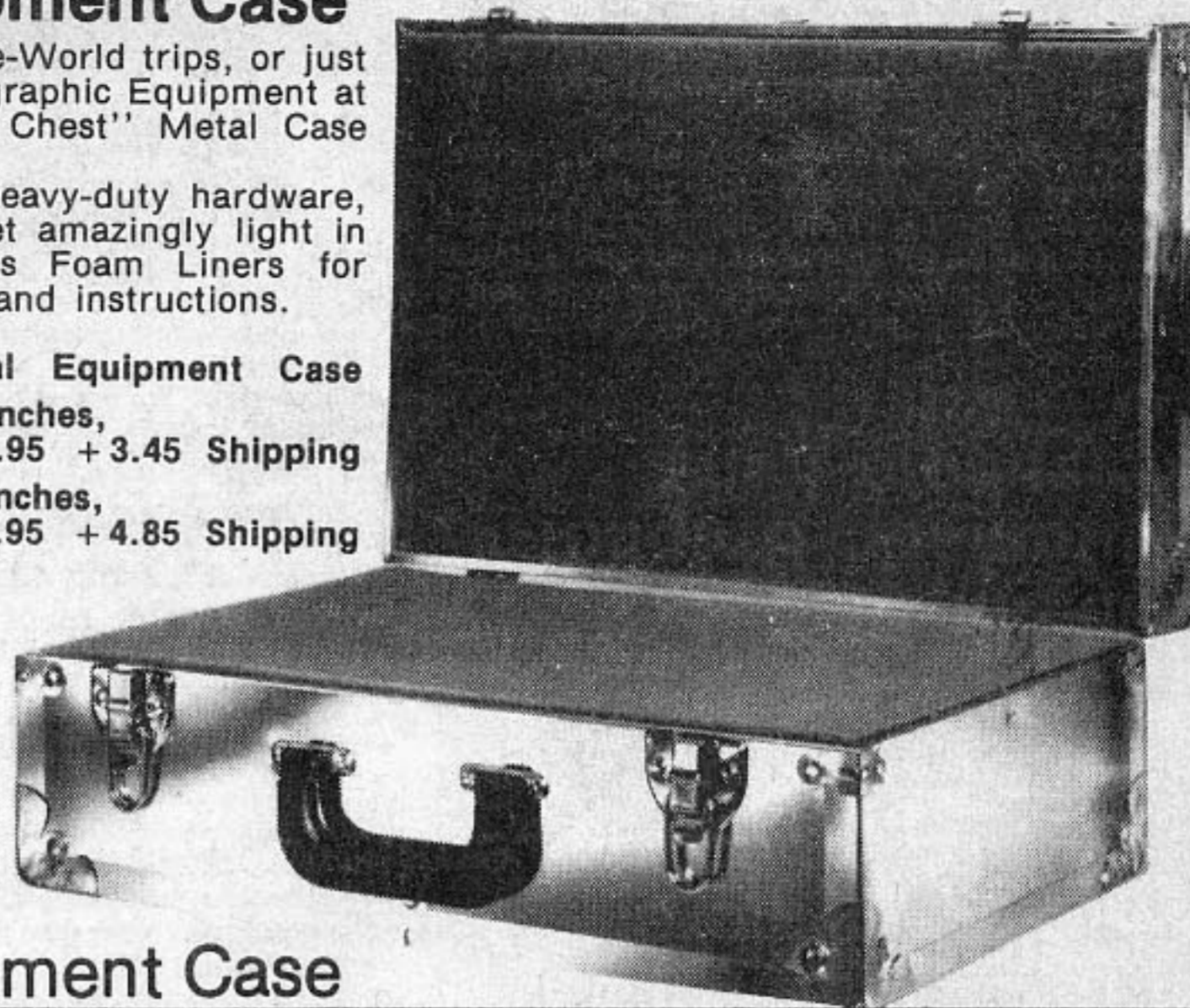
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"Treasure Chest"

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