



**EEIS**

**EXAKTA EQUIPMENT  
INFORMATION SERVICE**  
by Subscription only

Published by

**SEYMOUR'S** INC.

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

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

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

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

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#### INTRODUCTION

Exakta Equipment Information Service ("EEIS" for short) is a new Seymour Publication, quite different from Seymour's Exakta News. EEIS is written for a relatively small group of Exakta Fans. It is available by subscription only. Details how to subscribe and how to get your subscription free are explained in this issue.

#### How does EEIS differ from the Exakta News?

Seymour's Exakta News is a publication written for a large number of people. Our Distribution List contains about One Hundred Thousand Names, give or take a few thousand. It takes a long time to get out such a large magazine. Copy must be written, photographs taken, layouts made; type must be set, a large run must be printed and bound, addressed, mailed. All this takes a long time. It may amaze you that, on the average, three months elapse from the day we start preparing a new issue of the Exakta News to the day the mailman hands it to you. Three months is a long time! It makes such a large publication rather inflexible and we had to find a way to supplement it with a better way of getting "Instant Information" to a small interested group of Exakta Fans. EEIS was the answer.

#### "Instant Information"

Many new items miss the deadline for each issue of the Exakta News. They will appear in EEIS almost as soon as they are available. There can be no last-minute changes in the Exakta News but updated information will appear immediately in EEIS. Late developments will be announced in EEIS. In fact, anything which depends on fast customer notification will appear in EEIS. Think of EEIS as Instant Supplement to the Exakta News.

#### New Items

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

#### Advance Information ON Sales

As a Seymour Customer you know that we always run Sales on selected items. These Sales are announced in the Exakta News. As a reader of EEIS you may have as much as four weeks advance information on such Sales. You will have first choice on these money-saving offers, long before they have been picked-over or even sold out!

#### EEIS Readers get First Choice

No matter what it is, you can't buy it unless you know about it. EEIS readers WILL know about it. You can't take advantage of a sale if you are not told about it. EEIS readers WILL be told. As an EEIS reader you are never, never under any obligation to buy anything; but if you want to buy it, you get first choice.

#### Small Circulation

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

EEIS, on the other hand, will contain information on small special purchases, limited-supply items, close-outs of small remaining stocks, details about equipment which we consider to be of interest to a limited number of people, and, from time to time, a list of scarce used items which, until now, could only be sold in our showroom.

#### Close-Outs

There can be several reasons for marking down or closing out an item: The last few pieces of an item which cannot be re-ordered from the factory; the remainder of a discontinued item; a superseded model. Close-Outs are sold as long as they last, on a first-come, first-served basis. EEIS readers receive immediate information on all close-outs which are offered at great savings.

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

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

### "Limited Supply" Items

If we have only a small supply of an item, we cannot advertise it to the general public. We might receive ten times as many orders as we can fill. But an announcement in EEIS will be safe: EEIS goes only to a small list.

### Used Equipment

Customers who have been on the Distribution List of the Exakta News for more than fifteen years will remember that we sometimes published lists of used Exakta Equipment. As the circulation of the Exakta News grew, we had to discontinue these lists because we usually received more orders for the listed items than we could fill. EEIS makes it possible once more to publish lists of good used equipment, since EEIS goes only to a small list of subscribers.

### EEIS Specials

There will be EEIS Specials, i.e., price reductions on selected items which will change from issue to issue. They will be available to EEIS Readers ONLY.

### Future Projects

EEIS is flexible enough to try all kinds of experiments. We have in mind running a "Classified" Section where readers can advertise equipment they want to sell, swap, or buy. Let us know what you think of this idea.

We were also thinking of publishing articles of interest to Exakta Users, such as what filters to use and how to use them, or "request" articles, if we do get requests from our readers. This means from YOU.

In any case, we would like to hear from you. Any suggestions? We're flexible.

### BY SUBSCRIPTION ONLY

EEIS will be available by Subscription Only. Obviously, if we were to print 100,000 copies and mail them out, indiscriminately, to all customers on our list, we would defeat the purpose of this limited-circulation Newsletter. The success of EEIS will depend on limited the number of subscribers.

While we have to make a Subscription Charge, it will actually cost you nothing (unless you just want to read it for the information it contains and never send an order. Of course, you are under no obligation to buy anything, now or ever!)

The subscription price is \$5.00 a year. But this amount will be credited in full towards your orders, with No Time Limit: you may send an order now or at any time in the future. You may even split your orders. It works like this:

If you do not want to order any merchandise right now, just send \$5.00 and you will become an EEIS Subscriber. Your subscription price gives you a credit of \$5.00 which you may apply to future orders (no time limit) as follows:

On orders for \$20.00 or more, you deduct the full credit in one fell swoop.

On orders between \$10.00 and \$19.99, you deduct \$2.50 and you will still have a credit of \$2.50 which you may apply ANYTIME in the future on orders for \$10.00 or more.

**If you want to send an order for \$20.00 or more right now, just pay for the order, request your subscription to EEIS but do not pay for the subscription.**

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

**In either case (with or without an order) you get the benefit of EEIS immediately. And either way, it will cost you nothing: If you send an order as explained above, you do not pay for the subscription. If you pay for the subscription, you get a good-at-any-time Credit for the full amount of the subscription price.**

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

## Having Trouble Focusing? The "Eagle Eye" Individually Corrected Eyepiece Lens will Solve your Problem!



It's the old story: You have a problem and Seymour's can solve it. Your problem: you don't have 20/20 vision and the image on the focusing screen looks blurred. It remains blurred, even though you are trying your reading glasses, your "distance" glasses, or no glasses. Baffled? Many people could not figure it out. Nothing seemed to help. Optometrists and opticians were baffled, too. Yet, there is a simple explanation:

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

For years we tried to solve the problem. Hours and hours were spent with eye experts. At last, success! We can now supply corrective eyepiece lenses which are a combination of your own prescription and the additional correction which is necessary to make them "work", to make the image in the finder wire sharp for your own individual eyesight.

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

We make the lenses to fit the Exakta Eyepiece (but we can make them to fit any kind of eyepiece). Remember that we do NOT make lenses for eyeglasses. All "Eagle Eye" Lenses are corrected specifically as a focusing aid for your camera, corrected to your very own personal requirements.

**"Eagle Eye" Eyepiece Lens, to fit Exakta Eyecup,  
\$14.95 plus 35c Shipping Charges.**

**Original Exakta Eyecup \$6.95 + 35c**

**Combination Price:**

**"Eagle Eye" Lens plus Eyecup \$19.50 + 45c.**

# EEIS Readers Receive Advance Information About the New Ihagee "West Exakta"

Rumors have been flying about Ihagee's new "West" Exakta, but facts were hard to come by. Well, here is the first authentic description of this new camera.

To answer your first question before you ask it: Yes, Seymour's has the camera in stock and can ship it the day your order is received.

The official Model Name is: Exakta Twin TL. The "TL", obviously, stands for "Through-the-Lens" Focusing and Light Metering. Buy why "Twin"? Because it was originally designed as a twin system, taking its own lenses (more about the lens mount later) as well as "Classic" Exakta Lenses. Some time between the name giving and the final production the mount was improved to take, in addition to the classic lenses, Exakta RTL Lenses, and, of all things, Pentax and Praktica Lenses. Inexpensive Adapters are offered and the system makes the new Exakta the most versatile universal lens mount camera in the world. Since it would have been a little awkward to change the name to "Quadruple TL", they left it at Twin-TL.

The basic Twin TL Mount is a miracle of engineering. It has the widest unobstructed opening of any 35mm camera. This means that you can use lenses which would vignette (cut off) in any other camera. It also means that the lens adapters (for Pentax Lenses, etc.) fit INSIDE the lens mount, permitting a full focusing range of all lenses, including "adapted" ones!

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

The next feature is the newly developed light metering system. It has two CdS Sensors to avoid "guessy" readings. The two sensors feed into an intricate computer "brain" and give you a reading which you can trust implicitly. Like all Exaktas, the meter uses the "true" reading method without mechanical linkage and "approximations". What you see is what you get, or should we say: "What the film sees is what the meter gets".



A push-button switch puts the meter into the circuit and, at the same time, causes your lens to respond to the light meter. You can switch it at will, but there is a great design idea: A split second after you trip the shutter, the meter automatically shuts off (making your battery last three times as long as in other cameras) and puts the lens back into the fully automatic mode. You can take subsequent shots at the previous meter reading which remains "locked" into the lens: your lens will close down to the same F/Stop as before if the light has not changed. If the light has changed or if you want to take a new reading, just push the switch down and the automatic process will simply repeat itself. Of course, the meter and the shutter are coupled to each other. Change the shutter speed and the meter will automatically compensate. Unlike mechanical metering systems, the Exakta will compensate for ALL variables when it computes the exposure: Filters, Close-Up Focusing, Extensions, Bellows, and so on.

What else? Plenty! An all-metal reciprocating shutter of uncanny accuracy. Shutter speeds to 1/1000 sec. Delayed Action ("Self Timer"). Left and right hand Shutter Release. Automatic Zero Reset. Eyelevel Pentaprism with Combination Fresnel Viewing Screen with MicroGrid Rangefinder (built-in, non-removable). Built-in Accessory Shoe (Hot and Cold). Professional Black Finish.

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

Earl F. Seymour

**Exakta Twin-TL with F1.4 internally automatic Lens, complete with Case, \$199.50 + 2.45 Shipping Charges.**

**Exakta Twin-TL with F1.8 internally automatic Lens, complete with Case \$174.50 + 2.45 Shipping Charges.**

**Exakta Twin-TL without Lens, with Case, \$144.50 + 2.45.**

**Adapters for other lenses:**  
Adapter TW/CLA, adapts Classic Exakta Lenses and RTL-1000 Exakta Lenses to the Twin-TL, \$9.95. Adapter TW/PRA, adapts Pentax and Praktica Lenses to the Twin-TL, \$14.95.



# New Bellows-and Lens Combination lets you focus from Infinity to One Inch!

You have seen close-up devices that focus down to one inch. And you have seen lenses that focus to Infinity. But you have never seen a Bellows-and-Lens Combination which will do both! The secret lies in the specially constructed lens mount which deeply recesses the optical components of the lens, permitting the rear element to be positioned exactly where the rear element of a standard lens would be if it were attached to the camera itself. Now you know WHY this combination has such a complete focusing range. But HOW it is done, is still a miracle of design engineering.

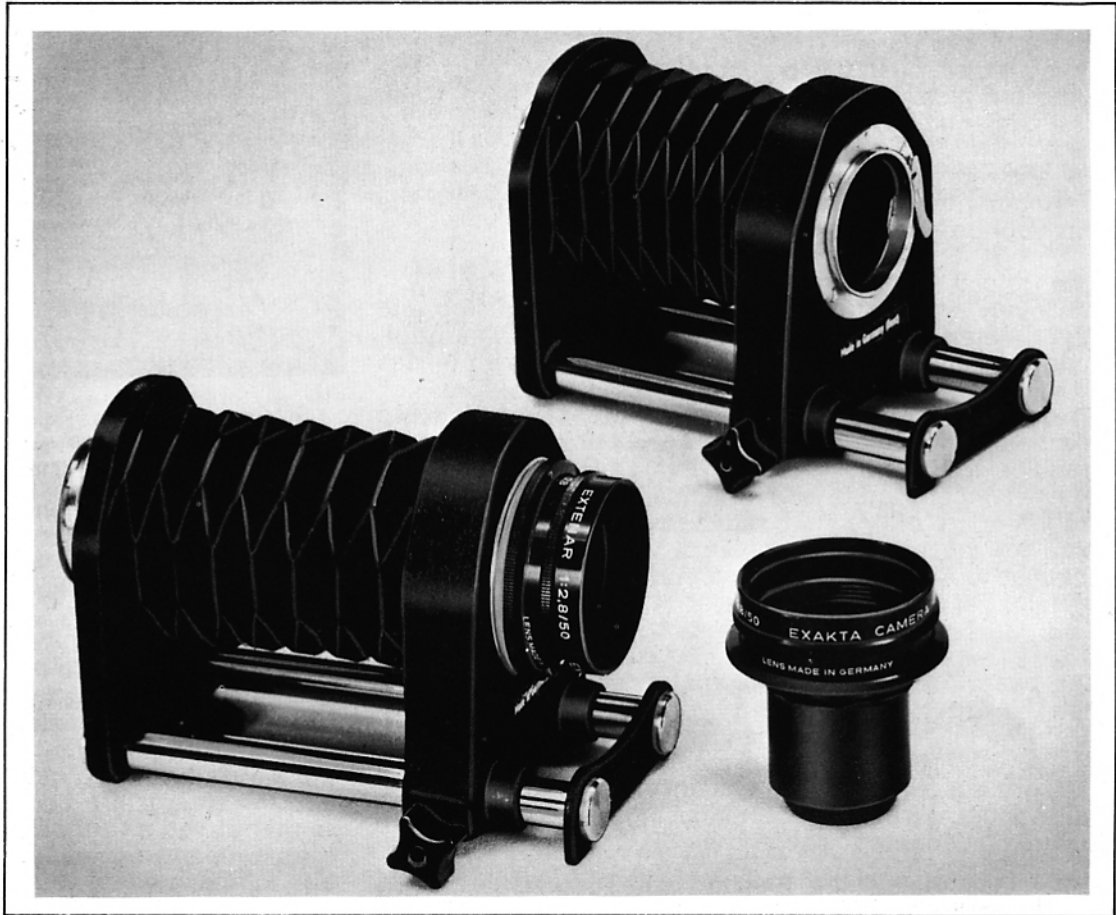
## THE BELLOWS:

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

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

The construction of the Proxette keeps the lens permanently aligned, both laterally and relative to the lens axis. This means that the lens axis will always be exactly perpendicular to the film plane and 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 result in photographs which are sharp in one corner and blurred in the other three corners. Permanent alignment is achieved by the use of two chrome plated rods.

Once focused, the Proxette provides a positive lock which does not slide into the next "notch" because there are no notches! It prevents the lens from gradually dropping into a lower position when the unit is pointed downward. Once focused, the Proxette STAYS focused.



## THE LENS:

The 50mm F2.8 Macro Extenar is a superbly corrected lens of modified (i.e. improved) Tessar Type Formula. It produces ultra sharp images, regardless whether it is focused on Infinity, at moderate close-up, or at extreme macro setting. It bayonets into the Proxette. The diaphragm control ring is conveniently located outside the bellows, while the optical part of the lens is located deep inside the bellows. The front element is so far recessed that the lens barrel acts as a deep lens shade, keeping stray light from hitting the lens itself. The result is an uncannily clear picture because only image-producing light rays enter the lens. The usual ambient light is prevented from entering and bouncing around inside the lens which would lead to a haze across the image on the film. Pictures taken with the Macro Extenar are not only beautifully sharp, they are also unusually crisp: just what you need for macro shots!


## THE COMBINATION:

While the Proxette can be used with any lens, the Extenar gives it an unusual focusing range from Infinity to Extreme Close-Up: from a Mile to an Inch! No matter what distance you want to cover, the Macro Extenar in the Proxette will give it to you.

Original Exakta Proxette  
Bellows, Stock No. 1936,  
\$29.95 + 1.45 Shipping

50mm F2.8 Macro Extenar  
Lenshead, Stock No. 1944,  
\$39.50 + 1.25 Shipping

Special Combination Price  
to EEIS Readers: Proxette  
Bellows AND Macro Extenar  
Lenshead, Stock No. 3006/E,  
\$49.95 + 1.95 Shipping



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

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

But if you ever want to take a picture which is beyond the scope of your built-in meter, you certainly do need a handheld meter. Not just any handheld meter, of course. Some handheld meters don't have a greater range than your built-in meter and if you look at the specifications, you will see that some of the most widely advertised (and high-priced) meters have an amazingly narrow range. True, some go rather high but are deficient in the low end (where the extended range costs money). Others may give fair readings for the conventional films but not for very slow or very fast films. Still others severely limit the exposure time to hide their limited range.

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

In case you missed the amazing specifications of the Super Tiger CdS Meter in the last Exakta News, here they are again, exactly as printed in the Exakta News:-

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

Now let's look at its features and compare them with those of other meters. The new Super Tiger comes out on top every time. Start comparing the Super Tiger's range with that of any known meter.

**4 hours to 1/8000 second! (Read that again: not 4 seconds, not 4 minutes but FOUR HOURS!)**

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

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

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



We'll just list some of the other features:

Built-in Battery Tester.

Battery Miser Circuit (battery lasts two years).

One-hand operation.

Jewelled movement.

Shock Resistant Construction.

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

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

You have seen exposure meters whose needles flutter and bounce back and forth as if the meter could not make up its mind. The Super Tiger knows exactly how to interpret the light and the needle comes to a positive, rock-steady rest. No guesswork!

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

**Super Tiger CdS Exposure Meter, Stock No. 1995 - \$19.95 + 1.25 Shipping (Battery, Case, included).**

## Focusing Inserts for Classic Exaktas

We have accumulated several hundred Focusing Inserts (Screens) with slight beauty marks and offer them, while they last to EEIS Readers.

Let me assure you, right off, that these inserts are 100% accurate and that the beauty marks do not in any way interfere with viewing or focusing. The beauty 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 reduced prices. Remember, these are for the Classic Exakta, not for the RTL Model.

**Fresnel Viewing Screen with MicroGrid, Stock No. 1970, First Quality \$7.50 + 35c. Same, with Slight Beauty Marks, \$3.95 + 35c.**

**Fresnel Viewing Screen with Split Image Rangefinder, Stock No. 1979, First Quality \$7.50 + 35c. Same, with Slight Beauty Marks \$3.95 + 35c.**

## Extra Special: Combolite.

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 Area, 3) a Split Image Rangefinder, and 4) a MicroGrid! Are you uncertain which to order, a Micro Grid or a Split Image, a Fresnel 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 Model).

**Combolite Combination Insert (Screen), Stock No. 1968, First Quality \$17.50 + 35c. Same, with Slight Beauty Marks \$8.95 + 35c.**

# Automatic Computer\* Strobes

**\*Authorized and Protected Under Honeywell Patents**

You may have been wondering why we steadfastly refused to offer Computer Strobes until now. Why did Seymour's deliberately pass up many thousand dollars' worth of business? The answer is very simple: We tested many units but could not, with a clear conscience, recommend a single one. Some simply could not perform. Others had a light output far below their optimistically advertised ratings. And at least one manufacturer refused service on units sent in by the owners. Still other units seemed to infringe on patents. While we have no way of knowing what patents are valid and what part of the circuit may be used freely, we certainly did not intend to get involved with somebody else's patent disputes.

All problems have been solved in the new Acme-Lite Automatic Computer Strobes. They perform exactly as advertised. Their actual light output is exactly the same as their rated "Guide Numbers". They are covered by the guarantee of the largest manufacturer of professional lighting equipment. And they are manufactured under license of the patent owner (and every unit says so!)

As you would expect from Seymour's, we selected not only the brand which we considered best, but also the two units which we considered the best of that line. They are the Acme-Lite Computer Strobe Model 320CA, and the Acme-Lite Computer Strobe Model 350CR.

## How do the Acme-Lite Automatic Computer Strobes work?

Once you have mounted your Automatic Computer Strobe on your camera, and have set it to "Automatic" you can completely ignore it. When you point your camera and push the shutter button, the strobe unit flashes, measures its own light, feeds the light intensity into its built-in Computer Circuit and automatically cuts off the light after enough light has reached the subject to obtain the correct exposure. All this happens so incredibly fast that the computer can cut the duration of the light anywhere between 1/800 sec. and 1/50,000 sec. No, that's not a misprint. It can actually cut the flash duration to an incredibly short 1/50,000 sec., if this "time" is required to give the correct exposure. If more "time" is required, the flash duration can be extended all the way to a very "long" 1/800 sec. Normally, the duration is somewhere in between these two extremes. The whole circuitry is a miracle of modern miniaturized computer design.

Incredible as it all sounds, it really works, and I can vouch for it: Next time you drop in, I will show you pictures of our pet cats which I took at distances ranging from about 2 feet (with my normal lens) to more than 15 feet (with a 135mm tele lens). I never gave the strobe a thought and concentrated on the cats. Every shot was right on the nose and as far as exposure is concerned, you could not tell a close-in shot from "long shot."



## Basic Features of Both Models:

- Built-in Electric Eye computes exposure fully automatically.
- Color Temperature 100% corrected for Daylight Color Film (5800°K).
- Both Models permit selection of two different F/Stops for Automatic Operation (very important for Telephoto Lenses).
- Horizontal-to-Vertical Swivel Mount.
- Manual Override for special effects.

## Acme-Lite Automatic Computer Strobe Model 320CA

- AC and Battery Circuits
- True Guide Numbers: Kodachrome II :32  
Kodachrome X :55

- Built-in Hot Shoe.
- Detachable PC Cord.
- Recycles in 4 seconds on AC, 6 seconds on Batteries.
- 250 Flashes with fresh Alkaline Batteries.

## Acme-Lite Automatic Computer Strobe, Model 350CR,

- Built-in Nickel-Cadmium Batteries.
- Built-in AC Charger.
- True Guide Numbers: Kodachrome II :45  
Kodacolor X :80
- Recycles in 5 seconds on AC, 8 seconds on charged batteries.
- 60 Flashes per charge (unlimited on AC)

## Acme-Lite Automatic Computer Strobe Model 320CA,

Stock No. 2069, \$54.50 + 1.45 Shipping

## Acme-Lite Automatic Computer Strobe, Model 350CR,

Stock No. 2070, \$69.50 + 1.95 Shipping Charges



# World Traveller

The World's Most Distinguished Camera Luggage for the camera bug who loves his equipment enough to protect it on his travels and at home.

"World Traveller" Metal Camera Luggage, made to last a lifetime, protects your valuable delicate photographic equipment from heat, cold, rain, dampness and rough handling, anywhere and at all times. It's like taking out Life Insurance for your Camera Equipment.

## Aircraft Type Aluminum Entirely Hand Made

- Lightweight, but unbelievably strong.
- Real Metal: Aluminum, NOT aluminized plastic!
- Brushed Finish
- Riveted, re-inforced Construction
- Two Hasps and Safety Locks (with Keys!)
- Positive Back Stop for Top
- All-metal Tongue-and-Groove Seal to protect contents from dust, water, weather.
- Lined throughout with luxurious lint-free Red Plush



- Foam Cushioned on all sides between metal shell and plush lining (inside top, too!)
- Pleated Twin Pockets inside Top
- Movable plush-covered Partitions (for "custom" fitting)
- Large Molded Carrying Handle for comfortable carrying
- Riveted Swivel D-Rings on the narrow sides permit the use of a shoulder strap (strap not included)

## Beautiful • Functional • Safe • Durable

World Traveller Metal Camera Luggage comes in 2 Models:

**World Traveller, Professional deLuxe, Stock No. 2065**  
Outside Dimensions: 12 inches high; 9½ inches deep; 16¾ inches wide.  
Inside Dimensions: 11 inches high; 8¾ inches deep; 15¾ inches wide.  
Price \$69.50 + 2.95 Shipping Charges.

**World Traveller, Semi-Pro DeLuxe, Stock No. 2066**  
Outside Dimensions: 9¾ inches high; 7¾ inches deep; 15¼ inches wide.  
Inside Dimensions: 8¾ inches high; 6¾ inches deep; 14¼ inches wide.  
Price \$54.50 + 2.45 Shipping Charges.

### EEIS Special:

**Take 30% EEIS Discount on the World Traveller Aluminum Cases.**

### EEIS Prices:

**World Traveller Professional DeLuxe, Stock No. 2065 \$48.65 + 2.95 Shipping**

**World Traveller Semi-Pro DeLuxe, Stock No. 2066, \$38.15 + 2.45**

## Seymour's Hand Made Color Enlargements

We deliver Hand Made Color Enlargements of the quality displayed in our showroom. No compromise. Only ONE quality: the Best. No mass produced automated machine prints but individually enlarged, hand made color enlargements, every one a breathtakingly beautiful show-off picture. (No rush orders, please. We have no machines that spit out "in-at-noon/out-at-three" prints. Allow a minimum of three weeks.)

Our prices are extremely low. You simply cannot obtain Color Work of this Quality elsewhere at anywhere near our low prices. Only a trial order can show you the magic that transforms your slides into serenely beautiful large decorative pictures.

## Convincer Offer!

If you have never sampled our Color Work, there is only one way to convince yourself. Send us a trial order. We make you a special offer because we know you will be back again and again and again.

We will make four beautiful prints and mount them on color coordinated board. The overall size of each picture will be 11 x 14 inches, the prints will be 8 x 10 inches. Send us four of your best slides and we'll come up with four glorious color pictures. We intend to knock you off your feet, or at least make you gasp at the beauty that was hidden in your very own slides. (On this offer, Slides ONLY. Do not send negatives).

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



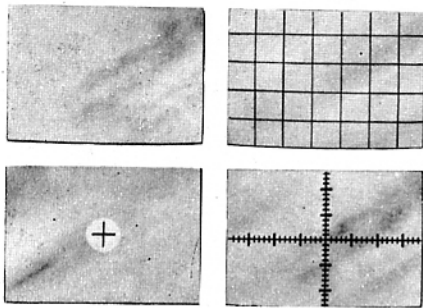
## Sneaky Pete Shoots Around the Corner.

Sneaky Pete, our famous Lens Disguiser, lets you shoot around the corner (that is, at right angles to the way you point your camera!) A must for candid shots.

We offer it to EEIS Readers at the 1972 price. Don't miss this chance!

Fits all lenses with 49mm Front Thread. Others require Adapter, \$2.95.

**SNEAKY PETE Lens Disguiser, Stock No. 1912, only \$19.75 + 1.25 Shipping Charges.**



## Scientific Inserts for the Classic Exakta

Yes, we had to disappoint many customers because the Factory had temporarily run out of these special Focusing Inserts. Suddenly, when we had almost given up, we received a fair quantity of the three most needed varieties. EEIS Readers may buy them at the old prices. (Remember, they fit the Classic Exakta Models only, not the RTL-1000).

**Groundglass with Clear Spot, Stock No. 1971, \$14.95**

**Groundglass with Clear Spot and Cross Hairs (indispensable for Extreme Close-Up Work, Photomicrography, Astrophotography, etc.) Stock No. 1972, \$19.50 + 45c.**

**Groundglass with Overall Squares (needed for copy work) Stock No. 1973, \$19.50 45c.**

## 21mm F2.8 Fully Automatic Expandoscope Semi-Fish-Eye Wide Angle Combination.

True Fish-Eye Lenses give a curved and deliberately distorted picture. True Fish-Eye Lenses usually have a speed of F/8 and are not automatic. And true Fish-Eye Lenses usually sell for around \$300.00.

What we offer you is a semi-fish-eye ultra wide angle lens. You will get the curved outer edges, but you will not get the total distortion. You will get a speed of F2.8 and you will get the fully automatic diaphragm. You will not get the 18mm focal length: the effective focal length will be 21mm. And you will get an angle of acceptance of over 100 degrees. Altogether a very impressive array of features. But the Semi-Fish-Eye will not make a dent in your savings account.

If you are a serious (or stodgy) photographer, you may use it as an extreme wide angle lens and leave it at that. If you are an experimenter and occasionally crave for a grotesque picture, use it to distort the proportions of people, animals, cars, buildings, or what have you: the closer the object, the larger it will be in the picture, in comparison with (or relationship to) objects at a greater distance. In other words, you can change the size relationship at will. You'll have a barrel of fun and if your imagination is fertile, you may walk away with a blue ribbon in your camera club's competition.

We offer this unusual item to EEIS Readers for the first time anywhere. Please do not let the low price scare you away. We guarantee that you will be buying a fine instrument which is worth far more. In fact, if you do not agree that it is one of the most versatile items you ever bought for your camera and if you are not convinced that you have bought more fun than you could normally buy for four or five times the price, if you are not delighted, we want you to put it back in the box it came in and send it right back to us and get your money back. But you won't send it back, once you have "played" with it.

**21mm F2.8 Fully Automatic Tiger Expandoscope Semi-Fish-Eye Wide Angle Lens Combination, Stock No. 2131, only \$39.95 + 1.45 Shipping Charges. DeLuxe Velvet Lined Pouch \$2.95**



# Tigerhyde

## The World's ONLY Thermo-Insulated Camera Luggage

**Tigerhyde** Camera Luggage is insulated against heat or cold.

**Tigerhyde** has the look and feel of finely tanned supple leather

**Tigerhyde** outlasts leather by a wide margin

**Tigerhyde** is impervious to rough treatment: It does not scratch or scuff

**Tigerhyde** does not fade, bleach, or discolor

**Tigerhyde** is waterproof: no "rain spots"

**Tigerhyde** wipes clean with a damp or dry cloth. Even if dragged through mud, its original new luxurious appearance is restored in no time at all with a terry towel

**Tigerhyde** comes in a beautiful, richly grained Antique Saddle Tan

**Tigerhyde** Camera Luggage has a waterproof washable lining

**Tigerhyde** Camera Luggage has a soft padded interior which cuddles and protects your fine equipment

**Tigerhyde** Camera Luggage is designer-styled: as beautiful as it is functional

### Why you want Thermo-Insulation in your Camera Luggage:-

You want Tigerhyde Camera Luggage mainly for its beautiful appearance and its practical construction. You want it because it is virtually indestructible; because it is waterproof; because it has the expensive look of finest leather and because it outlasts leather by a wide margin.

Thermo-Insulation is an "extra", a bonus, which adds an important safety factor to all the other features. You will not need this safety factor every day, but when you need it, you NEED it!

Tigerhyde Thermo-Insulated Camera Luggage is insulated against heat and cold. It is entirely safe at extremely low temperatures which occur in unheated luggage compartments of airplanes. And it is equally safe at extremely high temperatures, even in the trunk of a car travelling through the Nevada Desert at high noon in August!

More important to you, the thermo-insulation protects your equipment in more moderate temperatures. Just remember that the temperature in your car trunk quickly drops below freezing in winter and that it rises to a much higher temperature than the surrounding air in summer. As long as your equipment is in a Tigerhyde Bag, you don't have to worry. As the old saying goes: Better safe than sorry!

### The Tigerhyde "Town and Country"

Generous Size:  
15" x 16" x 7"



Beautifully proportioned  
Rich Antique Saddle Tan  
Top Zipper Closing

2 Outside Pockets: One Zippered,  
One open for quick access.

Convertible Strap (Shoulder or Hand)

The "Town and Country" will not only serve as a Camera Bag but equally well as a Carry-All for Travelling and Shopping. It is beautifully designed, functional, and durable.

**Tigerhyde "Town and Country", Stock No. 2079,**

**Special  
Introductory  
Price**

**16<sup>95</sup>**  
+ 1.25  
Shipping  
Charges.



### The Tigerhyde "Voyager" "Ideal" Size: 14" x 5" x 9½"

Rich Antique Saddle Tan  
Top Zipper Closing  
Side Pocket:

One open for quick access.

Convertible Strap (Shoulder or Hand)

Flexible Inside Partition

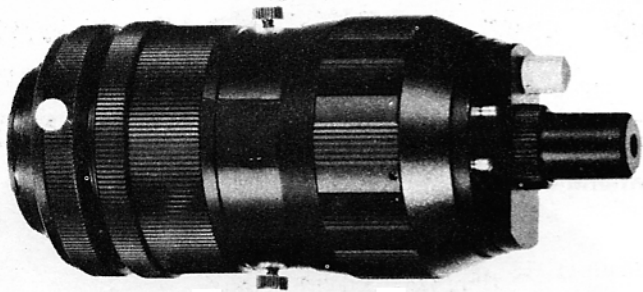
Goodlooking, Functional, Durable

**The Tigerhyde "Voyager", Stock No. 2080,**

**Special  
Introductory  
Price**

**9<sup>95</sup>**  
+ 1.25  
Shipping  
Charges





## “Pieces of Eight”

The New 8mm Movie Frame Enlarger.

If you use an 8mm Movie Camera, you will easily find some hidden treasures among your films. Now you can enlarge bits and pieces of your 8mm films onto 35mm Exakta Size. Black and white, or Color. Negatives for paper prints. Slides for projection. You name it, “Pieces of Eight” will do it.

“Pieces of Eight” is a precision instrument with self contained micro-film type lens. It has a condensing lens system to illuminate the 8mm frame evenly. This would be impossible with a diffusion glass.

This new movie frame enlarger can be used with Super Eight, Single Eight or Standard 8mm Film. It fits directly into your Exakta (any model) and produces a perfect 35mm still picture. Slides come out ready for projection. Negatives are ready for further enlargement, either black-and-white, or full color.

“Pieces of Eight” 8mm Movie to 35mm Still Enlarger, Stock No. 2025 \$37.50 + 1.45 Shipping Charges. Protective Case included.



**Glove-Soft  
Velvet-Lined  
Pouches  
for Lenses  
and Accessories**

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 ordinary lens cases. More “cuddle” for your fine lenses. Also recommended for delicate accessories.

**Glove-Soft Velvet-Lined Pouches**

Small, Stock No. 1863/02, \$2.95 plus 25¢

Medium, Stock No. 1863/04, \$3.45 plus 25¢

Large, Stock No. 1863/06, \$3.95 plus 25¢

New: Super Size for large telephoto lenses, etc.

Stock No. 1863/08, \$5.85 plus 35¢

### EXAKTA REPAIRS

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

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



# Exakta RTL 1000

**EEIS OFFER**

Complete  
RTL-1000  
as low as **64<sup>95</sup>**  
+ 12.95  
Case  
and 1.95  
Shipping

Any strings? No, but you must follow these instructions.

1. You must mention EEIS.
2. Your order must be postmarked before November 15, 1973.
3. Purchase of Case is mandatory.
4. Prices shown are for cameras with Factory guarantee. If you prefer Seymour Guarantee, add \$20.00.

**Exakta RTL-1000 with Hooded Reflex Finder with F2.8 externally automatic Domiplan, Stock No. E/3088, EEIS priced at \$64.95 + \$12.95 Case and \$1.95 Shipping.**

**With Eyelevel PentaPrism instead of Hooded Finder, Stock No. E/3089, add \$9.95.**

**With F1.8 Internally Automatic Oreston instead of Domiplan, Stock No. E/3107, add \$9.95**

Any of the above cameras may be ordered with Seymour Guarantee (Maintenance) instead of Factory Guarantee at \$20.00 additional.

Lightmeter Prism not available in this Sale.



## Universal 3-D Stereo Setup Again Available from Stock.

A new shipment of our great Universal Stereo Unit has just cleared the U.S. Customs. Although the new unit costs us a great deal more, we offer it once more at the old 1972 Sale Prices to compensate the many customers whom we had to disappoint because previous shipments sold out much faster than we could replace them.

You will find a complete description of this unusual Stereo System on the Front Page of the December 1972 Exakta News. We do not have the room here to reprint it but we shall be glad to send you a reprint if you ask for it. Better still, order the 3-D Setup right away on our regular 15-Day Money Back Trial Basis, at the original Sale Prices:

**Universal 3-D Stereo Attachment, with large dual lens cover, Stock No. 1989, \$84.50 + 1.95 Shipping Charges. Lens Adapter (state diameter of lens) \$4.95. Felt-lined Carrying Case, with Carrying Strap, \$3.95. Illuminated Viewer for 3-D Slides, Stock No. 1990, \$19.85 + 95c. 3-D Paper Print Viewer, Stock No. 1992, \$7.95 + 45c. PACKAGE DEAL, one of each of above, (Save \$23.00!) Stock No. of Stereo Package 1993, \$99.50 + 1.95.**

## What do you know about Depth-of-Field

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

There are many questions and this slim booklet answers them all in clear, concise, easy-to-understand non-technical language. And there are exact tables of Depth-of-Field for all distances and for all focal lengths. These tables alone are worth more than the money spent for the entire book. And the new edition has sample photographs to illustrate the points made in the text.

The price is ridiculously low. If it saves you only four shots by placing the plane of sharpness where it ought to be, you have saved more than the cost of the book! I really think you should have this book. I don't get rich on it: It costs you only 95c and even if I filched the books from the corner book store I couldn't make a buck a book. Regardless whether I make or lose a few cents, I do want you to order the book because you really need it.

**The Depth-of-Field Book by Binno Garasu, Stock No. 1835, only 95c plus 15c Shipping Charges.**

**Good News for EEIS Readers who own an Exakta RTL-1000: A New Supply of the 29mm F2.8 Internally Automatic Orestegon has come in.**

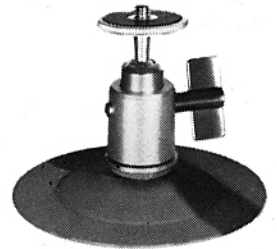


Two complete shipments sold out in no time. The reason? The 29mm Orestegon has the same incredibly high correction as the 50mm F1.8 Oreston. The fame of the 29mm Orestegon spread so fast that the factory simply could not keep up with the demand. As long as this new third shipment lasts, EEIS Readers can expect immediate shipment: no waiting!

We have not yet informed the general public of the immediate availability, nor have we announced the new price (based on the increase at the factory level and the dollar devaluation.) EEIS Readers may still purchase the lens at the 1972 price.

**29mm F2.8 Internally Automatic Orestegon Wide Angle Lens for the Exakta RTL-1000, Stock No. 1917, only \$89.50 + 1.35 Shipping Charges. Velvet lined deLuxe Pouch \$3.45.**

## The Flying Saucer Camera Support



The "Flying Saucer" Camera Support was invented by a photographer who knew that there was almost always a place to steady his camera: a table, a ledge, the hood of a car, a tree stump, or what have you. Of course, he needed a way to level the camera on sloping surfaces or tilt his camera on level surfaces, and combined the "inverted saucer" base with a swivel top which tilts and swivels in all directions.

You can leave the "saucer" on your camera and any surface becomes a versatile camera support: no attaching, no clamping. Put it down quickly. Lift it up quickly. Move it around quickly. Use it indoors, outdoors, anywhere.

**Flying Saucer Camera Support with Universal Swivel Top, Stock No. 2130, only \$4.95 + 45c Shipping Charges.**

# What's this Talk about Exaktas with Screw Thread Mount?

You may have seen the ads run by Exakta Photographic Products Co., in which they mention Exaktas with Screw Thread Mounts. These Exaktas are said to take Praktica and Pentax Lenses. What's the real lowdown on this announcement?

Well, there is a grain of truth in it but, let's be honest, a very small grain. What it boils down to is a flange which "converts" the Exakta Mount into a Screw Thread Mount. Two models of this flange are available, the Screw Thread Mount for the Classic Exakta and the Screw Thread Mount for the Exakta RTL-1000.

To install, you remove the four screws which hold down the Bayonet Flange on your camera and install the Screw Thread Flange. It takes only a minute. The price of the Flange (either model) is \$17.50 +65c Shipping Charges.

With the Screw Thread Flange in place, you have an Exakta which will take all Praktica and Pentax Lenses (and all other lenses with the same type of screw thread mount). However, you must remember that these lenses will no longer be automatic. Preset lenses are OK. Automatic lenses must be used with the diaphragm control set to "Manual".

If you want to use your own Exakta with Screw Thread Lenses, the Screw Thread Flange is a good solution (the only solution) but if you are going to buy a new camera, we have a better solution for you:-

## The New Praktica LTL/S

The new Praktica LTL/S is the very latest model of this new series. You recognize it by the Self Timer Lever below the shutter release button. We sell only this new improved model. For obvious reasons you should buy only this very latest improved model.

Rather than describe the LTL/S in detail I am going to take the easy way out by telling you that it is identical with our Exakta RTL-1000 with the following exceptions: The Lightmeter Prism is built-in. The Accessory Shoe is built-in. The camera takes Praktica/Pentax Lenses. And the automatic lenses remain automatic.

The LTL/S has all the fabulous features of the RTL-1000 including the super accurate all-metal shutter, the CdS Through-the-Lens Metering System, and the superb Fl. 8 Lens.

**Hanimex Praktica LTL/S with Selftimer, with built-in Through-the-Lens Metering Prism, with Fl. 8 internally automatic Lens, Stock No. 2081, \$139.50 +12.95 Case and 1.95 Shipping.**



## Original Hanimex Automatic Screw Thread Lenses

The following Original Hanimex Lenses can be supplied immediately from stock. They work fully automatically in the above camera (and all Pentax and Praktica type cameras).

**28mm F2.8 fully automatic Hanimex Wide Angle Lens, Stock No. 2118, \$59.50 + 1.25 Shipping Charges.**

**35mm F2.8 fully automatic Hanimex Wide Angle Lens, Stock No. 2121, \$49.50 + 1.25 Shipping Charges.**

**135mm F2.8 fully automatic Hanimex Telephoto Lens, Stock No. 2124, \$49.50 + 1.25 Shipping Charges.**

**Screw-in Lens Shade for any above \$3.95**

**Lens Case for any above \$4.95**

## Praktica/Pentax Accessories

We can supply equipment for the screw thread cameras, such as Bellows, Extension Tubes, Reverse Adapters, Tele Converters, Preset Telephoto Lenses and Wide Angle Lenses, Body Caps, Rear Lens Caps, and so on.

**Please request individual quotations.**

# seymour's inc.

**350 West 31 Street, New York, N.Y. 10001**

## EEIS Readers are Invited to Take Advantage of these EEIS Lens Offers.

This is not a "Sale" in the traditional sense. We offer some of our most desirable lenses to our EEIS Readers at unbelievable reductions. Why? Because we are keeping the promise we made in the very first issue of EEIS, regardless of price increases, inflation, dollar devaluation, and all-around rising costs. You trusted us by subscribing and we reward your trust.

The percentage or the amount of discount varies from lens to lens. On one of them you save a whopping \$100.00 over our advertised price. On another one you save a nice 40%. On some lenses the "discount" may not be so obvious at first glance. But lenses offered at prices which we advertised in 1971 are, of course, offered at deeply "cut" prices relative to current values.

Buy as many of these fantastic bargains as you want. Fill your present needs. Anticipate future needs. You will never again see lenses of this quality advertised at these prices, not even at Seymour's!

**200mm F3.5 fully automatic Rokunar, Stock No. 1920, original low Seymour Price \$79.50 + 6.95 Case. Special EEIS Price \$49.50 + 3.95 Case and \$1.35 Shipping Charges.**

**400mm F6.3 preset Super Coligon Telephoto, Stock No. 1904, Special EEIS Price, WITH CUSTOM SHADE AND CASE, \$39.95 + 1.95**

**800mm Ultra Coligon.**

This is the famous telephoto lens that "breaks in half" for easy carrying. Its case is a two-compartment affair, making it the first really manageable (and truly portable) 800mm lens. Regular low Seymour Price \$298.50 + 19.50 Case. Save \$100.00 on the lens and \$10.00 on the case:

**800mm F/8 preset Ultra Coligon, Stock No. 1908, Special EEIS Price only \$198.50 + 9.50 for the Case. (Do not add Shipping Charges. Pay nominal Charges to REA when the lens arrives).**

**Looking for a fine West German Wide Angle Lens?**

West German Lenses have practically disappeared from the American market. As long as we have them, EEIS Readers get first crack:

**35mm F2.8 Fully Automatic Schneider Isco Westrogon Wide Angle Lens, in Metal Mount, Stock No. 1980/M, \$59.50 + 1.35 Shipping Charges.**

**35mm F2.8 Fully Automatic Schneider-Isco Westromat Wide Angle Lens. This is the same lens but in unbreakable (and un-dent-able!) Nylon/KS Mount. Stock No. 1980/N, \$69.50 + 1.35 Shipping Charges.**



And here is another West German Schneider-Isco Lens, the fastest and most highly corrected 180mm Exakta Lens in the World:

**180mm F2.8 (that's right, F2.8!) preset Schneider-Isco Telephoto Lens, Stock No. 1963, unbelievable at \$89.50 + 7.95 for the Original DeLuxe Case (the most deluxe case you've ever seen, and it's mandatory) and 1.85 Shipping.**

**Yes, a Zoom Lens, too....**

This special EEIS offering would not be complete without at least one specially priced Zoom Lens:

**100mm to 200mm F5.6 preset Zoom Coligon, one of the greatest buys at our regular price of \$78.80 (with case and shade). Now offered at an unbelievable EEIS Price: Stock No. 1916, WITH CUSTOM SHADE AND CASE, \$48.65 + 1.45 Shipping Charges.**

## Plus Twenty

(+20)



## Tiger Macro Lens.

In 1962 the limit for Close-Up (Macro) Lenses was Plus Three. Lenses of higher power could not be produced. Gradually, new optical developments made it possible to increase the magnification. 1965 saw Plus Five and even Plus Six lenses. A great breakthrough came in 1969 with the famous "Plus Ten" Close-Up Lens, by now a staple item in Seymour's inventory. Many experts considered it the absolute limit. Now look what's happening!

The "Plus Twenty" Tiger Macro Lens attaches to your standard 50mm Exakta Lens. The 49mm Model screws directly into the Pancolar, Oreston, etc. The Series VII Model requires a Filter Adapter.

There is no light loss, nothing to calculate or to compensate as far as exposure is concerned. If your diaphragm is set at F/8, it's really F/8.

What does the "Plus Twenty" do that others don't or can't do? It gives you a life size image! 1:1 ratio on the film! Never before was it possible to obtain a "same size" image without tubes, bellows, or special lenses. Optical science has now reached the theoretical limit: a life size reproduction with a 50mm lens, with a single macro lens attached!

### "Plus Twenty" Tiger Macro Lens

49mm, Stock No. 2023/49, \$9.65 + 30c Shipping

Ser. VII, Stock No. 2023/07, \$9.65 + 30c Shipping

(Ser. VII Adapter, state mm size, \$4.50 + 25c)



## Do You Believe in Miracles?

You don't? Well, perhaps you will change your mind after you see (and use!) this new Super Wide Angle Lens, the 24mm F2.8 fully automatic Rokunar.

True, 24mm lenses have been made before, but—did you ever hear of a 24mm lens with the unbelievably fast speed of F2.8? Miracle Number One.

True, 24mm lenses have been made before, but—did you ever see a 24mm lens that did not look like a saucer, a 24mm extreme wide angle lens with a front element no larger than that of a "regular" 50mm lens? Miracle Number Two.

True, 24mm lenses have been made before, but—don't all 24mm lenses bend the verticals and get fuzzy in the corners? Not the 24mm F2.8 Rokunar! According to the famous slogan, it is "Sharp as a Rokunar" and it is free from distortion over the entire picture area. And it covers more than 80 degrees (as compared to the 45 degrees of a 50mm "regular" lens). Miracle Number Three.

True, you have seen 24mm lenses before, but—nobody has ever offered you 24mm F2.8 fully automatic lenses, fully automatic, at anywhere near Seymour's unbelievably low prices. Miracle Number Four.

The fact that you can obtain this fabulous extreme wide angle lens in three versions (to fit ANY Exakta) may not actually be an additional miracle, but—it certainly is a welcome additional "feature".

**24mm F2.8 Fully Automatic Rokunar Wide Angle Lens, externally automatic, for the Classic Exakta, Stock No. 2060/EXT, only \$89.50 + 4.85 Case and 1.45 Shipping Charges.**

**24mm F2.8 Fully Automatic Rokunar Wide Angle Lens, internally automatic for Exakta RTL-1000, Stock No. 2060/RTL, only \$94.50 + 4.85 Case and \$1.45 Shipping Charges.**

**24mm F2.8 Fully Automatic Rokunar Wide Angle Lens internally automatic for Exakta Twin TL, Stock No. 2060/TWT, only \$99.50 + 4.85 Case and \$1.45 Shipping Charges.**



## EEIS OFFER

**28mm F2.8 fully automatic Rexagon, Stock No. 2058**

**EEIS Price \$49.50 + 2.95 Pouch and \$1.35 Shipping**

**While they last!**

### EXAKTA REPAIRS

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

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



### Successful Treasure Hunt.

Our relentless search for impossible-to-find Exakta Items has uncovered a small quantity of rare Steinheil Lenses. We offer them to our EEIS Readers on a first-come, first-served basis:



**Steinheil 135mm F2.8 fully automatic Auto-S ("Super") Tele-Quinar, Stock No. 1913 \$97.50 plus \$3.95 for the original Steinheil Screw-in Custom Sunshade, and \$1.25 Shipping Charges.**

**Optional: Hard Leather Case \$4.95 or DeLuxe Velvet-Lined Drawstring Pouch \$3.95**

**Steinheil 135mm F2.8 preset Quinar, Stock No. 1925-C. This is the Original Heavy Duty Chrome Model, a true Lens Classic, Brand New! A fantastic buy for our EEIS friends: \$59.50 + 5.95 for the Original DeLuxe Case and \$1.35 Shipping Charges.**

**Same as above, but in professional Black Mount. Only very few were finished in black. They are extremely rare. Brand New! Stock No. 1925-B, \$69.50 + 5.95 Case and \$1.35 Shipping Charges.**

### Just Ten Available!

EEIS Readers get first crack on these original Meyer-Optik Telephoto Lenses in professional black anodized mount. They are brand new and only the first ten EEIS reader orders can be filled.

**400mm F5.5 preset Tele-Megor, Stock No. 2129, \$99.50 + 2.95 Shipping**

### EEIS Readers Get One More Chance!

You may buy this famous Fully Automatic German Telephoto Lens at an extra low price.

**135mm F2.8 fully automatic Schneider-Isco Telephoto Lens, Stock No. 2087, \$89.50 + 6.95 for the Case and 1.35 Shipping.**

# GET YOURS WHILE STOCKS LAST!

### Honeywell Strobolite Electronic Flashgun.

Honeywell Model 14. Claims to be the world's smallest Electronic Flashgun for full-size 35mm cameras. Brand New. Fits all Exakta Accessory Shoes and Flash Brackets. Also fits other cameras. Incredibly low EEIS priced!

**Honeywell Strobolite Model 14, Stock No. 2127, \$7.95 + 65c Shipping Charges. Two Batteries needed. Standard Dry Cell Batteries: 2 for 49c. Alkaline Batteries: 2 for \$1.39**

### Extra Rigid Tripod.

Here is an extra rigid tripod, the kind you need for those rock steady shots. It has all the features you want, including surprisingly Low Weight, Geared Centerpole Extension, Three-Way Panhead, Independent Settings, and more.

**Royal Semi-Pro Tripod, Stock No. 2075, unbelievably EEIS priced at only \$19.95 + 1.95 Shipping Charges.**



## Universal Flashgun

Please refer to Page 23 of Issue 672 of The Exakta News where you will find a complete description of the QuadraBlitz Universal Flashgun. We are closing out the last 100 pieces at exactly half price. On a first-come basis, EEIS Readers may order:

**QuadraBlitz Flashgun, Stock No. 1911, \$5.95 + 65c Shipping Charges. 15 Volt Battery \$1.50.**



MT.  
1126 S. Rene Dr.  
Santa Ana, Ca 92704

