

By Subscription Only.

Christmas Issue 1978

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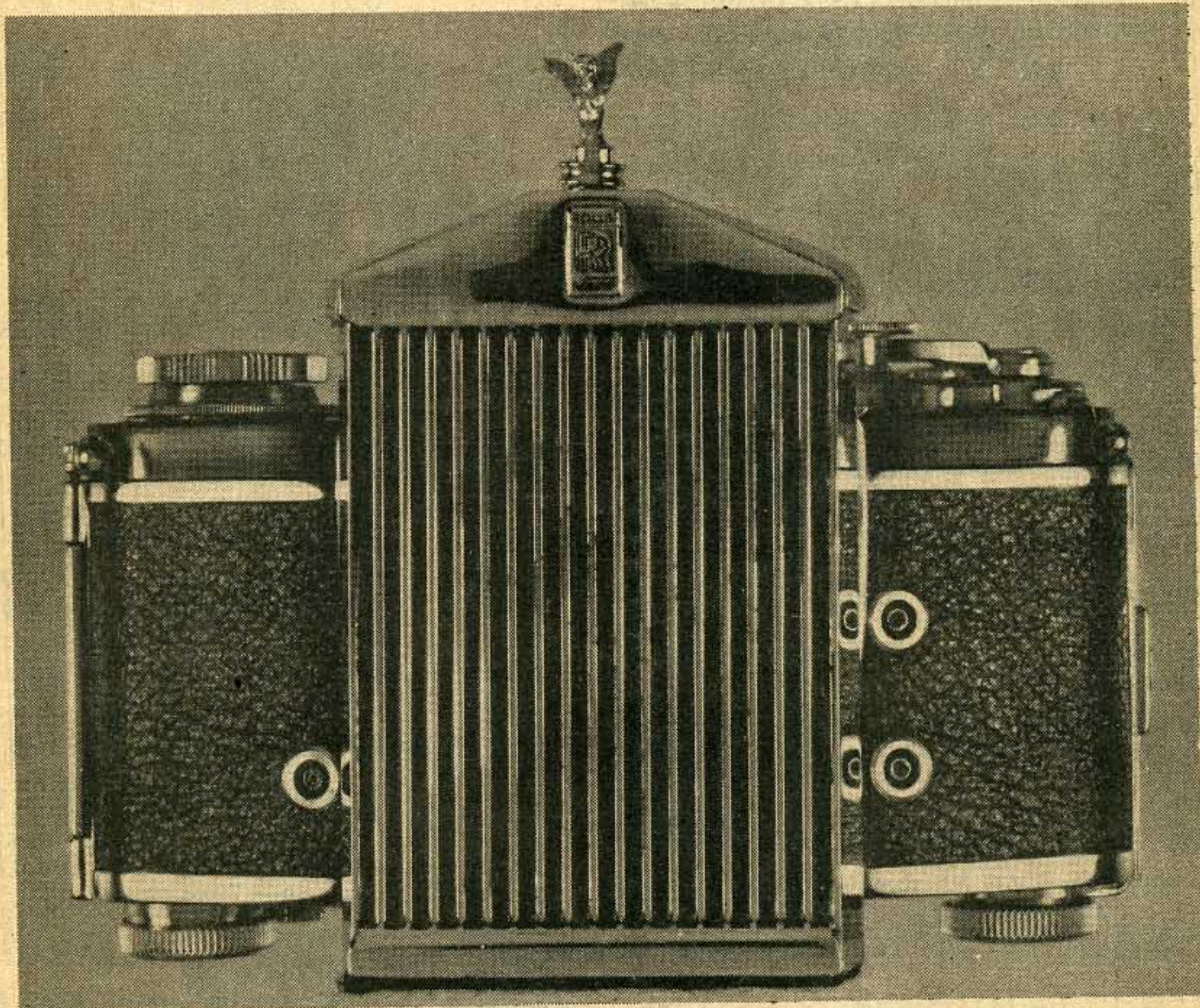
EXAKTA

EQUIPMENT

INFORMATION

SERVICE

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## The Leader....

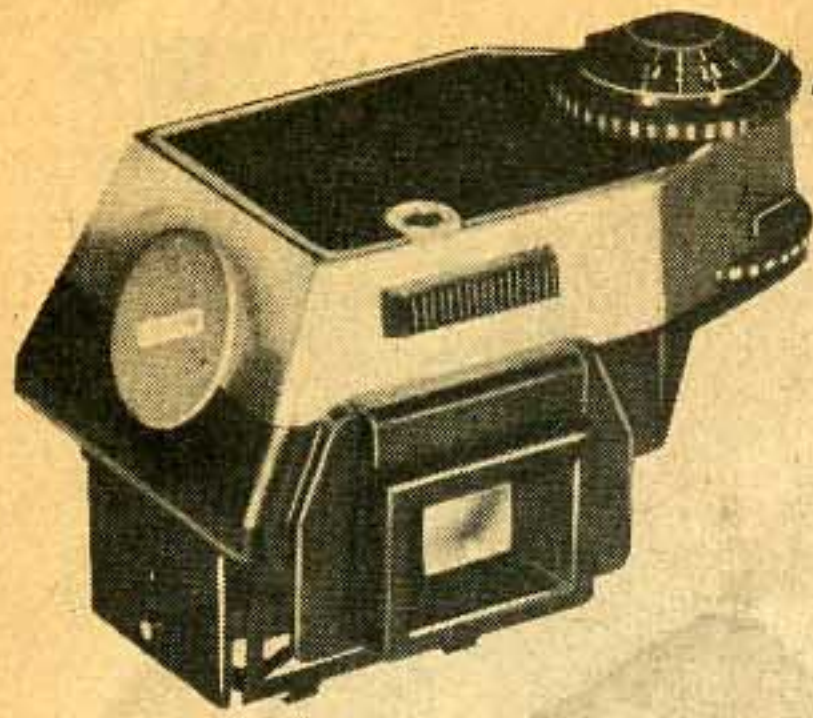
For nearly Half a Century the Exakta has been among Cameras what Rolls Royce has been among Automobiles: The Acknowledged Leader.

Back in 1931 a Camera Designer revealed his idea to develop a Single Lens Reflex Camera using 35mm perforated Motion Picture Film. He was laughed out of the Camera Engineers' Convention of 1931. It took another six years of work till the first "Kine Exakta" reached the market. But when it was born, it was already fully developed. The ingenious basic SLR Design has never been changed and all 35mm Single Lens Reflex Cameras, to this day, are copies of the amazing original 1937 "Kine" Exakta.

During all these years the Exakta has maintained its Rolls Royce Status. Whether you buy a Seymour-Rebuilt Classic Exakta or the very latest sophisticated EDX-3, you are buying the Rolls Royce of Cameras.







## Attention RTL-1000 Owners!

### Lightmeter Prisms for RTL-1000

An unexpected pleasant surprise: We received a small number of re-calibrated Lightmeter Prisms for the RTL. On a first-come basis we offer them for immediate shipment at \$89.50 each plus 1.95 Shipping Charges. If you have a good regular prism for the RTL and want to trade it, we will give you up to \$20.00 for it. It must be in good condition and of good appearance, subject to our inspection.

### Viewfinders for RTL-1000

#### Waistlevel Finder for RTL-1000

Looking for a Waistlevel Finder for your Exakta RTL? Fire off your order right away! We have just a handful, and you know how small our hands are! These Finders are slightly used, in good condition. Very scarce! **Waistlevel Finder for Exakta RTL-1000, slightly used, Stock No.2003, \$27.50 + 1.35 Shipping Charges.**

#### PentaPrism for RTL-1000

Slightly used Penta Prisms for your Exakta RTL-1000. Hard to come by. First come, first served! **PentaPrism for RTL-1000, slightly used, Stock No.2002, \$39.50 + 1.65 Shipping Charges.**

#### MicroGrid Rangefinder for RTL

Just when we had given up on ever getting another supply of MicroGrid Rangefinder Inserts for the Exakta RTL-1000, we received a call from the Airport: A shipment of MicroGrids had arrived! Now that we have them again, we offer them, as long as they last, at the old price! First come, first served! **MicroGrid Rangefinder Insert for Exakta RTL-1000, Stock No.2004, still only \$12.50 + 65c Shipping Charges**

#### Original Ihagee-Dresden Ultra Finegrain Groundglass for Exakta RTL-1000

You absolutely need this Ultra Finegrain Groundglass Insert if you do any type of Photography which requires exact focus. Velvet-smooth over the entire surface from edge to edge. Original Equipment. Glass, not plastic! **Ultra Finegrain Groundglass Focusing Insert for Exakta RTL-1000, Stock No.1988, only \$12.50 + 65c Shipping.**

### Split-Image Rangefinder for RTL.

The Split Image Rangefinder insert for the RTL-1000 is now again available. **Stock No.1818, \$16.50 + 45c Shpg.**

### Bayonet Flange for RTL-1000

Now available for the first time: Replacement Flange for the Exakta RTL-1000. Accommodates the Internal Automatic Release. Original Dresden Equipment. Installs in a minute with a small screwdriver. **RTL Mounting Flange, Stock No.2050, \$19.25 + 65c.**



### Carrying Case for RTL-1000

We just received a small shipment of Carrying Cases for the Exakta RTL-1000. The Factory described the cases as slightly used but our inspection showed that all of them are in excellent condition and look new to us. If they are not brand new, at least they are like new. Be that as it may, we offer them at the price of used cases which saves you nearly half of the regular Price of \$16.95. Treat your Exakta RTL-1000 to a good case! **Carrying Case for Exakta RTL-1000, slightly used, Stock No.2019, \$9.85 + 1.65 Shipping Charges.**

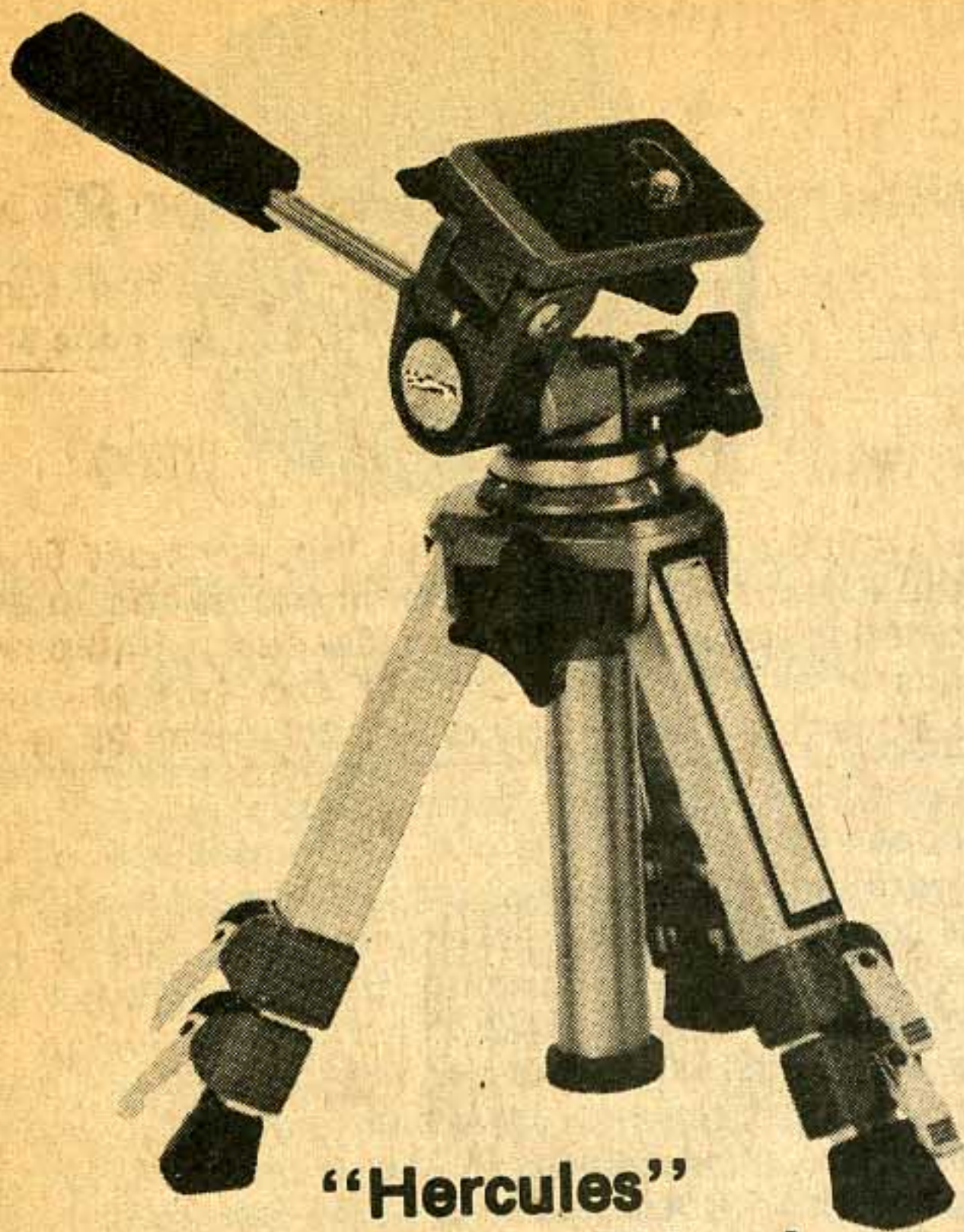
### Internally Automatic Lenses for Exakta RTL-1000

These Lenses are Internally Automatic for RTL-1000:  
50mm F1.8 Oreston, used, \$39.50  
50mm F1.8 Zeiss Pancolar, used, \$44.50  
29mm F2.8 Oreston, used, \$99.50  
100mm F2.8 Orestegon, used, \$109.50  
135mm F2.8 Rokunar, new, \$69.50  
**Shipping Charges \$1.65 per Lens.**

### 2X Tele Converter for RTL-1000

The Exakta RTL-1000 requires special Tele-Converters which couple to the Internal Automatic Mechanism of the Lens and the Camera. Yes, we have them again! Convert your 50mm Lens into a 100mm Lens and make a 270mm Super Tele out of your 135mm Lens! Works also with non-automatic lenses. **2X Tele Converter for RTL-1000, Stock No.2138, only \$39.75 + 1.95 Shippg. Chgs. Pouch or Case \$2.95.**





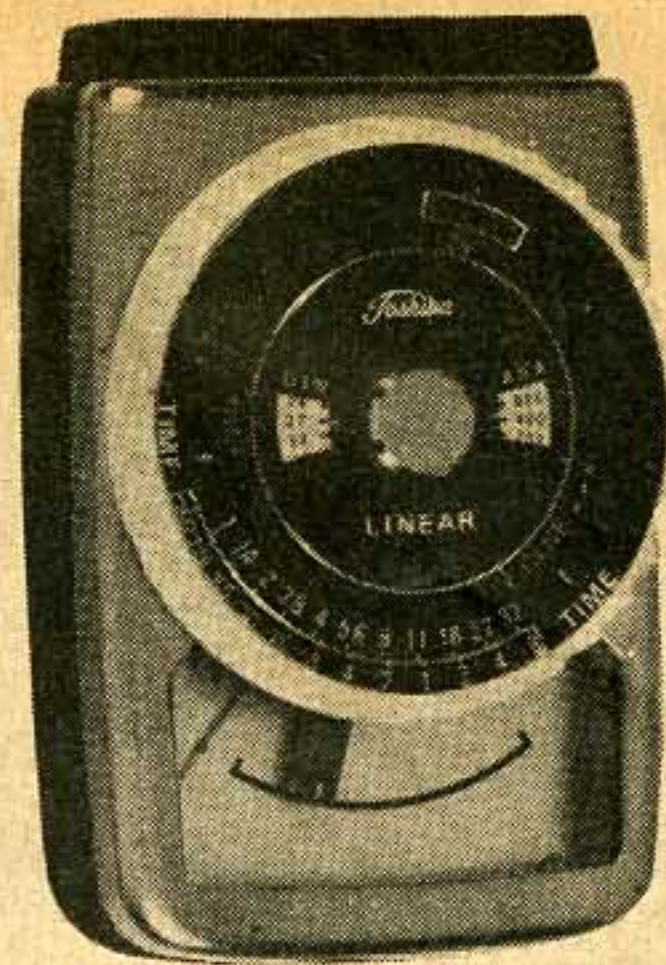
## **"Hercules" Center Post Tripod**

**the Smallest, Sturdiest Full Feature Tripod ever....  
....so Small, It Fits in Your Gadget Bag!**

- Channel Legs
- Three-Way Pan Head
- Tilt Indicator
- Pan Indicator
- Flip-Lock Legs
- 24 Ounces Light Weight
- 8 Inches when closed
- 17 Inches when extended

You have just lost the last two excuses for not carrying a tripod with you whenever you go out to take pictures: size and weight! Yes, small and light; but incredibly sturdy. And, of course, a Great Buy!

**"Hercules" Center Post Tripod, Stock No.1924,  
only \$37.95 + 1.95 Shipping Charges.  
DeLuxe Pouch Type Case, optional, \$3.95.**



## **TOSHIBA Ultra Sensitive CdS Linear Exposure Meter**

Here is a versatile, accurate hand held Exposure Meter with linear response over the entire range. And what a range! The World's Film Manufacturers will run out of film speeds before the Toshiba Meter will: **ASA 6 to ASA 6400!** Your lens will run out of F/Stops before the Toshiba Meter will: **F/1 to F/32!** And your camera will run out of shutter speeds before the Toshiba Meter will: **8 Minutes [NOT seconds!] to 1/8000 second!**

The Toshiba Linear CdS Meter is really easy to use. It has "One Touch" operation. And you hardly know that you are carrying it: It weighs a mere 3½ ounces! But more important than all its other features are its Sensitivity and Accuracy.

During our Sale this ultra-sensitive and ultra-accurate CdS Exposure Meter is offered at a very low price and we even give you a Case, an Energy Cell (Battery) and a Necksling with every Meter you buy.

**Toshiba PE-1 Linear CdS Exposure Meter, only \$29.95 plus 1.65 Shipping Charges. Battery, Case, and Neck Sling free with every Meter.**

- "One Touch" Operation
- ASA 6 to ASA 6400
- F/1 to F/32
- Weighs only 3½ ounces
- Ultra Sensitive
- Ultra Accurate



## **Factory Rebuilt Exakta Twin TL Cameras**

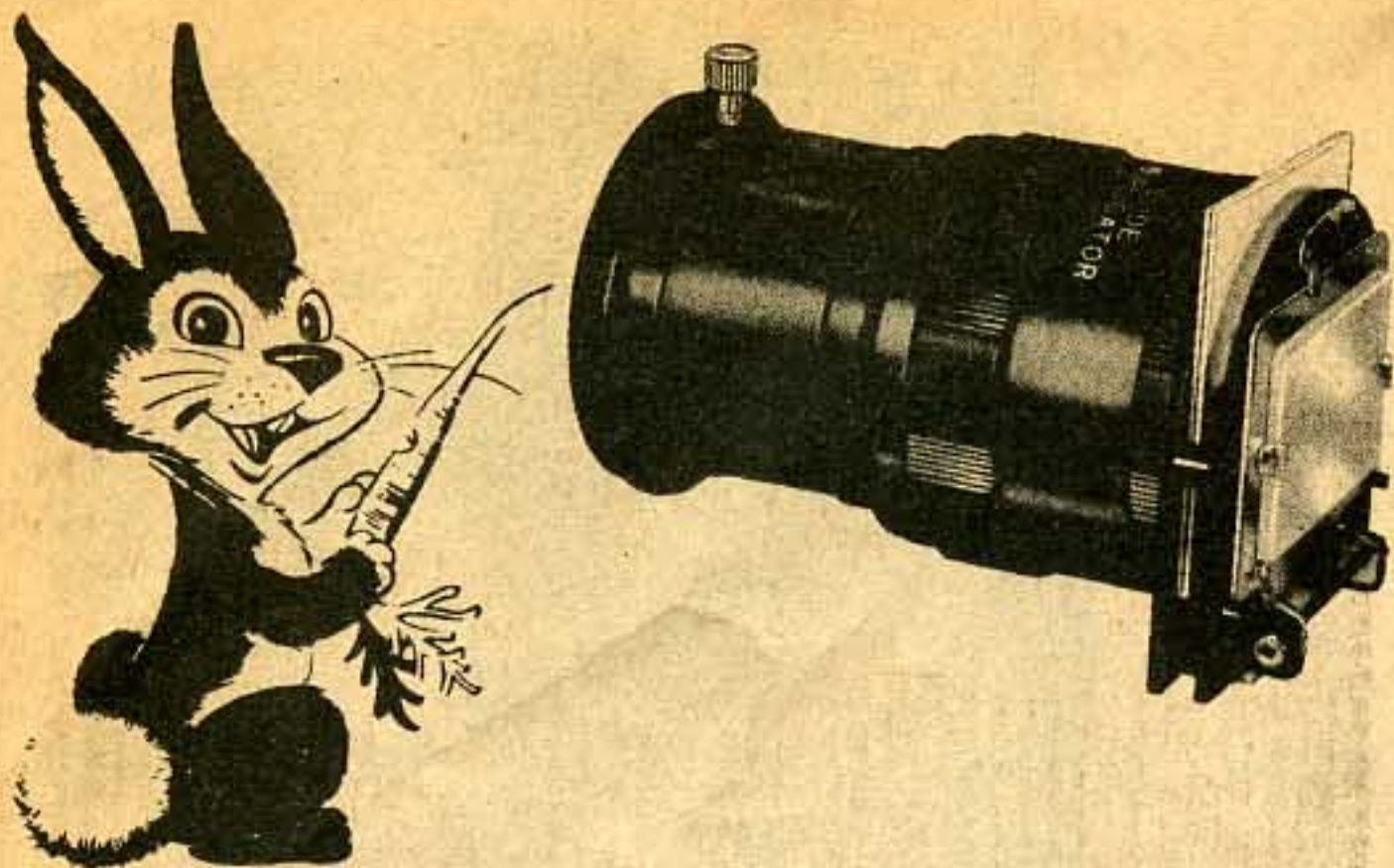
We received a shipment of Exakta Twin TL Cameras which were rebuilt to factory standards at the Official Exakta Service Depot at Miami City. While they last we offer them on a first-come basis:

**Rebuilt Exakta Twin TL Camera, complete with Case,  
with F1.8 internally automatic Lens, \$178.45  
with F1.4 internally automatic Lens, \$224.45**

Shipping Charges \$2.95

Adapter TW/CLA for Classic Lenses, \$9.95 + 35c.





## Peter Rabbit The Speedy Multiplier

If you use Color Slide Film in your camera, you have only one single slide for every exposure. Quite often you would like to have duplicates. If you use Negative Color Film, you don't get any slides at all. But more often than not you would like to project your pictures for your friends. Your new friend, Peter Rabbit, solves these problems for you.

Don't confuse Peter Rabbit with old-fashioned Slide Duplicators. From the outside it looks like the old 1:1 Duplicator, but it's quite different: Unlike the old style duplicator, Peter Rabbit does not require Extension Tubes or Bellows. Unlike the old style duplicator, Peter Rabbit does not require a 4 times exposure increase: it does not require any exposure increase at all!

All this is achieved by a built-in Copying Lens which works in connection with your regular camera lens. I found an exciting use for Peter Rabbit: Since it is so easy to use, I "use up" the remaining frames on a roll of film which I want to have processed without waiting to take any more pictures. Usually there are about eight or ten frames left on a roll of film. I attach Peter Rabbit to the lens and make some duplicate slides right on the regular film in the camera. This way I use up every last bit of film and get a bunch of duplicate slides "for free"

Peter Rabbit is very versatile:

- makes Duplicate Slides
  - Makes Slides from Negatives
  - Makes Negatives\* from Slides
- \*Color or Black-and-White

Peter Rabbit is easy to use:

- Attaches to Standard Camera Lens
- Does not darken Image in Viewfinder
- Does not require Exposure Increase
- Uses any Light Source, even Daylight
- Permits Color Hue Correction through Filters

...and if all this is not enough, Peter Rabbit doubles as a Slide Viewer, too! The large built-in Lens produces a beautiful, greatly enlarged image for viewing!

**Peter Rabbit Slide Duplicator, Stock No.2029, with Series VII Fitting (requires Lens Adapter) only \$19.95 plus \$1.35 Shipping Charges.**

Lens Adapter. State Diameter (not FOCAL Length!) of Lens in mm. Available from 46mm to 58mm. \$4.95 each



## 50mm F1.9 Schneider Kreuznach Automatic Xenon Lens

We had the good fortune of acquiring a small quantity of 50mm F1.9 Automatic Xenon Lenses from one of the European Exakta Distributors. The lenses are not new but were thoroughly checked for optical and mechanical excellence. You know how scarce these lenses have become. Upgrade your Exakta: Equip it with the Top-of-the-Line Automatic F1.9 Xenon Lens!

Since the model of your choice may be sold out by the time your order reaches us, we urge you to give first, second, and third choice, in the order of preference. **Used 50mm F1.9 Automatic genuine Schneider-Kreuznach Xenon Lens, Order No.0219, Latest Model, \$98.50 + 1.45 Shipping Charges. Intermediate Model, \$78.50 + 1.45 Older Model, \$67.50 + 1.45.**



## New Compartment Case Takes Zoom Lens on Camera!

The new **Cosmopolitan** Compartment Case solves a modern problem: You can leave your Zoom Lens (or Telephoto Lens) right on the camera. Plenty of room for other equipment as well. Beautiful hard-luggage construction. Styled by Designer Rasco de Luca. Hand made. Beautiful and functional.

**The Cosmopolitan Fitted Zoom Compartment Case, Stock No.2032, Special Low Introductory Price, only \$39.50 + 2.65 Shipping Charges.**



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

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

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

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

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

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

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



**Your Dream Exakta  
Come True:  
Exakta EDX-3**



**New Exakta Model  
is Motor Drive Compatible**



**Exakta EDX-3 has  
Wide-Open  
AND Stop-Down Metering!**

**New Exakta Model Takes  
Classic Exakta Lenses  
Without Adapter!**



## Your Dream Come True: The Exakta EDX-3

By now nearly everybody knows that Exakta **invented** the 35mm Single Lens Reflex Camera. But many people do **not** know that Exakta also invented the refinements, one after another: the first Eyelevel Penta Prism, the first Through-the-Lens Lightmetering System.... and so on. Professional photographers and amateurs have been watching new important features as new Exakta Models were introduced. Now we have the **PERFECT** Exakta, the State-of-the-Art Exakta, the Exakta you always dreamed about: the Exakta EDX-3.

Let's start with a brief Summary of the Features:

1. **Smaller, lighter, more compact than any previous Exakta.**
2. **Takes Classic and RTL Exakta Lenses without Adapters.**
3. **Light Emitting Diode Red/Green/Red Light "User-Preferred" Light Metering.**
4. **Wide-Open AND Stop-Down Lightmetering.**
5. **MicroGrid, Split Image, and Fresnel Combolite Focusing Screen.**
6. **Motor Drive Compatible for Sequence Photography**
7. **Plus all the famous Exakta Features.**

### Exakta EDX-3 Weighs 1/2 lb. less!

The trend in modern cameras is towards smaller and lighter models. The new Exakta EDX-3 is half a pound lighter than the previous models and smaller and more compact in overall size.

With its uncannily accurate electronic circuitry it is the most sophisticated Exakta ever.

### Exakta EDX-3 Takes Classic Exakta Lenses Without Adapter!

Owners of older Exaktas can use their lenses in the new Exakta EDX-3 without the need for adapters. The sophisticated Light Metering System will give the right exposure even with older lenses. With its own meter-coupled Lenses the EDX-3 computes the exposure with the lens **wide open**. With older Exakta Lenses the cameras uses the Stop-Down Metering Method.

Yes, we do recommend that you buy the EDX-3 at least with the standard meter-coupled lens to get the full benefit of the Wide-Open Metering Method which is now, for the first time, available in an Exakta. In the long run you will want to use only meter coupled lenses in your new Exakta, but for the time being you can use your old lenses without losing the lightmetering feature

### Exakta EDX-3 is Motor Drive Compatible

The new Exakta EDX-3 becomes a Quick-Sequence Camera when you add the Motor Drive. Electrically operated, the Motor Drive cocks the shutter and advances the film. You shoot as fast as you can push the Shutter Trigger Button: Click, click, click, click.....

## Exakta EDX-3 Gives You the Green Light!

No more time consuming matching of needles. No more hunting for hard-to-see pointers and marks in the Viewfinder: When the exposure is correct, the red light in the finder changes to green. The very instant you see the green light, **you shoot!**

Its own Meter Coupled Lenses remain wide open for brilliant viewing and exact focusing till you hit the shutter button!

Even if you take one picture after another with the Motor Drive, you are never aware that the lens actually closes down and opens up for every picture because it is lightning fast! You always see the full brilliant image.

## Thinking out loud....

by Earl F. Seymour.

A Column, appearing at random intervals.

The other day we moved some old papers from one storage room to another. There was a Price List of Exakta Equipment from the Year 1958, and several copies of "Seymour's Exakta News" of the same year. The List Price of the Exakta was shown in the Official Factory List at \$399.50. This included the semi-automatic F/2 Biotar. We advertised the camera in The Exakta News for \$269.50 plus \$9.95 for the case.

I did a little "research" and found that in 1958 an ounce of gold sold for thirty dollars. To buy an Exakta from Seymour's you had to plunk down the equivalent of slightly less than ten ounces of gold.

It didn't take much researching to find that today (that is at the time I write this!) an ounce of gold has just jumped the \$200.00 barrier. It took even less research to find that we (Seymour's) are selling the new EDX-3 with F1.7 Lens for \$259.50 + 16.95 for the Case. Even if you add a few filters, a gadget bag, and some minor accessories, it takes you less than the equivalent of an ounce and a half of gold to obtain the latest Exakta. Now, if you start comparing, this situation becomes even more amazing. In 1958, your ten ounces of gold bought a camera without any kind of lightmetering, a semi-automatic (i.e. cocking type) lens with a speed of only F/2. Today, your ounce-and-a-half buys a modern camera with highly sophisticated electronic lightmeter System, a fully automatic superior lens with a speed of F1.7, coupled to the Wide-Open Metering System!

I looked at my figures from all angles. How could it be possible that today, when everything costs so much, a vastly superior camera of much greater actual value costs, in actual purchasing power, only a fraction of the price of a much simpler, primitive camera 20 years ago? Was there a mathematical error in my figures? I kept figuring, first one way, then another, and then a third way and always came up with the same results:

The better, greatly improved and more valuable camera costs today:

- a) only one seventh
- b) only 15 per cent
- c) 85 per cent less

than the old model 20 years ago. Makes you wonder....



## **“User Preferred” Metering Exakta EDX-3 Has Wide-Open AND Stop-Down Lightmetering!**

The new Exakta EDX-3 puts **YOU** in total command: Wide Open Lightmetering with its own Meter Coupled Lenses. Stop-Down Metering with your Classic Exakta Lenses. Shutter-Variable Metering with **ALL** Lenses! No matter what type of lens you use in the EDX-3, no matter what Macro Attachments you use (Bellows, Tubes, etc.), no matter what Filters you use, no matter what your lightmetering preference (Shutter **OR** diaphragm), the sophisticated electronics of the Exakta EDX-3 produce the right exposure, **always!**

## **Exakta EDX-3 Has Built-in Combolite Focusing Screen**

The new Exakta EDX-3 has **ALL** the Focusing Aids built right into the Finder. No matter what you prefer, it's there: Split Image Rangefinder, MicroGrid Rangefinder, Finegrain Groundglass Ring, and Fresnel. You don't have to make a decision which one to order: in the Exakta EDX-3 you get them **all!**

## **New Exakta EDX-3 Incredibly Low Seymour-Priced**

Consider the Sophistication of the EDX-3!  
Consider the Features! You will find it hard to believe that you can buy it at this low price:

**Exakta EDX-3 with Meter Coupled F1.7 Lens,  
Stock No.2015, \$259.50 plus \$16.95 for the Case.  
Shipping Charges \$2.95**  
Auto Winder Motor Drive, Stock no.2031, \$98.50  
Set of 6 Alkaline Batteries for Motor Drive, \$4.48.



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

## **Meter Coupled Lenses for the Exakta EDX-3**

Take advantage of the Wide-Open Metering Capability of the new Exakta EDX-3. The following Meter Coupled Lenses are available for the EDX-3. All are superbly corrected, fully automatic. They are Meter Coupled for "Wide Open" Metering.

### **CARENAR/EXAKTAR Lenses:**

**35mm F2.8, Stock #2011, \$74.25 + 3.95 for the Case.**  
**28mm F2.8, Stock #2012, \$89.50 + 3.95 for the Case.**  
**135mm F2.8, Stock #2013, \$84.50 + 4.95 for the Case.**  
**200mm F3.5, Stock #2014, \$89.50 + 5.95 for the Case.**  
Shipping Charges: 28mm and 35mm, \$1.65.  
135mm, \$1.95. 200mm, \$2.35.



## **So... what else is new?**

If I tell you that prices will go up, you will tell me that you know that. But you will be doing yourself a big favor if you read what I have to say. Read it carefully and pay attention for a change. Just for once!

It wasn't so long ago when we received more than four German Marks for a U.S. Dollar. Today we get about two Marks! The Japanese Yen could be bought at 360 Yen for a Dollar. Today a Dollar buys less than 200 Yen! By the time this appears in print, the Dollar will have slid down even further.

What does it all mean to you and me? It means that prices are going up at an alarming rate. Let me repeat this: at an alarming rate. A camera which now sells for, say, \$250.00 will be \$350.00 and, before long, \$500.00. Lenses, Tripods, Filters, Strobes, everything will cost you much more. Prices are already soaring but you haven't seen the real price jumps yet.

Are you still paying attention? Because you will lose out if you don't. I will give you some free advice. You don't have to follow it unless you know what's good for you: Buy now! Don't wait! Prices in this Issue are based on stock which is paid for. Every new shipment costs us more than the previous one. Substantially more. How long can we absorb these price increases? You know very well that we cannot keep buying at new prices and sell at old prices. Not for very long, if we want to stay in business.

My sincere advice is: Buy now! Don't wait! And when I say NOW, I don't mean two weeks from now. Or two months from now. I mean NOW!



## Rare Used Exakta Lenses Excellent Buys

Right now we can offer you some exceptionally good buys in Rare Used Exakta Lenses.

In fairness to all Customers, orders are being filled on a first-come basis. We suggest you give second and third choice for every lens you order.

All Lenses are in "Classic" Exakta Mount unless described otherwise.

### RARE MACRO LENSES:

40mm F2.8 Kilfitt Macro Kilar E, reduced to \$89.50  
55mm f1.9 Steinheil Auto Macro Quinon, \$249.50  
135mm F2.8 Steinheil Auto Macro Tele Quinar, \$249.50

### RARE WIDE ANGLE LENSES:

35mm F2.5 Preset Angenieux [yes, this is the very scarce PRESET Model!] \$69.50  
35mm F2.8 Steinheil Auto Quinaron, \$89.50

### RARE MEDIUM FOCAL LENGTH LENSES:

90mm F2.5 Angenieux, Std. Diaphragm, \$49.50  
90mm F3.5 Schneider-Kreuznach Tele-Xenar, extremely scarce, \$57.50  
100mm F2.8 Internally Automatic Orestegon for Exakta RTL-1000, \$98.50

### RARE 135mm LENSES:

135mm F4.5 Schneider-Kreuznach Xenar, original Black-and-Chrome-on-Brass Mount, \$49.50  
135mm F3.8 Kilfitt Kilar, superb lens, \$49.50  
135mm F3.5 Preset R-Topcor with Original Factory Test Negatives, ultra sharp, \$49.50  
135mm F3.5 Internally Automatic Schneider-Kzn. Tele-Xenar for Twin TL, \$89.50

## Neutral Density Filter

High Speed Film can create a problem: your lens may be too "fast". Reduce the speed of your lens without excessive "stopping down."

Neutral Density Filter, Stock No.0344,  
46mm and 49mm, \$6.95 + 35c Shipping.  
52mm and 55mm, \$7.95 + 35c.  
58mm and 62mm, \$12.95 + 35c.  
Series VII (requires Adapter), \$7.95 + 35c.  
Adapter, Series VII (state mm size), \$4.95.

## Hotfoot

If your camera has a Hot Shoe but your Strobe has a PC Cord, you need the new Hotfoot Adapter. It converts the Hot Shoe of your camera into a "Cold" Shoe and the Contact into a PC Fitting to accept your cord.  
Hotfoot, Stock No.0147, \$5.85 + 45c Shippg. Chgs.

## RARE USED EXAKTA LENSES....EXCELLENT BUYS

### RARE 180mm to 250mm LENSES:

180mm F2.8 Automatic Zeiss Olympia Sonnar, Market Value \$350.00, only \$199.50  
180mm F4.5 Automatic Angenieux, Chrome, \$169.50  
180mm F2.8 Preset Schneider-Isco Tele-Isaron, \$89.50  
180mm F3.5 Preset Meyer Primotar, \$49.50  
200mm F4.5 Preset Steinheil Tele-Quinar, \$87.50  
200mm F5.6 Schneider-Kreuznach Tele-Xenar, extremely scarce, \$69.50  
200mm F3.5 Automatic Lentar, \$59.50  
200mm F5.5 Preset Tele-Picon, \$49.50  
200mm F4.5 Preset Komura, \$49.50  
240mm F4.5 Automatic Tele-Ennalyt, \$87.50  
250mm F5.5 Preset Meyer Optik Tele-Megor, \$69.50

### RARE 300mm and 400mm LENSES:

300mm F/4 Preset Meyer Optik Ortestegor, Today's Market Value \$269.50, Special \$164.50  
400mm F5.6 Preset Tele-Coligon, with Leather Compartment Case \$87.50  
400mm F5.5 Preset Meyer Tele-Megor, \$87.50

### RARE ZOOM LENSES:

55mm to 90mm F/4 Preset Exarit Zoom, \$59.50  
100mm/200mm F5.6 Preset Coligon Tele Zoom, \$59.50  
85mm to 205mm F3.8 Automatic Vivitar Zoom, \$87.50

### USED CASES [as available]:

for Lenses up to 80mm, \$2.95 each  
for Lenses 90mm to 150mm, \$3.95 each  
for Larger Lenses, \$7.95 each

### SHIPPING CHARGES:

Lenses up to 80mm, \$1.45  
Lenses 90mm to 150mm, \$1.65  
Lenses 180mm to 250mm \$1.95  
Lenses 300mm to 400mm, \$2.65

REMINDER: If you give second and third choice for every lens you order, you triple your chances!

NO RISK: Every Used Lens comes to you on our well known 15-Day Money Back Trial Basis.

## "Build-Up" Close-Up Lenses

The simplest and easiest way to take Close-Ups is with Auxiliary Close-Up Lenses which are screwed into the Prime Lens. They permit a wide range of image ratios without extension tubes, without bellows, and without macro lenses. When used with automatic lenses, they retain the automatic operation of the lens. Best of all, they do not require any exposure increase.

The "Build-Up" Close-Up Lenses come in a Set of 3: Plus One, Plus Two, and Plus Three (1, 2, and 3 Diopters) They are threaded front and back which enables you 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 range of Close-Up Ratios.

The "Build-Up" Close-Up Lenses can be used with Lenses of any Focal Length. The mm size refers to the Diameter of your lens, NOT the Focal Length!

Set of 3 Build-Up Close-Up Lenses, Stock No.1860:  
46mm and 49mm, \$16.50 + 85c Shippg. Chgs.  
52mm and 55mm, \$18.95 + 85c Shippg. Chgs.  
58mm and 62mm, \$29.50 + 85c Shippg. Chgs.  
67mm, \$39.50 + 85c Shippg. Chgs.



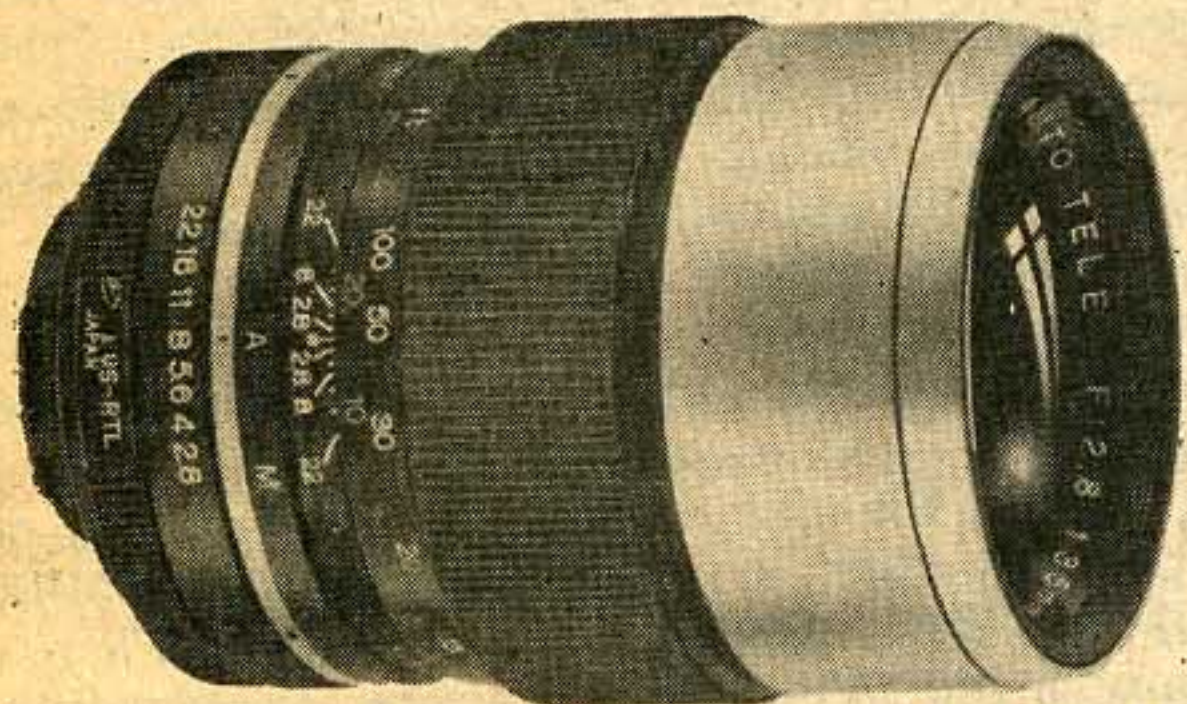


## This is Your 1978 Christmas Issue

From a Single Sheet, printed on one side, our Publications have grown and grown. This Issue has more pages than any previous issue. As usual, every page is crammed with unusual Exakta Items, many of them obtainable nowhere else.

We have been growing steadily from a crazy idea by you-know-whom to the World's Largest Exakta Seller. And we are still growing, thanks to you, our Friends and Customers.

At this Holiday Season, all of us at Seymour's thank you for your Loyalty. We extend the Season's Greetings and our Best Wishes for a **HAPPY, HEALTHY, AND PROSPEROUS NEW YEAR.**



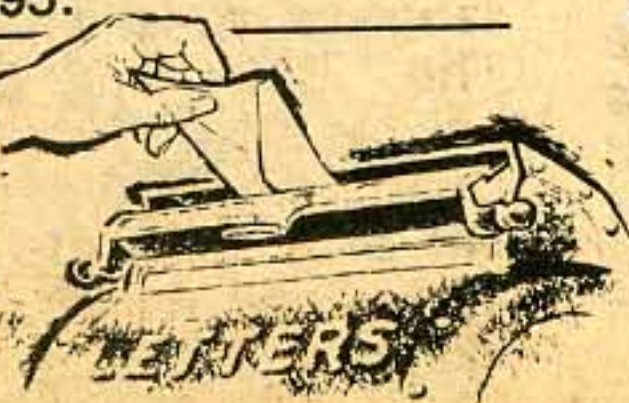
## 135mm F2.8 Automatic Rokunar

A new shipment of our Best Selling Automatic 135mm Telephoto Lens has arrived. You may have missed this lens in last month's issue. Now we can once more fill your order immediately.

We now have the lens in all versions: for all Classic Exaktas, for the RTL-1000, for the Twin TL, and for the Exakta 42. (For the EDX order the 135mm Carenar!) **135mm F2.8 Automatic Rokunar, Stock No.2105, \$89.50 + 1.85 Shipping Charges.** (Be sure to tell us for which Exakta Model). DeLuxe Pouch \$3.95.

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

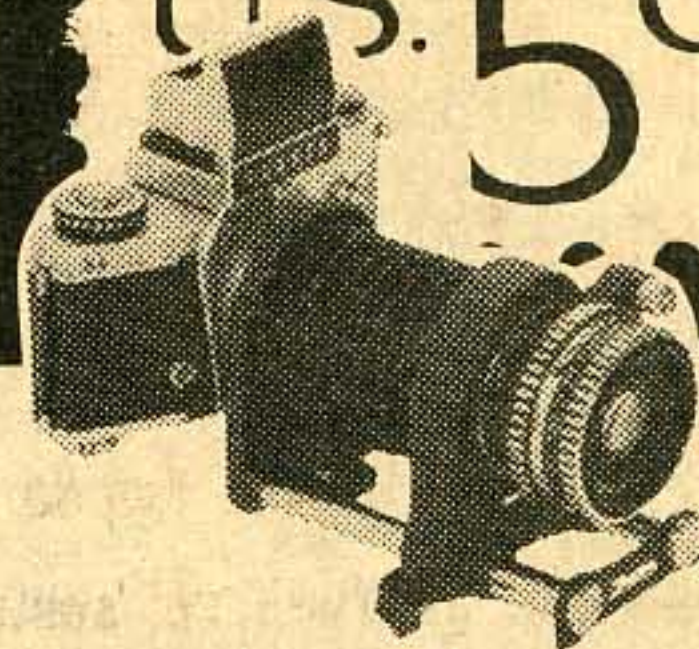
We are as close  
as your nearest Mail Box...



# CHURCHILL



U.S. 5 CENTS



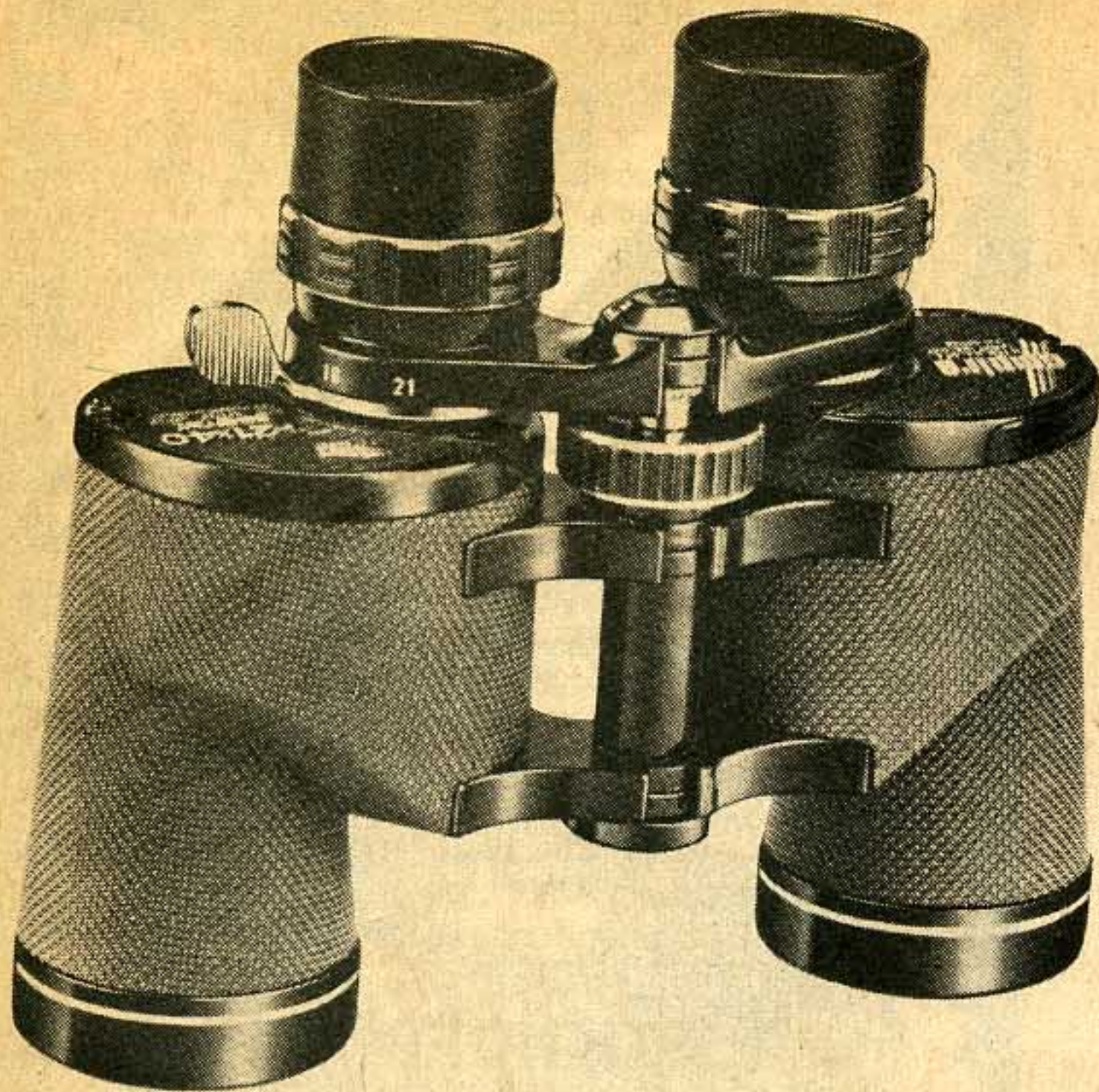
## Dramatic Close-Ups....

Whatever your Hobby: Stamps, Flowers, Bugs, or just Photography, the most dramatic Photographs are "Blow-Ups" of small items. The above picture of a U.S. Postage Stamp is a reduced reproduction of a 16"X20" Enlargement of an Exakta Negative, taken with the Ihagee Proxette Bellows. The Taking Lens was a 75mm Macro Doryt.

The Proxette Bellows bayonets into any Exakta (yes, into the new Exakta EDX-3, too!) and your lenses bayonet into the Proxette.

Ask for a copy of Binno Garasu's "Perfect Close-Ups Every Time" when you order the Proxette Bellows. We will include it free of charge. But you must ask for it. **Original Ihagee-Dresden Proxette Bellows Unit, Made in Germany, Stock No.1936, Seymour-Priced at the 1969 Price: incredible at only \$29.95 + 1.95 Shipping.**

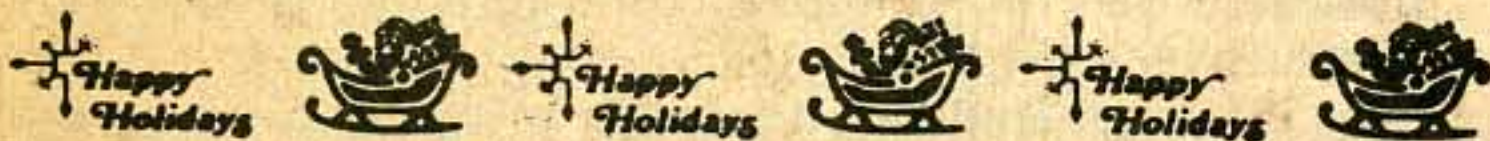




## New! Zoom Binoculars from 7-Power to 21-Power!

The Age of Zoom has come to Binoculars. The all-new Empire Model 273 is like a Magic Carpet: it transports you right into the middle of the action, cutting down the distance at your option, by fingertip control, from 7-Power to an unbelievable 21-Power! Get the overall view, then zoom in on the center of the action! Superb Quality. Special Lightweight Construction. Fabulous for Sports from Horseracing to Football, for Bird Watching or Girl Watching, for Mountain Climbing, Safaris or Scenery. The Ultimate in Binoculars. Zoom Binoculars, Empire Model 273, 7 to 21 Power, Down-to-Earth Price, only \$149.50 + 2.95 Shipping.

## What to do with your "Left-Over" Film Frames. Ask Peter Rabbit!

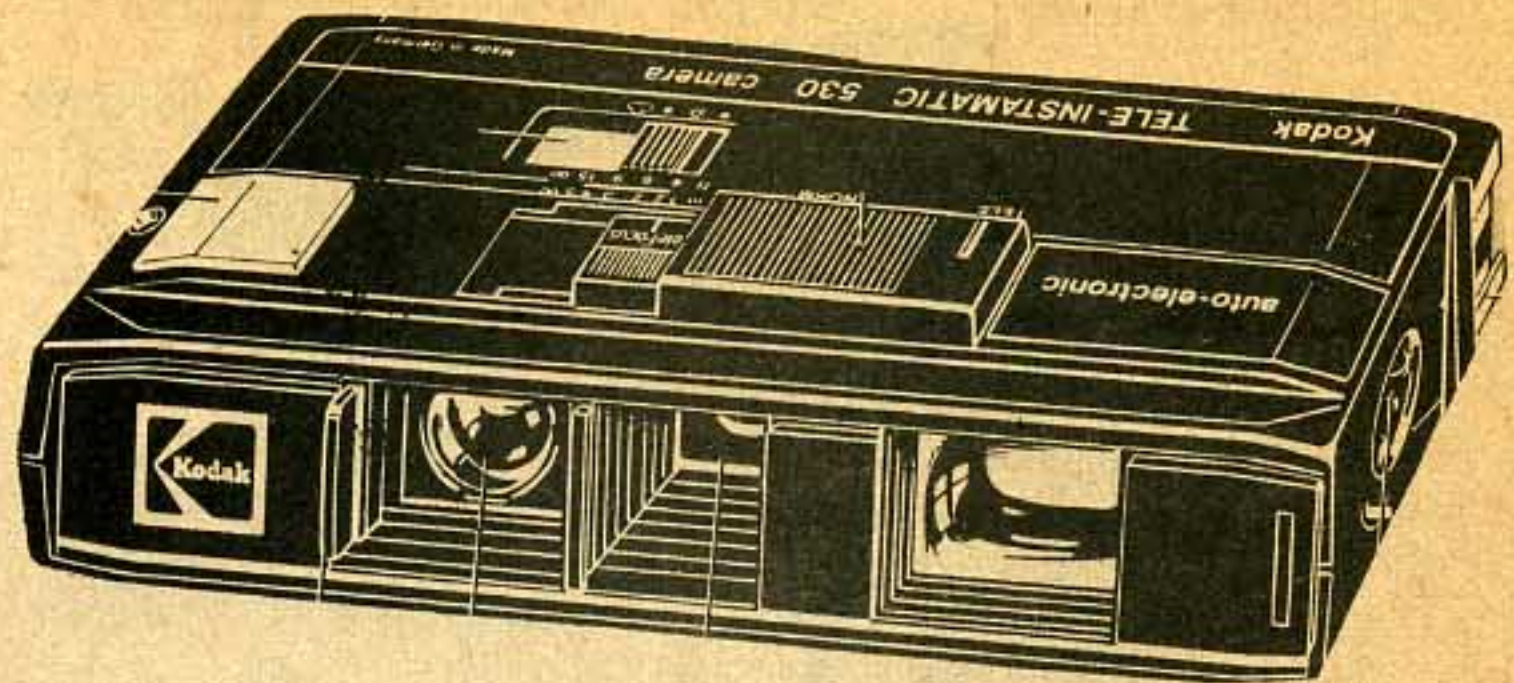


### A Gift for You:

"Redwood" Spray Fragrance for Men, by Aqua Velva, 3/4 oz. Pocket Spray Cologne. Refreshes with a delightful "male" smell. A FREE GIFT with your order for \$20 or more. If you want it, you MUST request it on your order as follows:

1 Redwood Pocket Spray.....No Charge.

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## Made in Germany Kodak Tele-Instamatic® Auto Electronic 110 Camera

At a time when the market is literally flooded with "Instamatic" Cameras, the task of selecting the right one becomes extremely difficult. During our search for the "right" Instamatic, we rejected nearly a hundred different models.

But when the German made Kodak Tele-Instamatic 530 reached us, there was no doubt in anybody's mind that the ideal Instamatic had finally emerged. At long last an auto-electronic 110 Camera had emerged which has all the important features. Moreover, the 530 is no larger than conventional 110 cameras, precision made in Germany, and quite affordable!

It would take many pages to describe all the features. Let us mention only the more unusual ones:

- Kodak Reomar 25mm Lens
- Built-in Telephoto Lens
- Focusing Range from 4 ft to Infinity
- Electronically controlled Exposure from 1/300 sec. to 20 Seconds with Warning Light in Viewfinder.
- Magicube Synch with Automatic Rotator
- Hot Shoe for Strobe Flash
- Drop-in Loading
- Camera Automatically Adjusts for Film Speed
- Takes Slides or Negatives [for prints]

....of course, the List of Features goes on and on but you get the drift: We endorse and recommend the Kodak Tele-Instamatic 530.

We supply the camera in a beautiful Presentation Box with Lucite Dome Top. This makes it an ideal Gift. With every camera we supply a Roll of Kodacolor II Film, a Magicube, and a Wrist Strap.

Kodak Tele-Instamatic 530 Outfit, Stock No.2025, only \$67.95 + 1.85 Shipping Charges.



**BUY  
GIFTS  
WITH  
CONFIDENCE**

Any Item bought as a Gift may be returned until January 10, 1979. This is truly "NO-Risk" Gift Buying!





## LAST MINUTE LISTINGS

SPECIAL PURCHASE. Too late to describe in detail. Too late for pictures. But **not too late** for Christmas!

### Famous German Meyer-Optik Lenses:

150mm F5.5 preset Tele-Megor, \$99.50 + 1.95 Shippg.  
180mm F3.5 preset Primotar, \$89.50 + 1.95 Shippg.  
250mm F5.5 preset Tele-Megor, \$129.50 + 2.95 Shippg.  
400mm F5.5 preset Tele Megor, \$169.50 + 4.95 Shippg.

### Famous German Schneider-Isco Lenses:

135mm F2.8 preset Tele-Isaron \$89.50 + 2.65 Shippg.  
180mm F2.8 preset Tele-Isaron, \$179.50 + 4.95 Shpg.

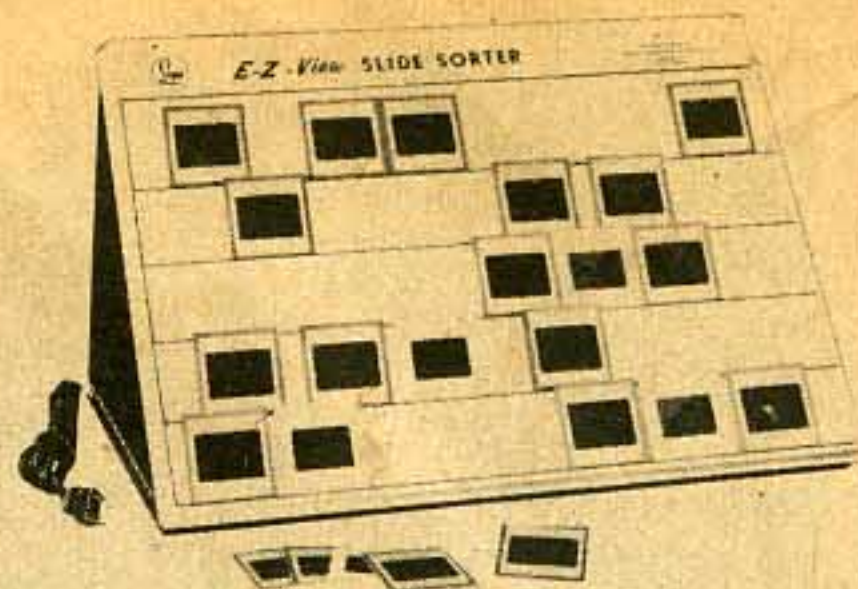
## World's Fastest 85mm Exakta Lens

When you need a lens slightly longer and **much** faster than your normal lens, you need the 85mm F1.5 German Enna Lithagon! Theater, Indoor Sports, and Available-Light Photography -- everything becomes a snap with this exceptionally fast, highly corrected, Exakta Lens. It fits all Exakta Models, including the new Exakta EDX-3. Only the Exakta Twin TL needs an adapter. Standard Diaphragm. Superb for Portraits. **85mm F1.5 Enna Lithagon Lens, Stock No.2063, a steal at only \$139.50 + 2.35 Shipping Charges.**  
Optional: Custom Click-on Shade, \$4.85. Case \$5.95.

## 35mm F3.5 Macro Noflexar

An ultra sharp German Macro Lens, made by famous Novoflex, the "Macro People." The 35mm F3.5 preset Macro Noflexar has 4 Stages. Stage One gives you a superb Wide Angle Lens with a 63° Angle and a Focus Range from Infinity to 16 inches. Stages 2, 3, and 4 convert the lens into a Macro Lens, extending the Focus Range to less than three inches!  
The Macro Noflexar can be used with ALL Exakta Models, including the EDX! Did you have your sights set on a \$400.00 Macro Lens? Put 75% of that money right back into your Bank Account!

**35mm F3.5 preset Novoflex Macro Noflexar Lens, Stock #2041, excellent value at only \$97.50 + 2.45 Shpg**



## Illuminated Slide Sorter

Now you can view 40 Mounted 2X2 Slides at one time, the easy way to put your slides in the correct sequence for dramatic Slide Shows.

The E-Z View Slide Sorter is ALL METAL, with a large 12 Inch by 16 Inch Translucent Sorting Panel. The Unit folds flat for easy storage and sets up in seconds. Uses one 60 Watt Bulb (not included) with On/Off Switch. **E-Z View Illuminated Slide Sorter, Stock No.0611, \$14.35 + 1.35 Shipping Charges.**

Buy several as Gifts and don't forget one for yourself!

## FAUSTKNOFF



In "Faust", Goethe's (whose?) greatest drama, we are told of Lucifer's wager that Faust could not take a sharp picture of Helen because he never took off his mittens. Faust actually cheated a little: he used the Ihagee Giant Release Button. Lucifer lost his wager: even with his mittens Faust obtained a wire sharp picture. To commemorate this feat, Ihagee named the Giant Release Button "Faustknopf."

**You, too, can take wire sharp pictures, even with your mittens on, with the Giant Release Button, the "Faust-Knopf", Stock No.2010, only \$1.95 + 35c Shipping. Special: Package of 4 for \$5 postpaid.**

(Schiller objects. He wants it called Handschuhknopf)

## Left Hand Button for RTL-1000

This indispensable Accessory for the Exakta RTL-100 is again available from Seymour's. It fits the left-hand release of the RTL-1000 and serves two functions: It permits hand tripping the shutter from the Cable release Opening and, more important, it "couples" Classic Exakta Lenses with External Automatic to the RTL-1000 for automatic operation.

You may have had one of these useful couplers and may have lost it (it is small!) or you may want a few spares while they are still available.

**Left Hand Button for RTL-1000, Stock No.2083, \$1.75 and 25c Shipping. Special: Package of 4 for \$5 postpaid.**

**Are you collecting Exakta Oldies for Pleasure or Profit?  
Read "Exakta Nostalgia" Column**



## 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.

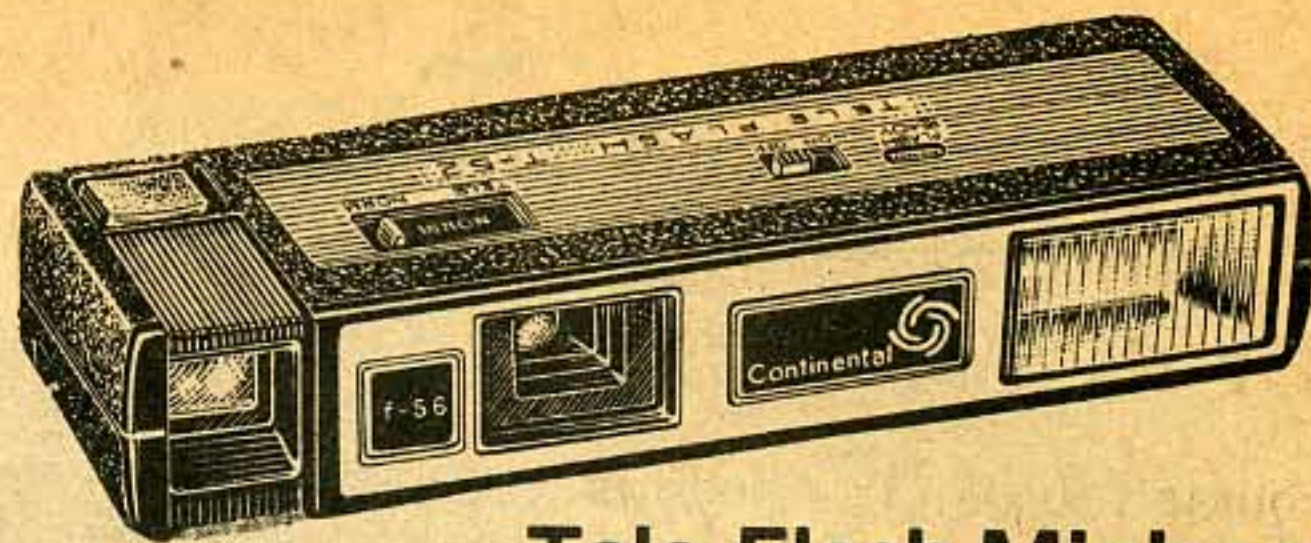
A few of the subjects treated:

- 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



## Tele-Flash Minicam, the Miniature Camera with Telephoto and Strobe Flash

If you buy these cameras as Gifts, don't forget to buy one for yourself as your Photographic Sketchbook!

The Tele-Flash Minicam is an inexpensive Pocket Camera, using 110 Cartridge "Drop-in" Film. It has a **built-in Telephoto Lens** and a **built-in Strobe Flash**. Yet, it costs less than a good strobe gun alone! And we give you, without additional charge, a Beautiful Saddle Tan Color Holster Type Case, a Wrist Sling, and 2 AA Alkaline Batteries, everything in a neat Presentation Box: an impressive, but inexpensive, Gift. And, as I said, don't forget to order an additional one for yourself **Tele-Flash Minicam Outfit, complete with Case, Sling, and two AA Alkaline Batteries, Boxed, Stock No.2035, only \$39.50 + 1.95 Shipping Charges.**



## "No-Risk" Gift Buying

Chances are that your Exakta-oriented Gift will make a big hit. But --- just in case you made a little mistake, you may return any item which you bought as a Gift until January 10, 1979.

This is what we mean by "No-Risk" Gift Buying.



## German "HAMA" Pistol Grip

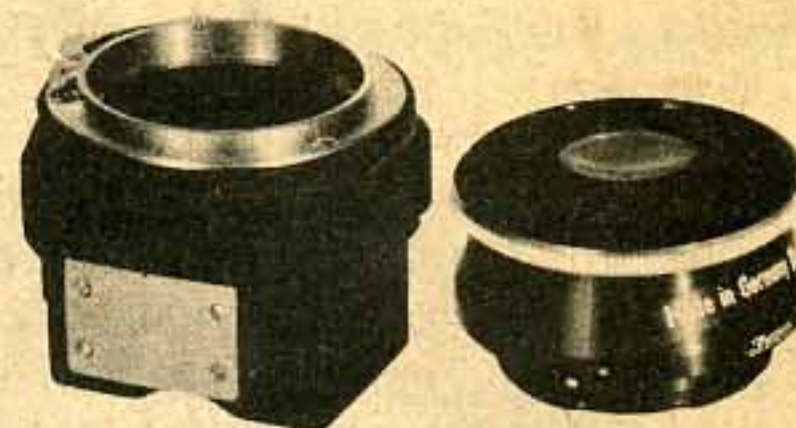
A well-engineered Pistol Grip, nicely made and finished by German Craftsmen. Comes complete with Special Cable Release with Adjustable Thrust.

German HAMAPistol Grip, Stock No.2147, complete with Cable, only \$8.95 + 75c Shipping Charges.

## 60mm to 150mm F/4 Automatic Rokunar Macro Zoom Lens

This unusual Zoom Lens is now again available. Even though our cost is now considerably higher, we will hold the old price until January 15, 1979.

Focal Range from Slightly-Longer-than-Normal to Beyond-135mm! Plus Macro Range! Rokunar Quality, optically and mechanically. Automatic. We have the Lens for all Exakta Models. Be sure to state Model. **60mm to 150mm F/4 Automatic Rokunar Macro Zoom, Stock No.1868, until 1/15/79 at the old price of only \$199.50 + 9.85 Case and 2.65 Shipping.**



## Magnear "Scientific" Finder

The Magnear "Scientific" Finder fits all Classic Exakta Models. It is indispensable wherever Ultra Precise Focusing makes the difference between failure and success. The Magna-Lupe Magnifying Lens bayonets directly into the Magnear Finder. All Original German Dresden Exakta Equipment!

**Magnear "Scientific" Finder with Magna-Lupe, Stock Number 1967, \$47.50 + 1.65 Shipping Charges.**

Also available separately:

Magnear without Magna-Lupe, #1964, \$34.50 + 1.65.  
Magna-Lupe, Stock #1965, \$24.50 + 95c Shippg. Chgs.



## Two-in-One Macro Ring

There is a gap in the Focusing Range of the lens itself and the Minimum Extension of the Bayonet Adapters of the Extension Tubes. The Two-in-One Macro Ring bridges this gap. The Male and Female Bayonets are machined into each other, permitting a bare minimum. **Two-in-One Macro Ring, Stock No.2036, \$14.25 + 65c.**



**I have a Bellows Unit.  
I don't need Extension Tubes.  
Or do I?**

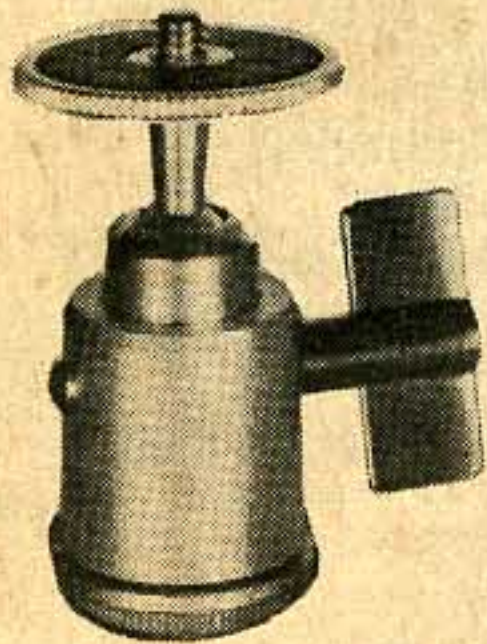
Of course you do! The Bellows will give you a "Blind Spot" between the Focusing Range of your Lens and The Minimum Extension of the Bellows. The Tubes will bridge that gap because the **Maximum** Extension of the Tubes is equal to the **Minimum** Extension (fully closed position) of your Bellows Unit.

**Super Bargain:  
Bellows/Tubes/Folio "Package"**

We have established that you need **both** the Bellows **and** the Tubes because the extension of the Bellows starts where the Tubes leave off. You also need Binno Garasu's Folio "Perfect Close-Ups Every Time." Now you can buy all three as a package at an incredible price. The items ell individually as follows:

Original Ihagee/Dresden Proxette Bellows \$29.95  
Original Ihagee/Dresden Macro Tube Set \$14.95  
Folio "Perfect Close-Ups Every Time" \$3.00

This comes to a total of \$47.90. But you may order the Complete Package at a reduction of nearly 40 per cent: **Bellows/Tubes/Folio Package, Stock No.BTF/807, Special Combination Price, \$29.95 + 2.45 Shipping.**



**Tilt-O-Pan Sharply Reduced**

**What's a Tilt-O-Pan?**

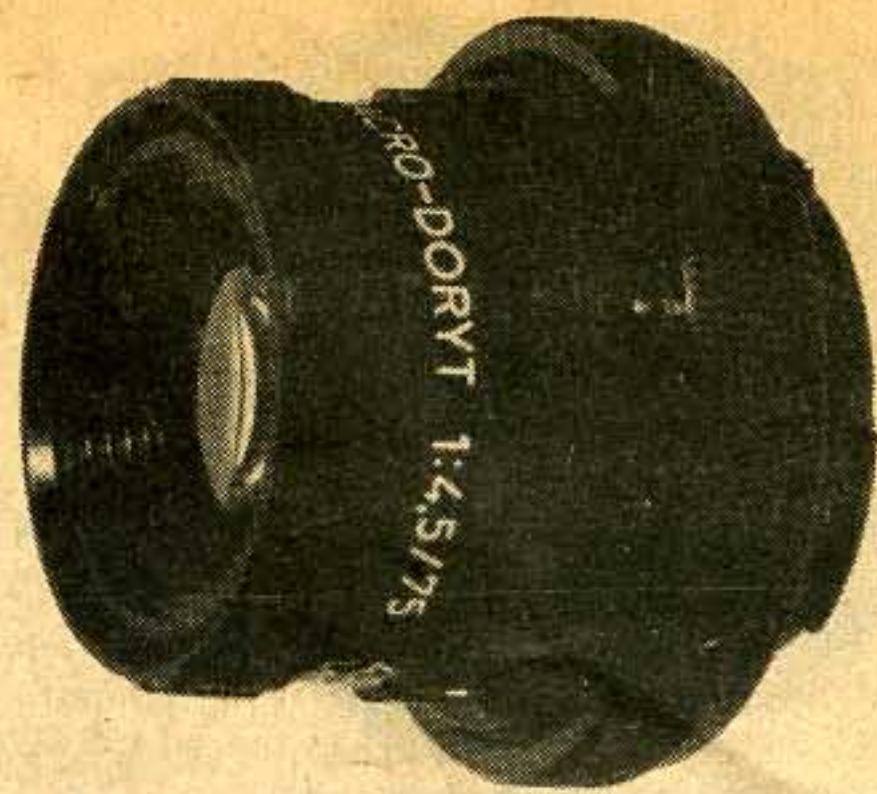
The Tilt-O-Pan is a Universal Omni-Directional Tilt-and-Pan Head, usable with tripods, copy stands, table tripods, etc. It permits you to place your camera at any angle in any direction.

All-Metal Ball-and-Socket construction. Large knurled camera support disk adjusts to depth of your camera socket. Rubber Insert protects your fine camera from scratches and prevents slipping. Large Butterfly type Locking Handle. A well-made Accessory.

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

**SEYMOUR'S**

350 W.31 St., New York, N.Y. 10001



**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. They come from Germany. Jawohl! Designed and corrected for use in Bellows with 35mm Single Lens Rflex Cameras. Wire sharp. Free from flare and anti-reflection coated.

Best Quality in the true German Tradition. We buy these lenses directly from the plant in Germany and sell them directly to you at unbelievably low prices: **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.**

**IMPORTANT: The Macro Doryt Lenses are in BASIC MOUNT. Adapters arte available for nearly all 35mm Single Lens Reflex Cameras. Don't forget to order the Adapter. The Exakta Bayonet is \$4.95.**

**Buy both Macro Doryt Lenses and save even more: Order the 105mm Macro Doryt at \$27.50 + 4.95 for the Exakta Bayonet and get the 75mm Macro Doryt and Bayonet at HALF PRICE: 105mm and 75mm Macro Doryt Lenses, 2 Exakta Bayonets, Stock No.3871, all for only \$46.95 + \$1.65 Shippg.**

**Macro Twin Supreme, the Complete  
Macro Setup at the 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

This adds up to a Total of \$106.35

**SAVE 50%: Macro Twin Supreme Setup, Stock No.3935, all for only \$53.25 + 2.95 Shipping.**



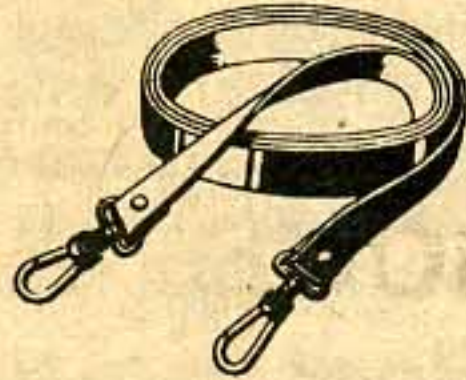


## Macro Zoom Attachment

It is now possible to convert any lens into a Macro Lens with a Focusing Range from Infinity to 2 inches!. The MacroVert is a highly corrected optical instrument which attaches to the front of your lens by means of a Series VII Adapter. Turn the Focusing Ring of the MacroVert and move in as close as you want, as close as **two inches!**

How much light will you lose? None! How much more exposure do you need? None! No exposure increase! The optical quality is magnificent. A flower, a page from a book, or a small part of a coin, the MacroVert Zoom does it all, quickly, accurately, easily.

**MacroVert Macro Zoom Attachment w/Ser.VII Thread, Stock No.1806, \$29.95 + 1.45 Shipping Charges.**  
 Lens Adapter \$4.95 (State Diameter of Lens in mm)

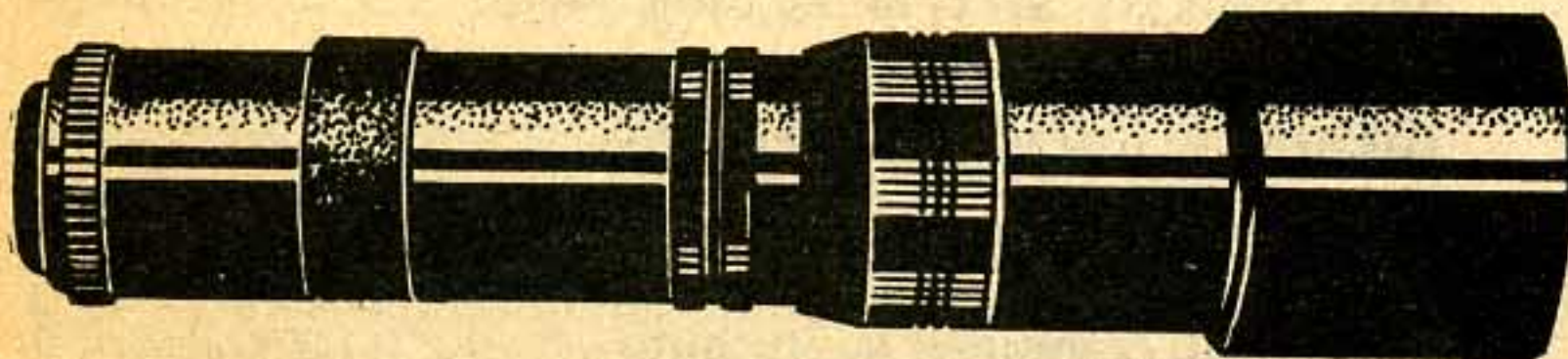


## Leather Neckstraps

### Leather Neckstraps

Flat thin Leather Neckstrap with Safety Hasps, only \$3.95 + 35c Shipping. Three for \$9.95 postpaid.

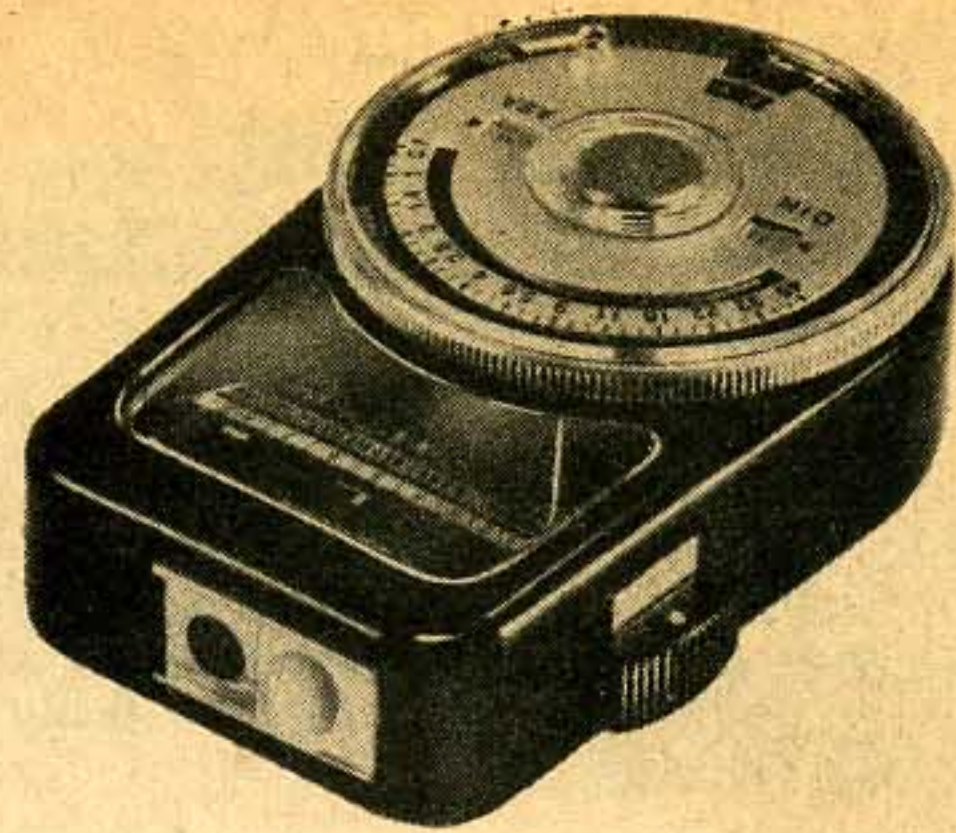
**Braided** Leather Neckstrap with Safety Hasps, only \$4.95 + 35c Shipping Charges. Three for 12.50ppd.



## 500mm F/8 preset Coligon Lens

Do you need a Powerful Long-Range Telephoto Lens? We've got it! The 500mm F/8 preset Coligon is now available for all Exakta Models. Sharp, Powerful, Anti-Reflection Coated.

**500mm F/8 preset Coligon, Stock No.0247, \$96.50 plus \$3.45 Shippg. (State your Exakta Model, please)**



## D-1 Exposure Meter Again Available

The new Capitol D-1 Exposure Meter has a Dual Range Switch (Hi and Lo) for greater accuracy. It measures **both** Reflected Light and Incident Light. And...it has a Zero Adjust Slot!

The most important "feature" of the D-1 Meter 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/Openings from F0.7 (Zero Point Seven!!) to F/45
- EV down to -4 (Minus Four!! That's 5 below EV 1!)
- ASA Film Speeds from 6 to 6400.
- Movie Exposures, too: from 8 to 64 frames per sec.

Additional Important Features:

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

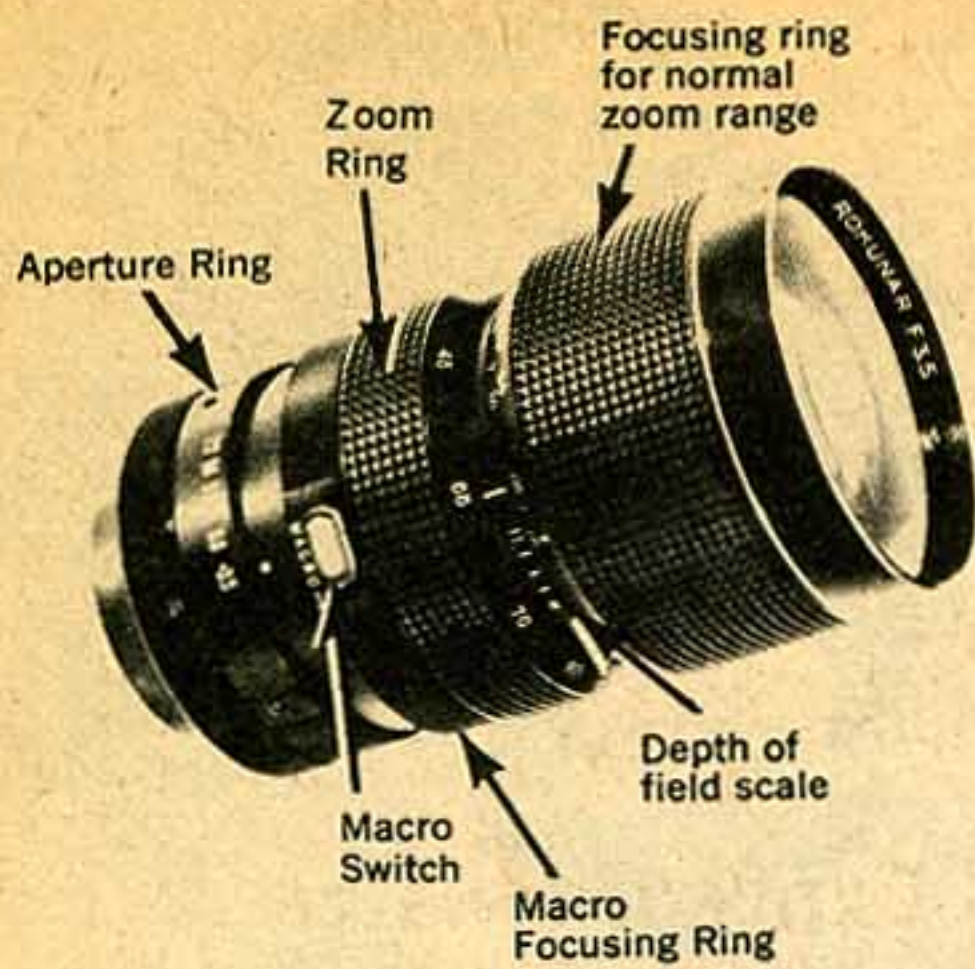
**D-1 Super Sensitive Electronic Exposure Meter, Stock No.1995, \$36.95 + 1.65 Shipping Charges.**  
 Optional: Case, Necksling, Energy Cell (Battery), if bought at the same time as the Meter, \$1.95

## Exakta Repairs

As Exakta Specialists we are fully equipped to handle all Repairs on Exakta Cameras, Lenses, and Accessories. Our mechanics are **Exakta Mechanics**, highly qualified specialists, who use only original parts.

Our charges are reasonable. Service charges are based on the length of time it takes to repair your equipment. Our experts do not have to fumble: they **know** the best and fastest way to repair your Exakta. They live with Exaktas. Send us your equipment. Attach a tag to it with your full name and address and say what you would like to have checked and repaired. Mark the tag "ESTIMATE ONLY". As long as it is Exakta Equipment we are ready, willing and able to cure what ails it.





## 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, a moderate Telephoto Lens, and a Copying Lens! Its performance: a true Rokunar Lens; need we say more?

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 F/3.5 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 focusing and the Zooming are exceptionally smooth. The Sharpness is superb and the Color Balance could not be improved, it's just perfect.

**Multi-Coated 38mm to 90mm F3.5 Fully Automatic Rokunar Macro Zoom, Stock No.1982, \$249.50 + \$9.85 for the Case and \$2.65 Shipping Charges.**  
Be sure to state the Model of your camera.



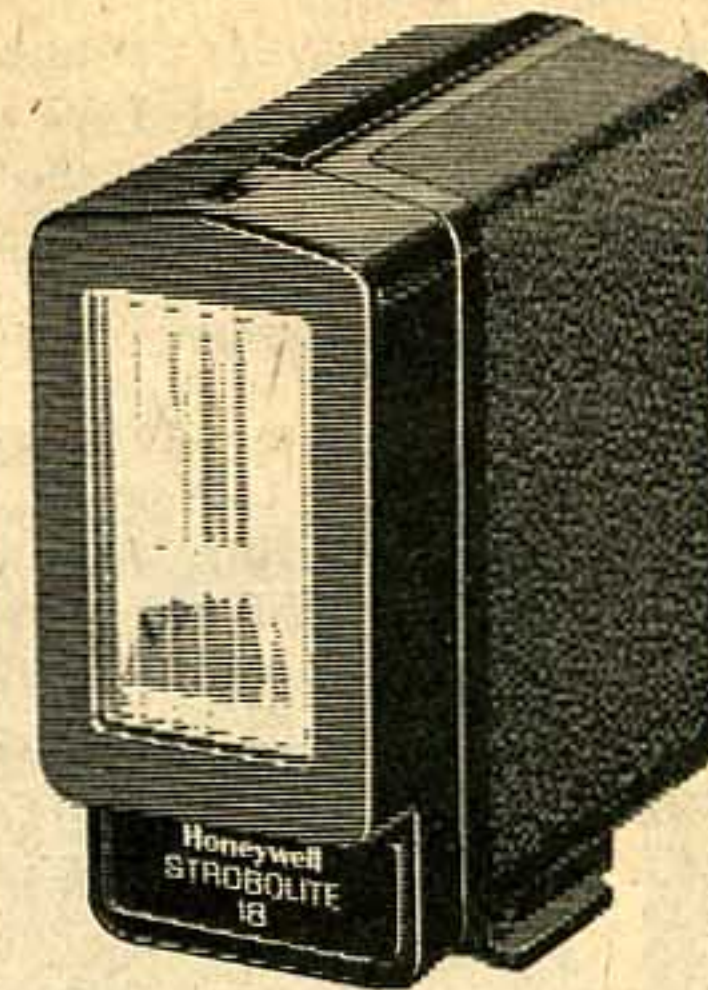
## Seymour-Rebuilt Exaktas

Otto is busy supervising the rebuilding of fine Exaktas. Do you have your heart set on a VXIIa, VX-1000, RTL, or any other pre-owned Exakta? Ask for our latest List of Seymour-Rebuilt Exaktas. Send a self-addressed envelope and write on the lower left: "L.S.R.E." which stands for "List of Seymour-Rebuilt Exaktas."

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## Show the World that you are an Exakta Booster!

Wear an Exakta Stickpin! A miniature replica of the Classic Exakta in Black and Silver Color, mounted on a Stickpin which can be worn as a tie pin or a lapel pin. Made in Germany. \$1.75 + 25c Shipping. Special: Four Stickpins for \$5, shipping charges included. Att. Exakta Booster Clubs: Tell us how many Stickpins you can use and we will work out a special deal.



## Special Purchase: HONEYWELL Electronic Strobe Flashguns

### Honeywell Strobolite Model 14.

Small, but powerful! Weighs only 3½ ounces yet packs a Guide Number of 36/ASA100. PC Cord permanently attached. Covers 50 Degrees horizontally & vertically. Powered by two AA Batteries (not included). True Honeywell Quality. 1 Year Factory Guarantee.  
**Honeywell Strobolite 14. Stock No.HS/014. Special Purchase: only \$14.95 + 1.45 Shipping Charges.**  
Set of 2 Alkaline Batteries, \$1.59

### Honeywell Strobolite Model 18.

Weighs only half an ounce more than the Model 14. Guide Number is a whopping 56/ASA100. Hot Shoe and Detachable PC Cord. Covers 50 Degrees horiz. and vert. Powered by 2 AA Batteries (not included.) Now a Best Buy!  
**Honeywell Strobolite 18. Stock No.HS/018. Special Purchase: only \$18.95 + 1.45 Shipping Charges.**  
Set of 2 Alkaline Batteries, \$1.59

# SEYMOUR'S

THE EXAKTA SPECIALISTS

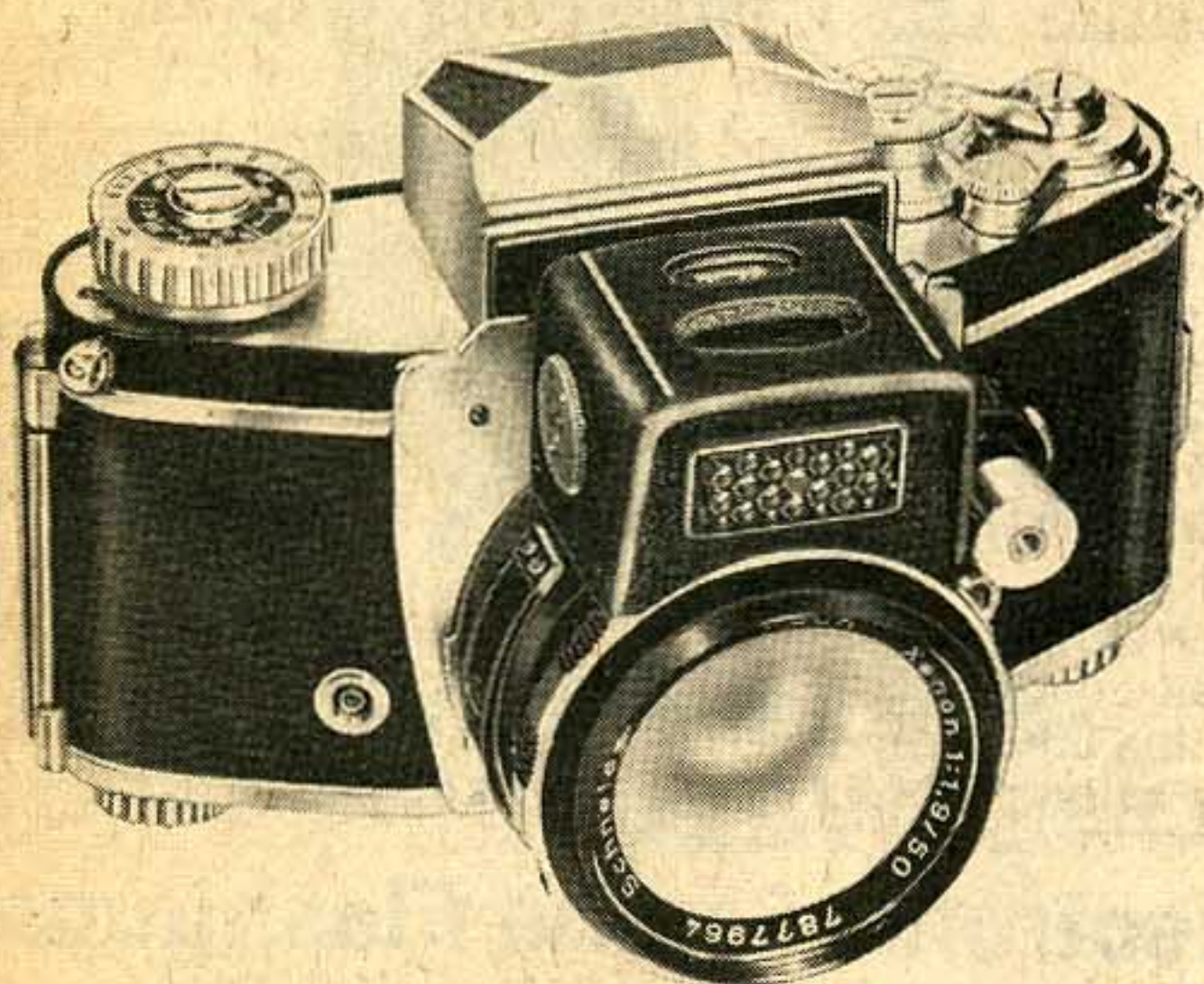
350 W.31 St., New York, N.Y. 10001



## Exakta Nostalgia (Collectors' Items)

In the May 1978 Issue we began a Column for the Exakta Collector. The response was so gratifying that we decided to expand the column. We will show some collectible items but we also ask you to write and tell us what you need for your Exakta Collection. Please be specific: We do not have any printed lists and must answer every request individually.

The interest in Exakta Collectibles is mounting because Exakta was the originator ("inventor", if you will) of the 35mm Single Lens Reflex. It will soon be 50 years, Half a Century, since the first 35mm SLR, the "Kine Exakta, appeared on the market. Prices for Exakta Collectibles are still relatively low and are proving to be an excellent investment, apart from the pleasure of owning these unique forerunners of the modern SLR.



### Collectors' Item: "Lightmeter" Lenses

Another early attempt to combine a lightmeter with the camera. This early Schneider patent attached the lightmeter to the lens. Not **through** the lens, mind you. Mechanical couplings transferred the meter readings directly to the F/Stop. Ingenious, yes, but soon to be obsoleted by true through-the-lens metering.

The lenses are: the 50mm F1.9 Schneider Kreuznach Xenon and the 50mm F1.9 Schneider-Isco Westrocolor (same lens, different names). The lenses are optically perfect. The Meters may or may not work. We sell them as Collectors' Items.

**Collectors' Item #854, Schneider-Kreuznach 50mm F1.9 Lightmeter Xenon, or Schneider-Isco 50mm F1.9 Lightmeter Westrocolor, only \$79.50 + 1.65 Shipping. The value of these rare lenses will go only one way: UP!**

**Exakta Bugs! Nostalgia Bugs!  
Wear Your Exakta Stickpin!**



### Collectors' Item: Ihagee "Lightmeter" Prisms

The Ihagee "Lightmeter" Prism was an early attempt to provide a lightmeter which was always handy. It did not measure the light through the lens, nor was it connected to the shutter in any way. It was a scaled-down version of a selenium cell lightmeter which was built into the prism housing. The lightmeter itself was so small that room was left over for an optical viewfinder.

The prisms of these units are perfect. The meter may or may not work. The units are sold as Collectors' Items, not as replacements of Through-the-Lens Meter Prisms **Collectors' Item #843, Ihagee "Lightmeter" Prism, an excellent investment at only \$37.50 + 1.45 Shipping.**

### Rolls (Exakta) Royce

Now you can have your own original Photograph of the Illustration used in the famous 1958 Exakta Advertisement "EXAKTA, the ROLLS ROYCE OF CAMERAS". This picture is shown on the Front Page of this Issue. We supply original Photographs (not printed reproductions) Speaking of Collectors' Items! **Collectors' Item #833, Original Glossy Photograph, 8 X 10 Inches, Rolls Royce Exakta, \$5 postpaid. Extra Special: Three for \$10 postpaid.**

### 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").**





**New from Rokunar  
70mm to 210mm  
Single Touch  
Multi-Coated  
Macro Zoom**

When it comes to designing and making Zoom Lenses, Rokunar has a great advantage: Long before the term "Zoom Lens" was invented, Rokunar brought you "Variable Focal length Lenses." Now we have the very culmination of their experience, the radically new 70mm to 210mm F3.8 "Single Touch" Multi Coated Macro Zoom Rokunar!

**Single Touch** means that you can now, for the first time, focus a Zoom Lens and vary the Focal Length **at the same time and with the same hand!**

And look at these impressive Specifications:

- 70mm to 210mm
- F3.8 to F/22
- Automatic Diaphragm
- Fourteen (yes, 14!) Elements
- Zoom and Focus: Single Touch!
- Normal Range: as close as Six Feet
- Macro Range: as close as Ten Inches!

**And most important: The Optical Performance is of True Rokunar Quality. "Sharp as a Rokunar!"**

**Single Touch Macro Zoom Rokunar, 70mm to 210mm, F3.8, Multi Coated, Stock No.2099, \$289.50**

**plus \$3.65 Shipping Charges.**

**DeLuxe Hard Case \$9.85. Screw-in Custom Shade \$5.65**

## Shipping Charges.

From time to time customers write in and ask whether the Shipping Charges shown in our listings are just for Postage: "How much do I have to add for handling, packing, shipping containers, Insurance, etc.?"

You don't have to add anything! The amount shown as Shipping Charges includes everything.

## Double Lift Centerpole Tripod



## Another Super Buy: Double Lift Centerpole Tripod

We selected this Tripod for you because of its quality and its value:

- All Metal Construction
- Four Section Legs
- Pan and Tilt Head
- Tubular Legs
- Precision Locks
- Rubber Tips

and more.

Even though it opens to a full 60 Inches in height, it is small enough to fit into the average gadget bag.

**Double Lift Centerpole Tripod, Stock No.0699, a Super Buy at only \$29.45 + 1.95 Shipping Charges.**

## 65mm F3.5 Macro Actinar

The 65mm F3.5 Macro Actinar is an extremely useful Short Barrel Lens for use in Bellows or Extension Tubes for Close-Up Work, Copying, etc. Macro Quality.

The Lens is in Standard (Leica) Thread. Exakta Bayonet or M-42 (Pentax, Praktica, Exakta 42) Mounts can be supplied by us. (See below.)

We bought these exceptional lenses before the Dollar took its disastrous drop. As long as our supply lasts, we offer them at a real Good-Old-Days Price!

**65mm F3.5 Macro Actinar Short Barrel Lens, Stock No.0159, only \$29.50 + 1.25 Shipping Charges.**

**Exakta Bayonet Adapter, \$5.95. M-42 Adapter, \$4.95.**

## Romantic....

For romantic soft-image effect you can now soften the harshly sharp image of your lens. Create "pictures" instead of photographs! The Soft-Image Disc attaches like a filter. A low-cost creative "tool."

**Soft-Image Disc, Stock No.0304,**

**46mm and 49mm, \$8.65 + 35c Shippg. Chgs.**

**52mm and 55mm, \$10.50 + 35c.**

**58mm and 62mm, \$14.50 + 35c**

**Series VII (requires Adapter), \$9.65 + 35c**

**Adapter (state mm size) \$4.95**





# Safari Cube-Foam Attache Case

**19<sup>95</sup>**  
+ 1.95 Shippg.

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

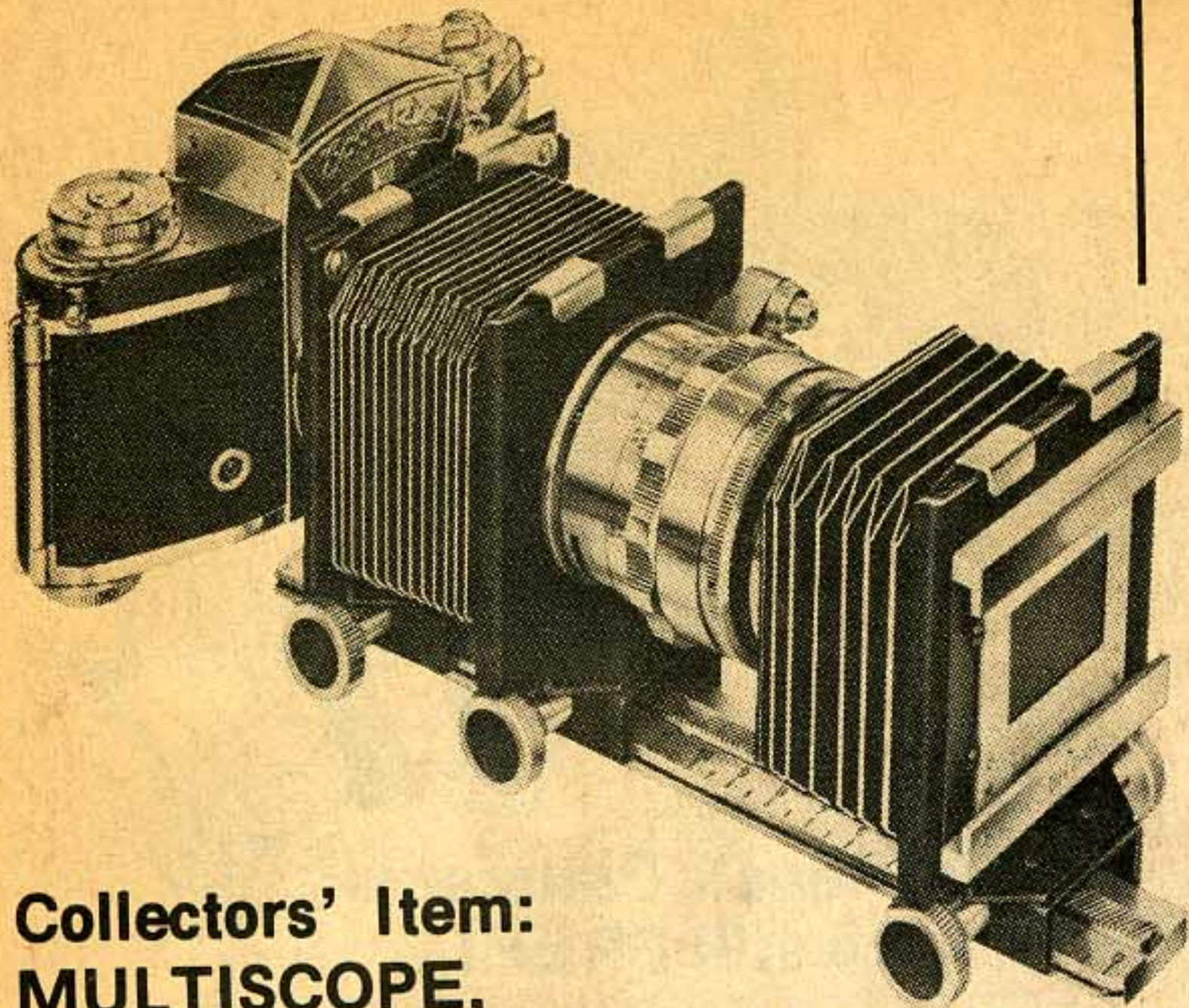
The Safari Foam Fitted Attache Case is impervious to tropical heat or arctic cold. The molded shell withstands impact far beyond the punishment to which a piece of luggage is normally subjected. Humidity, even rain, cannot damage the contents because of the interlocking rims of the top and bottom parts.

- 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#1855, ~~\$32.50~~ + 2.65 Shppg.

Spare Foam Inserts to fit above Case, Complete Set, Stock Number 1855/FI, \$6.95 + 1.25 Shipping Charges.



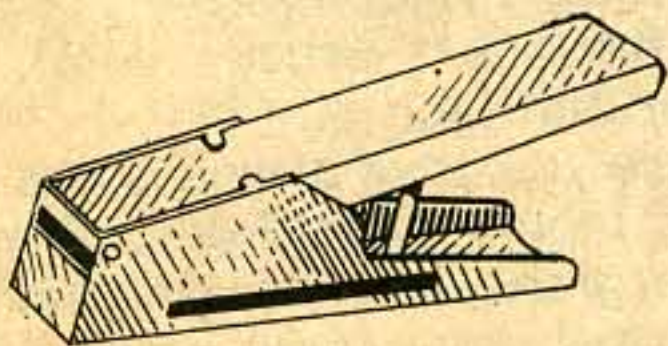


## Collectors' Item: MULTISCOPE, the Bellows that started it all

Who designed the first (the ORIGINAL) Bellows Unit? Albert Einstein? Wrong. Earl Seymour? Right! And he called it **THE MULTISCOPE**. It was designed like a miniature view camera, with interchangeable lens-boards, secondary track, secondary bellows, etc. It had genuine leather bellows, and was entirely hand crafted, right down to the very adjustment knobs. The Multiscope was a work of art in itself and so versatile, it has never been equalled (though, admittedly, copied by nearly every manufacturer!)

We have a few Multiscope Outfits, all in near-mint condition. They are not only collectors's items but as useful today as the day they were made (and that day was a long, long time ago!)

Like to have a Multiscope? We have several Outfits, some with the original Leather Cases. Prices start as low as \$89.50. These Multiscope Outfits are, first of all, excellent investments, secondly, beautiful to look at and own, and thirdly, very useful pieces of equipment. As I said, they are as useful (and unusual) today as the day they were made. Write and ask us what we have.



## SLIDE PUNCH

Notch your slides and banish embarrassment forever! Notched slides **cannot** be placed the wrong way in your projector or slide magazine.

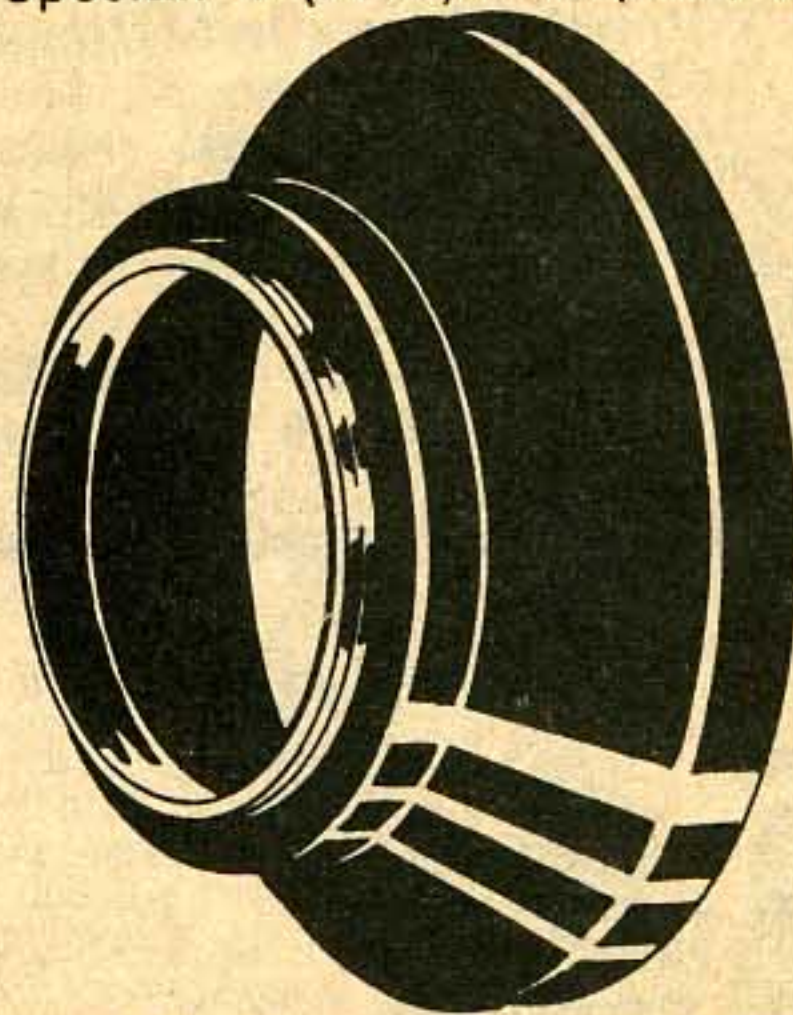
All-Metal Construction. A precision Instrument. Makes a wonderful Gift, too.

**Slide Punch, Stock No.1833, only \$4.95 + 45c Shipping.**  
EXTRA SPECIAL: Get one Slide Punch free with every one you buy!



## Exakta Bugs! Nostalgia Bugs! Wear Your Exakta Stickpin!

Miniature Replica of the Classic Exakta in Black and Silver Color, mounted on a Stickpin. Unisex Design: Gentlemen use it as a Lapel Pin; Ladies use it as a Stick Pin. Made in Germany. Our own Design. Available only from us. A Collectors' Item in the Making: In order to assure future Rarity Value, the mold was destroyed after One Thousand Miniature Exaktas were struck. **Exakta Stickpin, Stock No.2021, \$1.75 + 25C.**  
Extra Special: 4 (Four) Stickpins, \$5 postpaid.

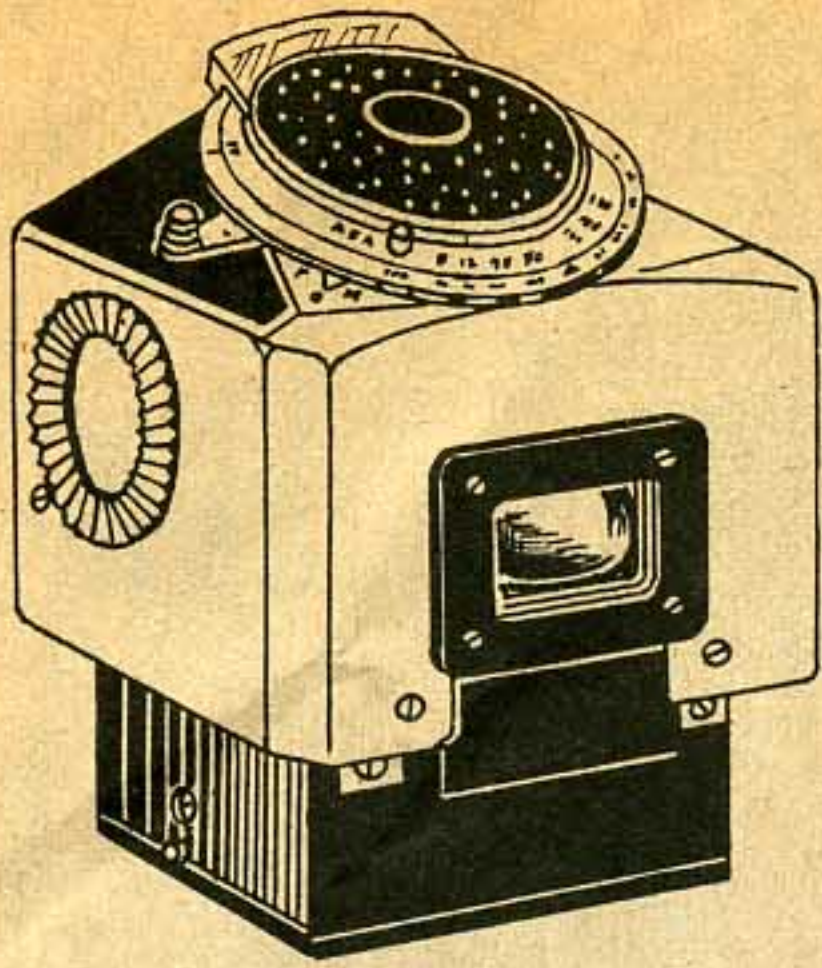


## Flexible Rubber Shades

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

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





## Meter Prisms for Classic Exakta

From time to time we obtain Through-the-Lens Light-Meter Prisms as Trade-Ins. They are being recalibrated and we offer them on a first-come basis. If you are interested in one of them, drop us a line.

### Instruction Folio:

## “Perfect Close-Ups Every Time”

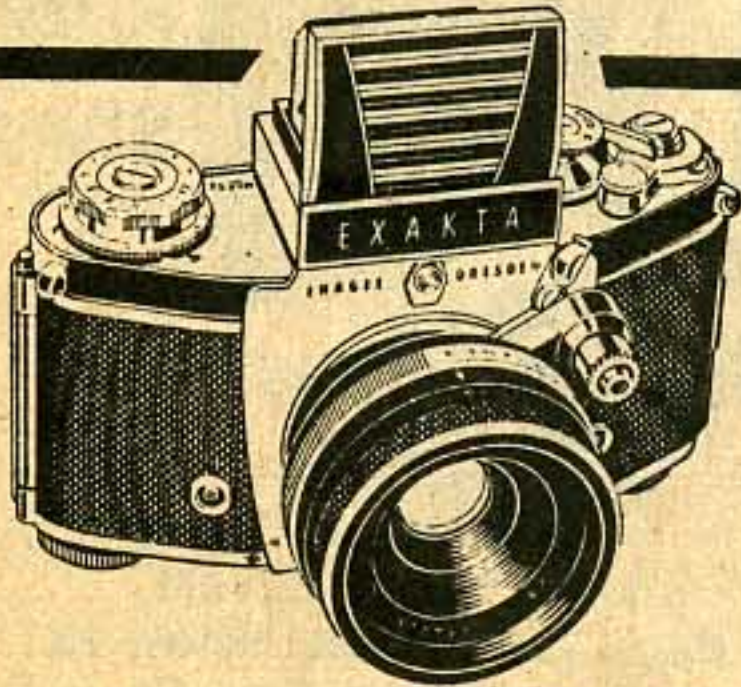
Binno Garasu, the Author of The Depth-of-Field Book guides you in clear, precise, but non-technical language through all the steps of Close-Up and Macro work.

A few of the subjects treated:

- Macro Photography, a New World.
  - Lenses Best Suitable for Macro Work.
  - What Focal Lengths to Use, and Why.
  - Macro Lenses.
  - Tubes, Bellows, or Close-Up Lenses?
  - How to Light Close-Ups.
  - How Close is Close?
  - Correct Exposure 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, excellently written Instruction Folio.

Instruction Folio, “Perfect Close-Ups Every Time” by Binno Garasu, Stock No.1986, \$2.75 + 25c Shippg.



## We want your old Exaktas!

Top Trade-in Allowance for your old Exaktas! Used Exaktas, in good condition and of good appearance still bring you top dollar! Describe your equipment and ask for tentative Trade-in Offer.



## Our Repair Estimates are still FREE!

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

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

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

## New Camera Supporting Mount

Now you can Mount Your Exakta on Any Board.

Ihagee/Dresden has developed a Mounting Support, known as “Atlas.” It is a Male Exakta Bayonet on a Flange, machined from a solid piece of brass with Chrome Plated Finish. The Flange mounts on any type of flat board (wood, metal, plastic, etc.) by means of four screws.

Once you have attached the “Atlas” to the board, you can mount your Exakta Body on the Board.

One of the uses: Mount your Exakta Body onto the back of your view camera and use the large view camera lenses for super telephoto work. Or: use the shorter Exakta lenses on the front of your view camera (Orig. Ihagee Female Exakta Bayonet with Counter Ring is available. See below) and use your view camera with the Exakta as a Super Bellows! There are hundreds of uses for the “Atlas.”

“Atlas” Male Exakta Camera Mounting Support, Stock No.E/362, only \$18.50 + 1.25 Shipping Charges.

Female Exakta Bayonet with Counter Ring, Stock No. 175/05, \$4.95 + 35c.





## Super Bargain: Original Ihagee PROXETTE Exakta Bellows at 1969 Price!!!

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.

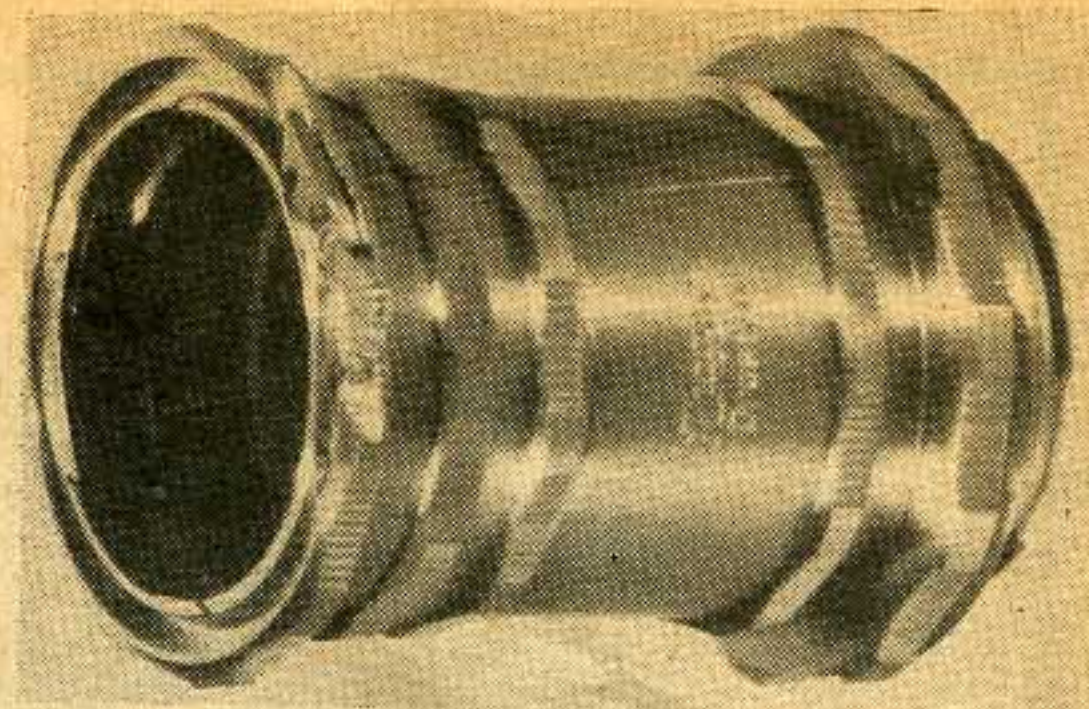
The Proxette has two Tripod Sockets. This makes it possible to vary the position of the lens relative to the subject, or, if desired, (for constant image ratio), to keep the lens-to-subject distance fixed, bringing the film plane into focus by moving the rear of the Proxette. You are in total command!

- 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.

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.**



## 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".)

### Instruction Folio: "Perfect Close-Ups Every Time"

Binno Garasu, the Author of The Depth-of-Field Book guides you in clear, precise, but non-technical language through all the steps of Close-Up and Macro work.

A few of the subjects treated:

- Macro Photography, a New World.
- Lenses Best Suitable for Macro Work.
- What Focal Lengths to Use, and Why.
- Macro Lenses.
- Tubes, Bellows, or Close-Up Lenses?
- How to Light Close-Ups.
- How Close is Close?
- Correct Exposure 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, excellently written Instruction Folio.

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





## Art Quality Hand Made Color Enlargements

You will never know what breathtakingly beautiful pictures are hidden in your little color slides until you let us make some Enlargements from them. Our Art Quality Color Prints are the best you can get. Over 70% of our Color Work is now "Repeat." Give us a try. You will be back again and again.

We give you the best pictures that can be obtained from your slides. And that's a promise!

Our Art Quality Hand Made Prints are mounted on beautiful heavy Mounting Stock:

8 X 10 Prints are mounted on 11 X 14 Stock,  
11 X 14 Prints are mounted on 16 X 20 Stock,  
16 X 20 Prints are mounted flush.

Every Print is Matte Sprayed for a velvety surface.  
**Just one Reminder:** No Rush Work. We have no In-at-eleven-out-at-three Machines! Good work takes time and cannot be rushed.

Quantity Prices are good for same or different originals.

### Art Quality Color Prints, Mounted and Matte Sprayed

**8 X 10 Prints, Mounted on 11 X 14 Stock:**

One Print \$14.50. Shipping \$2.00

2 to 5 Prints, \$11.85 each. Total Shipping \$2.00

6 or more Prints, \$9.85 each. Total Shipping \$3.00

**11 X 14 Prints, Mounted on 16 X 20 Stock:**

One Print \$18.50. Shipping \$3.50

2 or more prints, \$14.80 each. Total Shipping \$4.00

**16 X 20 Prints, Mounted Flush:**

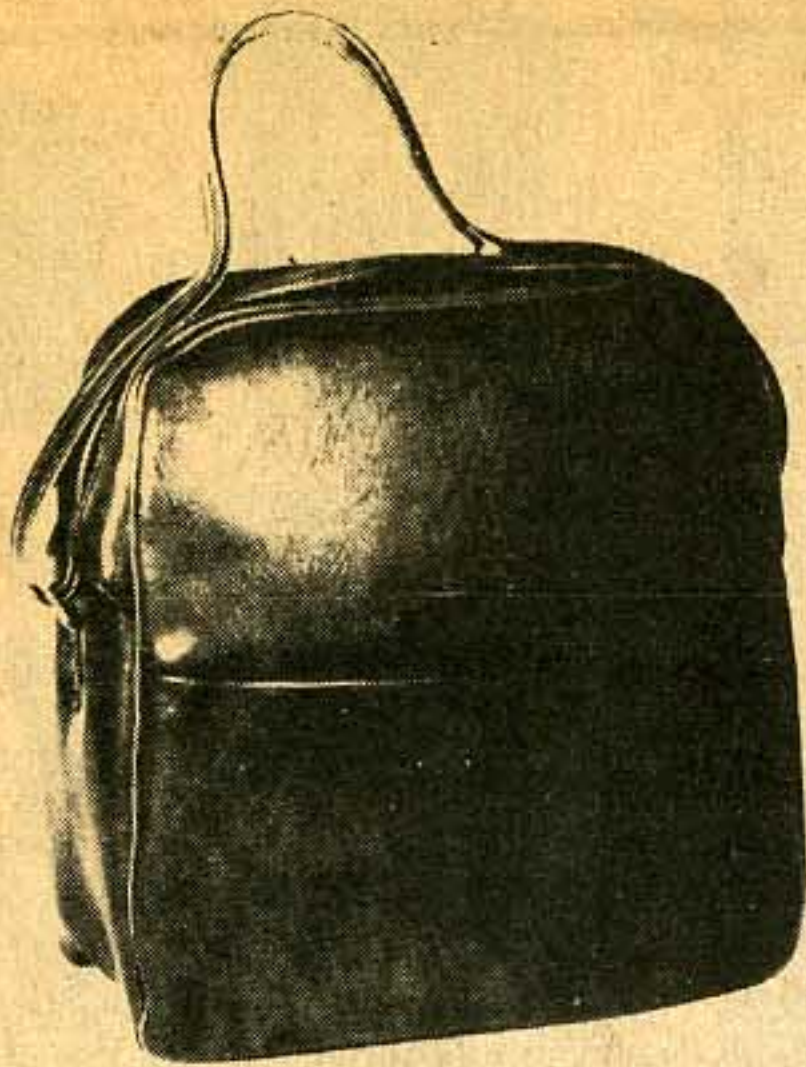
One Print \$28.50. Shipping \$3.50

2 or more Prints, \$24.00 each. Total Shipping \$5.00

**Remember: Quantity Prices are good for Enlargements from same or from different slides.**

**seymour's** INC.  
350 W.31 St., New York, N.Y. 10001





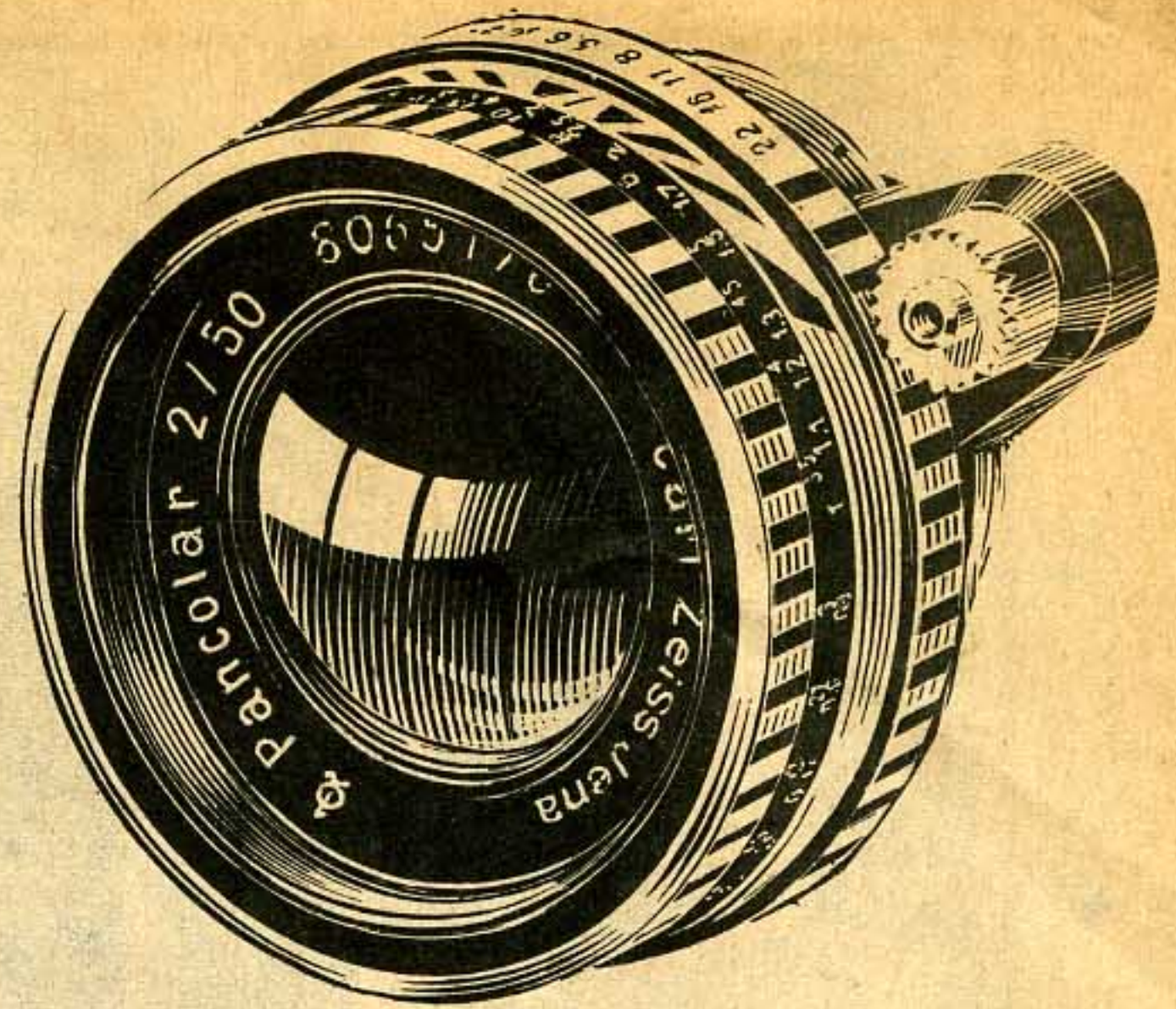
### Another Super Buy: Tigerhyde Town-and-Country Gadget Bag

The Tigerhyde Town-and-Country Gadget Bag is beautifully proportioned and generously sized. It measures 15 X 16 X 7 Inches. Tigerhyde has the look and feel of finely tanned supple leather but outlasts leather by a wide margin. You don't have to baby it. It is impervious to rough treatment. It comes in a very beautiful, richly grained Antique Saddle Tan. The Bag has a waterproof washable lining. The soft-padded interior cuddles and protects your delicate and valuable equipment. Top Zipper Closing, two Outside Pockets. Convertible Strap (Shoulder or Hand.) The Town-and-Country Gadget Bag is beautiful, functional, and durable.  
**Tigerhyde Town-and-Country Gadget Bag, Stock #2079  
Special Sale Price, only \$12.50 + 1.95 Shipping Chgs.**



### Carrying Case for RTL-1000

We just received a small shipment of Carrying Cases for the Exakta RTL-1000. The Factory described the cases as slightly used but our inspection showed that all of them are in excellent condition and look new to us. If they are not brand new, at least they are like new. Be that as it may, we offer them at the price of used cases which saves you nearly half of the regular Price of \$16.95. Treat your Exakta RTL-1000 to a good case!  
**Carrying Case for Exakta RTL-1000, slightly used,  
Stock No.2019, \$9.85 + 1.65 Shipping Charges.**



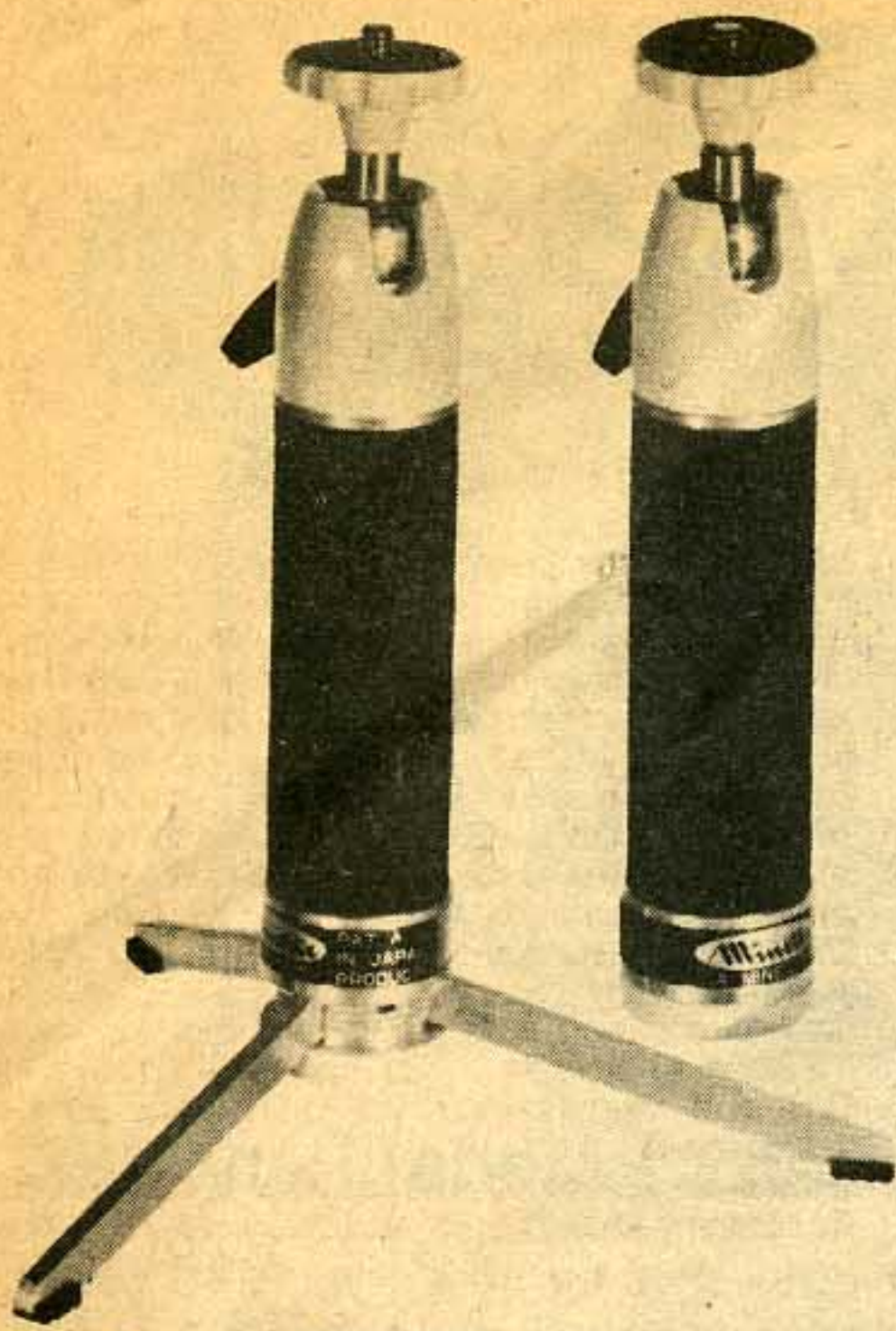
### 50mm F/2 Zeiss ("Jena) Pancolar

Through the good offices of our friends, the Exakta Distributors in Brussels, Belgium, we were able to lay our hot little hands on a small quantity of original Zeiss ("Jena") Automatic Pancolars for the Classic Exakta. They are not brand new but you have to look twice (or three times) to find signs of use. What can we say about the Pancolar that has not been said before? If you have your heart set on a 50mm F/2 Automatic Pancolar, don't let this chance get by! It's first come, first served.  
**50mm F/2 Automatic Zeiss ("Jena") Pancolar, slightly used, Stock No.0642, while supply lasts, \$46.75 + \$1.95**

### Would You Like to Renew Your E.E.I.S. Subscription?

Only Subscribers receive every Issue of E.E.I.S. [short for "Exakta Equipment Information Service."]. Sometimes we mail free sample copies to non-subscribers but in order to receive each and every issue, you must subscribe. The issue you miss may contain the very Bargain you have been waiting for. The issue which you don't get may disclose details about new accessories, new pertinent Exakta Information, even a new Exakta Model. This information is being mailed to E.E.I.S. Subscribers immediately, long before the general public gets to know about it. As you know, there is a subscription charge of \$5 a year but you also know that you get this back on your first order for \$20 or more. In case you forgot how it works: **You send \$5 for a year's Subscription to E.E.I.S. This gives you a credit equal to the amount you send which you deduct from your first order for \$20 or more. Renew your Subscription. Don't miss a single important and interesting Issue. It's just Five Dollars a Year.**





## "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

## 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!



## 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.

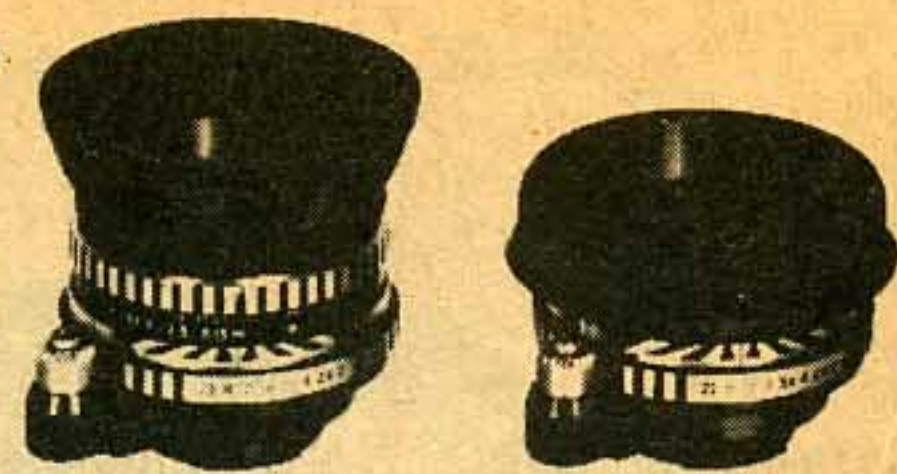
**Maximum Ease of Operation:** Fully Automatic Electric Eye Exposure. Just focus, compose, shoot. Automatic can be turned off for manual override.

**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.**



## 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



## 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



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

**We have Three Lines:**

**You rarely get a Busy Signal**

**Company Policy: No Collect Calls**

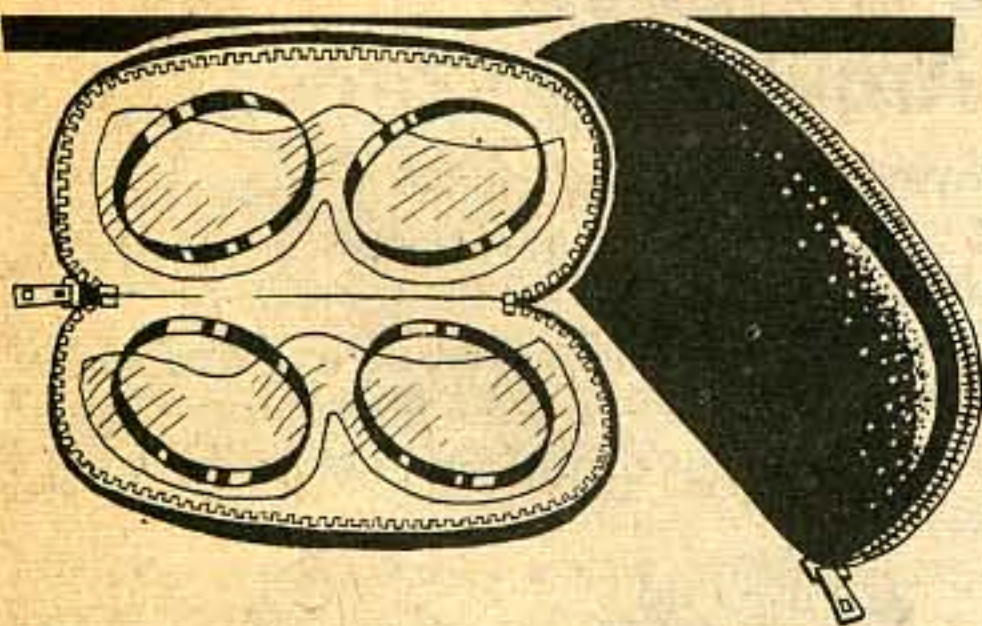
# Vivitar®

## 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.**



## 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**



**Our  
BEST Tripod  
still only \$44.50**

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**



## 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, 5x7 1/2", Stock No. 1863/04, \$3.45 + 25c**

**LARGE, 5x9", Stock No. 1863/06, \$3.95 + 30c**

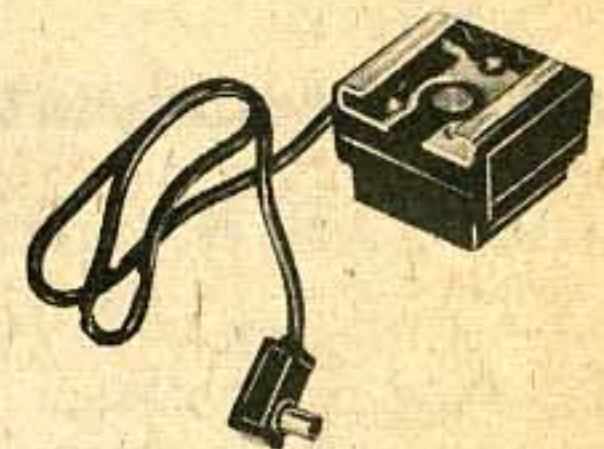
**NEW SUPER SIZE for Large Telephoto Lenses,  
Stock Number 1863/08, \$5.95 + 45c Shippg. Chgs.**



## 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.**

## X-Ray Protection

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

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



## Let us take care of your Exakta BEFORE it breaks down...

Take care of your Exakta and it will last almost forever.

We now offer these Special Service Packages:

**SERVICE PACKAGE #1:** We clean the mechanism, remove the old caked-on lubricant, relubricate the gears, check the shutter speeds, check the focus, and check the synchronization, all for \$34.50 + 2.95 Return Shipping Charges.

**SERVICE PACKAGE #2:** We do everything listed under Package One and we supply and install a new surface-coated high-reflection mirror, we install a new lens mounting flange and, if needed, we replace the special slotted screws on the speed control dials, all for \$49.50 + 2.95 Return Shipping Charges.

**SERVICE PACKAGE #3:** We do everything listed under Package One and Package Two and we install new shutter curtains and bring the shutter speeds back to original factory standards, all for \$69.50 + 2.95. **Proceed as follows:** Attach a tag to the camera with your full name, address, and ZIP, mark the tag: Service Package #..., and attach your remittance. Mail the package to: SEYMOUR'S-EXAKTA\*Service Deptmt., 350 W. 31st Street, New York, N.Y. 10001.

## Remember the SEYMOURLITE?

The Seymourelite (See More Light!), the invention of an American Physics Professor, revolutionized Focusing when we introduced it nearly 20 years ago. While we no longer manufacture it, we do have a small number of slightly used Seymourelites (thoroughly tested for accuracy) and offer them on a first-come basis.

In case you do not know what a Seymourelite 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 slightly), the Seymourelite violently blurs the image. This assures perfect sharpness and correct focus for all your pictures.

**Seymourelite Focusing Insert for Classic Exakta Prism, slightly used, guaranteed accurate, Stock No.1409, only \$14.95 + 1.25 Shipping Charges. Limited Supply.**

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

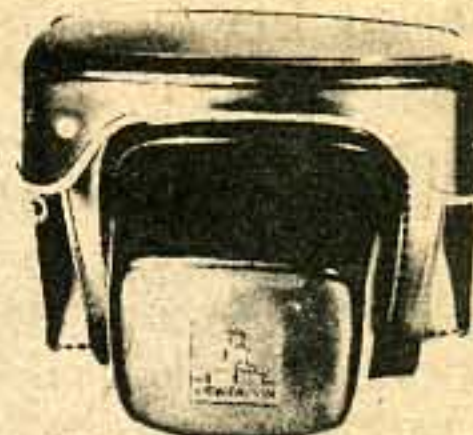
We have earned a reputation as switcheroo artists. Now we have come up with another special Adapter: Many enlargers have a standard thread which is known as "Leica" thread. If you want to use your Exakta Lenses (Classic or RTL), you need an adapter which has the female Exakta Bayonet (to take your lens) and a male "Leica" thread (to screw into your enlarger). Well, we have it!

**Female Exakta Bayonet with Male Leica Thread, Stock No.149-19, \$5.65 + 45c Shipping Charges.**

## Original Ihagee-Dresden Ultra Finegrain Groundglass for Exakta RTL-1000

You absolutely need this Ultra Finegrain Groundglass Insert if you do any type of Photography which requires exact focus. Velvet-smooth over the entire surface from edge to edge. Original Equipment. Glass, not plastic!

**Ultra Finegrain Groundglass Focusing Insert for Exakta RTL-1000, Stock No.1988, only \$12.50 + 65c Shipping.**

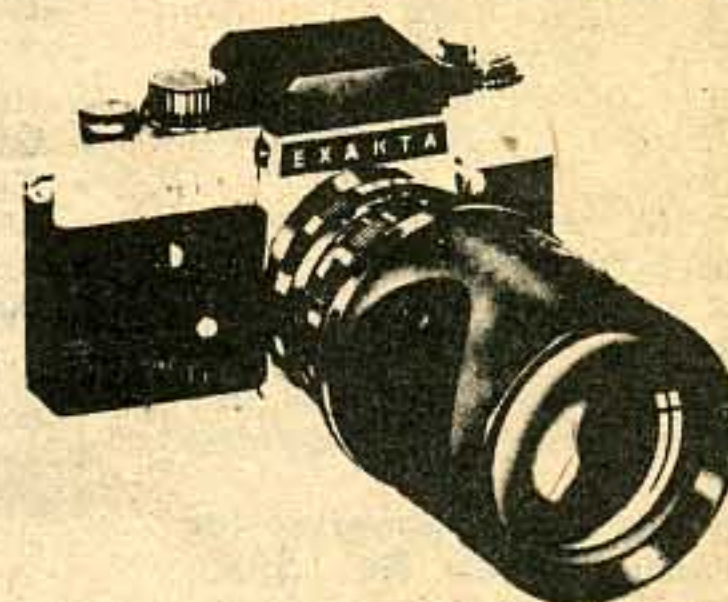


## Slightly Used Carrying Cases for Exakta Cameras

Replace your old shabby Exakta Carrying Case and your Exakta will be forever grateful to you.

Be sure to tell us for which Exakta Model.

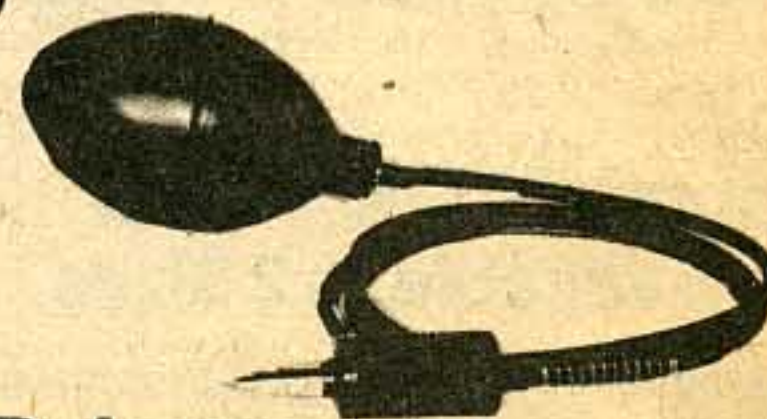
**Slightly used Carrying Case for Exakta, \$9.85 + 1.65 Shipping Charges. Remember to state for which Model.**



## Sneaky Pete Shoots Around the Corner

This clever Attachment shoots at right angles to the direction in which you "point" your camera. Shoot people without being noticed!

**Sneaky Pete with Series VII Fitting (requires mm Lens Adapter), Stock No.1912, \$29.95 + 1.65 Shipping Chgs. Lens Adapter \$4.95 (Give Diameter of Lens, in mm, NOT Focal Length!)**



## Air Shutter Release

Again available after nearly five years: Air Release, 40 inches long, for ultra-soft release. Works on a stream of air, not on a mechanical connector! Vibrations or shake cannot be transmitted to the camera. Assures sharp pictures with any type of lens.

**40-Inch Air Cable, Stock No.2027, only \$4.95 + 35c.**



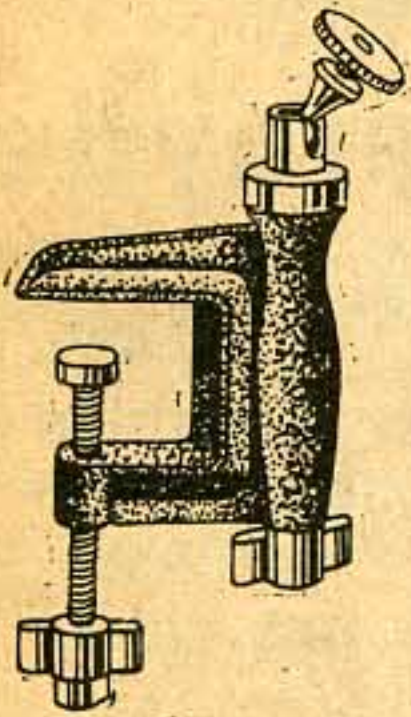


### Attention Twin TL Owners! Shipping Mix-Up at Factory Saves You a Bundle!

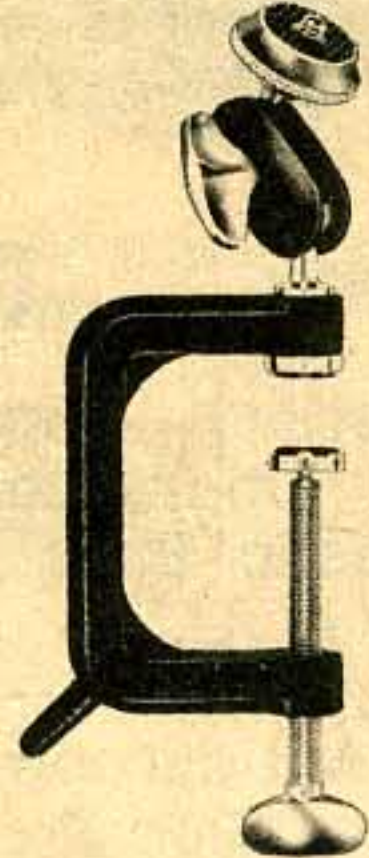
We ordered 35mm F2.8 Wide Angle Lenses for the Exakta EDX-3. Through a mixup at the Factory the lenses were shipped to fit the Exakta Twin TL. We agreed to keep the lenses at a reduced price, to avoid shipping them back and losing the Customs Duty!

We now have 250 Lenses which will be sold (as long as they last) at a greatly reduced price. If you own an Exakta Twin TL and are in the market for an Internally Automatic Wide Angle Lens, don't wait. These lenses will go fast. Avoid disappointment. Order right away! **35mm F2.8 Internally Automatic Original Exaktar Wide Angle Lens for Exakta Twin TL, Stock No.1932, regular low Seymour Price \$69.50. Now, while they last, \$48.25 + 3.95 for the Case and 1.65 Shipping Charges.**

In fairness to everybody, orders for the above lens will be filled on a first-come, first-served basis.



Tiger Clamp Pod.



Tiger Super Clamp.

### Tiger Clamp Pod.

The Tiger Clamp Pod attaches to virtually **anything**: to a Park Bench, to a Chair, to a Car Window, to a table, even to round things like a water pipe. Be sure to have one in your gadget bag or pocket whenever you go shooting without a tripod. It may save a one-and-only shot! The Tiger Clamp Pod comes with Universal Swivel-Head. Very sturdy All Metal Construction.

**Tiger Clamp Pod, Stock No.1834, great value at \$6.95 plus 55c Shipping Charges.**

### Tiger Super Clamp

The Tiger "Super" Clamp is the Heavy-Duty Version of the Tiger Clamp Pod. Wider Jaws, Double-Jointed Extra-Safe Universal Joint. Typically low Seymour-Priced but worth much more.

Don't leave home without one!

**Tiger Super Clamp, Stock No.1947, only \$8.95 + 65c.**



### Seymour-Rebuilt Exaktas

Otto is busy supervising the rebuilding of fine Exaktas. Do you have your heart set on a VXIIa?, a VX-1000?, or perhaps on a Model I or II? Send us a Self-Addressed Envelope and write on the lower left: LSRE. This means "List of Seymour-Rebuilt Exaktas". We'll send you the List by return mail.

As you know, we are, at this time, the **only** Company in the United States receiving Replacement Parts from the Dresden Exakta Plant. This means that we can give you a meaningful Guarantee with our Rebuilt Exaktas!

### Tiger Inst-A-Dapters

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

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

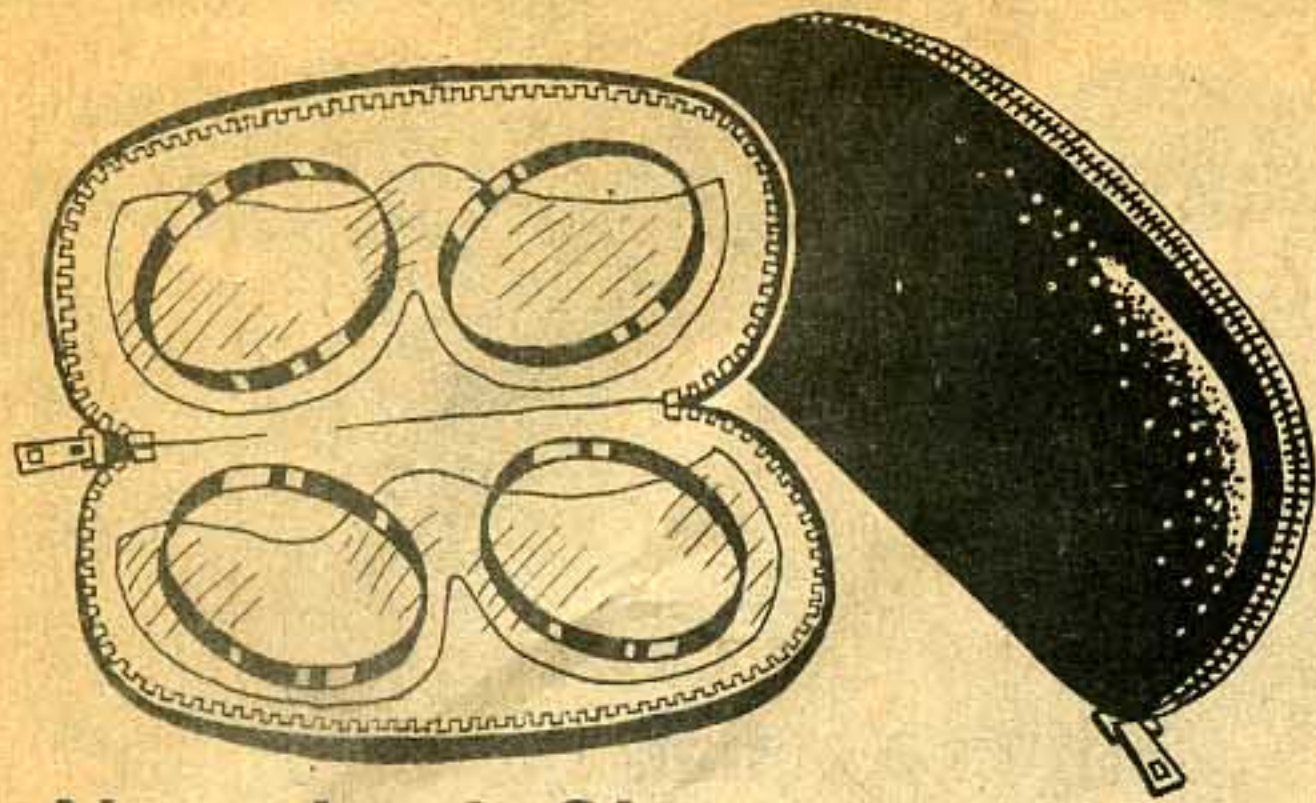
**Tiger Inst-A-Dapters, Stock No.1938/--, still only \$3.95 each plus 25c Shipping Charges.**

### Potluck Strobe Guns for \$14.95

Every Camera Store accumulates Strobe Flash Guns of various makes and models. We do, too. We lumped them all together and sell them as "Potluck" Strobe Units. All are new and good makes such as 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, EDX, etc.) or a camera with plug cord (Classic Exaktas, RTL-1000, etc.)

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





## Now in 2 Sizes: Filter Pouches

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



## Bouncelight Swivel Joint

Now you can "aim" your strobe unit precisely where you want it to give you the best illumination and light distribution. You can even convert any strobe unit into a "Bounce Gun" by aiming it at the ceiling.

Omni-Directional. Locks in Any Position.

**Bouncelight Swivel Joint, Stock No.1875, \$9.50 + 45c.**

## Left Hand "Button" for Exakta RTL-1000

This indispensable Accessory for the Exakta RTL-100 is again available from Seymour's. It fits the left-hand release of the RTL-1000 and serves two functions: It permits hand tripping the shutter from the Cable release Opening and, more important, it "couples" Classic Exakta Lenses with External Automatic to the RTL-1000 for automatic operation.

You may have had one of these useful couplers and may have lost it (it is small!) or you may want a few spares while they are still available.

**Left Hand Button for RTL-1000, Stock No.2083, \$1.75 and 25c Shipping. Special: Package of 4 for \$5 postpaid.**

## Exakta Stickpin

A beautiful miniature replica of the Classic Exakta in Black and Silver Color, made in Germany, mounted on a Stickpin!

Unisex Design: Looks good on Him and Her! Tells all the World that you love your Exakta!  
**Exakta Stickpin, Stock No.2021, \$1.75 + 25c Shipping.**  
**Extra Special: 4 (Four) Stickpins, \$5 postpaid.**



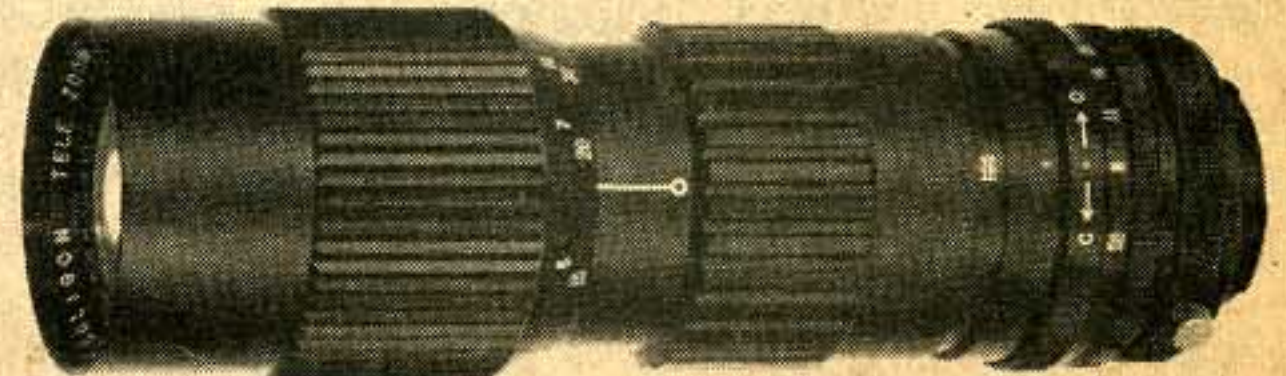
## Tigerhyde Gadget Bag

Voyager

Leatherlike Premium Quality Extruded Vinyl. Do not confuse with cheap Nylon or Plastic Bags! Padded. Insulated. Made in U.S.A. These are **not** cheap Taiwan imports!

Rich Antique Saddle Tan Color. Top Zipper. Side Pocket. Convertible Strap (Shoulder or Hand). Ideal Size: 14"x5" x9½". Stock No. 2080. Reg. Low Selling Price \$16.50.

**Bonus Buy: With your Purchase for \$10 or more, you may add this fine Gadget Bag for only \$5.95 + 95c Shpg**  
 Order it as: Bonus Buy, Voyager Bag, Stock No.2080.



## 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").**





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

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

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

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

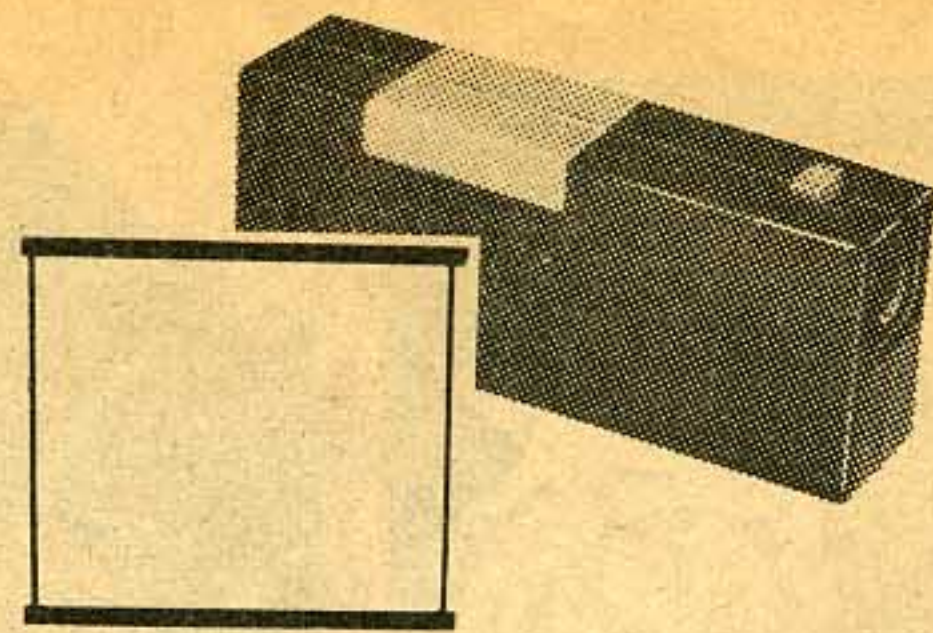
Incidentally, we suggest you trade wide angle and telephoto lenses, too, to get the full benefit of the new electronic "wide open" lightmetering.

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

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

**seymour's** INC.

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



**Free Preview Screen  
with Projection Pointer**

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

Our 18" X 25" Combination Wall and Table Screen (Stock #1916) sells for \$5.85. If you request it at the time you order a Master Showman Projection Pointer, we will give you the screen as a gift!

**Master Showman Projection Pointer, Stock #1944,  
only \$7.95 + 65c Shipping Charges.**

Set of 2 Alkaline Batteries, optional, \$1.59

**Free Gift:** With every "Master Showman" Projection Pointer you buy, you may request a free 18X25" Combination Wall and Table Top Screen. Please remember: To obtain your free Screen, you **MUST** request it at the time you order the Pointer. Shippg.Chgs. f/Screen, 95c.

**Versatile Copy Stand  
for Less Than \$20!**

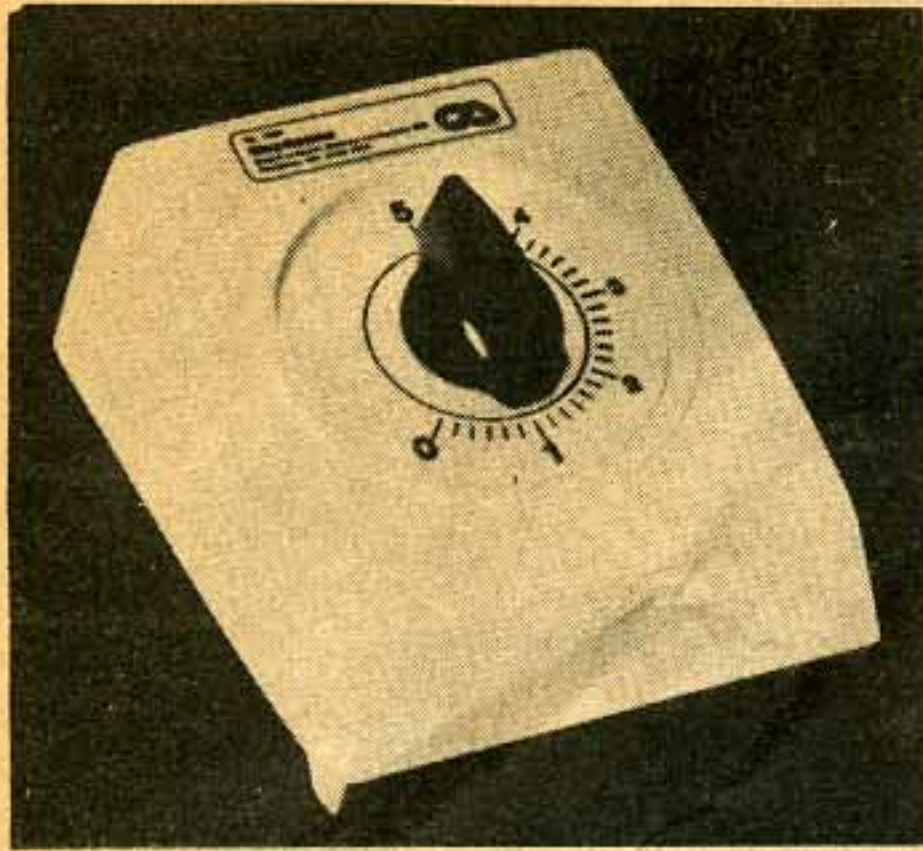


The VERSATILE Copy Stand has an 18-Inch Chrome Plated Steel Post, a Sliding Arm with Large Locking Knobs, and a Heavy All-Metal Base. The Camera Holder will accept the camera facing down or facing out. Adjusts for Levelling and Centering. The rubber tipped open Legs permit the use of the Copy Stand in the conventional manner or on glass for special lighting. I use it on a commercial "Light Table" for copying type and drawings for use in our publications. Hospitals use it to copy X-Rays onto 35mm film. No wonder it's called the VERSATILE Copy Stand.

And for less than \$20 you can't pass it up, even if you buy it only for future use!

**VERSATILE Copy Stand, Stock#1873, Incredible Value  
at only \$19.95 + 1.95 Shipping Charges.**





## Lifeless Prints?

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

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

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

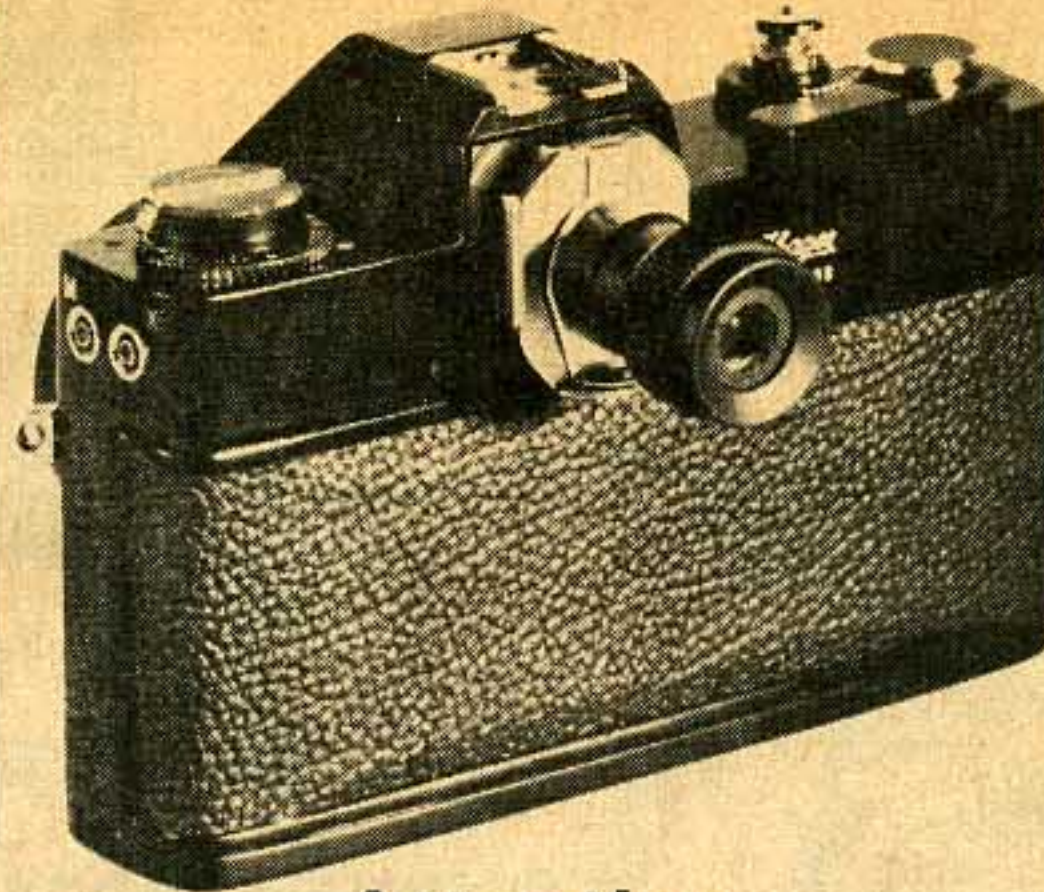
Developing Timer, Stock No. 1836  
only \$6.45 + 35c Shipping Charges

## Want to attach your Exakta Lenses to a Lensboard?

Perhaps you have read Mr. Garasu's reference to using lenses from 35mm SLR Cameras in large-format cameras for Macro Work. In his Folio "Perfect Close-Ups Every Time" he explains how the "short" lenses render great magnification in view cameras, press cameras and even in studio cameras.

This requires attaching your lenses to a lensboard for your large-format camera. We can supply a female Exakta Bayonet with a Counter Ring. Have a 1½" diameter hole cut in your lensboard and attach the bayonet.

**Female Exakta Bayonet with Counter Ring, Stock No. 147-05, \$4.95 + 35c Shipping.**  
If you do not have Binno Garasu's Folio, you can buy it in a special combination: Folio "Perfect Close-Ups Every Time" plus the above Bayonet and Ring, Stock No. 147-05-BGF, both, only \$6.40 + 50c Shipping. (Saves you \$1.50)



## 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.

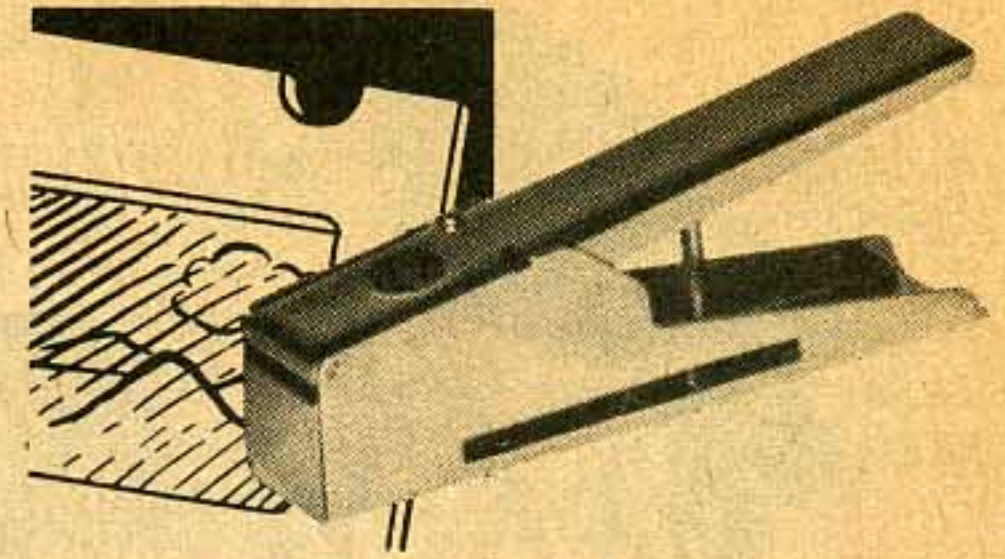
You can flip the Magnifier in and out without removing the Visimag from the camera. **Visimag Focusing Magnifier for the Exakta Twin TL, Stock No. 1983, \$19.50 + 45c**



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

Groundglass with Clear Spot, Stock No. 1971 \$12.45 + 45c Shipping  
**Groundglass with Clear Spot and Crosshairs, Stock No. 1972, \$18.50 + 45c**  
Groundglass with Crosshairs, Stock #1972/X \$12.45 + 45c  
**Groundglass with Calibrated Crosshairs, Stock No. 1971/C, \$18.50 + 45c**

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## 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!**

## Remember the Seymourlite?

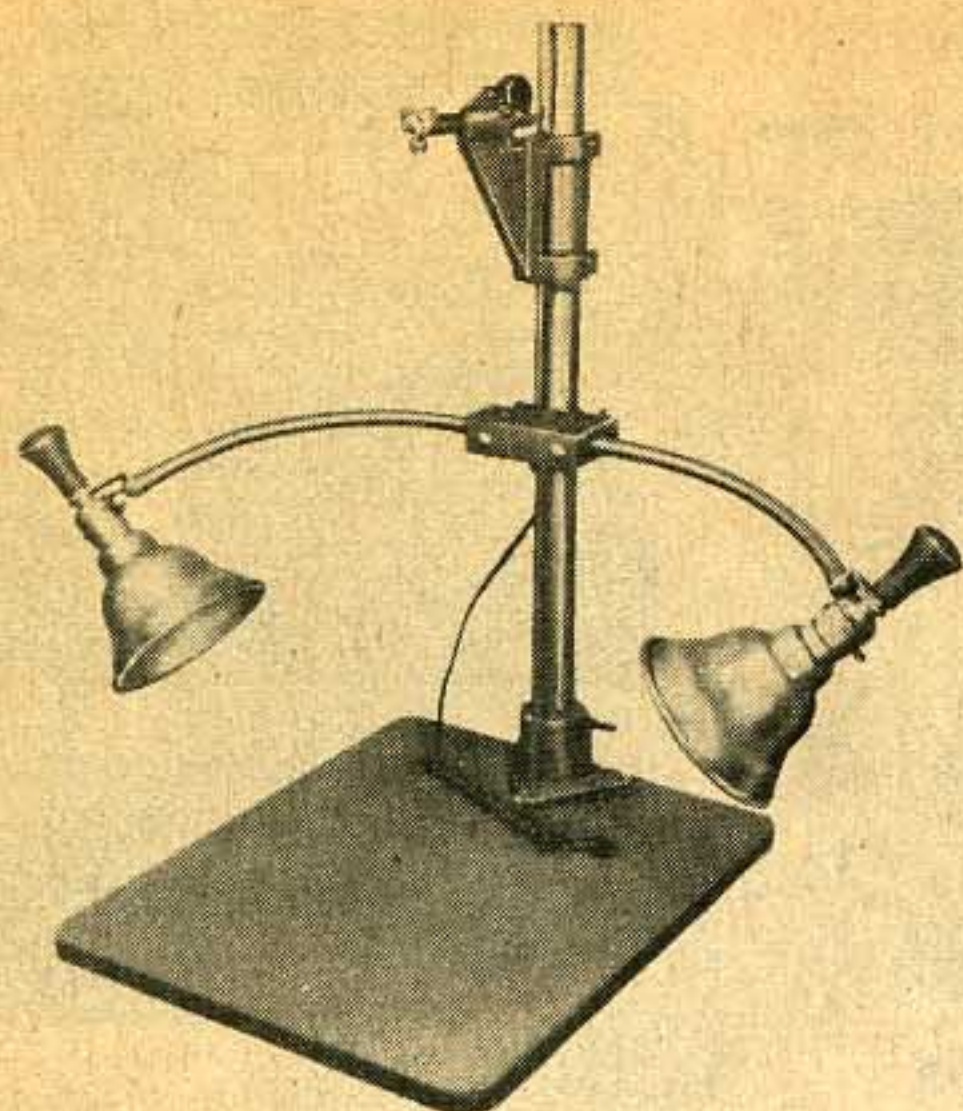
The Seymourlite (See More Light), the invention of an American Physics Professor, revolutionized Focusing when we first offered it nearly twenty years ago. We were just as heartbroken as our customers when we had to discontinue it because skyrocketing production costs priced it out of the market.

Now we have a small number of slightly used Seymourlites (thoroughly checked for accuracy) and offer them on a first-come basis. You always wanted one, didn't you, but couldn't get one. Now here's your chance -- while they last.

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**





## 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 Inch by 19 Inch Baseboard
- 1½ Inch Diameter Chrome Plated Upright
- 38-Inch Post comes in two 19-Inch Sections
- Feather-Touch Sliding Arm moves on Roller Bearings
- Lateral Movement permits Centering of Camera
- Optional Lighting Unit (shown), with Flexible Arms, Two Reflectors, Switch.

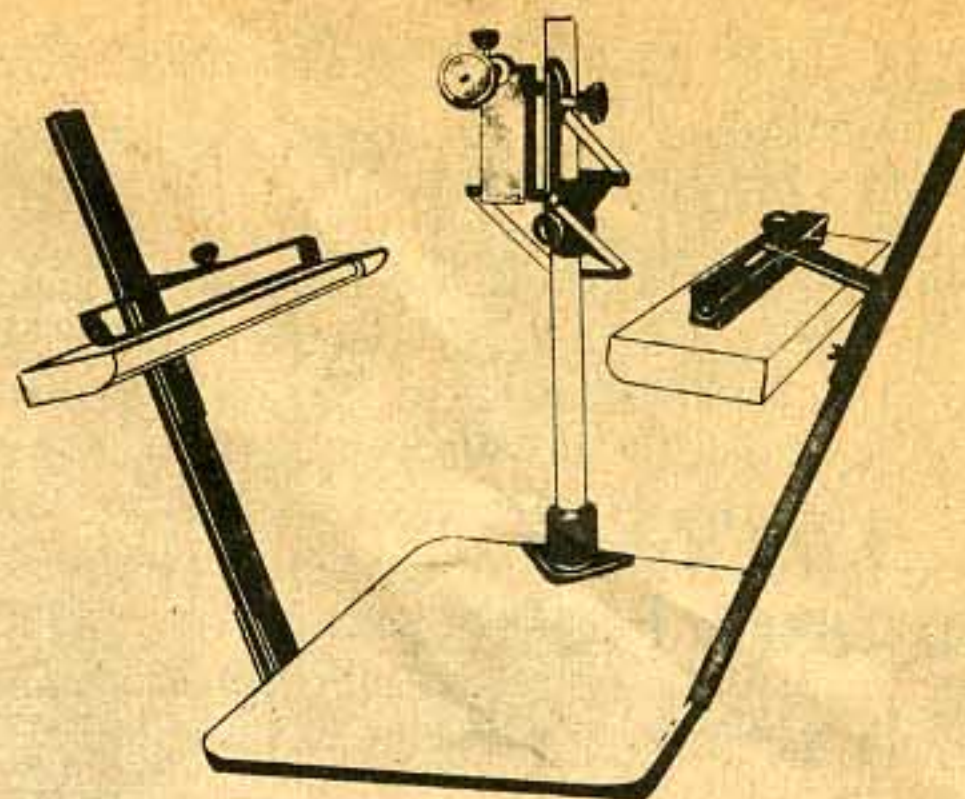
**Universal Copy Stand, Stock No.1902, \$33.95 + 2.95.**  
Optional Copy Lighting Unit (bulbs not included) Stock Number 1903, \$25.95 plus \$1.65 Shipping Charges.

**SPECIAL COMBINATION: Copy Stand PLUS Copy Lighting Unit, Stock #1904, only \$49.95 + \$3.85 Shippg.**  
(You save \$10.00 over individual prices.)

If you already have a copy stand and want to buy the Copy Lighting Unit, chances are that it will fit your Stand: It is designed to adjust to Posts of any size from a skinny Half-Inch to a fat Inch-and-a Half!

## Giant Grab Bags of Surplus Items at 25 Cents per Item!

Filters, Shades, Adapters, Converting Rings, Straps, Accessories, Flanges, Brackets, and the Flotsam and Jetsam a well-established Camera Store is heir to. We have assembled these Grab Bags, twenty items per "Pack", Used Items, New Surplus Items, 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 + 95c Shippg.** Buy as many Packs as you like. We fill orders as long as our supply lasts. **Final Sale, of course. No exchanges, no returns, and no correspondence at this price!**



## 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 Strobelite Shots, and all your Copying and Close-Up Work! These new Fluorescent Copy Lights are perfectly matched to your Daylight Color 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 provide an even, balanced light for originals up to 14 inches square. The unit fastens to the underside of a wood baseboard. The Copy Stand and the Baseboard are not included in the price of the lights. See below.

**Daylight Copy Lights, Stock #1933, \$84.95 + 4.65 Shpg.**

The Lights are shown on our deLuxe Copy Stand with Pantograph Camera Suspension, Stock #2067, offered at only \$43.55 + 4.65 Shipping Charges.

**SPECIAL COMBINATION: DeLuxe Copy Stand #2067 plus Daylight Copy Lights #1933, BOTH for only \$112.50 + 7.95 Shipping Charges.**  
(You save \$18.00 over the individual prices.)

## Color Polarizers: Buy one and get the Second One for a Dollar!

Color Polarizers are Combinations 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.

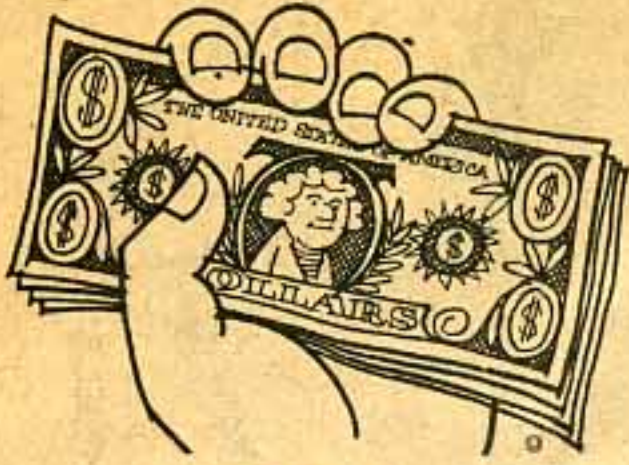
Color Polarizers create unusual effects, the type you see in the magazines. Your imagination is the only limit and the effects are clearly visible in the finder **before** you take tge picture.

You get the effect of a Color Filter plus the effect of a Polarizer but you pay only for a polarizer. And now you even get your second Color Polarizer for just One Dollar if you order it at the same time.

**Color Polarizers: Yellow, Stock #1805. Red, Stock #1801**  
49mm, \$9.85 + 35c      55mm, 11.85 + 35c  
52mm, \$10.85 + 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!**





## 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.)

## Microscope Adapter

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

Whatever the reason, photomicrography is a field which has become extremely popular. We offer you an all-metal precision made Microscope Adapter at a very reasonable price.

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

## 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

## 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

## 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.**

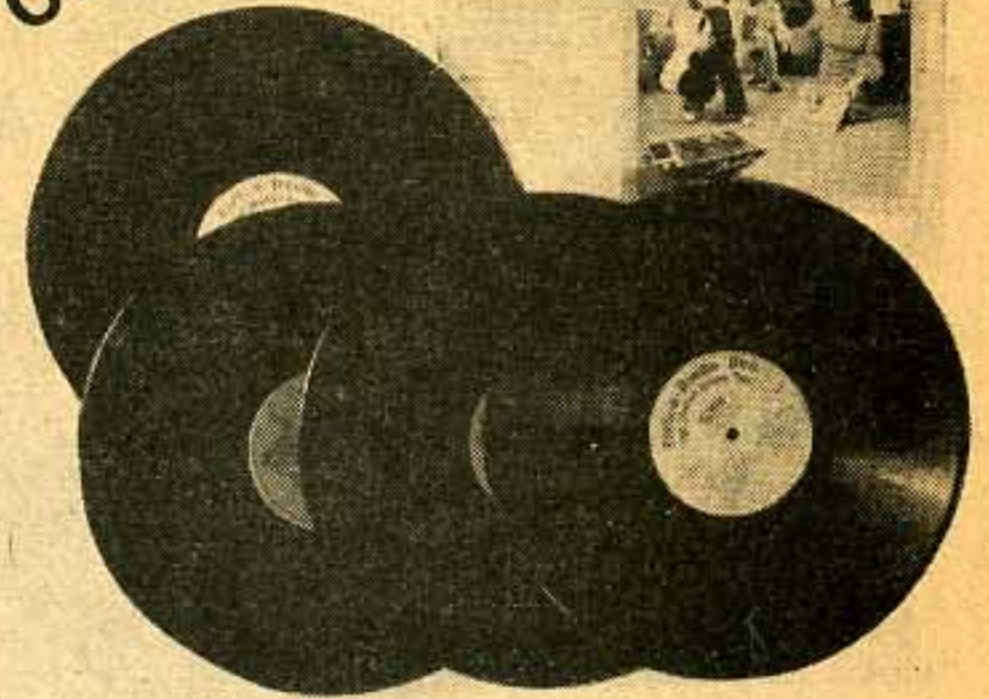
## Body Dust Caps

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.**

CLOSE-OUT



## 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!)

## 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.**





### Lightmeter Prisms for RTL-1000

An unexpected pleasant surprise: We received a small number of re-calibrated Lightmeter Prisms for the RTL. **On a first-come basis we offer them for immediate shipment at \$89.50 each plus 1.95 Shipping Charges.** If you have a good regular prism for the RTL and want to trade it, we will give you up to \$20.00 for it. It must be in good condition and of good appearance, subject to our inspection.



### "Jumbo-Slide" 35mm Slide Enlarger

Enlarge your Slides on 2" X 3" on 120 film. Color or Black-and-White. Negatives or Positives! Complete Instructions included.

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

### Again Available: Original Ihagee/Dresden Bayonet Flange.

After a long absence the original Ihagee/Dresden Lens Mounting Flanges are again available. These are the **original Camera Flanges**, complete with Lens Retaining Hook". They are machined from solid brass, chrome plated, exactly as supplied on the Classic Exakta. Replace the old worn flange on your camera or use the flange to mount your Exakta Lenses on lensboards, etc. We received these flanges directly from the Factory in Dresden. This makes it possible for us to sell them at a very low price:

**Original Ihagee/Dresden Bayonet Flange, Stock No.1929, only \$14.25 + 65c Shipping Charges.**

### Pro-Pan-Pod

**Pro-Pan-Pod, the Professional Unipod with Panhead.**

The Pro-Pan-Pod is the best Unipod made. It costs a few dollars more than the flimsy unipods which buckle when you out 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 Telescoped

Yet all this Sturdiness weighs only two pounds!

**Pan-Pro-Pod, Stock No.1898, Excellent Value at only \$19.95 + 1.85 Shipping Charges**

### Save 50% on "Plus-Power" Close-Up Package!

**Save 50% on "Plus-Power" Close-Up Package.**

This Package contains one Plus Twenty Ultra Macro Lens, one Plus Ten Macro Lens, and Binno Garasu's Instruction Folio "Perfect Close-Ups Every Time."

The Plus Twenty sells regularly for \$12.50; the Plus Ten for \$9.95, and the Folio for \$3.00, Total of \$25.40. Buy it all as a Package and get it at half price:

**"Plus-Power" Package, Plus Twenty Lens, Plus Ten Lens, and Folio, Stock No.2023/PP, \$12.50 + 95c Shipp. Important: You must give us the diameter of your lens!**

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**seymour's** INC.

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

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## 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.

### 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-imbursment of the retail cost, of the unexposed material.

### READ YOUR INSTRUCTIONS!

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

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

*We have Three Lines:*

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



## For Faster Delivery

We prefer to ship your Orders by United Parcel Service. Experience has shown that UPS packages travel faster and, usually, with greater care. As you probably know, UPS cannot deliver to Post Office Box addresses.

Whenever possible, give us your local Street Address on all orders instead of your P.O. Box address.

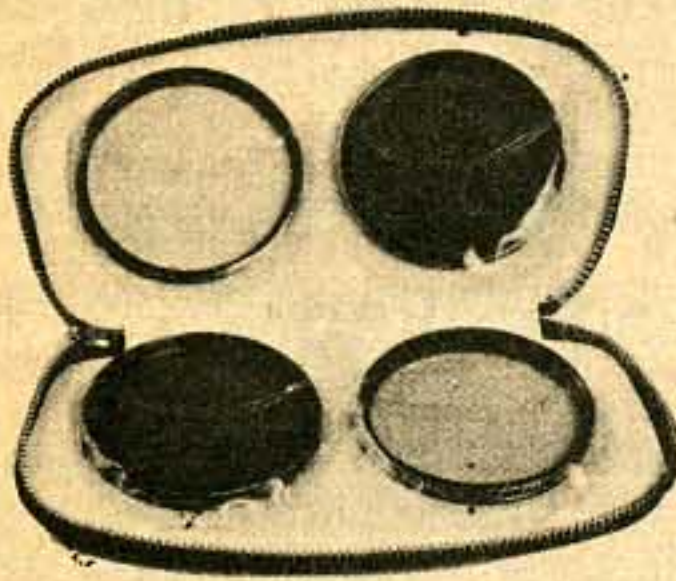
### CUSTOMER LIST

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.



## Zippered Filter Pouch Now Available in 2 Sizes

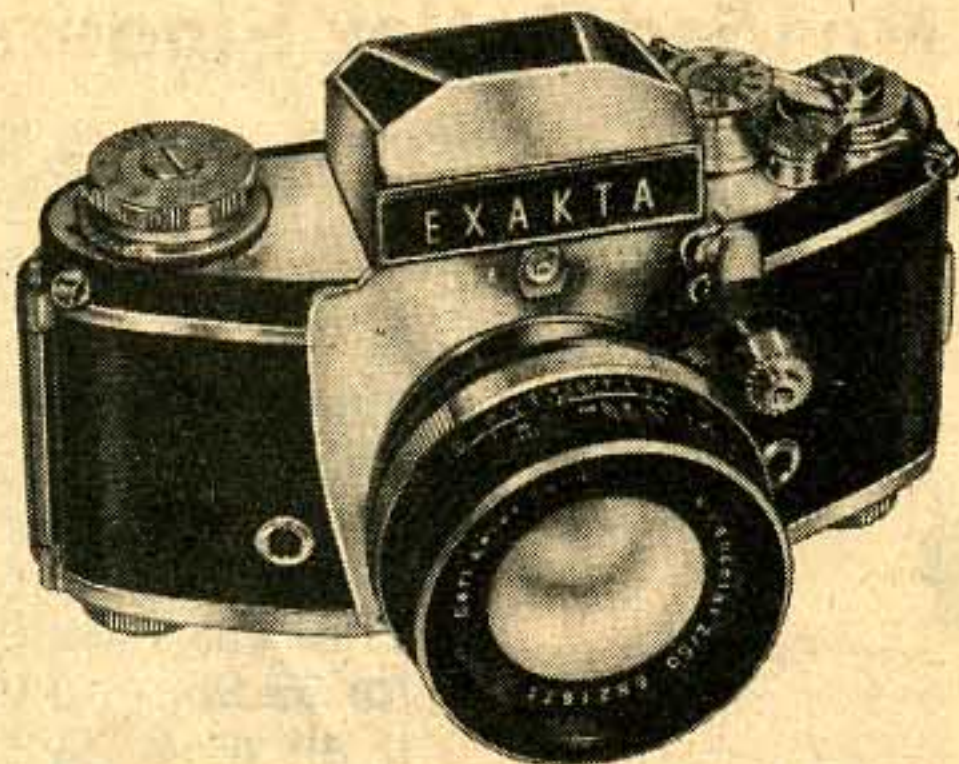
These beautifully designed Filter Pouches protect your delicate Filters from dust and scratches. Four Filters are always in full view, held in four transparent "windows".

### 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



## 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").

## Direct from Dresden!

### Ultra Fine Groundglass for RTL-1000

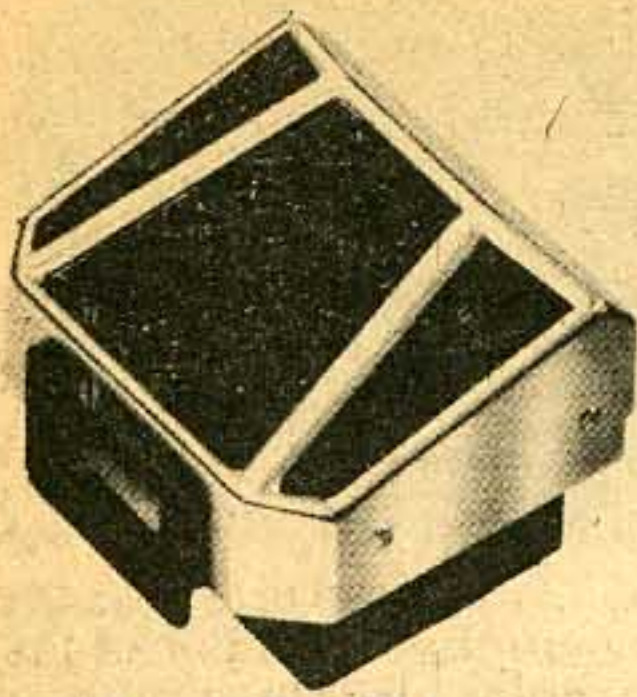
RTL-1000 Owners! We just received (totally unexpected!) a shipment of the Ultra-Fine Groundglass Inserts for the RTL-1000. This most popular Insert had been unavailable for more than three years. Now, suddenly, a small Air Shipment!

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

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





## 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

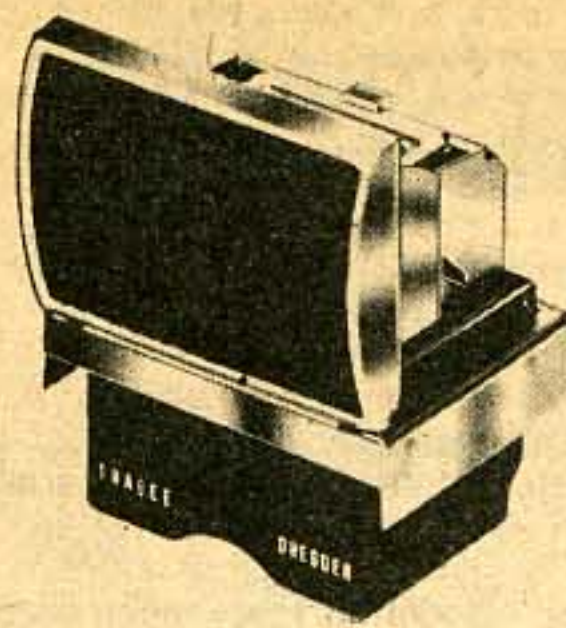
The Combolite is a Focusing Screen (Insert) which combines everything previously available only in separate Inserts. It has:

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**



## 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**

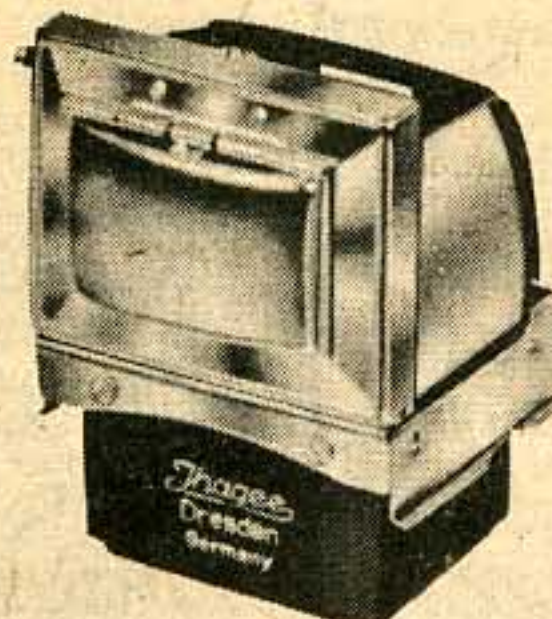
**Bonus Buys on Focusing Inserts (if bought with Model N Finder):**

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**

## Split Image Rangefinder for your Classic Exakta

**Split Image Rangefinder Insert for Classic Exakta, Stock No. 1979, First Quality, \$7.95 + 35c**

## 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".)



## BONUS BUY Electromatic® Tape Dispenser

Dispenses Scotch Tape automatically in any desired length. Makes a wonderful Gift. Famous SWANK sells them through Gift Boutiques for \$20.00. You may buy them from us for \$9.95 + 1.85 Shipping Charges or, as a Bonus Buy, with \$20 worth of other merchandise:

**Electromatic® Tape Dispenser, Stock No. 1803, Bonus Buy with \$20 Order, \$5.95 + 1.85 Shipping For Gift Giving:**  
 6 for \$32.75 + 4.25  
 12 for \$59.50 + 6.50  
 25 for \$110.00 + 9.50

May be assorted with Electromatic® Memo Rolls for Quantity Prices.

## BONUS BUY Electromatic® Memo Roll

Touch the bar and the paper advances automatically! Sells in Gift Boutiques for \$20.00. Buy it from us for \$9.95 + 1.85 Shipping or, as a Bonus Buy with \$20 of other merchandise:

**Electromatic® Memo Roll, Stock No. 1804, Bonus Buy with \$20 Order, \$5.95 + 1.85 Shipping For Gift Giving:**  
 6 for \$32.75 + 4.25  
 12 for \$59.50 + 6.50  
 25 for \$110.00 + 9.50

May be assorted with Electromatic® Tape Dispensers for Quantity Prices.



## Bonus Buy. The "VOYAGER" Gadget Bag.

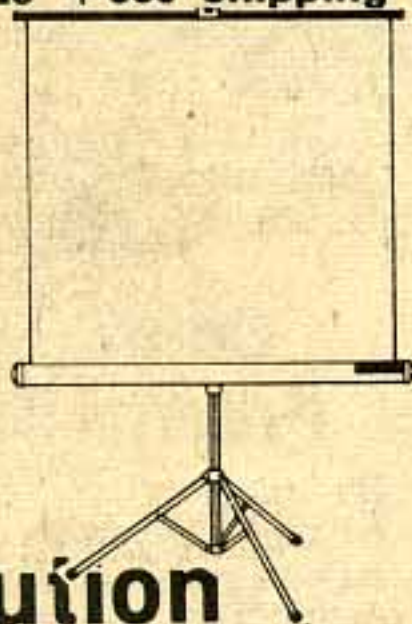
The VOYAGER is our "Ideal Size" Gadget Bag, 14"x9½"x5. It is made of rich antique saddle tan Tigerhyde Premium Quality Vinyl with the look and feel of finely tanned supple leather. Waterproof washable lining. Inside padded and insulated. Top zipper closing. Convertible Hand/Shoulder Strap. Designer-styled: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

## Again Available: Original Ihagee/Dresden Bayonet Flange.

After a long absence the original Ihagee/Dresden Lens Mounting Flanges are again available. These are the original Camera Flanges, complete with Lens Retaining Hook. They are machined from solid brass, chrome plated, exactly as supplied on the Classic Exakta. Replace the old worn flange on your camera or use the flange to mount your Exakta Lenses on lensboards, etc. We received these flanges directly from the Factory in Dresden. This makes it possible for us to sell them at a very low price.

**Original Ihagee/Dresden Bayonet Flange, Stock No. 1929, only \$14.25 + 65c Shipping Charges.**



## 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 Stand folds up for easy storage. The Projection Surface is 40x40 inches. And, yes, the screen is U.S. made!

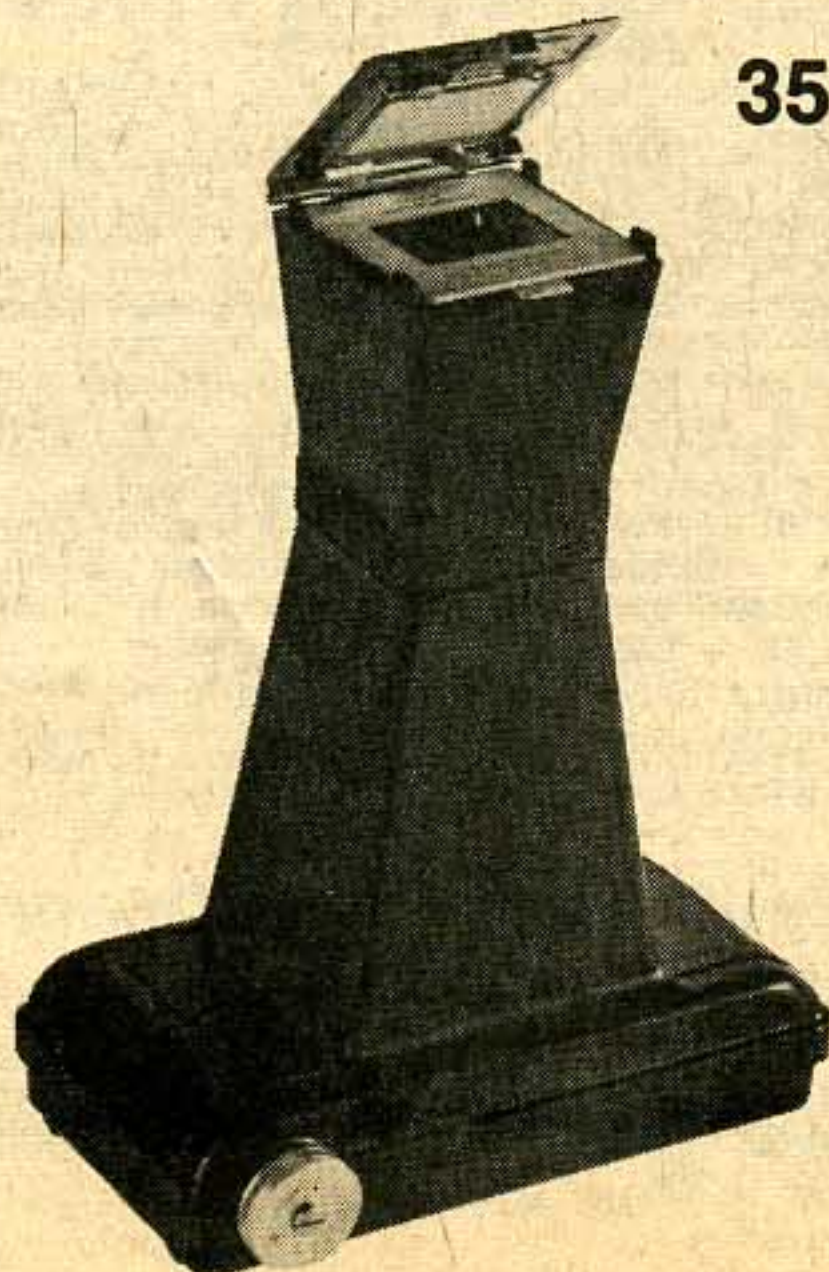
**High Resolution Screen, 40x40, Stock No. 1937, Mfr's Sugg. Retail Price \$39.85. Our Special Sale Price, only \$19.95 + 2.95 Shipping**

## Exakta Stickpin

A beautiful miniature replica of the Classic Exakta in Black and Silver Color, made in Germany, mounted on a Stickpin!

Unisex Design: Looks good on Him and Her! Tells all the World that you love your Exakta!  
**Exakta Stickpin, Stock No. 2021, \$1.75 + 25c Shipping.**  
 Extra Special: 4 (Four) Stickpins, \$5 postpaid.

## "Jumbo-Slide" 35mm Slide Enlarger

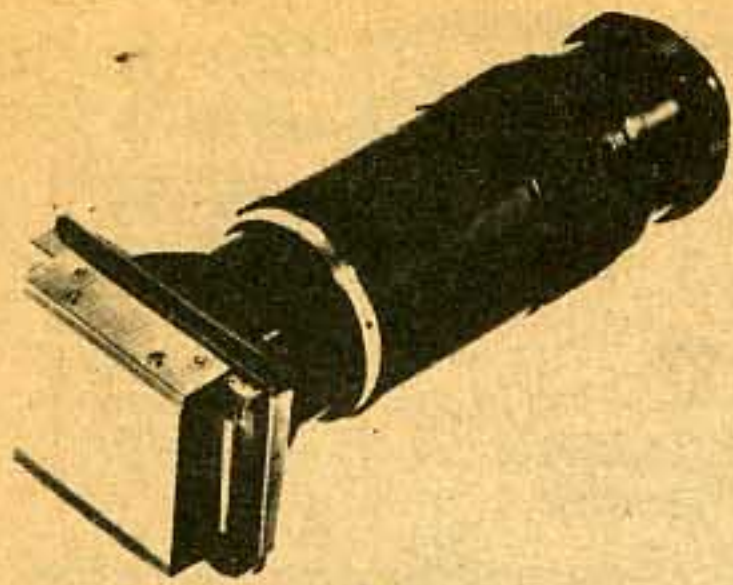


Enlarge your slides to full 120 size! Make enlarged Color Transparencies, Color Negatives, Black-and-White Negatives, or Black-and-White Transparencies! The Jumbo-Slide gives you eight 2"x3" Negatives or Positives per Roll of 120 Film. The Jumbo-Slide 35mm Slide Enlarger is entirely self contained. It 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**





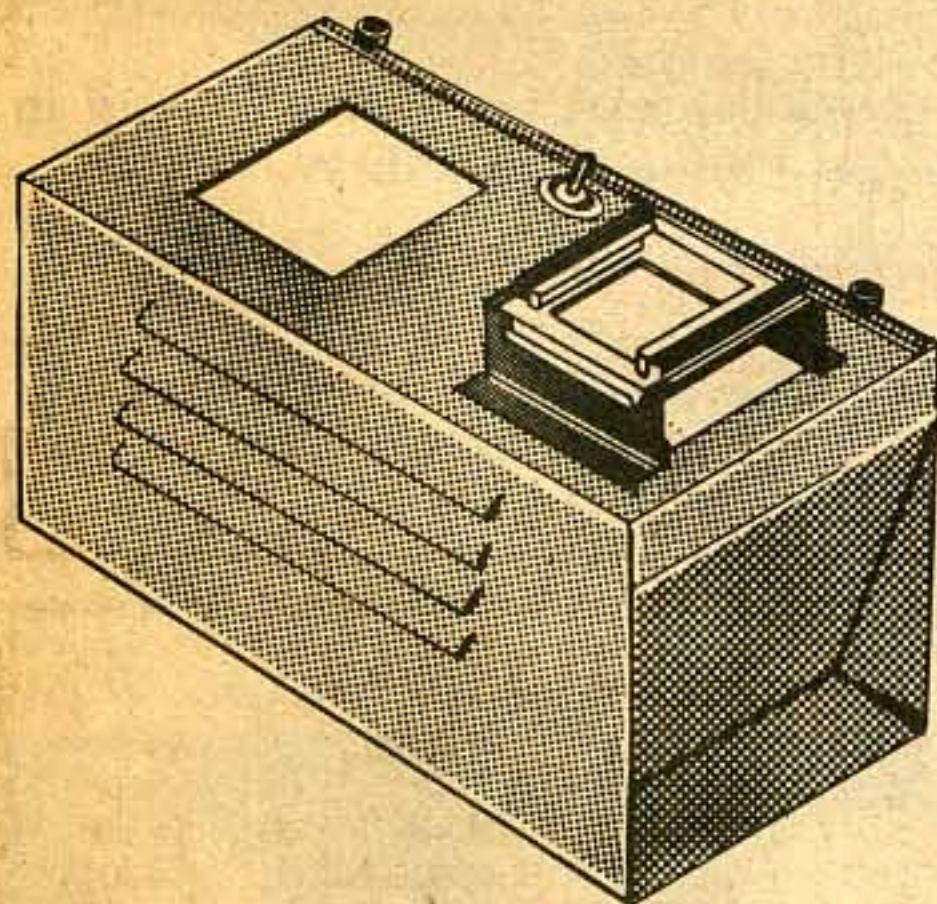
## Zoom Slide Duplicator

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 additional equipment you may want to order.)

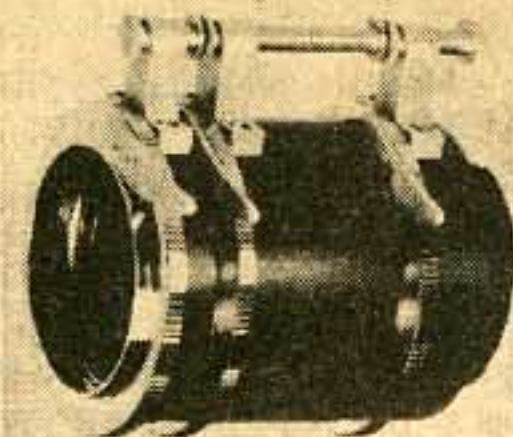
For viewing and focusing, the Simplex has a switch-operated bulb but you use your own Electronic Strobe Flash Unit for exposure. A device to hold your Strobe is included. There are complete instructions, including filter information. A Filter Holder is also provided.

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

## 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**



## 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!**

## Reverse Adapters

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

## 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

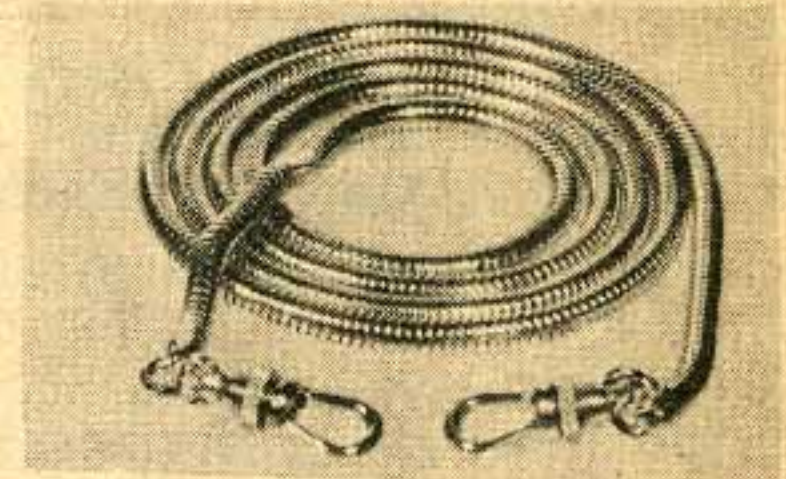
A new pneumatic device, 20 feet long, works on internal air pressure. Soft, thin Rubber Tube coils up when not in use. Takes up very little room in your photo bag. The 20-foot Air Cable lets you trip the shutter from a distance. Excellent for bird shots and wildlife photography. Also very useful for 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.**



## 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**

## Minimum

**Mail Order \$5.00**

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



## Exakta Accessories

Prices shown are those in effect at the time this List was prepared. Owing to the dropping value of the Dollar on the International Market we may be forced to increase prices on some items without prior notice.

Conversely, from time to time we offer selected items at reduced prices. Such items are shown in our flyers as Special Offers, Bonus Buys, Close-Outs, or combination Offers. You may order such items at the lower prices shown. However, reduced prices are in effect only while stock on hand lasts and are subject to change without notice. Reduced prices are not retroactive.

### Viewfinders for Classic Exaktas:

PentaPrism.....	49.50
Waistlevel Finder, Model N.....	29.50
Waistlevel Finder, Model C, used.....	24.50
Through-the-Lens Lightmeter Prism, used.....	89.50

### Viewfinders for Exakta RTL-1000:

PentaPrism, used.....	47.50
Waistlevel Finder, used.....	34.50
Through-the-Lens Lightmeter Prism, used.....	89.50

### Focusing Inserts for Classic Exakta:

Split Image Rangefinder.....	9.85
Split Image Rangefinder, Original Ihagee, used... ..	18.80
MicroGrid/Fresnel.....	12.50
Combolite.....	17.50
ProxiGrid.....	12.50
Seymourlite, used.....	14.95
Scientific Inserts.....	write

### Focusing Inserts for Exakta RTL-1000:

MicroGrid/Fresnel.....	12.50
Ultra-Fine Groundglass.....	12.50

### Eyecups:

For Classic Exakta and Exakta RTL-1000.....	4.95
Shield-and-Shoe Combination Eyecup and Shoe....	5.95

### Accessory Shoes:

Shield-and-Shoe Comb. for Classic and RTL-1000... ..	5.95
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### Focusing Aid for Exakta Twin TL:

Visimag Focusing Magnifier, adjustable diopter... ..	19.50
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### Lens Caps, Front, Screw-in, All Metal:

46mm to 52mm.....	2.95
54mm to 58mm.....	3.45
60mm to 77mm.....	4.95

### Rear Lens Caps, Metal:

For Classic Exakta Lenses.....	2.95
For RTL-1000 Lenses.....	2.95
For EDX Lenses.....	2.95
For "42", also Praktica, Pentax, etc. ....	2.45
For Twin TL Lenses.....	not available

### Body Dust Caps, Metal:

For Classic Exakta and RTL-1000.....	2.95
For "42", Praktica, Pentax, etc. ....	2.95
For EDX.....	2.95
For Twin TL.....	not available

### Lens Shades, All Metal:

46mm to 52mm, each.....	4.95
54mm to 58mm, each.....	5.95
60mm to 68mm, each.....	6.95
Series VII (Requires Adapter).....	4.95

### Lens Shades, Folding, Rubber:

46mm to 52mm, each.....	4.95
54mm to 58mm, each.....	5.95
60mm to 68mm.....	6.95
Series VII (Requires Adapter).....	4.95

### Filter Adapters, mm to VII:

46mm to 52mm.....	4.95
54mm to 58mm.....	5.95

### Filters:

46mm to 49mm, each.....	4.95
52mm to 55mm, each.....	5.95
58mm, each.....	6.95
Series VII (Requires Adapter).....	4.95

### Polarizers, Rotating Mount:

46mm to 49mm, each.....	9.95
52mm to 55mm, each.....	11.95
58mm, each.....	14.95
Series VII (requires Adapter).....	9.95

### Filter Pouches [for 4 Filters]:

Size A, for Filters to 55mm.....	2.95
Size B, for Filters to 67mm.....	3.95

### Neckstraps:

Chrome, Snakechain.....	5.95
Braided Leather.....	4.95
Thin, flat (Standard Type).....	3.95
Wide Strap.....	5.95

### Camera Carrying Cases:

For EDX, new.....	16.95
For Twin TL, new.....	16.95
For RTL-1000, used.....	9.95
For Classic Exakta, used, Class I,.....	9.95
For Classic Exakta, used, Class II.....	7.95

### Gadget Bags, Attache Cases, etc.

Voyager Bag, 14 X 9½ X 5".....	9.95
Town and Country, large size.....	12.95
SAFARI Cube Foam Attache Case.....	32.50
Spare Foam Inserts, complete Set.....	8.85

### Lens Pouches, Glove-Kid Vinyl, deLuxe:

Small, 5" by 6".....	2.95
Medium, 5" by 7½".....	3.45
Large, 5" by 9".....	3.95
Super Size for large telephoto lenses.....	5.95

### Books and Folios:

The Depth-of-Field Book.....	\$1.00
Kodak's Filter Book.....	\$1.00
Perfect Close-Ups Every Time.....	\$3.00
Camera Profits (Sell Your Pictures).....	\$2.00



### Subscribe to EEIS....

Occasional Samples of E.E.I.S. (short for "Exakta Equipment Information Service") are being mailed to non-subscribers. But 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've always dreamed about. It will keep you abreast of all the important Exakta Developments, long before the general public. While we must make a subscription charge of \$5 a year, it will actually cost you nothing because you receive a credit equal to the amount you send us for the subscription. Send \$5 for a year's subscription. This will get you a credit of \$5 which you may deduct from your first order for \$20 or more. Fair?







### New from Rokunar:

When it comes to designing and making Zoom Lenses, Rokunar has a great advantage: Long before the term "Zoom Lens" was invented, Rokunar brought you "Variable Focal length Lenses." Now we have the very culmination of their experience, the radically new 70mm to 210mm F3.8 "Single Touch" Multi Coated Macro Zoom Rokunar!

**Single Touch** means that you can now, for the first time, focus a Zoom Lens and vary the Focal Length **at the same time and with the same hand!**

And look at these impressive Specifications:

- 70mm to 210mm
- F3.8 to F/22
- Automatic Diaphragm
- Fourteen (yes, 14!) Elements
- Zoom and Focus: **Single Touch!**
- Normal Range: as close as Six Feet
- Macro Range: as close as Ten Inches!

And most important: The Optical Performance is of True Rokunar Quality. "Sharp as a Rokunar!"

Single Touch Macro Zoom Rokunar, 70mm to 210mm, F3.8, Multi Coated, Stock No.2099, \$289.50

plus \$3.65 Shipping Charges.

DeLuxe Hard Case \$9.85. Screw-in Custom Shade \$5.65

### 500mm F/8 preset Coligon.....

Do you need a Powerful Long-Range Telephoto Lens? We've got it! The 500mm F/8 preset Coligon is now available for all Exakta Models. Sharp, Powerful, Anti-Reflection Coated.

500mm F/8 preset Coligon, Stock No.0247, \$96.50 plus \$3.45 Shippg. (State your Exakta Model, please)

### 65mm F3.5 Macro Actinar....

The 65mm F3.5 Macro Actinar is an extremely useful Short Barrel Lens for use in Bellows or Extension Tubes for Close-Up Work, Copying, etc. Macro Quality. The Lens is in Standard (Leica) Thread. Exakta Bayonet or M-42 (Pentax, Praktica, Exakta 42) Mounts can be supplied by us. (See below.)

We bought these exceptional lenses **before** the Dollar took its disastrous drop. As long as our suply lasts, we offer them at a real Good-Old-Days Price!

65mm F3.5 Macro Actinar Short Barrel Lens, Stock No.0159, only \$29.50 + 1.25 Shipping Charges.

Exakta Bayonet Adapter, \$5.95. M-42 Adapter, \$4.95.

### ROMANTIC....

For romantic soft-image effect you can now soften the harshly sharp image of your lens. Create "pictures" instead of photographs! The Soft-Image Disc attaches like a filter. A low-cost creative "tool."

Soft-Image Disc, Stock No.0304, 46mm and 49mm, \$8.65 + 35c Shippg. Chgs.

52mm and 55mm, \$10.50 + 35c.

58mm and 62mm, \$14.50 + 35c

Series VII (requires Adapter), \$9.65 + 35c

Adapter (state mm size) \$4.95

### Tigerhyde Town-and-Country Gadget Bag.

The Tigerhyde Town-and-Country Gadget Bag is beautifully proportioned and generously sized. It measures 15 X 16 X 7 Inches. Tigerhyde has the look and feel of finely tanned supple leather but outlasts leather by a wide margin. You don't have to baby it. It is impervious to rough treatment. It comes in a very beautiful, richly grained Antique Saddle Tan.

The Bag has a waterproof washable lining. The soft-padded interior cuddles and protects your delicate and valuable equipment. Top Zipper Closing, two Outside Pockets. Convertible Strap (Shoulder or Hand.)

The Town-and-Country Gadget Bag is beautiful, functional, and durable.

**Tigerhyde Town-and-Country Gadget Bag, Stock #2079**  
**Special Sale Price, only \$12.50 + 1.95 Shipping Chgs.**

### Neutral Density Filter

High Speed Film can create a problem: your lens may be too "fast". Reduce the speed of your lens without excessive "stopping down."

Neutral Density Filter, Stock No.0344, 46mm and 49mm, \$6.95 + 35c Shipping.

52mm and 55mm, \$7.95 + 35c.

58mm and 62mm, \$12.95 + 35c.

Series VII (requires Adapter), \$7.95 + 35c.

Adapter, Series VII (state mm size), \$4.95.

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