



Issue No. 577

Exakta News

SEYMOUR'S INC.

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

Original Ihagee Exaktar Lenses for the Twin TL



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

Unbelievably low Seymour priced:

28mm F3.5 Fully Automatic Exaktar Wide Angle Lens for Twin TL, Stock No. 1933, \$59.50 + 3.95 Case and \$1.35 Shipping.

35mm F2.8 Fully Automatic Exaktar Wide Angle Lens for Twin TL, Stock No. 1932, \$59.50 + 3.95 Case and \$1.35 Shipping.

135mm F2.8 Fully Automatic Exaktar Telephoto Lens for Twin TL, Stock No. 1934, \$59.50 + 3.95 Case and \$1.35 Shipping.

Additional Discount

Buy 2 or more of the above Exaktar Lenses and take 10% Discount on the second, third, etc. Exaktar Lens.

This may be the Last Issue you receive ...

Maximus, affectionately called Max, is the Computer who keeps a watchful eye on our Customers. Right now he tells us that he has not recorded any orders from you in several years. The cost of producing our publications has gone up steadily. Postage alone for sending out 100,000 copies has risen from a mere \$1,000 to the present figure of \$7,900! Every unproductive name adds substantially to our operating expenses. We would like to keep everybody on our Distribution List but, in today's tight economy, this is no longer possible.

If we receive at least one order for \$20 or more from you, you have nothing to worry about. We will keep you on the Distribution List and you will continue to receive our publications without interruptions. If we do not receive an order, Max will automatically drop your name from the Distribution List.

This issue contains a fantastic array of genuine Bargains. Take advantage of the great buys and, at the same time, make sure you will continue to receive your favorite Exakta Publications! I hope that this is not Good-bye ...

Earl F. Seymour

Famous Rokunar Lenses Now Available For ALL Exakta Models

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

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


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

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

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

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

Be sure to mention which Exakta Model you want the lens to fit.



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Crop-A-Slide IIIa Zoom Slide Duplicator

The previous model of the Crop-A-Slide Slide Duplicator was already an amazing instrument. The new model is even more amazing: In addition to all the features of the old model it now incorporates the possibility of Size Reduction! Like its predecessor it is entirely self contained. The Variable Image Ratio has not been extended from Half Size Reduction to Double Size Enlargement. (The old model gave you only Same Size to Double Size.) All intermediate sizes are there, too, zoom fashion.

The new Crop-A-Slide IIIa Zoom Slide Duplicator requires no accessories, no bellows, no extension tubes, not even a lens! It has its own highly corrected Flat-Field Camera Lens. The instrument fits into your lens. You can improve your slides, cropping and enlarging the cropped part to full slide size. You can re-photograph two original slides onto a single slide (for simultaneous comparison, etc.). In fact, you have your choice of the following:

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

The new Crop-A-Slide has two independent adjustments. The Magnification is determined by setting the Variable Zoom Barrel to the clearly marked Sizes (1/2 size, same size, 1 1/2x, 2x, etc.). Sharp Focus is achieved by rotating the Barrel, just as you would focus a conventional lens. Of course, you see both the Magnification and the Focus clearly in your Viewfinder. Set the magnification, focus, shoot. That's all there is to it. Use any light source, even Daylight! **The Best News: The price of the new model has not been increased. Crop-A-Slide IIIa Slide Copier, Stock No. 1820, still only \$44.50 + 1.35 Shipping**

**15 Days Money Back
on any item in this Issue**



Combination Close-Up Lenses

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

The Set consists of 3 Optical Close-Up Lenses, one each: Plus One, Plus Two and Plus Three (1, 2 and 3 Diopters). Their Mounts are threaded front and back which makes it possible to use them singly or in any combination. This means that, in addition to the basic Plus One, Plus Two and Plus Three, the Set builds up to Plus Four, Plus Five and Plus Six (4, 5 and 6 Diopters) giving you a tremendous variable range of Close-Up Ratios. Set CU-7 fits any Series VII Filter Adapter. Set CU-49 screws directly into all lenses with 49mm front diameter (Pancolar, Xenon, Oreston, Curtagon, etc.). Each Set comes in a handsome Case.

**Combination Close-Up Lenses,
Set of 3 Lenses. Case included:
Model CU-7, for Series VII Filter Adapter,
Stock No. 1860/07, \$12.50 + 85c Shipping
Model CU-49 (49mm Screw-In Size)
Stock No. 1860/49, \$12.50 + 85c Shipping
Also available in other Custom Screw-In
Sizes. Write for prices, please.**



Super Tiger Exposure Meter Last Time at 1976 Price ...

During this Sale we will hold the price of our Handheld Exposure Meter, the famous Super Tiger, at last year's level. By now every customer on our list must know about the Super Tiger Exposure Meter. We have sold over 3,000 Meters to as many delighted users. Widest range in Exposure Time, Film Speed, and F/Stops. Battery Tester, Battery Miser Circuit, Jewelled Shock Resistant Movement — and, most important, Super Accurate Readings. **Super Tiger Exposure Meter, Stock #1995, last time at the old price of \$24.95 + 1.65 Price includes Energy Cell (Battery), Case and Necksling**

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135mm F2.8 Fully Automatic Schneider Tele-Iscaron

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

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

135mm F2.8 Fully Automatic Schneider Tele-Iscaron, Stock No. 2133, \$99.50 + 1.95 SPECIAL DURING SALE: DeLuxe Case free with the Lens

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

TIGER® Inst-A-Dapters

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

TIGER® Inst-A-Dapters, Stock No. 1938/--- \$3.95 each plus 25c Shipping Charges Any 3 for \$10.85 + 45c Any 6 for \$18.00 + 50c



Best Selling Telephoto Lens

Reduced During Sale

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

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

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

Sale!

The time has come to adjust our Inventory. We try to keep a balanced inventory by buying more of the items which we think will sell in larger quantities. But we don't always guess right... Keeping a large Inventory of items which move relatively slowly is expensive and not very smart. How can we reduce this Inventory? By axing the prices.

Now you know why you see such low prices in this issue. Please remember that we want to clear our shelves of these items. All items are subject to exhaustion of stock. Some items will be around for quite a while. Others will sell out fast. Please send us your order as quickly as possible. We'd hate to have to disappoint you. This means just one thing: Send Your Order Now!

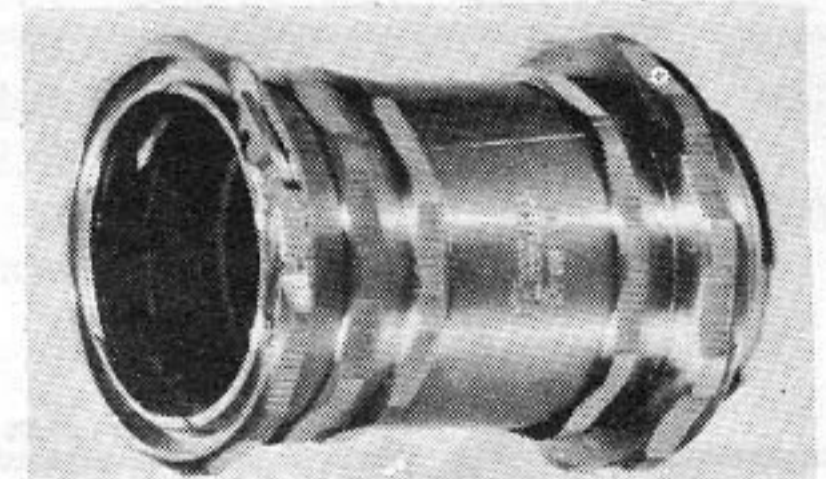
Non-Exakta People!

In 1948 we introduced the Exakta to the American Camera Fan. It was love at first sight. Over the years we initiated some 400,000 love affairs between Exaktas and their "lovers". It would be a miracle if all of these love affairs were still in bloom. Some love affairs do wear off... **If you are one of these fickle lovers and have transferred your affection to a different camera, do not despair: Quite a few of the lenses and accessories in this issue are available for "other" cameras. For instance, all lenses which fit the Exakta 42 also fit the Pentax and all other cameras with so-called Universal (42mm) Thread. Most Rokunar Lenses are available for a wide variety of "other" cameras such as Nikon, Konica, Minolta, etc. If in doubt, drop us a line and ask.**

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

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

Again Available from Seymour's-Exakta

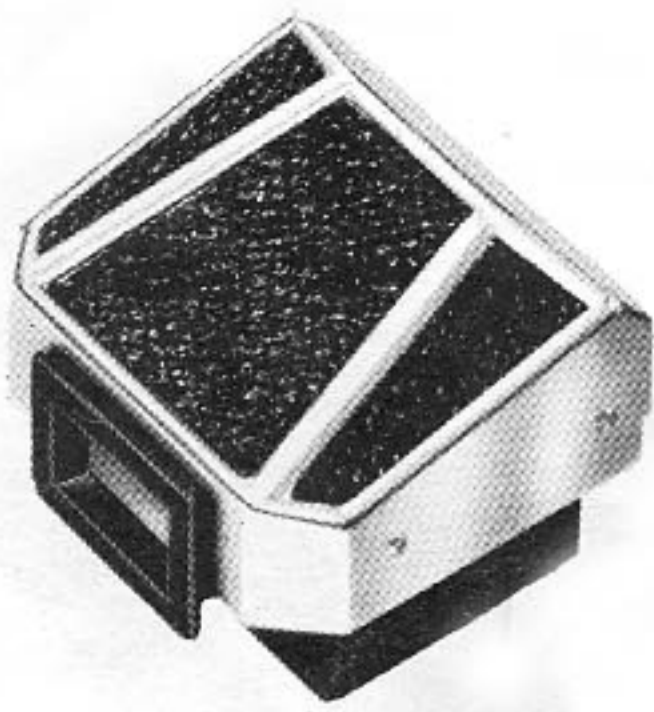


Original Ihagee Chrome Extension Tubes for Classic Exakta

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

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

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



Eyelevel Prisms for Classic Exakta

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

Eyelevel PentaPrism for Classic Exakta, complete with Focusing Insert, Stock No. 2037, \$49.50 + 1.45 Shipping Charges

Price Reduced

Slightly Used Eyelevel Prisms for Classic Exakta Sale Priced to Reduce Inventory

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

Used Eyelevel Prism for Classic Exakta, complete with Focusing Insert, Stock No. 62037/U, during Sale reduced to an incredibly low \$24.75 + 1.45

Slightly Used Cases for Classic Exaktas

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

Slightly used Case for the Classic Exakta, only \$7.65 + 1.25 Shipping

21mm Ultra Wide Angle Photograph not available at Press Time



New Ultra Wide Angle for Exakta Twin TL

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

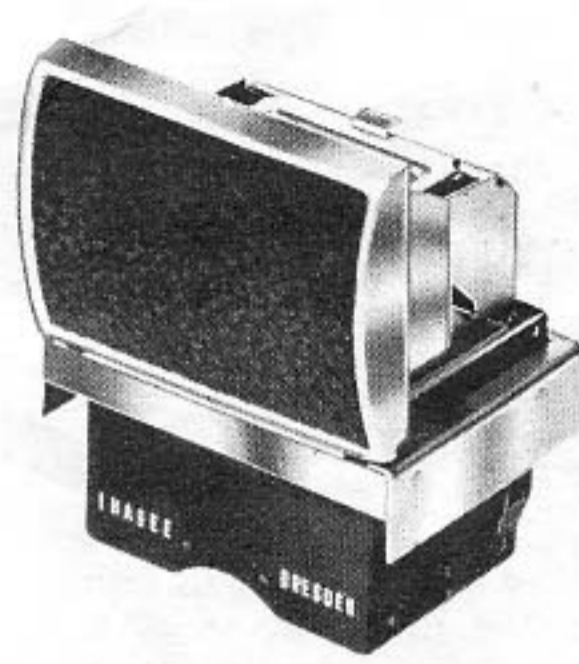
Angle of Coverage over 100 Degrees!

Unbroken Focusing Range from Infinity to about 4 inches from lens!

Unbelievable Depth of Field

Multi-Coated: no internal reflection

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



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

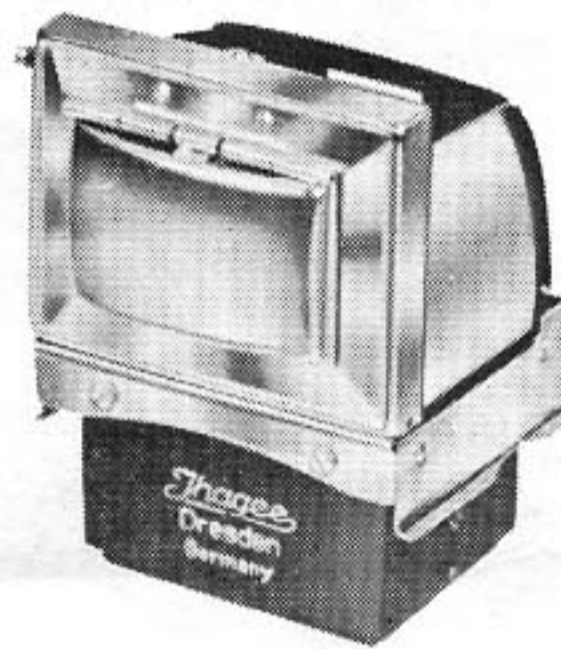
Bonus Buys on Focusing Inserts (if bought with Model N Finder):

Fresnel with Split Image, \$4.50

Fresnel with Micro Grid, \$4.50

Combolite Screen, \$7.50

ProxiGrid (Macro only!), \$5.50



We are overstocked on slightly used Hooded Reflex Finders Must Sell at Reduced Price!

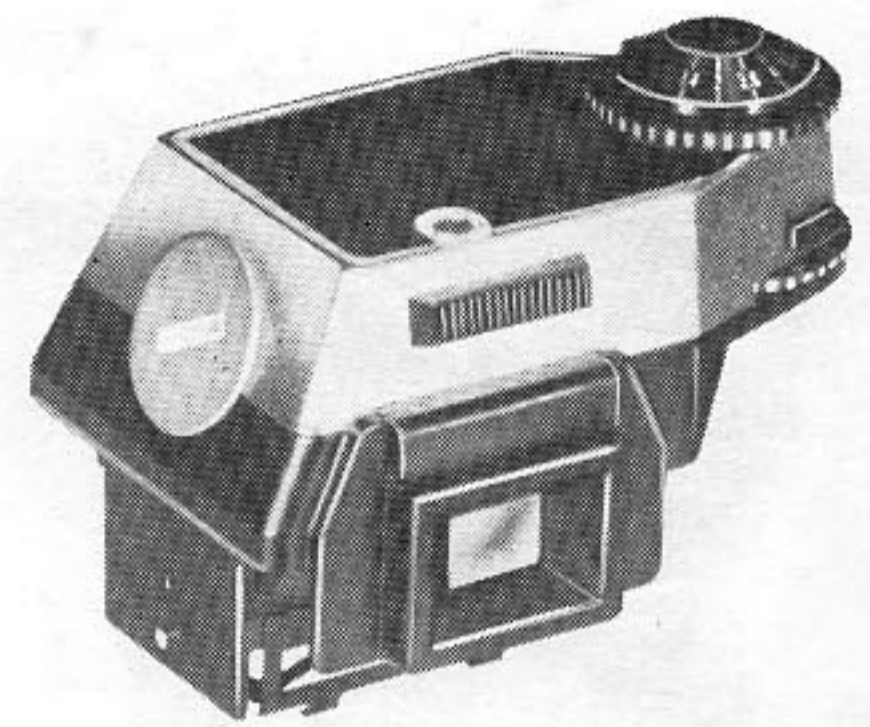
A brisk Trade-in Business has resulted in an overstock of used Waistlevel Finders. If you own a Classic Exakta, you can now buy one of these Hooded Reflex Finders at a very, very low price. Every one is being thoroughly checked for accuracy in focusing and smooth operation.

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. While they last, we offer them at a sharply cut Sale Price.

Model C Hooded Reflex Finder ("Waistlevel" Finder) for the Classic Exakta, excellent used condition, Stock No. 1809, during Sale reduced to an all-time low \$15.45 + 95c Shipping Charges Slightly used Case for Waistlevel Finder (will take Prism interchangeably), only \$1.95 if bought with Finder.

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



Price Slashed on Lightmeter Prism for Exakta RTL 1000

Recalibrated Lightmeter Prism for Exakta RTL-1000, not new but just as accurate. Price slashed a full 25%, from \$89.50 to \$67.15. Shipping Charges \$1.95. Stock No. 2061.

Free with every RTL Lightmeter Prism: Your choice of Split Image or MicroGrid Rangefinder Insert and a Brand New Battery

50% off on Combolite Focusing Screen

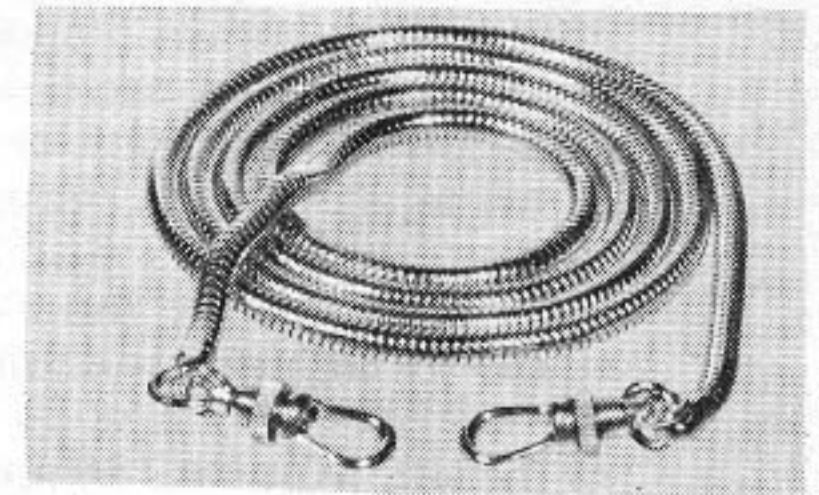
Have you ever met Buford Kaufer? He is our Buyer. Nobody knows more about buying than Buford. The trouble is, he doesn't always know when to stop. He doesn't worry about the bills, but I have to! OK. No more explanation needed. The Combolite is a Focusing Screen (Insert) which combines everything previously 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

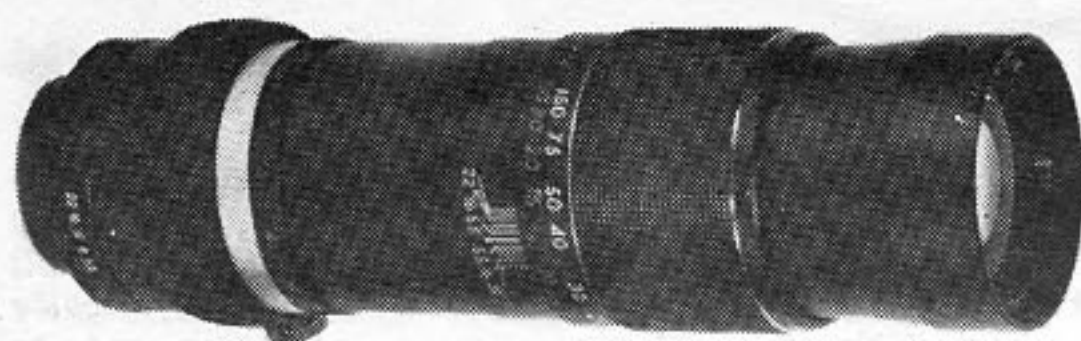


Chrome Neckchain

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



Save 25% on famous Rokunar Lenses

During this Sale you can buy these ultra-sharp genuine Rokunar Lenses at incredibly low prices. They are the latest fully automatic models. They are available for all Exakta Models, including the Exakta 42 (which takes Pentax type lenses). Be sure to mention the Exakta Model on which you want to use the lenses.

200mm F3.9 Automatic Rokunar, Stock No. 1843, regular low Seymour Price \$79.50 + 9.85 for the Case, now, during Sale, \$59.45 + 6.85 for the Case. Shipping Charges \$1.65

300mm F5.5 Automatic Rokunar, Stock No. 1856, regular low Seymour Price \$84.50 + 9.85 for the Case, now, during Sale, \$62.50 + 6.85 for the Case. Shipping Charges \$1.85



500mm Super Telephoto Last 50 Lenses at Super Sale Price

The 500mm F/8 Optika Super Telephoto Lens is a highly corrected preset long-range lens. We are down to our last 50 lenses and 50 lucky people will own one at an unbelievably low price!

500mm F/8 preset Optika Telephoto Lens, Stock No. 1844, marked down to an unbelievably low \$49.50 + 2.95



28mm F2.8 Automatic Super Marexar Wide Angle Lens

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



Price, Performance, Features and Power make the Sunpak 311 Thyristor Strobe the logical choice

The main reasons why we selected this particular model, the Sunpak Auto 311 Thyristor Strobe, are the Multiple Aperture Control and the Variable Power Selector. Automatic operation is extended from a foot and a half to twenty feet at maximum aperture setting or to ten feet at minimum aperture setting (your choice!). The energy saving Thyristor circuitry gives you more than a thousand flashes per set of Alkaline Batteries. A special green "Auto Signal" Light confirms auto operation and correct (Automatic) exposure before you shoot. Rapid-Sequence, yes. Manual Operation, too.

Exclusive: You can "dial in" the exact amount of light you want for, say, close-up work etc., without moving the flash closer or further away! This is a unique feature and I hope you realize what it means: You can shoot at full power, half power, 1/4, 1/8 or even 1/16 power. Let this feature sink in when you make your decision which Thyristor Strobe you pick! ASA 100 Guide Number 80. Weight 9 ounces. **Sunpak Auto Thyristor 311, Stock No. 1928, \$79.95 + 2.45 Shipping Batteries, Alkaline, Set of 4, \$3.18**



Auto Computer Strobe

If you must work fast and cannot be bothered with changing the F/Stop for every shot, the Sunpak Auto 101 will automatically give you the correct exposure. It turns your camera and strobe into a point and shoot setup. Of course, you can use the Model 101 as a manual unit, too. ASA 100 Guide Number 56. Weight 4 ounces. **Sunpak Auto 101, Stock No. 1925, \$29.95 + 1.35 Batteries, Alkaline, Set of 2, \$1.59**



Manual Strobe

The unit we have selected in this category is the Sunpak Model 90. It is the lowest-priced unit which we honestly recommend with a clear conscience. It is a manual unit without fancy frills but reliable, powerful enough for all but professional studio requirements, simple to use and inexpensive. ASA 100 Guide Number 56. Weight 4 ounces. **Sunpak Model 90, Stock No. 1922, \$14.95 + 95c Shipping Batteries, Alkaline, Set of 2, \$1.59**



38mm to 90mm Multi Coated

Automatic Macro Zoom Rokunar

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

Read these impressive specifications:

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

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

Multicoated 38mm to 90mm F3.5 Fully Automatic Macro Zoom, Stock No. 1982, \$249.50 + 9.85 for the Case and \$2.45 Shipping Charges

Be sure to state Exakta Model for which you are ordering the lens.

30% off on PolaCols

PolaCols are combinations of Polarizers and Color Filters. The Red PolaCol is a Red Filter plus a Rotating Polarizer. The Yellow PolaCol is a Yellow Filter plus a Rotating Polarizer. They are for the daring photographer who likes to experiment in order to create unusual effects. The effects are clearly visible in the finder **before** you take the picture.

You get the effect of a Polarizer plus the effect of a Color Filter but you pay only **one** low price: **PolaCol Polarizer, Yellow, Stock No. 1805**

| | |
|-------------------------------|----------------------------|
| 49mm, each 9.85 + 25c | Red, Stock No. 1801 |
| 52mm, each 10.85 + 25c | Both \$16.95 + 35c |
| 55mm, each 11.85 + 25c | Both \$18.45 + 35c |
| 58mm, each 12.85 + 25c | Both \$19.45 + 35c |
| | Both \$21.45 + 35c |

And now, during this Sale, take a full 30% off the above prices.

Like to experiment?

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

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

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

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

Reverse Adapter for Macro Work

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

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

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

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

Body Dust Caps

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

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

Body Cap for Twin TL — not yet available.
Body Dust Cap for Exakta 42 (also fits Praktica, Pentax, etc.). Stock No. 2107, \$2.95 + 25c.

Rear Lens Caps

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

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

Rear Lens Caps for Twin TL Lenses not yet available.

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

Powerful Strobe Flash Weighs Only 4 Ounces

The new Sunpak Model 90 is reliable, powerful, simple to use and inexpensive. ASA 100 Guide Number 56. And all in a 4-ounce unit!

Sunpak 90, Stock No. 1922, \$14.95 + 1.25 Batteries, Power Packer, 4 for \$1.00

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**

Bayonet Flange for Classic Exakta

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

Replace the Flange before you damage the bayonets of your lenses. Replace the Flange now, before one of your lenses drops out! You know, an ounce of prevention ...

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

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

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

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

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

P-Thread Flange for Classic Exakta, Stock No. 2144, only \$12.95 + 75c Shipping

Deluxe Soft Case for Classic Exakta

If you prefer a "modern" Case for your Classic Exakta, order the new Soft Case. It has an extra large front and is velvet-lined. **Deluxe Soft Case for the Classic Exakta, Stock No. 2009, \$14.50 + 95c Shipping**

Free Repair Estimates

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

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

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

Custom Size Screw-in Front Lens Caps

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

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

Lens Shades Custom Screw-in Sizes

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

Custom-Size Screw-in Lens Shades:

46mm to 52mm \$3.95 + 25c

54mm to 58mm \$4.95 + 30c

60mm to 68mm \$5.95 + 35c

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

Puppytail Cable Release

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

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

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

Meyer Optik Gorlitz 35mm F4.5 preset Primagon

- Full 65 Degree Wide Coverage
- Sharp from corner to corner
- Brilliant Color Rendition
- Distortion-free Image
- Smooth-acting diaphragm stops down to F/22
- Retrofocus Formula
- Superb German Quality Lens
- Excellent Wide Angle Lens
- Bonus: Excellent Close-Up (Macro) Lens in Tubes or Bellows. Short Focal Length permits tremendous magnification

Meyer Optik Gorlitz 80mm F3.5 preset Primotar

- World's Most Desirable "Portrait" Type Lens
- Fills gap between standard (50mm) and telephoto (135mm) lenses
- Indispensable for moderate telephoto work
- Improved modified Tessar Formula
- Brilliant Color Rendition
- Smooth-acting preset Diaphragm stops down to F/22
- Focuses from 3 feet to Infinity
- Superb German Quality Lens



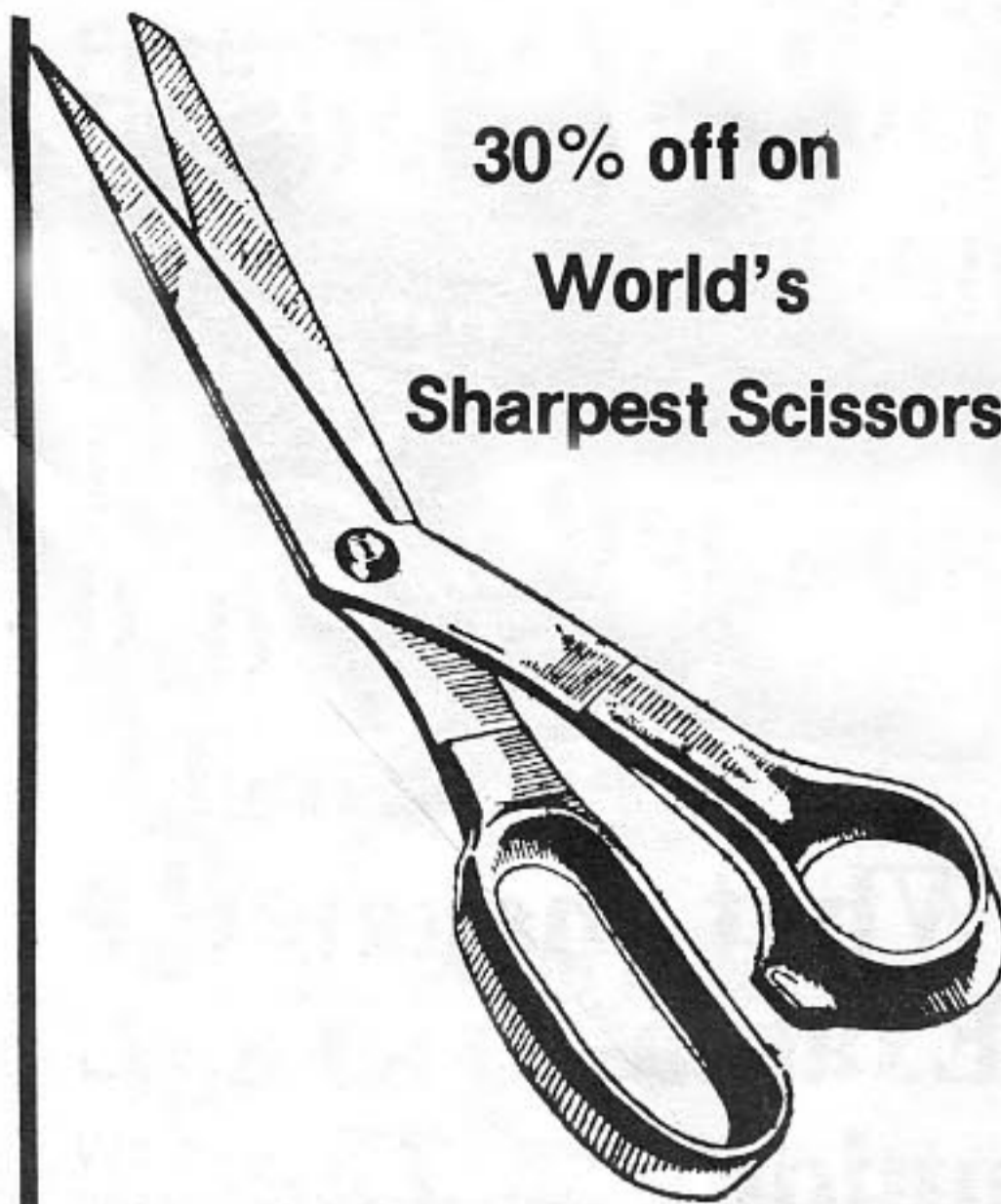
Suppose...

Suppose somebody offered you these fabulous German Lenses for \$29.50 each, would you grab them fast? Suppose somebody offered you an **additional** discount on the second lens you buy, would you think you are dreaming of the Good Old Days? Stop dreaming, supposing and woulding! We made an unbelievably lucky buy of these world-renowned German Lenses. The Distributor was looking for ready cash and Buford Kaufer, our Buyer, drove a hard bargain. And when **we** buy right, **you** buy right! If you know lenses, I do not have to go into great detail.

The **35mm Primagon** serves a double purpose. It is an excellent Wide Angle Lens of Retrofocus Construction and is especially useful to you if you have a 28mm or shorter lens because, more often than not, the 28mm lens is "too wide". Without a 35mm Lens you are left out in the cold. In addition to its wide angle function, the Primagon is an excellent close-up ("macro") lens. Used in a bellows or extension tubes it will double (and re-double!) the image size on the film for every 1 1/4 inch of extension without loss of detail. Quite a lens!

The **80mm Primotar** is just the best lens for Portraits, Photographs of Children, Moderate Telephoto Shots, etc. Every photographer wants a focal length which bridges the gap between his 50mm normal lens and his 135mm telephoto lens. Most of us do not feel like spending close to \$100.00 (or more!) for such a lens. OK, look at our price for this beautiful German Lens and send us your order right away. Our supply is good but not inexhaustible.

While our supply lasts, you will have a field day with these fine German Lenses. They are certainly a steal at \$29.50 each. If you buy more than one, the price drops even lower: For every lens you buy at \$29.50 you may buy a second lens for \$19.95.
80mm F3.5 preset Meyer Optik Primotar, Stock No. 1940, \$29.50 + 1.35
35mm F4.5 preset Meyer Optik Primagon, Stock #1945, \$29.50 + 1.35
Special Combination: Buy one lens at \$29.50 + 1.35, buy another one for \$19.95 + 1.35. (One of each, or two of the same).
 These lenses fit **all** Exakta Models. For use in the Exakta Twin TL, order the Adpter TW/CLA (9.95 + 35c).



**30% off on
World's
Sharpest Scissors**

There is just one thing that makes these scissors different: **They are the sharpest. Period.** Everything else is incidental. Important, yes, but, incidental. For instance: The handles are angled up which permits you to cut on a flat surface. The blades are made of stainless steel and will never rust or oxydize. What can you cut? Anything! Yes, anything: thin tissue (which other scissors merely mangle) or heavy cardboard (which other scissors don't even bend!), twenty to thirty layers of paper, thin metal, silk, cotton, AND FILM. It does not crunch the film but cuts it cleanly. Let me say it again: Our special scissors cut anything, ANYTHING. So — if you can use scissors that are sharper than any you have ever used, guaranteed not to rust or tarnish, cut anything from the flimsiest to the toughest, in other words if you can use the best scissors, bar none, order one or more of them.
Stainless Steel Ultra Sharp Universal Scissors, Stock No. 1824, Excellent Value at only \$3.75 + 25c Shipping Charges. Three for \$9.25 + 50c

Now, during Sale, take a full 30% off the above prices.



**German 50mm F2.8
Fully Automatic Domiplan
under twenty dollars...**

This is the famous German Meyer Optik Gorlitz 50mm F2.8 Domiplan Lens which fits all Classic and RTL Exakta Cameras. It is fully automatic. We are down to our last hundred lenses. Don't miss this opportunity to equip your camera with a fully automatic lens for less than twenty dollars! While they last:
50mm F2.8 Fully Automatic German Domiplan Lens. Stock No. 1948. \$18.65 + 1.30 Shipping



What makes the Exakta Twin TL unique? *The Jumbo Bayonet, that's what!*

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

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

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

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

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

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

This is true for "Classic" Exakta Lenses, "RTL" Exakta Lenses, and, at the time of writing,

for 42mm "Standard" Screw-Thread Lenses (such as Pentax, Mamiya, Praktica and so on). Other Adapters are in the planning stage but not yet on the market.

Does it make sense to buy a camera which **forces** you to buy its own lenses, giving you no choice of using other manufacturers' lenses? We will let you answer this question yourself when you can buy an Exakta Camera which lets you select **any** lens, even if it was originally made for a Pentax or a Classic Exakta, etc.

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

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

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

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

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

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

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

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

The Exakta Twin TL's Battery Miser

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

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

Uncanny Accuracy of Shutter Speeds

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

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

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

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

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

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

Nobody Loves a Ghost...

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

The Exakta Twin TL is synchronized for strobe at the speed you use for most of your shots anyway: 1/125 sec. With the Twin TL ghosts have really become things of the past!
Compare and you will settle for nothing but the Exakta Twin TL.

No more "Burnholes" in Shutter Curtain!

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

Is there film in the camera?

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

Not so with the Exakta Twin TL. With the Exakta Twin TL you can always tell whether you have film in your camera. There is a signal system which shows white for "Empty Camera" and red for "Film in Camera". Neat, ain't it?
Compare, and you will settle for nothing but the Exakta Twin TL.

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

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

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

It works like this: You take out the exposed film and put in the new roll. You close the back. This sets the counter fully automatically. The number shown on the counter is always correct.
Compare, and you will settle for nothing but the Exakta Twin TL.

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

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

It's easy! Put the special Adapter on your old Exakta Lens and the Exakta Twin TL doesn't even know that your lens isn't a Twin TL Lens! And that means that all your old Exakta Lenses will work with the Lightmetering System of the Exakta Twin TL, regardless whether your old lenses are automatic, semi-automatic, preset or non-preset. It also means that your old automatic lenses remain automatic because the new Exakta Twin TL has an additional Shutter Release which is lined up with the external automatic release of your old lenses.
Want to use older Exakta Lenses in the Twin TL? Just order the Adapter TW/CLA, Stock No. 1958.

Want to use Pentax Lenses in your Exakta Twin TL?

No Problem! The Jumbo Bayonet of the Exakta Twin TL is so large that the Lens Adapter fits **inside** the bayonet: The focus of your Pentax Lenses remains correct. And we mean all Pentax Type Lenses, including lenses made for the Praktica and all cameras using "standard" (i.e. 42mm) Screw-in Lenses. Automatic Pentax type lenses remain automatic. Yes. All Pentax type lenses (automatic or non-automatic) work with the Lightmetering System of the Exakta Twin TL. Yes.
Want to use Pentax type lenses in the Exakta Twin TL? Just order the Adapter TW/PRA, Stock No. 1960.



"List" Price

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

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

So what ...?

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

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

We don't want you to buy the Exakta Twin TL for the wrong reason. We want you to buy the Exakta Twin TL because of its features, its uncompromising quality, and its optical excellence. If it turns out that you are getting more features, more quality, more optical excellence, for less money, so much the better. But, let me say it again:
**First: Look at the Features!
Then: Look at the Price!**

Prices Rolled Back to 1976 Levels!

We held the line on prices as long as possible but were forced to increase the prices on January 15, 1977. **Now, for the duration of this Sale, we offer you the latest Exakta Twin TL at the former prices. This is positively the last time you can buy the camera at these prices: The old prices will be in effect only during the Sale!**

EXAKTA TWIN TL

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

Exakta Twin TL, with F1.8 Internally Automatic Lens, Stock No. 2073, \$169.50 + 2.95 Shipping

Exakta Twin TL, with F1.4 Internally Automatic Lens, Stock No. 2072, \$229.50 + 2.95 Shipping

LENS ADAPTERS:

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

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

EXAKTA "42"

The Exakta "42" is identical to the Bayonet Model except for the Lens Mount: The Exakta "42" accepts Standard Screw Thread Lenses (Praktica, Pentax, etc.) with fully automatic operation.

Exakta "42", w/F1.7 Internally Automatic Lens, Stock No. 2038, \$169.50 + 2.95 Shipping

Exakta "42", w/F1.4 Internally Automatic Lens, Stock No. 2167, \$229.50 + 2.95 Shipping

Exakta "42", without Lens, Stock No. 2168, \$149.50 + 2.95 Shipping

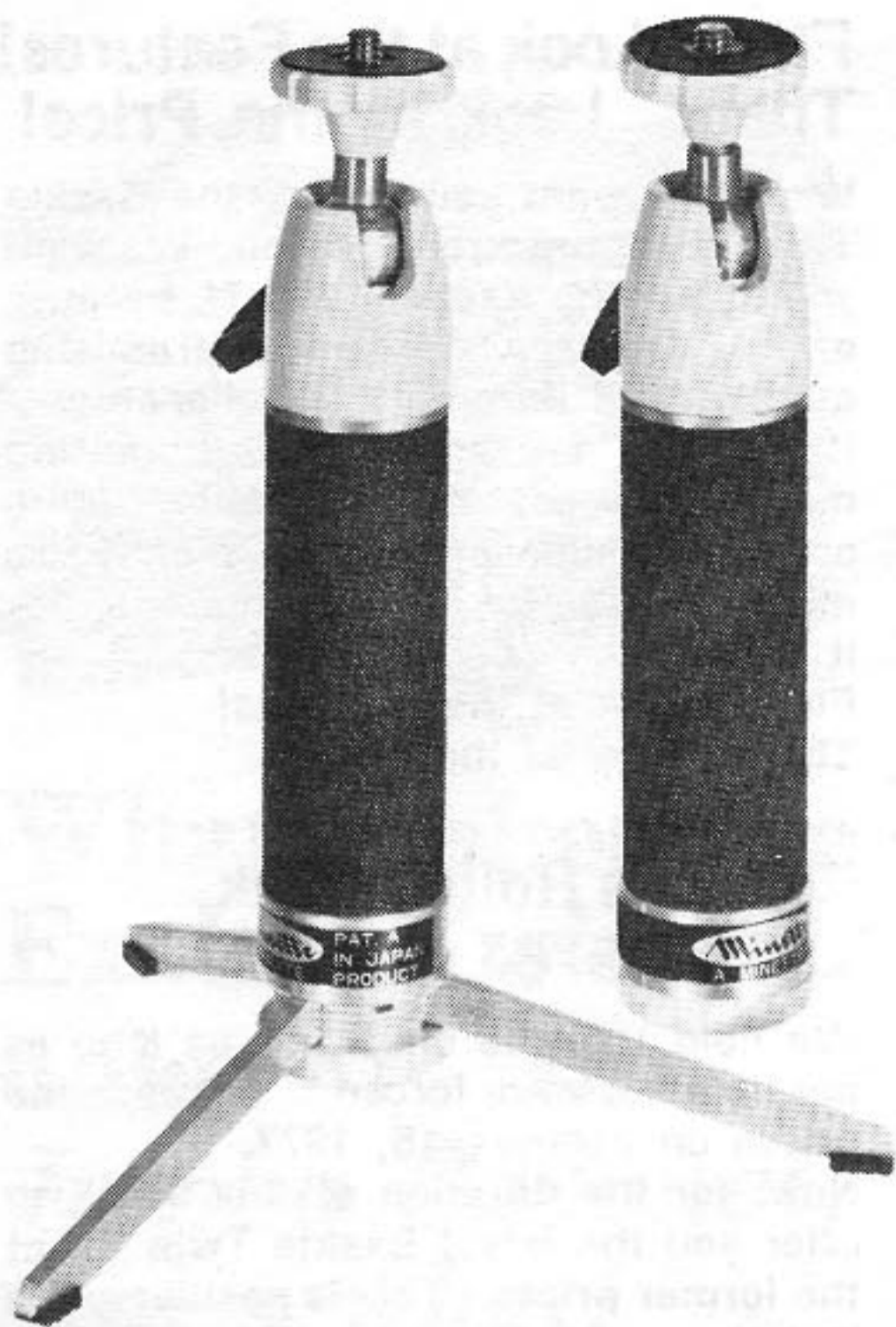
Want to Trade Your Old Exakta?

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

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

Pack up your old equipment and request an exchange quotation, telling us what you would like to order. We will inspect your equipment and make a firm exchange offer. You are under no obligation. If you make the trade, we hold your equipment for 20 days because you have the right to change your mind.

Pack up your old equipment and start the ball rolling!



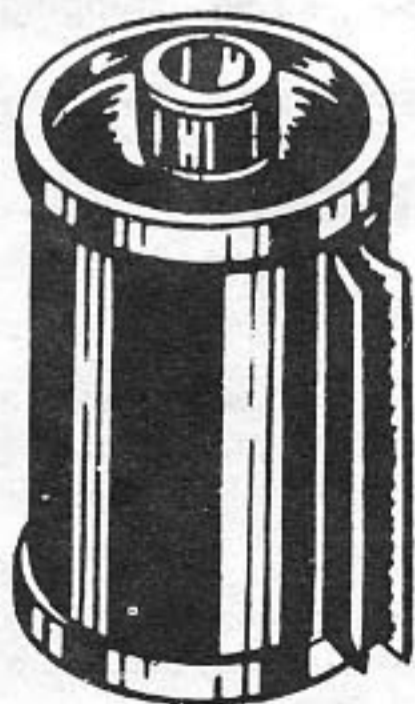
"Summit" Multipurpose Photographer's Helper

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.

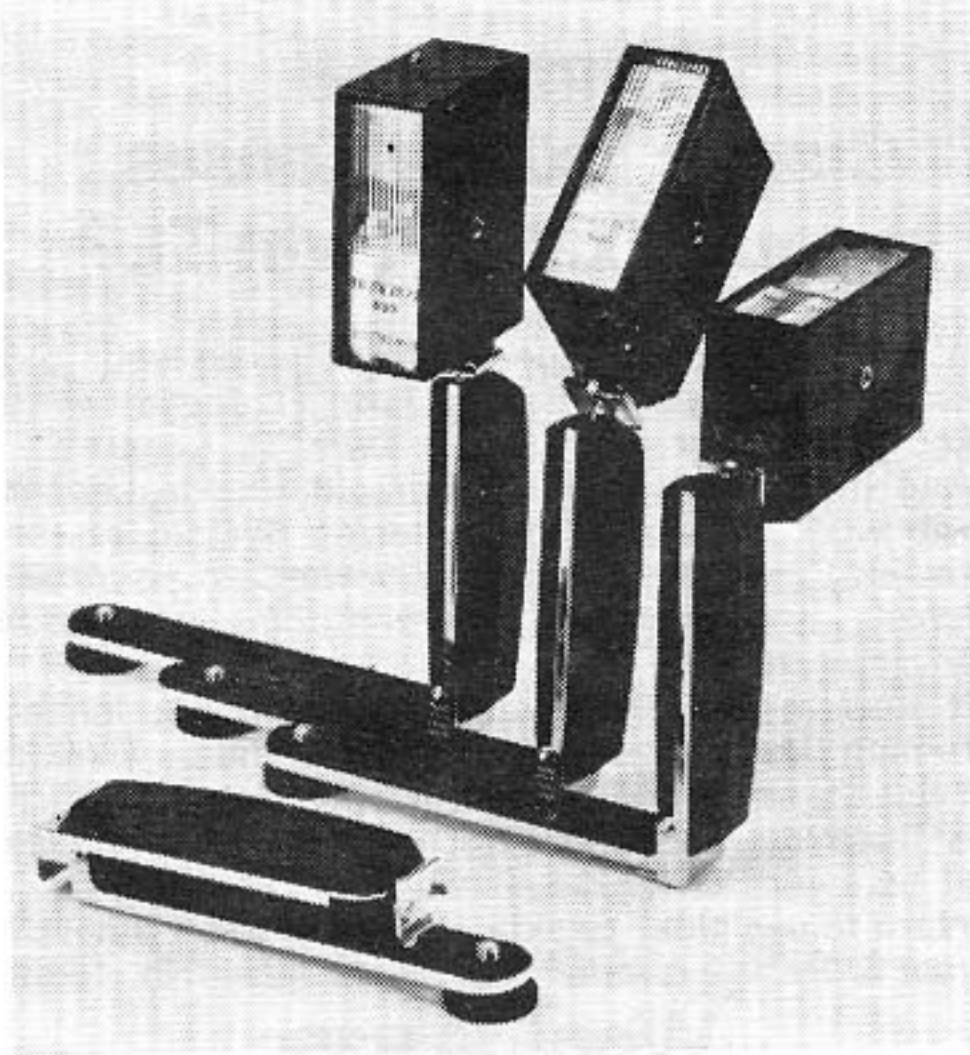
"Summit" Multipurpose Photographer's Helper, Stock No. 2053, only \$9.45 + 45c



Reloadable Cassettes

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

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



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

Yes, it's all of these and — it's a Bargain, too! It's the new Bracketeer Flash Bounce Grip. Since it is not easy to describe the action, we have photographed it showing the three "click-in" positions of the direction of the light: straight out, 45 degrees, and full bounce. The picture also shows how the Bracketeer folds: it takes up very little room in your gadget bag. And here's the best news: We have cut the price to the bone:

Bracketeer Flash Bounce Grip, Stock #2054, only \$4.95 + 35c Shipping Charges

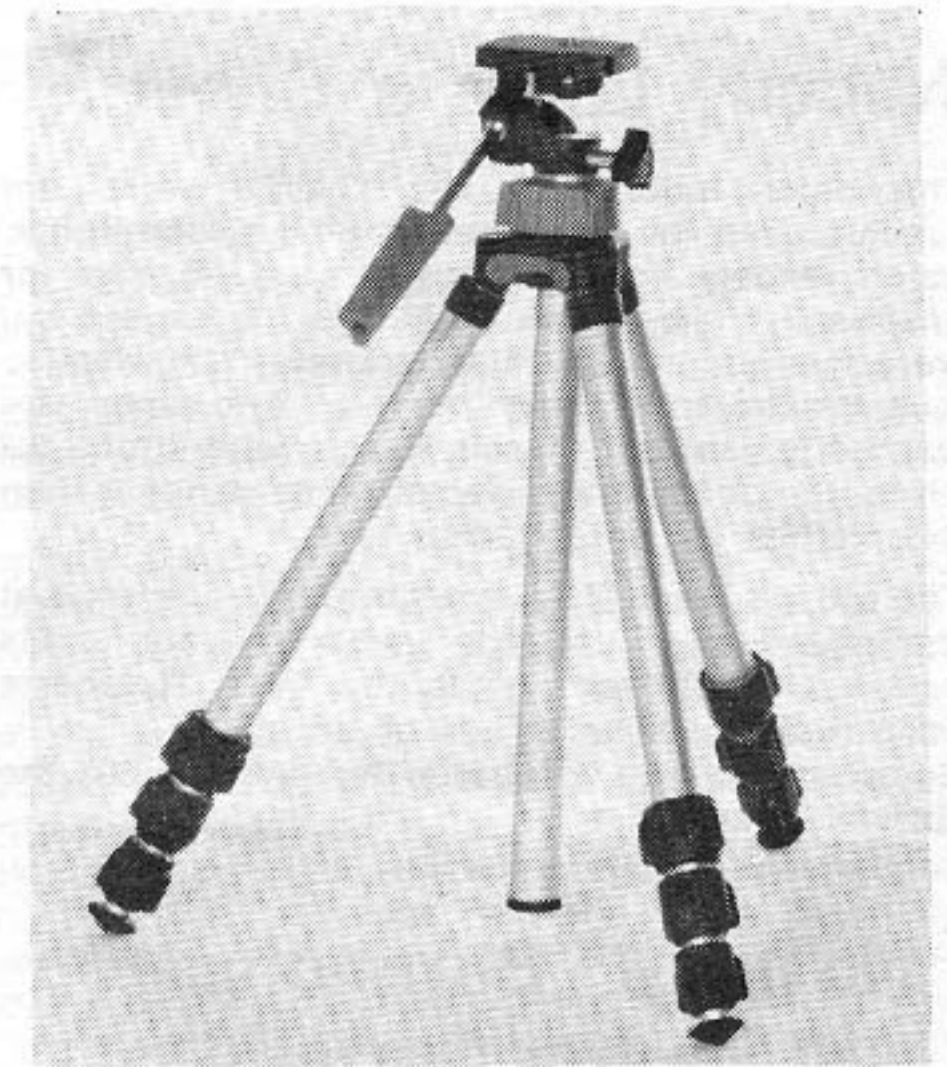


Flexible Rubber Shades

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



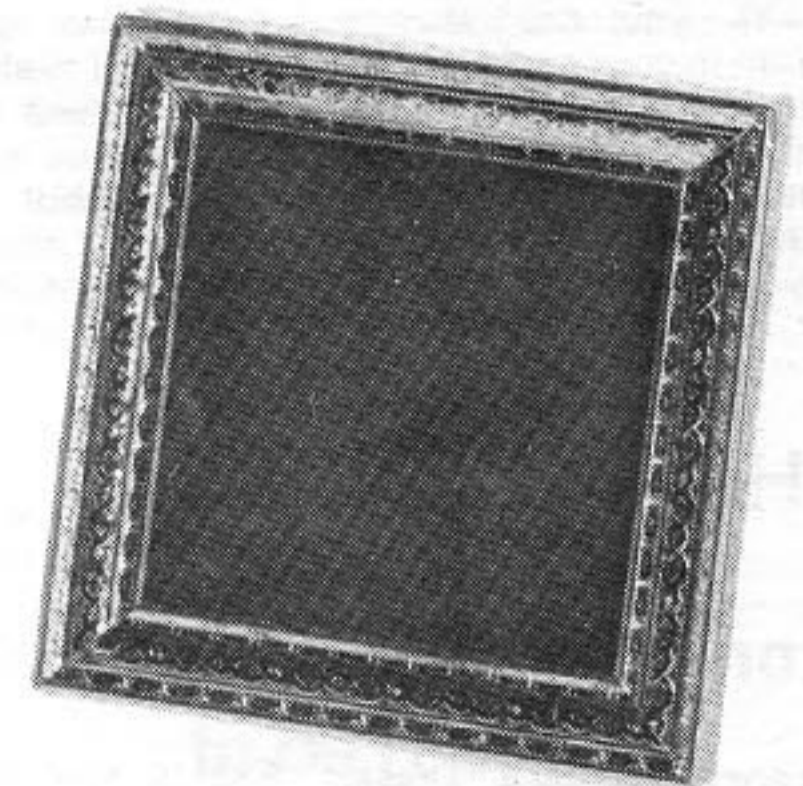
19-Ounce Tripod Does Professional Job

Our beautifully engineered Flight Weight Tripod is only 16 inches long when folded and weighs a mere 19 ounces. Yet it is as sturdy as tripods weighing four times as much. Look at these specifications:

- Four Telescoping Sections
- Centerpole for Quick Height Adjustment
- Non-Slip Camera Platform
- Controlled Spread: Cannot collapse
- Independent "Pan" Action with Lock
- Independent Tilt Action with Handle
- Tilt Lock in Handle
- Non-mar Pointed Bumpers
- Sexy Black-and-Grey Styling

Best of all, the price is very reasonable, low enough to let you buy the Flight Weight Tripod even though you may have a heavy one. The Flight Weight Tripod is a Quality Product in every respect.

Flight Weight Centerpole Tripod, Stock No. 1819, only \$19.95 + 1.95 Shipping



Final Close-Out

Beautiful Small Metal Frames

Beautifully made gold-tone Metal Frame with flawless Cover Glass. Hangs or stands. These frames go in fancy gift shops for \$3.00 to \$5.00 each. They make excellent gifts with or without photographs. They are ideal for multiple wall groupings.

The last 500 frames are left over from our Christmas Bulletin and we do not want to carry them till next Christmas. The price is now below (way below!) replacement cost. Buy lots of them while our stock holds out for less than 50c each!

Small Metal Frames, 3 1/2 x 3 1/2 inches, Stock No. 1825, Ten (Min. Order) for \$4.95 + 95c Shipping. 25 for \$11.25

ULTRA MACRO CLOSE-UP LENSES



**Buy the Plus Twenty
at our regular low selling price
and get the Plus Ten
for One Dollar!**

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

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

It's all done without extension tubes, without bellows, without loss of light: no exposure compensation, no complicated calculations. If the diaphragm of your lens is set at F8, it's really F8.

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

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

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

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



**Tiger Jaw
Elevator Clamp Pod
with Pan Head**

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

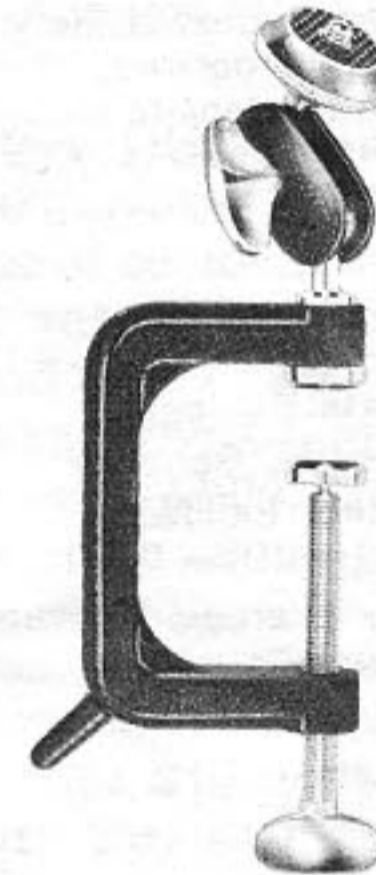
Tiger Jaw Elevator Clamp Pod with Panhead, Stock No. 2028, still at the old low price of only \$14.95 + 1.25 Shipping



**Tiger®
Clamp Pod**

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

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



Tiger Super Clamp

The "Super" Clamp is the Heavy Duty Version of the Clamp Pod. Wider jaws, double jointed extra-safe Universal Joint. A beautifully designed versatile Camera Support. Typically low priced but worth much more.

Tiger® Super Clamp, Stock No. 1947, only \$6.95 + 35c Shipping Charges

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.

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**

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

Book and Folio Sale

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

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

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

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

#3. Camera Profits, an indispensable Folio if you intend to sell your pictures. In addition to full instructions how to go about it, the Folio contains a list of 300 companies to whom you can submit your pictures. The list is arranged by Subject and Type of Pictures Wanted and shows prices paid. **Camera Profits (Information Folio), Stock No. 2146, \$2.00 + 25c Shipping**

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



Original PROXETTE Exakta Bellows

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. It fits all Exakta and Exa models: it has the original Exakta Bayonet. The front is equipped with the original Exakta Flange. 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 part of the Proxette. You are in total command!

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

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

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

For Close-ups (Macro Photographs) the Proxette is used in 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, exceptionally low priced at only \$29.95 + 1.95



Genuine German Short Barrel Macro Lenses

Why do we say "Genuine"? Because so many "German" lenses now come from exotic places like Singapore or Uzbekistan. The Macro Doryt Lenses are **genuine** German Lenses, jawohl!

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

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

50mm F3.5 German Macro Doryt, Short-Barrel Mount, Click Stops, Closes down to F/22, Stock No. 1870, only \$19.50 + 95c Shippg. Chgs.

75mm F4.5 German Macro Doryt, Short-Barrel Mount, Click Stops, Closes down to F/22, Stock No. 1871, only \$23.50 + 95c Shippg. Chgs.

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

The Macro Doryt Lenses are in Basic Macro Mount and Camera Adapters (i.e. Bellows Adapters) are available for virtually all 35mm SLR Cameras.

Exakta Bayonet Adapter, Stock No. 3787, \$4.95

Now, during Sale, save over \$25.00 when you order the Complete Set of all three matched Macro Doryt Lenses plus Adapter: Macro Doryt Set, Stock No. 3872, instead of \$75.90 only \$49.50 + 1.95 Shipping

MACRO — SUPREME The Complete Macro Set-Up at Lowest Price Ever!

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

| | |
|---------------------------------------|----------|
| Original Exakta Proxette Bellows..... | \$29.95 |
| 50mm F3.5 Macro Doryt Lens..... | \$19.95 |
| 75mm F4.5 Macro Doryt Lens..... | \$23.50 |
| 105mm F4.5 Macro Doryt Lens..... | \$27.50 |
| Exakta Bayonet Adapter..... | \$4.95 |
| ProxiGrid Macro Focusing Screen..... | \$12.95 |
| | <hr/> |
| | \$118.80 |

Save 50% during Sale: Macro-Supreme Setup, Stock No. 3936, \$59.40 + 2.95

New and Ours Exclusively: ProxiGrid Close-Up Focusing Screen

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

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

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

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

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

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

Concerning this Sale:

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

Use a Single Set of Filters on all Lenses

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

Filter Adapters

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

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

Series VII Filters

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

Series VII "Drop-In" Filters, Stock #2039, \$4.95 + 25c Shipping Charges. Set of 4 (your choice) \$16.95 + 45c

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

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

Series VII Polarizer

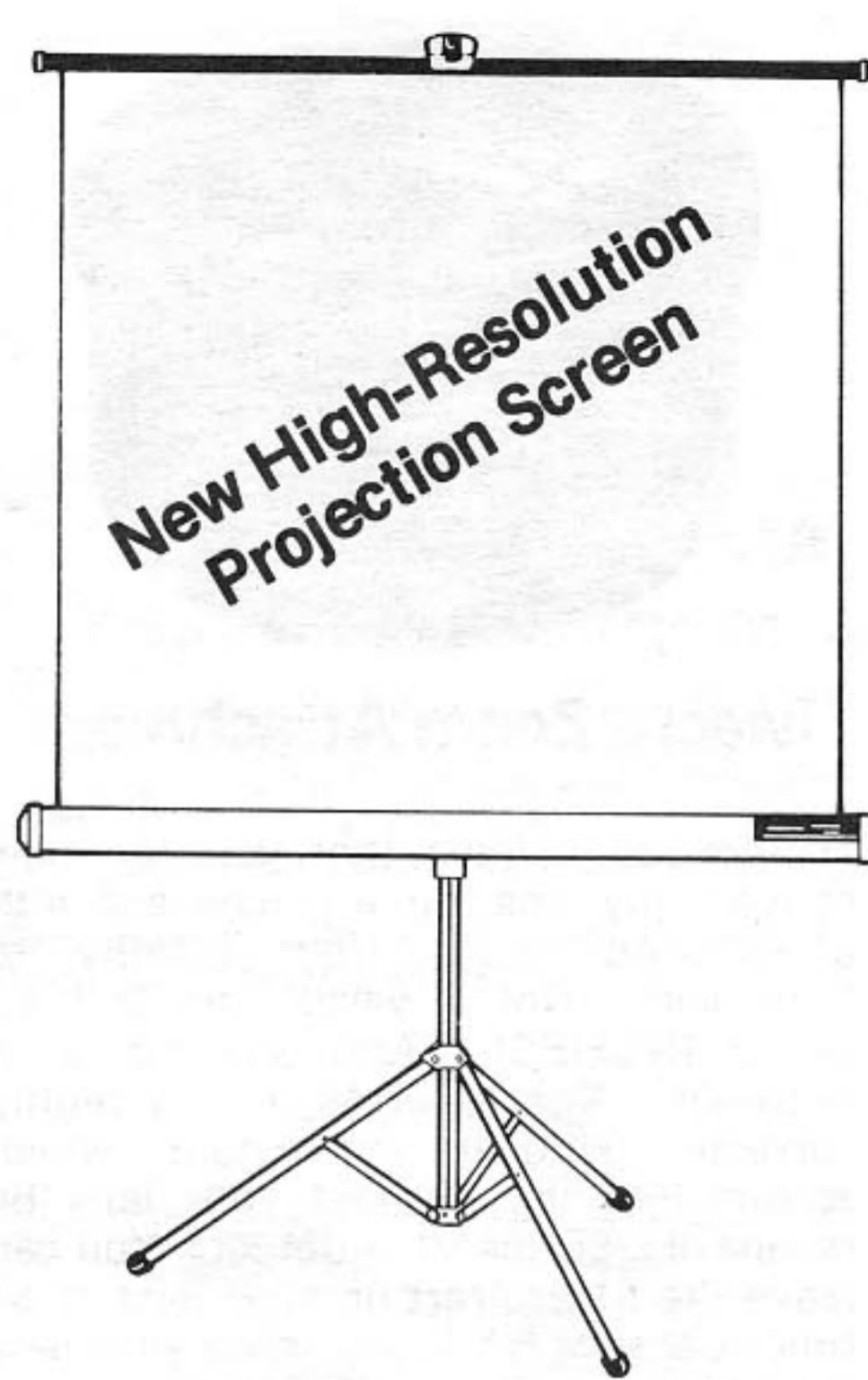
You can use our Series VII Rotating Polarizers in our Filter Adapters instead of buying additional polarizers.

Series VII Threaded Polarizer, Stock #1845, \$9.85 + 35c

Series VII All-Metal Shades

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

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



Does it make sense to buy expensive lenses with high resolution, and project the slides onto a low-resolution screen?

If you already own a screen, take a close look at it. Does it break up the smooth areas of your pictures? Is the clear blue sky full of dots? Are there parallel lines across the faces of your portraits? You probably have one of the "miracle" screens of the late forties, known as "beaded" screens, or one of the much-advertised "lenticular" screens of the early sixties. These "treatments" added a reasonably neutral reflecting service to a basically grey or yellowish fabric but sacrificed smoothness and clarity. Now we bring you a screen which has a pure white High-Resolution Surface without sacrificing clarity and smoothness. No beads, no embossed "lenticular" ridges, no makeshift surfaces. We bring you the first honest screen which shows what is projected on it, no less, no more. There are no dots in the sky, no lines across

the faces. If it isn't on the slide, it won't be on the screen. For the first time you will see your slides in all their glory, the way they should be seen!

If you now have one of the old-fashioned screens, you know that you have to seat your audience in a very narrow angle. People who sit too far to the side will have a very dim view of your slides. With the new High-Resolution Screen you can seat your audience **anywhere** in the room. Everybody will get a bright, clear picture. Every seat will be the Best Seat in the House!

Have you ever tried to wash the surface of a beaded screen? You know that the screen would be ruined but it's no problem with the new High-Resolution Screen: wash it off with a mild soap solution and it will remain white as the virgin snow, even after many years of use.

Have you ever tried to show slides during the day with your screen in front of the window? On many screens the light will come right through the screen and "wash out" your pictures. The new High-Resolution Screen has a black light-tight back: no light can get through to the front.

The new High-Resolution Screen is entirely self-contained: free-standing when in use; folded and rolled-up when in storage. It comes in the standard 40x40 Inch Size to accommodate horizontal and vertical slides, square slides and all sizes of movie film.

You went to a lot of trouble to get good sharp pictures. Show them the way they should be seen. Project them on the new High-Resolution Screen. **High-Resolution Projection Screen, 40x40 Inches, Stock No. 1937, \$29.95 + 3.65 Shipping**

Introductory Discount: We intend to introduce this new Projection Screen to thousands of customers. We know that this will result in many recommendations and many additional sales and will make the huge introductory discount worthwhile. This is the reason why we give you an Introductory Discount of more than Thirty Percent: **High-Resolution Projection Screen, 40x40 Inches, Stock No. 1937, Introductory Price \$19.95 + 3.65 Shipping (No Limit: Buy as many as you wish.)**



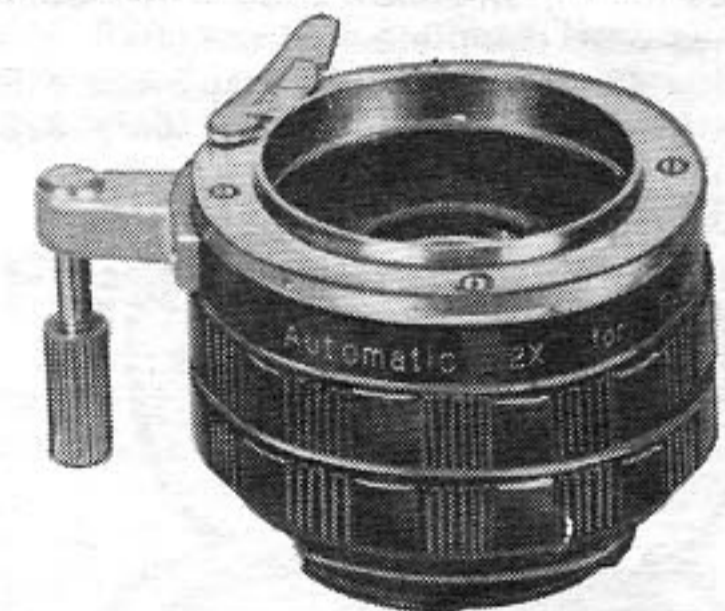
Is Your Camera Case Getting Shabby?

Dress up and protect your camera with a brand new Case.

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

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

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



New 2X Tele Converter fits automatic and non-automatic Lenses

This new Tele Converter inexpensively doubles the focal length of all your Classic Exakta Lenses. Automatic Lenses remain automatic but you can use the Tele Converter with non-automatic lenses as well.

Your 50mm Lens becomes a 100mm Portrait Lens. Your 135mm Lens "grows" to 270mm. You can use 2 Tele Converters and quadruple the focal length of your lenses!

2X Tele Converter for Classic Exakta Lenses, Stock No. 1950, during Sale: only \$24.50 + 1.95 for the Case and 1.45 Shipping

Extra Special: Two 2X Tele Converters, complete with Cases, Combination Price \$39.95 + 1.65. Saves you an additional \$12.95



Jumbo-Slide 35mm Slide Enlarger

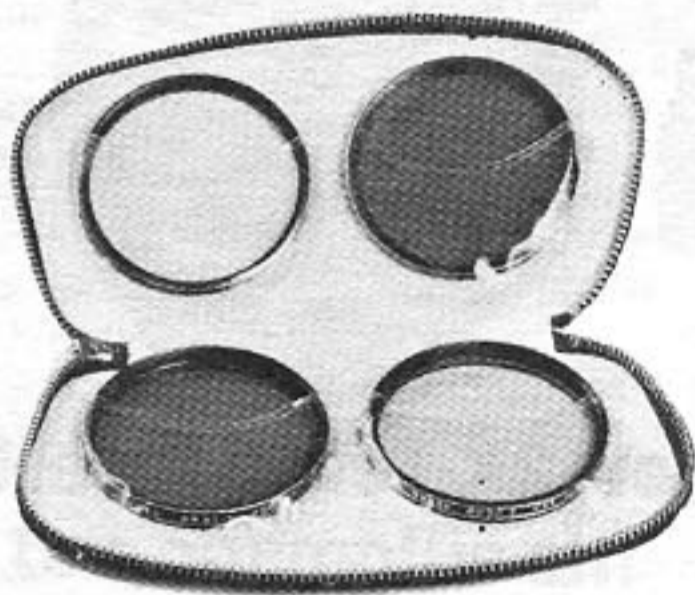
Enlarge your slides to full 120 size! Make enlarged Color Transparencies, Color Negatives, Black-and-White Negatives, or Black-and-White Transparencies! The Jumbo-Slide gives you eight 2"x3" Negatives or Positives per Roll of 120 Film.

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 about 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 un-sandwiched. The Jumbo-Slide comes with complete Instructions.

Jumbo-Slide 35mm Slide Enlarger, Stock #1978, especially low priced during Sale, only \$29.50 + 1.95 Shipping Charges



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**

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Macro Zoom Attachment

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

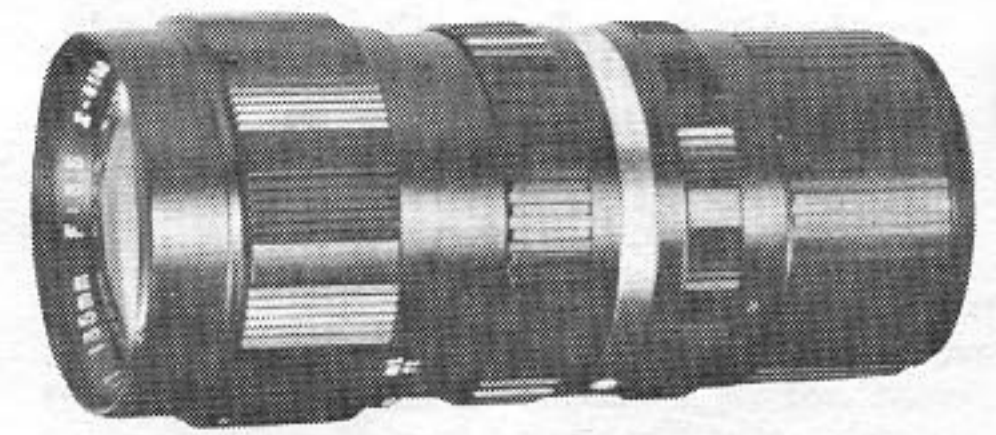
How much light will you lose? None! How much additional exposure do you need? None! Hard to believe but it's true. We wouldn't kid you. It's true: No exposure compensation or adjustment needed!

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

MacroVert Macro Zoom Attachment with Series VII Thread, Stock No. 1806, incredibly low priced at only \$19.95 (Protective Case included) plus 1.35 Series VII Adapter (state diameter of your lens in mm) \$4.95.



135mm F1.8 Fully Automatic Rokunar, Stock No. 2143, last chance to get one for \$129.50 + 2.45 Shipping. Case, optional, \$6.95.



Would you believe a genuine Hanimex Hanimar Telephoto Lens for less than \$30?

When you look for a low-priced Telephoto Lens you may find all kinds of Brand X lenses with names you have never heard. But when you see the name Hanimex on a lens, you know that a manufacturer with international reputation has put his name on the lens. If you had your choice between a nameless lens and a Hanimex Hanimar, which would you buy?

We offer you the 135mm F3.5 preset Hanimex Hanimar for any Exakta Model (Classic, RTL, Twin TL, and even for the Exakta 42). Just be sure to mention the Exakta Model on which you want to use it.

135mm F3.5 preset Hanimex Hanimar Telephoto Lens, Stock No. 1952, Sale Price \$29.50 + 1.45 49mm Screw-in Lenscap \$2.45 Case for Hanimar \$2.95



17 Jewel Exakta Calendar Watch

We offer the "left over" Exakta Watches at an unbelievably low price. Originally there was one watch to every \$300 Exakta Outfit. But we broke up some of the outfits and sold the components separately. Now we have a small quantity of watches.

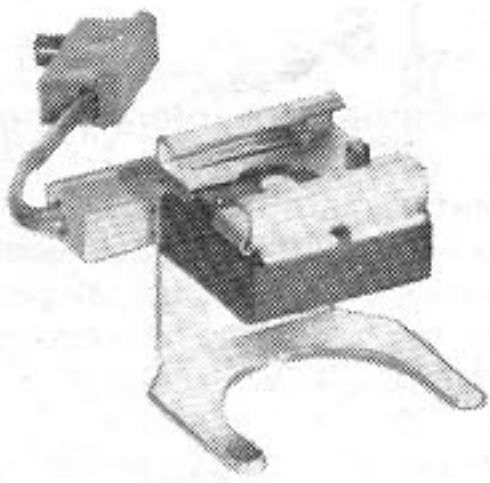
- Elegant Modern Styling
- 17 Jewels
- Shock Resistant
- Sweep Second
- Calendar
- Stainless Steel Back
- Stainless Steel Band
- 2-Year Service Certificate

We offer them, while they last, for a mere \$29.50 + 1.95 Shipping Charges. Order it as follows: 17 Jewel Exakta Calendar Watch, Stock No. 9431.

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

We have Three Lines:

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



COMBINATION Accessory Shoe for Exakta RTL-1000

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

New and Ours Exclusively: ProxiGrid Close-Up Focusing Screen

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

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

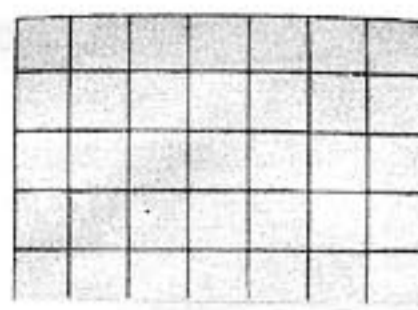
With the ProxiGrid you **cannot** take unsharp Close-Ups. It is absolutely impossible, no matter how good or how bad your eyesight is. The picture of the bee on the flower which you may have seen in our showroom was focused on the ProxiGrid. Even though I had to shoot very quickly (bees are notoriously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

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

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

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

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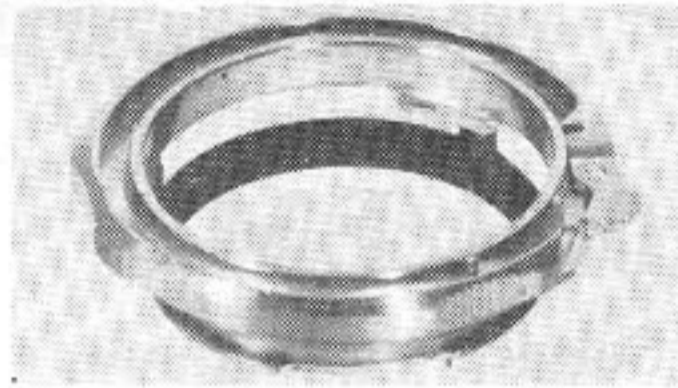
"Scientific" Focusing Inserts for the Classic Exakta. Yes, we have them

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



Two-in-One Macro Ring

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

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

Split Image Rangefinder for your Classic Exakta

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

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

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

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

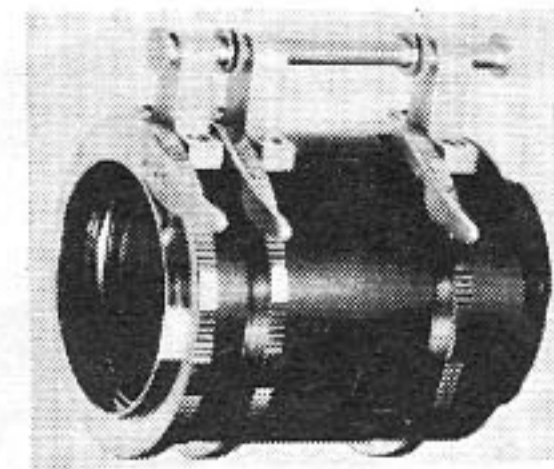
Same, with slight Beauty Marks, \$3.95 + 35c

Split-Image Rangefinder for Exakta RTL-1000

The Fresnel/Split Image Rangefinder Insert is now again available for the Exakta RTL-1000:

Stock No. 1818, \$14.50 + 35c Shipping

BONUS BUY: Buy other items for \$10 or more and add the RTL Split Image Insert for only \$8.55 + 35c. (Be sure to mention "Bonus Buy".)



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!

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".)



Prices

Reduced

Exakta RTL-1000/LM

Rebuilt in our own Exakta Service Facility
 Exakta RTL-1000/LM with Original
 Through-The-Lens Lightmeter System
 with F1.8 automatic Oreston \$129.50
 with F1.8 automatic Jena Pancolar \$149.50
 Slightly used Case \$6.95
 Shipping Charges \$2.95



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, instead of \$9.95, during Sale only \$4.95 + 65c



Reduced!

Overstocked!

40% Price Cut on

Reprslide Slide Duplicator!

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

You attach the Reprslide directly to your camera (like a lens), drop a slide into the holder -- and shoot! Slides may be unmounted, mounted in cardboard or glass, or they may be in strips. You can use any light source, including Daylight. You will get a perfect exact duplicate every time, exactly the same size as your original. And there's no problem if you want to make negatives from slides, either color or black-and-white, or black-and-white slides from color slides, and so on. It is great fun to use.

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

E.E.I.S.

(short for Exakta Equipment Information Service).

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

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

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

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

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

MONEY-BACK POLICY

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

GUARANTEE

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

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

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

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

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

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

READ YOUR INSTRUCTIONS!

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

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

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

Used Otto-O.K.'d Exakta Treasures

Here is the latest List of Otto-O.K.'d Used Exakta Equipment. It contains again many, many excellent buys. In fact, we have kept our mark-up at the irreducible minimum. In fairness to all customers we fill orders on a first-come basis. Be sure to list second and third choice. All Equipment is sold on our well-known Fifteen-Day Money-Back Basis. **Don't let somebody else beat you to the items of your choice: Send your order right away!**

Used Exakta Lenses

These used Otto-Tested and Otto-O.K.'d Exakta Lenses fit ALL Exakta Models. For use in the Exakta Twin TL the Adapter TW/CLA (\$9.95) is required. Don't forget to list second and third choice for every lens you order.

50mm, 55mm, 58mm Lenses

| | |
|--|-------|
| 50mm F3.5 Automatic Meyer Optik Primotar | 14.95 |
| 50mm F3.5 Zeiss non-preset Tessar | 19.95 |
| 50mm F2.8 Zeiss non-preset Tessar | 24.50 |
| 58mm F2 Zeiss non-preset Biotar | 24.50 |
| 50mm F2.8 Zeiss preset Tessar | 29.50 |
| 50mm F2.8 Cocking Automatic Tessar | 34.50 |
| 50mm F2 Preset Biotar | 34.50 |
| 58mm F2 Cocking Automatic Biotar | 39.50 |
| 50mm F1.8 Internally Automatic Oreston | 39.50 |
| 50mm F1.9 Schneider-Isco Automatic Westrocolor | 49.50 |
| 50mm F2 Automatic Pancolar | 39.50 |
| 50mm F2.8 Automatic Tessar | 39.50 |
| 50mm F/2 non-preset Schneider-Kreuznach Xenon | 39.50 |
| 50mm F1.8 Internally Automatic Pancolar | 49.50 |
| 50mm F1.5 Angenieux, S-21 | 98.50 |
| 55mm F1.9 Automatic Steinheil Quinar | 98.50 |
| 50mm F1.9 Automatic Schneider-Kreuznach Xenon | 99.50 |

Shipping: \$1.65 each for any above.

40mm, 35mm, 28mm Wide Angle Lenses

| | |
|--|--------|
| 35mm F3.5 Kjoel Wide Angle | 19.95 |
| 40mm F3.5 Steinheil Cassaron | 22.50 |
| 35mm F4.5 preset Meyer Optik Primagon | 22.50 |
| 40mm F4.5 Schneider Kreuznach Isogon | 27.50 |
| 35mm F/4 Schneider Kreuznach Radiogon | 29.50 |
| 35mm F2.8 preset Focal Wide Angle | 29.50 |
| 35mm F2.8 preset Vivitar Wide Angle | 32.50 |
| 28mm F3.5 Angenieux R-11 | 69.50 |
| 35mm F2.8 Fully Automatic Steinheil Quinar | 99.50 |
| 29mm F2.8 Internally Automatic Oreston | 99.50 |
| 35mm F2.5 Angenieux (Fully Automatic) | 149.50 |

Jena Flektogon Wide Angle Lenses

| | |
|--|--------|
| 35mm F2.8 Jena Flektogon, Standard Diaphragm, reduced to | 39.50 |
| 35mm F2.8 Jena Flektogon, Cocking Automatic | 69.50 |
| 35mm F2.8 Jena Flektogon, Fully Automatic | 98.50 |
| 35mm F2.8 Jena Macro Flektogon, Fully Automatic, Self-Compensating Diaphragm | 129.50 |

Shipping: \$1.65 each for any above.

Macro Kilars

| | |
|--|--------|
| 40mm F3.5 Macro Kilar Model D (to 2'') | 129.50 |
| 40mm F2.8 Macro Kilar Model E (to 4'') | 139.50 |
| 40mm F2.8 Macro Kilar Model D (to 2'') | 149.50 |

Shipping: \$1.65 each for any above.

Ultra Wide Angle Lenses

| | |
|--|--------|
| 24mm F/4 Schneider-Isco Westrogon, Fully Automatic | 109.50 |
| 25mm F/4 Jena Flektogon, Fully Automatic | 129.50 |
| 20mm F/4 Jena Flektogon, Fully Automatic | 199.50 |

Shipping: \$1.95 each for any above.

135mm Telephoto Lenses

| | |
|--|--------|
| 135mm F3.8 Sun Telephoto | 19.95 |
| 135mm F2.8 preset Juplen Telephoto | 29.50 |
| 135mm F2.8 preset Spiratone | 29.50 |
| 135mm F2.8 preset Vivitar | 34.50 |
| 135mm F2.8 preset Samigon | 39.50 |
| 135mm F3.5 Cocking Automatic Schacht Travenar | 39.50 |
| 135mm F3.5 preset Meyer Optik Primotar | 39.50 |
| 135mm F4.5 Schneider Kreuznach Xenar | 49.50 |
| 135mm F/4 Jena Triotar, preset | 49.50 |
| 135mm F3.5 Angenieux Y-2 | 49.50 |
| 135mm F3.5 Schneider Kreuznach Xenar | 57.50 |
| 135mm F2.8 Schneider-Isco Fully Automatic Tele-Iscon | 59.50 |
| 135mm F/4 Fully Automatic Jena Sonnar | 69.50 |
| 135mm F2.5 Angenieux P-2 | 79.50 |
| 135mm F3.5 Fully Automatic Steinheil Tele Quinar | 79.50 |
| 135mm F3.5 Fully Automatic Schneider Kreuznach Tele-Xenar | 89.50 |
| 135mm F2.8 Steinheil Quinar, preset, chrome | 89.50 |
| 135mm F2.8 Fully Automatic Steinheil Tele-Quinar | 109.50 |
| 135mm F3.5 Internally Automatic Schneider Kreuznach Tele-Xenar for Twin TL | 119.50 |
| 135mm F2.8 Fully Automatic Steinheil Auto-Quinar, chrome | 129.50 |

Shipping: \$1.95 each for any above.

75mm to 105mm Lenses

| | |
|--|--------|
| 75mm F1.5 Jena Biotar — write for information about availability and prices. | |
| 80mm F3.5 preset Meyer Optik Primotar | 29.50 |
| 80mm F2.8 preset Jena Tessar | 49.50 |
| 75mm F1.9 preset Meyer Optik Primoplan | 59.50 |
| 85mm F/2 preset West German Kalimar | 59.50 |
| 105mm F2.5 Automatic Rokunar | 69.50 |
| 105mm F2.8 Automatic Vivitar | 69.50 |
| 85mm F1.5 West German Lithagon S-11, Click Stops | 89.50 |
| 80mm F2.8 Fully Automatic Jena Biometar | 109.50 |
| 100mm F2.8 Internally Automatic Meyer Optik Orestor | 119.50 |
| 85mm F1.5 preset Soligor | 129.50 |

Shipping: \$1.65 each for any above.

Zoom Lenses and Convertible Lenses

| | |
|---|--------|
| 140mm to 270mm Taika DuoFocus, F4.5 | 34.50 |
| 200mm F4.5 preset Tele-Lentar, converts to 600mm | 49.50 |
| 135mm F3.5 preset Tele-Lentar, converts to 400mm | 49.50 |
| 100mm to 200mm F5.6 Coligon Tele-Zoom | 59.50 |
| 95mm to 207mm F6.3 Astronar Zoom | 69.50 |
| 45mm to 135mm F3.5 Carenar Auto-Zoom, internally automatic for Exakta Twin TL | 139.50 |
| 70mm to 210mm F/4 Auto Rokunar Zoom | 149.50 |
| 45mm to 100mm F2.8 Automatic Schneider Kreuznach Variogon Zoom | 249.50 |

Shipping Charges on above, \$2.95 each

Telephoto Lenses of Longer Focal Length

| | |
|---|--------|
| 400mm F6.3 Spiratone, preset | 49.50 |
| 200mm F4.5 preset Tele-Lentar | 49.50 |
| 200mm F4.5 preset Tele-Coligon | 49.50 |
| 200mm F3.5 preset Komura | 49.50 |
| 240mm F4.5 Automatic West German Tele-Ennalyt | 54.50 |
| 200mm F3.5 Fully Automatic Aragon | 59.50 |
| 250mm F5.5 Meyer Optik Tele-Megor | 69.50 |
| 200mm F4.5 preset Steinheil Tele-Quinar in Chrome Mount | 98.50 |
| 300mm F/5 Astro-Berlin Fernbildlinse, Infinity to 12 feet, Tripod Mount | 99.50 |
| 180mm F2.8 preset Schneider-Isco Tele-Iscon, reduced | 99.50 |
| 400mm F5.6 preset Tele-Tamron with Fitted Leather Case, reduced | 99.50 |
| 300mm F/4 preset Meyer Optik Orestegor | 199.50 |
| 180mm F2.8 Fully Automatic genuine Jena "S" (Sonnar) | 249.50 |

Shipping Charges on above, \$2.95 each

Close-Up and Macro Equipment

| | |
|---|-------|
| 25mm F2.7 Bausch and Lomb Animar, fixed focus, with Exakta Bayonet, for Extreme Close-Ups | 32.50 |
| Custom-Assembled Macro Setup: Triple Helix Focusing (to 2'!). Contains 50mm F1.8 Oreston. Ultra, ultra sharp. Reduced | 49.50 |
| 105mm F4.5 Actinar Short Barrel for Bellows, in L Type Screw Mount | 19.50 |
| Exakta Bayonet for above | 5.95 |
| 135mm F4.5 Actinar Short Barrel for Bellows, in L Type Screw Mount | 19.50 |
| Exakta Bayonet for above | 5.95 |
| Hooded Reflex Finder with Finegrain Groundglass with Clear Spot | 29.50 |
| Original Novoflex Exakta Bellows, Swivels and Locks. Reduced | 27.50 |
| Twin Rail Kopil Bellows for Exakta | 14.95 |
| Twin Rail Bellows with Extra Long Extension | 19.95 |

Multiscope Bellows and Outfits

Rare Collector's Items. Priced way below Market Value, from \$98.50 to \$189.50. If you are interested, write for details.

Lens Case Special

The purchase of any used lens from this list entitles you to the purchase of a slightly used (but very good) case to protect the lens. No matter how many lenses you buy, you may buy an equal number of cases, all at the Special Bonus Price of only \$2.95 each, regardless of size, as long as our stock of slightly used lens cases lasts.

Steinheil Macro Lenses

We have a small supply of used Steinheil Macro Lenses. If you are interested, please send a stamped self-addressed envelope requesting details about these lenses.

Used Exakta Cameras

Seymour-Rebuilt Exaktas. Otto, our Service Manager, proudly insists on a 90-Day Warranty on all rebuilt Exaktas.

Special: When you order a Complete Camera Outfit, consisting of Body, Finder, 50mm, 55mm or 58mm Lens, and Case, you may deduct 10% from the total cost of these components.

Exakta Bodies (less Lens and Finder)

| | | | |
|--------|---------|----------|---------|
| VX-500 | \$49.50 | VXIIb | \$64.50 |
| VX | \$49.50 | VX-1000 | \$69.50 |
| VXIIa | \$59.50 | RTL-1000 | \$49.50 |

Shipping Charges \$2.95 per Camera.

Used Accessories

| | |
|--|--------------------|
| Camera Case | \$7.95 |
| PentaPrism with Focusing Insert | reduced to \$24.75 |
| Waistlevel Finder with Captive Groundglass (Model C) | reduced to \$15.45 |



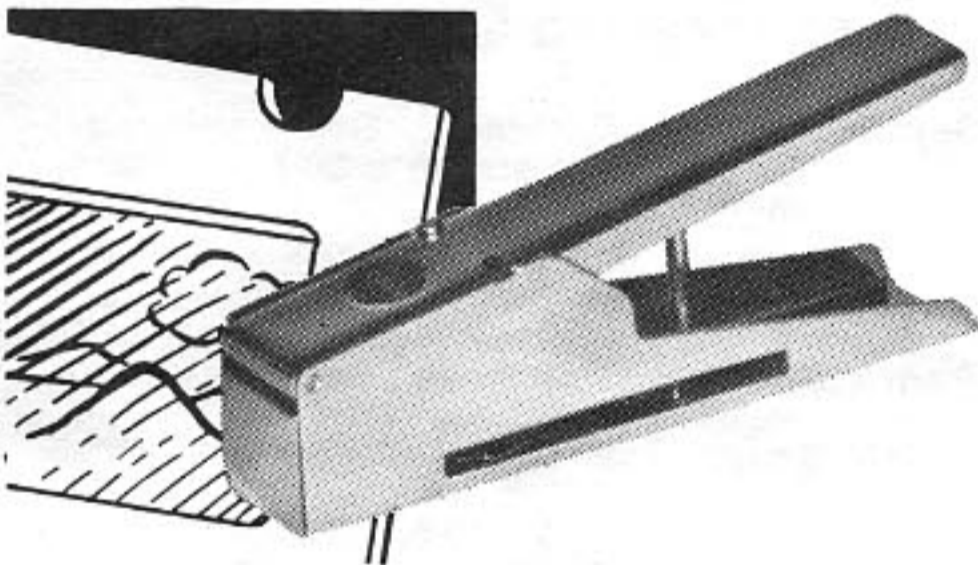
seymour's INC.
The Worlds ONLY exclusive Exakta Dealer
350 West 31 Street, New York, N.Y. 10001

Attention Experimenters!

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

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

Filter Sixpax, 6 different Filters, Pot Luck, Stock No. 6644/SXP, only \$5.94 per Sixpack, plus 95c Shipping
 2 Sixpax (12 different) \$11.88 + 1.25
 3 Sixpax (18 different) \$17.82 + 1.65



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!



Price Reduction on 50mm F1.8 Oreston Lens

When customers come to our Showroom they always single out the huge enlargements of the Shrimp Boats and the Sunset which I took in Key West, Florida. Everybody is amazed at the brilliance of the colors and the unusual clarity of very small details. Professionals find it hard to believe that these shots were taken with anything smaller than a 4x5 professional camera. If you have been in our Showroom, you know what I mean. The first question is usually: "Were these taken with an Exakta?" Of course, they were. "With what lens?" With the F1.8 Oreston! Very few people know that they can use the Oreston in their Exakta VX-1000 or older models. Most people believe that the Oreston can be used only in the Exakta RTL. While the internal automatic will work only in the RTL, there is no reason why owners of a "classic" Exakta should deprive themselves of the Oreston. The lens will be wide open for focusing and composing (at a brilliant F1.8!) When you take your picture you depress a "button" on the rim of the lens and it will close down to the taking aperture. Take your finger off, and the lens automatically opens up to F1.8. Although this is not "fully automatic", it is the closest thing to it and certainly far more convenient than a preset lens. (In the Exakta RTL the Oreston is "fully" automatic, of course.)

The designers gave you an extra "Bonus": The Oreston focuses as close as 9 inches from the front of the lens: The area of a 3x5 Index Card will **FILL** the frame without close-up lenses or extension tubes!

The 50mm F1.8 Oreston fits **ALL** Exaktas, and the front thread is a standard 49mm.

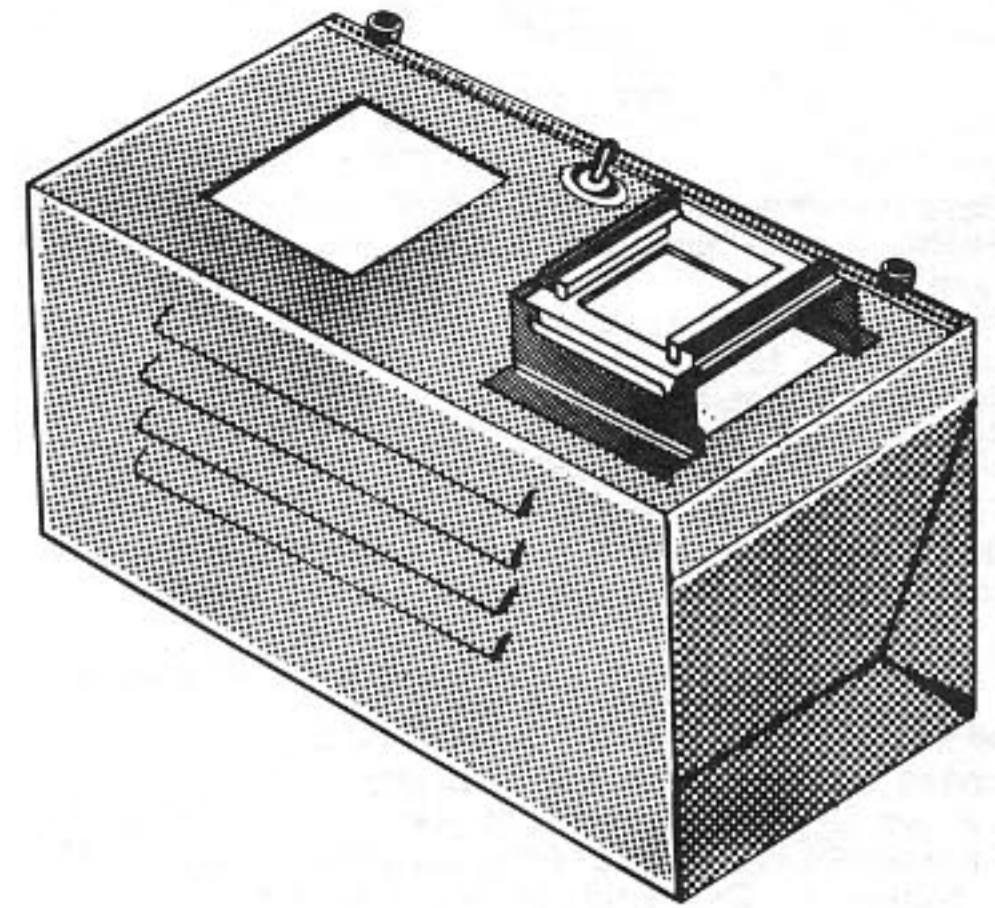
50mm F1.8 internally automatic Oreston Lens, Stock No. 1889, reduced 25%, now only \$44.95 + 1.35 Shipping

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

FREE!

With every 50mm F1.8 Oreston Lens you may request **without additional charge** your choice of:

- 49mm Rotating Polarizer
- or: Two 49mm Screw-in Filters
- or: One 49mm Screw-in Shade and one 49mm Screw-in Lenscap



Simplex Slide Copier

This is essentially the same unit as our very popular Duplex Slide Copier but without the additional exposure bulb. While the Duplex lets you use your own strobe flash unit or the exposure bulb, the Simplex uses only your own strobe flash unit. Most people copy their slides with strobe flash and do not need the bulb. The Simplex saves you \$30.00 but if you'd rather have the Duplex, we have them both!

Like the Duplex Slide Copier, the Simplex lets you copy any size slide (110, 126, 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 underexposure, 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 any additional equipment you may want to order).

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. A Filter Holder is also provided. The unit carries a full One-Year Guarantee.

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

Original Ihagee-Dresden Accessory Shoe for Classic Exakta

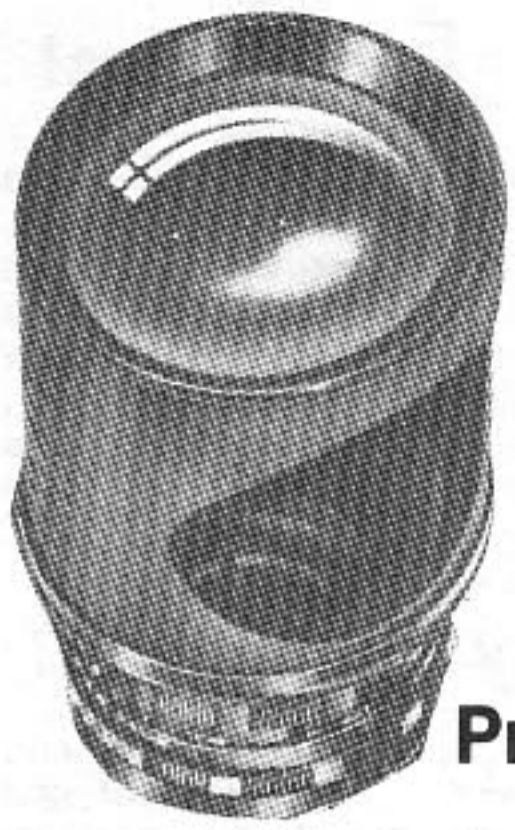


Through Special Arrangement with the Dresden Exakta Factory we are now able to offer you again the **Original** Ihagee-Dresden Accessory Shoe for the Classic Exakta. The All-Metal Accessory Shoe is made in the Dresden Exakta Plant. It fits securely on the Eyelevel PentaPrism of the Classic Exakta. It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

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

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

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



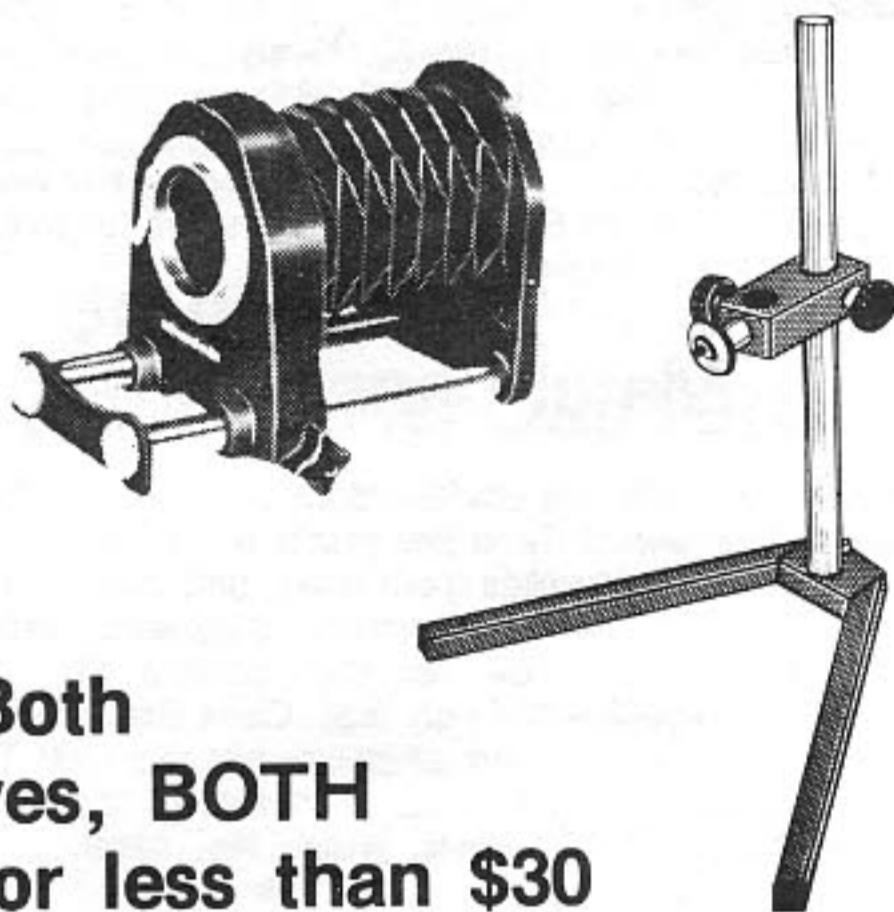
Price Reduced

Angle Scope Doubles as Copy Stand

If you do a great deal of copying, etc., a Copy Stand is a worthwhile addition to your arsenal of accessories. But if you do only occasional copying, the Angle Scope will do just as well at much lower cost.

Place your camera on its back on any table with the lens pointing towards the ceiling. Attach the Angle Scope to the lens and you will actually shoot at right angles to the lens axis. Place the original which you want to copy in front of the side opening of the Angle Scope and shoot. In addition, the Angle Scope will let you photograph "Candid Camera Shots" because the picture you take is actually at right angles to the direction in which you point your camera. Indoors or outdoors, the Angle Scope is an indispensable accessory. During this Sale you can buy it at a substantially reduced price:

**Angle Scope with Series VII Fitting,
Stock No. 1912, Sale Price only \$17.50 + 1.35
Lens Adapter (state mm) \$4.95**



**Both
yes, BOTH
for less than \$30**

We have combined two of our Best Sellers into a **Super Value Package**:

Yes, it is true, for less than \$30 you get our Versatile Copy Stand and the Original Ihagee Proxette Bellows!

This gives you the greatest versatility for copying, table top photography, etc. The Proxette Bellows Unit is described elsewhere in this issue.

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

Super Value Package, Proxette Bellows and Versatile Copy Stand, Stock No. 1466, slashed to \$29.95 + 2.45 Shipping Charges

Above plus Twin Lighting Unit with Flexible Arms and Reflectors, Stock No. 1488, complete, only \$49.95 + 2.95 Shipping Charges



**Professional Tripod
Reduced to \$19.95**

There was never any doubt in anybody's mind that the Tripod had three legs. But since we showed it with only two sections extended, many customers wrote in and asked how many sections there were. There are three! We just didn't want to use more space for the picture. Be reassured: there is an additional section inside every one of the three legs. You just can't see it. I guess it was the low price that confused people. Let me reprint the story from the previous issue.

A Tripod must be **rock steady**. Otherwise you are better off handholding your shots. But a Tripod must not weigh a ton either. Otherwise you are tempted to leave it at home. A Tripod must have all the features to make it versatile and useful. All right, here is a Tripod with all the features a photographer needs but at a price which is absolutely unbeatable in today's market. But low price makes a bargain **only** if your money buys what you need and want. Judge for yourself whether the Tiger Professional Tripod has all the features you need and want:

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

Professional Tripod, Stock No. 2075, now during Sale, reduced to \$19.95 + 2.95 Shipping.

**Our Telephone Number
(Area Code 212) 244 - 1150
We have 3 Lines:
You rarely get a Busy Signal
Company Policy: No Collect Calls**

Page 19



Professional Color Enlargements Special "Sale" Prices

If you have seen the Color Enlargements on the walls of our Showroom you know what we mean when we speak of breathtakingly beautiful Color Enlargements. We supply only **one** quality: The Best. Every Enlargement is a Show-off Picture. Let us show you how we can transform your slides into serenely beautiful large decorative pictures.

More than 70% of our Color Orders are now Repeat Orders from customers who are delighted with our Color Work. We would like to get more "first" orders and have slashed our prices during this Sale. No compromise on quality. And it still takes about 3 weeks to get the finished prints back to you.

We will give all Enlargements a "Silk" Finish unless we prefer a high gloss for artistic reasons. Leave it to us.

8x10 Color Enlargements:

One Print \$6.95 + 1.50 Shipping
Two or three Prints, each \$5.95 + 1.50 (Total)
Four to nine Prints, each \$4.95 + 1.50 (Total)
Ten or more Prints, each \$3.95 + 1.50 (Total)

11x14 Color Enlargements:

One Print \$9.95 + 1.50 Shipping
Two or three Prints, each \$8.95 + 1.50 (Total)
Four to nine Prints, each \$7.95 + 1.50 (Total)
Ten or more Prints, each \$6.95 + 1.50 (Total)

16x20 Giant Color Prints:

One Print \$18.95 + 2.25 Shipping
Two or more Prints, each \$14.95 + 2.25 (Total)

**Otto wants to get
into the Act!**



The "Service Package" (Cleaning, Lubricating, Checking of Functions, Minor Adjustments on Exakta Cameras) is now \$34.95 + 2.95 Return Shipping Charges.

Otto Schraub, our Service Manager, insists on conducting his own "Sale". During the Sale he will accept Exaktas for Cleaning and Lubricating ("Service Package") at the previous price of \$29.50 + 2.95 Return Shipping Charges. Take advantage of this opportunity. It saves you a Cool Five Bucks!



"Floating" Lucite Box Frames

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

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

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

Camera Stores and Frame Stores are getting highest prices for these clear box frames. Before you buy ours, check the stores in your neighborhood for the prices they charge for their floating frames. I myself have never seen 8 x 10 Floating Box Frames under \$5.95 (perhaps \$4.95 in a so-called "Discount" Store.) But, as I said, I want you to do your own comparison pricing before you buy our frames!

Floating Lucite Frames, Stock No. 2149, Set of 2 Frames, \$2.89 + 85c Shpg. Chgs. "Grouping" Special: 6 Sets (12 Frames) only \$13.84 + 1.25 (Save an add'l. \$3.50) "Picture Wall" Special, 12 Sets (24 Frames) only \$24.68 (save an additional \$10.00) Single Sample \$1.98 + 65c.

Additional 20% Discount During Sale

Take 20% off the above low, low prices on all orders for 6 Set (12 frames) or more.

Attention Quantity Buyers:
Special Sale Prices for larger quantities.
72 Lucite Box Frames \$49.50 + 4.85 Shipping
144 Lucite Box Frames \$79.50 + 6.85 Shipping
(No additional discount on orders for 72 or 144.)

**15 Days Money Back
on Any Item in this Issue**

Special: Packaged by CBS/COLUMBIA RECORDS

Can you use Five-Inch Reels with 900 ft. 1 Mil Studio Quality Tape? CBS/Columbia Records packaged this tape in deluxe Cardboard Boxes. The 900 ft. Reel gives you 1 1/2 Hr. Stereo or 3 Hours Mono Recording Time of Studio Quality. **CBS Five-Inch Reel, 1 Mil Polyester, boxed, Stock No. 0517/9**

10 at \$1.49
50 at \$1.29

25 at \$1.37
100 at \$1.22

Blank Cassettes

These Cassettes are Low-Noise Standard Magnetic Recording Tape, not Chromium Oxide. This means that they can be used in ANY Cassette Recorder. We offer them at incredibly low professional prices. Stock up! It's too good an opportunity to miss!

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

30-Minute C-30, Stock No. 1869/30

Lots of 10, 59c each

Lots of 25, 53c each

Lots of 50, 49c each

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

Lots of 10, \$1.09 each

Lots of 25, 99c each

Lots of 50, 92c each

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

Lots of 10, \$1.29 each

Lots of 25, \$1.18 each

Lots of 50, \$1.09 each

Shipping Charges: 10 Cassettes 95c

25 Cassettes \$1.60

50 Cassettes \$2.10

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



A Gift in Appreciation of Your Patronage

"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: Free Redwood Pocket Spray, No Charge.**

Protect Your Recordings!

There are three ways to protect your treasured recordings. You can store them in Library Stands, in Boxes or in Metal Cans. I don't have to tell you that professional recordists keep their recordings in metal cans because metal protect their tapes not only from dust and grit but, more importantly, from stray magnetic fields. Whichever way you want to protect your recordings, we have the "protectors".

Tape Library Ring Stand

These are individual ring-shaped containers with "feet" to make them stand up. They close around the perimeter of the reel but do not obstruct the labels on the reel. They are made of heavy-gauge high-impact plastic and are virtually indestructible.

Tape Library Ring Stands, Stock No. 1913/RS 10 (Min. Order) 75c each. 25/69c each. 50/65c each. 100/60c each.

Shipping: Up to 25: \$2.00 plus 50c for every additional 25 Stands.

Deluxe Plastic Top Tape Box

You thought there was nothing new in Tape Boxes, did you? This Tape Box was designed by a veteran of more than 10,000 recording hours. It has a cardboard "liner" to protect the edges of the reel from bouncing against the plastic, and a high impact plastic box shell to protect the tape from being crushed. This means that you can keep your tapes like books, library fashion, or stacked one on top of the other. The spine is absolutely square and flat and your tape library will look neat, uniform, and professional. You can write directly on the box and you can wipe off the writing! If you prefer, you can attach labels to the spine, too. The deluxe Tape Box is available only for 7" Reels.

Deluxe Tape Box, Stock No. 0881,

25 Boxes (Min. Order), 89c each

50 Boxes 78c each

100 Boxes 67c each

Shipping: First 25 Boxes, \$2.75 plus 90c for every additional 25 Boxes.

Metal Cans

Metal Cans are the professional's way of storing tapes. Our Metal Cans are made of quality steel. Tight fit protects tapes from dust, grit and grime. Steel shields tapes from stray magnetic fields. Circular male ridges on the bottom fit into matching female ridges on top. Cans cannot slide and spill. As a friend of mine put it: "If it's worth recording, it's worth protecting."

Metal Cans for 7" Reels, Stock No. 0899

25 Cans (Min. Order) \$1.09 each

50 Cans 98c each

100 Cans 87c each

Shipping: First 25 Cans \$3.95 plus \$1.15 for every additional 25 Cans.

Mix Them For Quantity Prices

You may mix Library Stands, Deluxe Boxes, and Metal Cans to obtain quantity prices. This means: 25 Library Stands, 50 deluxe Boxes, and 25 Cans will take the 100 lot prices.

100 Children's Songs on Four 12" Records

Children's Songs on Four 12" Long-Play Albums, Stock No. 1905, an honest \$19.95 Value. While they last, grab them at \$3.95 + 95c Shipping. (That's for the Set of Four, NOT per Record!)

Studio Quality Recording Tape at Incredibly Low Prices

The Giant Recording Companies buy Recording Tape in mindboggling quantities "on contract". This means: they sign a contract for hundreds of thousands of reels of tape. Their contracts are usually for more tape than they actually use: the more they buy, the lower the price.

We have made an agreement with a large (and we mean LARGE) Recording Company for their excess tape. We are told that they buy it on very large reels and re-spool it as they need it. For us they spool it on 7" Reels and ship it in bulk. They sell it to us at cost: it gives them an outlet for their tape overage.

This way we buy this premium quality tape at a very low price. We are satisfied with a low mark-up, depending on a large turnover. Now you know why you can buy this Professional Tape at such unbelievably low prices. But low price is only half the story. The real reason why we sell so much of this tape is its quality!

Specifications

- Studio Quality
- Professional Oxide Formula
- Linear Response, 2 db, 15 to 20,000 Hz
- No Dropouts
- No Special Bias Setting Needed
- Low Hiss
- Overload Tolerance
- Lubricated Polished Surfaces
- Tensitized Mylar Base

Guarantee

We guarantee every Reel to be free from defects and to conform to the above specifications or we will replace it, free of charge, with a brand new Reel if the original Reel is returned to us within 90 days of purchase, no matter how often the Reel has been recorded and re-recorded. No ifs, ands, or buts. No fine print!

SALE on our best-selling Recording Cassettes

We are really grateful for the wonderful response to our offer of High Output/Low Noise Recording Cassettes. Re-order after re-order encouraged us to sign a contract for a large (very large!) supply, especially of the best-selling size, the 90-minute Cassette.

All right, the contract has been signed and a large shipment is in the house. And more shipments are coming in every month. To convince you to send us larger orders we have cut the previous low price to an incredibly low level. And the more cassettes you buy, the more you save!

These are our regular Low Noise/High Output Screw-Assembled Cassettes with Clear Plastic Leaders at both ends with Spring Mounted Pressure Pad. Even at our special Sale Price we guarantee every cassette and will replace it with a brand new one, regardless how often recorded and re-recorded, if you find it defective in any way and return it to us within 90 days. **Low Noise/High Output Recording Cassettes, Stock No. 1869/90**

Lots of 10 (Min. Order) \$1.09 each

Lots of 20 \$1.03 each

Lots of 40 99c each

Lots of 100 88c each

Lots of 1000: Write and twist our arm!

Shippg.: 10/95c, 20/1.40, 40/1.90, 100/2.90

Special Price of Norelco Type Plastic Boxes

if bought with an equal number of cassettes,

10c each. Extra Special: Send us your order

for 100 C-90 Cassettes and we will give you

100 Norelco Type Boxes free.

Change in Packaging Forces Price Reduction

We have decided to supply all our Tapes in Individual Boxes from now on. Most of our customers usually buy boxes with all the tapes they buy. To simplify packing and shipping, we will now prepack all tapes in our new Plastic Top Boxes.

This leaves us with a large inventory of bulk-packed unboxed tape which we must sell at give-away prices. Take advantage of this unusual Sale! Buy as much tape as you will need for many months to come! You will never buy Quality Tape at these prices again!

You may still buy our Boxes, Ring Stands or Metal Cans, and put the tape into the boxes when you receive it. Look at the Savings!

Studio Quality Recording Tape, unboxed

| 1200 ft. 7" Reel, Stock No. 5670 | | |
|----------------------------------|------------------|------------------|
| | Reg. Price, each | Sale Price, each |
| 10 Reels..... | 2.19..... | 1.18 |
| 25 Reels..... | 2.09..... | 1.14 |
| 50 Reels..... | 1.99..... | 1.09 |
| 100 Reels..... | 1.78..... | .99c |

| 1800 ft. 7" Reel, Stock No. 5680 | | |
|----------------------------------|------------------|------------------|
| | Reg. Price, each | Sale Price, each |
| 10 Reels..... | 2.92..... | 1.64 |
| 25 Reels..... | 2.78..... | 1.53 |
| 50 Reels..... | 2.63..... | 1.42 |
| 100 Reels..... | 2.37..... | 1.29 |

| 2400 ft. 7" Reel, Stock No. 5690 | | |
|----------------------------------|------------------|------------------|
| | Reg. Price, each | Sale Price, each |
| 10 Reels..... | 3.59..... | 1.94 |
| 25 Reels..... | 3.38..... | 1.76 |
| 50 Reels..... | 3.16..... | 1.63 |
| 100 Reels..... | 2.98..... | 1.49 |

Shipping Charges

First 10 Reels \$2.00. Add'l 10 Reels 75c per 10.

Library Stands, Plastic Top Boxes, Metal Cans at Special Prices

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

Library Ring Stand, Stock No. 1913/RS, Reg. 75c, with Tape 39c each

DeLuxe Plastic Top Boxes, Stock No. 0881, Reg. 89c, with Tape 54c each

Metal Can, Stock No. 0899, Reg. \$1.09, with Tape 69c each

Grab Bag Recording Cassettes

Save on "Left-over" Recording Cassettes! Miscellaneous Brands, all Low-Noise, High Fidelity Tape. We have put them up in "Lots" at a ridiculously low price. Now you can afford to record many things which were, heretofore, too expensive to record.

All cassettes are perfect. You cannot select at this price but you will get more than your money's worth!

Every "Lot" consists of an equitable value of C-90, C-60, C-30 and perhaps some C-120 Cassettes. Some lots will be "mixed" (i.e. various lengths), others may be all C-60 or all C-90 (not all C-30, don't worry!). All cassettes are packed in bulk, without individual plastic boxes and you cannot buy plastic boxes at the special prices. (Plastic Norelco Type Boxes will cost you 20c each.)

Each Grab Bag contains 20 Cassettes and you may order as many Grab Bags as you want as long as the cassettes last. At our special Grab Bag Sale Price each cassette costs you just 49c. Read that again: forty-nine cents! In fairness to all customers, orders will be filled on a first-come basis.

Recording Tape Cassette Grab Bag, 20 Cassettes, unboxed, Low-Noise/High Fidelity, Stock No. 8778/GB, \$9.80 + 1.40 Shipping

CLOSE-OUT 7" Reel-to-Reel Tape

This is perfectly good tape, brand new, made by Ampex for their Shamrock Brand. We no longer have a contract with Ampex and want to close out our remaining stock. The Tape comes in the Original Shamrock Hinged Box. We have only the 1800 foot reels left and will fill orders as long as we have them. Stock up at these low prices!

1800 ft. Ampex Shamrock Tape, 1 Mil Polyester, 3-Hour Stereo (or 6-Hour Mono), in original Shamrock hinged boxes

10 at \$1.49 25 at \$1.39 50 at \$1.29

100 at \$1.19 500 at \$1.09 1000 at 99c

Remember: These prices include the Boxes.

Shipping: First 10 Reels, \$2.00 plus 75c for every additional 10 Reels.

Norelco Type Clear Plastic Tape Boxes

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

Norelco Type Clear Hard Cassette Boxes (Min Order 25). Stock No. 1869/BX, Lots of 25, 29c each. Lots of 50, 27c each.

Shipping: 10/45c, 25/65c, 50/95c.

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.

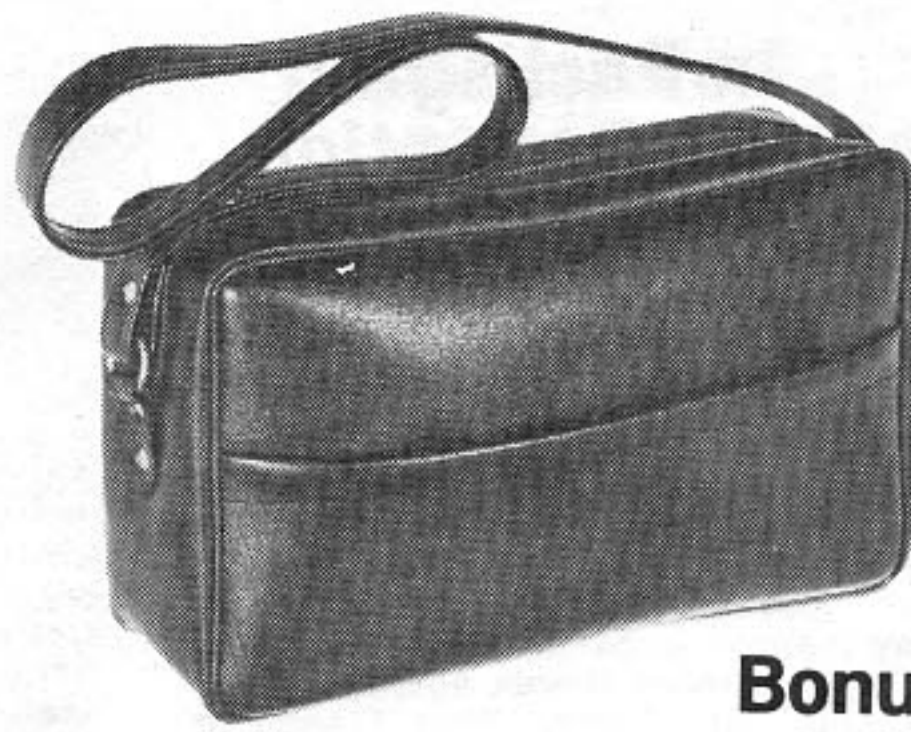
Children's Record Set of Four 12" Long Play Albums, Stock No. 1905, Clear-the-Shelves Sale Priced at an unbelievably low \$3.95 + 95c Shipping. (Yes, that's for the Set of Four, NOT per Record!)



40% off!!!

Focusing Microscope for Enlargements

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



Bonus Buy.

The "VOYAGER" Gadget Bag.

The VOYAGER is our "Ideal Size" Gadget Bag, 14"x9 1/2"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.**



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.**



Must Reduce Inventory! Developing Timer at Half Price!

There is a professional secret to making sparkling enlargements with brilliant highlights and saturated deep dark shadow areas. The secret: establish the correct developing time for your prints and never vary it. Vary ONLY the

exposure! Are you in the habit of watching your prints in the developer and yanking them out when they threaten to get too dark? Nine out of amateurs do just that. It's wrong! Here's the professional secret: Cover one half of a best 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, a great Bargain at our regular price of \$6.45, now, during Sale, cut right down the middle to only \$3.23 + 55c



Price Slash on Trans-Lux Enlarger

This is the first (and probably the last) time we offer our most popular Enlarger at an unbelievably low price.

- Takes 35mm, 126 and Half Frame 35mm Masks included
- Double Condensor Lighting System
- Micromatic Focusing
- Black-and-White or Color Printing (Color Filter Holder included)
- Glassless Film Carrier to avoid Newton Rings
- Large 14"x19" Baseboard
- Precision Performance
- Easily Stored, Quickly Set Up

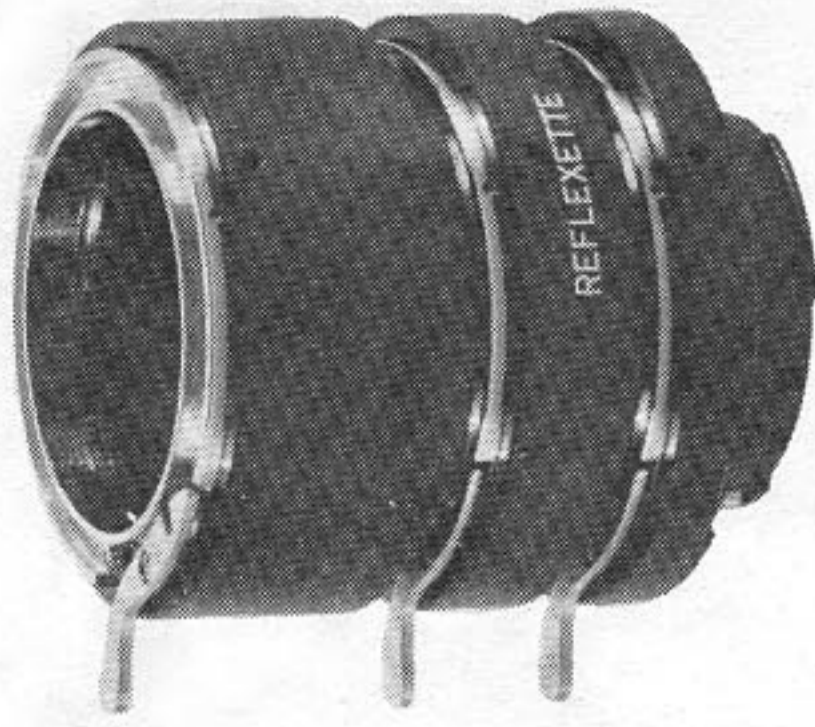
Trans-Lux 35mm Enlarger with Double Condensor, less lens, Stock No. 1862, during Sale slashed to an unbelievably low \$49.50 + 3.45 BONUS BUY: Ultra Flat Field Enlarging Lens, 50mm F3.5, Stock No. 1870, if bought with Trans-Lux Enlarger, only \$14.95. Read that again: only \$14.95!

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**

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**



on the film! Can't you just hear your audience gasp when you project these ultra close-ups on your screen! The Reflexette LALATAB (an acronym for "Large as Life and twice as Beautiful") comes in 3 sections. Each section is complete with Male and Female Exakta Bayonet. The Oreston Lens, without the LALATAB, will focus from Infinity to about 11 inches. With LALATAB Section One the range is from 11 inches to 5 inches and goes all the way down to 3 1/2" with all three sections. Life Size (1:1) is obtained with Section 2 and the Oreston set at Infinity. The LALATAB is the simplest and most ingenious Macro Device for the Exakta. It fits all Exakta Models. (With the Twin TL it requires the Adapter TW/CLA, \$9.95). You may wonder why we mention only the 50mm Oreston. Couldn't the LALATAB be used with ANY 50mm lens? Of course, it can, but the results will not be quite so spectacular. The reason: the superior correction of the Oreston.

Reflexette's LALATAB

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

If you now own a 50mm F1.8 Oreston Lens, you can convert it easily and inexpensively into the World's Most Highly Corrected Macro Lens (and if you do not own an Oreston, you can buy one now and save \$10.00 on the combination. Details below).

Reflexette Brings you the LALATAB, a new ingenious device which will make your Oreston do double duty. You can now extend its focusing range from Infinity to 1 1/2 times life size

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

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

COMBINATION DEAL

LALATAB Macro Device plus slightly used 50mm F1.8 Oreston, Special Combination Deal, Stock No. 8874, unbelievably low priced at only \$42.29 + 1.85 Shipping

ORDER BLANK

Do not write in this Box

577

Be sure to fill in Shipping Label at Bottom

MAIL TO
SEYMOUR'S, INC.
350 WEST 31 STREET, NEW YORK, N.Y. 10001

Date
Please hand print or type your name and address.
NAME
ADDRESS
CITY, STATE, ZIP

| Do not use | STOCK NUMBER | HOW MANY? | DESCRIPTION OF ITEM | SIZE (49mm, Ser. VII, etc.) | PRICE | Shipp'g Charges |
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Total Merchandise \$
 Tax \$
 Total Shipping \$
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NEW YORK STATE RESIDENTS:
 The law requires us to collect
 State plus Local Sales Tax.

Minimum Mail Order: \$5.00

Important: We prefer to ship orders by United Parcel Service. Whenever possible, give local Street Address. UPS cannot deliver to a Post Office Box.

Print your name and address carefully. This will be your SHIPING LABEL

From **SEYMOUR'S, Inc.**
 350 WEST 31 STREET, NEW YORK, N.Y. 10001

To
 NAME
 ADDRESS
 CITY, STATE, ZIP

RETURN REQUESTED

ORDER BLANK

Do not write in this Box



Safari Cube-Foam Attache Cases Last Time at the Old Prices!

Do you know that we held the prices of our Attache Cases for nearly ten years? We have sold thousands of these cases. Every time we re-ordered them, the manufacturer "regretfully" increased the price. Last time we ordered, we paid 80% more than our original cost and our next order will cost us exactly twice as much as we originally paid. For ten years we did not have the heart to increase the prices to our customers. But we cannot keep the old prices indefinitely. We want to give everybody one more chance to buy his Safari Attache Case at the traditional price of \$19.95. For the duration of this Sale you may order your Safari Cube-Foam Attache Case at the old price!

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, crack or crumble
- Extra Bottom Layer of Foam
- Additional Foam Sets Available
- Generous Size
- Everything in Sight
- Unequaled Protection
- "Flight" Weight
- Made in U.S.A.

The SAFARI Foam Fitted Case cushions your Equipment and protects it from jolts. 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!**

The Dimensions are: 17x12x4 Inches
SAFARI Cube-Foam Attache Case, Stock #1855,
during Sale still only \$19.95 + 1.95 Shipping

"Super Safari"

Our Standard Size "Safari" Cube Foam Fitted Case is our best selling equipment case. But once in a while a customer asks us whether we can supply the same idea in a larger case. Now we can! The Super Safari is the same as the Standard Safari but Super Size:

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



Hard-to-Find Lenses Limited Supply

First Come, First Served

100mm F2.8 Automatic Macro Sigma, from Infinity to 1:1, for all Exakta Models (specify), Stock No. HTF/366, complete with Case, \$149.50 + 2.95 Shipping.

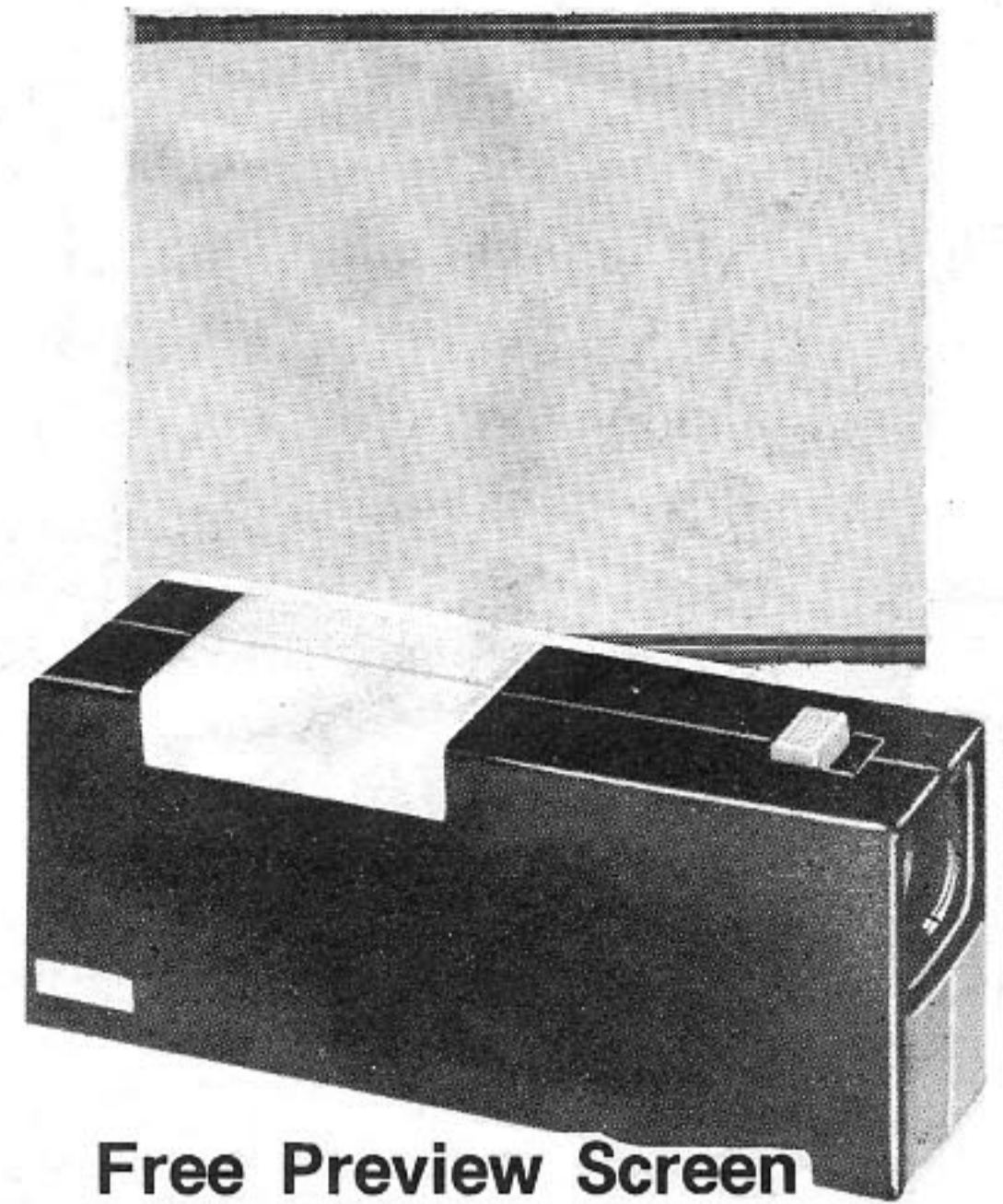
135mm F/4 Automatic Jena "S" (Sonnar) for Classic Exakta, Stock No. HTF/367, \$99.50 + 1.95 Shipping.

135mm F2.8 Automatic Schneider-Isco for Classic Exakta, Stock No. HTF/368, complete with Case, \$99.50 + 1.95 Shipping.

135mm F3.5 Automatic Schneider Kreuznach Tele-Xenar for Classic Exakta, Stock No. HTF/369, \$99.50 + 1.95 Shipping.

200mm F3.5 Automatic Uniphot for Twin TL and "42", Stock No. HTF/370, complete with Case, \$69.50 + 1.95 Shipping.

Remember: Limited Supply. Second and third choice will help.



Free Preview Screen with Projection Pointer

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

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

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

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

Shipping Charges for Screen 95c

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

Bulk Rate
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