



EXTRA EXTRA

Factory Supplies Seymour's with Eyelevel Prisms for Classic Exakta

Have you been turned down everywhere when you tried to buy an Eyelevel PentaPrism for your Classic Exakta? Now you can obtain it from Seymour's-Exakta.

These are the original DRESDEN MADE Prisms. We were granted an exclusive on a relatively small run of these scarce prisms. You can now order one (or more) for immediate delivery. They fit all Classic Exakta Models (V, VX, VXIIa, VXIIb, VX-1000, VX-500.) You have your choice of MicroGrid or Split-Image Insert. This is the first announcement and we know that there will be a "run" on the Prisms. Order immediately! **Eyelevel PentaPrism* for Classic Exakta, complete with Focusing Insert \$49.50 + 1.35 Shippg.**

*Stock No.2037/M with Fresnel/MicroGrid
Stock No.2037/S with Fresnel/Split Image.
Case for Prism [will take Waistlevel Finder interchangeably], optional, \$3.50.



Incredible Price Reduction on Best Wide Angle Lens for Exakta RTL-1000

When we describe this lens as the Best Wide Angle Lens for the Exakta RTL-1000, we do so advisedly. The 29mm F2.8 Internally Automatic Oreston has the same unbelievably sharp correction as the 50mm F1.8 Oreston. Need we say more? If you have an Exakta RTL-1000, you cannot afford to be without this Wide Angle Lens. There just isn't any other wide angle lens which will match it or even come near!

Why, then, do we offer it at a greatly reduced price? First: Because it fits **only** the RTL Model. This limits our market. And Second: Because we goofed and ordered too many: we based the quantity on the **total** number of Exaktas in use, instead of the number of one specific model. Now, if you own this model (the RTL-1000,) you are in luck: You save a FANTASTIC AMOUNT OF MONEY: **29mm F2.8 Internally Automatic Orestogon Wide Angle Lens for RTL-1000, Stock No.1917, Special Sale Price \$59.50 + 2.95 for the Velvet-Lined Pouch and \$1.35 Shipping Charges.**

Issue No. 775

Exakta News

SEYMOUR'S INC.

The Worlds **ONLY** exclusive Exakta Dealer.

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



Automatic 135mm F1.8 Genuine Rokunar

50% off!

A few years ago, a 135mm F1.8 Automatic Exakta Lens would have sold like the proverbial hot cakes. The lenses would have been torn out of our hands. Regardless of price! A few years ago, people had the money. But — a few years ago there was no 135mm F1.8 Exakta Lens! Now there is such a lens but people don't have the money to pay for such an expensive lens.

To tell the truth, we did not sell nearly as many lenses as we thought we would. But we bought them, have them, and cannot afford to keep them. We must liquidate at least part of the money we have tied up and there is only one way to do this, even if it hurts: Reduce the price and reduce it drastically!

Our regular selling price, as shown in the Exakta News Volume 24, No.2, was \$249.50. Although this was by no means a high price for a 135mm F1.8 Fully Automatic genuine Rokunar, it was more than many people could afford these days, no matter how desperately they would have liked to have this ultra-fast Rokunar Telephoto Lens. This left us no choice: we had to lower the price, regardless of our cost and we decided to do a real axe job on the price and sell them in one fell swoop for less, but ready, money!

Strange, how you can **feel** the quality of a lens by handling it. Rokunar lenses always **feel right**. One senses the precision, the quality, long before the first tests shots really show the superb quality. The 135mm F1.8 Fully Automatic Rokunar is a **true Rokunar!** It gives you wire sharp telephoto shots, even under the most adverse light conditions. And since you focus and view at F1.8, the Viewing Image is ultra bright and the focus ultra sensitive. now you can use your telephoto lens for shots where you formerly had to compromise by using your normal lens. And I might as well mention the 50% price reduction once more. It hurts only when I laugh.

135mm F1.8 Fully Automatic Rokunar, Stock No.2143, Special Sale Price, only \$124.75 plus \$7.85 for the mandatory deLuxe Case and \$1.85 Shipping Charges.

For Exakta RTL: add \$4.80
For Exakta Twin TL, add \$6.95

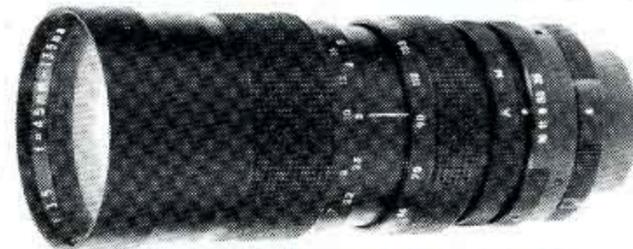


Lens Bargain of the Year!

You probably know that I attended the International Camera Convention "Photokina" in Cologne, Germany. Through the good offices of one of my oldest business friends I was able to purchase a quantity of a superb fully automatic German Wide Angle Lens far below the current market price. Reason: The large German "Konzern" which had placed the original order with Schneider-Isco suddenly found itself insolvent and I was at the right place at the right time and snapped up the bargain!

Based on current factory prices, the lens would have to sell for \$96.50. How would you like to buy it for exactly **half that price?** Well, you can, but:

We have quite a few of the lenses but we know that they will sell out fast at this price. In fairness to all of you, it will have to be strictly "First Come, First Served." Please send in your order right away if you really want one of these lenses. **35mm F2.8 Fully Automatic Schneider-Isco Westromat Wide Angle Lens, Stock No.1980, Special While-they-Last Price \$48.25 + 2.95 for the Velvet-Lined Pouch and \$1.25 Shipping Chgs**



New! "Ideal Range" Fully Automatic Zoom Lens

Yes, I know you have been waiting for a Zoom Lens in the range from moderate Wide Angle, via "Normal Focal Length", through Portrait Range, to moderate Telephoto. And **you** know that **we** have been bothering manufacturers to give us such a lens. At last: Success!

The new Exaktar/Carenar 45mm to 135mm Fully Automatic Zoom Lens covers exactly the range we were hoping for. We consider it the **ideal** range because it contains such valuable focal lengths as 45mm, 55mm, 65mm, 75/80mm, 90/100mm, as well as 125/135mm.

The Lens is ultra sharp over its **entire** range. It is free from distortion. It is free from internal flare. And it is 100% color corrected.

The Exaktar/Carenar 45mm to 135mm Automatic Zoom Lens is available for all Exakta Models and you must tell us whether you want it for the Classic, the RTL-1000, or the Twin TL Model.

We bring you the Lens at a very attractive price. It is now in stock for immediate shipment. **45mm to 135mm F3.5 Fully Automatic Zoom Exaktar/Carenar, Stock No.2135, only \$179.50 plus \$8.95 for the Case and \$1.95 Shippg. Chgs.**



Clear Plastic

"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 Plastic "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!



Clear Plastic Box Frames, Stock No.2149, Set of 2 Frames, \$2.89 + 85c Shipping Charges. "Grouping" Special: 3 Sets (12 Frames), only \$13.84 + 1.25 (Save an additional \$3.50!) "Picture Wall" Special, 12 Sets (24 Frames) only \$24.68 + 2.45 (Save an additional \$10.00!)



New from Honeywell: Strobolite Model 28

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

Compared to the Honeywell Strobolite Model 14, the effective Light Output has been doubled! The Strobolite 28 has a very respectable Guide Nr. of 28 for ASA25! While the size is slightly larger than the Model 14, it is still unbelievably small for such a powerful unit: 1 1/2"x3"x2 3/4" and the whole unit weighs all of four ounces! It is powered by two 1.5 Volt Penlight (AA) Batteries. It has both PC Flashcord and Hot Shoe Contact, making it a universally usable strobe unit.

Additional Features:

On-off Switch, Flash Test Terminal, Exposure Chart, Ready Light.

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

Honeywell Strobolite 28, Stock No. 2150, Special Offer, \$14.95 + 85c Shipping Charges. Batteries, (2 needed,) Dry Cells, 2 for 49c Alkaline, 2 for \$1.39



What will This Lens Cost a Year from Now?

Remember what happened to the prices of Steinheil Lenses? When they were discontinued, prices for used ones skyrocketed till they sold for more than twice the original prices for brand new ones! We have no reason to doubt that exactly the same will happen to the price of the 135mm F2.8 Fully Automatic Schneider-Isco Tele Iscaron.

When our supply is gone, there won't be any more of them. Perhaps we should hold on to them and watch their value go up. You know, of course, that we don't do business that way. We will sell them at a low price as long as we can.

The superb solid construction of this lens, its precision, its smooth operation, its beautiful finish and, most important, its ultra sharp correction, have made it the most highly prized lens in any Exakta Owner's Arsenal. To say nothing of the hand made deLuxe Case, padded, plush lined, and covered (in seamless construction) with butter-soft premium quality genuine Glove Leather.

As long as we have them (and we don't have too many of them) you may order them at a price which is unbelievably low for a fully automatic, wire sharp, fast, genuine German Telephoto Lens: **135mm F2.8 Fully Automatic Schneider-Isco Tele-Isaron, Stock No.2133, \$86.50 + 5.95 for the Case and \$1.65 Shipping Charges.**



Attention Owners of RTL-1000:

You can now equip your camera with the Original Jena 50mm F1.8 Pancolar! This internally automatic lens is the ultimate in correction, color rendition, image contrast. Nothing like it! The culmination of 100 years of Jena's quest for perfection.

You can buy the lens outright or you can trade in your 50mm F1.8 Oreston.

50mm F1.8 Internally Automatic genuine Jena Pancolar for Exakta RTL-1000, Stock No. 2030, \$64.50 plus \$1.45 Shipping Charges.

Trade: Above Brand New Lens in exchange for your 50mm F1.8 Oreston (if in good condition) Exchange Price \$29.50 + \$1.45 Shipping. (Other lenses acceptable in trade, too. Describe yours and request quotation.)



EXAKTA TWIN TL

The New Exakta Twin TL has all the features of the previous models. It embodies the same legendary engineering skill and the same excellence in individual precision assembly. A camera worthy of its name!

The basic Twin TL Mount is a miracle of engineering. It has the **widest** unobstructed opening of any 35mm camera. This means that you can use lenses which would vignette (cut off corners) in any other camera and it means that the Lens Adapters (for Pentax Lenses, etc.) fit **inside** the camera lens mount, permitting a FULL Focusing Range of all lenses, including "adapted" Lenses and Old-Style Exakta Lenses.

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

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

"What the film sees is what the meter gets!"
A push-button switch puts the meter into the

circuit and, at the same time, causes your lens to respond to the Light Meter. You can switch it at will but there is a great design idea: A split second after you trip the shutter the meter automatically shuts off (making your battery last three times as long as in other cameras) and puts the lens back into the fully automatic mode. You can take subsequent shots at the previous meter reading which remains "locked" into the lens: Your lens will close down to the same F/Stop as before if the light has not changed. If the light has changed or if you want to take a new reading, just push the switch down and the automatic process will simply repeat itself.

It goes without saying that in such a sophisticated camera the meter and the shutter are **coupled to each other**. Change the shutter speed and the meter will automatically compensate. Unlike mechanical metering systems, the Exakta Twin TL will compensate for **all** variables when it computes the exposure: Filters, Extensions, Close-Up Focusing, Bellows, Anything!

What else? Plenty! An All-Metal Reciprocating Shutter of uncanny accuracy. Shutter Speeds to 1/1000 sec. Delayed Action ("Self Timer".) Left and Right Hand Shutter Release. Automatic Zero Reset. Eyelevel PentaPrism with Combination Fresnel Viewing Screen with MicroGrid Rangefinder (built-in, non-removable.) Built-in Accessory Shoe (Hot and Cold.) Professional Black Finish.

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

EXAKTA TWIN TL

Exakta Twin TL with F1.8 Internally Automatic Lens, complete with Case, Stock No.2073,

only \$163.80 plus \$2.45 Shipping Charges

Exakta Twin TL with F1.4 Internally Automatic Ultra Fast Lens, complete with Case, Stock No.2072

only \$199.50 plus \$2.45 Shipping Charges

Exakta Twin TL without Lens, complete with Case, Stock No.2074, only \$129.50 + 2.45 Shippg. Chgs.

ADAPTERS FOR OTHER LENSES:

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

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

EXAKTA "42"

Available at long last: an Ihagee Exakta with Standard Screw Thread. Identical in every respect to the Bayonet Model except for the Lens Mount: The Exakta "42" accepts Standard Screw Thread Lenses (Praktica, Pentax, etc.) with fully automatic operation. And all Exakta "42" Lenses work in the Praktica, Pentax and all other cameras with "Standard" Lens Thread.

Exakta 42 with F1.8 Automatic Lens, complete with Case, Stock No.2166, \$149.50 + 2.45 Shippg.

Exakta 42 with F1.4 Automatic Lens, complete with Case, Stock No.2167, \$179.50 + 2.45 Shippg.

Exakta 42, without lens, complete with Case, Stock No.2168, \$109.50 + 2.45 Shipping Chgs.

We Accept Trade-Ins

The Trade-In Value of your old Exakta is probably higher than you had expected. Now is the time to trade your old Exakta on the very latest Exakta Twin TL.

For very little money you can trade up to:

- Integral Through-the-Lens Lightmetering.
- Internally Automatic lens Coupling.
- Cross-coupled Shutter Speeds and F/Stops: Vary one, or the other, or both!
- All-Metal Focal Plane Shutter
- Strobe Synch to 1/125 sec!
- Large Diameter Opening to accommodate all Focal Lengths without vignetting!
- Compatibility with Classic Exakta Lenses.
- Compatibility with Praktica/Pentax Lenses, **and much, much more!**

Tell us what you have to trade and we will give you a tentative exchange price, subject to later evaluation of your trade-in. If you want an exact quotation, send the equipment for evaluation. We will inspect it immediately and tell you, to the penny, what it will cost to trade. Should you decide against trading, we will return your equipment at our expense. Fair?

Stainless Steel DIAL Thermometer

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

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

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

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

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 55mm 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**. your order: Inst-Adapter 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

50% off on German 200mm Lens for Exakta Twin TL

At the time of writing we have about thirty of these lenses left. They have been discontinued and we want to sell the remaining few lenses fast. We have cut the price in half: grab one!

This lens is made specifically for the Exakta Twin TL. It is not available for other Exakta Models. Our regular selling price was \$69.50 and it was considered a fine value at this price. Where can you get a German 200mm lens for \$69.50? Now you can get one for just half of that! If you get off your order right away, you have a very good chance of getting one!

200mm F4.5 German Schacht Tele-Travenar for Exakta Twin TL, Stock No.2063, Special Close-Out Price, \$34.75 + 1.45 Shipping Charges.

Velvet-Lined deLuxe Drawstring Pouch \$3.95.



Set of 3 Close-Up Lenses at Unbelievably Low Price

We made a fantastic buy and guess who benefits? You do, of course!

One of our chief suppliers found himself "stuck" with a substantial quantity of Optical Close-Up Sets because of the cancellation of an export order. We were glad to take the sets off his hands because it enables us to offer them to our customers at a fabulously low price. The sets are absolutely brand new and first quality.

Any hitch? Of course. There's always a hitch! The sets come in one size only: 52mm. But don't turn away if your lens doesn't have a 52mm thread because we offer you an optional Lens Adapter at half price! This means that you can use the Close-Up Lenses on lenses with any lens thread from 46mm to 58mm!

The Close-Up Sets are exactly the same as our regular ones (which sell for \$14.95) and consist of one each +1, +2, and +3 threaded Close-Up Lenses. Each lens can be used by itself or in combination. For instance, a +1 and a +3 will give you a +4, etc. The set gives you your choice of +1, +2, all the way up to +6, in One Diopter increments! You simply screw the individual lenses into each other to get the combination (i.e. magnification) you want. Complete instructions come with every set.

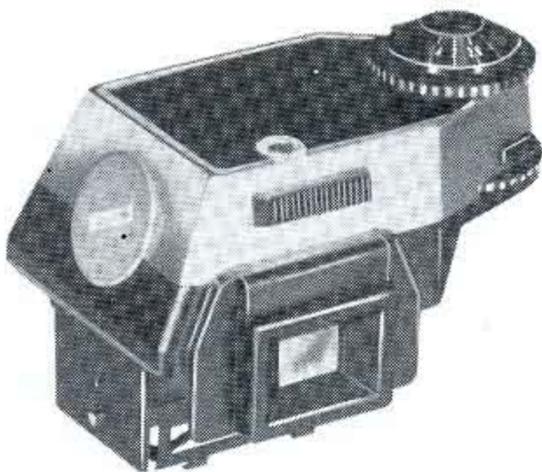
Close-Up Lenses are the simplest way to take clear, sharp close-ups. Best of all, they do not "swallow" any light and you need not adjust your exposure. The exposure is exactly the same with and without the Close-Up Lenses.

Please remember that this Specially Priced Set comes only in the 52mm size. If your lens has a different thread, order the optional adapter: be sure to mention the mm size of the adapter.

The partitioned Case protects the lenses from scratches and dust. Buy the case, too, because we cut its price in half!

Special 52mm 3-Lens Close-Up Set, Stock No. 2165, Price slashed to an unbelievably low \$8.95 + 55c Shipping Charges. Partitioned Case, Stock No. 2165/C, cut to 99c.

Optional Adapter, state size [46mm to 58mm], Stock No. 2165/AD, reg. \$3.95, if bought with above set, cut to \$1.98!



Lightmeter Prisms for Exakta RTL-1000

Here is another Seymour Exclusive. The Factory supplied us with a relatively small quantity of Lightmeter Prisms for the Exakta RTL-1000. They are not new but factory re-calibrated and rebuilt to original standards. They are positively the last Metering Prisms for the RTL. The Factory will not rebuild any more: the Director of the Dresden Factory Service Department tells me that it is too costly. So, as I said, these are the last Metering Prisms and this is your last chance to get one.

Original Lightmeter Prism for Exakta RTL, Dresden Factory Rebuilt to Original Standards, Stock No. 2061, \$89.50 + \$1.65 Shipping Charges



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

A Tripod must be rock steady. Otherwise you are better off handholding your shots. But a Tripod must not weigh a tone 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 feet 8 inches**
- **Geared, Crank Operated Centerpole for Quick Height Adjustment.**
- **Heavy Duty Panhead**
- **Independent Setting for Tilt and Pan. You can change either one without disturbing the other**
- **Professional Feature: Entire Pan/Tilt Head may be removed and attached to the bottom of the geared Centerpole for extreme low-angle shots. This feature also converts the Tiger Tripod into a Copy Stand!**

If we were to offer this beautifully built Tripod for \$69.50, or \$49.50, or even for \$39.50, there would be no point in calling it "one of our Typical Bargains." But when you look at our price, we will let you say it: "One of Your Typical Bargains!"

Tiger Professional Tripod, Stock No. 2075

A Terrific Buy at only \$24.95 + 2.45 Shpg. Chgs.

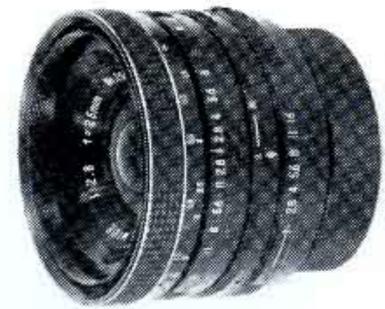


Exakta Camera Cases

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

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

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



25mm F2.8 Fully Automatic Kalimar Wide Angle Lens for Exakta Twin TL

A 25mm Lens is considerably "wider" than a 28mm Lens. This new Kalimar Wide Angle Lens is not only wider but definitely better than most. If you own an Exakta Twin TL (or a Praktica/Pentax Type Camera), send us your order immediately. You'll never again be able to buy a 25mm F2.8 Fully Automatic Wide Angle Lens of this quality at such a low price!

25mm F2.8 Fully Automatic Kalimar Wide Angle Lens for Exakta Twin TL*, Stock No. 2154, incredibly low priced at only \$67.50 + 5.95 for the mandatory Metal-Rimmed Case and 1.45 Shipping. *Unless you say "for Praktica/Pentax" on your order, we will ship the model for Exakta Twin TL.



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

In the Christmas Issue of The Exakta News we showed the above Lens and the 25mm F2.8 Lens but were unable to divulge the name of the lenses. We can now give you the name: Kalimar! You are familiar with this internationally famous Brand of Lenses. Now that you know the name, the prices must be even more amazing to you. As previously stated, the lenses are available only for the Twin TL Exakta Model. (However, we have them also for the Praktica and the Pentax.)

This is the first Fully Automatic 400mm Lens we have been able to offer for the Exakta Twin TL.

Kalimar Lenses are known for their High Correction. The 400mm Automatic Lens is Wire Sharp: Brilliant Color Correction; Ultra-Smooth Operation; Rotating Tripod Mount; Retractable Sunshade. And let me repeat it once more: This 400mm Lens is Fully Automatic!

400mm F6.3 Fully Automatic Kalimar Telephoto Lens for Exakta Twin TL*, Stock No. 2152, unbelievably low priced at only \$89.50 + 9.85 for the mandatory Metal-Rimmed Case and 2.95 Shipping *Unless you say on your order "for Praktica/Pentax", we will ship the model f/the Exakta Twin TL

Microscope Adapter

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

Whatever the reason, photomicrography is a field which has become extremely popular. We offer you an all-metal precision made Microscope Adapter at a very reasonable price. We have it for all Exakta Models. Be sure to mention your Exakta Model!

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



Minolta Autopak 70, a Truly Sophisticated Pocket Size "110" Camera

The Kodak Instamatic Drop-in Film Cartridge has revolutionized picture taking. Millions of people are using pocket sized "110" Cameras.

Some people use them as their only camera ("small camera, large pictures"); others use them as their photographic sketch books; others keep them always in their pocket (or purse!) for those unexpected picture opportunities, even for emergency photographs in case of an accident. Many people use them for many reasons, but the fact remains that many people use them!

As happens frequently with great inventions, the original inventor has the basic idea and others improve on it. In the Minolta Autopak 70 we have a case in point. Kodak came out with their "Pocket Instamatic" Cameras and Minolta's engineers kicked the basic idea around till they had a second generation version.

By now most people know the basic idea of the "110" Format: Vest pocket size cameras that use drop-in film cartridges which, in turn, give you large size snapshots. But that's only the **basic** idea. Minolta improved the idea till they had a camera of incredible versatility, unbelievable ease of handling, and a picture quality challenging that of 35mm cameras.

The new Minolta Autopak Seventy is the most convenient and foolproof of pocket cameras. The 110 Film Cartridge makes film handling effortless: You lose no time at all when you change film: the exposed film drops into your palm and the new one drops into the camera. The electronic shutter gives perfect exposures, automatically, under any light condition. Even Flash Exposure is automatic! The highly corrected 4-element 26mm F3.5 lens gives you ultra sharp pictures (a far cry from the piece of plastic that pretends to be a lens which you find in many pocket-size cameras!) And to top everything, the lens has close-up capability down to 18 inches for flowers, books, or documents! The focus setting is visible in the finder, as are different warning signals (light level too low, used bulb in firing position, lens cover over lens, close-up lens in position.)

The Automatic Electronic Exposure System

is the most advanced: a CdS Electric Eye measures the light and sets lens aperture and shutter speed **automatically**. And you have a faster lens than you find in most other pocket size cameras as well as a greater range of shutter speeds (1/330 sec. to 10 full seconds!) To show you the superior features of the Minolta Autopak Seventy, here are the Specifications:-

Type:
Pocket Camera using 110 Film Cartridges, with electronic shutter and computer programmed exposure control.

Lens:
26mm F3.5 anti-reflection coated Rokkor.

Exposure Control:
PROGRAMMED EE from EV 0.3 to EV 14.4 with automatically adjusted shutter speeds and automatically changed F Stops.

Shutter:
Electronic, Speeds from 1/330 sec. to 10 seconds.

Power Source:
1 K Battery, Mallory 4v 7R31 Mercury or equiv.

Focusing:
Normal: 3 feet to Infinity. Close-Up: 18 inches.

Flash:
Inserting Magicube automatically switches camera for flash exposure. Aperture is automatically set for correct exposure by focusing.

Viewfinder:
Oversize, bright frame type with distance setting visible. Has parallax correction for close-up work.

Film Advance:
Thumb-actuated Sliding Type, automatic return.

Size:
1 x 2 1/4 x 5 inches.

Weight:
Slightly under 7 ounces.

Miscellaneous Features:
Cable Release Socket. Tripod Socket. Dual Purpose Camera Cord. Built-in Lens Cover Slide that locks shutter when closed and shows up in finder.

Minolta Autopak Seventy Pocket Camera,
Stock No.1934, specially value priced at only \$59.50 + 1.95 Shipping Charges.



Tiger Jaw Elevator Clamp Pod with Pan Head

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

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

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

Custom Titles for your Slide Shows or Movies

Individually Set in Type.

Amaze your friends and delight your family with professional titles in your movies or slide shows. Your performance will be in a class by itself if you use individually typeset titles. Serious explanations, credits ("Directed by...", "Photographed by..."), funny sayings, or anything that will make your shows more informative and more enjoyable, we will set it all individually in type for you.

The titles come to you with black words on white background. You can photograph them "as is", or with color filters, or with negative film (will project white words on black background) or even with negative color film with color filters (will project colored words on black background.)

We know that such a service is not available anywhere else and we know that amateurs and professionals want and need this service. We want everybody to be able to afford individually typeset Custom Titles and offer this service at a low, low price. Send us a starter order for 4 titles and see what it will do for your shows!

Individually typeset Custom Titles for movie or still cameras [please specify], up to 10 words per title, each title only \$2.50, additional words 19c each. Minimum Order, 4 Custom Titles. No Shipping Charges.

Since this is a brand new Service, we will accept orders for a single sample title, up to 10 words, for \$4.50 postpaid, additional words 19c. One sample order per customer, please.

Special Reductions on Quantity Orders. Write and tell us how many titles you would like and we will quote you a price,

"Left Hand" Button for Exakta RTL-1000

Small but indispensable "accessory" for the Exakta RTL-1000. Only Seymour's can offer it to you. It fits the left-hand release of the RTL-1000 and serves two functions: It permits hand tripping the shutter from the cable release opening and, more important, it "couples" Classic Exakta Lenses (i.e. Externally Automatic Lenses) to the RTL-1000 for fully automatic operation.

You may have had one of these useful couplers and may have lost it (they are small) or you may want a spare or two because they do get lost. And you don't have to worry about the investment: they are cheap.

Left-Hand Button for RTL-1000
Stock No. 2083, 95c + 25c Shipping Charges.
Package of 4 for \$1.95 + 35c Shipping Charges.

Bayonet Flange for Classic Exakta

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

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

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



Magnear "Scientific" Finder

The Magnear "Scientific" Finder is now again available for immediate delivery. **At 1972 prices!** It fits the Classic Exakta Models (VX-1000 and earlier, including the VX-500.) It is indispensable for Scientific Work, Close-Ups, Copying, and wherever ultra precise focusing makes the difference between failure and success.

The removable powerful Magna-Lupe Focusing Magnifier bayonets right into the Magnear. The Magnear can use all Focusing Inserts, including the special distortion-free flat groundglasses which are especially useful for architectural shots, and, of course, for copying.

You can purchase the parts separately but your best bet is to buy the Complete Magnear Focusing Setup at the **Special Package Price**. It saves you 25% and puts \$12.50 in your pocket.

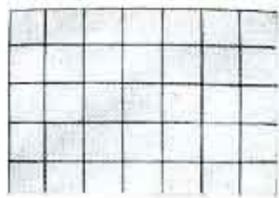
Magnear Scientific Finder, without Magna-Lupe and without Insert, Stock No.1964, \$18.50 + 65c.

Magna-Lupe Magnifying Lens, for Precise Focus, Stock No.1965, \$16.50 + 45c Shipping Charges

Flat Finegrain Groundglass for distortion-free image, Stock No.1966, \$8.95 + 35c Shipping Chgs.

Flat Finegrain Groundglass with Crosshairs, Stock No.1966/XH, \$12.50 + 35c Shippg. Chgs.

COMPLETE MAGNEAR FOCUSING SETUP, consists of Magnear Scientific Finder, Magna-Lupe Focusing Lens, Finegrain Groundglass with Crosshairs, Stock No.1967, individual items add up to \$47.50, SPECIAL COMBINATION PRICE only \$35.00 + 1.35 Shipping Charges. Save \$12.50



"Scientific" Finder Inserts for Classic Exakta

Good News for the Serious Exakta User! After a long absence, the "Scientific" Finder Inserts are again available. We don't have to add: "only from Seymour's", do we? You know how insistently we asked the Factory to re-introduce these badly needed Inserts. At last, Success!

Important: Scientific Inserts are available **only** for the **Classic Exakta Models**.

Finegrain Groundglass with Overall Squares, Stock No.1973, \$14.95 + 45c Shipping Charges.

Clear Glass Insert, Stock No.1977, \$13.50 + 45c.

Finegrain Groundglass with Calibrated Crosshairs Stock No.1972/C, \$19.50 + 45c Shipping Chgs.

Finegrain Groundglass with Clear Center Spot, Stock No.1974, \$19.50 + 45c Shipping Charges

Flat Groundglass, Finegrain, for the Magnear, Stock No.1966, \$8.95 + 45c Shipping Charges

Flat Groundglass with Crosshairs, for Magnear, Stock No.1966/XH, \$12.50 + 45c Shipping Chgs.

Page 6



Now You Can Afford a 500mm Super Telephoto!

Trust Seymour's to bring you the **unusual** and, what's more, at unusual and unbelievable prices. Many Camera Enthusiasts have eyed, with envy, those few fortunate Photo Fans who could afford a 500mm Lens.

Envy no further, Friend! Now you, too, can afford a 500mm Lens, and an excellent one, at that! Forget the rule of thumb that good ultra-powerful lenses cost "a Dollar a Millimeter." We bring you this highly corrected 500mm Lens at a small fraction of the \$ = mm Rule.

The 500mm F/8 preset Optica Telephoto Lens is ideal for pictures of wildlife, children at play (from a safe distance to avoid camera shyness,) surveillance work, fine architectural details, long-range shots, and so on. The high correction and the easy portability (see below) make the lens practical without elaborate setups. An amazing new Anti-Reflection Coating assures crisp, sharp, clear details, so important in high-power

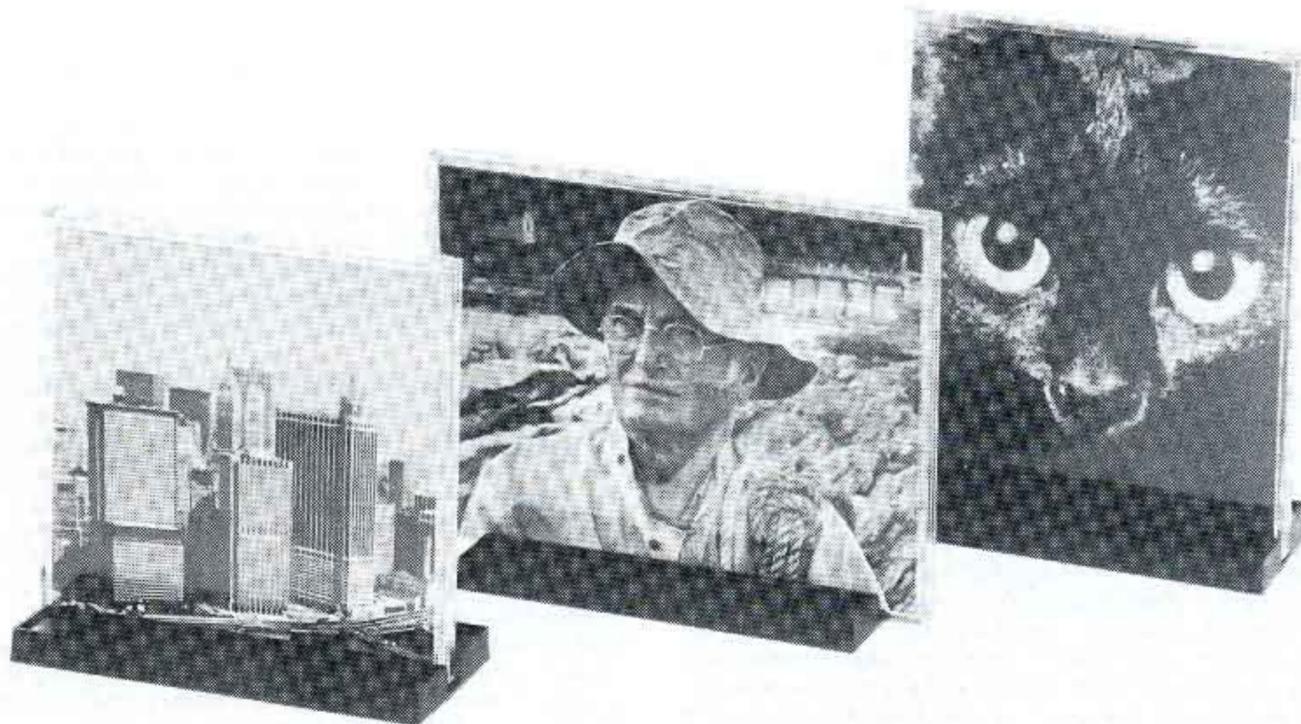
long range work with its unusually high ratio of magnification.

Remember the 400mm Taika Telephoto Lens? It was constructed in two pieces to make it easily manageable for carrying. We asked the manufacturer of the new 500mm Lens to use the same construction principle. You now have a 500mm Lens which fits into your regular gadget bag! In fact, you may buy the two optional pouches which will take the two lens sections.

We gave the manufacturer a large order, to bring you the lens at an affordable price. We also reduced our markup to the bare minimum: Our price is not just affordable, it's ludicrously low! Even if you have no immediate use for a 500mm Lens, **buy it now!** If you make up your mind later, you may have trouble **finding** a 500mm lens, and if you do find one, you will have to pay at least four times as much.

500mm F/8 preset Optica Telephoto Lens, Stock No. 1844 (state Model of your Exakta), incredibly low Seymour-priced at only \$69.50 plus 2.95 Shipping Charges.

Set of 2 Pouches, to fit the lens when taken apart, \$9.85.



The Original Frame Pak by famous Eaton.

It's a Print Storage System (each clear Lucite Frame holds up to 10 Prints.

It's a Frame with Display Stand (Front and Back Clear Lucite)

It's a Personal Greeting Card (What could be more personal than your own photographs?)

It's a Mailer (comes complete with Mailing Box, Address Label, and Pressure Sensitive Seal.)

These are the lovely clear frames you see in fancy Gift Boutiques. Each Frame Pak is clearly marked Greeting Card Style, with the price: \$1.50, never discounted, never!

Except when you buy them from us. We don't just discount them, we chop off half and more!

The Frame Pak comes in the two most popular sizes:

Stock No.2163/S, 3 1/2 x 3 1/2 inches

Stock No.2163/O 3 1/2 x 4 1/2 inches, convertible as horizontal or vertical frame.

Regular Selling Price \$1.50 each.

Our Special Offer:

2 for \$1.49 + 35c Shipping Charges

6 for \$4.19 + 45c Shipping Charges

12 for \$7.95 + 65c Shipping Charges

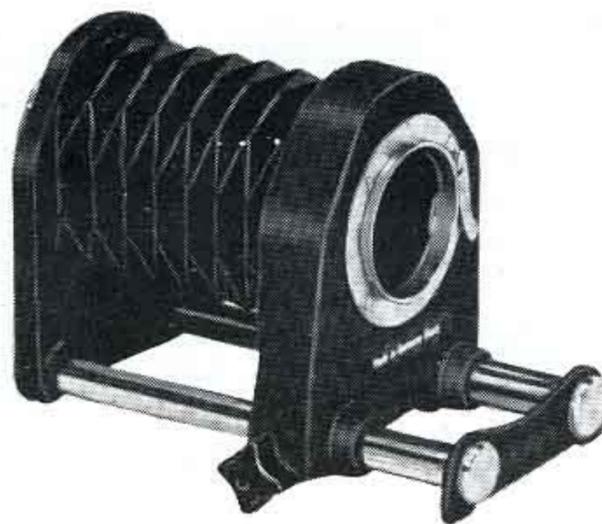
24 for \$14.40 + 95c Shipping Charges

Single Sample 99c + 35c

You may assort sizes for quantity prices.

Attention Camera Clubs, High-Volume Users:

Request Quotations in Large Quantities.



What they promise you in LARGE print

they take away in small print...

We are not talking about the Fire Insurance Policy that promises (in LARGE print) to insure your house against fire for One Million Dollars unless (in small print) it was consumed by flames. We are talking about the "German" Lenses (Name of famous German Manufacturer in large print) which actually come from some automated factory a long way from Germany ("Lens made in Singapore" in small print.)

We bring you a series of newly developed German Lenses which are **made in Germany!** The large print says Germany and the small print says Germany! Amazing, nicht wahr?

At the time of writing we have 3 different lenses in this new Series of **Macro Doryt Lenses**. Designed and corrected for use in Bellows with 35mm Single Lens Reflex Cameras. Wire sharp. Free from Flare. Anti-Reflection Coated. Best Quality in the true German Tradition.

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

50mm F3.5 German Macro Doryt, Short-Barrel Mount, Click Stops, Closes down to F/22, Stock No.1870, only \$19.50 + 95c Shipping Chgs.
75mm F4.5 German Macro Doryt, Short-Barrel Mount, Click Stops, Closes down to F/22, Stock No.1871, only \$23.50 + 95c Shipping Chgs.
105mm F4.5 German Macro Doryt, Short-Barrel Mount, Click Stops, Closes down to F/22, Stock No.1872, only \$27.50 + 1.25 Shippg. Chgs.
 the Macro Doryt Lenses are in Basic Macro Mount and Camera Adapters [i.e. Bellows Adapters] are available for virtually all 35mm SLR Cameras. Exakta Bayonet Adapter, Stock No. 3787, \$4.95
COMPLETE SET: Order a set of all three matched Macro Doryt Lenses (50mm, 75mm, 105mm) plus Adapter (only one Adapter needed), **Complete Set, Stock No.1872/3, instead of \$75.90 only \$55.95 + 1.95 Shipping Charges. This works out as follows: You buy the 75mm and the 105mm Macro Doryts and the Adapter and you get the 50mm Macro Doryt free.**

Bellows-and-Lens Deal

Order the Original Exakta Proxette Bellows and any one of the German Macro Doryt Lenses and get an additional price break.

Lens-and-Bellows Combination No.1, consisting of Proxette Bellows, 50mm F3.5 Macro Doryt Lens and Exakta Bayonet Mount Adapter. If purchased individually, \$54.85. Order it as a Deal, Stock No.7001 and pay only \$39.95 + 2.45 Shippg.

Lens-and-Bellows Combination No.2, consisting of Proxette Bellows, 75mm F4.5 Macro Doryt Lens and Exakta Bayonet Mount Adapter. If purchased individually, \$58.40. Order it as a Deal, Stock No.7002, and pay only \$42.50 + 2.45 Shippg

Lens-and-Bellows Combination No.3, consisting of Proxette Bellows, 105mm F4.5 Macro Doryt and Exakta Bayonet Mount Adapter. If purchased individually, \$62.40. Order it as a Deal, Stock No.7003, and pay only \$45.95 + 2.45 Shippg

Original Exakta Bellows "The Proxette"

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

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

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

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

SUPER MACRO DEAL

This Setup combines everything you need for Close-Up and Macro Work. Here's what you get in **THE SUPER MACRO DEAL:**

Original Exakta Proxette Bellows.....	\$29.95
50mm F3.5 Macro Doryt Lens.....	\$19.95
75mm F4.5 Macro Doryt Lens.....	\$23.50
105mm F4.5 Macro Doryt Lens.....	\$27.50
Exakta Bayonet Adapter.....	\$4.95

\$105.85

Buy it as a "Deal" and save an incredible \$35.90:
Super Macro Deal, Stock No.1936/SM, instead of \$105.85, only \$69.95 + 2.45 Shipping.



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

New and Ours Exclusively: ProxiGrid Close-Up Focusing Screen

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

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

Individually Corrected Focusing/Viewing Lens for Exakta



Unless you have perfect 20/20 vision, the image on the Focusing Screen may look blurred. You try your Reading Glasses, your "Distance" Glasses, or no Glasses. The image does not clear up. Baffled? Optometrists and Opticians were baffled, too. Yet, the explanation is simple:

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

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

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

We make these lenses to fit the Exakta Eyepiece (but we can make them to fit any eyepiece.) Remember that we do **not** make lenses for eyeglasses. These Lenses are corrected specifically as a Focusing and Viewing Aid for your Camera, corrected to your very Own Requirements.

Individual Eyepiece Lens, to fit Exakta Eyecup, \$19.50 + 45c Shipping Charges. Exakta Eyecup (state Exakta Model) Stock No. 1939, \$6.95 + 35c Shipping Charges. Combination Price:

"Eagle Eye" Lens plus Eyecup \$23.50 + 45c



Thrill to your very own In-Depth Pictures!

If you have never experienced the thrill of taking your own Three-Dimensional Stereo Pictures, you don't know what you are missing. If you have never felt the dramatic impact of life-like in-depth pictures, you haven't used your camera to its full capacity.

Our new **Universal Stereo System** can be used with ALL lenses, even telephoto lenses up to 300mm! (Wide Angle Lenses are not suitable for stereo photography). It can be used at ANY DISTANCE, even at ultra close-up range. Since the 3-D Effect is enhanced with lenses of longer focal length, I recommend the use of a 2x Tele Converter if you want to use your normal 50mm lens, but this is up to you.

The new Universal Stereo System permits you to vary the separation of the two stereo images. This is all visible in the finder — no guesswork: there is no need for special knowledge of stereo photography.

Another feature of the Universal Stereo System permits you to eliminate excessive overlap of the two stereo halves. All you do is rotate a control knob between the "eyes" of the unit. This, too, is easily seen in the finder.

I briefly mentioned close-ups. Nothing equals the dramatic impact of Three-Dimensional Close-Ups. Rotating the large Distance Control Knob causes the internal mirror prisms to "toe in", the way your eyes do when you try to look at the tip of your nose. Again your finder tells

you exactly what is happening.

And here's good news for people who had to struggle with special mounting and spacing of stereo pictures. The stereo pair produced by the Universal Stereo System does not require special mounting or spacing. When your pictures or slides come back from your processor, they are ready for 3-D viewing. Really ready. No spacing, no separating, no special mounting, nothing!

How do you like your 3-D Pictures? Color? Black-and-White? Slides? Paper Prints? You are the boss! For slides, there is the 3-D Slide Viewer with internal illumination. For Paper Prints we have the "Paper Print 3-D Viewer".

As I said, no spacing, no special mounting. The 3-D Illuminated Slide Viewer takes the slides in their regular cardboard mounts (both halves are on the same slide!). For Color Prints just order the regular 3x Size. For Black-and-White order the standard 2 1/4 x 3 1/4 size. No need to trim them, cut them apart, or "space" them. On the prints, too, the two halves of the stereo pair are on the same print!

You know how realistic and dramatic 3-D Pictures are. We have two eyes, to see "in-depth". Now you can capture this three-dimensional effect at any time. A three-dimensional shot of a landscape really captures the beauty of the scene, exactly as you saw it in nature. But wait till you see a close-up shot in three dimensions. The impact is overwhelming. See if you don't automatically reach for the object. And remember that you can mix 3-D and ordinary "flat" pictures on the same roll of film!

Imagine the Grand Canyon "in depth" or a single flower in all its subtle beauty, not only in living color, but in living, true-to-life, three-dimensional space!

Universal 3-D Stereo Attachment, with large dual lens cover, Stock No. 1989, \$84.50 + 1.95 Shipping Charges.

Lens Adapter (state diameter of lens) \$4.95

Felt-lined Carrying Case with Snap Lock, with Carrying Strap, \$3.95

Illuminated 3-D Viewer for 3-D Slides, Stock No. 1990, \$19.85 + 95c

3-D Paper Print Viewer, Stock No. 1992, \$7.95 + 45c

PACKAGE DEAL, one of each of above, (Save \$23.00!) Stock No. of Stereo Package, 1993, \$99.50 + 1.95.



Twin TL Owners: Save a Bundle!

Buy the New Fully Automatic 135mm F2.8 Auto Coligon!

Exakta Owners have known for many years that "Coligon" is one of the most highly respected lens names. You certainly did not expect to see a Fully Automatic 135mm F2.8 Coligon for the very latest Exakta Model, the Exakta Twin TL, at a Give-Away Price. But here it is!

The new 135mm F2.8 Automatic Coligon embodies the very latest improvements in lens design and manufacture. It uses the very latest type of Non Reflection Lens Coating. Superb sharpness and full color saturation -- even when you shoot against the light!

Your money back within 15 days if you do not find the lens at least equal to any 135mm lens you have ever used, regardless of price!

Please note that this new automatic lens is available only for the Exakta Twin TL. **135mm F2.8 Fully Automatic Auto Coligon for Exakta Twin TL, Stock No.1987, only \$49.50 plus \$1.45 Shipping Charges.**

Lens Case \$2.95. Custom Shade \$3.45.



SPECIAL PURCHASE: 2X Automatic Tele Converter for Exakta Lenses with External Automatic Release SALE PRICED

To differentiate this Tele Converter from our other Tele Converters, we are calling it the Budget Tele Converter. But we want you to know that the word "Budget" refers to the price only, not the quality. It is as fine a 2X Focal Extender (Focal Length Doubler) as you can find. True, the outside barrel is not as fancy as the ones we carry in our regular stock; but then you don't take pictures with the barrel, do you? The optical components are made without compromise. Use it on our regular 15-Day Money-Back Trial basis and convince yourself of the quality and the value.

Budget Tele Converter, 2X, for externally automatic Exakta Lenses, Stock No.1950, Special Purchase, Sale Priced at only \$17.75 plus \$1.25 for the Case and 95c Shipping Charges.

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German "ROWI" Projection Pointer

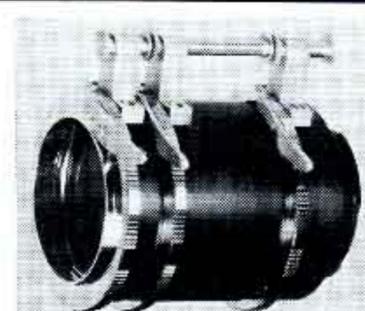
Professional Speakers have long been using illuminated pointers to "point" to special parts of a projected slide (on the screen). You, too, can "professionalize" your slide shows. You can superimpose a brilliant white arrow on the screen, highlighting any part of a picture on the screen and you can do it right from the projector or from any part of the room. This instrument is made by ROWI in Germany. Excellent value because we bought these pointers just before the manufacturer increased the price.

German ROWI Projection Pointer, Stock No. 2145, \$5.95 + 35c Shipping Charges. Batteries, (2 needed), Two for 49c.

Giant Release Button

No, it's not a button to release giants. It's a Large Button which screws into the shutter release of your Classic Exakta, designed to end fumbling for the small Release. Attach it to your Classic Exakta and trip the shutter even with ski mittens. Fits External Release of Automatic Lenses, too. Inexpensive, indispensable!

Giant Release Button for Classic Exakta, Stock No.2010, \$1.35 + 25c. 3 for \$3 postpaid.



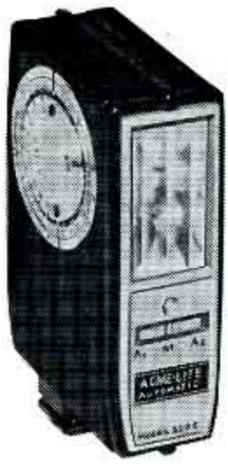
Automatic Extension Tubes for Exakta Lenses with External Automatic Release

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

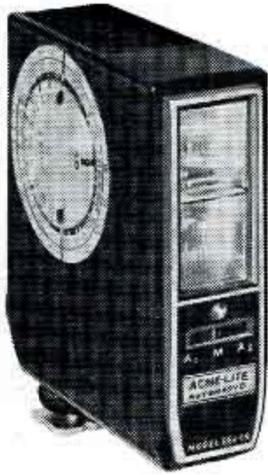
Automatic Extension Tubes, External, Set of 3, Stock No.2007, \$18.95 + 75c Shipping Charges.



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



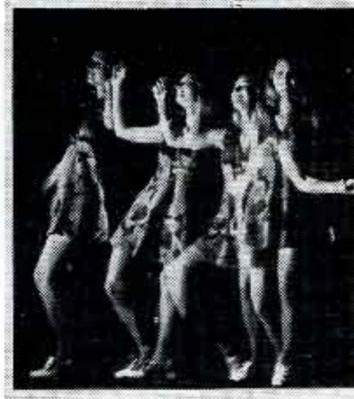
AcmeLite 320CA



AcmeLite 350CR



AcmeLite Thyristor



Example of Multiple Flash

Automatic Computer Strobes

You may have been wondering why we steadfastly refused to offer Computer Strobes until now. Why did we deliberately pass up many thousands of dollar's worth of business? The answer is very simple: We tested many units but could not, with a clear conscience, recommend a single one. Some simply did not perform. Others had a light output far below their optimistically advertised ratings. And at least one manufacturer refused service on units sent in by the owners. Still other units seemed to infringe on patents.

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

We selected not only the brand which we considered best, but also the units which we considered the best of that line. They are: the Acme-Lite Computer Strobe Model 320CA, the Acme-Lite Computer Strobe Model 350CR, and now, their all-new Acme-Lite Thyristor Model, the new "Space Age Marvel."

How do Automatic Computer Strobes work?

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

All this happens so incredibly fast that the computer can cut the duration of the light anywhere between 1/1800 and 1/50,000 second. No, that's not a misprint. It can actually cut the flash duration to an incredibly short 1/50,000 second, if this "time" is required to give the **correct** exposure. If more "time" is required, the flash duration is automatically extended all the way to a very "long" 1/800 second. Usually, the duration is somewhere between these two extreme values. The whole circuitry is a miracle of modern miniaturized Computer Design!

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

Basic Features of ALL Models:

- Built-in Electric Eye computes exposure **fully automatically**.
- Color Temperature 100% corrected for Daylight Color Film.
- All models permit selection of 2 different F/Stops for Automatic Operation. This is very important for Telephoto Lenses.
- Horizontal-to-Vertical Swivel Mount.
- Manual Override for Special Effects.

Acme-Lite Automatic Computer Strobe #320CA:

- AC and Battery Circuits
- True Guide Numbers: Kodachrome 11:32. Kodachrome X:55.
- Built-in Hot Shoe.
- Detachable PC Cord.
- Recycles in 4 seconds on AC, 6 seconds on batteries.
- 250 Flashes with fresh Alkaline Batteries.

Acme-Lite Automatic Computer Strobe #350CR:

- Built-in Nickel-Cadmium Batteries.
- Built-in AC Charger.
- True Guide Numbers: Kodachrome 11:45. Kodachrome X:80.
- Recycles in 5 seconds on AC, 8 seconds on charged batteries.
- 60 Flashes per charge. (Unlimited on AC.)

Acme-Lite Automatic Computer Strobe #320CA, Stock No. 2069, \$54.50 + 1.45 Shipping Charges.

Acme-Lite Automatic Computer Strobe #350CR, Stock No. 2070, \$69.50 + 1.95 Shipping Charges.

Acme-Lite Thyristor Strobe

The full name of this new Space-Age Strobe is "T/850 Thyristor Auto Computer Strobe with Multi-Flash", quite a big handle for an electronic Flash. But the name accurately describes this computerized electronic marvel. Nevertheless, we hope that Mr. Acme does not mind if we shorten the name to just "AcmeLite Thyristor."

The AcmeLite Thyristor has all the features of the AcmeLite Computer Strobes. But that's only the beginning. Like the 320-CA and the 350-CR, the T/850 lets you point and shoot. What's this Thyristor business, then? It is a special electronic circuit which preserves the charge of the capacitor, permitting only that part of the charge to be used that is actually needed for the required amount of light. The unused part remains stored in the capacitor and is instantly ready for the next flash. Ordinary computer strobes use up the **entire** charge of the capacitor for **every** shot, requiring a total re-charge of the capacitor (not to be confused with re-charging the battery) after every shot. The time it takes to re-charge the capacitor is called "the Re-Cycling Time." The recycling time of the AcmeLite Thyristor is so incredibly short that you can take multiple shots on the same frame. (Use dark background, leave shutter open, set strobe on "rapid succession Multi-Flash".) When you use the unit for conventional strobe shots (and most of your shots will be just that,) you can take automatic point-and-shoot exposures as fast as you can cock the shutter and fire the camera. No need to wait for the strobe to recycle.

Included in our low price is the Quick Charger which works anywhere in the World because it has a Voltage Selector from 100V to 250V. However, you can also use the AcmeLite Thyristor directly from your AC House Current, if you prefer.

We have priced the AcmeLite Thyristor Strobe low enough to enable most of our customers to buy it. True, it costs a little more than our ordinary computer strobes, but it is well worth it.

Acme-Lite Thyristor Auto Computer Strobe with Multi Flash, complete with Quick Charger, Stock No. 2139, only \$99.50 + 1.95 Shipping Charges.

They're All

My Babies...



(Otto's Column)

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

REPAIRS AND SERVICE.

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

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

First, a few **Don'ts**:

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

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

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

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

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

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

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

Your Exakta Pamperer,
Otto.

Reverse Adapters

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

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

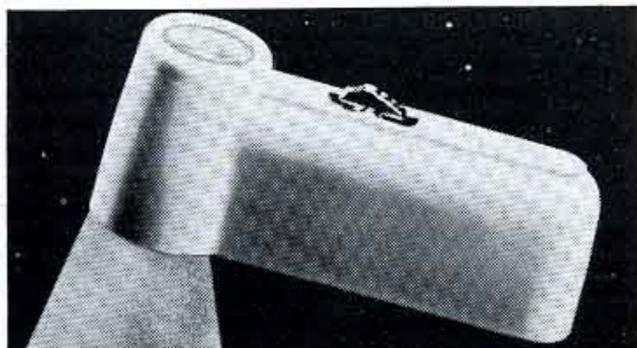
The solution is really very simple: You have to "fool" your lens by reversing it. This means: You mount it with the "rear" element facing out. Now the distance from the subject to the lens can become smaller and smaller because you are actually dealing with the rear part of the lens. The distance from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

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

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

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

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



What's a Bigalite?

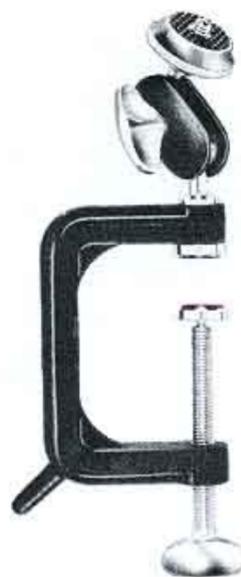
We all know that a Bigamist is a very dense fog in Italy, but what's a Bigalite? A Bigalite is a Self Illuminated Magnifier! It magnifies coins, stamps, small print, insects, and a million other things, illuminating them with its own built-in light. Yes, I know that illuminated magnifiers have been available for a long time. So, what's new about the Bigalite? Three things: 1) the Bigalite is self contained, need not be plugged in and can be used outdoors; 2) the Bigalite is portable, in fact, it's pocket sized; 3) the Bigalite doesn't cost \$40.00 or more (that's what the plug-in magnifiers go for.)

The Bigalite is one of the handiest gadgets we have seen. And at our low, low price, you can't afford to be without one.

Bigalite Self Illuminated Magnifier, Stock No.7701
only \$2.95 + 35c Shipping Charges,
and the Batteries are on the house!

BONUS BUY:

Add the Bigalite to any order for \$10 or more and pay only \$1.85 + 35c; and the Batteries are still on the house. (Mention: Bonus Buy w/\$10 Order)



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.

Inexpensive Protection of Thousands of Dollars' Worth of Valuables

Municipal Police Departments say that the best protection against burglary or theft is the non-removable identification of valuables. A newly developed Instrument, the "Safe Guard", lets you identify your valuables with your name, or Social Security Number, or any Code (which you may register, free of charge, with your Police Precinct.) Crooks think twice before they steal items which can easily be identified as stolen when they want to sell (or even use) them.

The "Safe Guard" has a diamond-turned Tungsten Carbide Tip with which you can easily engrave cameras, lenses, watches, and larger items such as radios, even Television Sets and hundreds of items which you would hate to donate to a person who finds things before they are lost. Once engraved, the identifying wording cannot be removed. The Instrument engraves all metals, plastic, glass (yes), and so on.

"Safe Guard" Engraving Tool, Stock No.2082,
protects Thousands of Dollars' Worth of Valuables
yet costs you only \$2.95 + 25c Shipping Charges.

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

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

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

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

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

Our Guarantee and 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".

One Year Guarantee covers new cameras, lenses, and most accessories. Electronic and Electric Equipment carries a three-months guarantee (Strobe Units, BTL Systems).

Repairs are guaranteed for One Year. Important: Guarantee on repairs covers only functions repaired by us.

Unauthorized repairs and/or tampering automatically void all guarantees. Our advice: NEVER let anybody attempt to repair your Exakta or tamper with it in any way. The odds are overwhelming that such "repairs" will do more harm than good and you lose the protection of your guarantee. The same advice goes for attempts to "fix it" yourself. Our technicians always spot a camera that has been tampered with. Don't lose the protection your guarantee affords. Hands off, no matter how you may be tempted, and never, NEVER, open up your camera to see what makes it tick!

GUARANTEE REPAIRS.

Equipment brought in during the Guarantee Period, and picked up at our store, will be repaired and adjusted free of charge. If customer requests return shipment, a Shipping Charge of \$2.50 must be made.

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 for color work on the basis that their value is the retail cost of the material. Our liability is limited to replacement, or re-imbusement of the retail cost, of the unexposed material.

SEYMOUR'S, Inc., New York, N.Y.

SHIPPING CHARGES

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

CUSTOMER LIST, EXAKTA NEWS

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 Super Size Magnifying Glass

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

The lens has a focal length of 180mm and you can convince yourself of the optical quality by cutting an open circle of about an inch and a half in a sheet of black paper and using the lens to take a picture! You'll be amazed. (We did it!) The lens is plano-convex (i.e. Condenser Type) and is ideally suited for testing slides or negatives for sharpness, inspecting postage stamps or coins, reading small print, and 1001 similar (or dissimilar) applications. The large Four-Inch Width makes it especially useful.

Summing up: This is the best Magnifying Glass you can buy. And at our low, low price it's also the Best Buy!

German Magnifying Glass, Stock No. 1959, a Best Buy at only \$8.95 + 35c Shipping Charges.



40" Air Release

A very popular item is again available after it had been absent from our lists for nearly three years. Responding to many requests from our customers, we bring you once more the **40-Inch Pneumatic Air Release**. There is no mechanical connection between the user and the camera, just a thin flexible rubber tube. The shutter is activated by a gentle breath of air. No vibration. Sharper shots!

40" Pneumatic Air Release, Stock No. 2027, \$4.95 + 35c Shipping Charges.



Crop-A-Slide Slide Duplicator

This is our most sophisticated Slide Duplicator. It is Entirely Self Contained and is capable of giving a Variable Image Ratio.

There are self-contained slide copiers which give you a 1:1 Reproduction and there are slide duplicators which permit variable image ratios but require tubes, bellows, lenses, etc. The Crop-A-Slide Slide Copier requires no accessories, no bellows, no tubes, **not even a lens!** It has its own highly corrected Copying Lens. And, it fits into your camera the way you attach a lens!

The Crop-A-Slide gives you complete freedom. You have your choice of the following:

1. **Make an exact copy of your slide (1:1)**
2. **Continuously Variable Enlargement, (up to 2:1)**
3. **Selective Cropping: Slides move up and down and from side to side.**
4. **Enlargement of Half Frame Slides to Full Frame Slides.**

Zoom Action keeps Slide in perfect focus at any magnification. Just "zoom" the unit till you like the image ratio -- and shoot! That's all! (Use any light source, or Daylight)

Crop-A-Slide Slide Copier, Stock No. 1820, \$44.50 + \$1.25 Shipping.



Making Your Own Enlargements?

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

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

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

Puppytail Cable Release

One of our most useful yet inexpensive accessories. A Shortie Cable Release. Standard tapered thread. Made in Germany. Our 1969 price was \$1.25. The last 500 pieces are now being offered at a ridiculous price! **Puppytail Cable Release, Stock No. 1829, Final Close-Out Price 3 for \$1.35 + 25c Shipping.**

Hand Made Color Enlargements

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

8x10 DeLuxe Custom Enlargements
Fully Finished, Hand Spotted, Mounted on Heavy Board,

First Print \$8.50 + 1.50 Shipping
Additional Prints, same slide, \$5.95 + 50c Shpg.
On 15 or more 8x10 Prints: we pay postage.

11x14 Home Display Enlargements
Fully Finished, Hand Spotted, Mounted on Heavy Board,

First Print \$16.50 + 1.00 Shipping
Additional Prints, same slide, \$12.50 + 50c Shpg.
On 8 or more 11x14 Prints: we pay postage.

16x20 "Competition" Giant Color Enlargements.
Fully Finished, Hand Spotted, Mounted on Heavy Board,

First Print \$34.50 + 2.45 Shipping
Additional Prints, same slide, \$24.50 + 1.35 Shpg.
On 4 or more 16x20 Prints: we pay postage.

Convincer Offer

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

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

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

Orders MUST be marked: "Trial Color Offer."

Tele Converter for Pentacon Six or Praktisix

Have you been looking for a 2x Automatic Tele Converter for your Pentacon Six or Praktisix? We have it. At a **special price**, too! The 2x Tele Converter doubles the focal length of **all** of your lenses. It does it at top resolution and unsurpassed sharpness. It makes a 160mm lens out of your 80mm lens, a 360mm lens out of your 180mm lens, and so on. It works with automatic and non-automatic lenses. At the regular price of \$49.50 it is an outstanding bargain. Now look what we are doing with the price:

2x Automatic Tele Converter for Pentacon Six or Praktisix, Stock No. 2050, now on Special Sale for only \$29.50 + 1.95 for the Case and \$1.45 Shipping Charges.



Used Exakta Lenses

We have again accumulated a sizeable collection of excellent used Exakta Lenses. Since all of them are one-of-a-kind, we cannot advertise them in the general way.

If you are interested in good used Exakta Lenses, drop us a line and tell us what you are looking for. We will answer promptly. Let's get together!

Combolite Focusing Screen

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

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

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

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

BONUS SPECIAL:

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



Anatomic Pistol Grip

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

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

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

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Combination Close-Up Lenses

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

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

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

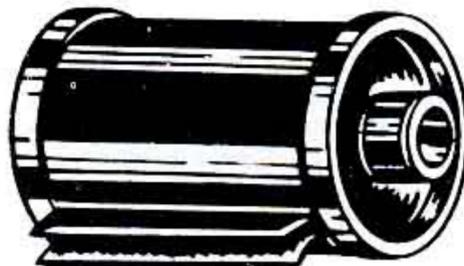
Combination Close-Up Lenses, Set of 3 Lenses. Case included: Model CU-7, for Series VII Filter Adapter, Stock No. 1860/07, \$12.50 + 85c Shipping.

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

Tiger Tripodette

Did you ever see a 3-Section Tripod with omnidirectional tilt head which is only six inches long when not in use? Well, you are seeing one now: The New Tiger® Tripodette whose 3-Section Legs disappear into the top!

All Metal Construction. Black-and-Silver Finish. Nylon Bumpers protect fine furniture but dig into the ground when you use the Tripodette outdoors. Ball-and-Socket Head. Large Butterfly Thumb Screw. Rubber Washer protects camera and prevents slippage. Camera Support adjusts to the depth of the tripod socket of your camera. **Tiger® Tripodette, Stock No. 2045, \$8.95 plus 65c Shipping Charges.**



Reloadable Cassettes

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

Reloadable Cassettes, Stock No. 1954
 10 for \$3.95 + 25c
 25 for \$7.45 + 45c
 100 for \$29.50 + 95c



"Tiger Paw" Unipods

For years we have been swamped with requests for Unipods. But, to be satisfactory, unipods must have features which were previously unavailable. Rather than offer just any Unipod, we offered none at all. Now we can offer you your choice of two models, both eminently satisfactory.

A Unipod (if you are not familiar with the term) is like a tripod with one single leg instead of three legs. It is lighter than a tripod, easier to carry and indispensable for shots that might come out blurred if you tried to hand-hold them.

We do not have room in this brief announcement to go into details about the construction and the features of these new TIGER PAW Unipods. They are **safe** and have passed all our rigorous tests for construction, features and quality: Absolute rigidity, combined with ultra light weight.

TIGER PAW DeLuxe 4-Section Unipod, fine finish, wrist strap, continuously variable height from 19 inches to 5 feet. Nylon bumper to protect delicate floors; Disappearing spike for outdoor use. Non-slip camera Platform. Fluted Two-Inch Finger Control.

TIGER PAW 3-Section Unipod, an excellent economy model without fancy frills. Wrist Strap. Minimum Height 24" Maximum Height 5 feet.

Tiger Paw DeLuxe 4-Section Unipod, Stock No. 2024/4, \$12.95 + 95c Shipping Charges.

Tiger Paw 3-Section Unipod, Stock No. 1994/3, \$7.95 + 95c Shipping Charges.

Exakta Repairs

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

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



Tygahde 'Town-and-Country' Equipment Bag

We must reduce our Inventory on these luxurious Equipment Bags. We might as well come right out with it: When we offered them at their intended Retail Selling Price of \$29.50, we did not have too many takers because money is tight these days. When we reduced the Price to \$16.95, they became, without a doubt, the Best Buy in deLuxe Equipment Bags. We sold about half of our stock. But warehouse space costs money. **So we decided to reduce the price to a ridiculously low level and sell the remaining Bags in a hurry.** All are brand new, perfect and, by comparison, worth about three times our Close-Out Price!

If you think that we say this only to make you buy one, remember: We want you to look it over when you receive it, and compare its value to the price you paid us for it. If you are not absolutely convinced that you got a "steal", return it within 15 Days in the very same box it came in, and ask for your money back.

The Tygahde "Town and Country" Bag is beautifully proportioned and generously sized at 15X16X7 Inches. Tygahde has the look and feel of finely tanned supple leather but outlasts leather by a wide margin: You don't have to baby it. It is impervious to rough treatment. Tygahde comes in a beautiful richly grained Antique Saddle Tan. The deLuxe Bag has a waterproof washable lining. The soft-padded interior cuddles and protects your delicate Equipment. The designer-styled Bag has top zipper closing, 2 Outside Pockets, and a Convertible Strap (Shoulder or Hand.) It is beautiful, functional, and durable.

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

Remember: They make Beautiful Gifts, too!

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

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

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

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

P-Thread Flange for Classic Exakta, Stock #2144, only \$12.95 and 75c Shipping Charges.



New! SAFARI Cube-Foam Attache Case

An entirely new and **better** Foam Fitted Attache Case. Impervious to tropical heat or arctic cold, this new type of molded shell withstands impact far beyond the punishment to which a piece of luggage is normally subjected. Humidity, even rain, cannot damage the contents because of the interlocking rims of the top and bottom parts.

- Moulded Luggage Construction
- Seamless Top and Bottom
- No Glued Joints
- No Patched Corners
- Guaranteed Not to Crack
- Metal Rims
- Dustproof Tongue-and-Groove
- Pronged Metal Hinges
- Safety Hasps
- Two Locks
- Inorganic Foam (NOT Rubber!)
- Foam will not harden, crack, or crumble
- Extra Bottom Layer of Foam
- Additional Foam Sets Available
- Generous Size
- Everything in Sight
- Unequaled Protection
- "Flight" Weight
- Made in U.S.A.

The SAFARI Foam Fitted Case cushions your Equipment and protects it from jolts. The new Model has **pre-cut Foam Cubes**. To custom-fit the foam insert for your equipment, you merely remove foam cubes without cutting tools. If you make a mistake, you put back as many cubes as you need. The whole procedure is much easier to do than to describe!

The Dimensions are: 17X12X4 Inches.
SAFARI Cube-Foam Attache Case, Stock #1855, Introductory Price, only \$19.95 + 1.95 Shipping.

"Super Cube"

The "Super Cube" Equipment Case has the same features as the Safari Cube-Foam Attache Case but it's Super Size: 18" X 12½" X 6".
"Super Cube" Equipment Case, large size, with cubed foam inserts, Stock No.2169, \$34.50 + 2.95

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



46% Reduction on our Best Professional Quality Aluminum Case

When was the last time you checked prices on Aluminum Cases in a few camera stores? If it was recently, have you recovered from the shock? The price of Aluminum has skyrocketed and Aluminum Cases are now out of reach.

In 1971 (before the Aluminum Price Spiral) we priced the World Traveller Model S Aluminum Case at \$54.50. We never increased the price: we had bought the cases at the old low price and we kept selling them at the old low price. We had anticipated a certain price increase and, at the time, bought rather heavily. Perhaps a little too heavily because hundreds upon hundreds of the cases stare us in the face every time we enter the warehouse. Of course, the temptation to hold on to them and eventually sell them at a higher price is a reality. But we have never succumbed to such a temptation (there will probably be a first time one day...) Right now we are taking the easy way out and sell all of them at a low price. We need the space, we need the money. Therefore we offer the cases to our customers at a price which is really and truly below our replacement cost.

Here is a reprint of the description of this beautiful Professional Carrying and Storage Case:

World Traveller Photo Equipment Case Aircraft Type Aluminum Entirely Hand Made

- Lightweight, but unbelievably strong.
- Real Metal: Aluminum, NOT aluminized plastic!
- Brushed Finish.
- Riveted, Reinforced Construction.
- Two Hasps and Safety Locks (with Keys!)
- Positive Back Stop for Top.
- All-Metal Tongue-and-Groove Seal provides Best Protection from Dust, Water, and Weather.
- Lined Throughout with Luxurious Lint-Free Red Plush.
- Foam Cushioned on All Sides between Metal Shell and Plush Lining.
- Pleated Twin Pockets Inside Top.
- Movable Plush Covered Partitions for "Custom" Fitting.

World Traveller Model S Aluminum Case:

Outside Dimensions:	Inside Dimensions:
9¾ inches high	8¾ inches high
7¾ inches deep	6¾ inches deep
15¼ inches wide	14¼ inches wide

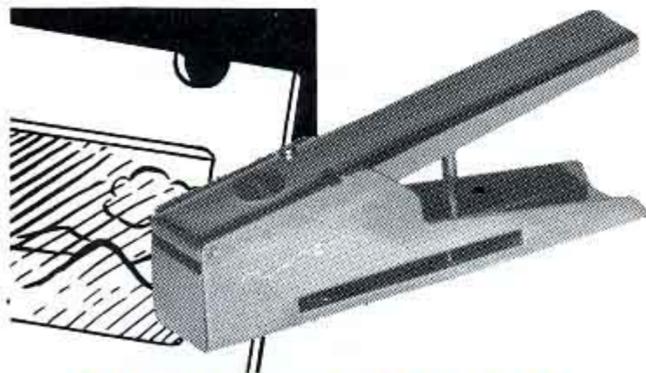
World Traveller Model S Aluminum Photo Equipment Case, Stock No.2066, our regular low Selling Price, \$54.50, **Special Clear-the-Warehouse Price, only \$29.50 + 2.95 Shipping Charges.**



Owners of RTL-1000: New Rokunar Internally Automatic 2X Tele Converter

Rokunar has come out with a superbly sharp 2X Tele Converter with **internal** automatic for the Exakta RTL-1000. It doubles the Focal Length of any RTL Lens. Internally automatic lenses **remain** internally automatic. A 50mm Lens becomes a 100mm Lens (ideal for portrait), 135mm becomes 270mm, 300mm becomes 600mm, and so on. Four Optical Elements assure high correction and sharp telephoto shots, and the new type Roku-Coating eliminates even the last vestiges of flare.

The Focusing Scale of your lens remains unaffected and the minimum focusing distance remains the same as without the Extender. This means that your 50mm Oreston becomes a 100mm Lens **but still focuses down to 9 inches!!!**
Rokunar Internally Automatic 2X Tele Converter for Exakta RTL-1000, Stock No.2138, only \$29.50 plus 1.95 for the Case and 1.25 Shipping Charges.



Why do you have to "Notch" Your Slides?

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

There is only one way to prevent this embarrassing interruption of Slide Shows: Punch a Notch into the Cardboard. This tells you visually (When it's light) and by touch (when it's dark) which way the slide has to go. When you put your slides into a magazine, the lined-up notches signal any slide whose notch does not line up with the rest. The punch puts all notches in the **same** spot on **all** slides.

No more "Oops! Sorry!" when you project your slides; no more embarrassment; no more mood-killing interruptions.

Slide Punch (also known as "Slide Notcher"), Stock No.1833, only \$4.95 + 45c Shippg. Chgs.



TIGER® + 10 Macro and + 20 Ultra Macro Close-Up Lenses

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

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

It's all done without extension tubes, without bellows, without loss of light: no exposure compensation, no complicated calculations. If the diaphragm of your lens is set at F 8, it's really F 8.

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

Tiger® Plus Ten Macro Lens (state size wanted), Stock No.1846, only \$9.65 + 45c Shipping Chgs.
Tiger® Plus Twenty Ultra Macro Lens (state size wanted), Stock No.2023, only \$12.45 + 45c Shippg.
Special Combination Offer: One Plus Ten and one Plus Twenty, both for only \$18.85 + 55c Shipping. (Series VII "Filter" Adapter, state mm size, Stock No.3005, \$4.95 + 25c)



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

Seymour's Reduces Prices on Best-Selling Strobes



TigerBlitz 500

The TigerBlitz is a self-contained Strobe Unit. Efficient, compact, and entirely independent from electric house current: Two standard Penlite Batteries supply the Power!

Anybody can build expensive features into an expensive strobe unit. The trick is to equip an **inexpensive** unit with expensive features: Detachable Flash Cord, Neon Pilot Lamp, Open Flash Button (which doubles as a Flash Tester!), and a permanently embossed Exposure Index.

Now take a good look at the Performance Specs:

True Guide Number of 56 for ASA 100.

Re-cycling Time: Five Seconds.

Flash Duration: 1/1500 Second

Number of Flashes:

Penlite Batteries: 40 or more,

Alkaline Batteries: about 200.

Color Temperature: Daylight (5700°K)

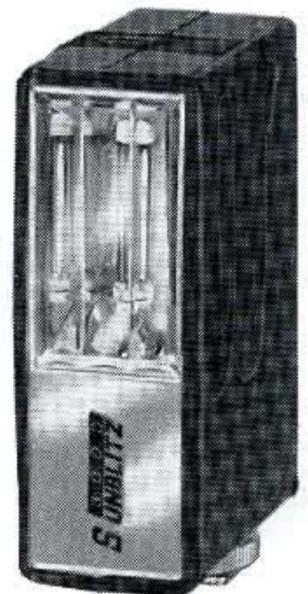
Angle of Coverage: 65 Degrees

Dimensions: 1 1/4 X 3 1/4 X 2 1/4 Inches.

TigerBlitz Electronic Strobe Unit, with detachable Cord, Stock No.1883, reduced to \$12.95 + 95c.
Batteries (2 needed): Dry Cells, 2 for 49c,
Alkaline, 2 for \$1.39.

SunBlitz 3000

**New Dual Model:
Use it Indoors
from AC Outlets.
Use it Outdoors
with Batteries.**



The SunBlitz 3000 is a newly developed Strobe Unit. Amazingly small and light, it boasts an honest Guide Number of 75 for ASA 64 Film. Wide Angle of Coverage. Color Temperature exactly matches Daylight: Use it with Daylight Film, without Filter, indoors and outdoors.

The SunBlitz 3000 is a **Dual Model**: Use it indoors from any convenient AC Outlet. Use it Outdoors with two penlite batteries. Penlite Batteries are inexpensive and available anywhere.

Rugged Construction. Hand Wired for extra-dependable operation. Fits the Accessory Shoe of all Cameras. Lowered Price makes it a **Best Buy SunBlitz 3000 Strobe Unit, Stock No.1809, reduced to only \$17.95 + 1.25 Shipping Charges.**

Batteries (2 needed): Dry Cells, 2 for 49c,
Alkaline, 2 for \$1.39.

Yes, you do need a Good Hand Held Exposure Meter!

Consider this: Built-in Exposure Meters are excellent but they have their limitations. If you take pictures **only** in good light, on conventional film, without filters (or only with ordinary filters), if you don't take imaginative pictures, if you never take extreme close-ups or copy pictures from a book, in short, if you stay within the snapshot region....you don't need a handheld meter.

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

Before you decide on **any** Exposure Meter, look at another very important feature: Accuracy. What good is an Exposure Meter if you can't trust

it for correct exposure? How do you know? Point the meter and watch the needle. If it bounces back and forth, you know that the meter "can't make up its mind." Make sure the needle goes to the correct exposure right away and **stays put!**

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

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

4 Hours to 1/8000 Second! (Read that again: not 4 Minutes but 4 HOURS!)

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

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

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

We'll just list some of the other features:

- Built-in Battery Tester
- Battery Miser Circuit (Battery lasts Two Years!)
- One-Hand Operation
- Jewelled Movement
- Shock Resistant Construction

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

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

You have seen exposure meters whose needles flutter and bounce back and forth, as if the meter didn't quite know how to interpret the light conditions. The Super Tiger knows exactly how to interpret the light and the needle comes to a **positive** rock-steady rest. No guesswork, ever!

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

It's rugged!

Super Tiger Exposure Meter, Stock No. 1995, incredibly low Seymour-priced at only \$19.95 plus 1.35 Shipping Charges. Energy Cell (Battery) 98c. Case and Neckslings \$2.00

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



We have sold **Over Three Thousand** Super Tiger Exposure Meters to **Over Three Thousand** Highly Pleased Customers!

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