



SEYMOUR'S-EXAKTA Reduces Prices on the very latest EXAKTA TWIN TL

The Exakta Twin TL has won the approval of Exakta Fans much faster than any of the former models. It seems that Ihagee really listened when professional and amateur photographers told them what they wanted in their "ideal" 35mm Single Lens Reflex Camera. Small wonder, then, that shipment after shipment sold out faster than we could replenish our stock. But Ihagee has now been able to step up production, and by the time this issue reaches you, we will be in a position to fill all orders promptly and without delay.

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

By now, most Exakta Fans are familiar with the specifications of the new Exakta Twin TL. While we may bore some of you, there may be some others who are not fully familiar with the advantages and the new Engineering Improvements of this new model. So-- we will briefly mention them:

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

Exakta News

Published by SEYMOUR'S-EXAKTA
350 W. 31st St., New York, N.Y. 10001

Christmas Issue 1974

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!

Special Christmas Offer

I kept the **best** for the last: our Special Sale Prices! Let me say, first, that our regular selling prices were already extremely low if you look around and see what other cameras (with **half** the features of the Exakta!) are selling for. In spite of everything, we have **lowered** our Exakta Prices, to make this a very special sale!

Exakta Twin TL with F1.8 Internally Automatic Lens, complete with Case, Stock No.2073, regular low Seymour Price \$174.50. Now, during Sale, only \$153.80 plus \$2.45 Shipping Charges

Exakta Twin TL with F1.4 Internally Automatic Ultra Fast Lens, complete with Case, Stock No.2072, regular low Seymour Price \$219.50. Now, during Sale, only \$189.50 plus \$2.45 Shipping Charges

Exakta Twin TL without Lens, complete with Case, Stock No.2074, regular low Seymour Price \$144.50. Now, during Sale, only \$119.50 + 2.45 Shipping Charges.

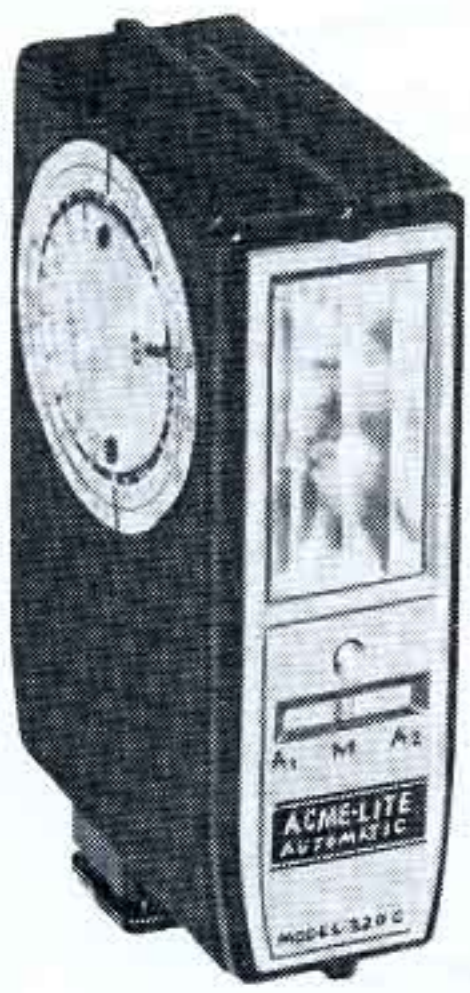
ADAPTERS FOR OTHER LENSES:

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

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

The Special Prices are in effect **only during the Sale** and are quoted for cameras now in our stock. The Sale Prices are not retroactive and it goes without saying that future shipments from the Factory will command considerably higher prices.

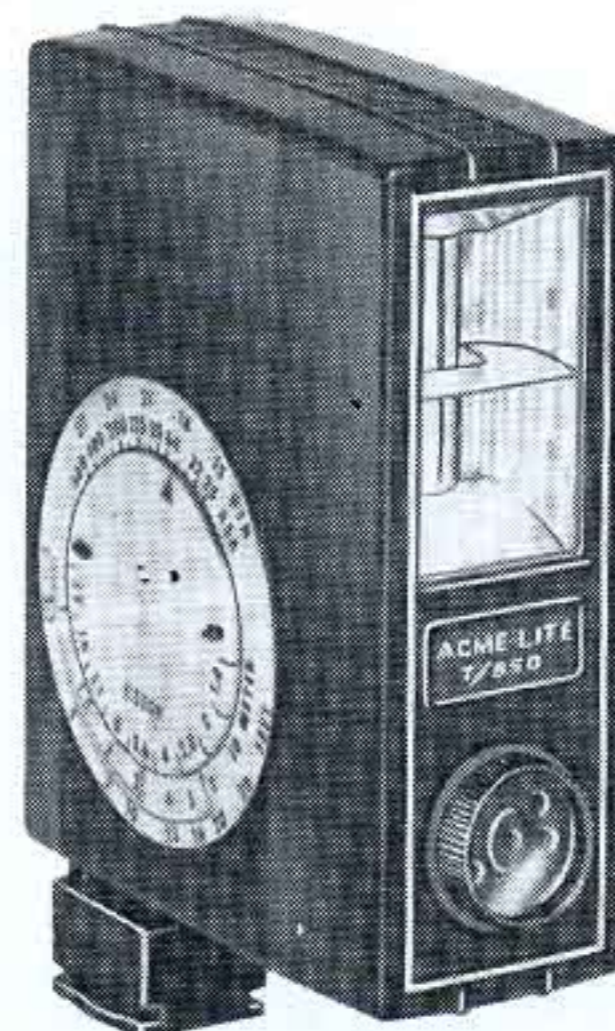
SEYMOUR'S INC.
The Worlds **ONLY** exclusive Exakta Dealer
350 West 31 Street, New York, N.Y. 10001



AcmeLite 320CA



AcmeLite 350CR



AcmeLite Thyristor



Example of Multiple Flash

Automatic Computer* Strobes

* Authorized and protected
by Honeywell Patents

You may have been wondering why we steadfastly refused to offer Computer Strobes until now. Why did we deliberately pass up many thousands of dollars' worth of business? The answer is very simple: We tested many units but could not, with a clear conscience, recommend a single one. Some simply 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 Acme-Lite Automatic Computer Strobes work?

Once you have mounted your Automatic Computer Strobe on your camera, and have set it to "Automatic" you can completely ignore it. When you point your camera and push the shutter 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 1/800 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 Model 320CA:

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

Acme-Lite Automatic Computer Strobe Model 350CR:

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

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

Acme-Lite Automatic Computer Strobe, Model 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 "Acemlite Thyristor."

The Acemlite Thyristor has all the features of the Acemlite 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 Acemlite 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 Acemlite Thyristor directly from your AC House Current, if you prefer.

We have priced the Acemlite 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 Sh'p

SAFARI Foam Fitted Attache Case



- 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.

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.

The Tiger® SAFARI Foam Fitted Case cushions your equipment and protects it from jolts. You custom fit the case by tracing your equipment on a piece of paper and cutting the foam right through the paper. **Tiger® SAFARI Foam Fitted Attache Case, 17 x 12 x 4 Inches, Stock No.1854, on Special Sale at \$16.95 + 1.95 Shipping.**

New: Cube Foam Attache Case

If you are a do-it-yourself-er but don't trust your skill of cutting the foam, we now have a new model with **pre-cut** foam. To fit your equipment into the foam insert, you merely remove the foam cubes without the use of cutting tools. It is very easy. In fact, it is easier to **do** than to **describe** it.

Apart from the pre-cut foam inserts, the case is exactly the same as the SAFARI Foam Fitted Attache Case. The same construction, features, and dimensions.

Cube Foam Attache Case, Stock No.1855, Introductory Price \$19.95 + 1.95 Shipping.



Plus Twenty (+20) Tiger® Macro Lens

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

The Plus Twenty Tiger® Macro Lens attaches to your standard 50mm Lens.

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

What does the Tiger® Plus Twenty Close-Up Lens do that others don't or can't do? It gives you a **Life Size Image!** 1:1 on the film! Never before was it possible to obtain a "same size" image without tubes, bellows, or specially constructed prime lenses. Optical Science has now reached the theoretical limit: Life Size Reproduction with a 50mm (55mm, 58mm) Lens with a single macro lens attached! A Miracle!

We know that "standard" lenses are not standardized in size. We make the Tiger® Plus Twenty Macro Lens available in 4 different mm sizes (49mm, 52mm, 55mm, 58mm) and in Series VII. This should take care of any standard focal length lens.

Be sure to give the diameter of your lens in mm [or order Series VII.] Giving us the name of your lens is not enough since many lenses come in different diameters! Of course, the Series VII Lens will fit any standard lens, but you need a Series VII "Filter" Adapter. **Tiger® Plus Twenty Macro Lens** (state size wanted), \$9.65 + 35c Shipping Charges. (Series VII "Filter" Adapter, state mm size wanted, \$4.95 + 35c.)

Stainless Steel DIAL Thermometer

If you are doing your own Darkroom Work, we don't 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 entirely from high grade **Stainless Steel**. It will not corrode or rust and, what's even 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.

Ultra accurate within a fraction of a degree: You can trust it, all the way. And don't overlook another important "feature": It's Bargain Priced!

Stainless Steel Dial Thermometer, Stock No.2071, \$3.95 + 45c Shipping Chgs.

Let Your Camera Hobby Support You!

Well, perhaps you would not expect it to support **you**, but would you mind if it supported **itself**?

Here is a Folio which shows how you can make your camera earn money for you. The plans which are described in the Folio are straightforward and proven money makers. The "Photo Markets Guide" is a unique feature of the Folio. It is an extensive list, showing approximately 300 names and Addresses of Markets that purchase photographs. They are arranged for very easy and accurate reference. Also given are details about requirements, prices paid, and clear Instructions how to present the photographs to the markets **and get them sold**.

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

The Folio is called **CAMERA PROFITS**. Sold as Information: the Plans How to Make Money with your Camera, the Information How to Submit Your Pictures, and the List of 300 Companies to whom you can submit your photographs. This List is arranged by Subject and Type of Pictures Wanted. Most important, the Price Range Offered is clearly indicated for every name on the list.

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

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



29mm F2.8 Internally Automatic Orestegon.

Attention Owners of RTL-1000!

29mm F2.8 Internally Automatic Orestegon

Good News for Owners of the Exakta RTL-1000: The most popular internally automatic Wide Angle Lens is still available **at the old Sale Price -- as long as our stock lasts.** While externally automatic lenses can be used in the RTL-1000 and in all older Exakta Models, this **internally** automatic lens is **strictly** for the RTL-1000.

An incredibly sharp 29mm Wide Angle Lens, equal in correction to the legendary 50mm F1.8 Oreston. (We hope you did not wait too long to order your 50mm Oreston, because they are all gone. Don't let the same thing happen to you with the Orestegon!) **29mm F2.8 Internally Automatic Orestegon, Stock No.1917, \$89.50 + 1.35 Shippg. Chgs.**



Original German Combination Accessory Shoe for Exakta RTL-1000

This Special Shoe Combination clips into the recess engineered, specifically for this purpose, into the the top plate of the Exakta RTL-1000. It accommodates all types of flash and strobe guns, regardless whether they require a Hot Shoe or a Cold Shoe. The Shoe is internally wired and comes with a short detachable PC/PC Cord. Plug this cord into the flash socket of your camera and the Accessory Shoe becomes a Hot Shoe. Unplug the cord and your Shoe becomes a Standard "Cold" Shoe, leaving the camera flash socket open for the cord of your flash or strobe. The shoe snaps securely into its receptacle and holds your flash or strobe in a safe grip.

RTL Combination Accessory Shoe with Cord, Stock No.1927, \$9.85 + 35c Shippg. Chgs.



New Model
135mm F2.8 Automatic Rokunar.

135mm F2.8 Automatic Rokunar®

We have been featuring Rokunar Lenses almost as long as we can remember because they have always lived up to their slogan: "Sharp as a Rokunar." This new model is the very top of the art of lensmaking. It remains sharp and crisp, even if you shoot **against** the light because of the new scientific Roku-Coating, the new glass types specified by the lens designers, and the optical know-how and precision in grinding, testing, and mounting the elements, as well as in testing the completed lens.

The lens may be ordered for the Classic Exakta, for the Exakta RTL-1000, or for the Exakta Twin TL. At the time this issue goes to press, we have a good supply of all three models. You can count on prompt shipment. **New Model 135mm F2.8 Fully Automatic genuine Rokunar, for Classic Exakta, Stock No.2105/CLA, \$89.50 + 5.95 for the Case and 1.35 Shipping for Exakta RTL-1000, Stock No.2105/RTL, \$94.50 + 5.95 for the Case and 1.35 Shipping for Exakta Twin TL, Stock No.2105/TW, \$99.50 + 5.95 for the Case and 1.35 Shipping**

SALE!!!



Genuine ROWI German Copy Stand

One of the most versatile copystands. Superb German Craftsmanship throughout. All adjustments. Graduated markings. Lateral and vertical rack-and-pinion movements. Heavy weighted frame base. Entire unit disassembles, stores on shallow shelf. Our regular low selling price is \$149.50, and it is a **great buy** at that price. Now on Special Sale. Chances are, we cannot **replace** it at the price at which we are selling it now: **Genuine German ROWI Professional Copy Stand, Stock No.2064, now on Special Sale at only \$99.50 + 3.85 Shipping Charges. Bulbs not included. Limited Supply.**



New Rokunar® Internally Automatic
2X Tele Converter

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

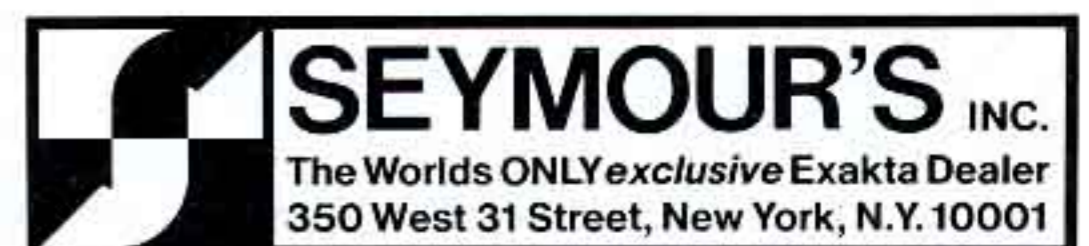
Rokunar has come out with a superbly sharp 2X Tele Converter with **internal** automatic for the Exakta RTL-1000. It doubles the focal length of any RTL Lens. Internally automatic lenses **remain** internally automatic and preset lenses remain preset. A 50mm lens becomes a 100mm lens (ideal for portrait work,) a 135mm lens becomes a 270mm lens, a 300mm lens becomes a 600mm lens and so on. Four optical elements assure high correction and sharp telephoto shots. New type of Roku-Coating eliminates 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 it still focuses down to 9 inches!**

In anticipation of the manufacturer's price increase, Rokunar suggests a "List Price" of \$49.50. This seems a little on the high side. We feel that a List Price of \$39.50 would be more realistic at this time, with an increase to \$49.50 **after** the manufacturer increases the cost. Of course, you do not pay List prices at Seymour's which makes this discussion academic.

Rokunar® Internally Automatic 2X Tele-Converter for Exakta RTL-1000, Stock No.2138, \$29.50 + 1.95 for the Protective Case and 1.25 Shipping Charges.

**ATT. GIFT GIVERS:
Any Item purchased
as a Christmas Gift
may be returned or
exchanged until
January 15, 1975**



Hand Made Color Enlargements

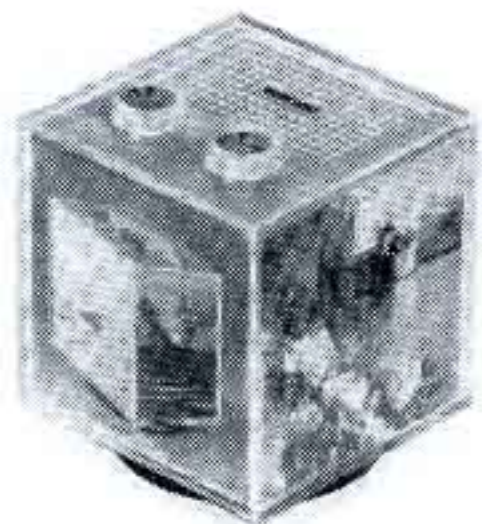
We deliver Hand Made Color Enlargements of the quality displayed in our Showroom. No Compromise. Only ONE quality: The Best. No mass produced automated machine prints but individually enlarged, hand made color enlargements, every one breathtakingly beautiful. Every one a show-off picture. (No rush orders, 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.

Special Christmas Offer

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

We will make four beautiful 8x10 Color Enlargements and deliver them to you in our stunning Floating Lucite Box Frames. You will find a description of these Frames in this issue. Send us four of your best Slides and we will come up with 4 glorious Color Pictures. You may order as many "sets" as you want, as long as you order in multiples of four. You may also order all four Enlargements from the same slide or any combination from one, two, three or four slides. The total number of Enlargements must total 4 per set. The number of slides does not matter. You may send slides or negatives. You may send 35mm or larger formats.

We intend to make you gasp at the beauty that was hidden in your own slides! **Trial Color Offer: 4 Color Enlargements, as described above, in Clear Box Frames, regular price \$34.00, Trial Offer, only \$24.50 + 1.50 Shipping Charges.** Orders must be marked: Trial Color Offer.



Just in time for Christmas:

Revolving Lucite Photo Cube Radio

A wonderful gift, to give to others or to yourself: A Desk Top Radio in a Clear Lucite Cube 3 3/4 x 3 3/4 x 3 3/4 on a Ball-Bearing Rotating Base. A delightful way to display four of your favorite pictures. It is as beautiful as it is functional and, best of all, so easily affordable at our low, low price. **Revolving Lucite Photo Cube Radio, Stock No. 2151, only \$11.88 + 1.65 Shippg.** For Gift Giving: 3 for \$29.50 + 2.35 6 for 53.60 + 2.95



"Satin Gold" Gadget Bag

We might as well come right out with it: We've made a **terrific** buy! And when we make a terrific buy, **you** make a terrific buy. We were able to buy a fairly large quantity of absolutely gorgeous Gadget Bags at a very attractive price, especially when you consider that the price of high quality Leather-Look Vinyl is going up sky high these days.

The Satin Gold Gadget Bag is one of the handsomest gadget bags we have ever seen. The Leather-Look Vinyl has an inner glow of satin finish golden tan. And it is "larger inside than outside." It has beautiful, carefully coordinated dimensions: the inside is **very** roomy, yet it never looks unwieldy or clumsy, even when fully loaded.

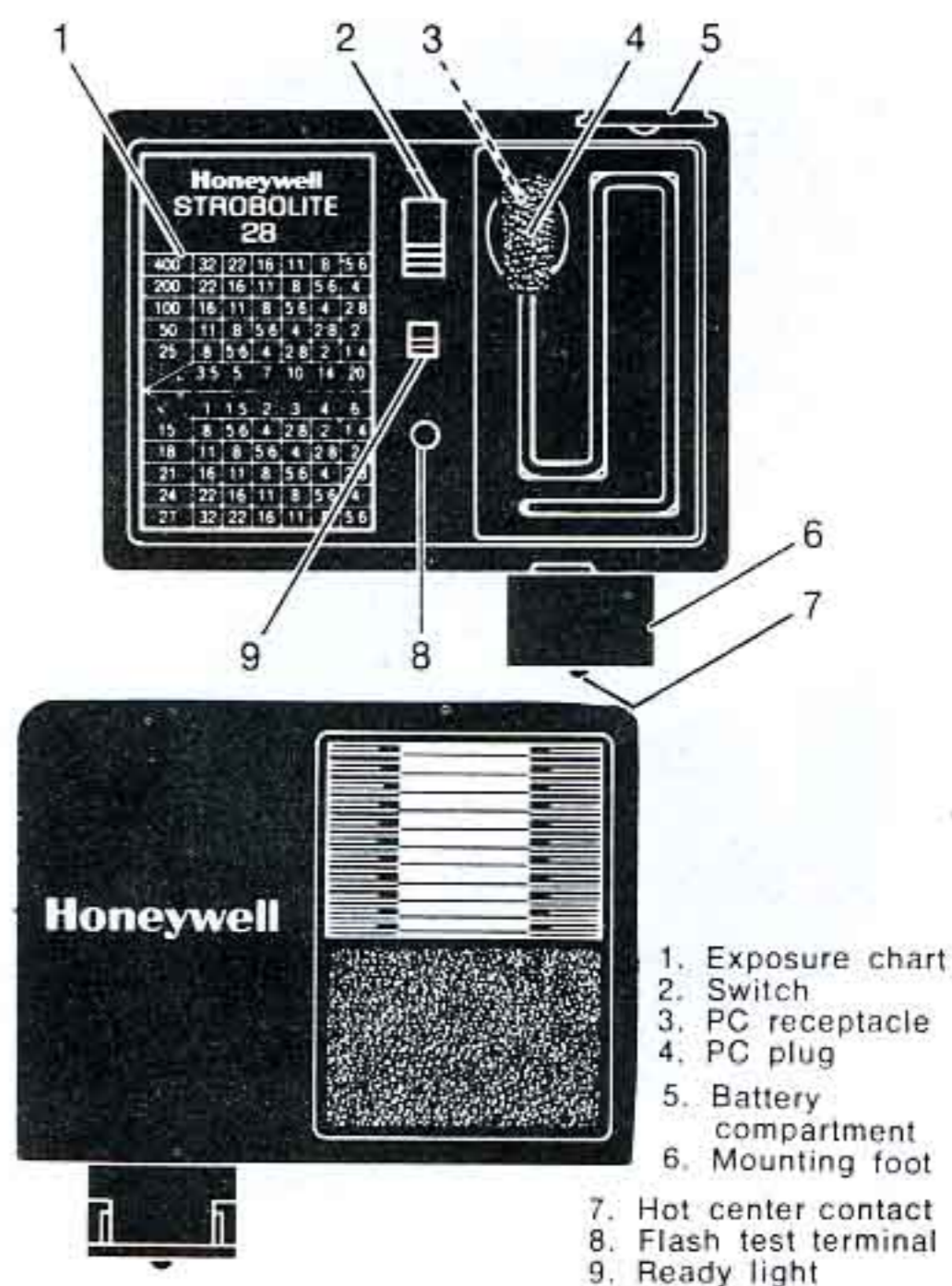
The main compartment, when fully extended, measures 13 x 10 x 4 3/4 inches. There is one large outside pocket 11 x 8 x 2 inches and 2 additional outside pockets of 7 3/4 x 4 3/4 x 1 3/4 each. It will surely take **all** your photo gear but it is so cleverly constructed that the sides kind of "fold" when it is not loaded to capacity, making it conform to the bulk (or lack of bulk) of the equipment you decide to take with you.

All right, you'll say, you told us what a fine bag it is and that I can buy it at a good price. So, where's the catch? Yes, there is a catch. Naturally. The vinyl has tiny imperfections. We carefully looked them over and we can honestly say that they do **not** mar the beautiful appearance, and that they certainly do **not** impair the durability. In fact, if the bags were leather, these imperfections would be considered beautiful "skin marks." But -- we're not talking about leather and the marks are called "imperfections." Our Buyer played them up big to make the manufacturer accept a low price.

Now you know the catch. And we think it's one of the best catches we ever made. Look around and see what kind of bag \$24.50 or even \$27.50 buys these days. **Then** look at our price...

Satin Gold Gadget Bag, Stock No.2148, Super Special, only \$11.95 + 1.65 Shippg.

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



1. Exposure chart
2. Switch
3. PC receptacle
4. PC plug
5. Battery compartment
6. Mounting foot
7. Hot center contact
8. Flash test terminal
9. Ready light

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" x 3" x 2 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:
Exposure Chart
On-off Switch
Flash Test Terminal
Ready Light

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

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

Per-Suede-R Bags

Whether you call it Imitation Suede or Fake Suede, if you call it a Bargain, you are calling it by its right name.

5" x 6" Drawstring Bags, made of Synthetic Suede (now we're getting into the fancy words.) Useful for small accessories, spare rolls of film, small strobe guns, or to smuggle a baby chipmonk on a plane. Will also hold Greek Worry Beads, Mylady's Jewelry, spare (or rare) coins. We don't tell you what to put in; we just sell them to you. At a good price!

Per-Suede-R Drawstring Bags, 5" x 6", Stock No.2103, Pkg. of 3 Bags, \$1.29 + 25c 6 Pkgs. [18 Bags] \$6.29 + 35c [Save \$1.50.]



**My Camera has
a Built-in Meter.
I don't need
a Hand Held Meter.**

Or do I?

You certainly do! Built-in meters are terrific but they have their limitations. If you take pictures **only** in good light, on conventional film, without filters (or only with ordinary filters,) if you don't take imaginative pictures, if you never take extreme close-ups or copy pictures from 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.

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

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!

IMPORTANT NOTICE

The Manufacturer has hit us with a price increase of 36%. This forces us to increase the price to \$29.50. Even at the new price we consider the Superr Tiger one of the best Exposure Meter Values.

As long as our previous stock lasts, we will fill all orders at the old price. We do not impose a quota system. As long as we have them, you may order as many meters as you want at our 1971 price and we still "throw in" the Battery, Case, and Neck Sling. **Super Tiger Exposure Meter, complete with the Battery, the Case and the Neck Sling, Stock No.1995, \$19.95 + 1.25 Shipping.**



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.**



"Pieces of Eight"

The New 8mm Movie Frame Enlarger

If you use an 8mm Movie Camera, you will easily find some hidden treasures among your films. Now you can enlarge bits and pieces of your 8mm films onto 35mm Size. Black-and-White, or Color. Negatives for Paper Prints. Slides for Projection. You name it, "Pieces of Eight" will do it.

"Pieces of Eight" is a precision instrument with self contained micro-film type lens. It has a Condensing Lens System to illuminate the 8mm frame evenly. This would be impossible with a diffusing glass.

This new Movie Frame Enlarger can be used with Super Eight, Single Eight, or Standard 8mm Film. It fits directly into your 35mm Single Lens Reflex Camera and produces a perfect 35mm Still Picture. Slides come out ready for projection. Negatives are ready for further enlargement, either black-and-white or full color.

"Pieces of Eight" 8mm Movie to 35mm Still Enlarger, Stock No.2025, \$39.50 + 1.65 Shp. Protective Case included.



Shadowless Lighting with Schneider Ringlite

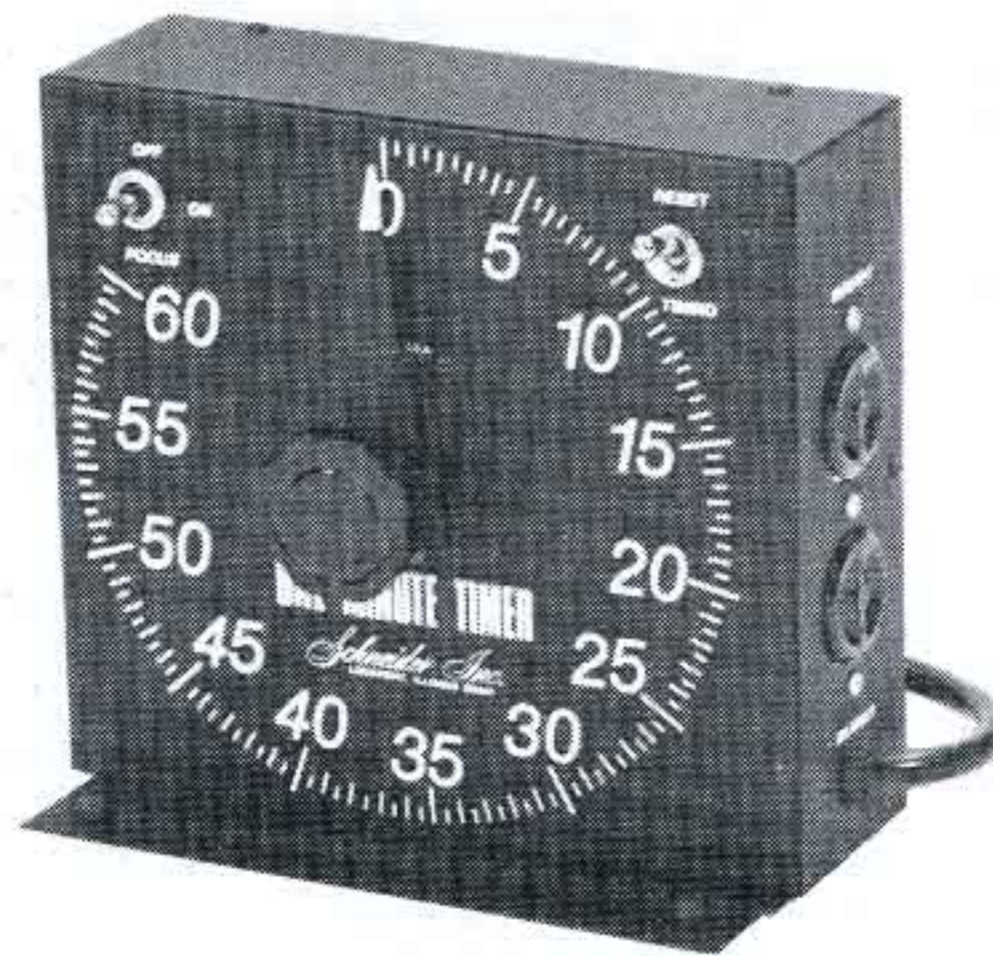
Many photographs require shadowless lighting, from the intra-oral work of the dentist to the illustrations of merchandise (such as the pictures in this publication.) The Series VII Ringlite shown above was always one of our most popular items. Because of a total re-organization of the factory, Ringlites were unavailable for quite a while. Good News: The factory is now again in full swing, producing the very latest Ringlites. Even Better News: Once more we have a good supply and can make immediate shipment.

The Series VII Ringlite fits on your lens by means of a Series VII Filter Adapter. It comes complete with its own Power Supply, switchable from 25 Watt Seconds to 7 WS. The Ringlite itself is rated up to 200 WS and we can offer Power Supply Units of single 50 WS and of 4-Power Selection to 200 WS for special applications. These, too, are in stock for immediate shipment. To make the Line complete, we also offer a shoe mounted Reflector Strobe Head which is compatible with the Power Supply Units. We do not have room in this issue to describe these specialized items. If you need these items, drop us a line and we will write you a letter.

Since the Ringlite itself is a very popular item, we will just concentrate on the standard model: The Ringlite gives you an illumination which is totally shadow-free. Since it is mounted **in front of** the lens, it gives you a brilliant light and permits stopping down for greater depth when you use the unit for close-up or macro work. The Ringlite has its own Redi-Lite and is equipped with a Safety Circuit which "bleeds back" the charge when you switch off the power supply.

Schneider Series VII Ringlite, complete with switchable AC Power Supply (25 and 7 WS), with Connecting Cables, Stock No.1886, "Professional" Net Price \$109.90 + 2.85.

If you need a Ser.VII Filter Adapter, you may order it, in conjunction with the Ringlite at the special net price of \$3.95. The Filter Adapters are available for lenses with front threads from 46mm to 58mm. Be sure to specify mm size when you order the Adapter



Schneider Electric Enlarging Timer

What the serious Darkroom Aficionado needs is a Timer which combines the versatility of **several** timers in **one single unit**. Schneider makes it and we've got it!

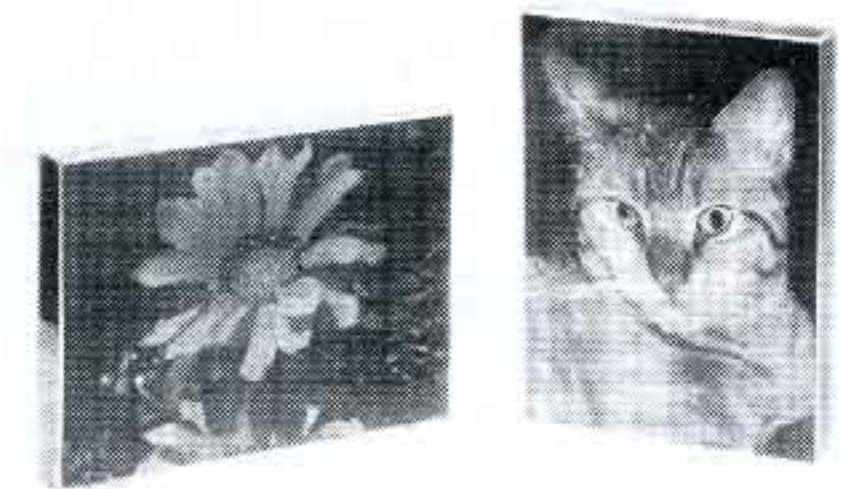
The Schneider AVT-60 Timer has everything you can possibly build into a timer. It is a Time **Switch** (directly controlling the exposure time of the enlarger;) it is an audible timer; it is a visual timer; it is a safe-light selector, and so on!

The (resettable) Timing Cycle runs from One Second to One Minute. It has a 15 Amp Switching Capability (1500 Watts!) The enlarger can be switched on and off, independently of the timing cycle (for focusing, etc.) The Timing Cycle is controlled by a Synchronous, Permanent Magnet Motor, 60 HZ, 120 Volt AC. All in all, a superbly designed versatile machine at an affordable price.

There is also an even-lower-priced one, the Model T-60, which has all the features of the "Senior" Model except the audible and visual timing.

Schneider Enlarging Timer [including Audible and Visual Timing], Model AVT-60, Stock No. 2057, "Professional" Net, only \$44.95 plus \$2.85 Shipping Charges.

Junior Model, without Audible and Visual Timing, Model T-60, Stock No. 2056, "Professional" Net, \$29.95 + 2.85 Shippg. Chgs.



"Floating" Lucite Box Frames

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

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

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

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

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

Universal Accessory Case

There are Lens Cases, Camera Cases, Filter Cases, etc. But there are no universally usable Accessory Cases to protect delicate accessories which do not fall exactly into any of the above categories. Who says there is no such case? There is. We **have** it!

The Universal Accessory Case combines the advantages of a pouch with the advantages of a case. It has a jam-proof zipper which allows opening the case like a box with a hinged lid. On the inside, the case is padded with lint-free felt. It has a loop which may be used as a carrying handle, or to loop it through your camera strap or even through your trouser belt.

It measures 5 1/2" X 4" X 3", just right for many photographic accessories from a compact strobe unit to a clamp pod. It will, of course, also take a medium sized lens, or any odd-shaped accessory within the above dimensions.



We know that everybody needs a case of this type and have priced it especially low, to enable **everybody** to afford it. We know that most of you will want several of these cases and have made an **EXTRA SPECIAL** Money-Saving Price for three (which makes the Case an even better Bargain!) **Zippered Universal Accessory "Loop" Case, Stock No.2077, \$3.95 + 45c Shipping Chgs. Extra Special: Three for \$8.85 + 65c Shippg.**

**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 repairs.

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 unrepai red. There is no cost to you (other than the \$2.45 Return Shipping Charges.)

Best Wishes, and, as we used to say in the Old Country, "**Frohe Weihnachten!**"

Your Exakta Pamperer,
Otto.

**New
and Ours Exclusively:
Close-Up Screen
ProxiGrid**

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

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

ness 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!) 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, including the VX-500.)

**ProxiGrid Close-Up Focusing Insert,
Stock No.2132, only \$9.85 + 35c Shipping.**



**ElectroMatic®
Tape Dispenser**

**Automatically Dispenses Tape
To Any Desired Length**

Every Desks needs this unique ElectroMatic® Tape Dispenser. It takes large and small rolls of "Scotch" or other brands of Tape. Works on 3 D-Cells. Push the button and the machine dispenses tape till you lift your finger. Internal rollers prevent the tape from curling or twisting. The cutter is recessed to protect your fingers.

ElectroMatic is protected under U.S. Patent No.199960 and guaranteed by famous SWANK. Many thousands were (and are being) sold by Office Supply Houses and fancy Gift Stores for \$20.00 (and the machine is worth every penny of it!) A special tie-in purchase from a large Distributor enables us to offer it for less than half!

**ElectroMatic® Tape Dispenser,
Stock No. 3364, \$9.95 + 1.65 Shipping Chgs.
For Gift Giving: Three for \$27.50 + 1.95
Six for \$49.50 + 2.45**

Batteries (3 needed) Dry Cells 3 for 89c.



**ElectroMatic®
Memo Roll**

The Automatic Memeo Pad

Use it separately or as a companion to the ElectroMatic® Tape Dispenser. Keep one on your desk, one near every phone in the house or office, one in the kitchen (for the Grocery Shopping List) and so on.

Touch the Bar and the paper advances automatically. The unit is very beautifully finished and has a swivel holder for a ball-Point Pen (pen not included.)

**Same Special Discount as Tape Dispenser:
ElectroMatic® Memo Roll,
Stock No.3742, \$9.95 1.65 Shipping Chgs.
For Gift Giving: Three for \$27.50 + 1.95
Six for \$49.50 + 2.45**

Batteries (3 needed) Dry Cells 3 for 89c.

Price Reduction on Original Exakta Accessory Shoe

We made a special Combination Purchase and were able to obtain a large quantity of **Original German Exakta Accessory Shoes** at a reduced price. The All-Metal Accessory Shoes are made in the Dresden Exakta Plant. They fit securely on the Eye-Level PentaPrism of the Classic Exakta. (The Exakta RTL-1000 takes a different model shoe, and the Exakta Twin TL takes its own version.)

The Original Exakta Accessory Shoe slips easily into the grooves formed by the frame of the eye "window" on the prism. Attach it and remove it in a split second. **Original Exakta Accessory Shoe, Stock No.1921, regular low Seymour Price \$5.95, now on Special Sale at \$4.50 + 35c.**



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 F3.5 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. A terrific lens!

The Exaktar/Carenar 45mm to 135mm Automatic Zoom Lens is available for all 3 Exakta Mounts. When you order it, be sure to tell us whether you want the lens to fit the Classic Exakta, the Exakta RTL-1000, or the Exakta Twin TL.

We bring you the lens at a very attractive price. It is in stock for immediate shipment. **45mm to 135mm F3.5 Fully Automatic Exaktar/Carenar Zoom Lens, Stock No.2135, only \$179.50 + 8.95/Case and 1.85 Shipping**

Combolite Focusing Screen

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

It has:

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

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

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

BONUS SPECIAL:

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



24mm F2.8 genuine Rokunar

24mm F2.8 Fully Automatic Rokunar

The famous ultra wide, ultra fast, and ultra sharp 24mm F2.8 Fully Automatic Rokunar Wide Angle Lens is now again available. What's more, the price has NOT been increased because our purchase price was negotiated **before** the manufacturer's new substantial price increase. The lens is again available for virtually all 35mm SLR cameras

The Name "Rokunar" **needs no introduction** because you know their Slogan: "Sharp as a Rokunar." The 24mm F2.8 genuine Rokunar is ultra sharp, color brilliant, and does not distort verticals, even at the extreme angle and the unusually fast speed of the lens. New coating techniques make the lens flare-free. This is an important feature in an ultra-wide lens.

Consider the optical quality; the angle of coverage; the speed of this truly unusual Wide Angle Lens and you will agree that it is a Terrific Buy:

24mm F2.8 Fully Automatic gen. Rokunar Wide Angle Lens (STATE Model of your Exakta), Stock No.2060, Special Price, only \$89.50 + 4.85 for the Case and 1.65 Shippg.



Aircraft Type ALUMINUM

The World's Most Distinguished Camera Luggage for the Camera Bug who Loves his Equipment enough to Protect it on his Travels and At Home.

"World Traveller" Metal Camera Luggage, made to last a lifetime, protects your valuable, delicate Photographic Equipment from Heat, Cold, Rain, Dampness, and Rough Handling, anywhere and at all times. It's like taking out Life Insurance for your Camera, Lenses, and Accessories.

- **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.**
 - **Large Molded Carrying Handle.**
 - **Riveted Swivel D-Rings on the narrow sides permit the use of a shoulder strap.**
- World Traveller Metal Camera Luggage comes in two Models:

World Traveller Professional deLuxe:

Inside Dimensions: 11 inches high
8¾ inches deep
15¾ inches wide.

Stock No.2065, \$69.50 + 2.95 Shippg. Chgs

World Traveller Semi-Pro deLuxe:

Inside Dimensions: 8¾ inches high
6¾ inches deep
14¼ inches wide

Stock No.2066, \$54.50 + 2.45 Shippg. Chgs.

Special Christmas Offer

Aluminum Prices are skyrocketing. Check prices of Aluminum Cases in a few camera stores. You'll be in for a shock!

Even though we cannot **replace** these cases at the prices we offer them in this Special Christmas Offer, we will permit you to take off a full 30% Special Christmas Discount -- as long as our stock lasts.

World Traveller Professional deLuxe Aluminum Case, Stock #2065, \$48.65 + 2.95.

World Traveller Semi-Pro deLuxe Aluminum Case, Stock #2066, \$38.15 + 2.65.



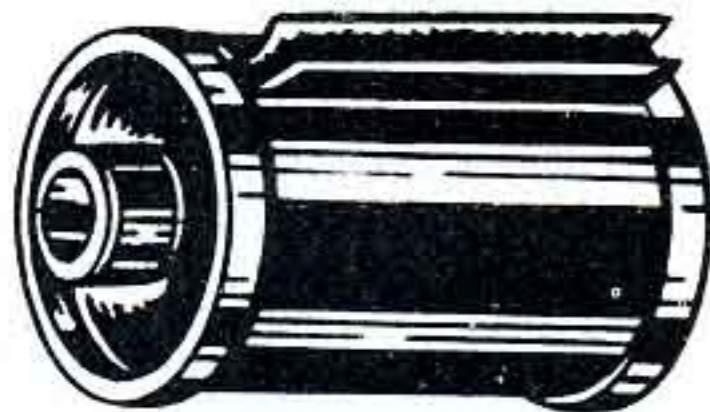
“Compendium”

What's a Compendium? Glad you asked! Those scenes you see in the movies or on TV that simulate a view through binoculars or through a keyhole, the scenes that have a heart shaped outline (or a star, or a leaf, or what have you) have been shot with a Compendium. It's really a box-like affair that's attached to the lens and it has some kind of holder for a piece of cardboard into which the outline has been cut. That's a Compendium.

Now we have to make a confession. Our "Compendium" was born as a slide duplicator. Since there are now very sophisticated duplicators on the market, nobody seems to buy the "oldfashioned" kind any more. That's why we had to find a new use for the ones we still have. (Which does not mean that you cannot use them as slide copiers, too. You **can**.) After we found a new use, we lowered the price and everybody will be happy, we hope.

To use it as a Compendium, you merely attach it to your lens by means of a Ser. VII Filter Adapter, cut any outline of your imaginative choice into a piece of cardboard the size of a regular mounted slide (2" x 2"), slip the cardboard into the holder and shoot your scene the normal way. Another way, more creative, is the use of colored foil for abstract creations. And so on. Your imagination is the only limit!

Ser. VII "Compendium", Stock #1836, now reduced to \$9.85 + 95c 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



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.

Steinheil Macro Lenses

Looking for a Steinheil Macro Lens? Send a self-addressed stamped envelope, marked in the lower left hand corner "Steinheil Macro Lenses" and we will send you a list of available focal lengths. As you know, these are expensive lenses. Please send for the list **only** if you know what these lenses are and if you are really interested.



Bouncelight Swivel Joint

Now you can aim your flashgun or strobe unit precisely where you want it to give best illumination and light distribution. You can even convert ANY flash or strobe into a "bounce" gun by aiming the light at the ceiling. The Unit is omnidirectional and locks in ANY position.

Bouncelight Swivel Joint Stock No.1875, only \$3.95 + 35c Shipping.

Having Trouble

Focusing?



The "Eagle Eye" Individually Corrected Eyepiece Lens will Solve Your Problem!

Your problem: You don't have 20/20 vision and the image on the focusing screen looks blurred. It remains blurred, even though you are trying your Reading Glasses, your "Distance" Glasses, or No Glasses. Baffled? Many people could not figure it out. Nothing seemed to help. Optometrists and Opticians were baffled, too. Yet, there is a simple explanation:

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

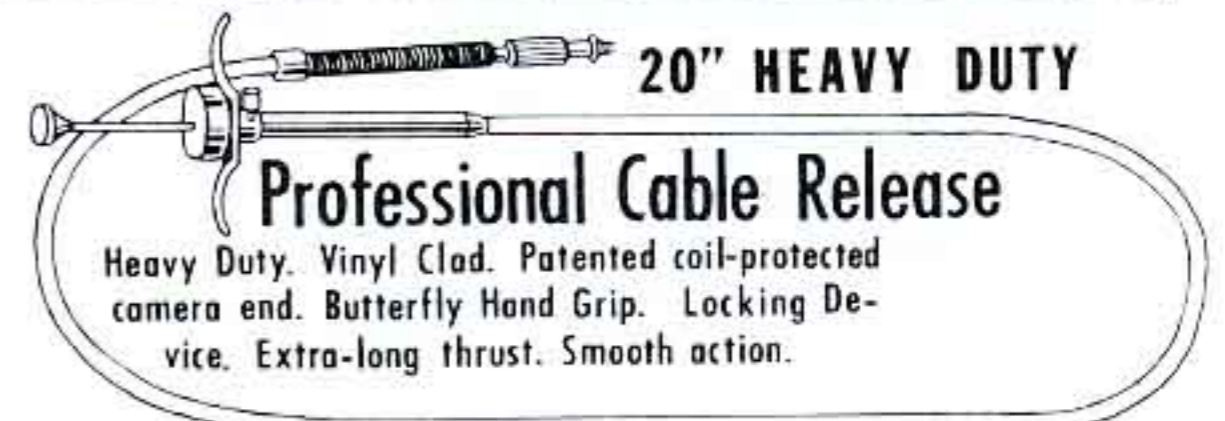
For years we tried to solve the problem. Hours and hours were spent with Eye Experts. At last, success! We can now supply corrective eyepieces which are a combination of **your own prescription** and the **additional correction** which is necessary to make them "work", to make the image in the finder 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. All "Eagle Eye" Lenses are corrected specifically as a Focusing and Viewing Aid for your Camera, corrected to your very Own Requirements.

"Eagle Eye" Eyepiece Lens, to fit Exakta Eyecup, \$19.50 + 45c Shipping Charges. Original Exakta Eyecup, Stock No.1939, \$6.95 + 35c Shipping. Chgs.

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



20" HEAVY DUTY

Professional Cable Release

Heavy Duty. Vinyl Clad. Patented coil-protected camera end. Butterfly Hand Grip. Locking Device. Extra-long thrust. Smooth action.

20-Inch Vinyl Cable

We can now again make immediate shipment of our famous TIGER® Twenty-Inch Vinyl Cable Release. Same well known features as always: "Butterfly" Handle; Locking Device; "Flex End." A well made Cable Release you can TRUST!

20-Inch Vinyl Cable Release, Stock No.1889, \$3.95 and 35c Shipping.



Now you can take Glorious 3-Dimensional Stereo Pictures with your very own 35mm SLR

We have great news for all of you who want to experience the dramatic impact of Three-Dimensional Stereo Pictures. For the first time ever, we bring you a truly **universal** Stereo System. It 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!

The new Universal Stereo System permits you to vary the separation of the two stereo images. This is all visible in the finder and there is no guesswork. Best of all, there is no need of 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 clearly and easily seen in the finder.

We briefly mentioned close-ups. **Nothing equals the unusual 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.



Zippered Filter Pouch

This beautifully designed Filter Pouch protects your delicate filters from dust and scratches. Four Filters are in Full View. Filters are held in four clear transparent "windows." A smooth zipper seals out dust. Absolutely indispensable.

Zippered Filter Pouch,
Stock No.1839, \$2.45 + 25c Shipping Chgs.
3 for \$6 + 35c. 6 for \$10 postpaid.

And here is 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 the processor, they are ready for 3-D Viewing. Really ready. No spacing, no mounting, no separating, 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 we 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. The two halves of the Stereo Pair are on **the same** Print!

You know how dramatic and life-like 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 involuntarily try to **reach** for the object: it's so life-like! 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 Chgs
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 Print Viewer, Stock #1992, \$7.95 + 45c.

P A C K A G E D E A L : One of Each of Above (Save \$23.00!) order as "Stereo Package", Stock No.1993, \$99.50 + 1.95 Shippg.



Pneumatic Shutter Release

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

20-Foot Air Shutter Release,
Stock No.1885, \$7.95 + 45c Shipping Chgs.



Sneaky Pete Shoots Around the Corner

Remember the time when you wished you and your camera were invisible? Remember those "human-interest" pictures you could not shoot because you were too timid to point your camera? And how about those candid shots of children which you did not take because the little angels (?) would stop what they were doing when they saw the snooping camera. And that once-in-a-lifetime shot when your wife took out the garbage, the shot you simply **had** to take in order to let the guys at the office know who's boss in **your** house!

They all add up to **The Shots Not Taken.**

But now you can photograph **everything** and **everybody** you always wanted to shoot (but were afraid to.)

Disguise your camera with
SNEAKY PETE
AND SHOOT AROUND THE CORNER!

In spite of its frivolous name, Sneaky Pete is a serious optical instrument of highest precision. It fits onto the front of your lens and looks just like a telephoto lens. But the "front element" is a fake. Inside the Sneaky Pete Lens Disguiser is an optical mirror (first surface), and there is an opening on the side. While you **seem** to be shooting straight ahead, you are **actually** shooting "around the corner" photographing a scene which is exactly 90° from where you are "pointing" the camera. You are **POINTING** your camera **DOWN** the street but you are **TAKING** a picture **ACROSS** the street!

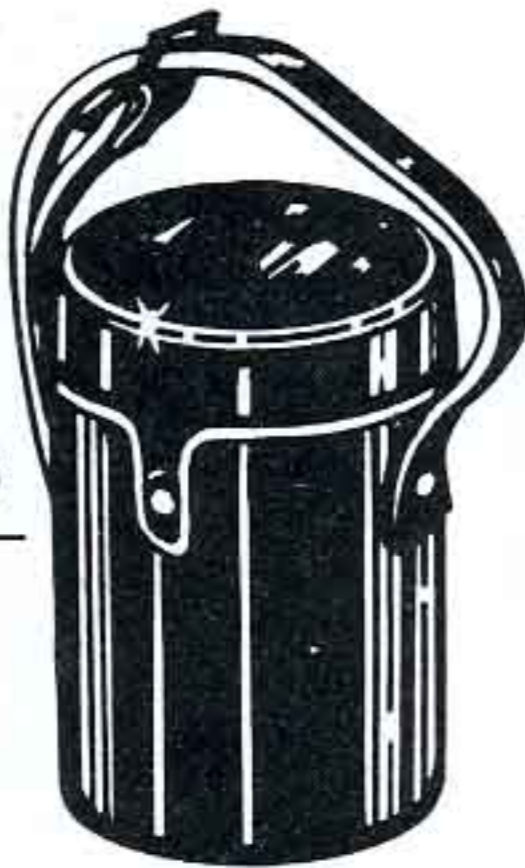
The possibilities are unlimited. Want to shoot that celebrity at the next table at the sidewalk cafe? Put your camera on the table, lens facing up into the sky. Rotate the camera till Sneaky Pete's **real** eye points at the unsuspecting target. Click, gotcha! Or in a gondola on the Gran' Canale in Venice: You are taking pictures of the 16th Century palazzi -- or are you? How on earth (or on water) did you get those close-ups of your gondoliere in action? Those natural, unposed expressions? Show off your slides, but don't give away your secret! Some day you might want Sneaky Pete to shoot around the corner, right at your friends.

Click. Gotcha!

Sneaky Pete fits into any Series VII "Filter" Adapter. If you don't have a Series VII Filter Adapter, order one, giving the diameter of your lens in millimeters.

Sneaky Pete Lens Disguiser, Stock No.1912,
\$19.75 + 1.25 Shipping Charges.
Ser.VII Filter Adapter (state mm) \$4.95

Lens Cases



We cannot promise to fit every lens: there are too many of them. But chances are very good that we have cases for your lenses. We have a very large stock of Lens Cases, ranging in size from the small cases for inexpensive wide angle lenses to very large sizes for long telephoto lenses. And almost everything in between.

We cannot list all sizes within the scope of this publication. When you order lens cases, tell us the size by giving us the **inside** dimensions (diameter and depth) and we will select the closest available size. **Price Examples for Lens Cases:**

SMALL, for small 35mm lenses, \$3.95 + 65c.
MEDIUM, for medium size wide angles and the smaller size telephoto lenses up to 135mm F2.8, \$4.95 + 65c.

MEDIUM LARGE, for telephoto lenses up to 200mm with moderate diameter, \$5.95 + 75c
CASES for larger lenses and lenses with Greater Diameter: Request Prices, giving **inside** dimensions needed..

SPECIAL DISCOUNT:

Any 3 Cases, deduct 10%.
 Any 6 Cases, deduct 20%.

Stainless Steel Developing Tanks and Reels

Extra Heavy Gauge.
 Non-Contaminating.
 New Light Trap:
 Absolutely Light Tight.
SUPERIOR QUALITY.



Remember: Your film can be developed only **once**. Stay away from cheaply made developing tanks and reels. Some metals contaminate the solutions, resulting in faulty development, spots, and emulsion dropouts. Poorly designed and cheaply made tanks may leak solutions and let in light. Our "Superior Quality" Tanks and Reels are guaranteed against contamination, leaking, light penetration. They are precision engineered and produced from Extra Heavy Gauge pure Chrome-Nickel Stainless Steel.

The Stock No. is 1888.

For Tank, add:T; for Reel, add R

For Tank and Reel, add TR.

For Double Tank, add DT.

For Double Tank and 2 Reels, add DT2R.

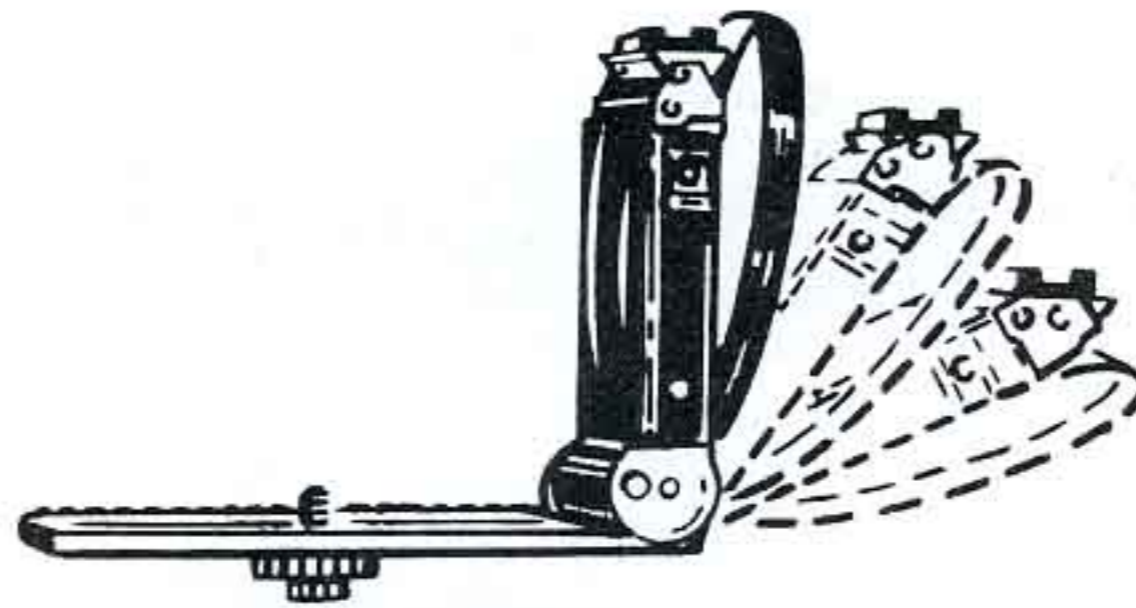
35mm Tank, \$6.95 + 45c

35mm Reel, \$3.85 + 25c.

35mm Tank and Reel, \$10.95 + 45c.

35mm Double Tank (for 2 Reels) \$9.95 + 45c

35mm Double Tank and 2 Reels \$15.95 + 65c



Grip-O-Matic Flash Bracket

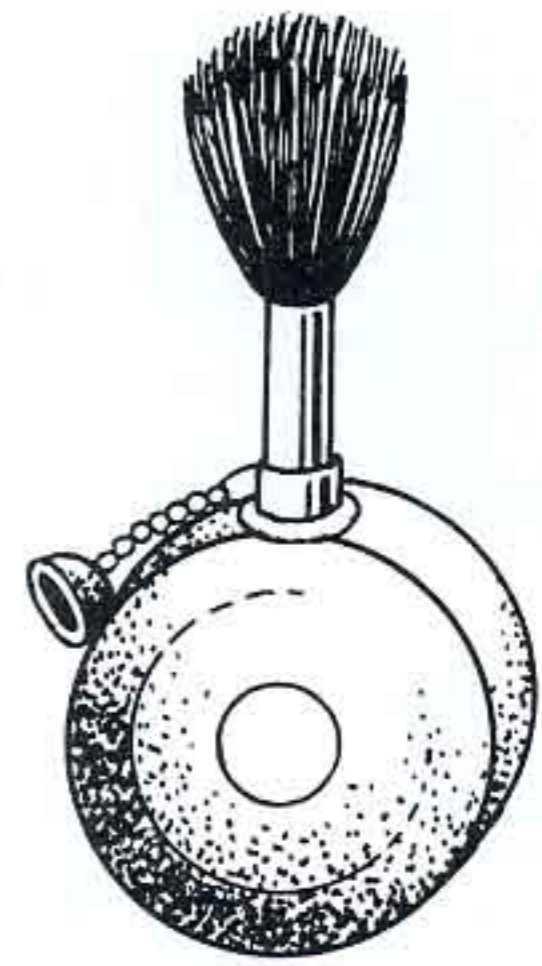
**Grip Handle Tilts
 Strobe or Flashgun Remains Vertical!**

The Grip-O-Matic is a newly developed Multi-Purpose Accessory: It is a Camera Grip. It is a Flash Bracket. It is a Remote Shutter Trigger.

The ebony-black Grip Handle adjusts (by pushbutton action) to the angle that feels most comfortable to **you**. But, amazingly, your strobe or flashgun remains **level** through internal parallelogram action.

A Safety Hand Strap prevents the camera from slipping out of your hand and lets you carry it by the grip, without fear of dropping it.

A superbly engineered Quality Product **Grip-O-Matic Flash Bracket, with Cable Tripper, Stock No.2046, \$8.95 + 45c Shippg.**



Whatever Happened to the Blow Brush?

Remember the Blow Brush? Haven't seen any of them around for quite a while. Yet they were undeniably the most convenient "cleaners" ever invented and were never missing from a photo bug's gadget bag. A good idea, but long forgotten? A good idea, yes, but NOT forgotten! We have them in their old glory. Nothing changed. Live Rubber "Bulb." Ultra Soft Camelshair. Small particles of dust, these infernal enemies of clean slides and negatives, don't have a chance. What the air stream doesn't get, the camelshair will! Absolutely safe to use on your most delicate lenses but sturdy enough to blow out and brush out your camera. Just like old times!

Camelshair Blow Brush, Stock No.1865, still only \$2.95 + 25c Shipping Charges.



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



Flexible Rubber Shade

These flexible rubber shades are the ultimate in convenience. No longer do you have to remove your sunshade from your lenses when you close the camera case, or when you put your lenses back into their lens cases. The shade folds back over the lens, serving as additional protection against scratching or scuffing. When you need the shade, just give it a flip, and it's in place, instantly, just like a metal sunshade.

The Flexible Rubber Shades come in Custom Sizes. No Adapters needed. The Stock Number is 1812, followed by the mm Size. Example: for a 49mm Rubber Shade, use Stock No.1812/49. The Rubber Shades are available 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 + 35c Shipping Chg 3 for \$12.95 + 45c. 6 for \$24 + 50c Shipping.

Tiger Inst-A-Dapters

A solution to a vexing problem: How to use custom screw-in accessories on lenses with **different** threads. Let us assume your lens has a front diameter of 49mm and you have a fair selection of accessories (Filters, Shades, etc.) all with 49mm thread. What happens when you buy a lens with, say, 55mm thread? No need to buy all new accessories. 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 in the corners.

Order any combination of male and female threads from 46mm to 58mm. The Stock Number is 1938 followed by 4 digits. The **first** two digits denote the **male** thread; the **last** two digits denote the **female** thread. Example: You want an Inst-A-Dapter with a male thread of 49mm and a female thread of 55mm. This combination adapts 55mm **Accessories** to 49mm **Lenses**. You order: "Inst-A-Dapter, Stock No.1938/4955." **TIGER® Inst-A-Dapters, Stock No1938/----, \$3.95 + 25c Shipping Charges.** Any 3 for \$10.85 + 45c. Any 6 for \$18 + 50c

Deluxe Camera Luggage

**Styled for the Man
who wants his Camera Luggage
to be as handsome
as it is functional**



The TIGERHYDE "Voyager"

"Ideal" Size: 14"x5"x9½"

Rich Antique Saddle Tan.

Top Zipper Closing.

Side Pocket

Convertible Strap (Shoulder or Hand.)

Flexible Inside Partition.

Handsome, Functional, Durable.

TIGERHYDE "Voyager"

Stock No.2080,

Special

Introductory

Price

995

+ 1.25
Shipping
Charges

TIGERHYDE Camera Luggage has the look and feel of carefully tanned supple leather.

TIGERHYDE outlasts leather by a wide margin.

TIGERHYDE is impervious to rough treatment: It doesn't scratch and it doesn't scuff.

TIGERHYDE does not fade, does not bleach, does not discolor.

TIGERHYDE is waterproof: no "rain spots"

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

TIGERHYDE comes in a beautiful, richly grained Antique Saddle Tan.

TIGERHYDE Camera Luggage is insulated against heat or cold.

TIGERHYDE Camera Luggage has a waterproof washable lining.

TIGERHYDE Camera Luggage has a soft, padded interior which cuddles and protects your equipment.

Practical • Handsome



300mm F/4 Jena Sonnar

In last month's EEIS we ran a small announcement, just a few lines, mentioning briefly that we can now supply the famous 300mm F/4 Jena Sonnar. Boom! Did we get a response! Orders came by phone, by mail, by wire (no, not even a single one by carrier pigeon!) Considering the small number of EEIS Subscribers, the response was truly amazing and almost unbelievable.

We still have some of these great 300mm lenses left. But remember: Once these are sold, there won't be any more. The factory says that the lens is far too expensive to make, no matter how much they would ask for it. This means: no more, ever!

While we have the 300mm F/4 Sonnar, you may send us your order and you will actually get one. When they are sold, they are sold. We don't like to disappoint you: Please write your order now, before you put down this Issue.

300mm F/4 Jena Sonnar for all Exaktas, Stock No.1837, \$199.50 + 2.95 Shippg. Chgs Velvet-Lined deLuxe Pouch \$6.95.

Combination Fresnel Viewing Screen and MicroGrid

By now everybody is familiar with the MicroGrid. Its main advantage : Sharp Focus is achieved regardless of the user's eyesight. The MicroGrid superimposes a grid pattern over the image when the lens is out of focus. Once in focus, the grid disappears and the image becomes crystal clear. Unlike the split-image, the MicroGrid does not black out. With the MicroGrid there is no guesswork: You are either **in** focus or **out**. No uncertainty, ever.

The MicroGrid is now available in a Combination Screen: A light-gathering Fresnel Screen produces a brightly illuminated viewing image (bright from corner to corner.) The MicroGrid itself is in the very center where the most accurate focus lies. **Combination Fresnel Viewing Screen and MicroGrid for Classic Exakta, Stock No.1970, \$8.85 + 25c Shipping Chgs.**

Combination Fresnel Viewing Screen and Micro Grid for Exakta TRL-1000, Stock No.2004, \$12.50 + 35c Shipping Chgs.

SPECIAL BONUS BUY:
Buy \$10 worth of other items and order:
MicroGrid for Classic at \$4.95
MicroGrid for RTL-1000 for \$8.95
Be sure to say: **Bonus Buy.**

Free Estimates on Exakta Repairs

Occasionally we receive a letter asking us for an estimate of repair charges. Obviously, we must see the camera first, open it up and determine what is needed in parts and labor. There is no charge for this service (other than Return Shipping Charges) and the decision is entirely yours whether you want us to go ahead with the Repair.

Repair Work is mostly labor and you are charged on a time basis. Our Technicians do not have to fumble and waste time. They service Exaktas all day long, **and nothing but Exaktas.** Our Technicians don't waste their time and your money. They are experts in their field. They do the work fast, they do it right, and they save you money.

We maintain a Parts Inventory of more than three thousand parts, including scarce parts and factory made sub-assemblies.

We have special tools without which you cannot service Exaktas. We have Instruments and Test Equipment without which you cannot check shutter speeds, synchronization, alignment of the optical axis, or focus coordination.

Our Repair Charges are the lowest at which satisfaction can be guaranteed.

For a Free Repair Estimate, do this: Pack your camera in a corrugated box, well protected by crumpled newspaper all around the camera. Attach a tag to the camera itself, giving your full name and address and describing briefly but clearly what ails the camera. Mark the tag: **ESTIMATE ONLY.** Mail the package by **insured** parcel post to: **Service Department, Seymour's-Exakta, 350 W. 31st Street, New York, N.Y. 10001.**

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



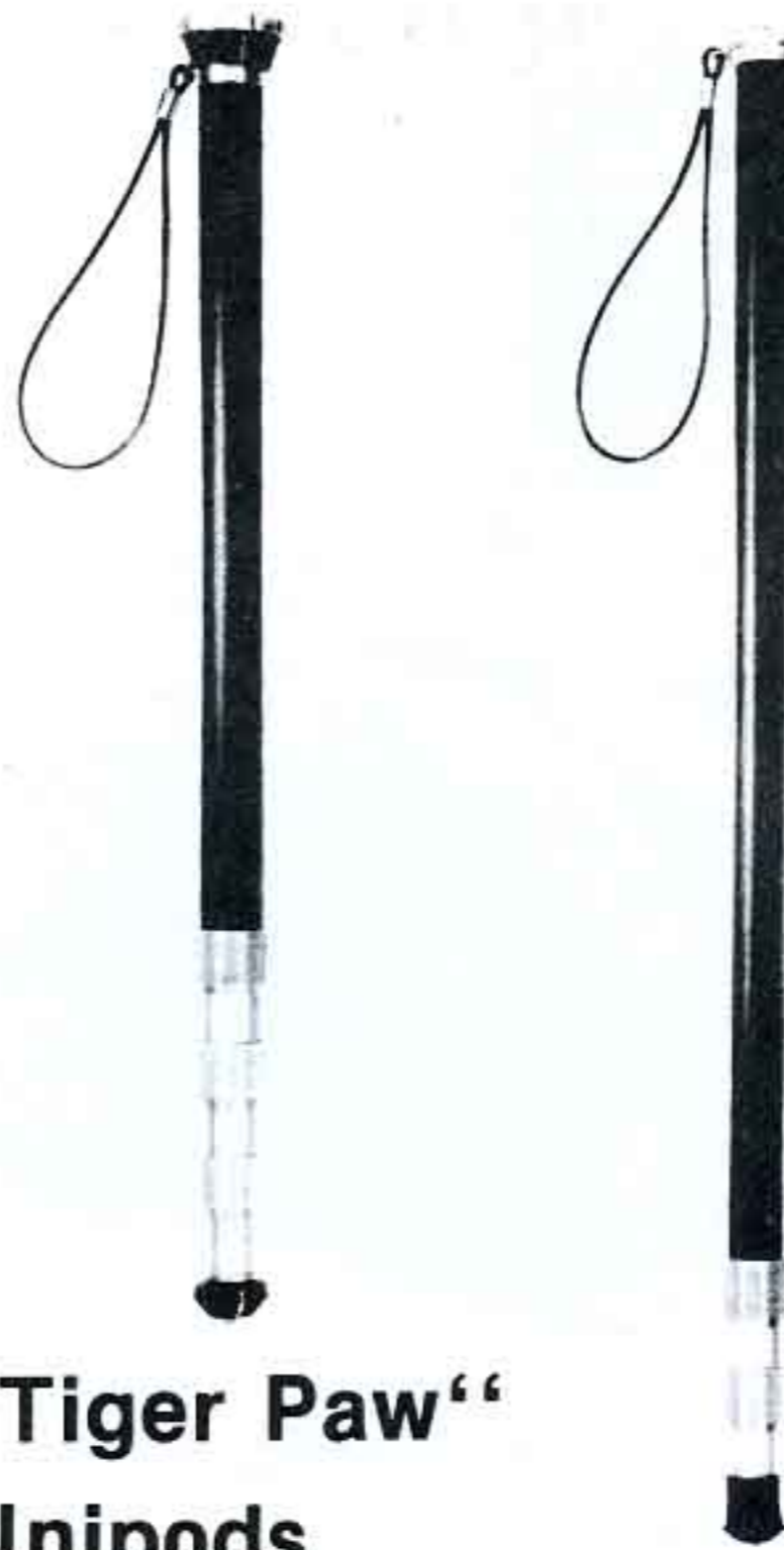
Seymour's-Exakta brings you a Superb German Wide Angle for Under \$30!

If you rate the desirability of a lens by its speed, you might as well skip this announcement, because we are writing about an F4.5 Wide Angle Lens. Don't wrinkle your nose! There are few wide angle lenses in the world that match this lens in sharpness. It is a well known fact that slower wide angle lenses are far superior to faster ones. And if you are honest with yourself, you will confess that you haven't used any wide angle lens (even if it was an F2.8) at any setting faster than F4.5. In fact, F/8 is probably more like it. Thus, an F4.5 Wide Angle Lens is plenty fast enough. Outdoors, there is more than enough light, and indoors you use it anyway with an electronic strobe flash.

We are talking about the 35mm F4.5 preset German Primagon. Thousands of these wire sharp wide angle lenses are in use today. Customers who have all kinds of sophisticated Wide Angle Lenses still keep their Primagon. True, it does not have the super speed nor the ultra wide angle of, say, the 24mm F2.8 Rokunar. And it is not automatic. But it is extremely useful. First of all, it supplies the in-between angle between a 28mm and a 50mm lens. Secondly, it gives you brilliant pictures which are sharp from margin to extreme margin. And, last but not least, it does not make an appreciably big dent in your net worth.

At our selling price, we cannot get rich on these lenses. We really have no great financial incentive when we tell you to order one. But if you do order one, you will have bought yourself a great lens and you will like us for recommending it. Perhaps we do have an incentive, after all!

35mm F4.5 preset German Meyer Optik Primagon, Stock No.1949, \$29.50 + 1.25 Shippg. Velvet-Lined deLuxe Pouch, \$2.95.



"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 Shippg. Chgs

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

FIFTEEN DAYS MONEY BACK ON ANY ITEM SHOWN



Can You Afford a 21mm Wide Angle Lens?

Perhaps you **can** afford to spend upwards of \$300.00 for a 21mm Wide Angle Lens, but, regardless whether you can, perhaps you wouldn't **think** of spending \$300.00 for a 21mm Wide Angle Lens, regardless.

Thirty Dollars you **would** spend, wouldn't you? Well, here is your chance: We offer you the new Tiger® Expandoscope Lens which miraculously transforms your own 50mm lens into a 21mm Extreme Wide Angle Lens. You merely attach the Tiger®

Expandoscope to your 50mm lens and use it exactly like a three-hundred-dollar 21mm Wide Angle Lens. Use it for extreme angular coverage, both in the horizontal and in the vertical dimension. Use it for Trick Shots or for the **unusual in perspective**. Use it for anything you would use a \$300.00 21mm Wide Angle Lens for. All you need in addition to your 50mm lens is the Tiger Expandoscope and a lens adapter. That's all!

If you are really adventurous, you can use the Tiger® Expandoscope on your Wide Angle Lenses, too, for unbelievable, unique results. Your daring is the only limit.

Your automatic lenses will remain automatic. Your preset lenses will remain preset. And there is **no** light loss: The stops (F/Stops) on your lenses remain unchanged! If you have a through-the-lens metering device, the Tiger® Expandoscope will not interfere with it. Just use your camera as if the Expandoscope were not on it at all!

Tiger® Expandoscope Auxiliary Wide Angle Lens, Stock No.2048, low, low priced at only \$29.95 + 1.95 for the Case and 95c Shipping Charges. Lens Adapter (state diameter of your prime lens in mm)\$4.95

Modernize Older Exaktas with a Fully Automatic Lens



Modernize Older Exakta Models with a Fully Automatic Lens.

Can you use an inexpensive **fully automatic** Lens? The 50mm F2.8 Domiplan fits any Exakta Model.

We bought 500 of these fine German Lenses as part of a special large purchase and are now in a position to sell you this nice German Lens at a price for which nobody could manufacture the mount alone (the **mount alone!**) at today's production cost. **50mm F2.8 Fully Automatic German Domiplan Lens, Stock No.1948, \$19.95 + 1.25.**

Twin TL Owners!

We have two fantastic buys for you.... Strictly for the TWIN TL! (Owners of Classic Exaktas or RTL's, read no further, please. These are not for you.)

By an unusually lucky coincidence our Buyer was on the spot when a large distributor needed immediate cash, and our Buyer drove one of the hardest bargains ever. In return, he promised that we would never mention the nationally advertised and highly respected trade name of the lenses in our advertising as long as we were selling these lenses at such deeply cut prices.

But we will tell **you**, Mr.Twin TL Owner, that we will refund your money immediately if you do not recognize the name as one of the top names of the Industry and/or if you do not find these lenses to be the absolute peak of optical quality and mechanical perfection. Do not let the low price influence your judgment: they are first quality current models and we put our money on the line to prove it!

We were able to buy the two lenses we wanted most:their Widest Automatic Wide Angle, and their Most Powerful Automatic Telephoto Lens. Remember that this is a one-shot deal. Please take advantage of this offer **now** and avoid disappointment. (Yes, we do accept trade-ins.)



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

As we explained above, we are not at liberty to advertise the Famous Name! Highest Correction. Ultimate Sharpness. Brilliant Color Correction. Ultra Smooth Operation. Rotating Tripod Mount. Built-in Retractable Sunshade. Yes, it's a **Fully Automatic 400mm Telephoto Lens** and by now you probably guessed the MSR Price at \$219.50, right? **400mm F6.3 **** Fully Automatic Telephoto Lens for Exakta Twin TL, Stock No. 2152, One-Time Special Offer, \$89.50 + 9.85 for the (mandatory) Metal-Rimmed Lens Case, and \$2.95 Shipping Charges.**



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

There aren't so many 25mm F2.8 Fully Automatic Wide Angle Lenses around which may make your guess a little easier. Same Quality as the 400mm: the highest! Don't even guess at the MSR Price because you might think our price was a misprint. Read it again. It's **not** a misprint. But don't wait: We know we will get more orders than we have lenses. (Yes, we do take trade-ins.) **25mm F2.8 Fully Automatic **** Wide Angle Lens for Exakta Twin TL, Stock No. 2154, One-Time Special Offer, \$67.50 + 5.95 for the (mandatory) Metal-Rimmed Case and \$1.45 Shipping Charges.**

Special Christmas Offer

"Opera" Glasses

2 1/2 Power Field Glasses. Use them at the Opera or the Theater, use them at Sporting Events, or use them as binoculars when you travel. Nicely finished in leather-look Vinyl, with Metal Trim. Center Focus. Coated Optics. Zippered Carrying Case with Wrist Strap included without additional charge. An excellent value!

2.5x30 "Opera" Glasses, Stock No.2099, \$4.95 + 65c Shippg.Chgs.

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350 WEST 31 STREET, NEW YORK, N.Y. 10001

Do not write in this Box

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

C4

Be sure to fill in Shipping Label at Bottom

Do not use	STOCK NUMBER	HOW MANY?	DESCRIPTION OF ITEM	SIZE (49mm, Ser. VII, etc.)	PRICE	Shipp'g Charges

Minimum Mail Order: \$5.00

NEW YORK STATE RESIDENTS: The law requires us to collect State plus Local Sales Tax.

Total Merchandise	\$
Tax	\$
Total Shipping	\$
I enclose	\$

Do not write in this Box

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RETURN REQUESTED

Don't You Believe It!

They tell you that the X-Rays they are using at the airports won't harm your film. **Don't believe it!** While it is true that unexposed film will not suffer too badly (provided the exposure to the X-Rays is very short,) exposed film does get the worst of it and, what's more, the effect is **cumulative: every time your latent pictures go through the "harmless" X-Ray gates, the damaging effect is added to the previous dose!**

Mark your unaccompanied luggage with a fluorescent message: **"Contains Photographic Film. DO NOT X-RAY!"** Use one label on each side of every suitcase.

The Fluorescent Warning Labels are large enough to be noticed but not so large as to mar the appearance of your luggage. They measure four by five inches and are self adhesive. No glue or Scotch Tape to damage the finish of your luggage. They stick firmly but can be removed after use. Two Labels are needed for every piece of luggage. Use them! Better Safe than Sorry. A few cents' worth of labels protect your films and your irreplaceable pictures.

Fluorescent X-Ray Protection Labels, Package of Ten [for 5 pieces of luggage] Stock No.2044, \$1.89 + 15c Shipping Chgs.



"Flying Saucer" Camera Support

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

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

Flying Saucer Camera Support with Universal Swivel Top, Stock No.2130, especially low priced at only \$4.95 + 45c Shipping Chgs

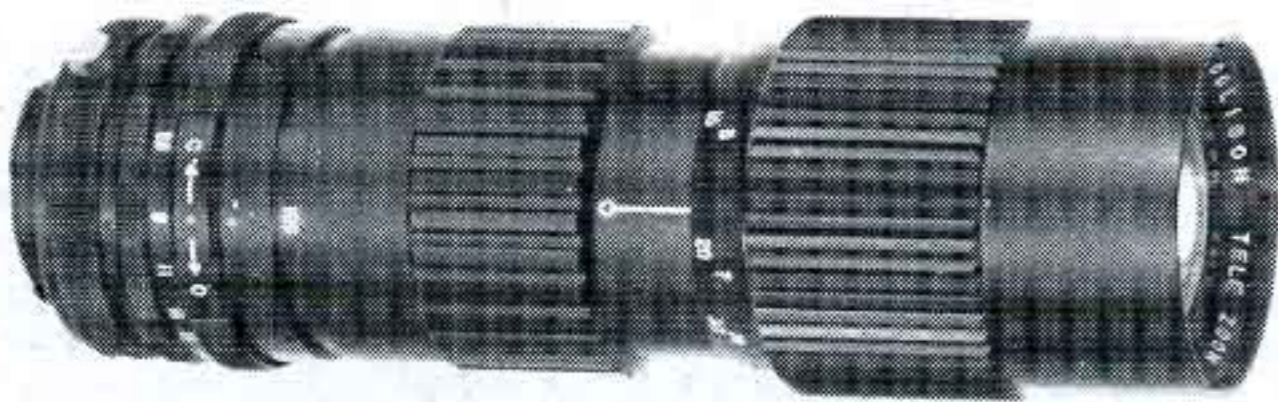


Glove-Soft Velvet-Lined Pouches

If you love your lenses, protect them from all hazards and prolong their useful life. Our new Lens Pouches are soft as a glove, lined with luxurious plushy velvet, and have drawstrings for quick and easy opening and closing. Less bulk than rigid lenscases. More "cuddle" for your fine lenses. We also recommend them for delicate accessories.

Glove-Soft Velvet-Lined Pouches

SMALL, Stock No.1863/02, \$2.95 plus 25c
MEDIUM, Stock No.1863/04, \$3.45 plus 25c
LARGE, Stock No.1863/06, \$3.95 plus 30c
NEW SUPER SIZE for large Telephoto Lenses, Stock No.1863/08, \$5.95 + 45c



Special Sale:

Preset Coligon® Lenses.

200mm F4.5 Preset Coligon® Telephoto Lens.

Do you know that a 200mm Lens is considerably more 'powerful' than a 135mm Lens? Just comparing the numbers does not give you the true story. While 135mm is the ideal focal length for portrait work and moderate distance photography, a 200mm lens is already a 'Distance' lens which changes distance to close range.

Consider this: The actual magnification ratio of a 200mm lens, vis-a-vis your normal lens can be appreciated only if you understand that the picture area covered by a 200mm lens will fit 16 times (yes, sixteen times!) into the picture area covered by a 50mm 'normal' lens! In spite of this considerable magnification, a 200mm preset lens is comparatively small, light in weight, and can easily be hand held. We offer you the 200mm F4.5 preset Coligon® Telephoto Lens at a very attractive price. In fact, you may buy it at the OLD pre-increase price as long as our stock lasts.

200mm F4.5 Preset Coligon® Telephoto Lens [state Camera], Stock No.1902, \$37.50 + 1.45 Shipping Chgs. Case 3.95. Shade 2.95

400mm F6.3 Preset Coligon® Telephoto Lens.

If you go after real distance and if you must have a longer focal length, we've got it for you. A true Coligon® in optical quality. Exactly twice the power of the above 200mm Coligon®. We offer it at the 'old' pre-increase price, as long as our stock lasts.

400mm F6.3 Preset Coligon® Telephoto Lens [state camera] Stock No.1904, \$49.50 + 2.45 Shipping Chgs. Case \$4.95. Shade 3.85

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