

Exakta News

SEYMOUR'S INC.

The Worlds ONLY exclusive Exakta Dealer.

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

Attention Owners of Classic Exaktas



Are you wasting half the versatility of your camera by not using the Waistlevel Finder?

Once again we can offer you Waistlevel Finders for your Classic Exakta (VX-1000 and earlier.) No, they're not new, but they are thoroughly checked for accuracy in focusing and smooth operation.

The advantages of the "Hooded Reflex Finder" are well known.

Let me mention just a few of the uses:

Low Angle Shots (you don't have to lie flat on your belly!)

Macro Photography

Shooting over the heads of a crowd and so on...

These Finders are all Original Exakta Equipment. They are Model C Hooded Reflex Finders ("Waistlevel" Finders) with Fold-Away Focusing Magnifier and with Captive Ultra Finegrain Viewing Screen. While they last, we offer them at a low price. It may be the last time you will be able to buy one. If you can use one, here's your chance (perhaps the last chance!) to get one.

Model C Hooded Reflex Finder ["Waistlevel" Finder] for the Classic Exakta, excellent used condition, Stock No. 1809, while they last, \$22.45 + 95c Shipping Charges.

New Case (takes Waistlevel Finder and Prism interchangeably) \$3.95.



Automatic 135mm F1.8 Genuine Rokunar at Half Price!

In Issue 775 of The Exakta News we explained why present economic conditions had forced us to offer this fabulous Ultra Speed Telephoto Lens at half price. The result: the model for the Classic Exakta sold out in a jiffy.

If you own an Exakta RTL-1000, an Exakta Twin TL or an Exakta "42", you still have a chance to order the lens at the unbelievably low previously advertised price. (If you own a Classic Exakta, you waited too long. But perhaps you should trade the oldtimer for a new Exakta Model and we will make you an exchange offer you can't refuse.)

135mm F1.8 Fully Automatic Rokunar, Stock No. 2143/R for Exakta RTL \$129.50 + 7.85 for the mandatory Case and 1.85 Shippg. Chgs. Stock No. 2143/T for Exakta Twin TL \$131.70 + 7.85 for the mandatory Case and 1.85 Shipping Charges.

Stock No. 2143/F for Exakta "42", Praktica, Pentax and all other cameras using standard screw-in lenses, \$124.75 + 7.85 for the mandatory Case and 1.85 Shipping Charges.



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

Why?

Sooner or later you will want an up-to-date camera with internal lightmetering capability and all the other modern features of the new Exakta. If you trade right now, we can still give you a good trade-in allowance for your old Exakta. We still have a ready market for rebuilt older Exakta models.

It stands to reason that this situation will not continue forever. If you wait much longer, two things will happen (we said will happen, not may happen): The prices on the new model will go up substantially and the value of your old model will go down. The longer you keep it, the more its commercial value will decline.

You can do one of two things: Send us your old camera for trade-in evaluation or request a tentative quote by describing your old camera in a letter. The better way is to send the camera because it gives you a firm quotation. Our previous offer to return your camera at our expense if, for any reason, you decide against trading, still stands. Quotations which we make without seeing your camera are subject to our inspection of your equipment. That's why we call such quotations "tentative."

We will accept your old lenses, too. Frankly, we need used equipment all the time. It's part of our business.

Pack up your old equipment and request an exchange quotation, telling us what you would like to order. We will inspect your equipment and make a firm exchange offer. As I said, you are under no obligation to buy anything. Even after you make the trade, we hold your equipment for 20 days because you have the right to change your mind. I know, of course, that you will not want your oldtimer back, once you see, handle and use the New Model!

Pack up your old equipment and start the ball rolling!



This Christmas send your own Lucite-Enclosed "Christmas Cards."

Original Eaton "Frame Pak"

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

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

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

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

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

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

The Frame Pak comes in the two most popular sizes:

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

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

Regular Selling Price \$1.50 each.

Our Special Offer:

2 for \$1.49 + 35c Shipping Charges

6 for \$4.19 + 45c Shipping Charges

12 for \$7.95 + 65c Shipping Charges

24 for \$14.40 + 95c Shipping Charges

Single Sample 99c + 35c

You may assort sizes for quantity prices.

Attention Camera Clubs, High-Volume Users:
Request Quotations in Large Quantities.



Satin "Bone" 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 "Bone" Gadget Bag is one of the handsomest gadget bags we have ever seen. The Leather-Look Vinyl has an inner glow of Fine Bone China. 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 "Bone" Gadget Bag, Stock No. 2148, Super Special, only \$11.95 + 1.65 Shipping.



Exakta Camera Cases

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

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

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



50mm F1.8 Oreston fits ALL Exaktas

When customers come to our Showroom they always single out the huge enlargements of the Shrimp Boats and the Sunset which I took in Key West, Florida. Everybody is amazed at the brilliance of the colors and the unusual clarity of very small details. Professionals find it hard to believe that these shots were taken with anything smaller than a 4 x 5 professional camera. If you have been in our Showroom, you know what I mean. The first question is usually: "Were these taken with an Exakta?" Of course, they were. "With what lens?" With the F1.8 Oreston!

Very few people know that they can use the Oreston in their Exakta VX-1000 or older models. Most people believe that the Oreston can be used only in the Exakta RTL. While the internal automatic will work only in the RTL, there is no reason why owners of a "classic" Exakta should deprive themselves of the Oreston. The lens will be wide open for focusing and composing (at a brilliant F1.8!) When you take your picture you depress a "button" on the rim of the lens and it will close down to the taking aperture. Take your finger off, and the lens automatically opens up to F1.8. Although this is not "fully automatic," it is the closest thing to it and certainly far more convenient than a preset lens. (In the Exakta RTL the Oreston is "fully" automatic, of course.)

The designers gave you an extra "Bonus": The Oreston focuses as close as 9 inches from the front of the lens: The area of a 3 x 5 Index Card will **FILL** the frame without close-up lenses or extension tubes!

The 50mm F1.8 Oreston fits **ALL** Exaktas, and the front thread is a standard 49mm. **50mm F1.8 internally automatic Oreston Lens, Stock No. 1889, \$59.95 plus 95c Shipping.**

A New Type of Color Polarizer, the PolaCol

Are you "with it" when it comes to taking unusual pictures? Have you seen the striking color pictures taken and written about by Norman Rothchild in Popular Photography Magazine? Now you can take the same kind of unusual photographs both in Color and Black-and-White.

The two basic tools used for the unusual pictures were one color filter plus one polarizer. We now bring you a Combination of a Color Filter and a Polarizer in one single attachment! The Yellow PolaCol is a Yellow Filter and Polarizer. The Red PolaCol is a Red Filter and Polarizer. Rotating, of course.

The effects are clearly visible in your viewfinder before you take the picture. They are limited only by your own daring. Although you get the effect of a filter plus the effect of a polarizer, you pay only one low price, roughly equivalent to the cost of the Polarizer alone.

| | |
|---------------------------|-------------------------------|
| PolaCol Polarizer, | Yellow, Stock No. 1805 |
| | Red, Stock No. 1801 |
| 49mm, each \$9.85 + 25c. | Both \$16.95 + 35c. |
| 52mm, each 10.85 + 25c. | Both \$18.45 + 35c. |
| 55mm, each 11.85 + 25c. | Both \$19.45 + 35c. |
| 58mm, each 12.85 + 25c. | Both \$21.45 + 35c. |



German Automatic Computer Strobe Made by World Famous Rolleiflex

Here is a powerful, reliable, fully automatic Computer Strobe, made in West Germany. It solves all your lighting problems, automatically. Our price is so low for such a quality unit that we have to repeat it: we are talking about a Computerized Automatic Strobe!

How do Automatic Computer Strobes work?

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

All this happens so incredibly fast that the computer can cut the duration of the light anywhere between 1/1800 and 1/30,000 second. No, that's not a misprint. It can actually cut the flash duration to an incredibly short 1/30,000 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 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.

- Built-in Electric Eye computes exposure **fully automatically.**
- Color Temperature 100% corrected for Daylight Color Film.
- Manual Override for Special Effects.
- Built-in Nickel-Cadmium Batteries.
- AC Charger.
- Hot Shoe and Conventional Cable.

The Votron Automatic Computer Strobe gives you a true Guide Number of 40 for Kodachrome 25. It can be used directly on AC for indoor work or on its own built-in rechargeable batteries for outdoor shots.

German Votron Automatic Computer Strobe with built-in rechargeable batteries, complete with Charger and Cords, Stock No. 2173, Special Promotion Price \$39.95 + 1.35 Shipping Charges.



The Choice Expands The Exakta Twin TL is now available with 4 different Basic Lenses:

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

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

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

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

"What the film sees is what the meter gets"

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

It goes without saying that in such a sophisticated camera the meter and the shutter are **coupled to each other**. Change the shutter speed and the meter will automatically compensate. Unlike mechanical metering

systems, the Exakta Twin TL will compensate for all variables when it computes the exposure: Filters, Extensions, Close-Up Focusing, Bellows, Anything!

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

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

EXAKTA TWIN TL

- Exakta Twin TL with F/2 Internally Automatic Lens, Stock No. 1918, \$139.50 + 9.85 for the mandatory Case and 2.45 Shipping Charges.
- Exakta Twin TL, with F1.8 Internally Automatic Lens, Stock No. 2073, \$153.75 + 9.85 for the mandatory Case and 2.45 Shipping Charges.
- Exakta Twin TL, with F1.7 Internally Automatic Lens, Stock No. 1919, \$163.75 + 9.85 for the mandatory Case and 2.45 Shipping Charges.
- Exakta Twin TL, with F1.4 Internally Automatic Lens, Stock No. 2072, \$189.65 + 9.85 for the mandatory Case and 2.45 Shipping Charges.
- Exakta Twin TL, without Lens, Stock No. 2101, \$119.65 + 9.85 for the mandatory Case and 2.45 Shipping.

LENS ADAPTERS:

- Adapter CW/CLA, Stock No.2100, adapts Classic Exakta Lenses to the Twin TL, \$9.95 + 35c
- Adapter TW/PRA, Stock No.2101, adapts Pentax and Praktica Lenses to the Twin TL (Lenses remain Automatic) \$14.95 + 35c Shipping Charges

EXAKTA "42"

The Exakta "42" is available with the same lenses as the Exakta Twin TL. Since the screw-thread on the camera and on the lens costs considerably less to make than the bayonet, the prices for the "42", equipped as above, are exactly \$20.00 less than those shown for the Twin TL.

The Stock Numbers for the Exakta 42 are as follows:

- with F/2 Lens No. 2040
- with F1.8 Lens No. 2166
- with F1.7 Lens No. 2038
- with F1.4 Lens No. 2167
- without Lens No. 2168

We Accept Trade-Ins

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

For very little money you can trade up to:

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

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

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



Ultra Powerful 500mm Lens

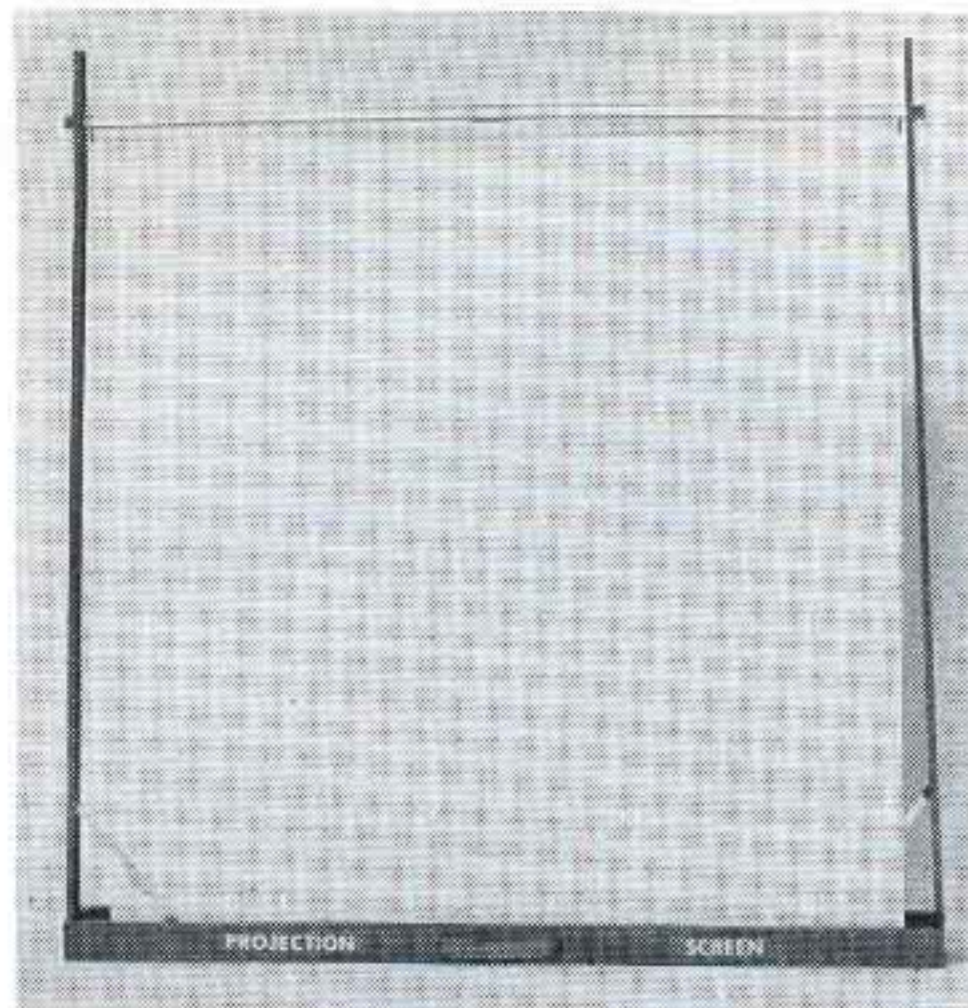
The first consideration of a high powered telephoto lens is sharpness. Correction is absolutely critical in a lens that has to cut through distance. The new 500mm F/8 preset Optica Telephoto Lens is wire sharp!

The second, but equally important feature is portability. If a lens cannot be easily taken along, it will just stay in the closet. The 500mm Optica Telephoto Lens is easily portable. It comes apart and fits into two standard size (#5) Pouches. And it is amazingly light in weight, too!

The third consideration, especially in today's economy, is price. Let's face it: the old formula of "A Dollar A Millimeter" for Super Telephoto Lenses has scared many of us out of buying one. You are used to low prices when a piece of equipment comes from us. But I bet you never expected to see a 500mm lens of this quality at such a low price. Frankly, I didn't either. But several lucky circumstances made it possible for us to obtain the lenses at a fabulous price. In addition, we reduced our markup to the bare minimum. The result: a Super Telephoto at a price so low that you cannot afford NOT to buy it!

The lens is available for all Exakta Models as well as for Praktica, Pentax, Nikon, Minolta, Miranda, Canon, and most other 35mm SLR cameras. Be sure to state camera when you order the lens.

500mm F/8 preset Optica Super Power Telephoto Lens, Stock No. 1844, incredibly priced at only \$69.50 + 2.95 Shipping Charges. Set of 2 Pouches for above, \$7.85.



Super Bright Projection Screen

When you have seen one projection screen, you have seen them all, right? Wrong!

There has been a Major Breakthrough: an entirely new material shows your slides with a brilliance which is equal to increasing the light power of your projector four times.

For the second demonstration in our showroom we asked customers to bring some of their own slides, because during the first demonstration people were convinced that we were using special super bright slides. When people saw their own slides on the new screen, they were convinced. We overheard remarks like: "I had never really seen my own slides!" or: "Makes my old screen look as if I had been using a candle in my projector."

The unbelievable brilliance is only one feature of this new screen. Another feature is the complete choice you have in projecting your slides in the conventional manner (i.e. from the front) or using the Screen as a "Thru-View" Screen, projecting from the rear and seating your audience in front of the screen.

The colors of your slides are shown 100% true: the "color" of the screen (which is only .007 inches thick!) is absolutely neutral. (All other screens are either basically blue-white which gives your slides a "colder" look than you had intended, or yellow-white which muddies up the blue of the sky, etc.)

If you have been using a beaded screen, you know its disadvantages. Not only do the beads add an unpleasant graininess, they also restrict you how you seat your audience. People who sit at the side of the room will get hardly any reflected light from the screen (i.e. the imaginary line from the projector to the center of the screen.) The new Super Bright Screen lets you seat your audience anywhere in the room. Anywhere! The Viewing Angle is the widest ever developed for any projection screen and this unrestricted angle is good for front projection as well as rear projection!

While outstanding results are obtained when the room is darkened, the Super Bright Screen will perform remarkably well in non-darkened rooms which makes it ideal for Sales Presentations and for use in Classrooms. (We also have a special ceiling mounted model for permanent installation in classrooms, rumpus rooms, etc. This model rolls up instead of down. If interested, ask for details.)

The Super Bright Projection Screen is a very respectable 40x40 Inches, yet it rolls up (by spring action) into its own self-contained Steel Case of 2'x4 1/2'x44" for storage in a small closet. The steel case opens into the base and the "frame" of the screen.

Super Bright Projection Screen, Stock No. 1851, \$46.75. Shipping Charges \$4.65.

You can use One Single Set of Filters on all your Lenses

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

Filter Adapters

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

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

Series VII Filters

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

Series VII "Drop-In" Filters, Stock No. 2039, \$4.95 + 25c Shipping Charges. Set of 4 (your choice) \$16.95 + 45c.

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

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

Series VII Polarizer

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

Series VII Threaded Polarizer, Stock No. 1845, \$9.85 + 35c.

And while we're standardizing Series VII All-Metal Shades

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

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

Series VII Wide Angle Shade

Since a regular Shade would cut the corners of your picture when you use it with wide angle lenses, we have developed a Rectangular Wide Angle Shade. It, too, screws into our Series VII Filter Adapters. And it's on Special Sale right now!

Series VII All Metal Rectangular Wide Angle Shade, Stock No. 1879, regularly \$7.95, now on Special Sale at \$4.95 + 35c.



Vacuum Easel

If you have ever been connected with the Printing Industry you know what vacuum easels are. They hold anything flat (paper, film, etc.) without glass or frames. Until now, vacuum frames were too expensive for use in photographic darkrooms. They required a minimum investment of \$1,000.00 for the vacuum pump, connecting hose, and frame. However, it is now possible to use vacuum frames in the darkrooms of amateur or professional photographers.

A unique air chamber system lets you use the 11 X 14 Inch Easel for any size paper. Just lay the enlarging paper on the surface and the easel immediately grips it and holds it down perfectly flat without glass plates or metal bands. Now, for the first time, you can use the paper to the very edge, a tremendous advantage.

The system comes complete with easel, pump, and hose. We bring it to you at a small fraction of the previously-available systems.

Vacuum Easel System, complete, Stock No. 1832, only \$110.00 + 4.85 Shipping Charges.



A New Photo Album

Looking for an ideal inexpensive gift item to give to others or to yourself? You have found it! Our Book Type Photo Album, "The Show-Off" is a large, but manageable, 8 by 11 inches, with the spine on the long side. It comes with ten double-faced inserts. Pictures are protected from dust and fading by clear acetate sleeves. Pages have phantom printed squares to make sure your pictures are placed straight. No glue, no picture "corners", no adhesive needed. And you can re-arrange or change the pictures any time.

The cover has a pleasant, cheerful floral design of dust repellent material (washable, if you get it really dirty!) Leave it on your coffee table, put it in your bookcase or stack a number of them flat. The "Show-Off" Albums are well constructed and will last and last. Remember to buy them as gifts, too.

"The Show-Off" Photo Album, Stock No. 1811, Single Sample \$3.95 + 65c Shipping. Two for \$5.88 + 85c. Six for \$15.76 + 1.95.



Through-The-Lens Lightmeter Prisms for Classic Exaktas

Many customers have been trading their older Exaktas on the Twin TL Model. In the process we have acquired a small number of Through-The-Lens Metering Prisms. Our Service Department has re-calibrated them and we offer them, while they last, on a first-come basis.

Through-The-Lens Lightmetering Prisms, used, recalibrated, Stock No. 1920, \$69.50 + 1.45 Shipping Charges. Camera Case with extra high top, new, 17.85, used, 8.95.



Field-and-Forest Gadget Bag

If you are one of your showroom customers, you have seen the Field-and-Forest Gadget Bag on display. We used to buy these bags in relatively small quantities. A few weeks ago the importer asked us whether we would buy a large quantity if he offered them at a "give-away" price. You know our answer. And when we buy at the right price, you buy at the right price!

The Field-and-Forest Bag is generously proportioned: 16 x 11 x 6 inches. The Heavy-Duty Top Zipper is 15 inches long. There is also an inside pocket, a fold-up bottom plate, four bumper type feet, and a heavy-duty adjustable shoulder strap. All fitting are sewn as well as riveted. The four corners are re-enforced as are all "wear" points.

The Field-and-Forest Bag is made of heavy gauge Virgin Vinyl, linen textured, and lined throughout. It is re-inforced with heavy-duty leather-like dark brown vinyl.

At the "give-away" price you can afford several -- for yourself and as gifts. But remember, the special purchase is a one-shot deal. The special price remains in effect as long as our current stock lasts.

Field-and-Forest Gadget Bag, Stock No. 1914, Special-Deal Price, only \$9.50 + 1.45 Shipping Charges. Three for \$25.95 + 1.95. Six for \$48.45 + 2.65

"No-Frills" Custom-Set Titles Save You 50%

In the last Issue we introduced our individually typeset Custom Titles for your Slide Shows or Movies. The response was so overwhelming that we are now offering a similar service without the frills of the DeLuxe Titles. The DeLuxe Titles are still available, of course. They are trimmed and mounted on cardboard with self-sticking back. The "No-Frills" Titles are exactly the same as the DeLuxe ones except that they come to you ready to be cut apart and photographed. And this quick scissor-snipping saves you half the cost! Let me here reprint the original explanation:

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

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

DeLuxe Type-Set Custom Titles, up to 10 Words per Title, individually mounted on self-sticking boards, Stock No. 1853, \$2.50 each (additional words 19c each). Minimum Order 4 Titles. No Shipping Charges.

"No-Frills" Type-Set Custom Titles, as above, but not cut and mounted Stock No. 1858, \$1.25 each (additional words 12c each). Minimum Order 8 Titles. No Shipping Charges.

Trial Order for Titles:

Single Title, DeLuxe, up to 10 Words, \$4.50 postpaid. Add'l words 19c. Two "No-Frills" Titles, up to 10 Words each, \$4.50 postpaid. Add'l Words 12c.



"Merry Tiger" Puppet

In order to publicize our Trade Mark "TIGER" we had it made into one of the cutest hand puppets you ever saw. Entirely hand crocheted in orange and black tiger stripes, a black-and-white nose with a red tongue, green-black-white eyes, a white frilly mane, three-dimensional pompom ears and a braided tail. The puppet fits small hands and large ones because the "body" stretches as needed. A unique feature is the face which changes expressions if you put three fingers inside and manipulate it (in addition to the thumb and pinky in the arms!) You can make him scowl, wink, nod his head, hug-and-kiss, "bite", and so on. Even adults get a big kick out of him.

"The Merry Tiger" Hand Crocheted Puppet. Stock No. 1852, \$3.95 + 25c Shipping. Six for \$17.85 + 45c. 12 for \$32.00 + 75c.



Macro Zoom Attachment

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

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

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

MacroVert Macro Zoom Attachment with Series VII Thread, Stock No. 1806, incredibly low priced at only \$19.95 (Protective Case included) plus 1.35 Shipping Charges.

Series VII Adapter (state diameter of your lens in mm) \$4.95.



Modernize Older Exaktas with a Fully Automatic Lens

Here is a fully automatic German 50mm F2.8 Lens which fit all Exakta Models. Through the good offices of the representatives of Dresden-Exakta at Hilversum, Holland, we were able to purchase a fair quantity of this well-known standard Exakta Lens.

We extend our thanks to our friends in Holland because they are directly responsible for this unusual offer. We are now in a position to offer you this fine lens, while our supply lasts, at a price for which, at today's production costs nobody could manufacture the automatic mount alone!

50mm F2.8 Fully Automatic German Domiplan Lens. Stock No. 1948, \$18.95 + 1.25 Shippg.



Sneaky Pete Makes You Invisible

How many "human interest" pictures have you missed because you were too timid to point your camera? How often did you wish you and your camera were invisible? Now your wish has been granted! Now you can take pictures of everything and everybody, unobserved and unsuspected: Fit the SNEAKY PETE to your lens and shoot around the corner!

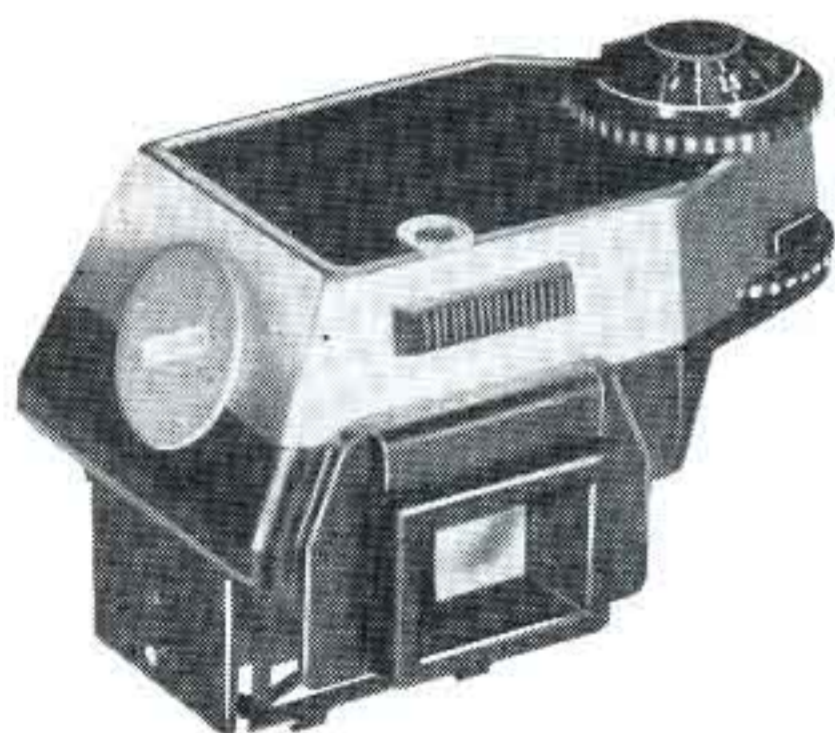
In spite of its frivolous name, Sneaky Pete is a serious optical instrument of highest precision. It fits onto the front of your lens and looks just like a telephoto lens. But the "front element" is a fake. Inside the Sneaky Pete Lens Disguiser is an optical mirror (first surface), and there is an opening 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!

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 + 1.45 Shipping Charges.

Ser. VII Filter Adapter (state mm) \$4.95



Lightmeter Prism for Exakta RTL-1000

Were you among the customers whose order for an RTL-1000 Metering Prism was returned with the notation: "Sorry, All Gone"? If so, you can now again order one on a First-Come Basis. The Factory sent us (in a Surprise Shipment) another small supply of factory recalibrated Metering Prisms for the Exakta RTL-1000. Like the first shipment, they are not new, but recalibrated to Factory Standards. Just remember, if you miss out this time, there won't be any more!

Original Lightmeter Prism for Exakta RTL-1000, Dresden Factory Rebuilt to Original Performance Standards, Stock No. 2061, \$89.50 + 1.65 Shipping Charges.



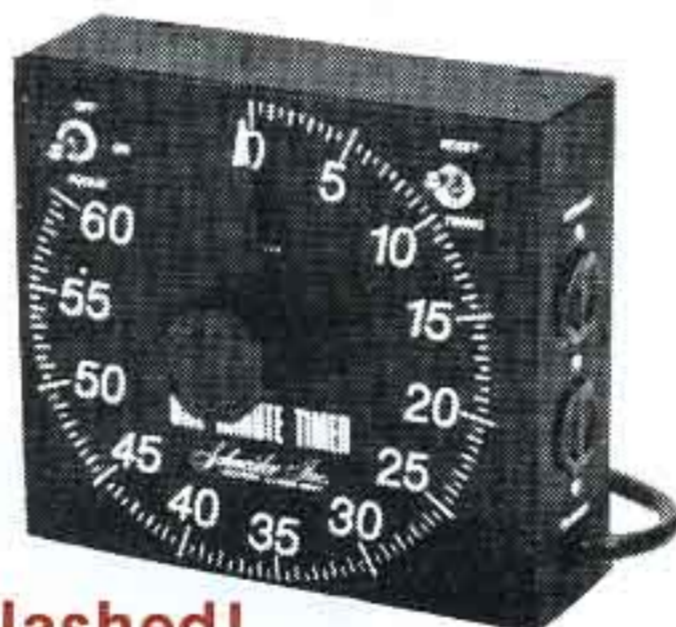
Where can you get a 135mm F2.8 Lens for \$27.50? At Seymour's, that's where!

"Coligon" is one of the most highly respected lens names. You certainly did not expect to see a 135mm F2.8 Coligon at a give-away price, what with steadily rising market prices and critical shortages. But here it is!

The new Coligon Lenses embody the very latest improvements in lens design and manufacture. They use the very latest type of lens coating. Superb sharpness and full color saturation -- even when you shoot **against the light!**

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

135mm F2.8 Preset Coligon Telephoto Lens, Stock No. 1901,
for Exakta 42, Praktica, Pentax \$27.50 + 1.35
for Exakta Classic and RTL 1000 \$29.50 + 1.35
for Exakta Twin TL \$32.50 + 1.35
Case, if purchased with Lens 2.95
Custom Shade if purchased w/Lens 3.45



Prices Slashed!

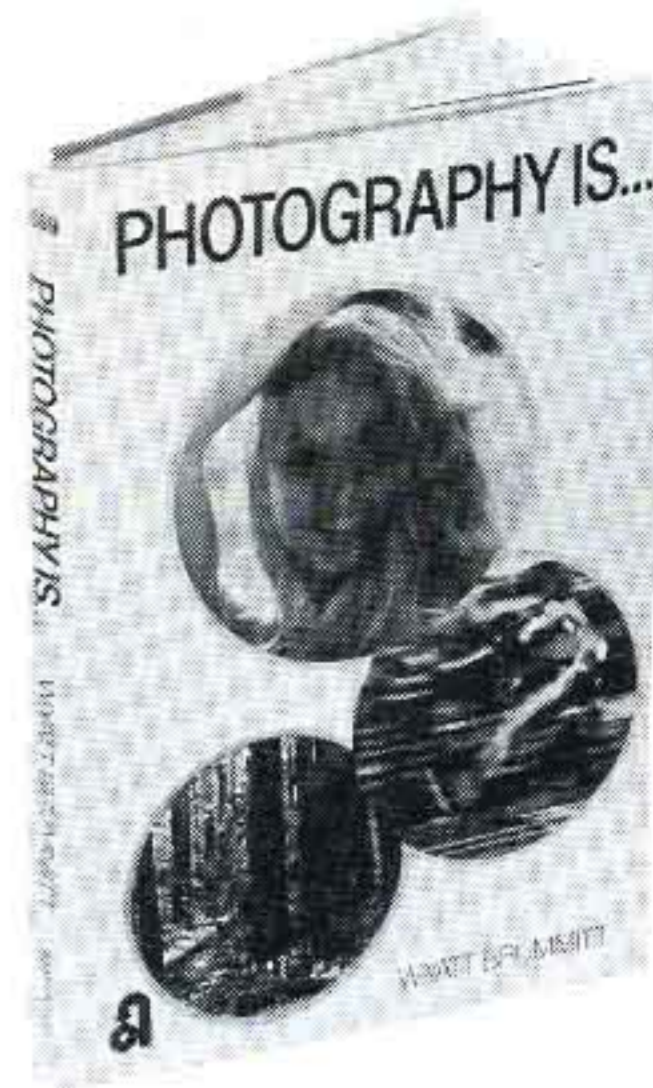
The Schneider AVT-60 Timer has everything you can possibly build into a timer. It is a Time Switch (directly controlling the exposure time of the enlarger;) it is an audible timer; it is a visual timer; it is a safelight selector, and so on!

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. A superbly designed versatile machine.

The Model T-60 has all the features of the "Senior" Model except the audible and visual timing.

Schneider Electric Enlarging Timer, Model AVT-60, with Audible and Visual Timing, Stock No. 2057, Price Slashed to \$36.50 + 2.85 Shipping Charges.

Junior Model, same as above, but without Audible and Visual Timing, Model T-60, Stock No. 2056, Price Slashed to \$24.25 + 2.45 Shipping Charges.



Photography Is...

This new Book is a veritable Course in Photography. Every bit as good as a \$300 Home Study Course without the bother of a school. Read it and learn and progress at your own pace. Or use it as an Encyclopedia of Photography.

This beautiful Hardcover Book of 255 Pages is printed on expensive art paper. It is profusely illustrated (and I mean **profusely!**) in beautiful color. The pictures alone are worth in price, and more!

The Book respects the Advanced Amateur but does not ever "talk down" to the novice. Beginner and Professional will find the answers to their photographic problems.

Here are just a few of the subjects treated at length:

Good and Bad Camera Habits — Light and Lenses — Film — Developing — Exposure — Filters — Color — Enlarging — Portraits — Special Techniques — and many, many more subjects.

You'll read the chapters and you'll refer to them many times. The Book will not only make you a Better Photographer, it will continue to teach you and keep you informed and guide you for many years to come.

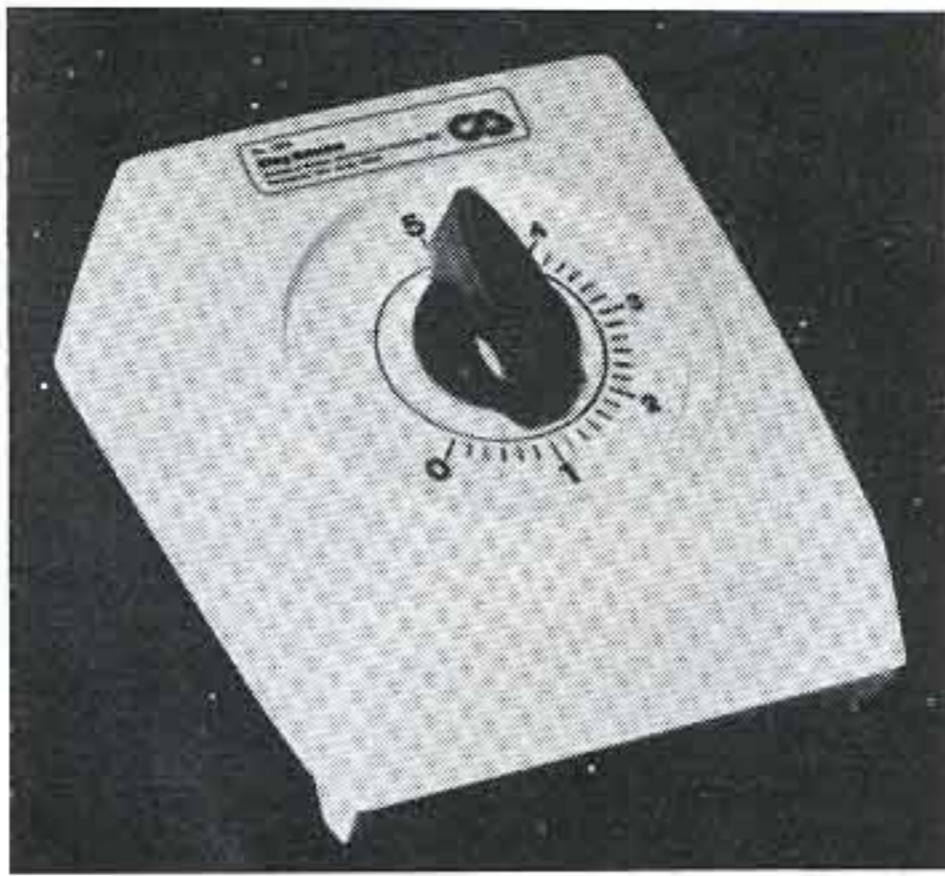
Of course, you still have your choice of enrolling in a \$300 Photography Home Study Course or sending for this Book, getting the same "tuition" at a tiny fraction of the cost. "Photography Is..." a New Instruction Book by Wyatt Brummit, terrific value at only \$9.95 + 45c Shipping Charges.

TIGER® Inst-A-Dapters

A Solution to a Vexing Problem: How to use Custom Screw-In Accessories on Lenses with Different Threads. If your lens has a front thread of, say, 49mm and you have a fair selection of Accessories (Filters, Shades, etc.), all with 55mm thread. What happens when you buy a lens with 55mm Thread? No need to buy all new accessories because the new TIGER® Inst-A-Dapters will let you use your 49mm Accessories on your 55mm Lens. The Inst-A-Dapters are of special ultra-thin construction to avoid vignetting (cutting corners.)

Order **ANY COMBINATION** of male and female threads from 46mm to 58mm. The Stock No. is 1938, followed by 4 digits. The **FIRST** two digits denote the **MALE** Thread; the **LAST** two digits denote the **FEMALE** Thread. Example: You want an Inst-A-Dapter with a Male Thread of 49mm and a Female Thread of 55mm. This Combination adapts 55mm **ACCESSORIES** to 49mm **LENSES**. you order: Inst-Adapter Stock No.1938/4955.

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



Lifeless Prints?

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

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

We have a special Timer which assures consistently superb enlargements. It is so inexpensive that it pays for itself the very first time you use it. Since most developers seem to require a developing time of about one minute, the timer gives its first signal after one minute. It will continue to run and you can use any time (up to an unlikely 5 minutes!) If one minute is not the developing time you selected as correct, you can set the Timer to any time you wish by letting it run to its five minute setting, starting it at the time difference between 5 minutes and the "correct" developing time. Simply, easy, accurate. Your reward: perfect enlargements all the time!

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

Stainless Steel DIAL Thermometer

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

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

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

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



You do need a good handheld Exposure Meter, even if your camera has a built-in Meter. Why?

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

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

Before you decide on any Exposure Meter,

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

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

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

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

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

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

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

We'll just list some of the other features:

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

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

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

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

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

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

Seymour-Rebuilt Exaktas

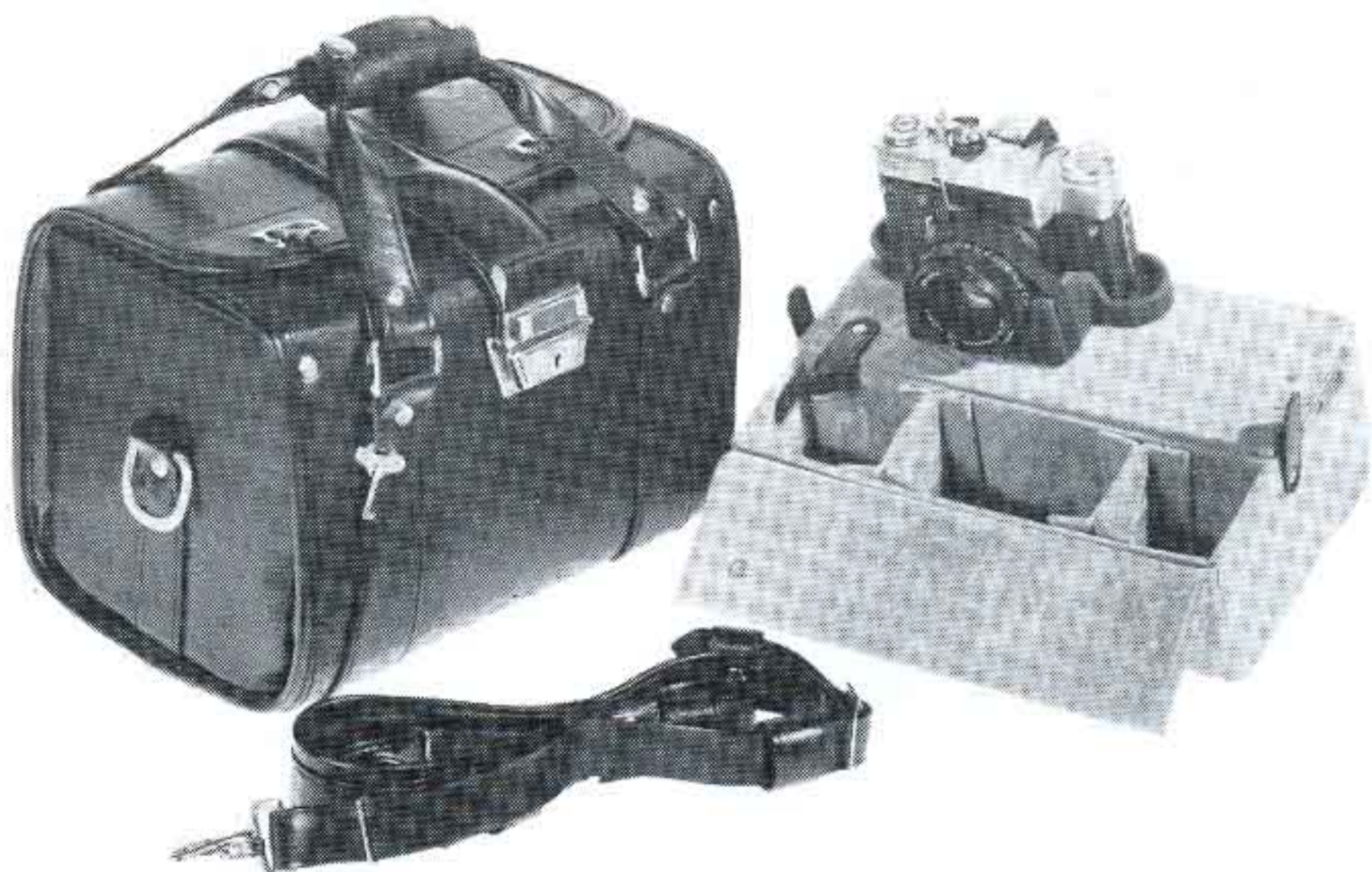


Otto is busy supervising the rebuilding of fine Exaktas. Do you have your heart set on a VX11a? a VX-1000? or any other Classic Exakta Model? Ask for a quotation on the very model you want. We'll answer promptly.

As you know, we are, at this time, the **only** Company in the United States receiving Replacement parts from the Factory. We can give you a Guarantee on Parts and Labor with any Seymour-Rebuilt Exakta, a **meaningful** Guarantee!

We want to give you the full information you need in our first answer. Please be **specific** in your request: Give us the Model of the Exakta you want to buy. One or two alternate choices will help, if the exact model is not available at the time you write. Tell us whether you want a body, a body with finder (which finder?), a body with finder and lens (which lens?). Tell us whether you have an Exakta to trade and if so, the model, the condition, the age, and so on.

We probably have what you want and we probably want what you have. Let's get together!



Deluxe Compartment Case "The Squire"

Here it is at last: a beautifully designed, luxuriously finished Compartment Case which safely protects your Camera, Lenses and Delicate Equipment at home and outdoors.

On the outside it's Premium Quality Sculptured Vinyl Leather. On the inside it's plushy Crushed Velvet. The compartments have movable partitions: you can custom fit the case to your exact requirements. A special Cradle hold your camera and there is an additional

hinged compartment below the camera. The entire platform tray lifts out.

The case is fitted with heavy-duty hardware, including Lock and Key. There is a Double Handle Loop Grip for hand carrying and an adjustable ultra-comfortable Shoulder Strap with Wide Shoulder Pad.

Direct Factory Purchase bypasses importer, wholesaler and distributor. It enables us to bring you "The Squire" Deluxe Compartment Case at an unbelievably low price. We urge you to compare prices to appreciate the fantastic buy. "The Squire" Deluxe Compartment Case, Stock No. 1923, incredibly low priced at only \$29.50 + 2.65 Shipping.

Hand Made Color Enlargements

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

8x10 DeLuxe Custom Enlargements

Fully Finished, Hand Spotted, Mounted on Heavy Board,

First Print \$8.50 + 1.50 Shipping
Additional Prints, same slide, \$5.95 + 50c Shpg.

On 15 or more 8x10 Prints: we pay postage.

11x14 Home Display Enlargements

Fully Finished, Hand Spotted, Mounted on Heavy Board,

First Print \$16.50 + 1.00 Shipping
Additional Prints, same slide, \$12.50 + 50c Shpg.

On 8 or more 11x14 Prints: we pay postage.

16x20 "Competition" Giant Color Enlargements.

Fully Finished, Hand Spotted, Mounted on Heavy Board,

First Print \$34.50 + 2.45 Shipping
Additional Prints, same slide, \$24.50 + 1.35 Shpg.

On 4 or more 16x20 Prints: we pay postage.

Convincer Offer

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

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

Orders MUST be marked: "Trial Color Offer."



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 strobelight 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:

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

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

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



German "ROWI" Projection Pointer

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

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

Microscope Adapter

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

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

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



Flexible Rubber Shades

These Flexible Rubber Shades are the ultimate in convenience. No longer do you have to remove your sunshade when you close your camera case or when you put your lenses back into their cases. The Shade **folds back** over the lens, serving as additional protection against scratches or scuffs. When you **need** the shade, just give it a flip, and it's in place, instantly.

The Flexible Rubber Shades come in Custom Sizes: You do not need adapters to attach them. The Stock No. is 1812, followed by the mm Size. Example: For a 49mm Rubber Shade, use **Stock Number 1812/49**. The Flexible Rubber Shades come in the following Sizes: 46mm, 48mm, 49mm, 52mm, 54mm, 55mm, and 58mm. Larger Sizes are also available, at slightly higher prices. Request Quotations on Larger Sizes, stating Sizes Needed. **Flexible Rubber Shades, Stock No. 1812/-- \$4.95 each plus 35c Shipping Charges.** 3 for \$12.95 + 45c 6 for \$24.00 + 50c



What they promise you in LARGE print

they take away in small print...

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

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

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

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

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

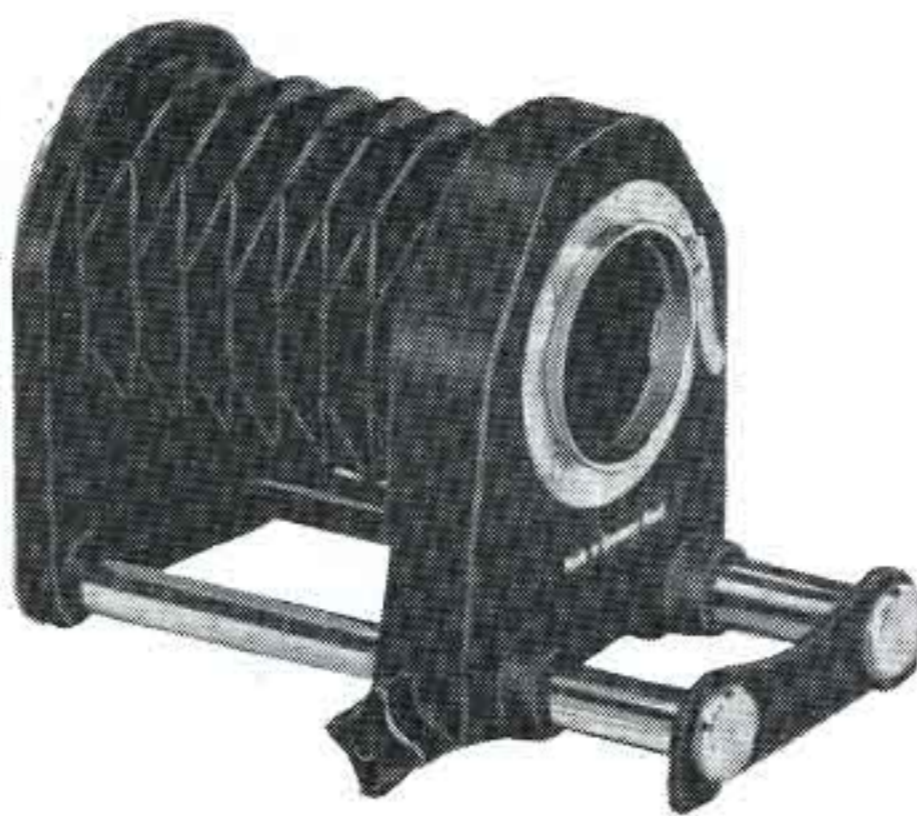
Bellows-and-Lens Deal

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

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

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

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



Original Exakta Bellows "The Proxette"

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

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

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

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

SUPER MACRO DEAL

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

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

\$105.85

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



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

New and Ours Exclusively: ProxiGrid Close-Up Focusing Screen

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

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

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

At this time the ProxiGrid is available **only** for the Classic Exakta (VX-1000 and earlier.)
ProxiGrid Close-Up Focusing Insert for Classic Exakta, Stock No.2132, \$12.95 + 35c Shippg. Chgs

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

Individually Corrected Focusing/Viewing Lens for Exakta



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

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

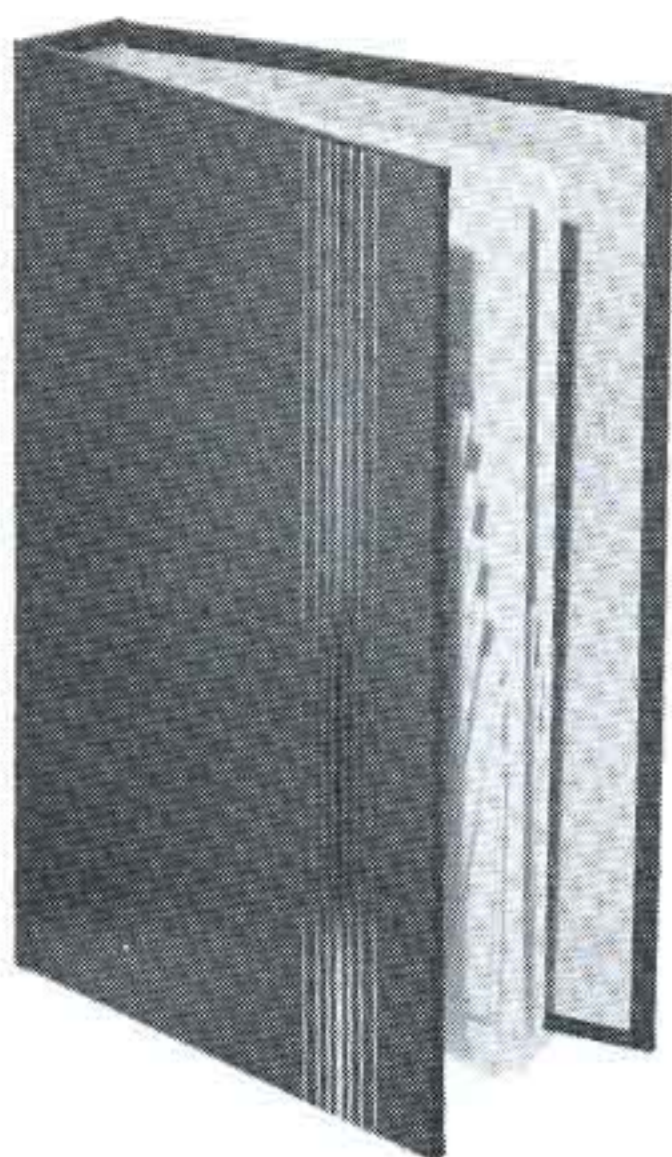
We can now supply corrective eyepieces which are a combination of **your own prescription** and the **additional correction** which is necessary to make them "work", to make the image in the finder wire sharp for **your own** individual eyesight.

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

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

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

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



Book Shelf Album

A new concept in print display. A Hard Cover Binder 5 inches wide, 7 $\frac{3}{4}$ inches high, and about an inch wide at the spine. Covered in leather-like vinyl with gold embossed decor. Linen print inside lining. Thirty individual double-sided clear acetate sleeves, each holding two "Wallet" Size prints. Ten sleeves arranged into a cascading page. Room for 60 prints in all. Between each cascade there is a heavy bristol page, divided into clever spaces for identification of prints.

Uses: Display of prints, File System for your collection of Photographs, and, for owners of large-size cameras (2 $\frac{1}{4}$ x2 $\frac{1}{4}$, 2 $\frac{1}{4}$ x2 $\frac{7}{8}$, 2 $\frac{1}{2}$ x3 $\frac{1}{4}$) File System for negatives.

Book Shelf Album, Stock No. 1896

Three for \$3.90 + 55c 6 for \$6.50 + 85c
12 for \$11.75 + 1.25 Single Sample, \$1.95 + 35c



Illuminated Magnifier

Magnifies coins, stamps, insects, small print, and a million other things, illuminating them with its own built-in light. A great instrument. A great buy.

Illuminated Magnifier, Stock No. 7701,
\$4.95 + 35c Shipping. Batteries, 2 for 49c.

Bayonet Flange for Classic Exakta

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

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

You know, an ounce of prevention...

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



Inexpensive Protection of Thousands of Dollars' Worth of Valuables

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

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

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



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

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

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

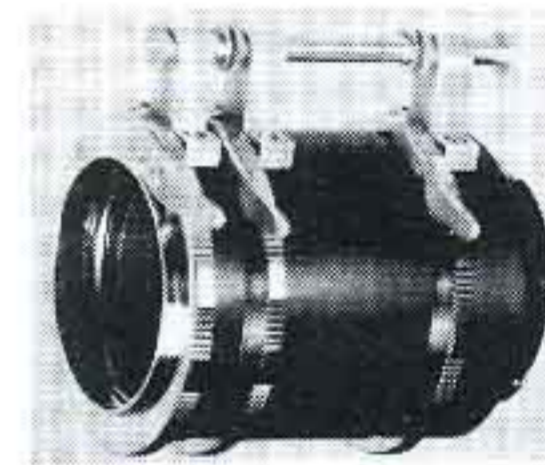
**ATT. GIFT GIVERS:
Any Item purchased
as a Christmas Gift
may be returned or
exchanged until
January 15.**



Tiger Super Clamp

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

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



Automatic Extension Tubes for Exakta Lenses with External Automatic Release

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

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



Premium Quality Glove-Kid Vinyl deLuxe Pouches

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

Premium Quality Glove-Kid Vinyl Pouches,
SMALL, 5x6", Stock No.1863/02, \$2.95 + 25c
MEDIUM, 5x7 $\frac{1}{2}$ ", Stock No. 1863/04, \$3.45 + 25c
LARGE, 5x9", Stock No. 1863/06, \$3.95 + 30c
NEW SUPER SIZE for Large Telephoto Lenses,
Stock Number 1863/08, \$5.95 + 45c Shippg. Chgs.

Attention Christmas Shoppers! Save on Beautiful Gifts!

Remember the fine Gift Items we showed in last year's Christmas Issue of the Exakta News? These items have been selling throughout the year. We checked our Inventory and discovered that we had not even 500 of them left. We offer them now on a First-Come basis at greatly reduced prices. Stock up on them: they make terrific gifts for Christmas, Birthdays, Hostess Gifts and, last not least, gifts from yourself to yourself!



Revolving Lucite Photo Cube Radio: Ballbearing Rotating Base. Four clear "windows" to display your favorite photographs. Fine clear tone AM Radio. Check Radio Stores, Department Stores and Gift Stores for the selling price of these radios. Then look at our price and buy as many as you can use!
Revolving Lucite Photo Cube Radio, Stock No. 2151, while they last, reduced to an incredible \$7.95 + 1.25 Shipping Charges.



ElectroMatic Tape Dispenser. Dispenses Scotch Tape at the touch of a button. Battery operated. Made by Swank. Sells in Office Supply Houses and fancy Gift Shops for \$20.00 and up (and well worth it!) Buy one or many.
ElectroMatic Tape Dispenser, Stock No. 1803, while they last, reduced to \$7.95 + 1.25 Shipping Charges.



ElectroMatic Memo Roll. Touch the bar and the paper advances automatically. Made by famous Swank. Close-out price enables you to buy a quantity for gifts and yourself.
ElectroMatic Memo Roll, Stock No. 1804, while they last, reduced to \$7.95 + 1.25 Shippg. Chgs.

Professional Centerpole Tripod

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



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

A Tripod must be **rock steady**. Otherwise you are better off handholding your shots. But a Tripod must not weigh a ton either. Otherwise you are tempted to leave it at home. A Tripod must have all the features to make it versatile and useful.

All right, here is a Tripod with **all** the features a photographer needs but at a price which is absolutely unbeatable in today's market. But low price makes a bargain **only** if your money buys what you need and want. Judge for yourself whether the Tiger Professional Tripod has all the features you need and want:-

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

If we were to offer this beautifully built Tripod for \$69.50, or \$49.50, or even for \$39.50, there would be no point in calling it "one of our Typical Bargains." But when you look at our price, we will let you say it: "One of Your Typical Bargains!"
**Tiger Professional Tripod, Stock No. 2075
A Terrific Buy at only \$24.95 + 2.45 Shpg. Chgs.**

Fantastic Buy! Honeywell Strobolar Model 100 Electronic Flash

Guide Number for ASA25: a respectable 28. Recycles in less than 8 seconds. Power Source: 2 AA Alkaline Batteries. Flashes per Set of Batteries: 160. Angle: Better than 50°! Manufacturer's Suggested List Price \$34.95.
**Special Sale Price (while a small supply lasts):
Honeywell Strobolar Model 100 Electronic Flash,
Stock No. 2157, only \$17.47 + 95c Shipping.
Batteries: 2 Alkaline \$1.39.**

Three Books for the Price of One!

Information is priceless; yet it is being sold in the shape of books. We have assembled an Information Package consisting of 3 Books. Sold individually, they add up to \$5.90. We let you buy the Complete Information Package for just one third or, to put it differently, we give you three books for the price of one! (Photographer's Travel Book \$2.95, Better Color Slides \$1.95, Depth-of-Field Book, \$1.00)
**Complete Information Package, Stock No. 7016,
\$1.97 + 35c Shipping Charges.**

Seymour's Reduces Price on Best-Selling Strobe



TigerBlitz 500

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

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

Now take a good look at the Performance Specs:

True Guide Number of 56 for ASA 100.

Re-cycling Time: Five Seconds.

Flash Duration: 1/1500 Second

Number of Flashes:

Penlite Batteries: 40 or more,

Alkaline Batteries: about 200.

Color Temperature: Daylight (5700°K)

Angle of Coverage: 65 Degrees

Dimensions: 1¼ X 3¼ X 2¼ Inches.

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



Used Exakta Lenses

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

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



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.



"Floating" Lucite Box Frames

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

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

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

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

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

Combolite Focusing Screen

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

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

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

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

BONUS SPECIAL:

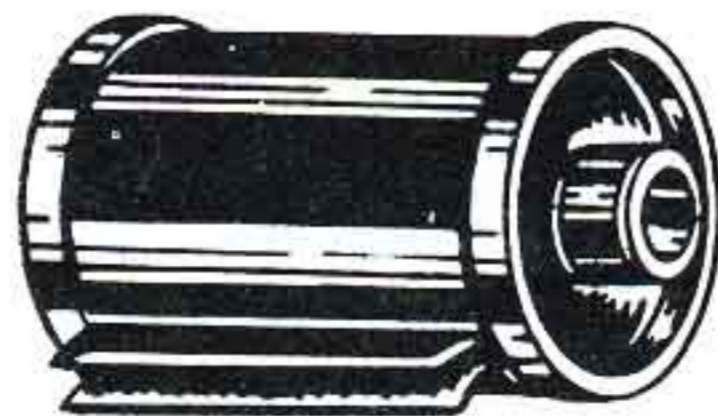
Order \$10 worth of other items, add the Combolite for only \$11.50 + 35c Shipping. **Be sure to mention "Bonus Buy."**

Tiger Tripodette

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

All Metal Construction. Black-and-Silver Finish. Nylon Bumpers protect fine furniture but dig into the ground when you use the Tripodette outdoors. Ball-and-Socket Head. Large Butterfly Thumb Screw. Rubber Washer protects camera and prevents slippage. Camera Support adjusts to the depth of the tripod socket of your camera.

Tiger® Tripodette, Stock No. 2045, \$8.95 plus 65c Shipping Charges.



Reloadable Cassettes

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

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



Anatomic Pistol Grip

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

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

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

Exakta Repairs

We are fully equipped to handle all repairs on Exakta Cameras. We use original factory parts and factory methods exclusively. All repairs are fully guaranteed for One Year. Estimates of Repair Costs are free and gladly given without obligation on your part. Send your camera by insured Parcel Post. Attach a tag to the camera itself giving your full name and address, and stating briefly what you would like to have done. Mark the tag: Estimate Only. We'll do the rest.



Tygahde 'Town-and-Country' Equipment Bag

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

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

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

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

Remember: They make Beautiful Gifts, too!

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

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

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

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

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



New! SAFARI Cube-Foam Attache Case

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

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

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

The Dimensions are: 17X12X4 Inches.

SAFARI Cube-Foam Attache Case, Stock #1855, Introductory Price, only \$19.95 + 1.95 Shipping.

"Super Safari" Cube Foam Fitted Case

You are familiar with our standard size "Safari" Cube Foam Fitted Case. We have sold thousands of them and they are still our best selling equipment cases. But once in a while a customer asks us whether we can supply the same idea in a larger case. Now we can!

In construction, features, durability, the Super Safari is the same as the Standard Safari, cube cut foam inserts and all. It's just Super Size.

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



German Super Size Magnifying Glass

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

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

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

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

Reel-to-Reel Recordists: We have Hard-to-Get Recording Tape

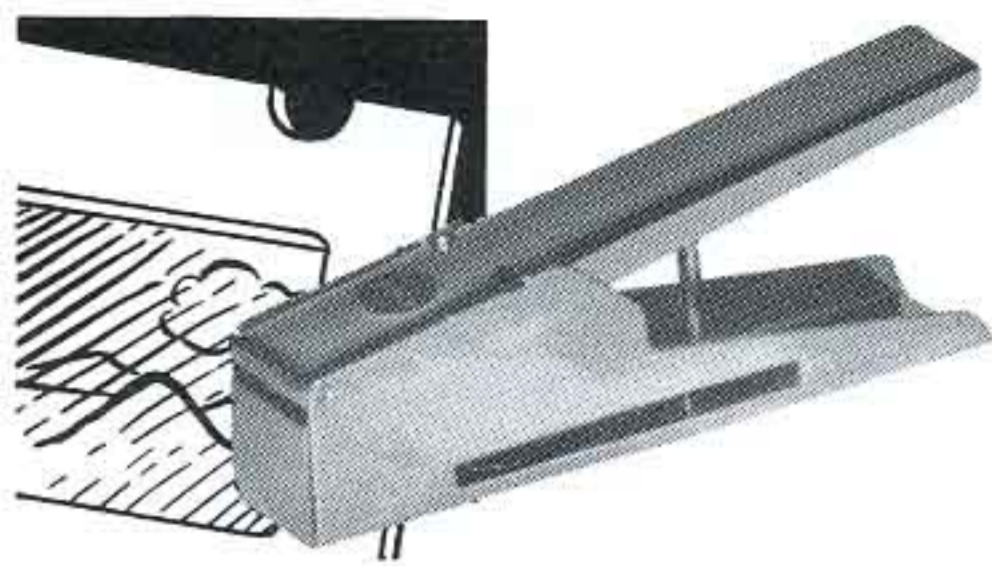
A few weeks ago I received a catalog from one of the large "HiFi" houses. It has four pages of advertisements for recording tape: three-and-a-half pages for cassettes and half-a-page for 8-track. None for Open Reel! "The market is too small," they say, "it doesn't pay to use valuable space on open reel tape."

I am an avid reel-to-reel recordist. We are the serious ones, aren't we? I called one of the largest manufacturers and ordered a large supply of tape at factory prices. Now I can share my bonanza with other reel-to-reel bugs. Buy as much tape as you want. At these prices it will pay you to stock up. Obviously, I won't mention the brand name here, nor the name of the manufacturer. It's Mylar Tape ("Polyester" as they call it) and if I use it with my two \$700 Akai machines, you know it's good tape! Seven-Inch Reels, 1200 feet and 1800 feet.

I make only pennies on the tape and the more you buy, the lower I can go on the price. You can buy as few as ten reels (minimum shipment) or as many as 1,000 Reels. The price stops dropping at 100 reels.

Recording Tape, Open Reel, 1200 ft., Stock No. 1913/31, 10 Reels \$1.79 each; 50 Reels \$1.56 each; 100 or more Reels, \$1.29 each. 1800 ft., Stock No. 1931/40, 10 Reels \$2.49 each; 50 Reels \$1.99 each, 100 or more Reels, \$1.59 each.

Shipping Charges: 10 Reels \$2.50, 50 Reels \$8.50, 100 Reels \$12.50. Larger Quantities shipped Railway Express and you pay them for the Shipping Charges.



Why do you have to "notch" your slides?

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

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

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

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



Tiger Jaw Elevator Clamp Pod with Pan Head

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

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

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



Attention Owners of Exakta RTL 1000

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

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

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

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

Reverse Adapters

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

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

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

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

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

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

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

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Making Your Own Enlargements?

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

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

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

Puppytail Cable Release

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

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



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

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

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

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

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

Tiger® Plus Ten Macro Lens (state size wanted), Stock No.1846, only \$9.65 + 45c Shipping Chgs.

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

Special Combination Offer: One Plus Ten and one Plus Twenty, both for only \$18.85 + 55c Shipping.

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



Best Wide Angle Lens

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

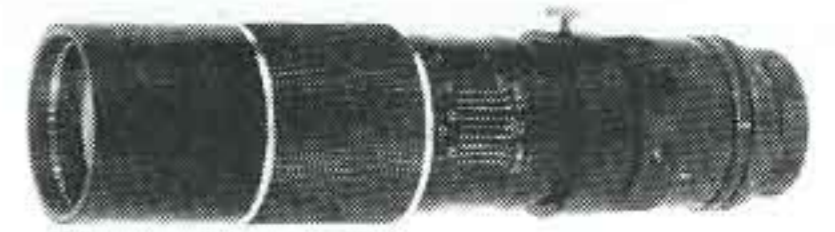
29mm F2.8 Internally Automatic Orestogon Wide Angle Lens for RTL-1000, Stock No.1917, Special Sale Price \$59.50 + 2.95 for the Velvet-Lined Pouch and \$1.35 Shipping Charges.

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

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

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

Let me assure you, right off, that these inserts are 100 per cent accurate and that the beauty marks do not in any way interfere with viewing or focusing. These marks are really nothing but beauty marks: slight nicks or slight marks in the finish. While we would never offer these inserts at full price, we offer them, with a clear conscience, at the reduced price. Remember, these are for the Classic Exakta, not for the RTL Model. Split Image Rangefinder Insert for Classic Exakta, Stock No.1979, First Quality, \$7.95 + 35c. Same, with slight Beauty Marks, \$3.95 + 35c.



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

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

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

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



Crop-A-Slide IIIa Zoom Slide Duplicator

The previous model of the Crop-A-Slide Slide Duplicator was already an amazing instrument. The new model is even more amazing: In addition to all the features of the old model it now incorporates the possibility of Size Reduction! Like its predecessor it is entirely self contained. The Variable Image Ratio has now been extended from Half Size Reduction to Double Size Enlargement. (The old model gave you only Same Size to Double Size.) All intermediate sizes are there, too, zoom fashion.

The new Crop-A-Slide IIIa Zoom Slide Duplicator requires no accessories, no bellows, no extension tubes, not even a lens! It has its own highly corrected Flat-Field Macro Lens. The instrument fits into your camera like any of your lenses.

You can improve your slides by cropping, and enlarging the cropped part to full slide size. You can re-photograph two original slides onto a single slide (for simultaneous comparison, etc.) In fact, you have your choice of the following:

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

Internal Zoom Action keeps slide in perfect focus at any magnification or reduction. Just "zoom" the unit till you like the image ratio (as you see it in your viewfinder) and shoot! That's all there is to it. Use ANY light source, even Daylight.

The best news: the price of the new model has not been increased. Crop-A-Slide IIIa Slide Copier, Stock No. 1820, still only \$44.50 + 1.35 Shipping.

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**Eyelevel Prisms
for Classic Exakta**

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

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

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



**Varexon 135mm F2.8
Telephoto Lens
for Exakta Twin TL**

A newly developed 135mm Telephoto Lens has become available for the Twin TL. It bears the name Varexon, based on Ihagee's copyrighted name "Varex", a name well remembered by our long-time Exakta friends.

The Varexon is a very highly corrected lens with all the features you expect: New Type Anti-Flare Coating, Focusing Range from Infinity to 50 inches, Internally Automatic Diaphragm which closes down to F/22.

As part of our tests we took a close-up picture of a blazing 100 Watt light bulb. The printing on the bulb ("General Electric, 100 Watt, 120 V.") was wire sharp on the film without the slightest trace of flare. Remember, we were pointing the lens right at the light itself, a far more severe test than any actual shot you will ever take with it. We therefore unconditionally guarantee the performance of this lens.

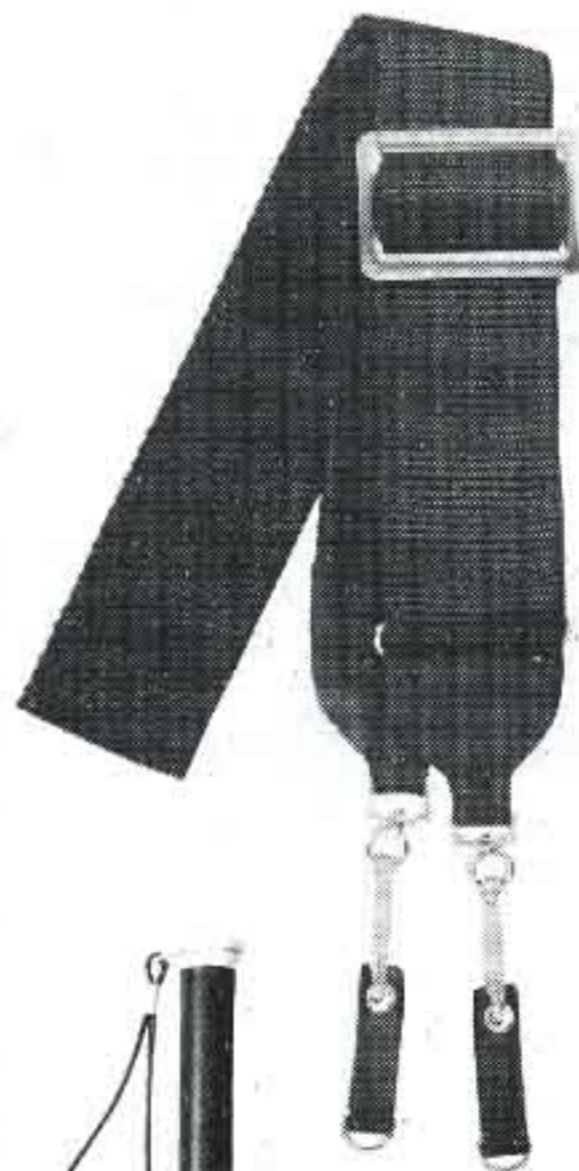
It is not available for the Classic Exakta or for the RTL-1000. It is available only to the lucky owners of the Exakta Twin TL (but you can order the lens also for the Exakta "42" which has the same thread as the Praktica or the Pentax.)

135mm F2.8 Internally Automatic Varexon Telephoto Lens, for Exakta Twin TL, Stock No. 1816/T (for Exakta 42, Praktica, or Pentax, order Stock No. 1816/P), truly a fantastic value at only \$59.50 + 1.35 Shipping Charges. DeLuxe Pouch, \$2.95.

**We have the World's
Most Comfortable
Equipment Strap!**

Let's face it: the camera straps which the manufacturers give you these days are for the birds. I looked around for a serviceable strap and found a 2" wide ultra-comfortable, ultra-safe strap. It doesn't cut into your neck. It doesn't slip off your shoulder. It doesn't scratch your camera. And it's beautiful. It adjusts to any length and can be used as a neckstrap or a shoulder strap. It holds cameras, binoculars, gadget bags, etc. The Model S is solid color. The Model F is tapestry multicolored.

**Extra Wide Equipment Strap,
Solid Color, Stock No. 1942/S, \$4.95 + 35c
Multicolored, Stock No. 1942/F, \$5.95 + 35c**



"Tiger Paw" Unipod

A Unipod (if you are not familiar with the term) is like a tripod but 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 hand held.

We do not have room in this brief announcement to go into details about the construction and features of the "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" 3-Section Unipod, an excellent economy model without fancy frills. Wrist Strap. Minimum Height 24 inches. Maximum Height 5 feet.

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

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