



Exakta News

SEYMOUR'S INC.

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



Sneaky Pete Shoots Around the Corner



How do we do it?

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

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

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

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

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

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

Click. Gotcha!

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

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

At a time when Original-Equipment Telephoto and Wide Angle Lenses hover around \$200.00, Seymour's consistently brings you lenses at one third of these prices. How do we do it?

Well, first of all, we go directly to the source, Ihagee, thus eliminating middlemen, importers, wholesalers, and distributors (all of whom add a hefty profit to the cost) and, secondly, we are satisfied with a reasonable markup. We figure it this way: If we sell three times as many lenses at a much lower markup, we come up with the same dollars-and-cents figure as fewer sales at three times the markup. We don't lose, you gain, and everybody is happy.

As a case in point we offer you the new original Ihagee Exaktar Lenses for the Exakta Twin TL. Remember, these are original Twin TL Lenses and fit **ONLY** the Exakta Twin TL. They are of the same high quality as the original Exaktar Lenses that come with the Twin TL Camera.

Yes, they are internally automatic, fully coupled to the Lightmeter System of the Exakta Twin TL. They are sharp, crisp, and anti-reflection coated. And you don't have to take our word for it that they are excellent: to show you that we are one hundred per cent convinced of the excellent performance of these lenses, we extend our regular 15-Day Money-Back Trial Period to 30 Days! Put the lens through any test. You **MUST** be convinced that you have bought a superb lens, in spite of its incredibly low price.

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

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

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

Christmas Discount

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

**ANY ITEM IN THIS ISSUE
MAY BE RETURNED
FOR FULL REFUND
UNTIL JANUARY 15, 1977**

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!

Choosing an Electronic Strobe Flash Made Easy

Everybody is getting into the act. Literally hundreds of manufacturers are now producing Strobe Flash Units. They bombard you with their advertising and you are bewildered. Which strobe unit should you buy? We have been trying to help our customers select the right strobe unit by selecting the best units from the thousands of models that are currently available. While we can supply special units for highly specialized work, we have narrowed down the selection to three units which we found to be the most reliable in quality, the best in features, and the most reasonable in cost. For 97% of our customers the choice narrows down to: **Manual, Auto-Computer, or Auto Computer Thyristor.**

Which one you choose depends a) on your specific needs and b) on the price you want to pay. Are we making the selection simple instead of complicated? Are we helping you bring order into the chaos? Read on and see how simple it really is to make the right choice.



Manual Strobe

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



Auto Computer Strobe

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



Not just another Thyristor Strobe, but a better one...

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

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



Magnear "Scientific" Finder

The Magnear Finder fits all Exakta Models up to (and including) the VX-1000 and VX-500. It does not fit the RTL-1000. It is indispensable for scientific work, Close-Up Work, Copy Work, and wherever ultra precise focusing is imperative. The powerful Magna-Lupe is removable. It bayonets right into the Magnear. The Magnear can use all Focusing Inserts, including the special distortion-free flat groundglass which is especially useful for architectural shots and, of course, for copying.

You may purchase the parts separately but your

best bet is to buy the Complete Magnear Focusing Setup because you buy it at a special package price. It saves you a cool 20% which means \$12.00 in your pocket!

Magnear Finder without Insert and without Magna-Lupe, Stock No. 1964, \$29.95 + 1.25
Magna-Lupe Magnifying Lens, Stock No. 1965, \$19.95 + 65c Shipping

Flat Groundglass for Distortion-Free Image, Stock No. 1966, \$9.95 + 35c Shipping

Complete Magnear Focusing Setup, consisting of Magnear Finder, Magna-Lupe Lens, and Flat Groundglass, Stock No. 1967, \$47.85 + 1.65

Also available: Flat Groundglass with Crosshairs instead of above Flat Groundglass, add \$6.50

**ANY ITEM IN THIS ISSUE
 MAY BE RETURNED
 FOR FULL REFUND
 UNTIL JANUARY 15, 1977**



Famous Rokunar Lenses Now Available For ALL Exakta Models

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

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

135mm F2.8 Rokunar, Automatic, Stock No. 2105, \$64.50 + 5.95 for the Case and 1.25 Shipping

200mm F3.9 Rokunar, Automatic, Stock No. 1843, \$79.50 + 9.85 for the Case and 1.65 Shipping

300mm F5.5 Rokunar, Automatic, Stock No. 1856, \$84.50 + 9.85 for the Case and 1.85 Shipping

Rokunar Macro Zoom, 38mm to 90mm F/4, Automatic, Stock No. 1982, \$249.50 + 9.85 for the Case and 1.65 Shipping

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

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

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

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

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

Individual - Length Bayonet Extension Tubes

Who else but Seymour's-Exakta would think of bringing you Exakta Tubes in individual lengths, every one with male and female bayonets? They can be used singly or bayoneted into each other for added extension. You can buy them individually or you can buy the Set of 3 Different Lengths. The Set will give you a choice of **seven different** extensions from 15mm to 59mm. These Tubes fit all Classic Exaktas and RTL-1000.

Individual-Length Bayonet Extension Tubes:
9mm Tube, Stock No. 1911/09, \$2.95 + 35c
15mm Tube, Stock No. 1911/15, \$3.95 + 25c
25mm Tube, Stock No. 1911/25, \$4.65 + 35c
Set of All Three, Stock No. 1911/S, \$9.85 + 45c



The Exakta Twin TL

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

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

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

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

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

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

What else? Plenty! An All-Metal Reciprocating Shutter of uncanny accuracy. Shutter Speeds to 1/1000 sec. Delayed Action ("Self Timer".) Left and Right Hand Shutter Release. Automatic Zero Reset. Eyelevel

PentaPrism with Combination Fresnel Viewing Screen with MicroGrid Rangefinder (built-in, non-removable.) Built-in Accessory Shoe (Hot and Cold.) Professional Black Finish.

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

EXAKTA TWIN TL

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

Exakta Twin TL, with F1.8 Internally Automatic Lens, Stock No. 2073, \$169.50 + 2.95 Shipping
Exakta Twin TL, with F1.4 Internally Automatic Lens, Stock No. 2072, \$229.50 + 2.95 Shipping
Exakta Twin TL, without Lens, Stock No. 2101, \$139.50 + 2.95 Shipping

LENS ADAPTERS:

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

EXAKTA "42"

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

Exakta "42", w/F1.7 Internally Automatic Lens, Stock No. 2038, \$169.50 + 2.95 Shipping
Exakta "42", w/F1.4 Internally Automatic Lens, Stock No. 2167, \$219.50 + 2.95 Shipping
Exakta "42", without Lens, Stock No. 2168, \$129.50 + 2.95 Shipping

Order Gifts with Confidence

To make Gift Giving easier, any item in this Issue, may be returned for Full Refund until January 15, 1977.

Older Exakta Lenses in the New Camera

We receive many letters asking about the compatibility of older ("Classic") Exakta Lenses in the new Exakta Twin TL. The following Questions and Answers should dispell any doubts that there is FULL compatibility.

Unlike other camera makers, the Exakta people do not believe in "forced obsolescence". Every new model (since 1937!) was designed to protect the investment in older lenses. What they may have lost by not forcing the Exakta Owner to trade his old lenses for new ones, they gained in unshaken loyalty. Only a very small number of Exakta Owners ever switch to other (i.e. lesser!) makes. After all, Exakta invented the 35mm Single Lens Camera!

Here, then, are the Questions and Answers:

Can I use ALL my older Exakta Lenses in the New Model?

Yes, you can. All you need is the Adapter TW/CLA which costs \$9.95.

Are there any exceptions?

Yes. A few of the old lenses (but VERY few!) were made to fit on the outside of the bayonet. These are the ONLY old lenses that cannot be used.

Will ALL older lenses work with the Exposure Meter of the New Model?

Yes. We said YES! All your old lenses will work with the built-in Lightmetering System! And it makes no difference whether these older lenses are automatic, semi-automatic, preset, or non-preset. All Exakta Lenses will activate the Metering System!

Will my old AUTOMATIC Lenses remain automatic in the New Model?

Yes. We said YES! The new Exakta Twin TL has (in addition to the right hand release) a special left hand shutter release. That's where your old automatic lenses trip the shutter, just as they trip the shutter in the older ("Classic") models.

Do you recommend trading my old lenses for new ones?

This is a loaded question but I'll answer it anyway: I recommend trading your standard (50mm or 58mm) for one of the new internally automatic lenses because this lets you realize the full potential of the new model. What it amounts to is this: the new lenses have an additional automatic feature. You could say that they are "double automatic".

But you don't HAVE to trade lenses. It's just a question of ADDITIONAL convenience. To you it may or may not be worth it. To me it is worth it.

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?



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.

Super Bright Projection Screen, Stock #1851/L, \$46.75. Shipping Charges \$4.65.

Ceiling Mounted Model, Stock #1851/C, \$36.75. Shipping Charges \$3.85.

New: Home Size Model, 24" X 24", Self-Erecting (like #1851/L), Stock #1851/S, \$29.95 + 3.25.



My Camera has a Built-in Meter.

I don't need a Hand Held Meter.

Or do I?

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

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

hide their limited range.

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

The Super Tiger CdS Exposure Meter is far above any meter with which we compared it. First of all, we found it **extremely accurate**. This is most important. It's your reason for buying an exposure meter in the first place. Second on our list is its ruggedness and reliability. Then there is its good appearance and overall look of quality. Now let's look at its features and compare them with other meters. The Super Tiger comes out on top every time. Start comparing the Super Tiger's **RANGE** with that of any other meter:

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

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

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

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

We'll just list some of the other features:

- Built-in Battery Tester
 - Battery Miser Circuit
- (Battery lasts Two Years!)

- One-Hand Operation
- Jewelled Movement
- Shock Resistant Construction

There are no known light conditions which the Super Tiger cannot read (and read **accurately**.) A night shot by the light of a match? Certainly. A white sand desert at high noon? No problem. The range is amazing, isn't it? But when you hear that there are no "High Range" and "Low Range" Buttons to worry about, you might not believe it. Yet, it's true. Never again will you damage your meter by having it on "Low Range" while you point it at the summer sky. Very few meters with Hi/Lo switch survive this ordeal. The Super Tiger has a safety circuit and compensates automatically for sudden peak light intensity.

You have seen exposure meters whose needles flutter and bounce back and forth, as if the meter didn't quite know how to interpret the light conditions. The Super Tiger knows exactly how to interpret the light and the needle comes to a **positive** rock-steady rest. No guesswork, ever! The Super Tiger has a jewelled movement and is rated Shock Resistant. Treat it as a precision instrument but don't baby it.

It's rugged!

Super Tiger Exposure Meter, Stock No. 1995, incredibly low Caravelle priced at only \$24.95 plus 1.45 Shipping Charges, and this low price INCLUDES the Energy Cell (Battery), the Case and the Necksling!

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**



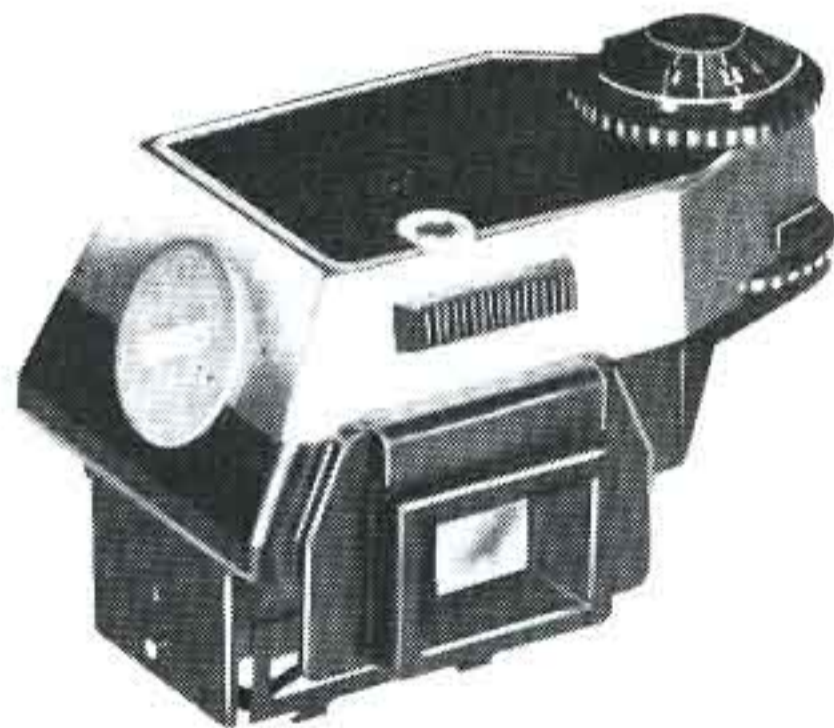
Auto Zoom Macro Rokunar 38mm to 90mm Multi Coated

This new Rokunar takes the place of a whole gadget-bag-full of lenses. It is a Wide Angle Lens, a "Normal" Lens, a Portrait Lens, and a moderate Telephoto Lens, a Macro Lens, and a Copying Lens. In its performance it is a true Rokunar; need we say more? Multi-Coated, of course.

Read these impressive specifications:

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

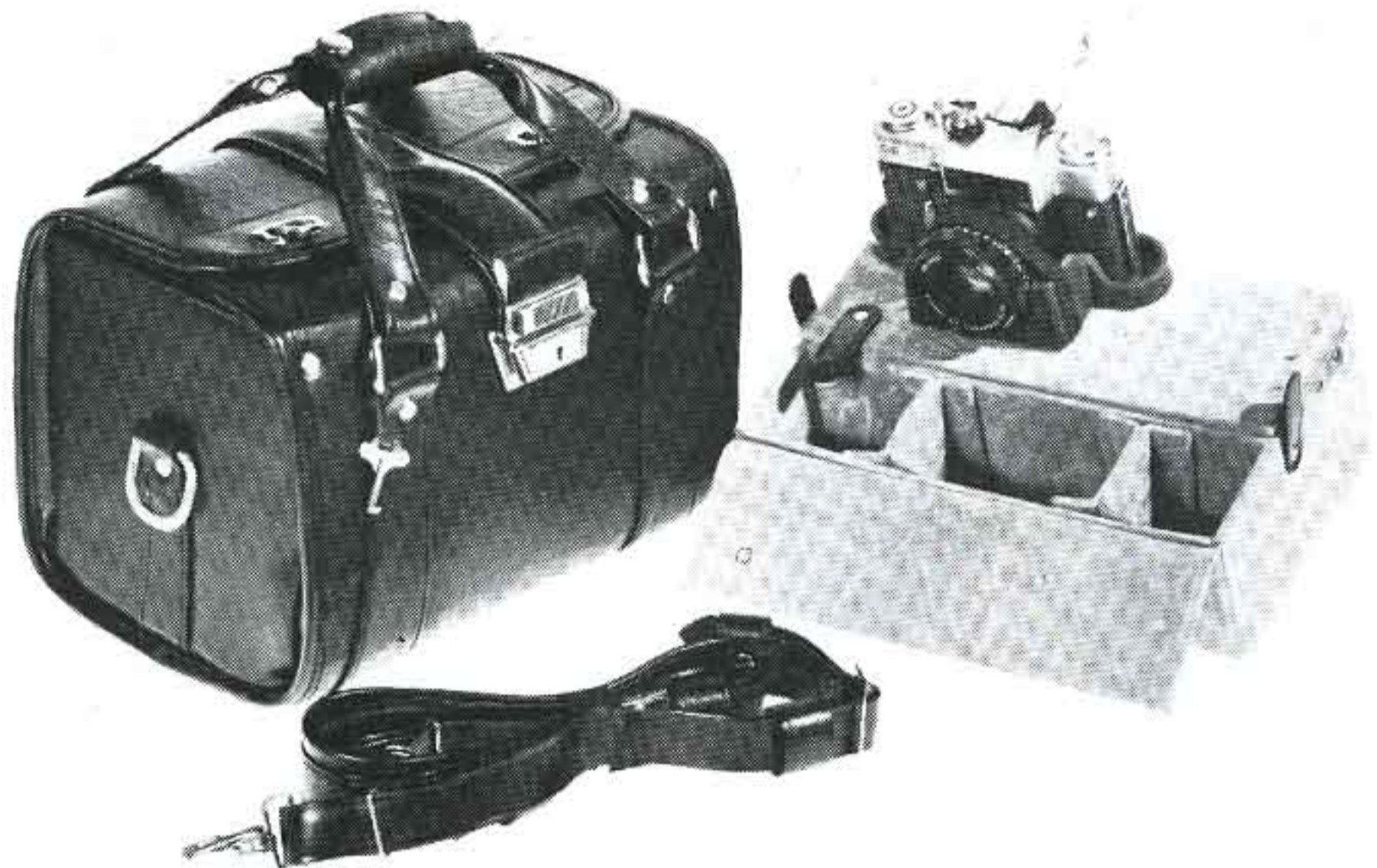
Let me add my own impressions after I used the lens on my recent photo vacation: The focus and the zooming are exceptionally smooth. The optical performance is superb and the color balance could not be improved, it's just perfect. **Multicoated 38mm to 90mm F3.5 Fully Automatic Macro Zoom, Stock No. 1982, \$249.50 + 9.85 for the Case and \$2.45 Shipping Charges** Be sure to state Exakta Model for which you are ordering the lens.



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.



DeLuxe Pro Bag

Frequently, when we have an exceptional buy, we ask you to stop around in local camera stores and compare prices. This time we don't just ask you, we urge you! Do you know what DeLuxe Pro Bags go for these days? Well, do a little "comparison shopping" and you'll find out. See whether you can find a deluxe Pro Bag like this one for less than \$69.50 in camera stores, or, perhaps, \$59.50 in "Cut Rate" Stores. Then, and only then, look at our price and you won't believe it!

We offer you a truly luxurious Pro Bag. On the outside: Premium Quality Sculptured Vinyl Leather. On the inside: plushy Crushed Velvet. Heavy Duty Hardware, including Lock and Key. Double Handle Loop Grip for hand carrying and Adjustable Ultra-Comfortable Shoulder Strap with Extra-Wide Shoulder Pad.

The Bag comes with a removable Fitted Compartment Insert. This Insert has movable partitions. You custom-fit the compartments to your exact needs. A special cradle holds your camera in ready-to-shoot position. There is an additional hinged-cover compartment below the camera.

The DeLuxe Pro Bag is "larger inside than outside". It is a mere 12x8½x7½ inches outside but really cavernous inside.

Direct Factory Purchase bypasses Importer, Wholesaler, and Distributor. That is the reason why we can bring you the DeLuxe Pro Bag at such an incredibly low price. As I said, look at our price only after you have shopped around. Only after you have compared prices will you appreciate the fantastic buy!

DeLuxe Pro Bag, Stock No. 1923, incredibly low priced at only \$29.95 + 2.95 Shipping Charges.



Original PROXETTE Exakta Bellows

The Proxette Bellows Unit is the Original Exakta Bellows, designed, engineered, and built in the Dresden Exakta Plant. In the true German Exakta Tradition, the Proxette is built to do its job well and to last virtually forever. It fits all Exakta and Exa models: it has the original Exakta Bayonet. The front is equipped with the original Exakta Flange. We stress "original" because it guarantees correct, smooth, and wobble-free fit of the bellows on the camera and of the lens on the bellows. The Proxette has a dual hook-up, permitting horizontal and vertical positioning of the camera.

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

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

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

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

For Close-ups (Macro Photographs) the Proxette is used in Exakta lenses. If you want to have a range from Close-Up work to Telephoto work you can use the Proxette with Short-Barrel Lenses. The range will then depend on the focal length you select.

If you are a serious photographer, a professional, a doctor or a scientist, the Proxette will solve your photographic problems. If you are an amateur, a hobbyist or an experimenter, the Proxette will provide you with a barrel of fun.

Original Proxette Exakta Bellows, Stock No. 1936, exceptionally low priced at only \$29.95 + 1.95



New!
The "Summit"
Multipurpose
Photographer's Helper

Here, at last, is a universal tool, so cleverly designed, so handy, so useful that you wonder how you ever got along without it. In one small "handful" it combines a sturdy camera grip, a table tripod, a tripod extender, and a heavy-duty ball-and-socket camera swivel.

The tripod legs have neoprene bumpers to protect delicate surfaces but also to prevent slipping, indoors or outdoors. The legs disappear into the body. The tubular body has a leather-grain non slip surface when you use the "Summit" as a handgrip (either directly on the camera or on a long telephoto lens). The top consists of a heavy-duty omni-directional swivel. The bottom has an additional tripod thread: this way you can attach the "Summit" to a tripod or even to a copy stand.

The "Summit" is precision machined and beautifully finished in black, red, and light gray. And the manufacturer has given us permission to guarantee every unit unconditionally for a whole year, regardless of heavy professional use. It's a quality instrument.

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



Flyte-Wate Tripod
 You just lost your last two reasons for not carrying a tripod with you...

Sure, we should always carry a tripod when we go "shooting" but, let's be honest, we usually leave it home. Why? Because it's too heavy and too clumsy. You just lost these excuses! Here is a beautifully engineered tripod which is neither heavy nor bulky. Folded, it's less than 16 inches long and it weighs not even 10 ounces!!!

Sturdy? You bet! And here are the specifications:

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

Best of all, the price is very reasonable, low enough to let you buy the Flyte-Wate even though you may have a heavy tripod. And, please, don't let the low price turn you off: The Flyte-Wate Tripod is a Quality Product in every respect.

Flyte-Wate Centerpole Tripod, Stock No. 1819, only \$19.95 + 1.95 Shipping

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 **D I A L** 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.



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.



Tiger®
Clamp Pod

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

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

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.



Model N Waistlevel Finder

As we told you in the last issue, we received a small supply of brand new Model N Waistlevel Finders. This is the later model with interchangeable Focusing Inserts.

Model N Hooded Reflex Finder ("Waistlevel" Finder) for the Classic Exakta, brand new, less insert, Stock No. 1955, while they last, \$29.50 + 1.35 Shipping Charges

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

Fresnel with Split Image, \$4.50

Fresnel with Micro Grid, \$4.50

Combolite Screen, \$7.50

ProxiGrid (Macro only!), \$5.50



Request Latest List of Used Lenses

Since our stock of used lenses changes all the time, we cannot advertise them in our publications. However, we compile up-to-date listings and shall be glad to send you the latest list on request.

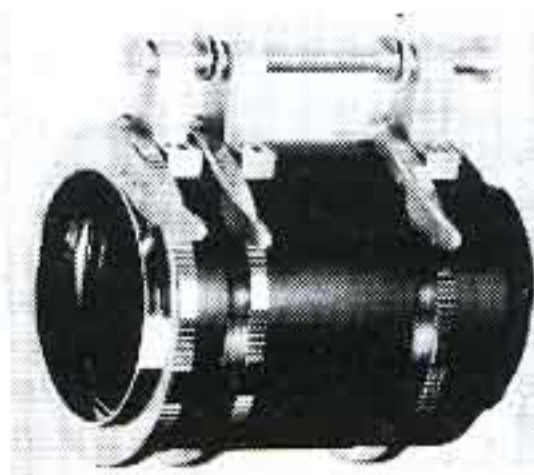
Send us a self-addressed envelope on which you write in the lower left the words "Used Lens List".



2X Automatic Tele Converter for Classic Exakta

Do you want to double the focal lengths of all your lenses (automatic and non-automatic)? Insert the 2X Tele Converter between lens and camera and your 50mm. lens will be a 100mm, your 135mm will be a 270mm, and so on. Highly corrected. We guarantee that you will be delighted.

2X Tele Converter, Automatic, for Classic Exakta, Stock No. 2162, \$29.50 + 1.45 Shipping



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.



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.

Slightly Used Eyelevel Prisms for Classic Exakta

We have accumulated a fair quantity of used Prisms. They are identical to the above but not brand new. Every used Prism checked for accuracy of focus.

Used Eyelevel Prism for Classic Exakta, complete with Focusing Insert, Stock No. 2037/U, only \$36.50 + 1.35 Shipping

Otto says: Take Care of Your Exakta!

You remember Otto's famous expression: "Take care of your Exakta and it will take care of you, almost forever." This is as true today as it was when he first said it in 1952.

Our cost of labor and overhead is going only one way: up. However, during this Sale we will perform the Service "Package" on your Exakta at the old price of \$29.50 + 2.45 Return Shipping Charges. The Exakta Body Service Package consist of internal cleaning of the mechanism, relubricating all moving parts, checking of shutter speeds, checking of focus, checking of synchronization. It does not include repair of defects, replacement of parts or cleaning of the outside of the camera. Repairs of defects require an Estimate which we will gladly furnish without charge and without obligation on your part.

If you want the Exakta Body Service Package proceed as follows: Send the camera by insured parcel post to Seymour's-Exakta, Service Department, 350 West 31st St., New York, N.Y. 10001. Attach a tag to the camera itself with your full name and address, marked "Service Package". Enclose your remittance. (New York City or State Residents, add Tax.) Mark Outside of Package "First Class Mail Enclosed".

If you suspect that the camera needs repairs of defects, do not enclose remittance. Write on the tag "Estimate Only" and tell us what you want repaired. We will send you an estimate. No obligation.

15 Days Money Back on ANY item in this folder



**The
Sharpest
Scissors,
Ever!**

The Sharpest Scissors, Ever!

Our Advertising Agency wrote a beautiful piece about these scissors but I am not going to print it. There is just one thing that makes these scissors different from all others:

They are the sharpest. Period.

Everything else is incidental. Important, yes, but incidental. For instance: the handles are angled up which permits you to act on a flat surface. The blades are made of stainless steel and will never rust or oxydize.

What can you cut? Anything! Yes, anything: thin tissue (which other scissors merely mangle) or heavy cardboard (which other scissors don't even bend!), twenty to thirty layers of paper, thin metal, silk, cotton, AND FILM. It does not crunch the film but cuts it cleanly. Let me say it again: Our special scissors cut anything, ANYTHING.

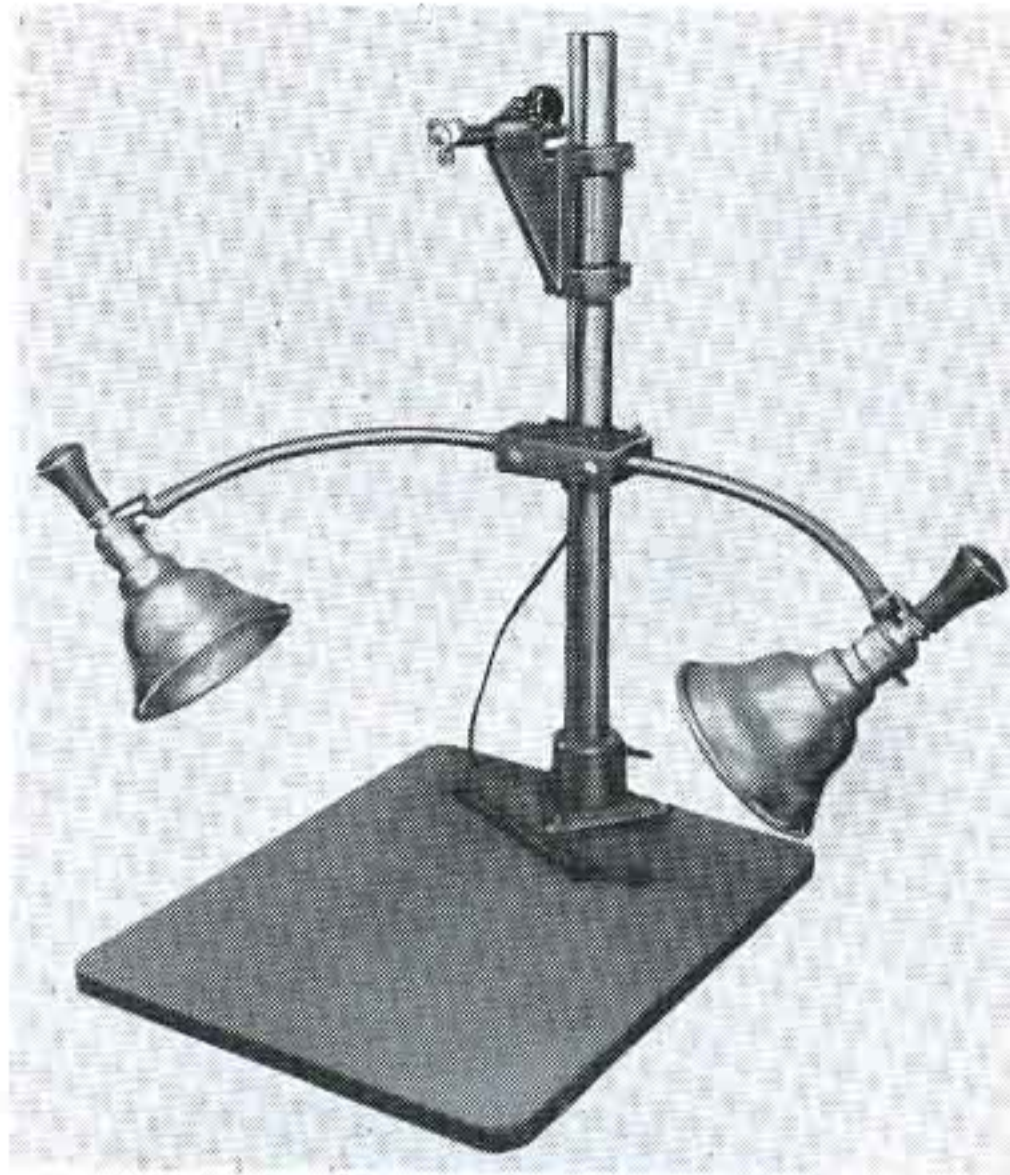
So — if you can use scissors that are sharper than any you have ever used, guaranteed not to rust or tarnish, cut anything from the flimsiest to the toughest, in other words if you can use the best scissors, bar none, order one or more of them.

Stainless Steel Ultra Sharp Universal Scissors, Stock No. 1824, Excellent Value at only \$3.75 + 25c Shipping Charges. Save an additional \$2.00. Three for \$2.95 + 50c Shipping

**3-Dimensional
Self Adhesive
Title Letter Set**

This "Title-as-you-Shoot" Set supplies instant titles anywhere, anytime! Any smooth, dry surface serves as the background for your titles for slides or movies. These re-usable letters let you identify your pictures right on the spot or, if you prefer, later at home. Try this trick: Attach the letters to the window of your car and shoot the scene thru the glass with the title superimposed on the screen! The Set consists of over 120 characters, letters, periods, commas, stars, question marks, etc. Every Set comes in a beautiful simulated alligator portfolio, only 5 X 7 inches small. It fits easily into your gadget bag without taking up any room.

Three Dimensional Title Set, Stock No. 1823, only \$3.95 + 35c Shipping Charges.



Universal Copy Stand

Our best Copy Stand at an amazingly low price. Look at the features:

By now you surely know how we select the Equipment we feature. Here is a supreme example: the Best Copy Stand for the Least Money. Simple, isn't it? First, look at the features. Then, look at the price. We have amazed you before but this time it's sheer magic! Features? Yes, Features!

- Rock Steady (the most important feature)
- Large 16"x19" Baseboard
- 1½" Diameter Chrome Plated Upright
- 38" Post comes in two 19" Sections
- Feather Touch Sliding Arm moves on four Roller Bearings
- Lateral Movement permits Centering Camera over original to be copied
- Optional Lighting (shown) with Flexible Arms, 2 Reflectors, Switch

Universal Copy Stand, Stock No. 1902, \$33.95 + 2.95 Shipping Charges

Optional Copy Lighting Unit as shown (bulbs not included), Stock No. 1903, \$22.95 + 1.65

Extra Special! Combination Copy Stand and Copy Lighting Unit, Stock No. 1904. Save \$6.95 when you buy the combination, only \$49.95 + 3.25

If you already have a copy stand and want to buy the Copy Lighting Unit, chances are, it will fit your stand: it is designed to adjust to posts of any size from a skinny Half-Inch to a fat 1½".



**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, 5x7½", 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.

**Combination Wall Screen
and Table Top Screen**

Made especially for us by famous Dalite, this new small Projection Screen is ideal for previewing your slides, for showing slides to a small group, for teaching, sales presentations, and so on. It can be used as a Table Top Screen or as a Wall Screen. When rolled up it stores in a drawer and it is small and light enough to be taken along when you want to show off your slides away from home.

The Screen is 18 inches by 25 inches, the exact proportion of your 35mm Slides. Top and Bottom are made of Heavy Duty Tubular Metal. The Wire Easel has a non-mar tip and is removable for wall use. The Screen will either stand by itself or hang on a wall like a picture.

It is priced low enough to enable everybody to indulge in the luxury of our extra screen which sets up in a second and which is always handy. **Table Top and Wall Screen, 18x24, Stock No. 1916, only \$5.85 + 1.25 Shipping Charges**

**+ 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)



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

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.**

Split-Image Rangefinder Again Available for Exakta RTL-1000

The Fresnel/Split Image Rangefinder Insert is now again available for the Exakta RTL-1000: **Stock No. 1818, \$14.50 + 35c Shipping.**
BONUS BUY: Buy other items for \$10 or more and add the RTL Split Image Insert for only \$8.55 + 35c. (Be sure to mention "Bonus Buy".)



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.)

Books

The Depth-of-Field Book By Binno Garasu. Stock No. 1835, 99c + 15c Shipping Charges.

The Kodak Filter Book. Stock No. 1802, 99c + 15c Shipping Charges.

Again Available: Custom Screw-in Lens Shades All Metal mm Sizes

We offer you good "oldfashioned" Metal Screw-in Shades in individual mm Sizes. No Adapters required. These are NOT the molded plastic junk shades you see all over. These are precision machined all-metal Lens Shades, made to serve their purpose of protecting your lens from stray light. They are available in all popular thread sizes. Please order as Stock No. 4043/followed by the mm size. (49mm would be 4043/49).

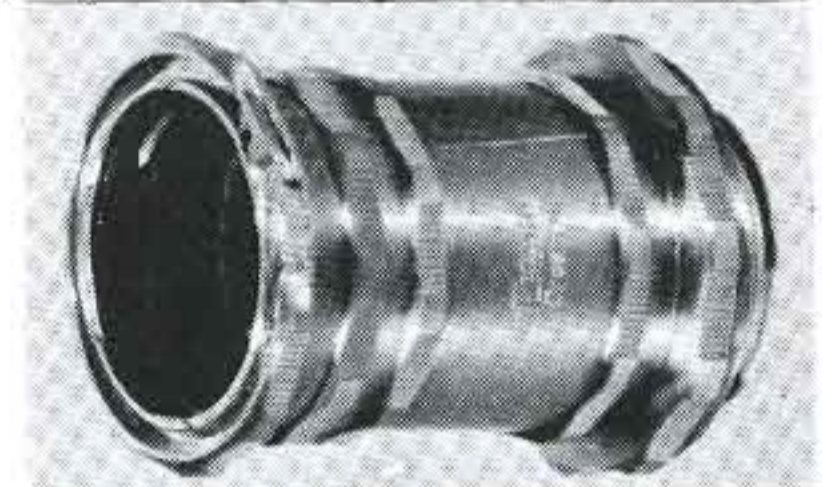
Custom Screw-in Lens Shades

46mm to 52mm \$3.95 + 25c

54mm to 58mm \$4.95 + 30c

60mm to 68mm \$5.95 + 35c

Buy any 3 assorted and deduct 10%.



Original Ihagee Chrome Extension Tubes for Classic Exakta

How did Seymour's-Exakta do it? How did Seymour's-Exakta find a supply of these Original "Chrome" Tubes from Dresden? I know, you do not want to hear the story. All you want to know, do we have them? **YES, we have them!**
 And yes, they are the famous individually precision machined Five-Part Original Chrome Extension Tubes for the Classic Exakta, as only the Dresden Factory can make them. Hurry -- our supply is not inexhaustible!
Original Ihagee-Dresden Chrome Extension Tube Sets, 5-Part, for Classic Exakta, Stock No. 2005, only \$14.95 + 95c Shipping.



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.



Accessory Shoe Combination for Exakta RTL-1000

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

Original Ihagee-Dresden

Accessory Shoe for Classic Exakta Again Available from Seymour's-Exakta

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

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

Original Ihagee-Dresden Accessory Shoe for the Classic Exakta, Stock No.1921, now on Special Sale at only \$5.50 + 35c Shipping Charges.
BONUS BUY: Add the #1921 to an order for \$15 or more and pay only \$3.95 + 35c. In this case, you must mention: "Bonus Buy with \$15 Order"

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."**

New and Ours Exclusively: ProxiGrid Close-Up Focusing Screen

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

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

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.



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!

Twin Prong Flash Adapter



Now again available: Twin Prong Flash Adapter for old Classic Exaktas. Converts the old two-hole Exakta Flash socket to the modern P/C single post Flash Connection. This important Accessory was unavailable for the last five years. Now again available from us.

Twin Prong Flash Adapter for old Classic Exaktas, Stock No. 2089, \$4.95 + 30c Shipping Charges.

Combination Fresnel Viewing Screen and MicroGrid

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

The MicroGrid is now available in a Combination Screen: A Light-Gathering Fresnel Screen produces a brightly illuminated viewing image, bright from corner to corner. The MicroGrid itself is in the very center where focus is most sensitive.

Combination Fresnel Screen and MicroGrid Stock No. 1970 for Classic Exakta, Stock No. 2004 for Exakta RTL-1000, \$12.50 plus 35c Shipping Charges.

BONUS BUY:

Buy other items for \$10 or more and add the Combination Fresnel/MicroGrid for only \$7.95 + 35c. (Be sure to mention: "Bonus Buy.")

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.**

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.



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



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.

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.

X-Ray Protection

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

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

Chrome Neckchain

We know that we cannot replace these chains at the price we are selling them but we are over stocked and want to even out our stock.

There are the same Chrome Snakechains which we have been offering at \$3.95 for the last five years. In order to sell off our heavy stock we give you a whopping 60% Discount.

Chrome Neckchain, Stock No. 1814, now \$1.58 + 25c.



Professional Centerpole Tripod under \$25!!!

- **Most Important: Rock Steady!**
- **Almost as important: Light Weight!**
- **Three-Section Legs: each with Independent Adjustment (for levelling, etc.)**
- **Total Length, folded, 22 1/2 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!**

**Tiger Professional Tripod, Stock No. 2075
A Terrific Buy at only \$24.95 + 2.45 Shpg. Chgs.**



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.



Crop-A-Slide IIIa
Zoom Slide Duplicator

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.

The new Crop-A-Slide has two independent adjustments. The Magnification is determined by setting the Variable Zoom Barrel to the clearly marked Sizes (1/2 size, same size, 1 1/2x, 2x, etc.) Sharp Focus is achieved by rotating the Barrel, just as you would focus a conventional lens. Of course, you see both the Magnification and the Focus clearly in your Viewfinder. Set the magnification, focus, shoot. That's all there is to it. Use any light source, even Daylight!

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

"Tiger Paw" Unipod

A Unipod is like a tripod with one single leg. It is lighter than a tripod, easier to carry and indispensable for shots that might come out blurred if hand held.

The Tiger Paw Unipod is safe: it has passed all our rigorous tests for absolute rigidity. Min. Height "24". Max. Height 5 feet.

Tiger Paw Unipod, Stock No. 1994, great buy at only \$7.95 + 1.25 Shipping.



Price Reduction on 50mm F1.8 Oreston Lens

When customers come to our Showroom they always single out the huge enlargements of the Shrimp Boats and the Sunset which I took in Key West, Florida. Everybody is amazed at the brilliance of the colors and the unusual clarity of very small details. Professionals find it hard to believe that these shots were taken with anything smaller than a 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, reduced 25%, now only \$44.95 + 1.35 Shipping.

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



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



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.



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.

They're All

My Babies...



(Otto's Column)

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

REPAIRS AND SERVICE.

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

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

First, a few Don'ts:

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

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

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

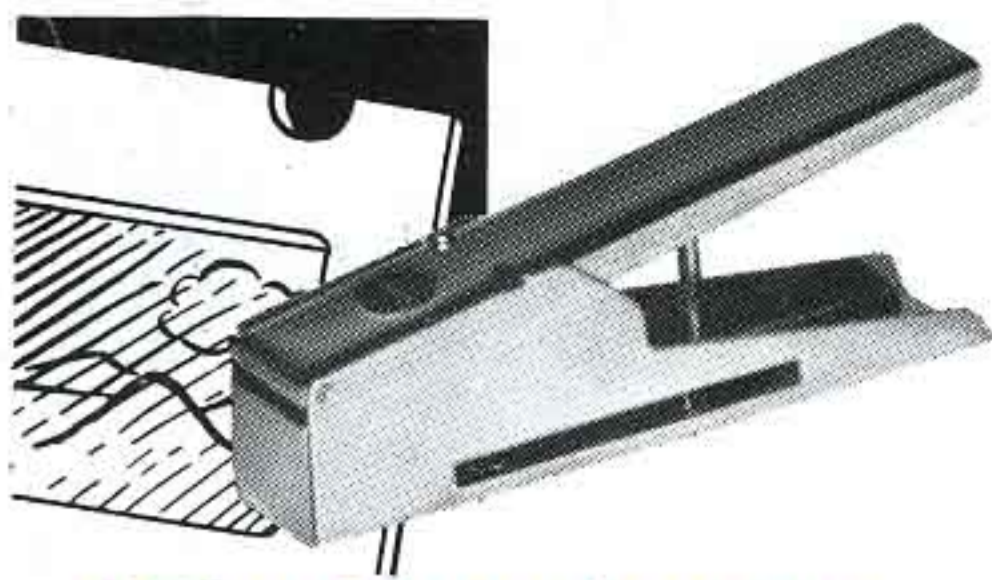
The price for the **SERVICE PACKAGE** is still only \$29.50 + 2.45 Return Shipping Charges. When you send us your camera for the Service Package, you will greatly help me and my crew by following these simple instructions:

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

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

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

Your Exakta Pamperer,
Otto.



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.**



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.**

Pneumatic Shutter Release

A new pneumatic device, 20 feet long, works on internal air pressure. Soft, thin Rubber Tube coils up when not in use. Takes up very little room in your photo bag. The 20-foot Air Cable lets you trip the shutter from a distance. Excellent for bird shots and wildlife photography. Also very useful for Self Portraits and groups with the photographer right in the picture. **20-Foot Air Shutter Release, Stock No. 1885, \$7.95 + 45c Shipping Charges.**



Combination Close-Up Lenses

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

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

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

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

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



Tiger Jaw Elevator Clamp Pod with Pan Head

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

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

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



Tygahde "Town-and-Country" Equipment Bag

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.

TIGER® Inst-A-Dapters

A Solution to a Vexing Problem: How to use Custom Screw-In Accessories on Lenses with **Different Threads**. If your lens has a front thread of, say, 49mm and you have a fair selection of Accessories (Filters, Shades, etc.), all with 49mm thread. What happens when you buy a lens with 55mm Thread? No need to buy all new accessories because the new TIGER® Inst-A-Dapters will let you use your 49mm Accessories on your 55mm Lens. The Inst-A-Dapters are of special ultra-thin construction to avoid vignetting (cutting corners). Order **ANY COMBINATION** of male and female threads from 46mm to 58mm. The Stock No. is 1938, followed by 4 digits. The **FIRST** two digits denote the **MALE** Thread; the **LAST** two digits denote the **FEMALE** Thread. Example: You want an Inst-A-Dapter with a Male Thread of 49mm and a Female Thread of 55mm. This Combination adapts 55mm **ACCESSORIES** to 49mm **LENSES**. You order: Inst-A-Dapter Stock No. 1938/4955. **TIGER® Inst-A-Dapters, Stock No. 1938/----**, **\$3.95 each, plus 25c Shipping Charges**
Any 3 for \$10.85 + 45c Any 6 for \$18.00 + 50c

Price Reduction on 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. Beautiful Tapestry Design. **Extra Wide Equipment Strap, Stock No. 1942/F, reduced to \$4.65 + 30c.**



Reduced!

Overstocked!

40% Price Cut on

Reproslide Slide Duplicator!

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

You attach the Reproslide directly to your camera (like a lens), drop a slide into the holder -- and shoot! Slides may be unmounted, mounted in cardboard or glass, or they may be in strips.

You can use **any** light source, including Daylight. You will get a perfect exact duplicate every time, exactly the same size as your original. And there's no problem if you want to make negatives from slides, either color or black-and-white, or black-and-white slides from color slides, and so on. It is great fun to use.

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

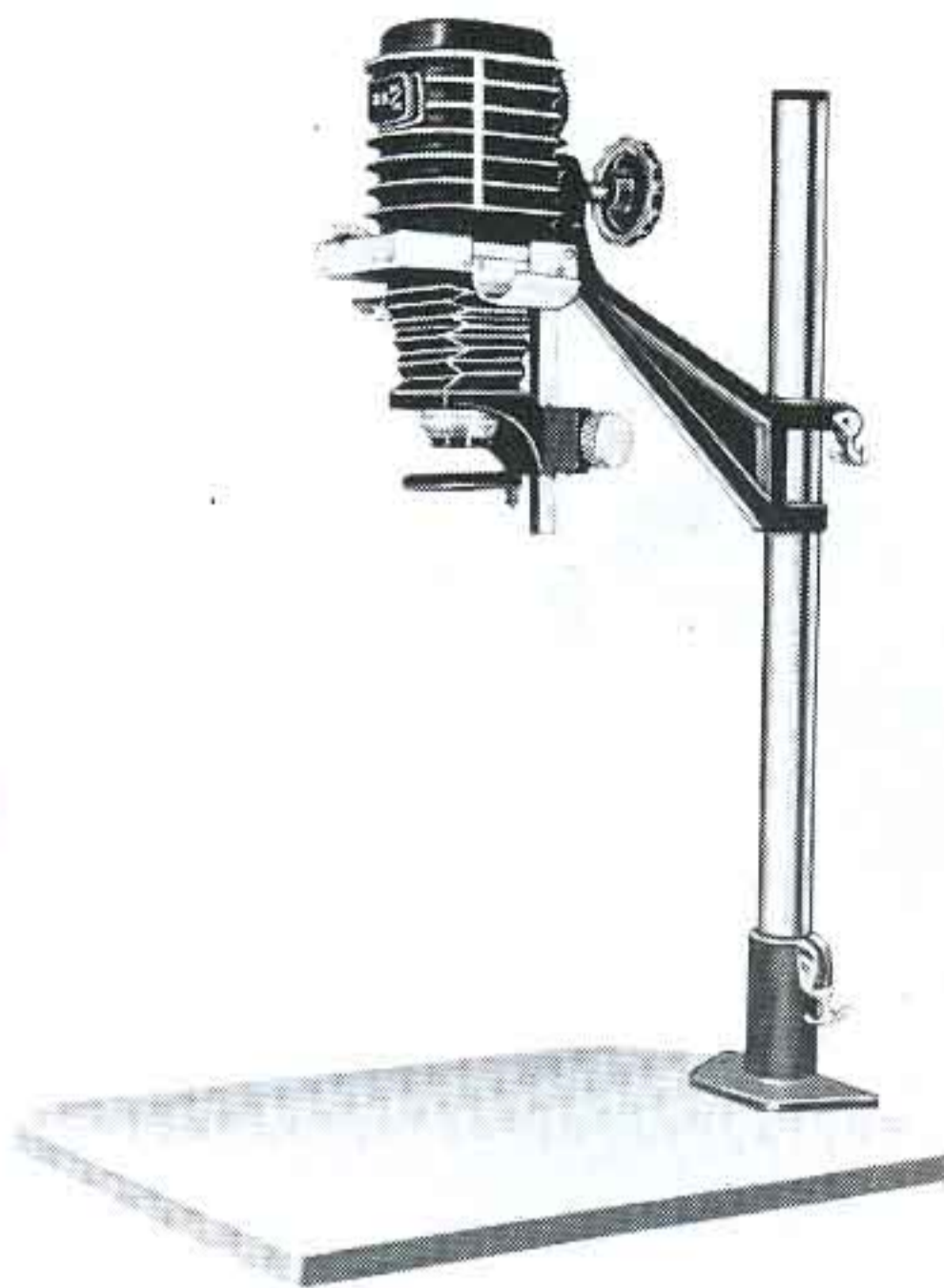


Reduced!

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. This is the best Magnifying Glass you can buy. **German Magnifying Glass, Stock No. 1959, was a Best Buy at \$8.95. We now offer the last 500 at the sharply reduced price of only \$5.65 + 30c Shipping.**



Low Priced Enlarger has "Expensive" Features

You may have been wondering why we had not offered you any enlargers for nearly five years. The truth of the matter is that there were only two types of enlargers available: cheap ones and expensive ones. The cheap ones were cheap, without any of the features we consider necessary. The expensive ones did have the features but we couldn't see the extremely high prices. Now we have an enlarger which we can offer at an amazingly low price and which has all the features we consider important:

- Takes 35mm, 126, and Half Frame 35mm. Masks included.
- Double Condensor Lighting System
- Micromatic Focusing
- Black-and-White or Color Printing (Color Filter Holder included)
- Glassless Film Carrier to avoid Newton Rings.
- Large 14"X19" Baseboard
- Precision Performance
- Easily Stored, Quickly Set Up.

Trans-Lux 35mm Enlarger with Double Condenser, less lens, Stock No. 1862, only \$64.50 + 3.45 Shipping Charges.

Ultra Flat Field Enlarging Lens, 50mm F3.5, Stock No. 1870 only \$19.50.

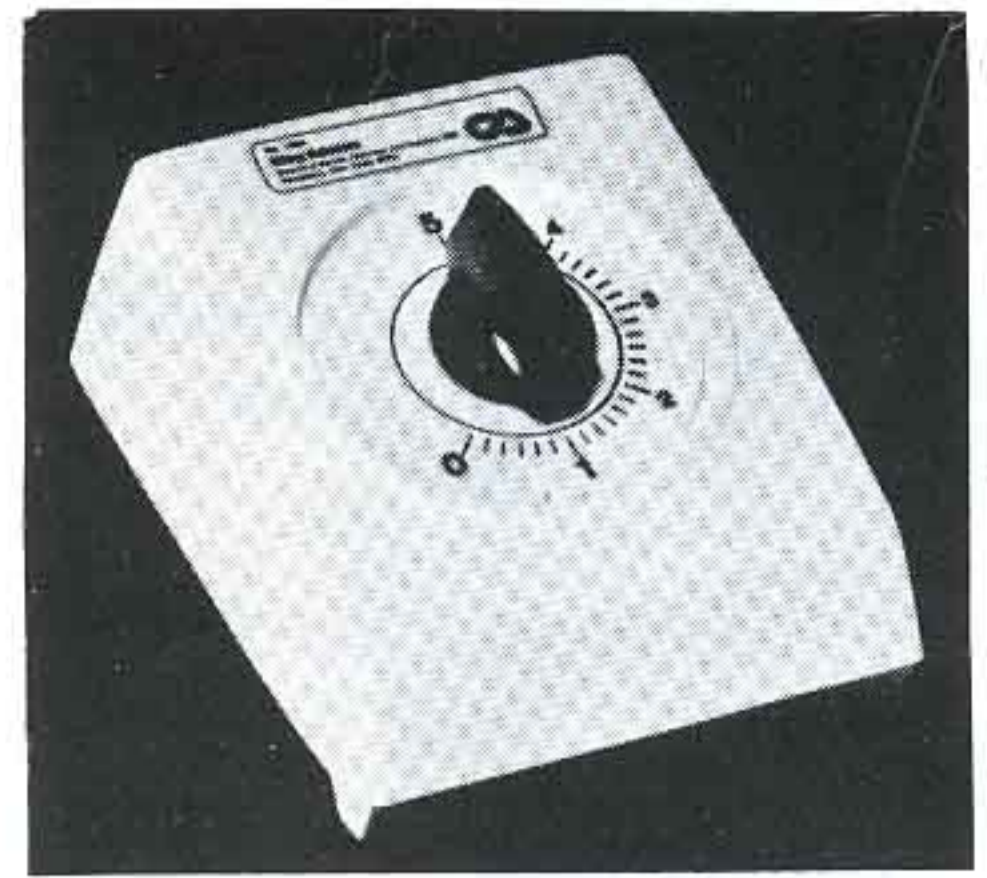
BONUS BUY: Make the above enlarger automatic with the Schneider Electric Enlarging Timer. With the purchase of Trans-Lux Enlarger you may order the Model T-60 Electric Timer, Stock No. 2056, for only \$19.95 + 2.45 Shipping.

Microscope Adapter

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

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

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



Lifeless Prints?

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

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

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

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

Please...

If the address on this Issue is incorrect, please drop us a line, giving **BOTH** the incorrect **AND** the correct versions, both with ZIP numbers. Please be sure to give both the incorrect and the correct ZIP, especially if you've moved. We try very hard to get it right!

If you are no longer interested in our mailings, please tell us to delete your name from our Distribution List.

If you receive more than one copy, please tell us which Address to keep on the list and which to delete.

And **PLEASE** remember:-old addresses, incorrect addresses and correct addresses:

Always Include All Zip Numbers.

EATON STAND-UP LUCITE FRAMES
DOUBLE FACED TWO SIZES
AS LOW AS 49c IN QUANTITY



Eaton Stand-Up Lucite Frames
Double Faced • Two Sizes
As Low as 49c in Quantity

Take advantage of our hard-to-believe sale prices:

- 3 for \$2.10 + 35c
- 6 for \$3.95 + 35c
- 12 for \$7.10 + 55c
- 24 for \$12.95 + 85c
- 48 for \$23.50 + 1.25

You may mix sizes for quantity prices.

Yes, these are the lovely clear Lucite Frames you see in fancy Gift Boutiques. Each frame is individually boxed and can be mailed as a gift. Each frame has two clear Lucite faces. Eaton Frames come in two most popular sizes:
 Stock No. 2163/S, 3½ X 3½ inches.
 Stock No. 2163/O, 3½ X 4½ inches, convertible as horizontal or vertical frame.
 Anticipate your needs for gifts and for yourself.



“Floating” Lucite Box Frames

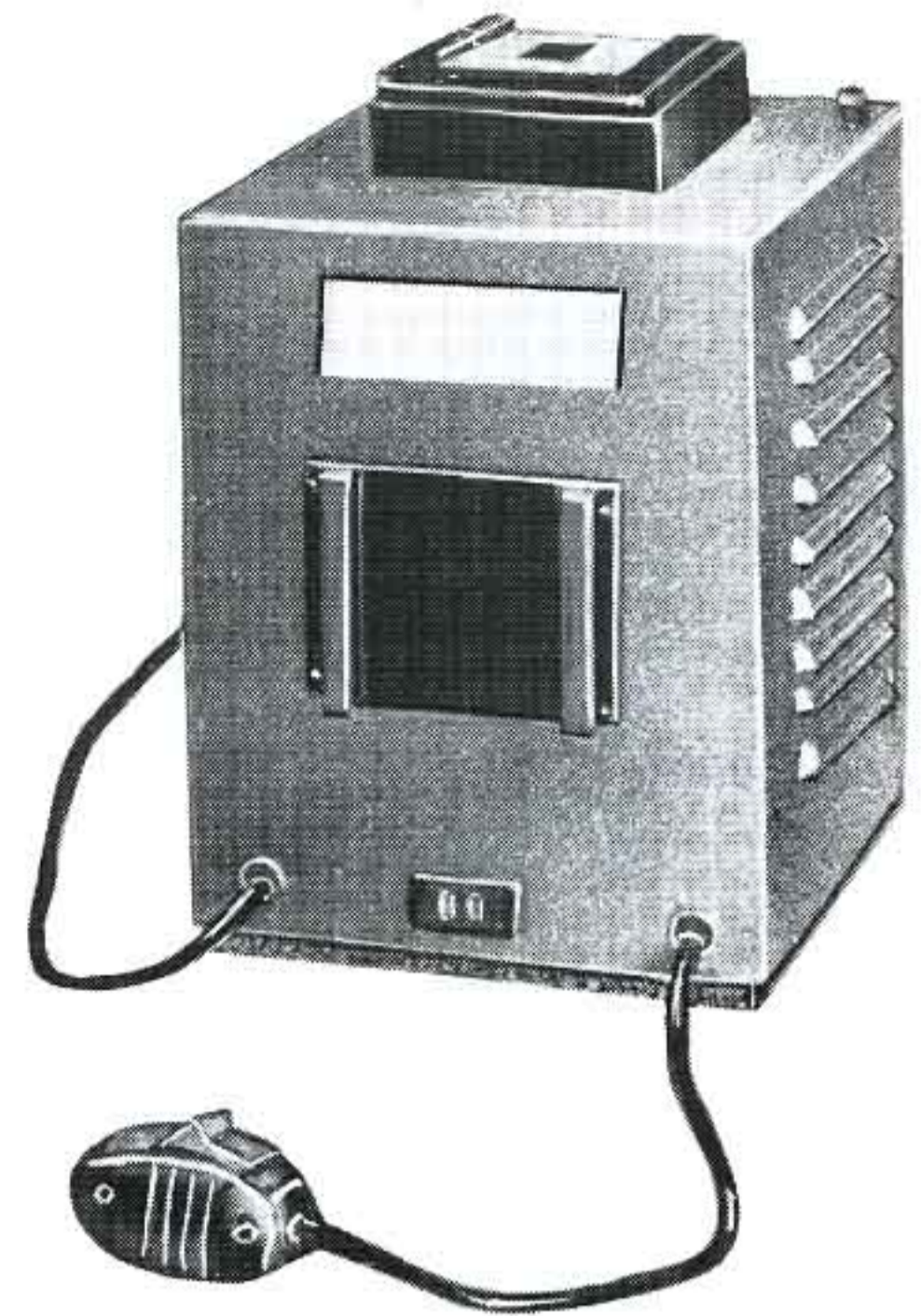
You have seen “Floating” Dimensional Display Box Frames in Museums, Picture Galleries and Photo Print Exhibits. The pictures seem to float in space. Nobody can ignore pictures that are displayed this way.

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 ½” all around. Only **borderless** pictures give the floating effect. With every frame you receive a “poster” insert, to be used as a guide for the exact size of

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

- Clear Lucite Box Frames, Stock No. 2149,**
- Set of 2 Frames, \$2.89 + 85c Shipping Charges.**
- “Grouping” Special: 6 Sets (12 Frames),**
only \$13.84 + 1.25 (Save an additional \$3.50!)
- “Picture Wall” Special: 12 Sets (24 Frames),**
only \$24.68 + 2.45 (Save an additional \$10.00!)



Duplex Slide Copier

A new addition to our ever growing list of “Professional” Equipment Priced for the Amateur. The Duplex Slide Copier lets you copy any size slide (110, 126, 35mm, 2¼x2¼) onto any size film (35mm, 2¼x2¼, 2¼x2 7/8, etc.) Slides may be copied “as is”, or enlarged, or reduced, or cropped. You can correct under-exposure, overexposure, color balance. You can add Texture Screens, Silhouette Frames (heart, binocular view, keyhold, etc.) You can make montages, superimpose titles, make negatives from positives and vice versa, make black-and-white negatives or slides from color slides or color negatives and much more.

You use your own camera, bellows, copy stand or tripod. (Of course we can supply any additional equipment you may want to order). The Duplex Slide Copier is truly a universal device. It contains two internal 7 Watt Focusing Bulbs and one 3200K bulb for exposure. It is called “Duplex” because you can also use your Electronic Strobe Unit for exposure. The Duplex Slide Copier comes to you complete and ready to use. There are complete instructions (which include filter information). The above mentioned bulbs are included as is a device to accommodate your strobe.

Considering the professional quality and the versatile features, the Duplex Slide Copier is amazingly low priced. With the exception of the bulbs, the unit carries a full and unconditional One-Year Guarantee.

Duplex Slide Copier, complete as described above, Stock No. 1841, \$79.95 + 3.85 Shipping.

ANY ITEM IN THIS ISSUE
MAY BE RETURNED
FOR FULL REFUND
UNTIL JANUARY 15, 1977

To make Gift Giving easier, any item in this issue may be returned for Full Refund until January 15, 1977.



More Than 100 Children's Songs on Four 12" Long Play Albums A Wonderful Christmas Present

Children's Songs — you name them: they are all there. From Twinkle, Twinkle, Little Star to The Farmer in the Dell. Jack and Jill. This Little Piggie Went to Market. Mary Had a Little Lamb. And 112 more! Eight Long-Play Sides! Every selection delightfully rendered. Solo voices, groups, choirs. Children love all of them but will soon sing along with their favorites. These records can be played on any record player. They are in compatible Mono-Stereo-QS Matrix. Play them on a kiddie record player or on a \$5,000 Quadriphonic System. They will sound great. Buy them for your children, nieces and nephews, grandchildren, friends' children, neighbors' children. They make the most appreciated gifts at the lowest cost. They are quality records at an unbelievably low price.

Children's Record Set of Four 12" Long-Play Albums, Stock No. 1905, unbelievably priced at only \$5.95 + 95c Shipping Charges. (That's for the Set of Four, NOT per Record!)



90-Minute Cassettes

Low-Noise High-Fidelity Tape in 90-Minute Cassettes. Packaged for use by Commercial Recording Studios and Tape Duplicating Labs without identifying brand name. Very good sound quality. Heavy-Duty mechanical construction makes these cassettes very reliable and virtually unbreakable. 15-Day unconditional Money-Back Guarantee if you are not delighted.

90-Minute C-90 Studio Tape Cassettes, (Minimum Order 10), Stock No. 1869/S90, Lots of 10, \$1.22 each. Lots of 25, \$1.12 each. Lots of 50, \$1.02 each.

Shipping Charges: 10/95c, 25/\$1.60, 50/\$2.10
Special Prices of Norelco Type Plastic Boxes, if purchased with an equal number of Cassettes: 10/12c each, 25/11c each, 50/10c each.



We will make Duplicates of your Recorded Cassettes

We can make exact duplicates of your recorded cassettes, as few as 8 duplicates or as many as several thousand. We have been doing it for schools, churches, organizations, etc. and can now do it in small quantities for individuals (minimum 8 per original).

The prices are for exact duplicates. Editing will be charged on a time basis. The prices include high quality cassettes and are the same for cassettes up to C-90 (90 minutes).

Are you a lecturer, teacher, language instructor? Would you like to give away or sell souvenir recordings of a local event? Whatever the reason, let us make exact duplicates of your original cassette recordings. The prices are incredibly low and include everything, even plain labels for identifying the cassettes.

Copies of Your Recorded Cassettes, Eight Duplicates (minimum per original) \$3.95 each. Twenty Duplicates of same original \$2.95 each. Larger Quantities: write for quotation.

CONVINCER SPECIAL: We will make 8 Duplicates of each of 3 different originals, 24 Cassettes in all, for only \$69.50. This figures at only \$2.89 per cassette duplicate and saves you more than \$25.00 over and above our regular low price.

Shipping Charges: 8 Cassettes \$1.65,
20 or 24 Cassettes, \$1.95

OK. You Win Again! 11x14 Color Enlargements Special Offer

Customers who had taken advantage of our special "Convincer Offer" on 8x10 prints kept asking us for a special deal on 11x14 prints. All right, here it is: a special "Get Acquainted" Offer on 11x14 Color Prints:

11x14 Color Enlargements, unmounted,
one.....12.95
two, three, or four..... 11.45 each
five to nine.....10.25 each
ten or more.....9.25 each

Quantity Prices: Same shot or assorted Shots.
From Slides or Negatives.

Flush Mounting:
one..... 2.50
two to nine..... 1.95 each
ten or more.....1.45 each

Shipping Charges \$2.95 up to 9 prints.
On 10 or more, we pay 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 \$26.75. Shipping Charges \$1.85. Orders MUST be marked: "Trial Color Offer."

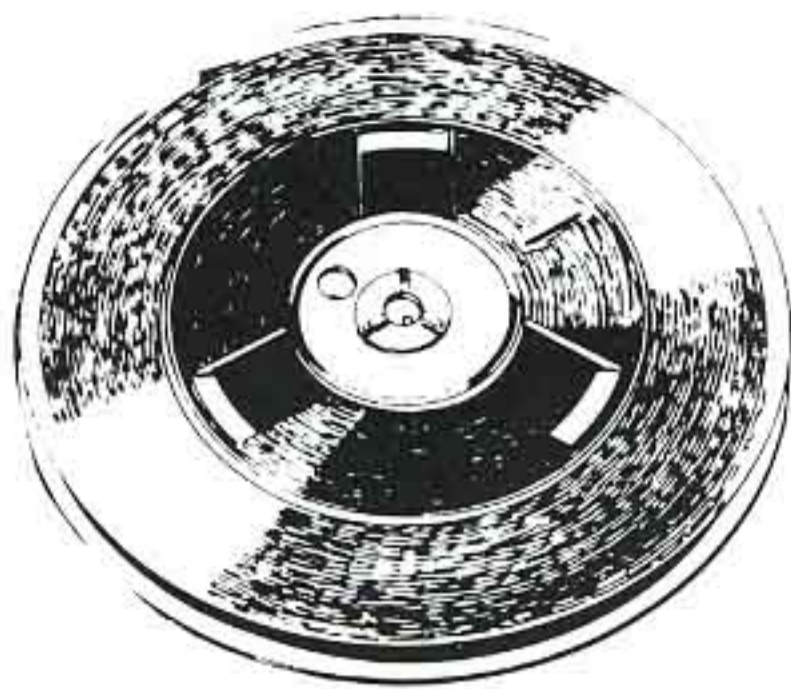


Making Your Own Enlargements?

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

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.



Reel-to-Reel Recordists:

In the last issue I told you that it seemed impossible to get high-quality reel-to-reel tape at a price we can afford, especially those of us who do a great deal of recording. There seemed to be no shortage of good tape if you were willing to pay around \$15.00 for an 1800 ft. Reel of Professional Studio Tape. This is all right for the big Recording Companies but it left you and me out in the cold. But now our troubles are over, yours and mine! A fellow recordist whose superb recordings I had admired for some time put me in touch with the source of the best reel-to-reel recording tape I had ever used (and I have used them all!) Right now I distribute the tape on a temporary basis. They are talking about a contract for 10,000 reels per month and I haven't signed the contract yet. Perhaps I'll never sign it. It depends on how many reels I can sell. You see my problem: I must sell large quantities.

I will sell the tape at a very small markup. Once I get the initial order, I know I will get repeat orders because the tape is, simply, the best tape and my prices are so ridiculously low that there will be no competition. However, I must get the first sample order of tape into the hands of the recordist. I will sell the tape unboxed, in bulk, the way I receive it, or in special "Library Stands", the way I keep the recorded tapes in my own tape library. I will sell the tape at such low prices that I can build a large volume and be able to sign the contract.

Boxes? Again I want to be honest: I have not yet found a source for low-cost boxes. And the "source" of the tape certainly won't let me use their brand-named boxes because they know at what prices I offer the tape! By the time you read this, I may have found a source of low-priced (but good) boxes. Ask.

Unconditional Guarantee

Read the guarantee on the brand of the tape which you are using now and you will see that it's just words without meaning. For instance, do you know of ANY tape (ANY!) which is guaranteed against dropouts? No! The best you can hope for is "minimal dropouts" (that's what it says in the guarantee, and what is "minimal"?) We guarantee our Reel-to-Reel Tape against dropouts!

What we give you is an unconditional guarantee with no small print and no exceptions. When we

say linear response, we mean linear response. When we say "no special bias setting necessary" we mean "no special bias setting necessary". This is not gimmicked-up tape which requires special equipment! When we say "low noise" we mean "low noise". When we say "High Output" we mean both "High Output" and greater tolerance to overloading than any other tape we have tested. And so it goes.

Read the Specifications:

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

We said "Unconditional Guarantee", right? We unconditionally guarantee every reel to be free from defects and to conform to the above specifications or we will replace it, free of charge, with a brand new reel if the defective reel is returned to us within 90 days of purchase, regardless how often the reel has been recorded and re-recorded. No ifs, ands, or buts. No fine print!

Professional Reel-to-Reel Recording Tape

1200 ft. 7" Reel, Stock No. 1913/P12
 10 Reels (Min. Order) \$2.19 each. 25 Reels \$2.09 each. 50 Reels \$1.99 each. 100 Reels \$1.89 each.

1800 ft. 7" Reel, Stock No. 1913/P18
 10 Reels (Min. Order) \$2.69 each. 25 Reels \$2.59 each. 50 Reels \$2.49 each. 100 Reels \$2.39 each.

You may assort 1200 ft. and 1800 ft. Reels for Quantity Prices.

Shipping Charges: 10 Reels \$2.00. 25/2.95. 50/3.85. 100/4.50.

Tape Library Ring Stand

I mentioned above that I keep my tapes in Library Ring Stands. These are individual ring-shaped containers with "feet" to make them stand up. They do not topple over as boxes do. They close around the perimeter of the reel but do not obstruct the labels on the reel. They are made of heavy-gauge high-impact plastic, are virtually indestructible and will outlast boxes ten to one. They cost slightly more than boxes but are more than worth the difference.

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

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

Bonus Buy: On Ring Stands bought with an equal quantity of Tape there will be no additional shipping charges for the Stands and you may deduct 10% from the price of the Stands.

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

Norelco Type Clear Hard Cassette Boxes (Minimum Order 10). Stock No. 1869/BX, Lots of 10, 20c each. Lots of 25, 18c each. Lots of 50, 16c each.

Shipping: 10/45c, 25/65c, 50/95c. (see special prices if bought with an equal number of cassettes).



Blank Cassettes

These Cassettes are packaged for Professional Recording Studios. They are top quality, both mechanically and magnetically.

Skeptical, because of our low prices? We don't blame you. So here's our guarantee: With every order for tape we will pack, free of charge, a C-30 Cassette. We want you to use this cassette as a test. If you are not delighted with the fidelity (not just satisfied, but delighted!), return the unused cassettes and keep the C-30 for your troubles. That's how sure we are of the quality. (Yes, we use them for Master Tapes and Copies.) These Cassettes are Low-Noise Standard Magnetic Recording Tape, not Chromium Oxide. This means that they can be used in ANY Cassette Recorder. We offer them at incredibly low professional prices. Stock up! It's too good an opportunity to miss!

Professional Quality Cassettes (Minimum Order 10.) You may mix sizes for quantity prices. 30-Minute C-30, Stock No. 1869/30, Lots of 10, 69c each. Lots of 25, 59c each. Lots of 50, 53c each.

60-Minute C-60, Stock No. 1869/60, Lots of 10, \$1.19 each. Lots of 25, \$1.08 each. Lots of 50, 99c each.

120-Minute C-120, Stock No. 1869/120, Lots of 10, \$1.49 each. Lots of 25, \$1.34 each. Lots of 50, \$1.19 each.

Shipping Charges: 10 Cassettes 95c
 25 Cassettes \$1.60 50 Cassettes \$2.10

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

Please note that these boxes are supplied below cost to accommodate cassette purchasers. Boxes bought without an equal number of tapes are priced, as shown: 10 Boxes 20c each, 25 Boxes 18c each, 50 Boxes 16c each.

Home Recording Cassettes

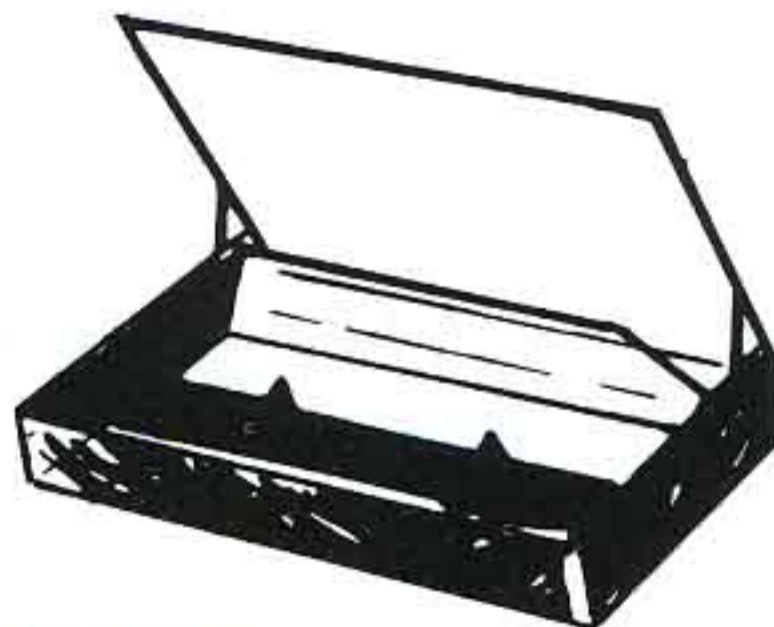


We are not going to kid you: these cassettes are not of the same quality as our professional cassettes (above). But we do say that they are of good quality and that they are perfect for home recording from radio broadcasts as well as for live recordings. Music and Voice are both faithfully reproduced. We will refund your money (cheerfully or sadly) if you do not find these cassettes at least equal to any home recording tape cassettes you have ever used. This means a lot if you look at our incredibly low price!

Home Recording Cassettes (Minimum Order 10). 60-Minute C-60, Stock No. 1869/HR, Lots of 10, 88c each. Lots of 25, 79c each. Lots of 50, 74c each.

Shipping Charges as above. Optional Clear Plastic Norelco Type Boxes as above.

You may mix Home Recording Tapes and Professional Tapes for Quantity Prices.



Norelco Type Clear Plastic Tape Boxes



Sale Price Moves 500mm Lenses

I knew you would help me sell my over stock and, at the same time, help yourself to a fabulous buy. You did, and now I have just about 100 of these fine 500mm Lenses left. Those of you who haven't ordered one get one last chance. Once they are gone, there won't be any more, except at a substantially higher price.

The 500mm F/8 Optica Telephoto Lens is a highly corrected preset long-range lens. It is constructed in two parts to make it fit your gadget bag. It fits all Classic Exaktas and the RTL 1000. To use it in the Twin TL, order the Adapter TW/CLA at \$9.95. To use it in the Exakta "42", order it in M-42 Mount. (With M-42 Mount it will also fit the Praktica, the Pentax, and all cameras with standard Screw Thread Mount.) Treat yourself to the luxury of a lens that you don't really need but that's nice to have.

500mm F/8 preset Optica Telephoto Lens, Stock No. 1844, marked down (Really Marked Down!) to an unbelievable \$49.50 + 2.95 Shipping

Set of 2 Pouches, to take the lens in two parts, \$7.85.



Master Showman Projection Pointer

You show your slides to your friends. You are in the middle of your slide show. Now you want to point out a detail on the screen. What do you do? Walk to the screen, your shadow nicely blocking the slide and point out the detail? No! You project a brilliant white arrow with the new Master Showman Projection Pointer right from the back of the room. Adds a professional touch to your slide show.

The new Master Showman Projection Pointer is a radical departure from old fashioned projection pointers. The design sports an ebony black square (yes, square!) housing. The Battery Compartment slides open for quick change. The Bulb Compartment snaps open and shut for easy replacement, even during a show! An opal translucent part of the housing sheds unobtrusive subdued light for slide selection, reading of captions, change of magazines or adjustment to the projector. No more annoying switching on of bright lights and no more fumbling in the dark.

The Master Showman Projection Pointer superimposes a sharp arrow on the screen. One-finger on/off button. One-finger focusing button adjusts the sharpness of the arrow according to the distance from the screen. Effective even in large rooms.

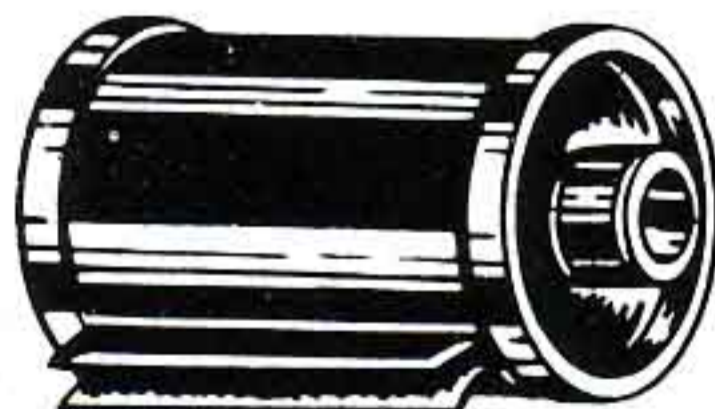
Master Showman Projection Pointer, Stock No. 1944, only \$7.95 + 55c Shipping
Batteries, (2 needed), Two for 49c



Junior Projection Pointer

We are closing out the Older Model Projection Pointer, shaped like a flashlight. Has no "reading light" and is a little less powerful, but works fine. While they last, you may order them at a close-out price.

Junior Model Projection Pointer, Stock No. 2145, reduced to \$4.95 + 35c Shipping
Batteries, (2 needed), Two for 49c



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



Bonus Buy. The "VERDI" Gadget Bag.

The Verdi Gadget Bag is generously proportioned: 16X11X6 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 Bag is made of heavy gauge Virgin Vinyl, linen textured, and lined throughout. It is re-enforced with heavy-duty leather-like dark brown vinyl.

With your purchase of other merchandise for \$10.00 or more you may add this fine bag to your order for only \$5.95 + 95c Shipping Charges. Order it as: Bonus Buy, Verdi Gadget Bag, Stock No. 1914.

Flat Neckstrap. Overstocked.

First time on sale: our standard flat Neckstrap which fits every camera. We have too many on hand. During this Markdown Sale we reduce the price from the regular \$2.25 to a mere \$1.25 + 20c Shipping Charges. Please use Stock No. 1874.



Zippered Filter Pouch

This beautifully designed Filter Pouch protects your delicate filters from dust and scratches. Four Filters are in Full View. Filters are held in four clear transparent "windows". A smooth zipper seals out dust. Absolutely indispensable. **Zippered Filter Pouch, Stock No. 1839, \$2.95 + 35c Shipping Charges**
Three for \$7.50 + 45c



The Best Book on Darkroom Work Greatly Reduced!

"Creative Darkroom Techniques" is Kodak's Best Hardcover Book for the amateur who likes occasional darkroom work. It shows, on nearly 300 pages (printed on expensive art paper), how to make "pictures" out of snapshots.

This unusual book guides you step by step, from bringing out clouds and toning down over exposed parts to creating entirely different effects, such as Posterizing, Improving Composition, Creating High Contrast Pictures, Combining Individual Shots into New Pictures and so on.

Why did we receive the price? Because we want everybody to have a copy, even those of you who just like to read about darkroom work and to look behind the scenes and find out how it is done.

Creative Darkroom Techniques, Stock No. 2172, reduced to \$5.97 + 65c Shipping



“Two-in-One” Close-Up Ring

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

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

Steinheil Macro Lenses

From time to time we receive Steinheil Macro Lenses in trade. Usually we have more orders than lenses but once in a while we can offer a Steinheil Macro Lens on a first-come basis. If you have been looking for one, drop us a line and we will tell you what we have.

135mm F2.8 Fully Automatic Schneider Tele-Iscaron



Who else but Seymour's-Exakta could bring you this German Schneider Telephoto Lens? But even Seymour's-Exakta does not have an inexhaustible supply. In fact, we have only a small quantity and offer the lenses on a first-come basis. If you know lenses and want to be sure to get one of them, send your order right away. Once these are gone, there won't be any more — at any price.

Speaking of price: If you still have one of our 1969 mailings, you will notice that we have not increased the price!

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

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The new Ihagee Exaktar Lenses are described on the Front Page of this issue. They are internally automatic and have the new Exakta Twin TL Jumbo Bayonet. (Don't try to use them in Classic or RTL Exaktas. They are strictly Twin TL Lenses!)

Let me repeat: you don't have to trade your old lenses but you will get more than your money's worth in convenience if you switch to these internally automatic lenses for your Exakta Twin TL. And your old lenses are probably worth more than you think. We shall be glad to give you an approximate trade-in quotation if you write and give us a detailed description of the lenses you want to trade. If you want a firm exchange quotation, send us your lenses and we will tell you exactly, to the penny, what it will cost you to trade.

Needless to say, you are under no obligation to go through with the exchange. In fact, if you decide against trading (for ANY reason) we will return your lenses at our expense. Fair enough?