

# Exakta News

Published by

**SEYMOUR'S-EXAKTA**

350 W 31 St., New York, N. Y. 10001

Exakta Specialists for over 20 Years

**Christmas Issue 1971**

**There is a great deal of uncertainty...**

Nobody really knows what's coming. The value of the Dollar is dropping alarmingly on the international markets. The 10% Import Surtax adds even more to rising import prices. Perhaps I don't understand the theory of the Balance of Payments, but the way I see it, we now have to spend more dollars for the same amount of imported goods. We have to send more dollars out of the country, not fewer. Moreover, the consumer now has to pay considerably more for the same imported goods and (correct me if I am wrong) this looks much more like Accelerated Inflation than like halted or even slowed-down inflation.

The reason given for the de facto devaluation of the dollar and the Import Surtax was to protect domestic industries. Fine. I am all for it. But have you ever tried to buy a domestic lens? Or a domestic Single Lens Reflex Camera? Even when such a camera is called "Kodak" or "Bell and Howell," it is still made in Germany or Japan. We simply don't have an Optical Industry to protect. As a Consumer you have only two choices: not to buy SLR Cameras or Lenses at all, or to buy imported ones. Chances are, you need such equipment and will have to grin and bear it. Well, you'll have to bear it but you probably won't grin. More likely you'll weep at being taxed and dollar-devalued unfairly. You will have to pay considerably higher prices without helping the National Balance Sheet.

I started out saying that there is a great deal of uncertainty. But one thing is certain: prices are going up, Up and UP. Every time we place a new order with a supplier in Germany or Japan, the price goes up. You would expect a reasonable increase because of increased production costs. But in addition, the German Mark goes up and the U.S. Dollar goes down. A

lens with a factory cost price of 160 German Marks cost about \$40.00 not so long ago. Now it takes more than \$50.00 to pay for it. At the factory level! And the Import Surtax is levied on the \$50.00, not on the \$40.00. I really don't know where it all leads to.

While I had no idea that there would be an Import Surtax, I did see the erosion of the dollar and bought as heavily as I could. This proved to be a good move, perhaps the only move to save a business like mine which depends almost entirely on imports (not by choice, but by necessity). And it proved to be a good move for my friends and customers because the pre-increase stocks will be sold at pre-increase prices. While they last.

At the time of the President's Executive Order, in August 1971, we were running a Sale with special prices. While temporary sale prices are not frozen by law, we are voluntarily keeping the sale prices in effect during the Christmas Season. Please remember that these low prices can be in effect only on stocks paid for with "good" old dollars and cleared through the U.S. Customs without the Import Surtax. We have a lot of pre-increase merchandise, but it won't last forever!

You can still beat the Import Surtax. You can still beat the Dollar Devaluation. You can still beat the Price Increase. You can send in your order right now. Or you can wait and pay through the nose. My advice: buy now. And now means NOW.

Earl F. Seymour.

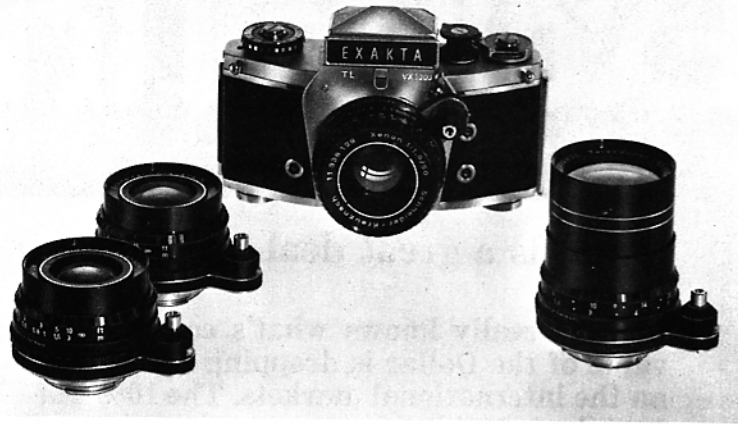
## Important Notice.

After the above Editorial was written, it was decided to go even further. We felt that we should not let the threat of the eroded dollar stop us from offering traditional Seymour Christmas Price Reductions. Yes, you read the last word correctly: Reductions! For details refer to Page 3.

# SEYMOUR'S - EXAKTA

## The World's Only *Exclusive* Exakta Dealer

# Genuine Schneider Kreuznach Lenses



The beautiful German town of Kreuznach has two claims to World Fame, its therapeutic Mineral Springs and the imposing white building which houses the Schneider Optical Works, the only place in the world where genuine Schneider-Kreuznach Lenses are produced.

For many years the plant was too busy producing the optical components for scientific instruments. Our repeated pleas to produce lenses for the Exakta were answered with apologetic shrugs. But now, for the first time in years, Schneider-Kreuznach produced a limited (very limited!) supply of the Exakta Lenses which have long been the Standard of the Optical Industry to which other lenses are compared.

The optical performance of these lenses is almost unbelievable. Sharpness, color rendition, contrast, flatness of field, resolving power — all are corrected to a perfection which is the hallmark of Schneider-Kreuznach. All air-glass surfaces have been treated

with a newly developed AR Coating, derived from Schneider's Space Science Program. It improves the brilliance quite noticeably.

Mechanically the new lenses have also been perfected. Not just improved. Perfected. The smooth acting fully automatic diaphragm has a switch for manual operation. The Exakta Bayonet is now precision machined from a specially compounded metal alloy. As Schneider puts it: "The Bayonet will outlast the glass". As usual, equal attention was given to the appearance of the lenses: Smooth Ebony Black with Leather Grained Accents — they are simply beautiful.

Every silver lining has its cloud. Let's come right out with it: Schneider-Kreuznach Lenses cost more than run-of-the-mill lenses. They are designed and made

without compromise and the price tag goes on last. And the price is higher. Not high, but higher, even at Seymour's pared-to-the-bone prices. You'll have to shell out a little more. But they're worth it!

**50mm F1.9 Automatic Schneider-Kreuznach Xenon, Stock No. 1877..... \$67.50 + 1.25**

**35mm F2.8 Automatic Schneider-Kreuznach Curtagon. The best 35mm Wide Angle. Simply, THE BEST. Stock No. 1879..... \$76.50 + 1.25**

**28mm F/4 Automatic Schneider-Kreuznach Curtagon. F/4? Yes! Schneider considers this the best speed for a PERFECT 28mm Ultra Wide Angle Lens. There is a reason! Stock No. 1880..... \$79.50 + 1.25**

**135mm F3.5 Automatic Schneider-Kreuznach Tele-Xenar. Superb in every respect. Unbelievably compact. Great. Stock No. 1878..... \$89.50 + 1.25**

**SPECIAL FEATURE:** All four lenses are matched, optically (color rendition, etc.), mechanically, and in appearance. All take 49mm Accessories.

**Order your Schneider-Kreuznach Lenses with the following accessories:**

Glove-Soft Velvet-Lined Drawstring Pouch . . . . 2.95  
49mm Series VII Filter Adapter . . . . . 3.95  
Series VII Shade, to match above Adapter . . . . 3.95  
Custom Screw-in Filters, 49mm, each. . . . . 4.95  
Custom Rotating Polarizer, 49mm Screw-in . . . . 9.95  
49mm Screw-in Lens Shade . . . . . 3.95

## SAFARI Foam Fitted Attache Case.

Successor to our original Foam Fitted Case, because it's BETTER! Impervious to tropical heat or arctic cold, this new type of moulded 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 top and bottom parts.

The SAFARI Foam Fitted Attache Case cushions your equipment and protects it from jolts. You custom fit the case by tracing your equipment on a piece of paper and cutting the foam cushions right through the paper. Case measures a generous 17x11 1/2x4 inches.

Previous low Seymour Price \$19.65  
Now, during Sale, \$14.50 + 1.65 Shipping.



## Special Purchase: Smaller Foam Fitted Case.

Construction similar to "Safari" Case but with shoulder strap instead of handle. Size 12 1/2x 9x4 inches.

We bought these cases at a special price because the foam inserts were pre-cut. However, the cut-out parts were left fitted in the foam and you can re-cut the insert to fit your needs. Manufacturer's Suggested Price was \$18.50. **Sale Price, while they last, only \$8.75 + 95¢ Shipping.**

Real protection for your precious equipment at a give-away price.

# Seymour's-Exakta Follows Old Tradition Lowers Prices During Christmas Season

Never before has the Camera Business been hit by such a tidal wave of uncertainty. Never before have prices of imported cameras, lenses, and photographic equipment skyrocketed in such a tremendous jump. Never before has the cost of foreign currency leaped to such towering heights, leaving us with greatly devalued dollars, eating away the purchasing power abroad, and sending the prices of imported merchandise into the stratosphere.

In the face of all this Seymour's has pledged to hold all prices of merchandise currently in our stock, regardless how much more we will have to pay for future shipments.

And now we are even following the old-established Seymour Tradition of bringing our customers some Christmas Offers, not only

**This is a Special Notice for my dear friend, Mr. Procrastinator\*:**

At the time of publication stocks on most items are ample. Some are more ample than others. But sooner or later they will be gone. Some later, some sooner. You have a chance to order NOW. Of course, you may wait. But if you wait and have your order returned unfilled, don't squawk!

You will have noticed that some previously advertised items are missing from this issue. Gone! And don't think people did not squawk. Some cajoled, some cried, some threatened.

No use. It's all clearly spelled out: If you send your order now, you have an excellent chance. If you wait, you may or you may not get your stuff at pre-increase prices.

Honestly, I don't care whether you order now or later. The goods will sell out. If not to you, to somebody else. And prices have only one way to go: up! But whatever you, if you are late, DON'T SQUAWK!

\*The Random House Dictionary of the English Language defines "to procrastinate" as: to defer action until an opportunity is lost.

holding the line but lowering the prices! Don't get the idea that we are lowering the prices on close-outs and shelf warmers: we start our Christmas Parade with the most popular Exakta Models, following through with some of the most popular lenses.

Look around: Everybody increases prices on imported goods. Seymour's-Exakta holds or lowers prices!

True, we will have to pay considerably more for future shipments. True, we will have to raise our prices quite a bit when current stock runs out. But as long as our stock of pre-Surtax equipment lasts, as long as we still have equipment which was paid for in good old full-value dollars, we will play Santa Claus and worry about the future later.

## Important Notice.

Christmas Sale Prices will be in effect through January 31, 1972 on current stock only. Repeat: On current stock ONLY.

Reduced Christmas Sale Prices are not retroactive.

Minimum Mail Order \$5.00

## Seymour's-Exakta Lowers Prices on Most Popular Exakta Model

### Exakta VX-500



There must be a reason why the Exakta VX-500 has become our Number One Best Seller. There must be a reason why Seymour's-Exakta has just made a commitment for more than 2000 VX-500's. Yes, two THOUSAND! The reason is simply this: The Exakta VX-500 gives the user more for his money than any other camera. MORE THAN ANY OTHER CAMERA IN THE WORLD. The VX-500 is a full fledged Exakta, identical in size, features, interchangeability of lenses and finders, with the VX-1000, except for the extreme slow shutter speeds and the 1/1000 sec., speeds which only very few people use anyway.

See whether you can resist the special Christmas Price. Give one, as a fabulous Christmas Gift, to every member of your family, to every friend on your list, to every business associate, and don't forget your favorite and most appreciative receiver of gifts: yourself!

Exakta VX-500, now complete with Model N Hooded Reflex Finder, with Combination Fresnel Viewing Screen with MicroGrid with fully automatic 2.8 Domiplan \$39.95 + 7.85 Case + 1.95

Exakta VX-500, with PentaPrism, Fresnel Screen and MicroGrid with fully automatic 2.8 Domiplan \$49.50 + 7.85 Case + 1.95

Exakta VX-500 with F/2 fully automatic Jena Pancolar instead of Domiplan lens ..... \$19.50 additional

Exakta VX-500 Body, less lens and finder \$27.50 + 7.85 Case + 1.95

Please Note: All Exakta Cameras come factory packed with Case and the purchase of the case is mandatory.



## Mr. Exakta, how do you like the RTL?

They say that Earl Seymour ("Mr. Exakta") is the only camera dealer who uses the equipment he sells. They only say it because it's true. If you have been in our showroom, you have seen the type of camera work I do. People say it's good work. Perhaps that's true, too.

When I take an Exakta or a lens with me on a trip I do it for two reasons: I enjoy taking pictures and I get a chance to test equipment in actual use.

At Christmas time I went to Key West, Florida. There I used the RTL for the first time. The camera was equipped with the shutter-coupled Behind-the-Lens Metering System and had the F1.8 internally automatic Oreston Lens.

I was used to the former Exakta models and it took me almost a whole day of shooting to get rid of certain old habits and to get used to the new "modern" RTL. And then it happened: after another day of shooting I had fallen in love with the RTL. It is a delight to use.

I deliberately took some pictures which nobody in his right mind would take, such as pictures directly into the sun. When I got the slides back, there was no flare and the sun had registered as a brilliant disk. Unbelievable. I took pictures of a fleet of small boats with a wealth of small details. The slides showed the most minute detail in brilliant colors. Incredible. I will have some big enlargements made and will put them up in the showroom for all to see.

The quality is there. How about the ease of operation? I worked out a foolproof easy quick way and found out that the RTL is the easiest and fastest-shooting Behind-the-Lens Reflex. The secret: Don't let the overly-detailed instruction book confuse you! You know how thorough the Germans are. They write instructions in such detail that you get confused instead of instructed. All you want to know is how to use the camera to take pictures. You don't want three pages of instructions to tell you how to press the shutter button. Do as I did: Read the instructions and put them away.

I have told our camera inspectors (and we do inspect the cameras, believe it or not) to set the top dial ready for use. Disregard this top dial. When you get the camera, the top dial is set correctly. Don't even touch it any more, regardless what the "scientific" instructions say. Believe me, once set correctly, it need not be bothered with. All you do is set the ASA speed of your film on the lower dial. That's all. That's right: THAT'S ALL! The meter even compensates automatically when you change the shutter speeds. Now that should not take ten pages of instructions, should it? But leave it to the Germans.....

How do you take a meter reading? It's delightfully simple (but only if you disregard the "instructions"): On the lens there is a part of the outer ring which "gives" when you push it. It is called The Preview Button and is located next to the right-hand shutter release. Push down on this preview button and turn the F/Stop Ring till the needle in the finder is right inside the small circle. Your camera is now set for the correct exposure. There's nothing else to do, believe me. You can now take your finger off the preview button and your lens automatically opens up to full aperture. Focus and compose to your heart's delight and don't give the F/Stop another thought: When you take the picture the lens will automatically (just for a fraction of a second) close down to the locked-in exposure reading, give the correct exposure and open up to full aperture as soon as the picture is taken. All by itself.

There are two other ways to measure the light. Forget them! Especially the "third method" explained in the instructions. This "third method" is amazingly scientific and absolutely idiotic. Don't even read about the "third method." It's straight out of "Laugh-In."

Well, at the risk of repeating myself: the RTL is a delight to use. And I've got the shots to prove it.

Earl Seymour.

## New Exakta RTL is Different.

All the famous Exakta Features have been retained. Interchangeable Finders (Prism, Waistlevel, Through-the-Lens Metering Prism), Bayonet Mounted Interchangeable Lenses, 1/1000 sec. Shutter Speed, Delayed Action Self Timer, Slow Speeds to 8 Full Seconds, Instant-Return Mirror, but many Exakta "Firsts" have been added:

1. The new Behind-the-Lens Meter is COUPLED with the Shutter Speeds.
2. The new Focal Plane Shutter is ALL METAL.
3. Strobe Synchronization to 1/125 sec.
4. Film Threading is AUTOMATIC.
5. Internal or External Automatic Diaphragm Activators permit use of the new lenses with INTERNAL Automatic OR older lenses with external automatic release.
6. Right Hand AND Left Hand Shutter Releases.
7. Film Counter automatically sets itself to Zero when you load the RTL.
8. Ultra-Fast (15 Degree!) Rapid Wind
9. Hinged Self Closing Back.
10. Built-in Rewind Crank, Click-in Rewind Release, and a great many Engineering Improvements, based on latest developments in Science, Metallurgy, Mechanics and Optics.

This Technical  
Information  
reprinted from  
Exakta News #1071

## Any Questions About the RTL?

Question: Is the Exakta available for immediate shipment?

Answer: Yes.

Q.: Is the body available separately?

A.: Yes.

Q.: Are trades of older Exaktas accepted?

A.: Yes.

Q.: Can ALL Lenses from older Exakta Models be used in the RTL?

A.: Yes.

Q.: Can the RTL Behind-the-Lens Metering System be used in older Exaktas?

A.: No.

Q.: Can Finders from older Exakta Models be used in the RTL?

A.: No.

Q.: Is the Waistlevel Finder or the Prism (non-metering) available?

A.: Yes.

Q.: Has Mr. Seymour used and tested the RTL, and if so, what does he have to say about it?

A.: See Mr. Seymour's feature article on the RTL

# Seymour's-Exakta Lowers Prices on Exakta RTL-1000



Exakta RTL-1000, coupled Metering Prism, internally automatic 1.8 Oreston .....	\$139.50	+ 12.95 Case	+ 1.95
Exakta RTL-1000, coupled Metering Prism, internally automatic 1.8 genuine Jena Pancolar .....	\$159.50	+ 12.95 Case	+ 1.95
Exakta RTL-1000, with Model RP Prism (no Lightmeter), internally automatic 1.8 Oreston .....	\$124.50	+ 12.95 Case	+ 1.95
Exakta RTL-1000, with Model RP Prism (no Lightmeter), internally automatic Jena Pancolar .....	\$144.50	+ 12.95 Case	+ 1.95
Exakta RTL-1000, Hooded Reflex Finder, with internally automatic 1.8 Oreston .....	\$109.50	+ 12.95 Case	+ 1.95
Exakta RTL-1000, Hooded Reflex Finder, with internally automatic Jena Pancolar .....	\$129.50	+ 12.95 Case	+ 1.95
RTL Body, less lens and finder .....	\$ 79.50	+ 12.95 Case	+ 1.95
RTL Body, with Metering Prism .....	\$129.50	+ 12.95 Case	+ 1.95
RTL Body with RP Prism with Fresnel and MicroGrid without lightmeter .....	\$114.50	+ 12.95 Case	+ 1.95
RTL Body, Hooded Finder, MicroGrid ...	\$ 99.50	+ 12.95 Case	+ 1.95
<b>Finders and Inserts:</b>			
Shutter Coupled Lightmetering Prism .....	\$79.50	+ 95c	
RP Prism (no Lightmeter), without Insert .....	\$34.50	+ 95c	
RP Prism (no Lightmeter), with Insert .....	\$39.95	+ 95c	
Hooded Finder for RTL, without Insert .....	\$18.50	+ 95c	
Hooded Finder for RTL, with Insert .....	\$23.95	+ 95c	
RTL Fresnel Viewing Screen with MicroGrid .....	\$ 9.85	+ 95c	
RTL Fresnel Viewing Screen with Split Image Rfdr.....	\$ 9.85	+ 95c	

Please Note: All Exakta Cameras come factory packed with Case and the purchase of the case is mandatory.

## Seymour's-Exakta Lowers Prices on Six Most Popular Exakta Lenses

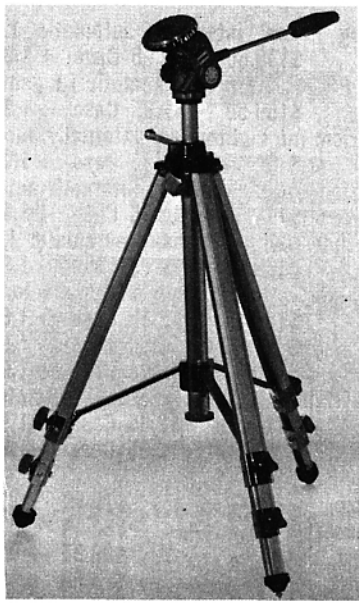
For many years Rokunar Lenses have been among our most popular lenses. We have included them in our Christmas Sale Specials at 25% below our last advertised prices. The reduced prices are in effect till January 31, 1972, but only on current stock. Please do not wait too long. Try to get your order in the mail right away. I try to disappoint as few customers as possible but I will have to disappoint some. Make sure you will not be one of them.

<b>Rokunar 35mm F2.8 fully automatic Wide Angle</b>			
Our previous low Price .....	\$ 59.50	+ 3.95 Case	+ 1.25
Christmas Special .....	\$ 44.50	+ 2.95 Case	+ 1.25
<b>Rokunar 135mm F2.8 fully automatic Telephoto</b>			
Our previous low Price .....	\$ 59.50	+ 3.95 Case	+ 1.25
Christmas Special .....	\$ 44.50	+ 2.95 Case	+ 1.25
<b>Rokunar 200mm F3.5 fully automatic Telephoto</b>			
Our previous low Price .....	\$ 79.50	+ 6.85 Case	+ 1.25
Christmas Special .....	\$ 59.20	+ 4.95 Case	+ 1.25
<b>Rokunar 300 mm F5.6 fully automatic Telephoto</b>			
Our previous low Price .....	\$ 89.50	+ 7.85 Case	+ 1.25
Christmas Special .....	\$ 68.85	+ 5.65 Case	+ 1.25
<b>Rokunar Zoom 85mm to 205mm F3.6 fully automatic</b>			
Our previous low Price .....	\$139.50	+ 7.85 Case	+ 1.95
Christmas Special .....	\$ 99.75	+ 5.65 Case	+ 1.95



...and a Special Price Reduction on an ultra fast, ultra sharp Telephoto Lens for Bird Watchers, Girl Watchers, Sports Watchers, Money Watchers: 300mm F/4 preset German Orestegar. The world's fastest 300mm lens, and, by consensus of users, the world's sharpest 300mm Telephoto Lens.

Previous low Seymour Price \$139.50 — 2.85 Shipping Charges.  
Seymour Christmas Special \$114.25 — 2.85 Shipping Charges.



# New The "Profile" Tripod

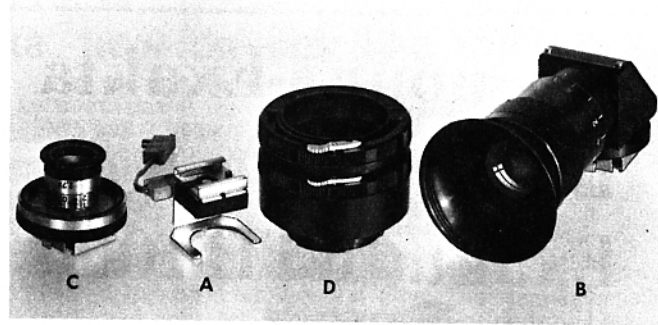
An exceptionally sturdy, yet light weight tripod. Each leg adjusts independently to individual height to make up for uneven terrain. Profile legs (airplane metal construction, to reduce weight). Rubber bumpers on legs protect delicate floors. Bumpers rotate and reveal heavy-duty spikes for outdoor use. Metal struts between center column and legs add to rigidity. Geared, crank operated centerpole has an 11-inch travel.

Removable Head with 3 individual adjustments: up or down tilt, lateral panning action, horizontal to vertical camera tilt. Everything calibrated in degrees-from-zero on easy-to-read scales. All 3 adjustments lock independently. 9-inch-long Panning Handle has the tilt-lock built in. Left and right hand operation, especially useful in tight spots. 4" Camera Platform, has deeply ridged rubber "cushion" which grips your camera firmly and securely without ever marring it.

The Profile Tripod extends to a full 56 inches yet collapses to an easy-to-carry 22 inches.

The Profile Tripod is built for the demanding professional but Seymour-Priced for the thrifty amateur. Please compare it, feature for feature, quality for quality, and workmanship for workmanship with any \$69.50 and then, and only then, decide whether you consider it a terrific buy.

**"Profile" Tripod \$29.50 + 1.95 Shipping Charges.  
180mm F2.8 preset Schneider-Isco Telephoto Lens.**



# Newly Released Accessories for the Exakta RTL

New Accessories are being released for the Exakta RTL to make it the most versatile "System" Camera.

## A Combination Accessory Shoe.

Clips into a recess engineered into the top plate of the RTL. Can be used as hot shoe or regular accessory shoe. Comes with detachable PC/PC Cord.

**RTL Combination Accessory Shoe . . . \$5.95 + 25¢**

## B Right Angle Finder and Image Magnifier

Face away from your subject. Pretend you are taking a scenic picture while you are actually taking a picture ninety degrees from your "line of vision". See the subject clearly in the finder for framing and focusing. Unit has powerful magnifying system for ultra precise focusing. Swivels for horizontal or vertical shots. Attaches to PentaPrism.

Indispensable for candid photography. Works with any focal length lens, even with powerful telephoto lenses.

**RTL Right Angle Viewfinder . . . . . \$39.50 + 1.35  
Glove-soft Velvet Lined Pouch \$3.95**

## C RTL Focusing Magnifier.

Powerful Multiple-Lens Magnifier with wide range of adjustment for individual eyesight. Attaches to prism. Has provision to flip magnifier in and out without removing instrument from camera. Magnifies center of image microscope-like for ultra precise sharp focus.

**RTL Focusing Magnifier . . . . . \$19.50 + 45¢**

## D RTL Automatic Extension Tubes

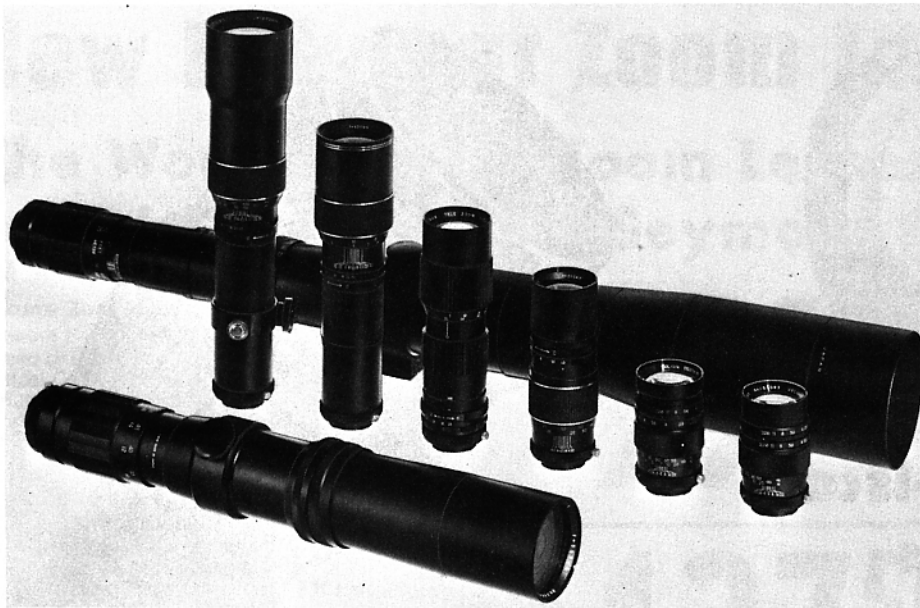
Good News for Owners of Exakta RTL Cameras! Internally Automatic Extension Tubes enable you to use your internally automatic lenses for Close-up Work — and the lenses stay fully automatic! The RTL Lightmeter functions with these tubes for Behind-the-Lens Measurement of the Light. Nothing to calculate. Nothing to adjust. Attach your lens to these "magic" tubes and shoot with the same ease as if you were shooting a landscape or what have you.

The Set consists of two entirely self-contained units, each with its own male and female bayonets. Each unit can be used alone or both units can be used together for extreme close-ups. First Unit is 12-1/2 mm in length, second Unit is 25mm (which comes to one half inch and one full inch respectively).

## RTL Internally Automatic Extension

**Tubes . . . . . \$19.95 + 65¢.**

**An Old Seymour Tradition  
The Trial Period on  
All Items  
Purchased as Christmas Gifts  
is  
Extended to January 15, 1972**



800mm  
Coligon  
shown in  
carrying  
case

# COLIGON LENSES

**Coligon, Super Coligon, Ultra Coligon — names you know — names you trust.**

Seymour's brought you the first Coligon Lens in 1950, more than 20 years ago. Since then, Seymour Customers bought and enjoyed thousands of Coligon Lenses. Coligon Lenses combine two of the most important ingredients: High Quality and Low Price.

If you are a regular reader of the Exakta News you will remember the article on preset lenses. Do we recommend them? Yes. Emphatically. Automatic lenses are convenient, no doubt. But if the higher price has ever prevented you from buying a telephoto lens, get a preset one, by all means. And if it is a choice between one automatic lens of a compromise focal length or two different preset lenses for about the same investment, treat yourself to the two preset lenses. You can always trade the preset lens on an automatic lens later. So, don't overlook the preset lenses. They are today's best lens value.

## Preset Lenses, anyone?

Reprinted from  
Exakta News No. 970

Let us take a good hard look at preset lenses! Ever since the first automatic lens appeared on the market, the popularity of preset lenses has waned, and as the years go by, fewer and fewer preset lenses are being bought.

It seems to me that many Exakta Owners overlook the usefulness of preset lenses. True, the extra money you spend on an automatic lens buys a certain amount of convenience. But nothing else.

Sometimes a customer tells me that he'd rather wait till he can afford an automatic lens, even though he could use the lens right away. I never contradict these people. They know what they want. Or do they?

If I needed a lens of a certain focal length, I would buy it. Automatic, if I could afford it. Preset, if I had to watch my budget. And if I had my choice of two different focal lengths in preset lenses or a single lens in automatic mount, I would not hesitate and decide on the two lenses.

I don't want to talk anybody out of buying automatic lenses. Automatic lenses are my bread-and-butter and we could not pay our rent if our customers stopped buying automatic lenses. I certainly don't want to belittle their great advantages. I just don't want you to overlook the preset lenses. Think of all the pictures you could have taken with the low-priced preset lens while you were waiting for that fancy automatic lens!

With a preset lens you set the diaphragm pre-selector on your chosen F stop, exactly as you would set it on an automatic lens. The only difference is that YOU furnish the "power" needed to close the lens down to the correct aperture while an automatic lens does it by means of built-in springs.

There are still customers who are a bit hazy about the term "preset." Some people even think that it refers to a fixed aperture, pre-set at the factory, an aperture which cannot be varied. Let me explain, in a few words:

A preset lens has two rings. One usually has a red dot which you set opposite the F stop you want to use. The lens is still wide open for brilliant viewing and focusing. A fraction of a second before you trip the shutter you flip the second ring (which is the actual diaphragm activating ring) till it hits the built-in stop. It has stopped precisely at the F/Stop which you had pre-selected. After you take the picture, you flip the ring in the opposite direction and your lens is again wide open for composing your next shot. Now, that isn't so different from an automatic lens, is it? The preset lens has exactly the same built-in memory as the automatic lens, even though it does not do the "flipping" for you. And the lack of the automatic feature does not make the optics any worse. That's obvious.

Once more our selection of preset Coligon Lenses is complete:

- 135mm F3.5 preset Coligon..... \$17.70 + 1.95 Case + 95¢
- 135mm F2.8 preset Coligon..... \$29.95 + 2.95 Case + 95¢
- 200mm F4.5 preset Coligon..... \$34.25 + 4.45 Case + 1.25
- 300mm F5.5 preset Coligon..... \$39.50 + 4.95 Case + 1.25
- 400mm F6.3 preset Super Coligon..... \$49.50 + 5.95 Case + 1.45
- 500mm F/8 preset Ultra Coligon..... \$138.50 + 14.50 Case + 3.95
- 800mm F/8 preset Ultra Coligon..... \$298.50 + 19.50 Case  
(Shipped Railway Express)

And now a new Coligon Zoom Lens:

- 100mm to 200mm preset Coligon Zoom \$69.50 + 6.45 Case + 1.25

	Custom Shade for	Bought Separately	Bought w/Lens
<b>Bonus Buy:</b>			
<b>Custom Screw-in Lens Shades for Coligons.</b>	135mm .....	\$4.95 .....	\$2.35
	200mm .....	\$4.95 .....	\$2.35
	300mm .....	\$5.95 .....	\$2.85
	400mm .....	\$5.95 .....	\$2.85
	500mm .....	10.95 .....	\$5.45
	800mm .....	19.50 .....	\$9.25
	Zoom .....	\$5.95 .....	\$2.85



## 180mm F2.8 preset Schneider-Isco Telephoto Lens

Why does a Mercedes Benz cost about 8000 clams when another car of similar size can be bought for less than \$30000? There are three reasons: Quality, Performance, Styling!

We have a lens for you which does have quality, performance AND styling, the 180mm F2.8 Schneider-Isco Telephoto Lens. It is stunningly styled in ebony black with chrome accents. Its appearance is as outstanding as its optical performance and its mechanical quality.

Imagine a 180mm lens with the unusually fast speed of F2.8! No more excuses for you: "Not enough light for my telephoto" or "Focal Length too short...". No more alibis, Mister! 180mm is certainly long enough (it cuts the distance by 70 per cent!) and F2.8 is certainly fast enough for all but the most dimly lit scenes. 180mm is the ideal focal length for sports, theater, candid shots from a distance, nature work, you name it.

The lens comes in a beautiful hard-core case, tan glove leather on the outside, plushy velvet on the inside, metal trim around the top, stitch-less construction and entirely hand made.

While our current stock lasts, we bring you the lens at an amazingly low Seymour Price. But remember: First come, first served!

**180mm F2.8 preset Schneider-Isco Telephoto Lens \$89.50 — 7.95 for the deluxe Case (mandatory) and \$1.45 Shipping Charges.**



## Where can you get a Brand New Lens Classic?

**At Seymour's-Exakta, that's where. Provided you get off your order the minute you finish reading this.**

We are speaking of the 135mm F2.8 Steinheil Quinar, preset, the Original "Miracle Lens" in heavy-duty chrome mount. You shouldn't really call a beautiful high performance lens a "Collector's Item" because it implies that you will want to put it in a glass case and show it off to visiting firemen, alongside with your original Rembrandt and your original Stutz Bearcat.

You may want to do just that, but every now and then you will sneak it out of its display case and use it to take the sharpest, clearest, color dazzlingest telephoto shots that will eventually be shown off to those same visiting firemen, alongside.....

Seriously: If you want one, you have a reasonably good chance of getting one if you send your order immediately.

**135mm F2.8 Original Heavy-Duty Chrome Model Steinheil Quinar, preset, \$59.50 plus \$5.95 for the original deluxe Case and \$1.35 Shipping Charges.**



## Last Chance!

### Fully Automatic 100mm F3.5

### Steinheil Cassarit

This is your last chance to get this Best Seller of a Lens at the old price (or at any price at all!). Indispensable for portraits and medium distance telephoto shots where your 50mm lens is too short and your 135mm too long. Fully automatic, of course. Beautifully styled in ebony-and-chrome. Light weight and compact. True Steinheil Quality. Drop it into your gadget bag: you'll never know it's there until you come up against a shot where no other focal length will do.

**100mm F3.5 fully automatic genuine Steinheil Cassarit, still only \$44.50 + 95¢ Shipping.**

Orig. Steinheil Shade \$3.95  
Pouch, velvet lined, \$2.95



# New Rokunar Zoom Lenses

The World's Finest Zoom Lenses  
at unbelievably low Seymour Prices.

**Rokunar Zoom, Model 6013**  
Variable Focal Length: 60mm to 135mm.  
Speed of Lens: F3.5.  
Optical Construction: 13 Elements.  
Variable Angle: 17 Degrees to 40 Degrees.  
Focusing Range: Infinity to 6 feet.  
Smallest F Stop: F/22.  
Front Thread: 58mm  
Stock No. 1874.

**Automatic**

**\$99<sup>50</sup>**

+6.95 Case and  
1.95 Shipping

**Rokunar Zoom, Model 7021**  
Variable Focal Length: 70mm to 210mm.  
Speed of Lens: F/4.  
Optical Construction: 14 Elements.  
Variable Angle: 12 Degrees to 35 Degrees.  
Focusing Range: Infinity to 8 feet.  
Smallest F Stop: F/22.  
Front Thread: 58mm.  
Stock No. 1875.

**Automatic**

**\$127<sup>50</sup>**

+7.85 Case and  
\$1.95 Shipping

**Rokunar Zoom, Model 1841**  
Variable Focal Length: 180mm to 410mm.  
Speed of Lens: F5.6.  
Optical Construction: 11 Elements.  
Variable Angle: 6 Degrees to 14 Degrees.  
Focusing Range: Infinity to 13 feet.  
Smallest F Stop: F/22.  
Front Thread: 77mm.  
Stock No. 1876.

**Pre-set**

**\$169<sup>50</sup>**

+8.95 Case and  
\$1.95 Shipping



## New Focusing Inserts

Developed and offered exclusively by Seymour's-Exakta

In addition to the conventional inserts (MicroGrid, Split Image, and Special Purpose Inserts) we now offer two great Focusing Inserts, the "Seymourlite II" and the "Combolite" for all Exaktas except RTL.

The Seymourlite II is an optical amplifier with thousands of tiny lenses over the entire image area. Although these tiny lenses are not visible to the naked eye, they are visible in the finder. They seem to disappear when the object is in correct sharp focus. Selectively they show you what part of the picture is in sharp focus and what part is not. For the first time you can now focus on the most important part of your composition, even if it is not in the very center of the picture.

The Seymourlite II Focusing Insert (not for RTL) is offered at less than 2/3 the price of the discontinued Seymourlite I, at a very nominal \$12.50 + 35¢

The Combolite is a marvel of optical ingenuity, even if we say so ourselves. It combines EVERYTHING previously available only in several separate inserts. It has: 1) a Fresnel Viewing Screen, 2) a circular Fine-grain Groundglass Area, 3) a Split Image Range-finder, and 4) a MicroGrid! Uncertain which to order, a MicroGrid or a Split-Image, a Fresnel or a Finegrain Groundglass? The decision is now easy: Order the Focusing Insert that has ALL of them, the Combolite.

We offer the Combolite (not available for RTL) for \$17.50 + 35¢ Shipping. Limited Production. First come, first served.



## Our Best "Pro Bag"

What's a Pro Bag? A Pro Bag is a gadget bag, made of solid thick leather with two straps which come together at the top to form a carrying handle. In addition, it has a heavy duty shoulder strap. You sling it over your shoulder or you carry it like a suitcase. That's a Pro Bag.

But this description goes for any pro bag. What makes our "Status" Pro Bag so much better? Well, for one thing, it is entirely handcrafted by American Craftsmen whose saddle-making skill was handed down from father to son. The top grain leather is hand waxed to a beautiful, easy-to-care-for finish. The interior is lined with rich golden plushy lint-free velvet. The extra-wide-flare shoulder strap has a built-on non-slip shoulder pad. The brass hardware is lacquer coated to resist wear and maintain its beauty. Two buckled tripod loops securely hold your tripod. The key-lock keeps out inquisitive eyes (and hands!). Our "Status" Pro Bag has a unique snap-open top compartment. You can conveniently open this outside-access compartment without removing the bag from your shoulder.

The size of our "Status" Pro Bag is more than adequate for the Exakta Owner who has quite a bit of gear. Yet it is not unreasonably bulky. The Dimensions are 11" x 6-3/4" x 9-1/2".

The Manufacturer's Retail Price is \$53.00. Compared with what we've seen on the market, this is a very low price for this type of saddlemaker's craftsmanship. Seymour's wouldn't be Seymour's if we would ask you to pay the retail price. You may order the finest Equipment Case you've ever seen, the "Status" Pro Bag, from us for an unbelievably low \$39.95 + 2.35 Shipping Charges. Status, Quality, Beauty, AND Usefulness. At that price you might as well treat yourself to the very best. Live a little!



### Low Cost "Life Insurance" for your Lenses.

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 ordinary lens cases. More "cuddle" for your fine lenses. Also recommended for delicate accessories.

**Small \$2.95 + 25¢. Medium \$3.45 + 25¢. Large \$3.95 + 25¢. New: Super Size for large telephoto lenses \$5.85 + 35¢.**



### Film and Camera Belong Together!

A solution to the problem what to do with your film cartridges, both new and exposed: Carry your film in Cartridge Cases. Our new Cartridge Cases are made like miniature lens cases with a zipper around the top and a loop to attach them to the camera strap. They not only solve the problem where to put extra film, they prevent you from forgetting to take enough extra film: When you grab your camera in a hurry, your film comes along automatically. Inexpensive and indispensable. **Film Cartridge Cases, zippered, with attaching loop Set of 3 \$2.95 + 25¢. Two sets (6) \$4.95 + 25¢**



## 135mm F2.8 Fully Automatic Steinheil Auto-S ("Super") Tele Quinar

### Offered at Sale Price.

We have sold more 135mm Steinheil Lenses than any other 135mm lenses, simply because word of mouth "advertised" the lenses for us. The new 135mm F2.8 fully automatic Steinheil Auto-S is truly a super quality lens. Wire sharp and 100 per cent color corrected with a Resolving Power which is so close to the theoretical maximum that it can be called "perfect." The optical excellence alone would have made the lens the most popular telephoto lens in our line. But when you see the beautiful finish and hold this ultra-compact (three-inch-long) lens in your hand, you cannot help but fall in love with it. Steinheil Quality all the way!

Previous low Seymour Price \$89.50

**Now, during Sale only, \$69.50 + 95¢ Shipping**

Hard Leather Case \$4.95. Velvet-lined deLuxe Pouch \$3.95  
Original Steinheil Screw-in Shade, Sale Price \$3.35



### Pistol Grip with Cable Release and Tripper.

This is an old stand-by and well known to Exakta Owners. It has helped thousands of Exakta Enthusiasts eliminate camera shake and fuzzy pictures. Provides a sure grip and permits tripping the shutter with the same action that experienced marksmen use when firing their pistol or rifle: you s-q-u-e-e-z-e off the shot.

**Pistol Grip with Cable Release and Tripper \$6.95 + 45¢**



*Aragon*  
*Exakta Lenses*  
*at Sale Prices*

By special arrangements with the factory representatives we are now able to offer you the beautiful Aragon Exakta Lenses at Sale Prices that look like misprints!

From the very beginning the makers of the Aragon Lenses were convinced that the appearance of a lens should match its optical excellence. This led to the well-known Aragon "Designer" Mounts. Every Aragon Lens is beautifully designed in an eye-pleasing perfect balance of matte silver color metal with black leather-grain accents. The optical excellence is too well known to require mentioning.

The new line of Aragon lenses is equipped with the new "Push-Through" Quick-Change Automatic/Manual Selector.

Now look at the Sale Prices:

**28mm F2.8 Aragon Exakta Wide Angle Lens, automatic, \$54.25 + 4.95 Case and 95¢ Shipping Charges.**

**135mm F2.8 Aragon Exakta Telephoto Lens, automatic, \$54.25 + 4.95 Case and 95¢ Shipping Charges.**

**200mm F3.5 Aragon Exakta Telephoto Lens, automatic, \$79.50 + 6.95 Case and \$1.25 Shipping Charges.**

I would like to draw your special attention to the 200mm fully automatic Aragon Exakta Telephoto Lens. Look again at the speed! Not F/5.6 or F4.5, but a fast, fast F/3.5. And fully automatic, too. Add to all this a superb optical performance and you've got an unbelievable buy. All Aragon Lenses are Sale Priced only while our current stock lasts.

**If you want a matched set, we have a special "Package" for you: All three Aragon Exakta Lenses, complete with cases, only \$169.50 + 2.95 Shipping Charges.**

# LOOK!



**NOW**

**IS THE TIME TO BUY!**

## Exakta VX-1000TL

If you are used to the "traditional" Exakta and its handling, the Exakta VX-1000TL is for you. It retains all the famous features of previous Exakta Models and adds such desirable new features as: Instant Return Mirror, RetroCounter, Short Stroke Rapid Film Advance, Black Non-Glare Dials and so on. It has a streamlined body, self-aligning rapid-rewind clutch (combined with the new Rewind Crank Handle), "No-Hands" Rewind Button, Improved Slow-Speed Mechanism, Improved Back Safety Catch, New Hi-Flect Mirror, and a new type Safety Light Trap.

These are just some of the ADDITIONAL Features. The basic features are too numerous to mention in this article. Let me remind you of a few: Interchangeability of Finders, Interchangeability of Lenses. 29 Shutter Speeds (No other camera has such a range of speeds). Optional Behind-the-Lens Exposure Meter Prism. Three separate Synchronizers for any type of flashbulb or strobe (an Exakta Exclusive). The famous Film Cutting Knife (another Exakta Exclusive!). Cartridge-to-Cartridge Film System (rewind or don't rewind). And everybody knows that all other 35mm Single Lens Reflex Cameras are just Johnny-come-lately copies of the Exakta whose original construction and design, still basically unchanged, emerged in 1937!

Brand New Exakta VX-1000TL, Seymour-inspected and Seymour-guaranteed, with PentaPrism with Combination Fresnel Viewing Screen with MicroGrid Rangefinder, equipped with genuine Jena F/2 fully automatic Pancolar, previous low Seymour Price \$99.50 + 7.85 for the Standard Case

## Sale Price

**Now, during Sale only, \$79.50 + 7.85 for the DeLuxe Metal Trimmed Case + 1.95 Shipping Charges.**

Same, but with fully automatic Schneider Xenon F1.9, add \$40.00.



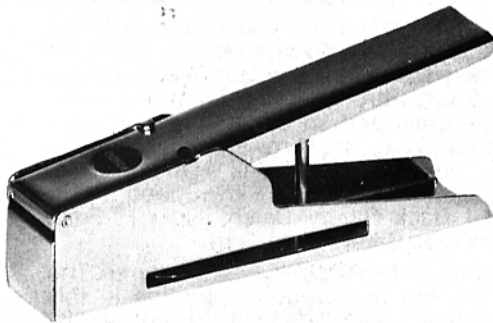
## Modernize Your Exakta with a Fully Automatic Lens.

Replace that old lens with a new 50mm F2.8 Meyer Domiplan, a good sharp, fully automatic German Lens.  
**Sale Price \$16.45 + 95¢ Shipping Charges.**



## 28mm F3.5 preset Caspeco Wide Angle Lens.

Here is another preset lens which would sell for a heck-of-a-lot more money if it were automatic. If you want optical quality and can live with a preset lens, buy this 28mm Wide Angle.  
**Special Purchase**  
**Sale Price \$29.50 + 95¢ Shipping**  
**Case \$2.95. Velvet-lined Pouch \$2.95**



## Slide Punch ("Notcher")

Why do you have to notch slides?

Cardboard mounted slides have four identical edges and two identical sides. There are eight ways to put a slide into a projector, viewer, or magazine. Obviously, only one of the 8 positions is correct: You have only one chance in eight to insert your slide correctly.

But there is a sure way to eliminate all wrong positions: Punch a notch into the cardboard. In the light, you see it. In the dark, you feel it. The slide punch puts all the notches exactly in the same spot on all slides and you simply CANNOT insert any slide the wrong way. No more: "Oops, Sorry!" when you project your slides, no more embarrassment, no more mood-killing interruptions of your slide shows.

Thousands of this all-metal precision instrument have been sold by us at the low Seymour Price of \$2.95.  
**Now, during Sale only, reduced to \$2.45 + 35¢ Shipping. Buy them as gifts, too. Three for \$6.75 + 45¢. Six for \$11.95 + 75¢**



## 35mm F4.5 preset Meyer Primagon Wide Angle Lens.

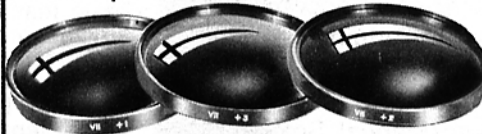
If you would not buy a superbly sharp wide angle lens at an unbelievably low price just because it is not automatic, just skip this paragraph. If, on the other hand, you will consider an excellent preset wide angle lens, read on:- Full 650-Degree Coverage. Sharp from Corner to Corner. Brilliant Color Rendition, Distortion-Free Image. Smooth-Acting Preset Diaphragm which closes down to f/22!). Range: from Infinity to 18 inches!  
**Sale Priced \$17.70 + 95¢ (while they last).**  
**Filter Adapter, reg. \$4.95, now \$3.45**  
**Case \$3.95. Velvet-lined Pouch \$2.95**

## Seymour's Guaranteed Exakta Repairs.

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

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

### Close-Up Set Combination



The Set consists of 3 high quality coated optical lenses in threaded chrome mounts. Use them singly or in combination, from Plus One to Plus Six.

Be sure to mention Model wanted: Model VII fits any Series VII Filter Adapter. Model 49 screws directly into Biotar, Auto-Tessar, Pancolar, Xenon, Quinon, Quinaron, and all lenses with this thread. Leather Case included.

**12<sup>50</sup>**  
 Plus 85¢

**In case we haven't repeated it often enough:**

**15 DAYS TRIAL AND MONEY BACK on every item in this folder**



## 135mm F2.8 preset German Telephoto Lens, a "Best Buy"

I was lucky enough to get my hands on a "close-out" of one of the sharpest 135mm lenses ever made for the Exakta. I might as well tell you that nobody wanted the lenses because "preset lenses do not sell." The minute I heard of this offer, I put in my bid. It was accepted. Possibly, because there were no other bidders. But nobody knows lenses better than I, and I knew I had a tiger of a performer.

We offered this lens at such a low price that it was nearly impossible to lower the price even more. But a Sale is a Sale and we axed even this previous "steal" price of \$39.50.

**Schneider-Isco 135mm F2.8 preset Tele-Iscon, now, during Sale only, \$34.45 + 1.25 Shipping.**

We also bought a quantity of the original plush-lined hard DeLuxe Cases (fawn-colored glove leather). The case is optional. In fact, we don't have enough of these cases for all the lenses. While they last, you may order one with each lens for \$3.95.



**+10**

## Plus Ten Auxiliary Close-Up Lens

A new Optical Close-Up Lens which permits extreme Macro Work (Ultra Close-Ups) WITHOUT EXPOSURE INCREASE! Fits any lens which takes a Series VII Filter Adapter. Nothing else needed: No Extension Tubes, No Bellows. This is a High Quality Precision Lens.

**for ultra close-up work No exposure increase! Series VII**

**5<sup>95</sup>**  
 + 25¢

Series VII Filter Adapter (give front diameter of lens!) \$3.65 + 15¢.



**Genuine Jena  
20mm F/4 Automatic  
Flektogon**

The World's Widest distortion-free Ultra Wide Angle Lens, corrected in the true Jena tradition. For extreme coverage of scenic sweeps, large groups, architectural shots, etc. Unbelievable 100 Degree Coverage. Shown in our catalog CH-65 at \$179.50  
**Now, during Sale, \$126.50 + 1.35 Shipping**  
 Glove-soft Velvet-lined Deluxe Pouch \$3.95



**Genuine Jena  
Fully Automatic  
25mm F/4 Flektogon**

Undistorted 80-Degree Ultra-Wide Coverage! For wide panoramas, interiors, groups, architectural shots. The name Jena guarantees absolutely undistorted vertical lines!  
 Previous low Seymour Price \$89.50  
**Now, during Sale, 69.50 + 1.45 Shipping**  
 Glove-Soft Velvet-lined DeLuxe Pouch \$3.95

**Important Sale Notice.**  
**All prices shown in this Special Issue are in effect ONLY during the Sale. They are not retroactive and are not in force after the Sale ends. Prices are good only on items currently in our Inventory and are in effect ONLY as long as current stock holds out.**

**Jena -**

**Magic Word  
in the World  
of Lenses**



**Genuine Jena  
180mm F2.8 Sonnar  
Fully Automatic.**

Latest version of the justly-famous Olympia Sonnar. Re-designed, optically improved to the very limit. A powerful available-light telephoto lens that has no equal.  
 Previous low Seymour Price \$159.50  
**Now, during Sale, \$138.25 + 2.95 Shipping**



**New, from Jena:  
135mm F/4  
Fully Automatic  
Macro-S Telephoto.**

What can be new about a 135mm lens? Plenty! Jena brings you a lens with a dual purpose: Telephoto and moderate close-up at a convenient working distance. Same ultra sharp correction as the famous Jena Sonnar plus the added feature of the self-compensating macro-diaphragm for close-ups. No calculation necessary at any distance. Beautifully finished in ebony black. Appearance matches all other Jena Lenses.  
**Sale Price \$59.50 + 95¢ Shipping**  
 Filter Adapter, reg. \$4.95, now \$3.45  
 Shade, to match adapter reg. \$4.50, now \$3.25  
 Hard Leather Case \$4.95. Deluxe Pouch \$3.95



**...and don't forget  
the fabulous 50mm F/2  
Fully Automatic  
Jena Pancolar**

New Model with Automatic Depth-of-Field Indicator. The optical and mechanical excellence of the Pancolar has been written up so often that I don't have to repeat it. Now is the time to modernize your Exakta with the latest brand new fully automatic Jena Pancolar. Shown in our catalog No. 568 at \$59.50 and previously offered by us for \$39.95  
**Now, during Sale, unbelievable at \$29.95 + 1.25 Shipping**  
 Filter Adapter, reg. \$4.95, now \$3.45  
 Shade, to match above adapter, reg. \$4.50, now \$3.25  
 Hard Leather Case \$4.95. Velvet-lined Pouch \$2.95

# Seymour's Inst-A-Dapters

At last there is a solution to a vexing problem: How to use custom screw-in accessories on lenses with DIFFERENT threads. Most Exakta Owners have a good selection of 49mm Accessories because many Exakta Lenses have a front thread of 49mm. What happens when you buy a lens with, say, a 54mm thread? No need to buy all new accessories: Seymour's new Inst-A-Dapters will let you use your 49mm Accessories on your new lens with 54mm front thread. Seymour's Inst-A-Dapters are of special ultra-thin construction to eliminate vignetting. Order any combination shown below:

Model No.	Has Male Thread:	Has Female Thread:
IA-4952	49mm.....	52mm
IA-4955	49mm.....	55mm
IA-5249	52mm.....	49mm
IA-5254	52mm.....	54mm
IA-5449	54mm.....	49mm
IA-5452	54mm.....	52mm
IA-5455	54mm.....	55mm
IA-5549	55mm.....	49mm
IA-5552	55mm.....	52mm

## Price Reduction

Seymour's  
Inst-A-Dapters

**275** + 25¢

Any 3 for **695** + 50¢

## Sky-High Flash Bracket

The new Flash Accessory was invented by a news photographer who needed the high angle light to flatter his subjects. For the first time he was able to eliminate the ghastly results of head-on flash. A high angle of light gives the appearance of natural daylight and eliminates the dreaded shadows caused by flash. Gone are the pasty faces; the staring eyes, the harsh contours usually associated with flash pictures.

The Sky-High Flash Bracket extends (three sections), telescopes and folds flat for easy carrying in a small gadget bag. It attaches to your camera just like an ordinary flash bracket. It has a swiveling "shoe" on top to attach your flash or strobe. (Since most flashguns have only a short connecting cord, we recommend the use of a flash extension cord for greater versatility).

**Sky High Flash Bracket \$5.95 + 55¢ Shipping**  
Flash Extension Cord \$1.95

# "Toshiba"

You may have seen the name Toshiba on an imported television set. If you are a research scientist you may have seen it on an Electron Microscope. But if you have been to Japan, you know that Toshiba is the "General Electric" of Japan, one of the world's largest manufacturers of electric and electronic equipment from Transistor Radios to Military Radar Systems. Pronounce it TOE-shee-bah, stressing the "TOE".

Toshiba has just come out with a new Cadmium Sulfide (CdS) Exposure Meter, the brain child of a giant company, the PE-1.

The world's film manufacturers will run out of film speeds before the PE-1 will: ASA 6 to ASA 6400! Your camera will run out of F stops before the PE-1 will: F/1 to F/32! And try to match its range of speeds: 8 minutes (not seconds) to 1/8000 sec.! Really easy to use: "One Touch" Operation! And you hardly know you are carrying it: just 3 1/2 ounces! And most important: regardless of price, the Toshiba PE-1 is the most accurate meter in our stock.

Why do we tell you all about this meter which sells for less than \$20 when we have been doing quite well, thank you, selling other meters for over \$50.00? Sure, we like to sell high-priced equipment with a healthy mark-up. But — when we like a piece of equipment, we say so. True, we cannot make \$20 on the Toshiba PE-1 because we sell it for \$16.95. But it's such a fine meter that it would not be fair to our customers to hide it. We know it's good. It is your best investment in picture quality. Buy it!

Toshiba PE-1 Ultra Sensitive CdS Meter, Seymour-priced at \$16.95 plus 95¢ postage, and with every meter we will give you the tiny battery and the case free. No matter how many meters you now have, order the Toshiba - on our recommendation!



## Ultra Sensitive CdS Meter Toshiba PE-1

Toshiba PE-1  
Seymour **1695**  
Special 95¢ Post  
Battery & Case included

### "One Touch" Operation

ASA 6-6400  
F/1 to F/32  
8 minutes to 1/8000 sec.!

Weights only 3 1/2 oz.  
**Truly ACCURATE!**



## Dress up your Exakta with a New Carrying Case.

1000 Exakta Cases must be sold during this Sale. Grab one at your price!

#83 DeLuxe Exakta Case. Metal Trim. Detachable Front. Extra High Top (for Camera with Travemat or Examat).

Previous low Seymour Price \$17.85  
**Now, during Sale, \$14.25 + 95¢**

#77 DeLuxe Exakta Case. Metal Trim. Detachable Front.

Previous low Seymour Price \$14.50  
**Now, during Sale, \$10.95 + 95¢**

#69 DeLuxe Exakta Case. Detachable Front.

Previous low Seymour Price \$9.85

**Now, during Sale, \$7.95 + 95¢**

#66 Standard Exakta Case, non-detachable front

Previous low Seymour Price \$7.85  
**Now, during Sale, \$6.75 + 95¢**



## REPAIRS

As Exakta Specialists we are fully equipped to handle all repairs on Exakta cameras, lenses and accessories. No "Jacks-of-All-Trades" our mechanics are specialists on Exaktas. Please don't send us your Rolleiflexes or Movie Cameras for repair. But we will take care of all your Exakta adjustments and repairs. Original parts and factory recommended methods are used. Seymour-repaired Exaktas are guaranteed for one whole year. Want an estimate first? Sure thing. Send the equipment, attach a tag to it and mark it "Estimate Only." No obligation.

Sometimes people write and ask whether we repair only cameras bought from Seymour's. Perish the thought! All Exaktas are our babies, regardless where purchased. Whenever you need help, Seymour's is ready to give it. As long as it is an Exakta, we are always ready, willing, AND ABLE to cure what ails it.

Our charges are reasonable. Repair charges are based on the time consumed and experts don't have to fumble around, trying to find a way to repair a camera. Don't forget that we LIVE with Exaktas: we know them inside out!

## Otto wants to get into the Act!

In the previous issue of our Exakta News we announced a price increase on our "Service Package" (Cleaning, lubricating, Checking of functions). Otto insists he wants to conduct his own "Sale." During the Sale he will accept Exaktas for Cleaning and Lubricating ("Service Package") at the old price of \$24.50 — 1.95 for Return Shipping Charges. Take advantage of this opportunity. It saves you a cool five bucks!

## 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.

Add the Finishing Touch to your Slide Shows with the new Master Showman Projection Pointer. Previous low Seymour Price \$6.95 (Batteries and Special Bulb included). **Now, during Sale only, \$5.65 + 45¢ Shipping**

## New! Master Showman II

The Master Showman II Projection Pointer plugs into AC House Current. Ultra brilliant projected arrow.

Master Showman II for AC Operation. Previous low Seymour Price \$19.95  
**Now, during Sale only, \$14.75 + 45¢ Shipping.**

# SWAP!

Trade up to the  
**EXAKTA VX-1000TL**

Prices are for the exchange of bodies without lenses and finders:

- Exakta VX-1000 and \$49.50
- Exakta VXIIB and \$54.50
- Exakta VXIIa, VX, or V and \$59.50
- Shipping Charges \$1.95 per camera.

Send your camera by insured parcel post.

Enclose your order and remittance.

## Right Angle Finder and Focusing Magnifier

The Focusing Magnifier and the Right Angle Finder are described under the heading "Newly Released Accessories for the RTL". Although released for the RTL, these accessories do fit the PentaPrism of the Exakta VX-1000TL, the VX-500, and all previous models. They are not compatible with the waistlevel finder but can be used with all prism finders, including your Travemat and Examat. For details, see the above mentioned article on RTL Accessories.

**Right Angle Finder . . . . . \$39.50 + 1.35**  
**Velvet-lined Pouch for above . . . . . 3.95**  
**Focusing Magnifier . . . . . \$19.50 + 45¢**



## Macro Extenar

The 50mm F2.8 Macro Extenar focuses from Infinity to a 1.1 ratio. It comes with a removable double helix Macro Focusing Mount. Ultra Sharp Macro Formula. The Mount is usable as a Variable-Extension Focusing Tube with any Exakta Lens. The deeply recessed Extenar Lens is removable from the focusing mount and can be used in a bellows, etc. The mount has male and female Exakta Bayonets. The lens has the male Exakta Bayonet. This is the most versatile Macro Lens Combination ever offered.

**Macro Extenar 50mm F2.8, with Macro Focusing Mount \$59.50 + 1.25. Case \$4.95**



# Mirror Lens

Don't ask me how, but I finally got hold of the real McCoy! This 500mm F/8 Mirror Lens is not one of the cheap imitations which have been floating around those last few years. It's the genuine article all right!

You have never seen such wire sharp resolution in a super telephoto lens. At least I haven't! It costs more than the cheap copies (naturally) but since it comes to you from Seymour's-Exakta, it doesn't cost \$1150.00 either.

It comes in a hand made fitted wooden carrying case and with four mounted Screw-in Filters of unbelievable plano-parallel properties, all in keeping with the quality of the lens itself.

Genuine "M.T.O." 500mm F/8 Mirror Lens, complete with Fitted Carrying Case and 4 Mounted Filters, Seymour-priced at only \$269.50 + 2.95 Shipping Charges.

## Our Telephone 212-CH 4-1150 Company Policy: No Collect Calls



### Top Grain Cowhide Bag

Bag measures a generous  
12 by 10 by 6 inches.

These trim Luxury Gadget Bags feature the finest Top Grain Cowhides available. Highest Quality U. S. Workmanship throughout - the Best!

Heavily padded top. Finest Hardware. Heavy-Duty Zipper (and we mean HEAVY Duty!) Lined with soft felt for added protection of delicate equipment.

Adjustable inside Belting separates accessories and holds them securely.

Double Size Outside Pocket. Zippered Inside Pocket. Adjustable Extension Carrying Strap.

**Save even more during Sale:  
Top Grain Cowhide Gadget Bag, especially  
reduced and Sale Priced, only \$24.95 + 1.65  
Shipping Charges.**

## Uncertain What to Give? Give a Seymour Gift Certificate

Let the recipient choose his own gift from the inexhaustible treasure chest of Exaktas, Lenses and Accessories from Seymour's Exakta. A Seymour Gift Certificate is always right.

Available Denominations:

\$5.00 \$10.00 \$15.00 \$25.00 \$50.00 \$100.00 and Multiples.

Easy to order: Give us name and address of Recipient and your own name and address and send remittance. Be sure to tell us whether to send the Certificate to Donor or Recipient.

## A Personal Message...

At a time when new single lens reflex cameras are springing up like weeds, you may ask why I feel the Exakta is still your best buy, quality-wise, feature-wise, and investment-wise.

I have been specializing in Exakta Equipment for many, many years. Now, in the face of an avalanche of "new" single lens reflex cameras, I had to re-evaluate the situation. After weighing all the points, my decision was obvious: Continue to be an Exakta Specialist! Continue to devote all efforts to the "care and feeding" of Exakta owners!

Over the years we accumulated Exakta knowledge unmatched anywhere. We live with Exakta Equipment — we know it *thoroughly*. Specialized Consultation and Specialized Exakta Service are at the disposal of our customers. Unbiased advice and expert help have brought us friends from the four corners of the world.

What I am trying to say is, simply, this: If you are serious about getting the finest single lens reflex camera, get the Exakta. If you value the facilities, services, and ready-to-help knowledge of a specialist, buy your Exakta where it has a "home" as long as you own it, buy it from Seymour's.

**Reprinted from  
Previous Issue**

Sincerely,  
Earl F. Seymour.

# SEYMOUR'S

The World's Only Ex



## Color Enlargements

### Make Wonderful Gifts

For really personal gifts nothing can match Full Color Enlargements of your own slides or negatives.

May we suggest:

**16x20 Giant Enlargements. Special Christmas Finish includes:**

Mounting on Heavy Board, Color Matched Hand Dust Spotting and Matte Finish.

First Print \$37.50 + 2.50 Shipping.

Additional Prints, same subject, \$24.50 each + 1.50 Shipping.

On 16x20 Color Orders over \$100.00 we pay shipping.



## 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. Unlike any other SLR. Designed by engineers, built by experts, assembled by German craftsmen — the Exakta is among cameras what Mercedes is among automobiles.

Of course, 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, checked. 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 is an old hand at repairing cameras, he does not have the factory parts or the sub-assemblies without which even the best repairman cannot service your Exakta. At Seymour's Exakta Lab we have thousands of original Ihagee parts and sub-assemblies. No "universal" parts. Only original replacement parts. And we receive the se parts directly from the factory: the factory knows full well that Seymour's Exakta Service is largely responsible for the ever increasing popularity of the Exakta in the United States.

Don't neglect your Exakta! Extremely fine dust seeps into the intricate shutter movement and lodges between the gears. It combines with the lubricants and becomes a hard (and harsh) abrasive. Don't let this happen! The abrasive will wear out the gears and you will have an expensive repair job on your 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 environment. While we have the camera we clean the gear train, lubricate it to Exakta specifications, check the shutter speeds, check the focus, check the alignment of the mirror and check the synchronization. We make adjustments within the limits of the basic service but our special "Service Package" does not include replacement of parts or major repairs.

For the past five years we have held our price for the "Service Package" to \$24.50 + 1.95 Return Shipping Charges. Because of rising costs, we have to increase it to \$29.50 plus shipping. Christmas Time is a particularly bad time to spring a price increase on our customers. After discussing it with "The Boss," I am authorized to announce a sort of delayed-action: All Exaktas sent in for the "Service Package" between now and January 15, 1971 will be serviced at the old price of \$24.50 + 1.95 Return Shipping Charges.

I know that this will result in a rush of work. You will greatly help me and my crew by following these steps:

**Send your camera by insured parcel post. Attach a tag to the camera itself, giving your full name and address (with ZIP!) and marking the tag "Service Package." Clip your check for \$26.45 to the tag. We'll do the rest!**

Now, remember that this 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 steps instead:

Send camera by insured parcel post. Attach a tag to the camera, giving your full name and address. 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.

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

Your Exakta Pamperer,  
Otto,

**S - EXAKTA**  
**clusive Exakta Dealer**



## SunBlitz IIIa

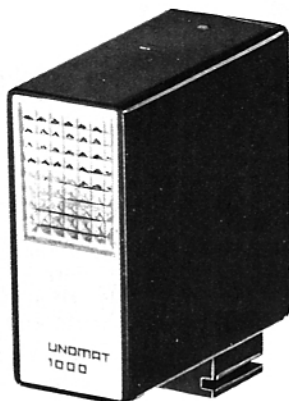
The new SunBlitz IIIa is a newly developed Electronic Strobe Unit. Amazingly small and light, it boasts an honest Guide Number of 75 for ASA 64 Film. Wide Coverage. Its Color Temperature exactly matches Daylight: use it with daylight film, without filter, indoors and outdoors.

The SunBlitz IIIa is a Dual Model. Use it indoors from any convenient AC outlet. Use it outdoors with two penlite size batteries. Penlite batteries are inexpensive and available anywhere in the world.

Rugged Construction. Hand Wired for Dependable Operation. Fits the Standard Accessory Shoe.

**SunBlitz IIIa Strobe Unit, Stock No. 1809, \$19.50 + 1.25 Shipping.**

Batteries, 2 required, 25¢ each or 6 for 1.20.



## Unomat Model 1000, World's Smallest Strobe

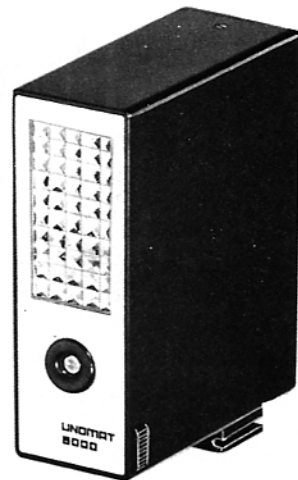
The value of a Swiss watch is inversely proportional to its size. The same seems to be true of a strobe flash. The well-known German Unomat Strobe has just been reduced to an unbelievably small size. The former model, considered irreducible in size, was the size of a pack of cigarettes. The new 1971 Model (already available from Seymour's-Exakta for immediate shipment) is HALF the size of a pack of cigarettes! And the unit now contains rechargeable batteries AND a built-in Charger! Hard to believe? To tell you the truth, I did not believe it either till I saw it! And there is NO reduction of the light output: still an honest 48 for ASA 50. The other specifications are also unchanged.

Angle of Coverage: 65 degrees. Recycling Time: AC 6 seconds, NiCads 10 Seconds, 60 Flashes per Charge. Flash Tube Guaranteed for 10,000 flashes.

Considering that you had to shell out \$7.50 for the NiCad Batteries for the old model Unomat Strobe, and \$12.50 for the Charger, the new model is actually priced LOWER than the old one because the NiCad Batteries and the AC Charger are built in and INCLUDED in the low price of only \$39.95 plus 1.25 Shipping Charges.

**Now, during Sale only, save even more: Unomat Model 1000, complete with built-in NiCad Batteries and AC Charger, only \$33.95 + 1.25 Shipping Charges.**

Accessory Shoe \$1.95. Flash Bracket \$3.95



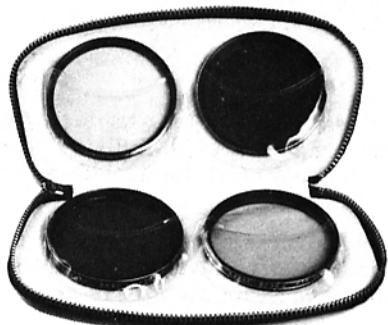
## Powerful Unomat 6000 has Built-in Slave.

**Fires Without Hookup.**

Unomat (who gave you the World's Smallest Strobe Unit) now brings you its new powerful Model 6000. Its high light output will allow you to shoot at lower F stops or greater distances, even with slow film. Used by itself, it hooks up just like any other strobe, and synchronizes with your shutter, but used in conjunction with any other strobe (Heliotron Perma Strobe, Unomat Model 1000, or what have you) it will fire totally independently, in perfect synchronization, without any physical hook-up. The built-in "Slave" sensor automatically triggers the Unomat 6000 with zero time delay.

Specifications: Angle of Coverage: 65 degrees. Recycling Time: AC 6 seconds. Batteries: 10 seconds. Guide Number: 80 with ASA 50 film. Operation: from any AC outlet or from its own built-in NiCad Batteries. Charger: Built in. Better than 40 flashes per charge.

**Sale Price: Unomat Model 6000 Powerful Strobe with Slave Triggering Mechanism, complete with NiCad Batteries and Charger, during Sale only, \$54.95 + 1.45 Shipping Charges.**  
Accessory Shoe \$1.95. Flash Bracket \$3.95.



## 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. Makes nice, inexpensive gift, too.  
**Zippered Filter Pouch \$1.95 + 25¢ Shipping.** Three for \$4.95 + 35¢. Six for \$8.95 + 55¢.

**Ultra Sharp Enlargements with the new**



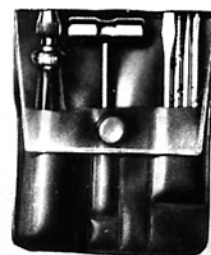
## Micro-Print

A precision instrument designed for the professional photographer but now priced for the amateur. Works like a microscope: You actually focus on the microscopic grain of the film.

If you make your own enlargements you cannot do without this instrument.

**Micro-Print Enlarging Magnifier**  
Stock No. C-21751

**4<sup>95</sup>**  
+ 95¢ Postage



## Miniature Tool Set.

Be sure to throw one in your gadget bag! Remember: "For want of a tool a photographer's vacation was lost." Set has a tiny hammer, a small screwdriver, a piercer or punch, a small auger to start screws in wood. All tools fit the small handle which locks them securely in a tiny precision chuck. The set comes in a little pouch type case.

**Miniature Tool Set \$1.95 + 15¢ Shipping.**

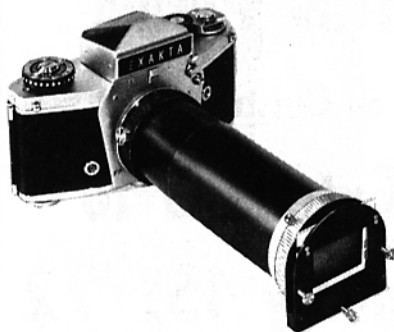


## Slide Duplicator

Use it with Extension Tubes and your normal lens. Fits into your Series VII Filter Adapter. Slip slide into special holder. Diffusion glass prevents hot spot. Use any light source, even daylight. Helical Focusing Mount permits exact positioning of slide for correct focus. Use it to make duplicates of all your good slides. Also ideal for making black-and-white negatives from color slides.

Series VII  
Slide Duplicator  
Stock No.  
21705

**12<sup>50</sup>**  
+75¢  
Postage

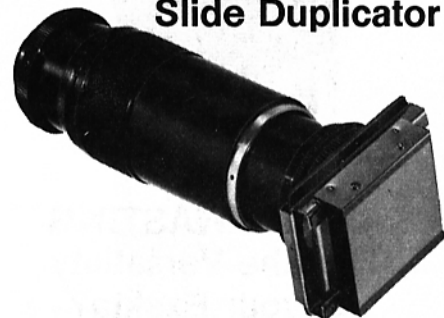


## Reproslide Slide Duplicator

The new Reproslide Slide Duplicator is entirely self contained. You do not need anything else to make it work! No tubes, no bellows, no auxiliary lenses, NOT EVEN A LENS! Everything is built right into the Reproslide. Even a special flat-field copying lens. You bayonet the Reproslide directly into your Exakta, drop a slide into the Reproslide—and shoot. Slides may be unmounted, mounted in cardboard or glass, or even in the form of film strips. You can use any light source (including daylight) and you will get a perfect exact duplicate every time. Exactly the same size as your original. And there's no problem making negatives from slides or black-and-white slides from negatives. Fun to use.

Original Seymour Price \$29.95  
Now, during Sale only, \$17.95 + 95¢ Shipping.

## "Crop-A-Slide" Slide Duplicator



### At last! A Self Contained Slide Copier with Variable Image Ratio!

There are self-contained slide copiers which give you a 1:1 reproduction, and there are slide copiers which permit variable image ratios but require tubes, bellows, lenses, etc. The "CROP-A-SLIDE" gives you:

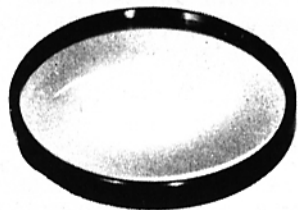
**An exact copy of your slide (1:1)**  
**Continuously variable enlargement (up to 2:1)**

**Selective Cropping: Slides move up and down and from side to side.**

**Enlargement of half-frame slides to full-frame slides.** The CROP-A-SLIDE Duplicator requires no accessories, no bellows, no tubes, NOT EVEN A LENS: It has its own highly corrected copying lens. And, it fits directly into your camera.

Zoom Action keeps slide in perfect focus at any magnification. Just "zoom" the unit till you like the image ratio and shoot — that's all! Use ANY light source, even daylight.

**CROP-A-SLIDE Slide Duplicator, Stock No. 1820 \$39.50 + 1.25**



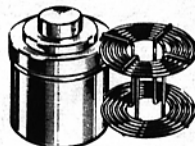
## Screw-in Rotating Polarizer

Did you know that there are very few exceptions to the rule that EVERY picture should be shot through a Polarizer? Without a Polarizer, glare obscures color. Roofs, roads, cars, leaves look whitish grey in direct sunlight because they reflect the bright sunlight as glare. A Polarizer cuts through the glare and brings out the true colors which are normally hidden under the glare. Flowers look more natural. Leaves look green. A Polarizer also kills the glare that makes it difficult to photograph through glass (car or train windows, showcases, museum display cases, framed-under-glass pictures). The Polarizer will make the glass "disappear." And, most important, a Polarizer makes the sky take on a deeper blue and clouds show up fleecy white.

Now, during Sale only, Screw-in Rotating Polarizer: Ser. VII \$7.85 + 25¢. 49mm \$8.95 + 25¢

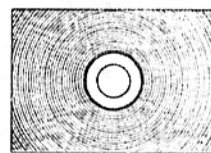
## Developing Tanks and Reels — Stainless Steel

Extra Heavy Gauge. Non-Contaminating. New Light Trap: Absolutely Light Tight. Superior Quality



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

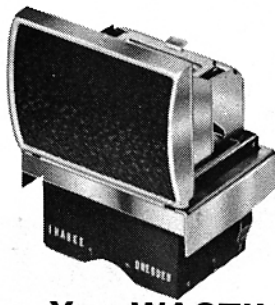
**Special Introductory Prices:**  
35mm Tank \$4.95 — 35¢  
35mm Reel \$2.65 — 25¢  
35mm Tank and Reel \$6.95 + 35¢  
35mm Double Tank (accepts 2 Reels) \$6.95 + 35¢  
35mm Double Tank and 2 Reels \$10.95 + 45¢



## Combination Fresnel Viewing Screen and Micro-Grid

The "Micro-Grid" is a new optical development. Its main advantage: sharp focus is achieved regardless of the user's eyesight. The Micro-Grid superimposes a grid pattern over the image when the lens is out of focus. Once in focus, the grid disappears and the image appears crystal clear. Unlike the split-image, the Micro-Grid does not black out. With the Micro-Grid there is no guesswork: you are either in focus, or out. The Micro-Grid is now available in a combination screen: A light-gathering Fresnel Screen produces a brightly illuminated viewing image (bright from corner to corner). The Micro-Grid is in the very center and around it is a ring of ultra-fine ground glass for a quick visual check of the focus (for the doubting Thomases who don't trust any rangefinder and must be reassured by a back-up device).

Previous low Seymour Price \$7.50  
Now, during Sale Only: \$5.40 + 35¢



## Are You WASTING Half the Versatility of your Exakta?

If you are using your Exakta ONLY with the Eye-level Prism, you are literally wasting half its versatility. The Hooded Reflex Finder is much more than a "Waistlevel" Finder. It is a waistlevel finder. And a right angle finder. And a low angle finder. And a high level finder. And a straight-on finder for copying and Close-Up Work. And a "sit-down" finder for photomicrography. And more.

For unobtrusive photography you use the Hooded Reflex Finder at Waistlevel. Sneak a quick look to focus. Sneak another look to frame your shot — Shoot!

For extreme low-angle shots the Hooded Reflex Finder saves you from lying flat on your stomach. Even if your camera is on the ground, you look into the finder from a comfortable height. A small flower, an insect on a blade of grass, or dramatic shots from a gnat's eye view — easy enough; but only with the Hooded Reflex Finder!

For sneak-up right angle photography you point your lens one way but look into the finder at right angles to your lens. Sounds strange, but it's true. Works with vertical shots. Five minutes practice and you are the James Bond of the Camera.

What's this bit about "High Angle" Shots? Suppose you want to photograph a parade but you are way back in the crowd. Just hold your camera, upside down, way above the heads of the crowd, look up into your "Waistlevel" Finder and photograph the parade to your heart's content! Shoot over walls, too. Are you beginning to see how versatile your camera will become with the addition of a Hooded "Waistlevel" Finder?

Did you ever try to use your camera with the Eyelevel Finder for copying or close-up work when your camera is mounted with the lens facing down? Takes some acrobatics, doesn't it? With the Hooded Finder you look straight into the finder, and focusing and framing is done with the greatest of ease.

**New Model Hooded Reflex Finder with Combination Fresnel Viewing Screen and Micro-Grid Rangefinder \$15.50 + 65¢**

Case (takes Prism or Waistlevel Finder) \$2.95 + 25¢

**New! Ingenious!**



## Flexible Rubber Shade

No need to remove shade, ever!

Folds back over lens when not in use.

Camera Case fits over shade.

Custom Sizes — No Adapter needed.

Available in these sizes:

46mm, 49mm, 52mm, 55mm

Flexible Rubber Shade **3<sup>95</sup>** + 25¢

**Trial Period  
on Christmas Gifts  
Extended to  
January 15, '72**



## Roller Squeegee

New, Heavy-Duty Model. For Flawless High-Gloss Finish of Ferrotyped Prints. Five inches wide.

Previous low Seymour Price \$2.45

**Now, during Sale, \$1.25 + 25¢.**

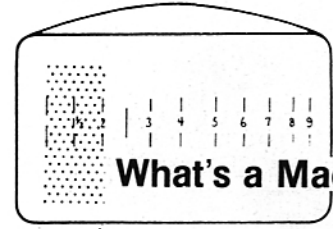


## 50mm F1.9 Automatic Schneider Xenon

Completely redesigned optically and mechanically. The Schneider Xenon was always in great demand. This new model uses an entirely new diaphragm control system, free from sticking or "getting tired." The optics, always top drawer, are now even better.

We recently introduced this new model at the low Seymour price of \$89.50, but felt that this Sale of Sales would not really be complete without a special reduction on the Xenon.

**Latest Schneider Xenon F1.9 Automatic 50mm Lens, during Sale only, \$67.50 + 1.25**



## What's a Macrolite?

A Macrolite is a Direct-Reading Exposure Screen. And what's that? Well, to begin with, it's an insert for the PentaPrism (or for the Model N Reflex Finder) which replaces the conventional focusing insert for close-up work to determine the exposure increase.

You know that close-up work requires an exposure increase. The closer you focus with any given lens, the greater the increase. For a 1.1 ratio (image on film same size as item photographed) you must increase your exposure four times, or, in technical terms, the Exposure Factor is 4. So far, so good. But what will your exposure factor be at a slight reduction in size or at a larger-than-actual-size? While it is possible to calculate the exposure increase, it involves measuring distances, add a few rather involved mathematical manipulations and calculations.

Since a definite relationship exists between Exposure Factor and Relative Image Size, a professor of Mathematics and Physics (an ardent Exakta Fan and inveterate Macro Photographer) developed a scale, based on the linear projection of the above mentioned complicated formula. He engraved it on the focusing screen and could now, without measuring or figuring, read the Exposure Factor directly in his viewfinder. Absolutely ingenious.

The next step was simple: he produced the engraved inserts for other Exakta Close-Up Enthusiasts and appointed Seymour's-Exakta (whom else?) as the sole sales agents. (Incidentally, no other camera has this feature).

If you do close-up work and want to be sure of your exposure, the Macrolite is for you. It is unbelievably easy to use. Replace your regular focusing screen insert with the Macrolite Screen, focus on your coin, stamp, document, etc., and line up the left side of the template with the number 1 on the Macrolite Screen. The right side of the template points to the exact exposure factor as indicated in the above illustration. (It points to 2 which means you have to double your exposure. If it points to 8, you will have to increase your exposure eight times, etc. Complete Instructions come with Macrolite. It's easier to use than to describe).

No more Charts, no more Exposure Tables, no more Measuring, no more Calculations, and, what's most important, no more Exposure Errors! You will get correctly exposed close-ups every time. You read your Exposure Factor directly at a glance. Right in the viewfinder! The Macrolite is a Seymour Exclusive, available ONLY from Seymour's Exakta. We offer it for only \$17.50 + 25¢ Shipping Charges, on our regular 15-Day Money-Back Trial Basis.

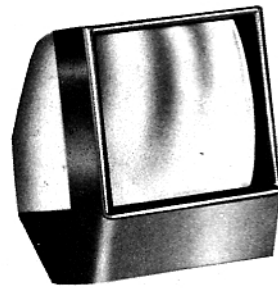
**Macrolite Direct Reading Exposure Factor Screen, now during Sale only, \$6.95 + 25¢.**



## Top Grain Cowhide Bag

This trim Luxury Gadget Bag measures a generous 12 x 10 x 6 inches. It is crafted from the finest Top Grain Cowhide available. The top is heavily padded. The bag is fitted with heavy duty zippers and lined with soft felt to protect your most delicate equipment. The adjustable inside belting separates your accessories and holds them securely. Large Outside Pocket. Adjustable Extension Carrying Strap. Made in U.S.A.

**Save even more during Sale:**  
**Top Grain Cowhide Gadget Bag, especially reduced and Sale Priced, only \$24.95 + 1.65 Shipping Charges.**



## Betta Vue Illuminated Slide Viewer

Shaped like a miniature TV Set. Comfortable Magnifying Viewing Screen. Hand held and small enough to put in your pocket. Lights up when you insert slide. Battery operated. Carry it with you to show off your slides. Use it yourself and buy a quantity for always-welcome gifts.

Original Seymour Price \$2.95  
**Now, during Sale \$1.25 + 25¢**  
**Six for \$6.95 + 45¢**  
 Requires two batteries per viewer. 10¢ each.



## High Quality Optical Magnifying Glasses.

Powerful Magnifying Glasses in Metal Mount with Metal Handle. Use them to inspect your negatives and slides, to magnify small type for easy reading, to magnify coins, stamps and a thousand-and-one small things. They are the popular Sherlock Holmes type and one of them is really huge. The Set consists of one Glass 4 inches in diameter (half the width of this page!!) with an overall length of 9 inches, and one Glass 2 inches in diameter, 5 inches long.  
**Sale Price, Set of 2 Magnifying Glasses \$2.95 + 35¢.**

## Photographer's Travel Guide

Whether you take a short hop or a trip around the world, you need this authoritative book. Crammed with information, this \$2.95 book has saved a great deal of money for thousands of people. You cannot be without this book, even if you stay home!  
 Photographer's Travel Guide, previously \$2.95  
**Now, during Sale only, \$1.50 + 25¢.**

**In case we haven't repeated it often enough:**

**15 DAYS TRIAL  
 AND MONEY BACK  
 on every item in this folder**



## All Metal Slide File

Protects your precious slides from heat, humidity, sunlight, dust. The best "insurance" for your slides. Holds 100 slides. Very sturdy construction. Buy as many as you can use at this low price. Your slides deserve the best protection.

**Seymour Priced \$2.95. Postage 75¢**



## Twin Flash Bracket

Many customers have asked me for a double flash bracket which will hold and fire two flash or strobe guns simultaneously. So — we designed one and here it is!

The Twin Bracket is wired internally. It plugs into the flash outlet of the camera and the two guns or strobes plug into the bracket. Trip the shutter and both lights go off. Guns attach to the shoe mounts of the bracket.

Two flashguns or strobes soften the light, eliminate harsh shadows, flatter the subject and, best of all, double the light.

Originally introduced by Seymour's at \$7.95  
**Now only \$4.95 + 45¢**



## "JONAN" Selenium Cell Exposure Meter.

Looking for an inexpensive Exposure Meter? We bought out the manufacturer's Overstock in order to bring you an accurate small exposure meter at a ridiculous price.  
**Sale Price \$4.65 + 25¢ Shipping.**

## Special Inserts Again Available

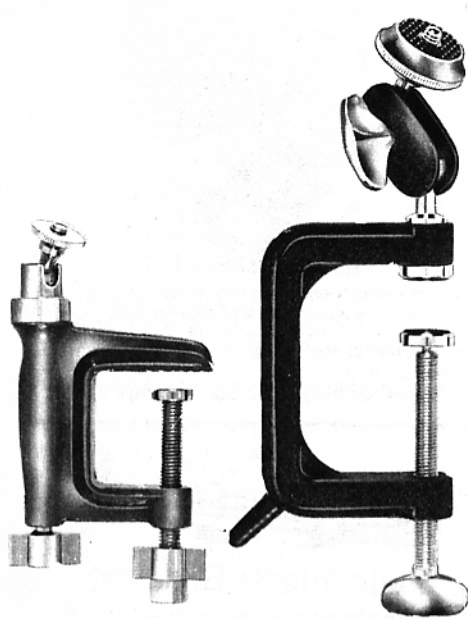
After a long absence these helpful (so-called "Scientific") Focusing and Viewing Inserts are again available:

- Groundglass with Clear Center Spot ... 14.95 + 35¢
- Groundglass with Crosshairs..... 14.95 + 35¢
- Groundglass with Overall Squares..... 19.50 + 35¢
- Clear Glass with Crosshairs 14.95 + 35¢
- Groundglass with Combination Clear Spot and Crosshairs 19.50 + 35¢
- Finegrain Groundglass ..... 5.95 + 35¢
- Clear Glass ..... 6.95 + 35¢

## BONUS BUY:

## Set of 6 Color Slides by Earl F. Seymour.

Thousands of these Sets of 6 Slides were bought by Seymour Fans at \$2.95 a set. To celebrate this Sale of Sales, we offer them as a Bonus Buy:  
**With your Order for \$10.00 or more you may request a Set of Earl Seymour Color Slides for just 95¢.**



## Clamp Pod and Super Pod

Ever since we introduced them, Clamp Pods have been very popular. They have been described as "Pocket Tripods." But they are much more versatile than a tripod. They attach to virtually ANYTHING: to a park bench, to a car window, to a table, to a chair back. They even attach to round things such as water pipes. An ingenious wood screw lets you attach the Clamp Pod and the Super Pod even to a TREE! Both models come with Universal Swivel Joint. Order the simpler Clamp Pod or the elaborate Super Pod. Both are all metal.

**Sale Prices: Clamp Pod \$3.45 + 35¢ Shipping**  
**Super Pod \$5.45 + 35¢ Shipping.**

## Free Estimates on Exakta Repairs.

Occasionally we receive a letter asking us for an estimate of repair charges. Obviously, we must see the camera first, open it up and determine what is needed in terms of parts and labor. There is no charge for this service (other than return shipping charges) and the decision is entirely yours whether you want us to go ahead with the repair or not.

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

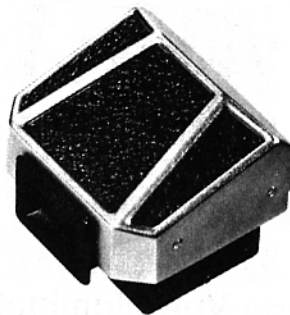
We maintain a parts inventory of more than three thousand parts, including scarce parts and factory assembled sub-assemblies. We have special tools (without which you cannot service Exaktas) and we have instruments and test equipment (without which you cannot check shutter speeds, synchronization, alignment of the optical axis, or focus coordination!)

Our Service prices are the lowest at which satisfaction can be guaranteed.

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

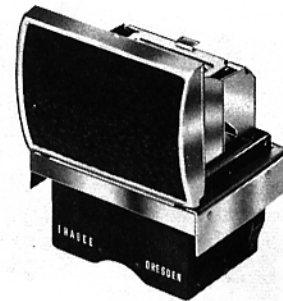
We'll do the rest.

## Finders for all Exaktas Model V to Model VX-1000TL (These Finders are not for the Exakta RTL)



**Eyelevel Penta-Prism**  
 without Insert ..... 14.95 + 65¢  
 with Fresnel and Micro-Grid ..... 18.50 + 65¢  
 Case ..... 2.95 + 25¢

**Focusing Screen Inserts:**  
 Finegrain Groundglass ..... 4.95 + 35¢  
 Fresnel Screen and Micro-Grid ..... 5.40 + 35¢  
 Fresnel Screen and Split-Image ..... 5.40 + 35¢

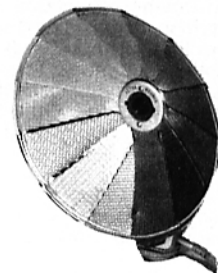


**Hooded Reflex Finder**  
 (New Model, accepts interchangeable Inserts)  
 without Insert ..... 11.95 + 35¢  
 with Fresnel and Micro-Grid ..... 15.50 + 35¢  
 Case ..... 2.95 + 25¢

**Scientific Inserts:**  
 Groundglass, Clear Spot ..... 14.95 + 35¢  
 Groundglass, Crosshairs ..... 14.95 + 35¢  
 Groundglass, Overall Squares ..... 19.50 + 35¢  
 Clear Glass, Crosshairs ..... 19.50 + 35¢  
 Groundglass, Clear Spot, Crosshairs ..... 19.50 + 35¢

## BC Flashgun

We offer our famous Battery Capacitor Fanfold Flashgun at a Super Special Price. Previous low Seymour Price \$9.85  
**Now, during Sale only, \$5.79 + 35¢ Shipping. 15 Volt Battery 85¢.**



## Automatic Tele Converters



Our new Automatic Tele-Converters inexpensively increase the focal lengths of all your lenses. Your automatic lenses remain automatic but you can use the Tele-Converters with non-automatic lenses as well.

The Automatic Tele-Converter (ATC) fits between the Bayonet Mount of your Exakta Lens. A 50mm Lens becomes a 100mm Portrait Lens with a 2x Converter (ATC/2). A 135mm lens "grows" to 270mm with an ATC/2, to 400mm with a 3x Converter (ATC/3), to 800mm with one ATC/2 plus one ATC/3 or to an incredible 1200mm with two ATC/3 Converters. You can determine the increase as follows:

One ATC/2 ..... double  
 One ATC/3 ..... triple  
 Two ATC/2 ..... four times  
 One ATC/2 plus one ATC/3 ..... six times  
 Two ATC/3 ..... nine times

Once more we offer these fine instruments at Special Prices:

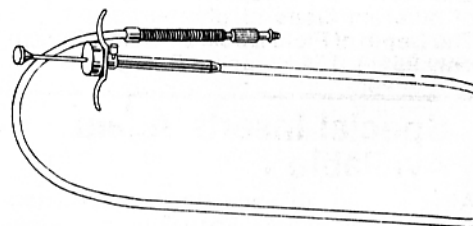
**ATC/2 . . . \$19.95. Case 1.95. Shipping 95¢**  
**ATC/3 . . . \$24.95. Case 1.95. Shipping 95¢**  
**Two ATC/2**  
 with Cases ..... \$36.00. Shipping 1.25  
**Two ATC/3**  
 with Cases ..... \$45.00. Shipping 1.25  
**ATC/2 plus ATC/3**  
 with Cases ..... \$39.00. Shipping 1.25



## Bouncelight Swivel Joint

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


**Bounce Swivel \$3.95 + 25¢**



## 20" Vinyl Cable Release

The Shutter of the Exakta requires a Cable Release with extra long thrust. Once more we can make immediate shipment of our famous 20" Vinyl Cable Release with "Butterfly" Handle, Locking Device and "Flex-End." Positively the Best Cable Release for your Exakta.

**20" Vinyl Cable Release \$2.95 + 25¢.**



### Rubber Sunshades

A new design which permits folding the sunshade back over the lens when not in use. Finest quality and fully as effective as the metal shades. Comes in Ser. VII and in mm sizes. State sizes needed.

Rubber Lens Shade \$4.50 + 25¢



### Betta Vue Illuminated Hand Viewer

Takes all 35mm slides, also half frame and super slides. Shaped like a miniature TV Set. Light goes on automatically when you insert the slide and goes out when you remove the slide. Battery operated, the Betta Vue goes with you wherever you want to show off your slides. Set of batteries 20¢

Betta Vue Slide Viewer \$1.25 + 35¢



### Metal Lens Caps, Screw-in

These come in Ser. VII or custom sizes

\$1.95 + 15¢. Three for \$4.95 + 25¢

Body Dust Cap for Exakta Body Bayonets into lens mount to protect the mirror and the shutter when you carry the body without lens.

\$1.95 + 15¢. Three for \$4.95 + 25¢

Rear Lens Cap, Bayonet Fitting. Dustproof. \$1.95 + 15¢. Three for \$4.95 + 25¢



Exakta Accessory Shoe fits on top of prism (not for BTL)

Original Ihagee \$3.95 + 25¢  
Independent Make \$1.95 + 15¢



### Eyecup for Prism

swivels for horizontal or vertical shots. Has Retaining Ring for Prescription Lens.


Original Ihagee \$5.50 + 25¢



### Giant Release Knob

Also called Giant Release Button. Allows fumble-free soft release of the shutter. A great help for rock-steady handheld pictures.

Giant Button \$1.95 + 15¢



### Exakta Rewind Handle

for Models VX and VXIIa. Keeps Rewind Clutch Depressed. Makes Rewinding very easy. Not needed on models with built-in rewind handle (VXIIb and later).

Rewind Handle \$1.45 + 15¢



### Chrome Neckchain

Beautiful Chrome snakechain. Locking lugs. Round: does not cut into your neck.

Chrome Neckchain \$3.25 + 15¢

### Leather Neckstrap

Flat Leather. Locks.

Leather Neckstrap \$1.95 + 15¢

### Braided Leather Neckstrap

Beautiful braided leather. Round to protect your neck or shoulder. Extra heavy-duty locking lugs.

Braided Leather Strap \$2.95 + 15¢



Control the Speed of your Film with a

### NEUTRAL DENSITY FILTER

At times it becomes important to increase the exposure WITHOUT stopping down the lens. The Neutral Density Filter adjusts the film speed to your needs. It does NOT change or alter the colors.

Neutral Density Filter

Series VII \$5.59 + 25¢

### Soft Focus Disc.

Did you ever hate your best lenses because they revealed every tiny wrinkle in your portraits? Did you ever wish for a soft rendition of a beautiful landscape? Of course you did! Here is the solution: the new Soft Focus "Filter." It softens harsh lines and harsh light. Try one!

Soft Focus Disc, Ser. VII \$5.95 + 25¢

### Grid Filter Disc.

Puts tiny sparkling "stars" on every light in your pictures. Adds romantic sparkle to otherwise dull shots. Especially dramatic in shots "against the light." Equally effective for color and black-and-white. Try one!

Grid Filter Disc, Ser. VII \$5.95 + 25¢



### Filter Pouch

This beautifully designed Filter Pouch protects your delicate filters from dust and scratches. Four filters are in full view. Filter Pouch has smooth zipper, clear transparent "windows."

Zippered Filter Pouch \$1.95 + 25¢



### Plus Ten

Auxiliary Close-Up Lens for ultra close-up work. High Quality coated optical lens. No exposure increase. Series VII Drop-in mount. Requires Filter Adapter.

Ser. VII Plus Ten Lens \$5.65 + 25¢

### Combination Close-Up Set

Builds up from +1 to +6.

The Set consists of 3 high quality coated optical lenses in threaded mounts. Use them singly or in combination: they screw into each other. Unbroken Power Range from +1 to +6. Available in Series VII or in 49mm Thread Size. State preference. Leather Case included at no extra charge.

### Combination Close-Up Set

\$12.50 + 35¢



### Series VII Filter Adapters

Use with Series VII Filters, Grid Discs, Soft Focus Discs, etc. Available for lenses with front diameter of 46mm, 49mm, 52mm, 54mm, 55mm, 58mm.

Ser. VII Filter Adapter \$4.50 + 25¢

### 49mm Series Six Adapter

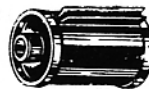
Do you want to use inexpensive Ser. VI filters and accessories on your lenses with 49mm diameter? This special "step-down" adapter makes it possible.

Ser. VI/49mm Adapter \$3.95 + 25¢



### Sunshades

Series VII, fits adapter \$4.95 + 25¢  
49mm, fits lens, \$4.95 + 25¢



### Reloadable Cassettes

Load your own film cassettes at a fraction of the cost of factory loaded cartridges. Use the cartridges over and over. Top unscrews for easy assembly. Made in West Germany.

Cassettes, Pak of Ten \$3.50 + 25¢  
25 for \$6.95 + 35¢  
100 for \$24.50 + 45¢

### Miniature Tool Kit

Make simple emergency repairs or adjustment on location. Consists of tiny hammer, small screwdriver, small Phillips screwdriver, piercer or punch, and a small auger to start screws in wood. All tools fit a small handle which locks them securely in a tiny precision chuck.

Miniature Tool Set \$1.95 + 35¢



### Eyelevel Finder

Original Ihagee PentaPrism without Focusing Insert \$14.50 + 65¢  
with Fresnel/MicroGrid \$18.50 + 65¢

### Waistlevel Finder

Original Ihagee Hooded Reflex Finder with Magnifier for critical focusing without Focusing Insert \$11.95 + 65¢  
with Fresnel/MicroGrid \$15.50 + 65¢

### Focusing Insert

Combination Fresnel Viewing Screen with MicroGrid Rangefinder and finegrain Groundglass Ring, Original Ihagee \$5.40 + 35¢



### Bouncelight Swivel Joint

Converts any flash or strobe into a bounce gun. Also very useful for aiming the flash. Omni-directional. Chrome-on-brass construction.

Bounce Swivel \$3.95 + 25¢



### Reverse Adapters

Indispensable for ultra close-up work with normal lenses. These come in Series VII with Exakta Bayonet or in 49mm with Exakta Bayonet. State preference.

Reverse Adapter \$3.95 + 25¢



### Twin Flash Bracket

Mounts and fires two flashguns or strobes. Internally wired. Plugs into flash outlet of camera and the two guns plug into the outlets of the bracket. Two flash or strobe guns soften the light, eliminate harsh shadows, flatter the subject and, best of all, double the light.

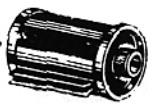
Twin Flash Bracket \$4.95 + 45¢

### Micro-Print

Do you do your own enlarging? Here is an instrument which makes it impossible to get out-of-focus enlargements. It works like a microscope: You place it on the easel of your enlarger, turn on the enlarger and actually focus on the microscopically small grain of the film emulsion. Focus is not affected by the sharpness of the negative.

MicroPrint \$4.95 + 95¢

**SEYMOUR'S**  
The Exakta Specialists



### Reloadable Cassettes

This new German Cassette has screw top. Stock up at these low prices:

10 for \$ 3.50 + 35¢  
25 for \$ 6.95 + 45¢  
100 for \$24.50 + 65¢



New! Flat Camera Brush. New!

Indispensable for eliminating dust inside your camera, on your fine lenses and other equipment. Finest Camelshair.

Flat Camera Brush \$1.85 + 15¢



New! New DeLuxe Model Twin Cable Release Assembly. New!

Newly designed Double Cable Tripping Unit to retain the automatic feature of your lenses on bellows, tubes, etc. Easily adjusts to "throw" of different lenses.

DeLuxe Model Twin Cable Release Assembly \$7.75 + 25¢



New! Accessory Shoe for BOT-TOM of Camera. New!

The new BTL Systems pose a problem: the regular accessory shoe can no longer be used. Who has solved the problem? Seymour's-Exakta, of course! We have devised an Accessory Shoe which attaches to the BOTTOM of the Camera!

Bottom Accessory Shoe \$1.85 + 15¢

New! Accessory Shoe for Permanent Mounting. New!

Attaches to ANYTHING by means of two screws. Attach it to the camera, make your own flash brackets, etc. Unlimited uses. Sold only in sets of 3.

3 Permanent Mount Shoes \$1.85 + 15¢



New! PCTwin Outlet Converter. New!

Now, for the first time, you can fire two flash or strobe units simultaneously without the twin hot bracket. Professionals use two or more flash units to eliminate ugly shadows and to spread the light more evenly. They use multiple lights for close-ups, table tops, copying, etc. Now you can fire two or more lights without costly slave units, electronic trippers, or solenoids. Plug the PC Twin into the camera and the lights into the PC Twin. Can be used in Multiple Set-ups for 3, 4, or more lights. Sold only in sets of 2.

2 PC Twins \$1.85 + 15¢



New! Hot Accessory Shoe Conversion Assembly. New!

Convert your Exakta for flash and strobe units which require a "hot" shoe. Slides into your regular accessory shoe. Plugs into flash or strobe outlet of camera and supplies synch current directly to your flash. Regular Accessory Shoe (top or bottom model) also needed.

Hot Shoe Conversion Assembly \$2.85 + 15¢



New! Roller Squeegee. New!

New heavy duty model. For flawless high-gloss finish of ferrotyped prints. 5 inches wide.

Roller Squeegee \$1.25 + 25¢



Exakta Extension Tubes Set consists of 5 parts: Male Exakta Bayonet, Female Exakta Bayonet, one tube each of 30mm, 15mm, and 5mm length.

Original Ihagee, Set \$11.95 + 35¢  
Budget Set \$7.65 + 35¢



Two-in-One Extender 5mm total extension. Bridges gap between focusing range of lens with and without tubes. Has both the male and the female Exakta Bayonet machined INTO EACH OTHER. Very ingenious and effective.

Two-in-One Adapter \$8.95 + 25¢



New! German Shoulder Pad. New!

Prevents camera strap from sliding off your shoulder. Leather top, rubber friction-hold bottom. Also prevents strap from hurting your shoulder. Sold only in sets of 3.

3 Shoulder Pads \$1.85 + 15¢



Pneumatic Air Cable Twenty feet remote control Air Release. Neoprene Tubing is impervious to heat, humidity. Comes rolled up on roller. Has hand bulb, air cylinder which activates the tripper.

Pneumatic Cable \$5.95 + 25¢



New! Braided Leather Neckstrap. New!

Has Safety Catches. Holds camera safely and securely. Elegant. Supple. Pleasant to wear. No chafing.

Braided Neckstrap \$2.85 + 15¢

Short Air Cable Serves best to eliminate camera shake because the air tubing does not transmit vibrations. 40 inches long. No roller but otherwise similar to 20-foot model.

40-Inch Air Cable \$4.95 + 25¢



New! Swivel Brush. New!

Extra wide. Adjust angle of handle and get at difficult-to-reach parts of cameras, lenses, projectors, etc. First Quality Pure Camelshair.

Swivel Brush \$2.45 + 15¢



Blower Brush Hand Bulb, metal sheathed extending camelshair brush which retracts into body of bulb. Hinged dust cover to protect hair from dust. Gentle air stream loosens dust particles. Bristles brush them away. An absolute Must for delicate glass surfaces.

Blow Brush \$1.95 + 25¢



New! German Precision Screwdriver Set. New!

If you have to make quick adjustments on lenses, etc. use these precision tools. Tempered steel Blades. Four different sizes plus sure-grip handle. Fits even tiny screws. Cuts your cost of maintenance. Saves its cost the first time you use it.

Screwdriver Set \$1.85 + 15¢

"Shortie" Cable Release Six inches long. Cloth Covered. Six-Inch Cable, Pak of four \$1.95 + 15¢

Vinyl Cable Release Twenty inches long, professional type, has butterfly handgrip, locking device.

Vinyl Cable \$2.95 + 25¢

## Order Gifts with Confidence

To make Gift Giving Easier,  
any item in this folder  
may be returned  
for full refund until

# Jan. 15, 1972



# SEYMOUR'S - EXAKTA

The World's Only *Exclusive* Exakta Dealer

350 W 31 St., New York, N. Y. 10001

Exakta Specialists for over 20 Years

## Net Price List

### Exakta Cameras

#### Exakta VX-500

with Model N Hooded Finder with interchangeable Combination Fresnel Viewing Screen with Microgrid with F2.8 fully automatic Domiplan Lens  
**\$39.95 + \$7.85 Case (mandatory) + 1.95 Shippg.**

#### Exakta VX-500

with Eyelevel PentaPrism with Combination Fresnel Viewing Screen with MicroGrid with F2.8 fully automatic Domiplan Lens  
**\$49.75 + \$7.85 Case (mandatory) + 1.95 Shippg.**

The Exakta VX-500 may be ordered with the F/2 fully automatic genuine Jena Pancolar (instead of the F2.8 Domiplan) at \$19.95 additional.

#### Exakta VX-1000TL

with Eyelevel PentaPrism with MicroGrid with F/2 fully automatic genuine Jena Pancolar  
**\$79.50 + \$7.85 Case (mandatory) + 1.95 Shippg.**

The Exakta VX-1000TL may be ordered with the fully automatic 50mm F1.9 Schneider Kreuznach Xenon for \$39.95 additional.

#### Exakta RTL-1000

with Shutter-Coupled Behind-the-Lens Metering Prism with F1.8 internally automatic Oreston Lens  
**\$139.50 + \$12.95 Case (mandatory) + 1.95 Shippg.**

The Exakta RTL-1000 may be ordered with the F1.8 internally automatic genuine Jena Pancolar for \$20.00 additional.

### Exakta Bodies

Exakta VX-500 Body, less lens and Finder  
**\$27.50 plus \$1.95 Shipping Charges**

Exakta VX-500 Body with Model N Hooded Reflex Finder with Fresnel Screen and MicroGrid  
**\$34.50 plus \$1.95 Shipping Charges**

**DeLuxe Case for VX-500 \$7.85**

Exakta VX-1000TL Body, less lens and finder  
**\$64.50 plus \$1.95 Shipping Charges.**

Exakta VX-1000TL Body with Model N Hooded Reflex Finder with Fresnel Screen and Micro Grid,  
**\$69.75 plus \$1.95 Shipping Charges.**

Exakta VX-1000TL Body with PentaPrism with Fresnel Screen and MicroGrid  
**\$74.50 plus \$1.95 Shipping Charges.**

**DeLuxe Case for VX-1000TL \$7.85**

Exakta RTL-1000 Body, less lens and finder  
**\$79.50 plus \$1.95 Shipping Charges**

Exakta RTL-1000 Body with Model RP Prism (no lightmeter), with MicroGrid  
**\$114.50 plus \$1.95 Shipping Charges**

Exakta RTL-1000 Body with Model RPTL Prism with Shutter-Coupled Through-the-Lens Light Meter, with MicroGrid  
**\$129.50 plus \$1.95 Shipping Charges.**

**DeLuxe Carrying Case for RTL-1000 \$12.95**

**Beat the Import Tax! Beat the Price Increase!**

# Beat the Import Tax!

## Exakta Finders and Components

**Important: Finders and Focusing Inserts for the Exakta RTL-1000 do NOT fit the Exakta VX-1000TL or earlier models and vice versa.**

**Finders for VX-1000TL, VX-500, VXIIB, VXIIa, VX, and V:**

### Eyelevel PentaPrism

without Insert	14.95 + 65¢
with Fresnel Screen and MicroGrid	18.50 + 65¢
with Fresnel Screen and Split Image	18.50 + 65¢
Case for Finder	2.95 + 25¢

### Hooded Reflex Finder

without Insert	11.95 + 35¢
with Fresnel Screen and MicroGrid	15.50 + 35¢
with Fresnel Screen and Split Image	15.50 + 35¢
Case for Finder	2.95 + 25¢

### Focusing Screen Inserts (not for RTL-1000)

Plain Groundglass	4.95 + 35¢
Fresnel Screen and MicroGrid	5.40 + 35¢
Fresnel Screen and Split Image	
Rangefinder	5.40 + 35¢
Seymourlite II (NEW ITEM)	12.50 + 35¢
Combolite (NEW ITEM), has Split-Image Rangefinder, AND MicroGrid, AND Finegrain Focusing Circle, AND Fresnel Screen	17.50 + 35¢

### Special-Purpose Inserts (not for RTL-1000)

Groundglass with Clear Spot	14.95 + 35¢
Groundglass with Crosshairs	14.95 + 35¢
Groundglass with Overall Squares	19.50 + 35¢
Clear Glass	12.95 + 35¢
Clear Glass with Crosshairs	19.50 + 35¢
Groundglass, Clear Spot, Crosshairs	19.50 + 35¢

### Finders for Exakta RTL-1000

Prism, Model RPTL, with Shutter-Coupled Light Meter, (Price for this Model includes MicroGrid)	79.50 + 1.35
Prism, Model RP, no meter, without Insert	34.59 + 65¢
Prism, Model RP, no Meter, with MicroGrid	39.95 + 35¢
Hooded Finder, Model RW, without Insert	18.50 + 35¢
Hooded Finder, Model RW, with MicroGrid	23.95 + 35¢

### Focusing Screen Inserts for RTL-1000

Fresnel Screen with MicroGrid for RTL	9.85 + 35¢
Fresnel Screen with Rangefinder for RTL	9.85 + 35¢

## Lens Cases, Pouches

### Lens Cases

Hard Cases, Leather, for 50mm Lenses and most small wide angle lenses	4.95 + 65¢
Hard Cases, Leather, for Telephoto Lenses up to 135mm Focal Length	5.75 + 65¢
Cases for longer and larger lenses	Request Prices

### Lens Pouches

These pouches are beautifully made, lined with soft cuddly velvet. All have draw strings. They are soft as a glove, protect your best lenses and accessories and do not waste space in your gadget bag.

Small Pouch (#1)	2.95 + 25¢
Medium Size Pouch (#2)	3.45 + 25¢
Large Size Pouch (#3)	3.95 + 25¢
Super Size Pouch (#4)	5.85 + 35¢

### Film Cartridge Cases

Made like miniature lens cases, with zipper, with loop to attach to camera strap.

Set of 3 \$2.95 - 25¢. Two Sets \$4.95 - 25¢

### Filter Pouch

Opens wide to display 4 filters in transparent "windows". Dustproof Zipper.

1.95 + 25¢

## Camera Cases

### Cases for VX-1000TL, VX-500, and earlier models:

Case #83. DeLuxe Exakta Case. Metal Trim, Detachable Front. Extra High Top (for Camera with Examat or Travemat)	14.35 + 95¢
Case #77. DeLuxe Exakta Case. Metal Trim. Detachable Front	10.95 + 95¢
Case #69. DeLuxe Exakta Case. Detachable Front	7.85 + 95¢
Case #66. Budget Type Standard Exakta Case with Non-Detachable Front	6.75 + 95¢
<b>DeLuxe Case for Exakta RTL-1000</b>	<b>12.95 + 95¢</b>

## Gadget Bags, etc.

### Equipment Cases

Topgrain Cowhide Bag 12x10x6	24.95 + 1.65
"Status" Pro Bag, 11x7x9 1/2, the best	39.95 + 2.35
SAFARI Foam Fitted Attache Case, 17x11 1/2x4. Excellent Protection	14.50 + 1.65
BANTAM, smaller size, a special purchase, great value, 12 1/2x9x4	8.75 + 95¢

# Beat the Price Increase!

# Beat the Import Tax!

## Lenses

### Wide Angle Lenses

20mm F/4 Automatic Jena Flektogon.....	126.50 + 1.35
25mm F/4 Automatic Jena Flektogon.....	69.50 + 1.35
28mm F3.5 preset Caspeco Wide Angle.....	29.50 + 95¢
28mm F/4 Automatic Schneider Curtagon.....	79.50 + 1.25
28mm F2.8 Automatic Aragon.....	54.25 + 95¢
28mm F2.8 Automatic Rokunar.....	59.50 + 95¢
35mm F4.5 preset Meyer Primagon.....	17.70 + 95¢
35mm F2.8 Automatic Schneider Curtagon.....	76.50 + 1.25
40mm F2.8 preset Macro Kilar.....	64.50 + 1.25

### Standard Focal Length Lenses

50mm F2.8 automatic Domiplan.....	17.85 + 95¢
50mm F/2 automatic Jena Pancolar.....	29.95 + 1.25
50mm F1.9 automatic Schneider Kreuznach Xenon.....	67.50 + 1.25
50mm F1.8 internally automatic Oreston for RTL.....	49.95 + 95¢
50mm F1.8 internally automatic Jena Pancolar for RTL.....	69.95 + 95¢

### Telephoto Lenses

135mm F2.8 preset Schneider-Isco.....	34.45 + 1.25
135mm F3.5 preset Coligon.....	17.70 + 95¢
135mm F2.8 preset Coligon.....	29.95 + 95¢
135mm F2.8 Automatic Rokunar.....	59.50 + 1.25
135mm F2.8 Automatic Aragon.....	54.25 + 1.25
135mm F/4 Automatic Jena Macro-S.....	59.50 + 1.25
135mm F3.5 Automatic Schneider Xenar.....	89.50 + 1.25
135mm F2.8 Automatic Steinheil T/Quinar.....	69.50 + 1.25
180mm F2.8 preset Schneider-Isco.....	89.50 + 1.65
180mm F2.8 Automatic Jena Sonnar.....	138.25 + 2.95

200mm F4.5 Preset Coligon.....	34.25 + 1.25
200mm F3.5 Automatic Aragon.....	79.50 + 1.25
200mm F3.5 Automatic Rokunar.....	69.50 + 1.25
300mm F5.5 preset Coligon.....	39.50 + 1.25
300mm F/4 preset Meyer Orestegar.....	139.50 + 2.85
300mm F/4 Automatic Jena Sonnar.....	249.50 + 2.95
300mm F5.6 Automatic Rokunar.....	79.50 + 1.25
400mm F6.3 preset Super Coligon.....	49.50 + 1.45
500mm F/8 preset Ultra Coligon.....	138.50 + 3.95
500mm F/8 Genuine MTO Mirror Lens.....	239.50 + 2.95
500mm F5.6 preset Meyer Orestegar.....	199.50 + 3.85
800mm F/8 preset Ultra Coligon.....	298.50 + REA

### Zoom Lenses

100mm to 200mm preset Coligon Zoom.....	69.50 + 1.25
60mm to 135mm Automatic Rokunar Zoom.....	99.50 + 1.95
70mm to 210mm Automatic Rokunar Zoom.....	127.50 + 1.95
180mm to 410mm preset Rokunar Zoom.....	169.50 + 1.95

### Special Purpose Lenses

40mm F2.8 preset Macro Kilar Model E.....	64.50 + 1.25
50mm F2.8 Macro Extenar.....	59.50 + 1.25

### Short Barrel Lenses

100mm or 105mm F3.5 Schacht Travegar.....	19.95 + 95¢
135mm F4.5 Schacht Travenon.....	19.95 + 95¢

### Tele Converters

Automatic 2x with Case.....	21.90 + 95¢
Automatic 3x with Case.....	26.90 + 95¢

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## SLIDE DUPLICATORS

Slide Duplicators have many uses. They make duplicate color slides, color negatives, black and white negatives, black and white positives, etc. Reproslide. Self contained. Includes lens. Makes an exact 1:1 copy. . . . . 17.95 + 95¢  
Crop-A-Slide. Continuously variable enlargement from 1:1 (same size) to 2:1 for selective cropping. Even makes full frame duplicates of half-frame slides! Zoom action keeps slide in focus. Complete with lens. . . . . 39.50 + 1.25

## FLASH, STROBE EQUIPMENT, etc.

SunBlitz IIIa, Electronic Strobe, dual model for AC operation plus Battery operation. Guide 74 for ASA 64. Small, rugged, powerful, dependable. Fits Accessory Shoe . . . . . 19.50 + 1.25  
Batteries, Pack of 6 . . . . . 1.20  
Unomat 1000, World's smallest strobe. AC plus rechargeable built-in NiCad batteries and built-in charger. High 48 Guide Number for 50 ASA. Fits Shoe . . . . . 33.95 + 1.25  
Unomat 6000. Powerful! Guide Number 80 with 50 ASA! Has built-in "Slave". Fires without hookup. Fits shoe. . . . . 54.95 + 1.45  
Hershey-Introl Electronic Ring Strobe, complete with lens adapter (state mm) with AC Power Source, Cords. . . . . 98.50 + 1.35  
Fanfold BC Flashgun for flash bulbs, small, handy. With Battery. . . . . 6.64 + 35¢

## Flash Brackets, Accessory Shoes, etc.

Accessory Shoe, fits prism (not for RTL) . . . . . 1.95 + 15¢  
Bottom Accessory Shoe . . . . . 1.85 + 15¢  
Permanent Mount Shoe, attaches with screws, Package of 3 . . . . . 1.85 + 15¢  
Flash Bracket with Hand Grip . . . . . 5.95 + 25¢  
Hot Shoe with Cord (not for RTL) . . . . . 2.85 + 15¢  
RTL Combination Hot and Cold Shoe . . . . . 5.95 + 25¢  
Sky Hi Extension Bracket. Lifts flash high above camera, with swivel. . . . . 5.95 + 55¢  
(Order also: Extension Flash Cord at \$1.95)  
Twin Flash Bracket. Mounts and fires two flash guns or strobes singly or simultaneously. Internally wired. Great! Reg. \$7.95 Sale \$4.95 — 45¢.  
Bouncelight Swivel Flash Joint. Use between any flashgun or strobe and bracket or shoe to convert gun into a "bounce gun" . . . . . 3.95 + 25¢  
PC Twin Converter. Permits hook-up of two flash or strobe units to one camera flash socket Package of 2 . . . . . 1.85 + 15¢  
Flash Extension Cord, 3 feet long, PC/PC. . . . . 1.95 + 15¢  
Twin Prong Adapter. Converts old style Exakta Flash Outlets to modern PC flash. . . . . 2.95 + 15¢

## CLOSE-UP EQUIPMENT

### Bellows and Short Barrel Lenses

Twin-Rod Bellows, extra long 7" (180mm) Extension, Model TW-7 . . . . . 19.95 + 95¢  
Monorail Bellows, 5" (125mm) Extension, Model MR-05 . . . . . 13.95 + 95¢  
105mm F3.5 Schacht Travegar Short Barrel Lens for use in bellows, complete with Exakta Bayonet . . . . . 19.95 + 95¢

### Special Combination "Package":

Twin-Rod TW-7 Bellows and 105mm Travegar, save \$5.15. . . . . 34.75 + 95¢

### Extension Tubes

Original Ihagee, 5-piece Set. . . . . 11.95 + 35¢  
Independent Make, 5-piece Set. . . . . 7.65 + 35¢  
Two-in-One Extension Ring, 5mm, male and female bayonets machined into each other . . . . . 8.95 + 25¢  
Internally Automatic Tubes for RTL, Set. . . . . 19.50 + 35¢

### Macro Lenses

40mm F2.8 genuine Macro Kilar, Model E, still at over 60% below User Net Price, supply dwindling, last chance. . . . . 64.50 + 1.25  
50mm F2.8 Macro Extenar with the famous detachable Macro Focusing Mount . . . . . 59.50 + 1.25  
135mm F/4 fully automatic genuine Jena Macro-S Telephoto; self-compensating diaphragm eliminates exposure calculation . . . . . 59.50 + 1.25

### Auxiliary Close-Up Lenses

Set of 3 Close-Up Lenses, +1, +2, +3. Set builds up from +1 to +6 by combining. State 49mm or Serv. VII. Case included. . . . . 12.50 + 85¢  
Plus Ten Close Up Lens, Series VII. . . . . 5.95 + 25¢

Twin Cable, use with automatic lenses on tubes or bellows . . . . . 7.75 + 25¢  
Macrolite, Direct Reading Exposure Factor Screen, fits into Prism or Model N Finder (not for RTL), reads exposure increase for close-ups. Reg. \$17.50, Sale Price \$6.95 + 25¢  
Focusing Magnifier. Magnifies Center of Image for ultra-precise focusing. Attaches to PentaPrism. . . . . 19.95 + 65¢  
Eyecup, attaches to prism. . . . . 5.50 + 25¢  
Ring Strobe, complete with Ser. VII Adapter, (state front diameter of lens) with AC Power Source, Camera Cord . . . . . 98.50 + 1.35

Minimum Mail Order \$5.00

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## Filters

### FILTERS, POLARIZERS, etc.

Filters, Custom, 49mm Screw-in . . . . .	4.95 + 25¢
Rotating Polarizer, Custom, 49mm. . . . .	9.95 + 25¢
Custom Screw-in Filters, Polarizers, other sizes, please request prices.	
Filters, Ser. VII, Drop-in. . . . .	3.95 + 25¢
Rotating Polarizer, Ser. VII . . . . .	9.85 + 25¢
Neutral Density Filter, Grid Disc, Soft Disc, Ser. VII . . . . .	5.95 + 25¢
Plus Ten (-10), Series VII . . . . .	5.95 + 25¢
Close-Up Lens Set, 3 Lenses, in Leather Case, Series VII, or 49mm . . . . .	12.50 + 85¢
Filter Pouch for 4 Filters . . . . .	1.95 + 25¢

### FILTER ADAPTERS, SHADES, etc.

Ser. VII Filter Adapter, 46mm to 55mm . . . . .	4.50 + 25¢
Ser. VII Filter Adapter, 58mm. . . . .	5.95 + 25¢
Series VII Sunshade, requires adapter . . . . .	4.95 + 25¢
Custom Screw-in Shades 46mm to 55mm . . . . .	4.95 + 25¢
Custom Screw-in Shades 58mm . . . . .	5.95 + 25¢
Custom Screw-in Shades 62mm . . . . .	6.95 + 25¢
Rubber Shades, Series VII . . . . .	4.50 + 25¢
Rubber Shades, Custom, 46mm to 55mm . . . . .	4.95 + 25¢
Inst-A-Dapter. Converts one mm size to another. Any combination male/female: 49mm, 52mm, 54mm, 55mm . . . . .	2.75 + 25¢
Metal Screw-in Lenscaps, Ser. VII. . . . .	1.95 + 25¢
Metal Screw-in Lenscaps, state mm . . . . .	1.95 + 25¢
Body Dustcaps, bayonet . . . . .	1.95 + 25¢
Rear Lenscaps, bayonet . . . . .	1.95 + 25¢

### TRIPODS, CLAMP PODS, etc.

"Profile" Tripod. Geared Centerpole, Three-Way Tilt and Pan Head, profiled airplane type legs, rein- forcement struts . . . . .	29.50 + 1.95
Clamp Pod, attaches to nearly everything . . . . .	3.45 + 35¢
Super Pod, Heavy Duty Model. . . . .	5.45 + 35¢

### EXPOSURE METERS

Jonan Exposure Meter, Selenium Cell . . . . .	4.65 + 25¢
Toshiba PE-1, CdS, "one-touch" . . . . .	16.95 + 95¢

Minimum Mail Order \$5.00

## Accessories

### MISCELLANEOUS EQUIPMENT

Focusing Magnifier, attaches to PentaPrism, magni- fies center of image for ultra precise focusing . . . . .	19.95 + 65¢
Right Angle Finder with Magnifier. For unobserved "candid" shots. Attaches to Prism (all models). . . . .	39.95 + 95¢
Master Showman Projection Pointer Model I, Battery Operated. . . . .	5.65 + 45¢
Model II, AC Operated . . . . .	14.75 + 45¢
Micro Print. Focusing Magnifier for Enlarger . . . . .	4.95 + 95¢
Blow Brush, camelshair, retractable, with rubber bulb . . . . .	1.95 + 25¢
Flat Camera and Lens Brush, Camelshair . . . . .	1.85 + 15¢
Swivel Brush, Camelshair . . . . .	2.45 + 15¢
Screwdriver Set, 4 Blades . . . . .	1.85 + 15¢
Miniature Tool Kit. . . . .	1.95 + 15¢
Pistol Grip with Cable Tripper. . . . .	6.95 + 45¢
Reloadable Cassettes, Pack of 10 . . . . .	3.50 + 25¢
Pneumatic Remote Shutter Release, 20 ft. . . . .	5.95 + 25¢
20" Vinyl Cable Release. Butterfly Grip. Extra Long Thrust. . . . .	2.95 + 25¢
Twin Cable Release Assembly . . . . .	7.75 + 25¢
Neckstrap for Camera, flat . . . . .	1.95 + 15¢
Neckstrap for Camera, braided. . . . .	2.85 + 15¢
Chrome Neckchain for Camera . . . . .	3.25 + 15¢
T Mount Bayonet Adapter for Exakta . . . . .	4.95 + 25¢
Hot Flash Shoe with cord (not for RTL) . . . . .	2.85 + 15¢
Flash Shoe w/cord (not for RTL) . . . . .	2.85 + 15¢
RTL Accessory Shoe, Combination . . . . .	5.95 + 15¢
Body Dustcap for Exakta, Bayonet . . . . .	1.95 + 25¢
Rear Lenscap for Exakta Lenses, Bayonet . . . . .	1.95 + 25¢
Lenscap, Custom, Screw-in, state mm . . . . .	1.95 + 25¢
Permanent Mount Accessory Shoe, Pak 3. . . . .	1.85 + 25¢
Multiple Image Prism (Trick Lenses), Series VII, with Case . . . . .	19.95 + 35¢
Three Facets . . . . .	27.50 + 35¢
Five Facets . . . . .	27.50 + 35¢
Developing Tanks and Reels, Stainless Steel	
35mm Tank . . . . .	4.95 + 35¢
35mm Reel. . . . .	2.65 + 25¢
35mm Tank and Reel . . . . .	6.95 + 35¢
35mm Double Tank (takes 2 reels) . . . . .	6.95 + 45¢
35mm Double Tank and 2 Reels . . . . .	10.95 + 45¢

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Roller Squeegee, Heavy Duty, 5" wide . . . . .	1.25 + 25¢
Slide Notcher (Punch), all metal . . . . .	2.45 + 35¢
Eyecup, attaches to prism, all models . . . . .	5.50 + 25¢
Microscope Adapter, Original Ihagee . . . . .	24.50 + 95¢
Microscope Adapter, Independent Make . . . . .	14.50 + 95¢
Photographers Travel Guide (Book) . . . . .	1.50 + 25¢
Depth-of-Field Book . . . . .	.95 + 15¢
Giant Release Button . . . . .	1.25 + 15¢
Betta-Vue Illuminated Slide Viewer, Batteries included . . . . .	1.45 + 25¢
Optical Magnifying Glasses, Metal Mount, Metal Handle, Sherlock Holmes Type. Set contains: one 4-Inch, one 2-Inch . . . . .	2.95 + 35¢

Minimum Mail Order \$5.00

## EXAKTA BODY SWAPS

Trade up to the Exakta VX-1000TL.

Prices are for the exchange of bodies, less lenses and finders. We will supply the brand new Exakta VX-1000TL Body in exchange for your:

Exakta VX-1000 Body plus \$49.50

Exakta VXIIB Body plus \$54.50

Exakta VXIIa, VX, or V plus \$59.50

Shipping Charges \$1.95 per camera.

Send your old camera body by insured parcel post.

Enclose your order and remittance.

(We accept trades on the RTL, too. Describe your camera fully and ask for exchange price.)

## EXAKTA REPAIRS

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

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

## SHIPPING CHARGES

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

## Our Guarantee and Money-Back Policy.

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

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

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

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

## CUSTOMER LIST, EXAKTA NEWS

If the address on this Newsletter is incorrect, please drop us a line, giving BOTH the incorrect AND the correct versions, both with ZIP numbers, especially if you have moved. Our Distribution List is on Computer and the Computer needs both the wrong and the right ZIP number to make the correction.

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

If you receive more than one copy, please tell us which address to keep and which to drop. And please remember: Old Addresses, Incorrect Addresses, and Correct Addresses:

**ALWAYS INCLUDE ALL ZIP NUMBERS.**

You will cooperate, won't you? Thank you.

Seymour's Customer Service.



