

Exakta News

Christmas Issue 1972

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Now you can take Glorious 3-Dimensional Stereo Pictures with Your Exakta.

Many years ago there were some stereo attachments for the Exakta. Primitive as they were, they enjoyed a tremendous popularity. Ihagee discontinued the Stereo Attachments mainly because they were too limited in scope. They could be used with just one lens and only within a narrow range (distance from the camera). But we still receive requests for these attachments.

We now have great news for all of you who want to experience the dramatic impact of 3-Dimensional Stereo Pictures. For the first time ever, we bring you a truly universal Stereo System. It can be used with ALL lenses, even telephoto lenses up to 300mm! (Wide Angle Lenses are not suitable for stereo photography). It can be used at ANY DISTANCE, even at ultra close-up range. Since the 3-D Effect is enhanced with lenses of longer focal length, I recommend the use of a 2x Tele Converter if you want to use your normal 50mm lens, but this is up to you.

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

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

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

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

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

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

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

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

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

Lens Adapter (state diameter of lens) \$4.95

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

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

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

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

SEYMOUR'S - EXAKTA

The World's Only *Exclusive* Exakta Dealer



Exakta RTL-1000

Exakta RTL-1000, coupled Metering Prism, internally automatic Oreston F1.8 Lens, Stock No. 2016, \$139.50 + 12.95 Case + 1.95 Shipping

Exakta RTL-1000, coupled Metering Prism, internally automatic genuine Jena Pancolar F1.8 Lens, Stock No. 2017, \$159.50 + 12.95 Case + 1.95 Shipping.

Exakta RTL-1000 with Model RP PentaPrism (no Lightmeter) with internally automatic F1.8 Oreston Lens, Stock No. 2015, \$99.50 + 12.95 Case + 1.95 Shipping.

Exakta RTL-1000 with Model RP PentaPrism (no Lightmeter) with internally automatic F1.8 genuine Jena Pancolar, Stock No. 2018, \$119.50 + 12.95 Case + 1.95 Shipping.

RTL Body, less Lens and Finder, Stock No. 2011, \$79.50 + 12.95 Case + 1.95 Shipping.

RTL Body with Metering Prism, Stock No. 2014, \$129.50 + 12.95 Case + 1.95 Shipping.

RTL Body with Model RP Prism (no Lightmeter), Stock No. 2012, \$89.50 + 12.95 Case + 1.95 Shipping.

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

New Exakta RTL is Different

All the famous "Classical" 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 Selftimer, Slow Speeds to 8 full seconds, Instant-Return Mirror. But many new Exakta Features have been added:

1. The new Behind-the-Lens Meter is COUPLED to the Shutter.
2. The new Focal Plane Shutter is ALL METAL.
3. Strobe Synchronization at 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.
6. Right Hand AND Left Hand Shutter Releases.
7. Film Counter automatically sets itself to Zero.
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.

RTL Finders and Inserts:

Model RPTL Shutter Coupled Lightmeter Prism with Insert, Stock No. 2001-S, \$79.50 + 1.65 Shipping.

Model RP Prism (no Lightmeter) without Insert, Stock No. 2002-W, \$28.50 + 95¢ Shipping.

Model RP Prism (no Lightmeter), with Insert, Stock No. 2002-S, \$33.95 + 95¢ Shipping.

Hooded Finder for RTL, no Insert, Stock No. 2003-W, \$18.50 + 95¢ Shipping.

Hooded Finder for RTL, with Insert, Stock No. 2003-S, \$23.95 + 95¢ Shipping.

RTL Fresnel Viewing Screen with MicroGrid Focusing Aid, Stock No. 2004-M, \$9.85 + 65¢ Shipping.



THE BASIC EXAKTA RTL-1000

Seymour's is proud to announce the availability of the camera thousands of Exakta Enthusiasts have requested again and again: the BASIC EXAKTA RTL-1000.

Now, for the first time, you can buy the incomparable Exakta RTL-1000, with its super accurate all-metal shutter, complete with the sharpest lens ever to come out of an optical plant, the F1.8 internally automatic Oreston, with RP Eyelevel Finder with Combination Fresnel Viewing Screen and MicroGrid at a price everybody can afford. The BASIC RTL-1000 can be upgraded at any time merely by adding the Model RPTL Lightmeter Prism. But right now you need not lay out the money for a lightmeter. You may not want a lightmeter at all, or you may not want it right now. But it's nice to know that you can get it whenever you want it. In the meantime you can enjoy the top-of-the-line Exakta RTL-1000 and the incomparably sharp internally automatic F1.8 Oreston Lens.

Latest Brand New BASIC EXAKTA RTL-1000 with Model RP Pentaprism (no Lightmeter) with MicroGrid with Internally automatic F1.8 Oreston, Stock No. 2015, while supply lasts, \$99.50 plus \$12.95 for the Case (mandatory) and 1.95 Shipping Charges.

The Answer is YES!

Even though we said it clearly in every issue of the Exakta News, we still get hundreds of letters asking whether the lenses from older Exakta Models can be used in the Exakta RTL-1000.

The Answer is YES.

The RTL-1000 was constructed for use with any type of Exakta Lens. Regardless whether your RTL-1000 is equipped with the TTL Prism, the regular Prism, or the Hooded Reflex Finder, all Exakta Lenses can be used in it.

All means all. Internally Automatic Lenses. Externally Automatic Lenses. Semi-Automatic (cocking type) Lenses. Preset Lenses. Non-Preset ("standard diaphragm") Lenses.

And all of them work with the TTL Meter. ALL!

And in case you say: "I understand, but I have a question: Can all lenses from older Exakta Models be used in the Exakta RTL-1000?"

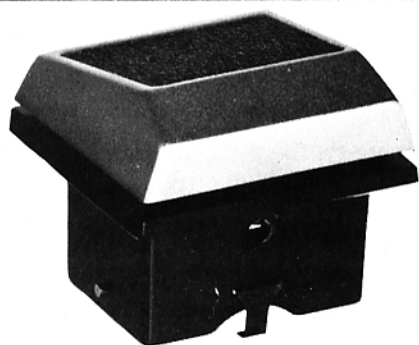
The Answer is YES.

You Can Save \$20.00 on the Exakta RTL 1000 by buying it with "Factory Guarantee"

The prices shown for the Exakta RTL-1000 shown in this issue are quoted for cameras with "Seymour Guarantee" (Maintenance) for one year. Starting November 15, 1972 you may buy the camera from us with the standard guarantee given by the Exakta Products Corporation, U.S. Factory Representatives for the Exakta. Should something go wrong within the guarantee period, you send the camera to them. It saves you \$20.00 which you may deduct from the RTL prices shown in this issue.

Please understand that you cannot have both guarantees. You must choose: ours or theirs. We'll gladly give you the \$20.00 off if you permit us to ship you an Exakta RTL-1000, factory packed and factory guaranteed.

If you prefer the Seymour Guarantee and Maintenance, order the camera at the prices shown. If you prefer the \$20.00 reduction in price, order the camera "with Factory Guarantee" and deduct \$20.00 from the price.



Bonus Buy for RTL Owners.

You must be aware that the Hooded Reflex Finder doubles the versatility of your camera. Perhaps we should say that you are actually wasting half the versatility of your Exakta if you do not use the Hooded Finder in addition to the eyelevel finder. The Hooded Reflex Finder is indispensable for Copy Work, Close-Ups, High and Low Angle Shots. It also comes in handy for candid work, because looking down into your camera is less conspicuous than bringing it up to your eyes. Believe me, there's a reason for having an Interchangeable Finder System!

As part of our Crusade to restore the Hooded Finder to its rightful place on the list of indispensable accessories, we offer it to all RTL Owners at a Special Convincer Price. The regular Seymour price for the Hooded Reflex Finder for the RTL is \$23.95 plus 95c Shipping Charges.

Hooded Reflex Finder for Exakta RTL, with Combination Fresnel Viewing Screen and MicroGrid, Stock No. 2003-S, Special Convincer Price \$12.50 plus 95c Shipping Charges. BONUS DEAL: Buy \$20 of merchandise, add the 2003-S for only \$8.95. When we want to convince you, we want to CONVINCE you!



New! 100mm F2.8 Internally Automatic Orestor Lens.

The new 100mm F2.8 internally automatic Orestor is a new addition to the ever-growing list of RTL Lenses. Same amazing quality as the F1.8 Oreston 50mm lens. Ultra compact construction: almost the same size as the standard 50mm lens. Takes 49mm accessories. Small initial supply. First come, first served.

100mm F2.8 internally automatic Orestor, Stock No. 2051, \$89.50 + 1.25 Shipping. DeLuxe Velvet-Lined Pouch \$2.95.

Anatomic Pistol Grip

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

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

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



Exakta 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.

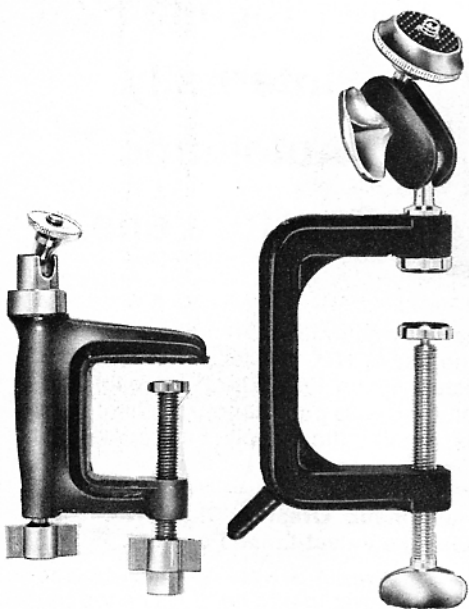
- A Full-Size Exakta of "Classic" Design.
- True Single Lens Reflex: "What you see is what you get!"
- Interchangeable Finders and Focusing Screens.
- Interchangeable Lenses: Takes ALL Exakta Lenses.
- Instant Return Mirror.
- Inner and Outer Bayonet Lens Mount.
- Intentional Double Exposure for Trick Shots.
- Fully Synchronized.
- Unlimited "System" Accessories.

Exakta VX-500

with Model N Hooded Reflex Finder with Combination Fresnel Viewing Screen and MicroGrid, with F2.8 fully automatic Domiplan Lens, Stock No. 1862

39⁹⁵

+7.85 Case
and \$1.95 Shipping.



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.

"Tiger Paw" Unipods

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

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

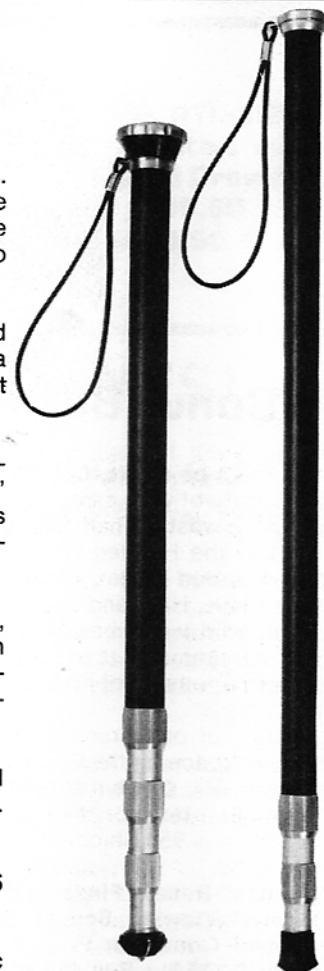
We do not have room in this brief announcement to go into details about the construction and features of the "Tiger Paw" Unipods. They are safe and have passed all our rigorous tests for construction, features and quality: Absolute rigidity combined with ultra light weight.

"Tiger Paw" Deluxe 4-Section Unipod, fine finish, wrist strap, continuously variable height from 19 inches to 5 feet. Nylon Bumper to protect delicate floors; disappearing spike for outdoor use. Non-slip camera platform. Fluted 2-inch Finger Control.

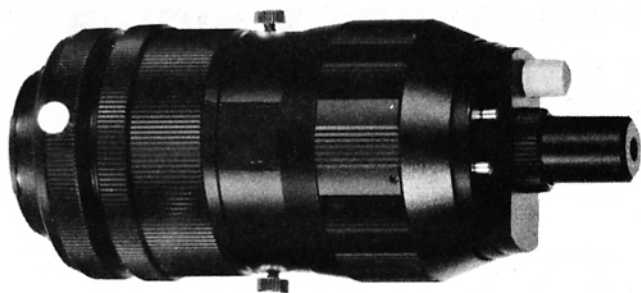
"Tiger Paw" 3-Section Unipod, an excellent economy model without fancy frills. Wrist Strap. Minimum Height 24 inches. Maximum Height 5 feet.

Tiger Paw Deluxe 4-Section Unipod, Stock No. 2024-4, \$12.95 plus 95c Shipping Charges.

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



"Tiger Paw" Unipods.



"Pieces of Eight"

The New 8mm Movie Frame Enlarger.

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

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

This new movie frame enlarger can be used with Super Eight, Single Eight or Standard 8mm Film. It fits directly into your Exakta (any model) and produces a perfect 35mm still picture. Slides come out ready for projection. Negatives are ready for further enlargement, either black-and-white, or full color.

"Pieces of Eight" 8mm Movie to 35mm Still Enlarger, Stock No. 2025 \$37.50 + 1.45 Shipping Charges. Protective Case included.



Seymour's-Exakta Offers Three Additional 35mm Lenses

35mm is still the preferred focal length for wide angle lenses. Most photographers choose them because they offer a considerably wider angle than the normal 50mm lens (65 degrees as against 45 degrees) without producing the typical Wide Angle Effect (which has its place but gives the picture an unnatural look).

35mm F2.8 Fully Automatic Schneider-Iso Westromat Wide Angle Lens, Stock No. 1980, \$59.50 + 1.25 Shipping Charges. Velvet-lined Pouch \$2.95.

35mm F2.8 Fully Automatic Jena Flektogon, Stock No. 2026, \$67.50 plus 1.25 Shipping Charges. Velvet-lined Pouch \$2.95. (This is NOT the so-called "Macro"-Flektogon).

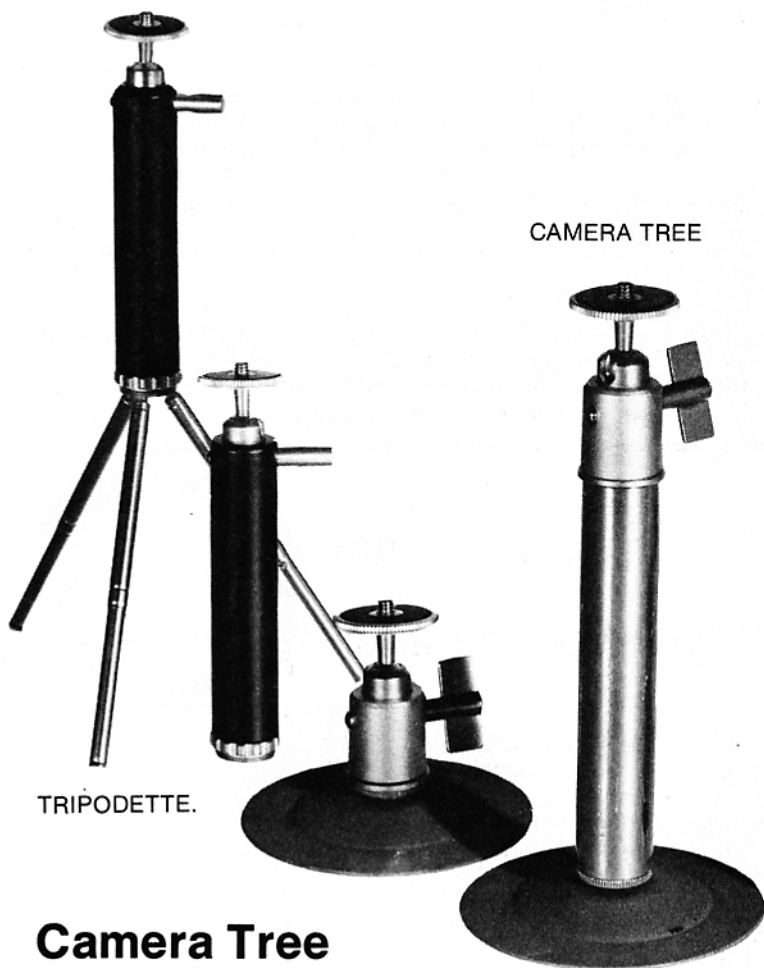
35mm F2.8 Jena Flektogon with Standard Diaphragm (not automatic) Stock No. 1935, \$49.50 + 95c Shipping Charges. Velvet-lined Pouch \$2.95.

Tripodette.

Did you ever see a 3-section Tripod with omnidirectional tilt head which is only six inches long when not in use? Well, you are seeing one now: The New Tripodette. Its telescoping 3-section legs disappear into the top section!

Features: All metal construction. Black-and-silver finish. Nylon Bumpers protect fine furniture but dig into the ground when you use the Tripodette outdoors. Ball-and-Socket Head. Large Butterfly Thumbscrew. Rubber Washer protects camera and prevents slippage. Camera Support adjusts to depth of your camera's tripod socket.

Tripodette Camera Support, Stock No. 2045, \$6.95 + 65c Shipping Charges.



TRIPODETTE.

CAMERA TREE

Camera Tree

The Camera Tree is a Combination of 3 items. Together they form a versatile table top support for your camera. The base consists of our "Table Camera Holder", a flying-saucer-shaped metal camera support with a velvety bottom. The second part is a 3-inch long spacer rod to add height. The top part is our Ball-and-Socket Universal Swivel Head which lets you move the camera in all directions. It locks the camera in place by means of a wing nut butterfly handle.

To save you money, we have combined these items into the "Camera Tree". It is very handy for table top photography but also very useful for all types of indoor photography when you do not want to set up a tripod and where you can use a table, TV Console, sideboard, etc. as a convenient place to support your camera. The Camera Tree is very inexpensive but VERY useful.

Camera Tree, Stock No. 2057 (3 Parts, complete as described) \$4.95 + 45c Shipping Charges.



Extreme Wide Angle Lens Again Available

The 24mm F/4 fully automatic Schneider Isco Extreme Wide Angle Lens was unavailable for over two years. Our scouts found a European Distributor who had an "in" with the factory. The result: Seymour's offers the lenses on an exclusive basis in the U.S. The supply is limited. First come, first served.

This Extreme Wide Angle Lens covers more than 80 degrees without any distortion. Do not confuse this lens with so-called "Fish-Eye" lenses which deliberately bend vertical lines. The 24mm Schneider Isco Extreme Wide Angle Lens gives you an undistorted image with full coverage of the entire picture area. The lens is fully automatic.

Supply is limited, of course, and it's strictly: "First come, first served".

24mm F/4 fully automatic Schneider-Isco Extreme Wide Angle Lens, Stock No. 1981, \$89.50 plus 5.95 for the deLuxe Case (really deLuxe: wait till you see it!) Shipping Charges \$1.35.

Plus Twenty (+20) Tiger Macro Lens.



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

The "Plus Twenty" Tiger Macro Lens attaches to your standard 50mm Exakta Lens. The 49mm Model screws directly into the Pancolar, Oreston, etc. The Series VII Model requires a Filter Adapter.

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

What does the "Plus Twenty" do that others don't or can't do? It gives you a life size image! 1:1 ratio on the film! Never before was it possible to obtain a "same size" image without tubes, bellows, or special lenses. Optical science has now reached the theoretical limit: a life size reproduction with a 50mm lens, with a single macro lens attached!

**"Plus Twenty" Tiger Macro Lens
49mm, Stock No. 2023/49, \$9.65 + 30c Shipping
Ser. VII, Stock No. 2023/07, \$9.65 + 30c Shipping
(Ser. VII Adapter, state mm size, \$4.50 + 25c)**

Telemac by Sigma



a patented Four-in-One Telephoto and Macro Device.

The name Sigma may not ring a bell with you. But many of the most heavily advertised lenses (whose names are very well known indeed) are actually produced by the Sigma Optical Works in Tokyo. This highly respected producer of precision optics has developed and patented a unique multiple-purpose device.

The Sigma Telemac is

1. an Automatic Tele-Converter for Externally Automatic Lenses.
2. an Automatic Tele-Converter for Internally Automatic Lenses.
3. an Automatic Close-Up (Macro) Extension for Externally Automatic Lenses.
4. an Automatic Close-Up (Macro) Extension for Internally Automatic Lenses.

The Sigma Telemac is all this in one compact unit. It is equally useful to owners of "Classic" Exaktas and owners of the Exakta RTL-1000. Owners of classic Exaktas use its external automatic linkage. Owners of the RTL-1000 use its internal or its external linkage.

Used as a Tele Converter, the Sigma Telemac doubles the focal length of any Exakta Lens. Preset Lenses remain preset. Internally automatic lenses remain internally automatic. Externally automatic lenses remain externally automatic. A 50mm lens becomes a 100mm lens, a 135mm lens becomes a 270mm lens, a 300mm lens becomes a 600mm lens, and so on. Four optical elements assure high correction and sharp telephoto shots. The focusing scale of your lens remains unaffected and the minimum focusing distance remains the same as without the Telemac. This means: Your 50mm Oreston becomes a 100mm lens but it still focuses down to 9 inches!

Used as a Macro Device, the Telemac increases the focusing range of your lens for Close-Up (Macro) Photography while retaining the automatic feature of externally and internally automatic lenses. Using the 50mm Oreston again as an example: Without the Telemac the lens focuses to 9 inches. With the Telemac (used as a macro device) the lens focuses to 3 inches!

Let me explain again that these are two distinct and different functions. The combination in one compact device is the patented feature. As the name implies, the "Tele-Mac" is BOTH a Telephoto AND a Macro Device.

Sigma Telemac, Telephoto and Macro Device, for externally and internally automatic lenses, Stock No. 1952, \$29.50 + 1.95 for the Protective Case and 95c Shipping Charges.

Super Tiger

CdS

Exposure

Meter.



Move over, Toshiba Exposure Meter! Make room for a better meter, the new Super Tiger Meter.

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

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

4 Hours to 1/8000 second! (Read that again: not 4 seconds, not 4 minutes but **FOUR HOURS!**)

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

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

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

We'll just list some of the other features:

- Built-in Battery Tester
- Battery Miser Circuit (battery lasts 2 years)
- One-Hand Operation
- Jewelled Movement
- Shock Resistant Construction

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

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

You have seen exposure meters whose needles flutter and bounce back and forth as if the meter could not make up its mind. The Super Tiger knows exactly how to interpret the light and the needle comes to a positive, rock-steady rest. No guesswork!

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

Super Tiger CdS Exposure Meter, Stock No. 1995 \$19.95 + 1.25 Shipping (Battery, Case, included).

Close-Out: Now that we have a better meter, we are closing out the remaining Toshiba Meters, Stock No. 1850, while they last, \$14.95 + 95c Shipping Charges (Battery and Case included):

Ultra Wide,

Ultra Fast,

and Ours Exclusively!

By special arrangement with the Factory Representatives of Rokunar Lenses we were granted exclusive rights on the very first shipment of a truly fabulous new lens. (It wasn't too difficult to obtain this exclusive: we simply bought the entire available supply!)

24mm lenses are nothing new, but a 24mm F2.8 lens is something new! This newly developed Ultra Wide Angle Lens has the unheard-of speed of F2.8! True Rokunar Quality, of course. "SHARP AS A ROKUNAR".

The lens is available in two models. The externally automatic model fits the "Classic" Exakta. The internally automatic model fits the Exakta RTL-1000.

24mm F2.8 Automatic Rokunar, externally automatic for the "Classic" Exakta, Stock No. 2060/Ext \$89.50 + 1.25 Shipping. Case \$4.85.

24mm F2.8 Automatic Rokunar, internally automatic for Exakta RTL-1000, Stock No. 2060/Int \$99.50 + 1.25 Shipping. Case \$4.85.



Short Barrel Lens

for Use in Bellows

Our scouts were lucky enough to secure a small supply of the most popular German Short Barrel Lens, the 105mm F3.5 Schacht Travegar. We offer these lenses on a first come, first served basis. The lenses are complete with Exakta Bayonet and can be used in any Exakta Bellows Unit.

German 105mm F3.5 Schacht Travegar Short Barrel Lens with Exakta Bayonet, Stock No. 3070, \$27.50 + 95c Shipping Chgs.

Combination Deal: SAVE \$15.00:

Original Ihagee Proxette Bellows (\$29.95 + 1.25) plus 105mm F3.5 Travegar (\$27.50 + 95c), Stock No. of Combination Deal 3080. Special Price: \$42.45 + 1.45 Shipping Charges.

Kilfitt's LALATAB

Converts Your 50mm F1.8 Oreston into the World's Sharpest Macro Lens.



If you now own a 50mm F1.8 Oreston Lens, you can convert it easily and inexpensively into the World's Most Highly Corrected Macro Lens (and if you do not own an Oreston, you can buy one now and save \$10.00 on the combination. Details below).

From Kilfitt, the "Macro Wizzards", comes the LALATAB, a new ingenious device which will make your Oreston do double duty. You can now extend its normal focusing range (Infinity to 9 inches) to a range from Life Size to Twice Life Size (on the film!!!). It gives you an unbroken continuous focusing range from 1:1 to 2:1.

The Kilfitt LALATAB (an acronym for Large as Life and Twice as Beautiful) permits you to select any magnification between life size and double-life-size. To make things easier, it has five calibrated settings, marked 0, 1, 2, 3, and 4. For life size pictures it clicks in place at "0". This setting releases by pulling up on the locking knob, letting you select the magnification you desire.

You can use the LALATAB and the Oreston in any Exakta Model. If your Exakta is equipped with a Through-the-Lens Metering System, no further calculations or compensations are needed. You expose exactly as the meter tells you. If your camera does not have a TTL Meter you take a regular reading with your exposure meter and increase the exposure as given at the various settings between 0 and 4. There is nothing left to chance. You read the magnification and the Exposure Factor. Detailed simple instructions are included, of course.

The following Table gives you all that is needed. It is based on the use of the 50mm Oreston with the focusing ring at Infinity.

Setting of LALATAB	Magnification Ratio	Exposure Factor*
0	1:1	4x
1	1.25:1	5x
2	1.5:1	6x
3	1.75:1	8x
4	2:1	9x

* "Factor" means: Multiply your meter reading by the figure given, except when using a Behind-the-Lens Metering System.

You may want to know why we mention only the 50mm Oreston. Couldn't the LALATAB be used with ANY 50mm lens? Of course, it can. Any 50mm lens will give you the same magnification and the same exposure, but the results will not be quite so spectacular. The reason: the superior correction of the Oreston.

Kilfitt LALATAB Macro Converter, Stock No. 2056, only \$19.50 + 95c Shipping.

If you do not have a 50mm F1.8 Oreston Lens, you may buy one for \$49.50 and we will give you a special bonus discount on the Kilfitt LALATAB: Buy the Oreston for \$49.50 and pay only \$9.50 for the LALATAB. Shipping: 95c.

Invitation to Legalized Stealing



You probably remember this headline. We used it to head our announcement of the 40mm F2.8 Model E Macro Kilar at an unbelievably low price. So many Seymour Customers took advantage of the special offer that soon the lens moved onto the "Gone" List and many, many orders had to be returned with a note of regrets: All gone!

Seymour's-Exakta wouldn't be Seymour's-Exakta if we did not doggedly sniff out sources of Exakta Equipment for our customers. Tokyo, Japan or Munich, Germany; St. Louis, Missouri or Glen Cove, Long Island—our bloodhounds are there, sniffing, sniffing till they find what they are after! This

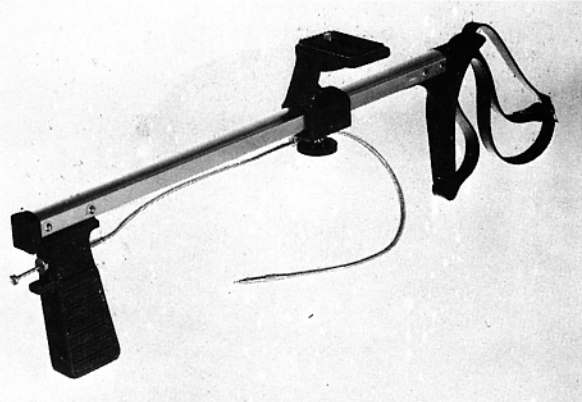
time they earned a Giant Milkbone (no chihuahuas, they!) for finding what we believe to be the only existing supply in the World of the legendary 40mm F2.8 Macro Kilar Lens Model D. Your eyes did not deceive you: it says Model D!

The Model E was equipped with a single helix and focused to 4 inches. ("E" stands for "einfach" which is German and means "single"). The Model D has a double helix and focuses down to an incredible 2 inches! (We continue our free German Lesson: "D" stands for "doppelt". You may already have guessed that it means "double").

What can the Macro Kilar D do for you? Well, it will act as a moderately-wide Wide Angle Lens like any other 40mm lens (only sharper!), increasing the angle of coverage by 20% compared to your normal 50mm lens. It has an unbroken focusing range from Infinity to 2 inches (at which point it will give you a ratio of 1:1 on the film!). Quality? Let's drop all the fancy words and just tell it as it is: SHARP! (The fanciest word in the last sentence is "as".) Sharp!

Seymour's-Exakta wouldn't be Seymour's-Exakta if we were to charge you a high price just because the lens is in great demand but virtually unobtainable. Despite all "supply-and-demand" temptations, we offer you the lens at an unbelievably low price which brings us, full circle, back to the headline: It's like legalized stealing!

40mm F2.8 Macro Kilar Model D, Stock Number 1985, while they last, \$98.50 and \$1.25 Shipping Charges. Velvet-lined DeLuxe Pouch \$2.95.



New! Shoulder Pod.

The last time we offered you a shoulder pod was eleven years ago. The manufacturer discontinued it and there was nothing on the market to replace it. True, there were several shoulder pods (sometimes referred to as gunstocks) but they were ornate and embellished (and only partially efficient) and sold for \$79.50 and up. We decided to sit it out. Now we found what we were looking for: an inexpensive, light-weight, no-nonsense Shoulder Pod. No carved walnut, no silver inlay, but usefulness and simple construction.

This new All Metal Shoulder Pod fits into your shoulder like a rifle. To make it even more secure, an adjustable strap fits around your arm. The camera or lens support moves over the entire length to adjust for different lengths of telephoto lenses. There is also a lateral adjustment to bring the camera's eyepiece in line with your eye. A special Cable Release linkage gives you off-camera triggering: you "squeeze off" your shots the way you aim and fire a rifle. You can "fire" with your right or left hand, whichever seems more comfortable.

Shoulder Pod, Stock No. 2055, \$11.95 + 85c Shipping Chgs.

Tip: When you use a very long or very heavy telephoto lens, use the shoulder pod in conjunction with a Tiger Paw Unipod. The handgrip of the Shoulder Pod is threaded for this purpose.



35mm F2.8 Automatic Schneider-Isco Wide Angle.

The 35mm F2.8 fully automatic Schneider Isco Westromat gives you the very useful (and most popular) coverage of 65 degrees. Sharp detail is very important in a wide angle lens. This fine West German lens gives it to you, and Schneider-Isco Wide Angle Lenses are justly famous for distortion-free rendition and full coverage from corner to extreme corner. And if the lens comes to you from Seymour's-Exakta, you can count on excellent value for your money.

35mm F2.8 fully automatic Schneider-Isco Westromat Wide Angle Lens for all Exakta Models, Stock No. 1980, only \$59.50 and \$1.25 Shipping Charges. Velvet-lined Pouch \$2.95. DeLuxe Hard Leather Case \$4.95.

Create Your Own Extreme Wide Angle Lenses



with the New Tiger Expandoscope

Here is a Fish-Eye Wide Angle Auxiliary, unlike anything we have ever offered. The Tiger Expandoscope expands the angle of your lenses but YOU determine the angle by selecting the lens with which you use the Expandoscope. You can create a 20mm, a 14mm, or an 11mm Extreme Wide Angle Lens with an Angle of Coverage of 100 degrees, 115 degrees, or, believe it or not, 130 degrees! Being a true "Fish-Eye", the Expandoscope will bend the image to create the illusion of a sphere, moderately if used with a 50mm prime lens, but very pronounced (and producing an almost-fully-circular image) if used with a 28mm lens and with the effect exactly between the two extremes if used with a 35mm lens.

The Tiger Expandoscope produces conventional extreme wide angle fish-eye shots or, if you are inclined to produce the weird and unusual, shocking effects of deliberate distortion (huge feet and a pin-sized head, or, say, a car with a front like a charging bull, a policeman stopping a car with a hand larger than his whole body), your own image is the only limit.

A so-called self-contained fish-eye lens is actually nothing but a standard lens with a fish-eye "auxiliary" permanently attached to it. People spend between \$200 and \$300 for these lenses. Since you already own standard lenses, the sensible thing to do is to create your own fish-eye lenses by attaching the Tiger Expandoscope to your standard lenses. The results are identical to the "self-contained" fish-eye lenses, perhaps even better if your standard lenses are well corrected. Moreover, you have your choice of angle. And all this at a fraction of the cost!

Get out of your photographic rut! Be daring! Create unusual pictures! Let your imagination run wild!

Tiger Expandoscope Fish-Eye Auxiliary with 49mm thread. Stock No. 2048, \$39.50, Case included. Shipping Charges 95c. Adapters for other thread sizes \$2.95 each.

TIGER JAW Elevator Clampod with Panhead

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

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

Tiger Jaw Elevator Clampod with Panhead, Stock No. 2028, a Great Buy at only \$8.95 + 95c Shipping Charges.

50mm F1.8 Oreston fits ALL Exaktas

When customers come to our Showroom they always single out the huge enlargements of the Shrimp Boats and the Sunset which I took in Key West, Florida. Everybody is amazed at the brilliance of the colors and the unusual clarity of very small details. Professionals find it hard to believe that these shots were taken with anything smaller than a 4x5 professional camera. If you have been in our Showroom, you know what I mean. The first question is usually; "Were these taken with an Exakta?" Of course, they were. "With what lens?" With the F1.8 Oreston!

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

I have been using the Oreston for over a year and would not give it up for any other lens. In addition to the new rare-earth glass formula, the Oreston is the first German "Super Multi Coated" Lens.



More Light is Transmitted. Flare is Eliminated. The Transmission curve is uniformly straight through the Entire Visible Spectrum. The coated outer lens surfaces are as hard as the glass and you can treat them like glass!

The designers gave you an extra "Bonus": The Oreston focuses as close as 9 inches from the front of the lens: The area of a 3x5 Index Card will FILL the frame without close-up lenses or extension tubes!

The 50mm F1.8 Oreston fits ALL Exaktas, and the front thread is a standard 49mm.

50mm F1.8 internally automatic Oreston Lens, Stock No. 1899, \$49.95 plus 95¢ Shipping Charges.



Genuine Jena 20mm F/4 Automatic Ultra Wide 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.

20mm F/4 Automatic Jena Flektogon, Stock No. 1960, \$149.50 plus \$1.35 Shipping.



50mm F/2 fully automatic genuine 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 we do not have to repeat it here. Now is the time to modernize your Exakta with the latest brand new fully automatic Jena Pancolar.

50mm F/2 fully automatic genuine Jena Pancolar, Stock No. 1940, \$39.95 plus \$1.25 Shipping Charges.

Filter Adapter Ser. VII (49mm) \$3.95

Shade, Ser. VII, to match above adapter \$3.95

Hard Leather Case \$4.95, Velvet-Lined Pouch \$2.95



"Portable Darkroom"

We never knew how popular the little "Portable Darkroom" had been till we dropped it from our lists. When requests kept coming in, we took a look at our sales figures and were amazed at the number of Changing Bags we had sold. OK, you win again: We have them once more.

The Changing Bag is a "Portable Darkroom" with two compartments of rubberized black nylon cloth, one inside the other. The "sleeves" fit onto your wrists. With your hands inside, the bag is absolutely light tight. You can remove a piece of film that may have become stuck.

It's an inexpensive item and we can't get rich on it. But I still urge you to throw one in your gadget bag. It folds flat and doesn't take up any room. Don't take a chance: you may need one the very next time you go picture taking. (We have several in our showroom and they are being used every day).

Changing Bag ("Portable Darkroom"), full 16-inch by 17-inch size, Stock No. 1895, \$6.95 plus 45c Shipping Charges.

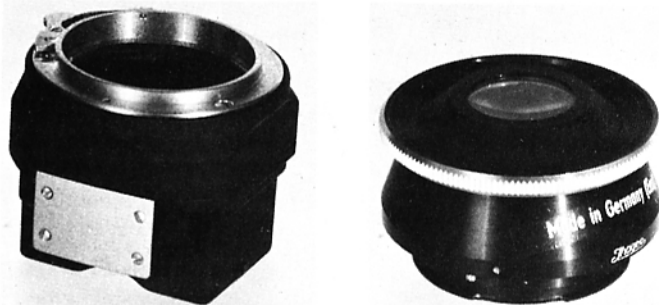


200mm F4.5 Orestegor.

The line of the new fabulous German ultra ultra sharp lenses with multiple coating is being extended. Seymour's-Exakta scores again by being first in offering the new 200mm Orestegor for immediate delivery.

The 200mm Orestegon is in the same league as the 50mm Oreston, the 29mm Orestegon Wide Angle, and the 300mm and 500mm Orestegor Telephoto Lenses. Without reservation we classify these lenses as the sharpest lenses ever made—anywhere! The new 200mm Orestegor is a true member of this First Family of Lenses, 'nuff said.

200mm F4.5 preset Orestegor Telephoto Lens, Stock No. 1982, \$89.50 + 1.65 Shipping Charges.



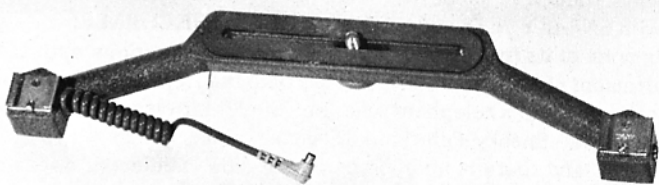
Magnear "Scientific" Finder

The Magnear Finder was out of production for nearly three years. We were forced to return orders unfilled, marked "Unavailable". This is the first time we can announce that the Magnear is again available for immediate delivery.

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

You may purchase the parts separately but your best bet is to buy the Complete Magnear Focusing Setup because you buy it at a special package price. It saves you a cool 25% which means \$11.00 in your pocket!

Magnear Finder without Magna-Lupe and Insert, Stock No. 1964, \$18.50. Shipping 65c. Magna-Lupe Magnifying Lens, Stock No. 1965, \$16.50. Shipping 45c. Flat Groundglass for distortion-free image, Stock No. 1966, \$5.95. Shipping 35c. Complete Magnear Focusing Set-Up, consisting of Magnear Finder, Magna-Lupe Lens, and Flat Groundglass, Stock No. 1967, \$29.95. Shipping 95c.



Twin Flash Bracket

Again Available

We might as well tell you the truth: We misjudged the demand for the Twin Flash Bracket and discontinued it about two years ago. Wow! Did we get letters! And orders. Which we could not fill. So—we persuaded the manufacturer to crank up production once more. He did.

The Twin Flash Bracket holds and fires two flashguns or strobe units simultaneously. It is internally wired and plugs into the flash outlet of your camera. The two flashguns plug into the Twin Flash Bracket. Trip the shutter and both guns go off. Two flash or strobe guns soften the light, eliminate harsh shadows, flatter the subject and, best of all, double the light! The Twin Flash Bracket has two synchro outlets, 2 Accessory Shoe Mounts, Camera Attachment Mount, and Coiled Cord PC Flash Terminal.

Twin Flash Bracket, Stock No. 1807, \$6.95 plus 35c Shipping



Sneaky Pete Shoots Around the Corner

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

But now you can photograph everything and everybody you always wanted to shoot (but were afraid to). Disguise your camera with SNEAKY PETE and SHOOT AROUND THE CORNER!

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

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

Sneaky Pete fits directly into all lenses with 49mm front thread. For use with other sizes (46mm to 58mm diameter) you need Adapters (2.95 each, state mm sizes wanted).

SNEAKY PETE Lens Disguiser, Stock No. 1912, \$19.75 + 1.25 Shipping.

New Model Automatic 300mm Lens.

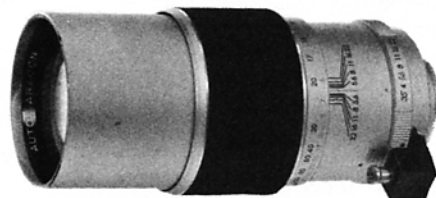
The 300mm Fully Automatic Rokunar has been re-designed. Now half a stop faster (F/5 rather than F5.6). Now with built-in Retractable Shade. A superb telephoto lens—now with new convenience features.

New Model 300mm F/5 fully automatic Rokunar Telephoto Lens for Exakta, Stock No. 1986, \$89.50 plus \$6.50 for the Case and \$1.45 Shipping Charges.

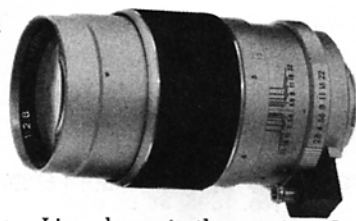
Save 50% on Discontinued Model!

Save 50%, a whopping \$48.00, by buying the discontinued model and case, while they last.

Discontinued Model 300mm F5.6 fully automatic Rokunar Telephoto Lens, Stock No. 1999, \$44.75 plus \$3.45 Case + \$1.45 Shipping Charges.



Aragon Exakta Lenses



Of the entire Aragon Lens Line shown in the previous Issue of the Exakta News, only two focal lengths remain available at the special pre-increase Sale Prices. Gone are the 28mm, the 35mm, the 105mm Aragons, but the 135mm and the 200mm Aragons are still available at the Sale Prices. If you want one (or both), send your order right away before they, too, appear on the "Sold-Out" List.

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 Aragon Lenses are equipped with the new "Push-Through" Quick-Change Automatic/Manual Selector.

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.

Now look at the pre-increase Sale Prices:

135mm F2.8 fully automatic Aragon Telephoto Lens, Stock No. 1958, \$54.25 + 4.95 for the Case and 95¢ Shipping Charges.

200mm F3.5 fully automatic Aragon Telephoto Lens, Stock No. 1959, \$79.50 + 6.95 for the Case and \$1.25 Shipping Charges.

If you want both lenses, we will let you buy them at a special "Package" Price: Both Automatic Aragon Lenses (135mm F2.8 and 200mm F3.5), complete with Cases, \$119.50 + 1.85 Shipping

Seymour's Hand Made Color Enlargements Again Available in 3 Sizes

Late last year we told you that we had to discontinue the smaller sizes, such as 8x10 and 11x14. Our customers would not take NO for an answer and we were deluged with requests to "make an exception," especially some people who had previously used our Color Service and depended on it.

OK. You win again, as usual. Once again we will accept your orders for all three sizes, all at 1989 prices. Since nearly all orders were for fully finished and mounted enlargements, we will henceforth supply all enlargements dust spotted by hand, mounted on heavy board and with matte finish. This eliminates the separate pricing of these services (which many customers found annoying). The old price quotation on 8x10 DeLuxe Custom Enlargements read: Print, \$6.50. Mounting \$1.00. Spotting 50¢. Matte Finish 50¢. Now you'll find it all lumped together: First print, fully finished, \$8.50. Additional prints, from same slide, \$5.95.

We deliver Hand Made Color Enlargements of the quality displayed in our showroom. No compromise. Only ONE quality: the Best. No mass produced automated machine prints but individually enlarged, hand made color enlargements, every one a breathtakingly beautiful show-off picture. (No rush orders, please. We have no machines that spit out "in-at-noon/out-at-three" prints. Allow a minimum of three weeks.)

Our prices are extremely low. You simply cannot obtain Color Work of this Quality elsewhere at anywhere near our low prices. Only a trial order can show you the magic that transforms your slides into serenely beautiful large decorative pictures.

16x20 Competition Type Giant Color Enlargements.

Fully Finished, Hand Spotted, Mounted on Heavy Board, Matte Finish:

First Print \$34.50 + 2.45 Shipping

Additional Prints, same slide, \$24.50 + 1.35 Shipping.

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

11x14 Home Display Enlargements

Fully Finished, Hand Spotted, Mounted on Heavy Board, Matte Finish:

First Print \$16.50 + 1.00 Shipping

Additional Prints, same slide, \$12.50 + 50¢ Shipping.

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

8x10 DeLuxe Custom Enlargements

Fully Finished, Hand Spotted, Mounted on Heavy Board, Matte Finish

First Print \$8.50 + 1.50 Shipping

Additional Prints, same slide, \$5.95 + 50¢ Shipping.

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

Convincer Offer!

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

We will make four beautiful prints and mount them on color coordinated board. The overall size of each picture will be 11 x 14 inches, the prints will be 8 x 10 inches. Send us four of your best slides and we'll come up with four glorious color pictures. We intend to knock you off your feet, or at least make you gasp at the beauty that was hidden in your very own slides. (On this offer, Slides ONLY. Do not send negatives).

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

Special Price Reduction



**The world's fastest 300mm lens,
300mm F/4 preset German Orestegar.**

Are you looking for an ultra fast, ultra sharp Telephoto Lens for Bird Watching, Girl Watching, Sports Watching, Money Watching? You have found it in the 300mm F/4 preset German Orestegar. It is the world's fastest 300mm lens and, by consensus of users, the world's sharpest 300mm lens. Previous low Seymour Price \$139.50 + 2.85 Shipping.

Now on Special Sale at only \$114.25 + 2.85 Shipping Charges. Stock No. 1932.



**Vinyl
Gadget Bags**

These roomy gadget bags have the feel and look of fine leather but are made of top grade virgin vinyl, the kind used for bucket seats in sports cars. Carry your equipment in a goodlooking gadget bag but pay only a fraction of the price you would pay for a leather bag.

Vinyl Gadget Bags.

Medium Size, Stock No. 1931-M, \$6.95 + 75¢ Shipping Charges.

Large Size, Stock No. 1931-L, \$9.95 + 95¢ Shipping Charges.

Newly Released Accessories for the Exakta RTL-1000

Traditionally, the Exakta has always been the most versatile "System" Camera. More and more new accessories are being released for the new RTL Model. Some of these accessories can also be used in the "classic" Exakta Models (The Visimag, the Umseck Sight); others are specifically matched to the RTL Model (the Nally Intermatch Coupler, the Internally Automatic Tubes, the RTL Combination Accessory Shoe).



RTL Combination Accessory Shoe

Clips into a recess engineered into the top plate of the Exakta RTL-1000. Can be used as hot shoe or as regular accessory shoe. Comes with detachable PC/PC Cord.
RTL Combination Accessory Shoe, Stock No. 1927, \$5.95 + 25¢.

Internally Automatic RTL 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 1/2mm in length, second unit is 25mm (which comes to one half inch and one full inch respectively).

Internally Automatic RTL Extension Tubes, Stock No. 1924 \$19.95 + 65¢ Shipping Charges.



VISIMAG Focusing Magnifier

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

VISIMAG Focusing Magnifier, Stock No. 1918, \$19.50 + 45¢.



UMSECK Right Angle Viewfinder

Face away from your subject. Pretend you are taking a scenic picture. You are actually taking a picture 90 degrees from your "line of vision." See the subject clearly in the finder for framing and focusing. The unit has a powerful magnifying system for precise focusing. Swivels for horizontal or vertical shots. Attaches to PentaPrism (all models).

UMSECK Right Angle Viewfinder, Stock No. 1941 \$39.50 + 1.35. Glove Soft Velvet Lined Pouch \$3.95.

NALLY Intermatch Coupler

Internally Automatic Lenses
Remain Automatic on Bellows
with the new

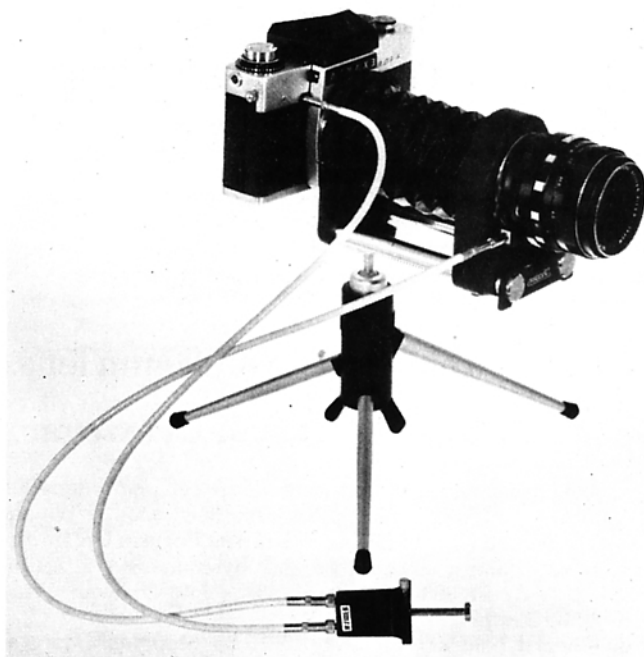
NALLY INTERMATCH COUPLER

Leave it to the Engineers at the Exakta Plant to find solutions to problems that seem to defy solving! One of these problems was to keep internally automatic lenses automatic when used on a bellows unit or on old-style extension tubes. The engineers came up with the Nally Intermatch Coupler. It lets you trip the automatic diaphragm of internally automatic lenses with a cable release! For the ultimate in convenience you can use a double cable release assembly for simultaneous tripping of the lens and the shutter. Leave it to our engineers to solve your problems!

NALLY Intermatch Coupler for internally automatic lenses, Stock No. 1914, \$14.25 + 45¢ Shipping

DeLuxe Twin Cable Release Assembly, Stock No. 1926, \$7.75 + 25¢ Shipping.

Original Ihagee Proxette Exakta Bellows, Stock No. 1936, \$29.95 + 1.45 Shipping.



Rokunar 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

\$99⁵⁰

+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

\$127⁵⁰

+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.

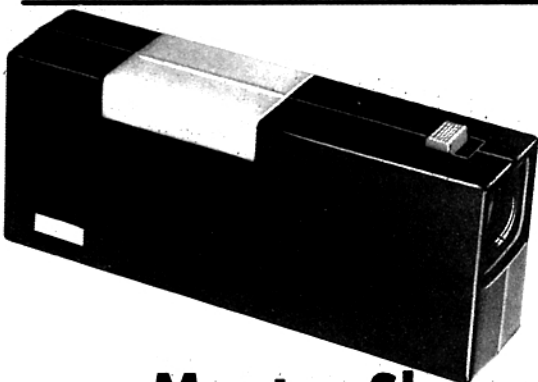
Front Thread: 77mm.

Stock No. 1876.

Preset

\$169⁵⁰

+8.95 Case and
\$1.95 Shipping



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**

Automatic Rokunar Zoom Lenses Now Available with Internally or Externally Automatic Diaphragm

Same superb quality, but now you have your choice of externally automatic diaphragm (for "Classic" Exakta) or internally automatic diaphragm (for RTL-1000).

60mm to 135mm F3.5 Rokunar Zoom

Externally Automatic, Stock No. 1874/ext \$99.50 + 6.95 Case and 1.95 Shipping

Internally Automatic, Stock No. 1874/int \$109.50 + 6.95 Case and 1.95 Shipping

70mm to 210mm F/4 Rokunar Zoom

Externally Automatic, Stock No. 1875/ext \$127.50 + 7.85 Case and \$1.95 Shipping

Internally Automatic, Stock No. 1875/int \$137.50 + 7.85 Case and \$1.95 Shipping

Triangle Rings

We can now supply the small triangular rings which go between the carrying lugs of your camera and the neckchain or neckstrap. The rings permit greater freedom of movement, prevent scratching of the camera finish, prevent the neckchain or strap from getting tangled up or stuck on the film advance lever.

They come in packages of 12 but they are so cheap that you can well afford to have a few spares around. A small investment that pays big dividends.

Triangle Rings, Package of 12, Stock No. 2047, \$3.00 postpaid.



Shield-and-Shoe

Is it a Flash Cup? Is it an Eye Shoe? It's an eyecup and a flash accessory shoe in one! Why such a hybrid? Because both the Flash Accessory Shoe and the Eye Cup attach to the "window frame" of the pentaprism and if you attach one, there is no place to attach the other. Until now, you had to make a choice: either you attached the eyecup OR the accessory shoe. It was not possible to use both at the same time.

Of course, you need both the eyecup AND the accessory shoe AT THE SAME TIME. Seymour's to the rescue! Here it is, the new "Shield-and-Shoe". It combines the Eye Cup and the Accessory Shoe in one single attachment.

While most people view and focus without eyeglasses, some people do need corrective glasses for focusing. If you are one of them, you can have a prescription lens fitted into the internal Retaining Ring of the Shield-and-Shoe.

Shield-and-Shoe Combination Eyecup and Accessory Shoe, Stock No. 1969, \$5.95 plus 65¢ Shipping Charges



Lens Cases

We can't promise to fit every lens (there are nearly 400 different lenses for the Exakta) but chances are pretty good that we have cases for your lenses. We have a very large stock of lens cases, ranging in size from the small cases for non-automatic wide angle lenses to very large sizes for long telephoto lenses. And almost everything in between.

We cannot list all sizes within the scope of this publication. When you order cases, give size wanted by stating inside dimensions (diameter and length) and we will select the closest available size.

Lens Cases (price examples):

Small, for small 35mm and 50mm lenses, \$3.95 plus 65¢

Medium, for medium size lenses up to 135mm, \$4.95 plus 65¢

Large, for lenses up to 200mm, \$5.95 plus 75¢

Cases for Larger Lenses: Request Prices. State Size wanted. **SPECIAL DISCOUNT:** Any three cases, deduct 10%. Any six cases, deduct 20%.

Seymour's Inst-A-Dapters

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 of male and female threads from 46mm to 58mm. The Stock No. is 1938 followed by four digits. The FIRST two digits denote the MALE thread. The LAST two digits denote the FEMALE thread. Example: You want an Inst-A-Adapter with a male thread of 49mm and a female thread of 55mm (to adapt 55mm accessories to 49mm lenses), order: Stock No. 1938-4955.

Seymour's Inst-A-Dapters, Stock No. 1938, \$2.75 and 25¢ Shipping Charges. Any three for \$6.95 and 35¢. Any six for \$12.50 and 45¢.



"Plus Ten" Close-Up Lens

A new High Quality Close-Up Lens for Extreme Macro Work (Ultra Close Ups). No Exposure Increase. No Interference with Automatic Lenses. No Calculations. No Compensation. All you need is the "Plus Ten" Close-Ups Lens and a Series VII Filter Adapter. No Extension Tubes, no Bellows.

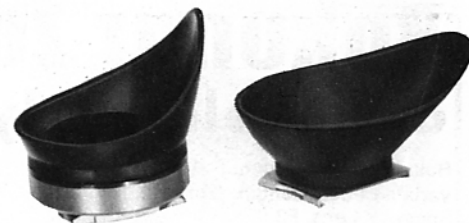
"Plus Ten" Close-Up Lens, Series VII, Stock No. 1846-07, \$5.95 plus 25¢ Shipping

Series VII Filter Adapter (State front Diameter of Lens in mm) \$3.65 plus 15¢



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¢**



Now there are two Eyecups

The elaborate Original Ihagee Exakta Eyecup has provision for swiveling the shield horizontally and vertically. It has a Retaining Ring for those who want a prescription lens installed.

Not everybody needs such an elaborate eyecup, but everybody needs an eyecup. (Once you have focused and viewed with an eyecup, you'll never do without. It's like darkening the room when you watch television). The Independent Make Eyecup is a simpler version. It serves the purpose very well but costs less.

Now you can choose whether you want to invest \$5.50 in an eyecup, or just \$2.95.

Eyecup, Original Ihagee, Stock No. 1939, \$5.50 plus 35¢

Eyecup, Independent Make, Stock No. 1946, \$2.95 plus 25¢



Combination Close-Up Lenses

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

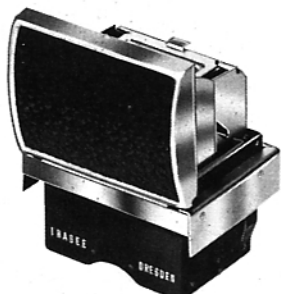
The Set consists of 3 Optical Close-Up Lenses, one each: Plus One, Plus Two, and Plus Three (1, 2, and 3 Diopters). The mounts are threaded front and back and can be used singly and in combination. This means that the set builds up to Plus Four, Plus Five, and Plus Six (4, 5, and 6 Diopters), giving you a tremendous range of close-up ratios.

Set CU-07 fits any Series VII Filter Adapter. Set CU-49 screws directly into all lenses with 49mm front diameter (Pancolar, Oreston, Xenon, Curtagon, etc.). Each Set comes in a handsome Case.

Combination Close-Up Lenses, Set of 3 Lenses. Case included.

Model CU-07 (for Ser. VII Filter Adapter), Stock No. 1860-07, \$12.50 plus 85¢ Shipping Charges

Model CU-49 (49mm Diameter), Stock No. 1860-49, \$12.50 plus 85¢ Shipping Charges



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¢

Focusing Screen Inserts:

Finegrain Groundglass	4.95 + 35¢
Fresnel Screen and Micro-Grid	5.40 + 35¢
Fresnel Screen and Split-Image	5.40 + 35¢

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¢



500mm F5.6 preset Orestegar

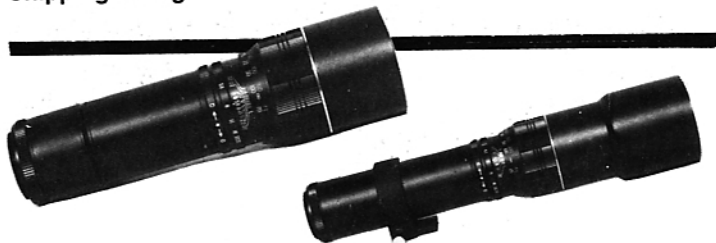
The all-new 500mm F5.6 preset Orestegar by Meyer Optik is fabulously sharp and incredibly fast for a super telephoto lens. Orestegar Lenses are a new optical development utilizing highly specialized rare-earth glass types, only recently developed for space exploration. The color correction guarantees 100 per cent color-true slides. The optical formula guarantees wire sharp details. A German optical achievement which was thought impossible even a year ago. And all this at an incredibly low Seymour Sale Price!

500mm F5.6 preset Meyer Optik Orestegar, now only \$199.50 + 3.85 Shipping

40" Pneumatic Release

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

40" Pneumatic Air Release, Stock No. 2027, \$3.95 plus 35¢ Shipping Charges.



Save 25% on 300mm and 400mm preset Exakta Telephoto Lenses!

Many customers prefer a preset Telephoto Lens. This is the first time you can buy these lenses at unbelievably low prices. These are true Coligon Lenses, first line, perfect, and brand new! Ultra sharp, beautifully designed, famous from Coast to Coast for their quality.

300mm F5.5 preset Coligon, Stock No. 1903, Special \$29.50. Shipping \$1.25. Case \$3.95. Custom Shade \$2.40.

400mm F6.3 preset Coligon, Stock No. 1904, Special \$36.95. Shipping \$1.45. Case \$4.95. Custom Shade \$2.65.



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. Gearing, 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 Tripod.

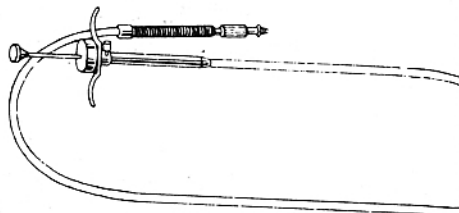
"Profile" Tripod, Stock No. 1896, \$29.50 + 1.95 Shipping Charges.



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¢.

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

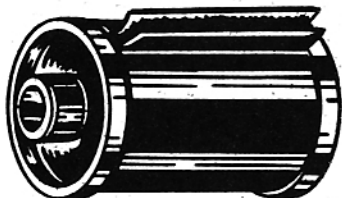
ATC/2 plus ATC/3 with Cases \$39.00. Shipping 1.25



35mm F2.8 Preset Terragon Wide Angle

A small supply of this well-known fast Wide Angle Lens became available. We bought the entire lot. Here is your chance to get a well corrected Wide Angle Lens at a very low price. But don't let the price influence your judgment: the lens is really good and worth much more. Limited Quantity.

35mm F2.8 preset Terragon Wide Angle Lens, Stock No. 1930, \$27.95, Case \$2.95, Shipping Charges 95¢.



Reloadable Cassettes.

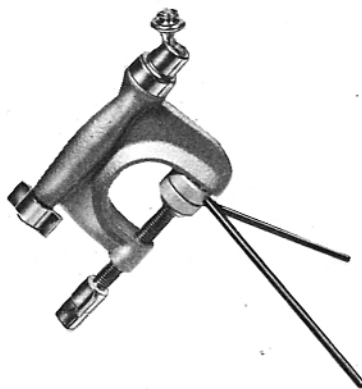
Now again available for immediate shipment, no waiting. These are the German reloadable cassettes with screw-top. One of the large Universities sent a small sample order and now orders them in thousand lots for all depart-

ments. They estimate that they have already saved nearly one hundred times the cost of the cassettes by loading their own film.

10 for \$3.50 + 25¢

25 for 6.95 + 35¢

100 for \$24.50 + 95¢



Combi-Pod

A very useful combination of Universal Clamp Pod and Table Tripod. Clamp Pod attaches to ANYTHING from a tree to a park bench to a car window. Two removable folding legs convert the clamp pod into a sturdy table tripod. Heavy duty universal swivel head (included) locks at any angle.

Seymour Priced \$5.95. Postage 35¢



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**



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!



29mm F2.8 Internally Automatic Orestegon

Owners of the Exakta RTL-1000 have been waiting, with varying degrees of patience, for internally automatic lenses. At long last we have the first of these lenses and, as expected, it is a great lens: the 29mm F2.8 internally automatic Orestegon Wide Angle. Optically and mechanically, the Orestegon matches the 50mm F1.8 internally automatic Oreston. The mounts are identical. There is the same push-button feature. And, most important of all, the new Wide Angle shows the same incredibly high correction as the Oreston F1.8 50mm lens.

In this Issue you will find an article on the Oreston. Read it. It will tell you a great deal about this new breed of lenses.

Primarily designed for use in the RTL-1000, the Orestegon can be used in all Exakta Models. Its front thread is a standard 49mm.

29mm F2.8 Internally Automatic Orestegon Wide Angle Lens, Stock No. 1917, \$89.50 + 1.35 Shipping Charges.



Glove-Soft Velvet-Lined Pouches for Lenses and Accessories

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.

Glove-Soft Velvet-Lined Pouches

Small, Stock No. 1863/02, \$2.95 plus 25¢

Medium, Stock No. 1863/04, \$3.45 plus 25¢

Large, Stock No. 1863/06, \$3.95 plus 25¢

New: Super Size for large telephoto lenses, etc.

Stock No. 1863/08, \$5.85 plus 35¢



Tiger Blitz

At last there is a small, self contained Strobe Unit, the Tiger Blitz Electronic Flash. Efficient, compact and entirely independent from electric house current: Two standard Penlite Batteries supply the Power!

Anybody can build expensive features into an expensive strobe unit. The trick is to equip an inexpensive unit with expensive features: Detachable Flash Cord, Neon Pilot Lamp, Open Flash Button (may be used as test flasher), Permanently embossed Exposure Index.

Now take a good look at the Performance Specifications:

True Guide Number of 56 for ASA 100.

Re-cycling Time: 5 Seconds.

Flash Duration: 1/1500 second

Number of Flashes: Penlite Batteries: 40 or more

Alkaline Batteries: about 200

Color Temperature: Daylight (5700°K)

Angle of Coverage: 65 Degrees

Dimensions: 1 1/4 x 3 1/4 x 2 1/4 inches.

Tiger Blitz Electronic Strobe Unit, with detachable Cord, Stock No. 1881, \$13.95 + 95¢ Shipping.

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



28mm F2.8 Externally Automatic Rexagon

An old favorite is back, but the importer had only a very small quantity. We bought them all and offer them on a first-come, first-served basis.

28mm F2.8 fully automatic Rexagon Wide Angle, Stock No. 2058, \$59.50 + 1.25 Shipping Charges.

SEYMOUR'S-EXAKTA, the World's Only Exclusive Exakta Dealer

Is this "Good-Bye"?

I don't have to tell you that Mailing Costs have been skyrocketing. Not so many years ago, the postage for 100,000 copies of the Exakta News was \$1,000.00. Today it is \$5,000.00 and going up. Not to mention the incredible increase in the prices of paper, printing and binding, and handling costs of the mailing procedure.

For the last twenty years we have been extremely generous with the distribution of The Exakta News. All we asked for was ownership of an Exakta. But let's face it: a business cannot survive by spending money unwisely.

There were two solutions open to us: Making a Subscription Charge, or eliminating from the Distribution List all people who had not sent us a single order in a year. Orders from our Customers are the only lifeline of our business: we have no other source of income.

We decided to continue to send the Exakta News to all customers who had sent in at least one order during the last 12 months but to drop all those who had not responded with a single order in a year. Give-and-take is fair but we cannot continue to give to those who only take. Please try to understand the reasons for our decision.

Please read the form (below), check off the appropriate box, and mail the form back to us. Your checkmark will look prettiest in the first box, but mail back the form, no matter where you place your checkmark.

Dear Mr. Seymour,

I understand the economics explained in your article about the free distribution of The Exakta News.

☐ Please continue to send me The Exakta News. I attach an order.

☐ Please continue to send me The Exakta News for at least one more issue. I did not send an order during the last 12 months because:

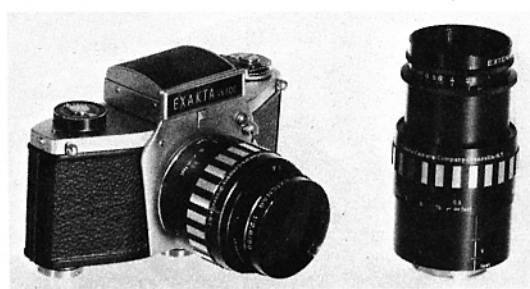
☐ Please discontinue sending The Exakta News. I do not intend to send an order because:

- ☐ I no longer own an Exakta
- ☐ I have enough accessories
- ☐ Other reasons:

Name: _____

Address: _____

City and State: _____ ZIP: _____



Macro Extenar

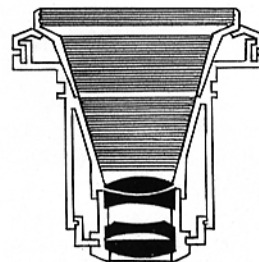
The Macro-Extenar is the most versatile Macro Lens. It focuses from Infinity all the way to a ratio of 1:1 (LIFE size!). Focal Length: 50mm. Maximum Aperture: F2.8 Minimum Aperture: F/22. All necessary data shown on lens barrel. Nothing left to chance!

Bonus Feature: The Lens Head is detachable and can be used in Bellows. Lens Head focuses from Infinity to 1/2 inch (!) in Proxette Bellows. Lens Head available separately. (Mount not available separately).

50mm F2.8 Macro Extenar

Complete Unit, Stock No. 1943, \$59.50 plus \$1.25 Shipping Charges.

Lens Head only, Stock No. 1944, \$39.50 plus 95¢ Shipping Charges.



180mm F2.8 preset

Schneider-Isco Telephoto Lens

Imagine a 180mm Telephoto Lens with the unusually fast speed of F2.8. Imagine a 180mm Telephoto Lens with unusually high resolving power and color correction. Imagine a 180mm Telephoto Lens whose beautiful ebony-and-chrome styling matches its superb optical performance. Imagine all that and you have the 180mm F2.8 Tele-Isaron by Schneider-Isco of West Germany.

180mm is the ideal focal length for sports, theater, candid-shots-from-a-distance, nature work, and much more. And when you have the light reserve of F2.8, you can get telephoto shots which were impossible to obtain with slower lenses.

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 Tele-Isaron by Schneider-Isco, Stock No. 1963. \$89.50 plus \$7.95 for the deluxe Case (mandatory) and \$1.45 Shipping.

Why I like the RTL Better

by Earl F. Seymour ("Mr. Exakta")

Nearly 18 months have passed since I first used the Exakta RTL during my picture-taking trip to Key West, Fla. During these 18 months I used the RTL on many occasions. The longer I use it, the better I like it. And that's not an easy confession for a man who has had a love affair with the "Classic" Exakta since 1937.

During these 35 years my skill increased, as the Exakta added feature after feature. And just when I thought that the Exakta had reached perfection, a brand new concept took over and a completely redesigned Exakta emerged.

My original skepticism evaporated after a single day of shooting. Here was a photographer's tool, so intelligently engineered and so perfect that it was obvious from the start that even the smallest detail was designed by engineers who were, above all, skilled photographers.

While they retained all the famous features of the "Classic" Exakta, they managed to endow the "New" Exakta with features which transformed the former excellent camera into a perfect one. Since the features are listed in this issue, I do not want to bore you by repeating them. Just let me say that the new metal shutter is the answer to a photographer's prayer. It is not only super accurate, it is absolutely even, over the entire picture area at any speed. (Next time you drop in, let me show you what I mean. I will let you pick out the most even exposures among all the enlargements and I will bet that you will pick out the RTL shots!)

And I will let you pick out the sharpest pictures and the ones with the greatest color fidelity. Again you will pick the RTL shots, infallibly. The newly developed internally automatic lenses are incredible. There just isn't any other word: Professionals simply refuse to believe that the 16x20 inch Enlargements were taken on anything smaller than a 4x5 camera, till I show them the actual original slides.

I still remember my old "Classic" Exakta with nostalgic fondness. But I have a new love affair.....

Earl Seymour.



Our Best "Pro Bag"

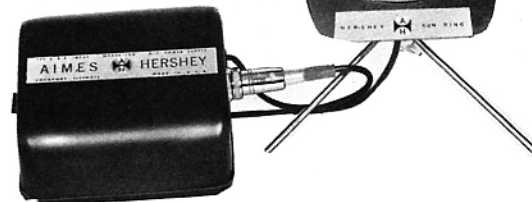
What's a Pro Bag? A Pro Bag is a gadget bag, made of solid thick leather with two straps which come together at the top to form a carrying handle. In addition, it has a heavy duty shoulder strap. You sling it over your shoulder or you carry it like a suitcase. That's a Pro Bag.

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 saddlemaking 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 nonslip 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 7" x 9".

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 plus \$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! "Status" Pro Bag, Stock No. 1815, \$39.95 plus \$2.35 Shipping

Electronic Ring Strobe for Shadowless Lighting

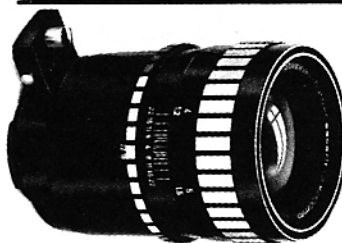


Hershey-Introl, the leading U.S. manufacturer of professional strobe units, now supplies a new professional Strobe "Ring" for shadowless "wrap-around" lighting. This type of light is indispensable for even (shadowless) lighting for a great number of close-up and semi-close-up shots.

The new "Sun Ring" attaches directly to the lens by means of a Series VII Filter Adapter. We supply it complete with the ultra powerful (50 Watt Second!) AC Power Supply. It recycles as fast as you can cock the shutter.

Order the Ring Strobe and you will receive everything needed. The Outfit consists of the Ring Light, the Series VII Adapter (state front diameter of lens, in mm), the AC Power Source, and the Camera Connecting Cord.

Hershey-Introl Ring Strobe, Complete Outfit, including AC Power Source, Series VII Lens Adapter (state diameter of lens in mm), and Camera Connecting Cord, Stock No. 1886, \$98.50 plus \$1.95 Shipping Charges.



100mm F3.5 fully automatic Steinheil Cassarit

A 100mm Lens is probably more useful than any other focal length. There is no substitute for a 100mm lens when it comes to portrait work. The image will nicely fill the frame, yet you do not lose rapport with your subject by having to back off too far (as would be the case with a 135mm lens). The 100mm lens eliminates over-size noses and distorted features (which you would get with a 50mm lens brought in too close).

And I have never been able to figure out why people do not select their focal lengths in logical "doubling" steps. The normal lens is 50mm. Double it with a 100mm lens. Double that with a 200mm lens, and end up with a 400mm lens (but if you want to go on doubling, we have an 800mm lens for you!). But doubling or no doubling, a 100mm lens is very useful in its own right.

The 100mm F3.5 Steinheil Auto Cassarit is fully automatic. It is elegantly styled in Ebony-and-Chrome. It is lightweight and very compact. All in all, true Steinheil Quality. Drop it in your gadget bag: you'll never know it's there until you come up against a shot where no other focal length will do.

The 100mm F3.5 Steinheil Auto-Cassarit fits ALL Exaktas. The front thread is a standard 49mm.

100mm F3.5 fully automatic Steinheil Auto-Cassarit, Stock No. 1910, complete with Original Steinheil Custom Screw-in Shade \$48.75 + 95¢ Shipping Charges. Velvet Lined Pouch \$2.95.



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 only 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

12⁵⁰
+75¢
Postage

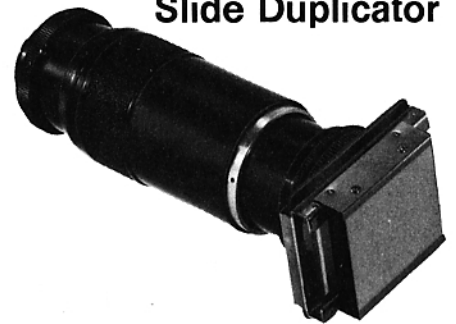


Reproslide Slide Duplicator

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

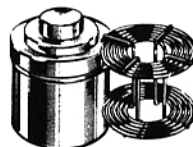
Did you know that there are very few exceptions to the rule that EVERY picture should be shot through a Polarizer? Without a Polarizer, glare obscures color. Roofs, roads, cars, leaves look whitish grey in direct sunlight because they reflect the bright sunlight as glare. A Polarizer cuts through the 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¢

Page 22

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¢

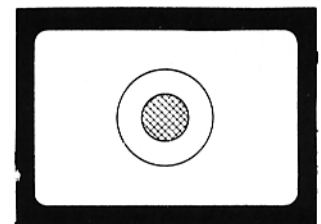
35mm Reel \$2.65 — 25¢

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¢



Lens and Camera not included

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

ORIGINAL PROXETTE EXAKTA BELLOWS

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

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

The construction of the Proxette Bellows keeps the lens permanently aligned, both laterally and relative to the lens axis. This means that the lens axis will always be exactly perpendicular to the film plane and that the lens axis will touch the film plane exactly at the intersection of the diagonals. This is extremely important

for close-up work where the slightest deviation would produce photographs which are sharp in one corner but blurred in the other three corners. Permanent alignment is achieved by the use of two chrome plated smooth suspension rods.

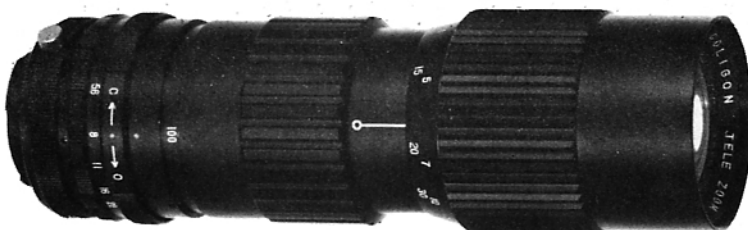
Once in focus, the Proxette provides a positive lock which does NOT slide into the next "notch" because there are no notches! It prevents the lens from gradually dropping to a lower position when the unit is pointed down. Once locked, the focus STAYS locked.

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

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

Original Exakta Proxette Bellows \$29.95 + \$1.45 Shipping
Charges plus Sales Tax where applicable. Stock No. 1936.

100mm to 200mm F5.6 preset Coligon Zoom Lens



In a quandary what focal length telephoto to get? A 100mm lens would be nice to have. Perhaps you should settle for a 135mm lens? But a 180mm would be useful, too. Or, perhaps, you should go as far as 200mm?

Stop worrying and buy them all. All? Yes, all. And all the focal lengths in between. A 120mm, and a 150mm, and a 165mm, and a 190mm. All in ONE SINGLE LENS, the new Coligon Zoom. Convenient, light in weight, sharp, and so inexpensive.

100mm to 200mm F5.6 Coligon Zoom Lens, Stock No. 1916, \$69.50.
Custom Shade \$3.95. Case \$4.95. Shipping \$1.25.



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.

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.

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

Order your Schneider-Kreuznach Lenses with the following accessories:

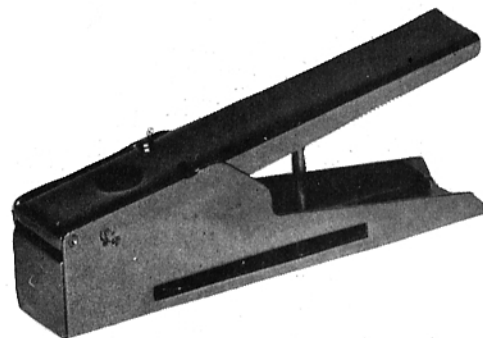
Glove-Soft Velvet-Lined Drawstring Pouch	2.95
49mm Series VII Filter Adapter	3.95
Series VII Shade, to match above Adapter	3.95
Custom Screw-in Filters, 49mm, each	4.95
Custom Rotating Polarizer, 49mm Screw-in	9.95
49mm Screw-in Lens Shade	3.95

New Focusing Insert

**Developed and offered exclusively
by Seymour's-Exakta**

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.



Slide Punch ("Notcher")

Why do slides have to be "notched?"

When we introduced the new Slide Punch, we thought everybody knew what it was for. Not so. While nobody actually asked for a recipe for the punch, we did get many letters asking how and why.

WHY: Cardboard mounted slides have four identical edges and two identical sides. Did you know that there are eight (yes, eight!) ways to put a slide into a projector, a magazine, or a viewer? Obviously, only one of the 8 positions is correct. Slides can be upside down, on their sides, reversed (so that COCA COLA signs read ALOC ACOC in mirror writing) or reversed AND upside down, or reversed AND on their sides, etc.

There is only one way to prevent this embarrassing interruption of slide shows: Punch a notch into the cardboard which tells you visually (when it's light) and by touch (when it's dark) which way the slide "goes." When you place the slides into a magazine, the lined-up notches immediately signal any slide whose notch does not line up with the rest of them. The punch gadget is designed to put all the notches in exactly the same spot on all slides.

HOW: You drop the slide into the punch and press. Your slide comes out with a visible and "feelable" notch.

Once your slides are notched, it is impossible to insert them in any of the seven wrong ways. Without guesswork, without time-consuming trial and error, all your slides are quickly lined up correctly. No more "Oops! Sorry!" when you project your slides, no more embarrassment, no more mood-killing interruptions.

Slide Punch, Stock No. 1833 \$2.95 + 35¢ Shipping



SunBlitz IIIa

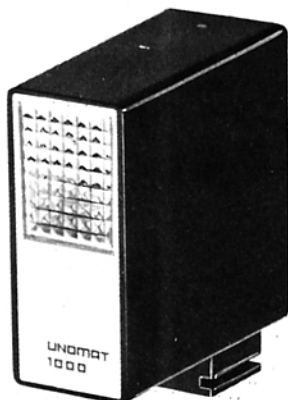
The new SunBlitz IIIa is a newly developed Electronic Strobe Unit. Amazingly small and light, it boasts an honest Guide Number of 75 for ASA 64 Film. Wide Coverage. Its Color Temperature exactly matches Daylight: use it with daylight film, without filter, indoors and outdoors.

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

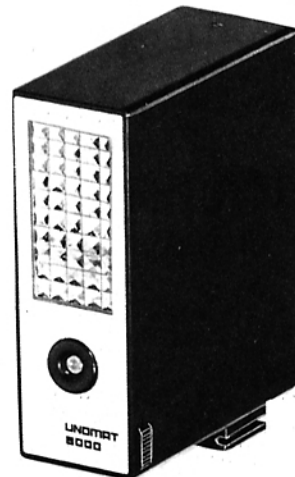
The value of a Swiss watch is inversely proportional to its size. The same seems to be true of a strobe flash. The well-known German Unomat Strobe has just been reduced to an unbelievably small size. The former model, considered irreducible in size, was the size of a pack of cigarettes. The new 1971 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.

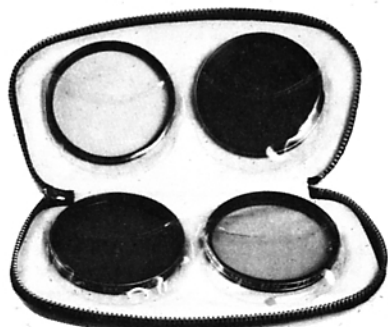
Fires Without Hookup.

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



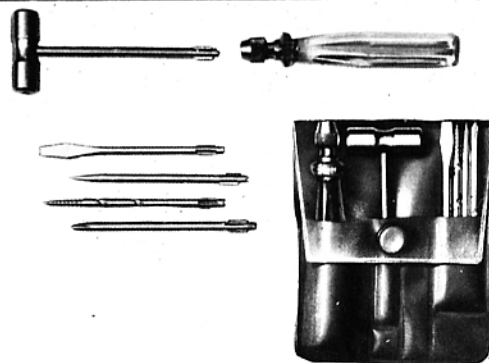
Micro-Print

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

4⁹⁵
+ 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.

Last - Minute Specials, New Items, Price Reductions

New Model 300mm Automatic Lens

The 300mm Fully Automatic Rokunar has been redesigned. Now half a stop faster (F/5 rather than F/5.6). Now with built-in Retractable Shade. This superb telephoto lens now comes with new convenience features. New Model is available immediately.

New Model 300mm F/5 Fully Automatic Rokunar Telephoto Lens for Exakta, Stock No. 1986, \$89.50 plus \$6.50 for the Case and \$1.45 Shipping.

Save 50%

Save 50%, a whopping \$48.00, by buying the discontinued model and case, while they last. This is a terrific price reduction. Rush your order.

Discontinued model 300mm F5.6 Fully Automatic Rokunar Telephoto Lens, Stock No. 1999, \$44.74 plus \$3.45 for the Case and \$1.45 Shipping Charges.

Please order promptly. We have only about 150 of the discontinued lenses.

Double Duty Focal Extenders (Tele Converters)

Owners of RTL-1000 Exaktas will be happy to learn that Seymour's-Exakta has developed an entirely new Automatic 2x Tele Converter. It combines the External Automatic with an Internal Automatic. This means: these new Tele Converters can be used in the Exakta RTL-1000 with internally automatic lenses AND with externally automatic lenses. They can be used in the "classic" Exakta (all older models). If you now have an older model and are considering trading it for an RTL-1000, this Tele Converter will serve you now on your old Exakta and later, equally well, on your new one!

The optical formula is of highest correction, better than anything previously available. Even the most highly corrected RTL Lenses will not lose their sharpness. A worthwhile investment in telephoto work.

Double Duty Focal Extender, 2x, with External and Internal Automatic, Stock No. 1952, \$29.50 plus \$1.95 for the Case and 95c Shipping Charges.

40mm F2.8 Macro Kilar Model D.

In an amazingly short time we sold out the 40mm F2.8 Macro Kilar Model E. We still receive orders for this lens, even though we haven't advertised it for nearly a year. They are all gone, of course.

Seymour's-Exakta wouldn't be Seymour's-Exakta if we did not try to find what our customers want, impossible as it may seem. Once more we were successful, even more successful than we had hoped for:

We now have a small quantity of 40mm F2.8 Macro Kilar Lenses, Model D. Yes, Model D! The Model D has twice the range of the Model E: It focuses from infinity to 2 inches!

Seymour's-Exakta wouldn't be Seymour's-Exakta if we were to charge you a high price, just because the lens is in great demand but virtually unobtainable. Despite "supply-and-demand" temptations, we offer you the lens at an unbelievable low price. But remember: First come, first served!

40mm F2.8 Macro Kilar, Model D, Stock No. 1985, while they last, \$98.50 and \$1.25 Shipping Charges. Velvet-lined Pouch \$2.25.

200mm F4.5 Orestegor

The line of the new fabulous German ultra ultra sharp lenses with multiple coating is being extended. Seymour's-Exakta scores again by being first in offering the new 200mm Orestegor for immediate delivery.

The 200 Orestegor is in the same league as the 50mm Oreston, the 29mm Orestegon Wide Angle, and the 300mm and 500mm Orestegor Telephoto Lenses. Without reservation we classify these lenses as the sharpest lenses ever made - anywhere!

The new 200mm Orestegor is a true member of this First Family of Lenses, 'nuff said.

200mm F4.5 preset Orestegor Telephoto Lens, Stock No. 1982, \$98.50 + \$1.65 Shipping

Seymour's-Exakta Offers

Three Additional 35mm Lenses.

35mm is still the preferred focal length for wide angle lenses. Most photographers choose them because they offer a considerable wider angle than the normal 50mm lens (65 degrees as against 45 degrees) without producing the typical Wide Angle Effect (which has its place but gives the picture an unnatural look). In addition to the 35mm lenses shown in this issue, we can offer you the following last-minute additions:

35mm F2.8 Fully Automatic Schneider-Iso Westromat Wide Angle Lens, Stock No. 1980, \$59.50 + 1.25 Shipping Charges. Velvet-lined Pouch \$2.95

35mm F2.8 Fully Automatic Jena Flektogon, Stock No. 2026, \$67.50 + 1.25 Shipping Charges. Velvet-lined Pouch \$2.95. (This is NOT the so-called "Macro"-Flektogon).

35mm F2.8 Jena Flektogon with Standard Diaphragm (not automatic) Stock No. 1935, \$49.50 + 95c Shipping Charges. Velvet lined Pouch \$2.95.

SPECIAL BONUS BUY for Owners of RTL Exaktas.

You must be aware that the Hooded Reflex Finder doubles the versatility of your camera. Perhaps we should say that you are actually wasting half the versatility of your Exakta if you do not use the Hooded Finder in addition to the eyelevel finder. The Hooded Reflex Finder is indispensable for Copy Work, Close-ups, High and Low Angle Shots. It also comes in handy for candid work, because looking down into your camera is less conspicuous than bringing it up to your eyes. Believe me, there's a reason for having an Interchangeable Finder System!

As part of our Crusade to restore the Hooded Finder to its rightful place on the list of indispensable accessories, we offer it to all RTL Owners at a Special Convincer Price. The regular Seymour price for the Hooded Reflex Finder for the RTL, as shown on Page 5, is \$23.95 + 95c Shipping Charges.

Hooded Reflex Finder for Exakta RTL, with Combination Fresnel Viewing Screen and MicroGrid, Stock No. 2003-S, Special Convincer Price \$12.50 + 95c Shipping Charges

BONUS DEAL: Buy \$20 of merchandise, add the 2003-S for only \$8.95. When we want to convince you, we want to CONVINCE you!

"Pieces of Eight"

The New 8mm Movie Enlarger.

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

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

This new movie frame enlarger can be used with Super Eight, Single or Standard 8mm Film. It fits directly into your Exakta (any model) and produces a perfect 35mm still picture. Slides come out ready for projection. Negatives are ready for further enlargement, either black-and-white, or full color.

"Pieces of Eight" 8mm Movie to 35mm Still Enlarger, Stock No. 2025, \$37.50 + 1.45 Shipping Charges. Protective Case included.

Plus Twenty (+20) Tiger Macro Lens.

In 1962 the limit for Close-up (Macro) Lenses was +3. Lenses of higher power could not be produced. Gradually, new optical developments made it possible to increase the magnification. 1965 saw +5 and even +6 lenses. A great breakthrough came in 1969 with the famous "Plus Ten" Close-Up Lens, by now a staple item in Seymour's inventory. Many experts considered it the absolute limit. Now look what's happening!

The "Plus Twenty" Tiger Macro Lens attaches to your standard mm Exakta Lens. The 49mm Model screws directly into the Pancolar, Oreston, etc; the Series VII Model requires a Filter Adapter.

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

What does the "Plus Twenty" do that others don't or can't do? It gives you a life size image! 1:1 ratio on the film! Never before was it possible to obtain a "same size" image without tubes, bellows, or special lenses. Optical science has now reached the theoretical limit: a life size reproduction with a 50mm lens, with a single macro lens attached!

"Plus Twenty" Tiger Macro Lens

49mm, Stock No. 2023/49, \$9.65 + 30c Shipping Ser. VII, Stock No. 2023/07, \$9.65 + 30c Shipping (Ser. VII Adapter, state mm size, \$4.50 + 25c)

"Tiger Paw" Unipods.

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

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

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

"Tiger Paw" Deluxe 4-Section Unipod, fine finish, wrist strap, continuously variable height from 19 inches to 5 feet. Nylon Bumper to protect delicate floors; disappearing spike for outdoor use. Non-slip camera platform. Fluted 2-inch Finger Control.

"Tiger Paw" 3-section Unipod, an excellent economy model without fancy frills. Wrist Strap. Minimum Height 24 inches. Maximum Height 5 feet.

Tiger Paw Deluxe 4-Section Unipod, Stock No. 2024-4, \$12.95 plus 95c Shipping Charges.

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

Anatomic Pistol Grip

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

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

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

TIGER JAW

Elevator Clamp with Panhead

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

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

Tiger Jaw Elevator Clamp with Panhead, Stock No. 2028, a Great Buy at only \$8.95 + 95c Shipping Charges.

"Old" Items Once More Available.

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

40" Pneumatic Air Release, Stock No. 2027, \$3.95 + 35c Shipping Charges.

Order Gifts with Confidence

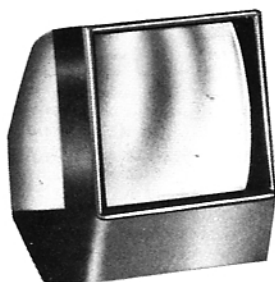
To make Gift Giving Easier,
any item in this folder
may be returned
for full refund until

Jan. 15, 1973



Modernize Your Exakta with a Fully Automatic Lens.

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



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.



Preset Coligon Lenses

135mm F3.5 preset Coligon.....	\$19.95 + 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

Bonus Buy: Custom Screw-in Lens Shades for Coligons.

Custom Shade for	Bought Separately	Bought w/Lens
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

Depth-of-Field Book

If you don't have a copy of Binno Garasu's "Depth-of-Field Book," there is a serious gap in your technical library! The author explains Depth of Field in easy-to-understand, every-day language. You don't have to be an M.I.T. Graduate to understand it! The special "Hints" for the camera bug are worth more than the price of the entire book. Which of two lenses should you choose if you want greater depth? When is great Depth of Field undesirable? (and what to do about it). Many more questions are asked — and answered. The book has complete Depth-of-Field Tables for lenses from Extreme Wide Angle to Extreme Telephoto. The new Edition is illustrated and features a "Depth-of-Field Analysis" of different types of photographs.
The Depth of Field Book, by Binno Garasu, only 95¢ + 15¢ Shipping Charges.

Special Inserts Again Available

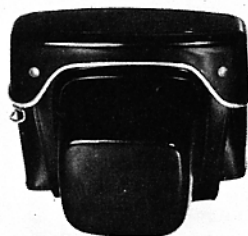
After a long absence these helpful (so-called "Scientific") Focusing and Viewing Inserts are again available:

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¢

Giant Release Button



Convenient, fumble-free Soft Release. Eliminates Camera Shake. Now you can trip the shutter even with mittens! Precisely machined. All Metal.
Giant Release Button \$1.25 + 15¢.



Exakta Camera Cases

Detachable Front, Metal Trim
Case for RTL-1000,
Stock No. 2019 \$12.95 + 95¢
Case for "Classic" Exakta,
Stock No. 2059 \$12.95 + 95¢

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.

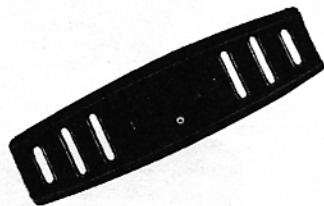
We'll do the rest.



German Precision Screwdriver Set.

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¢



German Shoulder Pad.

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¢



Swivel Brush.

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¢



Roller Squeegee.

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

Roller Squeegee \$1.25 + 25¢



Braided Leather Neckstrap

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

Braided Neckstrap \$2.85 + 15¢

Vinyl Cable Release

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

Vinyl Cable \$2.95 + 25¢

"Shortie" Cable Release

Six inches long. Cloth Covered.

Six-Inch Cable, Pak of four

\$1.95 + 15¢



Accessory Shoe for BOT- TOM of Camera.

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

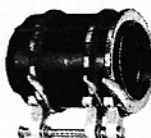
\$1.85 + 15¢

Accessory Shoe for Permanent Mounting.

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¢

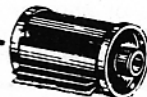


Automatic Extension Tubes for Exakta.

Set consists of 3 self-contained tubes. All three have the male and the female Exakta Bayonet. Each tube can be used independently by itself or in any combination. Rods couple to automatic lens and shutter release of camera and your automatic lenses remain automatic for close-up work.

Automatic Extension Tube

Set for Exakta \$19.95 + 65¢



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.

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

Flat Camera Brush \$1.85 + 15¢



DeLuxe Model Twin

Cable Release Assembly.

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

\$12.95 + 35¢



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¢



Hot Accessory Shoe

Conversion Assembly.

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¢



PCTwin Outlet Converter.

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¢

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)

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¢

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¢



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¢



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¢



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¢

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¢

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¢

New Double Bayonet Mount

If your camera has the old single bayonet mount, you can now obtain the new original double bayonet mount (as supplied on the Exakta VXIIa). Remove the old one by loosening four screws and attach the new one. Takes a minute. \$7.50 postpaid.



Flexible Rubber Shade

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

The Shades come in Custom Sizes (no adapters needed). The Stock Number is 1812, followed by the mm size you want. Example: For a 49mm Flexible Shade, use Order Number 1812-49. They are available in these sizes: 46mm, 48mm, 49mm, 52mm, 54mm, 55mm, 58mm.

Flexible Rubber Shades

Stock No. 1812 (give mm size), \$3.95 plus 35¢
Any three \$9.95 plus 65¢. Any six \$17.95 plus 95¢

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.

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.

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.

Our Guarantee and Money-Back Policy.

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

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

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

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

GUARANTEE REPAIRS.

Equipment brought in during the Guarantee Period, and picked up at our store, will be repaired and adjusted free of charge. If customer requests return shipment, a Shipping Charge of \$2.00 must be made.

READ YOUR INSTRUCTIONS!

If you suspect a malfunction, first check your instruction book. If you cannot find a solution to your problem, write us. Send equipment ONLY IF WE TELL YOU. Chances are, we can tell you what you are doing wrong. IMPORTANT: If you send us equipment for "repair" under warranty and we find that there is nothing wrong, we must make a Service Charge of \$5.00 (Plus Return Shipping) except in cases where we authorized you to send us the equipment for inspection.

RESPONSIBILITY for Customers' Color Slides, Negatives, Original Prints, etc.

Responsibility will not be accepted for any loss or damage however caused. Your originals are accepted for color work on the basis that their value is the retail cost of the material. Our liability is limited to replacement, or re-imbursement of the retail cost, of the unexposed material.

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

Minimum Mail Order \$5.00

SAFARI

Foam Fitted Attache Case



An entirely new and BETTER Foam Fitted Attache Case. 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.

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

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.

SAFARI Foam Fitted Attache Case, 17 x 12 x 4 Inches, Stock No. 1854, previous low Seymour Price \$19.65, now on Special Sale at \$14.50 + 1.65 Shipping Charges.

Close-Out.

Save 50%

on Discontinued Model

of Powerful Telephoto Lens!

One of our most powerful Telephoto Lenses has been redesigned and is now supplied in a new model. The remaining lenses of the previous model are being sold, as long as they last, at a whopping 50% Discount!

The 500mm F/8 preset Ultra Coligon is being replaced by the 500mm F7.8 Tiger Ultra Coligon. There has been no price increase on the new model. If you want the new model, order it at no increase in price at \$138.50 plus 14.50 for the Case and \$3.95 Shipping Charges.

But if you want to save an incredible \$70.00, buy the former model. Seventy Dollars in your pocket for a quarter of an F-Stop! But please order promptly! There are not too many left.

500mm F/8 preset Ultra Coligon Telephoto Lens Stock No. 1905, Special Sale Price \$69.25. Case, Sale Price \$6.95. Screw-in Shade, optional, but recommended, reg. \$10.95, Sale Price \$4.25. Shipping Charges \$3.95.

Mr.
1126 S. Rene Dr.
Santa Ana, Ca 92704

SEYMOUR'S-EXAKTA
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