

EXAKTA

EQUIPMENT

INFORMATION

SERVICE

Published by SEYMOUR'S- EXAKTA • 350 West 31 Street • New York, N.Y. 10001

**Do not confuse E.E.I.S.  
with the Exakta News.**

The Exakta News is free and is sent to nearly 100,000 Exakta Owners. E.E.I.S. ("Exakta Equipment Information Service") is available only to Subscribers and is mailed to a SMALL List. For Details, please refer to Page 3.



## EEIS READERS Get Big Price Break on latest EXAKTA TWIN TL

For EEIS Readers it's Inflation-in-Reverse! EEIS Readers may order our Number One Bestseller, the very latest Exakta Twin TL at a special EEIS Price! This special price is in effect only on orders which are sent in **immediately**. Obviously, we cannot hold or guarantee this price for future orders. We don't have to tell you that the Factory has **increased** prices by 24 per cent. Why, then, do we offer you the camera at a **reduced**, rather than an **increased** price? Because we want to show you once more how we take care of our special friends (and we consider every EEIS Reader a special friend, if we may.)

Please remember that this price is for immediate acceptance only and that it is not retroactive.

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

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

The basic Twin TL Mount is a miracle of engineering. It has the **widest** unobstructed opening of **any** 35mm camera. This means that you can use lenses which would vignette (cut off corners) in any other camera and it means that the Lens Adapters (for

Pentax Lenses, etc.) fit **inside** the camera lens mount, permitting a FULL Focusing Range of all lenses, including "adapted" Lenses and Old-Style Exakta Lenses.

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

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

"What the film sees is what the meter gets"

A push-button switch puts the meter into the circuit and, at the same time, causes your lens to respond to the Light Meter. You can switch it at will but there is a great design idea: A split second after you trip the shutter the meter automatically shuts off (making your battery last three times as long as in other cameras) and puts the lens back into the fully automatic mode. You can take subsequent shots at the previous meter reading which remains "locked" into the



lens: Your lens will close down to the same F/Stop as before if the light has not changed. If the light has changed or if you want to take a new reading, just push the switch down and the automatic process will simply repeat itself.

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

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

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

I kept the **best** for the **last**: your EEIS Price. Let me say, first, that our regular selling prices were already extremely low if you look around and see what other cameras (with half the features of the Exakta!) are selling for. But, as I said, EEIS Readers expect special breaks, over and above the breaks everybody gets from Seymour's, right? Right!

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

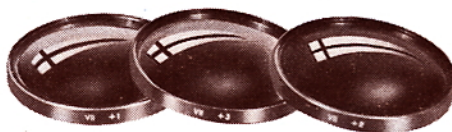
**Exakta Twin TL with F1.4 Internally Automatic Ultra Fast Lens, complete with Case, Stock No.2072, regular low Seymour Price \$219.50. Now, for EEIS Readers, \$189.35 plus \$2.45 Shipping Charges.**

**Exakta Twin TL without Lens, complete with Case, Stock No.2074, regular low Seymour Price \$144.50. Now, for EEIS Readers, \$119.50 + 2.45 Shipping Charges.**

#### ADAPTERS FOR OTHER LENSES:

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

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



## Combination Close-Up Lenses

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

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

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

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

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

## Steinheil Macro Lenses

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

## Having Trouble

### Focusing?



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

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

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

For years we tried to solve the problem. Hours and hours were spent with Eye Experts. At last, success! We can now supply corrective eyepieces which are a combination of **your own prescription** and the **additional correction** which is necessary to make them "work", to make the image in the finder wire sharp for your own individual eyesight.

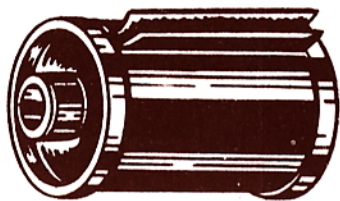
To order, you must give us the model of the camera on which you want to use it. We also need: either your optometrist's prescription or a lens from an old pair of glasses. If your two eyes take different prescriptions, make sure to give us the one which matches the eye you prefer to use for focusing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

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

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

**Combination Price:**

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



## Reloadable Cassettes

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

**Reloadable Cassettes, Stock No.1954**

**10 for \$3.95 + 25c**

**25 for \$7.45 + 45c**

**100for \$29.50 + 95c**

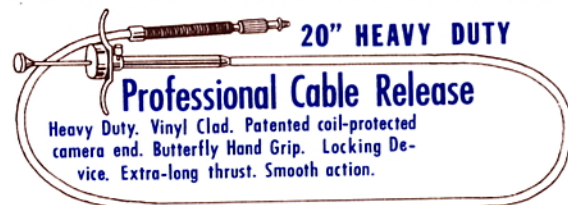


## Bouncelight Swivel Joint

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

**Bouncelight Swivel Joint**

**Stock No.1875, only \$3.95 + 35c Shipping.**



**20" HEAVY DUTY**

## Professional Cable Release

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

## 20-Inch Vinyl Cable

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

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



# If you are not an EEIS Subscriber, you should become one. There are Advantages!

Complimentary Sample Issues of EEIS are being mailed periodically to small numbers of names, selected at random from our Customer List. Eventually, everybody on our Customer List should have received one issue. Inevitably, some people may not receive a sample copy at all, while others may receive more than one.

If you are not now a subscriber to EEIS, read how EEIS differs from The Exakta News. If the advantages of EEIS appeal to you, send your subscription. EEIS brings you vital Exakta Information.

There are two ways to subscribe: You either pay nothing for the subscription or you pay now and receive full credit towards purchases. Either way, it will not cost you one red cent. It is all explained in the "Introduction" which we are here reprinting:

## INTRODUCTION

Exakta Equipment Information Service ("EEIS" for short) is a new Seymour Publication, quite different from Seymour's EXAKTA NEWS. EEIS is written for a relatively small group of Exakta Fans. It is available by subscription only. Details how to subscribe and how to get your subscription free are explained in this issue.

### How does EEIS differ from Exakta News?

Seymour's Exakta News is a publication written for a large number of people. Our Distribution List contains about 100,000 (One Hundred Thousand) Names, give or take a few thousand. It takes a long time to get out such a large publication. Copy must be written, photographs taken, layouts made. Type must be set, a large run must be printed and bound, addressed and mailed. All this takes a long time. It may amaze you that, on the average, three months elapse from the day we start preparing a new issue of The Exakta News to the day your mailman delivers it to you. Three months is a long time! It makes such a large publication rather inflexible and we had to find a way of getting "Instant Information" to a small interested group of Exakta Fans. EEIS was the answer.

### "Instant Information"

Many new items miss the deadline of each issue of The Exakta News. They will appear in EEIS almost as soon as they are available. There can be no last-minute changes in The Exakta News but updated information will appear immediately in EEIS. Late developments will be announced in EEIS. In fact, anything which depends on fast customer notification will appear in EEIS. Think of EEIS as Instant Supplement to The Exakta News.

### New Items.

New Exakta Accessories, New Models, New Lenses, etc. are being developed all the time. Information about such new items usually does not reach the consumer for months. If a new item misses an issue of The Exakta News (even by a day) you will not hear about this new item till you get the next issue. As a reader of EEIS you can count on "Instant Information" about new items. You will actually be using new items before the general public will know that they exist!

### Advance Information ON SALES.

As a Seymour Customer you know that we always run Sales on selected items. These Sales are announced in The Exakta News. As a reader of EEIS you may have as much as four months advance information about such Sales. You will have first choice on these money-saving offers, long before they have been picked-over or even sold out!

### EEIS Readers Get First Choice

No matter what it is, you cannot buy it unless you know about it. EEIS Readers will know about it. You cannot take advantage of a Sale if you are not told about it. EEIS Readers will be told about it! As an EEIS Reader you are never, never under any obligation to buy anything. But if you want to buy it, you get first choice!

### Small Circulation

The Exakta News goes to such a large number of people that we can show only those items of which we have a large quantity. Imagine what would happen if we received a thousand orders for an item of which we have, say, fifty pieces!

EEIS, on the other hand, will contain information on small special purchases, limited-supply items, close-outs of small remaining stocks, details about equipment which we consider to be of interest to a limited number of people, and, from time to time, a list of scarce used items which, until now, could be sold only in our showroom.

### Close-Outs.

There can be several reasons for marking down or closing out an item: The last few pieces of an item which we cannot re-order; the remainder of a discontinued item; a superseded model; etc. Close-Outs are sold as long as they last, on a first-come, first-served basis. EEIS Readers receive immediate information on all Close-Outs which are offered at great savings.

### Save up to 50% on "Specials"

A "Special" may be a special purchase from a distributor who needed cash. It may be a specially selected item, marked down for any number of reasons. Whatever the reason, "Specials" will appear immediately in the very next issue of EEIS.

### "Limited Supply" Items.

If we have only a small supply of an item, we cannot advertise it to the general public. We might receive ten times as many orders as we can fill. But an announcement in EEIS will be safe: EEIS goes only to a small list!

### Used Equipment.

Customers who have been on the Distribution List of The Exakta News for more than fifteen years will remember that we used to publish lists of used Exakta Equipment. As the circulation of The Exakta News grew, we had to discontinue these lists because we usually received more orders for the listed items than we could fill. Now EEIS makes it again possible to publish lists of good used equipment, since EEIS goes only to a small list of subscribers!

### EEIS Specials.

There will be EEIS Specials, i.e. price reductions on selected items which will change from issue to issue. They will be available to EEIS Readers ONLY.

### BY SUBSCRIPTION ONLY.

EEIS is available By Subscription Only. Obviously, if we were to print 100,000 copies and mail them out, indiscriminately, to all customers on our list, we would defeat the purpose of this limited-circulation News-Letter. The success of EEIS depends on limiting the number of subscribers!

While we have to make a subscription charge, it will actually cost you nothing (unless you just want to read it for the information it contains and never send an order. It goes without saying that you are under no obligation to buy anything, now or ever!)

The Subscription Price is \$5 a year. But this amount will be credited in full towards your orders with **No Time Limit**: You may send an order now or at any time in the future. You may even "split" your orders. It works like this:

If you do not want to order any merchandise right now, just send \$5 and you will become an EEIS Subscriber. Your subscription price gives you a **Credit** of \$5.00 which you may apply to future orders as follows:

On orders for \$20 or more, you deduct the full credit in one fell swoop.

On orders between \$10.00 and \$19.99, you deduct \$2.50 and you will still have a credit of \$2.50 which you may apply anytime in the future on orders for \$10 or more.

**If you want to send an order for \$20 or more right now, just pay for the order, request your Subscription to EEIS but do not pay for the subscription.**

If you want to send an order between \$10.00 and \$19.99, pay for the order, add \$2.50 for the Subscription and receive a credit, to be used anytime on orders for \$10.

**In either case (with or without an order) you get the benefit of EEIS immediately. And either way, it will cost you nothing: If you send an order as explained above, you do not pay for the subscription. If you pay for the subscription, you get a good-at-anytime Credit for the full amount of the subscription price which you have paid.**

We honestly believe that this system will achieve our aim of limiting the circulation of EEIS to bona fide sincere customers and that the system will benefit the small group of true Exakta Fans for whom EEIS is being published by Seymour's, the Exakta People!





24mm F2.8 genuine Rokunar

## 24mm F2.8 Fully Automatic Rokunar

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

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

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

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

## Combolite Focusing Screen

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

It has:

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

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

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

### E.E.I.S. BONUS SPECIAL:

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



## 135mm F2.8 Preset Coligon

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

This new Coligon Lens embodies the very latest improvements in lens design and manufacture. It uses the very latest type of lens coating. Superb sharpness and full color saturation, even when you shoot against the light. The lens fits **all** Exakta Models.

Your money back within 15 days if you do not find the lens **at least equal** to ANY 135mm lens you have **EVER** used, regardless how much you paid for that other lens! **135mm F2.8 preset Coligon® Telephoto Lens, Stock No.1901, Seymour Special, only \$29.95 + 2.45 for the Pouch + 1.35 Shp.**

## SunBlitz

### 3000

**New Dual Model:**  
Use it Indoors  
from AC Outlets.  
Use it Outdoors  
with Batteries.



The SunBlitz 3000 is a newly developed Electronic Strobe Unit. Amazingly small and light, it boasts an honest Guide Number of 75 for ASA 64 Film. Its Color Temperature exactly matches Daylight: use it with Daylight Film, without any filter correction, both indoors and outdoors!

The SunBlitz 3000 uses inexpensive standard batteries which are available anywhere in the world. It is very rugged. No need to baby it. It will last and last. It is **hand wired** for dependable operation. It fits all standard Accessory Shoes and Brackets. **SunBlitz 3000 Strobe Flash, low low priced, Stock No.1809, only \$19.50 + 1.35 Shipping. Batteries (2 required): Dry Cells, 2 for 49c Alkaline, 2 for \$1.39**



## 35mm F2.8 Fully Automatic Schneider - Isco Wide Angle Lenses

The new 35mm F2.8 Fully Automatic Schneider-Isco Wide Angle Lenses give you the very useful (and most popular) coverage of 65 Degrees. Sharp detail is very important in a Wide Angle Lens. These excellent West German Lenses give you **all** the detail you want. And Schneider-Isco Wide Angle Lenses are justly famous for distortion-free rendition and full sharpness from corner to corner. At our prices, they are real Bargains in today's market!

**35mm F2.8 Fully Automatic Schneider-Isco Westron Wide Angle Lens, in Metal Mount, Stock No.1980/M, \$59.50 + 1.35 Shipping.**

**35mm F2.8 Fully Automatic Schneider-Isco Westromat Wide Angle Lens. This is the same lens as the above Westron, but in unbreakable (and un-dent-able) N/KS Mount, Stock No.1980/N, \$69.50 + 1.35 Shipping.**

## 300mm F/4 Jena Sonnar

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

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

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

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





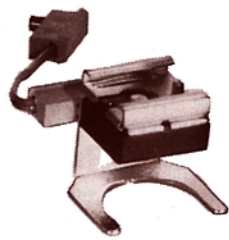
29mm F2.8 Internally Automatic Orestegon.

## Attention Owners of RTL-1000!

### 29mm F2.8 Internally Automatic Orestegon

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

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



### Original German Combination Accessory Shoe for Exakta RTL-1000

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

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



New Model

135mm F2.8 Automatic Rokunar.

### 135mm F2.8 Automatic Rokunar®

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

The lens may be ordered for the Classic Exakta, for the Exakta RTL-1000, or for the Exakta Twin TL. At the time this issue goes to press, we have a good supply of all three models. You can count on prompt shipment.

**New Model 135mm F2.8 Fully Automatic genuine Rokunar,**

**for Classic Exakta, Stock No.2105/CLA, \$89.50 + 5.95 for the Case and 1.35 Shipping**

**for Exakta RTL-1000, Stock No.2105/RTL, \$94.50 + 5.95 for the Case and 1.35 Shipping**

**for Exakta Twin TL, Stock No.2105/TW, \$99.50 + 5.95 for the Case and 1.35 Shipping**

## SALE!!!



### Genuine ROWI German Copy Stand

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

Picture  
not yet available.  
Sorry.

New Rokunar® Internally Automatic  
2X Tele Converter

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

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

The Focusing Scale of your Lens remains **unaffected** and the minimum focusing distance remains the same as without the Extender. This means that your 50mm Oreston becomes a 100mm lens **but it still focuses down to 9 inches!**

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

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

### Close-Out: Roller Squeegee

We are closing out the small remaining stock of genuine German Roller Squeegees for our Darkroom Aficionados. These beautifully made instruments sell currently for \$4.95 to \$5.95 and higher. We want to dispose of the remainder and offer them on a first-come basis. While they last, you may order as many as you want. **Genuine German Roller Squeegee, Stock No.1802, now \$2 each + 45c Shipping**





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

We have great news for all of you who want to experience the dramatic impact of Three-Dimensional Stereo Pictures. For the first time ever, we bring you a truly **universal** Stereo System. It can be used with ALL Lenses, even Telephoto Lenses up to 300mm (Wide Angle Lenses are not suitable for Stereo Photography.) It can be used at ANY DISTANCE, even at ultra-close-up range!

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

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

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

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

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

As we said, no spacing, no special mounting. The 3-D Illuminated Slide Viewer takes the slides in their regular Cardboard Mounts. Both halves are on the **same** slide! For Color Prints just order the regular 3x Size. For Black-and-White order the standard 2 1/4 x 3 1/4 Size. No need to trim them, cut them apart, or "space" them. The two halves of the Stereo Pair are on the **same** Print!

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

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

**Universal 3-D Stereo Attachment, with large dual lens cover,**

**Stock No.1989, \$84.50 + 1.95 Shipping Chgs**

**Lens Adapter (state diameter of Lens) \$4.95.**

**Felt-Lined Carrying Case with Snap Lock,**

**with Carrying Strap, \$3.95**

**Illuminated 3-D Viewer for 3-D Slides**

**Stock No.1990, \$19.85 + 95c.**

**3-D Print Viewer, Stock #1992, \$7.95 + 45c.**

**PACKAGE DEAL: One of Each of Above (Save \$23.00!) order as "Stereo Package", Stock No.1993, \$99.50 + 1.95 Shippg.**



## Sneaky Pete Shoots Around the Corner

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

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

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

Disguise your camera with  
**SNEAKY PETE**

**AND SHOOT AROUND THE CORNER!**

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

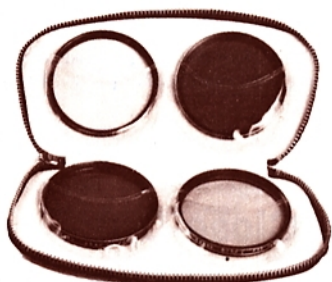
The possibilities are unlimited. Want to shoot that celebrity at the next table at the sidewalk cafe? Put your camera on the table, lens facing up into the sky. Rotate the camera till Sneaky Pete's **real** eye points at the unsuspecting target. Click, gotcha! Or in a gondola on the Gran' Canale in Venice: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

Click. Gotcha!

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

**Sneaky Pete Lens Disguiser, Stock No.1912, \$19.75 + 1.25 Shipping Charges.**

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



## Zippered Filter Pouch

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

**Zippered Filter Pouch,**

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



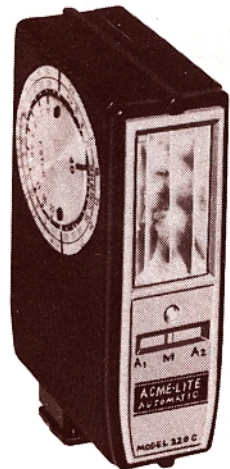
## Pneumatic Shutter Release

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

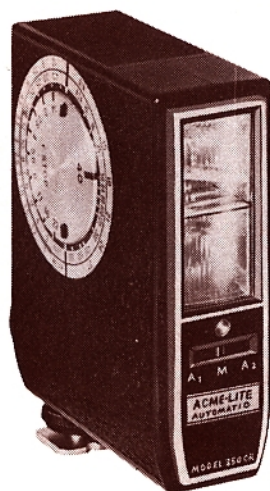
**20-Foot Air Shutter Release,**

**Stock No.1885, \$7.95 + 45c Shipping Chgs.**





AcmeLite 320CA



AcmeLite 350CR



AcmeLite Thyristor



Example of Multiple Flash

## Automatic Computer\* Strobes

### \* Authorized and protected by Honeywell Patents

You may have been wondering why we steadfastly refused to offer Computer Strobes until now. Why did we deliberately pass up many thousands of dollars' worth of business? The answer is very simple: We tested many units but could not, with a clear conscience, recommend a single one. Some simply did not perform. Others had a light output far below their optimistically advertised ratings. And at least one manufacturer refused service on units sent in by the owners. Still other units seemed to infringe on patents.

All problems have been solved in the new Acme-Lite Automatic Computer Strobes. They perform **exactly** as advertised. Their **actual** light output is exactly the same as their "rated" output. They are covered by the guarantee of the largest manufacturer of professional lighting equipment in the USA. And they are manufactured under license of the patent owner (and every unit says so!)

We selected not only the brand which we considered best, but also the units which we considered the best of that line. They are: the Acme-Lite Computer Strobe Model 320CA, the Acme-Lite Computer Strobe Model 350CR, and now, their all-new Acme-Lite Thyristor Model, the new "Space Age Marvel."

#### How do Acme-Lite Automatic Computer Strobes work?

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

All this happens so incredibly fast that the computer can cut the duration of the light anywhere between 1/800 and 1/50,000 second. No, that's not a misprint. It can actually cut the flash duration to an incredibly short 1/50,000 second, if this "time" is required to give the **correct** exposure. If more "time" is required, the flash duration is automatically extended all the way to a very "long" 1/800 second. Usually, the duration is somewhere between these two extreme values. The whole circuitry is a miracle of modern miniaturized Computer Design!

Incredible as it all sounds, it really works, and I can vouch for it. Next time you drop in, I will show you pictures of our pet cats which I took at distances ranging from about two feet (with my normal lens) to more than 15 feet (with a telephoto lens.) I never gave the strobe a thought and concentrated on the cats. Every shot was right on the nose and, as far as exposure is concerned, you could not tell a close-in shot from a "long" shot.

#### Basic Features of ALL Models:

- Built-in Electric Eye computes exposure **fully automatically**.
- Color Temperature 100% corrected for Daylight Color Film.
- All models permit selection of 2 different F/Stops for Automatic Operation. This is very important for Telephoto Lenses.
- Horizontal-to-Vertical Swivel Mount.
- Manual Override for Special Effects.

#### Acme-Lite Automatic Computer Strobe Model 320CA:

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

#### Acme-Lite Automatic Computer Strobe Model 350CR:

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

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

**Acme-Lite Automatic Computer Strobe, Model 350CR,**  
Stock No.2070, \$69.50 + 1.95 Shipping Charges.

## Acme-Lite Thyristor Strobe

The full name of this new Space-Age Strobe is "T/850 Thyristor Auto Computer Strobe with Multi-Flash", quite a big handle for an electronic Flash. But the name accurately describes this computerized electronic marvel. Nevertheless, we hope that Mr. Acme does not mind if we shorten the name to just "Acme-Lite Thyristor." The Acme-Lite Thyristor has all the features of the Acme-Lite Computer Strobes. But that's only the beginning. Like the 320-CA and the 350-CR, the T/850 lets you point and shoot. What's this Thyristor business, then? It is a special electronic circuit which preserves the charge of the capacitor, permitting only that part of the charge to be used that is actually needed for the required amount of light. The unused part remains stored in the capacitor and is instantly ready for the next flash. Ordinary computer strobes use up the **entire** charge of the capacitor for **every** shot, requiring a total re-charge of the capacitor (not to be confused with re-charging the battery) after every shot. The time it takes to re-charge the capacitor is called "the Re-Cycling Time."

The recycling time of the Acme-Lite Thyristor is so incredibly short that you can take multiple shots on the same frame. (use dark background, leave shutter open, set strobe on "rapid succession Multi-Flash") When you use the unit for conventional strobe shots (and most of your shots will be just that,) you can take automatic point-and-shoot exposures as fast as you can cock the shutter and fire the camera. No need to wait for the strobe to recycle.

Included in our low price is the Quick Charger which works anywhere in the World because it has a Voltage Selector from 100V to 250V. However, you can also use the Acme-Lite Thyristor directly from your AC House Current, if you prefer.

We have priced the Acme-Lite Thyristor Strobe low enough to enable most of our customers to buy it. True, it costs a little more than our ordinary computer strobes, but it is well worth it.

**Acme-Lite Thyristor Auto Computer Strobe with Multi-Flash,**  
complete with Quick Charger, Stock No.2139, only \$99.50 + 1.95 Sh'p



# Let Your Camera Hobby Support You . . . .

Well, perhaps you would not expect it to support YOU, but would you mind if it supported ITSELF?

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

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

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

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

**Camera Profits (Information Folio) Stock No.2146, only \$2.00 + 25c Shipping Charges.** (Since this Folio is sold solely for the Information it contains, it is not returnable.)

## Want to Beat Inflation?

One of the largest manufacturers of ballpoint pens in the USA has announced the first price increase in a decade. The famous 19c Bic Ballpoint Pens are now the famous 25c Bic Ballpoint Pens. The price increase came swift and without warning. Yesterday, the pens were 19c, today they are 25c. Just like that!

We ordered Bic Pens just before the price increase and, unlike most retailers, let our customers profit from our foresight. Not only will we permit you to buy the pens at the old 19c price (which in itself represents a saving of over 25%) but we will give you an additional 12% discount (on the old price!) which brings the price down to 16½c.

The Pens come in packages of 12. Standard Dark Blue Ink. Medium Fine Point. While they last, you may buy as many packages as you want but you must order in multiples of 12 pens. **Bic Ballpoint Pens, Stock No.1819, \$1.99 per Dozen + 25c Shipping.**



## Attention Bargain Hunters!

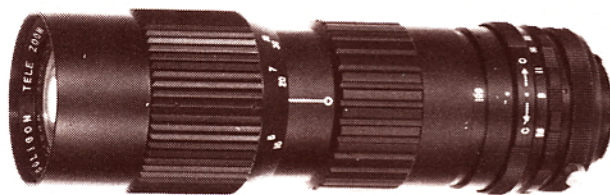
Take advantage of an incredible buy! We are selling out our entire stock of optical sunglasses.

For years we have been featuring the **unusual** in Sunglasses. We do not handle toy or gogo glasses; no plastic lenses; no cardboard-like frames. You have seen our announcements: Precision Ground Sunglasses in Quality Frames: Golden Amber (Color Enhancing), Selectively Polarized Lenses (especially recommended for Driving), Totally Polarized Lenses, Pilot Style (Wide Vision) Sunglasses, etc. We are now closing out our entire stock at prices as low as one tenth of our originally advertised prices. You may buy as many as you wish -- as long as our stock lasts. **Because of the unbelievably low price, we must ask you to accept the following three rules which govern this sale:** 1] All orders must be in multiples of 3 pairs [three, six, nine, etc..] 2] The choice of lenses and frames must be left to us. 3] All sales of Sunglasses are final, except for replacement of obvious defects or breakage in the mail, provided defective or broken glasses are returned within 2 weeks.

These Glasses sold in our ads at prices up to \$19.95 each. Now you can buy them, in sets of 3 Glasses, for less than \$2 a pair!

**Three [3] Pairs of Sunglasses, Top Quality, Stock No. 3555, Close-Out at only \$5.95 + 45c Shipping Charges.**

Remember, this is the full price for three Pairs! Offer good as long as our stock lasts. First come, first served.



## Special Sale:

### Preset Coligon® Lenses.

#### 200mm F4.5 Preset Coligon® Telephoto Lens.

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

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

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

#### 400mm F6.3 Preset Coligon® Telephoto Lens.

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

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

#### 800mm F/8 Preset Ultra Coligon®

We are doubling focal lengths, aren't we? OK, here is another lens in the progression, the 800mm Ultra Coligon®. And this one is offered at a **reduced price!** In fact, you save more than \$100.00, compared to our regular selling price!

**800mm F/8 Preset Ultra Coligon® [state camera] Stock No.1908, \$198.50 + 14.50 for the Special Compartment Case (Lens fits into case in two parts). Optional Special Buy: Original Scre-in Sunshade, reg. price \$19.50; buy it at the same time as the lens and pay \$5.50.**

#### 100mm to 200mm F5.6 Preset Coligon® Zoom Lens

This listing of Coligon® Lenses would not be complete without a Zoom Lens. This Zoom Lens gives you your unlimited choice of focal lengths from 100mm (Portrait) all the way to 200mm (Distance) with all the intermediate focal lengths. Fill the frame exactly with what you want in the picture. In one single lens you actually have many different lenses, never too long, never too short, but always just right. Wouldn't Goldilocks like it!

**100mm to 200mm F5.6 Preset Coligon® Zoom Lens [state camera] Stock No.1916, \$69.50 + 1.45 Shipp'g. Chgs. Case. Shade 3.95**

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

This is not a Coligon Lens, but we 'threw it in' because we thought you might want a preset 28mm Wide Angle Lens. Of course, you recognize the name 'Caspeco', too. Fine Optical Quality.

**28mm F3.5 Preset Caspeco Wide Angle Lens (State Camera) Stock No.1817, Special Sale Price \$29.50 + 95c Shipping Charges. Case or Pouch \$2.95.**





## Not one of the Fastest but one of the Sharpest

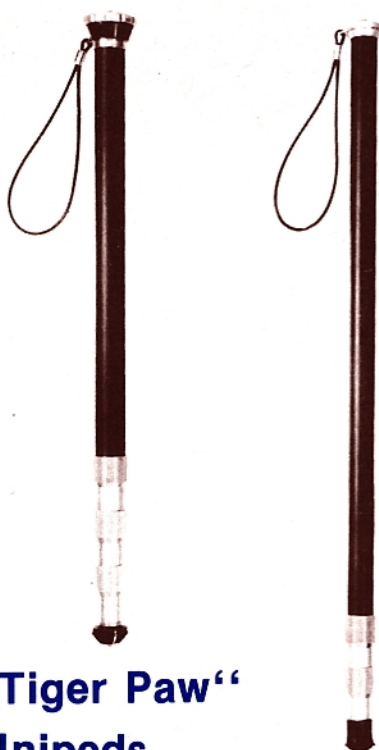
If you rate the desirability of a lens by its speed, you might as well skip this announcement, because we are writing about an F4.5 Wide Angle Lens. Don't wrinkle your nose! There are few wide angle lenses in the world that match this lens in sharpness. It is a well known fact that slower wide angle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

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

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

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

## Modernize Older Exaktas with a Fully Automatic Lens



## "Tiger Paw" Unipods

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

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

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

**TIGER PAW DeLuxe 4-Section Unipod**, fine finish, wrist strap, continuously variable height from 19 inches to 5 feet. Nylon bumper to protect delicate floors; Disappearing spike for outdoor use. Non-slip camera Platform. Fluted Two-Inch Finger Control.

**TIGER PAW 3-Section Unipod**, an excellent economy model without fancy frills. Wrist Strap. Minimum Height 24". Maximum Height 5 feet.

**Tiger Paw deLuxe 4-Section Unipod, Stock No.2024/4, \$12.95 + 95c Shippg. Chgs**

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



## Can You Afford a 21mm Wide Angle Lens?

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

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

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

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

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

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



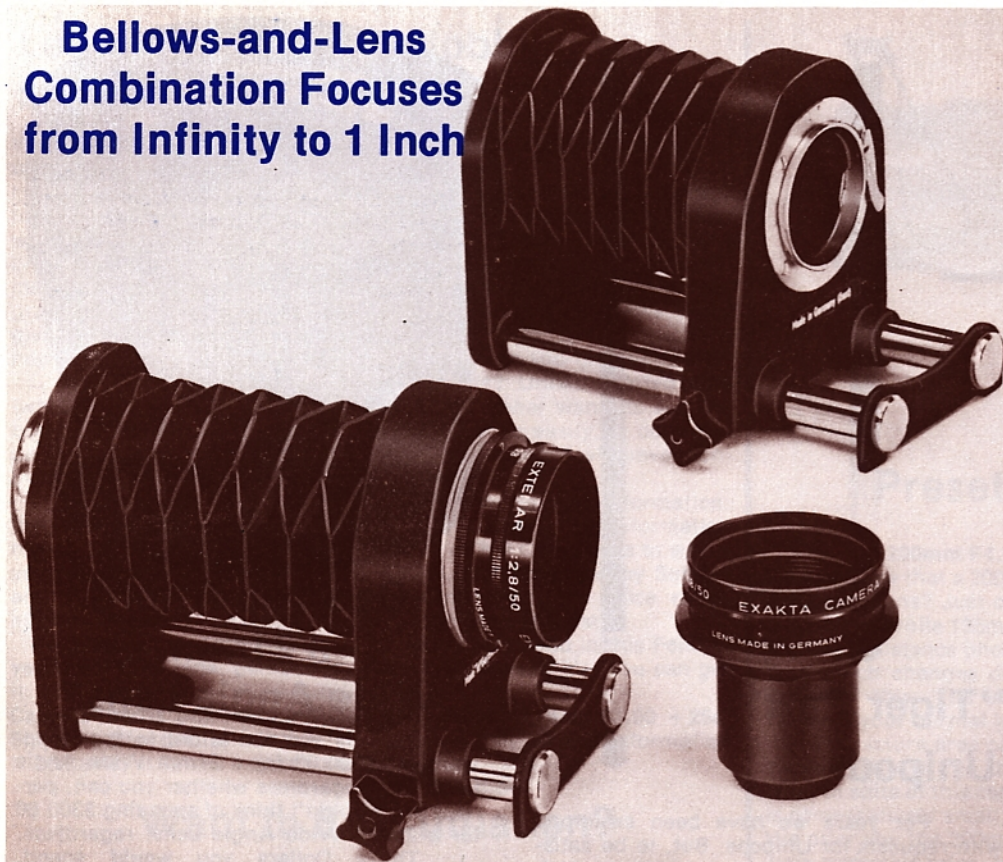
## Modernize Older Exakta Models with a Fully Automatic Lens.

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

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



## Bellows-and-Lens Combination Focuses from Infinity to 1 Inch



You have seen close-up devices that focus down to one inch. And you have seen lenses that focus to Infinity. But you have never seen a Bellows-and-Lens Combination which will do both! The secret lies in the specially constructed **lens mount** which deeply recesses the optical components of the lens, permitting the rear element to be positioned exactly where the rear element of a standard lens would be if it were attached to the camera itself. Now you know **why** this Combination has such a complete focusing range. But **how** it is done, is still a miracle of design engineering.

### THE BELLOWES:

The Proxette 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 forever.

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

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

Once focused, the Proxette provides a positive lock which does not slide into the next "notch" because there are no notches! This prevents the lens from gradually dropping into a lower position when the unit is pointed downward. Once you have focused the proxette, **it stays focused!**

### THE LENS:

The 50mm F2.8 Macro Extenar is a superbly corrected lens of modified (i.e. improved) Tessar Type Formula. It produces ultra-sharp images, regardless whether it is focused on Infinity, at moderate close-up, or at extreme macro setting. It bayonets into the Proxette. The diaphragm control ring is conveniently located **outside** the bellows, while the optical part of the lens is located deep **inside** the bellows. The front element is so far recessed that the lens barrel acts as a deep lens shade, keeping stray light from hitting the lens itself. The result is an uncannily clear picture because only image-producing light rays enter the lens. The usual ambient light is prevented from entering and bouncing around inside the lens which would lead to a haze across the image on the film. Pictures taken with the Macro Extenar are not only beautifully sharp, they are also unusually crisp, just what you need for macro shots!

### THE COMBINATION:

While the Proxette can be used with any lens, the Macro Extenar gives it an unusual focusing range from Infinity to Extreme Close-Up: from a Mile to an Inch! No matter what distance you want to cover, the Macro Extenar in the Proxette will give it to you.

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

**50mm F2.8 Macro Extenar Lenshead,**  
Stock No.1944, \$39.50 +1.25 Shipping.

**COMBINATION: Proxette AND Extenar**  
Stock No.3006, \$54.50 +1.95 Shipping.

## Price Reduction on Original Exakta Accessory Shoe

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

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

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

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

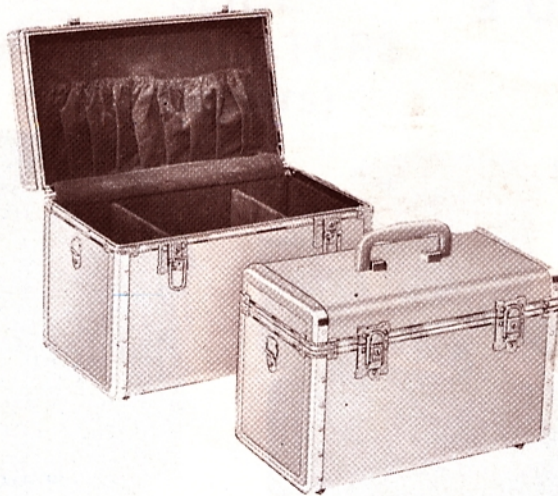
A newly developed Close-Up Focusing Insert, the **ProxiGrid**, has a MicroGrid type of screen over the entire surface. It is similar to the famous Seymourelite with one important difference: It is designed to give ultra precise, ultra sharp focusing for **Copying** and **Close-Up Work**.

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

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

At this time the ProxiGrid is available **only** for the Classic Exakta (VX-1000 and earlier, including the VX-500.) **ProxiGrid Close-Up Focusing Insert,** Stock No.2132, only \$9.85 + 35c Shipping.





## World Traveller

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

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

### Aircraft Type ALUMINUM

### Entirely Hand Made

- Lightweight, but unbelievably strong.
- Real Metal:  
Aluminum, NOT aluminized plastic!
- Brushed Finish.
- Riveted, Reinforced Construction.
- Two Hasps and Safety Locks (with Keys!)
- Positive Back Stop for Top.
- All-Metal Tongue-and-Groove Seal provides Best Protection from Dust, Water, and Weather.
- Lined Throughout with Luxurious Lint-Free Red Plush.
- Foam Cushioned on All Sides between Metal Shell and Plush Lining.
- Pleated Twin Pockets Inside Top.
- Movable Plush Covered Partitions for "Custom" Fitting.
- Large Molded Carrying Handle.
- Riveted Swivel D-Rings on the narrow sides permit the use of a shoulder strap.

World Traveller Metal Camera Luggage comes in two Models:

#### World Traveller Professional deLuxe:

Outside Dimensions: 12 inches high  
9½ inches deep  
16¾ inches wide

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

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

#### World Traveller Semi-Pro deLuxe:

Outside Dimensions: 9¾ inches high  
7¾ inches deep  
15¼ inches wide.

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

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

### Special E.E.I.S. Offer.

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

Even though we cannot replace the cases at the prices we offer them to our E.E.I.S. Readers, we will permit you to take off a full 30% Special E.E.I.S. Discount. You may order the Cases at these special prices as long as our current stock holds out.

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

**World Traveller Semi-Pro deLuxe Aluminum Case, Stock No.2066, \$38.15 + 2.65 Shipping**

**Beautiful • Functional**

**• Safe • Durable •**

## New! "Ideal Range" Fully Automatic Zoom Lens

Yes, I know you have been waiting for a Zoom Lens in the range from moderate Wide Angle, via "Normal" Focal Length, through Portrait Range, to moderate Telephoto. And you know that we have been bothering manufacturers to give us such a lens. At last: Success!

The new Exaktar/Carenar 45mm to 135mm F3.5 Fully Automatic Zoom Lens covers exactly the range we were hoping for. We consider it the "ideal" range because it contains such valuable focal lengths as: 45mm, 55mm, 65mm, 75/80mm, 90/100mm as well as 125/135mm.

The lens is ultra sharp over its entire range. It is free from distortion. It is free from internal flare. And it is 100% color corrected. A terrific lens!

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

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



### The Depth- of-Field Book

No matter how much you know about Depth-of-Field, there is a great deal more you ought to know. Because Depth-of-Field is the one single ingredient that can make or break a picture. There is a time for great depth and there is a time for shallow depth. How do you control it? Do some lenses have greater depth and others less? Depth-of-Field or Depth-of-Focus?

This important subject poses many questions and this slim booklet answers them all in clear, easy-to-understand non-technical language. And there are exact tables of Depth-of-Field for all distances and for all focal lengths. These tables alone are worth more than the modest sum you spend for the entire book. And the New Edition has sample photographs to illustrate the points made in the text.

The price for the book is ridiculously low. If it saves you only four shots by placing the plane of Sharpness where it ought to be, you have saved more than the cost of the book! We really think you should have this book. We don't get rich on it: It costs you only 95c and even if we filched the books from the corner book store, we couldn't make a buck a book. Regardless whether we make or lose a few cents, we do want you to order the book because you really need it!

**THE DEPTH-OF-FIELD BOOK by Binno Garasu, Stock No.1835, only 95c + 15c.**



# TIGERHYDE

## Deluxe Camera Luggage

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

- TIGERHYDE** Camera Luggage has the look and feel of carefully tanned supple leather.
- TIGERHYDE** outlasts leather by a wide margin.
- TIGERHYDE** is impervious to rough treatment: It doesn't scratch and it doesn't scuff.
- TIGERHYDE** does not fade, does not bleach, does not discolor.
- TIGERHYDE** is waterproof: no "rain spots"
- TIGERHYDE** wipes clean with a damp or dry cloth. Even if dragged through mud, its original luxurious appearance is restored in no time at all with a terry towel
- TIGERHYDE** comes in a beautiful, richly grained Antique Saddle Tan.
- TIGERHYDE** Camera Luggage is insulated against heat or cold.
- TIGERHYDE** Camera Luggage has a waterproof washable lining.
- TIGERHYDE** Camera Luggage has a soft, padded interior which cuddles and protects your equipment.

**Practical • Handsome**



**The TIGERHYDE "Voyager"**  
"Ideal" Size: 14"x5"x9½"  
Rich Antique Saddle Tan.  
Top Zipper Closing.  
Side Pocket  
Convertible Strap (Shoulder or Hand.)  
Flexible Inside Partition.  
Handsome, Functional, Durable.

**TIGERHYDE "Voyager"**  
Stock No.2080,  
Special  
Introductory  
Price

**9<sup>95</sup>**  
+ 1.25  
Shipping  
Charges



**The TIGERHYDE "Town and Country"**  
Generous Size: 15"x16"x7"

Beautifully proportioned.  
Rich Antique Saddle Tan.  
Top Zipper Closing.  
2 Outside Pockets:  
One Zippered,  
One open for quick access.  
Convertible Strap (Shoulder or Hand.)  
The "Town and Country" will serve as a  
Camera Bag and as a Carry-All for  
Travelling and Shopping.

It is functionally designed and durable.

**TIGERHYDE "Town and Country"**

Stock No.2079

Special  
Introductory  
Price

**16<sup>95</sup>**  
+ 1.25  
Shipping  
Charges.

### Combination Fresnel Viewing Screen and MicroGrid

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

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

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

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

### Free Estimates on Exakta Repairs

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

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

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

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

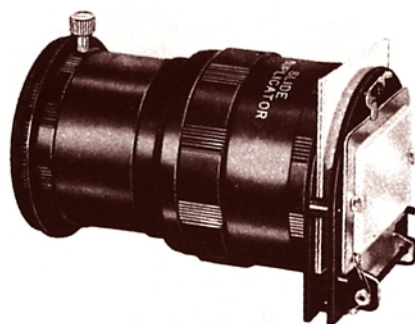
Our Repair Charges are the lowest at which satisfaction can be guaranteed.

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

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



## SLIDE DUPLICATORS (Copiers)



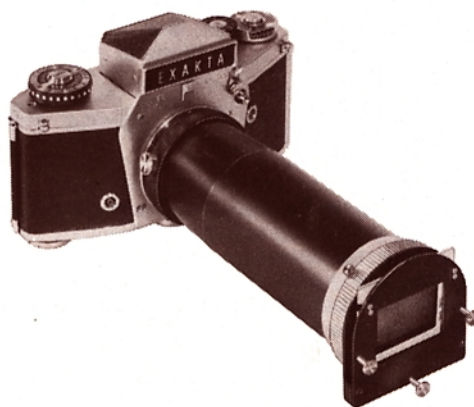
### Series VII Slide Duplicator

This Slide Duplicator is the simplest and least expensive model. You use it in conjunction with Extension Tubes on your own 50mm, 55mm, or 58mm Lens. It attaches by means of a Series VII "Filter" Adapter (which is not included in the price.)

It is very simple to use: Slip your slide into the special holder and use any light source (even daylight) to duplicate the slide. The Diffusion Glass prevents hot spots. The Duplicator has a Helical Focusing Mount, permitting the exact positioning of the Slide for Correct Focus.

Use it to make Duplicates of your Best Slides, or to make Black-and-White Negatives from your Color Slides, or to make Black-and-White Slides from your Color Slides, or even to make Color Negatives from your Color Slides.

**Series VII Slide Duplicator,**  
**Stock No.1836, \$12.95 + 95c Shippg. Chgs.**



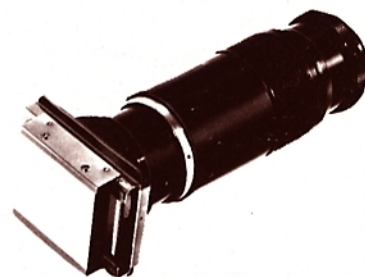
### REPROSLIDE Slide Duplicator

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

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

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

**Reproslide Slide Duplicator,**  
**Stock No.1838, \$24.50 + 1.25 Shippg. Chgs.**



### Tiger® Crop-A-Slide Slide Duplicator

This is our most sophisticated Slide Duplicator. It is Entirely Self Contained and is capable of giving a Variable Image Ratio.

There are self-contained slide copiers which give you a 1:1 Reproduction and there are slide duplicators which permit variable image ratios but require tubes, bellows, lenses, etc. The Crop-A-Slide Slide Copier requires no accessories, no bellows, no tubes, **not even a lens!** It has its own highly corrected Copying Lens. And, it fits into your camera the way you attach a lens!

The Crop-A-Slide gives you complete freedom. You have your choice of the following:

1. **Make an exact copy of your slide (1:1)**
2. **Continuously Variable Enlargement, (up to 2:1)**
3. **Selective Cropping: Slides move up and down and from side to side.**
4. **Enlargement of Half Frame Slides to Full Frame Slides.**

Zoom Action keeps Slide in perfect focus at any magnification. Just "zoom" the unit till you like the image ratio -- and shoot! That's all! (Use any light source, or Daylight)  
**Crop-A-Slide Slide Copier,**  
**Stock No.1820, \$44.50 + 1.25 Shipping.**



### Automatic Tele Converters

Our new Automatic Tele Converters inexpensively increase the focal length of all your lenses. Your automatic lenses remain automatic but you can use the Tele-Converters with non-automatic Lenses as well. They will work in all of the Exakta Models, including the RTL-1000 (but internally automatic lenses will not be automatic. For internally automatic lenses use the Rokunar Internally automatic Tele Converter described in this issue.)

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

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

We offer these fine Automatic Tele-Converters at special prices:

**Automatic Tele Converter ATC/2,**  
**Stock No.1950, \$19.95, Case 1.95, Shpg. 95c**  
**Automatic Tele Converter ATC/3,**  
**Stock No.1951, \$24.95, Case 1.95, Shpg. 95c**  
**Two ATC/2 with Cases, \$36.00 + 1.25 Shpg**  
**Two ATC/3 with Cases, \$45.00 + 1.25 Shpg**  
**One ATC/2 and one ATC/3, complete with Cases, \$39.65 plus 1.25 Shipping Charges**

## Aragon - All Gone!

It's sad, but true: these ever popular bestselling Exakta Lenses are all gone with the exception of a small supply of the 135mm F2.8 Fully Automatic Aragon. No more of the 28mm, the 35mm, the 100mm, or the 200mm Aragons. And if you wait too long, there won't be any of the 135mm Aragons left either.

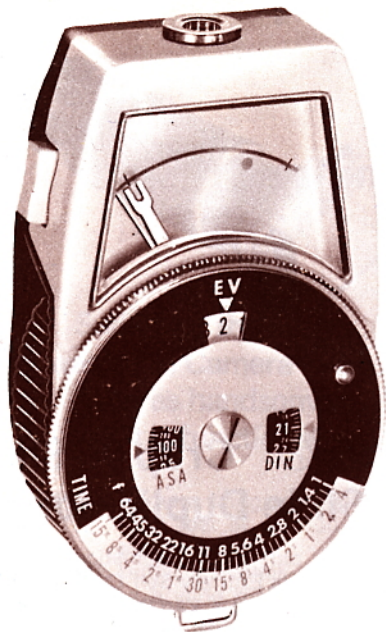
We don't have to describe the lens again. It is too well known among Exakta Fans. What sold the lenses was first of all their optical excellence. It was their famous Chrome-and-Black Designer Mount. It was the new "Push-Through" Quick-Change Automatic/Manual Changeover.

Now all that's left is a small shelf with 135mm Aragons. Gloria took the subway again on Monday!

At the "old" price of \$69.50 the 135mm F2.8 Aragon was a true bargain. Now we are offering the remaining stock at a price which saves you an additional \$15.00, as long as the small stock holds out. Nuff said.

**135mm F2.8 Fully Automatic Aragon,**  
**Stock No.1958, \$54.25 + 4.95 for the Case and \$1.35 Shipping Charges.**





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

**Or do I?**

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

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

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

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

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

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

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

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

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

We'll just list some of the other features:

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

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

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

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

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

## IMPORTANT NOTICE

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

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

## Reverse Adapters

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

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

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

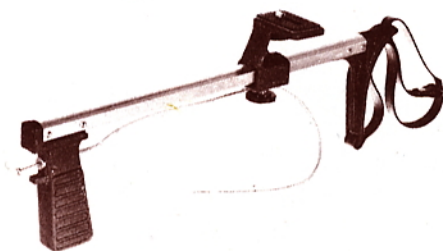
The Reverse Adapters screw into the front thread of the lens and fit into the Camera Lens Mount (or Bellows Lens Mount or Extension Tube Lens Mount) in such a way that the lens is mounted glass backwards, if you will pardon the expression.

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

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

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

## "Gunstock" Close-Out



The manufacturer of our very popular Shoulder Pod (usually called "Gunstock") has just hit us with an unbelievable price increase. Although we sold large quantities in the past, the price increase is so great that we would find it difficult to explain it to our customers. Reluctantly, we told the manufacturer that we can no longer carry it.

At this time we have a few hundred Shoulder Pods left and are closing them out at half price.

**Shoulder Pod, Stock No.2055, Close-Out Price \$9.95 + 1.35 Shipping Chgs.**







## SAFARI Foam Fitted Attache Case



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

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

The Tiger® SAFARI Foam Fitted Case cushions your equipment and protects it from jolts. You custom fit the case by tracing your equipment on a piece of paper and cutting the foam right through the paper.

**Tiger® SAFARI Foam Fitted Attache Case,**  
17 x 12 x 4 Inches, Stock No.1854,  
on Special Sale at \$16.95 + 1.95 Shipping.

## Stainless Steel DIAL Thermometer

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

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

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

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

## Hand Made Color Enlargements

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

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

## 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 every picture will be 11"x14". The prints will be 8 x 10 inches.** Send us four of your best slides and we will come up with four glorious color pictures. We intend to knock you off your feet, or at least make you gasp at the beauty that was hidden in your own slides. (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."**

MR.  
1126 S. RENE DR.  
SANTA ANA CA 92704

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

Bulk Rate  
U.S. Postage  
PAID  
Permit No. 50  
Brooklyn, N.Y.