

Exakta News

Issue No.672

Published by Seymour's-Exakta, 350 West 31 Street, New York, N.Y. 10001

- **World's Most Versatile Camera**
- **Super-Accurate All-Metal Shutter**
- **Interchangeable Lenses, Finders, and Focusing Screens**
- **Fully Synchronized for Flash and Strobe (X at 1/125 sec.!)**
- **Original Bayonet Lens Mount/ accepts ALL Exakta Lenses**
- **Automatic Film Take-Up**
- **Automatic Zero-Reset Counter**
- **Left AND Right Shutter Release**
- **Unlimited "System" Accessories**

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.

Just before the dollar was devalued, we ordered a



THE BASIC EXAKTA RTL-1000

quantity of Basic RTL-1000 Exaktas. This saved us an estimated 30% on the cost of the cameras and when Seymour's saves money, YOU save money.

While our supply lasts (and ONLY as long as it lasts!) you can buy the very latest brand new BASIC RTL-1000 at a price you never dared hope to see. Once these cameras are gone we cannot replenish our stock at the "old" price. We have a fair quantity on hand, but we will receive more orders than we have cameras. We will have to disappoint quite a few people. Be sure you are not among them. I am very sincere when I say that this is an unusual opportunity. Please send your order as soon as possible.

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.

SEYMOUR'S - EXAKTA

The World's Only *Exclusive* Exakta Dealer

Bulletin:

My Column in the previous Issue of the Exakta News started out: "There is a great deal of uncertainty", explaining the chaotic state of international exchange rates, and touching on the wage and cost spiral in Germany and Japan. "But one thing is certain (the column continued), prices are going up, Up and UP."

It did not take much prophetic foresight to make this prediction. Alas, even the most pessimistic forecast did not go far enough. The Dollar plummeted to a depth beyond the worst fears. Before the crisis, one dollar bought 360 Japanese Yen. Now it buys 308. Wages, costs, and overhead are skyrocketing. The same conditions stare us in the face in Germany: the Dollar is down, wages, material, and overhead are up.

It all adds up to a very bleak price picture for all new shipments from Germany or Japan.

Let me continue to quote from the previous issue: "We (Seymour's) have a lot of pre-increase merchandise, but it won't last forever!" In this Bulletin you will find a list of items that haven't "lasted". Those of you who heeded my advice, carried off fabulous buys. Inevitably, some of you lost out.

I want you to consider this Bulletin as your "second chance" (Last Chance, actually) to buy those pre-increase items that are not yet on the Sold-Out List. The longer you wait, the more items will be gone.

Even though there are items which we cannot REPLACE at the prices at which we are now SELLING them, we will continue to sell the remaining pre-increase cameras, lenses and accessories at the old special Sale Prices. All newly arrived equipments must, of necessity, be sold at the new high prices.

Some customers did not believe me when I wrote about the coming price increases. They did not believe me when I said that our pre-increase merchandise will run out. It did not occur to them that I had no axe to grind: Why should I care who gets a lens at the old price of, say, \$59.50, and who may have to pay, perhaps, \$85.00 or more for the same lens? Why should I care who gets his order in while we have pre-increase stock, and who sends his order too late? You can see that it really makes no difference to me. No matter what I do or say, the "old" merchandise will sell out faster than I like to see it go, and I have to replace the very same merchandise at considerably higher cost. Wouldn't it be smarter to keep my big mouth shut?

Of course, there are people who don't like being told when to buy. There was this man walking down the street. A small boy yelled: "Watch out, Mister!" The man turned around and indignantly said: "Who are you to tell me..." and promptly fell into a manhole.

Prices are going up twenty-five to 35%. You can still buy many items at the old Sale Prices. I can yell: "Watch out, Mister!" but I can't make you listen.

Earl F. Seymour

GONE....

In the previous Issue of the Exakta News we said: "Please remember that these low prices can be in effect only on stock paid for with "good" old dollars....We have a lot of pre-increase merchandise, but it won't last forever!"

Here, then, is the first list of items that did not last. More lists will have to be issued as more and more pre-increase items sell out.

At the time this list is being compiled, all other Sale Priced (Pre-Increase) Items shown in this Issue are still available. If you wish to order such items at the pre-increase Sale Prices shown, do not wait. A single day may make the difference between carrying off a terrific buy and receiving a Sold-Out Notice.

Please do NOT order any of the following items at the "old" prices:

Standard Focal Length Lenses

50mm F2.8 Automatic Jena Tessar Sold Out
50mm F1.9 Automatic Schneider Xenon Sold Out

Wide Angle Lenses

28mm F2.8 Automatic Aragon Sold Out
28mm F2.8 Automatic Rokunar Sold Out
28mm F2.8 Automatic Rexagon Sold Out
35mm F2.8 Automatic Rokunar Sold Out
35mm F2.8 Automatic Aragon Sold Out
35mm F2.8 Automatic Vivitar Sold Out
35mm F2.8 Automatic Rexagon Sold Out
35mm F3.5 preset Terragon Sold Out

Telephoto Lenses

85mm F1.9 preset Super Coligon Sold Out
90mm F2.8 Automatic Schacht Travenar Sold Out
100mm F2.8 Automatic Aragon Sold Out
100mm F2.8 Automatic Meyer Trioplan Sold Out
135mm F2.8 Automatic Rexatar Sold Out
135mm F2.8 Automatic Rokunar Sold Out
135mm F2.8 preset Schneider-Isco Iscaron Sold Out
135mm F3.5 Automatic Schneider-Isco Westanar Sold Out
135mm F/4 Automatic Jena Macro-S Sold Out
250mm F5.5 preset Meyer Tele-Megor Sold Out
400mm F5.6 preset Meyer Tele-Megor Sold Out

Special Purpose Lenses

22mm F2.8 Macro-Doryt Sold Out
40mm F2.8 preset Macro-Kilar Sold Out
135mm F4.5 Short Barrel Travenon Sold Out

Accessories

Sky-High Flash Bracket Sold Out
Twin Flash Bracket Sold Out
Heliotron Perma-Flash Strobe Unit Sold Out
Combipod with "legs" Sold Out
Twin Rod Bellows 7" (Model TW-7) Sold Out
Twin Rod Bellows 5" (Model TW-5) Sold Out
Lucite Cubes Sold Out
German Precision Calipers Sold Out
All-Metal Slide Files Sold Out
Enlarger-in-a-Suitcase Sold Out
Travemat BTL System Sold Out

The List of Sale Priced (Pre-Increase) Items that are "GONE" keeps growing longer and longer. At the time this list was compiled, the items shown below were running low. If you consider ordering any of these items, order as fast as possible. One day may make all the difference. If you list one or two alternate choices, it may help you to get at least your second or third choice.

ALMOST GONE....

Still available at the old (Pre-Increase) Sale Prices, but running low:

Exakta VX-1000TL

PentaPrism for VX-1000 and older Models

Schneider 28mm, 35mm and 135mm Lenses

Steinheil 100mm F3.5 Cassarit

Steinheil 135mm F2.8 Auto-S Tele Quinar

Aragon 135mm and 200mm Lenses

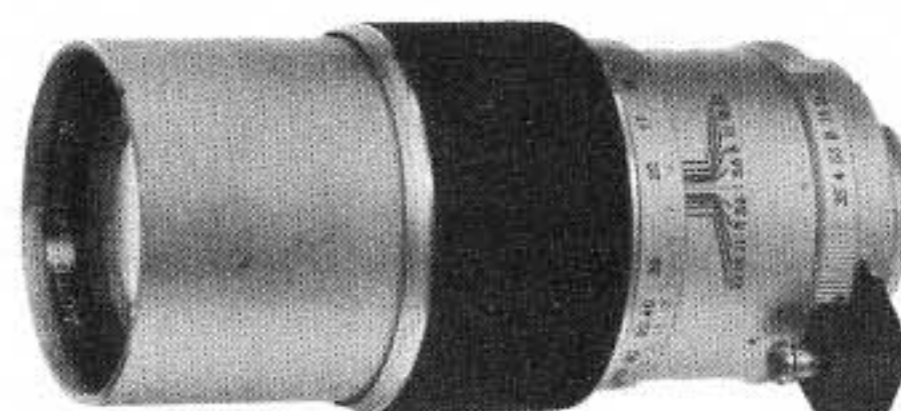
50mm F2.8 Macro Extenar

OTHER SALE PRICED ITEMS

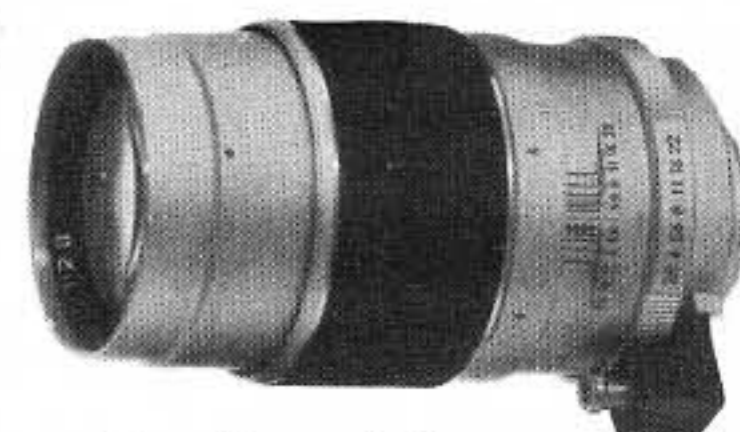
At this time our stock of the other Sale Priced (Pre-Increase) Items shown in this Issue is still good. But since demand cannot be predicted in advance, any item may first move to the "ALMOST GONE" List and from there to the "GONE" List.

In a situation like this, the Motto of the old Dutch Millers and Bakers Guild must govern:

FIRST COME, FIRST SERVED



**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

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).



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.



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¢.



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**

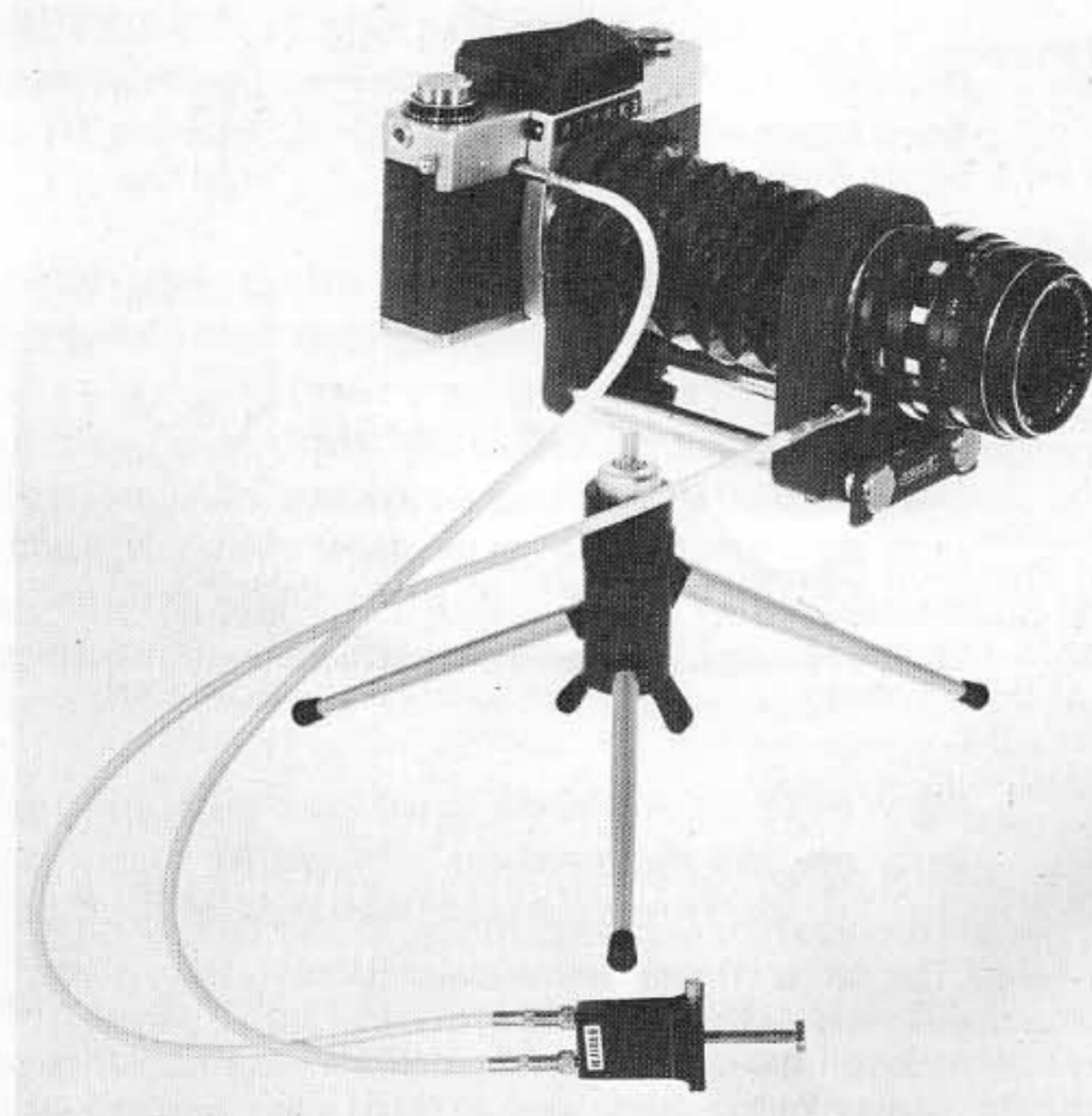
NALLY INTERMATCH COUPLER

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.





Seymour's-Exakta

Lowens Prices

on Exakta RTL-1000

Mr. Exakta, how do you like the RTL?

They say that Earl Seymour ("Mr. Exakta") is the only Camera Dealer who uses the equipment he sells. If you have been in our showroom, you have seen the type of camera work I do. When I take an Exakta or a lens with me on a trip, I do it for two reasons: I enjoy taking pictures AND I get a chance to test equipment in actual use.

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

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

I deliberately took some pictures which nobody in his right mind would take, such as pictures directly into the sun. When I got the slides back, there was no flare and the sun had registered as a perfect circle, a brilliant disk! It seemed unbelievable. I took pictures of a fleet of small boats with a wealth of small details. The slides showed the most minute detail in brilliant colors. I had some huge enlargements made and they are displayed in our showroom.

So much for the quality of the work produced by the RTL. How about the ease of operation? I worked out a fast and easy way and found the RTL to be the easiest and fastest-shooting Single-Lens Reflex Camera. The secret: Don't let the overly-detailed instruction book confuse you! Do as I did: Read the instructions once and never look at them again.

I instructed our Camera Inspectors (and we do inspect the cameras, believe it or not!) to set the top dial ready for use. When you get the camera, the top dial is set correctly. Don't touch it, regardless what the "scientific" instructions say. Believe me, once set, the top dial need never be bothered with. All you do is set the ASA speed of your film on the lower dial. That's all. That's right: THAT'S ALL! The meter even compensates automatically when you change the shutter speed.

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

Earl Seymour.

New Exakta RTL is Different

All the famous "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.

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.

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.

Any Questions about the RTL?

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

Answer: Yes.

Question: Can the RTL Behind-the-Lens Metering Prism be used in older Exakta Models?

Answer: No.

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

Answer: No.

Question: Is there a Waistlevel Finder; is there a Non-Metering Prism?

Answer: Yes.

Question: Is the Body available separately?

Answer: Yes.

Question: Is the Exakta RTL available for immediate shipment?

Answer: Yes.



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

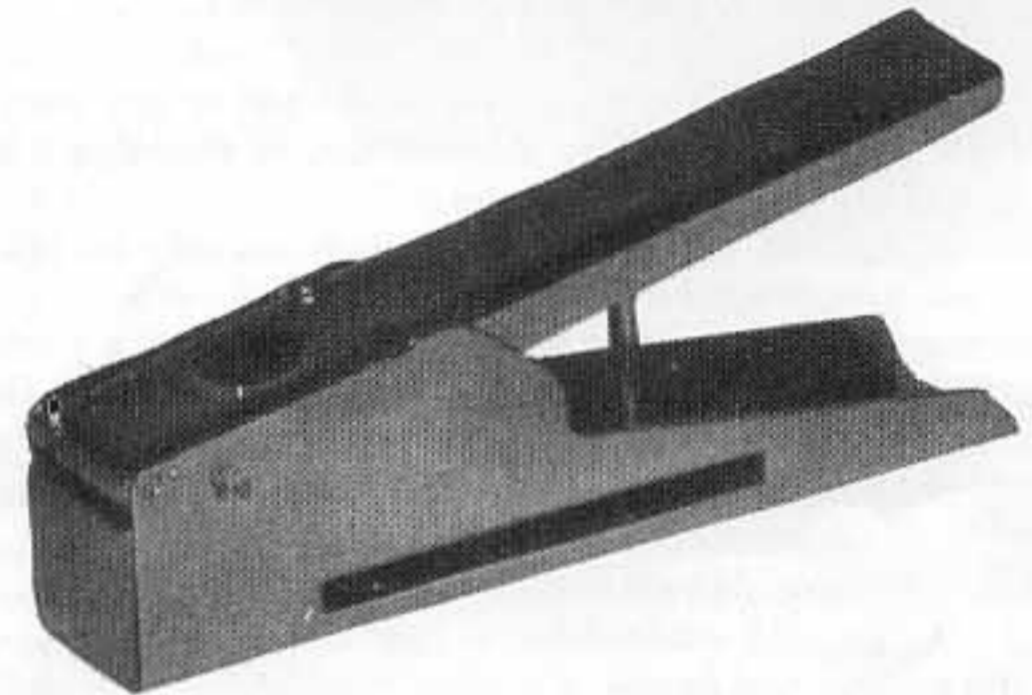
New Focusing Insert

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



- 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 F/2 JENA PANCOLAR

Many customers have asked us to make up a low-priced Exakta Combination with the F/2 fully automatic Jena Pancolar. Your wish is my command. Here it is, the brand new Exakta VX-500 with genuine Jena Pancolar.

The Exakta VX-500 gives the user more for his money than ANY other camera. The VX-500 is a full-size Exakta and should not be confused with the ill-named "Exakta" 500 which was nothing but an Exa and which was taken off the market quite a while ago. The Exakta VX-500 has all the famous Exakta Features: interchangeable finders, interchangeable focusing inserts, automatic Exakta Lenses, coupled film advance and shutter cocking, instant return mirror, intentional double exposure (but safeguard against accidental double exposure!), flash and strobe synchronization, and many more features which Exakta users have come to take for granted.

The Exakta VX-500 is virtually the same camera as the Exakta VX-1000 TL, except for a few minor details, such as the omission of the extreme slow speeds and the 1/1000 sec. Very few people use the low-low end of the

speed range and most Exakta owners have long realized that the 1/1000 sec. is fine for under exposed pictures but not much else.

But when it comes to the selection of a lens, most customers want the best and fastest automatic lens they can get. The reason usually given is: "It's the lens that takes the picture." Yes, it's the lens all right and Jena Lenses and Exaktas are made for each other! Here is a magnificent combination: An Exakta Camera with a superb Jena Lens, a combination which will take million-dollar pictures!

Enjoy the Exakta as it comes out of the box. or build it up, over the years, into the famous Professional Exakta System. Whatever your specialty, Exakta has the Accessories to solve your photographic problems.

Brand New Exakta VX-500 with Model N Hooded Reflex Finder with Combination Fresnel Viewing Screen and MicroGrid Focuser, with fully automatic F/2 genuine Jena Pancolar Lens \$59.75 +7.85 for the Case (mandatory) and \$1.95 Shipping Charges. Stock No. 1942.

Important

Page Three of the previous issue of the Exakta News contained this paragraph: "Please Note: All Exaktas come factory packed with Case and the Purchase of the Case is Mandatory." The same paragraph was repeated on Page Five. Twice was enough, we thought. Apparently, it wasn't. A few customers thought it applied only to the cameras shown on Page 3 and Page 5.

Let me explain once more that it applies to all new Exaktas, all models, complete cameras and bodies. The factory ships all Exaktas with Cases and we must sell the case with the camera. We hate to bore you with repetition. Please remember that this notice covers all factory-new Exaktas, even though we do not repeat it on every page.

All Exaktas come factory packed with Case and the Purchase of the Case is Mandatory.



**Want the Vx-500
with F2.8 Lens
or just the Body?**

Brand New Exakta VX-500, as above, but with fully automatic F2.8 Domiplan Lens, Stock No. 1862, \$39.95 + 7.85 for the Case (mandatory) and \$1.95 Shipping Charges.

Brand New Exakta VX-500 Body, less lens and finder, Stock No. 1934, \$27.50 + 7.85 for the Case (mandatory) and \$1.95 Shipping

Brand New Exakta VX-500 Body, plus Hooded Reflex Finder, Stock No. 1991, \$34.50 + 7.85 for the Case (mandatory) and \$1.95 Shipping Charges.

New Rokunar Zoom Lenses

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

Rokunar Zoom, Model 6013

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

Automatic

\$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

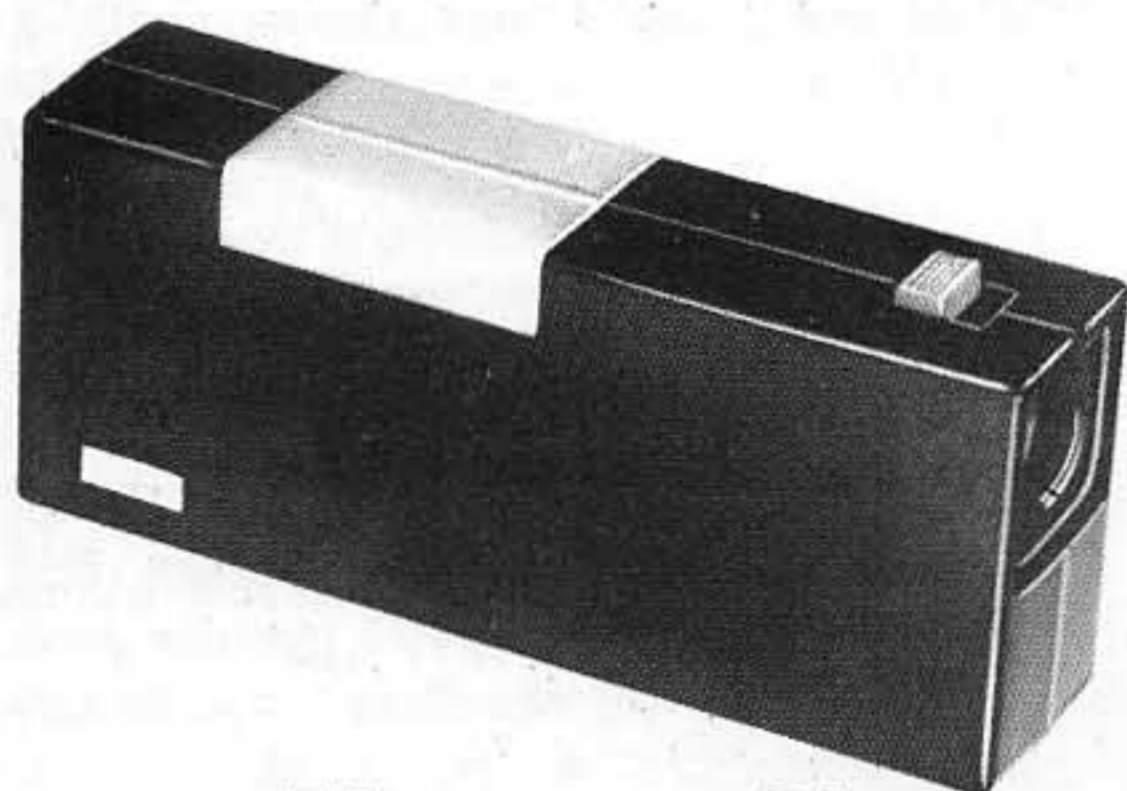
Rokunar Zoom, Model 1841

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

Master Showman II

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

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

**Our Telephone
212-CH 4-1150**

**Company Policy:
No Collect Calls.**



- 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.

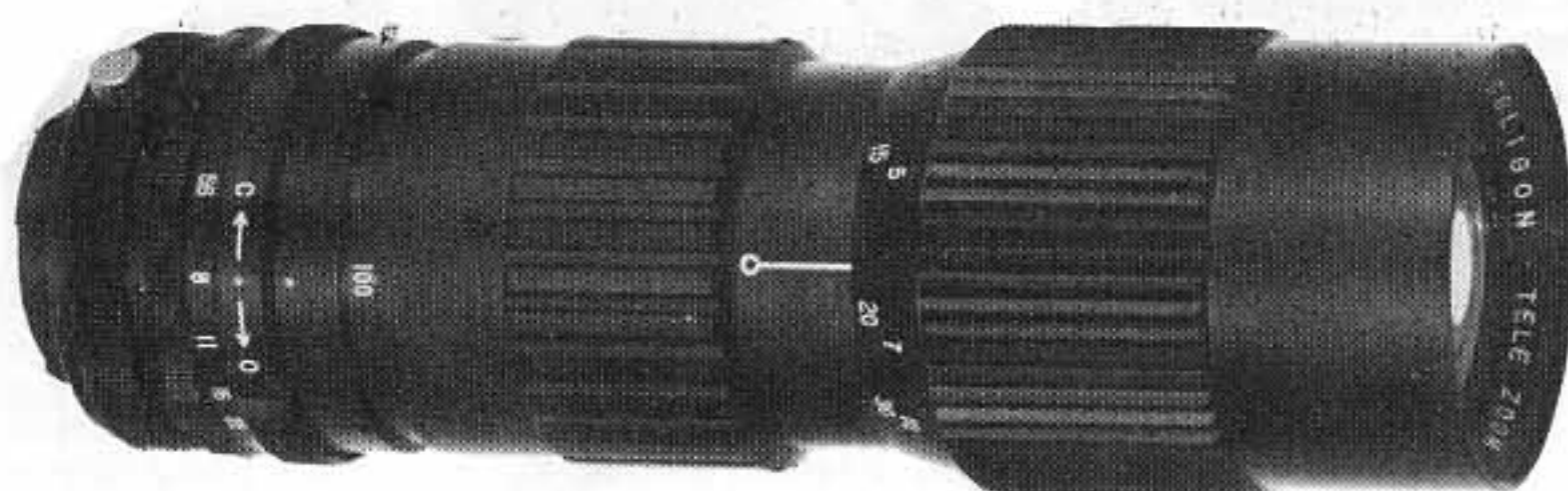
Once in focus, the Proxette provides a positive lock which does NOT slide into the next "notch" because there are no notches! It prevents the lens from gradually dropping to a lower position when the unit is pointed down. Once locked, the focus STAYS locked.

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.



SunBlitz IIIa

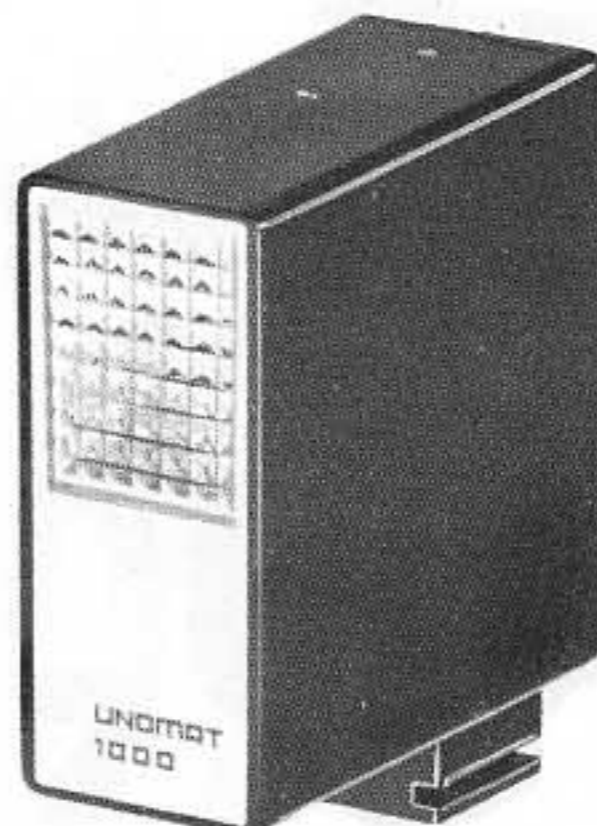
The new SunBlitz IIIa is a newly developed Electronic Strobe Unit. Amazingly small and light, it boasts an honest Guide Number of 75 for ASA 64 Film. Wide Coverage. Its Color Temperature exactly matches Daylight: use it with daylight film, without filter, indoors and outdoors.

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.

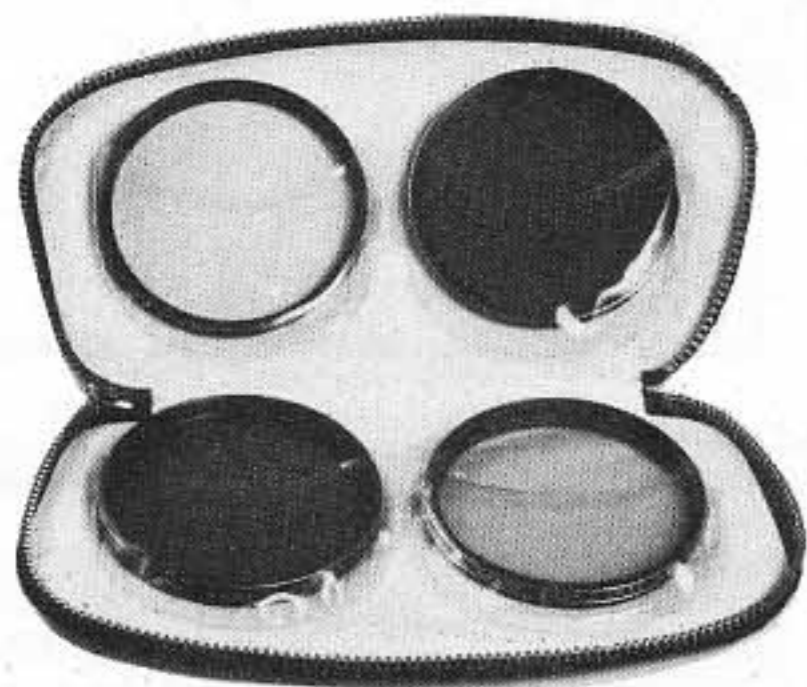
Unomat (who gave you the World's Smallest Strobe Unit) now brings you its new powerful Model 6000. Its high light output will allow you to shoot at lower F stops or greater distances, even with slow film. Used by itself, it hooks up just like any other strobe, and synchronizes with your shutter, but 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

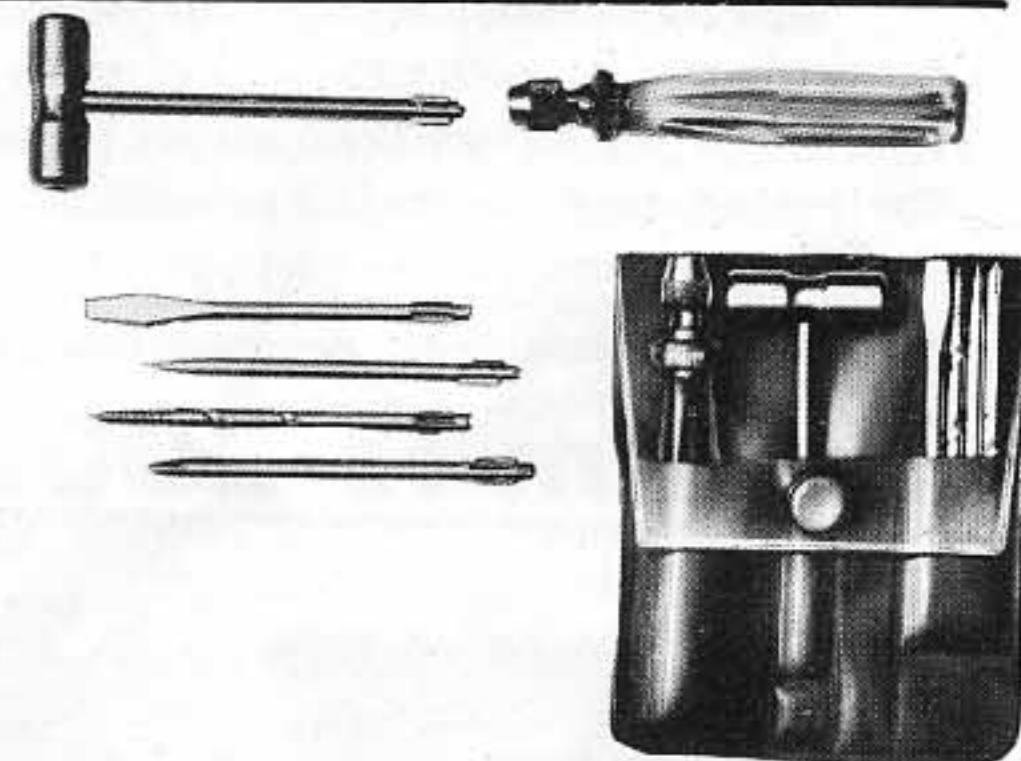
Micro-Print

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.



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.



135mm F3.5 fully automatic Schneider Tele-Xenar

While most lens manufacturers have gone on a Speed binge (faster lenses sell better), West Germany's leading lens manufacturer went on a Quality binge (quality lenses take better pictures!). While the Sales Department has the final say in most optical plants, the engineers and lens designers still make the final decision at the Josef Schneider Optical Works in Kreuznach-and-der-Lahn. "Speed is one of the easiest things to design into a lens (one of their optical designers told me) but Speed Kills Quality." This Quality-uber-alles Philosophy produced lenses like the 28mm F/4 Curtagon and the 135mm F3.5 Tele-Xenar.

The 135mm F3.5 Schneider Tele-Xenar is the Standard of the Industry. This is the 135mm lens by which the performance of all 135mm lenses is judged. Sharpness, Color Rendition, Contrast, Flatness of Field, Resolving Power — all are of a quality which is unmistakable: Joseph Schneider!

All Air-Glass Surfaces have been treated with a new AR Coating, derived from Schneider's Space Science Program. It improves the brilliance quite noticeably.

Equal attention was given to the completely re-designed mount, the new smooth-acting fully automatic diaphragm (with switch for manual operation) and the truly modern appearance. The 135mm Tele-Xenar is finished in Smooth Ebony Black with Leather Grained Accents. You recognize the overall quality immediately when you hold the lens in your hand for the first time.

The 135mm F3.5 Tele-Xenar fits all Exakta Models. The front thread is a standard 49mm.

We still bring you the lens at an unbelievably low price. Remember: it's the "old" Sale Price — no revaluation charge — no increase of any kind! But remember, too, that the price is in effect only as long as our present stock holds out. Send your order right away while we can fill it!

135mm F3.5 fully automatic Schneider Tele-Xenar, Stock No. 1878, \$89.50 + 1.25 Shipping Charges.

Available Accessories:

Glove Soft Velvet-Lined Drawstring Pouch.....	2.95
Hard Case, Leather.....	4.85
49mm Screw-in Lens Shade.....	3.95
Custom Screw-in Filters, 49mm, each.....	4.95
Custom Rotating Polarizer, 49mm.....	9.95
49mm Series VII Filter Adapter.....	3.95
Series VII Shade, to match above Adapter.....	3.95



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 any light source, even daylight. Helical Focusing Mount permits exact positioning of slide for correct focus. Use it to make duplicates of all your good slides. Also ideal for making black-and-white negatives from color slides.

Series VII
Slide Duplicator
Stock No.
21705

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

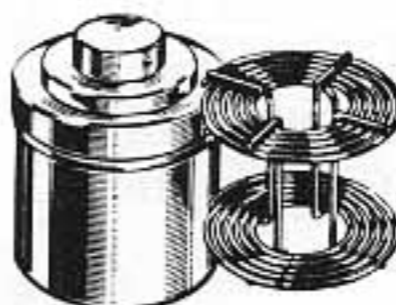
Did you know that there are very few exceptions to the rule that EVERY picture should be shot through a Polarizer? Without a Polarizer, glare obscures color. Roofs, roads, cars, leaves look whitish grey in direct sunlight because they reflect the bright sunlight as glare. A Polarizer cuts through the 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 12

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¢

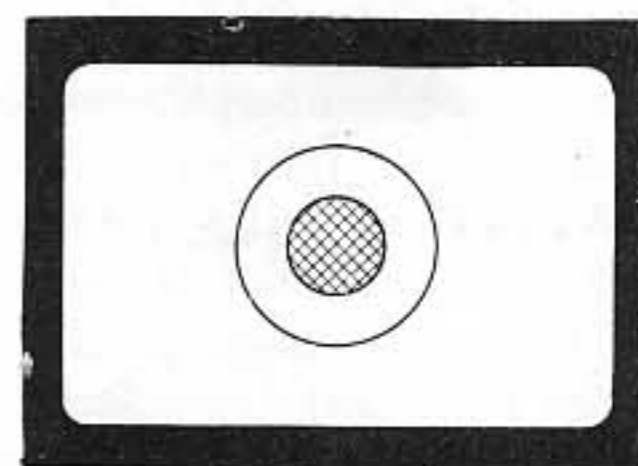
35mm Reel \$2.65 — 25¢

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¢

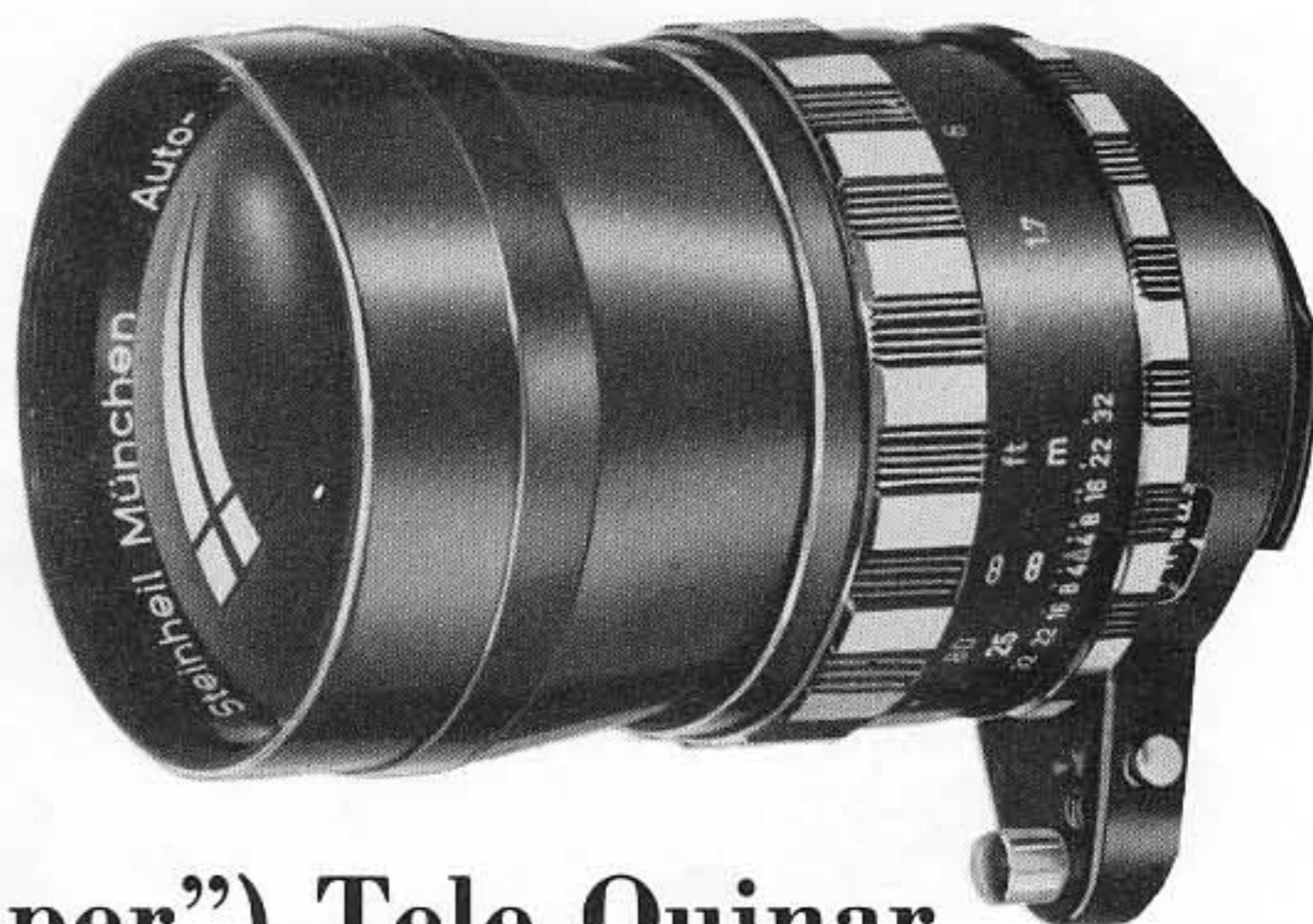
- Highest Resolving Power
- 100% Color Correction
- Razor Sharp
- New "Hard" Coating
- Distortion Free
- Free from optical flare
- Fully Automatic
- Stops down to F/32
- In-Line Shutter Release
- Push-Pull Auto/Non-Auto Selector
- New All-Metal Automatic Activator Housing
- Just Three Inches Long
- Sexy Ebony-and-Chrome Design
- Made in Munich, West Germany
- True Steinheil Quality

135mm F2.8

fully automatic

Steinheil

Auto-S ("Super") Tele Quinar



135mm F2.8 fully automatic Steinheil Auto-S ("Super") Tele Quinar

When it comes to designing and producing superb lenses, Steinheil has many imitators but few equals. One of their finest achievements is the 135mm F2.8 fully automatic Auto-S ("Super") Tele Quinar. This lens is quite amazing in many ways. You take sharpness and color correction for granted if a lens comes from the Steinheil Optical Works in Munich, the Capital of Bavaria. The smooth action of Steinheil Lenses is the result of their careful engineering, their precision machining, their assembly by skilled third-generation craftsmen, and, last, but not least, their unrelenting inspections and tests.

The Steinheil Auto-S ("Super") Tele Quinar is a mere three inches long and takes up very little room in your gadget bag. It is unobtrusive and avoids the touristy look of many telephoto lenses. If you have use for a sharp, fast, good looking, compact, fully automatic telephoto lens, send for the Steinheil Auto-S ("Super") Tele Quinar right away.

135mm F2.8 fully automatic Steinheil Auto-S ("Super") Tele Quinar, Stock No. 1913, complete with Original Steinheil Screw-in Custom Shade, \$89.50 plus \$1.25 Shipping Charges.

DeLuxe Hard Leather Case \$4.95

DeLuxe Velvet-Lined Pouch \$3.95



100mm F3.5

fully automatic

Steinheil Cassarit

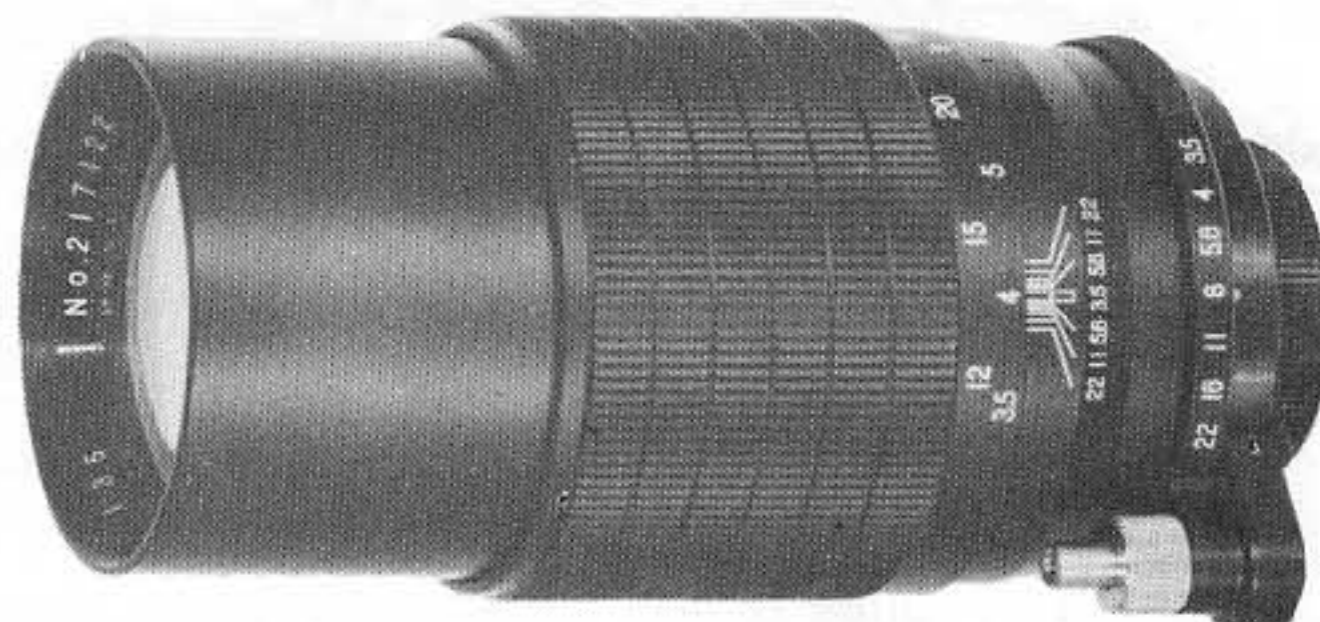
A 100mm Lens is probably more useful than any other focal length. There is no substitute for a 100mm lens when it comes to portrait work. The image will nicely fill the frame, yet you do not lose rapport with your subject by having to back off too far (as would be the case with a 135mm lens). The 100mm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



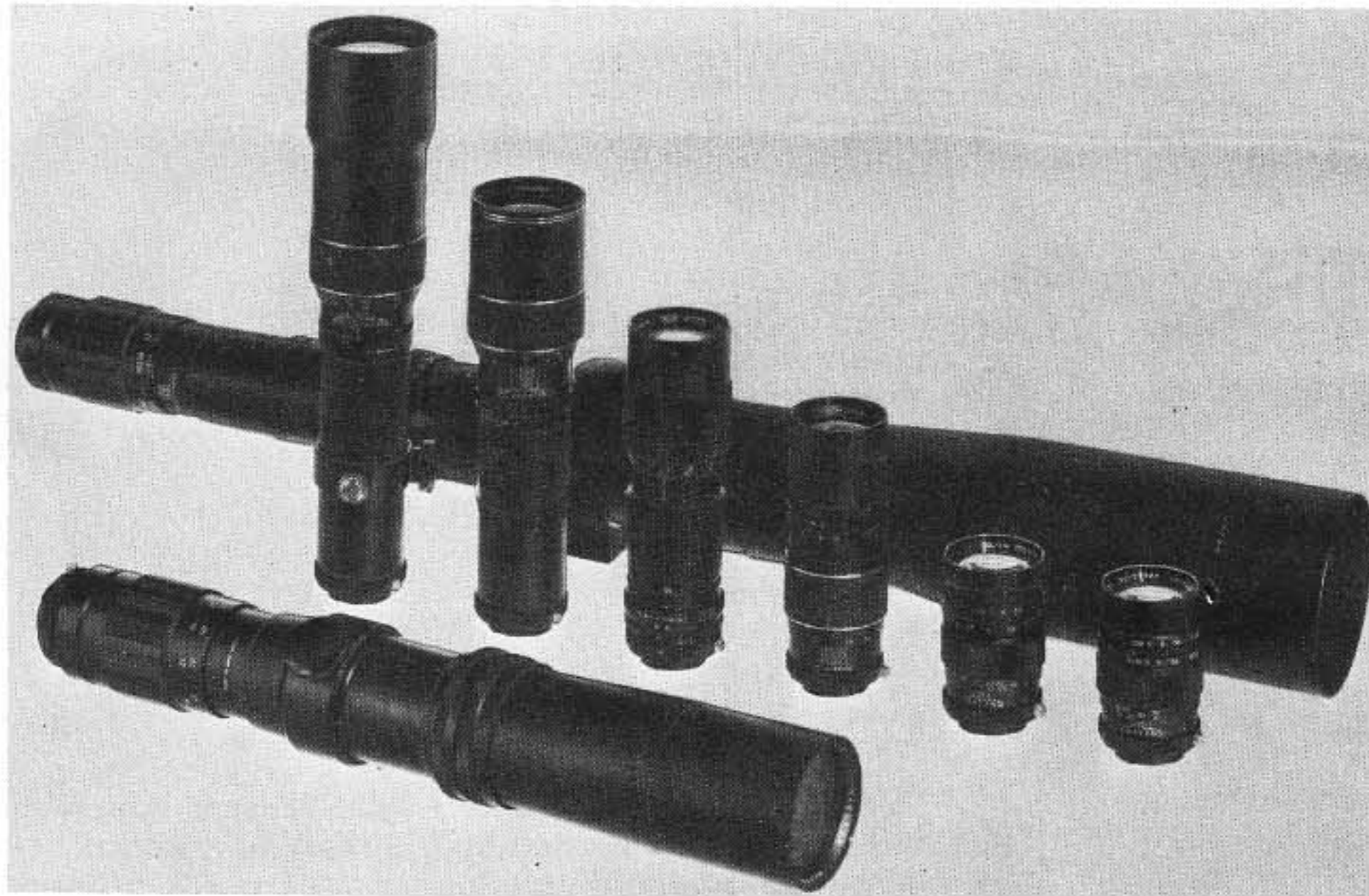
200mm F3.5

fully automatic Rokunar

What can you say about a 200mm F3.5 fully automatic lens whose name is ROKUNAR? That it is powerful, well corrected, fully automatic, nicely designed and "SHARP AS A ROKUNAR." All this has been said before about Rokunar Lenses. You know it all. We have been selling Rokunar Lenses for a long time and our customers come back for Rokunars after they buy the first one. Seems there isn't much that I can add. Rokunar Lenses are well known for their quality.

The previous issue of the Exakta News brought you several Rokunar Lenses at specially reduced Sales Prices. You cleaned us out of 28mm, 35mm, and 135mm Rokunars. And you are well on your way cleaning us out of the 200mm Rokunar as well. But we do have some of them left and we want to bring this to your attention. Please do not order any more of the 28mm, 35mm, and 135mm Rokunar at the Sale Prices. They are gone. If you seriously want the 200mm Rokunar send your order right away. If you wait, you may be too late.

200mm F3.5 fully automatic Rokunar Telephoto Lens, Stock No. 1920, previous low Seymour Price \$79.50 + 6.85 for the Case, now Sale Priced at only \$59.50 + 4.95 Case and 1.25 Shipping



800mm
Coligon
shown in
carrying
case

COLIGON LENSES

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

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

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

Preset Lenses, anyone?

Reprinted from
Exakta News No. 970

Let us take a good hard look at preset lenses! Ever since the first automatic lens appeared on the market, the popularity of preset lenses has waned, and as the years go by, fewer and fewer preset lenses are being bought. It seems to me that many Exakta Owners overlook the usefulness of preset lenses. True, the extra money you spend on an automatic lens buys a certain amount of convenience. But nothing else.

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

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

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

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

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

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

Once more our selection of preset Coligon Lenses is complete:

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

And now a new Coligon Zoom Lens:

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

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.

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.

Let the
Magic of Filters
 turn
 ordinary snapshots
 into
Dramatic Pictures...

Quality Filters at Incredibly Low Prices:

	Single Filters	Set of 4 Filters	Rotating Polarizer	Neutral d. Grid Disc Soft Disc	Single Close-Up	Set of 3 Close-Up
Series VII Drop-in*	3.95	13.95	9.85	5.95	4.50	11.95
49mm Screw-in**	4.95	15.95	10.85	6.95	4.95	11.95
46 and 52mm	4.95	15.95	10.85	6.95	5.95	13.95
54 and 55mm	5.45	17.95	11.85	8.95		
58mm	6.45	19.95	12.85	9.95		
62mm	6.95	21.95	13.85	12.50		

Postage: 25¢ for Single Filters; 35¢ for Sets

* Series VII Filters fit Series VII Filter Adapters

** 49mm Filters fit directly into Biotar, Xenar, etc.

Series VII Filter Adapters for Drop-in Filters	4⁵⁰	each
46mm, 49mm, 52mm, 54mm, 55mm	4⁹⁵	each
Series VII Sunshades	4⁹⁵	each
Fits into any of the above adapters	4⁹⁵	each
49mm Screw-in Shade	4⁹⁵	each
Fits directly into lens	4⁹⁵	each

They're All My Babies...

Otto's Column



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

Repairs and Service.

Your Exakta is a very special camera. Unlike any other SLR. Designed by engineers, built by experts, assembled by German craftsmen — the Exakta is among cameras what Mercedes is among automobiles.

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

First, a few "Don'ts":

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

Don't neglect your Exakta! Extremely fine dust seeps into the intricate shutter movement and lodges between the gears. It combines with the lubricants and becomes a hard (and harsh) abrasive. Don't let this happen! The abrasive will wear out the gears and you will have an expensive repair job on your hands.

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

For the past five years we have held our price for the "Service Package" to \$24.50 + 1.95 Return Shipping Charges.

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

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

Send camera by insured parcel post. Attach a tag to the camera, giving your full name and address. Write on the tag AS BRIEFLY AS POSSIBLE what is wrong and what you want repaired. Mark the tag "ESTIMATE ONLY" and do not send any money. You will receive an estimate without any obligation on your part.

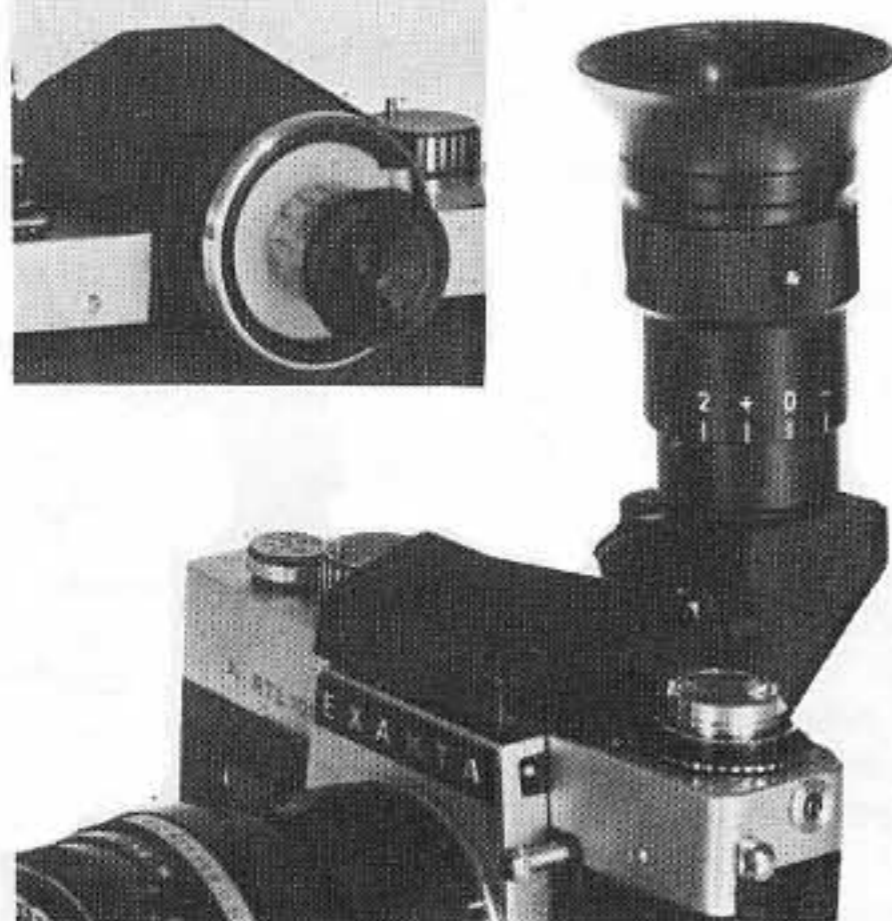
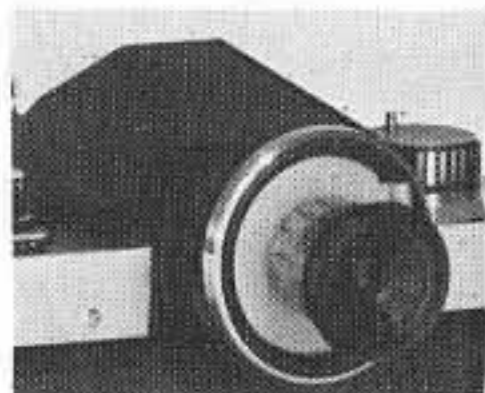
Best Wishes,

Your Exakta Pamperer,
 Otto.

SEYMOUR'S - EXAKTA

The World's Only *Exclusive* Exakta Dealer

VISIMAG
Focusing
Magnifier



UMSECK
Right Angle
Finder

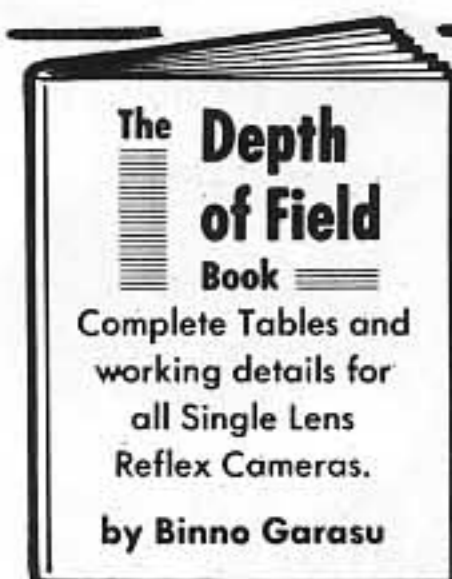
UMSECK Right Angle Viewfinder and VISIMAG Focusing Magnifier

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

UMSECK Right Angle Finder, Stock No. 1941, \$39.50 plus \$1.35 Shipping

Velvet-Lined Pouch for UMSECK \$3.95

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



Binno Garasu's Depth-of-Field Book

How to control the Depth of Field in your photographs, is perhaps the most important knowledge needed for consistently good shots. Depth of Field can make or break a photograph. Many people think that great depth of field is always a virtue, that everything in the picture must be sharp. Nothing could be further from the truth! The distribution of sharpness, correctly handled and intelligently placed, gives a photograph that feeling of depth without which it is nothing but a snapshot. If you are the master of your Depth of Field, you can create pictorial photographs where others merely take snapshots.

Binno Garasu's Depth-of-Field Book is in its second printing. The first edition sold out amazingly fast. Illustrations have been added to show examples how to handle depth, where to place "sharpness" and where to avoid it at all cost. The text is written in a down-to-earth manner. No wasted words, no padding, nothing but straightforward advice in clear, easy-to-understand language.

The most valuable part of the book is the section which contains detailed Depth-of-Field Charts for individual focal lengths, ranging from wide angle to telephoto. There is a separate chart for every focal length. No mathematical double talk: For every distance setting and for all F/Stops the charts show the two distances between which you can expect "sharpness": You can place your range of sharpness (your "Depth") exactly where you want it.

The price of the book is ridiculously low, although many customers tell us that it is "worth its weight in gold". Send for it, read it, and throw it in your gadget bag. Let it guide you for all your shots, and marvel at the improvement!

The Depth-of-Field Book by Binno Garasu, Stock No. 1835, still only 95¢ plus 15¢ 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, \$126.50 plus \$1.35 Shipping.



Jena 20mm F/4 Flektogon



50mm F/2 Jena Pancolar

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. The lens was shown in our Catalog No. 568 at \$59.50 and was considered a great bargain. Later we lowered the price to \$39.95 and we are now offering the remaining lenses (as long as they last) at the lowest price ever:

50mm F/2 fully automatic genuine Jena Pancolar, Stock No. 1940, \$29.95 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



Fully Automatic genuine Jena 180mm F2.8 Sonnar

Latest version of the justly famous Olympia Sonnar. Re-designed, optically improved to the very limit. A powerful available-light telephoto lens which has no equal. Previous low Seymour Price \$159.50.

180mm F2.8 fully automatic genuine Jena Sonnar, Stock No. 1937, \$138.25 plus \$2.95 Shipping Charges.

Otto wants to get into the Act!

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



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-Dapter 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¢

Independent Make Microscope Adapter

All-Metal Precision Adapter. Quick Release for visual use of the microscope. Comes complete with Exakta Bayonet.

Microscope Adapter, Independent Make, Stock No. 1890, \$14.50 plus 95¢ Shipping Charges



Dress up your Exakta with a New Carrying Case.

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

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

Previous low Seymour Price \$17.85

Now, during Sale, \$14.25 + 95¢

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

Previous low Seymour Price \$14.50

Now, during Sale, \$10.95 + 95¢

#69 DeLuxe Exakta Case. Detachable Front.

Previous low Seymour Price \$9.85

Now, during Sale, \$7.95 + 95¢

#66 Standard Exakta Case, non-detachable front

Previous low Seymour Price \$7.85

Now, during Sale, \$6.75 + 95¢



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



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.

We would like to believe in Santa Claus!

Every year we hang up our stocking. We hope to find it filled with benevolent funds to help us carry out the good work we are doing for Exakta Owners. In the morning, we reach deep down into the stocking. Perhaps the Exakta Factory has left a little something; perhaps the U.S. Exakta Representatives have dropped a small wad down the chimney. We can dream, can't we?

The cold fact remains, we have only one single solitary source of revenue: our sales to you, Mr. Exakta Owner. We do not receive funds from any other source. Our type of service costs money. Our money. We gladly and willingly give this service to all Exakta Owners. Will you do us one little favor in return? Support your Exakta Specialist by sending us an order.

As long as there is a place like Seymour's, your Exakta has a home. Isn't it nice to know that there is such a place? We are at your service when you need us. Help us to help you. Buy from Seymour's, your Exakta Specialists.

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

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

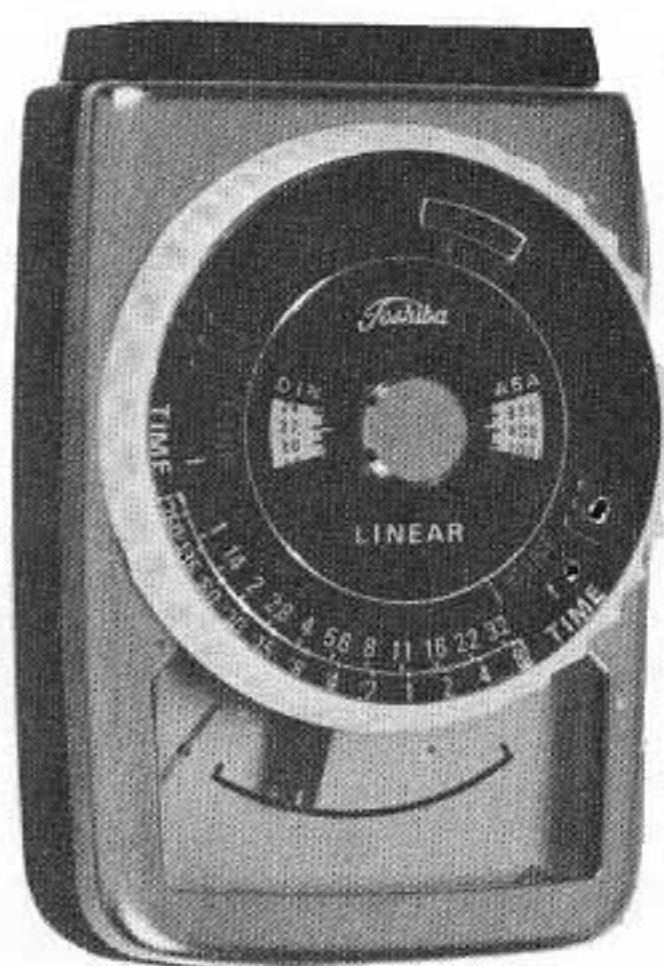


Hershey-Introl, the leading U.S. manufacturer of professional strobe units, now supplies a new professional Strobe "Ring" for shadowless "wrap-around" lighting. This type of light is indispensable for even (shadowless) lighting for a great number of close-up and semi-close-up shots.

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.



Toshiba Exposure Meter

A few years ago, when we first introduced the Toshiba Exposure Meter, we had to explain that Toshiba was the "General Electric" of Japan, one of the world's largest manufacturers of electric and electronic equipment. Today the name Toshiba has become a household word. To the average consumer the name Toshiba means color TV sets and HiFi Music Equipment. To the scientist the name Toshiba means Electron Microscopes. To the photographer the name Toshiba means Ultra Sensitive Exposure Meters: the Toshiba PE-1 CdS Exposure Meter is the brain child of a giant company.

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

With every meter we give you the tiny Mercury Cell Battery (with a 2-year life span) and the case. No matter how many exposure meters you now own, order the Toshiba CdS Meter — on our recommendation.

Toshiba PE-1 CdS Exposure Meter, Stock No. 1850, \$19.95 +95¢ 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 1969 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).

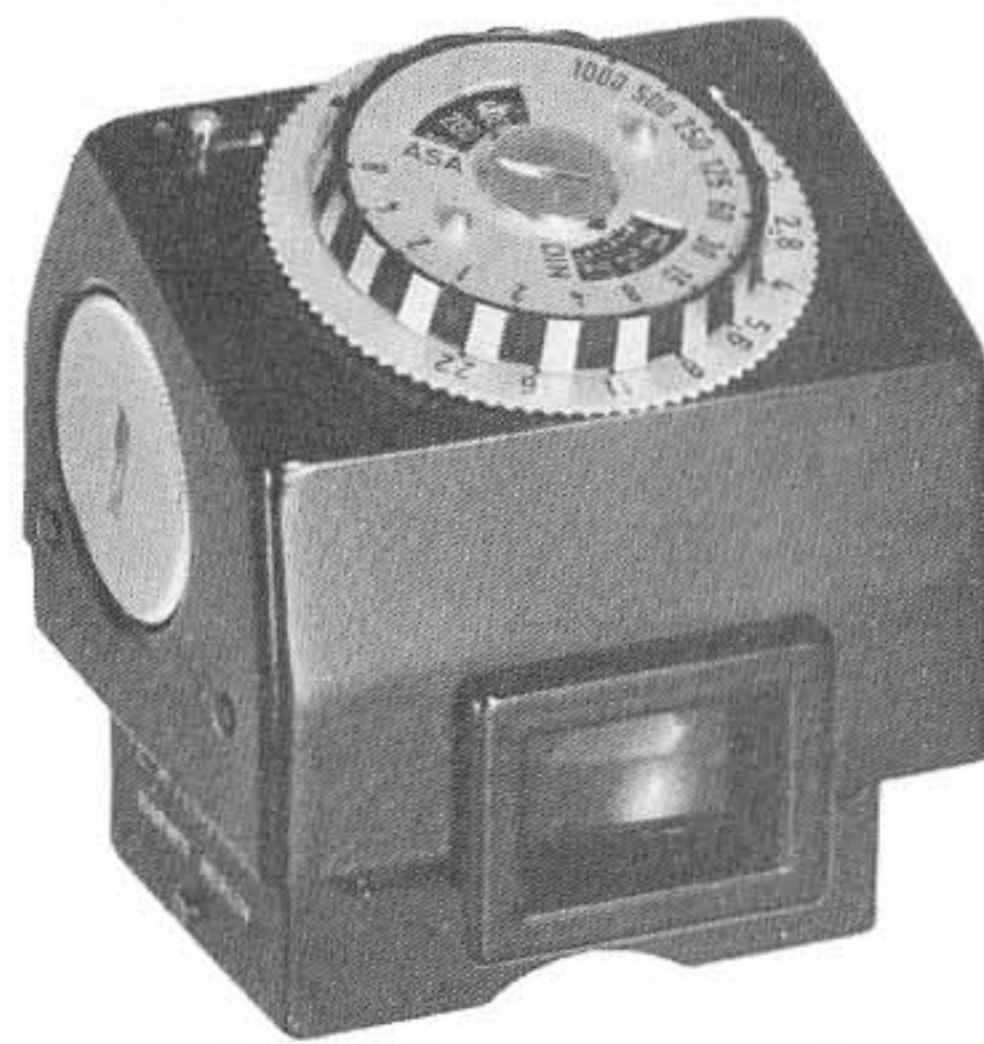
Trial Color Offer: 4 Color Enlargements as described above, from 4 different slides, regular price \$34.00, Trial Offer \$24.50. Shipping Charges \$1.50. Orders must be marked "Trial Color Offer."

Seymour Exclusive Examat BTL System

By special arrangement with the factory (Harwix, West Berlin) through the good offices of our friends at Camflex (London, England) Seymour's scooped the Industry on the entire remaining inventory of Examats.

The Examat converts your "classic" Exakta (VX-1000, VX-500 and earlier models) into a Behind-the-Lens Lightmeter Model.

While a limited supply lasts, we will fill orders on a first-come, first-served basis.



Examat BTL System, complete with Battery, Stock No. 1915, \$68.45 + 1.35 Shipping. Bonus Buy: DeLuxe Camera Case with Extra High Top (accommodates Camera with Examat), if bought with Examat, \$9.85.



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.

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.

1970 Prices...?

Do you know what happened to prices since early 1970? Of course you know: prices have gone UP. Bread costs more, so does milk, meat, and fruit. The dime bus ride costs now 35¢. The \$45 suit is now \$69.50. Moreover, in 1970 a single dollar bought over 4 German Marks. Today we are lucky if we get three marks for our dollar.

Everybody has substantially increased his prices since 1970, right? Wrong! Everybody but Seymour's! With one single exception, all prices in this Issue are the same OR LOWER than the prices in the May Issue of 1970!!!

The exception: The Toshiba Exposure Meter. The tremendous increase of our cost on this item left us with two choices: drop the item altogether, or increase the price. Dropping the item would have deprived our customers of one of the best and most sensitive CdS Exposure Meters. So — we increased the price. Of course, at \$19.95 the Toshiba Meter is still a terrific buy. But it is the ONLY item which we could not sell at the May 1970 price.

I said that "prices are the same or LOWER." Incredible as it may sound, we actually lowered quite a few prices. Want some examples? The 35mm Primagon Wide Angle, then \$19.95, now \$17.70. The Reproslide Slide Duplicator, then \$27.50, now \$19.95. The Safari Foam Fitted Case, then \$19.65, now \$14.50. The Fresnel MicroGrid, then \$7.50, now \$5.40. The 50mm F/2 fully automatic Jena Pancolar, then \$39.95, now \$29.50. There are really many more price reductions, too many to mention them all. Let me just remind you of the 200mm F4.5 Coligon, then \$49.50, now 34.25, the Exakta VX-500, then 49.50, now \$39.95, to say nothing of the 180mm Sonnar, the 200mm and 300mm fully automatic Rokunar Lenses, our famous Top Grain Cowhide Gadget Bag, and, best of all, the Exakta RTL-1000. All these, and more, are now offered at Sale Prices which are actually LOWER than in May 1970!

As I said elsewhere in this issue, our current Sale Prices are for equipment which is in stock RIGHT NOW and which was bought (wisely!) before the disastrous devaluation of the dollar, and paid for with good "old" dollars. True, many items shown in the previous issue of the Exakta News are sold out and are no longer available at pre-increase prices but such items have been eliminated from this issue. Other items are running low and nobody can tell how long our stock will last.

Take a good look at prices all around you. Where else can you buy at, or below, 1970 prices? Don't let this opportunity slip through your fingers. Buy!

Earl F. Seymour.



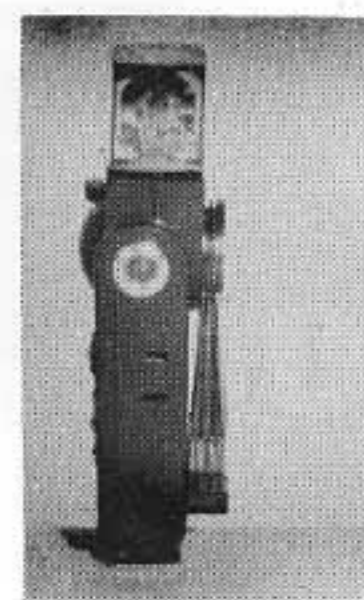
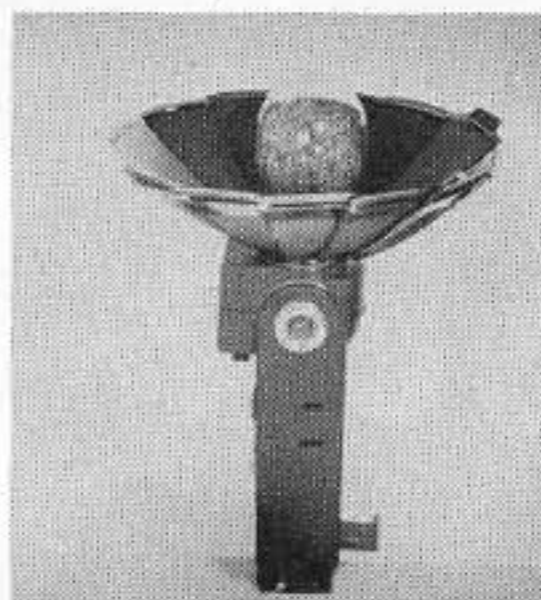
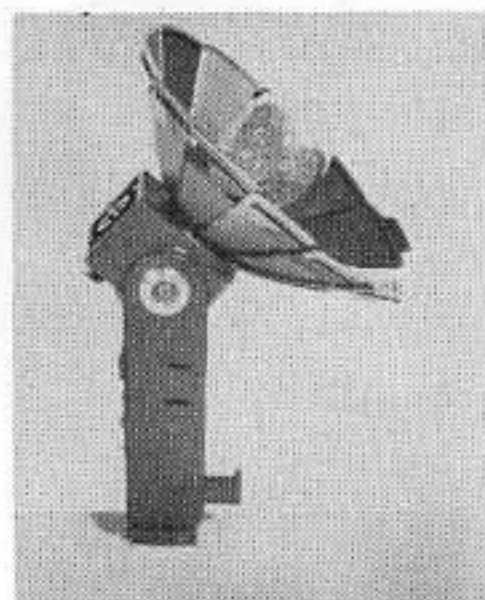
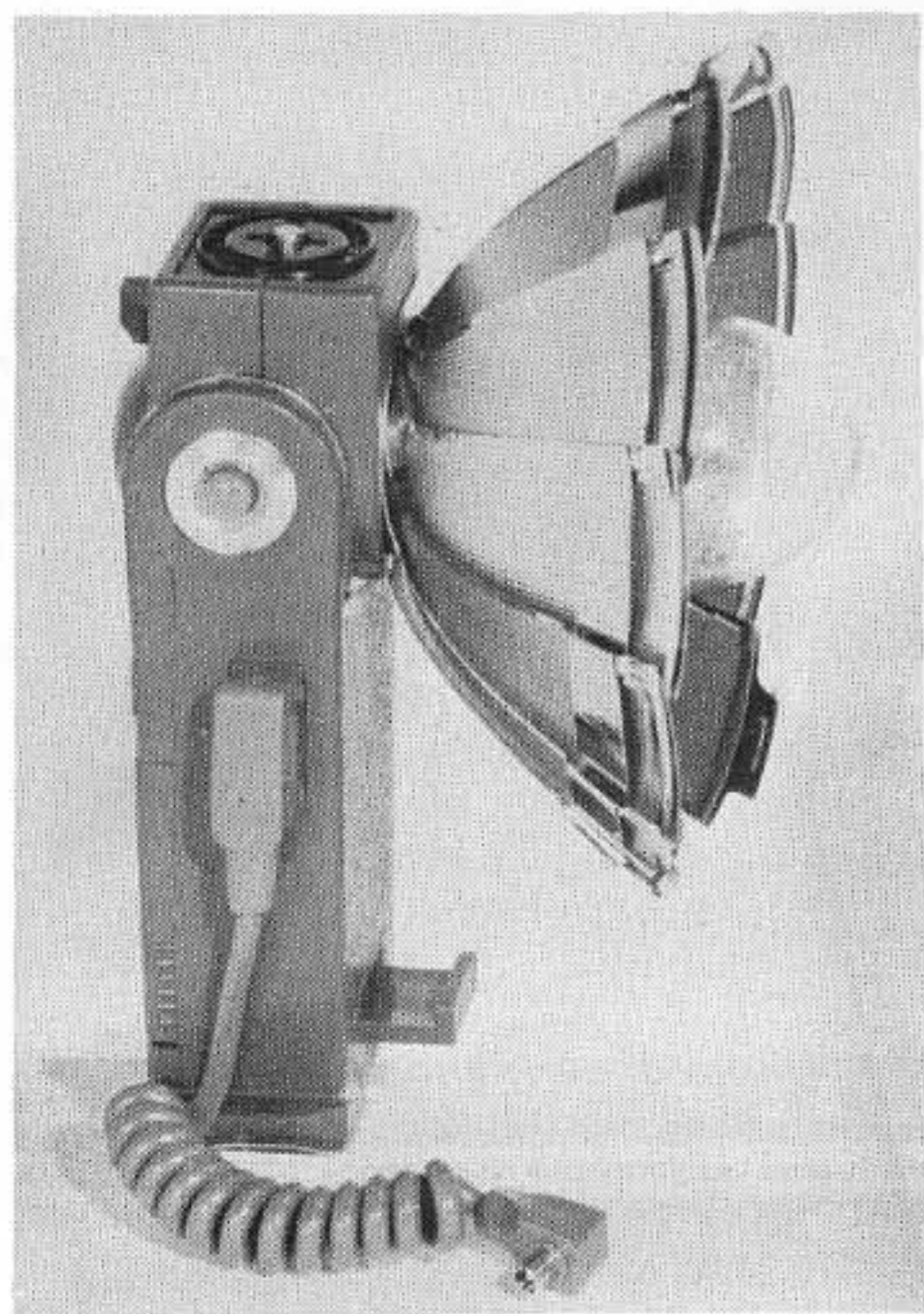
Vinyl Gadget Bags

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.



Quadra Blitz

World's only truly

Universal Flash Gun

You may not need ALL the features of the Quadra Blitz Universal Flashgun, but, as the man says, it's nice to know that they are all there, in case you do need them.

There are many flashguns on the market. All of them have some features, but only the Quadra Blitz Universal Flashgun has them all. The Quadra Blitz takes every know flashbulb plus the ultra convenient flash cubes. It works on cameras with hot shoes and on cameras with plug-in terminals. It tilts, it bounces, it folds, it tests, it ejects (cubes, too!), it calculates the exposure — it does everything any flashgun ever did, and more.

It is small and handy and comes in a clear plastic pouch to keep it clean and always ready to use. It has a powerful Battery Capacitor (BC) Circuit and works on a standard 15 Volt Battery, such as the EverReady #504. And it comes with full, easy-to-read instructions.

Quadra Blitz Universal Flashgun with detachable Coiled H/PC Cord, with Plastic Pouch, Stock No. 1911, \$11.95. Battery, 15 Volt (not included) \$1.50.

- World's ONLY truly universal Flashgun
- Takes M-2, AG-1, #5 and #6 Bayonet Bulbs
- Takes Flash Cubes
- Tilt for Bulbs and Cubes, 4 Positions, Zero to 90 Degrees
- Bouncelight for Bulbs and Cubes
- Satin Finish High Actinic Reflector
- Reflector "fanfolds" out of the way
- Reflector adjusts to 3 Positions, flat, shallow, deep (for variable light concentration)
- Hot Shoe
- Detachable H/PC Coiled Cord for "cold" shoe cameras
- Built-in bulb-and-circuit Test Lamp
- Bulb Ejector (works on cubes, too!)
- Trigger Transport for Cubes
- Uses 15 Volt BC Battery (EverReady #504 or similar)
- Battery Capacitor (BC) Circuit
- Fits all standard accessory shoes, camera mounts and flash brackets
- Built-in Exposure Calculator Dial



Multiple-Image

Lens Prisms

These optically ground multi-faceted precision prisms are placed in front of your lens and produce multiple images for trick shots. The prisms are also known as "Mirage" and "Trick" Lenses. They come in Series VII Standard Size and require a Filter Adapter (state diameter of lens, in mm).

Multiple Image Prisms.

Model P-3, produces three parallel images. Stock No. 1898-3P, \$17.95 + 1.95 Case and 75¢ Shipping Charges.

Model R-3, produces 3 radial images. Stock No. 1898-3R, \$17.95 + 1.95 Case and 75¢ Shipping Charges.

Model F-5, produces one center image and four images around the center image. Stock No. 1898-5, \$19.95 + 1.95 Case and 75¢ Shipping Charges.

Series VII Filter Adapter (state diameter of lens, in mm) \$3.95

Combination "Package" Deals:

Set #1 (Models P-3 and R-3), complete with Cases, \$34.50 + 1.25 Shipping Charges.

Set #2 (Models P-3 and F-5), complete with Cases, \$36.50 + 1.25 Shipping Charges.

Set #3 (Models R-3 and F-5), complete with Cases, \$36.50 + 1.25 Shipping Charges.

Set #4 (Models P-3, R-3, and F-5), complete with Cases \$49.50 + 1.45 Shipping Charges.

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

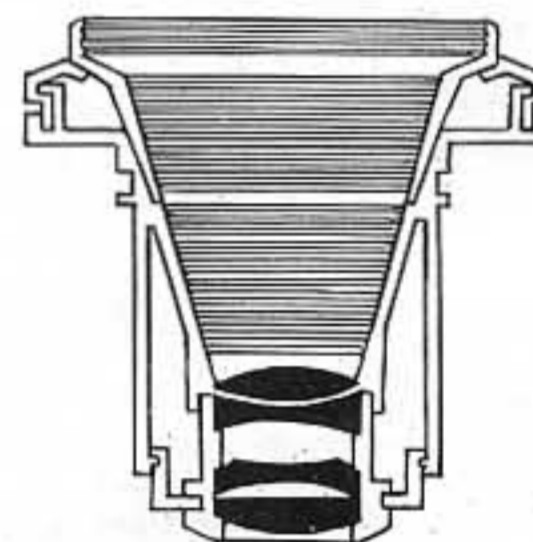
The Macro-Extenar is the most versatile Macro Lens. It focuses from Infinity all the way to a ratio of 1:1 (LIFE size!). Focal Length: 50mm. Maximum Aperture: F2.8 Minimum Aperture: F/22. All necessary data shown on lens barrel. Nothing left to chance!

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

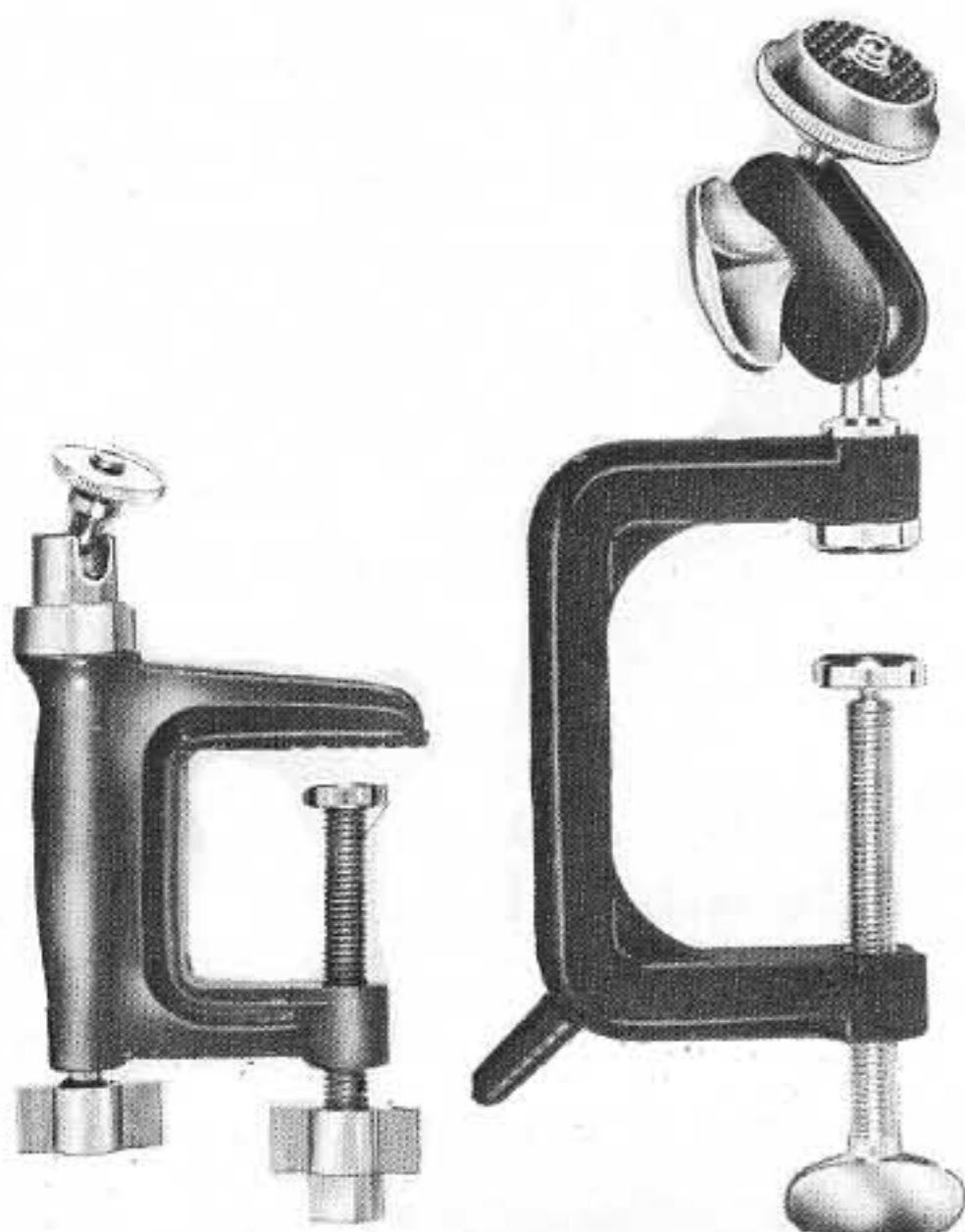
Imagine a 180mm Telephoto Lens with the unusually fast speed of F2.8. Imagine a 180mm Telephoto Lens with unusually high resolving power and color correction. Imagine a 180mm Telephoto Lens whose beautiful ebony-and-chrome styling matches its superb optical performance. Imagine all that and you have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



Clamp Pod and Super Pod

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

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

Free Estimates on Exakta Repairs.

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

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

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

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

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

We'll do the rest.

BONUS BUY:

Set of 6 Color Slides by Earl F. Seymour.

Thousands of these Sets of 6 Slides were bought by Seymour Fans at \$2.95 a set. To celebrate this Sale of Sales, we offer them as a Bonus Buy:

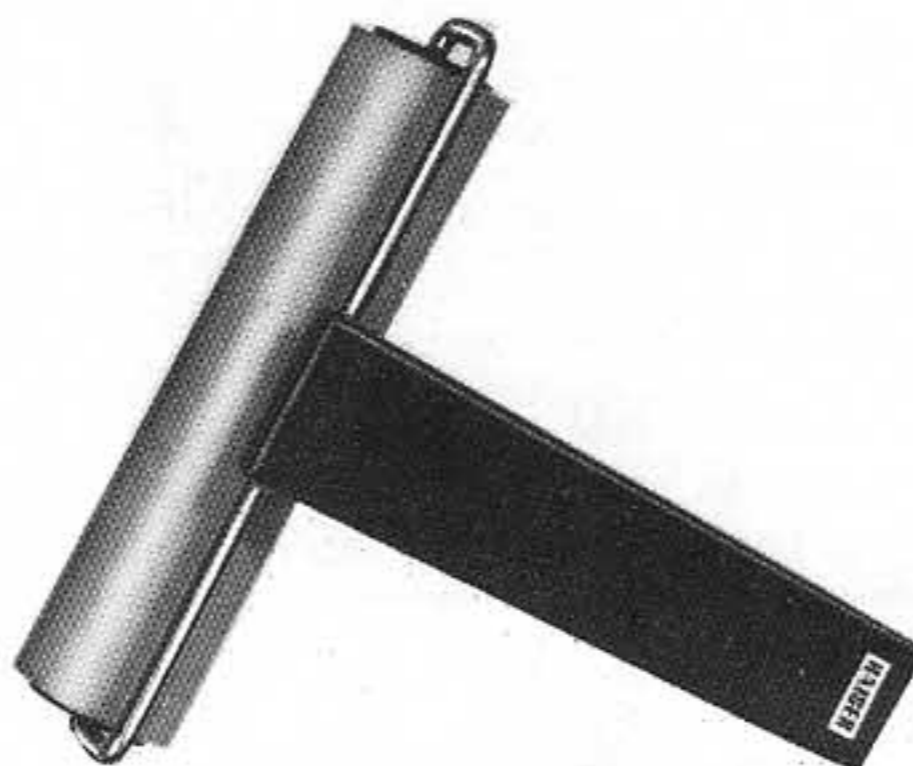
With your Order for \$10.00 or more you may request a Set of Earl Seymour Color Slides for just 95¢.



Modernize Your Exakta with a Fully Automatic Lens.

Replace that old lens with a new 50mm F2.8 Meyer Domiplan, a good sharp, fully automatic German Lens.

Sale Price \$16.45 + 95¢ Shipping Charges.



Roller Squeegee

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

Previous low Seymour Price \$2.45
Now, during Sale, \$1.25 + 25¢.

**Seymour's-Exakta,
the World's Only
Exclusive
Exakta Dealer**



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!

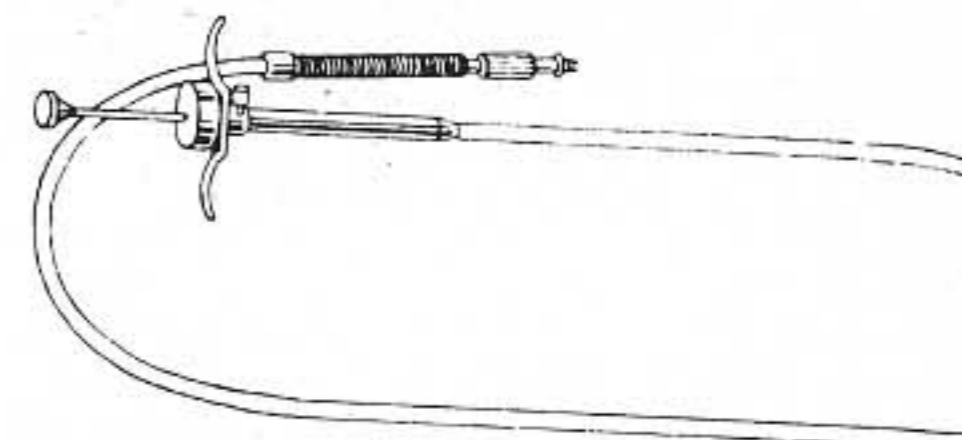
500mm F5.6 preset Meyer Optik Orestegar, now only \$199.50 + 3.85 Shipping



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¢.



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

If you would not buy a superbly sharp wide angle lens at an unbelievably low price just because it is not automatic, just skip this paragraph. If, on the other hand, you will consider an excellent preset wide angle lens, read on:- Full 650-Degree Coverage. Sharp from Corner to Corner. Brilliant Color Rendition, Distortion-Free Image. Smooth-Acting Preset Diaphragm which closes down to f/22!). Range: from infinity to 18 inches!

Sale Priced \$17.70 + 95¢ (while they last).
Filter Adapter, reg. \$4.95, now \$3.45
Case \$3.95. Velvet-lined Pouch \$2.95



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¢.



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

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¢.

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

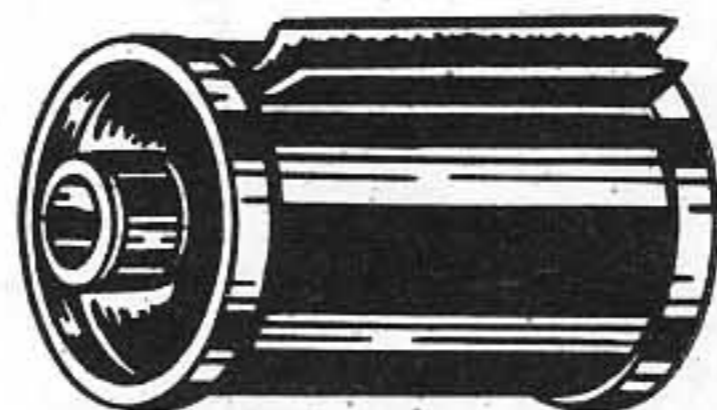
with Cases \$36.00. Shipping 1.25

Two ATC/3

with Cases \$45.00. Shipping 1.25

ATC/2 plus ATC/3

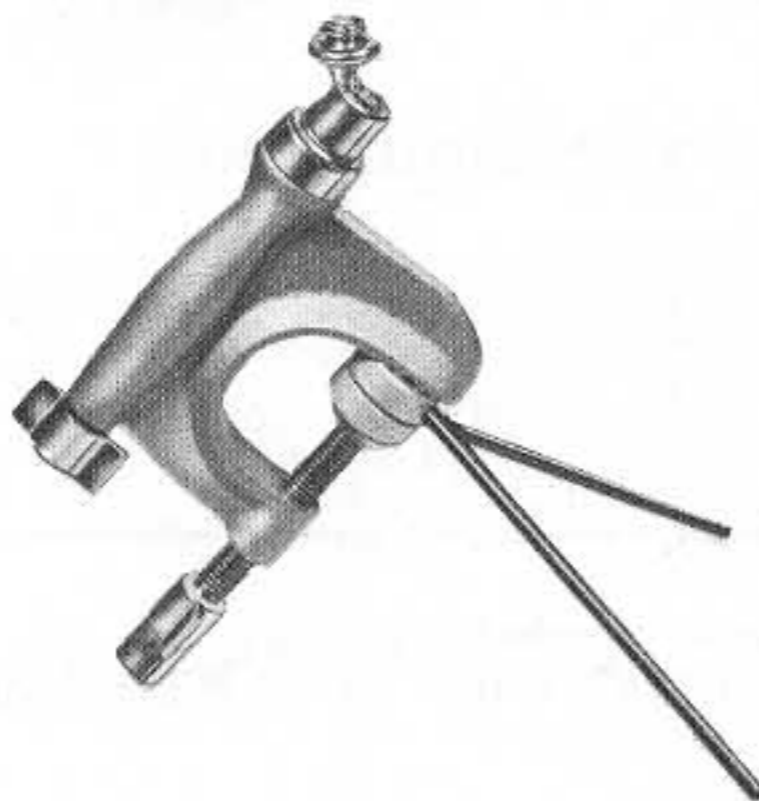
with Cases \$39.00. Shipping 1.25



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 departments. 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¢



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!



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.

Depth-of-Field Book

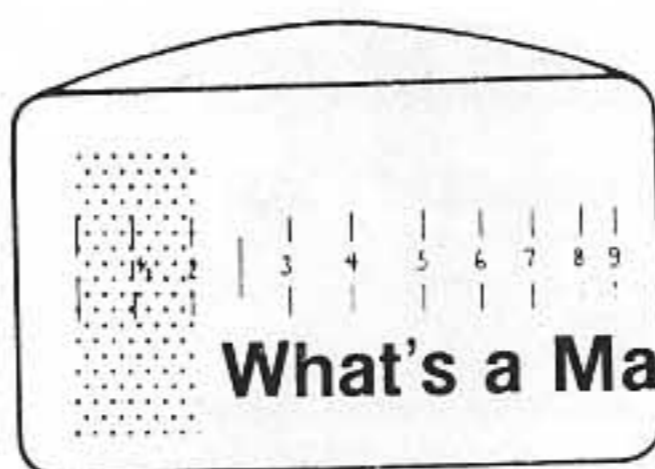
If you don't have a copy of Binno Garasu's "Depth-of-Field Book," there is a serious gap in your technical library! The author explains Depth of Field in easy-to-understand, every-day language. You don't have to be an M.I.T. Graduate to understand it! The special "Hints" for the camera bug are worth 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¢



What's a Macrolite?

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

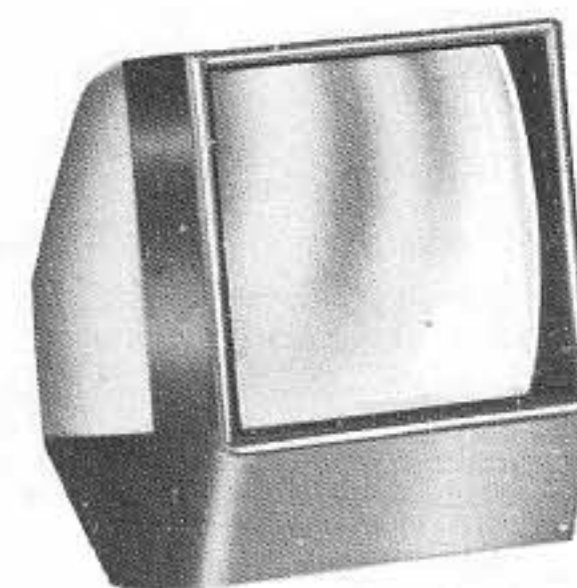
You know that close-up work requires an exposure increase. The closer you focus with any given lens, the greater the increase. For a 1:1 ratio (image on film same size as item photographed) you must increase your exposure four times, or, in technical terms, the Exposure Factor is 4. So far, so good. But what will your exposure factor be at a slight reduction in size or at a larger-than-actual-size? While it is possible to calculate the exposure increase, it involves measuring distances, add a few rather involved mathematical manipulations and calculations.

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

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

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

No more Charts, no more Exposure Tables, no more Measuring, no more Calculations, and, what's most important, no more Exposure Errors! You will get correctly exposed close-ups every time. You read your Exposure Factor directly at a glance. Right in the viewfinder! The Macrolite is a Seymour Exclusive, available ONLY from Seymour's Exakta. We offer it for only \$17.50 + 25¢ Shipping Charges, on our regular 15-Day Money-Back Trial Basis. **Macrolite Direct Reading Exposure Factor Screen, now during Sale only, \$6.95 + 25¢.**



Betta Vue Illuminated Slide Viewer

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

Original Seymour Price \$2.95

Now, during Sale \$1.25 + 25¢

Six for \$6.95 + 45¢

Requires two batteries per viewer. 10¢ each.



High Quality Optical Magnifying Glasses.

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

Sale Price, Set of 2 Magnifying Glasses \$2.95 + 35¢.

Photographer's Travel Guide

Whether you take a short hop or a trip around the world, you need this authoritative book. Crammed with information, this \$2.95 book has saved a great deal of money for thousands of people. You cannot be without this book, even if you stay home!

Photographer's Travel Guide, previously \$2.95

Now, during Sale only, \$1.50 + 25¢.

In case we haven't repeated it often enough:

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



New! New!
**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¢



New! New!
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¢



New! New!
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¢



New! New!
Roller Squeegee.

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

Roller Squeegee \$1.25 + 25¢



New! New!
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¢**



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

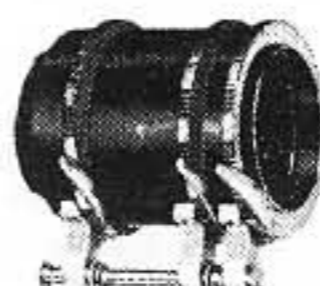
The new BTL Systems pose a problem: the regular accessory shoe can no longer be used. Who has solved the problem? Seymour's-Exakta, of course! We have devised an Accessory Shoe which attaches to the BOTTOM of the Camera!

**Bottom Accessory Shoe
 \$1.85 + 15¢**

New! New!
**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.

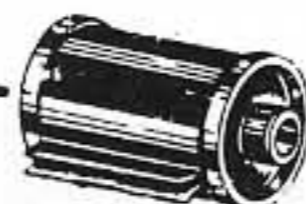
**3 Permanent Mount Shoes
 \$1.85 + 15¢**



**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! 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¢



New! New!
**New 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
 \$7.75 + 25¢**



Blower Brush

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

Blow Brush \$1.95 + 25¢



New! New!
**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¢**



New! New!
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.

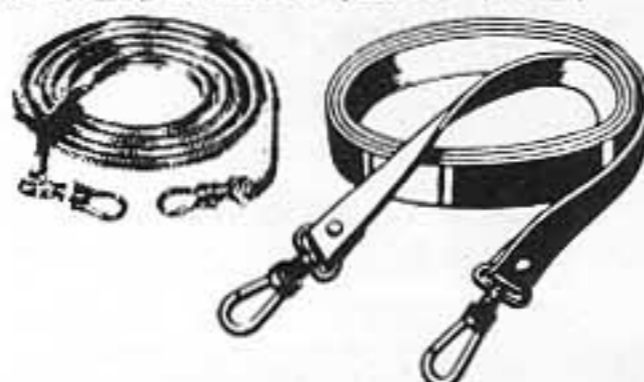
Giant Button \$1.95 + 15¢



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

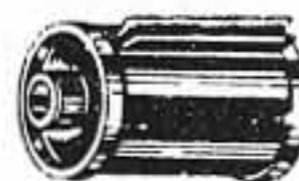
Indispensable for ultra close-up work with normal lenses. These come in Series VII with Exakta Bayonet or in 49mm with Exakta Bayonet. State preference.

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¢

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

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:

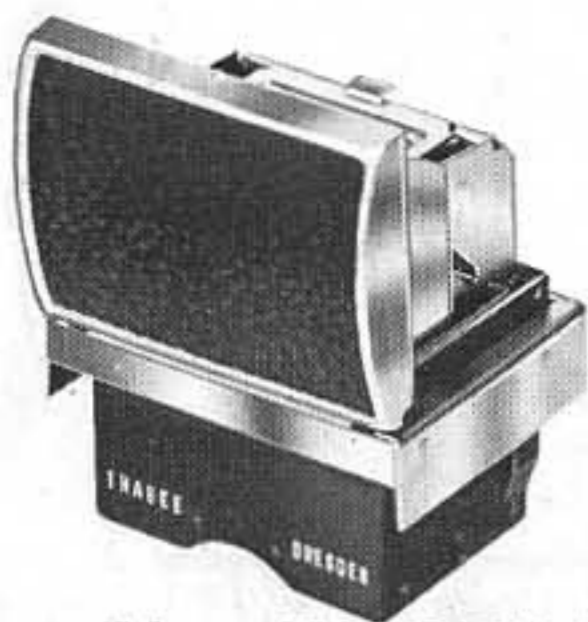
ALWAYS INCLUDE ALL ZIP NUMBERS.

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.



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¢



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¢



Examat Behind-the-Lens Metering Prism

While a small supply lasts, we offer the Examat BTL System with MicroGrid, complete with Battery, for \$68.45 + 1.35 Shipping Charges.

**Address
Correction
Requested**

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Brooklyn, N.Y.