

June 1, 1949

DESCRIPTIVE INFORMATION

and

PRICE LIST

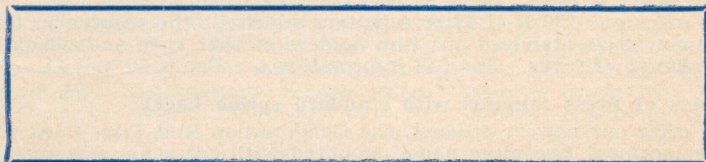
Suydam

ALL METAL

PHOTO PRODUCTS

- DOUBLE CUT FILM HOLDERS AND FILM PACK ADAPTERS
for 6.5x9 and 9x12 Cm European Cameras
- ROLL FILM ADAPTERS for 6.5x9 and 9x12 European Cameras
- ROLL FILM ADAPTERS for Cameras with "GRAFLEX type"
back
- COMBINATION ROLL FILM BACKS for cameras with
GRAPHIC type spring back and other press type cameras
- REDUCING CUT FILM SHEATHS for all types and sizes of cut
film holders

DISTRIBUTED BY:



Manufactured By

E. SUYDAM & CO.

2080 Lincoln Avenue

Pasadena 3, California

To our friends who wrote for information:

Thank you for writing us. We are sending you this booklet in which we attempt to answer the most frequently asked questions. If after reading the following pages there are any further questions you have, please drop us a line or card and we will answer you promptly.

Yours very truly,
E. SUYDAM & CO.

FOREWORD

IMPORTANT — PLEASE READ

With the printing of this price list we are introducing the newest addition to our line of photographic specialties, the Combination Roll Film Back for press cameras. At the same time we are dropping certain smaller items from our last price list, in order that we may concentrate on this new product. Therefore only those items appearing herein are now available.

The Cut Film Holders, Pack Adapters and Roll Film Adapters which we have been making for several years have enabled camera owners to obtain maximum use of their equipment and have saved them money by using color roll film instead of cut film of the same size. By comparing the price of these two films in the same size you will find that you will **SAVE ENOUGH IN THE FIRST 15 TO 20 ROLLS OF COLOR FILM TO PAY FOR THE ROLL FILM ADAPTERS!** After that, these savings go into your pocket as **CASH!**

Our products have been well received by our customers, many of whom have kindly taken the time to write us saying how pleased they were and telling us of the good results they were obtaining. Many professional photographers have told us that they paid for their roll film adapter in savings on color film in the first days shooting!

To Owners of 6.5x9 and 9x12 Cm. European slide back cameras:

We offer our full line of Double Cut Film Holders, Film Pack Adapters and Roll Film Adapters. This enables you to obtain maximum use of your camera with full range of types of film emulsions now available in standard sizes. For full information see Pages 5, 6 and 7.

To Owners of "Graflex" cameras and cameras with "Graflex type" back:

We offer our 120 Roll Film Adapters which fit the camera in the same manner as do standard cut film holders of that type and which require no change of focus. For full information see Pages 10 and 11.

To Owners of Press cameras with standard spring backs:

We offer our newest product, the Combination Roll Film Back which is a replacement two piece panel, mounted with the same side springs and which permits the continued use of your standard cut film holders or pack adapter in the conventional manner. It gives the added advantage of using roll film interchangeably with cut film holders, regardless of how many exposures have been made on the roll and without altering focus! For full information see Pages 8 and 9.

To mention a few exclusive features of our products:

- Our exclusive design light trap for the dark slide is fully enclosed and spring loaded. (**)
- All metal construction from light gauge plated sheet steel, the plating, over which a baked enamel finish is applied, gives best protection from rusting and insures longer life.
- The faces of all items are free from overlapping metal edges and give a smooth surface which reduces wear on cameras to a minimum.
- Our double holders for European cameras are longer than old single holders and provide thereby, an easy finger grip for handling. (**)
- In all items, the ORIGINAL FOCAL PLANE IS MAINTAINED AND NO CHANGES OF FOCUS OR RANGE FINDERS ARE REQUIRED!

(**) Exclusive features of our double holders including design and construction, are fully covered by Pat. No. 2451638. Many of these features are also used in our other products.

SALES POLICY AND ORDERING INFORMATION

TO DEALERS: Established dealers in photographic goods who are located in an area covered by one of our wholesaler distributors are requested to direct their orders to the firm whose name appears on the front cover. They are a reputable wholesaler who will give you prompt service and standard dealer discounts. We have no facilities for carrying open accounts so all resale orders received by us must be prepaid or must contain permission to ship C.O.D.

TO INDIVIDUAL CUSTOMERS: Please try your local photo dealer first. If you cannot find a dealer who stocks our products you may order direct from us. Enclose check or money order covering purchase price, tax and postage. (See postage information on next page). California customers also include 2.5% state sales tax.

TO CUSTOMERS IN FOREIGN COUNTRIES: If our products are not available in your country, you may order from us. Photographic dealers may order direct or through their export representative in the U.S.A. All orders must be prepaid. International money orders, letters of credit payable upon shipment, cashiers checks on foreign banks or personal checks on a U.S.A. bank will be accepted in payment after verification. Excise taxes do not apply outside of the U.S.A. and possessions. (Members of Armed Forces outside of U.S.A. must include tax if their address is an APO or an FPO). When ordering include postage (see postal information on next page). Also make sure your customs office will permit you to receive the goods as we cannot be responsible for goods confiscated by customs offices of foreign countries.

POSTAGE CHARGES: (To be included with remittance for orders).
Since postal rates vary with distance, the following average postal charges are made on all orders:

A.—Domestic Parcel Post:

1. California, Oregon, Nevada and Arizona:
20c for one item and 5c per each additional item.
2. Other states which are west of the Mississippi River:
30c for one item and 5c per each additional item.
3. States east of the Mississippi River, Canada and Mexico, APOs and FPOs:
35c for one item and 10c per each additional item.

B.—Domestic Air Parcel Post:

1. California, Oregon, Nevada and Arizona:
68c for one item and 8c per each additional item.
2. Other States which are West of the Mississippi River:
\$1.08 for one item and 40c for each additional item.
3. States East of the Mississippi River:
\$1.45 for one item and 65c for each additional item.
4. Hawaii and Alaska, APOs and FPOs:
\$1.60 for one item and 80c for each additional item.

C.—Parcel Post and Air Parcel Post to Foreign Countries:

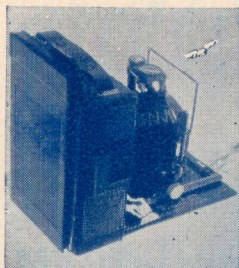
Since rates vary widely, no generalization can be made. Consult your local post office for information on rates **from here** by the method desired and figure 1½ lbs. for the first item and 1 lb. for each additional item. (Packed weights).

NOTE: We can ship C.O.D. if desired, however we require a \$2.00 deposit on all orders. (50% of order if less than \$2.00). Shipping C.O.D. costs you 35c to 45c more on postage.

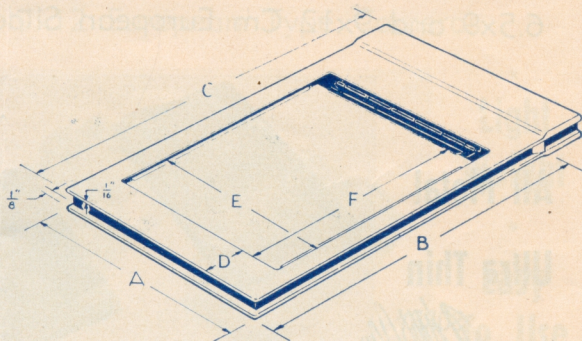
GENERAL INFORMATION

Concerning Accessories for 6.5x9 and 9x12 Cm European Type Cameras

To check the size of our products to your camera, see diagram and table below:
(Double holder illustrated).



Double Holder



	6x9	9x12
A. Width over all.....	2 31/32	3 31/32
B. Lock location.....	4 21/32	5 7/8
C. Length over all.....	5 5/8	6 5/8
D. Lower edge of film.....	19/32	13/16
E. Width of film.....	2 1/4	3 1/4
F. Length of film.....	3 1/4	4 1/4

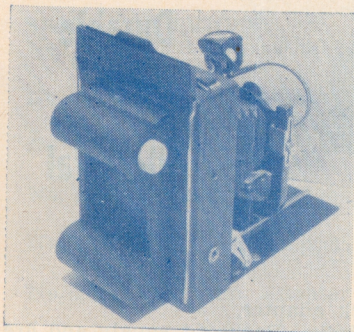
The accessories for EUROPEAN TYPE cameras will fit the Eastman Recomer; Voigtlander Avus, Bergheil and Vag.; Zeiss Maximar, Miroflex, etc.; Agfa Standard; Bee Bee; Nagel and others of similar type.

For such cameras as the Plaubel Makina, Welta, Kawee, Kamera Werkstätten and some models of the Linhof, minor adjustments made by the purchaser or his camera repair shop, will permit the use of all items.

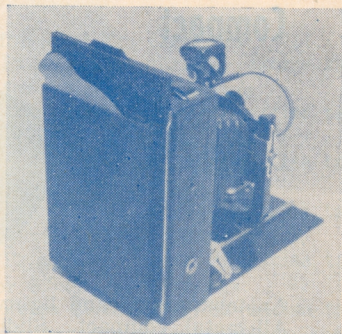
The 6.5x9 Cm. Accessories will also fit the Medalist Accessory back.

We cannot make up special holders and adapters for varying types of cameras for the reason that to do so would be prohibitively expensive. The best solution in these cases is to rework the camera.

See Pages 6 and 7 for details and prices.



Roll Film Adapter in Camera



Pack Adapter in Camera

Seydlam

DOUBLE CUT FILM HOLDERS

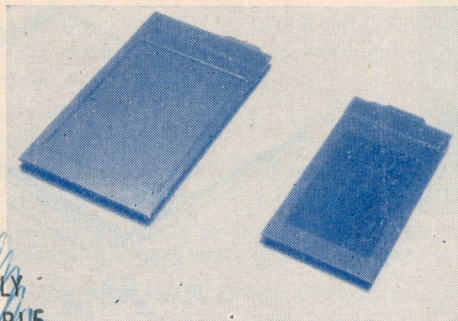
for

6.5x9 and 9x12 Cm European Slide Back Cameras

All Metal

Ultra Thin

~~SORRY
TEMPORARILY
NOT AVAILABLE~~



Spring Type

Light Trap

An all metal double cut film holder with removable sheaths. Uses cut film or plates in popular sizes. Sheath is easily loaded and installed in the dark, a spring clip holds it flat in proper focal plane. Holders have a recess in their sides to engage the camera lock. Offset slides provide easy handling when in any position. Made of plated steel sheet with baked enamel finish.

Seydlam

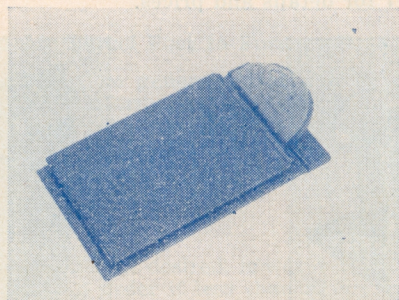
FILM PACK ADAPTERS

for

6.5x9 and 9x12 Cm European Slide Back Cameras

Compact

Light



Durable

All Metal

An inexpensive and lightweight film pack adapter. All metal, compact. Sliding cover with lock. Packs fit snugly and are held firmly by the cover.

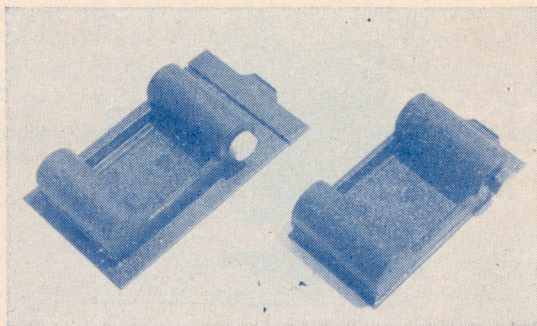
Suydam

ROLL FILM ADAPTERS

for

6.5x9 and 9x12 European Type Cameras

**Uses No.
120 Roll,
Color or
Black and
White**



**Light
Weight
Easy
To Use**

A sturdy all metal roll film adapter designed primarily for No. 120 roll film, to enable the use of such color films as Eastman's Ektachrome and Ansco color.

Large rollers permit free movement of film.

Grooved track holds film flat without undue tightness and in proper focal plane—prevents scratching or tearing of film.

No change of focus required.

Interchangeable masks permit either 8 $2\frac{1}{4} \times 3\frac{1}{4}$ or 12 $2\frac{1}{4} \times 2\frac{1}{4}$ exposures per 8 exposure roll.

Dark slide permits removal from the camera at any time and interchangeable use of another roll film adapter loaded with another type film, or of film pack adapter or cut film holder.

Guarantee: Our roll film adapters are guaranteed light tight, to roll film up properly without buckling or tearing and to give satisfactory service.

SIZES AND PRICES:

No. 101H. Double Cut Film Holder, $3\frac{1}{4} \times 4\frac{1}{4}$ for 9x12 Cm Cameras

List Price \$3.95, plus .45 excise tax

No. 102H. Double Cut Film Holder, $2\frac{1}{4} \times 3\frac{1}{4}$ for 6.5x9 Cm Cameras

List Price \$3.75, plus .42 excise tax

No. 105A. $2\frac{1}{4} \times 3\frac{1}{4}$ Film Pack Adapter for 6.5x9 Cm Cameras

List Price \$4.75, plus .50 excise tax

No. 106A. $3\frac{1}{4} \times 4\frac{1}{4}$ Film Pack Adapter for 9x12 Cm Cameras

List Price \$5.25, plus .50 excise tax

No. 108R. Roll Film Adapter No. 120 size for 9x12 Cm Cameras

List Price \$7.50, plus .84 excise tax

No. 109R. Roll Film Adapter No. 120 size for 6.5x9 Cm Cameras

List Price \$7.25, plus .82 excise tax

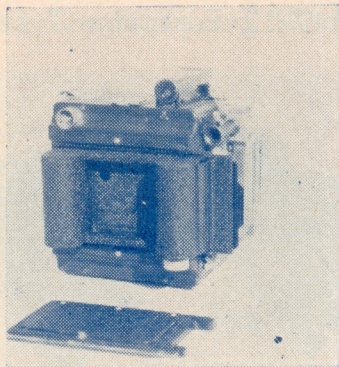
Note: Roll Film Adapters for Zeiss Ideal Clamp Type Cameras are made to order only—30 days—Add \$5.00 fitting charge to above prices.

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COMBINATION ROLL FILM BACK

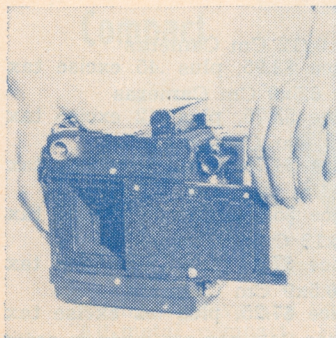
for

2¼x3¼ Press Cameras (with Spring Back)

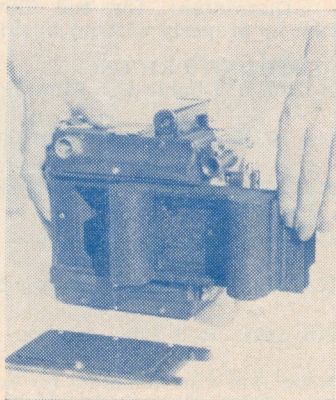


Here is what all owners of spring back cameras have been waiting for! A means of using roll film in their camera without destroying the spring back feature. Our combination back consists of a two-piece panel which is installed in your camera in place of the focusing panel you have. Use the same side springs to attach it. When installed you can use your standard cut film holders and pack adapter under it in the conventional manner. When you want to use roll film, simply slide out the removable center panel and install our No. 109R Roll Film Adapter in its place. The Roll Film Adapter is so positioned that the film is in focus at the same point as film in a cut film holder under the pack panel. The same ground glass or range finder settings are used for both! No other adjustments or changes of focus are required.

With a Suydam Combination Back installed on your camera you will save the price of the back and the adapter in the first 25 rolls of color film used.



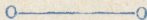
Illustrations
show how
sliding panel
is removed
and roll film
adapter is
installed in
its place



The SUYDAM Combination back with roll film adapter offers these EXCLUSIVE features which are found in NO OTHER PRODUCT: ‡

- Exposures may be made on roll film alternately with those on cut film regardless of the number of exposures that have been taken on the roll.
- If desired, it is not even necessary to remove the roll film adapter from the camera when shooting with cut film.
- Positive light tight fit of all parts—safety locks prevent roll film adapter from springing outward on the springs when in active or rough usage.
- Compact fit of adapter with minimum bulk avoids the awkwardness of other types of units which protrude greatly from the camera.

‡ Patents applied for on all features of design, construction and principle of the combination roll film back.



PRICES:

The Suydam Combination Back for $2\frac{1}{4} \times 3\frac{1}{4}$ press (spring back) cameras is supplied ready to install and with mounting screws and safety locks. It is supplied in several forms as follows: (The roll film adapter is not included and is purchased separately).

No. 114CB. Combination Back for "Anniversary" model "Graphic" and "Busch" Cameras (which have a wood camera back). Includes ground glass and hinged hood cover.

List Price \$7.50, plus .84 excise tax

No. 115CB. Combination Back for "Pacemaker" model "Graphic" (which have the all metal camera back). Does not include hood as the folding hood assembly of this camera can be installed without further fitting.

List Price \$6.75, plus .76 excise tax

No. 116CB. Is supplied UNDRILLED for installation in other types of spring back cameras not mentioned above and must be fitted by the customer or his camera repair shop. Glass and hood included.

List Price \$7.25, plus .82 excise tax

No. 109R. 120 Roll Film Adapter to use with the above backs:

List Price \$7.25, plus .82 excise tax

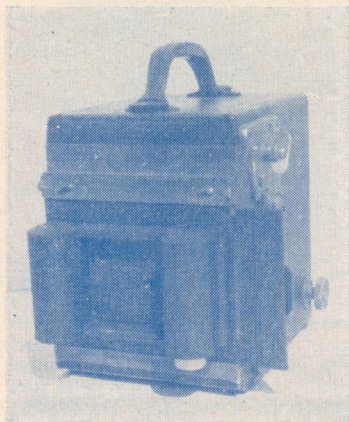
NOTE: At the time of printing this price list only the $2\frac{1}{4} \times 3\frac{1}{4}$ size backs are available. Backs for $3\frac{1}{4} \times 4\frac{1}{4}$ and 4×5 cameras will be available at a later date. Watch our ads in "Popular Photography" and "Minicam" magazines for announcements on these sizes.

Seydman

ROLL FILM ADAPTERS

for

2 1/4 x 3 1/4 and 3 1/4 x 4 1/4 "Graflex Back" Cameras



"Graflex Type"
Roll Film Adapter

The Roll Film Adapter for 2 1/4 x 3 1/4 and 3 1/4 x 4 1/4 "Graflex back" are similar to those described on page 7, except they have an additional base structure which enables them to be installed in the "Graflex back" same as a cut film holder. Proper focus is maintained and no changes to your equipment are required. Like all our roll film adapters they may be removed at any time and used interchangeably with another roll film adapter or cut film holder, regardless of how many exposures have been made.

SIZES AND PRICES:

No. 110R. Roll Film Adapter No. 120 size for 2 1/4 x 3 1/4 "Graflex back" Cameras
List Price \$9.75, plus \$1.09 excise tax

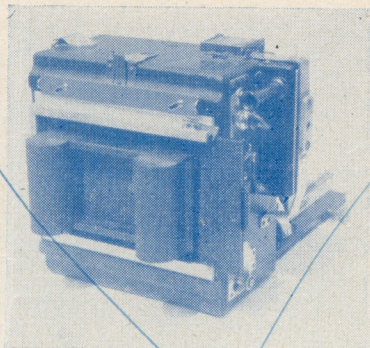
No. 111R. Roll Film Adapter No. 120 size for 3 1/4 x 4 1/4 "Graflex back" Cameras
List Price \$9.75, plus \$1.09 excise tax

ADAPTING PLATE FOR 4x5 "GRAFLEX"

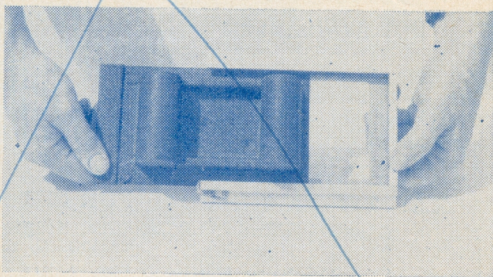
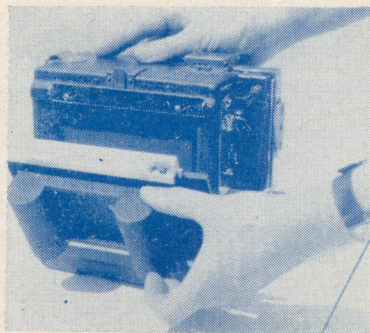
(or any Camera with 4x5 "Graflex Back")

**Increases
Versatility**

Saves Bulk



**Reduces
Color Film
Costs**



For owners of the 4x5 "Graflex" we offer our new ADAPTING PLATE. This adapting plate fits the GRAFLEX back exactly like a standard cut film holder. The back of this plate will take our ROLL FILM ADAPTERS, CUT FILM HOLDERS and PACK ADAPTERS and will position the film in the original focal plane, requiring no alterations: Simply snap the plate into place and slide any of the above-mentioned film accessories into it and you are ready to shoot! Positive light tight fit is guaranteed.

PRICE:

No. 112AP. Adapting Plate for 4x5 "Graflex", felt lined, spring pressure type with retaining clip for our No. 101H Holders, 106A Pack Adapter and 108R Roll Film Adapter.

List Price \$5.25, plus .59 excise tax

Suydam

REDUCING CUT FILM SHEATHS

for

All Sizes and Types of Cut Film Holders

To permit the use of smaller size cut film in cut film holders for economy in color work or other special purposes.

**Easy
Loading**

**SORRY
TEMPORARILY
NOT AVAILABLE**



**Sizes For
Any
Holder**

The Adapting Cut Film Sheaths consist of thin metal sheets with raised flanges to hold the smaller size film. The film is arranged in the same direction as is the original size. (Long dimensions parallel). The sheaths are inserted in cut film holders in the same manner as is a sheet of film of the full size. A raised edge at the lower end permits easy removal.

SIZES: TYPE A SHEATHS—FOR CUT FILM HOLDERS

- No. 0. $2\frac{1}{4} \times 3\frac{1}{4}$ Film for 6.5x9 Cm. Single Holders (*)
- No. 1. $2\frac{1}{4} \times 3\frac{1}{4}$ Film for $3\frac{1}{4} \times 4\frac{1}{4}$ sheath type holders (Suydam Holders) (*)
- No. 2. $2\frac{1}{4} \times 3\frac{1}{4}$ Film for 9x12 Cm. Single Holders (*)
- No. 21. $3\frac{1}{4} \times 4\frac{1}{4}$ Film for 9x12 Cm. Single Holders (*)
- No. 3. $2\frac{1}{4} \times 3\frac{1}{4}$ Film for $3\frac{1}{4} \times 4\frac{1}{4}$ "Graphic type" CUT FILM Holders
- No. 4. $2\frac{1}{4} \times 3\frac{1}{4}$ Film for 4x5 "Graphic type" CUT FILM Holders
- No. 5. $3\frac{1}{4} \times 4\frac{1}{4}$ Film for 4x5 "Graphic type" CUT FILM Holders
- No. 6. $2\frac{1}{4} \times 3\frac{1}{4}$ Film for 5x7 "Graphic type" CUT FILM Holders
- No. 7. $3\frac{1}{4} \times 4\frac{1}{4}$ Film for 5x7 "Graphic type" CUT FILM Holders
- No. 8. 4x5 for 5x7 "Graphic type" CUT FILM Holders

PRICES: No. 0 through 5, \$2.95 per doz., plus .33 excise tax.
No. 6, 7 and 8, \$4.40 per doz., plus .50 excise tax.

TYPE "B" ADAPTING SHEATHS

These are the same size as those listed above, except that they are for PLATE holders, that is, those which have removable sheaths and which use either cut film or plates. Prices are the same as above. Sizes marked (*) are supplied only as type B and will fit both types cut film or plate holders.