

NEW PRICES—IN EFFECT FROM APR. 23, 1939

Exakta 6x6 cm 120 ROLL FILM

THE LATEST MODEL IN THIS FAMOUS LINE OF MODERN SINGLE LENS REFLEX CAMERAS

- With Exaktar f:3.5, 8.5 cm. \$155.00
- With Primotar f:3.5, 8.5 cm. 175.00
- With Tessar f:3.5, 8 cm. 185.00
- With Tessar f:2.8, 8 cm. 200.00
- With Primoplan f:1.9, 10 cm. 360.00
- With Biotar f:2.0, 10 cm. 450.00



V.P. Exakta

4 x 6.5 cm.
(127 ROLL FILM)

EXAKTA JUNIOR

- With Ihagee f:4.5 \$ 67.50
- With Ihagee f:3.5 75.00

MODEL B

- With Exaktar f:3.5 \$110.00
- With Primotar f:3.5 125.00
- With Tessar f:3.5 135.00
- With Tessar f:2.8 155.00



NIGHT EXAKTA MODEL B

- With Primoplan f:1.9 \$215.00
- With Xenon f:2.0 215.00
- With Biotar f:2.0 310.00

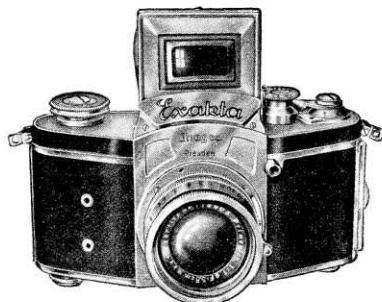
MODEL C (PLATE BACK)

- With Exaktar f:3.5 \$125.00
- With Primotar f:3.5 140.00
- With Tessar f:3.5 150.00
- With Tessar f:2.8 170.00

24 x 36 MM.

(35 MM. MAGAZINES)

KINE Exakta



- With Exaktar f:3.5, 5.4 cm. \$140.00
- With Primotar f:3.5, 5.4 cm. 155.00
- With Zeiss Tessar f:3.5, 5 cm. 170.00
- With Zeiss Tessar f:2.8, 5 cm. 195.00
- With Meyer Primoplan f:1.9, 5.8 cm. 215.00
- With Schneider Xenon f:2, 5 cm. 215.00
- With Zeiss Biotar f:2, 5.8 cm. 315.00

Write for new catalogs

Western U. S. Distributors
BELL & HOWELL COMPANY
716 N. La Brea Ave.
Los Angeles, Calif.



Dresden-Striessen 418 (Germany)

Eastern U. S. Distributors
PHOTO MARKETING CORPORATION
10 West 33rd St.
New York City, N. Y.

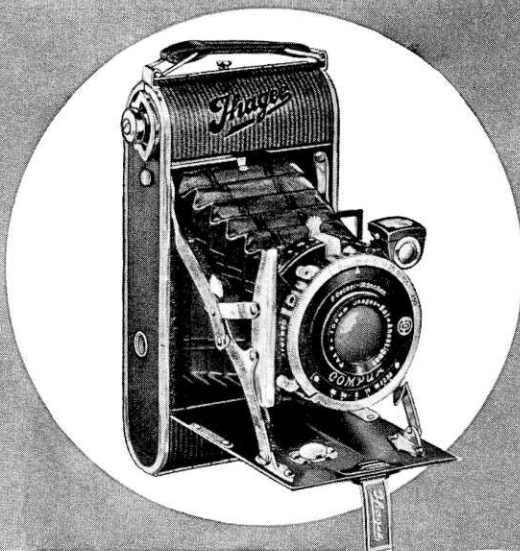
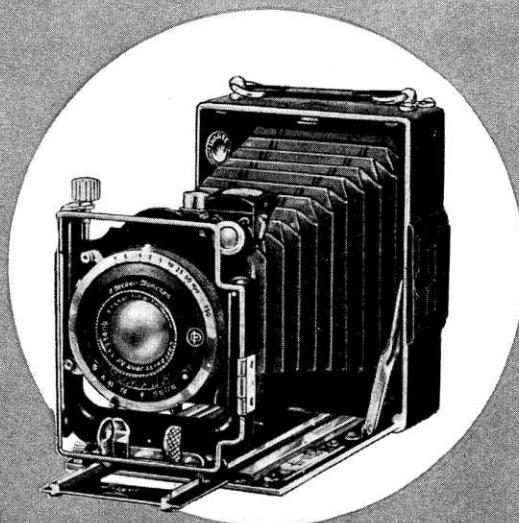
I H A G E E

presents two famous models:

• DUPLEX

DUPLEX, a precision and versatile plate and film-pack camera, made to serve every photographic purpose of the novice, amateur, pictorialist and professional.

Fitted with a rising and falling front and special side swing adjustment. Its double extension leather bellows—which allows for photographing objects actual size—rides on an accurately machined track with direct geared rack and pinion focusing, thus keeping the lens in perfect focal plane with the film.



• AUTO-ULTRIX

AUTO-ULTRIX, a light and compact self-erecting camera, either eight 2 1/4"x3 1/4" pictures or sixteen 1 5/8"x2 1/4" pictures to a roll of 120 film.

Size of camera, 3 1/4"x6".

Weighs only 20 ounces.

Helical focusing mount.

Pressure Plate Back.

Protected Ruby Windows.

Optical View Finder and Waist Level Finder.

Aluminum Body, Leatherette Covered.

All Controls visible at the top of the camera.

All metal parts heavily nickel plated.

A slight pressure will cause the camera to open and to be focussed at infinity.

Wholesale
Distribution:
Medo Photo Supply
Corporation
15 West 47th Street
New York, N. Y.



DRESDEN-Striesen 418
(Germany)

West Coast Distribution:
CRAIG MOVIE SUPPLY
COMPANY, INC.

1053 South Olive Street
Los Angeles, California
San Francisco Office:
149 Montgomery St.

TRADE NOTES AND NEWS

A NEW item of considerable interest is the Electricamera—a camera with an electrically operated shutter synchronized with an Abbey Flashgun. Because of the basically new principle involved in synchronization it is practically impossible to miss the peak of the flashbulb. Any flashbulb may be used, regardless of timing characteristics, because the electrical shutter automatically catches the peak. The device is ready for installation on any type of box camera, allows for side lighting, remote control, and other features associated with more expensive equipment. For further information write to Abbey Photo Corp., 305 East 45th St., New York City.



Electricamera.

FEATURES designed to give speed, rigidity, even illumination, and years of hard wear are incorporated into the M & W line of enlargers. Models to accommodate miniature or larger negatives are available at prices from \$27.50 up. A descriptive circular will be sent on request to the distributor, Medo, 15 West 47th St., New York City.

AN INEXPENSIVE instrument for properly timing enlargements, the Sure-X Electric Photometer, is manufactured by the A. G. Laboratories, 1257 St. Johns Place, Brooklyn, N. Y. The well-known Bunsen "grease-spot" principle is used to match the light, and a double moving scale converts this measurement into useful information on paper grade and time of exposure. Sure-X sells for \$4.25. Further information may be had from your local dealer or from the manufacturer.

A POPULAR-PRICED tripod and pan head combination which dispenses with the more deluxe fittings yet retains all rugged and precision-built qualities is announced by The Thalhammer Co., 1015 W. Second St., Los Angeles, Calif. It is the Thrifty-10. The tripod is made of selected, seasoned wood, and finished in clear lacquer. The tilt-pan head has a natural satin finish. The complete unit sells for \$10, and either the head or the tripod alone may be purchased separately for \$5.50.

THE NEW Univex Iris Candid camera with built-in photoflash synchronizer is priced at \$6.95. The detachable flash unit sells for \$3.95. Write to Universal Camera Corp., 30 West 23rd St., New York City, for full information.

EQUIPPED with an *f* 4.5 anastigmat lens, the Ihagee Lumimax enlarger for negatives up to 2¼x2¼" sells for \$40 complete. Enlargements up to 7½ diameters are possible on the 15x10" baseboard, and by turning the lamphouse around and projecting on the floor, there is no practical limit to the size of enlargements which can be made. Literature will be sent on request to the sole distributor, Henry Herbert, 483 Fifth Ave., New York City.

A NEW tilt top featuring a micromatic "finger tip" locking device is recently introduced by Benwin Products, 47 Bond St., Brooklyn, N. Y. The device permits the camera to be swung from side to side or up and down at will, locking tight in any position with a finger tip touch. It is adaptable to domestic and foreign cameras by an ingenious reversible top. Price complete, \$2.50.

USERS of bulk miniature film may load their camera magazines in full daylight with the new Leitz Film-Tank which accommodates a bulk load of 300 ft. of 35 mm film. The film is safeguarded against scratching and fogging at all times. Full information may be obtained from E. Leitz, Inc., 730 Fifth Ave., New York City.

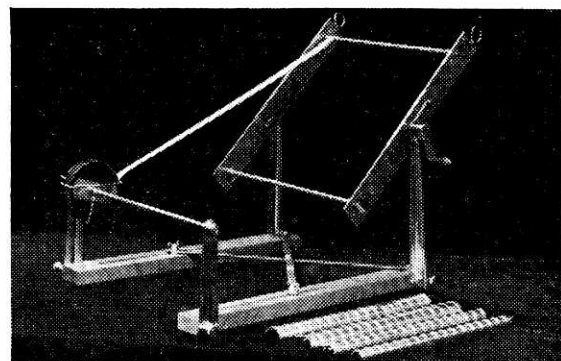
REPORTED to be the first product of its kind, the new Saymon-Brown Combination Range Finder and Exposure Meter attaches to the camera by means of a regular range-finder boot and can be easily put on and removed. It sells for \$6.75. The Exposure Meter, sold as a separate item for \$2.00, is compact and easy to use. The calibrations give all combinations of *f* stops and shutter speeds without further reference to any chart. General distribution is handled by the Raygram Corp., 425 Fourth Ave., New York City.

LATEST addition to the Exakta line is a new model taking 12 pictures 2¼x2¼" on standard 120 or B-2 roll film. This model has all of the Exakta features. Shutter speeds range from 12 seconds up to 1/1000 second and a wide selection of lenses is available. Other features include delayed action, automatic indicator, automatic film transport, supplementary magnifier, and built-in flash synchronization. Prices range from \$155 to \$450 depending on lens equipment. For other information write to Photo Marketing Corp., 10 West 33rd St., New York City, or to Bell & Howell Co., 716 N. La Brea Ave., Los Angeles, Calif.



New Exakta.

ANNOUNCEMENT is made by Si-Mi Photo Products Co., 78 Broadway, Boston, Mass., of the new Cine Tankmaster, a complete developing unit of 100-ft. capacity, designed for the processing of 16 mm and 8 mm



Winding rack and reel of new Tankmaster.

movie film, either by the reversal process or straight negative-positive development. By an ingenious arrangement of film winding on super-imposed tubes a minimum amount of space is consumed and only 6 quarts of solution are necessary to process a 100-ft. roll of film. The use of Si-Mi Reversal Compound eliminates flashing and redeveloping. The outfit includes tank, reel, winding rack, collapsible drying rack, and sells for \$42.50 complete. Write to the manufacturer for further information.

CLOSING date for the receipt of prints for the coming Leica exhibit has been set for August 15th. A copy of the rules for submission of entries may be obtained from E. Leitz, Inc., 730 Fifth Ave., New York City.

FEATURING the built-in adjustable mask for all negatives up to 2¼x3¼, the Speed-Mask Photo-Enlarger is priced at \$59.50 complete with 2" *f* 4.5 lens. Additional information may be obtained from the manufacturer, American Photo Products Co., 1736 N. Springfield Ave., Chicago, Ill.

A NEW 40-page catalogue of still and movie cameras, photographic equipment and accessories has just been brought out by Lafayette Camera Corp., 100 Sixth Ave., New York City. In addition to the listing of merchandise, data sheets are included with information on film and paper speeds, a photoflash exposure chart, discussion of finegrain development, etc. This booklet can be obtained by dropping a post-card (or by personal call) to the address above or any of the branch stores.

A NEW camera with built-in synchronization is the Press Jr. Model, announced by The Crosley Corp., Cincinnati, Ohio. Pictures taken in daytime are made simply by pointing the camera and pressing a button. For night photography a bulb fits right into the camera and correct automatic synchronization of flash and shutter is assured. The

(Continued on page 92)