



## EXA PRICE LIST

NEW EXA MODEL II, 35MM SINGLE LENS REFLEX CAMERA WITH EYE-LEVEL PRISM VIEWFINDER		LIST
Exa II with eye-level prism viewfinder and 50-mm., f/3.5 Zeiss Tessar (preset)	.....	\$ 79.50
Exa II with eye-level prism viewfinder and 50-mm., f/2.8 Zeiss Tessar (preset)	.....	99.50
Exa II with eye-level prism viewfinder and 50-mm., f/3.5 automatic Meyer Primotar lens	.....	85.00
Exa II with eye-level prism viewfinder and 50-mm., f/2.8 automatic Meyer Domiplan lens	.....	109.50
Exa II with eye-level prism viewfinder and 50-mm., f/2.8 automatic Zeiss Tessar lens	.....	119.50
Exa II, camera body only, with eye-level prism viewfinder, no lens	.....	69.50
Leather Eveready case for Exa II	.....	9.95

EXA MODEL I, 35MM SINGLE LENS REFLEX CAMERA WITH WAIST-LEVEL VIEWFINDER		
Exa I with waist-level finder and 50-mm., f/2.9 Meritar (preset)	.....	\$ 59.50
Exa I Camera body only, with waist-level finder (no lens)	.....	49.95
Exa I Flash Outfit, gift box, w/Exa I and f/2.9 Meritar lens, (preset), Case & B.C. Fanflash Flashgun	.....	79.50
Leather Eveready case for Exa I	.....	9.95
Penta Prism eye-level prismatic viewfinder with split-image rangefinder	.....	39.50
Eye-piece for Penta Prism viewfinder	.....	5.50
Leather case for Penta Prism viewfinder or waist-level reflex viewfinder	.....	3.00
f/4.5, 35-mm. Meyer Goerlitz Primagon Wide-Angle Lens	.....	39.50
100-mm. f/4.5 Isoncar Telephoto	.....	25.00
135-mm. f/3.5 Isco Telephoto	.....	49.50
135-mm. f/4.5 Wirgar Telephoto	.....	39.95

WIDE ANGLE LENSES FOR EXA II		
35-mm. f/2.8 Zeiss Flektogon (automatic)	.....	\$109.50
35-mm. f/4.5 Hugo Meyer Goerlitz Primagon (preset)	.....	39.50

TELEPHOTO LENSES FOR EXA II		
80-mm. f/2.8 Zeiss Tessar (preset)	.....	\$ 59.50
80-mm. f/3.5 Hugo Meyer Goerlitz Primotar (preset)	.....	49.50
100-mm. f/2.8 Hugo Meyer Goerlitz Trioplan (automatic)	.....	79.50
135-mm. f/2.8 Steinheil Quinar (preset) w/case	.....	100.00
135-mm. f/2.8 Isco Telephoto (preset)	.....	100.00
135-mm. f/3.5 Hugo Meyer Goerlitz Primotar (preset)	.....	49.50
135-mm. f/4.0 Zeiss Triotar (preset)	.....	65.00
150-mm. f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset)	.....	49.50
180-mm. f/3.5 Hugo Meyer Goerlitz Primotar (preset)	.....	79.50
180-mm. f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset)	.....	49.50
250-mm. f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset)	.....	79.50

EXTENSION TUBES, MICROSCOPE ADAPTERS, BELLOWS EXTENSIONS FOR EXA I AND EXA II		
Ihagee set of 3 extension tubes and 2 adapters	.....	\$ 11.95
Ihagee Type I hinged microscope adapter, complete set with 2 extension tubes	.....	15.00
Ihagee Type II two-piece pressure microscope adapter, with 2 extension tubes	.....	25.00
Bellows Extension	.....	34.50

EXAKTA CAMERA COMPANY, 705 Bronx River Road, Bronxville, N. Y.  
 Exclusive Factory Appointed Representative in the U.S.A.  
 for Sales and Service of Exakta and Exa Cameras  
 IN CANADA: EXAKTA CAMERA CO., 579 RICHMOND ST. W., TORONTO, ONT.

# AUTOMATIC EXA



## 50MM SINGLE LENS REFLEX CAMERAS



FOR A NEW WORLD  
OF PHOTOGRAPHY

**Y**our Exa pictures will bring you everlasting pleasure of life's most enchanting moments! Each Exa picture will be sharp and clear, so naturally real and lifelike! With the Exa you'll experience a whole new world of photographic thrills—you'll add new excitement and contentment to your next party, holiday and vacation, and you'll re-live its enjoyment everytime you look at your Exa pictures, in black and white or in color!

No matter where in the world you go, even to the farthest corners of the earth, you'll have precious pictures of your glorious travels taken with an Exa camera. At home, pictures of the folks, the children, pets, parties or anniversaries, are interesting subjects that your Exa can photograph with ease.

Portraits, candid, sports events, and flash pictures at night, too, are simple to take with the Exa!

Day or night, indoors or outdoors, anywhere, anytime, your Exa camera can record your life's most memorable and cherished moments, yours to enjoy throughout the years!

## great new **EXA** cameras for outstanding photography



**Y**ou will feel proud to be the owner of a fine, precision Exa camera that will give you brighter, sharper pictures in color and black and white.

With Exa cameras you can preview the picture in the viewfinder, through the same lens that is used for actual picture-taking. You can sight comfortably in any direction. There is never a possibility of parallax, and you can inspect picture and color composition in detail, focus with needle sharpness, and observe the depth-of-field as you open or stop down the lens diaphragm. When you press the release button the image, exactly as seen in the viewfinder, is instantly recorded on film.

Exa cameras are equipped to take care of every picture-taking assignment, quickly and with no effort at all. You can take portraits, candid, news, industrial, sports, action, educational, scientific, wide-angle, closeups, photomicrographs, and telephoto shots.

Exa cameras are extremely versatile. You can interchange lenses, extension tubes, bellows extensions and microscope adapters without the need for special viewfinding attachments. With a telephoto lens you can shoot pictures of subjects that are difficult to reach... a flower

atop a tree...birds in their natural habitat. You can quickly switch lenses—to a wide-angle to cover the interior of a room, or to shoot pictures of a family scene without cutting heads, without leaving anyone out of the picture. Then you can explore the world of the infinitesimal around you with Exa extension tubes or Exa bellows extensions attached to your Exa...shoot as close as an inch away from your subject! Or, you can penetrate the world of subjects that are invisible to the naked eye by attaching the Exa to a microscope with an inexpensive Exa microscope adapter.

Yes, Exa cameras give you a new dimension—the mastery of space, depth and distance. Color and black and white pictures of quality are yours with Exa cameras and their superior lenses of high resolution and color fidelity.

Regardless of which Exa you choose—the Exa II, or the Exa I, you will have the assurance that you are the owner of a precision camera that will give you a lifetime of pleasure and satisfaction.



### YOU TOO CAN TAKE EXCELLENT PICTURES IN COLOR AND BLACK AND WHITE WITH AN EXA CAMERA

Photography with an Exa is fascinating and downright fun. There's pleasure packed in every ounce of this wonderful new Exa camera. Exa cameras are the modern way to take sharper, more natural-looking, professional pictures!

Take them in black-and-white or in glorious, eye-dazzling color. There's joy forever and a day, when you look at your prints or in viewing your color slides. There's fun for you, and fun for your family and friends!

With photography in mind and an extraordinary Exa in your hands, you're right in the middle of a fantasy world of treasures without end. About you on all sides are an infinity of wonderful subjects waiting for you to snap the shutter quick before they flit away and are gone forever. Just glance about you and see!

Junior's first ride on his spanking new bicycle. The backyard barbecue and the expressions of family members. The whispered laughter, the happy looks—they won't fade away when on film. The day with the family at the beach and the relaxed smile as Dad snores softly under the beach umbrella, but in the bright sun, the shade having moved some distance away. Don't let that wonderful smile slip away too. Your Exa can capture it on film so that you feel its warmth for all your tomorrows.

Indoors or out; at school or home; on a party, boat trip, ski slope, or beach—the world around you is yours to photograph. And, with an Exa, your pictures will be sharp and will hold forever the events and scenes that the swift tides of time so quickly carry away. Your daughter's birthday, your wedding anniversary party, your son's confirmation, his graduation from school! The whole range of human adventure is yours to embrace with an Exa.



**A NEW COMPANION  
TO FAMOUS EXAKTA...**

# NEW AUTOMATIC EXA II

**PRECISION GERMAN 35MM SINGLE LENS REFLEX CAMERA...**



all lenses and most accessories are interchangeable with Exakta.

## Exakta proudly presents

the newest member of the Exakta family—the New Automatic Exa II. The New Exa II is typical of Exakta ingenuity... offers a smart new design... it is truly the most sensational camera of the year.

## The Automatic Exa II

is a 35mm single lens reflex camera in which all focusing and viewing takes place at eye level. The Exa II permits you to preview the actual picture you will get, right up to the instant you press the shutter release button. You will see a brilliant, sharp, image in the eye-level prism viewfinder with complete control over composition, depth of field and image-brightness. Parallax is eliminated with the Exa II because the same lens is used for viewing and picture-taking. For all-around photography—sports, close-ups, and scenic shots, you'll appreciate the New, Automatic Exa II.

## IMPROVED FOCAL PLANE SHUTTER WITH 9 SETTINGS

The accurate Focal Plane Shutter of the Exa II has 9 speeds ranging from 1/2 second to 1/250th of a second, plus bulb. The shutter speeds are controlled by a single speed dial which may be rotated in either direction. The Exa II shutter operation is exceptionally quiet and smooth, and is perfectly timed for rendering the most pleasing results with both color and black & white film.

## INTERCHANGEABLE LENSES

All focal length lenses of high resolving power and superior definition may be used with the Exa II, as the Exakta and Exa have the same bayonet lens mount. All lenses on the Exa II may be removed and interchanged at will. To attach any Exakta mount lens, simply turn the lens counterclockwise and release the safety catch. Thus, you may switch from a normal lens to a telephoto or wide angle, anytime, any place.

## AUTOMATIC DIAPHRAGM LENSES

Most lenses for the Exa II have automatic lens diaphragms which permit you to view your subject at full aperture. The diaphragm stop at which you plan to take the picture is set in advance. Lens closes down to the pre-selected aperture automatically before the picture is taken. Release button is threaded to accommodate cable release.

## SINGLE-STROKE ADVANCE LEVER

A single movement of the conveniently located lever of the Exa II automatically advances the film, cocks the shutter and moves the film counter to the next exposure. Double exposures are not possible, as the lever can only be operated after shutter has been released.

## EYE-LEVEL PRISMATIC VIEWFINDER

The Exa II eye-level prism viewfinder gives a vertically and horizontally correct sharp and clear image, from corner to corner. The image in the prism glass is magnified four times, and corresponds to natural vision when used with a normal focal length lens. An accessory rubber eyepiece with a holder for a correction glass corresponding to users prescription may be inserted into eyepiece holder.

## FLASH SYNCHRONIZATION

The Exa II has a convenient single flash socket for flash synchronization with both flashbulbs and electronic strobe.

## HINGED BACK WITH REMOVABLE PIN

The Exa II has been designed with a hinged back and removable pin as it is a quick and positive way of loading and unloading and cleaning the camera. Back can be removed from camera by extracting hinge-pin.

## FILM TYPE INDICATOR DIAL

The Exa II has a film type indicator dial which can be set for the film loaded in the camera. This gives the photographer a visual record of the film he is using and acts as a reminder.

## ENGRAVED DEPTH OF FIELD SCALE

All Exakta lenses for the Exa II have engraved scales on the lens mount which tells you at a glance the opening of the lens diaphragm, the distance for which your camera is focused, and the area of sharpness.

## CLOSE-UP AND PHOTOMICROGRAPHY

The Exa II is perfect for close-up photography and for photomicrography. Extension tubes or bellows extension is the only equipment you need to take exciting close-ups. For photomicrography, simply attach an inexpensive microscope adapter. Doctors, scientists and technicians will find the Exa II with microscope adapter a great aid in their professional work.

## COMPACT, LIGHT

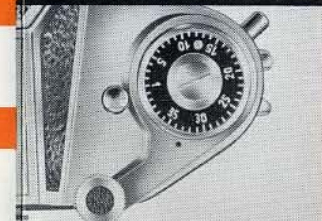
The Exa II is small, compact and light. It measures only 5" in length, 3 3/4" in height, and weighs only 24 oz. without lens.



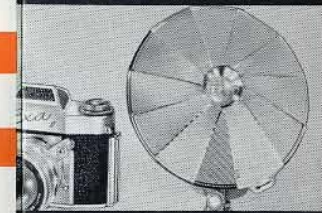
**BUILT-IN PRISM VIEWFINDER** Extra-bright images and precise focusing are assured with the Exa II eye-level prism viewfinder. Gives a vertically and horizontally sharp image, from corner to corner, at all times.



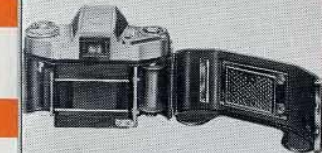
**INTERCHANGEABLE LENSES** Exakta lenses of superior quality making extraordinary results possible can be interchanged at will with the Exa II. You can use normal, wide angle or telephoto lenses.



**SHUTTER & FILM WINDING** A short, single easy stroke of the film advance lever cocks the shutter, advances the film to next exposure, moves mirror into focusing position and moves film counter.



**FLASH SYNCHRONIZATION** A convenient single flash socket for flash synchronization with flashbulbs and electronic strobe is provided at the front of the Exa II camera.



**HINGED BACK** The hinged back of the Exa II permits easy film loading and unloading. Back can be removed at any time by extracting hinge-pin.



**CLOSE-UPS AND PHOTOMICROGRAPHY** The Exa II is perfect for macro- and photomicrography. Simply attach a set of extension tubes or bellows extension for close-ups, or a microscope adapter for photomicrography.

# World famous EXA...and its renowned features



**T**he Exa I is a single lens reflex camera in which focusing and viewing takes place at waist-level. The big, bright Exa waist-level viewfinder lets you see the picture before you actually take it. You can sight comfortably in any direction. A magnifier built into the viewfinder enlarges the image for you to see if your subject is in clear focus. The waist-level viewfinder also converts to an eye-level sports finder for action shots! The waist-level viewfinder lifts out and can be replaced with all other Exakta viewfinders. Parallax is eliminated with the Exa I because the same lens is used for viewing and picture-taking.

**DEPENDABLE, ACCURATE SHUTTER SETTINGS** You'll find it easier to take pictures with the superbly designed Exa because of its new, simplified and faster system of setting shutter speeds. A unique, time-saving control lever sets beside the speed you want - 1/25, 1/50, 1/100, 1/150 of a second and Bulb. Press the release button and you have the picture. It's that easy! No worry about double exposures either. Shutter release locks after each exposure. Opens only after film is advanced.

**FACTORY-APPROVED LENSES** A wonderful range of exceptionally sharp automatic, telephoto, and wide angle lenses are available and can be quickly interchanged with the Exa. No special attachments are ever necessary for viewing with these lenses as the same lens that is employed for viewing actually takes the picture!

**AUTOMATIC FILM TRANSPORT AND SHUTTER COCKING** Winding the film automatically cocks the shutter making it possible to take picture after picture with great rapidity. Film winding knob also moves exposure counter to next number. Double exposures are impossible.

**FLASH SYNCHRONIZATION** Flash pictures in color and black and white can be taken very easily as the Exa I has built-in synchronization for both flashbulbs and electronic strobe flash.

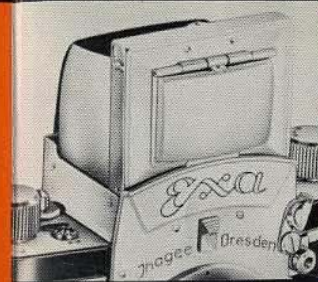
**ENGRAVED DEPTH OF FIELD SCALE** Exa lenses have engraved scales on the lens mount for easy reading. You can tell at a glance the opening of the lens stop, distance setting and the area of sharpness.

**CLOSE-UP PHOTOGRAPHY** The Exa I may be employed for many phases of close-up photography. You never worry about getting the entire image in the picture because you can see it there, fully composed and sharp, on the bright, ground glass.

**PHOTOMICROGRAPHY** Photomicrographs can be made efficiently with the Exa I attached to a Microscope. An inexpensive Exa Microscope adapter joins the Exa to a Microscope. No other attachments are required.

**COMPACT AND LIGHT** The Exa I is small, compact and easy to handle. Measures only 5" in length, 3½" in height. Weighs only 24 ounces.

**EYE-LEVEL PRISMATIC VIEWFINDER** The waist-level viewfinder of the Exa I is removable and interchangeable with the Exakta Penta Prism Viewfinder. Penta Prism Viewfinder fits into the Exa I camera when waist-level viewfinder is removed. Penta Prism is ideally suited for sports and action photography. Available as optional equipment.



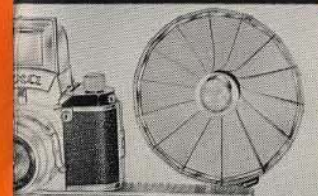
**WAIST-LEVEL REFLEX VIEWFINDER** The waist-level viewfinder gives you a brilliant and enlarged image on the ground glass and is equipped with a built-in magnifier for critical focusing. Viewfinder may be removed and interchanged with all Exakta viewfinders.



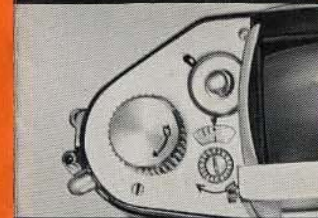
**INTERCHANGEABLE LENSES** A wide variety of excellent lenses may be quickly interchanged on Exa. Normal, telephoto and wide angle lenses of the world's famed lens manufacturers are offered for Exa.



**INTERCHANGEABLE VIEWFINDERS** Eye-level Prismatic Viewfinder is available as optional equipment. It is ideally suited for sports and action photography as movement can easily be followed in the viewfinder.



**FLASH SYNCHRONIZATION** You're always ready for flash pictures because the Exa I is internally flash synchronized for both flashbulbs and electronic strobe flash. Simply attach flashgun or strobe to Exa.



**COUPLED FILM TRANSPORT AND SHUTTER COCKING** This feature makes it possible to take picture after picture with great rapidity. Winding film automatically cocks shutter, moves film counter, and prevents double exposures.



**COMPACT AND LIGHT** The Exa I is small, compact and easy to handle. Measures only 5 in. in length, 3½ in. in height. Weighs only 24 oz. You'll love its wonderful balance...its rich feel.