

IHAGEE
presents their 1952 model

Exakta

VX

the 35-mm. single-lens reflex camera
that will lead the photographic field for
years to come



The Exakta "VX" is not only a camera, but an entire photographic technique. Exakta Photography is THE method for the perfectionist — the professional and the discriminating amateur.

Exakta Photography is indispensable for dental, clinical, and every type of scientific work.

The world's most renowned lens, the Carl Zeiss Tessar, is redesigned so that the sharpness and color correction of the lens is improved to meet the requirements of the latest types of black-and-white and color film. At the same time, the speed is increased from f3.5 to f2.8, a remarkable achievement in lens design. Now, see the Exakta "VX" with the new f2.8 Zeiss Tessar "T" Coated Lens with Pre-Set Diaphragm Control, priced at **\$269.50 tax included.**

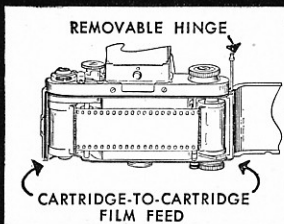
Exakta "VX" with f2.0 Zeiss Biotar "T" Coated Lens with Pre-Set Diaphragm Control is **\$343.00 tax included.**

All Prices Are Fair Traded

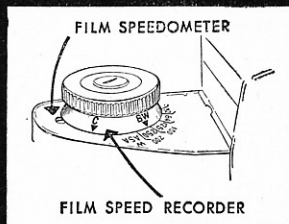


PRE-SET
DIAPHRAGM
CONTROL
RING

PRE-SET DIAPHRAGM CONTROL—An entirely new series of unique Zeiss lenses are furnished with the Exakta "VX". They give you full-light focusing through the taking lens — even when the diaphragm must be stopped down to its smallest opening. You see what you're shooting in full brightness up to the instant you press the shutter release. A simple flick of the control ring and your lens instantly adjusts to the pre-set opening.



CARTRIDGE - TO - CARTRIDGE FILM FEED—Now you can wind exposed film directly into daylight cartridge take-up spool. No rewinding necessary, scratching of film is avoided, partially exposed film can be cut off and removed in daylight.



FILM SPEEDMETER — Rotating speedometer shows that film is being correctly taken up after exposure.

FILM SPEED RECORDER — Reminds you what kind of film you have in the camera.

Note, too, the hinged removable back that lets you either open back on a hinge or remove it completely.

**EXAKTA
CAMERA
COMPANY**

46 West 29th Street, New York 1, N.Y.

Exclusive Sales And Service Organization In The U.S.A.
For Ihagee Camera Works, Germany