

I recently splurged a \$1.99 plus shipping for a March 1938 issue of American Photography, which was a very substantial magazine. I have found it so interesting that I'm penning this short report. I'm hoping it may be of interest from the Ihagee point of view. I think it fun to see what 35mm meant not long ago.

The Dresden factory had a full-page ad on behalf of the two U.S. distributors (Bell & Howell and Photo Marketing) in a featured position near the front of the magazine. It illustrated the VP model B, not the Kine. Its message was (a) availability of fast, large aperture lens capability and (b) availability of the synchronized Vacublitz flash. In fine print it is mentioned "the same features are available on 24 x 36mm film size from Ihagee" in addition to the VP.

In the back of the magazine there was a half page advertisement from Abe Cohen's Exchange (120 Fulton St., NYC). It presents only one camera and that is the 127 roll film Ihagee Parvola double-helix pocket camera at \$39.50 (Tessar 3,5 and speeds to 1/300), \$47.50 (Tessar 2,8 ditto speed) and \$54.50 (Schneider Xenon 2,0 and 1/500).

BTW, the published U.S. Bureau of Labor Consumer Price Indices are 14.1 for March 1938 and 177.1 for January 2002 (the most recent available). So, that Parvola with the Schneider sold for \$685.00 in today's money. Little precision cameras from Germany were v-e-r-y expensive. On the back cover, The 35mm Kodak Retina II (Type 142 of 1937/39) made by Nagel of Stuttgart was available for \$140.00 including case (1/500 and Schneider 2,0/50, and coupled rangefinder). Convert that into 2002 dollars!

This was only one copy of one magazine, but the 35mm Kine-Exakta was not exactly being "pushed". There was an advertisement by Contax (illustrating a rangefinder 35mm with an exposure meter on top) and used camera ads had a few 35mm cameras for sale, usually with free instructions. Used Leicas were featured. Also, the Argus C (a C-3 without the little idler gear connecting the lens flange to the rangefinder wheel) was the 35mm sensation at only \$25.00! The Universal Camera Company product line was also a very big deal.

A photo exhibit competition was listed, with particulars on all finalists, from all over the world, including Japan, and mostly Europeans. They were all plate cameras, except for one picture by a Rolleiflex (120 roll film). Most articles had to do with technology and science and the emphasis was on the amateur's darkroom; enlarger techniques and developer and fixer formulas, etc. And 35mm was bulk loaders for loading your own cartridges in the dark room.

There's a small fastener company near me in the uk called Aarlon Fasteners which can supply small machine screws in mm sizes down to about 1.5mm in steel, brass, chromium plated brass and stainless steel with various types of heads. They are distributors, not manufacturers and normally supply to instrument companies in boxes of 1000 screws. However, when I phoned them a

very helpful lady called Susie said that for a specific enquiry giving the material, diameter, length and type of head, if they have them as a stock item they would be willing to split a box for a quantity of, say 30 or 50 at a pro-rata price plus about 30%. If they have to order specially from the manufacturers, the price would be higher, but it would still be far less than having quantities specially machined up. I believe they source their small screws, which Susie calls micro-screws, from Switzerland or somewhere on the European mainland. She couldn't quote a firm price, but for items in stock she gave a 'ball park' figure of about £30 to £40 for 50 screws. Quite expensive, but at least it's a source. They would be willing to post packets to the US, cost of p&p on application, and they take credit cards. They don't have a web site yet, it's 'under construction', but you can e-mail Susie with an enquiry. Her e-mail address is arlonssalessusie@aol.com. If you need to retap any holes, or drill and tap oversize for stripped threads, there is another company in the uk called Tracy Tools. Their address is 2 Mayors Avenue, Dartmouth, South Devon, TQ6 9NF UK. and their e-mail address is TracyTools@aol.com. They claim to be a discount supply house. I have dealt with them, and they are very helpful. As examples of prices, a 1.8mm tap is about £5. Unfortunately, they don't take credit cards and there is an overseas post and packing charge of £20. If you can't find what you need anywhere else, it's worth asking them for a catalogue

Nice lens books:

* A. M. Carlsson LENSES (ADDRESS, Redhill, Surrey UK: 1977)

* C. B. Noblette PHOTOGRAPHIC LENS MANUAL AND DIRECTORY (Morgan and Morgan, New York 1959, Lib Congress Cat Card 59-11726)

* R Kingslake A HISTORY OF THE PHOTOGRAPHIC LENS (Academic Press, NY 1989, ISBN 0 12 408640 3)

* F Pangerl DAS PRAKTICA BUCH (Heering-Verlag, Seebruck am Chiemsee 1973, ISBN 3 7763 3221 2) (all the lenses for Praktica that are shown, their diagrams and the discussions of them apply to the same lenses that are also available for Exakta).

This is a report from the November 1938 issue of Popular Photography magazine, an update from my earlier report from a February 1938 issue.

The cover of this issue of Popular Photography was not only a very big deal but a high technology tour-de-force: an 8 1/2" x 11" blow up from a 35mm Kodachrome studio portrait taken with a Leica and 2/50 Summar lens. Of course they used color separations and multiple plates, but still, this was remarkable, nonetheless. As you may recall from the last report, Kodak offered Kodachrome only in 828 roll film and 35mm cassette.

In the category of how some things don't change all that much, the November 1938 magazine has a very good, clear, well illustrated article on the theory, selection, and use of polarizing filters. By coincidence Popular Photography's new, September 2002 issue also has a feature article on polarizing filters, although it is not as clear or concise. While its color illustrations are good, it being printed in white text on a deep red background does nothing for legibility. Plus the (3!) authors take eight times as much words in 2002 as one guy did in 1938. BTW, they had warning polarizing filters in 1938.

Now to the Meat: "Ihagee Dresden-Streisen 418" has a new full-page advertisement. It features:

The Exakta- "amazingly simple to operate. Available as the Standard Exakta, 2 1/2" x 1 5/8" on V.P. Size rollfilm. Also available as the Kine-Exakta, 1 1/2" x 1" on 35mm film."

Interesting! It was marketed as "The Exakta" and you had a choice of either V.P. or 35mm format. Not an advertisement for the Kine-Exakta alone. The headline said "Kine-Exakta" but the advertisement body copy uses the terminology of "The Exakta". Steenbergen was not betting all his "Exakta" assets on Kodak's 35mm daylight loading film cassette. Dr. Richard Hummel's (Reflex Cameras of Dresden) lists 1938 "Kine-Exakta" production at 11,000 units total.

Ihagee's advertisements are noteworthy because they really look first-class and are full page. They are placed as company, not dealer or distributor advertisements.

Zeiss Ikon seemed never to go above 1/3 page and it's dealer advertising. Rolleiflex is also full page, but it lists only the U.S. importer and no German address. Haven't seen a Leica ad yet although they're included in dealer ads with Certix and Plaubel. Voigtlander is also a dealer advertisement. Only Ihagee lists their German address. Bell & Howell is also a full-page advertiser (U.S. of course) for movie cameras, however they are cross-listed as Ihagee's West Coast distributor (which restarted again after WWII).

The only other full-page advertisements are for film and paper. Most photographers of course did their own dark room work, and virtually any serious "miniaturist" - meaning 120 rollfilm and smaller - photographer would have. And, of course Kodak had full-page ads including Graflex, whom they owned.

Other Ihagee factory advertising:

V.P. Parvola- "The beautiful roll film camera without bellows: takes 8 or 16 pictures on a V.P. size roll film (Vest Pocket sized or type 127), focusing by means of a double helical mount". I believe Werner Wurst was writing advertising copy for Ihagee by now, and boy, how you can call a Parvola beautiful?

Auto Ultrix- "A light and compact self-erecting camera, 8 or 16 pictures to a roll of 120 film."

Patent Duplex- "A versatile Ihagee precision plate camera for fine results, uses plates, film or film packs; double extension, geared rack, and pinion focusing." This was clearly the "Cadillac" of the product line.

There is a fascinating demonstration/experiment project article in this issue I haven't seen elsewhere. It involves building a smoke box (little incense sticks as the smoke source) with one glass side for use in your dark room (which, of course, most readers had). A lens is mounted in one end with a bright focused light source directed at it. The smoke lets you see the actual

light cone beams at various lens openings, as well as the effect of shorter and longer focal lengths. Addition of a splitter lets you see the increased definition of the beam at smaller f-stops. A nicely illustrated article. Anyone wants a copy I can make it happen. The Copyright Cops can't be too active 64 years after the article appeared.

World events have not been getting any better since the earlier report from the February 1938 magazine. Austria has since come under new management, as of March. Following Great Britain's Prime Minister, Chamberlain's "Peace In Our Time" Munich Pact, Czechoslovakia was partitioned between Germany, Hungary, and Poland in September 1938. And in the Far East, Japan has advanced from Korea and Manchuria to now occupy all northern China. Perhaps unrelated, but in any event, there has been no plan announced for the Annual International Photographic Competition. The results of the 1937/38 Competition recapped in the last report had proven most interesting for the data it supplied on what cameras and films were in use by the finalists.

There are a lot of used camera advertisements, approaching the American Holiday Season. Last time, I mentioned a few camera prices both in terms of 1938 and in 2002 U.S. dollars inflation adjusted, but that can get old after a while. But perhaps a couple? Wells-Smith lists an as-new Night Exakta with f2 Biotar for \$165.00. And Abe Cohen offers an equal to new Contax III (the one with the built-in exposure meter) with a Sonnar f1.5 lens for (only) \$210.00.

the studio that made the picture .. Paramount if I recall ..sold this camera and this lens as THE Rear Window camera at its famous back lot sale in the '70's. it was bought and put on display by a well known camera shop in the heart of Hollywood right off Hollywood Blvd, Lloyd's Camera on Cahuenga. I was interested in buying it, but it was sold to a restaurant in the early 90's to become one of their displays, where it is still on display today. Lloyd passed away, and the shop unfortunately closed last year. Still open a few doors down from the old Lloyd's location is a little barbecue joint that Mickey Rooney likes to patronize.

A friend is photographing the camera for me, I don't have the pics yet. It IS possible the studio made a mistake, but unless the pics don't happen to match the movie, it would seem this is most likely THE camera and THE lens. In any case, Planet Hollywood certainly believes it is the real thing. BTW, Rear Window is on DVD, which allows you to more easily stop the action and study the details

I've heard good things about Essex Camera Repair in Northern New Jersey, although I have never personally used them. Expect to pay a good \$100 for new curtains and CLA.

They made a batch of EXA Ia cameras, when EXA 1b was already in production. EXA 1b started at #600000 and the known (known to me) number range of this late EXA Ia batch is 658919-659137

, there must be more made than 218. Maybe a 1000 or more. The given number range is just what I've investigated during the years by collecting numbers.