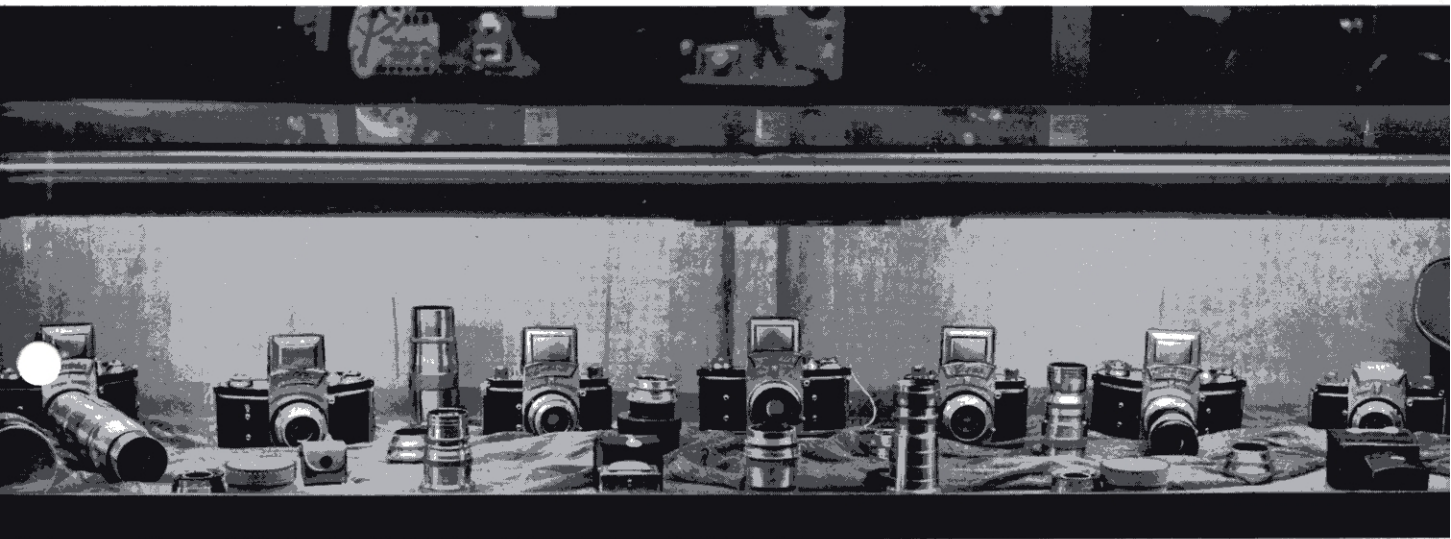


# EXAKTA

# DEALER

APRIL 1952



## LET THEM SEE IT!

The picture above and the facts below are proof positive of an old sales adage: You can't move merchandise if you don't have it to show. Let H. Soffer, of the Imperial Camera Shop, Berwyn, Ill., tell it:

"The Exakta-Exa display at Imperial Camera Shop has definitely proven a stimulant in the sale of Exakta and Exa cameras and accessories. Approximately \$2,000 worth of equipment was put on display. Within one week, sales of Exakta and Exa equipment amounted to approximately \$1,500. Gross sales over a period of 3 months were equal to 25 Exaktas and Exas and numerous lenses and accessories.

"Since this display has been in use, Imperial Camera has sold well over 50 Exakta and Exa cameras along with many lenses and accessories. The display occupies the best location in the shop, acting as a definite stimulus for Exakta-minded customers.

"All personnel at Imperial Camera Shop are well versed in the handling and operation of the Exakta cameras. This is a definite advantage to anyone inter-

ested in this equipment. With this display close at hand, any questions concerning this equipment can be answered promptly and such service very often results in a sale."

As you know, Mr. Dealer, the Exakta is now the most talked-about trade name in the industry. Many dealers are planning permanent displays similar to the one Imperial uses to show their customers the wide range of lenses and accessories available for the camera. Many also are appointing specific salesmen to function as Exakta specialists to handle requests for information, demonstrations and queries about technical matters and equipment. These stores refer to such salesmen in their local newspaper advertising and invite customers to come in and ask for the Exakta specialist when they want information.

It all adds up to money, Mr. Dealer. If you haven't joined the Exakta bandwagon yet, we invite you to do so. We'll help you with suggestions and in other ways if you'll let us know your problems.



## STEINHEIL WIDE-ANGLE

### A top profit item for you

With the new 40-mm., coated Cassaron Wide-angle, Steinheil once again demonstrates why it is in the forefront of lens manufacturing. Steinheil lenses, because of their quality and beauty, more than ever before ring the bell with photographers these days, especially those who own 35-mm. cameras. In a short time, Steinheil has trebled lens output and become an active competitor for the mass market. Typical recognition of Steinheil quality is the order we received from the U.S. armed forces for 500 lenses. The Cassaron is an exceptional lens of the usual Steinheil quality and is designed to appeal to the price-conscious Exakta owner. It combines relatively fast speed (f/3.5), wide angle of view (57°) and fine definition at the remarkably low price of \$49.50. We feel certain that every Exakta owner will want one. We suggest that you also tell the Exakta owner about other Steinheil lenses for his camera: the 85-mm., f/2.8 Culminar, \$68, and the 135-mm., f/4.5 Culminar, \$60.

## ANGENIEUX LENSES

Angenieux lenses have burst forth upon the consciousness of the American photographer with an impact almost unprecedented. Within a brief period, imaginative Angenieux lens designs and quality have swept the firm to a high point in prestige that is astonishing considering the fact that there has been no advertising. All this has been done by word-of-mouth publicity, one photographer telling another. The outstanding success of the 35-mm. Retrofocus since its introduction is a good example of what happens today when a new Angenieux lens is shown to American photographers. This progressive young manufacturing firm is not content to rest upon its accomplishments and several surprising products can be expected. Last year, the successful Retrofocus and 90-mm., f/1.8 P1 were introduced. In the last couple of months, Angenieux has brought out two more sensational lenses, a 90-mm., f/2.5 Type Y1 and 135-mm., f/3.5 Type Y2. You now have a battery of four Angenieux lenses to offer to the Exakta owner with the supreme confidence that he will be delighted with each one. In addition to their astonishing quality, Angenieux lenses have a beauty that sells the customer on sight. Naturally, they are coated and have the unique feature of duplicate scales on the mount so that the photographer can always read depth-of-field, distance and aperture data at a glance no matter how the lens is turned. By the way, it should be noted that all Angenieux lenses except the Retrofocus are now available with Leica mounts. The Retrofocus will be available with this mount soon.



TYPE Y2—135-mm., f/3.5 coated telephoto that is designed for average photography of distant subjects. List price, \$75.50 and \$79.50.



TYPE Y1—90-mm., f/2.5 coated medium focal length lens for action, portraiture and subjects within medium range. List price, \$84.50.



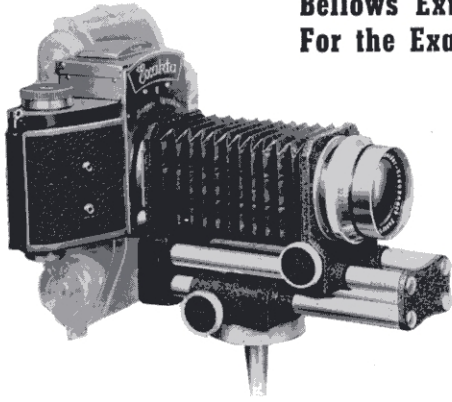
TYPE P1—90-mm., f/1.8 coated lens for rapid action, night, indoor and other types of poor light photography. List price, \$149.50.



TYPE R1—35-mm., f/2.5 Retrofocus, lens with the widest angle of view available for the Exakta. Angle is 64°. List price, \$99.50.



## Novoflex Bellows Extension For the Exakta



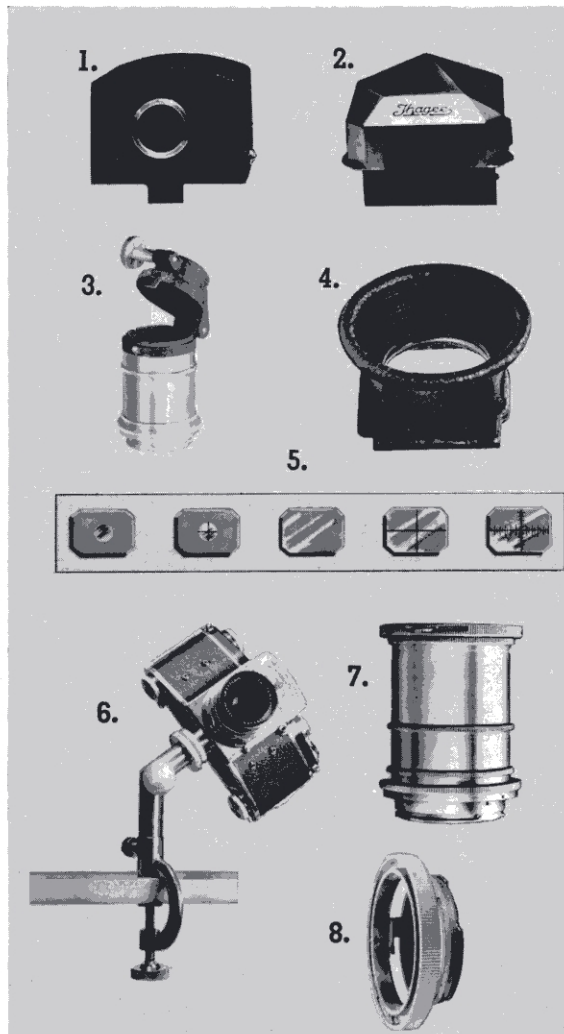
The Novoflex is a precision-made, small bellows extension designed specifically for photographing subjects less than 2 feet away with a 35-mm. camera. It is a wonderful auxiliary for the extension tubes and the 2-in-1 Adapter and the three make an unbeatable combination for close-up work. The bellows is purposely designed small to minimize loss of light.

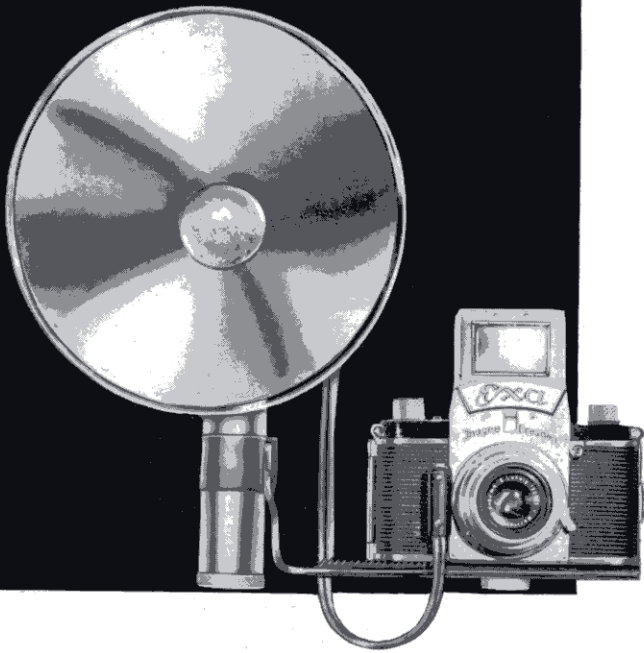
The parallel-rod carriage assures stability and precision even with hardest usage. A turn of either knob (one on each side) instantly alters the distance between lens and film plane. Amount of magnification and exposure increase can be read conveniently on scales etched on the carriage rods. The Novoflex takes any lens with an Exakta mount, including the standard 50-mm. lens. In addition, two special lenses of 105 and 135-mm. focal length are available. Two Novoflex models, EBAL and EBIG, are offered. EBAL is the standard one, with single carriage, attaching directly to the tripod. List price, \$44.50. EBIG is the de luxe extension with a double carriage, permitting additional focusing by means of tripod rack. Both carriages of EBIG can be locked into position by counter-clockwise turn of knobs on left side and the mount swivels so pictures with vertical format can be taken. List price, \$75. A special tripod rack, CASTEL, for use with EBAL also is available. List price, \$25. Leather carrying case, \$5.95. 105-mm., f/4.5 Steinheil Culminar lens in bayonet mount, with click stops, for use with either EBAL or EBIG, \$34.50. 135-mm., f/4.5 Culminar for both models, \$60.

## ACCESSORIES FOR THE SCIENTIST

The Exakta is the favorite camera of scientists throughout the world. Therefore, many accessories designed specifically for scientific photography are available for it. Every university and college, municipal, state and federal scientific department, medical, dental and other laboratory is a potential customer. With a minor investment, you can set up an Exakta accessories department. Then, it's easy to circularize such people or to send a salesman to acquaint them with the Exakta and its accessories. You can learn from local doctors and dentists where and when state and local conventions, meetings and exhibitions are being held and arrange for demonstrations of the Exakta. Store demonstrations to which scientists are individually invited can help, too. There are hundreds of ways in which you can make your Exakta accessories sales curve zoom upward. And remember that a camera owner knows he needs accessories. It's up to you to ring up his sale in your register.

1. Ihagee Pentagon eye-level prismatic viewfinder for Exakta I and II only. Attaches onto regular camera finder and provides an upright, brilliant image with the sides unreversed. List price, \$48.
2. Ihagee Penta Prism eye-level, prismatic viewfinder for Exakta V and VX. Same as Pentagon finder except that it replaces the regular waist-level finder and becomes a part of the camera. List price, \$50.
3. Ihagee Microscope Adapter, especially designed and essential for photomicrography. Adapter is attached to microscope eyepiece and Exakta camera mount and is hinged so camera can be moved aside for critical focusing. Set includes two extension tubes. List price, \$29.50.
4. Ihagee Eyepiece for Penta Prism, to eliminate side glare, which is often found in scientific photography and is a great source of annoyance because it makes focusing somewhat harder. Especially useful for scientists who wear glasses, because a lens ground to camera owner's prescription can be inserted, eliminating the need for use of glasses during focusing. List price without lens, \$3.50.
5. Ihagee Scientific Focusing Glasses, to replace the plain ground glass of the waist-level or eye-level, Penta Prism finder. These glasses are essential for close-up photography and photomicrography and can be installed in the Exakta owner's finder or a separate finder if desired. Replacement ground glasses are available plain, with a center cross, with a center cross and divisions into eighths and sixteenths of an inch and with a checkerboard pattern. Clear glasses are available plain, with a center cross, with a center cross and divisions into eighths and sixteenths of an inch and with a checkerboard pattern. Combination glasses are available with a clear center spot and with a hairline cross in the clear center spot. The glasses alone range in price from \$6.95 to \$43.50, installation and finder additional.
6. New camera clamp, particularly applicable to macrophotography and photomicrography. Clamp has a universal head and separate controls for vertical and horizontal positioning. Vertically, the head moves in a 180° arc; horizontally, it permits a complete 360° camera movement (full circle). Separate locks permit fixed positioning at any angle of view. A viselike construction on the bottom permits fastening to any round or flat object up to 1 3/8 inches thick. Removable knob on the head makes it suitable for both American and European tripod socket threads. Made of aluminum, weighs 7 ounces, over-all length 7 1/2 inches. List price, \$3.95.
7. Ihagee extension tubes for scientists who want to work at extremely close distances to the subject and increase the size of the image on the film frame. A set of extension tubes includes an adapter to take the lens, three tubes of varying length and an adapter to fit the entire assembly into the camera mount. List price, \$24.
8. Ihagee 2-in-1 Adapter, designed to cover the "blind" spots not covered by the Ihagee extension tubes. Incorporates the lens mount on one side and the camera mount on the other as a single unit with a 5-mm. extension in between. List price, \$10.





## FLASHGUN FOR EXA AND EXAKTA

A flashgun is the easiest accessory to sell a camera owner. Everyone who buys an Exa or an Exakta also wants a flashgun. If you sell him any gun, you may be creating future troubles and customer inconvenience because the gun was not designed for the camera. We've made it easy for you to sell camera and gun as a unit. We've had a gun designed to our specifications that gives the photographer value and performance yet sells for a price within the means of everyone. It can be taken off the shelf, plugged into the camera and operated without extra installations, solenoids or charges. These are the features to sell your customer: large 6" mirror-finished focusing reflector that can be adjusted to give 36° spot or 60° flood lighting; universal socket that takes both screw-base and bayonet-base bulbs without an adapter; built-in instant bulb ejector; polished battery case, taking two medium-size (11P or 11F) batteries and with standard female outlet for extension; cord has standard male plug on one end and special two-pronged male plug required for Exa and Exakta synchronization outlets; no extra charges for installation; entire unit can be installed and disassembled in a jiffy and occupies very little space. All this for \$13.50!

## MISSING CAMERAS

The Exakta Camera Company is happy to publish information about missing cameras in order to help locate them. This is an additional service offered dealers and camera owners. When selling Exas and Exaktas, Mr. Dealer, you can use this service as an additional sales argument. We suggest that you follow through by asking the customer to fill out the registration card while he is still in the store and by mailing it to us. In this way, you will build good will and assure your customer that every effort will be made to trace his equipment if it is lost. Any information regarding the following equipment should be sent to Exakta Camera Company, 46 West 29th St., New York 1, N. Y.

Exakta V No. 681468 with 58-mm., f/2 Biotar No. 3441387. Exa No. 201739 with 50-mm., f/2.9 Meritar No. 769761.

Exa No. 201478 with 50-mm., f/2.9 Meritar No. 722995.

Exakta No. 647879 with unspecified type of lens No. 1107206.

Exakta No. 0681712 with 50-mm., f/2.8 Tessar No. 3434092 and Penta Prism.

Exakta No. 621827 with 50-mm., f/3.5 Tessar.

Exakta I No. 643544 with 58-mm., f/2 Biotar No. 3426789.

Exakta No. 0679983 with unspecified lens No. 3428614.

Exakta VX No. 0692921 with unspecified lens No. 3472441. Exakta V No. 0690579 with unspecified lens No. 3334162. Exa No. 201807 with unspecified lens No. 772816. Exakta V No. 0679129 with 58-mm., f/1.9 Meyer Primoplan lens No. 1122784.

### EXAKTA DEALER

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