

NEW AUTOMATIC

EXAKTA



VX-IIa

AUTOMATIC EXAKTA PRICE LIST



Automatic Exakta VX-IIa camera with Penta Prism viewfinder and automatic split-image rangefinder and List  
 50-mm., f/2.0 Carl Zeiss Pancolar (automatic) ..... \$359.50  
 50-mm., f/1.9 Isco Westrocolor (automatic) ..... 299.50  
 50-mm., f/2.8 Carl Zeiss Tessar (automatic) ..... 279.50  
 58-mm., f/2.0 Carl Zeiss Biotar (automatic) ..... 299.50  
 55-mm., f/1.9 Steinheil Auto-Quinar (automatic) ..... 359.50  
 50-mm., f/1.9 Schneider Xenon (automatic) ..... 369.50  
 Automatic Exakta VX-IIa camera body only with Penta Prism viewfinder and automatic split-image rangefinder, no lens 219.50  
 Above Exakta cameras with Light-Meter Penta Prism and Rangefinder with exposure meter instead of Regular Penta Prism and Rangefinder, add \$20 to List Price.  
 Above Exakta cameras with Waist-Level Finder instead of Penta Prism and Rangefinder deduct \$20 from List Price.

AUTOMATIC LENSES	50-mm., f/2.0 Zeiss Pancolar	\$140.00
	50-mm., f/1.9 Isco Westrocolor	80.00
	50-mm., f/2.8 Carl Zeiss Tessar	60.00
	58-mm., f/2.0 Carl Zeiss Biotar	80.00
	55-mm., f/1.9 Steinheil Auto-Quinar	140.00
50-mm., f/1.9 Schneider Xenon	150.00	
WIDE-ANGLE	24-mm., f/3.5 Angenieux Retrofocus (automatic)	\$166.50
	24-mm., f/4.0 Isco Westrogon (automatic)	149.50
	28-mm., f/3.5 Angenieux Retrofocus (automatic)	139.50
	35-mm., f/2.8 Steinheil Auto-Quinar n/w/sunshade (automatic)	149.50
	35-mm., f/2.8 Carl Zeiss Flektagon (automatic)	109.50
35-mm., f/4.5 Meyer Primagon (preset)	39.50	
PORTRAIT LENSES	80-mm., f/2.8 Carl Zeiss Tessar (preset)	\$ 59.50
	80-mm., f/3.5 Meyer Primotar (preset)	49.50
TELEPHOTO LENSES	90-mm., f/2.5 Angenieux (Y1) (automatic)	\$119.50
	100-mm., f/2.8 Hugo Meyer Goerlitz Trioplan (automatic)	79.50
	100-mm., f/3.5 Steinheil Auto-Quinar w/case & sunshade (automatic)	109.50
	135-mm., f/2.8 Steinheil Quinar (automatic) w/case & sunshade	189.50
	135-mm., f/2.8 Steinheil Quinar (preset) w/case	160.00
	135-mm., f/2.8 Isco Tele-Isocarac (automatic) w/case	150.00
	135-mm., f/3.5 Steinheil Auto-Quinar w/case & sunshade	119.50
	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/2.8 Isco Tele-Isocarac (preset) w/case	200.00
	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	
200-mm., f/4.5 Steinheil Quinar (preset) w/case & sunshade	120.00	
250-mm., f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset)	79.50	
300-mm., f/4.5 Hugo Meyer Goerlitz Tele-Megor (preset)	120.00	
400-mm., f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset)	129.50	
800-mm., f/8.3 TV Fernstee Telen (including filter)	750.00	
ACCESSORIES	LIGHT-METER PENTA PRISM UNIT with rangefinder	\$ 59.50
	Penta Prism viewfinder with rangefinder	39.50
	Waist-level reflex viewfinder	15.95
	New Eye-Piece for Penta Prism finder	5.50
	Leather Eveready carrying case for Exakta VX-IIa camera w/lenses up to 58-mm. (with or without Light-Meter)	12.00
	Deluxe Leather Eveready carrying case for Exakta VX-IIa camera (with or without Light-Meter)	15.00
	Compartment Case, (holds camera, lenses, film, filters, etc.)	19.95
	Leather Case for Penta Prism viewfinder or waist-level reflex viewfinder	3.00
	Leather Case for Light-Meter Penta Prism Viewfinder	4.00
	Jhagee Extension tubes and adapter rings	11.95
	2-in-one adapter for short extension	7.95
	Bellows Extension for Exakta	34.50
	105-mm., f/4.5 Steinheil lens for Bellows Extension	31.50
	Ground Glass for Penta Prism or Magnear	2.50
	Twin-cable release for close-ups	3.95
	Cobra Auto. Diaph. Lens Release extension	2.95
	Jhagee Hinged Microscope Adapter (Type 1)	15.00
	Jhagee Microscope Adapter (Type 2)	25.00
	Exakta Accessory Shoe for Prism Finders	2.00
	Exakta Flashgun	11.95
Exakta Electronic Flash Unit	49.95	
Ring Light for Exakta Electronic Flash Unit	39.50	
Exakta Pocket Guide by Werner Wurst, 72 pp.	1.00	
Exakta Photography by Jacob Deschin	4.95	

Write for complete price list.

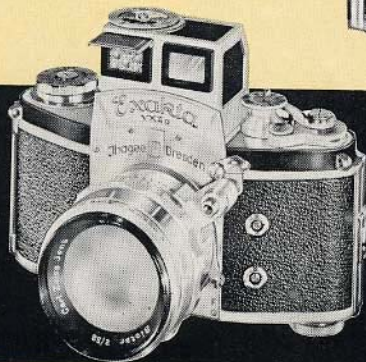
Printed in U.S.A.



## THE EXAKTA VX-IIa

is the ideal camera for any and every kind of photographer — for the amateur, the professional, the photo journalist, the commercial photographer, the portraitist, the doctor, the dentist, the ophthalmologist, the scientist, the teacher, the photo-micrographer, the traveler—for anyone who wants to get perfect pictures.

Automatic Exakta VX-IIa Camera with penta prism eye-level viewfinder and automatic split-image rangefinder and 50-mm f/2.0 Carl Zeiss Pancolar lens with fully automatic diaphragm.



Automatic Exakta Light-Meter VX-IIa camera with Built-in Electric Exposure Meter and penta prism eye-level viewfinder and automatic split-image rangefinder and 58-mm f/2.0 Carl Zeiss Biotar lens with automatic diaphragm.

**IMPORTANT:** When you purchase your Automatic Exakta VX-IIa, you will find packed in the box a one-year Guarantee Certificate issued by Exakta Camera Company, Bronxville, New York. On this Guarantee Certificate are imprinted the serial numbers of the camera and lens. An owner registration card, import certificate and instruction booklet are also included with every camera. The Guarantee Certificate insures your camera for one year against any defects in material or workmanship... the owner's registration card gives protection in event of loss or theft and entitles you to free information and technical services... the import certificate facilitates the duty-free re-entry of your Exakta Camera when traveling abroad.

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**SINGLE-LENS REFLEX PHOTOGRAPHY** — The remarkable design of the Automatic Exakta VX-IIa assures you that the picture you see on the viewfinder ground glass is the same in composition, detail and sharpness as the one you get on the film. There is no parallax problem because only one lens is used for both viewing and taking the picture.

**INTERCHANGEABLE VIEWFINDERS** — The unique design of the Automatic Exakta VX-IIa permits you to interchange viewfinders instantly to suit your needs. The hooded finder is a very important supplement to the Exakta Camera. It is used for waist-level focusing and is equipped with a magnifier for precise work. The hooded finder provides a brilliant image in full negative size with upright composition on ground glass.

**PENTA PRISM VIEWFINDER** — The Penta Prism is used for eye-level viewing and can be instantly interchanged with the universal hooded finder. It provides you with an upright image, "life size" as the eye would see it, with the sides unreversed, an indispensable aid in taking action shots because the camera can move with the action.

**SPLIT-IMAGE RANGEFINDER** — Available with the camera or as accessory, the split-image finder permits you to focus with an accurate split-image optical system as well as on a ground glass, an advantage when speed is important. The rangefinder interchanges instantly and easily with the ground glass of the Penta Prism.

**INTERNAL FLASH SYNCHRONIZATION** — The Automatic Exakta VX-IIa has built-in contacts for both regular and electronic flash. The camera is synchronized for all speeds with flashbulbs and with speed-lights and stroboscopic lights. Flash pictures in black-and-white and color can be taken with both types of lighting without any difficulty.

**EXPOSURE METER** — The Exakta exposure meter assures you of correct exposure settings for both color and black & white film. The instant you aim your Exakta at the subject, the indicator points to the correct exposure area. Available as optional equipment.

**DIRECT OPTICAL VIEWFINDER** — The Automatic Exakta VX-IIa direct optical viewfinder is outstanding and invaluable for taking instantaneous flash and sport pictures. This superb Exakta viewfinder swiftly and easily frames and centers the subject you are shooting, with positive accuracy. It is a component part of the Exposure Meter Penta Prism.

**AUTOMATIC DIAPHRAGM LENSES** — The Automatic Exakta VX-IIa brings you the latest development in photography; fully automatic diaphragm control. This new series of lenses offers you the great advantage of presetting the aperture for greater speed and convenience. The lens diaphragm is operated automatically by pressing the shutter release button.

**INTERCHANGEABLE LENSES** — Every manufacturer of importance produces coated, color-corrected lenses for the Exakta. These can be interchanged with ease in a moment. You have available a vast array of lenses ranging from 28-mm. to 800-mm. in focal length and as fast as  $f/1.5$ . Every time you change the lens, you create a new camera.

**FOCAL PLANE SHUTTER** — The Automatic Exakta VX-IIa has a focal plane shutter, the most accurate type devised. Electronically tested by the factory, the shutter assures you of accurate exposures at all speeds, a decided advantage in color photography especially. The shutter has two curtains that operate with a variable slit, which determines the exposure.

**26 SHUTTER SPEED SETTINGS** — The Automatic Exakta VX-IIa incorporates the unique Exakta feature of an extremely wide range of shutter speed settings, ranging from  $1/1000$  of a second to 12 seconds. Exposures can be made at  $1/1000$ ,  $1/500$ ,  $1/250$ ,  $1/100$ ,  $1/50$ ,  $1/25$ ,  $1/5$ ,  $1/2$  of a second and 1, 2, 3, 4, 5, 6, 8, 10, and 12 seconds plus bulb and time.

**CARTRIDGE-TO-CARTRIDGE FILM FEED** — This Exakta innovation permits you to wind film directly into a standard cartridge as you take pictures, eliminating the need for rewinding and lessening the possibility of scratching the film. It also speeds roll changing because the take-up cartridge can be removed immediately after the last exposure.

**COUPLED FILM TRANSPORT AND SHUTTER COCKING** — The movement of the film transport lever of the Automatic Exakta VX-IIa automatically cocks the shutter, saving considerable time and making it possible to take picture after picture with great rapidity. The Exakta has been designed throughout to meet the need of photographers for fastest operation.

**FILM SPEED GUIDE** — The Automatic Exakta VX-IIa has a rotary dial on its top which is engraved with a scale of A.S.A. film speed ratings so that the photographer can keep a record of the kind of film (black & white or color) he is using or the speed rating. The dial, which can be seen at a glance, stays put until you alter it, preventing memory mistakes.

**HINGED, REMOVABLE BACK** — One of the new and helpful improvements of the Automatic Exakta VX-IIa is the hinged back, which permits you to handle the opened camera without difficulty or awkwardness and frees your hands for the film changing. The hinge has a removable pin which enables you to detach the back when the occasion calls for such action.

**35-MM BLACK-AND-WHITE AND COLOR FILM** — The Exakta uses both standard black-and-white and color film in standard daylight cartridges. You get 20 or 36 exposures to the roll, which means that your photography is very inexpensive since the cost per picture is only a fraction that of larger sizes. You can also afford to take more pictures.

**BUILT-IN KNIFE** — A unique Exakta feature, the built-in knife, is incorporated in the Automatic Exakta VX-IIa to permit the photographer to remove the exposed portion of a roll of film whenever he wants to do so without finishing the roll. If the film has been fed into a standard cartridge, it can be removed from the camera without the bother of going into a darkroom.

**NEW NOISELESS SHUTTER MECHANISM** — The Automatic Exakta VX-IIa is the first single lens reflex camera with a new noiseless slow-speed shutter mechanism. Slow speed and delayed self release exposures are precisely timed and quietly and automatically recorded. Self timer releases shutter after 13-second interval; works with slow and fast exposures, and permits photographer to include himself in picture.

**FILM-TRANSPORT GUIDE** — The Automatic Exakta VX-IIa has a tiny "rotodial" built into the camera top that warns you against faulty loading by providing you with visual evidence at all times that your film is being transported. Each time you wind the film-transport shutter-cocking lever, the "rotodial" turns if the film is winding onto the take-up mechanism.

**INTERCHANGEABLE GROUND GLASSES** — A variety of ground and clear focusing glasses for all kinds of scientific work is available for the Automatic Exakta VX-IIa. Ground glasses with a clear center spot and with or without hair-line crosses, plain clear glasses, bisected clear or ground glasses and bisected plain or ground glasses can be obtained.

**DEPTH-OF-FIELD, APERTURE AND DISTANCE SCALES** — Each lens furnished with the Automatic Exakta VX-IIa contains engraved scales on which you can read at a glance the information essential for topnotch photography. The various scales tell you the opening of the lens diaphragm (f stop), the distance on which your camera is focused and the area of sharpness.

## THE AUTOMATIC EXAKTA VX-IIa IS FOR

**THE AMATEUR** — The Automatic Exakta VX-IIa can record forever in pictures those priceless moments with your family, children and pets, the vacation and other scenes that would fade in your memory.

**THE PROFESSIONAL** — The Automatic Exakta VX-IIa is the most useful camera to have along on an assignment or pleasure jaunt. Compact and inconspicuous, it will get you shots you never could get with a larger camera. Superb definition of lenses permits you to blow up your negatives to gorgeous 16x20 prints or even mural size.

**THE PHOTOJOURNALIST** — The Exakta's rapid operation and miniature size, coupled film transport and shutter cocking, built-in regular and electronic flash contacts, great variety of lenses, incomparable viewfinder system and the possibility of getting 36 exposures on a roll are features that endear it to photojournalists.

**THE PHYSICIAN** — The Exakta has become indispensable to the general practitioner and specialist for preliminary and end-result pictures of patients, copying X-rays, making color transparencies of injuries and lesions and for slide making for class-room demonstration and lectures.

**THE DENTIST** — The Automatic Exakta VX-IIa is useful with the aid of extension tubes or bellows for recording the oral condition of patients before and after treatment and for photographing cavities, fillings, and inlays. Its accurate focus and absence of parallax are indispensable for extreme close-ups.

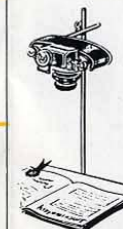
**THE OPHTHALMOLOGIST** — The Exakta makes photography of the eye simple. The single-lens reflex principle assures accurate focusing and centering in such work as flacido-disk reflection photography, and the built-in electronic flash contacts make possible the use of extremely high speed exposures to stop action.

**THE SCIENTIST** — The Automatic Exakta VX-IIa is an all-around laboratory camera for recording experiments and copying. Extension tubes are available in all lengths for macrophotography, microphotography and photomicrography. A special microscope adapter links camera to microscope tube.

**THE TEACHER** — The Automatic Exakta VX-IIa is the ideal camera for making visual aids. Photographs can be taken in the classroom or copies made from books, magazines or newspapers. They may be used as enlarged prints or made into slides for projection. Student activities may be photographed for school publication.

**THE ENGINEER** — Records of any type of construction can be taken and enlarged for detail analysis and used to explain work processes to employees.

**THE TRAVELER** — Photographs of scenes you encounter during your travels can be recorded in black-and-white or beautiful natural color. Travel lecturers find the Automatic Exakta VX-IIa an essential tool for making slides to illustrate talks. The Automatic Exakta VX-IIa is easy to carry and operate. The camera handles well because it is small, measuring 6 inches in length,  $4\frac{1}{4}$  inches in height. With an Automatic Zeiss Jena  $f/2.0$ , 58-mm. Biotar, the Automatic Exakta VX-IIa weighs only about 2 pounds. Telephotos barely increase the weight because they are made of a special metal that is extremely light.







AUTOMATIC 35-MM

# EXAKTA VX-IIa



**EXAKTA PHOTOGRAPHY**  
has more to offer you than you  
ever expected from a camera

**E**xakta Photography is 35-mm., single-lens reflex photography. It gives you absolute accuracy in and control over every phase of the photographic process, from viewfinding to exposure. It is based on the remarkable single-lens design of the Exakta, a design that utilizes the same lens for viewing and taking the picture.

When you look into the viewfinder of an Exakta, you realize how and why it has established new picture-taking methods. There, on the ground glass, from the first instant you see the complete image of your subject. As you move the camera, you see the many variations in composition that are possible. You see whether the image is sharply focused, whether every detail is as sharp as you want it to be, whether you have included every important object. You see whether your subject is well-lighted and the effect of closing and opening the lens aperture. You see up to the instant you press the shutter release how your picture is altered as you operate the focusing and other controls of the lens.

You do not have to worry about parallax with the Automatic Exakta VX-IIa. There is no parallax because one lens provides the image both for viewing and taking. The image enters the lens and is reflected onto the ground glass by a mirror. When you have composed your picture, you release the shutter, the mirror snaps out of the way and the film records the exact image you saw on your ground glass.

## EXAKTA LIGHT-METER VX-IIa

The Exakta Light-Meter VX-IIa camera features a new ultra-modern, built-in photo-electric cell exposure meter that solves every exposure problem immediately and effortlessly.

The reliability and precision of the high-efficiency Exakta exposure meter guarantees you the satisfaction of knowing that every shot you take will be perfectly exposed with both color and black and white film.

Also built into the Light-Meter Penta Prism is a separate-window optical viewfinder which is invaluable in taking instantaneous flash and sports pictures, and swiftly frames and centers the subject you are shooting.



There is no greater thrill than to conceive, plan and execute a photograph. The better the picture, the more we enjoy photography. Picture taking has reached the stage where we expect to get a good picture every time.

Many photographers, however, tick their own hands. They buy a camera that robs them of the most important feature and pleasure of photography—being able to determine what the picture shall look like. The camera controls them and decides what the picture shall be, rather than vice versa.

Picture control is determined by the camera's viewfinder, an optical system designed to help you compose your picture. Many cameras have serious viewfinding limitations. Some finders are too small, preventing the photographer from seeing the image and area of sharpness. Others are obscured by focusing devices that distract the eye and prevent accurate composing and focusing.

The most serious viewfinding difficulty is parallax, an optical discrepancy and handicap resulting from the fact that one lens is used for viewing the picture and another for taking it. The difference in location of the two lenses causes the picture you get to be different in composition from the one you see on the finder ground glass. All cameras whose viewfinders have an optical system separate from the lens that takes the picture must suffer from parallax. Only the single-lens camera is free of it.



Because of these limitations, picture taking with other cameras is a hit-and-miss affair. So much is left to chance and guesswork, that the result is not actually what the photographer wants but what the camera takes for him. Because the exact image cannot be seen at every instant, the photographer is unable to make the camera the tool and instrument it should be and unable to make it respond to his wishes. The picture he gets, good or bad, are the result of haphazardness, rather than precision, and often are unsuccessful.



A critical photographer — anyone beyond the snapshot level falls in this class — wants his camera to record a scene exactly as he sees it. He wants to compose his picture down to the last detail and then get it as he planned it — no more, no less — when he releases the shutter. If you want a camera with such accuracy and precision, one that is in fact an extension of your eye, you will be interested in the Automatic Exakta VX-IIa, the camera that is so advanced it will lead the photographic field for years to come.

The Automatic Exakta VX-IIa is the most versatile camera in the world. With it you can photograph any type of subject, microscope or gigantic, an inch or a mile away. With the same camera you can shoot perfect portraits and photographs of such subjects as children, pets, wildlife, flowers, landscapes and industrial scenes—even the moon, if you wish. You can make slides and copies of

documents, books, stamps and other material and take tabletops, close-up and photomicrographs with ease.

You can quickly interchange viewfinders, from the marvelous eye-level Penta Prism to the universal hooded finder, to suit your specific photographic needs. You can compose your picture comfortably without additional viewing devices or eye strain whether your subject is at ground or eye level. You get a brilliant, upright image on the ground glass and, with the Penta Prism, the image is full size and the sides are not reversed.



Exakta Photography means using the finest, coated, color-corrected lenses produced by world-famous manufacturers. An entirely new series of unusual lenses incorporating the advanced feature of automatic diaphragm control is available for the Automatic Exakta VX-IIa. Pressure on one button closes the lens instantly to the preselected stop and releases the shutter simultaneously. All Exakta lenses are quickly interchangeable because of the specially designed bayonet mount. As the need arises, you can insert a faster lens, a wide-angle or telephoto lens. Every time you change lenses, in effect you create a new camera.

Lenses ranging from 28-mm. to 800-mm. in focal length and to  $f/1.5$  in speed are available for the Automatic Exakta VX-IIa. Extension tubes and bellows for close-ups and photomicrographs also can be used with these lenses. In every case you see the effect of changing lenses and adding extension tubes immediately in the viewfinder. For photomicrography, the camera can be attached directly to the optical system of the microscope by means of an adapter after the lens has been removed.



All types of artificial light can be used with the Automatic Exakta VX-IIa. The camera has built-in synchronization contacts for both regular and electronic flash, and is flash-synchronized on all speeds. Since one short movement of a lever transports the film and cocks the shutter simultaneously, the speed with which a series of pictures can be taken with the Automatic Exakta VX-IIa is unsurpassed.

The Automatic Exakta VX-IIa is a 35-mm., single-lens reflex, the latest refinement of a world-acclaimed line of cameras that have made a significant contribution to photography. The distinguished Exakta has made picture taking a fascinating pastime for the amateur and a pleasurable, uncomplicated field for the professional. It has introduced a new standard of photography and given photographers all over the world a new concept, an easy and precise way to take better photographs. It has created Exakta Photography, an entire photo technique.

We invite you to inspect the new and magnificent Automatic Exakta VX-IIa at your dealer.

**EXAKTA CAMERA COMPANY, 705 BRONX RIVER ROAD, BRONXVILLE, N. Y.** • Exclusive Factory Representative for Sales and Service in the U.S.A.

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