

NEW

EXAKTA



AUTOMATIC MODEL VX-IIIB

and the world-famous ■ **EXA IIA**
 ■ **EXA IB**
 ■ **EXA IA**

AUTOMATIC EXAKTA PRICE LIST

AUTOMATIC EXAKTA VX-IIIB CAMERA WITH PENTA PRISM VIEWFINDER AND AUTOMATIC SPLIT-IMAGE RANGEFINDER

50-mm., f/2.0 Zeiss Pancolar, (automatic)	\$269.50
58-mm., f/2.0 Zeiss Biotar, (automatic)	249.50
50-mm., f/1.9 Schneider Xenon LM, (automatic) with meter	289.50
50-mm., f/1.9 Isco Westrocolor, (automatic)	249.50
50-mm., f/2.8 Zeiss Tessar, (automatic)	249.50
50-mm., f/2.0 Meyer Domiron, (automatic)	249.50
Automatic Exakta VX-IIIB camera body only, with Penta Prism viewfinder and automatic split-image rangefinder, no lens	180.00

Above Exakta cameras with Light-Meter Prism and Rangefinder with exposure meter instead of Regular Penta Prism and Rangefinder, add \$20 to List Price.

AUTOMATIC LENSES	50-mm., f/1.9 Schneider Xenon LM, (automatic)	\$ 99.50
	50-mm., f/2.0 Meyer Domiron (automatic)	99.50
	50-mm., f/1.9 Isco Westrocolor (automatic)	80.00
	50-mm., f/2.8 Zeiss Tessar (automatic)	80.00
	58-mm., f/2.0 Zeiss Biotar (automatic)	80.00
WIDE ANGLE LENSES	20-mm., f/4.0 Zeiss Flektogon (automatic)	\$250.00
	24-mm., f/4.0 Enna Lithagon (preset)	109.50
	24-mm., f/4.0 Isco Westrogon (automatic)	149.50
	25-mm., f/4.0 Zeiss Flektogon (automatic)	166.50
	28-mm., f/3.5 Angenieux Retrofocus (automatic)	139.50
	28-mm., f/3.5 Enna Lithagon (preset)	90.00
	35-mm., f/4.5 Hugo Meyer Goerlitz Primagon (preset)	39.50
	35-mm., f/2.8 Enna Lithagon (preset)	75.00
	35-mm., f/2.8 Isco Westron (automatic)	79.50
	35-mm., f/2.8 Steinheil Auto-Quinaron w/sunshade (automatic)	149.50
PORTRAIT LENSES	35-mm., f/2.8 Zeiss Macro-Flektogon (automatic)	129.50
	35-mm., f/2.8 Schneider Curtogon LM (automatic) w/o meter	149.50
TELEPHOTO LENSES	80-mm., f/2.8 Zeiss Biometer (automatic)	\$139.50
	80-mm., f/2.8 Zeiss Fassar (preset)	59.50
	80-mm., f/3.5 Hugo Meyer Goerlitz Primotar (preset)	49.50
	90-mm., f/2.5 Angenieux (Y1) (automatic)	\$119.50
	100-mm., f/2.8 Hugo Meyer Goerlitz Trioplan (automatic)	99.50
	120-mm., f/2.8 Zeiss Biometer (automatic)	189.50
	135-mm., f/4.0 Zeiss Sonnar (automatic)	99.50
	135-mm., f/3.5 Schneider Tele-Xenar LM (automatic) w/o meter	149.50
	135-mm., f/2.8 Steinheil Quinar (automatic) w/case & sunshade	189.50
	135-mm., f/2.8 Isco Tele-iscaron (automatic) w/case	150.00
ACCESSORIES	135-mm., f/2.8 Isco Telephoto (preset)	100.00
	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 Zeiss Sonnar (automatic)	249.50
	180-mm., f/2.8 Isco Tele-iscaron (preset) w/case	200.00
	180-mm., f/3.5 Hugo Meyer Goerlitz Primotar (preset)	79.50
	250-mm., f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset)	79.50
	300-mm., f/4.0 Zeiss Sonnar (preset)	300.00
	300-mm., f/4.5 Hugo Meyer Goerlitz Tele-Megor (preset)	130.00
	400-mm., f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset)	139.50
	600-mm., f/5.6 Enna Tele-Ennalyt	234.00
	Enna Tele-Zoom, f/4.0, 85-mm. to 250-mm. Zoom lens	219.50
	Light-Meter Penta Prism Unit with rangefinder	\$ 59.50
	Penta Prism viewfinder with rangefinder	39.50
	Waist-level reflex viewfinder w/fixed ground glass	12.95
New Eye-Piece for Penta Prism finder	5.50	
Leather Eveready carrying case for Exakta VX-IIIB camera w/lenses up to 58-mm. (with or without Light-Meter)	12.00	
Deluxe Leather Eveready carrying case for Exakta VX-IIIB camera (with or without Light-Meter)	15.00	
Exposure Meter for Schneider LM lenses	20.00	
Compartment Case (holds camera, lenses, film, filters, etc.)	19.95	
Compartment Case (large) (holds 2 cameras, lenses, etc.)	45.00	
Leather Case for Penta Prism viewfinder or waist-level reflex viewfinder	3.00	
Leather Case for Light-Meter Penta Prism Viewfinder	4.00	
Ihagee 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 Magnear and new WL finder	2.50	
Twin-cable release for close-ups	6.95	
Cobra Auto. Diaph. Lens Release extension	2.95	
Ihagee hinged Microscope Adapter (type-1)	15.00	
Ihagee Microscope Adapter (type-2)	25.00	
Exakta Accessory Shoe for Prism Finders	2.00	
Exakta Flashgun	11.95	
Exakta Manual by Werner Wurst	9.95	
Exakta Pocket Guide by Werner Wurst, 72 pg.	1.00	
Exakta Photography by Jacob Deschin	4.95	
Exakta Electronic Flash Unit	56.50	
Exakta Multiblitz 50 Electronic Flash Unit complete with Ring Light	199.45	

Write for complete price list.



AUTOMATIC EXAKTA VX-IIB
 Camera with Penta Prism Viewfinder and split-image Rangefinder with 50mm, f/2.0 Zeiss Pancolar lens with fully automatic diaphragm

Prominent personalities, scientists, physicians, dentists, research workers, teachers, photo journalists, engineers, travelers, professionals and amateurs choose the Exakta camera to meet their most demanding photo requirements!

Exakta camera owners represent every field of activity . . . industry, science, medicine, education, and government. Performance and reliability make the Exakta the greatest camera of our age.

That is why the Exakta is recognized as the pace setter in the field of photographic achievements. Today there are over 350,000 Exakta camera owners!

The fact that Exakta cameras and equipment have so well fulfilled the needs of the leaders in their field should give confidence to those requiring a camera of the highest quality and versatility.



EXA IIA Camera with split-image Rangefinder and 50mm, F2.8 Meyer Domiplan Automatic lens



EXA IB w/Prism and Rangefinder with 50mm, F2.8 Meyer Domiplan Automatic lens



EXA IA Camera WLF, with 50mm, F2.9 Meritar Preset lens



180mm, F2.8 Auto-Sonnar Autophrag (*) Telephoto lens

35mm, F2.8 Auto-Flektogon Autophrag (*) Wide Angle lens

20mm F4.0 Macro-Flektogon Super Wide Angle lens

135mm, F4.0 Auto-Sonnar Autophrag (*) Telephoto lens

25mm, F4.0 Auto-Flektogon Wide Angle lens

50mm, F2.8 Macro Extender lens

(*) Automatic compensating diaphragm for closeup work

important:

When you purchase a New Automatic Exakta VX-IIB, you will find packed in the box, a Guarantee and Import Certificate imprinted with the serial numbers of the Camera and Lens issued by Exakta Camera Company, Bronxville, New York. This Guarantee Certificate insures your camera for one year against any defects in material or workmanship. The Import Certificate (printed on the reverse side of Guarantee Certificate) facilitates duty-free re-entry of your Exakta camera when traveling abroad.

An Owners Registry card is also furnished for you to complete and mail to Exakta Camera Company. It serves as a record of your camera in our registry file, listing your name as the owner of your Exakta. The Registry Card also entitles you to free periodic mailings from Exakta.



EXA IIA

The new automatic 35mm Exa IIA is the newest member of the Exakta family. The Exa IIA is typical of Exakta ingenuity . . . offers a smart new design . . . it is truly the most sensational camera of the year. All lenses and most accessories are interchangeable with the Exakta. The automatic Exa IIA is a 35mm single lens reflex camera in which all focusing and viewing takes place at eye level through the extra-bright built-in rangefinder-prismatic viewfinder. You preview the actual picture you will get, right up to the instant you press the shutter release button. There is no parallax problem because the same lens is used for both viewing and picture-taking. In the eye-level rangefinder-prismatic viewfinder you will see a brilliant, sharp, image . . . and you'll have complete control over composition, depth-of-field and image brightness. For all around photography — sports, close-ups, scenic shots, etc., you'll appreciate the new, automatic Exa IIA.

The accurate focal plane shutter of the Exa IIA has 9 speeds — 1/2 sec, 1/4, 1/8, 1/15, 1/30, 1/60, 1/125, 1/250, and Bulb. The shutter speeds are controlled by a single speed dial which may be rotated in either direction. All focal length lenses of high resolving power and superior definition up to 1000mm may be used with the Exa IIA, as the Exakta and Exa have the same bayonet lens mount. All lenses on the Exa IIA may be removed and interchanged at will. You may switch from a normal lens to a telephoto or wide angle, anytime.

Most lenses for the Exa IIA 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. A single movement of the conveniently located lever of the Exa IIA automatically advances the film, cocks the shutter and moves the film counter to the next exposure. Double exposures are not possible. A rewind crank is provided to quickly rewind film. Folds down when not in use.

The Exa IIA has a convenient single flash socket and is flash synchronized for flashbulbs and electronic strobe. The Exa IIA is perfect for close-up photography and for photo-micrography. 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 IIA with microscope adapter a great aid in their professional work.

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

EXA IB

Your Exa IB pictures will bring you everlasting pleasure of your life's most enchanting moments! Each Exa picture will be sharp and clear, so naturally real and lifelike! With the Exa IB 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!

With the Exa IB camera you can both sight and preview your picture with the Penta Prism split-image Rangefinder-through the same lens that is used for actual picture-taking. You can sight comfortably in any direction and your pictures will be needle-sharp! You'll observe the depth-of-field as you open or stop down the lens diaphragm. The Penta Prism and Rangefinder of the Exa IB is removable and interchangeable with the Exakta Waist-level finder and other Exakta viewing devices. Rangefinder glass too may be removed and interchanged with other focusing glasses.

The 35mm Exa IB offers dependable, accurate, linear shutter speed settings of 1/30, 1/60, 1/125, 1/175th of a second and Bulb. Double exposures are impossible.

Utilizing the finest range of automatic, telephoto, and wide angle lenses, the Exa IB assures a generous angle of view and the sharpest results. All lenses may be quickly interchanged with the Exa IB. No special attachments are ever necessary for viewing with these lenses as the same lens that is employed for viewing actually takes the picture!

The Exa IB has built in flash synchronization for flashbulbs and electronic strobe flash. Flash pictures at night, portraits, candid, sports, action, are simple to take with the Exa IB. Yes, day or night, indoors or outdoors, anywhere, anytime, your Exa camera can record life's most memorable and cherished moments, yours to enjoy throughout the years!

The Exa IB is compact and light, measures 5" in length, 3 3/4" in height and weighs only 24 ounces without lens.



EXA IA

The Exa IA is a 35mm single lens reflex camera in which focusing and viewing takes place at waist-level. The big, bright Exa IA waist-level viewfinder lets you see the picture before you actually take it. A magnifier built into the viewfinder enlarges the image for you to see if your subject is in clear focus.

Waist-level viewfinder also converts to an eye-level sports finder for action shots! Waist-level viewfinder lifts out and can be replaced with all other Exakta viewfinders including the popular eye-level prismatic viewfinder with rangefinder glass.

You'll find it easier to take pictures with the new, superbly designed faster system of setting shutter speeds. A unique, time-saving lever sets beside the speed you want—1/25, 1/50, 1/100, 1/150th of a second and Bulb. Press the release button and you have the picture. It's that easy! Double exposures are impossible.

A wonderful range of exceptionally sharp automatic, telephoto, and wide-angle lenses are available and can be quickly interchanged with the Exa!

Flash pictures in color and black and white are easily taken with the Exa IA as it has built-in synchronization sockets for both flashbulbs and electronic strobe flash.

The Exa IA may be employed for many phases of 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.

Compact and light, the Exa IA is small and is easy to handle. Measures only 5" in length, 3 1/2" in height. Weighs only 21 ounces.

EXA PRICE LIST

	List
NEW EXA MODEL IIA 35MM SINGLE LENS REFLEX CAMERA WITH EYE-LEVEL PRISM RANGEFINDER	
Exa IIA with eye-level prism Rangefinder and 50-mm., f/2.8 Zeiss Tessar (preset)	\$ 99.50
Exa IIA with eye-level prism Rangefinder and 50-mm., f/3.5 automatic Meyer Primotar lens	85.00
Exa IIA with eye-level prism Rangefinder and 50-mm., f/2.8 automatic Meyer Domiplan lens	99.50
Exa IIA with eye-level prism Rangefinder and 50-mm., f/2.8 automatic Zeiss Tessar lens	119.50
Exa IIA, camera body only, with eye-level prism Rangefinder, no lens	69.50
Leather Eveready case for Exa IIA	9.95
Flashgun, B.C. Capacitor w/folding Reflector	11.95
NEW EXA MODEL IB 35MM SINGLE LENS REFLEX CAMERA WITH EYE-LEVEL PRISM VIEWFINDER AND SPLIT-IMAGE RANGEFINDER	
Exa IB with eye-level prism viewfinder and split-image rangefinder and 50-mm., f/2.8 automatic Meyer Domiplan lens	\$ 89.95
Exa IB with eye-level prism viewfinder and split-image rangefinder and 50-mm., f/2.8 Zeiss Tessar (preset)	89.95
Exa IB, body only, with penta prism and split-image rangefinder	59.95
Leather Eveready Case for Exa IB	9.95
Penta Prism eye-level prismatic viewfinder with split-image rangefinder	39.50
Waist-level Viewfinder with Rangefinder glass	19.95
Leather Case for Penta Prism or W/L Finder	3.00
Eye-piece for Penta Prism Viewfinder	5.50
Flashgun, B.C. Capacitor w/folding reflector	11.95
EXA MODEL IA, 35MM SINGLE LENS REFLEX CAMERA WITH WAIST-LEVEL VIEWFINDER	
Exa IA with waist-level finder and 50-mm., f/2.9 Meritar (preset)	\$ 59.50
Exa IA Flash Outfit, gift box, w/Exa IA and f/2.9 Meritar lens, (preset), Case & B.C. Family Flashgun	79.50
Leather Eveready Case for Exa IA	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
WIDE ANGLE LENSES FOR EXA	
35-mm., f/2.8 Zeiss Flektogon (automatic)	\$129.50
35-mm., f/4.5 Hugo Meyer Goerlitz Primagon (preset)	39.50
TELEPHOTO LENSES FOR EXA	
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)	99.50
100-mm., f/4.5 Isonar Telephoto	25.00
135-mm., f/2.8 Isco Telephoto (preset)	100.00
135-mm., f/4.0 Zeiss Triotar (preset)	65.00
135-mm., f/3.5 Isco Telephoto	49.50
135-mm., f/4.5 Wirgar Telephoto	39.95
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
300-mm., f/4.5 Hugo Meyer Goerlitz Tele-Megor (preset)	130.00
400-mm., f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset)	139.50
Telephoto lenses above, with focal length over 135mm are only to be used with Exa IIA and Exaktas.	
EXTENSION TUBES, MICROSCOPE ADAPTERS, BELLows EXTENSIONS FOR EXA CAMERAS	
hagee set of 3 extension tubes and 2 adapters	\$ 11.95
hagee Type I hinged microscope adapter, complete set with 2 extension tubes	15.00
hagee Type II two-piece pressure microscope adapter, with 2 extension tubes	25.00
Bellows Extension	34.50

AUTOMATIC 35MM EXAKTA VX-IIB



THERE IS NOW A BETTER EXAKTA CAMERA AT A NEW LOWER PRICE!

- The Exakta VX-IIB has a complete new range of 26 shutter speed settings including 1/1000, 1/500, 1/250, 1/125, 1/60, 1/30, 1/8, 1/4 of a sec. etc.
- Most accurate, synchronized slow speed timing device with delayed action self-timer!
- New quiet mirror mechanism!
- Newly designed F2.0, C.Z. Jena Pancolar, 50mm automatic lens with built-in "framer" on lens mount!
- New built-in rewind crank!
- New series of autogram lenses that automatically compensate for close-up work!

Exakta 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-IIB. 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 image you saw on your ground glass.

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 point where we expect to get a good picture every time.

Many photographers, however, tie 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. Only the single-lens camera is free of it.

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-IIB, the camera that is

so advanced it will lead the photographic field for years to come.

The Automatic Exakta VX-IIB is the most versatile camera in the world. With it you can photograph any type of subject, microscopic 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-ups 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-IIB. 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 20-mm to 2000-mm in focal length and to f/1.5 in speed are available for the



Automatic Exakta VX-IIB. 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-IIB. 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-IIB is unsurpassed.

The Automatic Exakta VX-IIB 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-IIB at your dealer.

DISTINCTIVE EXAKTA FEATURES

INTERCHANGEABLE VIEWFINDERS—The unique design of the Automatic Exakta VX-IIB 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, and the sides reversed, 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, and may also be used with the new waist level finder.

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

EXPOSURE METER WITH DIRECT OPTICAL VIEWFINDER—(Optional)—Exakta exposure meter assures you of correct exposure settings for both color and black and white film. The instant you aim your Exakta at the subject, the indicator points to correct exposure area. Exposure Meter Penta Prism also contains a direct optical viewfinder— invaluable for taking flash and sport pictures. Available as optional equipment.

ELECTRIC-EYE SCHNEIDER LM LENSES—Exakta offers newest Schneider Lightmeter (LM) Electric-Eye system. Features photoelectric cell, exposure meter that attaches to all Schneider Lightmeter (LM) lenses to give perfectly exposed pictures. Meter can be detached and interchanged on standard, telephoto and wide angle (LM) lenses. Only one photoelectric meter is required. All (LM) lenses have automatic diaphragm.

AUTOMATIC DIAPHRAGM LENSES—The Automatic Exakta VX-IIB brings you the latest development in photography: fully automatic diaphragm control. This new series of lenses offers you the great advantage of preselecting 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 20-mm to 2000-mm in focal length and as fast as f/1.5. Every time you change the lens, you create a new camera.

26 SHUTTER SPEED SETTINGS—The Automatic Exakta VX-IIB 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, 1/125, 1/60, 1/30, 1/8, 1/4 of a second and 1, 2, 3, 4, 5, 6, 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 exposing a second film. It also speeds roll changing because the take-up cartridges can be removed immediately after the last exposure.

HINGED, REMOVABLE BACK—One of the new and helpful improvements of the Automatic Exakta VX-IIB 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.

BUILT-IN KNIFE—A unique Exakta feature, the built-in knife, is incorporated in the Automatic Exakta VX-IIB to permit the photographer to remove the exposed portion of a roll of film whenever he wants to go on 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-IIB is the first single lens reflex camera with a new noiseless slow-speed shutter mechanism. Slow speed and delayed self-timer exposures are controlled by visual evidence at all times 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-IIB has a tiny "retrodial" 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 "retrodial" 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-IIB. Ground glasses with a clear center spot and with or without hair-line crosses, plain clear glasses, bisected clear or ground glasses can be obtained.

DEPTH-OF-FIELD, APERTURE AND DISTANCE SCALES—Each lens furnished with the Automatic Exakta VX-IIB contains engraved scales on which you can read 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.

EXAKTA LENSES AND EQUIPMENT

20mm Zeiss WA f/4.0 — \$290.00	25mm Zeiss WA f/4.0 — \$166.50	28mm Angenieux WA f/3.5 — \$139.50	35mm Meyer WA f/4.5 — \$29.50	35mm Zeiss WA f/2.8 — \$129.50	50mm Macro Extender f/2.8, FM — \$79.95	80mm Zeiss f/2.8 — \$139.50	120mm Zeiss f/2.8 — \$169.50
135mm Zeiss f/4.0 — \$99.50	135mm Iaco f/2.8 — \$160.00	180mm Zeiss f/2.8 — \$249.50	250mm Meyer f/5.5 — \$79.50	300mm Zeiss f/4.0 — \$300.00	400mm Meyer f/5.5 — \$139.50	600mm Enna f/5.5 — \$234.00	Ena Zoom 15-200mm f/4.0 — \$219.50
Lightmeter Prism w/R.F. — \$39.50	Prism Viewfinder w/R.F. — \$39.50	WL Viewfinder w/R.F. new — \$19.95	Magnar w/50mm Zeiss f/3.5 — \$39.50	Exakta Stereo Unit — \$219.00	Focusing Glasses \$12 — \$16.00	Extension Tubes — \$11.95	Microscope Adapter (Type 2) — \$15.00
Microscope Adapter (Type 2) — \$25.00	Bellows Extension 50 — \$34.50	Versal Assembly — \$149.50	Copy-Mat — \$49.50	B. C. Flashgun \$11.95	Exakta Electronic Flash Unit — \$69.50	MultiBiltz 22 Electronic Flash — \$59.95	Ihagee 2-in-1 Adapter — \$7.95
MultiBiltz 50 Electronic Flash — \$129.50	MultiBiltz 24 Electronic Flash — \$69.95	Deluxe Eveready Case — \$19.95	Compartment Case I — \$15.00	Compartment Case II — \$45.00	Close Attachment — \$9.95	Macro-Micro Photometer — \$39.95	Exakta Accessory Shoe — \$2.00

