

EXAKTA

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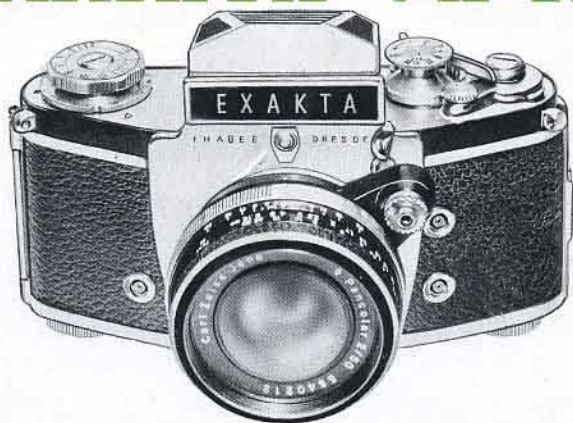
EXAKTA CAMERA COMPANY

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579 RICHMOND ST. W., TORONTO, ONTARIO

VOL. 4

THE MAGNIFICENT 35-MM AUTOMATIC EXAKTA VX-IIA



We are pleased to introduce you to the Automatic Exakta VX-IIa, the most versatile camera in the world. The Exakta camera was invented 30 years ago. Over the years Exakta engineers have continuously added significant improvements to keep Exakta in the forefront of 35mm single lens reflex photography. That is why Exakta is recognized as the pace setter in the field of photographic achievements—always the best camera in its basic, original design—and the most reliable.

There are now over 300,000 Exakta camera owners, and each day the number grows even larger.

The newest Exakta of them all is the 35mm Automatic Exakta VX-IIa. The Automatic Exakta VX-IIa offers such outstanding features as 26 shutter speed settings, ranging from 1/1000th to 12 seconds, plus time and bulb, built-in knife, lever film wind, interchangeable lenses up to 800mm and longer, interchangeable viewfinders, penta prism eye-level viewfinder, light-meter penta prism viewfinder, waist-level viewfinder, split-image rangefinder, the magnear, the stereo unit, MXF flash synchronization for focal plane flashbulbs, SM flashbulbs and electronic strobe, most accurate focal plane shutter, automatic diaphragm lenses, provision for intentional double exposures, new scratch-proof pressure plate, new spring-catch spool retainer, film speed reminder dial and more.

Yes, the magnificent Automatic Exakta VX-IIa camera embodies within a single camera the most complete adaptability and the widest range of versatility.

Automatic Exakta VX-IIa 35mm Single Lens Reflex Camera with Penta Prism Eye-Level Viewfinder and Automatic Split-Image Rangefinder

	List Price
With f/1.9, 50mm Isco-Mat LM, (automatic) w/meter	\$369.50
With f/2.0, 50mm Zeiss Pancolar, (automatic)	359.50
With f/2.0, 58mm Zeiss Biotar, (automatic)	299.50
With f/1.9, 50mm Schneider Xenon, (automatic)	369.50
With f/1.9, 55mm Steinheil Auto-Quinon, (automatic)	359.50
With f/1.9, 50mm Isco Westrocolor, (automatic)	299.50
With f/2.8, 50mm Zeiss Tessar, (automatic)	279.50
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 \$20.00 to List Price.

Above Exakta cameras with Waist-Level Finder instead of Penta Prism and Rangefinder, deduct \$20.00 from List Price.

INTERCHANGEABLE EXAKTA VIEWFINDERS



Lightmeter Penta Prism Viewfinder—Includes the split-image rangefinder, a photoelectric-cell exposure meter and optical sportsfinder.

This eye-level Lightmeter Penta Prism viewfinder gives a life-size image ratio in 1:1 size. Vertical or horizontal pictures can be taken with sides unreversed. Split-image Rangefinder indicates when lens is properly focused. Photo electric exposure meter gives accurate reading for all light conditions. Opening meter baffle increases meter's sensitivity 32 times. Optical sportsfinder is ideal for flash and sports pictures. Price includes exposure meter and split-image rangefinder \$59.50



Penta Prism Viewfinder and Split-Image Rangefinder—Exceptionally bright Penta Prism Viewfinder and Rangefinder. Eye-level shots can be taken with horizontal or vertical format with sides unreversed. Image seen is life-size in ratio of 1:1. Penta Prism Viewfinder with Split-Image Rangefinder \$39.50



Waist Level Hooded Viewfinder—The New Exakta Waist Level Viewfinder with ground glass offers a uniform bright focusing screen. It is recommended for low angle shots, for portraiture, close-ups and copywork, and for many industrial and scientific applications. Is instantly removable and interchangeable with Lightmeter Penta Prism and Penta Prism Viewfinders and the large range of focusing glasses for the Penta Prism are now interchangeable with the new waist level hooded viewfinder—including the split-image rangefinder glass. A magnifier is built into hood for greater magnification . . . \$15.95



Split-Image Rangefinder—The Split-image Rangefinder is intended to serve as a rapid, convenient focusing device, saving time and effort for the Exakta owner. It is a fine grain focusing screen with a split-image rangefinder in the center, and fits into the Penta Prism or Lightmeter Penta Prism Viewfinder. You observe two halves of the image in the center circle. When lens is properly focused, the two halves are in line and the ground glass image is sharp.

The Split-image Rangefinder is available separately at \$12.00, or complete with Penta Prism at \$39.50, or with Lightmeter Penta Prism at \$59.50.



The Magnear Lens-Viewfinder—The Magnear is a viewfinder for the Exakta which employs an Exakta lens as a magnifier through which the image is examined and critically focused. It is removable, and interchangeable with all other Exakta viewfinders. Excellent for close-ups and photomicrography. 50mm lens when used with Magnear gives 5X magnification.

The Magnear Lens-Viewfinder separately \$17.50
or with 50mm F/3.5 Zeiss Tessar complete \$39.50

THE AUTOMATIC LENSES

Automatic diaphragm lenses are contributing more to the development of 35mm photography than any other single advancement in the past 20 years! The automatic feature permits the photographer to always view and focus at full lens opening (f/1.9, f/2.0, etc.). This assures a bright image on the ground glass—so easy to see. The correct diaphragm stop to take the picture however is determined and set beforehand, but the lens always remains wide open for focusing. Upon pressing the release button, the lens diaphragm closes down to the pre-selected, correct diaphragm stop to take the picture, and the shutter is released!

Carl Zeiss Jena's New F2.0, 50mm Pancolar Lens with Automatic Diaphragm—Carl Zeiss Jena, the world's most famous lens manufacturer, announces an unusual achievement. The Zeiss works in Jena has just created a significant new lens for the Exakta—the F2.0, 50mm Pancolar with automatic diaphragm. This lens is unique, as it is nearly half the physical size of other normal lenses. The new Zeiss Pancolar is a 6-element lens of incredible resolution, color correction, and high definition. It is free of coma and astigmatism. Lens always remains wide open for focusing and viewing. At the instant of exposure, the diaphragm automatically closes down to the preselected aperture for picture taking. Then, instantly and automatically, the lens reopens to full f/2.0 aperture by itself. Diaphragm may also be operated manually. Half stops are provided on the diaphragm setting ring for color work. The Pancolar has a dual focusing scale, new black mount with chrome trim and depth of field scale. The Automatic Exakta VX-IIa camera with Penta Prism and Rangefinder and Automatic Carl Zeiss Jena Pancolar f/2.0 lens is priced at \$359.50. Separately, the lens is priced at 140.00.



Carl Zeiss F2.0, 58mm Biotar Lens with Automatic Diaphragm—For almost 100 years the name of Carl Zeiss Jena, has signified the ultimate in optical design and manufacture. High speed Biotar lenses by Carl Zeiss Jena have been regarded by photographers as the most highly prized lens for miniature photography. The 6-element Biotar is brilliantly corrected for spherical and chromatic aberration, and is free of coma and astigmatism. The automatic diaphragm of the Biotar is operated by a clutch-control sweeping lever which opens to its widest f/2.0 aperture. Pressure on the release button closes the lens down automatically to preselect stop and trips the shutter. Diaphragm can also be operated manually. Another outstanding feature of this lens are the half stops, making this lens most desirable for color work. The lens has a dual focusing scale, chrome mount, depth of field scale and automatic diaphragm. The Automatic Exakta VX-IIa camera with Penta Prism and Rangefinder and Automatic Carl Zeiss Biotar f/2.0 lens is priced at \$299.50. Separately, the lens is priced at 80.00.



Carl Zeiss F2.8, 50mm Tessar Lens with Automatic Diaphragm—The superior optical lens formula of the Carl Zeiss Jena Tessar is known throughout the world. For color, the Tessar will produce negatives with edge-to-edge sharpness that are unsurpassed. The automatic Carl Zeiss Jena Tessar 50mm f/2.8 lens with automatic diaphragm for Exakta has four elements and focuses down to 1.65 feet. Half stops are provided between each aperture setting for better control of exposure for color. The lens has a dual focusing scale, depth of field scale, and automatic diaphragm. It is available with Automatic Exakta VX-IIa camera with Penta Prism and Rangefinder for \$279.50. Separately, the lens is priced at 60.00.



New Schneider Xenon F1.9, 50mm Lens with Automatic Diaphragm—Jos. Schneider & Co., Kreuznach, Germany, has redesigned the f/1.9, 50mm Xenon with instant-reopen automatic diaphragm for the Exakta. The new 6-element Xenon has, among other optical improvements, a diaphragm that regulates the depth of field band and shows the photographer the precise, "sharpest zone area" around the subject. With this new "computer", the photographer is assured of sufficient definition both before and behind the point of focus of the subject. The new Xenon focuses from infinity down to 1.8 feet. A good range of eight diaphragm stops from f/1.9 to f/22, and half stops between settings makes this lens ideal for color work. The Automatic Exakta VX-IIa camera with Penta Prism and Rangefinder and Xenon f/1.9 lens is priced at \$369.50. Separately, the lens is priced at 150.00.



New Steinheil F1.9, Auto-Flash Quinon 55mm Lens with Automatic Diaphragm—The renowned Steinheil Optical Works, in Munich, Germany, is now producing the 55mm f/1.9 Auto-Flash Quinon lens for the Exakta. The 6-element Auto-Flash Quinon with instant-reopen automatic diaphragm features a smart, new calculating device which accurately computes the diaphragm stops and distance settings for flash pictures! Due to the type of refractive optical glass employed, an extremely high correction is achieved, allowing maximum definition and balance of contrast in color and black-and-white. A good range of 8 diaphragm stops from f/1.9 to f/22 and focusing from infinity down to 1.35 feet offers the photographer increased versatility. Lens has a satin chrome mount with black trim, and an engraved depth of field scale. The Automatic Exakta VX-IIa with Penta Prism and Rangefinder and f/1.9 Steinheil Auto-Flash Quinon lens is priced at \$359.50. Separately, the lens is priced at 140.00.



Isco F1.9, 50mm Westrocolor Lens with Automatic Diaphragm—The Isco Westrocolor is a new Gauss-Type lens of high quality. There are six elements in this versatile, high speed automatic objective. Perfect contrast, maximum resolution and excellent definition are some of its fine optical characteristics. There are eight diaphragm stops from f/1.9 to f/22, with half-stops between each aperture setting. Lens focuses from infinity down to 1.7 feet and has a separate marker for infra-red film. Instant-reopen automatic diaphragm permits focusing at full aperture at all times. The Automatic Westrocolor is available with Automatic Exakta VX-IIa camera with Penta Prism and Rangefinder for \$299.50. Separately, the lens is priced at 80.00.

TECHNICAL DATA

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Carl Zeiss Pancolar 50mm	F2.0	1.7 ft.	8	22	6	45°	5½ oz.	1¾ in.	7
Carl Zeiss Biotar 58mm	F2.0	1.65 ft.	7	16	6	40°	7½ oz.	2¼ in.	7
Carl Zeiss Tessar 50mm	F2.8	1.65 ft.	8	16	4	45°	6½ oz.	2¼ in.	7
Schneider Xenon 50mm	F1.9	1.8 ft.	8	22	6	45°	11½ oz.	2¼ in.	7
Steinheil Quinon 55mm	F1.9	1.35 ft.	8	22	6	42°	10½ oz.	2½ in.	7
Isco Westrocolor 50mm	F1.9	1.7 ft.	8	22	6	45°	9½ oz.	2¼ in.	7

WIDE ANGLE LENSES

Wide Angle lenses have a shorter focal length than normal focal length lenses and they show a wider angle of view. They are essential for taking pictures of interiors, groups and wherever the distance from the subject to camera is restricted. Wide Angle lenses are particularly useful for taking pictures in narrow quarters as in galleries, museums, and staterooms aboard trains and ships. They are also used for landscape photography, for architectural photography and wherever a broad field of view is required.

Iscro F4.0, 24mm Westrogon Super Wide Angle Lens with Automatic Diaphragm—The new Iscro 24mm, f/4.0 Westrogon lens with instant-reopen automatic diaphragm is the first super wide angle designed for the Exakta! This outstanding 8-element objective has an enormous depth of field. Yielding a sweeping 82° angle of view, the Westrogon super wide angle lens is critically sharp even at full aperture. Contrast, definition and tonal quality are superb. Half stops between each aperture setting makes this lens most desirable for color. The lens focuses from infinity down to 1.7 feet, and has a distinctive ebony mount with chrome trim. Because of its perfect optical qualities, photographers have heralded the Westrogon as one of the most outstanding lenses of the year \$149.50

Carl Zeiss F4.0, 25mm Flektogon Super Wide Angle Lens with Automatic Diaphragm—Carl Zeiss Jena, world's foremost producer of precision optics, proudly announces a new lens for the Exakta—the f/4.0 25mm Flektogon Super Wide Angle lens with instant-reopen automatic diaphragm. This lens contains 7 elements, employs the newest type of glass available and offers the highest degree of correction. Virtual elimination of distortion and aberration makes the Flektogon Super Wide Angle a most unusual wide angle lens for the Exakta. The Flektogon Super Wide Angle lens offers an enormous depth of field and a sweeping 82° angle of view. \$166.50



For Close-Ups Without Extension Tubes or Bellows. Steinheil F2.8, 35mm Auto-Quinaron Wide Angle Lens with Automatic Diaphragm—Just imagine . . . with only one lens . . . you take pictures at infinity . . . and close-ups of the same subject . . . by simply moving in closer and closer to the subject while turning the lens! The Steinheil Auto-Quinaron for Exakta is a 2-in-1 lens because it is both a GENUINE 7-element WIDE ANGLE lens and a CLOSE-UP lens too! It has a fast F2.8 speed and a focal length of 35-mm (64° angle of view). It is ideal for both color and black-and-white.

Not only does the Auto-Quinaron combine the latest advancements in optical design, but its instant-reopen fully automatic diaphragm mechanism is the most dependable ever designed.

This Steinheil 7-element objective renders excellent correction over the entire image area, with maximum definition and fine contrast. A depth of field scale is engraved on the chrome lens mount. The instant-reopen automatic diaphragm works with clock-like accuracy; lens can also be operated manually.

\$149.50

Carl Zeiss F2.8, 35mm Flektogon Wide Angle Lens with Automatic Diaphragm—Carl Zeiss proudly presents the f/2.8, 35mm Flektogon wide angle lens, a classic of optical perfection! This new Zeiss Wide angle lens with automatic diaphragm employs the newest type of glass made available. The highest degree of correction with virtual elimination of distortion and aberration makes this a remarkable wide angle lens for the Exakta. The clarity of images, sharpness of detail, great depth of field are just a few of its wonderful optical qualities. The Flektogon has a dual scale with calibrations in feet and meters. \$109.50

Meyer F4.5, 35mm Primagon Wide Angle Lens with Preset Diaphragm—The Meyer f/4.5, 35mm Primagon wide angle lens is ideal for indoor as well as for outdoor work with both color and black-and-white film. Primarily designed for the photographer who does not require a high-speed wide angle lens, the Primagon offers wonderful sharp detail, high correction, brilliance and contrast. Lens has a chrome mount, preset diaphragm, and focuses down to 1.4 feet \$39.50

TECHNICAL DATA	Name of Lens	Speed	Focuses		Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
			from Infinity to								
	Iscro Westrogon 24mm	F4.0	1.7 ft.		6 + 6 H.S.	22	8	82°	18 oz.	3 in.	Special
	Carl Zeiss Flektogon 25mm	F4.0	8 inches		8	22	7	82°	14 oz.	2¼ in.	Special
	Steinheil Auto-Quinaron 35mm	F2.8	0.75 ft. or 4½ in. from front element to subject		7	22	7	64°	12½ oz.	2¾ in.	8
	Carl Zeiss Flektogon 35mm	F2.8	1.15 ft.		8	16	6	64°	8 oz.	2¼ in.	8
	Meyer Primagon 35mm	F4.5	1.4 ft.		6	22	4	64°	6 oz.	1¾ in.	8

PIERRE ANGENIEUX' NEWEST LENSES FOR EXAKTA . . . WITH INSTANT RE-OPEN AUTOMATIC DIAPHRAGM



Pierre Angenieux' new lenses for the Exakta have startled the photographic world. These lenses are not only of an entirely new type, but their new instant-reopen automatic diaphragms and new satin chrome mounts are significantly brilliant.

Their high speed and even distribution of light over the entire field makes Angenieux lenses especially suited for color photography. Loss of light at the edges of the picture is non-existent.

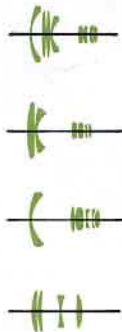
The remarkable performance of the four types of Angenieux lenses now on the market, the 24mm, the 28mm, the 35mm and the 90mm focal lengths add immeasurably to the versatility of the Exakta.

Angenieux 24mm, F3.5 Super Wide Angle Lens with Instant Re-open Automatic Diaphragm—Superior Super Wide Angle lens—comprised of 8-elements. Gives a sweeping 82° angle of view, nearly 100% increase in angle over a normal lens. Offers a tremendous depth of field, also includes more subject in the picture. Has instant re-open diaphragm, chrome mount, very fast speed. \$166.50

Angenieux 28mm, F3.5 Retrofocus Wide Angle Lens with Instant Re-open Automatic Diaphragm—High quality Wide Angle lens—comprised of 6-elements. Renders a 75° angle of view, and ranks tops for sharpness, speed and beauty. Gives an excellent depth of field, has an instant re-open automatic diaphragm. \$139.50

Angenieux 35mm, F2.5 Retrofocus Wide Angle Lens with Instant Re-open Automatic Diaphragm—Dependable Wide Angle lens—consists of 6-elements. Renders a 64° angle of view—one of the fastest wide angle lenses ever designed. Gives perfect results even at full F2.5 opening. Wonderful depth of field, and a smooth operating instant re-open automatic diaphragm. \$129.50

Angenieux 90mm, F2.5 Telephoto Lens with Instant Re-open Automatic Diaphragm—Designed and produced in response to ever-increasing demand for a fast speed, medium focal length telephoto lens for Exakta. The 4-element 90mm Angenieux telephoto is ideal for action subjects as well as for portraiture. Gives sharp, crisp results even at full F2.5 aperture. With instant re-open automatic diaphragm \$119.50



Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Angenieux Retro-focus 24mm	F3.5	1½ ft.	7+	22	8	82°	11½ oz.	2¾ in.	9
Angenieux Retro-focus 28mm	F3.5	2 ft.	7+	22	6	75°	11½ oz.	2¾ in.	9
Angenieux Retro-focus 35mm	F2.5	2¾ ft.	8+	22	6	64°	10 oz.	2½ in.	8
Angenieux Tele-photo 90mm	F2.5	3.3 ft.	8+	22	4	27°	12½ oz.	2¾ in.	8

TECHNICAL

TELEPHOTO LENSES

As an Exakta owner you are well aware of the versatility of your unique instrument. But not until you attach one of the many telephoto lenses to your Exakta, can you fully realize the enormous potential of your Exakta!

With just a twist of the wrist—you mount your telephoto lens into your Exakta—and in your hands you hold a powerful Exakta telescopic camera that permits you to see and take pictures of distant scenes. Your Exakta with a telephoto lens gives you the opportunity to get a picture where you otherwise could not.

ISCO TELE-ISCARON TELEPHOTO LENSES . . .

With these incredibly precise new lenses, Isco brings to Exakta camera owners a new series of "miracle" lenses that optical science has not been able to produce until now.

Small and compact, the Tele-Isocarons are True Telephoto Lenses—and although small in size when compared with other lenses, they are large aperture, fast speed objectives.



Isco F2.8, 135mm Tele-Isaron with Automatic Diaphragm—The brilliant new f/2.8, 135mm Tele-Isaron with instant-reopen automatic diaphragm is a true telephoto objective. It combines high-speed with critical sharpness and excellent definition, and will give outstanding performance from the largest aperture to the smallest opening. The Tele-Isaron has a beautifully-finished ebony mount with all numerals engraved in white, and an automatic instant-reopen diaphragm. Price includes a genuine leather case. \$150.00

Isco F2.8, 135mm Tele-Isaron Telephoto Lens with Preset Diaphragm—The new Isco f/2.8, 135mm Tele-Isaron with preset diaphragm is another of the new series of Isco lenses created especially for the Exakta. It is a true telephoto which combines high-speed with critical sharpness, and is suitable for most any assignment. There are 7-diaphragm stops from f/2.8 to f/22. The Tele-Isaron has a preset diaphragm mechanism and an ebony mount with white numerals. Price includes a genuine leather case. \$100.00

Isco F2.8, 180mm Tele-Isaron Telephoto Lens with Preset Diaphragm—Isco Optical Works triumphantly introduces the new f/2.8, 180mm Tele-Isaron, the first of a greatly promising new series of true telephoto lenses for the Exakta. Using special patented optical formulas, the f/2.8, 180mm Tele-Isaron is the foremost lens of its kind, and it is a definitive example of high optical precision. This lens has a polished ebony mount with white numerals. Price includes genuine leather case. \$200.00



DATA

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Isco Tele-Isaron 135mm Automatic	F2.8	4.7 ft.	7	22	4	18.2°	23 oz.	4¼ in.	7
Isco Tele-Isaron 135mm Preset	F2.8	4.7 ft.	7	22	4	18.2°	23 oz.	4½ in.	7
Isco Tele-Isaron 180mm Preset	F2.8	5.9 ft.	7	22	5	13.6°	38 oz.	5¼ in.	9

Steinheil Optical Works in Munich, Germany, has devoted more than 140 years to the manufacture of fine lenses. Today Steinheil ranks as a leading producer of lenses for 35mm photography. Steinheil lenses meet the highest standards required by professional photographers. Each Steinheil lens is highly corrected to produce the finest results with both color and black and white film.



STEINHEIL TELEPHOTO LENSES

Steinheil F3.5, 100mm Auto-Quinar Telephoto Lens with Automatic Diaphragm—Steinheil has just announced the new f/3.5, 100mm Auto-Quinar Telephoto lens with instant-reopen automatic diaphragm! Its versatility is fascinating, since it combines the characteristics of both a normal and a telephoto lens. The Steinheil Auto-Quinar assures exceptional light intensity, unique brilliance, and needle-sharp critical definition. There are 7 diaphragm stops from f/3.5 to f/22. Price includes a leather carrying case and sunshade. . . . \$109.50

Steinheil F2.8, 135mm Auto-Quinar Telephoto Lens with Automatic Diaphragm—The Steinheil f/2.8, 135mm Auto-Quinar Telephoto has achieved world wide prominence as one of the most outstanding Telephoto lenses with an automatic instant-reopen diaphragm for the Exakta. It is a fast lens of a superior design. Comprised of a 5-element lens system, the Auto-Quinar meets the highest standards for color correction, sharpness and performance. It has a beautiful satin-chrome mount, a depth of field scale, and an automatic instant-reopen diaphragm. Price includes a leather carrying case and sunshade. . . . \$189.50

Steinheil F2.8, 135mm Quinar Telephoto Lens with Preset Diaphragm—The f/2.8, 135mm Quinar Telephoto lens has a preset diaphragm. It renders a 2.7 time magnification over a normal lens, and is an ideal telephoto lens for sports, birds, nature and candid photography. The Quinar has a 5-element lens system, and focuses down to 3.3 feet. There are 8 diaphragm stops to f/32. Angle of view is 18°. Price includes a leather case. . . . \$100.00

Steinheil F3.5, 135mm Auto-Tele-Quinar Telephoto Lens with Automatic Diaphragm—The f/3.5, 135mm Auto-Tele-Quinar Telephoto lens with instant-reopen automatic diaphragm is a new 5-element objective in light-weight chrome mount. There are 8 diaphragm stops from f/3.5 to f/32. Angle of view is 18°. Lens focuses from infinity to 6½ feet, and has dual control for both automatic and manual operation. Price includes a leather carrying case and sunshade. . . . \$119.50

Steinheil F2.8, 200mm Quinar Telephoto Lens with Preset Diaphragm—The 200mm Quinar is a telephoto lens of superior design that can only be appreciated by the connoisseur. The fine details of the Quinar's precision craftsmanship, its superlative optical qualities and the ease of manipulation of the lens mount are some of the important considerations that have made the 200mm Quinar enormously popular with professional, commercial and industrial photographers throughout the world. The 5-element Quinar is a fast lens for its long focal length. It has a satin-chrome mount, preset diaphragm and stops down to f/32. Comes with beautiful leather carrying case and sunshade. . . . \$120.00

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Steinheil Auto-Quinar 100mm	F3.5	3.8 ft.	7	22	4	27°	12 oz.	2½ in.	7
Steinheil Auto-Quinar 135mm	F2.8	5 ft.	8	32	5	18°	29 oz.	5½ in.	7
Steinheil Quinar Preset 135mm	F2.8	3.3 ft.	8	32	5	18°	26 oz.	5½ in.	7
Steinheil Auto-Tele-Quinar 135mm	F3.5	6½ ft.	8	32	5	18°	15 oz.	3¼ in.	7
Steinheil Tele-Quinar 200mm	F4.5	7 ft.	7	32	5	12°	24 oz.	5½ in.	7

10 YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU



MEYER TELEPHOTO LENSES

Scientists of Meyer Goerlitz laboratories and precision engineers of Ihagee worked to make Exakta a reality. Meyer's outstanding optical mathematicians and technicians concentrated their efforts to develop lenses for the Exakta. Whatever your photographic need, there is a coated Meyer lens of the highest quality to fit it.

The 80mm, f/2.8 Meyer Primotar lens with preset diaphragm has the perfect optical qualifications for portraiture. With the 80mm Primotar you can stand back and fill the film frame with the subject's head, while still getting accurate perspective and pleasing proportions.

The 100mm, f/2.8 Automatic Meyer Trioplan lens is widely used as an automatic portrait lens as well as medium telephoto with the Exakta. To a photographer interested in medical subjects who might want to photograph an operation and who must necessarily remain at a distance, this lens has been a boon. For intimate flower and insect photography the 100mm, f/2.8 Automatic Meyer Trioplan lens with automatic diaphragm is virtually unexcelled.

The 135mm, f/3.5 Meyer Primotar lens with preset diaphragm is a wonderful general purpose telephoto lens. It is outstanding for candid, action and fast-speed photography of far-away subjects. Produces negatives sharp enough for huge blow-ups.

The nature photographer and the sports photographer have three unique long distance lenses to choose from, either the 150mm or 180mm f/5.5 Tele-Megor, or the 180mm f/3.5 Primotar lens, all with preset diaphragm. Pictures of mountains at a distance, shots of sports arenas and stadiums, pictures taken from grandstands, or from a vantage point at the track, are captured with insured excellence by these lightweight, easy-to-handle lenses.

In other cases where the demands of subject or the perfectionism of the photographer require more than average results, the 250mm, f/5.5, 300mm f/4.5, or 400mm f/5.5 Meyer Tele-Megors, all with preset diaphragm, will best satisfy the requirement. Thus, these long distance telephoto lenses are often used in exploration, for marine use, by aircraft personnel, as well as for long distance bird photography with the Exakta camera.

All of the above Meyer lenses provide color shots of finest quality and naturalness.

80mm, f/3.5 Hugo Meyer Goerlitz Primotar with preset diaphragm	\$ 49.50
100mm f/2.8 Hugo Meyer Goerlitz Trioplan with automatic diaphragm	79.50
135mm f/3.5 Hugo Meyer Goerlitz Primotar with preset diaphragm	49.50
150mm f/5.5 Hugo Meyer Goerlitz Tele-Megor with preset diaphragm	49.50
180mm f/3.5 Hugo Meyer Goerlitz Primotar with preset diaphragm	79.50
180mm f/5.5 Hugo Meyer Goerlitz Tele-Megor with preset diaphragm	49.50
250mm f/5.5 Hugo Meyer Goerlitz Tele-Megor with preset diaphragm	79.50
300mm f/4.5 Hugo Meyer Goerlitz Tele-Megor with preset diaphragm	120.00
400mm f/5.5 Hugo Meyer Goerlitz Tele-Megor with preset diaphragm	129.50

TECHNICAL DATA

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Meyer Primotar 80mm	F3.5	3.3 ft.	9	22	4	30.5°	13 oz.	3¾ in.	7
Meyer Auto-Trioplan 100mm	F2.8	3.6 ft.	6	16	3	22°	11½ oz.	4¾ in.	7
Meyer Primotar 135mm	F3.5	5.2 ft.	9	22	4	18°	16 oz.	6¼ in.	7
Meyer Tele-Megor 150mm	F5.5	8.2 ft.	6	22	4	16°	6½ oz.	4¼ in.	8
Meyer Tele-Megor 180mm	F5.5	8.5 ft.	5	22	4	13°	10 oz.	5½ in.	7
Meyer Primotar 180mm	F3.5	7.5 ft.	9	22	4	13°	36 oz.	7½ in.	8
Meyer Tele-Megor 250mm	F5.5	11 ft.	5	22	4	10°	21 oz.	8 in.	8
Meyer Tele-Megor 300mm	F4.5	11 ft.	7	22	4	8°	72 oz.	10 in.	9
Meyer Tele-Megor 400mm	F5.5	20 ft.	6	32	4	6°	64 oz.	11 in.	9

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

ZEISS TELEPHOTO LENSES



Carl Zeiss F2.8, 80mm Biotar Lens with Automatic Diaphragm—Carl Zeiss Jena has just designed a new lens for the Exakta—the f/2.8, 80mm Biotar lens with instant-reopen diaphragm. Employing the latest type of high refracting glass and unique curvatures, this lens renders excellent definition with both color and black and white film. The Carl Zeiss Jena f/2.8, 80mm Biotar lens with instant re-open automatic diaphragm in new black mount is priced at \$139.50



Carl Zeiss F2.8, 120mm Biotar Telephoto Lens with Automatic Diaphragm—The sensational new five-element F2.8, 120mm Carl Zeiss Biotar lens with instant-reopen automatic diaphragm is another of the new series of Zeiss lenses for the Exakta. Employing the latest type of refracting glass to give highly improved renditions with superb sharpness and contrast. The Carl Zeiss Jena f/2.8, 120mm Biotar lens with instant-reopen automatic diaphragm in new black mount is priced at \$169.50



Carl Zeiss F1.5, 75mm Biotar High Speed Lens with Preset Diaphragm—Press photographers always make sure that their equipment is exactly right for the purpose at hand. When, as so often happens, split seconds count, as in editorial or news photography, lens speed frequently makes the difference between getting the picture and not getting it. That, of course, is why so many alert photographers have equipped their Exakta with a lens literally capable of the fastest speed possible: the f/1.5, 75mm Zeiss Biotar. This powerful, high speed, coated objective focuses from 2.6 ft. to infinity, and stops down to f/16. It has a preset diaphragm mechanism and satin chrome mount. You'll expand the versatility of your Exakta with the f/1.5, 75mm Carl Zeiss Biotar lens. \$199.50



Carl Zeiss F2.8, 80mm Tessar Telephoto Lens with Preset Diaphragm—The Carl Zeiss 80mm Tessar, f/2.8 lens has achieved a high measure of recognition among professional photographers everywhere. Creative photographers everywhere—especially in the field of portrait photography, admire this lens for its wonderful optical characteristics; sharpness, brilliance and contrast—and its perfect focal length. The Tessar is preferred for consistently dependable results everytime! The Carl Zeiss f/2.8, 80mm Tessar lens with preset diaphragm is beautifully finished in satin chrome mount, and is priced at \$59.50



Carl Zeiss F4.0, 135mm Triotar Telephoto Lens with Preset Diaphragm—The time-honored Carl Zeiss Triotar is a popular lens with Exakta photographers. It is an ideal lens for all around photography—candids, sports, nature and landscapes. Its resolving power will enable you to make giant-sized blow-ups of tiny parts of your negative. In sports and nature photography, it will permit you to follow every movement of your subject with complete ease. The Triotar has a satin chrome mount, preset diaphragm and engraved depth of field scale. \$65.00

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Carl Zeiss Biotar 80mm	F2.8	2.8 ft.	7	22	5	32°	9 oz.	2¼ in.	7
Carl Zeiss Biotar 120mm	F2.8	4.5 ft.	7	22	5	21.5°	17 oz.	4¼ in.	7
Carl Zeiss Biotar 75mm	F1.5	2.6 ft.	8	16	6	33°	19 oz.	3½ in.	7
Carl Zeiss Tessar 80mm	F2.8	3.3 ft.	7	16	4	30.5°	10½ oz.	3¼ in.	7
Carl Zeiss Triotar 135mm	F4.0	4 ft.	9	22	3	18°	16 oz.	5½ in.	7

12 YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU



EXAKTA

The Exa I is the greatest value in single lens reflex cameras today! A streamlined version of the Exakta, the 35mm Exa provides you with a preview of the complete picture your film will record, just as you see it in the viewfinder! The Exa lens mount is the same as the Exakta lens mount, therefore many Telephoto and Wide Angle lenses are quickly interchangeable from Exa to Exakta. Measuring only 5"x3½"x2", the Exa is small, and can be put into your pocket. Every Exakta owner will find the Exa to be a welcome fulfillment of his wish for a second camera for himself, or as a gift for his family or favorite friend. The Exa I gives you such outstanding features as flash synchronization for flashbulbs and strobe, interchangeable viewfinders (Penta Prism and Rangefinder), automatic film transport and shutter cocking, body release, interchangeable lenses, critical magnifier, and more.



Exa I with waist-level finder and 50mm, f/2.9 Meritar (preset)	\$59.50
Exa I Camera body only, with waist-level finder (no lens)	49.50
Exa I Flash Outfit, gift box, w/Exa I and f/2.9 Meritar lens, (preset), Case and B.C. Fanflash Flashgun	79.50
Leather Eveready case for Exa I	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
f/4.5, 35mm Meyer Goerlitz Primagon Wide-Angle Lens	39.50
100mm f/4.5 Isonar Telephoto	25.00
135mm f/3.5 Isco Telephoto	49.50
135mm f/4.5 Wirgar Telephoto	39.95

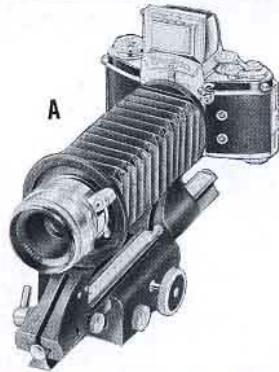
TECHNICAL DATA

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU 13

THE VERSAL*

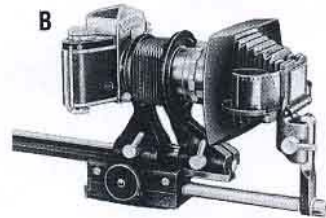
The Versal is a combination set of various coordinated accessories which enable the Exakta photographer to do many phases of varied photography.

Precision made, the parts can be used separately, or in many different combinations with the Exakta. The complete Versal Assembly consists of a wooden baseboard with metal post arrangement; a calibrated sliding arm, a bellows extension (provides a continuous extension from 35mm to 220mm), a rotating angle bracket assembly, a transparency copying attachment, a light trap tube for photomicrography. A lighting unit with 2-bulb sockets, shades and goose-neck arms can be attached to the metal post. A new special Extenar 50mm, F/2.8 lens with countersunk mount is available for focusing with the Versal bellows up to infinity, and for photographing longer objects on smaller ratio.



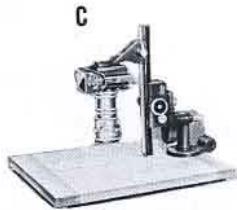
A
Bellows unit for hyperclose-up photography and portraiture.

This setup consists of (2) (3)



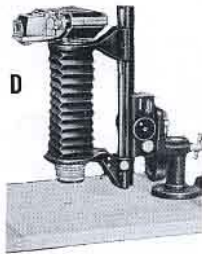
B
Special duplicating setup for making copies of color and black-and-white transparencies

This setup consists of (2) (3) (5)



C
Arrangement used for copying books, documents or other materials.

This setup consists of (1) (2) (4)



D
Setup recommended for making magnified copies.

This setup consists of (1) (2) (3)



E
Setup for photomicrography.

This setup consists of (1) (2) (3) (6)

VERSAL ASSEMBLY (AND PARTS)

Versal Assembly Outfit	\$139.50
Double Light Unit Set, 2 individual bulb sockets and shades, and goose-neck arms	18.00
Special F/2.8, 50mm Extenar lens with sunk mount for Versal	39.95

Versal Assembly Outfit can be purchased in parts, as follows:

(1) Baseboard Metal Post Arrangement	\$45.00
(2) Sliding Arm with Calibrated Scale	25.00
(3) Bellows Extension	35.00

(4) Rotating Angle Bracket Assembly	\$22.00
(5) Transparency Copying Attachment	25.00
(6) Light-trap Tube for Photomicrography	7.50

Please Note:

Set-up in picture E includes a light-trap tube for photomicrography (6) and a special light shield (Z). The light-trap tube (6) is available from us. The special light shield (Z) is available only from the manufacturer of your microscope.

*Known in Germany as "Vielzweck"



EXAKTA STEREO UNIT

Previews and takes stereo pictures in 3-dimension from 6 inches to infinity. Pictures are seen in full depth. Device A (6 ft. to inf.) \$99.50
Device B (6 in. to 6 ft.) 79.50
Binocular Viewfinder (3-Dimensional) 39.00



EXAKTA ELECTRONIC FLASH UNIT—Model C

Fast electronic flash. Complete with built-in battery and recharger and rechargeable "dryfit" battery. Flash duration 1/1000th. Bulb lasts for approximately 10,000 flashes! Kodachrome Guide No. 40. Includes battery, recharger, leather case \$49.95



EXAKTA CLASSIC ELECTRONIC FLASH UNIT

Automatic, transistor, "monitored" Electronic Flash Unit. Works with built-in rechargeable nickel cadmium battery and on AC current. Flash duration 1/1000th. Kodachrome Guide No. 30. Recycling time 9 seconds. 40 watt-seconds. 50 flashes per charge \$59.95

THE COPYMAT

For convenient and easy-to-copy drawings, photographs, books, documents. Rigidly constructed, has solid diecast base, upright elevator and adjustable lighting system. Base 13" x 17", height 33". Copymat. \$139.50



RING LIGHT

For close-ups and intra-oral photography. Plugs into and operates from power pack of Exakta Electronic Flash Unit. Consists of a Circular light tube that goes around the lens \$39.50



CLOSE-UPS FROM A DISTANCE WITH NEW "OVERSIZED" BELLWS AND 300mm MEYER TELEPHOTO

"Oversized" Deluxe Bellows Extension with 300mm Meyer F/4.5 Tele-Megor Telephoto will give perfect results, no vignetting. 300mm Tele-Megor can be used as a regular Telephoto with Exakta camera. "Oversized" Bellows Extension is priced separately at \$79.50, or with 300mm Meyer Telephoto complete at \$199.50



EXAKTA COMPARTMENT CASE

Top-grain Cowhide. Heavy-duty reinforced. Holds Exakta camera with lens, two additional lenses, filters, adapter, film, neckstrap, cable release, filter cases and more. Comes with shoulder strap, lock and key \$19.95



ATLAS CABLE RELEASE

New, 24" cable release won't tear, stretch or corrode. Laminated material forms armored cover. Works even when wrapped around finger. \$2.50



COBRA RELEASE EXTENSION

Retains automatic diaphragm feature of lens (*) when bellows or extension tubes are placed between camera and lens. When installed, rod extends from lens to camera as in a shaft \$2.95
(*) except Steinheil lenses

DUST CAP

An essential accessory that protects the internal mechanism, shutter curtain, and mirror of your camera from dust and small particles whenever the lens is removed from camera \$1.00



EXAKTA ACCESSORY SHOE FOR PRISM FINDER

Accessory shoe attaches to Penta Prism Finder on Exakta. It is designed to hold flash-gun, electronic flash unit and other accessories directly above Prism Finder. Can be removed instantly. \$2.00



CLOSAL ATTACHMENT

Retains automatic diaphragm feature of lens when bellows or extension tubes are placed between camera and lens. Has twin cable releases controlled by one unit. Pressure applied closes lens down to pre-selected stop and shutter is tripped for exposure. \$3.95



INTRODUCING A NEW COMPANION TO FAMOUS EXAKTA... THE NEW EXA II

*Lenses and Accessories are
interchangeable with both cameras.*

The Exa II is the newest precision single lens reflex creation from Germany. It reflects brilliant Exakta ingenuity and a smart new design... a milestone in Exakta's continuing progress and truly the most sensational development of the year!

The new Exa II will give you complete command of picture control from focusing to taking the picture. Focusing and viewing takes place at eye-level. With the Exa II, you can preview the picture in a viewfinder, through the same lens that is used for actual picture-taking. There is, therefore, no possibility of parallax, and you can inspect picture and color composition in detail, focus with needle-point sharpness, and observe the depth-of-field as you open or stop down the diaphragm and (f/settings). When you release the shutter, the image, exactly as seen in the viewfinder, is instantly conveyed to the film.

The Exa II eye-level prism viewfinder gives a vertically and horizontally correct sharp and clear image from corner to corner. The image on the prism glass is magnified 4 times, and corresponds to natural vision when used with a normal focal length lens. An optional accessory rubber eyepiece with a holder for a correction glass corresponding to users prescription may be inserted into eyepiece holder.

The Exa II offers a new type focal plane shutter with the unique range of shutter speeds, including 1/250, 1/125, 1/60, 1/30, 1/15, 1/8, 1/4, 1/2 second, plus bulb. The shutter speeds are controlled by a single speed dial which may be rotated in either direction before or after shutter is wound. The Exa II shutter operation is exceptionally quiet and smooth to render perfect results with both color and black-and-white film.

One stroke of the conveniently located lever of the Exa II automatically advances the film, cocks the shutter and moves the film counter to the next exposure. Double exposures are impossible, and the lever can only be operated after shutter has been released.

Exakta lenses of high resolving power and superior definition may be used with the Exa II, as the Exakta and Exa have the same bayonet lens mount. All lenses on the Exa II may be removed and interchanged at will. To attach any Exakta mount lens, simply turn the lens counterclockwise and release the safety catch. Thus, you may switch from a normal lens to a telephoto or wide angle, anytime, any place.

Most lenses for the Exa II 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 preselected stops by itself when you press the shutter release button—then reopens to full aperture after the



picture is taken. Release button is threaded to accommodate cable release.

The Exa II has a convenient single flash socket for flash synchronization with both flashbulbs and electronic strobe. This socket is located in front of the camera.

Popular 35mm film, available anywhere, is used, either color or black-and-white, to provide 20 or 36 pictures. Film wind is linked with shutter cocking, for swift and efficient picture-taking, as well as double exposure prevention. On the film advance lever you will find a built-in indicator to tell you when the first frame is in taking position. The film transport mechanism locks automatically after winding and until exposure. After exposure, you turn the film advance lever to the next frame and feel it come to an automatic stop. A coupling mechanism counts exposures as you transport each frame. The shutter release is conveniently positioned on the left side of the camera body, and features a special safety lock to prevent accidental tripping.

Telephoto lenses with Exakta mount, are all interchangeable with the Exa II. Focal lengths range from 80mm to 800mm. No extra viewfinders are ever needed, since each lens provides through-the-lens viewing with all its attendant advantages.

All wide angle lenses for Exakta can be used with the Exa II.

Close-up work with the Exa II is equally simple. Attach the bellows extension to the bayonet mount, or use a set of extension tubes. You'll see the image of the subject right on the ground-glass up until the exact moment of shutter release. As with the lenses, no special viewfinders are necessary. What you see is what you get.

Designed to fit into your hand and especially balanced for handling, the Exa II is 5 inches long, 3 3/4 inches high and 1 3/4 inches wide (without its lens). All operating controls are conveniently located on the top of the camera body.

Additional features: a film-type indicator, loops for neckstrap and tripod socket on bottom.

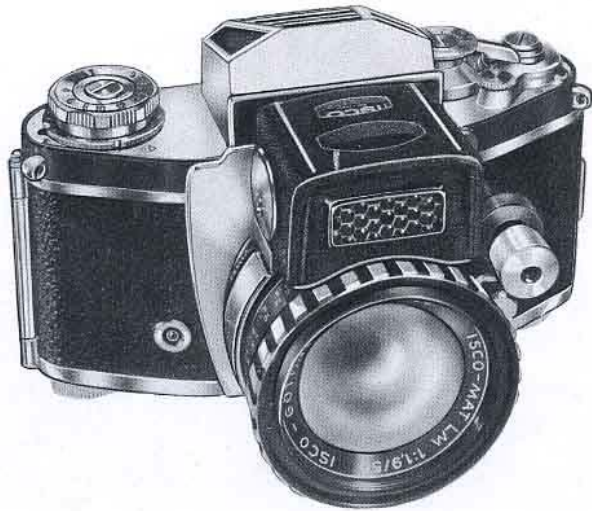
- Exa II with eye-level prism viewfinder and 50mm, f/3.5 Zeiss Tessar (preset) \$79.50
- Exa II with eye-level prism viewfinder and 50mm, f/2.8 Zeiss Tessar (preset) 99.50
- Exa II with eye-level prism viewfinder and 50mm, f/3.5 automatic Meyer Primotar lens 85.00
- Exa II with eye-level prism viewfinder and 50mm, f/2.8 automatic Meyer Domiplan lens 109.50
- Exa II with eye-level prism viewfinder and 50mm, f/2.8 automatic Zeiss Tessar lens 119.50
- Exa II, camera body only, with eye-level prism viewfinder, no lens 69.50
- Leather Eveready case for Exa II 9.95

Lenses and Accessories—All Exakta equipment will fit on Exa II cameras except viewfinders as the Exa II has a built-in prism viewfinder.



YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

SPECTACULAR NEW ISCO ELECTRIC-EYE LENSES FOR EXAKTA! THESE LENSES WORK BOTH WITH AND WITHOUT PHOTOELECTRIC EXPOSURE METER. ALL HAVE AUTOMATIC DIAPHRAGM.



Now, for the first time, an Exakta owner can have all the advantages of an electric-eye—with the new Isco-Mat LM lenses! Exakta Camera Company is proud to announce a new series of Isco Electric-Eye Isco-Mat lenses for the Exakta. These lenses are truly spectacular, for they offer the Exakta owner the advantages of an Electric-Eye photoelectric cell exposure meter on the Exakta. The Electric-Eye Exposure Meter is attached to the lens, therefore the Exakta can be used with and without the photoelectric exposure meter device. It is just as easy to take the exposure meter off and by doing this you have a conventional lens to work with—normal, wide angle or telephoto. You will enjoy owning these dual-purpose ultra versatile lenses because they provide for a new perspective in photography and offer many unusual exciting possibilities.

All of the new Isco-Mat LM Electric-Eye lenses have an instant-reopen automatic diaphragm that is cross-coupled to an Isco "detachable" photoelectric exposure meter which fit into a track on top of the lens. When the Isco-Mat LM lens with photoelectric exposure meter attached, is pointed at the subject to be photographed, a needle in the exposure meter window moves to a marker. The camera owner then lines up a second needle to the first, and this sets the lens diaphragm opening automatically for the correct exposure!

Isco-Mat LM Electric-Eye lenses also boast two features that make them the most unusual—the first is that the diaphragm stop is coupled to a numerical shutter speed setting. Therefore, you can either choose your shutter speed setting in advance or you can select the diaphragm stop you want for picture-taking. The second feature is two visible depth of field scale bands that change as you move the lens diaphragm ring, from one aperture to another. Only the area that will be needle-sharp becomes visibly apparent to the Exakta owner at a glance!

At present there are three Isco-Mat LM Electric-Eye lenses for the Exakta. They are the F1.9, 50mm Isco-Mat LM Normal lens with instant-reopen automatic diaphragm, the F2.8, 35mm Isco-Mat LM Wide Angle lens with instant-reopen automatic diaphragm and the F3.5, 135mm Isco-Mat LM Telephoto lens with instant-reopen automatic diaphragm. Since only one photoelectric exposure meter is required for all three lenses, you do not require additional meters when you buy the wide angle and telephoto lenses as the meter comes with the normal F1.9, 50mm Automatic Isco-Mat LM lens.

Isco-Mat LM Electric-Eye lenses assure perfect picture exposure with all films as the meter takes in a film speed range from ASA 12 to ASA 600. The Isco-Mat LM Electric-Eye mechanism adjusts itself to every lighting condition . . . positively, instantly, automatically. There is no need for complicated figuring, lens settings or complex shutter manipulations. The Isco-Mat LM lens sensitive Electric Eye "reads" every scene correctly and automatically—averages light and dark areas . . . then moves into position depending on the type of film loaded in the camera. All you do is line up the needles in the window—and, you may choose any combination of diaphragm stop and shutter speed! Therefore, with an Isco-Mat LM lens on your Exakta, you will have more time to compose your picture and you'll have complete camera control at all times.

Automatic Exakta VX-IIa 35mm Single Lens Reflex Camera with Penta Prism Eye-Level Viewfinder and Automatic Split-Image Rangefinder with Isco-Mat LM F1.9, 50mm Standard lens with photoelectric Exposure Meter and instant-reopen Automatic Diaphragm \$369.50

SEPARATELY (WITHOUT CAMERA) THE LENSES ARE PRICED AS FOLLOWS:

- Isco-Mat LM F1.9, 50mm Standard lens with photoelectric Exposure Meter and instant-reopen Automatic Diaphragm **\$150.00**
- Isco-Mat LM F2.8, 35mm Wide Angle lens with Automatic Diaphragm **\$149.50**
- Isco-Mat LM F3.5, 135mm Telephoto lens with Automatic Diaphragm **\$149.50**





DELUXE EXAKTA CAMERA CASE

For convenient, safe carrying and protection of Exakta camera. Select brown leather case with chrome trim, beautifully styled smart, rich. Snap-off front folds down or can be detached as desired. Case, including shoulder strap . . . \$15.00



METAL NECKSTRAP

All chrome, flexible metal neck-chain with security clips designed to carry your Exakta easily and comfortably. Facilitates picture-taking . . . \$3.50

EXAKTA PRICE LIST

AUTOMATIC EXAKTA VXIIa 35mm SINGLE LENS REFLEX CAMERA WITH PENTA PRISM EYE-LEVEL VIEWFINDER AND AUTOMATIC SPLIT-IMAGE RANGEFINDER		LIST
With f/2.0, 50mm Zeiss Pancolar, (automatic)		\$359.50
With f/2.0, 58mm Zeiss Biotar, (automatic)		299.50
With f/1.9, 50mm Schneider Xenon, (automatic)		369.50
With f/1.9, 50mm Iasco-Mat LM, (automatic) w/exposure meter		369.50
With f/1.9, 55mm Steinheil Aulo-Quinon, (automatic)		359.50
With f/1.9, 50mm Iasco Westrocolor, (automatic)		299.50
With f/2.8, 50mm Zeiss Tessar, (automatic)		279.50
Automatic Exakta VXIIa 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.		
VIEWFINDERS AND CASES		
Light-Meter Penta Prism eye-level prismatic viewfinder with built-in electric cell exposure meter and split-image rangefinder and direct optical viewfinder		\$59.50
Penta Prism eye-level prismatic viewfinder with split-image rangefinder		39.50
New Eye-Piece for Penta Prism Finder		5.50
Waist-Level reflex viewfinder		15.95
Leather Eveready carrying case for Exakta with lenses up to 58mm (with or without Light-Meter)		12.00
Deluxe Leather Eveready carrying case for Exakta VXIIa 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
AUTOMATIC LENSES		
50mm f/1.9 Schneider Xenon (automatic)		\$150.00
50mm f/2.0 Zeiss Pancolar (automatic)		140.00
55mm f/1.9 Steinheil Auto-Quinon (automatic)		140.00
50mm f/1.9 Iasco-Mat LM, (automatic) w/exposure meter		150.00
50mm f/1.9 Iasco Westrocolor (automatic)		80.00
50mm f/2.8 Zeiss Tessar (automatic)		60.00
58mm f/2.0 Zeiss Biotar (automatic)		80.00
HIGH SPEED LENSES		LIST LEATHER CASE
75mm f/1.5 Carl Zeiss Biotar, preset	\$199.50	\$6.95
WIDE ANGLE LENSES		
35mm f/2.5 Angenieux Retrofocus (automatic)	\$129.50	\$6.95
35mm f/2.8 Iasco-Mat LM (automatic) w/o meter	149.50	6.95
35mm f/2.8 Zeiss Flektogon (automatic)	109.50	6.95
35mm f/2.8 Steinheil Auto-Quinon w/sunshade (automatic)	149.50	6.95
28mm f/3.5 Angenieux Retrofocus (automatic)	139.50	5.95
35mm f/4.5 Hugo Meyer Goerlitz Primagon (preset)	39.50	6.75
24mm f/3.5 Angenieux Retrofocus (automatic)	166.50	6.95
24mm f/4.0 Iasco Westrogon (automatic)	149.50	6.95
25mm f/4.0 Zeiss Flektogon (automatic)	166.50	6.95
TELEPHOTO LENSES		
80mm f/2.8 Zeiss Biometar (automatic)	\$139.50	\$6.95
80mm f/2.8 Zeiss Tessar (preset)	59.50	6.95
80mm f/3.5 Hugo Meyer Goerlitz Primotar (preset)	49.50	6.95
90mm f/2.5 Angenieux (V1) (automatic)	119.50	7.95
100mm f/2.8 Hugo Meyer Goerlitz Trioplan (automatic)	79.50	7.95
100mm f/3.5 Steinheil Auto-Quinar w/case and sunshade	109.50	7.95
120mm f/2.8 Zeiss Biometar (automatic)	169.50	7.95
135mm f/3.5 Iasco-Mat LM (automatic) w/o meter	149.50	7.95
135mm f/2.8 Steinheil Quinar (automatic) w/case and sunshade	189.50	7.95
135mm f/2.8 Steinheil Quinar (preset) w/case	100.00	Incl.
135mm f/2.8 Iasco Tele-Iscaron (automatic) w/case	150.00	Incl.
135mm f/3.5 Steinheil Auto-Quinar w/case and sunshade	119.50	Incl.
135mm f/2.8 Iasco Telephoto (preset)	100.00	6.95
135mm f/3.5 Hugo Meyer Goerlitz Primotar (preset)	49.50	7.95
135mm f/4.0 Zeiss Triotar (preset)	55.00	7.95
150mm f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset)	49.50	7.95
180mm f/2.8 Iasco Tele-Iscaron (preset) w/case	200.00	Incl.
180mm f/3.5 Hugo Meyer Goerlitz Primotar (preset)	79.50	7.95
180mm f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset)	49.50	7.95
200mm f/4.5 Steinheil Quinar (preset) w/case and sunshade	120.00	Incl.
250mm f/3.5 Hugo Meyer Goerlitz Tele-Megor (preset)	79.50	15.95
300mm f/4.5 Hugo Meyer Goerlitz Tele-Megor (preset)	120.00	19.95
400mm f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset)	129.50	19.95
800mm f/6.3 TV Fernlinse Telon (including filter)	199.50	49.95
EXTENSION TUBES, MICROSCOPE ADAPTERS, BELLWS EXTENSIONS		LIST
Ihagee set of 3 extension tubes and 2 adapters		\$ 11.95
Ihagee Two-in-one adapter for extremely short extension		7.95
Ihagee Type I hinged microscope adapter, complete set with 2 extension tubes		15.00
Ihagee Type II two-piece pressure microscope adapter, with 2 extension tubes		25.00
Bellows Extension for Exakta		34.50
Leather carrying case for bellows extension		5.95
f/4.5, 105mm Steinheil lens with Exakta Adapter for Bellows Extension		31.50
Adapter for lens head of 135mm and 200mm Quinar Telephoto so that they can be used for bellows extension		13.50
Oversized Deluxe Bellows Extension for Exakta to take 300mm and 400mm lenses etc.		79.50
Oversized Deluxe Bellows Extension for Exakta complete with Meyer Tele-Megor 300mm f/4.5 Telephoto lens		199.50

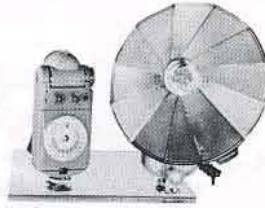
PRICE LIST (Continued)

COPYSTAND OPTICAL BENCH SYSTEM		LIST
Copy Mat, optical bench system copystand complete with accessories (baseboard 13"x17", height 33")		\$139.50
VERSAL ASSEMBLY (AND PARTS)		
Versal Assembly Complete Outfit		\$139.50
Light Unit Set, consists of 2 individual light sockets with reflectors and goose-neck arms to fit on Versal Metal Post Arrangement		18.00
Extensar f/2.8, 50mm lens in countersunk mount for Versal Bellows		39.95
Versal Parts can be purchased separately, as follows:		
Baseboard Metal Post Arrangement		45.00
Sliding Arm with Calibrated Scale		25.00
Bellows Extension		35.00
Rotating Angle Bracket Assembly		22.00
Transparency Copying Attachment		25.00
Light-trap Tube for Photomicrography		7.50
STEREO FOR EXAKTA		
Zeiss Stereo Attachment (Model A), for Stereo pictures from 6 feet to infinity. (Specify for f/3.5 or f/2.8 Zeiss Tessar lens when ordering)		\$ 99.50
Zeiss Stereo Attachment (Model B), for Stereo pictures from 6 inches to 6 feet. (Specify for f/2.5 or f/2.8 Zeiss Tessar lens when ordering)		79.50
Ihagee Binocular Viewfinder for Stereo (*) complete with eyecups		39.00
(*) insert into camera in place of normal viewfinder.		
SPECIAL SCIENTIFIC VIEWFINDER		
Magnea Viewfinder with regular ground glass		\$ 17.50
Ground Glass with clear center spot and hairline cross		16.00
Magnea Viewfinder with regular ground glass and Zeiss Tessar 50mm, f/3.5 lens for critical focusing		39.50
Zeiss Tullup Telescopic Magnifier for additional magnification		15.00
MISCELLANEOUS ACCESSORIES		
Accessory Shoe for Penta Prism		\$ 2.00
Exakta Classic Electronic Flash Unit, transistorized, monitored, w/nickel cadmium battery, AC line, and recharger		59.95
Exakta Electronic Flash Unit w/regular lamphed and power-pack in holster case, strap, bracket and battery		49.95
Ring-Light* (circular light tube that circles the lens) operates only from Exakta Electronic Flash Unit (not Classic Model)		39.50
*Specify lens on which it is to be attached.		
Flashgun for Exakta, B.C. Capacitor with Folding Reflector, bracket w/shoe		11.95
Scientific waist-level reflex viewfinder for Exakta VXIIa, VX and V with these special focusing glasses:		
With ground glass and clear center spot		28.00
With bisected ground glass or clear glass		28.00
With ground glass and clear center spot and hairline cross		32.00
Leather case for viewfinders		3.00
Special scientific focusing glasses for Penta Prism Viewfinder and waist level finder:		
Ground glass with clear center spot		12.00
Bisected ground or all clear glass		12.00
Ground glass with clear center spot and hairline cross		16.00
Plain ground glass		2.50
"Closeal" Release Attachment for fully automatic lenses to work with extension tubes and bellows		3.95
"Cobra" Release Attachment for automatic lenses and extension tubes or bellows, with 4" rod		2.95
"C" Mount Adapter for 16mm movie cameras to take Exakta lenses		12.75
Cable release		.75
Reflex focusing hood		4.50
Ihagee Rewind Lever (for Models I, II and V)		2.00
Ihagee Giant Release Knob (for all models)		1.25
Dust Cap, for Exakta Camera Body		1.00
Flexible metal neckstrap, chrome plated		3.50
Exakta lens holding flange for enlargers		5.00
Adapters for Reversing Zeiss lenses		15.00
Original Exakta Flange for camera		15.00
NEW EXA MODEL II 35mm SINGLE LENS REFLEX CAMERA WITH EYE-LEVEL PRISM VIEWFINDER		LIST
Exa II with eye-level prism viewfinder and 50mm, f/3.5 Zeiss Tessar (preset)		\$ 79.50
Exa II with eye-level prism viewfinder and 50mm, f/2.8 Zeiss Tessar (preset)		99.50
Exa II with eye-level prism viewfinder and 50mm, f/3.5 automatic Meyer Primotar lens		85.00
Exa II with eye-level prism viewfinder and 50mm, f/2.8 automatic Meyer Domiplan lens		109.50
Exa II with eye-level prismatic viewfinder and 50mm f/2.8 automatic Zeiss Tessar lens		119.50
Exa II, camera body only, with eye-level prism viewfinder, no lens		69.50
Leather Eveready case for Exa II		9.95
Lenses and Accessories—all Exakta lenses and accessories will fit on Exa II, except viewfinders.		
EXA MODEL I, 35mm SINGLE LENS REFLEX CAMERA WITH WAIST-LEVEL VIEWFINDER		
Exa I with waist-level finder and 50mm, f/2.8 Meritar (preset)		\$ 59.50
Exa I Camera body only, with waist-level finder (no lens)		49.95
Exa I Flash Outfit, gift box, w/Exa I and f/2.9 Meritar lens, (preset), Case and B.C. Fanflash Flashgun		79.50
Leather Eveready case for Exa I		9.95
Penta Prism eye-level prismatic viewfinder with split-image rangefinder		39.50
Eyepiece for Penta Prism viewfinder		5.50
Leather case for Penta Prism viewfinder or waist-level reflex viewfinder		3.00
f/4.5, 35mm Meyer Goerlitz Primagon Wide-Angle Lens		39.50
100mm f/4.5 Isonar Telephoto		25.00
135mm f/3.5 Iasco Telephoto		49.50
135mm f/4.5 Wirgar Telephoto		39.95
ADAPTERS, SUNSHADES, FILTERS—Write for Complete List		
PUBLICATIONS		
"Exakta Manual" by Werner Wurst, Authoritative book on Exakta		\$ 7.95
"Exakta Guide" by Werner Wurst, pocket edition		1.00
"Exakta Photography" by Jacob Deschin. A working manual for the Exakta and Exa cameras		4.95
"Exakta Guide" by Emanuel and Rothchild		1.95
"Cancer Prevention Through Colpophotography with Exakta" by Robert Ganse, M.D. (for distribution to medical personnel only)		.50



EXAKTA EXTENSION TUBES
You'll photograph small objects at close range with extension tubes attached to your Exakta. Exakta Extension Tube Set consists of three tubes, 5mm, 15mm, and 30mm long plus two adapters. Booklet with tables, scales of reproduction etc., furnished with set \$11.95

B.C. FAN FLASHGUN
Flash head tilts up and down for regular and bounce flash. For use with No. 5 and other bayonet-base flashbulbs. Features sidelight extension outlet, built-in bulb tester, folding reflector, circuit tester, bulb ejector, exposure dial. Includes battery, bracket, leather case. \$11.95



2-IN-1 ADAPTER
2-in-1 adapter provides an extremely short 5mm extension for close-ups. Has camera mount on one end, and lens-holding mount on other. Can also be used with extension tubes. \$7.95

BELLOWS EXTENSION FOCUSING DEVICE FOR EXAKTA
Exakta Bellows Extension focusing device pictured here is a flexible unit for close-up photography \$34.50
Short Barrel F/4.5, 105mm lens for bellows extension focusing device. \$31.50



MICROSCOPE ADAPTERS
The Exakta is easily adapted to Photomicrography with either of two adapters. The adapters link the camera to the microscope with a light-tight shield and position the film plane of the camera the proper distance from the ocular. The camera lens is not used. Both microscope adapters can be used with all 35mm Exakta models. Model I is a hinged microscope adapter with two extension tubes. Model II is a "quick-change" two piece microscope adapter with two extension tubes. When necessary, camera can be quickly and easily removed from the microscope tube. When microscope is being used by more than one person, the Model II adapter is recommended.
Model Type I \$15.00
Model Type II \$25.00



GIANT RELEASE KNOB
For easy, steady, non-shake release of the shutter. Can be used with all Exakta and Exa cameras. \$1.25

FOCUSING HOOD EXTENSION
This is a collapsible leather-type box that is pushed over the reflex waist level finder of the Exakta camera. Cuts out stray light, increases the brilliancy of the reflex image and makes focusing easier. \$1.50



REWIND LEVER
For Exakta I, II and V only. Enables rapid rewinding after exposure. \$2.00



REVERSAL RING
In Macro photography, when critical definition is required, the back of the lens must, for optical reasons, face the subject to be photographed. To do this, a threaded Reversal Ring is employed. \$5.00

50mm EXTENAR F/2.8 LENS FOR CLOSE-UPS—IN SPECIAL COUNTERSUNK MOUNT
Extenar lens for True Macro Photography. Essential where utmost correction, precision and definition are required. Extenars permit you to work very close to subject—lens has countersunk mount, easy diaphragm adjustment.
. \$39.50



THE TELLUP
Small, powerful focusing device for critical sharpness. By itself renders a 2½ time magnification. With Magnear and 40mm lens, renders 17½ time magnification.
Tellup 1 for waist level viewfinder or magnear \$15.00
Tellup 2 . . . Penta Prism viewfinder \$23.50



FOCUSING GLASSES AVAILABLE FOR THE EXAKTA PENTA PRISM AND MAGNEAR
Ground Glass with Clear Center Spot \$12.00
Ground Glass with Clear Center Spot and Hairline Cross 16.00
Plain Ground Glass 2.50
Clear Glass 3.75
Bisected Glass either Ground or Clear 12.00

EYEPIECE FOR PENTA PRISM
Eliminates disturbing side glare when Penta Prism is used. Eyepiece rotates—can be used with left or right eye. A correction lens corresponding to your prescription can be inserted, thus eliminating need for glasses when focusing. \$5.50



ORDER FORM

You are invited to inspect this New Exakta Equipment and to order it from your nearest Exakta Dealer. If this is not possible, you may use this Order Form.

Please tear at the side, check reverse side to make certain your name and address is correct, and mail with your remittance to your dealer or to: Exakta Camera Company, 705 Bronx River Rd., Bronxville, N.Y.

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EXAKTA PUBLICATIONS



EXAKTA MANUAL by Werner Wurst

Here is a brilliant, authoritative manual on the Exakta Camera written by one of Europe's foremost Exakta Photographers. The author closely examines and discusses virtually every phase of Exakta Photography from the camera to micro-macro photography. Many of his own Exakta Photographs are illustrated in this Manual and highlights the photographer's technical skill. Recommended to all Exakta owners.

8 $\frac{3}{4}$ " x 6", 420pp., 223 photographs and diagrams **\$7.95**



EXAKTA PHOTOGRAPHY by Jacob Deschin

A comprehensive book which thoroughly explores the operational details and picture-taking potentials of both the Exakta and Exa cameras. Contains fourteen chapters and more than 250 illustrations. In effect a working manual with excellent material on color, lenses, shutters, film, viewing, close-up work, flash—also important chapters on Medical Photography by Julius Weber and Nature Photography by Lynwood M. Chace.

10" x 7", 192pp., 250 photographs **\$4.95**



EXAKTA GUIDE by W. Wurst (pocket edition)

A working manual written by one of the greatest Exakta photographers of all times. Text covers operational data as well as the practical aspects—sports, color, lenses, film, close-ups, flash, and more! Book contains fine pictures by the author and other Exakta photographers **\$1.00**



EXAKTA GUIDE by Emanuel and Rothchild

A complete manual for knowing and operating your Exakta and Exa cameras. Contains useful information on Exakta and Exa cameras, plus several interesting charts, close-up and data tables. 8" x 5", 98pp. **\$1.95**