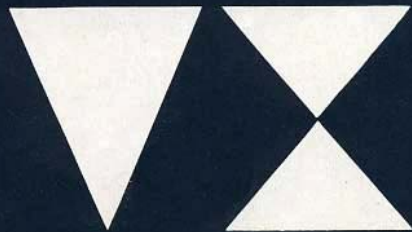


Exakta



THE 35-MM., SINGLE-LENS REFLEX AND
MOST VERSATILE CAMERA IN THE WORLD

EXAKTA VX PRICE LIST

Exakta VX with waist-level viewfinder and		
50-mm., f/2.8 Zeiss (pre-set) Tessar		\$279.80*
58-mm., f/1.9 Meyer (pre-set) Primoplan		289.50*
58-mm., f/2 Zeiss (pre-set) Biotar		353.30*
WIDE-ANGLE LENSES	28-mm., f/3.5 Angenieux R11	120.00
	35-mm., f/2.5 Angenieux R1	99.50
	38-mm., f/5.7 Berthiot	39.95
	40-mm., f/3.5 Steinheil Cassaron	49.50
	40-mm., f/4.5 Meyer Helioplan	74.50
	40-mm., f/4.5 Zeiss Tessar	99.00
LONG LENSES	85-mm., f/2.8 Steinheil Culminar	68.00
	90-mm., f/2.5 Angenieux Y1	84.50
	100-mm., f/2.8 Meyer Trioplan	81.60
	135-mm., f/4.5 Steinheil Culminar	60.00
	135-mm., f/4 Zeiss Triotar	75.00
	135-mm., f/3.5 Angenieux Y2	75.50
	135-mm., f/2.5 Angenieux (pre-set) P2	169.50
	150-mm., f/5.5 Meyer Tele-Megor	55.95
	180-mm., f/5.5 Meyer Tele-Megor	82.95
	250-mm., f/5.5 Meyer Tele-Megor	132.15
HIGH-SPEED LENSES	400-mm., f/5.5 Meyer Tele-Megor	199.50
	50-mm., f/1.9 Schneider Xenon (click stops)	135.00
	50-mm., f/1.5 Angenieux (pre-set) S21	175.00
	58-mm., f/1.9 Meyer (pre-set) Primoplan	135.00
	75-mm., f/1.5 Zeiss Biotar	216.50
ACCESSORIES	90-mm., f/1.8 Angenieux P1	149.50
	Penta Prism eye-level viewfinder	50.00*
	Leather case for Penta Prism or waist-level finder	3.00
	Eye-piece for Penta Prism	3.50
	Waist-level viewfinder	25.50
	Ihagee extension tubes and adapter rings	24.00
	2-in-1 adapter for short extension	10.00
	Novoflex bellows extension EBAL (single carriage)	44.50
	Novoflex bellows extension EBIG (double carriage)	75.00
	Novoflex tripod rack CASTEL	25.00
	105-mm., f/4.5 Steinheil lens for EBAL or EBIG	34.50
	Adapter for front element of 135-mm. Culminar	6.00
	Ihagee hinged microscope adapter (Type 1)	29.50
	Ihagee pressure microscope adapter (Type 2)	36.00
	CopyMat (copystand) Model 1	97.50
	Model 2 (larger model)	117.00
	Ihagee Magnear lens-viewfinder	25.50
Elektra Remote Control	9.50	
Ihagee flashgun	30.00	
Domestic flashgun for Exakta	15.50	

*Prices Fair Traded

We invite you to inspect the Exakta VX at your dealer. Only when you see the VX will you be able to understand fully what Exakta Photography is and how unusual and valuable each VX feature is.



Exclusive Factory Representatives
for Sales and Service in the U.S.A.

Exakta Camera Company

46 West 29th Street · New York 1, N. Y.
705 Bronx River Road · Bronxville 8, N. Y.

Exakta VX

the 35-mm., single-lens reflex camera with ground glass focusing that gives you the exact picture you see

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

Many photographers, however, 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.

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

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

A critical photographer—anyone beyond the snapshot level falls in this class—wants his camera to record a scene exactly as he sees it. He wants to compose his picture down to the last detail and then get it exactly 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 1952 Exakta VX, the camera that is so advanced it will lead the photographic field for years to come.

The VX 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,



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



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 exact, full-size 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 Exakta VX. There is no parallax because one lens provides the image both for viewing and taking. The image enters the lens and is reflected onto the ground glass by a mirror. When you have composed your picture, you release the shutter, the mirror snaps out of the way and the film records the exact image you saw on your ground glass.

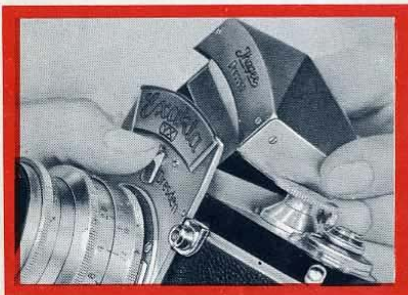
THE 35-MM. EXAKTA

VX

is the ideal camera for general and specialized photography because of its great versatility

The VX 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 shoot indoors and outdoors, with natural and artificial light (including regular and electronic flash), at high and low speeds, nighttime and daytime, with black-and-white and color film.



You can quickly interchange viewfinders, from the universal hooded finder to the marvelous eye-level Penta Prism, 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 "life 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 made by the renowned



Carl Zeiss Jena and incorporating the advanced feature of pre-set diaphragm control is available for the VX. A simple flick of the control ring and your lens instantly adjusts to the pre-set opening.

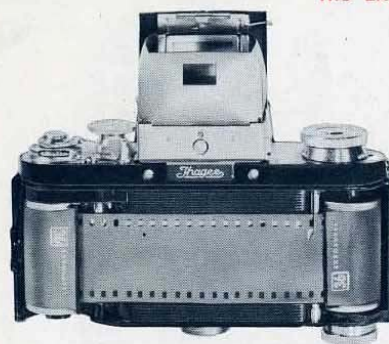
All Exakta lenses are quickly interchangeable because of the specially designed bayonet mount. As the need arises, you can remove the standard 50-mm. or 58-mm. lens and insert a faster,



a wide-angle or a telephoto lens. Every time you change lenses, in effect you create a new camera.

Lenses ranging from 35 mm. to 500 mm. in focal length and to f/1.5 in speed are available for the Exakta VX. Extension tubes for extreme 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.

The Exakta VX is for ▶



The Exakta's focal plane shutter, the most accurate devised, has 29 speed settings, an unusually wide range. These vary from 1/1000 of a second to 12 seconds, plus bulb and time. A built-in self-timer (delayed self-release action) permits the photographer to get into the picture. The VX is designed so cleverly that, while an unintentional double exposure is impossible, multiple exposures on the same frame can be made with great ease when desired.

All types of artificial light can be used with the VX. The camera has built-in synchronization contacts for both regular and electronic flash.

The VX uses economical 35-mm. black-and-white and color film in standard cartridges. Each roll gives you 20 or 36 exposures at a cost per picture only a fraction that of larger sizes. Cartridge-to-cartridge film feed eliminates rewinding and provides rapid, easy operation. 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 Exakta VX is unsurpassed.

The Exakta VX is a handsome, compact camera with many refinements and unique features. It is a precision instrument built in Germany by the famous Ihagee Camera Works, one of the oldest photographic instrument manufacturers in the world.

We invite you to inspect the Exakta VX at your dealer. It is necessary to see and handle the camera in order to acquaint yourself with its many unusual and great advantages. Your dealer will be happy to show these features to you and tell you why and how Exakta owners prove by means of their pictures that the name, Exakta, means a photographic masterpiece.



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

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

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

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

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

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

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

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

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

THE TRAVELER—Photographs of scenes you encounter during your travels can be recorded in black-and-white or beautiful, natural color. Travel lecturers find the VX an essential tool for making slides to illustrate talks.

SOME OF THE INCOMPARABLE FEATURES OF THE EXAKTA VX

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

INTERCHANGEABLE 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 35 mm. to 500 mm. in focal length and as fast as f 1.5. Every time you change the lens, you create a new camera.

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

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

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

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

FILM SPEED GUIDE—The Exakta VX has scales engraved on its top so the photographer can keep a record of the kind of film (black-and-white or color) he is using and the speed rating. Both the Weston and A.S.A. speeds are engraved on the camera where they can be seen at a glance. The indicator stays put until you alter it, preventing memory mistakes.

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

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

COMPACT, LIGHT—The Exakta VX is easy to carry and operate. The camera handles well because it is small, measuring 6 inches in length, 4 inches in height. With a pre-set Zeiss f 2.58 mm. Biotar, the VX weighs only about 2 pounds. Telephotos barely increase the weight because they are made of a special metal that is extremely light.

PRE-SET DIAPHRAGM LENSES—The Exakta VX brings you the latest development in photography, pre-set diaphragm lenses. A new set of Zeiss lenses offers you the great advantage of pre-setting the aperture for greater speed and convenience. You pre-select the aperture, open the lens to focus and close to the pre-selected aperture with a flick of a finger.

INTERCHANGEABLE VIEWFINDERS—The unique design of the Exakta VX permits you to interchange viewfinders instantly to suit your needs. The hooded finder 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.

INTERNAL SYNCHRONIZATION—The Exakta VX has built-in contacts for both regular and electronic flash. The camera is synchronized for all speeds with flashbulbs and for 1/25 and 1/50 of a second with speedlights and stroboscopic lights. Flash pictures in black-and-white and color can be taken with both types of lighting without any difficulty.

29 SHUTTER SPEED SETTINGS—The VX 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, 1/150, 1/100, 1/50, 1/25, 1/5, 1/2 of a second and 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, and 12 seconds plus bulb and time.

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

DELAYED, SELF-RELEASE ACTION—The Exakta VX has a built-in self-timer that releases the shutter after a 15-second interval. With the aid of the self-timing mechanism, the photographer can include himself in a picture and avoid the camera shake that may occur when photographs are taken at slow exposures. It works with fast and slow speeds.

FILM-TRANSPORT GUIDE—The Exakta VX has a tiny "speedometer" 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 speedometer 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 Exakta VX. Ground glasses with a clear center spot and with or without hairline crosses, plain clear glasses, bisected clear or ground glasses and bisected, ruled plain or ground glasses can be obtained.

DEPTH-OF-FIELD, APERTURE AND DISTANCE SCALES—Each lens furnished with the Exakta VX contains engraved scales on which you can read at a glance the information essential for top-notch 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.

ONE-YEAR GUARANTEE—Every Exakta VX is protected by a one-year guarantee from the Exakta Camera Company, exclusive representative of Ihagee Camera Works in the U.S.A. An owner registration card, import certificate and instruction sheet are packed with every camera. Registration entitles the owner to receive regular issues of the Exakta Magazine.

..... IHAGEE'S 35-MM

Exakta VX



The Exakta VX is the ideal camera for any and every kind of photographer—for the amateur, the professional, the photojournalist, the commercial photographer, the portraitist, the doctor, the dentist, the ophthalmologist, the scientist, the teacher, the photomicrographer, the traveler—for anyone who wants to get the exact image that he sees on the ground glass.