

**NEW EQUIPMENT FOR
THE 35-MM. EXAKTA**

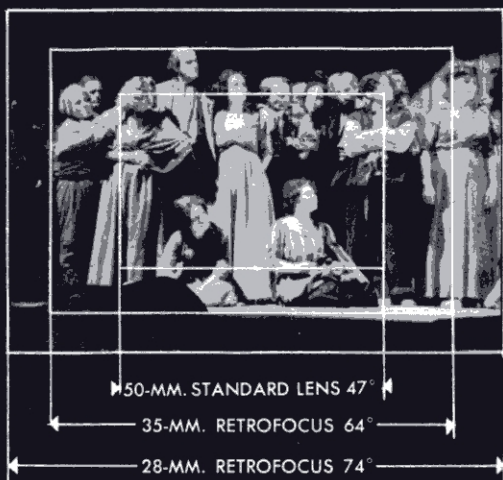


the Angenieux f/3.5,
28-MM., RETROFOCUS R11
wide-angle lens

Two years ago, we had the rare privilege of introducing a unique lens to Exakta owners—the 35-mm., Angenieux R1 Retrofocus. This lens was considered an optical triumph. For years lensmakers had tried to produce a 35-mm. wide-angle for the Exakta but had been stumped by one basic handicap. A lens of conventional design would require a long rear element that would have to penetrate deeply into the camera body, an impossibility with the Exakta because of the mirror. *Etablissements Angenieux de Paris* solved the problem with a startling idea—inverting the optical system of a telephoto lens so the lens does not penetrate deeply yet provides a short focal length.

This idea produced the remarkable 35-mm. Retrofocus with a 64° angle of view. This lens came on the market without any fanfare, yet the supply has never met the demand. Lensmaker Pierre Angenieux was not content to rest with the 35-mm. Retrofocus, however. Having made the impossible possible, he decided to go even further and use the Retrofocus principle to design a 28-mm. wide-angle. He has achieved it with the Retrofocus R11, a 28-mm., f/3.5 lens which we are now introducing. The R11 has the same Angenieux quality that has made this manufacturer the most talked about optical designer in the world. Its sleek, handsome appearance makes it a joy to use. It comes in the familiar, distinctive ebony-and-gray mount, permitting owners of other Angenieux lenses to match lenses as a set. The R11 mount, like other Angenieux lens mounts, has duplicate aperture scales so the f/stop can be read at a glance no matter how the lens and camera are positioned.

This lens lists for \$120 and will be available only in limited quantities for a long time to come. As an Exakta owner, we want you to have the privilege of ordering one of these lenses first. Therefore, if you intend to purchase one, we urge you to place your order now with your dealer before our general advertising and publicity break.



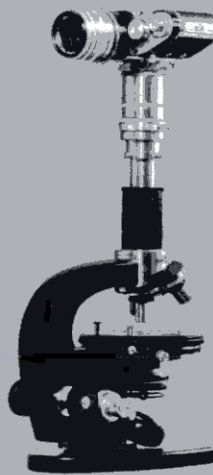
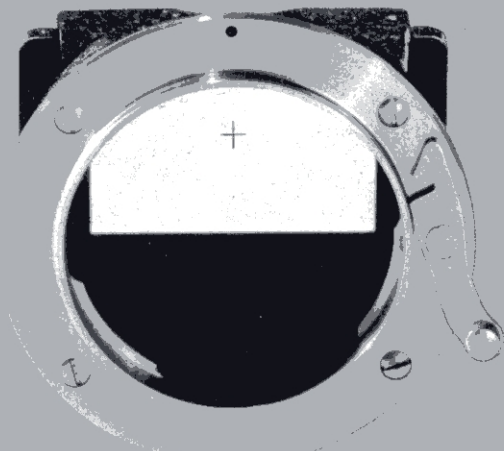
The picture above illustrates the comparative coverage of the standard 50-mm. lens, the 35-mm. Retrofocus R1 and the 28-mm. Retrofocus R11. The standard 50-mm. lens has a normal angle of view of 47°, the 35-mm. Retrofocus an angle of 64° and the 28-mm. Retrofocus an angle of 74°. It is apparent from the above that, if all three lenses were used at the same distance and position from the subject, the 28-mm. Retrofocus would give greater coverage than the other two lenses.

the remarkable,
VERSATILE IHAGEE MAGNEAR
lens-viewfinder

Ihagee has designed a startling, unique viewfinder—the Magnear—that brings a new standard of precision and scope to focusing and viewfinding with the 35-mm. Exakta. The Magnear makes it possible to use the superb quality and correction of your picture-taking lens in a remarkable way to expand Exakta Photography. Using such a lens with the Magnear, you can inspect the ground-glass image more critically than ever before and assure greater sharpness in your pictures. Since a lens is a distortion-free magnifier, the Magnear provides you with a much-larger-than-normal image for easier, more accurate focusing. A standard, 50-mm. lens, for instance, will provide a 5x magnification.

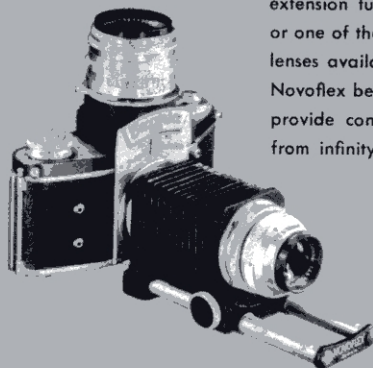
Another extraordinary advantage of this viewfinder, especially for hyperclose-up photographers and photomicrographers, is that light coming through the camera and viewfinder can be measured with a photoelectric meter held to the Magnear (with or without the lens attached). This means that correct exposure can be read from the meter, eliminating time-consuming, annoying calculations. One end of the Magnear has a ground glass with a clear center spot and cross—ideal for scientific work. The other has a bayonet mount that accepts any lens with an Exakta mount. The Magnear is interchangeable with the Penta Prism and waist-level finders (of the V and VX models only) and becomes an integral part of the camera.

It can be used, with appropriate additional equipment, for hyperclose-up photography, photomicrography, telephotography, stereography and portraiture. When used for photomicrography, an additional lens is unnecessary. The regular camera lens is removed and inserted into the Magnear while the camera body is attached to the optical system of the microscope with a microscope adapter. For other types of photography, an additional lens is necessary, but this can be any lens which the photographer already owns and that has the standard Exakta mount. Without lens the Magnear lists for \$25.50. We invite you to inspect it at your dealer.



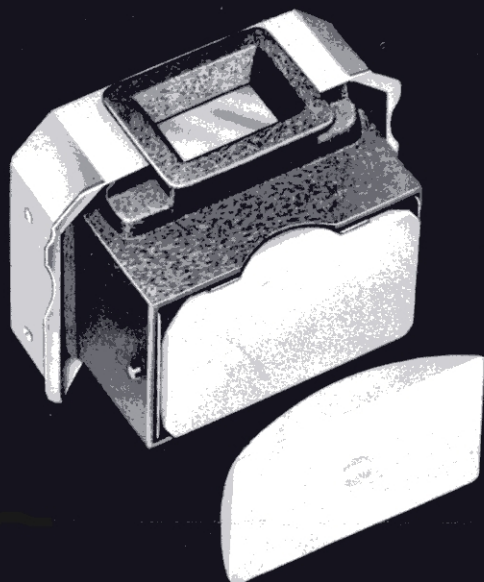
For Photomicrography

Any standard lens can be used on the Magnear. An additional lens is unnecessary for this type of work. The camera body is attached to the optical system of the microscope by means of an adapter. Exposure can be read with a meter right from the lens or Magnear without lens.



For Hyperclose-up Photography

Any standard lens can be used on the Magnear. The additional lens for the camera body can be either a standard lens on extension tubes or bellows or one of the special, short-mount lenses available for the Novoflex bellows extension that provide continuous focusing from infinity to 9 or 16½ inches.

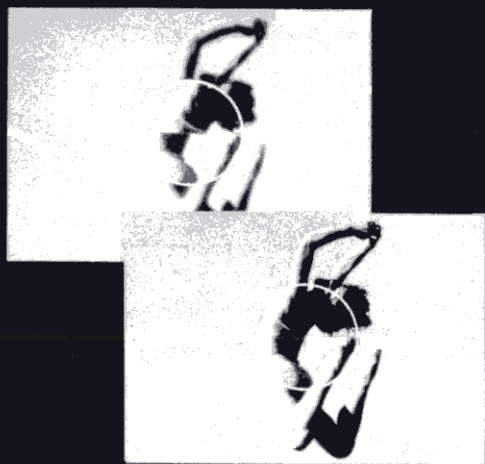


the Zeiss coupled,
SPLIT-IMAGE RANGEFINDER
and focusing viewfinder

Critical focusing and maximum sharpness are the goal of every competent photographer. Ihagee, manufacturer of the Exakta, has taken special precautions to design the camera for such precision results. For example, the camera's mirror is set precisely so it will transfer the image to the ground glass exactly as it is received from the lens. The ground glass is a condenser lens with a special light-gathering quality that provides a brilliant image for better focusing. The top surface of the ground glass (side toward the eye) is concave, functioning as a lens to magnify the image for better focusing and sharpness. A magnifier built into the waist-level viewfinder increases the image size for better results.

Always seeking to improve even an exceptionally precise instrument, Ihagee now has added another accessory to assure the most critical focusing and sharpness with the Penta Prism, eye-level viewfinder. The Zeiss coupled, split-image rangefinder and viewfinder consists of a regular ground glass with a center circle made up of two prisms, each in half-circle shape. It provides a double method of determining correct focus. The image can be focused on the ground glass and by means of the two center prisms. The prisms each show a portion of the image. If the image is in focus, the two portions are in line; if the image is out of focus, the two portions are out of line (see pictures at left). Depth of field can be viewed as usual on the ground glass.

The split-image rangefinder-viewfinder makes focusing possible even under adverse light conditions since it will operate with the lens diaphragm stopped down as far as $f/5.6$. No elaborate installation is necessary. The Penta Prism ground glass can be removed easily with a pull and the split-image finder slips into its place with a slight pressure of the fingers. The exchange can be made by the camera owner. The split-image finder is available only upon order from your dealer with an indefinite shipment date for \$35 alone or \$85 installed in the Penta Prism. It is standard equipment and supplied installed in the Penta Prism with the Exakta VX and 58-mm., $f/2$ Biotar lens for \$400.



The two pictures above show the operation of the new Zeiss coupled, split-image rangefinder and focusing viewfinder. The center circles in each picture indicate the position and appearance of the two prisms. The top picture shows how the picture looks when the image is out of focus. The bottom picture shows how it looks when the image is in focus. For best results, the photographer should focus on a vertical line if the picture format is horizontal and a horizontal line if the format is vertical.