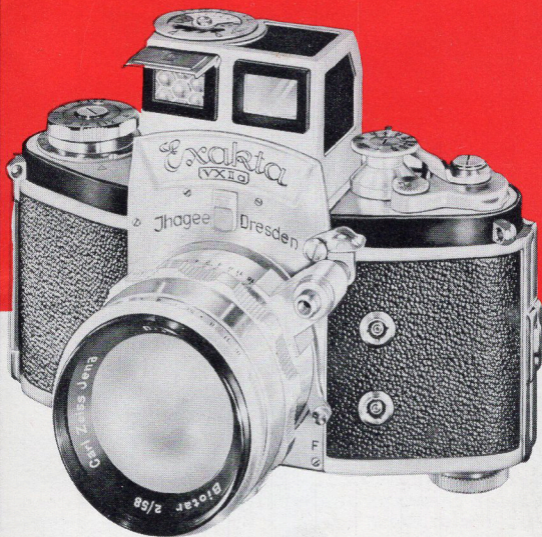


NEW AUTOMATIC

# EXAKTA

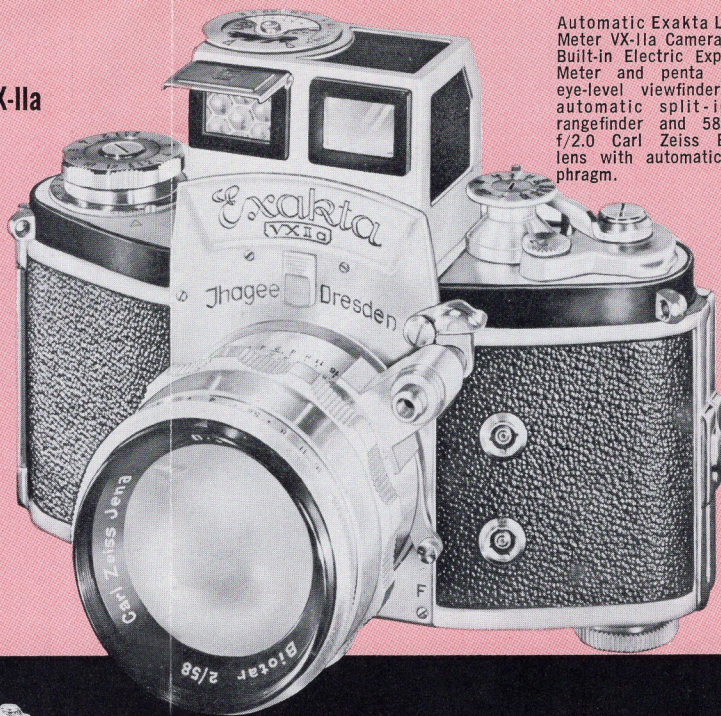


**Lightmeter**

# VX-11a

# THE EXAKTA LIGHT-METER VX-IIa

is the ideal camera for any and every kind of photographer — for the amateur, the professional, the photo journalist, the commercial photographer, the portraitist, the doctor, the dentist, the ophthalmologist, the scientist, the teacher, the photo-micrographer, the traveler—for anyone who wants to get perfect pictures. The reliability and precision of the high-efficiency Exakta exposure meter guarantees you the satisfaction of knowing that every shot you take will be perfectly exposed, whether you are using black-and-white or color film.



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



Automatic Exakta VX-IIa Camera with penta prism viewfinder and automatic split-image rangefinder and 58-mm., f/2.0 Carl Zeiss Biotar lens with automatic diaphragm.

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

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

**EXPOSURE METER** — The Exakta Light-Meter IIa has a new, ultra-modern built-in photo-electric cell exposure meter that assures you of correct exposure settings for both color and black & white film. The instant you aim your Exakta at the subject, the indicator points to the correct exposure area.

**DIRECT OPTICAL VIEWFINDER** — The Exakta Light-Meter IIa direct optical viewfinder is outstanding and invaluable for taking instantaneous flash and sport pictures. This superb Exakta viewfinder swiftly and easily frames and centers the subject you are shooting, with positive accuracy.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

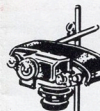
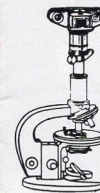
**NEW NOISELESS SHUTTER MECHANISM** — The Exakta Light-Meter IIa is the first single lens reflex camera with a new noiseless slow-speed shutter mechanism. Slow speed and delayed self release exposures are precisely timed and quietly and automatically recorded. Self timer releases shutter after 13-second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

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

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

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

## THE AUTOMATIC EXAKTA LIGHT-METER VX-IIa IS FOR



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

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

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

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

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

**THE OPHTHALMOLOGIST** — The Exakta makes photography of the eye simple. The single-lens reflex principle assures accurate focusing and centering in such work as 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 Exakta Light-Meter IIa is an all-around laboratory camera for recording experiments and copying. Extension tubes are available in all lengths for macrophotography, microphotography and photomicrography. A special microscope adapter links camera to microscope tube.

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

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

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

Exakta Photography is 35mm. single lens reflex photography carried to the peak of perfection in the age of electronics. The remarkable new automatic Exakta Light-Meter IIA camera features a new ultra-modern, built-in, photo-electric cell exposure meter that solves every exposure problem for you, immediately and effortlessly.

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

While the Exakta exposure meter performs the time-consuming calculations for you — almost with the speed of light — you are free to devote your entire attention to composition and picture-taking. The comprehensive working range of the built-in Exakta exposure meter assures you highly accurate readings. An ASA scale for film speed ratings is provided. The engraved markings for the shutter

speed settings on the meter correspond to those on the Exakta shutter. The instant you aim your Exakta at the subject, the light-sensitive electric cell indicator points to the correct exposure. It's that simple! Also built into the Automatic Exakta Light-Meter IIA camera is another instrument that gives you additional picture-taking quality insurance: the new separate-window optical viewfinder.

Invaluable in taking instantaneous flash and sport pictures, the new viewfinder swiftly frames and centers the subject you are shooting. Thus, the selection of the correct exposure and viewfinding are performed and completed for you by the Automatic Exakta Light-Meter IIA, with its single-lens reflex system that gives you absolute accuracy in and control over every phase of the photographic process.

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.

# NEW



## AUTOMATIC

# EXAKTA LIGHTMETER VX-IIa

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

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

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.

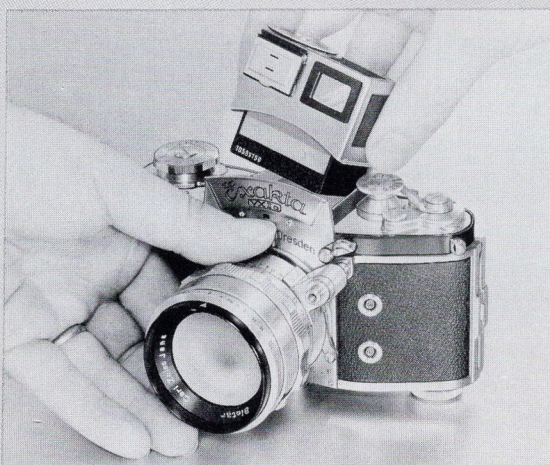
A critical photographer — anyone beyond the

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 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 Exakta Light-Meter IIA, the camera that is so advanced it will lead the photographic field for years to come.

The Exakta Light-Meter IIA is the most versatile camera in the world. With it you can photograph any type of subject, microscopic or gigantic, an inch or a mile away. With the same camera you can shoot perfect portraits and photographs of such subjects as children, pets, wildlife, flowers, landscapes and industrial scenes — even the moon, if you wish. You can make slides and copies of documents, books, stamps and other material and take tabletops, close-ups and photomicrographs with ease.

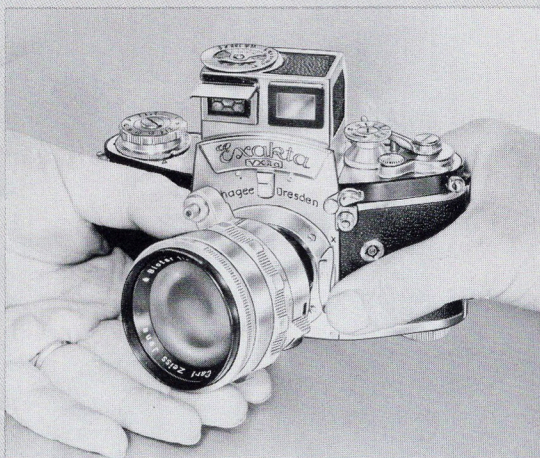


You can quickly interchange viewfinders, from the marvelous eye-level Penta Prism to the univer-



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

Exakta Photography means using the finest, coated, color-corrected lenses produced by world-famous manufacturers. An entirely new series of unusual lenses incorporating the advanced feature of automatic diaphragm control is available for the Exakta Light-Meter IIA. Pressure on one button closes the lens instantly to the preselected stop and



releases the shutter simultaneously. All Exakta lenses are quickly interchangeable because of the specially designed bayonet mount. As the need arises, you can insert a faster lens, a wide-angle or telephoto lens. Every time you change lenses, in effect you create a new camera.

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



All types of artificial light can be used with the Exakta Light-Meter IIA. The camera has built-in synchronization contacts for both regular and electronic flash, and is flash-synchronized on all speeds. The Exakta Light-Meter IIA 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 Light-Meter IIA is unsurpassed.

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

We invite you to inspect the new and magnificent Automatic Exakta Light-Meter IIA at your dealer.

# EXAKTA PRICE LIST



Automatic Exakta VX-IIa camera with Penta Prism viewfinder and automatic split-image rangefinder and	
50-mm., f/1.9 Isco Westrocolor (automatic)	\$332.00
50-mm., f/2.8 Carl Zeiss Tessar (automatic)	333.00
50-mm., f/2.0 Isco Iscoliton (automatic)	299.50
58-mm., f/2.0 Carl Zeiss Biotar (automatic)	399.00
55-mm., f/1.9 Steinheil Auto-Quinar (automatic)	399.00
50-mm., f/1.9 Schneider Xenon (automatic)	408.50
Automatic Exakta VX-IIa camera body only	230.50



Automatic Exakta Light-Meter VX-IIa camera with Built-in Electric Exposure Meter & Penta Prism eye-level viewfinder and automatic split-image rangefinder and	
50-mm., f/1.9 Isco Westrocolor (automatic)	\$362.00
50-mm., f/2.8 Carl Zeiss Tessar (automatic)	363.00
50-mm., f/2.0 Isco Iscoliton (automatic)	329.50
58-mm., f/2.0 Carl Zeiss Biotar (automatic)	429.00
55-mm., f/1.9 Steinheil Auto-Quinar (automatic)	429.00
50-mm., f/1.9 Schneider Xenon (automatic)	438.50
Automatic Exakta Light-Meter VX-IIa body only	260.50

## AUTOMATIC LENSES

50-mm., f/1.9 Isco Westrocolor	\$101.50
50-mm., f/2.8 Carl Zeiss Tessar	102.50
50-mm., f/2.0 Isco Iscoliton	69.00
58-mm., f/2.0 Carl Zeiss Biotar	168.50
55-mm., f/1.9 Steinheil Auto-Quinar	168.50
50-mm., f/1.9 Schneider Xenon	178.00

## WIDE-ANGLE

24-mm., f/3.5 Angenieux Retrofocus (auto.)	\$166.50
24-mm., f/4.0 Isco Westrogon (automatic)	149.50
28-mm., f/3.5 Angenieux Retrofocus (automatic)	139.50
35-mm., f/2.8 Steinheil Auto-Quinar (auto.)	149.50
35-mm., f/2.8 Carl Zeiss Flektogon (automatic)	149.50
35-mm., f/4.5 Meyer Primagon (preset)	59.50

## PORTRAIT LENSES

80-mm., f/2.8 Carl Zeiss Tessar (preset)	\$ 79.50
80-mm., f/3.5 Meyer Primotar (preset)	69.50

## TELEPHOTO LENSES

100-mm., f/2.8 Meyer Trioplan (automatic)	\$129.50
100-mm., f/3.5 Steinheil Auto-Quinar (automatic)	109.50
135-mm., f/2.8 Isco Tele-Isocarion (automatic)	150.00
135-mm., f/2.8 Steinheil Auto-Quinar (automatic)	189.50
135-mm., f/2.8 Steinheil Quinar (preset)	100.00
135-mm., f/2.8 Isco Telephoto (preset)	100.00
135-mm., f/3.5 Meyer Primotar (preset)	89.50
135-mm., f/3.5 Steinheil Auto-Quinar (automatic)	119.50
135-mm., f/3.5 Isco Telephoto (clickstop)	69.50
135-mm., f/4.0 Carl Zeiss Triotar (preset)	85.00
180-mm., f/2.8 Isco Tele-Isocarion (preset)	200.00
180-mm., f/3.5 Meyer Primotar (preset)	115.00
200-mm., f/4.5 Steinheil Quinar (preset)	149.50
150-mm., f/5.5 Meyer Tele-Megor (preset)	55.95
180-mm., f/5.5 Meyer Tele-Megor (preset)	82.95
250-mm., f/5.5 Meyer Tele-Megor (preset)	132.15
300-mm., f/4.5 Meyer Tele-Megor (preset)	199.50
400-mm., f/5.5 Meyer Tele-Megor (preset)	199.50

## ACCESSORIES

LIGHT-METER PENTA PRISM UNIT	\$ 85.00
Penta Prism viewfinder with rangefinder	54.50
Waist-level reflex viewfinder	18.50
New Eyepiece for Penta Prism finder	5.50
Eveready case for Exakta Light-Meter VX-IIa	15.00
Eveready case for Exakta VX-IIa camera	12.00
Compartment Case, holds Exakta Camera with lens, 2 add't'l lenses, filters, adapters, film	19.95
Ihagee Extension tubes and adapter rings	19.50
2-in-1 adapter for short extension	7.95
Bellows Extension for Exakta	34.50
105-mm., f/4.5 Steinheil lens for Bellows Extn.	31.50
Ground or Clear Glass for Penta Prism or Magnear	3.75
Twin-cable release for close-ups	7.50
Cobra Auto. Diaph. Lens Release Extension	3.50
24-in. Atlas Cable Release—won't tear or stretch	2.50
Ihagee hinged Microscope Adapter (Type 1)	19.50
Ihagee Microscope Adapter (Type 2)	27.00
Exakta Accessory Shoe for Prism Finder	2.00
Exakta Flashgun	14.95
Exakta Electronic Flash Unit	49.95
Ring Light for Exakta Electronic Flash Unit	39.50
Exakta Pocket Guide by Werner Wurst, 72 pp.	1.00

Write for complete price list.