



Praktiflex[®] FX

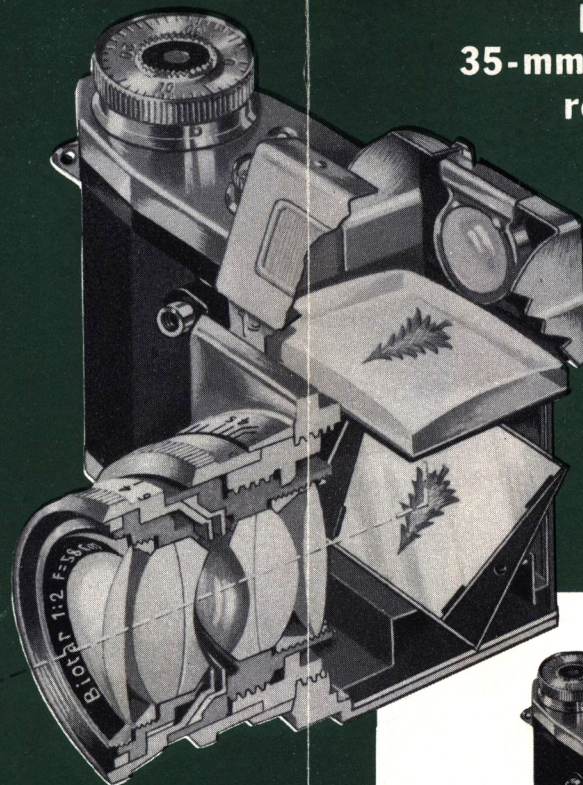
The 35-mm. single-lens reflex camera that takes the guesswork out of photography by showing you the exact picture you are going to get before you expose the film.

Here is the camera that gives you complete mastery and control over the picture-taking process — without complicated procedures, and with practically no risk of error.

This is made possible by the advanced design of the Praktiflex FX, which is based on the single-lens reflex system. This permits you to *preview* the picture on ground glass 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 (f/settings). When you release the shutter, the image, exactly as seen on the ground glass, is instantly conveyed to the film.

The Praktiflex FX does not have separate viewfinders or viewing lenses. Separate viewing systems which do not actually take the picture, no matter how elaborate they may be, cannot give you the same control over the picture, nor freedom from parallax as the Praktiflex FX.

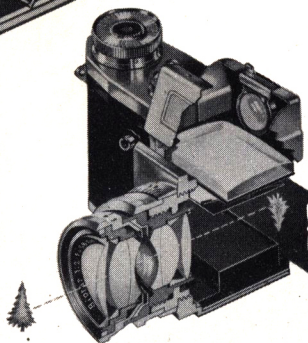
The single-lens reflex system also makes it possible for you, with this one basic camera, to master a great variety of general and specialized types of photography; for example: portraits, candids, sports, news, etc., as well as close-ups and photomicrography, wide-angle and telephotography.



When you press the shutter release, the reflex mirror is automatically lifted out of position, and the exact image you have seen on the ground glass is instantly conveyed to the film.

Praktiflex FX 35-mm. single-lens reflex system

◀ This diagram shows how the reflex mirror is positioned between the picture-taking lens and the film, and how the actual picture is reflected onto the ground glass.



the “basic” camera at work or at home

Check these features that make the Praktiflex FX the ideal camera for the scientist, the engineer, the production manager, the sales manager, the professional man and the businessman, as well as for the home photographer:

- ✓ **Foolproof.** The single-lens reflex design of the Praktiflex FX shows you the actual picture you are going to get before you expose the film.
- ✓ **Eliminates awkward apparatus and complicated procedures.**
- ✓ **Easy to handle.** Expert results without special training.
- ✓ **Highly versatile.** The Praktiflex FX is excellent for photomicrography, macrophotography, microphotography, oscillographic photography, photography in the plant and field, visual sales aids—it has almost unlimited scientific, industrial and business application. The Praktiflex FX owner equally enjoys personal and family photographic pleasures: scenery, portraits, children, tabletops, flowers, interiors, sports, etc.
- ✓ **Extremely compact.** The Praktiflex FX can be carried over the shoulder or in a brief case, wherever you go.
- ✓ **Ideal for color photography** as well as black-and-white, indoors or outdoors, with natural or artificial light, at fast or slow speeds.

Praktiflex[®] FX

one of the most practical of all cameras because of superior adaptability

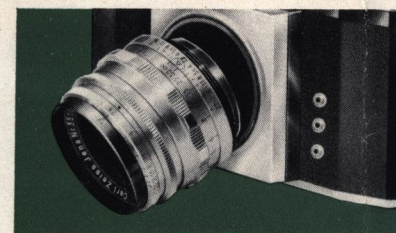
Interchangeability of lenses, extension tubes, bellows extension and microscope adapter, without the need of special viewfinding attachments, result in superior adaptability. With a telephoto lens you can spot and capture interesting details of far-away scenery . . . a flower or tree atop a mountain . . . wild animals or birds in their natural habitat. You can quickly switch to a wide-angle lens and cover the interior of a building or take pictures in small rooms or cramped quarters. Then, you can add extension tubes or bellows extension and explore and photograph the tiny world around you—come as close as an inch to your subject. Or, you can substitute the microscope adapter and photograph subjects invisible to the naked eye.

In this way, the Praktiflex FX gives you mastery of space, depth and distance.

35-mm. single-lens reflex photography

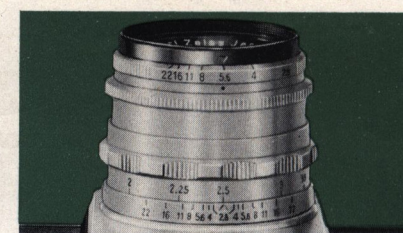
With the Praktiflex FX, you view the picture through the same lens that takes the picture. This enables you to see on ground glass exactly what you are going to get on the film. There is no guesswork, no parallax, no complicated procedures or calculations to divert your attention from the creative possibilities of picture-taking.

Here indeed is the one camera that combines the most desirable features of the miniature, the reflex and the studio view camera.



Easily Interchangeable Lenses

A wide variety of the finest factory-coated telephoto and wide-angle lenses is available for the Praktiflex FX. These lenses have the original Praktiflex FX screw-in mount and they are quickly and easily interchanged on the camera. As you always view through the picture-taking lens no special viewfinding attachments are needed.



Pre-Set Diaphragm Lens Control

An added convenience on some lenses is the pre-set diaphragm control. This enables you to pre-select your aperture and open your lens fully to get maximum light for viewing and focusing. After the picture is composed on the ground glass, a twist of the wrist automatically resets the lens to the aperture you have pre-selected.



Waist-Level Reflex Viewfinder and Eye-Level Sports Finder

The waist-level viewfinder gives you a brilliant, upright and enlarged image on ground glass and is equipped with a built-in magnifier for critical focusing. Viewfinder quickly converts to an eye-level sports finder.

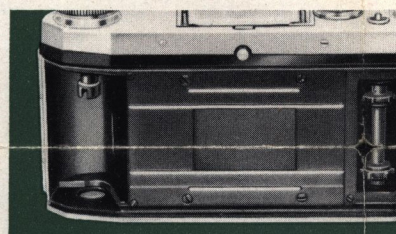
With the Praktiflex FX you can sight in any direction. You get natural poses of unsuspecting subjects. Shoot over the heads of spectators at parades or sport events. Eliminate sun or strong light reflections by reversing camera direction, etc.



Original Factory Synchronization

Flash photographs in color or black-and-white can be taken very easily with Praktiflex FX using action-freezing electronic flash or regular photoflash bulbs. The Praktiflex FX is internally synchronized for both electronic and regular photoflash bulbs.

For electronic flash, the Praktiflex FX is synchronized for a 2 millisecond delay and shutter speed settings of 1/25 and 1/50 of a second can be used; advantageous for best electronic-flash results.



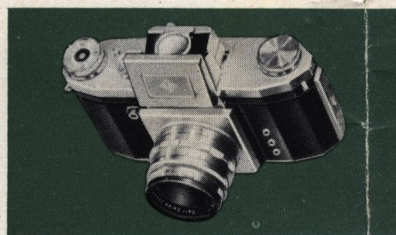
Focal Plane Shutter with 9 Settings

The Praktiflex FX shutter is the most accurate type of shutter devised. It has a useful range of settings for all types of subjects and all lighting conditions: 1/500, 1/200, 1/100, 1/50, 1/25, 1/10, 1/5, 1/2 of a second, and Bulb setting.



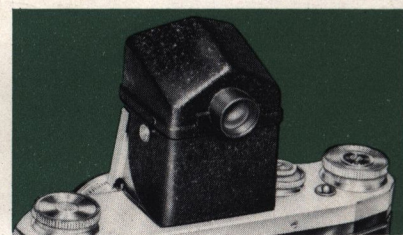
Coupled Film Transport and Shutter Cocking

This feature makes it possible to take picture after picture with great rapidity. Winding the film automatically cocks the shutter, an important time-saving advantage. This prevents unintentional double-exposures and blank shots.



Convenient Operating Controls

The Praktiflex FX is so designed that the photographer can observe and manipulate all operating controls from the viewing position. This includes the aperture (f/settings), depth-of-field and distance scales, shutter speed selector, and exposure counter—all of which are deeply and legibly etched for easy reading. Operation is quick and sure, without inconvenient, unnecessary handling.



Eye-Level Prismatic Viewfinder

The eye-level prismatic viewfinder, available as optional equipment, gives you a vertically and horizontally correct image. It is ideally suited for sports and action photography as movement can easily be followed in any direction and the picture taken at the right moment. Snaps on over the regular viewfinder. Can be installed and removed in an instant for quick shooting.

Black-and-White Photographs and Color Transparencies of unsurpassed natural beauty and fidelity are yours, thanks to the fine color-corrected and factory-coated lenses with which the Praktiflex FX is equipped, and the 35-mm. film size. In this size, not only do you have your choice of the world's finest color films, but you also save a great deal on the cost of the film. The Praktiflex FX takes standard 35-mm. film cartridges, 20 or 36 exposures, in color and black-and-white.

The Praktika Company, Inc., is the exclusive, factory-appointed representative in the U.S.A. for Sales and Service for the KW-OPTIK WORKS, GERMANY, manufacturers of the Praktiflex FX.

Included with each Praktiflex FX camera, imported and supplied by The Praktika Company, Inc., is a factory authorized Guarantee Certificate, Import Certificate and Owner's Registration Card, all of which are imprinted with the serial numbers of the camera and lens and are issued by The Praktika Company, Inc., 48 West 29th Street, New York 1, N. Y.

The Guarantee Certificate insures your camera for one year against any defects in material or workmanship . . . the Owner's Registration Card gives protection in the event of loss or theft and entitles you to free information and Technical Services . . . the Import Certificate provides for the duty free re-entry of your Praktiflex FX equipment when traveling abroad.

Praktiflex FX 24 x 36-mm. DIMENSIONS: 5 7/8" x 3 1/4" x 1 1/4" WEIGHT: ABOUT 1 1/2 lbs.

Praktiflex FX Price List

- 35-mm. single-lens reflex Praktiflex FX with original factory synchronization for regular and electronic flash.

	LIST
f/2.9, 50-mm. Victor coated lens.....	\$99.50*
f/3.5, 50-mm. Zeiss Tessar T-coated, pre-set diaphragm lens.....	139.50*
f/1.9, 58-mm. Meyer Primoplan V-coated lens....	139.50*
f/2.8, 50-mm. Zeiss Tessar T-coated, pre-set diaphragm lens.....	169.50*
f/2.0, 58-mm. Zeiss Biotar T-coated, pre-set diaphragm lens.....	220.00*
Eveready case for Praktiflex FX.....	10.95
Original Zeiss Prismfinder for Praktiflex FX.....	19.95*
Case for Prismfinder.....	3.00

*Prices Fair Traded

- Coated Wide-Angle and Telephoto Lenses*

f/2.5, 35-mm. Angenieux Retrofocus wide-angle lens	99.50
f/1.5, 75-mm. Zeiss Biotar telephoto lens.....	216.50
f/2.8, 85-mm. Steinheil Culminar telephoto lens	68.00
f/4.5, 105-mm. Wirgin Telepar telephoto lens....	44.20
f/4.5, 135-mm Steinheil Culminar telephoto lens	60.00

- Accessories*

Microscope Adapter	25.00
Extension tubes, set of 3 tubes.....	15.00
Flashgun for Praktiflex FX.....	15.50
Cable release75
Flexible metal neckstrap, chrome plated.....	3.95

- Bellows Extension Apparatus*

Novoflex Bellows Extensions:	
Cobal (single carriage).....	44.50
Cobig (double carriage).....	75.00
Tripod rack Castel for use with Cobal.....	25.00
f/4.5, 105-mm. special Steinheil lens with click stops for use with Novoflex.....	34.50

*Write for complete listing of lenses and accessories

THE PRAKTIKA

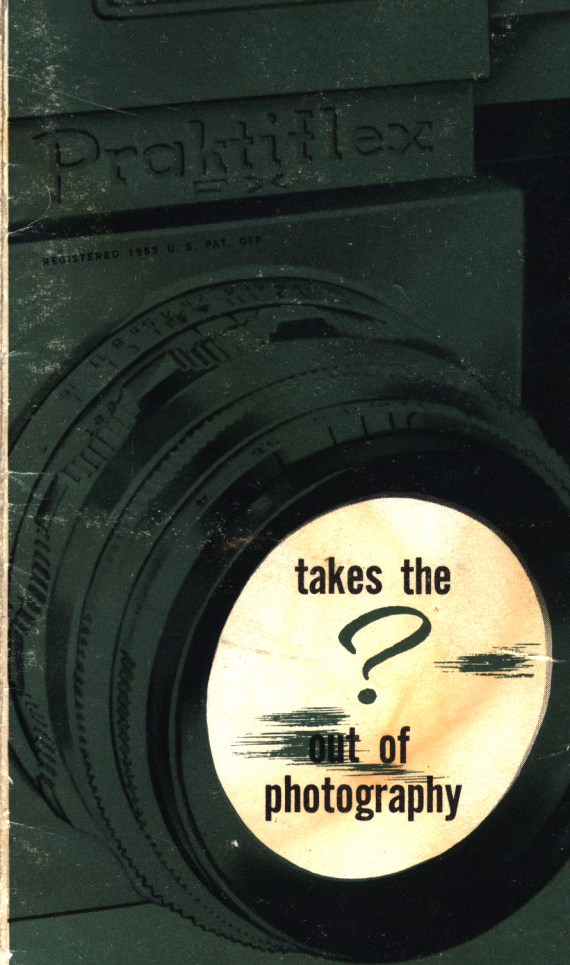


COMPANY, INC.

48 West 29th St.

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Exclusive Factory Appointed Representative for Sales and Service in the U. S. A. for the K. W. Optik Works, Germany



THE PRAKTIKA CO., INC., NEW YORK 1, N. Y.

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