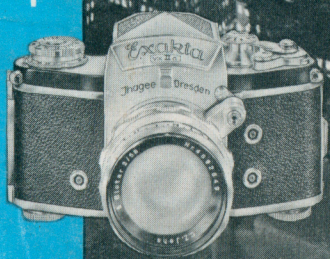


EXAKTA

unlimited



The New and Magnificent



35-MM AUTOMATIC EXAKTA IIa

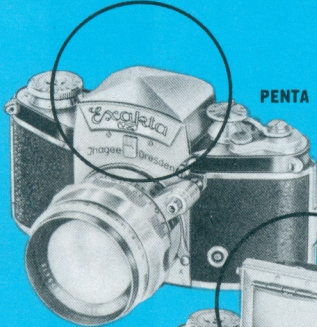
The new 1957 Automatic Exakta IIa is a significant advance in Exakta photography. Created by the famous Exakta designers and engineers who have established a trail-blazing concept in original camera engineering, the Automatic Exakta IIa is the first single-lens reflex camera with a new noiseless shutter design. Here is another important milestone for Exakta, the most versatile camera in the world!

The Exakta has long been famous for its single-lens reflex principle which insures complete elimination of parallax at all times, giving you the exact picture on film that you see in the viewfinder. And, of course, the many new desirable innovations and refinements in the new Automatic Exakta IIa make it the best Exakta yet. The new features include a new three-outlet MXF flash synchronization, for focal plane flashbulbs, for SM flashbulbs, and for electronic flash; new scratch-proof pressure plate; new and improved window rotodial; new wide-diameter film spool for faster winding; new improved winding mechanism; new spring-catch spool retainer; and a new slow-speed setting knob for faster, silent operation. Naturally, the new 35-mm. Automatic Exakta IIa has all the other renowned and treasured Exakta features as Automatic diaphragm lenses; interchangeable lenses; interchangeable viewfinders, penta prism eye-level viewfinder, waist-level reflex viewfinder, split-image rangefinder, and magnear lens-viewfinder; coupled film transport and shutter cocking; the most accurate focal plane shutter; 27 shutter speed settings ranging from 1/1000 of a second to 12 seconds, plus bulb and time; built-in knife; provision for intentional double exposures, and more.

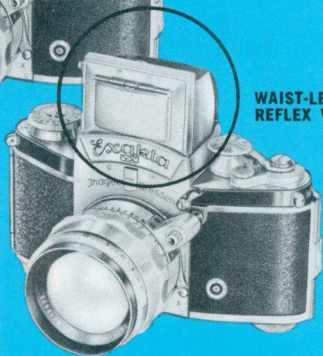
Yes, the New 1957 Automatic Exakta IIa is a far-reaching event for Exakta photographers. We invite you to inspect it at your dealer.

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

TWO VERSATILE EXAKTA VIEWFINDERS



PENTA PRISM VIEW FINDER



WAIST-LEVEL REFLEX VIEWFINDER

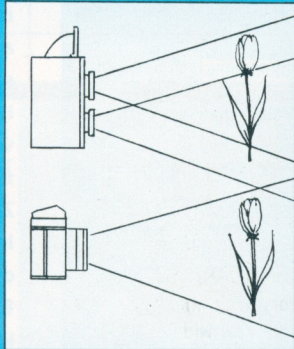
Two viewfinders are available for your Exakta. They are the Penta Prism and the waist-level hooded viewfinders. These viewfinders are meant to serve as a team, each for an individual purpose, and to complement each other. They are interchangeable with each other in a matter of seconds. By having both viewfinders, your Exakta will be universally equipped to give you many outstanding pictures that you would otherwise miss.

The Penta Prism viewfinder (with a split-image rangefinder) is furnished with the Exakta as standard equipment. With this finder, the Exakta photographer can make exciting eye-level shots with a horizontal or vertical format. Sighting through the Penta Prism is like looking through a small window. Everything is "life-size", the same size in the finder as the eye sees it. The Penta Prism can be used by the photographer with both eyes open. One eye sights through the finder, the other follows the actual scene. For fast action, sports, theater, nature, newspaper and general photography, the Penta Prism is exceptional.

The second half of the Exakta viewfinding team, the reflex waist-level hooded finder, adds more invaluable features. This all-direction finder allows you to point the lens of your Exakta at your subject from many different directions and angles and still focus without changing your position. The waist-level finder is invaluable for portraiture—for portraits of children and animals, for photographing flowers and plants, for close-up and copy work, and for many varied applications in scientific and industrial photography with the Exakta.

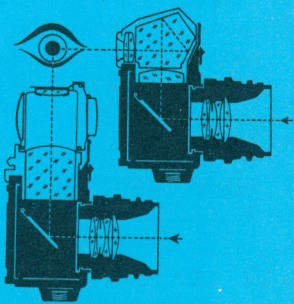
By having your Exakta equipped with both viewfinders, you can take pictures everywhere . . . making the sky the limit.

- Waist-level reflex viewfinder.....\$20.00
- Penta Prism eye-level viewfinder (if required for replacement) 50.00
- Split-image rangefinder glass to fit Penta Prism (if required for replacement)..... 35.00

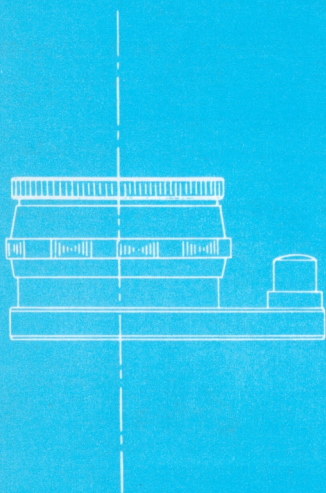


With camera having separate lenses for viewing and picture taking, there is a divergence of views. What you see, you don't get.

With Exakta, you get what you see.



The Automatic Lenses



In the few short years since its introduction, the fully automatic diaphragm lens has made an enormous impact in the field of 35-mm. single lens reflex photography. Fully automatic lenses provide for the operation of closing the lens to the desired aperture after focusing and is combined with the release of the shutter in a single simultaneous motion—the simple pressure of one button! This ingenious device greatly increases the versatility of even the most versatile camera, the Exakta, thus making it a faster, more efficient instrument than ever. Zeiss, Steinheil, Schneider, Meyer, Isco—the honor roll of lensdom will be found on the list of manufacturers who have worked with Exakta's experts to evolve the many automatic lenses now available to Exakta owners. Fully automatic diaphragm lenses described on the following pages will fit all models of 35-mm. Exakta and Exa Cameras.

CARL ZEISS JENA BIOTAR f/2.0 WITH AUTOMATIC DIAPHRAGM



For over 90 years the name of Carl Zeiss Jena, has signified the ultimate in optical design and manufacture. High-speed Biotar lenses by Zeiss Jena have been especially prized by photographers ever since they were introduced. Thus the incorporation of an automatic diaphragm and a new mount on the Zeiss Biotar 58-mm., f/2.0 lens has justly been called an epochal event in 35-mm. photography. The Biotar is brilliantly corrected for spherical and chromatic aberration, and is free of coma and astigmatism. The diaphragm of the Automatic Carl Zeiss Jena Biotar lens is operated by a clutch-control sweeping lever which opens to its widest aperture (f/2.0). A single pressure on the release button closes the lens down automatically to the pre-selected aperture and trips the shutter. In addition to the automatic feature, the diaphragm can also be operated manually. Another outstanding feature of this lens is the half stops, which are provided between the regular diaphragm stops (which makes this lens most desirable for color work). The focusing mount has a dual scale with calibrations in feet and meters. The Automatic Carl Zeiss Jena Biotar f/2.0 lens is available with the Exakta Ila Camera with Penta Prism and Rangefinder for **\$399.00**. Separately, the lens is priced at **\$162.80**.

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
	Automatic Biotar 58-mm	F/2.0	1.65 ft.	7	16	6	40°	7½ oz.	2½ inches	Series 7
Automatic Tessar 50-mm	F/2.8	1.65 ft.	7	16	4	45°	6 oz.	2½ inches	Series 7	

CARL ZEISS JENA TESSAR f/2.8 WITH AUTOMATIC DIAPHRAGM

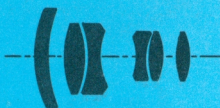


Carl Zeiss Jena, the world's most famous lens manufacturer, recently announced an unusual achievement. The famed 50-mm., f/2.8 Tessar was redesigned, thus creating a significant new eagle eye for your camera. Two new optical glasses, Tief-Flint and Schwer-Kron have been added, therefore making it possible to correct the aberrations (optical faults) of the new f/2.8 Tessar to a much greater degree than the old Tessar, especially the chromatic (color) aberrations that occur in every lens. Definition and color rendition of both black-and-white and color pictures are improved with the new f/2.8 Tessar, making it the preferred standard lens for miniature photography. And with the new Automatic Diaphragm, the Tessar represents one of the greatest optical accomplishments in years. It is available with the Automatic Exakta Ila with Penta Prism and Split-Image Rangefinder for **\$333.00**. Separately, the lens is priced at **\$100**.

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

STEINHEIL AUTO-QUINON f/1.9, WITH AUTOMATIC DIAPHRAGM

The newest objective for single-lens reflex cameras from the renowned house of Steinheil is the widely-hailed 55mm. Auto-Quinon f/1.9, with automatic diaphragm, magnificently suited for the Exakta. Representing in a sense the culmination of a century and a quarter of Steinheil lens engineering, the Auto-Quinon is one of the most interesting and remarkable lenses ever produced. Due to the unusual 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. The iris of the Auto-Quinon is always open at its widest (f/1.9) aperture, and closes down automatically to the pre-set opening when the shutter is snapped. Re-opens automatically to full opening. The automatic control system is contained in a vertical gear-operated transmission lever which operates a trigger device. This device simultaneously releases the shutter. There is also a setting on the lens for manual operation. A depth of field scale is engraved on the mount. The Auto-Quinon is available with the Exakta IIa and Penta Prism and Split-image Range-finder for \$399.00. Separately, the lens is priced at \$169.50.

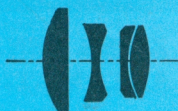


TECHNICAL DATA

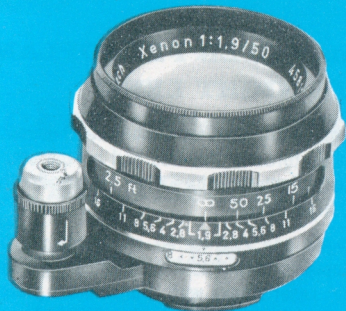
Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	F1/SL
Steinheil Auto-Quinon 55-mm.	F/1.9	1.35 ft.	8	22	6	42°	10½ oz.	2½ inches	ser 7
Automatic Meyer-Primotar 50-mm.	F/3.5	1.75 ft.	6	16	4	45°	6 oz.	2¼ inches	ser 7

MEYER PRIMOTAR f/3.5, WITH AUTOMATIC DIAPHRAGM

Meyer has just introduced its latest product—the new f/3.5, 50-mm. Primotar with automatic diaphragm. This lens is unique, and it has been reported that it will probably open a new era in automatic lenses. This lens has an opening of f/2.8 for viewing and an opening of f/3.5 for picture taking with the automatic diaphragm. The new Primotar with automatic diaphragm consists of four-elements and is in the class with the sharpest objectives for the Exakta. It is highly corrected for color and black-and-white. One of the most unique features of the Primotar's automatic diaphragm is the twin release sockets which permits the lens to be used for close-ups with both Bellows Extensions and Extension Tubes using the automatic feature of the lens. A special cable release is furnished with the lens for this purpose. We invite you to see and inspect this wonderful new lens. You'll be delighted with its smooth and efficiently-performing automatic diaphragm—a mechanical perfection that is unequalled by any similar automatic diaphragm mechanism. The Auto-Primotar is priced at \$79.50.



YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU



AUTOMATIC XENON

F/1.9, 50-MM

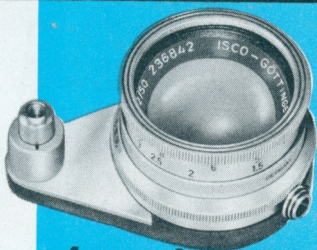
Having concentrated solely on the design and manufacture of fine photographic lenses, Jos. Schneider & Company have always been in the forefront of fine lens developments, as exemplified by their recent contributions to the widely acclaimed and imitated optical designs. Close to five million Schneider-Kreuznach lenses give daily evidence of the favorable attitude toward these objectives by amateurs, professionals and commercial studios alike. Among the best known of these lenses is the Automatic Xenon, f/1.9, 50-mm. lens, so favored by Exakta photographers and other enthusiasts. The razor-keen definition and high speed of this 50-mm. lens offers the photographer a uniquely versatile "eye", with black and white or color film, and especially in situations providing either little or abundant light. Recently re-designed so as to be slightly faster than before, the f/1.9 incorporates the other advantages, which excel in a modern lens. The Xenon is available with the Automatic Exakta Ila with Penta Prism and Split-Image Rangefinder for **\$399.00**. Separately, the lens is priced at **\$169**.

AUTOMATIC WESTAGON

F/2.0, 50-MM.

The Automatic Westagon, produced by the renowned Isco-Gottingen is an objective that has proven itself over and over in unusual or difficult situations. The f/2.0, 50-mm. Automatic Westagon is particularly prized by Exakta owners for its versatility. The added f/2.0 speed affords extra advantages where the light source is dim, or the action is fast, as well as in situations that require extreme speed. Thus, it is often invaluable in interior use and at innumerable types of sporting events. The Automatic Westagon lens features some of the newest developments in lens design.

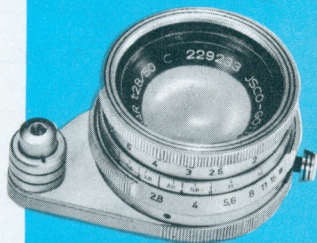
It is excellent for color and provides pictures that are sharp from one edge to the other. It is available with the Exakta Ila camera for **\$339.60**. Separately, the lens is priced at **\$110**.



AUTOMATIC WESTANAR

F/2.8, 50-MM

For the photographer seeking to utilize the new automatic lens developments, here is an excellent standard lens that combines critical sharpness with quality and speed. Also produced by the famed Isco-Gottingen factory, the Automatic Westanar is a four-element lens of 50-mm. focal length with a maximum aperture of f/2.8—speed to spare in all general and specialized photography. It is available with the Exakta Ila with the Penta Prism and Split-image Rangefinder for **\$299.50**. Separately, the lens is priced at **\$69.50**.



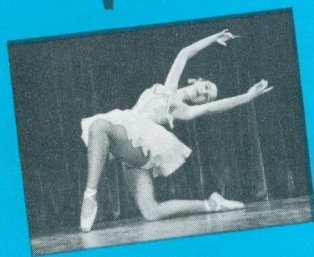
The modern Isco-Gottingen laboratories and factories blend century-old optical skills and crafts with the most up-to-date methods of the age of electronics. Scientists and engineers are busily engaged in computing spectacular optical combinations, and in this way are able to resolve even the most challenging and complex problems with Isco's automatic lenses.

ISCO GOTTINGEN

Isco's automatic lenses affords the Exakta owner of professional caliber or aspirations a lens with a wide margin of extra speed for specialized or general photography. The speed, quality and critical definition of Isco lenses has attracted notice in many camera magazines and newspapers, as well as favor with Exakta owners. An Isco lens can well be one of the most valued tools in the photographer's arsenal, in his endeavor for ever greater perfection in the photo arts.

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
Schneider Xenon 50-mm.	F/1.9	2.5 ft.	7	16	6	45°	6 oz.	2 1/4 inches	series 6
Automatic Westagon 50-mm.	F/2.0	3.5 ft.	7	16	6	45°	10 oz.	1 1/4 inches	series 6
Automatic Westanar 50-mm.	F/2.8	3.5 ft.	7	16	6	45°	10 oz.	1 1/4 inches	series 6



F/1.9 75-mm MEYER PRIMOPLAN "THE NIGHT LENS"

The Exakta photographer's need for a really fast, dependable lens to take pictures in theatres and on the stage resulted in the optical marvel, the F/1.9, 75-mm. Primoplan, called the "Night Lens".

Specified by Ihagee and engineered and produced by Meyer, the Primoplan's remarkable light-gathering qualities and excellent results have won it unanimous praise from Exakta photographers. The Primoplan "Night Lens" which is often seen at theater events, always performs with superb speed and dependability. In circumstances where flash may not be permitted or practicable, as you would find during a theater performance, Exakta photographers have demonstrated that the Primoplan "Night Lens" is an objective of unusual capability and proved reliability.

Perhaps no other lens has so brilliantly captured the myriad excitement of the world of greasepaint and glamour—at the legitimate theatre, ballet, opera, musical comedy, concert stage, or any other type of absorbing entertainment. This accounts for the fact that the reliable Primoplan "Night Lens", the objective that is perfectly suited for dimly-lit photographic situations of all kinds, is one of the most valued by Exakta photographers.

\$135.00

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
Meyer Primoplan 75-mm.	F/1.9	3.3 ft.	8	22	5	33°	10 oz.	2 1/4 inches	ser 7
Meyer Primotar 80-mm.	F/3.5	3.3 ft.	9	22	4	31 1/2°	13 oz.	3 1/4 inches	ser 7



F/3.5 80-mm MEYER PRIMOTAR

The F/3.5, 80-mm Meyer Primotar lens is widely used by experienced photographers for portraiture. Its optical characteristics and desirable focal length have made the Primotar outstandingly successful in the field of portrait photography. With the Primotar, the creative Exakta photographer can stay at a comfortable distance and fill the film frame with the subject's head and shoulders, fully assured of maintaining perfect perspective and pleasing realistic relationship of all features. And, benefiting by the desired distance between them, the subject and the photographer are more relaxed and natural, thus immeasurably adding to a more natural and distinctive portrait. The advantages of the Primotar's optical system—its superior color correction and excellent resolving power, as well as its remarkable depth of field makes the Primotar the ideal lens for portrait photography....**\$69.50**

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

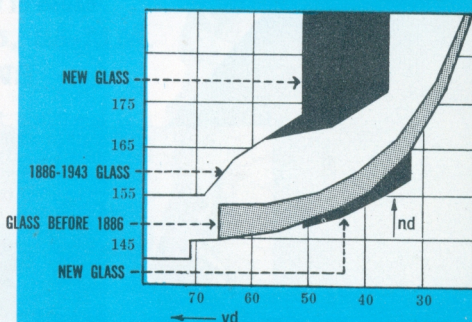
CARL ZEISS JENA F/2.8, TESSAR 80-MM. LENS

The F/2.8, 80-mm. Carl Zeiss Jena Tessar lens with preset diaphragm is a notable example of why the Tessar is called "the greatest name in lenses". Outstanding for sharpness, brilliance and contrast, the 80-mm. Zeiss Tessar lens has earned the admiration of creative photographers everywhere, especially in the field of portrait photography. Sensitive expressions, individual mannerisms, all-important highlights, glamour portraits of women—all tell their story photographically and reassuringly on film when taken with the 80-mm. Zeiss Tessar lens.

In natural light portraiture with the 80-mm. Zeiss Tessar, the photographer can easily capture all the character of a face without any distortion due to perspective. Because of the Tessar's desirable 80-mm. focal length, subjects closer to the camera do not enlarge out of proportion, thus the photographer can easily fill the film frame with a salon-quality portrait by working at a distance that permits the subject to relax for comfort and lack of self-consciousness. And, with the addition of two new optical glasses, Tief-Flint and Schwer-Kron, the definition of color and black and white pictures with the 80-mm. Tessar are greatly improved. The Carl Zeiss Jena F/2.8, 80-mm. Tessar lens with preset diaphragm is handsomely finished in chrome mount, and is priced at.....**\$79.50**



DIAGRAM CHARTS IMPROVEMENT IN TESSAR GLASS



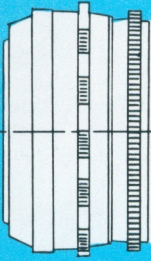
TECHNICAL DATA

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
Zeiss Jena Tessar 80-mm.	F/2.8	3.3 ft.	7	16	4	30.5°	13 oz.	3 1/8 inches	series 7

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

Wide Angle Lenses...

Wide angle lenses are essential for taking pictures in narrow quarters as in galleries, museums, and staterooms aboard trains and ships. They are also used for landscape photography where a broad field of view is required, and for architectural photography; in fact, a wide angle lens must be used wherever the photographer is faced with the problem of taking pictures of interiors or large groups, where the distance from the subject to camera is restricted because of the lack of space to move backwards.



CARL ZEISS JENA f/2.8, 35-MM. FLEKTOGON WIDE ANGLE LENS WITH AUTOMATIC DIAPHRAGM

Carl Zeiss Jena is introducing the new F/2.8, 35mm. Flektogon, the first wide angle lens with automatic diaphragm for 35mm. photography. Especially computed for the Exakta this six-element objective is the result of the latest, up to the minute developments in lens engineering and production. Employing the newest type of glass recently made available, the Flektogon is reported to render the highest degree of correction. The clarity of images, the sharpness of detail, the great depth of field and the virtual elimination of distortion and aberration makes the Flektogon a new star on the Zeiss stage of dependable and reliable objectives for photography. Yielding a superb 64 degree angle of view and a remarkable even-illumination of the entire image area, the Flektogon is magnificently suited for color photography with the Exakta. The automatic Carl Zeiss Jena Flektogon wide angle lens is operated by clutch-control sweeping lever which opens the diaphragm to its widest aperture (F/2.8). A single pressure of the release button closes the lens automatically to the pre-selected aperture and trips the shutter. In addition to the automatic feature the Flektogon can also be operated manually. The diaphragm stops down to F16. Half stops are also provided between some of the regular diaphragm stops making this lens most desirable for color work. The focusing mount has a dual scale and is calibrated in feet and meters and focuses to approximately 1.15 feet. An engraved depth of field scale is engraved on the lens mount. The Carl Zeiss Jena Flektogon wide angle lens is priced at \$149.50.

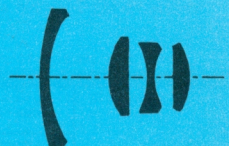


TECHNICAL DATA	Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
	Carl Zeiss Jena Flektogon 35mm.	F/2.8	1.15 ft.	8	16	6	64°	7 oz.	2 1/4 inches	8 ser
Meyer Primagon 35mm.	F/4.5	1.4 ft.	6	22	4	64°	6 oz.	2 1/4 inches	8 ser	

MEYER PRIMAGON f/4.5, 35-MM. WIDE ANGLE LENS

The 35mm., f/4.5 Meyer Primagon with preset diaphragm is a new wide angle lens which is meeting with high praise from Exakta photographers. Consisting of four-elements, the Primagon is ideal for indoor work as well as for outdoor in both color and black and white. Designed for the photographer who does not require a high-speed wide angle, the Primagon is unusually sharp, producing results that are typically professional everytime. Having a 64 degree angle of view, the Primagon is indispensable for shooting pictures in narrow areas and for covering large areas that are beyond the ability of lenses of normal angle to record.

The Primagon is highly corrected, offering wonderful detail, brilliance and contrast in color and black and white photography. It is coated and color corrected, and has a depth of field scale engraved on the new light weight satin chrome mount.....\$59.50



YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

ANGENIEUX 28MM AND 35MM RETROFOCUS WIDE ANGLE LENSES

From the world-famous laboratories of French lens-maker Pierre Angenieux have come two wide angle lenses for the Exakta which have startled the photographic world. These lenses are of an entirely new type, which makes them unique in the field of photography. All the postwar advances in lens-design and construction have been built into these Angenieux lenses with amazing results. You can virtually see the difference in your pictures when you use an Angenieux Retrofocus lens!

Their high speed and even distribution of light over the entire field makes Retrofocus lenses especially suited for color photography. Loss of light at the edges of the picture is non-existent. All aberrations are fully corrected and the pictures are remarkably clear!

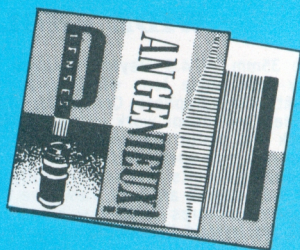
Extreme wide-angle coverage, a valuable asset to the miniature camera user may be obtained with either of the Retrofocus lenses. Both lenses will cover a huge area. The 28-mm Retrofocus lens has an angle of view of 74°. The 35-mm Angenieux Retrofocus lens has an angle of view of 64°. Even when focused upon a near object, the depth of field is extreme with both Retrofocus lenses. The black light-weight Retrofocus mount has duplicate diaphragm stops and distance scales on both sides engraved in white to simplify adjustments.

28-mm, f/3.5 Retrofocus Wide Angle Lens,
Preset \$120.00

35-mm, f/2.8 Retrofocus Wide Angle Lens,
Preset 99.50



YOURS free FOR THE ASKING



New brochure on complete line
of Angenieux Lenses for Exakta

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
		Angenieux Retrofocus 28-mm.	F/3.5	2 ft.	7	22	6	75°	12 oz.	2 3/4 inches
	Angenieux Retrofocus 35-mm.	F/2.8	3 ft.	7	22	6	63°	11 oz.	2 3/4 inches	seri 8



EXAKTA STEREO UNIT...

NOW FOR CLOSE-UPS

Carl Zeiss and Ihagee joined forces to produce the Exakta Stereo Unit, and as one might expect, this new Stereo Unit is unique. It permits Exakta owners to preview their stereo pictures in 3-dimensions before taking them. The Exakta photographer sees the picture in full depth, exactly as it will appear on film. A large, life-like, three dimensional image appears on the ground-glass. Composition and complete control of foreground and background, rest completely in the photographer's hands to an extent never before realized in three-dimensional photography.

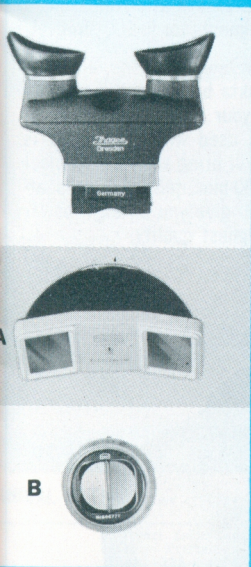
Stereo and standard pictures can be taken on the same roll of film at the photographer's convenience with absolutely no possibility of losing a frame while changing from one type of photography to the other.

In a manner as simple as remarkable, the Exakta Stereo Device, either A or B is attached to a 50mm. f/3.5 or 50mm. f/2.8 Carl Zeiss Jena Tessar lens on the Exakta camera. Stereo Prism Device A is used for taking 3-D pictures from 6 feet to infinity. Stereo Prism Device B is used for taking 3-D pictures from 6 inches to 6 feet. The Binocular Viewfinder, with its matched and coated optics, slips into the position normally occupied by the Penta Prism or waist-level viewfinder, and records all changes in focusing and composition.

The processed stereo pairs (transparencies) are contained in a standard 24x36 mm frame—each measuring 24x18 mm, and can be viewed with a Stereo Viewer.

Exakta photographers interested in pictures of flowers and insects, portraits, macrophotography and microphotography, medical, dental and scientific photography will find Exakta 3-D Stereo pictures exciting, realistic and full of pleasure.

Stereo Device A	\$139.95
Stereo Device B	103.50
Stereo Binocular Viewfinder (3-Dimensional)	59.50



YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

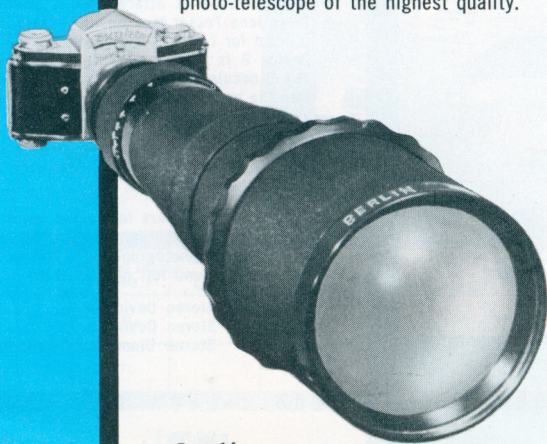
YOUR EXAKTA AS A TELESCOPE

As an Exakta owner you are well aware of the versatility of your unique instrument. But until you have experienced the great variety of thrills in store from the moment you attach one of the many telephoto lenses to your Exakta, then you have not fully realized 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 telescope—a telescope that gives you long-range viewing with high magnification—a telescope that not only gives you a clear, close-up view of distant scenes—but one that can precisely, permanently record on film exactly what has been revealed in your Exakta viewfinder. What marvelous powers the Exakta with telephoto lens endows you with! Permitting you to remain unseen yourself, it can bring up for astonishingly close scrutiny, people going about their uninhibited, natural ways, sports and nature, unveiled before your camera.

The miracle of Exakta telephoto photography thus gifts you with what is in effect a super-telescopic vision, with the seeming ability to see through the very walls, into woods and into mountains. And the merest pressure on your Exakta shutter release can capture those precious moments for you . . . forever.

Of course, with each new telephoto lens, attached to your camera, your Exakta becomes still another far-seeing telescope in your hands. As the focal length of each new lens used with the Exakta is increased, the closer it will bring you to the object of your inspection. A 400-mm. telephoto lens attached to your Exakta will give you an eight-power photo-telescope of the highest quality.





THE F/4.0, 135-MM CARL ZEISS JENA TRIOTAR LENS

The Carl Zeiss Jena Triotar is a superb general purpose telephoto lens. It is the ideal lens for candid, nature, sports and field photography. It provides a full 2.7x magnification, compared with the standard 50-mm focal length lens, combined with resolution, brilliance of image, and definition even at maximum aperture which approach the limits of optical engineering for a lens of this type. Its resolving power will enable you to make giant-sized blow-ups of tiny parts of your negative. In nature and field photography, as well as sports, it will permit you to follow every movement your subject makes with complete ease and with absolutely no limitations, photographing every change in expression or pace in your subject. Its corrections for both color and black-and-white film insure ultra-sharp negatives right up to the very edges of the frame. The Triotar has a pre-set diaphragm mechanism and a polished satin-chrome lens mount with engraved distance and depth of field scales. No matter how it is used, the Carl Zeiss Jena Triotar will easily acclaim itself as a very dependable telephoto for your long-distance photography with the Exakta\$85.00



Queen Elizabeth

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
	Carl Zeiss Jena Triotar 135-mm.	F/4	4 ft.	9	22	3	18°	16 oz.	6 inches	series 7

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

STEINHEIL QUINAR TELEPHOTO LENSES

135-mm., F/2.8 with Fully Automatic Diaphragm

200-mm., F/4.5 with Preset Diaphragm

Steinheil Quinar telephoto lenses on your Exakta will become a revelation for you. Leaping all barriers, you shun dividing space and capture flutters of colors, recording on film the brilliance and brightness in dramatic and landscape scenes before your eyes.

True color fidelity is built into these gems of the lensmaker's art. Coated and with a five-element system, each lens insures true representation on film of the scene, whether it be an athletic event, the view of a child amidst a field of flowers, a distant mountain panorama. All are yours with telephoto photography utilizing Steinheil Quinar Telephoto lenses custom made for your Exakta.

Speed is yours too. For the Quinars are fast lenses of superior design which embody fine details of precision craftsmanship that are appreciated by the photographic connoisseur.

The 135mm., F/2.8 Quinar Telephoto has a fully automatic diaphragm which is always open at its widest (f/2.8) aperture. It closes down automatically to the preselected opening when the trigger release is depressed. Reopens automatically to full opening. The lightweight mount is satin-finished and includes a clearly-engraved depth of field scale.

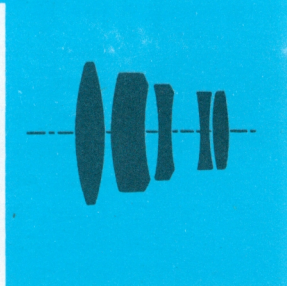
The 200mm., F/4.5 Quinar Telephoto has a preset diaphragm mechanism and stops down to F/32. The lightweight mount is beautifully satin-finished and has an engraved depth of field scale.

f/2.8., 135mm. Steinheil Quinar Telephoto w/fully automatic diaphragm, including leather carrying case and sunshade.....**\$189.50**

f/4.5, 200mm. Steinheil Quinar Telephoto w/preset diaphragm, including leather carrying case and sunshade **149.50**

TECHNICAL DATA

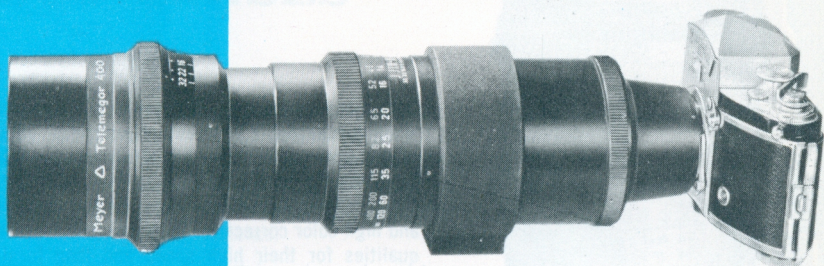
Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Steinheil Quinar 135-mm.	F/2.8	3.3 ft.	8	32	5	18°	24 oz.	5 1/4 inches	series 7
Steinheil Quinar 200-mm.	F/4.5	7 ft.	7	32	5	12°	24 oz.	5 1/2 inches	series 7





BRING
FAR SUBJECTS NEAR
WITH A

MEYER GOERLITZ 400 TELE-MEGOR



100-mm.

150-mm.

180-mm.

250-mm.

300-mm.

400-mm.

Meyer's telephoto lenses range in focal length from 100 to 400-mm. The giant of them all is the magnificent 400-mm., f/5.5 Tele-Megor. With the 400 on your Exakta, you can "see" and photograph a subject across a park, an arena from a grandstand, a bird's nest from the ground, a mountain from miles away or a parade over the heads of crowds. The 400 gives you the famous Meyer quality, the product of outstanding scientists who have labored for years in the world-renowned Goerlitz laboratories to develop special lenses for the Exakta, lenses that would record any subject with the accuracy and sharpness this great camera deserves. Meyer is proud of its lenses and proud to have them on the Exakta. Meyer also is proud to offer this exceptional 400-mm. lens, available at your dealer, at \$199.50. A complete range of Hugo Meyer telephoto lenses available for the Exakta camera, and listed below.

- f/2.8, 100-mm. Hugo Meyer Goerlitz Trioplan.....\$ 75.00
- f/5.5, 150-mm. Hugo Meyer Goerlitz Tele-Megor..... 55.95
- f/5.5, 180-mm. Hugo Meyer Goerlitz Tele-Megor..... 82.95
- f/5.5, 250-mm. Hugo Meyer Goerlitz Tele-Megor..... 132.15
- f/4.5, 300-mm. Hugo Meyer Goerlitz Tele-Megor..... 199.50
- f/5.5, 400-mm. Hugo Meyer Goerlitz Tele-Megor..... 199.50

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
Trioplan 100mm.	F/2.8	3 3/4 ft.	7	22	3	22°	10 oz.	4 1/4 inches	series 7
Tele-Megor 150mm.	F/5.5	8.2 ft.	5	22	4	16°	7 1/4 oz.	4 1/4 inches	series 6
Tele-Megor 180mm.	F/5.5	8.5 ft.	5	22	4	13 1/2°	10 oz.	5 1/4 inches	series 7
Tele-Megor 250mm.	F/5.5	11 ft.	5	22	4	10°	21 oz.	8 inches	series 8
Tele-Megor 300mm.	F/4.5	11 ft.	6	22	4	8 1/2°	4 lbs.	10 inches	series 9
Tele-Megor 400mm.	F/5.5	20 ft.	6	32	4	6°	4 lbs.	12 1/2 inches	series 9

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

MEYER PRIMOTAR TELE



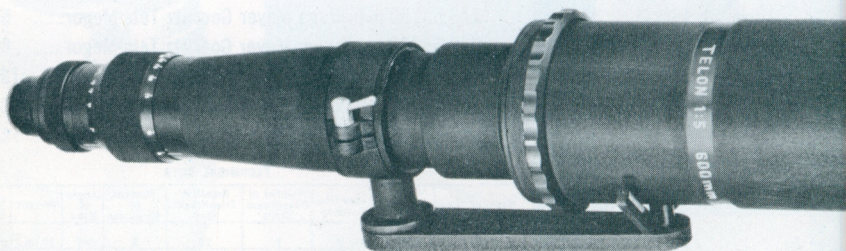
Fast speed photography of far-away subjects is a problem when the available light is not sufficient. To solve this photographic task, Meyer has created two new fast-speed telephoto lenses for the Exakta—the f/3.5, 135-mm and 180-mm Primotars. Combining excellent resolving power and high color correction, the Primotars possess unusual qualities for their high speed and long focal lengths. Negatives sharp enough for huge blow-ups and salon quality prints with maximum fidelity of color correction are virtually assured with these new Meyer optical masterpieces.



TECHNICAL DATA

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops
Primotar 135-mm.	F/3.5	5.2 ft.	9
Primotar 180-mm.	F/3.5	7.2 ft.	9

TEWE LENSES



TECHNICAL DATA:	angle of view	focusing from	smallest diaphragm stop	overall length incl. sunshade	weight
300-mm., f/3.5 Telagon	8°	10 feet to inf.	22	17 inches	5¼ lbs.
400-mm., f/4.5 Telagon	6°	15 feet to inf.	22	20 inches	7 lbs.
500-mm., f/5.0 Telagon	5°	23 feet to inf.	32	26 inches	11 lbs. 3 oz.
800-mm., f/6.3 Telon	3°	67 feet to inf.	44	38 inches	14 lbs. 4 oz.

AR

PHOTO LENSES

When compared with the standard 50-mm focal length lens, the 135-mm Meyer Primotar lens provides a full 2.7x magnification; the 180-mm Primotar likewise provides a 3.6x magnification. Primotar telephoto lenses have distinguished chrome mounts which are impressive both in appearance and performance.

Primotar lenses will be of great importance to photographers who require large aperture, telephoto lenses for color, and for dimly lit, distance subjects and action pictures.

F/3.5, 135-mm Hugo Meyer Goerlitz Primotar.....**\$89.50**
 F/3.5, 180-mm Hugo Meyer Goerlitz Primotar.....**115.00**

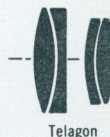
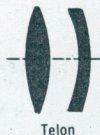


Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
22	4	18°	16 oz.	5 inches	series 7
22	4	13°	29 oz.	7 1/4 inches	series 8

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

Tewe, of Berlin, one of the most famous names in long-range astronomical and telephoto objectives, has designed his outstanding two-element Telon and four-element Telagon lenses especially for the Exakta. Tewe lenses are reliable long-distance objectives which surpass the highest optical standards for weather and general climatic and atmospheric conditions. The unusual qualities of Tewe lenses assure exceptional light intensity, remarkable brilliance and needle-sharp, critical definition. They meet the most critical demands of long-distance photography—including mountain, bird, animal and other types of nature photography.

300-mm, F/3.5 Telagon **\$360.00**
 400-mm, F/4.5 Telagon **360.00**
 500-mm, F/5.0 Telagon **450.00**
 800-mm, F/6.3 Telon **750.00**





new... **AUTOMATIC EXA**



The Automatic Exa is one of the world's most prized cameras. It gives you the advantages of 35-mm. automatic single reflex photography. A streamlined version of the Exakta, the Exa is a marvel of 35-mm. precision miniature engineering which has become one of the most sought-after additions to the working shelf of the most critical camera fan. Measuring only 5"x3½"x2", the Exa is small, and can be put into your pocket. The Exa is so designed that most Exakta equipment is interchangeable with its own. 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.

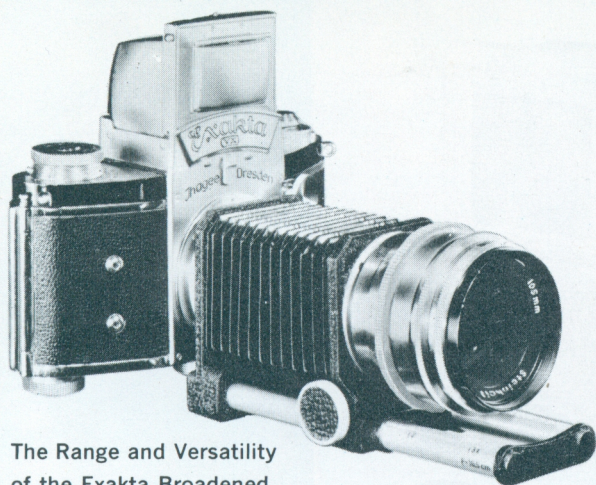
With its single reflex design, the Exa provides you with a preview of the exact, true picture that your film will record as seen in the viewfinder. As thousands upon thousands have discovered, the Exa is one of the mightiest little giants in all photodom.

Exa with Penta Prism and Split-image Rangefinder and 50-mm., f/2.8 Isco Westanar lens with Automatic Diaphragm **\$165.00**

Exa with waist level reflex finder and 50-mm., f/2.9 Meritar lens with Preset Diaphragm **\$79.50**

Exa camera, body only, with waist-level reflex finder **\$59.50**

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU



The Range and Versatility
of the Exakta Broadened
With New Continuous Focusing Unit . . .

EXAKTA BELLOWS EXTENSION

The ability of the human eye to shift its focus, in a split second, from the palm of your hand to an object a few feet away is duplicated in your Exakta when it is equipped with the amazing Bellows Extension. With this simple bellows extension and lens attached to your camera, an incredible range of focus is yours. You can focus with needle sharpness from infinity down to 9 inches with nothing more than the turn of a single knob. Telephoto photography, hyperclose-ups, and everything in between are yours without changing, adding, or interchanging equipment.

This newest advancement in single lens photography aims at adding to the already fabulous versatility and range of your Exakta.

The Exakta Bellows Extension pictured here consists of a bellows extension and a special short barrel coated Steinheil f/4.5, 105-mm lens with click stops. The Extension Bellows is priced at \$34.50. The Steinheil lens with Exakta adapter for bellows extension is \$31.50.

NEW EYEPIECE FOR PENTA PRISM

New Eyepiece for Exakta eliminates disturbing side glare when Penta Prism Viewfinder is used. Eyepiece rotates. Can be used with both left and right eye. Photographers who wear glasses can have a correction lens corresponding to their prescription inserted into Eyepiece, thus eliminating the need for glasses when focusing.

\$5.50



GIANT RELEASE KNOB

For easy, non-shake shutter release. Can be used on all Exakta and Exa cameras . . . \$1.25



REWIND LEVER

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





THE 2¼ x 2¼-INCH EXAKTA 66

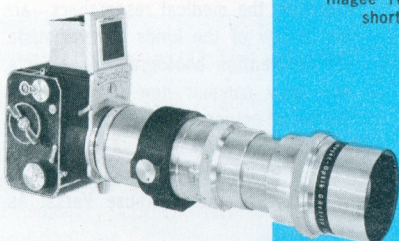
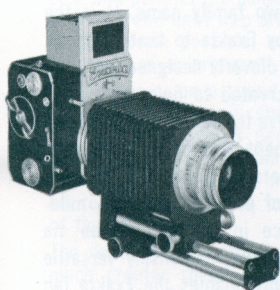
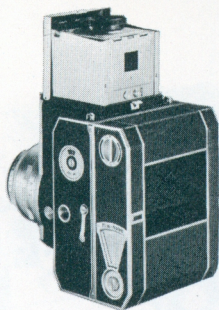
Photographers prefer the Exakta 66 because of its versatility, large film size, and ability to render perfect results no matter what the assignment. The single lens reflex principle insures complete elimination of parallax at all times, and provides a brilliant ground-glass image. Control over depth-of-field is always in the hands of the photographer who can choose his area of sharp focus by visual observation and with absolute precision. The ground-glass image, large and life-like, eliminates completely squinting and eye-strain, makes picture-taking comfortable and allows the photographer to concentrate on his subject.

The large negative size, 2¼ x 2¼ inches (6 x 6 cm), provides the advantage of grain-free enlargements up to 16 x 20 inches and beyond. This, combined with a sharp-cutting lens, insures superlative definition which will easily surpass the most critical standards.

Standard lens equipment is the matchless f/2.8 Carl Zeiss Jena Tessar 80-mm lens with pre-set diaphragm, focusing range from 3 feet to infinity, and stops down to f/22. Viewing is through the lens at all times. You see precisely what you get with focusing at maximum aperture, shooting at any pre-determined aperture with a simple twist of the wrist. The built-in magnifier further insures absolute critical focusing. In addition, the snap-up folding viewfinder is combined with an eye-level sportsfinder for complete follow-focus versatility when your subject is in motion.

The "66" offers the unique Exakta range of shutter speeds, including 1/1000, 1/500, 1/250, 1/150, 1/100, 1/50, 1/25, 1/5, and 1/2 second, plus 1, 2, 3, 4, 5, 6, 7, 8, 9, 11 and 12 seconds along with Bulb and Time settings. A self-timer, which operates at both fast and slow speeds, is also built-in.

Popular 120 rollfilm, available anywhere, is used either color or black-and-white, to provide twelve 2¼ inch square pictures. Film wind is linked with shutter cocking, for swift and efficient picture-taking, as well as double exposure prevention, although provision is made for intentional double exposures. In the back of the body 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 wind the film 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 right side of the camera body, and features a special safety lock to prevent accidental tripping.

Telephoto lenses all interchangeable in split-seconds with the fool-proof Exakta bayonet mount, are now offered. Focal lengths range from 135mm to 400mm. No extra viewfinders are ever needed, since each lens provides through the lens viewing with all its attendant advantages.

Close-up work with the Exakta "66" 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.

The "66" is fully synchronized for both regular and electronic flash. A single, foolproof outlet at the left, top side of the camera is used for all flash connections. Synchronization delay time is completely adjustable from 0 to a full delay of 20 milliseconds.

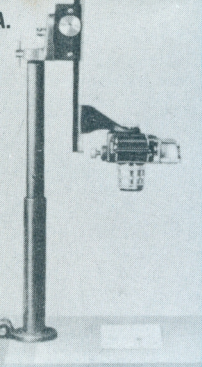
Designed to fit into your hand and especially balanced for handling, the Exakta "66" is 5½ inches high, 4½ inches deep and 4½ inches wide (without its lens). All operating mechanisms are conveniently located on the right side of the camera body.

Additional features: a film-notes device, loops for neck-strap and tripod sockets on both bottom and side.

Exakta 66 (2¼x2¼) with f/2.8, 80mm. Zeiss Tessar lens, with pre-set diaphragm	\$319.50
Leather carrying case for Exakta 66.....	19.50
Flashgun for Exakta 66 (B.C. Capacitor).....	15.50
f/3.5, 135mm. Hugo Meyer Goerlitz Primotar Telephoto lens, pre-set diaphragm	99.50
f/3.5, 180mm. Hugo Meyer Goerlitz Primotar Telephoto lens, pre-set diaphragm	149.50
f/5.5, 400mm. Hugo Meyer Goerlitz Tele-Megor Telephoto lens, pre-set diaphragm.....	199.50
Versal Assembly, Complete Outfit.....	177.50
(For Versal, Parts only, see page 31)	
Bellows Extension for Exakta 66.....	89.50
Ihagee Set of Extension Tubes with Adapters.....	46.00
Ihagee Two-in-one adapter for Exakta 66—for extremely short extension	21.00

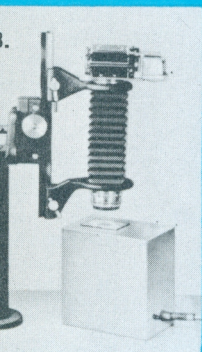


YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU



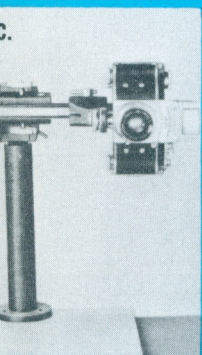
Arrangement used for copying books, documents, or other materials.

This setup consists of ① ② ④



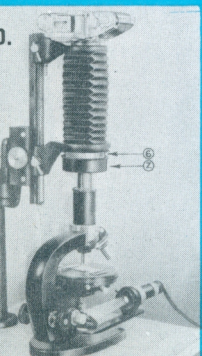
Setup recommended for making magnified copies.

This setup consists of ① ② ③



Sliding rail arrangement for vertical-format pictures and for making stereo (three-dimensional) shots.

This setup consists of ① ② ④



Setup for photomicrography.

This setup consists of ① ② ③ ⑥

THE VERSAL* ...

ingenious

multi-use unit

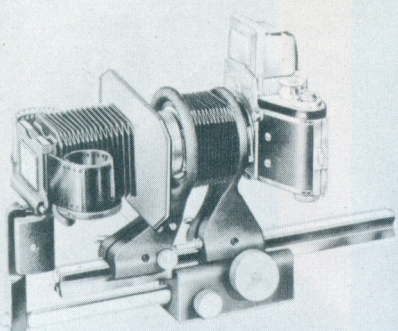
for the

Exakta

To genuine camera enthusiasts, Versal* is a well-known family name. It is the name given by Exakta to that compact, co-ordinated, cleverly designed family of accessories created to help the Exakta devotee achieve the fullest potentialities of his instrument. Whether exploring the amazing universe contained in a single drop of rain or probing the sheer, mile-deep precipice in a great canyon via telephoto lens, the immensely versatile Versal Assembly enables the Exakta fan to perform virtual miracles of varied photography.

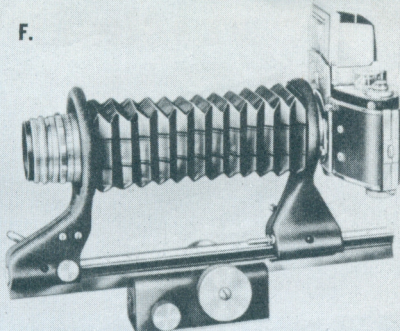
The explorers of nature, the industrial engineer, the medical researchers—are just a few of the kinds of specialists, not to mention photography hobbyists, who daily conquer new frontiers with the Versal-equipped Exakta. For the serious Exakta practitioner, a whole new world of photo-exploration is opened up, by means of the multi-use Versal Assembly.

*In Germany it is called "Vielzweck".



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

This setup consists of ② ③ ⑤



F.

Bellows unit for hyperclose-up photography and portraiture.

This setup consists of ② ③

In essence, the Versal consists of several basic, co-ordinated units, each intended to increase the value and scope of the Exakta. Precision-made, they can be used separately, of course, or in many different combinations with the Exakta. There are the wooden baseboard with metal post; a bellows and rack unit and a special transparency duplicating unit. Through the baseboard-with-post unit setup, the copying of book pages, artwork, legal and other documents is easy. Bellows use is optional here. Still Stereography is made swift and professional via the sliding arm that mounts on the post and permits the camera to move sideways as much as 430-mm. When the bellows-rack unit and light trap are secured to the post, whole new techniques of photomicrography become possible; a single adjustment of the bellows allows instant change in the scale of enlargement.

Used alone or on a tripod with the Exakta, the bellows-rack unit provides the photographer with a magnificent instrument for extra-close work and for unobtrusive portraiture. (The bellows permits a continuous extension of from 35-mm. to 220-mm. and has a measuring scale marked for every 20-mm). In addition, for fast speed shots, the camera can be held in the hand, with the bellows attached. Should more extension be required, extension tubes may be added between the lens and the front part of the bellows.

The duplicating of all kinds of transparencies becomes a process of assured fidelity, much greater speed and markedly simpler operation, with the Versal Transparency Copying Attachment.

In short, the Versal Assembly adds an incalculable new range of rich possibilities for the Exakta owner, whose instrument is already outstanding for versatility in the field of 35-mm. photography.

Versal Assembly [and Components]

① Baseboard Metal Post Arrangement	\$50.00
② Sliding Arm with Calibrated Scale	30.00
③ Bellows Extension	35.00
④ Rotating Angle Bracket Assembly	20.00
⑤ Transparency Copying Attachment	35.00
⑥ Light-trap Tube for Photomicrography	7.50

Versal Assembly, Complete Outfit.....\$177.50

Versal Assembly can be purchased as a complete unit or in individual parts.

please note :

Setup in picture D includes a light-trap tube for Photomicrography ⑥ and a special light shield tube ②. The light-trap tube ⑥ is available from us. The special light shield tube ② is available only from the manufacturer of your microscope.

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

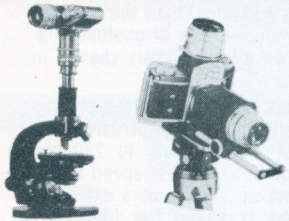
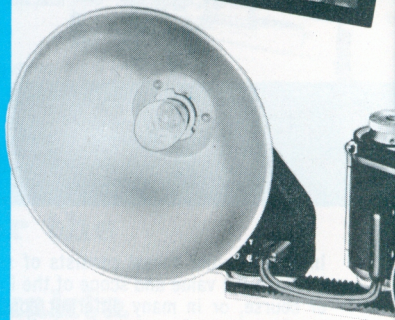
B. C. FLASHGUN

With the care and attention to details which typify the design and manufacture of all Exakta accessories, the Exakta B.C. (battery capacitor) Flashgun has been precision engineered to the needs and requirements of the Exakta. Because of this, there are no lost shots, no flashbulb failures, no shorts. It synchronizes with the Exakta shutter on all speeds. No wonder the Exakta B.C. Flashgun is so popular with Exakta photographers!

Compact in design, it features a highly polished reflector just a bit higher than the camera itself, and a battery case no larger than a kingsize pack of cigarettes. Maximum durability is assured.

Attached snugly to the tripod socket of the Exakta by means of an aluminum bracket, the B.C. Flashgun features an outlet for extension flash and an approved cord which plugs into the flash sockets of the Exakta; features a safe, direct, bulb ejector. Utilizing inexpensive small-sized bulbs, the Exakta B.C. Flashgun provides balanced, controlled lighting required to secure excellent pictures. Similar model is also available for Exa.

Exakta B.C. Flashgun.....\$15.50
 Extension Flash Unit 6.95

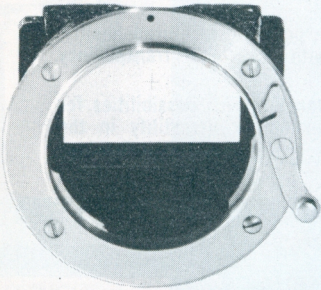


MAGNEAR LENS VIEWFINDER

The Magnear is a scientific viewfinder perfected by Ihagee for the Exakta. It is interchangeable with the penta prism and waist-level finders and is especially valuable for close-up photography and photomicrography. The Magnear has a bayonet mount at one end that accepts an Exakta lens. At the other end is a focusing glass, available ground or clear. When using the Magnear, the Exakta picture-taking lens serves as a distortion free magnifier because it has been highly corrected and is free from all optical aberrations and color fringing which inevitably occurs in a simple uncorrected magnifier. A standard 50-mm lens when used with the Magnear renders a 5x magnification. The Magnear is used in conjunction with the picture taking lens of the camera and employs this lens as a magnifier through which the image may be critically examined and focused. The lens is set at infinity.

All normal and special ground or clear focusing glasses may be used in the Magnear. With a partially or fully clear focusing glass, the image is easily and quickly visible. Normal or long-focus lenses used with the Magnear permit one to examine the whole screen area, whereas with a 40-mm lens the range of vision is somewhat limited so that only the middle part of the image is seen. Additional magnifications can be obtained when holding the Zeiss Jena Tellup Telescopic Magnifier over the Magnear as a supplementary focusing device. The Tellup renders a 2.5 times magnification. The total magnification results from multiplying the lens magnification with that of the Tellup (2.5) Telescopic Magnifier.

Magnear with ground glass.....\$21.00
 Magnear (ground glass) with 50mm, f/3.5
 Zeiss Tessar 59.50
 Ground glass with clear center spot and
 hairline cross 16.00
 Zeiss Tellup Telescopic Magnifier (for additional
 magnification) 18.00

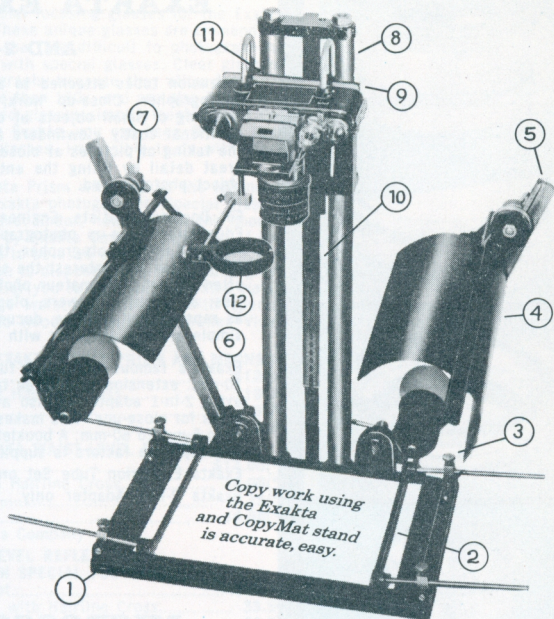


MAGNIFICATION TABLE

MAGNEAR PLUS LENS	
Magnear plus 40mm focal length lens.....	7.0 times
Magnear plus 50mm focal length lens.....	5.4 times
Magnear plus 58mm focal length lens.....	4.9 times
Magnear plus 75mm focal length lens.....	3.8 times
Magnear plus 100mm focal length lens.....	2.8 times
Magnear plus 135mm focal length lens.....	2.1 times

WITH ZEISS JENA TELLUP ADDED	
with Tellup.....	17.5 times
with Tellup.....	13.5 times
with Tellup.....	12.3 times
with Tellup.....	9.5 times
with Tellup.....	7.0 times
with Tellup.....	5.3 times

THE COPYMAT



Imported, precision copy and lighting unit. Ideal for use in the • home • laboratory • office • class room • library. The CopyMat conveniently facilitates the copying of drawings, photographs, books and documents, as well as the taking of macrophotographs (photographs of small objects, e.g., coins, jewelry, biological specimens and machine parts). The CopyMat was designed according to the principles of the optical bench by outstanding specialists in the field of miniature photography and is the product of the latest achievements in engineering and photography.

BASE—A solid diecast metal base (1) covered by 8½x13-inch opaque plyboard provides a rigid foundation, essential for copying. On each side of the base are adjustable metal copy holders (2), with spring aligned setting knobs, which provide the most accurate position for the objects to be photographed.

LIGHTING SYSTEM—Four household bulbs, two on each side, furnish proper illumination for the subject. The bulbs are recessed below two cylindrically curved, adjustable reflectors (4) with silvered inside surfaces. The lighting system is divided in two individual sections. Each of the sections of the lighting system is set on a "T" shape master arm of duraluminum (5). By means of two setting levers (6), these arms can be rotated and are adjustable to any position from 45° to 90°. By loosening the wing-nut (7) the lighting sections can also be raised or lowered on the duraluminum arms in monorail fashion. The CopyMat's unique arrangement is your assurance of maximum light efficiency for all copying contingencies.

CAMERA SYSTEM—Two 22" high*, rigid-parallel steel pillars (8) are set into the horizontal diecast base. The camera is attached to an elevator (9) and can be set at any height. To facilitate calculation of the desired proportion of the copy, a scale calibrated in millimeters (10), is situated between the pillars. At any time, should it be necessary to duplicate copy work in exactly the same size, the elevator is simply adjusted to the previous scale setting. The camera can be adjusted to any horizontal or diagonal position on any one of five individual camera retaining openings which work in conjunction with two guide posts (11) that firmly support the camera and hold it firmly in the desired position. A holder (12) for filters and supplementary lenses swings in and out of position on a pendulum base. This permits the instantaneous change of filters which the operator can select depending upon film used and work to be accomplished. Color enthusiasts will find this unit very useful.

COPYMAT, OPTICAL BENCH SYSTEM COPYSTAND

*Model 1 (base 8½" x 13", height 22").....\$ 97.50
 Model 2 (base 13"x17", height 33")..... 117.00

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

EXAKTA EXTENSION TUBES

AND 2-IN-1 ADAPTER

Extension tubes attached to an Exakta open new vistas to the Exakta photographer. Close-up work, called "Macrophotography", the photographing of small objects at close range, is easy with these tubes. No additional costly viewfinders are required. Such tubes not only permit the taking of pictures at close range, but also make it possible to show great detail by filling the entire film frame with only a portion of an object photographed.

For Doctors, Dentists, Engineers, Architects, Scientists, Journalists and Educators, close-up photography is a professional necessity. However, for the Exakta photographer, this phase of photography is most exciting. Things that may interest the scientist from a professional point of view, often attract the amateur photographer because of their pictorial qualities; as, insects, flowers, plants, minerals, coins, etc. Other copywork, as reproducing pictures, documents, and stamps is very interesting, yet simple and enlightening with Exakta's extension tubes.

Exakta's famous extension tube set consists of two adapters, giving 10-mm. extension, and three tubes—5-mm., 15-mm. and 30-mm. long. An extra 2-in-1 adapter is also available to provide extremely-short extensions for close-ups. This makes it possible to have all extensions ranging from 5-mm to 60-mm. A booklet containing tables, scales of reproduction, and exposure factors is supplied with each set of extension tubes.

Exakta Extension Tube Set only.....\$24.00
 Exakta 2-in-1 Adapter only..... 10.00

MICROSCOPE ADAPTERS

Photomicrography, the photographing of objects through a microscope, is fascinating and relatively simple. The object to be photographed is observed continuously in the Exakta viewfinder up to the moment of exposure. No additional costly viewfinders are required.

Doctors, scientists, engineers, and hospital, laboratory and industrial technicians have found photomicrography with the Exakta marvelously efficient, as well as swift, sure and economical. And through its use, hobbyists find Exakta photography through a microscope most absorbing and revealing as it literally magnifies many times over the Exakta's range of operation . . . while it permits the photographer to explore and photograph the world of the infinitesimal.

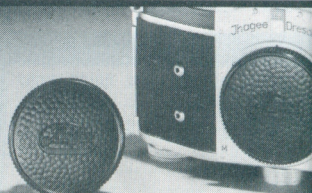
The Exakta is easily adapted for Photomicrography with either of two adapters. The adapters link the camera to the microscope with a light-tight shield and position the film plane of the camera the proper distance from the ocular. The camera lens is not used. Both microscope adapters can be used with all 35-mm. Exakta models. Model I is a hinged microscope adapter with two extension tubes. The hinge allows the camera to be moved to one side for the purpose of interchanging oculars, etc., without being removed from the microscope. Model II is a "quick-change" two piece microscope adapter with two extension tubes which fits over the microscope tube like a spring-loaded "chuck". If necessary, the camera can be quickly and easily removed from the microscope tube. When the microscope is being used by more than one person, the Model II adapter is recommended.

Model I\$29.50
 Model II 36.00

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

DUST CAP

Enables you to remove the lens yet lock dust and small particles out of the camera. An essential accessory that gives complete dust-proof, dirt-proof protection to the internal mechanism, shutter curtain and mirror of your Exakta\$1.50



FOCUSING GLASSES

AVAILABLE FOR THE EXAKTA

There is available a complete line of special focusing glasses for the Exakta for close-up work and photomicrography. These unique glasses are tremendous aids to workers in both fields. Subjects that are difficult to photograph by ordinary methods become easy to record with special glasses. Clear glasses, for example, are essential in photomicrography because they allow for extra critical focusing at magnifications of more than 150x, and are also invaluable for close-ups of life-size or larger. Bisected glasses simplify centering of the subject in the picture area. And with the Exakta, you can keep film in your camera while you are changing focusing glasses—impossible to do with other cameras.

Special focusing glasses that fit the Penta Prism will also fit the Magnear. These glasses are interchangeable by the Exakta photographer. Special glasses are also furnished for the hooded waist-level finder, however, for the hooded finder these glasses should be installed by Exakta Camera Company. If the regular ground glass and special glass are to be used with equal frequency in the waist-level finder, or if you do not wish to dispense with the ground glass of the hooded finder, it will be practical for you to purchase an extra waist-level finder so that you can interchange waist-level finders with special focusing glasses (see Complete Scientific Hooded Waist-Level Reflex Viewfinder below).

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 or Clear Glass.....	3.75
Bisected Glass either Ground or Clear.....	12.00

FOCUSING GLASSES AVAILABLE FOR EXAKTA WAIST-LEVEL FINDER

Ground Glass With Clear Center Spot.....	\$14.00(*)
Ground Glass With Clear Center Spot and Hairline Cross.....	18.00(*)
Plain Ground or Clear Glass.....	5.75(*)
Bisected Glass either Ground or Clear.....	14.00(*)

(*) Includes installation by Exakta Camera Company

COMPLETE SCIENTIFIC HOODED WAIST-LEVEL REFLEX VIEWFINDER FOR EXAKTA VX AND V WITH SPECIAL FOCUSING GLASS:

With Ground Glass with Clear Center Spot.....	\$29.50
With Ground Glass and Clear Center Spot with Hairline Cross.....	33.50
With Bisected Glass either Ground or Clear.....	29.50
Leather Case of Hooded Waist-level Viewfinder.....	3.00



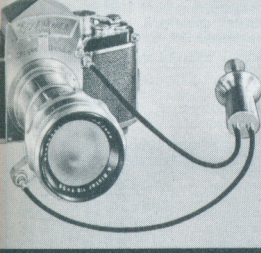
CLOSAL ATTACHMENT

The Closal Attachment is a cleverly designed unit which permits Automatic Diaphragm lenses to be used with bellows extensions and extension tubes while retaining the Automatic feature of these lenses.

Exakta photographers who use bellows extensions and extension tubes in close-up photography, will find the Closal Attachment most valuable.

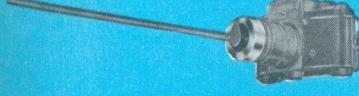
The "Closal Attachment" consists of two parallel cables which are contained in a cylindrical chrome control unit. The tip of one cable attaches to the Automatic lens. The tip of the other cable attaches to the camera. As pressure is applied to a Plunger (which extends from the control unit), both releases of the two cables are immediately put into action... the first closes the lens diaphragm down automatically to the desired diaphragm stop and the second trips the shutter in split-second succession!

Closal Attachment for Exakta Camera.....\$7.50



ENDOSCOPIC ADAPTER

The Exakta is ideally suited to Endoscopic photography. By means of a new precision-engineered Endoscopic Adapter, the Exakta is connected to an Endoscope, making it possible for physicians to photograph the inner organs of the human body (the bladder, etc.). The Endoscope Adapter can be used with Cystoscopes, Thoracosopes, and Gastrosopes.....\$30.00

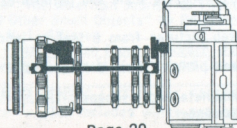


COBRA AUTOMATIC DIAPHRAGM LENS RELEASE EXTENSION

When using Automatic Diaphragm lenses for close-ups with extension tubes and bellows extensions, the Cobra establishes contact between the shutter release on the camera and the automatic diaphragm release on the lens. When installed, the lens operates in the normal manner with all advantages of the automatic diaphragm. Cobra can be used with all *Automatic Diaphragm lenses

Cobra Release Extension with 4" rod	\$3.50
Cobra Release Extension with 12" rod	4.50
Cobra Release Extension with 20" rod	6.50

*Except Steinheil



METAL NECKSTRAP

A German-made, flexible metal neckstrap designed to make camera carrying easy and comfortable and to speed picture taking. Beautifully finished, the strap is an attractive and invaluable accessory\$3.50

EXAKTA Iia PRICE LIST

AUTOMATIC* EXAKTA IIA 35MM. SINGLE-LENS REFLEX CAMERA WITH PENTA PRISM EYE-LEVEL VIEWFINDER AND AUTOMATIC SPLIT-IMAGE RANGEFINDER

* with f/2.0, 58-mm. Zeiss Biotar, fully automatic lens.....	Price
* with f/1.9, 50-mm. Schneider Xenon, fully automatic lens.....	\$399.00
* with f/1.9, 55-mm. Steinheil Auto-Quinon, fully automatic lens.....	399.00
* with f/2.0, 50-mm. Westagon, fully automatic lens.....	399.00
* with f/2.8, 50-mm. Westanar, fully automatic lens.....	339.60
* with f/2.8, 50-mm. Zeiss Tessar, fully automatic lens.....	299.50
with f/1.5, 75-mm. Zeiss Biotar lens, with pre-set diaphragm.....	333.00
with f/1.9, 75-mm. Hugo Meyer Goerlitz Primoplan lens, with pre-set diaphragm.....	450.00
	356.50

VIEWFINDERS & CASES

Leather eveready carrying case for Exakta with lenses up to 58-mm.....	12.00
Leather eveready carrying case for Exakta with 75-mm. lens.....	15.00
Penta Prism eye-level prismatic viewfinder with split-image rangefinder.....	85.00
Penta Prism eye-level prismatic viewfinder only.....	50.00
Split-image rangefinder glass only (to fit Penta Prism Finder).....	35.00
New Eyepiece for Penta Prism (with large oblong soft rubber cup).....	5.50
Waist-level reflex viewfinder.....	20.00
Leather case for Penta Prism viewfinder or waist-level reflex viewfinder.....	3.00

AUTOMATIC LENSES

f/1.9, 50-mm. Schneider Xenon, fully automatic lens.....	169.50
f/1.9, 55-mm. Steinheil Auto-Quinon, fully automatic lens.....	169.50
f/2.0, 50-mm. Westagon, fully automatic lens.....	110.00
f/2.8, 50-mm. Westanar, fully automatic lens.....	69.50
f/2.8, 50-mm. Zeiss Tessar, fully automatic lens.....	100.00
f/2.0, 58-mm. Zeiss Biotar, fully automatic lens.....	162.80
f/3.5, 50-mm. Meyer Primotar, fully automatic lens.....	79.50

HIGH SPEED LENSES

f/1.5, 50-mm. Angenieux (S21) pre-set diaphragm.....	165.00
f/1.5, 75-mm. Zeiss Biotar, pre-set diaphragm.....	216.50
f/1.9, 75-mm. Hugo Meyer Goerlitz Primoplan, pre-set diaphragm.....	135.00
f/1.8, 90-mm. Angenieux (P1).....	149.50

WIDE-ANGLE LENSES

f/2.8, 35-mm. Zeiss Flektagon, fully automatic diaphragm.....	Price	Case
f/3.5, 28-mm. Angenieux Retrofocus.....	149.50	6.95
f/2.5, 35-mm. Angenieux Retrofocus.....	120.00	6.95
f/4.5, 35-mm. Hugo Meyer Goerlitz Primoplan.....	99.50	6.95
f/4.5, 40-mm. Hugo Meyer Goerlitz Helioplan.....	59.50	5.75
f/3.5, 40-mm. Steinheil Cassaron.....	54.50	5.75

TELEPHOTO LENSES

f/2.8, 80-mm. Zeiss Tessar.....	79.50	6.95
f/3.5, 80-mm. Hugo Meyer Goerlitz Primotar.....	69.50	6.95
f/1.8, 90-mm. Angenieux (P1).....	149.50	7.95
f/2.5, 90-mm. Angenieux (Y1).....	94.50	7.95
f/2.8, 100-mm. Hugo Meyer Goerlitz Trioplan.....	75.00	7.95
f/2.8, 135-mm. Steinheil Quinar, fully automatic, w/sunshade and case.....	189.50	---
f/2.8, 135-mm. Steinheil Quinar, pre-set, w/sunshade and case.....	149.50	---
f/3.5, 135-mm. Hugo Meyer Goerlitz Primotar.....	89.50	7.95
f/4.0, 135-mm. Zeiss Triotar, pre-set diaphragm.....	85.00	7.95
f/3.5, 180-mm. Hugo Meyer Goerlitz Primotar.....	115.00	7.95
f/4.5, 200-mm. Steinheil Quinar, pre-set, w/sunshade and case.....	149.50	---
f/5.5, 150-mm. Hugo Meyer Goerlitz Tele-Megor.....	55.95	7.95
f/5.5, 180-mm. Hugo Meyer Goerlitz Tele-Megor.....	82.95	7.95
f/5.5, 250-mm. Hugo Meyer Goerlitz Tele-Megor.....	132.15	15.95
f/4.5, 300-mm. Hugo Meyer Goerlitz Tele-Megor.....	199.50	19.95
f/5.5, 400-mm. Hugo Meyer Goerlitz Tele-Megor.....	199.50	19.95
f/3.5, 300-mm. TV Fernlinse Telagon.....	360.00	29.95
f/4.5, 400-mm. TV Fernlinse Telagon.....	360.00	29.95
f/5.0, 500-mm. TV Fernlinse Telagon.....	450.00	39.95
f/6.3, 800-mm. TV Fernlinse Telon.....	750.00	49.95

COPYSTAND OPTICAL BENCH SYSTEM

CopyMat, optical bench system copystand, complete with accessories	
Model 1 (baseboard 8½"x13", height 22").....	97.50
Model 2 (baseboard 13"x17", height 33").....	117.00

VERSAL ASSEMBLY (AND PARTS)

Baseboard Metal Post Arrangement.....	50.00
Sliding Arm with Calibrated Scale.....	30.00
Bellows Extension.....	35.00
Rotating Angle Bracket Assembly.....	20.00
Transparency Copying Attachment.....	35.00
Light-trap Tube for Photomicrography.....	7.50
Versal Assembly Complete Outfit.....	177.50

BELLOWS EXTENSION APPARATUS

Bellows extension for Exakta.....	34.50
Leather carrying case for bellows extension.....	5.95
f/4.5, 105-mm. Steinheil lens with Exakta adapter for Bellows Extension.....	31.50
f/4.5, 135-mm. Steinheil lens (short mount) with Exakta adapter for Bellows Extension.....	60.00
Adapter for lens head of 135-mm. Steinheil Culminar Telephoto so it can be used for bellows extension.....	6.00
Adapter for lens head of 135-mm. and 200-mm. Quinar Telephotos so that they can be used for bellows extension.....	13.50
Precision chrome focusing mount for 135-mm. and 200-mm. Quinar Telephotos so that they can be used for bellows extension. Mount has engraved dual focusing scale and permits extra-critical adjustments.....	28.00

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).....	139.95
Zeiss Stereo Attachment (Model B), for Stereo pictures from 6 inches to 6 feet. (Specify for f/3.5 or f/2.8 Zeiss Tessar lens when ordering).....	103.50
Ihagee Binocular Viewfinder for Stereo (*) complete with eyecups.....	59.50
(*) mount into camera in place of normal viewfinder.	

EXAKTA IIa PRICE LIST

MISCELLANEOUS ACCESSORIES

Scientific waist-level reflex viewfinder for Exakta IIa, VX and V w/special focusing glass:	Price
With ground glass with clear center spot.....	29.50
With bisected ground glass or clear glass.....	29.50
With ground glass with clear center spot and hairline cross.....	33.50
Leather case for viewfinders.....	3.00
Special scientific focusing glasses for Penta Prism Viewfinder:	
Ground glass with clear center spot.....	12.00
Bisected ground or clear glass.....	12.00
Ground glass with clear center spot and hairline cross.....	16.00
Plain ground or clear glass.....	3.75
Ihagee set of 3 extension tubes and 2 adapters.....	24.00
Ihagee Two-in-one adapter for extremely short extension.....	10.00
Ihagee Type I hinged microscope adapter, complete set, with 2 extension tubes.....	29.50
Ihagee Type II two-piece pressure microscope adapter, with 2 extension tubes.....	36.00
Endoscopic Adapter (works with endoscope, cystoscope, gastroscope and thorakoscope in medical photography)	30.00
"Closal" Release Attachment for fully automatic lenses to work with extension tubes and bellows.....	7.50
"Cobra" Release Attachment for automatic lenses to work with extension tubes and bellows.....	3.50
Camera Clamp—fastens to round or flat object for vertical or horizontal positioning.....	3.95
"C" Mount Adapter for 16-mm. movie cameras to take Exakta lenses.....	12.75
Flashgun for Exakta, B.C. Capacitor.....	15.50
"Sidelight" Flash Unit Extension for Exakta Flashgun.....	6.95
Safety Intermediate Flashgun Plug—(for Exaktas up to 1955).....	3.00
Cable release.....	.75
Reflex focusing hood.....	1.50
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.....	1.50
Flexible metal neckstrap, chrome plated.....	3.50
Exakta lens holding flange for enlargers.....	5.00
Pullin Prismatic Rangefinder, facilitates indoor flash photography.....	14.95

SPECIAL SCIENTIFIC VIEWFINDER

Magnear Viewfinder with regular ground glass.....	21.00
Ground glass with clear center spot and hairline cross.....	16.00
Magnear Viewfinder with regular ground glass and Zeiss Tessar 50-mm., non pre-set f/3.5 lens for critical focusing.....	59.50
Zeiss Tellup Telescopic Magnifier for additional magnification.....	18.00

ADAPTERS, SUNSHADES, FILTERS

Series V for 3.5 and 4.5 Tessar.....	1.65
Series VI for 2.8 Tessar, 2.8 and 3.5 Tessar preset, 2.8 Westanar automatic, 4.5 Helioplan, 3.5 Cassaron, 2.8 Culminar, 2.5 Angenieux (Y-1), 3.5 Angenieux (Y-2), 4.5 Culminar, 5.5 Tele-Megor (150-mm.), 2.8 Westar, 2.0 Westagon automatic, 1.9 Xenon automatic.....	2.40
Series VII for 2.8 Trioplan (100-mm.), 1.9 Primoplan (58-mm.), 1.5 and 1.8 Angenieux (S-21 and P-1), 2.0 Biotar preset, 4.0 Triotar, 1.9 Primoplan (75-mm.), 2.8 Quinar, 2.0 Biotar automatic, 4.5 Quinar, 2.8 Tessar (80-mm.), 2.8 Tessar automatic, 1.9 Steinheil Auto Quinon (automatic), 5.5 Tele-Megor (180-mm.), 3.5 Primotar (135-mm.), 3.5 Primotar (80-mm.), 4.5 Angenieux (180-mm.) 3.5 Primotar automatic.....	4.50
Series VIII for 2.8 Flektogon, 1.5 Biotar (75-mm.), 5.5 Tele-Megor (250-mm.), 2.5 Angenieux (35-mm. W.A.), Angenieux Telephoto 135-mm. (P2), 3.5 Primagon (35-mm.), 3.5 Primotar (180-mm.).....	6.50
Series IX for 3.5 Angenieux (28-mm. W.A.), 5.5 Tele-Megor (400-mm.), 4.5 Tele-Megor (300-mm.).....	8.95

SUNSHADES: (Must be used with filter adapter above)

Series V.....	1.95
Series VI.....	2.25
Series VII.....	4.50
Series VIII.....	6.25
Series IX.....	10.25
Series VIII-WA—(Wide Angle).....	9.00
Series IX-WA—(Wide Angle).....	10.25

STEP-UP RINGS:

Series V to VI.....	1.60
Series VI to VII.....	2.25
Series VII to VIII.....	3.50
Series VIII to IX.....	5.00

FILTERS:

Series V.....	2.10
Series VI.....	2.50
Series VII.....	4.50
Series VIII.....	8.00
Series IX.....	10.75

Zeiss Screw-in Filters for Tessar f/3.5 and Tessar f/2.8 pre-set lenses—available in orange, light green, medium green and dark green..... 4.50

(when sunshade is required, use 42-mm. standard slip-on type)

FILTER SETS, 4 filters with screw-in adapter and sunshade:

with genuine leather top-grain cowhide filter case	
Series V.....	14.50
Series VI.....	19.65
Series VII.....	33.00

PUBLICATIONS

"My Beloved Exakta" by H. Muller-Brunkte. A book describing the photographic experiences of one of Europe's best-known photographers with his Exakta Camera. 128 pages, 8 in color (printed in limited edition). Price \$5.00 (temporarily out of print)	
"Exakta Photography" by Jacob Deschin. A working manual for the Exakta and Exa cameras.....	4.95
"Exakta Guide" by W. D. Emanuel.....	1.75
"Insects Close Up" by Edward S. Ross. A pictorial guide for the photographer and collector featuring 125 color and black-and-white photographs and drawings.....	1.50
"A Visit to the Atkins Garden and Research Laboratory in Soledad-Cienfuegos, Cuba, in June 1951" by Theodore P. Haas, Ph.D. (Reprinted from "The American Journal of Pharmacy," Phila., Pa.).....	.25
"Speedlight in Photography of Insects and Other Small Objects" by Professor Leland R. Brown.....	.50
"35-mm. Photography with an Exakta" by K. L. Allinson.....	3.00
"Nature Photography with the High-Speed Flash" by Van Riper, Niedrach and Bailey.....	.50
"Cancer Prevention Through Colopography with Exakta" by Robert Ganse, M.D. (for distribution to medical personnel only).....	.50

ALL EXAKTA LENSES LISTED ARE FACTORY COATED

All prices subject to change without notice Tax included where applicable



Jacob Deschin

EXAKTA PHOTOGRAPHY

by Jacob Deschin

This book thoroughly explores the operational details and picture taking potentials of the 35mm EXAKTA and EXA single lens reflex cameras.

Containing fourteen chapters, more than 250 illustrations, and a number of helpful data tables for convenient reference, the book is in effect a working manual, but one designed not only to explain how the cameras work, but also how they may be used in a variety of fields most efficiently and with optimum results.

A detailed illustrated description of the cameras explains and shows the parts one by one, and a compact "dry run" routine provides for a quick acquaintance with the way in which the various parts relate to one another in actual photography.

Chapters on lenses, shutters, film and camera loading, and reflex viewing and focusing, cover the essentials of 35mm EXAKTA and EXA photography, going into painstaking detail to explain both the fundamentals and their practical application in actual picture-taking. Exposure is fully covered.

Chapters on the choice of lenses for the cameras and the available facilities for and the techniques of closeup work, describe the wide and growing range of optical equipment and accessories available.

There is a comprehensive chapter on color techniques including instruction on the processing of color film by the user. The chapter on light sources deals with flash, electronic and flood lamps, the three principal artificial mediums currently in use. Processing the miniature negative is the subject of a brief but compact outline of correct procedure.

Special Sections: A 29 page excellently illustrated and completely authoritative chapter on MEDICAL PHOTOGRAPHY has been contributed by JULIUS WEBER. A chapter on NATURE PHOTOGRAPHY by LYNWOOD M. CHASE.

Jacob Deschin is Photography Editor, The New York Sunday Times, Fellow of both the Photographic Society of America, and the Royal Photographic Society of Great Britain, judge, critic, magazine writer, author of 13 books. His friendly feeling towards all photographers, his intense desire to be truly helpful, his thorough familiarity with Exakta photography, and his unique ability as a writer to make all things crystal clear are praiseworthy. Lynwood M. Chase has been a lover of nature and the outdoors for fifty years, has made a lifetime specialty of photographing nature subjects. He has acquired an international reputation as one of the leading photographers of nature stills and movies for educational purposes. His pictures have been reproduced widely in magazines and newspapers in this country and abroad. He produces nature movies regularly for the Encyclopaedia Britannica Films. Julius Weber is widely recognized as one of the top authorities and practitioners in the field of medical photography. He is head of photo research of Beth Israel Hospital, Hospital for Joint Diseases, and was formerly head of the department of photography at the Columbia Presbyterian Medical Center, all in New York City. Also he is a valued consultant on medical photography to the Armed Forces. Fine examples of Mr. Weber's work and special apparatus which he uses is displayed in this book.

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





35MM PHOTOGRAPHY WITH AN EXAKTA

by Kenneth Allinson, A.R.P.S. (second edition)

The inspirational quality of this crisp yet imaginative excursion into the possibilities of the Exakta, and its popularity with owners of that camera, is attested to by the fifth printing of Mr. Allinson's book. The pages abound with striking Exakta photographs in many fields—portrait, landscape, action, architectural, scientific, and medical photography. 7½ x 10, 126 pp., 66 photographs\$3.00

EXAKTA GUIDE by W. D. Emanuel

The complete time-honored manual for knowing and operating your Exakta camera. A must; sooner or later this publication becomes a keystone of the photo-library because of the many diagrams and photographic data for every Exakta owner. Replete with fine photos, each one suggesting specific self-improvement possibilities with the Exakta. 5 x 6½, 114 pp.\$1.75



INSECTS CLOSEUP by Edward S. Ross

This stunning book is a pictorial guide written and illustrated by Dr. Edward S. Ross, eminent Exakta photographer. This book features 125 photographs and drawings of insects. The author, Curator of Entomology at the California Academy of Sciences, discusses various insects and includes photographs of each, eight in color. He describes how to find and catch insects, how to handle, mount, preserve, label and photograph them; also his picture-taking technique with the Exakta. 6½ x 9, 81 pp., 125 photographs and drawings (8 in color).....\$1.50

NATURE PHOTOGRAPHY WITH HIGH SPEED FLASH by Walter Van Riper, Robert J. Niedrach and Alfred M. Bailey

The increasing use of high-speed flash in exploring the bird and animal world has focused nationwide attention on this book. The authors, all connected with the Denver Museum of Natural History (Mr. Van Riper is Director of the Department of Birds; Mr. Niedrach holds the same position in the Department of Insects; Mr. Bailey is the world-famed Director of the Museum) are among the world's foremost exponents of researching the lives of the lower orders by means of this highly efficient, illuminating type of flash usage. Beginning with a historical survey, from Talbot to Edgerton, the book goes on to give innumerable details and suggestions, plenty of Exakta-made photos, among others. 6 x 9, 64 pp., 57 photographs\$5.00

NATURE PHOTOGRAPHY WITH MINIATURE CAMERAS by Alfred M. Bailey

Any Exakta owner who wishes to achieve greater proficiency in the area of photographing wild life, will want to benefit from the author's experiences. These experiences literally span the world . . . and forty years of extensive investigation with the miniature camera into nature's own unspoiled domain. World-famous for his explorations and scientific activities on every continent, the author, Director of the Denver Museum of Natural History, has taken most of the photographs in this book with an Exakta. 6 x 9, 64 pp., 34 photographs\$5.00

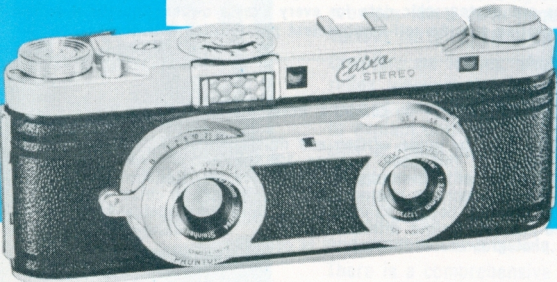
STEPPING STONES ACROSS THE PACIFIC by Alfred M. Bailey and Robert J. Niedrach

Director of the Denver Museum of Natural History and Curator of the Department of Birds, respectively, the authors have given a fascinating step-by-step account of their journey across the "stepping stones of the Pacific" . . . the exotic isles of song and story. From Oahu to Midway to Wake, their 35mm. Exaktas, and other instruments, have brought back alive, in a very true sense, a classic record of bird and other life on the Pacific Islands. A book that should inspire any Exakta owner to turn his camera lenses on the bird and insect and animal world that begins right in his own backyard. 6 x 9, 64 pp., 48 Exakta photographs\$5.00

EDIXA STEREO CAMERAS

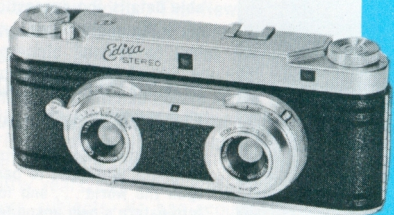
Exakta owners were appreciative for having been introduced by us to Edixa Stereo Cameras, outstanding 3-D cameras that have achieved world-wide prominence in the field of 3-dimensional photography.

Because of their remarkable potentialities in capturing lifelike depth and color and due to their unusual simplicity, plus speed of operation, that give you mastery from the very start, Edixa Stereo's have truly added an extra dimension to the tri-dimensional photo art. These precision instruments offer to serious photographers a choice of stereo cameras to meet any need, with the assurance of maximum performance at every level. Not unimportant in the universal acceptance of the three-dimensional Edixas are the comparatively modest prices for these premium cameras. Here are the details you will want to know concerning these efficient stereo cameras:

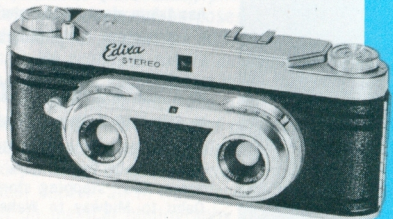


Model IIIA—Edixa Rangefinder Stereo with Built-in Exposure Meter. This is, without question, the most modern stereo camera available, combining the ability to produce sparkling 3-dimensional masterpieces with the ease and efficiency of operation that a built-in rangefinder and accurate exposure meter can afford. It has two matched f/3.5 Cassar color corrected lenses, mounted in Prontor-SVS shutters with speeds from one full second to 1/300th of a second, including bulb and a self timer. Other features include: built-in flash synchronization and rapid winding lever; double exposure prevention; self-cocking lever; cable and tripod sockets and many others. Superbly finished in glistening satin chrome and rich black morocco leather.....\$99.50

Model IIA—Edixa Rangefinder Stereo Camera. This magnificent camera combines a coupled rangfinder with fully automatic features. It has two matched Steinheil f/3.5 lenses in coupled Pronto shutters, with speed settings of bulb, 1/25th, 1/50th, 1/100th and 1/200th of a second. It also offers a self-timer, built-in flash, rapid winding and self-cocking lever, double exposure prevention, cable and tripod sockets and a built-in shoe for accessories. Finished in black leather and satin chrome.....\$79.95



Model IA—Edixa Stereo Camera. Here is an efficient stereo camera that will produce "salon" 3-dimensional quality pictures at a popular price. Its two-matched 35-mm., f/3.5 Steinheil Cassar lenses assure you of crisp, sharp color stereo pairs with every exposure. The rapid winding lever transports the film, cocks the shutter, advances the film counter and prevents double exposures. You have a choice of speeds from 1/25th to 1/200th of a second with the coupled Vario shutters. Other features include: a body shutter release, built-in flash, an accessory shoe for a rangefinder, and cable and tripod sockets. The Edixa Stereo Model IA is finished in satin chrome and black morocco leather....\$59.95



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