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the world-famous

EXAKTA CAMERA

in their field of work
with complete confidence . . .
for performance and
reliable results!

Prominent personalities, scientists, physicians, dentists, research workers, teachers, photo journalists, engineers, travelers, professionals and amateurs choose the EXAKTA camera to meet their most demanding photo requirements!

EXAKTA camera owners represent every field of activity . . . industry, science, medicine, education, and government. Performance and reliability make the EXAKTA the greatest camera of our age.

That is why the EXAKTA is recognized as the pace setter in the field of photographic achievements. Today there are over 300,000 EXAKTA camera owners!

The fact that EXAKTA cameras and equipment have so well fulfilled the needs of the leaders in their field should give confidence to those requiring a camera of the highest quality and versatility.

We invite you to write to us for any information you may require.

Exakta Camera Company, 705 Bronx River Road, Bronxville, N. Y. Exclusive
Factory Representative in the U.S.A. for Sales & Service of Exakta Cameras

They Choose EXAKTA

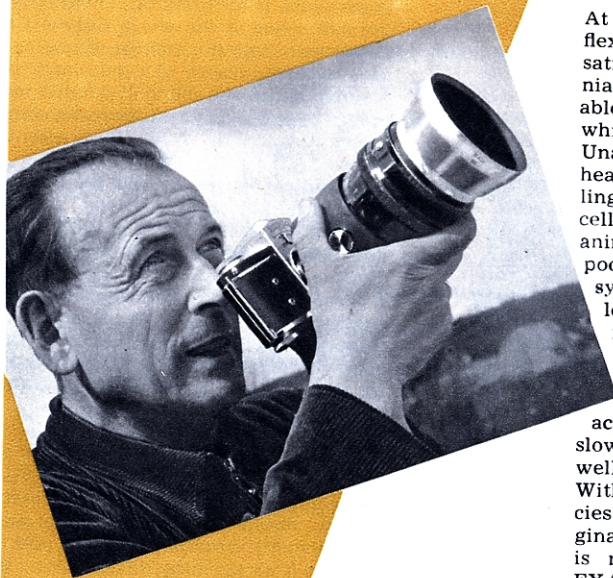


The Newspaper Reporter-Photographer

Press-work is all-around photography in the full sense of the word. Between the microcosm and the infinite there is an inexhaustible variety of events and happenings which the photo journalist must record in a clear, uncomplicated manner. Daily, hourly, he seeks that essential peak of all press-work, to capture, reveal and report the precise fleeting-moment of human-interest events. As a reporter I could not adorn myself with a vast collection of cameras which would deprive me of mobility. Because of this I chose the one camera that would do everything—the EXAKTA! It is with this camera that I have performed every task, even the most complicated. No wonder, for the EXAKTA combines the most valuable features of the ground-glass-screen camera with the maneuverability, liveliness, and economy of the 35 mm miniature system. Thus the EXAKTA is my trusted companion which has helped me to obtain wonderfully successful photographic results. I would not be without it at any time, today or any day in the future.

Richard Peter, Jr. Dresden

They Choose EXAKTA



The Ornithologist

At the beginning I used a 9×12 cm. reflex camera which, however, did not satisfy my requirements. I wanted a miniature reflex camera with interchangeable lenses and I found it in the EXAKTA, which is the very camera that I use today. Unaffected by humidity, dust, cold or heat, it not only withstands rough handling in swamps and forests, but it is excellent for photography of fast-moving animals as well as for working under poor lighting conditions. The EXAKTA system is a flexible eye-level and waist-level camera with penta prism, rangefinder, lightmeter, and ever so many long focal length lenses too. Focusing and shooting with the EXAKTA is one continuous smooth action that captures everything, both slow-moving subjects on the ground as well as fast-flying subjects in the air. With it I can also copy color transparencies and I can enlarge parts of the original color shots. For my work there is nothing better than the versatile EXAKTA.

Georg Hoffman, Syke/Bez. Bremen

They Choose EXAKTA



The Gynecologist

For many years, during colposcopic examinations, I had been attempting to obtain photographic records of changes in the mucous membrane. Finally, I chose the EXAKTA camera because its makers had developed a set of accessories individually adapted to my work. Even at my first attempt an eminently satisfactory set of results were obtained. It is the viewfinding system with its magnifier arrangement which makes the critical focusing of the EXAKTA so suitable for recording changes in the mucous membrane. Without this camera and its accessory equipment such exact working would never have been possible—but I soon found that this was by no means the only valuable feature of the equipment. The convenient and well thought out construction of the EXAKTA adapts itself splendidly to all of my scientific requirements. In the meantime, I am glad to say that thousands of records have proved its worth and now I would not be without my EXAKTA.

Prof. Dr. med. R. Ganse, Senior Surgeon, Gynecological Clinic of the School of Medicine, Dresden

They Choose EXAKTA



The Zoologist

During my travels and safaris in 1956-57, my Exakta was virtually covered at all times with the fine lava dust of the East-African highlands. My Exakta always stayed close on the seat of my open sports car, loaded and ready for action. It survived the extreme variations in temperature and high humidity of the African jungle. It is truly amazing that with the lava dust of the Kilimanjaro highlands and with the heat and humidity of the steppes and the jungles, my Exakta camera worked perfectly at all times. I am proud to say that reliability under all circumstances is the outstanding advantage of the Exakta camera over all others.

Dr. Wolfgang Ullrich, Director,
Zoological Garden, Dresden

They Choose EXAKTA



The Mineralogist

In geological research a camera is an indispensable aid in the recording of strata, and I find the EXAKTA most suitable for this type of work. In extreme cold of the far north and in the extreme heat of the rainy tropics of the Pacific, a camera must be ready for action at all times. Similarly, while much work in the field of Mineralogy has been done in temperate zones on the earth's surface, equally good work has been accomplished too in steam saturated atmosphere of deep pits. It is not surprising, therefore, that I should consider my EXAKTA "just what I was looking for," with its many facilities, complete interchangeability of lenses, viewfinders, as well as a host of other helpful accessories which I have not found in any other camera. It is further surprising to learn how well this precision instrument has stood up in dampness and rough handling under varied conditions.

Prof. Dr.-Ing. Habil. O. Oelsner,
The Mineralogical Institute of the
Academy of Mining, Freiberg

They Choose EXAKTA



The Speech Therapist

Some years ago I was faced with the task of photographing vocal chords in action, and it was essential to find a camera which would take pictures through an otoscope. Bearing in mind the special focusing advantages of the EXAKTA, I chose this single-lens eye-level reflex camera and am pleased to report that I am glad I did. With the aid of the annular flash tube of the Ihagee-Kolpofot and an exposure-time of approximately $\frac{1}{100,000}$ th of a second, I managed to obtain the results I needed. I then carried my experiments further with the aid of the Stereo-attachment with a base of 12 mm. With this unit and my EXAKTA, I secured some excellent stereo pictures of vocal chords. All in all, the EXAKTA has been of inestimable value to me in solving a number of photographic problems which otherwise would have presented insuperable difficulties especially in focusing and exposing.

Dr. Sv. Smith, Institute
of Phonetics, Copenhagen

They Choose EXAKTA



The Optician and Microphotographic Specialist

Quite early in life my love of nature led me to my present profession, and to my interest in photographing the world of the infinitesimal. Today, after some thirty years experience, if I am asked to give an opinion about suitable photographic apparatus and of my own favorite equipment I must admit that the ground-glass camera is my preference. I tried a twin-lens reflex camera which although very handy and ready for use, was not really suited either to macro-photography or to photomicrography. Today I work exclusively with the EXAKTA camera which, being constructed on the add-a-unit principle of a basic unit with components added as needed, allows me to extend its range from time to time with relatively little expenditure for additional accessories. The constructional features and conveniences of the EXAKTA give me confidence in its future usefulness—for a system of this kind enables one to keep up to date with all the latest developments.

George Fiedler, Diplome,
Institute of Optics, Gera

They Choose EXAKTA



Zoologist and Entomologist

My special field is bee-keeping and strain-selection. The miniature reflex camera I use is most versatile in the way in which it can be employed to record scientific work. Demonstrations, teaching material and illustrations for publication are just a few. My EXAKTA, with its established system, dependable construction and great precision has become quite indispensable to me. I would comment particularly on its precise focusing in macrophotography and photomicrography with its interchangeable finderhood, the penta prism and the Magnear. The Bellows focusing attachment too, using highly corrected reproduction-lenses in standard mounts and lenses of medium or long focal length extends further the range of usefulness of my equipment.

The Versal Assembly, and its Transparency Copy Attachment too are just a few of the devices that are readily available for various types of work that easily solve most photographic tasks quickly and elegantly.

Gunther Widdel, Magdeburg

They Choose EXAKTA



The Botanist

I speak as a middle man between science and practice. Securing details in a picture with scientific precision is a decisive factor in the study of flowers and plants in their ever-vanishing perennial appearance. To be able to look into a camera ground glass to obtain a sharp clear image gives us the opportunity to look into the depth of nature within its exact frame. This can be accomplished with an Exakta camera. Such realistic reproductions are possible with the Exakta camera because of its many accessories. In many cases it would not be possible to do it with any other camera. Even the smallest object is not difficult for the Exakta to photograph. Neither is the fastest difficult to record on film with an Exakta—as a documentary to remain forever. Objects which are not only interesting now but also those which have a great scientific or esthetic value in the future can be photographed with an Exakta. For me the Exakta is the most versatile camera in the world—it has never disappointed me.

Walter Richter, Botanist, Crimmitschau/Sa.

They Choose EXAKTA



The Ethnologist

Research in the field of ethnology demands intensive photographic work, for it is essential to provide as many records as possible for posterity and future research of cultures of various peoples which are becoming extinct. As head of an African expedition for the Hamburg Museum of Ethnology for a year and a half, I preferred the EXAKTA to all other cameras for it meets the needs of every occasion with complete reliability under the most harassing climatic conditions. The rapid interchangeability of lenses of the highest resolving-power and colorcorrection, and the instant readiness for shooting commend themselves highly to me. Many opportunities for securing pictures of native ceremonies without my EXAKTA might otherwise be irretrievably lost. Such facilities, together with unnoticed "round-the-corner" shots, have helped me to get many good pictures, especially where natives did not wish to be photographed.

Dr. K. Dittmer, The Ethnological Museum, Hamburg

They Choose EXAKTA



The Physicist

The experimental physicist using his camera professionally, often extends his interest in photography with a kind of compulsion to interpret his own inner feelings photographically. For this reason his choice of a camera is most selective; for the camera must respond to the physicist's wishes, and not vice versa. The EXAKTA is the one camera among the miniature reflexes which seems best to fulfill all these requirements, both for the scientist as well as for the amateur photographer. The wide variety of accessories which can be used with the camera increases even more, its usefulness in both fields. Furthermore, its precise focusing system permits it to be used in almost every photographic task. As a scientist working in several different institutes, I often use my EXAKTA with great success in such experiments.

Dr. T. Tzschaschel, M. D., Research Physicist, Biophysical Department of the Microbiological and Experimental Therapeutics Institute, Jena

EXAKTA

camera owners represent every field of activity . . .

industry, science, medicine, education, and government. Here is a partial list of Exakta camera owners from the Exakta Registry File:

Alameda County Sheriffs Dept., Oakland
Alaska Department of Health
Albuquerque Gravel Products Co.
American Airlines
American Can Co.
American Cyanamid Company
American Museum of Natural History
American Seating Company
Appalachian Electric Power Company
Armour and Company
Asbury College
Atlantic Refrigeration Co.
Bayart Products
Beckley Memorial Hospital
Boston University
Brattleboro Publishing Co.
Burroughs Wellcome & Co.
California State Polytechnic College—2 Exaktas
Caterpillar Tractor Co.
Centron Corporation Inc.
Chicago Osteopathic Hospital
Children's Hosp. Research F'nd'tion., Cincinnati
Children's Medical Center, Boston
Chronic Disease Research Instit., Buffalo
City of Seattle

Cleveland Museum of Natural History
Coca Cola Co.
Colorado A&M College
Colorado State University
Columbia-Southern Chemical Corp.
Columbia University
Comm. of Game & Inland Fisheries, Richmond
Comm. Game & Fresh Water Fish, Fla—3 Exaktas
Consolidated Laboratories Inc.
Cornell University
Corning Glass Works
Cotton Prod. Assn., Atlanta
Cranbrook Instit. of Science
Creedmore Institute
Cullen Veterinary Clinic, Mankato. Minn.
Dartnell Corporation
Department of Public Safety, Oklahoma City
Detroit Institute of Arts
De Goesbriand Memorial Hospital
Dow Chemical Co.
E. I. Du Pont De Nemours & Co.
Durez Plastics & Chem. Co.
Encyclopedia Britannica
Esso Standard Oil Co.
Explosive Ord. Disposal Tech., Indian Head, Md.

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More EXAKTA Owners from the Registry File:

Fresno State College
General Electric Company
Glendale Sanatorium and Hospital
B. F. Goodrich Co.
Graphic Associates, San Diego
Gulf States Utilities Co., Baton Rouge
Hallburton Oil Well Chem. Co.
Harbor General Hospital
Harlam Memorial Hospital
Harvad Biological Laboratories
Huston T. B. Hospital
International Business Machines Co.
Jefferson Broadcasting Company, Charlotte
Johns Hopkins Hospital
Keesler Air Force Base
Kerr Spalding Company
Kesterl Products Inc.
Ketchikan General Hospital
Kimball Clinical Laboratories
Kimberly Clark Corporation
KVOO-TV, Tulsa
Lockheed Aircraft Corporation
Long Island Jewish Hospital
Long Island Lighting Company
Lorentzen Hardware Mfg. Corp.
Lehigh University
Long Island College Hospital
Los Alamos Scientific Laboratories
Los Angeles County Flood Control Dist.
Los Angeles State College
Louisiana State University
Mallroy-Schwartzkopf Metals
Marine Biological Laboratories
Marymount Hospital, Cleveland

Massachusetts Eye and Ear Innrmay
Medical College of Virginia
Michigan State University
Middlesex General Hospital
Minnesota & Ontario Paper Co.
Missouri Pacific Employer's Hospital
Monsanto Chemical Company
Montana State College
Museum of Cooperative Zoology, Cambridge
National Bureau of Standards, Washington
National Carbon Company
National Institute of Health
National Park Service, Yellowstone Park
Naval Ordnance Testing Station
Nebraska Psychiatric Institute
New Britain General Hospital
New York Botanical Gardens
New York Trap Rock Corporation
Newark Hospital Associates
North Carolina State College
Northland College
Oakland Hospital
Oakland Police Laboratories
Ohio Florists Association
Ohio State University
Our Lady of the Lake College, San Antonio
Pacific Naval Air Station, San Diego
Penn Southern Construction Co.
Penn. State University
Perkins & Will, Chicago
Philadelphia College of Osteopathy
Pomona College
Portland Clement Association
Rabinow Engineering Co.
Reproduction Services Inc.

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EXAKTA Camera Owners from the Registry File (con't)

Rhode Island Hospital
Richfield Oil Corporation
Roberson Steel Company
Rockford Machine Tool Company, Illinois
Royal Typewriter Company

Saginaw Police Department
St. Louis Park Medical Center
St. Lukas Hospital, New York
San Jose State College
Schenectady Varnish Company
Scripps Institution of Oceanography
Shell Oil Company
Singer Research Laboratories
Skelgas Alexandria Inc.
Social Security Administration
Southern Forest Experiment Station
Southern Illinois University
Southern Nitrogen Company
Sprinkler Irrigation Association
State Board of Fisheries and Game Comm., Conn.
State University of New York, Syracuse
State University, College of Medicine, N. Y. C.
Stanford University
St. Vincents Hospital, Staten Island, N. Y.
Superior Oil Company

Temple University
Tennessee Eastman Company
Terminal Ballistics Laboratory
Texas A and M College
Texas Christian University
Timken Roller Bearing Company
Titanium Metals Corp. of America
Texas State Dept. of Health
Toledo Edison Company
Tufts University

U. C. L. A.
Union Hospital Laboratory, Fall River Mass.
Unistrut Corporation
United States Steel Corp.
University of Alaska
University of Arizona
University of California
University of Chicago
University of Colorado
University of Connecticut
University of Florida
United Lutherans Publication House
U. S. Dept. of Civil Aeronautics
U. S. Department of Agriculture
U. S. Fish & Wildlife Service
U. S. Forest Service
U. S. D. A. Foreign Agricultural Service
U. S. Agricultural Engineering Dept.
U. S. Indian Service
U. S. Naval Hospital
Utah State Health Dept.

Veterans Hospital, Minneapolis
Vanadium Alloys Steel Co.

Wake Forest College
Washington Sanitation & Hospital Laboratories
Washington Missionary College
Washington University
West Central Broadcasting Co.
Western Beet Sugar Producers Inc.
Western Electric Company
Western Illinois State College
Western Pennsylvania Hospital
Western Utilities Reserve Branch
Weyerhaeuser Timber Corp.
WRAL TV, Raleigh