

Price **3s.** Net

THE
BRITISH JOURNAL
Photographic Almanac
1935



64 Gravure Pictures

HENRY GREENWOOD & CO., LTD., *Publishers,*
24, Wellington Street, Strand, London, England

EQUIPMENT OF THE EXAKTA

Light metal body covered with best leather. Ground glass focussing with self-erecting light hood. Focussing magnifier in light hood to control definition of image. Frame finder with sighter. Lens in precision focussing mount, for close range focussing up to 1 m. Infinity stop.

Dimensions: 15 x 6.5 x 5 cm. Approx. Weight: 750 grs. (26 ozs.).

Exakta Model A: Focal plane shutter, self-capping, instantaneous speeds from 1/25th to 1/1,000th second can be read at once, time exposures for any length.

Exakta Model B: Self-capping focal plane shutter, but speeded 1/1000th to 1/25th, 1/10th, 1/2, 1, 2 to 12 seconds, and with delayed action release from 1/1000th to 6 seconds.

Exakta Models A and B can be equipped with the following lenses:

Ihagee-Exaktar F/3.5, 7.5 cm. focal length.
Cassar F/3.5 7 cm. Primotar F/3.5 7.5 cm.
Cassar F/2.9 7.5 " Tessar F/3.5 7 "
Xenar F/3.5 7.5 " Tessar F/2.8 7.5 "
Xenar F/2.9 7.5 " Biotar F/2 8 "

Interchangeable Lenses:

Tele-Tessar F/6.3, 12 cm. focal length.
Tele-Megor F/5.5, 15 cm. focal length.
Ihagee-Anastigmat F/4.5, 10.5-11 cm. focal length.
Wide Angle Tessar F/8, 5.5 cm. focal length.



For Enlargements use
Exakta-Lumimax

Exakta and World Opinion

St. John Island (Virgin Islands)
September 17th, 1934.

"I was so impressed by your camera that I ceased to use the others and confined myself exclusively to the 'Exakta.' Since then I have used it in the tropics, in aerial photography, and at sea on small ocean-going yachts. I have sold quantities of photographs to the *New York Times*, which sets a rather high photographic standard. I feel certain that in the 'Exakta' camera you have an instrument far superior to any other miniature camera on the market."
D. H.

Glasgow, August 25th, 1934

"The writer has got some really 'Tip-top' results with this camera, the 'Exakta', enlarged to 18 x 15. They are treated in a pictorial manner rather than from the point of sharpness, and he is definitely of the opinion that it is going to take the place of his 4-plate Reflex which he has used for twenty years. In other words, the large type is doomed."
J. B.

Saigon, July 7th, 1934

"We wish to express our entire satisfaction in your new 'Exakta' Reflex camera. To be brief, the 'Exakta' Reflex is the most perfect reflex ever introduced into the photographic world; no expert can find any point dissatisfactory with it, we can say with confidence. Its versatility surpasses any types of reflecting and miniature hand cameras now existing on the market. We congratulate you wholeheartedly for having so successfully provided this little wonder to the amateurs as well as professional photographers at such low prices that almost approach impossibility."
H. P. S.

New York, May 26th, 1934

"Congratulations on wonderful delayed action shutter and improvements in the 'Exakta.'"
H.

Rolleiflex



FOR 1935 A FASTER LENS AND FASTER SHUTTER WITHOUT INCREASE OF PRICE - £22 10 0

The 1935 model will be fitted with a Zeiss Tessar F/3.5 instead of F/3.8, with Compur Shutter speeded up to 1/500th sec. instead of 1/300th. Making the Rolleiflex

THE FASTEST MIRROR REFLEX IN THE WORLD

To work with the Rolleiflex means every shot a perfect picture. The full size picture is shown right way up on the focussing screen. Parallax compensation ensures that no vital parts of your picture are chopped off. The magnifier guarantees hair sharp focussing. A single lever gives tension and release of Compur shutter simultaneously. Film travels from picture to picture controlled by the counter. The Zeiss Tessar lens gives perfect results—indoors or out—at any time of the year. Takes 12 pictures on 3 1/2 x 2 1/8 exp. roll-film for 1/-.

The 4 x 4 cm. Rolleiflex takes 12 pictures on Standard V.P. roll-film. With Zeiss Tessar lenses F/3.5 £20 0 0. F/2.8 £22 10 0. Also fitted with new speeded Compur Shutter without increase of price.

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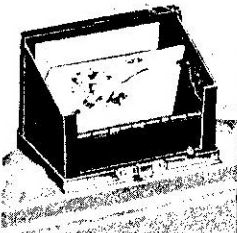
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Brunswick, Germany

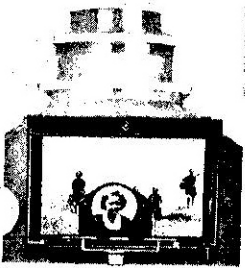
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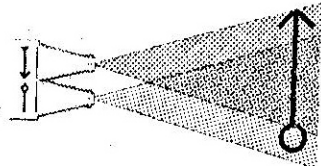
Reflex device for eye level



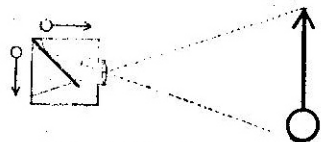
Light Hood with Magnifier



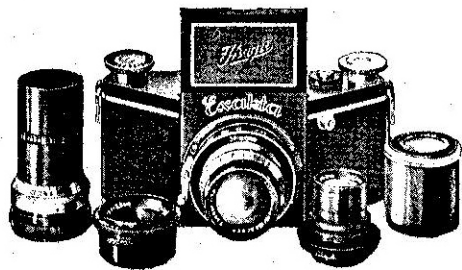
Exakta for press work



This is parallax



"Exakta" is free from parallax



Exakta

Size of Pictures. "Exakta" pictures, $2\frac{1}{2} \times 1\frac{1}{2}$ in. (4×6.5 cm.) are quite effective even as prints. However, it will be easy to produce enlargements up to 36×24 in. (60×90 cm.) and even larger ones.

Compared with square sizes, the rectangular "Exakta" shape affords the great advantage of complying with aesthetic requirements. Possibly 90 per cent. of all exposures require the vertical or horizontal sizes which prevail in the paintings by famous masters.

Image in View Finder. Whether the picture is focussed sharply or stopped down to obtain greater depth of definition, or whether the view has been chosen correctly and non-essentials have been omitted; the clear image reflected by the mirror being the exact size of the finished picture, shows everything prior to exposure. Working with a mirror reflex camera is the acme of perfection! No trifling little image in a view finder! No estimating of distances, no time-consuming control of distance meters and tables! The ingeniously designed hood can also be converted into a frame view finder, which is particularly appreciated by Press and Sports photographers.

Another Important Point. Only a mirror-reflected image as produced by the "Exakta" lens is always reliable, and absolutely coincides with the picture. Has it not happened to you, in spite of accurate observation through the finder, that, especially in close-up pictures, the body of a person was taken minus the head? Such failures are due to a separate finder and taking lens, and is called the parallax. The two diagrams will convince you of the superiority of the "Exakta" camera in this respect.

Focussing. By means of a precision helical mount, focussing to correct sharpness takes place with microscopic accuracy.

A magnifier on the hood may further be relied on in case of ultra critical focussing.

Shutter. The self-capping focal plane shutter for instantaneous exposures up to 1,100th second as well as for short and long Time exposures of 1/10, 1/2, 1 to 12 seconds without delayed action and with delayed action release from 1,100th to 6 seconds, on which the speeds can be easily read, is reliable and precise, and is more efficient than the usual shutters. Whether you wish to take a picture of everyday life, of a moving car or aeroplane or of a sporting or similar high speed event, your "Exakta" will not fail you!

Double Exposures are Im-possible with an "Exakta," in which the action of changing the film winds up the shutter and brings the reflex mirror into operation position.

Range of Usefulness. There is not a sphere in which its numerous advantages cannot be utilised, including landscape or portrait work, scientific, sport, night or stage photography. The small number of exposures on a spool allows for quick developing without loss of time and money. Scientists and research workers can use tele-photographic or wide angle or employ supplementary lenses. Even in such cases, the mirror-reflected image will be absolutely reliable and the exact picture seen on the top screen. The lens can be changed while the camera is loaded. A Press photographer equipped with an "Exakta" can surmount all obstacles. In a crowd, he can photograph over people's heads and watch the subject from below. Detectives will find that "Exakta" facilitates their work immensely, as vertical pictures are taken at an angle of 90 degrees to the subject, and the photograph can thus be attained unobserved.

Shape and Weight. The beautiful form of the "Exakta" attracts at once. Its handy body fits conveniently in your hand. The elegant trapezoid form is not only beautiful but ensures the utmost utilisation of space. Provided with reflex mirror, focal plane shutter, and the most rapid lens, the "Exakta" nevertheless appears to be hardly larger than an ordinary roll film camera.



"Exakta" for sport photos



Stage picture with "Exakta" F. 2.8



"Exakta" for detective work

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