

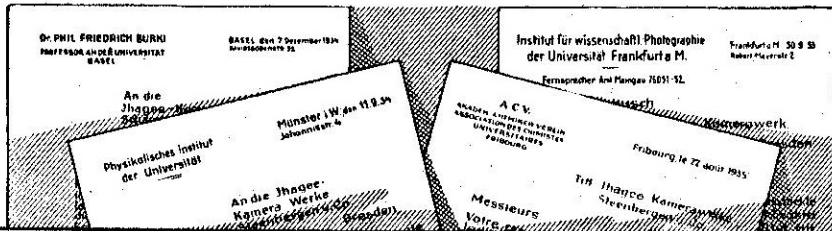
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THE
BRITISH JOURNAL
Photographic Almanac
1936



64 Gravure Pictures

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



Exakta and World Opinion

Physikalisches Institut
der Universität -Münster Sept. 11th, 1934

After having your new reflex camera in my possession for about two months, I am now able to let you know my opinion about this beautiful achievement of technics. I must say that this camera does much more than I expected at first. Although I already possessed a well-known miniature camera, I supposed a reflex camera could be of somewhat greater use for my scientific work and I intended to use the miniature camera for all other photographic purposes.

After a short time it appeared to me that I had been in error. The man who uses the "Exakta" would never use or choose something else again. It is a matter of fact that the mirror construction of the Exakta represents the ideal finder. It is simply impossible to make a mistake, to obtain unsharp pictures or undesired views. And I believe that I may say that many amateurs lose the pleasure of photography due to the imperfections of his camera. Moreover, the Exakta is provided with a perfect lens and a focal plane shutter, known as the best shutter.

Finally, I must say that this camera is simply beautiful. The man who desires to obtain really good pictures which will give him complete satisfaction must take the Exakta. No matter under what circumstances pictures have to be taken, my Exakta never left me in the lurch. Well, you need not think this to be exaggerated praise, it is my sure conviction and your camera will find its way. The Exakta is the camera for intellectual men.

With my best wishes for your success,
(Signed) HEINZ MENTRUP, Assistant.

Institute for Scientific Photography of the
University at Frankfurt-on-the-Main.

Sept. 30th, 1933.

The Ihagee reflex camera "Exakta" No. 408521 with Exaktar lens F/3.5, focal length 70 mm., which has been sent to us on our request, has been thoroughly tested in the above-mentioned Institute for Scientific Photography. The test included the optical equipment, the construction and the range of usefulness. The result of this examination is given below:

The perfectly corrected lens (compare picture No. 1), in conjunction with the possibility to focus very exactly by means of a magnifier, permits a rapid and precise focussing on the ground glass, which corresponds completely with the focus of the film (pictures 2-5). It is worth mentioning that the film lays perfectly flat in the focus by means of a new construction and this, combined with the focal plane shutter, which works free of vibration, guarantees pictures of equal sharpness. Test pictures 6-11 prove that even after many days the film in the camera, ready for use, remained in its position. This new construction of the Ihagee Camera Works removes all prejudices to the present miniature camera, such as too small negatives, too many exposures on one film, separated finder and camera lens, parallax, etc., whilst all the advantages of the miniature cameras, such as quickness in operating, ever sharp pictures, impossibility of double exposures, light weight and handy shape, are incorporated in the Exakta in the most perfect manner.

(Signed) DR. A. BUSCH.

Agents for:

Great Britain: Garner & Jones Ltd., Polebrook House, Golden Square, London, W. 1.

Hongkong: Helmut Nacht, Hongkong, P.O. Box 309

British India: Mangalbhoy & Co., Ismail Building, Hornby Road, Fort Bombay

British Malaya: Singapore Photo Studio, High Street, Singapore

New Zealand: H. E. Perry Ltd., 705 Colombo Street, Christchurch, C. I.

Union of South Africa: Carl Gradt, P.O. Box 4231, Johannesburg

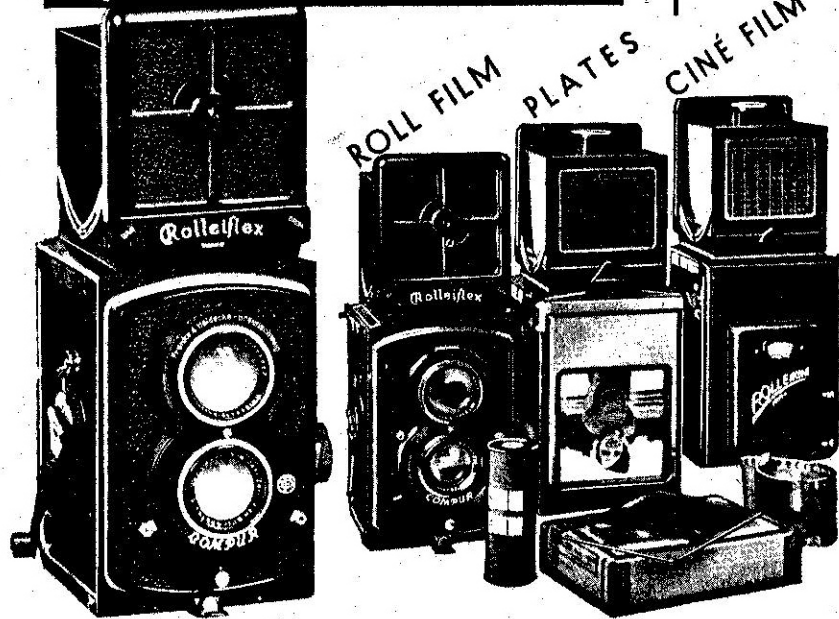
Trinidad and Tabago: Smith, Robertson & Co., Ltd., 3 & 5 Chacon Street, Port of Spain



DRESDEN
Striesen 152

Rolleiflex

for
ROLL FILM
PLATES
CINE FILM



The world's fastest roll-film mirror reflex. Its instant readiness for use and its miraculously quick and convenient focussing, make it ideal for getting rapid shots and out-of-the-ordinary subjects. Shutter speeds and lens stops are clearly seen from the taking position, in a peep window above the finder lens. Your picture is seen full size and right way up on the ground glass screen. Parallax compensation ensures that what you see, you get. Rolleiflex takes 12 pictures on $3\frac{1}{2} \times 2\frac{1}{2}$ 8 exp. roll-film for 1", or can be adapted, with accessories, for use with plates and cine film. The square format is very convenient for trimming or enlarging the picture to any desired shape. Has F 3.5 Zeiss Tessar lens and one-lever Compur Shutter speeded to 1/500th sec. T. & B. ... £25 0 0.

The 4 : 4 cm. Rolleiflex takes 12 pictures on V.P. roll-film. With Zeiss Tessar F 2.8 lens, £26 0 0.
With F/3.5 Zeiss Tessar ... £24 5 0.

A ROLLEIFLEX PICTURE WON THE "DAILY HERALD" £2,500 PRIZE, TAKEN BY MR. R. J. JENKINS OF BAYSWATER, LONDON.

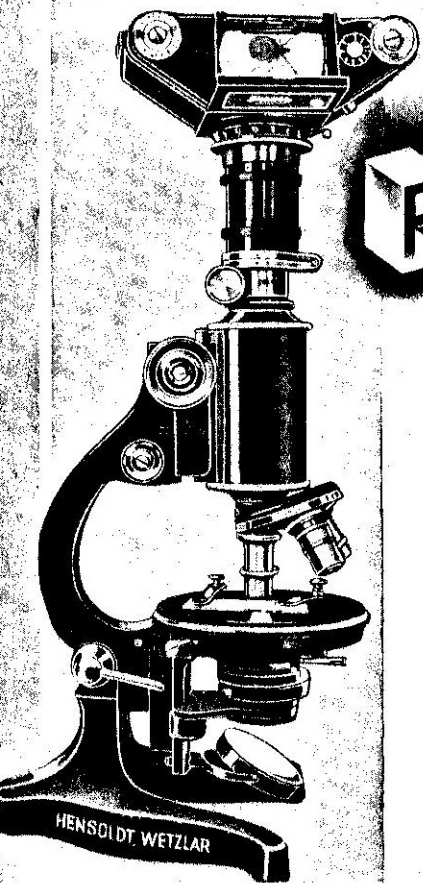
The prices on pages 595 and 596 apply to Great Britain only. Prices for I.F.S. on application to the Sole Importers:



Prices for all other countries on application to the manufacturers:

R. F. HUNTER, LTD.
Celfix House, 51, Gray's Inn Road,
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Saizdahlumerstrasse, 196
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EXAKTA

For microscopical pictures

the "Exakta" is an ideal instrument. Here, too, the focussing by means of a mirror proves to be the most perfect construction for photographic cameras. The "Exakta" is adapted to the microscope by means of the

Exakta Micro-Adapter

This adapter can be turned over, thus permitting the interchange of the oculars of the microscope and to change the scale of enlargement.



CAMERA WORKS
STEENBERGEN & CO

DRESDEN
Striesen 152



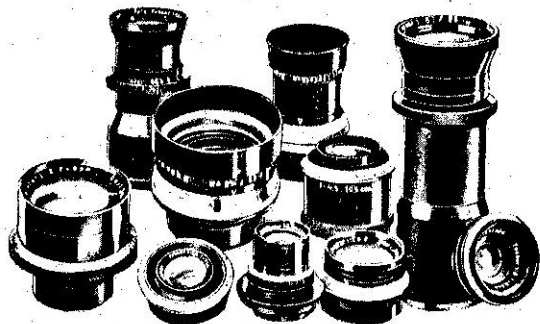
LUMIMAX- ENLARGER

The Exakta Lumimax is used in conjunction with the lens of the "Exakta," which is very easy to do as all "Exaktas" have interchangeable lenses. Focussing is done by means of the focussing mount with which the Lumimax is provided. Films need not be cut into single pictures, as the Lumimax is provided with a very practical film canal. Films will not be affected by heat, as there is a hinged top for ventilation.



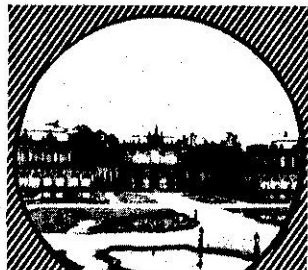
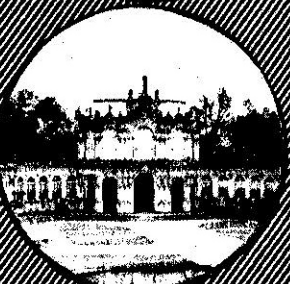
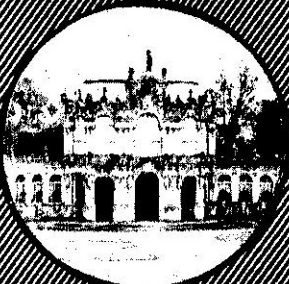
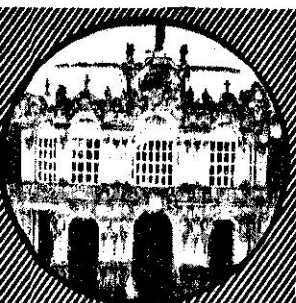
CAMERA WORKS
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**INTERCHANGEABLE LENSES
FOR ALL PHOTOGRAPHIC
PURPOSES**

Lenses of various focal distances for landscapes, portrait work, telephoto and wide angle photography and scientific work. Lenses of very large aperture to $f/1.9$.



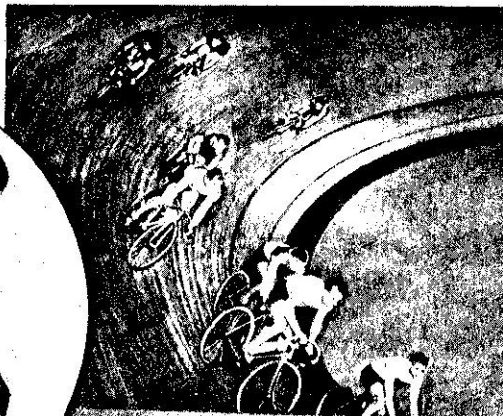
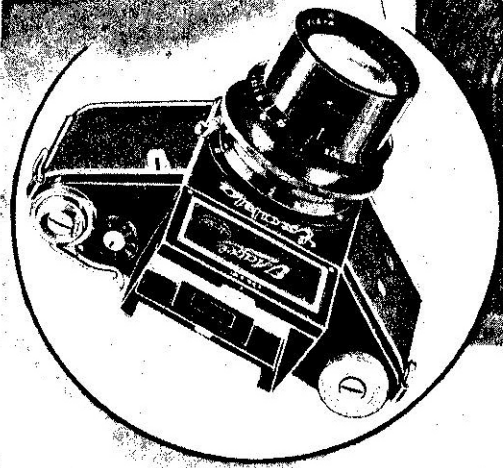
EXAKTA

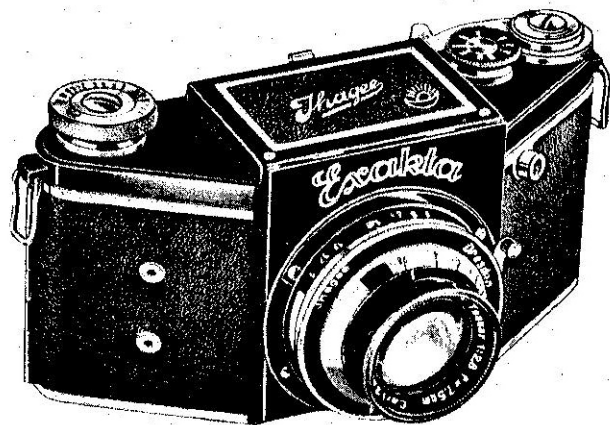
**with VACUBLITZ HOLDER
and LENS OF LARGE
APERTURE**

permits of photography under bad light conditions. The Vacublitz Holder is especially constructed for synchronous release of shutter and Vacu- or Foto-flux flashlight bulbs.



DRESDEN Striesen 152





Exakta Reflex Camera

Notwithstanding the small size of the body of this camera, pictures made on V.P. films, standard size, are very effective and large enough to give complete satisfaction. The picture shown on the ground glass is identical with the photograph to be taken. Pictures will always be sharp, as focussing and depth of focus can be easily controlled on the ground glass. It is impossible to take two pictures on one film, as the changing of the film from number to number automatically sets the shutter, therefore "Exakta" is always ready for use.

SOME PRINCIPAL ADVANTAGES:

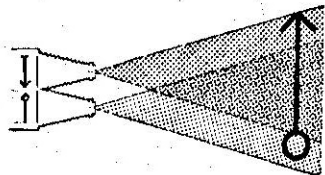
FREE FROM PARALLAX

Only a mirror-reflected image as produced by the "Exakta" lens is always reliable and absolutely coincides with the final 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? No matter whether view finder was built into the camera or attached to it. 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.

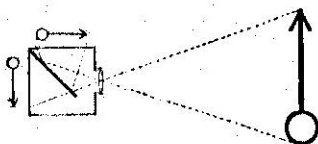
ALWAYS SHARP PICTURES

Working with a mirror reflex camera is the acme of perfection. No estimating of distances, no time-consuming control of distance meters and tables! No trifling little image in a view finder!

The large reflected image reduces the work of adjusting the diaphragm and the focussing to almost automatic operations. By means of a precision helical mount, focussing to correct sharpness takes place with microscopic accuracy. A magnifier in the hood may further be relied on in case of ultra-critical focussing.



This is parallax



"Exakta" is free from parallax

A WONDERFUL SHUTTER

A high-grade camera requires a first-class shutter. The self-capping focal plane shutter, on which the speeds can be easily read, makes instantaneous exposures from $1/25$ th to $1/1000$ th second, as well as time exposures of $1/10$, $1/2$, 1 to 12 seconds without delayed action release and exposures from $1/1000$ th to 6 seconds when the delayed action release is used. The Exakta focal plane shutter 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!

A UNIVERSAL REFLEX FINDER

The finder hood is constructed to use the "Exakta" as a reflex or as an ordinary sports camera. By pressing lightly on a lever the finder hood springs open into the "open" position. It is also possible to see the ground glass screen while using the camera at eye level by means of a mirror in the light hood. By pressing down this mirror the light hood is changed into an ordinary and very exact frame finder.

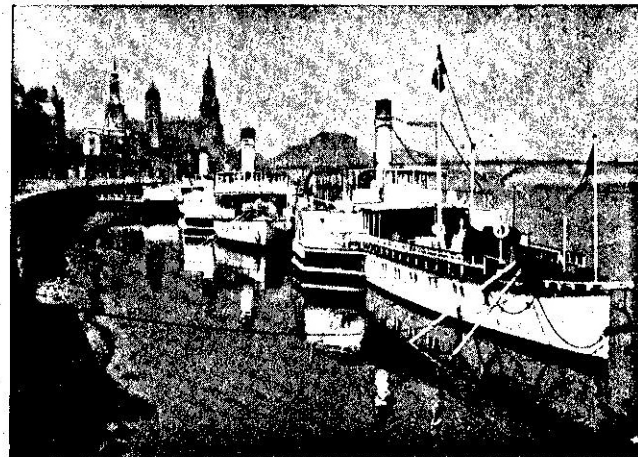
INTERCHANGEABLE LENSES

An "Exakta" is remarkably efficient in every way, a real universal camera. There is not a sphere in which its numerous advantages cannot be utilised, including landscape or portrait work, scientific sport, night and stage photography. Various interchangeable lenses of high quality can be supplied and the lenses can be changed in a very simple way even whilst the camera is loaded. For night, interior or stage work an "Exakta" with the largest aperture lens obtainable should be used.

ELEGANT AND PRACTICAL

The beautiful form of the "Exakta" attracts at once. Its handy body lies conveniently in your hand during the taking of a picture. 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.

It is most beautifully made, entirely of metal, leather covered, and fitted with Tripod Bush and Cable Release. Size overall, $6 \times 3 \times 2\frac{1}{2}$ ins. Weight 26 ozs.



EXAKTA FOR ALL PURPOSES



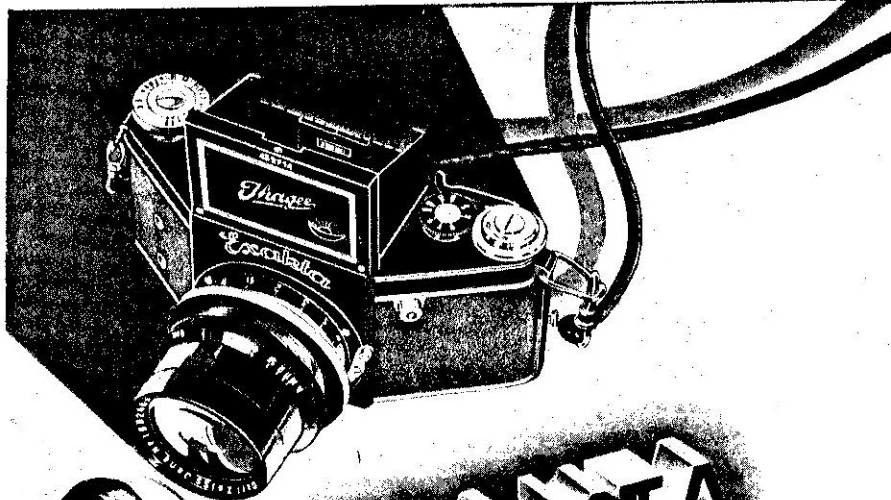
Agfa PANCHROMATIC

for general out-of-door shots. Extreme latitude: correct tone values: anti-halative.

Agfa ISOPAN ISS

Superseding Novopan, this high speed film is ideal for exposures under artificial lighting and out-of-doors in dull weather and poor conditions.

16 mm.
R E V E R S I B L E F I L M S



EXAKTA
THE MULTISPEED REFLEX CAMERA
for small pictures and for every purpose
Numerous Accessories



DRESDEN Serien 152
Agents for:
Great Britain:
Garner & Jones Ltd.,
Polebrook House,
Golden Square,
London, W. 1.
Union of South Africa:
Carl Grady,
P.O. Box 4231
Johannesburg.

THE EXAKTA MODEL B FOCAL PLANE MINIATURE REFLEX CAMERA.

(Sold by Garner & Jones, Ltd., Polebrook House, Golden Square, London, W. 1.)

The Exakta camera for $6 \times 4\frac{1}{2}$ cm. rollfilm is already well known for its extreme compactness and by the versatility of its reflex finder and its shutter. By an ingenious arrangement utilising a mirror

the focussing screen can be viewed either from above or at eye level, whilst a straight through eye-level finder is also provided. A magnifier springs automatically into position in the hood. In this model the shutter has been still further improved and now gives time, bulb and instantaneous exposures from $1/1000$ to $1/25$ second and $1/10$ to 6 and 12 seconds, all of which, with the

exception of the last—12 seconds—can be used in conjunction with a delayed action mechanism. The shutter and film are wound together, rendering double exposures impossible. The price of the camera with Zeiss Tessar $f/2.8$, 7.5 cm. focus, is £27 10s., and it may be had also with various lenses from the $f/3.5$ Exactar anastigmat at £19 10s. to the Dallmeyer $f/1.9$ Super Six at £36 and the Zeiss Biotar $f/2$ at £47 10s. A number of telephoto and wide angle lenses can be supplied and used interchangeably. They can, of course, be changed with the camera loaded, as the focal plane shutter protects the film.

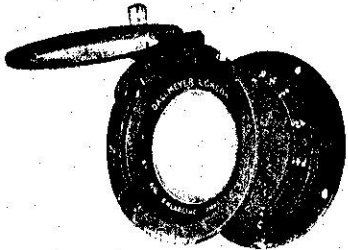
ENLARGING ANASTIGMATS.

(Made by J. H. Dallmeyer, Ltd., 31, Mortimer Street, London, W. 1.)

It is not as generally realised as it might be that for enlarging, a lens must be differently corrected both as regards spherical

aberration and colour from a camera lens. Messrs. Dallmeyer, who have given much attention to this problem, supply a series of enlarging lenses which can be relied upon to give the utmost perfection of definition at their full aperture of $f/4.5$. This is particularly important in enlarging from miniature negatives. A new popular series of $f/4.5$ enlarging lenses has

also recently been brought out in focal lengths from 3-in. to 7-in., at prices from £3 10s. 0d., in response to the demand for a good quality anastigmat for use on horizontal and vertical enlargers, selling at a low price.

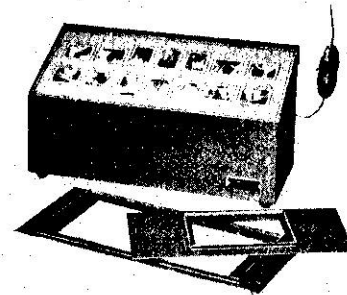


ILFORD X-RAY ACCESSORIES.

(Made by Ilford Limited, Ilford, London.)

Two useful accessories for the Radiologist have been placed on the market by Ilford. One is the dark room film container, which is an all-metal service cabinet designed for the storage of X-ray

film in the dark room. The separate compartment for the different sized films are easily accessible, and the cabinet is so constructed that it cannot be left open. The cabinet takes two dozen films, each of five sizes from 15×12 to half-plate. The price is £2 5s. 0d. The other accessory is a dental viewing lantern in which 14 films of a full mouth can be viewed simultaneously, whilst masks are provided to accommodate one, two, three and ten



film size mounts with no surrounding white light. The price is £1 17s. 6d.

ACCESSORIES FOR THE CONTAX CAMERA.

(Sold by Zeiss Ikon, Ltd., Mortimer House, Mortimer Street, London, W. 1.)

One of the numerous accessories made to fit the slide of the Contax—and Super Nettel—cameras is the Contameter. This extends the principle of rangefinder focussing to objects too near

the camera for the built-in rangefinder to function. It is used in conjunction with three Proxar attachment lenses, and enables close-ups to be taken, with needle sharp accuracy of focus, at distances of 20, 12 and 8 ins. The price, complete with the lenses, in case, is £10 5s. A whole range of special finders fit the same slide. A universal eye-level finder, giving erect, un-reversed images, covers all focal lengths down to

2 ins., and there are special finders for shorter focus lenses. The Albada finder is on a new principle, and gives a very wide field with the correct frame clearly marked out by a white rectangle. Other finders are for waist level and oblique use: there is, in fact, a finder for every possible lens and purpose.

