The Exakta VX is the 35-mm., single-lens reflex and most versatile camera in the world. Below is a price list for various lenses:

<table>
<thead>
<tr>
<th>Lens</th>
<th>Size</th>
<th>Make</th>
<th>Model/Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>28-mm., f/3.5 Angenieux R1</td>
<td>80 mm.</td>
<td>1/3.5 Meyer (pre-set)</td>
<td>Primoplan</td>
<td>329.90*</td>
</tr>
<tr>
<td>35-mm., f/2.5 Angenieux R1</td>
<td>80 mm.</td>
<td>1/3.5 Meyer (pre-set)</td>
<td>Primoplan</td>
<td>329.90*</td>
</tr>
<tr>
<td>50-mm., f/2.8 Zeiss (pre-set) Tessar</td>
<td>135 mm.</td>
<td>1/2.8 Meyer Trioplan</td>
<td>74.50</td>
<td></td>
</tr>
<tr>
<td>58-mm., f/1.9 Veidemeyer (pre-set)</td>
<td>135 mm.</td>
<td>1/2.8 Zeiss (pre-set) Biolar</td>
<td>74.50</td>
<td></td>
</tr>
</tbody>
</table>

**Accessory Pricing:**

- Pentaprism eye-level viewfinder: $50.00*
- Leather case for Pentaprism or waist-level finder: $3.00
- Waist-level viewfinder: $3.50
- Extension tubes and adapter rings: $24.00
- 2-in-1 adapter for short extension: $10.00
- Novoflex bellows extension EBAL (single carriage): $44.50
- Novoflex bellows extension EBI (double carriage): $52.00
- Novoflex tripod rack CASTEL: $25.00
- 105-mm., f/4.5 Steinheil lens for EBAL or EBI: $34.50
- Adapter for front element of 135-mm. Cullinar: $6.00
- Ihagee hinged microscope adapter (Type 1): $29.50
- Ihagee pressure microscope adapter (Type 2): $36.00
- CopyMat (copystand) Model 1: $97.50
- Model 2 (larger model): $117.00
- Ihagee Magnaflar lens-viewfinder: $25.00
- Ihagee flashgun: $32.00
- Domestic flashgun for Exakta: $15.00

*Prices are subject to change without notice.

We invite you to inspect the Exakta VX at your dealer. Only when you see the VX will you be able to understand fully what Exakta Photography is and how unusual and valuable each VX feature is.

---

**Exakta Camera Company**

Exclusive Factory Representatives for Sales and Service in the USA.

46 West 25th Street - New York, N.Y.
705 Bronx River Road - Bronxville, N.Y.
the 35-mm., single-lens reflex camera with ground glass focusing that gives you the exact picture you see.

There is no greater thrill than to conceive, plan and execute a photograph. The better the picture, the more we enjoy photography. Picture taking has reached the stage where we expect to get a good picture every time.

Many photographers, however, tie their own hands. They buy a camera that rods them of the most important feature and pleasure of photography—being able to determine what the picture shall look like. The camera controls them and decides what the picture shall be, rather than vice versa.

Picture control is determined by the camera's viewfinder, an optical system designed to help you compose your picture. Many cameras have serious viewfinder limitations. Some finders are too small, preventing the photographer from seeing the image and area of sharpness. Others are obscured by focusing devices that distract the eye and prevent accurate composing and focusing.

The most serious viewing difficulty is parallax, an optical discrepancy and handicap resulting from the fact that one lens is used for viewing the picture and another for taking it. The difference in location of the two lenses causes like picture you get to be different in composition from the one you see on the finder ground glass. All cameras whose viewfinders have an optical system separate from the lens that takes the picture must suffer from parallax. Only the single-lens camera is free of it.

Because of these limitations, picture taking with other cameras is a hit-and-miss affair. So much is left to chance and guesswork, that the result is not actually what the photographer wants, but what the camera taken for him. Because the exact image cannot be seen at every instant, the photographer is unable to make the camera, the tool and instrument it should be and unable to make it respond to his wishes. The pictures he gets, good or bad, are the result of haphazardness, rather than precision, and often are unsuccessful.

A critical photographer—anyone beyond the snapshot level—wants his camera to record a scene exactly as he sees it. He wants to compose his picture down to the last detail and then get it exactly as he planned it—no more, no less—when he releases the shutter. If you want a camera with such accuracy and precision, one that is in fact an extension of your eye, you will be interested in the 1952 Exakta VX, the camera that is so advanced it will lead the photographic field for years to come.

The VX is a 35-mm., single-lens reflex, the latest refinement of a world-acclaimed line of cameras that have made a significant contribution to photography. The distinguished Exakta has made picture taking a fascinating pastime for the amateur and a pleasure, uncomplicated field for the professional. It has introduced a new standard of photography and given photographers all over the world a new concept, an easy and precise way to take better photographs.

It has created Exakta Photography, an entirely new technique,
THE 35-MM. EXAKTA

is the ideal camera for general and specialized photography because of its great versatility.

The VX is the most versatile camera in the world. With it you can photograph any type of subject, microscopic or gigante, an inch or a mile away. With the same camera you can shoot perfect portraits and photographs of such subjects as children, pets, wildlife, flowers, landscapes and industrial scenes—even the moon, if you wish.

You can make slides and copies of documents, books, stamps and other material and take tabletops, close-ups and photomicrographs with ease. You can shoot indoors and outdoors, with natural and artificial light. The VX is compact in design, no larger than a small 35-mm camera. It is rugged and can be used anywhere.

Carl Zeiss Jena incorporating the advanced feature of preset diaphragm control is available for the VX. A simple flick of the control ring and your lens instantly adjusts to the pre-set opening.

All Exakta lenses are readily interchangeable because of the specially designed bayonet mount. As the need arises, you can remove the standard 50-mm. or 58-mm. lens and insert a faster.

You can quickly interchange viewfinders, from the universal hooded finder to the versatile eyepiece Pentaprism, to suit your specific photographic needs. You can compose your picture comfortably without additional viewing devices or eye strain whether your subject is at ground or eye level. You get a brilliant, upright image on the ground glass, and with the Pentaprism, the image is "free view" and the sides are not reversed.

Exakta Photography means using the finest, coated, color-corrected lenses produced by world-famous manufacturers. An entirely new series of unusual lenses made by the renowned Leitz-Werke, Germany, is now available. The VX can be equipped with these lenses in addition to the standard lenses. This combination of keen vision with optical clarity gives you a picture in every situation. A few examples are: portrait, nature photojournalism, sports, landscapes, still life, and close-up photography. The VX takes black-and-white negatives on 35-mm film, with the option of color, for slide projection. You can also use the VX for black-and-white or color prints, or for motion picture photography.

THE AMATEUR—The VX can record forever in pictures those precious moments with your family, children and pets, the vacation and other events that you would like to remember.

THE PROFESSIONAL—The VX is the most useful camera to have on an assignment or pleasure (isual) project. Compact and inconspicuous, it will get you shots you never could get with a larger camera. Superb definition of lenses permits you to blow up your negatives to gorgeous 16x20 prints or even mural size.

THE PHOTOJOURNALIST—The VX's rapid operation and miniature size, coupled film transport and shutter cocking, built-in regular and electronic flash contacts, great variety of lenses, incomparable viewfinder system and the possibility of using a wide variety of accessories, is ideally suited to the photographer.

THE PHYSICIAN—The VX has become indispensable to the general practitioner and specialist alike for routine medical examinations, copying X-rays, taking color transparencies of injuries and lesions and for slide making for classroom demonstration and lectures.

THE DENTIST—The VX is useful with the aid of extension tubes for recording the oral condition of patients before and after treatment and for making color transparencies of x-rays. The VX is ideally suited for this kind of photography.

THE SCIENTIST—The VX is an all-around laboratory camera for recording experiments and copying. Extension tubes are available in all lengths for macrophotography, macromicroscopy and photomicrography. A special microscope adapter (35) makes this camera to photomicrography.

THE TEACHER—The VX is the ideal camera for making visual aids. Photographs can be taken in the classroom or copied from books, magazines, newspapers. They may be used for真的 fact cards, visual aids, and blackboards. The VX can be moved from class to class. The VX is indispensable for making slides, transparencies and motion pictures. Student activities may be photographed for publication.

THE ENGINEER—Records of any type of construction may be taken for detailed analysis and used to explain or processes.

THE TRAVELER—Photographs of scenic spots, street scenes, people, and still life, in black-and-white or beautiful, natural color. Travel accessories that the VX can be an essential tool for making slides to illustrate talks.
Exakta VX

The Exakta VX is the ideal camera for any and every kind of photographer—for the amateur, the professional, the photojournalist, the commercial photographer, the portraitist, the doctor, the dentist, the ophthalmologist, the scientist, the teacher, the photomicrographer, the traveler—for anyone who wants to get the exact image that he sees on the ground glass.