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-	Automatic Exakta VX-IIa camera with Penta Prism viewfinder and automatic spi rangefinder and	it-image List
	 S0-mm. f / 2.0 Carl Zeiss Pancolar (automatic) S0-mm. f / 2.9 Isco Westrocolor (automatic) S0-mm. f / 2.8 Carl Zeiss Tessar (automatic) S0-mm. f / 2.8 Carl Zeiss Tessar (automatic) S0-mm. f / 2.0 Carl Zeiss Biolar (automatic) S0-mm. f / 1.9 Steinheil Auto-Quinon (automatic) S0-mm. f / 1.9 Steinheil Auto-Quinon (automatic) S0-mm. f / 1.9 Steinheil Auto-Quinon (automatic) S0-mm. f / 2.0 Carl Zeiss Biolar (automatic) S0-mm. f / 2.0 Carl Zeiss Biolar (automatic) S0-mm. f / 1.9 Steinheil Auto-Quinon (automatic) S0-mm. f / 3.0 Steinheil Auto-Quinon (automatic) S0-mm. g / 3.0 Steinheil Auto-Quinon (automatic) Automatic Exakta Zeinheir A cond Gautomatic) Automatic Exakta Cameras with Light-Meter Penta Prism and Rangefinder with exposurinstead of Penta Prism and Rangefinder and Sel form List Price. Above Exakta Cameras with Waist-Level Finder instead of Penta Prism and Rangefinder automatic) 	\$359.50 299.50 279.50 299.50 369.50 369.50 C 219.50 e meter
AUTOMATIC	50-mm., f /2.0 Zeiss Pancolar 50-mm., f /2.0 Jeiss Pancolar 50-mm., f /2.8 Carl Zeiss Tessar 58-mm., f /2.8 Carl Zeiss Tessar 58-mm., f /1.9 Isco-Mat LM (automatic) w/exposure meter 55-mm., f /1.9 Steinheil Auto-Quinon 50-mm., f /1.9 Schneider Xenon	\$140.00 80.00 80.00 150.00 140.00 150.00
WIDE-ANGLE	24-mm., f / 3.5 Angenieux Retrofocus (automatic) 24-mm., f / 4.0 Isco Westrogon (automatic) 25-mm., f / 4.0 Zeiss Flektogon (automatic) 28-mm., f / 3.5 Angenieux Retrofocus (automatic) 35-mm., f / 2.8 Steinheil Auto-Quinaron w sunshade (automatic) 35-mm., f / 2.8 Garl Zeiss Flektogon (automatic) 35-mm., f / 2.5 Angenieux Retrofocus (automatic) 35-mm., f / 2.4 Sac-Mat LM (automatic) 35-mm., f / 2.4 Sac-Mat LM (automatic) 35-mm., f / 4.5 Meyer Primagon (preset)	
PORTRAIT LENSES	80-mm., f./2.8 Zeiss Biometer (automatic) 80-mm., f./2.8 Carl Zeiss Tessar (preset) 80-mm., f./3.5 Meyer Primotar (preset)	\$139.50 59.50 49.50
TELEPHOTO LENSES	90-mm., f/2.5 Angenieux (Y1) (automatic) 100-mm., f/2.8 Hugo Meyer Goerlitz Triopian (automatic) 120-mm., f/2.8 Zeiss Biometer (automatic) 135-mm., f/2.8 Steinheil Quirar (automatic) w/ case 135-mm., f/2.8 Steinheil Quirar (preset) w/ case 135-mm., f/2.8 Isco Tele-Iscaron (automatic) w/ case 135-mm., f/2.8 Isco TeleIscaron (preset) 135-mm., f/2.8 Isco TeleIscaron (preset) 135-mm., f/3.5 Hugo Meyer Goerlitz Tele-Megor (preset) 180-mm., f/3.5 Hugo Meyer Goerlitz Tele-Megor (preset) 180-mm., f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset) 180-mm., f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset) 250-mm., f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset) 250-mm., f/5.5 Hugo Meyer Goerlitz Tele-Megor (preset) 260-mm., f/5.5 Hugo Meyer Goerlitz Tele-Megor (\$119.50 99.50 149.50 149.50 189.50 150.00 119.50 100.00 65.00 49.50 149.50 200.00 79.50 89.50 130.00 79.50 89.50 139.50 750.00
	LIGHT-METER PENTA PRISM UNIT with rangetinder Penta Prism viewfinder Waist-level reflex viewfinder Leather Eveready carrying case for Exakta VX-IIa camera w/lenses up to 58-mm. (with or without Light-Meter) Deluxe Leather Eveready carrying case for Exakta VX-IIa camera (with or without Light-Meter) Compartment Case (holds camera, lenses, film, filters etc.) Leather Case for Penta Prism viewfinder or waist-level reflex viewfinder Leather Case for Penta Meter Penta Prism Viewfinder	\$ 59.50 39.50 15.95 5.50 12.00 15.00 19.95 3.00 4.00
ACCESSORIES	Inagee Extension tubes and adapter rings 2-in-one adapter for short extension Bellows Extension for Exakta 105-mm., f/4.5 Steinheil lens for Bellows Extension Ground Glass for Penta Prism or Magnear Twin-cable release for close-ups Cobra Auto. Diaph. Lens Release extension Ihagee hinged Microscope Adapter (Type 1) Ihagee Microscope Adapter (Type 2) Exakta Accessory Shoe for Prism Finders Exakta Anaual by Werner Wurst Exakta Pocket Guide by Vacob Deschin Exakta Electronic Flash Unit Exakta Electronic Flash Unit Exakta Electronic Flash Unit Exakta For Cobrack Electronic Flash Unit Complete price list.	34.50 31.50 2.50 6.95 2.95 15.00 25.00 2.00 11.95 7.95 1.00 4.95 59.95
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AUTOMATIC EXAKTA PRICE

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NEW AUTOMATIC





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EXAKTA OFFERS YOU TWO TYPES OF PHOTO ELECTRIC EXPOSURE CONTROLS...

AUTOMATIC EXAKTA VX-IIA WITH PENTA PRISM EYE-LEVEL VIEWFINDER AND AUTOMATIC SPLIT-IMAGE RANGEFINDER WITH NEW SPECTACULAR 50-MM F1.9 ISCO-MAT ELECTRIC-EYE LENS WITH AUTOMATIC DIAPHRAGM

Now, for the first time, Exakta owners can have all the advantages of an electric-eye—with the new Isco-Mat LM lenses! The Electric-Eye Exposure Meter is attached to the lens, therefore the Exakta may be used with and without meter...with all Isco-Mat Electric Eye lenses, standard, wide angle and telephoto.

The Isco-Mat LM Electric-Eye mechanism adjusts itself to every lighting condition...positively, instantly, automatically. There is no need for complicated figuring, lens settings or complex shutter manipulations. The Isco-Mat LM lens sensitive Electric Eye "reads" every scene correctly and automatically—averages light and dark areas...then moves into position depending on the type of film loaded in the camera. All you do is line up the needles in the window—and, you may choose any combination of diaphragm stop and shutter speed! Therefore, with an Isco-Mat LM lens on your Exakta, you will have more time to compose your picture and you'll have complete camera control at all times.





AUTOMATIC EXAKTA LIGHT-METER VX-IIA CAMERA WITH BUILT-IN ELECTRIC EXPO-Sure meter and penta prism eye-level viewfinder and automatic split-Image Rangefinder and 58-mm F2.0 Carl Zeiss Biotar Lens with automatic Diaphragm.

The Exakta Light-Meter VX-IIa Camera features a photo-electric cell exposure meter that is built into the Penta Prism Finder. This exposure meter assures you highly accurate readings and exposure with all types of film. In addition, this Light-Meter Prism has a separate-window optical Viewfinder which is invaluable for taking instantaneous flash and sport pictures.

IMPORTANT: When you purchase your Automatic Exakta VX-IIa, you will find packed in the box a one-year Guarantee Certificate issued by Exakta Camera Company, Bronxville, New York. On this Guarantee Certificate are imprinted the serial numbers of the camera and lens. An owner registration card, import certificate and instruction booklet are also included with every camera. The Guarantee Certificate insures your camera for one year against any defects in material or workmanship...the owner's registration card gives protection in event of loss or theft and entitles you to free information and technical services...the import certificate facilitates the duty-free re-entry of your Exakta Camera when traveling abroad.

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SINGLE-LENS REFLEX PHOTOGRAPHY — The remarkable design of the Automatic Exakta VX-IIa assures you that the picture you see on the viewfinder ground glass is the same in composition, de- tail and sharpness as the one you get on the film. There is no parallax problem because only one lens is used for both view- finding and taking the picture.	AUTOMATIC DIAPHRAGM LENSES — The Automatic Exakta VX-IIa brings you the latest development in photography; fully auto- matic diaphragm control. This new series of lenses offers you the great advantage of presetting the aperture for greater speed and convenience. The lens diaphragm is operated automatically by pressing the shutter release button.
INTERCHANGEABLE VIEWFINDERS — The unique design of the Automatic Exakta VX-IIa permits you to interchange viewfinders instantly to suit your needs. The hooded finder is a very important supplement to the Exakta Camera. It is used for waist-level focusing and is equipped with a magnifier for precise work. The hooded finder provides a brilliant image in full negative size with upright composition on ground glass.	INTERCHANGEABLE LENSES — Every manufacturer of importance produces coated, color-corrected lenses for the Exakta. These can be interchanged with ease in a moment. You have available a vast array of lenses ranging from 24-mm to 2000-mm in focal length and as fast as f/1.5. Every time you change the lens, you create a new camera.
PENTA PRISM VIEWFINDER — The Penta Prism is used for eye- level viewing and can be instantly interchanged with the uni- versal hooded finder. It provides you with an upright image, "life size" as the eye would see it, with the sides unreversed, an indispensable aid in taking action shots because the camera can move with the action.	FOCAL PLANE SHUTTER — The Automatic Exakta VX-IIa has a focal plane shutter, the most accurate type devised. Electronically tested by the factory, the shutter assures you of accurate exposures at all speeds, a decided advantage in color photography especially. The shutter has two curtains that operate with a variable slit, which determines the exposure.
SPLIT-IMAGE RANGEFINDER — Available with the camera or as accessory, the split-image finder permits you to focus with an accurate split-image optical system as well as on a ground glass, an advantage when speed is important. The rangefinder inter- changes instantly and easily with the ground glass of the Penta Prism.	26 SHUTTER SPEED SETTINGS — The Automatic Exakta VX-IIa incorporates the unique Exakta feature of an extremely wide range of shutter speed settings, ranging from $1/1000$ of a second to 12 seconds. Exposures can be made at $1/1000$, $1/500$, $1/250$, $1/100$, $1/50$, $1/25$, $1/5$, $1/2$ of a second and 1, 2, 3, 4, 5, 6, 8, 10, and 12 seconds plus bulb and time.
INTERNAL FLASH SYNCHRONIZATION — The Automatic Exakta VX-IIa has built-in contacts for both regular and electronic flash. The camera is synchronized for all speeds with flashbulbs and with speed-lights and stroboscopic lights. Flash pictures in black-and-white and color can be taken with both types of lighting without any difficulty.	CARTRIDGE-TO-CARTRIDGE FILM FEED — This Exakta innovation permits you to wind film directly into a standard cartridge as you take pictures, eliminating the need for rewinding and les- sening the possibility of scratching the film. It also speeds roll changing because the take-up cartridge can be removed imme- diately after the last exposure.
EXPOSURE METER WITH DIRECT OPTICAL VIEWFINDER —(Optional) —Exakta exposure meter assures you of correct exposure set- tings for both color and black and white film. The instant you aim your Exakta at the subject, the indicator points to correct exposure area. Exposure Meter Penta Prism also contains a direct optical viewfinder—invaluable for taking flash and sport pictures. Available as optional equipment.	COUPLED FILM TRANSPORT AND SHUTTER COCKING — The move- ment of the film transport lever of the Automatic Exakta VX-IIa automatically cocks the shutter, saving considerable time and making it possible to take picture after picture with great rap- idity. The Exakta has been designed throughout to meet the need of photographers for fastest operation.
ELECTRIC-EYE ISCO-MAT LM LENSES —Exakta offers newest Isco- Mat LM Electric-Eye system. Features photoelectric cell exposure meter that attaches to all Isco-Mat LM lenses to give perfectly exposed pictures. Meter can be detached and interchanged on standard, telephoto and wide angle lenses. Only one photo- electric meter is required. Comes free with Isco-Mat standard lens. All Isco-Mat LM lenses have automatic diaphragm.	FILM SPEED GUIDE — The Automatic Exakta VX-IIa has a rotary dial on its top which is engraved with a scale of A.S.A. film speed ratings so that the photographer can keep a record of the kind of film (black & white or color) he is using or the speed rating. The dial, which can be seen at a glance, stays put until you alter it, preventing memory mistakes.
	IN CANADA: Toronto: 66 Portian

IN CANADA: Toronto: 66 Portland

HINGED, REMOVABLE BACK — One of the new and helpful improvements of the Automatic Exakta VX-IIa is the hinged back, which permits you to handle the opened camera without difficulty or awkwardness and frees your hands for the film changing. The hinge has a removable pin which enables you to detach the back when the occasion calls for such action.

35-MM BLACK-AND-WHITE AND COLOR FILM — The Exakta uses both standard black-and-white and color film in standard daylight cartridges. You get 20 or 36 exposures to the roll, which means that your photography is very inexpensive since the cost per picture is only a fraction that of larger sizes. You can also afford to take more pictures.

BUILT-IN KNIFE — A unique Exakta feature, the built-in knife, is incorporated in the Automatic Exakta VX-IIa to permit the photographer to remove the exposed portion of a roll of film whenever he wants to do so without finishing the roll. If the film has been fed into a standard cartridge, it can be removed from the camera without the bother of going into a darkroom.

NEW NOISELESS SHUTTER MECHANISM — The Automatic Exakta VX-IIa is the first single lens reflex camera with a new noiseless slow-speed shutter mechanism. Slow speed and delayed self release exposures are precisely timed and quietly and automatically recorded. Self timer releases shutter after 13-second interval; works with slow and fast exposures, and permits photographer to include himself in picture.

FILM-TRANSPORT GUIDE — The Automatic Exakta VX-IIa has a tiny "rotodial" built into the camera top that warns you against faulty loading by providing you with visual evidence at all times that your film is being transported. Each time you wind the film-transport shutter-cocking lever, the "rotodial" turns if the film is winding onto the take-up mechanism.

INTERCHANGEABLE GROUND GLASSES — A variety of ground and clear focusing glasses for all kinds of scientific work is available for the Automatic Exakta VX-IIa. Ground glasses with a clear center spot and with or without hair-line crosses, plain clear glasses, bisected clear or ground glasses and bisected plain or ground glasses can be obtained.

DEPTH-OF-FIELD, APERTURE AND DISTANCE SCALES — Each lens furnished with the Automatic Exakta VX-IIa contains engraved scales on which you can read at a glance the information essential for topnotch photography. The various scales tell you the opening of the lens diaphragm (f stop), the distance on which your camera is focused and the area of sharpness.

THE AUTOMATIC EXAKTA VX-IIa

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THE AMATEUR — The Automatic Exakta VX-IIa can record forever in pictures those priceless moments with your family, children and pets, the vacation and other scenes that would fade in your memory.

THE PROFESSIONAL — The Automatic Exakta VX-IIa is the most useful camera to have along on an assignment or pleasure jaunt. 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 Exakta's rapid operation and miniature size, coupled film transport and shutter cocking, built-in regular and electronic flash contacts, great variety of lenses, incomparable viewfinding system and the possibility of getting 36 exposures on a roll are features that endear it to photojournalists.

THE PHYSICIAN — The Exakta has become indispensable to the general practitioner and speciallat for preliminary and end-result pictures of patients, copying X-rays, making color transparencies of injuries and lesions and for slide making for class-room demonstration and lectures.

THE DENTIST — The Automatic Exakta VX-IIa is useful with the aid of extension tubes or beliows for recording the oral condition of patients before and after treatment and for photographing cavities, fillings, and inlays. Its accurate focus and absence of parallax are indispensable for extreme close-ups.

THE OPHTHALMOLOGIST — The Exakta makes photography of the eye simple. The single-lens reflex principle assures accurate focusing and centering in such work as Placido-disk reflection photography, and the built-in electronic flash contacts make possible the use of extremely high speed exposures to stop action.

THE SCIENTIST — The Automatic Exakta VX-IIa is an all-around laboratory camera for recording experiments and copying. Extension tubes are available in all lengths for macrophotography, microphotography and photomicrography. A special microscope adapter links camera to microscope tube.

THE TEACHER — The Automatic Exakta VX-IIa is the ideal camera for making visual aids. Photographs can be taken in the classroom or copies made from books, magazines or newspapers. They may be used as enlarged prints or made into slides for projection. Student activities may be photographed for school publication.

THE ENGINEER — Records of any type of construction can be taken and entaged for detail analysis and used to explain work processes to employees.

THE TRAVELER — Photographs of scenes you encounter during your 'travels can be recorded' in black-and-white or beautiful natural color. Travel lecturers find the Automatic Exakta VX-IIa an essential tool for making slides to illustrate talks. The Automatic Exakta VX-IIa is easy to carry and operate. The camera handles well because it is small, measuring 6 inches in length, 4¼ inches in height. With an Automatic Zeiss Jena f/2.0, 58-mm. Biotar, the Automatic Exakta VX-IIa weighs only about 2 pounds. Telephotos barely increase the weight because they are made of a special metal that is extremely light.



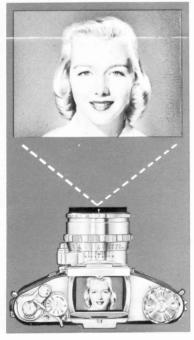
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EXAKTA



EXAKTA PHOTOGRAPHY has more to offer you than you ever expected from a camera



xakta Photography is 35-mm., single-lens reflex photography. It gives you absolute accuracy in and control over every phase of the photographic process, from viewfinding to exposure. It is based on the remarkable single-lens design of the Exakta, a design that utilizes the same lens for viewing and taking the picture.

When you look into the viewfinder of an Exakta, you realize how and why it has established new picture-taking methods. There, on the ground glass, from the first instant you see the complete image of your subject. As you move the camera, you see the many variations in composition that are possible. You see whether the image is sharply focused, whether every detail is as sharp as you want it to be, whether you have included every important object. You see whether your subject is well-lighted and the effect of closing and opening the lens aperture. You see up to the instant you press the shutter release how your picture is altered as you operate the focusing and other controls of the lens.

You do not have to worry about parallax with the Automatic Exakta VXIIa. There is no parallax because one lens provides the image both for viewing and taking. The image enters the lens and is reflected onto the ground glass by a mirror. When you have composed your picture, you release the shutter, the mirror snaps out of the way and the film records the exact image you saw on your ground glass.



Automatic Exakta VX-IIa Camera with Penta Prism Viewfinder, Rangefinder and Isco-Mat LM F1.9, 50mm Jens with photoelectric Exposure Meter and Automatic Diaphragm.

SPECTACULAR NEW ISCO ELECTRIC-EYE LENSES FOR EXAKTA! THESE LENSES WORK BOTH WITH AND WITHOUT PHOTOELECTRIC EXPOSURE METER.

The latest optical achievement is Isco's Electric-Eye Isco-Mat system. Features a photoelectric cell exposure meter which performs time consuming calculations for you-to give perfectly exposed pictures with both color and black and white film. Photoelectric meter attaches to lens, but can be detached and interchanged on all Isco-Mat Electric-Eye lenses including telephoto and wide angle lenses. Only one photoelectric meter is required for all Isco-Mat Electric-Eye lenses. Isco-Mat Electric-Eye lenses feature instant-reopen automatic diaphragm, visible depth of field band indicator, and locked-in readings for diaphragm and shutter speed settings for film logded in camera. 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 robs 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 viewfinding 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 viewfinding 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 the 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 takes 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 picture 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 falls in this class — 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 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 Automatic Exakta VX-IIa, the camera that is so advanced it will lead the photographic field for years to come.

The Automatic Exakta VX-IIa is the most versatile camera in the world. With it you can photograph any type of subject, microscopic or gigantic, 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-up and photomicrographs with ease.

You can quickly interchange viewfinders, from the marvelous eye-level Penta Prism to the universal hooded finder, 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 Penta Prism, the image is full size and the sides are not reversed.



Exakta Photography means using the finest, coated, color-corrected lenses produced by worldfamous manufacturers. An entirely new series of unusual lenses incorporating the advanced feature of automatic diaphragm control is available for the Automatic Exakta VX-IIa. Pressure on one button closes the lens instantly to the preselected stop and releases the shutter simultaneously. All Exakta lenses are quickly interchangeable because of the specially designed bayonet mount. As the need arises, you can insert a faster lens, a wide-angle or telephoto lens. Every time you change lenses, in effect you create a new camera.

Lenses ranging from 24-mm to 2000-mm in focal length and to f/1.5 in speed are available for the Automatic Exakta VX-IIa. Extension tubes and bellows for close-ups and photomicrographs also can be used with these lenses. In every case you see the effect of changing lenses and adding extension tubes immediately in the viewfinder. For photomicrography, the camera can be attached directly to the optical system of the microscope by means of an adapter after the lens has been removed.



All types of artificial light can be used with the Automatic Exakta VX-IIa. The camera has built-in synchronization contacts for both regular and electronic flash, and is flash-synchronized on all speeds. Since one short movement of a lever transports the film and cocks the shutter simultaneously, the speed with which a series of pictures can be taken with the Automatic Exakta VX-IIa is unsurpassed.

The Automatic Exakta VX-IIa is a 35-mm., single-lens reflex, the latest refinement of a worldacclaimed 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 pleasurable, 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 entire photo technique.

We invite you to inspect the new and magnificent Automatic Exakta VX-IIa at your dealer.

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