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EXAKTA

EXAKTA CAMERA COMPANY

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The New and Magnificent



35-MM AUTOMATIC EXAKTA IIa

The new 1957 Automatic Exakta IIa is a significant advance in Exakta photography. Created by the famous Exakta designers and engineers who have established a trail-blazing concept in original camera engineering, the Automatic Exakta IIa is the first single-lens reflex camera with a new noiseless shutter design. Here is another important milestone for Exakta, the most versatile camera in the world!

The Exakta has long been famous for its single-lens reflex principle which insures complete elimination of parallax at all times, giving you the exact picture on film that you see in the viewfinder. And, of course, the many new desirable innovations and refinements in the new Automatic Exakta IIa make it the best Exakta yet. The new features include a new three-outlet MXF flash synchronization, for focal plane flashbulbs, for SM flashbulbs, and for electronic flash; new scratch-proof pressure plate; new and improved window rotodial; new wide-diameter film spool for faster winding; new improved winding mechanism; new spring-catch spool retainer; and a new slow-speed setting knob for faster, silent operation. Naturally, the new 35-mm. Automatic Exakta IIa has all the other renowned and treasured Exakta features as Automatic diaphragm lenses; interchangeable lenses; interchangeable viewfinders, penta prism eye-level viewfinder, waist-level reflex viewfinder, split-image rangefinder, and magnear lens-viewfinder; coupled film transport and shutter cocking; the most accurate focal plane shutter; 27 shutter speed settings ranging from 1/1000 of a second to 12 seconds, plus bulb and time; built-in knife; provision for intentional double exposures, and more.

Yes, the New 1957 Automatic Exakta IIa is a far-reaching event for Exakta photographers. We invite you to inspect it at your dealer.

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

TWO VERSATILE EXAKTA VIEWFINDERS



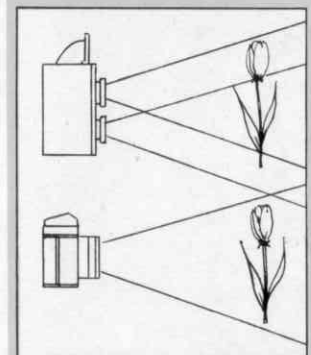
Two viewfinders are available for your Exakta. They are the Penta Prism and the waist-level hooded viewfinders. These viewfinders are meant to serve as a team, each for an individual purpose, and to complement each other. They are interchangeable with each other in a matter of seconds. By having both viewfinders, your Exakta will be universally equipped to give you many outstanding pictures that you would otherwise miss.

The Penta Prism viewfinder (with a split-image rangefinder) is furnished with the Exakta as standard equipment. With this finder, the Exakta photographer can make exciting eye-level shots with a horizontal or vertical format. Sighting through the Penta Prism is like looking through a small window. Everything is "life-size", the same size in the finder as the eye sees it. The Penta Prism can be used by the photographer with both eyes open. One eye sights through the finder, the other follows the actual scene. For fast action, sports, theater, nature, newspaper and general photography, the Penta Prism is exceptional.

The second half of the Exakta viewfinding team, the reflex waist-level hooded finder, adds more invaluable features. This all-direction finder allows you to point the lens of your Exakta at your subject from many different directions and angles and still focus without changing your position. The waist-level finder is invaluable for portraiture—for portraits of children and animals, for photographing flowers and plants, for close-up and copy work, and for many varied applications in scientific and industrial photography with the Exakta.

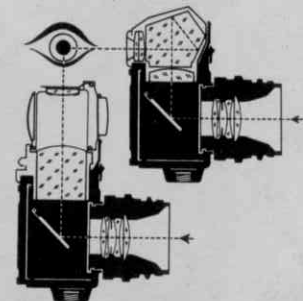
By having your Exakta equipped with both viewfinders, you can take pictures everywhere... making the sky the limit.

Waist-level reflex viewfinder.....	\$20.00
Penta Prism eye-level viewfinder (if required for replacement)	50.00
Split-image rangefinder glass to fit Penta Prism (if required for replacement).....	35.00



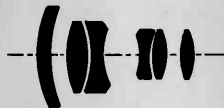
With camera having separate lenses for viewing and picture taking, there is a divergence of views. What you see, you don't get.

With Exakta, you get what you see.



STEINHEIL AUTO-QUINON f/1.9, WITH AUTOMATIC DIAPHRAGM

The newest objective for single-lens reflex cameras from the renowned house of Steinheil is the widely-hailed 55mm. Auto-Quinon f/1.9, with automatic diaphragm, magnificently suited for the Exakta. Representing in a sense the culmination of a century and a quarter of Steinheil lens engineering, the Auto-Quinon is one of the most interesting and remarkable lenses ever produced. Due to the unusual type of refractive optical glass employed, an extremely high correction is achieved, allowing maximum definition and balance of contrast, in color and black and white. The iris of the Auto-Quinon is always open at its widest (f/1.9) aperture, and closes down automatically to the pre-set opening when the shutter is snapped. Re-opens automatically to full opening. The automatic control system is contained in a vertical gear-operated transmission lever which operates a trigger device. This device simultaneously releases the shutter. There is also a setting on the lens for manual operation. A depth of field scale is engraved on the mount. The Auto-Quinon is available with the Exakta Ila and Penta Prism and Split-image Rangefinder for \$399.00. Separately, the lens is priced at \$169.50.



AUTOMATIC XENON

F/1.9, 50-MM

Having concentrated solely on the design and manufacture of fine photographic lenses, Jos. Schneider & Company have always been in the forefront of fine lens developments, as exemplified by their recent contributions to the widely acclaimed and imitated optical designs. Close to five million Schneider-Kreuznach lenses give daily evidence of the favorable attitude toward these objectives by amateurs, professionals and commercial studios alike. Among the best known of these lenses is the Automatic Xenon, f/1.9, 50-mm. lens, so favored by Exakta photographers and other enthusiasts. The razor-keen definition and high speed of this 50-mm. lens offers the photographer a uniquely versatile "eye", with black and white or color film, and especially in situations providing either little or abundant light. Recently re-designed so as to be slightly faster than before, the f/1.9 incorporates the other advantages, which excel in a modern lens. The Xenon is available with the Automatic Exakta Ila with Penta Prism and Split-Image Rangefinder for \$399.00. Separately, the lens is priced at \$169.



AUTOMATIC WESTAGON

F/2.0, 50-MM.

The Automatic Westagon, produced by the renowned Isco-Gottingen is an objective that has proven itself over and over in unusual or difficult situations. The f/2.0, 50-mm. Automatic Westagon is particularly prized by Exakta owners for its versatility. The added f/2.0 speed affords extra advantages where the light source is dim, or the action is fast, as well as in situations that require extreme speed. Thus, it is often invaluable in interior use and at innumerable types of sporting events. The Automatic Westagon lens features some of the newest developments in lens design.

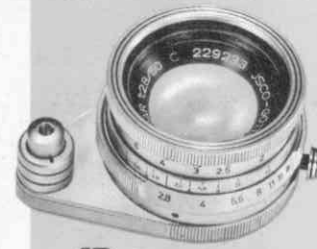
It is excellent for color and provides pictures that are sharp from one edge to the other. It is available with the Exakta Ila camera for \$339.60. Separately, the lens is priced at \$110.



AUTOMATIC WESTANAR

F/2.8, 50-MM

For the photographer seeking to utilize the new automatic lens developments, here is an excellent standard lens that combines critical sharpness with quality and speed. Also produced by the famed Isco-Gottingen factory, the Automatic Westanar is a four-element lens of 50-mm, focal length with a maximum aperture of f/2.8—speed to spare in all general and specialized photography. It is available with the Exakta Ila with the Penta Prism and Split-image Rangefinder for \$299.50. Separately, the lens is priced at \$69.50.



The modern Isco-Gottingen laboratories and factories blend century-old optical skills and crafts with the most up-to-date methods of the age of electronics. Scientists and engineers are busily engaged in computing spectacular optical combinations, and in this way are able to resolve even the most challenging and complex problems with Isco's automatic lenses.

ISCO GOTTINGEN

Isco's automatic lenses affords the Exakta owner of professional caliber or aspirations a lens with a wide margin of extra speed for specialized or general photography. The speed, quality and critical definition of Isco lenses has attracted notice in many camera magazines and newspapers, as well as favor with Exakta owners. An Isco lens can well be one of the most valued tools in the photographer's arsenal, in his endeavor for ever greater perfection in the photo arts.

TECHNICAL DATA	Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
	Steinheil Auto-Quinon 55-mm.	F/1.9	1.35 ft.	8	22	6	42°	10 1/4 oz.	2 1/4 inches	series 7
Automatic Meyer-Primotar 50-mm.	F/3.5	1.75 ft.	6	16	4	45°	6 oz.	2 1/4 inches	series 7	

MEYER PRIMOTAR f/3.5, WITH AUTOMATIC DIAPHRAGM

Meyer has just introduced its latest product—the new f/3.5, 50-mm. Primotar with automatic diaphragm. This lens is unique, and it has been reported that it will probably open a new era in automatic lenses. This lens has an opening of f/2.8 for viewing and an opening of f/3.5 for picture taking with the automatic diaphragm. The new Primotar with automatic diaphragm consists of four-elements and is in the class with the sharpest objectives for the Exakta. It is highly corrected for color and black-and-white. One of the most unique features of the Primotar's automatic diaphragm is the twin release sockets which permits the lens to be used for close-ups with both Bellows Extensions and Extension Tubes using the automatic feature of the lens. A special cable release is furnished with the lens for this purpose. We invite you to see and inspect this wonderful new lens. You'll be delighted with its smooth and efficiently-performing automatic diaphragm—a mechanical perfection that is unequalled by any similar automatic diaphragm mechanism. The Auto-Primotar is priced at \$79.50.



YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

TECHNICAL DATA

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Schneider Xenon 50-mm.	F/1.9	2.5 ft.	7	16	6	45°	6 oz.	2 1/4 inches	series 8
Automatic Westagon 50-mm.	F/2.0	3.5 ft.	7	16	6	45°	10 oz.	1 1/4 inches	series 6
Automatic Westanar 50-mm.	F/2.8	3.5 ft.	7	16	4	45°	5 oz.	1 1/4 inches	series 6



F/1.9 75-mm MEYER PRIMOPLAN "THE NIGHT LENS"

The Exakta photographer's need for a really fast, dependable lens to take pictures in theatres and on the stage resulted in the optical marvel, the F/1.9, 75-mm. Primoplan, called the "Night Lens".

Specified by Ihagee and engineered and produced by Meyer, the Primoplan's remarkable light-gathering qualities and excellent results have won it unanimous praise from Exakta photographers. The Primoplan "Night Lens" which is often seen at theater events, always performs with superb speed and dependability. In circumstances where flash may not be permitted or practicable, as you would find during a theater performance, Exakta photographers have demonstrated that the Primoplan "Night Lens" is an objective of unusual capability and proved reliability.

Perhaps no other lens has so brilliantly captured the myriad excitement of the world of greasepaint and glamour—at the legitimate theatre, ballet, opera, musical comedy, concert stage, or any other type of absorbing entertainment. This accounts for the fact that the reliable Primoplan "Night Lens", the objective that is perfectly suited for dimly-lit photographic situations of all kinds, is one of the most valued by Exakta photographers.

\$135.00



TECHNICAL DATA

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Meyer Primoplan 75-mm.	F/1.9	3.3 ft.	8	22	5	33°	10 oz.	2 1/4 inches	series 7
Meyer Primotar 80-mm.	F/3.5	3.3 ft.	9	22	4	31 1/2°	13 oz.	3 1/2 inches	series 7

F/3.5 80-mm MEYER PRIMOTAR

The F/3.5, 80-mm Meyer Primotar lens is widely used by experienced photographers for portraiture. Its optical characteristics and desirable focal length have made the Primotar outstandingly successful in the field of portrait photography. With the Primotar, the creative Exakta photographer can stay at a comfortable distance and fill the film frame with the subject's head and shoulders, fully assured of maintaining perfect perspective and pleasing realistic relationship of all features. And, benefiting by the desired distance between them, the subject and the photographer are more relaxed and natural, thus immeasurably adding to a more natural and distinctive portrait. The advantages of the Primotar's optical system—its superior color correction and excellent resolving power, as well as its remarkable depth of field makes the Primotar the ideal lens for portrait photography....**\$69.50**



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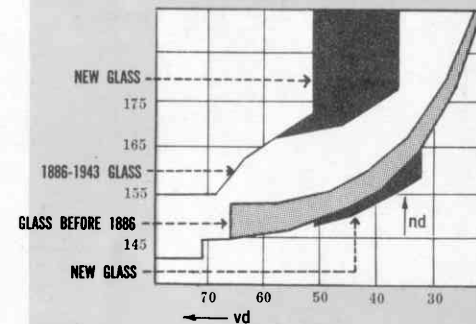
CARL ZEISS JENA F/2.8, TESSAR 80-MM. LENS

The F/2.8, 80-mm. Carl Zeiss Jena Tessar lens with preset diaphragm is a notable example of why the Tessar is called "the greatest name in lenses". Outstanding for sharpness, brilliance and contrast, the 80-mm. Zeiss Tessar lens has earned the admiration of creative photographers everywhere, especially in the field of portrait photography. Sensitive expressions, individual mannerisms, all-important highlights, glamour portraits of women—all tell their story photographically and reassuringly on film when taken with the 80-mm. Zeiss Tessar lens.

In natural light portraiture with the 80-mm. Zeiss Tessar, the photographer can easily capture all the character of a face without any distortion due to perspective. Because of the Tessar's desirable 80-mm. focal length, subjects closer to the camera do not enlarge out of proportion, thus the photographer can easily fill the film frame with a salon-quality portrait by working at a distance that permits the subject to relax for comfort and lack of self-consciousness. And, with the addition of two new optical glasses, Tief-Flint and Schwer-Kron, the definition of color and black and white pictures with the 80-mm. Tessar are greatly improved. The Carl Zeiss Jena F/2.8, 80-mm. Tessar lens with preset diaphragm is handsomely finished in chrome mount, and is priced at.....**\$79.50**



DIAGRAM CHARTS IMPROVEMENT IN TESSAR GLASS



TECHNICAL DATA

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Zeiss Jena Tessar 80-mm.	F/2.8	3.3 ft.	7	16	4	30.5°	13 oz.	3 1/8 inches	series 7

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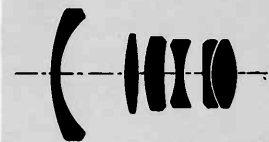
Wide Angle Lenses...

Wide angle lenses are essential for taking pictures in narrow quarters as in galleries, museums, and staterooms aboard trains and ships. They are also used for landscape photography where a broad field of view is required, and for architectural photography; in fact, a wide angle lens must be used wherever the photographer is faced with the problem of taking pictures of interiors or large groups, where the distance from the subject to camera is restricted because of the lack of space to move backwards.



CARL ZEISS JENA f/2.8, 35-MM. FLEKTOGON WIDE ANGLE LENS WITH AUTOMATIC DIAPHRAGM

Carl Zeiss Jena is introducing the new F/2.8, 35mm. Flektogon, the first wide angle lens with automatic diaphragm for 35mm. photography. Especially computed for the Exakta this six-element objective is the result of the latest, up to the minute developments in lens engineering and production. Employing the newest type of glass recently made available, the Flektogon is reported to render the highest degree of correction. The clarity of images, the sharpness of detail, the great depth of field and the virtual elimination of distortion and aberration makes the Flektogon a new star on the Zeiss stage of dependable and reliable objectives for photography. Yielding a superb 64 degree angle of view and a remarkable even-illumination of the entire image area, the Flektogon is magnificently suited for color photography with the Exakta. The automatic Carl Zeiss Jena Flektogon wide angle lens is operated by clutch-control sweeping lever which opens the diaphragm to its widest aperture (F 2.8). A single pressure of the release button closes the lens automatically to the pre-selected aperture and trips the shutter. In addition to the automatic feature the Flektogon can also be operated manually. The diaphragm stops down to F16. Half stops are also provided between some of the regular diaphragm stops making this lens most desirable for color work. The focusing mount has a dual scale and is calibrated in feet and meters and focuses to approximately 1.15 feet. An engraved depth of field scale is engraved on the lens mount. The Carl Zeiss Jena Flektogon wide angle lens is priced at \$149.50.

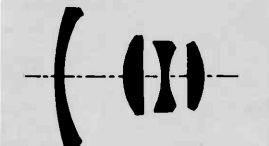


TECHNICAL DATA	Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
	Carl Zeiss Jena Flektogon 35mm.	F/2.8	1.15 ft.	8	16	6	64°	7 oz.	2 3/4 inches	8 series
Meyer Primagon 35mm.	F/4.5	1.4 ft.	6	22	4	64°	6 oz.	2 1/4 inches	8 series	

MEYER PRIMAGON f/4.5, 35-MM. WIDE ANGLE LENS

The 35mm., f 4.5 Meyer Primagon with preset diaphragm is a new wide angle lens which is meeting with high praise from Exakta photographers. Consisting of four-elements, the Primagon is ideal for indoor work as well as for outdoor in both color and black and white. Designed for the photographer who does not require a high-speed wide angle, the Primagon is unusually sharp, producing results that are typically professional everytime. Having a 64 degree angle of view, the Primagon is indispensable for shooting pictures in narrow areas and for covering large areas that are beyond the ability of lenses of normal angle to record.

The Primagon is highly corrected, offering wonderful detail, brilliance and contrast in color and black and white photography. It is coated and color corrected, and has a depth of field scale engraved on the new light weight satin chrome mount.....\$59.50



YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

ANGENIEUX 28MM AND 35MM RETROFOCUS WIDE ANGLE LENSES

From the world-famous laboratories of French lens-maker Pierre Angenieux have come two wide angle lenses for the Exakta which have startled the photographic world. These lenses are of an entirely new type, which makes them unique in the field of photography. All the postwar advances in lens-design and construction have been built into these Angenieux lenses with amazing results. You can virtually see the difference in your pictures when you use an Angenieux Retrofocus lens!

Their high speed and even distribution of light over the entire field makes Retrofocus lenses especially suited for color photography. Loss of light at the edges of the picture is non-existent. All aberrations are fully corrected and the pictures are remarkably clear!

Extreme wide-angle coverage, a valuable asset to the miniature camera user may be obtained with either of the Retrofocus lenses. Both lenses will cover a huge area. The 28-mm Retrofocus lens has an angle of view of 74°. The 35-mm Angenieux Retrofocus lens has an angle of view of 64°. Even when focused upon a near object, the depth of field is extreme with both Retrofocus lenses. The black light-weight Retrofocus mount has duplicate diaphragm stops and distance scales on both sides engraved in white to simplify adjustments.

28-mm, f/3.5 Retrofocus Wide Angle Lens,
Preset **\$120.00**
35-mm, f/2.8 Retrofocus Wide Angle Lens,
Preset **99.50**

YOURS free FOR THE ASKING



New brochure on complete line
of Angenieux Lenses for Exakta

TECHNICAL DATA

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Angenieux Retrofocus 28-mm.	F/3.5	2 ft.	7	22	6	75°	12 oz.	2 3/4 inches	series 9
Angenieux Retrofocus 35-mm.	F/2.5	3 ft.	7	22	6	63°	11 oz.	2 3/4 inches	series 8



EXAKTA STEREO UNIT...

NOW FOR CLOSE-UPS

Carl Zeiss and Ihagee joined forces to produce the Exakta Stereo Unit, and as one might expect, this new Stereo Unit is unique. It permits Exakta owners to preview their stereo pictures in 3-dimensions before taking them. The Exakta photographer sees the picture in full depth, exactly as it will appear on film. A large, life-like, three dimensional image appears on the ground-glass. Composition and complete control of foreground and background, rest completely in the photographer's hands to an extent never before realized in three-dimensional photography.

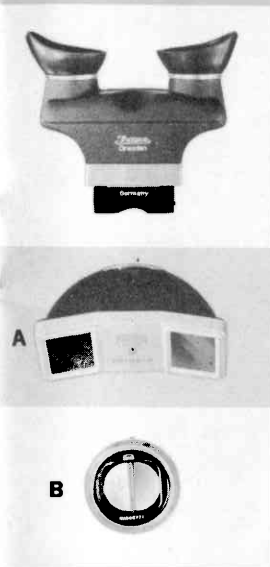
Stereo and standard pictures can be taken on the same roll of film at the photographer's convenience with absolutely no possibility of losing a frame while changing from one type of photography to the other.

In a manner as simple as remarkable, the Exakta Stereo Device, either A or B is attached to a 50mm. f/3.5 or 50mm. f/2.8 Carl Zeiss Jena Tessar lens on the Exakta camera. Stereo Prism Device A is used for taking 3-D pictures from 6 feet to infinity. Stereo Prism Device B is used for taking 3-D pictures from 6 inches to 6 feet. The Binocular Viewfinder, with its matched and coated optics, slips into the position normally occupied by the Penta Prism or waist-level viewfinder, and records all changes in focusing and composition.

The processed stereo pairs (transparencies) are contained in a standard 24x36 mm frame—each measuring 24x18 mm, and can be viewed with a Stereo Viewer.

Exakta photographers interested in pictures of flowers and insects, portraits, macrophotography and microphotography, medical, dental and scientific photography will find Exakta 3-D Stereo pictures exciting, realistic and full of pleasure.

Stereo Device A **\$139.95**
Stereo Device B **103.50**
Stereo Binocular Viewfinder (3-Dimensional) **59.50**



YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

YOUR EXAKTA AS A TELESCOPE

As an Exakta owner you are well aware of the versatility of your unique instrument. But until you have experienced the great variety of thrills in store from the moment you attach one of the many telephoto lenses to your Exakta, then you have not fully realized the enormous potential of your Exakta!

With just a twist of the wrist—you mount your telephoto lens into your Exakta—and in your hands you hold a powerful telescope—a telescope that gives you long-range viewing with high magnification—a telescope that not only gives you a clear, close-up view of distant scenes—but one that can precisely, permanently record on film exactly what has been revealed in your Exakta viewfinder. What marvelous powers the Exakta with telephoto lens endows you with! Permitting you to remain unseen yourself, it can bring up for astonishingly close scrutiny, people going about their uninhibited, natural ways, sports and nature, unveiled before your camera.

The miracle of Exakta telephoto photography thus gifts you with what is in effect a super-telescopic vision, with the seeming ability to see through the very walls, into woods and into mountains. And the merest pressure on your Exakta shutter release can capture those precious moments for you . . . forever.

Of course, with each new telephoto lens, attached to your camera, your Exakta becomes still another far-seeing telescope in your hands. As the focal length of each new lens used with the Exakta is increased, the closer it will bring you to the object of your inspection. A 400-mm. telephoto lens attached to your Exakta will give you an eight-power photo-telescope of the highest quality.



THE F/4.0, 135-MM CARL ZEISS JENA TRIOTAR LENS

The Carl Zeiss Jena Triotar is a superb general purpose telephoto lens. It is the ideal lens for candid, nature, sports and field photography. It provides a full 2.7x magnification, compared with the standard 50-mm focal length lens, combined with resolution, brilliance of image, and definition even at maximum aperture which approach the limits of optical engineering for a lens of this type. Its resolving power will enable you to make giant-sized blow-ups of tiny parts of your negative. In nature and field photography, as well as sports, it will permit you to follow every movement your subject makes with complete ease and with absolutely no limitations, photographing every change in expression or pace in your subject. Its corrections for both color and black-and-white film insure ultra-sharp negatives right up to the very edges of the frame. The Triotar has a pre-set diaphragm mechanism and a polished satin-chrome lens mount with engraved distance and depth of field scales. No matter how it is used, the Carl Zeiss Jena Triotar will easily acclaim itself as a very dependable telephoto for your long-distance photography with the Exakta\$85.00



Queen Elizabeth

TECHNICAL DATA

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter
Carl Zeiss Jena Triotar 135-mm.	F/4	4 ft.	9	22	3	18°	16 oz.	6 inches	series 7

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

STEINHEIL QUINAR TELEPHOTO LENSES

135-mm., F/2.8 with Fully Automatic Diaphragm

200-mm., F/4.5 with Preset Diaphragm

Steinheil Quinar telephoto lenses on your Exakta will become a revelation for you. Leaping all barriers, you shun dividing space and capture flutters of colors, recording on film the brilliance and brightness in dramatic and landscape scenes before your eyes.

True color fidelity is built into these gems of the lensmaker's art. Coated and with a five-element system, each lens insures true representation on film of the scene, whether it be an athletic event, the view of a child amidst a field of flowers, a distant mountain panorama. All are yours with telephoto photography utilizing Steinheil Quinar Telephoto lenses custom made for your Exakta.

Speed is yours too. For the Quinars are fast lenses of superior design which embody fine details of precision craftsmanship that are appreciated by the photographic connoisseur.

The 135mm., F/2.8 Quinar Telephoto has a fully automatic diaphragm which is always open at its widest (f/2.8) aperture. It closes down automatically to the preselected opening when the trigger release is depressed. Reopens automatically to full opening. The lightweight mount is satin-finished and includes a clearly-engraved depth of field scale.

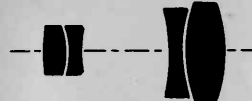
The 200mm., F/4.5 Quinar Telephoto has a preset diaphragm mechanism and stops down to F/32. The lightweight mount is beautifully satin-finished and has an engraved depth of field scale.

f/2.8., 135mm. Steinheil Quinar Telephoto w/fully automatic diaphragm, including leather carrying case and sunshade.....**\$189.50**

f/4.5, 200mm. Steinheil Quinar Telephoto w/preset diaphragm, including leather carrying case and sunshade **149.50**

TECHNICAL DATA

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Steinheil Quinar 135-mm.	F/2.8	3.3 ft.	8	32	5	18°	24 oz.	5 1/4 inches	series 7
Steinheil Quinar 200-mm.	F/4.5	7 ft.	7	32	5	12°	24 oz.	5 1/2 inches	series 7



BRING
FAR SUBJECTS NEAR
WITH A

MEYER GOERLITZ 400 TELE-MEGOR



Meyer's telephoto lenses range in focal length from 100 to 400-mm. The giant of them all is the magnificent 400-mm., f/5.5 Tele-Megor. With the 400 on your Exakta, you can "see" and photograph a subject across a park, an arena from a grandstand, a bird's nest from the ground, a mountain from miles away or a parade over the heads of crowds. The 400 gives you the famous Meyer quality, the product of outstanding scientists who have labored for years in the world-renowned Goerlitz laboratories to develop special lenses for the Exakta, lenses that would record any subject with the accuracy and sharpness this great camera deserves. Meyer is proud of its lenses and proud to have them on the Exakta. Meyer also is proud to offer this exceptional 400-mm. lens, available at your dealer, at \$199.50. A complete range of Hugo Meyer telephoto lenses available for the Exakta camera, and listed below.

f/2.8, 100-mm. Hugo Meyer Goerlitz Trioplan..... **\$ 75.00**
 f/5.5, 150-mm. Hugo Meyer Goerlitz Tele-Megor..... **55.95**
 f/5.5, 180-mm. Hugo Meyer Goerlitz Tele-Megor..... **82.95**
 f/5.5, 250-mm. Hugo Meyer Goerlitz Tele-Megor..... **132.15**
 f/4.5, 300-mm. Hugo Meyer Goerlitz Tele-Megor..... **199.50**
 f/5.5, 400-mm. Hugo Meyer Goerlitz Tele-Megor..... **199.50**

TECHNICAL DATA

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Trioplan 100mm.	F/2.8	3 3/4 ft.	7	22	3	22°	10 oz.	4 1/4 inches	series 7
Tele-Megor 150mm.	F/5.5	8.2 ft.	5	22	4	16°	7 1/2 oz.	4 1/4 inches	series 6
Tele-Megor 180mm.	F/5.5	8.5 ft.	5	22	4	13 1/2°	10 oz.	5 1/4 inches	series 7
Tele-Megor 250mm.	F/5.5	11 ft.	5	22	4	10°	21 oz.	8 inches	series 8
Tele-Megor 300mm.	F/4.5	11 ft.	6	22	4	8 1/2°	4 lbs.	10 inches	series 9
Tele-Megor 400mm.	F/5.5	20 ft.	6	32	4	8°	4 lbs.	12 1/2 inches	series 9

YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

MEYER PRIMOTAR

TELEPHOTO LENSES



Fast speed photography of far-away subjects is a problem when the available light is not sufficient. To solve this photographic task, Meyer has created two new fast-speed telephoto lenses for the Exakta—the f/3.5, 135-mm and 180-mm Primotars. Combining excellent resolving power and high color correction, the Primotars possess unusual qualities for their high speed and long focal lengths. Negatives sharp enough for huge blow-ups and salon quality prints with maximum fidelity of color correction are virtually assured with these new Meyer optical masterpieces.

When compared with the standard 50-mm focal length lens, the 135-mm Meyer Primotar lens provides a full 2.7x magnification; the 180-mm Primotar likewise provides a 3.6x magnification. Primotar telephoto lenses have distinguished chrome mounts which are impressive both in appearance and performance.

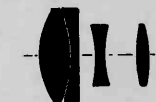
Primotar lenses will be of great importance to photographers who require large aperture, telephoto lenses for color, and for dimly lit, distance subjects and action pictures.

F/3.5, 135-mm Hugo Meyer Goerlitz Primotar.....\$89.50
F/3.5, 180-mm Hugo Meyer Goerlitz Primotar.....115.00



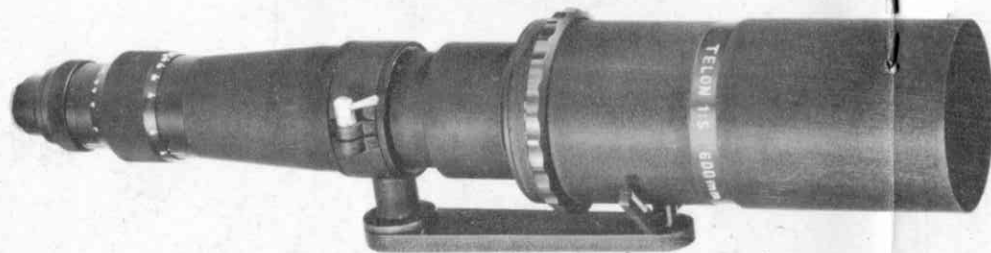
TECHNICAL DATA

Name of Lens	Speed	Focuses from Infinity to	Number of Diaphragm Stops	Smallest Diaphragm Stop	Number of Elements	Angle of View	Weight	Overall Length	Filter Size
Primotar 135-mm.	F/3.5	5.2 ft.	9	22	4	18°	16 oz.	5 inches	series 7
Primotar 180-mm.	F/3.5	7.2 ft.	9	22	4	13°	29 oz.	7 1/4 inches	series 8



YOUR DEALER WILL GLADLY SHOW THIS EQUIPMENT TO YOU

TEWE LENSES



TECHNICAL DATA:	angle of view	focusing from	smallest diaphragm stop	overall length incl. sunshade	weight
300-mm., f/3.5 Telagon	8°	10 feet to inf.	22	17 inches	5 3/4 lbs.
400-mm., f/4.5 Telagon	6°	15 feet to inf.	22	20 inches	7 lbs.
500-mm., f/5.0 Telagon	5°	23 feet to inf.	32	26 inches	11 lbs. 3 oz.
800-mm., f/6.3 Telon	3°	67 feet to inf.	44	38 inches	14 lbs. 4 oz.

Tewe, of Berlin, one of the most famous names in long-range astronomical and telephoto objectives, has designed his outstanding two-element Telon and four-element Telagon lenses especially for the Exakta. Tewe lenses are reliable long-distance objectives which surpass the highest optical standards for weather and general climatic and atmospheric conditions. The unusual qualities of Tewe lenses assure exceptional light intensity, remarkable brilliance and needle-sharp, critical definition. They meet the most critical demands of long-distance photography—including mountain, bird, animal and other types of nature photography.

300-mm, F/3.5 Telagon\$360.00
400-mm, F/4.5 Telagon 360.00
500-mm, F/5.0 Telagon 450.00
800-mm, F/6.3 Telon 750.00

