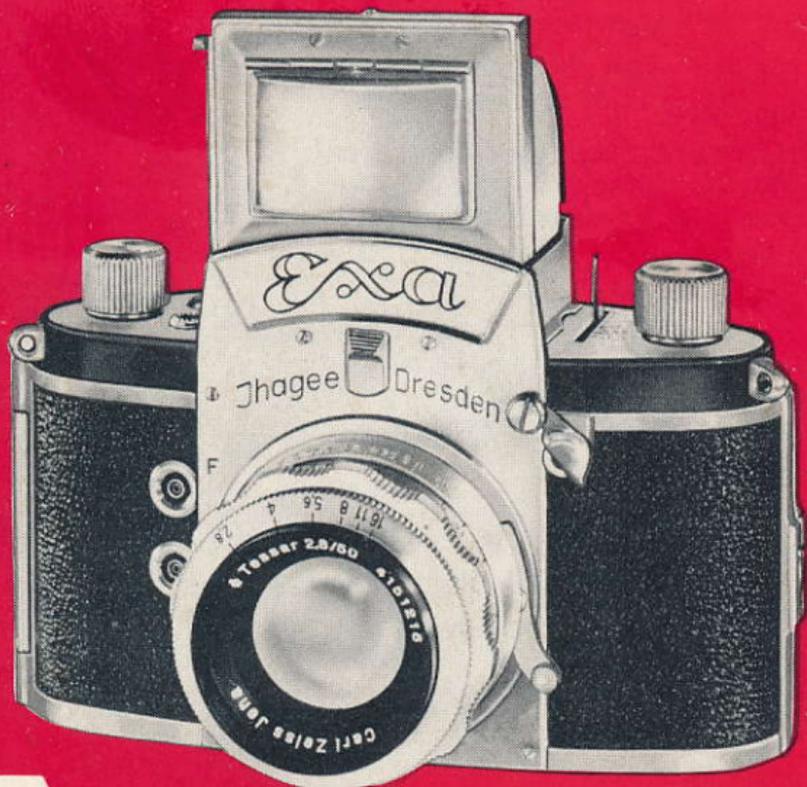


THE NEW 1956

EXA

35mm SINGLE LENS REFLEX CAMERA



1-2-3

that's how easy EXA photography is



EXA PRICE LIST

Automatic Exa with Penta Prism Viewfinder and Split-image Rangefinder and 50-mm., f/2.8 fully automatic Isco Westanar

\$165.00

Exa with waist-level finder and 50-mm., f/2.9 Anastigmat (standard)**79.50**

Exa with waist-level finder and 50-mm., f/3.5 Zeiss Tessar (standard)**99.50**

Exa with waist-level finder and 50-mm., f/3.5 Zeiss Tessar (preset)**119.50**

Exa with waist-level finder and 50-mm., f/2.8 Zeiss Tessar (standard)**109.50**

Exa with waist-level finder and 50-mm., f/2.8 Zeiss Tessar (preset)**129.50**

Leather eveready case for Exa.....**9.95**

Penta Prism eye-level prismatic viewfinder with split-image rangefinder.....**85.00**

Penta Prism eye-level prismatic viewfinder only.....**50.00**

Split-image rangefinder glass only (to fit Penta Prism Finder).....**35.00**

Waist-level reflex viewfinder.....**20.00**

Eyepiece for Penta Prism viewfinder.....**3.50**

Leather case for Penta Prism viewfinder or waist-level reflex viewfinder.....**3.00**

WIDE-ANGLE LENSES

f/4.5, 40-mm. Meyer Goerlitz Helioplan **54.50**

f/3.5, 40-mm. Steinheil Cassaron.....**54.50**

TELEPHOTO LENSES

f/2.8, 85-mm., Steinheil Culminar.....**69.50**

f/4.5, 105-mm. Wirgin Telepar.....**44.50**

MISCELLANEOUS ACCESSORIES

Ihagee set of 3 extension tubes and 2 adapters**24.00**

Ihagee Two-in-one adapter**10.00**

Ihagee Type I hinged microscope adapter, complete set, with 2 extension tubes **29.50**

Ihagee Type II two-piece pressure microscope adapter, with 2 extension tubes.....**36.00**

Flashgun for Exa, B.C. Capacitor.....**15.50**

Extension Flash Unit.....**6.95**

Safety Intermediate Plug.....**3.00**

Cable release **.75**

Reflex focusing hood.....**1.50**

Ihagee Giant Release Knob.....**1.25**

Flexible metal neckstrap, chrome plated **3.50**

Guide Book by W. D. Emanuel.....**1.75**

© EXAKTA CAMERA CO.

AUTOMATIC EXA

Automatic Single lens reflex photography with the Exa is yours whenever you want to enter this advanced field of your hobby. This is the Westanar lens with fully automatic diaphragm. You focus and compose your pictures at the widest aperture. When pressing the shutter release button, the diaphragm closes down automatically to the pre-selected stop, then opens automatically to full aperture. This is one of the most outstanding features for miniature cameras.



PRISMATIC VIEWFINDER FOR EXA



You can have eye-level viewfinding through the Pentaprism finder, which is interchangeable with the regular waist level finder on all

Exas in a matter of seconds. The Pentaprism renders an upright, laterally correct image in lifesize, an immense help for fast, easy viewfinding.

SPLIT IMAGE RANGEFINDER

The split-image rangefinder for Exa can be added, at extra cost, to the Pentaprism by simply switching focusing glasses. Rangefinding is rendered by the two halves of the circle, which fall in line when the image is in proper focus.



EXAKTA CAMERA COMPANY

705 BRONX RIVER ROAD, BRONXVILLE 8, NEW YORK

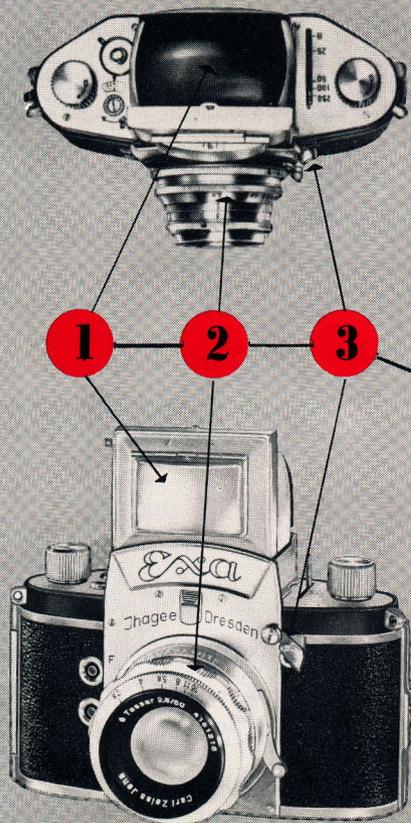
Exclusive Factory Representatives for Sales and Service in the U. S. A.



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EXA

www.butkus.us
Simple to use, sure in results — anyone can take professional quality shots with wonderful ease!



Just follow these

3

steps

1

COMPOSE YOUR PICTURE IN THE REFLEX VIEWFINDER. One lens is used both for viewing and picture taking. You see the true picture you will get on the film—no matter how close or far you are from the subject.

2

TURN THE FOCUSING RING FOR SHARPNESS, SET THE DIAPHRAGM RING FOR THE CORRECT AMOUNT OF LIGHT. The Exa lets you make the picture the way you want—because you see all the details before you shoot.

3

PRESS THE SHUTTER RELEASE TO TAKE THE PICTURE. Once you take the picture, double exposure is impossible. The film is automatically moved to the next frame when you wind the shutter again.

The single lens reflex design of the Exa is the key to better 35mm photography. You see a preview of your snapshot that helps remove most common errors. You don't have to guess at correct composition for different distances. You don't cut off important parts of your subject. And you don't get unsharp negatives that lose their detail with enlargement. The Exa makes perfect 35mm photography an exceptionally simple procedure.

Just aim and shoot—the smooth performance of the Exa produces flawless black-and-white prints, brilliant natural color transparencies. The Exa fits easily into pocket or purse. And it is ready for action in a moment. Truly, the Exa is a handsome, precise miniature that you should be proud to own.

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I have no connection with any camera company

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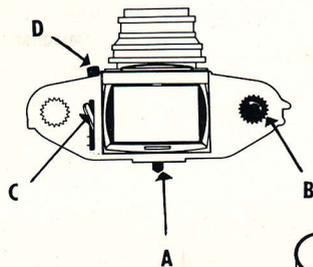
THE NEW 1956 EXA

Simple to use, sure in results — anyone can take professional quality shots with wonderful ease!

a

OPERATION OF SHUTTER

1. Open the reflex hood by pressing latch "A" at the rear.
2. Turn knob "B" in the direction of the arrow. This knob winds the shutter and advances the film automatically.
3. Set the shutter speed by moving lever "C" to the desired speed—1/25, 1/50, 1/100, 1/150 of a second. At B, the shutter stays open as long as you press the shutter release button.
4. Press button "D" to release shutter.

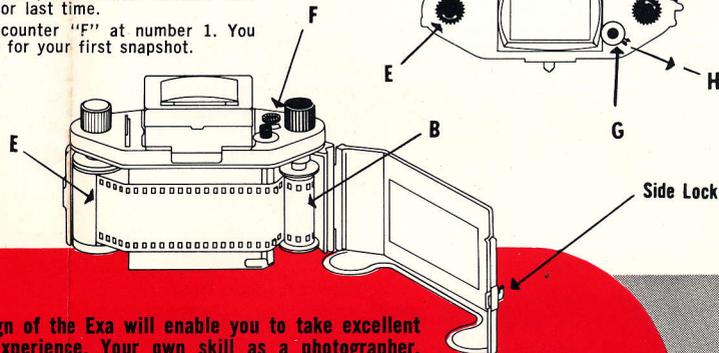
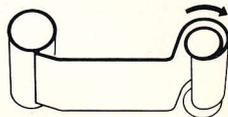


b

LOADING THE CAMERA

Use any 35mm black-and-white or color film in standard cartridges. Load (and unload) in subdued light.

1. Push the side lock of the camera to open the back cover. Slide film cartridge into compartment "E" so that recessed end engages split shaft of knob. Pull out about 4" of film.
2. Remove take-up spool from compartment "B". Insert lead of film under the spring holder of take-up spool. Note drawing which shows direction of film around spool. Edge of film must rest against flange of take-up spool.
3. Insert take-up spool into compartment "B". Make sure that sprocket teeth engage film perforations. The film must be aligned over the film gate smoothly, without wrinkles. Close back cover gently so that it snaps shut.
4. You must now bring the film into position for the first exposure. Open the reflex hood, wind shutter and press shutter release. Wind shutter again and press shutter release. Now wind shutter for last time.
5. Set frame counter "F" at number 1. You are now ready for your first snapshot.

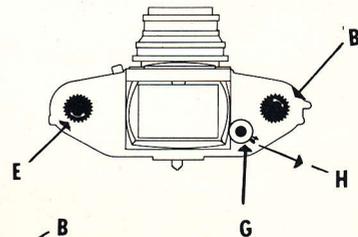


c

UNLOADING THE CAMERA

1. After all the film is exposed, press down button "G" to release take-up knob as long as you rewind.
2. Turn knob "E" in the direction of the arrow until you notice that knob "B" stops turning. This means that all the exposed film has been wound back into the 35mm cartridge.
3. Open the back of the camera and remove the cartridge.

Note—Before inserting a fresh cartridge of film, move lever "H" in the direction indicated and then release it. This is essential for the proper winding of the next roll of film.



TAKING PICTURES . . .

The simple but practical design of the Exa will enable you to take excellent snapshots without previous experience. Your own skill as a photographer, however, is important for finest results. These suggestions are offered for your guidance.

1. Using an average speed black-and-white film, take pictures in sunlight with a diaphragm opening of f11 or f8 and a shutter speed of 1/50 or 1/100. Opening up the diaphragm further will enable you to snap moving objects at 1/150.

2. Using Kodachrome in sunlight, a diaphragm opening of f8 or f5.6 at 1/50 is recommended.

3. Under less favorable light conditions, allow either a slower shutter speed or a greater diaphragm opening to get the correct exposure. You may find the use of a photo-electric exposure meter helpful in selecting exposure settings.

4. For indoor photography, you may use either a flashgun or a strobe-lite unit. Synchronization to the shutter for both types of light is built into the Exa. No external synchronizers or solenoids are required.

Flash synchronization—wind shutter, insert flashgun plug into proper socket, insert No. 9 or No. 31 flashbulb, release shutter to take the picture. The Exa is synchronized for all shutter speeds. For best results, the Exa Flashgun with original one piece plug is recommended.

Strobe-lite photography—wind shutter, insert plug of strobe-lite unit, release shutter to take the picture. Use only shutter speeds of 1/25 or 1/50.

Consult indoor exposure guide for correct shutter settings with various types of indoor photo lamps.

5. When shooting, hold the camera steady, press the shutter release slowly. For exposures longer than 1/25, place the camera on a tripod or other steady support.

The Exa is a precision camera and should be handled with care. If you think that it is not operating properly, do not try to repair it yourself. Bring it to your dealer or return it to the company.

Built-in magnifier aids critical focusing on groundglass. Move small knob along slide to bring it into position.

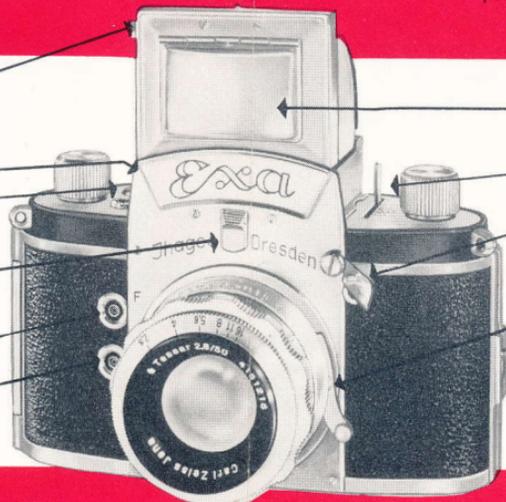
Rewind release.

Frame counter.

Removable viewfinder. Press down latch to remove finder-hood. To insert, press gently into place until latch clicks.

Contact outlet for flashgun

Contact outlet for electronic strobe



Hood converts to eye-level sport viewfinder by lifting metal shade.

Shutter speed control lever.

Shutter release (under hinged guard)

Interchangeable lens mount allows telephoto and wide angle lenses to be used. To remove lens, press lever down, turn lens counter-clockwise, lift lens out. To insert lens, match red dot on lens with red dot on body of camera, turn lens clockwise until lever snaps.

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The "advanced design" 35-mm precision miniature with F-X synchronization — at a popular price!