

*Revolutionary*  
**NEW**  
**VITOMATIC**  
**I AND II**

*cameras with  
built-in  
coupled  
light meters*

Recognized throughout the world for quality since 1756.

**VOIGTLANDER**

# VOIGTLANDER

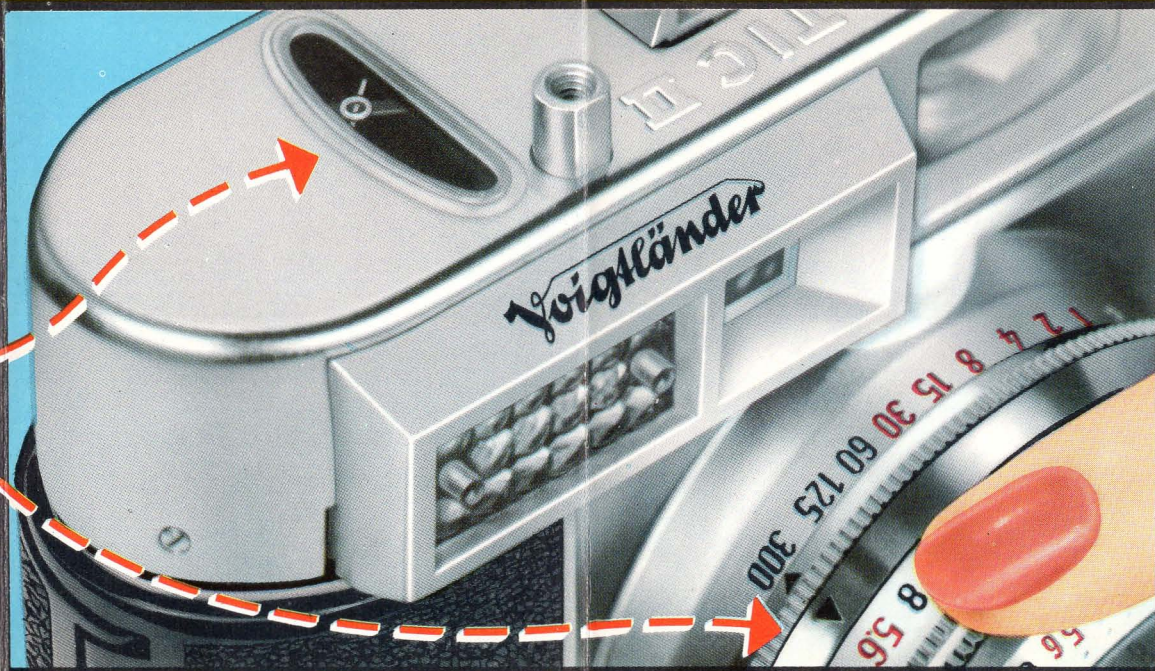
## VITOMATICS with coupled meters FIGURE AND SET EXPOSURES FOR YOU!

**The First 35mm  
camera that makes  
good color pictures  
Really EASY!**

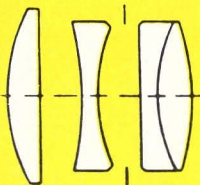
*Here's How!*

1. **COVER THE POINTER WITH THE "MAGIC CIRCLE".** Now you have the right exposure.
2. **SET DISTANCE.**
3. **TAKE YOUR PICTURE!**

That's all there is to it! No need to figure f. stops. No need to figure light values. A single turn of the setting ring (one hand is all it takes!) sets the magic circle of the exposure meter to coincide with the meter needle. This one single operation *automatically* gives a combination of shutter speed with aperture that yields correct exposure. And one turn of the ring covers the entire aperture-speed scale in a continuous range—without engaging or disengaging set stops. You can even select different aperture-shutter combinations and still maintain the right exposure, ready to shoot! Only the new compact, hand-somely styled Vitomatics give you such wonderful picture taking ease.



**WORLD FAMOUS 50 mm COLOR SKOPAR f. 2.8 4-ELEMENT LENS**

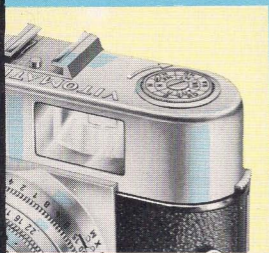


An outstanding lens specially ground to reproduce all colors with full brilliance and definition of details. Both lens and camera are made for each other—produced in the same high-precision factory. This fine lens features full-lens focusing to assure maximum sharpness at all focusing distances.

VITOMATIC I  
**\$89<sup>50</sup>**

VITOMATIC II  
with coupled  
RANGEFINDER

**\$109<sup>50</sup>**



## LIFESIZE BRILLIANT- FRAME VIEWFINDER

No need to close one eye and squint at your subject. Every image shows bright and full-size in the Vitomatic's super bright-line finder, letting you keep both eyes open to see the entire image. Makes the Vitomatic ideal for catching action shots. This exceptional finder shows the correct view even when sighting at an off-angle. And if you wear eye glasses—keep them on—the view is still perfect. It's the greatest view finder ever on cameras of this type.

## BUILT-IN EXPOSURE METER

A shock-proof precision instrument which has been designed and built as an integral part of your camera. Has both lenticular window and lattice baffle to eliminate the need for any cover plate. This design matches light acceptance to field of view of the lens, excluding extraneous sky light. Coupled "Magic Circle" pointer gives you instant speed and aperture setting. ASA and DIN film speed settings.

- ✓ Exclusive Prontor SLK-V Shutter—with 9 speeds—1 second to 1/300
- ✓ Automatic Pop-Up Rewind
- ✓ Easy-To-Use color-zone shutter speed markings
- ✓ Filter factor Setting Ring
- ✓ MX Synchronization and Self Timer

# ACCESSORIES

to get the most from  
your **VITOMATIC**



## SYNCHRONIZED FLASH GUN

The flash can be used as the only light source, or it can be combined with daylight or artificial light. This fine quality Voigtlander BC flash gun may be used for other cameras as well as the Vitomatic I or II. Slides easily into the accessory shoe on top of the camera. Takes bayonet base bulbs, or M2 type with adapter. Voigtlander Flash Gun with Zipper Case.....\$9.95

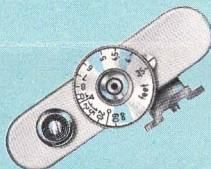


## FILTERS for black and white and COLOR

You can maintain the superb performance of your Voigtlander lens and still enhance the quality of your pictures or create special effects if you use Voigtlander quality filters.

These 32 mm Voigtlander coated filters fit your Vitomatic I or II.

Light Yellow Filter G1 .....	\$3.45
Medium Yellow Filter G3 .....	\$3.45
Orange Filter Or .....	\$4.25
Green Filter Gr .....	\$3.45
Ultra-Violet Filter UV .....	\$4.25
Type F (85C) color conversion filter	\$4.25



## RANGEFINDER:

This slip-on type Voigtlander Rangefinder gives you a quick, accurate measure of the distance to your subject. It is particularly valuable for close shots at between 3 to 16 feet and when using a wide aperture.

Voigtlander Rangefinder .....	\$5.95
Case for Rangefinder .....	\$1.40

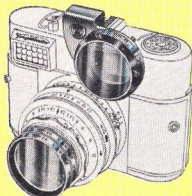


## LENS SHADE

Protects the lens from stray rays of light. Reduces glare when you shoot against the light. Helps insure success in artificial light photography.

Lens Shade in push-on mount .....	\$2.25
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## FOCAR CLOSE-UP LENSES and PROXIRECT ATTACHMENT



For sharp photography of small subjects at distances closer than the normal limit. Parallax error of the viewfinder at such distances can be eliminated with the proxirect lens.

Focar Close-Up lens F1, push-on mount	\$3.45
for distances from 2'7½" to 1'6"	
Focar Close-Up lens F2, push-on mount	\$3.45
for distances from 1'5½" to 1'½"	
Voigtlander Proxirect Attachment	\$9.75
Leather Case for Proxirect	\$3.95

## EVEREADY CAMERA CASE

For easy carrying and protection of your Vitomatic I or II. Select brown top grain calf skin with chrome trim. Ever-ready Case with neck strap.. \$8.95



## ACCESSORY CASE



In brown top grain calf. Tab snaps over shoulder carrying strap, to keep accessories right at hand. Holds lens hood and 3 filters or Focar lenses. Ever-ready Accessory Case .....

.....	\$2.75
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# VOIGTLANDER

the camera with the AUTOMATIC eye for **COLOR**

IDAHO CAMERA

806 MAIN ST.  
BOISE, IDAHO

