

*Presenting...*



*an event in Exakta history!*

The Automatic Exakta VX with the latest creation by Carl Zeiss — the New glamorous f/2.0, Biotar 58-mm. lens with Automatic Diaphragm! This is another milestone in the uninterrupted progress of Exakta technique since this famous camera was designed two decades ago. The Automatic Exakta VX with Penta Prism eye-level viewfinder and Split-image Rangefinder and 58-mm., f/2.0 Automatic Zeiss Biotar Lens is priced at \$392. Also available with waist-level finder. • The Automatic Exa has most of the advantages of 35-mm., automatic, single-lens, reflex photography in a camera foolproof enough for a child to use. The Automatic Exa is equipped with the 50-mm., f/2.8 Automatic Isco Westanar Lens. Automatic Exa with Isco Westanar f/2.8, 50-mm., lens is priced at \$129.50. Automatic Exa with Isco Westanar f/2.8, 50-mm., lens and Penta Prism, \$159.50. Automatic Isco Westanar alone, \$69.50. • Should you choose to make one of these cameras yours — you will have this assurance: In any company of cameras whether foreign or domestic, there is nothing to challenge the distinction of an Exakta or Exa.

*Your dealer will gladly demonstrate these outstanding cameras to you.*

**EXAKTA CAMERA COMPANY, 705 Bronx River Road, Bronxville 8, N. Y.**

Exclusive Factory Appointed Representatives in the U. S. A. for sales & Service of Exakta and Exa Cameras