



#### THE AUTOMATIC EXAKTA VX

is the latest in a long line of achievements that have advanced Exakta Photography and increased picture-taking pleasures for camera owners. The sleek, handsome Automatic VX is an improved model of the previous VX, incorporating several important body refinements.

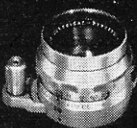
The new VX has a fully automatic preset diaphragm lens, a development of tremendous importance to photographers. It is destined to influence camera design and picture-taking methods for years to come. The fully automatic lens can be preset to any desired aperture. It is then opened for focusing and, when the picture

is to be taken, one pressure on the shutter release button closes the lens diaphragm and releases the shutter in split-second succession. The Exakta Camera Company is proud to welcome it into the Exakta family of equipment.

The Automatic VX also has these invaluable refinements: shutter lock so exposure cannot be made by accident; improved film-advance, shutter-cocking, exposure-counter mechanism; redesigned mechanism for easier film rewinding; and improved shutter mechanism so exposure can be made with waist-level viewfinder hood sides folded. Naturally, the Automatic VX has all the other renowned and treasured Exakta features.

# Announcing the revolutionary, fully automatic 35-mm. Exakta VX

## GO MODERN—USE AN AUTOMATIC SINGLE-LENS REFLEX—GET WHAT YOU SEE



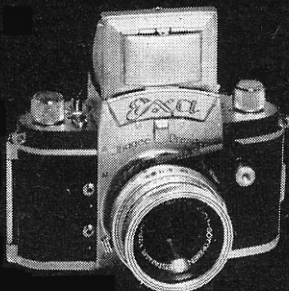
**AUTOMATIC  
XENON**

The 50-mm., f/2.8 Automatic Isco Westanar is an excellent standard lens of high definition and quality. Automatic Exakta VX with waist-level viewfinder and fully automatic Westanar \$239.50 with Penta Prism, split-image rangefinder and Westanar \$296.50 Automatic Westanar alone ..... \$ 69.50

The 50-mm., f/1.9 Automatic Schneider Kreuznach Xenon is a superb objective containing the finest optical glass. The high speed has been achieved without loss of critical definition. Automatic Exakta VX with waist-level viewfinder and fully automatic Xenon \$341.70 with Penta Prism, split-image rangefinder and Xenon \$398.70 Automatic Xenon alone ..... \$169.50



**AUTOMATIC  
WESTANAR**



### THE AUTOMATIC EXA

Now you can have all the advantages of 35-mm., automatic, single-lens, reflex photography in a camera so simple to operate even a child can use it and get wonderful pictures. The Automatic Exa is the ideal camera for the Sunday photographer, for carrying in a purse or pocket, for anyone who wants professional results without learning technique, for a photographer who wants to "grow up" to an Exakta, for man, woman and child. Viewfinders of the Exa are interchangeable with those of the Exakta and the bayonet lens mounts of both cameras are identical.

Exa with waist-level finder and 50-mm., f/2.8, fully automatic preset Isco Westanar \$129.50  
Exa with Penta Prism and 50-mm., f/2.8, fully automatic preset Isco Westanar ..... \$159.50

FOR MORE INFORMATION, SEE YOUR DEALER OR WRITE

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