

MORE THAN EVER...

The trend is to 35-mm single lens reflex cameras

We are proud to present

*The Distinguished
35-mm*

EXA



Created by the makers of the famous Exakta . . . embodying most of the advantages of the celebrated Exakta . . . and priced at only \$79.50 complete with F/2.9 coated lens with pre-set diaphragm!

Now, for the first time, you can be the proud owner of an Exakta-factory produced camera at a popular price, with a choice selection of Telephoto and Wide Angle lenses to suit your purse. The Exa is the answer to millions of photographers who want to own a precision single lens reflex camera . . . the camera that assures you that the picture you see in the viewfinder is exactly the same as the one you get on film — precisely recorded, nothing missing. Telephoto and Wide Angle lenses are quickly interchangeable with the Exa. Every time you change lenses, in effect you not only create a new camera, but you preview on the ground glass (without adding additional viewfinders) the picture you will get when using a Telephoto, Wide Angle or Normal lens—a feature which is not offered in any other camera system! Most Exakta equipment is interchangeable with the Exa, including extension tubes, bellows extensions, microscope adapters and many other accessories.

Exa with Waist level reflex finder and 50-mm, F/2.9 Meritar Lens with Pre-set Diaphragm \$79.50

Exa camera, body only, with Waist level reflex finder. . . . \$59.50

100-mm F/4.5 Isconar Telephoto Lens (pictured on Exa) \$25.00

100-mm F/2.8 Meyer Trioplan Telephoto Lens. . . . \$59.50

35-mm F/4.5 Meyer Primagon Wide Angle Lens. . . . \$59.50

We invite you to inspect the famous Exa equipment at your dealer. Free, colorful Exa brochure on request.

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