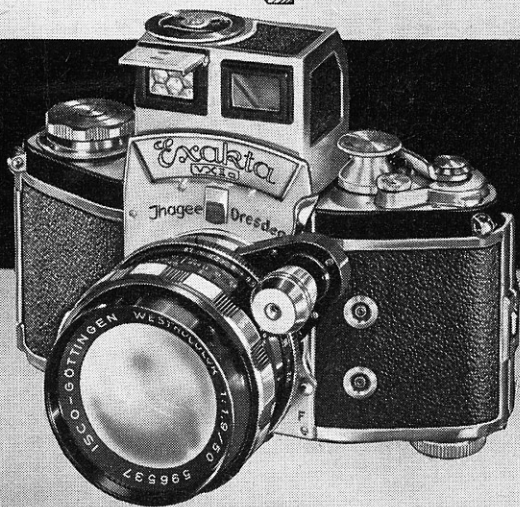
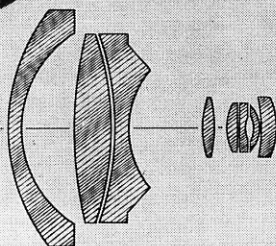


EXAKTA



THE NEW ISCO 24MM WESTROGON F4.0 SUPER WIDE ANGLE LENS WITH FULLY AUTOMATIC DIAPHRAGM FOR EXAKTA. Heralded as the most outstanding optical design of the year, the Westrogon is the world's first fully automatic "Super" Wide Angle Lens for 35mm single lens reflex cameras! Rendering a sweeping 80° angle of view, the Westrogon is critically sharp even at full aperture! It has a fully automatic diaphragm mechanism which ranks as one of the best available today.



THE NEW ISCO F2.8 TELE-ISCARON 135MM AUTOMATIC TELEPHOTO FOR EXAKTA. An incredibly precise, widely acclaimed TRUE TELEPHOTO LENS with fully automatic diaphragm, for the Exakta. One of the new series of sensational and most admired lenses ever created especially for the Exakta. Combines a fast speed, critical sharpness, and excellent definition. Will give excellent performance from the largest aperture to the smallest opening!

THE NEW ISCO F2.8 TELE-ISCARON 180MM TELEPHOTO FOR EXAKTA. Another of the new series of sensational lenses created especially for the Exakta by Germany's world-famed Isco Optical laboratories! The Tele-Isaron is a TRUE TELEPHOTO, a large aperture, fast speed objective that assures the critical Exakta user far better results than was ever thought possible! It is another of the "miracle" lenses which optical science has not been able to produce until now!

THE NEW ISCO F1.9 50MM WESTROCOLOR LENS WITH FULLY AUTOMATIC DIAPHRAGM FOR EXAKTA. The world famous Isco-Goettingen laboratories proudly presents the new, F1.9, Westrocolor 50-mm lens with fully automatic diaphragm, a versatile high-speed objective which surpasses the highest optical standards for both color and black and white photography. Computed especially for the Exakta, the Westrocolor will yield sharp renditions and corner to corner brightness with maximum resolution and perfect contrast. It is another brilliantly engineered Isco achievement!

**INCOMPARABLE,
INGENIOUS . . . THE
LEADING SINGLE LENS
REFLEX CAMERA
FOR OVER 20 YEARS!**

Called a classic by connoisseurs, the Exakta has been the perfect camera from its inception 20 years ago.

Incomparable . . . ingenious . . . the world pattern for all single lens reflex cameras. Never has there been a camera to compare. For no other 35mm camera can claim such a wide list of continuing and distinguished innovations: 26 different shutter speed settings from 1/1000 to 12 seconds, 5 different interchangeable viewfinders, a built-in electric exposure meter, a film-cutting knife, a stereo attachment, and a positive return mirror that shows you a fully brilliant image on the ground glass viewfinder only when the shutter is ready to release. You can never lose sight of your subject in the ground glass because the mirror springs back into position only when the shutter is wound. When you see the subject on the ground glass, you are ready to shoot pictures.

What's more, the Exakta does not restrict you to the use of lenses from one factory alone. The world's greatest lens manufacturers are constantly striving to produce new lenses for this masterpiece. The reason for this? For over a generation the Exakta has been the time proven classic in camera design. That is why with your Exakta you can enjoy a choice of fine lenses from many leading optical plants.

Today, Exakta brings you 4 brilliantly designed new lenses from Germany, all in the unique Exakta tradition. The tradition that has captured the imagination of inspired photographers for almost a quarter of a century.

Today, Exakta enlarges the scope of single lens reflex photography by offering you a wide angle lens with a 24mm focal length through the genius of an Isco lens designer who succeeded in computing a 24mm Super Wide Angle for the Exakta despite experts who said it couldn't be done!

EXAKTA CAMERA COMPANY

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Exclusive Factory Appointed Representative in the U.S.A.

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