

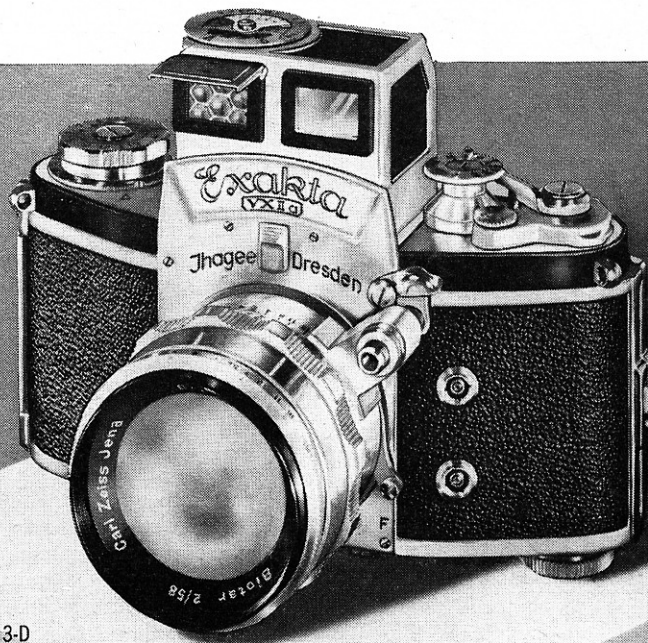
EXAKTA

FIRST IN SALES FOR OVER 25 YEARS!

When it comes to quality, Exakta is the unchallenged leader in single lens reflex cameras. It has stayed far ahead of its field because it meets every requirement of modern day, discriminating photographers. For over 25 years, the basic concept of the classic design of the Exakta has never been changed. But its vast number of vital improvements (many of which were recommendations of Exakta owners) have kept Exakta always on top. That's why Exakta—the First 35mm single lens reflex camera ever made, has always been First with new, original features.

Only the Exakta, the First 35mm single lens reflex camera ever made, offers you these important "Firsts" in photography:

- Exakta... the First camera with a Lever Wind
- First camera with built-in flash
- First with a Penta Prism viewfinder
- First with a focal plane shutter with 27 different shutter speeds
- First reflex with interchangeable viewing system, waist level and penta prism viewfinders
- First reflex with high-speed 1.5, 50mm lenses
- First reflex with 35mm wide angle lenses
- First reflex with 28mm wide angle lenses
- First reflex with 24mm wide angle lenses
- First reflex with automatic diaphragm lenses
- First reflex with split-image rangefinder
- First reflex with removable focusing glasses
- First reflex with magnear device for critical focusing
- First reflex with its own stereo system for previewing in 3-D
- First reflex with its own stereo system for taking pictures in 3-D
- First with built-in film cutting knife
- First reflex with film-speed indicator
- First reflex with built-in exposure meter
- First reflex with popular-priced microscope adapters, extension tubes and bellows extension



THREE GRAND PRIZES

Now, in honor of the 250,000th Exakta camera produced, we would like to have you, as an Exakta owner, tell us what additional improvements you would like to see in the Exakta of the future. We invite you to present your ideas and suggestions to us—and to mention which "Exakta Firsts" (listed above) induced you to select an Exakta. This material will be submitted for examination to an impartial panel of technicians and photographers. Ideas and suggestions selected as good and usable will be awarded three Grand Prizes—\$1000, \$500, \$250 in Exakta equipment.

See entry blanks for rules and regulations. They are available from your dealer or from us.

EXAKTA CAMERA COMPANY 705 BRONX RIVER ROAD, BRONXVILLE, N. Y.

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