

ANNOUNCING CARL ZEISS JENA AUTOMATIC PANCOLAR F/2.0

PERFORMANCE, RELIABILITY...make

EXAKTA

the greatest camera of our age



Exakta, the world's leading single lens reflex camera, was introduced over 25 years ago, and today it is still the leader in its field. Over the years, Exakta engineers have continuously added significant improvements to keep Exakta ahead of all other cameras. That is why you get the best when you buy an Exakta...the best in its basic, original design—and the most reliable because of its experience.

It is for this reason that over 300,000 Exakta owners recommend the Exakta to their fellow photographers. It is on such enthusiastic recommendations that Exaktas are purchased. Many of these Exakta enthusiasts have been using their Exakta camera for over 25 years, without complaint, and to say the least, some of these Exakta enthusiasts own two, three and four Exaktas.

This amazing record is exclusive with Exakta! No other single lens reflex camera can match Exakta's 25 year old reputation because they did not exist.

Now, Exakta is proud to announce another significant advance...“two new Carl Zeiss Jena lenses for the Exakta”...the 50-mm, F/2.0 Pancolar with fully automatic diaphragm and the 50-mm, F/2.8 Tessar with fully automatic diaphragm.

These new Carl Zeiss Jena lenses are optical achievements...they combine superlative quality, a new short-barrel ebony and leather mount, with a completely new fully automatic diaphragm mechanism.

AUTOMATIC EXAKTA VXIIIA with Penta Prism Viewfinder and split-image Rangefinder...

with 50-mm F/2.0 Carl Zeiss Jena Pancolar lens with fully automatic diaphragm. **\$359.50**

with 50-mm F/2.8 Carl Zeiss Jena Tessar lens with fully automatic diaphragm..... **\$279.50**

IMPORTANT: Every "Brand New" Exakta camera comes with an original Exakta Guarantee Certificate, Import Certificate and Registration Card.

American Tourists and Military Personnel going abroad are invited to ask for our Information Pamphlet.

If you want to know more about the Exakta, see your Exakta Franchised Dealer, or write for our colorful brochure.

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

IN CANADA: EXAKTA CAMERA COMPANY, 579 Richmond Street West, Toronto, Ontario