

For expert instruction on
your Exakta or Exa camera
get "EXAKTA PHOTOGRAPHY"



By Jacob Deschin, \$4.95

**WHAT PHOTO CRITICS SAY ABOUT
"EXAKTA PHOTOGRAPHY"**

"Jacob Deschin is an experienced author of photography books and has developed a style and presentation that is instructive and entertaining. . . ."

" . . . All phases of photography with the 35mm single-lens reflex camera in general, and the Exakta and Exa cameras in particular, are treated in detail. . . ."

" . . . Exakta Photography is a valuable addition to photographic literature."

—U. S. Camera

"In his latest book Mr. Deschin takes the Exakta VX and Exa 35mm single lens reflex cameras and provides a detailed manual on how these cameras and their accessories properly function. . . ."

" . . . Exakta and Exa owners will find it invaluable."

—Christian Science Monitor

" . . . After a thorough grounding in what makes these cameras tick mechanically, Deschin delves into their potentials so they can be applied to practical picture making. . . ."

—Irving Desfor, AP Newsfeatures

" . . . Deschin's approach is thorough, starting the beginner from scratch but teaching even the hardened user a great deal he didn't know. . . ."

" . . . A must for every Exakta owner, beginner or expert."

—Edward Hobbs, Dallas Times Herald

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By Jacob Deschin, \$4.95

**DON'T MISS THIS WONDERFUL OPPORTUNITY TO GET EVEN
MORE FUN AND ENJOYMENT FROM YOUR EXAKTA OR EXA
CAMERA.**

Get a copy of "Exakta Photography" today, from your dealer
or from

EXAKTA PUBLICATIONS

P. O. Box 97

Bronxville 8, N. Y.

WHY THIS BOOK?

Why a book about a camera?

Because a thorough familiarity with the operation, the limitations and the potentialities of one's camera is the most important prerequisite to good photography.

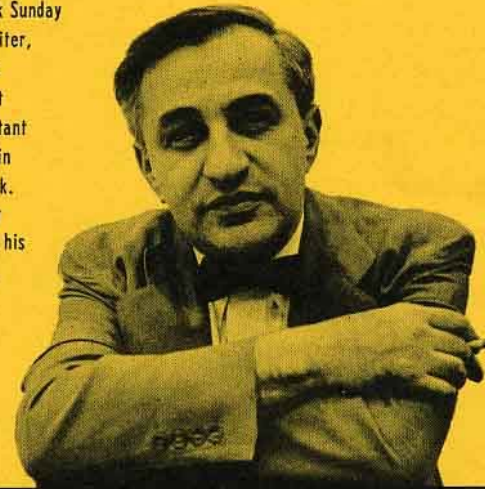
Because in writing about photography with a particular camera it is possible to be much more specific and definite than would otherwise be the case. A book of this type can deal with specific details of camera operation—with a specific use of the camera—with a directness that is quite impossible in a general book.

In this book Mr. Deschin sets up a sort of courtship between the reader and his camera. The camera is no longer the forbidding or recalcitrant instrument it once was. Instead it suddenly becomes a cooperative extension of the photographer's eye and mind.

MEET JACOB DESCHIN

Photography Editor, The New York Sunday Times, judge, critic, magazine writer, author of 13 books including this.

Such a bare-bones listing does not begin to touch on the truly important qualities which make Jacob Deschin the ideal person to write this book. These have to do with his friendly feeling toward all photographers, his intense desire to be truly helpful, his thorough familiarity with **Exakta** photography, and his unique ability as a writer to make all things crystal clear. Sample this book and see for yourself.



JUST LOOK WHAT YOU GET!

The first six chapters in **EXAKTA PHOTOGRAPHY** are devoted to a detailed explanation of the camera operations of the **Exakta** and **Exa** 35mm cameras. Also included are sections on the selection and use of film, the use of filters and a thorough discussion of depth-of-field.

Chapter Seven covers exposure.

One of the important advantages of the **Exakta** and **Exa** cameras is the great variety of lenses which are available for them. Chapter Eight describes the nature and use of all such lenses; provides guidance for the selection of your first extra lens; gives detailed instructions for perspective control.

Following are chapters on closeup photography; color photog-

raphy (including processing instructions for Ektachrome and Anscochrome); lighting with flash, electronic flash and flood; and processing the miniature negative.

The book closes with two very important chapters written and illustrated by famous specialists in their respective fields: **Lynwood M. Chace** writes on "Nature Photography With the Exakta"; **Julius Weber** on "Medical Photography With the Exakta."

The entire book is made doubly useful and informative through the lavish use of illustration. It is obvious that no expense has been spared for the 192 pages contain no less than **259** illustrations.