



NEWSLETTER

Dear Exakta Owner:

As a member of the Exakta family, we know that you are interested in new products and developments that expand Exakta photography! We also know that you are interested in "Specials" which are available from time to time. This Newsletter will give you such information, so that you may order the equipment that interests you. Please note that quantities are limited on products offered at "Special Prices," therefore, may we urge you to order as soon as possible to be assured of delivery.

ANNOUNCING! LATEST, BRAND NEW EXAKTA VX TL 1000 with INTERCHANGEABLE "BTL" THROUGH-THE-LENS LIGHTMETERING PRISM.



MICRO SCREEN RF & F2.0 Automatic Jena Pancolar 50mm Lens

Here is Exakta's newest camera — the new Exakta VX TL 1000 with interchangeable "BTL" Lightmetering Prism. It is designed to fill the needs of photographers desiring the combination of lens interchangeability

coupled to the CdS lightmeter system which meters light through all picture taking lenses, standard, wide angle, telephoto, and zooms.

The New Exakta VX TL 1000 has many new features: instant return mirror, red signal indicator in viewfinder, new short stroke lever wind, new rewind film crank, new hinged back with safety catch. There are 26 shutter speed settings from 1/1000th to 12 seconds, interchangeable viewfinders and more.

The New Exakta VX TL 1000 with "BTL" Lightmeter Prism and Micro Screen Rangefinder and F2.0 Automatic Jena Pancolar 50mm lens is available at a Special Introductory Price of \$179.50 — For a Limited Time only.

ANNOUNCING! BRAND NEW EXAKTA VX TL 1000 with PENTA PRISM, MICRO SCREEN RF & F2.0 Automatic Jena Pancolar 50mm Lens



The New Exakta VX TL 1000 is also available with Standard Prism Finder, Micro Screen Rangefinder and F2.0 Automatic Jena Pancolar 50mm Lens. This new model Exakta has a number of additions and improvements — an instant return mirror which makes

the reflex image instantly visible after each exposure, a red signal indicator in viewfinder to alert user to advance film for next shot, new short stroke winding lever for rapid succession pictures — so valuable for candid & sports photography, and a new hinged back with safety catch for maximum security. There are 26 shutter speed settings from 1/1000th to 12 seconds, interchangeable viewfinders, and more. The New Exakta VX TL 1000 with Penta Prism & Micro Prism Rangefinder and F2.0 Automatic Jena Pancolar 50mm Lens is available at a Special Introductory Price of \$129.50 — For a Limited Time Only.

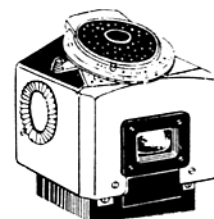
ANNOUNCING! BRAND NEW EXAKTA VX 500 With F2.8 Automatic Domiplan 50mm Lens



Exakta has just introduced a totally new "full size" Exakta VX 500 camera which takes all Exakta interchangeable viewfinders, screens and lenses! This New Exakta VX 500 has all the most frequently used shutter speed settings from 1/30th to 1/500th

as well as B setting for exposures of longer duration. The New Exakta VX 500 will take all Exakta lenses from 20mm to 2000mm, and is internally synchronized for flashbulbs and electronic flash. The sharp 4-element F2.8 Domiplan Automatic Lens focuses down to 2.5 feet, and stops down to F22. The Exakta VX 500 will take the "BTL" Lightmetering Prism Finder and the Penta Prism Finder too! Exakta VX 500 with F2.8 Automatic Domiplan 50mm Lens with WL Finder is available at a Special Introductory Price of \$69.50

NEW EXAKTA BTL (BEHIND THE LENS) LIGHTMETER PRISM VIEWFINDER



Now available for all Exaktas, the newly announced Exakta Through-the-Lens Metering Prism Viewfinder — an ingenious combination of the Penta Prism Viewfinder and a BTL (CdS) Exposure Meter! Quickly interchangeable with the Penta and Waist Level Viewfinders on your Exakta.

Records accurate exposures for both low level illumination and strong light too! Measures the actual exposures BEHIND THE LENS! Works beautifully with all lenses — standard, wide angle, telephoto and Zooms. . . and accessories too! Covers a range from 1/500th to 4 seconds. Be sure to order one as soon as you can! You'll be glad you did. Price \$74.50

Take advantage of these money-saving Special Offers! It's an opportunity too good to pass up! Order from your dealer today, or if this is not possible, send your order to us in the postage paid envelope. When ordering from us, please mention name of your nearest photo dealer. Please note — all offers may be withdrawn without notice. Therefore, may we urge you to order today.

Please see other side for more specials

NEW 50mm, F2.8 EXAKTA MACRO-EXTENAR LENS IN SPECIAL FOCUSING MOUNT . . .

Takes Close-Ups From 2½ Inches to Infinity!



Here is that much-talked-about lens that combines the features of a standard picture-taking lens with the features of a closeup device — all-in-one! It's the best lens for close-up work! Imagine, with it you can take pictures as close as 2½ inches, or shoot at infinity-and everything else in between! Yes, you get a continuous focusing range never thought possible! Magnifications and exposure factors are engraved on the lens barrel! Deeply recessed lens can be disengaged from focusing mount at any time! Lens may be used separately with a bellows extension! Focusing mount too may be used by itself or with other Exakta lenses!

Reg. Price \$89.50 SALE PRICE \$59.50 YOU SAVE \$30.00

SPECIAL INTRODUCTORY OFFER ON THE FINEST C.Z. JENA AUTOMATIC LENSES FOR EXAKTA! OFFER WILL BE IN EFFECT FOR LIMITED TIME ONLY!

Reg. Price Sale Price

20mm F4.0 Flektogon Wide Angle (auto)	\$225.00	\$175.00
25mm F4.0 Flektogon Wide Angle (auto)	145.00	109.50
35mm F2.8 Flektogon Wide Angle (auto)	125.00	105.00
120mm F2.8 Biometer Telephoto (auto)	150.00	115.00
135mm F4.0 Sonnar Telephoto (auto)	99.00	79.50
180mm F2.8 Sonnar Telephoto (auto)	249.50	199.50



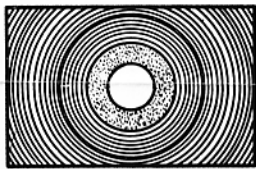
FRANCONIA COWHIDE GADGET BAG WITH SHOULDER STRAP



Deluxe, top grain cowhide leather Gadget Bag. Finest quality. Holds Exakta, lenses, filters, film, and other accessories. Wonderful for traveling. Interior compartments are adjustable to suit your equipment. Lid opens from top for easy access. This fine leather bag will give your equipment the protection it deserves.

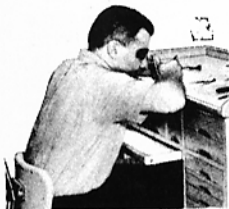
Reg. Sale
8'x6'x5' \$25.00 \$16.50

NEW MICRO PRISM RANGEFINDER



Exakta has another New Focusing Screen! It's the Micro Prism Rangefinder Screen! It's great! Recommended for fast speed and general photography with all lenses where the subject to be photographed does not have easily identifiable vertical or horizontal lines — (bowl of fruit, ball of wool, etc.). It's a "must" for poor light photography! Fits all Exakta Prism finders and the New Exakta Waist Level Finder. Install it yourself! Pull out old rangefinder glass. Push in new one. It's that easy. Sale Price \$8.50

EXAKTA CUSTOM REPAIR SERVICE



Exakta owners will be glad to know that we maintain the most modern custom facilities for the repair and servicing of all Exaktas. All repairs are performed by our German, factory-trained technicians. Original Exakta parts, the finest skilled craftsmen and the latest testing equipment guarantee that your Exakta will receive the best care possible when we restore your camera to its original perfect working order! Fast service and guaranteed work are assured! What's more, our prices are very low! So think of us the next time your Exakta requires servicing, cleaning, or a major repair job.

LENS SALE! SAVE UP TO 60%



Now every Exakta owner can afford dramatic Wide Angle & Telephoto photography! Exakta is pleased to announce a Special Sale on a select group of choice lenses. Each lens is designed to give pictures of outstanding quality. Yes, each lens represents a terrific buy at these low, low prices! Offer may be withdrawn at any time without notice. While quantities last, of course.

Reg. Price Sale Price

35mm F2.8 Exakta Wide Angle (preset)	\$ 41.00	\$ 28.50
35mm F4.5 Meyer Wide Angle (preset)	35.00	17.00
80mm F3.5 Meyer Telephoto (preset)	39.50	19.00
100mm F2.8 Meyer Telephoto (auto)	80.00	48.00
135mm F2.8 Schneider Isco Telephoto (auto)	135.00	75.00
135mm F2.8 Schneider Isco Telephoto (preset)	90.00	45.00
200mm F3.5 Caspeco Telephoto (auto)	110.00	66.00
250mm F5.5 Meyer Telephoto (preset)	75.00	39.00
400mm F6.3 Exakta Telephoto (preset)	59.50	45.00
600mm F8.0 Exakta Telephoto (preset)	150.00	109.00
800mm F8.0 Exakta Telephoto (preset)	234.00	167.50

EXAKTA MANUAL BY WERNER WURST



Here is the most comprehensive book ever published on Exakta and Exa cameras! It is a brilliant, authoritative manual on the Exakta camera written by one of Europe's foremost Exakta Photographers! The author closely examines and discusses virtually every phase of Exakta Photography from the cameras to micro-macro photography! Many of his own Exakta Photographs are illustrated in this Manual and highlights the photographer's technical skill with the Exakta! Every Exakta owner should own this book!

8½"x6", 475 pp, over 220 photographs and diagrams. . . \$9.95

GENUINE IHAGEE EXAKTA WAIST LEVEL VIEWFINDER WITH BUILT-IN MAGNIFIER



This is one of the most useful viewfinders for all Exakta cameras! If you haven't tried one, an adventure in picture-taking awaits your pleasure! This multi-purpose finder is recommended for pictures of flowers, close-ups, copy-work, low angle shots, industrial and scientific applications, and more! It has a built-in magnifier which enlarges the image 4 times! Offers extra comfort and convenience to eyeglass wearers! Viewfinder also converts to eye-level sports finder for action shots!

Regular list price \$12.95 SPECIAL SALE PRICE \$7.95

YOU SAVE 40%

NEW MULTIBLITZ BOY ELECTRONIC FLASH UNIT SPECIAL INTRODUCTORY OFFER! NOW ¼ OFF!



Now, for virtually pennies a day, you can own the world-famous Multiblitz Boy Solid State Electronic Flash Unit. Measures about the size of a pack of cigarettes! Lightweight and compact. Works on rechargeable Nickel Cadmium Battery & AC current. 60 to 70 flashes per charge! Fits on all cameras — excellent for all films, color & black & white. Guide No. 40 for Kod. II film. Recycles in 6 seconds. Recharger adjusts for 110, 120, 220, & 240 volts. Comes with PC cord and Hot Shoe too! Weighs 8 oz.

Reg. Price \$59.95 SPECIAL INTRODUCTORY PRICE \$44.95

YOU'LL SAVE \$15.00 IF YOU ACT NOW!