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Irving Desfors, Associated Press Photography Editor . . .

"Photography is full of beginners who are easily discouraged and ready to turn to other interests. They should meet Heinz Muller-Brunke, a name unfamiliar in this country though he is a top European photographer. His particular specialty is mountain and nature photography with a 35-mm camera. His story is in a new book, "My Beloved Exakta" which is documented with 128 well-printed, recent examples of his work . . . "We see many excellent examples of Muller-Brunke's personal style in these fields in his book, some of them in color. Yes, serious attention to the words and pictures of 'My Beloved Exakta' should prove a tonic to some discouraged beginners and could be an incentive for them to persevere until they, too, reach a goal in photography" . . .

Photography Magazine (Great Britain) . . .

"'My Beloved Exakta' is a story which will provide encouragement for the beginner and enthuse the advanced worker. And the story has its thrills, too, particularly when Muller-Brunke describes how his enthusiasm for photographing mountains nearly brought about his death . . . This book is excitingly written and beautifully illustrated in black and white and color, 128 illustrations in all. The reproduction of 'My Beloved Exakta' is superb. But remember, this is a book to inspire, a book to stimulate ideas, a book to sit back and thoroughly enjoy" . . .

Mabel Scacheri, N. Y. World Telegram, Photography Editor . . .

"The poor old pictorialists who have been taking quite a few hard knocks in the last few years should get a lift from a recently published book, 'My Beloved Exakta', with pictures and text by Heinz Muller-Brunke . . . Most of the 120 pictures are landscapes, many of them mountain scenes and all with fine use of sunlight. There are close-ups of flowers, and a very funny medium close-up of two gulls, one strutting like a drum major behind the other."

Journal of the Biological Photographic Association . . .

"This is a story in words and pictures of the author's adventures with his 35-mm Exakta camera. His excellent pictures show that he has a remarkable insight artistically, and undoubtedly a great amount of technical skill as well. Certainly he proves that the Exakta camera is a versatile piece of equipment . . ."

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My Beloved Exakta

by Heinz Muller-Brunke adapted and translated by Ruth Marton

HIS book speaks of a great love. It tells the story of a man's finding his companion for life, of his timid and aimless groping at the beginning of his search, of the happiness of a first meeting which then led to the bliss of complete understanding. Life's colorful language is being listened to as well as spoken. Gay holidays follow hard work, success grows out of disappointment. Small stones compose the mosaic, and their luminosity makes you forget that they are held together by the gray mortar of everyday life. Words are not the real elements of this book; they only show the way, the road at the end of which stands the picture.

May I ask you, the reader and viewer, to leave yourself to the guidance of a true photographer? Heinz Muller-Brunke is a man of the Big City. But although the narrow frame of cities allowed him to shoot pictures of a very particular kind, although it was there that he learned about light—and to see altogether—it was nature and its wide spaces which one day got hold of him, and where he grew roots never to be severed again.

His love of camera and photography is soon eclipsed by a deep love of all the things that make the world beautiful. After the difficulties of technical skills are overcome, the camera willingly acts as mediator between man and nature. Just as the real hunter is full of understanding for every creature in his realm, the true photographer becomes the friend of every subject on which his camera focuses.

However, even today miniature photography is often considered a playful sport because of the cheapness of supplies—a sad interpretation of one of the greatest achievements of modern photography. Aside from its value to the press, to science and technology, a miniature camera, particularly a single-lens reflex, opens to the photographer every realm of photography. The ground glass image helps in the search for beautiful scenes.

This book particularly addresses itself to the friends of the Exakta, those who want to try for pictures similar to those taken by Muller-Brunke. Of course, there is no getting ahead without proper enthusiasm. Miniature photography needs special discipline, clean precision, although a single-lens reflex camera offers so much to facilitate working that one can concentrate almost entirely on the picture itself, instead of also on the technical side of it. Heinz Muller-Brunke says it is for this reason that he has chosen the single-lens reflex camera. To him the scene is always the starting point of his work, while he is looking for the simplest technical way—within the reach of everybody.

(from the Introduction by Werner Wurst)

Every Exakta owner will enjoy this beautiful book and will be proud to have it in his library. "My Beloved Exakta" is printed in a limited edition, therefore, reserve your copy now to make certain you get it.

Album Size, 128 pictures (8 in color) with technical data about each picture. Publisher's price....\$5.00

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You are the proud owner of an Exakta camera, so you know that photography can be pleasure and art at the same time. With the world-famous Exakta, you will want to take pictures of outstanding quality—of exhibition caliber. To do this, however, you will require practical background and guidance.

MY BELOVED EXAKTA provides just that. With this book, you will have a concise wealth of useful photographic information, together with the inspiration by one of the best Exakta photographers — Heinz Muller-Brunke. With MY BELOVED EXAKTA you will hurdle many obstacles with which new photographers are usually confronted. It is for this reason that we offer you the privilege of securing one copy of MY BELOVED EXAKTA at a reduced price . . . if you act now!

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Dear Friend:

You are now the owner of an Exakta camera. Properly used, it will give you pictures of professional caliber. But good photography is an art. And like any other art requires a background of knowledge, training and skill. We want you to have the book **MY BELOVED EXAKTA** —to give you the inspiration and background you will require for good photography. That is why we are giving you the privilege of obtaining one copy of **MY BELOVED EXAKTA** at the special price of only \$3.00 (with this Coupon Envelope) instead of the regular price of \$5.00.

With **MY BELOVED EXAKTA** you will have the very best in contemporary photography and Exakta camera technique.

We sincerely believe you will enjoy **MY BELOVED EXAKTA**. The experiences of its author-photographer, Heinz Muller-Brunke will certainly guide you to shoot excellent pictures of children, portraits, aquatic scenes, mountain scenes, birds, animals and pets, landscapes, flowers, theatre and nude studies.

We urge you to order your copy today!

Very truly yours,

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