

THERE IS NOW A BETTER EXAKTA CAMERA AT A NEW LOWER PRICE!



Unbelievable as it may sound, it is nevertheless true! There is now a more precise Exakta camera at lower price than before! Yes, much lower than comparable 35mm single lens reflex cameras!

This is sensational news, for it continues to keep Exakta, originator of the 35mm single reflex camera, ahead of all imitators — and in the forefront of precision camera producers!

The introduction of the Exakta VXIIB brings a whole new range of improvements so typical of Exakta progress:

New Exakta VXIIB shutter speeds: complete new shutter speed range of 27 settings include 1/1000, 1/500, 1/250,

1/125, 1/60, 1/30, 1/15, 1/8 sec. etc., plus a new, most accurate, synchronized slow speed timing device! This advance was made possible through the genius of Exakta Engineers who redesigned the entire shutter speed mechanism.

New Exakta VXIIB C.Z. Pancolar Lens: a newly redesigned F2.0, 50mm Automatic C.Z. Pancolar lens with a most significant "depth-of-field" indicator that accurately "frames in" the area of sharpness, right on the lens mount!

Automatic Exakta VXIIB, Penta-Prism eye-level Viewfinder and split-image Rangefinder and 50mm, F2.0, C.Z. Jena Pancolar lens with Automatic Diaphragm, **\$269.50**. Available at selected franchised dealers.



180mm, F2.8 Auto-Sonnar
Autophragm Telephoto lens

135mm, F2.8 Auto-Sonnar
Autophragm Telephoto lens

35mm, F2.8 Auto-Flektogon
Autophragm Wide Angle lens

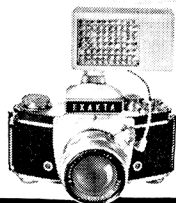
25mm, F4.0 Auto-Flektogon
Wide Angle lens

20mm, F4.0 Auto-Flektogon
Super Wide Angle lens

50mm, F2.8 Macro Extenar lens

Exakta also brings you the most unique automatic lenses from Jena. These lenses are exclusive with Exakta, and are not available for any other camera! For 1964, Exakta presents the new 20mm, F4.0 Flektogon Automatic Super Wide Angle Lens, 25mm, F4.0 Flektogon Automatic Wide Angle Lens, new 35mm, F2.8 Flektogon Autophragm* Automatic Wide Angle Lens, 135mm, F4.0 Sonnar Autophragm* Automatic Telephoto Lens, 180mm, F2.8 Sonnar Autophragm* Automatic Telephoto Lens, and the new 50mm Macro Extenar Lens.

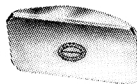
*Automatic compensating diaphragm for closeup work



New Miniaturized, Transistorized Multiblitz 26 . . . World's Lightest Electronic Flash Unit!

Completely transistorized, one-piece electronic flash! Weighs only 10 oz.!

Works on AC and Nickel Cadmium battery!
Outstanding for all films. Guide No. 46-54 for ASA 50 Color Films! Fits all cameras! Over 50 flashes per charge! Only \$59.95 list, including NC Battery, AC line, and Recharger.



For Owners of Exakta Cameras

Exakta is now offering a new combination Range-finder-Fresnel Glass. Makes focusing easier, images appear more brilliant. Will fit Prism Finder of all Exakta cameras and New WL Finder too. Install it yourself
Price only \$12.50

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

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