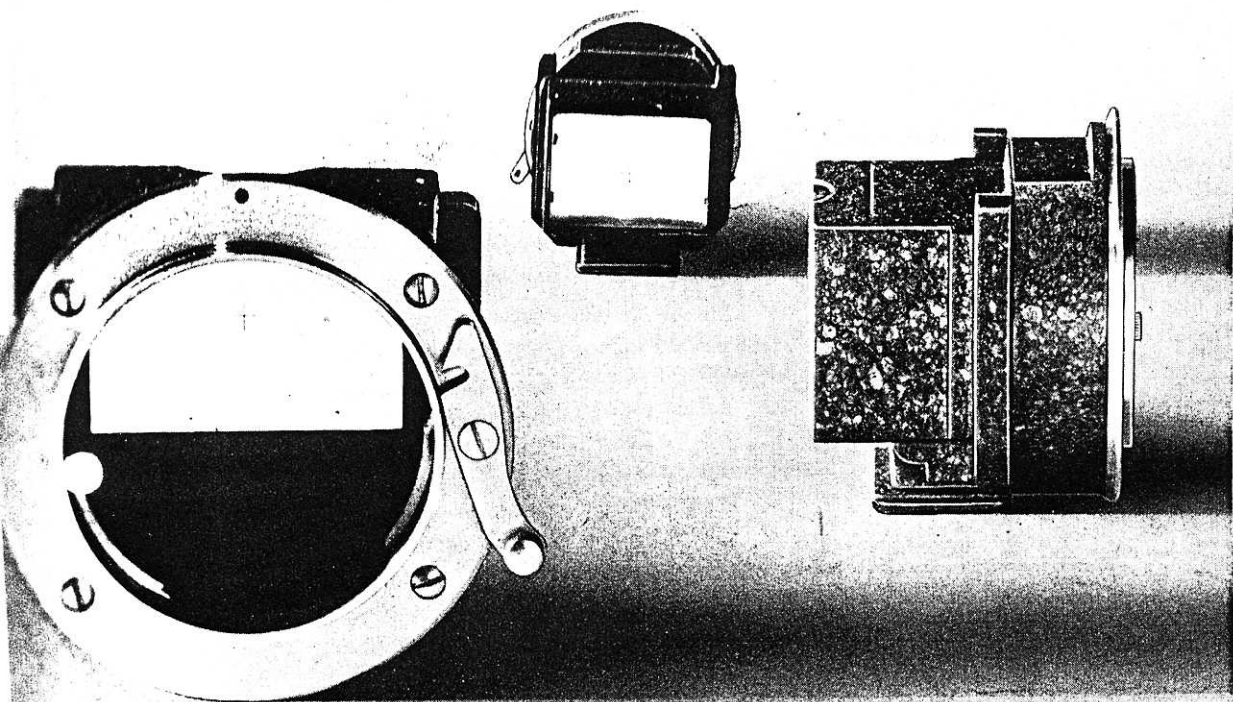
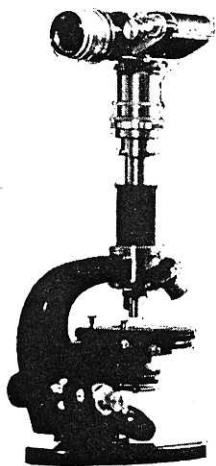


Ihagee presents a remarkable achievement in Exakta Photography

THE MAGNEAR LENS-VIEWFINDER



For Photomicrography



For Hyperclose-up
Photography



Ihagee has designed a versatile, ingenious, unique viewfinder — the Magnear — which brings a new standard of precision and scope to focusing and viewfinding with the 35-mm. Exakta. The Magnear makes it possible to use the superb quality of your picture-taking lens in a remarkable way to expand Exakta Photography. Using the superlative quality and correction of a picture-taking lens with the Magnear, you can inspect the ground-glass image of your camera more critically than ever before and assure greater sharpness in your pictures. Since a lens is a distortion-free magnifier, the Magnear provides you with a much-larger-than-normal image for easier, more accurate focusing. A regular 50-mm. lens, for instance, will provide a 5x magnification. Another extraordinary advantage of this new viewfinder, especially for hyperclose-up photographers and photomicrographers, is that light coming through the camera can be measured with a photoelectric meter held to the Magnear (with or without the lens attached). This means that correct exposure can be read from the meter, eliminating time-consuming, annoying calculations. One end of the Magnear has a ground glass with a clear center spot and cross — ideal for scientific work. The other has a bayonet mount that accepts any lens with an Exakta mount. The Magnear is interchangeable with the Penta Prism and waist-level finders (of the V and VX models only) and becomes an integral part of the camera. It can be used, with the appropriate additional equipment, for hyperclose-up photography, photomicrography, telephotography, stereography and portraiture. Without lens the Magnear is priced at \$25.50. We invite you to inspect it at your dealer or write for more information. Request booklet 3A-U.

EXAKTA CAMERA COMPANY

46 West 29th St., New York 1, N. Y.