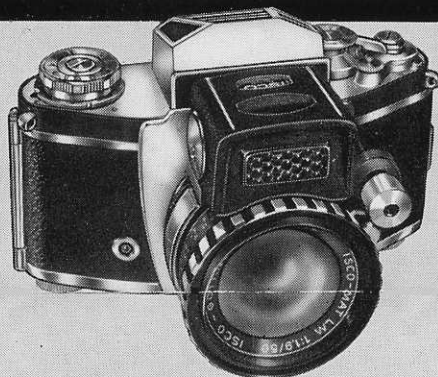


NEW EXAKTA BREAKTHROUGH

NEW ELECTRIC-EYE LENSES FURTHER EXAKTA'S

LEADERSHIP IN THE 35mm CAMERA FIELD!



Since its inception over 25 years ago, Exakta has pioneered and produced the finest 35mm single lens reflex camera. After having seen over 300,000 Exaktas sold, today, almost every major manufacturer adopted the Exakta principle.

Exakta has never changed for the sake of change alone. In the past 25 years, Exakta developed and introduced over 20 basic new features. Today more than ever Exakta represents one of the best, most reliable photographic instruments. This is based on Exaktas 25 years of experience you cannot find in any other camera of its type.

Optically, too, Exakta has no peers, for the world's greatest lens manufacturers constantly strive to surpass each other in creating new, better and sharper lenses always to the unquestionable benefit of the Exakta owner.

The latest optical achievement is Isco's Electric-Eye Isco-Mat lens system which we are proud to present to the family of Exakta photographers. Realizing the problems with exposure meters built into the camera body, the Isco engineers put the Electric-Eye in the lens, an anatomical part of the lens, yet it is easily detachable and interchangeable. You can now buy the Exakta VXIIa camera with the new Electric-Eye Isco-Mat F1.9 standard lens, and you can also get the new Electric-Eye Isco-Mat F2.8, 35mm wide angle lens and Electric-Eye Isco-Mat F3.5, 135mm telephoto lens, with or without exposure meter. These lenses are of the highest caliber and are completely color-matched. If you want to know more about the Exakta and the wonderful, new Isco Electric-Eye lenses, see your Exakta franchised dealer or write for our colorful brochure.

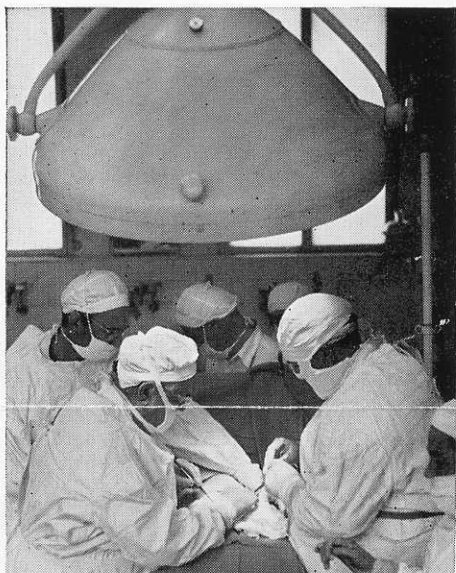
AUTOMATIC EXAKTA VXIIa with Penta Prism Viewfinder and split image Rangefinder with 50mm, F1.9 Isco-Mat LM Electric-Eye lens with fully automatic diaphragm and Exposure Meter.\$369.50

ISCO-MAT LM lenses are available alone, as follows:

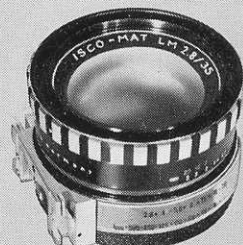
50mm, Isco-Mat LM F1.9 standard lens with automatic diaphragm and Exposure Meter.\$150.00

35mm, Isco-Mat LM F2.8 wide angle lens with automatic diaphragm.\$149.50

135mm, Isco-Mat LM F3.5 telephoto lens with automatic diaphragm.\$149.50



Every major hospital in the United States uses the Exakta because of its performance and reliability.



Important: Every "Brand New" Exakta camera comes with an original Exakta Guarantee Certificate, Import Certificate and Registration Card. American Tourists going abroad and Military Personnel are invited to ask for our Information Pamphlet.

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

EXAKTA CAMERA COMPANY, 705 BRONX RIVER ROAD, BRONXVILLE, N. Y.

In Canada: Exakta Camera Company, 579 Richmond Street West, Toronto, Ontario