

EXAKTA

first!

WHEN BETTER CAMERAS ARE MADE, EXAKTA IS THE FIRST TO MAKE THEM!



EXAKTA IS THE FIRST SINGLE LENS REFLEX 35-MM CAMERA . . .

- First camera in the world with built-in flash!
- First reflex with high-speed F1.5 lenses!
- First reflex with 35-mm wide angle lenses!
- First reflex with 28-mm super wide angle lenses!
- First with one-stroke lever-wind!
- First with a focal plane shutter having 27 different shutter speed settings!
- First with a penta prism!
- First with interchangeable viewfinders, waist-level and penta-prism!
- First with automatic diaphragm lenses!
- First with a built-in knife for cutting exposed film!
- First with a split-image rangefinder for reflex cameras!
- First with a film speed indicator!
- First with a noiseless shutter design!
- First with its own Stereo system for previewing in 3-D!
- First with its own Stereo system for taking 3-D pictures!
- First with the magnear device for critical focusing!
- First with interchangeable focusing glasses!
- First with popular-priced microscope adapters, extension tubes and bellows devices!
- First camera honored with a Commemorative postage stamp!
- First camera to play a dramatic part on the famous "miscellany page" of Life Magazine!
(June 3, 1957 issue)

When better cameras will be made, Exakta will make them! Exakta will always be first for original features, quality, precision, and craftsmanship!

The latest Exakta creation is the New, 1957 Automatic Exakta IIa with Penta-Prism eye-level Viewfinder and Split-image Rangefinder and 58-mm. F2.0 Carl Zeiss Jena Biotar lens with Automatic Diaphragm . . . \$399.

We invite you to see it at your dealer. Free, colorful Exakta brochure on request.

EXAKTA CAMERA COMPANY 705 BRONX RIVER ROAD, BRONXVILLE 8, N. Y.

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