

# Announcement:



We are pleased to announce the introduction of two new EXAKTA 35mm SLR cameras, the VX1000 and the EXAKTA 500. ❑ Both new cameras have *instant return mirrors*. The vx1000 has all the unique features that have earned EXAKTA the reputation as the camera that “takes over where all other 35mm SLR cameras leave off.” (i.e. 26 shutter speeds.) ❑ EXAKTA was the world’s first 35mm SLR—more photographers own Exaktas than any other camera—more lenses are made for EXAKTA use than for any other camera. ❑ Today, EXAKTA, 32 years young, is still the world’s most complete system of photography. ❑ We invite your inspection of the new models at your EXAKTA dealer. ❑ Exakta Division, Ponder & Best: New York/Chicago/Los Angeles. ❑ 11201 West Pico Blvd., Los Angeles, Calif. 90064.