

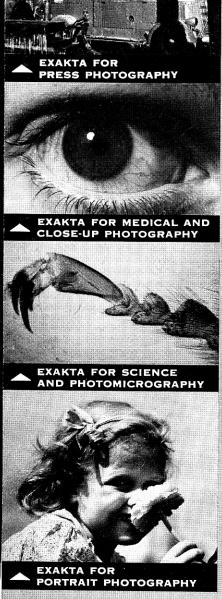
EXAKTA PHOTOGRAPHY is the ultimate in picture taking. There is no photographic task too difficult for Exakta...that is why it is the preferred camera of famous and discriminating photographers. Because of this versatility, Exakta has become a byword for exact photography.

EXAKTA PHOTOGRAPHY is 35-mm., single-lens reflex photography — a revolutionary technique made possible by Exakta's famous, unique design.

When you take pictures with an Exakta, it becomes your third eye because you actually see through the lens. You see the image of your subject, exact in size, composition, detail and sharpness—as the lens will record it. EXAKTA PHOTOGRAPHY gives you absolute control of every phase of the picture taking process. And, of course, the Exakta VX is equipped with the latest creation by Carl Zeiss Jena—the new and glamorous F/2.0, Biotar 58-mm. lens with automatic diaphragm. Only when you see and handle the VX will you be able to understand fully what automatic EXAKTA PHOTOGRAPHY is.

The Automatic Exakta VX with Penta Prism eye-level viewfinder and Split-image Rangefinder and 58-mm., F/2.0 automatic Zeiss Biotar lens is priced at \$392.

We invite you to visit your dealer today and ask him to show you the Exakta VX, or write to us for more information.



EXAKTA CAMERA COMPANY, 705 Bronx River Road, Bronxville 8, N. Y.

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