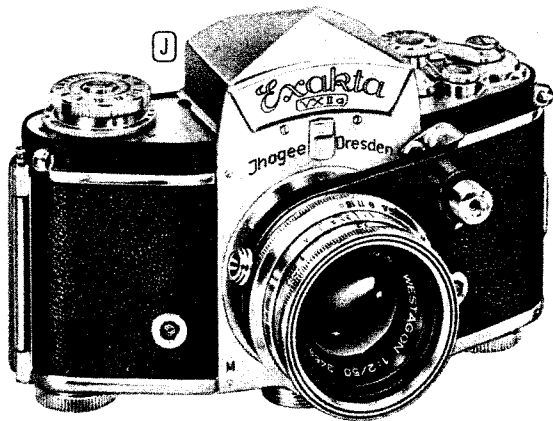


with 35mm Reflex



FREE Wide Angle Lens with Newest Exakta

\$35.50 Down \$352.00 Pay balance later



- New 1957 Model II a
- With Penta Prism Finder
- Auto. Diaphragm Focusing

D Discriminating photographers are usually not content until they acquire an Exakta. Made in Eastern zone of Germany.

With Penta Prism finder you get exactly what you see on ground glass, image right-side-up, and correct from left-to-right. No parallax. Each lens added, increases its scope without requiring auxiliary equipment.

Fully automatic pre-set diaphragm—lets you keep lens wide open while you focus so you can see your subject in full brightness up to the instant you shoot. Pressure on shutter release closes diaphragm and releases shutter in split-second succession. Opens wide, automatically, for next exposure.

Exclusive cartridge-to-cartridge film feed—you don't have to wait to finish entire roll of film. Built-in cutting blade snips off exposed portion; you can wind it into take-up cartridge and remove for processing without completing entire roll.

Thumb-operated lever winds film and cocks shutter; prevents double exposures. Delayed action timer built-in.

Focal plane shutter has 29 speeds from 12 sec. to 1/1000, plus B and T. Synchronized for No. 6 and 31 bulbs at all speeds; for SM and SF at speeds up to 1/50; Zero (X) delay for electronic flash. Order Flash Unit below. Metal body with black leather cover and satin-chrome trim. Complete with deluxe leather case and FREE Hugo Meyer 1/4.5 Primagon 35 mm. wide angle lens with pre-set diaphragm (Sells for \$59.50).

67 R 585 LT—Exakta A with 1/2.0 Auto-Westagon Lens, and FREE wide angle lens. Wt. 3 lbs. 8 oz. \$35.50 Dn., Cash \$352.00

Exakta Above With 58 mm 1/2.0 Zeiss Botar Lens and FREE wide angle lens described above. (Not pictured).

67 R 536 LT—Ship. wt. 3 lbs. 8 oz. \$41 Down, Cash \$410.00

Exakta Above With 50 mm 1/1.9 Schneider Xenon Lens and FREE wide angle lens described above. (Not pictured).

67 R 582 LT—Ship. wt. 3 lbs. 8 oz. \$41 Down., Cash \$410.00

B-C Flash Unit for Three Exaktas Above. For bayonet bulbs.

67 R 584 LT—Complete with battery. Ship. wt. 10 oz. \$14.95

K Exakta 250mm 1/5.5 Hugo Meyer Telephoto Lens. Brings subject 5 times closer than 50mm lens. Manual diaphragm

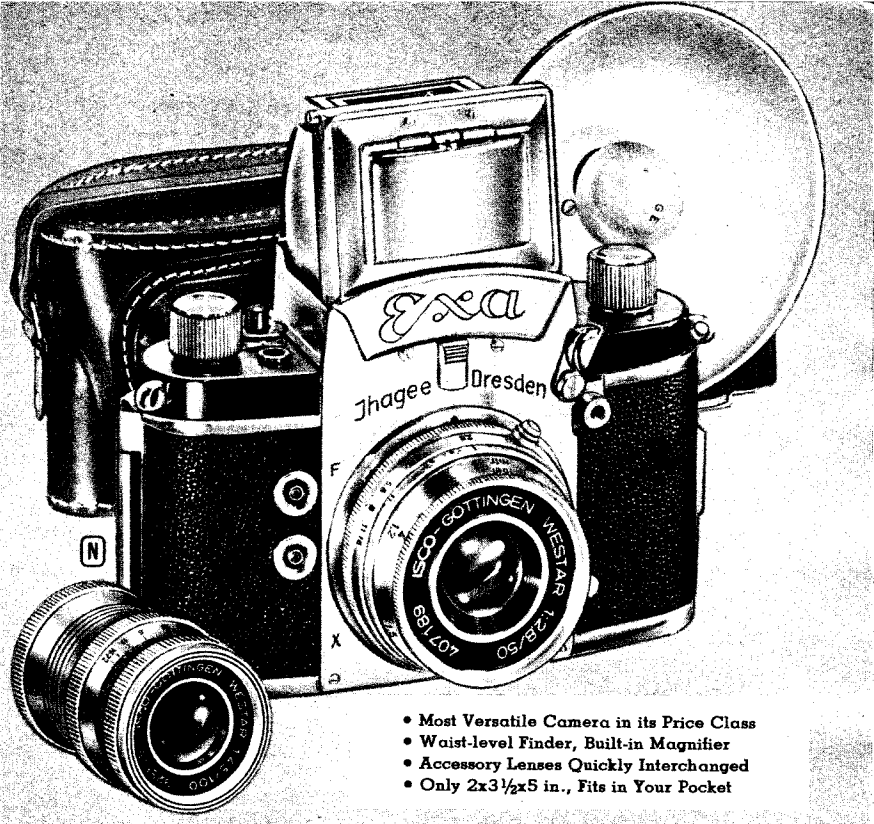
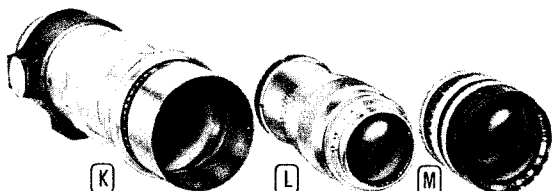
67 R 509 LT—German Import. Wt. 14 oz. \$13 Dn., Cash \$129.50

L Exakta 135mm 1/4.5 Steinheil Culminar Telephoto Lens. Brings subject 2½ times closer than 50mm lens. Manual diaphragm control. German Import. Ship. wt. 10 oz.

67 R 508 LT—\$7 Down.....Cash \$67.50

M Angenieux 35mm 1/2.5 Retrofocus Wide Angle Lens. Fits Exakta or Exa. Covers 1½ times area covered by normal 50mm lens. Preset diaphragm control. Only \$10 Down.

67 R 507 LT—French Import. Ship. wt. 10 oz.Cash \$97.50



- Most Versatile Camera in its Price Class
- Waist-level Finder, Built-in Magnifier
- Accessory Lenses Quickly Interchanged
- Only 2x3½x5 in., Fits in Your Pocket

Save \$30 on Exa 35mm Outfit \$115.95

N Exa, Moderately priced version of famous Exakta. Made in the same factory in Eastern Germany, to same quality standards. Buy this complete Outfit, including camera with pre-set diaphragm, 50 mm. Meritar 1/2.9 lens (with manual-control diaphragm), 100 mm. 1/4.5 telephoto lens (with manual-control diaphragm), B-C Flash Unit complete with battery, and leather Eveready Case. If purchased separately, these items would cost \$145.95 —you save \$30. Designed for the camera fan who seeks perfection in his photographic endeavors, yet has no need of special Exakta features.

Film advance coupled to shutter—with double-exposure prevention. Waist-level finder (See picture below) has convenient magnifier that lets you see image clearly for accurate focusing. Open-frame finder for fast-action sporting events. Accessory lenses mount easily.

50mm Meritar 1/2.9 lens with pre-set diaphragm stop. Latest model with new, internal improvements, and addition of European fittings for flash. Focuses from 2½ ft. to inf. Stops down to 1/16. Considered more versatile than any other single-lens reflex camera in its price class. Focal plane shutter with 4 speeds from 1/25 to 1/150 plus bulb. Synchronized for No. 6 and 31 bulbs at all speeds; for No. 5, SM and electronic flash, at 1/25 and 1/50. Order Flash Unit separately, below. All metal body with leather covering and satin-chrome trim. Size 2x3½x5 in. With leather case.

67 R 557 LT—Complete Exa Outfit. Includes Camera, Case, 100 mm. telephoto lens, B-C Flash Unit complete with B-C battery. Ship. wt. 4 lbs. \$12 Down on Terms...Cash \$115.95

Exa Camera only. Same camera described above, for those who wish to accumulate an outfit later. Order flash gun and eveready case separately, below.

67 R 559 LT—Ship. wt. 2 lbs. \$8 Down on Terms.....Cash \$78.50

67 R 560 T—Leather Eveready Case for Exa Above. Ship. wt. 8 oz..... 9.50

67 R 561 T—Exa B-C Flash Unit. Battery included. Ship. wt. 1 lb..... 14.95

100 mm. 1/4.5 Telephoto Lens for Exa. Brings subject twice as close.

67 R 538 L—Focuses from 8 ft. Ship. wt. 10 oz. \$4 Down on Terms.....Cash \$43.00

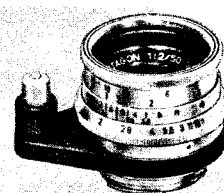
For Exakta Accessories Not Listed Here, Write to Bob Adams. See Page 84.



Waist-Level Viewing



Eye-Level Viewing



Automatic Diaphragm

Waist-level (or chest-level) viewing with Exa camera above, and Contaflex Camera on opposite page is also done directly on ground glass, with image right-side-up. Especially convenient for photographers who wear eye-glasses.

Eye-level viewing such as afforded by Exakta and Contaflex Cameras, is unequalled for close-up photography. You capture on your film exactly what you see on the ground glass; no parallax to consider, image is right-side up and correct from left-to-right. Depth-of-field is clearly evident before you shoot. With rangefinder prisms, sharp focusing is speedy, even on fast-moving subjects.

The Contaflex and Exakta Cameras listed here have automatic diaphragms for full through-the-lens focusing. Set your lens at the f/stop you intend to use. Then set diaphragm for largest opening so you can focus your subject in full brightness. When you trip your shutter to make the exposure, the diaphragm automatically closes to preset f/stop, then opens again instantly to full aperture; you are ready to focus your next picture.