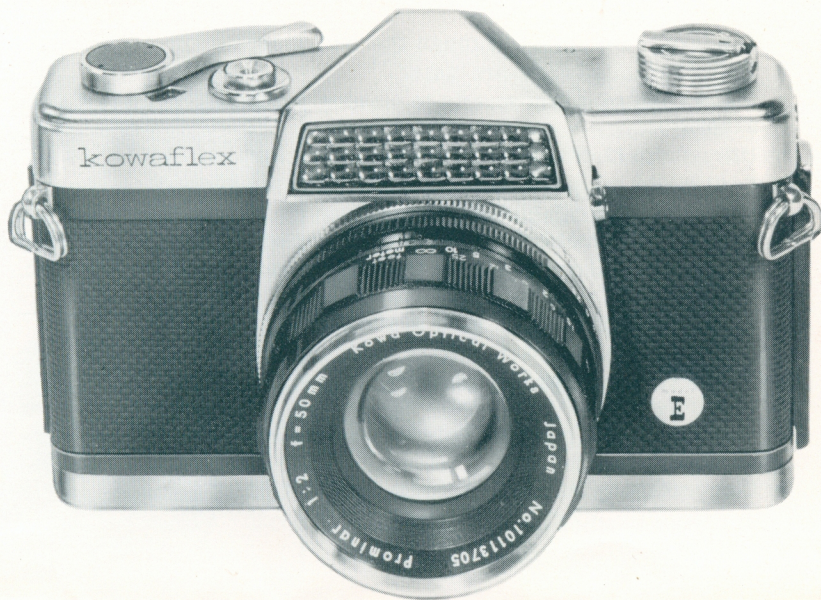


kowaflex

E



FIRST single lens reflex to combine such advanced professional features as coupled exposure meter, instant return mirror, automatic diaphragm, pentaprism viewfinder, split-image rangefinder plus ultra-sharp f2 Prominar lens for only **99⁵⁰**



AUTOMATED SIMPLICITY...
yours to enjoy – in the new KOWAFLEX E

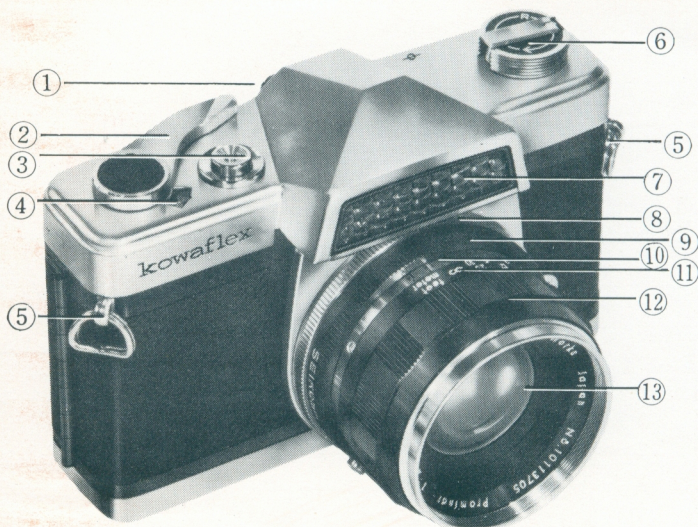
Here is all you may ever want in an Automatic Single Lens Reflex... Here, combined in a compact body are all the most advanced techniques of through-the-lens-viewing and focusing... the unique exposure control system... the ease and speed of operation... that spell picture perfection for you. And best of all: the KOWAFLEX E with its unbelievable "Under \$100" price tag shatters all previous price concepts for quality optics and professional features in an eye level reflex.

And no wonder! The KOWAFLEX E originates in the electrical-optical division of one of Japan's biggest industrial combines, the Kowa Co. Ltd., which manufactures – among many other products – the world-famous Prominar lenses and Kowa cameras that have won the coveted Grand Prix d'Honneur at the 1958 Bruxelles World's Fair.

Check the quality, check the features and you'll agree that the KOWAFLEX E is truly a superb single-lens reflex any photographer will be proud to own.

kowaflex E Single Lens Reflex

- Eye-level penta-prism through the lens viewing
 - Built-in coupled exposure meter
 - Instant return mirror reverts to viewing position INSTANTLY after exposure
 - Ultra-sharp f2/50mm 6-element Prominar lens
 - Split-image rangefinder for instant critical focusing
 - Fully automatic diaphragm—stops down for split second to desired aperture, automatically returns to full opening after exposure
 - Automatic Seikoshia SLV shutter with speeds from 1-1/500 sec. plus B.
 - MX synchronization and built-in selftimer
 - ASA 12-1600 speed settings
 - Single stroke, rapid film wind with automatic double exposure prevention
 - Automatic film counter—Foldaway speed rewind—Flashgun shoe bracket
 - Compact body with smart ripple leather trim
- Eveready Leather Case \$14.50



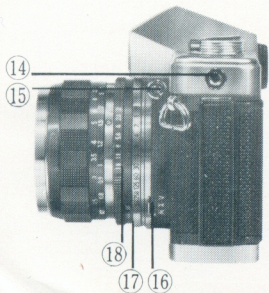
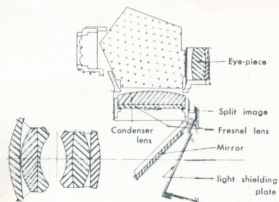
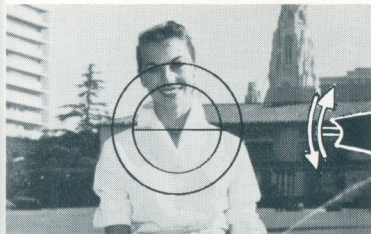
1. Viewfinder Eyepiece
2. Rapid Film Advance
3. Shutter release
4. Film Exposure counter
5. Strap ring
6. Rapid rewind
7. Exposure Meter
8. Shutter scale
9. Diaphragm ring
10. Depth of field scale
11. Distance scale
12. Helicoid ring
13. F2 Prominar lens
14. Accessory shoe hole
15. Synchro-contact
16. MXV switch lever
17. ASA scale lever
18. ASA scale hole

VIEW-FOCUS-SHOOT! So wonderfully simple! And all through ONE window: bright, clear ground glass viewing...with fresnel lens and split image rangefinder assuring most accurate, instant focusing, even under difficult light conditions. AND... simple line-up of built-in lightmeter needle (cross-coupled to lens and shutter) gives you perfect exposures.

THE LENS IS TOPS... It's still the lens that counts most in your camera. And the f2 Prominar is truly superb. Improved from the famous Gauss lens design, it consists of 6 elements in 4 components. Even at the widest opening, the resolution and color rendition is excellent. It delivers a high speed image with unusual corner-to-corner sharpness. Focuses down to 21", perfect for close-ups, micro-photography.

PENTA PRISM reflex viewing allows faithful reproduction of the image you see in the finder. Picture is bright and sharp, right side up, not reversed from right to left, without any parallax distortion, exactly as it will appear on film.

FULLY AUTOMATIC DIAPHRAGM, wide open for viewing and focusing, stops down to desired aperture for a split second and automatically returns to full opening, after shutter is released. Instant return mirror flips back automatically right after exposure, assuring viewing continuity without any image blackout.





f2.5/71mm Telephoto Conversion lens with 34° field of view, built-in UV filter and leather case.....\$24.50

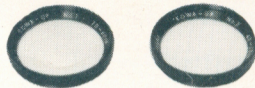
f2/5/35mm Wide Angle Conversion lens with extra-wide 62° field of view, UV filter and leather case.....\$24.50

Sold only in sets (Telephone and Wide Angle Lenses in leather case)



LENS HOOD (protects lens, reduces glare when shooting against the light) for standard lens, with leather case.....\$4.50

FILTER (enhances picture quality, creates special effects) UV or Y2 for standard lens, with plastic case.....each \$5.50



CLOSE-UP ATTACHMENT, ideal for close ups of small objects, stamps, nature study.

- #1 (for close-ups from 28" to 16").....\$9.50
- #2 (for close-ups from 16" to 12").....\$9.50

**EXCLUSIVE U.S. representatives for sales & service
KINE Camera Co. Inc. ■ 889 Broadway ■ New York, N.Y.**

