

NEW 1959 MODEL

so simple
to handle...
so much fun
to enjoy—

It's a BEAUTY



with "brains" too!

What a wonderful combination: "BEAUTY Super L," the newest of cameras... *a sleek, functional, beautiful body... and built-in intelligence in its dual brain!* The automated extra-sensitive, photo-electric exposure meter and plug-in amplifier, combined with the clever LV System thinks for you... sets both f-stops and shutter speeds together.

There's PERFECTION too in BEAUTY's amazingly sharp optics... the coated f1.9 45mm lens with 6 elements, engineered of newly discovered Lanthanum glass has remarkable resolution, assures fastest action pictures, even in poor light.

There is DEPENDABLE PRECISION in BEAUTY's shutter system — newly designed Copal MXV, 11 speeds to 1/500th, built-in flash synchronization, self-timer.

There is UNEXCELLED BRILLIANCE in BEAUTY's coupled range-viewfinder: silvery target frame clearly outlines perfect images, corrects parallax too.

There is SIMPLICITY OF OPERATION in the one-stroke speed lever that advances film, cocks shutter, counts exposure and prevents double exposure.

But there is more, much more to every BEAUTY, the camera that's engineered to bring you a dramatic combination of ingenious design and dependable craftsmanship.

DISCOVER THE THRILL of owning a BEAUTY...

EACH CLICK A BEAUTY — WHEN "BEAUTY" CLICKS!...

"BEAUTY Super L" with f1.9 lens \$99.50

BEAUTY CAMERA COMPANY, INC.
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