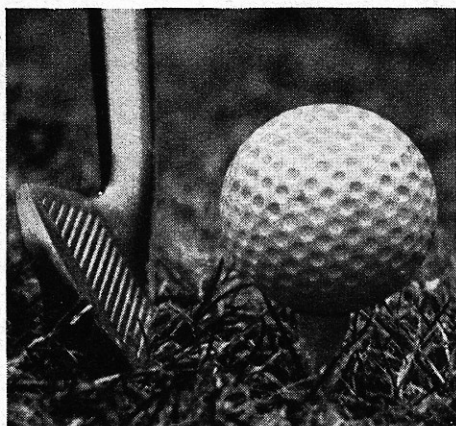
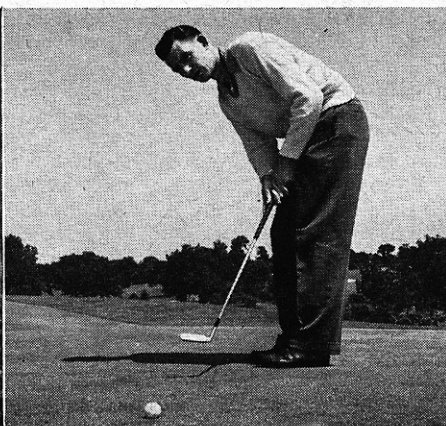


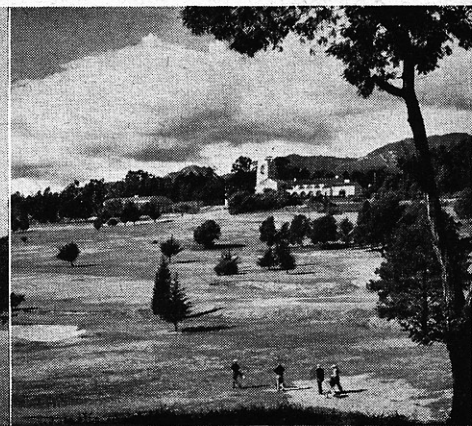
FROM HERE (4") TO INFINITY



CLOSE-UP AT 4 INCHES



INTERMEDIATE



WIDE ANGLE

Exakta announces continuous focusing with Exakta and the New, remarkable Steinheil Auto-Quinaron Lens

Just imagine...with only one lens...you take pictures at infinity...and close-ups of the same subject in life size or magnified... by simply moving in closer and closer to the subject while turning the lens!

Terrific isn't it, not to depend on extension tubes or bellows extensions! Virtually no exposure increase and no computations when time is a factor and the work is important.

You'll get the complete subject to fill the entire film frame especially with such small subjects as flowers, insects, coins, stamps, etc. You can even fill the film frame with only part of your subject as the petal of a flower, the head on a coin, etc.

What's more, the Steinheil Auto-Quinaron for Exakta is a 2-in-1 lens because it is both a GENUINE 7-element WIDE ANGLE lens and a CLOSE-UP lens too! It has a fast F2.8 speed and a focal length of 35-mm (62° angle of view). It is ideal for both color and black and white.

Not only does the Auto-Quinaron combine the latest advancements in optical design, but its fully automatic diaphragm mechanism is the most dependable ever designed!

Be sure to see the Steinheil Auto-Quinaron lens for Exakta, today, at your dealer. Price \$149.50, list.



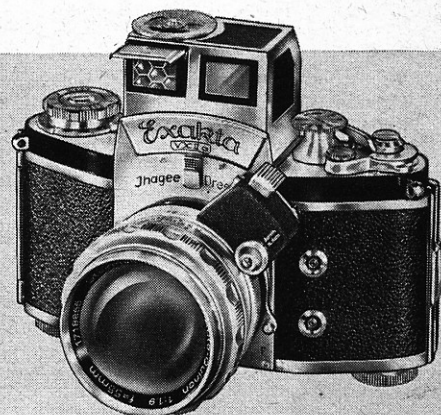
NEW, STEINHEIL F1.9 AUTO-FLASH QUINON 55-MM LENS WITH FLASH CALCULATOR—A NEW AND INVALUABLE FEATURE FOR EXAKTA

The New F1.9 Steinheil Auto-Flash Quinon 55-mm lens with automatic diaphragm is tops of the latest optical creations in the Exakta system of photography.

This newest automatic lens for Exakta features a smart new calculating device which accurately computes and indicates diaphragm stops and distance settings for flash pictures! Its excellent correction renders maximum definition and fine contrast. This and its high speed rates the Auto-Flash Quinon outstanding for color and black and white photography.

Exakta Light-Meter IIa Camera with Built-in Electric Exposure Meter & Penta Prism eye-level viewfinder and automatic Split-Image Rangefinder and Direct Optical viewfinder with F1.9 Steinheil Auto-Quinon lens with flash calculator and fully automatic diaphragm..... \$429.50, list

F1.9 Steinheil Auto-Quinon lens only, without camera..... \$169.50, list



EXAKTA CAMERA COMPANY 705 BRONX RIVER ROAD, BRONXVILLE, NEW YORK

Exclusive Factory Appointed Representative in the U.S.A. for Sales and Service of Exakta and Exa Cameras