



### NEW 8mm MOVIE CAMERAS

#### YASHICA 8

New, easy way to top-notch color movies; with fine f/1.9 lens and zoom-type finder, \$49.95.

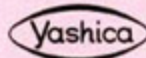
#### YASHICA T-8

2-lens turret, 7 speeds, with super-speed f/1.4 lens, zoom-type viewfinder, \$79.95. With 13 & 38mm f/1.4 lenses (illus.), \$119.90.

Plus 8mm lenses and accessories.

## YASHICA 44

Designed, developed and guaranteed, by the manufacturer of America's largest selling reflex line: Yashima Optical Ind. Co., Ltd., Tokyo, Japan.

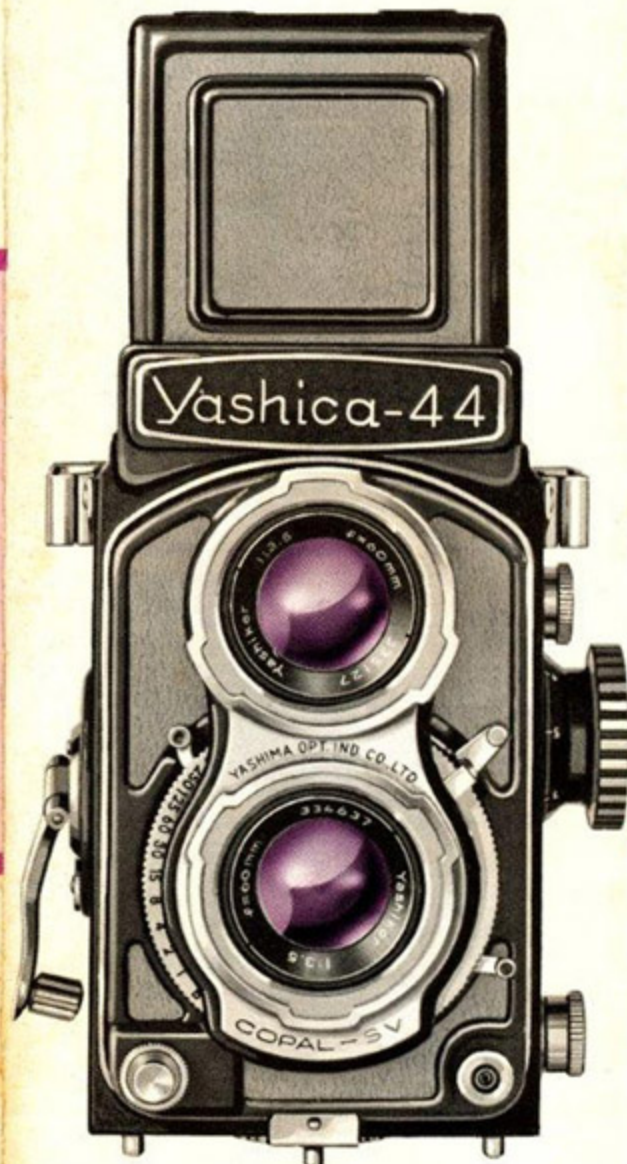


yashica, inc.

234 FIFTH AVENUE, NEW YORK 1, NEW YORK

a new kind of camera

# YASHICA 44



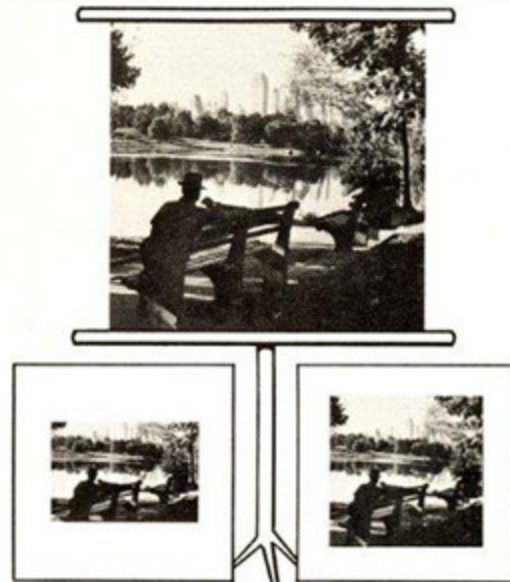
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Litho in U.S.A.



black & white or color prints  
superslide color slides—you  
get them all, bright and clear,  
sharp and vivid, with the new...

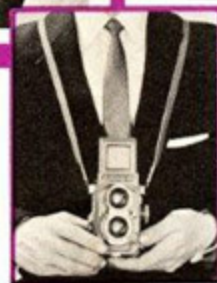
# YASHICA 44



35mm color slide

Yashica 44 color slide

12 sparkling prints on standard 127-size film—black & white or full color—oversize 3½ x 3½" prints at no extra cost (supplied by most processors).



Yashica 44 color slides are 93% larger than 35mm—yet can be shown with most 35mm projectors. And Yashica 44 slides fill your screen—from edge to edge!

12 prints or 12 slides.  
No waiting, no wasting—to finish up  
an entire 20 or 36 exposure roll,  
before you see results.





20% smaller, 35% lighter  
than a standard-size reflex  
—yet with all reflex features,  
and then some!

# YASHICA 44

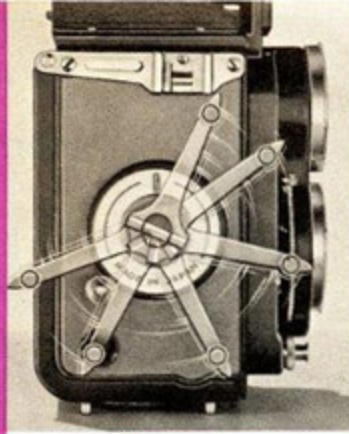
Here's the smart new idea in cameras. Yashica 44 offers all the twin-lens reflex advantages, miniaturized to fit its compact, sleek yet rugged body. You see the picture before you take it—in full color—on a bright, clear focusing screen.

Focusing is fast and accurate; composing is easy and foolproof; and from then on, taking better pictures is a breeze. But that's only the beginning...

Yashica 44 uses standard 127-size film. It takes 12 pictures on a roll—black & white or color. And if it's vivid color slides you're after, Yashica 44 slides are 93% larger than 35mm.

You get brilliant, screen-filling slides, clearer and brighter every time. Yashica 44 color slides can be used with most any 35mm slide viewer or projector—manual or automatic—without any changes, additions or accessories.

What's more, there are only 12 pictures to the roll. No waiting, no wasting, to finish up a 20 or 36 exposure load to see and show results. Yashica 44 is the new, modern way to take pictures. Light and compact, it weighs a mere 26 ounces—and it's as easy to use as it is to carry. Trimmed in pebble-grain leather, it has that styled-for-tomorrow look, that enough-precision-for-any-picture feel. Imagine yourself working with this wonderful new Yashica.

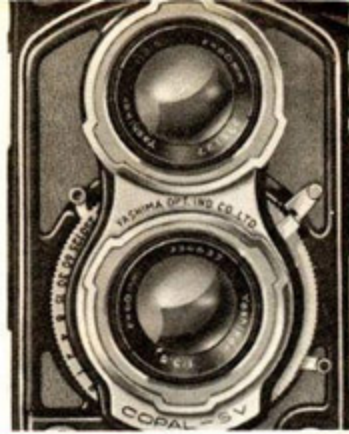


### POWER-STROKE FILM WIND

Once film is loaded in camera, a forward stroke of the film wind advances film to next exposure—and film wind crank snaps back to its original position.

### SUPERB COLOR- CORRECTED LENSES

Matched 60mm f/3.5 lenses, provide remarkable definition and resolution—for crisp, clear prints—sparkling enlargements—brilliant color slides.



### FIELD LENS FOCUSING SCREEN

You see the picture before you take it—in full color. The scene is bright and clear, right out to the very edges—even in poor light. Focusing is fast and accurate; composing is easy.

### MATCHING EVEREADY CASE

Distinctive, top-grain leather eveready case is velvet-lined, and color-matched to the Yashica 44. Features unique detachable neck strap, which can be slipped into neck strap clips built into camera.



### ACTION SPEED SHUTTER

Super-accurate shutter offers 11 settings: 1, 1/2, 1/4, 1/8, 1/15, 1/30, 1/60, 1/125, 1/250, 1/500 second and Bulb—plus a built-in delayed action timer.

### BUILT-IN FLASH SYNCHRONIZATION

For all types of flash—and at all shutter speeds. Provides "M" setting for most flash bulbs; "X" setting for zero-delay bulbs and electronic flash.



### PLUS ALL THESE OTHER FEATURES:

- flip-up magnifier for critical focusing
- eye-level sports finder for action shots
- bayonet mounts for filters, close-up lenses, etc.
- depth-of-field scale
- ASA film-type reminder
- solid, die-cast aluminum body trimmed in pebbled leather

**\$59<sup>95</sup>**

matching leather  
eveready case 10.00

## STANDARD SIZE YASHICA REFLEX MODELS

### a. YASHICA A

Low cost way to the fun of reflex photography. \$29.95, case 6.00

### b. YASHICA C

The value sensation in the twin-lens reflex field. \$46.50, case 8.00

### c. YASHICA LM

With the convenience of a built-in exposure meter. \$59.95, case 10.00

### d. YASHICA-MAT

Crank action advances film, sets shutter, prevents double exposures—automatically. \$75.50, case 10.00

### e. YASHICA 635 CONVERTIBLE

Uses 120 and 35mm film; offers field-lens focusing, eye-level viewing and semi-automatic film transport for both film sizes—and film rewind for 35mm! \$69.95 with deluxe leather compartment case

