



Y16

a-Mat

YASHICA

CAMERAS AND ACCESSORIES

NIPCA

No matter what camera you're looking for — twin-lens reflex, 35mm, movie 8, subminiature — you'll find it in the new, expanded, complete YASHICA line.



A fully-automatic twin-lens reflex?

See the world-famous Yashica-Mat at **\$75.50**, fast becoming the standard of news photographers all over the country . . . and many more . . .



An advanced 35?

Check the fabulous YF, with all the most-wanted features found on only the most expensive brands . . . it's slated to become the standby of the advanced amateur at only **\$149.95** . . . and many more . . .



A movie 8?

There's a beauty — the E3 — with semi-automatic electric eye, three lens turret and lap dissolve at only **\$129.50** . . . and many more . . .



An unobtrusive subminiature?

There's a surprise waiting for you in the Y16, a precision camera in stunning jewel tones at a nominal **\$34.95** . . . a natural for women and a best-buy for men . . .

A CAMERA is only as good as the reputation of its manufacturer. Yashica for many years has earned a reputation for the finest precision workmanship, the most advanced designs, in the photographic field. One of the largest manufacturers of cameras in the world, Yashica is unstinting in its efforts to produce only the finest cameras and accessories, from the super-sharp Yashinon and Yashikor lenses acclaimed as among the finest in the world . . . right down to the critically careful packaging which protects your camera in shipment.

When you buy a Yashica camera, you are acquiring the finest photographic product at the lowest possible price.



TWIN-LENS REFLEXES

the complete reflex line —
with a model to fit every budget



YASHICA-MAT

The king of fully-automatic reflexes, the "Mat" uses superb Yashinon four-element lenses — F/3.2 viewing, f/3.5 taking; crank-action film advance and shutter wind prevents double exposure; field lens focusing; speeds 1-1/500 and B; self-timer; full flash (M-X) sync; ASA rating scale and depth of field indicator, and many other features.

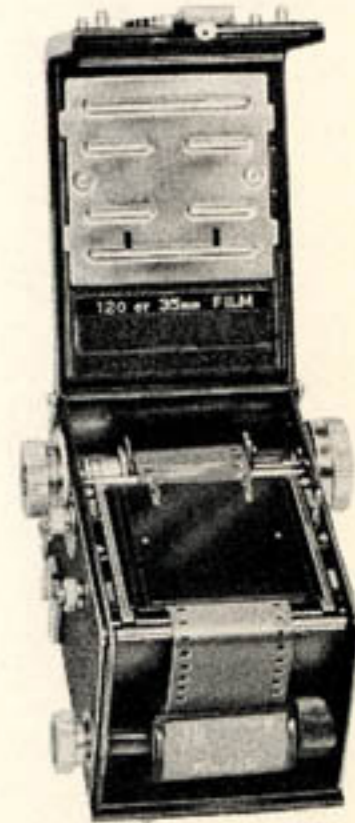
List \$75.50, Case \$10.



YASHICA A

Built-in value at rock bottom price. Matched Yashikor f/3.5 lenses; four shutter speeds to 1/300 and B; built-in sync; large magnifier and sports finder. In black and three handsome colors.

List \$29.95, Case \$6.





YASHICA D

Semi-automatic at a down-to-earth price. Matched Yashikor f/3.5 lenses; nine shutter speeds to 1/500 and B; full flash sync; semi-automatic film advance; thumb-wheel control with settings visible from above.

List \$49.95, Case \$10.

YASHICA 635

Two-in-one converts from 120 to 35 mm. Matched Yashikor f/3.5 lenses (taking lens becomes modified telephoto in 35mm format); built-in rewind and exposure counter for 35 mm; semi-automatic film transport; nine shutter speeds to 1/500 and B; self-timer; full flash sync; field lens focusing. Price includes conversion kit and deluxe leather carrying case.

List \$69.95.

... and in the miniature reflex field



YASHICA 44

With all the advantages of a full-size reflex, it's 25% smaller, weighs only 26 oz. Uses 127 film for crisp B&W or screen-filling color slides. Crank advances film, prevents double exposure; matched Yashikor 60mm f/3.5 lenses; 10 speeds to 1/500 and B; self-timer; full flash sync. In a choice of colors.

List \$59.95, Case \$10.



YASHICA 44A

With all the advantages of the 44 size, but built to the same specifications as the large-size A. Matched lenses are the same as Yashica 44.

List \$29.95, Case \$6.

TWIN-LENS REFLEXES

From the basic "A" to the fully-automatic "Mat," Yashica makes a model to fit every need in the most comprehensive line of twin-lens reflex cameras on the market — at prices that will astound you!

YASHICA TWIN-LENS ACCESSORIES

Lens shades: slip-on, \$3.95; bayonet, \$4.95.

Close-up lens sets: 16-26 in. range or 14-18 in. range—slip-on, \$6.95, bayonet, \$7.95.

Full-size hand grip, \$6.95; 44-size hand grip, \$5.95.

Accessory flash shoe, \$1.95.

35mm

sets the new standard



YASHICA YF

The advanced photographer's dream, at half the price of comparable models. Focal plane shutter, speeds to 1/1000; accepts interchangeable Leica-type lenses; 50mm Yashinon f/1.8 normal lens; single window range/viewfinder with automatic parallax compensation and projected bright frames for 50 and 105mm lenses; flash sync; hinged back with bottom loading. Employs one of the fastest single stroke shutter wind-film transport systems of any camera.

List \$149.95, Case \$15.



YASHICA YK

All the advanced features at a rock-bottom price. A 45mm Yashinon f/2.8 lens; speeds from 1/25 to 1/300 and B; single window range/viewfinder with extra large eyepiece; single stroke film transport-shutter wind; rapid rewind crank; fixed take up spool, flash sync.

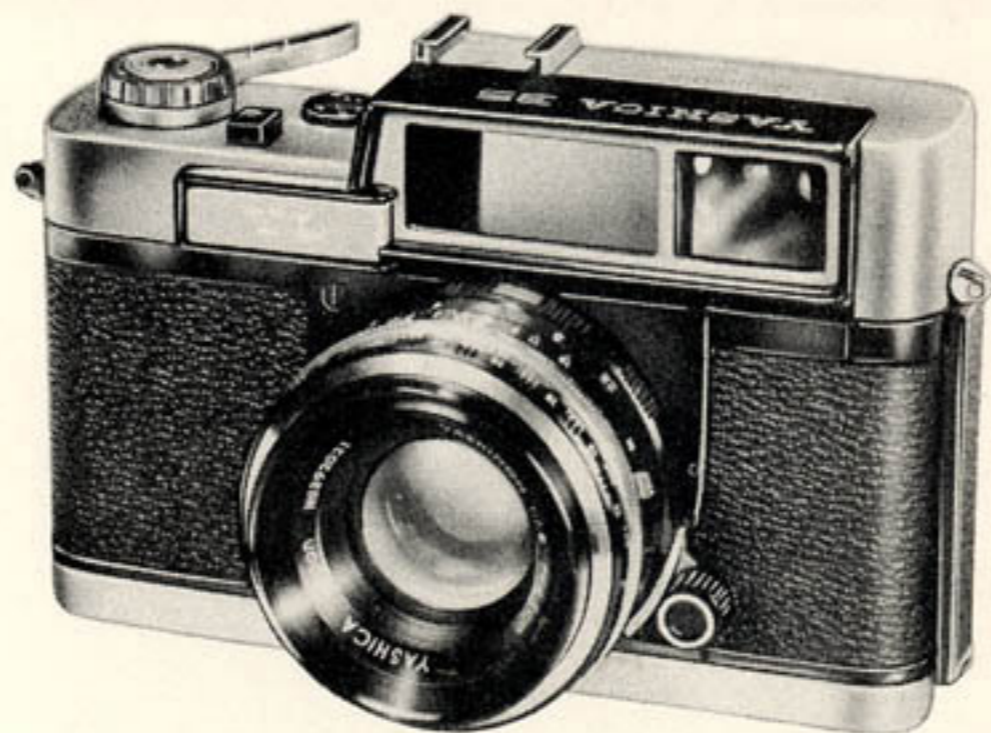
List \$39.95, Case \$7.95.



YASHICA YL2

Unquestionably the finest value at the price. Single window range/viewfinder with projected frame and automatic parallax compensation; 45mm Yashinon f/2.8 lens; nine shutter speeds from 1 to 1/500 and B; self-timer; full flash sync; single stroke film transport and shutter wind; rapid rewind; auto-reset exposure counter.

List \$54.95, Case \$10.



YASHICA YL1

Takes off where the YL2 leaves off. It has all of the fine features of the less-expensive model, with the following additions: the lens is a Yashinon f/1.9 and the shutter uses the Light Value System, with an LVS scale of 1 to 17. Unquestionably THE value at the price!

List \$69.95, Case \$12.50.



YASHICA AUTOMAT EXPOSURE METER

"Remembers" the exposure with the press of a button. Shows instant movie, still and Light Value System exposure; reflected and incident light readings. Film speeds 10-800 ASA; shutter speeds 8 sec to 1/1000; for movies, 8-64 fps; LVS scale 1-20.

List \$14.95, case \$3.

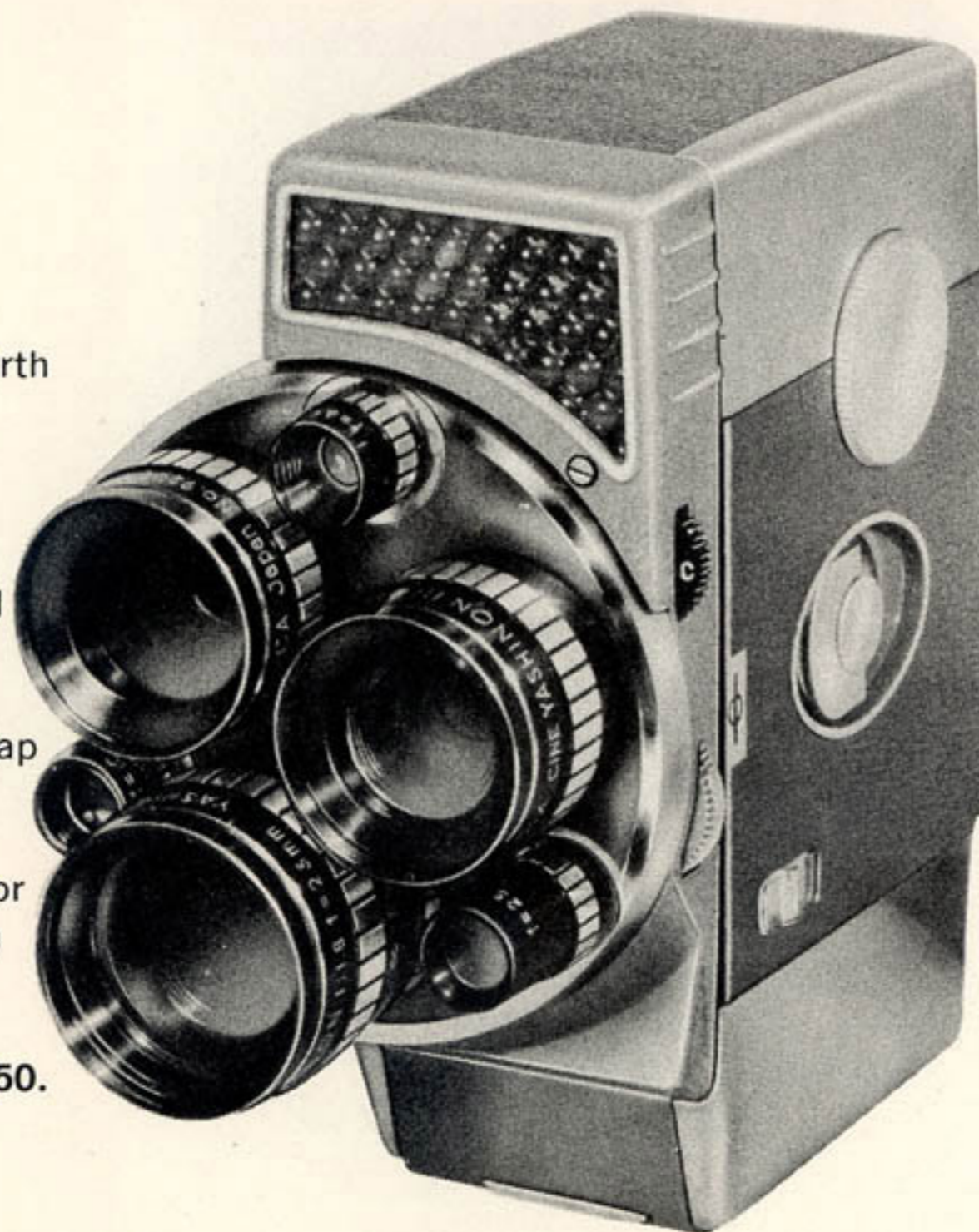
8mm MOVIE CAMERAS

with every wanted feature . . . and more

YASHICA 8E3

Professional features at a down-to-earth price! Semi-automatic electric eye; three-lens turret mounting Cine Yashinon f/1.8 wide angle (6.5); normal (10), and telephoto (25mm) lenses with separate matching optical viewfinders; ASA 10-80 film speeds; fade out, fade in, rewind coupled to footage counter for professional lap dissolves, other effects; six speeds; drop in spool loading; ratchet wind positive start, rundown stop governor controlled spring motor, three built-in filters; pistol grip with built-in cable release.

List \$129.50.



YASHICA 8S

Ideal "first" camera. The Yashikor f/1.9 13mm lens delivers critically sharp images, focuses to 1 foot for screen-filling close-ups. Precision zoom finder; drop-in spool loading; auto-set footage counter; ratchet wind spring motor with positive start, rundown stop and governor control.

List \$49.95.



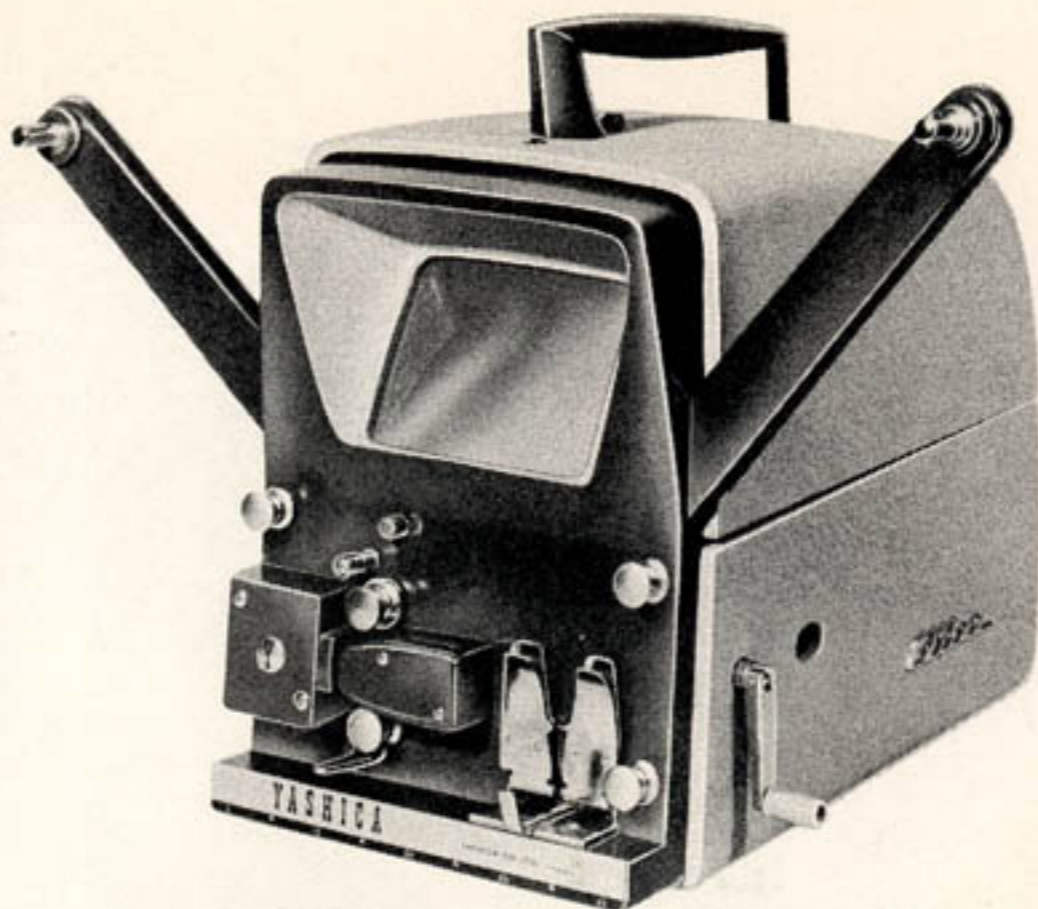
YASHICA 8T and 8T2

Offers the finest optical system regardless of price! Fantastically fast f/1.4 Yashinon lenses let you shoot without blinding light bar.

Other features: Two-lens turret; zoom viewfinder; 7 governor controlled speeds (8-64 fps); drop-in spool loading.

With 13mm normal lens (8T),
List \$79.95.

With 13mm normal and 38mm telephoto (8T2).
List \$119.90.



YASHICA 8mm EDITOR

Combines easy portability, rugged construction and handsome appearance (looks like a miniature TV set). Completely fold-away arms concealed in flip-up body. Wind and rewind controlled by single crank. Super-bright viewing screen.

Includes notcher, splicer, framer — everything the home movie fan could ask for.

List \$44.95.

MOVIE 8's

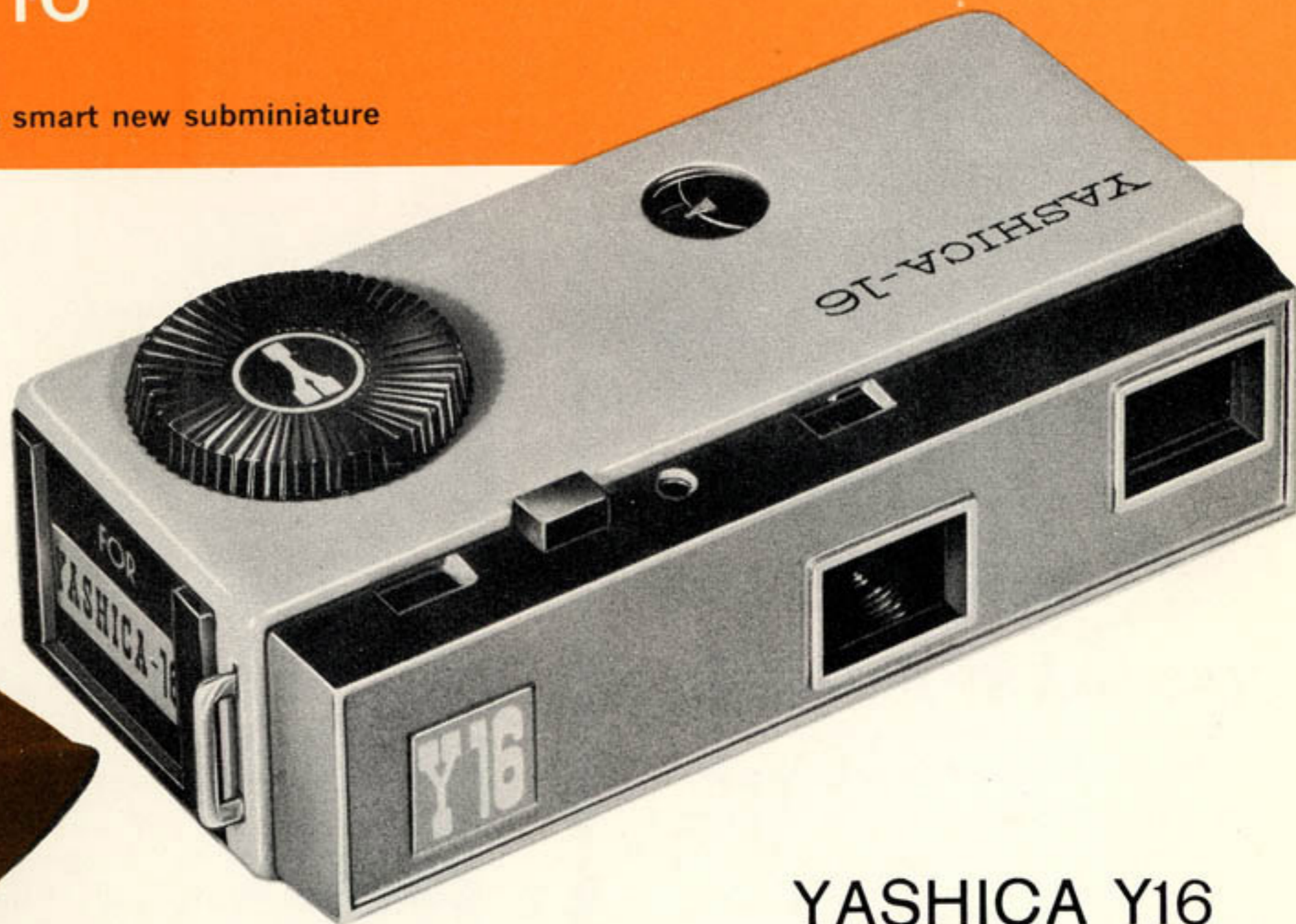
Unparalleled optics plus advanced features have made Yashica Movie 8's the undisputed leaders in each class, from the inexpensive 8S at \$49.95 to the new electric eye 8E3 at \$129.50.

YASHICA MOVIE ACCESSORIES

Lenses: Yashinon f/1.4 38mm telephoto, list \$39.95; f/1.4 6.5mm wide angle, list \$44.95. YASHICA-SCOPE wide screen (anamorphic) attachment, viewfinder mask and adapter rings for camera and projectors, list \$39.95. Also, pistol grip with built-in cable release, \$7.95; leather wrist strap, list \$1; movie self-timer, can be set for scene length, with automatic cutoff, list \$4.95; carrying bags, from \$5.95 to \$14.95.

Y16

the smart new subminiature



YASHICA Y16

Combines utmost in ease of operation with distinctive modern design that make it a natural for gift-giving. Exclusive flip-of-the-wrist film advance-shutter wind marks a milestone in rapid shooting. F/3.5 Yashinon fixed-focus color-corrected coated lens with click stops to f/11; shutter speeds from 1/25 to 1/200 plus unique "slow" setting; auto zero reset; flash sync; cable release; tripod socket. Film clip loads 24 black and white or color shots, loads in a flash, pops out at the press of a button. Jewel tones of burgundy, old gold, charcoal, teal.

List \$34.95 with leather case and wrist strap.

Hat by Mr. John



Y16 ACCESSORIES



Projector, list **\$29.95** with carrying bag; slide viewer, uses penlite batteries, list **\$4.95**; bulk film loader, automatically loads cartridges with 24 frames, list **\$29.50**; flash gun, BC type, list **\$6.95**; filters, list **95¢** each.

YASHICA Y16 FILM

Available in two types: Plus X, **\$1.25**; Kodachrome, **\$1.50** per cartridge of 24 exposures. Processing through YASHICA PHOTO SERVICE, Box 233, Church St. Sta., New York 7. Cost for B&W with 3x5 print of each, **\$2.50**; color, mounted for projection, **\$1.50**.

NEW!



big radio sound
— pocket size!

YASHICA YT-100 TRANSISTOR RADIO

Powerful 6-transistor model with BIG speaker sound across the entire broadcast band. Convenient bar rest lets you stand it up or carry it. Long-life battery lasts . . . and LASTS! Listen to it in private with the easy-to-use earphone. Powerful ferrite antenna built-in — pulls in stations everywhere!
List **\$39.95**, includes leather case, earphone and battery.

SHICA

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TRANSISTOR



YASHICA

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Yashica

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