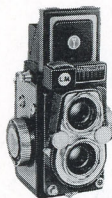


MAT EM FEATURES :

- * Yashinon f/3.5 80mm hard-coated anastigmatic lens
- * Bayonet mount
- * Built-in exposure meter
- * Smooth professional focusing knob with distance scale and depth-of-field scale
- * Fully automatic film transport with crank
- * Copal MXV shutter with 10 speeds, 1, 1/2, 1/4, 1/8, 1/15, 1/30, 1/60, 1/125, 1/250, 1/500, sec. and Bulb with built-in self-timer
- * Built-in MX synchronization
- * Field lens focusing screen

.... and for other value sensations,
see these popular YASHICA models.



YASHICA 44-LM

● YASHINON f/3.5 60mm lens ● Semi-automatic 127 film transport with extra-large winding knob ● Copal SV shutter with 10 accurate speeds from 1 to 1/500 sec. and B. ● Built-in self-timer and MX synchronization



YASHICA D

● YASHIKOR f/3.5 80mm lens ● Copal shutter with 9 speeds 1 to 1/500sec. & B. ● Built-in self-timer & MX synch. ● Magnifying glass for critical focusing and instant action sportsfinder ● Smooth professional focusing knob with distance and depth-of-field scale



YASHICA CO., LTD. TOKYO, JAPAN

YASHICA

MAT EM



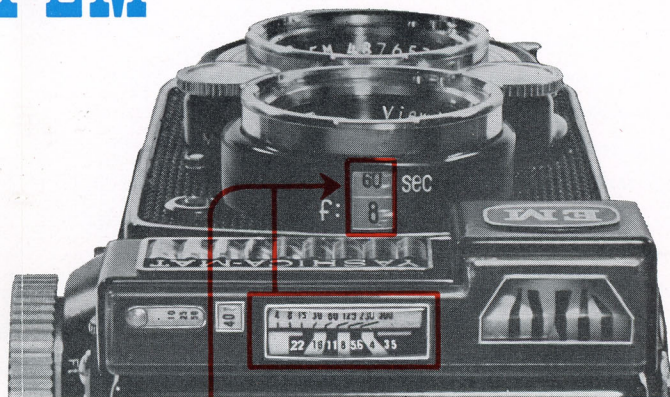
**Fully automatic, with the convenience
of a built-in EXPOSURE METER**

MAT-EM



Incorporates features found only on Luxury-Type cameras

Fast Yashinon f/3.5 hard coated 80mm anastigmatic lens with rapid bayonet mount for lens hood and filters, flash synchronized Copal MXV shutter coupled to fully automatic film transport crank. Built-in exposure meter has been modified for top-of-camera reading to match speed and aperture setting dial. Large, professional focusing knob affords precise, pin-point focusing on bright-to-the-corners field lens focusing screen. Sure, jar-free, body shutter release, self-timer, depth-of-field and ASA-DIN conversion scales, automatic exposure counter and magnifying lens in sports finder hood round out, among others, the top quality features of the new Yashica MAT-EM.



BUILT-IN EXPOSURE METER

Simplified top-of-camera meter incorporates rapid, thumb-operated pointer alignment wheel for quick, correct camera settings over wide ASA 10~400 range. Thumb wheel controls permit rapid, visible-from-above window settings of lens opening and shutter speed.



CRANK AND SHOOT

Rapid fold-out crank operation advances the film, sets the shutter and exposure counter and prevents double exposures, all automatically. Fast, sure operation allows quick takes of fast-breaking action.

