

YASHICA is here!

Three months ago, many camera store owners had a preview of the Yashica cameras. If enthusiasm means anything at all, Yashica cameras will be the most talked about twin-lens reflex values ever to hit this country.

Now they are here...in your camera store...for you to judge. Maybe

you've seen such quality before—but never at these prices!

Whether you are looking for a new camera, thinking about one, or just pride yourself with being in-the-know about photographic equipment, you'll certainly want to see these new Yashica cameras—before the initial supply is whisked off the shelves.



Y A S H I C A

A \$29⁹⁵

Leather Eveready case \$6.00

- ★ Fine grain ground glass focusing screen
- ★ 80mm Yashimar f:3.5 taking and viewing lenses, hard coated and color-corrected
- ★ Copal shutter, speeds: 1/25, 1/50, 1/100, 1/300 and "Bulb"
- ★ X synchronization
- ★ Magnifier; eye-level sports finder
- ★ Positive camera-back lock device
- ★ Flash gun shoe; standard PC flash terminal

C \$46⁵⁰

Leather Eveready case \$8.00

- ★ Semi-automatic film wind
- ★ 80mm Yashikor f:3.5 taking and viewing lenses, color corrected and hard coated
- ★ Copal shutter, 8 speeds from 1 second to 1/300 and "Bulb"
- ★ M-X synchronization
- ★ Field-lens focusing screen
- ★ Built-in self timer
- ★ Bayonet lens mount
- ★ Magnifier; eye level sports finder
- ★ Positive camera-back lock device
- ★ Flash gun shoe; standard PC flash terminal

LM \$59⁹⁵

Leather Eveready case \$10.00

Features BUILT-IN EXPOSURE METER
other features identical to Yashica 'C'

All Yashica cameras take twelve 2 1/4 x 2 1/4 exposures on standard 120 film. The bodies are made of die-cast aluminum and are finished in leather.



YASHIMA OPTICAL IND. CO., LTD., Tokyo, Japan U. S. Address: 329 Fifth Avenue, New York 16, N. Y.



2 INCHES TO INFINITY with ONE lens

THE SENSATIONAL
Kiepitt
MAKRO-KILAR
40 mm f3.5

for 35mm
Reflex Cameras

Model D—2" to Infinity.....\$114.95

Model E—4" to Infinity..... 89.95

**THE GREATEST FOCUSING RANGE
EVER ACHIEVED IN ONE LENS**

KLING PHOTO CORPORATION

257 Fourth Ave., New York 10, N. Y.

Tell me more about the sensational
Makro-Kilar Lens.

I am also interested in:

Tele Kilar Lenses Reflex Housings

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

My dealer is _____

AVAILABLE LIGHT

(Continued from page 90)

Tougher available light exposures can often be filmed with 16mm Anscochrome movie film. This film is three times as fast as the older color films, and, coupled with the faster lenses, can mean fantastic results. More important, you don't have to confine yourself to the normal exposure index of 32.

Ansco has set up a special processing procedure at its Union, N. J., plant for handling film exposed at an index of 125. Thus, a situation that might call for an f-number of f/1.4 can be shot at f/2.5. However, the higher exposure index should be considered an emergency rating to be used only where it means the difference between getting the footage or not filming at all.

Mark box plainly

Anscochrome to be processed for the higher exposure index should be sent to the Union, N. J., Laboratory at 2299 Vaux Hall Rd., or the Chicago Ill. Laboratory at 247-259 East Ontario St. Mark the film box plainly to indicate the index of 125. There's an additional charge of \$2.85 for film purchased with normal processing included. Film may also be bought without processing. Special processing charge for that kind of film is \$4.90 per 100 foot roll. (See chart on page 81 for other films.)

One of the most essential pieces of equipment for available light photography is an exposure meter. Both incident and reflected light types are fine. An incident light meter measures the light falling on your subject. The Norwood Director is an example of this kind of meter. Light falls on a plastic photosphere in much the same manner as it would on a human head. The photosphere can be removed and a reading made directly on the cell under really dim light conditions.

A reflected light meter measures light reflected from the subject to the camera lens. An extremely interesting reflected light meter is one designed primarily for still cameras—the Leica-Meter MC. The manufacturer claims extreme sensitivity for the meter under low light conditions when equipped with a booster cell.

We've got the camera, the film and the meter. Where do we go from here? Right into the business of movie making. Chances are, if you've been shooting with regular photofloods, you'll have to reorient yourself somewhat to slightly different ways of seeing things.

Don't intrude

One of the invaluable benefits of shooting by available light is the complete naturalness that can be achieved. People
(Continued on page 94)

**FOR SALON QUALITY PRINTS
SUN RAY**

America's Best Enlarger Buy

FROM \$47.50

AT LEADING DEALERS EVERYWHERE

WRITE FOR DESCRIPTIVE LITERATURE ON THESE AND OTHER SUN RAY PRODUCTS

FOR QUICK REPLY CLIP THIS COUPON

SUN RAY ENLARGERS
Please Send Me FREE Folder On Your Top Quality Enlargers

SUN RAY LIGHTING EQUIPMENT
Please Send Me FREE Folder On Your Amateur and Professional Equipment.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SUN RAY PHOTO CO., INC.

301 Lafayette Street
New York 12, N. Y.

for everything in hi-fi
GET THE MONEY-SAVING 1957
ALLIED CATALOG



featuring the world's largest stocks of systems & components

free!
SEND FOR IT

Here's your complete money-saving guide to Hi-Fi. Shows you how to select a custom Hi-Fi music system for your home at no more than the cost of an ordinary phonograph. Tells you what to look for and how to save money. Offers the world's largest selection of complete Hi-Fi systems as well as individual amplifiers, tuners, changers, speakers, enclosures and accessories. Want to build-your-own?—see the famous Hi-Fi KNIGHT-KITS. For everything in Hi-Fi—for everything in Electronics, get the FREE 1957 ALLIED Catalog.

ALLIED RADIO AMERICA'S HI-FI CENTER

ALLIED RADIO CORP. Dept. KK-116
100 N. Western Ave., Chicago 80, Ill.

Send FREE 1957 ALLIED Catalog

Name _____

Address _____

City _____ Zone _____ State _____

UR 978