

*ever stop
to consider*

how much more you're giving when the gift is a camera...? The joy of receiving is only the beginning. Each time the shutter is snapped — every time a picture is seen — your gift is regiving itself.

And when it comes to cameras, there's none quite like Yashica. For here is fine, professional — quality performance — important features, superb lenses, rugged construction — with ease of operation that lets anyone right in on the fun of taking good pictures, *from the first shot!*

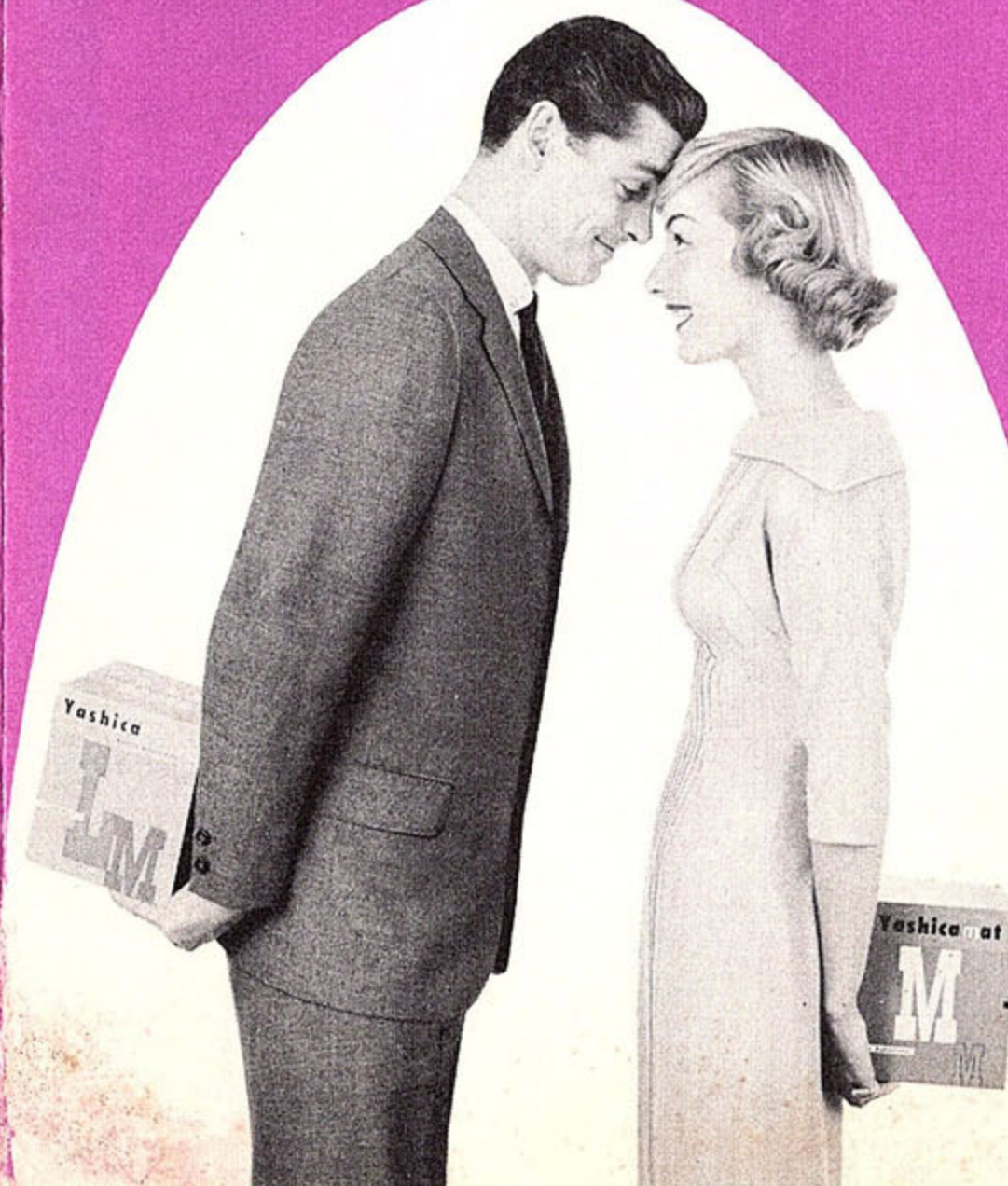
And Yashica values are so great, that you can actually buy *two* — one for giving, one for yourself — for less than you would expect to pay for *one* camera of comparable performance.

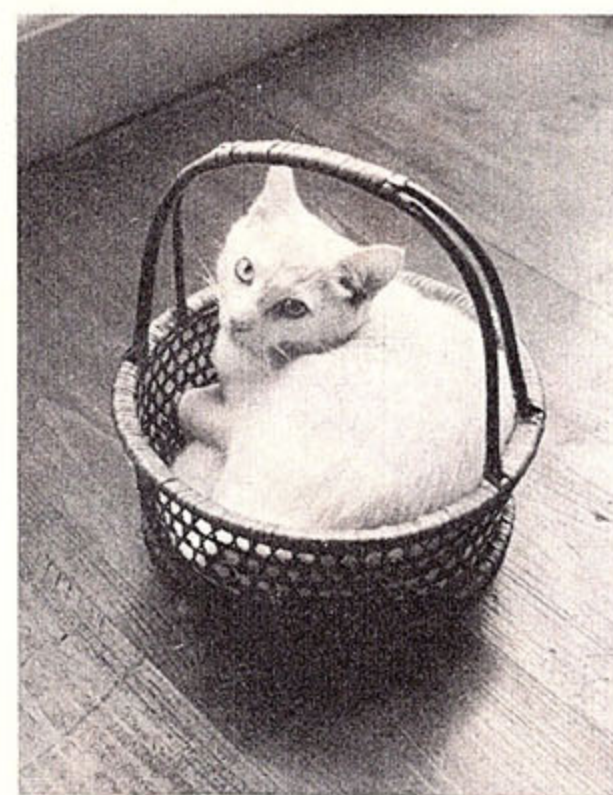
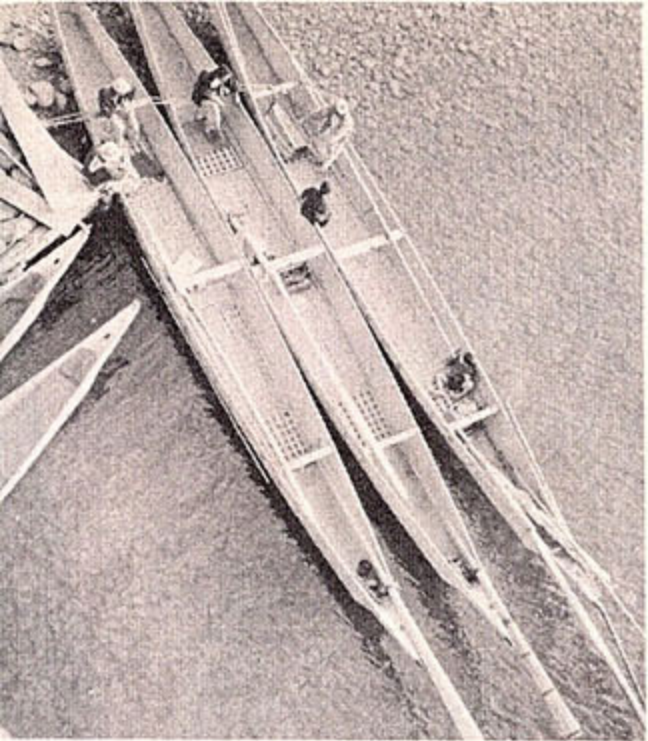


DISTINCTIVE YASHICA PACKAGING

Bright, sparkling packages eliminate wrapping problems.
Just tie with a colorful ribbon — and watch
the eyes pop when they see a hint of the contents.

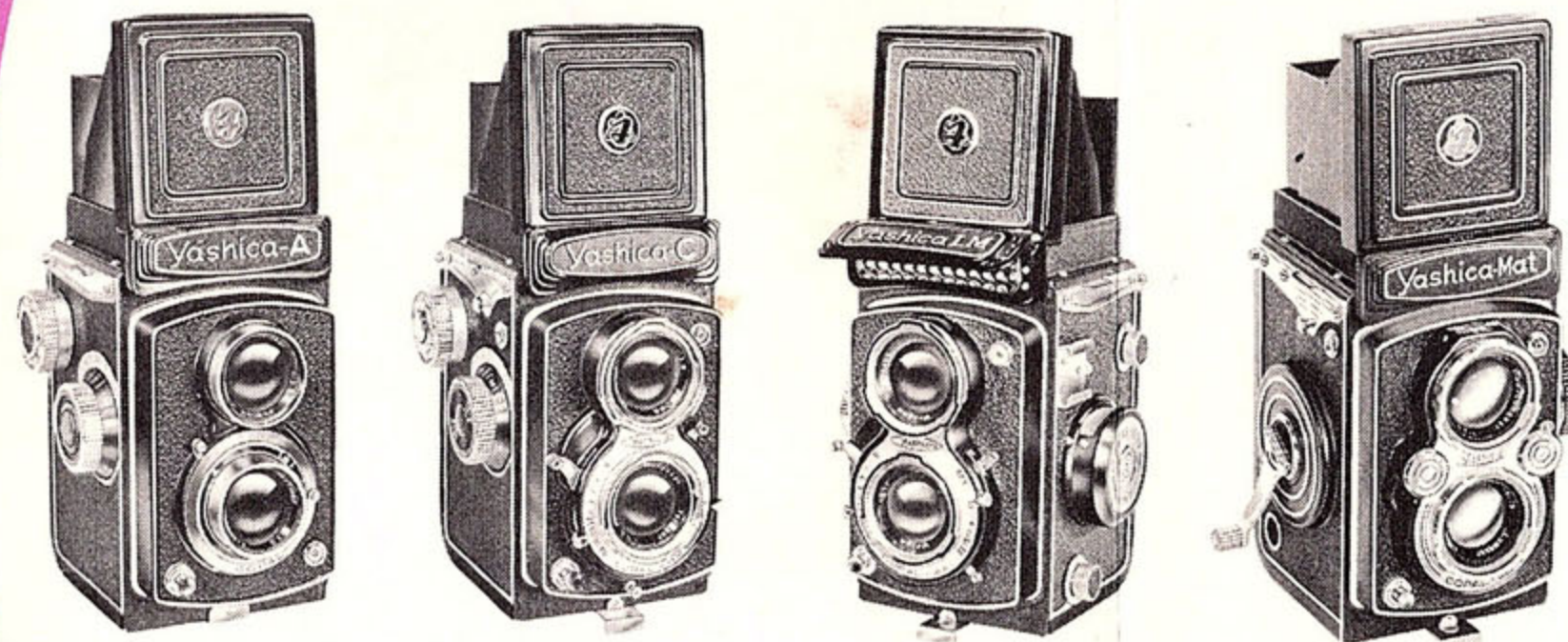
there's no gift
like a
camera
and no camera
like a
YASHICA





four great YASHICA'S

There's a model ideally suited to anyone on your gift list.



YASHICA A — a fine-grain, ground-glass screen for easy focusing and composing, shutter speeds to 1/300th second, bright f/3.5 lenses, built-in flash synch, and focusing down to 3 feet. **\$29.95 leather case 6.00**

YASHICA C — Features semi-automatic film transport (with autostop), brilliant field-lens focusing screen, shutter speeds from 1 to 1/300th second, f/3.5 matched lenses, built-in flash synch, and built-in self timer. **\$46.50 leather case 8.00**

YASHICA LM — All features of the Yashica C, plus the convenience of a built-in, accurate and sensitive *Exposure Meter*. **\$59.95 leather case 10.00**

YASHICA MAT — A single crank-action advances the film, sets the shutter and prevents double exposures — automatically! Features an f/3.2 viewing lens, and f/3.5 taking lens, 9 shutter settings to 1/500th second, a brilliant field lens focusing screen, built-in flash synch, built-in self timer, and every other feature that makes an automatic reflex so desirable. **\$75.50 leather case 10.00.**

YASHICA

gift guide

(Jot down the names on your gift list that apply to each Yashica model—see how much further your gift dollars will go.)

YASHICA A

YASHICA C

YASHICA LM

YASHICA-MAT
