



## YASHICA 24

The Yashica 24 promises the picture-taking pleasure to an amateur or a professional. The ultra-luminous screen lets you compose, focus your subject you want to get on the film. The proverbial Yashinon f/3.5 lens achieves the utmost in optical performance. The highly precision CdS meter covers every lighting level from blazing sunlight to shady dusk. The Yashica 24 also uses an unusual new 220 film. This amazingly new film size provides with twice as many shots per roll. The shot in the  $2\frac{1}{4} \times 2\frac{1}{4}$ -in. format is big, sharp enough to pick out pictures within pictures with effective impact.

☐ Yashinon 80mm f/3.5 lens ☐ Copal SV shutter with speeds from 1 to 1/500 sec., including "B" and self-timer; M-X synchronization ☐ Fresnel lens focusing screen with ultra-fast f/2.8 viewing lens & pop-up magnifier ☐ Built-in CdS meter with ASA range from 50 to 400

**YASHICA**



**YASHICA CO., LTD.** Tokyo, Japan

**YASHICA**

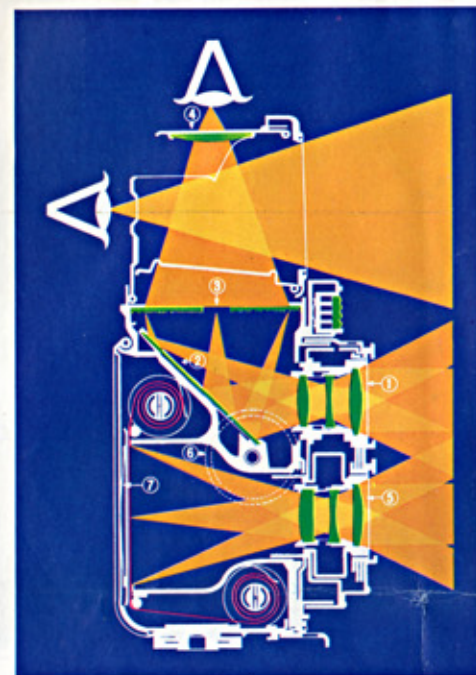
## TWIN-LENS REFLEX CAMERAS



**6×6**  
**or**  
**4×4**

Most popular of the twin-lens reflex format is  $6 \times 6$  centimeters or  $2\frac{1}{4} \times 2\frac{1}{4}$  inches, which gives you 12 exposures on a standard roll of 120 film. Widely used by both amateurs and professionals, this format provides a negative big enough to give extremely large blowups without noticeable grain. Not only black and white, but color slide and color negative film may be used in the  $6 \times 6$ . In recent years, newspaper photographers have switched to this camera as standard equipment. Fast becoming popular, particularly with women, is the  $4 \times 4$  centimeter format or  $1\frac{5}{8} \times 1\frac{5}{8}$  inches. Such cameras are more compact in size and lighter in weight. Using 127 film, the  $4 \times 4$  also returns 12 exposures to the roll, with a print large enough for ordinary viewing. Particularly convenient are its "super-size" slides, which are mounted square in 35 mm slide projector and cover the full screen.

## WHAT IS A TWIN-LENS REFLEX?



1. Viewing lens optically matched to taking lens permits photographer to compose picture exactly as he would like it to appear on final print.
2. Light passing through viewing lens hits mirror angled to reflect to viewing screen above. Total distance from lens to mirror to screen is the same as that from taking lens to film, assuring identical focus.
3. Screen, composed of ground glass or concentric ringed "fresnel lens" to brighten image, forms right-side-up picture of the scene being photographed.
4. Pop-up magnifier attached to hood serves as aid to critical focusing. Hood cuts off stray light, making it easier to focus. By pressing down on front panel, hood converts to sportsfinder.
5. Taking lens, which "sees" the same scene as viewing lens, focuses it on the film to record the image for development.
6. Focusing knob moves entire focusing platform, forward and backward, thus permitting accurate focus from about 3.5 feet (1 meter) to infinity.
7. Film unrolls from spool and passes behind taking lens to record image and is wound on take-up spool. Film advance system may be manual, semi-automatic or fully automatic.





## YASHICA A

Perfect full-size twin-lens reflex for the beginner, the Yashica A has many of the fine features of more expensive models, including rugged platform focusing for accuracy and reflex big screen viewing with pop-up magnifier and sportsfinder. Manual film advance with red window guide; matched lenses and shutter speeds to 1/300 second make this an outstanding value.

☐ Yashikor f/3.5 80 mm lenses, color corrected and hard-coated ☐ Shutter speeds from 1/25 to 1/300 plus Bulb ☐ Ground glass screen with pop-up magnifier and touch-to-open hood ☐ Platform focusing ☐ Manual film advance; red window guide ☐ X synchronization

## YASHICA D

Yashica D incorporates the same reliable quality and rugged construction as more expensive twin-lens reflex models, yet fits the budget of nearly everyone. The perfect "in-between" camera offers semi-automatic film advance, thumb wheel shutter, and aperture controls and platform focusing. With its greater range shutter speeds, it offers the perfect "step-up" for those interested in developing their photographic ability.

☐ Yashikor f/3.5 80 mm lenses, color corrected and hard-coated ☐ Semi-automatic film transport ☐ Automatic counter ☐ Thumb wheel controls visible from above ☐ Fresnel lens focusing screen with pop-up magnifier and touch-to-open hood ☐ Shutter speeds from 1 to 1/500 and Bulb; self-timer ☐ MX synchronization



## YASHICA MAT

Standard equipment for many newspaper photographers and other professionals, the Yashica MAT is the outstanding automatic twin-lens reflex in the field today. Rugged and dependable, it will give years of service with outstanding results. Smooth crank action film transport also sets the shutter and prevents double exposure. Rugged positive action platform focusing, extra fast f/3.2 viewing lens and fresnel viewing screen assures rapid, precise focusing and composition.

☐ Yashinon 80mm coated, color corrected lenses; f/3.5 taking, f/3.2 viewing ☐ Shutter speeds from 1 to 1/500 second and Bulb; self-timer ☐ MX synchronization ☐ Fresnel lens focusing screen with pop-up magnifier; touch-to-open hood ☐ Thumb wheel controls with settings visible from above

## YASHICA MAT-EM

Fast Yashinon f/3.5 hard coated 80 mm anastigmatic lens with rapid bayonet mount for lens hood and filters, flash synchronized Copal MXV shutter coupled to fully automatic film transport crank. Top of camera built-in exposure meter reading matches speed and aperture readings. Large, professional focusing knob affords precise, pinpoint focusing on bright-to-the-corners field lens focusing screen.

☐ Yashinon f/3.5 80 mm hard-coated anastigmatic lens ☐ Built-in exposure meter ☐ Focusing knob with distance scale and depth-of-field scale ☐ Automatic crank action film transport ☐ Copal MXV shutter with speeds 1 to 1/500 sec. and Bulb; self-timer ☐ MX synchronization



## YASHICA 635

For exceptional versatility and economy, dual format Yashica 635 permits use of a standard 120 size film with 12 exposures and 35 mm color or black and white film, with 20 or 36 exposures. The 80 mm standard lens is a medium telephoto in 35 mm format, ideal for many purposes, especially portraiture. Conversion kit includes frame for sportsfinder; focusing screen is marked for 35 mm composition, as well. Semi-automatic film advance in both formats.

☐ Yashikor f/3.5 80 mm lenses, color corrected and hard-coated ☐ Shutter speeds from 1 to 1/500 second plus Bulb; self-timer ☐ Automatic counter ☐ Semi-automatic film transport in both formats ☐ MX synchronization

## YASHICA 635 35mm CONVERSION KIT

With the 35 mm Conversion Kit, the YASHICA 635 will take 24 x 36 mm format pictures. The Kit will allow 36 exposures on 35 mm film without reloading or the use of cut film. In addition, the possibility of making color transparencies. The 35 mm size negative, in effect, will make the Yashikor 80 mm f/3.5 lens into a medium focal length telephoto lens which is suitable for portrait photography. The YASHICA 635 has a built-in rewind device for 35 mm films.



## YASHICA E

No more fussing with exposure. The new YASHICA-E thinks for itself. Just point and shoot, and be sure of bright, sharp pictures every time. And you're always set for flash, too, with the exclusive built-in flash unit that's covered up when not in use. The new 120 size YASHICA-E has all the most wanted features including crisp fresnel viewing screen with magnifier; positive platform focusing; semi-automatic film transport with automatic exposure counter and sportsfinder.

☐ YASHINON f/3.5 80 mm lenses ☐ Lens-circling electric eye sets correct exposure for all films from ASA 16 to 200, LV range 9 to 15 (ASA 100) ☐ Shutter speed 1/60 sec; manual cocking ☐ Over-under exposure warning indicator ☐ X synchro terminal ☐ Auto-resetting film exposure counter

## YASHICA 44LM

With all the convenience of the full size twin-lens reflex, the lighter and more compact 44 LM uses economical 127 size film and delivers full, crisp prints or super-size color slides that fill screen when shown from a standard 35 mm slide projector. Completely modern in design, the 44 LM features semi-automatic film advance and an accurate built-in exposure meter.

☐ Yashinon f/3.5 60 mm lenses, color corrected and hard-coated ☐ Shutter speeds from 1 to 1/500 second and Bulb; self-timer ☐ Fresnel lens focusing screen with pop-up magnifier and touch-to-open hood ☐ MX synchronization ☐ Semi-automatic film advance; automatic film counter