

Ask your Photo Dealer to show you the complete YASHICA Line.

SINGLE LENS REFLEXES — Four quality models with auto diaphragm and mirror. TL Super, with thru-lens meter, f/1.4 lens, \$260, f/1.7 lens, \$225; J-7, with f/1.4 lens, \$220, f/1.7 lens, \$185; J-P, with f/2 lens, \$140, with f/2.8 preset lens, \$110.



RANGEFINDER 35s — Electro-35, with advanced electronic shutter, \$100; Lynx-14, \$110; Lynx-5000, \$90; Minister D, \$65; Minister III, \$50; YJ Kit, \$58 complete.



AUTO LOADING—Kodapak-type EZ-matic 4 with flashcube socket, \$70; EZ-matic, \$55; Half 17 Rapid for Rapid load, \$70.



HALF-FRAME 35s—Uses standard 35mm, but yields double the pictures. Electro Half, \$90; Half-17, \$70; 72E, \$40.



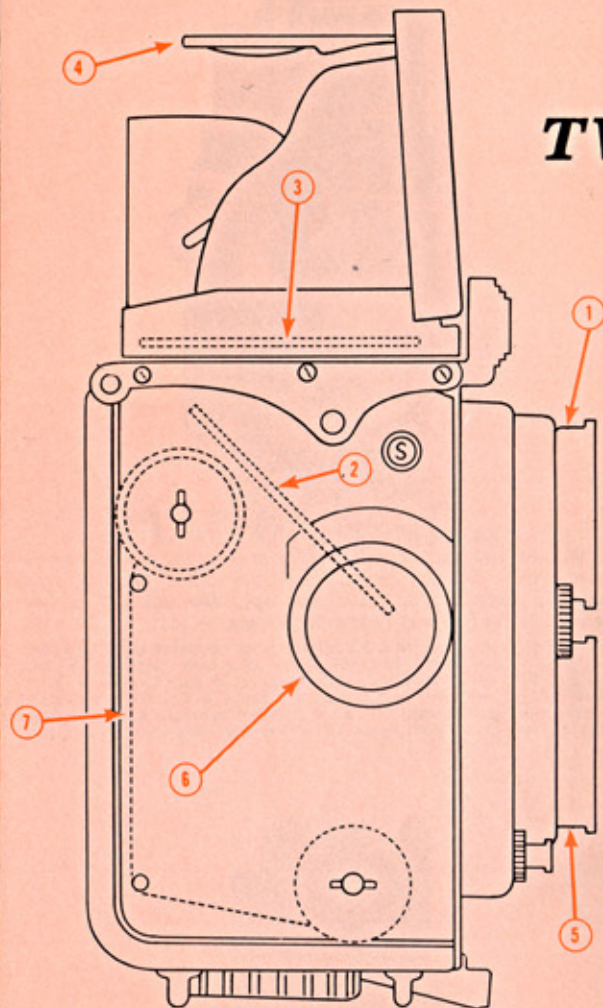
SUPER 8 MOVIE — Nearly 50% larger format, in drop-in cartridge with no mid-run flipover. Zoom models Super 50, \$160; Super 30, \$130; Super 25, \$110; non-zoom Super 10, \$75.



ULTRAMINIATURE — Tiny Atonon fits pocket, takes standard drop-in film, automatically takes beautiful color slides, prints, black & white. \$110 complete in presentation case, with accessories. Optional accessories available, film too.



YASHICA INC., 50-17 QUEENS BLVD., N.Y. 11377



WHAT IS A TWIN-LENS REFLEX?

1. Viewing lens, optically matched to taking lens, "sees" essentially identical scene as latter, 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. When image on the screen is sharp, image on the film will be just as sharp.
4. Pop-up magnifier attached to hood serves as aid to critical focusing. Hood cuts down on 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. All Yashinon and Yashikor lenses are hard coated to eliminate flare and corrected to give true color slides and prints.
6. Focusing knob moves entire focusing platform, which includes the viewing and taking lenses, forward and backward, thus permitting accurate focus from about 3.5 feet to infinity.
7. Film unrolls from spool and passes behind taking lens to record image, then is rewound on takeup spool. Film advance system may be manual, semi-automatic or fully automatic.

120 or 220?

Newest version of the 6 x 6 format is 220 film, identical in picture size to 120, but yielding twice as many frames. The new film is proving immensely popular with advanced amateurs and professionals whose work ordinarily requires them to take a large number of photos at one assignment. It is an especially important film for the baby photographer, who can thus be sure of getting just the right expression without having to reload in the middle of a session.



for Amateur and Professional...

YASHICA Twin-Lens Reflex Cameras



YASHICA

TWIN-LENS MODELS

...for every budget



YASHICA MAT-EM Companion to the popular Yashica-Mat, it incorporates the identical features of that camera with the addition of an uncoupled exposure meter for direct reading of shutter and aperture settings. Under \$85 plus case.

• Specifications same as Yashica-Mat • Built-in, uncoupled selenium exposure meter permits instant selection of control settings • ASA range 10-400

TWIN-LENS ACCESSORIES



YEM-55 — Quality CdS meter with ASA 3-12,000 range, covers 1/2000 to 60 secs., from f/1 to f/32, EV 0-19 and movie 8-64fps. On-off, hi-lo controls, battery test. With case, under \$25.00.



YEM-35 SUPER — Clip-on CdS covers 6-12,000 ASA. 1/1000 to 8 secs., f/1 to f/32. With case, under \$15.00.



YEM-15 — Selenium clip-on covers ASA 10-800, 1/1000 to 1 sec., f/1.4 to f/32. With case, \$7.50.

LENS SHADES: Slip-on, under \$4; bayonet under \$5

CLOSE-UP LENS SETS. #1—16-26", #2—14-18" range. Slip-on, under \$7; bayonet, under \$8

6X6 HAND GRIP: Under \$7

4X4 HAND GRIP: Under \$6

Also ask to see the complete line of Yashica tripods, carrying cases, flash equipment, and other accessories.



YASHICA-MAT Standard news and professional camera, rugged and dependable for years of trouble-free service. Smooth crank-action film transport also cocks shutter and prevents double exposure. Solid platform focusing, extra-fast f/3.2 viewing lens and fresnel screen assure rapid, accurate and precise focusing and composition. Under \$76 plus case.

• Yashinon 80mm 4-element coated, color corrected lenses; f/3.5 taking, f/3.2 viewing • Shutter speeds from 1 to 1/500 second and bulb; self-timer • M-X synchronization • Fresnel lens focusing screen with pop-up magnifier; touch-to-open hood • Thumb wheel controls with settings visible from above • Fully automatic crank action film transport sets shutter and prevents double exposure, counts automatically



YASHICA D Incorporates the same reliable quality and rugged construction as more expensive twin-lens reflex models, yet fits the budget of nearly everyone. Perfect "in-between" camera, it offers semi-automatic film advance, thumb wheel shutter and aperture controls and reliable platform focusing. With its greater range of shutter speeds, it offers the perfect "step-up" for those interested in developing their photographic ability. Under \$50 plus case.

• Matched Yashikor 80mm f/3.5 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 • M-X synchronization



YASHICA 635 For exceptional versatility and economy, it permits dual format use of standard 120 film with 12 exposures and 35mm color and black & white with 20 or 36 exposures. The normal 80mm lens is medium telephoto in 35mm format, ideal for many purposes, especially portraits. Semi-auto film advance in both formats. Under \$70 with compartment case.

• Matched Yashikor 80mm f/3.5 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 • Thumb wheel controls with settings visible from above • Fresnel lens focusing screen with pop-up magnifier • M-X synchronization • Compartment case includes 35mm conversion kit • Eveready case available at extra cost



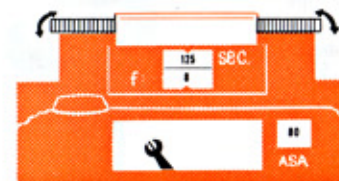
YASHICA A Perfect full-size twin-lens reflex for the beginner, with many of the fine features of more expensive models, including rugged platform focusing for accuracy, and reflex big screen viewing with pop-up magnifier and sportsfinder. Manual film advance with red window guide; matched lenses and speeds to 1/300 second make this an outstanding value. Under \$36 plus case.

• Matched Yashikor 80mm f/3.5 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 24 Advanced model for new 220 film delivers 24 exposures of standard 2 1/4 x 2 1/4 size, with sensitive match-needle CdS exposure system cross-coupled to aperture and shutter controls so settings are always visible. Extra-fast f/2.8 viewing lens permits focusing in dim light. Reliable single stroke film transport with counter to 24, rugged platform focusing and all the standard features of the top-of-the-line professional quality models made the Yashica 24 a most sensitive and versatile instrument for color and black & white, for amateur and professionals. Under \$90 plus case

• loads standard 220 film • Yashinon 80mm 4-element coated, color corrected lenses; f/3.5 taking, extra-fast f/2.8 viewing • shutter speeds from 1 to 1/500 second, bulb • push-button CdS exposure meter with ASA 50-400 range, with match-needle readout visible from above • M-X synchronization • Fresnel lens focusing screen with ground glass center spot; touch-to-open hood • thumb wheel controls with settings visible from above, cross coupled to exposure meter • fully automatic crank action film transport sets shutter and prevents double exposure, counts frames automatically



Turn shutter and/or aperture wheel to align pointer with marker.



Check settings. Should you need faster or slower speeds, or larger or smaller aperture, simply make the change.



Then turn the other control until the pointer and marker line up again.