

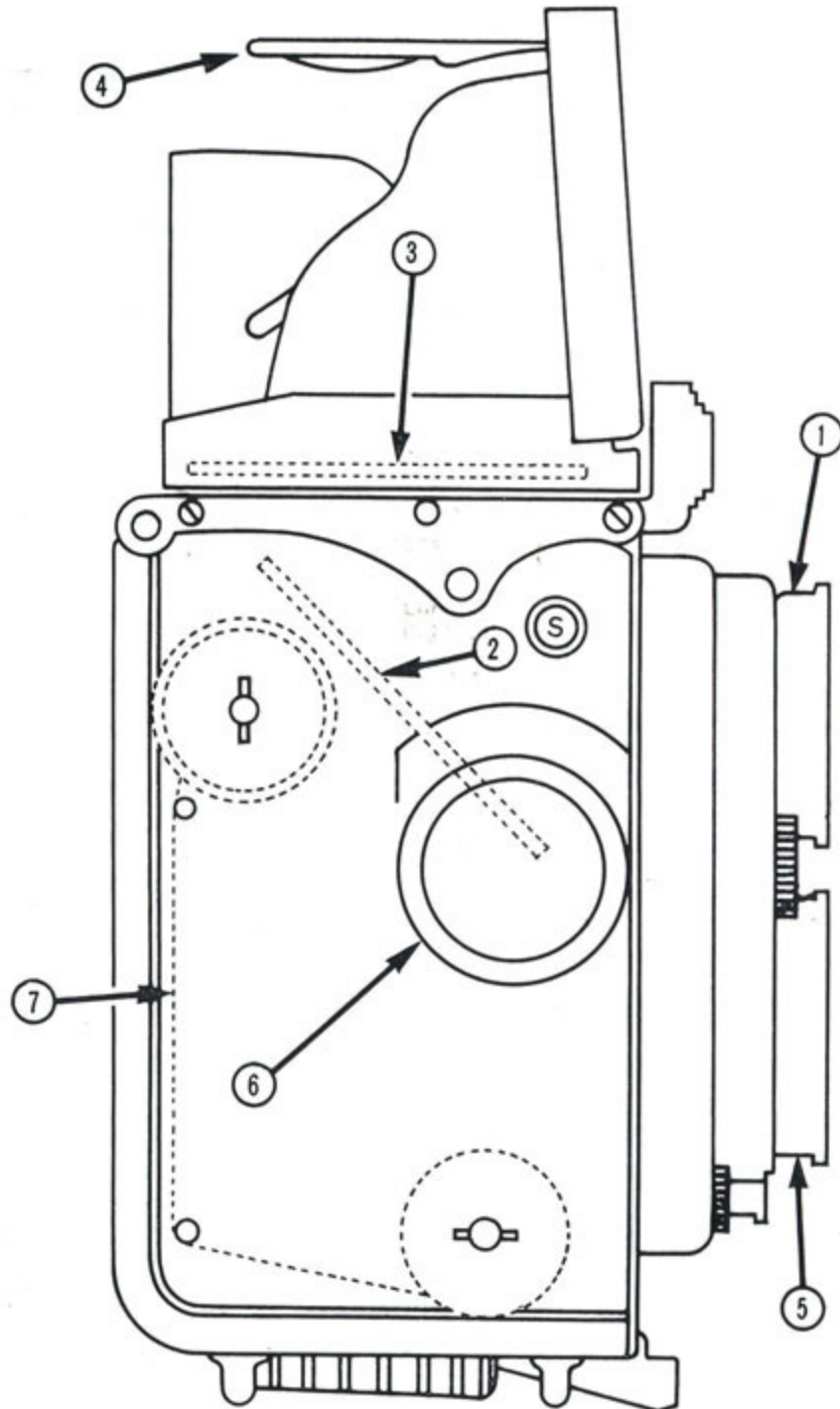
YASHICA

for Amateur and Professional

TWIN-LENS

REFLEX CAMERAS

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 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 cunst down on stray light, making it easier to focus. By pressing down on front panel, hood converts to sportsfinder.
- 5.** Taking lens, whihc "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 (1 meter) to infinity.
- 7.** Film unrolls from spool and passes behind taking lens to record image, then is rewound on take-up spool. Film advance system may be manual, semi-automatic or fully automatic.

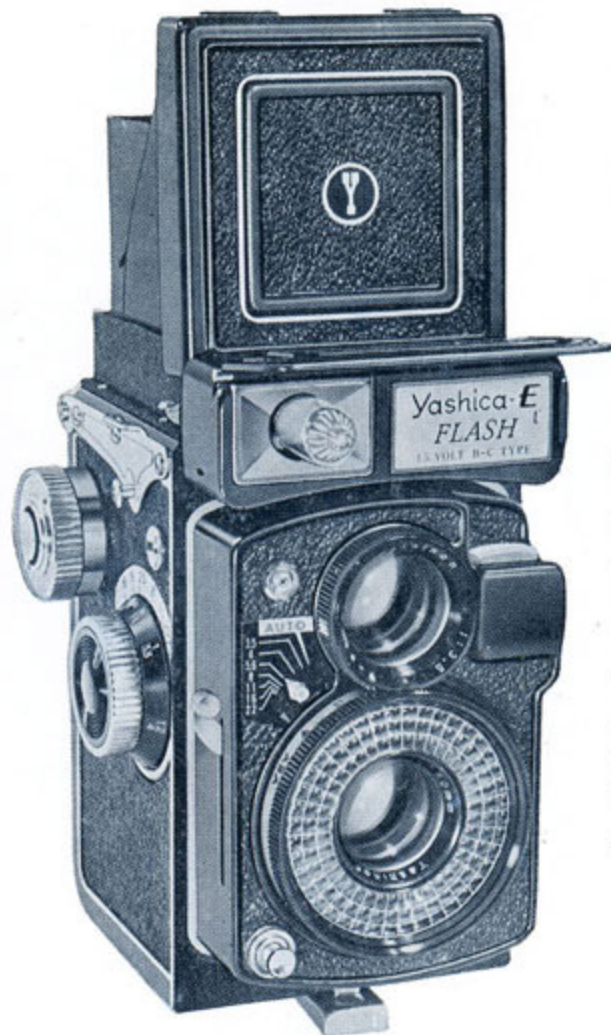
6x6 or 4x4

YASHICA

Most popular of the twin lens reflex formats is 6x6 centimeters, or 2 1/4 x 2 1/4 inches, which gives you 12 exposures on a standard roll of 120 film. Widely used by both amateur 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 6x6. In recent years many newspaper photographers have switched to this camera as standard equipment.



Fast becoming popular, particularly with women, is the 4x4 centimeter format, or 1 5/8 x 1 5/8 inches. Such cameras are more compact in size and lighter in weight. Using 127 film, the 4x4 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.



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.

- Twin-lens reflex, 2 1/4" square size (takes 120 film); 12 exposures
- YASHINON f/3.5, 80 mm matched 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
- Viewfinder with fresnel focusing screen
- Built-in BC flash unit, snap-action bulb ejector
- X synchro terminal accepts supplementary flash
- Auto-resetting film exposure counter

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.

Matched Yashikor 80 mm 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 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, it offers semi-automatic film advance, thumb wheel shutter and aperture controls and reliable platform focusing. With its greater range shutter speeds, it offers the perfect "step-up" for those interested in developing their photographic ability.

Matched Yashikor 80 mm 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 TWIN-LENS MODELS

.....FOR EVERY
BUDGET

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 normal 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.

Matched Yashikor 80 mm 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 35 mm conversion kit.



YASHICA

35 mm 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 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 assured rapid, precise focusing and composition.

Yashikor 80 mm 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 MAT-LM

Companion to the popular Yashica-MAT, the Yashica MAT-LM is exactly the same in all features, but includes a built-in exposure meter for quick exposure selection. The MAT-LM is just as rugged and dependable as the MAT. Meter is extremely sensitive, and accepts film speeds of 6 to 400 ASA. By simply taking the number indicated by the needle and setting it into the conversion scale on the focusing knob, shutter-aperture settings are quickly selected.

Yashikor 80 mm coated color corrected lenses; f/3.5 taking, f/3.2 viewing Shutter speeds from 1 to 1/500 second and bulb; self-timer Built-in exposure meter M-X synchronization Fresnel lens focusing screen with pop-up magnifier and touch-to-open hood Thumb wheel controls with settings visible from above Fully automatic crank action film transport.



YASHICA 44 A

Economy model in the new compact size, the 44A has all the features of the full-size Yashica A twin-lens reflex, including rugged platform focusing, reflex viewing, pop-up magnifier and sportsfinder. Using economical 127 film, the compact 44A is the perfect camera for the beginner. Delivers brilliant black and white prints and beautiful super-size slides that project full-screen with standard 35 mm slide projector.

Matched Yashikor 60 mm f/3.5 lenses, color corrected and hard-coated Shutter speeds from 1/25 to 1/300 plus bulb Fresnel lens focusing screen with pop-up magnifier and touch-to-open hood Platform focusing Manual film advance; red window guide X synchronization



YASHICA 44 LM

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

Matched Yashikor 60 mm f/3.5 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 M-X synchronization Semi-automatic film advance; automatic film counter.

Ask your photo dealer for the other fine cameras in the YASHICA line



YASHICA 8U-P

Reflex viewing guarantees you'll film exactly what you see. And focus down to 3.5 feet with micro-screen spot that "pops" into brilliant sharpness. Fully automatic exposure with ultraprecise CdS electric eye is so sensitive it can measure the light of a candle.



YASHICA J-3

With CdS exposure control added to enhance an acclaimed camera and lens system. High and low light level sensitivity control plus narrow acceptance angle accurately indicates correct exposure for the most delicate shadow area or sparking highlights.



YASHICA Lynx-1000

Simply match the needle in the viewfinder and you are sure of crisp, perfectly exposed black and white or color slides and prints. YASHICA Lynx has a superb, super-fast YASHINON f/1.8 lens and shutter with speeds to 1/1000 second.



**YASHICA MIMY
(35 mm half-frame)**

All the convenience of point-and-shoot photography with the economy and ease of handling of half-frame 35mm size, have been built into the new YASHICA MIMY. Though the MIMY uses standard 35mm film, it is far smaller, slimmer and lighter than an ordinary 35mm slide camera.



YASHICA CO., LTD.

TOKYO JAPAN