

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.

Yashica

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