

... and  
for  
other value  
sensations,  
see these  
popular  
**YASHICA**  
models



**Yashica A**  
**\$29.95** case 6.00

easy way to enjoy  
the fun of reflex  
photography

**Yashica C**  
**\$46.50** case 6.00

the value sensation in  
the reflex field

**Yashica LM**  
**\$59.95** case 10.00

with the convenience  
of a built-in exposure  
meter

Yashica

Yashima Optical Ind., Co. Ltd., Tokyo, Japan  
U.S. Address: **YASHIMA OPTICAL**  
329 Fifth Avenue, New York 16, N.Y.

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new!  
fully  
automatic!  
a sensation  
... right  
down  
to the  
price tag!

**YASHICA MAT**



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The exciting new YashicaMat brings new handling ease to your work. A sparkling-clear viewing screen, with overall edge-to-edge sharpness, makes focusing faster--composing easier and more accurate. It has 9 shutter speed settings from 1 to 1/500 and Bulb; built-in flash synchronization (M and X); self timer; eye-level sports finder; magnifier for critical focusing; solid die-cast body; ASA film rating indicator; depth-of-field scale; deluxe eveready leather case, metal trimmed and reinforced. The YashicaMat takes twelve 2 1/4 x 2 1/4 pictures on standard 120 film.

**YASHICAMAT** offers you features found in the most costly reflex cameras.

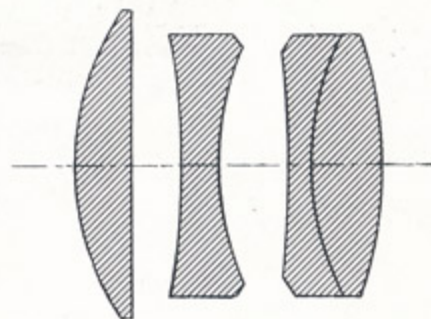
### Fully Automatic

crank action advances the film, sets the shutter, and prevents double exposures--automatically!



### 4-Element Lenses

are fully coated and color corrected. 80 mm f:3.2 viewing lens and f:3.5 taking lens



### Exposure Settings

Convenient thumb-wheel controls permit you to select the lens openings and shutter speeds quickly--with settings visible from above.

**YASHICAMAT**

**\$75.50**

leather case 10.00