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 cust 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 (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.
Most popular of the twin lens reflex formats is 6\times 6 centimeters, or 2\frac{1}{2} \times 2\frac{1}{2} 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 6\times 6. In recent years many 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{1}{2} \times 1\frac{1}{4} 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.

**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\frac{1}{2}'' 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 15 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
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 sparkling 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 1/1.8 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