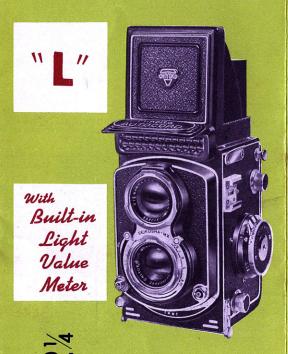
### Minolta AUTOCORD



FULLY AUTOMATIC

#### Minolta AUTOCORD "L"

MINOLTA Cameras are made by the finest and most popular camera manufacturer in Japan - the world-famed Chiyoda Kogaku Seiko K. K., founded in 1927, the only manufacturer producing such a complete and extensive line of cameras, lenses and accessories. From start to finish, everything the company designs, the company builds. Five vast plants are spread across Southern Japan, producing photographic and optical equipment exclusively, and employing thousands of highly trained, highly skilled craftsmen. Every manufacturing procedure is directly under the most exacting standards of quality control. As a result, the complete mechanical unit, the optical glass and lenses are universally acclaimed for their high precision. No other company, anywhere in the world, boasts higher standards through-out every step of the way. From the initial design to the finished product, there are ethical and production rules that must be strictly adhered to. It is no wonder, then, that MINOLTA Means More, in any language.





Crank Rack

Sports Finder Flap

Focusing Hood

Exposure Counter

Crank Reversing Button

Shutter Speed

Lever Film Winding Crank

Depth-of-Field Scale

Red Warning Signal

Shutter Release Button

Infrared Indicator

Focusing Lever

Film Spool Knob.

Light Value Meter

Synchro

Terminal

Take-up Spool Knob Film Start Mark Anti-

reflection Baffle



#### A Built-in Light Value Meter

As Simple as 4=2+2



The Light Value System of the Minolta Autocord "L" gives you the right exposure as fast as you can divide 4 into 2 and 2.

The number that the Light Value Meter points to equals the combined value of the shutter speed (left hand figures) and the diaphragm aperture (right hand figures.)

For instance, suppose the meter indicates # 12. Combinations of 7 and 5, 6 and 6, 8 and 4 etc. can be divided between the shutter speed scale on the left and the diaphragm opening scale on the right allowing you to pick the exact speed and opening best suited to your subject under the prevailing conditions.

Automatic Film Transport—Automatic Shutter Wind—Provision for Double Exposure.

Correct Exposure with Built-in Light Value Meter.

TAKING LENS—Rokkor f 3.5, 75mm. Coated, 4 elements. VIEWING LENS—V. Rokkor f 3.2, 75mm. Coated, 3 elements. SHUTTER—Selikosha MX shutter, absolutely vibrationless and highly accurate at all speeds from 1 to 1 500th second and bulb. A lock prevents accidental shutter release and permits time exposure.

SYNCHRONIZER—Built-in M-X type, synchronized for both flash bulbs and strobe light. Standard, thread-type flash-gun connection.

FOCUSING—Lens portion is extended by means of accurate Helicoid lever; sharp focus from 3.3 feet to infinity. The focusing lever can be operated with the index finger of the right hand. This leaves the left hand free to hold a flash gun in the off-the-camera position that provides better modelling in flash-lighted pictures.

FINDER—Full size, reflex viewing Fresnel-screen with large magnifier for critical focusing.

The ground glass has black lines that enable the photographer to work out either a horizontal or vertical composition. The section within either spair of lines fit any standard printing paper whether 4/5" or 16/20". Center portion of top of hood folds back to form eye-level sports finder: " snaps back into position at the touch of release button. Hood folds automatically when top is pressed down.

FILM TRANSPORT—Crank wind with automatic stop for each frame, simultaneously sets shutter for exposure. Shutter may be reset for double exposure by pressing release button near crank and winding crank backwards one turn.

WARNING SIGNAL—Shows unexposed film is in taking position.

FILM COUNTER—Automatically shows number of frames exposed, returns to zero when back of camera is opened.

FILM LOADING—Camera takes standard No. 120 color or black-and-white films. Film loads from top to bottom and lies flat over back of frame until exposed preventing curl set in unexposed film if loaded in the camera several days before use.

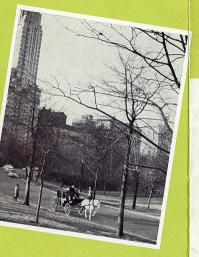
FILM SPOOL KNOBS—Pull out and lock by quarter turn.

PICTURE SIZE—2½×2½ inch, 12 pictures to standard 120 rull-film.

CAMERA BODY—Sturdy die-cast light metal alloy, attractive leather covering. Flat back anti-halation inside finish with anti-reflection baffle to prevent glare spots on film. Back cover snaps closed, has push-button catch release for opening. Slide-in clip on left side of body for mounting flash-gun and

Only \$ 124.50 less case and accessories.

other accessories.



Better Pictures....

Greater Satisfaction

# ACCESSORIES for the Minolta AUTOCORD

Minolta Junior B. C. Flash

## An exceptionally small B. C. (battery capacitator) flash unit. The flash works equally well with midget or larger bulbs: may be used by sliding it

may be used by sliding it into the accessories shoe on the side of the camera- or held by left hand in off-the-camera position. The reflector has a built- in ejector and test lamp, yet it folds into a compact fan and fits into the convenient vinyl carrying case with a loop to accommodate the neckstrap. \$ 8.50



Dealer:

U. S. Sales Agent:

#### THE FR CORPORATION

951 Brook Ave., New York 51, N. Y.

Manufactured by:
CHIYODA KOGAKU SEIKO K. K.

Printed in Japan