

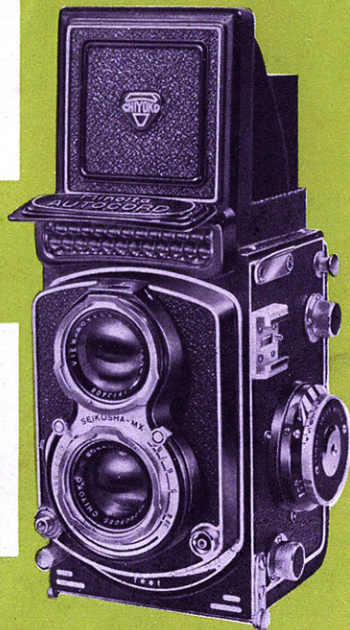
# Minolta AUTOCORD

"L"

*With  
Built-in  
Light  
Value  
Meter*

$2\frac{1}{4} \times 2\frac{1}{4}$

FULLY AUTOMATIC  
REFLEX CAMERA



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.



# The Minolta AUTOCORD "L"

*with Built-in Light Value Meter*



Nameplate

Light Cell

Shutter Speed  
& F Stop  
Window

View-Lens

f Stop  
Lever

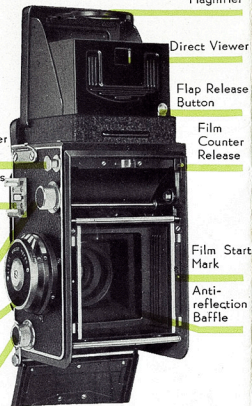
Synchro  
M-X Lever

Synchro  
Terminal

Film Spool Knob

Light Value Meter

Take-up  
Spool Knob



Back Cover  
Button

Accessories  
Shoe



As Simple as  $4=2+2$



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.

The ground glass has black lines that enable the photographer to work out either a horizontal or vertical composition. The section within either pair of lines fits 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.

Only \$124.50 less case and accessories.



*Better Pictures....  
Greater Satisfaction*

## ACCESSORIES for the **Minolta AUTOCORD** "L"

Genuine Leather Case	\$ 10.95
Yellow Filter in Plastic Case	3.45
Haze Filter in Plastic Case	3.45
Lens Shade with Leather Case	4.45
Close-up Lenses & Parallax Correction	19.95
Kit in Leather Case (Set No. 1 or No. 2)	
Paraiuster	8.60
Self-timer	3.95

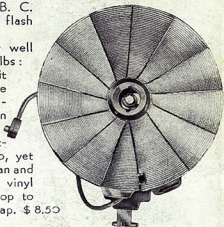
(Prices subject to change without notice)

### **Minolta Junior B. C. Flash**

An exceptionally small B. C. (battery capacitor) flash unit.

The flash works equally well with midget or larger bulbs: 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