

NOW ... YOU CAN AFFORD

THE BEST!



**Minolta
AUTOCORD**

2 1/4 x 2 1/4

**THE HIGH PRECISION
REFLEX CAMERA**

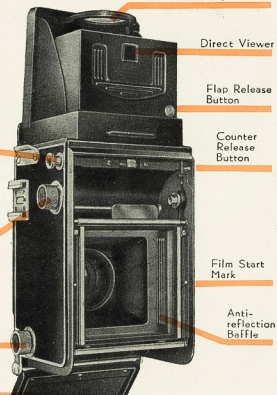
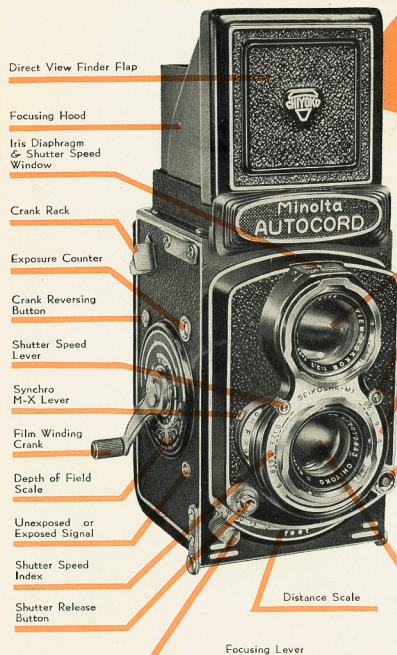
*It's Fully Automatic, Fool-Proof and Simple to Operate.
Minolta Autocord assures you
fine pictures from the first snap!*

THE NEW

Minolta AUTOCORD

**REFLEX
CAMERA**

**FULLY
AUTOMATIC**



TAKING LENS—Rokkor f/3.5, 75 mm. Coated. 4 elements.

VIEWING LENS—V. Rokkor f/3.2, 75mm. Coated. 3 elements.

SHUTTER—Seikoshia M-X shutter, absolutely vibrationless and highly accurate at all speeds from 1 to 1/500th second and bulb.

Diaphragm and shutter setting can be seen in windows on top of viewing lens while focusing.

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

LIGHT VALUE SYSTEM—Correct exposure is instantly obtained by making use of the Shutter Speed Index and the Diaphragm Opening Index engraved on both sides of taking lens if you have an exposure meter with the Light Value Scale.

Example: If Light Value is 11, proper exposure could be Speed Index 3 + 8 Opening Index or 7 + 4, depending on Subject or depth of field.

FOCUSING—Lens portion is extended by means of accurate Helicoid lever; sharp focus from 3 feet to infinity.

FINDER—The Fresnel-type ground-glass focusing screen shows the image bright and clear, right to the corners. Built-in large magnifier facilitates critical focusing. Focusing hood may be instantly converted into a direct-view frame finder for sports photography.

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

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

SIGNAL WINDOW—When film is set for taking a red signal appears, turns to white after shutter is released.

FILM LOADING—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.

PICTURE SIZE—2½ x 2¼ inch, 12 pictures to standard 120 roll-film.

CAMERA BODY—Sturdy die-cast light metal alloy, attractive leather covering. Flat black anti-halation inside finish with anti-reflection baffle to prevent glare spots on film. Slide-in clip on left side of body for mounting flash-gun and other accessories.

Only \$ 99.50 less case and accessories.

Minolta AUTOCORD

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.



ACCESSORIES FOR THE

Minolta AUTOCORD

Genuine Leather Case	\$ 9.95
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

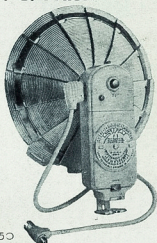
on the side of the camera - or held by left hand in

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