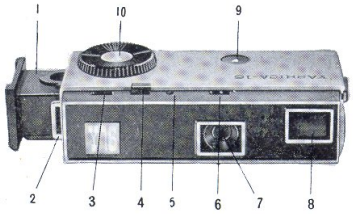
## Description of the CLIP-LOAD YASHICA Y16

**Read the following description carefully until you become fully familiar with all these working parts.**




1. Film Magazine
2. Strap-holder
3. Shutter Speed Reading Window
4. Shutter Release Button
5. Cable Release Socket
6. Aperture Reading Window
7. Lens
8. Finder
9. Film Exposure Counter
10. Film Advancing Disc
11. Slide-Lock for Magazine
12. Built-in Flash Terminal
13. Finder Eye Piece
14. Shutter Speed Control Ring
15. Aperture Control Ring
16. Tripod Socket

**CAMERA IDENTIFICATION**

As soon as possible after you purchase your YASHICA Y16, fill in the information required below. Keep this booklet in a safe place. In case of loss or theft this information will prove valuable in recovering the camera.

YASHICA Y16 Serial Number 3979719

Purchased at _____
(Name of Firm)

_____
(Address)

Date of Purchase 2-27-62

OWNER _____
(Name)

_____
(Address)

REVIEW:

a Select your exposure combination
b Set the lens-opening (aperture)
c Set the shutter speed
d Turn counterclockwise the Film Advancing Disc which automatically cocks the shutter and transports the film
e Compose your picture through the viewfinder
f Take the picture

CLIP-LOAD

SUBMINIATURE CAMERA Y16

YASHICA
CO., LTD.

Printed in Japan

# YASHICA

# Y16

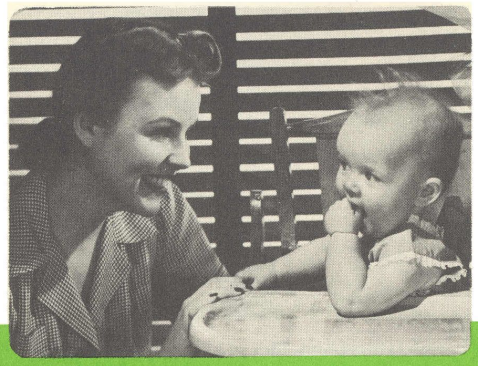
INSTRUCTION BOOKLET

*This is the Pixie FLASH Actual Size! The World's Tiniest Flash Camera!*

## PIXIE FLASH makes BIG pictures THIS SIZE

*Indoors—Outdoors—Day or Night*

This is the ACTUAL SIZE of a Pixie COLOR Print; Pixie Black & White prints are slightly larger.



*Whittaker Micro 16*

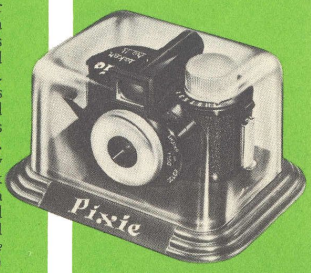
# Pixie FLASH CAMERA

Pixie Flash is the world's smallest flash camera. Yet, this tiny camera makes BIG prints in COLOR and Black & White. Pixie Flash is easy to use. No focusing; no shutter cocking—just aim and shoot. Easiest of all cameras to load with film because Pixie Flash uses a film MAGAZINE. Just DROP in the camera. Flash gun is detachable and camera can be used with or without flash unit. Uses standard flash bulbs and batteries. Pixie Flash is synchronized at the factory. *(Flash unit is not sold separately.)* . . . . . **7.95**

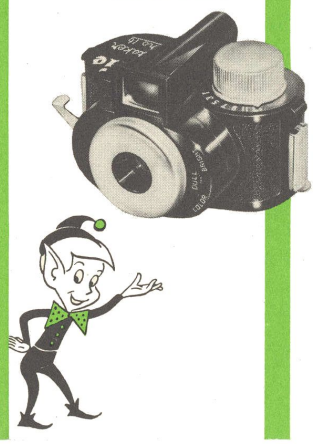
### regular pixie magazine load camera

Wear Pixie on your wrist or tuck it in your pocket. Takes both color and black & white. Lens (f.6.3) has 3 stops for Color, Dull and Bright. Shutter is preset at 1/50 second. Eye-level LENS view finder. Black polystrene body with aluminum and chrome steel metal parts. *(Not adaptable for Flash.)*

**4.95**



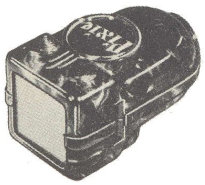

### gold plated pixie deluxe with carrying case



America's most beautiful gift camera. The body is gold-tone Mahogany polystrene; all exposed metal parts are plated with genuine 14 karat gold. Individually gift packaged in ivory and transparent plastic. Including zipper suede carrying case.

**7.50**

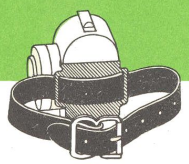
## pixie transparency viewer



Pixie Color Transparencies "come to life" in this tiny pocket-sized viewer. Enlarges 1½ times. Sturdy plastic. Fixed lens. For 16mm only.

**98¢**...Individually packaged

## pixie wrist strap



Wear your Pixie on your wrist! Strap is fitted with metal adapter that snaps on and off camera instantly. Genuine leather.

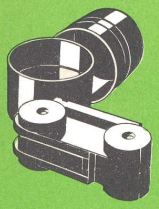
Individually packaged...**69¢**

## pixie flash carrying case

Beautifully finished glove-soft suede leather. Protects camera and flash-gun reflector when carried in purse or pocket. Zipper with ring attachment.

**98¢**

Carrying case for Standard Pixie 98c



## pixie film

This is the famous Pixie Film MAGAZINE. Inside this magazine is the film—protected from dust and light. Your Pixie Cameras take pictures in both Black & White and beautiful natural color. And, with Pixie Magazine Loading Film you can shoot Color one minute and switch to Black & White the next—just change magazines. No more fussing with film ROLLS; no more threading film—not with Pixie. Just drop the MAGAZINE in your Pixie, close the camera back—and the camera is loaded.

## pixie economy film plan:

Black & White—14 exposure magazine $1.29 including developing AND 14 prints returned to you. Color—14 exposure magazine $1.29 includes processing and return of positive transparency strip to you, ready for brilliant projection and direct viewing. Wallet size color prints are only 40c each or 3 for $1.

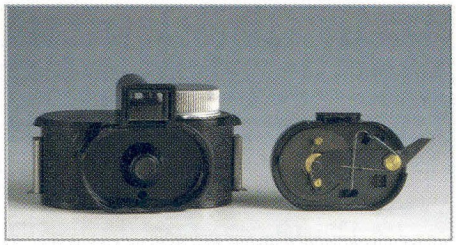
PIXIE IS PRECISION BUILT AND GUARANTEED BY
WM. R. WHITTAKER CO., LTD.,
MAKERS OF FAMOUS MICRO 16 CAMERAS
915 N. CITRUS AVE., HOLLYWOOD 38, CALIF.

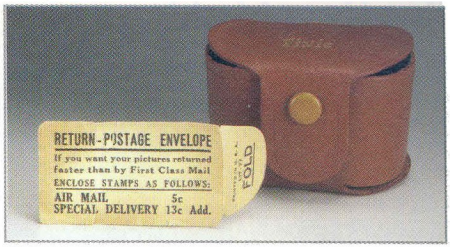
**NEW**

*Whittaker Micro 16*

# Pixie FLASH CAMERA

*Makes BIG pictures in COLOR and Black & White—DAY OR NIGHT!*





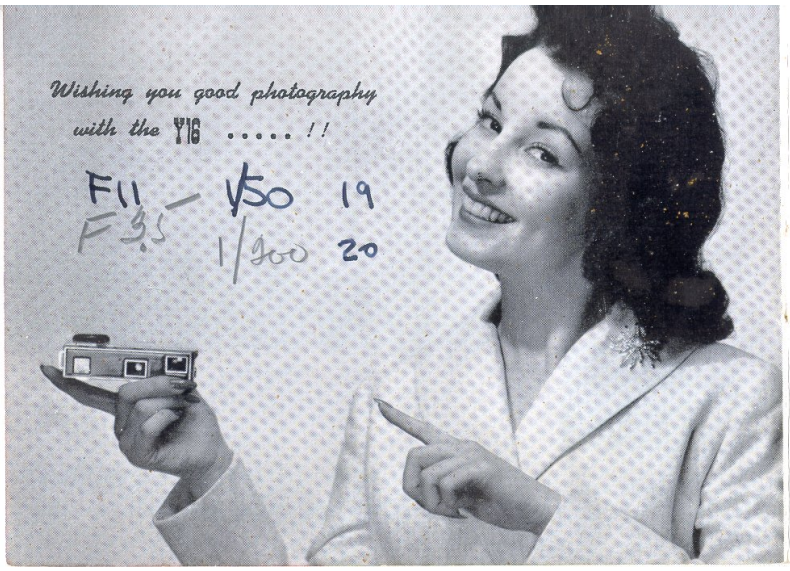

**Von der Pixie existieren insgesamt drei verschiedene Versionen, die sich sowohl in der Beschriftung auf der Deckkappe als auch in der Gestaltung der Objektivfront und in der Farbe unterscheiden. Am häufigsten ist die schwarze Ausführung, daneben gibt es auch eine Variante mit braunem Gehäuse. In der Mitte ist der einfache Schleuderverschluß der Pixie erkennbar, wie er auch bei Boxkameras zum Einsatz kommt. Rechts abgebildet sind die Kunststofftasche und der Orginal-Einsendebeutel für den Pixie-Film.**

Kassetten geliefert und auch von ihr entwickelt, dazu musste man den belichteten Film in einer Versandtüte an den kalifornischen Hersteller zurückschicken. Mit einem recht großen auf der Kameraoberseite angebrachten Fernrohrsucher wird das zu fotografierende Objekt bei der Aufnahme anvisiert.

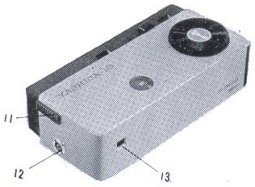
Das gerade beschriebene Modell kann unterschiedlich silberfarben markiert sein. Eine Version ist oberhalb mit „Whittaker Micro 16 Pixie" und vorn mit der Objektivbezeichnung „MICROTAR f 6.3" versehen, eine andere trägt den größeren Schriftzug „Pixie" (statt „Whittaker Micro 16"), die Angaben zum Objektiv fehlen vollständig. Während das frühe Kameramodell noch keine Blitzsynchronisation besitzt, kann bei der Pixie II ein passendes Birnchenblitzgerät aufgesetzt werden. Dieses wirkt mit dem kreisrunden Reflektor aber in Relation zur eigentlichen Kameragröße als reichlich überdimensioniert.

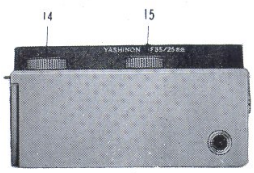
Mit der Pixie Custom wurde sogar eine besondere Ausführung geliefert. Die gesuchte Minikamera hat ein braunes Bakelitgehäuse, bei dem die Metallteile vergoldet wurden. Hiervon sind aber nur ganz wenige Exemplare bekannt. Entsprechend hoch ist dafür der Sammlerwert anzusetzen, dieser liegt bei mindestens 400 DM, wogegen eine schwarze Pixie mit verchromten Teilen gelegentlich noch nicht einmal für die Hälfte des Preises verkauft wird. Bei konstant bis zunehmender Nachfrage nach den beliebten Miniaturkameras dürfte aber das Angebot auf Dauer eher geringer werden. Die Pixie wurde oft in einer kleinen Repräsentationsschachtel aus Plastik mit einer roten Bodenplatte und der dazugehörigen durchsichtigen Abdeckung angeboten. Als sinnvolles Zubehör waren neben einem hellbraunen Lederetui auch ein Armband aus Leder, der bereits erwähnte Blitz und ein Filmbetrachter erhältlich. So dürfte die Pixie für jede Sammlung einigermaßen interessant sein, zumal hier eine klassische Kleinstbildkamera aus der Frühzeit der 50er Jahre vorliegt.

*Hubert E. Heckmann*



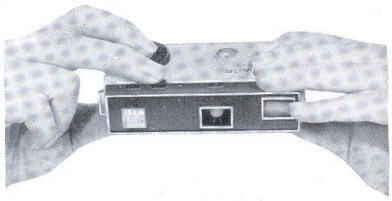

A precision instrument capable of bringing you some of the finest photographs you have ever taken.
Please read the following pages carefully. Follow the easy, step-by-step recommendations.




## HOLDING THE CAMERA

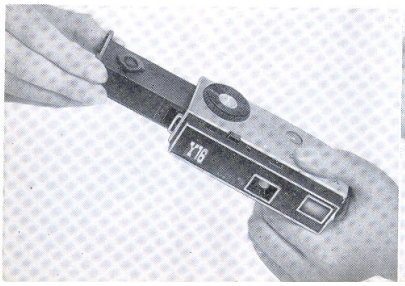
The YASHICA Y16 is held between the forefinger and the thumb of the right hand, with the forefinger placed on the Film Advancing Disc and the thumb on the bottom of the camera. The camera is also held with the left hand in a similar manner as above. The Shutter Release Button is operated with the middle finger.

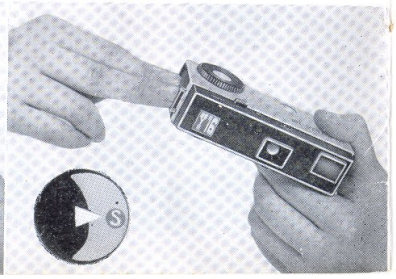


## LOADING THE CAMERA

16mm roll film
24 exposure per roll in the CLIP-LOAD MAGAZINE
10 X 14mm size negative
Black and White or Color

1. Insert a new CLIP-LOAD MAGAZINE (loaded with black and white or color film) into the YASHICA Y16.
2. Make sure the side with the cogwheel is on top.
3. Advance the film by turning the Film Advancing Disc counter-clockwise until it stops. Press the Shutter Release Button.




This picture was taken in available light; an example of the excellent results obtainable with the YASHICA Y16. Compare the enlargement with contact print.

Contact print

Enlargement

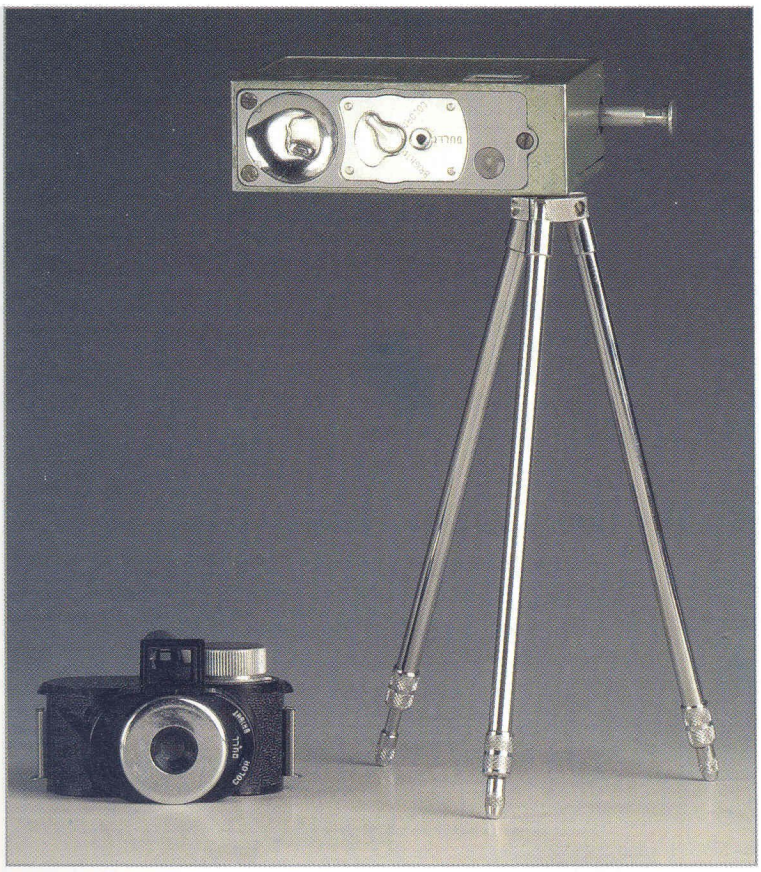
AN EXAMPLE OF THE WONDERFUL RESULT OBTAINED WITH THE YASHICA Y16

MINIATURKAMERA AUS HOLLYWOOD

# Pixie – Kobold unter den Miniaturkameras

**Als Zentrum und „Traumfabrik" der amerikanischen Film- und Unterhaltungsindustrie hat sich Hollywood, nordwestlicher Stadtteil von Los Angeles, weltweit einen Namen gemacht. In der Frühgeschichte des Films war für die Standortwahl neben dem günstigen Klima in Südkalifornien insbesondere die lange Sonnenscheindauer von entscheidender Bedeutung, obwohl die Dreharbeiten schon bald zunehmend in die Studios verlagert wurden. Im Umfeld entstanden dabei viele Unternehmen, die sich durch eine direkte Nähe zu den mächtigen Filmgesellschaften gewisse Vorteile erhofften. Hierzu muss man auch die Firma William R. Whittaker Co. Ltd. zählen, die dann aber eher mit ihren außergewöhnlichen Kleinstbildkameras größere Aufmerksamkeit erregte.**

**In Anbetracht der bescheidenen technischen Ausstattung hat der Hersteller, die Whittaker Co. Ltd., der Pixie ein durchaus ansprechendes Behältnis spendiert. Das rote Unterteil der transparenten Kunststoffbox bildet einen attraktiven Farbtupfer in der Vitrine und zieht die Blicke des Betrachters unweigerlich auf diese Miniaturkamera. Die ebenfalls von Whittaker gefertigte Minute 16 wurde bereits in PHOTO*Deal* II/98 vorgestellt.**



Zum ersten Mal wurde der Fotoapparatehersteller Ende der 40er Jahre durch die ganz aus Metall gefertigte Micro 16 bekannt. Die Kamera war etwas kleiner als die seinerzeit üblichen Zigarettenschachteln. So passte sie leicht in diese Umverpackung hinein, was natürlich ein perfektes Versteck war und der unbemerkten Fotografie wohl trefflich diente. Man musste nur jeweils eine kleine Öffnung für Sucher, Objektiv und Filmtransporthebel in die äußere Hülle schneiden.

Während man eine Micro 16 heute zumindest in den USA noch problemlos auftreiben kann, wird dagegen eine Anfang der 50er Jahre hergestellte Pixie nicht mehr so schnell zu finden sein. Der Name ist einfach mit „Kobold" übersetzbar – diese Bezeichnung trifft durchaus zu, denn mit einem lustigen Erdgeist ist die Minikamera ohne weiteres zu vergleichen. Sie wirkt wie eine geschrumpfte Fotobox, ganz drollig anzusehen. Auffällig ist bei ihr der Kontrast zwischen dem schwarzen Plastik (Bakelit) und den glänzend verchromten Teilen (Objektivring, Transportknopf). Das Gehäuse rund herum besitzt eine lederähnliche Struktur, der Rest wurde glatt ausgelegt. Das Leichtgewicht erreicht noch nicht einmal 25 g, die Kamera ist ca. 55 mm breit, hat eine Tiefe von 38 mm, die Höhe beträgt maximal 34 mm. Die Pixie weist ein Bildformat von 14x14 mm auf. Das doppellinsige Objektiv MICROTAR 6,3/25 ist offenbar mit dem der Micro 16 identisch. Der einfache Schleuderverschluss dürfte die 1/50 Sekunde nicht überschreiten. Am Objektivtubus ist seitlich ein Auslösehebel angebracht. Dem gegenüber befindet sich eine Blendeneinstellung, die drei möglichen Positionen sind durch die Markierungen COLOR, DULL und BRIGHT gekennzeichnet. Je nach Lichtverhältnissen lässt sich also eine unterschiedliche Blendenöffnung wählen. Der Filmtransportknopf ist rund herum mit Zahlenwerten umgeben. Ein Transport von Aufnahme zu Aufnahme erfordert eine halbe Umdrehung, daher findet man die nächste Bildzahl immer gegenüberliegend. Die Rückwand ist komplett abnehmbar, indem die beidseitig befindlichen Schiebeleisten aus Metall in die obere Stellung (OPEN) gebracht werden. Die Pixie kann nun eine recht ungewöhnliche Filmkassette (fehlt fast immer) aufnehmen. Diese wurde vorn mit einem Fenster versehen, das sich durch einen Schieber auf der Kamerarückseite innerhalb des Fotoapparates öffnen und schließen lässt, damit ungewollter Lichteinfall ausgeschlossen ist. Der aufgerollte Spezialfilm fasst maximal 14 Aufnahmen, er wurde exklusiv von der Firma Whittaker in

CLIP-LOAD

SUBMINIATURE CAMERA Y16

YASHICA
CO., LTD.

Printed in Japan

# YASHICA

# Y16

INSTRUCTION BOOKLET

## EXPOSURE

Exposure means finding the right combination of lens-opening (aperture) and shutter speed in relation to the sensitivity (ASA) of your film. (ASA indicates American Standard Association). For example if you are using a film of ASA 100 (XX type) sensitivity, your correct exposure will be according to the following table:

**DAYLIGHT EXPOSURE TABLE**

Your speed will be 1/100 with aperture numbers shown below.

| | Bright Sun | Hazy Sun | Cloudy-Bright | Cloudy-Dull or Open Shade (4) |
|---|---|---|---|---|
| Light Subjects (1) | f/16 | f/11 | f/8 | f/5.6 |
| Average Subjects (2) | f/11 | f/8 | f/5.6 | f/4 |
| Dark Subjects (3) | f/8 | f/5.6 | f/4 | f/3.5 |

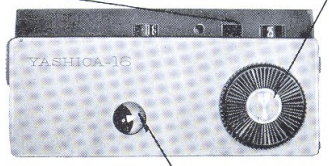
(1) Light Subject: Distant landscapes, near-by people with sea, beach and snow scenes in the background.
(2) Average Subjects: Near-by people, houses, gardens, buildings and places not in the shade. Advisable to use this class when light and dark objects are in about equal proportions.
(3) Dark Subjects: People in dark clothing; trees, flowers, animals and large buildings.
(4) Open Shade: Subjects shaded from the sun but lighted by a wide area of open sky. The less the open sky, the larger the lens opening.

If you are using an ASA 50 film, you should make a larger lens-opening or lower your shutter speed (1/50). When in doubt, follow the film manufacturer's recommendation, and you will be assured of good pictures.

4. Repeat the operation of advancing film with the Film Advancing Disc and pressing the Shutter Release Button twice. The Exposure Counter will indicate "S" (start) opposite the white triangle. Now advance the film again, and the Exposure Counter Dial will register figure 1, which indicates that the film is in position for the first exposure and the camera is ready to take the first picture.

**FIRST** :- Turn this Film Advancing Disc counterclockwise until it stops.

**SECOND** :- Press this Shutter Release Button




**REPEAT THIS OPERATION TWICE, AND ADVANCE THE FILM AGAIN —— then the exposure Counter Dial will register figure 1**

## CLIP-LOAD MAGAZINE

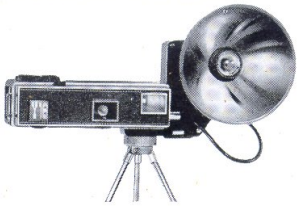
The CLIP-LOAD MAGAZINE houses the film transport mechanism and 24 exposures of film. The magazine will take both the perforated and non-perforated type of 16mm film, available in black and white or color. Using additional magazines and loading them with different types of film will enable you to take photographs under all conditions with the YASHICA Y16. Changing magazines is done in a matter of seconds; advance the last exposed frame of film by turning the Film Advancing Disc, push the Slide Lock forward and the magazine will pop out from the camera, then insert the new magazine into the slot and you are ready to shoot.

## TAKING FLASH PICTURES

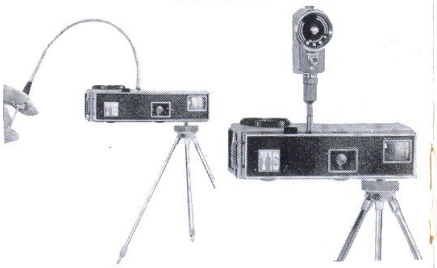
Your YASHICA Y16 offers X synchronization.

As you become more proficient at taking pictures, you will want to acquire accessories that increase the versatility of your camera. One of the first accessories you will want will be a flash unit. Synchronization for flash is built-in.

A standard FC connector plugs into the flash terminal. The YASHICA Y16 Flash Gun attaches to the camera with a bracket that screws into the tripod socket.



## CABLE RELEASE SELF-TIMER



A Cable Release or a Self-Timer can be fitted to your YASHICA Y16. Screw the Cable Release into the Socket provided beside the Shutter Release Button. Your camera dealer will supply the proper Cable Release for your Y16.

## SHUTTER SPEED

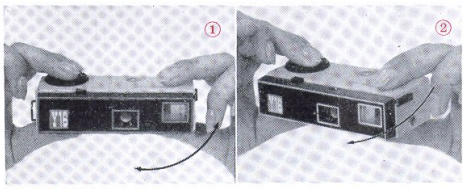
The shutter speed controls the duration of the exposure. Shutter speeds on your YASHICA Y16 with its metal focal plane shutter are 1/25, 1/50, 1/100, 1/200 of a second and 'S'. The 'S' setting is for taking pictures with an exposure longer than one second. Use a tripod or brace when using the 'S'. It is advisable to set, before you advance the film and cock the shutter by turning the Film Advancing Disc.

## VARIABLE SLOW SHUTTER SPEED AND TIME SETTING

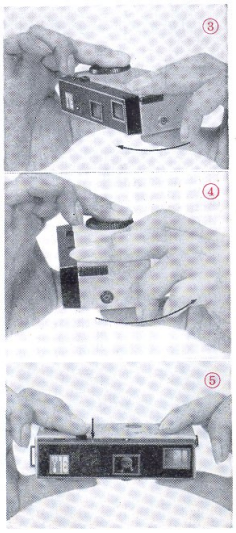
When the Shutter Speed Dial is set at 'S', the fine metal focal plane shutter of the YASHICA Y16 offers variable slow shutter speed and 'Time' setting, with its double tension action Shutter Release Button. If the Shutter Release Button is depressed to the bottom in one gentle continuous action, shutter speed will be about 1/10 of a second. Thus, variable slow shutter speeds are possible by the pressure application and time lag between the first and second tension on the button. For 'Time', the pressure on the button is removed after the shutter blades are open and then re-applied after the required exposure is made.

The Shutter Speed Reading Window, Aperture Reading Window, and Film Exposure Counter are conveniently arranged on top of the camera, permitting you to check at a glance for any possible errors in the settings before clicking the shutter.

## FILM WINDING




The Yashica Y16 incorporates a unique method of film winding. The film is wound by holding the camera between the forefinger and the thumb of the right hand, with the forefinger placed on the winding disc and the thumb on the bottom of the camera. The camera is then pushed forward with the left hand until it clicks. Bringing the camera back to its original position, the shutter release will be approximately under the middle finger of the right hand, and you are ready to shoot in an instant. This operation transports the film, cocks the shutter, and sets the exposure counter all automatically. This action prevents double exposures.




## UNLOADING FILM

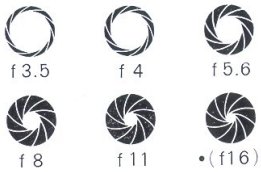
When the Exposure Counter indicates 24, IT IS THE LAST EXPOSURE.

Before removing the CLIP-LOAD MAGAZINE from the camera, advance the last exposed frame of film by turning the Film Advancing Disc and clicking the shutter. Repeat this operation once again. Then push the Slide Lock forward and the magazine will pop out.

Immediately wrap with the original wrapper, the CLIP-LOAD MAGAZINE, without removing the exposed film from it, and replace it in the film carton. This will prevent any possible light leakage and damage to the film.

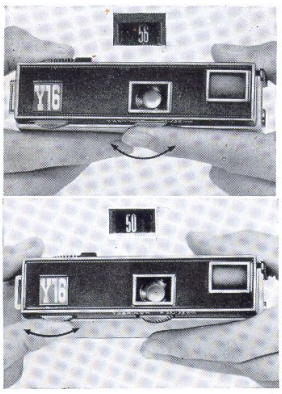
Note: When the Slide Lock is released, the Exposure Counter will reset automatically to "S", or start.

## THE LENS OPENING

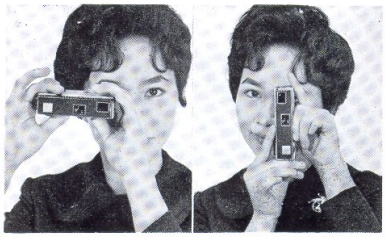



The lens aperture controls the amount of light that will pass through the lens on to the light-sensitive film. YASHICA Y16, with its Yashinon lens, offers openings at f3.5, 4, 5.6, 8, 11 and •(16). Notice that the lower the number, the larger the opening. f3.5 is the largest opening, and •(f16) the smallest. To set the lens opening, turn the Aperture Control Ring by setting the desired number in the Aperture Reading Window.

## PICTURE TAKING PROCEDURE




1. Turn the Aperture Control Ring to the left or to the right until the desired number appears in the Aperture Reading Window.
2. Turn the Shutter Speed Control Ring and set the predetermined shutter speed. The shutter speed should appear in the Shutter Speed Reading Window.
3. Sight the subject through the viewfinder and when you have composed your picture gently press the Shutter Release Button.



Horizontal Holding  Vertical Holding

## FILTERS

Initially, you will find a yellow filter ideal for bringing out clouds in landscape pictures and for general uses. An UV filter is suitable for color photography and also to protect the lens. As you become more advanced, you will want to use various filters, such as orange, green, etc., for different effects. The following special slip-on filters are available for your Y16.

| Filter | Filter Factor | When to Use | Film |
|---|---|---|---|
| UV | 1 | Outdoor photograph | Color & B/W |
| Y2 (Yellow) | 2 | Land and seascapes | B/W |
| 02 (Orange) | 4 | Darkens the sky | B/W |
| 1A | 1 | Haze-cut | Color |
| 82A | 1.4 | Early morning & eve. | Color |
| 81B | 1.2 | Rain or overcast sky | Color |
| 80A | 3 | Daylight film for tungsten light photo | Color |

## Y16 Accessories & EQUIPMENT

for the YASHICA WAY of 16mm photagraphy

FILM : (loaded in daylight CLIP-LOAD MAGAZINE)
- Y16 Black and White Film
- Y16 Color Film
- Film Loader

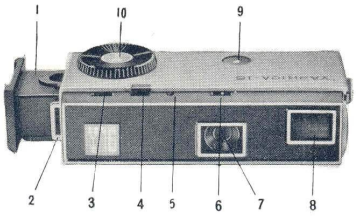
FOR PICTURE TAKING :
- Filter
- Flash Gun

FOR FILM DEVELOPING :
- Developing Tank

FOR VIEWING :
- Slide Viewer
- Slide Projector
- etc.

## Description of the CLIP-LOAD YASHICA Y16

**Read the following description carefully until you become fully familiar with all these working parts.**




1. Film Magazine
2. Strap-holder
3. Shutter Speed Reading Window
4. Shutter Release Button
5. Cable Release Socket
6. Aperture Reading Window
7. Lens
8. Finder
9. Film Exposure Counter
10. Film Advancing Disc
11. Slide-Lock for Magazine
12. Built-in Flash Terminal
13. Finder Eye Piece
14. Shutter Speed Control Ring
15. Aperture Control Ring
16. Tripod Socket

**CAMERA IDENTIFICATION**

As soon as possible after you purchase your YASHICA Y16, fill in the information required below. Keep this booklet in a safe place. In case of loss or theft this information will prove valuable in recovering the camera.

YASHICA Y16 Serial Number _____

Purchased at _____
(Name of Firm)

_____
(Address)

Date of Purchase _____

OWNER _____
(Name)

_____
(Address)

REVIEW:

a Select your exposure combination

b Set the lens-opening (aperture)

c Set the shutter speed

d Turn counterclockwise the Film Advancing Disc which automatically cocks the shutter and transports the film

e Compose your picture through the viewfinder

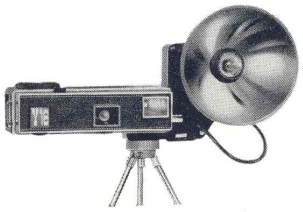
f Take the picture

## TAKING FLASH PICTURES

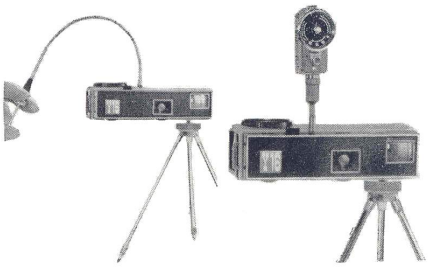
Your YASHICA Y16 offers X synchronization.

As you become more proficient at taking pictures, you will want to acquire accessories that increase the versatility of your camera. One of the first accessories you will want will be a flash unit. Synchronization for flash is built-in.

A standard FC connector plugs into the flash terminal. The YASHICA Y16 Flash Gun attaches to the camera with a bracket that screws into the tripod socket.



## CABLE RELEASE SELF-TIMER



A Cable Release or a Self-Timer can be fitted to your YASHICA Y16. Screw the Cable Release into the Socket provided beside the Shutter Release Button. Your camera dealer will supply the proper Cable Release for your Y16.

## SHUTTER SPEED

The shutter speed controls the duration of the exposure. Shutter speeds on your YASHICA Y16 with its metal focal plane shutter are 1/25, 1/50: 1/100, 1/200 of a second and 'S'. The 'S' setting is for taking pictures with an exposure longer than one second. Use a tripod or brace when using the 'S'. It is advisable to set, before you advance the film and cock the shutter by turning the Film Advancing Disc.

## VARIABLE SLOW SHUTTER SPEED AND TIME SETTING

When the Shutter Speed Dial is set at 'S', the fine metal focal plane shutter of the YASHICA Y16 offers variable slow shutter speed and 'Time' setting, with its double tension action Shutter Release Button. If the Shutter Release Button is depressed to the bottom in one gentle continuous action, shutter speed will be about 1/10 of a second. Thus, variable slow shutter speeds are possible by the pressure application and time lag between the first and second tension on the button. For 'Time', the pressure on the button is removed after the shutter blades are open and then re-applied after the required exposure is made.

The Shutter Speed Reading Window, Aperture Reading Window, and Film Exposure Counter are conveniently arranged on top of the camera, permitting you to check at a glance for any possible errors in the settings before clicking the shutter.

## EXPOSURE

Exposure means finding the right combination of lens-opening (aperture) and shutter speed in relation to the sensitivity (ASA) of your film. (ASA indicates American Standard Association). For example if you are using a film of ASA 100 (XX type) sensitivity, your correct exposure will be according to the following table:

**DAYLIGHT EXROSURE TABLE**

Your speed will be 1/100 with aperture numbers shown below.

| | Bright Sun | Hazy Sun | Cloudy-Bright | Cloudy-Dull or Open Shade (4) |
|---|---|---|---|---|
| Light Subjects (1) | f/16 | f/11 | f/8 | f/5.6 |
| Average Subjects (2) | f/11 | f/8 | f/5.6 | f/4 |
| Dark Subjects (3) | f/8 | f/5.6 | f/4 | f/3.5 |

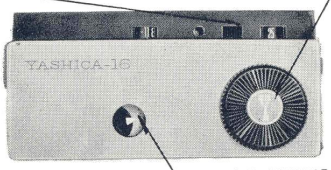
(1) Light Subjects: Distant landscapes, near-by people with sea, beach and snow scenes in the background.
(2) Average Subjects: Near-by people, house, gardens, buildings and places not in the shade. Advisable to use this class when light and dark objects are in about equal proportions.
(3) Dark Subjects: People in dark clothing; trees, flowers, animals and large buildings.
(4) Open Shade: Subjects shaded from the sun but lighted by a wide area of open sky. The less the open sky, the larger the lens opening.

If you are using an ASA 50 film, you should make a larger lens-opening or lower your shutter speed (1/50). When in doubt, follow the film manufacturer's recommendation, and you will be assured of good pictures.

4. Repeat the operation of advancing film with the Film Advancing Disc and pressing the Shutter Release Button twice. The Exposure Counter will indicate "S" (start) opposite the White triangle. Now advance the film again, and the Exposure Counter Dial will register figure 1, which indicates that the film is in position for the first exposure and the camera is ready to take the first picture.

**FIRST** :- Turn this Film Advancing Disc counterclockwise until it stops.

**SECOND** :- Press this Shutter Release Button




**REPEAT THIS OPERATION TWICE, AND ADVANCE THE FILM AGAIN —— then the exposure Counter Dial will register figure 1**

## CLIP-LOAD MAGAZINE

The CLIP-LOAD MAGAZINE houses the film transport mechanism and 24 exposures of film The magazine will take both the perforated and non-perforated type of 16mm film, available in black and white or color. Using additional magazines and loading them with different types of film will enable you to take photographs under all conditions with the YASHICA Y16. Changing magazines is done in a metter of seconds; advance the last exposed frame of film by turning the Film Advancing Disc. push the Slide Lock forward and the magazine will pop out from the camera, then insert the new magazine into the slot and you are ready to shoot.

PHOTO Deal 33

# PHOTO Deal

II/2001
April/
Mai/
Juni

DM 9,80
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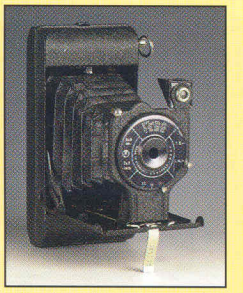
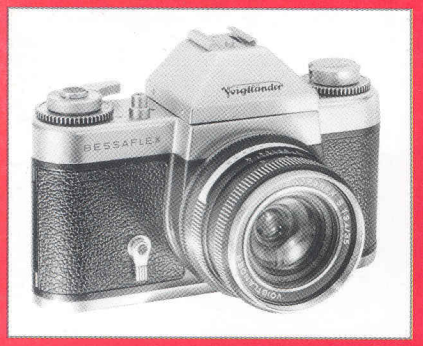
ÖS 78,–

G 30639

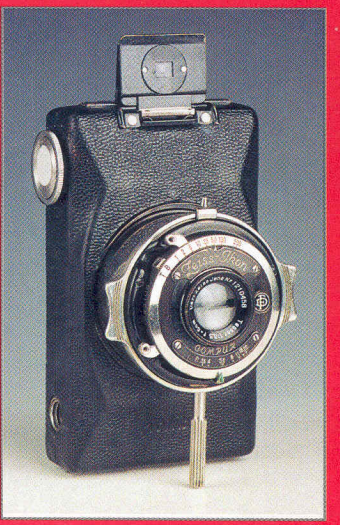
Feba Rollfilmkamera – einfach aber selten



## Photographica-, Second hand und Fotospezialitäten



Voigtländer/Zeiss Ikon: Evolution einer Kamerareihe: – von der Bessaflex zur Vitoflex E



Whittaker Pixie
Made in Hollywood

3x4: Ein verschwundenes Format und seine Kameras

Meist spät, aber gründlich:
Canon Automatiken

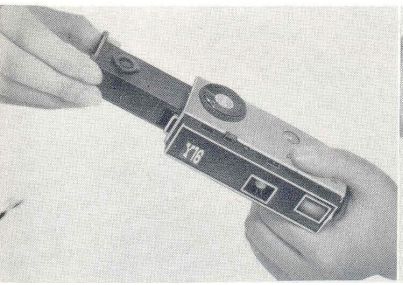
Wirgin-Chronik Teil 3:
Von der Edinex zur Adox 300

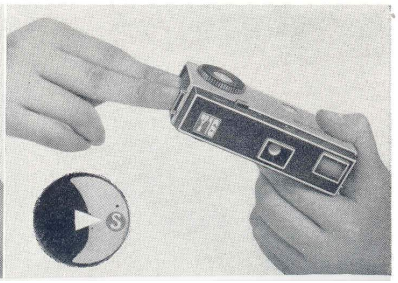
● Schnäppchen auf 16 Seiten Kleinanzeigen ●

## LOADING THE CAMERA

16mm roll film
24 exposure per roll in the CLIP-LOAD MAGAZINE
10 X 14mm size negative
Black and White or Color

1. Insert a new CLIP-LOAD MAGAZINE (loaded with black and white or color film) into the YASHICA Y16.
2. Make sure the side with the cogwheel is on top.
3. Advance the film by turning the Film Advancing Disc counter-clockwise until it stops. Press the Shutter Release Button.




This picture was taken in available light; an example of the excellent results obtainable with the YASHICA Y16. Compare the enlargement with contact print.

Contact print

Enlargement

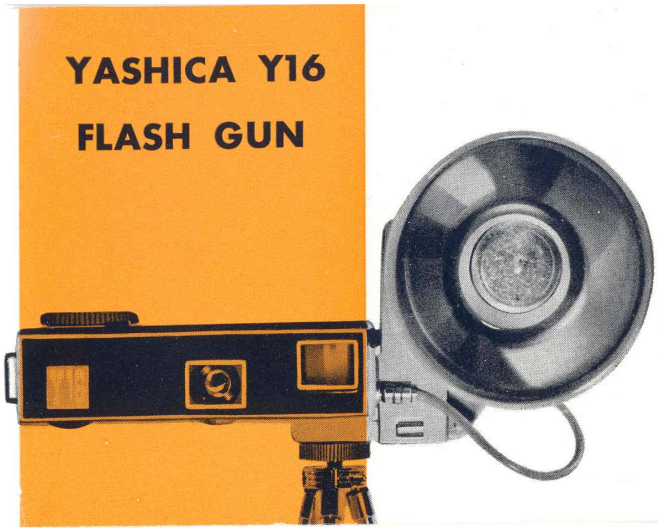
AN EXAMPLE OF THE WONDERFUL RESULT OBTAINED WITH THE YASHICA Y16

YASHICA CO., LTD.

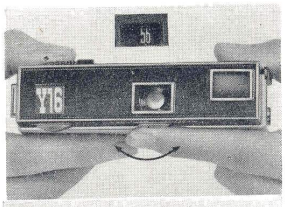
TOKYO, JAPAN

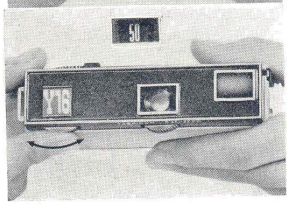
Printed in Japan

# YASHICA Y16 FLASH GUN



## PICTURE TAKING PROCEDURE




1. Turn the Aperture Control Ring to the left or to the right until the desired number appears in the Aperture Reading Window.
2. Turn the Shutter Speed Control Ring and set the predetermined shutier speed. The shutter speed should appear in the Shutter Speed Reading Window.
3. Sight the subject through the viewfinder and when you have composed your picture gently press the Shutter Release Button.

Horizontal Holding

Vertical Holding

## FILTERS

Initially, you will find a yellow filter ideal for bringing out clouds in landscape pictures and for general uses. An UV filter is suitable for color photography and also to protect the lens. As you become more advanced, you will want to use various filters, such as orange, green, etc., for different effects. The following special slip-on filters are available for your Y16.

| Filter | Filter Factor | When to use | Film |
|---|---|---|---|
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| Y2 (Yellow) | 2 | Land and seascapes | B/W |
| 02 (Orange) | 4 | Darkens the sky | B/W |
| 1A | 1 | Haze-cut | Color |
| 82A | 1.4 | Early morning & eve. | Color |
| 81B | 1.2 | Rain or overcast sky | Color |
| 80A | 3 | Daylight film for tungsten light photo | Color |

## Y16 Accessories & EQUIPMENT

for the YASHICA WAY of 16mm photography

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- Y16 Black and White Film
- Y16 Color Film
- Film Loader

FOR PICTURE TAKING :

- Filter
- Frash Gun

FOR FILM DEVELOPING :

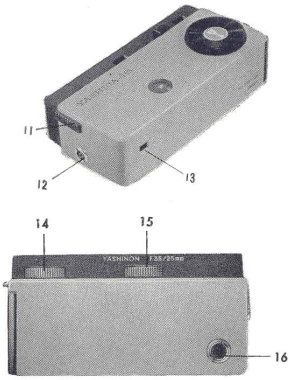
- Developing Tank

FOR VIEWING :

- Slide Viewer
- Slide Projector

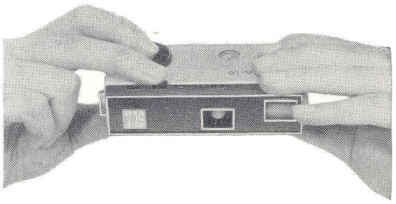
etc.

A precision instrument capable of bringing you some of the finest photographs you have ever taken.
Please read the following pages carefully. Follow the easy, step-by-step recommendations.




## HOLDING THE CAMERA

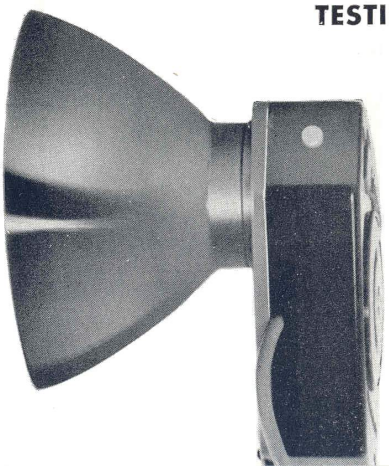
The YASHICA Y16 is held between the forefinger and the thumb of the right hand, with the forefinger placed on the Film Advancing Disc and the thumb on the bottom of the camera. The camera is also held with the left hand in a similar manner as above. The Shutter Release Button is operated with the middle finger.



Y16

You have a choice of 4 attractive colors from

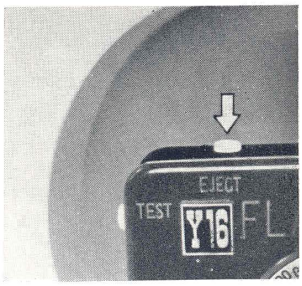
## TESTING



1. Insert a new flash bulb or test bulb into the flash socket, and press the Test Button located on the side of the flash gun.
2. If there is a momentary flash in the white window with an indication "TEST", the flash gun is in order.
3. If there is no flash-battery, flash bulb and connections must be checked.

## EJECTING BULB

1. Press the Ejection Button located on the top of the flash gun.
2. The flash bulb will be ejected.




## CALCULATION OF FLASH EXPOSURES

As your Y16 offers only X synchronization, use F type of flash bulb.

1. Obtain the ASA film speed number of your film and shutter speed from the flash bulb package.
2. Rotate the Flash Calculator Dial (on back cover) and set the black triangle "▲" opposite to the corresponding guide number.

# YASHICA FILTERS

## YASHICA FILTERS FOR Y 16 BLACK & WHITE FILM

Filters for the Yashica Y16 Sub-miniature camera are manufactured from the finest, solid optical glass, and are ground and polished to the most practical thinness. In addition they are heat-treated to avoid any distortion or focal shift, and each filter is subjected to strict tests in order to assure a perfectly even surface which is essential to a good filter.

**FILTER FACTORS :**

When a filter is attached to a lens, it naturally absorbs a portion of the light which enters the lens. Thus compensation must be made for the loss of light, either by increasing the exposure time, or by opening wider the lens aperture. In other words, the filter factor is the number by which an exposure must be multiplied to allow for the loss of light caused by the attachment of a filter.

**FOR EXAMPLE :**

If your exposure meter shows a reading of 1/100 of a second at f : 11 and you wish to use a Y 2 filter which has a factor of 2 (see factor table) for sunlight. It is necessary to do either of the following to obtain the correct exposure with the Y 2 filter.

1. Expose at 1/50 of a second at f : 11 (Shutter adjustment)
2. Expose at 1/100 of a second at f : 8 (lens aperture adjustment)

Lens aperture adjustment Shutter speed set at 1/100

| Filter factor | 1 | 2 | 4 |
|---|---|---|---|
| Open lens aperture by number of stops | 0 | 1 | 2 |
| Lens opening | f : 11 | f : 8 | f:5.6 |

Shutter speed adjustment Lens aperture set at f : 11

| Filter factor | 1 | 2 | 4 |
|---|---|---|---|
| Multiply epposure by | 0 | 1 | 2 |
| Shutter speed | 1/100 | 1/50 | 1/25 |

### RECOMMENDED USE

**UV** (Transparent) : **1**

Absorbs ultra-violet rays without increase of exposure, thereby preventing haziness and foggy effects in distant landscapes. It creates clearness in black and white films and prevents bluish tones in color films. Constant use of this filter is recommended for clearer pictures as well as for a lens protector.

**Y 2** (Yellow) : **2**

Absorbs ultra-violet rays, neutralizes, to a certain extent, violet and blue rays, and renders a good tonal interpretation when many bright colors predominate. Creates clear and perfect contrast between landscape (or seascape) with blue sky and clouds. Can be regarded the most useful, perhaps essential, filter for bright outdoor pictures.

**Orange : 4**

Creates strong contrasts for red and yellow, which are rendered lighter than seen with the naked eye, against other colors. It penetrates haze, adds details to distant landscapes and subdues glares on the surface of water.

**ND** (Neutral Density) : **4**

Reduces the amount of light reachina the film. Prevents over exposures when fast film is being used for snow or beach scenes in extremely bright sunlight.

## YASHICA FILTERS FOR Y 16 COLOR FILM

In color photography, filters serve a different purpose than those used with black and white films. Better tonal contrast is produced when filters are used with black and white films. Whereas, with color films, colors provide this contrast, therefore, care should taken to maintain the proper balance between light quality and the film. For example, skin tones will appear reddish due to the quality of light in the early morning and late afternoon. This can be corrected with an 82A filter which is suited to this particular light quality. A conversion filter 80 A is required when daylight type films are used with incandescent or photoflood lamps.

Lens aperture adjustment with shutter speed set at 1/100 sec.

| Filter Factor | 1 | 1.4 | 3 |
|---|---|---|---|
| Open lens aperture by number of stops | 0 | ½ | 1½ |
| Lens opening | 8 | Between f : 5.6 and f : 8 | Between f:5.6 and f:4 |

### RECOMMENDED USE

1A **1**

For daylight color films. Absorbs ultra violet rays without increase in exposure. Reduces excess blue and adds warmth to the picture. Ideal for mountain, marine, snow scenes and also, in open shade.

82A **1.4**

For daylight color films. Reduces excessive red in the light, and suitable for early morning or late afternoon photography.

81B **1.2**

Reduces blue in the light. Ideal for photography on cloudy or hazy days, will give the best possible color reproduction.

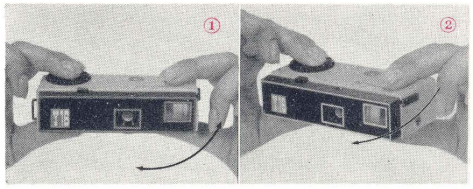
80A **3**

Converts and permits the use of daylight type color film with incandescent and photoflood lamps, rendering better color tones when photography under artifical light.

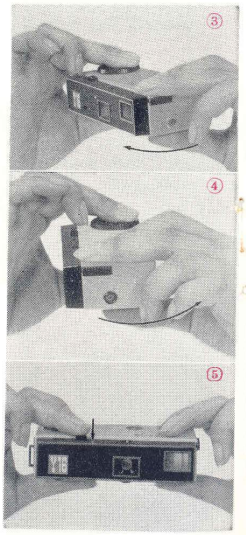
Printed in Japan YC 34-8-50,000

**YASHICA CO., LTD.**
TOKYO JAPAN

## FILM WINDING




The Yashica Y16 incorporates a unique method of film winding. The film is wound by holding the camera between the forefinger and the thumb of the right hand, with the forefinger placed on the winding disc and the thumb on the bottom of the camera. The camera is then pushed forward with the left hand until it clicks. Bringing the camera back to its original position, the shutter release will be approximately under the middle finger of the right hand, and you are ready to shoot in an instant. This operation transports the film, cocks the shutter, and sets the exposure counter all automatically. This action prevents double exposures.




## UNLOADING FILM

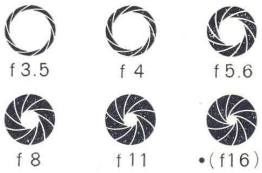
When the Exposure Counter indicates 24, IT IS THE LAST EXPOSURE.

Before removing the CLIP-LOAD MAGAZINE from the camera, advance the last exposed frame of film by turning the Film Advancing Disc and clicking the shutter. Repeat this operation once again. Then push the Slide Lock forward and the magazine will pop out.

Immediately wrap with the original wrapper, the CLIP-LOAD MAGAZINE, without removing the exposed film from it, and replace it in the film carton. This will prevent any possible light leakage and damage to the film.

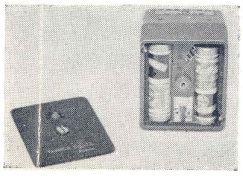
Note: When the Slide Lock is released, the Exposure Counter will reset automatically to "S", or start.

## THE LENS OPENING




The lens aperture controls the amount of light that will pass through the lens on to the light-sensitive film. YASHICA Y16, with its Yashinon lens, offers openings at f3.5, 4, 5.6, 8, 11 and •(16). Notice that the lower the number, the larger the opening. f3.5 is the largest opening, and •(f16) the smallest. To set the lens opening, turn the Aperture Control Ring by setting the desired number in the Aperture Reading Window.

## REPLACEMENT OF BATTERIES:



Batteries can easily be replaced by removing the bottom plate.
New batteries should be inserted in position as shown.

Printed in Japan

YASHICA CO., LTD.

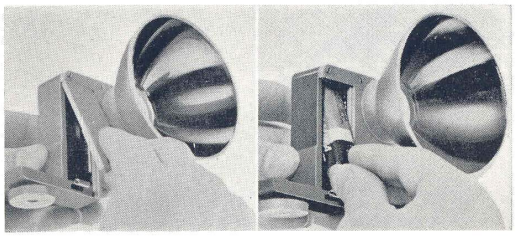
# YASHICA Y16 SLIDE VIEWER

YASHICA

3. The figures in the window of the dial represent f/stops, and the figure opposite them—the distance.
4. Set the f/stop on your camera in accordance with the lamp to subject distance.

Example: ASA guide number 80, distance 10 feet, the f/stop will be 8.

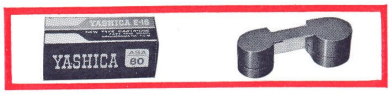
## LOADING BATTERY



1. Remove the front cover of the flash unit.
2. Place a new 22.5 volt battery into position with the Positive (+) pointing upward.
3. Replace the front cover.

## FILM

Use E-16 film prepared for exclusive use in the Yashica 16E. E-16 film is packaged in a cassette of 20 exposures. E-16 film is available both as monochrome film (ASA 80) and color film (ASA 100).






## MEMO

## YASHICA FLASH GUN FOR THE YASHICA

Y16

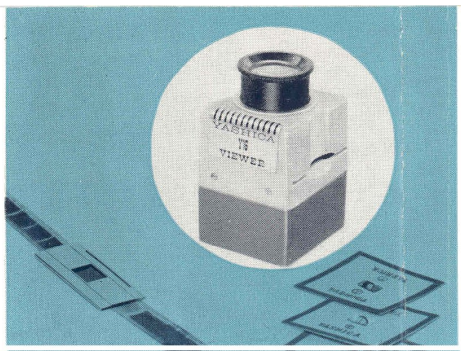
The Yashica Flash Gun is compact and convenient to carry.
Use the YASHICA FLASH GUN at all times—in the daytime and/or at night—indoors and outdoors for better pictures in B & W or color.

**IMPORTANT:**

It is necessary that the correct type of flash bulbs be used with color films.
Most flash bulbs are coated with a lacquer to prevent them from shattering; but they can break.
As a safety precaution cover the flash gun with a handkerchief or plastic protector when photographing close-ups.

## ATTACHING TO THE CAMERA

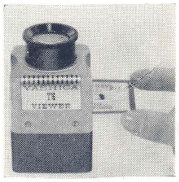
1. Place the camera on the screw plate of the gun.
2. Tighten the thumb screw until the flash gun is firmly attached.
3. Connect the end of the flash cord to the camera flash terminal.




## HOW TO USE YASHICA Y16 SLIDE VIEWER:

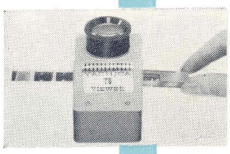
Insert your color-side picture into the slot on the side of the viewer, and press the red button at the bottom.

Through the viewing lens, you will enjoy them magnified ten times as the original.




## VIEWING MONOCHROME NEGATIVES:

Insert your negatives in the film-carrier with the emulsion surface of the negatives down, and follow instructions given before.

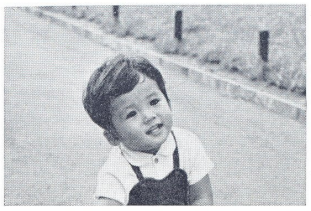


## TAKE GOOD CARE OF YOUR CAMERA

1. Shock may damage the exposure meter. Handle the camera carefully. Avoid exposing it to a high moisture or high temperature.
2. Don't disassemble the shutter assembly or the camera yourself.
3. Always keep your camera carefully stored free from dust and moisture.

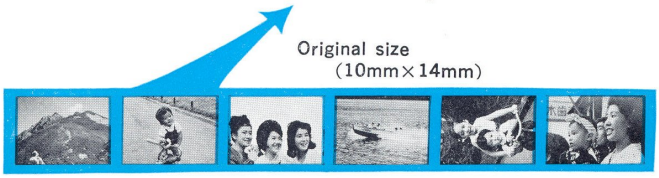


The negative picture of the 16EE is very small—10mm×14mm, but is very sharp and, whether in monochrome or in color, gives you perfect pleasure in photography.
The 16EE has a built-in UV filter.

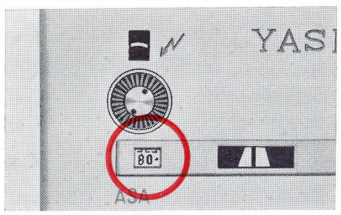


Enlarged

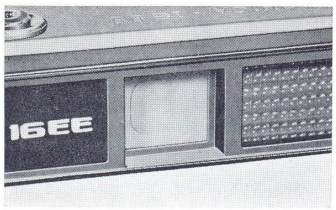
Original size
(10mm×14mm)



## BASIC PROCEDURE TO BE REMENBERED



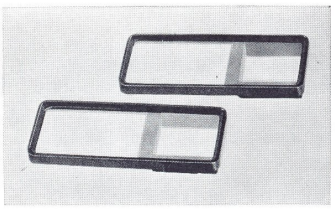

The 16EE is an Electric Eye camera. Once you set the film speed dial to the ASA rating of the film to be used, the camera determines the proper exposure automatically.




You need not worry about focusing. Because the 16EE has a fixed focus lens, you don't have to focus the camera, regardless of the distance to the subject.

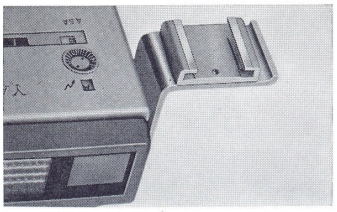


## ACCESSORIES



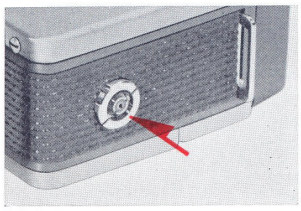
### EXCLUSIVE FILTER

Two filters for monochrome photography (ND and Y2) and two for color films (1A and 80B) are available.

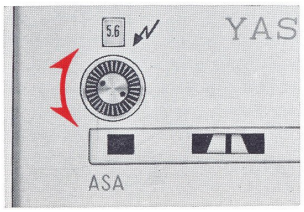


### ACCESSORY SHOE

The accessory shoe is used when you wish to attach a flash gun to the 16EE. To fix it, screw it into the tripod socket.

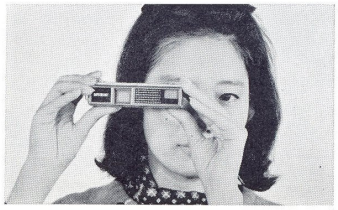


For flash photography, the shutter speed is set at 1/30 sec. at Point X. You can use either an electronic flash or a flash bulb of the M or F class.



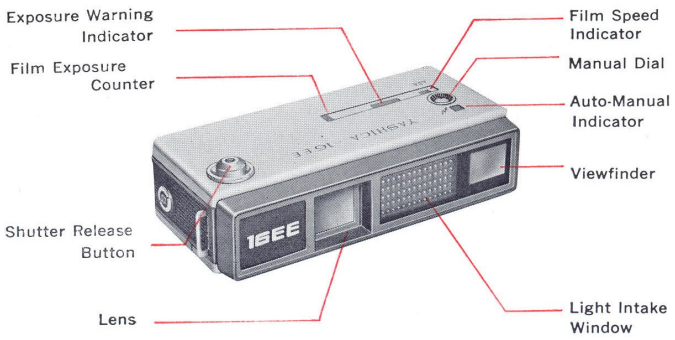

To use a flash gun, turn the manual dial until the Auto-Manual Indicator shows the desired lens aperture.
Select the lens aperture by measuring the distance between the camera and the subject by the eye and dividing the guide number of the flash bulb by the distance.

Use the full scope of the viewfinder when you compose your picture.
The negative is very small.
Therefore, plan the picture composition in the viewfinder very carefully before you press the shutter release button so that there will be no need of trimming afterward.



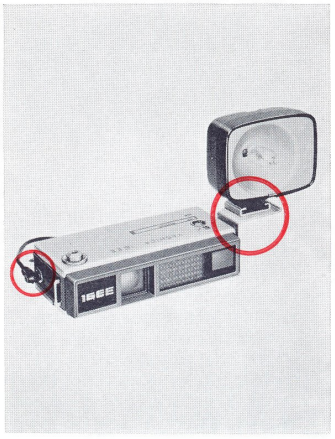
Movement of the camera at the moment of releasing the shutter blurs the picture.
For a midget camera like the 16-EE, movement of the hands holding the camera is most undesirable. Hold the camera properly with both hands, and press the shutter release button.

## DESCRIPTION OF YASHICA 16EE





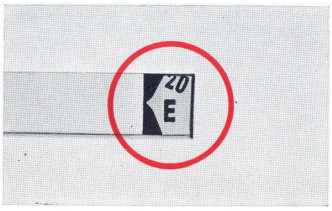

## TAKING FLASH PICTURES



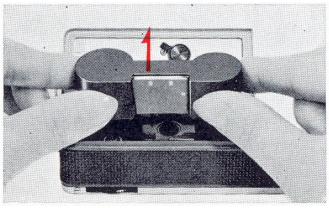
For flash-photography, don't use the A-position, which is for E. E. photography only.
If you turn the manual dial from the A-position, the shutter speed is automatically set to 1/30 sec.

When you use a flash gun, use the accessory shoe designed for exclusive use with the 16EE.
Insert the plug of the flash gun cord into the flash terminal.

## UNLOADING FILM

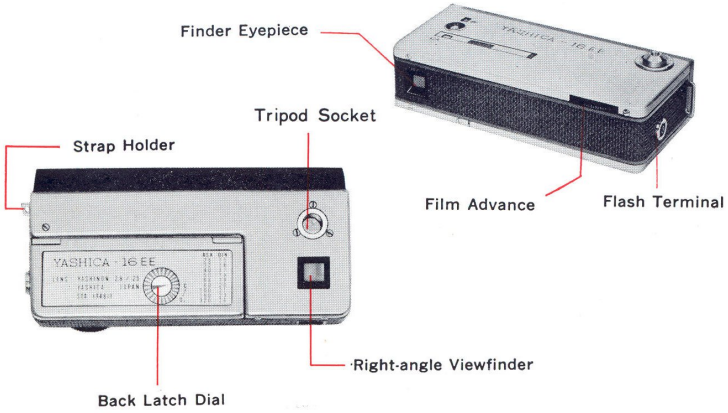



When Number 20 appears on the film exposure counter, the film has been exposed to the end. Set and release the shutter again and again until Letter E appears in the window.

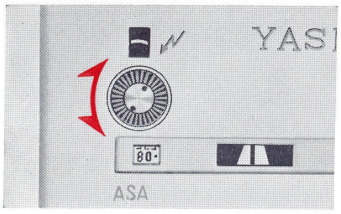


Then, turn the back latch dial clockwise until the red arrow points to O-position, open the back lid, and take out the film cassette.





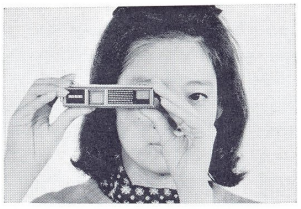
## FOR CORRECT EXPOSURE



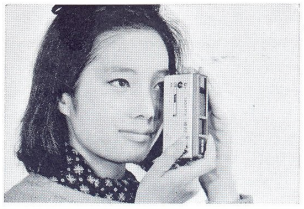

Adjust the ASA setting to the speed of the film to be used. Turn the manual dial until the ASA rating of the film to be used appears in the film speed indicator window. If you forget to follow this procedure, proper exposure will not be obtained.

The ASA number indicates the film speed and is printed on the box of the film or on the enclosed leaflet. The 16EE has four exposure settings ASA 25,. (32), 40, 50,. (64), 80, 100,. (160) and 320





You may aim the 16EE at the subject from any angle you like. However, it is necessary that you sight the subject properly in the viewfinder.

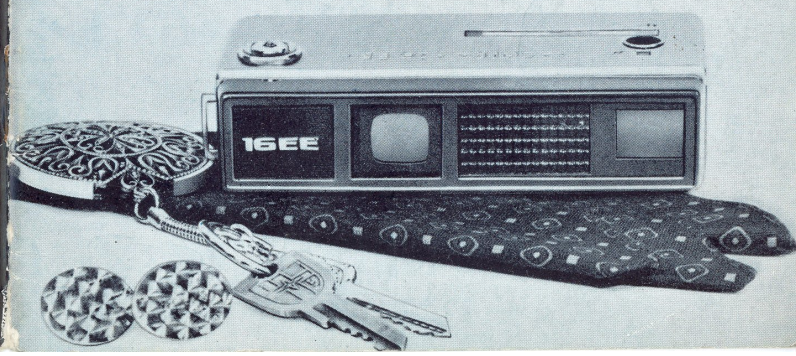


Be sure to hold the camera level. Check to make sure the lens or the light intake window of the electric eye is not obstructed by your fingers, or the leather strap.

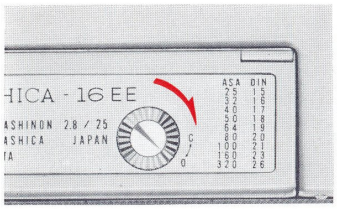
YASHICA CO., LTD.

# YASHICA 16EE

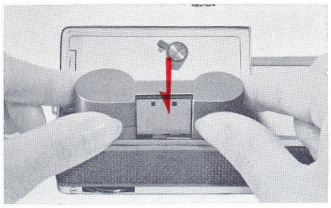
## INSTRUCTION BOOKLET



## HOW TO LOAD THE FILM



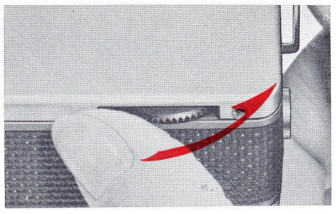

Set the arrow on the back latch dial to the O-position. Then the back-lid opens automatically. (At the same time, the film exposure counter returns to the S (start) position automatically.)



Put the E-16 film cassette in the cassette chamber.

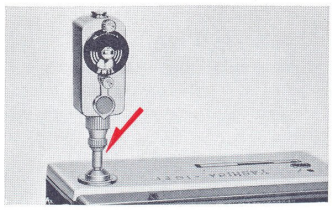


## SELF-TIMER



**TO ADVANCE THE FILM**

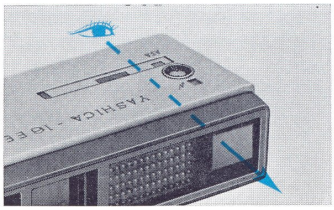
Turn the film advance counter-clockwise until it stops, and the film advances by one frame, and shutter is charged simultaneously.



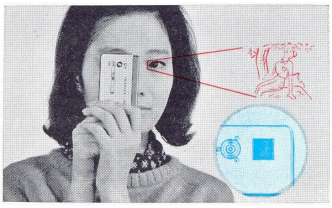
**SELF-TIMER**

Use a screw-in type self-timer available on the market.
Screw it into the shutter release button.

## HOW TO HOLD YOUR CAMERA




The main viewfinder of the 16EE is of the "look-through" type. Because the negative is very small, plan your picture composition very carefully so that there will be no need of trimming the picture.



The 16EE has a right-angle viewfinder for secret snapshooting. By using this viewfinder, you can take candid shots.

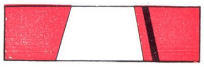


2 Point the camera toward the subject, and look at the exposure warning indicator.

| X | O | X |
|---|---|---|
| OVER EXPOSURE | CORRECT EXPOSURE | UNDER EXPOSURE |

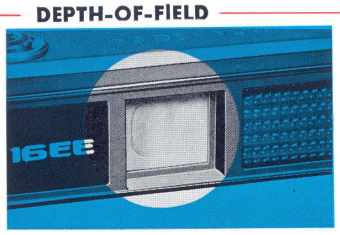
If the needle is in the left-hand red zone, the lighting is excessive. In that event, use a filter, such as ND or Y2, and take a picture with the electric eye (at the "AUTO" setting).

When the lighting is adequate, you may take a picture at the "AUTO" setting without any filter. If the needle is in the white sector between the two red sectors, proper exposure will be obtained.



When the lighting is insufficient, switch over to manual. When the needle is in the right-hand red zone, the exposure is short. Don't use the electric eye, but use a flash.

## DEPTH-OF-FIELD

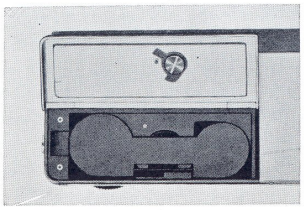



The 16EE is so designed that all the subjects seen through the finder, regardless of the distance, appear sharply defined in the picture. You need not adjust focus.

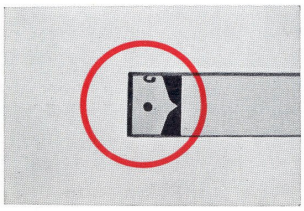
Depth-of-Field Table

| F | 2.8 | 4 | 5.6 | 8 | 11 | 16 |
|---|---|---|---|---|---|---|
| Meter | 2. 08 ~ 5. 35 | 1. 84 ~ 8. 07 | 1. 60 ~ 24. 9 | 1. 33 ~ ∞ | 1. 10 ~ ∞ | 0. 85 ~ ∞ |





Store the film cassette tightly in the cassette chamber. Close the back-lid and turn the back latch dial counter-clockwise until the red arrow points to C.



After loading and closing the camera the letter S will appear on the film exposure counter. Advance the film by turning the film advance releasing the shutter at each exposure position until the O mark appears in the window. You are now ready to shoot your first exposure.

## To try yourself with amateur Camera!

[illegible]

Equipped as follows:

Lens: Single Fixed Focus.

Shutter: [illegible]

Exterior Leather Covering Glue.

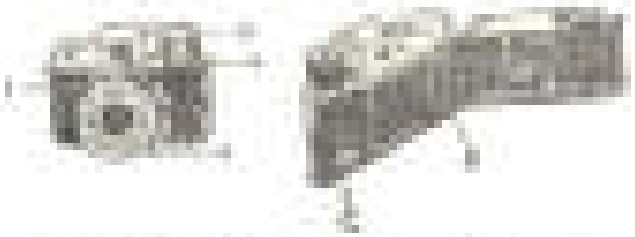
Taken in [illegible] Film on one Roll Film.

Size of Camera: [illegible]

### INSTRUCTION

**Loading Film**

1. Press the Opening Button (A) and open the Back Lid.
2. Take out Film Holder (B) in lower the Film Cassette.
3. Roll one Film about 2 inches. Then the winding knob (C) a little to bring the file of the spool (D) in the correct position.
4. Place the number of the back lid and insert it in the Film and adjusting accurately.
   Camera is now ready for the Film exposure.



**For Snapshot**

1. Shutter (F) is in the open and by adjusting Button (E) on [illegible] objects. [illegible] Shutter in sunlight . . . For Button A
   Shutter in shade . . . For Button B

### IMPORTANT

**BE SURE TO HOLD CAMERA STEADY OR PREFERABLY USE THE CAMERA ON PLATFORM**

Non-abrupt finger pressing for release is recommended.

**DEVELOPING and ENLARGE PRINTS**

[illegible]

LAB. [illegible]

[illegible]

[illegible]

[

**MINI-SPY CAMERA.** Now secret pictures are easy to take! Camera so small no one will suspect it's in your hand. Take surprise or regular pictures. Precision ground lens. Speed 1/25th of a second. Solid all metal construction. Ten pictures per roll.

- ☐ 157 Camera ..... $1.98
- ☐ 158 Pigskin Case .... $ .98
- ☐ 159 3 Rolls Film .... $1.00

# MIDGET SPY CAMERA

**$1.00**

Take secret or regular pictures. Size of pocket watch. Universal in hand. Imported bargain. Precision made with fine lens, solid metal construction, chrome trim, regal wave finish, guaranteed serviceable, good pictures. Fine enlargements, 2½ oz. Takes ten pictures on each roll.

**4237. Camera & Leather Case ..... $1.00**

**4238. Film, 6 Rolls (60 Pictures) ..... 75¢**

## Enjoy yourself with Kodak's Camera!

Let every picture in Kodak and keep the memo.

Equipped as follows:

Lens: Single Fixed Focus.

Shutter: T (T.D) & B.

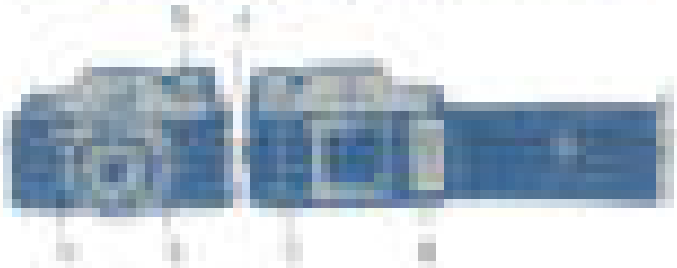
Finish: Leather Covering Case.

Takes 16 exposures on Kodak Film on Spool Roll Film.

Size of Camera: 3½ x 3½ x 6½ ins.

### Loading Film

1. Press the Opening Button (A) and open the Back Cover.
2. Draw out Film Holder (B) to insert the Film Cassette.
3. Draw out Film about 3 inches. Turn the winding knob (C) a little so bring the Spring Clip (C) to the center position.
4. Peep the window in the back cover and ensure if the Film will advance smoothly. Correct it over again if the film separates.




### For Snapshot

1. Shutter (F) is set at repeated to winding button (E) to 3 different speeds ..... T & B
   Subject in sunlight ..... Use Shutter T.
   Subject in shade ..... Use Shutter B.

### APPROACH

BY USE TO KODAK CAMERA, YOU'LL BE PROUDER! WHY TRY CAMERA ON PLATFORM.

You can get better pictures by taking in the sunlight.

---

### Developing and Printing Films

If you submit your Kodaks to KODAK DEAL POINTS LAB. (?) Box 75 Lucknow Station, Kanpur (U.P.). They have specialised Colour Photo for the last five. The charge is only Rs.10 (ten rupees) to be sent (check or MO) with each Kodak, for developing film and returning it prepaid (with) the post. Rs.1 (?). The cost will be more Rs.10 (ten rupees) if you want.

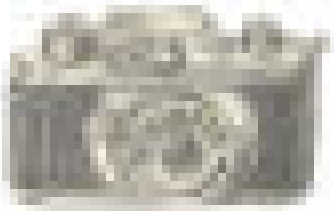
# [illegible]

[illegible]

## [illegible]

[illegible]

1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]
5. [illegible]
6. [illegible]
7. [illegible]
8. [illegible]
9. [illegible]
10. [illegible]



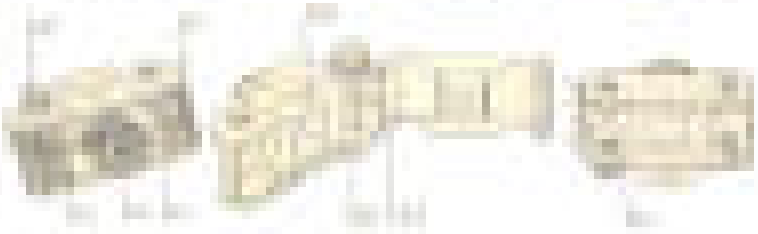


Fig. 1 Fig. 2 Fig. 3

## [illegible]

1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]

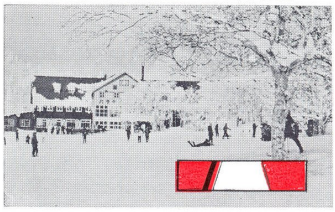
**[illegible]**

1. [illegible]

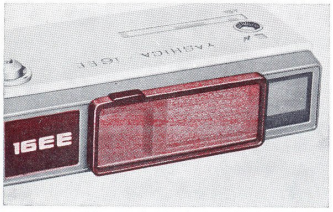
## [illegible]

1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]
5. [illegible]
6. [illegible]

## PROGRAMMED SHUTTER



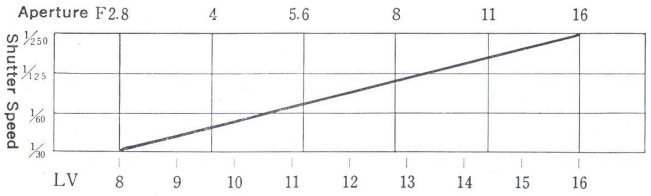
In places where the light is very strong, such as seashore in summer or a snow field, the lighting tends to become excessive, and the exposure warning needle will swing into the left red zone. In such cases, use a filter (ND or Y2).




Filters specially designed for the 16EE are available. Because they cover not only the lens but the light intake window of the electric eye, you need not recalculate the exposure to compensate for the light loss with the filter.



The 16EE has a programmed shutter. The shutter diaphragm mechanism is coupled to the electric eye and the proper exposure is given by this mechanism. You need not worry about exposure settings, but have only to press the shutter release button.
If you turn the manual dial clockwise until the letter A disappears from the window, the shutter is automatically set to the speed of 1/30, and you can manually set the lens aperture.



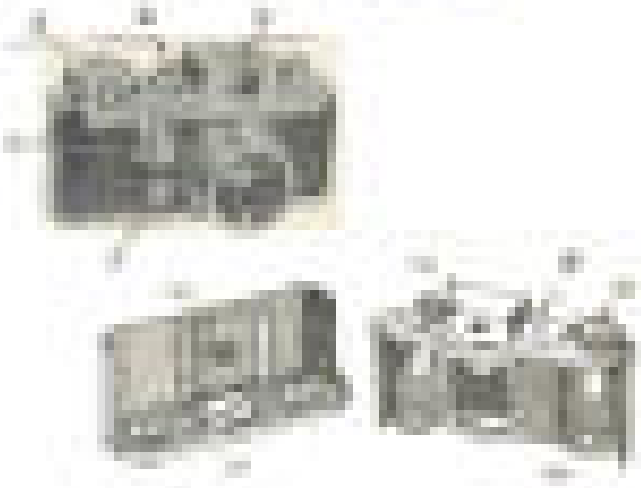
# EXPLANATION OF
# Rule—14

[illegible]

[illegible]

[illegible]

# INSTRUCTION



## [illegible]

- [illegible]
- [illegible]
- [illegible]

## [illegible]

- [illegible]
- [illegible]
- [illegible]
- [illegible]

## [illegible]

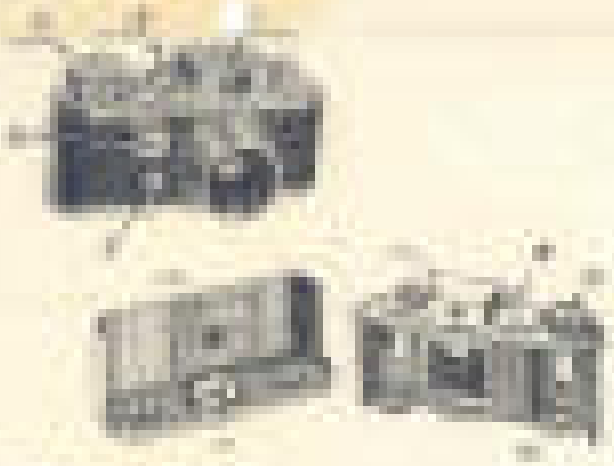
- [illegible]
- [illegible]
- [illegible]

[illegible]

## [illegible]

[illegible]

# INSTRUCTION



# INSTRUCTION

## [illegible]

[illegible]

## [illegible]

[illegible]

## [illegible]

[illegible]

**[illegible]**

**[illegible]**

## Kitty yourself with [illegible]

[illegible]

Copyright [illegible]
Lens : Super Fixed Focus
Shutter : F 1/[illegible]
Canadian Canadian Camera Corp.
Takes 12 pictures on [illegible] film on 120mm roll film.
Size of Camera : [illegible]

### INSTRUCTIONS

**Loading Film**

1. Pull the viewing button (A) and open the back cover.
2. Open and Pipe holder (B) to insert the Film Cassette.
3. Insert one Film spool, 3 inches. Turn the winding knob (D) a little to bring the Spring Clip (C) to the correct position.
4. Close the window at the back cover, and [illegible] the Film will advance automatically. [illegible] to avoid [illegible] the film exposure.

**[illegible] TO HOLD CAMERA STEADY OR PREPARING REST THE CAMERA ON PLATFORM**

You can get better pictures by taking in the sunlight.

---

## [illegible]

Send your [illegible] to [illegible] [illegible] Inc. Ltd. P.O. Box [illegible] [illegible] [illegible]

The charge is $2.50 [illegible] (cash or postal check) to be sent with each roll[illegible] for developing 36 exposures [illegible]

You must send us [illegible] pictures on one side of a film. The E.O.D. Photo [illegible] with brown paper and [illegible] mailing envelope.

**[illegible]**

**[illegible]**

We are obliged to charge the full [illegible] [illegible] of Various reasons, price is beyond our control. Please your [illegible]

P.S. [illegible] for developing pictures [illegible] [illegible] is not necessary to inquire.

## Enjoy yourself with [illegible] Tonics!

[illegible]

Prepared by [illegible]

[illegible]

Manufactured [illegible]

Guaranteed Tonics Experience Cure

Tonics [illegible] Tonics [illegible] Tonics

Price of Tonics [illegible]

### INCORRECTNESS

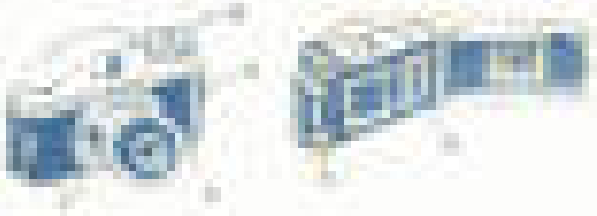
Leading Fine :-

1) Price [illegible] Tonics [illegible] [illegible]

2) Price [illegible] [illegible]

3) Price [illegible] [illegible] Tonics [illegible] [illegible]

4) Price [illegible] [illegible] [illegible]



For Inquiries :

[illegible]

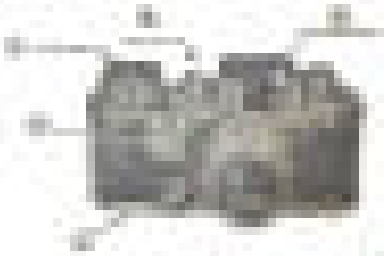
### IMPORTANT

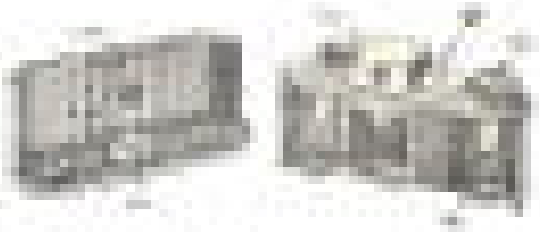
[illegible]

Shamming and Related Points :

[illegible]

# INSTRUCTIONS





## TOP OF LOAD FOAM

[illegible]

## BOTTOM OF LOAD FOAM

[illegible]

## SIDE OF LOAD FOAM

[illegible]

## Enjoy yourself with miniature Camera!

Cut seven indicated in nice holder and wrap the number.

Equipped as follows:

Lens : Single Fixed Focus.

Shutter : 1/100 sec. B

Operation Lapsed Covering Lens

Takes 14 pictures on 16mm x 16mm on 16mm Roll Film.

Use of Camera : Sunny - Rainy - Snow.

### INSTRUCTION

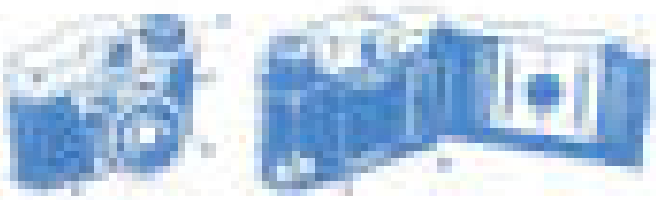
Loading Film

(1) Press the Opening Button (A) and open the Back Cover.

(2) Draw out Film Holder (N) in insert the Film Cassette.

(3) Then use Film above 1 notch. Take the winding knob (K) a little in wind the Spring Clip (C) in the return position.

(4) Close the shutter at the back cover and confirm if the Film will advance smoothly. Camera is now ready for the first exposure.



For Snapshots

1) Shutter (F) is to be opened by pushing Button (E) in 2 different speeds ..... 1 & B

Shutter in sunlight ..... Use Shutter 1.

Subject in shade ..... Use Shutter B.

### IMPORTANT

(1) HOW TO MAKE CAMERA STEADY IN PHOTOGRAPHY. HOLD THE CAMERA ON PLATFORM

You can get better pictures by taking in the sunlight.

## DEVELOPING AND ENLARGED PRINTS

Send your Exposed to: Rely Film Corp. Ltd.

P.O.Box 75 Lawrence Station, Flushing N.Y.

They have specified markers for the small film. The charge is $1.00 dollar (or) is paid check to be sent with each Exposed for developing, printing and returning. If necessary, enlarged the PRINTS. You may send as many Rolls for at a time as you wish.

Please send Full Black Heavy paper and most Stamped Self Addressed Envelope for returning prints and negatives.

Black and mailing envelope. Use Brad Cancel.

We are obliged to charge the full conditions expressed regardless of picture result which is beyond our control.

printed in japan

# MINIATURE SECRET CAMERA

Precision camera so small, it fits in cigarette pack. Weighs 2½ ounces and takes 10 pictures per roll. Precision ground lens and time expose shutter. Can be hidden anywhere. Complete with free roll of film.

No. 788 $1.00

6 Rolls Film $1.00

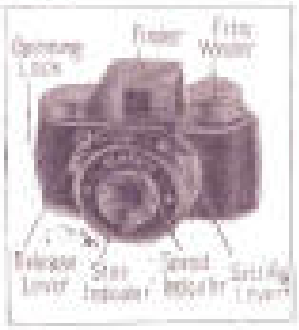
# MYCRO
## The Miniature Roll Film Camera

A really novel all-metal camera, which measures approximately only 2 (.3?) inches, small and yet strong weight the whole into the palm of hand. Beauty in design and finish. Its operation is extremely simple, and with delight at ease and it meets every conceivable requirement for quick and accurate results.

Equipped with f. 4.5 lens of the finest quality giving really perfect definition that can be enlarged to practically postcard size but goes very much further.

Uses Mycro miniature film loaded a single aspect, for 16 exposures. It is easy to make whole series of such charming pictures with the Mycro. Cheap because a miniature film used.

Shutter is of the speed device to ensure the minimum operation and will give instantaneous exposure of 1/25 to 1/100 a second and "B" action. With each camera a smart convenient leather case supplied. Thus the Mycro is the ideal universal miniature camera, which finds a ready welcome in the family and for all out of door photographers.




## How to use the Mycro Camera

In order to operate the camera correctly, the following directions should carefully be observed.

(1) Push down the left hand lock of the camera and open the back cover.

(2) Insert a new film into the right side spool chamber.

(3) Pull out about one inch of the backing-paper of film and the end of the backing-paper is to be inserted into the slot of the left side empty spool. Be sure that the light sensitive of film (the emulsion side) toward the lens. Spool up empty wind-light turning slowly, ensuring that the backing-paper tightly and firmly grip with.

(4) Then shut the cover and turn the winding knob so long until the number "1" appears in the exposure-counter window of the back cover and now ready for shooting.

(5) To take a photograph, push down the setting lever of shutter and get into the object through the view-finder. Then press the release lever gently but exactly with the forefinger of the right hand. Any object further than five feet away is always in sharp focus.

(6) After the last number "16" has been shot up of all the backing-paper to fix end. Open the back cover and take out the film. Hand the cartridge to the roll and send it to a Kodak Service. When working toward the bright light, always use Mycro Lenticular to reduce glare and bright reflection.


NANWA CO., LTD.
No. 1, Ichiban, Kyobashi,
Chuo-Ku, Tokyo.
Tel. Kyobashi (56) 1000.


**Mycro**

# Enjoy yourself with [illegible] Camera!

Just insert cartridge in view-finder and snap the shutter!

Equipped as follows:

Lens: Single Fixed Focus.

Shutter: 1 1/50 & B.

Detachable Leather Carrying Case.

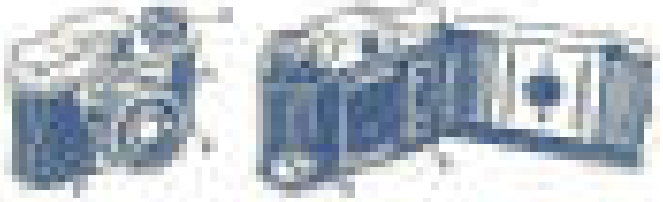
Takes 12 pictures of 4cm x 4cm on 35mm Roll Film.

Size of Camera: 10cm x 9cm3 x 8cm.

## INSTRUCTIONS

### Loading Film

1) Press the Opening Button (A) and open the Back Cover.
2) Draw out Film Holder (B) to insert the Film Cassette.
3) Draw out Film about 5 inches. Turn the winding knob (D) a little to bring the Sprocket Cog (E) to the center position.
4) Peep the window at the back cover and assurance of the Film roll advance smoothly. Camera is now ready for the first exposure.



### For Snapshots

1) Shutter (F) is to be operated by adjusting Button (G) to 3 different speeds ..... 1 & B
   Subject in sunlight ..... Use Shutter 1.
   Subject in shade ..... Use Shutter B.

## IMPORTANT

BE SURE TO HOLD CAMERA STEADY OR PREFERABLY REST THE CAMERA ON PLATFORM

This can get better pictures by taking in the sunlight.

## DEVELOPING AND ENLARGED PRINTS

Send your Roll Film to: Jade Film Dept. Lab. P.O.Box 79, Liverpool Street Station, E.C.2. We are specialised machine for the small film. The charge is 3/-(3/- dollar (M) or equal check) to be sent with each Roll film for developing (6 negatives and returning 3 prints, enlarged size 3"x2½"). You may send as many Rolls as at a time as you wish.

Please wrap Roll film with heavy paper and send Prepaid Self Addressed Envelope for returning pictures and negatives.

Mark your mailing envelope: Use Red Cross.

(We are obliged to charge the full tariffing standard regardless of picture result which is beyond our control.)

Fresh Film & Processing Always Available.

For YOUR CONVENIENCE in case your dealer cannot supply, include $1.25 when you send the enclosed film.

You will receive a new roll of film with the DEVELOPING and PRINTING of this new roll PREPAID.

Through this convenient service you are assured that the finest workmanship and materials will be used in the developing and printing of your ROTO film by HOLLYWOOD experts.

All prints from properly exposed negatives enlarged to 3½"x4½".

All ROTO film is developed in FINE GRAIN DEVELOPER and printed on a specially designed ELECTRONIC OPTICAL PRINTER to insure maximum quality.

Pictures will be returned AIR MAIL.

# IMPORTANT

**American made de Luxe**

**FILM ENCLOSED—SAVE THIS BAG.**

**POSTO FILM SERVICE**

P.O. Box 151, Hollywood 28, Calif.

To order new film and processing.

Enclosed find $_____ in cash for set of _____ rolls of film including DEVELOPING and PRINTING.

NAME_____

ADDRESS_____

STATE_____

Add to your purchase amount of State and/or Federal (consumer) tax if any.

# MYCRO

## vor Gebrauchsbeginn

Die MYCRO wurde vorsichtig einer Sorgfaltsprüfung unterzogen. Es empfiehlt sich, vor Inbetriebnahme der Kamera mit MYCRO zwei oder drei Aufnahmen zu machen und diese zu entwickeln und anzusehen. Auf Grund dieser sehr einfachen Handhabung kann jeder Anfänger sofort mit der MYCRO arbeiten und sicher einwandfreie Bilder erzielen.

Die Kamera der MYCRO hat eine Lichtstärke von 1:4,5. Aus diesem Anfangsgrunde empfiehlt es sich, vor der Objektivblende eine Spezialvorrichtung mit Farbenfilter Gelb zu einsetzen.

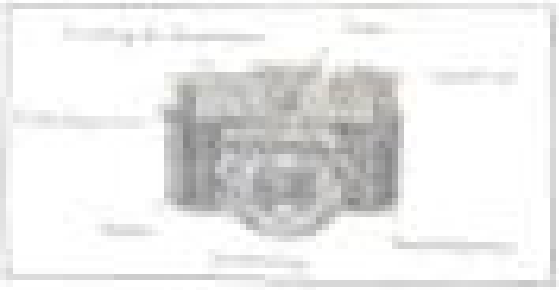
Die Filmkassette besteht aus Chromo-Nickel-Stahl und ist ausgelegt für Tageslicht. Diese ist unbedingt erforderlich, damit Sie ohne den Film gefährdet zu haben, wechseln können.

Durch den Spezialverschluß der MYCRO wird Belichtung in 1/25, 1/50 und 1/100 sec. ermöglicht. Eine weitere Lichtbeschränkung durch Blenden wird der Fotograf für Spezialzwecke, die MYCRO ist jedoch ohne weitere Maßnahmen, die dieser in der Tasche hat, Fotografie gefertigt hat.

## Fotoaufnahme

Bitte, beachten Sie folgende Punkte, um Fehlerquellen auszuschließen:

1. Bewegen Sie, ehe aber Sie Ihren Apparat die Tasche des Verschlußhebels und öffnen Sie den Kontakter.
2. Legen Sie einen photosensitiven Film in die Spule Drehscheibe.
3. Zieht Sie einen Meter Filmpapier aus der Spule und führen Sie die Papierspitze des Films in den Schlitz der Aufwickelspule in der Mitte Drehscheibe. Nun drehen Sie mit Hilfe des Knopfes Film bis Sie Ihren Film Ihrer Kamera ein Gefühl hat. Nun drehen Sie den Filmmagazinkopf, wodurch Sie sicherstellen, daß auf Ihre Film fest auf die Spule sitzt.



4. Schließen Sie den Kontakter und drehen Sie den Filmmagazinkopf so lange, bis Ihr Film Perlen der Gummischeibe sichtbar.
5. Nun ist Ihre Camera richtig auf Ihren Film eingestellt. Jetzt können Sie den Verschluß öffnen. Sie den Auslösehebel für einen Ihrer Ihrer Aufnahmebilder und wiederholen Sie Ihren Aufnahmeprozeßmit Ihrer Film, bis Sie auf die Aufnahme verfügen. Nehmen Sie mit Ihre Empfänger die weiteren Fotos mehrere Ihre Aufnahmeschritt machen. Die Camera eignet sich gleich für eine Einfarbenaufnahmen bei 1:25 oder 1:50.
6. Wenn Sie alle Ihrer Aufnahmen Ihrer Film gemacht haben, nehmen Sie den Film ganz auf und öffnen Sie den Kontakter. Ihr Film, nicht verwechseln Sie mit dem gummierten Papier. Nehmen Sie bei dieser Spezialaufnahmeung entweder, entwickeln es sich immer die MYCRO Spezialentwicklerdosen verwendeten, um Lichtschutz zu vermeiden.

**CONFIDENTIAL — CONFIDENTIAL**
**AUTHORIZED ONLY**

1.— **DATE EMIS FILL VERIFIED**
**on SECRET REPORT FILE.**

2.— Overall MLS File Separation
[preferably DRIGHT] is
**REQUIRED LIGHT** (away from
bright room lights).

3.— **VERY IMPORTANT——**
**NEW NEWS REPORTS**

This slip file requires Expert **LITE** File-pull Training
-ing to **SPECIFICAL** ultimate
Decisions plus Political Impact Relating (when necessary) FOR DRAF, PHILIPP
**[CLIMBER DRAGONS].**

Don't take Channel TWO [BAD DUTY-FAILURE IF NOT **ACTIVE TOGETHER** - and
with Yamaright WHAT will
often **KILL** the Second File
Or **ON ZEN** this File Separation to any Small Show for Processing, regardless of
what they tell you, **BUT** you
**IS DIRECT** on the verify-ing. **Use Ty** Centroplus Tal-
ks, p.— 18, x.7. - - - to the
small Selling Center is com-
in, together with your Pal-
**ENT FOR PLACEMENT** Ty, as
**ILLUSTRAT** on enclosed Order Form

## Enjoy yourself with Miniature Camera!

Look through (about) in view finder and snap the shutter.

Developed at Home.

Lens: Single Fixed Focus.

Storage: 1 (120) & 5

Specially Designed Carrying Case.

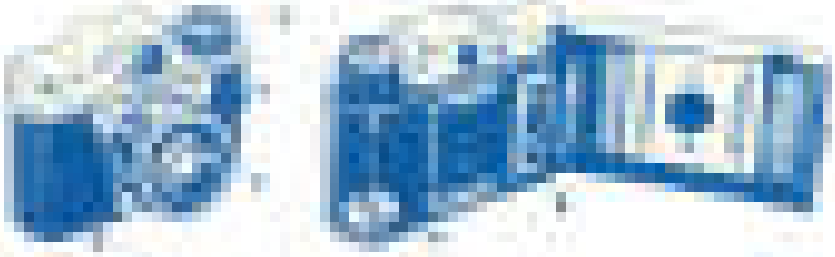
Takes 16 pictures on 35mm Lomo or Home Roll Film.

Size of Camera: 90mm x 60mm x 30mm.

### INSTRUCTIONS

**Loading Film**

1) Press the Opening Button (A), and open the Back Cover.
2) Draw out Film Holder (B) to insert the Film Cassette.
3) Draw out Film about 2 inches. Turn the winding knob (D) a little to bring the Spring Clip (E) to the right position.
4) Press the window of the back cover and pressure of the Film will advance automatically. Camera is now ready for the first exposure.



**For Snapshots**

1. Shutter (F) is to be operated for adjusting Diaphragm (G) in 2 different speeds ..... 1 & 5
   Subject in sunlight ..... One Shutter 1.
   Subject in shade ..... One Shutter 5.

### IMPORTANT

BE SURE TO HOLD CAMERA STEADY OR PREFERABLY REST THE CAMERA ON PLATFORM.

You can get better pictures by taking in the sunlight.

# Entry (Immediate with subtleties Entry)

[illegible]

Equilibrium at Entry:

Long: Single Level Exam

Entry: [illegible]

Stop/Loss: Longer Opening Exam

Exam: [illegible]

Exit: [illegible]

---

**[illegible]**

Longer Exam

1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]

Exit Stopping:

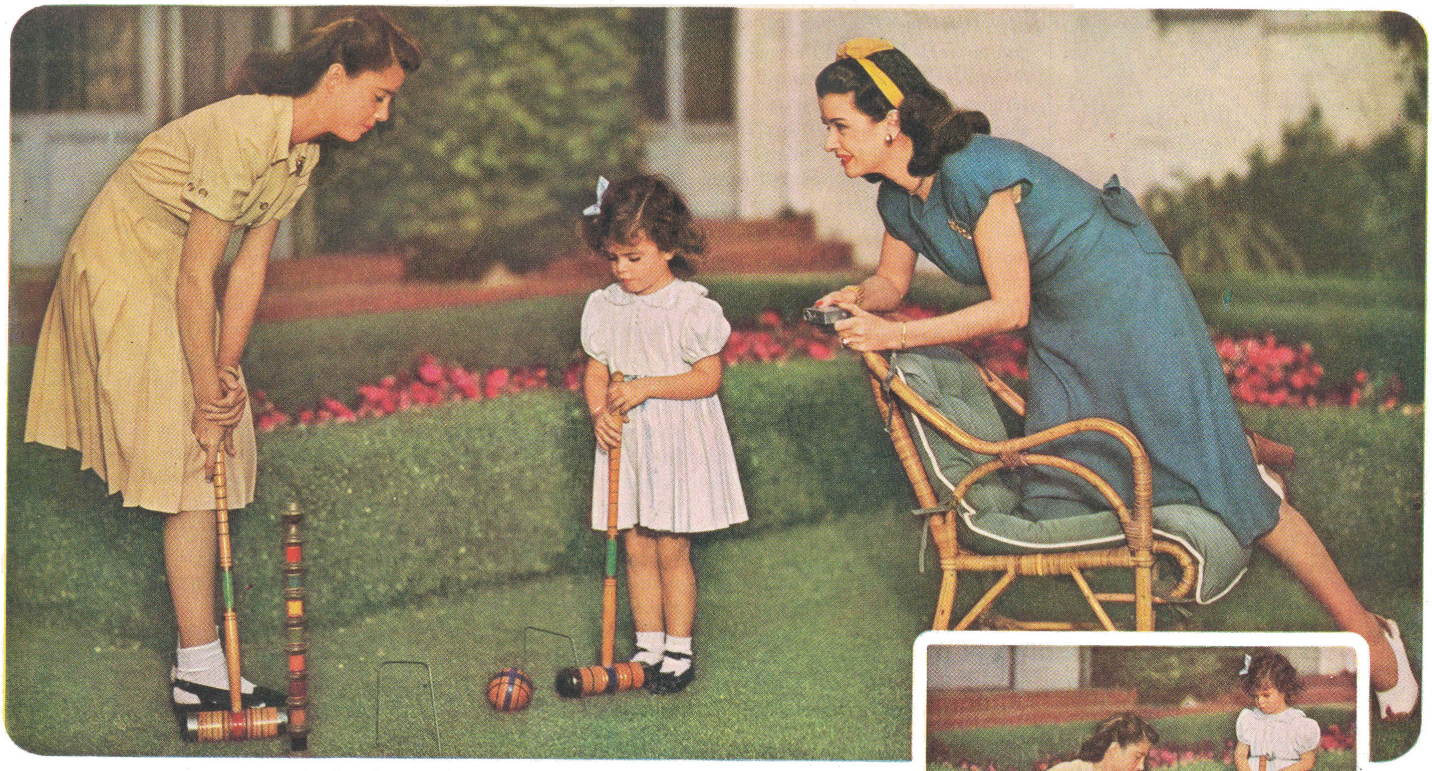
1. [illegible]

---

**[illegible]**

[illegible]

Exam [illegible]



JOAN BENNETT, star of the Diana Production "SECRET BEYOND THE DOOR," a Universal-International release, photographs her children, Melinda and Stephanie with the Whittaker Micro 16 Camera.

# "You have no idea" says Joan Bennett

## "how easy it is to take color pictures of your children with this *Tiny Precision-Built Camera*"

Whether you are experienced or *have never taken a picture,* THIS is the camera for you! The amazing, new pocket-size, purse-size camera . . . "precision-built" for perfect pictures.

**READY FOR ACTION** on every occasion! Carry it everywhere in your pocket or purse. Actually smaller than a package of cigarettes—packed with precision for "big-camera" results.

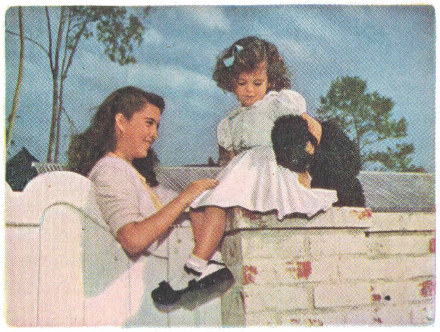
**INSTANT PERFORMANCE**—no focussing, no fussing. Simply frame your picture in the "true-view" finder, press the "sure-shot" button, and the tiny "eagle-eye" lens records what you see in every detail—instantly!

**SNAPS COLOR** with the same fidelity as black-and-white. Insert a *color film* and snap your picture—pictures in true-to-life color of your children, your family, your friends, landscapes, gardens, anything you see.

**NO OTHER CAMERA LIKE IT!** Remember . . . this is the WHITTAKER MICRO-16 "PRECISION-BUILT" SNAPSHOT CAMERA—the only camera in the world of its kind, size, quality, design and craftsmanship—the latest development in modern photography.

**SEE IT AT YOUR DEALER'S!** Hold it in your hand; get the smooth "feel" of it; note its classic beauty; its satin chrome-plated finish and smart modernistic styling. As soon as you lay eyes on it, you'll fall in love with the WHITTAKER MICRO-16 CAMERA! *Send the coupon below today for name of the dealer nearest you,* and complete information in an attractive folder.

*Take the tiny Whittaker Micro-16 on your vacation. Make a permanent photographic record of your fun—in color or black-and-white.*



*Children like to have their picture taken with the Whittaker Micro-16 Camera—it's so small, so appealing to a child that all are interested in it.*

LOOK! *Actual size . . . Actually smaller than a package of cigarettes!*

**YOU GET THESE CONVENIENT FEATURES WITH THE WHITTAKER MICRO-16**

- Uses Standard DuPont or Ansco 16mm Film.
- Universal Achromatic Lens, "precision-set" to 1/1000 of an inch.
- Fixed Focus. Sharp, clear images and backgrounds from three feet to infinity.
- Daylight Loading. Simply drop film cartridge in loading well.
- Extreme Depth of Field. Fine, distinct foreground and background *in same picture.*
- Popular Size Prints, 2½" x 3¼"

FAIR-TRADED AT **$29.50** INCLUDES EXCISE TAX

**NEW ECONOMY FILM PLAN**

12 exposure roll of DuPont black-and-white film—$1.00—including developing and twelve 2½" x 3¼" prints returned to you.
10 exposure roll of Ansco color film, including developing of positive strip transparency returned to you, $1.00.
(Color Prints 2⅛" x 3"—40c each—3 for $1.00)
After taking pictures, simply put exposed film in the container . . . drop in mail box. Prints come back to you by return mail.

**Whittaker**
**PRECISION BUILT Micro 16**

MADE BY MAKERS OF PRECISION AIRPLANE VALVES AND CAMERAS

MAIL THIS COUPON

The Wm. R. Whittaker Co., Ltd., Dept. H-10, 915 N. Citrus Ave., Hollywood 38, Calif.
Please send me name of dealer nearest me, and folder completely describing Whittaker Micro-16.
My name and address are:

NAME_____

STREET_____

CITY_____ ZONE_____ STATE_____

Snappy
CAMERA

## Injure yourself with scissors (Lenses)

Use sharp scissors to remove holes and snip the border.

Equipped on Models:

Lens: Single Focal Point

Model: C-A20, A-3

Shutter Lifetime Starting From:

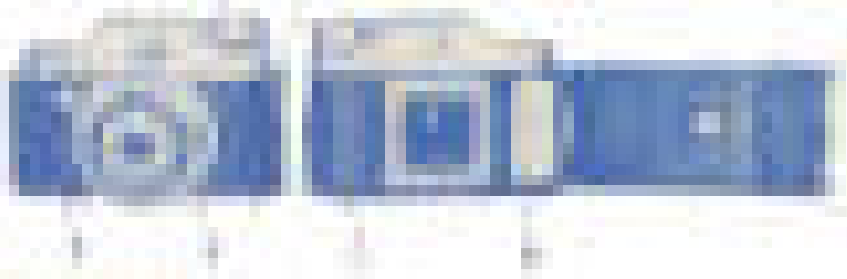
Upon 30 percent of Shots (1,000) of Usual Roll Film.

Use of Lenses: Zoom, Fixed Focus.

### SUPPLIES

**Lens Cap Fix**

1. Place the Opening Button (A) not upon the Back Cover.
2. Open and Close Holder (B) to insert the Film Cassette.
3. Turn on Film about 2 rotations. Turn the winding knob (B) a little to wind the Spring Cap (C) to the correct position.
4. Peel the sticker on the back cover and laminate it the Filter with a more specific Circular A hole inside for the Grip a sponge.




**Fix Diaphragm**

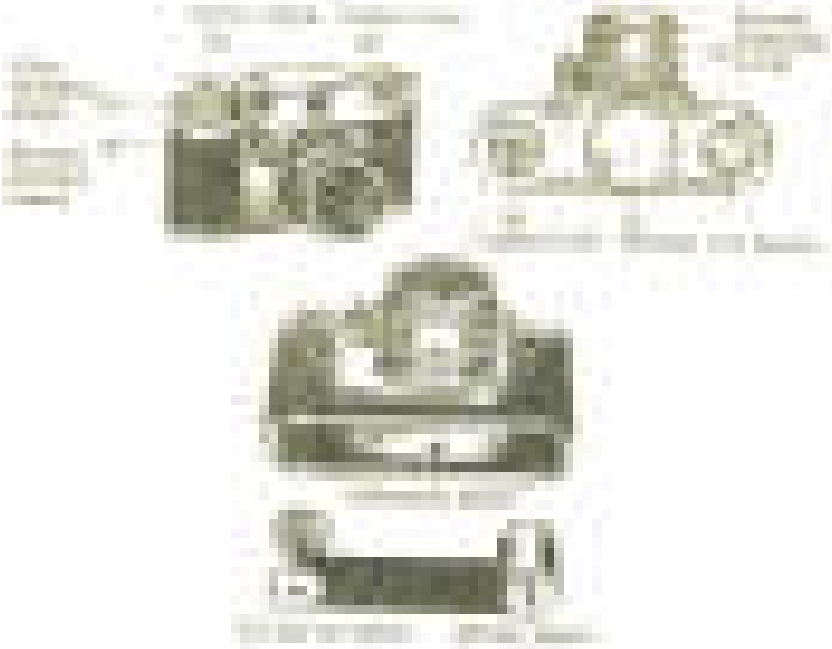
1. Position (F) a in the spacer by adjusting Position (F) a 2 different cases. 1 & 2
   Subject is closight 1 ... The Shutter is
   Subject is shoty 2 ... The Shutter is

### IMPORTANT

**BE SURE TO READ CAMERA STRAP AS PROBABLY NOT THE LOWER ON PLATFORM**

Turn a cm spot that let contrast for taking in low lumpight.

# INSTRUCTION



## [illegible]

1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]

## [illegible]

1. [illegible]
   [illegible] ..... [illegible]
   [illegible] ..... [illegible]
2. [illegible]
3. [illegible]
4. [illegible]

[illegible]

## [illegible]

1. [illegible]
2. [illegible]
3. [illegible]

This picture was taken in available light; an example of the excellent results obtainable with the YASHICA Y16 camera. Compare the enlargement with contact print.

## Accessories & Equipment

for the YASHICA WAY of 16mm photography

**FILM:** (loaded in CLIPLOAD MAGAZINE)
- Y16 Black and White Film
- Y16 Color Film

**FOR PICTURE TAKING:**
- Filter
- Flash Gun
- Table Tripod

**FOR FILM DEVELOPING:**
- Developing Tank

**FOR ENLARGING:**
- Magnifier Printer
- Enlarger

**FOR PROJECTING:**
- Slide Viewer
- Slide Projector

YASHICA CO., LTD.
TOKYO, JAPAN

Printed in Japan

# YASHICA

SUBMINIATURE CAMERA

# Y16

ANOTHER YASHICA FIRST
THE CLIP-LOAD MAGAZINE

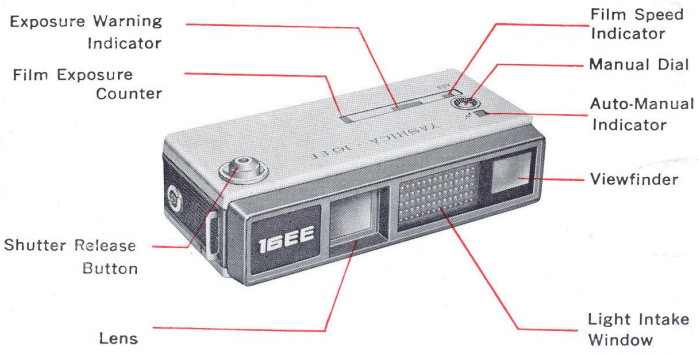
## USE E-16 FILM FOR THIS CAMERA

Use E-16 film prepared for exclusive use in the Yashica 16E. E-16 film is packaged in a cassette of 20 exposures. E-16 film is available both as monochrome film (ASA 80) and color film (ASA 100).

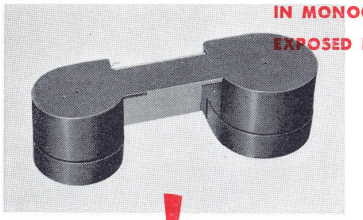
## TAKE GOOD CARE OF YOUR CAMERA

1. Shock may damage the exposure meter. Handle the camera carefully. Avoid exposing it to a high moisture or high temperature.
2. Don't disassemble the shutter assembly or the camera yourself.
3. Always keep your camera carefully stored free from dust and moisture.

## NEWLY DESIGNED YASHINON LENS IS BEST SUITED FOR




## UNLOADING FILM



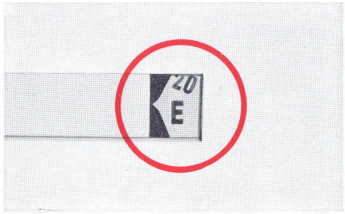
### IN MONOCHROME PHOTOGRAPHY, BRING THE EXPOSED FILM TO YOUR PHOTO SHOP.

Bring the exposed monochrome film, without taking it out of the cassette, to your photo shop.
If you develop it yourself, fine-grain development is recommended.

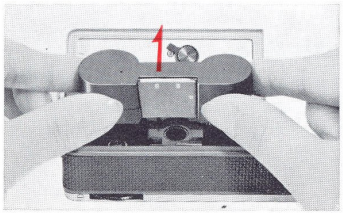
### IN CASE OF COLOR PHOTOGRAPHY, SEND THE EXPOSED FILM TO THE YASHICA COLOR FILM LABORATORY.

Pack the exposed color film carefully, following the instructions in the enclosed leaflet, and mail it to the Yashica Color Film Laboratory.

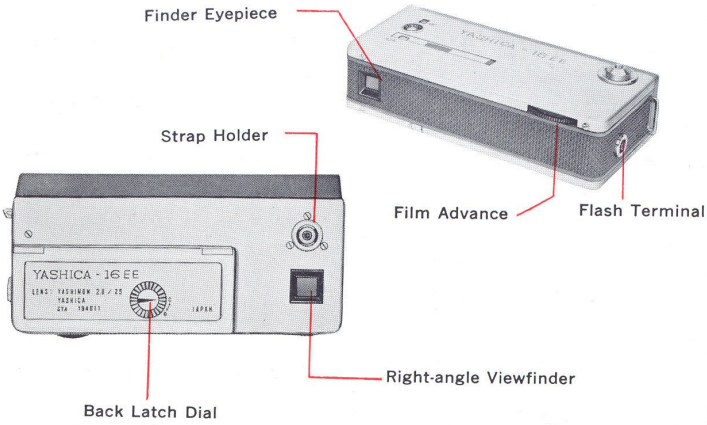
## COLOR PHOTOGRAPHY

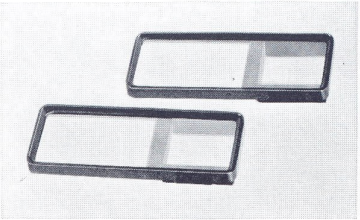



When Number 20 appears on the film exposure counter, the film has been exposed to the end. Set and release the shutter again and again until Letter E appears in the window.



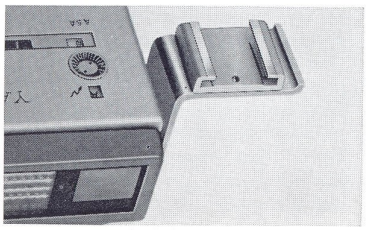
Then, turn the back latch dial clockwise until the red arrow points to O-position, open the back lid, and take out the film cassette.





**EXCLUSIVE FILTER**

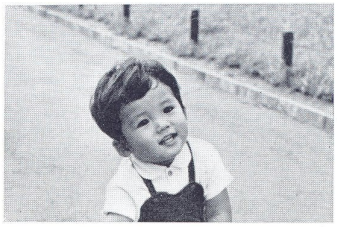
Two filters for monochrome photography (ND and Y2) and two for color films (1A and 80B) are available.



**ACCESSORY SHOE**

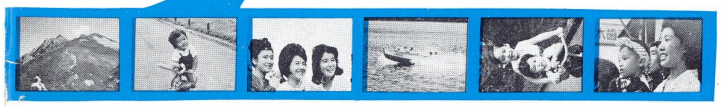
The accessory shoe is used when you wish to attach a flash gun to the 16EE. To fix it, screw it into the tripod socket.

The negative picture of the 16EE is very small—10mm×14mm, but is very sharp and, whether in monochrome or in color, gives you perfect pleasure in photography.
The 16EE has a built-in UV filter.

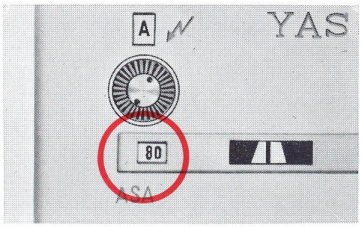


Enlarged

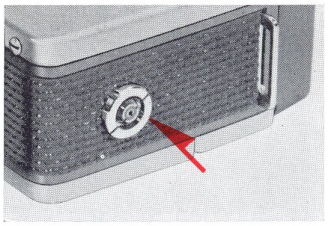
Original size
(10mm×14mm)



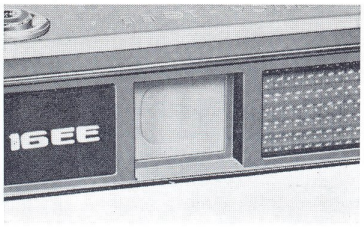
## A SMART 16mm CAMERA, WHICH CAN BE CARRIED EITHER



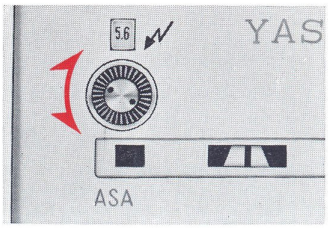

The 16EE is an Electric Eye camera. Once you set the film speed dial to the ASA rating of the film to be used, the camera determines the proper exposure automatically.



For flash photography, the shutter speed is set at 1/30 sec. at Point X. You can use either an electronic flash or a flash bulb of the M or F class.

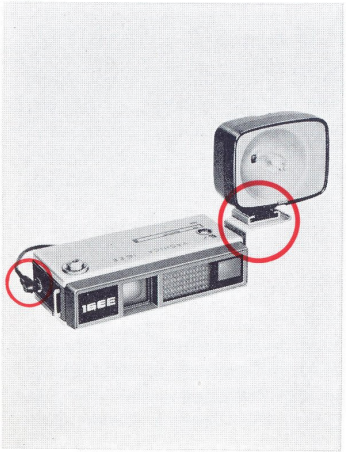



You need not worry about focusing. Because the 16EE has a fixed focus lens, you don't have to focus the camera, regardless of the distance to the subject.




To use a flash gun, turn the manual dial until the Auto-Manual Indicator shows the desired lens aperture.
Select the lens aperture by measuring the distance between the camera and the subject by the eye and dividing the guide number of the flash bulb by the distance.

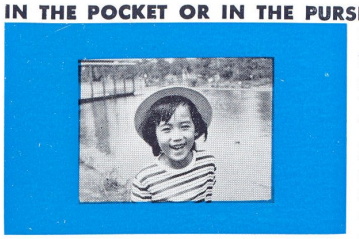
## ANY TYPE OF FLASH GUN CAN BE ADAPTED



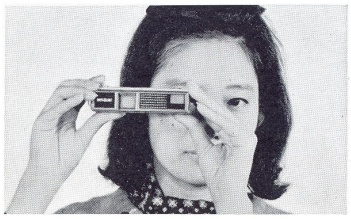

For flash-photography, don't use the A-position, which is for E. E. photography only.
If you turn the manual dial from the A-position, the shutter speed is automatically set to 1/30 sec.

When you use a flash gun, use the accessory shoe designed for exclusive use with the 16EE.
Insert the plug of the flash gun cord into the flash terminal.

## IN THE POCKET OR IN THE PURSE.

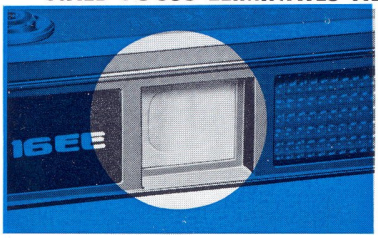


Use the full scope of the viewfinder when you compose your picture.
The negative is very small.
Therefore, plan the picture composition in the viewfinder very carefully before you press the shutter release button so that there will be no need of trimming afterward.



Movement of the camera at the moment of releasing the shutter blurs the picture.
For a midget camera like the 16-EE, movement of the hands holding the camera is most undesirable. Hold the camera properly with both hands, and press the shutter release button.

## FIXED FOCUS ELIMINATES NECESSITY OF FOCUSING

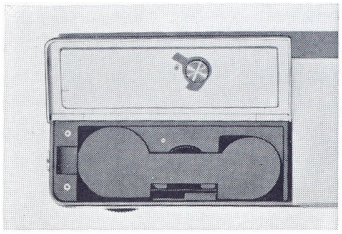



The 16EE is so designed that all the subjects seen through the finder, regardless of the distance, appear sharply defined in the picture. You need not adjust focus.

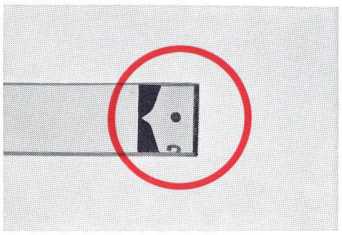
Depth-of-Field Table

| F | 2.8 | 4 | 5.6 | 8 | 11 | 16 |
|---|---|---|---|---|---|---|
| Meter | 2. 08 ∫ 5. 35 | 1. 84 ∫ 8. 07 | 1. 60 ∫ 24. 9 | 1. 33 ∫ ∞ | 1. 10 ∫ ∞ | 0. 85 ∫ ∞ |

## HOW TO LOAD THE FILM



Store the film cassette tightly in the cassette chamber. Close the back-lid and turn the back latch dial counter-clockwise until the red arrow points to C.

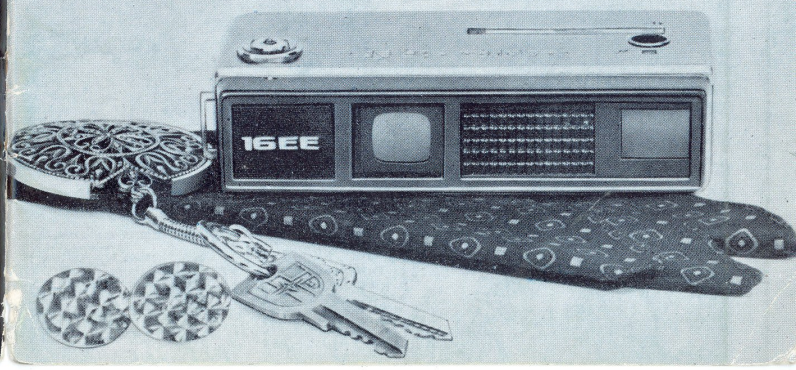


After loading and closing the camera the letter S will appear on the film exposure counter. Advance the film by turning the film advance releasing the shutter at each exposure position until the O mark appears in the window. You are now ready to shoot your first exposure.

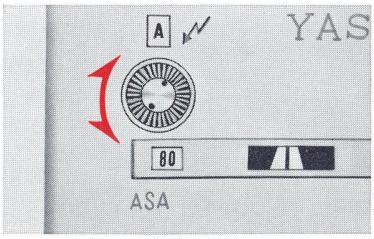
YASHICA CO., LTD.

# YASHICA 16EE

## INSTRUCTION BOOKLET



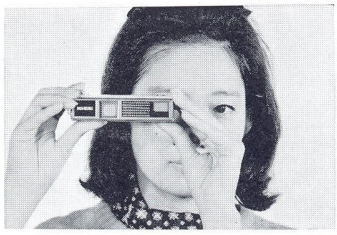
## AN EE CAMERA WHICH GIVES A FINE NEGATIVE BY A SIMPLE



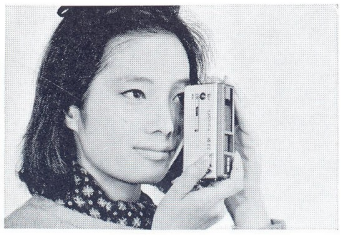

Adjust the ASA setting to the speed of the film to be used. Turn the manual dial until the ASA rating of the film to be used appears in the film speed indicator window. If you forget to follow this procedure, proper exposure will not be obtained.

The ASA number indicates the film speed and is printed on the box of the film or on the enclosed leaflet. The 16EE has four exposure settings ASA 32, 80, · (100) and 320.

## ANOTHER FEATURE OF THE 16EE



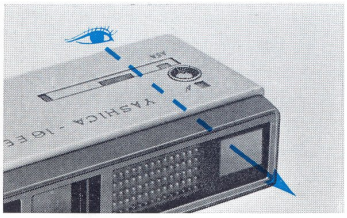
You may aim the 16EE at the subject from any angle you like. However, it is necessary that you sight the subject properly in the viewfinder.



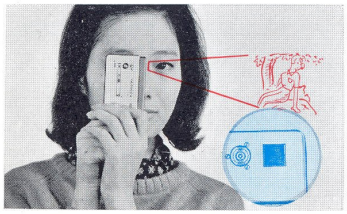
Be sure to hold the camera level. Check to make sure the lens or the light intake window of the electric eye is not obstructed by your fingers, or the leather strap.

## HOW TO HOLD YOUR CAMERA

## RIGHT-ANGLE VIEWFINDER FOR CANDID PHOTOGRAPHY IS




The main viewfinder of the 16EE is of the "look-through" type. Because the negative is very small, plan your picture composition very carefully so that there will be no need of trimming the picture.



The 16EE has a right-angle viewfinder for secret snapshooting. By using this viewfinder, you can take candid shots.

## PRESS OF THE SHUTTER RELEASE BUTTON.

2 Point the camera toward the subject, and look at the exposure warning indicator.

X

OVER EXPOSURE

If the needle is in the left-hand red zone, the lighting is excessive. In that event, use a filter, such as ND or Y2, and take a picture with the electric eye (at the "AUTO" setting).

O

CORRECT EXPOSURE

When the lighting is adequate, you may take a picture at the "AUTO" setting without any filter.
If the needle is in the white sector between the two red sectors, proper exposure will be obtained.

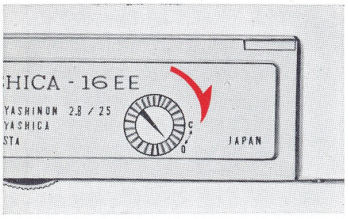
X

UNDER EXPOSURE

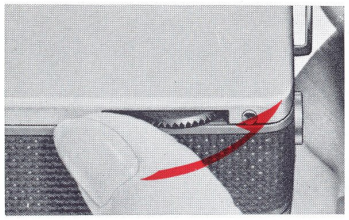
When the lighting is insufficient, switch over to manual. When the needle is in the right-hand red zone, the exposure is short. Don't use the electric eye, but use a flash.

FOR CORRECT EXPOSURE

## AVOID DIRECT SUNLIGHT WHEN YOU LOAD OR UNLOAD THE FILM

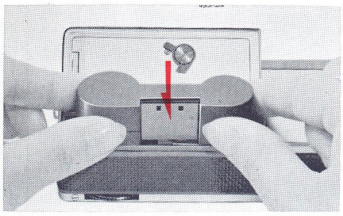



Set the arrow on the back latch dial to the O-position. Then the back-lid opens automatically. (At the same time, the film exposure counter returns to the S (start) position automatically.)

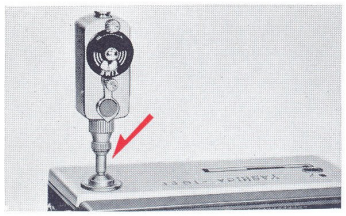


### TO ADVANCE THE FILM

Turn the film advance counter-clockwise until it stops, and the film advances by one frame, and shutter is charged simultaneously.



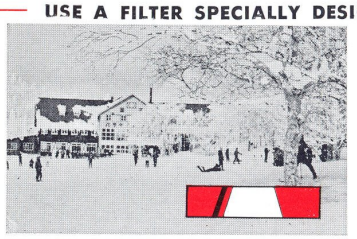
Put the E-16 film cassette in the cassette chamber.



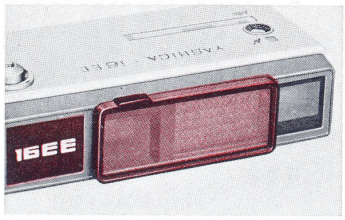
### SELF-TIMER

Use a screw-in type self-timer available on the market.
Screw it into the shutter release button.

## USE A FILTER SPECIALLY DESIGNED FOR THE 16EE



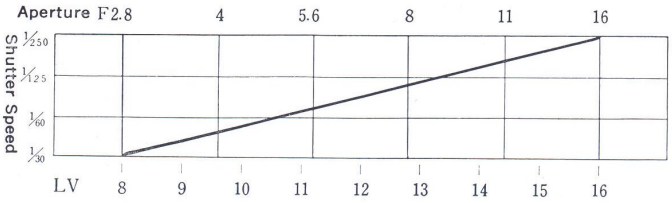
In places where the light is very strong, such as seashore in summer or a snow field, the lighting tends to become excessive, and the exposure warning needle will swing into the left red zone. In such cases, use a filter (ND or Y2).




Filters specially designed for the 16EE are available. Because they cover not only the lens but the light intake window of the electric eye, you need not recalculate the exposure to compensate for the light loss with the filter.

## SHUTTER AND DIAPHRAGM

The 16EE has a programmed shutter. The shutter diaphragm mechanism is coupled to the electric eye and the proper exposure is given by this mechanism. You need not worry about exposure settings, but have only to press the shutter release button.
If you turn the manual dial clockwise until the letter A disappears from the window, the shutter is automatically set to the speed of 1/30, and you can manually set the lens aperture.




PROGRAMMED SHUTTER

can easily use your existing flash unit with the Yashica-16 camera.

Other accessories, currently in the development and production stage, which have been promised for later delivery include filters, a tripod, and the processing equipment already mentioned.

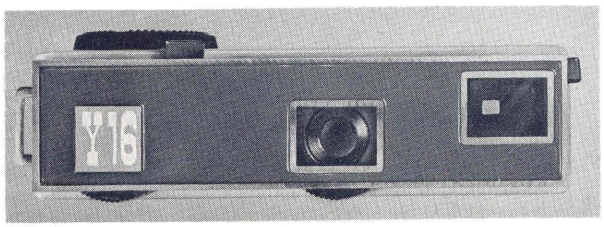
**Switching Films in the Middle of a Roll**

Here's an added advantage of the Yashica-16's Clip-Load Magazine. With a roll of film in the camera, you can switch from one film type to another at any time, by sacrificing a single exposure. Let's say you're loaded up with black-and-white film and a color subject strikes your fancy. Simply advance the film and release the magazine. Then slip in a magazine of color film.

The only problem is that the exposure counter will automatically return to "S" (start). In other words, if you inject a cartridge that only has 10 pictures left, the film counter will indicate 24 to go, and you run the risk of taking pictures with no more film in the camera. The way to get around this is as follows: *before* removing a partially used clip-load, note the number of pictures that have already been taken. Write the number, with a lead pencil, on the outer end of the clip-load. When that given cartridge is re-injected, make a mental note of the number of exposures left.

This is a section reprinted from the book, Yashica Guide, by Richard Lowell, AMPHOTO, $1.95

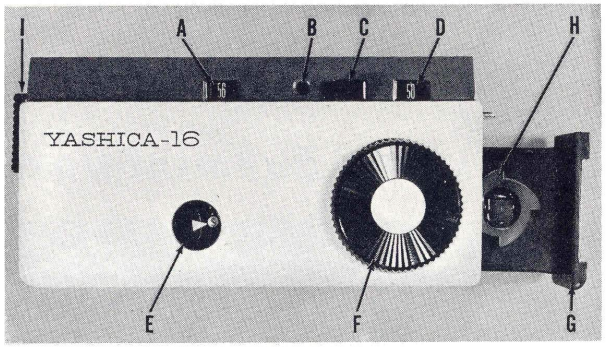
# *Yashica Y16 Subminiature*




THE INGENIOUS POCKET-SIZE Yashica-16 camera has two exciting characteristics that promise more fun for anyone interested in picture making. *First, you can always keep it with you.* The Yashica-16 is so small, so convenient, that you can take it with you wherever you go, whatever you do, whether or not you had planned to take pictures. When a sudden picture-possibility greets you, you're ready to shoot with a pocket full of precision. *Secondly, it's hardly ever noticed.* Candid pictures—real candids—are easy and fun. With a Yashica-16 you can take pictures almost "nose to nose" with a subject who won't even realize you have a camera, let alone have taken a picture.

Despite its compact size, the Yashica-16 packs enough features to cover a wide range of subject matter, from candids to scenics, from portraits to action shots. And you get 24 pictures to the roll, in black and white or color (the latter in color slides, which can easily and economically be made into wallet-size color prints).

The modern lines, attractive color combinations and exciting picture possibilities, make the Yashica-16 the "natural" second camera for any Yashica owner.

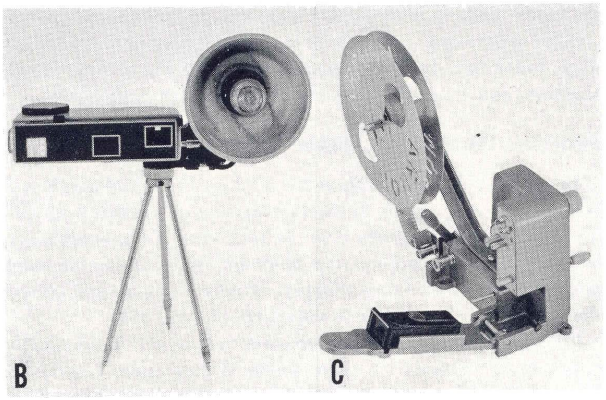



*Yashica-16: (A) lens aperture setting; (B) cable release outlet; (C) shutter release; (D) speed setting window; (E) film counter; (F) wind wheel; (G) clip-load magazine; (H) flywheel, (should face up); (I) clip-load ejector button.*

Like any other advance camera, the Yashica-16 offers shutter speed and lens-aperture settings to cover a range of conditions. But there is no need to focus. The 25mm Yashinon lens, with its great depth of field, insures sharp photographs, whether you're taking pictures of people—or distant scenics.

*Lens Aperture:* the round knob beneath the lens sets the lens opening (A), from f/3.5 to f/16, the latter setting indicated by a dot (•) after the f/11 setting. *Shutter Speeds:* the knob beneath the face plate "Y16" sets the shutter speeds (D), in a range from 1/25 to 1/200 second and "S."

The "S" setting is unique to the Yashica-16. It serves two purposes—for time exposure and slow speed. For a time exposure, partially depress the release button (until you hear a click), at which time the shutter is fully open. It will remain open until the button is fully depressed (second click), at which time the shutter is closed. By depressing the release button in one smooth stroke—through both clicks—you get a "slow" speed of approximately




**Yashica-16 Accessories**

In line with the picture possibilities of the Yashica-16, the firm is introducing a fascinating array of accessories to increase the versatility of the instrument, and your enjoyment of "subminiature" photography. If your interests lie in color slides, you will first want a slide viewer and a projector.

*The Y16 Viewer* uses penlight batteries to illuminate the slide and magnifies the image for clear, big-slide details. ($4.95).

*The Y16 Projector* takes six slides in a metal carrier; it features a 100-watt bulb that produces a bright screen image, convection cooling and helical focusing mount. (With carry-bag $29.95).

*The Y16 Film Loader* is a wonderful investment for the serious worker and the active photographer. It pays its way in film savings and permits the use of a wider range of film types—any 16mm roll film, color or black and white. By means of simple, two-step loading, the unit spools, cuts and loads film into a clip-load magazine. ($29.50)

*The Yashica-16 Flash Unit* is designed expressly for use on this camera ($6.95), however, with an accessory shoe ($1.95) you

## Handling the Yashica-16

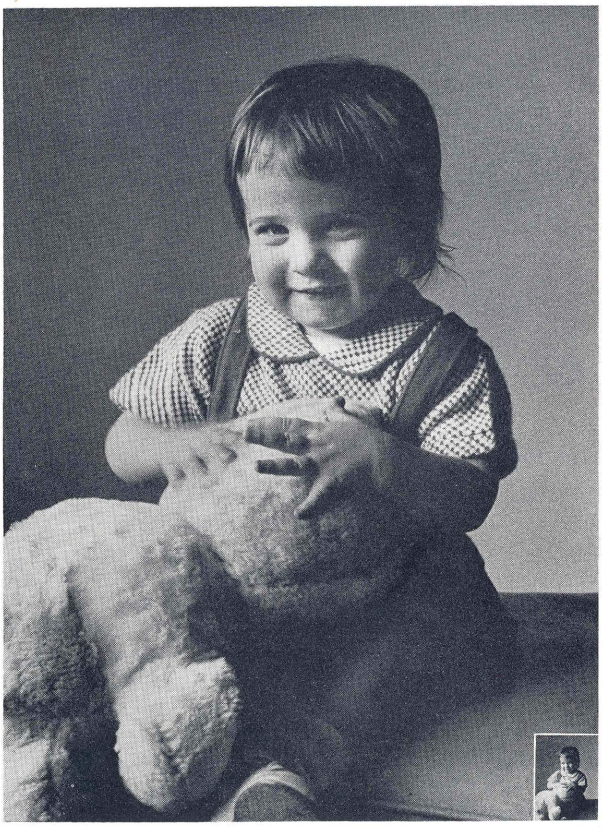
The Yashica-16 is designed to make film winding easy, natural and rapid, whether you're taking a vertical or horizontal picture. The secret is in the holding—between the forefinger and the thumb of the right hand (see illustration) with the thumb at the base and the forefinger on the winding wheel. After you've taken an exposure, simply advance the film by the rapid method illustrated on page 131 for horizontal shooting position. The same technique can just as easily be applied when the camera is held vertically. The film is advanced, the shutter "set" and the film counter registers the next number—automatically! It is particularly easy to take sequence pictures (see suggestions on page 122) with the Yashica-16 and this method.

Note: after taking the last picture in a magazine (No. 24), make sure to advance the film one additional wind to protect the last picture from accidental exposure to light. Always remove the clip-load magazine away from direct sunlight.

A word about steadiness. The Yashica-16 is capable of producing outstanding pictures despite its minute film size. However, you must be very careful to maintain a steady camera at time of exposure. Wherever practical, use at least 1/50 second shutter speed; brace the camera against your face; squeeze the shutter release with a slow, even stroke. By the way, when taking a horizontal picture, try to sight your subject with your left eye, if at all convenient. This method will permit you to brace the entire camera against your forehead (see illustration, page 131).

## Flash Synchronization

The Yashica-16 features built-in flash synchronization (X). You can use electronic flash, flashbulbs and the new AG (all glass) bulbs. (See Chapter 5.) A special Yashica-16 flashgun is available (see illustration on page 135). The flash unit is easy to attach; it screws into the tripod socket and plugs into the flash terminal. While there is no need to focus the Yashica-16, camera-to-subject distance must be estimated for determining correct flash exposure by the guide number method. (See Chapter 5.)

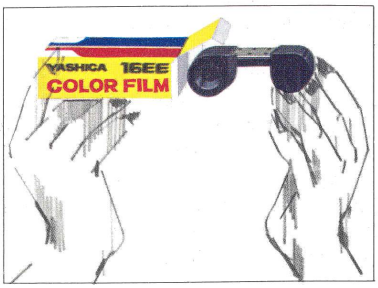


*From a 10 x 14mm negative (see contact print inset) you get convenient wallet-size prints (3x4-in.) or enlargements through Yashica Photo Service. Color slides can be made into prints.*

## Instant Loading !

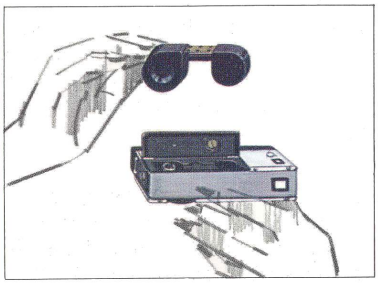
No fuss...easy-to-load film cartridge.

1



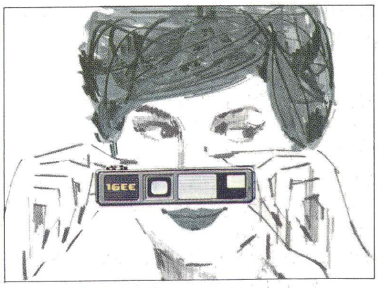

Pull out the cartridge.

2

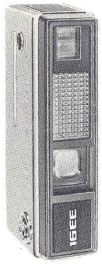


Drop in the cartridge and close the back cover.

3




Set the ASA speed and shoot.




# YASHICA
## 16EE

Exclusive filters (Y2, 1A & 80B) are available.

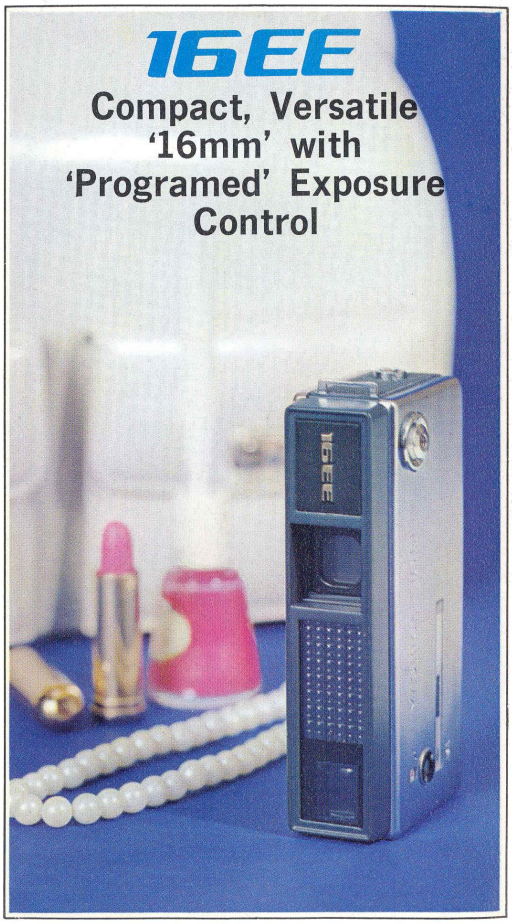
FEATURES :

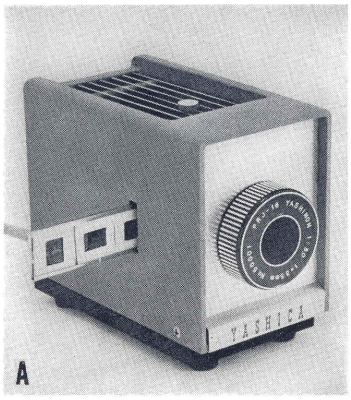
* YASHINON 25mm f/2.8 fixed-focus lens, hard coated, color corrected ; stops down to f/16
* Programed shutter with speeds from 1/30 to 1/250 of a second ; AUTO
* X synchro terminal for bulb or electronic flash (shutter speed is automatically set at 1/30 of a second): Manual diaphragm settings from f/2.8 to f/16
* Selenium exposure meter coupled to a full range of LV 8-16 (ASA 80) ; exposure warning indicator on the top of the camera ; ASA-DIN conversion table on the back side of the camera ; right-angle viewfinder
* Knurled knob advances film, cocks shutter, counts exposures and prevents double exposures
* Auto-reset film exposure counter
* Built-in UV filter
* Exclusive filters & an exclusive accessory shoe are available
* Dimensions : 112×28×52 mm
* Weight : 280 gr.

YASHICA CO., LTD. TOKYO JAPAN

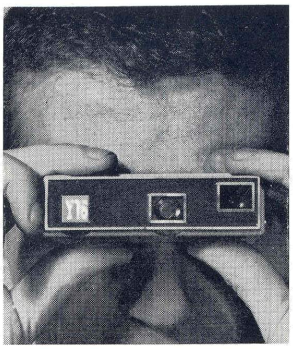
Printed in Japan

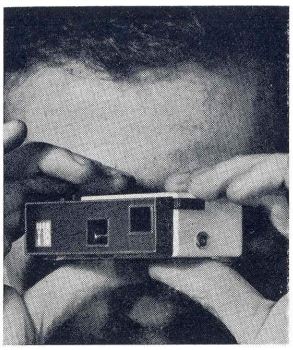
# YASHICA






*Accessories for the Yashica-16 include Illuminated Slide Viewer (A), Flash attachment (B) and the Yashica-16 Film Loader (C) which lets you load film from bulk for economy, and permits wider choice of film types.*





*When taking a horizontal picture, use the left eye to sight your subject—if convenient—and brace camera against your forehead. To wind film, maintain pressure on wind wheel, and push left side of camera forward (clockwise) as shown (at right).*

## Film Processing

The diminutive size of the Yashica-16 film (10 x 14mm, or about 4/10 x 6/10 of an inch) requires very careful handling in processing. For best results film can be sent directly to Yashica's own U. S. processing laboratory (Yashica Photo Service, P. O. Box 233, Church Street Station, New York 7, N. Y.) or any of the other domestic processors who *specialize* in subminiature work. Yashica, and most other processors will return your black-and-white films with one 3 x 4-inch print of each negative; color slides are returned in 2 x 2-inch cardboard mounts, ready for viewing or projection. Wallet-size color prints (from slides) and larger blow-ups can be made on special order. Many fine finishing services are available to Yashica-16 owners. To find out how special instructions should be made, write processor.

If you plan to do your own processing, special equipment is being prepared by Yashica. There will be a developing tank, an enlarger and a magnifying printer—all designed for your Yashica-16 film. You will never know just how much fun processing can be until you try it yourself in your own home.

1/10 second. Whether you use the "S" setting for time exposure or 1/10 second, the camera should be tripod-mounted or steadied on a solid support, such as a car, desk, wall or fence.

## Film in Clip-Load Magazines

A particularly convenient innovation in the Yashica-16 is its provision for film loading. Film comes in a magazine that slips right into the camera. Loading is simple, fast and foolproof. When the clip-load is slipped into the camera, the film counter registers *S* or *start*. Wind off and expose two frames, until No. 1 appears.

Yashica-16 film in clip-load magazines is currently available in two factory-packed types—Kodak Plus-X (all purpose black and white) and Kodachrome (color reversal film). With the Yashica-16 Film Loader (illustrated on page 135) you can choose any type of film—in color or black and white—that is available in 16mm rolls, and easily load your own into empty clip-load magazines.

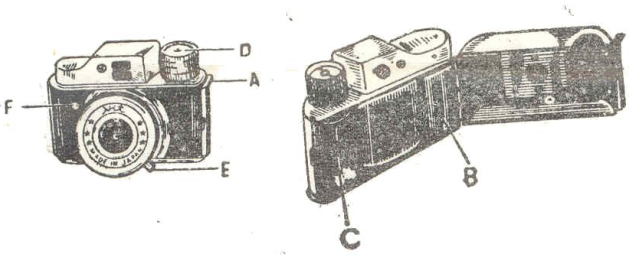
## Enjoy yourself with miniature Camera !

Just center subject in view-finder and snap the shutter.
Equipped as follows:
Lens: Single Fixed Focus.
Shutter: I(1/25) & B
Genuine Leather Carrying Case.
Takes 10 pictures of 14mm×14mm on our Roll Film.
Size of Camera: 55mm×30mm×30mm

### INSTRUCTION

**Loading Film**

1) Press the Opening Button (A) and open the Back Lid.
2) Take out Film Holder (B) to insert the Film Cassette.
3) Draw out Film about 2 inches. Turu the winding knob (D) a little to bring the Slit of the spool (C) to the center position.
4) Peep the window at the back lid and ascertain if the Film will advance smoothly.
   Camera is now ready for the first exposure.




**For Snapshots**

1) Shutter (F) is to be operated by abjusting Button (E) in 2 different speeds ····· I & B
   Subject in sunlight ····· Use Shutter I.
   Sjubect in shade ····· Use Shutter B.

### IMPORTANT

BE SURE TO HOLD CAMERA STEADY OR PREFERABLY REST THE CAMERA ON PLATFORM

You can get better picture by taking in the sunlight

**DEVELOPING and ENLARGED PRINTS**

Send your tiny Rollfilms to TINY FILT PHOTO LAB. P. O. Box H-36, Parkville Sta., Brooklyn 4, N. Y. They have special Formulas and specialized Automatic Machines for these tiny Rollfilms. The Charge is only 7¢ each Enlarged Wallet-Size print 3″×3½″-times 10 Exposures equals 70¢ PLUS 30¢ for Ultra fine-grain Film Developing and Retouching (at their discretion). All Exposures Count. SEND TOTAL OF $1.00 CASH WITH EACH ROLLFILM (and as many Rollfilms as you wish). No Developing of Film Only. No. C. O. D's. Add 15¢ (Bank Fxchange Charge) to Checks or Money Orders. Send along a regular small envelope addressed with your Name & Address and 4¢ Stamp (1 st Class) or 7¢ Stamp (Air Mail) on it, for EACH processed Rollfilm you send us. If your local Retailer cannot supply you, we have tiny FRESH ROLLFILMS available. Be sure to mark your Mailing Envelope (with the Rollfilms) in Big Letters near Stamp: "USE HAND CANCEL"

Printed in Japan

JUNIOR PHOTO DEVELOPING LAB.
P.O. BOX 68, GRAVESEND STATION Brooklyn, N.Y. 11223

Price of developing and printing $2\frac{1}{2}$ X $2\frac{1}{2}$ wallet size pictures is $1.25 (cash or M.O.) for each roll film No C.O.D.

Wrap well with HEAVY PAPER and mark envelope HAND CANCEL. You may send as many films as you wish at a time.

Must send SELF STAMPED ADDRESSED ENVELOPE FOR RETURNING PICTURES AND NEGATIVES. Failing to do so, will result in long delay.

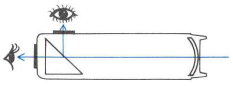
Since we spend as much time processing good negative as poor negative, we are obliged to charge the full remittance regardless of picture result. which is beyond our control.

P.S. Allow about 6 weeks developing time. No need to write. All inquiries must have return stamped envelope to receive reply.

New film available. Send $1.00 for generous supply.

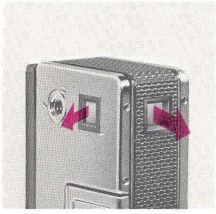
# YASHICA 16EE

The YASHICA 16EE is a fully automatic subminiature camera taking 20 exposures on a cartridge loaded 16 mm film. Programed shutter with speeds from 1/30 to 1/250 of a second. Instant loading—just drop in the cartridge, close the back cover, set the ASA speed and shoot. Once you've finished the cartridge, there's no film rewinding. The smart, compact YASHICA 16EE assures you of attractive, sharp color slides, color or black and white prints, always.



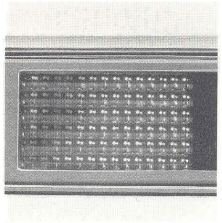
## Coupled Viewfinder

Optical Brilliant viewfinder permits a full viewing, and what you see will be exposed on the film. Moreover, a unique right angle viewfinder lets you take interesting candid shots.



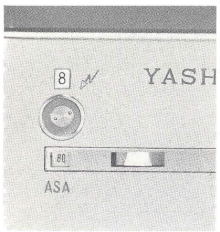
## Automatic Exposure Control

The YASHICA 16EE has a f/2.8 fixed-focus lens and shutter speeds from 1/30 to 1/250 of a second. The electric eye and programed shutter automatically selects the correct exposure. The YASHICA filters are designed for automatic filter compensation.



## Flash Exposure Control

When there's not enough light, a warning needle on the top of the camera tells you to switch to flash. Manual Dial releases "AUTO," sets the shutter automatically at 1/30 of a second, and then you select the desired lens aperture according to the flash guide number. The results are guaranteed perfect.



## Enjoy yourself with miniature Camera !

Just center subject in view-finder and snap the shutter.

Equipped as follows :

Lens : Single Fixed Focus.

Shutter : I (1/25) & B

Genuine Leather Carrying Case.

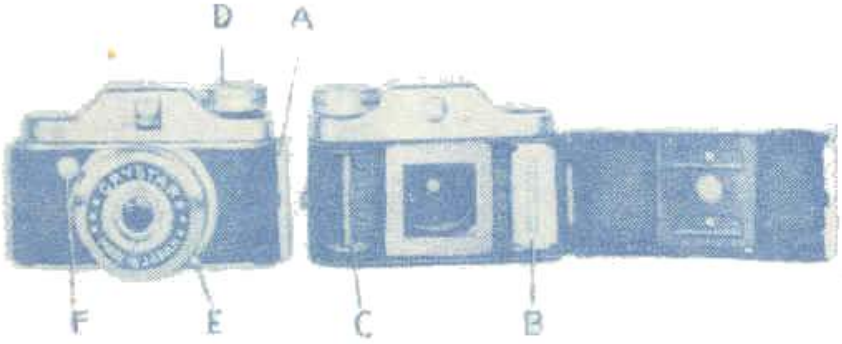
Takes 10 pictures of 14mm × 14mm on 16mm Roll Film.

Size of Camera : 55mm × 30mm × 30mm.

### INSTRUCTION

### Loading Film

1) Press the Opening Button (A) and open the Back Cover.
2) Draw out Film Holder (B) to insert the Film Cassette.
3) Draw out Film about 2 inches. Turn the winding knob (D) a little to bring the Spring Clip (C) to the center position.
4) Peep the window at the back cover and ascertain if the Film will advance smoothly. Camera is now ready for the first exposure.




### For Snapshots

1) Shutter (F) is to be operated by adjusting Button (E) in 2 different speeds ..... I & B
   Subject in sunlight ..... Use Shutter I.
   Subject in shade ..... Use Shutter B.

### IMPORTANT

BE SURE TO HOLD CAMERA STEADY OR PREFERABLY REST THE CAMERA ON PLATFORM

You can get better picture by taking in the sunlight.

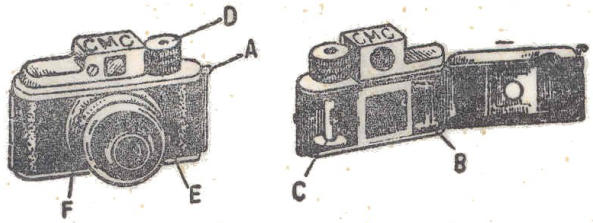
# C M C
## MINIATURE CAMERA

## INSTRUCTIONS

Equipped as follows:
Lens: Single Fixed Focus.
Shutter: I $\left(\frac{1}{25}\right)$ & B
Genuine Leather Carrying Case.
Takes 10 pictures of 14mm×14mm on 16mm Roll Film.

### Loading Film

1) Push knob (A) upward and open the back cover.
2) Draw out Film Holder (B) to receive Film Cassette.
3) Draw out Film about 2 inches. Turn the Knob (D)a little to bring the spring Clip (C) to the center position.
4) Peep through the window at the back cover and ascertain if the Film will advance smoothly. Camera is now ready for the first exposure.




### Taking Pictures

Just center subject in view-finder: snap shutter.

### For Snapshots

1) Shutter (F) will be operated with adjusting Button (E) in 2 different speeds------I & B
   Subject in sunlight------Use Shutter I.
   Subject in shade------Use Shutter B.
   IMPORTANT

You can get better pictures by taking them in the Sunlight

### Developing

After all pictures have been snapped, carefully remove film magazine, which is now ready for developing. If there are no facilities near you, you may have your film expertly developed by sending it to:

Small Film Photo Lab.
P. O. Box C-75, Kensington Station
Brooklyn 18, N. Y.

They have specialized automatic machines for this tiny film. The charge is only 7¢ each enlarged wallet-size print, $2\frac{1}{2}'' \times 2\frac{1}{2}''$ (actual picture size). For 10 exposures the total is 70¢ plus 30¢ for developing film and retouching (it necessary). Send total of $1.00 with each roll of film. Mark your mailing envelope in large letters: "USE HAND STAMP".

### Extra Film

If not available in your neighborhood, you may purchase film from Small Film Photo Lab. by mail.

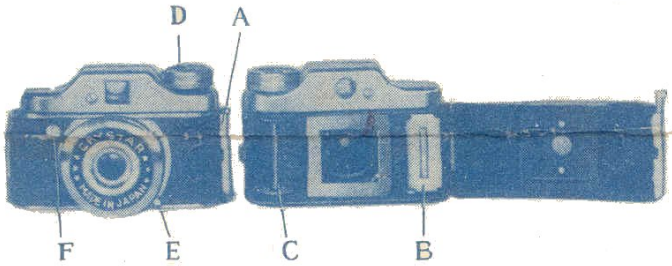
## Enjoy yourself with miniature Camera !

Just center subject in view-finder and snap the shutter.
Equipped as follows:
Lens: Single Fixed Focus.
Shutter: I (1/25) & B
Genuine Leather Carrying Case.
Takes 10 pictures of 14mm×14mm on 16mm Roll Film.
Size of Camera: 55mm×30mm×30mm.

### INSTRUCTION

**Loading Film**

1) Press the Opening Button (A) and open the Back Cover.
2) Draw out Film Holder (B) to insert the Film Cassette.
3) Draw out Film about 2 inches. Turn the winding knob (D) a little to bring the Spring Clip (C) to the center position.
4) Peep the window at the back cover and ascertain if the Film will advance smoothly. Camera is now ready for the first exposure.




**For Snapshots**

1) Shutter (F) is to be operated by adjusting Button (E) in 2 different speeds ..... I & B
   Subject in sunlight ..... Use Shutter I.
   Subject in shade ..... Use Shutter B.

### IMPORTANT

BE SURE TO HOLD CAMERA STEADY OR PREFERABLY REST THE CAMERA ON PLATFORM.
You can get better picture by taking in the sunlight.

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Developing and Enlarged Prints.

If you wish-Send your Rollfilms to BABY FILM PHOTO LAB. P.O. Box 73, Gravesend Station, Brooklyn 23, N.Y.. They have specialized Automatic Machines for this tiny film. The charge is only $1.00 (one dollar) to be sent (check or bill) with each Rollfilm, for developing film and retouching (if nesessary) of enlarged wallet size print, 2½″×2½″. (You may send as many Rollfilms at a time, as you wish.)

JUNIOR PHOTO DEVELOPING LAB.
P.O. BOX 68, GRAVESEND STATION
Brooklyn, N.Y. 11223

Price of developing and printing $2\frac{1}{2}$X $2\frac{1}{2}$ wallet size pictures is $1.25(cash or M.O.) for each roll film No C.O.D.

Wrap well with HEAVY PAPER and mark envelope HAND CANCEL. You may send as many films as you wish at a time.

Must send SELF STAMPED ADDRESSED ENVELOPE FOR RETURNING PICTURES AND NEGATIVES. Failing to do so, will result in long delay.

Since we spend as much time processing good negative as poor negative, we are obliged to charge the full remittance regardless of picture result. which is beyond our control.

P.S. Allow about 6 weeks developing time. No need to write. All inquiries must have return stamped envelope to receive reply.

New film available. Send $1.00 for generous supply.

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Name .....

Please print clearly

Address .....

City & state ..... ZONE .....

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Printed in Japan

FINE GEM BRAND

3V0.-

# GEM INDUSTRIAL CORP.

CENTRAL P. O. BOX 545

**TOKYO, JAPAN**

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SAMPLE

GEM INDUSTRIAL CORP.