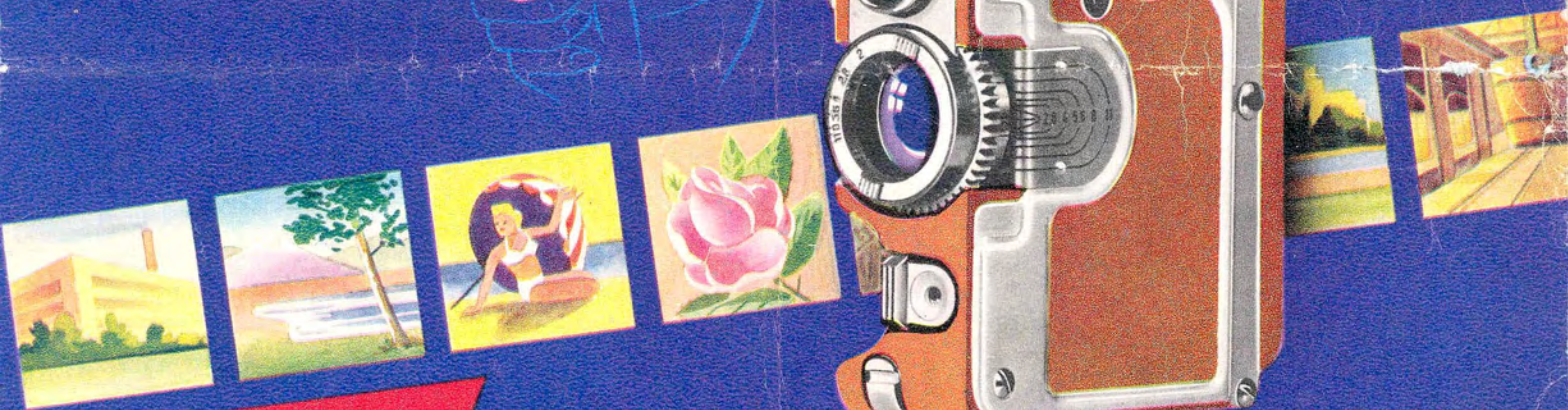
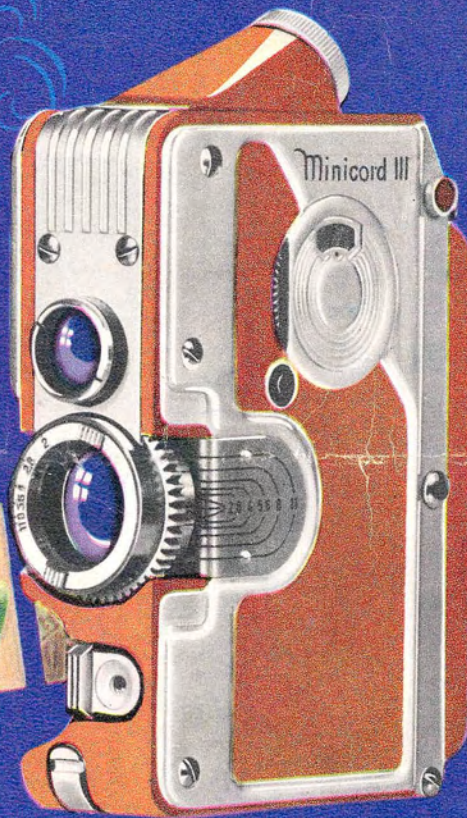


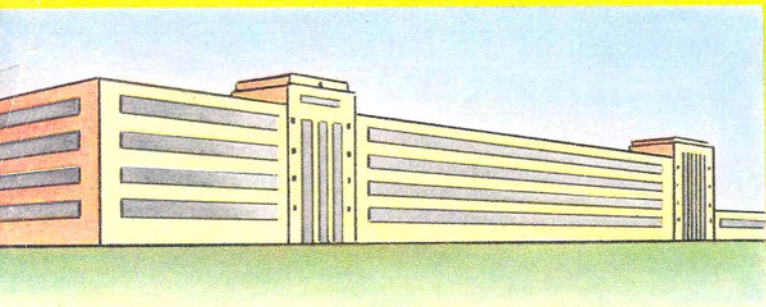
*the worlds
smallest
reflex....*



new

minicord





Goerz Optical Works, Vienna, where great scientific developments both in applied optics and fine electronic instruments are constantly born.

made by GOERZ — your quality guarantee



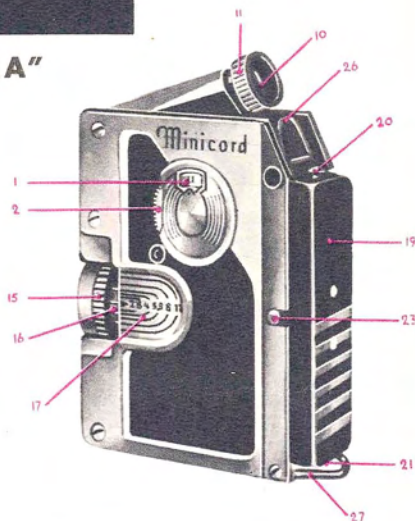
It is therefore, with a great deal of pride that we present to you the world's finest subminiature. The Minicord camera built by famous European craftsmen in the highest standards of quality.



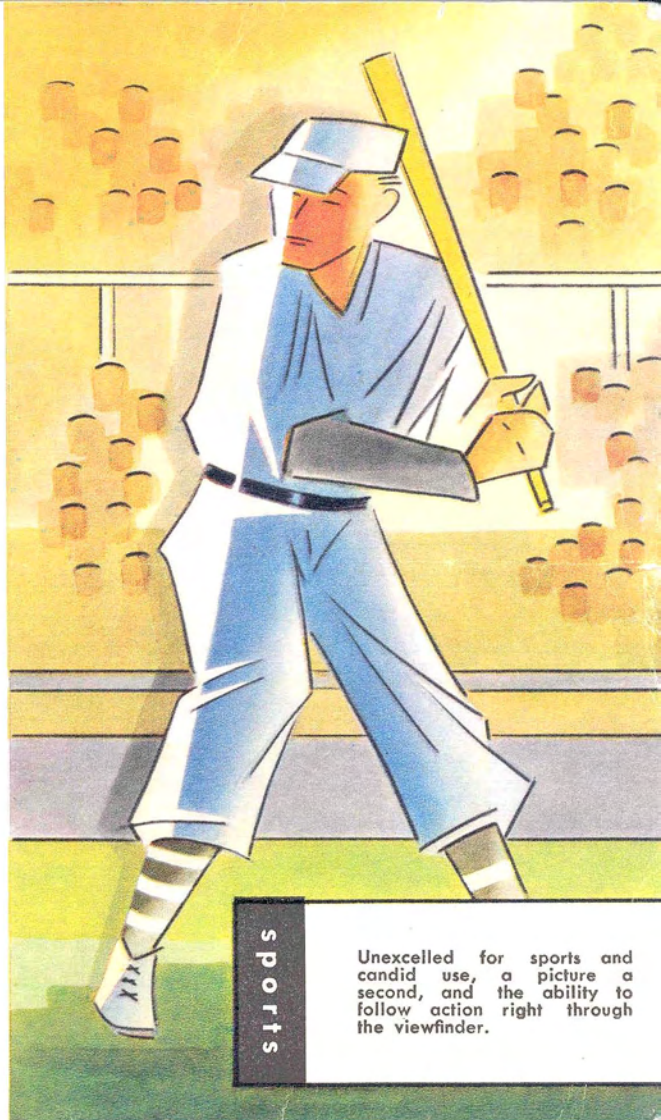
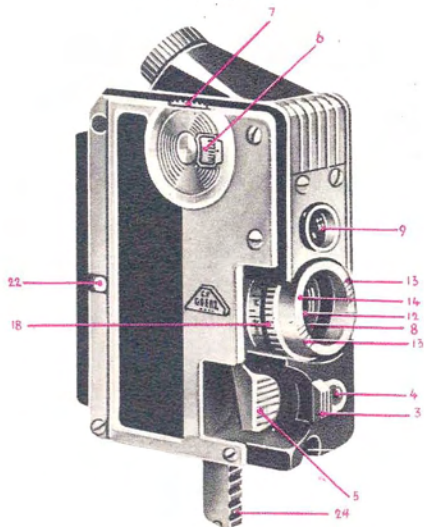
minicord

has every "BIG CAMERA" feature

- 1 = duration of exposure indicator
- 2 = knurled ring to set duration of exposure
- 10 = viewfinder eye piece
- 11 = knurled ring to adjust view-finder eye piece
- 15 = scale of distance
- 16 = index mark for scale of distance
- 17 = depth of focus indicator
- 19 = cap for film magazine
- 20/21 = knobs to open locking pins
- 23 = locking pin
- 26/27 = clip to fasten snap hook of carrying cord



- 3 = exposure release button
- 4 = thread for wire release
- 5 = lever for film transport and for simultaneous winding of shutter
- 6 = exposure counting disc
- 7 = knurled ring for setting the exposure counting disc
- 8 = photographic lens
- 9 = viewfinder lens
- 12 = stop scale
- 13 = two grooved webs for setting the stop
- 14 = index mark for stop scale
- 18 = knurled ring for focussing
- 22 = locking pin
- 24 = finger rest



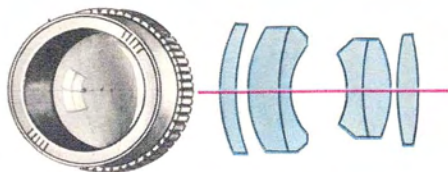
sports

Unexcelled for sports and candid use, a picture a second, and the ability to follow action right through the viewfinder.

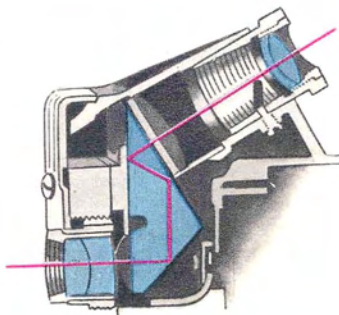
The versatility of Mini-cord guarantees landscape pictures as well as portraits with greatest range for sharpness from foreground to infinity.

landscape

High speed famous 6-element Helgor F:2



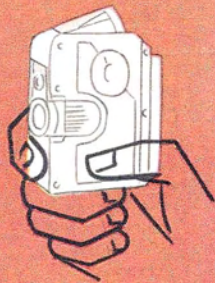
coated lens made of highest optical quality. Extremely fast and sharp — it opens new possibilities for indoor pictures with just ordinary light . . . stops down to F:11 for full exposure control.



Ground glass viewing lens shows a brilliant upright unreversed image, and is coupled directly to the "taking" lens. No paralex to worry about. Just sight and focus for needle sharp pictures every time—no fumbling or guessing at the distance. Focus down to 14 inches for extreme closeups, copying, etc.

**JUST FOCUS' TIL IT'S
SHARP, THAT'S ALL**

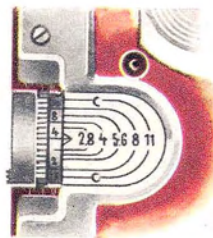




A picture a second with trigger action

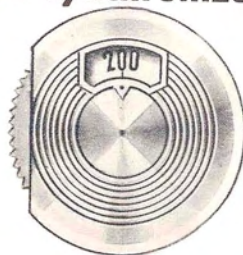
A quick pull of the guntype trigger automatically transports the film and cocks the shutter for quick picture taking preventing double exposure. Just squeeze, release — all in one short second. Rapid sequence "story type" pictures are easy with the MINICORD. Film available in 25 or 40 exp. cassettes.

The deeply etched depth of focus indicator enables you to read the depth of field for every lens setting.



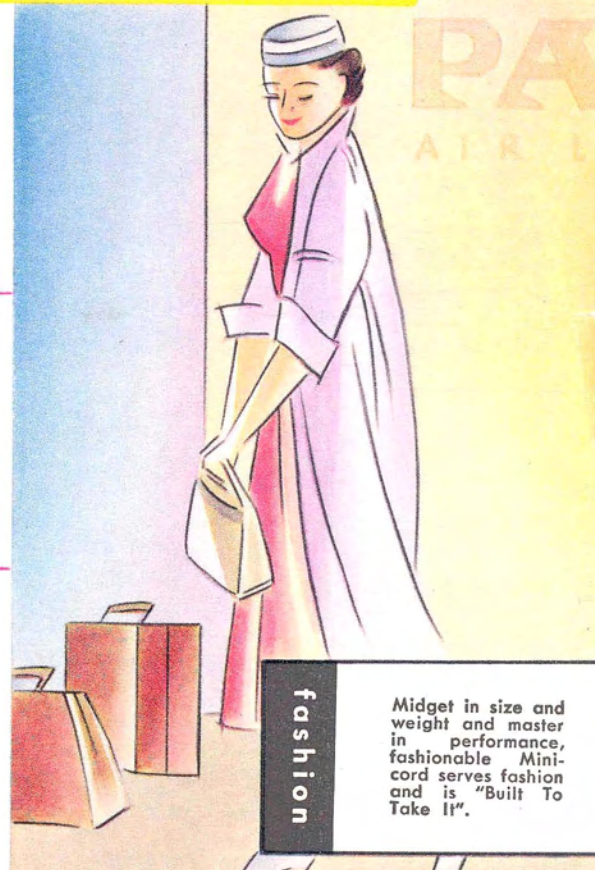
Wide range of shutter speeds flash synchronized

All metal focal plane shutter with speeds — ranging from 1/10 to 1/400 sec. and bulb... ideal for stopping fast action. The easy-set knurled dial, with large numbers is set away from the lens at the side of the camera to avoid confusing in setting. The MINICORD shutter is internally synchronized for flash.



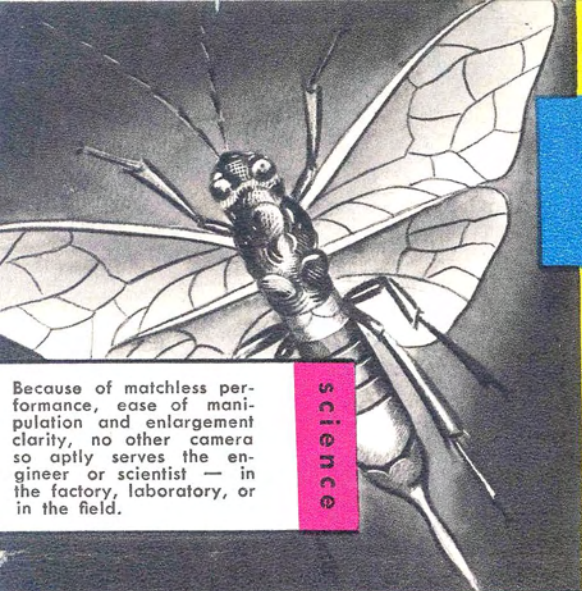
color transparencies are easy

with new improved high speed Anscochrome... it gives you thrilling lifelike photos in magnificent colors.



fashion

Midget in size and weight and master in performance, fashionable Mini-cord serves fashion and is "Built To Take It".

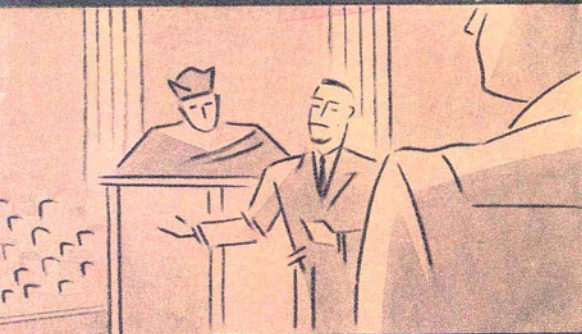


**Black and white
or colorfilm
take your choice**

Because of matchless performance, ease of manipulation and enlargement clarity, no other camera so aptly serves the engineer or scientist — in the factory, laboratory, or in the field.

science

Simple cartridge loading accomplished in a minute. Uses 16 mm extra fine grain films including Eastman Pan Neg. 40 ASA, Gaevert Panchromosa 16 ASA, Eastman Tri-X in black and white. Also new, improved high speed Anscochrome color film. Yes, you can even load your own films if you desire.

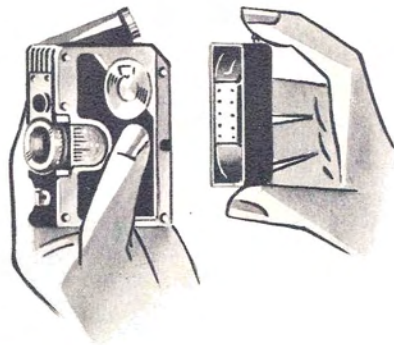


courtroom

Minicord's size, and high speed lens, lends itself perfectly for courtroom scenes and journalistic photography.

Load it in a minute!

Drop-in loading of MINICORD film is simplicity itself, just grip the back by forefinger and thumb slipping it from the camera — drop film into back and snap container into position immediately being ready to take pictures.



Processing and enlarging

The MINICORD's negative 10 x 10 mm will give sharply defined enlargements as great as 18 times and even larger. Special fine grain processing available — with beautiful 3½" x 3½" prints or enlargements up to 16 x 20 at moderate prices.



minicord many exciting accessories



Beautiful portraits with the Minicord are assured due to its telephoto lens, also perfect for microphotography, design logs, installation shots, ideal for record keeping.

portraits

to add to your minicord photo fun

carrying case



flash bracket



filters



empty cassettes

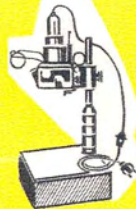


slide projector

For those desiring to project color slides up to 50 x 50 size Minigrand Projector is available.



precision enlarger



developing tank



minicord comes in three beautiful colors

