

Minolta AUTOCORD



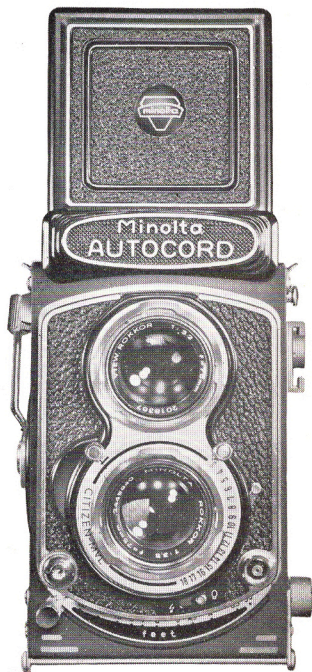
a favorite
of professionals

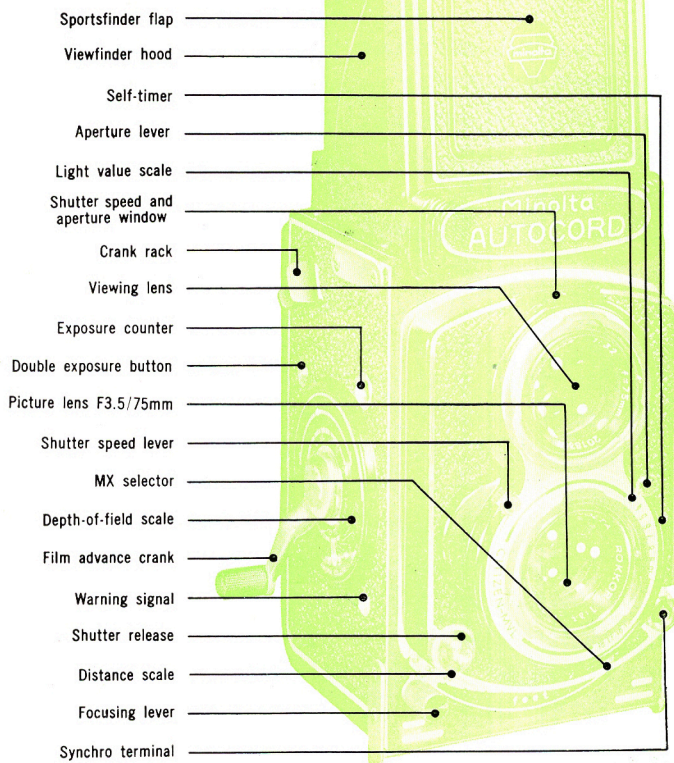


The rugged, reliable Minolta Autocord has been a favorite of professionals throughout the world for many years. A product of Minolta Camera Company, the Autocord is a standard of quality in twin lens reflex cameras.

All the features are there—the world-famous F3.5 Rokkor lens, completely vibrationless shutter 1 to 1/500 second, one-stroke film advance, automatic reset exposure counter, crystal clear reflex viewing screen, magnifier for critical focusing and sports flap for eye-level photography, self-timer and M-X type synchronizer for flash photography.

Here is a camera with no practical limitations. If you are a twin lens enthusiast, see the Minolta Autocord. Compare it feature for feature with any other camera of the same type and you'll find Autocord an unbeatable value.







Rokkor lenses make picture details come alive

Both the viewing lens and the picture lens are Rokkor, manufactured exclusively by Minolta and world-famous for high level performance and dependability. The picture lens is F3.5/75mm. It's needle-sharp . . . captures the subtle textures any subject possesses. Picture details come alive so real you feel you can touch them. The viewing lens is F3.2/75mm. Both lenses are coated to eliminate flare and to bring color fidelity sharpness to an all-time high.

Minolta is one of two companies in Japan and one of the few in the world that manufactures its own lenses for its own cameras. It's one way of insuring the utmost efficiency in any camera. Professionals and critics throughout the world acclaim the superiority of Rokkor optics, a superiority based on 35 years experience in the manufacture of fine lenses.

the extra features that make Autocord an

Highly Accurate Shutter

Minolta Autocord is equipped with the Optiper-MVL shutter which cocks automatically when the film is advanced. It's absolutely vibrationless and highly accurate at all speeds from 1 to 1/500 second. The shutter is fully synchronized for both flash bulbs and electronic speed light. There is a built-in self-timer and a B position for time exposures.

Crystal Clear Focusing

Here is really precise focusing on a crystal clear ground glass screen. The image is bright right out to the corners and "snaps in" with certainty so you always know when you are in focus. You see the sharpness, the exact color, the nearest thing to the actual picture. You use the entire negative area. There is no need to crop and compose your picture.

One Stroke Film Advance

One stroke of the handy crank lever advances the film one frame with an automatic stop. This action also automatically cocks the shutter. There is no interruption. You can take picture after picture without removing your eyes from the viewfinder. When the shutter is released it locks to prevent double exposure. However, you can bypass this mechanism if multiple exposure is desired.

unbeatable value

Helicoid Focusing Lever

The Minolta Helicoid focusing lever is quick, easy and accurate. The lever is ideally located on the front of the camera at the bottom. This position permits you to hold the camera comfortably, focus and compose without fuss. And you can focus more quickly than with conventional knob focusing devices. Attached accessories cannot get in the way of the focusing lever.

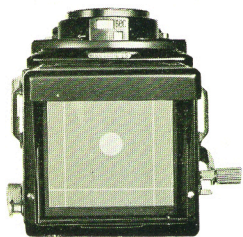
Professional Format

The Minolta Autocord takes $2\frac{1}{4} \times 2\frac{1}{4}$ black and white or color pictures, 12 to a roll. This larger format lends a professional touch to your pictures, particularly for color slides. When you project Autocord color slides you get big, wide-screen pictures with all the details brilliantly presented. Since the negative is larger, it is also more suitable for enlarging prints.

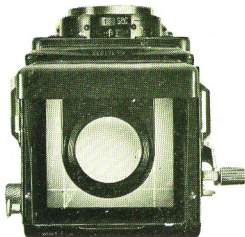
Test It and Compare

If you are considering a twin lens reflex camera of the Minolta Autocord calibre, see your local camera dealer for a personal demonstration. Test Autocord. Compare it feature for feature with any other twin lens camera made and you're bound to agree, as thousands of others already have, Minolta is today's best camera buy.





Conventional viewing



Critical focusing magnifier



Eye-level viewfinder

three-way viewfinder gives you added versatility

The new Minolta Autocord folding flap hood permits you to view the subject in three different ways. Furthermore, since the entire hood is spring-operated, you can flip to any viewing position in an instant.

For conventional viewing, you simply flip open the hood, view your subject on the ground glass screen and at the same time focus with the helicoid lever.

Snap up the magnifier inside and you are ready for critical focusing. This position is particularly important for close-up shots or when your depth-of-field is limited due to a wide aperture setting.

Open the center portion of the top hood and you have an eye-level view-finder. In this position you can also turn the camera upside down and shoot over heads if necessary.

Minolta Autocord accessories



Genuine leather case



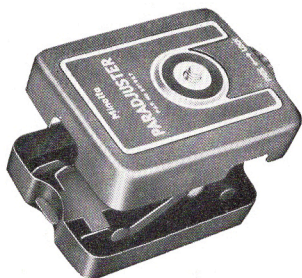
Lens shade



Yellow filter



Haze filter



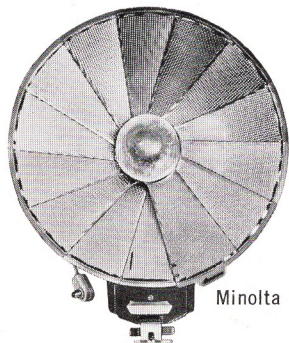
Parallax eliminating elevator



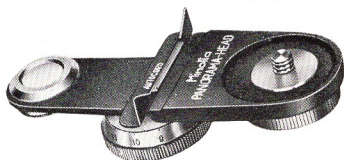
Close-up lenses



Polarizing filter



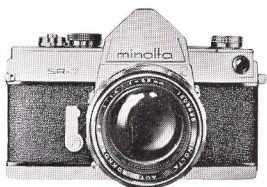
Minolta flash gun



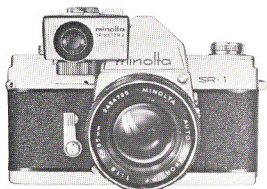
Panorama head

other quality Minolta cameras

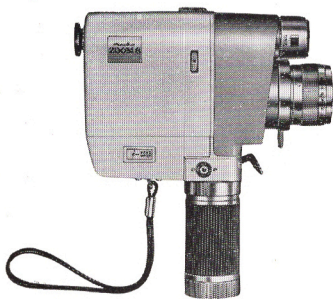
These are only a few of the outstanding cameras in the Minolta line. See your local camera dealer for the Minolta that fits your budget . . . your needs.



Minolta SR-7 — World's first still camera with built-in CdS light meter. Exceptionally brilliant pentaprism viewfinder, completely automatic pre-set diaphragm, instant return mirror and many other features. Rokkor lens F1.4/58mm. Speeds 1 to 1/1000.



Minolta SR-1 — Companion to the SR-7, the Minolta SR-1 contains approximately the same features. Also equipped with the highly accurate CdS light meter although it is detachable. Rokkor lens F1.8/55mm. Speeds 1 to 1/500.



Minolta Zoom 8 — A completely automatic 8mm movie camera. You sight and shoot . . . that's all. CdS light meter automatically calculates correct exposures. Zoom from wide angle to tight telephoto (10 to 30mm). Rokkor lens F1.8/10-30mm. Speeds 12, 16 and 24 FPS.



Minolta 16EE — Fully automatic subminiature 16EE fits in pocket or purse. Electric eye light meter automatically determines exposure. Flash terminal accepts conventional or electronic flash. Takes 20 pictures. Rokkor lens F2.8/25mm.



Minolta means better pictures

Minolta
MINOLTA CAMERA CO., LTD.