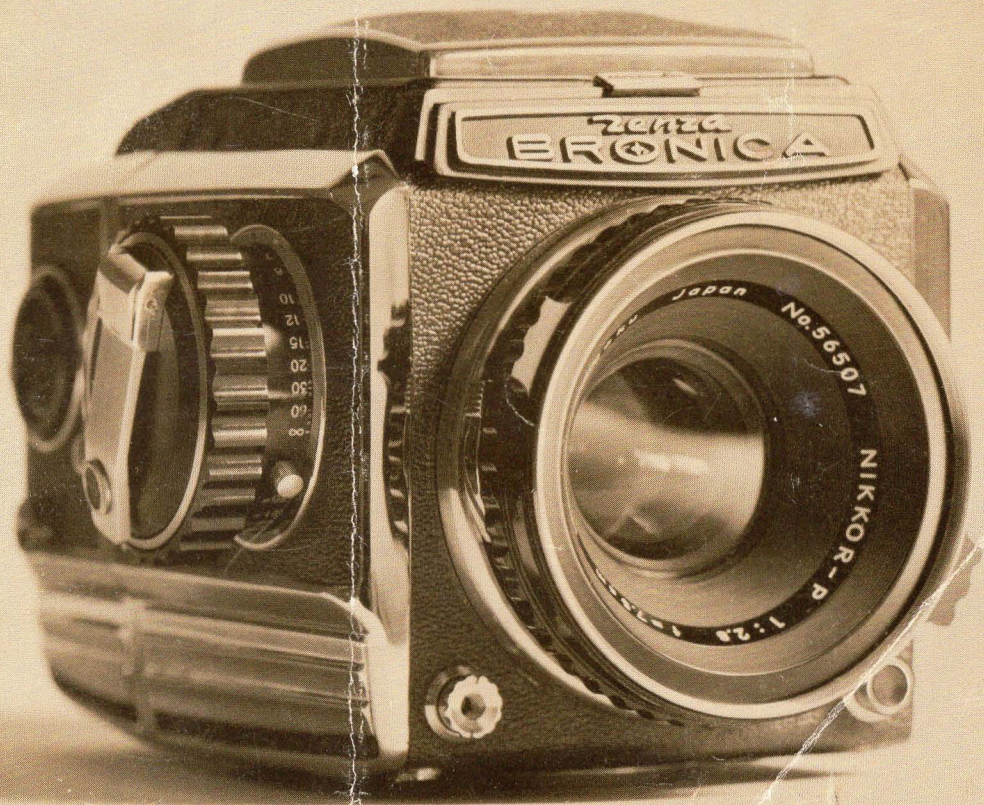


BRONICA-S

The new fully automatic 2 1/4-square single-lens reflex.



THE NEW BRONICA-S IS A MAGNIFICENT INSTRUMENT

The new Bronica-S is a magnificent instrument by whatever standards you choose to judge it. It is as modern and advanced as the space age—boldly conceived, fresh and original in design, and brilliantly engineered.

In bringing automatic operation to 2¼-square photography, the Bronica-S has achieved a virtual breakthrough. It has successfully combined the desirability of the larger film format with the handling ease, speed and versatility traditionally and inseparably associated with the qualities of a fine '35'. And in

so doing the Bronica-S has opened up to the 2¼-square enthusiast a whole new world of picture possibilities.

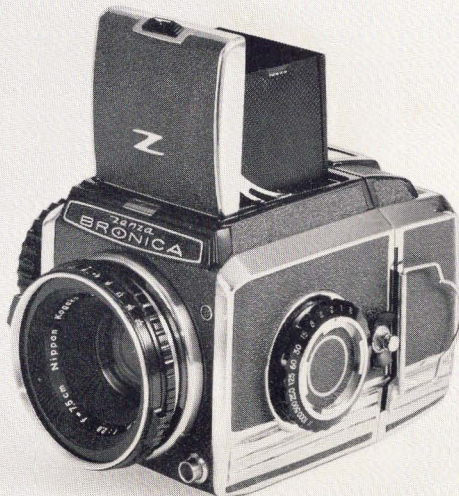
One of the very first and lasting impressions of the Bronica-S is the incredible brilliance and clarity of

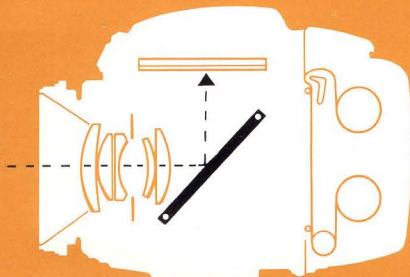
the viewing screen — the certainty with which you can focus, the ease with which you compose. The image is uniformly bright and sharp from edge to edge. And as you press the button for the exposure, there's a momentary flutter on the screen, you hear the sound of the shutter—the picture has been taken. Yet, the image is still on the screen—bright, sharp and clear as before.

What an inspiring instrument to the creative photographer! No needless adjustments to divert him; no settings and resetttings to encumber when he is most engrossed in the picture. And what a sense of 'follow through' with the image always in view—always bright and clear and sharp.

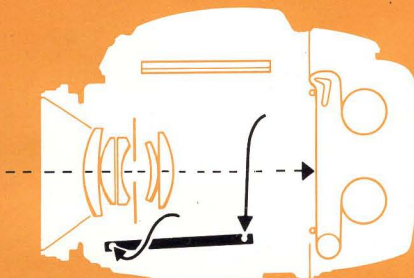
The Bronica-S is a remarkable camera not for its performance alone, but for the reliability of its performance as well. For all its chronometer precision, it is rugged and sturdy—built to withstand rigorous use under most extreme conditions. It is entirely constructed of stainless steel, titanium and aluminum-bronze alloys with the exception only of its decorative covering and shutter material.

There are more than 77 Bronica patents to testify to the many innovations embodied in its design. Not least of these is the unique modular construction utilizing no less than 13 complete sub-assembly units, each independently accessible, yet dovetailed with the exactness of an algebraic equation.

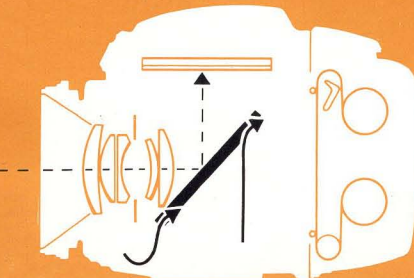




Mirror and Diaphragm During Focusing and Viewing
Film Taut And Flat



Mirror and Diaphragm During Exposure
Film Taut And Flat



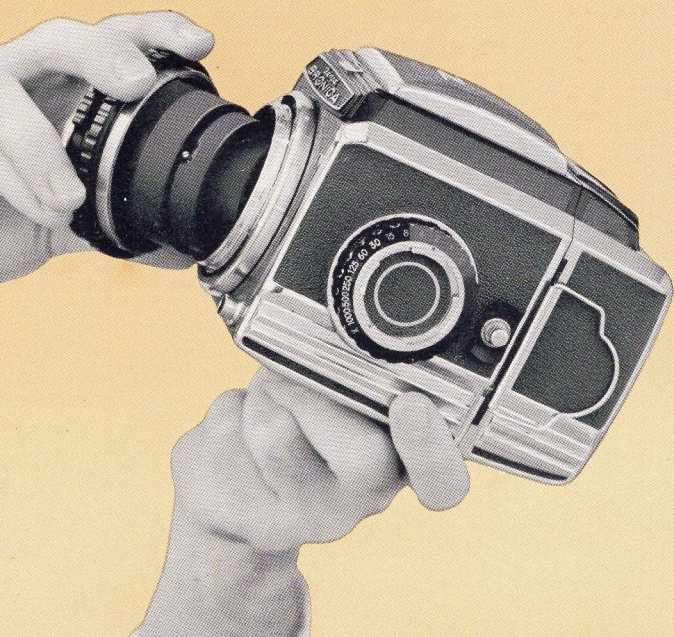
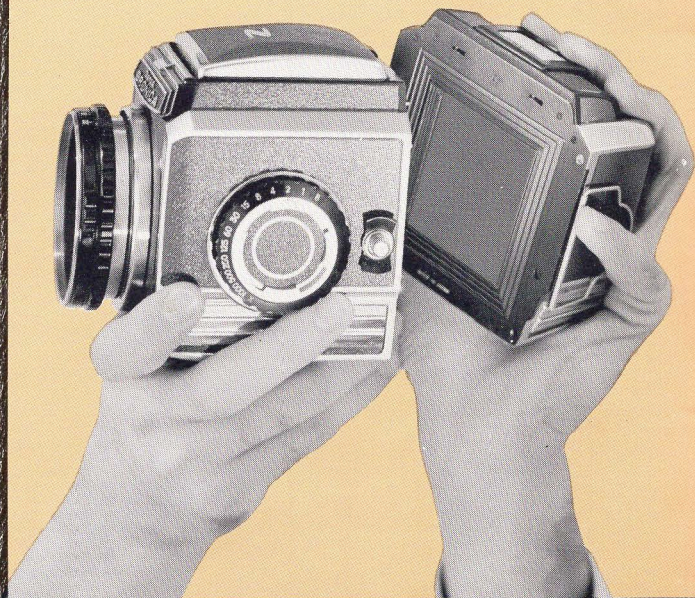
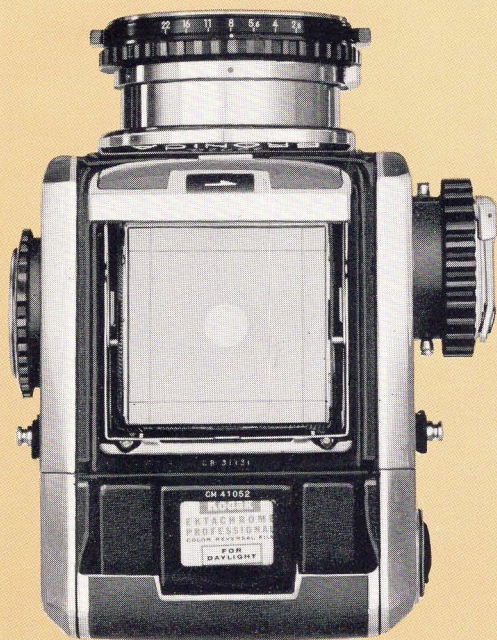
Mirror and Diaphragm After Exposure
Film Tension Relaxed As Film Is Advanced

THESE ARE THE AUTOMATIC FEATURES

Instant-Return Automatic Mirror In whatever way the Bronica may appear to resemble any other camera, the similarity ends with this one feature alone. For the automatic action of the Bronica-S mirror is unique—shared by no other 2 $\frac{1}{4}$ -square reflex camera.

As the shutter is released, the mirror moves quickly out of the lens-to-film path. Then, instantly following the exposure, it snaps back into focusing position. The action is so rapid, so smooth, it is hardly discernible. There is only a momentary flutter on the screen. The image seems never to have disappeared from view.

Unlike any other single-lens reflex, the Bronica-S mirror doesn't 'swing up' with the exposure. It slides forward and down in a rapid 'scooping' motion, giving the Bronica-S two exclusive advantages: one—this reduction in angular velocity combined with a unique shock-damping system, virtually eliminates all vibration associated with mirror-action; two—the Bronica accepts deeply set lenses without interfering with the mirror. It can, for example, be used with the 50mm wide angle Nikkor without adaptation—and without surrendering the advantages of automatic reflex mirror action.



Instant-Reopen Automatic Diaphragm

As the automatic action of the Bronica mirror eliminates 'image blackout', so the automatic action of the lens diaphragm eliminates 'dim-out'.

The automatic diaphragm system keeps the lens wide open at all times. The image is always at maximum brightness for focusing and viewing. When the shutter is released, the diaphragm automatically stops down to the opening selected for the exposure. And then—instantly, automatically—it reopens to full aperture, ready for the next picture without further setting of adjustment.

The automatic action of the diaphragm is positive, foolproof and precise. Yet, it is so gentle it will never disturb or shift the aperture ring—even if set between lens stop markings. Aperture ring does not have to be reset in order to remove the lens. Lenses can be interchanged without any regard to the position of the diaphragm ring.

Depth-Of-Field Preview Button

One of the great virtues of the Bronica and its automatic diaphragm system is that the lens is always wide open — always providing maximum screen brightness for viewing and focusing. Yet, there are times when you may wish to 'see' the depth-of-field at the 'taking' aperture or, you may wish to select a 'taking' aperture on the basis of the depth-of-field desired.

You simply press the button, and the lens diaphragm instantly closes down to the opening at which the aperture ring was set. You see the effect in the finder — immediately. You can even reset the aperture ring while the button is depressed, and observe the change in depth-of-field. Release the button, and the diaphragm instantly reopens to full aperture, ready for focusing and viewing.

Automatic Film Flatness Device

Films generally tend to assume a characteristic surface curvature even with the most effective pressure plates. An ingenious and most desirable feature of the Bronica film back is the automatic film tension system that prevents this from happening—keeps the film taut and perfectly flat in

the focal plane during the exposure. This unique feature contributes immeasurably to the overall sharpness of the picture, and enables you to enjoy the full resolution quality of the lenses.

As the transport crank advances the film to the next exposure, it automatically relaxes the tension, and resets it when the fresh film area is reached.

Interchangeable Film Backs With Exclusive 'FILMINDER' Feature

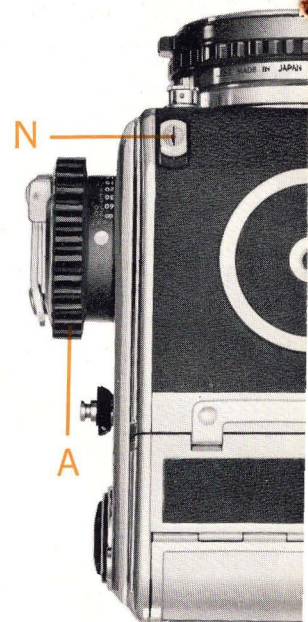
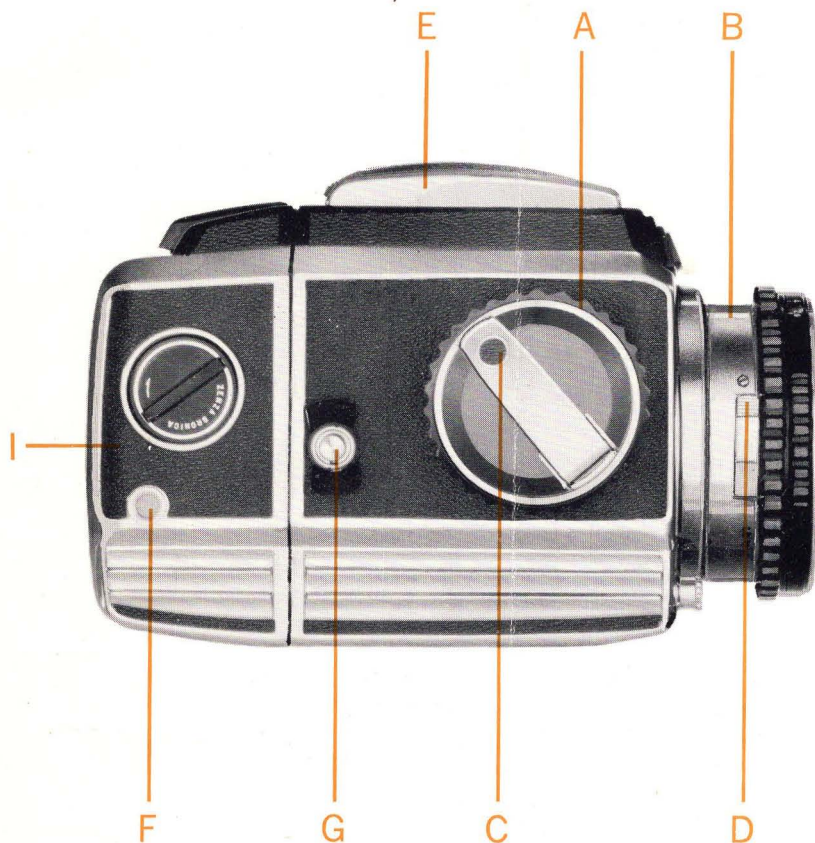
The interchangeable film backs for the Bronica permit you to switch film at any time without the loss of a single exposure—even in the middle of a roll. You can switch from medium speed to high speed, from black-and-white to color, from daylight to tungsten, or you can simply continue to use the same type of film for continuous shooting without stopping to reload. The back assembly is hinged and can be conveniently reloaded without removing the back from the camera.

The FILMINDER feature of the film backs endows the camera with an almost uncanny intelligence. When you attach a film back to the Bronica, no attention need be paid to whether the film had been previously advanced, or the shutter wound. As you operate the film crank, the camera automatically distinguishes between the two, and only performs the uncompleted function. The Bronica will never double expose, nor will it ever advance an unexposed section of film.

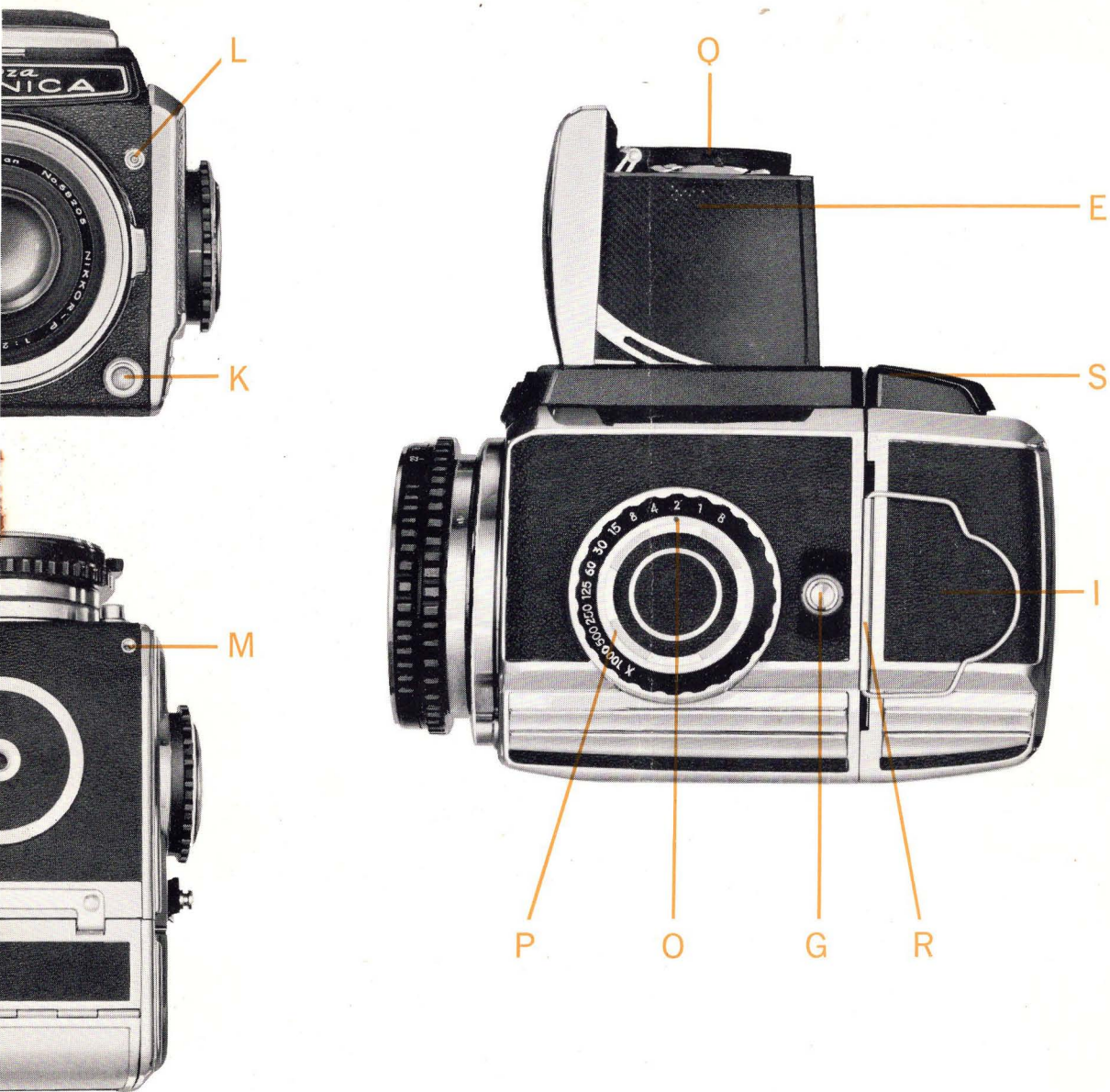
A dark-slide protects the film while the back is off the camera. Unless this dark-slide is fully inserted, the back cannot be removed. And once the back is removed, the dark-slide cannot be withdrawn. There is no possibility of exposing or fogging the film due to premature removal of the back, or accidental removal of the dark-slide.

An additional safeguard incorporated in the design of the Bronica prevents the shutter release from operating while the dark-slide is in the back. The camera, in fact, refuses to operate even with 90% of the dark-slide pulled out. The dark-slide must be entirely withdrawn. This completely eliminates accidental 'blanks' and inadvertently exposures of sections of the film area.

OTHER BRONICA-S FEATURES



(A) **Focusing Knob** Provides smooth, even in-and-out motion of lens-mount tube for focusing. Less than half-rotation of knob moves the tube its entire length. (B) **Focusing Tube** Rigidly suspended—no 'play' or back-lash. Has external bayonet mount for automatic Nikkor lenses—also internal screw threads to facilitate adaptation of other lenses for use with Bronica. (C) **Film Transport Crank** Advances film and winds shutter. Folds flush into focusing knob when not in use. (D) **Bayonet Lens Lock** Positive lock holds bayonet-mount, automatic Nikkor lenses securely on focusing tube. Provides means for rapid interchangeability. (E) **Removable Focusing Hood** Interchanges with prism eye-level and other special finders. Film back does not have to be removed. (F) **Auto-Reset Exposure Counter** Automatically resets to '0' when film is loaded, and automatically advances to '1' when film is wound to first exposure, and advances for every exposure thereafter. (G) **Neck-Strap Studs** Provides positive, rugged grip-lock, yet permits neck-strap to be easily attached and removed. (H) **Footage-Scale Selector** Collar on focusing knob has engraved footage scale calibrations for 50, 75 and 135mm lenses. Scale for lens in use may be brought into position by simply rotating collar. (I) **Interchangeable Filminder Back** Permits switching films — even in the middle of a roll.



(J) Shutter Release Button Twist-to-lock feature keeps shutter open when set at 'B'. For use with lenses having between-the-lens shutters, or for 'long' time exposures. Has threaded socket for cable release. **(K) Depth-Of-Field Preview Button** Lens diaphragm stops down to 'taking' aperture when pressed. Reopens, when released. **(L) Flash Terminal** Accepts standard PC flash connecting plugs. **(M) Supplementary Cable Release Socket** Permits use of cable release without danger of cutting into lens field-of-view. **(N) Independent Mirror Release** Retracts mirror without firing shutter. Especially useful for making long duration exposures with minimum vibration. Also when using lenses with between-the-lens shutters. **(O) Shutter Speed Selector** 1 second to 1/1000th and 'B'. 'Long' time exposure at 'B' setting by locking shutter release button. FP-synchronization at all speeds; M at 1 sec. through 1/250th; and X-synchronization at 1/50th, and from 1 sec. to 1/15th. **(P) Flash Unit Mount** Bayonet lock mount holds Bronica flash unit securely to camera. **(Q) Focusing Magnifier** Large diameter provides comfortable view of entire screen—even with glasses. **(R) Dark-Slide** Protects film when back is removed. Prevents accidental exposure with back on camera. **(S) Film-Load Reminder** Hinged retaining window holds top of film box as reminder of film type loaded in back.



BRONICA-S, INTERCHANGEABLE NIKKOR LENSES AND ACCESSORIES

INTER- CHANGEABLE NIKKOR LENSES

The assurance of picture quality implicit in the use of Nikkor lenses as standard equipment is a feature shared by no other 2¼-square reflex. It would be unusual, indeed, for any camera as meticulously designed as the Bronica-S to be identified with any but the finest lenses.

The available complement of Nikkor lenses for the Bronica, includes three focal lengths with automatic diaphragm: the normal 75mm f2.8, 50mm wide angle f3.5, and 135mm f3.5 telephoto. Other focal lengths include 180, 250, 350, and 500mm Nikkor lenses.

	Magnification	Focusing Range	Diaphragm**
50mm f3.5 Wide Angle	.67x	12" to ∞	Automatic
75mm f2.8 Normal	1.00x	20" to ∞	Automatic
135mm f3.5 Telephoto	1.80x	48" to ∞	Automatic
*180mm f2.5 Telephoto	2.40x	5' to ∞	Manual Preset
*250mm f4.0 Telephoto	3.33x	8' to ∞	Manual Preset
*350mm f4.5 Telephoto	4.67x	13' to ∞	Semi-Automatic
*500mm f5.0 Telephoto	6.67x	20' to ∞	Manual Preset

*Nikkor lenses in short-mounts—used with Short-Mount Lens Adapter.

**AUTOMATIC DIAPHRAGM—automatically stops down to 'taking' aperture, and automatically reopens at end of exposure.

MANUAL PRESET DIAPHRAGM—manually rotated aperture ring stops at opening previously selected for exposure.

SEMI-AUTOMATIC DIAPHRAGM—small lever keeps lens wide open. When lever is released, diaphragm stops down to 'taking' aperture.

ACCESSORIES FOR THE BRONICA-S

LENS ADAPTERS

Short-Mount Lens Adapter—see note (*) under interchangeable Nikkor Lenses.

Blank Lens Adapter—fits outside camera mount—face is blank and may be threaded or otherwise machined to accept other lenses.

Interchangeable FILMINDER Backs. Permit film types to be switched at any time. Also for continued shooting without stopping to reload. See detailed description of FILMINDER feature in earlier section.

EYELEVEL IMAGE-ERECTING

PRISM FINDERS. Optically flawless roof-prism systems for eyelevel focusing and viewing. Provide view of entire field. Show image right-side-up, and in correct left-to-right relationship.

Model A. Fits directly on focusing screen in place of waist-level hood. Quickly and easily secured and removed. Supplied with leather case.

Model B. Fits onto focusing hood permitting use of smaller, lighter and less costly prism system. Shows screen field somewhat smaller than Model A. Supplied with leather case.

EXTENSION TUBE SET

For macro, close-up and copy photography

Provides semi-automatic diaphragm control when used with automatic Nikkor lenses. Set consists of four extension tubes: one A-tube, one B-tube and two C-tubes. A-tube and B-tube may be used independently or together. C-tubes further increase extension, and must be used with both an A-tube and a B-tube.

RATIO-OF-MAGNIFICATION RANGE WITH EXTENSION TUBES AND AUTOMATIC NIKKOR LENSES

50mm	.35:1	to	1.70:1
75mm	.22:1	to	1.10:1
135mm	.15:1	to	.63:1

FILTERS

A complete assortment of black-and-white, color-compensating and polarizing filters — precision-ground and polished optical glass.

LENS HOODS

Designed for use with or without filters for all automatic, semi-automatic and preset Nikkor lenses.

LENS CASES

for 50mm and 135mm lenses

Genuine leather—rigid and reinforced—velveteen lined. Supplied with leather shoulder straps.

EVEREADY CAMERA CASE

Genuine leather. For Bronica-S with 75mm lens.

ATTACHE COMPARTMENT CASE

Genuine leather, sturdily reinforced. Subdivided to accommodate working outfit: • Bronica with 75mm lens • 2 extra filminder backs • 50mm W.A. lens and hood • 135mm lens and hood • 180 or 250mm lens • Model A prism finder • Model B prism finder • extension tubes • filter assortment • extra film.





BRONICA

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