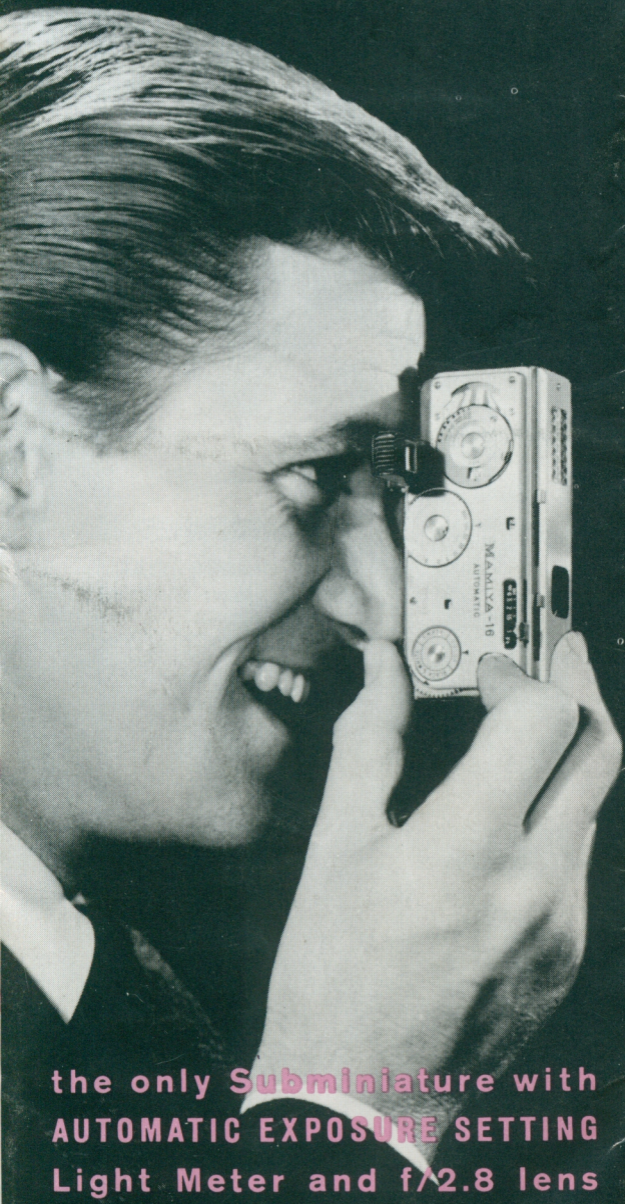
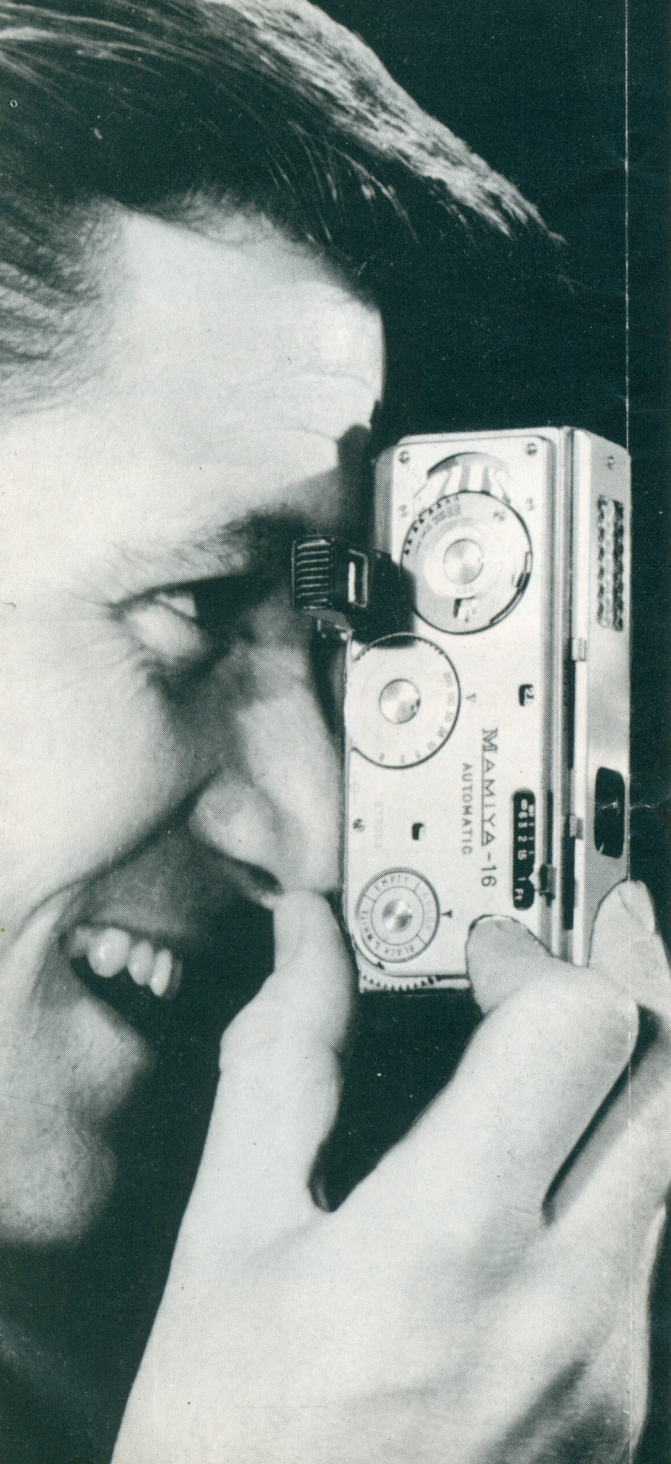


MAMIYA

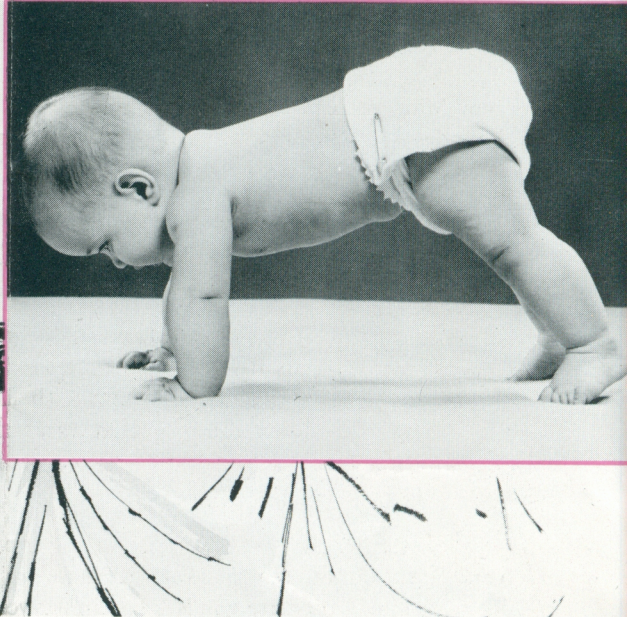
AUTOMATIC 16



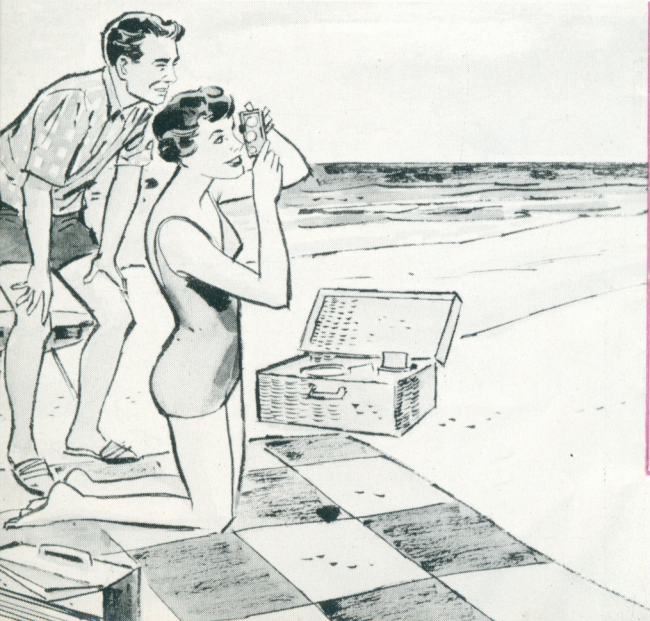
the only Subminiature with
AUTOMATIC EXPOSURE SETTING
Light Meter and f/2.8 lens



*all
over
the world,
the **New**
MAMIYA
AUTOMATIC 16
travels
first class
for only \$**69**⁹⁵*



here's living proof that "good



The new Mamiya Automatic 16 contains everything you'd expect in a fine camera, yet is small enough to fit in the palm of your hand.

Its sleek, modern appearance reflects the spirit of people-on-the-go. Beautifully proportioned and trimmed in gray leatherette, it's the camera you'll take with you, even when you have left other cameras behind.

The Automatic 16 features easy, automatic operation to add to your photo fun. And, its fast, color-corrected f/2.8 lens delivers crisp, sparkling natural-color slides and prints with fine detail and color rendition, even in life-size projected transparencies. And, you'll get sharper blow-ups in black-and-white—wallet-size or larger—than you ever thought possible.

Imagine the fun! Your own personal, pocket-size camera, ready to go anywhere you go; ready to snap intimate, candid pictures, scenics, portraits... pictures you'll treasure for years to come.

things come in small packages”



thumbnail-size negatives
to sparkling enlargements—
black & white & color prints

perfect exposure ...everytime!

It's a fact that more pictures are ruined by incorrect exposure than by any other cause. The new Mamiya Automatic 16 has a coupled exposure meter that assures you on-the-button exposure every time you snap a picture... indoors under photofoods or "available light", outdoors in bright sunlight or on the haziest, dullest days... even in rain or snow. Just select the shutter speed, align the shutter speed indicator with the meter needle and shoot. Or, if you prefer, you can pre-select your lens aperture and the meter will tell you what shutter speed to use. Settings from ASA 12 to 400 for all kinds of color and black-and-white film.

get startling, dramatic pictures ...anywhere!

Ultra-fast, ultra-sharp 25mm Mamiya-Sekor f/2.8 lens lets you shoot anywhere, under virtually all lighting conditions. Get wonderful, conversation-piece photographs like these... striking night shots, in black-and-white and *color*... candid, by "available light"... flattering, backlit portraits.

focusing lens means sharper pictures

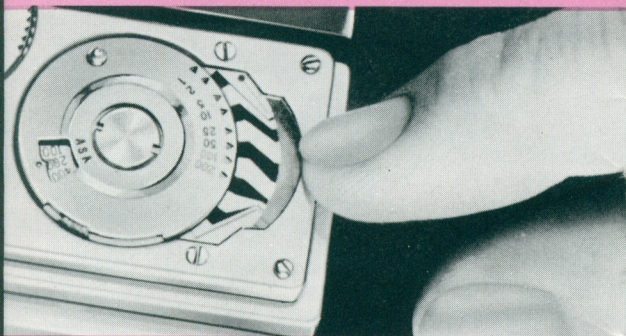
Unlike so-called 'fixed-focus' lenses which depend on depth-of-field and are never critically sharp, the Automatic 16 has a lens of special design which focuses critically from 12" to infinity. You'll get dramatic close-ups and lovely soft-focus background shots... the kind of pictures you've always wanted to take.



MAMIYA

puts fun in photography with the AUTOMATIC 16

Automatic features add to your enjoyment by taking the guess work and calculation out of photography—assuring you perfect results, every time you shoot!

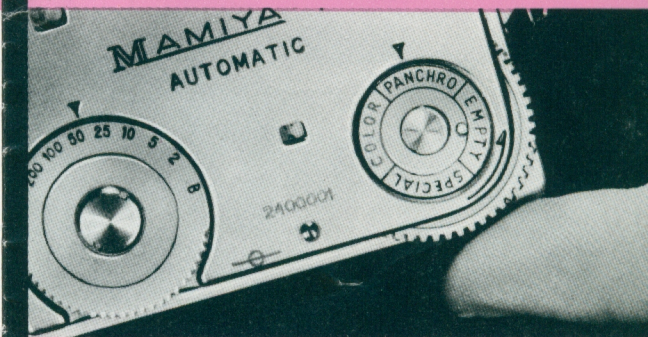


AUTOMATIC!

Knurled 'Action Wheel' automatically advances the film, sets the shutter and counts exposures with a flick of your thumb. Automatically stops when film is in position for next exposure.

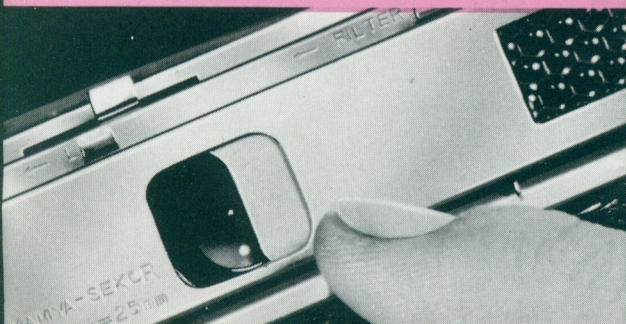
AUTOMATIC!

Built-in diaphragm-coupled Exposure Meter. Aligning the shutter speed indicator with the meter needle automatically sets the lens aperture for proper exposure. Or, preselect the lens aperture, and the meter will indicate the correct shutter speed.



AUTOMATIC!

Slide-away lens cover automatically prevents accidental exposure. Camera will not fire unless lens cover is withdrawn. Also protect the lens against dust and lint while the camera is being carried.

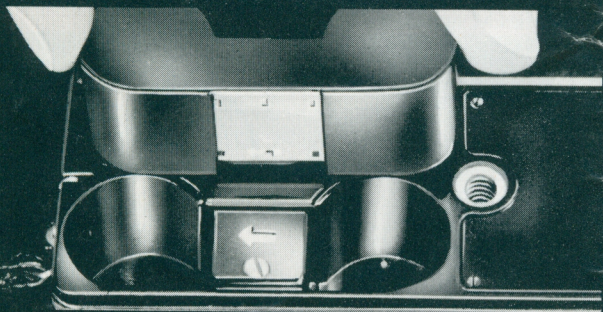
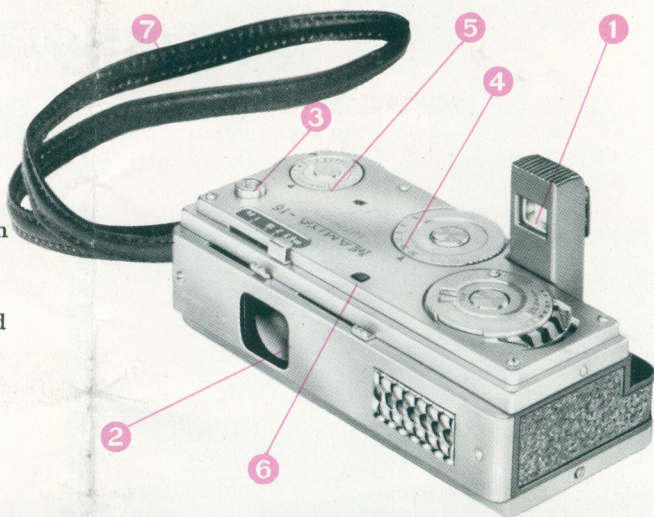


... plus these exciting 'fine camera'

FEATURES

- 1 Swing-up bright-frame viewfinder, with self-contained optical system and parallax-correction indicators. Folds flush when not in use
- 2 Interchangeable built-in filter
- 3 Shutter release with standard cable-release socket
- 4 7 shutter speeds from 1/2 second to 1/200th and 'B'
- 5 Indicator for film-type and 'empty'
- 6 Aperture-setting indicator window, coupled to Exposure Meter
- 7 Convenient wrist strap, for safety and added steadiness

Synchronized flash, accepts standard flash attachments
Standard tripod socket

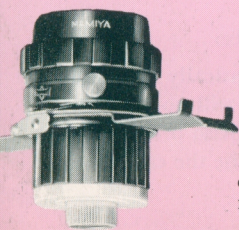


EASY, DROP-IN CARTRIDGE LOADING

Film for the Automatic 16 comes in ingeniously designed cartridges for faster, easier, more positive loading. Open the camera, drop the cartridge into position, close the camera, and you're ready to shoot—the film flat and in the precise focal plane.

Six film types are available: For indoor shooting under 'available light', or for striking night shots, Tri-X film; for well-lighted indoor or outdoor shots, there's Plus-X film; and for extreme enlargements, Panatomic X. For full-color transparencies or prints, there's Kodachrome or Super Anscochrome, daylight and tungsten.

accessories for added versatility



MAMIYA ENLAHEAD

Adapts standard enlarger to accept Mamiya 16 negatives. Fits Leica-thread flange in lens board, replacing enlarging lens. Has its own self-contained optical system and negative carrier. Makes blow-ups to 20 times.

\$15.95



MAMIYA FLASHGUN

Compact, pocket size unit is the perfect companion for Mamiya subminiature cameras. Accepts miniature flashbulbs. Comes complete with mounting bracket and reflector.

\$5.95

MAMIYA FILTERS

Interchangeable filters to fit camera are available in: red, green, yellow, neutral density, Type A and skylight.

each **\$2.00**



**THIS HANDFUL OF CAMERA
DOES A MAN-SIZE JOB**



MAMIYA 16

So small it's rarely noticed. The Mamiya 16 goes with you wherever you go, whatever you do. And it turns out snappy wallet-size black-and-whites—color slides—full color prints.

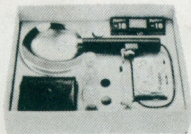
Man-size features, too!

- Sports-type finder with engraved parallax-correction indicators. Also prevents accidental exposure; covers lens when camera is not in use.
- 'Action Wheel' advances the film, sets the shutter, counts exposures.
- 7 shutter speeds from 1/2 second to 1/200th and 'B'.
- f/3.5 lens focuses down to 12".
- Built-in flash synchronization.
- Built-in interchangeable filter.
- Drop-in cartridge film loading.
- Standard tripod socket.
- Film-type indicator.

with case and handstrap... only \$39.95

MAMIYA 16 ACCESSORIES

- FLASH UNIT **\$5.95**
 FILTERS: red, yellow, green, neutral density,
 Type A and skylight *each* **\$1.75**



MAMIYA 16 GIFT KIT

The gift that's guaranteed to delight everybody! Camera, case, handstrap, 3 rolls of black-and-white film, flashgun, flashbulbs, all handsomely gift-boxed.

Only \$49.50

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