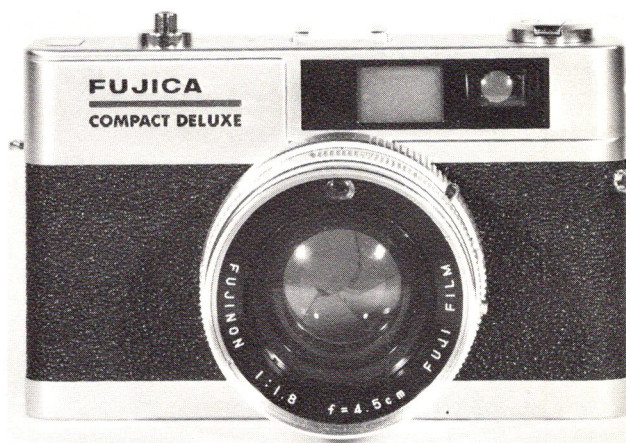
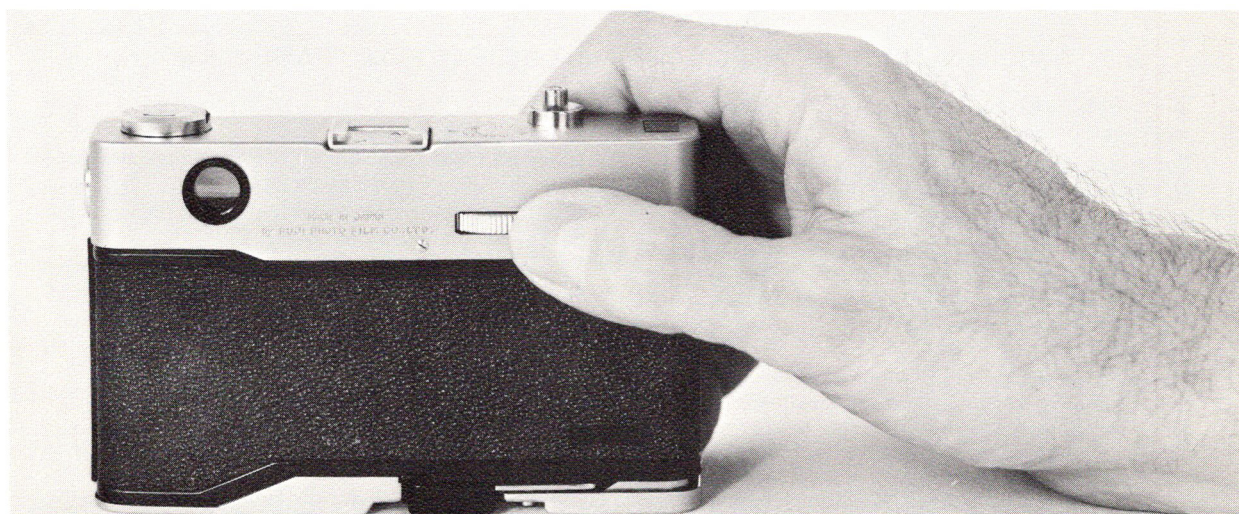


Until Automatic Focusing is Invented **FUJICA'S New Compact DELUXE 35mm** does something for your customers no other camera can do...

- Fujica's exclusive rear focusing eliminates finger fumbling all over lens housing. Cuts focusing time in half.
- Big, brilliant split image rangefinder simplifies needle-sharp shots.
- New micro electric eye built into lens housing assures greater exposure accuracy.
- Broad-band light sensing system built into electric eye circuit assures correct exposure in the full LV-2 to LV-19 range. Powered by new silver oxide battery.
- 6-element, 45mm Fujinon f/1.8 lens. Resolving power is 225 lines per mm at f/5.6. Comparable sharpness available only in cameras at two to three times the price.
- Beautifully compact design. Weight is only 26 ounces.



...CUTS FOCUSING TIME IN HALF

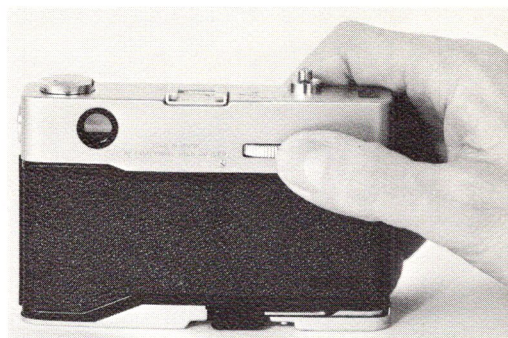


Fujica

New FUJICA Compact DeLuxe offers an unmatched combination of features. Provides your customer with color slides or black and whites he would expect to get from a camera selling at two or three times the price.

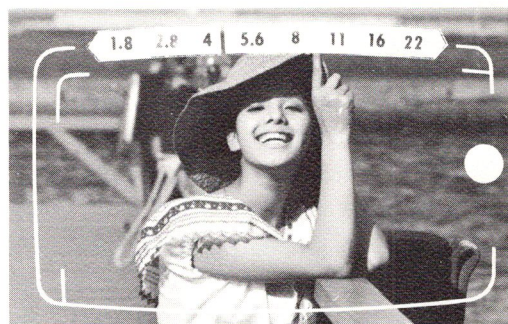
REAR FOCUSING... A FUJICA EXCLUSIVE

With the camera at eye-level shooting position, your thumb is directly over the focusing wheel. By just turning it, the big split image in the "picture window" merges into one. No more finger fumbling over the lens housing. No faster way to sharp focus.



PICTURE WINDOW VISUAL CONTROL CENTER

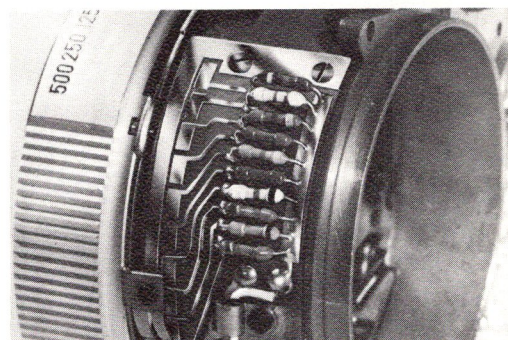
Wonderfully convenient. Everything needed for excellent photography seen right in the unusually bright viewfinder-rangefinder. When camera is operated at automatic, customer simply selects a shutter speed. The lens opening set automatically by the CdS electric eye is clearly visible in the "picture window". Also visible is a "Don't Shoot" signal if the light is too dim or too bright.



MICRO ELECTRIC EYE CIRCUIT

The most precise electric eye circuit built into any camera today. Space age reliability and miniaturization.

No special settings required for high or low light levels. Continuous LV-2 to LV-19 range. CdS photo cell built in right above lens. Powered by silver oxide battery. Provides 15 to 20% more power than mercury batteries of the same size.



SPECIFICATIONS OF FUJICA COMPACT DELUXE FULL FRAME 35mm

Lens: 6-element, 45mm f/1.8 Fujinon. Fully coated and color corrected.

Focusing: Rear focusing control rangefinder. From 3 feet to infinity. Superimposed twin-image.

Viewfinder: Bright line frame. Parallax mark.

Electric Eye: New ultra sensitive design powered by a silver oxide battery. Fully automatic with lens opening numbers, electric eye needle, under and over-exposure warning signal visible inside viewfinder. Also separate built-in electric eye meter.

Manual Control Option: Switch from automatic to manual control and make any combination of settings you wish. Shutter speeds: 1 second, 1/2, 1/4, 1/8th, 1/15th, 1/30th, 1/60th, 1/125th, 1/250th, 1/500th

plus "B" for time exposures. Lens openings: f/1.8 to f/22. Self Timer.

Close-up Light Lock: For correct exposures automatically in difficult lighting situations.

Flash Synchronization: Synchronized for use with both flash bulbs and electronic flash.

Film ASA Range: Takes all popular 35mm films, color and black and white. ASA 25, 32, 50, 64, 80, 100, 160, 200, 400.

Fast Film Advance: Single stroke lever advances film, cocks shutter, counts exposures.

Exposure Counter: Fully automatic. Resets to "0" when back is opened.

Weight: 26 ounces. 640 grams.

(CdS Electric Eye replacement batteries... Mallory MS-76 or Eveready S-76)