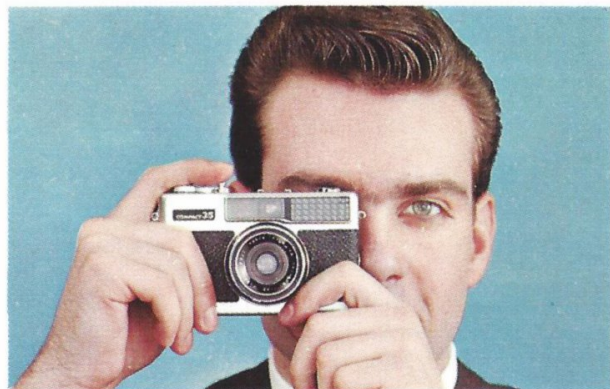


New **FUJICA** Compact 35
 Pocket Size 35 mm
 16 Ounces of Precision
 Full Size 35 mm Pictures



All the advantages of a Full Size Standard 35mm Camera in half the size, half the weight.

- * **FUJINON 1:2.8 f=38 mm**, 4-component 5-element lens.
- * **COMPUTER ELECTRIC EYE**... Automatically selects and sets correct combination of both lens openings and shutter speeds.
- * **MANUAL CONTROL SWITCHOVER**... Enables you to set any combination you wish of lens openings (f/2.8 to f/22) and shutter speeds (1/30th, 1/60th, 1/125th, 1/250th and "B").
- * **EYE-LEVEL CONTROL CENTER VIEWFINDER**... Bright frame type showing electric eye settings of lens openings, shutter speeds, quick focus symbols, overexposure indicator.
- * **CLOSE-UP LIGHT LOCK**... Enables user to get correct exposure automatically in difficult light situation.
- * **FOCUSING**... simplified settings from 2.6 feet (0.8 m to infinity).
- * **FLASH SYNCHRONIZATION**... built in X contact.
- * **FILM ASA RANGE**... all popular standard 35 mm color or black and white film ASA 12, 25, 50, 64, 100, 200.
- * **RAPID FILM ADVANCE**... single stroke of lever advances film, cocks shutter, counts exposures.
- * **EXPOSURE COUNTER**... automatic, resets to zero when camera back is opened.
- * **WEIGHT**... 440 gr. (Less than 16 ounces)

FUJI FILM

FUJI PHOTO FILM CO., LTD.

No. 3, 2-chome, Ginza-Nishi, Chuo-ku, Tokyo, Japan

IN U.S.A. — FUJI PHOTO FILM U.S.A., INC.

350 Fifth Ave., New York, N.Y. 10001, U.S.A.

IN EUROPE — FUJI PHOTO FILM (EUROPE) G.m.b.H.

Berliner Allee 8, Düsseldorf, West Germany

IN BRAZIL — FUJI PHOTO FILM DO BRASIL LTDA.

Rua Major Diogo 128, São Paulo, Brasil

IN ASIA — FUJI PHOTO FILM CO., LTD. HONG KONG OFFICE

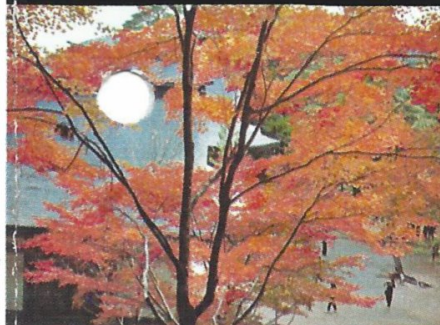
No. 2209 International Bldg.,

141 Des Voeux Road Central, Hong Kong

POCKET SIZE
FUJICA
 COMPACT
35



**TAKES
 FULL SIZE
 35 mm
 PICTURES**



**16 OUNCES
 OF
 PRECISION**



**COMPUTER
 ELECTRIC
 EYE**



**AUTOMATIC
 OR
 MANUAL**



**4 COMPONENT
 5 ELEMENT
 LENS**



New FUJICA Compact 35
Full Size 35 mm Pictures
From a Pocket-Size Camera
16 Ounces of Precision

Color slides identical in size with those shot with any standard size 35mm camera...plus an operating simplicity not yet found on any fine quality camera of any size.



Ask the man behind the counter at your camera store to hand you the new Fujica Compact 35. Before looking at its features, just check if it fits into your pocket...then you'll quickly know why this camera represents a major step forward in the miniaturization of precision.

It weighs only 16 ounces, yet it has practically every big 35mm camera feature you'll ever need. You'll take color slides you'll be proud to project, or black and whites that can be enlarged almost life size.



Automatically Correct Exposure
or
Manual Exposure Control

Set the Fujica Compact 35 for automatic operation and the computer electric eye takes over...actually selects and sets both the correct shutter speed and lens opening all by itself. Gives you correct exposure automatically in practically any light...also signals you when the light's too low for a good picture...and you can see all this take place right in the viewfinder at eye-level shooting position.

In addition, if you wish to make your own selections of lens openings and speeds, you have a full range to choose from. Lens openings from f/2.8 to f/22 and shutter speeds from 1/30th to 1/250th second plus "B".





Fast "Zone" Focusing or Distance Calibrations

With the Fujica Compact 35 you end forever the uncertainty of "will my picture come out in focus or will it be blurred or fuzzy?" The Fujica Compact 35 gives you a choice of two precise focusing methods . . . one for fast action, the other for more deliberate planning.

For rapid fire shooting, the Fujica enables you to shift your focus fast from close-up to middle distance to infinity with just a fingertip touch on the focusing ring. Right in the viewfinder you can see the focusing bar change its position from portrait to close-up to group to distant scene. Simple, sure and quick.

. . . or you can use the distance calibrations on the focusing ring to give all the extra focusing precision you want.

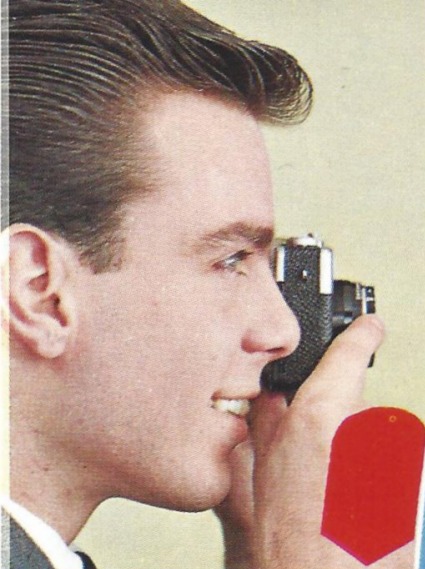


Brilliant Color Slides, Prints or Sharp Black and Whites

The heart of the Fujica Compact 35 is its lens. Designed by a team of glass chemists and optical physicists, Fujinon lenses are made in our own factories. How well they perform their function of gathering in the light and transmitting it, without distortion, to your film is quickly evident. When you project your first color slide, note the following: The color is natural. Tones and shade value are retained throughout the entire spectrum. Note particularly the corners . . . as sharp and clear as in the center. Similarly in color prints or enlarged black and whites there's a sharpness you would expect only from considerably more expensive cameras.



The Picture-Taking Versatility
of a full size 35mm Camera
in Half the Size, Half the Weight.



2.8	30
4	
5.6	60
8	
11	125
16	
22	250



New FUJICA Compact 35 Eye-Level Control Center



A feature found in no other 35 mm camera of any size is Fujica's Eye-Level Control Center. You'll find this wonderfully convenient. Everything you need to get this professional quality into your pictures is seen right in the viewfinder...at eye-level shooting position. The automatic electric eye exposure control...the quick focusing system...the brilliant clarity of your subject or scene. There's even a signal to tell you when the light's too low for a good picture

and it would be better to switch to flash. You see what you'll get in your finished shot and if you're technically minded...you know exactly what shutter speed or lens opening has been automatically selected and set.

The Fujica Compact 35 is surprisingly simple to use. You'll enjoy taking it with you everywhere you go...and, better yet, you'll enjoy the finished show.