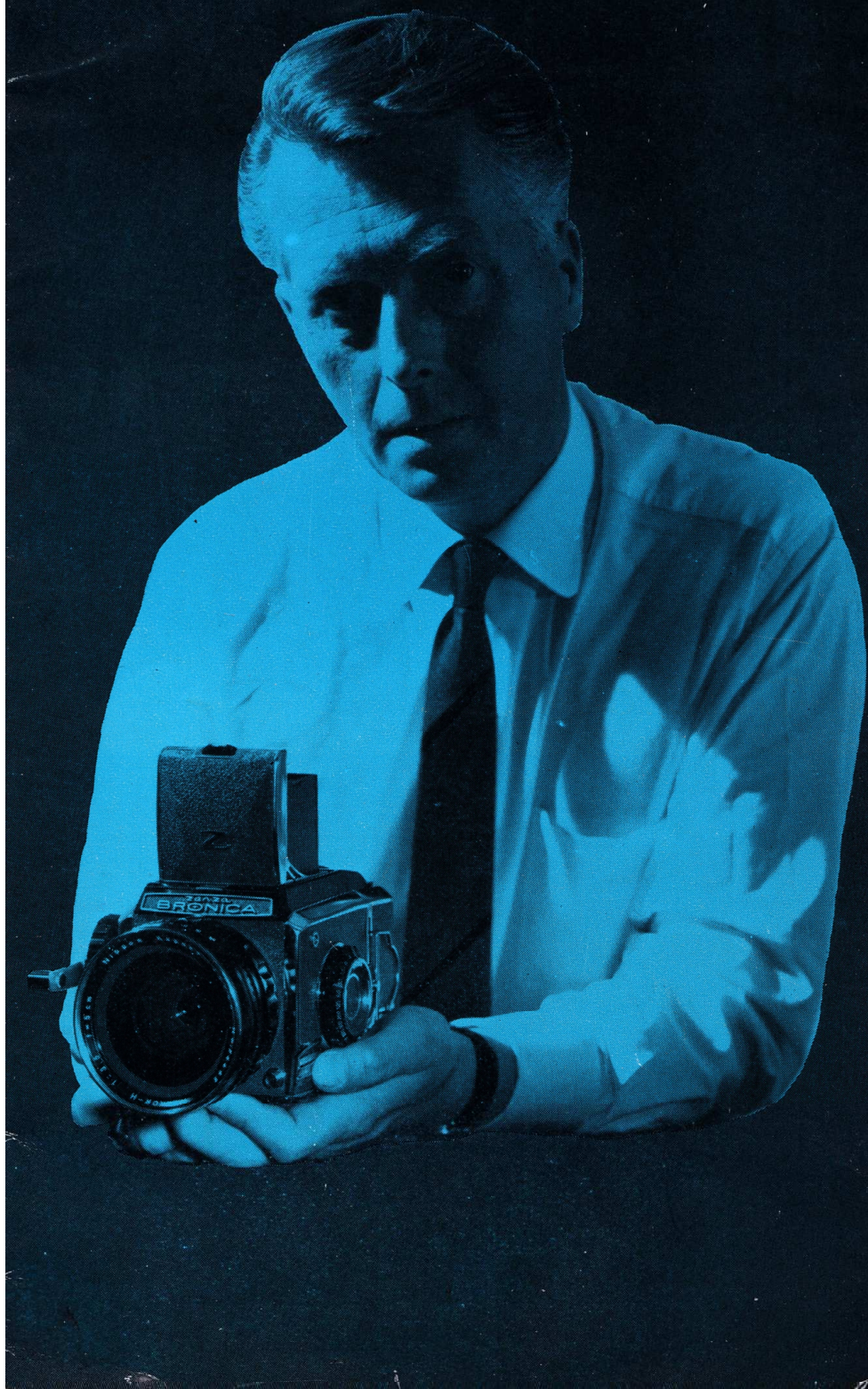
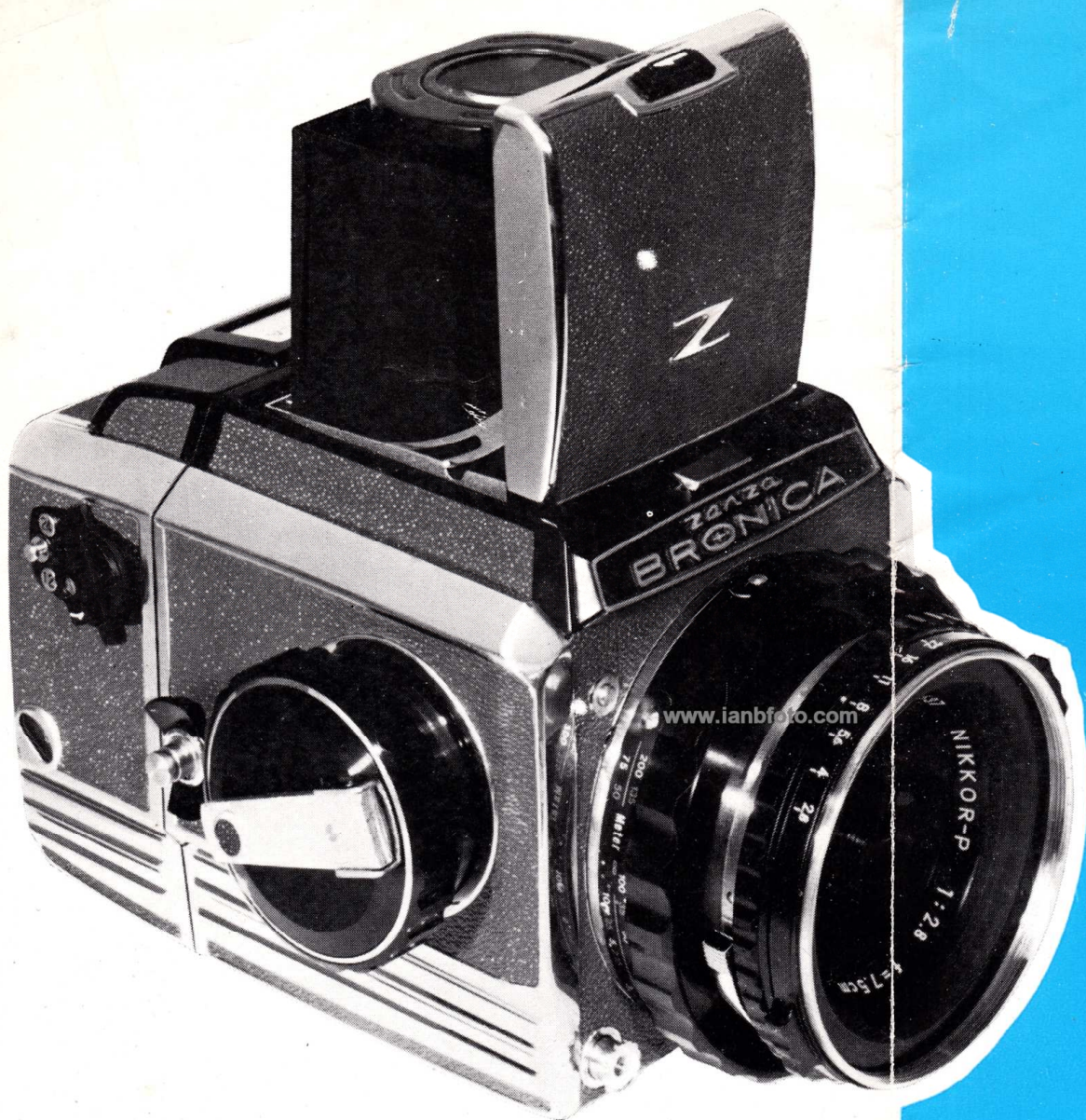


Look into a NEW  
**Bronica S2**  
the worlds best single lens  
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## The Bronica S2

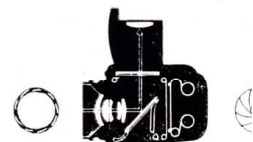
Smart, long-lasting stainless steel and grained leather give the Bronica a tough exterior only matched by the rugged die casting of the body. Superbly sharp Auto-Nikkor lenses assure crisp negatives and the unique instant return mirror of the Bronica S.2 eliminates image blackout.

Vertical travel focal plane shutter has speeds from 1 sec to 1/1000 sec with electronic synchronization at 1/40 sec. The flash nipple is of the standard 3 mm co-axial type and will accept any standard synchronization lead. The fast lever wind action sets the shutter and winds on the film in one easy action and a conveniently placed preview button allows you to judge the picture before exposure.

A choice of three viewfinders is available, including a pentaprism finder which shows the image right way up and right way round. This is ideal for telephoto work and sports photography.

A particular feature of the Bronica is the fully automatic film magazine with the built-in memory. The magazine just will not let you make a mistake: it's locked on the camera until the darkslide is inserted in the slot and pressed gently. The magazine then falls away in the hand and may be removed. With the magazine off the camera the darkslide is locked in the magazine until it is returned to the camera. If the darkslide is left in the magazine or the magazine is empty, the camera will not function and the shutter cannot be fired.

Take time out to see a new Bronica at your dealers soon . . .



### Exclusive Instant Return

Bronica's unique instant return mirror is fitted to a 2 1/4 sec. Instead of lifting to the top chamber in the conventional mirror drops down and falls allowing the barrel of the lens to be inserted without interfering with the mirror.

Immediately the shutter mirror returns to its original position the diaphragm re-opens to full aperture to give constant full aperture with all lens



The new Bronica S.2 is a complete system camera. Its heart is the camera body which houses the vertically travelling focal plane shutter and the unique instant return mirror. A slight pressure on the darkslide and the film magazine can be lifted off the camera body. A push on the safety catch and a slight twist releases the lens from the body and a touch on a small catch lets you lift off the viewfinder hood, leaving the focussing screen in the camera body. Now you can build a Bronica to suit yourself.



#### Exclusive Instant Return Mirror

Bronica's unique instant return mirror is the only one fitted to a 2 1/4 square SLR camera. Instead of lifting to the top of the camera chamber in the conventional manner, the mirror drops down and forward thereby allowing the barrel of the 50 mm wide angle lens to be inserted into the chamber without interfering with the movement of the mirror.

Immediately the shutter has been fired the mirror returns to its original position and the diaphragm re-opens to maximum aperture to give constant image viewing at full aperture with all lenses.



#### Auto Nikkor Lenses

Nikkor lenses need no i their crispness and their conditions. Their auto-c instant return mirror of 1 the crucial moment of e their high standard of p Bronica S.2.

LENS	LENS ELEV
Nikkor 50 mm	6 gro 6 ele
Nikkor 75 mm	4 ; 5
Nikkor 135 mm	3 ; 4
Nikkor 200 mm	5 ; 5
Nikkor 400 mm	4 ; 4



The fact that the Bronica's magazine back is automatic makes it unique but a second feature makes it more unique still. The magazine takes either the standard 12 exposure 120 film or the new 24 exposure 220 film at the twist of a small button. No accessories to add, no precautions to take, no counter to watch for the second time round, just turn the catch and load the film. The counter automatically registers up to 24 and then runs free after the last shot.

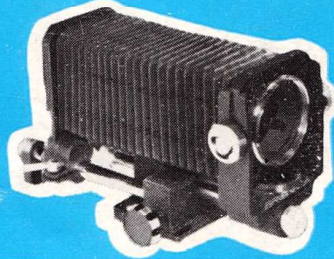
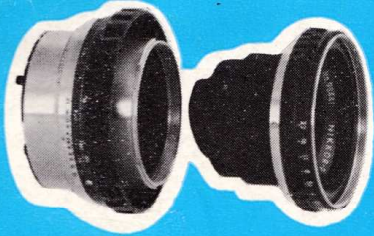
**Auto Nikkor Lenses are standard for Bronica.**

Nikkor lenses need no introduction to photographers. They are renowned for their crispness and their ability to produce the best possible results under all conditions. Their auto-diaphragm mechanisms, when combined with the instant return mirror of the Bronica, mean freedom from picture blackout at the crucial moment of exposure. The optical perfection of Nikkor lenses and their high standard of performance made them an obvious choice for the new Bronica S.2.

LENS	LENS ELEMENTS	APERTURE	ANGLE-OF-VIEW	CLOSEST DISTANCE	WEIGHT
Nikkor 50 mm	6 groups ; 6 elements	F : 3.5	77°	33 cm	460g
Nikkor 75 mm	4 ; 5	F : 2.8	55°	60 cm	230g
Nikkor 135 mm	3 ; 4	F : 3.5	33°	1.6 m	410g
Nikkor 200 mm	5 ; 5	F : 4	21°	2.8 m with close-up lens 1.7 m	750g
Nikkor 400 mm	4 ; 4	F : 4.5	11°	5 m	3.3kg

filters and lenshoods are available. The helicoid mount on the Bronica offers the accuracy of a bayonet system of lens mounting but at the same time makes it possible for the photographer to use a favourite lens. A coupling tube can be made and will screw into the end of the lens mounting tube of the helicoid which is threaded for this purpose. A method of obtaining a larger image is to carry a set of extension rings. These will allow the camera to be focussed very closely and the smallest objects can

be reproduced on the negative at an enlarged scale. The instant return mirror on the Bronica, moving down and forward as it does is unusual and allows the lens barrel to intrude into the camera chamber to a much greater extent than is possible on other cameras. This not only allows the use of a short focal length lens but allows for the function of the patent Bronica instant return mirror. **The Bronica is the only 2½ square SLR camera to have this feature.**



The Bronica C is basically similar to the Bronica S.2 but does not have interchangeable magazines. The film transport is built into the camera body and the back of the camera cannot be removed. Film inserts can be used with equal facility, allowing rapid reloading. The focussing helicoid and all other accessories are interchangeable with the Bronica S.2 and the Bronica C will appeal to many photographers as an extra body. The shutter of the "C" is speeded to 1/500 sec. and has electronic flash synchronization at 1/40 sec. The flash nipple is of the standard 3 mm co-axial type and will accept any standard flash cable. In order to allow double exposure the Bronica C has a control which allows the shutter to be tensioned without the film being transported. This control may be engaged at will. The Bronica C accepts either 120 or 220 film and the counter automatically registers to 24, running free after the last exposure.



The Bronica C



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