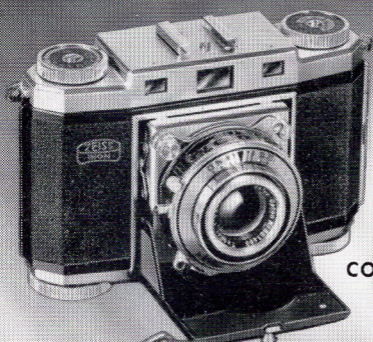
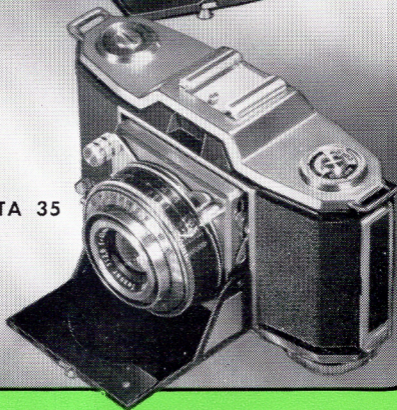


Zeiss Ikon



CONTINA 35



IKONTA 35

CONTINA 35
and
IKONTA 35



Always ready for instant shots • Can easily be enlarged

Small . . .
Fast . . .
Versatile



CONTINA 35 and IKONTA 35

Zeiss Ikon Contina 35 and Ikonta 35 cameras use 35 mm film. They are, in a manner of speaking, sisters, since they are similar in size, design and performance. However, the Contina 35 incorporates a built-in optical range-finder by means of which distances can be instantly and accurately ascertained. It indicates the correct focusing distance, after which you set the camera lens manually.

These small, yet extremely capable, Zeiss Ikon cameras are manufactured in the United States Zone of Germany, in accordance with quality traditions adhered to for over ninety years. They are truly "pocket-size." Ikonta 35 measures $2\frac{5}{16} \times 4\frac{7}{8} \times 1\frac{5}{8}$ inches and weighs but 17 ounces. The Contina 35 is a fraction of an inch higher and weighs an ounce more.

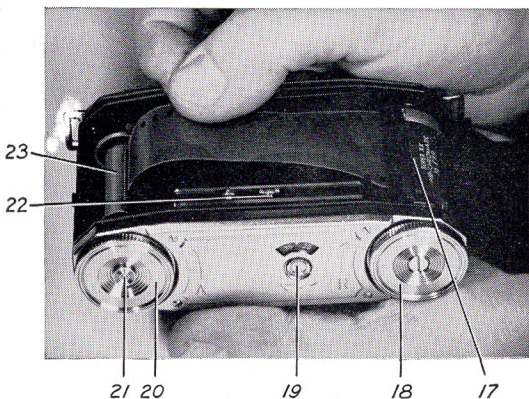
EASY TO OPERATE

Remarkably easy to operate, fool-proof, fast and versatile, these cameras quickly become constant companions of their owners. They are also outstanding because of their modern styling, ease of operation and compactness.

The camera body is made of strong, yet lightweight, cast aluminum. A built-in counter automatically indicates the number of exposures made. A locking device prevents accidental double-exposures by making certain that the film is wound to the next picture before the shutter can be released. There is also a handy dial scale on the camera which can be adjusted to show the kind of film loaded in the camera.

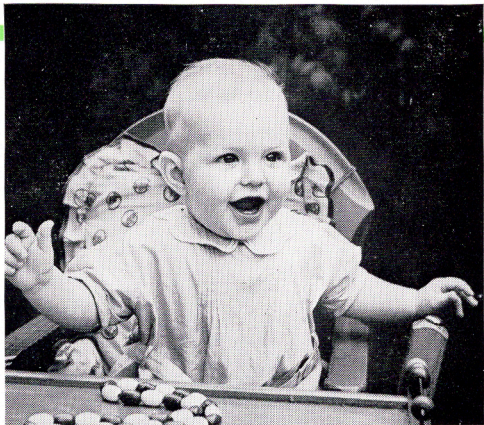
The lens and shutter include the popular "red dot" setting, by means of which the settings of focal distance, exposure time and diaphragm are coordinated for average shooting. This feature further simplifies operation—a great aid to beginners, but also useful to advanced amateurs.

Contina 35 and Ikonta 35 cameras load with stand-



Easily Loaded

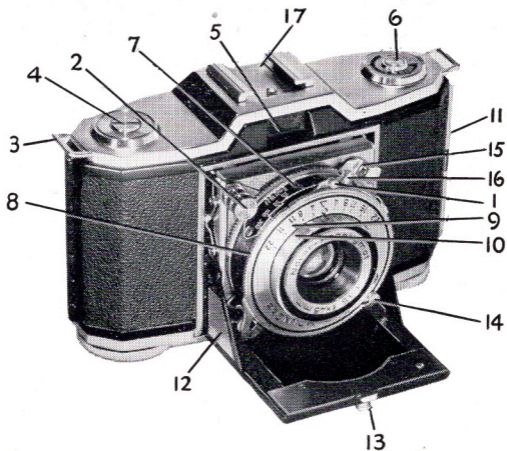
- 17—Film cartridge 18—Rewinding knob 19—Exposure counter
20—Film winding knob 21—Rewind release knob
22—Film transport sprockets 23—Take-up spool



ard 35 mm film, color and black-and-white, using 20 and 36-exposure-length cartridges. All popular brands of film, both color and black-and-white, are available everywhere in standard cartridges. The camera back opens wide for easy loading, unloading, and interior cleaning—no possibility of film jamming while loading. The take-up spool is built into the camera, hence can never fall out while loading or unloading, or be lost.

CHOICE OF LENSES

Both Contina 35 and Ikonta 35 cameras are available with a choice of lenses: a Zeiss Opton Tessar $f/2.8$, 45 mm focal length in a Compur Rapid shutter with speeds up to $1/500$ th second, or a Novar $f/3.5$, 45 mm focal length in Prontor SV shutter with speeds to $1/300$ th second, and including a built-in delayed-action device. All lenses are factory-coated, highly-corrected anastigmats. All shutters have built-in flash synchronization through the entire range of shutter speeds.



- 1 — Lever for setting shutter
- 2 — Lever for releasing shutter
- 3 — Eyelet for carrying strap
- 4 — Tripod socket covered by screw
- 5 — View-finder, recessed
- 6 — Telltale for type of film in camera
- 7 — Lens aperture scale
- 8 — Shutter speed setting ring
- 9 — Depth of field scale
- 10 — Focusing scale
- 11 — Lock for back
- 12 — Sides of baseboard
- 13 — Catch for locking front
- 14 — Winding lever for self-timer
- 15 — Socket for cable release
- 16 — Flash synchro socket
- 17 — Accessory shoe



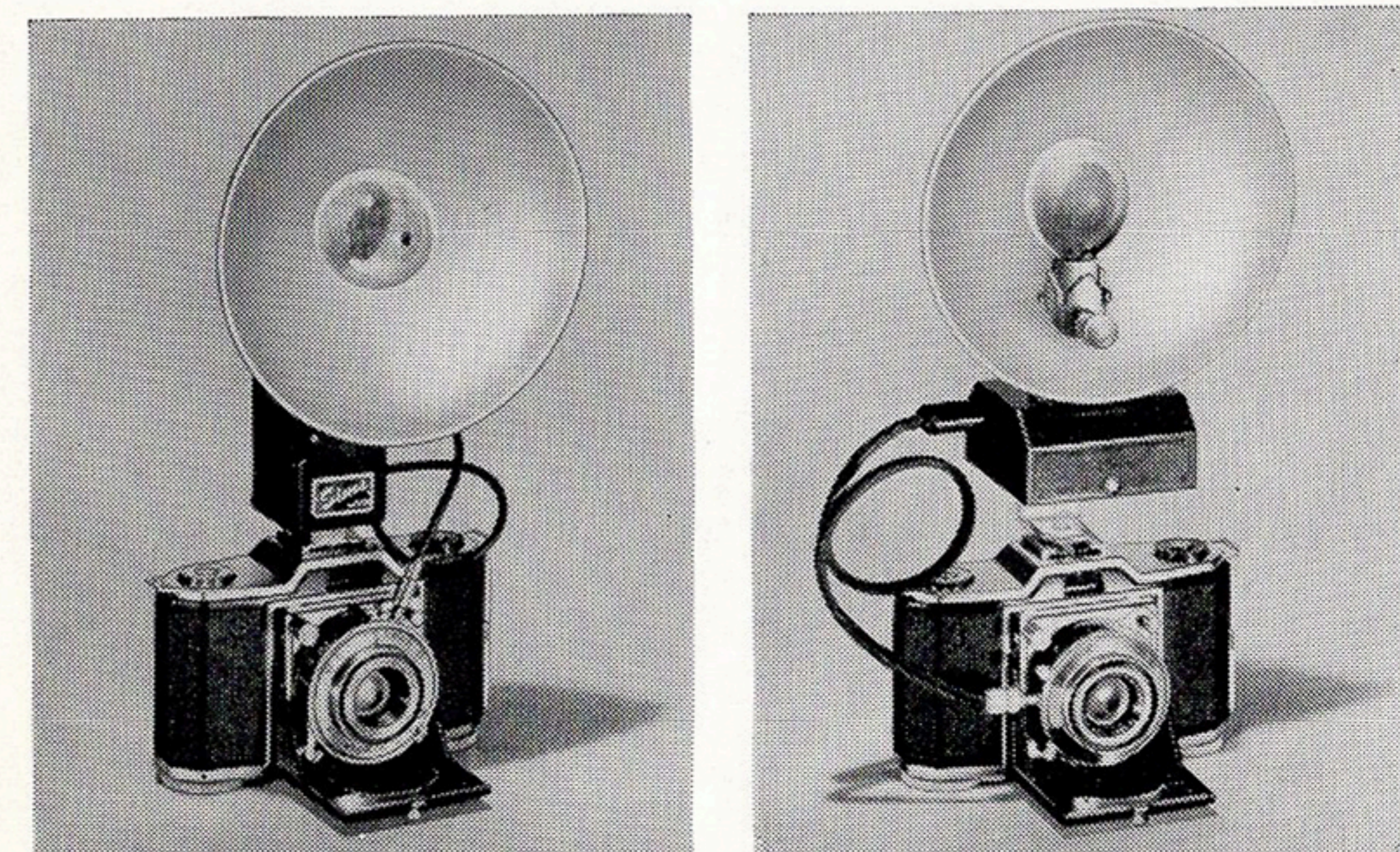
Up to 36 Pictures on a Roll

Splendid enlargements can be made to virtually any size

The following accessories are interchangeable and fit both Contina 35 and Ikonta 35 cameras.

- Genuine leather Eveready carrying case.
- Lens shade, 27 mm screw-on mount.
- Filters (yellow, yellow-green, orange, red, skylight, Type A), 27 mm screw-on mount.
- Bernotar polarizing filter, 32 mm slip-on mount.
- Proxar close-up lenses, 32 mm slip-on mount, 1x, f-1m., A-32 (for distances 40 to 20 inches). 2x, f-0.5m., A-32 (for distances 20 to 13 inches).
- Synchro Cord (FC) for flash.
- Locking cable release.

NOTE: Flash units, of many types, suitable for use on the CONTINA 35 and IKONTA 35 cameras, are available at photographic dealers.



Fully synchronized for flash

Both models are easy to synchronize with the commercial type of flash gun. The Compur and Prontor shutters have built-in sockets for internal synchronization.

INTERCHANGEABLE ACCESSORIES

A standard shoe is provided on the top of the cameras which accommodates various accessories interchangeably, including modern flash units. A direct-vision, optical view-finder, showing the precise area covered by the lens, is built into the camera body directly over the lens, thus eliminating the parallax problem. A concealed tripod socket is provided . . . although these cameras, because of their small size, are designed primarily for hand-held operation.

OPERATED IN EVEREADY CASE

A smart, durable, genuine leather Eveready carrying case is available for the Contina 35 and Ikonta 35 cameras, making it possible to operate them without removal from the case; yet, because of two unique, spring clips, the camera can be removed from the case in a jiffy. No locking-screw to be loosened.

Of practical value when carrying the camera about or shooting in a hurry is the fact that these cameras can be closed without removing the filter.

The Contina 35 and Ikonta 35 cameras, covered with genuine black grained leather, and with exposed metal parts satin-chrome finished, offer complete protection to the lens when not in use, as the front drop-plate completely covers it. Yet, these cameras can be brought into action within a second by merely pressing a button which causes the front plate to drop, bringing the lens automatically into operating position.

For snapshooting, candid, sports and news photography, you'll find the Contina 35 or the Ikonta 35 ideal—in convenience, stamina, versatility and results. Choose one of these handsome models for inexpensive, dependable and pleasurable miniature photography. Sold by leading dealers.

AN IDEAL COMPANION CAMERA

Use the Contina 35 or the Ikonta 35 as a second camera for 35 mm color shots, in addition to your larger model. So small, it fits into your side pocket or into a lady's handbag. Available with stiff leather carrying case, as shown above, or zipper pouch of soft leather.

