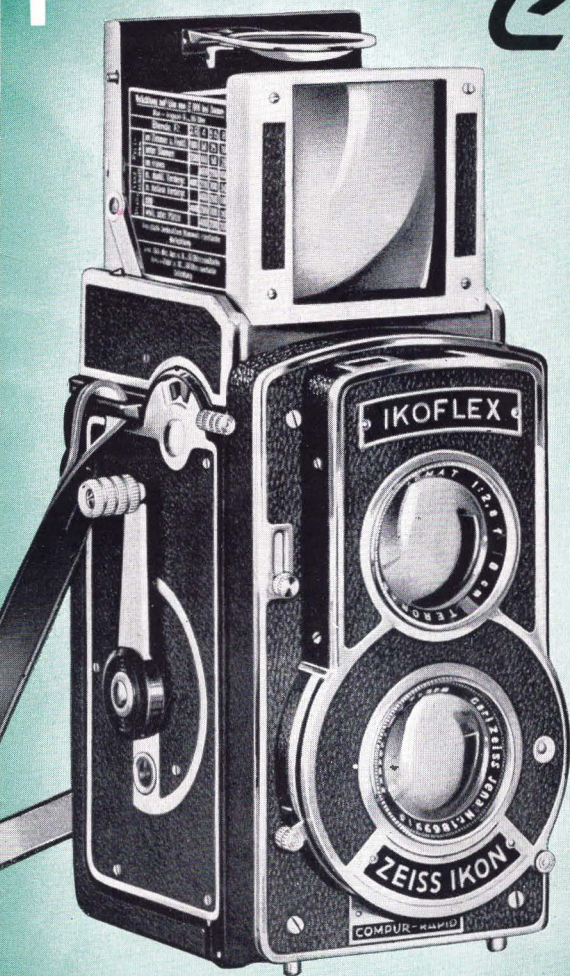


NEW!

IKOFLEX III

2¼" x 2¼" Twin-Lens Reflex

Camera



- **FASTEST LENS**—Zeiss Tessar *f/2.8*
- **BRIGHTEST IMAGE**—Focusing Screen is Also a Collecting Lens
- **FASTEST HANDLING**—Many Automatic Devices
- **ALBADA Direct View Eye-Level Sports Finder**
- **NEW MAGNIFIER**—Covers the Whole Image



... IKOFLEX III Now Brings the Highest Speed ZEISS TESSAR f/2.8 to the 2 1/4 x 2 1/4 Twin-Lens Reflex CAMERA ...



NEVER before has ground glass focusing been given the ease and speed it reaches in this new IKOFLEX III. Not only do you see your picture in its full size and right side up, but also it has the greatest brilliance yet attained—an eye-satisfying image that simplifies both composing and focusing.

The IKOFLEX III has everything that has made the twin-lens reflex so popular, plus new ease, smoothness and simplicity. Its Zeiss Tessar f/2.8 (the fastest lens ever fitted to a 2 1/4 x 2 1/4 twin-lens reflex) makes possible snapshots at

night, stage photography, fast action pictures; it is ideal for portraiture and color work; excellent for pictorial and still life studies.

How simple it is, then, with focusing wheel and shutter release under the finger-tips, to follow the subject, watch even fastest action on the ground glass, and catch the picture at its peak! No need to take your eye from the image; just a quick half-turn of the self-returning film winding lever and the camera is ready again! You can visualize the print as you study the lighting of the image. At a touch, the hood magnifier will slip into place and enlarge this whole image four times.

And you simply can't forget! Shutter and film transport are interlocked—you can't snap the picture if the film hasn't been wound; you can't wind the film unless you have made the exposure; you can't overwind. No double exposures; no skipped pictures. And no film numbers to watch, either; the little ruby window has disappeared! A signal shows whether

there's film in the camera; a counter shows how many pictures have been taken. A signal shows whether the shutter is set; another when the self-timer is wound.

IKOFLEX III combines the ease, the speed, the economy of the miniature with an album-size picture. It is a boon to beginners; it offers new speed and accuracy to advanced workers and professionals; its smoothness and simplicity will appeal greatly to all.

As the Contax is the supreme 35mm miniature, as the Super Ikontas are the supreme auto-focusing folding cameras, so IKOFLEX III is supreme in the twin-lens reflex type.

Details

The Optical System:

ZEISS TESSAR f/2.8—8 cm. (3 1/8 in.) "taking" lens; focuses from 3 1/2 ft. to infinity by a quarter-turn of the large focusing wheel; stops down to f/22. Tessarat Anastigmat f/2.8—8 cm. (3 1/8 in.) "finder" lens; large aperture adds brilliance to the ground glass image and simplifies focusing by narrowing depth of field. The full ground glass itself is a plano-convex collecting lens (a feature of all Ikonflex cameras) that still further increases brilliance and evenness of illumination, thus producing the brightest image ever attained on a 2 1/4 x 2 1/4 twin-lens reflex. The hood magnifier enlarges the whole image four times.

The hood forms an Alheda optical eye-level finder, unequalled for sports and action shots. It shows a large field, with the picture portion neatly framed within white lines—exclusive to ZEISS IKON cameras. Parallax correction is automatic from 3 1/2 ft. to infinity.

The Shutter:

Contax-Rapid self-timing; speeds from 1 to 1/2000 second and bulb. Both body and cable release. A signal shows whether the shutter is released, wound or on delayed action. Shutter and aperture settings are read from above.

Film Mechanism:

No need to watch film numbers—handling is automatic. Simply thread the film, advance it until an arrow on the paper leader aligns with two white dots, close the camera, and turn the film winding lever until it stops; you can't wind too far. A pressure plate holds the film flat in the focal plane. A large signal shows whether there is film in the camera; another shows whether film has been wound since the last exposure; a counter shows how many exposures have been made. IKOFLEX III makes 12 exposures, 1/250th, on standard 8-exposure 120 or B2 rollfilm.

Handling:

Most easily automatic. Shutter and film wind are interlocked; no accidental double exposures. A smooth half-turn of the film winding lever advances the film and winds the shutter; the lever returns automatically. Pictures can be made in rapid sequence without taking the eye from the image.

The Body:

The body is of extra sturdy all-metal construction, covered with black leather. Exposed metal parts are in satin finish chromium. The back is hinged and opens fully for cleaning and loading. Dimensions 3 1/2" x 4" x 6". Weight: 46 oz.

ZEISS MAGAZINE

Have you seen the ZEISS Magazine? New techniques, methods, accessories. Monthly. At your dealer's, or write for complimentary copy.



IKOFLEX III has the famed ZEISS TESSAR f/2.8; the fastest lens ever fitted to a 2 1/4 x 2 1/4 twin-lens reflex.



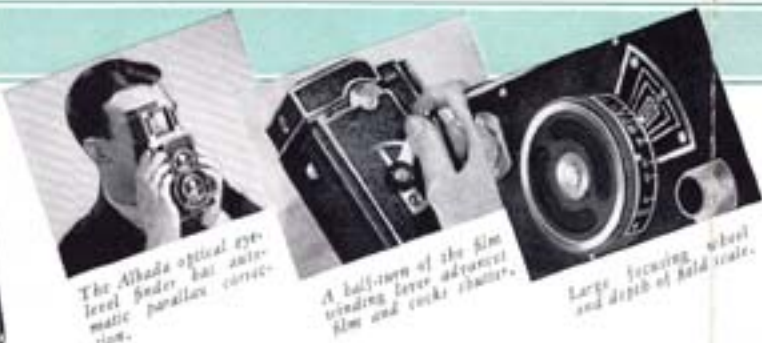
IKOFLEX III takes 12 pictures this size on standard 8-exposure 120 or B2 rollfilm.



The hood magnifier enlarges the WHOLE ground glass image FOUR times when critical focus is desired.



Hinged back gives full access for cleaning and loading.



The Alheda optical eye level finder has automatic parallax correction.

A half-turn of the film winding lever advances film and cocks shutter.

Large focusing wheel and depth of field scale.

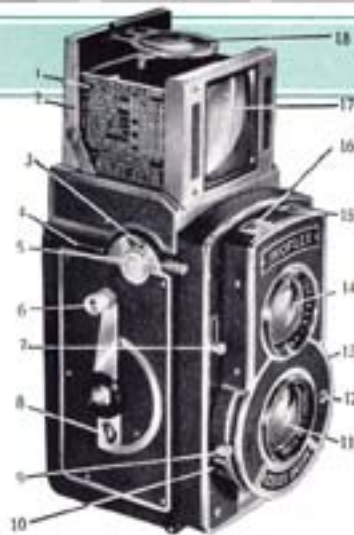
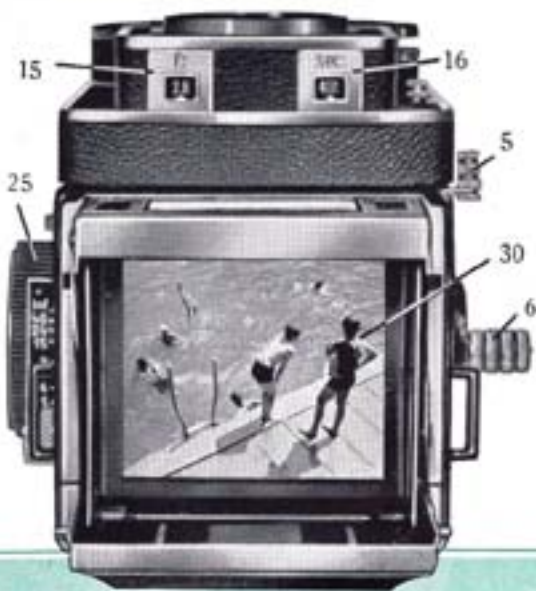
Explanation

(See pictures on following page)

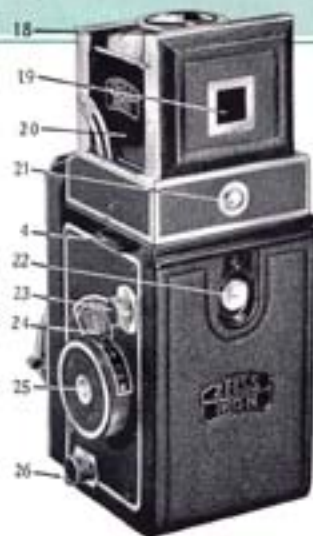
1. Exposure tables.
2. Button for releasing hood magnifier.
3. Exposure counter.
4. Slot for attaching neck strap.
5. Body shutter release.
6. Film winding lever.
7. Button for setting shutter self-timer.
8. Signal to indicate whether camera is loaded.
9. Shutter speed setting lever.
10. Opening for attaching cable release.
11. Zeiss Tessar f/2.8 taking lens.
12. Signal showing whether shutter is cocked.
13. Lens aperture setting lever.
14. Teronar Anastigmat f/2.8 finder lens.
15. Window showing lens aperture setting.
16. Window showing shutter speed setting.
17. Alheda finder lens.
18. 4x hood magnifier.
19. Alheda finder eye-piece.
20. Side of hood.
21. Hood release button.
22. Button to lock back.
23. Film spool holder.
24. Depth of field scale.
25. Focusing wheel.
26. Film spool holder.

Picture at left shows IKOFLEX III controls as seen from above when composing and focusing.

25. Focusing wheel shows distance focussed.
13. Lens aperture reading.
16. Shutter speed reading.
5. Body shutter release.
30. Ground glass shows brilliant image in full size with parallax correction.



(See previous page for explanation)



Prices

- IKOFLEX III, with Carl ZEISS TESSAR f/2.8—8 cm. (3 1/8") lens, in Compur-Rapid self-timing shutter, 1 to 1/400th sec. and bulb..... \$199.00
- Eveready Leather Carrying Case..... 11.00

FILTERS:

- Zeiss Ikon 37 mm slip-on: ultra-violet G0, light yellow G1, medium yellow G2, dark yellow G3, each..... 4.00
- Orange G4, blue B40, yellow-green GR55, green GR50, each..... 4.50
- Light red R10..... 5.50
- Lens-shade, 37mm slip-on, No. 1283/16..... 2.25
- Set of 2 Proxar lenses 1 x 37 (36" to 20")..... 12.00
- Set of 2 Proxar lenses 2 x 37 (20" to 14")..... 12.00

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