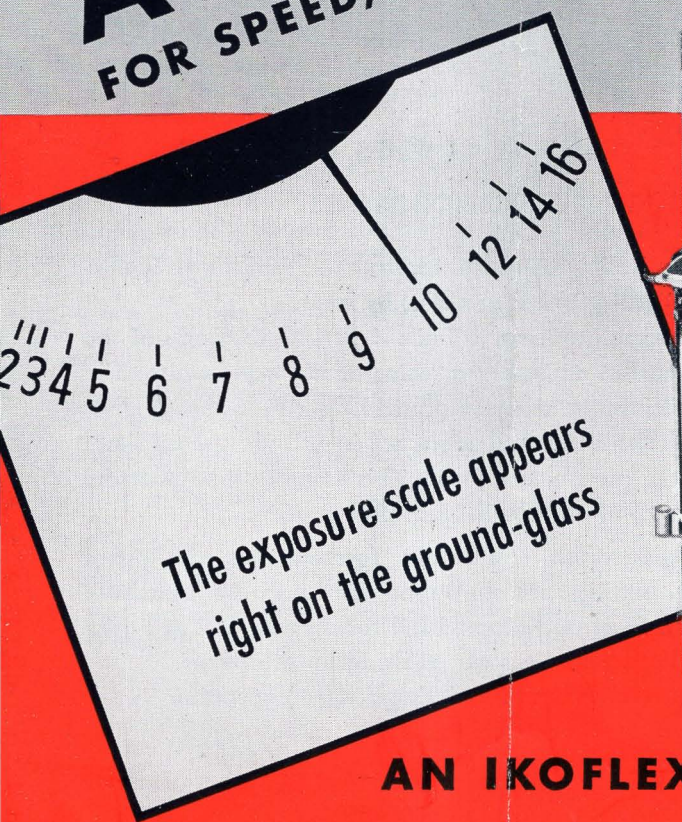


A NEW

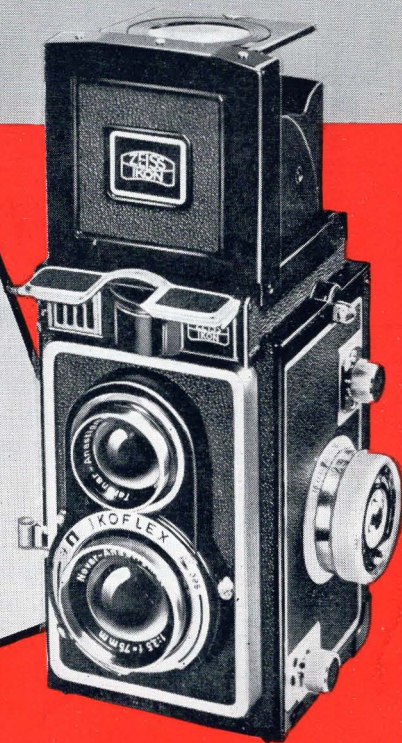
ZEISS IKON

ACHIEVEMENT

FOR SPEED, CONVENIENCE, ACCURACY



The exposure scale appears
right on the ground-glass



AN IKOFLEX EXCLUSIVE

THE NEW IKOFLEX I-c

Phenomenal!

*You see the
scale of the
built-in exposure meter
right on the ground-glass
as you focus and compose.*



*Actual image and exposure reading
as seen on ground-glass.*

From Zeiss Ikon comes another new advancement

The striking and exclusive improvements incorporated in the new Ikoflex I-c put this popular $2\frac{1}{4} \times 2\frac{1}{4}$ " reflex in a class by itself.

The photoelectric exposure meter is built right into the body of the camera, and assures correct exposures in color or black-and-white. The calibrations and needle can be seen sharply and clearly on the ground-glass focusing screen. The meter indications are in full view at all times while you compose the picture and focus. This feature alone puts the Ikoflex I-c far in advance of other twin-lens reflex cameras.

Has large focusing knob for accurate, easy focusing even with gloves on — ASA and DIN settings are shown on the knob. Its Extrabrite focusing screen has an inner circle for critical focusing as well as a grid of fine vertical and horizontal lines for squaring up the picture.

Ikoflex I-c is a marvel in speed and simplicity of operation.



*Built-in exposure meter
at top of camera body*

Additional features of this superb camera

Light baffles to exclude internal reflections.

Magnifying lenses on shutter-speed and diaphragm windows enlarge numbers for fast, easy reading.

Single-action focusing hood — opens and closes with one touch of your finger.

Enlarged focusing magnifier above the ground-glass.

Folding shutter release button which swings out for use and folds flush against the body when not in use.

Picture Counter.

Direct-vision eye-level view finder.

Automatic prevention of accidental double exposure.



*Ikoflex I-c with built-in exposure meter.
Ikoflex I-b is available without built-in meter.*

Both cameras offer the choice of either Novar f/3.5 75mm or Tessar f/3.5 75mm lens in Prontor SVS shutter to 1/300 with self-timer.

Ikoflex I-b with Novar f/3.5 75mm lens (case extra)	\$99
Ikoflex I-b with Tessar f/3.5 75mm lens (case extra)	\$119
Ikoflex I-c with Novar f/3.5 75mm lens (case extra)	\$126
Ikoflex I-c with Tessar f/3.5 75mm lens (case extra)	\$146

ZEISS IKON CAMERAS ARE IMITATED BUT NEVER EQUALLED

NEW SUPER IKONTA IV



$2\frac{1}{4} \times 2\frac{1}{4}$ "
coupled-rangefinder
camera

Built-in photoelectric
EXPOSURE METER

You can count on sharp, perfectly exposed negatives with this splendid camera. Its new Zeiss Ikon alignment-type photoelectric exposure meter gives fast, accurate readings in color or black-and-white. The combined range and view finder enables you to sight and focus through one eye-piece.

Winding the film registers on the counter the number of pictures taken. No accidental double exposures or blanks.

Makes twelve $2\frac{1}{4} \times 2\frac{1}{4}$ " negatives on a roll of 120 film.

Equipped with the famous Zeiss Tessar f/3.5 75mm lens and latest type *Synchro-Compur MVX shutter with cross-coupled light values and self-timer*. Speeds to 1/500 sec.

Another model, basically the same as the Super Ikonta IV but without exposure meter, is equipped with the Novar f/3.5 75mm lens and is called SUPER IKONTA III.

Both cameras are small, compact and conveniently carried in the pocket — always ready for use.

Super Ikonta IV with Tessar f/3.5 lens (case extra) \$124.

Super Ikonta III with Novar f/3.5 lens (case extra) \$89.

CARL ZEISS, INC., 485 Fifth Avenue, New York 17

All Zeiss Ikon products are made in West Germany.

Available through authorized Zeiss Ikon dealers.

