



photography: from beginner to pro

a photographic glossary

Zone Focusing Symbols: *These symbols generally appear on the lens mount of the camera and make it easy to focus the lens quickly for a sharp image at close, medium or distant range.*

Parallax Correction Marks: *On viewfinder cameras, the viewer is remote from the lens, thus parallax (image displacement) errors are possible at close ranges (under six feet). Parallax correction marks, or automatic parallax, compensate for the image shift and correct it in the viewfinder so that no vital parts of the picture are cut off.*

Automatic Shutter: *An automatic shutter eliminates individual manual settings of the shutter speed by adjusting itself under outdoor, indoor and flash conditions to the requirements needed for sharp, clear pictures.*

Aperture: *The aperture, or iris diaphragm, opens and closes the lens to control the amount of light necessary for a proper exposure. The various degrees of opening are identified as f-stops and they are controlled either manually or automatically (by means of a photo-electric meter) depending upon the type of camera used.*

Direct and Bounce Flash Control: *This is a unique feature in the Bessy AS, providing full automation for direct flash, as well as for bounce flash, without any calculations or dials to set. For the latter, the reflector is swung upwards to have the flash bounce off the ceiling, resulting in soft and evenly distributed light avoiding harsh shadows on faces.*

2-Way Flash Synchronization: *Flash synchronization that provides for use of electronic flash, as well as flashbulbs to be used with the camera. The identifications are "M" and "X" on central-type shutters, or "X" and "F" on focal plane-type shutters. For electronic flash, only "X" synchronization is used. The bulb manufacturer's guide specifies the proper usage for the various bulb availabilities.*

Depth of Field Preview: *A unique feature of Icarex 35, which enables the photographer to pre-view on the ground-glass, the degree of depth-of-field sharpness at a pre-selected aperture.*

SLR, Single Lens Reflex: *Commonly used specification for a single lens reflex camera which exposes the picture through the same lens that is used for viewing. This allows for the most accurate means of focusing and framing the subject image at all distances, including extreme close-ups. When a photo-electric meter is also placed behind the lens, it provides the most precise form of exposure readings.*

Focal Plane Shutter: *Type of shutter which is positioned directly in front of the film and exposes by means of a curtain moving either horizontally or vertically in front of the film. It is preferably used on cameras with interchangeable lenses ranging from extreme wide angle to telephoto.*

Penta Prism Viewfinder: *Contrary to the waist-level type viewfinder, commonly used on twin lens reflex cameras which lateral the image, the Penta Prism finder reverses the image the right way up and is used at eye-level, providing a correct image.*

Waist Level Viewfinder: *Is used at waist level, similar to common twin-lens reflex cameras and provides the image by looking down into it. The waist level finder becomes an essential item when the camera is being used either on the floor or on a copying stand where eye-level viewing would be very inconvenient.*

Manual Over-Ride: *This is a special provision on several automatic cameras, giving full manual control of shutter speed, or aperture in order to individually alter any setting that would normally be done by the automatic features of the camera.*

Continued on page 18

The prices listed in this booklet are for basic units and not necessarily inclusive of optional items either illustrated or listed under specifications. Prices are recommended retail list and subject to change.

ZEISS IKON VOIGTLÄNDER

Everyone knows the pleasure and value of good photography and it is our wish that more people learn how easy it is to enjoy using the camera. Because there is a great quantity of photo equipment available with varied features, qualities and prices that even the most informed have difficulty keeping abreast of, we believe this booklet is most important as a comprehensive guide. It illustrates the full range of cameras available, from the simplest to operate to the ultimate in sophistication. Of course, while it represents the products of Zeiss Ikon-Voigtlander alone, you can be confident that you will be learning of the most complete line of products created within a tradition of over 300 years of optical and mechanical integrity.

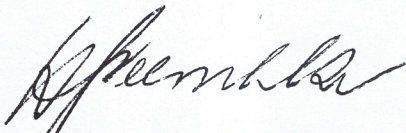
If you are a "Beginner", the immediately following pages will introduce you to several cameras, any one of which will be ideal to give you sharp, bright pictures. You'll find it's really so very easy to record and always enjoy your great moments with family, vacations and special events.

And if you're a "Pro" or on the way to being one, you will be particularly interested to review the latest innovations designed to give you the paramount in features that produce the perfection you seek.

Finally, as an auxiliary function to your camera, and to make your photo viewing pleasure most complete, we have included a section that represents the newest in electronic flash, light meters and slide projectors.

In the event you are interested in home movies, there is also a special showing of the latest in Super 8 movie equipment.

Photography is a fun world and we hope this presentation will help you to know how you can easily make it a part of your world.



Herbert H. Peerschke, *President*
Zeiss Ikon-Voigtlander of America, Inc.
444 Fifth Avenue, New York, N. Y.

bessy s

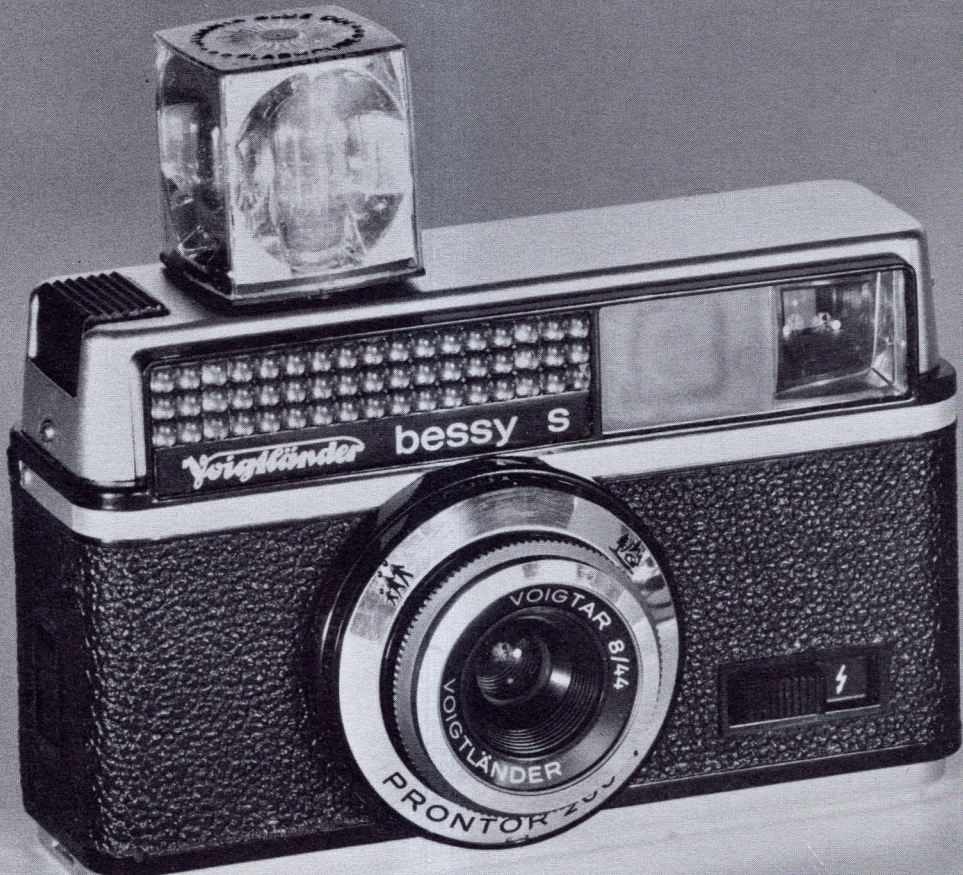
Our lowest priced, fuss free, snapshot camera.

The instant-loading Bessy S is ideal for those who don't know the first thing about cameras but want to enjoy the pleasures of great photos. It's just this simple to use: Drop a #126 instant-loading film cartridge into the camera . . . aim through viewer and shoot. For indoor pictures, just place flashcube into built-in adapter.

Including precision ground Voigtlander lens.....\$29.95
Bessy case..... 7.50
or Bessy pouch..... 3.60

Specifications:

Instant-loading film (#126 cartridge), coated Voigtar f/8, 44 mm lens with zone focusing symbols, Prontor 200 V shutter with 1/200 sec. for outdoor — 1/30 sec. for flash. Built-in flash cube adapter with automatic advance mechanism, extra bright frame viewfinder with parallax correction marks.



bessy as

Simplicity and quality with 3 way automation.

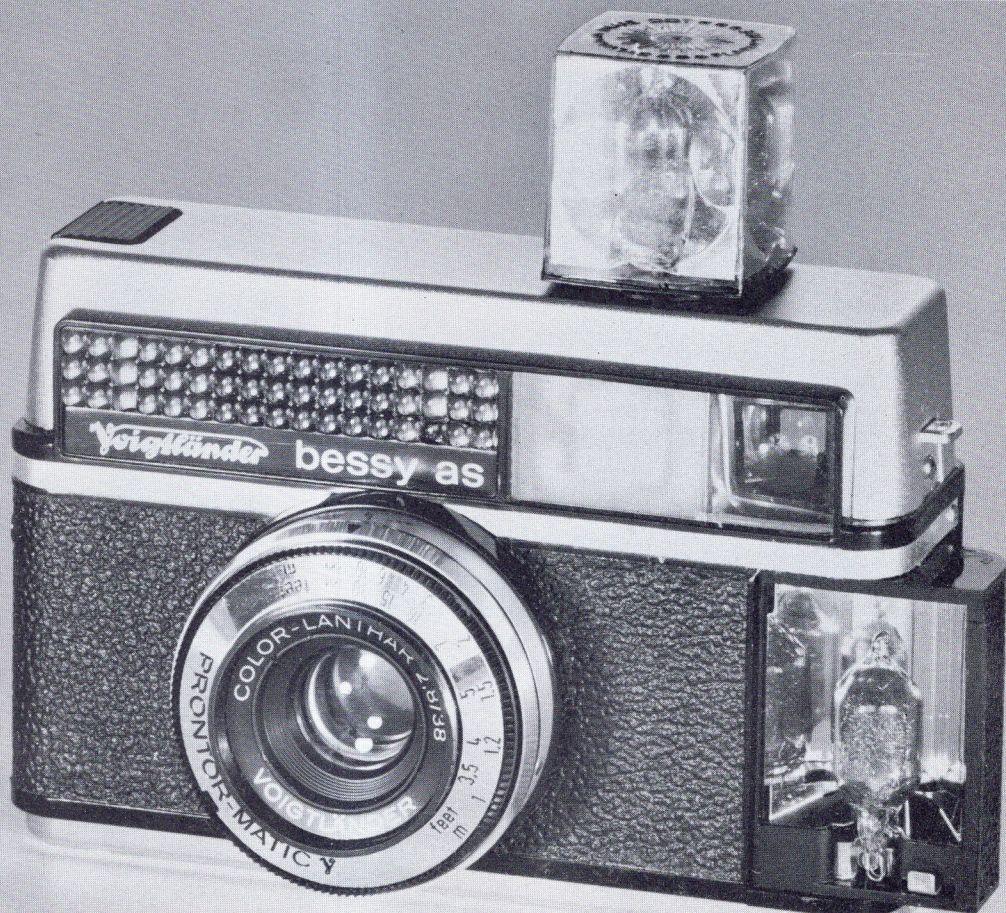
The Bessy AS has the same easy-to-operate features as the Bessy S but with a wider range of use. It has the additional advantage of electric eye exposure control with Red-Green signal in viewfinder as a guide for difficult light conditions. It also has automatic shutter, aperture, distance and bounce control when built-in flash units are employed. Take this compact camera anywhere, day or night and get sharp pictures by simply instant loading, aiming and shooting.

An all-around precision camera for.....\$69.95
Bessy case..... 7.50
or Bessy pouch..... 3.60

Specifications:

Instant loading film (#126 cartridge), Color Lanthar f/2.8, 38 mm lens with zone focusing symbols, Prontor-matic V shutter with 1/125 sec. for outdoor and 1/30 sec. for flash. Built-in flash cube adapter and two position AG 1 or AG 3 bulb flashgun automatically set.

Range control distance setting visible in viewfinder, Red-Green signal (for outdoor exposure guide) and automatic parallax correction.



**Interchangeable lenses for the Icarex 35:*

Color-Pantar f/2.8, 50 mm

Tessar f/2.8, 50 mm

Skoparex f/3.4, 35 mm

Dynarex f/3.4, 90 mm

Super-Dynarex f/4, 135 mm

Monocular 8x30 B, 400 mm focal length

plus

Bellows for close-up and extension tubes

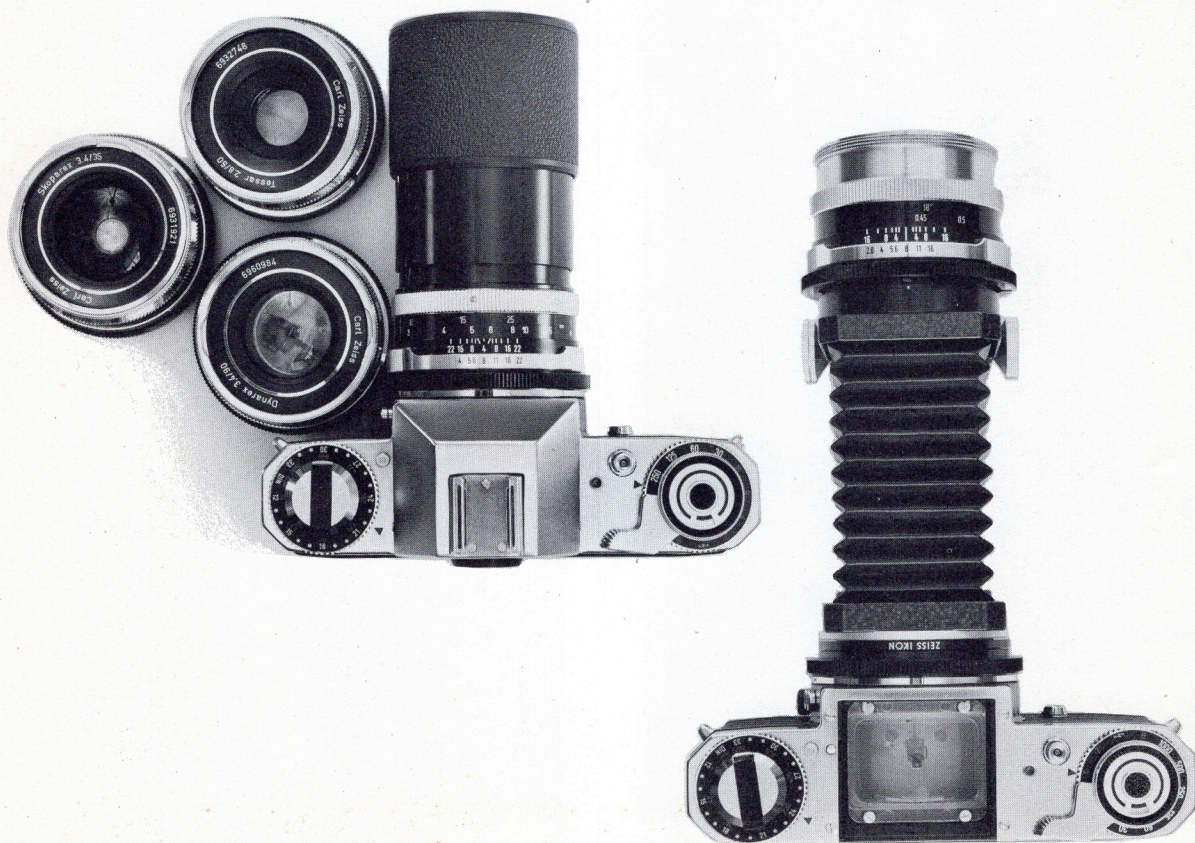
† Super Dynarex f/4,200 mm

† Telomar f/5,400 mm

† Zoomar f/2.8,36-82 mm

† Pentaprism with built-in CdS meter

† Now in preparation



icarex 35

The new "system" camera that breaks the price barrier!

The Icarex 35 is a precision 35 mm Single Lens Reflex camera that allows total flexibility with maximum economy. By beginning with the basic camera, interchangeable lenses and accessories can be added on when desired. There are the additional advantages of interchangeable viewfinders, 2-way flash synchronization, depth-of-field preview and many other professional features.

At the remarkably low cost of.....\$139.00
(includes Color-Pantar f/2.8, 50 mm lens
and waist-level viewfinder only)
case..... 19.50

Specifications:

35 mm SLR camera with focal-plane shutter and fully interchangeable lenses*. Color-Pantar f/2.8, 50 mm lens, speeds from 1/2 to 1/1000 sec., plus special flash setting, plus B and self-timer. Interchangeable penta prism or waist level viewfinders with interchangeable viewing screens. Instant-return mirror, M and X flash synchronization and depth-of-field preview button.



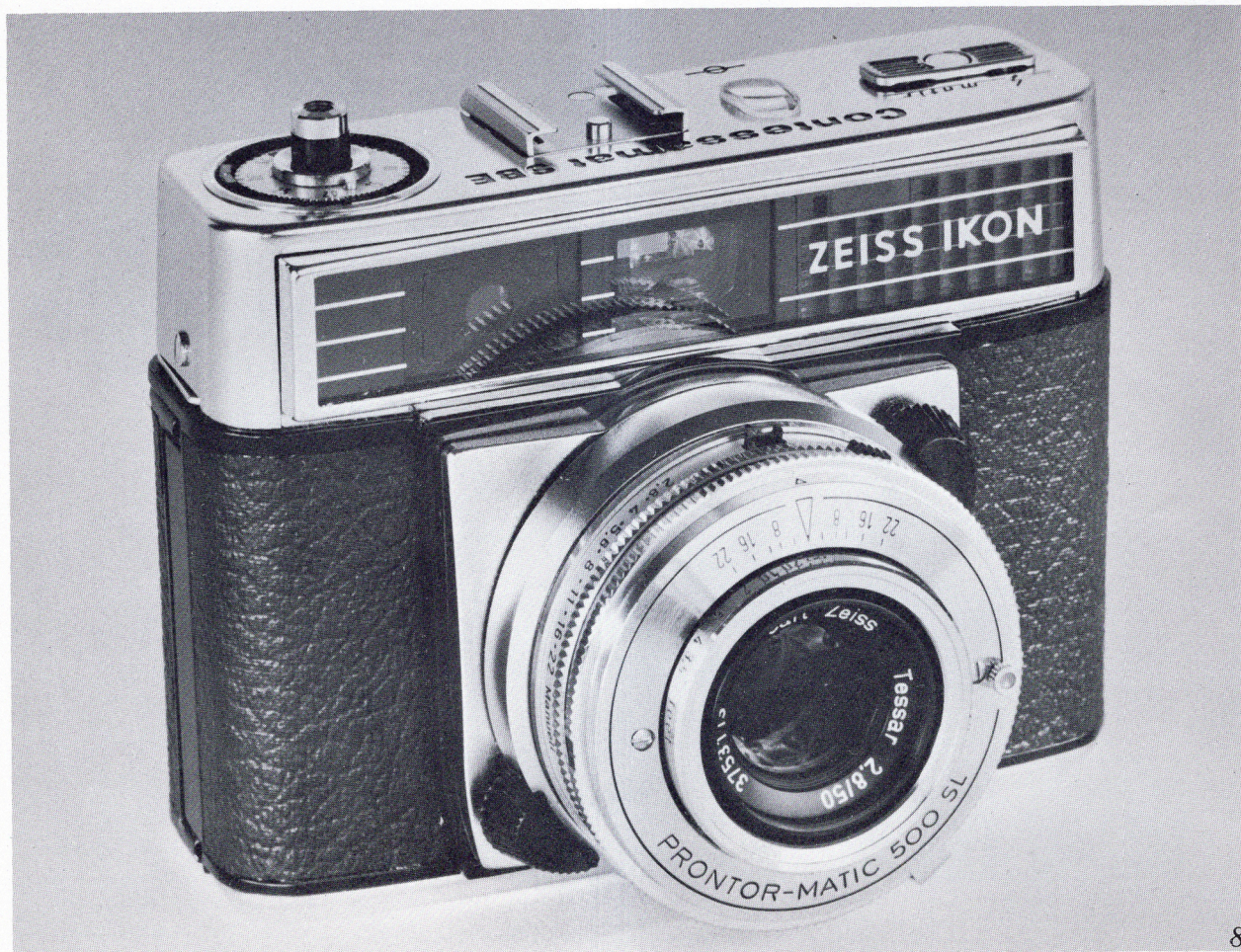
contessamat sbe Versatility to take along everywhere

This fully automatic 35 mm camera with a manual override is perfect for the budding creative photographer who wants to have the ease of automation with the advantage of manual control for special occasions. And when flash is needed, it can be automatically controlled by mechanically interlocking distance and aperture scales.

Equipped with many ease-of-operation features..\$150.00
Leather case.. 12.50

Specifications:

Carl Zeiss Tessar f/2.8, 50 mm lens in Prontor-matic 500 SL shutter. Speeds B, 1 to 1/500 sec., built-in rangefinder, extra bright viewfinder with luminous frame. Indication of f/stops in viewfinder and on top of the camera, hot shoe flash socket with fully automatic flash control and self-timer.



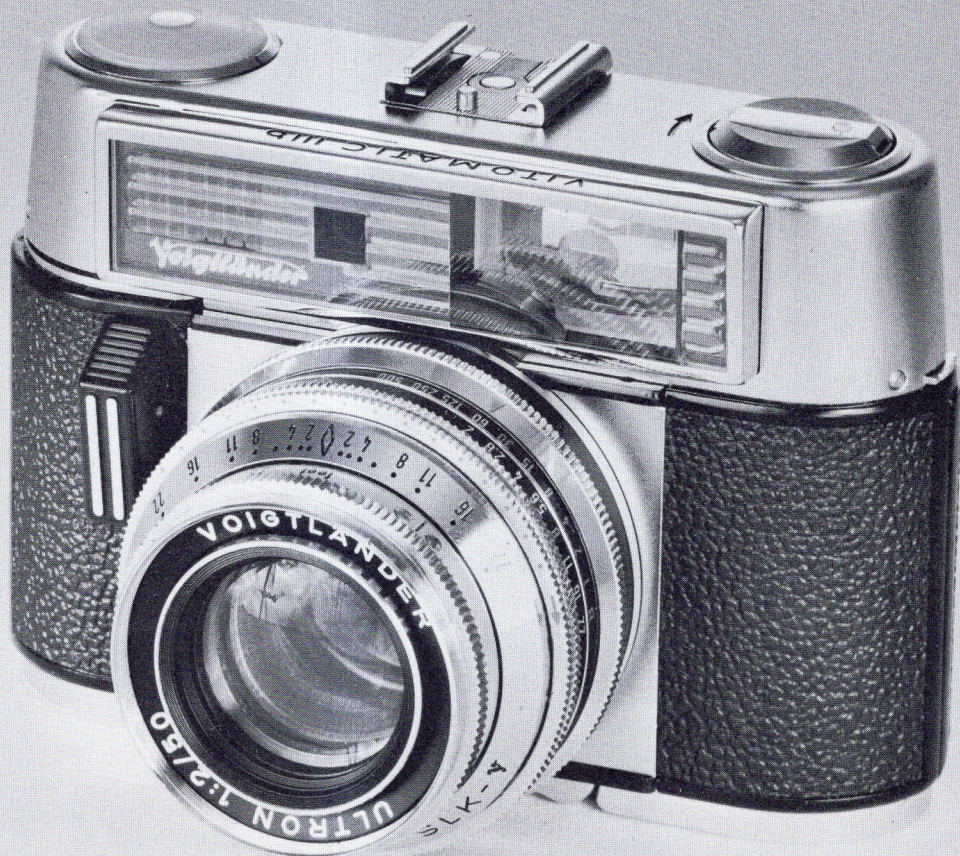
vitomatic 111b A most compact and handy to use semi-automatic.

When you look into the life-size bright viewfinder of this popular 35 mm camera you'll have the additional advantage of seeing the shutter speed, f/stop and "Magic Circle" meter indicator. No more missing great shots because you don't know your settings. New styling has added greater speed and smoothness of operation.

Flexibility plus sharp f/2.0 Ultron lens.....\$150.00
Sturdy carrying case..... 12.50
For the same features with f/2.8 Color-Skopar lens, Vitomatic 111b..... 125.00

Specifications:

Voigtlander f/2.0 Ultron lens with Prontor 500 SLK-V shutter with speeds from 1 sec. to 1/500 plus B and self-timer. Coupled rangefinder, automatic resetting film counter, fast crank rewind, accessory shoe flash contact and ASA range of 25 to 800. Parallax indicators, shutter speeds and apertures are indicated in the viewfinder.

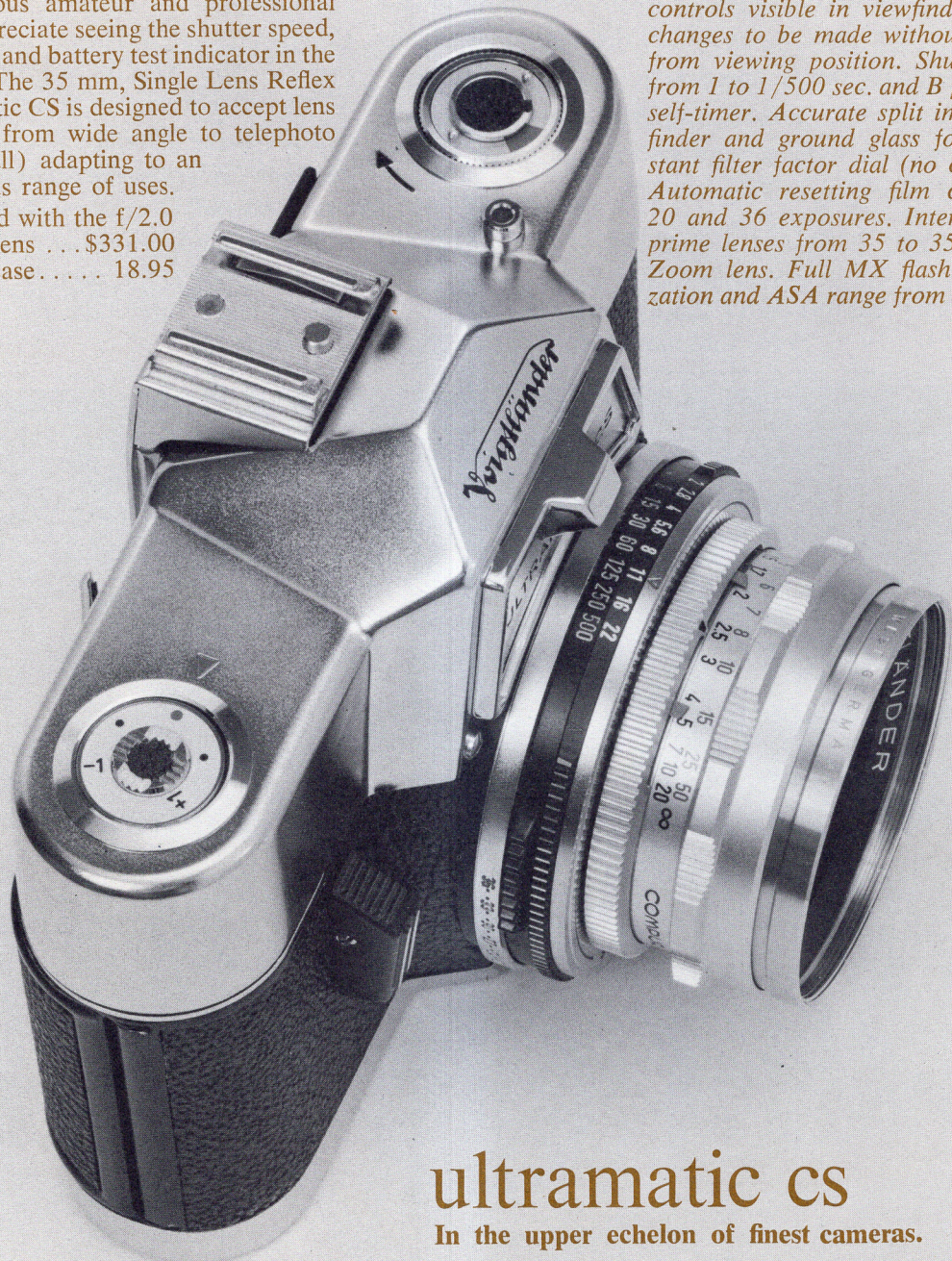


This time proven favorite incorporates a behind-the-lens CdS exposure meter and has fully automatic exposure control as well as optional full manual control. The viewfinder system is ideal for the serious amateur and professional who appreciate seeing the shutter speed, aperture and battery test indicator in the viewer. The 35 mm, Single Lens Reflex Ultramatic CS is designed to accept lens changes from wide angle to telephoto (10 in all) adapting to an enormous range of uses.

Equipped with the f/2.0
Septon lens . . . \$331.00
case 18.95

Specifications:

Fully automatic exposure control achieved through two CdS cells, balancing for integrated reading, with instant change to manual when desired. All controls visible in viewfinder allowing changes to be made without removing from viewing position. Shutter speeds from 1 to 1/500 sec. and B plus built in self-timer. Accurate split image range-finder and ground glass focusing. Instant filter factor dial (no computing). Automatic resetting film counter for 20 and 36 exposures. Interchangeable prime lenses from 35 to 350 mm plus Zoom lens. Full MX flash synchronization and ASA range from 10 to 3200.



ultramatic cs

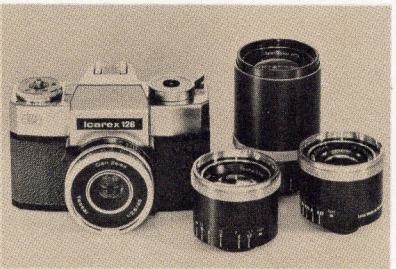
In the upper echelon of finest cameras.

The Icarex 126 is the introduction of the advantages of quick-loading designed into a reflex camera with focal plane shutter and wide range of interchangeable lenses. This cartridge camera is combined with the precision and versatility of a system instrument including CdS behind-the-lens exposure meter, automatic exposure/flash control and other advanced features.

Another first in unusually low cost
(with Color-Pantar f/2.8, 45 mm lens) . . . \$149.95 case 19.50

Specifications:

Instant-loading film (#126 cartridge), that automatically sets film speed when cartridge is loaded. Color Pantar f/2.8, 45 mm lens, new design focal plane shutter with speeds from 1/30 to 1/500 sec., fine screen focusing ring and split image rangefinder. CdS behind-the-lens exposure meter with changeover of automatic exposure to automatic flash control with flash range safety on focusing ring. Red warning signal for low light outdoors visible in viewfinder. Broad range of interchangeable lenses including close-up and telephoto. Accommodations for plug-in X and M synchronization.*



**Interchangeable lenses
for the Icarex 126:*

- Color-Pantar f/2.8, 45 mm*
- Distagon f/2.8, 32 mm*
- Tessar f/2.8, 45 mm*
- Sonnar f/2.8, 85 mm*
- Tele-Tessar f/4, 135 mm*

Available August 1967

World's first SLR "system" camera for instant-loading, #126 cartridge film.

icarex 126



Specifications:

Tessar f/2.8, 50 mm lens, Synchro Compur Shutter, 1 to 1/500 sec. and self-timer. Fully automatic exposure and flash control. Most sensitive CdS through-the-lens light metering system with built-in compensator for dull weather/backlighting situations. Coupled dual rangefinder, all settings visible in "Command Panel" viewfinder. Film counter and type indicator with rapid wind lever featuring double exposure prevention. Synch contacts for bulbs or electronic flash as well as connection for cordless flashgun. Interchangeable film backs and mounts for interchangeable lenses . . . Pro-Tessar f/3.2, 35 mm, Pro-Tessar f/3.2, 85 mm, Pro-Tessar f/4, 115 mm, Monocular 8X30 B f/16, 400 mm and many other accessories.



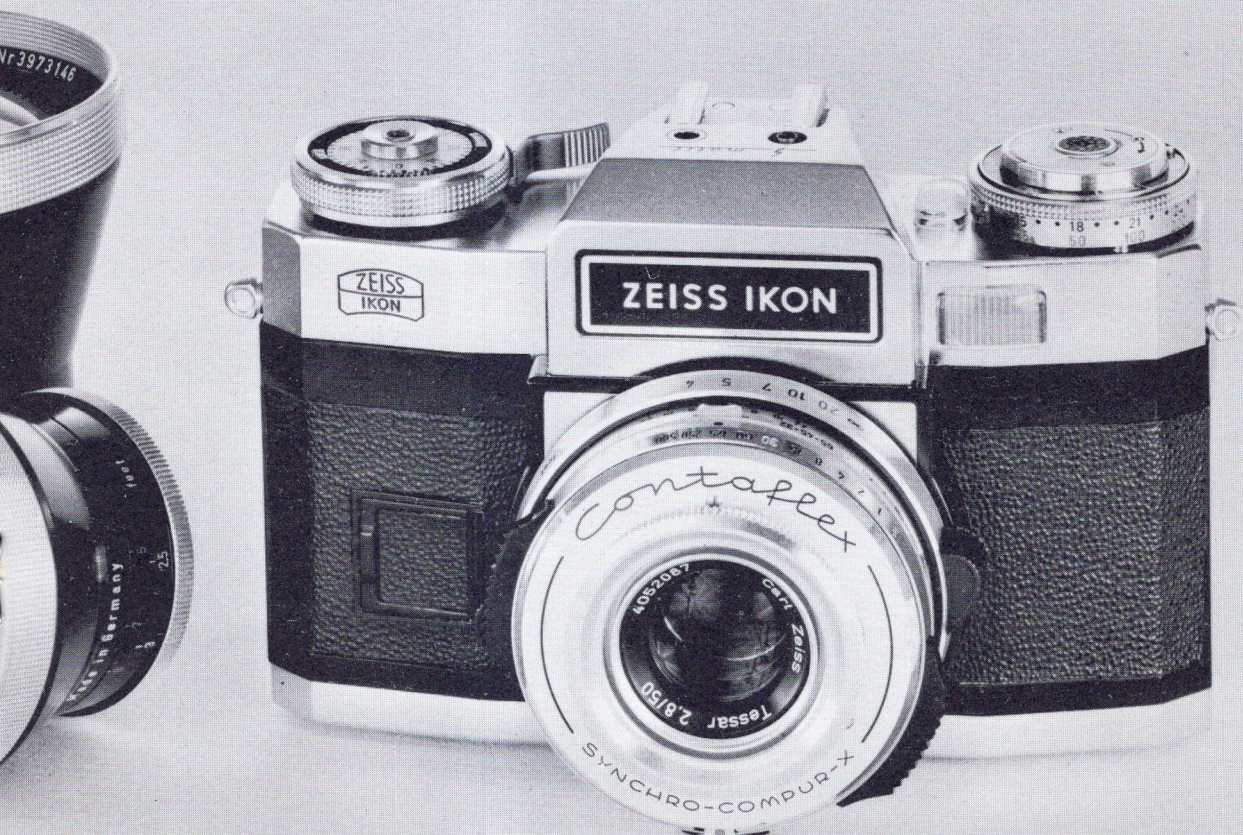
contaflex super bc

A most refined combination of super automatic features.

This compact 35 mm, Single Lens Reflex camera has an extraordinarily sensitive CdS through-the-lens light metering system that measures the entire picture area through any of its interchangeable lenses, with or without filters. It also employs fully automatic flash control which eliminates f/stop calculations. Exposure control is automatic with manual over-ride when desired. The viewfinder indicates low light safety signal as well as shutter and f/stop information. Even the film backs can be interchanged with this extremely fine instrument.

Time-proven precision, including Tessar f/2.8, 50 mm lens.....\$249.50

Case..... 18.50



contarex super

A highly sophisticated photographic system.

The Contarex S is a new 35 mm, semi-automatic addition to the famed Contarex series featuring unique CdS metering behind-the-lens that gives combined advantages of spot and integrated readings. Every operational control is visible in the viewfinder. It accepts all the elements made since the first Contarex model in conjunction with new optical and mechanical innovations.

With the critical Zeiss Tessar f/2.8, 50 mm lens....\$519.00
Case.... 29.00

Specifications:

Focal-plane shutter 1sec. - 1/1000 sec. plus B. CdS meter reading approx. 7° behind mirror into cell located at bottom of camera body (most trouble free, sturdy design) is very sensitive, covering all shutter speeds and apertures over an ASA range from 10-3600. Lock-up mirror for use with ultrawide 21 mm Biogon. On and off switch for meter, delayed action, hot shoe flash plus synchro socket with locking devise. Lenses from 18-1000 mm plus Vario Sonnar 40-120 mm, 80-250 mm, also available: 50 and 35 mm lenses with automatic flash control. Shutter speeds and aperture are visible in viewfinder and top cover for easy alignment. Battery tester, rewind crank and interchangeable film backs.



Available May 1967

contarex electronic

A pinnacle of perfection . . . World's first SLR with fully electronic system.

The ultimate expression of refinement is designed into this 35 mm camera with a fully electronic system that controls: a remarkably smooth and accurate focal-plane shutter . . . ingenious CdS through-the-lens exposure meter with compensating accessory features . . . remote-control self-timer and photo electric timer . . . electric motor driven time-sequence back with manual or *remote* release.

The Contarex electronic allows for the widest latitude of exposure / aperture / focusing / timing / automatic / semi-automatic and remote control features yet devised. Further, an exclusive and matchless range of lenses have been created for this superb instrument.

With Zeiss Planar f/1.4, 55 mm lens.....\$795.00
case..... 29.00



Specifications:

Built-in CdS meter reading through mirror into camera base, electronically controlled shutter with speeds from 1-1/1000 sec. plus B, all apertures and shutter speeds plus controls visible in viewfinder and con't.



Contarex electronic con't.
 top cover. Interchangeable backs for
 standard, magazine, motor back. On-
 off switch for electronic circuit plus
 easy to check battery testing light.
 Complete remote control features
 through special socket outlet.

Photo Sensor: converts camera into
 fully automatic function through
 electronic control of shutter speeds
 (from 1/1000 to 8 sec. and on) and
 presetting of aperture. Photo Sensor
 can be retained on camera or used
 with remote cord from any position,
 feeding exposure reading into cam-
 era. To be used with instrument pro-
 viding shutter speed readings in ad-
 vance.

Remote Control: This unit enables
 user to release camera from any posi-
 tion. Also includes electronic timer
 (1-60 sec.) to delay release or for
 prearranging sequence at pre-timed
 intervals. Together with Photo Sen-
 sor, it can be used for remote release
 and remote control exposure from
 any given location.

Motor back: Through the advan-
 tage of the Contarex Interchangeable
 back, the Contarex Electronic con-
 verts to a fully motorized camera.
 Motor back takes 50 feet of film and
 can be attached without special con-
 version to camera. Battery pack will
 drive motor back either directly on
 camera or through remote control
 (has special red signal showing when
 motor back is advancing film) plus
 use of photo sensor for remote con-
 trol exposure setting.

Flash synchro through hot shoe or
 synchro contact with locking device.
 All Contarex lenses can be used from
 18-1000 mm (except 21 mm Biogon)
 Full range of shutter speeds and aper-
 tures from ASA 10 to 3600 plus ex-
 tended shutter speeds with photo
 sensor.












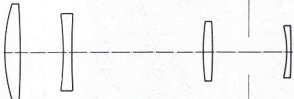
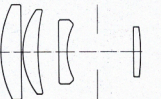
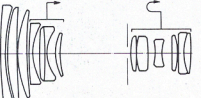
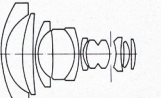
Available October 1967
 see lenses opposite

CONTAREX P For the special needs of the professional.

This model places total dependence of f/stops and shutter
 speeds upon the photographer's own critically selected
 meter calculations. It has no built-in exposure meter but
 has the complete versatility of interchangeable lenses and
 film backs. It is among the world's finest in precise design-
 ing features. Camera body only, \$315.00

Interchangeable lenses for Contarex cameras

**Now in preparation*

		
PLANAR 1:1,4/55 mm 17¾ in.	SONNAR 1:2/85 mm 31½ in.	OLYMPIA-SONNAR 1:2,8/135 mm 4 feet
		
OLYMPIA-SONNAR 1:4/250 mm 8 ft. 2 in.	BIOGON 1:4,5/21 mm 39½ in.	DISTAGON 1:2,8/25 mm 7 in.
		
DISTAGON 1:2/35 mm 9 in.	B-PLANAR 1:2/50 mm 11¾ in.	TESSAR f/2,8, 50 mm 15 in.
		
MIROTAR f/4,5 500 mm 13 feet		
		MIROTAR f/5,6, 1000 mm 40 feet
		
* CARL ZEISS Tele-Tessar 1:5,6/400 mm, ∠ 6°		* CARL ZEISS Olympia Sonnar 1:2,8/180 mm, ∠ 14°
		
* CARL ZEISS Vario-Sonnar 1:2,8/40-120 mm, ∠ 56°-20°		* CARL ZEISS Distagon 1:4/18 mm, ∠ 100°

metz flashguns

METZ MECABLITZ 160: Smallest electronic flash with a brilliant light. The Mecablitz 160 electronic flash (guide number 48 with Kodachrome X) is an exceptionally small (weighs only 7 oz.) yet powerful gun with completely transistorized circuits with direct AC or rechargeable nickel cadmium battery. Square 65° wide angle coverage reflector, recycles in 10 seconds, includes hot shoe, ready light, detachable PC synchro cord, easy-to-read f/stop computer dials and 110/220 volts charger. Including a swivel foot contact\$57.95

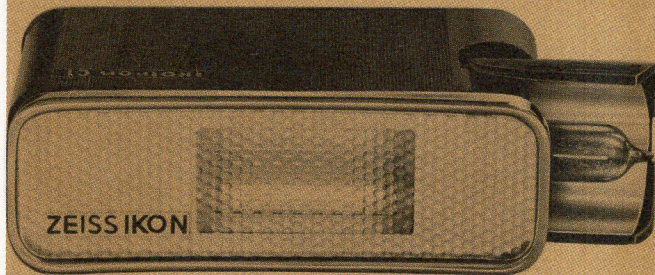
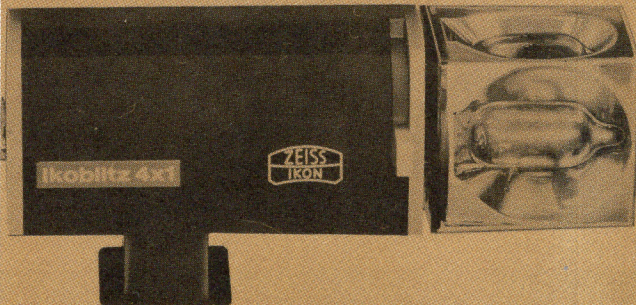
METZ MECABLITZ 162: Extremely light-weight and compact flash gun with same features and styling as Mecablitz 160 but with increased light output. Including 110/220 volt charger.....\$64.95

METZ MECABLITZ 163: The Ideal model for the advanced photographer who likes extreme compactness, but also needs an unusually high light output. The MB 163 incorporates all the features of the smaller units, such as swivel foot, 65° wide angle reflector, hot-shoe flash contacts and detachable PC flash cord, ready-light, open-flash button, easy-to-read f/stop computer dials **plus** special battery tester with neon indicator. Including 110/220 volt charger.....\$74.95

METZ MECABLITZ 502 For maximum power. This professional unit recycles in 5 secs. or 3 secs. at half power. Its 120 watt-seconds is powered by NC battery or wet cell and has a 65° angle of 5500° K balanced light. The 502 is fully transistorized, has automatic current saver, accommodates modeling lights, mounts left or right and weighs a compact 5½ pounds. Additional extension flash heads boost power up to 50,000 watts of studio lighting.....\$169.50



IKOBLITZ 4 x 1 (four flashes to one cube) A smart, small flash unit. This versatile accessory flash has provisions for direct or bounce light at 45° and 90° by simply flipping a lever. It is available with hot-shoe contacts or with standard 4" P.C. cord, whichever any make camera requires. It mounts horizontally for improved lighting effect (no pink eyes). The Ikoblitz 4 x 1 has long-lasting 15 volt battery and guide number calibrated f/stop computer dials making it easily adaptable to any existing or future films and flash bulbs. In plastic case (w/o battery).....\$7.95



IKOTRON C1 Compact 2-way electronic flashgun with rechargeable NC battery. The Ikotron C1 features a spectacular combination of main flash with booster or bounce auxiliary AG-1 when desired. Guaranteed guide number 42 and if combined with supplementary AG1 lamp, guaranteed guide number is 71 (with 50 ASA film). If more power is desired, AG3 lamp can be used. Recycles every 9 seconds and has 65° angle of coverage. It is powered by maintenance-free NC battery or by AC current. Tilt base for special illumination requirements.....\$74.50

Luminous Frame: *Is the bright lit frame in the viewfinder which shows exactly what will be in the picture.*

Magic Circle: *A special feature used on all Vitomatic cameras with semi-automatic exposure. It provides the matching of the light meter needle, with a circular indicator either in the top cover or viewfinder, by turning the aperture control ring. If light is insufficient, or too bright to match pre-selected shutter speed, this system will automatically set the shutter to the next most advantageous speed according to light conditions.*

Coupled Rangefinder: *An item used on viewfinder cameras to accurately set and focus the camera for a certain distance. The rangefinder works by super-imposing a second image into a center spot to be matched over the original image in the viewfinder.*

CdS Behind The Lens Exposure Meter: *CdS stands for Cadmium sulfide and indicates a highly-sensitive photo resistor type meter which provides accurate readings, even at very low light levels. The CdS meter system is behind the lens, thus reading only the image which is being produced by the lens inside the camera. A behind-the-lens exposure meter also takes interchangeability of lenses into consideration by reading the correct angle of acceptance of each individual lens that is put on the camera, including close-ups.*

Split Image Rangefinder: *The rangefinder is only used in single lens reflex cameras and consists of two prisms, mounted in the middle of the viewfinder screen at an angle. The image within the split image rangefinder appears to be cut in half and, by focusing the camera, the two halves of the object being focused will form a single continuous image signifying in-focus position.*

Fine Screen Focusing Ring: *A special kind of ground-glass surrounding the split image rangefinder, like a ring. It is also called "porous prism" and works very accurately and faster than the usual ground-glass, by giving an immediate and sharp image as soon as the object is focused on properly.*

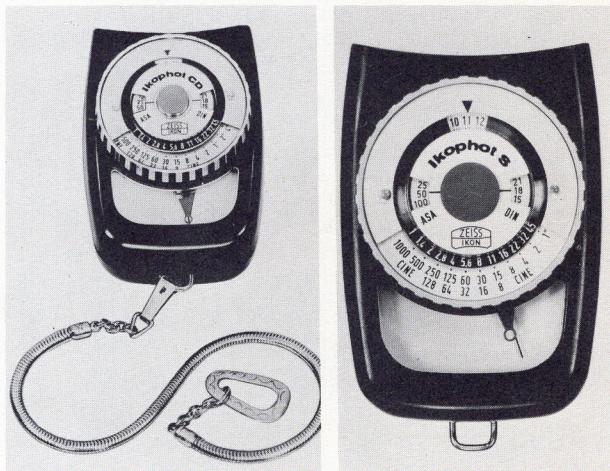
light meters

IKOPHOT T World's first electronic exposure meter. The Ikophot T is a breakthrough in exposure meters for exceptional accuracy, speed and sensitivity. It is a fully transistorized CdS meter with bridge circuit. No moving coil or needle. The exposure is indicated by three signal lights that zero in on precise reading. Never needs adjusting or zero setting. The Ikophot T uses 9 volt microdyn battery, reads ranges from 1/1000 sec. to 2 hours from f/1.0-f/4.5, ASA 6-3200 plus Cine and is impact resistant. The meter has a built-in diffuser for incident light readings and will be available in May, 1967 . . . price: \$64.95.

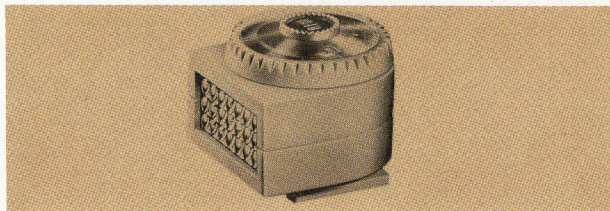


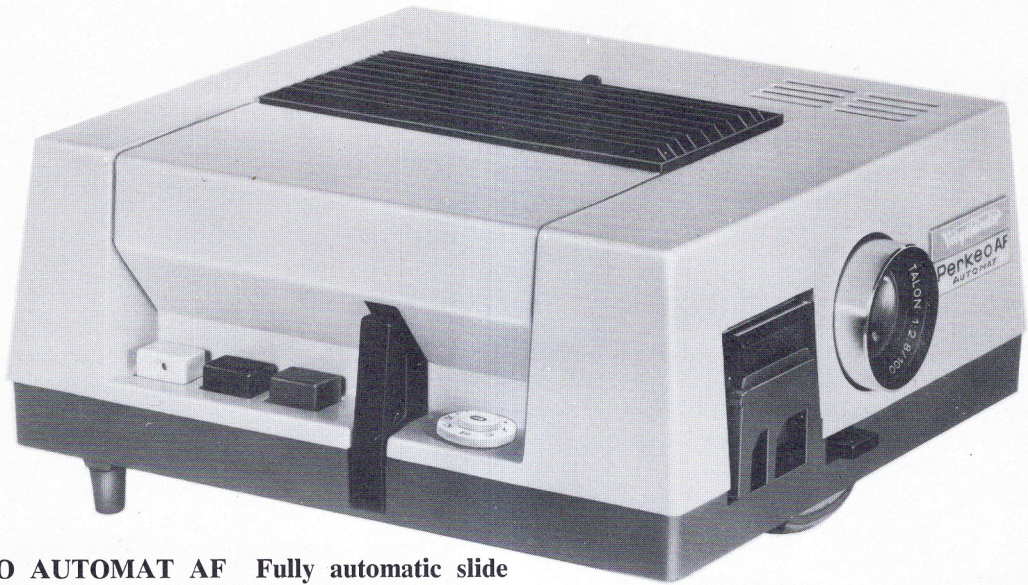
IKOPHOT CD A new CdS Exposure Meter that has high measuring accuracy even under extreme lighting conditions. The jeweled bearings and temperature compensated cadmium sulfide photocell has a range of 20 light values and the film-speed scale ranges from 6 to 3200 ASA. Exposure times range from 1/1000 sec. to 1 hour and lens apertures from f/1 to f/45. The Ikophot CD includes a built-in diffuser for incident light readings. Price: \$34.95 with case

IKOPHOT S This exposure meter is compact, inexpensive and generates without batteries. The selenium photocell covers a range of 14 light values and the film-speed scale ranges from 6 to 3200 ASA. Exposure times range from 1/1000 sec. to 30 minutes and lens apertures from f/1 to f/45. A special Zeiss Ikon temperature compensation mechanism is incorporated for absolute dependability. Price: \$24.95 with case



VOIGTLANDER SLIP ON METER: Small compact selenium type instrument to fit into accessory shoe. The ideal supplement for any camera without built-in meter. Price: \$14.95 with case





PERKEO AUTOMAT AF Fully automatic slide projector. This 2" x 2" slide projector focuses automatically and is remote control operated — forward, reverse, timer. It has an extra bright Halogen lamp 24 volts/150 watts with fan and special lamp-saving switch. The automatic timer sets at 5 to 30 seconds. The AF has an aspherical condenser system and adjustable voltage selector of 120/240 volts.

With 100 mm f/2.8 Talon lens.....\$189.95
 carrying case..... 15.00

slide projectors

PERKEO AUTOMAT J-150 A remote control slide projector. The J-150 changes slides, forward or reverse and focuses all by remote control or push-button on projector. It operates with low-voltage 150 watt, 24 volt quartz iodine lamp for long life, cool operation and maximum brilliance. Slides are pre-heated to control distortion along with a quiet fan cooling system. For durable performance, this projector is of die cast aluminum construction.

With 100mm Talon f/2.8 lens.....\$160.00
 carrying case..... 15.00



movies

MOVIFLEX S 8 The all electronic movie camera.

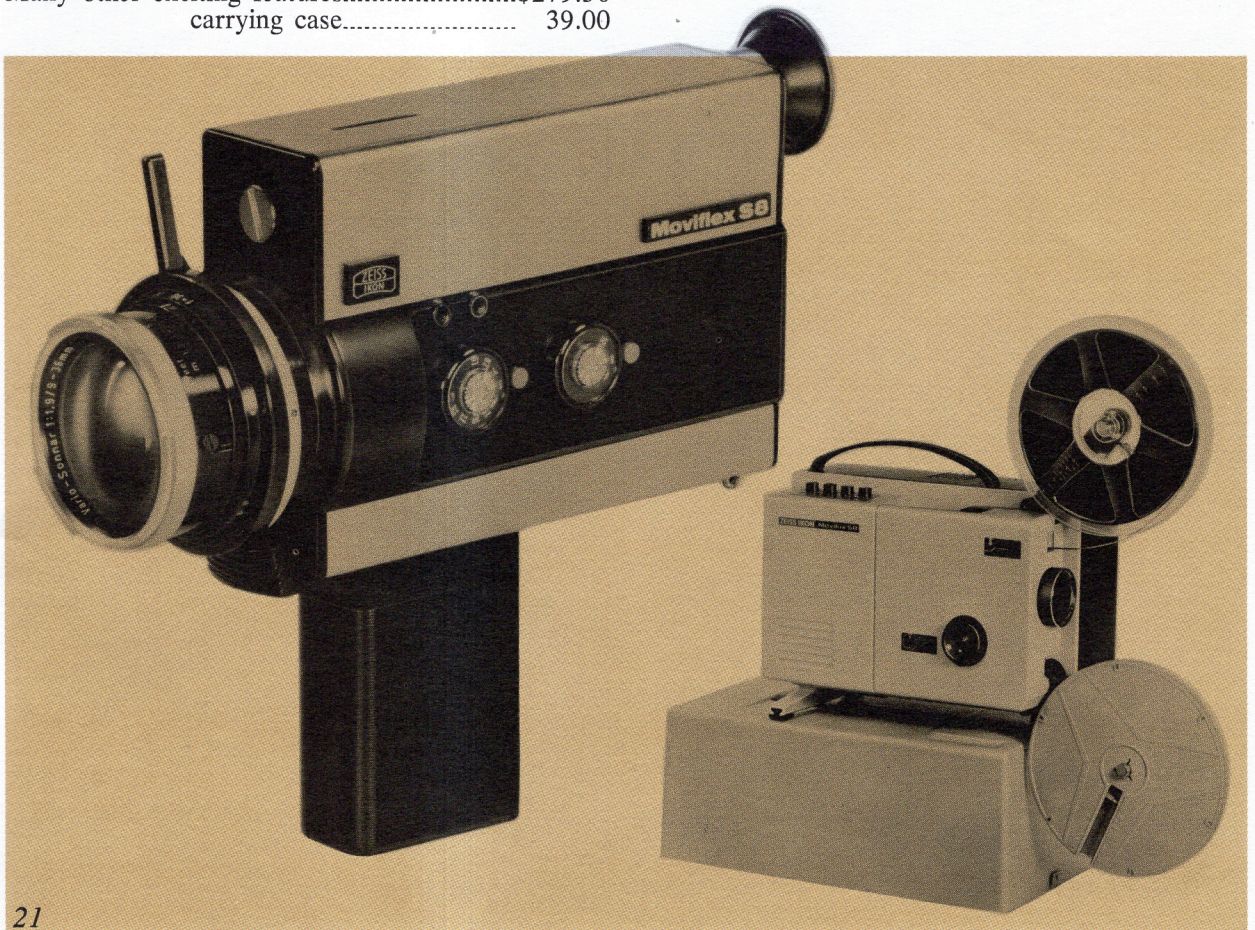
This new Super 8 cartridge film using camera is so well conceived that its performance is perfect for either the beginner or advanced movie maker. Its ease of operation and dependable versatility are the results of outstanding technical achievements. It is a fully electric reflex camera with iris diaphragm that can stop down to minimum f/45 aperture as unique CdS through-the-lens meter electronically adjusts to correct exposure. The Zeiss Vario-Sonnar f/1.9, 9-36 mm zoom lens affords manual special effects. Extra bright, flicker-free reflex viewfinder has illuminated zone focusing symbols and warning lights for insufficient light or end of film. Adjustable eye-piece correction. Electric film drive for 18 and 24 fps-and single frame shots. Instant-loading cartridge automatically adjusts to the recommended film speed. Powered by four penlight batteries, 1.5 volts.

Many other exciting features.....\$279.50
 carrying case..... 39.00

MOVILUX S 8 Super silent and smooth, Super 8

Projector. The Movilux S 8 is an 8 mm movie projector that is an outstanding example of precision performance. It has a sharp Zeiss P. Planar f/1.2, 18 mm lens or Vario-P Sonnar 15-25 mm lens — a high intensity 12 volt/100 watt Halogen lamp and interference cold light mirror and light saving switch. Push buttons control forward, reverse and still with 18 and 24 fps option. Other features include automatic switch-off at the end of reel or if film breaks, automatic frame adjustment for forward and reverse projection, automatic film threading and adjustable voltage selection — 100-235 volts, 50-60 cycles.

With 400 ft. reel capacity.....\$199.95
 carrying case..... 15.00



binoculars/sunglasses

With Your Permission . . . we would like to show you the non-photographic side of our optical program for a different kind of viewing pleasure.

The world famed Dialyt 8X30 B New in design, can be used with or without glasses and is extremely sharp, bright and easy to focus.

This is one of a complete line of peak-performance binoculars for every occasion. Metzler International sunglasses with the outstanding Zeiss Umbral (suntan) lenses.

A variety of frames that are sophisticated in style and construction, fitted with precision ground Umbral lenses that restrict injurious ultra-violet and infra-red rays as well as cut down light intensity. This is an optical first not common to any other sunglasses.

The complete line of Binoculars and Sunglasses are available for your close inspection at all better photographic and optical dealers.



ASA: Stands for American Standard Association and indicates exposure indexes furnished by the film manufacturers to express the sensitivity of the film to light. The ASA setting is essential in all automatic and semi-automatic cameras, in order to provide the meter system with the correct information to give accurate exposures for the individual type of film being used. The ASA speed is provided by the film maker on the data sheet supplied with the film.

Film Backs also Interchangeable Magazine Backs: A unique feature of the Contarex and Contaflex cameras, where, by exchanging the back and replacing it with the magazine back, several types of film could be used interchangeably with the same camera.

Command Panel Viewfinder: A unique feature of several of the reflex and viewfinder cameras by which all controls can be seen right in the viewfinder of the camera. This avoids taking the eye off the subject in order to make certain adjustments and, subsequently, allows the user the advantage of concentrating on the proper framing and creation of the picture itself. This greatly adds to the ease of operation of the camera.

NC Battery: This stands for Nickel Cadmium battery. Contrary to the so-called wet cell, a nickel cadmium battery can be stored in discharged condition without ruining the electrolytic plates inside the battery.

Wet Cell: Stands for a leak-proof, but liquid lead-type battery, which is filled with acid. This battery operates similar to a car battery, provides a higher output than the NC battery but can be damaged when being stored without being fully charged.

65 Angle of 5500 k Balanced Light: The 65 angle refers to 65 degrees square angle, which is unique on all Mecablitz flash guns, by which the 65 degrees is equivalent to a standard wide angle lens. It means that the flashgun can be used either vertically or horizontally with lenses up to 35mm focal length, covering the wide angle field. The 5500 degree Kelvin indicates the color temperature of normal daylight. This

means that the Mecablitz can be used indoors or outdoors, with daylight film thus providing proper daylight conditions.

Selenium Type: Selenium is a material used for photo-electric meters which, contrary to CdS, produce their own energy in order to activate a meter instrument. Selenium-type meters do not require any battery and the cells are practically inexhaustible, calling for a long life of the meter system without any maintenance whatsoever.

Cadmium Sulfide Photocell: See CdS reading.

Incident Light: Contrary to reflected light meter readings, an incident light reading is done by means of covering the photo-electric cell of the meter with a diffuser. This way the meter will read an average lighting condition of the subject or the surroundings and will not react on certain highlights or low spots which would influence the meter when taking a reading.

Hot Shoe: This is the direct flash contact, which is built into the accessory connector (shoe) of the camera. Cameras equipped with hot shoe can be used with hot shoe-type flashguns which do not require any cord or additional connection between camera and flashgun.

Aspherical Condenser System: Used in the optical system of a projector and indicates a certain type of optical condenser which yields greater light output with better distribution and without fall-off of light towards the edges.

Instant Filter Factor Dial: A unique feature of the Ultramatic CS, which is used to compensate for density of filters mounted on the lens. (without having to switch from automatic to manual operation). The filter factor dial can also be used to compensate for back-lighting effects within the automatic setting.

THANK YOU FOR REVIEWING THE PRODUCTS IN THIS BOOKLET.

WE HAVE PUT EVERY EFFORT INTO CREATING A LINE OF PHOTOGRAPHIC INSTRUMENTS THAT WOULD SATISFY YOUR REQUIREMENTS FOR PRICE, APPLICATION AND ABSOLUTE QUALITY.

OF COURSE, ALL THE ITEMS ARE GUARANTEED TO GIVE YOU TROUBLE-FREE PERFORMANCE. AND WHAT IS MOST IMPORTANT TO YOU IS THAT OUR GUARANTEES ARE BACKED UP BY SERVICE STATIONS ACROSS THE COUNTRY WHOSE PRIDE IN REPAIR EFFICIENCY RIVAL THAT OF THE ORIGINAL ASSEMBLY TECHNICIANS.

YOUR PHOTO DEALER HAS BEEN ADVISED BY US AND IS PREPARED TO DEMONSTRATE ANY OF THE CAMERAS AND ACCESSORIES SO THAT YOU MAY BE COMPLETELY CONFIDENT AND PLEASED WITH YOUR SELECTION.

IF "ZEISS IKON-VOIGTLANDER" WERE TO BE REPLACED BY A TRANSLATION, IT WOULD SURELY BE . . . "PHOTOGRAPHY: FROM BEGINNER TO PRO".

ZEISS IKON

VOIGTLÄNDER

zeiss ikon-voigtlander of america, inc., 444 fifth avenue, n.y.