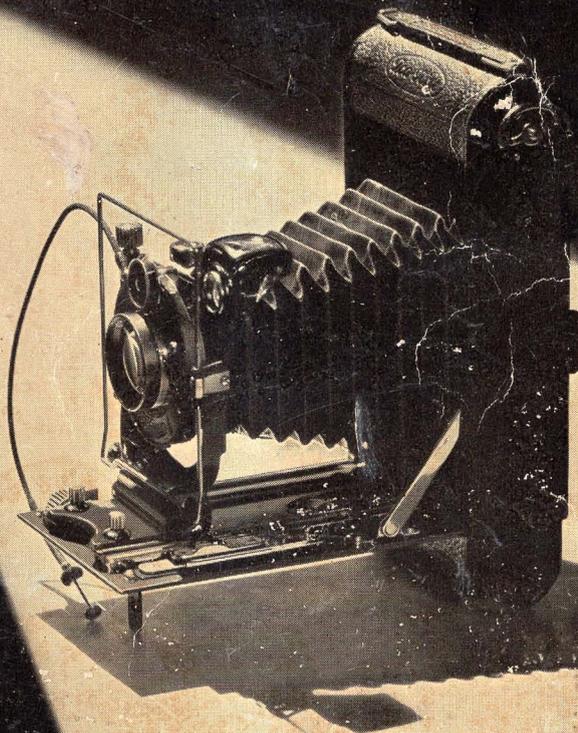


# Ica Cameras



# *Ica Cameras*



*Carl Zeiss, Inc.  
New York - Los Angeles*



The pictures illustrate the results obtained with a Carl Zeiss Distar and Proxar supplementary lens, when used with a Carl Zeiss Tessar  $f:4.5$  on an Ica Ideal B Camera.

The picture on the right was made with a Proxar and the one on the left with a Distar. The lower picture, from the same viewpoint, was taken with the Tessar.

## *Ica Cameras*

**I**CA CAMERAS are the product of Europe's foremost camera manufacturer. Their many distinctive features, clever design and unmatched quality, have established a new standard in cameras.

In handling these remarkable instruments, the solidity of construction, smoothness of movement and elegant finish, convince one that Ica Cameras are the creation of master camera builders — that each Ica Camera is a masterpiece, an instrument which will inspire its proud owner to the utmost in photography.

With the exception of the Junior Icaettes, Carl Zeiss lenses are standard equipment.

On page 39 is a list of cameras with which Carl Zeiss Distar and Proxar supplementary lenses may be used. The addition of a Distar means a larger image of a distant object, improved perspective of near subjects, pleasing diffusion, or critical definition.

A Proxar shortens the focus of the Tessar, increasing the angle of view, and will therefore improve results in photographing interiors, street scenes etc.

There are so many uses for the Distars and Proxars that the prospective buyer will do well to select a camera with which they may be used.

All Ica models listed herein use standard American plates and films; tripod sockets are standard; distances are engraved in feet; and diaphragm markings are in the familiar F system.

In New York a service shop is maintained, stocked with all necessary repair parts, where repairs are made by trained mechanics.

To possess an Ica is to own quite the best camera that may be had.

## Ica Cameras

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### Icarette B



THE Icarette B embodies many distinctive features entirely its own. Although a miniature camera, it makes pictures  $2\frac{1}{4} \times 2\frac{1}{4}$  inches and uses any make of roll film. It is a suitable camera to carry constantly, readily fitting the pocket. The many opportunities to make pictures that present themselves during our daily routine amply justify having the Icarette B as one's constant companion.

Its field of picture making is almost unlimited. Excellent results are obtainable even when the sky is overcast. The extreme shutter speed,  $1/300$  of a second, will catch rapidly moving objects such as airplanes in flight, races, and athletic events. It is equally capable of portraiture and interior work. The high quality of the lens furnished insures exceptional results in enlarging from Icarette negatives. The picture it makes lends itself particularly well to enlarging, as being square, it may easily be proportioned in enlarging to a vertical or horizontal print.

## *Ica Cameras*

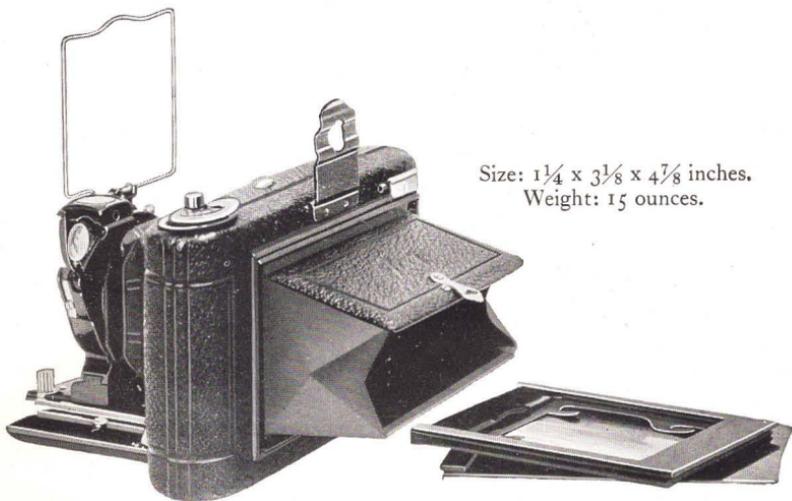
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The Icarette B is also furnished with a plate back so that plates  $4\frac{1}{2} \times 6$  cm. ( $1\frac{3}{4} \times 2\frac{1}{2}$  inches) may be used. The Iconometer with which it is fitted, is absolutely accurate and permits using the camera at eye level. A brilliant indirect finder is also supplied.

The lens is the Carl Zeiss Tessar f:4.5 of three inches focus.

Focusing is done by a lever focusing adjustment to as close as three feet. The Icarette B is unexcelled as a miniature camera for pictures under all conditions from which perfect enlargements up to 11 x 14 inches can be made. The Compur Shutter furnished has speeds ranging from 1 to 1/300 of a second, besides time and bulb exposures. The camera is provided with tripod socket of standard size.

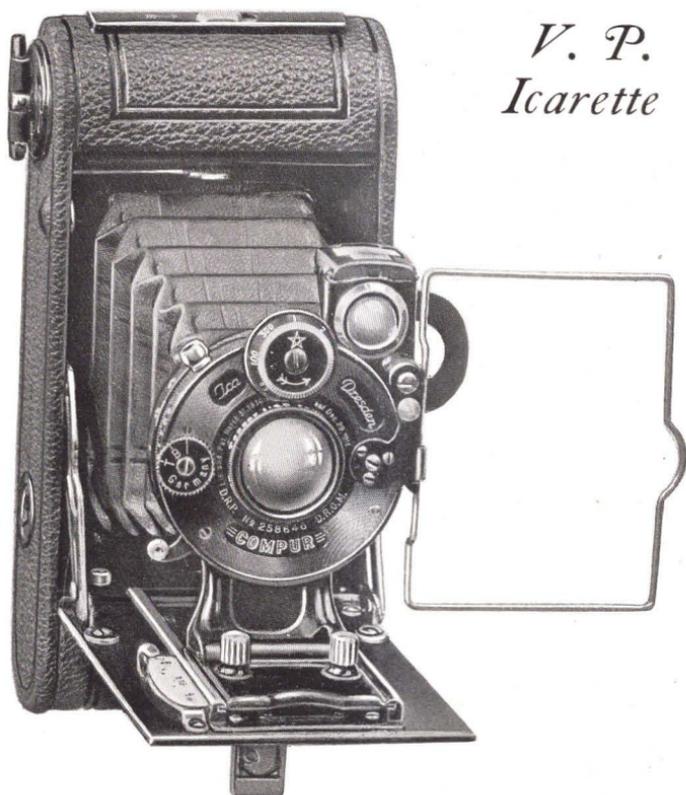
The method of loading is extremely simple, as the entire back is readily removed, allowing easy access to the film chambers. With each camera is furnished a leather case and cable shutter release.



Size:  $1\frac{1}{4} \times 3\frac{1}{8} \times 4\frac{7}{8}$  inches.  
Weight: 15 ounces.

## *Ica Cameras*

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### *V. P. Icarette*

**T**HE V. P. Icarette makes pictures size  $1\frac{5}{8} \times 2\frac{1}{2}$  inches - pictures that are not only as good, but which would be actually impossible to produce with a large camera. Its shutter is the Compur, with a range of speeds from one to  $1/300$  of a second. This speed arrests motion in photographing rapidly moving objects, such as athletes in action, races, diving, airplanes in flight. From these negatives enlargements 8 x 10 inches, or even larger, can be made with splendid results.

## *Ica Cameras*

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The best professional motion pictures are made with Carl Zeiss Tessar lenses on a film even smaller than the film used in the V. P. Icarette, yet we all marvel at the perfect detail in motion pictures, even when enlarged to the size of a theatre curtain.

With the V. P. Icarette the three-inch Carl Zeiss Tessar lens  $f:4.5$  produces depth of field with illumination and definition the same as it does in the movies.

For such accuracy the camera must be absolutely free from any mechanical defects; it must be substantially built, and dependable. The V. P. Icarette is the refinement of these important qualities – it is just about all that a little camera can be. It is entirely of metal construction, finished in polished black enamel with nickel trimmings, and covered with fine grain leather. Beside the usual brilliant reflecting finder, it has an Ica Iconometer finder. This consists of a wire frame and sight enabling the user to observe the subject to be photographed full size from the level of the eye.

The V. P. Icarette may be used in either horizontal or vertical positions. The shutter can be operated with its flexible cable release on time or bulb for slow exposures of any duration. Thus this very versatile little camera is as suitable for interior pictures and even portraiture as it is for snapshots. As a snapshot camera it can be used in many instances where larger cameras would fail completely.

Due to the small size film used, the V. P. Icarette is a very economical camera to operate. In fact, it costs no more to use a V. P. Icarette having postcard-size enlargements made than to use a postcard-size camera. The results are as good if not better, the camera is easier to operate, and far more convenient to carry. With each camera is furnished a leather case and cable shutter release.

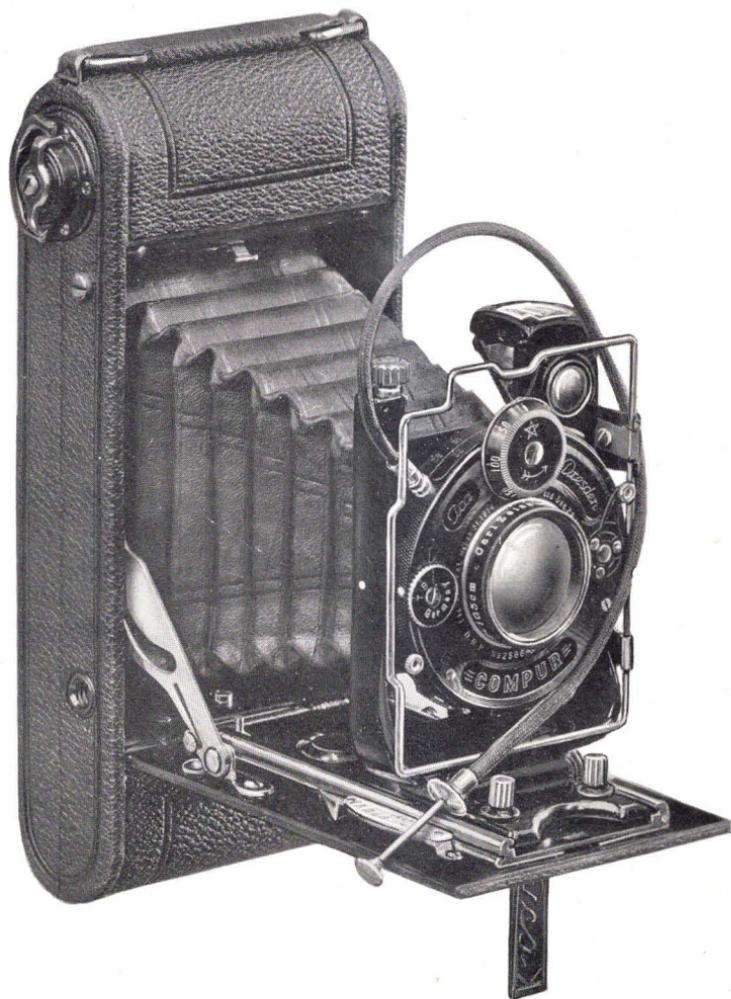
Size:  $5\frac{1}{8}$  x  $2\frac{3}{4}$  x  $1\frac{1}{4}$  inches. Weight: 14 ounces.



*Ica Cameras*

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*Icarette C and D*



## Ica Cameras

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THE Icarette C and D models are identical, except in size and weight. The model C makes  $2\frac{1}{4} \times 3\frac{1}{4}$  and the model D  $2\frac{1}{2} \times 4\frac{1}{4}$  inch pictures using roll film.

Their construction is entirely of durable light metal, attractively finished in black enamel and nickel. The covering is the finest grain pin seal leather.

The backs of these models have end locks, secure yet easy to put on or take off and they are positively light-tight.

They are fitted with the new Ica film holding device, which greatly simplifies loading or removal of the film.

This improved film holder insures even, free winding of the film, with no possibility of the film climbing on the spool ends, tearing or binding, and the winding key will never chew out the slot of the spool.

The front has screw operated vertical movement. There is a brilliant reflecting finder, also Iconometer wire finder which always indicates the correct view, even when the front is elevated. Focusing is accomplished with a lever focusing device.

The optical equipment is the Carl Zeiss Tessar f:4.5 of 4 inch focus in the model C and  $4\frac{3}{4}$  inch focus in the model D.

The Shutter is the Compur with speeds from 1 to  $1/250$  part of a second besides time and bulb exposures.

As a constant companion no more perfect camera could be selected than the Icarette model C or D. With each camera is furnished a leather case and cable shutter release.

Icarette C. Size:  $7 \times 3\frac{3}{8} \times 1\frac{3}{8}$  inches. Weight: 25 ounces.

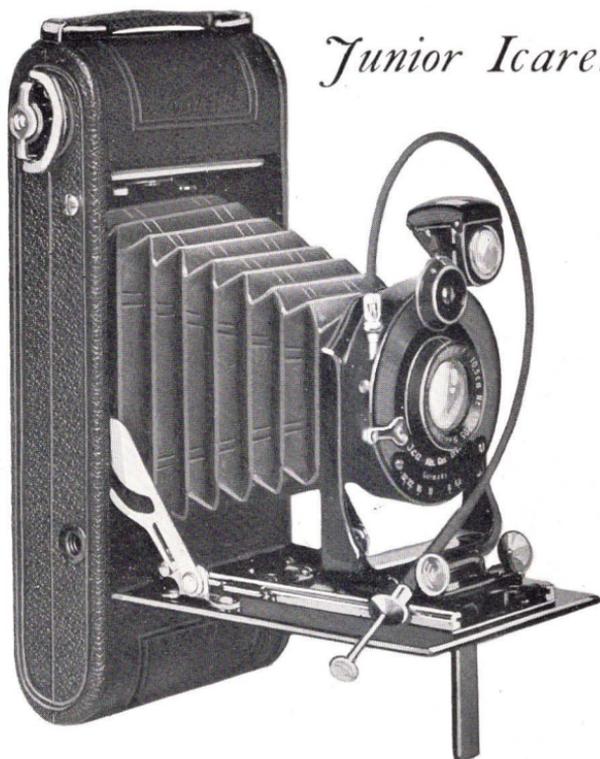
Icarette D. Size:  $8\frac{1}{4} \times 3\frac{3}{4} \times 1\frac{3}{8}$  inches. Weight: 31 ounces.



## Ica Cameras

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### Junior Icarette



TO those who require a camera with a minimum number of adjustments, simplicity of design and sturdy construction, and to whom price is an important consideration, the Junior Icarette will make a strong appeal.

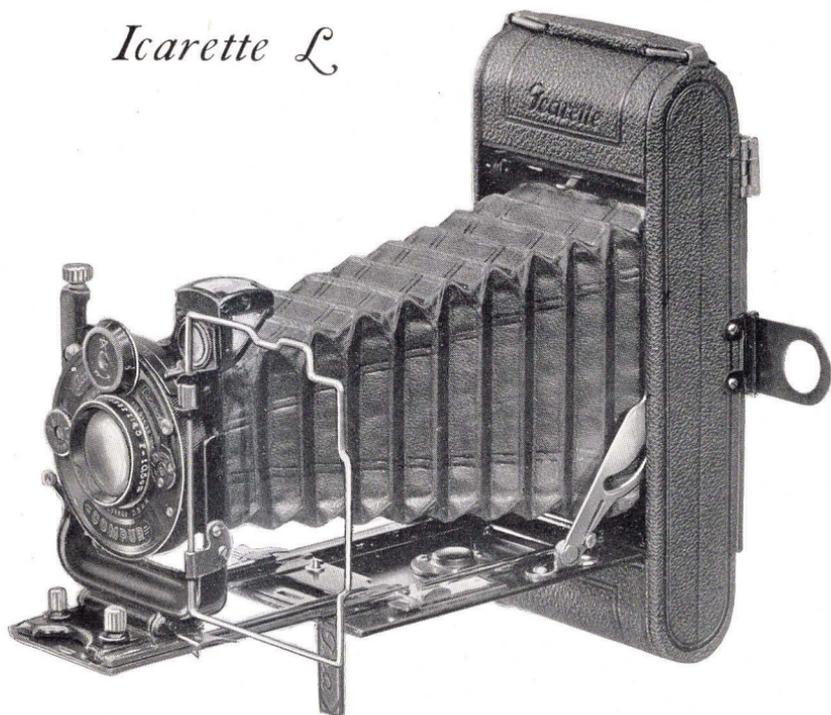
It is made of light metal covered with leather. The shutter is automatic, giving exposures of  $1/25$ ,  $1/50$ ,  $1/100$  of a second, time and bulb.

The lens is the Novar, an anastigmat of  $f:6.8$  aperture, fast enough for snapshots even in a poor light. The excellent quality of the lens permits enlargements of many diameters.

The Model C makes pictures  $2\frac{1}{4} \times 3\frac{1}{4}$  and the D,  $2\frac{1}{2} \times 4\frac{1}{4}$  inches. A leather carrying case is furnished.

*Model C* Size:  $7 \times 3\frac{1}{2} \times 1\frac{1}{4}$  in. Weight: 21 ounces. *Model D* Size:  $8\frac{1}{4} \times 3\frac{3}{8} \times 1\frac{5}{8}$  in. Weight: 28 ounces.

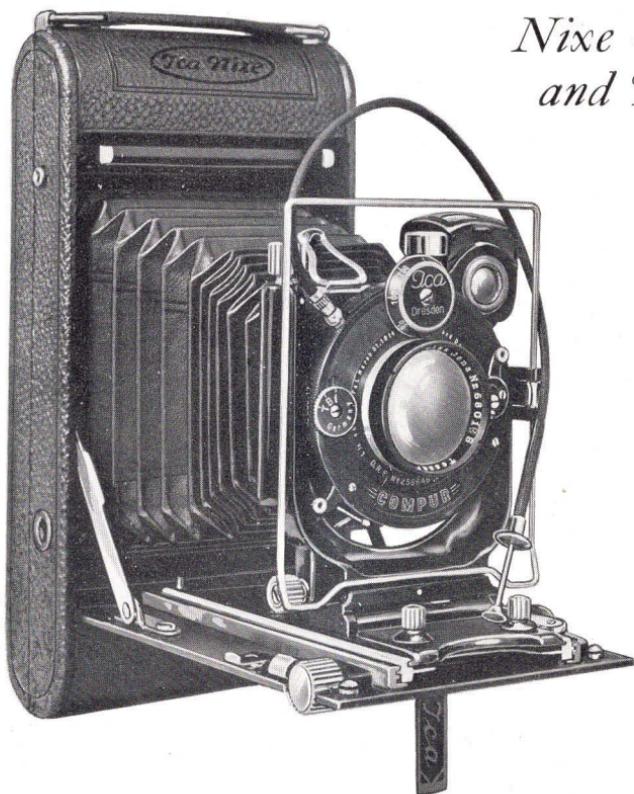
*Icarette L*



THE ICARETTE L is a new model roll film and plate camera having double extension bellows. It takes six exposure roll films  $2\frac{1}{4} \times 3\frac{1}{4}$  inches of any make, or may be used for plates  $2\frac{1}{2} \times 3\frac{1}{2}$  inches ( $6\frac{1}{2} \times 9$  cm.) by means of single metal plate-holders. The back is fitted with a panel which is readily removable so that a plateholder or focusing back may be inserted. The  $6\frac{1}{2}$  inch bellows is long enough to permit using a Distar lens, or when plates are used objects within two feet of the camera may be photographed. The lens furnished is the Carl Zeiss Tessar f:4.5 of 4-inch focal length. The shutter is the Compur with speeds of from 1 to  $1/250$  of a second. Leather carrying case is furnished.

Size:  $7\frac{1}{8} \times 3\frac{5}{8} \times 1\frac{1}{2}$  inches. Weight: 26 ounces.

Supplementary lenses Distar and Proxar may be used on this model. See page 39.



*Nixe A  
and B*

**T**HE Nixe models are the leaders of the Ica roll film cameras. There are two sizes, the model A  $3\frac{1}{4} \times 4\frac{1}{4}$  and the B  $3\frac{1}{4} \times 5\frac{1}{2}$  inches. Their design and construction appeal to those who appreciate ultra quality, for no more complete and better made film cameras have as yet been produced.

Entirely constructed of durable light metal, the size of the present models of the Nixe has been considerably reduced besides strengthening the body of the camera. The new backs have the secure end locks, fit flush and are free from unnecessary projections.

## Ica Cameras

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The new Ica film holder of the Nixe models simplifies loading and insures even free winding of the film. The film never sticks, tears, climbs on the spool ends or binds in the Nixe, neither does the winding key ever chew out the slot of the spool.

Besides being a perfect film instrument the Nixe may be used with plates. Simply remove the back panel and insert a plateholder. There is also a hooded ground glass focusing back. These may be obtained at any time.

The front has both vertical and horizontal movements, screw actuated. The double extension permits the use of a Carl Zeiss Distar lens for distant views.

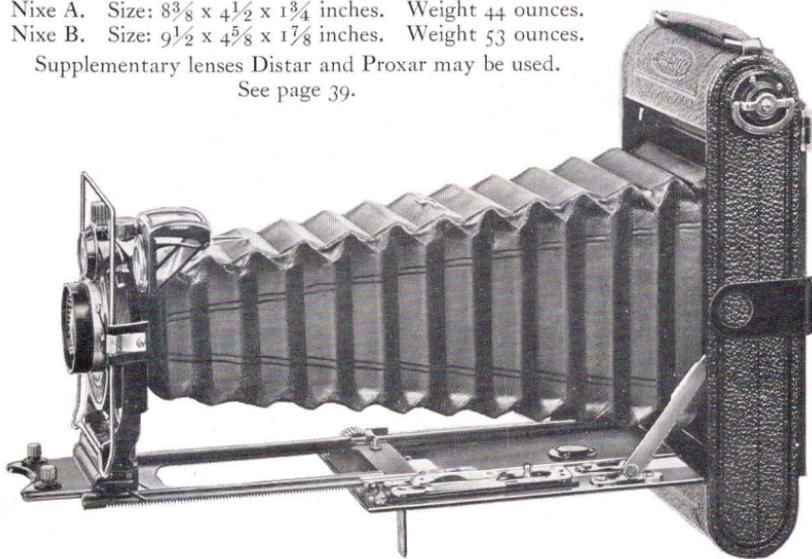
The optical equipment is the Carl Zeiss Tessar f:4.5 of  $5\frac{1}{4}$  inch focus in the Nixe A and 6 inch focus in the model B. The Shutter is the Compur with speeds from 1 to  $1/200$  part of a second. With each camera is furnished a leather case and cable shutter release.

Nixe A. Size:  $8\frac{3}{8} \times 4\frac{1}{2} \times 1\frac{3}{4}$  inches. Weight 44 ounces.

Nixe B. Size:  $9\frac{1}{2} \times 4\frac{5}{8} \times 1\frac{7}{8}$  inches. Weight 53 ounces.

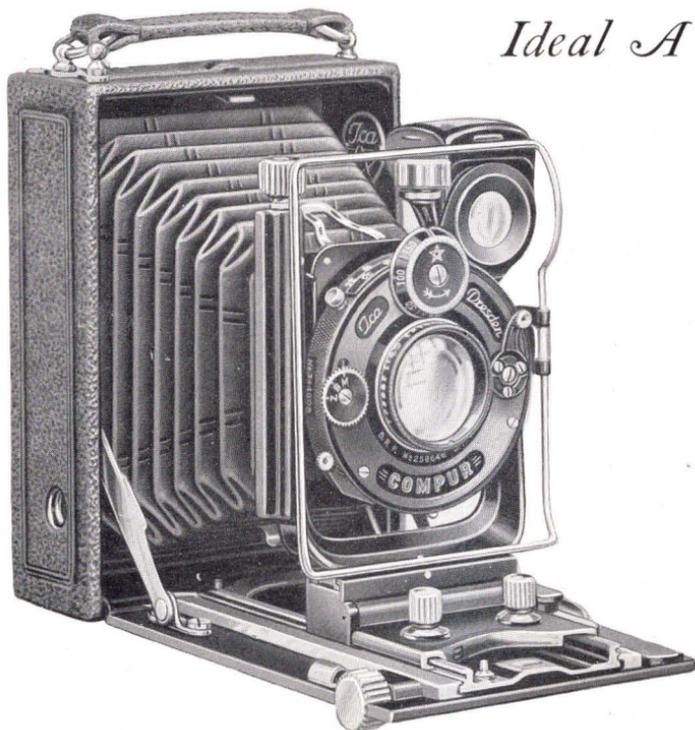
Supplementary lenses Distar and Proxar may be used.

See page 39.



## Ica Cameras

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**F**OR its size, it is safe to say that no more versatile camera is to be had than the Ideal A, using plates  $2\frac{1}{2} \times 3\frac{1}{2}$  inches ( $6\frac{1}{2} \times 9$  centimeters) or film packs  $2\frac{1}{4} \times 3\frac{1}{4}$  inches. It is constructed of metal, finished in polished black enamel, and covered with pin grain seal leather. The liberal bellows extension of  $8\frac{1}{2}$  inches, permits focusing on objects as close as nine inches from the camera, a decided advantage in making copies or photographing small objects.

The lens is the Carl Zeiss Tessar  $f:4.5$  of  $4\frac{3}{4}$  inch focus. The long bellows of the Ideal A permits the use of various

## Ica Cameras

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Carl Zeiss Distar and Proxar lenses. The shutter is the Compur with speeds ranging from 1 to 1/250 of a second.

The lens panel of the Ideal has both vertical and horizontal movements of one inch, considerable for a camera of its size. These adjustments, together with the long extension, are most important in architectural photography.

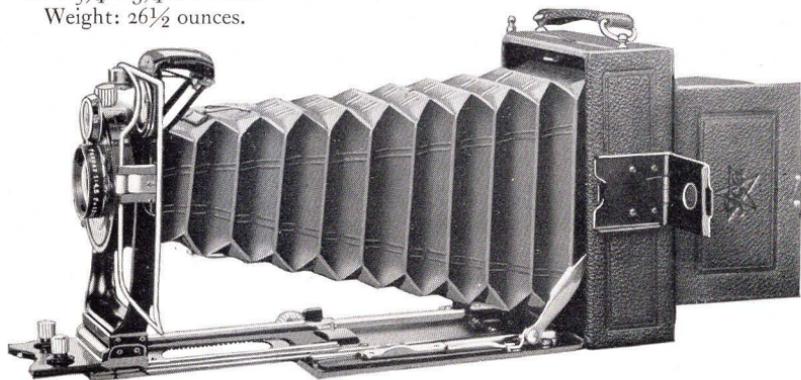
The Iconometer wire finder furnished with the Ideal A is absolutely accurate, indicating correctly the front movements as well as the correct view when the Distar Lens is used.

For critical work, focusing may be done while viewing the image on the hooded ground glass. The movable bed is operated by rack and pinion adjustment and can be locked at any desired point. The bellows is fitted with an automatic take-up, eliminating the possibility of its sagging and perhaps cutting off part of the picture.

With each camera are included leather carrying case, three single metal plateholders, film pack adapter and cable shutter release.

Supplementary lenses Distar and Proxar may be used on this model. See page 39.

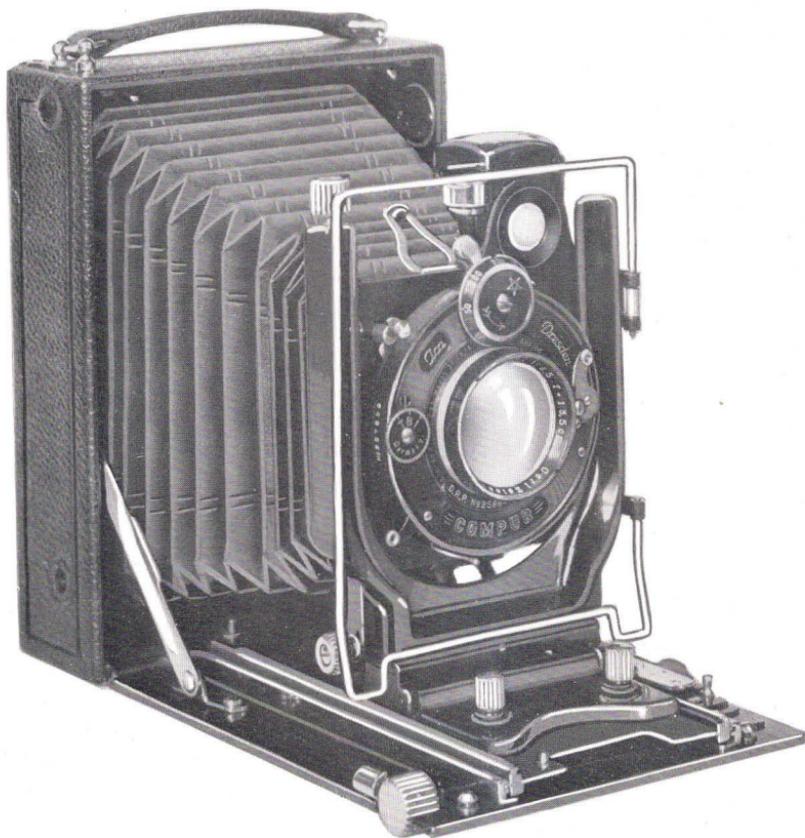
Size:  $5\frac{1}{4} \times 3\frac{3}{4} \times 2$  inches.  
Weight:  $26\frac{1}{2}$  ounces.



## *Ica Cameras*

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### *Ideal B*



**T**HE Ica Ideal B is a camera of larger proportions than any of the foregoing models. The size of the pictures it produces is  $3\frac{1}{2} \times 4\frac{3}{4}$  inches (9 x 12 centimeters).

The construction is entirely of metal, insuring strength and extreme rigidity. The finish is black enamel and nickel, the covering being of fine grain seal leather.

## Ica Cameras

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Its bellows extension of  $11\frac{1}{2}$  inches is sufficient to permit the use of the Distar Lens. Photographs can be made of objects within 10 inches of the camera, a necessity when making copies and pictures of small objects.

The front has a vertical movement of  $1\frac{1}{4}$  inches and a horizontal movement of  $1\frac{3}{8}$  inches. There is also a vertical swing back, quite an innovation in such a small camera.

One of the most important features of the Ica Ideal B is the Iconometer, the most accurate finder that can be fitted to a camera. Holding the camera at the eye's level, the view is observed through the Iconometer. As the metal frame moves with the lens forward, backward, up or down, every variation in the angle view, due to extending the bellows, also any horizontal or vertical movement is accurately registered. A large brilliant reflecting finder is also provided.

Should the size of  $3\frac{1}{4} \times 4\frac{1}{4}$  inches be desirable for some work, metal kits are furnished for both plateholders and film pack adapter so that either 9 x 12 centimeter or  $3\frac{1}{4} \times 4\frac{1}{4}$  inch plates or film packs may be used.

The Ideal B is regularly supplied with either  $5\frac{1}{4}$  or 6 inch Carl Zeiss Tessar f:4.5. The shutter is the Compur with speeds from 1 to  $1/200$  part of a second. The shutter may be easily removed, being held in place with a bayonet lock.

A leather carrying case, three single metal plateholders, film pack adapter and cable shutter release are included with each camera.

Size:  $5 \times 6\frac{5}{8} \times 2\frac{1}{8}$  inches. Weight 46 ounces.

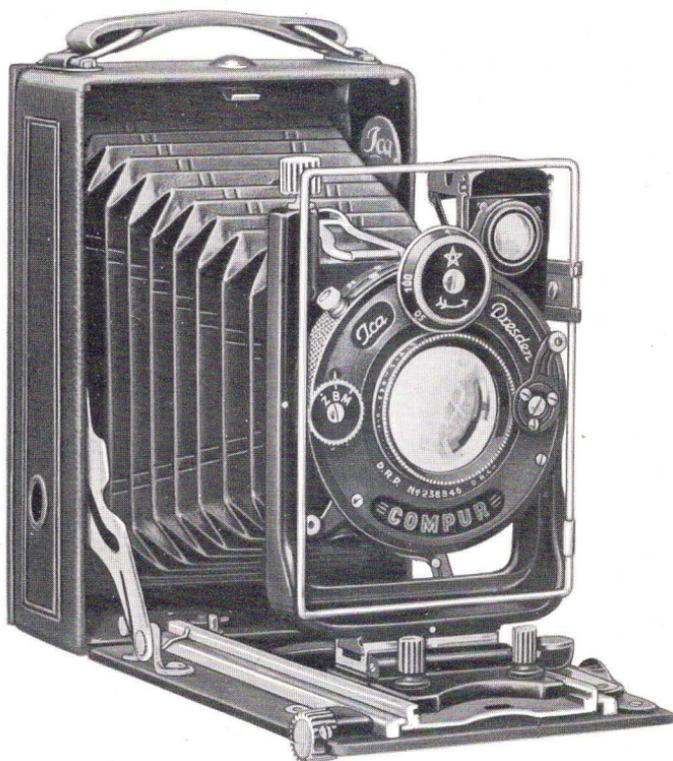
Supplementary lenses Distar and Proxar may be used on this model. See page 39.



## Ica Cameras

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### Trona



THE popular size of the pictures made with the Trona ( $3\frac{1}{4}$  x  $4\frac{1}{4}$  inches) and the general make-up of the instrument appeal to those who require a very compact camera, making a picture of suitable size as a contact print, and combining in its construction every required adjustment for serious picture making.

It may be used with plates or film packs.

The lens furnished is Carl Zeiss' Tessar f:4.5, of  $5\frac{1}{4}$  inch focal length. The shutter is the Compur ranging in speed from 1 to  $1/200$  of a second.

## *Ica Cameras*

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A large protecting hood over the ground glass back makes the use of a focusing cloth unnecessary. When closed, the metal cover of the focusing hood protects the ground glass.

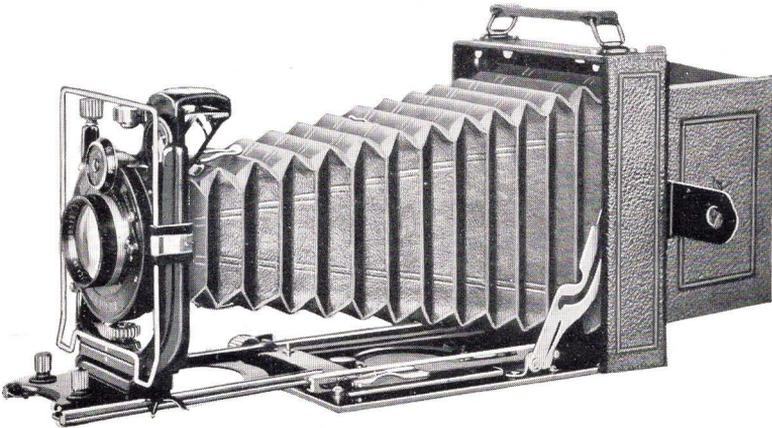
The Iconometer wire finder is the most accurate of all camera finders. It indicates correctly the view included when the lens front is used for vertical or horizontal movement. Even when a supplementary lens such as the Zeiss Distar is used, the Iconometer shows the correct view.

The maximum bellows extension is ten inches, so that objects within twelve inches of the camera may be photographed without using a supplementary lens. For distant subjects this long bellows extension can be used to excellent advantage with a Zeiss Distar lens. When extended, the front stops automatically, focused for distance. Focusing is done with rack and pinion which may be securely locked for any distance.

With each camera are included a leather carrying case, three single metal plateholders, film pack adapter and cable shutter release.

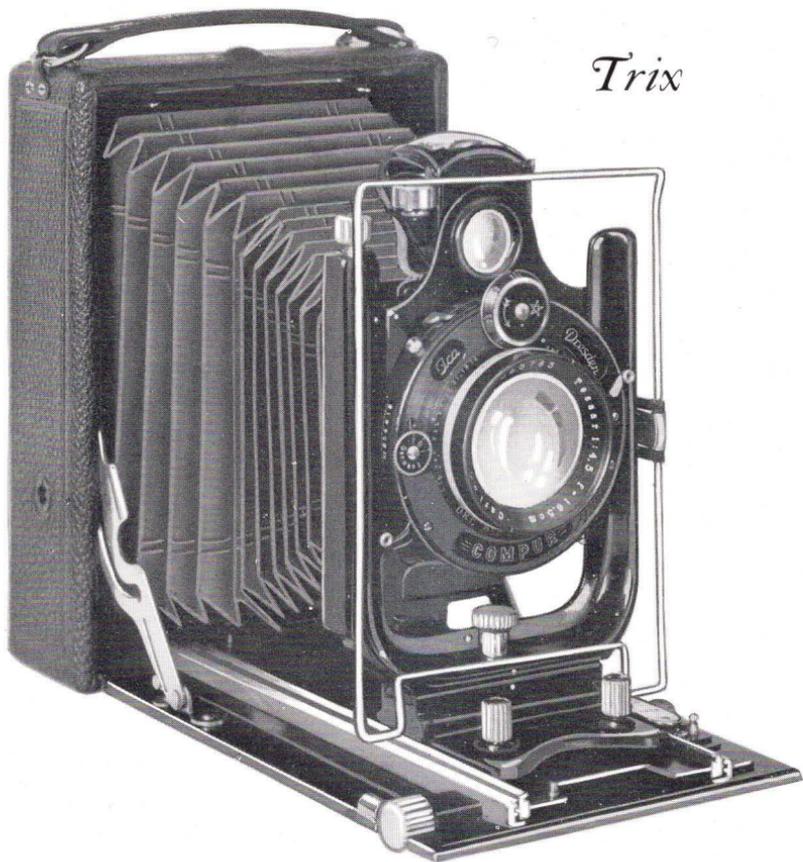
Size:  $5\frac{3}{4} \times 4\frac{1}{2} \times 2$  inches. Weight: 33 ounces.

Supplementary lenses Distar and Proxar may be used on this model. See page 39.



## *Ica Cameras*

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*Trix*

**T**HE Ica Trix has already won a reputation for itself, having been adopted some years ago by many of the leading daily newspapers as the most satisfactory camera for this very difficult branch of photography. The size of the picture is 4 x 6 inches (10 x 15 centimeters), perfect proportions for artistic composition.

Press work requires a camera that can be readily concealed about the person, yet producing pictures large enough for

## *Trix Cameras*

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reproduction. It must have the most perfect lens both for detail and extreme speed, for the press-photographer cannot choose his light and must be equipped to make pictures under the most trying light conditions. The operation of the camera must be simple, for in many instances but a moment of time is available to make ready and get the picture. The camera must also be suitable for flashlight work, holding the camera and operating the flash at the same time. The Trix has all of these qualifications.

The camera has a bellows capacity of fourteen inches, vertical and horizontal front movements of  $1\frac{1}{8}$  and  $1\frac{1}{4}$  inches respectively, Iconometer as well as a large brilliant view finder, three tripod sockets, hooded ground glass back, and rack and pinion focusing device.

The plateholders are of sheet steel, strong and accurate, and with no projections. Three of the Trix holders are of about the same bulk as one double wooden holder of corresponding size.

The lens furnished with the Trix is the Carl Zeiss Tessar f:4.5 having a focal length of  $6\frac{1}{2}$  inches.

For distant pictures the addition of a Zeiss Distar Lens will produce images of various magnifications.

The shutter is the Compur, having speeds from 1 to  $1/200$  of a second. With the camera are included a leather carrying case, three plateholders, film pack adapter and cable shutter release.

Size:  $7\frac{3}{4}$  x  $5\frac{1}{2}$  x  $2\frac{1}{4}$  inches. Weight:  $47\frac{1}{2}$  ounces.

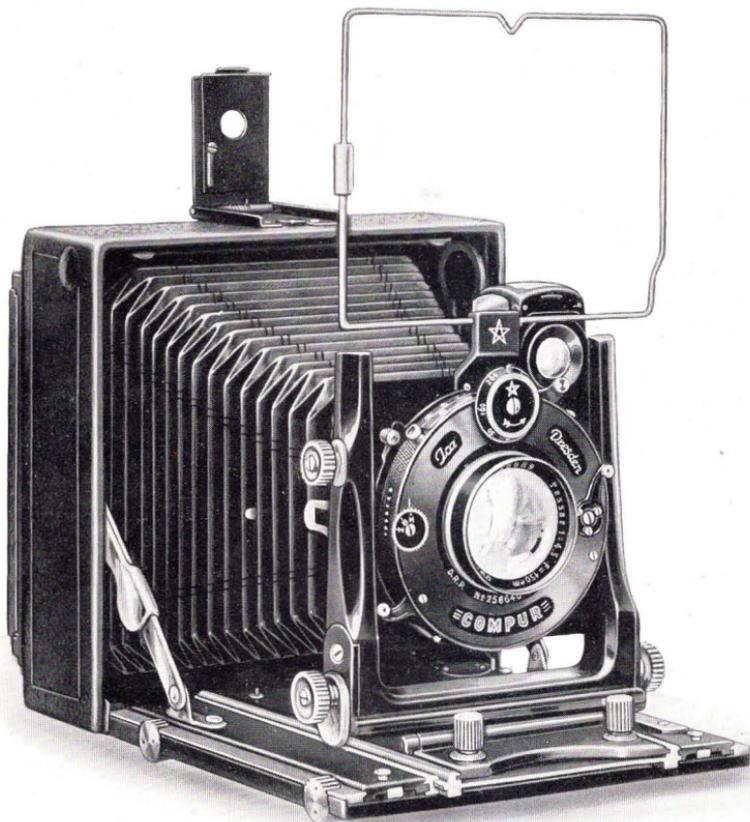
Supplementary lenses Distar and Proxar may be used on this model. See page 39.



## *Ica Cameras*

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### *Universal Palmos*



**P**ORTRAITURE, landscapes, architecture, copies, tele-  
photography, are a few branches of photography which  
actually become a pleasure when attempted with the Uni-  
versal Palmos. Note the extreme rise and the tilting feature of  
the front, the swing back and the sixteen-inch bellows. The  
vertical and horizontal front movements are operated by screw  
adjustment. Two rack and pinion focusing screws are pro-  
vided so that the front may be extended by the front thumb

## Ica Cameras

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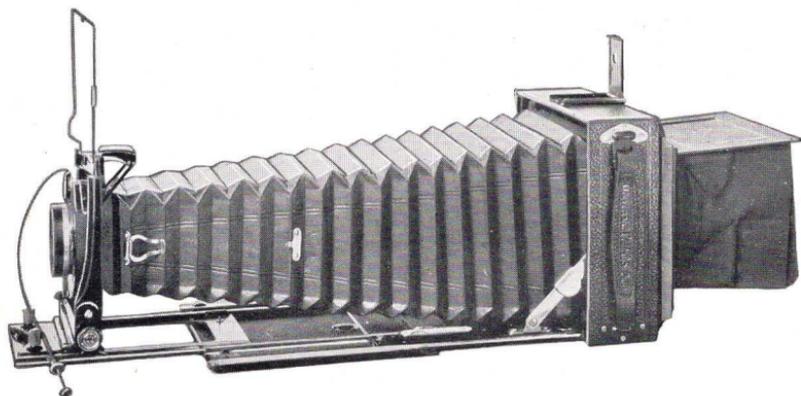
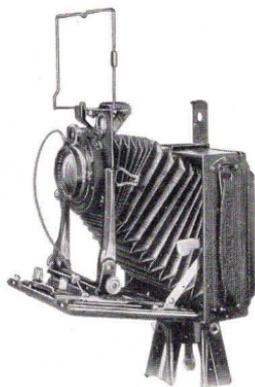
screw and the back by the rear thumb screw. The double plateholders, as well as film pack adapter are beautifully finished in ebonized hard wood reinforced with aluminum, and will accommodate plates or film packs 9 x 12 cm. or  $3\frac{1}{2} \times 4\frac{3}{4}$  inches. The back of the camera can be revolved.

The lens furnished is the Tessar f:4.5. The Compur Shutter locks in place and may be instantly removed. It has speeds ranging from 1 to 1/200 of a second.

The construction throughout is entirely of metal. The bellows capacity is ample for the use of Zeiss Distar lenses.

If a wide-angle lens is to be used, the bed may be lowered and the front set parallel with the back. A leather carrying case, three double wooden holders, a film pack adapter, and cable shutter release are included with each Universal Palmos.

Size:  $6\frac{3}{8} \times 6\frac{1}{2} \times 3$  inches. Weight: 61 ounces.

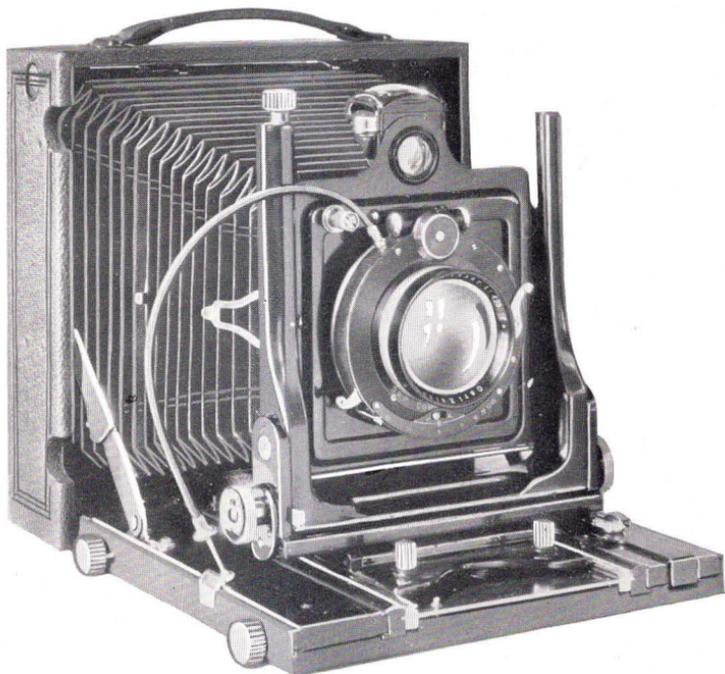


Supplementary lenses Distar and Proxar may be used on this model. See page 39.

## *Ica Cameras*

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### *Juwel*



THE aristocrat of all cameras, the Juwel, makes its appeal to the whole-hearted, ambitious photographer. It may well be termed "a camera of limitless possibilities."

It is a Juwel in appearance as well as in name, microscopically accurate in its adjustments, structurally correct, and of perfect design; it is truly a super camera. The dimensions over all when closed are 9 x 9 x 3½ inches and its weight 6 pounds 6½ ounces. The size of the picture is 5 x 7 inches.

The construction of the Juwel is of ebonized hard wood, metal reinforced. The plateholder or film pack adapter is locked in position by the pressure of a button, an exclusive and valuable Ica feature. The large focusing hood eliminates

## *Ica Cameras*

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the necessity of a focusing cloth. It is furnished with the Compound Shutter having speeds from 1 to 1/100 of a second.

Of utmost importance is the Carl Zeiss Tessar lens, its large working aperture of  $f:4.5$  being suitable for interior portraiture, autochromes, exposures in poor light; in fact, wherever perfect optical correction combined with extreme speed is required, the Tessar is unequalled.

For wide angle photographs with an extreme wide angle lens, the front adjustments of the Juwel permit dropping the camera bed, also tilting the lens panel to any required angle.

The front of the Juwel has extreme vertical and horizontal movements operated by screw adjustments. Both the front and the revolving back of the camera have swing adjustments so that even when the camera is pointed upward at an angle the lens and plate may be set vertical and parallel to each other. These adjustments are the same as illustrated on page 23, showing the Universal Palmos. The great advantage in working with a camera having these important adjustments will be readily understood. In photographing many subjects these movements are absolutely essential to enable one to obtain the best results. The bellows extension is eighteen inches and may be extended by either front or rear rack and pinion. This makes possible the use of a Carl Zeiss Distar lens for telephoto effects with the Carl Zeiss Tessar lenses  $f:4.5$ .

With the Juwel are included a leather carrying case, three double wooden plateholders, film pack adapter and cable shutter release.

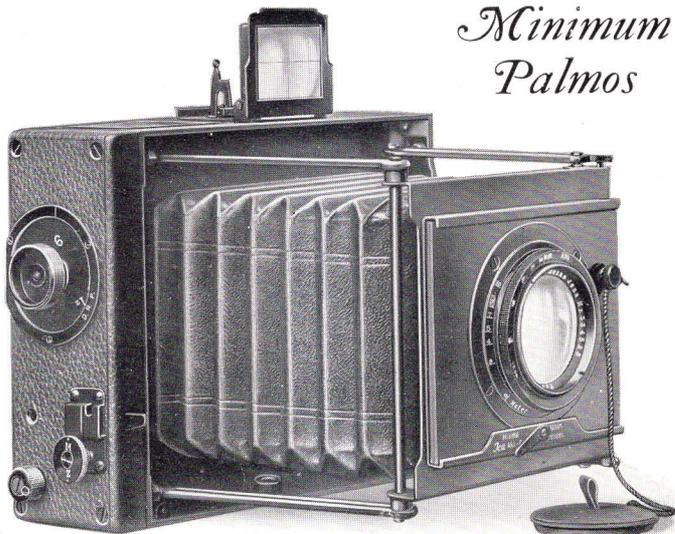
Supplementary lenses Distar and Proxar may be used on this model. See page 39.



## Ica Cameras

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### *Minimum Palmos*



THE Minimum Palmos is essentially an out-of-doors speed camera, suitable for sport pictures, animal photography, etc., and, although strongly built, is very compact. The Model A takes  $2\frac{1}{2} \times 3\frac{1}{2}$  ( $6\frac{1}{2} \times 9$  cm.) plates or  $2\frac{1}{4} \times 3\frac{1}{4}$  film packs, and the B  $3\frac{1}{2} \times 4\frac{3}{4}$  inches ( $9 \times 12$  cm.).

Model A has a range of speeds from  $1/15$  to  $1/700$ , and the B from  $1/7$  to  $1/1000$  of a second. Three double ebonized wooden plateholders, film pack adapter, and case are supplied with each camera.

The lenses supplied with the Minimum Palmos are the Carl Zeiss Triotar  $f:3.5$  or Tessar  $f:4.5$ , of  $4\frac{3}{4}$  inch focus in the Model A and 6 inch focus in the B.



	Size	Weight
Model A	$5\frac{3}{4} \times 4\frac{5}{8} \times 2\frac{3}{4}$ ins.	$30\frac{1}{2}$ oz.
Model B	$7\frac{1}{4} \times 5\frac{1}{2} \times 3\frac{1}{4}$ ins.	47 oz.

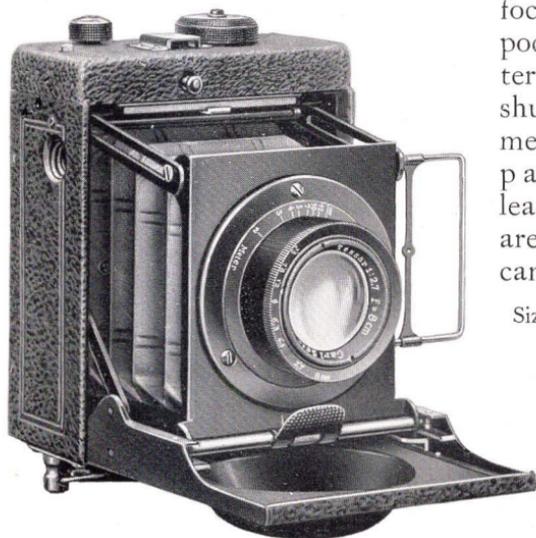
## *Palmos O*

**P**AMLOS O is the most practical camera for its particular field of photography. It takes plates and film packs  $4\frac{1}{2} \times 6$  cm. Fitted with the new Zeiss Tessar  $f:2.7$ , it will produce pictures under the most adverse light conditions. A subject requiring  $1/10$  of a second exposure with an  $f:6.3$  lens may be fully exposed in  $1/50$  part of a second with the  $f:2.7$  Tessar; or in  $1/125$  of a second it will admit even more light than an  $f:6.3$  lens will admit in  $1/25$  of a second. Then there is the added efficiency of the focal plane shutter with speeds ranging from  $1/50$  to  $1/1000$  of a second. The  $3\frac{1}{8}$  inch Tessar  $f:2.7$  gives sufficient depth of field so that its full aperture may be used when it would be absolutely necessary to use a relatively small diaphragm with a lens of six inch focus.

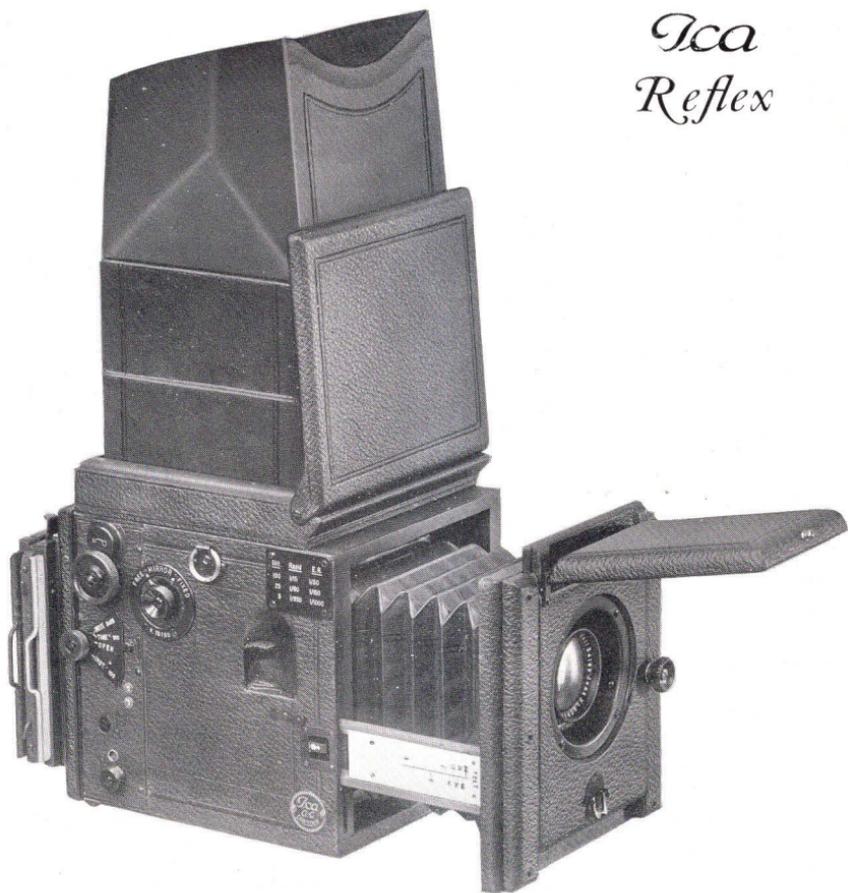
It is of metal construction, leather covered; when closed the front of the camera protects the lens. Focusing is done by means of the focusing mount of the lens. The shutter is of the safety self-capping type. A hooded ground glass

focusing back, two tripod sockets, Iconometer finder, flexible cable shutter release, three metal plateholders, film pack adapter and leather carrying case are included with each camera.

Size:  $4\frac{1}{4} \times 3\frac{1}{2} \times 2\frac{1}{2}$  inches  
Weight: 25 ounces.



*Ica  
Reflex*



**I**N the Ica Reflex the picture is shown right side up, exactly as it will be in the finished picture, except for color and being reversed right and left. The shutter can remain set while the image is being viewed on the ground glass, and the moment it appears at its best the exposure can be made. It provides a positive means of focusing and the comfort of working without a focusing cloth or a tripod. The shutter of the reflex is

## *Ica Cameras*

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of the focal plane type, consisting of a light-proof cloth curtain with fixed slits working on rollers.

Its picture size is  $3\frac{1}{4} \times 4\frac{1}{4}$  inches, the most popular of all sizes for a reflex camera.

The focusing hood is large and square in shape so that the corners of the ground glass may be easily observed. Upon releasing it, the hood springs to an erect position.

The reflecting mirror is silvered on the upper surface. In reflex cameras having an ordinary mirror a double image is caused by the upper as well as the lower surface reflecting an image which frequently gives trouble in focusing.

The bellows capacity of the Ica Reflex is 9 inches.

Another feature often found most useful on the Ica Reflex is the infinity indicator. There is also a focusing scale marked in distances down to 3 feet.

When fitted with the Tessar  $f:4.5$  the front has vertical adjustment, a necessity in eliminating foreground or in taking in high buildings, etc.

The Ica Reflex has shutter speeds ranging from  $1/15$  to  $1/1000$  of a second besides time exposure, there being a sufficient assortment of speeds for every possible condition.

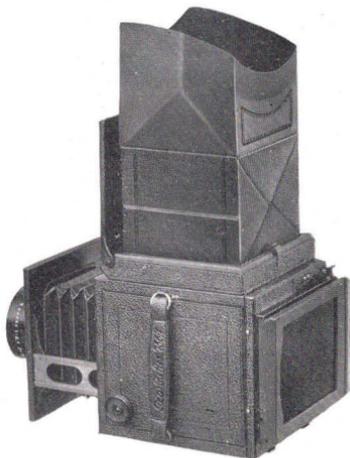
The lenses regularly fitted to the Ica Reflex are the Carl Zeiss Tessar  $f:4.5$  of 6 inch focus, the Carl Zeiss Triotar  $f:3.5$ , 7 inch, and Tessar  $f:2.7$ ,  $6\frac{1}{2}$  inch focus.

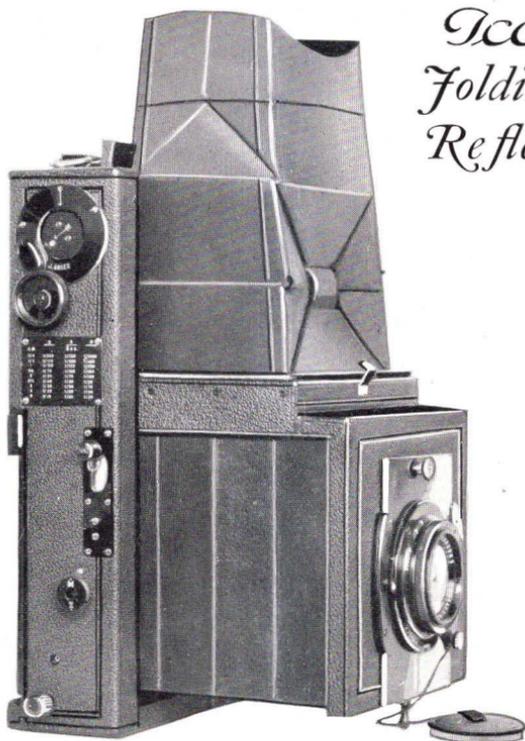
The back is reversible and accommodates Graflex plateholders and other Graflex accessories.

Size:  $6\frac{3}{8} \times 6\frac{1}{8} \times 7\frac{1}{4}$  inches.

Weight with  $f:4.5$  lens: 4 pounds 7 ounces.

Supplementary lens Distar may be used on this model. See page 39.





*Ica  
Folding  
Reflex*

THE Ica Folding Reflex has most of the important features of the regular model with exception of the reversible back and bellows capacity. Focusing is accomplished by means of the focusing lens mount instead of rack and pinion. Objects can be focused as close as six feet. The shutter speeds range from  $1/15$  to  $1/1000$  of a second, besides having time adjustment. There is a safety blind which protects the plate or film while the shutter is being set. The front has both horizontal and vertical movements.

The accompanying illustrations show the Folding Reflex open and closed. To open the camera a button at the side

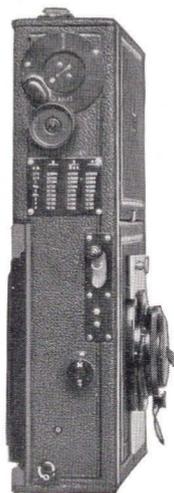
## Ica Cameras

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is pressed when the front may be extended. As the front locks in position the mirror automatically sets itself at the proper angle. The hood is then opened, and the camera is ready to operate.

The camera is supplied with a hooded ground glass focusing back so that it may be used upon a tripod the same as an ordinary plate camera. A flexible cable shutter release is also provided, which is most useful when making time exposures with a tripod. The very compact size and light weight of the Ica Folding Reflex will appeal to those who like the reflecting feature, and at the same time require a compact instrument.

The lenses furnished with the Ica Folding Reflex are the Carl Zeiss Tessar  $f:4.5$  and the Triotar  $f:3.5$ . The model A is for use with film packs size  $2\frac{1}{4} \times 3\frac{1}{4}$  inches or plates  $2\frac{1}{2} \times 3\frac{1}{2}$  inches ( $6\frac{1}{2} \times 9$  cm.) and the model B for  $9 \times 12$  cm. ( $3\frac{1}{2} \times 4\frac{3}{4}$  inch) plates or film packs. Kits are supplied for the model B so that  $3\frac{1}{4} \times 4\frac{1}{4}$  inch plates or film packs may also be used. The plateholders and film pack adapters are of ebonized wood and aluminum construction. Each camera is furnished with three double holders and film pack adapter. The focal length of the lens in the model A is  $4\frac{3}{4}$  inches and in the model B 6 inches.



### *Size*

Model A,  $8\frac{1}{4} \times 5\frac{3}{4} \times 2\frac{7}{8}$  inches.

Model B,  $10 \times 7\frac{1}{4} \times 3$  inches.

### *Weight*

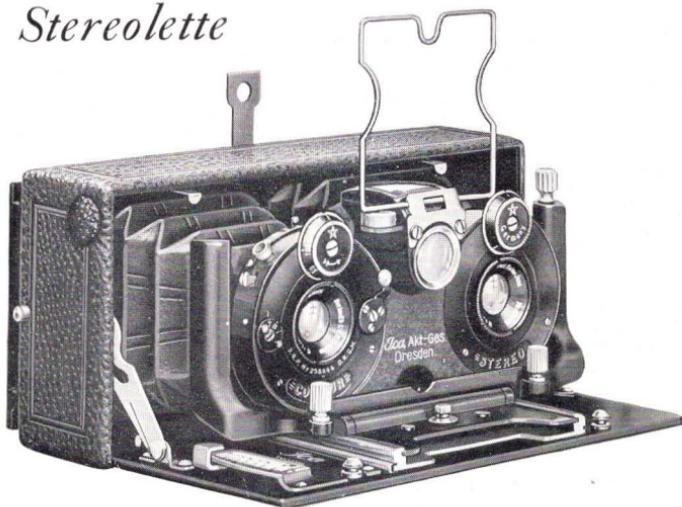
3 pounds 8 ounces.

4 pounds 11 ounces.

## Ica Cameras

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### *Stereolette*



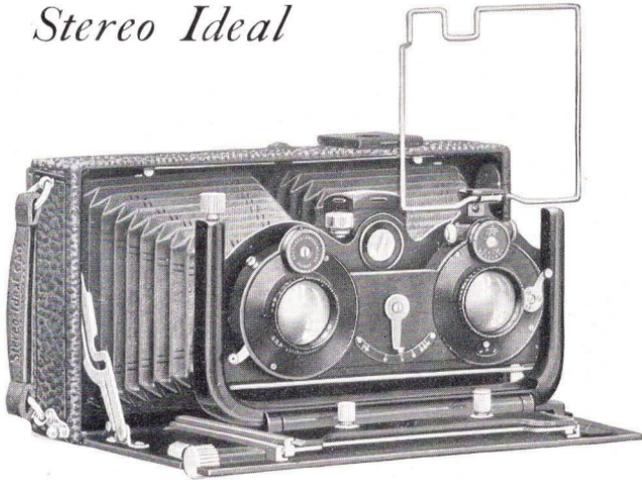
**T**HE Ica Stereolette for years has been one of the most popular stereoscopic cameras. The size of its picture, 45 x 107 millimeters ( $1\frac{3}{4} \times 4\frac{3}{16}$  inches) has become so popular that it may almost be termed the standard stereo size. By means of suitable holders; plates, film packs, cut films, or autochrome color plates may be used. A magazine holding twelve plates is a great convenience for the user of the Stereolette.

It is fitted with matched Carl Zeiss Tessar lenses f:4.5 of  $2\frac{1}{2}$  inch focus in Compur Shutter, with speeds of from 1 to  $1/250$  of a second.

It is a handsome little picture maker with simple focusing adjustment, rising and falling front, Iconometer and reflecting finder and hooded focusing back. With the Stereolette are included, leather carrying case, three single holders, film pack adapter and cable shutter release.

Size:  $6 \times 2\frac{3}{4} \times 1\frac{7}{8}$  inches. Weight:  $20\frac{1}{2}$  ounces.

*Stereo Ideal*



**I**N design the Stereo Ideal is similar to the Stereolette. The size, however, is 6 x 13 centimeters ( $2\frac{3}{8}$  x 5 inches) and it will therefore produce larger pictures more suitable for enlarging.

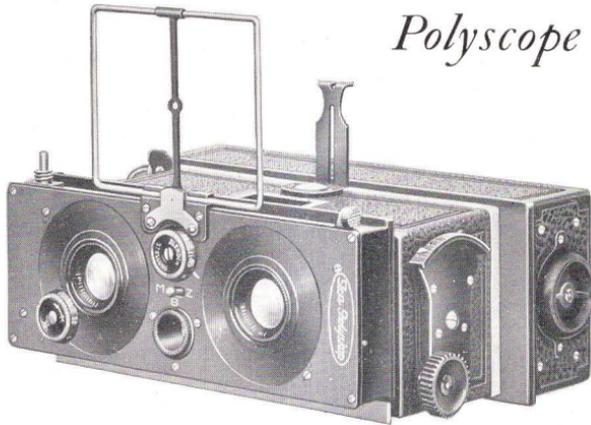
Matched Zeiss Tessar lenses f:4.5 of  $3\frac{1}{2}$  inch focus and Compur Shutter with speeds of from 1 to  $1/150$  of a second are supplied with the Stereo Ideal.

The camera has rack and pinion focusing adjustment and the plateholders or film pack adapter clamp on. For photography with color plates the larger size of the Stereo Ideal will cause the grain of the plates to appear less pronounced.

The back is fitted with a hooded ground glass for accurate focusing. There is a rising and falling front operated by screw adjustment.

With each camera are included leather carrying case, three plateholders, film pack adapter and cable shutter release.

Size:  $6\frac{1}{4}$  x  $3\frac{3}{4}$  x  $1\frac{3}{4}$  inches. Weight: 44 ounces



*Polyscope A*

THE Ica Polyscope A is without question the premier of all stereo cameras. It is constructed most accurately, is of elegant appearance, and has every adjustment requisite to the best stereoscopic results. This model makes the popular 45 x 107 millimeter picture. The body of the Polyscope A is of aluminum with fixed extension, a screw adjustment providing a means for fine focusing. An ample rising front is provided, the effect of its elevation being indicated in the Iconometer. A brilliant indirect finder is mounted between the lenses. Its position is central between the two lenses and relatively at the same elevation which insures its accuracy in close work. The Compur Shutter, having speeds up to 1/300 of a second, and Zeiss Tessar lenses f:4.5, of 2 1/2 inch focus are standard equipment.

The Ica Polyscope A may be used with single metal plate holders, magazine for twelve plates, or film pack adapter. Each Polyscope is furnished with cable shutter release and leather case.

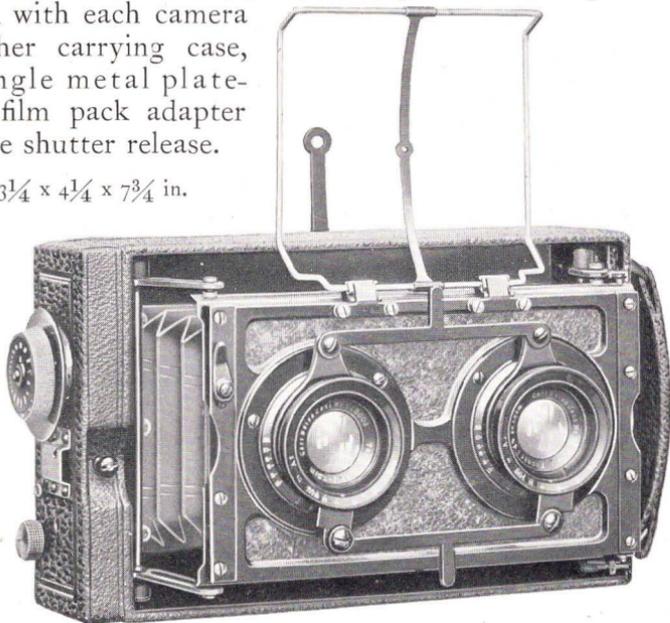
Size with one plateholder: 5 1/4 x 2 3/4 x 2 3/8 inches. Weight: 24 ounces.  
Size with magazine: 6 x 4 1/8 x 2 3/4 inches. Weight: 44 ounces.

## *Stereo Minimum Palmos*

THE Stereo Minimum Palmos is a speed camera, its shutter being of the focal plane type with speeds from  $1/30$  up to  $1/1000$  of a second. It has a self capping blind so that the shutter may be set even when the slide has been withdrawn from the plateholder or film pack adapter. The construction is entirely of aluminum with black enameled finish, and the body of the camera is covered with the finest grained leather. The lenses regularly furnished are Carl Zeiss Tessars  $f:4.5$  of three inch focus. They are perfectly matched and mounted in focusing mounts so that they may both be focused in one operation. The diaphragms also operate together. The Stereo Minimum Palmos also has Iconometer finder, vertical front movement, ground glass focusing back, and standard American size tripod socket. It may be used with  $6 \times 13$  centimeter ( $2\frac{3}{8} \times 5$  inch) plates or film packs. Included with each camera are leather carrying case, three single metal plateholders, film pack adapter and cable shutter release.

Size:  $3\frac{1}{4} \times 4\frac{1}{4} \times 7\frac{3}{4}$  in.

Weight:  
51 ounces.



## Ica Cameras

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### Miraphot



WITH the Ica Miraphot it is as simple to make enlargements as to make contact prints. Enlargements of 1.3 to 3.5 diameters may be made, the maximum size being 11 x 14 inches. The largest negative from which enlargements can be made is 9 x 12 cm. ( $3\frac{1}{2} \times 4\frac{3}{4}$  inches). The Miraphot is always in focus, so it is only necessary to move the sliding

## Ica Cameras

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handle up or down until the picture appears the desired size. Turning a knob places a red glass over the lens so that the sensitive paper may remain in place, while adjusting for the required size.

Construction of the Miraphot is entirely of metal, attractively finished in black and nickel.

The lamp housing consists of a specially designed parabolic reflector which produces even and brilliant illumination.

The lens regularly furnished is the Novar Anastigmat  $f:6.8$ . If greater rapidity is required, a special Carl Zeiss Tessar  $f:4.5$  is supplied.

The use of a Miraphot, enlarging desirable negatives, means results in every way equal to those obtained with a large camera, plus the convenience of a small instrument. It is also easier to dodge in enlarging with the Miraphot than in contact printing, locally retarding dense shadows or giving strong highlights additional exposure. There is a decided saving in the upkeep of a small camera, using the Miraphot, as compared with the cost of films or plates for a large camera. With the Miraphot is included electric cable, socket and switch.



## *Distar and Proxar Lenses*



ON page two are shown reproductions of photographs made with the Carl Zeiss Tessar  $f:4.5$  of  $5\frac{1}{4}$  inch focus on an Ica Ideal B Camera, one of them with a Distar added and another with a Proxar added to the Tessar. This illustrates the advantage an Ica Camera owner has in being enabled to alter the focus of his lens, producing a wide angle or telephoto result by a very simple and inexpensive method. The accompanying list shows the selection of Distar and Proxar supplementary lenses, available for various Ica Cameras. For example the Ideal B with Tessar 13.5 cm. ( $5\frac{1}{4}$  inch focus) may be changed with a Proxar 2/III to  $4\frac{1}{4}$  inch and with Distars to  $7\frac{1}{4}$ ,  $8\frac{3}{4}$  and  $9\frac{3}{4}$  inch focus; and at the same time retain the superior optical quality of the Tessar  $f:4.5$ .

If used with the largest Tessar aperture  $f:4.5$ , the relative opening of the Distar Tessar combination is reduced in proportion to the increase in focus. Thus aperture  $f:4.5$  of a six inch Tessar becomes  $f:7.6$  with Distar 3/IV, and the resulting focus is ten inches.

To obtain sharp definition with the Distar, an aperture of approximately  $f:18$  is recommended.

These supplementary lenses are made for Carl Zeiss lenses only and results of equal quality cannot be obtained with them when used with any other objectives.

## *Ica Cameras*

THE following list includes the Ica Cameras fitted with Carl Zeiss Tessar lenses f:4.5, with which Zeiss Distar or Proxar lenses may be used. Under Distar and Proxar is shown the particular lens for each model and under "focus" is shown the focal length of the camera lens with Distar or Proxar added. Zeiss yellow Filters are designated by the letters or numbers at the right of the oblique lines.

<i>Camera</i>		<i>Distar and Proxar</i>			<i>Focus, inches</i>		
Icarette L		Distar	2 /Co <sup>x</sup>	3/Co <sub>f</sub> <sup>x</sup> .....	5 $\frac{1}{8}$	6	
		Proxar	2 /Co <sup>x</sup> .....		3 $\frac{1}{2}$		
Nixe A		Distar	2 /III	3 /III .....	7 $\frac{1}{4}$	8 $\frac{3}{4}$	
		Proxar	2 /III .....		4 $\frac{1}{4}$		
Nixe B		Distar	2 /IV	3 /IV.....	8	10	
		Proxar	2 /IV .....		4 $\frac{3}{4}$		
Ideal A		Distar	2.5/Coa	3.5/Coa.....	6 $\frac{1}{4}$	7 $\frac{1}{2}$	
		Proxar	2 /Coa .....		3 $\frac{3}{4}$		
Ideal B	13.5 cm.	Distar	2 /III	3 /III 3.5/III.....	7 $\frac{1}{4}$	8 $\frac{3}{4}$	9 $\frac{3}{4}$
	"	Proxar	2 /III .....		4 $\frac{1}{4}$		
	15 cm.	Distar	2 /IV	3 /IV .....	8	10	
	"	Proxar	2 /IV .....		4 $\frac{3}{4}$		
Trona		Distar	2 /III	3 /III .....	7 $\frac{1}{4}$	8 $\frac{3}{4}$	
		Proxar	2 /III .....		4 $\frac{1}{4}$		
Trix		Distar	1.5/VI	2.5/VI 3 /VI.....	8 $\frac{1}{2}$	11	12 $\frac{1}{2}$
		Proxar	1.5/VI .....		5 $\frac{1}{2}$		
Universal Palmas	15 cm.	Distar	2 /IV	3 /IV 3.5/IV .....	8	10	11 $\frac{1}{4}$
	"	Proxar	2 /IV .....		4 $\frac{3}{4}$		
	16.5 cm.	Distar	1.5/VI	2.5/VI 3 /VI .....	8 $\frac{1}{2}$	11	12 $\frac{1}{2}$
	"	Proxar	1.5/VI .....		5 $\frac{1}{2}$		
Juwel		Distar	1.5/VII	2 /VII 2.5/VII.....	11 $\frac{3}{4}$	13 $\frac{1}{4}$	16
		Proxar	1 /VII .....		7		
Reflex		Distar	2 /IV .....		8		
		Proxar cannot be used for infinity.					

## Ica Cameras

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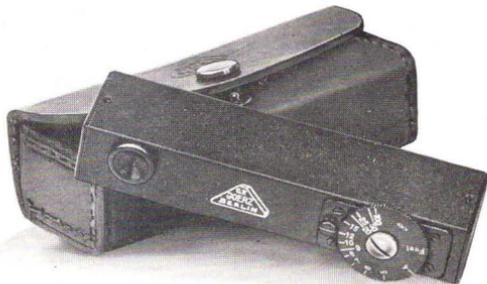


### *Ica Exposure Meter* "DIAPHOT"

WITH the Diaphot, the correct exposure or diaphragm opening for any subject, in almost any light, may be quickly determined. There is no calculating to do, no complicated table to use, and no paper to expose. It may be used in any latitude, in any kind of daylight for all subjects, near or far. The diaphragm markings are in both U. S. and F. systems,  $f:4.5$  and smaller. It is about the size of a small thin watch and beautifully made. Each Diaphot is supplied in a neat leather purse with complete instructions.

### *Goerz Distance Meter*

WITH the Goerz Distance Meter the photographer can instantly measure distances from his camera to the subject being photographed. Its range is from 4 to 100 feet. In using the instrument the subject is viewed through the eyepiece. The circular scale, with distances engraved on it, is then rotated until the subject appears natural, when the correct distance may be read. If the distance is not set correctly the image seen through the meter appears out of alignment in two parts. The meter is furnished in sole leather case and is small enough to carry in the vest pocket.



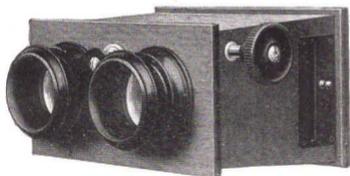
# Ica Cameras

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## *Stereoscopes*

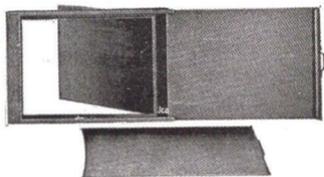
THESE stereoscopes are of polished mahogany, with focusing knob, and large, well corrected lenses.

Two sizes are supplied Model A, for 45 x 107 mm. and Model B for 6 x 13 cm. transparencies.



## *Universal Plateholder*

THIS type of holder will accommodate any plate whether of extra thin or thick glass. Agfa or Autochrome color plates or by using a pasteboard backing cut films may be used in it. The price list specifies the cameras with which it may be used.



## *Transposing Stereo*

### *Printing Frames*

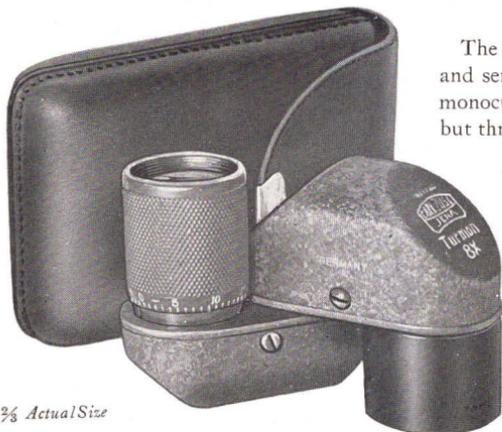
A — for 45 x 107 mm. negatives.

B — for 6 x 13 cm. negatives.



# CARL ZEISS MONOCULARS

## Turmon



$\frac{2}{3}$  Actual Size

The *Turmon* is the most compact and serviceable vest-pocket prism monocular ever offered, weighing but three ounces and magnifying 8 times. Folded flat, it fits snugly into the pocket, its neat little leather purse measuring only 1 x 2 x 3 inches over all. Set for use, the *Turmon* may be easily concealed in the hand. Despite its diminutive size the *Turmon* is nearly twice as powerful as any other small pocket telescope so

far produced, and has a field of view at least three times as large as ordinary 8-power glasses. It is furnished with adjustable eyepiece and diopter scale for distant and near objects, for far and near vision. The *Turmon* may be used wherever a telescope is welcome, by travellers and motorists, when hunting or camping; for racing, baseball or football matches; at tennis tournaments and boxing bouts.

## Tellup

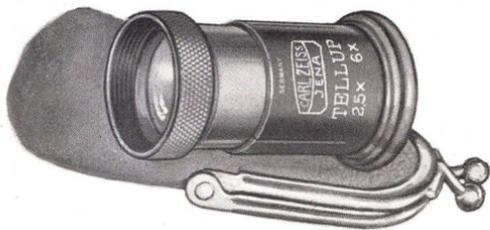
The *Tellup* consists of three instruments in one — three very useful instruments — a vest-pocket telescope of  $2\frac{1}{2}$  magnification, a telescopic magnifier of  $2\frac{1}{2}$  power and a 6-power magnifying glass.

As a Telescope its power is the same as that of the average opera glass with a good field of view. It will be found convenient wherever an opera glass may be used.

As a telescopic magnifier its long range of eight inches is appreciated when examining insects, flowers and small objects.

As a (magnifier) loupe of six power, the objective lens alone may be used for the inspection of a thousand and one things.

The *Tellup* is a miniature instrument that will come in handy many times a day. It is beautifully made and will last a lifetime.



Actual Size

# CARL ZEISS PRISM BINOCULARS

Carl Zeiss Prism Binoculars are made in more than twenty popular models. There is a Zeiss for every purpose, each being quite the best field glass of its size and type to be had.

As a companion to the wandering amateur photographer there is the *Deltrintem*, an eight power glass that will bring out distant scenes in remarkable detail. It will help to locate pleasing subjects which would be unobserved by the unaided eye.

There is a binocular booklet describing all models.

*Smallest circle* shows all that can be seen with an 8-power non-prismatic glass.

*Middle circle*, the field of view of the average 8-power prismatic binocular.

*The entire circle*, the field of view of a Zeiss 8-power wide-angle Prism Binocular.

