



OPTICAL INSTRUMENTS
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PUNKTAL SPECTACLE LENSES
REFRACTOMETERS-SPECTROSCOPES
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SURVEYING INSTRUMENTS
OPTO-MEDICAL INSTRUMENTS

ZEISS-IKON
CAMERAS

CARL ZEISS, INC.

485 FIFTH AVENUE
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PACIFIC COAST BRANCH
728 SOUTH HILL STREET
LOS ANGELES

NEW YORK

IN REPLY REFER TO

CAM/29

Dear Sir:

In prompt response to your request, we take pleasure in sending you our literature on Zeiss-Ikon cameras.

This is the most perfect line of cameras ever produced. They are accurate to the most minute detail, smooth in operation, and in every way dependable. They really constitute an inspiration to make better pictures.

Everyone knows that the most important part of a camera is its lens. Here the Zeiss-Ikon excels, for with the exception of the Junior models, the world-famous Carl Zeiss Tessar lenses are standard equipment. Negatives made with these lenses are brilliantly clear and sharp, and may be enlarged many times with entire satisfaction.

It is, however, not enough to have the best lens that money can buy, for if the camera is not equally accurate and does not live up to its lens, you do not have an efficient combination. Here again the Zeiss-Ikon scores. Each model is a precision instrument. Constructed of the finest materials to be had, substantially built to insure rigidity and beautifully finished, it possesses many valuable exclusive features. There is the finder to facilitate composition; there are the supplementary Distar and Proxar lenses by means of which an assortment of focal lengths is available for double extension models; and there are the various microscopically accurate adjustments.

The photographer whose equipment consists of a Zeiss-Ikon camera with a Zeiss lens has a decided advantage, and we hope this will be your choice. If we can be of help to you in making a selection, do not hesitate to let us know.

Very truly yours,

CARL ZEISS, INC.