



**CAMERAS**

## **ON CHOOSING YOUR CAMERA**

IT is easier and more satisfactory—and it actually costs less—to use the finely-built camera. Your pictures are sharper and more brilliant, and there are more “good ones”. The Zeiss lens, the Compur Shutter, the automatic focusing device, the Albada Sports finder, the shutter release lock, the film wind stop—all these insure accuracy, guard against forgetfulness and save film.

Zeiss Ikon cameras add to the pleasure and satisfaction of picture making. Their substantial construction and ease of operation have won for them the highest place among the world's fine cameras.

### ● **Camera Types:**

To meet varying photographic needs and personal preferences, Zeiss Ikon manufactures several models in each of the four principal types of camera: (1) the 35mm miniature, (2) the popular rollfilm camera, (3) the film-pack type (which also takes cut film and glass plates), and (4) the twin-lens reflex. All use standard rollfilm, film-pack, cut film and plates obtainable everywhere.

Since Zeiss Ikon produces ALL types of cameras, the suggestions on the following pages are offered without bias. Choice between the different types depends upon the purposes for which the camera is to be used, and upon individual preference—subjects that should be fully discussed with your dealer.

### ● **Picture Size:**

Advancement in the manufacture of both lenses and film has made negative size relatively unimportant. Enlargements of excel-

lent quality can be readily made to any practical size from even parts of sharp miniature negatives. This also means that now, more than ever before, your camera and its lens should be the finest obtainable.

### ● **Cost:**

It is true economy to purchase the latest type of precision built camera, because the saving in film alone will soon offset its additional cost. For example, on the following pages are described cameras with devices that automatically prevent the loss of TWO pictures through accidental double exposure — that eliminate out-of-focus misses—that make it impossible to lose an exposure by accidentally winding the film too far—and on Contax III and Contaflex a meter accurately measures light intensity and indicates the correct exposure.

This saving in operating expense, combined with the greater convenience, accuracy and satisfaction of picture making, goes on through years, for Zeiss Ikon cameras, with ordinary care, will last a life-time.

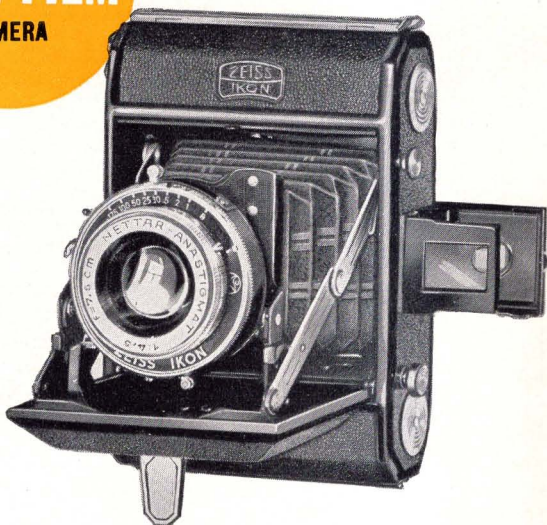
### ● **Zeiss Ikon—Carl Zeiss:**

Zeiss Ikon cameras are produced in plants that have specialized in the building of fine photographic equipment since 1862. They are dependable, compact precision instruments of the highest type.

The world's photographic annuals show that, for their finest work, more amateur and professional photographers choose ZEISS lenses than any other kind. 91 years devoted to the design, development and building of precision optical instruments have given to ZEISS lenses a quality that is unsurpassed.



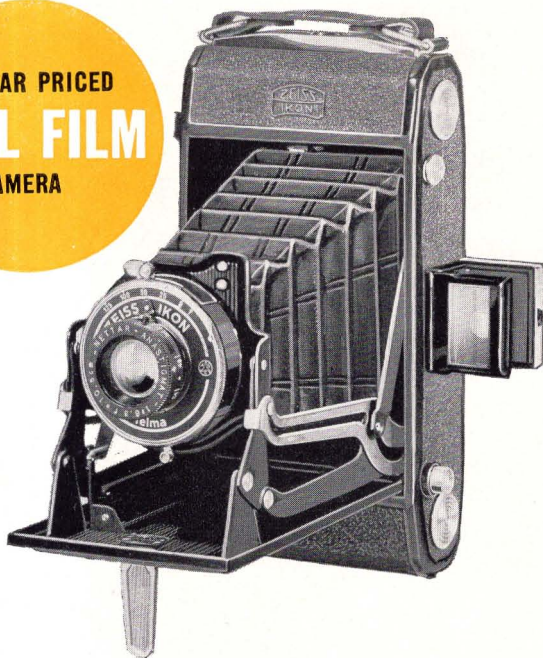
POPULAR PRICED  
**ROLL FILM**  
CAMERA



## NETTAR A & C

The Zeiss Ikon NETTARS are designed for those who desire a well-built, easy-to-use camera at a moderate price. The focusing scale, shutter and aperture settings are conveniently grouped, or a simple 2-point setting permits use as a "fixed focus" camera for objects at 12 feet or more. The shutter release button is under the fingertips on the camera body. The self-timing device in the shutter permits self-portraiture. The NETTARS are simple, sturdy and economical.

POPULAR PRICED  
**ROLL FILM**  
CAMERA



**NETTAR A:** (Page 4)

**Price:** \$30.00.

**Picture Size:** Sixteen  $1\frac{5}{8} \times 2\frac{1}{4}$  pictures on 120 or B2 rollfilm.

**Lens:** Nettar Anastigmat,  $f/4.5$ , 3" (7.5cm).

**Shutter:** Klio, 1 to  $1/175$ , & B.

**Finder:** Eye-level optical view.

**Accessories** (extra): All 32 or 35.5mm filters, &c, listed on p. 23; leather carrying case, \$3.25; large folding brilliant finder No. 437, with pouch, \$3.50.



*Folding brilliant finder.*

**NETTAR C:** (illustrated above)

**Price:** \$20.00.

**Picture Size:** Eight  $2\frac{1}{4} \times 3\frac{1}{4}$  pictures on 120 or B2 rollfilm.

**Lens:** Nettar Anastigmat  $f/6.3$ ,  $4\frac{1}{8}"$  (10.5cm).

**Shutter:** Telma,  $1/25$  to  $1/125$ , T & B.

**Finder:** Eye-level optical view.

**Accessories:** All 27mm filters, &c, listed on p. 23; leather carrying case \$3.75; folding brilliant finder No. 437/2, with pouch, \$3.50.

PRECISION  
**ROLL FILM**  
 CAMERA



## IKONTA B

A moderately priced model, making 12 of the popular  $2\frac{1}{4} \times 2\frac{1}{4}$  square format pictures on standard 8-exposure  $2\frac{1}{4} \times 3\frac{1}{4}$  rollfilm. Choice of three lenses, including the ZEISS Tessar f/3.5 in Compur Rapid shutter. Locking device prevents accidental double exposures. Optical direct view finder; slot for accessory folding brilliant finder.

**Prices:** With ZEISS Tessar, f/3.5, 3" (7.5cm) lens in Compur-Rapid shutter, 1 to 1/500 & B.....\$74.00  
 With Novar Anastigmat, f/3.5, 3" (7.5cm) lens in Compur shutter, 1 to 1/300 & B.....\$56.00  
 With Novar Anastigmat, f/4.5, 3" (7.5cm) lens in Klio self-Timing shutter, 1/25 to 1/175 & B.....\$44.00

**Picture Size:** Twelve  $2\frac{1}{4} \times 2\frac{1}{4}$  pictures on 120 or B2 rollfilm.

**Accessories** (extra): Eveready carrying case, \$8.00; leather carrying case, \$3.75; folding brilliant finder No. 437/16, with pouch, \$3.50, all 32 or 35.5mm filters, &c, listed p. 23.



# IKONTA A & C SPECIAL

Capable, compact and economical, these cameras are suitable alike for general amateur use and for the serious worker. ZEISS Tessar lens in Compur Rapid shutter. Focusing, shutter and aperture settings are conveniently grouped. Shutter release on camera body with locking device to prevent accidental double exposures. Two-dot system for quick action or for beginner's use. Optical direct view finder; slot for accessory folding brilliant finder.

## IKONTA A SPECIAL:

**Price:** \$72.00.

**Picture Size:** Sixteen  $1\frac{5}{8} \times 2\frac{1}{4}$  pictures on 120 or B2 rollfilm.

**Lens:** ZEISS Tessar f/3.5, 3" (7.5cm).

**Shutter:** Compur Rapid, 1 to 1/500 & B.

**Accessories (extra):** All 32 or 35.5mm filters, &c, listed on page 23; folding brilliant finder No. 437, with pouch, \$3.50, leather carrying case, \$3.25.

## IKONTA C SPECIAL:

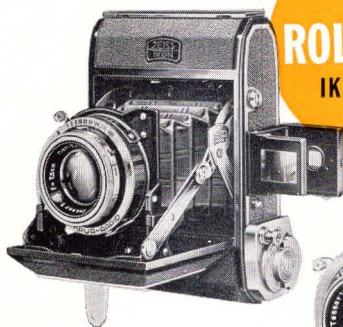
**Price:** \$60.00.

**Picture Size:** Eight  $2\frac{1}{4} \times 3\frac{1}{4}$ , on 120 or B2 rollfilm.

**Lens:** ZEISS Tessar f/4.5,  $4\frac{1}{8}$ " (10.5cm).

**Shutter:** Compur Self-Timing, 1 to 1/250 & B.

**Accessories (extra):** All 37 or 40.5mm filters, &c, listed on page 23; leather carrying case, \$3.75; folding brilliant finder, No. 437/2, with pouch, \$3.50.



A

PRECISION  
ROLL FILM  
IKONTAS



# SUPER IKONTA

## *Auto-Focusing*

### A SPECIAL, C SPECIAL, C & D

The popular rollfilm camera reaches highest development in the SUPER IKONTA models, for in each the ZEISS Tessar lens (in Compur Rapid shutter) is directly coupled to a built-in range-finder of extreme accuracy and ruggedness, that makes focusing easy and exact—even for beginners. SUPER IKONTA A Special and C Special have a lock that prevents accidental double exposures. The Albada Sports finder shows a large field with the picture neatly framed in white lines. The cameras may be smoothly closed with the lens at any focal setting.

*Special Catalog on Request.*

#### **SUPER IKONTA A SPECIAL:**

**Price:** \$118.00.

**Picture Size:** Sixteen  $1\frac{5}{8} \times 2\frac{1}{4}$   
on 120 or B2 rollfilm.

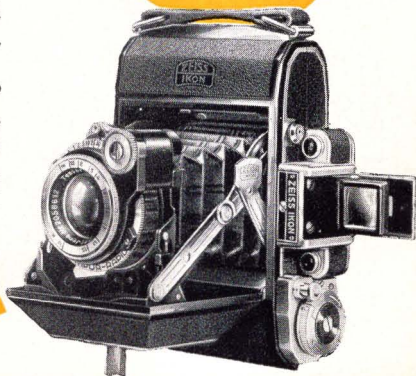
**Lens:** ZEISS Tessar, f/3.5, 3"  
(7.5cm).

**Shutter:** Compur-Rapid, 1 to  
1/500, & B.

**Accessories (extra):** All 32 or  
35.5 mm filters, &c, listed on  
page 23.

Eveready Carrying Case, \$9.00;  
Leather carrying case, \$3.25.

**AUTO-FOCUSING  
PRECISION  
SUPER IKONTA**





## SUPER IKONTA C

**SPECIAL:** (right)

**Price:** \$138.00.

**Picture Size:** Eight  $2\frac{1}{4} \times 3\frac{1}{4}$ , or (with mask) sixteen  $1\frac{5}{8} \times 2\frac{1}{4}$  pictures on 120 or B2 rollfilm.

**Lens:** ZEISS Tessar f/3.5,  $4\frac{1}{8}$ " (10.5cm).

**Shutter:** Compur-Rapid, Self-Timing, 1 to 1/400 & B.

**Accessories (extra):** All 37 or 40.5mm filters, &c, listed on p. 23; Eveready carrying case, \$9.00; Leather carrying case, \$3.75.



## SUPER IKONTA C:

(not illustrated, but similar to Super Ikonta D.)

**Price:** \$99.00.

**Picture Size:** Eight  $2\frac{1}{4} \times 3\frac{1}{4}$ , or (with mask) sixteen  $1\frac{5}{8} \times 2\frac{1}{4}$  pictures on 120 or B2 rollfilm.

**Lens:** ZEISS Tessar f/4.5  $4\frac{1}{8}$ " (10.5cm).

**Shutter:** Compur Self-Timing, 1 to 1/250, T & B.

**Accessories (extra):** All 37mm filters, &c, listed p. 23; Eveready carrying case, \$9.00; Leather carrying case, \$3.75.

## SUPER IKONTA D:

(right)

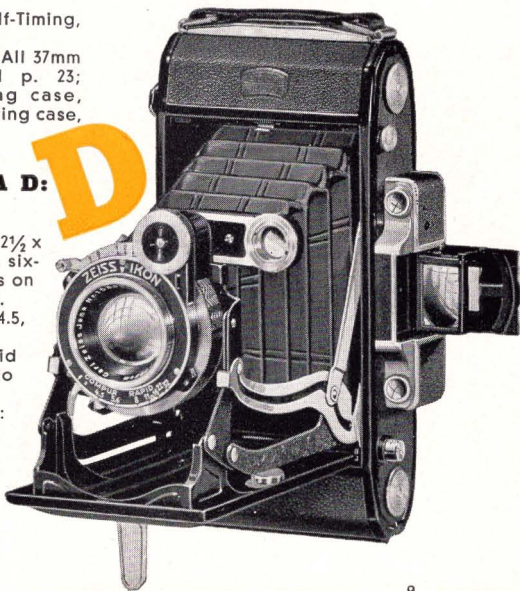
**Price:** \$104.00.

**Picture Size:** Eight  $2\frac{1}{2} \times 4\frac{1}{4}$ , or (with mask), sixteen  $2\frac{1}{4} \times 2$  pictures on 616 or PD16 rollfilm.

**Lens:** ZEISS Tessar, f/4.5,  $4\frac{3}{4}$ " (12cm).

**Shutter:** Compur-Rapid Self-Timing, 1 to 1/400, T & B.

**Accessories (extra):** all 37mm filters, &c, listed p. 23; Eveready carrying case, \$9.00; Leather carrying case, \$4.50.



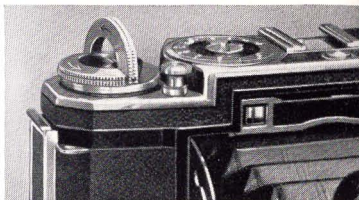


AUTO-FOCUSING  
**PRECISION**  
ROLL FILM

# SUPER IKONTA



• Moving milled wheel with one finger adjusts the range-finder and brings lens to sharpest focus.



• Winding key stops automatically when the film is in position. Convenient body shutter release.

● **SUPER IKONTA B** is the **SUPREME** rollfilm camera. It has **ALL** the features of the Super Ikonta cameras already described, and has, in addition, the fastest of the famed **ZEISS Tessar** lenses **f/2.8**—plus this outstanding convenience: the optical view-finder and the automatic range-finder are combined in **ONE** large opening. Composing and focusing thus become a single operation that is both rapid and accurate. Pictures are of the popular **2 1/4 x 2 1/4** square format. Winding key stops automatically when film is in position. Special device prevents accidental double exposures. The **Albada Sports** finder and **Contameter** close-focusing device fit the shoe on camera top. Especially suitable for color photography. A handsome well-balanced camera.

*Special Catalog on Request.*

**Price:** \$160.00.

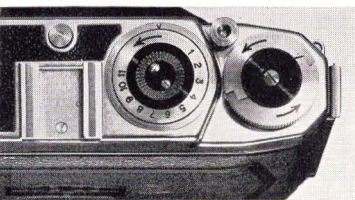
**Picture Size:** eleven **2 1/4 x 2 1/4** (6 x 6cm) pictures on 120 or B2 rollfilm.

**Lens:** **ZEISS Tessar**, **f/2.8**, **3 1/8"** (8cm).

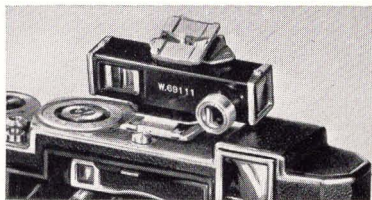
**Shutter:** **Compur-Rapid**, **Self-Timing**, 1 to 1/400, & B.

**Accessories** (extra): **Eveready** carrying case, \$9.00; **Albada Sports Finder**; **Prismatic** waist-level finder; **Contameter** for range-finder focusing at 8", 20" and 28"; all 37mm filters, &c, listed p. 23.

**B**



● Counter disc which automatically shows the number of exposures that have been made.



● Contameter permits automatic focusing and sighting for extreme close-ups with camera in hand.



The New Style IKOFLEX II is an advanced model with wheel focusing control, shutter release on camera body, visibility of diaphragm and shutter settings from above. Automatic film wind stop. Shutter locking device prevents accidental double exposures.

**PRECISION**  
**TWIN LENS**  
**REFLEX**



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New Style

Simplicity and convenience in composing and focusing mark the IKOFLEX II New Style. The ground glass shows clearly the picture you are taking, in its full  $2\frac{1}{4} \times 2\frac{1}{4}$  size and right side up, before and during the instant of exposure. The image is strikingly brilliant right to the corners, because the ground glass itself is a plano-convex lens. For extra critical focusing a magnifier is mounted in the hood. Depth of field is shown by a scale on the focusing wheel. The hood forms a direct view finder. Automatic picture counter. Fast ZEISS Tessar lens,  $f/3.5$ , in Compur-Rapid shutter with speeds to  $1/500$ th second. Photographs as close as 14 inches are possible with supplementary lens sets.

*Special Catalog upon Request.*

### **IKOFLEX II New Style:**

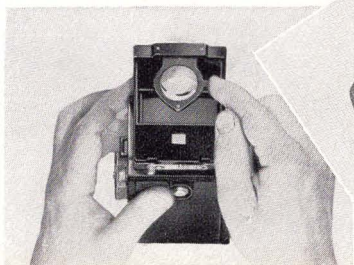
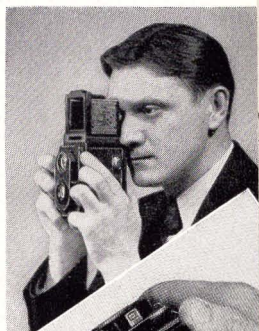
**Price:** \$116.00.

**Picture Size:** Twelve  $2\frac{1}{4} \times 2\frac{1}{4}$  pictures on 120 or B2 rollfilm.

**Lens:** ZEISS Tessar,  $f/3.5$ , 3" (7.5cm).

**Shutter:** Compur-Rapid, 1 to  $1/500$ th & B.

**Accessories** (extra): Eveready carrying case, \$9.00. All 28.5mm filters, &c, listed on page 23; near-focusing matched supplementary lenses for 36" to 18", or 18" to 14", \$6.00 per pair.



## CONTAX II & III

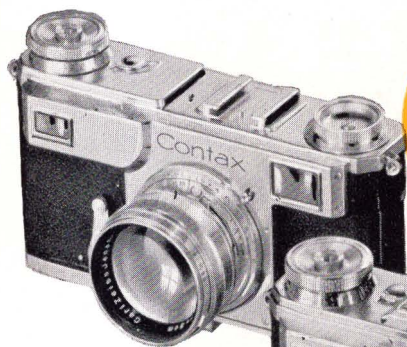
CONTAX is the most modern miniature camera. Among its many outstanding features are these: the range- and view-finders are combined in ONE large opening, so that focusing and composing are simultaneous, and even objects in rapid motion may be followed, kept in sharp focus, and snapped at the climax of action. There are 15 ZEISS lenses, each especially designed for the CONTAX; speeds to  $f/1.5$ , and focal lengths from  $1\frac{1}{8}"$  (2.8cm) to 20" (50cm). The all-metal focalplane shutter is impervious to heat, cold and deterioration; speeds to  $1/1250$ th sec. Completely removable camera back permits thorough cleaning and easy loading of daylight spools, bulk film or cartridges; no re-winding. Special back for cut film or plates. CONTAX III, with built-in photo-electric exposure meter, is THE camera for color photography. Accessories adapt the CONTAX to a dozen specialized fields. To appreciate its capabilities you must examine the camera itself. See it at your dealer's.

*Special Catalog upon Request.*

*Showing natural and easy two-finger control of the Contax.*







35 MM  
AUTO-FOCUSING  
**PRECISION**  
MINIATURE



#### PRICES

	Contax II	Contax III
Contax camera only without lens, .....	\$141.00	\$186.00
With Zeiss Tessar f/3.5, 2" (5cm)	189.00	234.00
With Zeiss Tessar f/2.8, 2" (5cm)	204.00	249.00
With Zeiss Sonnar f/2, 2" (5cm)	240.00	285.00
With Zeiss Sonnar f/1.5, 2" (5cm)	327.00	372.00

For prices on additional lenses, filters, supplementary lenses, Contameter, view finders, enlarging, copying, reducing and micro stands, plate back, carrying cases, enlarging apparatus, and many accessories, ask for special Contax catalog.

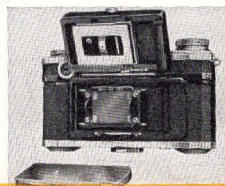
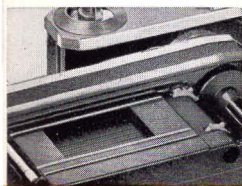
Showing all-metal focal-plane shutter and film channel.

Completely removable back facilitates loading and cleaning.

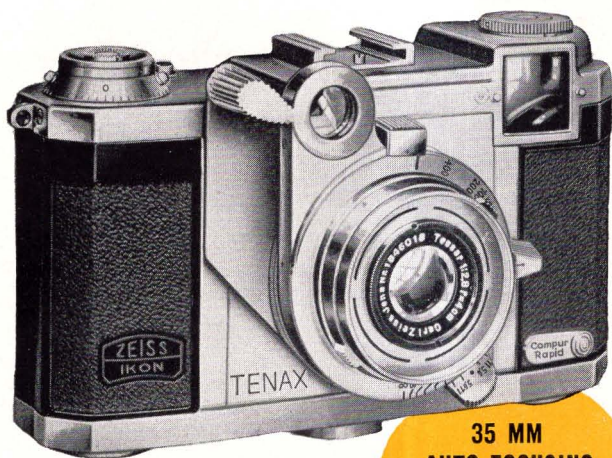


(Above) Range-and view-finders combined in ONE large opening.

(Below) Plate back and insert ground glass.



ZEISS IKON CAMERAS



35 MM  
AUTO-FOCUSING  
**PRECISION**  
MINIATURE



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S E Q U E N C E



# T E N A X I I

A small, compact, auto-focusing miniature camera for general photography; also for rapid sequence "stories-in-pictures". With a single movement, controlled by one finger, a short-throw lever advances the film and sets the shutter. Optical view- and range-finders are combined in ONE large opening. It thus becomes possible to sight and follow even a rapidly moving object, keep it constantly in sharp focus, and snap one or many photographs in slow or rapid sequence. Pictures are of the popular square format, 1" x 1" (24 x 24mm). Its four ZEISS lenses, in bayonet mounts, are interchangeable in a few seconds. Compur-Rapid self-timing shutter. Tenax introduces new facilities that make it a distinct addition to photographic equipment.

**Prices:** With ZEISS Tessar f/2.8, 1 $\frac{5}{8}$ " (4cm) lens.....\$171.00  
 With Sonnar f/2, 1 $\frac{5}{8}$ " (4cm) lens..... 207.00  
 Extra Lenses: Orthometar f/4.5, 1" (2.7cm), wide angle 132.00  
 Sonnar, f/4, 3" (7.5cm), telephoto..... 120.00

**Shutter:** Compur-Rapid, Self-Timing, 1 to 1/400 & B.

**Picture Size:** 50 pictures, 1" x 1" (24 x 24mm) on Contax spools; also uses 35mm bulk film.

**Accessories** (extra): Eveready carrying case, \$11.00; new 35.5mm screw-in filters listed on p. 23. Adapter for fitting 4cm Tenax lenses to Magniphot enlarger, No. 1455/17, \$16.00.

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P I C T U R E S



ZEISS IKON CAMERAS



# CONTAFLEX

The strikingly brilliant ground-glass image of the CONTAFLEX is magnified 60% to 35 x 50mm. Built-in photo-electric exposure meter. Front and back of hood form the Albada finder. Hood magnifier. Six interchangeable ZEISS lenses; ALL-METAL focal-plane shutter. Contax rollfilm or bulk film; no re-winding. Plate back for cut film or plates. Especially suitable for color photography.

*Special Catalog on Request.*

**Prices:** With ZEISS Tessar f/2.8, 2" (5cm) lens.....\$250.00  
 With Sonnar f/2, 2" (5cm) lens..... 285.00  
 With Sonnar f/1.5, 2" (5cm) lens..... 372.00

**Picture Size:** 36 pictures, 1" x 1½" (24 x 36mm) on Contax spools; also uses 35mm bulk film.

**Shutter:** All-metal focalplane, 11 speeds ½ to 1/1000 & B.

**Accessories** (extra): Eveready carrying case, \$14.00; plate back; Contameter; 40.5, 42 and 51mm filters, &c, listed p. 23.

35 MM PRECISION  
**TWIN LENS**  
 REFLEX





### MAXIMAR A:

**Price:** With filmpack adapter and 3 plate holders, \$68.00.

**Picture Size:** Filmpack,  $2\frac{1}{4} \times 3\frac{1}{4}$ ; plates  $2\frac{1}{2} \times 3\frac{1}{2}$  (6.5 x 9 cm). **Lens:** ZEISS Tessar f/4.5,  $4\frac{1}{8}$ " (10.5cm). **Shutter:** Compur-Rapid Self-Timing, 1 to 1/400, T & B. **Accessories** (extra): All 32mm filters, &c, listed on page 23; leather carrying case, \$5.50.

### MAXIMAR B:

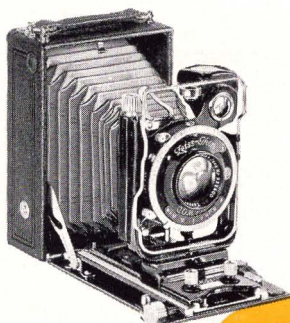
**Price:** With filmpack adapter and 3 plate holders, \$78.00.

**Picture Size:** Filmpacks or plates,  $3\frac{1}{2} \times 4\frac{3}{4}$  (9 x 12cm). **Lens:** ZEISS Tessar f/4.5,  $5\frac{1}{4}$ " (13.5cm). **Shutter:** Compur Self-Timing, 1 to 1/200, T & B. **Accessories** (extra): All 42mm filters, &c, listed on page 23; leather carrying case, \$5.50.

## MAXIMAR A & B



Many prefer the filmpack camera because it permits wider use of supplementary lenses, it offers many adjustments, and emulsion material may be interchanged at will between exposures. Among film-pack cameras Maximar A and B are outstanding values. ZEISS Tessar lens in Compur shutter. Composing and focusing by finder and scale, or on ground glass. Double bellows extension. Lens standard may be raised, lowered or moved laterally. Proxar or Distar supplementary lenses may be used. All-metal construction. A versatile camera.



**PRECISION  
FILM PACK  
CAMERAS**

## IDEAL A:

**Price:** With carrying case, film-pack adapter and 3 plateholders, \$112.00. **Picture Size:** Film-pack,  $2\frac{1}{4} \times 3\frac{1}{4}$ ; plates  $2\frac{1}{2} \times 3\frac{1}{2}$  (6.5 x 9cm). **Lens:** ZEISS Tessar, f/4.5,  $4\frac{3}{4}$ " (12cm). **Shutter:** New Compur Self-Timing, 1 to 1/400th, T & B. **Accessories:** All 32mm filters, &c, listed page 23.

## IDEAL B:

**Prices:** With  $5\frac{1}{4}$ " ZEISS Tessar f/4.5, \$135.00; with 6" Tessar, \$140.00, including film-pack adapter, 3 plate holders and carrying case. **Picture Size:** Film-pack or plates,  $3\frac{1}{2} \times 4\frac{3}{4}$  (9 x 12 cm). **Shutter:** New Compur Self-Timing, 1 to 1/200, T & B. **Accessories:** All 42mm filters, &c, listed on p. 23.

## IDEAL A & B

Rugged, die-cast body. Clamp-on attachment for ground glass, film-pack adapter and plate holders. Ideal B has bayonet lens mount permitting quick interchange to wide-angle or telephoto lenses. Also drop-bed.

## UNIVERSAL JUWEL B

Scientifically designed to provide every feature needed by the advanced amateur, scientist, artist or professional. Front bed has rising and falling adjustment; lens standard moves vertically and laterally; also tilts forward or back. Triple extension bellows. Many accessories.

**PROFESSIONAL  
FILM PACK  
CAMERA**



**Price:** Including leather carrying case and 3 double plateholders .....\$354.00

**Picture Size:** 5" x 7".

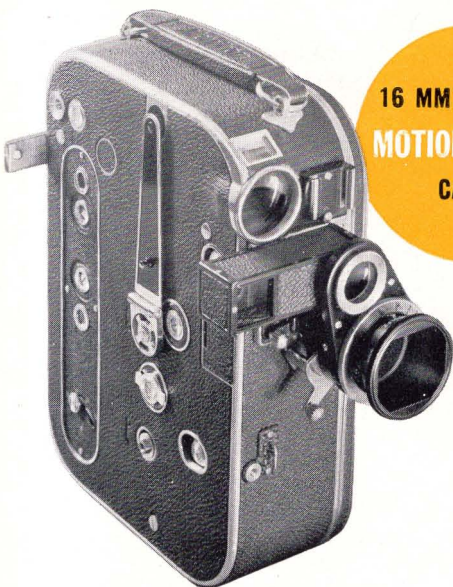
**Lens:** ZEISS Tessar, f/4.5,  $8\frac{1}{4}$ " (21cm).

**Shutter:** Compound, 1 to 1/100, T & B.

**Bellows:** 19" draw.

**Accessories (extra):** 60mm Proxar and Distar lenses, \$10.50 each; light and dark yellow filters, \$7.50 each.





**16 MM PRECISION  
MOTION PICTURE  
CAMERA**

**MOVIKON 16:** The only 16mm movie camera with automatic coupled range-finder; six interchangeable ZEISS lenses, speeds from  $f/1.4$ . Shutter opening variable from  $20^\circ$  to  $180^\circ$ ; speeds 12, 16, 24 and 64 frames per second. Rewind for mixes; accessories for fades, titling, photomicrography. Takes standard 16mm 50-and 100-ft. rolls.

**Price:** with Sonnar  $f/1.4$  and carrying case, \$385.00

**M O V I K O N**

Zeiss Ikon MOVIKONS are precision cameras for amateur or scientist. Interchangeable ZEISS lenses; high and low film speeds; scales show film footage and how long motor will run; film-end signal. Delayed-action shutter release; also single exposures or continuous running. Built-in direct and angle finders.

*Special catalogs on request.*

**MOVIKON 8:** ZEISS Sonnar  $f/2$ , 1cm, in fixed mount; interchangeable with Tessar  $f/2.7$ , 2cm. Supplementary lenses for close-ups, filters, &c. Single-8 or double-8 rolls; 8, 16 and 64 frames per second.

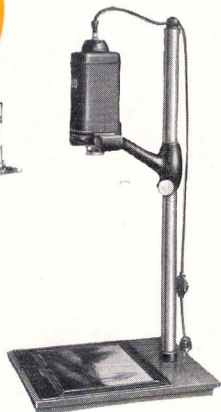
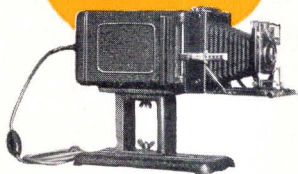
**Price:** with Sonnar  $f/2$  and carrying case, .....\$215.00

**8MM PRECISION  
MOTION PICTURE  
CAMERA**





## ENLARGERS



**MIRAX:** (above) A diffusion illuminator that converts your camera into an efficient enlarger. For cameras with removable or hinged backs, from  $2\frac{1}{4}'' \times 3\frac{1}{4}''$  (6 x 9cm) to  $3\frac{1}{2}'' \times 4\frac{3}{4}''$  (9 x 12cm). Rollfilm or plate cameras may be used; Super Ikontas cannot be fitted. Price, .....\$20.00

**MAGNIPHOT:** (right) A hand-focused enlarger with magnifications up to 30x, for Tenax  $1'' \times 1''$ , or Contax  $1'' \times 1\frac{1}{2}''$ , or half vest-pocket  $1\frac{1}{4}'' \times 1\frac{5}{8}''$  size negatives. Price, with mount for Contax, Contaflex or screw in lens (specify which) but without lens, .....\$49.50

Special Novar f/6.3 anastigmat enlarging lens for Magniphot enlarger (suitable for enlargements to 20x).....\$12.50

## ACCESSORIES

**FILTERS:** Bring out clouds, cut through haze, create or reduce contrast, or better render highly-colored objects. Zeiss Ikon and Carl Zeiss filters offer highest correction with least increase in exposure. Sizes and prices on page 23.

**LENS-SHADES:** Often add surprisingly to the brilliance of the picture. Zeiss Ikon lens-shades may be used alone, with filters, or with supplementary lenses. Sizes and prices on page 23.

**SUPPLEMENTARY LENSES:** Proxars DECREASE focal length, permitting close-up photography with Nettars, Ikonta Specials, Super Ikontas, Contax, &c. On Maximar, Ideal and Juwel, Proxars also produce wider coverage. Distars INCREASE focal length and approach the effect of a telephoto lens. Can be used only in Maximar, Ideal, Juwel, &c. Sizes and prices p. 23.

### ZEISS MAGAZINE

will help you get more fun and use from your new Zeiss Ikon camera. Its authoritative articles and many pictures stimulate your imagination and keep you up-to-date in new techniques. Monthly competition with cash awards.

Subscription \$1 per year; 10c per copy. At your dealer's.

# PRICES AND EXPOSURE FACTORS FOR ZEISS AND ZEISS IKON FILTERS, ETC.

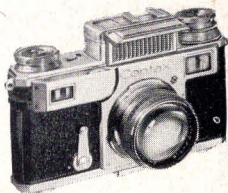
	ZEISS IKON												CARL ZEISS						
FILTER COLOR	Ultra-Violet	Light Yellow	Medium Yellow	Dark Yellow	Orange	Blue	Yellow Green	Green	Light Red	Medium Red	Dark Red	Black Red	Light Yellow	Dark Yellow	Green	Light Red	Proxar Distar	Bernotar	Lens Shade
FILTER DESIGNATION	G0	G1	G2	G3	G4	B40	GR55	GR50	R10	R15	R20	R30	L	D	VG4	RG1			
Approximate Factor* for PANCHROMATIC Film	D 1.3 M 1.3	D 1.4 M 1.2	D 1.6 M 1.4	D 2 M 1.5	D 2.3 M 1.5	D 2 M 3	D 2 M 1.5	D 3 M 2.5	D 8 M 4	Infra-red only	Infra-red only	Infra-red only	D 1.5 M 1.3	D 1.8 M 1.4	D 3 M 2.5	D 6 M 4		D 2 M 2	
Approximate Factor* for ORTHOCHROMATIC Film	D 1.5 M 1.5	D 2 M 1.6	D 3 M 1.6	D 5 M 2	D 10 M 3	D 13 M 1.5	D 4 M 3	D 7 M 5					D 3 M 1.8	D 4 M 1.9	D 7 M 5			D 2 M 2	
Millimeter Lens Diameter 24 Slip-on		\$3.00	\$3.00										\$4.00	\$4.00	\$5.00	\$5.00	\$4.50	\$ 7.50	\$2.00
25.5 Screw-in	\$3.25	3.25	3.25	\$3.25	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50							3.00
27 Slip-on			3.00			3.50							4.00	4.00	5.00	5.00	4.50	9.00	2.00
28.5 Slip-on	3.00	3.00	3.00	3.00		3.50	3.50	3.50	3.50				4.00	4.00	5.00	5.00	4.50	\$10.00	2.00
32 Slip-on	4.00	4.00	4.00	4.00	4.50	4.50	4.50	4.50	4.50				5.00	5.00	6.00	6.00	6.00	12.00	2.00
35.5 Screw Fitting	4.00	4.00	4.00	4.00	4.50	4.50	4.50	4.50	5.50										
37 Slip-on	4.00	4.00	4.00	4.00	4.50	4.50	4.50	4.50	5.50				5.00	5.00	7.00	7.00	6.00	13.00	2.50
40.5 Screw Fitting	4.50	4.50	4.50	4.50	5.50	5.50	5.50	5.50	5.50	5.50	5.50	7.00							3.50
42 Slip-on	4.00	4.00	4.00	4.00	4.50	4.50	4.50	4.50	5.50	5.50	5.50	6.00	5.00	5.00	8.00	8.00	6.00	16.00	3.25
51 Slip-on	6.00	5.00	5.00	5.00	8.50	7.50	7.50	7.50	7.50	7.50	7.50	10.00	6.00	6.00	8.00	8.00	6.75	20.00	4.00
* D means daylight * M means Mazda light	NETTAR A 32—35.5mm. C 27			IKONTA A&B 32—35.5mm. C 37—40.5mm.			SUPER IKONTA A 32—35.5mm. B 37mm. C 37—40.5mm. D 37mm.			IKOFLEX 28.5mm.			TENAX II 35.5—37mm.			CONTAX 27—42—51mm. 40.5mm.			





# Contax

*The Universal Camera*



*Your Choice of Fifteen  
Interchangeable Zeiss Lenses*