

AT A NEW LOW PRICE!

yes! world-famous Zeiss Ikon quality... full automation... supreme craftsmanship... accessories, too...

## HERE'S THE CAMERA BUY OF A LIFETIME! The ultra-advanced Zeiss Ikon TENAX automatic...deluxe leather Eveready case... Ikoblitz 4 snap-on-flash unit...and an ingenious, collapsible lens shade—all at a single price so low it will amaze you! Everything you need to start right in taking superb pictures and color slides indoors and out, day or night.

BRILLIANCE, SHARPNESS, HIGH FIDELITY! The TENAX boasts one of the world's great lenses: the renowned Zeiss Tessar f/2.8, 50mm. It's the same lens you'll find on cameras costing hundreds more. With just three settings — close-up, medium close-up, and distance—you get crystal sharpness and superior color rendition. The speed of this lens and shutter speeds up to 1/500 second let you capture the fastest action.

## FULLY AUTOMATIC – FOR A PERFECT PICTURE EVERY TIME! There are no other settings to fuss with on the TENAX automatic. You literally "aim & shoot" whenever you see a subject worth taking. The built-in, precision light meter does all the figuring, and sets the lens and shutter—instantly—to give a perfect exposure. An arrow in the green "go" window tells you there's enough light. You just press the control button.

## THE IKOBLITZ 4 TURNS NIGHT INTO DAY! You'll never miss a shot because of insufficient light. This miniaturized, fold-away flash unit plugs right into your TENAX—without any flash cable. Unusually high, reliable light output.



Take advantage of this fine opportunity to get true ZEISS IKON quality at a substantial saving. Ask us today for our new, low price on the complete TENAX Automatic outfit.