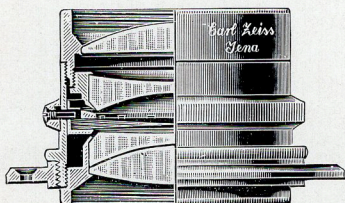


CARL ZEISS (LONDON) LTD.
13—14, Great Castle Street, Oxford Circus
LONDON W.

Telephone: Central 4007 and City 5460.
Telegraphic Address: Zeisswerk Wesdo London. ABC Code 5th edition.



TESSARS

F:3.5 and F:4.5

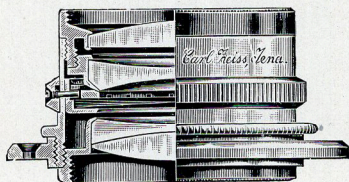
Series Ic

FOR HIGH-SPEED
PHOTOGRAPHY

These lenses are of a simple formula and yield negatives that are surprisingly sharp and brilliant. The F:3.5 Lenses are specially suitable for Portraiture, Cinematography and Projection, while for Reflex, Folding Focal Plane and all High Speed Instantaneous work the F:4.5 Tessars are the finest lenses obtainable. They are the Ideal Lenses for Press Photography. For Autochrome and Three-colour work the Tessars claim special attention on account of their perfect colour correction.

Series and No.		Eq. Focus in.	Size of plate recommended	Price in Standard mount		in Compound Shutter £	in Ibsso Shutter £
				Codeword	£		
TESSAR F:3.5							
1 c	1	2	$1 \times \frac{3}{4}$	<i>Adecenar</i>	4. 0.0	—	—
	1a	3	$1 \frac{1}{4} \times 1 \frac{1}{4}$	<i>Adeceno</i>	5. 0.0	—	—
"	2	4	$1 \frac{3}{4} \times 1 \frac{3}{4}$	<i>Cabanal</i>	6. 0.0	—	—
"	6	$8 \frac{1}{4}$	$3 \frac{1}{2} \times 2 \frac{1}{2}$	<i>Adedebant</i>	15. 0.0	—	—
"	7	10	5×4	<i>Adedendum</i>	20. 0.0	—	—
"	8	12	$6 \frac{1}{2} \times 4 \frac{3}{4}$	<i>Adederent</i>	25. 0.0	—	—
TESSAR F:4.5							
1 c	11b	3	$2 \frac{3}{8} \times 2 \frac{3}{8}$	<i>Azolitmine</i>	4.10.0	—	—
"	12	$3 \frac{1}{2}$	$3 \frac{1}{4} \times 2 \frac{1}{4}$	<i>Azolotli</i>	4.10.0	6. 5.0	5.14.0
"	13	$4 \frac{3}{4}$	$3 \frac{1}{2} \times 2 \frac{1}{2}$	<i>Adedisti</i>	5. 0.0	7. 0.0	6. 5.0
"	14	$5 \frac{1}{4}$	$4 \frac{1}{2} \times 3 \frac{1}{4}$	<i>Azogando</i>	5.13.0	7.18.0	—
"	15	6	5×4	<i>Adefaghi</i>	6.10.0	8.15.0	—
"	15b	$6 \frac{1}{2}$	$5 \frac{1}{2} \times 3 \frac{1}{4}$	<i>Bacchiollo</i>	7. 5.0	10. 0.0	—
"	15a	7	$6 \frac{1}{2} \times 4 \frac{3}{4}$	<i>Adefagia</i>	8. 0.0	10.15.0	—
"	16	$8 \frac{1}{4}$	$7 \frac{1}{2} \times 5$	<i>Adefesios</i>	10. 0.0	12.15.0	—
"	17	10	8×5	<i>Adegerant</i>	16. 0.0	19. 0.0	—
"	18	12	$8 \frac{1}{2} \times 6 \frac{1}{2}$	<i>Adegistis</i>	22.10.0	—	—
"	18a	14	9×7	<i>Acrotamnio</i>	29. 0.0	—	—
"	19	16	10×8	<i>Adehesadas</i>	35. 0.0	—	—
"	20	20	12×10	<i>Adehesais</i>	50. 0.0	—	—

CARL ZEISS (LONDON) LTD.



THE TESSAR

F:6.3
Series IIB

FOR INSTANTANEOUS AND GENERAL WORK

This is a lens of perfect quality and as it can be fitted in a short mount is specially suited to small folding cameras with single extension. Like the other series of Tessars it produces negatives of extraordinary brilliancy and crispness which will bear a considerable amount of enlargement. Its colour correction being of the same high standard as that of the Tessars series Ic it is equally suitable for Autochrome and Three colour work.

Series and No.	Eq. Focus in.	Size of plate recommended	Price in Standard mount		in Compound Shutter £	in Ibsso Shutter £
			Codeword	£		
IIB 1a	3	$2\frac{3}{8} \times 2\frac{3}{8}$	<i>Adescando</i>	4. 0-0	—	—
" 2	$3\frac{1}{2}$	$3\frac{1}{4} \times 2\frac{1}{4}$	<i>Adescantis</i>	4. 0-0	5.15-0	5. 4-0
" 3	$4\frac{3}{4}$	$3\frac{1}{2} \times 2\frac{1}{2}$	<i>Adescarent</i>	4.10-0	6. 5-0	5.14-0
" 4	$5\frac{1}{4}$	$4\frac{1}{4} \times 3\frac{1}{4}$	<i>Adescassi</i>	4.15-0	6.10-0	5.19-0
" 5	6	5×4	<i>Adescaturo</i>	5. 0-0	6.15-0	6. 4-0
" 5b	$6\frac{1}{2}$	$5\frac{1}{2} \times 3\frac{1}{4}$	<i>Babbaccio</i>	6. 0-0	8. 0-0	7. 6-0
" 5a	7	$6\frac{1}{2} \times 4\frac{3}{4}$	<i>Adeschero</i>	7. 0-0	9. 5-0	—
" 6	$8\frac{1}{4}$	$7\frac{1}{2} \times 5$	<i>Adesco</i>	8.10-0	10.15-0	—
" 7	10	8×5	<i>Adesivo</i>	11.10-0	14. 5-0	—
" 8	12	$8\frac{1}{2} \times 6\frac{1}{2}$	<i>Adesmie</i>	17. 0-0	20. 0-0	—
" 9	14	10×8	<i>Adesuræ</i>	22. 0-0	25. 0-0	—
" 10	$19\frac{1}{4}$	12×10	<i>Adesurarum</i>	35. 0-0	—	—
" 11	$23\frac{1}{4}$	15×12	<i>Adesuries</i>	45. 0-0	—	—

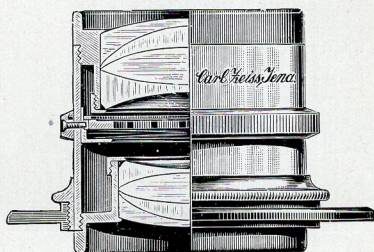
CARL ZEISS (LONDON) LTD.

PROTAR LENSES

F:12.5

DOUBLE PROTARS

F:6.3—7.7



THE PERFECT CONVERTIBLE

The single Protar Lens F:12.5 is remarkable for its anastigmatic flatness of field and is suitable for Instantaneous Photographs in good light also for Landscapes, Large Portraits and Groups. The Double Protar is a Universal Lens in every sense of the word and is in this respect unapproached by any other lens.

SINGLE PROTAR LENSES F:12.5

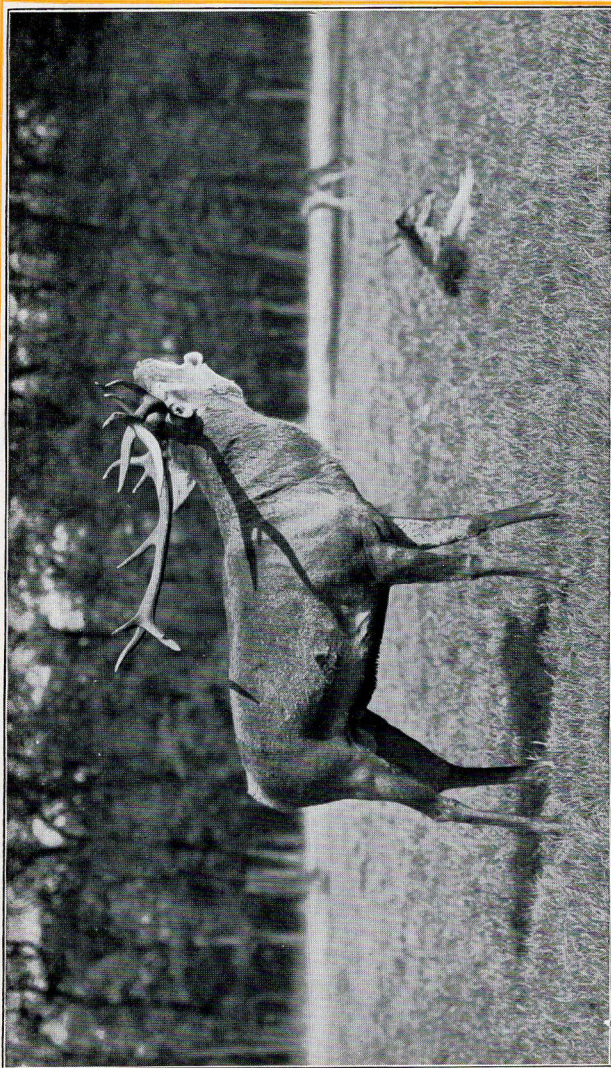
Series and No.	Eq. Focus in.	Size of plate recommended	Price in Standard mount		in Compound Shutter £	in Ibsso Shutter £
			Codeword	£		
VII 1	7	$6\frac{1}{2} \times 4\frac{3}{4}$	<i>Aproches</i>	3.15.0		
" 2	$8\frac{3}{4}$	7×5	<i>Aproctome</i>	4. 5.0		
" 3	$11\frac{1}{2}$	$8\frac{1}{2} \times 6\frac{1}{2}$	<i>Aprontamos</i>	5. 0.0		
" 4	14	10×8	<i>Aprontas</i>	6. 0.0		
" 5	16	12×10	<i>Apronto</i>	7.15.0		
" 6	19	14×11	<i>Apropiado</i>	10.15.0		
" 7	23	15×12	<i>Apropiar</i>	13.15.0		
" 8	27	13×14	<i>Apropieis</i>	18. 0.0		

Double		Single		DOUBLE PROTARS F:6.3			
VII.1.1	4	7	$3\frac{1}{2} \times 3\frac{1}{4}$	<i>Appoggiare</i>	6.15.0	8. 5.0	7.14.0
" 2.2	5	$8\frac{3}{4}$	5×4	<i>Appollaia</i>	7.15.0	9.10.0	8.15.0
" 3.3	$6\frac{3}{4}$	$11\frac{1}{2}$	7×5	<i>Apponeva</i>	9. 4.0	10.18.0	—
" 4.4	8	14	8×5	<i>Appoppando</i>	11. 3.0	13. 1.0	—
" 5.5	$9\frac{1}{2}$	16	$8\frac{1}{2} \times 6\frac{1}{2}$	<i>Apporre</i>	14.12.0	17. 1.0	—
" 6.6	11	19	9×7	<i>Apportais</i>	20. 9.0	22.15.0	—
" 7.7	$13\frac{1}{2}$	23	10×8	<i>Apportes</i>	25.17.0	—	—

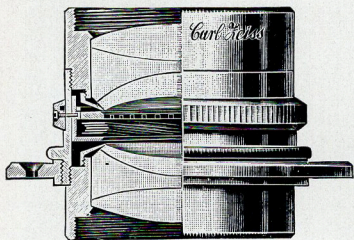
Double Protars F:7 to F:7.7 are also supplied.

Full and detailed list on application.

== CARL ZEISS (LONDON) LTD. ==



TAKEN WITH THE ZEISS TESSAR F:4.5



DOUBLE AMATAR

F:6.8

(Single lenses F:13.5)

Series IX

**A RAPID UNIVER-
SAL ANASTIGMAT**

The rapidity of the Double Amatar suffices for all instantaneous work in good light. The single lenses have a focal length of about double that of the complete lens and form excellent lenses for Landscapes, Outdoor Portraits &c. The Double Amatar also forms a wide-angle lens embracing an angle of 85°. It is an excellent lens for use on small Folding cameras with double extension.

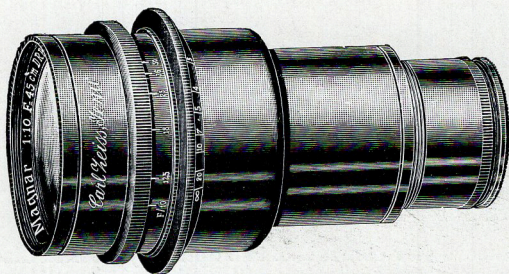
Series and No.	Eq. Focus in.	Size of plate recom- mended	Price in Standard mount		in Compound Shutter £	in Ibso Shutter £
			Codeword	£		
IX 2	3½	3½×2½	<i>Baadster</i>	4.15.0	6.10.0	5.19.0
" 3	4¾	4½×3¼	<i>Baaiwinkel</i>	5. 0.0	6.15.0	6. 4.0
" 4	5¼	4½×3½	<i>Baalbek</i>	5. 5.0	7. 0.0	6. 9.0
" 5	6	5×4	<i>Baalism</i>	5.10.0	7. 5.0	6.14.0
" 6	6½	5½×3¼	<i>Baanbreker</i>	6. 5.0	8. 5.0	7.10.0
" 7	7	6×4	<i>Baaras</i>	7. 5.0	9. 5.0	—
" 8	7¾	6½×4¾	<i>Baardgier</i>	8. 0.0	10. 5.0	—
" 9	8¼	7×5	<i>Baardje</i>	8.15.0	11. 0.0	—

SPECIAL LENSES

FOR COPYING, PROCESS, WIDE-ANGLE
THREE COLOUR WORK &c.

Full list on application.

== CARL ZEISS (LONDON) LTD. ==



THE ZEISS MAGNAR F:10

A complete Telephoto lens of 18 in. Focus, Requiring an extension of 6 in. only ($\frac{1}{4}$ Plate only)

Price £ 10-0-0 in focussing mount

FOR TELEPHOTO SNAPSHOTS

NATURAL HISTORY WORK &c.

Invaluable to press photographers

The Zeiss "MAGNAR" Camera $\frac{1}{4}$ Plate with "MAGNAR" Lens F/10 of 32 in. Focus, 3 D.D. slides and prismatic monocular telescope $\times 4$ View finder. Price £ 45-0-0

TELEPHOTO ATTACHMENTS

(consisting of negative lens and tube)

Tube	Focus of neg- lens	For positive lens	Initial magni- fication	Price £
FOR HAND CAMERAS WITH FIXED EXTENSION				
I	$1\frac{3}{8}$	Tessar 4.5 or 6.3 $5\frac{3}{8}$ in.	$\times 3$	3. 5-0
I	$2\frac{3}{8}$	" " " 6 in.	$\times 2\frac{1}{2}$	3-15-0
FOR HAND CAMERAS WITH VARIABLE EXTENSION				
II	$1\frac{3}{8}$	Tessar 4.5 or 6.3 $5\frac{3}{8}$ in.	$\times 3$	3-15-0
II	$2\frac{3}{8}$	" " " 6 in.	$\times 2\frac{1}{2}$	4. 5-0
FOR STAND CAMERAS				
III	$2\frac{3}{8}$	Tessar 4.5 or 6.3 6 in.	$\times 2\frac{1}{2}$	5-10-0
III	$2\frac{3}{8}$	" " " 7 in.	$\times 3\frac{1}{8}$	5-10-0
III	3	" " " $8\frac{1}{4}$ in.	$\times 2\frac{3}{4}$	7. 5-0
IV	4	" 4.5 or 6.3 12 in.	$\times 3$	14. 5-0

Full list on application.

===== CARL ZEISS (LONDON) LTD. =====



ZEISS DUCAR FILTERS FOR AUTOCHROME WORK

The Ducar Filter consists of two optically worked discs of colourless glass enclosing a film which is identical with that supplied by Messrs Lumiere for their Autochrome process. It has, however, the distinctive property that when used on the front of the lens it displaces the focal plane by $1\frac{1}{2}$ mm away from the lens thus compensating for the reversal of the Autochrome Plate. The DUCAR FILTER is therefore invaluable for use on hand Cameras since Autochrome pictures may be secured *without the slightest alteration to the Camera*, the picture being focussed on the screen (without the filter) and the filter placed in position. If a focussing scale is used the filter should be placed in position and the camera set to the required distance in the usual way.

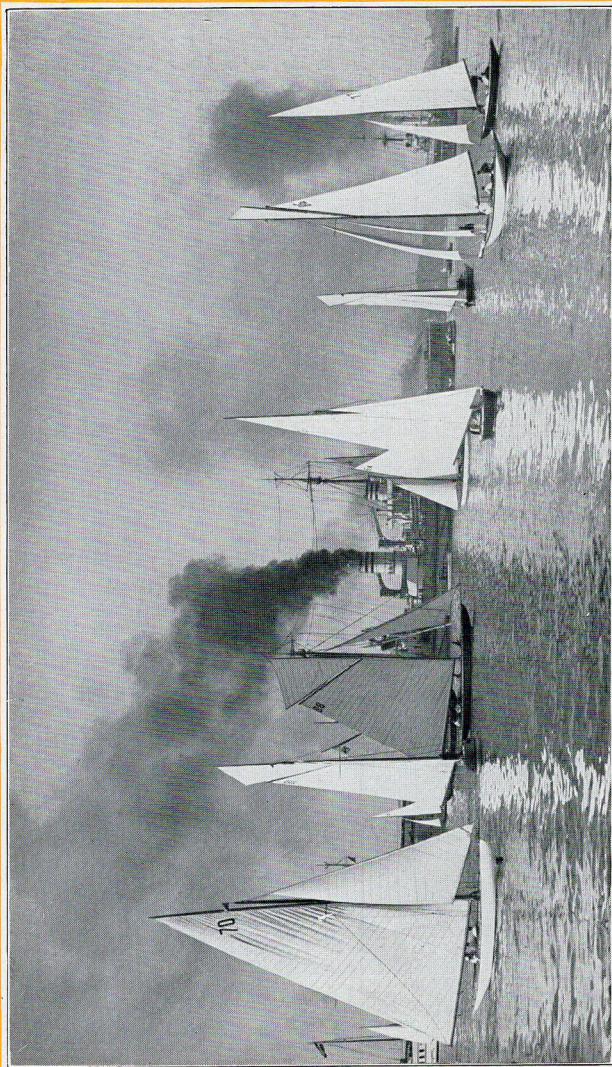
Prices of the Filters for Zeiss Tessars.

No.	Adapted for Tessar			No.	Adapted for Tessar		
	Aper- ture	Focus in	Inside Dia- meter of hood in		Aper- ture	Focus in	Inside Dia- meter of hood in
00/5.5	F/4.5 & F/6.3	$2\frac{1}{4}$	$\frac{3}{4}$	12.0	II/15	F/6.3	6
I/6.5	F/4.5	$2\frac{1}{2}$	$\frac{1}{15}$	12.0	IV/15	F/4.5	6
I/7.5	F/4.5 & F/6.3	3	$\frac{1}{15}$	12.0	III/16.5	F/6.3	$6\frac{1}{2}$
I/9	F/4.5 & F/6.3	$3\frac{1}{2}$	$\frac{1}{15}$	12.0	VI/16.5	F/4.5	$6\frac{1}{2}$
I/12	F/6.3	$4\frac{3}{4}$	$\frac{1}{15}$	12.0	IV/18	F/6.3	7
II/12	F/4.5	$4\frac{3}{4}$	$1\frac{1}{8}$	15.0	VI/18	F/4.5	7
II/13.5	F/6.3	$5\frac{1}{4}$	$1\frac{1}{8}$	15.0	IV/21	F/6.3	$8\frac{1}{4}$
IV/13.5	F/4.5	$5\frac{1}{4}$	$1\frac{1}{2}$	1.0.0	VII/21	F/4.5	$8\frac{1}{4}$

Ducar Filters are also supplied for other types of Zeiss Lenses.

Full Particulars on Application.

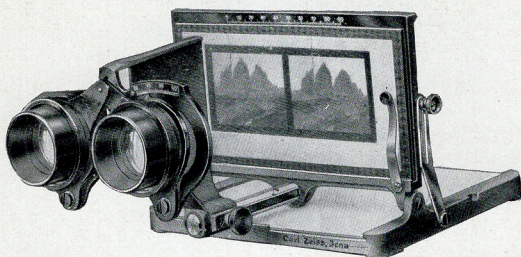
CARL ZEISS (LONDON) LTD.



TAKEN WITH THE ZEISS TESSAR

ZEISS STEREOSCOPES

For prints or transparencies



The New Stereoscope

for pictures $6\frac{3}{4}'' \times 3\frac{1}{4}''$ with focussing adjustment and adjustment for interpupillary distance.

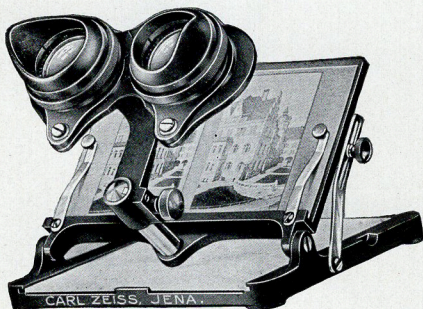
With ordinary lenses, 6'' focus, £ 2.15.0

With Achromatic lenses, 4'' focus £ 3.15.0

With both sets of lenses £ 4. 5.0

THE VERANT STEREOSCOPE

Similar to the above instrument but for pictures $5\frac{1}{2}'' \times 3\frac{1}{2}''$ (post-card). Polyscope 6×13 and 45×107 , Verascope, Stereo Block note, etc., and fitted with Zeiss Verant lenses. Focussing and interpupillary adjustment as for the New Stereoscope.

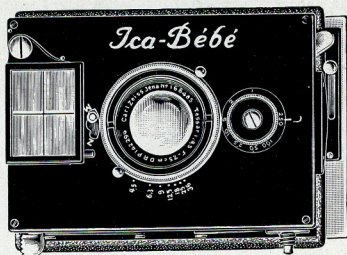


Price with Verant lenses $3\frac{1}{2}''$ focus £ 3.15.0

===== CARL ZEISS (LONDON) LTD. =====

THE Ica BÉBÉ CAMERA

$2\frac{5}{16}'' \times 1\frac{3}{4}''$
and
 $3\frac{1}{2}'' \times 2\frac{1}{2}''$



This little instrument has rapidly attained great popularity with all Photographers.

Both models are fitted with the well known Compound shutter which is built into the front of the Camera giving exposures from 1 second to $\frac{1}{200}$ sec. in the larger model & to $\frac{1}{250}$ sec. in the smaller. Time and Bulb exposures may also be given.

Plates may be used in single metal slides or changing box and for films a Film Pack Adapter is supplied.

The Bébé is in every way a PRACTICAL and EFFICIENT camera, it is fitted with ZEISS "TESSAR" LENS F4.5 so that pictures can be subsequently enlarged to Any Reasonable Size without apparent loss of definition.

The Focussing arrangement is simple and convenient the Camera remaining quite rigid even when fully extended.

The $3\frac{1}{2} \times 2\frac{1}{2}$ model has rising and cross front.

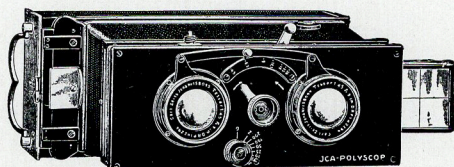
	$2\frac{5}{16} \times 1\frac{3}{4}$	$3\frac{1}{2} \times 2\frac{1}{2}$
Price complete with TESSAR LENS F:4.5	£ 10.10.0	£ 14.14.0
6 single nickelled slides and cases . .	2.15.0	3.15.0
Automatic Changing Box for 12 plates	15.0	1. 1.0
Film Pack Adapter	12.0	16.6
6 Extra Slides in purse	2.0	2.9
Single Slides each	2.0	2.9
Autochrome Slides each	5.6	7.6
8 Autochrome Sheaths for Changing box	14.0	15.0
Zeiss Ducar Filter for Autochromes .	1.10.0	1.10.0
High Aluminium Stand	1.17.6	1.17.6
(Leather covered)		
"Antinous release	3.0	3.0
Enlarging lantern with Rapid Aplanat Lens F8		
complete with easel for enlargements up to $15 \times 12''$	4. 4.0	5. 5.0

===== CARL ZEISS (LONDON) LTD. =====

THE Ica POLYSCOPE

For Plates or Films $5\frac{1}{4}'' \times 2\frac{3}{8}''$ (6×13 cm)

WITH ZEISS TESSAR LENSES F 4.5



This model is constructed in the rigid pattern only. It is fitted with rising front.

Like the smaller model it is available for use with Single Slides, Changing Box, or Film Pack Adapter all of which are interchangeable.

The Shutter is practical and reliable. It is speeded from $\frac{1}{8}$ to $\frac{1}{200}$ of a second and is available for time and bulb exposures.

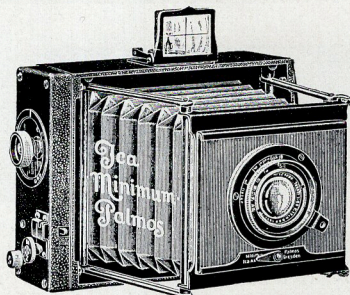
Panoram pictures can be taken with this Camera by sliding the front until one lens becomes central. The stereoscopic division is automatically displaced.

Price with	£
Changing Box in Case	26. 0.0
With 6 Single Slides in Case	22.10.0
6 Single Slides in Case	1. 1.0
Single Metal Slides each	2.9
Film Pack Adapter	1. 1.0
Changing Box for 12 plates	5. 0.0
8 Autochrome Sheaths for Changing Box . . .	7.6
Zeiss Ducar Filter for Autochromes (per pair)	1. 8.0
Antinous release	3.0
High Aluminium Stand	1.10.0
" " " (Leather covered) . . .	1.17.6
Box form Stereoscope	1. 1.0

===== CARL ZEISS (LONDON) LTD. =====

THE Ica MINIMUM PALMOS

Made of light metal and fitted with Reliable and Accurate Focal plane shutter which is adjusted entirely from the outside — FOR HAND OR STAND USE.



For Plates

or Films

The 5×4 Model is particularly suited to the requirements of PRESS PHOTOGRAPHERS and is used by the Leading Press Agencies

	$3\frac{1}{2} \times 2\frac{1}{2}$	$4\frac{1}{4} \times 3\frac{1}{4}$	5×4	10×15cm (6×4in)	$6\frac{3}{4} \times 3\frac{1}{4}$ *
Camera with Tessar F:4.5 and 3D.D. slides . . .	£ 14. 5.0	£ 16.10.0	£ 17.15.0	£ 19. 0.0	£ 24. 0.0
D.D. Slides each	14.0	15.0	15.0	16.0	18.0
Adapter for single slides .	1. 0.0	1. 0.0	1. 0.0	—	—
Single metal slides each	1.3	1.4	1.6	—	—
Film Pack Adapter	17.0	1.0.0	1. 3.0	1. 6.6	—
Leather case for Camera and 3 slides	13.0	15.0	17.0	1. 1.0	1. 1.0
Leather case for Camera and 6 slides	18.0	1. 0.0	1. 2.0	1. 6.0	1. 6.0
Telephoto Attachment Neg. lens and tube	3. 5.0	3.15.0	3.15.0	—	—
Ducar Filter (for Autochromes)	15.0	1. 0.0	1. 0.0	1. 5.0	1.10.0†
Aluminium Stand	1.10.0	1.10.0	1.10.0	1.10.0	1.10.0
Do. Leather covered	1.17.6	1.17.6	1.17.6	1.17.6	1.17.6

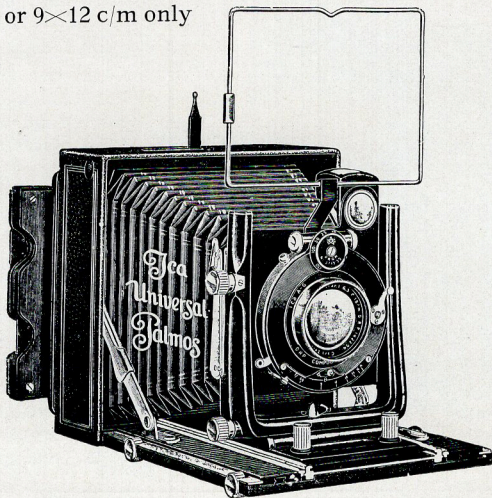
* With paired F 6.3 Tessars

† Per pair

===== CARL ZEISS (LONDON) LTD. =====

THE NEW Ica UNIVERSAL PALMOS

$\frac{1}{4}$ Plate or 9×12 c/m only



As its name implies this camera is constructed for universal use. It has an extra long, triple extension with double rack and pinion movement, rising and swing front, revolving back and every movement that goes to the making of the Perfect Camera.

It is readily available for wide-angle work.

For hand use two finders, direct vision and folding look-down pattern, are provided.

The ZEISS DOUBLE PROTAR F:7 giving 3 foci $11\frac{1}{2}''$, $8\frac{3}{4}''$, and $5\frac{3}{4}''$ focus is the lens usually supplied. Other Zeiss Lenses can be fitted to order.

The well known compound shutter giving exposures from 1 second to 1/200 and time is fitted.

The Universal Palmos is elegant in appearance, light in weight, and folds into a small compass; it is built entirely of light metal, and covered with the finest leather.

Outside dimensions when closed $6\frac{3}{8}'' \times 6\frac{3}{8}'' \times 2\frac{3}{4}''$. Extension $16''$. Weight $3\frac{1}{2}$ lbs.

Price with Double Protar VII 3.2 and 3 double dark slides, £ 24-9-0

Extra D. D. Slides 15/- each

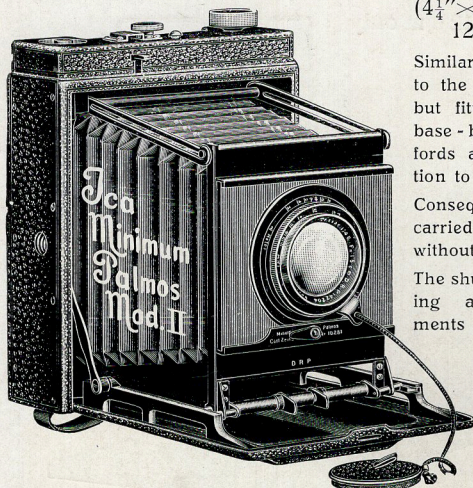
Film pack adapter 15/-

Zeiss Protar Series V 8.5 c'm on panel for wide-angle work £ 3-14-0

===== CARL ZEISS (LONDON) LTD. =====

THE Ica MINIMUM PALMOS

Modell II



($4\frac{1}{4}'' \times 3\frac{1}{4}''$ and
12 \times 9 cm only)

Similar in construction to the standard model but fitted with folding base-board which affords adequate protection to the lens.

Consequently it can be carried loose in the hand without fear of injury.

The shutter is self-capping and all adjustments are made from the outside.

Price with TESSAR F:4.5, Eq. Focus 6'' including 3 D. D. slides and case £17-6-0

Ica STEREO PALMOS $4\frac{1}{4}'' \times 3\frac{1}{4}''$ or 12 \times 9 cm

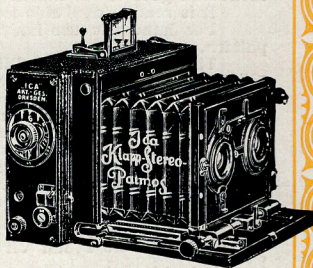
Similar in construction to the Minimum Palmos but with folding base board permitting the use of lenses of various foci

Price with TESSARS F:6.3, Eq. Focus $3\frac{1}{2}$ in. including 3 D. D. slides & case
£ 22-5-0

Set as above but with TESSAR F:4.5
£ 23-5-0

ATTACHMENT FOR STEREOGRAMS
AT SHORT RANGE

The correct separation being obtained automatically with the correct focussing of the image Price £ 5-5-0



Accessories for these cameras as
for $\frac{1}{4}$ Minimum Palmos (Page 125)

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