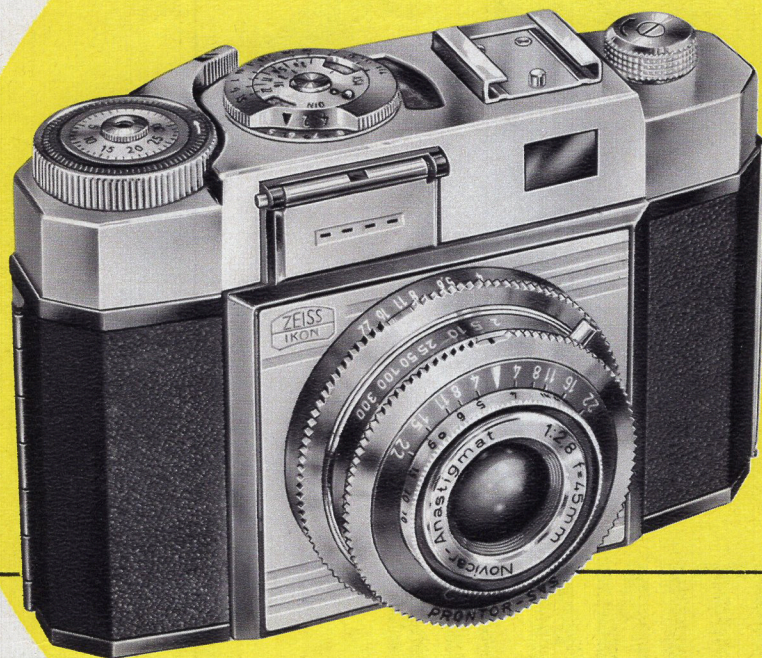


CONTINA IIa

with built-in exposure meter

ZEISS
IKON

Ever since the early days of photography, good pictures have depended on correct exposure. This is particularly true in colour photography, where exposure decides the technical quality of a colour shot. ZEISS IKON are the only manufacturers with twenty years' experience in making cameras with **built-in** photo-electric exposure meters. That is why they can now present a camera worthy of the brilliant progress of colour. It meets the true key of requirements of today: a built-in exposure meter at a low price:



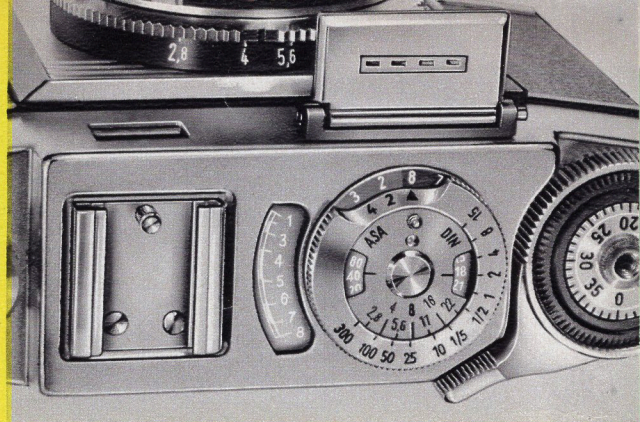
Contina IIa

with 45 mm (1 3/4 in.) f/3.5 Novar, and Prontor-SVS shutter. Cat. No. 527/24 Fpms., with 45 mm (1 3/4 in.) f/2.8 Novicar and Prontor-SVS shutter. Cat. No. 527/24 Vpms., Dimensions: 2 1/4 x 3 1/4 x 5 in. Weight: 18 1/2 oz.

And here are its other interesting features: The famous NOVAR and NOVICAR coated lenses for black-and-white and colour photography are available with apertures up to f/2.8 for the Novicar; the fully-synchronized Prontor-SVS shutters with speeds up to 1/300 second with built-in self-timer; the camera has a depth of field scale; and red dot settings for candid action shots at a moment's notice dispense with the need for exact focusing distance.

The Exposure Meter

is of the photo-electric type. Even in poor light it indicates the correct shutter speed for any aperture setting, and vice versa. Special index settings for filters do away with calculating exposure changes. The camera body completely encloses and protects the meter, making it shock-proof. — The CONTINA IIa is the outcome of twenty years' experience in the manufacture of cameras with built-in photo-electric exposure meters.



The Rapid Winder

One turn of the lever is sufficient to cock the shutter, wind the film, and advance the film counter—which incorporates the body release—to the next number. The photographer can thus keep the CONTINA at eye-level all the time, and it is instantly ready for the next shot. There is a double-exposure prevention lock, while the almost incredibly simplified controls allow the photographer to concentrate all his attention on his subject.

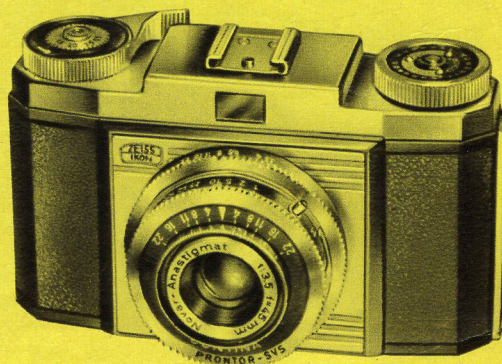
Contina Ia

has the same technical equipment as the CONTINA IIa,—such as the useful rapid film winder and automatic shutter cocking—except for the exposure meter. This brings the camera still lower in price:

with 45 mm (1 3/4 in.) f/3.5 Novar and Prontor-SVS shutter, Cat. No. 526/24 Fpms
Size: 2 1/4 x 3 x 5 in. Weight: 17 oz.

If you own the CONTINA Ia you can obtain a ZEISS IKON IKOPHOT photo-electric exposure meter later on. Your dealer will be glad to give you the detailed brochure describing the IKOPHOT.

Cat. No. 1329





**ZEISS
IKON**

Genuine ZEISS IKON accessories for Contina II a and Ia

Ever-ready case for both models
 Precision filters in six colours
 ZEISS BERNOTAR polarizing filter in leather case
 Lens shade
 Leather case for same
 ZEISS PROXAR Lenses, coated, for close-ups down to

	20 in.	12 in.	8 1/2 in.	6 1/2 in.
Cat. No.	909/1	909/05	909/03	909/02
Cable release with time exposure lock				1312/24
IKOBLITZ 0, BC flash unit				1316
Flash cord with angular plug				1340

For a demonstration of the CONTINA and the many other ZEISS IKON cameras,
 see your authorized ZEISS IKON photo dealer.

ZEISS IKON AG. STUTTGART