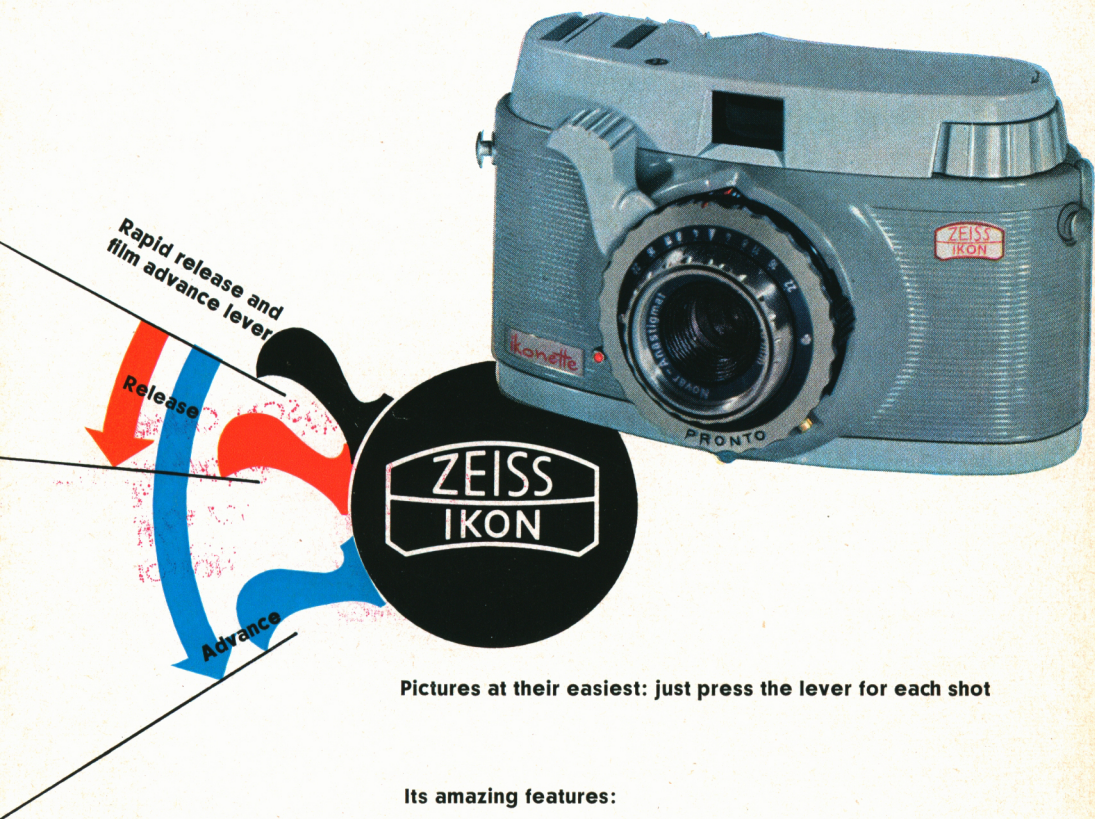


# A new Zeiss Ikon Camera: *ikonette* The quick-shooting 35 mm.

Elegant in style - up-to-date in design



**Pictures at their easiest: just press the lever for each shot**

## **Its amazing features:**

- Low price
- Instantly ready to shoot
- Simple to use
- Colour-corrected Novar lens
- Modern shape

## **Ikonette — the quick-shooting camera**

The universal rapid release and film advance lever is your key to perfect snapshots. Just press, and you've taken the picture. At the same time the film counter advances, and the finder shows a warning signal: get the Ikonette ready again. Press the same lever: the film advances, the shutter is cocked, the finder signal disappears, and you are ready for the next shot. Press once more: another picture. It couldn't be simpler than with the quick-shooting Zeiss Ikon Ikonette.



## You will Like

the modern styling of the Ikonette at once. The camera body is made of a completely new type of plastic material, developed after extensive research, and it stands up to almost anything. You can knock it about, and expose it to all climates and temperatures without harm. You don't even need an ever-ready case.

Look at its elegant shape, too, and its imaginative finish. After all, coloured typewriters are replacing black ones in most offices, and housewives insist on decorative household appliances. So why should your camera, your constant companion, have to be black? Here, too, the Ikonette leads the fashion of to-day. You will enjoy its refreshing colour scheme, and your friends will admire this smart camera in contemporary style.

**Elegant in design - simple in use: the ideal model for the fashion-conscious woman.**

### And Its Technical Points:

1 $\frac{3}{4}$  inch (45 mm.) Novar f/3.5 anastigmat lens – outstanding quality with black-and-white and colour shots – rapid lever for release and film transport – Pronto shutter with speeds to  $\frac{1}{200}$  second – flash synchronization – accessory shoe – self-timer – double exposure lock – removable back for simple loading.

Ikonette  
Lens cap  
Leather carrying strap  
Ever-ready case

Order No. 10.0011  
Order No. 20.0603  
Order No. 20.0214  
Order No. 20.7511

And ask your photo dealer for filters, polarizing filter, lens hood, and Proxar lenses for close-ups.

**Zeiss Ikon AG. Stuttgart**



**MASON CAMERA COMPANY, INC.**

*Everything Photographic*

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NORFOLK, VIRGINIA**

