



Nic. Perscheid  
Berlin

Taken with  
ZEISS „TESSAR“

**CARL ZEISS**  
29, Margaret Street Regent Street

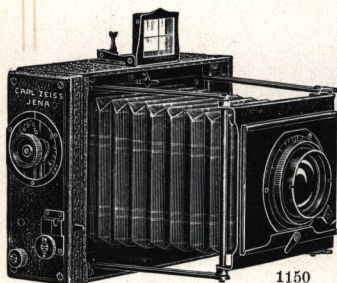
**LONDON W.**

Telegrams: „Diactinic London“ Telephone: 4007 Central

## Minimum-Palmos

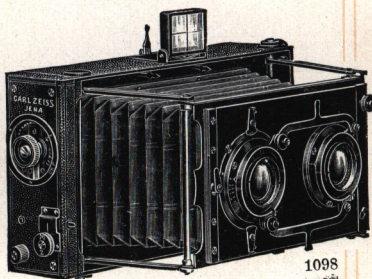
made of light metal with focal plane shutter for the most rapid instantaneous exposures.

For Hand and Stand Use.



1150

$3\frac{1}{2} \times 2\frac{1}{2}$ ,  $4\frac{1}{4} \times 3\frac{1}{4}$   
and  $5 \times 4$  in.



1098

$6\frac{3}{4} \times 3\frac{1}{4}$  in. Panorama  
( $3\frac{1}{4} \times 3\frac{1}{4}$ ) + ( $3\frac{1}{4} \times 3\frac{1}{4}$ ) Stereo.

*Price including 3 D. D. Slides and 1 Leather Case I for*

**$3\frac{1}{2} \times 2\frac{1}{2}$  in.**

with Tessar, Series II<sup>b</sup>,  $f/6.3$ , Eq. Focus 4.4 in. £ 13. 8.0

with Tessar, Series I<sup>c</sup>,  $f/4.5$ , Eq. Focus 4.4 in. £ 13.18.0

**$4\frac{1}{4} \times 3\frac{1}{4}$  in.**

with Tessar, Series II<sup>b</sup>,  $f/6.3$ , Eq. Focus 6 in. . £ 14. 4.0

with Tessar, Series I<sup>c</sup>,  $f/4.5$ , Eq. Focus 6 in. . £ 15.16.0

**$5 \times 4$  in.**

with Tessar, Series II<sup>b</sup>,  $f/6.3$ , Eq. Focus 6 in. . £ 14.19.0

with Tessar, Series I<sup>c</sup>,  $f/4.5$ , Eq. Focus 6 in. . £ 16.11.0

**$6\frac{3}{4} \times 3\frac{1}{4}$  in. for Stereo and Panorama**

with Tessars, Series II<sup>b</sup>,  $f/6.3$ , Eq. Focus 5.4 in. £ 22. 9.0

with Tessar, Series II<sup>b</sup>,  $f/6.3$ , Eq. Focus 7 in.

instantaneous exposures . . . . . £ 19. 6.0

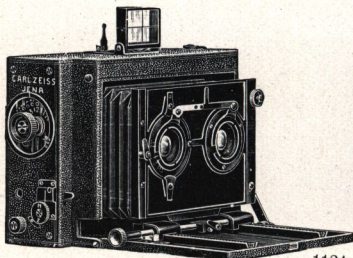




Taken with Minimum-Palms 5×4 in. and Tessar.

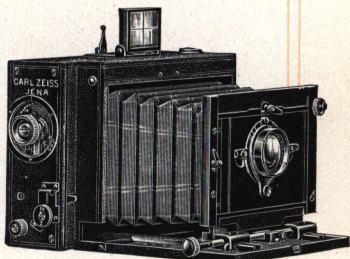
## Stereo-Palmos $4\frac{1}{4} \times 3\frac{1}{4}$ in. ( $9 \times 12$ cm)

made of light metal with focal plane shutter. Stereograms, Panorams and Snapshots by Hand or Stand.

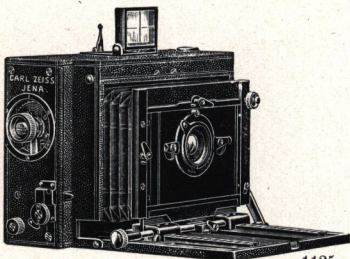


Stereograms.

1124



Snapshots  $4\frac{1}{4} \times 3\frac{1}{4}$  in. 1123



Panorams  $4\frac{1}{4} \times 3\frac{1}{4}$  in.

1125

*Price  
including 3 D. D. Slides  
and 1 Leather Case I.*

### 1. Equipment for Stereograms and Panorams

2 Tessars, Series II<sup>b</sup>,  $f/6.3$ , Eq. Focus 3.3 in. . . £ 19.12.0

### 2. Equipment for Stereograms, Panorams and Snapshots

2 Tessars, Series II<sup>b</sup>,  $f/6.3$ , Eq. Focus 3.3 in. and

1 Tessar, Series II<sup>b</sup>,  $f/6.3$ , Eq. Focus 6 in. . . £ 24.12.0

### 3. Equipment for Snapshots, $\frac{1}{4}$ Plate

Tessar, Series I<sup>c</sup>,  $f/4.5$ , Eq. Focus 6 in. . . £ 17. 4.0

or Tessar, Series II<sup>b</sup>,  $f/6.3$ , Eq. Focus 6 in. . . £ 15.14.0

4. Adaptation for close range Stereograms £ 5. 5.0





Reg. B. Lodge, Enfield

Taken with Zeiss „Magnar“

## ZEISS-MAGNAR 1:10, Eq. Foc. 18 in.

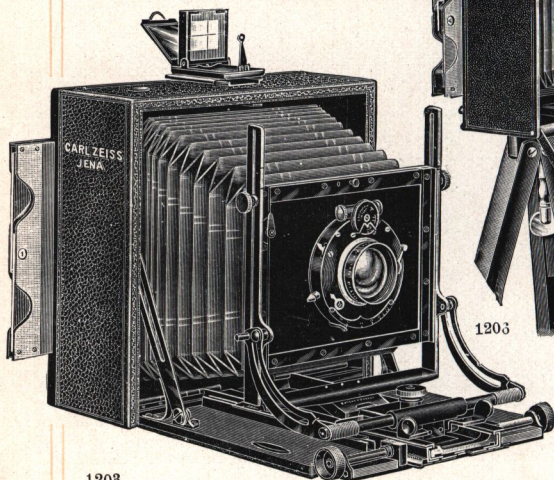
Rapid Tele-Objective for  $\frac{1}{4}$ -plate hand cameras.

<b>Zeiss-Magnar 1 : 10, Eq. Foc. 18 in.</b> in focusing jacket, for rigid $\frac{1}{4}$ -plate hand cameras, about 6 in. extension . . . . .	£ s. d. <b>10.0.0</b>
The camera should be sent on for adaptation; usual cost of adaptation . . . . .	<b>10.0</b>
<b>Goergen's Special Shutter No. VI</b> , including cost of adaptation . . . . .	<b>1.3.0</b>
<b>Stand Head with Universal joint</b> . . . . .	<b>7.0</b>
<b>Yellow Glass Filter <math>\times 5</math> for Zeiss-Magnar</b> . . . . .	<b>1.2.6</b>
<b>Case for Zeiss-Magnar</b> . . . . .	<b>3.0</b>

## Universal-Palmos

$4\frac{1}{4} \times 3\frac{1}{4}$  in.,  $5 \times 4$  in. or  
 $6\frac{1}{2} \times 4\frac{3}{4}$  in. made of light metal.

Equipment with "Compound" Shutter  
 3 D. D. Slides and 1 Leather Case I.



1203

$\frac{1}{4}$  Plate, ready  
 for Wide-Angle  
 Exposures.

$\frac{1}{2}$  Plate, ready  
 for Snapshots.

1203

### 1. For Snapshots and Long Focus Exposures only

$4\frac{1}{4} \times 3\frac{1}{4}$  in. or  $5 \times 4$  in. with Series IV,  $f/6.3$ ,  
 Foci two 9.8 in., resulting focus 5.6 in. . £ 18. 1.0

$6\frac{1}{2} \times 4\frac{3}{4}$  in. with Series IV  $f/7$ , Foci 13.8 and  
 11.8, resulting focus 7.3 in. . . . . £ 32. 0.0

### 2. For Snapshots, Long Focus and Wide-Angle Exposures

$4\frac{1}{4} \times 3\frac{1}{4}$  in. or  $5 \times 4$  in. with Series IV,  $f/6.3$ ,  
 Foci two 9.8 in., resulting focus 5.6 in. Protar  
 Series V,  $f/18$  focussing mount, Focus 3.4 in. £ 22. 2.0

$6\frac{1}{2} \times 4\frac{3}{4}$  in. with Series IV as above and Protar  
 Series V.  $f/18$ , Focus 4.4 in. . . . . £ 35. 4.0

Extra:

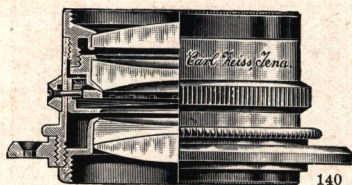
Stereoscopic Equipment with 2 Tessar  $1/6.3$ ,  
 Foc. 5.6 and Stereo Compound shutter . £ 14. 6.0





Frau Generalin von Igel, Exc. Berlin W.

Taken with Zeiss-Magnar 1:10;  $f=18$  in.



Tessar in Standard Mount.

## Zeiss-Objectives.

□

For  $\frac{1}{4}$  plate and  
 $5 \times 4$  in.

- Tessar, Series I<sup>c</sup>,  $f/3.5$ , Eq. Focus 10 in. . . . £ 20. 0.0  
Portraiture.
- Tessar, Series I<sup>c</sup>,  $f/4.5$ , Eq. Focus 7 in. . . . £ 8. 0.0  
Portraiture and Instantaneous Photography (for Reflex  
Cameras).
- Tessar, Series II<sup>b</sup>,  $f/6.3$ , Eq. Focus 6 in. . . . £ 5. 0.0  
Groups and Instantaneous Photography (for Hand  
Cameras).
- Double Protar, Series IV 4,4  $f/6.3$ , Eq. Focus 5.6 in. £ 6.15.0  
Convertible Objective for all Purposes, also large figures.
- Protar, Series V,  $f/18$ , Eq. Focus 3.4 in. . . . £ 3. 4.0  
Interiors and Architecture.

For  $\frac{1}{2}$  plate ( $6\frac{1}{2} \times 4\frac{3}{4}$  in.)

- Tessar, Series I<sup>c</sup>,  $f/3.5$ , Eq. Focus 12 in. . . . £ 25. 0.0  
Portraiture.
- Tessar, Series I<sup>c</sup>,  $f/4.5$ , Eq. Focus 8.2 in. . . . £ 10. 0.0  
Rapid Instantaneous Photography.
- Tessar, Series II<sup>b</sup>,  $f/6.3$ , Eq. Focus 7 in. . . . £ 7. 0.0  
Hand Cameras and Groups and Instantaneous Photo-  
graphy.
- Double Protar, Series IV 5-5  $f/6.3$ , 6.8 in. Focus £ 7.13.0  
Convertible Objective for all Purposes.
- Protar, Series V,  $f/18$ , Eq. Focus 4.1 in. . . . £ 3. 4.0  
Interiors and Architecture.

For  $\frac{1}{1}$  plate ( $8\frac{1}{2} \times 6\frac{1}{2}$  in.)

- Tessar, Series I<sup>c</sup>,  $f/4.5$ , Eq. Focus 16 in. . . . £ 35. 0.0  
Portraiture.
- Tessar, Series II<sup>b</sup>,  $f/6.3$ , Eq. Focus 12 in. . . . £ 17. 0.0  
Groups and Instantaneous Photography.
- Double Protar, Series IV 7-7  $f/6.3$ , Eq. Focus 9.8 in. £ 11.19.0  
Convertible Objective for all Purposes.
- Protar, Series V,  $f/18$ , Eq. Focus 7.1 in. . . . £ 5. 0.0  
Interiors and Architecture.

New Tele Objective „Magnar“  $f/10$  18 in.

foc. for  $\frac{1}{4}$  plate . . . . . £ 10. 0.0  
Portraiture, Balloon and Tele-photographic Snapshots.