



Nic. Perscheid, Berlin

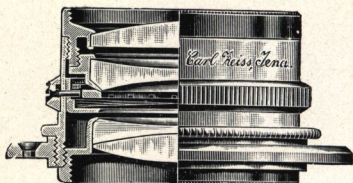
Taken with ZEISS "TESSAR"

CARL ZEISS (London) Ltd.

13—14, Great Castle Street, Oxford Circus, W.

LONDON W.

Telegrams: "Diactinic London" Telephone: 4007 Central



Tessar in Standard Mount.

ZEISS- OBJECTIVES.



For $\frac{1}{4}$ plate and
5×4 in.

Tessar, Series Ic, f/3.5, Eq. Focus 10 in. . . £ 20· 0·0
Portraiture.

Tessar, Series Ic, f/4.5, Eq. Focus 7 in. . . . £ 8· 0·0
Portraiture and Instantaneous Photography (for Reflex
Cameras).

Tessar, Series Iib, f/6.3, Eq. Focus 6 in. . . . £ 5· 0·0
Groups and Instantaneous Photography (for Hand
Cameras).

Double Protar, Series VII 3.2, f/7, Eq. Foci
11 $\frac{1}{2}$ and 8 $\frac{3}{4}$ in. £ 8·10·0
Resulting focus 5 $\frac{3}{4}$ in. (for Longfocus Cameras).

Protar, Series V, f/18, Eq. Focus 3.4 in. . . . £ 3· 4·0
Interiors and Architecture.

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

Tessar, Series Ic, f/3.5, Eq. Focus 12 in. . . . £ 25· 0·0
Portraiture.

Tessar, Series Ic, f/4.5, Eq. Focus 8.2 in. . . . £ 10· 0·0
Rapid Instantaneous Photography.

Tessar, Series Iib, f/6.3, Eq. Focus 7 in. . . . £ 7· 0·0
Hand Cameras and Groups and Instantaneous Photo-
graphy.

Double Protar, Series VII 4.4, f/6.3, Eq. Foci
two 14 in. £ 11· 3·0
Resulting focus 8 in. (for Longfocus Cameras).

Protar, Series V, f/18, Eq. Focus 4.5 in. . . . £ 3· 4·0
Interiors and Architecture.

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

Tessar, Series Ic, f/4.5, Eq. Focus 16 in. . . . £ 35· 0·0
Portraiture.

Tessar, Series Iib, f/6.3, Eq. Focus 12 in. . . . £ 17· 0·0
Groups and Instantaneous Photography.

Double Protar, Series VII 6.5, f/7, Eq. Focus
19 and 16 in. £ 17·12·0
Resulting focus 10 $\frac{1}{2}$ in. (for Longfocus Cameras).

Protar, Series V, f/18, Eq. Focus 7.1 in. . . . £ 5· 0·0
Interiors and Architecture.



Taken with **TESSAR** lens
 $1:6 = 3 f = 23\frac{1}{4}$ in.

Polar Bears
in Carl Hagenbecks Menagerie, Stellingen

Louis Held
Court Photographer, Weimar



Reginald B. Lodge, Enfield

Taken with ZEISS-MAGNAR 1:10

Zeiss-Magnar 1:10, Eq. Foc. 18 in. in focusing jacket, for rigid $\frac{1}{4}$ -plate hand cameras, about 6 in. extension £ s. d.
10-0-0
 Portraiture, Balloon and Tele-photographic Snapshots.

The camera should be sent on for adaptation; usual cost of adaptation **10-0**

Goergen's Special Shutter No. VI, including cost of adaptation **1-3-0**

Stand Head with Universal joint **7-0**

Yellow Glass Filter $\times 5$ for Zeiss-Magnar . . **1-2-6**

Case for Zeiss-Magnar **3-0**

THE BRITISH JOURNAL ALMANAC ADVERTISEMENTS.

The **PALMOS - CAMERAS**
 sole agents
CARL ZEISS (London) Ltd.
 13-14, Great Castle Street, Oxford Circus. W.

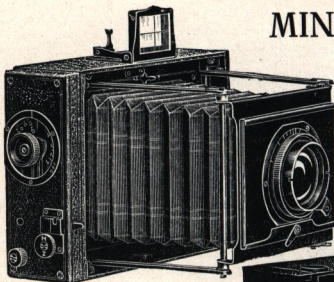


Taken with the **UNIVERSAL**
PALMOS-CAMERA

and **TESSAR** lens
 1:6.3 $f=7\frac{1}{8}$ in.

Chess Players

A. Böhme, Jena, phot.



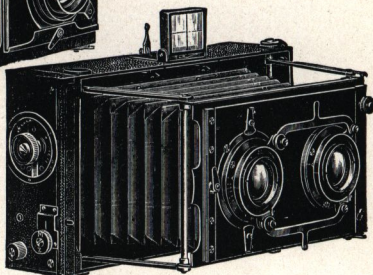
$3\frac{1}{2} \times 2\frac{1}{2}$, $4\frac{1}{2} \times 3\frac{1}{2}$
and 5×4 in.

MINIMUM - PALMOS

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

For Hand and Stand Use.

$6\frac{3}{4} \times 3\frac{1}{4}$ 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 IIb, $f/6.3$, Eq. Focus 4.4 in.		£ 13· 8-0
with Tessar, Series Ic, $f/4.5$, Eq. Focus 4.4 in.		£ 13· 18-0
	$4\frac{1}{2} \times 3\frac{1}{2}$ in.	
with Tessar, Series IIb, $f/6.3$, Eq. Focus 6 in.		£ 14· 4-0
with Tessar, Series Ic, $f/4.5$, Eq. Focus 6 in.		£ 15· 16-0
	5×4 in.	
with Tessar, Series IIb, $f/6.3$, Eq. Focus 6 in.		£ 14· 19-0
with Tessar, Series Ic, $f/4.5$, Eq. Focus 6 in.		£ 16· 11-0
	$6\frac{3}{4} \times 3\frac{1}{4}$ in. for Stereo and Panorama	
with Tessars, Series IIb, $f/6.3$, Eq. Focus 5.4 in.		£ 22· 9-0
with Tessar, Series IIb, $f/6.3$, Eq. Focus 7 in. instantaneous exposures (panorama)		£ 19· 6-0

UNIVERSAL-PALMOS.

Figures see next page.

1. For Snapshots and Long Focus Exposures only

$4\frac{1}{4} \times 3\frac{1}{4}$ in. or 5×4 in. with Series VII 3.2, $f/7$, Foci $11\frac{1}{2}$, $8\frac{3}{4}$ in., resulting focus $5\frac{3}{4}$ in.	£ 19· 10-0
$6\frac{1}{2} \times 4\frac{3}{8}$ in. with Series VII 4.3, $f/7$, Foci 14 and $11\frac{1}{2}$, resulting focus $7\frac{1}{4}$ in.	£ 33· 9-0

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

$4\frac{1}{4} \times 3\frac{1}{4}$ in. or 5×4 in. with Series VII 3.2, $f/7$, Foci $11\frac{1}{2}$, $8\frac{3}{4}$ in., resulting focus $5\frac{3}{4}$ in. Protar Series V, $f/18$ focussing mount, Focus 3.4 in.	£ 23· 11-0
$6\frac{1}{2} \times 4\frac{3}{8}$ in. with Series VII 4.3 as above and Protar Series V, $f/18$, Focus 4.4 in.	£ 36· 13-0

Extra:

Stereoscopic Equipment with 2 Tessars $1/6.3$, Foci 5.6 and Stereo Compound shutter	£ 14· 6-0
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STEREO-PALMOS

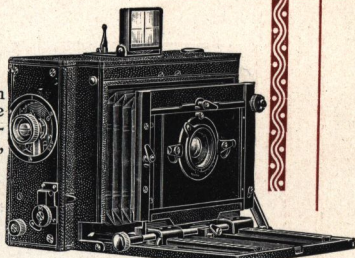
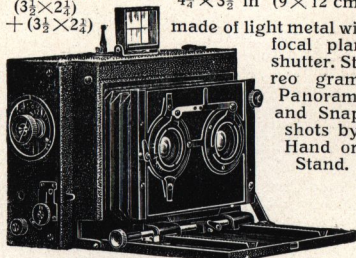
Stereograms

($3\frac{1}{2} \times 2\frac{1}{4}$)

+ ($3\frac{1}{2} \times 2\frac{1}{4}$)

$4\frac{3}{4} \times 3\frac{1}{2}$ in (9 × 12 cm)

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



Snapshots $\frac{1}{4}$ plate

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

1. Equipment for Stereograms and Panorams

2 Tessars, Series IIb, $f/6.3$, Eq. Focus 3.3 in. £ 19-12-0

2. Equipment for Stereograms, Panorams and Snapshots

2 Tessars, Series IIb, $f/6.3$, Eq. Focus 3.3 in. and 1 Tessar, Series IIb, $f/6.3$, Eq. Focus 6 in. £ 24-12-0

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

Tessar, Series Ic, $f/4.5$, Eq. Focus 6 in. £ 17-4-0

or Tessar, Series IIb, $f/6.3$, Eq. Focus 6 in. £ 15-14-0

4. Adaptation for close range Stereograms £ 5-5-0

UNIVERSAL-PALMOS

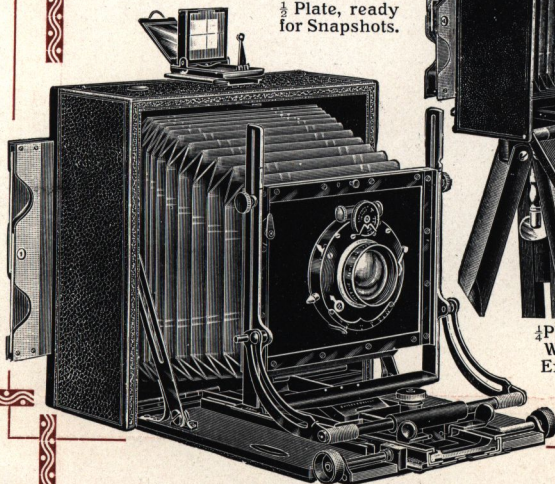
See table on page 96.

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

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



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



A. Böhme, Jena, phot.

Tennis Players

Taken with **MINIMUM-PALMOS-
CAMERA** 4×5 in.and **TESSAR**
Series 1c 1:4.5 f=6 in.