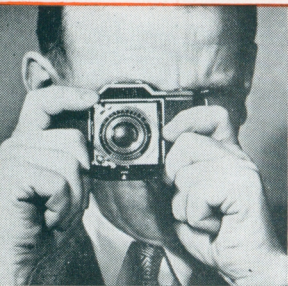


★  
*Zeiss Ikon*  
**IKONTA**  
**35**



**SMALL • FAST**  
**VERSATILE**



*Zeiss Ikon*

**IKONTA 35**

*Small, yet extremely  
capable*

This new Zeiss Ikon model is truly pocket size—measures only  $2\frac{5}{16}$ " x  $4\frac{7}{8}$ " x  $1\frac{5}{8}$ " closed, and weighs but 17 oz. Remarkably easy to operate . . . fast . . . versatile. The kind of camera that will become a constant companion!

### **AVAILABLE WITH TWO LENSES**

The one model, shown on front page, has a Tessar f/2.8 lens of 4.5 cm. ( $1\frac{4}{5}$ " ) focal length in Compur Rapid shutter with speeds from 1 to 1/500 sec. and B. The shutter has a reinforced cable release socket and a flash synchro socket. This model also has built-in finder shoe on top of camera body for accommodating finders, including range-finders and other accessories.

The other model, illustrated on page 3, has a Novar f/3.5 lens of 4.5 cm. ( $1\frac{4}{5}$ " ) focal length in Prontor shutter with speeds of 1 sec. to 1/300 sec., B. and self-timer. The shutter is provided with built-in delayed action mechanism and internal flash synchronizer.

Both lenses are coated and highly corrected anastigmats, suitable

### **FOR COLOR AND BLACK-AND-WHITE**

Their short focal lengths provide great depth of field.

Ikonta 35 uses standard 35 mm film cartridges, giving 20 or 36 pictures, 1 x  $1\frac{1}{2}$ ". Available everywhere.

**THE BODY** of the Ikonta 35 is of cast aluminum, light yet sturdy and compact.

The Ikonta 35 has a built-in counter which shows number of shots made, and is equipped with safety device which automatically prevents double exposures. On the top of the body you will also find a dial which can be set to show kind of film you have loaded—whether color or black-and-white. The “red dot” setting of fixed focus and lens opening provides a safe and quick average for most snapshots, a great help to beginners and appreciated even by experienced photographers.

A pressure plate inside the back keeps film accurately on focal plane. And the take-up spool is built in—you can't lose or misplace it. Filters can be screwed on lens mount and need not be removed when closing camera. Film winding knob is at base of camera within easy reach of your thumb. All controls are at fingertips.

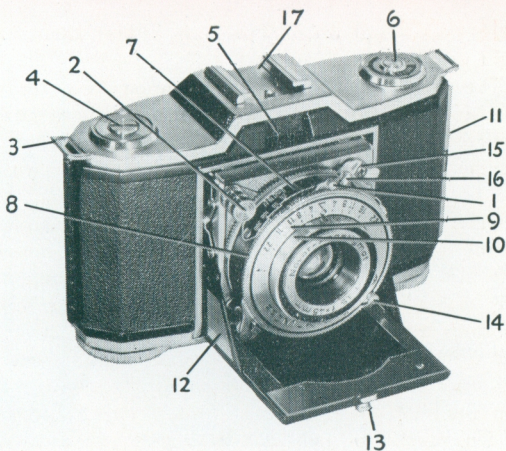
## **EXAMINE THE IKONTA 35**

You'll like the nicely proportioned shape of the Ikonta 35 . . . its elegantly finished and enduring satin chrome metal parts . . . and its handy carrying case. Examine this new and extremely popular camera. You'll quickly appreciate why it is winning so many friends!



*This is the size of the Ikonta 35 picture. Easily enlarged.*





- 1 — Lever for setting shutter
- 2 — Lever for releasing shutter
- 3 — Eyelet for carrying strap
- 4 — Tripod socket covered by screw
- 5 — View-finder, recessed
- 6 — Telltale for type of film in camera
- 7 — Lens aperture scale
- 8 — Shutter speed setting ring
- 9 — Depth of field scale
- 10 — Focusing scale
- 11 — Lock for back
- 12 — Sides of baseboard
- 13 — Catch for locking front
- 14 — Winding lever for self-timer
- 15 — Socket for cable release
- 16 — Flash synchro socket
- 17 — Accessory shoe

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*Based on a tradition of 88 years of fine camera making, Zeiss Ikon cameras are masterpieces of optical and mechanical precision.*

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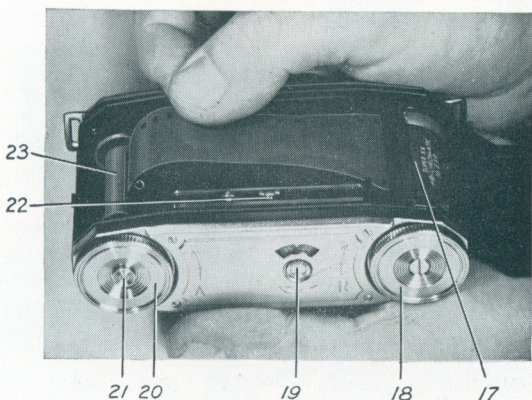
## EASY TO OPERATE

The Ikonta 35 camera is very easy to operate. Just press a button, and the front will snap open into position for immediate picture taking.

It is equally easy to open the hinged back and to load the camera. See below.

And how easily the film is wound! One knob for winding and one for rewinding. The film stops automatically for the next exposure. An automatic lock prevents accidental double exposures and blanks.

Shutter speed and lens diaphragm settings are visible from above and at your fingertips.



The IKONTA 35 is easily loaded

- 17—Cartridge 18—Rewinding knob 19—Exposure counter  
20—Film winding knob 21—Rewind release knob  
22—Film transport sprockets 23—Take-up spool



Always ready for instant shots — sports, landscapes, portraits, family pictures . . . Can easily be enlarged



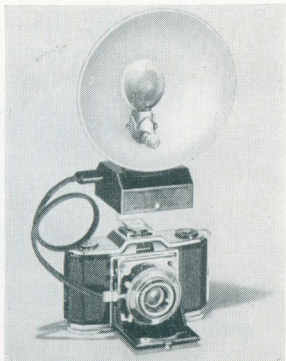
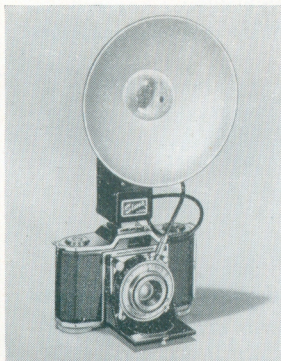
## AN IDEAL COMPANION CAMERA

Use the Ikonta 35 alone, or have it as a second camera for 35 mm color shots, in addition to your large model. So small, it fits into your side pocket or into a lady's handbag.

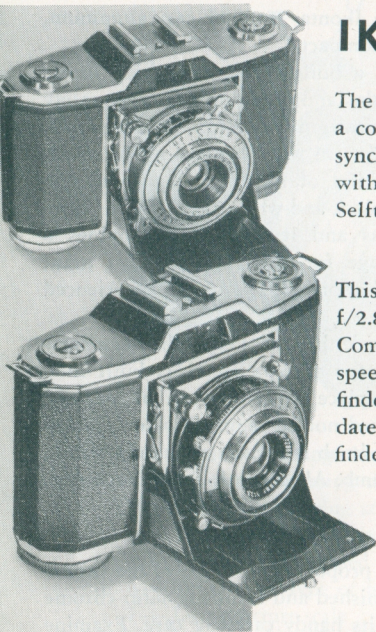
Available with stiff leather carrying case, as shown above, or zipper pouch of soft leather.



Both models are easy to synchronize with the commercial type of flash gun. The Compur and Prontor shutters have built-in sockets for internal synchronization. The Kalart Compak or Master with P. C. cord can be used with both shutters, also the Heiland guns and the Sims Series E with the proper flash cables.







## IKONTA 35

The model shown at left has a coated Novar f/3.5 lens in synchronized Prontor shutter with speeds to 1/300 sec. Selftimer.

This model has a coated Tessar f/2.8 lens in synchronized Compur Rapid shutter with speeds to 1/500 sec. A built-in finder shoe on top accommodates finders, including range-finders and other accessories.

## *Zeiss Ikon Cameras*

*Noted for  
Optical and mechanical perfection*