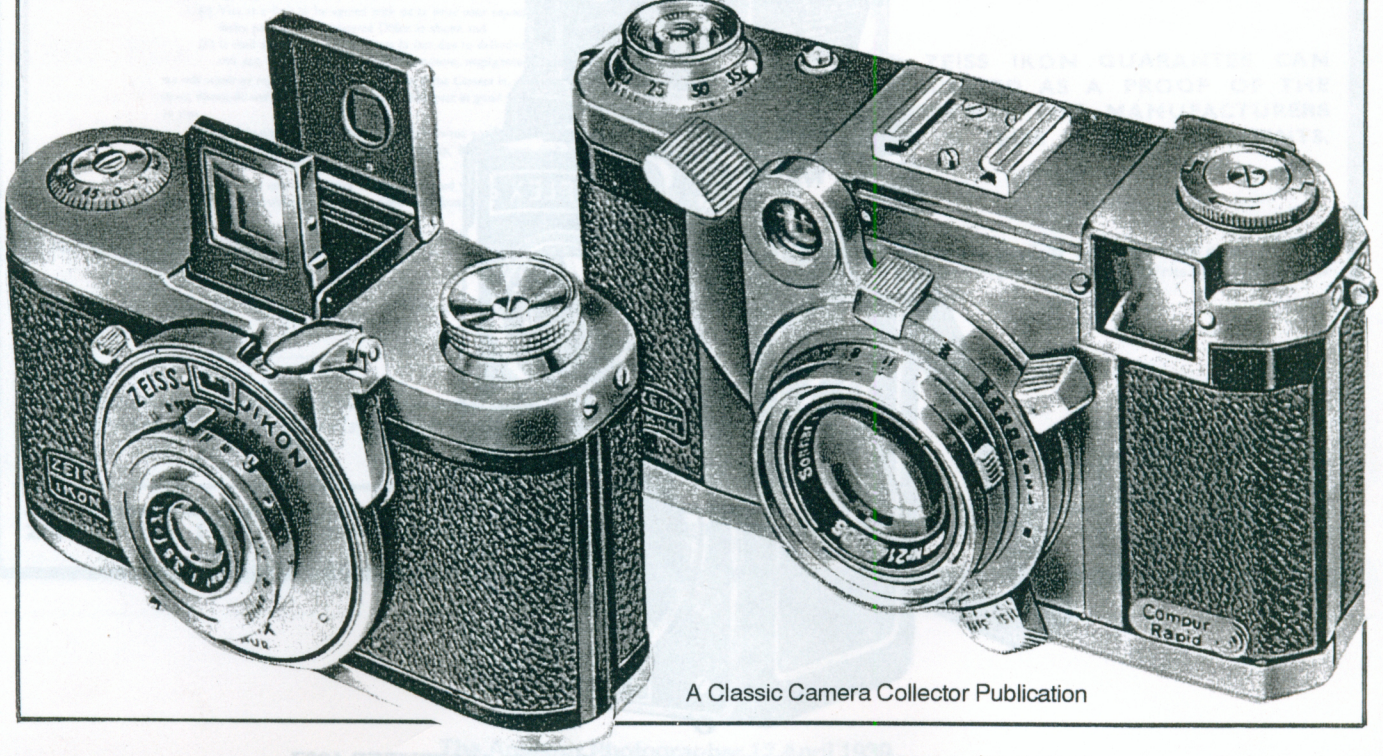
# Zeiss Ikon 1939

**An outstanding portfolio of advertising from ZEISS IKON LIMITED LONDON plus a complete Zeiss Ikon 40 page catalogue for 1939**

**The last catalogue from Zeiss Ikon London prior to World War II**




A Classic Camera Collector Publication

# It won't be long now!

The Zeiss Ikon Ikoflex III. Well, it was a nice camera.
We have to admit that in all humility, and then thank our lucky stars that Zeiss Ikon made cameras and not planes, which would have probably been a lot better than they are if they had. Zeiss Ikon stormed the world market with their precision cameras until the man Adolf leaned well out and dropped the big spanner into the works.

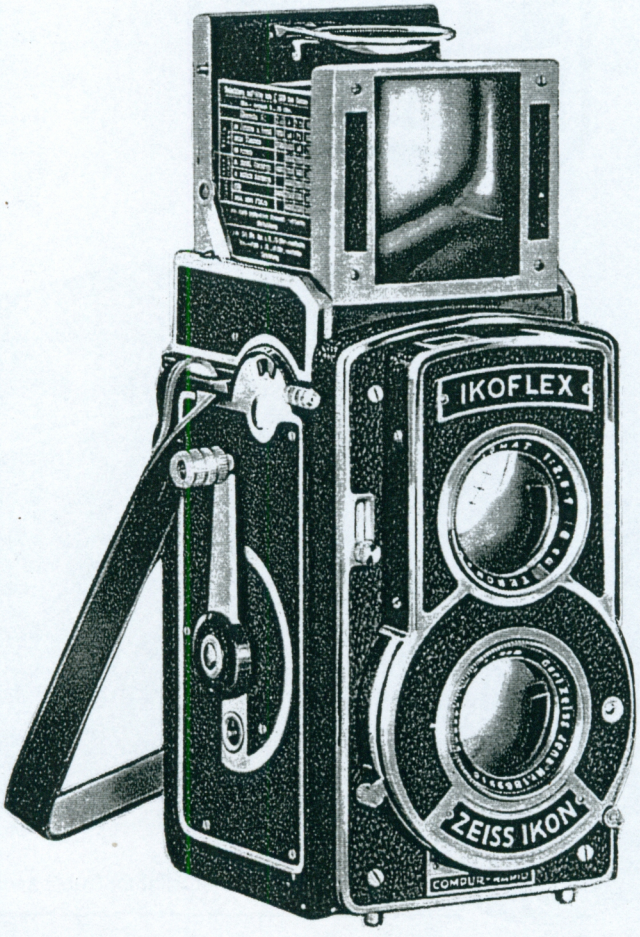
One of the outcomes - such a small, trifling, inconsiderable one in comparison with other world-shaking results that we are almost ashamed to mention it - was that nice comfortable German photographic industry quietly folded up, and if anything happens to the inspired Reichsfuhrer tomorrow and the peace bells ring out, we make bold to predict that it would take the same industry eighteen months to stagger to it's feet and start re-exporting. So here is a chance for our manufacturers to show what they can do.

In the meanwhile Contaxes and Super Ikontas are going. They are positively melting away, and we feel pretty confident in saying that remaining new stocks will be exhausted within a few weeks and by next Spring there just won't be any to be had for love nor money.

The above was taken from an R.G. Lewis (London) advertisement that appeared in the weekly journal Amateur Photographer dated 29 November 1939.

ZEISS IKON

The advertisements shown in this book are just a fraction of the many produced by Zeiss Ikon and their distributors throughout the world. The reproductions shown are from the same size originals held in the collection of ZHSA member Terence Sheehy.
The author would like to thank the Carl Zeiss Optiches Museum Oberkochen Germany for permission to use these advertisements and historic information.




A CLASSIC CAMERA COLLECTOR PUBLICATION (C) SEPTEMBER 1997

# The purchaser of a new Zeiss Ikon camera over £10 value or fitted with Compur shutter or accessory lens over £10 value is entitled to apply for the three years official ZEISS IKON GUARANTEE . . .

No.

**ZEISS IKON LTD.**
25-27, BERNERS STREET, LONDON, W.1.

**Camera Guarantee**

Description of Camera & Number

Type of Lens & Number

Date Purchased

Name and Address of Owner.

Precautions are taken to ensure the application of reasonable care and skill in the selection and use of the best material and the best workmanship. The goods are sold upon the terms that no warranty or condition, statutory or otherwise, is given or shall be implied, but the Company give to the purchaser of the above specified Camera the guarantee set out below:

To the owner above named:

If the Camera above described, having been continuously and being still owned by you and in your possession shall within three years from the date hereof develop any fault other than by reason of fair wear and tear, dirt, misuse, neglect or accident and provided that

(*a*) No alteration or addition (other than the addition of an accessory sold by us for use with a Camera of the type in question) shall have been made to the Camera and the same shall not have been dismantled or repaired by any Dealer or Repairer unless with our express consent in writing,

(*b*) That you forthwith after the fault appears communicate the facts to us at our Registered Office in England for the time being, giving all the particulars above set out,

(*c*) You at a date to be agreed with us at your own expense send the Camera or the faulty part to our Registered Office as above and

(*d*) It shall appear that the fault was in fact due to defective material or workmanship and not to fair wear and tear, dirt, misuse, negligence or accident,

we will repair or replace the defective part and if the Camera is, with our approval, returned to us, dismantle and reassemble, so as to leave the part in good working order, free of charge to you.

If there should be a difference of opinion between you and us as to whether or not the fault was due to defective material or workmanship, the difference shall be referred to the arbitration of a single Arbitrator.

You having sent the Camera to our Registered Office pursuant to the above, shall in any event be under obligation to remove the same from our premises, if required so to do.

*Dated this* ..... *day of* ..... 19.....

*Examined by* .....

*For ZEISS IKON, Ltd.*

*Director.*

*IMPORTANT:—If you take this Camera out of Great Britain, you should take this guarantee with you, as its production when the Camera is examined at the British Custom House on your return will greatly facilitate the re-admission of the Camera to this country without a claim for Duty.*

a reduced facsimile of which appears on the left. This Zeiss Ikon guarantee is only supplied for brand new Zeiss Ikon cameras, obtained by your dealer direct from Zeiss Ikon Ltd., and is the only guarantee recognized by us. The public are, therefore, advised in their own interests when buying Zeiss Ikon cameras coming under the guarantee terms to make sure that the guarantee application form supplied by Zeiss Ikon Ltd. is included with the camera.

All Zeiss Ikon cameras supplied by us to authorized Zeiss Ikon dealers in Great Britain and Ireland have distance scales engraved in feet and aperture values marked according to the R.P.S. standard. Other instruments are not covered by our guarantee.

The Zeiss Ikon guarantee is also accepted as evidence that Customs duty has been paid on the camera described therein. Zeiss Ikon camera owners, when returning from visits abroad, will avoid trouble at Customs examination if they produce the official Zeiss Ikon guarantee.

**THE ZEISS IKON GUARANTEE CAN BE ACCEPTED AS A PROOF OF THE CONFIDENCE THE MANUFACTURERS HAVE IN ZEISS IKON INSTRUMENTS.**

*Full particulars of all Zeiss Ikon models are contained in the newly published 24-page Spring list. Write or ask your dealer for a free copy.*

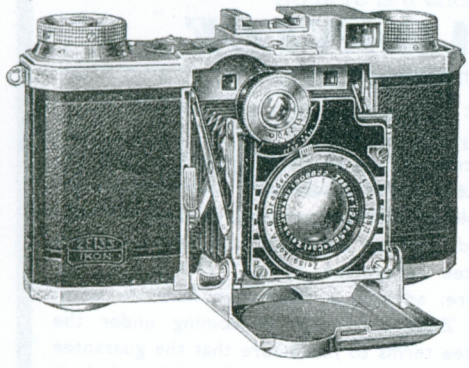
**ZEISS IKON LTD., 11, MAIDSTONE HOUSE, BERNERS STREET, LONDON, W.1**

ZEISS IKON

# "WALLACE HEATON" AND "CITY SALE"

## "Wallace Heaton" secures another amazing snip!

## BRAND NEW ZEISS IKON F/2.8 SUPER NETTEL MODEL II



Originally listed at £28 : 2 : 6

**Our Price £19 : 19 : 0**

**24 MONTHLY PAYMENTS OF 17/11**

35-mm. CAMERAS—they are in their original boxes, and are backed by our full three years' guarantee. This super chromium model, although new, will not be listed by the makers in their next season's list.

Compare our price for this astounding NEW bargain, with even second-hand bargains elsewhere, and then note that this particular model is fitted with a genuine Zeiss f/2.8 Tessar lens—probably the world's most famous camera objective. Add to this the superb chromium-plated finish which makes this most modern miniature so attractive and you will see why we claim it as the best of all bargains.

*READ THE SPECIFICATION.*

*Size only* 5¼×2¾×1¾ *in.*—picture size 36×24 mm.—takes 12 or 36 exposure daylight loading Contax or Leica films.

*All-metal* focal-plane shutter 1/5th sec. to 1/1,000th.

*Rotating Wedge* coupled range-finder—always accurate and dependable.

*Lens.* World-famous 5-cm. f/2.8 Zeiss Tessar in coupled focussing mount from infinity to about 3 ft.

*View-finder.* Direct-vision type through camera body.

*Release.* Conveniently situated on top of camera.

*Ideal for Colour Work*—for which the lens is admirably suited. Entirely self-contained, the baseboard completely encloses the lens, making it the "pocketable" miniature.

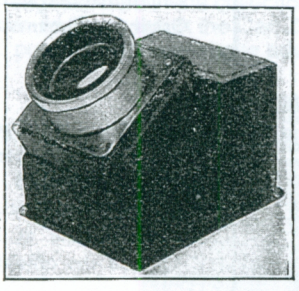
*AND THE PRICE*—£19 19 0. Originally listed at £28 2 6.

**Remember there is only a small quantity, which cannot possibly be repeated**

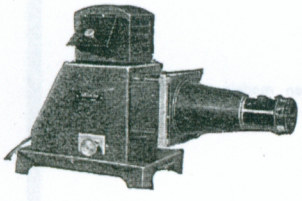
**AND THEY ARE ONLY OBTAINABLE FROM WALLACE HEATON LTD., 127, NEW BOND ST., W.1**

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### The "Minitography" (Regd.) BATTERY SLIDE VIEWER



Can be used anywhere as it is quite independent of electric mains. It is a great convenience to be able to view your "colour" snaps anywhere without a trailing cord. The viewing lens gives a particularly flat field and a good degree of magnification. The long-life battery, which works by a convenient switch, is cheaply and readily exchanged. This neat compact little viewer will make an ideal present for the miniaturist.....**£3 3 0**



### NEOKON Universal

The Neokon Universal is a 250-watt Projector of the same class as the Neokon de Luxe. It is, above all, remarkable for the intense illumination it yields, and for this reason is particularly suitable for the projection of Dufaycolor transparencies. With lamp, 250-watt, any voltage, and 150-mm. lens.....**£18 18 0**

**24 monthly payments of 17/-.**

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### SAVE OVER £8 ON THIS "SNIP"




### GENUINE UNUSED ZEISS IKON CONTAX MODEL I MINICAMS—AT ALL "WALLACE HEATON" AND "CITY SALE" BRANCHES.

Here is your chance to get one of Zeiss Ikon's finest makes of minicams at a price hitherto unheard of. Every instrument is absolutely guaranteed for 3 years and offered at about £9 below list price. Here's the specification :—

**Contax I,** with coupled range-finder, Tessar f/3.5 5-cm. lens, focussing down to 3½ ft., focal-plane shutter ½ to 1/1,000th sec., in maker's box with instructions. Original list price £31. Cash.....**£22 17 6**

**9 payments of 54/- or 24 payments of 20/6.**

Also with f/2.8 Zeiss Tessar.....**£25 12 6**

**BUY NOW AND SAVE £8!**

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*By appointment to H.M. the King*

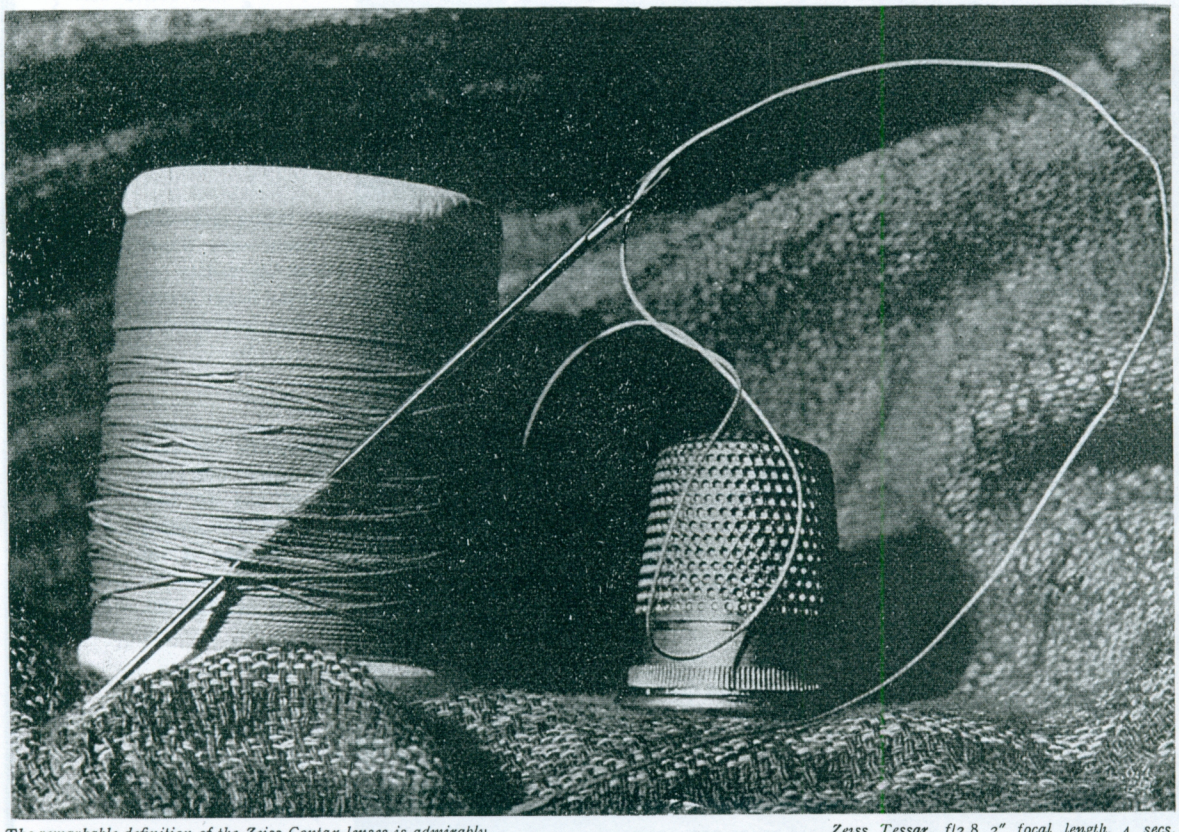
# WALLACE HEATON LTD.

127, NEW BOND STREET, LONDON, W.1

ALSO AT 47, BERKELEY STREET, W.1, AND 43, KENSINGTON HIGH STREET, W.8

**THE MINICAM AND CINECAM SPECIALISTS**

# WHO'S WHO . . . with the CONTAX



*The remarkable definition of the Zeiss Contax lenses is admirably demonstrated by this photograph, which also shows that the use of the Proxar supplementary lens does not impair definition. Stopping down was only necessary to obtain depth of focus. Contax Photo by Minicam.*

*Zeiss Tessar, f/2.8 2" focal length, 4 secs. exposure at f/16 with Proxar. 1 Nitraphot Lamp.*

It is well known that many photographers holding eminent positions in the photographic world use the Contax for much of their serious work. We hope to publish, week by week, pictures by such photographers, together with their comments on the Contax.



**MINICAM** (Mr. H. G. Russell)

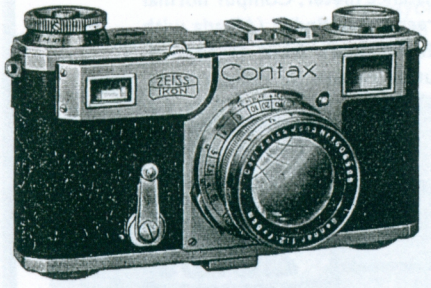
is known to thousands of miniaturists through his interesting and informative articles in the "Miniature Camera Magazine." Mr. Russell is the author of many books on photography, and he is known best of all to photographers as "Minicam."

Mr. Russell says :—

"Although still an amateur in the truest sense of the word, my work calls for a constant supply of pictures, equal in quality and definition to those produced by the professional.

"The Contax is full of likeable points—smooth shutter to 1/1,250th second, removable back which facilitates cleaning and loading, and that combined view-finder and range-finder window is a blessing. With my Contax II, a couple of Proxars and a flash-gun, I tackle any and every subject from cotton reels to circus pictures.

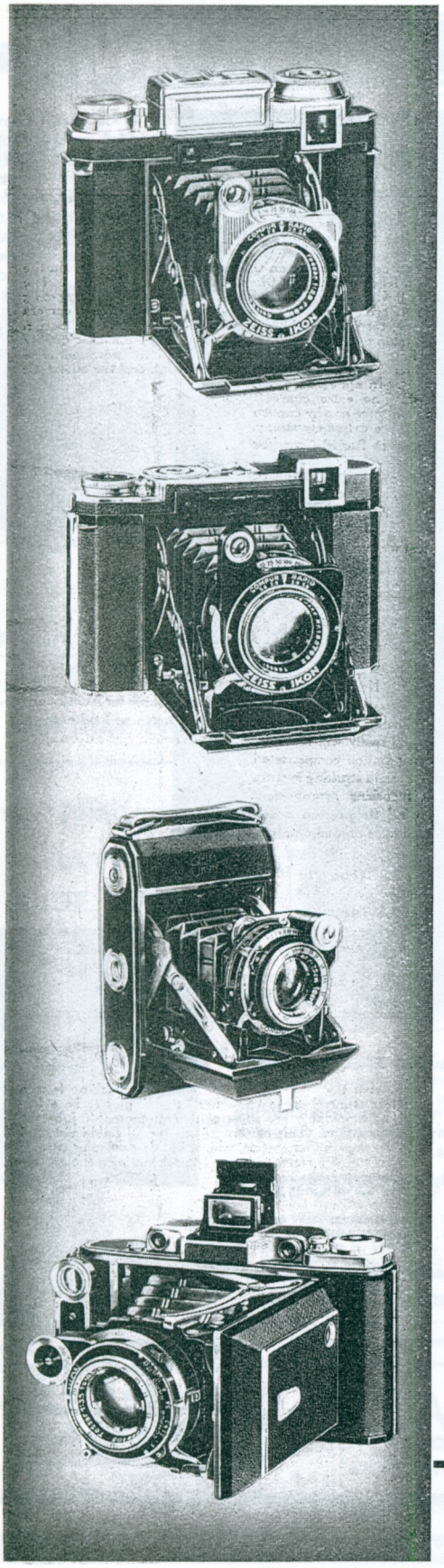
"I possess only one lens, a 2-in. f/2.8 Tessar, but I often borrow a 3⅜-in. f/2 Sonnar—a glorious optical achievement that!"




*Write for full particulars of the Contax, or better still ask your nearest Contax stockist for a demonstration.*

**ZEISS IKON LTD., 11, MAIDSTONE HOUSE, BERNERS STREET, LONDON, W.1.**

ZEISS IKON



# New Zeiss Ikon models are never experiments..

a statement which is proved by the fact that no camera produced by Zeiss Ikon has ever failed to fulfil the purpose for which it was designed. The photographer can place the utmost confidence in any new Zeiss Ikon model, because Zeiss Ikon, their predecessors and associated companies, have behind them 75 years of experience in high-class camera design and construction.

Now Zeiss Ikon introduce the first roll film camera taking large size pictures with built-in photo-electric exposure meter—the Super Ikonta 2¼×2¼ in. This new model is the world's most up-to-date roll film camera, and it justly takes its place at the head of the Super Ikonta series—the most successful range of precision roll film instruments.

**SUPER IKONTA 2¼×2¼ in.** (First illustration)

New Zeiss Ikon roll film camera with built-in photo-electric exposure meter, otherwise similar in most respects to model below, but gives 12 pictures 2¼×2¼ in. on the usual 3¼×2¼ in. spool, and has new easy loading feature. The film has only to be threaded and the winding knob turned until it locks, when the exposure counter is set automatically and the film is in position for the first exposure.

*Price **£43 15s. 0d.**

**SUPER IKONTA 2¼×2¼ in.** (Second illustration)

Almost similar to model above but without exposure meter. Distance meter and view-finder combined in one eyepiece, ultra rapid Zeiss Tessar f/2.8, Compur Rapid shutter to 1/400th second, delayed-action release, automatic exposure counter, double exposure and blank exposure prevention device, finder shoe to accommodate accessories.

Price **£30 7s. 6d.**

**SUPER IKONTA II, 2¼×1¾ in.** (Third illustration)

Lightest and most compact of the Super Ikonta series. Zeiss Ikon rotating wedge distance meter automatically coupled to the Zeiss Tessar f/3.5 or Novar f/3.5, Compur Rapid or normal shutter, shutter release on camera body, Albada finder, double exposure prevention device. Gives 16 exposures on 3¼×2¼ film. Prices from **£16 17s. 6d.**

**SUPER IKONTA II, 3¼×2¼ in.**

Available with rapid Zeiss Ikon Novar f/3.5 or Zeiss Tessar f/4.5 and f/3.5, automatically focussed by coupled distance meter, Compur normal or Compur Rapid shutter, wonderful direct vision finder (Albada with Tessar) springs open automatically when camera front is opened, double exposure prevention device, shutter release on camera body.

Prices from **£18 2s. 6d.**

*Write or ask your dealer for a copy of the newly published Zeiss Ikon 32-page list.*

**ZEISS IKON LTD., 11, Maidstone House, Berners Street, London, W.1**

ZEISS IKON

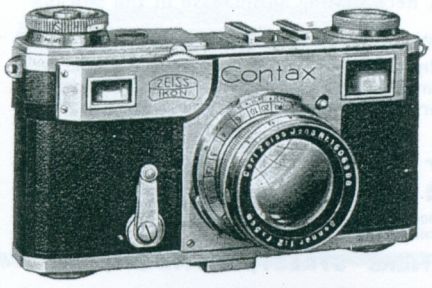
**IMPORTANT**
All current Zeiss Ikon 24×36 mm. miniature cameras sold in Great Britain or Ireland carry the three year written guarantee.




# Do you know what this is?

The illustration shows the bayonet mounting by which the 15 Zeiss lenses for the Contax can be interchanged in a few seconds. Lenses of 2" focal length fit into the inner bayonet mount and the spring catch "A" holds these lenses securely in position. Other lenses of longer focal length fit into the outer bayonet "B".

This bayonet mount system has advantages over other methods in the ease and simplicity with which the lenses can be changed, and also because of the large resting surface available there is no appreciable wear and tear, therefore the accurate seating of the various objectives can always be guaranteed.




The figures round the lens mount just above the letter "B" form a depth of focus scale and the depth of focus for any lens aperture for the particular distance focussed can always be read off from the top of the camera without having to turn it round.

That this and other Contax exclusive features have been appreciated is shown by the fact that 100,000 miniaturists have chosen the Contax as their instrument since it was first introduced in 1932.

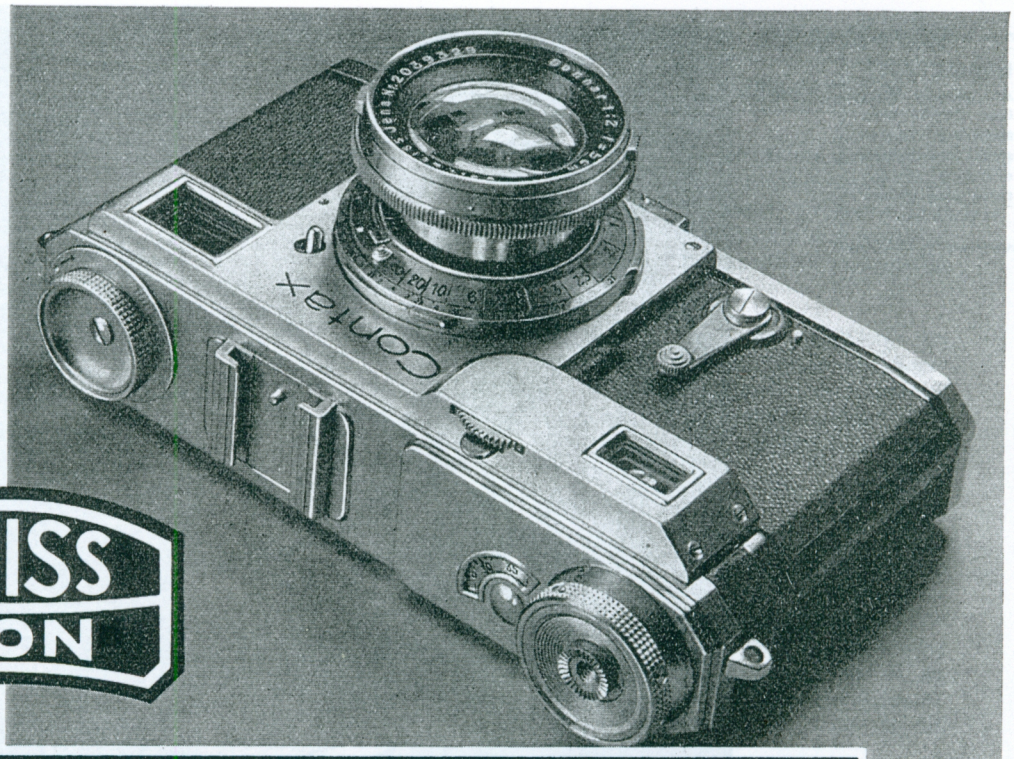
*All the interesting Contax features are fully described in "Contax Photography". Write for a copy—free on request—or ask your dealer for a demonstration.*

**CONTAX**

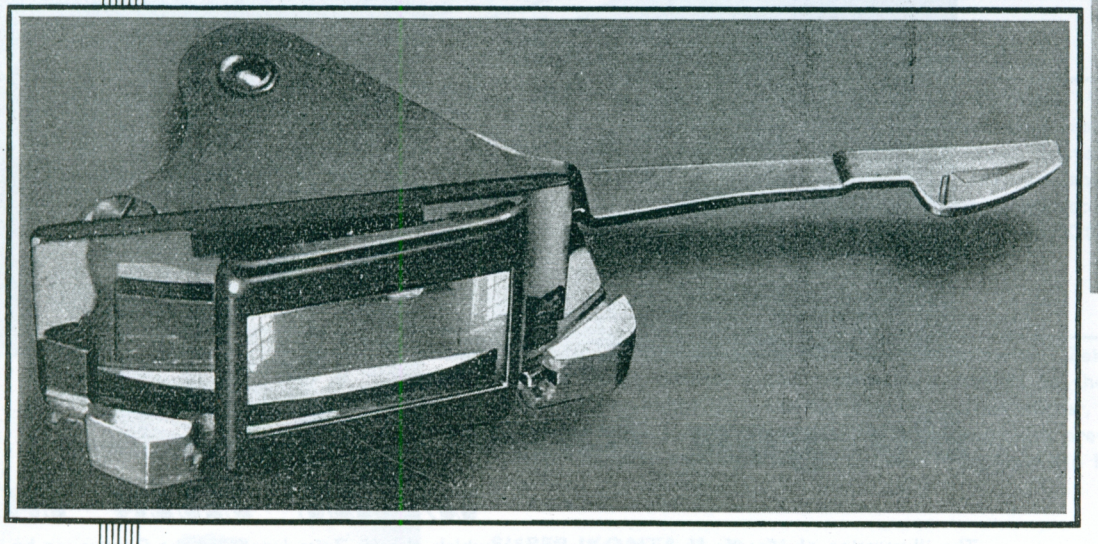
**ZEISS IKON LTD., 11, MAIDSTONE HOUSE, BERNERS STREET, LONDON, W.1**

**DO YOU KNOW THE CORRECT WAY TO HOLD A 'MINIATURE'?**

If you are doubtful, you should see page 24 of "The Miniature Camera at Work", 3/6, obtainable through Zeiss Ikon dealers.




ZEISS IKON



## *Two sliding wedges . . .*

form the basis of construction of the combined distance meter–viewfinder on the Zeiss Ikon Contax. The wedges shown in the lower illustration consist of two cylindrical lenses, and the sliding action of the wedges which takes place when focussing with the distance meter is automatically transferred to the lens focussing mount. It is thanks to this sliding wedge construction, only to be found on the Contax, that the fields of both distance meter and viewfinder have been combined without necessitating an increase in the size of the camera body.

Still further advantages are given by the sliding wedge system. The robust construction guarantees real accuracy and renders the camera completely immune from damage by shocks or jolts occurring in the course of reasonable usage. Extremes of temperature or humidity do not impair the accuracy of the meter, and this accuracy is such that long-focus lenses of wide aperture, giving very little depth of focus, can be focussed with the absolute assurance of needle-sharp pictures.

## CONTAX

*Write for a copy of the 120-page "Contax Photography" book, or, better still, ask your dealer for a demonstration.*

**ZEISS IKON LTD., 11, MAIDSTONE HOUSE, BERNERS STREET, LONDON, W.1**

# WHO'S WHO . . . with the CONTAX



It is well known that many photographers holding eminent positions in the photographic world use the Contax for much of their serious work. We are, therefore, publishing week by week, pictures by such photographers, together with their comments on the Contax.

*The illustration on the left shows Nova Pilbeam in "Young and Innocent" taken from the Circle of the Odeon Theatre, Muswell Hill, by kind permission of the Management. Contax, with Zeiss Sonnar f/2, 3⅛ in. focal length, 1/10th sec. exposure at f/2 with camera held in hand. (With acknowledgments to Gaumont-British Film Corp.)*

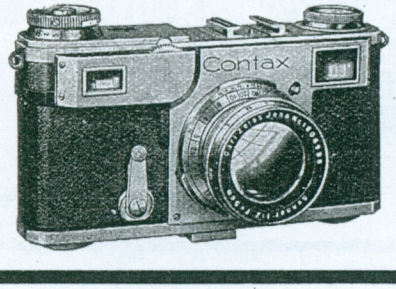
**MR. W. MITCHELL BOND**

is a specialised railway engineer, whose work in high-speed track adjustment is well-known to railway engineers. Mr. Bond is a gifted lecturer on railway engineering, and many members of London Photographic Societies will remember with pleasure his lectures on Contax Photography last winter. He has been an enthusiastic photographer for many years, and as far back as 1920 his work was extensively used for publicity purposes.



Mr. W. Mitchell Bond says :

"During my long experience as an amateur photographer, embracing press photography, sports pictures, technical photography, and now—my special joy—cinema and theatre pictures, I have known no camera to compare with the Contax. Its cleanness of design, its perfection both mechanically and in its optical equipment, give a confidence in use which I have never felt with any other camera. The Contax especially appeals to me because the ' hold ' has not to be changed when focussing near or distant objects, and because the detachable back enables me to load the camera with absolute certainty of sprocket engagement in the film perforations, and, not the least important, because the Sonnar f/2 and f/1.5 lenses do not have to be stopped down to give that exquisite definition so necessary in a miniature negative. There are so many other factors in favour of the Contax—the bayonet mounting of the lenses, the ideal positioning of the focussing control and shutter release, and the smooth action of the shutter which so materially assists when giving relatively long exposures in the hand."




*Write for a copy of the 120-page "Contax Photography" book, or better still examine the Contax for yourself at your nearest Contax dealers.*

**ZEISS IKON LTD.**
**11, Maidstone House, Berners Street,**
**London, W.1**

ZEISS IKON



Taken with Super Ikonta 3¼″×2¼″ with Zeiss Tessar F/4.5, 1/250th second at F/5.6 by Wm. H. Cox of Luton.

ZEISS IKON

# Hunting . . .

Some hunt with the hounds . . . and some with the camera. The huntsman can never be sure of his quarry, but the photographer who uses a Super Ikonta can always be sure of his picture.

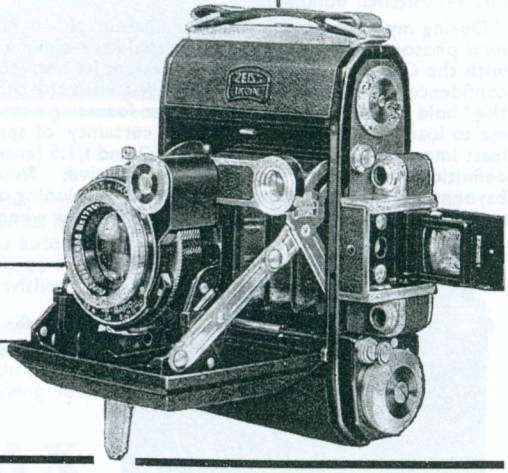
The rapid Zeiss Tessars and Compur Rapid shutter to 1/400th or 1/500th second will capture action subjects, such as the illustration, under indifferent lighting conditions, and all the pictures will be needle sharp thanks to the accuracy of the rotating wedge distance meter.

Also there are Super Ikonta models provided with an arrangement which makes unintentional double exposures impossible because of an interlocking device between the film-wind and shutter release.

The Super Ikonta models are available in the following picture sizes : 2¼″×1¾″, 2¼″×2¼″, 3¼″×2¼″ and, of course, all current models carry the Zeiss Ikon written guarantee for three years.

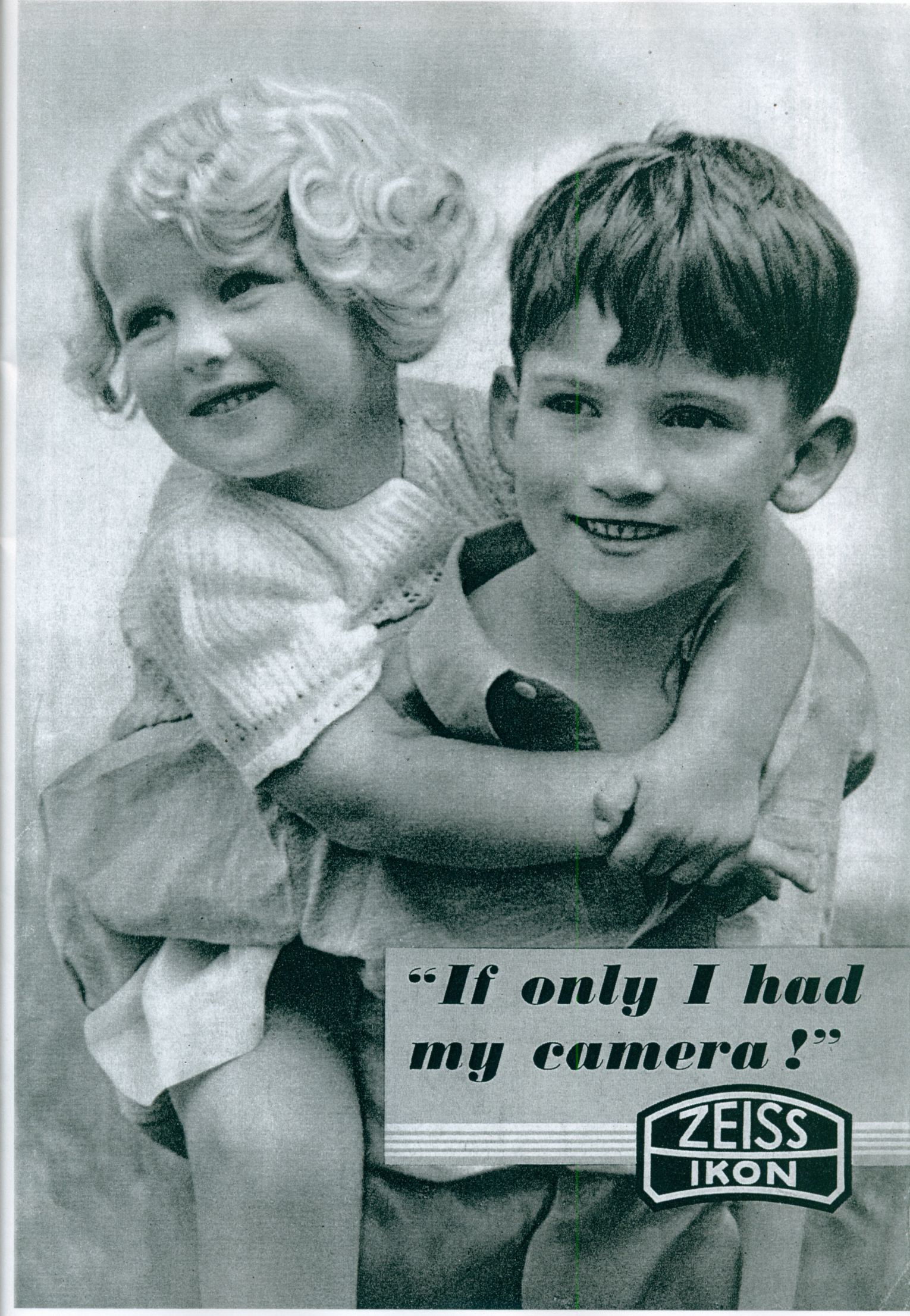
## SUPER IKONTA

*Write for a copy of the interesting prospectus "Miniature Camera Advantages with Large Size Negatives", or ask your dealer for a demonstration.*



Super Ikonta II, 2¼×1¾ in.

**ZEISS IKON LTD., 11, MAIDSTONE HOUSE, BERNERS STREET, LONDON, W.1**


"If only I had my camera!"
ZEISS
IKON

# "If only I had my camera. . . . . "

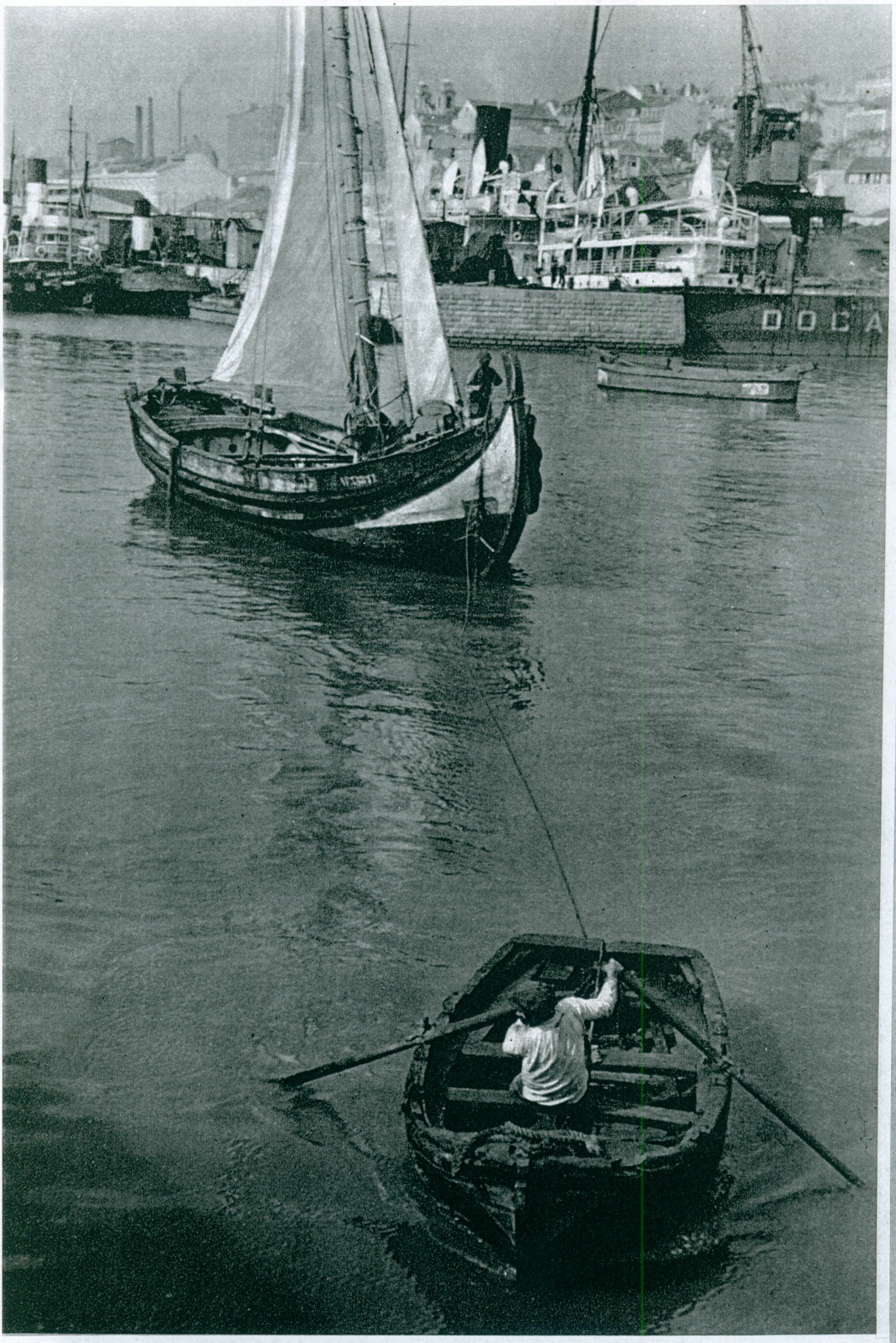
How often with most of us has an occasion arisen when we would have liked a snapshot record of some particular event, but for some reason, perhaps because we had not a camera at the time, we have been unable to gratify our wishes. Perhaps children will provide some such charming incident as depicted, for instance, on the cover picture of this booklet or else some particularly attractive landscape or village scene will appear when one is out for a walk. There are many Zeiss Ikon cameras so light and compact that they can be carried comfortably in the pocket or handbag and they are ready for action in a split second. Zeiss Ikon films have such high sensitivities that exposures to 1/1,250th second are possible, and in spite of this high speed their grain is very fine - in fact ideal for enlarging purposes. Even such troubles as double-exposure, blurred pictures through camera movement, lack of sharp focus, and even incorrect exposure are dealt with more or less automatically in certain models of the Zeiss Ikon range.

In fact, Zeiss Ikon cameras offer every inducement to take snapshots when desired, and those who still believe that taking photographs is a difficult business only to be acquired if one has special aptitude and skill should read through the pages following and learn differently.

*All prices are current from June 1st 1939, and are subject to alteration without notice.*




*Cover illustration from photo by H.B.Burdekin ARPS, taken with Contax Zeiss Sonnar f/2 50mm Focal length, 1/50th sec at f/5.6 yellow filter.*



Taken with Contax. Zeiss Sonnar, *f*/2, 2″ focal length; $\frac{1}{125}$ sec. at *f*/5.6. Light yellow filter. Zeiss Ikon Panchrom film.

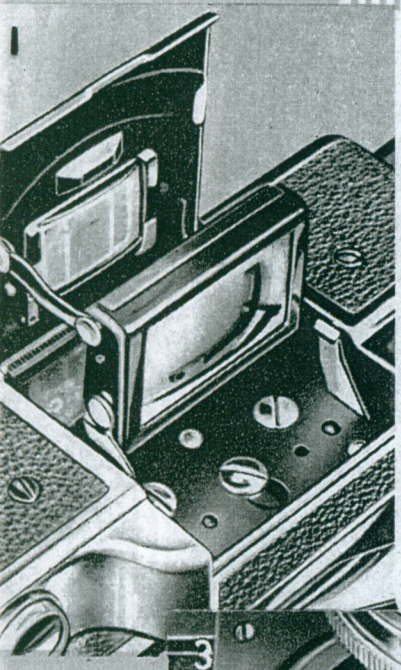
# A Glossary of Photographic Technical Terms used in this List

**1. Albada, finder by Van** (*see illustration*).—A modern optical type view-finder, in which the actual field covered by the camera is indicated by a white boundary line surrounding it. The boundary line seems to be just as far away as the subject photographed and the latter is either in its actual size or only slightly reduced. Very valuable for objects in rapid motion.

**2. Apertures and Rapidity of Lenses.**—The " equivalent aperture " of a lens is the relation between its diameter and its focal length. With a diameter of 1 inch and a focal length of 4 inches, for example, the aperture is 1 : 4, which is usually written *f*/4. All lenses fitted to Zeiss Ikon cameras, except Box Tengors, are provided with an iris diaphragm, the purpose of which is to reduce the lens aperture when the full opening is not required. The smaller the aperture the less light passes through the lens, and the longer must be the exposure time. The reduction of the lens aperture however increases the depth of focus—*see* " Depth of Focus."

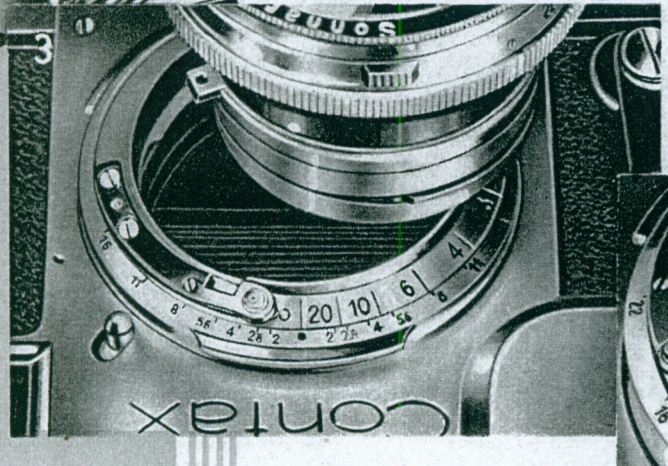
**3. Bayonet Mount** (*see illustration*).—A special type of lens mounting used on the Tenax II, Contax, Nettax, Contaflex and Movikon lenses. The lenses not being screwed in, are rapidly interchangeable.

**4. Combined View-Finder and Distance Meter Eyepiece.**—In the Tenax II, Contax II and III, and in the Super Ikonta taking $2\frac{1}{4}'' \times 2\frac{1}{4}''$ pictures, the fields of the view-finder and distance meter are seen through a single eyepiece. Focussing and composing the picture is thus done simultaneously ; a considerable increase in speed of manipulation is the result.



**5. Delayed Action Shutter Release.**—When the photographer wants to appear in the picture, the delayed-action shutter release is needed. This is a small clockwork device mounted inside the casing of the shutter. When the shutter release is pressed, the clockwork takes from 10-12 seconds to run down before the shutter opens. The table on page 7 shows which shutters have this mechanism.

**6. Depth of Focus** (*see illustration*).—At the largest lens apertures only a relatively restricted zone of the subject or scene being photographed is sharply recorded : especially does this apply with " close ups," and if objects considerably nearer to or farther away from the camera than the actual distance on which the lens is focussed are to be sharp, the aperture size must be reduced. In this connection, it is worthy of note that lenses of short-focal length have a very much greater depth of focus than those of long-focal length. The illustration No. 6 shows the special scale giving depth of focus at various apertures with the Contax.







**7. Distance Meter** (*see illustration*).—The miniature cameras Tenax II, Super Nettel, Nettax and Contax, as well as the cameras in the Super

Ikonta series and the Movikon 11 16, have a distance meter constructed on the Zeiss Ikon wedge system built into them as an integral part of the camera. On looking through the eyepiece of this meter, unless the object being photographed is correctly focussed, two images are seen overlapping each other, but a turn of a small wheel fuses them into one. When the twin images of the object are fused in this way, the lens is automatically focussed by the coupling mechanism between it and the distance meter. *See also* Note 4—combined view-finder distance-meter.

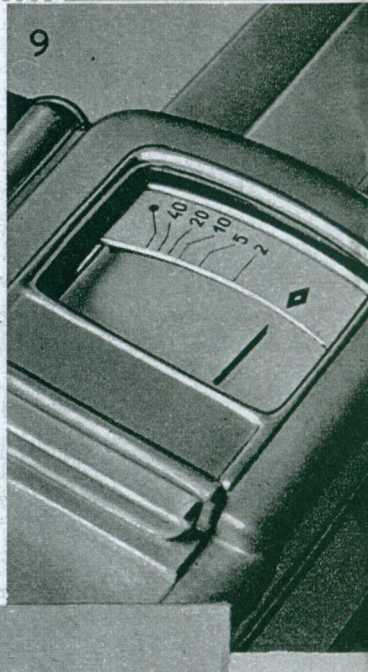
**8. Double Exposure Prevention Device** (*see illustration*).—The majority of Zeiss Ikon cameras—the principal exceptions are the Nettars—have a device which prevents giving unintentionally two exposures on one section of film. With the "Miniatures"—Tenax, Super Nettel, Nettax, Contax and Contaflex, the film and shutter wind are coupled; that is, the action of setting the shutter also winds on the next section of film.

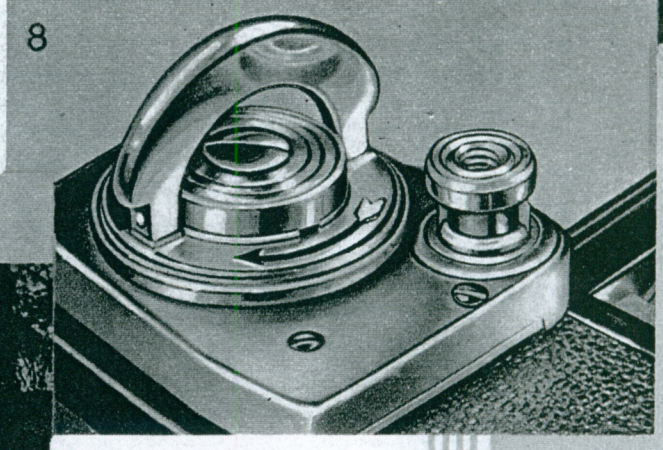
The Super Ikonta $2\frac{1}{4}'' \times 2\frac{1}{4}''$ and the Ikoflex II and III have a reciprocal interlocking device of shutter and film wind—the shutter can only be released when a fresh section of film has been wound into position, and conversely the film can only be wound on after an exposure has been made. With the Super Ikonta II $2\frac{1}{4}'' \times 1\frac{3}{4}''$ and $3\frac{1}{4}'' \times 2\frac{1}{4}''$ the Ikonta and the Box Tengor II, the shutter can only be released after the film has been wound on. A red signal shows if this has been done.

**9. Exposure Meter** (*see illustration*).—In the Contax III and the Contaflex, a very reliable and sensitive photoelectric exposure meter is provided as an integral part of the camera—therefore accurate exposure times can be found without working these things out in one's head. The Zeiss Ikon Helios exposure meter is of a somewhat similar type, and a combined exposure and distance meter can be obtained in the Zeiss Ikon Helicon.

**10. Filters.**—The effects of light and colours on the human eye and the sensitive film in the camera are by no means the same. Our eyes accommodate themselves to the prevailing light, while the reaction of the film is constant. Further, the rendering of colours in correct monochrome can only be effected by using a suitable filter on the camera lens, in order to correct the reaction of the film to colour. For this reason, a yellow or yellow-green filter is used in landscapes and a blue in artificial light.

**11. Focal Length.**—The focal length of a lens determines the scale of the image on the film. In taking certain subjects, *e.g.*, portraits, heads, flowers and other close-up studies, which must be as large as possible in the negatives, a lens of a longer focal length than normal is desirable, but if as much must be included in the picture as possible, as is often the case with interiors, a wide angle lens, *i.e.*, one of short focal length is used. In extreme long distance work, a telephoto lens may be used with advantage. The focal length of a lens used for


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normal work, landscapes, seascapes, full length portraits, groups, general sports, etc., should be equal to the length of the diagonal of the negative—never choose a short focal length for everyday subjects.

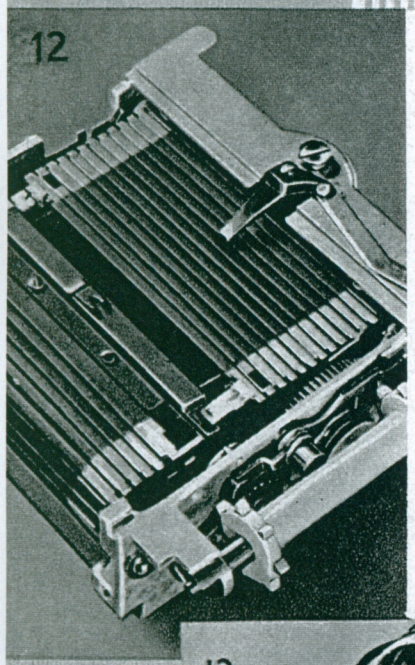
**12. Focal-Plane Shutter, Metal** (*see illustration*).—The Super Nettel, Nettax, Contax and Contaflex cameras are all fitted with the Zeiss Ikon metal flexible focal-plane shutter. This shutter is completely unaffected by temperature and other climatic conditions, and always works with the same accuracy.

**13. Lenses** (*see illustration*).—The choice of a lens type is a matter that only the photographer can decide, for he alone knows the uses to which it is to be put. For snapshots and holiday records, a simple and inexpensive lens, such as that of the box camera, is more or less satisfactory provided lighting conditions are good. Those, however, who wish to take photographs in the rain, at twilight, or night snapshots, must obtain a Zeiss Ikon camera of the more advanced type and a much better lens of the Zeiss Tessar or Sonnar classes. There are also telephoto and wide angle lenses for special purposes. The price of a lens rises with its range of service or versatility, for the larger the maximum aperture and the more accurately the corrections are made, the more difficult and costly is it to manufacture.

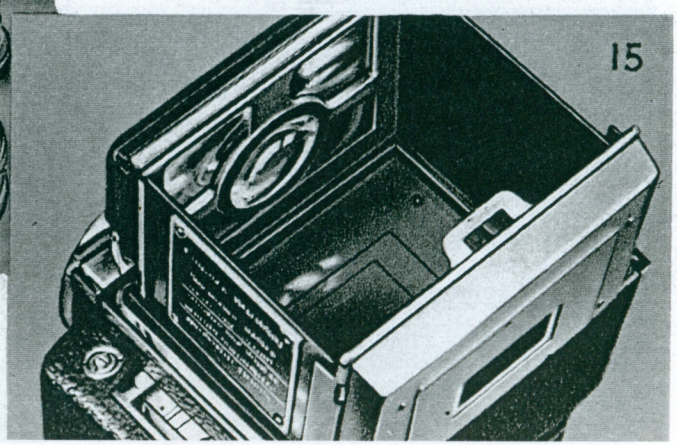
**14. Orthochrom and Panchrom.**—Zeiss Ikon Panchrom film differs from Orthochrom film by its improved rendering of colour values. Orthochrom film is sensitive to violet, blue, green and yellow-green, while Panchrom is sensitive as well to yellow, orange and red. In daylight the two films, speed for speed, have about the same sensitivity but in artificial light Panchrom film is much more suitable.

**15. Reflex Cameras** (*see illustration*).—The Zeiss Ikon reflex cameras—Contaflex and Ikoflex—have a special finder or viewing lens built into a housing in the camera body, and a tilted mirror behind the lens throws an image on a convex lens at the top of the camera, the under side of this latter lens being "matted." Thus the image is seen on a real focussing screen, instead of through an optical view-finder or distance meter. The subject may be watched even during exposure.

**16. Shutter Release on Camera Body** (*see illustration*).—Among the more frequent photographic "faults" is the trouble of "camera shake," which causes a blurred picture because the camera was moved or jarred while the shutter was taking the picture—usually caused by the shutter release being pressed with too much of a jerk. Even with shutter exposures of 1/50th, 1/100th or even 1/200th of a second unconscious moving of the camera whilst it is held in the hand is quite possible, to say nothing of the slower speeds. The correct placing of the shutter release on the body of the camera itself largely obviates camera shake, because the instrument need no longer be balanced in one hand while the other presses the shutter release. The new Zeiss Ikon release is one of the most important of hand camera improve-


12


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ments in recent years. It allows both hands to hold the camera, and a single finger presses the convenient release button on the camera body.

**17. Shutters and Shutter Speeds** (*see illustration*).

| Shutter Type. | Time | | Automatic exposures Seconds. |
|---|---|---|---|
| | Long. | Short. | |
| Box Tengor | — | B | $\frac{1}{25}$. |
| Automat | T | B | $\frac{1}{25}$ and $\frac{1}{75}$. |
| *Automat S. | T | B | $\frac{1}{25}$ and $\frac{1}{75}$. |
| *Derval | T | B | $\frac{1}{25}$, $\frac{1}{50}$ and $\frac{1}{100}$. |
| *Telma | T | B | $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$ and $\frac{1}{175}$. |
| *Klio OO | T | B | 1, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$ and $\frac{1}{175}$. |
| *Klio O | T | B | 1, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$ and $\frac{1}{150}$. |
| Compur OO | — | B | 1, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$ and $\frac{1}{500}$. |
| Compur OOR | — | B | 1, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$, $\frac{1}{250}$ and $\frac{1}{500}$. |
| *Compur OS | — | B | 1, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$ and $\frac{1}{250}$. |
| *Compur OSR | — | B | 1, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$, $\frac{1}{200}$ and $\frac{1}{400}$. |
| Focal-plane shutter | — | B | Super Nettel and Nettax, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$, $\frac{1}{200}$, $\frac{1}{500}$ and $\frac{1}{1000}$. |
| A special form of wire release is provided to give long time exposures with cameras fitted with all Compur Shutters and double exposure prevention device. | | | Contax II and III, and Contaflex, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{125}$, $\frac{1}{250}$, $\frac{1}{500}$ and $\frac{1}{1250}$ ($\frac{1}{1000}$ with Contaflex); the built-in delayed-action release can also be operated to give one second exposure. |

* With delayed action release.

**18. Two-point Setting of Focussing Scale and Iris Diaphragm** (*see illustration*).—At one particular setting of lens aperture and focussing distance, the depth of focus ranges between approximately 12 feet and infinity, which is ample for average snapshots. These two points are marked with red dots on the scales of all Nettar, Ikonta and Super Ikonta cameras. Thus one has only to adjust the focussing scale to its red point, and the diaphragm similarly, when all outdoor snapshots over 12 feet away will be sharp.

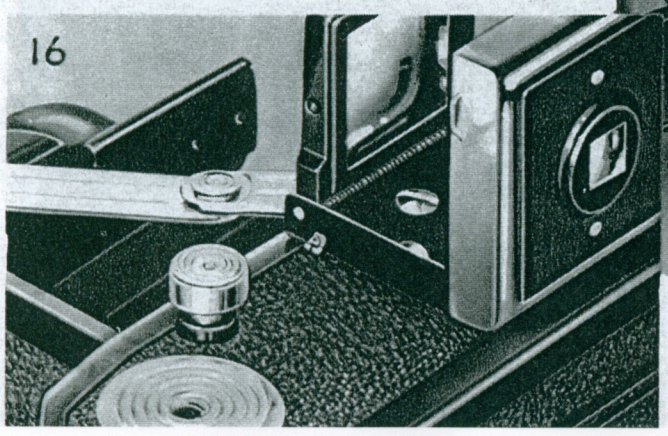
*Note.*—Zeiss Ikon cameras take daylight loading films. Do not load or unload in full sunshine ; always choose a shady spot.

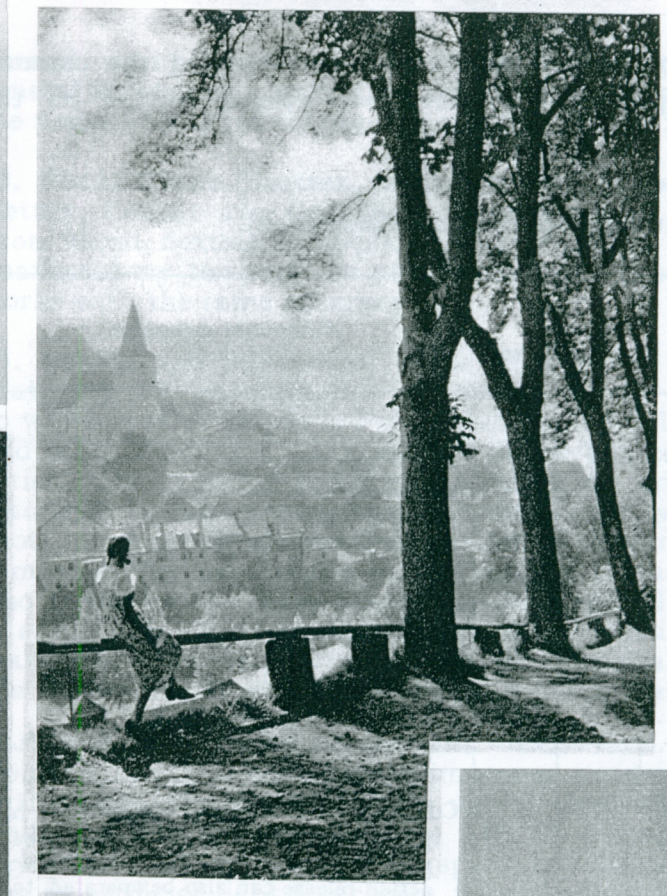
An instruction book accompanies every Zeiss Ikon camera.

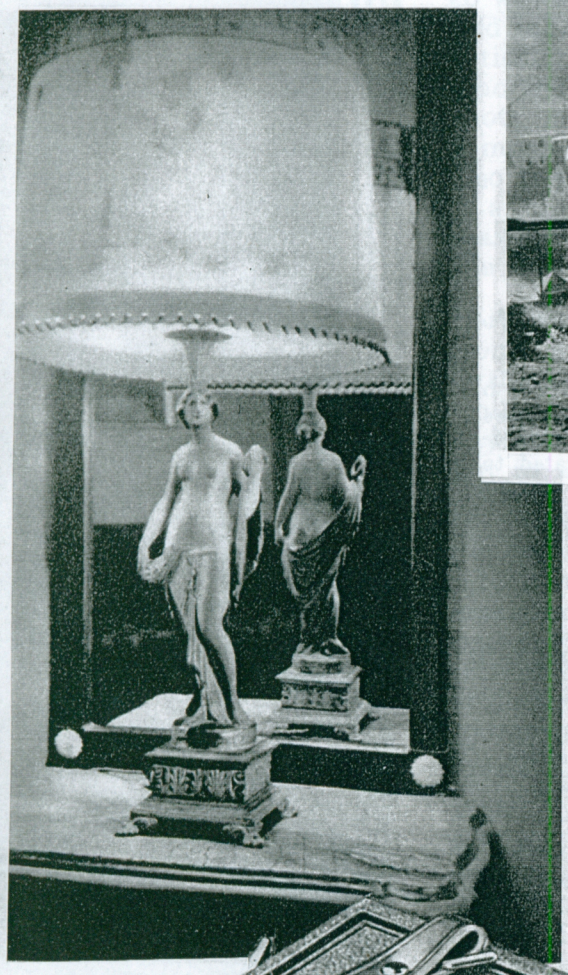


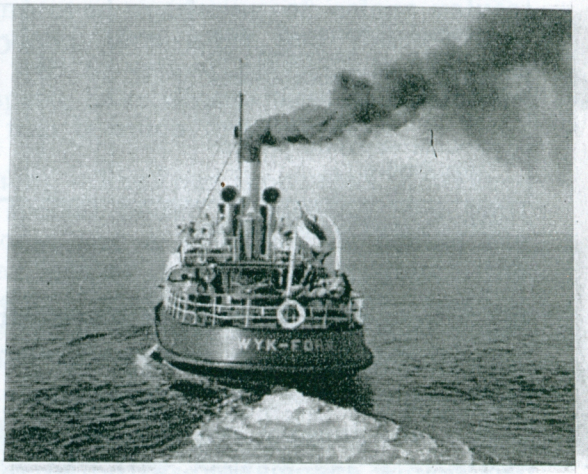


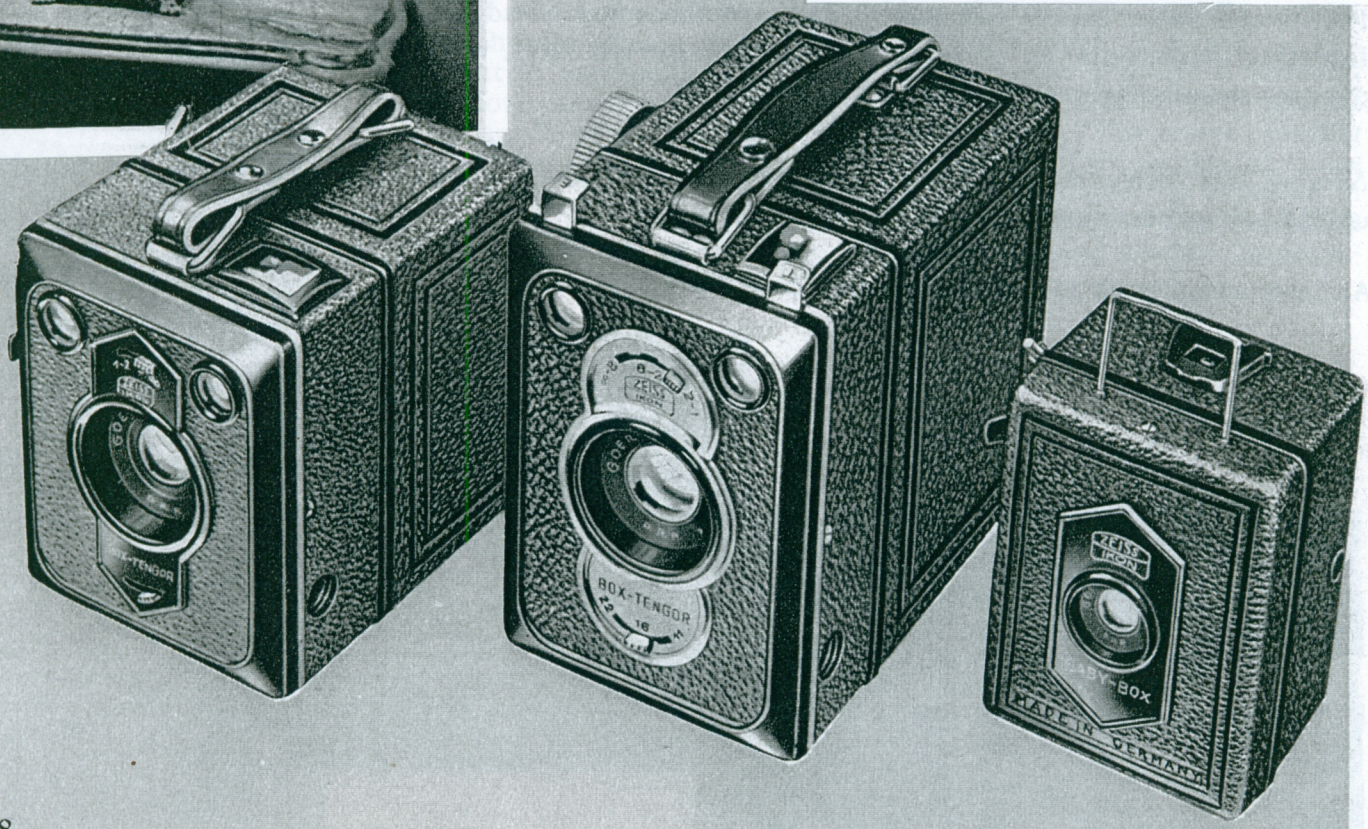











BOX-TENGOR
ZEISS IKON
LADY-BOX
MADE IN GERMANY

# Security against unintentional double exposure

Even the cheapest group of cameras made by Zeiss Ikon has one model possessing an automatic device which prevents two exposures on the same section of film. The Box Tengor II taking $3\frac{1}{4}'' \times 2\frac{1}{4}''$ pictures has such an interlocking device between the shutter and film-winding key which comes into action as soon as a picture has been taken. Consequently until the film has been wound on ready for the next picture, it is impossible to use the shutter again. Moreover, a clever signal device is provided which indicates clearly whether the film has already been wound on or not. This mechanical safety device makes snapshotting with the Box Tengor II particularly reliable, for pictures cannot be spoilt by taking two snaps on one section of film. So far as focussing is concerned, the Box Tengors have fixed-focus lenses which record everything sufficiently sharp over a few feet distant from the camera, and built in supplementary lenses are supplied for close-up portraits and groups except with the Baby size. The shutter gives snapshot and time exposures, and three different lens apertures can be used.

Box Tengor Model I is not provided with the double exposure prevention device. Large brilliant finders are fitted, except Baby size, which has the direct vision frame type.

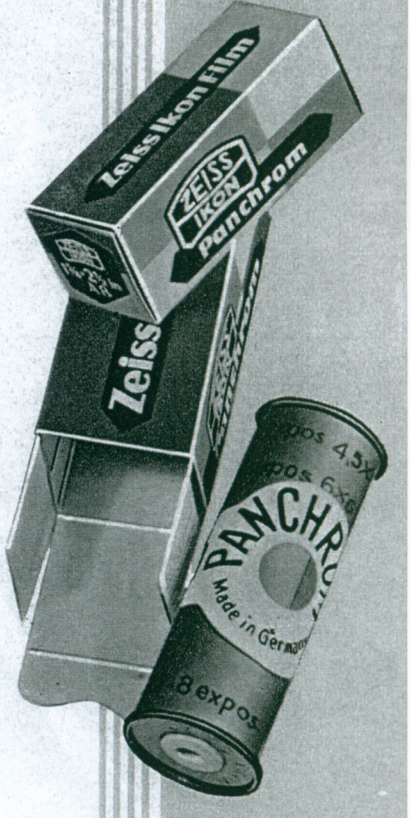
**Box Tengor with Frontar *f*/11 and special shutter.**

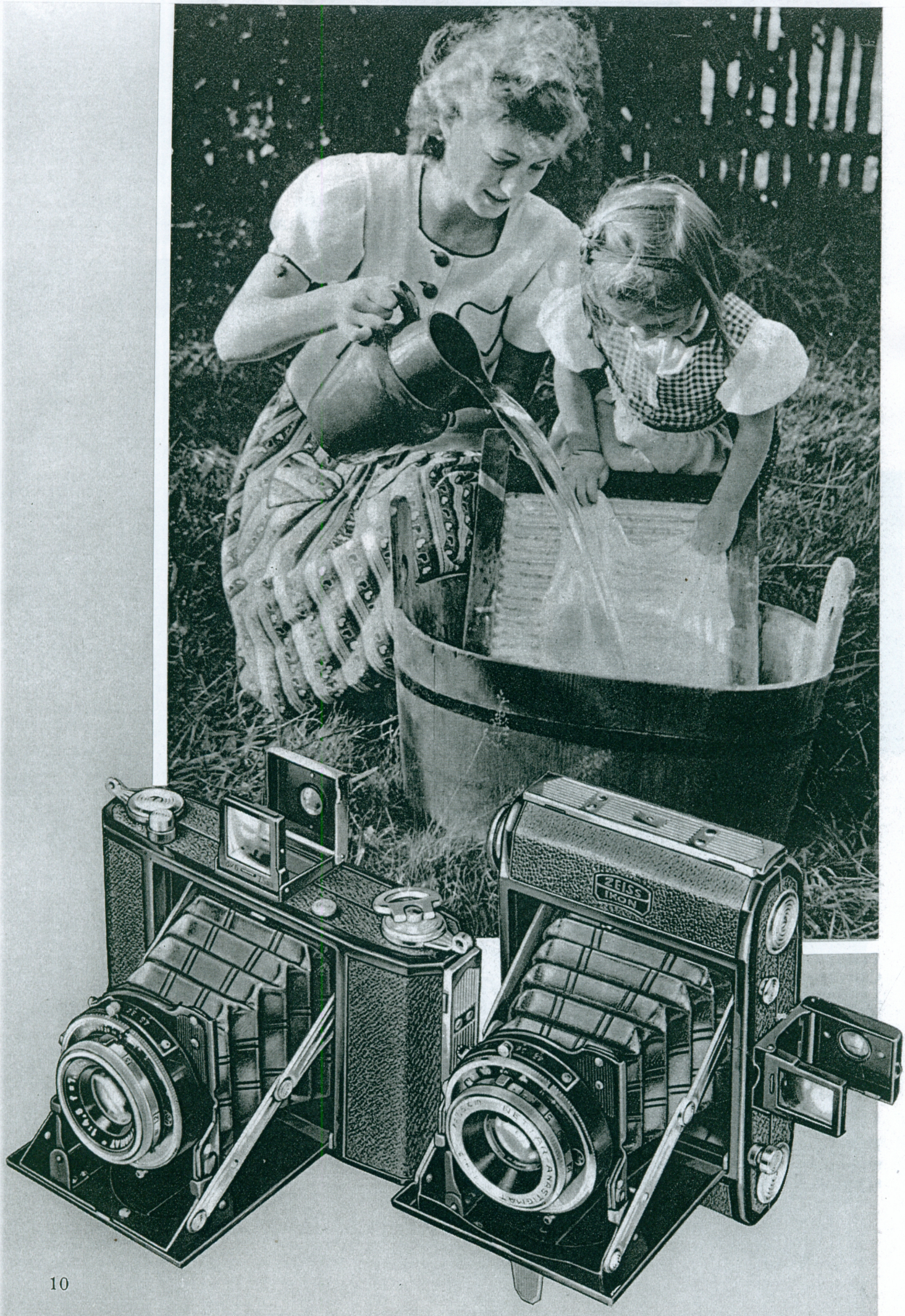
| For pictures : | $1\frac{5}{8}'' \times 1\frac{1}{4}''$ *(16 exp.) | $2\frac{1}{4}'' \times 1\frac{3}{4}''$ (16 exp.) | $3\frac{1}{4}'' \times 2\frac{1}{4}''$ (8 exp.) | $3\frac{1}{4}'' \times 2\frac{1}{4}''$ Model II† |
|---|---|---|---|---|
| | £ s. d. | £ s. d. | £ s. d. | £ s. d. |
| Price .. .. | 1 0 0 | 1 5 0 | 1 7 6 | 1 12 6 |
| Canvas case .. | — | 3 0 | 3 6 | 3 6 |
| Leather case .. | 3 0 | 6 0 | 7 0 | 7 0 |
| Yellow filter .. | 4 6 | 6 9 | 6 9 | 6 9 |
| Wire release .. | 1 6 | 2 3 | 2 3 | 2 3 |
| Camera weight .. | 8 ozs. | 15 ozs. | 19 ozs. | 19 ozs. |

* No supplementary lenses with this model—objects as near as 3-5 feet will be in focus.

† With double exposure prevention device.

Box Tengors $2\frac{1}{4}'' \times 1\frac{3}{4}''$ and $3\frac{1}{4}'' \times 2\frac{1}{4}''$ take usual $3\frac{1}{4}'' \times 2\frac{1}{4}''$ B2 or similar wide diameter spools. Baby Box Tengor takes $2\frac{1}{2}'' \times 1\frac{5}{8}''$ A8 spool or similar—obtainable everywhere.




ZEISS
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# An excellent choice

. . . . . is to be found among the various models in the Nettar group, which possess the advantages of being low in price yet advanced in design. They have six main technical points: real anastigmatic lenses, fully automatic self-erecting mechanism, the convenient vibrationless body shutter release (except with two cheapest models), optical direct-vision finders, provision for the attaching of a supplementary collapsible large brilliant finder, and the well-known Zeiss Ikon two-point focus setting for rapid snapshot work, see note 18 on page 7. Using this device most outdoor snapshots can be undertaken without any need to bother about the exact distance between camera and subject. Because of the smooth-working body shutter release the danger of blurred images due to camera shake during exposure is reduced to the minimum. In the models fitted with Derval, Telma and Klio shutters, all the settings for aperture, shutter speed and focussing distances can be read from above. Models with *f*/4·5 lenses have an invisible screw thread cut on the outside of the lens cell which takes a screw-on filter which can be closed up in the camera.

**Nettar for 2¼″ × 1¾″ pictures—16 exposures.**

Dimensions, 1¼″ × 3″ × 4½″—Weight, 14½-15¼ ozs.

| Lens. | Focal length. | Shutter. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|---|
| Nettar *f*/6.3 | 3″ | Derval | 515 Cd. | 3 | 7 | 6 |
| Nettar *f*/6.3 | 3″ | Telma | 515 Ct. | 4 | 0 | 0 |
| Nettar *f*/4.5 | 3″ | Telma | 515 Dt. | 5 | 0 | 0 |
| Nettar *f*/4.5 | 3″ | Klio OO | 515 Dk. | 5 | 12 | 6 |

**Nettar for 2¼″ × 2¼″ pictures—12 exposures.**

Dimensions, 1¼″ × 3″ × 5¼″—Weight, 19 ozs.

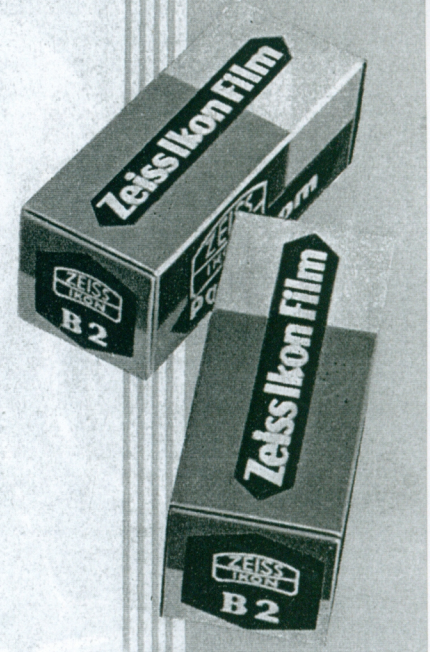
| | | | | | | |
|---|---|---|---|---|---|---|
| Nettar *f*/6.3 | 3″ | Telma | 515/16 Ct. | 4 | 17 | 6 |
| Nettar *f*/4.5 | 3″ | Klio OO | 515/16 Dk. | 6 | 7 | 6 |

**Nettar for 3¼″ × 2¼″ pictures—8 exposures.**

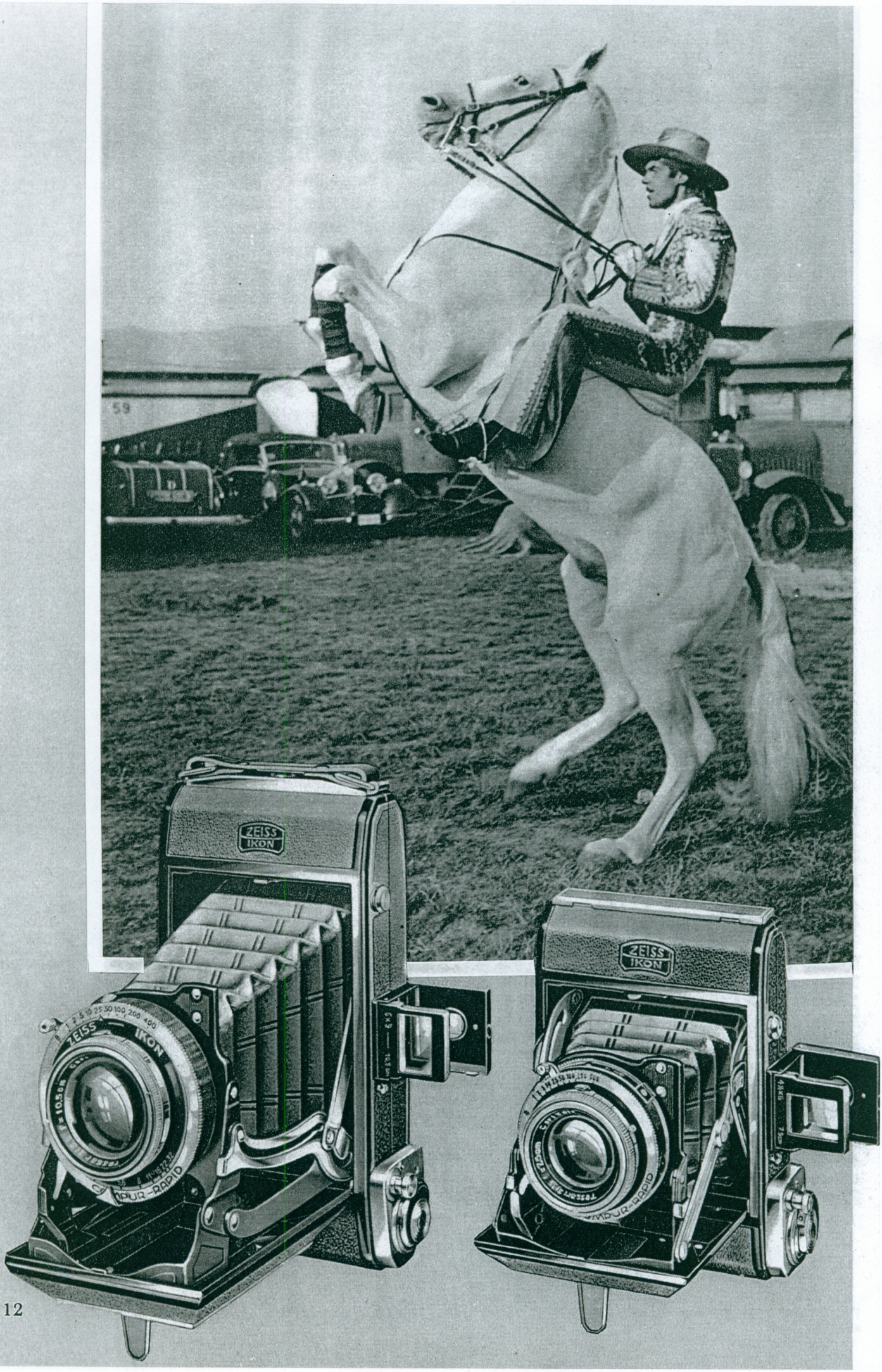
Dimensions, 1⅜″ × 3⅛″ × 6″—Weight, 20-23 ozs.

| | | | | | | |
|---|---|---|---|---|---|---|
| †Nettar *f*/7.7 | 4⅛″ | Automat | 510/2Aa | 2 | 12 | 6 |
| †Nettar *f*/7.7 | 4⅛″ | Automat, with delayed action release. | 510/2Aas | 3 | 5 | 0 |
| Nettar *f*/6.3 | 4⅛″ | Derval | 515/2 Cd. | 3 | 12 | 6 |
| Nettar *f*/6.3 | 4⅛″ | Telma | 515/2 Ct. | 4 | 2 | 6 |
| ‡Nettar *f*/4.5 | 4⅛″ | Telma | 515/2 Dt. | 5 | 12 | 6 |
| Nettar *f*/4.5 | 4⅛″ | Klio O | 515/2 Dk. | 6 | 5 | 0 |
| Nettar *f*/4.5 | 4⅛″ | Compur OS | 515/2 Dcs. | 7 | 5 | 0 |
| Zeiss Tessar *f*/4.5 | 4⅛″ | Compur OS | 515/2 Ucs. | 9 | 17 | 6 |

†Without shutter release on camera body, and with direct vision frame finder and brilliant finder instead of optical direct vision finder.
‡This model can also be supplied equipped with both frame and brilliant finders.
All Nettars take the usual 3¼″ × 2¼″ B2 or similar wide diameter spools obtainable everywhere.
For filters, leather cases, etc., see pages 35-39.




Picture on page 10 was taken with Nettar 2¼″ × 1¾″. Nettar *f*/4.5; 1/75th sec. at *f*/11.


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SUPER-RAPID
ZEISS
IKON
SUPER-RAPID

# The Ikonta

. . . . models typify all that is best in high-class folding non-distance meter cameras. Two very special features are the provision of a body shutter release and the double exposure prevention device with signal indicating whether the film has been wound on. If a white disc appears in the tiny window by the winding knob, the exposure has been made, and consequently until the film has been wound on the shutter release is locked and another film section cannot be exposed. Once the film is wound on, a red disc appears. This interlocking of shutter and film wind is absolutely reliable and prevents unintentional double exposures.

The Ikontas have as their optical equipment Zeiss Ikon Novars or Zeiss Tessars, also the Zeiss Ikon fully automatic self-erecting system, the body shutter release and provision on the front to take the new large Zeiss Ikon collapsible brilliant finder supplied as an extra. The standard view finder fitted to the Ikontas is a collapsible optical direct-vision type, which springs up automatically when the camera front is opened for use. Large-aperture Zeiss lenses—up to *f*/3·5—are available, and filters which screw on to the special invisible thread on the lens cell need not be removed before closing the camera. The Ikonta is also provided with the Zeiss Ikon two-point setting for aperture and focussing.

**Ikonta for 2¼″ × 1¾″ pictures—16 exposures.**
Dimensions, 1¼″ × 3″ × 4½″—Weight, 17 ozs.

| Lens. | Focal length. | Shutter. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|---|
| Novar *f*/3.5 | 3″ | Compur OO | 521 Fc. | **9** | **12** | **6** |
| Zeiss Tessar *f*/3.5 | 3″ | Compur OOR | 521 Lcr. | **13** | **10** | **0** |

**Ikonta for 2¼″ × 2¼″ pictures—12 exposures.**
Dimensions, 1¼″ × 3″ × 5¼″—Weight, 19 ozs.

| | | | | | | |
|---|---|---|---|---|---|---|
| Novar *f*/4.5 | 3″ | Klio OO . . | 521/16 Ik | **8** | **2** | **6** |
| Novar *f*/3.5 | 3″ | Compur OO | 521/16 Fc. | **10** | **10** | **0** |
| Zeiss Tessar *f*/3.5 | 3″ | Compur OOR | 521/16 Lcr. | **13** | **17** | **6** |

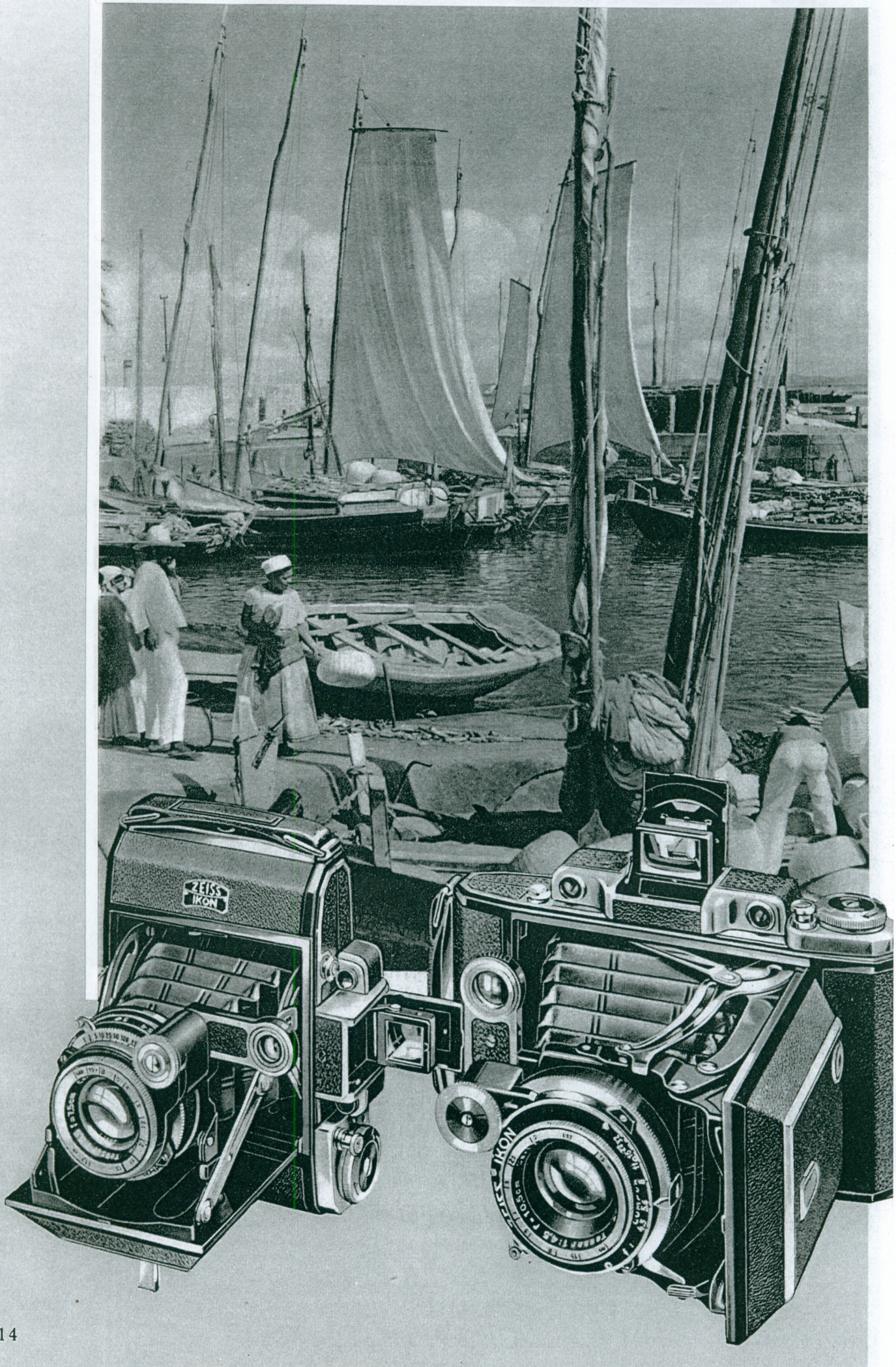
**Ikonta for 3¼″ × 2¼″ pictures—8 exposures.**
Dimensions, 1⅝″ × 3⅛″ × 6⅜″—Weight, 24 ozs.

| | | | | | | |
|---|---|---|---|---|---|---|
| Novar *f*/4.5 | 4⅛″ | Compur OS | 521/2 Ics. | **8** | **15** | **0** |
| Novar *f*/3.5 | 4⅛″ | Compur OS | 521/2 Fcs. | **9** | **12** | **6** |
| Novar *f*/3.5 | 4⅛″ | Compur OSR | 521/2 Fcsr. | **10** | **15** | **0** |
| Zeiss Tessar *f*/4.5 | 4⅛″ | Compur OS | 521/2 Ucs. | **11** | **10** | **0** |
| Zeiss Tessar *f*/3.5 | 4⅛″ | Compur OSR | 521/2 Lcsr. | **15** | **5** | **0** |

All Ikontas take the standard 3¼″ × 2¼″ B2 or similar wide diameter spools obtainable everywhere.
For prices of cases, yellow filters, etc., see pages 35-39.




Picture on page 12 was taken with Ikonta 2¼″ × 1¾″. Zeiss Tessar *f*/3.5; 1/500th sec. at *f*/5.6.


ZEISS
IKON

# Measurement is more accurate than guess work

. . . . and measurement of distances must be really accurate if one wishes to get the best out of extremely large aperture Zeiss lenses. For this reason, the Super Ikonta II has been fitted with the Zeiss Ikon rotating wedge distance meter coupled to the lens focussing. This distance meter can be set in a few seconds. By its help even at full lens aperture, dead accurate focussing is simple, and it is never necessary to stop down " a little more " to make sure that the desired plane is sharp. The distance meter used works on the principle of two rotating glass wedges, a system which has the advantage that it is particularly insusceptible to mechanical damage. The collapsible van Albada type finder supplied (except with Novar models) springs into working position automatically, and is specially valuable for sporting events. For the rest, the Super Ikonta II follows closely the features of the Ikonta series, having the same body shutter release, and self-erecting mechanism, invisible thread to take the new screw-over filters which close up in the camera, and the same double exposure prevention device. A mask is supplied with the Super Ikonta $3\frac{1}{4}'' \times 2\frac{1}{4}''$ (Novar model excepted) for taking, when desired, sixteen pictures $2\frac{1}{4}'' \times 1\frac{3}{4}''$. Super Ikonta I for eight $4\frac{1}{4}'' \times 2\frac{1}{2}''$ or sixteen pictures $2\frac{1}{2}'' \times 2\frac{1}{8}''$ is without the double exposure prevention device and differs in other minor details from Super Ikonta II.

**Super Ikonta II for $2\frac{1}{4}'' \times 1\frac{3}{4}''$ pictures—16 exposures.**

Dimensions, $1\frac{3}{16}'' \times 3\frac{3}{8}'' \times 4\frac{1}{2}''$—Weight, $20\frac{1}{2}$ ozs.

| Lens. | Focal length. | Shutter. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|---|
| Novar *f*/3.5 | 3″ | Compur OO | 531 Fcs. | 16 | 17 | 6 |
| Zeiss Tessar *f*/3.5 | 3″ | Compur OOR | 531 Lcr. | 22 | 15 | 0 |

**Super Ikonta II for $3\frac{1}{4}'' \times 2\frac{1}{4}''$ pictures—8 exposures or 16 divided $2\frac{1}{4}'' \times 1\frac{3}{4}''$.**

Dimensions, $1\frac{3}{8}'' \times 3\frac{1}{2}'' \times 6''$—Weight, 29 ozs.

| | | | | £ | s. | d. |
|---|---|---|---|---|---|---|
| †Novar *f*/3.5 | $4\frac{1}{8}''$ | Compur OS | 531/2 Fcs. | 18 | 2 | 6 |
| Zeiss Tessar *f*/4.5 | $4\frac{1}{8}''$ | Compur OS | 531/2 Ucs. | 21 | 0 | 0 |
| Zeiss Tessar *f*/3.5 | $4\frac{1}{8}''$ | Compur OSR | 531/2 Lcsr. | 26 | 5 | 0 |

**Super Ikonta I for $4\frac{1}{4}'' \times 2\frac{1}{2}''$ pictures—8 exposures or 16 divided $2\frac{1}{2}'' \times 2\frac{1}{8}''$.**

Dimensions, $1\frac{5}{8}'' \times 3\frac{3}{4}'' \times 7''$—Weight, 34 ozs.

| | | | | £ | s. | d. |
|---|---|---|---|---|---|---|
| *Zeiss Tessar *f*/4.5 | $4\frac{3}{4}''$ | Compur OSR | 530/15 Ucsr. | 21 | 10 | 0 |

*No double exposure prevention device with this model.
†Takes only $3\frac{1}{4}'' \times 2\frac{1}{4}''$ pictures.
No. 531 and No. 531/2 take the standard $3\frac{1}{4}'' \times 2\frac{1}{4}''$ B2 or similar wide diameter spools obtainable everywhere.
No. 530/15 takes the $4\frac{1}{4}'' \times 2\frac{1}{2}''$ DM narrow diameter spool.
For prices of cases, filters, etc., see pages 35–39.




Picture on page 14 was taken with Super Ikonta $3\frac{1}{4}'' \times 2\frac{1}{4}''$. Zeiss Tessar *f*/3.5 ; 1/100th sec. at *f*/16 ; yellow filter.


COMPUR
RAPID
IKON

# Right up to the last moment

. . . . one can simultaneously focus the image and compose it in the Super Ikonta $2\frac{1}{4}'' \times 2\frac{1}{4}''$ because both the distance meter and the view finder can be viewed through one eyepiece. Consequently no time is lost through moving the eye from one peep hole to the other.

Besides the undoubted efficiency and convenience of the distance meter-finder of the $2\frac{1}{4}'' \times 2\frac{1}{4}''$ Super Ikonta, it is also extremely accurate and of such robust construction that it is not damaged by vibration or ordinary jolts and jars.

The Super Ikonta $2\frac{1}{4}'' \times 2\frac{1}{4}''$ is provided with an interlocking device between the shutter release and the film winder which not only absolutely prevents double exposures, but because the film cannot be wound to the next section until the previous section has been exposed, blank negatives are also avoided. After having loaded the film into the camera and wound it on until the first picture is in position, there is no need whatever to pay any attention to the numbers appearing in the red window as each section of the film comes to a definite stop and the number of the exposure is recorded by the automatic exposure counter. Of course, this Super Ikonta is fitted with the shutter release on the camera body and in the most convenient position, thus reducing liability to camera shake. Quite long snapshot exposures can be given from the hand.

The Compur Rapid shutter is speeded from 1 sec. to 1/400th sec., and includes also a built-in delayed action release. Lastly, and most important, the optical equipment is the celebrated rapid Zeiss Tessar $f/2{\cdot}8$. A shoe on top of the camera will take special finders of the prism or waist-level type as well as the Contameter for close-ups as near to the camera as 7″. Slip-on filters in great variety are provided and these are mounted in cells so compact that the filters need not be removed from the lens when the camera is closed.




**Super Ikonta for $2\frac{1}{4}'' \times 2\frac{1}{4}''$ pictures—11 exposures.**
Dimensions, $2'' \times 3\frac{3}{4}'' \times 5\frac{7}{8}''$—Weight, 36 ozs.

| Lens. | Focal length. | Shutter. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|---|
| Zeiss Tessar $f/2.8$ | $3\frac{1}{8}''$ | Compur OSR | 532/16 Pcsr. | **30** | **7** | **6** |

Super Ikonta $2\frac{1}{4}'' \times 2\frac{1}{4}''$ takes the usual standard B2 or similar wide diameter spools obtainable everywhere.

For prices of cases, filters, etc., see pages 35–39.

Picture on page 16 was taken with Super Ikonta $2\frac{1}{4}'' \times 2\frac{1}{4}''$. Zeiss Tessar $f/2.8$; 1/25th sec. at $f/2.8$ with Nitraphot reflector. Zeiss Ikon Panchrom film.


Ikoflex
ZEISS IKON
Ikoflex
ZEISS IKON

# For the 1939 season

. . . . in addition to the Ikoflex III listed on page 21, a new model called Ikoflex I is also offered. It has all the essential features which are necessary in an efficient twin lens reflex. The body is a light casting and the optical equipment Novar *f*/3·5 in the Compur OO (exposures to 1/300 second) ensures high-class definition in the resulting negatives. The Zeiss Ikon condenser type screen, the device for preventing double exposures and the large focussing knob with depth of focus scale are all provided. In fact in Ikoflex Model I everything that is essential has been included and the camera represents excellent value for money.

Ikoflex II 1939 Model is similar to Ikoflex III 1938 model. As the illustration will show, the front is different in style from Ikoflex I, and not only is a double exposure prevention device provided but a device for preventing blank exposures as well. Model II is fitted with either Zeiss Triotar *f*/3·5 or Zeiss Tessar *f*/3·5. The shutter is the Compur OO. Normal (maximum speed 1/300 second) except with model fitted with Tessar, which has Compur OO Rapid, giving exposures from 1 second to 1/500 second, and the release is situated very conveniently on the camera body. As is the case with all Ikoflex cameras the focussing screen is of the condenser type which gives bright illumination even to the corners of the picture and thus materially facilitates focussing.

***Ikoflex I for 2¼″ × 2¼″ pictures—12 exposures.**

Dimensions, 5⅝″ × 3⅜″ × 3″—Weight, 34 ozs.

| Lens. | Focal length. | Shutter | Code No. | £ | s. | d. |
|---|---|---|---|---|---|---|
| Novar *f*/3.5 | 3″ | Compur OO | 850/16 Fc. | **10** | **15** | **0** |

**Ikoflex II (1939 model) for 2¼″ × 2¼″ pictures.—12 exposures.**

Dimensions, 5⅝″ × 3⅜″ × 3″—Weight, 36 ozs.

| Lens. | Focal length. | Shutter. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|---|
| Zeiss Triotar *f*/3.5 | 3″ | Compur OO | 852/16 Kc. | **16** | **5** | **0** |
| Zeiss Tessar *f*/3.5 | 3″ | Compur OOR | 852/16 Lcr. | **23** | **5** | **0** |

*Delivery probably end of June.

Ikoflex models take usual 3¼″×2¼″ B2 or similar wide diameter spools—obtainable everywhere.

For prices of cases, filters, etc., see pages 35-39.




Picture on page 18 was taken with Ikoflex. Zeiss Tessar *f*/3.5 ; ½ sec. at *f*/8.


IKOFLEX
ZEISS IKON

# Larger lens apertures for reflex cameras

Up to the present it has been almost a tradition that *f*/3·5 is the largest aperture lens available for a twin lens $2\frac{1}{4}'' \times 2\frac{1}{4}''$ reflex. Zeiss Ikon camera designers have succeeded in breaking down this tradition, for the new model 1939 Ikoflex III has as its optical equipment the rapid Zeiss Tessar *f*/2·8, and the extra lens speed is by no means the only novel feature. Indeed it can be said that the new Ikoflex is a fully automatic camera and that many of its technical points have been eagerly waited for by the reflex enthusiast for years.

With the Ikoflex III, when once the film is threaded and the back closed, all one has to do, apart from setting the Iris diaphragm and shutter speeds, is to turn a handle.

Briefly put, the principal features of the 1939 Ikoflex III are: Special plano-convex screen with flat side matted giving a picture brilliant right into the corners—large diameter focussing knob requiring only 90° of movement for focussing close-ups to 3 ft.—double exposures and unexposed sections of film are both made impossible by the mechanical coupling of film and shutter wind—more simple loading than any roll film camera, exposure numbers automatically recorded by the picture counter—van Albada type sports view finder with automatic parallax correction—built-in delayed action shutter release—signal disc showing whether the film is in position and whether the shutter has been set. Still other points are the four times supplementary magnifier for extra critical focussing—shutter diaphragm settings seen from above when using the camera, and an exposure table for various subjects engraved on the side of the hood.

The new model Ikoflex III can justly be described as a precision reflex in the real sense of the word.

***Ikoflex III (1939 model) for $2\frac{1}{4}'' \times 2\frac{1}{4}''$ pictures—12 exposures.**

Dimensions, $5\frac{7}{8}'' \times 3\frac{7}{8}'' \times 3''$—Weight, 38 ozs.

| Lens. | Focal length. | Shutter. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|---|
| Zeiss Tessar *f*/2.8 | $3\frac{1}{8}''$ | Compur OSR | 853/16 Pcsr. | **40** | **0** | **0** |

*Delivery probably end of June.

Ikoflex III takes usual $3\frac{1}{4}'' \times 2\frac{1}{4}''$ B2 or similar wide diameter spools —obtainable everywhere.

For prices of cases, filters, etc., see pages 35-39.

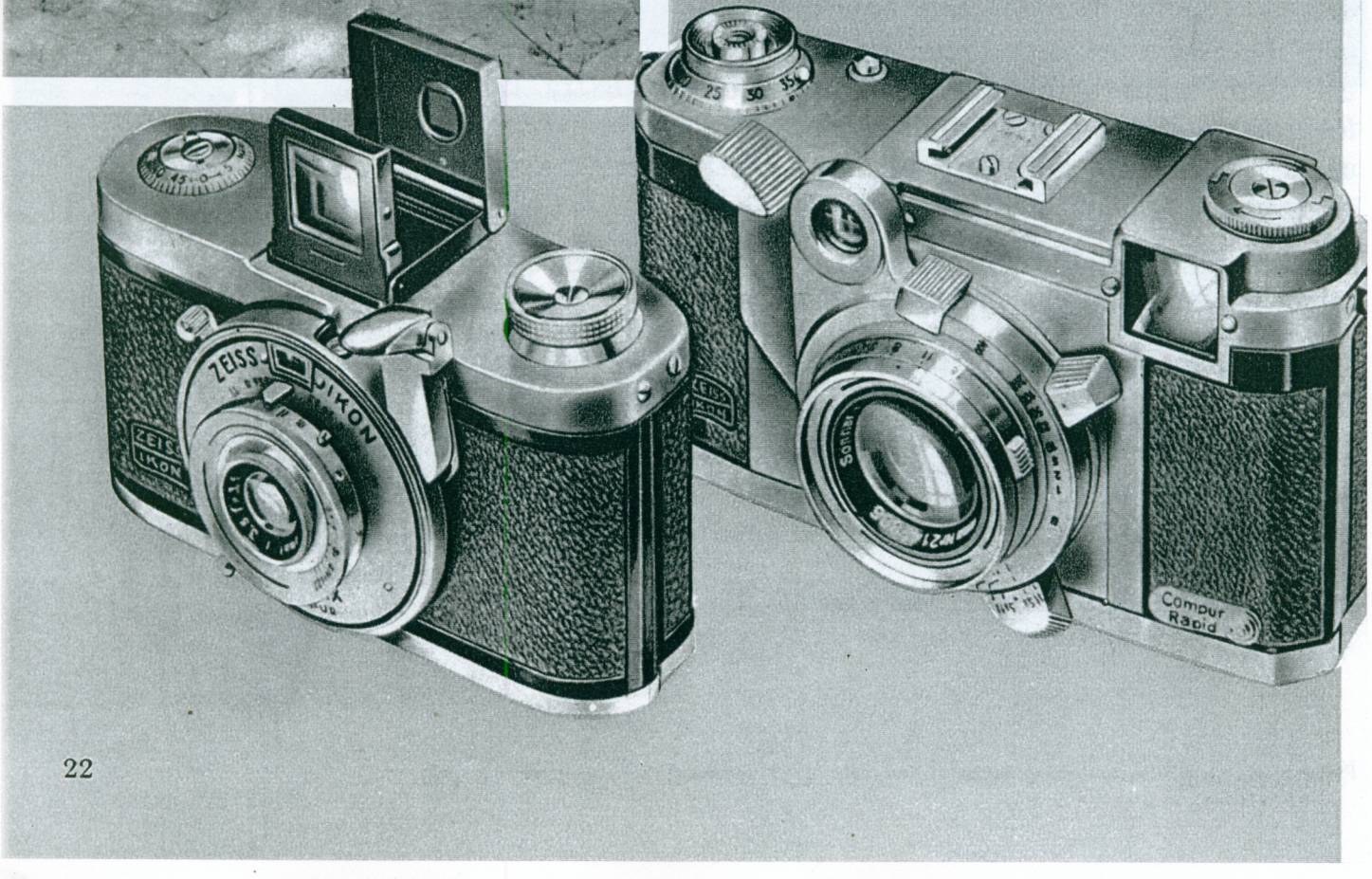



Picture on page 20 was taken with Ikoflex $2\frac{1}{4}'' \times 2\frac{1}{4}''$ Tessar *f*/3·5 $\frac{1}{100}$th sec. at *f*/11.








ZEISS
IKON
Compur
Rapid

# Multum in parvo

. . . . might be taken as the motto of the Tenax, which takes pictures 1″ × 1″ (24 × 24 mm.), that can be enlarged up to 10 diameters or more. One need only press the rapid winding lever and then the shutter release to take a picture and exposures can be made as rapidly as one per second without taking the camera down from the eye. The Tenax is particularly suited to the taking of sequence photographs, but nothing on that account has been sacrificed to efficiency, so the Tenax is equally satisfactory for ordinary single exposures and forms the most economical type for the new colour films. 50 exposures instead of 36 are taken on an ordinary Contax spool, so sensitive material with the Tenax is particularly inexpensive.

The problem of focussing with Tenax II has been dealt with by combining both the view-finder and distance meter fields so that they are seen through a single eyepiece, and the subject appears in actual size in the finder. The lens is attached by a bayonet mount, and may be interchanged in a moment; apart from the standard lenses there is a wide-angle Orthometar *f*/4·5, focal length 1 1/16″ (2·7 cm.), and in preparation a long-focus Sonnar *f*/4, focal length 3″ (7·5 cm.).

The Tenax for 1939 is available in a new and much less expensive style—Model I—still smaller and lighter—but for the same size negatives—1″ × 1″ = 24 × 24 mm. In this model, the lens is of 1 3/8″ focal length and is not interchangeable. The lens is provided with a focussing mount but since it gives phenomenal depth of focus (infinity to 9 feet on snapshot setting) the coupled distance meter has been omitted and an optical direct-vision view-finder provided instead of the combined distance meter and view-finder of the Tenax II.

**Tenax I for 1″ × 1″ (24 × 24 mm.) pictures—18 or 50 exposures.**
Dimensions, 4 1/2″ × 2 1/4″ × 1 1/4″—Weight with lens, 12 1/2 ozs.

| Lens. | Focal length. | Shutter. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|---|
| Novar *f*/3.5 | 1 3/8″ | Compur OO | 570/27 Fc. | 11 | 7 | 6 |

**Tenax II for 1″ × 1″ (24 × 24 mm.) pictures—18 or 50 exposures.**
Dimensions, 5″ × 2 5/8″ × 1 3/8″—Weight without lens, 16 ozs.

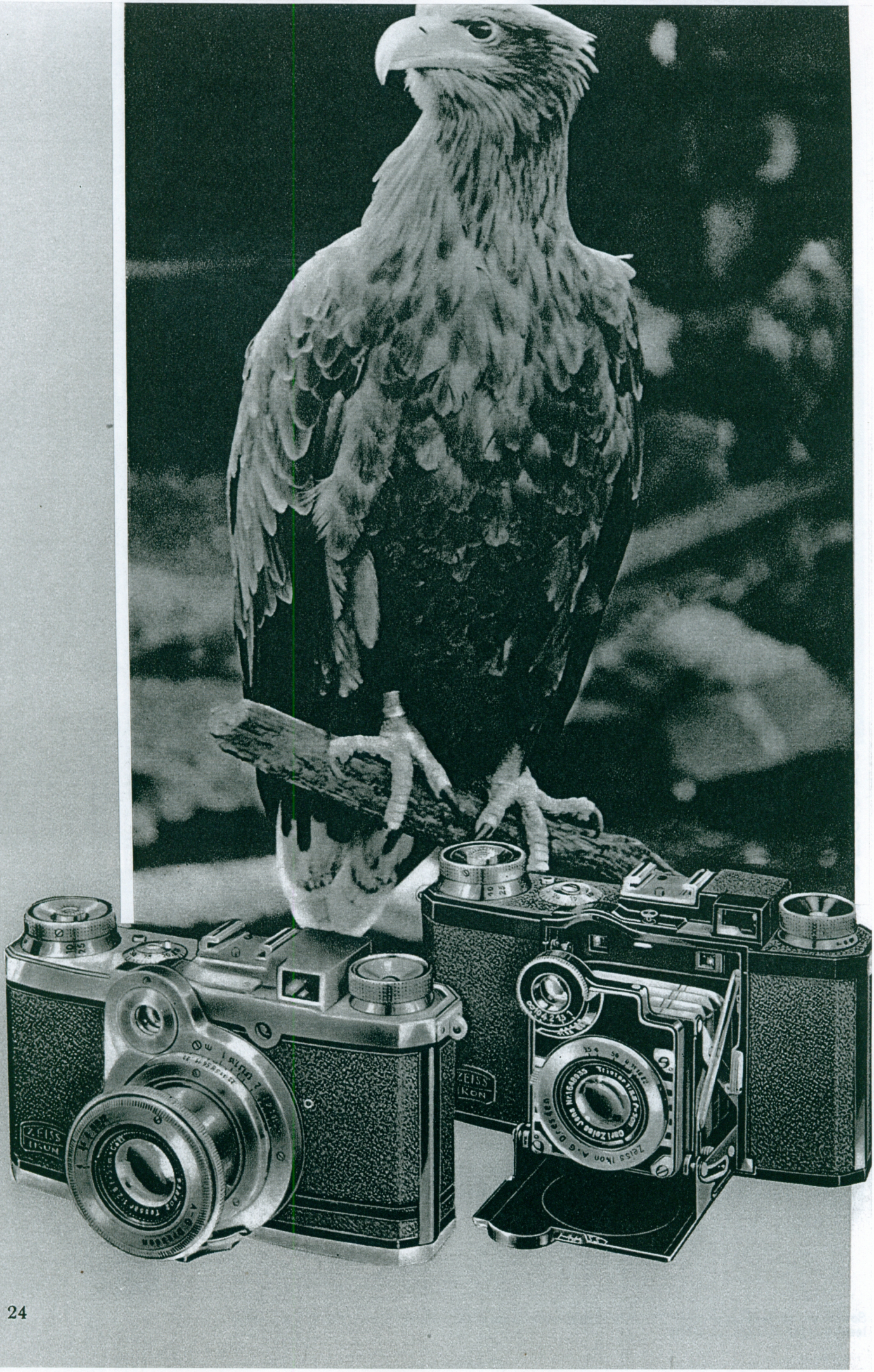
| Lens. | Focal length. | Shutter. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|---|
| Zeiss Tessar *f*/2.8 | 1 9/16″ | Compur OSR | 580/27 Pcsr. | 31 | 10 | 0 |
| Zeiss Sonnar *f*/2 | 1 9/16″ | Compur OSR | 580/27 Ncsr. | 39 | 0 | 0 |

For filters, cases, etc., see pages 34–39.

The Tenax takes the Contax spools giving 18 and 50 exposures respectively, also daylight loading cartridges, black and white or colour.




Sequence pictures on page 22 were taken with Tenax II. Zeiss Tessar *f*/2.8, 1 9/16″ focal length, 1/400th sec. at *f*/5.6.


ZEISS
IKON
ZEISS
IKON

# Sports photography

. . . . . demands very high shutter speeds. These are to be found in the moderately-priced Super Nettel miniature, taking $1\frac{1}{2} \times 1$ in. (24 × 36 mm.) pictures, which has a metal focal-plane shutter with a speed range extending from 1/5 to 1/1,000th of a second. Rapid shutter speeds, however, call for large lens apertures, which in turn demand accurate focussing. The Super Nettel therefore is fitted with a rotating wedge distance meter coupled to the lens focussing mount. Other special features are a body shutter release, coupled shutter and film wind, an automatic picture counter, a special finder shoe taking various view-finders or the Contameter (focussing down to 8 inches with the camera in the hand), and such special devices as flash-bulb synchronisers. The lens system is not interchangeable.

The strong "lazy-tongs" system partially erects the lens front when a small button on the camera top is pressed, and the lens front is then pulled forward into the position for use. The body is die-cast in light alloy, and the camera back is detachable for easy loading and cleaning of the interior of the camera. It also permits a plate adapter to be used. Colour filters need not be removed from the lens even when the camera is closed.

The Nettax is somewhat similar to the Super Nettel, but it has no bellows, and the lens is attached to the camera in an interchangeable bayonet mount. Tessars of *f*/3·5 and *f*/2·8 of 2″ (5 cm.) focal length, a Triotar of *f*/5·6 in the focal length of $4\frac{1}{8}$″ (10·5 cm.), also the $1\frac{1}{8}$″ (27 mm.) wide angle Tessar *f*/8, are available for use with the Nettax.

**Super Nettel I for $1\frac{1}{2}$″ × 1″ (24 × 36 mm.) pictures—12 or 36 exposures.**

Dimensions, $5\frac{1}{4}$″ × $2\frac{3}{4}$″ × $1\frac{3}{8}$″—Weight, 23 ozs.

| Lens. | Focal length. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|
| Zeiss Triotar *f*/3.5 | 2″ | 536/24 K | 18 | 12 | 6 |

**Nettax for $1\frac{1}{2}$″ × 1″ (24 × 36 mm.) pictures—12 or 36 exposures.**

Dimensions, $5\frac{1}{4}$″ × $2\frac{3}{4}$″ × $1\frac{3}{8}$″—Weight, 17 ozs. without lens.

| Lens. | Focal length. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|
| Zeiss Tessar *f*/3.5 | 2″ | 538/24 L | 29 | 5 | 0 |
| Zeiss Tessar *f*/2.8 | 2″ | 538/24 P. | 32 | 0 | 0 |

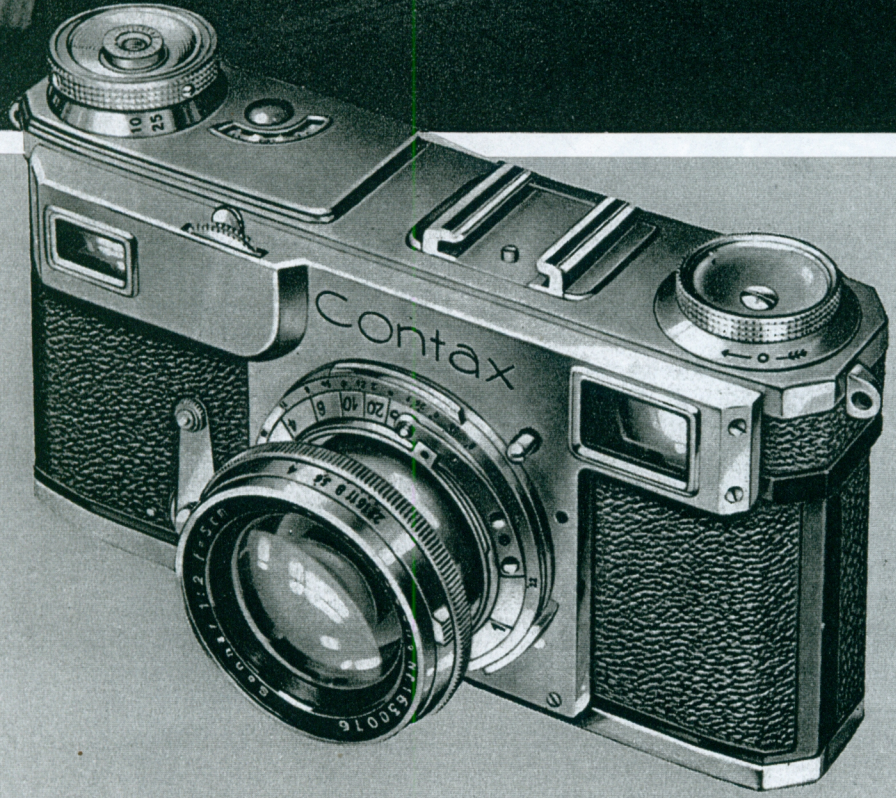
Leather cases, filters, etc., see pages 34–39.

For complete descriptions ask for "Contax Photography."
Film sold for Contax can also be used in Super Nettel and Nettax.




Picture on page 24 was taken with Nettax. Zeiss Tessar *f*/3.5, 2″ focal length; 1/50th sec. at *f*/4. Zeiss Ikon Panchrom film.




Contax

# The world's record for extensive optical equipment

. . . . . is held by the Contax, no less than 15 different interchangeable Zeiss lenses being available. The Contax is the universal and most versatile miniature camera. Among the nine different focal lengths of lenses available the majority have very large apertures—though they are also universal lenses in their performance, the peak of these being the Sonnar *f*/1·5 of 2″ focal length. The Zeiss Contax series of lenses can claim also the largest aperture lenses for wide-angle and distance work. All lenses are rapidly interchangeable in the Contax bayonet mount.

The Contax is equipped with a very accurate swing-edge distance meter, the field of which is combined in the same eyepiece as the view-finder, thus permitting simultaneous observation of both focus and composition. The metal focal-plane shutter has a top speed of 1/1250th of a second, and a built-in delayed-action release is also provided. The detachable camera back makes it easy to load or change films, and to substitute the plate back adapter for use with plates or cut films for single exposures. The shutter speed settings are grouped round one single knob, and include a range between 1/2 second and 1/1250th second. The same single knob also provides for winding both film and shutter simultaneously so there is no chance of double exposures or of a frame of film being left blank unintentionally.

The Contax is intended for the ambitious amateur, for the press photographer, and for sportsmen, and it is equally versatile and valuable in most branches of scientific and commercial record work.

A special book descriptive of Contax photography is available and will be sent on request.

**Contax II for 1½″ × 1″ (24 × 36 mm.) pictures—12 or 36 exposures.**

Dimensions of camera body approx., 5½″ × 2¾″ × 1⅜″—Weight, without lens, approx. 20½ ozs.

| Lens. | Focal length. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|
| Zeiss Tessar *f*/3.5 | 2″ | 543/24 L. .. .. | 40 | 10 | 0 |
| Zeiss Tessar *f*/2.8 | 2″ | 543/24 P .. .. | 43 | 5 | 0 |
| Zeiss Sonnar *f*/2 | 2″ | 543/24 N .. .. | 50 | 10 | 0 |
| Zeiss Sonnar *f*/1.5 | 2″ | 543/24 J .. .. | 65 | 15 | 0 |

Leather cases, filters, etc., see pages 34–39.

"The Miniature Camera at Work," by J. Steinhäuser, gives much helpful information on "miniature" matters. Price 3/6, from Zeiss Ikon dealers.




Picture on page 26 was taken by Merlyn Severn, with Contax, Zeiss Sonnar *f*/2, 3⅜″ focal length, 1/50th sec. at *f*/2.


Contax
Sonnar 1:1,5 f=5cm

# Successful Photography in Colour

. . . . is primarily a matter of giving really accurate exposure times, for colour films possess very limited exposure latitude as compared with the more usual black and white films; even with slight over or under exposure, the colours are distinctly falsified. Yet there is a camera with which colour photography is just as simple as ordinary black-and-white negative work: the Contax III. This camera has a built-in exposure meter constructed on scientific principles and which indicates the correct exposure for any subject—whether monochrome film or colour film is in the camera. Since the angle of acceptance by the exposure meter is similar to that embraced by the normal lens, it is only the light from the actual subject that is used to find the correct exposure. For example, if a really bright object is out of the camera field, it will have no effect on the meter reading. A further advantage of the built-in Contax exposure meter is that the reading does not have to be memorised—a record is retained on the adjusting knob of the actual setting required, and one may allow one's attention to be temporarily diverted to other things as, for example, composition, without having to take a precautionary second reading.

Apropos colour films, another useful point may be mentioned here. All the lenses of the Contax—particularly the Sonnars—are corrected for colour, and are specially calculated to give even illumination over the whole negative even at their full apertures. It may also be noted that it is possible to convert the Contax II into the Contax III at any time.

**Contax III**

Dimensions of camera body, 5½" × 3⅝" × 1⅜"—Weight, without lens, 25 ozs.

| Lens. | Focal length. | Code No. | | | £ | s. | d. |
|---|---|---|---|---|---|---|---|
| Zeiss Tessar *f*/3.5 | 2" | 544/24 L | .. | .. | 53 | 0 | 0 |
| Zeiss Tessar *f*/2.8 | 2" | 544/24 P | .. | .. | 55 | 15 | 0 |
| Zeiss Sonnar *f*/2 | 2" | 544/24 N | .. | .. | 63 | 0 | 0 |
| Zeiss Sonnar *f*/1.5 | 2" | 544/24 J | .. | .. | 78 | 5 | 0 |

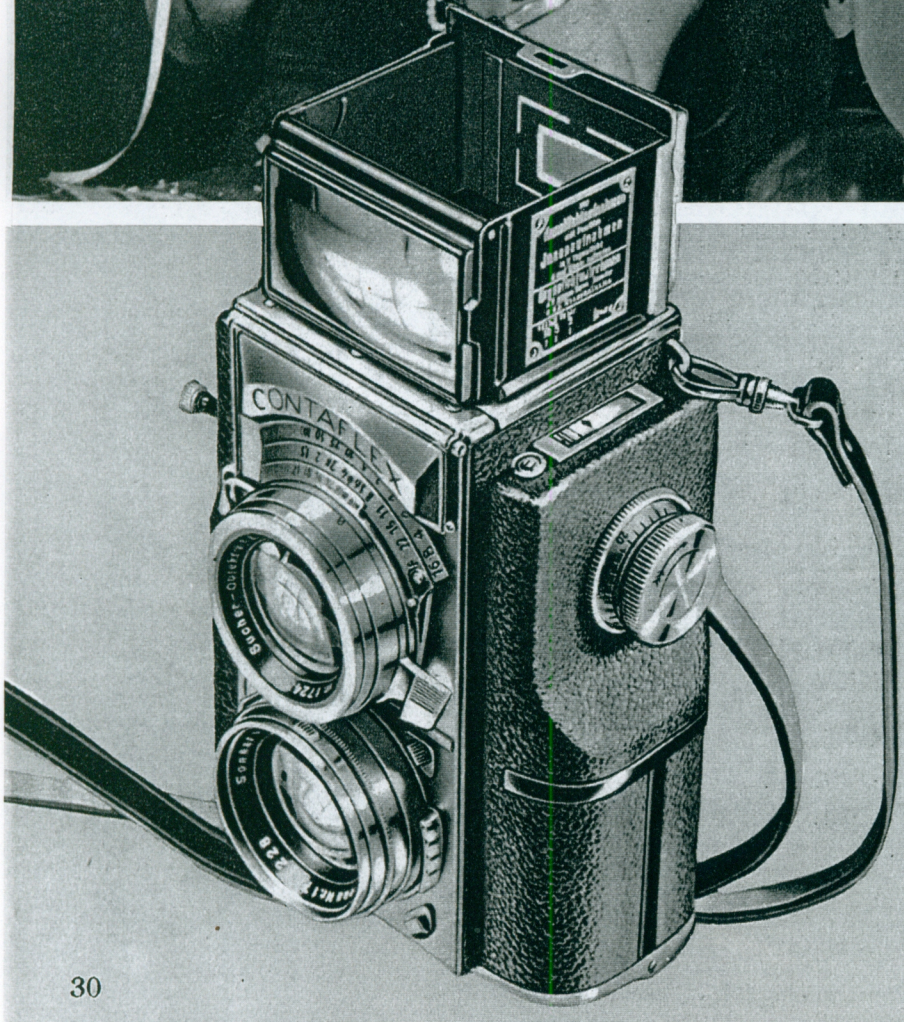
Leather cases, filters, etc., see pages 34-39.

For further information concerning Contax cameras, their interchangeable Zeiss lenses and accessories, ask for "Contax Photography."




Picture on page 28 was taken with Contax. Zeiss Sonnar *f*/2, 2" focal length; 1/250th sec. at *f*/8.




CONTAFLEX

# A double size image on the ground-glass screen

. . . . in other words twice the actual size of the negative is provided in the Contaflex, the de luxe miniature precision twin-lens reflex taking $1\frac{1}{2}'' \times 1''$ (24 × 36 mm.) pictures. By this means, focussing is just as easy and accurate as with a larger negative, for the finder lens is a Zeiss anastigmat of $f/2 \cdot 8$ aperture and has a focal length of $3\frac{1}{4}''$ (8 cm.) against the 2" (5 cm.) of the camera lens, thus very much less depth of focus is shown on the finder screen than on the negative itself. The plane in which sharp focus is desired is very clearly seen, and thus a theoretical objection to the reflex principle in a miniature camera is obviated.

The problem of focussing is not the only one that is solved by the Contaflex, for a built-in photo-cell exposure meter indicates the correct exposure in all circumstances. This is most important especially with colour films, for it is well known that their latitude in exposure is more restricted than the usual black and white negatives. The Zeiss Contaflex lenses are rapidly interchangeable by the bayonet mount system adopted and a whole series of them—with apertures up to $f/1 \cdot 5$—are available. The shutter is of the focal-plane type, and being constructed entirely of metal is imperishable, giving speeds between 1/2 second and 1/1,000th of a second ; a delayed-action shutter release for self-portrait work is also built into the camera body. For all sports photography, the van Albada type view-finder built into the self-erecting hood will be found of great advantage. The back of the Contaflex is detachable, thus facilitating cleaning and permitting films to be very easily loaded and changed, and also allowing a special plate adapter back to be substituted where single exposures on plates or cut film are required.

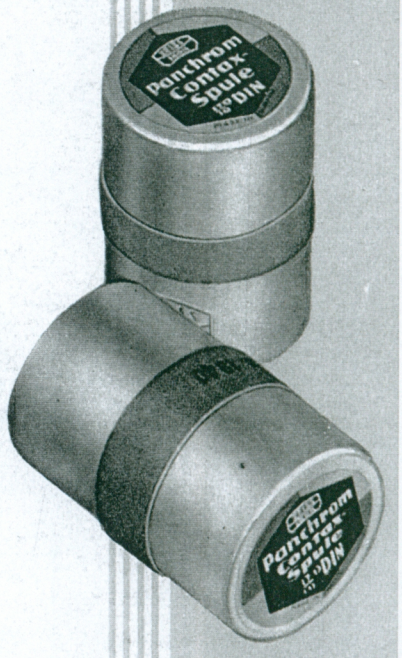
**Contaflex for Contax spools $1\frac{1}{2}'' \times 1''$ (24 × 36 mm.).**

Dimensions of camera body approx., $5\frac{1}{4}'' \times 4\frac{3}{8}'' \times 1\frac{7}{8}''$—Weight, without lens, approx. 44 ozs.

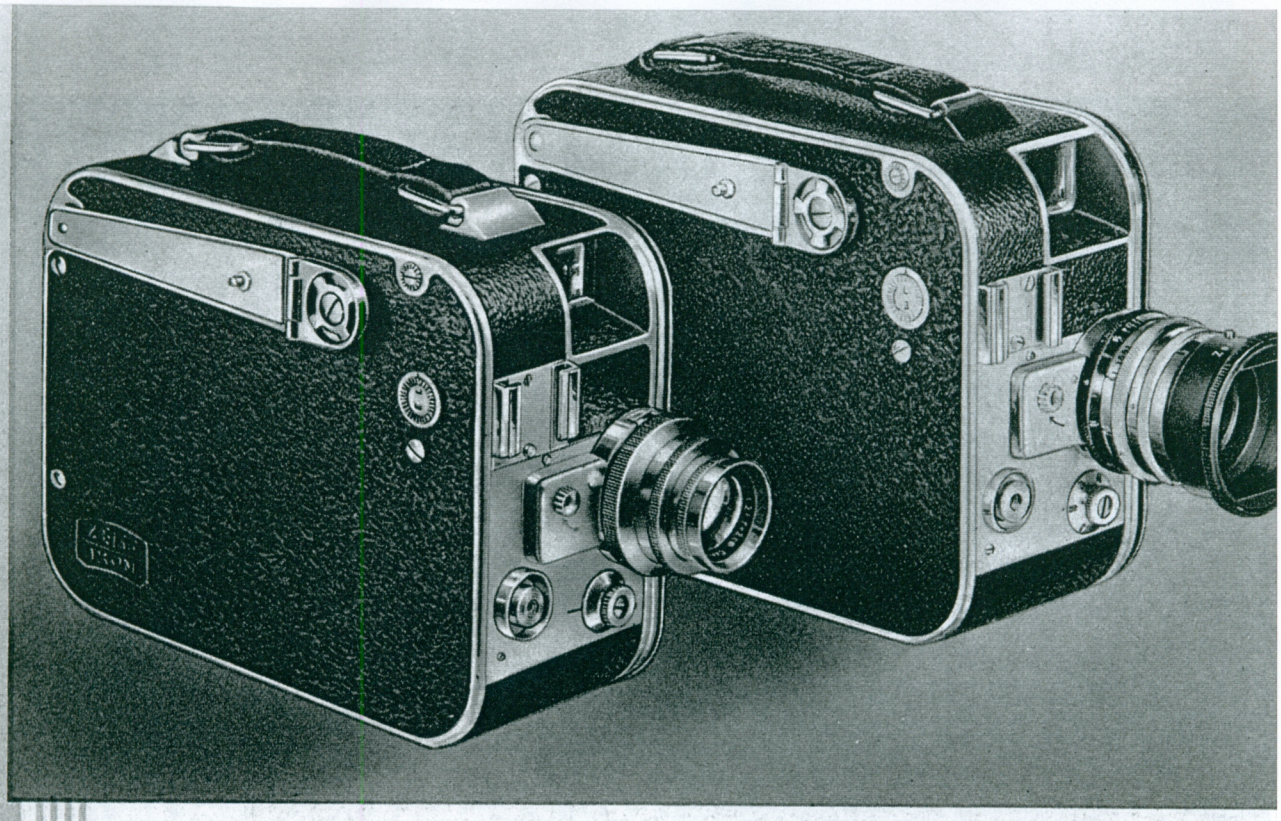
| Lens. | Focal length. | Code No. | | £ | s. | d. |
|---|---|---|---|---|---|---|
| Zeiss Tessar *f*/2.8 | 2" | 860/24 P | .. .. | 64 | 12 | 6 |
| Zeiss Sonnar *f*/2 | 2" | 860/24 N | .. .. | 71 | 17 | 6 |
| Zeiss Sonnar *f*/1.5 | 2" | 860/24 J | .. .. | 87 | 2 | 6 |

Leather cases, filters, etc., see pages 35–39.

Further information in " Contax Photography "—free on request.




Picture on page 30 was taken with Contaflex. Zeiss Tessar *f*/2.8, 2" focal length ; ½ sec. at *f*/3.5.



# A moderately priced ciné camera

. . . . is the Movikon I K16, designed to meet the needs of the amateur who requires a high grade instrument taking the easily loaded 16 mm. 50-ft. magazine. The new Movikon I is built to the same exacting standards and embodies the same fine finish as all precision instruments bearing the Zeiss Ikon trade mark. The standard lenses are the Zeiss Tessar *f*/2·7, ¾″ focal length, and the Zeiss Sonnar *f*/1·4 1″ focal length. The Movikon I K16 is not fitted with a distance meter but lens focussing is provided for "close-ups." Provision for interchangeable lenses of ¾″, 1″, 2″ and 3″ focal length is made. The motor draws through the long length of 20 ft. of film at one winding—sufficient for five to six average "shots"—and picture frequencies of 8, 16, 24 and 64 frames a second are provided.

A specially large built-in finder shows a brilliant image, and can be adjusted both for parallax and to show the correct angle of view for lenses of varying focal lengths. The instrument is extremely simple to load, and takes the Kodak 50 ft. magazine black and white or colour.

**Movikon I K16 mm. for easily loaded 50′ Kodak magazine.**

Dimensions approx. 2¼″ × 4½″ × 7″.—Weight approx. 4½ lb.

| Lens. | Focal length. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|
| Zeiss Tessar *f*/2.7 | ¾″ | 5494 P .. .. .. | 31 | 0 | 0 |
| *Zeiss Sonnar *f*/1.4 | 1″ | 5494 J .. .. .. | 41 | 10 | 0 |

For further particulars ask for special Movikon booklet.

* Delivery June 1939.

# For the amateur ciné enthusiast

. . . . to whom quality and versatility are more important than price considerations, the Movikon II 8 and Movikon II 16 will make an immediate appeal.

The great magnification which the 8 mm. size film has to undergo when projected necessitates the use of an instrument of the highest precision class. Such is the Movikon II 8, which gives results permitting the largest possible screen pictures. Zeiss Sonnar *f*/2 is standard, and owing to the short focal length giving great depth of focus no distance meter is required. The Movikon II 8 takes both double 8 and straight 8 films.

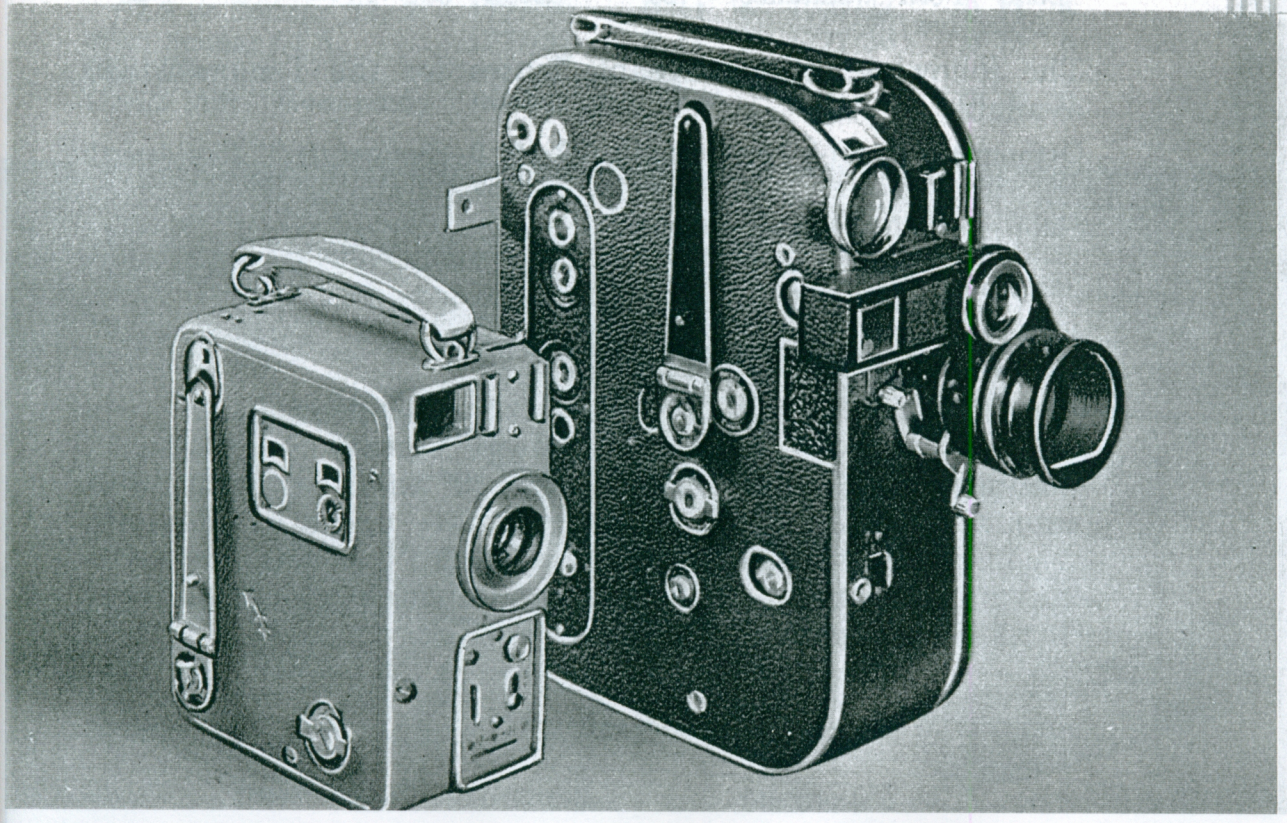
The Movikon II 16, Code No. 5495, has been constructed for the 16 mm. enthusiast who requires the best and most versatile equipment, with price a secondary consideration. The normal lens is the Zeiss Sonnar *f*/1·4, focussing by coupled distance meter, view-finder compensated for parallax, variable running speeds, and adjustable shutter sector giving exposures up to 1/1,250th second. The interchangeable Zeiss lenses and many other important Movikon features are described in the interesting Movikon prospectus available free on request.

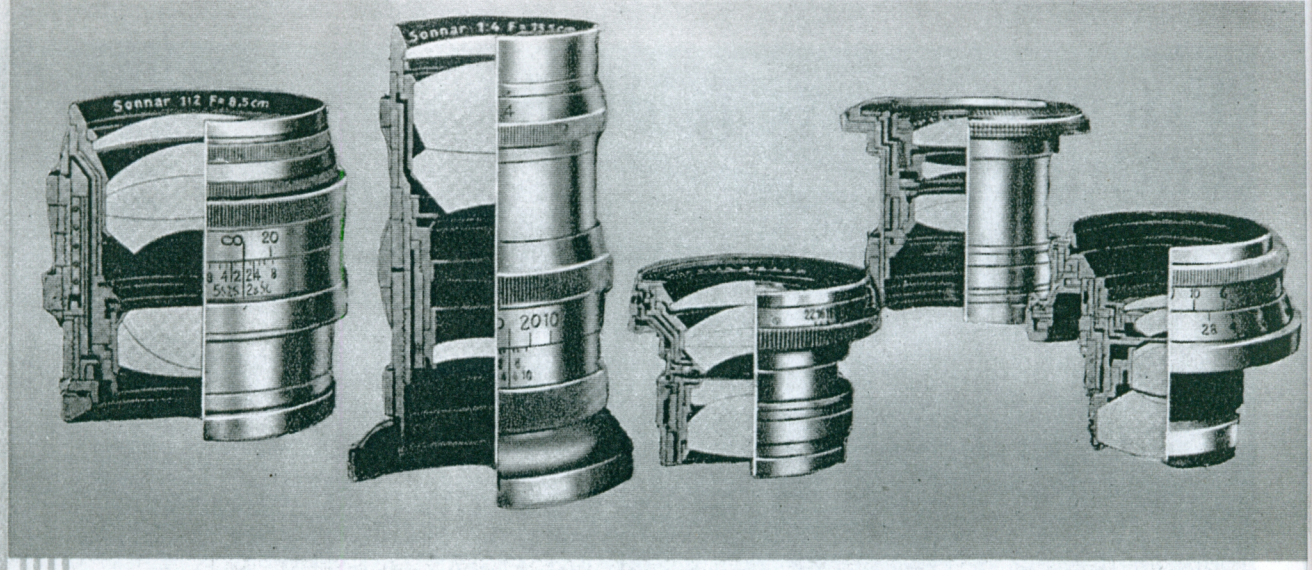
**Movikon II 8 for double 8 or straight 8 film.**
Dimensions approx., $2\frac{5}{8}''$ × 4″ × $5\frac{1}{4}''$.—Weight approx. $3\frac{1}{4}$ lb.

| Lens. | Focal length. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|
| Zeiss Sonnar *f*/2 | 2/5″ | 5500 .. .. .. | **45** | **12** | **6** |

**Movikon II 16 takes 50′ or 100′ spools.**
Dimensions approx., $2\frac{3}{4}''$ × $6\frac{3}{4}''$ × 8″.—Weight approx. $5\frac{3}{4}$ lb.

| Lens. | Focal length. | Code No. | £ | s. | d. |
|---|---|---|---|---|---|
| Zeiss Sonnar *f*/1.4 | 1″ | 5495 .. .. .. | **92** | **0** | **0** |






# The incomparable range of Zeiss Lenses

. . . . comprises one of the most valuable features of Zeiss Ikon miniature cameras.

The following interchangeable lenses are supplied :—

| Lens. | Focal Length. | Contax. £ s. d. | Contaflex. £ s. d. | Nettax. £ s. d. |
|---|---|---|---|---|
| †Tessar *f*/8 .. .. | 1⅛″ | 13 0 0 | — | 13 2 6 |
| Orthometar *f*/4.5 .. | 1⅜″ | 18 0 0 | 18 0 0 | — |
| Biogon *f*/2.8 .. .. | 1⅜″ | 25 17 6 | 25 17 6 | — |
| Biotar *f*/2 .. .. | 1⅝″ | 19 15 0 | — | — |
| Sonnar *f*/2 .. .. | 3⅜″ | 37 2 6 | 37 2 6 | — |
| Triotar *f*/4 .. .. | 3⅜″ | 16 17 6 | 16 17 6 | — |
| Triotar *f*/5.6 .. .. | 4⅛″ | — | — | 18 0 0 |
| Sonnar *f*/4 .. .. | 5⅜″ | 21 7 6 | 21 7 6 | — |
| Tele-Tessar K *f*/6.3 .. | 7⅛″ | 29 17 6 | — | — |
| *Tele-Sonnar *f*/2.8 .. | 7⅛″ | 75 12 6 | — | — |
| *Tele-Tessar *f*/8 .. | 12″ | 61 2 6 | — | — |
| *Zeiss Fern (distance) Objective *f*/8 | 20″ | 72 5 0 | — | — |

The following interchangeable lenses for the Tenax II are available :—

Orthometar *f*/4.5 1 1/16″ focal length £22 15 0—Sonnar *f*/4 3″ focal length £21 0 0.

†Not coupled to distance meter.
*Not coupled to distance meter, but Flektoscop reflex focussing device is included in the price.

# The Contameter

Enables exposures to be made in the hand at distances of 20″, 13″ and 8″, with the Contax, Nettax, Super Nettel, Contaflex, and Tenax II and at 28″, 19″ and 7″ with the Super Ikonta 2¼″ × 2¼″. Three supplementary lenses are provided, which slip on the camera lens, and sharp focus is ensured by moving the camera backwards and forwards until two images in the Contameter coincide :—

| | £ s. d. |
|---|---|
| Contameter .. .. .. .. .. .. .. | 10 5 0 |
| Adapter for using above on Contaflex .. .. .. | 1 16 0 |

# Camera Cases

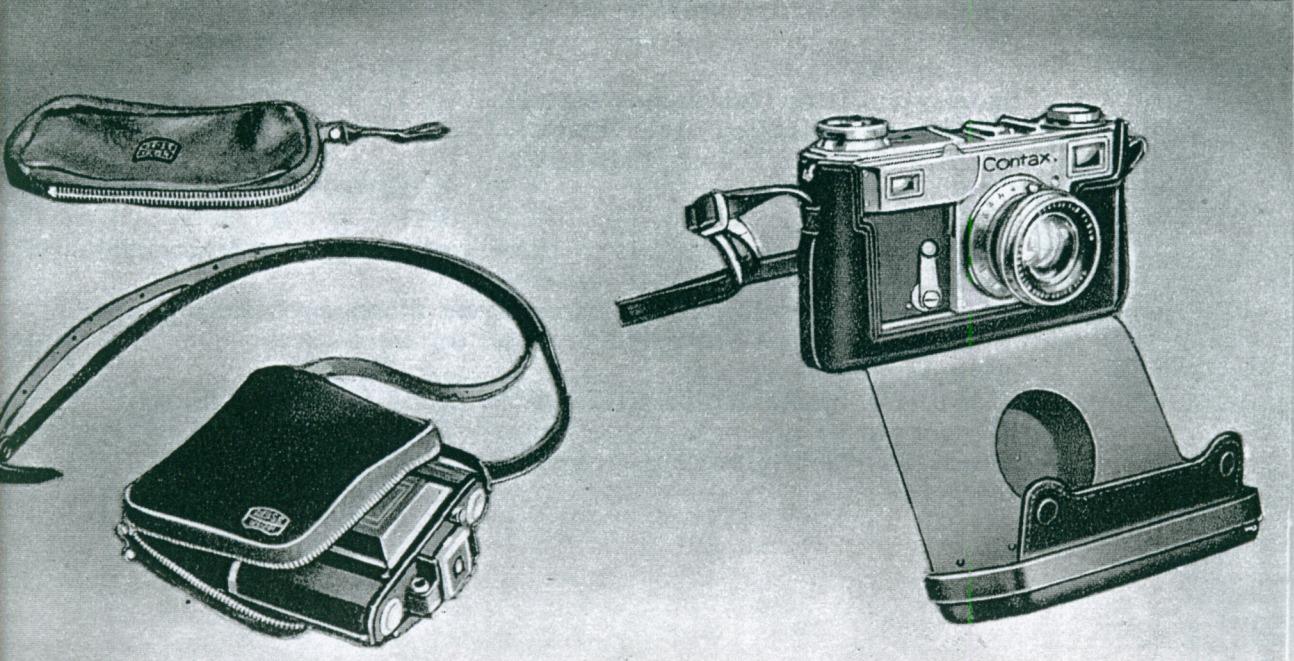
| | 2¼″ × 1⅝″ £ s. d. | 2¼″ × 2¼″ £ s. d. | 3¼″ × 2¼″ £ s. d. | 4¼″ × 2¼″ £ s. d. |
|---|---|---|---|---|
| **Nettar** | | | | |
| Brown leather case with lock for *f*/7.7 models .. | — | — | 0 6 0 | — |
| Brown leather case with lock .. .. .. | 0 5 6 | 0 7 6 | 0 7 6 | — |
| Soft leather purse case .. | 0 5 0 | 0 7 6 | 0 7 6 | — |
| **Ikonta** | | | | |
| Brown leather case with lock .. .. .. | 0 5 6 | 0 7 6 | 0 7 6 | — |
| Ditto, velvet lined .. | 0 10 6 | 0 12 6 | 0 12 6 | — |
| Soft leather purse case .. | 0 5 0 | 0 7 6 | 0 7 6 | — |
| **Super Ikonta** | | | | |
| Brown leather "Ever-ready" case .. .. | 1 10 6 | 1 11 6 | 1 11 6 | 1 15 0 |
| Soft leather "Ever-ready" case .. .. | 1 0 0 | 1 5 0 | 1 0 0 | — |
| Brown leather case (ordinary type) .. .. | 0 10 6 | 0 15 0 | 0 12 6 | 0 14 0 |
| **Ikoflex** | Model I | Model II | Model III | |
| Brown leather case, velvet lined .. .. .. | 0 17 6 | 0 17 6 | on | — |
| "Ever-ready" case .. | 1 11 6 | 1 11 6 | request | — |

| **Tenax** | Model I | Model II |
|---|---|---|
| Stiff leather "Ever-ready" case .. .. .. | 1 5 0 | 2 1 0 |
| Soft leather purse case with Zipp fastener .. | 0 7 6 | 0 11 6 |
| Brown leather case with lock, velvet lined .. | 0 10 6 | — |

| | **Super Nettel** Code No. | £ s. d. | **Nettax** Code No. | £ s. d. |
|---|---|---|---|---|
| Soft leather purse with Zipp fastener .. .. | 1784/5 | 0 11 6 | 1777/10 | 0 11 6 |
| Stiff "Ever-ready" leather case with Zipp fastener .. .. | 1784/2 | 1 8 6 | 1794/2 | 1 19 0 |
| Stiff leather "Ever-ready" case (lined)— | **Contax II** | | **Contax III** | |
| With Tessar *f*/3.5 and *f*/2.8 or Sonnar *f*/2; 2″ | 1787/2 | 1 19 0 | 1797/2 | 2 1 0 |
| With Sonnar *f*/1.5 .. | 1787/8 | 2 5 0 | 1797/8 | 2 7 6 |
| Soft leather purse with Zipp fastener— | | | | |
| With Tessar *f*/3.5 and *f*/2.8 or Sonnar *f*/2, 2″ | 1777/30 | 0 11 6 | 1777/34 | 0 11 6 |
| With Sonnar *f*/1.5 .. | 1777/32 | 0 11 6 | 1777/36 | 0 13 6 |

**Contaflex**

1786/2 Stiff "Ever-ready" leather case, lined .. .. 2 0 0



# Filters

in order to obtain correct monochrome rendering of colours, it is necessary to use a suitable filter over the camera lens, thus yellow filters are used with Orthochrom film for landscapes, still life and action subjects, while yellow-green and green filters fulfil a similar purpose with Panchrom film.




| | Yellow* £ s. d. | Yellow-Green £ s. d. | Green £ s. d. |
|---|---|---|---|
| **Slip-on Filters for Nettar** | | | |
| $2\frac{1}{4}'' \times 1\frac{3}{4}''$ and $2\frac{1}{4}'' \times 2\frac{1}{4}''$ with *f*/6.3 lenses | 0 9 6 | 0 12 6 | 0 13 6 |
| $2\frac{1}{4}'' \times 1\frac{3}{4}''$ and $2\frac{1}{4}'' \times 2\frac{1}{4}''$ with *f*/4.5 lens | 0 10 0 | 0 14 0 | 0 15 0 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ with *f*/6.3 and *f*7/7 lenses | 0 9 6 | 0 12 6 | 0 13 6 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ with *f*/4.5 lens | 0 12 0 | 0 15 6 | 0 16 6 |
| **Screw-over Filters for Nettar.†** | | | |
| $2\frac{1}{4}'' \times 1\frac{3}{4}''$ and $2\frac{1}{4}'' \times 2\frac{1}{4}''$ with *f*/4.5 lenses only | 0 14 0 | 0 17 6 | 0 18 6 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ with *f*/4.5 lenses only | 0 15 6 | 1 0 0 | 1 0 6 |
| **Slip-on Filters for Ikonta.** | | | |
| $2\frac{1}{4}'' \times 1\frac{3}{4}''$ and $2\frac{1}{4}'' \times 2\frac{1}{4}''$ | 0 10 0 | 0 14 0 | 0 15 0 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$** | 0 12 0 | 0 15 6 | 0 16 6 |
| **Screw-over Filters for Ikonta.†** | | | |
| $2\frac{1}{4}'' \times 1\frac{3}{4}''$ and $2\frac{1}{4}'' \times 2\frac{1}{4}''$ | 0 14 0 | 0 17 6 | 0 18 6 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ | 0 15 6 | 1 0 0 | 1 0 6 |
| **Slip-on Filters for Super Ikonta II.** | | | |
| $2\frac{1}{4}'' \times 1\frac{3}{4}''$ | 0 10 0 | 0 14 0 | 0 15 0 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ | 0 12 0 | 0 15 6 | 0 16 6 |
| **Screw-over Filters for Super Ikonta II.†** | | | |
| $2\frac{1}{4}'' \times 1\frac{3}{4}''$ | 0 14 0 | 0 17 6 | 0 18 6 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ | 0 15 6 | 1 0 0 | 1 0 6 |
| **Slip-on Filters for Super Ikonta.** | | | |
| $4\frac{1}{4}'' \times 2\frac{1}{2}''$ | 0 12 0 | 0 15 6 | 0 16 6 |
| **Special Slip-on Filters for Super Ikonta** $2\frac{1}{4}'' \times 2\frac{1}{4}''$— Camera can be closed with Filter in position. | | | |
| $2\frac{1}{4}'' \times 2\frac{1}{4}''$ | 0 12 6 | 0 16 6 | 0 17 0 |
| **Slip-on Filter for Ikoflex I** | 0 10 0 | 0 14 0 | 0 15 0 |
| **Slip-on Filter for Ikoflex II** (1939 Model) | 0 9 6 | 0 14 0 | 0 15 0 |
| **Slip-on Filter for Ikoflex III** | 0 12 0 | 0 15 6 | 0 16 6 |
| **Tenax I** | — | on request | — |
| ‡**Tenax II** | 0 12 0 | 0 15 6 | 0 16 6 |
| **Screw-in Filter for Super Nettel** | 0 11 6 | 0 15 0 | 0 15 6 |
| ‡**Contax, Contaflex, and Nettax.** With 2″ Tessar *f*/3.5 or *f*/2.8 and 2″ Sonnar *f*/2 | 0 12 6 | 0 17 6 | 0 17 6 |
| ‡With Sonnar *f*/1.5 | 0 19 0 | 1 3 6 | 1 4 0 |

*Yellow filters are supplied in three grades, light, medium and dark. State depth required when ordering.

†Camera can be closed with screw-over filters in position.

**Not suitable for Novar *f*/3.5 model for which screw-over filter must be ordered.

For further particulars ask for special Zeiss Ikon filter booklet.

‡Prices are for slip-on filters for Contax, Contaflex, Tenax II and Nettax; prices for screw filters on request.



# Supplementary Lenses

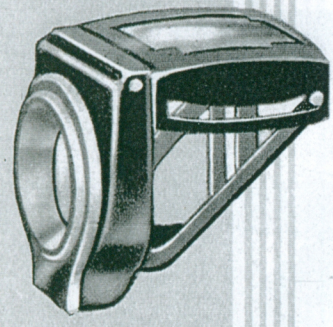
For focussing " close-ups " down to about 20". The supplementary lens slips over the camera lens, and focussing is performed with the aid of a printed table supplied.

| Nettar | Focussing distances between, approx. | Code No. | Price £ s. d |
|---|---|---|---|
| $2\frac{1}{4}'' \times 1\frac{3}{4}''$ and $2\frac{1}{4}'' \times 2\frac{1}{4}''$ with $f/6.3$ lenses) .. | 3′ 3″ and 1′ 8″ | 995/16 | 0 9 0 |
| $2\frac{1}{4}'' \times 1\frac{3}{4}''$ and $2\frac{1}{4}'' \times 2\frac{1}{4}''$ (with $f/4.5$ lenses) .. | 3′ 3″ ,, 1′ 8″ | 995/17 | 0 11 6 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ (with $f/7.7$ and $f/6.3$ lenses) .. .. | 6′ 6″ ,, 3′ 3″ | 995/50 | 0 9 0 |
| ,, ,, ,, | 3′ 3″ ,, 2′ $2\frac{1}{2}''$ | 995/16 | 0 9 0 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ (with $f/4.5$ lenses) | 5′ 0″ ,, 2′ 6″ | 995/24 | 0 13 6 |
| | 2′ 6″ ,, 1′ 8″ | 995/25 | 0 13 6 |
| **Ikonta** | | | |
| $2\frac{1}{4}'' \times 1\frac{3}{4}''$ .. .. | 3′ 3″ ,, 1′ 8″ | 1 × 32 | 1 0 0 |
| $2\frac{1}{4}'' \times 2\frac{1}{4}''$ (with $f/4.5$ lenses) | 3′ 3″ ,, 1′ 8″ | 995/17 | 0 11 6 |
| $2\frac{1}{4}'' \times 2\frac{1}{4}''$ (with $f/3.5$ lenses) | 3′ 3″ ,, 1′ 8″ | 1 × 32 | 1 0 0 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ (with Novar $f/4.5$) | 5′ 0″ ,, 2′ 6″ | 995/24 | 0 13 6 |
| ,, ,, ,, | 2′ 8″ ,, 1′ 8″ | 995/25 | 0 13 6 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ (with Tessars $f/3.5$ and $f/4.5$) .. .. | 5′ 0″ ,, 2′ 6″ | 0.67 × 37 | 1 0 0 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ (with Tessars $f/3.5$ and $f/4.5$) .. .. | 2′ 8″ ,, 1′ 8″ | 1.25 × 37 | 1 0 0 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ (with Novar $f/3.5$), on request. | | | |
| **Super Ikonta** | | | |
| $2\frac{1}{4}'' \times 1\frac{3}{4}''$ .. .. .. | 3′ 3″ and 1′ 8″ | 1 × 32 | 1 0 0 |
| $2\frac{1}{4}'' \times 2\frac{1}{4}''$ .. .. .. | 5′ 0″ ,, 2′ 6″ | 0.67 × 37 | 1 0 0 |
| ,, .. .. .. | 2′ 8″ ,, 1′ 8″ | 1.25 × 37 | 1 0 0 |
| $3\frac{1}{4}'' \times 2\frac{1}{4}''$ .. .. .. | 5′ 0″ ,, 2′ 6″ | 0.67 × 37 | 1 0 0 |
| ,, .. .. .. | 2′ 8″ ,, 1′ 8″ | 1.25 × 37 | 1 0 0 |
| $4\frac{1}{4}'' \times 2\frac{1}{2}''$ .. .. .. | 6′ 6″ ,, 3′ 3″ | 0.5 × 37 | 1 0 0 |
| ,, .. .. .. | 3′ 3″ ,, 1′ 11″ | 1 × 37 | 1 0 0 |
| **Ikoflex I** | | | |
| (pair required.) .. .. | 3′ 3″ ,, 1′ 8″ | | |
| | For camera lens | 995/17 | 0 11 6 |
| | For finder lens | 995/44 | 0 9 0 |
| **Ikoflex II (1939 model)** | | | |
| (Price per pair) .. .. | 3′ 3″ and 1′ 8″ | 1 × 28.5 | 1 17 0 |
| | 1′ 8″ ,, 1′ 0″ | 2 × 28.5 | 1 17 0 |
| **Ikoflex III** | | | |
| (Price per pair) .. .. | 3′ 3″ ,, 1′ 8″ | 1 × 37 | 2 5 0 |
| | 1′ 8″ ,, 1′ 0″ | 2 × 37 | 2 5 0 |
| **Tenax I** (on request) | | | |
| **Tenax II** .. .. .. | 3′ 3″ ,, 1′ 8″ | 1 × 37 | 1 0 0 |
| | 1′ 8″ ,, 1′ 0″ | 2 × 37 | 1 0 0 |
| **Super Nettel and Nettax** | 3′ 0″ ,, 1′ 8″ | 1 × 27* | 0 16 0 |
| | 1′ 8″ ,, 1′ 0″ | 2 × 27* | 0 16 0 |
| **Contax** .. .. .. | 3′ 0″ ,, 1′ 0″ | 1 × 42 | 1 0 0 |
| | 1′ 8″ ,, 1′ 0″ | 2 × 42 | 1 0 0 |
| **Contaflex** .. .. .. | 3′ 0″ ,, 1′ 8″ | 1 × 42 | 1 0 0 |
| | 1′ 8″ ,, 1′ 0″ | 2 × 42 | 1 0 0 |




Zeiss Proxars are supplied for use with cameras fitted with Zeiss lenses or Novar $f/3.5$ anastigmats.

*For Super Nettel order 1 × 25.5 and 2 × 25.5 respectively.



# Brilliant finder

A large folding finder for waist-level pictures. With all current Ikonta and most Nettar cameras this finder slips on a plate provided on the lens front and is suitable only for use with cameras thus provided. It is detachable because cameras cannot be closed with it in position.

For cameras $2\frac{1}{4}''$ × $1\frac{3}{4}''$, $2\frac{1}{4}''$ × $2\frac{1}{4}''$ and $3\frac{1}{4}''$ × $2\frac{1}{4}''$ complete with case
Please state size when ordering — each **12s. 6d.**

# Finder on Van Albada System

The optical direct vision view finder on the Albada principle shows a large and clear field of view and the subject to be included in the picture is shown by boundary lines, which appear to be suspended in space over the subject.

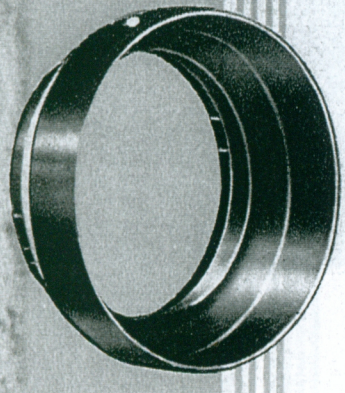


| | Collapsible. Code No. | Price. £ s. d. | Rigid. Code No. | Price. £ s. d. |
|---|---|---|---|---|
| 2″ lenses .. .. | 433/24 | 1 10 0 | — | — |
| 2″ and $3\frac{3}{8}''$ lenses .. | 433/25 | 1 10 0 | — | — |
| 2″ and $5\frac{3}{8}''$ lenses .. | 433/26 | 1 10 0 | — | — |
| 2″ and $4\frac{1}{8}''$ lenses .. | — | — | 433/41 | 1 10 0 |
| Super Ikonta $2\frac{1}{4}''\times2\frac{1}{4}''$ | — | — | 433/16 | 1 10 0 |
| Tenax $1\frac{9}{16}''$ and 3″ lenses | — | — | 433/17 | 1 18 6 |

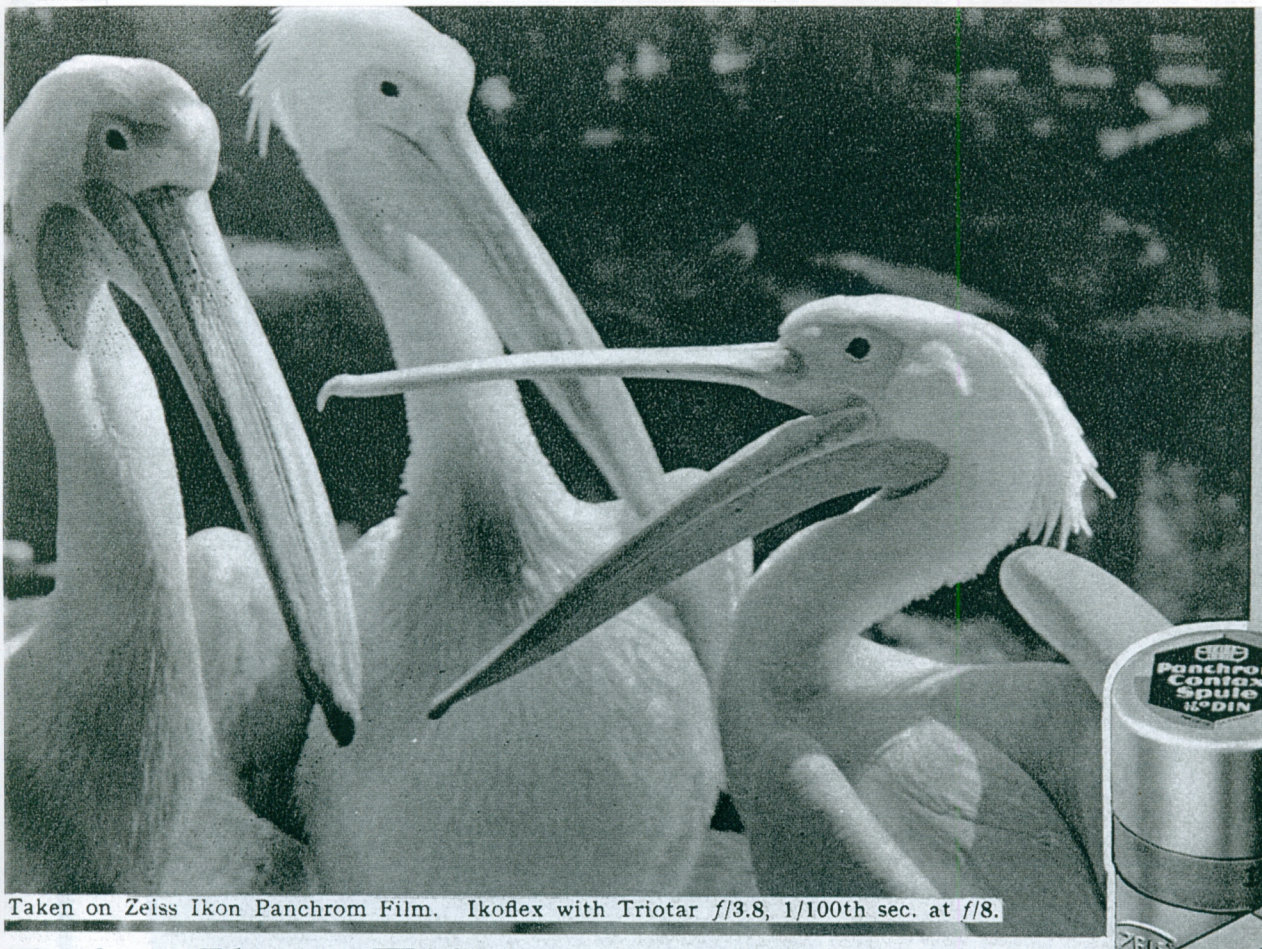
# Lens hoods

**Conically Shaped.**

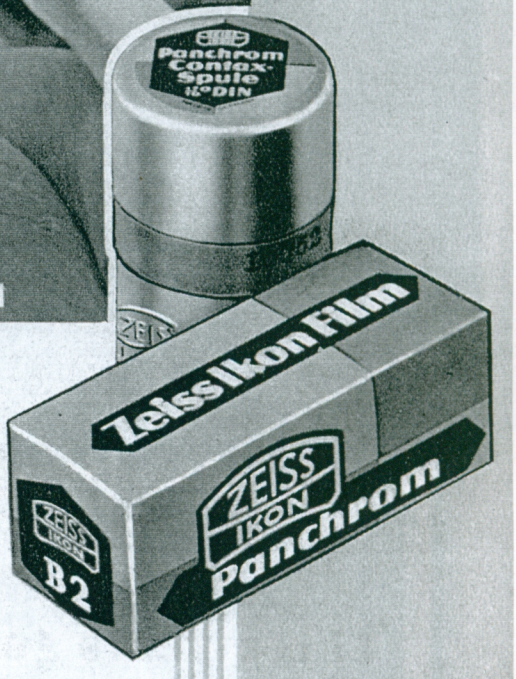
The purpose of a lens hood is to keep unwanted light away from the lens ; particularly where exposures are made against the light, a lens hood gives brilliance to the negative. These lens hoods can be used in conjunction with slip-on filters, but not with screw filters for which special hoods are in preparation.



| | Code No. | £ s. d. |
|---|---|---|
| 27 mm. for all Nettar models with *f*/7.7 and *f*/6.3 lenses .. .. .. .. .. .. | 1281/4 | 0 7 3 |
| 28.5 mm. for Ikoflex II .. .. .. .. | 1281/5 | 0 7 3 |
| 32 mm. for Ikonta and Super Ikonta $2\frac{1}{4}''\times1\frac{3}{4}''$, Nettar $2\frac{1}{4}''\times1\frac{3}{4}''$ and $2\frac{1}{4}''\times2\frac{1}{4}''$ with *f*/4.5 lenses and Ikonta $2\frac{1}{4}''\times2\frac{1}{4}''$ and Ikoflex I .. | 1281/7 | 0 9 0 |
| 37 mm. for Nettar $3\frac{1}{4}''\times2\frac{1}{4}''$ *f*/4.5 lenses, Ikonta $3\frac{1}{4}''\times2\frac{1}{4}''$ with Tessar and Novar *f*/4.5 also Super Ikontas $3\frac{1}{4}''\times2\frac{1}{4}''$, $4\frac{1}{4}''\times2\frac{1}{2}''$ and $2\frac{1}{4}''\times2\frac{1}{4}''$, Tenax II and Ikoflex III. .. .. | 1283/16 | 0 9 0 |
| 42 mm. for Contax, Nettax and Contaflex, with Tessars and Sonnar *f*/2, 2″ .. .. .. | 1281/9 | 0 12 0 |
| Telescopic lens hood for Contax with Tessars and Sonnars 2″ .. .. .. .. .. | 1283/3 | 1 9 0 |
| Screw-in lens hood for Contax, Contaflex, Super Nettel and Nettax with Tessar and Triotar 2″ | 1283/13 | 0 8 6 |
| Screw-in lens hood for Sonnar *f*/2, 2″ .. | 1283/15 | 0 9 6 |



Taken on Zeiss Ikon Panchrom Film. Ikoflex with Triotar *f*/3.8, 1/100th sec. at *f*/8.




# Zeiss Ikon Film

With the introduction of the Panchrom film, 31° Scheiner, Zeiss Ikon film is available in a wide range of sensitivities. Moreover, the phenomenal speed of the new emulsion has not been obtained at the expense of fine grain so essential for miniature work. Zeiss Ikon film allows great latitude in exposure and development; errors in exposure, even up to five times normal, still produce good negatives, and developing time can be varied within wide limits.

All Zeiss Ikon film contains a special dye which dissolves out in the developer, and effectually prevents halation.

Zeiss Ikon film keeps well, and the quality is uniformly good. The protective coating of plain gelatine gives freedom from surface scratching and markings.

Standard speed and Orthochrom films are sensitive to yellow and green; Panchrom to red and orange as well.

| Code No. | Size. ins. | No. of exposures. | Standard Speed. (26° Sch.) | Ortho-chrom. (28° Sch.) | Pan-chrom. (27° Sch.) | Pan-chrom. (31° Sch.) |
|---|---|---|---|---|---|---|
| A. .. .. | $2\frac{1}{2} \times 1\frac{5}{8}$ | 8 | 1 2 | 1 4 | 1 8 | — |
| B.2. .. .. | $3\frac{1}{4} \times 2\frac{1}{4}$ | 8 | 1 3 | 1 5 | 1 9 | 1 9 |
| D. .. .. | $4\frac{1}{4} \times 2\frac{1}{2}$ | 8 | 1 7 | 1 10 | 2 1 | — |
| E. .. .. | $4\frac{1}{4} \times 3\frac{1}{4}$ | 6 | — | 2 7 | — | — |
| *Contax .. | 24 × 36 mm. | 36 | — | — | 4 0 | 4 0 |
| *Contax .. | 24 × 36 mm. | 12 | — | — | 1 10 | 1 10 |

*Also used for Tenax 24 × 24 mm. No. of exposures 50 and 18 respectively

Prices of other sizes and film packs on application.

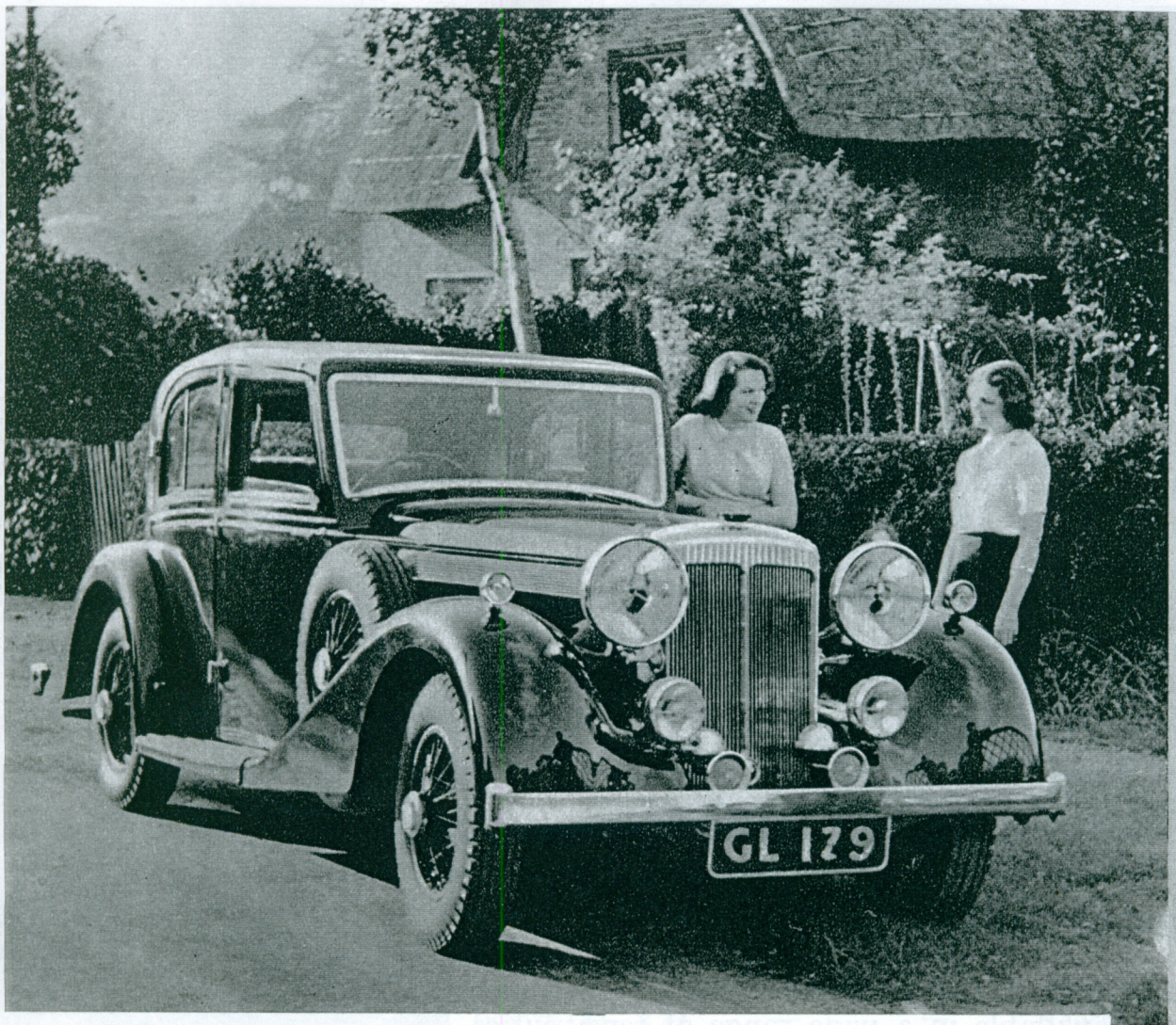



*Photo by courtesy of Daimler Company Ltd taken with a Contax camera with 2 inch Sonnar f/1.5 at 1/125th sec at f/4.*

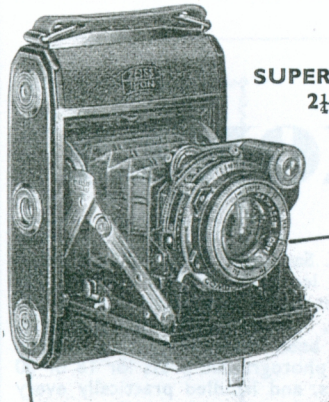
# Three years guarantee

With Zeiss Ikon cameras over £10 in value or fitted with Compur shutters there is available to the purchaser on application a Zeiss Ikon official three years written guarantee. This also acts as a voucher that the appropriate British customs duty has been paid upon the camera and thus facilitates its re-entry into Great Britain after, for example, a tour abroad. Purchasers therefore, are strongly advised to insist upon the Zeiss Ikon guarantee application form being handed to them at time of purchase, and to fill it in and forward it to Zeiss Ikon Limited, as soon after the purchase as possible. No other guarantee is provided.

# The Miniature Camera at Work

A 112 page book on the manipulation and technique of the miniature camera. Indispensible for the library of the miniature enthusiast. In stiff cloth covers, price **3/6** from your nearest Zeiss Ikon dealer.

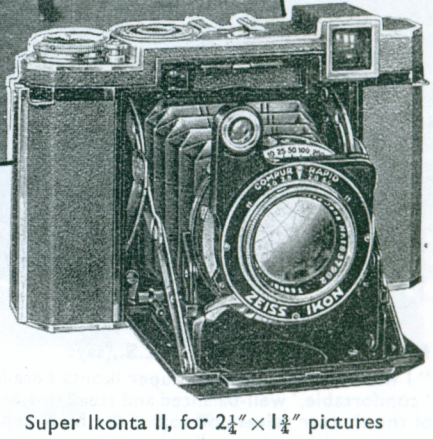
ZEISS IKON



SUPER IKONTA
2¼″×1¾″



Taken with Super Ikonta 3¼″×2¼″ with Zeiss Tessar f/4.5, 1/250th sec. at f/5.6, by Wm. H. Cox of Luton.



SUPER IKONTA
2¼″×2¼″

# Hunting . . .

Some hunt with the hounds . . . and some with the camera. The huntsman can never be sure of his quarry, but the photographer who uses a Super Ikonta can always be sure of his picture.

The rapid Zeiss Tessars and Compur Rapid shutters to 1/400th or 1/500th second will capture action subjects, such as the illustration, even under very indifferent lighting conditions, and all pictures will be needle sharp, thanks to the accuracy of the rotating wedge distance meter.

Also, all current Super Ikonta models are provided with an arrangement which makes unintentional double exposures impossible, because of an interlocking device between the film wind and shutter release.

Super Ikonta II, for 2¼″×1¾″ pictures with Zeiss Tessar f/3.5 .. £22 15 0

Super Ikonta II, for 3¼″×2¼″ pictures with Zeiss Tessar f/4.5 .. £21 0 0

,, ,, ,, f/3.5 .. £26 5 0

Super Ikonta for 2¼″×2¼″ pictures with combined distance meter and view-finder with Zeiss Tessar f/2.8 .. £30 7 6

## SUPER IKONTA

*Write for a copy of the interesting prospectus "The Super Ikonta and its Accessories", or ask your dealer for a demonstration.*

ZEISS IKON

ZEISS IKON LTD., II, MAIDSTONE HOUSE, BERNERS STREET, LONDON, W.1

# WHO'S WHO . . . with the SUPER IKONTA



"ALISTAIR"—LONDON ZOO.

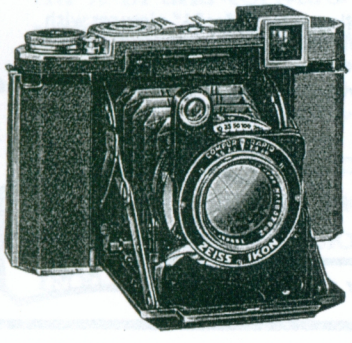
*Photo by J. E. Saunders, F.Z.S., with Super Ikonta 2¼×2¼, 1/25th at f/4.5, at about 7 ft.*

J. E. Saunders, F.Z.S., photographer and lecturer on Zoo animals, has spent more than 5,000 days at the Zoo, nearly always with a camera. Has been reviewer of apparatus to the photographic press for 18 or 20 years, and handled practically every hand camera on the market.
Was a Fleet Street journalist for over 30 years, and is now Assistant Editor of the "Photographic Journal," the official organ of the R.P.S. Gives regular lecture-demonstrations on new apparatus to R.P.S. meetings. Occupies his time by serving as Zoo Correspondent to his old newspaper, and lecturing in all parts of the Kingdom with ciné films or lantern slides.

**MR. J. E. SAUNDERS, F.Z.S.,** says

"I was first drawn to the Super Ikonta because, of all the small cameras of to-day, it was the most 'comfortable,' well-balanced and steady when I held it at the 'ready' position. The convenience of the shutter release on top of the body appealed to me as a practical point, and with this aid to steadiness I found myself able to give exposures of 1/5th sec. without a tremor, with the camera held in my hands. The shape of the picture, 2¼" square, attracted me—just right for lantern slide work, and just big enough for contact prints. The device for prevention of double exposures was a safeguard I often found an advantage, especially in hurried exposures. My choice finally was settled by :

(1) the clearness and rapidity of the range-finder, and (2) the great advantage of a true view-finder, the Albada, which always gave me in the centre of my negative any object that was in the centre of the view-finder's picture. I have had more good fun from the Super Ikonta, in my search for intimate animal pictures, than from any other small camera I have known. It is the camera that goes out with me nearly every day—even when I am out for ciné pictures."



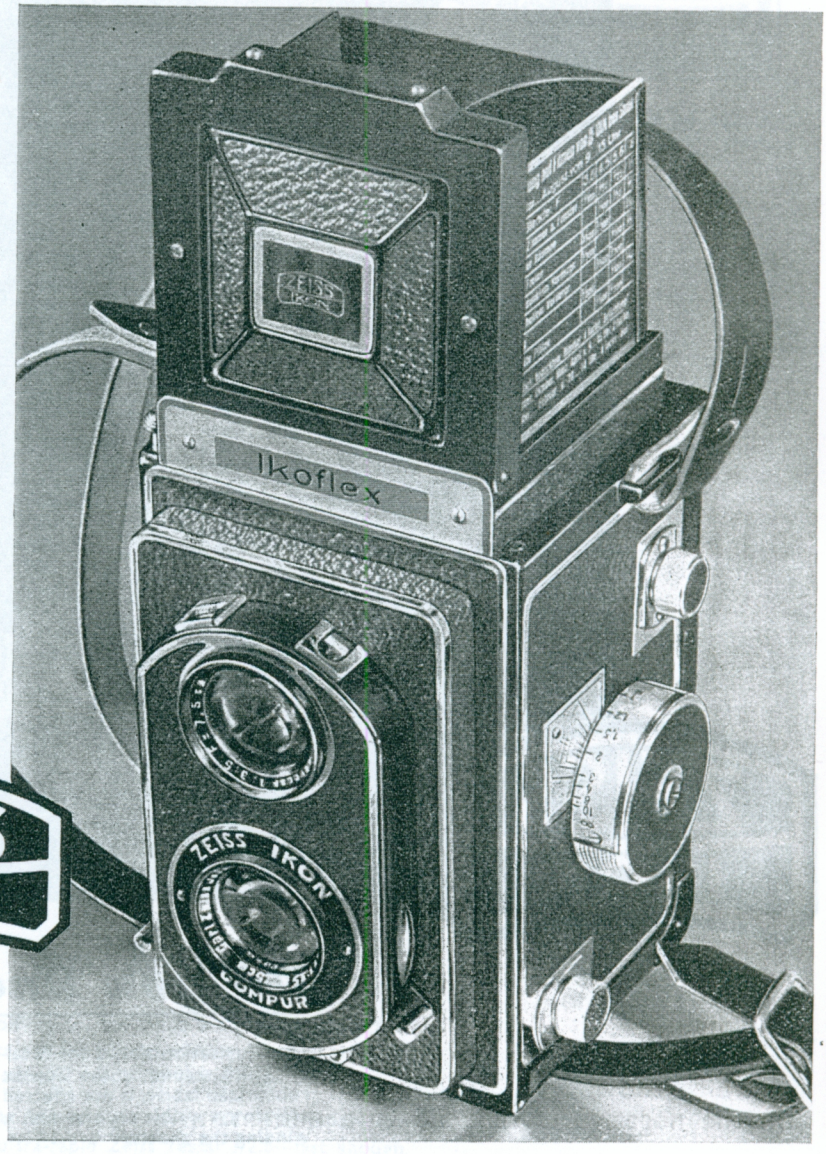


*Write for a copy of the newly-published Zeiss Ikon summer list "A thousand and one subjects", or ask your dealer for a copy.*

**ZEISS IKON LTD.**
**11, MAIDSTONE HOUSE, BERNERS STREET, LONDON, W.1**

ZEISS IKON

All Zeiss Ikon cameras fitted with Compur shutters or over £10 in value carry the Zeiss Ikon written guarantee for three years.




ZEISS IKON

# A new introduction . . .

The Zeiss Ikon Ikoflex III twin lens reflex for $2\frac{1}{4}'' \times 2\frac{1}{4}''$ pictures embodies the following features :

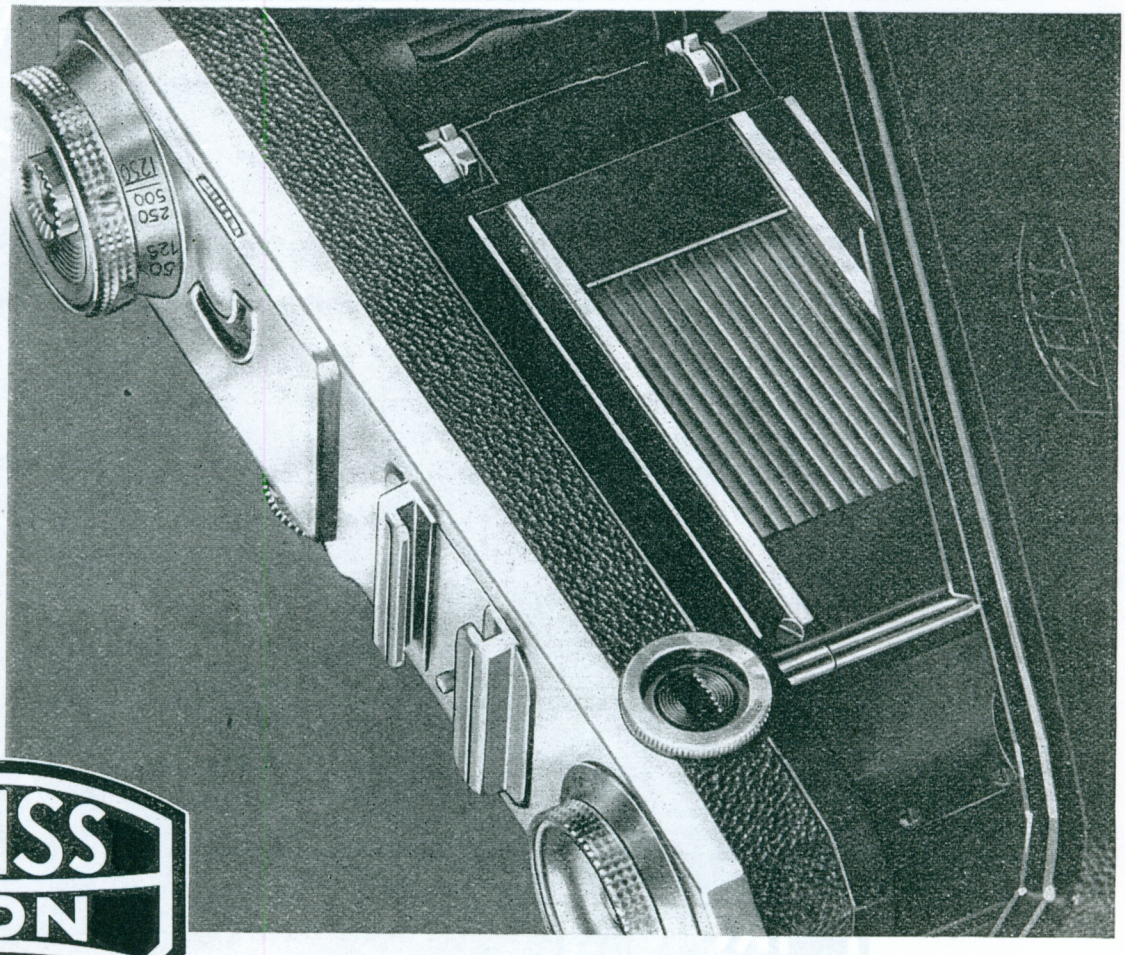
● shutter release on camera body ● large diameter focussing knob, which is also arranged as a depth of focus scale ● special plano convex focussing screen, ensuring brilliant image for focussing right to the corners ● double exposure prevention device ● blank film prevention feature ● frame finder for sports work ● 4× focussing magnifier in finder hood ● Zeiss Tessar or Triotar f/3.5 in Compur Rapid or Compur Normal shutters, respectively.

With its first class lens and shutter equipment and modern features the Ikoflex III is the most up to date twin lens reflex at its price.

## IKOFLEX III

*The Ikoflex III is described in the Zeiss Ikon gravure list. Write for a copy or ask your dealer for a demonstration.*

ZEISS IKON LTD., 11, MAIDSTONE HOUSE, BERNERS STREET, LONDON, W.1



ZEISS IKON

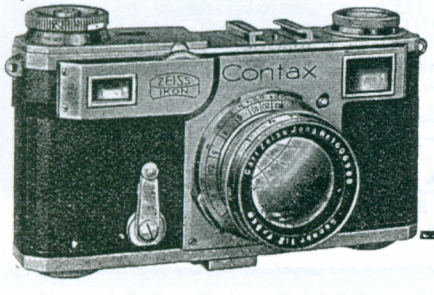
# Do you know what this is?

The illustration shows the focal-plane shutter speeded from ½ to the high speed of 1/1,250th second on the Contax II. This shutter is made of metal which, unlike rubberized fabric, is not affected by climatic conditions. The whole range of speeds are always visible on one dial, and the speeds can be adjusted both before and after winding the shutter.

A built-in delayed-action release is also provided, and this, in addition to giving the ordinary range of shutter speeds, gives an automatic time exposure of one second.

The metal focal-plane shutter of the Contax is very smooth in action, and this, combined with the elegant shape of the instrument and the careful positioning of the shutter release in the centre of the shutter winding wheel, enables the camera to be held steadily during exposure and does much to eliminate camera shake.

The illustration also shows the detachable back of the Contax, which greatly facilitates loading and cleaning, besides permitting a plate back and plates to be used where single exposures have to be made or special negative material used.




## CONTAX

*The range of 15 interchangeable Zeiss lenses for the Contax, combined distance meter and view finder and many other features are all described in "Unfettered Photography". Write to us for a copy, or better still ask your dealer for a demonstration.*

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ZEISS IKON
APPOINTED DEALER

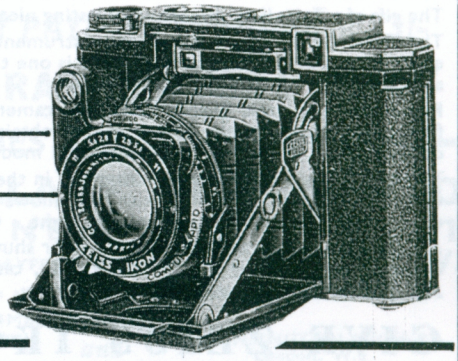
Look for this sign in your dealer's window.

# *Spring will soon be here . . .*

Easter is only eight weeks off now . . . springtime is coming . . . and if you are going to make the most of the wonderful opportunities this season offers you for picture-making, you will want to use the next few weeks to get the "feel" of a new camera, ready for the spring.

Ask your dealer for a demonstration of the Super Ikonta right away. . . . The model for $2\frac{1}{4}'' \times 2\frac{1}{4}''$ pictures (illustrated) is equipped with the ultra-rapid Zeiss Tessar f/2.8—fast enough for taking action subjects under indifferent lighting conditions . . . while the Compur shutter speeded to 1/400th second will capture the movement of most sports subjects. You may be sure that all your pictures will be sharp too, thanks to the patent Zeiss Ikon rotating wedge distance meter, and the interlocking of the film wind and shutter release prevents unintentional double exposures.

The Super Ikonta Model II provides somewhat similar advantages, and is obtainable for either $2\frac{1}{4}'' \times 1\frac{3}{4}''$ or $3\frac{1}{4}'' \times 2\frac{1}{4}''$ pictures, and all current models sold in Great Britain and Ireland carry a written guarantee for three years.



## SUPER IKONTA

ZEISS IKON

*Write for a copy of "Miniature Camera Advantages with large size pictures", or ask your dealer for a demonstration.*

**ZEISS IKON LTD., 11, Maidstone House, Berners Street, London, W.1.**



ZEISS IKON

# A Christmas present that endures..

The gift of a Zeiss Ikon camera gives lasting pleasure—not only now, but also in the future.

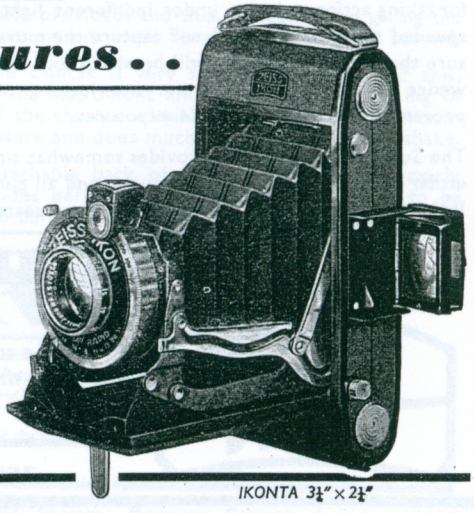
The Zeiss Ikon trade mark on an instrument is synonymous with craftsmanship and quality the world over, and such a gift is one that the most fastidious photographer will appreciate.

Remember that good quality Zeiss Ikon cameras which can be used right away to take first-class pictures in the winter can be obtained for as little as £2 12s. 6d., while £60 or more may be paid for that wonderful modern miniature—the Contax.

The whole range of cameras is described in the new illustrated book "Round the clock with Zeiss Ikon Cameras", which also shows the sort of pictures which can be taken during the winter, both by day and by night. Copies will be sent post free on request.

All Zeiss Ikon cameras fitted with Compur shutters or over £10 in value, sold at current listed prices in Great Britain and Ireland, carry a written guarantee for three years. Ask your dealer for particulars.

## GIVE ZEISS IKON CAMERAS

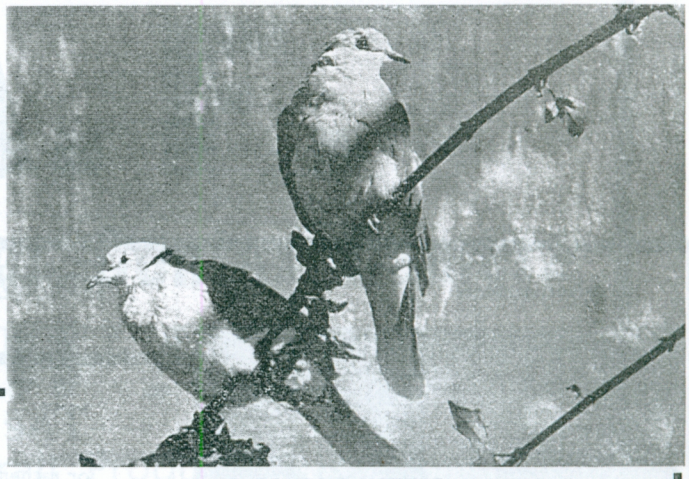


IKONTA 3¼" × 2¼"

**ZEISS IKON LTD., 11, Maidstone House, Berners Street, London, W.1**

# "WALLACE HEATON" AND "CITY SALE"

## Gosh! WHAT A BARGAIN



A CONTAX PICTURE.

## SAVE £8 ON ONE OF THESE

# GENUINE UNUSED ZEISS IKON CONTAX I MINIATURE CAMERAS

## FITTED WITH ZEISS TESSAR F/3.5 or F/2.8 LENSES

The **Contax** is the camera of which photographers everywhere have dreamed. It is compact. It is a perfect example of precision work. It has the exact focussing of the reflex, the high speeds of the Press camera, the facility of interchangeability of lenses of the so-called universal camera, and all the convenience of the roll-film camera. In fact, the Contax will undertake such a wide range of subjects that some are sceptical of the claims made until they see specimens of work actually produced. Subjects as widely differing as high-speed sports photography, requiring speeds up to 1/1,000th sec., and night work at the theatre, dinner parties by artificial light, etc., can be easily tackled if the camera is equipped with the Tessar f/2.8. Everybody knows what fine precision and quality "Zeiss Ikon" stands for. Here is your chance to get one of their finest makes of minicams at a price hitherto unheard of. Every instrument is absolutely guaranteed, and offered at about £8 below usual list price. Here's the specification: Contax I, with coupled range-finder, Tessar f/3.5 or f/2.8 lens, focussing down to 3½ ft., focal-plane shutter ½ to 1/1,000th sec., in maker's box with instructions.




Please give Generously

NOV. 11 REMEMBRANCE DAY

**CONTAX I with F/3.5 ZEISS TESSAR**
ORIGINAL LIST PRICE £31:0:0 **OUR PRICE £22:17:6**

**CONTAX I with F/2.8 ZEISS TESSAR**
ORIGINAL LIST PRICE £33:15:0 **OUR PRICE £25:12:6**

*24 MONTHLY PAYMENTS of 20/6 or 23/-*

**FULLY GUARANTEED FOR 3 YEARS**

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Phone: MAYFAIR 7511 (8 lines).
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ALSO AT THE FOLLOWING ADDRESSES OPEN FOR CUSTOMERS CALLING:
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13, The Arcade, Liverpool Street - - - - London, E.C.1
47, BERKELEY ST. London, W.1 *and* 43, KENSINGTON HIGH ST. London, W.8

**THE MINICAM AND CINECAM SPECIALISTS**



*Taken with Tenax II* *Zeiss Sonnar f/2 1/50th sec. at f/2.8*

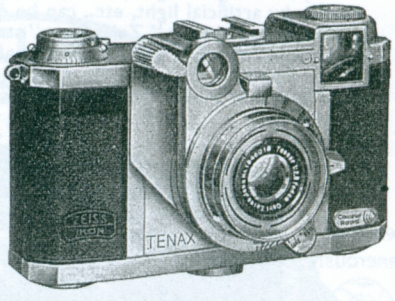
# *The answer is in the negative . . .*

or rather, it's the negatives you get with the Tenax II which provide those sparkling pictures which are the aim of the novice or advanced worker alike.

Combined distance meter viewfinder removes guess work from focussing and ensures sharp pictures. Single lever film and shutter wind eliminates the annoyance of double exposures and enables shots to be taken in rapid succession. Rapid Zeiss Sonnar f/2 and Compur rapid shutter (to 1/400th sec.) enables sports as well as indoor and stage subjects to be taken. Inexpensive to use the Tenax is a precision miniature of the highest class and gives 50 exposures 24 x 24 mm. on the usual 35 mm. spool. Ask your dealer to show you one.

Zeiss Ikon cameras, at the present time, may be obtained only from certain appointed Zeiss Ikon dealers. Latest price list on request.

## TENAX II




**ACCESSORIES.**

London made Zeiss Ikon accessories, including supplementary lenses, lens hoods and leather cases are now available.

**REPAIRS.**

Our workshops are open for repairs by Zeiss Ikon trained mechanics but owing to present circumstances some delays are inevitable.

ZEISS IKON LTD., 11, Maidstone House, Berners Street, W.1.

*ROBERT E. PEELING, British Managing Director.*

ZEISS IKON 1939 IS A CLASSIC CAMERA COLLECTOR PUBLICATION




# WALLACE HEATON LTD—BOND ST.

# The R.A.F.

## needs your Leica or Contax Camera

## *NOW!*

The Ministry of Aircraft Production is asking for it in the Public Press. Please release yours—it will help your country and the war effort. No Leica or Contax must remain idle. Prices are controlled, but you will get from us the highest price possible. We are convinced that the amount we pay now will buy far more after the war than the camera you sell NOW.

Until February 1st, 1943, *we guarantee* that every Leica and Contax we buy will be sent to the Ministry of Aircraft Production.

**IF YOUR CAMERA IS NOT ALREADY ON PRIORITY WORK**

## SEND IT NOW

by registered post, parcel marked "WAR EFFORT," enclosing your name and address, and send an addressed letter separately to

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**THE MINICAM AND CINECAM SPECIALISTS**

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# "WALLACE HEATON" AND "CITY SALE"
## THE HOME OF "MINITOGRAPHY" (REGD.) PRODUCTS

By Appointment to H.M. The King.

THE GOVERNMENT SAYS:

# YOUR CHEERFULNESS— YOUR COURAGE—YOUR RESOLUTION WILL BRING US VICTORY

And of course it is right. The Government recognises that while our Sailors, Soldiers and Airmen are courageously facing the enemy, the civil population has its own no less vital part to play. Not only in civil defence and other voluntary services but in going about our jobs with cheerfulness, courage and resolution. "This," you say, "is easier said than done." No! We realise that it won't always be easy. Our advice is: make sure of a little relaxation when you can. We all need a safety valve, something different to occupy our minds, and this is where your old friends "Wallace Heaton"—"City Sale" are doing their bit—by providing you with the means to entertain yourself and your friends during the long dark evenings in front of us.

HERE ARE A FEW PRACTICAL SUGGESTIONS:

**HOME MOVIES** The finest form of home entertainment, as it is (1) inexpensive, both to buy and to run; (2) will entertain the whole family and your friends whenever you like; (3) will provide the widest possible variety of amusement with the help of our film libraries —Comedy, Drama, Travel, Educational—something for everybody.

**ENLARGING** If you have never tackled it before, now is the time. It is quite easy and we shall be glad to give you any advice and help free. It is one of photography's most fascinating phases and will certainly help you to forget all about Hitler and his gangsters.

**INDOOR PHOTOGRAPHY** Although this calls for a little extra light in the way of one or two photoflood lamps, it can safely be indulged in if your windows are properly blacked out. Tommy, in camp or abroad, will be delighted to have snaps of the family "Keeping the home fires burning."

A study of the following pages, which have been carefully planned to help you choose, will tell you more about any of the above suggestions. There are advertised cameras, home movie projectors and enlargers, both new and second-hand. There is information about our film libraries, and most important of all our *famous pay-as-you-use-it plan*, which enables you to secure anything over 50/- by a small initial payment Write to your usual branch for any further help or information which you may require. We are here—carrying on—to help you. Remember, postal enquiries get special attention.

## ALL OUR ADDRESSES ARE ON THE FOLLOWING 4 PAGES

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