A NEW
ZEISS
IKON

ACHIEVEMENT
FOR SPEED, CONVENIENCE, ACCURACY

The exposure scale appears right on the ground-glass

AN IKOFLEX EXCLUSIVE
THE NEW IKOFLEX I-c
Phenomenal!

You see the scale of the built-in exposure meter right on the ground-glass as you focus and compose.

From Zeiss Ikon comes another new advancement

The striking and exclusive improvements incorporated in the new Ikoflex I-c put this popular 2½ x 2½" reflex in a class by itself.

The photoelectric exposure meter is built right into the body of the camera, and assures correct exposures in color or black-and-white. The calibrations and needle can be seen sharply and clearly on the ground-glass focusing screen. The meter indications are in full view at all times while you compose the picture and focus. This feature alone puts the Ikoflex I-c far in advance of other twin-lens reflex cameras.

Has large focusing knob for accurate, easy focusing even with gloves on — ASA and DIN settings are shown on the knob. Its Extrabrite focusing screen has an inner circle for critical focusing as well as a grid of fine vertical and horizontal lines for squaring up the picture.

Ikoflex I-c is a marvel in speed and simplicity of operation.

Additional features of this superb camera

- Light baffles to exclude internal reflections.
- Magnifying lenses on shutter-speed and diaphragm windows enlarge numbers for fast, easy reading.
- Single-action focusing hood — opens and closes with one touch of your finger.
- Enlarged focusing magnifier above the ground-glass.
- Folding shutter release button which swings out for use and folds flush against the body when not in use.
- Picture Counter.
- Direct-vision eye-level view finder.
- Automatic prevention of accidental double exposure.

Ikoflex I-c with built-in exposure meter.
Ikoflex I-b is available without built-in meter.

Both cameras offer the choice of either Novar 1/3.5 75mm or Tessar 1/3.5 75mm lens in Prontor SVS shutter to 1/300 with self-timer.

Ikoflex I-b with Novar 1/3.5 75mm lens (case extra) $99
Ikoflex I-b with Tessar 1/3.5 75mm lens (case extra) $119
Ikoflex I-c with Novar 1/3.5 75mm lens (case extra) $126
Ikoflex I-c with Tessar 1/3.5 75mm lens (case extra) $146

ZEISS IKON CAMERAS ARE IMITATED BUT NEVER EQUALLED
NEW SUPER IKONTA IV

2 1/4 x 2 1/4"
coupled-rangefinder
camera

Built-in photoelectric
EXPOSURE METER

You can count on sharp, perfectly exposed negatives with this splendid camera. Its new Zeiss Ikon alignment-type photoelectric exposure meter gives fast, accurate readings in color or black-and-white. The combined range and view finder enables you to sight and focus through one eye-piece.

Winding the film registers on the counter the number of pictures taken. No accidental double exposures or blanks.

Makes twelve 2 1/4 x 2 1/4" negatives on a roll of 120 film.

Equipped with the famous Zeiss Tessar f/3.5 75mm lens and latest type Synchro-Compur MVX shutter with cross-coupled light values and self-timer. Speeds to 1/500 sec.

Another model, basically the same as the Super Ikonta IV but without exposure meter, is equipped with the Novar f/3.5 75mm lens and is called SUPER IKONTA III.

Both cameras are small, compact and conveniently carried in the pocket — always ready for use.

Super Ikonta IV with Tessar f/3.5 lens (case extra) $124.
Super Ikonta III with Novar f/3.5 lens (case extra) $89.

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All Zeiss Ikon products are made in West Germany.
Available through authorized Zeiss Ikon dealers.