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*The*  
**IKOFLEX**  
I-a



**ZEISS**  
**IKON**



## **IKOFLEX I-a**

is a twin lens reflex camera of superior design and craftsmanship.

The reflex camera system with two matched and coordinated lenses, one for taking and another one for viewing, has great advantages. Before, and even during, the exposure you see on the ground glass a true image of the photograph which you intend to take. No more guessing of distance in order to have sharp focus, because you can clearly see whether the picture is sharp. No doubt as to whether you have the proper angle and the desired framing of the scene, because you see it all on the focusing screen.

With the Ikoflex camera, you preview and control your picture.

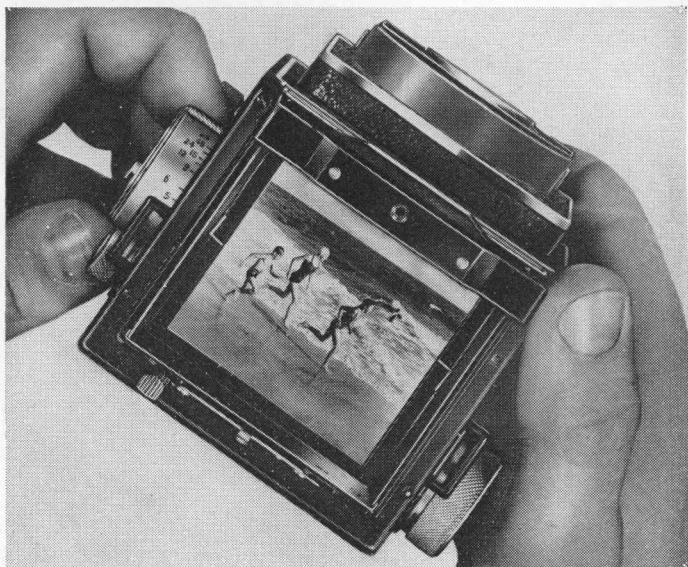
Ikoflex takes 12 pictures  $2\frac{1}{4} \times 2\frac{1}{4}$ " on 120 roll film, a good size for the album and enlarging.

### **BRILLIANT FOCUSING IMAGE**

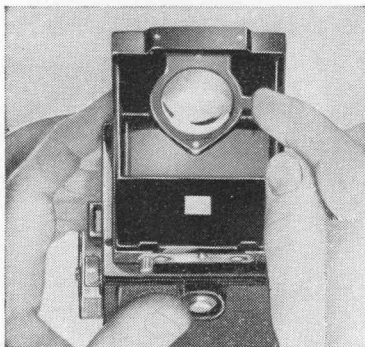
Snap up the focusing hood and look at the focusing screen. A surprise awaits you! You see the brightest image ever achieved on a reflex screen — evenly illuminated to the very corners! This marvelous brilliance is due to the EXTRABRITE screen. Image is true in color, right side up and in full  $2\frac{1}{4} \times 2\frac{1}{4}$ " size — the same size as the negative you intend to make. You see clearly what you are going to get in the photograph — and the added brilliance of the image enables you to judge tone values, shadow effects and color more accurately than ever. For focusing with critical sharpness, there is a magnifier folded in the hood which enlarges the image on the ground glass 4 times.

The taking lens is a coated Zeiss Tessar or Novar  $f/3.5$ , mounted in a Prontor SV shutter permitting exposures at B and 1 to  $1/300$  sec. The shutter has internal flash synchronization and delayed action. See reverse side.

**The Zeiss Tessar and Novar lenses have  
superior color correction and definition  
— the world's outstanding lenses.**



**EXTRABRITE** focusing screen renders the most brilliant image up to the very corners.

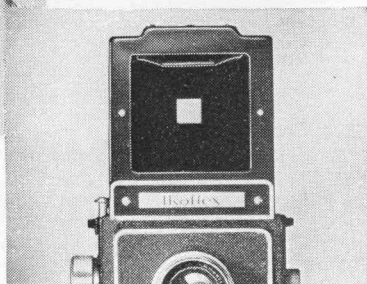


### MAGNIFIER

For critical focusing, a 4 times magnifying lens is built into the hood. It is hinged and can be folded away at will.

### DIRECT VIEW-FINDER

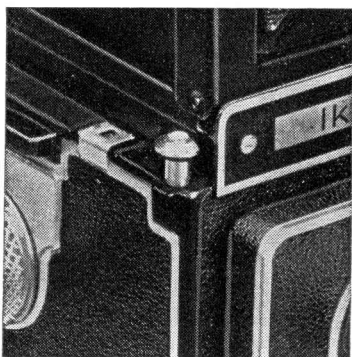
The front plate of the hood is collapsible in its frame, and the back has a square peep hole, thus creating a direct eye-level view-finder — an advantage in fast work and flash photography.



## SO EASY TO OPERATE

You'll be impressed with the clever way in which all controls have been placed within easy reach of your finger-tips. The release of the shutter, either by hand or cable, is on the top edge of the camera body. Next to it, is a red signal which assures you that you have advanced the film after the previous exposure. An automatic lock prevents accidental double exposures and blanks.

The Ikoflex has a sturdy light-weight metal body. It is covered with black leather and handsomely trimmed with chrome. It measures only  $3\frac{7}{8} \times 4 \times 5\frac{1}{2}$ " and weighs but 36 oz. — so light and compact, you'll find it an agreeable companion, even on long and strenuous hiking trips.



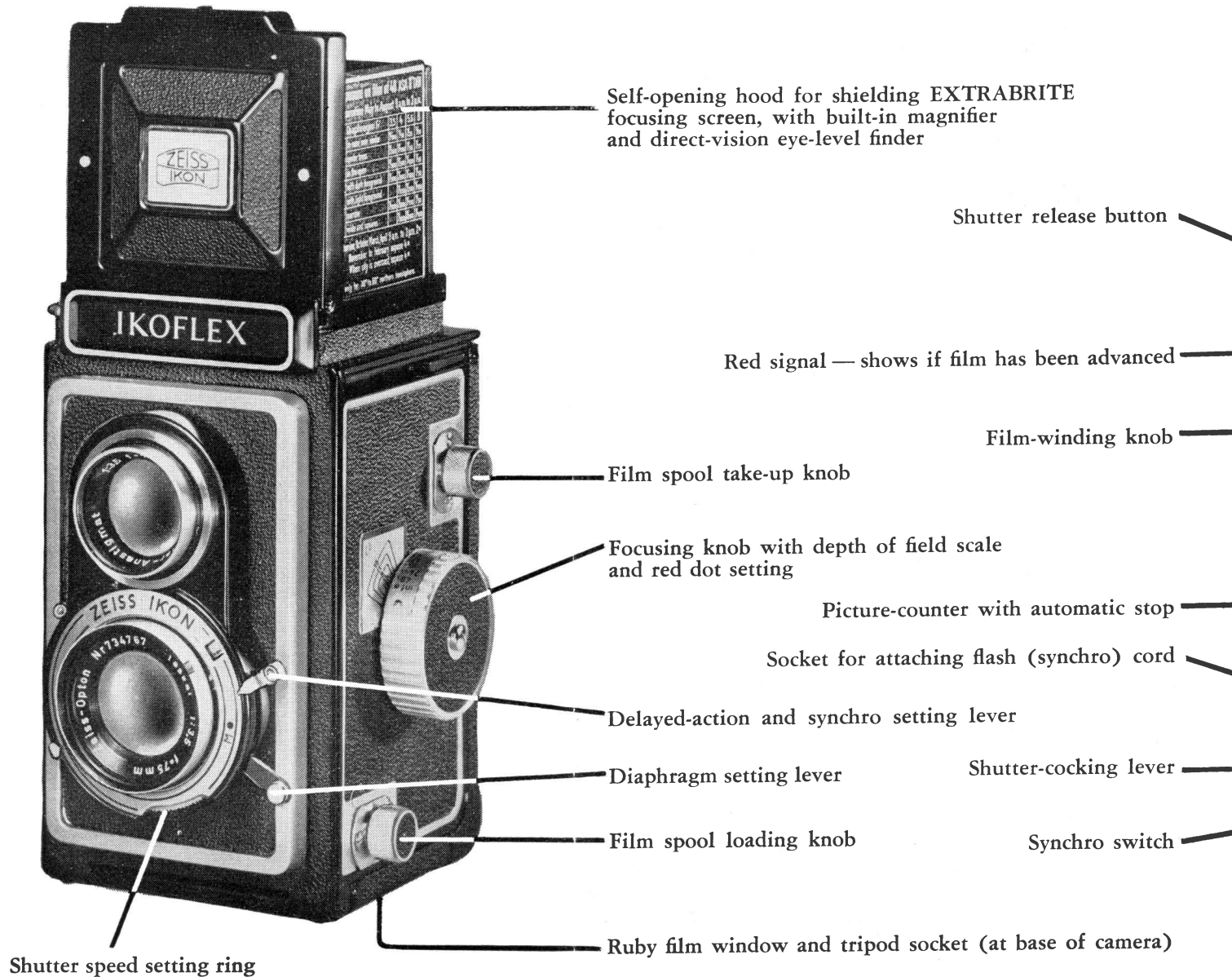
### FINGER-TIP RELEASE

The finger-tip release of the shutter is located on top edge of the camera, within easy reach of your thumb as you hold the camera. Aside of the finger-tip release is a red signal showing that you have advanced the film after the previous exposure.

### • BRIGHTEST IMAGE •

World-famous Zeiss Tessar or Novar  
f/3.5 lens (coated).

Prontor SV Shutter with full, built-in flash  
synchronization (MX) and delayed action.



g hood for shielding EXTRABRITE  
screen, with built-in magnifier  
vision eye-level finder

Shutter release button

Red signal — shows if film has been advanced

Film-winding knob

take-up knob

knob with depth of field scale  
at setting

Picture-counter with automatic stop

Socket for attaching flash (synchro) cord

tion and synchro setting lever

setting lever

Shutter-cocking lever

loading knob

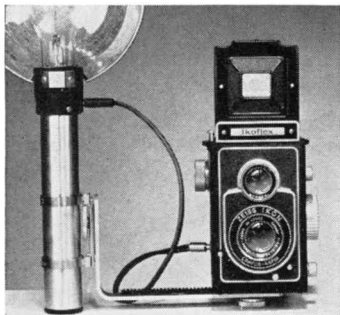
Synchro switch

window and tripod socket (at base of camera)

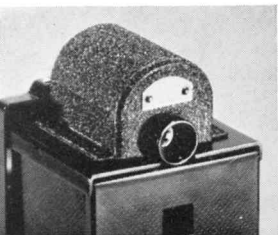




Showing the operation of the focusing wheel on the right side of the Ikoflex. Next to the focusing wheel is the depth of focus scale. Engraved on the hood is an exposure table.



Prontor SV Shutter of the Ikoflex has internal flash synchronization. Flash cable connects in socket on side of camera.



### **Ikoflex Prismatic Eye-level Focusing Device**

This unit fits on top of the open hood of the Ikoflex camera, and permits the user to focus directly on the ground-glass with the camera held at eye level. A most valuable accessory where eye-level photography is needed or desired.

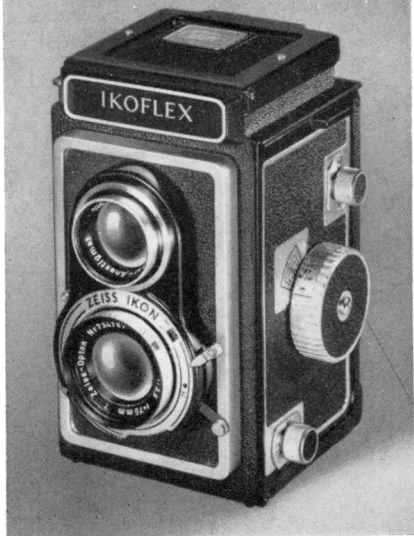


### **Ikoprox Attachments**

Ikoprox Dual Close-up Lenses make photography of near objects easy. Two parallax-corrected lenses mounted together slip over the lenses of the Ikoflex. In 2 models: 1 diopter for 40 to 20" distances, and 2 diopters for 20 to 12". Each unit in leather case with snap-lock.

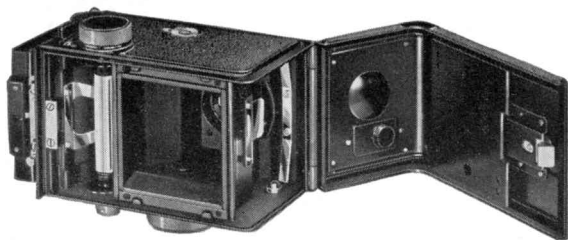
In similar mount the Bernotar Polarizing Filter has two coupled matched polarizing filters. As one is turned, the other automatically rotates the same distance. Calibrations 0 to 180° marked on upper ring. In leather case with snap-lock.





## ZEISS IKON IKOFLEX

The closed camera measures  $3\frac{7}{8} \times 4 \times 5\frac{1}{2}$ " and weighs but 36 ounces. Easy to carry wherever you go.



Hinged back permits quick, easy loading as with any roll-film camera.

**Fayette Camera Shop**

1001 E. Fayette St.

Syracuse 3, N. Y.

PHONE

5-3253



*Finely modulated sea and landscapes  
with the Zeiss lenses.*



*You will treasure such intimate shots taken  
with the superior Zeiss lenses.*



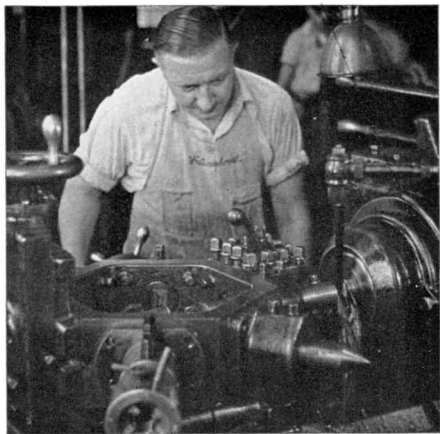
*For fast-moving action shots, use the eye-level finder and high speed.*



*For pretty scenes of human interest, use the Ikoftex. Ideal for photos of children and pets.*



*For vacation shots of children at the beach, the Ikoflex is a good companion. Note crisp image and fine details.*



*Technical pictures like this are easily taken with the versatile flash-synchronized Ikoflex.*