

A family affair



ZENITH

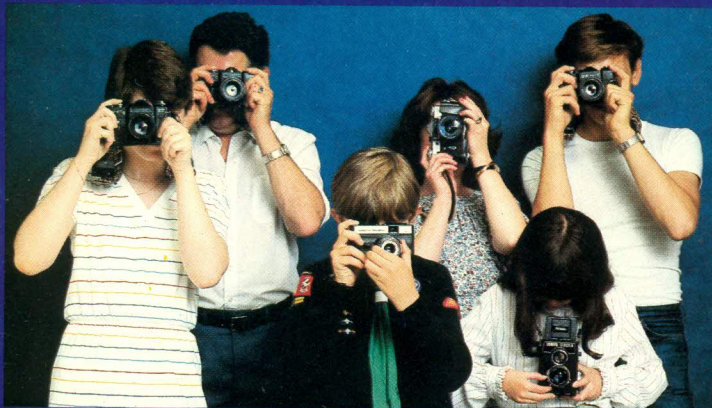
Contents

Pages

- 4-13 Zenith 35mm. Reflex System Cameras
- 14-17 Reflex Lenses and Accessories
- 18-21 Inexpensive Family Cameras
- 22-23 Flashguns and Exposure Meters
- 24-25 Gadget Bags and Cases
- 26 Tripods
- 27 Darkroom Equipment
- 28-29 Binoculars and Telescopes
- 30-31 Photomicrography, T.O.E. Information
- 32 Some other T.O.E. Products

ZENITH + HELIOS

Photographic systems for all the family



The name Zenith has earned for itself an enviable reputation among 35mm reflex cameras. Zeniths are *system cameras* — using the fine interchangeable Helios lenses and other accessories shown in this brochure you can, for a very moderate outlay, open up for you and your family almost unlimited photographic horizons.

The Zenith Ef/2 has sold in hundreds of thousands all over the world. Its success is readily explained by the quality of its standard lens, its sound engineering, rugged strength, versatility and down-to-earth price. Its successor, the Zenith EM, added an automatic diaphragm to the established Zenith virtues and immediately won a British award for 'Best Camera Value of the Year.' The EM was soon followed by the Zenith TTL, which gives the advantages of through-lens metering, now we have the ET which is sure to prove a great favourite with the enthusiasts in the family.



T.O.E. — The home of good photography

ZENITH TTL

Top model in the range, the Zenith TTL provides the operational advantage of stop-down through-the-lens metering. Accurate assessment of exposure is ensured no matter what accessory you might use — filter, teleconverter or whatever — the built-in CdS cell always takes its reading through the accessory in use, thus automatically compensating for its effect. The viewfinder has a coincident needle system that indicates whether there is enough, too much or too little light, for correct exposure. The Helios 44M standard lens of the Zenith TTL has been described as quite outstanding in its price range. Its automatic diaphragm remains open while you are viewing and focusing; then closes down to the preset aperture when you press the shutter release. There is manual override for depth-of-field preview. A fresnel screen with microprism spot makes for easy and accurate focusing. The rapid lever wind advances the film while resetting shutter and additive frame counter. The multi-slot take-up-spool gives easy loading. Lens mounting is by Universal 42mm thread, so that you can easily substitute standard single-pin interchangeable auto lenses and accessories. Complete with ever-ready case and neckstrap.



Specification

Standard lens: 58mm Helios 44M, 6-element. Accepts 52mm screwmount filters. **Apertures:** f/2-f/16. **Focusing:** 0.5m-inf. **Shutter Speeds:** 1/30th-1/500th + 'B'. Electronic flash synchronised, delayed action. **Through-the-lens Light Meter:** Cds cell, powered by Mallory PX 625 battery (supplied), calibrated 16-500ASA/13-28DIN.



"On this bend they come right under you at about 95 mph. You're only 20 feet away so you have to pan — and fast! With shutter speeds up to 1/500th of a second I can 'freeze' the action. Of course, I have to use a fast film, but through-the-lens metering means I can forget about exposure problems. It's excellent at close ups too — down to half a metre. The first day out with my TTI produced some really useful shots. Next season I hope to have a teleconverter or even a telephoto lens."



Aluminium Cases

Once Mark has acquired a few accessories, he'll need a carrying case. This one's in reinforced aluminium, is lockable, and there's a choice of five sizes. See page 24 for full range.



*Using a teleconverter with the telephoto lens will give you a 400mm or 600mm lens.

Full lens specification on pages 14-16



Teleconverters*

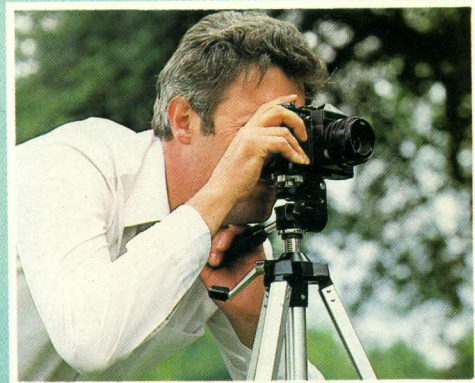
Mark has a choice of two teleconverters, to inexpensively double or treble the power of his standard 58mm lens. It simply screws on between the lens and the camera body, and effectively brings his subject that much closer.



200mm Telephoto Lens*

This is nearly four times as powerful as Mark's standard lens, which it replaces, so he'll have to beware of camera-shake, and possibly even use a tripod. It's also a little more expensive than the teleconverter, so probably worth mentioning near Christmas or next birthday!

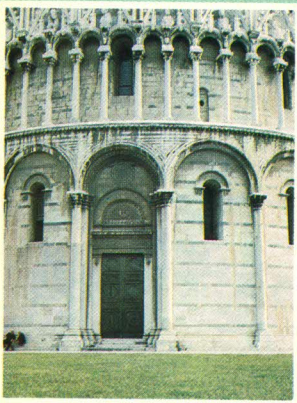
ZENITH EM



The Zenith EM is identical in specification to the TTL model, except for the metering system — a sensitive selenium cell (powered by light itself — no batteries required) provides exposure readout on the camera's top plate. Complete with ever-ready case and neckstrap.

Specification

Standard lens: 58mm Helios 44M, 6-element. Accepts 52mm screwmount filters. **Apertures:** f/2-f/16. **Focusing:** 0.5m-inf. **Shutter Speeds:** 1/30th-1/500th + 'B'. Bulb and electronic flash synchronised, delayed action. **Built-in Light Meter:** Selenium cell, calibrated 16-500ASA/13-28DIN.



The last time I came to Italy was on my honeymoon, and I didn't have a camera — so this time I've bought a Zenith EM to capture those memories for good. I remember it being sunnier before . . . never mind, with my built-in light meter I can shoot confidently in any light — even inside the darkest cloisters, using the electronic flash. And with these Auto Extension Tubes I can get in really close to photograph details. I'll tell you another thing too — don't wait 'til your second honeymoon to get a Zenith EM!

Helios Auto Extension Tubes

Screwed between the lens and the camera body, these fittings allow a closer approach to the subject than even close-up lenses. In three lengths — 11mm, 20mm and 30mm — they may be used singly or in combination.

Universal 42mm thread fitting.



Handybag

An ideal 'walkabout' bag in tough, water-repellant material with grained vinyl trim. Padded for knock-protection; features four internal partitions, side pockets, protective feet and adjustable shoulder strap.



Mini Tripod

The 'go anywhere' lightweight mini tripod which fits in your carrying bag — 22cm long when closed, 43cm extended; weight 575g. Complete with case.

For full range of accessories see pages 14-17 and 22-27.

