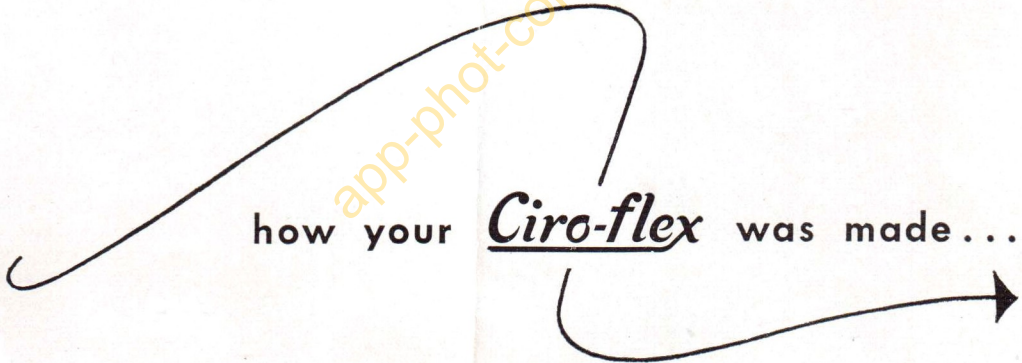


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how your *Ciro-flex* was made...



Cameras have come a long, long way since the 16th century's darkened room with a small aperture in the window or shutter . . . a long way, even, since the more recent days of "light-proof boxes with bits of polished glass." Discoveries, developments, improvements, refinements . . . then more of the same through the years . . . have all tended to complicate the mechanics of the basically simple *camera obscura* while increasing its usefulness and consistent quality of results.

Take the *Ciro-flex* reflex for good example. In principle the reflex dates back to 1686, to an early type figured by one Johann Zahn. Yet today's modern *Ciro-flex* version is an intricate assembly of more than 128 separate precision-made, selectively fitted parts.

Want to see how your *Ciro-flex* was made? Then read on. The following pages will take you on a quick "picture" trip through the new modern plant of *Ciro Cameras, Inc.*

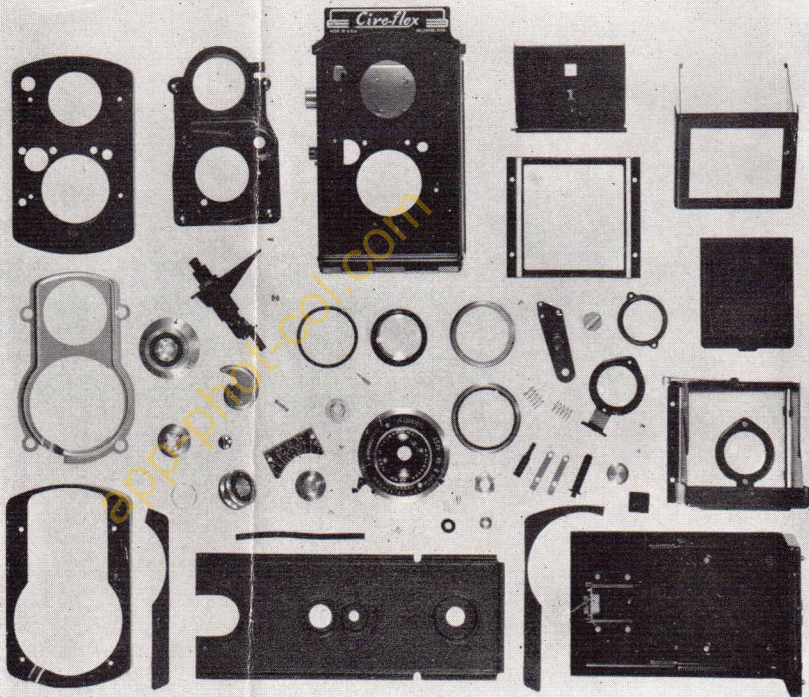


This is the home of your *Ciro-flex* . . . the modern plant in which it was made. Located on the outskirts of Delaware, Ohio, facilities include 25,000 square feet of floor space fully equipped for the production of fine precision cameras

"Gives  
you  
a  
print-size  
pre-view  
of  
every  
picture  
you  
take!"

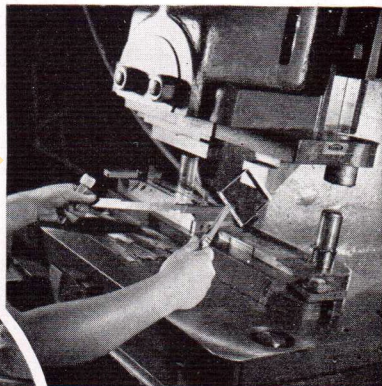


These are the parts of your  
Ciro-flex . . . nearly 150 of  
them . . . steel, aluminum,  
rubber, fibre, felt, glass . . .  
some large, some micro-  
scopic in size . . . yet each  
one produced to precision  
limits to assure faultless  
operation of your Giro-flex.

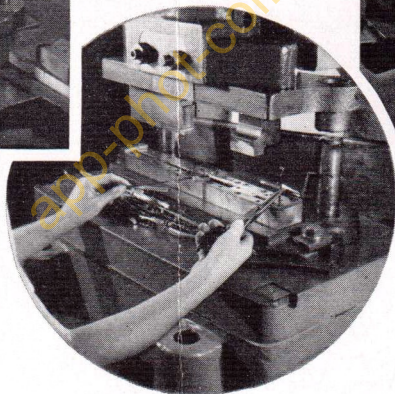




There are 48 different stamped steel parts used in the manufacture of your Ciro-flex. Most of these, too, are produced at the Delaware, Ohio, plant.



Production of precision parts for your Ciro-flex requires highly specialized tools, dies, jigs, and fixtures . . . all of which are made here in Ciro's own tool room by master craftsmen.



At the left, for example, parallax sliding frames are being stamped out to within  $\pm .005''$ . Above, the Ciro-flex viewer frame is formed to the same close precision limits.

## PRECISION'S A "MUST" FOR THE CIRO-FLEX FOCUSING MECHANISM

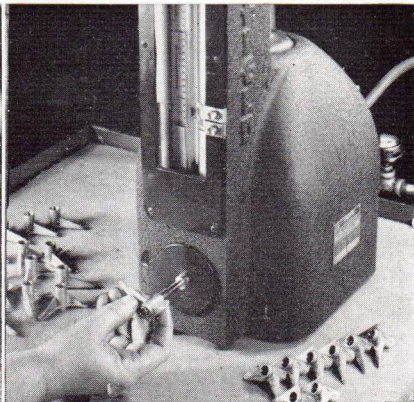
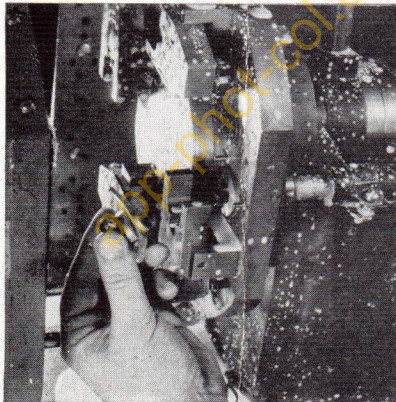
Precision's a "must" for the Ciro-flex focusing mechanism. It consists of a bracket, shaft and cam assembly, each part of which demands the utmost in precision machining. In operation, they control the action of the sliding lens board with a straight in-and-out movement. No twisting, no spiral . . . and no binding! They have to be *right* to be used!

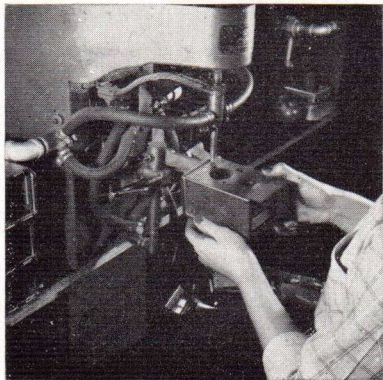
In producing the bracket, the inside diameter is precision bored to over-all limits of .0002" (two ten thousandths part of an inch) straight, round and parallel. The outside diameter of the

shaft is centerless ground to the same close precision limits. Then finished brackets and shafts are selectively fitted to assure smooth, effort-

less focusing of your Ciro-flex.

Precision is so fine on these parts that it takes a delicate forced air gauge to measure their accuracy.





No less than 65 spot welds account for the great strength and rigidity built into the all-steel Ciro-flex. And one owner can attest to its durability, too. He accidentally dropped his Ciro-flex from an 8th story window without appreciable damage!

Every step in the assembly of your Ciro-flex was checked for accuracy. Below, for example, the focal plane is gauged parallel with the plane of the shutter within .005". No partial or distorted images!



Above, the Ciro-flex focusing mechanism is tested for ease of operation, the lens board for parallel, and the back focus determined for selective fitting of proper matched Wollensak lenses.

Asleep on the job? No. The young lady at right is synchronizing the lenses . . . first with each other through the ground glass viewer, then with the graduations on the focusing knob.



End of the line! Completely checked, thoroughly inspected and cleaned, the finished *Ciro-flex* is placed in its carrying case and wrapped in cellophane . . . ready for you.



And you may be interested in knowing that, with the exception of the view of the plant and the parts photograph, all pictures used in the booklet were taken with . . . a *Ciro-flex*!



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**CIRO CAMERAS, INC.**

DELAWARE, OHIO