



TRADE NEWS

Published at intervals in the interest of authorized Zeiss Ikon retail photographic dealers in the United States, by Carl Zeiss, Inc., 485 Fifth Ave., New York 17, N. Y.

NUMBER THIRTY-ONE

JULY, 1961

NEW ORGANIZATIONAL STRUCTURE FOR CARL ZEISS

The retirement from active business service, effective as of July 1, 1961, of Dr Karl A. Bauer who has been President of Carl Zeiss, Inc., New York since 1925, necessitated various changes in executive management of the firm.

The following officers now head Carl Zeiss, Inc., New York:

Mr Paul G. Langfeld, President and Treasurer; Mr Gerd Kalweit, Executive Vice-President; Mr. Erich Friedrich, Vice-President; Mr Albert E. Hey, Assistant Treasurer and Secretary

PAUL G. LANGFELD



Paul Goerz Langfeld, President of Carl Zeiss, Inc., succeeds Dr Karl A. Bauer, former President of the company

Mr Langfeld resigned as president of Pfaff International Corp., New York, where he directed Western Hemisphere operations, to assume his new post. Prior to joining Pfaff, he was executive Vice-President of the C. P Goerz American Optical Co., New York, which was founded by his grandfather. He started his business career with Eastman Kodak Co., Rochester, New York.

HANS P. MULLER



Coincident with the changes in management at Carl Zeiss, Inc., Hans P Muller assumed the duties of Sales Manager of the Zeiss Ikon Camera Department.

He brings with him a broad experience of more than fourteen years active service and experience in the wholesale photographic trade in both Europe and the United States. Mr Muller will personally visit dealers all over the country periodically and work in close contact with the Zeiss Ikon regional sales representatives.

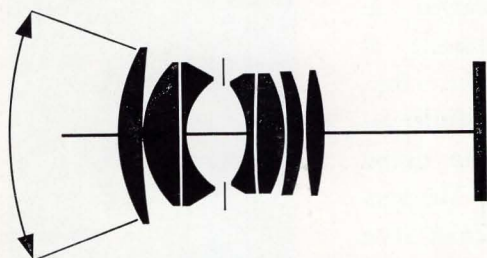
NEW ZEISS PLANAR $f/1.4$, 55mm ULTRA-RAPID LENS FOR THE CONTAREX



The Planar $f/1.4$, 55mm lens for Contarex

We are pleased to announce the availability of a newly-designed high-speed lens for the Zeiss Ikon Contarex and Contarex Special 35mm single-lens reflex cameras. The new Planar $f/1.4$, 55mm represents a completely new lens design, in which quality and sharpness of image have not been sacrificed in the interest of speed. It has an angle of field of 41° , placing it in the category of standard lenses for the Contarex for universal application. In comparing it with the Planar $f/2$, 50mm lens, it can be said that in spite of doubling the speed, the image quality remains excellent at $f/1.4$, as well as all other apertures. This unusual performance is remarkable in view of the fact that single-lens reflex cameras require a special lens design of great back focal length to permit sufficient space for the movement of the mirror

The Planar $f/1.4$, 55mm consists of seven elements which are grouped in five components. As with the other Contarex lenses from 35mm to 135mm, it is equipped with the automatic preset diaphragm coupled to the exposure meter of the Contarex. Its lens coating is color-matched, as on other Contarex lenses, to insure even color rendition. The diaphragm scale ranges from $f/1.4$ to $f/16$ and the focusing scale from infinity down to 18 inches, measured from the object to the focal plane. Furthermore, the diaphragm also provides automatic exposure-compensation for close-up photography



Cross-section diagram of the Planar $f/1.4$, 55mm lens showing the seven elements and their relationship to each other

The Planar $f/1.4$, 55mm lens fits the Contarex camera with a fast-action bayonet lock quickly and with highest precision in common with other Contarex lenses, and accepts the standard bayonet mounted 56mm lens accessories, such as filters, shades, etc.

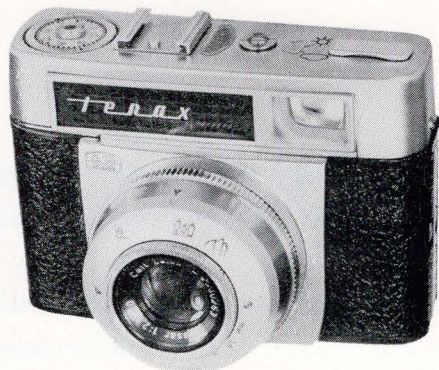
The Zeiss Planar $f/1.4$, 55mm lens is available for the Contarex and Contarex Special cameras exclusively. The Contarex camera may be ordered with the Planar $f/1.4$, 55mm lens as standard equipment (in place of the Planar $f/2$, 50mm lens normally furnished) if desired.

PRICE STRUCTURE

	<i>Cat. No.</i>	<i>Net</i>	<i>List</i>
Planar $f/1.4$, 55mm lens	11.2407	\$151.97 15.20	
		\$167.17	\$249.00
Contarex with Planar $f/1.4$, 55mm lens	10.2407	\$363.15 36.32	
		\$399.47	\$595.00

THE SUMMER SPECIAL SALES PROGRAM

All Zeiss Ikon dealers have been informed about the SUMMER SPECIAL sales program that was instituted early in June and scheduled to continue through July and August. It is gratifying to report that the majority of our dealers have taken on this program in their locality with vigor and, as a result, are reaping the increased sales and benefits we predicted for those who would push the special sale locally



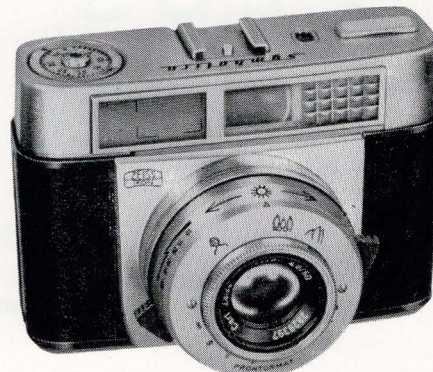
The Tenax camera

Participating dealers all report excellent results from the sales and promotional aids we furnished, colorful paper streamers on the Tenax and Symbolica cameras, three-column newspaper mats, yellow paper posters, literature on both cameras, and a special press kit created by our public relations council Jack Bernstein Associates of New York. The press kit included news items for release to local newspapers, specimen suggested 30-second radio spot announcement and helpful hints as to the proper use of these publicity tools.

As a reminder, here are the pertinent facts concerning this program for the benefit of those dealers who may have inadvertently missed the original mailing:

The Summer Special is a trade-in promotion built around the TENAX and SYMBOLICA cameras. This campaign can double and even triple your profits on these two popular models during the summer months. Here are the details:

Zeiss Ikon will contribute \$15.00 retail, or slightly more than \$9.00 net, on each Tenax or



The Symbolica camera

Symbolica sold by you. Under this plan you are in a position to offer your customers big trade-in allowances on their old cameras when they buy a Tenax or Symbolica. Our \$15.00 retail offer, together with your own price reduction efforts, will enable you to grant a \$25.00 allowance and still give you a good profit!

In addition to the \$15.00, we will give a 5% co-op advertising allowance on your Tenax and Symbolica purchases during the months of the campaign. We will make reimbursement against tear-sheets after August 31, but not later than September 30.

You will also be given full promotional support to ensure the success of your Summer Special Trade-In Campaign in the form of a kit (see paragraph two) These items will enable you to launch a publicity campaign in your area to stimulate customer participation.

During the promotion, Tenax and Symbolica cameras will be sold to you at the following prices

CAMERA	RETAIL
Tenax	\$108.00
Symbolica	\$ 94.00

REGULAR QUANTITY NET		JUNE-AUGUST NET FOR SIX OR MORE UNITS	
	\$59.33		\$51.08
Ex. Tax	5.93	Ex. Tax	5.11
	\$51.63		\$43.40
Ex. Tax	5.16	Ex. Tax	4.34

Cases and accessories remain at regular dealer's net prices as per our Price Schedule dated May 1, 1961.

The success of any such enterprise must of necessity depend upon the cooperation of the dealer: we can go only so far in providing the

means, the methods and the tools, plus the extra incentive of additional discounts on ordered merchandise. The Summer Special again has thus far proved the truth of this fact. And as usual, it is the active, progressive and aggressive dealers who are increasing their turn-

SUMMER SPECIAL SALES PROGRAM *continued*

over, merely by getting on the suggested bandwagon and pushing the special sale in their cities.

Although the campaign is now well along, it is still not too late for dealers to pick it up who failed to take advantage of the opportunity in response to the original announcement **PROVIDING THEY SEND IN THEIR ORDERS IMMEDIATELY!** There is still time to cash in on this unusual, profitable campaign but you must hurry!

Carl Zeiss, Inc., is stepping up its activities in all major areas of publicity, advertising and dealer aids, as will become increasingly evident as time goes on. The dealer earnestly desirous

of increasing his Zeiss Ikon camera and accessory turn-over can expect the full cooperation of our facilities.

CORRECTION

Please note that an error was made on page 31, section D-3, of the Confidential Dealer Price List dated May 1, 1961 (green cover). The error lies in the Contessa-matic and Contessa-matic E camera illustrations. Simply change the captions under these two pictures and they will be correctly identified.

STATIC ELECTRICITY

Photographers are occasionally puzzled by lightning-like markings on their film which sometimes have the shape of a tree. These markings are due to discharge of static electricity. We reported about this phenomenon in Trade News No. 7, November 1, 1956. Recently some of our customers, especially in the "sunshine" states, have complained about static electricity. In conjunction with this matter, we wish to offer the following statement recently issued by Zeiss Ikon A. G. Research Laboratories in West Germany:

"Charging of the film with static electricity can be observed especially on extremely dry days, since in this instance, the electricity is stored on the film as in a capacitor, and there is no possibility of its discharge through the air because of the dryness. The charging is especially noticeable when the film is moved rapidly and comes into contact with certain materials, such as the felt lips on the 35mm cartridges, and friction in the film roll itself. If there is a certain degree of charging, it comes to a sudden discharge which appears on the film."

"The pressure plate of the camera cannot be blamed for these electro-static discharges. The

only cause is the rapid movement of the film through the camera which may be caused by very fast use of the winding lever and the rewind crank. Days of excessive dryness can be very hot or extremely cold, and we always recommend on such days to transport and rewind the film *slowly*. Naturally, the speed of the film has something to do with the appearance of electro-static discharges and, therefore, it is not unusual that high-speed films show more discharges than slow-speed films. Some color films now have a coating which renders them anti-static.

"Storing the films in refrigerators will help, but the film must be kept in aluminum containers properly sealed with tape. It should be exposed immediately after it is removed from the aluminum container. However, the storing of film material in refrigerators is mainly done in order to retain the sensitivity of the material. It is known that color film suffers in speed when it is stored at high temperatures.

"It is furthermore important that the film is moved slowly in the camera, and that it is not pulled out rapidly from the container in the darkroom in order to avoid electro-static discharges."

NEW PUSH ON CONTAREX EQUIPMENT

Coincident with the Summer Special promotion which is now under way featuring special sales on Zeiss Ikon Tenax and Symbolica cameras, a new in-store demonstration on the Zeiss Ikon Contarex System is being instituted, calculated to not only attract new customers to the dealer's establishment but sell more Contarex cameras and associated accessories.

This program calls for a one-day demonstration in cooperation with a key dealer in each major area, to be attended by the local Zeiss Ikon sales representative. These demonstrations, instituted on July 15th, will run through September 15th.

Naturally the dealer putting on the demonstration in his store is expected to extend his fullest cooperation in making it a big success by utilizing strong local publicity and advertising in the major media. The sales representative in each area will gladly provide complete details.

In general, our participation in addition to furnishing the services of the sales representative covering your area includes a co-operative advertising plan which pays fifty percent of the cost of two local newspaper advertisements not to exceed a maximum total of \$150.00. We will provide suitable 2-column newspaper mats, ready to use, for this purpose. Large paper streamers will be furnished for store and window use which can be inscribed with the specific day, date and hours of the demonstration. Literature on the Contarex System will also be supplied for distribution during the demonstration.

Dealers are expected to: Use the streamers (at least one week prior to date of demonstration), arrange for two advertisements in local newspapers (to run preferably three days prior to demonstration), prepare a list of doctors, dentists, industrial photographers, professionals and the like who would be interested in the Contarex camera, and send each an advance invitation letter or card drawing attention to the demonstration, prepare a show window of Zeiss Ikon merchandise and a suitable store counter and area where the demonstration is to take place, thoroughly brief sales personnel in the use of the Contarex and its accessories, and finally phoning special prospects personally on the day prior to the demonstration reminding them to attend.

These personalized, in-store demonstrations on the Contarex System of photography have proved extremely popular in the past, and will



The "heart" of the Contarex System is this complete Contarex Display Case.

definitely bring in increased Contarex camera and accessory sales in addition to making many new prospective customers in general aware of your establishment, through the publicity generated.

Dealers interested in this type of in-store promotion can obtain complete details and a suitable date for the demonstration in their stores from their Zeiss Ikon sales representative or by writing the New York office.

LOST AND STOLEN CAMERAS

Contaflex	L-73217
Contaflex I	L-21584
Contaflex I	NR-1529412
Contaflex II	R-61594
Contaflex IV	L-54740
Contaflex IV	58385
Contaflex Super X	69418
Contaflex Super R	69211
Contaflex Super X	45773
Contarex	T-85512
Contarex	T-92938
Contessa-matic EX	14263
Symbolica	W-83883
Symbolica	W 72462
Super Ikonta B	A-34322

PROFIT PLUS FUTURE REWARD

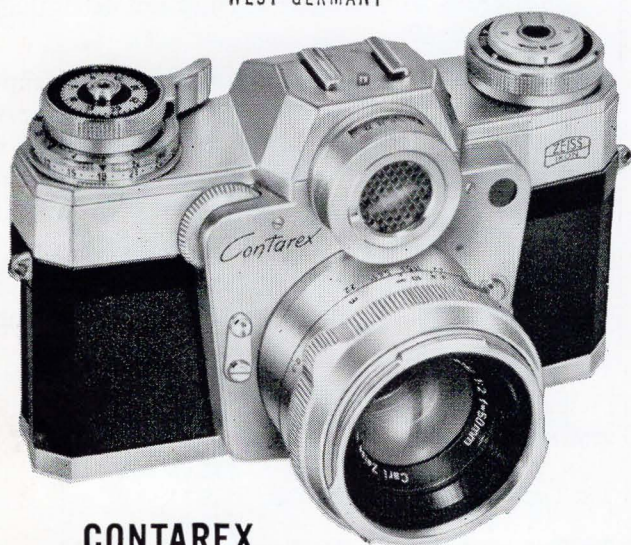
You can quickly figure the profit you make on the sale of a Zeiss Ikon camera. But that's not all there is to it.

A Zeiss Ikon camera really goes to work for you *after it is sold*. Its fine performance and reliability insure lasting satisfaction. Its owner realizes that you know your cameras and that you think of his interest, and not only of your profit. Naturally, he will reward you with repeat business. He will recommend your store to his friends.



WEST GERMANY

SYMBOL OF EXCELLENCE



CONTAREX

The most advanced 35mm system of photography



CONTAFLIX

Offers wide range of accessories

CONTESSA-MATIC E • CONTESSA-MATIC • CONTESSA

TENAX • SYMBOLICA • CONTINETTE

CARL ZEISS, INC., 485 FIFTH AVE., NEW YORK 17