



TRADE NEWS

Published at intervals for the exclusive use 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

MAY 1, 1961

ZEISS IKON CONTESSA CAMERA INTRODUCED



The new CONTESSA camera is intended to fill the present gap between the Continette (\$44.00 list) and the Symbolica (\$94.00 list). It is fitted with the famous Zeiss Tessar f/2.8, 50mm. lens in Pronto shutter with self-timer, and has a built-in, uncoupled photoelectric exposure meter, making it an ideal camera for all kinds of black-and-white and color photography in the medium price-range.

The Pronto shutter has "X" type synchronization at all shutter speeds (1/30th, 1/60th, 1/125th and 1/250th sec.) The CONTESSA incorporates various features of the higher-priced CONTESSA-matic cameras, such as a large, bright-line view-finder, rapid advance lever flush with the camera body and collapsible re-wind crank.

The CONTESSA is scheduled for June delivery

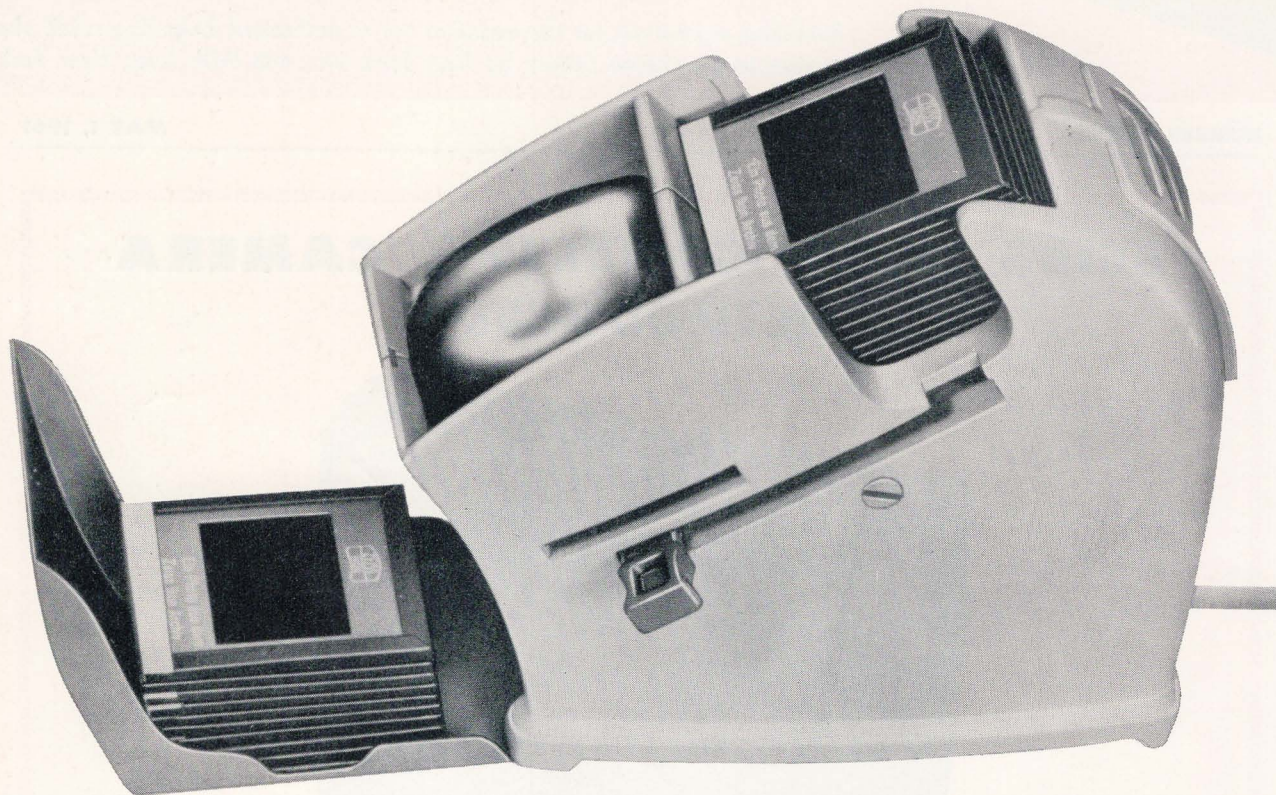
PRICE STRUCTURE

	Catalog Number	Net Cost to Dealer		List Price
		1 or 2 35%	3 to 11 35 + 10%	
CONTESSA, Zeiss Tessar f/2.8, 50mm. lens, Pronto shutter with self-timer,	10.0632	\$45.77	\$41.19	
case extra		Tax 4.58	4.12	
		\$50.35	\$45.31	\$75.00
CASE, Eveready, for Contessa	20.7524	\$ 8.13	\$ 7.32	\$12.50

(The Contessa can be combined with other cameras excepting Contarex for quantity discount.)

Phone: MURRAY HILL 7-0260

ZEISS IKON IKOSCOPE TABLE SLIDE VIEWER ANNOUNCED



The new IKOSCOPE Table Slide Viewer is a compact, light-weight unit for 2 x 2 in. cardboard or glass-mounted slides. Unveiled at the MPDFA Show in Philadelphia during March, it received great attention and interest from dealers as a famous-brand item having an appeal to owners of all 35mm. cameras.

This modern, two-tone plastic viewer accepts 25 cardboard-mounted slides at a loading. A single stroke of the lever, which collapses flush with the casing when not in use, shifts each slide under the brilliant viewing lens and simultaneously drops the previous slide into a receptacle which folds out of the way and protects the viewing lens when not in use.

The IKOSCOPE operates on 110-volt A. C. current using a candelabra-based 15-watt lamp. Vents at the base and rear of the unit assure ventilation and protection of slides. The viewer measures 3 x 5 x 6 in. over all and weighs 14 ounces.

A Film Strip Holder which fits under the viewing lens is available as an accessory item.

Here is an item of universal appeal to every customer. Be sure to stock the IKOSCOPE viewer; display it and it will sell itself!

PRICE STRUCTURE

	Catalog Number	1 or 2 35%	3 to 11 40%	12 or more 45%	List Price
IKOSCOPE, complete with lamp and cord	38.6304	\$9.07	\$8.37	\$7.67	\$13.95
IKOSCOPE Film Strip Holder	38.6400	\$.65	\$.60	\$.55	\$ 1.00
SPARE LAMP, 15-W/120-V	38.6017	\$.31	\$.28	\$.26	
		Tax .03	Tax .03	Tax .03	\$.50
		<u>\$.34</u>	<u>\$.31</u>	<u>\$.29</u>	

ATTRACTIVE AND USEFUL SALES AID FOR THE CONTAREX AND ITS ACCESSORIES

The entire Contarex system can be purchased by our dealers in this beautiful and useful Display Case at an additional 5% discount. The luxurious \$58.00 case will be supplied free-of-charge with every order for its entire contents. In view of the unique and incomparable design of the Contarex, only a minimum of accessories is needed to cover the entire field of Contarex photography

Here are the items which comprise the complete Contarex system



The attractive Contarex Display Case.

	Dealer's Net		List Price
1 Contarex, Planar, f/2, 50mm*	\$304.55		
Excise Tax on Contarex	30.46	335.01	\$499.00
1 Eveready Case		17.88	27.50
1 Biogon, f/4.5, 21mm	139.76		
Excise Tax on Biogon	13.98	153.74	229.00
1 Distagon, f/4, 35mm	93.38		
Excise Tax on Distagon	9.34	102.72	153.00
1 Sonnar, f/2, 85mm	118.40		
Excise Tax on 85mm Sonnar	11.84	130.24	194.00
1 Sonnar, f/4, 135mm		101.40	156.00
1 Sonnar, f/4, 250mm		245.70	378.00
1 Filter 1A, 56mm		10.40	16.00
1 Filter 1A, 67mm		15.60	24.00
1 Contapol, 56mm		15.60	24.00
1 Proxar 5x, 56mm		8.13	12.50
1 Lens Shade, 56mm for 21 & 35mm lenses		4.23	6.50
1 Lens Shade, 56mm for 50, 85 & 135mm lenses...		4.23	6.50
1 Bellows Extension		57.20	88.00
1 Right Angle Viewfinder		13.65	21.00
1 Micro Attachment, consisting of:			
1 Contarex Adapter		6.18	9.50
1 Connecting Ring		8.13	12.50
2 Cassettes	\$4.88 ea.	9.76	15.00
1 Wide Angle Viewfinder for 21mm Biogon		17.55	27.00
TOTAL		\$1,257.35	\$1,899.00
<i>Less special 5% discount for complete Contarex system</i>		<i>62.87</i>	
Your net cost of the entire contents		\$1,194.48	
PLUS the luxurious \$58.00 Display Case at NO CHARGE.			

Contarex Display Cases, without contents, will be billed at our cost price of \$37 70, each, Net.

* For Contarex Special, substitute Contarex Special prices.

IMPORTANT NEW DEALER PRICE SCHEDULES

Owing to the re-evaluation of the Deutsche Mark, it has become necessary for us to provide a new set of Dealer Price Schedules becoming effective as of May 1, 1961. With this issue of the TRADE NEWS are enclosed TWO new Dealer Price Schedules; with list prices only (GREEN COVER) and with complete price structures and catalog index for dealers (YELLOW COVER)

Be sure that your previous price schedules (blue and red covers) are DESTROYED! DO IT RIGHT NOW before errors in pricing are made in your establishment!

DISCONTINUED ITEMS

The following Zeiss Ikon items have been discontinued Contax IIa, Contax IIIa, Contaflex Rapid. All stereo attachments for Contax, Contaflex and Contina. All accessories for stereo photography and stereo hand viewers for Contax and Contaflex.

IKOMAT SLIDE PROJECTOR DELAYED

Due to unforeseen circumstances, the IKOMAT Slide Projector is not expected to be ready for delivery until late fall 1961.

BILLING

We are now billing net prices as per our dealer discount and price schedule (YELLOW COVER) and therefore the 10% quantity discount for cameras which previously appeared on our invoices will no longer be indicated. Please compare the prices on your invoice with our Dealer Price Schedule.

MONOCULAR 8x30 B FOR CONTAREX

The Zeiss Monocular 8x30 B can be used with Contarex Planar f/2, 50mm lens for tele-photography by using Adapter Ring #20.1639. This item, available shortly, lists at \$5.50 (dealer's net \$3.58 for 1 or more. No quantity discount) The focal length of the Monocular and 50mm lens results in a focal length of 400mm (16 in.) at f/16. This useful accessory will further enhance your Contarex sales.

CONTAREX SALES PROGRAM

Last year Mr Wolf Wehran, Zeiss Ikon Public Relations Manager at the factory, made a cross-country trip visiting dealers and professional photographers in some of the principal cities, introducing the then-new Zeiss Ikon Contarex camera and its accessories. The response was so favorable that arrangements were made to present him again in a similar trip; this time appearing in cities for the most part missed last year owing to the limited time available. As previously, Mr Wehran had the cooperation of the Zeiss Field Representatives in their own territories during the programs.

This year's schedule, begun in March and ending in May, included the following cities New York, Philadelphia, Washington, Atlanta, Memphis, New Orleans, Houston, San Antonio, Dallas, Phoenix, Los Angeles, San Diego, Santa Barbara, San Francisco, Oakland, Denver, Kansas City (Mo.), Buffalo, Pittsburgh and Boston.

The programs, held in hotels, consisted of a cocktail hour, a dinner, and a lecture and discussion session which included the showing of color slides and movies emphasizing the precision construction and versatility of the Contarex camera for all types of serious photographic applications.

STOLEN CAMERAS

The following cameras have been reported as lost or stolen:

Contaflex II	No. R-62856 No. N-50492 No. R-62459	Tenax Ikonette	No. W-59272 No. 83268
Contaflex III IV	No. L-33908 No. L-53656 No. U-4856	Contax IIa Sonnar f/1.5	No. X-55285 No. 3092430
Contaflex alpha	No. M-1398	Contax IIIa Sonnar f/1.5	No. D-78330 No. 1168859
Contaflex prima	No. S-64956	Planar f/3.5	No. 1588102
Contaflex super	No. V-79073 No. X-42935 No. R-50088 No. X-54458 No. X-47973 No. U-78007	Triotar 85mm Sonnar f/2	No. 1452939 No. 3092999
Contaflex rapid	No. U-72172	Biogon 21mm Sonnar 135mm	No. 1137449 No. 1523408
Continette	No. V-90099	Super Ikonta B	No. A-34997
Contina	No. U-20734	Contarex	No. T-88127
Symbolica	No. W-82559 No. W-75676	Planar f/2	No. 2377761