



# TRADE NEWS

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## TWO NEW 35mm ZEISS IKON CAMERAS



*The Contessa-matic E camera*



*The Contessa-matic camera*

### CONTESSA-MATIC E

A 35mm. camera with combined range and view finder, with built-in exposure meter coupled to the lens diaphragm. This camera has been especially designed to give the owner the choice of either manual operation of shutter and lens settings or the simplicity of coupled exposure control, such as is employed in the Contaflex super camera. The Contessa-matic E is fitted with the world-famous Zeiss Tessar f/2.8, 50mm. lens, guaranteeing sharp definition, mounted in a Prontor SLK shutter with speeds from 1 to 1/500th sec. as well as B and built-in self-timer. The exposure meter setting can be seen in the large finder while viewing, and it may also be seen from above in a window atop the camera. This means correctly-exposed shots in black and white or color under all varying light conditions. As is true of all Zeiss Ikon exposure meters, the built-in meter on the Contessa-matic is fully temperature-compensated, insuring accurate readings under all climatic conditions. Standard 35mm. film cartridges are used, and the built-in picture-counter operates in reverse. The camera is fully synchronized for all types of bulbs and electronic flash. A built-in flash socket accepts the Ikoblitz 4 Special (cordless) flash unit. The standard Ikoblitz 4 (cord type) unit can also be used. A rapid film transport and shutter-cocking lever and collapsible rewind crank are provided; unintentional double-exposures are impossible.

### CONTESSA-MATIC

This model is similar to the Contessa-matic E, but does not have the built-in combined range and view finder. The exposure meter reading is visible at the top of the camera.

### PRICE STRUCTURE

|   | Catalog<br>Number | NET COST TO DEALER             |                                | LIST<br>PRICE |
|---|-------------------|--------------------------------|--------------------------------|---------------|
|   |                   | 1 or 2 Units<br>(35%)          | 3 to 11 Units<br>(35 & 10%)    |               |
| CONTESSA-matic E with Tessar f/2.8, 50mm.<br>and Prontor SLK shutter up to 1/500th sec.,<br>built-in exposure meter coupled to diaphragm<br>combined view and rangefinder ..... | 10.0645           | \$72.63<br>Tax 7.26<br>\$79.89 | \$65.37<br>Tax 6.54<br>\$71.91 | \$119.00      |
| CASE, EVEREADY, leather for Contessa-matic E  | 20.7524           | \$ 7.80                        | \$ 7.02                        | \$ 12.00      |
| CONTESSA-matic with Tessar f/2.8, 50mm., and<br>Prontor SLK shutter up to 1/500th sec., built-in<br>exposure meter coupled to diaphragm .....                                   | 10.0634           | \$60.73<br>Tax 6.07<br>\$66.80 | \$54.66<br>Tax 5.47<br>\$60.13 | \$ 99.50      |
| CASE, EVEREADY, leather for Contessa-matic  | 20.7524           | \$ 7.80                        | \$ 7.02                        | \$ 12.00      |

Both Contessa-matic models can be combined with other cameras  
(with the exception of the Contarex) for quantity discount.



## NEW ZEISS IKON FULLY AUTOMATIC SLIDE PROJECTOR "IKOMAT"



*The Ikomat Automatic Slide Projector*

During February or early in March we will be able to supply the new Ikomat Slide Projector which is already known to many dealers from the Photokina or our Contarex slide lectures of last summer.

In line with modern automation, the Zeiss Ikon Ikomat Slide Projector is controlled by a set of color-coded buttons which automatically (1) focus the lens, (2) change slides on the screen and (3) project slides in forward or backward sequence at will. These operations can be done either at the projector or by means of an ingenious remote-control device which permits the operator to sit in the audience and enjoy the show himself. The screen is blacked-out between each slide for smooth transition from one picture to the next.

A 30-slide magazine for 2x2-in. glass or cardboard mounted slides, including super slides, is used. Slides can be numbered, and corresponding numbers on the magazine can be seen at will for checking through a small window on the projector during showing. Lens focusing is achieved either on the projector manually or by remote control. In both cases the lens itself is not touched, since a separate motor is used for focusing.

Ventilation is assured by two separate blower fans; one located in the base of the projector for over-all ventilation, and the other, smaller fan built-in to pre-condition the slides to prevent buckling and "popping" out of focus during the projection of cardboard-mounted slides. A special condenser system and heat-absorption filter provide the utmost screen brilliance and protect slides regardless of the duration they are shown. A 500-Watt lamp (ASA Code DAK) is standard equipment, but a 300-Watt lamp (ASA Code CWD) may also be used optionally.

For taped commentary or music to accompany a series of slides, the Ikomat offers provision for the coupling of the Zeiss Ikon DIATAKT SYNCHRONIZER with most standard tape recorders.

The new Zeiss Ikon Ikomat Slide Projector is ruggedly constructed and offers the utmost in automation, versatility and exceptional screen results. It measures 7-3/4 x 8-1/4 x 11-1/2 inches over-all and weighs 15 lbs. A Zeiss Ikon Diatar f/2.5, 100mm. projection lens of highest quality is standard equipment.

### PRICE STRUCTURE

| IKOMAT Projector with 100mm. Diatar lens and 500-W lamp 120V 60-cycles, with remote control ..... | Catalog Number | Dealer's Net | Federal Excise Tax | List     |
|---|----------------|--------------|--------------------|----------|
| .....   | 38.0946        | \$106.39     | \$5.32             | \$169.00 |
| 2 Spare magazines holding 30 slides each in container .....                                       | 38.5542        | 1.85         | —                  | 2.85     |
| Case for Ikomat Projector and accessories .....   | 38.7701        | 12.68        | —                  | 19.50    |
| Diatakt Projector Synchronizer for most standard tape recorders                                   | 38.4002        | 42.25        | —                  | 65.00    |

(No Quantity Discount Allowed)



## CONTAREX ITEMS

### VIEWFINDER COMPONENTS FOR CONTAREX SPECIAL

Here are the prices for the viewfinder components for the Contarex Special:

|  | <i>Catalog<br/>Number</i> | <i>Dealer's<br/>Net</i> | <i>List</i> |
|--|---------------------------|-------------------------|-------------|
| Lighthood attachment .....                                       | 20.1561                   | \$16.25                 | \$25.00     |
| Ground glass insert .....  | 20.1563                   | 8.45                    | 13.00       |
| Pentaprism attachment .....                                      | 20.1560                   | 22.10                   | 34.00       |
| Split-image range finder insert for 35 to 135mm.<br>lenses ..... | 20.1564                   | 12.35                   | 19.00       |
| Split-image range finder insert for 250mm. lens .....            | 20.1565                   | 12.35                   | 19.00       |

All components can be used interchangeably on the CONTAREX Special for eye-level or waist-level focusing.

### LEATHER CASE FOR CONTAREX LENSES

Many Contarex owners already have a collection of lenses which they want to carry about conveniently. A new, compartmented leather case will shortly be available which will accommodate the following items:

|                            |                               |
|----------------------------|-------------------------------|
| Sonnar f/4, 135mm. }       | 1 filter B 56mm. and 1 Proxar |
| Biogon f/4.5, 21mm. }      | 5x, 56mm.                     |
| Planar f/2, 50mm. or       | and                           |
| Sonnar f/2, 85mm. or       | 2 lens shades B 56mm. or      |
| Distagon f/4, 35mm. or     | 1 interchangeable back        |
| Planar f/1.4, 58mm.        | (available middle of 1961)    |
| (available middle of 1961) | and                           |
| and                        | 1 21mm. view-finder           |
| 2 filters B 56mm. or       |                               |

|   | <i>Catalog<br/>Number</i> | <i>Dealer's<br/>Net</i> | <i>List</i> |
|---|---------------------------|-------------------------|-------------|
| LENS CARRYING CASE for 3<br>Contarex lenses and accessories | 20.7842                   | \$22.10                 | \$34.00     |



The Lens Carrying Case #20.7842

## ZEISS SCIENTIFIC INSTRUMENTS FEATURED ON TELEVISION SERIES

The television program series titled "Diagnosis: Unknown," starring Patrick O'Neal as Dr. Dan Coffee and Chester Morris as Police Captain Max Ritter, which was seen weekly during the past summer months over the CBS network as a replacement for the Garry Moore show, showed Carl Zeiss micro instruments exclusively in actual use in the "laboratory" of Dr. Coffee. The one-hour show featured a Zeiss Ultraphot II, a Zeiss Photomicroscope, and two Zeiss Model KF microscopes.

During some of the programs Dr. Coffee solved murder mysteries by discovering the causative agent (usually poison) with the aid of the Ultraphot II, with the audience actually seeing the effect on the ground-glass screen of the instrument (the Ultraphot II is a camera-microscope instrument which takes photomicrographs automatically by merely pressing a button cost,

around \$6,000 and up, depending upon equipment furnished)

Those of you who have seen this program series, originating in New York, may recall the instruments which, incidentally are in these modern times so much in demand that the Carl Zeiss factory in Oberkochen, West Germany, cannot keep pace with the orders. You think camera deliveries are slow

Since crime detection agency, police, hospital, medical and scientific personnel, as well as the general public, have seen this series by virtue of their keen interest in it, the Zeiss instruments used on the programs have received wide-spread publicity. For those not familiar with such equipment, a credit card at the end of each program gave credit to Carl Zeiss, Inc., New York, for the loan of the instruments used.



## **NEW, REVISED DEALER PRICE LIST**

With this issue of the *Trade News* we furnish a copy of the NEW, REVISED, COMPLETE Zeiss Ikon Dealer Price List (CAM-891) which becomes effective as of FEBRUARY 1, 1961.

To avoid confusion, this Price List is now furnished in bound form, with index markings clearly printed at the outer edge of the pages for fast, easy reference. Pages are numbered consecutively as well as by section.

This new Dealer Price List comes in TWO sections. A Price List showing only LIST PRICES (Blue Cover) and a Confidential Index section which provides detailed PRICE STRUCTURES of all Zeiss Ikon items (Red Cover). Both books are multiple-punched for preserving in a ring-binder, should you find this desirable.

IT IS IMPERATIVE THAT YOU DESTROY ALL EXISTING SHEETS OF PREVIOUS ZEISS IKON PRICE LISTS and use this new set exclusively henceforth. Only in this way can errors and confusion be avoided. The new Dealer Price List reflects current prices which, in some instances, are slightly different from former prices.

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## **CONTAREX REPAIRS**

Dealers are hereby informed that, when sending in CONTAREX or CONTAREX SPECIAL cameras for repairs, it is essential that the standard 50mm. lens be sent along with the camera. This instruction is mandatory in order that guaranteed, perfect functioning can be achieved by the Repair Department. The lens is necessary in order to check the camera thoroughly. PLEASE SEND 50mm. STANDARD LENS WITH CAMERA for any camera repairs on the CONTAREX and CONTAREX SPECIAL.

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## **SPECIAL NOTICE TO DEALERS!**

Our dealers are hereby notified that, in compliance with recent rulings of the Federal Trade Commission concerning the showing of list prices, all Zeiss Ikon camera consumer price lists will henceforth carry no prices. Instead, the following legend will be printed on the front page of each consumer price list: "Consult your franchised dealer of Zeiss Ikon cameras for price and technical information. Your dealer is your best friend."