



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 TWENTY-SEVEN

OCTOBER, 1960

NEW, FULLY AUTOMATIC ZEISS IKON TENAX 35mm CAMERA ANNOUNCED



The new Zeiss Ikon Tenax Automatic camera.



The Tenax accepts the Ikoblitz 4 Special (cordless, plug-in type) flash unit.

PRICE STRUCTURE

	<i>Catalog Number</i>	<i>Net Cost to Dealer 1 or 2 Units</i>	<i>3 to 11 Units</i>	<i>List Price</i>
TENAX, Zeiss Tessar f/2.8, 50mm, Prontomat-S, fully automatic ex- posure meter, etc.	10.0651	\$65.92 Tax 6.59 \$72.51	\$59.33 Tax 5.93 \$65.26	\$108.00
CASE, EVEREADY, Leather, for Tenax	20.7524	\$ 7.80	\$ 7.02	\$ 12.00

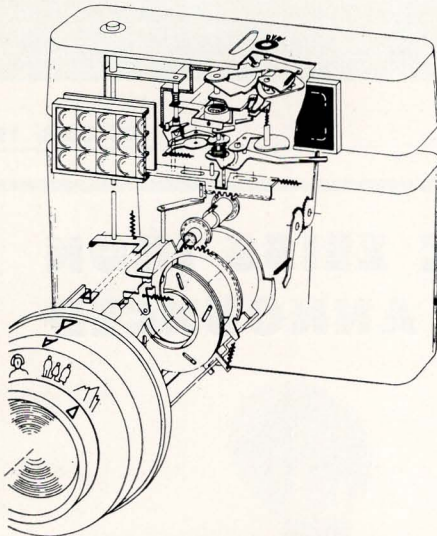
The Tenax can be combined with other cameras (with the exception of the Contarex) for quantity discount.

The new Tenax, available for delivery shortly, represents the latest advance in the field of fully automatic 35mm camera photography. The built-in photoelectric exposure meter computes and automatically sets the most effective lens diaphragm value and shutter speed combination almost instantaneously, so long as the meter indicating needle moves within the confines of the visible green range in the gauge window located on the top of the camera where it is quickly and easily seen.

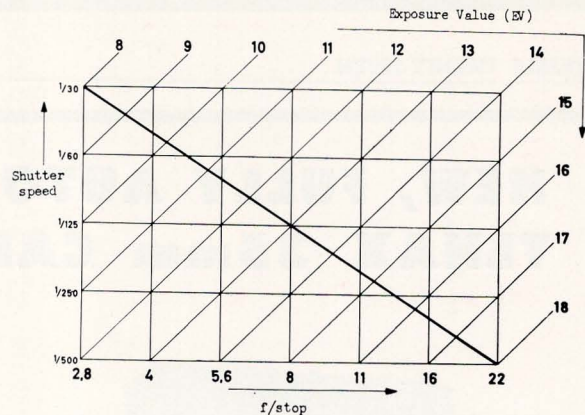
If necessary, any automatic setting of the exposure meter can be temporarily locked into position by depressing the shutter release button *slightly*. This is a special feature of the Tenax which permits close-up meter readings when these are desired. Thus, the automatic exposure control of the Tenax solves all exposure problems with a minimum of knowledge and effort.

Optically, the Tenax offers the famed Carl Zeiss Tessar f/2.8, 50mm lens; a guarantee to your customer that he is getting unequalled picture quality when he buys this camera. In focusing, the three symbols (Portrait, Group and Landscape) are ideal for the casual snapshotter who does not want to bother with actual footage distance settings (although a footage scale is included on the shutter housing for those preferring to use it).

A separate flash setting range, calibrated in guide numbers and f/ stop values, makes flash pictures as easy as natural light pictures. This flash range can also be employed for manual operation of the camera at 1/30th sec. or with the "B" (bulb) setting for regular daylight and close-up pictures.



A cut-away sketch of the Tenax camera illustrating the automatic exposure control mechanism. An excellent example of modern camera automation.



A graph of the available shutter speed and f/ stop combinations possible with the Tenax. Select a shutter speed on the left side, follow the horizontal line to the diagonal (heavy) line, then read downward to obtain the corresponding f/ stop value. Example: 1/125th sec., f/8 (EV 13) or again, 1/250th sec., f/14 (EV 15½)

Here are the important features and talking points of the Tenax:

1. *Fully automatic exposure control* with instantaneous adjustments of lens and shutter.
2. *Famous Carl Zeiss Tessar f/2.8, 50mm lens* with diaphragm apertures from f/2.8 to f/22.
3. *Prontomat-S shutter* with fully automatic settings from 1/30th to 1/500th sec. speeds; manual settings at "B" (bulb) and 1/30th sec.
4. *Simplified focus settings* as well as regular footage scale.
5. *Large, bright view-finder* with built-in luminous frame.
6. *Synchronized for flash bulbs and electronic flash units* at 1/30th sec. (X-type); scales read in guide numbers and f/ stop values.
7. *Direct-contact flash socket built into top of camera* for use of Ikoblitz 4 Special (cordless type) flash unit; also PC outlet for other standard flash units with cord connection.
8. *Separate ASA indicators for sunny and cloudy light* (sun and cloud symbols); important when using reversal type color films.
9. *Unique film rewind lever* located in base of camera (flush when not in use)
10. *Popular sales appeal* to beginners, casual snapshooters, women and others not interested in camera manipulations, as well as advanced amateurs.

LOST OR STOLEN ZEISS IKON CAMERAS

CONTAFLEX I	#L 15318
	#N 32313
CONTAFLEX II	#R 56164
CONTAFLEX IV	#M 32770
	#U 7570
	#L 73494
CONTAFLEX SUPER	#S 69395
	#V 83273
	#U 46421
CONTINA I	#M 97968
SUPER IKONTA	#O 56868
SUPER IKONTA B	#A 44360
SUPER IKONTA IV	#Q 42021

ZEISS BINOCULAR THEFT

Belz Opticians of New York City informs us that Carl Zeiss 10 x 50 binocular #516111 was stolen from them recently or rather, was paid for with worthless checks, which amounts to the same thing. The check-passer cannot be located. Dealers are requested to keep their eyes open for this Zeiss binocular and report to us in the event it is located.

DISCONTINUED ITEMS

Dealers are informed that the following Zeiss Ikon cameras have been discontinued, and our stocks are completely sold out:

Contaflex alpha
 Contina-matic II
 Contina-matic II Kit
 Ikonflex Ic, Novar lens
 Ikonflex Ic, Tessar lens
 Ikonette
 Ikonette Kit

EXTENDED CHRISTMAS BILLING FOR ALL NOVEMBER ORDERS

For the convenience of our dealers, we are offering extended billing for all shipments during the month of November. This would mean that *all November invoices would become due January 10th, 1961, with a 2% cash discount.*

There will be no change in our billing for the month of October and December—our regular terms will apply—i.e. Payment on the 10th of the month following the date of invoice, less 2% cash discount.

LEATHER CASES FOR CONTAREX LENSES

Five different leather cases are available for the Contarex lenses. Some confusion seems to exist concerning these cases and the fitting of the lenses into them. For this reason, we pass along the following information for the guidance of our dealers:

In the leather cases for the Contarex Sonnar f/2, 85mm #20.7757 and Contarex Sonnar f/4, 135mm #20.7758 lenses, the lenses are slid into one part of the case. *Do not attempt to attach the lenses to the bayonet mount which is found in the other part of the case!* If you do, it will be impossible to close the case. The bayonet mount in these two cases is provided for the accommodation of the Contarex Planar f/2, 50mm #11.2401 lens when the telephoto lens is being used on the camera.

The leather case #20.7755 for the Contarex Biogon f/4.5, 21mm #11.2402 lens and the case #20.7756 for the Contarex Distagon f/4, 35mm #11.2403 have a bayonet mount located in the lower area for the purpose of accommodating the wide-angle lenses, as well as the standard Contarex Planar f/2, 50mm, lenses.

NEW DEALER PRICE SHEETS

With this issue of the TRADE NEWS you receive the following new Dealer Price Sheets: A new divider tabbed "Tenax-D", Sheet D-1 (Tenax), and Sheet I-9 (Tenax price structure)

Remove old divider tabbed "Ikonflex-D" and Sheets D-1 and D-2 dated October, 1958 from your binder and replace with the new material dated October, 1960.

Insert Sheet I-9 in the binder following Sheet I-8 (index section)

For maximum utility and accuracy your Dealer Binder should be kept up-to-date!

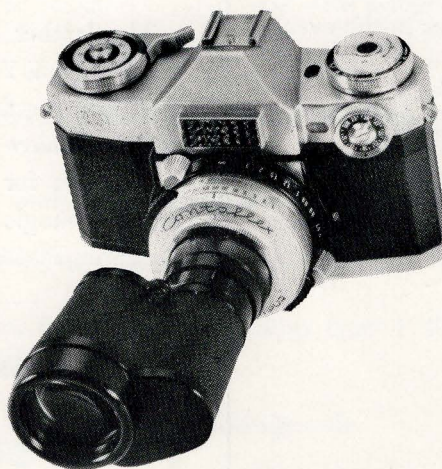
ZEISS MONOCULAR 8x30 and 8x30B

It often happens that the Zeiss Monocular 8x30 is confused with the Zeiss Monocular 8x30B. They are two different units, and list at the following prices:

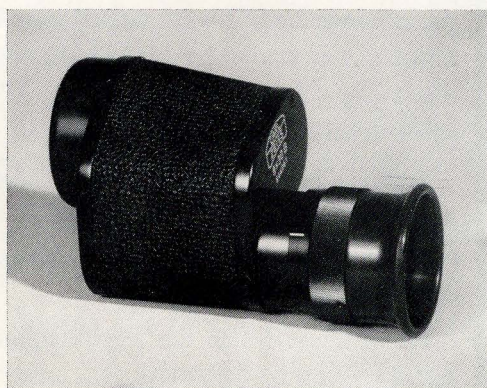
	<u>Net</u>	<u>Avail. Quan. Discount On 3 or More Pieces</u>	<u>List</u>
Monocular 8 x 30	\$50.00	10%	\$75.00
Monocular 8 x 30B	57.85	10%	89.00

The Monocular 8x30B is by far the more popular, being the *only* one which can be used for tele photography on the Contaflex super, rapid and the discontinued Contaflex III and IV. We wish to mention that the Monocular 8x30B can also be used for close-up photography with these Contaflex models, with the aid of the following Close-Up Lenses: (These prices are taken from the Carl Zeiss Binocular Price List dated March 1960. They are *not* subject to any quantity discount.)

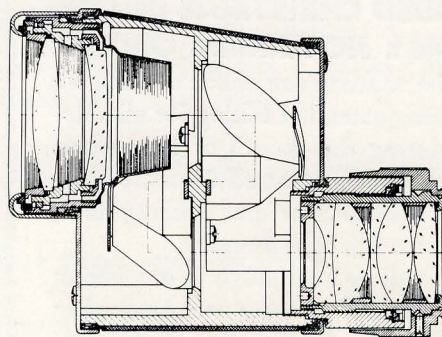
<u>Close-Up Lens</u>	<u>Approx. Distance</u>	<u>Approx. Field Coverage</u>	<u>Dealer Net Cost</u>	<u>List Price</u>
+1 diopter lens	40 in.	2 x 3 in.	\$8.67	\$13.00
+2 diopter lens	20 in.	1 1/4 x 1 3/4 in.	9.33	14.00
+3 diopter lens	12 in.	3/4 x 1 1/4 in.	10.00	15.00
+5 diopter lens	8 in.	1/2 x 3/4 in.	23.33	35.00
+8 diopter lens	5 in.	1/4 x 1/2 in.	16.67	25.00



The Zeiss Monocular 8x30B attached to a Contaflex super camera.



The Zeiss Monocular 8x30B (showing soft rubber eye-cup used for visual purposes which must be removed by unscrewing before attaching to the Contaflex lens)



Schematic diagram of the Zeiss Monocular 8x30B showing the various lens elements and prisms and their relationship to each other.