



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.

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NEW, REVISED DEALER PRICE SHEETS

Covering CONTAFLEX (Pages A-1 to A-7), CONTINA I, CONTINA-matic II and III, CONTINETTE and SYMBOLICA II (Pages B-1 to B-5), CONTAX (Pages C-1 to C-9), and Price Index (Pages I-1 to I-8)

Discard old sheets in these series and replace with the new enclosed sheets (dated May 15, 1960) All other sheets remain.

The elimination of confidential dealer price information from the individual sheets has been adopted in accordance with many dealer requests for this system.

The Price Index Sheets (Section I) show not only the dealer net prices and quantity dis-

counts but also the pages on which all items can be found.

Note that the following items are *discontinued*:

- #20.1008.....UV Filter, 55mm
- #20.1607.....Contaprox II
- #20.7801.....Leather Case for Sterita A, B and D
- #20.7752.....Leather Case for Teleskop 1.7x
- #20.1801.....for Contax Portable Reproduction Stand
- #20.1802.....for Contax Large Reproduction Stand
- #20.1806.....for Contax Connecting Tube
- #20.1815.....for Contax Focusing Revolver
- #20.1817.....for Contax Extension Tubes 2x
- #20.1818.....for Contax Extension Tubes 4x

The following prices have been *changed*:

		Old List Price	New List Price
#11.1804	Biogon f/4.5, 21mm for Contax	199.00	209.00
#11.1808	Sonnar f/2, 85mm for Contax	189.00	179.00
#20.0210	Accessory Shoe for Contaflex I, II, III, IV, alpha and beta	1.95	2.50
#20.1007	Filters, 49mm, UV, G, GR, O, R	7.00	9.50
#20.1009	Filters, 60mm, UV, G, GR, O, R.	12.50	15.00
#20.1009	Filters, 60mm, 1A, 85C, 85B	13.50	15.00
#20.1201	Polarizing Filter Contapol 28.5mm for Contina I, CONTINA-matic II and III	9.75	10.50
#20.1502	Universal Turret Viewfinder for Contax lenses 21, 35, 50, 85 and 135mm	84.00	86.00
#20.1503	Universal Viewfinder with Luminous frames for Contax lenses 35, 50, 85 and 135mm and Stereo Field	19.50	22.00
#20.1507	Wide Angle Viewfinder for 30mm Pantar	9.00	10.00
#20.1615} #20.1616}	Micro Attachment for Contaflex I and II	10.00	11.00
#20.1616} #20.1620}	Micro Attachment for Contaflex rapid, super and prima	10.00	11.00
#20.7500	Eveready Case for Contax IIa and IIIa	16.00	18.00
#20.7512	Eveready Case for Contaflex prima, super and rapid	15.00	17.50
#20.7750	Leather Case for Sonnar f/2, 85mm Contax lens	8.00	10.00
#20.7751	Leather Case for Triotar 85mm and Sonnar 135mm Contax lenses	8.50	10.00
#20.7753	Lens Case for one Pantar or one Pro-Tessar	7.50	9.00
#20.7754	Leather Case for Biogon 21mm and Planar 35mm Contax lenses	6.50	8.50
#20.7812	Leather Case for Monocular 8x30B	8.00	10.00
#20.7820	Leather Case for Lens Shades 40.5, 42 and 49mm	1.75	2.50

CONTAREX POPULARITY ZOOMS



The Contarex camera, which has only recently become available on the market, is enjoying an unprecedented popularity among those who have seen, used, and bought it.

In this connection, the well-known John W Doscher, FPSA, FRPS, Director of the Country School of Photography and noted lecturer, recently sent us his initial reactions on using the camera. Since he is one of the foremost experienced photographers and teachers, his following frank comments should be significantly interesting to every dealer.

"My first reaction was that the camera was a little bulky—but this feeling was quickly dissipated by the fine balance of the instrument and the excellent shutter release, perfectly placed. As an old Contax user, I first found myself trying to focus with the aperture setting ring. However, I soon became accustomed to focusing the lens properly and using the aperture setting ring for exposures. In a very short period of time, the camera became part of me and the mechanics of operation became almost automatic. In addition, it is a joy to know that the built-in meter is extremely accurate and most reliable. I have an advanced system for exposing color, controlling exposure down to 1/3 stop—and the

Contarex and Contaflex Super fit perfectly into my scheme.

"I believe this camera will catch the fancy of the imaginative worker. Because of its price, it may also appeal to those who feel that the best must cost the most. In addition to individual cameras, you may sell more complete outfits than you may anticipate. I am utterly amazed at the investment people have in equipment today. It is fairly common, both at my school and in the short courses in the cities and my lecture engagements, to find many workers owning \$5,000 to \$10,000 worth of equipment. Some advanced workers first may eye the built-in meter with suspicion, so in all my work I now stress the convenience and reliability of the built-in meter, particularly that of the Zeiss-Ikon cameras.

"The one stroke advance works smoothly and efficiently. In all, I am most excited over this new Zeiss-Ikon product, including its ability to focus as close as twelve inches with the standard lens.

"Since 1934 I have been pretty proud of Zeiss products and, as you know, a most faithful user of them. I feel the Contarex will stir the market that will add prestige and boost sales of the complete line.

CONTAREX SYSTEM TOUR

The Contarex is a photographic tool that can provide the ruggedness and versatility demanded by today's leading professionals as well as the advanced amateur hobbyist. Every technical advance and skill was used in producing it. You will recognize the traditional Zeiss Ikon quality of manufacture. The six superb lenses, so important to a camera, are from Carl Zeiss. This makes a combination that means years of dependability — extreme ease of operation — the yearned-for excellence in the picture-taking results.

Bringing this camera to the consumer requires a special skill and knowledge available only in a qualified photographic retail store. The key to its automation, the simplicity of its basic design, yet enabling the widest range of versatility with a minimum of accessories, spells the need for advance preparation. This procedure is warranted and justified by the quality of camera. The discriminating prospect is entitled to a demonstration of recognizable authority.

Wolf Wehran, brought back again from the factory for this tour, will present an introduction program to prepare dealers for profitable sales. He will show slides and prints made with the Contarex System, as well as a most interesting movie showing the Contarex being used under the most difficult climatic conditions in Africa. You will learn of its capabilities by a practical, participating demonstration. Additional impetus will

be provided by the invitation of press, industrial, and professional photographers to a previewing as a part of the introduction tour. We hope it will be of major assistance to your sales program as well as to your customers. We will have a staff and complete display at the National Professional Photographers Association Convention in Chicago, August 8 to 11, as well as other national conventions.*

If the tour does not include your city, please be patient. Many important market areas had to be omitted in this tour, due to the need for an adequate demonstration program, and the time commitments placed on Mr. Wehran (he is scheduled to appear at the Photokina in the fall). However, every attempt will be made to welcome all authorized Zeiss Ikon dealers to visit during the time we are in your city. Subsequent tours are planned to include you, if you have been missed.

Meanwhile, your trained Zeiss Ikon regional sales representative will gladly provide a complete demonstration for your sales personnel and, finally, an effective advertising program in the national publications will continue to stimulate interest in the Contarex.

We hope to see you when the Contarex Introductory Tour comes your way. This is the planned itinerary for the initial tour.

<i>City</i>	<i>Dates</i>	<i>Hotel</i>
New York, N. Y.	May 25 thru 27	Commodore
Washington, D. C.	May 31 thru June 1	Willard
Baltimore, Md.	June 2 thru 3	Lord Baltimore
Philadelphia, Pa.	June 6 thru 7	Benjamin Franklin
Cleveland, Ohio	June 9 thru 10	Statler Hilton
Detroit, Mich.	June 13 thru 14	Statler Hilton
Minneapolis, Minn.	June 16 thru 21	Pick-Nicollet
St. Louis, Mo.	June 23 thru 24	Sheraton-Jefferson
Rapid City, S. D.	June 26 thru July 2	Sheraton-Johnson
Seattle, Wash.	July 5 thru 8	Olympic
Portland, Ore.	July 11 thru 12	Benson
San Francisco, Calif.	July 14 thru 20	St. Francis
Los Angeles, Calif.	July 25 thru 29	Biltmore
Chicago, Ill.	Aug. 3 thru 10	Sheraton-Blackstone
	Aug. 8 thru 11	*Statler-Hilton at 36th Annual Convention of Nat. Prof. Photographers Ass'n.

Top value

in a wide price range



WEST GERMANY

CONTAREX

CONTAFLEX

CONTAX

SYMBOLICA II

CONTINA

CONTINETTE

The Zeiss Ikon idea is to give you a line of 35mm cameras that will meet practically any price limit a customer may have in mind — *consistent with quality and dependability.*

CONTAREX—highest development of the 35mm single-lens reflex. Choice of six superb Zeiss lenses. \$450.

CONTAFLEX—the 35mm single-lens reflex with a great following. Four models from \$149.

CONTAX—Famous 35mm rangefinder camera. Choice of 10 renowned Zeiss lenses. From \$197

SYMBOLICA II—a striking new 35 with Carl Zeiss Tessar f/2.8, 50mm lens. Shutter interlocked with exposure meter \$89.50.

CONTINA—a most popular 35 with Pantar f/2.8, 45mm lens and built-in exposure meter Three models from \$55.

CONTINETTE—a new 35 with Zeiss Lucinar f/2.8, 50mm lens. \$44.

Steadily growing sales of these fine cameras prove that it pays to feature genuine quality

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