



# 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.

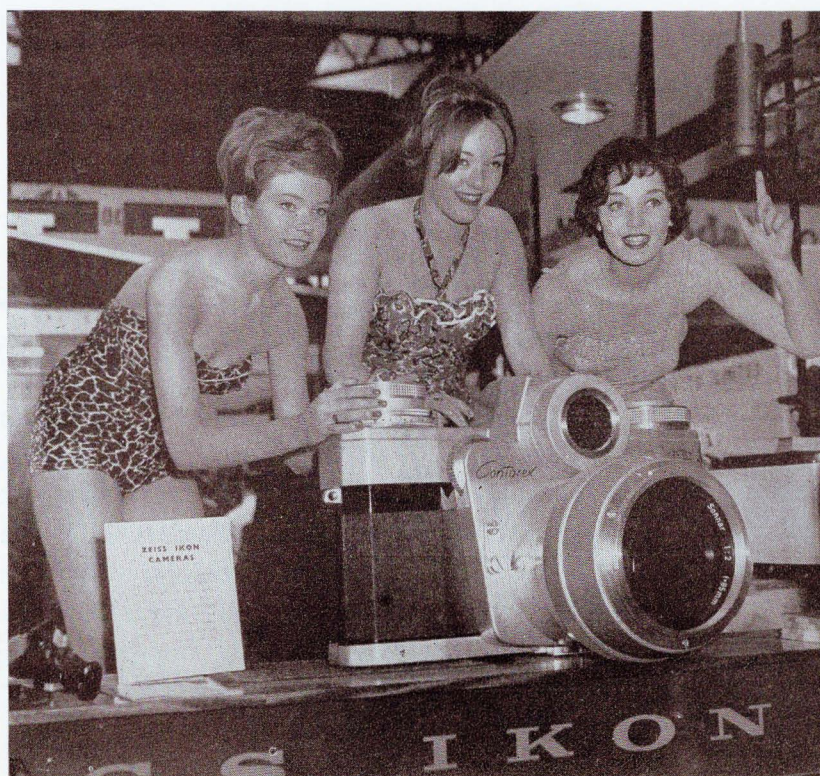
NUMBER TWENTY-FIVE

APRIL 1, 1960

## THE INCOMPARABLE CONTAREX IS HERE

*The Crowning Achievement in ZEISS IKON Camera Design*

Coincidentally with the St. Louis Convention, the Zeiss Ikon factory in Stuttgart, West Germany, begins shipping the eagerly-awaited 35mm Contarex of unique design to this country. Professional photographers, discriminating amateurs, photographers in the industrial field, scientists, members of the medical and dental profession and others who have been patiently waiting for this unusual camera will now be able to own a Contarex.



A huge model of the Contarex was used to attract attention at the Photo Show in London with the assistance of three show girls.



Here are some of the highlights of this crowning achievement of the Zeiss Ikon factory:

- 1) Single lens reflex camera with focal-plane shutter and completely removable camera back. Shutter speeds up to 1/1000 sec.
- 2) Built-in photo-electric exposure meter coupled to diaphragm and shutter speed settings. Exposure meter reads at eye-level through the viewfinder; at waist level on the camera body
- 3) Six completely interchangeable Carl Zeiss lenses in special Contarex bayonet mount ranging from 21mm to 250mm focal length. The 50mm Planar covers the unusual focusing range from 12 inches to infinity. The 35mm and 50mm lenses also include automatic compensation for the natural loss of light when shooting at close distances.
- 4) Automatic pre-set diaphragm of all lenses from 35 to 135mm couples to the camera controls as soon as the lens is attached to the camera body
- 5) Bright, eye-level viewfinder with life-size, upright, unreversed and parallax-corrected image.
- 6) Two independent focusing systems for all lenses from 35mm to 250mm, split-image rangefinder and extra-fine focusing screen.
- 7) One-stroke rapid winding lever advances film, cocks shutter and opens lens diaphragm for viewing.
- 8) Instant return mirror. Immediately after releasing the shutter, the viewfinder image reappears. No black-out.
- 9) Built-in self-timer with variable time delay
- 10) Full synchronization for flash bulbs and strobe units. M or X synchronization adjusts itself automatically as the shutter speed is selected.
- 11) Removable light baffle on built-in exposure meter for extended range light measuring under poor lighting conditions. Increased in sensitivity by four lens stops.
- 12) New film rewind device with collapsible crank.

### TRADE DISCOUNT ON CONTAREX AND ACCESSORIES:

Contarex, Contarex lenses and all accessories especially made for the Contarex, are subject to our regular trade discount of 35% *only* (less Excise Tax, if any). Contarex and Contarex lenses cannot be combined with other cameras and lenses for quantity discount.

A special 5% quantity discount is available on the complete contents of the attractive Contarex Display Case see Page 3.

---

### NO PARTIAL REPAIRS

Sometimes we are asked to repair just a specific part of a camera. But on examining cameras, we often find that other parts also need repair.

We refuse to do partial repair work. A camera will not leave the Zeiss repair shop unless every defect or malfunction has been corrected.

The repair shop of Romle-Wahl & Co., 1106 West Olympic Boulevard, Los Angeles 15, California, maintains the same policy

We ask our dealers to patronize good local repair shops who received repair instructions from us and who may order repair parts from us when needed.

### ONE HUNDREDTH ANNIVERSARY

The James Lett Co. of Harrisburg, Penna., oldest photo dealer in America, will observe its 100th Anniversary in April. A banquet sponsored by the Master Photofinishers & Dealers Assn. of America will be tendered the company on April 19th in the ballroom of the Penn-Harris Hotel in Harrisburg. Leaders of the photographic industry from throughout the nation will attend.

Carl Zeiss, Inc., offers its sincere congratulations to the James Lett Co., one of its fine dealers, on this occasion.



## 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 \$55.00 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	\$274.65		
Excise Tax on Contarex	27.47	\$302.12	\$450.00
1 Eveready Case		16.90	26.00
1 Biogon, f/4.5, 21mm	133.66		
Excise Tax on Biogon	13.37	147.03	219.00
1 Distagon, f 4, 35mm.	84.84		
Excise Tax on Distagon	8.48	93.32	139.00
1 Sonnar, f/2, 85mm	112.91		
Excise Tax on 85mm Sonnar	11.29	124.20	185.00
1 Sonnar, f/4, 135mm.		90.35	139.00
1 Sonnar, f/4, 250mm.		213.85	329.00
1 Filter 1A, 56mm		8.45	13.00
1 Filter 1A, 67mm		13.00	20.00
1 Contapol, 56mm		13.00	20.00
1 Proxar 4x, 56mm		7 15	11.00
1 Lens Shade, 56mm for 21 & 35mm lenses		2.60	4.00
1 Lens Shade, 56mm for 50, 85 & 135mm lenses		2.60	4.00
1 Bellows Extension		51.35	79.00
1 Right Angle Viewfinder		11.05	17.00
1 Micro Attachment, consisting of:			
1 Contarex Adapter		5.20	8.00
1 Connecting Ring		5.20	8.00
2 Cassettes	\$3.90 ea.	7.80	12.00
1 Wide Angle Viewfinder for 21mm Biogon		16.25	25.00
TOTAL		\$1,131.42	\$1,708.00
Less special 5% discount for complete Contarex system		56.57	
Your net cost of the entire contents		\$1,074.85	
PLUS the luxurious \$55.00 Display Case at NO CHARGE.			

Contarex Display Cases, without contents, will be billed at our cost price of \$35.75, each, Net.



## THE NEW SYMBOLICA II MAKES 35mm PHOTOGRAPHY AS SIMPLE AS ABC

No knowledge of photography is needed to operate the Zeiss Ikon Symbolica II. No figures for diaphragm openings and shutter speeds are on the camera; merely three symbols for distances:

(a) Portrait, (b) Group, (c) Landscape



The new Symbolica II camera.

After the light intensity has been measured with the exposure meter needle in the viewfinder, the most favorable combination of shutter speed and lens opening is set *AUTOMATICALLY*. PHOTOGRAPHY WITH THE NEW ZEISS IKON SYMBOLICA II IS AS SIMPLE AS THAT

	Catalogue Number	1 or 2 Units	3 to 11 Units	List Price
Symbolica II with Carl Zeiss Tessar, f/2.8, 50mm, Prontomat shutter interlocked with built-in exposure meter, rapid wind lever	10.0635	\$54.63 Tx. 5.46 <u>\$60.09</u>	\$49.17 4.92 <u>\$54.09</u>	\$89.50
Leather Eveready Case for Symbolica II	20.7524	7.80	7.02	12.00

### "HAZE" FILTERS FOR ZEISS IKON CAMERAS

We receive many orders for "haze" filters from our dealers. You are aware of the fact that we do not list a "haze" filter for the reason that the term "haze" does not designate a filter accurately. All filters have a haze-cutting capacity to some degree! As a specific haze-cutting filter with a "warming effect" for use with color film, we recommend our:

#### SKYLIGHT IA

listed in sizes 27, 40.5, 56, 60 and 67mm, for Kodachrome, Anscochrome, Ektachrome, Super Anscochrome, and High Speed Ektachrome Daylight films.

Our UV filters are excellent ultra-violet absorbing. They are clear-glass filters with outstanding haze-cutting capacity, and are used with black-and-white and color film for marine, mountain and aerial photography. The following sizes are available:

U V FILTER: 22.5, 27, 30, 35.5, 40.5, 49, 56, 60 and 67mm.

The Skylight IA and UV filters do not require an increase in exposure. Please specify on your orders whether you desire Skylight IA or U V. Do not use the term "Haze"



## HENSOLDT BINOCULAR PRICE CHANGES

Effective as of March 21, 1960, the list prices of Hensoldt binoculars and theatre glasses are increased as follows:

DIALYT 8x32, \$137.00; 7x42, \$153.00; 7x50, \$162.00; 8x50, \$168.00; 10x50, \$172.00; 8x56, \$175.00; 16x56, \$185.00.

DIAGON 6x30, \$101.00; 8x30, \$105.00; 7x50, \$143.00; 10x50, \$153.00.

DIASPORT 8x20, \$78.50 with stiff leather case; \$77.00 with soft leather pouch.

DIADEM Theatre Glass 2½x30, \$41.00.

The DIAGON SPECIAL with rubber armor has been discontinued.

Dealer's discount on ZEISS and HENSOLDT binoculars, monoculars and theatre glasses: 33⅓%. Quantity discount on purchases of 3 or more ZEISS and/or HENSOLDT binoculars, monoculars and theatre glasses: 10% additional. Retailer's Federal Excise Tax of 10% to be added to retailer's selling price of binoculars and theatre glasses.

A new, revised Dealer Price List, Sheet K-3, dated March 21, 1960, reflecting the new HENSOLDT prices, is enclosed. Please replace the previous sheet K-3 (dated July 1959) with this new sheet in your Dealer Binder

## BINOCULAR NOTES

Your attention is called to a new and favorably-priced Hensoldt binocular, the DIALYT 8x50, which complete with case is priced at \$168.00 list.

It will be found listed in the new Dealer Price Sheet K-3 dated March 21, 1960.

\* \* \*

A new Carl Zeiss 15x60 monocular has been added to the Zeiss binocular line. Fitted with a tripod socket, this glass is priced at \$170.00 list. It will be found listed in the new Dealer Price Sheet K-1 dated March 21, 1960.

\* \* \*

Prices on Hensoldt Rifle Scopes have been changed as follows:

DIATAL D 4x32	\$ 76.00 list
DIATAL D 6x42	82.00 list
DIAVARI D 1½ — 6x36	112.00 list

## NEW AND MORE CONVENIENT PRICING SYSTEM FOR CAMERAS AND ACCESSORIES

Our Dealer Price List Binder with dealer's net prices on every page has not been 100% satisfactory because some dealers cannot use or show it on the counter in front of customers. We are convinced that a price book with list prices only would be an excellent sales aid in your dealings with your customers, so we are now adopting this method. We are starting a new system with the new camera models — Contarex, Continette and Symbolica II — and the other cameras will follow as soon as possible.

At the same time, we have printed a new index sheet, a copy of which is enclosed, that not only gives you the net prices for single pieces, but also quantity prices on all items subject to quantity discount. Please insert it in your Dealer Price binder in section "INDEX-I" You can look up your cost price without any complicated mathematics in a jiffy

We feel that this is a big improvement over the previous method, and we hope to have the new system completed within a few months.

## GUIDE BOOKS

Current Zeiss Ikon cameras are furnished with instruction booklets explaining the proper operation of the cameras. However, amateurs often need additional photographic information to improve their results. Guide books containing technical hints and data of value to the beginner are generally available.

Instruction manuals for pre-war cameras and some post-war models are no longer available. The corresponding guide books include previous and current camera models, explaining their features. Check the following list of books, and have them available for sale to your customers:

THE CONTINA GUIDE by W D. Emanuel, 93 pages. Includes 35mm cameras such as the Ikonta 35, Contessa, Contina I and II folding types, as well as the Continas with rigid lens mounts.

THE CONTAFLEX GUIDE by W D. Emanuel & Norman Rothschild, 89 pages.

THE CONTAFLEX WAY by H. Freytag, 310 pages. Includes Contaflex single-lens reflex cameras, but not recommended for pre-war Contaflex twin-lens model.

THE IKOFLEX GUIDE by W D. Emanuel, 93 pages. Includes pre-war and post-war Ikoflex models.

THE SUPER IKONTA GUIDE by W D. Emanuel, 83 pages. Includes all Super Ikonta pre-war and post-war models; also Ikonta III or M, with built-in but not coupled range-finder.

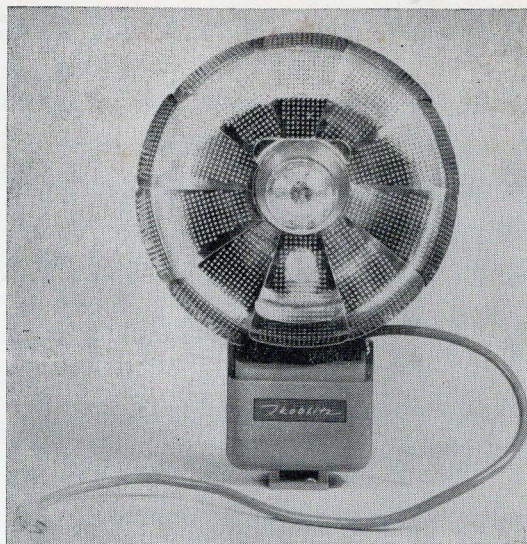
THE NETTAR AND IKONTA I and II GUIDE by W D. Emanuel, 88 pages. Includes all Nettar and Ikonta cameras.



## NEW 50% QUANTITY DISCOUNT ON 12 IKOBLITZ 4



The Ikoblitz closed.



The Ikoblitz open.

Our current consumer advertising of the Ikoblitz 4 has resulted in a considerably increased demand for this compact BC flash unit. In order to give you an incentive to stock this item in quantities, we are now allowing a special quantity discount of 50% on orders for 12 Ikoblitz 4 BC Flash Units at one time. The list price is \$9.95 (without battery) and our discount schedule is as follows:

1 or 2 Ikoblitz 4	35%
3 to 11 Ikoblitz 4	40%
12 or more Ikoblitz 4	50%

The Ikoblitz 4 takes standard 15-volt BC batteries (Eveready 15-Volt, #504, Bright Star 150 Volt, #15-P Burgess 15-Volt, #Y10) It is intended to be carried on the neck strap of the case or camera. Part of the streamlined housing remains on the strap when the flash is in use. It has a bayonet mount for bayonet-base flash bulbs and standard equipment includes a removable adapter for M5 and M25 flash bulbs.

Selling the Ikoblitz 4 gives you an attractive profit margin.

### FROM A BOX CAMERA TO A CONTAFLEX SUPER

In our Trade News #24 of February 1960, we reported on how a Zeiss Ikon dealer in Indiana sold an Ikonette and subsequently \$272.60 worth of associated equipment. Now we receive another similar report from Ron Inkley of Ogden, Utah, explaining how he stepped a box camera user up to a Contaflex. Mr. Inkley describes his experience as follows:

"A lady came into the store and bought a box camera and used it to make color slides. She fell in love with the slides and we then sold her a very popular \$179 projector to show these slides. Then we were able to convince her that a better camera would make her slides even better — so we sold her a *Contaflex super* with case and filters. Later she purchased both the wide-angle and telephoto lenses. Our total sale was over \$670.00 from selling a \$9.95 box!"

**CONCLUSION:** It pays to devote time and interest to the problems of any customer who enters your store.

### IKOFLEX FAVORIT AND SUPER IKONTA IV DISCONTINUED

The Zeiss Ikon factory has exhausted its stock of these two cameras. We have no information on any new camera models to take their place.

#### LOST AND STOLEN ZEISS IKON CAMERAS

Contaflex I	R 41457
Contaflex IV	U 11687
Contaflex super	V 79735
Contax IIIa	L 78158