



# 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-TWO

AUGUST, 1959

## NEW ZEISS IKON MOVILUX 8a 8mm PROJECTOR

Zeiss Ikon now offers a new, modern 8mm projector of beautiful, streamlined shape and pleasing, all-around appearance; the Movilux 8a. Its small, compact design is unique in the 8mm movie field. The new low-voltage lamp with built-in mirror provides a surprisingly brilliant image with a marked absence of heat. The superior Carl Zeiss P-Sonnar f/1.3, 20mm lens assures pin-point sharpness on the screen.

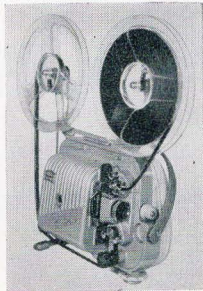
Another advantage of this projector is that it offers the possibility of using a sound synchronizer, which plugs right into the projector. Any tape recorder can be used for sound synchronization with this device.

	<i>Cat. No.</i>	<i>List Price</i>
MOVILUX 8a Projector, with Carl Zeiss P-Sonnar f/1.3, 20mm lens, for 120-volt, 60-cycles, with lamp, cord and 400-ft. reel .....	36.0032	\$169.00
SOUND SYNCHRONIZER .....	36.3041	29.00
REMOTE CONTROL, with speed adjustment .....	36.3042	19.00
EXTRA 400-ft. REEL .....	36.5511	1.00
EXTRA LOW VOLTAGE LAMP .....	36.6001	8.00
CASE, for Movilux 8a, Sound Synchronizer, Remote Control, Reels, Spare Lamps, and Cord .....	36.7701	21.00
SPLICER, for 8mm and 16mm film .....	36.5600	10.00
BASEBOARD, for Splicer (can be attached to Moviscop Baseboard) .....	36.5601	2.00

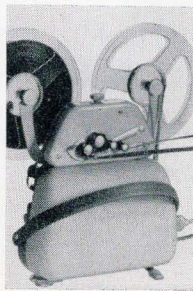
SUBJECT TO REGULAR AND QUANTITY DISCOUNTS (MOVILUX 8a CAN BE COMBINED WITH CAMERAS — EXCEPT IKONETTE — FOR OUR SPECIAL 3-PIECE QUANTITY DISCOUNT).



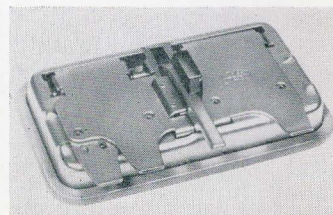
The streamlined design of the Movilux 8a projector.



Movilux 8a (shell off) ready for use.



Sound Synchronizer fits atop Movilux 8a.



The Zeiss Ikon Splicer for both 8mm and 16mm film so delightfully convenient and simple to use that it will become a universal favorite with movie fans.



## ATTRACTIVE AND USEFUL SALES AID FOR CONTAFLEX CAMERAS AND ACCESSORIES



The new Contaflex super and rapid Display Case—luxurious and fully worthy of its jewel-like contents.

The display case has space for only one Eveready case, and so we have added a second case to the complete list, shown on the next page.

Here is a method of displaying our best-seller cameras, the Contaflex super and rapid models, to even better advantage in your store or window

The case contains all essential accessories which every customer should know about when buying a Contaflex camera. It includes the most popular *filters* for color film and a set of *Proxar* close-up lenses which have proved to be one of the biggest selling aids for our single-lens reflex cameras. The unique *Contapol* polarizing filter is handy in the case, so you can show the customer how he can actually observe the effects of this filter right through the lens of the Contaflex. Only the Contaflex has the *Pro-Tessar M* component lens for photography at a ratio of 1:1, and a Monocular 8 x 30 B which can be used as a 400mm tele attachment lens when screwed into the front lens of the Contaflex III, IV, rapid and super

*All accessories shown in this attractive display case will also fit the previous Contaflex III and IV models. Only the Eveready case is different!*

If you order the complete contents, the display case itself (\$40. value) will be supplied at no charge.

PLEASE ADD A THIRD CAMERA TO GET THE 3-PIECE QUANTITY DISCOUNT

## SPECIAL CLOSE-UP LENSES FOR CARL ZEISS 8 x 30 B MONOCULAR



The Zeiss 8 x 30 B Monocular comes with an adapter and an eye-cup. Both are removed before attaching Monocular to the camera lens.

For this special Monocular, which can be used both for vision and as a 400mm tele attachment lens for Contaflex III, IV, rapid and super, the Carl Zeiss Optical Works have now made available five close-up lenses for a field coverage down to  $\frac{1}{4}$ " x  $\frac{1}{2}$ ". The prices for these close-up lenses are as follows

			APPROX.	APPROX.	
			FIELD		
CLOSE-UP LENS	DISTANCE		COVERAGE		PRICE
+1 Diopter Lens	40"		2 x 3"		\$13.00
+2 Diopter Lens	20"		1¼ x 1¾"		14.00
+3 Diopter Lens	12"		¾ x 1¼"		15.00
+5 Diopter Lens	8"		½ x ¾"		35.00
+8 Diopter Lens	5"		¼ x ½"		25.00



NET (QUANTITY PRICE WHERE APPLICABLE)	LIST
\$102.11	\$169.00
120.23	199.00
8.77	15.00
8.77	15.00
59.75	89.00
66.46	99.00
36.93	55.00
57.85	89.00
	2.75
	1.95
	6.00
	6.00
13.86	6.00
1.27	1.95
12.00	20.00
	6.00
	6.00
	6.00
13.80	5.00
11.05	17.00
7.15	11.00
4.55	7.00
8.78	13.50
1.95	3.00
<u>535.28</u>	<u>849.15</u>

Display cases ordered without contents or for merchandise previously received will have to be billed at our cost price of \$26 each, net.



## WEST BERLIN AS A CAMERA MANUFACTURING CENTER

### Cameras Mean a Living to Nineteen Hundred Berliners

Since the Russian note of November 1958 demanding a change of the status of West Berlin, the eyes of the World are focused on that city.—The conflict has not been settled, and Berlin will remain in the spotlight during the weeks to come.

But how does the situation look from inside the city? How do the 2½ million people of West Berlin feel about it? Has the conflict affected the everyday life of the Berliners? Has it influenced the economic situation of the city or the industries in Berlin? Some of these questions were answered by Dr. Helmut Hemscheidt, member of the Board of Zeiss Ikon AG. and director of the two Zeiss Ikon works located in West Berlin, in a recent interview given to Wolf Wehran of the Public Relations Department of Zeiss Ikon, Stuttgart.

W First, I would like to thank you, Herr Dr. Hemscheidt, for taking the time to answer some of my questions on the Berlin situation, especially with regard to the Zeiss Ikon works in this city.—How many West Berliners are presently holding a job with Zeiss Ikon?

Dr. H. Today, we have about 1900 Berliners on the payroll.

W And how many people were employed when you took up production again in 1945?

Dr. H.. In 1945, we started virtually from scratch. There were about 100 persons who helped with clearing away the rubble and repairing the badly damaged workshops.

W: What does the production program of the Berlin works of Zeiss Ikon include?

Dr. H.: In the camera field, we manufacture the IKONETTE, a 35mm camera of rather modern design, made of a new plastic material, the MOVINETTE, an 8mm movie camera for the amateur, and the 2¼ x 2¼ in. cameras IKOFLEX FAVORIT and SUPER IKONTA.

Furthermore, our program includes Zeiss Ikon *safety locks* of the cylinder lock type, *Zeiss mirror lamps*, that is, lamps with a built-in silvered reflector which directs the light, automatic accounting machines of various types for industrial firms and banks, *medical colorimeters*, *haemometers*, and the very successful *polytest instrument*.

About a year ago, we set up our plastics division—a large building equipped with modern machinery where camera bodies for the Ikonette

and other precision plastic products are made.

W Has the Berlin conflict which developed after the Russian declaration of November 27, 1958, affected the operation of the Zeiss Ikon works, especially with regard to labor, incoming orders, supply of raw materials, in any way?

Dr. H.: No, it has not.

Our appeal to West Germany's economic circles to maintain their confidence in Berlin has resulted in a very positive response. There have been no changes in the supply of raw materials, and we continue to receive orders. This proves that the firm attitude of the Western Allies, particularly of the U.S.A., has had its effect.

W How did the employees respond to the Berlin conflict?

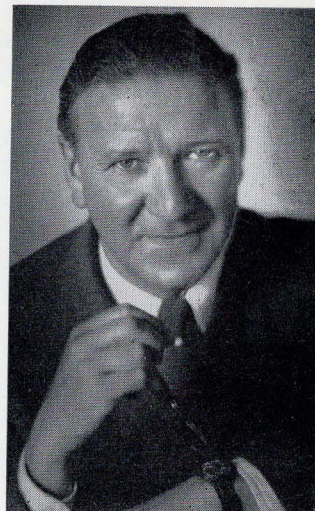
Dr. H.: The Berliner is realistic but not pessimistic and not easily scared. All our people have calmly continued their work without ever showing much concern about the Russian notes.

W Have any measures been taken to meet a possible new blockade?

Dr. H.: Well, even optimists have to be careful. We have stored raw materials and other goods in Berlin and in our works too—not merely for fear of a blockade but rather to demonstrate to certain people that this time a blockade would miss its purpose.

W Would it be possible for the Berlin works of Zeiss Ikon to continue operation if, for instance, all connections with West Germany and other countries were cut off?

Dr. H.: No, it wouldn't because the Berlin market is too small for most of the industrial firms here and for our works as well. Trade with the Federal Republic and with the countries of the Free World are the basis of our existence.



Dr. Helmut Hemscheidt.



## WEST BERLIN AS A CAMERA MANUFACTURING CENTER

(Continued)

W Are there any foreseeable consequences if Berlin would become a Free City like Danzig?

Dr. H. This question can hardly be answered in respect of our works alone. Berlin as a Free City would not be capable of existing without close relations to the Federal Republic and her support. In case of a Free City, the Zeiss Ikon works, sooner or later, would be in a difficult economical situation, too.

W Was it possible to increase production or to extend production facilities of the works alone since the Russian declaration?

Dr. H.: I am glad to say that due to the cooperation and goodwill of West German economic circles we were able to increase our overall sales noticeably—we have even hired additional personnel during the past weeks.

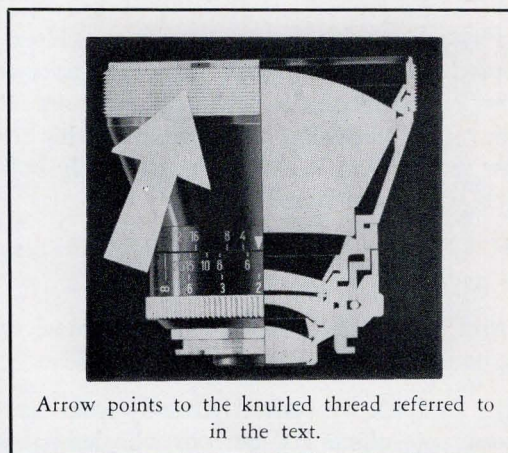
W: Thank you, Herr Dr. Hemscheidt. I am sure that everybody of Zeiss Ikon in West Germany and Zeiss Ikon friends the world over will read your answers with interest and join me in wishing you and all the people working with you here in Berlin further success and all the best for the future.

## NEW FILM SPEED BOOKLET OFFERED

A revised and enlarged edition of the popular film speed booklet (CAM-990), published for some years by us as a service to Zeiss Ikon camera owners, is now available. It lists daylight and tungsten ASA speeds of popular films by major film manufacturers such as Adox, Agfa, Ansco, DuPont, Eastman, Gevaert, Ilford and Perutz. Containing 12 pages, the booklet measures 3 x 4 inches. It is free to dealers for distribution. Ask for a supply

## KNURLED THREAD ON PRO-TESSARS AND PANTARS

In many instances the knurled thread on the outside front mount of the Pro-Tessar and Pantar component lenses is not immediately recognized as a *thread* over which filters and in the case of the Pro-Tessar 35mm, the intermediate ring #20.1011, must be *screwed*. Very often the owner or the dealer attempts to screw the 60mm filter *into* the f/4 Pro-Tessar 85mm or the Pantar component lenses to no avail. This filter must be *screwed over* the *outside knurled thread* of the Pro-Tessar f/4, 85mm or Pantar component lenses, using the female thread of the 60mm filter. In the case of the Pro-Tessar f/4, 35mm, the intermediate ring #20.1011 must be *screwed over* the knurled thread on this



Arrow points to the knurled thread referred to in the text.

lens, and the 60mm filter, in turn, must be *screwed over* the *outside* knurled thread of the intermediate ring #20.1011. The same applies to the lens shade 60mm, #20.0709, which is used with the Pro-Tessar f/4, 85mm, and is also *screwed over* the outside knurled thread on this lens. As you know, a lens shade is not supplied by us for the Pro-Tessar f/4, 35mm component lens.

The Pro-Tessar f/4, 35mm will also accommodate the 49mm filters #20.1007. These filters are *screwed directly* over the knurled thread on this lens.

Knurled threads for screw-on filters are furthermore found on the Tele Attachment Lens "Tele-skop" for the Contaflex I and II, and on the Super Ikonta III and IV, and Nettar IIB and Nettax cameras, for filters 35.5mm screw-on type #20.1003.



# ZEISS IKON

Here is the 35mm single-lens reflex camera you'll want to see real soon. Its new and advanced features give you speedy and precise control of every essential to perfect picture taking. The camera for superior photographic achievements.

## Contaflex

## *super*



You sight, focus and check exposure all through one eye-piece. Rangefinder and ground-glass in center of view. Exposure needle indicator at right—does not obstruct view.

Rapid single-thrust lever for fast sequence shooting. Winds film, cocks shutter, advances picture counter.

Built-in photoelectric exposure meter is coupled with the lens diaphragm for automatic exposure control.

Exposure meter indicator control for quick adaptation to light conditions. Window in top of camera shows needle for waist-level checking.

Contaflex SUPER, \$199. Contaflex RAPID, same as SUPER but without built-in exposure meter, \$169.

At leading dealers. Write for literature.

CARL ZEISS, INC.  
485 Fifth Avenue, New York 17



ALL MADE IN WEST GERMANY

Synchro Compur MXV shutter (fully synchronized). Speeds to 1/500 sec. and self-timer.

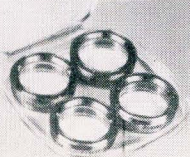
Zeiss Tessar f/2.8 50mm lens—the ultimate for color photography. Takes tele, wide-angle and 1:1 component lenses—also 400mm monocular.



Wide-angle and tele component lenses



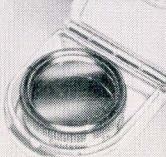
Pro-Tessar M  
Ratio 1:1



Proxar close-up lenses  
for shots as close as 3 1/2"



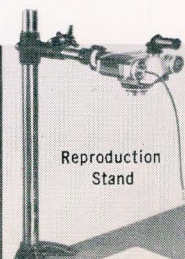
Attachment for  
microscope



Contapol  
polarizing filter



Zeiss 8x30B  
monocular; 400mm.  
Screws in lens mount



Reproduction  
Stand