



# NEW

**CARL ZEISS and ZEISS IKON ITEMS at the  
PHOTO TRADE SHOW in PHILADELPHIA,  
MARCH 22nd to 26th, 1959**

**35mm ZEISS IKON CONTAREX**



The *Contarex*, the coming top-ranking Zeiss Ikon camera, combines the features of two leading designs; the famous *Contax* with completely interchangeable lens mount and the unique *Contaflex* single lens reflex camera which in 5 years has set a concept for prism-reflex automation. Needless to say, such combination of two outstanding camera designs is setting new standards in versatility, precision and convenience. The *Contarex* also incorporates over 25 years of experience in designing and manufacturing leading 35mm equipment.

Here are some of the outstanding features of the *Contarex*:

- 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 readings at eye-level through the viewfinder and at waist level on the camera body.
- 3) Six completely interchangeable Carl Zeiss lenses in standard *Contarex* bayonet mount. Available focal lengths: 21mm to 250mm (13/16" to 10"). The 50mm Planar covers a focusing range of 12" to Infinity in one sweep. 35mm and 50mm lenses also include automatic compensation of the natural loss of light at close distances.
- 4) Spring-tensioned, pre-set iris diaphragm which automatically 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, un-reversed, and parallax-corrected image.
- 6) Two independent focusing systems for all 35mm to 250mm lenses: split-image range-finder and extra fine focusing screen.
- 7) One-stroke rapid winding lever advances film, cocks shutter and opens lens diaphragm for viewing.
- 8) Built-in selftimer with variable time delay.
- 9) Full synchronization for flash bulbs and strobe units. "M or X" synchronization adjusts itself automatically as shutter speed is selected.
- 10) Two Cassette system for use of bulk film as available for *Contax* and *Contaflex* cameras.
- 11) A new film rewind device with collapsible crank; film transport mechanism can be temporarily disengaged.
- 12) Filters and lens hood are fitted with bayonet mounts, same diameter for all lenses from 21mm to 135mm.
- 13) Additional equipment and accessories are being developed by the factory.

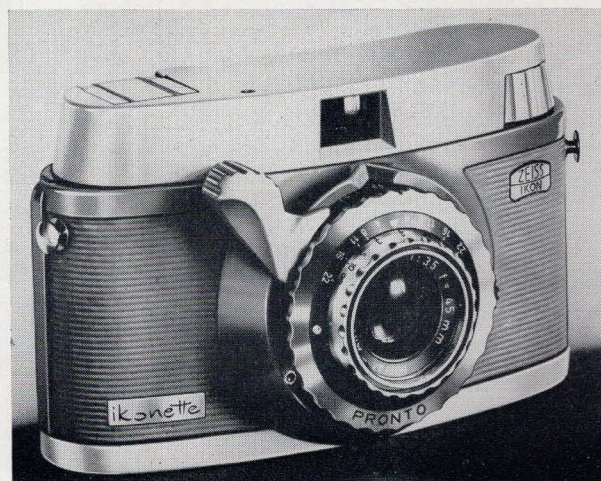
#### LISTING OF CAMERA, LENSES AND ACCESSORIES

	<i>Tentative Prices</i>
1) Contarex with f/2, 50mm Planar lens, #10.2401 .....	\$450.00
2) Contarex body only, #10.2400	305.00
3) Biogon f/4.5, 21mm, #11.2402	209.00
4) Distagon f/4, 35mm, #11.2403	135.00
5) Sonnar f/2, 85mm, #11.2404...	195.00
6) Sonnar f/4, 135mm, #11.2405..	149.00
7) Sonnar f/4, 250mm, #11.2406..	329.00
8) Bellows Extension attachment #20.1617 .....	79.00
9) Micro attachment, #20.1628 #20.1616 ..	15.00
10) Table Reproduction Stand, #20.1850 .....	42.00

Also in preparation are a stereo attachment and stereo handviewer, filters, lens shade, etc.

*Delivery in U.S.: Summer 1959.*

## ZEISS IKON 35mm IKONETTE



A simplified 35mm camera of plastic material with a bright view-finder and a single operating lever which transports the film, cocks the shutter and, after that, is used for releasing the shutter. A red signal in view-finder automatically shows when camera is not ready for exposure. It has a kidney-shaped, two-tone gray plastic body and is primarily styled for feminine appeal. Novar, f/3.5, 45mm lens in Pronto shutter; speeds up to 1/200 sec. Price: \$29.95, case extra if desired (not essential because of sturdy plastic body). Also comes in attractive package kit of new design and material. Package kit contains:

Ikonette .....	\$29.95
Protecting Cap for Lens and Shutter Assembly .....	1.65
Neck Strap .....	.85
Ikoblitz 4 BC Flash Unit with folding reflector .....	9.95

No charge for attractive gift box.

### RUBBER LENS SHADE

for Contina and Contaflex. This rubber lens shade, which is available in addition to the metal lens shade, was designed for those who wish to keep the lens shade on the camera when the carrying case is closed. It has a screw-in type mount of 27mm. It sells for the same price as the metal lens shade; \$1.95.



## NEW IMPROVED ZEISS IKON CONTINA I



This new Contina I model with Pantar f/2.8, 45mm lens and Prontor SVS shutter with speeds to 1/300 sec. supersedes the Contina I with Novicar f/2.8. It has an extra bright view-finder and rapid wind lever which simultaneously transports the film and cocks the shutter.

Price: \$55; case \$10.00

## 85B CONVERSION FILTER

for Super Anscochrome-Tungsten type film. This filter of finest domestic manufacture is now available in Carl Zeiss precision mounts for 27, 40.5 and 60mm.

Contina .....\$ 6.00

Contaflex ..... 6.00

Pantar, wide angle and tele  
component lenses for Contina  
III, Contaflex alpha and beta.. 13.50

Pro-Tessar wide angle and tele  
component lenses for Contaflex  
III and IV ..... 13.50  
(wide angle only with #20.1011  
step-up ring)

The following Contax lenses:

21mm Biogon ..... 7.00

35mm Biogon ..... 7.00

35mm Planar ..... 7.00

50mm Tessar ..... 7.00

50mm Sonnar ..... 7.00

85mm Triotar ..... 7.00

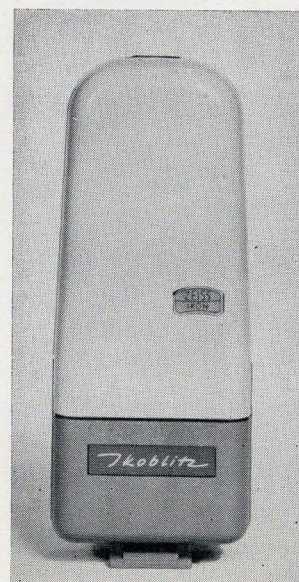
135mm Sonnar ..... 7.00

## ZEISS IKON IKOBLITZ 4 BC FLASH UNIT



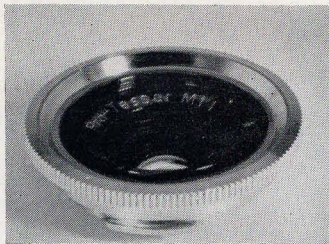
A very compact and attractively-designed BC flash unit with folding reflector which takes standard 15-volt BC batteries (Eveready 15-V., No. 504, Bright Star 15-V., No. 15P Burgess 15-V., No. Y10). It can be carried on the neck-strap of the camera and part of the streamlined housing remains on the strap when the flash unit is in use. Has a bayonet mount for bayonet base flash bulbs and its standard equipment includes a removable adapter for M5 and M25 flash bulbs.

Price: \$9.95 (without battery)





**CARL ZEISS**  
**PRO-TESSAR M, RATIO 1:1**



Contaflex III and IV owners will be able to do close-up and copy work in natural size (ratio 1:1) by adding this interchangeable front lens component to their present equipment. So far, our Proxar close-up lenses permitted photographs as close as 6"; with the new Pro-Tessar "M" component, Contaflex III and IV cameras can be used for taking pictures of small objects in natural size, or 1:1 ratio, as well as for the duplication of 35mm slides. Focusing and viewing is done right through the lens, as with any other front lens component.

The Pro-Tessar "M", a three-element front component with bayonet mount for quick interchangeability, is an optically-corrected lens system which is far superior to a single supplementary lens. The name "Pro-Tessar" indicates that this close-up attachment belongs in the class of Tessar lenses which are known for unsurpassed lens performance and excellent workmanship.

Price: \$55.00, including leather case

**ZEISS IKON CLOSE-UP**  
**STERITAR B**  
**STEREO ATTACHMENT**



The regular Steritar "B" stereo attachment for the Contaflex III and IV is designed for ranges from 9 ft. to Infinity. In the past, we have received many requests for a stereo

close-up device. We are pleased to inform Contaflex stereo fans that such an attachment is now available. The Steritar stereo close-up attachment can be fitted to Contaflex III and IV cameras with a sturdy bayonet mount, and it covers distances from 2 ft. 6 in. to 8 ft. In addition, regular Contaflex Proxar close-up lenses can be inserted into the close-up Steritar to cover ranges from 8 to 20 in. Contaflex III and IV owners will find it a most exciting experience to take portraits and close-ups in 3D.

The Contaflex viewfinder indicates two parallax-corrected stereo images at all ranges, and focusing is done right on the built-in focusing screen. A swing-out filter holder accepts standard Contaflex filters (27mm diameter screw-in type). There is a special lens hood indicated for the Steritar stereo close-up attachment, which is included in price.

Price \$69.00, case \$7.50

**CARL ZEISS 8x30B**  
**MONOCULAR**



The newly-designed Carl Zeiss 8x30B Monocular for eye-glass wearers will soon be available in a modified version to fit Contaflex III and IV cameras. The Monocular eye-piece is threaded to attach to these Contaflex cameras like a filter. As a light-weight design with outstanding optical correction, the Carl Zeiss 8x30B Monocular guarantees best possible results in this particular field. It converts the 50mm Tessar lens of the camera to a 420mm telephoto lens with the largest aperture of f/16. The Contaflex viewfinder gives a parallax-corrected image and the Monocular is focused on the built-in focusing screen of the camera. We recommend this combination for wild-life photography and any other subjects where great magnification is the deciding factor.

Price: \$89.00, leather case \$8.00

**AT LEADING DEALERS**

**CARL ZEISS, INC., 485 FIFTH AVENUE, NEW YORK 17**