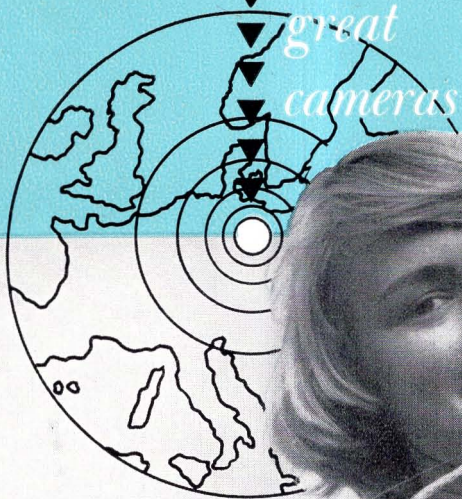


from the  
world-famous  
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great  
cameras



**ERCONA  
CAMERA CORP.**

527 Fifth Ave., New York



THE REVOLUTIONARY NEW



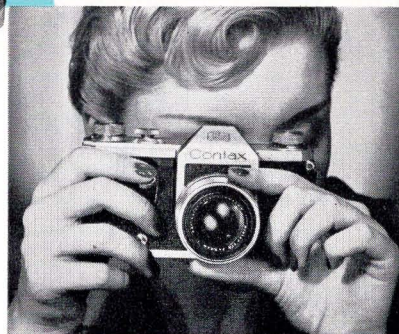
# CONTAX-S

Here is the camera being hailed as the most significant advance in camera design since the first miniature itself. The twin-image, coupled range-finder has given way to a single viewer, the Prisma-Scope—which enables you to sight directly through the camera lens. You see a *life-size image, always upright and non-reversed*, that spins into sharp focus with a twist of the lens barrel. For the first time in a single lens reflex, all *focusing* and *viewing* takes place at direct eye level. Without sacrificing the compact qualities of the miniature, the nuisance of parallax is forever eliminated . . . accessory lenses require no coupling with special and costly range-finders . . . close-up photography requires only the addition of extension tubes. Here is the most versatile camera ever created!

*World's First*

**EYE-LEVEL**

*Automatic  
Reflex Camera!*



**TYPE:** *Single lens reflex with Prisma-Scope*

**LENS:** *"T" coated F/2 Zeiss Biotar*

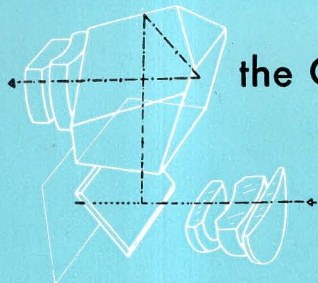
**SHUTTER:** *Focal plane. 1 sec. to 1/1000th*

**PICTURE SIZE:** *1" x 1½"*

**FILM:** *35mm black and white or color. Standard magazine.*

**Built-in flash synchronization.**

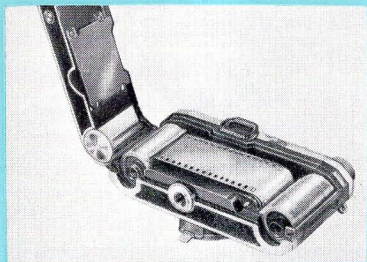
Made in the original plant of the Zeiss Camera Works and proudly bearing the Zeiss-Ikon trademark, the Contax-S is a product of 15 years of intensive research by the world's finest camera craftsmen. Its revolutionary features have been acclaimed by amateurs, professionals, press photographers and scientists alike. Because it can never be mass produced, the Contax-S will be available only in limited quantities.



## the CONTAX-S Prisma-Scope

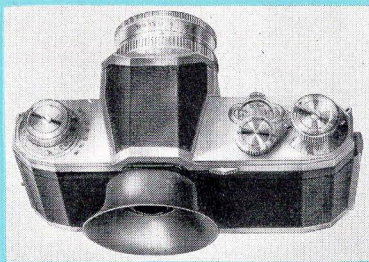
Your first look through the Prisma-Scope represents a thrilling new experience. This remarkable Zeiss lens and prism arrangement transmits an always upright, life size, non-reversed image to the eye of the viewer. The advantages of this system are at once apparent.

- You sight directly through the camera lens itself, eliminating all parallax. No special, bulky range-finders ever needed. What you see, you get!
- The image you see is life sized and amazingly brilliant; precision focusing is possible even with the lens stopped down! Complete control of the photographic image includes light balancing and precise composition.
- Direct visual control of depth of field is possible—and practical—for the first time in a miniature camera!
- Close-up photography and copy work require only the addition of one, two or three extension tubes, depending upon distance—and you always see exactly what you are getting, the image always perfectly centered as desired.



### BUILT-IN FLASH SYNCHRONIZATION —

The Contax-S is internally synchronized for flash photography—including electronic flash—with the contact ingeniously concealed inside the tripod socket. Loading the Contax-S is simplified by the new hinged back. The Contax-S takes standard 35 millimeter film spools and yields needle sharp negatives or glorious color transparencies.



### TOP VIEW OF THE CONTAX-S—The

special eyepiece can be attached to the viewfinder to completely cut off sidelights where this is desirable, as in sports photography. All shutter speeds—fast and slow—are set from a single knurled knob on top of the camera. Speeds range from 1 to 1/1000th second, enabling you to "freeze" the fastest action, plus "B" for longer exposures. There are no outside rotating parts to cause interference during exposure. The shutter is tensioned as the film is advanced, making double exposures impossible. A film speed "reminder" is located at the base of the rewinding knob.

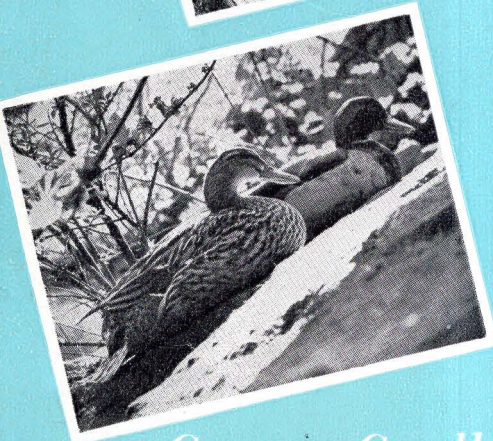
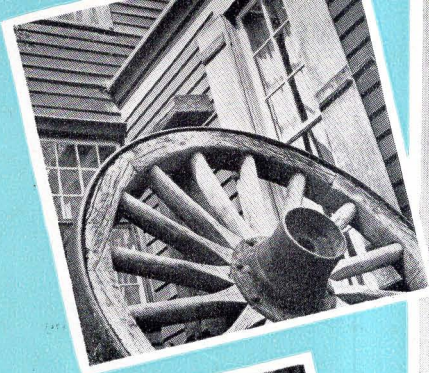


**UNEQUALLED FOR SCIENTIFIC PHOTOGRAPHY**—For doctors, surgeons, dentists, biologists, engineers and workers in every field of science, the Contax-S represents the ideal photographic instrument. The object to be photographed—whether inches or miles away—is observed through the remarkable Prisma-Scope finder which permits continuous viewing of a brilliant image up to the moment of exposure. The image is always upright and non-reversed, no matter how the camera is turned, and always completely free of parallax. Only a single microscope adaptor is needed for use in photomicrography. Extension tubes serve for efficient macrophotography.

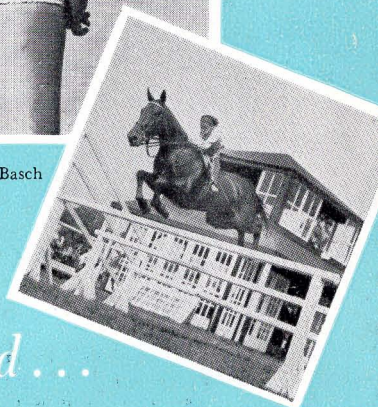
**ACCESSORIES**—A full line of precision-made Zeiss accessories is available for the Contax-S. These include wide angle and telephoto lenses, adaptor rings, filters, flash-gun and eveready leather case.

**THE CONTAX-S OPTICAL SYSTEM**—The name Carl Zeiss, Jena, has traditionally been synonymous with the world's finest lenses. Carl Zeiss lenses in universal mounts are standard equipment on all Zeiss-Ikon Contax-S cameras—your guarantee of optical quality that cannot be duplicated. Lenses are "T" coated to prevent loss of light through absorption and reflection and may be instantly interchanged to meet any photographic problem.





Photos by Ira Haas and by Peter Basch



## *Camera Cradle of the World . . .*

The people of Saxony have a heritage of fine camera-making that has placed them in the fore of the great German photographic industry. Zeiss-Ikon, Carl Zeiss, Balda, Bentzin, Tharandt—these are names that have always meant uncompromising standards to American photographers. Today, as before the war, they continue to lead the photographic world with revolutionary improvements in design and workmanship that should hearten every lover of fine cameras.

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