



OPTICAL INSTRUMENTS
BINOCULARS-TELESOPES
PHOTOGRAPHIC LENSES
MICROSCOPES
PHOTOMICROGRAPHIC AND
PROJECTION APPARATUS
PUNKTAL SPECTACLE LENSES
REFRACTOMETERS-SPECTROSCOPES
POLARISCOPES-INTERFEROMETERS
SURVEYING INSTRUMENTS
OPTO-MEDICAL INSTRUMENTS

ZEISS-IKON
CAMERAS

CARL ZEISS, INC.

485 FIFTH AVENUE
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PACIFIC COAST BRANCH
728 SOUTH HILL STREET
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NEW YORK

IN REPLY REFER TO

CAM/25

Dear Sir:

We appreciate your inquiry and have much pleasure in sending you under separate cover our three booklets on the CONTAX camera. They are:

- "The Connoisseur and the CONTAX", giving full particulars of the camera.
- "The Ten CONTAX Lenses", describing in detail the Zeiss lenses available for the CONTAX camera.
- "Accessories for CONTAX Photography", dealing with equipment for close-up, copy, and photomicrographic work, projection, enlarging, etc.

The CONTAX is a miniature camera of the very highest type, manufactured in accordance with Zeiss-Ikon standards of precision. It will do anything and everything, photographically speaking. For day or night photography, for fast reporters' work or for the most artistic photography of indoor or outdoor scenes, the CONTAX is THE IDEAL UNIVERSAL CAMERA.

Uniform and satisfactory performance at all times is assured by its inherent constructional features, many of which are unique and exclusive. We mention

- Automatic focusing device with built-in range finder,
- Automatic film transport, eliminating the possibility of double exposure,
- Metal focal plane shutter, which stands up under any climatic condition,
- Removable back, permitting loading not only with magazine but also with simple roll film and permitting the use of plate back for glass negatives,
- Ten speeds up to 1/1000 sec.,
- Interchangeability of its 12 Zeiss lenses.

The information contained in the booklets, though comprehensive, may yet leave open many questions you would like to have answered. We shall appreciate your further inquiries and shall be pleased to answer them. May we hear from you?

Yours very truly,

CARL ZEISS, INC.
Camera Dept.