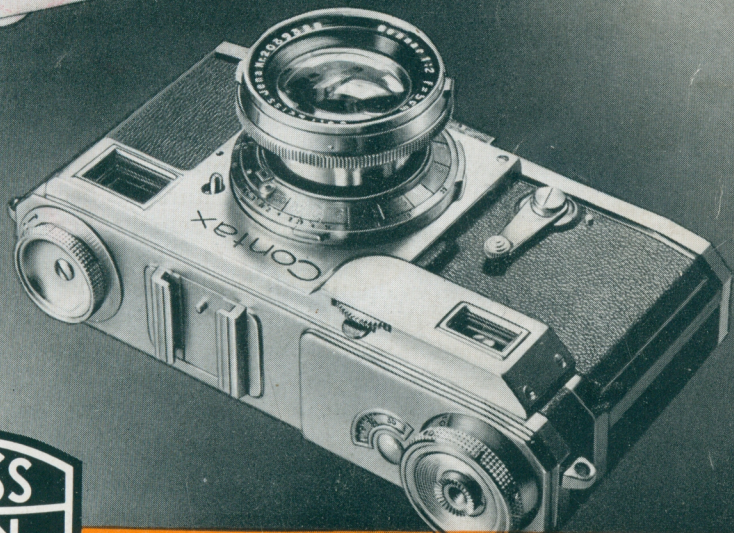


*Those who know*  
choose **CONTAX**



WITH  
**ZEISS**  
**LENSES**



JUNE, 1941

*Limitless possibilities in  
the palm of your hand*



**CONTAX** is a product of Zeiss Ikon, the world's largest producer of precision cameras. Zeiss Ikon products enjoy an enviable reputation for supreme quality which is based on 79 years of experience in camera making and backed by the scientific resources of the most renowned manufacturer of photographic lenses and optical instruments—Carl Zeiss.

*Zeiss Ikon have given the Contax a combination  
of features unmatched by any other 35 mm. camera.*

This fact explains why the Contax enjoys such a wide and enthusiastic following among discriminating camera users.

In talking with Contax owners, you will find that some stress its remarkable versatility—the unlimited scope it affords in amateur, professional and scientific work . . . Others point with pride to the splendid photographic qualities of their Contax prints or color shots . . . And all invariably emphasize its ease and certainty of operation, thanks to the perfection of its controls and its Carl Zeiss Lenses.

If you are seeking the utmost in a 35 mm. camera, it will pay you to carefully appraise the many advantages which a Contax affords—bearing in mind that every Contax feature has been proved, not only by exacting scientific tests, but by the actual experience of thousands of satisfied users.

To assist you in evaluating what the Contax will mean to *you*, we give herein some of the most important and outstanding points. More complete information is available in our "Contax Booklet" which we will gladly forward on request. But in order to fully appreciate the Contax, we suggest that you do the logical thing—ask your dealer to demonstrate the Contax and its many admirable features.

*Two models of Contax are available — Model II  
and Model III (with built-in photo-electric meter)*

## CONSTRUCTIONAL FEATURES

The secret of producing a successful 35 mm. miniature camera lies in making it complete enough to tackle any task, without making it too complicated for fast, easy operation. And though a miniature must be built to function with the utmost precision, it should have the sturdiness to withstand many years of use. All these desirable qualities have been perfectly embodied in the Contax, as will be seen from a study of its construction.

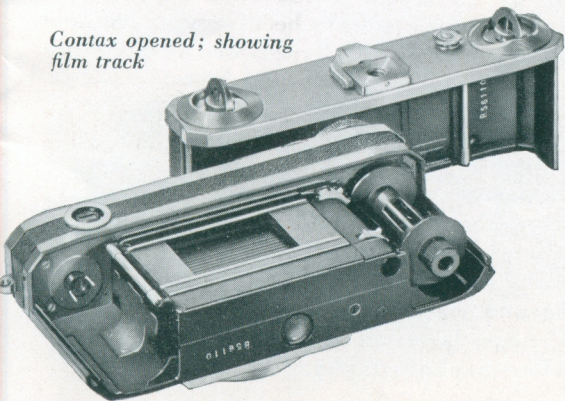
The Contax is of *small size and light weight* and the proportions of the body have been nicely designed for perfect balance and compactness. Contax II, for instance, measures only  $5\frac{1}{2}$ " x  $2\frac{3}{4}$ " x  $1\frac{3}{8}$ " (without lens) and weighs but  $20\frac{1}{2}$  ounces. Contax III with exposure meter is only slightly higher.

Yet the Contax is remarkably sturdy, because the extreme accuracy demanded of a camera using 35 mm. film calls for a type of construction that will *always retain its precision qualities*. Therefore, the entire Contax body is die-cast from light metal alloy and all the sensitive units, such as range-finder, lens focusing and shutter mechanisms, etc., are completely inclosed in the strong metal housing. The body is handsomely covered with black Morocco leather and all exposed metal parts are chromium plated or enameled for utmost durability.

### *Film always in exact focal plane*

Upon removing the back, it will be noted that the *film track forms an integral part of the body of the camera*, insuring that the film will always remain in the correct focal plane with the lens. This is of the greatest importance for any discrepancy in the distance between lens and film, no matter how infinitesimally small, would destroy the definition, as every experienced photographer knows.

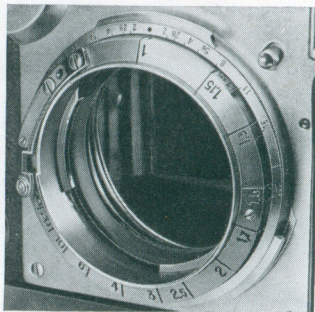
Contax opened; showing film track



And how easy it is to remove the back! No tedious screwing—just two half turns of the latch unlock it and two half turns lock it again. Secure, elegant, unobtrusive. *No accidental unscrewing* of the Contax back is possible.

Now examine the front of the camera. You cannot but admire the sturdy construction and fine precision of the bayonet lens mount. It will be dealt with further in connection with the Contax lenses. To the left of the lens mount you see the lever of the delayed action device, another great convenience of the Contax cameras.

And now note the Contax top. Its ingenious arrangement is a masterpiece of camera engineering. The shutter winding knob with the shutter release, the focusing wheel with infinity catch, the finder shoe, the film rewinding knob—all are there right before your eyes and at your finger-tips. No uncertain fumbling around the camera. You can devote all your attention to picture taking.



*Bayonet Mount*

### ***Right-hand Operation***



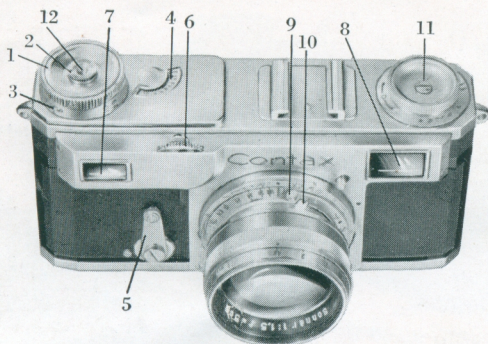
All controls are operated by the right hand, the middle finger operating the focusing wheel and the first finger the release. Since most of us are right-handed, this contributes greatly to speed and assurance. And there are no external rotating parts which might, if inadvertently touched, interfere with the normal operation of the camera. All speeds are controlled by one dial.

### ***Plate Back***

The detachable back permits easy interchangeability with the Contax plate back in which plates as well as cut films ( $1\frac{1}{8}$ " x  $1\frac{3}{4}$ " ) may be used. This is an inexpensive way of providing for the use of a variety of films or of plates. And no special fitting of the plate back to the camera body is necessary. The plate back is especially useful in scientific and research photography. It also permits the easy insertion of a ground glass for focusing in close-up photography.



*Plate back with insert ground glass in place*



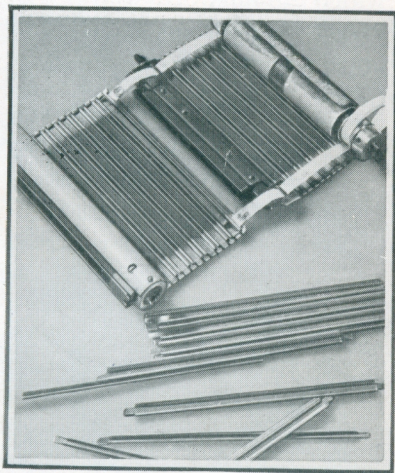
(1) Shutter winding knob. (2) Shutter release button. (3) Shutter speed dial. (4) Film counter. (5) Setting lever for delayed action. (6) Focusing wheel for coupled range-finder. (7) Object glass of range-finder. (8) Object glass of range- and view-finder. (9) Spring catch of lens bayonet mount. (10) Stop on lens mount. (11) Film rewinding knob. (12) Screw-in socket for cable release.

## ALL METAL FOCAL-PLANE SHUTTER

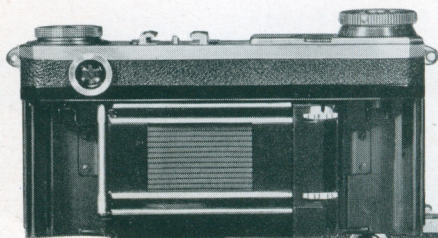
*For utmost durability and lasting accuracy*

The curtain of the Contax shutter consists of interlocked metal strips, giving the flexibility of cloth but none of its disadvantages. The Contax curtain has the strength, durability and reliability of metal, and has proved its superiority over rubberized cloth in both arctic cold and tropical heat.

*The Contax curtain travels vertically across the film.* The curtain opening, therefore, covers the field the shortest way and in the shortest time. Since nearly all movements we photograph are horizontal, the Contax shutter counteracts distortion. The Contax way is the correct way.

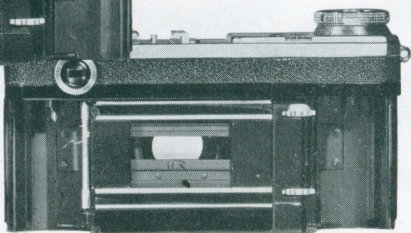


*Showing Contax Shutter and the metal strips of which it is made*



*CONTAX focal-plane  
shutter closed*

*CONTAX focal-plane  
shutter open*

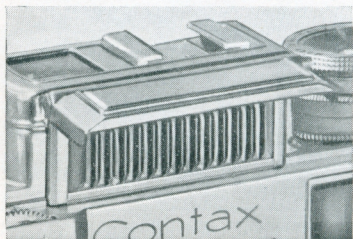


A further advantage is easier synchronizing, permitting the use of a larger variety of flash bulbs.

As you wind the shutter, Contax *automatically transports* the film after each exposure, thus preventing accidental double exposure. However, when desired, any number of exposures may be made on the same negative. Automatic film counter shows the number of exposures taken. Speeds range from  $\frac{1}{2}$  to  $\frac{1}{1250}$  sec. A delayed action release which automatically releases the shutter after ten seconds is also provided. (When set on B, this device also permits an exposure of approximately  $1\frac{1}{2}$  seconds.)

The Contax shutter speeds can be set before or after winding.

### **CONTAX III EXPOSURE METER**



Contax III is identical with Contax II except for the addition of a highly sensitive built-in photo-electric exposure meter. With the Contax III, you can't "forget to take along your meter," an extremely important factor when correct exposure is vital — in color work, for example. Contax III is the ideal miniature for color work.

## The CONTAX has a combined View- and Range-finder

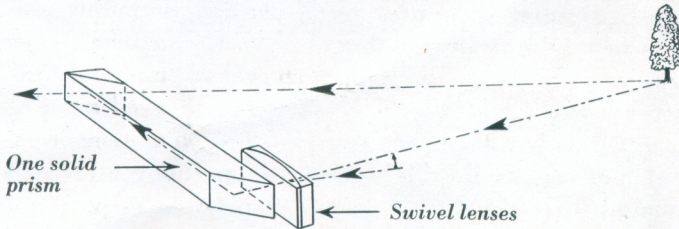
The Contax View - and - Range-finder is an exclusive and patented Zeiss Ikon feature. It was perfected and adopted because of its decided advantages over other types of range-finders.



*You sight and focus through ONE eye-piece*

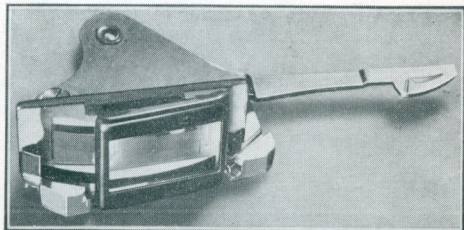
*The main advantages of the Contax range-finder are:*

(1) One solid glass prism is used as the "base," which cannot get out of adjustment. There are no mirrors or reflecting prisms to shake or wobble. The base will be constant and precise under all conditions and will remain so throughout the life of the camera.

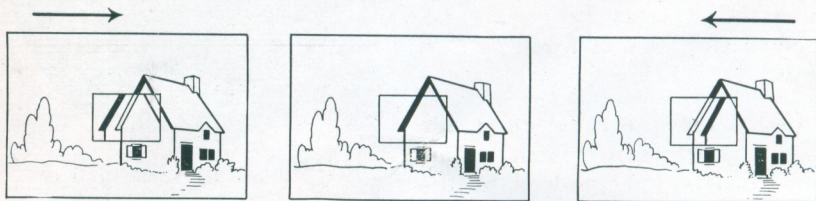


(2) The swivel design of the right exit lens permits the unique construction of *one eye-piece for both range- and view-finder*. You do not have to shift your eye nervously from range- to view-finder, from view- to range-finder. You find it all there in your one eye-piece. The advantage—in speed, accuracy of focus and perfect composition control—is obvious.

*Showing swivel lenses. The back lens slides in the curve of the front lens and the field of view coincides with that of the camera lens, so that a combined range- and view-finder results.*



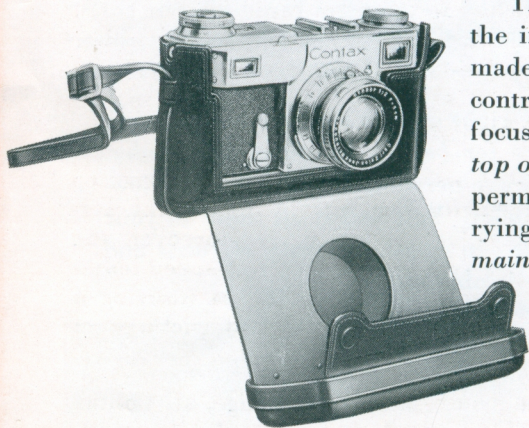
(3) The double image, shown in smaller size and superimposed in a brilliant golden tint on the field of view, is of outstanding assistance. The difficulty of focusing accurately when vertical lines are not in the scene, or when there is a mass of similar objects, such as trees, foliage, crowds, etc., is entirely



obviated by the Contax double image. Moreover, no matter how small the object may be, when viewed with the Contax range-finder, you are always able to see two distinct images which have to be brought into coincidence.

Other types of range-finders have their place in large optical instruments. For the miniature camera, the superimposed image type is the only correct solution. Contax has it.

### EVEREADY CARRYING CASE



The ingenious construction of the inner mechanism of the Contax made it possible to place all of its controls—shutter and film winding, focusing wheel, release, etc.—*at the top of the camera*. This arrangement permits the use of an Eveready Carrying Case *in which the camera remains while taking pictures*. Thus the Contax is given the utmost protection without any sacrifice of your convenience.

### FLASH SYNCHRONIZERS

Various makes of synchronizers suitable for the Contax are available at Zeiss Ikon dealers.

## CONTAX LENSES

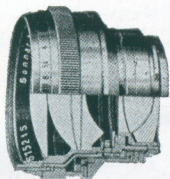
A prime consideration in the selection of a 35 mm. camera is the scope and ability of its lens equipment. All Contax Lenses are developed and manufactured by Carl Zeiss.

What may be expected in the way of performance from a Carl Zeiss Lens can be judged by the reputation of its makers. Equally impressive is the *record of performance*. In leading photo annuals and at photographic exhibitions, you will find that most of the pictures were taken with Zeiss Lenses.



All Contax Lenses were designed particularly for this camera and are based on new calculations and computations and the most critical corrections.

Contax offers the choice of 15 interchangeable lenses ranging in angle of field from  $5^{\circ}$  to  $75^{\circ}$ , including the ultra rapid Sonnar  $f/1.5$ , 5 cm. With such a wide choice, the user is in a position to select either one or two universal lenses to meet his general requirements, or as large a number of special type lenses as his work may call for.



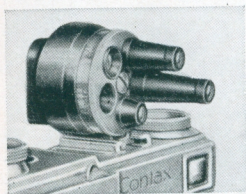
*Sonnar  $f/1.5$   
showing its 6 glass-  
to-air surfaces*

All Contax Lenses are highly color corrected and render even illumination so essential for perfect results in color photography. Moreover, the Sonnar  $f/1.5$  and  $f/2$  are the only high-speed lenses with but six glass-to-air surfaces, thus insuring a minimum of internal reflection and pictures of highest brilliance.

**Bayonet Mount.** To facilitate convenient interchange, all Contax Lenses have a bayonet mount. This method of attaching lenses avoids screwing and worn threads. It is also faster than any other method, because it requires but one-eighth of a turn to firmly seat and lock the lens in the camera. Equally important, this secure way of inserting the lens insures absolutely correct seating.

## CONTAX ACCESSORIES

The Contax Camera is the foundation upon which an entire system of amateur, professional and scientific photography is built. Accessories are available for enlarging, for reproduction work of every description, for photomicrography and close-up work. Just a few of these accessories are shown here. A complete description will be found in the Contax catalog.

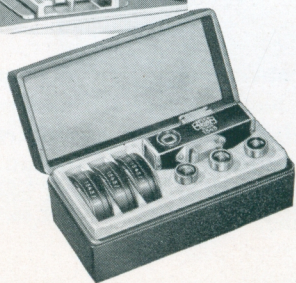
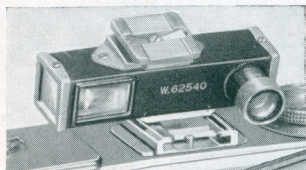


*Universal revolving finder*



*Albada View-finder*

*The ideal finder for sports photography. Shows a larger field of view than will appear on the negative, but the picture portion is clearly marked by white lines.*



### CONTAX FINDERS

The built-in Contax range- and view-finder is used with all the 5 cm. (2") universal Contax Lenses.

Special view-finders are available for all other focal lengths as used for particular purposes. They slip conveniently into the shoe on the top of the camera.

Rather than compromise with optical perfection, the makers of the Contax decided upon the use of separate finders for special purpose lenses, instead of a built-in adjustable finder. The Contax revolving view-finder, for example, affords a larger and clearer field of view than any built-in finder. This universal finder is designed for 2.8, 3.5, 5, 8.5 and 13.5 cm. focal length lenses. The image is right-side up and unreversed, with parallax adjustment provided for close-ups.

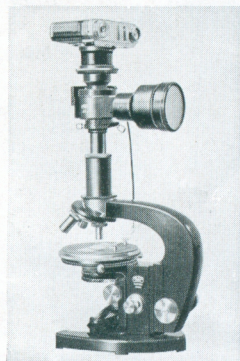
*Other special view-finders are described in our catalog.*

### CONTAX NEAR-FOCUSING DEVICE

The Contameter is particularly designed for making instantaneous photographs of subjects very close to the camera, without the use of a tripod or any elaborate set-up. It is a combined, fixed focus range- and view-finder working on the prism

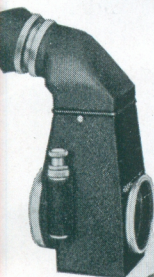
principle. When using it, the suitable supplementary lens is placed on the camera lens according to whether exposures are to be made at 20, 13 or 8 inches distance (50, 33 or 20 cm.) and the corresponding distance meter lens is then fitted to the Contameter. Now the camera is moved bodily backward or forward until the two images seen through the eye-piece fuse into one. Complete parallax correction is achieved by the tilted position of the instrument on the shoe.

This is a very practical accessory for hand-held camera use in photographing insects, plants, flowers, fish in the aquarium and small objects of all kinds, but it is also suitable for the specialist in surgical, ophthalmic and dental photography.



### MIFLEX ATTACHMENT FOR MICROSCOPE

With the Miflex attachment, the Contax, without lens, is used on any standard microscope. The image projected on the ground glass screen can be observed up to the instant of exposure. The reflex prism for projecting the image on the ground glass is automatically displaced when releasing the shutter, thus giving the full intensity of the light. The Miflex is also available with focusing telescope.



### PANFLEX MIRROR-REFLEX ATTACHMENT FOR CLOSE-UP PHOTOGRAPHY

This accessory advances the lens about 3 inches beyond normal position and is, therefore, useful for large-scale reproductions at short working distances. The

image is focused on a fine-grain ground glass and viewed under a magnification of 5 times. The mirror is automatically lifted just before exposure, and returns automatically. It can be used with all 8.5 and 13.5 lenses, and with the  $f/6.3$ , 18 cm. lens; also with all 5 cm. lenses by means of the Focusing Head.



*Literature on the Contax and its numerous accessories is available. The accessories are described in the Contax catalog as well as in special publications.*

# Why Contax?

- 1 Choice of 15 incomparable Carl Zeiss Lenses especially designed for the Contax to meet all requirements.
- 2 Combined range- and view-finder permitting sighting and focusing through one eye-piece.
- 3 Long-base range-finder. Base has one solid prism, insuring permanent accuracy and reliability.
- 4 All metal focal-plane shutter durable and reliable under all climatic conditions.
- 5 Setting the shutter automatically transports film, avoiding accidental double exposure.
- 6 Lenses are attached in bayonet mount. No screwing. Rapid interchangeability. Precision seating.
- 7 Right-hand operation; all controls are on top at your fingertips. Contax may be operated with one hand.
- 8 Compact and sturdy housing. Film track is part of main camera body insuring permanent alignment of film in focal plane.
- 9 Range-finder and view-finder as well as all sensitive parts are inclosed in the camera body and securely protected against damage.
- 10 No rewinding of film is necessary, avoiding the danger of scratches.