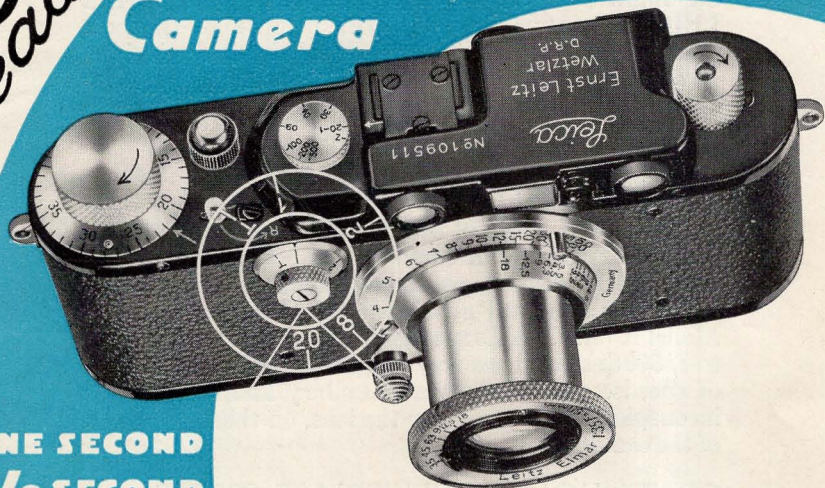


Again
Leica
Leads the way!

The Greatest Range of Shutter Speeds in Any Camera



**ONE SECOND
1/2 SECOND
1/4 SECOND
1/8 SECOND**

*and
fractions
between*

**IN ADDITION
TO REGULAR
SPEEDS OF
1/20 TO
1/500 SECOND**

MODEL F

E. LEITZ, INC.
60 East 10th Street
NEW YORK, N. Y.

FOR THE PAST nine years, LEICA has been carving for itself an enviable reputation in the field of miniature photography. Nearly every year it has soared to new heights. New models have appeared with outstanding improvements and refinements, YET BASICALLY THE LEICA HAS REMAINED THE SAME IN DESIGN—the best evidence that the LEICA is sound in design and principle. In other words, the Model A, the first LEICA, is basically like the latest Model F, yet what a difference there is between them in accomplishment!

THE MASTERED SECOND

The introduction of the Model F extends the use of the LEICA even still further, for this model permits SLOW shutter speeds as well as the faster speeds which have been standard on all LEICA Cameras from the Model A on. The standard shutter speeds from 1/20th to 1/500th second are now supplemented by another set of speeds, controlled by a secondary knob, small and inconspicuous, located near the lens, on the upper front of the camera.

CONTINUOUS INTERMEDIATE SPEEDS

The secondary knob is engraved with the following figures: T (Time), 1, 2, 4, 8, and 20. These represent 1 second, $\frac{1}{2}$ second, $\frac{1}{4}$ th second, $\frac{1}{8}$ th second, and 1/20th second, respectively. THINK OF IT—A LEICA FOCAL PLANE SHUTTER WHICH OPERATES AT ALL USEFUL SPEEDS UP TO ONE FULL SECOND EXPOSURE! However, this is not all.

Intermediate speeds may also be secured BY SETTING THE INDICATOR BETWEEN THE CALIBRATED FIGURES. For example, should an exposure of $\frac{1}{6}$ th second be wanted, the indicator is merely set between the 4 and the 8. A true $\frac{1}{6}$ th second exposure will result. Setting the indicator between 1 and 2 will result in an exposure of $\frac{3}{4}$ ths second.

1, 3/4, 1/2, 1/3, 1/4, 1/6, 1/8, 1/20, 1/30, 1/40,
• • 1/60, 1/100, 1/200, 1/500 • •

It will be noted that the LEICA shutter speeds range "smoothly" from one to another **without giving thought to individual settings**. The two setting knobs operate in synchronism, there are no special matching of rings or knobs, one can change from a slow to a fast shutter speed **instantly without going through a series of adjustments**. In short, the LEICA shutter speeds are foolproof, requiring no instruction book for their operation.

The knobs are of polished chromium and the figures in black, hence even in darkness the settings are easily read. This is of importance when photographing in theatres or other dimly illuminated places. The polished metal surfaces reflect sufficient light for use in making the proper adjustments.

The judging of slow shutter speeds has always been troublesome, but now by means of the new series of settings on the Model F LEICA, slow speeds are ACCURATELY obtained, and without guess-work. There is hardly a photographic field or activity in which slow shutter speeds are not at some time or another demanded—in fact, in most cases these slower speeds are used most frequently.

In actual use, the Model F does not differ greatly from the Model D. When using the secondary slow speed knob, the regular shutter indicator dial on top of the camera is always set at 20 (1/20th second), after which the slower speeds become effective. When the usual faster shutter speeds are used, the regular knob only is used. ONLY WHEN 1/20TH SECOND EXPOSURE IS WANTED MUST THE TWO KNOBS BE SET ON THE 20 MARK. The operation of Model F LEICA is simplicity itself.

A SPECIAL RANGE FINDER MAGNIFIER

The automatic range finder is now equipped with a special compensating eye-piece which is adjustable to suit the requirements of various eye-sights. It is par-

IMPROVED RANGE FINDER

ticularly valuable to those wearing glasses, for, by merely moving a tiny, conveniently situated lever, the focus may be altered. The field in the range finder is somewhat different from that found in previous models—there is no longer a yellow field with a white spot in its center, instead, the entire field is clear white and moves over the full area so that there can be no possibility of failing to note the slightest change in focus. It is clear. It is brilliant. It is magnified. These detailed improvements on the range finder are found only on the LEICA. No more squinting, no more straining the eyes—the field is clear and large, offering the greatest of ease in adjusting the focus of the lens.

STRAP ACCOMMODATIONS

Still another added feature is the pair of eyelets which are built into the body of the camera. These are located at the extreme ends of the Model F LEICA, and are provided to permit the use of a special neck-strap by means of which the camera can be carried about or used without the aid of the Eveready carrying case. The strap is also useful for steadying the camera when slow shutter speeds are used when photographing with the LEICA hand-held, without the use of a steady support, such as a tripod.

ADVANTAGES OF DIFFERENT LEICA MODELS

The Model F LEICA is in no way intended to supplant the STANDARD AND MODEL D LEICA Cameras. There are three distinct fields in LEICA photography to-day, each suited for using the Model E (known as STANDARD), the Model D, and the Model F.

The Model E remains the basic LEICA for those who do not wish to invest in the Model D or F because of limited funds, yet do want to partake of the pleasures of

COMPENSATING EYE-PIECE MAGNIFIER

LEICA photography. The Model E can be converted at any future time into the Model D or F if desired.

The Model D satisfies the largest group of enthusiasts, those who want a general-purpose camera equipped with a built-in, automatic range finder focusing device.

The Model F offers the photographer the fullest range of uses with the LEICA, and because of this, is of tremendous value and exceptional popularity.

There is a LEICA for everyone.

You owe it to yourself to see this new Model F, the marvel of the LEICA family. Step in at your local LEICA DEALER right away and examine the new LEICA. NOTE HOW THESE NEW IMPROVEMENTS DO NOT ADD TO THE BULK OR SIZE OF THE CAMERA. The LEICA is still "streamlined," smooth, sleek. You will be impressed.

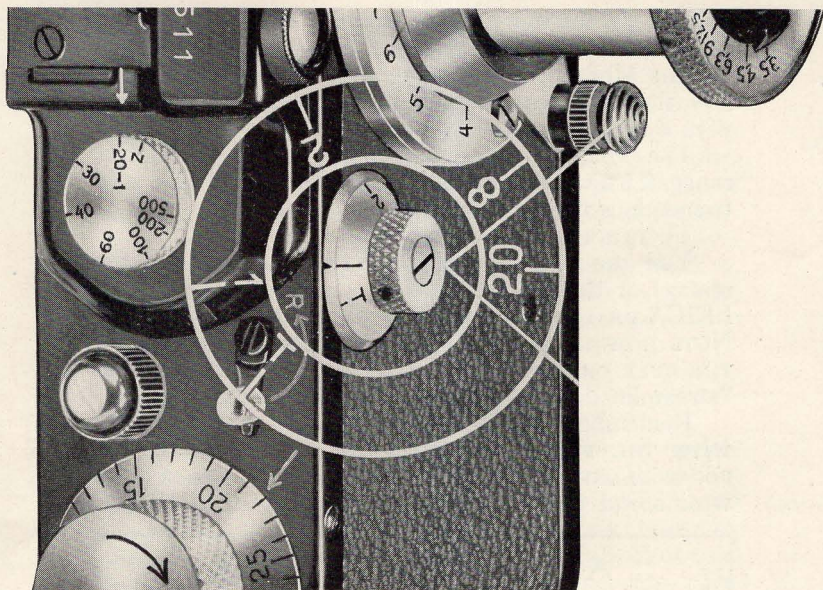
Remember that the LEICA ALWAYS SETS THE PACE WITH THE VERY LATEST IMPROVEMENTS. NO OTHER FOCAL PLANE SHUTTER TYPE OF CAMERA HAS SUCH A WIDE RANGE OF EXPOSURES AS THE MODEL F LEICA.

A NEW EXPOSURE METER

The new Weston LEICAMETER is calibrated for the regular as well as the slow shutter speeds on the Model F LEICA, hence makes an ideal companion for all models. The new speeds do not require calculation or conversion when reading the meter—THEY ARE ALREADY ON THE METER, so direct readings can be made.

Of course your present LEICA can be converted into the Model F, regardless of its age or model. However, this conversion will not become a reality until sometime later in the year. Announcements as to time and prices of conversion will be made later. Keep in touch with your LOCAL LEICA DEALER for the latest information.

LEICA IS PRONOUNCED L-I-K-A



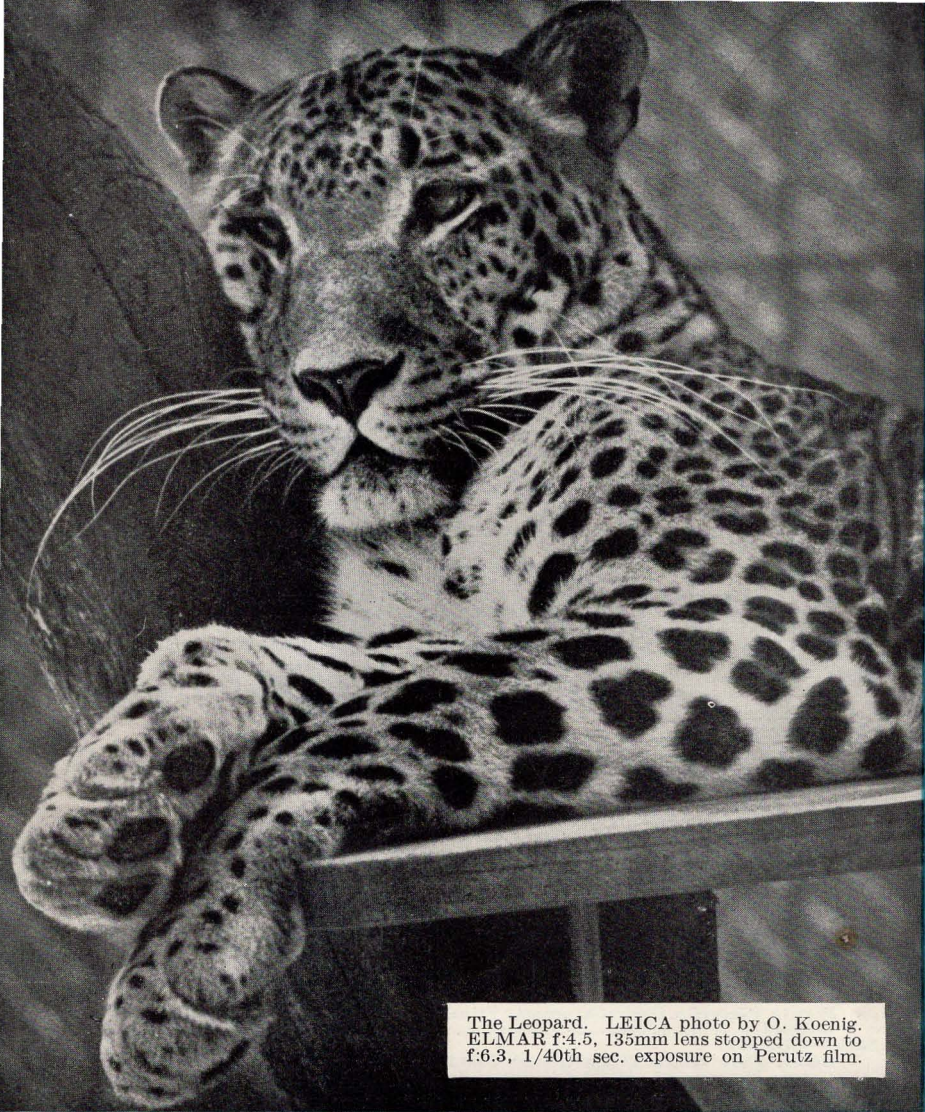
CLOSE-UP DETAILS OF SHUTTER CONTROLS

1. Shutter-adjusting knobs are small and conveniently situated.
2. No special matching of scales necessary. Merely set the knob which controls the speed you want.
3. Figures are easily read on the knobs, even in dim light.
4. Speeds changed simply and quickly.
5. Intermediate speeds possible by setting indicator between scaled figures.
6. Practically noiseless and absolutely smooth shutter action.
7. On all speeds shutter moves positively. It does not lag or drag slowly past the aperture, causing possible variation of exposure on film.
8. At all speeds, the shutter is absolutely accurate as to timing.

Prices are subject to an advance of 10% due to the depreciation in the exchange value of the dollar

35830—LYMAR	LEICA CAMERA MODEL F, complete with focal plane shutter with speeds from 1 to 1/500th second, built-in focusing range finder, special 1 1/2 x magnifying eye-piece for range finder, camera eyelets for special strap, supplied with Camera, ELMAR f:3.5, 50mm lens, 10 inch cable release, and one film magazine, without case	\$115.00
35812—LYDRO	LEICA CAMERA MODEL F, same as number 35830, but without lens ...	75.00
35800—LYKUP	LEICA CAMERA MODEL D, complete with focal plane shutter with speeds from 1/20th to 1/500th second, built-in focusing range finder, ELMAR f:3.5, 50mm lens, 10 inch cable release, and one film magazine, without case	100.00
35820—LYSTA	LEICA CAMERA MODEL E (Standard), complete with focal plane shutter with speed from 1/20th to 1/500th second, special horizontal, detachable range finder, ELMAR f:3.5, 50mm lens, and one film magazine, without case	71.00
35081—EKURZKUP	LEITZ Anastigmat ELMAR, 35mm focus, f:3.5, (wide-angle lens) in focusing mount.....	37.00
35691—ELMARKUP	LEITZ Anastigmat ELMAR, 50mm focus, f:3.5, (standard lens) in focusing mount.....	40.00
35696—HEKTORKUP	LEITZ Anastigmat HEKTOR, 50mm focus, f:2.5, (speed lens) in focusing mount.....	56.00
35697—SUMUSKUP	LEITZ Anastigmat SUMMAR, 50mm focus, f:2, in collapsible mount.....	90.00
35698—SUMARUP	LEITZ Anastigmat SUMMAR, 50mm focus, f:2, in rigid mount.....	75.00
35082—HEKONKUP	LEITZ Anastigmat HEKTOR, 73mm focus, f:1.9, (ultra speed lens) in focusing mount, including special sunshade.....	120.00
35088—ELANGKUP	LEITZ Anastigmat ELMAR, 90mm focus, f:4, (medium telephoto lens) in focusing mount.....	55.50
35084—ELZENKUP	LEITZ Anastigmat ELMAR, 105mm focus, f:6.3, (light telephoto lens) in focusing mount, including special sunshade.....	46.50
35086—EFERNKUP	LEITZ Anastigmat ELMAR, 135mm focus, f:4.5, (full telephoto lens) in focusing mount.....	67.50
	NOTE: All LEICA lenses have a depth of focus scale built into the lens mount.	
35268—LEDZH	Weston LEICAMETER Exposure Meter, the most accurate meter available, calibrated for LEICA lens and shutter settings. Small, compact, single Photronic type, with protective cover, soft neck-strap, and instruction book, complete.....	22.50†
35267—LEDYD	LEICASCOP Exposure Meter, calibrated for LEICA camera.....	9.00
35072—ESNAR	EVEREADY CASE, for LEICA camera models A, C, D, F.....	6.00
35074—ESMOS	EVEREADY CASE, for LEICA Model E (STANDARD) and range finder FOKOS attached.....	6.75
35130—FLISO	Perutz Persenso Orthochromatic Film, rolls of 30 exposures, daylight loading.....	per roll .90
35102—FUJOM	AGFA Fine Grain Plenachrome 35mm negative film for the LEICA camera in patented AGFA daylight loading and unloading cartridges.....	per cartridge .90†
35136—FIGKA	DuPont Superior (formerly Superpan) Film, rolls of 30 exposures, daylight loading and unloading.....	per roll .70†

†These items not subject to increase in price.



The Leopard. LEICA photo by O. Koenig.
ELMAR f:4.5, 135mm lens stopped down to
f:6.3, 1/40th sec. exposure on Perutz film.

E. LEITZ, INC.

60 East 10th St. New York, N. Y.

BRANCHES:

Washington District: E. LEITZ, INC., 1427 Eye Street, N. W. Washington, D. C.

Chicago District: E. LEITZ, INC., 122 S. Michigan Ave., Chicago, Ill.

Pacific Coast States: SPINDLER & SAUPPE, INC., Offices at San Francisco and Los Angeles, Calif.