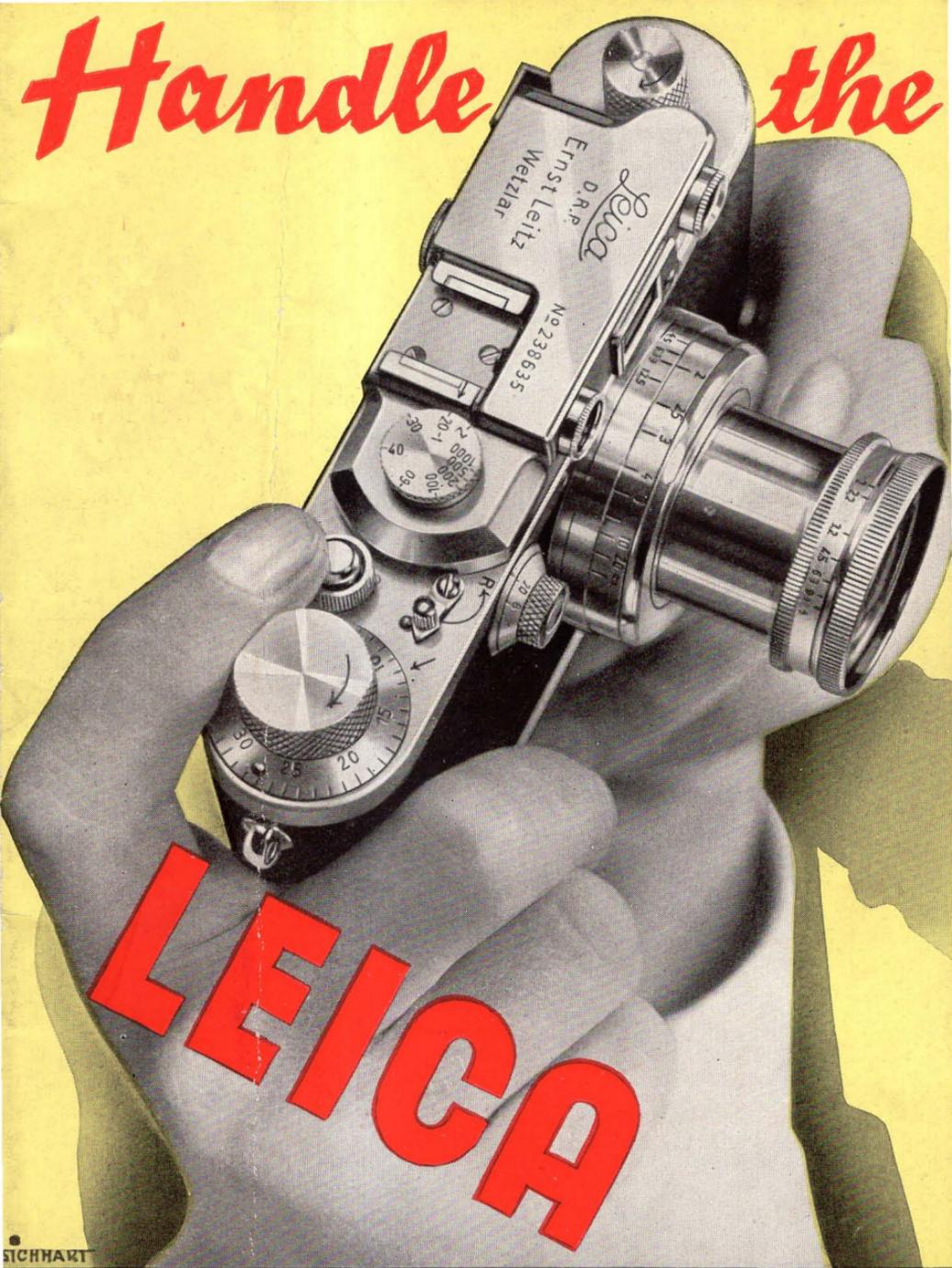


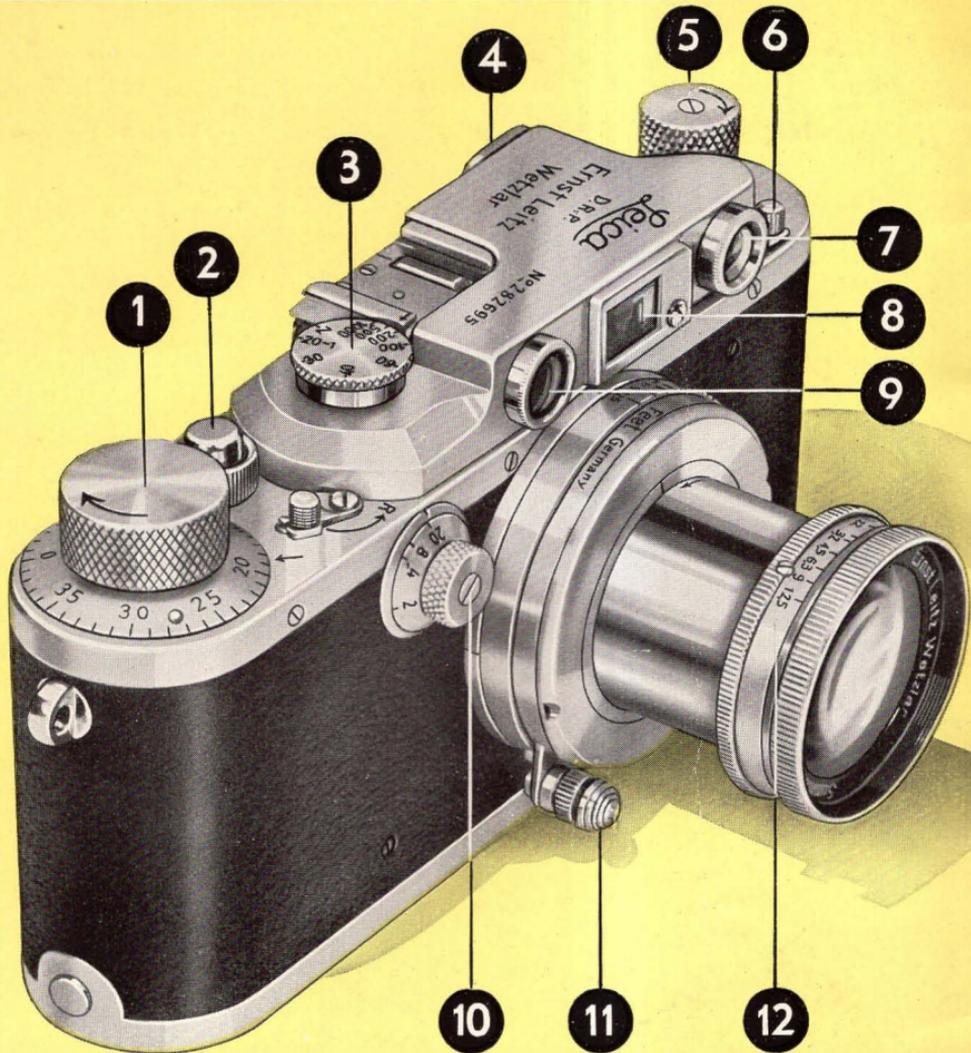
Handle the



LEICA

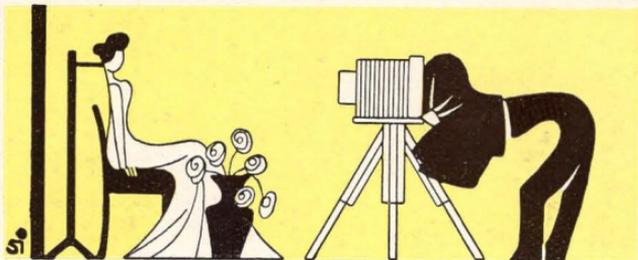
SICHART

E. LEITZ, INC., NEW YORK



- 1 One knob winds the film and sets the shutter; accidental double exposures are impossible.
- 2 Shutter release button conveniently located on top of the camera.
- 3 Speed dial for exposures from $\frac{1}{20}$ to $\frac{1}{1000}$ sec.
- 4 Closely situated eyepieces of the viewfinder and rangefinder.
- 5 Backwinding knob for quickly rewinding the film after exposure.
- 6 Lever for focusing the magnified image within the rangefinder.

- 7 Window of the viewfinder located between the two windows of the short base rangefinder. In the latter a double image is seen at all distances.
- 8
- 9 Dial for exposures from 1 full sec. to $\frac{1}{20}$ sec.
- 10 Lever for rapid and steady focusing of the lens.
- 11 Collar for setting the diaphragm of the Summar lens. May be operated even when a filter is used.
- 12



FOR YOU A LEICA

The "Man with a Leica" has become a familiar figure amongst amateur photographers, and is now frequently seen in everyday life. He is regarded with particular respect, since one recognizes in him a power to deal with every aspect of photography. Whether during daytime or at night, he can always and everywhere use his camera. If he wishes to give a distant object the appearance of greater proximity, then, with a few quick turns, he can screw in a telephoto lens; — if he desires to include a larger field of view than is possible with the Standard Leica lens, the wide angle lens can be substituted equally rapidly. Even theatres and restaurants present to him no insoluble photographic problems. There are Leica lenses of very large aperture which permit of snapshots being made in these places. The possibility of winding the Leica shutter before the exposure, and the fact that shutter wind and film transport are coupled, allow the photographer to concentrate fully on the subject itself, so that there exists absolute instant readiness for use.

Again, suppose our "Leicaman" catches sight of an interesting incident, which is over in a few seconds, then he needs only raise his Leica to eye level and press the button which is always in easy reach of his right hand forefinger, and he has a permanent record of the scene. It is thus possible with the Leica to take so-called "series photographs", in other words a rapid succession of exposures, and this, in such subjects as sport and child life, is especially valuable.





You have a positive hold of the Leica with your hands; whilst the left hand sets the distance, the right forefinger lies ready on the release button.

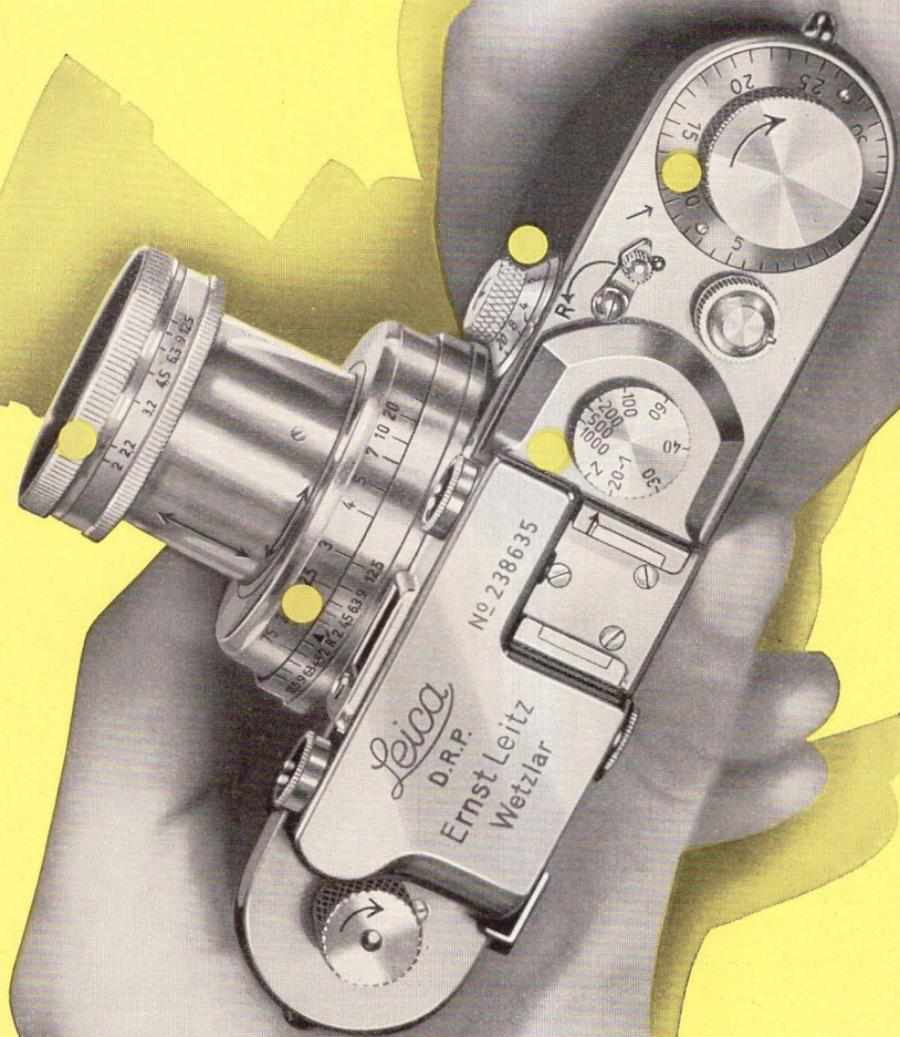
The "Man with a Leica" possesses in his Leica the optics and photographic technique to tackle everything with success. So we meet him everywhere, wherever something is happening or where good subjects present themselves, be it in his own home, at the theatre or music-hall, in the streets and squares at night time, in forest and in field, in all landscapes throughout the world, in the desert as well as by skyscrapers, so that there is, in fact, hardly a place on the earth where the familiar figure, a Leica resting on his chest, does not appear suddenly before us.

Yes, but you? Have you till now been without a Leica? Would not you too like, one day, to become one of these Leica people, who produce such striking, such utterly different pictures? We advise you: Start with a Leica as soon as you can! You will be amazed how you can undertake everything with it. A new photographic life begins, new albums with new-style pictures are built up, pictures which live! The Leica will teach you to look closely at nature and to understand it. The Leica is small, handy, absolutely ready for action and always certain.

THE HISTORY OF THE LEICA

is crowned with its glorious victory! The cry of antagonism which was originally raised by the steadfast and apparently conservative adherents of the 9×12 cm size, soon gave place to an expression of enthusiasm when we showed the first Leica to the world. At the beginning it seemed unbelievable that such small negatives, having dimensions measured in millimeters, could be usable in practice — until one day, completely bewildered, one saw in the windows of the large photographic dealers the first Leica contact prints, which were veritable dwarfs next to the enlargements of $12" \times 15"$ and more, from the same pictures. Not only did the passer-by marvel at the enlarging possibilities of the Leica negative, but also at the surprising picture detail.





All scales — iris diaphragm — distance — depth of focus — speed dials for short and long exposures — exposure counter — are visible at one glance from one viewpoint, therefore greatest working rapidity.

It was soon felt: The invention of the Leica has started a new era in photography. Whilst in the past we had only been able to record photographically a limited amount of the details of life around us, and even so not always accurately, all at once through the advent of the Leica, there was hardly any situation, any event, which could not be photographed. The handy Leica, ever-ready for action, the cheapness of the Leica film, the precision of lens and shutter, brought about a happy relationship between the progressive camera, the Leica, and all still and moving objects. Through the Leica, everything in photography underwent a sudden change, a wide realm of picture production was disclosed; new interest was brought to the ranks of amateurs and professional photographers alike, so that today it is known for certain that "Leica Photography" is not just an advertising slogan, but a unique photographic technique, which with many has become a profession and a life study. A new picture size and a revolutionary camera have won universal acclaim. The Leica has conquered all classes of the photographic world.



It was first and foremost the fine precision of Leitz which fulfilled the longing for a really practical small picture! It would have been utterly impossible to conquer the whole of the photographic world with so small a negative size as 24×36 mm, had not the utmost precision been used in the "Leica's Construction". Thus, the pick of the world's optical craftsmen produced lenses of absolutely amazing definition. For what purpose do small negatives serve if they will not give pin-point sharp enlargements? Equal care was taken in the construction of the focal-plane shutter as well as all other parts of the apparatus. Admittedly there were miniature cameras before the Leica, but they could only be described as photographic novelties, having little practical value. The secret desire of the progressive photographers for the very small negative with unlimited enlarging possibilities, was first translated into reality by Oskar Barnack, the creator of the Leica!

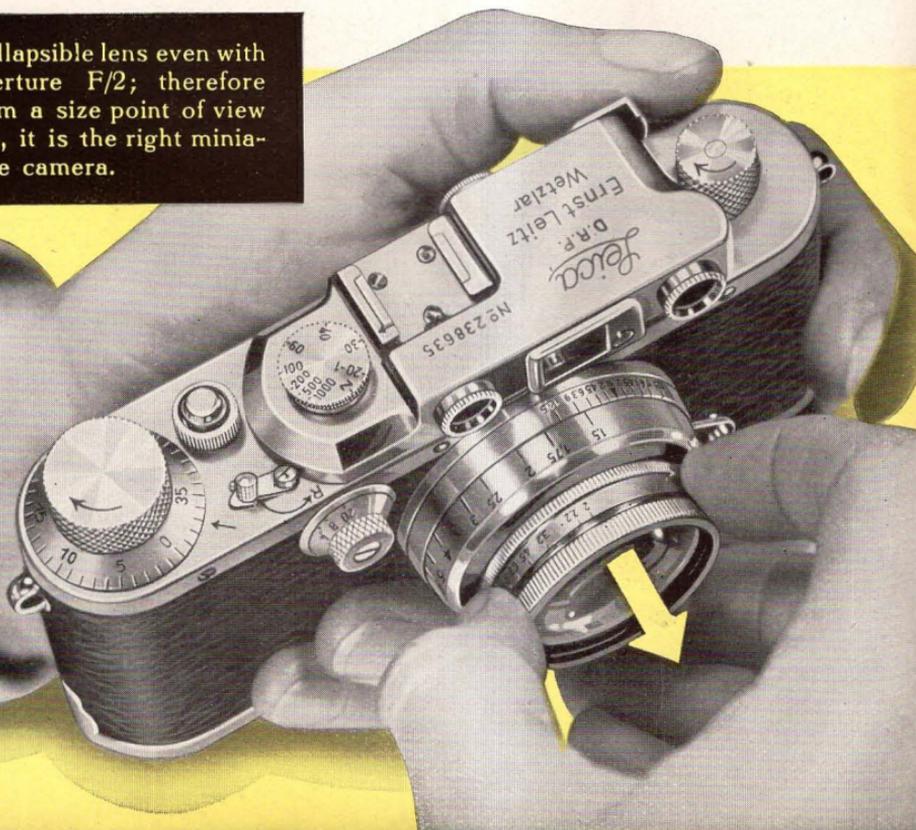


THE KNOWLEDGE ABOUT THE LEICA

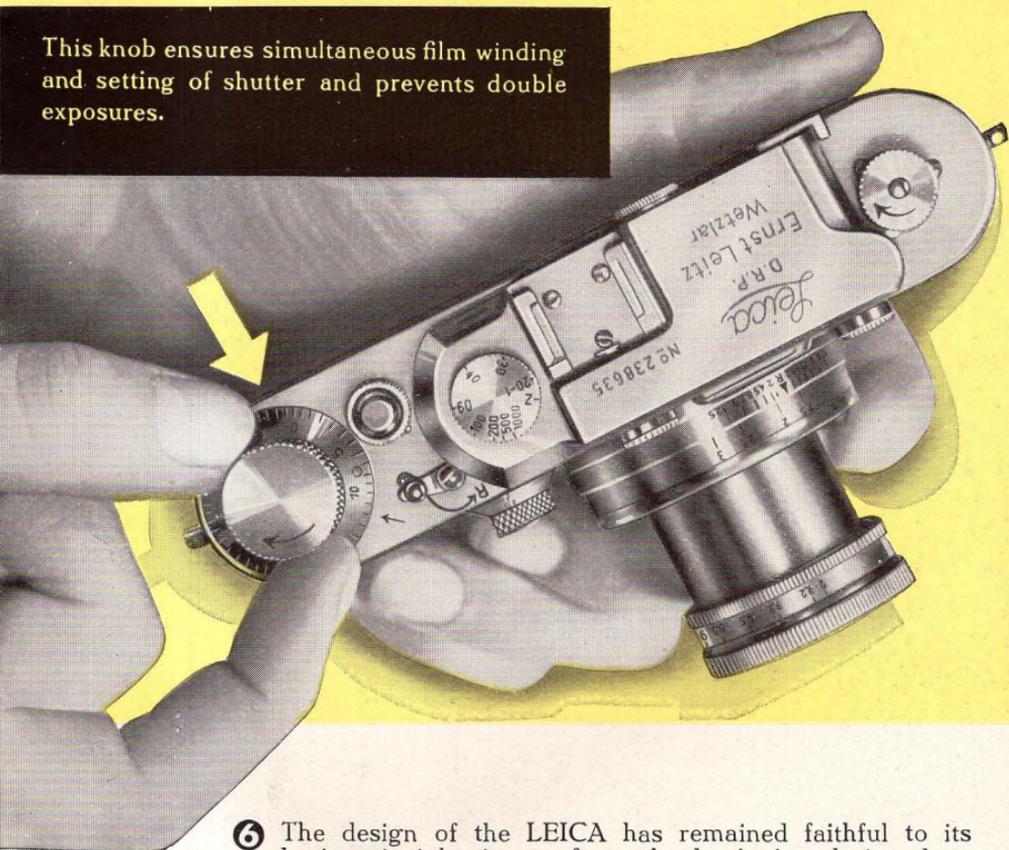
does not, therefore, confine itself to the economy of Leica photography, but extends also to other far more important points. They are the characteristics of this first precision miniature camera:

- 1 The LEICA was the first miniature camera to use the inexpensive standard cinema film with the LEICA negative size 24×36 mm.
- 2 The LEICA was the first regularly made camera to possess automatic coupling between film winder and shutter setting mechanism. The Leica owner does not experience double exposures, except by his special intention.
- 3 The LEICA was the first camera to possess automatic focusing by coupling the interchangeable Leica lenses with the built-in range finder.
- 4 The LEICA was the first miniature camera to possess interchangeable lenses: wide angle and distance lenses. Ultra rapid and soft focus lenses are at the disposal of the Leica man.
- 5 The LEICA was the first to possess a speed range from $1/1000$ to 1 full second.

Collapsible lens even with aperture F/2; therefore from a size point of view too, it is the right miniature camera.



This knob ensures simultaneous film winding and setting of shutter and prevents double exposures.



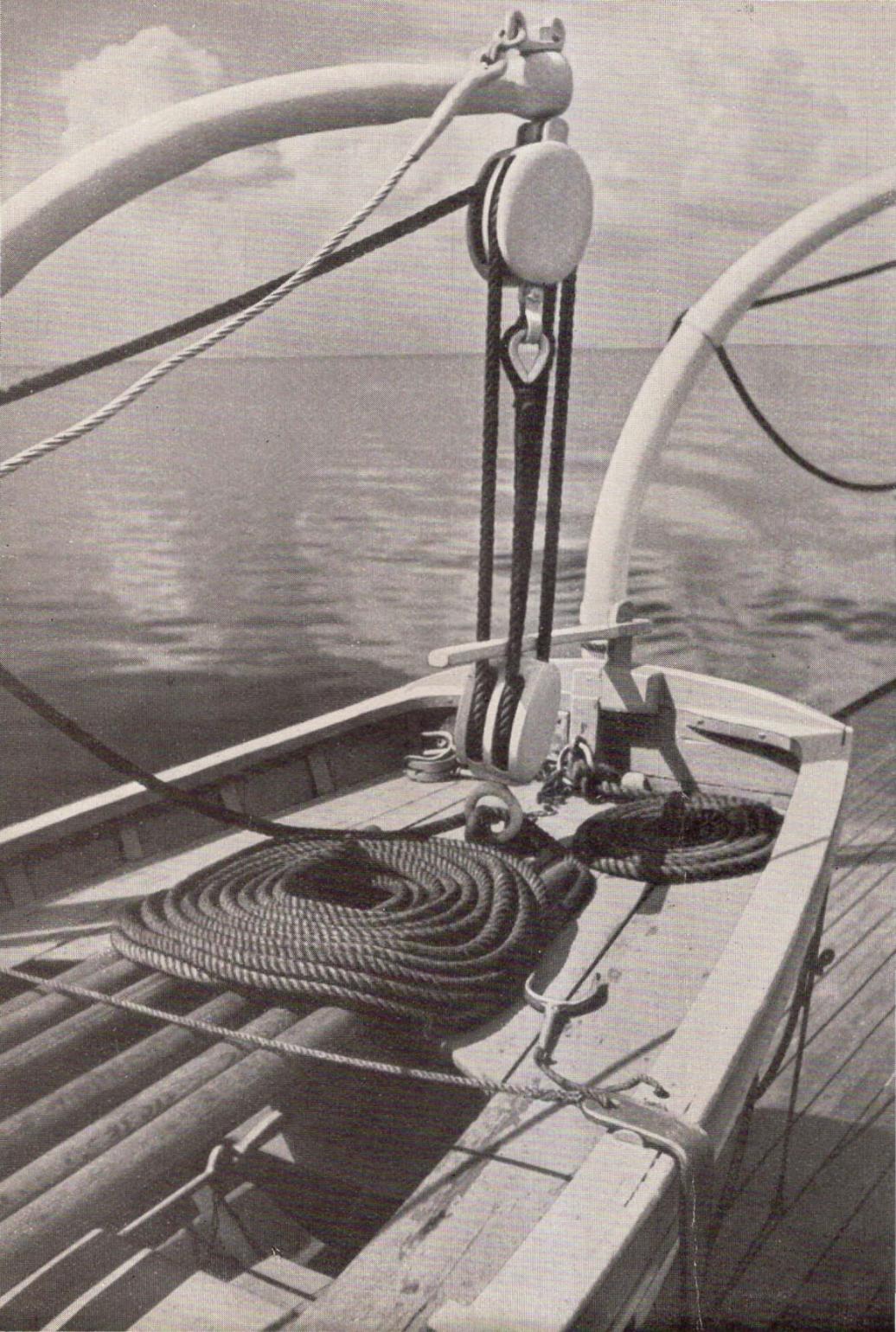
- ⑥ The design of the LEICA has remained faithful to its basic principle; it was from the beginning designed so that later additions and improvements could be easily embodied. The most recent LEICA model III b, in spite of its refinements and extra conveniences, is as easily handled and as readily held in the hand as a simple Standard-Leica.

THE TRIUMPHAL MARCH OF THE LEICA

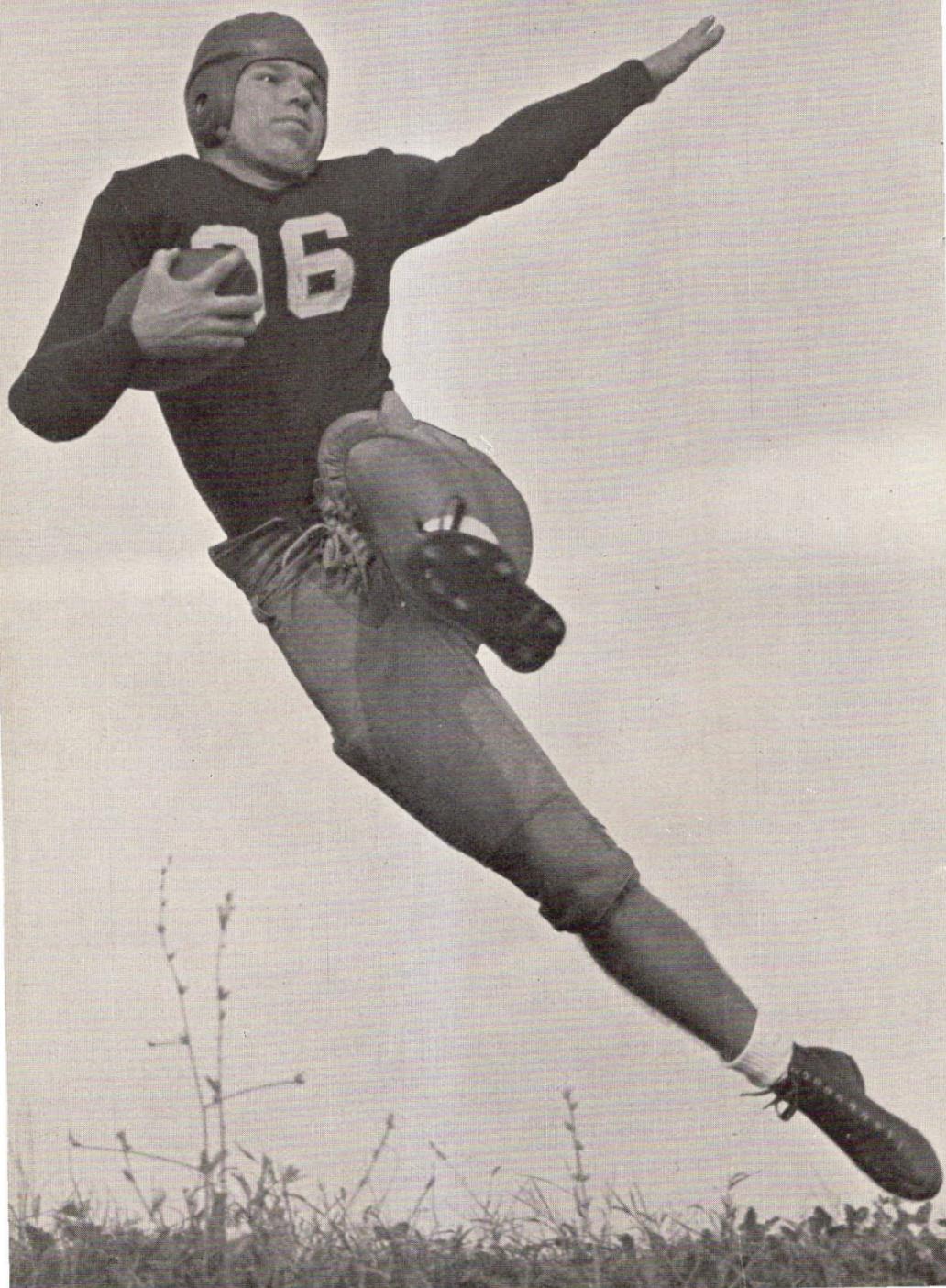
progressed rapidly over the whole globe and is still continuing. The LEICA community is growing daily. Today there are far over a quarter of a million LEICAS in daily use over the whole world. The amateur enjoys it, the newspaper man and professional use it, it is an aid to the artist, the scientist employs it in his studies of anything from the macro to micro worlds.

We are as proud of our LEICA as every Leica user is glad to call a LEICA his own, for it is the pioneer amongst miniature cameras.

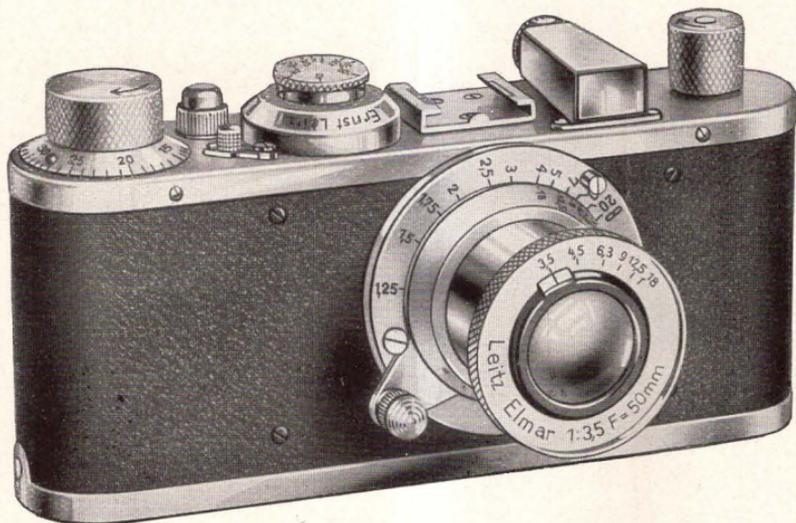
Photographs on the following pages are the work of Leica photographers: Dr. F. Malmros, E. D. Jorgensen, U. E. Meisel, E. Baumann, R. F. Kniesche, T. Kisteleki-Levay.





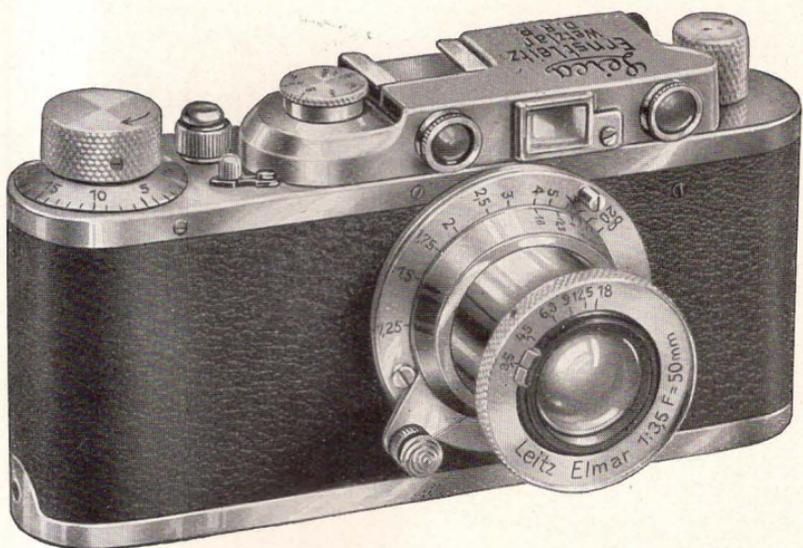






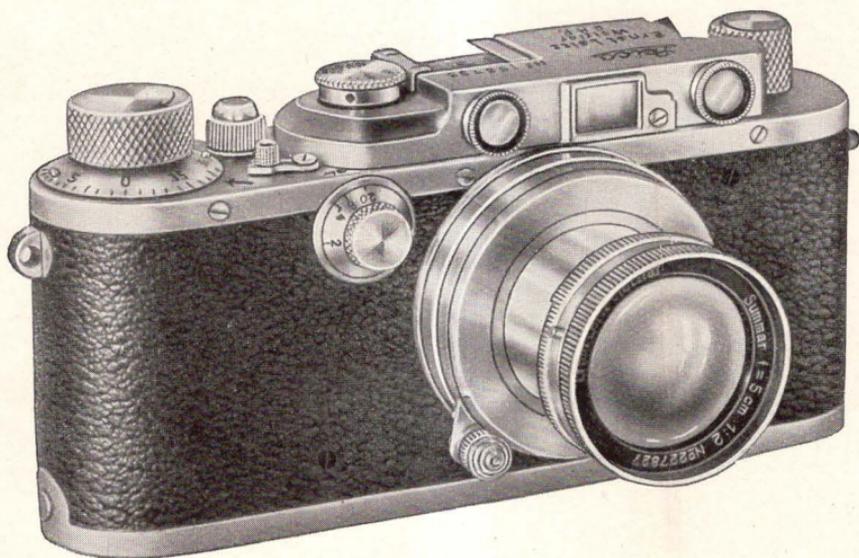
STANDARD LEICA

Cat. No. and Code Word		Price \$
65,000 LEMAX	Leica Camera, Standard Model, complete with focal plane shutter with speeds from $\frac{1}{20}$ to $\frac{1}{500}$ second, interchangeable ELMAR 50 mm focus f:3.5 lens, and one film magazine, black finish, without case . . .	75.00
65,002 LEMAX- CHROM	Leica Camera, Standard Model, same as No. 50,050, but chrome finish	81.00
66,250 FOKOS	Short Base Range Finder FOKOS, fitting horizontally or vertically on to the LEICA, black finish	10.50
66,251 FOKOS- CHROM	Short Base Range Finder FOKOS, same as No. 51,670, but chrome finish	12.00
68,015 ESMOS	Eveready Case, cowhide with neckstrap, velvet-lined for the Standard LEICA with range finder attached	7.80



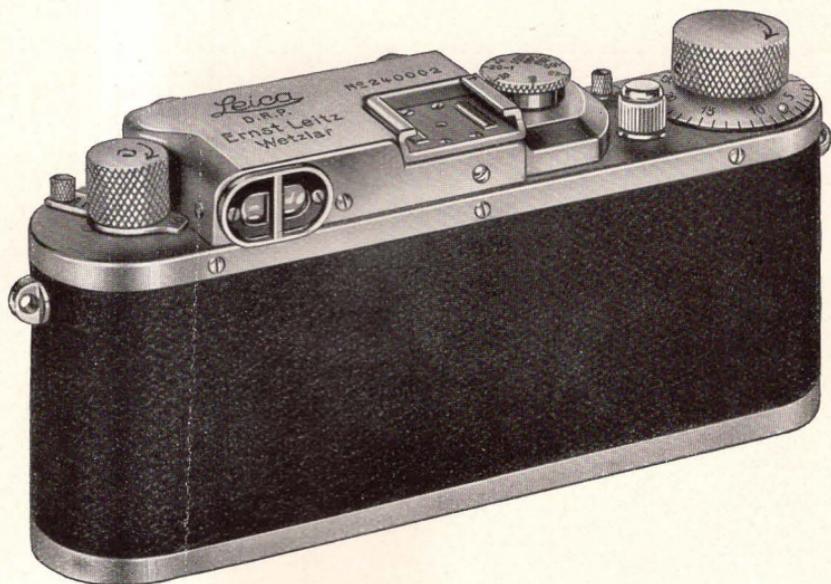
LEICA MODEL II

Cat. No. and Code Word		Price \$
65,030 LYKUP	Leica Autofocal Camera Model II, complete with focal plane shutter with speeds from $\frac{1}{20}$ to $\frac{1}{500}$ second, built-in range finder, coupling for automatic focusing, ELMAR 50 mm focus f:3.5 lens, 10 in. cable release and one film magazine, black finish, without case	114.00
65,032 LYKUP- CHROM	Leica Autofocal Camera Model II, same as No. 50,075, but chrome finish	120.00
68,000 ESNAR	Eveready Case, cowhide with neckstrap, velvet-lined, for LEICA Camera Model II with ELMAR 50 mm focus lens	7.80



LEICA MODEL III

Cat. No. and Code Word		Price \$
65,065 LYSUM	Leica Autofocal Camera Model III, complete with focal plane shutter with speeds from 1 to $\frac{1}{500}$ second, built-in focusing range finder, special $1\frac{1}{2} \times$ magnifying eyepiece for range finder, eyelets for neckstrap supplied with camera, with SUMMAR 50 mm focus f:2 lens	174.00
65,067 LYSUM- CHROM	Leica Autofocal Camera Model III, same as No. 50,095, but chrome finish	180.00
68,020 ESFUS	Eveready Case, cowhide with neckstrap, velvet-lined for LEICA Camera Model III with SUMMAR 50 mm focus lens	8.10



LEICA MODEL IIIb

Cat. No. and Code Word		Price \$
65,086 LUDOO	Leica Autofocal Camera Model III b, complete with focal plane shutter with speeds from 1 to $\frac{1}{1000}$ second, built-in focusing range finder having a $1\frac{1}{2} \times$ magnified field; eyepieces of range finder and view finder placed closely together to facilitate the change from one to the other, eyelets for neckstrap supplied with camera, with SUMMAR 50 mm focus f:2 lens, 10 in. cable release and one film magazine, chrome finish	192.00
65,082 LEYOO	Leica Autofocal Camera Model III b, same as No. 50,130, but with ELMAR 50 mm focus f:3.5 lens instead of SUMMAR lens	150.00
65,088 LYOOX	Leica Autofocal Camera Model III b, same as No.50,130, but with LEITZ XENON 50mm focus f:1.5 lens instead of SUMMAR lens	270.00
68,035 EXOOM	Eveready Case, cowhide with neckstrap for LEICA Camera Model III b with LEITZ XENON 50 mm lens	8.10

Eveready Cases for LEICA Cameras Model IIIb with LEITZ ELMAR and SUMMAR 50 mm lenses, see previous pages.

THE COMPLETE SERIES OF LEICA LENSES

with interchangeable mount and automatic coupling is as follows:



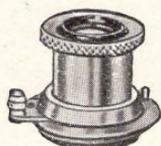
LEITZ HEKTOR 28 mm focus, f:6.3, extra-wide-angle lens for architecture and interior photography, chromium plated.

Codeword: Hoopy \$ 60.00
 Cat. No.: 50,290



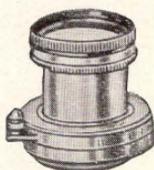
LEITZ ELMAR 35 mm focus, f:3.5, wide-angle lens for architecture and landscape and fixed focus snapshotting, chromium plated.

Codeword: Ekurz \$ 48.00
 Cat. No.: 50,310



LEITZ ELMAR 50 mm focus, f:3.5, Standard lens for all branches of photography, in collapsible mount, chromium plated.

Codeword: Elmar \$ 42.00
 Cat. No.: 50,320



LEITZ SUMMAR 50 mm focus, 1:2, ultra-rapid Universal lens for unfavorable lighting conditions, artificial light and press photography; also eminently suitable for all general amateur photography; in collapsible mount, chromium plated.

Codeword: Sumus \$ 84.00
 Cat. No.: 50,360



LEITZ XENON 50 mm focus, f:1.5, wide aperture lens for photography under the most unfavorable lighting conditions, artificial light and press photography, color photography; non-collapsible mount, chromium plated.

Codeword: Xemoo \$ 162.00
 Cat. No.: 50,365



LEITZ HEKTOR 73 mm focus, f:1.9, at full aperture a special lens of long focus for portraiture, sports and press photography, criminological purposes, night and stage photography. At smaller aperture an excellent landscape lens, hence of universal scope; focusing scale chromium plated.

Codeword: Hegra \$ 156.00
 Cat. No.: 50,390

LEITZ ELMAR 90 mm focus, f:4, high speed long focus lens for every kind of distance photography, such as landscape, architecture, animal studies, also for portraiture; focusing scale chromium plated.

Codeword: Elang \$ 63.00
 Cat. No.: 50,410

LEITZ THAMBAR 90 mm focus, f:2.2, extra rapid long focus lens of soft focus at full aperture for portraiture and landscape work, contre-jour; when stopped down an excellent long focus lens for general distance photography; focusing scale chromium plated.

Codeword: Toody \$ 117.00
 Cat. No.: 50,415

LEITZ HEKTOR 135 mm focus, f:4.5, long focus distance lens for very distant landscape and animal photography in open preserves; for photographing architectural details; also for portraiture; focusing scale chromium plated.

Codeword: Hefar \$ 99.00
 Cat. No.: 50,460

LEITZ TELYT 200 mm focus, f:4.5, Tele-lens for more or less the same purposes as the last distance lens, but with still greater scale of magnification; without coupling but with mirror reflex arrangement for focusing and finding; focusing scale chromium plated.

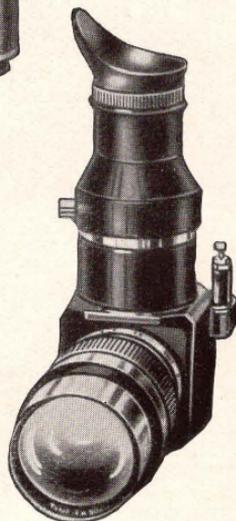
Codeword: Toopl \$ 201.00
 Cat. No.: 50,520

Reflex Arrangement, including double release.

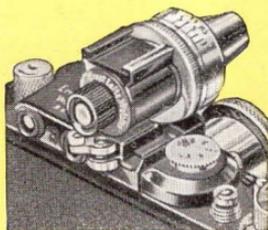
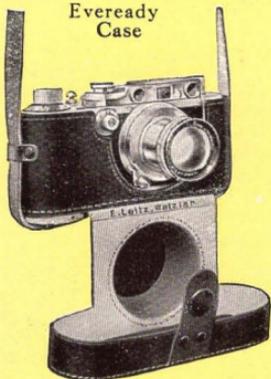
Codeword: Ploot \$ 90.00
 Cat. No.: 50,525

LEITZ HEKTOR 135 mm focal length f:4.5 can also be supplied in a special mount to fit the mirror reflex arrangement.

Codeword: Ohebo \$ 87.00
 Cat. No.: 50,540



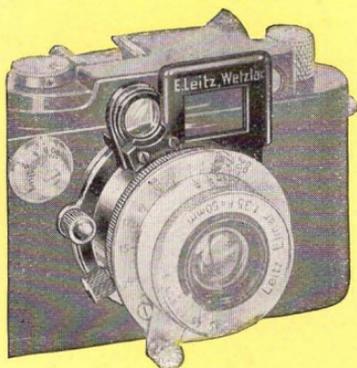
Eveready
Case



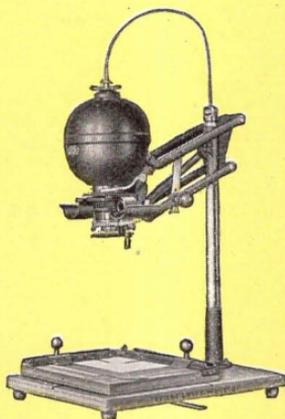
Vidom Universal viewfinder
for the various
interchangeable lenses



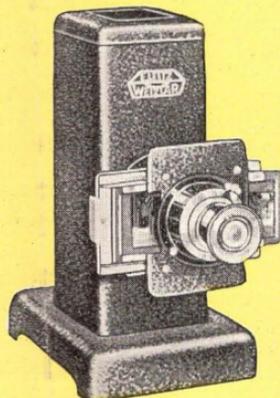
Correx Tank
recommended for
developing
Leica films



Optical Near-focusing Device



Leica Focomat Enlarger
for use with Leica lens



Small Standard Projector
for use with Leica lens

It would take too long to describe here all the various and interesting accessories for the Leica, which have made it the most convenient and most universal camera of today. Information concerning these accessories is set forth clearly and exhaustively in the special booklets specified on the opposite page. We, therefore, ask readers to apply either to their dealer or to the firm of E. Leitz direct for any booklets in which they may be interested.

The Leica Process of Photography

is described in the following special booklets: —

Enlarging Equipment

Automatic Enlarger "Focomat"

Daylight-Loading Developing Tank

Leica Gun

Continuous Projector Attachment

Auxillary Reproduction Device

Copying Equipment

Leica 250

Stereoly Attachment

**Combined Enlarging and Projecting Equipment
with Reading Desk**

Special Viewfinders

Rapid Winder

VIII-s Projector

Panorama Tripod Head

An Accessory for Single Exposures

Products of the firm of Ernst Leitz, Optical Works:

Microscopes, polarising microscopes, metallographic microscopes, dissecting and simple-lens magnifiers, microscope accessories, photo-micrographic apparatus, projection apparatus, microtomes, colorimeters for chemical and clinical analysis, polarimeters, apparatus for blood tests, prism binoculars, telescopes, range-finders for cameras and cine-cameras, and also for technical purposes, enlarging apparatus, photographic lenses.

E. Leitz, Inc., 730 fifth Ave., New York, N.Y.

