

*E. Leitz, Inc.*



*Leica Cameras · Photographic Equipment*

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*Leitz Microscopes · Scientific Instruments*

February 15, 1957

TO ALL LEICA DEALERS -

We are pleased to announce a number of important new products - including a new Leica IIIg Camera, a new f/2.8 50mm Elmar Lens, a new Prado SM Projector, and various other items. A brief summary of their main features together with information with respect to prices, dates of announcement, advertising, and allowances on discontinued items is set forth below.

#### LEICA IIIg CAMERA

Since the introduction of the Leica M 3, the most advanced of all Leica models, Leitz engineers have been at work to improve the IIIf, the classic Oskar Barnack Leica design. This new camera is now here and the improvements are so important that it has been given a new designation: "IIIg". This new camera is described in the enclosed literature but for your convenience the more important improvements are outlined below.

##### a) Improved Viewfinder

The viewfinder is of the bright-line type, similar to the viewfinder of the M 3, giving a larger image than the IIIf finder and offering freedom from eye parallax. The corners of the 90mm frame are also indicated by bright triangles, which eliminate the necessity of an auxiliary viewfinder for the 90mm lens. While the eyepieces of view- and rangefinder are still separated, it is easier to shift from one to the other than it was with previous models.

##### b) Automatic Parallax Correction

The bright-line frame of the viewfinder is connected with the focusing mechanism and moves so that there is always complete correction for parallax within the entire focusing range of the lens.

##### c) Automatic Flash Synchronization Adjustment

The synchro dial has been eliminated. Changing shutter speeds automatically resets the built-in synchronizer for flash bulb photography. Special shutter speed settings are provided for electronic flash.



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d) Geometric Shutter Speeds are arranged to follow a logical progression in which each speed gives twice as much exposure as the next faster shutter speed: 1/1000, 1/500, 1/250, 1/125, 1/60, 1/30, 1/15, 1/8, 1/4, 1/2, 1.

e) The Method of Changing Lenses is the same as on the IIIf. The IIIg accepts all screw-in type Leica lenses.

There are numerous other refinements in the IIIg such as the film indicator on the back similar to that on the M 3 and other items which you will recognize when you see and handle this new camera. The price and catalog references are set forth below.

<u>Catalog Number</u>	<u>Item</u>	<u>Retail Price</u>
10,250	Leica IIIg without lens	\$186.00
10,252	Leica IIIg with 50mm Elmar f/3.5 lens	\$244.50
10,255	Leica IIIg with 50mm Elmar f/2.8 lens	\$273.00
10,261	Leica IIIg with 50mm Summicron f/2 lens	\$342.00
10,265	Leica IIIg with 50mm Summarit f/1.5 lens	\$372.00

#### Date of Announcement

Ernst Leitz, Wetzlar, has advised that they will announce the new IIIg camera to German dealers on February 22nd so that dealers can place orders and have cameras on hand by the date of the public announcement, which is March 1, 1957. In view of the New York Photographic Show, which will be limited to dealers on February 18th and 19th, we have received permission to show the IIIg camera to our dealers starting February 18th. We will not exhibit the IIIg camera at the New York show during the five days the Show is open to the public and will make no public announcement until March 1st.

#### Advertising

The April issues of POPULAR PHOTOGRAPHY, MODERN PHOTOGRAPHY, and U. S. CAMERA, which appear on the stands about the 1st of March, as well as the initial issue of "CAMERA 35" scheduled for March distribution, will contain full page ads of the IIIg camera. The Spring Issue of LEICA PHOTOGRAPHY, scheduled for April, also will feature the IIIg camera.

Dealers may advertise any time after March 1st. Mats may be ordered on the enclosed form.

#### Deliveries

We have a supply of IIIg cameras on hand which will permit us to start deliveries to our dealers on February 21st. It is anticipated that the 50mm Elmar f/2.8 lens will remain in short supply for several months and will be subject to rationing. It is therefore suggested that



dealers who wish prompt delivery of IIIg cameras order them with lenses other than the Elmar f/2.8 and that orders for this lens be placed separately.

#### Eveready Cases

The IIIg camera has the same size base plate as the IIIf but is a fraction of an inch higher due to the larger viewfinder. Consequently two new Eveready cases have been designed. They have the same prices as the IIIf cases but different catalog numbers.

<u>Catalog Number</u>	<u>Item</u>	<u>Retail Price</u>
14,523	Eveready Case for Leica IIIg with 50mm Summicron lens	\$12.30
14,524	Eveready Case for Leica IIIg with 50mm Summarit lens	\$12.30

#### IIIf CAMERA

Ernst Leitz, Wetzlar, is announcing to its German dealers that the production of IIIf cameras will gradually be discontinued. In view of this the IIIf camera will be eliminated from our next catalog; and on March 1, 1957 will be removed from fair trade. An adjustment of \$20 will be made to any Leica dealer with respect to any Leica IIIf body which had been purchased from us after December 31, 1956 and was on hand and unsold on February 18, 1957. If you have any such cameras you are requested promptly to send in the serial number of the camera together with the date it was purchased and a statement that it was on hand and unsold on February 18, 1957. A credit memorandum will be issued to you.

#### IIf CAMERA

Ernst Leitz, Wetzlar, has announced that the IIf will be discontinued and that it has no plans for a IIg or other camera to take its place. Consequently the IIf cameras will continue to be fair-traded at the list price of \$120 for the camera box alone. We have a small supply of these Leica IIf cameras on hand and will continue to accept orders as long as the supply lasts.

#### I-f CAMERA

Ernst Leitz, Wetzlar, has announced its intention to continue the production of I-f cameras. A large percentage of these cameras are used in connection with photomicrography, micro photography, etc. - where the new features of the IIIg camera have limited significance. This camera therefore will continue in our catalog and remain subject to fair trade.