



*Leica Cameras · Photographic Equipment*

*E. Leitz, Inc.*

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*Leitz Microscopes · Scientific Instruments*

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Dear Leica Dealer:

Ernst Leitz, Wetzlar, has announced at the Photokina in Cologne, Germany, several new Leica items which will be of extreme interest to all Leica owners. A page for your Catalog is enclosed, which will give brief descriptions of these items together with their Catalog Numbers, Code Words and Prices. For your convenience, we summarize below the principal features of these new items:

Dual-Range Summicron for the M-3

Supplementing the collapsible Summicron which continues to be available, the new 50mm Dual-Range Summicron f/2 provides in addition to its normal focusing range, a near focusing range down to 19 inches.

The Dual-Range Summicron is in a rigid mount and features an optical viewing unit which slips over the top of the lens to correct the range- and viewfinder images for work at close distances. The normal focusing range is from infinity down to 3 feet, 4 inches; the close-focusing range is from 2 feet, 10 inches to 19 inches.

Not only does the lens focus through the range- and viewfinder of the M-3 in both ranges, but parallax compensation is automatic all the way down to 19 inches.

The optical viewing unit is used only in the close-focusing range of the new lens. A special safety device makes operation foolproof; the lens without viewing unit cannot be used in the close-focusing range. With viewing unit in place, it cannot be used in the normal focusing range.

The new Dual-Range Summicron comes in a non-collapsible bayonet mount for M-3 Leicas only. Its lens unit is removable and can be used with the new Focalslide for M-3 cameras (below) and (with adapter) the new BOOWU-M Auxiliary Reproduction Device.

Price of the Dual-Range Summicron, complete with viewing unit, is \$198.00. Without optical viewing unit, the lens is \$175.50, and the optical viewing unit (which may be purchased separately later) is \$22.50.

A leather case is available to hold the Dual-Range Summicron with its viewing unit, or the "RF" Summaron with its viewing unit plus the Summicron viewing unit. Also available is a case for the Summicron viewing unit only.



DUAL-RANGE 50mm SUMMICRON f/2 WITH OPTICAL VIEWING UNIT. #11,318



"RF" 35mm SUMMARON f/3.5 WITH OPTICAL VIEWING UNIT. #11,107

"RF" 35mm Summaron f/3.5 for the M-3

Another new lens is the "RF" 35mm Summaron f/3.5 wide-angle lens for the M-3 which functions in conjunction with the range- and viewfinder system of the M-3 Leica. This is a long awaited item, and unquestionably makes the already unique M-3 range- and viewfinder more versatile than before.

The "RF" Summaron comes with a detachable optical viewing unit which slips over the top of the lens mount, and corrects the range- and viewfinder for the 35mm field, which then appears within the



heavy bright-line frame in the finder. The focusing range of this new lens is extended to as close as 26 inches and parallax compensation is automatic. This lens also features a linear diaphragm scale; all aperture markings being equidistant from each other. The new 35mm "RF" Summaron f/3.5 lens must be used with the optical viewing unit as it is locked in an infinity position when the viewer is not attached. Earlier Summaron 35mm f/3.5 lenses cannot be converted for use with the new viewing unit. The new lens is available in a bayonet mount for Leica M-3 cameras only (and replaces the current Summaron, Cat. #11105). The price of the new lens complete with optical viewing unit is \$135.00.

#### Focaslide-M

Another item of major interest at Photokina for Leica M-3 owners is the new Focaslide for use with the Leica M-3.

The Focaslide-M is similar in function to the previous Focaslide. It is designed for use with either the lens unit of the Dual-Range Summicron or the 50mm Focotar f/4.5 enlarging and reproduction lens (with adapter). It is anticipated that additional adapters will become available enlarging the scope of this item with other lens types. The price for the Focaslide-M only is \$39.00.

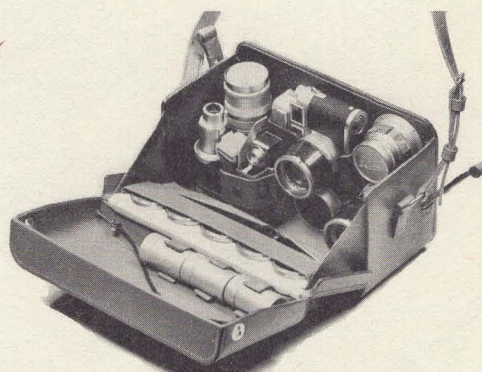
#### SOOKY-M

Another long awaited item for M-3 owners is the new SOOKY-M Close-Focusing Device. This unit has a reproduction range of from 1:15 to 1:7.5 (2 feet 10 inches to 19 inches), and couples with the view- rangefinder of the Leica M-3 with automatic parallax compensation. The SOOKY-M is for use with collapsible mount 50mm bayonet mounted lenses for the Leica M-3. The lenses mount in a collapsed position by means of the rear bayonet flange on the lens barrel. Its price is \$36.00.

#### Universal Carrying Case

A completely new and unique fitted, leather Universal Carrying Case for the Leica M-3 and many accessories is now available. This new case features interchangeable inserts for one basic case so that different equipment requirements may be accommodated.

The basic case without insert will accept current screw-in filters, film cassettes, cable release and flash connecting cord. A pocket on the front of the basic case can accommodate additional film or an extra Leica camera body without lens or meter, or whatever small item the owner may wish to use it for.



UNIVERSAL CARRYING CASE #14,800 WITH  
INSERT I

Initially there will be a choice of two fitted inserts, which slide into position very simply. Insert No. I will take a Leica M-3 camera with Leica-Meter "M" and lens attached, four accessory lenses from the 28mm through 135mm focal lengths, the optical viewing units of the Summicron Dual-Range and "RF" Summaron, and either a CEY00 or Chico Flash Gun. Insert No. II is designed to take the Leica M-3 camera without lens or meter, the Visoflex with 200mm Telyt attached, less magnifiers, the 135mm Hektor, collapsible 90mm Elmar (or shorter focal length) lenses with the lens hoods attached in the inverted position, plus 200mm Telyt filters and double cable release. The price of the case complete with Insert No. I is \$72.00, with Insert No. II \$75.00. The price of Insert No. I alone is \$19.50, and the price of Insert No. II alone is \$22.50. It is anticipated that additional inserts to accommodate other combinations will be made available in the future.

#### Other Items

It is our understanding that certain other items may be shown at Photokina. However, we do not at this time have any information as to possible delivery dates or prices on items other than contained in this letter. As soon as any other new items become available, you can rest assured we will bring them to your attention.



NEW 50mm ELMAR f/2.8 LENS

This new lens contains all of the optical qualities which have made the 50mm Elmar f/3.5 lens the outstanding lens of its class for many years. The additional speed of the f/2.8 lens gives it broader application, particularly for the slower color films. We anticipate that this lens will become one of the leading lenses in the Leica line. It is available at the present time only in screw mounting and there are no present plans for making it available in the bayonet mounting.

The 50mm Elmar f/2.8 lens is being announced in the same manner as the Leica IIIg Camera; and you are requested not to advertise the lens until after March 1, 1957.

We again wish to call your attention to the fact that for several months this lens will be in short supply and probably will be subject to rationing. As stated above, dealers desiring prompt deliveries of IIIg cameras should not order them with this new lens but should order the cameras and the lenses separately. The catalog description of the 50mm Elmar f/2.8 lens follows:

<u>Catalog Number</u>	<u>Item</u>	<u>Retail Price</u>
11,012	50mm Elmar f/2.8 Screw Mounting	\$87.00

The 50mm Elmar f/3.5 lens will continue to be manufactured in both bayonet and screw type mounting.

NEW PRADO SM PROJECTOR

The Prado SM is a 300 watt projector incorporating blower and convection cooling with an optical system which gives extraordinary brilliance to your slides. It also incorporates a new patented curved glass plate which practically eliminates transparencies in cardboard mounts "popping" out of focus. The Prado SM has a compact carrying case, the base of which serves as a platform for the projector as well as providing storage space for slides. A semi-automatic changer and film strip holder will soon be available.

The enclosed literature describes this new Prado SM Projector, and in particular its remarkable "anti-pop" device. This projector was shown at the Photokina but we have refrained from giving it publicity until we were in position to make reasonable deliveries. We expect to advertise this projector in the April fan magazines and to show it to the public at the New York Show. With the availability of this new projector we are discontinuing the Prado 250, although it still will be manufactured and distributed in Germany. We will continue to distribute the Prado 500 and the Prado 150. The prices and catalog references



to the Prado SM are given in the enclosed page to be inserted in the Dealer Catalog.

NEW RIGID 50mm SUMMICRON f/2 LENS FOR THE M 3

The new rigid 50mm Summicron for the M 3 was announced at Photokina and reference has been made to it in some of our literature. Starting at about the time of the New York Show it will become the standard f/2 lens for the Leica M 3 Camera. The lens unit of this rigid Summicron can be removed from its focusing mount and used with a number of new close-up accessories in the same manner as the dual range Summicron.

It was originally contemplated that the production of the collapsible 50mm Summicron for the M 3 would be continued. However, as a result of problems arising from placing the new dual range Summicron and the rigid Summicron into production, Wetzlar has discontinued the production of the collapsible Summicron for the M 3 camera but is continuing the production of the collapsible Summicron with screw mount.

Our supply of collapsible Summicrons with bayonet mount is practically exhausted. However, if anyone prefers a collapsible Summicron we can supply a screw mounting Summicron with a bayonet adapter firmly affixed at the same price as the regular Summicron M.

The catalog numbers for the new rigid 50mm Summicron and for the collapsible Summicron with bayonet adapter affixed, together with these lenses in combination with the Leica M 3, are shown below.

<u>Catalog Number</u>	<u>Item</u>	<u>Retail Price</u>
11,118	Rigid 50mm Summicron f/2 lens bayonet mounting	\$159.00
10,180	Leica M 3 with Rigid 50mm Summicron f/2 lens	\$447.00
11,017	Collapsible 50mm Summicron f/2 lens screw mounted with bayonet adapter affixed	\$159.00
10,162	Leica M 3 with 50mm Summicron f/2 lens with adapter affixed	\$447.00

BRAUN HOBBY

Recently Max Braun of Frankfurt modified the "Standard" and "Automatic" Braun Hobby units and achieved approximately a 15% greater light output as well as a reduction in recycling time. The new units can be identified by the reflector, which has a clear mirrored surface directly behind the flash tube. We are currently delivering the new