

CONVERSIONS

There are many of your customers with a limited budget who want a Leica camera. Two profit channels are open to you: trade up to a more versatile model or offer him the conversion service. A model If or IIIf can, at any time, be converted to a IIf or IIIIf. There are also owners of "C" series Leicas who would like to have their camera brought up to date. A converted Leica embodies all the features of the model to which it is converted.

CAMERAS

Leica model IIc converted to IIf.....	\$ 75.00
Leica model IIIc converted to IIIIf.....	65.00 *
Leica model If converted to IIf.....	100.00
Leica model If converted to IIIIf.....	125.00 *
Leica model IIf converted to IIIIf.....	65.00 *

* Price does not include the built-in Self-Timer.

SELF-TIMER

Installing Self-Timer in Leica model IIIIf with Red Synchro-Scale.....	16.00
Installing Self-Timer in Leica model IIf with Red Synchro-Scale when converting to a model IIIIf.....	12.00

Leica models IIc, IIIc, If and IIf with Black Synchro-Scale or shutter speeds of the 1/30th, 1/40th, 1/60th second series will be converted to a model IIf or IIIIf with Black Synchro-Scale and shutter speeds of the same series. Conversion cannot be made from Black to Red Synchro-Scale or to shutter speeds of a different series.

Leica cameras of models earlier than the "C" series (except model IIIb) may be converted to any model up to and including the Leica IIIa. Early uncoupled Leica lenses may be converted to coupled screw-mounting lenses fitting Leica models Standard or later.

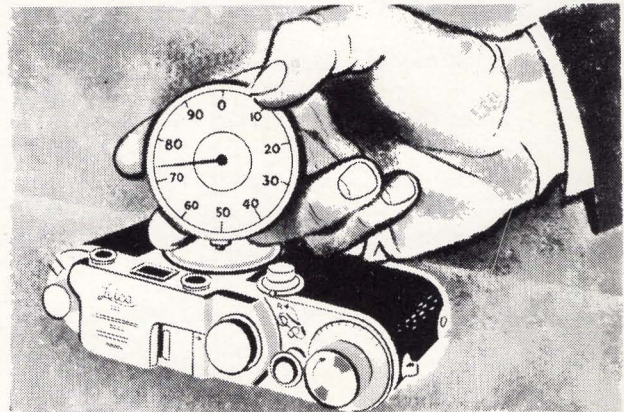
LEICA METER

Leica-Meter I having shutter speeds of the 1/30th, 1/40th, 1/60th second series converted to have shutter speeds of 1/25th, 1/50th, 1/75th second series.....	4.50
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REPAIRS

Charges for repair and adjustment of Leica equipment depend on both the labor time and the number and type of replacement parts needed for each job. And, since these vary widely, we can't print a general list of repair prices.

Naturally, your customer gets the quickest service when he sends a "go-ahead" along with his equipment. But if he prefers, we will be glad to look the equipment over and send you an estimate of costs. Then, once we have an OK, we will assign the equipment to a skilled craftsman, who will restore it to its original perfect condition.



Leica equipment is manufactured to a very close tolerance and requires special tools and testing equipment to complete its disassembly, repair, reassembly, and proper adjustment. Each Leica repairman is a trained specialist. He will complete your repairs as rapidly as possible *without lowering standards or quality of service.*

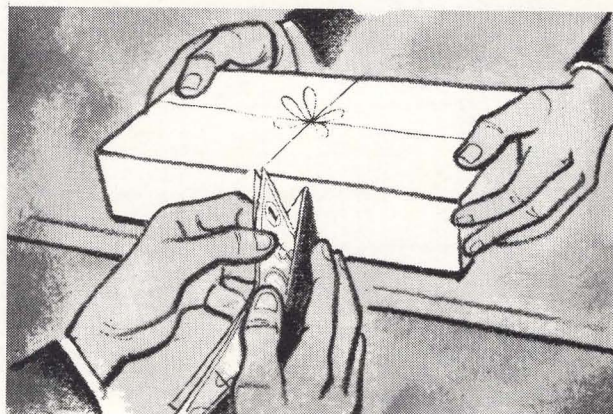
Pack well any items you send to E. Leitz, Inc., New York, for repair. Insure them as you would any valuable possession. The place to send your repair work is:

E. Leitz, Inc.
Service Division
304 Hudson Street
New York 13, N. Y.

CONDITIONS OF SALE

E. Leitz, Inc., New York, N. Y., distributors of world famous products made by Ernst Leitz, Wetzlar, Germany, offer these and other products of foreign and domestic manufacture for sale under the following conditions:

- 1: Leica-Leitz products are sold only through Franchised dealers.
- 2: Leica cameras and lenses sold by E. Leitz, Inc., New York, are accompanied by Import and Registration Certificates which must be presented to the purchaser.
- 3: Retail prices, which are published from time to time including Federal Excise Taxes, are fair-traded under the terms of E. Leitz, Inc., Fair Trade Contract with its dealers. These provisions do not apply to sales in any State, District or Territory which has no Fair Trade Act. No discounts are permissible to non-franchised dealers, individuals, Federal, State or Local governments.



Tax Information

- 1: Federal Manufacturer's Excise Tax, where applicable, is included in the retail and dealer net prices.
- 2: In the case of sales to tax-exempt customers, there may be deducted from the full tax-paid retail price of taxable items, the percentages listed below:

Cameras	6.06%	of the full tax-paid retail price
Lenses	6.06%	of the full tax-paid retail price
Projectors	3.175%	of the full tax-paid retail price

The amounts computed under this formula will in all cases be at least equal to the actual tax included.

On domestic sales to tax-exempt customers, the dealer will be allowed a credit for the tax allowance (as computed under the formula) upon receipt of an Excise Tax Exemption Certificate.

Certain duly accredited representatives of foreign governments entitled to tax exemption, may obtain merchandise less the tax allowance computed under the formula. Orders must be placed with E. Leitz, Inc., by such representatives. Dealers forwarding these orders will be credited for the normal amount of their discount upon completion of the sale.

- 3: List and net prices do not include Local or State Sales Tax, which, where applicable, must be collected by the dealer at time of sale.

Order Procedure

- 1: List catalog number and brief description of each item ordered.
- 2: Separate orders need not be issued for taxable and non-taxable items.

LEICA LENS DATA

Focal Length	Lens	Aperture		Angle	Class	Mount	Focusing	Click Diaphragm	Coupling	Flange Diameter	Weight Ounces	Minimum Focus	Minimum Focus Area (Inches)	Application
		Maximum	Minimum											
28mm	Summaron	f/5.6	f/22	75.4°	Wide angle	Rigid	Parallel*	Yes	Rangefinder	36mm	5.25	3.5'	34 x 51	Interiors Architectural Panoramic
33mm	Stemar	f/3.5	f/11	47.5°	Stereo	Rigid	Parallel *	No	Rangefinder	50mm	4.5	3.5'	22 x 28	Stereo
35mm	Summaron	f/3.5	f/22	64°	Wide angle	Rigid	Rotating* & Parallel	Yes	Rangefinder	36mm & 42mm	5.25 & 5.50	3.5'	27 x 40.5	Interiors Architecture Panoramic
50mm	Elmar	f/3.5	f/22	45°	Standard	Collapsible	Rotating*	No & Yes	Rangefinder	36mm & 42mm	4 & 5	3.5'	18 x 27	General Copying Macro
50mm	Summicron	f/2	f/16	45°	Standard	Collapsible	Parallel *	Yes	Rangefinder	42mm	8 & 8.25	3.5'	18 x 27	General Action Poor light Close-up
50mm	Summarit	f/1.5	f/16	45°	Standard	Rigid	Parallel *	Yes	Rangefinder	43mm	10.5 & 11.5	3.5'	18 x 27	General Existing light Fast action
85mm	Summarex	f/1.5	f/16	28°	Long focus	Rigid	Rotating*	Yes	Rangefinder	59.8mm	21	5'	15.5 x 23	Existing light Theatrical Fast action Portraiture
90mm	Elmar	f/4	f/32	27°	Long focus	Rigid & Collapsible	Rotating* & Parallel	No & Yes	Rangefinder	36mm & 42mm	7 & 9.5 & 12	3.5'	9.5 x 14.25	Animals Sports Landscapes Portraiture Close-up
125mm	Hektor	f/2.5	f/22	20°	Long focus	Rigid Short	Rotating*	Yes	Visoflex	59.8mm	20.5	4'	7.5 x 11.25	Portraiture Theatrical Existing light
135mm	Hektor	f/4.5	f/32	19°	Long focus	Rigid Long	Parallel *	Yes	Rangefinder	36mm & 42mm	13 & 15.5	5'	8.75 x 13	Animals Sports Distance Portraiture Close-up
135mm	Hektor	f/4.5	f/32	19°	Long focus	Rigid Short	Rotating*	No & Yes	Visoflex	36mm & 42mm	8 & 8.25	5'	8.75 x 13	
200mm	Telyt	f/4.5	f/32	12°	Telephoto	Rigid Short	Rotating*	No	Visoflex	50.5mm	17	10'	12.25 x 18.5	Sports Wild life Distance Portraiture
400mm	Telyt	f/5	f/32	6°	Telephoto	Rigid Short	Rotating*	No	Visoflex	91mm	76	25'	16 x 24	Distance Wild life Sports

VISOFLEX: The reflex housing has an equivalent extension of 62.5mm and may be used with rangefinder-coupling lenses for close-up photography.

*Where a lens is listed with both Rotating & Parallel focusing, Parallel refers to bayonet-mounted lenses (except the Rigid 90mm Elmar which is Rotating). When two or more flange diameters or weights are given, the larger figure applies to the bayonet-mounted lens.

PROJECTION TABLES • PROJECTION DISTANCE AND SCREEN IMAGE SIZE

Distance	2 x 2 INCH (5 x 5) SLIDES WITH 24 x 36mm FORMAT						2 3/4 x 2 3/4 INCH (7 x 7) SLIDES WITH 6 x 6cm FORMAT			STEREO 2 x 2 INCH SLIDES WITH 24 x 36mm FORMAT (18 x 24mm PAIR)		
	Focal Length of Lens						Focal Length of Lens			Focal Length of Lens		
	85mm	100mm	120mm	150mm	200mm	250mm	150mm	200mm	250mm	85mm	100mm	120mm
10'	2'8" x 4'	2'3" x 3'5"					3'5" x 3'5"			2' x 2'8"	1'8" x 2'3"	
13'	3'5" x 5'3"	2'9" x 4'6"	2'5" x 3'8"				4'7" x 4'7"	3'3" x 3'3"		2'7" x 3'5"	2'3" x 2'9"	1'10" x 2'5"
16'	4'3" x 6'6"	3'8" x 5'6"	3' x 4'7"	2'5" x 3'8"			5'7" x 5'7"	4'1" x 4'1"	3'3" x 3'3"	3'3" x 4'3"	2'9" x 3'8"	2'3" x 3'
20'	5'4" x 8'2"	4'6" x 6'11"	3'9" x 5'9"	3' x 4'7"	2'3" x 3'5"		7'1" x 7'1"	5'3" x 5'3"	4'1" x 4'1"	4'1" x 5'4"	3'5" x 4'6"	2'10" x 3'9"
23'	6'2" x 9'4"	5'3" x 7'11"	4'4" x 6'7"	3'5" x 5'3"	2'8" x 4'	2'2" x 3'3"	8' x 8'	6'1" x 6'1"	4'9" x 4'9"	4'8" x 6'2"	3'11" x 5'3"	3'3" x 4'4"
26'	7' x 10'8"	5'11" x 9'	4'11" x 7'6"	3'11" x 6'	3' x 4'7"	2'6" x 3'7"	9'2" x 9'2"	6'11" x 6'11"	5'5" x 5'5"	5'4" x 7'	4'6" x 5'11"	3'9" x 4'11"
30'	8'1" x 12'3"	6'10" x 10'4"	5'8" x 8'8"	4'6" x 6'11"	3'5" x 5'3"	2'9" x 4'6"	10'8" x 10'8"	7'11" x 7'11"	6'3" x 6'3"	6'1" x 8'1"	5'2" x 6'10"	4'4" x 5'8"
33'	8'11" x 13'6"	7'6" x 11'6"	6'3" x 9'6"	5' x 7'7"	3'9" x 5'9"	3' x 4'7"	11'8" x 11'8"	8'8" x 8'8"	6'11" x 6'11"	6'9" x 8'11"	5'9" x 7'6"	4'9" x 6'3"
36'		8'2" x 12'6"	6'10" x 10'4"	5'5" x 8'3"	4'3" x 6'6"	3'5" x 5'3"	12'10" x 12'10"	9'6" x 9'6"	7'7" x 7'7"		6'3" x 8'2"	5'2" x 6'10"
40'		9'2" x 14'1"	7'7" x 11'7"	6'1" x 9'3"	4'9" x 7'1"	3'9" x 5'9"	14'1" x 14'1"	10'8" x 10'8"	8'6" x 8'6"		7' x 9'2"	5'9" x 7'7"
43'			8'2" x 12'6"	6'7" x 10'	5'1" x 7'7"	4'1" x 6'1"		11'6" x 11'6"	9'2" x 9'2"			6'3" x 8'2"
46'			8'9" x 13'1"	7' x 10'8"	5'5" x 8'3"	4'3" x 6'6"		12'4" x 12'4"	9'10" x 9'10"			6'6" x 8'9"
49'				7'5" x 11'3"	5'8" x 8'8"	4'6" x 6'11"		13'1" x 13'1"	10'6" x 10'6"			
52'				7'11" x 12'	6'3" x 9'6"	4'11" x 7'6"		13'9" x 13'9"	11'2" x 11'2"			
56'					6'7" x 10'	5'3" x 7'11"			11'10" x 11'10"			
59'					7'1" x 10'9"	5'7" x 8'4"			12'8" x 12'8"			
62'					7'5" x 11'3"	5'11" x 9'			13'1" x 13'1"			
65'					7'9" x 11'6"	6'3" x 9'6"						
69'					8'2" x 12'6"	6'7" x 10'						
72'					8'6" x 12'9"	6'10" x 10'4"						
75'					8'10" x 13'5"	7' x 10'8"						
79'						7'7" x 11'7"						
82'						7'10" x 11'8"						
85'						8' x 12'2"						
88'						8'2" x 12'6"						
92'						8'9" x 13'1"						
95'						9' x 13'7"						

MICRO PROJECTION ATTACHMENT

25mm Summar f/2.8—10mm Stage Aperture

Screen Distance	6'	9'	12'	15'	18'	21'
Magnification	72 X	109 X	145 X	182 X	219 X	255 X
Image Size	2'4"	3'7"	4'9"	6'	7'2"	8'4"

RATIOS - AREAS COVERED - DEPTH OF FIELD - EXPOSURE FACTORS

(BASED ON 24 x 36mm LEICA FORMAT)

RATIO	ENGLISH SYSTEM						METRIC SYSTEM						EXPOSURE FACTOR
	Area in Inches	Total Depth of Field in Inches					Area in mm	Total Depth of Field in Millimeters					
		f/4	f/5.6	f/8	f/11	f/16		f/4	f/5.6	f/8	f/11	f/16	
1:20	18.9 x 28.4	4.41	6.18	8.85	12.1	17.7	480 x 720	112.0	156.8	224.0	308.0	448.0	1.1 X
1:18	17 x 25.5	3.59	5.05	7.17	9.94	14.4	432 x 648	91.2	127.7	182.4	250.8	364.8	1.1 X
1:17	16.2 x 24.2	3.22	4.50	6.43	8.85	12.8	408 x 612	81.6	114.2	163.2	224.4	326.4	1.1 X
1:16	15.1 x 22.6	2.86	4.02	5.72	7.90	11.4	384 x 576	72.5	101.6	145.1	199.5	290.1	1.1 X
1:15	14.2 x 21.3	2.52	3.53	5.05	6.95	10.1	360 x 540	64.0	89.6	128.0	176.0	256.0	1.1 X
1:14	13.2 x 19.8	2.21	3.09	4.41	6.08	8.84	336 x 504	56.0	78.4	112.0	154.0	224.0	1.1 X
1:13	12.3 x 18.5	1.91	2.68	3.83	5.28	7.66	312 x 468	48.5	68.0	97.1	133.5	194.1	1.2 X
1:12	11.3 x 16.9	1.64	2.30	3.28	4.50	6.55	288 x 432	41.6	58.2	83.2	114.4	166.4	1.2 X
1:11	10.4 x 15.6	1.39	1.94	2.77	3.82	5.56	264 x 396	35.2	49.3	70.4	96.8	140.8	1.2 X
1:10	9.45 x 14.2	1.15	1.62	2.32	3.18	4.62	240 x 360	29.3	41.1	58.7	80.7	117.3	1.2 X
1:9	8.51 x 12.8	0.945	1.32	1.89	2.60	3.78	216 x 324	24.0	33.6	48.0	66.0	96.0	1.2 X
1:8	7.56 x 11.3	0.758	1.06	1.51	2.08	3.03	192 x 288	19.2	26.9	38.4	52.8	76.8	1.3 X
1:7	6.61 x 9.92	0.588	0.825	1.18	1.62	2.36	168 x 252	14.9	20.9	29.9	41.1	59.7	1.3 X
1:6	5.66 x 8.51	0.441	0.620	0.885	1.21	1.77	144 x 216	11.2	15.7	22.4	30.8	44.8	1.4 X
1:5	4.72 x 7.09	0.315	0.440	0.632	0.867	1.26	120 x 180	8.0	11.2	16.0	22.0	32.0	1.4 X
1:4	3.78 x 5.66	0.209	0.296	0.422	0.580	0.840	96 x 144	5.3	7.5	10.7	14.7	21.3	1.6 X
1:3	2.84 x 4.26	0.126	0.178	0.252	0.347	0.505	72 x 108	3.2	4.5	6.4	8.8	12.8	1.8 X
1:2	1.89 x 2.84	0.063	0.087	0.126	0.173	0.252	48 x 72	1.6	2.2	3.2	4.4	6.4	2.3 X
1:1.5	1.42 x 2.13	0.039	0.055	0.079	0.110	0.158	36 x 54	1.0	1.4	2.0	2.8	4.0	2.8 X
1:1.33	1.26 x 1.89	0.031	0.047	0.067	0.091	0.134	32 x 48	0.8	1.2	1.7	2.3	3.3	3.1 X
1:1	0.945 x 1.42	0.020	0.031	0.043	0.059	0.083	24 x 36	0.5	0.8	1.1	1.5	2.1	4 X
1.5:1	0.630 x 0.945	0.012	0.016	0.023	0.032	0.047	16 x 24	0.30	0.41	0.59	0.81	1.19	6 X
2:1	0.472 x 0.709	0.008	0.011	0.016	0.022	0.032	12 x 18	0.20	0.28	0.40	0.55	0.80	9 X
3:1	0.314 x 0.472	0.005	0.007	0.010	0.013	0.018	8 x 12	0.12	0.17	0.24	0.33	0.47	16 X
4:1	0.236 x 0.354	0.003	0.005	0.007	0.009	0.013	6 x 9	0.08	0.12	0.17	0.23	0.33	25 X
5:1	0.189 x 0.284	0.002	0.004	0.005	0.007	0.010	4.8 x 7.2	0.06	0.09	0.13	0.18	0.26	36 X
6:1	0.158 x 0.237	0.002	0.003	0.004	0.006	0.008	4.0 x 6.0	0.05	0.07	0.10	0.14	0.21	49 X
6.5:1	0.145 x 0.217	0.002	0.003	0.004	0.005	0.007	3.7 x 5.5	0.05	0.07	0.09	0.13	0.19	56 X
7:1	0.135 x 0.202	0.002	0.002	0.004	0.005	0.007	3.4 x 5.1	0.04	0.06	0.09	0.12	0.17	64 X
8:1	0.118 x 0.177	0.002	0.002	0.003	0.004	0.006	3.0 x 4.5	0.04	0.05	0.08	0.10	0.15	81 X
9:1	0.105 x 0.158	0.001	0.002	0.003	0.004	0.005	2.7 x 4.0	0.03	0.05	0.07	0.09	0.13	100 X
10:1	0.094 x 0.142	0.001	0.001	0.002	0.003	0.005	2.4 x 3.6	0.03	0.04	0.06	0.08	0.12	121 X
Circle of confusion = 1/750 inch							Circle of confusion = 1/30 mm						