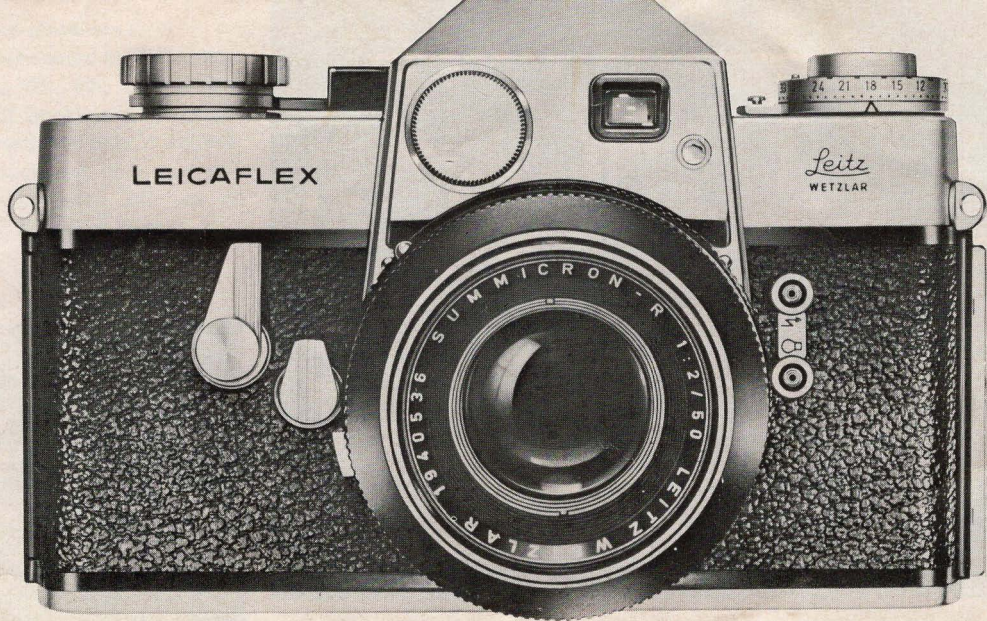
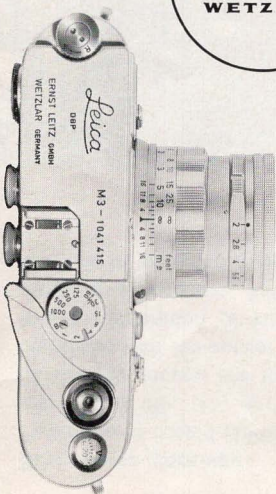


LEICAFLEX



Leitz
WETZLAR

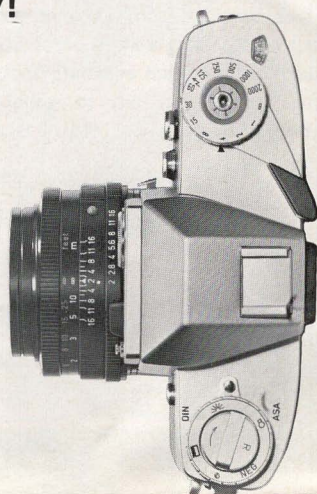
Now a reflex camera with LEICA Quality!



The LEICAFLEX is a solid, fast-handling SLR built for results plus reliability by the people who made 35mm photography famous. Manufactured to traditional LEICA standards of optical and mechanical excellence, this is the precision reflex that critical photographers have long demanded.

The wonderful world of reflex photography is imaged through the LEICAFLEX viewfinder with unbelievable brilliance and clarity. New too are the high-speed focal-plane shutter and the vibration-free instant-return mirror that comes to a gentle stop before the shutter can begin to move.

This is only one of the hidden features that ensure top optical performance from the auto-aperture LEICAFLEX lenses. These newly designed optics, computed especially for reflex photography, bring LEICA definition and crispness to the reflex camera field.



In this small folder we have described the principal features of the new LEICAFLEX. Larger LEITZ brochures tell the full story. Better still, ask for a LEICAFLEX demonstration. This will show you what LEICA Quality in a reflex camera really means, and why the LEICAFLEX was worth waiting for!

LEICAFLEX

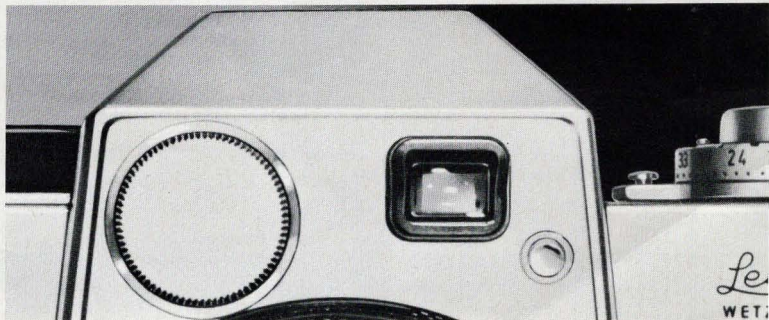
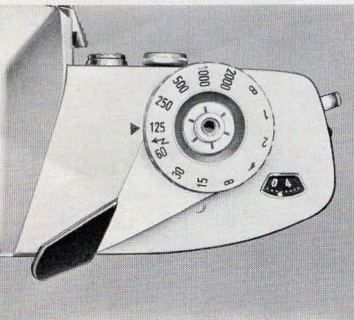
a new
experience
in creative
seeing



The
brightest view
in reflex
photography

Matched picture-taking and viewfinder optics of advanced LEITZ design bring new reflex brilliance and clarity. Precision micro-prisms make focusing fast, accurate, and easy — ensure top performance from superbly corrected new

LEICAFLEX lenses. Instant-return mirror and automatic lens apertures eliminate mirror black-out, aperture dim-down. The ultra-bright finder image is always there, except for the very brief interval of exposure.

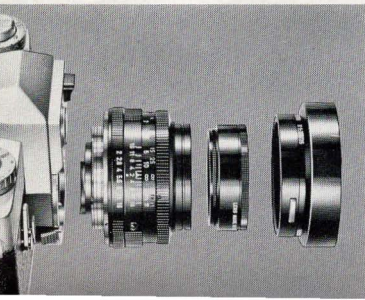


New high-speed focal-plane shutter freezes action at 1/2000 sec, synchronizes electronic-flash at 1/100 sec

The shutter speed selector dial, release button, and single-stroke advance lever are united in a control cluster. No need to take your eye from the finder for a speed change: a second scale, just below the picture field, always shows your shooting speed.

Super-sharp close-ups!

Two-element coated ELPRO achromats bring 50-, 90-, and 135mm LEICAFLEX lenses into the close-up ranges with full optical correction, full operation of mirror and aperture automation, full use of the built-in exposure meter



Perfect pictures begin here!

Forget about the narrow latitude of color films: this highly accurate battery-powered CdS meter is always on the job, its needle and follow-pointer ever-present in the LEICAFLEX viewing screen. Cross-

coupled for maximum convenience, the meter permits exposure setting with full freedom to adjust either shutter speed or lens aperture. Wide-range meter sensitivity extends from 0.2 to 1,500 candles/ft².



35mm f/2.8
ELMARIT-R

50mm f/2
SUMMICRON-R

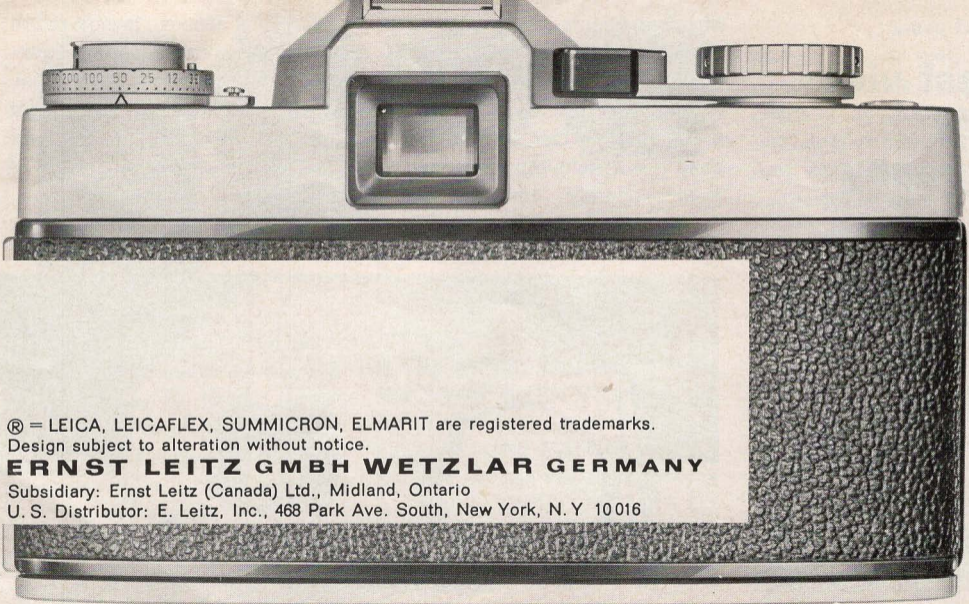
90mm f/2.8
ELMARIT-R

135mm f/2.8
ELMARIT-R

The four most wanted focal lengths were selected to launch the new LEICAFLEX system

Specially designed for reflex focusing, they combine high speed with real gains in infinity to close-range sharpness. All feature auto-aperture mechanisms that couple with the built-in exposure meter and handsomely black-anodized lightweight mounts with non-rotary focusing movement. Contributing

much to the fast-handling characteristics of the LEICAFLEX, all lenses have the same control-ring arrangement, with focusing at the front, and aperture pre-selector at the rear. The rugged large-diameter bayonet lensmount guarantees rigid seating precision, and makes for unusually fast lens changing.



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ERNST LEITZ GMBH WETZLAR GERMANY

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