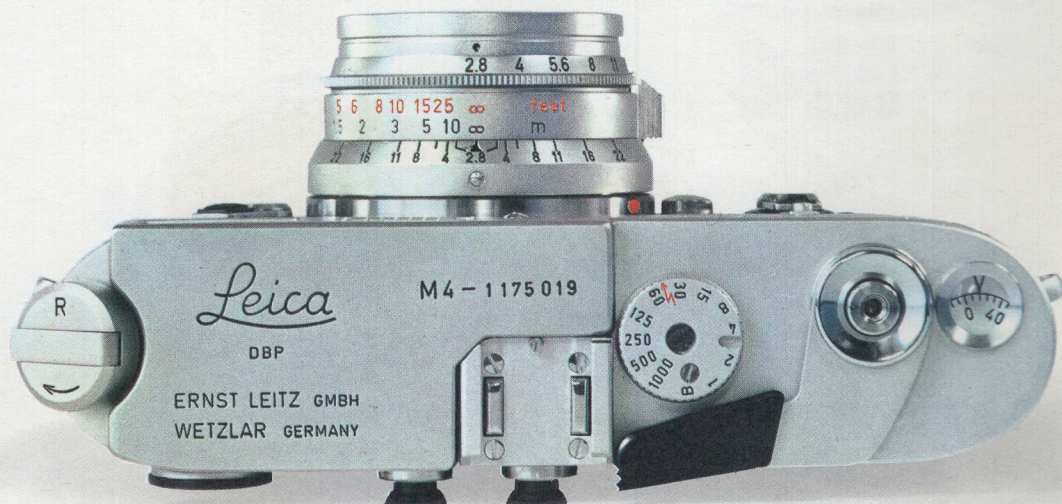


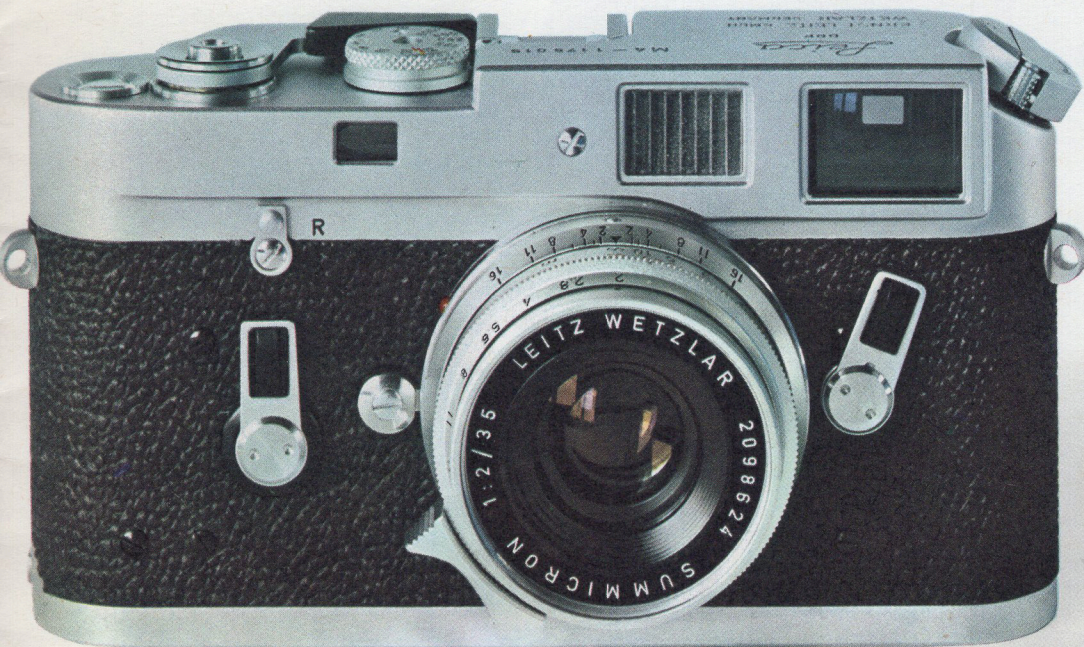
Leica M4





The new
Leica M4

is a precision range-viewfinder camera with
features of its famous companion models, the
LEICA M2 and M3.



Illuminated focal frames appear automatically within the M4 wide-angle range-viewfinder whenever any of the four most important lens focal lengths — 35, 50, 90, and 135mm — are used.

The new LEITZ speed loading system built into the LEICA M4 reduces standard-cartridge film changing to a matter of seconds, with push-

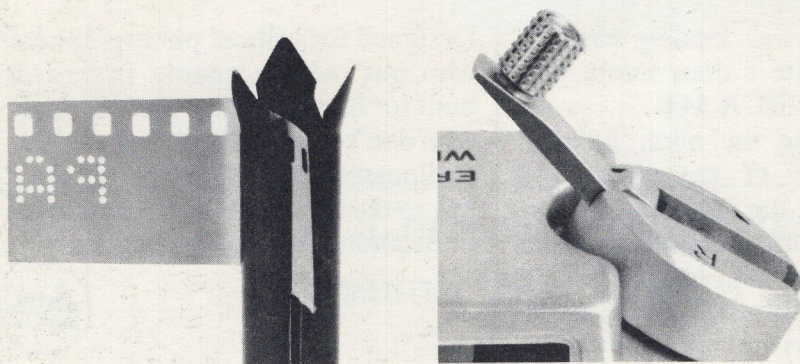
in-and-hands-away loading ease. If you can operate a door knob, you can load the LEICA M4.

Unchanged are the slim, handily compact form of the classic M-LEICA body, the limitless versatility of interchangeable lenses from ultra-wideangle to extreme long focus, plus traditional LEITZ precision, ruggedness and reliability.

Designed for critical photographers who put picture quality first, and built for hard-working professionals who don't have time to "baby" their equipment, the LEICA M4 is your key to the LEICA System, and to all of its photographic possibilities.



Faster film changing with standard 35mm cartridges



You've never loaded a 35mm film so quickly, or so easily. Just push the cartridge with extended film-end into the M4, and the new LEITZ speed loading system takes over. Close the camera, stroke the transport lever, and three prongs — which replace the conventional take-up spool — pull the film into shooting position, frame after frame. And this in less time than it took to read this paragraph!

Added M4 conveniences that speed up and simplify film changing include an automatically self-starting frame counter that you can't forget to set, and a folding rapid rewind crank that's canted for fast, unobstructed action. Loading and unloading are so fast, so fumble-free, that cold-weather photographers won't bother to remove their gloves.

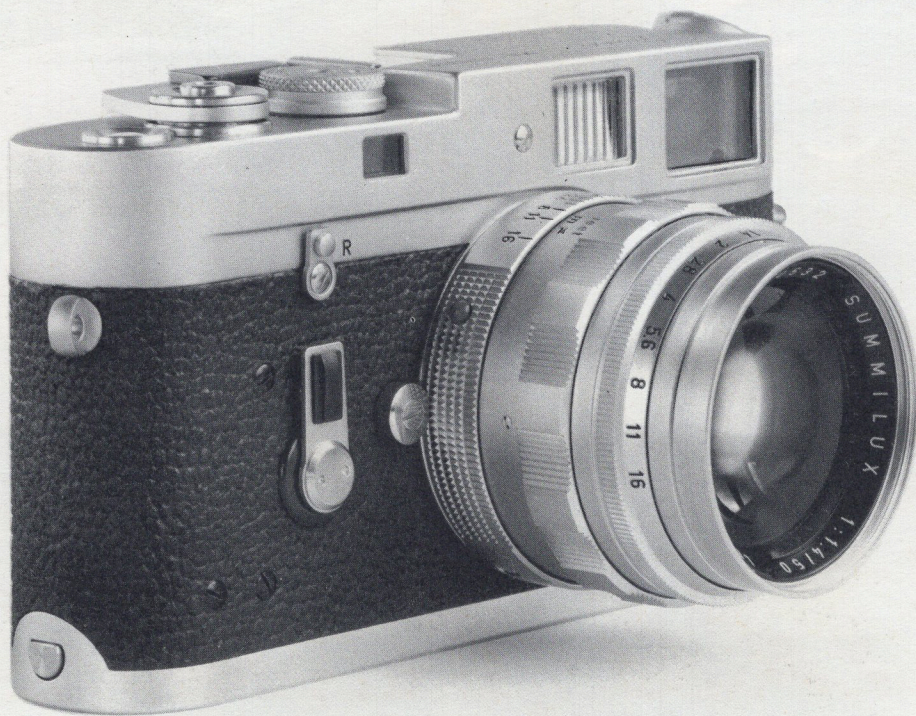
Best of all, the LEICA M4 demands no special film diet. Like every LEICA ever built, it accepts every standard 35mm film cartridge produced by the international photographic industry. You get all the convenience of fast push-in loading, with an unrestricted choice of black-and-white and color materials.



No doubt about sharpness

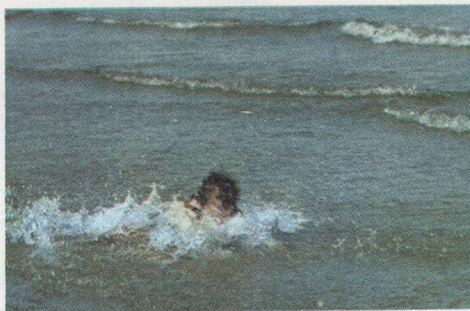
The LEICA®
has always been conceived as a fast-acting
and utterly dependable extension for creative
photographic eyes.
And no LEICA was ever faster,
surer, or more versatile
than the new

Leica
M4



LEICA range-viewfinder focusing is faster, easier, more accurate than any other system. Top-quality speed lenses like the 35 and 50mm SUMMILUX® f/1.4 need the precision of the long-base LEICA range-finder to convert their excellent optical correction into practical on-film reality.

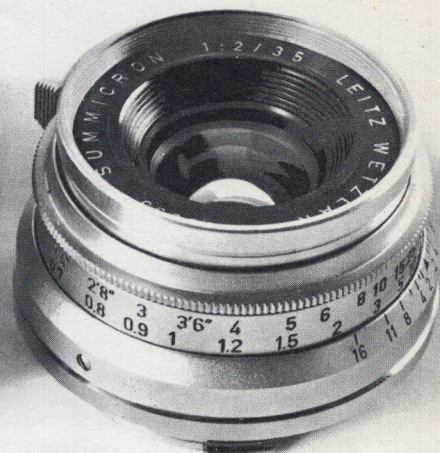
The extraordinary brightness of the LEICA rangefinder cuts through "available darkness" like radar, lets you focus quickly and confidently under all conditions. For fast candid shooting with modern high-speed lenses, there is nothing like a LEICA. Illuminated frames built into the universal M4 viewfinder begin with the very important 35mm focal length. This changes automatically when 50 and 90mm LEICA lenses are mounted. The 135mm lens field appears within the wideangle lens field. All of these built-in focal frames are automatically compensated for parallax over the full focusing range of each lens. This means that everything inside the frame will be recorded on the film. Even eyeglass wearers see the full wideangle viewfinder field with comfort and clarity.



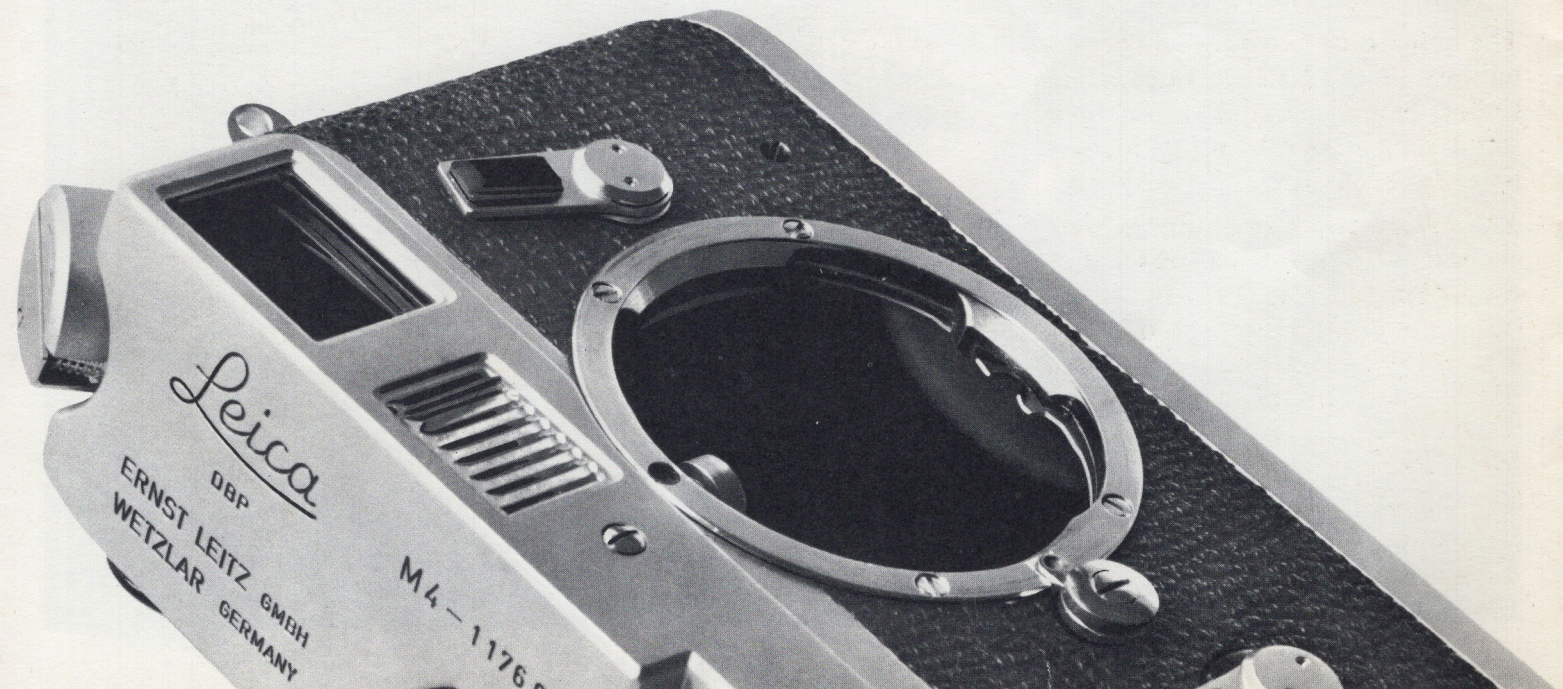
Leica because



50



35



The LEICA represents an unequalled combination of rugged reliability and proven precision. Its unique qualities are based upon rigid production controls with uncompromising optical and mechanical tolerances. Practically indestructible, LEICA cameras participate in expeditions in every inhospitable climate on earth, from biting cold to steaming tropical heat. Professional photographers, scientists and technicians put their trust in LEICA. Here are some of the reasons:

The outstanding optical quality of interchangeable LEICA lenses. The LEICA M4 accepts more than 20 LEITZ lenses with focal lengths from 21 to 560mm, apertures of f/1.4 and even faster.

The unmatched accuracy and dependability of the LEICA range-viewfinder. The LEICA M4 provides rapid rangefinder focusing for six focal lengths, from 21 to 135mm.

The quiet efficiency and lasting accuracy of the vibration-free LEICA focal-plane shutter. The LEICA M4 offers eleven precision speeds from 1 to 1/1000 sec, with full flash synchronization. Its selector dial couples to the sensitive LEICAMETER® MR CdS exposure meter.

The functional LEICA design for fast-handling precision. The LEICA M4 adds to these advantages the new plus feature of faster, easier film changing.

The LEICA M4 continues the LEITZ tradition of optical and mechanical excellence. Its most important hidden feature is the creative self-confidence it brings to LEICA photographers.

90



135

The LEICA System



With lenses from 21 through 135mm the LEICA is a coupled rangefinder camera. Add the VISO-FLEX® III — which attaches as easily as a LEICA lens — and it becomes an efficient reflex camera with groundglass focusing, instant-return mirror, and lenses from 65 to 560mm.

No subject is too small, too large, too near, or too far for the Universal LEICA System of 35mm rangefinder and reflex photography.

Exciting wideangle views

are the special province of 21, 28, and 35mm LEICA lenses. These excellently corrected wideangle and ultra-wideangle lenses are famous for their corner-to-corner sharpness and evenness of illumination. High-speed 35mm SUMMICRON® f/2 and SUMMILUX® f/1.4 lenses couple to the universal M4 wideangle range-viewfinder, and benefit from the on-target accuracy of the long-base LEICA rangefinder.

Critical exposure control

is afforded by the attachable LEICA-METER MR. This sensitive battery-powered CdS meter couples to the LEICA shutter dial, uses the built-in 90mm viewfinder frame for accurately aimed exposure readings. With the LEICAMETER MR you measure exactly what you want, and know exactly what you're measuring.



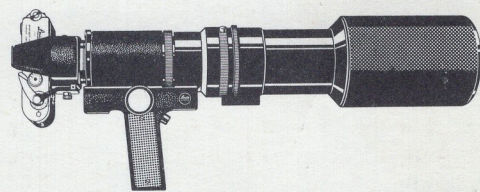
Long-distance subjects

fall easy prey to the reach of LEITZ TELYT® long-focus lenses. Supplied in focal lengths of 200, 280, 400 and 560mm, TELYT lenses for the VISOFLEX III bring distant details into your pictures with impressive close-up clarity.

In the close-up and macro ranges

the LEICA System knows no problems — only answers. Used with the VISOFLEX III, the LEITZ Focusing Bellows II accepts a wide range of LEICA lenses to cover all of the macro ranges. The optical

units of 90 and 135mm rangefinder-coupled LEICA lenses fit the VISOFLEX for infinity-to-close-up groundglass focusing. Additional LEICA System aids for the close-up ranges include four adjustable copying and reproduction stands, as well as LEITZ devices for photomicrography. For more information, consult your franchised LEICA dealer. He will gladly assist you in making a personal equipment selection by demonstrating the Universal LEICA System.



* TELEVIT® rapid focusing mount for 280, 400 and 560mm TELYT lenses.



LEICA M4 technical specifications

Read **LEICA FOTOGRAFIE**,
the magazine of miniature
camera technique.

Built-in range-viewfinder with automatically parallax compensated illuminated frames for 35, 50, 90, 135mm lenses, rangefinder focusing for lenses from 21 through 135mm. Finder frame preselector lever.

Focal-plane shutter with eleven evenly spaced speeds from 1 to 1/1000 sec, plus Bulb. Intermediate speeds except between 1/4 and 1/8 sec. Speed selector dial couples to LEICAMETER MR. Automatic flash bulb synchronization at speeds to 1/500 sec, electronic-flash at 1/50. Delayed action self-timer.

Speed loading system for all standard 35mm film cartridges and self-loaded LEICA cassettes. Canted rapid rewind crank. Automatically self-starting frame counter.

Single-stroke transport lever tensions shutter, advances film and frame counter; can be optionally double-stroked.

Compact all-metal body with quarter-turn bayonet lensmount, hinged back panel, removable baseplate, accessory shoe, film-type indicator, 1/4" tripod bushing, strap lugs.

® = Registered trademark
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Subsidiary:
Ernst Leitz (Canada) Ltd., Midland, Ontario

US Distributors: E. Leitz, Inc.
468 Park Ave. South, New York, N. Y. 10016

ERNST LEITZ GMBH WETZLAR Germany

List 110-73/engl. Printed in Germany V/67/FZ/Mi