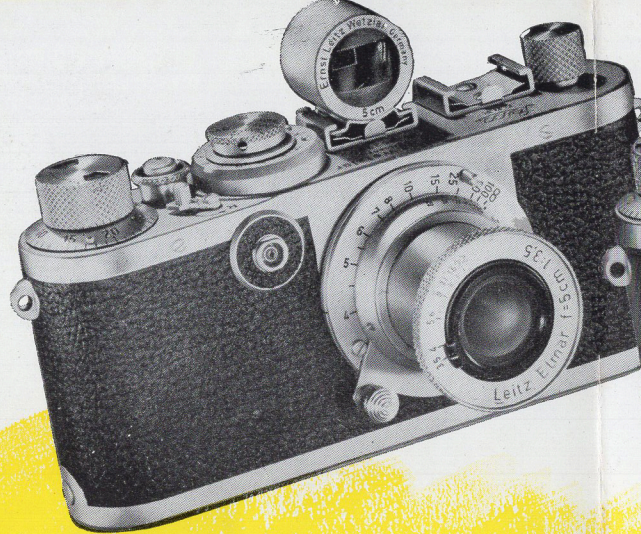




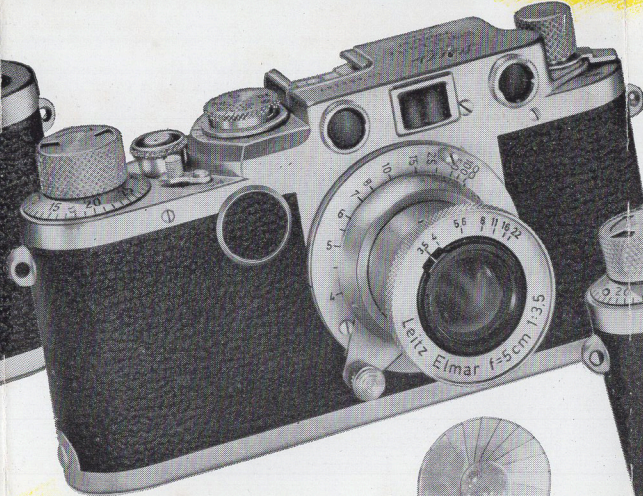
Leica

® makes
better
pictures
easier



MODEL If

LEICA Model If chrome finished housing covered in leather grained vulcanized fabric, lens changing flange ring, detachable reflecting viewfinder and special accessory shoe, focal plane shutter with speeds from $\frac{1}{30}$ to $\frac{1}{500}$ second and "bulb" exposure, including take-up spool; built-in synchronization.



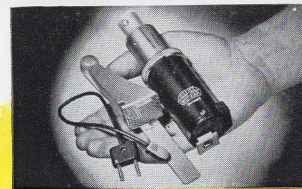
MODEL IIIf

LEICA Model IIIf similar to Model If, but with built-in precision rangefinder, with magnifying telescope system, twin viewing device for both range and viewfinder, built-in synchronization for all flash bulbs and zero delay strobe units, and with film speed indicator built into the winding knob which "remembers" the type of film in the camera in both ASA and Weston ratings.

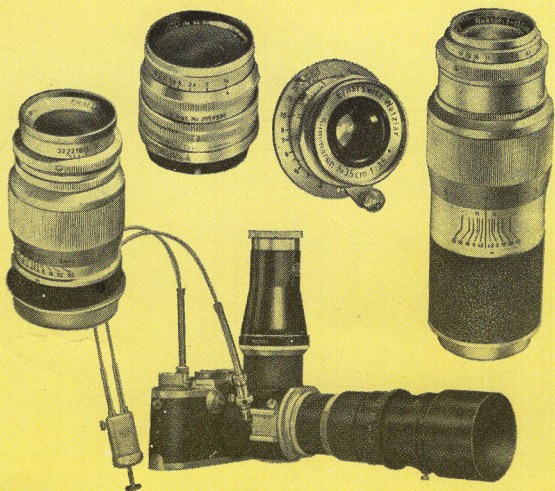


MODEL IIIIf

LEICA Model IIIIf similar to Model IIIf, but with focal plane shutter from 1 to $\frac{1}{1000}$ of a second, with built-in synchronization for all flash bulbs and zero delay strobe flash units, and with film speed indicator built into the winding knob which "remembers" the type of film in the camera in both ASA and Weston ratings. The Leica Model IIIIf is the finest photographic instrument for 35mm. photography.



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Leica[®] lenses

Since the first Leica lens was introduced in 1924, Leitz has developed a whole series of *interchangeable* Leica lenses for every photographic purpose. Their exceptional light-gathering qualities, resolving power, remarkable depth of field and unexcelled color rendition have helped to develop the Leica system of photography.

In like manner, Leitz precision craftsmen and optical engineers have also developed a full range of over 200 important Leica accessories . . . extending the picture-making scope of the Leica owner to *any* field or phase of photography.

See and compare the Leica at your franchised dealer's . . . see how more than a century's experience in the broad realm of precision optics has been *combined* to make better pictures *easier* for you.

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Behind the remarkable ability of your Leica camera to get outstanding pictures there's more than a world-renowned tradition of photographic excellence. There's an entire science. For since 1849, Leitz has been a first name in precision optics.

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