









This is the LEICA

that has helped to establish amateur and professional photographic reputations the world over. It has every feature that makes the name "Leica" famous. One of the things you will like best about it, is the way you can build a marvellously versatile outfit around it. Unsurpassed for all-around use to begin with, the III f makes you master of every specialized branch of photography as you add accessories. Choose from among over 200.

Features

Accepts any of 10 superbly corrected, interchangeable Leica lenses in screw mounts, focal lengths 35–400 mm. Twineyepieces for coupled, built-in range finder (with 1.5 \times magnification) and viewfinder for 50 mm lenses. Focal plane shutter speeds 1 sec. to ^{1/100}th, "B" and "T"; synchronized for electronic and conventional flash. Simultaneous shutter wind and film advance, built-in delayed action timer, film-type indicator, semiautomatic exposure counter.

LEICA III f with ELMAR f/3.5 50 mm	LOOPN	\$ 237.00
with SUMMICRON f/2 50 mm	LUOOX	336.00
Ever-ready case for camera with ELMAR	ESNAR	12.30
for camera with SUMMICRON	ESFUS	12.30

ERNST LEITZ GMBH WETZLAR

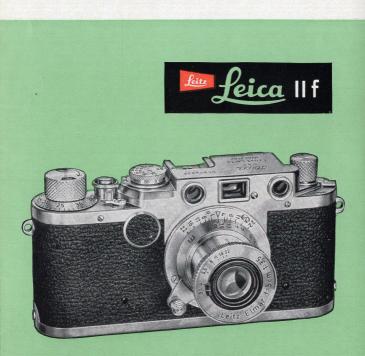
The only differences you will find between the II f and III f are in the automatic shutter speeds below ¹/₂sth, and the built-in self-timer. The II f has neither. But you can add both these features later, any time you want, to convert your II f to a III f. You may prefer the II f as a "first" Leica, since it gives you renowned Leica precision and performance at a saving.

Features

Choice of interchangeable lenses in screw mounts from 35 mm to 400 mm; twin-eyepiece for built-in, coupled range finder with 1.5 \times magnification, and viewfinder for 50 mm lenses; focal plane shutter with speeds from ¹/₂₅th to ¹/₁₀₀₆th and "Bulb"; synchronized for electronic and conventional flash; coupled film transport and shutter winding; film-type reminder; semi-automatic exposure counter.

LEICA II f with ELMAR f/3.5 50 mm	LOOEL	\$ 177.00
with SUMMICRON f/2 50 mm	LUOON	276.00
Ever-ready case		
for camera with ELMAR	ESNAR	12.30
for camera with SUMMICRON	ESFUS	12.30

Be sure to see the Leica I f if you specialize in scientific or technical photography! It has no coupled range finder or built-in viewfinder, but it does have the same phenomenal precision as the II f and III f. It takes all the interchangeable screw-mount lenses and most accessories. It's ideal for beginners, too. You get Leica quality at low cost, and you can convert the If at any time to a III f with its added conveniences.



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Makes you an expert - automatically!

The M 3 combines precision and simple, foolproof operation as no other camera can! It performs most camera operating details a u t o m a t i c a l l y. And you are free to concentrate on your pictures! Newest of Leicas, it is already famous for the ease and confidence it brings to the photographers who use it.

Features

Single window range-and-viewfinder shows subject lifesize in bright-line frame. Frame shows field of 50 mm lenses, changes automatically to field of 90 mm or 135 mm lenses as you attach them. A ut o m at ic parallax compensation. New bayonettype lens mount locks or unlocks in ¹/sth turn. Single click-stop shutter speed dial gives 1 sec. to ¹/1000 th, and "B" speeds. Focal plane shutter synchronizes a ut o m at ic ally with electronic and conventional bulbs. Built-in self-timer, fully enclosed exposure counter with a ut o m at ic zero return. Hinged back plate for loading ease; film-type indicator. Accessory exposure meter couples to shutter speed dial, giving proper exposure setting semi - a ut o m at ic ally.

LEICA M 3 with ELMAR f/3.5 50 mm	IMARO	\$ 348.00
with SUMMICRON f/2 50 mm	ISUMO	447.00
Ever-ready case for above	IDCOO	15.00

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Leica's unparalleled versatility is based first on its selection of wire-sharp, meticulously corrected lenses. Whether you want to picture a large area within a small working distance or to "reach out" to get a large image of a far-off subject, you will do it easily with Leica lenses. With them, you are master of perspective, too. You "make" pictures rather than "take" them. Leica lenses set your imagination free.

Each Leica lens, from 35 mm wide angle to 400 mm telephoto, is precisely designed for highest performance in its particular field. The "f" series Leicas take lenses in screw-thread mounts; the M 3 lenses feature a quickchange bayonet-type mount (but screw-mount lenses can be adapted for use on the M 3). All except the 125 mm, 200 mm, and 400 mm lenses couple directly to the Leica range finder. These three are used with the Visoflex reflex housing which gives ground-glass focusing and composition. Lenses other than 50 mm call for accessory finders on all Leicas except the M 3. On the M 3, a bright-line finder appears automatically when you put on a 90 mm or 135 mm lens.



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	LEIGAL		Codewords for lenses	
	LEICA Lenses	with screw-	with	
		thread	bayonet	
	ELMAR f/3.5 50 mm	A A MARTINE	the second second	
	standard universal lens	ELMAR \$ 57.00	ELMAR-M 60.00	
	SUMMICRON f/2 50 mm		,	
	high-speed universal			
	lens	SOOIC \$ 156.00	SOOIC-M 159.00	
	SUMMARIT f/1.5 50 mm	φ 150.00	133,00	
	ultra-speed lens	SOOIA	SOOIA-M	
SUMMARON f/3.5 35	mm	\$ 177.00	180.00	
wide-angle lens		SOONC	SOONC-M	
Reflecting viewfinder	35 mm	\$ 96.00 SBLOO	99.00 SBLOO	
		\$ 21.00	21.00	
ELMAR f/4 90 mm	1	ELANG	ELANG-M	
landscape and portrait		\$ 90.00	93.00	
same lens in collapsibl	e mount	The Hells	ILNOO 150.00	
HEKTOR f/4.5 135 mm	n		150.00	
coupled long-focus ler	ıs	HEFAR	HEFAR-M	
		\$ 135.00	141.00	
SUMMAREX f/1.5 85				
ultra-speed long-focus		and the second		
LEICA VISOFLEX foc				
(a) for LEICA I f, II f, I	ifier and double release			
(b) for LEICA M 3 .		E.LEI		
Short focusing mount	to use			
existing coupled 135 m	m HEKTOR	468 FOU	RTH AVE.,	
on the VISOFLEX hou	sing . ZOOAN*) 18.00			
HEKTOR f/2.5 125 mn		NEW YO		
high-speed long-focus for use on VISOFLEX ho		NEW IC		
	using. HIKOO 141.00			
TELYT f/4.5 200 mm	g-distance photographs,	N. Y.		
also Portraits.				
fitting VISOFLEX	OTPLO 156.00			
TELYT f/5 400 mm				
special purpose telep				
distances fitting VISOF	LEX . TLCOO 450.00			
Universal viewfinder for lenses 35—135 mm	VIOOH 39.00			
Leather case	•••• EBOOH 1.80			
		Annelistante in the second second		
for existing screw-three	ad lenses			
of 50 mm focal ler				
of 90 mm focal len				
of 135 mm focal len				

(to adapt them to the bayonet of the M 3)

*) State serial No. of existing lens.

Fisher Photo Supply Co.

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