



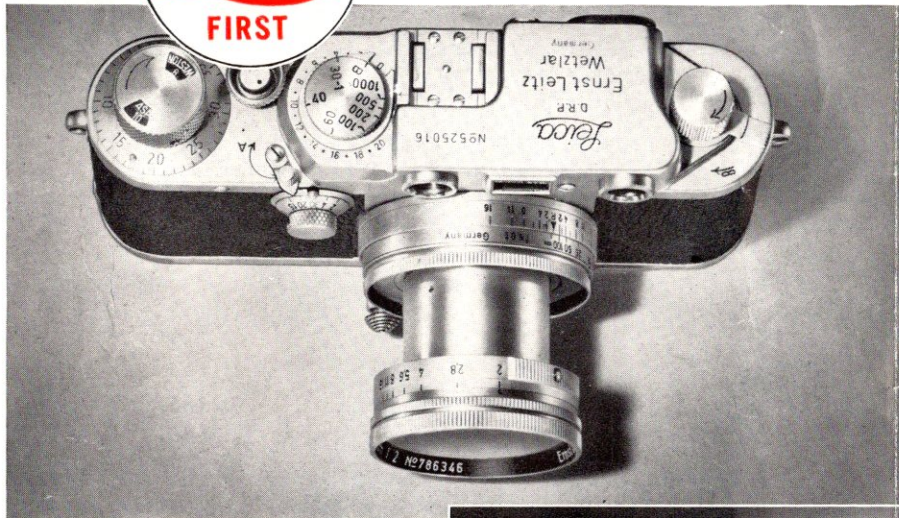
THE
Leica
III f

with
**BUILT-IN-FLASH
SYNCHRONIZATION**

E. Leitz Inc. Proudly Presents

THE MODEL IIIIf WITH BUILT-IN FLASH SYNCHRONIZATION

FOR ALL SHUTTER SPEEDS UP TO 1/1000, AND STROBE



The *only* camera of its kind—the Leica IIIIf upholds the Leitz tradition for ever-increasing versatility of the Leica and its accessories. Once again Leitz proves its leadership in the field of 35mm. technique.

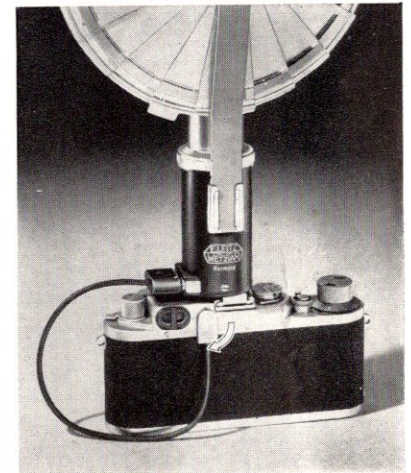
The new features include:

- Compact flash unit with the exclusive fan-folding reflector
- Built-in synchro-contact plug
- Built-in automatic synchronizing dial
- Handy film speed indicator

The amazing flash unit (Illus. 2) packs more power (6v) into less space than any other unit. It breaks down into five component parts:

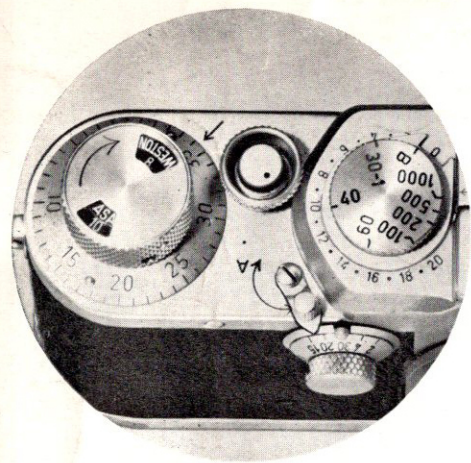


1. Battery case with threaded tripod socket for independent mounting.
2. Exclusive fan-type folding reflector made of dull finish aluminum. Diffuses light more easily . . . eliminates hotspots. Adjustable in height for proper centering of all size bulbs.
3. Connecting cord and synchro-contact plug.
4. Midget bulb adaptor with spring-clip ejector.
5. Regulation-size bulb holder which readily accommodates midget adaptor.



The flash unit fits compactly into your pocket . . . weighs only 9½ ozs. with the *four* standard pencil-type batteries in their specially designed holder. Designed for faster, surer firing; longer life.

- The contact point is built into the rangefinder housing (Illus. 3). Simply slide the flash unit into the accessory clip and fit the synchro-contact plug onto the contact point and give it a slight turn to the *left* . . . it will lock securely into position.
- The built-in automatic synchronizing dial (Illus. 1) is set after the flash factors have been determined by referring to the handy reference table supplied with



each flash unit. (This table fits into the pocket of the Eveready case.)

- When the desired shutter speed, lens aperture and distance have been determined, turn the synchronizing dial to the number in-

dicated in red on the table. Strobe units can be readily adapted to this unit without modification or additional accessories. No factory installations are necessary.

- The handy film-speed indicator in the winding knob "remembers" the type film in the camera. Lift the knurled knob and turn to the right for black and white . . . to the left for color. Both A.S.A. and Weston ratings will appear. Set this dial after loading.

These additional features are all added at *no* increase in cost. The model III^f with Summarit 50mm. $f/2$ lens is still \$385. Other models range from \$280 to \$472.50. The flash unit is an economical \$28, including tax.

See the greatest Leica right away at your franchised dealer. This long awaited innovation revolutionizes 35mm. flash photography.

E. LEITZ, INC.
304 HUDSON ST.
NEW YORK, N. Y.
