

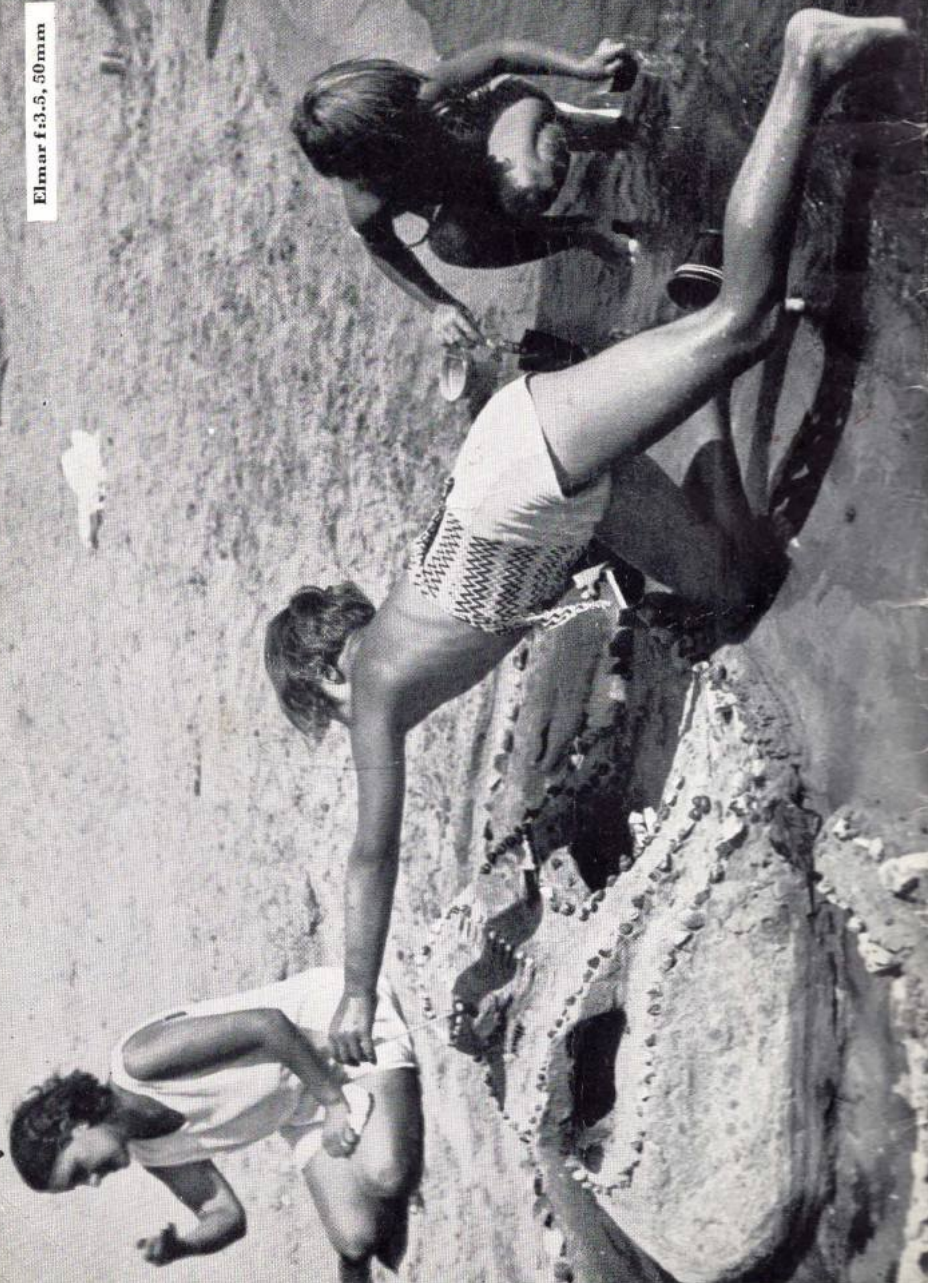
Why

Leica?



E. LEITZ, INC., NEW YORK

Elmar f:3.5, 50mm



THE CAMERA OF TO-DAY

Today when there are so many different miniature cameras available it is necessary to select a photographic outfit which will fulfill a majority of qualifications. **Immediately the LEICA Camera becomes first choice for such a weighing of facts.** Here is a camera which is not only unique in its use, but one which has actually established an entirely new conception in the photographic world. From the first moment you have held a LEICA in your hands, or operated it, you instinctively know that it will be your next camera, regardless of how many cameras you already possess.

LEICA THE PIONEER CAMERA • Introduced to the world in 1925 as the first miniature camera to use standard 35mm cine film for making the now popular double-frame area (1 x 1½ in.) negatives, the LEICA has continued to break down conventional photographic habits during the succeeding years. The smallest focal plane shutter, no double exposures possible, compact, pocket-sized shape, interchangeable lenses, and the new built-in range finder with automatic lens focusing, were **all original LEICA innovations which no other camera possessed.**

LEICA USES 35mm CINE FILM • The LEICA Camera was introduced in 1925 as the first miniature camera using the 1 x 1 1/2 in. negative area. **LEICA was first in the field**, and since its introduction has steadily been improved and become increasingly popular. There are now over 150,000 LEICA Cameras in daily use, and new enthusiasts are being added to the ranks daily.

LEICA IS MADE BY SKILLED WORKERS ONLY • LEICA'S background serves as its guarantee of quality—it is manufactured by the Leitz Company, known as the world's leading manufacturers of microscopes. The same materials and precision that go into the manufacture of Leitz microscopes are embodied in the LEICA Camera, a factor which cannot be overlooked or underestimated. This was the paramount factor responsible for the LEICA having been immediately received as the most excellently constructed precision camera by the entire photographic profession. Such interest gradually developed to one that might well be described as sensational. This principle has continuously been observed, and may justly be looked upon as being responsible for the triumphant path the LEICA has taken since its introduction in 1925.

LEICA CONTINUALLY CREATES NEW INNOVATIONS

• From the original LEICA model with a permanently attached ELMAR f:3.5 lens developed the type permitting interchangeable use of lenses having various speeds and focal lengths.

THE NEW AUTOFOCAL LEICA • In 1932 the Leitz Company introduced the Model D LEICA, which has since come to be known as the AUTOFOCAL LEICA. **This model incorporates a focusing device which is acknowledged to be the finest in design and principle**, and was met with acclamation. It was an instantaneous success to put it mildly. Today the LEICA is hailed as the outstanding miniature camera through-



The LEICA Camera is held this way when making horizontal pictures.

The hands cradle the camera comfortably, yet firmly, in such a manner that the view and range finder come to a level with the eye. This permits the focus and the object being photographed to be clearly seen at all times. Note how the right fore-finger is over the shutter release, ready to make the exposure. In pressing the release button, do not jerk it down quickly as this is liable to jar the camera and spoil the aim, to say nothing of resulting in a blurred image on the film. Instead, press slowly, in much the same manner as the trigger of a rifle is "squeezed." This little trick will be found of great value.

out the entire world. Whoever purchases a LEICA today obtains an instrument with an undaunted reputation. It has passed the experimental stage, it has been tested, proven, and accepted as a camera of precision and versatility. When you purchase a LEICA you **know** what you are getting. The soundness of the principles incorporated in the original model is indicated by the fact that **any model can be easily converted into the latest type.**

6 THE MODEL F LEICA • In 1933 the Model F LEICA was introduced. It possesses even more valuable features than the Model D, among them being the SLOW shutter speeds, ranging from 1 full, measured second to 1/20th second, besides the usual speeds from 1/20th to 1/500th second, an enlarged and improved field of view for the automatic range finder, and metal eyelets on the camera case for a neck-strap by means of which it may be suspended from the neck or shoulder without the aid of the carrying case.

7 AN ACCESSORY FOR EVERY PURPOSE • An amazing feature of the LEICA is the three-hundred-odd accessories which have been developed. These numerous accessories make it possible to apply the LEICA to every phase of photography as well as specialized fields which were formerly beyond the range of photographic application. The LEICA, therefore, not only represents the very best miniature camera, but also furnishes the basis for special photographic processes of extreme versatility. **Every photographic problem can be easily solved with the LEICA Camera.**

8 THE LEICA AS A CAMERA • The LEICA is endowed with the simplest and most practical form ever offered in any camera. It is actually so small that it is difficult to conceive that its housing is capable of containing the marvelous mechanism that makes LEICA photography possible. Both ends of the camera are **rounded**, the only practical design for a camera of this type. This feature makes the camera not only easier to hold in the hands, but also carry in the pocket. There are no sharp corners, no space taken up unnecessarily. Every inch of the camera means something and is necessary. The rounded corners permit a freer and easier grip, and require less effort in holding the camera. The LEICA **fits** into the hands naturally.



Meshie, age 4½ years, holding Mary Raven. LEICA photo by H. C. Raven.

STREAMLINED BEAUTY IN A LEICA • The LEICA Camera

9 may be easily compared to the most modern Streamlined Automobile. There are no buttons, indicators, or knobs which can interfere with the carrying case or pocket when the camera is being inserted or removed from its resting place. Even in appearance the LEICA is "smooth." **All controls are situated conveniently on the top of the camera** where they are easily reached, yet never in the way. This feature is best appreciated by actually handling the camera. Because of the convenient arrangement of all controls, the LEICA can be used to make more exposures in a given time than any other camera.

LEICA IS MADE FROM THE FINEST MATERIALS • The

10 question of durability is often asked, and it will be of interest to know that **all parts of the LEICA are made of drawn materials of the highest grade and greatest strength.** Cast mate-

rials are not used in the LEICA because they are not always dependable. The LEICA Camera is covered, not with leather, but a hard rubber material which is vulcanized onto the camera. This special material resembles leather in appearance, but it is indestructible and insensitive to rain, heat, and cold. Those parts not covered with the hard rubber compound are finished in hard, black enamel.

LEICA IS PERFECTLY BALANCED • A point of interest is **11** that the LEICA Camera may be placed upon any flat surface for the purpose of making pictures. It remains rigid and steady because its bottom surface is flat and even. Other cameras, in order to provide tripod bushings, are required to raise this portion to insure sufficient clearance for the tripod screw, hence they cannot be laid or placed on any surface without rocking to and fro or falling over completely. Despite the flat bottom surface as offered on the LEICA Camera, a tripod bushing is provided which permits the camera to be fastened upon any tripod at will.





F:1.9, 1/40th sec.

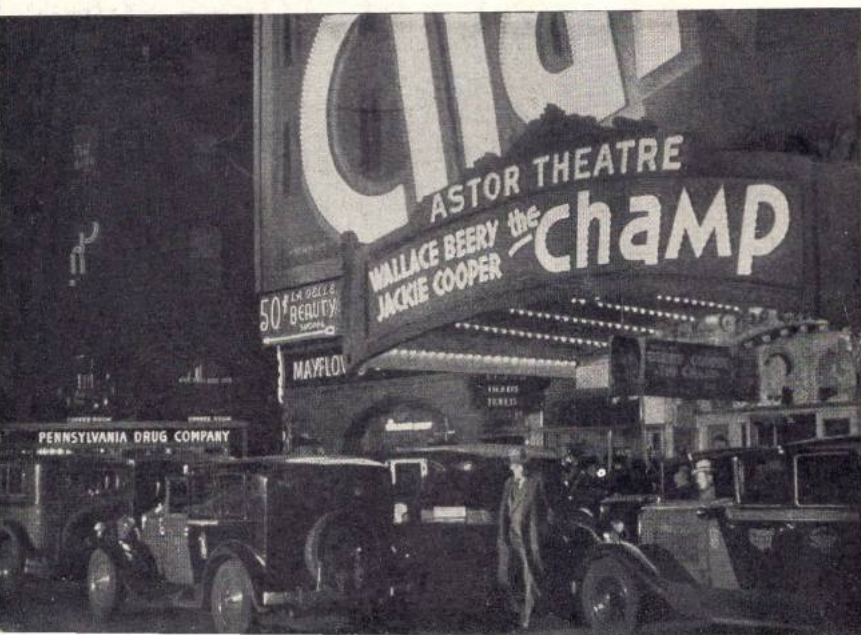
Night scenes and action pictures under the most severe light conditions can now be made easily with the LEICA speed lenses. The HEKTOR f:1.9, SUMMAR f:2, and HEKTOR f:2.5 lenses are excellent for newspaper and LEICA candid camera pictures. Actual stage scenes, boxing and wrestling matches, night celebrations, window displays at night . . . all are easy subjects for LEICA photography.

CAMERA MECHANISM NEVER EXPOSED • To open the camera, only **one** locking key is turned. **This makes re-loading quick and easy.** Errors are impossible because the locking key cannot be turned until everything is properly adjusted in the camera. In loading, only the bottom is removed. To remove more than this would subject the camera to the dangers of dust and dirt to say nothing of damage to the delicate mechanism. Where a section of the camera is removed, there is also the danger of forcing the two parts together again in the case of an imperfect fit. Such things cannot happen with the LEICA, the camera is either completely closed or open for loading or unloading.

LEICA IS EASILY LOADED • When loading the film into the LEICA there is no "threading." No sprockets to be fitted to the film, no gate to close. In the LEICA the film is merely slipped into its channel and the cover-door locked. The camera takes care of the rest of the manipulations. The LEICA may be considered not only simple, but foolproof as well.

New York at Night

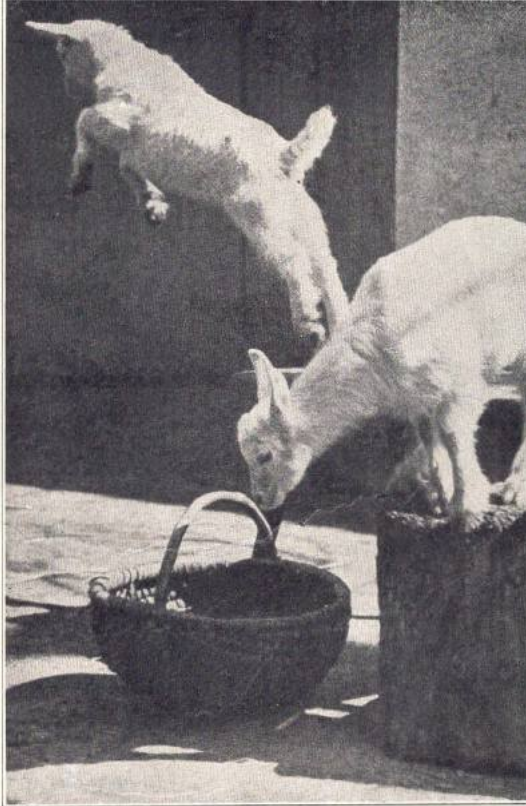
LEICA Photo—Dr. Fritz Block



CLOTH SHUTTER •

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The shutter itself is of the focal plane type such as is used in many reflecting cameras. It consists of a special cloth which has been developed after much research and experimenting. **This cloth is unaffected by climatic conditions and at the same time eliminates the danger of "flare" from reflection,** which often manifests itself in the case of metal shutters operating at high speeds. The range of shutter speeds are so arranged that the LEICA owner has a full range of exposures useful for all kinds of work.



Kids and pets create LEICA thrills.

THE EFFICIENT LEICA SHUTTER •

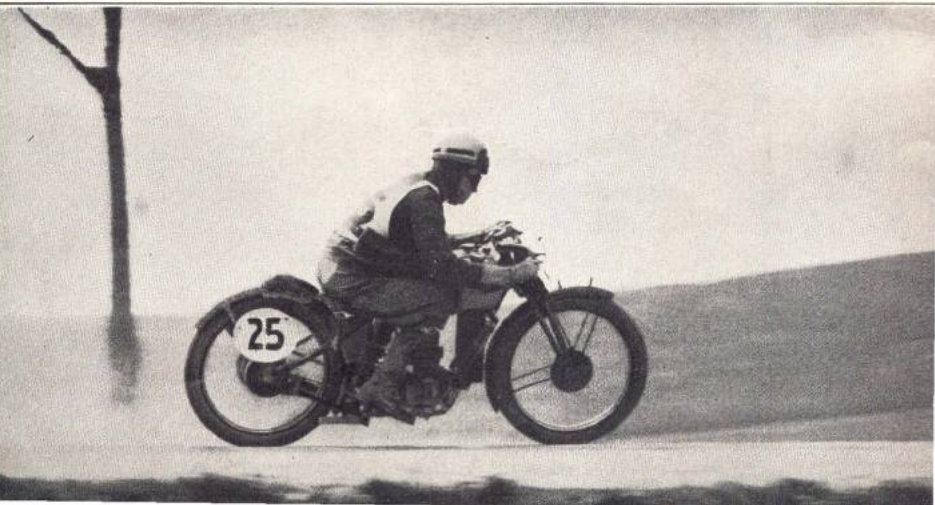
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One of the first slogans used in connection with the LEICA Camera was . . . **double exposure impossible.** This feature is made possible by the unique device which couples the shutter and the film winding mechanism. It is truly impossible to expose one section of film twice. The mechanism is automatic, hence offers no trouble or doubt to the amateur. Every time the film is wound or the shutter is set, the film moves automatically to the next position.

16 A WIDE RANGE OF SHUTTER SPEEDS • The speeds on the Models D and E are as follows: Bulb, Time, 1/20th, 1/30th, 1/40th, 1/60th, 1/100th, 1/200th, and 1/500th of a second. The Model F LEICA offers, **in addition** to these speeds, 1, 1/2, 1/4th, 1/6th, 1/8th, and 1/10th second and all fractions between. These exposure speeds are strictly tested on every camera before it leaves the factory, hence the owner may be assured that if, for example, he sets the shutter for 1/60th of a second, that will be the exact exposure of the film.

The LEICA focal plane shutter travels horizontally from right to left (shutter release button to rewind knob) with the length of the camera and picture aperture. The real value of this will be appreciated when photographing rapidly moving objects. Let us use, as an example, a speeding express train. A photograph of a train would naturally be taken horizontally on the film because of the better composition considerations. In the

No distortion at 70 miles per hour in this LEICA photo.





Nature Photography with the LEICA.

same way a pole jumper would be photographed with the camera held vertical so as to include the height of the picture. With a shutter that travels the short area of the film image, that is to say, downwards, we would very likely obtain the picture of the speeding train in a distorted manner. This distortion is due to a train moving in a horizontal direction and the shutter in a vertical direction. If the case is of a speeding automobile, the wheels would very likely appear oval shaped on the picture instead of round as they actually are. The LEICA focal plane shutter, traveling horizontally, would be made to cut across the field of action, thus producing a shorter exposure and eliminating the objectionable distortion. **A good rule to follow is to have the shutter traveling in the same direction as the object being photographed.** Actually the shutter will then be moving in an opposite direction from the object on the film (lenses reverse the direction of movement). In the event that the object is moving against the shutter, the camera need only be reversed, or held upside-down to obtain the cross-action effect:

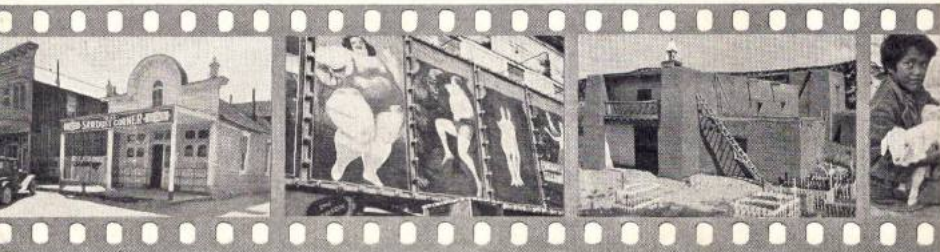
LEICA PHOTOS IN RAPID SUCCESSION • From the brief

17 explanation of the camera, the shutter, and the focusing arrangement, it will be clearly seen that **the LEICA Camera can be operated much faster than other cameras.** Actual experiments conducted by unbiased camera enthusiasts show that the LEICA is capable of making seven exposures in the same time that is required to make three exposures with similar cameras. This is of great value for it permits quicker and easier manipulation. Many times it becomes necessary to make a series of exposures in rapid succession. This the LEICA is capable of doing in a most admirable manner. Because of the design and shape of the camera, **quick exposures can be made without the camera being moved from its original position in the hands while photographing.**

LEICA FOR CAPTURING THE AMERICAN SCENE •

18 One of the most fascinating uses of the LEICA Camera is photographing those things in the United States which have a distinct flavor of our American life in the present as well as in the past. Historical buildings, interesting personalities, ghost towns of the west, towns and cities which all have their own individual pictures, signs, parades, landmarks. Many of your Americana pictures taken today will form the nucleus of valuable and interesting collections. LEICA negatives only cost from $\frac{1}{2}$ to $2\frac{1}{2}$ cents each. For a few dollars you can make hundreds of pictures.

LEICA American scene photos . . . actual size.



Speed with Leica



1. WHIP YOUR LEICA INTO INSTANTANEOUS ACTION.



2. CATCH SUCCESSIVE PICTURES IN SPLIT SECONDS.



3. RECORD THE COMPLETE ACTION CYCLE WITH LEICA.

SHUTTER SPEEDS PRACTICAL • It will be noted that the

19 LEICA shutter has been designed not only from a scientifically correct standpoint, but with an eye to practical applications as well. Even the shutter speeds were chosen after due deliberation and consideration. The 1/20th speed was chosen because it makes exposures about 20% slower than the usual 1/25th and for this reason finds a more universal use. LEICA shutter speeds are not haphazard selections, and the owner will come to recognize them as the most useful range found in any camera.

Slower shutter speeds are of course made possible in the Model F LEICA, running from 1/20th down to 1 full second.

Time exposures on the Model D are made by pressing the shutter-release button for the duration of the exposure. A cable release is recommended for this purpose. By means of the special set lock on the plunger, the camera shutter can be held open for long periods without the necessity of holding it with the fingers. While time exposures are not suggested to be made without the aid of a tripod or other firm support for the camera, short, quick exposures can be effected with the camera held in the hands.

EXTREMELY ACCURATE SHORT BASE RANGE FINDER

20 • The unique focusing arrangement which has earned for the LEICA the name AUTOFOCAL camera is a revolutionary feature which has created a sensation. A special short base range finder is built into the camera, and by means of a special coupling, all LEICA lenses can be accurately focused by means of this arrangement. A short base range finder was chosen for use on the LEICA because this type serves best the purpose. **The LEICA range finder permits a larger image to be seen than a long base finder, and the point of coinci-**

FIG. A—
LEICA in focus . . . Large brilliant
image seen in extremely accurate
LEICA short base range finder.



dence is therefore brought about in much less time. The value of the larger image is at once apparent by referring to (figure A). Two examples of images are given, one shows the image in coincidence or exact focus (figure A). The other (figure B) the field as seen in the short base range finder before coincidence has been established. These pictures show clearly the difference when the LEICA lens is in exact focus and when the camera is out of focus.

FIG. B—
LEICA out of focus . . . Double
image is conveniently within the
LEICA range finder field of view.



INSTANTANEOUS FOCUSING • The speed and accuracy of

21 the LEICA focusing device is another valuable feature. The operator can SEE his focus as the lens is being adjusted. It can be seen that such an arrangement makes for speedy work—a valuable feature to the sports and press photographer. As the lens is rotated in its mount, the range finder indicates accurately the exact focus. Because of the short base range finder, the lens has to be turned **but slightly** to be brought into focus. The process of focusing the lens is therefore speedily accomplished. In actual operation, the operator views the scene in the range finder as he turns the lens. The lens is thus almost at once focused. There is no fumbling with tiny knobs, no tedious, slow manipulation. **The focus is immediately established.** This new focusing device can be only fully appreciated after actual use. We invite comparison of the LEICA with any other similar camera.

ELEVEN INTERCHANGEABLE LENSES • The LEICA is a

22 **complete camera,** yet various accessories widen its scope tremendously. One of the first set of accessories that interests the new owner is the series of various lenses. All lenses are instantly interchangeable in the LEICA Camera. A screw mount was provided in the LEICA after considerable experimenting. The two most popular lens mountings are the bayonet lock and the screw mount. Because of certain inherent disadvantages contained in the bayonet joint among which might be mentioned excessive wear from friction in due time, the screw type mount was selected for the LEICA Camera as being the most accurate and practical.

A LEICA LENS FOR EVERY PURPOSE • The various lenses

23 available for use with the LEICA include:

ELMAR 35mm focus, f:3.5—A wide-angle lens for cramped spaces, narrow streets, architectural subjects, and all purposes where a wider field is desirable. Angle of view: 65° , weight: $3\frac{1}{2}$ ounces.

ELMAR 50mm focus, f:3.5—The lens recognized as the "standard" objective for the LEICA, as it is suited to the widest range of photographic needs. In collapsible mount. Angle of view: 48° , weight, 4 ounces.

HEKTOR 50mm focus, f:2.5—This lens is chosen by those who require additional speed in their normal angle lens. It is also used by many as a "standard" objective for all-around purposes. In collapsible mount. Angle of view: 48° , weight: $4\frac{3}{4}$ ounces.

SUMMAR 50mm focus, f:2—This recent addition to the LEICA lens series possesses a surprisingly flat field and needle-sharpness, even at its widest aperture, despite its great speed. Built upon entirely different optical designs, the SUMMAR is offered as a combination normal and speed lens of exceptional merit, possessing none of the disadvantages usually associated with "speed lenses." In collapsible mount. Angle of view: 48° .

SUMMAR 50mm focus, f:2—Same as the previous SUMMAR lens except that it is built in a fixed (non-collapsible) mount.

HEKTOR 73mm focus, f:1.9—Here is the speediest lens of the series. It is most useful for portrait and aerial photography, besides serving in the capacity of a real speed lens. Its additional focal length is a desirable combination with its speed. Angle of view: 34° , weight: $17\frac{1}{2}$ ounces.

HEKTOR 73mm focus, f:1.9—Same as the previous HEKTOR lens, but adapted especially for use with the natural color photography filters. This lens is mounted in a special micrometer spiral mount which permits it to be focused without turning the entire lens system.

ELMAR 90mm focus, f:4—This lens is of medium telephoto focus. For portrait and aerial work it matches the HEKTOR 73mm focus, f:1.9 lens, because of its additional focal length. A very popular lens which is owned and used by a great many LEICA enthusiasts. Angle of view: 27°, weight: 10 ounces.

ELMAR 105mm focus, f:6.3—Here is a lightweight telephoto lens which will appeal strongly to travelers who do not wish to burden themselves unnecessarily. It possesses excellent characteristics, although in order to keep its size and weight down, its speed is not equal to that of other lenses. This, however, is not to be considered a disadvantage. Angle of view, 24°, weight: 7 ounces.

ELMAR 135mm focus, f:4.5—For the maximum long-range photography; a telephoto lens which pulls in distance and magnifies it on the LEICA negative in a most satisfactory manner. Nature, sport, and news photographers find it indispensable. Angle of view: 19°, weight: 14³/₄ ounces.

HEKTOR 135mm focus, f:4.5—This lens possesses the same focal length and speed of the previously mentioned ELMAR. Its design, however, is somewhat different, as it incorporates an astonishing color-correction and flatness of field. The ultimate in a telephoto lens for the LEICA. Angle of view: 19°, weight: 18¹/₂ ounces.



Nine of the eleven LEICA interchangeable lenses. The SUMMAR f:2 in fixed mount and the HEKTOR f:1.9 in spiral mount are similar in appearance to the SUMMAR f:2 in collapsible mount and the regular HEKTOR f:1.9 shown in the illustration.

LEICA LENSES ARE THE FINEST MADE • The word "tele-

24 photo" is used to designate several of the Elmar lenses. Actually these are not real telephoto lenses according to the strict sense of the term. Real telephoto lenses, due to their optical design and construction, do not ordinarily permit needle-sharpness at the extreme corners of the image—which is of tremendous importance in LEICA photography—hence these so-called telephoto lenses are actually lenses of comparatively long focal length which assure the finest detail and sharpness even to the extreme corners of the image.

All LEICA lenses are constructed so that they automatically attach to the focusing range finder of the Models D and F cameras.

THE ONLY CAMERA WITH SUCH A COMPLETE LINE

25 OF ACCESSORIES • Among some of the numerous accessories available for use with the LEICA Camera are those which convert the LEICA into a speed camera, a press camera, portrait, panorama, telephoto, aerial, copying, clinical, micro, and wide-angle camera. To illustrate, there are several devices which permit the LEICA to be connected to a microscope, copying outfits permit the LEICA to be used for copying small objects, manuscripts, legal papers, maps, diagrams, etc., printers are available for making positive LEICA prints on film, paper and glass slides, and projectors for showing these pictures on a screen. The Correx and Reelo developing tanks assure easy and perfect developing of LEICA films, the Valoy and other enlargers build the tiny negatives up to enlargements measuring often 3 x 4 feet. In short the LEICA has something to offer everyone from the casual snaphooter to the highly specialized photographic worker.

LEICA THE UNIVERSAL CAMERA • Why LEICA? Because

26 the LEICA is a unit camera. It can be added to at any time. You need a LEICA for your activities regardless of their nature. You need a LEICA even if you have never held a camera in your hands. If you already possess several cameras and are well-experienced in photography the LEICA is your immediate choice. You need a LEICA to record your travels, vacations, hunting and fishing trips, your favorite sports, your business activities. You need a LEICA to record the intimate glimpses of your home life, your loved ones, their activities. The LEICA is the **only** camera for you, because it is the most perfect, simplest, and versatile camera in the world.

LEICA photography is extremely inexpensive. The LEICA uses standard 35mm cinema film, producing 36 exposures per loading. These 36 pictures cost less than a dozen negatives of $3\frac{1}{4} \times 4\frac{1}{4}$ inch size. Small negatives, from which huge enlargements can be made—low cost. Simplified, yet perfect developing results in the finest quality negatives. Crisp, sharp images by means of the famous Leitz lenses produce sparkling enlargements of almost any size.

ESSENTIAL FEATURES OF THE LEICA CAMERA

are noteworthy and of interest

THE WINDING KNOB does three things when it is turned:

1. It sets the focal plane shutter.
2. The film is automatically advanced to the next position.
3. The picture-indicator advances one point.

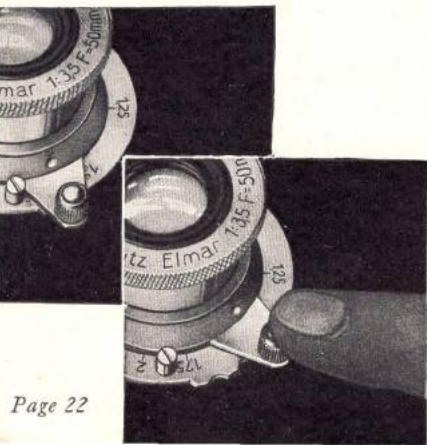
Three operations in one. When the release button is pressed, the shutter is released, the film is exposed, and the next picture cannot be made until the winding knob is again wound. In this way double exposures are prevented.

THE METAL CLIP which is found on the top of the camera serves various purposes. It supports the range finder, stereo attachment, universal view finder, spirit level, reflecting view finder, and Wintu angle view finder. All of these accessories are made to fit this clip, and while they fit snugly, they can be immediately removed. The regular view finder serves for the Elmar f:3.5 50 mm, Summar f:2 50mm, and Hektor f:2.5 50mm lenses. All other lenses require the use of the universal view finder—which may of course be used with the 50mm lenses as well. All finders cover the exact field covered by the lenses.

THE REWIND KNOB is designed to be conveniently and quickly used without interference with the finder housing. The knob is pulled straight up, thus assuring complete clearance so that it may be rotated without the fingers getting in the way. After using, this knob is simply pushed down into its original position, after which it is again flush with the top of the camera.



The **50mm LENSES** are of the "slip-out" variety, hence when not in use they are nearly flush with the front of the camera. This makes it possible to retain these lenses on the camera regardless of whether the camera is placed in the pocket or case. The lenses have an ingenious infinity lock. In order to release the lens for other distances, the lens-control knob is pushed slightly inward and down. This feature enables the camera to be used for infinity scenes and subjects without danger of the lens becoming accidentally out of focus due to unintentional movement. This feature will be especially valuable to aerial photographers, for in this work vibration often shakes the lens away from the infinity position.



ALL LEICA LENSES operate in a mount which is calibrated for the hyperfocal distance. By means of this inscription the photographer can see at once how much depth of field he has included in the picture according to the distance and lens stop. An important feature for making certain of the results.

THE SHUTTER SPEEDS ARE SET by the engraved dial on top of the camera. The speed selected is found on the dial and placed opposite the index mark. Any shutter speed can be set by lifting the dial and rotating it.

The special **SLOW** shutter speeds (on the Model F LEICA) are similarly easy to adjust. All speeds slower than 1/20th second are controlled by the smaller, secondary knob after the 1/20 second speed on the regular dial has been placed opposite the index mark.

Once a shutter speed is selected, it need not be even thought about until a new shutter speed is wanted.

All that is required to make the exposure is a rotation of the winding knob and a pressure of the shutter release.

THE SHUTTER RELEASE BUTTON is conveniently located near the film winding knob so that it is possible to make a number of exposures in rapid succession because of the close proximity between the two. The finger need be moved but slightly to shift from one to the other. A special cable release is available which attaches to the release button when this accessory is needed, such as in time exposures. A self-timing device is also available which fastens onto the button.

A TRIPOD BUSHING is located at the bottom of the camera by means of which the LEICA can be securely set up on a tripod. This bushing does not bulge, but is flush with the bottom of the camera so that it does not interfere when placed upon a flat surface such as a table.



LEICA Model F with built-in range finder, coupling for automatic lens focusing, and shutter speeds between 1 second and 1/500 second. SUMMAR f:2. 50mm lens on camera

THE MODEL F LEICA

The most popular model which has been accorded a most unusual reception is the Model F. Its SLOW shutter speeds open entirely new and different fields. Two knobs are supplied on this model, the usual knob, which has been made somewhat smaller, still controls the speeds of 1/20th to 1/500th second, while the secondary knob, conveniently located near the lens, controls the SLOW speeds.

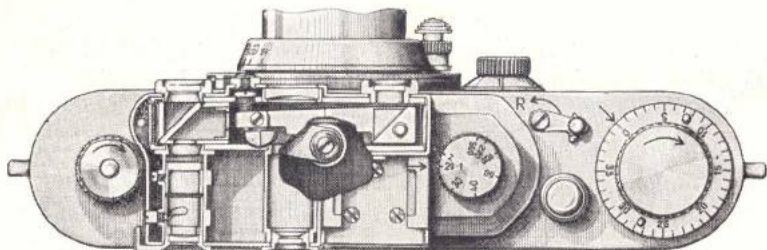
The secondary knob is engraved with the following figures: T (Time), 1, 2, 4, 8, and 20. These represent 1 second, 1/2 second, 1/4th second, 1/8th second, and 1/20th second, respectively. **Think of it—a focal plane shutter which operates at all useful speeds up to one full second exposure!** However, this is not all.

Intermediate speeds may also be secured **by setting the indicator between the calibrated figures.** For example, should an exposure of $1/6$ th second be wanted, the indicator is merely set between the 4 and the 8. A true $1/6$ th second exposure will result. Setting the indicator between 1 and 2 will result in an exposure of $3/4$ ths second.

It will be noted that the LEICA shutter speeds range "smoothly" from one to another **without giving thought to individual settings.** The two setting knobs operate in synchronism, there are no special matching of rings or knobs, one can change from a slow to a fast shutter speed **instantly without going through a series of adjustments.** In short, the LEICA shutter speeds are foolproof, requiring no instruction book for their operation.

The knobs are of polished chromium and the figures in black, hence even in darkness the settings are easily read. This is of importance when photographing in theatres or other dimly illuminated places. The polished metal surfaces reflect sufficient light for use in making the proper adjustments.

The judging of slow shutter speeds has always been troublesome, but now by means of the new series of settings on the Model F LEICA, slow speeds are **accurately obtained,** and without guesswork. There is hardly a photographic field or activity in which slow shutter speeds are not at some time or another demanded—in fact, in most cases these slower speeds are used most frequently. In actual use, the Model F does not differ greatly from the Model D. When using the secondary slow speed knob, the regular shutter indicator dial on top of the camera is always set at 20 ($1/20$ th second), after which the slower speeds become effective. When the usual faster shutter speeds are used, the regular knob only is used. **Only when $1/20$ th second exposure is wanted must the two knobs be set on the 20 mark.** The operation of Model F LEICA is simplicity itself.

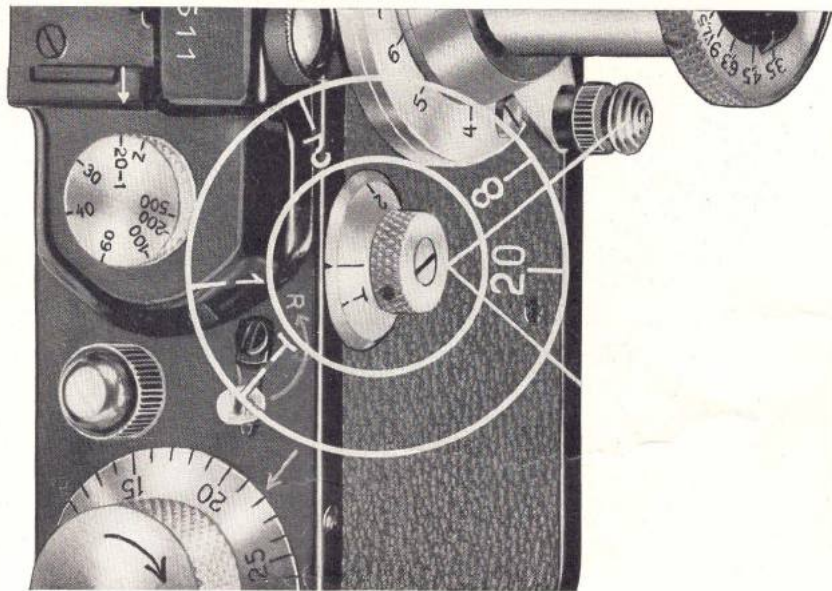


Top cut-away view of Model F LEICA showing interior parts of the built-in range finder.

NEW STYLE FOCUSING DEVICE • The automatic range finder on the Model F LEICA is endowed with a magnifier which produces an enlarged image. The image seen is $1\frac{1}{2}$ times magnified over that seen in the range finder of the Model D. The field is clear over its entire area, whereas in the Model D it is pale yellow, with a white disc in its center, by means of which the two images are coincided for sharp focus of the camera lens.

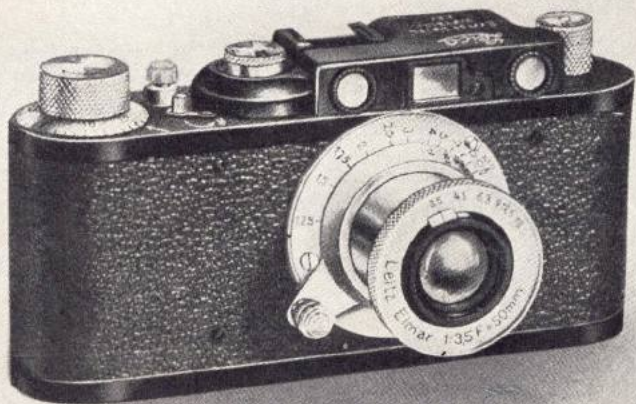
An adjustable eye-piece is provided on the range finder of the Model F by means of which accurate registration of the image is secured at all distances from three feet to infinity.

STRAP ACCOMMODATIONS • Still another added feature is the pair of eyelets which are built into the body of the camera. These are located at the extreme ends of the Model F LEICA, and are provided to permit the use of a special neck-strap by means of which the camera can be carried about or used without the aid of the carrying case. The strap is also useful for steadying the camera when slow shutter speeds are used when photographing with the LEICA hand-held, without the use of a steady support, such as a tripod.



CLOSE-UP DETAILS OF SHUTTER CONTROLS ON THE MODEL F LEICA

1. Shutter-adjusting knobs are small and conveniently situated.
2. No special matching of scales necessary. Merely set the knob which controls the speed you want.
3. Figures are easily read on the knobs, even in dim light.
4. Speeds changed simply and quickly.
5. Intermediate speeds possible by setting indicator between scaled figures.
6. Practically noiseless and absolutely smooth shutter action.
7. On all speeds shutter moves positively. It does not lag or drag slowly past the aperture, causing possible variation of exposure on film.
8. At all speeds, the shutter is absolutely accurate as to timing.

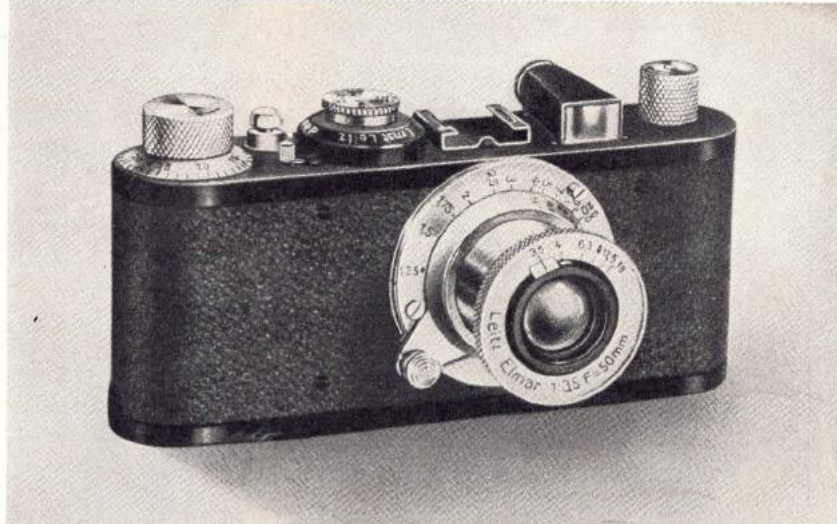


LEICA Model D with built-in range finder and lens coupling for automatic focusing.

THE MODEL D LEICA

The Model D LEICA is not to be considered superseded by the Model F. There is a demand for this model, just as there is for the Model F, because indications seem to point to the fact that some photographers have no special need for the refinements which are to be found on the Model F LEICA.

Needless to say, the Model D may at any time desired be converted into the Model F, therefore the possession of a Model D does not indicate that its owner cannot possess a Model F, should he later find that the slower speeds are necessary or desirable.



LEICA Model E without the built-in range finder for automatic lens focusing. A separate FOKOS range finder is supplied for measuring distances.

THE MODEL E (STANDARD) LEICA

We have received innumerable requests to bring out a LEICA camera at less cost, and perhaps slightly simplified, but hitherto we have hesitated, as the carrying out of a simpler model seemed to necessitate the sacrifice of some of the essential properties which have given the LEICA the lead over all miniature cameras. However, as we wished to meet the changed economic conditions as far as possible, we have decided on taking the important step of bringing out a model without the built-in automatic range finder at a considerably lower price. This camera is known as the Model E. In it we offer a camera which contains the same precision workmanship found in all LEICA models.

As the Model E LEICA costs considerably less than the Models D and F, it can be purchased by the photographer who wishes a LEICA but cannot quite afford the other models at the present time.

At any time, the owner of a Model E LEICA can have his present camera converted so that it will be an up-to-the-minute Model D or F at the usual conversion charge.

ALL LEICA ACCESSORIES AVAILABLE • The Model E LEICA may be equipped with almost all of the hundreds of accessories which are used on the Models D and F. The same lenses, filters, sunshades, and other devices are interchangeable on ALL models of the LEICA.

A SPECIAL SHORT BASE RANGE FINDER • To assure crisp, sparkling negatives, a range finder is included with the Model E LEICA. It consists of a square tube, in the center of which is mounted a calibrated dial with markings up to infinity distance. This range finder operates like the other types of range finders (Instafocu, Fodis, Fofer), except that it is shorter and lies horizontally on the camera. A swivel lug is built below the range finder which fits into the grooved slot on the roof of the camera. This permits the focus to be accurately tested and checked, and the lens adjusted accordingly.

When shutter speeds on the camera are to be changed, the range finder can be swung sideways so that it will not interfere with the manipulation of the shutter-setting dial.

The range finder may or may not be used on the camera, as the owner desires.

LEICA IS PRONOUNCED L-Ī-K-A

LEICA PRICE LIST

NOTE: PRICES LISTED ARE SUBJECT TO 10% ADVANCE

Items marked (†) are not subject to the 10% increase.

Items marked (φ) will be secured on import order in case we do not have them in stock at the time the order is placed.

Cat. No. and
Code Word

CAMERAS

Price

35812 LYDRO	LEICA AUTOFOCAL CAMERA MODEL F, complete with focal plane shutter with speeds from 1 to 1/500th second, built-in focusing range finder, special 1½ X magnifying eye-piece for range finder, eyelets for special strap, supplied with camera, 10 inch cable release, and one film magazine, without lens or case
φ35812a LYDRO- CHROM	LEICA CAMERA MODEL F, complete as above, but with chrome finish
35830 LYMAR	LEICA AUTOFOCAL CAMERA MODEL F, same as number 35812, but with ELMAR 50mm f:3.5 lens.....
35810 LYNOL	LEICA AUTOFOCAL CAMERA MODEL D, with focal plane shutter with speeds from 1/20 to 1/500th second, built-in range finder, coupling for automatic focusing, 10 in. wire cable release, 1 film magazine, without lens or case (The LEICA Cameras are not supplied without lenses.)
35800 LYKUP	LEICA CAMERA MODEL D, same as number 35810, but with ELMAR 50mm f:3.5 lens.....
35820 LYSTA	LEICA CAMERA MODEL E (Standard), complete with focal plane shutter with speeds from 1/20th to 1/500th second, special horizontal detachable range finder, ELMAR f:3.5, 50mm lens, and one film magazine, without case

LEICA LENSES

All lenses are supplied with the coupling mount for use with the built-in range finders on the Model D and F cameras. These lenses can also be used with the Model E LEICA.

NOTE: All LEICA lenses have a depth of focus scale built into the lens mount.

35081 EKURZ- KUP	LEITZ Anastigmat ELMAR, 35mm focus, f:3.5, (wide angle lens) in focusing mount.....
φ35081a EKURZ- CHROM	LEITZ Anastigmat ELMAR, 35mm focus, f:3.5, (wide angle lens) in focusing mount, but with chrome finish
35691 ELMAR- KUP	LEITZ Anastigmat ELMAR, 50mm focus, f:3.5, (standard lens) in focusing mount.....
φ35691a ELMAR- CHROM	LEITZ Anastigmat ELMAR, 50mm focus, f:3.5, (standard lens) in focusing mount, but with chrome finish
35696 HEKT- ORKUP	LEITZ Anastigmat HEKTOR, 50mm focus, f:2.5, (speed lens) in focusing mount.....
φ35696a HEKTO- CHROM	LEITZ Anastigmat HEKTOR, 50mm focus, f:2.5, (speed lens) in focusing mount, but with chrome finish
35697 SUMUS- KUP	LEITZ Anastigmat SUMMAR, 50mm focus, f:2, (speed lens) in collapsible mount.....
φ35697a SUMUS- CHROM	LEITZ Anastigmat SUMMAR, 50mm focus, f:2, (speed lens) in collapsible mount, but with chrome finish
35698 SUMAR- KUP	LEITZ Anastigmat SUMMAR, 50mm focus, f:2, (speed lens) in rigid mount.....
φ35698a SUMAR- CHROM	LEITZ Anastigmat SUMMAR, 50mm focus, f:2, (speed lens) in rigid mount, but with chrome finish

Cat. No. and
Code Word

Price

35082 HEKON- KUP	LEITZ Anastigmat HEKTOR , 73mm focus, f:1.9, (ultra speed lens) in focusing mount, including special sunshade.....
⊕35082a HEKON- CHROM	LEITZ Anastigmat HEKTOR , 73mm focus, f:1.9, (ultra speed lens) in focusing mount, including special sunshade, but with chrome finish
⊕35083 HEGRA- KUP	LEITZ Anastigmat HEKTOR , 73mm focus, f:1.9, (ultra speed lens) in special spiral focusing mount which does not require lens to be rotated when focusing.....
⊕35083a HEGRA- CHROM	LEITZ Anastigmat HEKTOR , 73mm focus, f:1.9. Same as 35083, but with chrome finish
35088 ELANG- KUP	LEITZ Anastigmat ELMAR , 90mm focus, f:4, (medium telephoto lens) in focusing mount.....
⊕35088a ELANG- CHROM	LEITZ Anastigmat ELMAR , 90mm focus, f:4, (medium telephoto lens) in focusing mount, but with chrome finish
35084 ELZEN- KUP	LEITZ Anastigmat ELMAR , 105mm focus, f:6.3, (light telephoto lens) in focusing mount, including special sunshade.....
⊕35084a ELZEN- CHROM	LEITZ Anastigmat ELMAR , 105mm focus, f:6.3, (light telephoto lens) in focusing mount, including special sunshade, but with chrome finish
35086 EFERN- KUP	LEITZ Anastigmat ELMAR , 135mm, f:4.5, (full telephoto lens) in focusing mount.....
⊕35086a EFERN- CHROM	LEITZ Anastigmat ELMAR , 135mm, f:4.5, (full telephoto lens) in focusing mount, but with chrome finish
35086b HEFAR- KUP	LEITZ Anastigmat HEKTOR , 135mm focus, f:4.5, (full telephoto lens) embodying the HEKTOR optical principles in a telephoto lens, yielding exceptional results, in focusing mount.....
⊕35086c HEFAR- CHROM	LEITZ Anastigmat HEKTOR , 135mm focus, f:4.5. Same as 35086b (full telephoto lens) in focusing mount, but with chrome finish

LEICA FILTERS

NOTE: All LEICA filters are of solid glass in which the color is inherent. They may therefore be used under all climatic conditions, and retain their original color.

35151 FIRHE	Yellow Filter I , light, in screw-in mount for 35 and 50mm ELMAR LEICA lenses only.....
35156 FIRMY	Yellow Filter II , medium, in screw-in mount for 35 and 50mm ELMAR LEICA lenses only..... (Filters in slip-on mounts for all LEICA lenses except the HEKTOR 73mm, f:1.9. When using the ELMAR 105mm, f:6.3 lens, the filter is mounted over the sunshade.)
35148 FIEHL	Yellow Filter O , (very light).....
35152 FIGRO	Yellow Filter I , (light).....
35157 FIGAM	Yellow Filter II , (medium).....
35162 FIGEK	Yellow Filter III , (dark).....
35163 FIRAD	Graduated Sky Filter
35166 FIOLA	U.V. (ultra violet) Protection Filter , two times factor.....
35167 FIPOS	Panchromatic (green) Filter , two to three times factor.....

Cat. No and
Code Word

Price

35172 FIKYB	Infra Red Filter
	Filters in screw-in mounts for HEKTOR 73mm, f:1.9 lens.
35176 FIWAS	Yellow Filter O , (very light).....
35177 FIREG	Yellow Filter I , (light).....
35178 FIWIG	Yellow Filter II , (medium).....
35179 FILXA	Yellow Filter III , (dark).....
35168 FIWET	U.V. (ultra violet) Protection Filter , two times factor.....
35169 FIGIL	Graduated Sky Filter , in slip-on mount.....
35171 FISAP	Panchromatic (green) Filter , two to three times factor, (in slip-on mount).....
35173 FIPLO	Infra Red Filter
35164 FIRBE	Filter Mount only , 32mm diameter for Eastman Wratten Filters...
	NOTE: Eastman Kodak Wratten Filters are also available in LEICA Mounts on special order. The average price for Wratten filters in LEICA Mounts to fit all LEICA lenses with the exception of the HEKTOR 73mm, f:1.9 lens is.....

CAMERA ACCESSORIES

35268 LEDZH	Weston LEICAMETER Exposure Meter , the most accurate meter available, calibrated for LEICA lens and shutter settings. Small, compact, single Photronic type, with protective cover, soft neck-strap, and instruction book, complete.....
35267 LEDYD	LEICASCOP Exposure Meter , calibrated for LEICA Camera.....
35210 VIDOM	VIDOM Universal View Finder , with adjustable masking aperture and parallax adjustment, for use with all LEICA Cameras and lenses.
35216 AUFSS	Reflecting View Finder for LEICA Camera.....
35206 RASUK	Direct Vision View Finder , special wire type metal finder accommodating the fields of all LEICA lenses excepting the 105 and 135mm lenses.....
35207 RAMET	Mask for RASUK Direct Vision Frame Finder for giving fields of the 105 and 135mm focus lenses.....
35208 RASAL	Direct Vision View Finder , complete with mask giving fields of view of all LEICA lenses (combination of RASUK and RAMET items).....
35212 WELSU	Special View Finder for wide angle 35mm ELMAR lens to be inserted in clip on top of LEICA Camera.....
35227 WINKO	WINKO Angle View Finder for LEICA Camera models A, C or E..
35226 WINTU	WINTU Angle View Finder for LEICA Camera models D and F...
35600 FOKIN	Near Range Finder INSTAFOCU for Motion Picture Cameras, complete with clip and case.....
35605 FOKUX	Adjustable Holder , with Universal Joint for INSTAFOCU.....
35610 FOKAL	Hinged Mounting Clip for attaching INSTAFOCU Range Finder to motion picture cameras.....
35033 FOKOS	Short Base Range Finder FOKOS , for use on Model E LEICA Camera (turret clip included with Model E LEICA).....
35034 FOKAB	Short Base Range Finder FOKOS , but with special turret clip for use on models A, B and C LEICA Cameras.....
35252 FIRHU	Dust Cap , metal, for screwing on base of LEICA lens when not in use.....

Cat. No. and Code Word	Price
35252a FIRHY	Dust Cap same as No. 35252 chromium plated.....
35182 ORIFT	Lens Cap , for all LEICA lenses excepting ELMAR 105mm, f:6.3 and HEKTOR 73mm, f:1.9 lenses.....
35182a OROMT	Lens Cap same as No. 35182 chromium plated.....
35185 FISON	Lens Sunshade designed for LEICA ELMAR Objective 50mm.....
35194 FIKUS	Adjustable Lens Shade , for use with the following LEICA lenses: ELMAR 35mm, 50mm, 90mm, 135mm and also HEKTOR 50mm lenses. The shade may be extended to accommodate the lenses of various focal lengths. It is calibrated in accordance with the focal length of lens used.....
35191 FIZMA	Sunshade for f:1.9 HEKTOR 73mm lens.....
35192 FIZOL	Lens Cap for f:1.9 HEKTOR 73mm lens.....
35186 FIZEN	Sunshade for ELMAR 105mm, f:6.3 lens.....
35187 FIZID	Lens Cap for ELMAR 105mm, f:6.3 lens.....
35355 LOPEN	Special Lens-Opening Cover of metal for LEICA Camera.....
35256 DIREKT	Self-Timing Device for LEICA Cameras.....
35260 FIBLA	Spirit Level (fits into clip on all LEICA Cameras).....
35240 FINOT	Wire Cable Release , 10 in. long, for LEICA Cameras with focal plane shutter, with arresting set screw for time exposures.....
35630 FIDRI	Wire Cable Release , 10 ft. long, for LEICA Cameras with focal plane shutter.....
35635 FISEX	Wire Cable Release , 20 ft. long, for LEICA Cameras with focal plane shutter.....
35502 NATRA	LEICA Negative Viewer and Marker
35503 NAMAS	Small Plate of Milk Glass with frame for attaching in front of the negative viewer No. 35502.....
35230 FILCA	Spare Roll Film Magazine for LEICA Camera (all models).....
35232 SPUCA	Magazine Spool for LEICA film magazine (all models).....
35233 SPULM	Take-up Spool for LEICA Camera (all models).....
35620 ASPUL	Film Winder with spring clip for holding film while winding LEICA magazine spool.....
35622 AGRIF	Hand Film Winder for use in loading LEICA magazine spools in darkroom.....
35615 ABLON	Film Trimming Guide , of hinged metal, used to shape and trim ends of film for loading into film magazine.....
35245 FIAKU	Ball Jointed Tripod Head for use when mounting LEICA Camera in any fixed position.....
35251 FARUX	Panorama Head , for tripod, used for making successive LEICA pictures around a complete circle including interchangeable ring for 50mm lenses.....
35625 FIAVI	Angle Bracket for convenience in attaching and leveling LEICA Camera to panorama head.....
35626 VACUB	LEICA Synchronized Photoflash Outfit , complete, consisting of metal barrel which accommodates standard dry cell batteries, polished folding metal reflector, special adjustable release, standard receptacle for Photoflash lamp, pilot testing lamp, one set of batteries.....

CARRYING AND PROTECTIVE CASES

35073 ESMAL	EVEREADY CASE , for LEICA Camera Models A, C, D, E or F. Cowhide leather, neck-strap, and space for range finder or angle view finder.....
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Cat. No. and Code Word		Price
35072 ESNAR	EVEREADY CASE , for LEICA Camera models A, C, D, E or F. Same as above (35073) but without space for range finder.	
35074 ESMOS	EVEREADY CASE , for LEICA model E and range finder FOKOS attached.	
35074a ESFUS	EVEREADY CASE , for LEICA Camera Model F with SUMMAR 50mm f:2, collapsible mount.	
35035 ETRIN	CASE , brown cowhide leather, with strap handle and shoulder strap. Space for camera (models A, C, D, E or F) range finder and two extra film magazines.	
35090 ETNEU	COMBINATION CASE , brown cowhide leather, with strap handle and shoulder strap. Space for LEICA Camera (models A, C, D, E or F), four of the LEICA lenses, universal view finder, angle view finder, three front lenses, two extra film magazines, and four filters.	
35092 ETGUS	COMBINATION CASE , brown cowhide leather, with strap handle and shoulder strap. Space for LEICA Camera (models A, C, D, E, or F), five of the LEICA lenses, universal view finder, angle view finder, three front lenses, two extra film magazines, and four filters.	
35093 ETMAX	COMBINATION CASE , brown cowhide leather, with strap handle and shoulder strap. Space for LEICA Camera (models A, C, D, E, or F), seven LEICA lenses, universal view finder, angle view finder, three front lenses, two extra film magazines, and four filters.	
35050 ETTAS	Soft Leather Purse Case for LEICA Camera	
35052 ETIPO	Calf's Leather Case for ELMAR 135mm lens.	
35053 ETTUM	Soft Leather Purse Case for ELMAR 135mm lens.	
35048 ETIFF	Calf's Leather Case for ELMAR 105mm lens.	
35049 ETTYR	Soft Leather Purse Case for ELMAR 105mm lens.	
35054 ETINI	Calf's Leather Case for HEKTOR 73mm or ELMAR 90mm lens.	
35055 ETTON	Soft Leather Purse Case for HEKTOR 73mm or ELMAR 90mm lens.	
35059a ETBIX	Calf Leather Case for SUMMAR f:2 50mm lens.	
35059b ETBUL	Soft Leather Case for SUMMAR f:2 50mm lens.	
35056 ETIME	Calf's Leather Case for ELMAR 50mm or HEKTOR 50mm lens.	
35058 ETILA	Calf's Leather Case for ELMAR 35mm lens.	
35059 ETTIG	Soft Leather Purse Case for ELMAR 35mm or 50mm lens.	
35062 ETISY	Combination Calf's Leather Case for ELMAR 35mm and ELMAR 135mm lenses.	
35064 ETOSA	Calf's Leather Case to hold the ELMAR 35mm and the HEKTOR 73mm lenses in combination.	
35180 EUVIL	Soft Leather Purse Case for filters, except those for the HEKTOR 73mm, f:1.9 lens.	
35181 EUVAT	Soft Leather Purse Case for filters for HEKTOR 73mm, f:1.9 lens, only.	
35211 VILUI	Brown Cowhide Leather Case for VIDOM finder.	
35217 AUFET	Brown Cowhide Leather Case for reflecting view finder.	
35228 WITUI	Brown Cowhide Leather Case for WINKO angle view finder.	

Cat. No. and
Code Word

Price

35224	Brown Cowhide Leather Case for WINTU angle view finder.
WINAT	
35036	Cowhide Case for FOKOS range finder.
EUKOS	
35039	Soft Leather Case for the FOKOS range finder when it is to be carried separately.
EURUS	

LEICA FILM

35118	DuPont Panchromatic Film , rolls of 30 exposures, daylight loading and unloading per roll
FULCE	
35136	DuPont Superior (formerly Superpan) Film , rolls of 30 exposures, daylight loading and unloading per roll
FIGKA	
35132	DuPont ¼-Speed Panchromatic Film , rolls of 30 exposures, daylight loading and unloading per roll
FUJEP	
35133	DuPont Infra-D Film , rolls of 30 exposures, daylight loading and unloading per roll
FIGIX	
35119	DuPont Positive Safety Film , rolls of 100 feet. per roll
FUJDU	
35129	Perutz Special Fine Grain Antihalo Film , 30 ft. rolls. per roll
FUJMA	
35128	Perutz Persenso Orthochromatic Film , 30 ft. rolls. per roll
FUJLO	
35127	Perutz Persenso Orthochromatic Film , 100 ft. rolls. per roll
FUJLL	
35131	PERUTZ SPECIAL FINE GRAIN FILM (19° Scheiner), orthochromatic, in special daylight loading and unloading metal cartridges , 36 exposures. per cartridge
FLXXY	
35130	PERUTZ PERSENSO FILM , (23° Scheiner) orthochromatic, fine grain, in special daylight loading and unloading metal cartridges , 36 exposures. per cartridge
FLISO	

DEVELOPING APPARATUS

35315	REELO Developing Tank Model A (for LEICA and all other 35mm cinema film up to 5½ ft. lengths), complete with tank, lid, grooved reel, and special metal film trimming and cutting guide.
FETAN	
35323	Extra Reel for REELO Tank Model A.
FEVIN	
35316	REELO Tank Model A and Lid only (without reel).
FEVOP	
35316a	Extra Lid for REELO Tank Model A only.
FEVUQ	
35318	REELO Film Trimming and Cutting Guide only for 35mm film.
FETAS	
35321	REELO Developing Tank Model B (for roll film No. 127—"vest pocket size"), complete with tank, lid, and reel.
FETBE	
35322	REELO Developing Tank Model C (for roll film No. 120—"2¼ x 3¼" size), complete with tank, lid, and reel.
FETCA	
35326	CORREX All Bakelite Developing Tank , complete with reel and apron.
CORUN	
35332	Extra Reel for CORREX tank.
CORID	
35337	Extra Celluloid Apron for CORREX tank.
CORYB	
35327	CORREX Tank and Lid Only , without reel or apron.
COROL	
35327a	Extra Lid for CORREX Tank.
CORCF	
35320	Electric Agitator for use with REELO or CORREX Developing Tanks, for use on alternating current only , complete with motor, flexible shaft and coupling for the REELO or CORREX Reel. Its use provides constant agitation of film during development without attention from owner.
FETOR	
35300	Developing Drum , complete with stand and two trays.
FIMAN	
35305	Metal Stand for developing drum.
FIMOR	
35306	Glass Drum without axle for developing drum.
FICYL	

35307	Extra Metal Clips for developing drum.....
FIXAM	
35310	Glass Trays each
FISUL	
35308	Holder for single negatives to facilitate handling on developing drum.....
FIALT	
35340	Tank Thermometer calibrated in Fahrenheit for use with REELO or CORREX Tank.....
CORET	
35370	Developer , Perutz Fine-Grain Compensating, packed ten tubes per carton..... per carton
FILEP	

NEGATIVE FILE SYSTEMS

35770	Metal Filing Box , with cover and sections for holding 25 rolls of LEICA film.....
FULIP	
35775	Loose-Leaf File for holding LEICA negatives cut into strips of three negatives each. Includes five pages of heavy paper. Each page contains pockets for holding 24 strips of film (three pictures per strip).....
FULKU	
35780	Extra Pages for use in file (35775)..... each
ULSBY	
35772	LEICA Film Index , containing transparent pockets for holding 36 LEICA negatives cut in strips of three negatives..... each
FULLS	

STEREO APPARATUS

35825	STEREOLY Attachment , for taking stereo pictures with the LEICA Camera Models D and F, in case.....
VOROD	
35750	STEREOLY Attachment , for taking stereo pictures with the LEICA Camera Models A, C, and E, in case.....
VORSA	
35755	Stereo Viewer , for LEICA pictures, taken with the STEREOLY Attachment, without stand, in case.....
VOTRA	
35760	Stand , serving as support for Stereo Viewer (35755).....
VOTIV	
35255	Stereo Slide Bar , for use when making two separate LEICA negatives.....
FIATE	

COPY AND REPRODUCTION APPARATUS

35290	Sliding Focusing Copy Attachment , Model No. 1.....
FULDY	
35292	Focusing Copy Attachment , Model No. 2.....
FULET	
25539	2.2cm Extension Tube , for use with Copy Attachment, Models 1 and 2, and also the UDIMO Projector.....
UBEOD	
35294	3cm Extension Tube for use with Copy Attachment, Models No. 1 and 2.....
FULFO	
35296	6cm Extension Tube for use with Copy Attachment, Models No. 1 and 2.....
FULGX	
35298	9cm Extension Tube for use with Copy Attachment, Models No. 1 and 2.....
FULHI	
35299	Magnifier with adjustable collar for Copy Attachment, Models No. 1 and 2.....
FOMAG	
35387	Sliding Arm for Attaching LEICA to upright of enlarger.....
VEARM	

NOTE: The Focusing Copy Attachments together with the Sliding Arm can be attached to the vertical upright of the LEICA Universal Enlargers. If an enlarger is not available, the baseboard and upright may be purchased separately as listed on page 15.

35375	Reproduction Stand in folding canvas case.....
STARE	
35377	Illuminator for reproduction stand with two 40-watt 110-volt lamps, cord and plug.....
STALI	
35379	Illuminator for reproduction work with four 40-watt 110-volt lamps, cord and plug.....
STAFO	

35378	Lamp , 40 watt, 110 volt, for Nos. 35377 and 35379 (replacement) . . .
STABU	
35380	Plumb Weight for LEICA Camera when used with reproduction stand
FLOTH	
35390	Front Lens I for ELMAR 50mm lens (covers areas from $16^9/16 \times 24^{13}/16$ to $8^9/16 \times 12^7/8$ in.)
ELPRO	
35395	Front Lens II for ELMAR 50mm lens (covers areas from $8^7/16 \times 12^5/8$ to $5^9/8 \times 8^1/2$ in.)
ELPIK	
35400	Front Lens III for ELMAR 50mm lens (covers areas from $4^1/4 \times 6^9/16$ to $3^3/8 \times 5$ in.)
ELPET	
35392	Front Lens I for HEKTOR 50mm lens (covers area same as Front Lens No. 35390)
HEPRO	
35397	Front Lens II for HEKTOR 50mm lens (covers area same as Front Lens No. 35395)
HEPIK	
35402	Front Lens III for HEKTOR 50mm lens (covers area same as Front Lens No. 35400)
HEPET	
35406	Front Lens Reducer , for accommodating front lenses on SUM-MAR 50mm f:2 lenses No. 35697 and No. 35698
FORGI	
35288	Auxiliary Reproduction Device for LEICA with interchangeable ELMAR 50mm, f:3.5 lens, for photographing small objects in natural size (1:1) consisting of an intermediate collar marked 1:1 and tripod with base-plate and clamping collar
BELUN	
35287	Auxiliary Reproduction Device as described above for ELMAR 35mm, f:3.5 lens
BEINS	
35277	Auxiliary Reproduction Device for the LEICA Camera with interchangeable ELMAR lens, 50mm, f:3.5, for photographing small objects at a slightly reduced ratio (scale 1:1.5, 1:2, and 1:3), consisting of three different intermediate collars marked with the respective scale, with three rings and four adjustable legs
BEMAR	
35278	Auxiliary Reproduction Device as described above, but for ELMAR 35mm, f:3.5 lens
BEKUR	
35283	Setting Device for the LEICA camera with interchangeable lenses ELMAR or HEKTOR 50mm focus in connection with supplementary front lenses Nos. 2 or 3, consisting of clamping ring with 4 adjustable legs
BEVOR	
35272	Universal Focusing Arrangement which combines in itself the working possibilities of the BEMAR and BEVOR devices, consisting of a universal clamping ring which fits the two sets of extension legs for the BEMAR and BEVOR attachments, three intermediate extension tubes with markings 1:1.5, 1:2, and 1:3, and four auxiliary rods
BESAL	Intermediate Collar and clamping ring
35279	Four Rods for BEVOR attachment
BERIN	
35281	Small Illuminating Lamp with 25-watt lamp for direct connection (please state voltage)
BETAB	
35284	Replacement Lamp , 25-watt 100 volt, for BELOS
BELOS	
35286	
BERAT	

PHOTOMICROGRAPHIC ACCESSORIES

35430	Micro Adapter , for attaching LEICA Camera to draw-tube of microscope
FIROC	
35285	Micro Ibsa Attachment for the LEICA Camera for use in making photographs through the microscope. This attachment is equipped with an extension tube, Compur shutter, reflecting focusing magnifier, Periplan 10X eye-piece and two wire cable releases, complete in case
MIKAS	Automatic Release for Micro IBSO Attachment
35274	Conical Adapter of Micro IBSO Attachment
AUTAS	
35273	
MIDAP	

CLINICAL PHOTOGRAPHY EQUIPMENT

φ35432	Equipment for Photographing Surgical Operations consisting of support with handle and chest brace, large telescopic finder, two Nitraphot lamps with aluminum reflectors
OPFAS	
φ35433	Abdominal Brace with wide shoulder strap
OPRYL	

φ35435 OPKOM	Wire Release 50cm long.....
φ35436 OSNIT	OSRAM Nitraphot Lamp , 500-watt 110-volt as replacement.....
φ35439 VEKOT	Illuminator Box for X-ray reproduction, 13x18cm with four OSRAM-ZIER lamps 15-watt 110-volt.....
φ35440 VIKUL	Illuminator Box for X-ray reproduction, 24x30cm with three SOFIT lamps 25-watt 110-volt.....
φ35437 VEKAS	Illuminator Box for X-ray reproduction, 40x50cm, with six frosted SOFIT lamps 25-watt 110-volt, with ground, opal and special glass plates.....
	(NOTE: The above illuminator boxes can be used in connection with the base board and vertical upright of the enlarging apparatus VAMAX. For prices see page 44.)
φ35438 VEDUK	Connecting Cord 3½ meters (11½ ft.) long with plug and bell switch, for illuminator boxes.....
φ35443 SOFIT	SOFIT Lamp , 25-watt 110-volt, 28cm long, frosted, as replacement for illuminator boxes VEKAS and VIKUL.....
φ35444 OSLAM	OSRAM-ZIER Lamp , 15-watt 110-volt, as replacement for the illuminator box VEKOT.....

FILM AND SLIDE PRINTING APPARATUS

35570 ELDUR	LEICA Positive Printing Apparatus for LEICA glass diapositives 50x50mm.....
35550 ELDIA	ELDIA Printing Apparatus , for printing paper or film strips from LEICA negatives, complete with window for LEICA negatives.....
35556 ELLAM	Reducing Window , for ELDIA Printer, accommodating single frame negatives.....
35860 LAVER	Combination Professional Printer accommodating all film paper and glass slide pictures from miniature negatives. Self-contained illumination and rheostat control, complete.....
35865 KOREF	Special Masking Window for LAVER Combination Printer 18x 24mm aperture for glass slides.....
35867 KONAF	Special Masking Window for LAVER Combination Printer 30x 40mm aperture for glass slides.....
35869 KODRE	Special Masking Window for LAVER Combination Printer 40x 40mm aperture for glass slides.....
35572 ELGLA	Metal Pressure Plate for LAVER and ELDUR Printers. This device permits the making of paper contact prints when using the glass slide printing device.....
35871 OSROT	Ruby Observation Lamp for the LAVER Combination Printer for replacement.....
35873 OSLAM	Lamp , 15-watt, for Combination Professional Printer (replacement).
35573 USTOL	Paper Slide Masks , aperture 1x1½ in., for use with standard 50x 50mm glass slides. One side is coated with a special tin-foil compound which deflects the heat from the lamp house and protects the slide from excessive heat..... per hundred
35763 ULSMA	Gevaert (Medium) 50x50mm Lantern Plates for black tones, Grade A glass..... per dozen
35764 ULSOB	Gevaert (Contrast) 50x50mm Lantern Plates for black tones, Grade A glass..... per dozen
35765 UGLAS	Cover Glass Plates 35x120mm for mounting three stereo pictures per hundred
35767 UGLIT	Cover Glass Plates 50x50mm for glass positives..... per hundred
35768 UMASK	Black Paper Masks 50x50mm with 24x36mm aperture, per hundred
35769 UMKLE	Gummed Paper for glass positives, 100 meters long (328 ft.) per roll

PROJECTION APPARATUS

NOTE: When ordering any of the UDIMO Projectors, it is necessary to specify the correct interchangeable condenser which is required. The projectors are all listed without the interchangeable condensers, Nos. 25505, 25525 and 25530, and also without the additional film and glass slide accessories which are all listed separately. With such a listing, it is very easy to build up a projector to meet any projection requirements.

Cat. No. and
Code Word

Price

25515 UDIMO	UDIMO 100 Projector , accommodates standard 100 watt G.E. Mazda projection bulb reflector, two stationary condenser lenses of 52.5mm diameter, removable heat absorption filter, support for revolving front attachment, accommodates all UDIMO accessories interchangeably, 8 ft. cord with switch and plug connections but without interchangeable condenser and attachments.....
25557 UWARM	Heat Absorption Filter in mounting, for replacement in No. 25515.
25538 UBEBC	Milk Glass Disc for UDIMO 100 Projector. This filter, which replaces the heat absorption filter No. 25557, permits the projector to be used as an enlarger. The Milk Glass diffuses and softens the concentrated light in the projector.....
25559 UBEMI	Standard Pre-focus Projection Lamp , tubular, 100-watt, for use in UDIMO 100 Projector.....
25565 WEDYA	Glass Slide Changing Magazine for holding 60 LEICA 50x50mm glass slides, one supporting metal bridge and one glass slide sliding gate.....
25677 UDAVI	Carrying Case , of non-warping wood, for carrying the UDIMO 100 No. 25515 Projector and small accessories.....
25570 UKYLA	Carrying Case for UDIMO 100 Projector, equipped with the front slide attachment, one extra objective and glass slide changing magazine WEDYA No. 25565.....
25501 PROGBIR	UDIMO 300 Projector , accommodates Standard 300-watt G. E. Mazda projection bulb, lamp house of improved and enlarged design, special condenser lens, accommodates all UDIMO accessories interchangeably. This model is useful for halls and projection where an intense illumination is necessary, as for example, when projecting natural color slides. Without interchangeable condenser and attachments.....
25506 PROGBOS	Extra Condenser Lens for replacement for UDIMO 300 Projector..
25560 PROF- VEF	Standard Pre-focus Projection Lamp , tubular, 300-watt, for use in UDIMO 300 Projector.....
25678 UDAME	Carrying Case , for UDIMO 300 Projector.....
25502 PROGCAP	UDIMO 500 Projector , accommodates Standard 500-watt G. E. Mazda projection bulb, special large lamp house, water-cooled type heat absorption filter; accommodates all UDIMO accessories interchangeably. This Projector is designed for large halls and auditoriums; for extra large screen images and natural color projection where the maximum of illumination is necessary. Without interchangeable condenser and attachments.....
25537 UBENO	Water Cooling Cell , glass unit, for replacement in UDIMO 500 Projector..... Price on Application
25561 PROGELF	Standard Pre-focus Projection Lamp , tubular, 500-watt, for use in UDIMO 500 Projector.....
25679 UDASH	Carrying Case , for UDIMO 500 Projector..... Price on Application

THE FOLLOWING ACCESSORIES ARE INTERCHANGEABLE ON ALL PROJECTORS.

25521 UKEDU	LEICA Film Attachment for interchangeable use of LEICA lenses, removable fire-protection drums, film sliding gate with 24x 36mm window.....
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Cat. No. and
Code Word

Price

- 25505** **Interchangeable Condenser** marked "5cm" for use with LEICA
UDOKO 50mm lenses.....
- 25525** **Interchangeable Condenser** marked "7.3-8-9" for use with LEICA
UDAKI lenses HEKTOR 73mm, ELMAR 90mm, and special projection lens
MILAR (80mm focus).....
- 25530** **Interchangeable Condenser** marked "10.5-12-13.5" for use with
UBIKU LEICA lenses ELMAR 105mm, ELMAR 135mm, and special pro-
jection lens DIMAX (120mm focus).....

FILM AND GLASS SLIDE SLIDING GATES

- 25546** **Film Sliding Gate** with window for LEICA, size 24 x 36mm.....
UDUHS
- 25548** **Film Sliding Gate** with window for standard size 18 x 24mm.....
UBEPU
- 25551** **Glass Slide Sliding Gate** with round aperture of 43mm diameter for
UDAPA LEICA glass positives 50x50mm.....
- 25553** **Glass Slide Sliding Gate** with round aperture of 48mm diameter
UDYGE for positives 30x40mm mounted between glass plates 50x50mm.....
- 25555** **Glass Slide Sliding Gate** with square aperture of 24 x 36mm for
UDALU LEICA positives mounted between glass plates measuring 35 x 120mm
NOTE: All sliding gates can be used in the film attachment No. 25521, and the glass slide attachment No. 25510.
- 25539** **Extension Tube** (length 22mm) for UDIMO Projectors. This tube
UBECD places LEICA lenses in position for projecting pictures at close dis-
tances for reading or enlarging purposes.....
- 25535** **Base Tube**, for special projection lenses in which both the 80 and
UDOZU 120mm focus projection lenses can be used interchangeably. The
tube is provided with thread so that it can be screwed to the front of
the projector.....
- 25540** **Special Projection Lens MILAR**, of 80mm focus.....
UDAOB
- 25545** **Special Projection Lens DIMAX**, of 120mm focus.....
UPEOB
- 25510** **Glass Slide Attachment** for interchangeable use with LEICA
UBAFE lenses, including sliding gate with window for 50x50mm glass posi-
tive slides.....
- 25575** **Positive Changer** for LEICA glass slides 50x50mm.....
UKLIB
- 25577** **Lower Plane Glass Plate** with window 18x24mm for interchange-
UBEOL able use with the normal glass plate of the film sliding gate No.
25546 for LEICA size (24x36mm).....
- 25580** **Elevator Plate** of metal for tilting the projectors.....
UDKIP
- 25606** **Glass Beaded Screen**, collapsible, 30x40 in.....
ELRLX

ENLARGING, READING, AND PROJECTION EQUIPMENT

- 35575** **Complete Enlarger, Reading Stand and Projector**, including:
VUPAL Baseboard with 50cm upright rod, adjustable lamp housing, special
ventilation ring, 100-watt projection and reading bulb for a direct
connection, 75-watt bulb for enlarging, new film guide and holder,
horizontal rotating film stage with frame insert for LEICA size, Ob-
jective adapter with worm screw and threaded ring for LEICA or
VAROB objectives, light proof reading box with inclined ground glass
for viewing projected image, auxiliary condenser, special projection
mirror in ball joint support for attaching below the objective, **without**
objective.....
- 35576** **Enlarger Outfit only**, of No. 35575 unit consisting of lamp housing,
VUPBA rotary film carrier, threaded lens mount, 75-watt bulb for enlarging,
lamp, metal upright pillar, and wooden baseboard, without objective.
- 35378** **Reading Desk only** of No. 35575, consisting of wooden box con-
VUPCT taining mirror, ground glass screen, and wooden frame mask.....

Cat. No. and
Code Word

Price

35580 VUPDE	Reflecting Mirror of No. 35575 (for projection), mounted upon a universal joint for adjusting under lens, and metal rod for supporting mirror.....
35456 REGNO	Special Rheostat Lamp Control , complete with connections and volt meter.....
35692 VAROB	Special 50mm ELMAR Projection and Enlarging Lens (not to be used on LEICA Camera).....
35584 VUPFO	100-watt Clear Projection Lamp for No. 35575 (replacement)....
35457 FLABU	75-watt Enlarger Lamp for use in Nos. 35575 and 35576 (replacement).....
35583 VUPIR	Special Auxiliary Condensing Lens for No. 35575 (replacement)...
35586 VUPKU	Special Ventilating Ring of No. 35575 for use with 100-watt lamp.

ENLARGING APPARATUS

35482 VALOY	Universal Enlarging Apparatus VALOY , for use with single frame, LEICA double frame and 3x4cm negatives, with lever for operating built-in pressure plate for holding negatives in flat plane, with 75-watt, 110-volt lamp, with thread permitting the use of LEICA lenses, but without lens or easel (paper holder).....
35457 FLABU	Projection Lamp , 75-watt, 110-volt, for VALOY and VAMAX (replacement).....
35490 FILIF	60-watt Projection Lamp for use in the former FILOY Enlarger..
35498 FYLTO	Orange Filter for VALOY enlarger to enable negative to be focused directly on sensitive paper.....
35530 VALAU	Special Attachment Ring with calibrated diaphragm scale for attaching to LEICA ELMAR 50mm lens, when used on the VALOY enlarger.....
35531 VALEK	Special Attachment Ring as above, but for 50mm LEICA HEKTOR objective (HEKTORKUP) when used on the VALOY enlarger.....
35692 VAROB	Special 50mm ELMAR Lens with iris diaphragm, for use on the VALOY enlarger..... (Note: This lens cannot be used on the LEICA Camera.)
35534 VULPE	Adjustable Magnifying Glass for critical focusing of image being enlarged with VALOY enlarger.....
35538 FIGLX	Lamp Housing of VALOY Enlarger , with extension arm, cord, bell switch and plug, 75-watt, 110-volt nitra-opal lamp, and metal mask for LEICA negatives, without lens.....
35536a VAZGA	Masking Negative Carrier Plate , without glass for VALOY Enlarger, for negatives 24x36mm.....
35536b VAZHO	Masking Negative Carrier Plate , without glass for VALOY Enlarger, for negatives 18x24mm.....
35536 VAZEL	Metal Guiding Plate with double glass negative holder for use when enlarging single LEICA negatives (in the VALOY enlarger).....
35532 VAVIR	Metal Masking Diaphragm for enlarging 3x4cm negatives.....
35533 VAKES	Masking Negative Carrier Plate , with glass, for VALOY enlarger, for 4x4cm negatives.....
35525 VAZUP	Masking Negative Carrier Plate , without glass, for VALOY enlarger, for 3x4cm negatives.....
35529 VAZIS	Masking Negative Carrier Plate , without glass, for VALOY enlarger, for 4x4cm negatives.....
35523 VAZOF	Optically Flat Glass Negative Carrier , consisting of two plates of glass, hinged, for conveniently enlarging single negatives 3x4 and 4x4cm size. To be used with metal masking negative carrier plates without glass, as above, catalog numbers 35525 and 35529.....
35491 GLAZO	Glass Plate Negative Carrier , 1 ³ / ₈ x4 ³ / ₄ in., for holding LEICA negatives in FILOY Enlarger No. 35481.....

Cat. No. and
Code Word

Price

35463 VERYN	Metal Upright Pillar for VALOY Enlarger 100cm.....
35464 VERXA	Metal Upright Pillar for VALOY Enlarger 120cm.....
35466 VERBE	Baseboard for VALOY and VALFA Enlargers.....
35467 VERRD	Baseboard for VAMAX Enlarger.....
35476 VEDEX	Metal Upright Pillar for VAMAX Enlarger, 4 ft. high.....

CONVERSION PRICES FOR LEICA CAMERAS

Former models of the LEICA Camera can be converted into later models at any time. In converting LEICA Cameras, the latest refinements and improvements are included for each particular model. In the near future, information and prices will be released for converting early model LEICAS to the very latest model F cameras.

Obviously the mechanism is carefully cleaned, lubricated and checked. Shutter speeds are tested, and the lens or lenses accurately adjusted as to focus.

LEICA Model A to C.....	with lens
LEICA Model A to D.....	without lens
LEICA Model C to D.....	without lens
LEICA Model E to D (lens already coupled).....	
Converting ELMAR 35mm f:3.5 lens to fit Models D and F.....	
Converting ELMAR 50mm f:3.5 lens to fit Models D and F.....	
Converting HEKTOR 50mm f:2.5 lens to fit Models D and F.....	
Converting ELMAR 90mm f:4 lens to fit Models D and F.....	
Converting ELMAR 135mm f:4.5 lens to fit Models D and F.....	

NOTE: The ELMAR 105mm, f:6.3, HEKTOR 73mm, f:1.9, HEKTOR 135mm, f:4.5, and SUMMAR 50mm, f:2 lenses are already supplied with automatic coupling for use on Models D and F LEICA Cameras.

Replacing focal plane shutter at the same time the LEICA Camera is converted

LEICA LITERATURE

- 35850
LEBOK The LEICA Handbook, cloth binding, 324 pages, 180 illustrations, . . .
- Developing, Printing and Enlarging LEICA Pictures by Willard D. Morgan and Karl A. Barleben, Jr. (Booklet No. 1192. 48 pages.)
- The LEICA In Science by Willard D. Morgan. (Booklet No. 1206.)

LEICA PHOTOGRAPHY, Monthly publication issued free of charge to all LEICA owners in the United States only. \$1.75 yearly subscription to all others living outside the United States and to non-LEICA owners. Edited by Willard D. Morgan, Mgr. Photo-Optical Dept., and Karl A. Barleben, Jr., F.R.P.S.



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Seascape — LEICA
Camera, Elmar f:3.5,
50mm lens.



LEICA — THE UNIVERSAL CAMERA