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AUTOFOCAL
CAMERA

Leica
REG. U.S. PAT. OFF.

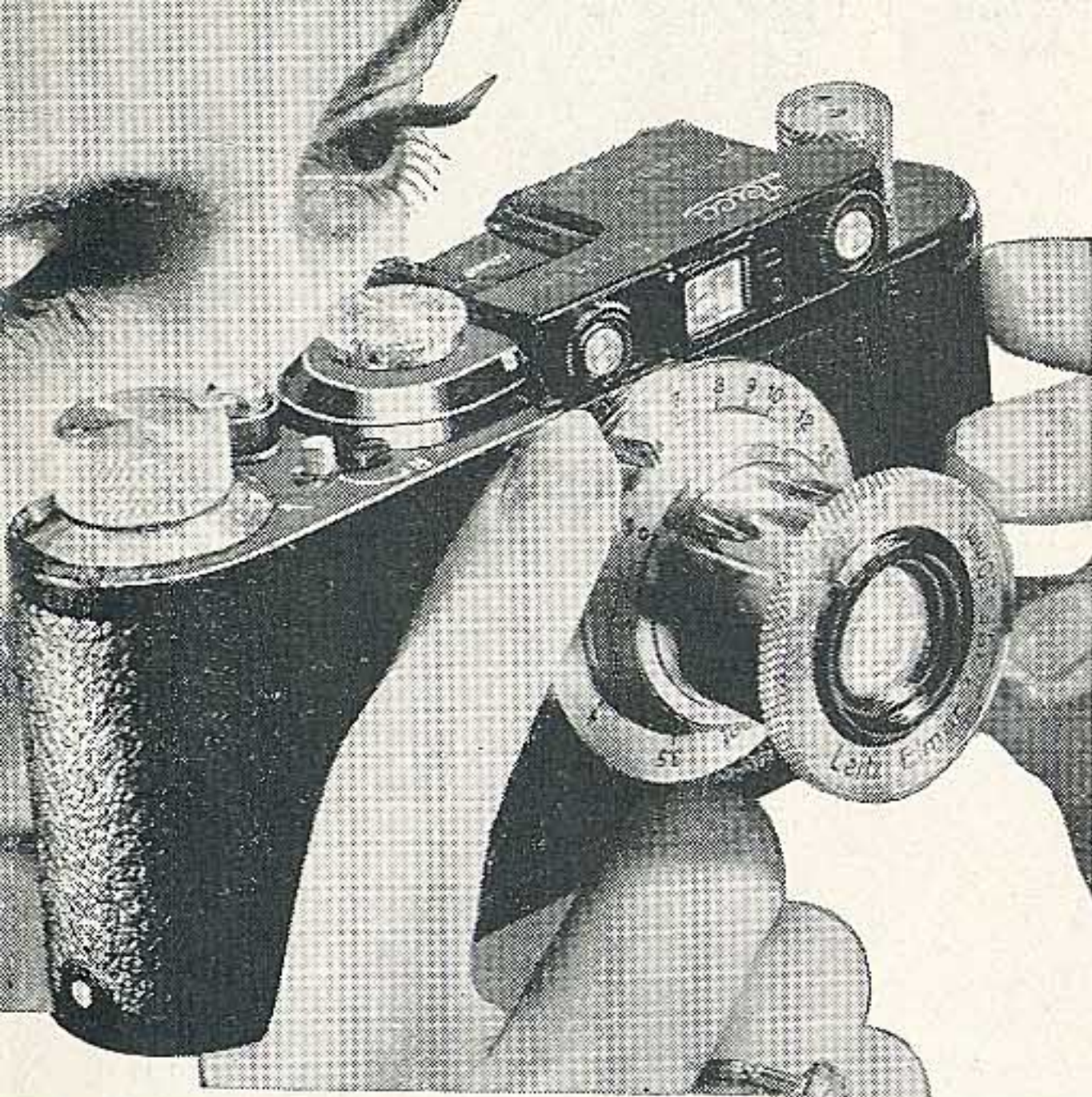


LEICA PHOTO, LEWIS R. FREEMAN



"ERODED LAVA" LEICA PHOTO, W.D. MORGAN

E. LEITZ, Inc., NEW YORK



LEICA Camera Model D, complete with focal plane shutter and 50mm ELMAR lens F:3.5, built-in range finder and coupling for automatic focusing, including 1 film magazine, without case \$92.50

The New Autofocal LEICA — A Universal Camera

BUILT-IN RANGE FINDER... AUTOMATIC FOCUSING... NO DOUBLE EXPOSURES... UP TO 36 PICTURES AT ONE LOADING... FOCAL PLANE SHUTTER... USING 35mm CINE FILM... WEIGHS ONLY 19 OUNCES... DOUBLE FRAME SIZE... PERFECTLY BALANCED

CONVERTIBLE TO:

Speed — Aerial — Micro — Color — Telephoto —

Wide Angle — Clinical — Panorama — Stereoscopic —

Copying — Scientific — Portrait — Commercial —

Amateur — Architectural — Newspaper and Candid Camera Photography —

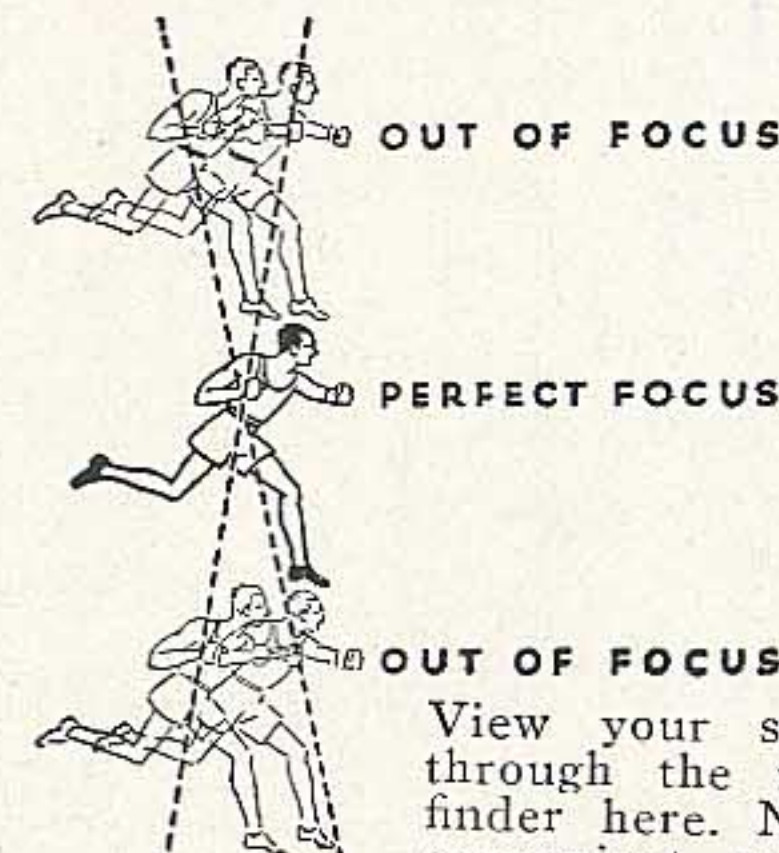
LEICA — the only Camera for all Photographic uses — A Perfect Camera

SPECIFIC LEICA FEATURES

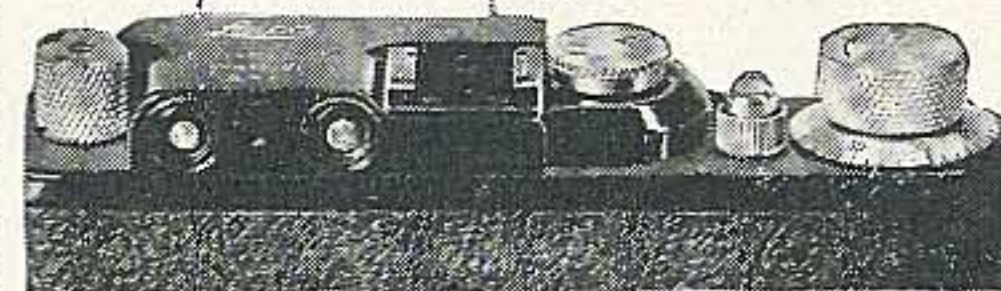
1. An extremely accurate short base range finder has been built into the LEICA Camera for automatic focusing. Such a finder is constructed with much more precision and without any vibration interference.
2. All unessential spaces and corners have been curved or eliminated... consequently the LEICA can easily be compared to the most modern stream-lined automobile in beauty and perfection. A machined product.
3. The efficient focal plane shutter releases from right to left when the LEICA is held in a horizontal position. Such a shutter movement permits the instantaneous photographing of the extremely rapid moving subjects without distortion.
4. An all metal camera body with only one side opening for loading insures perfect working parts and excludes dust or blowing sand.
5. Seven LEICA lenses... Easily loaded... Well balanced... Adjustments easily made... Lenses quickly interchangeable... All exclusive LEICA features.

Follow Fast Action with the
LEICA—the Autofocal Camera

Sight subject through the range finder. If you see two images the picture is out of focus. Secure correct focus by turning lens mount until the two images become one — then just snap the shutter... Focus will be perfect.



OUT OF FOCUS
View your subject through the range-finder here. No inconvenient accessories to handle. No blurred pictures. Ideal for action shots.



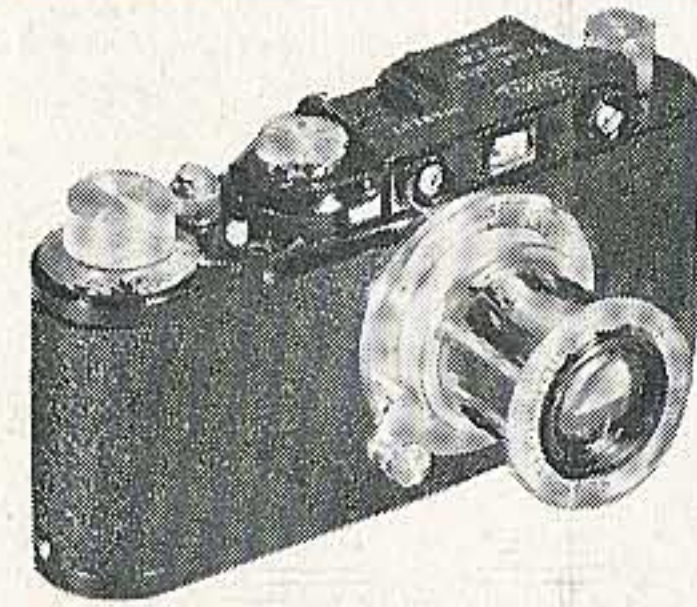
LEICA the CAMERA of TODAY

7 Interchangeable Lenses



35mm
Elmar
F:3.5

\$34.50 Wide Angle Lens . . .



50mm
Hektor
F:2.5

\$52.00 Speed Lens



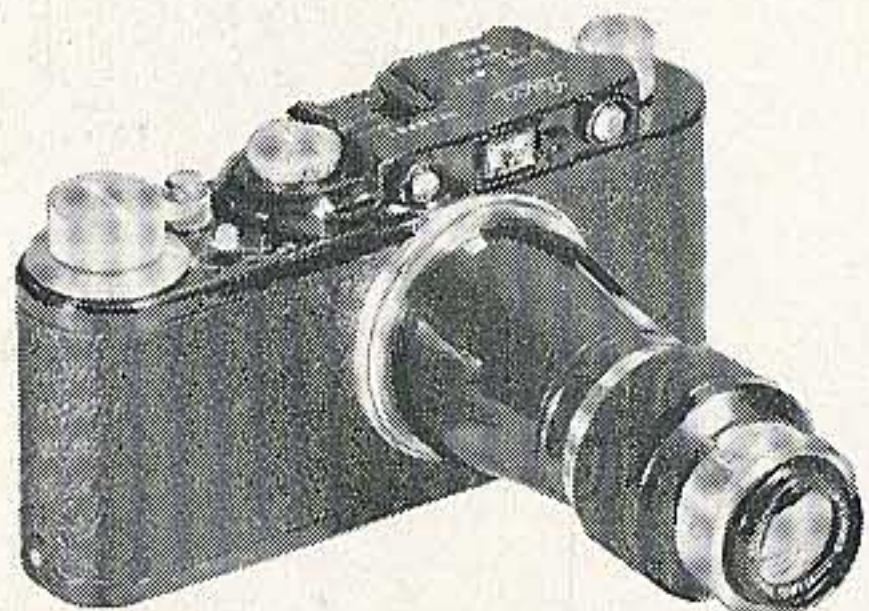
73mm
Hektor
F:1.9

\$115.50 Ultra Speed Lens . . .



90mm
Elmar
F:4

\$51.00 Medium Tele Lens . . .



105mm
Elmar
F:6.3

\$43.00 Light Tele Lens



135mm
Elmar
F:4.5

\$62.50 Full Telephoto



50mm
Elmar
F:3.5
\$36.50

The standard lens for making most LEICA pictures.

Everybody can operate a LEICA • Scientists... Explorers... Amateurs.

All use the LEICA in their work. From pole to pole and around the world with the Graf Zeppelin, DO-X, Sir Hubert Wilkins, Bernt Balchen, Dr. Laurence M. Gould, Com. Donald MacMillan, Lewis R. Freeman... Glenn Kershner... William A. Robinson... Bernard Shaw... Frank Lloyd Wright... Carl Van Vechten... John Gilbert... Robert Montgomery... Robert Ripley... Laurence Stallings... Frank Bentley... Dr. Erich Saloman... Bobby Jones... Arthur D. Little... Moritz Donier... Robert Cushman Murphy... T. A. Willard... Dr. Herbert S. Dickey... Karl A. Barleben, Jr.... Jackson Rose... Harold Lloyd... Miller R. Hutchinson... Rudy Vallee... George Mitchell... James McHarg... Dr. Albert Johannsen... Dr. James A. Barnes... William H. Gardner... Paul Siple, Eagle Scout with Byrd Antarctic Expedition—author of two books.

LEICA is the one camera for making lantern slides for projection. For use in libraries where valuable books are to be copied. Out on the athletic field or indoors. On your vacation or in your profession. Making valuable children pictures. A camera for amateurs and professionals alike.

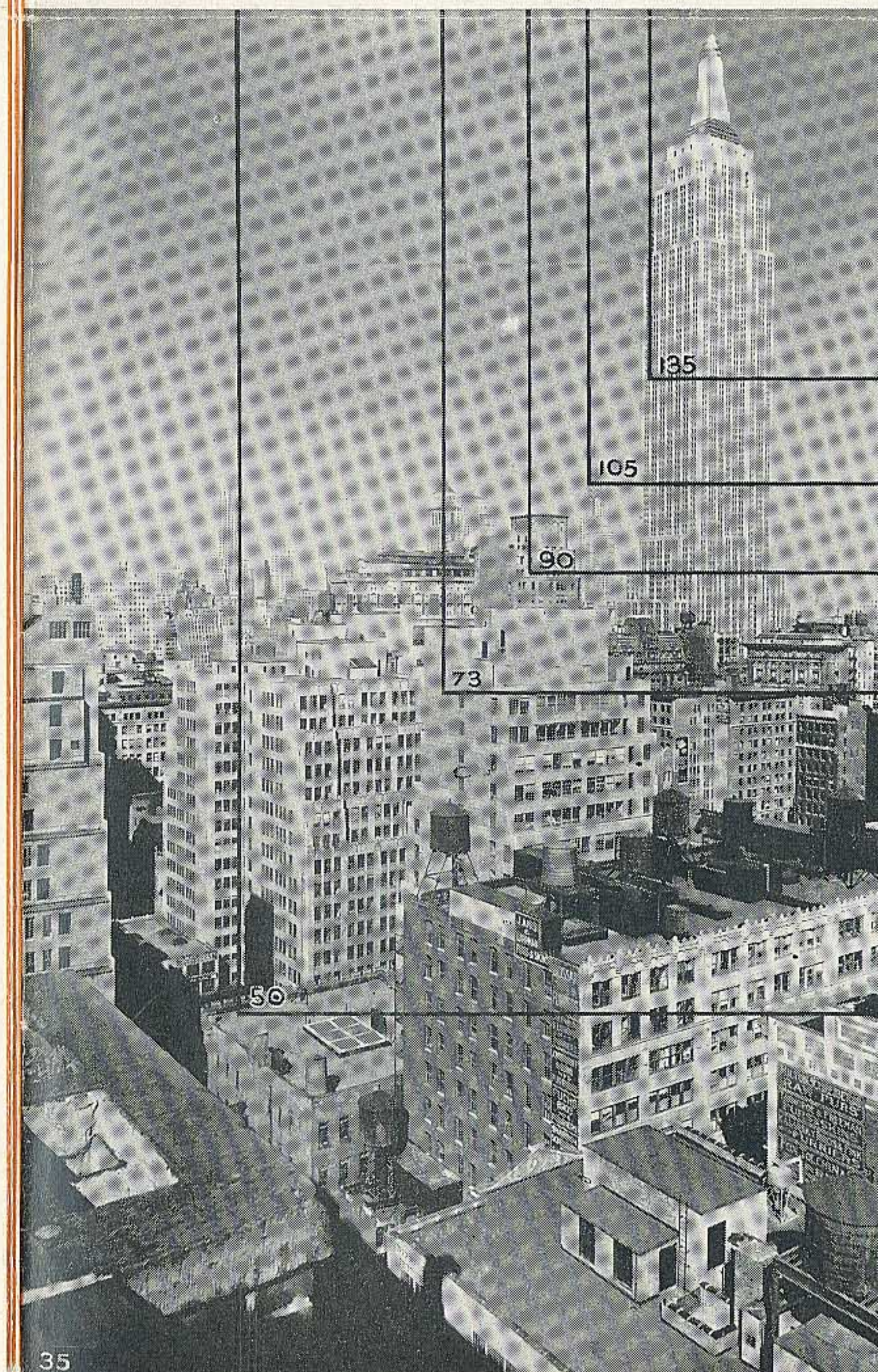
For 8 years LEICA has been pioneering the field of miniature camera photography.

Today the LEICA Camera is recognized as the finest photographic apparatus available. Bulky cumbersome cameras are rapidly becoming obsolete with this new LEICA trend toward the use of double frame pictures on 35mm cine film.

When you own a LEICA you can select your film from over a dozen different emulsions... for fine grain... speed... contrast... color... and special effects. Use the same films used in all the motion picture studios.

Simple and quick to use. With all its versatility and scientific precision the LEICA is so easy to operate that its use is instantaneous. And for economy it is unsurpassed. Made by the manufacturers of the famous Leitz microscopes.

Below... Photograph showing comparative fields covered by the 7 interchangeable lenses.



An Accessory and a LEICA Lens for Every Photographic Purpose



LEICA PHOTO, C.J. LEWIS

"Barracuda" LEICA Photo—C. J. Lewis DuPont $\frac{1}{4}$ Speed Pan.
Film — F:6.3 135mm Lens — $\frac{1}{100}$ sec. No. 2 Yellow Filter.
Enlarged through diffusion Screen.



LEICA Picture Natural Size • Enlarged detail 30 times

Ask your LEICA photographic dealer for complete information
... or write E. Leitz, Inc., 60 E. 10th St., N. Y. C.

LEICA and ACCESSORIES for sale by:

N. Y. CAMERA EXCHANGE

109 Fulton Street

New York, N. Y.