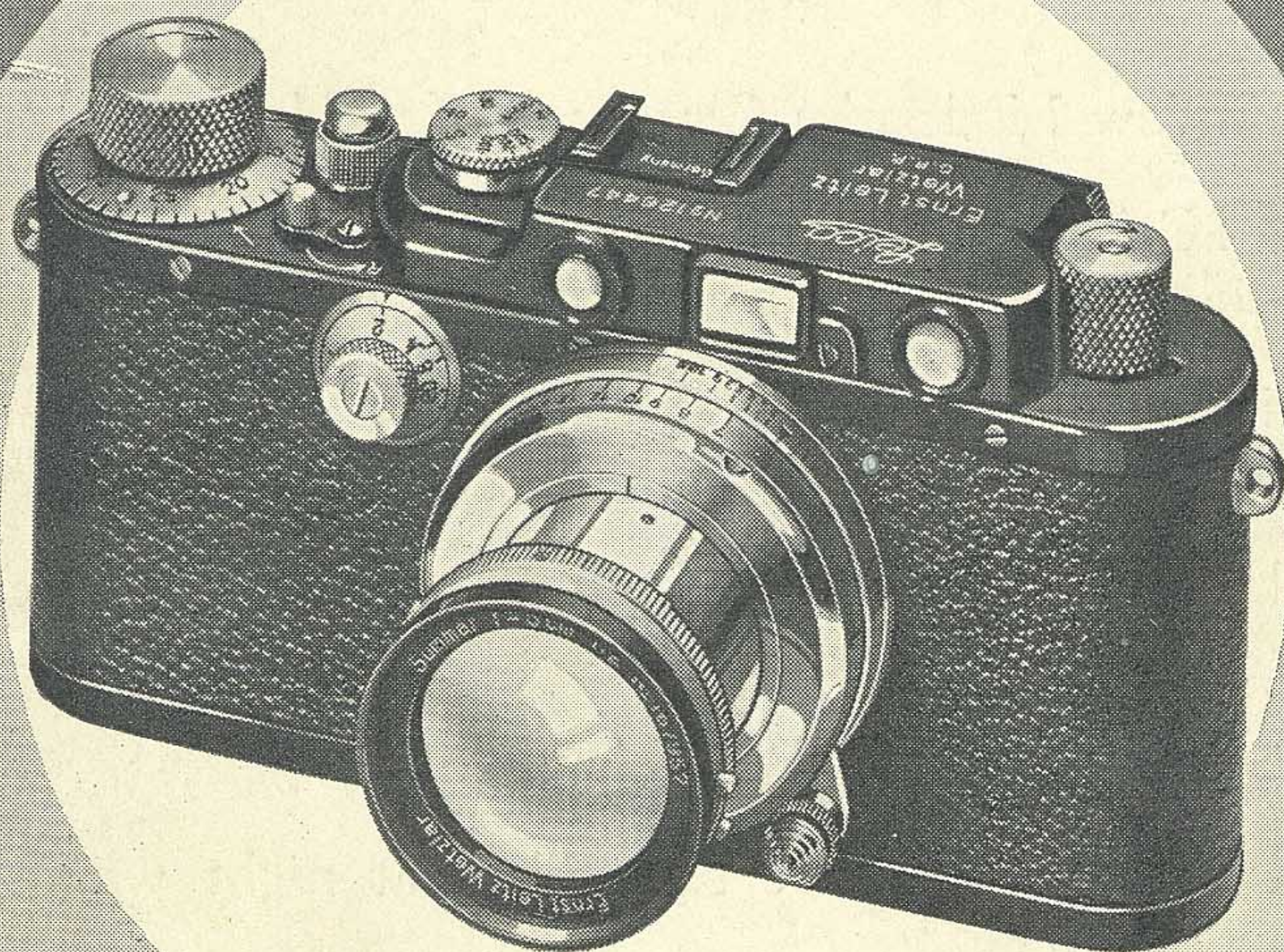


SUMMAR



NORMAN KING DENNY
6540 LAKEWOOD
CHICAGO

LEICA

A NEW SPEED LENS FOR

CRITICALLY SHARP AT ALL OPENINGS

AN ALL PURPOSE LENS

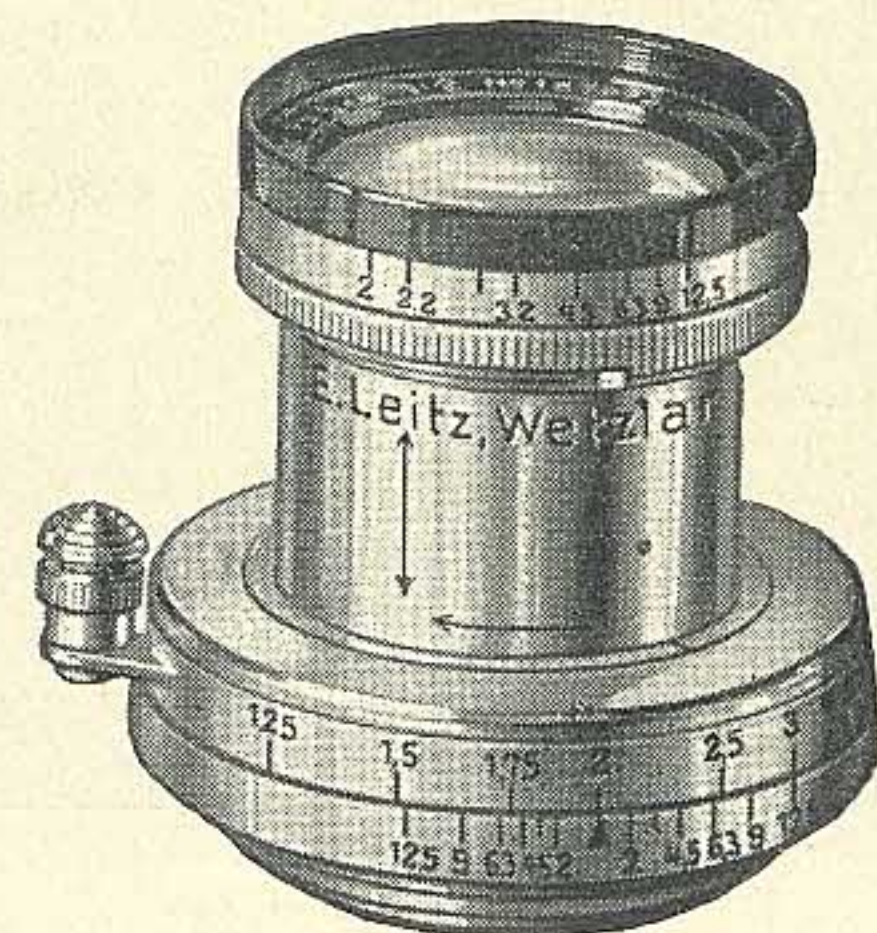
That the SUMMAR lens is a Universal lens can easily be recognized by the photographs in this brochure, each of which was made with this lens. Because of its high speed, the SUMMAR suggests itself first as ideal equipment for night photography. Fully exposed street scenes at night are easily produced, as well as in theatres, night clubs, ballrooms, lecture halls, subway trains and stations, and all other places where the illumination is dim, at least photographically speaking.

As the SUMMAR f:2 will produce sharp negatives at all diaphragm stops it is possible to include the possibilities offered by the ELMAR f:3.5 and the HEKTOR f:2.5 lenses and at the same time have the advantage of a faster lens opening.

SUMMAR f:2 Lens Specifications

1. Collapsible lens mount.
2. Focusing scale located on top of lens mount for quick reference.
3. Weight of SUMMAR f:2 lens . . . 6½ oz.
4. Chromium finish.
5. Two arrows engraved on lens barrel assist in locking lens into position instantly.
6. Iris diaphragm of octagonal shape adapted for color photography and curved to reduce internal reflections.
7. Especially corrected for infra-red and natural color photography. Special index mark engraved on calibrations for infra-red photography.
8. Sharp detail at all diaphragm stops.
9. Iris diaphragm set by knurled ring around front part of lens.
10. Lens mount does not rotate during focusing, thus permitting the convenient use of a sky filter or filters for natural color photography.

Here is a picture of the new SUMMAR f:2 50mm lens which has been meeting with such favor among LEICA owners.



A UNIVERSAL LENS With Reserve Speed

Ordinarily, speed lenses have inherent characteristics which do not permit them to be used universally, but due to a most fortunate combination of lens elements, the SUMMAR far exceeds the unusual objectionable qualities of speed lenses. With the SUMMAR used at full opening or stopped down to the smallest stop . . . in bright sunlight or in dull weather, pictures will be faithfully and sharply recorded. Thus the owner of a SUMMAR is assured of possessing the most characteristic lens which combines both speed and quality.

In addition to being a speed lens for use at the full openings the SUMMAR can be stopped down for use on the LEICA enlarger, or for use in general photographic fields. The SUMMAR can also be used on the UDIMO Projector, the microscope, and with all the special copying attachments.

In fact the new SUMMAR f:2 lens may be compared to a high powered automobile which is operated at various speeds. One does not always drive a car at maximum speed, however it is a great satisfaction to know that there is always that reserve speed instantly available when needed. The same is true of the SUMMAR lens which may be used universally as a 50mm lens.

WHAT ONE SUMMAR LENS USER SAYS:

New York, N. Y.

The enclosed negatives are the fine results of interior action shots. My LEICA with SUMMAR f:2 lens has beaten all Press outfits in this kind of work. Please note that no newspaper has shown interior action pictures of this type. The Press published hundreds of posed pictures during the past winter due to the interest in America of Sonja Henie and Karl Schafer. Am I happy?

Very truly yours,

Hans Kloss

ICE SKATING ACTION. SUMMAR f:2 lens wide open—1/500th sec. exposure. LEICA photos by . . . Henry Kloss, New York City



NIGHT PHOTOGRAPHY . . . THEATRE AND STAGE .

HOW THE SUMMAR f:2 IS USED

The SUMMAR lens is readily interchangeable with all other LEICA lenses on the LEICA Camera. As the SUMMAR f:2 lens is collapsible the camera can easily be slipped into the pocket.

When the Models G or F LEICA with slow shutter speeds down to one full second are used with the SUMMAR there are tremendous possibilities open to the LEICA user. Just imagine an exposure of 1 second with the lens at the f:2 opening. It is almost possible to photograph the proverbial black cat in a dark room. Also remember that the Model G LEICA has an extreme speed of 1/1000th sec. when required.

Because of the large glass aperture this lens, like all speed lenses, is best used with a lens or sun shade. By using a shade, stray light rays are prevented from striking the large glass surfaces and thus possibly causing flare, halation, and often general fog on the film.

After all the SUMMAR lens is very easy to use with the LEICA.

Prices

49,960 LIOON	LEICA Autofocal Camera Model G, complete with focal plane shutter with speeds from 1 to 1/1000th second, built-in focusing range finder, special 1½x magnifying eye piece for range finder, eyelets for special strap supplied with camera, 10 inch cable release, and one film magazine with No. 50,360 SUMMAR 50mm focus f:2 lens.....	\$235.50
50,015 LYSUM	LEICA Autofocal Camera Model F, similar to Model G (No. 49,960), but with shutter speeds from 1 to 1/500th second. in black finish. with No. 50,360 SUMMAR 50mm focus f:2 lens..	216.00
50,360 SUMUS	LEITZ Anastigmat SUMMAR, 50mm focus, f:2 (speed lens) in collapsible mount.....	109.50
53,030 ESFUS	Eveready Case, for LEICA Models G or F with SUMMAR 50mm, f:2, collapsible mount...	9.90

Write for additional information.



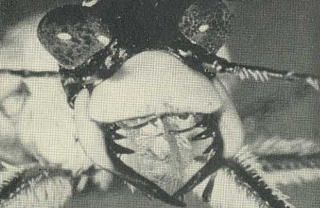
Glenn H. Pickett, New York, catches this excellent photograph of the Hudnut Broadcast with his f:2 SUMMAR lens at 1/20 sec. on DuPont Superior film.



Unusual LEICA photographs are easy to make in the broadcasting studio or in other similar places where lens quality and speed are demanded. Above LEICA photo by Kip Ross shows Eddie Cantor busy at the microphone. LEICA photo with f:2 SUMMAR lens. DuPont Superior film.

SPEED . . . CANDID . . . NEWS . . . MISCELLANEOUS

SIGHT SEEING WITH A SUMMAR



Close-up LEICA photos of Tiger Beetle made by James M. Leonard using SUMMAR lens with Sliding Focusing Copy Attachment, 9cm tube, f/12.5 stop, DuPont Superior film. Examples to show how this lens can be used at the smallest diaphragm opening.



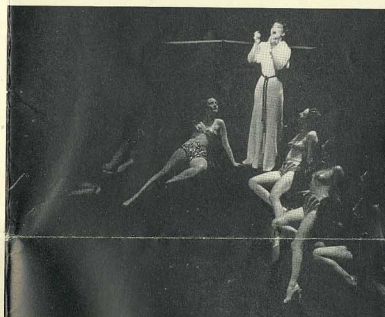
1. LEICA candid photo by Kip Ross
2. Ziegfeld Follies as seen by Lester-Pickett and their SUMMAR lenses
3. Window Models by Clarence Slifer, Hollywood
4. LEICA candid photo taken at the Biograph Studios, New York, by Harry Coleman
5. Ziegfeld Follies . . . by Lester-Pickett
6. Night Club Action . . . LEICA SUMMAR photo by J. Kellman
7. "The Pure in Heart" . . . actual performance photo by Lester-Pickett, New York
8. A Broadway theatre sign taken at night with the LEICA

All photographs shown in this circular were made with the LEICA Camera and the f:2 SUMMAR speed lens

"Stevevoro" actual stage performance photograph. Lester-Pickett photo with SUMMAR lens. 1/4th sec. at f:2.



Ballet Russe "Union Pacific." Actual performance photograph by Lester-Pickett. SUMMAR f:2, 1/40th sec.



Florence Langford and the Albertina Rasch Girls. Lester-Pickett actual performance photograph made at "The Pure in Heart" stage play. SUMMAR lens 1/8th sec. f:2.

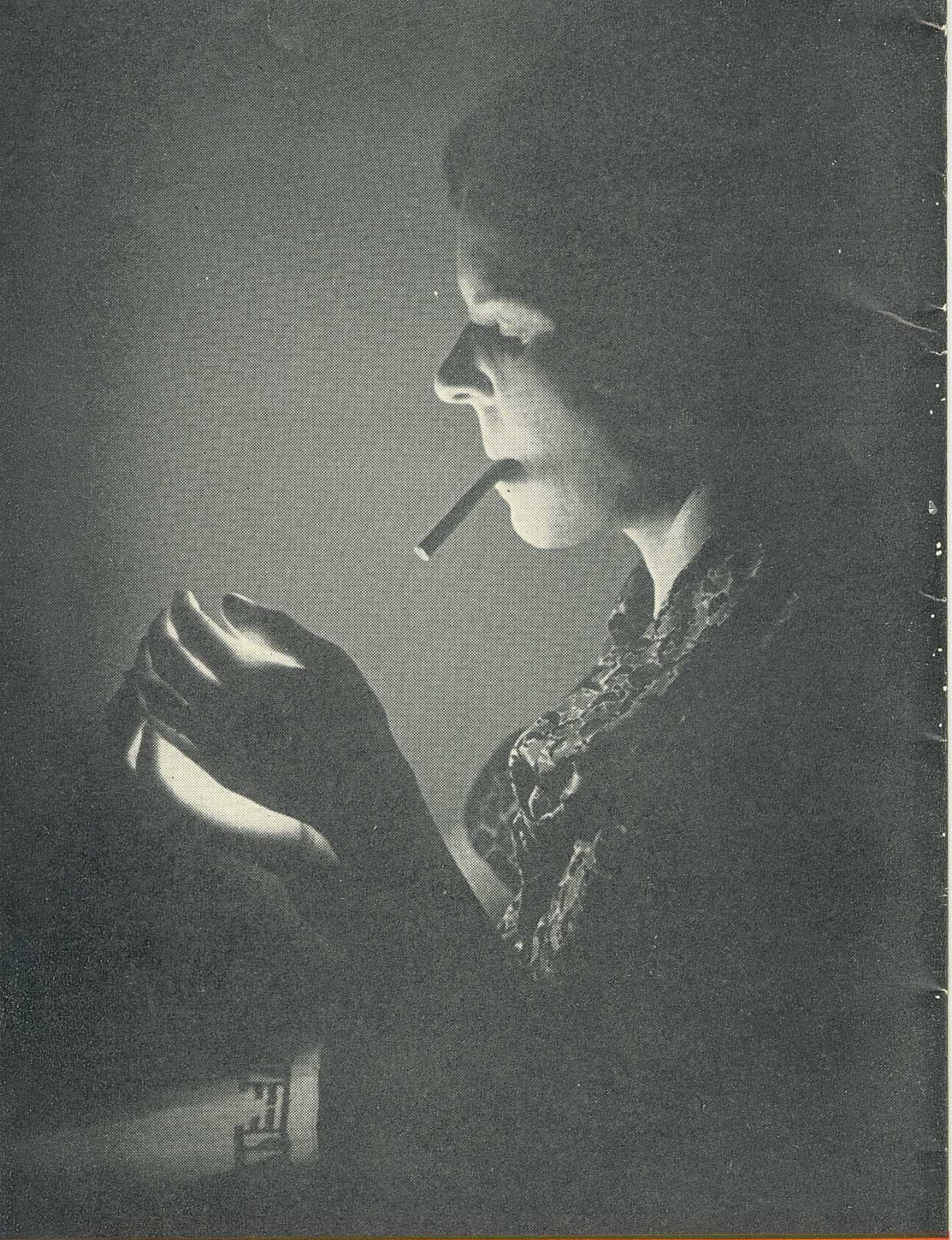


Ziegfeld Follies. Lester-Pickett catch Fannie Brice and Willie Howard at 1/40th sec. f:2.

COLOR PHOTOGRAPHY WITH THE LEICA

Full natural color photographs are now possible with the LEICA DUFAYCOLOR film. Write for Circular 1234.

NIGHT PHOTOGRAPHY . . . THEATRE AND STAGE . . . SPEED . . . CANDID . . . NEWS . . . MISCELLANEOUS



MATCH LIGHT LEICA PHOTO . . . by Ole M. Hovgaard, New York City. f:2 SUMMAR lens wide open—1/12th sec. DuPont Hypersensitized film. This remarkable photograph which was made by the light of only one match illustrates the extreme exposure possibilities open to users of the SUMMAR f:2 lens.

E. LEITZ, Inc., 60 E. 10th St., New York City

Circular No. 1228-5th Edition

W-8-35-M Printed in U. S. A.