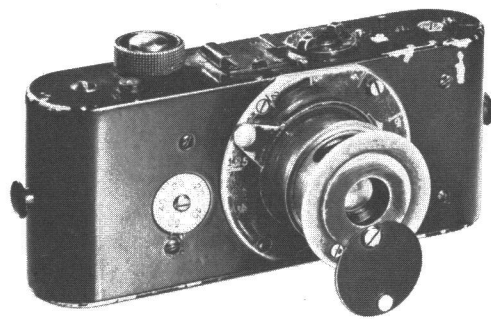
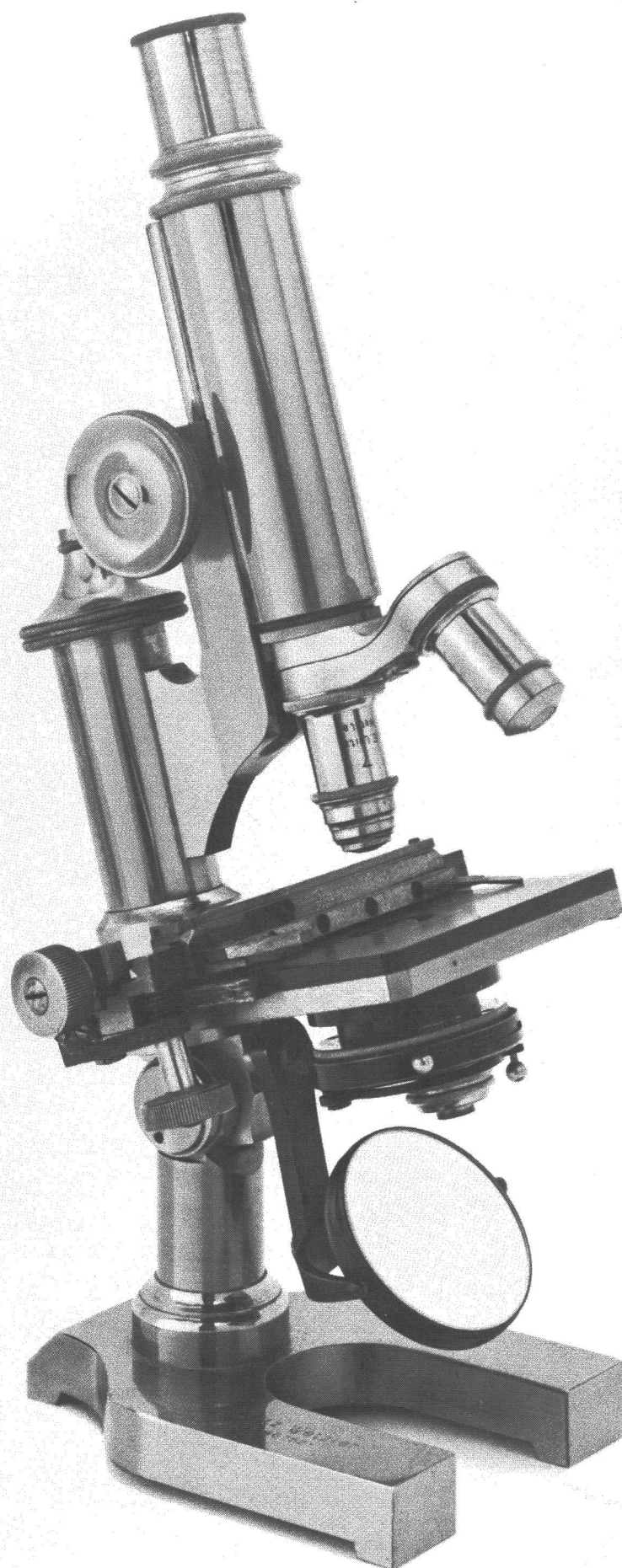
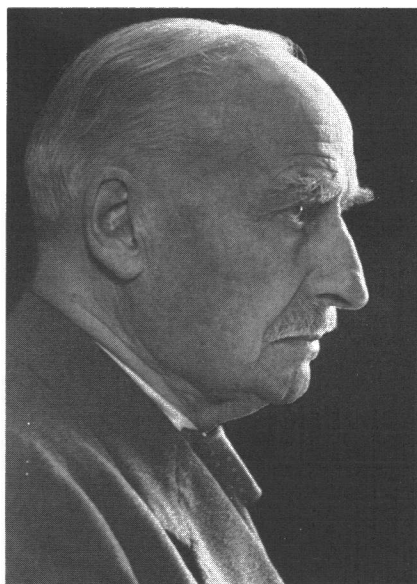


*A Brief  
Leica  
Chronicle.  
Since 1913*





This 19th century Leitz microscope is an unsophisticated instrument compared to the powerful and complex research tools of today. Nevertheless, it was built with the precision and careful workmanship that still characterizes Leitz products.



Dr. Ernst Leitz II, who was responsible for the introduction of the Leica, was the son of the founder of Leitz/Wetzlar. Since its founding in 1849 the company's only concern has been the design and manufacture of precision optical equipment. This focus on optical precision is the base on which the Leica reputation has been built.

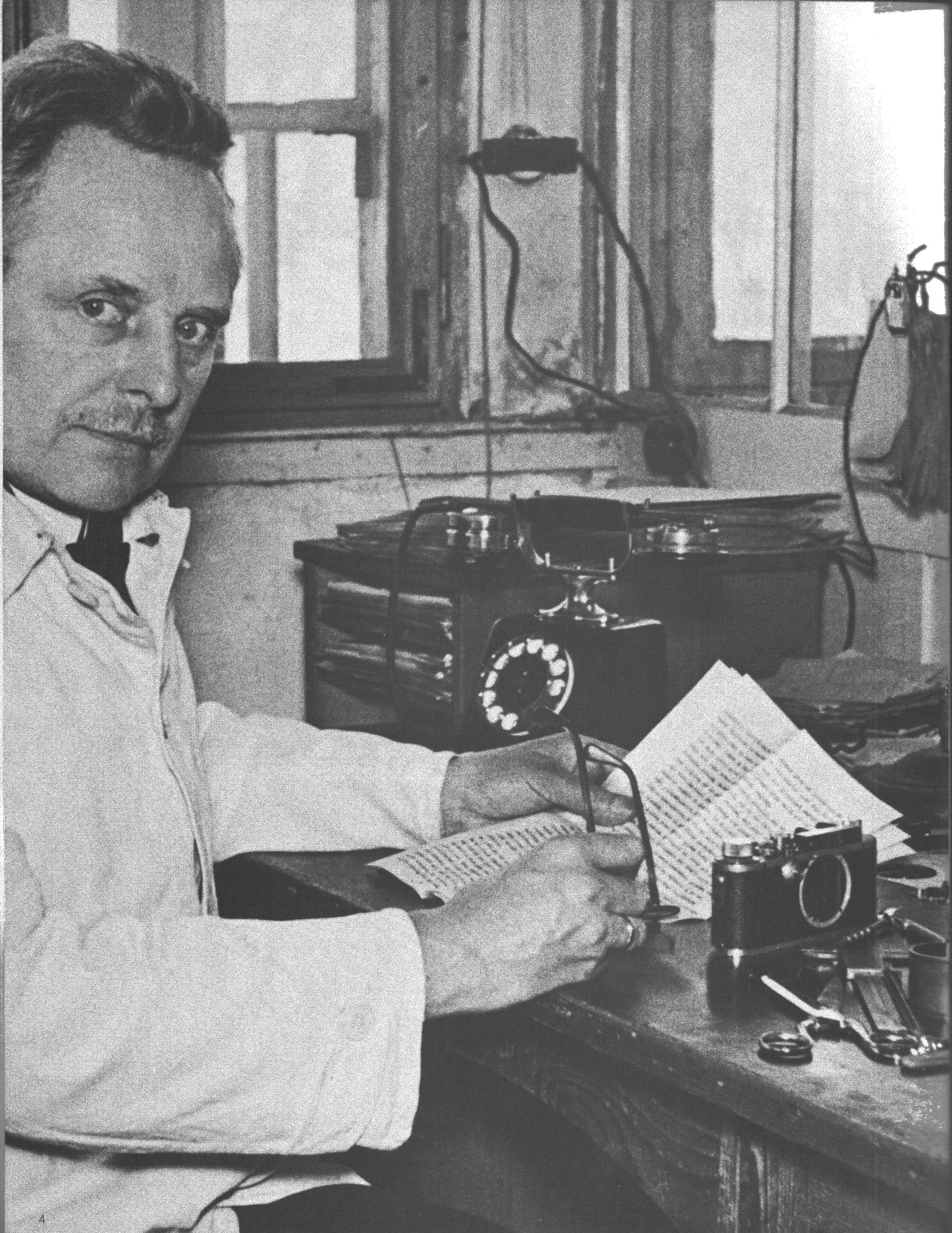
Today Leitz manufactures instruments for scientific research, industry and amateur and professional photography. A large research staff and skilled workers combine a tradition of fine optical and mechanical skills, the most advanced scientific technology and an uncompromising devotion to quality.

Basics of the modern research microscope such as the binocular eyepiece and built-in illumination were developed by Leitz scientists. Leitz is now one of the world's top two manufacturers of microscopes and auxiliary micro instruments.

Leitz has made precision prism lens field glasses and binoculars since 1850. The firm's most noteworthy recent contribution came in 1963 with the introduction of its Trinovid binoculars. These have a unique optical system with compact straight line body design and completely internal focusing.

Cameras and photographic equipment are largely responsible for the worldwide respect enjoyed by Leitz/Wetzlar. Leitz gained its reputation by giving the world one of the milestones in photographic development, the first 35mm camera, the Leica. The following pages tell its chronicle.

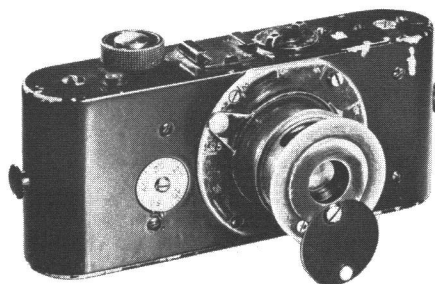






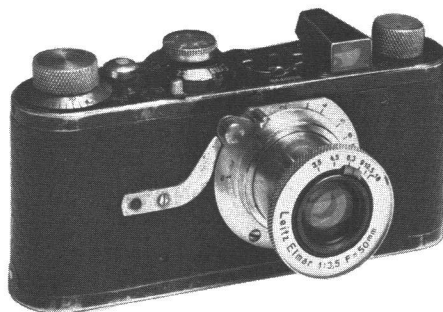
Oskar Barnack joined the E. Leitz company in 1911 as a master machinist and design engineer. His passions were photography and mountain climbing. In an attempt to lighten his load, he developed the first working prototype of a camera that used a short-focus lens and miniature film.

# 1913



Barnack designed the first operational prototype of the Leica for 35mm cine film. It had an all metal housing, a collapsible lens and a focal-plane shutter. A screwed-on lens cap, which was closed during film transport, prevented fogging of the film. This camera has gone down in photographic history as the "original Leica."

# 1923



This is an A series model, the first commercial Leica to be manufactured. Before its introduction, 31 prototypes were made by hand to test public reaction.

The lens was a 5-element 50mm Anastigmat f/3.5 designed by Prof. Max Berek. Its focal-plane shutter was self-capping with automatic compensation for acceleration.

Film advance coupled with shutter re-tensioning and a frame counter prevented double-exposures for the first time in photographic history.

Although the hand-made samples were greeted with considerable skepticism both inside and outside the organization, Dr. Ernst Leitz made the fateful decision, "Build Barnack's camera." The Model A with a 50mm Elmax (later Elmar) f/3.5 went into production in 1925 and before the year was out, 1000 cameras were produced.

# The New Marvel of Photography

## The Amazing Leica Camera

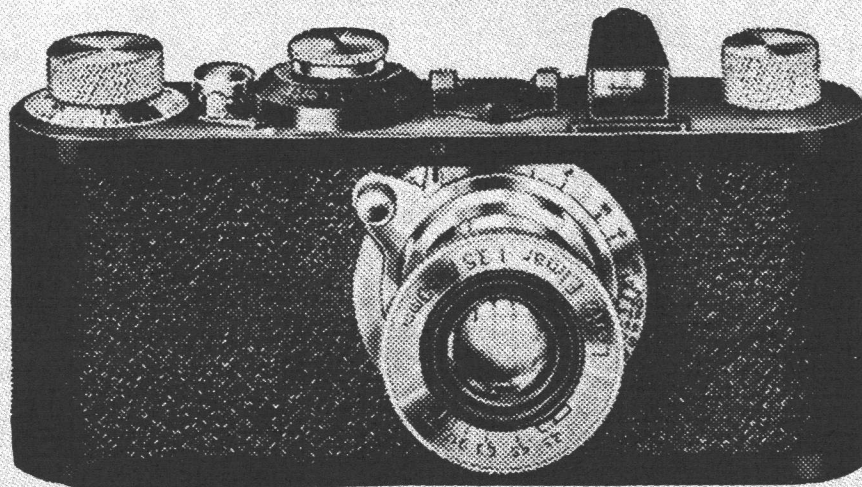
CHOSEN by famous explorers and scientists for their own use—Dornier of the

DO-X, Sir Hubert Wilkins, Dr. Eckener of the Graf Zeppelin, Commander Gatti. L. M. Gould, 2nd in Command of the Byrd Antarctic Expedition, says: "It can do more things and do them well than any other camera I know of." Snapshots, action pictures, wide-angle views, telephoto pictures, portraits, photomicrographs, and all other types of pictures can be taken with this one wonderful instrument and its interchangeable lenses. It would take a dozen other cameras to do the work of one Leica. Yet the Leica is so small it fits the vest pocket! It gives you 36 pictures in a single roll of film. Each negative is only  $1\frac{1}{2}$ " x  $\frac{7}{8}$ ", yet enlargements 12 times the size are perfect, because the Leica is the most accurately constructed camera ever made and carries the most highly corrected lenses ever put on a camera. The Leica is quick and simple to operate and very inexpensive to use. It will amaze you as it has everyone who has seen it. Your dealer will be glad to show you the Leica Camera.

Write for Free Descriptive Booklet

"A Pictorial Story of the Leica Camera"

E. Leitz, Inc., Dept. 12-G, 60 East 10th St., New York



This advertisement appeared in a 1931 issue of the National Geographic. While the 12-engine flying boat DO-X was an aeronautical dead end, the Model C Leica was a forerunner of a vastly successful camera series.

# 1926

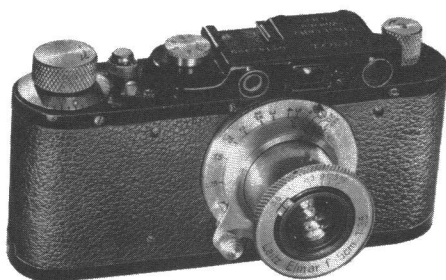


Leitz started production of the Model B, one of the cameras on which the Leica legend was built. With its Compur shutter and collapsible 50mm Elmar f/3.5 lens, the Model B is very rare. Less than 1,500 were built

before production was discontinued in 1929.

1930 saw the introduction of the Model C, the first Leica with interchangeable lenses. Three screw-mounted Elmar lenses were available: 35mm wideangle; 50mm f/3.5 normal focal length; and 135mm f/4.5 long focal length. For focusing accuracy, a vertical longbase accessory rangefinder was part of the package.

# 1932



Known as the "Autofocal Leica," the Model II simultaneously established two significant "firsts."

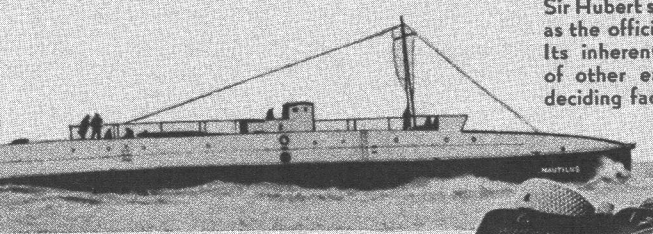
First camera with built-in coupled rangefinder, and first camera with rangefinder coupling for a whole family

of interchangeable lenses.

Also introduced in 1932 was the slender, lightweight 105mm Elmar f/6.3, destined for fame as the "Mountaineer's Elmar."

By now, Leica had become a real "system" camera with seven interchangeable lenses in standardized rangefinder mounts.





Sir Hubert says:..."LEICA has been chosen as the official camera of the ... expedition. Its inherent excellence and the experience of other expeditions were of course the deciding factors."

# Leica camera

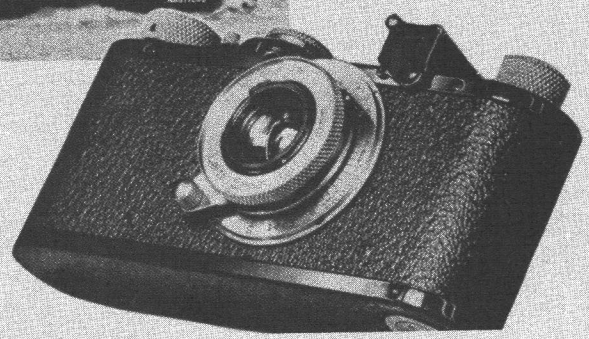
Chosen by

**SIR HUBERT WILKINS**

For Submarine Expedition  
To NORTH POLE

ANYONE who knows cameras knows why Leica was the inevitable choice of the commander in chief of the "Nautilus."

Small in size, perfect in performance—that's Leica. This remarkable roll film camera fits the vest pocket and takes 36 pictures on a single roll of cinema film, double frame size—pictures that enlarge beautifully to 12x18 inches or more. Equipped with the famous Elmar



Anastigmat F3.5 lens and a focal plane shutter permitting exposures of 1/20 to 1/500 of a second, it is the ideal camera even under adverse conditions of light, temperature and weather.

Leica cameras cost \$60 and up. See them—at your photographic supply store—or write for pamphlet 1186 fully describing them.

E. LEITZ, Inc., Dept. 6-G

60 East 10th Street, New York, N. Y.

## Leica Cameras on the Graf Zeppelin Around the World



*Leica*

*Invariably part of  
the equipment of Explorers,  
Scientists and Experienced Travelers*

On the Graf Zeppelin's west-bound trip one of the several Leica Cameras on board was used to photograph the interior of the torn bag. Motion prevented time exposures. The only light was that reflected from the ocean through the ripped opening, yet the pictures were remarkably clear.

Several Leicas accompanied the Byrd Antarctic Expedition. Six more have been ordered by radio since the intrepid men reached their winter base.

The Leica is known and used throughout the world by scientists, engineers and those who follow the advancement of photography.

There is no camera like the Leica, combining as it does quality, latitude of work, convenience and economy of operation. Takes 36 pictures on each loading. Uses standard cinema film and each negative is of double frame size—the first camera to have this feature. The smallest roll-film camera with focal-plane shutter.

May be used for snapshots, portraits, indoors or outside. Used by engineers for recording data and by scientists for photomicrographs. Always ready for instant use.

Leica enlargements to 12" x 18", or larger, preserve beauty and detail. Mechanically and optically the Leica is a model of perfection.

See the Leica at your dealer's. He will gladly demonstrate it for you. Or write for illustrated literature. E. LEITZ, INC., 60 East 10th St., New York, N. Y.

E. LEITZ, INC., Dept. G-6, 60 East 10th St., New York, N. Y.

Please send me catalog on the Leica Camera.

Name.....

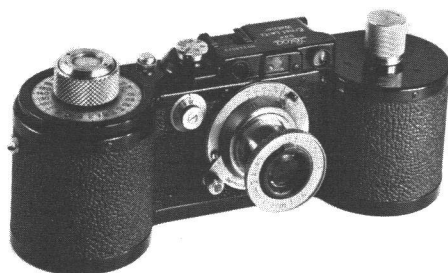
Address.....



Fits Vest Pocket  
or Purse

Leica was chosen for arduous duty beneath the sea, in the air and across the pole. Even in those days it was "the ideal camera for adverse conditions of light, temperature and weather."

# 1933



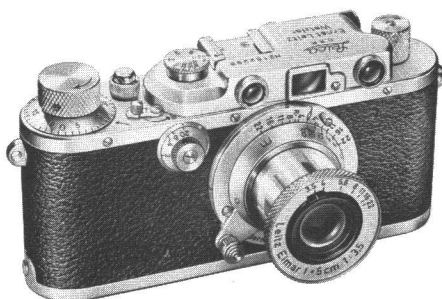
The new Leica III appeared this year with speeds from 1 to 1/500 sec. Slow speeds between 1 and 1/20 sec. are arranged on a front-mounted selector dial.

In addition to the Model III, three new Leica lenses also

made their appearance: the high-speed 50mm Summar f/2 first issued in rigid mount, later in collapsible mount with non-rotary focusing movement. An improved 135mm lens, the Hektor f/4.5 (which replaced the 135mm Elmar). Also, the first telephoto lens, the 200mm Telyt f/4.5 for which the world's first accessory reflex housing was provided. A special short focusing mount allowed the 135mm Hektor to operate with the Leitz reflex housing.

In 1934 a "Reporter" Leica, shown above, was produced with spool-chambers holding approximately 33 feet of film. The new model took 250 exposures without reloading. Less than 1,000 Reporters were made in a number of small series between 1934 and 1942.

# 1935



With the introduction of the Model IIIa, the Leica's top speed jumped from 1/500 to 1/1000 second. For fast shooting with the IIIa, Leica also introduced a new base-plate trigger-advance unit.

The new ultra-wide angle 28mm Hektor f/6.3 expanded the optical line-up to twelve lenses in nine focal lengths from 28mm through 400mm, giving angular fields of 6 to 76 degrees.

In America an event of tremendous importance to the future of 35mm photography took place: Eastman Kodak introduced 35mm Kodachrome film. Leica saluted the two co-inventors, Leopold D. Mannes and Leo Godowsky, Jr., by presenting them with Leica No. 150,000 and 175,000 respectively.



BYRD ANTARCTIC EXPEDITION

**RADIOGRAM**

RECEIVED BY  
The New York Times


162WFA LITTLE AMERICA MAR 30

A TRAEGER  
PRESIDENT E LEITZ CO  
60 E 10TH ST NEW YORK CITY

MY BROTHER OF EXPLORERS CLUB MAY BE INTERESTED  
YOUR POCKET CAMERA FOR AVIATION WORK IN YUKON  
AND NORTHERN CANADA HAVE RECOMMENDED LEICA IN  
VIEW EXCELLENT RESULTS HERE AND AM CONSIDERING  
PURCHASE OF ONE FOR MYSELF PLEASE ADVISE YOUR  
BEST TERMS

1015P

LIEUT M N



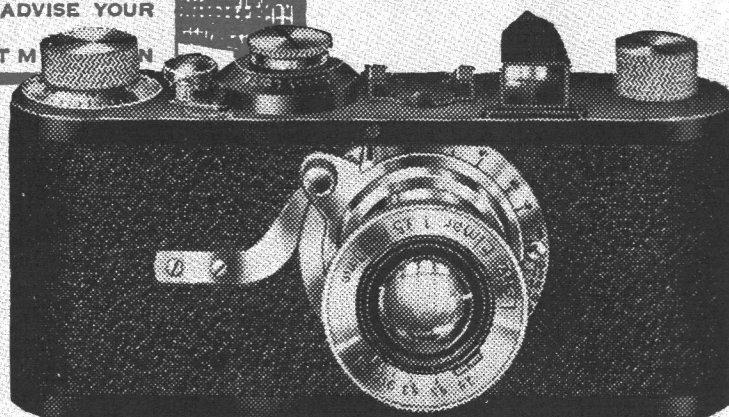
# The Excellent Work of the *Leica*

**Y**OU may never have occasion to use your camera in the arctic or torrid regions, but the same mechanical and optical precision that guarantees LEICA'S unfailing service under the most difficult conditions assures you of finer pictures everywhere—every time. There are no *special* LEICA Cameras. Those accompanying the Byrd Expedition are but duplicates of the LEICA Camera sold by leading photo supply dealers.

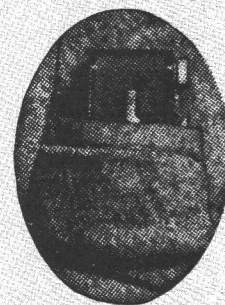
The smallest roll film camera with a Focal-Plane shutter. Exposures of 1/20 to 1/500 sec. Equipped with the famous LEITZ Anastigmat F 3.5, 50 mm. lens.

Thirty-six pictures on a single load of standard Cinema film. Enlargements to 12"x18" or more. Screen projection. Leading photo supply dealers will gladly demonstrate the LEICA, or send coupon for details and examples.

**E. LEITZ, Inc., 60 East 10th St., New York**



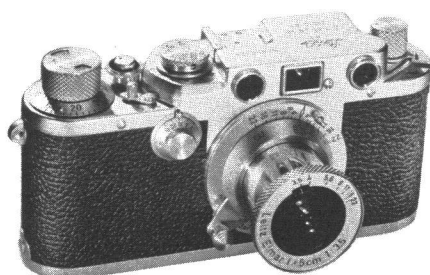
**FITS VEST  
POCKET  
OR PURSE**





Some 40 years after this ad appeared a modern Leica on an Antarctic expedition not only survived a helicopter crash, but continued to take pictures though "white with frost," as the owner reported.

# 1950



The first post-war camera design was the Model IIIf. Up until the introduction of the IIIf, Leica flash synchronization was by means of external devices which either replaced the camera baseplate or made connection with its spinning

shutter-speed selector dial.

The new Model IIIf, however, provided full internal synchronization for all types of expendable flashbulbs as well as for the new electronic-flash units which were beginning to gain popularity. Also introduced this year was the 85mm Summarex f/1.5, the fastest lens of its focal length to date.

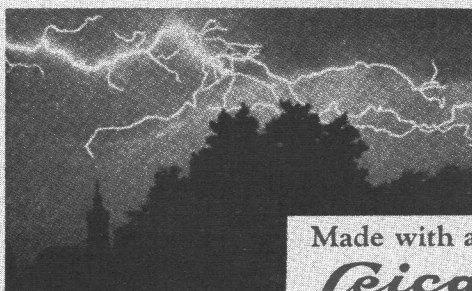
# 1954



With the Model M 3, Leica made a sharp break with tradition, and a new era in 35mm photography began.

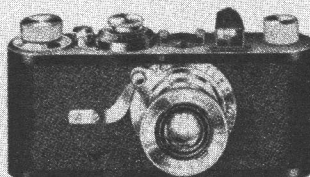
The M 3 has an ultra-bright combined rangeviewfinder with built-in illuminated focal frames for 50mm, 90mm

and 135mm lenses. A new model of the Summaron 35mm lens adapted the M 3 rangeviewfinder for wideangle photography. In addition to being the world's first 35mm camera to feature a built-in universal rangeviewfinder for four different lenses, the M 3 scored another significant advance: Its illuminated lens viewfinder frames are automatically compensated for parallax over the full focusing range of each lens. Other advances included an automatically resetting frame-counter, an exclusive rapid-advance lever, and a quick-change bayonet lensmount of unusual precision and rigidity.



Made with a  
*Leica*

A remarkable picture taken with a remarkable camera, the Leica. Accompanies the Byrd Expedition and is the companion of enthusiastic explorers, scientists and all who value perfection.



THE smallest roll film camera with focal plane shutter. The first camera using cinema film to give negatives of double frame size. Thirty-six pictures on a single load. Enlargements to 12" x 18" or more are sharp and clear. Mechanically and optically a perfect instrument, unaffected by climatic conditions. Equipped with a Leitz Anastigmat F 3.5; shutter speeds 1/20 to 1/500 sec. See the Leica at your dealer or write for illustrated literature.

E. LEITZ, Inc., 60 East 10th Street, New York, N.Y.

E. Leitz, Inc., 60 East 10th Street, New York, N.Y.  
Send Pamphlet 1127G5 on the Leica Camera.

Name .....

Address .....



Miss  
America IX  
at 100 Miles an Hour!

**For Fast  
Shots**

Nothing Can  
Compare with

*Leica*

THE  
UNIVERSAL CAMERA

Fits the pocket—yet does the work of a dozen other cameras; the most unusual pictures are easy to take with the LEICA. It is small in size and instantaneous

In operation—the ideal camera to catch the unexpected pictures when speed is essential! With its 5 interchangeable lenses it is instantly convertible into a speed camera, a telephoto camera, an aerial or panoramic camera, a portrait camera, a stereo camera and many more. Economical—takes up to 36 pictures on a single roll of cinema film. Enlargements up to 12x18 inches are marvelously sharp and clear and of the highest commercial value.

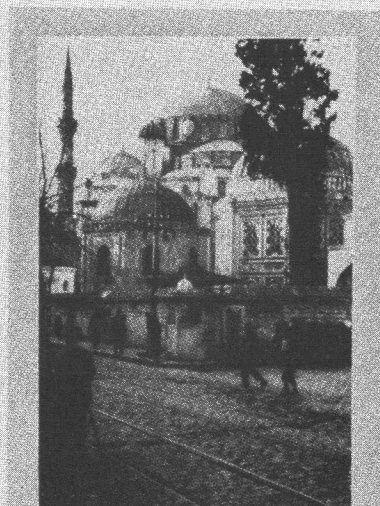
Write for FREE  
Descriptive Booklet

E. LEITZ, INC.  
Dept. 73, 60 E. 10th St., New York

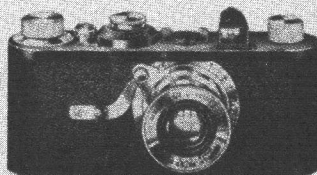
On your trip to California,

Florida, Egypt, Hawaii or anywhere — —

this compact *Leica* will take  
the most remarkable pictures



**Snapped in Constantinople**  
Notice the details of design in the mosques, cobbledstones, etc. Above reproduction from 5 x 7 enlargement of Leica negative.



IF YOU wish to travel "light" and still have the finest of photographic equipment, there is no camera like the Leica. So small that it fits vest pocket or purse, yet so perfect mechanically and optically that the most minute details are clearly recorded. Always ready for instant use—and it performs under the most difficult photographic conditions.

Proof of the Leica's superiority is shown in enlargements from its negatives. Details, high lights and shadows that escape the ordinary camera's eye are caught by this unusual camera—and enlargements to 24x36 inches preserve and accentuate the beauty of any picture.

Leica Cameras are widely used by scientists, engineers, explorers, amateur and professional photographers—for snapshots, portraits, photomicrographs and other exacting photographic work. Several Leicas are being used by members of Commander Byrd's Antarctic Expedition—others were used on the Graf Zeppelin's flights.

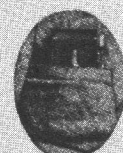
36 pictures on a single load of standard cinema film. Each negative is of double frame size—the first camera to have this valuable feature and the smallest roll-film camera with focal-plane shutter. Exposures of 1/20 to 1/500 sec. Equipped with the famous Elmar Anastigmat F 3.5, 50 mm. lens. Inexpensive to operate. Positive film strip may be used for screen projection. Ask your dealer to demonstrate it to you or write us for illustrated catalog.

E. LEITZ, Inc., Dept. G-7,  
60 East 10th St., New York, N. Y.

Please send me Catalog 1166 on the Leica Camera

Name .....

Address .....



Fits Vest Pocket  
or Purse

For fast shots, for difficult photos, for travel, the Leica then was the "universal" camera. Photographic subjects remain much the same, but Leica cameras have become even more versatile and easy to use.

# 1957



Model IIIg, last of the traditional screwmount Leica cameras, was introduced this year.

Model IIIg features an enlarged viewfinder with illuminated parallax-compensated frame-markings for 50mm and 90mm Leica lenses.

On the lens front, newly developed rare-earth optical glasses from the Leitz Glass Research Laboratory resulted in new speed for an old favorite as the 50mm Elmar f/3.5 was reissued as an f/2.8 lens, 50 percent faster than its famous predecessor.

# 1967



On June 1st the Leica M 4 appeared. This camera, one of the most popular Leica ever produced, offers all the capabilities of the previous M models and in addition affords rapid film loading without a take-up spool. A

built-in rewind crank speeds up film change. The viewfinder of the M 4 has bright-line frames for 35, 50, 90 and 135mm lenses.

In the decade preceding 1967 Leica introduced many new lenses. Notable among these: 21mm Super-Angulon f/4 (later succeeded by an f/3.4 version) ultra wide-angle lens with a coverage of 92°; f/2 Summicron lenses of 35 and 90mm; the 90mm Tele-Elmarit f/2.8, a true telephoto lens only 10mm longer than the 50mm Summilux; the ultra fast Noctilux f/1.2, the world's first lens for 35mm cameras using series-produced aspheric lens elements.



# 1968



This is the camera which brought Leica precision and the famous "Leica feel" to single lens reflex photography. Since introduction of selective through-the-lens light measurement in 1968, the camera has been called the Leicaflex SL.

A look through the viewfinder tells most of the SL story. A precision micropism central focusing field facilitates "snap in" focusing for even short focal length lenses.

The meter reads a central, circular area, equal to one-sixth the acceptance angle of whatever lens is attached to the camera. The area measured is sufficiently large to integrate typical scene brightness. However, it is selective enough to permit quick, accurate spot readings for difficult, high contrast scenes.

The meter needle, direction of diaphragm adjustment and shutter speed are displayed in the viewfinder for easy reading without removing the eye from the camera.

Inside the SL, the focal plane shutter traverses the film aperture in approximately 9 milliseconds permitting flash synchronization up to 1/100 sec. and precise shutter speeds to 1/2000 sec.

Looking at the SL system as a whole, 20 lenses ranging from the 21mm Super-Angulon-R f/4 to the 800mm Telyt-S f/6.3 are now available including 35, 50 and 90mm reflex versions of the respected Summicron line. Matched accessories include Elpro close-up attachments and extension tubes, a Macro-Elmar close-up lens and focusing bellows combination, and an electric motor drive.

# 1971



This is the Leica M5, newest direct descendant of Oskar Barnack's original 35mm.

The M5 combines Leica's half century of development in rangefinder optics with an accurate, through-the-lens metering system. As with the Leicaflex SL, a look through the viewfinder tells most of the M5 story. The coupled multi range-viewfinder displays bright, previewable, parallax corrected frames for 35, 50, 90 and 135mm lenses. With the addition of an optical viewfinder, a 28mm lens may also be used with the through the lens meter and coupled rangefinder.

Similar to the Leicaflex SL, the meter reads a central, circular area. Again like the SL system, the area measured is sufficiently large to integrate typical scene brightness. However, it is selective enough to permit quick, accurate spot readings for difficult, high contrast scenes. The meter needle, and shutter speed and direction of aperture movement are easily read through the viewfinder without removing the eye from the camera.

The focal plane shutter is continuously variable from 1/2 sec. to 1/1000 sec. allowing pinpoint exposure accuracy.

Looking at the system as a whole, the M5 may be mated with RF-coupled lenses from 21 to 135mm, the Visoflex III reflex housing, long telephoto lenses to 560mm, a variety of filters and shades and a vast system of closeup and copying devices.

# **E. Leitz, Inc.**

Rockleigh, N.J. 07647

A company known for pictures it takes.  
Pictures that are as big as life.  
Or pictures that are as small as life,  
depending on your perspective.