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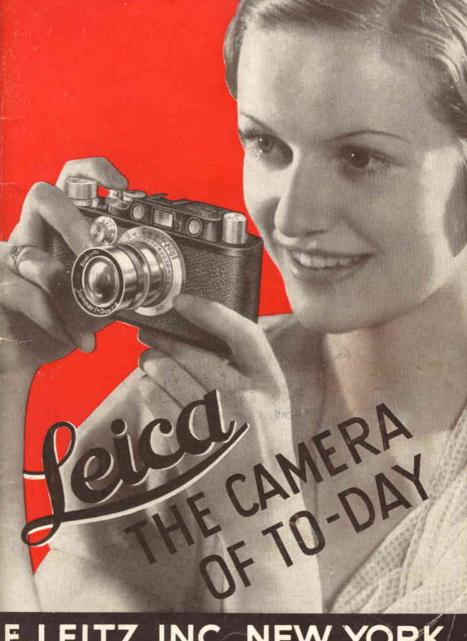
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E. LEITZ, INC., NEW YORK



WHAT THE HUMAN EYE DID NOT PERCEIVE

the dispersion of violet and ultra-violet rays caused by numerous small ice crystals, formed in the shadow of clouds, due to a sudden drop of temperature at a high degree of humidity

THE LEICA CAMERA RECORDED

loaded with a grade of orthochromatic film especially sensitive to violet and ultra-violet rays.

LEICA-

THE CAMERA OF MODERN TIMES

THOUSANDS OF LEICA CAMERAS HAVE BEEN SOLD ALL OVER THE WORLD

No one can deny that the LEICA camera has proved a successful innovation in design of a kind that has no equal in the history of photography. The Army of LEICA enthusiasts is constantly growing. In all parts of the world LEICA clubs have been formed and classes for LEICA instruction created. No matter where the enthusiast may wander, he will find fellow LEICA owners as enthusiastic as himself. Such facts definitely stamp the LEICA camera as the leader in the field. Not only that, but LEICA is also the true pioneer, having been introduced to the world in 1923—years before the miniature camera was accepted as a real photographic instrument.

There must surely be a reason for the tremendous success of this tiny camera and that it is unerringly selected by the most famous people in all walks of life as a personal camera or scenic aid.

UNIQUE FEATURES UNMATCHED IN ANY OTHER CAMERA

The reason lies in the fact that the LEICA is more than just a camera—it is an instrument of precision. It is built like a watch, yet it will stand up under severe use. But this is only one feature. Other features which might briefly be mentioned at this time include:

Small size . . . $1\frac{1}{8} \times 2\frac{1}{8} \times 5\frac{1}{4}$ in. over all. Light weight . . . 18 ounces complete.

Focal plane shutter of special cloth which withstands all climates and never produces flare at high speeds.

Great range of shutter speeds . . . from I full, measured second to 1/500th second in the model F and 1/20th to 1/500th in other models.

Automatic focusing . . . all lenses instantly and automatically couple with the automatic focusing range finder which assures sharp, crisp images at all times.

All metal construction . . . solidly, yet lightly made of a special alloy and attractively finished in black lacquer or chrome. Body covered, not with leather which in time chips and peels off, but with a special rubberized compound which defies the elements indefinitely.

An amazing variety of accessories . . . accessories for practically every photographic purpose, including aerial, portrait, candid, sport, natural color, nature, copy, clinical, micro, stereo, panorama, newspaper, commercial, and snapshot photography.

Interchangeable lenses . . . each of the utmost correction and definition, each lens backed up with the reputation of the LEITZ WORKS.

It is true that the LEICA possesses features which are unmatched in any other single camera. In fact two or three different cameras would be required to produce the various types of work the LEICA is easily capable of doing.



P. O. BOX 761

RENO, NEVADA. FIRST IMPRESSIONS

First impressions are often relied upon by many people. This is not always conclusive, of course, for errors may be made by them, yet the LEICA makes a smart appearance that creates confidence and a desire for possession. Its graceful lines and distinctive appearance permit one to judge solely on first impressions.

The camera body is sleek, streamlined, rounded. Sharp corners and protrusions are absent. The glistening black lacquer and shining nickel-finish metal knobs are conservative, yet suggestive of durability and strength. The chromium-finished LEICA presents an even more striking appearance. It is entirely finished in dull, satin chromium, save for the body proper, which is covered with the customary black, rubberized compound. The chromefinish, aside from making a dashing appearance, is hardy and serviceable. It will not show wear and scratches. It will last a life-time.

LEICA PHOTOGRAPHY IS INEXPENSIVE PHOTOGRAPHY

The initial cost of a camera is not to be considered as a general thing, for it is the upkeep that should concern the purchaser. A low-priced camera may be extremely expensive in the long run by virtue of the fact that the film it uses is costly. In this sense, cameras are very much like automobiles and yachts. It is not so much the purchase price that counts, but the upkeep or maintenance, and the wise purchaser considers any camera from this angle.



Use a LEICA to photograph children in natural action.

The LEICA does not use roll film; instead, it accommodates standard 35 mm perforated cine film, used in all standard motion picture cameras. It does not, however, produce motion pictures, but individual "still" photographs, the negatives of which measure I x II/2 in. Each is a jewel of clarity and sharpness when properly developed.

Motion picture film was selected as a medium for the LEICA for two excellent reasons; first, it is extremely inexpensive to buy, and secondly, it may be obtained in something like ten or more different types of emulsions, most of which possess extremely fine grain, which is of course important when making big enlargements from the small negatives. An emulsion can be selected at will for every photographic need. This cannot be said in behalf of the regular roll film which is supplied in only one or two different emulsions.

Film for the LEICA may be secured in daylight loading and unloading cartridges or spools, ready for instant use in the LEICA, or in bulk (rolls of 30, 50, or 100 ft. lengths). As a rule, 30 to 36 individual exposures are made at one loading of the camera. Each negative costs roughly between 1/2 and 21/2 cents, depending upon the type and kind of film used. Surely this is real economy.

Because there are at least 30 exposures to a loading, the LEICA owner can make dozens of exposures without feeling that he is being wasteful. Later he can select the choice negatives and discard the rest, the actual waste in this case being negligible.

EASY OPERATION

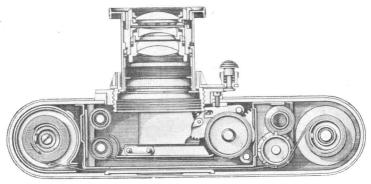
One of the interesting things about the LEICA is the ease with which it may be operated. All controls are conveniently situated on top of the camera, within range of the fingers. It is impossible to produce double-exposures through negligence, for the winding knob, which sets the shutter for the next picture, automatically moves the film into the next position at the same time. An automatic counter keeps track of the number of exposures made, so even this little duty is eliminated.

Not only is the operation of the LEICA easy, but rapid as well. Because of the fact that the control-knob is so handily situated, the shutter can be wound and the film moved as rapidly as the fingers can turn it—and it is valuable to know that the camera need not be moved from the taking position in order to set the shutter and film for the next exposure. It has repeatedly been demonstrated that seven exposures can be made with the LEICA in the same time that is needed to make three with other similar cameras. This feature makes the LEICA especially appealing to news and sport photographers who are required to catch action subjects—and snap several exposures in rapid succession.

DIFFICULT PHOTOGRAPHY MADE EASY WITH THE LEICA

What might be termed "difficult photography", such as making crisp, sparkling pictures at night under adverse lighting conditions, becomes easily possible with the LEICA. By virtue of the several speed lenses, poor light need not deter the photographer. There are the Hector f:2.5, 50 mm, Summar f:2, 50 mm, and Hektor f:1.9, 73 mm lenses to choose from. These lenses are not to be confused with the average run of "speed lenses" which must sacrifice certain necessary qualities for the sake of speed. Every LEICA lens is made with the greatest precision from the finest optical glass. They are so designed that they do not make great sacrifices for the sake of speed, and as a result, are perfect speed lenses. When stopped down they produce the same depth of field and wire-sharpness which characterizes all other LEICA lenses.

With the LEICA camera, the word "difficult" is entirely removed from photography.



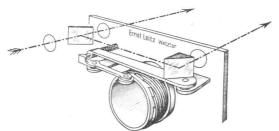
Top cross section view of the LEICA.

MECHANICS OF THE LEICA

It was previously mentioned that the LEICA is made with the precision of an expensive watch. This is very true, as will be noted by referring to the sectional diagrams showing the interior and detailed sections of the mechanics of the camera proper.

One does not need to be an engineer to appreciate beautiful mechanisms. One glance at these illustrations will immediately show the highly precise mechanisms which are embodied within the tiny camera casing. Each part is made of the best materials and accurately machined to within tolerances which are quite unnecessary—but nothing is too good for the LEICA. Only the best and most perfect parts pass the rigid inspection to which each LEICA is subjected.

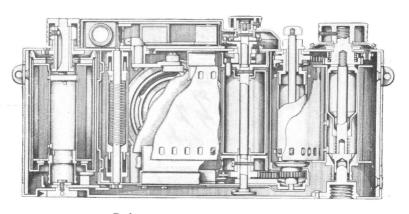
Being small, each part must not only be carefully made, but accurately fitted and matched. It is because of the infinite care that is taken in the manufacture of each LEICA that it produces the superb results claimed for it. That is also why it will last a life-time if treated with average care.



Diagrammatical view of the LEICA built-in range finder.

The background and training of the workmen involved is the manufacture of the world's most distinguished microscopes—and everyone knows how delicate and finely any microscope must be made. Hence it is but reasonable to expect the LEICA camera to embody the precision of a microscope—and this it has.

A remarkable achievement in the making of the LEICA is the fact that, delicate and precise as the mechanism may be, it is sturdy and rugged, capable of withstanding tremendous abuse. A camera which incorporates these desirable features is indeed worthy of serious consideration.



Back cross section view of the LEICA.



Model F LEICA with f:2 SUMMAR Lens.

THE LEICA MODEL F

The model F LEICA represents the ultimate in miniature cameras. It incorporates features which are decidely attractive, for example, aside from the usual precision and flexibility, this model boasts of S L O W shutter speeds from 1 to 1/20th second, which are controlled by the small, engraved knurled knob situated on the front of the camera, near the lens. For the usual speeds, viz., 1/20th, 1/30th, 1/40th, 1/60th, 1/100th, 1/200th, and 1/500th second, the setting knob on top of the camera is employed, after the slow-speed knob has been set at the "20" (1/20th) mark.

The LEICA focal plane shutter travels horizontally, and from right to left (from shutter release button to the rewind knob). The real value of this will be found when photographing speeding objects which move horizontally—most objects move in this manner. Freedom from distortion and blur is assured the LEICA photographer because of the horizontal movement of the shutter.

The model F, like the model D, contains the built-in automatic range-finder by means of which extremely accurate focus can be established. More accurate, incidentally, than any ground glass screen permits. A special II/2x magnifier is incorporated in the eye-piece of the range finder of the model F whereby objects



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



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

focused upon appear large and luminous. The entire field is clear, and this, plus the enlarged field, make critical focusing simple and accurate.

A leather neck-strap, equipped with snap-hooks, is supplied with the model F. Two metal eyelets are built on the sides of the camera so that it may be supported by means of the strap from the neck or shoulder. This comes in handy when the camera is to be carried without a case.

A ten inch wire cable release and one metal film magazine (chamber) and take-up spool complete the equipment.

MODELS D AND E

While the model F LEICA contains some very special refinements, a limited number of interested amateur photographers may not be financially able to afford it. For this reason, two additional models have been made available, the models D and E. These models are identical with the model F excepting certain features. Basically these models possess the same precision, construction, and flexibility. These models may at any time be converted into the model F at a nominal charge.

In this connection, it is interesting to know that the very first LEICA, the model A, is basically the same as the latest model F, hence ALL LEICA cameras of any model can be easily converted into the latest model. Herein lies a revolutionary feature which is unparalleled, and is to be found only in the LEICA. Because of this, no LEICA ever becomes obsolete!

The model D is similar in appearance to the model F, excepting that it has no eyelets on its sides and no slow shutter speed control knob. It does incorporate, however, all other features including the built-in focusing range finder. Shutter speeds start at 1/20th second and run up to 1/500th. Naturally the price of the model D is less than that of the model F.

The model E is the basic LEICA minus the automatic focusing feature, but other than this, is exactly the same as the model D. A special short base horizontal range finder is provided with this model to take the place of the automatic range finder. While



skar Barnack, the man who created the LEICA.

Self-portrait with f:4.5 135 mm. ELMAR; at 6 ft. distance, ½ sec. at full aperture.

this model does not possess the newer refinements, it is capable of accommodating all the various LEICA lenses, filters, and accessories interchangeably, like the other models.

The model E is an excellent camera for the amateur who cannot afford one of the costlier models, yet who wishes to indulge in LEICA photography rather than go into the fray with some other make and type of camera. As previously stated, the model E may at any time be converted into the latest model F.

A WORD ABOUT THE LEICA LENSES

There is far too much to be said regarding the LEICA lenses to be included in this brief outline of the LEICA. For a more detailed explanation on lenses, the reader is referred to other literature which concerns itself with the LEICA lenses.

There are various lenses now available for the LEICA camera, each one designed to fulfill a definite use. Each one is a master-piece of the optician's art. The "standard" lens is the ELMAR f:3.5, 50 mm focus.

The various lenses referred to are as follows:

lens Elmar			length mm	maximum speed f.3.5	angle of view 65 degrees
Elmar	****	50	mm	f:3.5	48
Hektor		50	mm	f:2.5	48
Summar		50	mm	f.2	48
Hektor		73	mm	f:1.9	34
Elmar		90	mm -	f:4	27
Elmar		105	mm	f:6.3	24
Elmar		135	mm	f:4.5	19
Hektor		135	mm	f:4.5	19

LEICA ACCESSORIES

It has already been indicated that there are numerous accessories by means of which the LEICA can be made to serve in practically every branch of the photographic art. The following few words may give some rough idea of the most important of the more than FOUR HUNDRED accessories for the LEICA.



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.

All LEICA Ienses have a depth of focus scale built into the lens mount.

Developing forms one of the most pleasurable side-lines of LEICA photography, and to make this work as simple as possible, developing tanks (Reelo and Correx) are available. For enlarging, an imposing array of various enlargers offer themselves (Valoy, Vamax, Varyl, Valfa, Focomat, etc.). Glass and film slide printing is easily accomplished by means of printers (Eldia, Eldur, and Laver). Glass and film slides may be projected by excellent projection equipment of various intensities (Udimo 100, 300, and 500). For stereo photography there is an unique device (Stereoly) which requires no changes or adjustments on the camera for its use. For panorama photographs, tripod ball-jointed heads, panorama heads, spirit levels, and angle brackets are available. An exceptionally excellent universal view finder (Vidom) and directvision sports finder (Rasuk) make photography with the LEICA a pleasure. An angle view finder (Wintu) permits candid pictures to be made—without the subject being aware of the fact that his picture is being taken.

For judging the correct exposure, the amateur can select the famous Weston Leicameter and the Drem Leicascop—exposure meters calibrated especially for the LEICA and incorporating the greatest possible accuracy. There is an array of solid glass filters for the LEICA which are perfect discs of the finest optical quality.

In the fields of science, the various photomicrographic accessories for the LEICA (Micro Ibso attachment) make this work not only easy but extremely economical as well. Copying and reproduction apparatus permit the LEICA owner to copy gross specimens, documents, books, records, stamps, finger prints, coins, insects, and similar small objects. There is also clinical equipment which is designed for use in photographing surgical operations.

A special **combination enlarger**, projector, and reading stand is available which is used by librarians and copyists. This equipment is likewise popular with LEICA enthusiasts.

Carrying cases in a variety of styles, sizes, and uses make it possible for the LEICA camera devotee to select exactly the case for his particular need and equipment.

In short, then, there is an accessory for every imaginable purpose, and the LEICA camera is the key to the widest range of photographic uses.

LEICA INFORMATION SERVICE

A fact every prospective LEICA camera purchaser should know is that E. Leitz, Inc., maintains a special information service which gives free assistance, information, and suggestions to all LEICA owners. This department, headed by outstanding experts, not only handles a tremendous volume of mail daily, but also publishes a monthly magazine known as LEICA PHOTOGRAPHY. This magazine is sent free of charge to every registered LEICA owner in the U. S. A., and contains news and notes of the latest theories and experiences. It keeps the reader right up to the minute in the field of LEICA photography.



Interior pictures with LEICA to show perfect sharpness and detail.

This is a real service which comes with each camera, and is unparalleled by any other manufacturer.

LEICA photography has become so popular that there are already several books on the subject for those who wish to delve deeper into this fascinating work.

An old Chinese proverb tells us that "a picture is worth ten thousand words"—and we fully agree. We realize that our words are but feeble attempts to explain to you the glories of the LEICA camera, hence we would draw your attention to the illustrations contained in this booklet, each of which was made with the LEICA. These pictures will undoubtedly tell you more about the LEICA than hundreds of words.

EXTREMELY ACCURATE SHORT BASE RANGE FINDER

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 with 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 coincidence is therefore brought about in much less time. The value

Catch those interesting expressions of children with a LEICA.

FIG. A-

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



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.



DOUBLE EXPOSURES ARE IMPOSSIBLE

Such results as these, though they may be amusing in their effect, are nevertheless very annoying, and cannot possibly happen with the Leica, unless special means are used in order to produce them purposely. The coupling of the film movement and the shutter also means that the camera is always ready for instant use.



WILLIAM A. ROBINSON, Writer-Explorer, Great Neck, Long Island.

"It may interest you to know that on my recently complete circumnavigation of the world in Svaap, the smallest boat that has ever made this voyage, I came to use the LEICA Camera exclusively.

"The voyage was probably the most severe test of photographic equipment that could have been devised, most of it under conditions of excessive temperature and humidity and poor light.

"In the beginning I had two or three cameras aboard, including a large reflex focal plane shutter camera, and a well-known smaller camera with an anastigmatic lens. I had mediocre results and was never satisfied. Then I had a LEICA sent to me, and at once I started to produce better pictures than I had

LEKA sent to me, and at once I started to produce petter pictures than I had ever made before.

"I soon stopped using the other cameras entirely, finding that the LEICA, with its great range of adaptability, produced consistently better results than had before been possible with several cameras. And it did this more economically. Equally important, I had solved the problem of immediate development, so necessary in the tropics, for with the LEICA I could do this myself conveniently in the field and aboard the Svap.

"Many heaviful extreme enlargements have been made from my LEICA

"Many beautiful extreme enlargements have been made from my LEICA negatives, and practically all the slides for my lecture work, and the illustrations

in my recent book, '10,000 Leagues Over the Sea.'

"I expect to continue using the LEICA Camera exclusively for all my still photography on further expeditions."

From Dr. H. O. Mames-Los Angeles

I just returned from a 12,000 mile round trip with the Pan-American Medical Congress to countries adjoining the Caribbean Sea and that trip took sixteen rolls.

Without stopping to count the rolls used up on shorter trips and around home, I feel that I have accumulated some good sized reels and acquired a fair facility of getting good pictures.



Use the LEICA for every photographic purpose.

Landscape



Sull-life



Sport

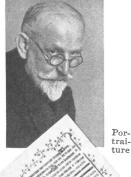




Architectural and technical photography



Press photography



traiture



Close-ups



Instantaneous photography by artificial light



Interiors



Use the LEICA for catching fast action in sporting events.



SUMMAR LENS PICTURES

- 1. LEICA candid photo by Kip Ross.
- 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.
- A Broadway theatre sign taken at night with the LEICA.

LEICA, THE SUPERIOR CAMERA FOR MOUNTAIN PHOTOGRAPHY

by P. F. Loope—Schenectady

For many years mountain climbing has been a favorite sport of mine. I climb in summer and winter and regardless of weather. Not until I purchased my LEICA (Model A) did I even come near to the ideal camera for mountain photography, and I have used several ranging from a vestpocket to a heavy reflex.

One requirement for the ideal camera for this work is great depth of focus. To get pleasing composition it is necessary to place a rock, a tree, a human figure or something in the near foreground of a mountain picture to break up an otherwise monotonous space and to give atmosphere and depth to the picture. With the coming of the Model F, I found my ideal camera for this for with the two-inch focal length Elmar and a shutter perfectly timed down to one second, one has all the depth necessary for any mountain landscape.

The compactness of a LEICA goes without saying. It takes next to no space at all in a pack or in its "ever-ready" case, it is always convenient, well-protected and ready for use.

THE VALUE OF THE LEICA CAMERA TO THE ENGINEER-MANAGER

by John Saxe—Costa Rica

It has been customary for many years to supplement progress reports with photographs, because there is nothing that can make conditions clearer to directors, stockholders, etc. As manager of a group of public utility companies operating at a great distance from the directors, it has been my custom for many years to make such progress pictures of all my visits to the various plants under control of our company. Up to about eighteen months ago, I always used a camera of the reflecting type, but when the LEICA was called to my attention I realized at once that this wonderful little instrument was far more suitable than

anything I had yet seen. It is far more portable than any camera of the folding or reflecting type. This is very important on long trips on horseback over extremely rough trails. The portability of the films and the ease with which a great number of pictures can be taken of every subject, from every angle, and from every distance, make the LEICA absolutely unrivalled for presenting clear information to the proper parties.

The LEICA is so portable and so instantaneous in its action that on several occasions I have used it to take precautionary photographs of conditions not directly under my control, but apt to cause trouble at a future date. In one instance an apportune photograph of this kind saved an amount which might very well have been greater than the cost of several LEICAS.

THE LEICA CAMERA;

AN IDEAL TRAVELLING COMPANION

by Dr. Nathan T. Beers-Brooklyn, New York

Three years ago I made a cruise on one of the larger ships, and having plenty of space in my cabin I took along more cameras than I could find use for, in fact, after the first day I confined myself to the LEICA entirely. The following Summer I made a motor trip of some 2000 miles through Scotland. Besides my LEICA I took the best $2\frac{1}{4} \times 3\frac{1}{4}$ roll-film camera that I could buy, but what with being limited to the use of one lens for all subjects and the nuisance of changing the film every sixth exposure,—to say nothing of forgetting to wind the film now and then-I soon found myself using the LEICA exclusively and enjoying its many advantageous features. The short-focus lens, which need not be extended in use, I found immensely valuable in street-scenes, among ruined castles and abbeys and when taking children in action. I wore my camera in its Eveready case suspended about my neck and invariably it was taken for binoculars with the result that many of my best pictures were made in places where the use of cameras was restricted.



HALL OF ELEPHANTS—NEBRASKA STATE MUSEUM—A PANORAMA I How the picture was made . . . 50mm f:3.5 ELMAR let DuPont Superior Film. Seven separate negative

Why I Use a Leica Camera—Real Reasons from LEICA Owners Easy to Operate

"The ease of operation, economy, and splendid results make the LEICA the ideal camera for me".—S. L., Buffalo, N. Y.

For News and Candid Photography

"The LEICA is the only camera I use in my newspaper work. Its convenience and ability to get candid shots under adverse conditions convinced me that it is eminently suited to my purpose".—D. N. R., Tampa, Florida.

Leica In The Air

"I use my LEICA for aerial photography. It is my choice of any thing short of a regular aero camera. The absence of bellows make the LEICA in effect an aerial camera of great compactness and economy".—F. J., Denver, Colorado.

Portraits

"For portraiture I have selected the LEICA and the ELMAR 90mm lens. I get the most natural perspective with the lens, and the camera permits the use of a wide choice of panchromatic films".—W. L. V., New York City.

Leica In Botany

"As a botanist I appreciate the LEICA because of its ability to secure for me extreme close-ups of small plants in their



CICA PICTURE MADE BY DR. A. L. LUGN, LINCOLN, NEBRASKA. with diaphragm set at f:12.5, 2 minutes exposure, used to make the complete panorama view.

natural habitat. The auxiliary reproduction device is so compact that I can carry the entire outfit in my pockets when afield".

—G. B., Cambridge, Mass.

Sharp Enlargements

"My LEICA outfit produces enlargements of contact sharpness and quality. Why should I use a larger and more expensively operated camera?"—A. N. U., Seattle, Washington.

Leica and Writing

"As a writer and traveler I find the LEICA indispensible. It is always in my pocket, ready to snap record pictures of scenes and locals which I wish to recall at a later date for use in stories".—V. E., Hollywood, California.

Stream-lined Beauty

"As I am an industrial designer, I often leave my LEICA before me on my desk while I work, just to enjoy its modern streamlined appearance".—A. R., Chicago, III.

Photographing Children

"My LEICA is indispensible for photographing my two children. I have made negatives which would be impossible to obtain with a larger camera".—H. S., Honolulu, Hawaii.

ACCESSORIES FOR TAKING LEICA PICTURES

With the LEICAMETER Model B No. 51,500 it is possible to determine the correct exposure for every LEICA negative. No

LEICA user can afford to be without this sensitive exposure meter. This meter can be used for direct exposure readings without any confusing scales or dials to adjust. The most practical exposure meter available. See page 36 for price listing.



No. 51,500 LEICAMETER—Model B



No. 51,630 WINTU Angle View Finder

With the WINTU Angle View Finder No. 51,630 attached to the LEICA Camera, it is possible to take photographs at right angles. This feature is very valuable when photographing under difficult conditions where subjects may be camera shy or when certain photographs are to be made unobserved.

See page 36 for price listing.

When using the Vidom Universal View Finder No. 51,530 with the various LEICA lenses, it is possible to see the exact fields cov-

ered by these lenses. At the same time the parallax adjustments on the VIDOM Finder provide for exact centering of the object on the LEICA negative. This finder has an adjustable rectangular diaphragm for use with any LEICA lens.

See page 36 for price listing.



No. 51,530 VIDOM View Finder

PROJECTING LEICA PICTURES



No. 59,370 UDIMO 300 Projector



No. 59,010
ELDIA Printing Apparatus

When a LEICA positive film or glass slide is projected upon a screen the full luminous quality of the original LEICA negative is produced. LEICA pictures actually have an apparent third

dimensional quality on a projection screen. As LEICA negatives and film slides are so easily made, it is possible to secure hundreds of pictures for your film or glass slide library. The three different UDIMO Projectors (Models 100, 300, and 500) will accommodate single frame, LEICA double frame, and 3 x 4 cm size pictures.

See page 42 for price listing.



UDIMO 100 Projector

Standard 2 x 2 inch glass slides are available for LEICA positives. A positive printer such as the ELDUR or ELDIA listed on page 39 may be used for making LEICA pictures for projection purposes.

USING THE LEICA FOR COPYING AND **PHOTOMICROGRAPHY**

The LEICA Camera has opened a new field by the introduction of various attachments for copy work. The FULDY Sliding Focusing Copy attachment No. 57,600 is one of the best outfits for allaround copy photography. With this attachment it is possible to make photographs through the microscope as well as to copy any



No. 57,600 FULDY Copy Attachment

objects up to 2 x 3 ft. or more in size. Libraries, institutions, industrial firms and others will find an immediate application for this equipment. See page 40 for price listing.

Our complete LEICA Catalog gives full information about all LEICA copying attachments. By use of one of these LEICA copying attachments it is possible to make a series of interesting LEICA negatives for lecture purposes. Considerable interest may be aroused by showing pic-

tures from old books or by photographing a series of photomicrographic subjects. The LEICA owner can quickly build up a valuable picture file at an extremely small expense.

Our LEICA In Science Booklet No. 1206 (Price 25c) gives valuable information about copying and photomicrography.

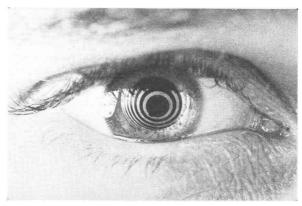
Whenever photographs are to be made with the camera held in a low position, the Reflecting View Finder No. 51.560 is recommended. This view finder is also very useful when making photographs of children or other objects where the larger field of view is desired while the camera is held in a lower position. See page 36 for price listing.



Reflecting View Finder

THE LEICA IN SCIENCE

our 70 page booklet No. 1206 (Price 25c) contains valuable information on using the LEICA in various scientific fields



"Placido disc reflection in a normal corona," LEICA Photo by Henry M. Lester, 1 Pershing Square, New York.

Picture made with Sliding Focusing Copy Attachment

Lens: Elmar 50mm f:3.5 Stop: f:12.5

Exposure: 1/30th second

Film: DuPont Superior Pan. Developer: Buffered Borax Paper: PMC

One of the important pleasures of LEICA PHOTOGRAPHY is

in the developing and finishing work. Thousands of LEICA owners are finding that it is very easy to use the REELO or CORREX Developing Tank toand also one of the LEICA enlargers. The entire finishing equipment can be kept in a small space when not in use. By use of a fine grain developer, the LEICA negative can be developed so that extreme enlargements are possible. See page 40 for price listing.



No. 56,490 CORREX Tank

ENLARGING LEICA PICTURES



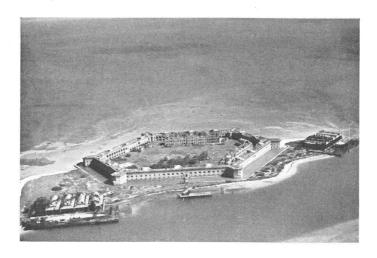
The VALOY and FOCOMAT Enlargers are recommended for LEICA and miniature camera users. The VALOY Enlarger has all the features of the FOCOMAT Enlarger with the exception that it does not have the automatic focusing device. Either enlarger will produce marvelous LEICA enlargements. Our Circular No. 1226 gives complete information about these enlargers.

See page 45 for price listing.

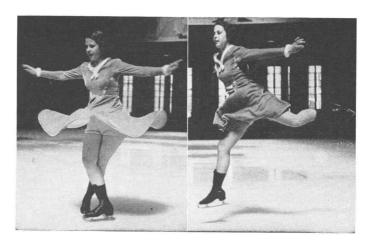


With the increasing use of LEICA negatives for copying books, manuscripts, and similar subjects, it is necessary to have a method of viewing such pictures. The VOKOM Reading Outfit has been produced for such purposes. This equipment can also be used for enlarging LEICA negatives and also projecting LEICA positives by means of a reflecting mirror.

See page 44 for price listing.



Here is an interesting aerial photograph made by C. J. Lewis, Miama, Florida. This photo shows an old prison off the coast of Florida. Du Pont Micropan film used.



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

FOREWORD

The prices listed include the 10% Federal Excise Tax as well as the increases as were necessary for imported merchandise due to the depreciation of the U. S. Dollar in the international money market.

Prices are subject to change without notice.

LEICA PRICE LIST CAMERAS

Cat. No. a Code Wo		Price
50,000 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	\$94.50
50,010 LYDRO- CHROM	LEICA AUTOFOCAL CAMERA MODEL F, complete as above, but with chrome finish	105.00
50,015 LYSUM	LEICA AUTOFOCAL CAMERA MODEL F, same as No. 50,000 but with SUMMAR 50mm focus f:2 lens	204.00
50,020 LYMAR	LEICA AUTOFOCAL CAMERA MODEL F, same as No. 50,000 but with ELMAR 50mm focus f:3.5 lens	144.00 -
50,030 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, one film magazine, without lens	
	or case	73.50
50,035 LYNOL- CHROM	LEICA AUTOFOCAL CAMERA MODEL D, complete as above, but with chrome finish	84.00
50,040 LYKUP	LEICA AUTOFOCAL CAMERA MODEL D, same as No. 50,030, but with ELMAR 50mm focus f:3.5 lens	123.00
50,050 LYSTA	LEICA CAMERA MODEL E (Standard), complete with focal plane shutter with speeds from 1/20 to 1/500th second, special horizontal detachable range finder, ELMAR 50mm focus, f:3.5 lens, and one film magazine, without case	88.50
50,070 LOOMY	LEICA AUTOFOCAL CAMERA MODEL FF, accommodating large film capacity (250 exposures). Magazines hold 33 feet of standard 35mm cinema film. This camera is particularly well adapted for aerial, copy, and other types of photography where a greater film capacity is	
	a convenience. Aside from the larger film capacity, this model is identical to the model F LEICA (50,000). 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, 10 inch	
	cable release, and two special 33 ft. capacity film magazines (a magazine is used at both ends of this camera, making rewinding unnecessary), without lens or case	178.50
	NOTE: See No. 51,965 film trimming guide for LEICA Model FF, and No. 53,040 case for Model FF.	

Cat. No. a		Price
50,080 LOOYE	LEICA AUTOFOCAL CAMERA MODEL FF, same as No. 50,070, but with ELMAR 50mm, f:3.5 lens	
	NOTE: LEICA Cameras are not supplied without lenses.	
50,110 OLIGO	SINGLE EXPOSURE LEICA CAMERA, for testing and similar purposes of a special nature where only one exposure is required. The camera consists of a round metal body into which the standard LEICA lens is screwed. Special metal film holders are used which accommodate standard 35mm motion picture film in trivial life in the standard and in the standard of the standard in the standard	
	posure is required. The camera consists of a round metal body into which the standard LEICA lens is screwed. Special metal film holders are used which accommodate standard 35mm motion picture film in strips 1½ inch long. A special IESOR shutter is supplied with the camera, which can be used on all LEICA lenses except the 73mm lens and by means of which the exposures are made. A ground glass focusing screen is used for focusing the lens. It slides in and out of	
	is used for focusing the lens. It slides in and out of the rear of the camera, interchangeably with the film holder. This camera is in effect a miniature view camera. A view finder may be attached to the camera body if desired, provision having been made for such	
	accommodation. The camera complete consisting of camera body, ground glass focusing screen, one metal film holder, and IBSOR shutter which can be used on all LEICA lenses, but without lens	34.5
	NOTE: See No. 51.755 for separate listing of IBSOR shutter and No. 51,930 for spare film holder.	
	LEICA LENSES	
All the Thes	lenses are supplied with the coupling mount for use wit built-in range finders on the Model D and F camera: se lenses can also be used with the Model E LEICA	h s. k.
NOTE:	ALL LEICA lenses have a depth of focus scale built in lens mount.	to the
50,310 EKURZ- CHROM	LEITZ Anastigmat ELMAR, 35mm focus, f:3.5, (wide angle lens) in focusing mount (chrome finish)	49.50
50,320 ELMAR	LEITZ Anastigmat ELMAR, 50mm focus, f:3.5, (standard lens) in focusing mount	49.5
50,330 ELMAR- CHROM	LEITZ Anastigmat ELMAR, 50mm focus, f:3.5, (standard lens) in focusing mount, but with chrome finish	51.7
50,340 HEKTOR	LEITZ Anastigmat HEKTOR, 50mm focus, f:2.5, (speed lens) in focusing mount	67.5
50,350 HEKTO- CHROM	LEITZ Anastigmat HEKTOR, 50mm focus, f:2.5, (speed lens) in focusing mount, but with chrome finish	69.7
50,360 SUMUS- CHROM	LEITZ Anastigmat SUMMAR, 50mm focus, f:2, (speed lens) in collapsible mount (chrome finish)	109.5
50,390 HEGRA- CHROM	LEITZ Anastigmat HEKTOR, 73mm focus, f:1.9, (ultraspeed lens) in special spiral focusing mount which does not require rotation of lens when being focused (chrome finish)	159.0

LEITZ Anastigmat ELMAR, 90mm focus, f:4, (medium telephoto lens) in focusing mount (chrome finish).....

50,410 ELANG-CHROM

76.50

Cat. No. Code W		Price
50,430 ELZEN- CHROM	LEITZ Anastigmat ELMAR, 105mm focus, f:6.3, (light telephoto lens) in focusing mount, including special sunshade (chrome finish)	\$58.50
50,440 EFERN	LEITZ Anastigmat ELMAR, 135mm focus, f:4.5, (full telephoto lens) in focusing mount	82.50
50,450 EFERN- CHROM	LEITZ Anastigmat ELMAR, 135mm focus, f:4.5, (full telephoto lens) in focusing mount (chrome finish)	84.00
50,460 HEFAR- CHROM	LEITZ Anastigmat HEKTOR, 135mm focus, f:4.5, (full photo lens) embodying the HEKTOR optical principles in a telephoto lens, yielding exceptional results, in focusing mount (chrome finish)	102.00
	LEICA FILTERS	
NOTE:	ALL LEICA filters are of solid glass in which the color herent. They may therefore be used under all climatic tions, and retain their original color.	is in- condi-
51,000 FIRHE	Yellow Filter I, light, in screw-in mount for 35 and 50mm ELMAR lenses only	4.50
51,010 FIRMY	Yellow Filter II, medium, in screw-in mount for 35 and 50mm ELMAR lenses only	4.50
51,012 FINUS	Yellow Filter III, dark, in screw-in mount for 35 and 50mm ELMAR lenses only	4.50
	32mm 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:	
51,020 FIHEL	Yellow Filter 0, (very light)	4.50
51,030 FIGRO	Yellow Filter I, (light)	4.50
51,040 FIGAM	Yellow Filter II, (medium)	4.56
51,050 FIGEK	Yellow Filter III, (dark)	4.50
51,060 FIRAD	Graduated Sky Filter	7.20
51,070 FIOLA	U. V. (ultra violet) Protection Filter, two times factor	4.95
51,080 FIPOS	Panchromatic (green) Filter, two to three times factor	6.15
51,090 FIKYB	Infra Red Filter	6.00
	Filters in screw-in mounts for SUMMAR 50mm, f:2 lens:	
51,091 FIMOO	Yellow Filter O (very light)	5.40

Code Wo		Price
51,093 FAVOO	Yellow Filter II (medium)	\$5.40
51,094 FAZOY	Yellow Filter III (dark)	5.40
51,095 FBOOK	U. V. (ultra violet) Protection Filter, two times factor.	5.40
51,096 FBXOO	Panchromatic (green) Filter, two to three times factor	7.20
51,097 FCOOI	Infra Red Filter	6.30
51,098 FISTA	Filter Mount only, 30mm diameter for Eastman Wratten Filter when using the SUMMAR 50mm f:2 lens	1.35
F	ilters in screw-in mounts for HEKTOR 73mm, f:1.9 lens:	
51,100 FIWAS	Yellow Filter O, (very light)	5.85
51,110 FIREG	Yellow Filter I, (light)	5.85
51,120 FIWIG	Yellow Filter II, (medium)	5.85
51,130 FILXA	Yellow Filter III, (dark)	5.85
51,140 FIWET	U. V. (ultra violet) Protection Filter, two times factor	5.85
51,150 FIGIL	Graduated Sky Filter, in slip-on mount	9.00
51,160 FISAP	Panchromatic (green) Filter, two to three times factor, in slip-on mount	8.40
51,170 FIPLO	Infra Red Filter	6.75
51,180 FIRBE	Filter Mount only, 32mm diameter for Eastman Wratten Filters	1.20
51,190 FISBO	Filter Mount only, 39mm diameter for Eastman Wratten Filters when using the HEKTOR 73mm f:1.9 lens	1.50
51,250 FARBA	LEICA-Agfa Color Filter "301" for exposure, in slip-on mount, for HEKTOR 73mm, f:1.9 lens	30.00
51,255 FOOSM	LEICA-Agfa Color Filter "307" for exposure, in slip-on mount, for SUMMAR 50mm, f:2 lens	39.00
51,260 FARPU	LEICA-Agfa Color Filter "351" for projection, in slip- on mount, for HEKTOR 73mm, f:1.9 lens	28.50
51,265 FOOPX	LEICA-Agfa Color Filter "357" for projection, in slip-on mount, for SUMMAR 50mm, f:2 lens	39.00
	(For further details on color filters write for bulletin A	lo. 12.)

CAMERA ACCESSORIES

	CAMERA ACCESSORIES	
Price	o. and Word	(
\$27.7 5	WESTON LEICAMETER MODEL B, improved type with double sensitiveness, calibrated especially for the LEICA Camera, but may also be used for all other cameras. Metal calculator disk gives correct readings for the greatest range of light intensities. Complete with soft cord, leather "zipper" protective case, and instruction booklet	ì
6.75	LEICASCOP (extinction type) Exposure Meter, calibrated for LEICA Camera	ţ
21.75	VIDOM Universal View Finder, with adjustable masking aperture and parallax adjustment, for use with all LEICA Cameras and lenses	Š
9.00	Reflecting View Finder for LEICA Camera	
15.75	Reflecting View Finder, similar to No. 51,560, but equipped with special lens which produces field of view of not only the 50-mm lenses, but the wide-angle 35-mm lens as well, at will	2
6.60	Direct Vision View Finder (Sport Finder) for use with objectives of 50mm focal length	;
9.00	Direct Vision View Finder, complete with mask giving fields of view of all LEICA lenses (combination of RASUK and RAMET items)]
7.20	Special View Finder for wide angle 35mm ELMAR lens to be inserted in clip on top of LEICA Camera	Š
9.00	WINKO Angle View Finder for LEICA Camera models A, C or E	Š
10.50	WINTU Angle View Finder for LEICA Camera models D and F	5
12.15	Near Range Finder INSTAFOCU for Motion Picture Cameras, complete with clip and case	Ī
9.30	Short Base Range Finder FOKOS, for use on Model E LEICA Camera (turret clip included with Model E LEICA)	ī
10.50	Short Base Range Finder FOKOS, but with special turret clip for use on models A, B and C LEICA Cameras	1
22.50	IBSOR SHUTTER, for use on LEICA Camera lenses (except the 73mm lens) when focal plane shutter is not to be used. This shutter is supplied with the OLIGO Single Exposure Camera, but will be found useful in certain work when used in conjunction with the regular models of LEICA Cameras	Ī
.90	Lens Sunshade, metal, designed for all 50mm LEICA lenses but may be used on all LEICA lenses excepting HEKTOR 73mm, f:1.9 and ELMAR 105mm, f:6.3 lenses]
4.95	Lens Sunshade, metal, adjustable to absolutely protect all LEICA lenses excepting HEKTOR 73mm, f:1.9, ELMAR 35mm, f:3.5 and ELMAR 105mm, f:6.3 lenses. Barrel is calibrated for the various focal lenses and may be adjusted accordingly	1

Cat. No. a	and rd	Price
51,795 HEOOL	Slow Timing Device for all LEICA cameras, with speeds of 1, ½, ¼, and ¼ sec. exposure, complete in soft	
51,810 VACUB	leather case LEICA Synchronized Photoflash Unit, complete, with upright pillar (which accommodates batteries) with lug which fits into clip in all LEICA Cameras, set of batteries, receptacle for miniature testing lamp and standard Photoflash lamp, electrical connection for shutter release button, and folding metal reflector	\$17.40 6.00
51,820 DOOLU	Spirit Level (fits into clip on all LEICA Cameras)	2.10
51,830 FINOT	Wire Cable Release, 10 in. long, for LEICA Cameras with focal plane shutter, with arresting set screw for time exposures	.90
51,870 NATRA	LEICA Negative Viewer and Marker, with polished metal film channel, film-notching punch, and magnifying lens. Permits negatives to be seen clearly, distinctly and greatly enlarged so that detail in each is quickly noted without the necessity of placing in enlarger	12.00
51,890 FILCA	Spare Roll Film Magazine for LEICA Camera (all models)	2.70
51,930 KOOAS	Spare Film Holder for Single Exposure LEICA Camera (No. 50,110)	5.40
51,940 ASPUL	Film Winder, with spring clip for holding film while winding LEICA magazine spool	4.05
 51,950 AGRIF	Hand Film Winder for use in loading LEICA magazine spools in darkroom	.60
51,960 ABLON	Film Trimming Guide, of hinged metal, used to shape and trim ends of film for loading into film magazine	1.65
51,965 ANZOO	Film Trimming Guide, for use with film of Camera FF, No. 50,070	2.40
51,970 FIAKU	Ball Jointed Tripod Head for use when mounting LEICA Camera in any fixed position	3.00
51,980 FARUX	Panorama Tripod Head, calibrated both for vertical and horizontal pictures with the LEICA Camera and any of the 50mm LEICA lenses. This panorama head permits the interchange of calibration rings so that perfectly matched pictures can be made with any of the LEICA lenses. Rings for other than the 50mm lenses are sold separately see below.	
51,990	Interchangeable Calibrated Ring for use on Panorama	0.00
FAROS 52.000	Head No. 51,980, calibrated for 35mm lens Interchangeable Calibrated Ring for use on Panorama	1.35
FAWAG. 52,010	Head No. 51,980, calibrated for 73mm lens Interchangeable Calibrated Ring for use on Panorama	2.10
FAXIS	Head No. 51,980, calibrated for 90mm lens	2.10
52 ,020 FASKI	Interchangeable Calibrated Ring for use on Panorama Head No. 51,980, calibrated for 105mm lens	2.10
52.030 FARLY	Interchangeable Calibrated Ring for use on Panorama Head No. 51,980, calibrated for 135mm lens	1.35
52.040 FIAVI	Angle Bracket for convenience in attaching and leveling LEICA Camera to panorama head	4.05
52,045 TOOSF	LEICA Table Tripod, complete with standard tripod and adjusting screws	6.60

CARRYING AND PROTECTIVE CASES

Cat. No.	and ord	Price
53,010 ESNAR	Everendy Case, for LEICA Models A, C, D, E or F without space for range finder	\$7.50
53,020 ESMOS	Eveready Case, for LEICA Model E and range finder FOKOS attached	8.40
53,030 ESFUS	Eveready Case, for LEICA Model F with SUMMAR 50mm, f:2, collapsible mount	9.00
53,040 ESFOO	Eveready Case for LEICA Camera Model FF No. 50,070, cowhide, with neck-strap	10.80
53,050 ETRUX	Case, brown cowhide leather, for LEICA Models A, C, D or E, with hand strap. Space for camera only	4.05
53,060 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	7.50
53,070 ETNEU	Combination Case, brown cowhide leather, with strap handle and shoulder strap. Space for LEICA (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	21.00
53,080 ETGUS	Combination Case, brown cowhide leather, with strap handle and shoulder strap. Space for LEICA (models A, C, D, E or F) five of the LEICA lenses, universal view finder, angle view finder, three front lenses, two extra film magazine, and four filters	21.00
53,090 ETMAX	Combination Case, brown cowhide leather, with strap handle and shoulder strap. Space for LEICA (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	23.40
53,100 EUSAF	Soft Leather Purse Case for LEICA Models A, C, D, E or F	3.75
53,255 ETOOQ	Soft Leather Purse Case for Slow Timing Device No. 51,715	.75
53,260 VILUI	Brown Cowhide Leather Case for VIDOM finder No. 51,530	1.50
53,270 AUFET	Brown Cowhide Leather Case for reflecting view finder No. 51,560	1.20
53,290 WINAT	Brown Cowhide Leather Case for WINTU angle view finder No. 51,630	1.95
53,292 RSOOQ	Soft Leather Purse, for Sport Finder No. 51,582	.75
53,300 EUKOS	Brown Cowhide Leather Case for FOKOS range finder No. 51,670	1.50
53,310 EURUS	Soft Leather Purse Case for FOKOS range finder No. 51,670	.75

LEICA FILM

Cat. No.		D
56,000 FLIXY	PERUTZ SPECIAL FINE GRAIN, ANTI-HALO ORTHO- CHROMATIC FILM (approx. 18-19° Scheiner). The fin- est-grained film available. 36 exposures in special metal daylight loading and unloading cartridge, her- metically sealed in lead tubeper cartridge	Price \$.99
56,010 FUJMA	PERUTZ SPECIAL FINE GRAIN, ANTI-HALO ORTHO- CHROMATIC FILM (approx. 18-19° Scheiner). The finest-grained film available. 30-ft. rollsper roll	2.70
56,020 FLISO	PERUTZ NEO-PERSENSO ORTHOCHROMATIC FILM (approx. 22-23° Scheiner). A speedy, fine-grained film with excellent characteristics. 36 exposures in special metal daylight loading and unloading cartridge, hermetically sealed in lead tubeper cartridge	.99
56,030 FUJLO	PERUTZ NEO-PERSENSO ORTHOCHROMATIC FILM (approx. 22-23° Scheiner). A speedy, fine-grained film with excellent characteristics. 30-ft. rollsper roll	2.70
56,060 FLESA	PERUTZ PEROMNIA PANCHROMATIC FILM (approx. 24° Scheiner). The ideal speed panchromatic film with surprisingly fine grain. 36 exposures in special metal daylight loading and unloading cartridge, hermetically sealed in lead tube	1.08
56,070 FLEWU	PERUTZ PEROMNIA PANCHROMATIC FILM (approx. 24° Scheiner). The ideal speed panchromatic film with surprisingly fine grain. 30-ft. rollsper roll	3.15
56,075 FLEZI	PERUTZ PERPANTIC PANCHROMATIC FILM (approx. 19° Scheiner). A most excellent fine-grained panchromatic film of medium speed. Ideal for all purposes where a panchromatic film is indicated. 36 exposures in special metal daylight loading and unloading cartridge, hermetically sealed in lead tubeper cartridge	1.08
56,076 FLIDU	PERUTZ PERPANTIC PANCHROMATIC FILM (approx. 19° Scheiner). A most excellent fine-grained panchromatic film of medium speed. Ideal for all purposes where a panchromatic film is indicated. 30-ft. rolls per roll	3.15
56,080 FIGKA	DUPONT SUPERIOR PANCHROMATIC FILM (approx. 24° Scheiner). Daylight loading and unloading spools of 30 exposuresper spool	.70
56,090 FUJEP	DUPONT MICROPAN PANCHROMATIC FILM (approx. 17° Scheiner). A special, fine-grained panchromatic film with excellent contrast, useful for micro and copy work, as well as general photography. Daylight loading and unloading spools of 30 exposuresper spool	.90
56,100 FIGIX	DUPONT INFRA-D FILM (approx. 17° Scheiner). For special infra-red photography and effect work. Daylight loading and unloading spools of 30 exposuresper spool	1.15
56,110 FUJDU	DUPONT POSITIVE SAFETY FILM. For film slides and film positives, also copy-work where strong contrast is desired. 100-ft. rollsper roll	4.00
56,200 FUHIB	AGFA COLORFILM, 18-exposures, daylight loading and unloading cartridgesper roll	3.00
	DEVELOPING APPARATUS	
56,400 FETAN	REELO All Bakelite Developing Tank, Model A (for LEICA and all other 35mm cine film up to 5½ ft. lengths), complete with tank, lid, grooved reel, and special film trimming and cutting guide	7.25

Cat. No. a	and ord	Price
56,490 CORUN	CORREX All Bakelite Developing Tank, complete with reel and apron	\$9.30
56,570 FIMAN	Developing Drum Outfit, complete with two glass trays, metal stand support for drum, and glass revolving drum. Especially useful for developing natural color film and positive film prints where it is necessary to observe the development of the image on the film	11.70
56,630 CORET	Tank Thermometer calibrated in Fahrenheit for use with REELO or CORREX Tank	1.20
56,640 FILEP	Developer, Perutz Fine-Grain Compensating, packed ten tubes per cartonper carton	2.70
	NEGATIVE FILE SYSTEM	
57,000 FULIP	Metal Filing Box, with cover and sections for holding 25 rolls of LEICA film	1.50
	STEREO APPARATUS	
57,200 VOROD	STEREOLY Attachment, for taking stereo pictures with the LEICA models D or F, in case	37.50
57,230 VOTRA	Stereo Viewer, for LEICA pictures, taken with the STEREOLY Attachments No. 57,200 or No. 57,210, without stand, in case	37.50
57,240 VOTIV	Stand, serving as support for Stereo Viewer No. 57,230	4.80
57,250 FIATE	Stereo Slide Bar, for use when making two separate LEICA negatives	6.60
	(For Stero Cover Glasses see No. 59,140)	
	COPY AND REPRODUCTION APPARATUS	
57,600 FULDY	Sliding Focusing Copy Attachment, Model 1, consisting of sliding attachment which holds LEICA Camera and ground-glass focusing screen	24.75
57,610 FULET	Focusing Copy Attachment, Model 2, similar to No. 57,600, but does not contain the sliding camera attachment. The ground-glass screen is manually removed to make space for the LEICA Camera. Other than the inconvenience involved, it produces the same results as No. 57,600	13.50
57,620 VEARM	Sliding Arm for attaching LEICA and copy attachments Nos. 57,600 and 57,610 to upright of enlarger	10.50
	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 pur- chased separately.	
57,630 FOMAG	Magnifier with adjustable collar for Copy Attachments, models Nos. 1 and 2	6.60
57 635 FULOR	1.2cm Extension Tube, for use with Copy Attachments, models No. 1 and 2, and also the UDIMO projector	1.80
57,640 UBECD	2.2cm Extension Tube, for use with Copy Attachments, models 1 and 2, and also the UDIMO Projector	1.80
57,650 FULFO	3cm Extension Tube for use with Copy Attachments, models No. 1 and 2	2.10

Cat. No. Code W		Price
57,660 FULGX	6cm Extension Tube for use with Copy Attachments, models No. 1 and 2	\$2.40
57,670 FULHI	9cm Extension Tube for use with Copy Attachments, models No. 1 and 2	3.00
57,730 ELPRO	Front Lens I for ELMAR 50mm lens (covers areas from 16 9/16 x 24 13/16 to 8 9/16 x 12 7/8 in.)	5.70
57,740 ELPIK	Front Lens II for ELMAR 50mm lens (covers areas from 8 7/16 x 12 5/8 to 5 5/8 x 8½ in.)	5.70
57,750 ELPET	Front Lens III for ELMAR 50mm lens (covers areas from 4¼ x 65/16 to 3 % x 5 in.)	7.50
57,752 VMCOO	Front Lens Reducer, for accommodating Elmar front lenses on SUMMAR 50mm f:2 lens No. 50,360	1.20
57,760 HEPRO	Front Lens I for HEKTOR 50mm lens (covers area same as Front Lens No. 57,730)	5.70
57,770 HEPIK	Front Lens II for HEKTOR 50mm lens (covers area same as Front Lens No. 57,740)	5.70
57,780 HEPET 57,790 VORGI	Front Lens III for HEKTOR 50mm lens (covers area same as Front lens No. 57,750)	7.50
57,800 FIRGI	Adapter Ring, for attaching LEICA filters on 50mm lens when Front Lens is being used on camera lens	1.20 .45
57,810 BELUN	Auxiliary Reproduction Device for LEICA with interchangeable 50mm, lenses, for photographing small objects in natural size (1:1) consisting of an intermediate collar marked 1:1 and tripod with base-plate and clamp-	•10
57,822	ing collar	12.00
веноо	Auxiliary Reproduction Device for LEICA with interchangeable ELMAR, HEKTOR and SUMMAR lenses 50mm, for photographing small objects in slightly reduced size (scale 1:1½, 1:2 and 1:3), consisting of three different intermediate collars marked 1:1½, 1:2 and 1:3, universal clamping ring and four adjustable legs with bands indicating distance settings (white bands for ELMAR and yellow bands for SUMMAR lenses)	
	bands indicating distance settings (white bands for ELMAR and yellow bands for SUMMAR lenses)	18.00
57,862 BEOOY	Setting Device for the LEICA Camera with interchangeable lenses ELMAR, HEKTOR or SUMMAR 50mm focus in connection with supplementary front lenses Nos. 2 or 3, consisting of clamping ring and four adjustable legs with bands indicating distance settings (white bands for ELMAR and yellow bands for SUMMAR lenses)	
	justable legs with bands indicating distance settings (white bands for ELMAR and yellow bands for SUM-MAR lenses)	9.60
57,884 BA Z 00	Universal Focusing Arrangement which combines in itself the working possibilities of the devices BEHOO No. 57,822 and BEOOY No. 57,862, consisting of a universal clamping ring which fits the two sets of extension legs with bands indicating distance settings (white bands for ELMAR and yellow bands for SIMMAR)	
	lenses) for the BEHOO and BEOOY attachments, three intermediate extension tubes with markings 1:1.5, 1:2	
•	and 1:5 and four auxiliary rods No. 57,880	25.50
E0 300	PHOTOMICROGRAPHIC ACCESSORIES	
58.300 FIROC	Micro Adapter, for attaching LEICA Camera to draw-tube of microscope	3.60
58,310 MIKAS	Micro Ibso Attachment for the LEICA Camera for use in taking photographs through the microscope. This attachment is equipped with an extension tube, Compur shutter, reflecting focusing magnifier, Periplan 10X eyepiece and two wire cable releases, completein case	83.60
58,320 AUTAS	Automatic Release for Micro IBSO Attachment	6.00

Film and Slide Printing Apparatus

C-A N-		
Cat. No. and Code Word		
59,000 ELDUR	LEICA Positive Printing Apparatus for LEICA glass diapositives 50x50mm	Price \$18.90
59,010 ELDIA	ELDIA Printing Apparatus, for printing paper or film strips from LEICA negatives, complete with window for LEICA negatives.	18.60
59,110 USTOL	Paper Slide Masks, aperture 1x1½ in., for use with standard 50x50mm 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 heatper hundred	2.10
59,120 ULSMA	Gevaert (Medium) 50x50mm Lantern Plates for black tones, Grade A glassper dozen	.60*
59,130 ULSOB	Gevaert (Contrast) 50x50mm Lantern Plates for black tones, Grade A glassper dozen	.60*
59,140 UGLAS	Cover Glass Plates 35x120mm for mounting three stereo picturesper hundred	5.10
59,150 UGLIT	Cover Glass Plates 50x50mm for glass positives per hundred	4.05
59,160 UMASK	Black Paper Masks 50x50mm with 24x36mm aperture, per hundred	1.20
59,170 UMKLE	Gummed Paper for glass positives, 100 meters long (328 ft.) per roll	.75
	PROJECTION APPARATUS	
NOTE: When ordering any of the UDIMO Projectors, it is necessar specify the correct interchangeable condenser which is required. projectors are all listed without the interchangeable condensers 59,710, 59,720, 59,730 and also without the additional film and glass accessories which are all listed separately. With this listing, it is easy to build up a projector to meet any projection requirements.		
59,300 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	40.00
59,330 UDAVI	Carrying Case, of non-warping wood, for carrying the UDIMO 100 No. 59,300 Projector and small accessories	12.00
59,370 PROG- BIR	UDIMO 300 Projector, accommodates standard 300-watt G. E. Mazda projection bulb, reflector, two sationary 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.	57.00

59 390 BSIUU Carrying Case, for UDIMO 300 Projector........... 16.50

Cat. No. as Code Wor		Price
59,400 PROG- CAP	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.	
59,420 BUUCP	Carrying Case, for UDIMO 500 Projector	18.00
	REPLACEMENT LAMPS	
59,600 UBEMI	Standard Pre-focus Projection Lamp, tubular, 100-watt for use in UDIMO 100 Projector No. 59,300	2.00*
59,610 PROF- VEF	Standard Pre-focus Projection Lamp, tubular, 300-watt, for use in UDIMO 300 Projector No. 59,370	2.90*
59,620 PROG- ELF	Standard Pre-focus Projection Lamp, tubular, 500-watt, for use in UDIMO 500 Projector, No. 59,400	3.00*
тне го	LLOWING ACCESSORIES ARE INTERCHANGEABLE O PROJECTORS	N ALL
59,700 UKEDU	LEICA Film Attachment for interchangeable use of LEICA lenses, removable fire-protection drums, film sliding gate with 24x36mm window	17.50
59,710 BRUUM	Interchangeable Condenser marked "5" for use with SUMMAR, HEKTOR, and ELMAR 50mm lenses. For UDIMO-100 and UDIMO-300 projectors only	4.00
59,715 DLUUW	Interchangeable Condenser, marked "5" for use with SUMMAR, HEKTOR, and ELMAR 50mm lenses. For UDIMO-500 projector only	4.00
59,720 UDAKI	Interchangeable Condenser marked "7.3-8-9" for use with LEICA lenses HEKTOR 73mm, ELMAR 90mm, and special projection lens MILAR 80mm focus	4.00
59,730 UBIKU	Interchangeable Condenser marked "10.5-12-13.5" for use with LEICA lenses ELMAR 105mm, ELMAR 135mm, and special projection lens DIMAX 120mm focus	4.00
	FILM AND GLASS SLIDE SLIDING GATES	
59,860 UDOZU	Base Tube, for special projection lenses in which both the 80 and 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	
59,870 UDAOB	Special Projection Lens MILAR, of 80mm focus	19.20
59,880 UPEOB	Special Projection Lens DIMAX, of 120mm focus	26.40
59,890 UBAF E	Glass Slide Attachment for interchangeable use with LEICA lenses, including sliding gate with window for 50x50mm glass positive slides	6.15
59,900	Slide Changer for LEICA glass slides 50x50mm	3.45

Cat. No. Code W		Price
59,910 UBEOL	Lower Plane Glass Plate with window 18x24mm for interchangeable use with the normal glass plate of the film sliding gate No. 59,800 for LEICA size (24x38mm).	\$2.40
59,920 UDKIP	Elevator Plate of metal for tilting the projectors	1.80
59,930 ELRLX	Glass Beaded Screen, collapsible, 30x40 in	15.00
59,940 ELRSA	Glass Beaded Screen, collapsible, 40x40 in	15.00
60,000 UMINO	LEICA UMINO Projector, for use with single frame, double frame and 2x2 in. glass slides, complete including projection lens and 50-watt bulb, without case	45.00
60,010 UMENA	LEICA UMENA Projector, same as No. 60,000, but including 100-watt projection bulb and heat absorption filter, without case	47.50
60,020 UMLAM	Equipment for converting UMINO or UMENA Projector to be operated from 6-volt automobile storage battery. Complete, with special low voltage (50 c.p.) lamp, lamp adapter, and extension cord	1.80
60,025 UMCAS	Leatherette Carrying Case for UMINO Projector with compartment for extra films or lamps	2.10
60,030 UMERN	Easel Desk Projection Screen, 16x16 in. with washable screen surface and cover	3.00
60,035 UMOSA	Extra 50-watt, 120-volt bayonet base projection bulb	1.10*
60,040 UMPEX	Extra 100-watt, 120-volt bayonet base projection bulb	1.50*
60,045 UMRIL	Extra 6-volt (50 c.p.) Projection Bulb for use with 6-volt automobile battery	.65*
ENL	ARGING, READING, AND PROJECTION EQUIPMEN	NT
60,100 VOKOM	Complete Enlarger, Reading Stand and Projector, including: 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, objective 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	
60,150	100-watt Clear Projection Lamp for No. 60 100 (re-	05.00
VOLAM	placement)	3.60*
60,180 VORYM	Special Ventilating Ring of No. 60,100 for use with 100-watt lamp	6.75

ENLARGING APPARATUS

Cat. No. a		Price
60,300 VALOY	VALOY Universal Enlarging Apparatus, 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)	
60,320 FYLTO	Orange Filter for VALOY enlarger to enable negative to be focused directly on sensitive paper	8.70
60,330 VALA U	Special Attachment Ring with calibrated diaphragm scale for attaching to LEICA ELMAR 50mm lens, when used on the VALOY or FOCOMAT enlarger	3.60
60,340 VALEK	Special Attachment Ring as above, but for 50mm LEICA HEKTOR objective when used on the VALOY or FOCO-MAT enlarger	3.60
60,360 VAZHO	Masking Negative Carrier Plate, without glass for VALOY or FOCOMAT Enlarger, for negatives 18x24mm	1.80
60,370 VAZEL	Metal Guiding Plate with double glass negative holder for use when enlarging single LEICA negatives (in the VALOY or FOCOMAT enlarger)	2.85
60,380 VAVIR	Masking Negative Carrier Plate with glass plate for enlarging 3x4cm negatives	4.20
60,400 VAZUP	Masking Negative Carrier Plate, without glass, for VALOY or FOCOMAT enlarger, for 3x4cm negatives	1.20
60,4 20 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, No. 60,400	3.60
60,450 VOMAT	FOCOMAT Enlarger, autofocusing enlarging for LEICA and up to 3x4cm and 4x4cm negatives. Similar to VALOY enlarger in design and operation, but has provision for automatic focus. LEICA Camera lenses may be used in the FOCOMAT. Complete, with 75-watt lamp, metal masking plate for LEICA negatives, lamp housing, upright pillar, baseboard, and screw-flange for screwing lens in position, three clamps for automatic registration of focus for various glass and metal film holders, but without lens	87.00
60,460 FYSTY	Orange Filter for FOCOMAT enlarger 60,450	8.70

ILLUMINATION CONTROL RHEOSTATS, SPARE LAMPS, AND SPARE PARTS

NOTE: The increasing popularity of Photoflood lamps for use in enlargers has prompted us to bring out a simple yet highly efficient rheostat by means of which complete control of the illumination can be obtained and at the same time secure the maximum life from the lamp. The following item No. 60,800 is our offering to hundreds of LEICA enthusiasts who have recognized the possibilities of using chloride papers and Photoflood lamps for enlarging purposes.

Code Wo	rd	Price
60,800 REGIL	Illumination Control Rheostat, for 110-volt A.C. or D.C. current, with seven steps of illumination, for use with standard Photoflood lamps when enlarging upon chloride and bromo-chloride papers. This device not only reduces heat created by lamp, but also offers the worker a complete control of the illumination which can be used to produce the desired results in enlarging with greater ease and assuredness. Complete, with rubbercovered 5 ft. extension cord, plug, and control panel	\$ 18.00
60,820 FLABU	Projection Lamp, 75-watt, 110-volt, for VALOY No. 60,300 or FOCOMAT No. 60,450 (replacement)	.54
60,830 FLACO	Projection Lamp, Nitra opal 75-watt, 110-volt, for VALOY No. 60,300 or FOCOMAT No. 60,450 (replacement)	1.80*
S	EPARATE ENLARGER BASEBOARD AND UPRIGHTS	
60,880 VERAT	Metal Upright Pillar for VALOY Enlarger 50cm	6.00
60,890 VERUP	Metal Upright Pillar for VALOY Enlarger 80cm	8.10
60,910 VERXA	Metal Upright Pillar for VALOY Enlarger 120cm	10.50
60,920 VERBE	Baseboard for VALOY and VOKOM Enlargers	10.50
	ENLARGING EASELS	
These E	nlarging Paper Holders can be used on any Leitz Enlarger	listed.
61,310 FELIS	Enlarging Easel for paper sizes up to 8x10 in., with metal masking bands. Maximum picture area 6½x8½ in.	16.50
61,320 FELUK	Enlarging Easel for paper sizes up to 11x14 in., with metal masking bands. Maximum picture area 9x11 in	19.50
61,350 VEKIP	Metal Bracket with step arrangement, for holding enlarging easel in tilted position to overcome distortion in negative	1.50
61,360 VAROB	Special 50mm. ELMAR Lens with iris diaphragm, for use on enlargers, Nos. 60,300, 60,430, or 60,450. This lens cannot be used on the LEICA Camera	30.00
61,380 VOBIT	Special Diffusing Condenser, for use with the Enlargers Nos. 60,110, 60,300 and 60,450 in connection with Photoflood bulbs	5.70

Cat. No. and

CONVERSION PRICES FOR LFICA CAMERAS AND LENSES

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.

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 Converted to Model Cwith lens. LEICA Model A Converted to Model Dwithout lens LEICA Model A Converted to Model Fwithout lens LEICA Model C Converted to Model Dwithout lens	\$25.80 42.00 75.00 37.50
LEICA Model C Converted to Model Fwithout lens LEICA Model E Converted to Model D(lens already coupled)	63.00 37.50 63.00
LEICA Model E Converted to Model F(lens already coupled) LEICA Model D Converted to Model F(lens already coupled) Converting ELMAR 35mm f:3.5 lens to fit Models D and F	38.40 9.60
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	9.60 9.60 13.50 21.00

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.

LEICA LITERATURE

LEICA PHOTOGRAPHY, Monthly publication issued free of charge to all LEICA owners in the United States only. \$1.50 yearly subscription to all others living outside the United States and \$1.00 to non-LEICA owners in the U. S. A. Edited by Willard D. Morgan, Mgr. Photo-Optical Dept., and Karl A. Barleben, Jr., F.R.P.S.

The following books are obtainable from all photographic dealers or

direct from	E. Leitz, Inc	
63,000 LEBOK	"The LEICA Handbook," by F. Vith, 324 pages, cloth binding, illustrated	\$3.00
63,010 LIMAN	"The LEICA MANUAL", a book for the amateur and professional LEICA worker, edited and published by Willard D. Morgan and Henry M. Lester. Contributed chapters by over twenty experts in various branches of LEICA photography, over 400 pages containing the most complete information covering the field of LEICA photography, cloth binding, profusely illustrated (available January 1935)	4.00
	"Developing, Printing, and Enlarging LEICA Pictures."	
	by W. D. Morgan and K. A. Barleben, Jr., 48 pages,	
	paper covers, illustrated	.25
	paper covers, illustrated	.25 .25
	"The LEICA in Science," by W. D. Morgan, 72 pages, paper covers, illustrated "The LEICA Data Book," by K. A. Barleben, Jr., over 100 pages, flexible leather binding, illustrated	
	"The LEICA in Science," by W. D. Morgan, 72 pages, paper covers, illustrated	.25

No. 1215—Quick Reference Data for the LEICA No. 1222—The LEICAFLASH Equipment No. 1223—The REELO and CORREX Developing Equipment

No. 1224—Complete Illustrated Listing of LEICA Cameras and

Accessories

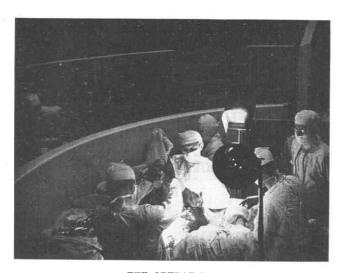
No. 1225—The Weston LEICAMETER

No. 1226—The Weston LEICAMETER
No. 1226—The FOCOMAT Enlarger
No. 1228—SUMMAR Lens
No. 7040a—The LEITZ Enlarging Apparatus
No. 1230—UMINO Projector

No. 1231-Slow Timing Device



READING THE SCORE, by Helene Saunders, A. R. P. S. (Utica, N. Y.). LEICA photo, Second Annual Miniature Camera Salon.



THE OPERATION,
by Ralph E. Alexander (Hanover, N. H.). LEICA photo,
Second Annual Miniature Camera Salon (1934). Sponsored by
Lugene's, Inc.



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, N. Y.

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