

for *Leica** photography



**FOUR FINE
AMERICAN MADE
COATED LENSES**

E. LEITZ INC., 304 HUDSON ST., NEW YORK 13, N.Y.

*TRADE MARK REG. U.S. PAT. OFF.

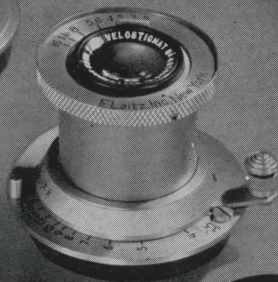


The 127mm., F:4.5 long-focus coated lens — for close-ups from a distance. Produces images 2.54 times larger than with the 50mm. lens . . . Angle of view, 20 degrees . . . Diaphragm stops from f:4.5 to f:45 . . . Weight, 19 ounces . . . Length, 4 $\frac{3}{4}$ inches.



The 90mm., F:4.5 long-focus coated lens — ideal for portraiture. Produces images 1.8 times larger than with the 50mm. lens . . . Angle of view, 27 degrees . . . Diaphragm stops from f:4.5 to f:32 . . . Weight, 10 ounces . . . Length, 3 inches.

The 50mm., F:3.5 coated lens — the standard lens for general work with the Leica camera.



The 50mm., F:4.5 coated enlarging lens. Fitted with click stops for positive exposure ratios insure brilliantly sharp enlargements from your Leica camera negatives.



MANHATTAN SKYLINE
from the
BROOKLYN BRIDGE

Taken with the Leica Camera, IIIc, and the 127mm., F:4.5 long-focus coated lens, on Kodak Panatomic-X film at 1/200 sec.; 2X Yellow Filter, F:6.3.



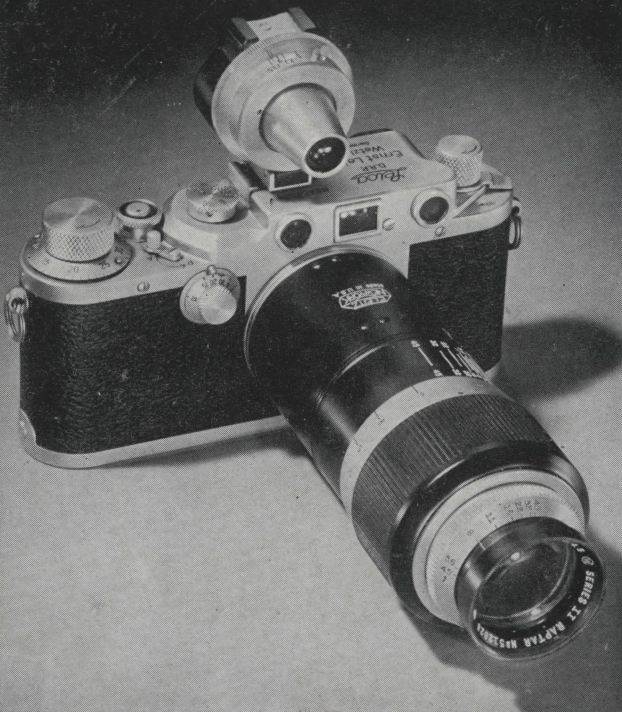
Taken from the same spot with the Leica Camera, IIIc, and the 90mm., F:4.5 long-focus coated lens, on Kodak Panatomic-X film at 1/200 sec.; 2X Yellow Filter, F:6.3.



Taken from the same spot with the Leica Camera, IIIc, and the 50mm., F:3.5 coated lens on the same film.



All Leica pictures by Rudi Hoffman, enlarged with the Leitz 50mm., coated enlarging lens on Ansco paper.



"IMARECT" FINDER

Shows the Exact Picture Obtainable with Lenses of 28mm. to 135mm. Focal Length.

The turn of a knurled ring sets an adjustable mask, to show the exact view obtained with lenses of 35mm. to 135mm. focal length. For 28mm. lenses, a special 28mm. lens Adapter is screwed into the front of the "Imarect" Finder.

The image in the finder is correct from right to left, remaining upright however the camera is turned.

The "Imarect" Finder compensates for parallax—the inaccuracy of a built-in camera finder used at distances under 15 feet—through a special lever. Graduated for distances of $3\frac{1}{2}$ to 15 feet, and calibrated in both feet and meter settings, it adjusts the finder correctly.



FOCOMAT 1b ENLARGER



Designed Specifically for Small Negatives

The Focomat 1b gives completely automatic focusing for magnification of 3 to 13 times; greater enlargements are obtainable through manual focusing.

It reproduces all the fine detail and gradation of negatives made with precision miniature cameras such as the Leica; diffused illumination minimizes grain and other imperfections.

Write for free booklet No. 1344, giving complete information.

