

Date of meter
1933 - May

THE WESTON LEICAMETER (LEDZH)

(from a mid 1930's brochure, courtesy Les Pfeffer)

no 1886

v f 16/4
983

• • • • What the PHOTRONIC* CELL Means to Photography

The PHOTRONIC Photoelectric Cell gave to photography an untiring electric eye that never falters in its accurate gauging of photographic light conditions.

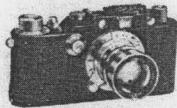
By scientifically combining this battery-less electric eye with a Weston instrument it provides a dependable means for quickly determining correct exposure values.

No longer is it necessary to select stops and shutter speeds based upon guessing the photographic light. Even mature judgment, born of long experience, errs when the photographer is in unfamiliar surroundings. Weston Exposure Meters never guess. They supply facts for correct camera settings thereby insuring proper exposures for all pictures.

They are very simple to use and equally valuable in the hands of the novice, amateur or professional. It is a safe forecast that once you use a Weston Exposure Meter you will never take pictures without its guidance.

*PHOTRONIC— copyrighted name used to designate the photoelectric cells and devices manufactured exclusively by the Weston Electrical Instrument Corp.

Leica+Leicameter=Photographic • • Perfection • •



For eight years LEICA has pioneered the miniature camera field. Each year many new accessories have been added to extend the usefulness of this camera.

Now we are adding the Weston LEICAMETER to the LEICA list, which now includes over three hundred accessories.

All LEICA users will find this new exposure meter to be the final word in securing the most accurate results with their camera. It is small, compact, instantaneous in action, scientifically accurate, and absolutely reliable.

LEICAMETER
Distributed exclusively by
E. LEITZ, INC.
60 E. 10th St., New York, N. Y.
Sold by

WESTON

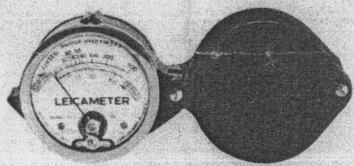


LEICAMETER

For determining accurate exposures instantly with the Leica and similar cameras

WESTON LEICAMETER, A SPECIAL MODEL FOR THE LEICA CAMERA

THE LEICAMETER CAN BE USED WITH ALL STILL CAMERAS SIMILAR TO THE LEICA



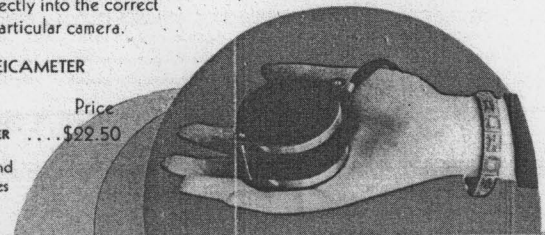
Leicameter is the smallest and most compact of the Weston Exposure Meters—but it gives the answer for correct exposure, instantly and correctly.

No Leica camera enthusiast can afford to be without this handsome, dependable guide that so readily points the way to sharper and clearer pictures and saves film spoilage.

Hanging ready for use at your side, the hinged cover affords complete protection. When you see a view you wish to "shoot", reach for your Leicameter, swing back the cover and it now becomes a convenient handle. Sight through the notch on top of the case and read the f stop number and shutter speed to be used, right on the scale. Then set your camera, that's all there is to it.

For owners of cameras having speeds and films differing from those most popularly used, simple conversion tables are provided in the instruction book for converting the meter f stop reading directly into the correct f stop setting for your particular camera.

SPECIAL WESTON LEICAMETER
CATALOG NUMBER &
CODE WORD
35266
WESTON LEICAMETER \$22.50
LEDZH
It weighs only 6 ounces and
measures 1½ X 2¼ inches



Once you have used this handy little device it is a safe prediction that you will never be satisfied to make your camera settings by guessing at the light conditions. The exposure meter does not guess, it tells you the correct camera settings for each scene condition, thereby insuring perfect pictures.

Be sure to have your Photographic Dealer show you the Weston Leicameter and explain how its use will improve your LEICA results.

E. LEITZ, INC., 60 EAST 10th ST., NEW YORK CITY, N. Y.