

Life's too short to settle for anything less than the 35mm equipment you really want.



Why wait? Get yourself the best camera you can buy — now: the Leicaflex® SL or the Leica® M4.

Hold a Leica camera in your hands. It feels like a great camera should — solid, rugged, well-balanced. Use a Leica camera. It'll do just about anything you want it to...under just about any conditions.

Leica cameras take a full line of Leitz® interchangeable lenses, the finest in the world. And they're built with the kind of astonishing quality you wouldn't believe anything could be built with these days.

And you get this same quality in Pradovit® slide projectors, made by the makers of Leica cameras. The new Pradovit®-Color and Pradovit-

Color-Autofocus are the only slide projectors that use world-famous

Leitz interchangeable projection lenses. When you show your favorite slides on a Pradovit-Color projector, all the subtle color, brilliant contrast, and critical definition of the original are reproduced on the screen.

So go ahead. Get yourself the best. You only live once. See your authorized Leica dealer.

Leica

E. Leitz, Inc., 468 Park Avenue South
New York, N.Y. 10016

73369