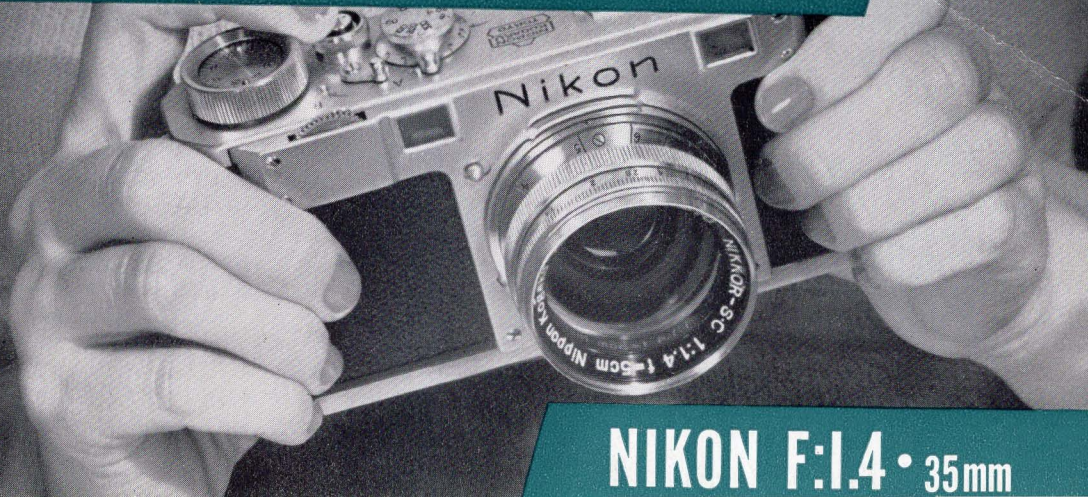


# DISCOVERED!



NIKON F:1.4 • 35mm

## THE CAMERA THAT WAS "DISCOVERED" by photographers of a great picture magazine

The 35mm NIKON camera is without doubt the biggest postwar development in the camera world. Brought out without fanfare in 1949 by the Japan Optical Co., Ltd. (Nippon Kogaku K.K.), one of the world's largest optical institutions, the NIKON was tried out in the course of a day's work by LIFE photographers in Tokyo. Their conclusion was that it was sensational—for sharpness and detail the NIKKOR lenses were superior to any 35mm lenses they had previously been using. On the strength of this enthusiasm LIFE's home office arranged for a thorough examination of NIKON cameras by American experts. A series of rigid tests revealed that the average quality of NIKKOR lenses was much higher than that of any other 35mm lenses made—anywhere; the camera itself a combination of the better components of top quality miniatures, with addition of innovations not as yet found in ANY other camera. As a result of these tests, and the enthusiasm of their photographic staff, LIFE magazine became a prime user of NIKON cameras, as did LOOK. The NEW YORK TIMES of December 10, 1950, gave the new NIKON camera an extensive and complimentary write-up in its camera section. Al-

most overnight NIKON became a sensation among magazine and press photographers. Millions of picture magazine readers have followed the war in Korea through the NIKKOR lenses of David Douglas Duncan, Carl Mydans, Hank Walker and other famous news photographers, and POPULAR PHOTOGRAPHY magazine of February, 1951 (page 28) carries a story of NIKON's amazing progress since its "discovery" in 1949. The NIKON camera is now available throughout the United States in limited quantities at leading camera stores.

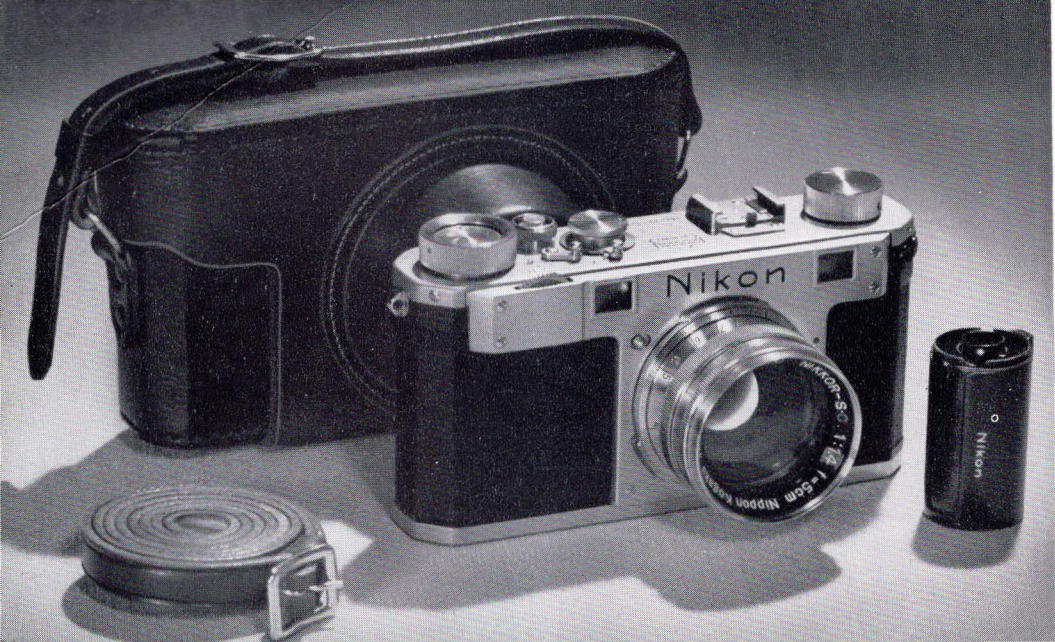
*Now you can own the camera  
used by top professionals!*

All photographs in this folder  
were made with a Nikon 35mm



Jon Wells, San Francisco commercial photographer, who took these pictures, has this to say of the NIKON camera: "Naturally no 35mm camera was ever built with studio photography in mind, and this assignment was an acid test for the NIKON. I consider the results amazingly good. I can truthfully say that I've never seen a 35mm job more accurate or easier to use!"





# Nikon

combines the important features of top quality miniature cameras, plus many outstanding new ones developed by the manufacturer. Speeds are 1/500 to one second, with all controls except *f* stops on top of the camera. Easy film loading, focal plane shutter, built-in synchronizer for both strobe and flash, coupled range finder, quickly interchanged lenses in Contax type bayonet mount—all these in a handsome rugged case make the NIKON today's finest 35mm camera. (For detailed specifications see back page.) Independent experts have found NIKKOR lenses to be the finest 35mm lenses made anywhere. The following lenses are available:

50mm: *f*/1.4, *f*/2, *f*/3.5

35mm: *f*/3.5 wide angle

135mm: *f*/3.5 telephoto

85mm: *f*/2 telephoto

Made by Japan Optical Co., Ltd. (Nippon Kogaku K.K.), one of the world's largest manufacturers of optical glass and precision optical instruments, workmanship and materials in NIKON cameras are unconditionally guaranteed. Factory guaranteed service is available at General Camera Repair Shop, 278 Post Street, San Francisco.

**Ask your camera dealer about NIKON cameras**



**NIKKOR** interchangeable coated lenses for **NIKON** camera



Standard . . . .	f/3.5	50mm
Speed . . . . .	f/2	50mm
*Super Speed . . . .	f/1.4	50mm
Wide Angle . . . .	f/3.5	35mm
Telephoto . . . .	f/2	85mm
	f/3.5	135mm

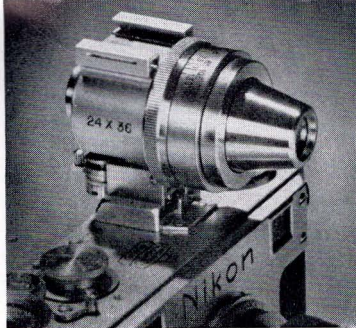
Fine NIKKOR lenses are highly color corrected and coated, with minimum resolution of 750 lines per inch over the entire picture area, and an absolute minimum of aberrational faults.

\*The NIKKOR f/1.4 is the fastest 35mm lens on the market. It is a seven element lens and shows better resolution and less aberration than any similar lens made . . . anywhere.

*These lenses available also in Leica mounts.*

## NIKON UNIVERSAL FINDER

To be used with lenses of focal length other than 50mm. Parallax adjustment for all NIKKOR interchangeable lenses. Extremely brilliant, erect image.



## NIKON FLASH

Takes midget or standard globes. Built-in ejector. Synchronized with multiple flash using standard attachments. Can be carried attached in case.



# Special features of the NIKON camera

**HIGHEST PRECISION MECHANISM:** Quality construction throughout. Unconditionally guaranteed.

**COMPACT:** Length 5¼"; width 1¼"; weight 1 lb. 8 oz. with f/2 50mm lens.

**CONVENIENT TO OPERATE:** All operating parts are on top of camera within fingertip range. Position of lens focusing wheel, shutter release button, view finder, etc., have been carefully worked out for efficient, easy handling.

**FOCAL PLANE SHUTTER** is extremely smooth and quiet; highly accurate, with following speed ranges:

Slow	· · · · ·	TB 1, 1/2, 1/4, 1/8, 1/20
Fast	· · · · ·	1/30, 1/40, 1/60, 1/100, 1/200, 1/500

Shutter speed dials for these groups are conveniently located one upon the other with the same axis.

**COUPLED RANGE FINDER** works on principle of superimposed images. Extremely high brilliancy. Quick, automatic

focusing with utmost ease. One common eyepiece for range and view finder.

**BUILT IN SYNCHRONIZER FOR BOTH FLASH AND STROBE.**

**CLOSE FOCUSING:** Nikon allows closer focusing than other 35mm cameras.

**EASY FILM LOADING:** Just remove the back plate of the camera case. Take up spool is built in.

**NO DOUBLE EXPOSURES:** Correct and accurate picture counting mechanism. Shutter winding and film advancement in one foolproof operation.

**LENSES:** Internally coated on all surfaces. Front surface hard glass. All lenses highly color corrected. All NIKKOR lenses have a minimum resolution of 750 lines per inch over entire picture area. Absolute minimum of aberrational faults. Available in standard 50mm: f/3.5, f/2, f/1.4. Special purpose lenses (on page 6) may be interchanged in a moment with bayonet mount.

---

**OVERSEAS Finance & Trading Co.** SOLE DISTRIBUTORS FOR NIKON CAMERAS AND NIKKOR LENSES  
Merchants Exchange Building, San Francisco, California · Stockholm · Zurich · Tokyo

