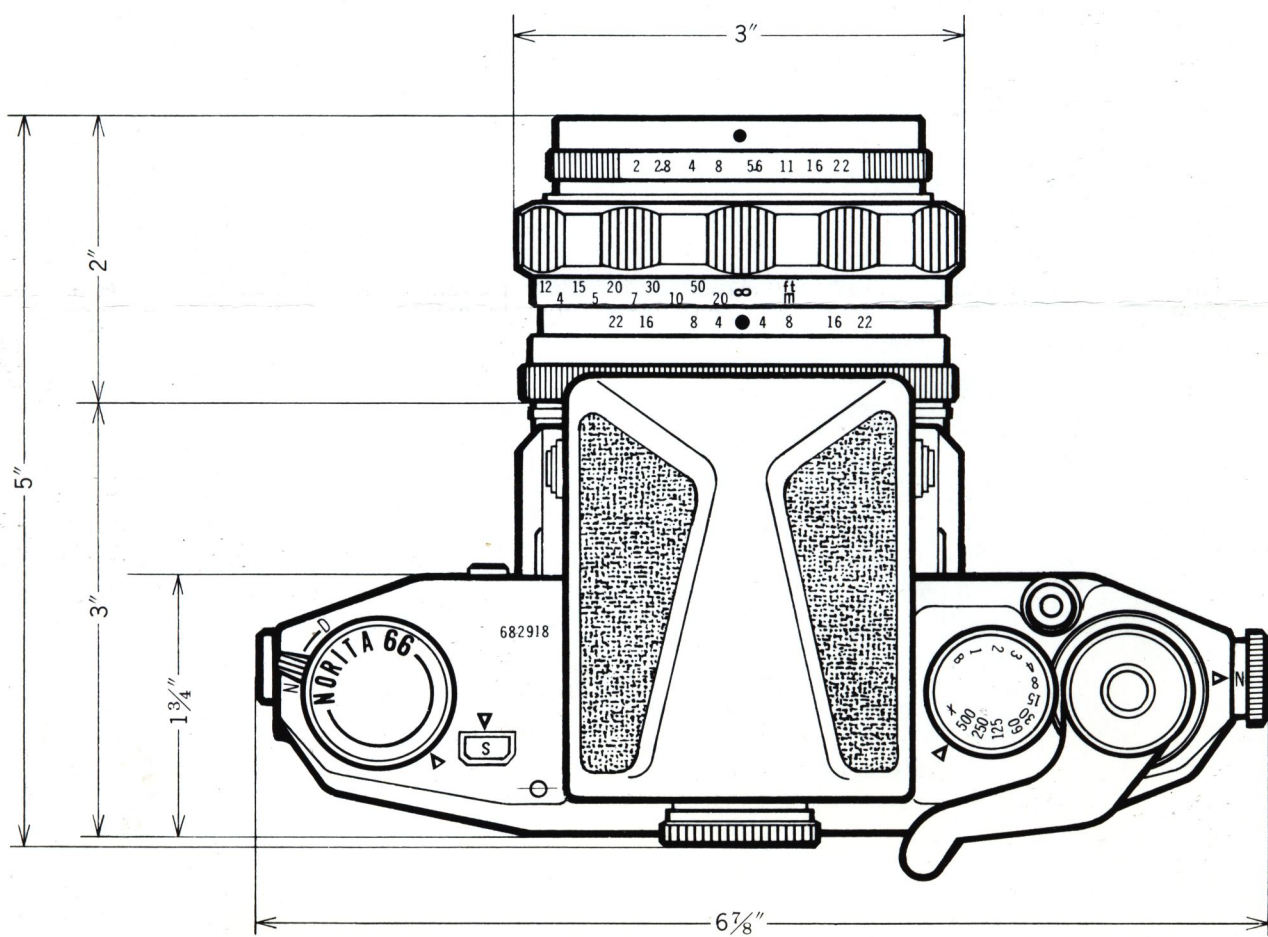


# Graflex NORITA 66<sup>®</sup>



**SINGER**  
GRAFLEX DIVISION







# Graflex NORITA 66<sup>®</sup>

## THE NEW MEDIUM FORMAT CAMERA BUILT FOR SLR EYE-LEVEL ACTION

The NORITA 66 was conceived and designed keeping in mind the rigid requirements of the professional photo-journalist and industrial photographer.

- Minimum possible camera size for the medium film format— $6 \times 6\text{cm}$  ( $2\frac{1}{4} \times 2\frac{1}{4}$ " )
- Function/form design concept
- All camera working movements follow a simple pattern exactly like a 35mm eye-level-camera.
- Standard lens is F2.0. The fastest lens on any  $6 \times 6\text{cm}$ . film camera at this time. The 80mm standard lens, and 40mm wide angle, 160mm medium telephoto, and 240mm telephoto have maximum resolution, contrast, and ACUTANCE for the best in color and black and white film.

## ONE OF THE WORLD'S GREAT NEW CAMERAS JUST CHECK ITS ADVANTAGES!

First, there is size. It is little more than an oversized 35mm camera in weight and dimension. The NORITA 66 gives you, however, 400 percent greater film area ( $2\frac{1}{4} \times 2\frac{1}{4}$ ) in a camera only 18 percent larger than any 35mm unit. Nearly two pounds lighter than the other medium format SLR's.

Next, there is a SUPER-SPEED F/2.0 80mm lens interchangeable via a breechlock bayonet mount and supplied as standard equipment. Fastest in its class, this lens augments the prism finder brightness and has maximum resolution, contrast, and acutance for best results with black-and-white or color film. All aperture, depth of field, and distance markings are clearly visible from the top.

The NORITA 66 provides a precision lightweight pentaprism as standard. Here is the first true eye-level focus and viewing capability in its class. The pentaprism is easily interchangeable for a hood with built-in critical focus magnifier used to focus and sight at waist level, or in an overhead position. Correction diopter lenses are available for the pentaprism.

Precision focus is achieved with a microprism rangefinder incorporated in the center of the fine-grained ground glass viewing and focusing screen. A split-field rangefinder spot area groundglass will be available as an option.

Film path is the normal "C" configuration. The film travels from the film-spool to the take-up spool without reverse curl. And, the film chamber is built to handle either 120 or 220 film, for 12 or 24 exposures, without any accessories.

Most important, the film is held flat with platelike precision in the glassless chamber. A double rail film track, similar to those in the finest 35mm cameras, give the film room to "breathe" and a chance to settle into the ideal film focus position.

Then, there is its fast-action handling convenience. A rapid film transport lever speeds "shooting"—it advances the film to final position and cocks the focal plane shutter in split-seconds. An exposure counter registers the shot sequence and the shuttercocking mechanism disengages after the last shot to prevent shooting without film.

Double exposures—and, multiple exposures—are easily made. This is a special feature of the NORITA 66. Just turn two levers and you're ready to shoot multiple exposures using, if you wish, multiple flash or strobe.

Focal plane shutter speeds follow the best miniature camera design, and are in two groups: A) bulb to 1/30th second; B) 1/60th to 1/500th second—and Strobe (X) at the fast 1/40th second. Strobe is on a special "click-stop" of the speed selector dial.

The shutter speed selector dial moves left to right before or after the shutter winding—and, is not lifted.



### The Norita NORITAR 40 Lens

The NORITAR 40 is a truly remarkable lens. It is a "second-generation" wide-angle design computed especially for the Norita 66 Camera and combines three highly prized features; namely, (1) compact super-wide angle, (2) high aperture speed for ease in focusing, and (3) excellent image resolution to the edges of the image field. Nine elements are combined in eight groups in this unique lens. A spirit level should be used with the lens and camera in order to maintain straight lines over the picture plane.

#### THE NORITAR 40 IS THE UNIQUE SUPER-WIDE "HIGH SPEED" LENS

Type	9 elements in 8 groups
Aperture	F4-22
Focal Length	40mm ( $1/2 \times$ magnification compared to the standard 80mm lens)
Focusing Range	1 ft. (0.3m) to infinity
Diaphragm	Automatic—with manual control
Diaphragm Settings	Equidistant
Angle of View	Diagonal 88 degrees Horizontal 68 degrees Vertical 68 degrees
Lens Mount	NORITA 66
Filter Size	77mm dia. P 0.75
Dimensions	90mm $\times$ 80 $\phi$
Weight	22.5 oz.—640 g.



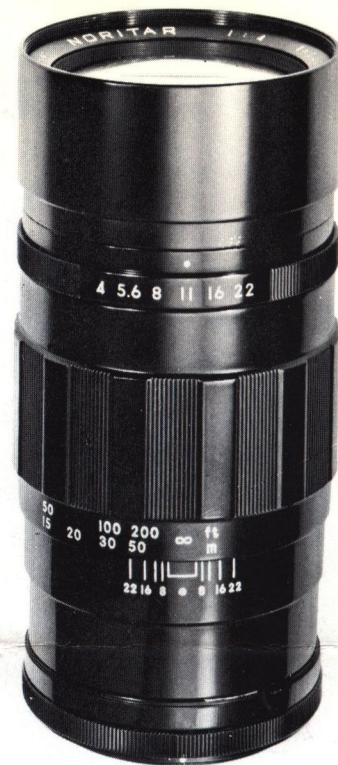
### The Norita NORITAR 80 Lens

The NORITAR 80 is the standard lens for the NORITA 66 SLR Camera. It is the first "high-speed" lens specially computed to meet the requirements of the NEW "second-generation" SLR Cameras using the 6×6 film format. With its F2.0 aperture the NORITAR 80 lens permits true "available-light" technique so important and so useful to the press and magazine photo-journalist. This new Gauss type lens has brilliant image qualities and exceptional contrast with a minimum of "flare"—which is easily removed by "stopping" down the aperture slightly. Unusual performance for superior color photography is always obtained because of sufficient brightness as well as excellent image definition right to the edges of the image field.

#### THE NORITAR 80 IS THE SUPERIOR NEW LENS FOR ALL TYPES OF PHOTOGRAPHY

Type	Gauss 6 elements in 4 groups
Aperture	F2—22
Focal Length	80mm
Focusing Range	3ft. (0.85m) to infinity
Diaphragm	Automatic—with manual control
Diaphragm Settings	Equidistant
Angle of View	Diagonal 54 degrees Horizontal 39 degrees Vertical 39 degrees
Lens Mount	NORITA 66
Filter Size	62mm dia. P 0.75
Dimensions	62mm × 76φ
Weight	15.5 oz.—440 g.





### The Norita NORITAR 55 Lens

The NORITAR 55 is the standard Wide Angle Lens for the NORITA 66 SLR Camera. Especially designed for superb color-balance it is light in weight, compact in design, and of the same size as the NORITAR 80. Excellent resolving power and image contrast are characteristics of this lens even at the maximum aperture.

#### THE NORITAR 55 IS THE USEFUL AND IDEAL WIDE ANGLE LENS FOR GENERAL PHOTOGRAPHY

Type	9 elements in 9 groups
Aperture	F4—22
Focal Length	55mm
Focusing Range	1.5 ft. (0.45m) to infinity
Diaphragm	Automatic—with manual control
Diaphragm Settings	Equidistant
Angle of View	Diagonal 70 degrees Horizontal 54 degrees Vertical 54 degrees
Lens Mount	NORITA 66
Filter Size	62mm dia. P 0.75
Dimensions	62mm × 76φ
Weight	13.75 oz.—390 g.

### The Norita NORITAR 160 Lens

The NORITAR 160 is a NEW design of a most frequently used lens. This medium focal length (2× magnification over the standard 80mm lens) combined with a high aperture makes it extremely useful in general photography. Light-weight is combined with an unusual compact design. Chromatic aberrations at the edges have been eliminated (a characteristic flaw in teletype lenses) resulting in a NEW telephoto lens with excellent resolving power and image contrast. This lens will give very satisfactory optical performance in close-up photography when the aperture is slightly closed down.

#### THE NORITAR 160 IS A TRUE UNIVERSAL LENS WITH TELESCOPIC EFFECT

Type	6 elements in 5 groups
Aperture	F4—22
Focal Length	160mm (2× magnification over the standard 80mm lens)
Focusing Range	7 ft. (2.0m) to infinity
Diaphragm	Automatic—with manual control
Diaphragm Settings	Equidistant
Angle of View	Diagonal 28 degrees Horizontal 20 degrees Vertical 20 degrees
Lens Mount	NORITA 66
Filter Size	62mm dia. P 0.75
Dimensions	108mm × 7.55φ
Weight	23.0 oz.—650 g.

### The Norita NORITAR 240 Lens

The NORITAR 240 combines long focal length with compact design. (3× magnification over the standard 80mm lens) It is very easy to handle and unusually efficient in hand-held exposures, but a tripod is always recommended in focal lengths such as this.

The NORITAR 240 has the high speed of F4.0. (the usual tele lens is F5.6) Sports and press photography are special applications for this lens. Disturbing backgrounds are easily subdued or eliminated by using the lens wide open. Superb image definition is a characteristic of this lens when used at infinity.

#### THE NORITAR 240 IS A SUPERB TELE LENS FOR ALL PHOTOGRAPHIC NEEDS

Type	6 elements in 5 groups
Aperture	F4—22
Focal Length	240mm (3× magnification over the standard 80mm lens)
Focusing Range	12 ft. (3.5m) to infinity
Diaphragm	Automatic—with manual control
Diaphragm Settings	Equidistant
Angle of View	Diagonal 19 degrees Horizontal 13 degrees Vertical 13 degrees
Lens Mount	NORITA 66
Filter Size	77mm dia. P 0.75
Dimensions	175mm × 81.5φ
Weight	40.5 oz.—1,150 g.

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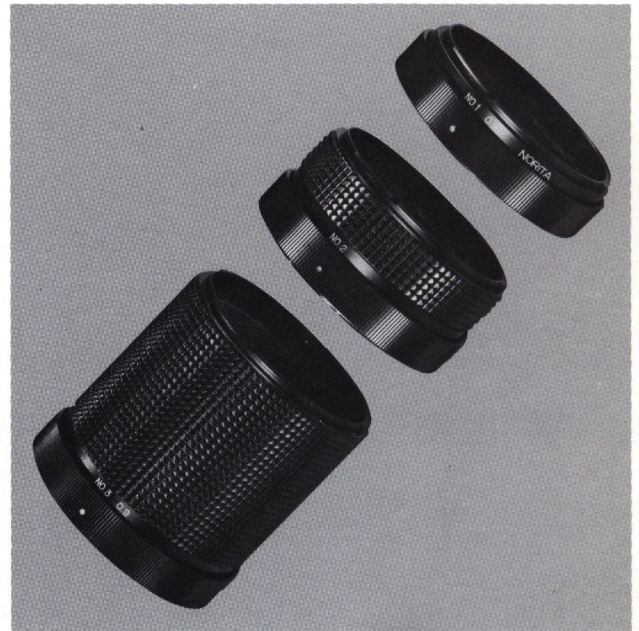
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**Cat. No. 7960** Waist Level Finder

- Interchangeable
- Magnifier included
- Sportsfinder incorporated
- Compact



**Cat. No. 7930**

Auto Extension Tubes (Set of 3)

#1—17mm, #2—33mm & #3—76mm can be used singly or in combination with Noritar 40mm to Noritar 240mm lenses.



**Cat. No. 4548** Graflex Norita Copy Stand

- Vertical Height, 27" high down to 8" high.
- Horizontal Adjustment 3½"
- Pneumatic Center Post
- Weight 8 lbs.

Corrective Diopters . . . . . **Cat. No. 7990 to 7994**  
 Microscope Attachment w/o Shutter  
 Microscope Attachment w/Shutter



**Cat. No. 7963** Pentaprism with Meter is coupled with the shutter speed selection knob as an averaging metering system. The measured range weighted 60% for the area covered by the circle in the center of the focusing screen circle. ASA Film Index—32 to 6400. Uses PX77 or S-76. Battery is supplied.