

**new!**



**ALPA**  
**REFLEX**  
9d

**IN A CLASS BY ITSELF**

The custom-built, sturdy Swiss precision camera, with electronically compensated exclusive through-the-lens light reading, for precise exposures.

new!

# ALPA 9d



**Eliminates meter parallax completely!**

Just center the needle on the groundglass and you get precise f/stop for your preset shutter speed or precise shutter speed for your preset f/stop

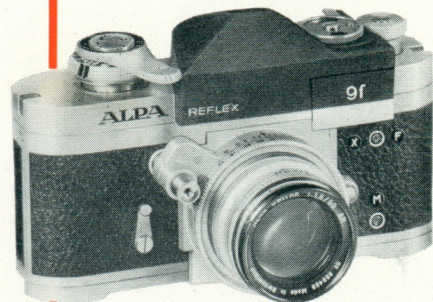
**automatically**

The electronically compensated, exceptionally sensitive (ASA 12 - 6400), yet very rugged behind-the-prism exposure meter with 3 CdS cells precisely measures all the light through the lens...

with any lens                      any bellows  
any filter                         any close-up  
any extension                    lens  
   tube                      any microscope  
at any distance

The new ALPA 9d offers you the same incomparable Swiss precision engineering as all the previous ALPA models PLUS the ONLY precise system of light reading.

**Kern Macro-Switar 50 mm f/1.8 AUTO-APOCHROMAT world-famous for its magnificent color fidelity.**



new!

# ALPA 9f

Same features as the ALPA 9d, **without** exposure meter. With Kern Switar 50 mm f/1.8 AUTO-APOCHROMAT

## ALPA

The ultimate in camera systems, whether for Amateur, Industrial or Scientific use

- \*1 **Symbol of Swiss precision:** Each ALPA is as painstakingly assembled as a fine Swiss watch, literally custom-built, with all the skill and experience of Swiss master craftsmen.
- \*2 **Streamlined:** Ultra modern design in attractive chrome or deep satiny black finish — engineered for utmost speed and simplicity of operation.
- \*3 **Well balanced:** Exceptionally sturdy, yet compact — 5¼" × 3¾" × 2", and lightweight — a mere 21 ounces.

- \*4 **Precision built, hand-wired, rugged and electronically compensated ALPA meter system:** 2 sensitive CdS cells — behind the prism, but outside the viewing path — read all the light through the lens, for absolutely precise exposures. A third CdS cell subtracts any light entering the eyepiece — another ALPA first!
- \*5 **Automatic settings:** Centering of needle on groundglass always indicates precise f/stops or shutter speeds from 1/1000 to 4 seconds, for films from 12 to 6400 ASA-AUTOMATICALLY, **with any lens, with any lens accessory, at any distance.**
- \*6 **Blocking of shutter release:** Contact with standard 1.35 volt battery (or rechargeable battery) closes only if shutter has not been set or, if set, the release lock button is pressed; also prevents accidental exposures.
- \*7 **Parallax free:** Single-lens reflex viewing system guarantees accurate framing, focusing and depth-of-field control — **with any lens, at any distance, for any magnification.**

- \*8 **Ultra luminous:** Precision ground prism and finest grain ground-glass render strikingly brilliant image, **in 1:1 lifesize.**
- \*9 **Accurate composition:** 23 × 35 mm groundglass image is ½ mm smaller on each side than standard 24 × 36 picture, a safety margin usually covered by slide mount.
- \*10 **Coupled rangefinder:** 45° split-image, with clear circle, pin-points focus instantly, automatically — **coupled to any lens, at any distance, for any magnification.**
- \*11 **Hair-trigger release:** Operates both lightning reflex-mirror and vibration-free shutter.
- \*12 **Swiss precision shutter:** Electronically tested speeds from 1/1000 to 1 sec., B, M and FX synchronization, PLUS intermediate speeds between calibrations — **60 different settings!**

\* Exclusive ALPA feature

- \*13 **Self-timer:** from 1 to 20 seconds, may be unwound, without taking exposure, by blocking release.
- \*14 **High-speed winding:** Frontal rapid wind lever provides fast film transport, **without removing camera from eye.**
- 15 **High-speed rewinding:** Ingenious pull-out crank with parallelogram support.
- 16 **Automatic exposure counter:** Instantaneous zero return when back is removed for loading.
- 17 **Complete ALPA lens system:** 10 Automatic Diaphragm lenses: 24 mm — 28 mm — 35 mm — Macro Switar 50 mm — Switar 50 mm — 90 mm — 100 mm — 135 mm — 150 mm — 180 mm; PLUS 9 other lenses from 24 mm up to 5000 mm.
- \*18 **Automatic diaphragms:** Usable with extension tubes and bellows (twin-cable release) for close-up work; can be disconnected to check depth-of-field and to use self-timer.
- 19 **Four unrivaled Apochromats:** Macro-Switar and Switar 50 mm f/1.8, 100 mm f/2 and 150 mm f/2.8 APOCHROMATS offer exclusive correction of all 3 primary colors, for precise color reproduction.
- \*20 **All-in-one lenses:** Automatic Macro-Switar 50 mm focuses from infinity to 7" (1:3), Macro-Kilar 40 mm to 4" and 2" (1:1.1) and Macro-Kilar 90 mm to 5" (1:1), **without accessories.**
- \*21 **100 % lens consistency:** Each lens is custom ground, handpicked and individually film-tested for brilliant overall illumination, life-like contrast and critical sharpness — **carries an unconditional guarantee for optical excellence.** All Switar and Macro-Switar lenses are supplied with a test-film.
- \*22 **Slip-in ALPA filters:** Made of finest optical glass dyed in the mass, plane parallel and coated, unconditionally guaranteed.
- 23 **Streamlined cases:** Everready case holds ALPA with 35, 40, 50 or 75 mm lens plus (reversible) lenshood and filters. Gadget bags hold one or two ALPAs and 2 — 6 ALPA lenses.
- \*24 **Macro/Micro-photography:** Extension tubes, bellows, close-up lenses and Microadapter offer a continuous focusing range from infinity down to ultra close-ups of 1:10 — 1:1 — 10:1 and (with microscope) 150:1, **without gap!**
- \*25 **Alpa Macrostat collapsible close-up copy stand:** Focusing stages, reflectors, ringlight, two-face mirror, groundspikes, etc. make the ALPA Macrostat the ideal tool for both indoor and outdoor use.

\* Exclusive ALPA feature

- 26 Special single frame models:** Choice of 18 × 24 mm or 17 × 22.5 mm format with spacing accuracy of 0.05 mm.
- 27 Electric motor:** Attachable 12 Volt DC motor permits automatic film transport and remote release.
- \*28 100 ft. magazine:** Interchangeable with camera back, accepts standard 100 foot daylight loading reels for up to 800 pictures, without reloading.
- \*29 Lifelong durability:** The ALPA is the only 35 mm camera made completely of a sturdy light metal injection moulding **that withstands the most rugged use.**
- \*30 Total quality control:** More than 40 % of the ALPA factory is engaged in inspection, certifying to the severe and exclusive quality controls. A Swiss Precision Label is attached to every ALPA.

## THE ALPA FORMULA:

**Swiss chronometer precision + custom ground optics = unconditional guarantee for mechanical and optical excellence.**

U. S. Agents:



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