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The Nearest Thing to the living eye !

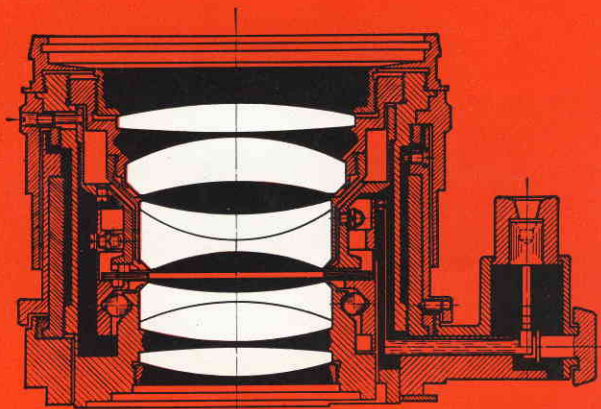
ALPA

with
SWITAR

and
MACRO-SWITAR
50 mm f/1.8

All-In-One Apochromat
with Automatic Diaphragm

The Macro-Switar 50 mm f/1.8 APOCHROMAT is the First and Only lens that combines accurate color fidelity, striking brilliance, lifelike contrast, critical sharpness, speed of f/1.8, automatic diaphragm, Kern Visifocus depth-of-field indicator and continuous focusing from infinity all the way down to 7" without accessories.



Man's progress in photo-optics has been one constant effort to duplicate the corrective characteristics of the living eye. But while muscle fibers stretch at a signal from the nervous system, man-made optics must be delicately balanced in every stage of design, to provide this same degree of corrective versatility.

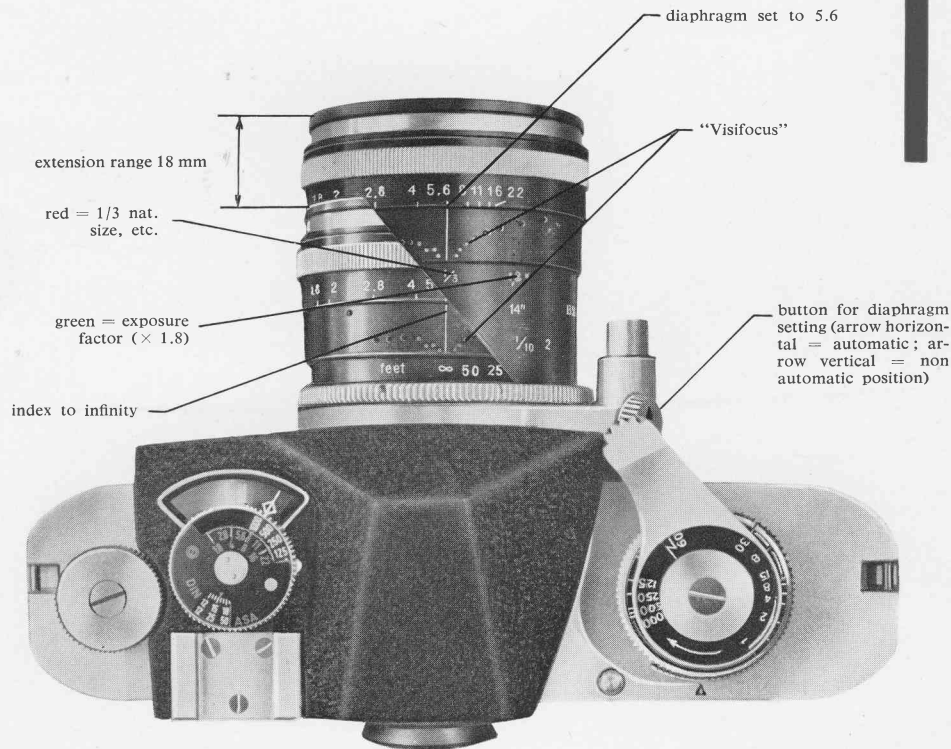
By combining seven elements in a helical mount, Swiss master craftsmen have created a truly unique, custom-ground lens that provides you with the highest possible degree of optical correction... within an extreme focusing range, extending from infinity down to ultra close-ups.

Here is modern man's opti-mechanical answer to the living eye — uncompromisingly combined in the new ALPA MACRO-SWITAR ALL-IN-ONE APO-CHROMAT.

The ALPA Macro-Switar offers a fully automatic diaphragm control, vitally important in single-lens reflex photography under adverse lighting conditions. It permits viewing and focusing at full aperture, closes AUTOMATICALLY to the preselected stop for the exposure and reopens AUTOMATICALLY instantly thereafter. The automatic mechanism may be disconnected for viewing the depth-of-field. And the patented Kern VISIFOCUS depth-of-field system, long a favorite of movie makers, automatically indicates the exact depth-of-field on the lens mount, for any preselected f/stop, even if you focus with the Automatic Diaphragm at full aperture.

Highest possible degree of optical correction

The automatic ALPA Macro-Switar APO-CHROMAT offers you the same outstanding optical qualities as the world-famous ALPA-Switar. Custom-ground to



closest tolerances, the 7 elements form a superb APOCHROMAT, which gives exclusive correction of all primary colors including red, critical sharpness and highest contrast with a deep satiny black, even at full aperture f/1.8. The ALPA Macro-Switar APOCHROMAT transmits 24 % (!) more light at f/1.8 than any other lens at f/2, rendering a strikingly brilliant image in natural colors. This combination of extreme resolving power and high light transmission is of particular value for photography under adverse lighting conditions. The large front lens elements help in achieving the most even illumination up to the very corners not only at full aperture, but also at

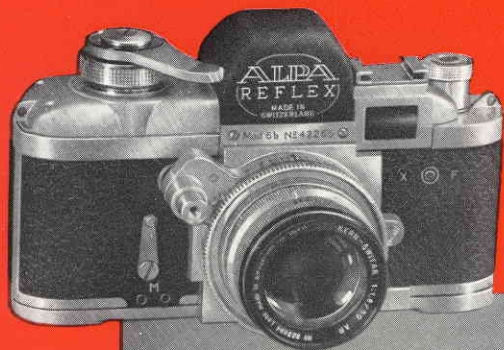
medium stops. This is of paramount importance for color photography, where the slightest fall-off not only darkens the picture, but changes its color rendition ! The Switar's tonal qualities are especially warm, even without haze or skylight filters.

Swiss precision mechanism

A masterpiece of Swiss craftsmanship, the automatic ALPA Macro-Switar APOCHROMAT breaks through the "distance barrier" at 3 feet, by offering you parallax-free focusing from infinity all the way down to ultra close-ups, *without* accessories !

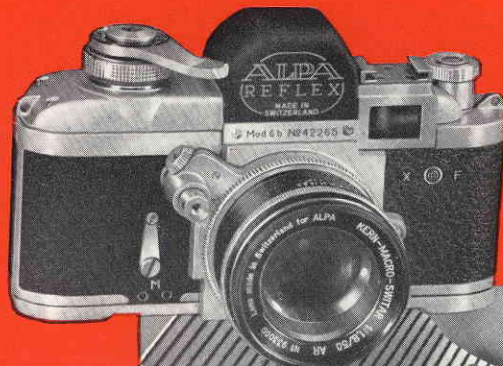
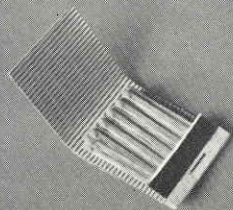
It extends three times further than the regular Switar — 18 mm as against 6 mm — which

permits focusing as close as 7" (as compared to 17" for the regular Switar). *White* numerals indicate the distances, as measured from the film plane, from infinity to 11-1/4". *Red* numerals indicate the subject-to-image ratios for distances below 3-1/4 feet, down to a maximum ratio of 1/3 (1/9 for the regular Switar). This means that the subject will be reproduced on your film 3 times smaller than lifesize (9 times smaller with the regular Switar). You need only enlarge the negative 3 times to obtain a lifesize print (9 times with the regular Switar). The *green* numeral on the lens mount indicates the exposure correction factor for closest distance.



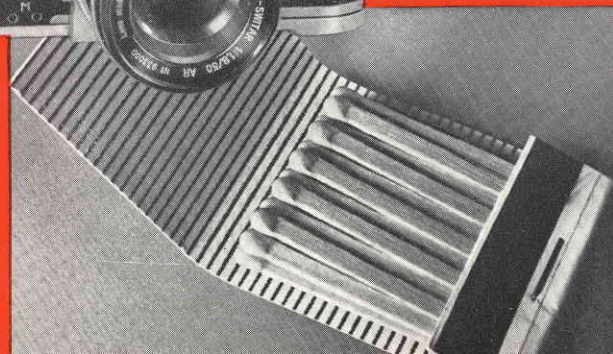
SWITAR

Picture taken with ALPA-Switar, at closest focusing distance of 17" (ratio 1/8.3)



MACRO-SWITAR

Picture taken with ALPA Macro-Switar, at closest focusing distance of 7" (ratio 1/3)



* APOCHROMATIC correction of all primary colors including red.

* Continuous focusing range from infinity down to 7", without accessories. Switar : from infinity to 17".

Distances, depth-of-field, subject-to-image ratios and exposure factors are calibrated right on the lensmount.

24 % more light transmission than f/2 lenses for uniform illumination up to the very corners.

Razorsharp definition and highest contrast with a deep satiny black, even at full aperture f/1.8.

Fully automatic diaphragm, which closes AND reopens automatically, may be disconnected for viewing depth-of-field.

* Exceptionally smooth shutter release requiring minimum pressure, so as to prevent any vibration.

Click-stops from f/1.8 to f/22 plus intermediate settings between calibrations.

* Kern VISIFOCUS system automatically indicates depth-of-field at any preselected aperture. (On Macro-Switar only.)

Only 45 mm long (Switar : 43 mm) — Weight : 9-1/2 oz. (Switar : 6 oz.)

* Seven custom-ground elements, several made of high refraction Lanthan glass, render warm tonal qualities, even without haze or skylight filter. Switar : same feature.

* Every ALPA Switar and Macro-Switar passes 2 scrupulous tests — by the lens manufacturer and again at the ALPA factory — and carries an unconditional guarantee for highest optical performance.

* Exclusive Feature.

Technical Details	SWITAR	MACRO-SWITAR
Angle of field across diagonal of 24 × 36 mm frame.	45°	45°
7 elements in 5 groups, 4 surfaces cemented, special Kern AR coating.	yes	yes
Automatic diaphragm with click-stops (may be disconnected for viewing depth-of-field)	f/1.8 - f/22 engraved	f/1.8 - f/22
Depth of field indicator		Kern "Visifocus" automatic
Focusing range from infinity to.	17" (21" from back of camera)	7" (11" from back of camera)
Subject to image ratio at nearest setting	1 : 9	1 : 3
Subject to image ratios with suppl. lens + 1 D	1 : 19 - 1 : 5.8	1 : 19 - 1 : 2.4
Length	43 mm	45 mm
Weight	6 oz.	9 1/2 oz.
Group for filter and lenshood	A	B
Code for lenshood	omxana	omxabe
Code for filter (give tint no.)	filtrana	filtrabe
Code for supplementary lens + 1 D	donal	donabe
Intermediary ring for adapting filters Ø B to lenses Ø A	interbag	

Please write for complete ALPA literature to :

PIGNONS S.A., BALLAIGUES (Switzerland)

The ALPA formula:

CUSTOM GROUND OPTICS + SWISS PRECISION MECHANISM

= Unconditional guarantee for highest optical and mechanical performance



The new ALPA Reflex 1959
with lightning mirror and
hairtrigger release ends all
image blackout !

ALPA

Three cameras in one

The new ALPA 1959 offers you all the most desirable features of a

Single-lens Reflex Camera:

**Plus
Rangefinder Camera:**

**And
Twin-lens Reflex Camera:**

**You get all three in one camera, the unique
ALPA all-in-one 35 mm camera.**

Large, brilliant groundglass image gives parallax-free focusing through the taking lens, absolutely accurate framing and complete depth-of-field control, **with any lens, at any distance!**

Split-image prism rangefinder built into groundglass of single lens reflex system is **not** limited to certain lenses, nor to distances below 3 feet. **It couples to any lens at any distance**, from infinity all the way down to ultra close-ups: 2"!

Reflex system with **LIGHTNING** mirror and hairtrigger release completely eliminates all image blackout. Furthermore, the groundglass image is a true, i.e. reinverted, image (correct left to right) and parallax-free, **for any lens, at any distance!**

ALPA Highlights

- 1 New **LIGHTNING** reflex mirror, operated by a hairtrigger release, flips up with lightning speed, provides continuous groundglass observation through the very instant of actual exposure: there is no image blackout! The **LIGHTNING** mirror returns to viewing position instantly after the exposure, permitting immediate double check of your subject and keeping your ALPA in constant readiness for the next exposure.



2 Parallax-free single-lens Reflex system guarantees absolutely accurate focusing, critical sharpness and complete depth-of-field control, **with any lens, at any distance.**

3 Split-image Prism Rangefinder with 45° dividing line, built right into the groundglass, pinpoints focus instantly and automatically, **couple with any lens, at any distance.**

4 Large, finest grain groundglass and precision ground prism produce a reinverted strikingly brilliant image, **in full « lifesize » and all its natural colors.**

5 Logical 45° viewing angle means comfortable viewing and is especially **convenient for those who wear glasses.**

6 Vibration-free shutter, controlled by Swiss precision mechanism, offers international synchronization, selftimer and speeds from 1/1000 to 1 second, B and T **plus** any intermediate speeds between calibrations: **60 different settings!**

7 Rapid wind lever assures fast film transport (see picture), while single time-release button and rapid ratchet mechanism assure fast rewinding of exposed film.

8 First complete set of 8 **auto-lenses** with **Fully Automatic Diaphragms: 24 mm - 28 mm - 35 mm - 50 mm - Macro-Switar 50 mm - 90 mm - 135 mm - 180 mm!** (Other lenses range up to 5000 mm super-telephoto.)

Diaphragm closes **automatically** to the preselected stop **and** reopens **automatically** instantly after the exposure.

9 **ALPA Apochromats:** ALPA Macro-Switar 50 mm f/1.8, Switar 50 mm f/1.8 and Kinoptik 100 mm f/2 **Apochromats** offer exclusive correction of all primary colors (including red), razor-sharp definition and highest contrast, **even at full aperture.**

10 **ALPA all-in-all lenses:** ALPA Macro-Switar 50 mm f/1.8 **Apochromat** focuses continuously from infinity to 7", ALPA Macro-Kilar 40 mm f/2.8 from infinity to 4" or 2" and ALPA Macro-Kilar 90 mm f/2.8 from infinity to 8"; for close-ups and copy work **without accessories.**

11 **100 % Lens Consistency:** Each ALPA lens passes 2 scrupulous tests—by the lens manufacturer and again at the ALPA factory—and carries an unconditional guarantee for highest **optical** performance!

12 Each ALPA camera is as painstakingly assembled as a Swiss precision watch. It can withstand the most rugged use and carries an unconditional guarantee for highest **mechanical** performance!

The Split-image Prism Rangefinder built into the groundglass of the ALPA's single-lens reflex system **couple to any lens, at any distance!**

The large, finest grain groundglass of the ALPA has two deflecting prisms at its center, visible as semi-circles, which form a split-image rangefinder. The 45° angle of the dividing line between the two prisms allows focusing on either vertical or horizontal lines. As soon as the lens is in correct focus for the distance, the image—split by the two prisms—appears in perfect alignment.



The speeding grace of the swan is captured in full flight, proving the ALPA's instant readiness for rapid action photography.



Out of focus:

Subject is immediately located and sharply visible in the clear zone around the split image. But the unfortunate pigeon has been decapitated, showing that focusing is incorrect and the result will be a blurred picture. Groundglass image is unsharp.



In focus:

Focusing with the lens for correct distance has restored our long-suffering pigeon's head and there it is in perfect alignment. Groundglass image is now critically sharp and shows accurate frame and exact depth of field as well.

The clear zone around the split image is used for rapid location of your subject as well as for microphotography at high magnifications.

You buy **one** ALPA and get **three** cameras:

Single-lens Reflex camera plus rangefinder camera and twin-lens Reflex camera combined in the one and only all-in-one 35 mm Camera.

Write for free illustrated literature on the ALPA Camera and lenses, or the special \$-.75 booklet on Macrophotography and Microphotography with the ALPA!

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