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ALPA

REFLEX

THE
ALL-IN-ONE
35 mm CAMERA

*Custom built
in Switzerland
by
Swiss watchmakers*

(Front cover :)

The Matterhorn in November.

*Photo by André Brandt, Lausanne,
taken with Switar 50 mm f/1.8.*

*The Swiss have always built the world's
finest watches...*

*Today they also bring you the world's
finest cameras!*

*ALPA - A precision instrument for both the novice and
the advanced photographer... unlimited in its potential!*

After you take your very first roll of film and send it off for processing, you impatiently await the results of this, your initial photographic venture. And it is with justified pride that you view your first pictures, which admit you to the enchanting world of photography. It is then you suddenly realize that we are living in an age of magnificent reproduction techniques, of vibrantly alive color transparencies, of unlimited photographic possibilities... and that you would have the power to create them yourself, if only you had the proper equipment.

Along with photographers the world over, you no doubt have dreamed of owning the most complete camera, the camera that can give you maximum versatility with a minimum of accessories, the precision instrument that withstands the most rugged treatment, is completely foolproof and compensates even for your own errors.

Your photographs should stand up favourably to comparison, as to a certain extent they represent a part of your personality. It is therefore imperative that you should not curtail the development of your photographic talents by using inferior equipment.

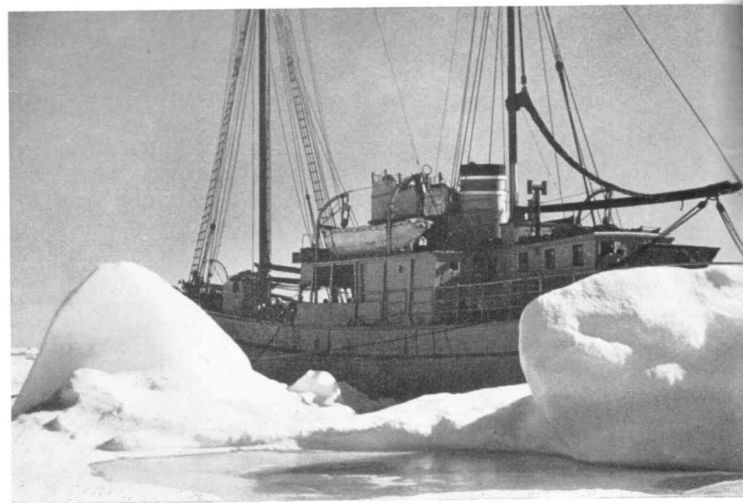
◀ **Fox with his prey, a hazelhen.**

*Photo by R. P. Bille, Sierre,
taken with Alefar 180 mm f/4.5.*

If you are appalled by the loss of an increasing number of those “once-in-a-lifetime” shots, if you cannot take critically sharp pictures with good contrast and in natural colors, if you cannot frame accurately and control depth of field, if you cannot shoot wide-angles, portraits or distant views, if you cannot do copy work, close-up or microscopic photography, if you cannot take fast action pictures or shoot under poor lighting conditions, *because of the limitations of your present camera...* then you are indeed “The Sick Man of Photography” ! The best remedy for this frustration of your creative abilities is the ALPA, a camera of unlimited potential, a camera that solves all your photographic problems, a camera that you can never outgrow.

As a raw beginner, as an advanced amateur, as a professional, scientific or industrial photographer, you will find the ALPA the most complete, the most versatile, the most precise, the one and only All-in-One 35 mm camera. The ALPA will be your key to the door of a photographer’s paradise, where you will fulfil your most cherished ambitions !

First revelation : The finest grain groundglass of your ALPA’s single lens reflex system offers you a razorsharp, strikingly brilliant image, in lifesize and in all its natural colors. Your subject appears so surprisingly close and sharp that it gives the impression of jumping at you.



Second revelation : The *single* lens Reflex system of your ALPA provides critical through-the-lens focusing, without all the parallax problems encountered in *twin*-lens-reflex and rangefinder cameras.

Third revelation : Your ALPA's accurately framed groundglass image guarantees perfect composition, with any lens, at any distance, at any magnification. No cutting off of heads or feet! This is especially important in color work, where later correction by trimming is impossible.

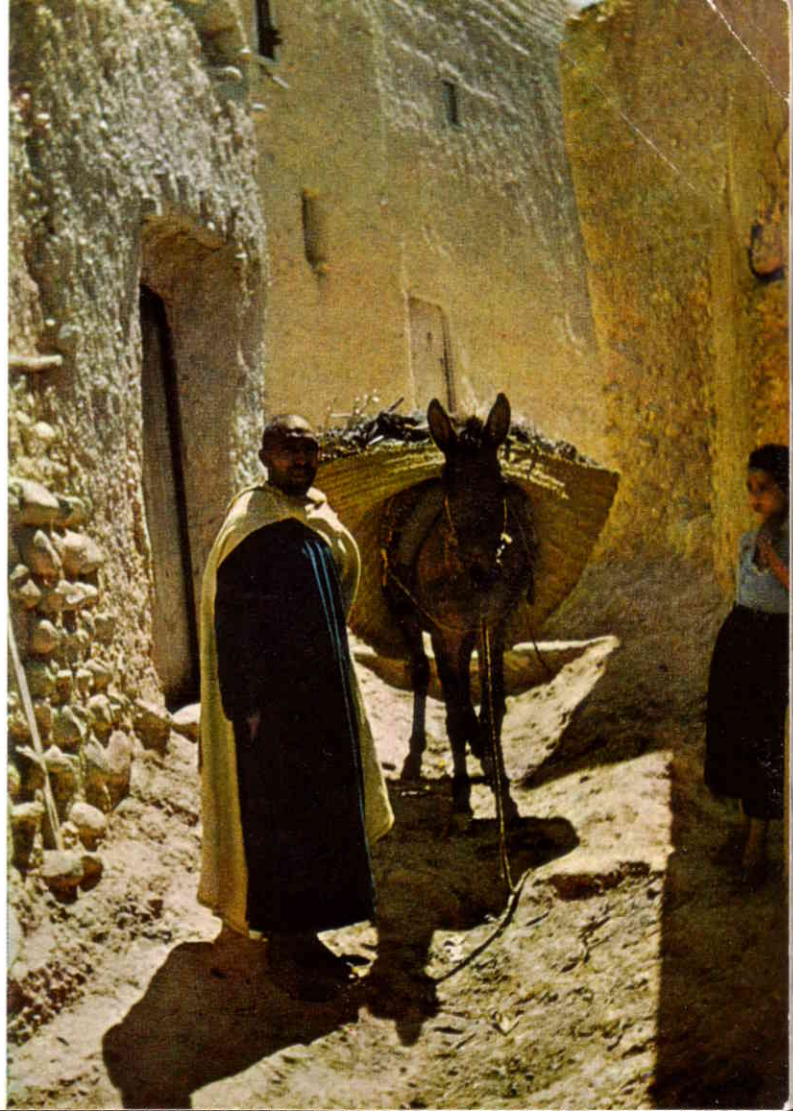
Fourth revelation : The unique advantage of viewing through your picture-taking lens ensures perfect depth of field control. You see the exact zone of sharpness in front of and behind your main subject, at any aperture : never a fuzzy foreground or background !

►
Berber leading his donkey in a kasbah in the Great Atlas (Morocco).

Photo by Dr. H. Carol, Zurich, taken with Alfinon 50 mm, f/2.8.

◄ **In Greenland.**

Photo by Ernest Hofer, Bern, with 35 mm wide angle.



Fifth revelation : The precision-ground prism of your ALPA, set at an exclusive 45°, enables you to view with your head in a natural and comfortable position, without any strain. This angle is also ideal for close-up shots, copy work, photomicrography, overhead and low angle shots. And those who wear glasses can rest them right on the rubber eyepiece of the prism without danger of scratching the lenses.

Sixth revelation : The separate rangefinder of your ALPA 7 or the built-in rangefinder of your ALPA 6 (see pages 10-13) allow you to doublecheck and pinpoint your groundglass focusing quickly and automatically.

Seventh revelation : Your ALPA's shutter speeds ranging from 1 sec. to 1/1000—with intermediate speeds between calibrations—work accurately on a Swiss precision watch movement that is practically indestructible.

Eighth revelation : A complete range of rapidly and easily inter-changeable ALPA lenses from 28 mm to 3750 mm supertelephoto, brings the widest possible variety of pictures within your scope : extreme and medium wide angles, normal snapshots, ultra close-ups, copy work, portraiture, medium range photos and far distant views.

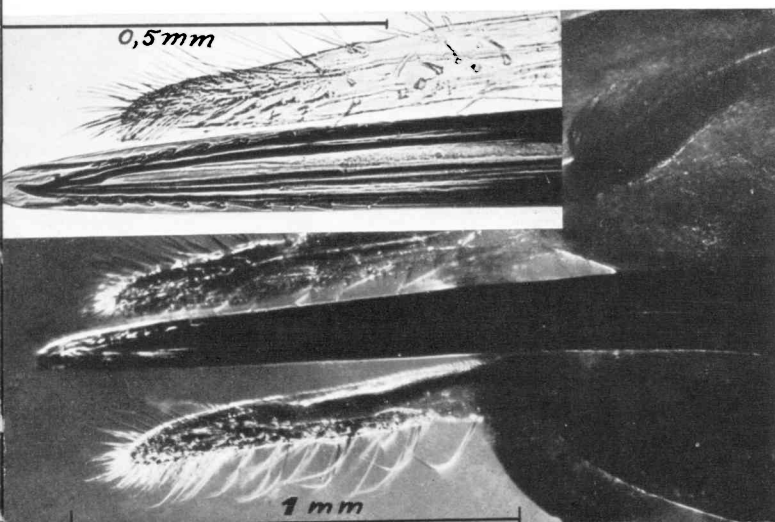
Ninth revelation : Your ALPA *apochromats* are the only lenses that give you complete correction of all primary colors as well as critical sharpness and highest contrast, even at full aperture : ALPA-Kern Switar 50 mm f/1.8 *Apochromat* (Automatic Diaphragm) with 7 precision ground lens elements and ALPA-Kinoptik 100 mm f/2 *Apochromat* (Preset Diaphragm) with 6 precision ground lens elements.

◀
Nightfall in Nepal, camp fire.

Photo by Toni Hagen, Lenzerheide-Katmandu, taken with Switar 50 mm f/1.8 at full aperture 1/10 sec. without tripod.



Tenth revelation : The parallax-free single lens reflex system of your ALPA combined with the extreme extension range of the ALPA lenses, breaks through the notoriously difficult “iron curtain” at 1 yard distance and lets you focus as close as you wish. Thus, you can photograph a butterfly’s wing, a colorful flower, an ancient coin, a confidential document, a rare stamp, etc. *without* additional reflex housings, sliding attachments and other “extras”. You can record an object magnified up to 2x *on your negative*, i.e. *before* enlarging it. A special 48-page illustrated booklet “Macro- and Microphotography with the ALPA” is available through your accredited ALPA dealer (\$—75).



▲ **“Official Notice” !** At the entrance to the Temple of Bhatgaon in Nepal.
Photo by A. Durst (Swiss Foundation for Alpine Research, Zurich), with Switar 50 mm f/1.8. On the right, part of the original film enlarged 14 diameters.

▼ **Wasp's sting.**
Microphotograph, taken without microscope but with the aid of a special 25 mm lens. The upper part of the picture was obtained by normal transmitted light, the lower part by oblique lighting.

Eleventh revelation : The unequalled versatility of your ALPA, relying on a minimum of accessories, also eliminates much of the expensive and complicated equipment previously required for scientific and industrial photography, including microscopic photography. In surgery, ophthalmology, dentistry and other medical sciences ; in chemical, textile, metal and other industries ; in police, military, government and educational work, the ALPA has become an indispensable recording instrument of unparalleled precision and dependability, synonymous with progress.

Twelfth revelation : All ALPA optics and lenses have been selected to give you equipment of the finest optical quality. Each individual lens passes two rigid quality control tests—by the lens manufacturer and the ALPA factory—and carries an unconditional guarantee for highest optical performance.

Ascent of the Pic de la Grave.

Photo by Prof. Dr. F. Avcin, Ljubljana, taken with Alfinon 50 mm f/2.8.





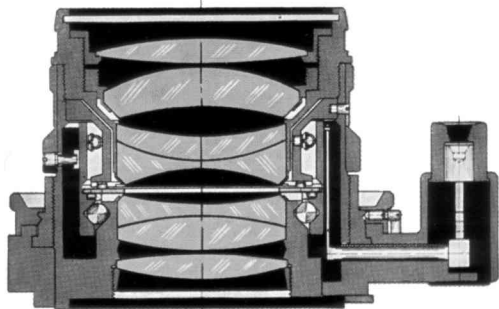
The precision ground ALPA prism reinverts the large, unbelievably brilliant image on the groundglass. You can carefully study your subject, compose your picture with utmost ease and bring it into sharpest focus, having complete depth of field control, even under the most adverse lighting conditions. The ALPA's optical system is a miracle of luminosity, providing highest possible illumination even at small diaphragm stops.

ALPA 7

A revolutionary formula : the ALPA 7

The ALPA 7 solves the photographer's eternal dilemma : reflex camera or rangefinder camera. Its exclusive design combines both ways of focusing in *one* camera, offering you a single lens reflex system for groundglass viewing and focusing *plus* a separate, superimposed rangefinder for rapid action shooting combined with a multifocal "sports type" viewfinder for previewing scenes.



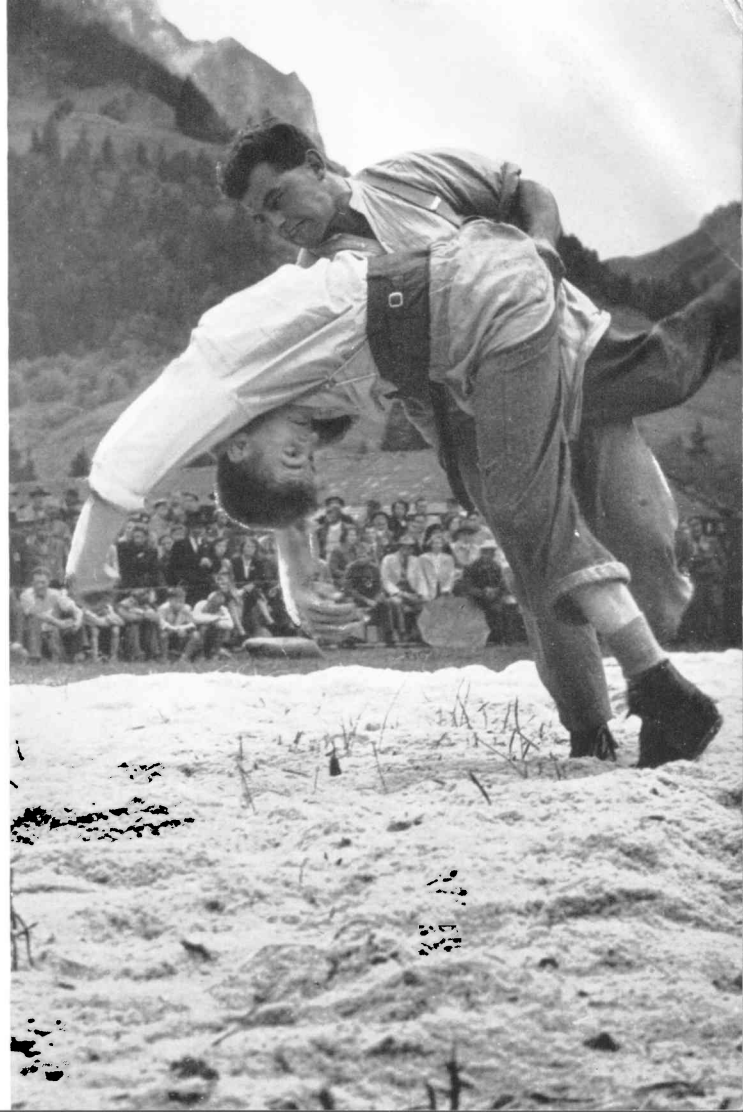


The ALPA 7 (like all other ALPA models) is available with the unique Kern Switar 50 mm f/1.8 APOCHROMAT with fully automatic diaphragm, which permits you to view and focus *at full aperture*, but photograph *at any smaller aperture*. As you release the shutter, the diaphragm closes automatically to the preselected stop, then reopens automatically immediately after the exposure. This is an indispensable feature for photography under poor lighting conditions. The ALPA 7 has a built-in selftimer for up to 15 seconds delayed action, enabling you to take pictures of yourself. The selftimer may also be used in place of a cable release, for photographs which require complete freedom from vibration.

Codeword : ALPA 7 with Switar f/1.8 : NEASOT.

Traditional Swiss wrestling.

Photo by Meinrad Mooser, Fribourg, with standard 50 mm lens.





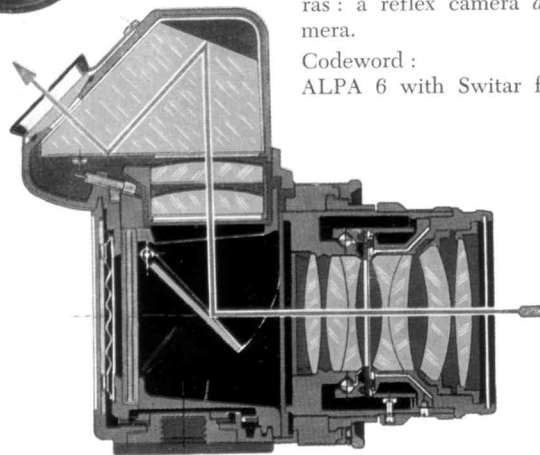
ALPA 6

The latest success of Swiss watchmakers :

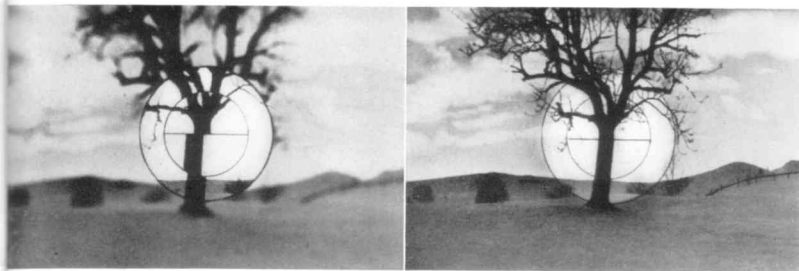
The ALPA 6 : Another combination of the two universal viewing and focusing systems in *one* camera. Parallax-free single lens reflex system *plus* a split-image prism rangefinder built right into the groundglass. You may now focus with your reflex image on the groundglass *and* automatically pinpoint your focus with your rangefinder at the same time—with no error possible—no time wasted—and no parallax at any distance. By purchasing *one* ALPA you get *two* cameras : a reflex camera *and* a rangefinder camera.

Codeword :

ALPA 6 with Switar f/1.8 : DOSIP.



The ALPA 6 has the same outstanding features as the ALPA 7, but the separate rangefinder with multifocal viewfinder is replaced by the split-image prism rangefinder built into the single lens reflex system, which automatically guarantees critical focusing with any lens! The fine grain groundglass of the ALPA 6 has two deflecting prisms at its center, visible as semi-circles, which form a split image. As soon as the lens is correctly focused, the image, split by the two prisms, appears in perfect alignment. The transparent ring (clear zone) around the two prisms is an optical window for immediate viewing of your main subject *before* it is in focus. It also permits focusing at high magnifications in microscopic photography.



Out of focus :

Split image of prism rangefinder shows tree out of alignment prior to focusing. The groundglass image also is not sharp.

In critical focus :

Focusing with the lens brings the tree into perfect alignment. Groundglass image is now critically sharp and shows accurate framing and exact depth of field as well.

Belfry of the new church at Oberwil-Zoug.

Photo by S. Jasienski EFAP, Ballaigues, taken with 100 mm Apochromat



ALPA 5



The ALPA 5 has the same basic features as the ALPA 7 and the ALPA 6, including the Prism-Reflex system, which renders the same reinverted strikingly brilliant ground-glass image, in lifesize and in all its natural colors. It has a separate viewfinder for the 50 mm lenses, but no rangefinder. Focusing is accomplished exclusively on the ground-glass.

Codeword : ALPA 5 with Alfinon f/2.8 : REAFSTOP.

ALPA 4



ALPA 4 : This is the classical type of reflex camera equipped with a reflex hood, set at a 90° viewing angle, which eliminates dust and all external light reflections. The groundglass image is upright but reversed left to right. Except for the built-in prism, the ALPA 4 offers you exactly the same features as the ALPA 5 and, of course, the same Swiss precision incorporated in the mechanism and design of all ALPA models.

Codeword : ALPA 4 with Alorar f/3.5 : DEALO.

Horseracing at Cagnes sur Mer.
Photo by J. Mugnier, Nice, taken with Tele-Xenar 90 mm (1/500 sec. f/4).

ALPA lenses and their

From wide-angle to telephoto lens.

The complete range of top quality ALPA lenses represents the very finest that Europe's most famous lens makers have to offer. Each individual lens undergoes two scrupulous optical performance tests—in the lens factory and in the ALPA factory—and is unconditionally guaranteed. The patented bayonet lens mounts are incredibly light in weight, easily interchangeable with one twist of the hand and snug-fitting—never too loose, never too tight! All ALPA lenses are coated on all surfaces. A special 28-page booklet on ALPA lenses, available through your franchised ALPA dealer, gives you more detailed information.

ALPA Retrofocus 28 mm f/3.5 :

75° angle (codeword : Pretrof)

Preset diaphragm from f/3.5 to f/22. Focuses down to 19" (16"). * Inverted telephoto lens which allows perfect reflex focusing at an extreme wide angle. Entirely free from distortion. Ideal for panoramic views of mountain ranges and cities, group pictures, architectural subjects and interior photography.



Cricket (*Anacridium aegyptium*)

Photo by J. Carayon, Museum National, Paris. Two larvae at the 4th stage, each a different colour for reasons as yet unknown. 75 mm lens + Tuban 3 (f/22, electronic flash).



Caterpillar of the *diparopsis perditor* (cotton pest).

Photo by J. Carayon, Museum National, Paris. Caterpillar inside the fruit of a cotton plant, the contents of which it has eaten. Switar 50 mm lens + Tuban 2 (f/22, electronic flash).



optical construction



ALPA Alpagon 35 mm f/3.5 :

65° angle (codeword : Alpag)
Automatic diaphragm from f/3.5 to f/22.
Focuses down to 27" (23"). * Universal wide angle lens with large front element for perfectly even illumination. Great depth of field is indispensable whenever a comparatively large area must be covered. Critically sharp image and excellent contrast, even at full aperture.



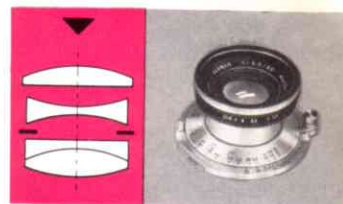
ALPA Makro-Kilar 40 mm f/2.8 :

55° angle (codewords : Kile mod. E, Kida mod. D)
Preset diaphragm from f/2.8 to f/22. Model E focuses down to 8" (4"). * Model D to 7" (2"). * Unique All-in-One lens with "zoom type" focusing. Uninterrupted range from infinity down to ultra close-ups without accessories. Sunshade and filter slot for ALPA ecrana filters are built into the lens mount, which also shows distance calibrations, subject-to-negative ratios (down to 1:1.1!) and exposure factors.

* Closest focusing distances are measured from back of camera body (film-plane + 4 mm) to subject. Figures in parentheses give the distance from the front of the lens mount to the subject.

ALPA Alorar 50 mm f/3.5 :

45° angle (codeword : Aloraf)
Clickstop diaphragm from f/3.5 to f/22. Focuses down to 36" (33"). * Four-element system of brilliant quality in retractable mount.



ALPA Alfinon 50 mm f/2.8 :

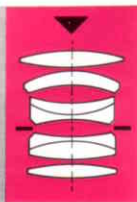
45° angle (codeword : Finstof)
Preset diaphragm from f/2.8 to f/22. Focuses down to 20" (17"). * Standard lens of remarkable optical correction, due to a new design incorporating high refraction Lanthan glass. The ALPA Alfinon is supplied in a helical mount that indicates the subject-to-negative ratios below 3 1/4 feet.



ALPA Xenon 50 mm f/1.9 :

45° angle (codeword : Pranxenof)
Preset diaphragm from f/1.9 to f/16. Focuses down to 21" (18"). * This universal lens combines great speed and excellent chromatic correction for both color and black and white pictures and is noted for its sharpness and beautiful contrast, even at full aperture.

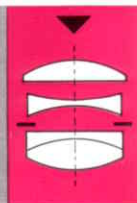




Kern Switar 50 mm f/1.8

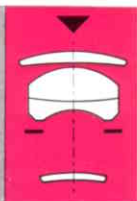
Apochromat :

45° angle (codeword : Autswitar)
Fully automatic diaphragm from f/1.8 to f/22. Focuses down to 20" (17"). * The Apochromat is the only lens which is perfectly corrected for all primary colors and gives razor-sharp pictures of precise detail and highest contrast with a deep satiny black, even at full aperture f/1.8. Extreme luminosity : 24 % greater than competitive lenses at f/2 ! A marvellous lens, designed for a marvellous camera.



ALPA Xenar 75 mm f/3.5 :

32° angle (codeword : Xenaf)
Preset diaphragm from f/3.5 to f/32. Focuses down to 19" (14"). * Exceptionally sharp, distortion-free lens of medium focal length, especially designed for close-up (macro-) photography and copy work, including scientific and industrial photography. Takes the same sunshade and filters as the standard 50 mm lenses and fits into regular ALPA ever-ready case.



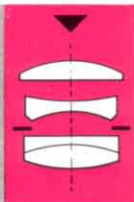
ALPA Altelar 90 mm f/2.8 :

27° angle (codeword : Altelaf)
Preset diaphragm from f/2.8 to f/22. Focuses down to 23" (18"). * Multi-purpose telephoto lens, ideal for action shots, street scenes, child photography and portraiture, as well as close-up work. Extremely compact in construction, it fits into the ALPA ever-ready case.

Euphorbia.

Photo by S. Jasienski EFIAP,
Ballaigues, taken with Xenar
75 mm + Tuban (diaphragm
f/32, exposure 1 1/2 min., Macro-
stat, daylight).





ALPA Makro-Kilar 90 mm f/2.8 :

27° angle (codeword : Malnof)
Preset diaphragm from f/2.8 to f/32. Focuses down to 16" (8"). * Another All-in-One lens for the macrophotographer, with an extreme continuous focusing range from infinity down to 8", without accessories. Lens shade and filter holder for ALPA filtrana filters are incorporated in the lens mount, which also shows distance and depth of field scales, subject-to-negative ratios and exposure factors.



ALPA 100 mm f/2 Apochromat :

24° angle (codeword : Kinof)
Preset diaphragm from f/2 to f/22. Focuses down to 31" (24"). * Another truly magnificent hand-picked Apochromat with exclusive correction of all primary colors, critical sharpness and highest contrast, even at full aperture. Exceptional luminosity makes it ideal for available light photography in theaters, night clubs, etc. Equidistant clickstops for both full and half settings.

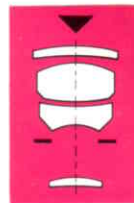


ALPA Algular 135 mm f/3.2 :

18° angle (codeword : Algularf)
Preset diaphragm from f/3.2 to f/32. Focuses down to 4' (3 1/2'). * A true telephoto lens of high speed and outstanding optical performance. Especially recommended for fast action shots (reporters, sportsmen, etc.) even under difficult conditions. Extreme compactness and light weight permit hand-held pictures at 1/50 sec. and faster exposure speeds.

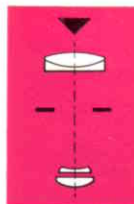
ALPA Tele-Xenar 135 mm f/3.5 :

18° angle (codeword : Autex)
Fully automatic diaphragm from f/3.5 to f/22. Focuses down to 4 1/4' (4 1/4'). * A telephoto lens of excellent quality with the added advantage of viewing and focusing at full aperture and photographing at any smaller aperture.



ALPA Alefar 180 mm f/4.5 :

13° angle (codeword : Alefaf)
Preset diaphragm from f/4.5 to f/32. Focuses down to 6 1/4' (6 1/4'). * Extreme telephoto lens yet unbelievably lightweight and compact. Ideal for all distant views such as landscapes, wild animals, birds, action studies, etc. This superb lens is so well-balanced that handheld pictures may be taken without a tripod at 1/100 sec. or faster speeds.



ALPA Tele-Xenar 360 mm f/5.5 :

7° angle (codeword : Telexar)
Preset diaphragm from f/5.5 to f/32. Focuses down to 15 1/2' (14 1/2'). * New type of lens construction which gives excellent contrast and critically sharp detail. This very powerful telephoto lens will be appreciated primarily by the specialist but is also invaluable for all nature photographers. Fast moving animals and birds in flight may be taken at 1/1000 sec. The use of a tripod or gunstock is generally recommended, although handheld pictures are possible at 1/250 sec. or faster speeds.



ALPA Accessories

ALPA All-in-one leather case (codeword : SUMDARK)

This metal-trimmed de luxe ever-ready case protects your camera without hindering its operation. It holds the ALPA with the Alpagon 35 mm, the ALPA Makro-Kilar 40 mm, any standard 50 mm lens, the ALPA-Xenar 75 mm or even the ALPA Altelar 90 mm lens—*plus* filters, lens shade and the exposure meter ! The cover of the ever-ready case is easily removable.



- ◀ **ALPA-Omnica de luxe Gadget Bag** holds ALPA plus up to 6 ALPA lenses and ALPA accessories.
(codeword : OMDARK)



ALPA All-in-one leather lens cases ▲

Elegant, velvet-lined de luxe cases are available with each ALPA lens, holding lens shade and filters as well. All lens cases open at the side, except the case for the long ALPA Tele-Xenar 360 mm, which opens at one end for better protection.

ALPA Neckstrap (codeword : SUSPEN)

A braided neckstrap of genuine leather may be attached to the camera for those who prefer using their ALPA without a case.

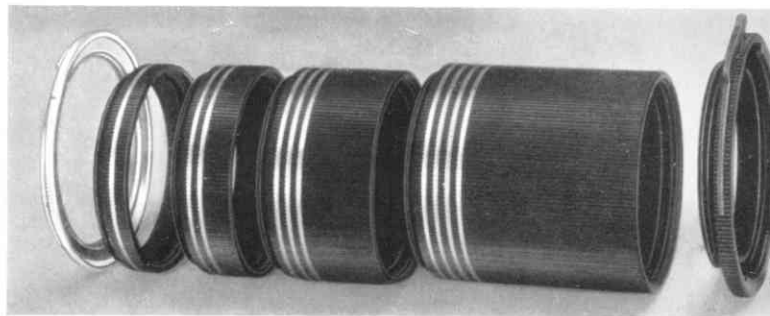
Exposure meter (codeword : BEWIOT)

Tiny, but highly sensitive, photo-electric instrument calibrated for film ratings from 10-2500 ASA, which slips into the accessory clip of your ALPA and fits into the *All-in-One* ever-ready case. It is an indispensable aid for fast and accurate exposure time and diaphragm readings, both in black and white and color photography.

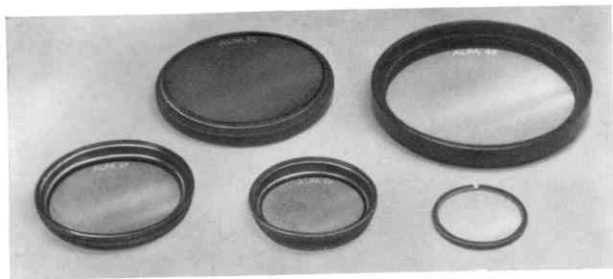


ALPA Extension Tubes (codeword : TUBSET)

A set of 6 unbreakable light metal parts, which increase the focusing range of all lenses beyond the limits indicated on the lens mount : Tuban A and B (6 mm), Tuban 1 (6 mm), Tuban 2 (12 mm), Tuban 3 (24 mm) and Tuban 4 (48 mm). The 2 intermediate rings, Tuban A and B, fit



between camera and lens and are needed for the extension of all objectives of short and normal focal length as well as for the ALPA Tele-Xenar 135 mm. For the other lenses of long focal length only the actual extension tubes Tuban 1-4 are required. These screw between the lens and its Extensan mount. The same set of 6 parts serves *all* ALPA lenses and is also used to supplement the microscopic adapter.



ALPA coated glass filters

(codewords : ϕ 42 mm FILTRANA, ϕ 52 mm FILTRABE)
Please remember that the optical performance of the best (and most expensive) lens can be severely impaired by a cheap grade filter. This is done far too often for the saving of a few dollars and amounts to wilfully distorting your lens.

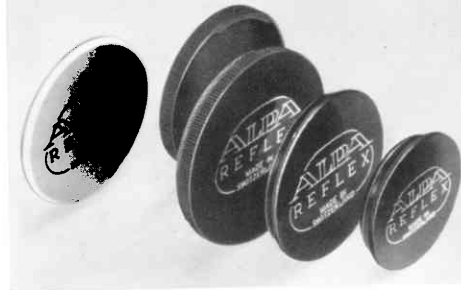
ALPA filters are precision ground of finest optical glass dyed in the mass, plane parallel and coated, marked with the ALPA trade name and the filter number. They easily slip into the front of all ALPA lenses. The ALPA lens booklet describes the complete range of ALPA coated glass filters and their applications for color or black and white photography in detail.

ALPA polarizing filters (codewords : POLANA, POLABE)
These filters are primarily used to eliminate strong glare from shiny surfaces.

ALPA diffusion discs (codewords : SOFTANA, SOFTABE)
These are used to obtain a softening effect for portraiture and against-the-light photography.

Binocular adapter (codeword : ALPAKERN)

Attaches the ALPA, with standard 50 mm lens, to any Kern Swiss binoculars or telescopes.



Lens caps (codewords : OBDEKA, OBDEKBE)
Spare parts.

Rear cap (codeword : POSAN)
Spare part.

Bodycap (codeword : DUSMET)

A metal cap for protection of the ALPA camera without lens.

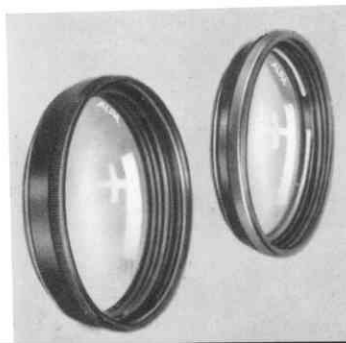
Supplementary Close-up lenses

For certain 50 mm lenses and the 35 mm Alpagon lens, a slip-in close-up lens of + 1 dioptre is available. This supplementary lens bridges the gap between the closest focusing

distance of these lenses without accessories and their longest focusing distance, if they are used with Tuban A and B.

(codewords :

ϕ 42 mm DONAL,
 ϕ 52 mm DONABE).

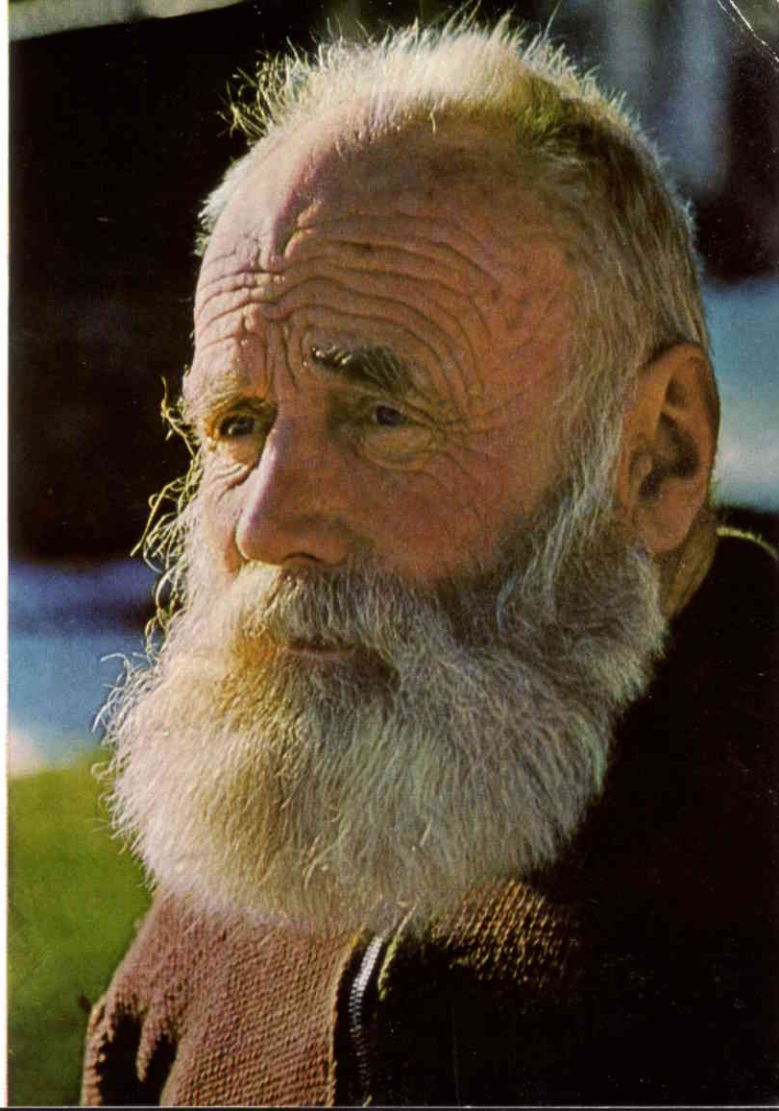


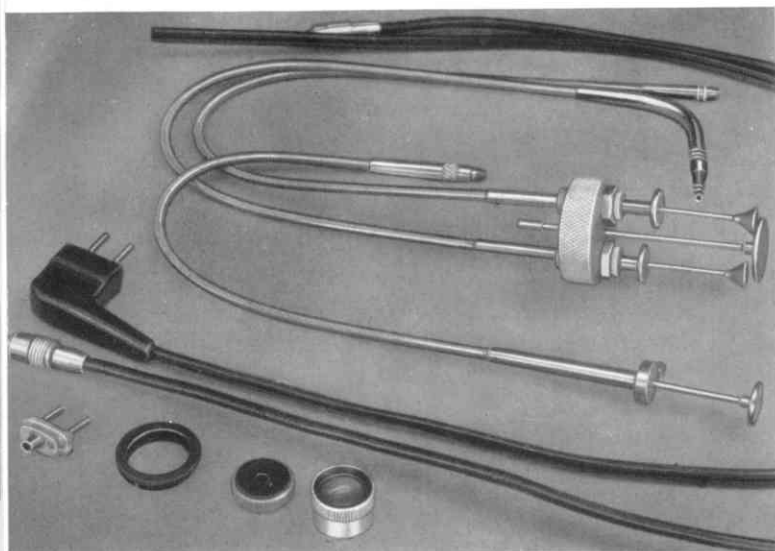
ALPA lens shades (codewords : ϕ 42 mm OMXANA,
 ϕ 52 mm OMXABE,
 ϕ 60 mm PARANKA,
 ϕ 75 mm PARANTE)

Supplied in four sizes for 42 mm to 75 mm diameter and fit most ALPA lenses from 50 mm to 360 mm. They snap on the outside of the lens mount and can be reversed to fit into the ALPA *All-in-One* ever-ready case or lens cases.



►
Wise old man of Nidwald.
*Photo by Dr. H. Carol, Zurich,
taken with Tele-Xenar 90 mm.*





▲ Interpris ▲ Montur ▲ Oculur ▲ Ocuvis

Adapter rings for wearers of glasses (codewords : OCULUR, MONTUR)

These empty lens mounts make it possible for those who wear glasses to use rangefinder/viewfinder and reflex hood *without* glasses, by attaching a lens with their individual prescription.

Extension tube for rangefinder/viewfinder
(codeword : OCUVIS)

A practical accessory which can be screwed into the rangefinder/viewfinder in order to make viewing more convenient

for people who wear glasses, have recessed eyes or focus with the left eye.

Metal cable release (codeword : DECLAD)

Flexible and unbreakable, this cable release is indispensable for an absolutely vibration-free release of the shutter.

Double cable release (codeword : BICLON) ▶

Is required for simultaneous operation of both shutter release and automatic diaphragm, when Tuban extension tubes or the Kavo bellows attachment are used.

Synchronisation cord

The ALPA is internally synchronised for any flash and—with bulbs suitable for focal plane shutters—at any speed, and takes a cord with double plug at the connection marked M. (codeword : SYNKRON)

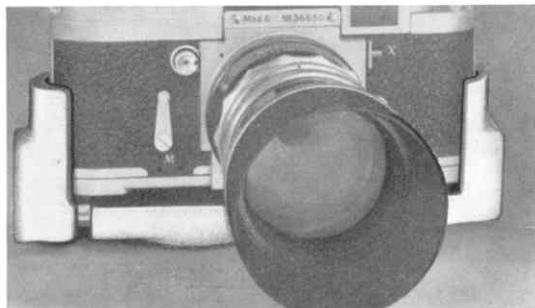
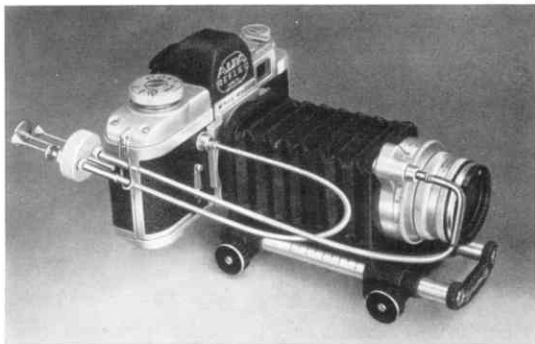
Internal synchronisation for electronic speedlights is accomplished through a second, standard PC outlet marked X, requiring a different cord. (codeword : SYNSTROBASA).

Intermediate piece (codeword : INTERPRIS)

Allows the use of a cord, suitable for standard PC outlets (X), with the ALPA Flash connection (M).

ALPA Adapter for microscopic photography
(codeword : MICROFIX)

A 2-piece adapter ring that attaches the ALPA to all standard microscopes having eyetubes with an outside diameter of 25 mm. For other microscopes a special Micran adapter ring can be made to order (please ask for questionnaire). Tuban A, plus at least Tuban 3 and 4, are also required. The convenient 45° viewing angle makes the ALPA the ideal camera for microscopic photography.



Camera tilt-cradle (codeword : USAN)

Camera holder with 3 tripod mounts which gives the ALPA a firm base. It is particularly recommended when the camera is attached to the Macrostat stand for close-up and copy work, or when a tripod is used with lenses of long focal length. The ALPA may be fixed in an upright or horizontal position, either with or without ball-and-socket head.



Bellows attachment (codeword : KAVO)

This practical accessory extends the unique versatility of the ALPA for close-up photography still further. You can easily change from a vertical to a horizontal position without detaching the camera. Focusing is accomplished through the use of a smooth gear drive. The front of the bellows takes ALPA lenses with bayonet mount. In conjunction with the Tuban A ring, the ALPA lenses of long focal length supplied in Extensan mount (75 mm—180 mm) may be attached to the front plate of the bellows attachment *without* this mount, providing a continuous focusing range from infinity down to ultra close-ups.

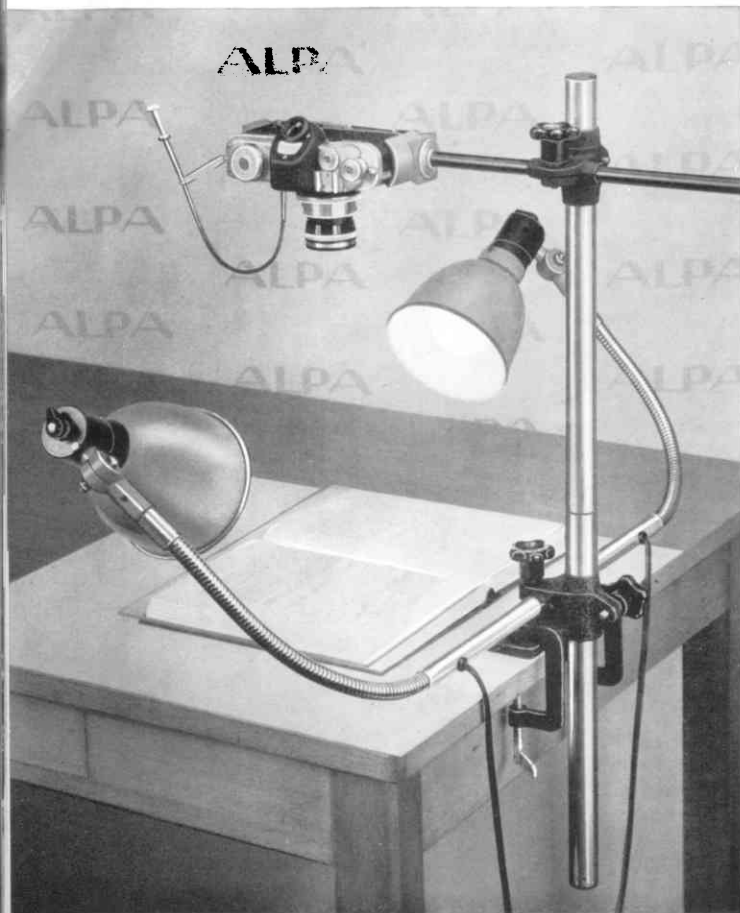
Sliding support (codeword : KAUT)

A well-designed attachment which allows the ALPA with Kavo bellows attachment to be moved back and forth until the desired subject-to-negative ratio is obtained. ▼

This same accessory may also be used for stereo photography, by turning it 90° with reference to the camera.

A complete chart of subject-to-negative ratios (negative scales) obtainable with the ALPA and the Kavo bellows attachment is given in the 48-page booklet "Macro- and Micro - Photography with the ALPA".





◀ **ALPA Macrostat Close-up and Copy stand**
(codeword : MACROCOMT)

Though collapsible and easily transportable in an ordinary briefcase, the lightweight ALPA Macrostat gives firm support for the ALPA and emphasizes its excellent adaptability to any type of macrophotography and copy work. Its vertical set-up is most desirable for reproducing books, maps, plans, documents or other flat copy, which can be arranged on table or floor and photographed from above. But the Macrostat is equally ideal for photographing small objects and for medical, scientific and industrial close-up work.

The basic equipment consists of two vertical pillars, a table clamp and a joint with horizontal arm, which can be supplemented by two reflectors on gooseneck arms and a groundspike for outdoor macro-photography. Other accessories include a double-sided mirror for concentration of additional light on the subject, a focusable object stage and a circular, shadowless light system with rheostat.

Please ask your franchised ALPA dealer for the 48-page booklet "Macro- and Micro-Photography with the ALPA" (\$ —.75).

PISTOL Grip with Shoulder support ▶

Where utmost stability is required for outdoor photography with long telephoto lenses, the lightweight Kilfitt Pistol Grip is the ideal substitute for a tripod.

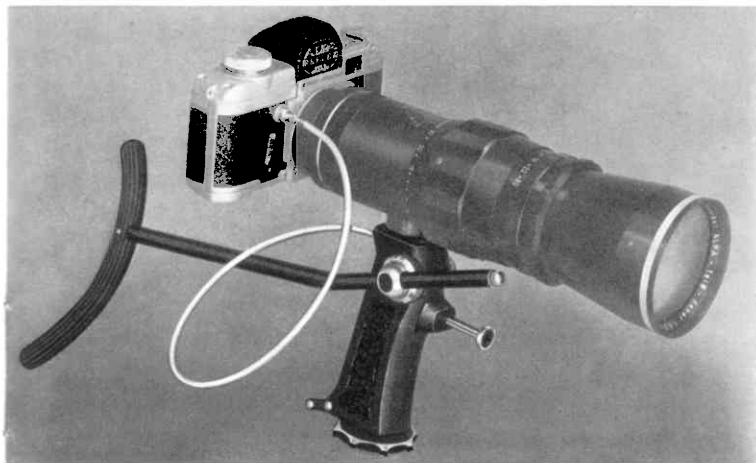
The Pistol Grip screws into the tripod socket of the ALPA Tele-Xenar 360 mm f/5.5 or other telephoto lenses, and the length of the support can be adjusted to the photographer's preference and used for either left or right hand operation. The picture is taken by pulling the trigger of the

pistol grip, which is connected to the release button of the ALPA by a cable release.

The Kilfitt pistol grip has a tripod socket as well as an eyelet for attaching a leather strap. The shoulder support is removable, so that the extremely compact and light weight (1 lb.!) unit can be easily carried in the photographer's coat pocket.

Codewords :

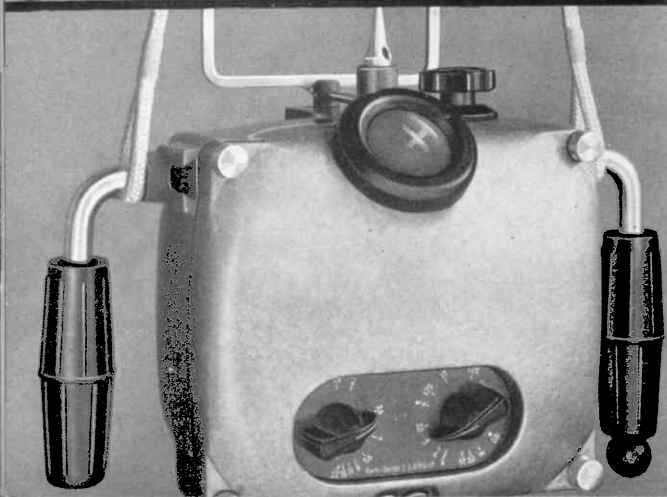
Pistol grip with shoulder support and cable release . . .	HADRA
Leather strap	RIME
Cable release (spare part)	REDRA



Young eagle with its prey, a hare.

Photo by R. P. Bille, *Sierre*, taken with 300 mm telephoto lens (partial enlargement).



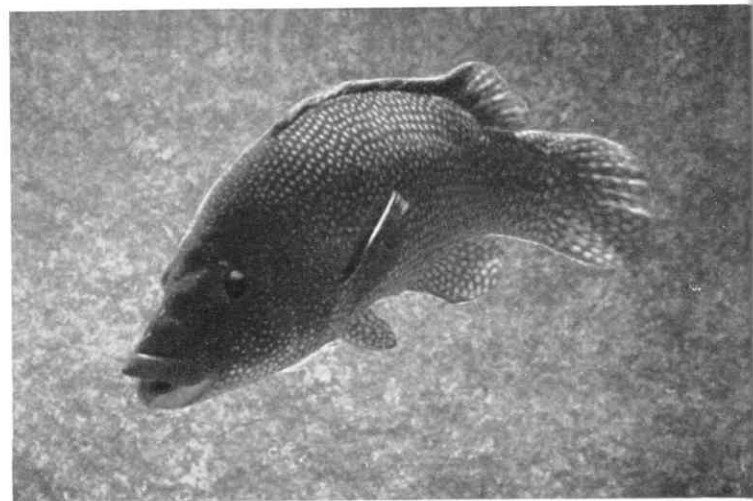


ALPA Underwater housing Hugy-fot

Underwater photography is a modern and most exciting sport for which the ALPA *All-in-One* camera was predestined.

Underwater housing Hugy-fot for ALPA with standard 50 mm lens (codeword : HUGYALP).

Underwater housing Hugy-fot for ALPA with Retrofocus 28 mm lens (codeword : HUGYFOC).



Saltwater fish—the Wrasse.

Photo by R. H. Noailles, Paris, with Switar 50 mm, electronic flash.

The unique features of the ALPA ALL-IN-ONE camera briefly summarized:

- A **Single lens reflex system** with parallax-free through-the-lens focusing—with any lens, at any distance, for any magnification.
 - *B **Separate, single window, coupled rangefinder** for rapid action shooting (Mod. 7).
 - *C **Multifocal “sports type” viewfinder** for fast previewing of scenes (Mod. 7).
 - *D **Split-image prism rangefinder**—built right into the groundglass—for instantaneous and automatic pinpointing of focus (Mod. 6).
 - E **Precision-ground prism** gives reinverted strikingly brilliant image, in lifesize and in all its natural colors.
 - *F **Logical 45° viewing angle** permits natural head position, especially convenient for wearers of glasses.
 - *G **Finest grain groundglass** guarantees absolutely critical focusing and depth of field control at any aperture.
 - H **Accurate framing** of groundglass image provides utmost ease of composition for any type of photography, including close-up and copy work.
 - *I **One rim-set-knob** sets all speeds *and* winds camera in less than half a turn (160°)—ideal for fast sequence work.
 - J **Exposure speeds**: 1 second to $\frac{1}{1000}$ second, B (T) and selftimer up to 15 seconds delay, with intermediate settings between speed marks.
 - *K **Neoprene-coated, internally synchronized, focal plane shutter** operates smoothly and accurately on a Swiss precision watch movement, even at extreme temperatures.
 - *L **Rapid gear mechanism** speeds rewinding of exposed film for quick film change.
- * Exclusive ALPA feature.

- M Reflex mirror** flips up smoothly without vibration, returns to viewing position automatically immediately after exposure.
- N ALPA Clickstop lenses** are of finest optical quality and coated—range from 28 mm wide angle to 3750 mm super telephoto.
- *O ALPA APOCHROMATS :** Kern Switar 50 mm f/1.8 APOCHROMAT and Kinoptik 100 mm f/2 APOCHROMAT give exclusive correction of all primary colors, critical sharpness and highest contrast, even at full aperture.
- P ALPA All-in-one lenses :** ALPA Makro-Kilar 40 mm f/2.8 focuses continuously from infinity down to 4" or 2", ALPA Makro-Kilar 90 mm f/2.8 from infinity to 8", without accessories !
- *Q ALPA lenses** have extra long extensions, provide a continuous focusing range all the way down to ultra close-ups—ideal for scientific and industrial macrophotography.
- *R Automatic diaphragms,** requiring minimum pressure, and extremely lightweight lens mounts permit handheld pictures, even with telephoto lenses at slow speeds.
- *S 100 % lens consistency :** Every single ALPA lens undergoes two scrupulous quality control tests—by the lens manufacturer and in the ALPA factory—and carries an unconditional guarantee for highest optical performance.
- *T Slip-in ALPA filters** are made of finest optical glass dyed in the mass, plane parallel and coated.
- *U ALPA Macrostat copy and close-up stand,** suitable for both indoor and outdoor use, is extremely lightweight and may be carried in an ordinary briefcase.
- V Microscopic photography :** One 2-piece adapter ring attaches the ALPA to any microscope.
- *W ALPA All-in-one ever-ready case** holds the ALPA with wide-angle, 50, 75, or 90 mm (!) lens *plus* lens shade, filters and exposure meter.
- X ALPA-Omnica de luxe gadget bag** holds ALPA plus up to 6 ALPA lenses and most ALPA accessories.
- *Y Well balanced design :** The ALPA weighs but 21 ounces and is exceptionally compact : 5 7/8" x 3 1/2" x 3 1/8".
- *Z A custom-built camera :** Each ALPA is painstakingly assembled like a fine Swiss watch—a high precision instrument of extreme sturdiness.

* Exclusive ALPA feature.

Limbu dwelling in Eastern Nepal.

Photo by Toni Hagen, Lenzerheide-Katmandu, taken with Tele-Xenar 90 mm.



Conclusion

The ALPA is an inimitable Swiss masterpiece of ultramodern design, unequalled versatility and ultimate watchlike precision, created by the genius and experience of world renowned Swiss watchmakers.

It is the camera of unlimited potential for camera enthusiasts who insist on the very best. It gives you two cameras—a Reflex camera and a Rangefinder camera—for the price of *one* camera.



ALPA

Mural painting in the tomb of
Sennufer (Egypt).

Photo by G. W. Allen, London, Sennufer, a high official at the court of Pharaoh Amenophis II, receives lotus flowers from his wife. At his feet is his daughter, Mut-Tui. Switar 50 mm lens, electronic flash.

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