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THE SUPERLATIVE

ALPA
10 d

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10 d



979 Third Avenue
NEW YORK, N. Y. 10022

THE SUPERLATIVE ALPA 10d SWISS CUSTOM BUILT 35 mm SINGLE-LENS REFLEX

AND THE ALPA SYSTEM OF PHOTOGRAPHY EXCLUSIVE ALPA FEATURE LIST



- * 1 A Masterpiece of Swiss precision engineering and electronics, literally custom-built for you, like the finest Swiss watch.
- 2 An ALL-IN-ONE camera of unbelievable versatility with all desirable features, for any type of photography.
- 3 Lightweight (27 ounces), compact (5¼×3¼×2"), highly automated and virtually foolproof, for utmost handling ease, even when wearing gloves.
- 4 Dynamically streamlined, for instant fingertip controls, quickest operation and rapid action photography.
- 5 Ingenious, electronic behind-the-lens CdS-meter system couples optically — with any lens, any lens accessory, at any distance —, without inaccurate and delicate linkage systems.
- 6 All f/stops, shutter speeds and ASA ratings are directly cross-coupled to the highly sensitive galvanometer, for instant exposure settings, automatically — or manually.
- * 7 Two CdS cells take accurate overall light readings with predominance on center area, while third CdS cell compensates for light entering eyepiece, electronically computing absolutely precise exposures.
- 8 Well illuminated needle is always clearly visible, either at eyelevel in separate window below viewing screen, or at waistlevel in second window on camera top.
- * 9 Goldplated contacts and two standard mercury batteries guarantee accurate functioning of meter system, even under extreme temperatures.
- * 10 Release button automatically tests batteries, closes electric circuit during light readings only, extending battery life to 2 years or more.
- 11 Precision ground prism with parallax-free through-the-lens viewing system guarantees precise framing, focusing and depth-of-field control — with any lens, at any distance.
- * 12 Exacting 23×35 mm image, with ½ mm safety margin for slide mount cut-offs, guarantees absolutely accurate composition.
- * 13 Finest grain groundglass offers brilliant image in 1:1 LIFE size, for critical focusing and depth-of-field control over entire area.
- 14 45° diagonal split-image rangefinder with clear glass ring, pinpoints focus instantly for both horizontal or vertical lines — with any lens, at any distance.
- * 15 10 mm crosshair, 5 mm diameter of rangefinder and 3 mm diameter of split-image, permit precise measurements and comparisons.
- 16 Choice of groundglasses with clear spot, clear strip, engravings made to order, etc.

- * 17 Large, rotating soft rubber eyecup with bayonet mount interchanges instantly with magnifier or angle viewer, accepts prescription lens.
- 18 Hair-trigger release instantaneously operates quiet, lightning-fast reflex-mirror and smooth gliding, vibration-free shutter.
- * 19 Optional shutter release lock, for light readings, previewing depth-of-field and accidental exposure prevention.
- * 20 High-speed, short stroke winding lever transports film instantly, without removing ALPA from your eye.
- * 21 High-speed parallelogram rewind crank pulls out instantly, for quickest rewinding — within seconds.
- 22 Extreme film speed range from 3-6400 ASA, with intermediate clickstop settings, plus film indicator.

* Exclusive ALPA feature.

- Swiss precision movement with electronically tested speeds from 1-1/1000 second, with intermediate clickstop settings, plus B, X F and M synchronization. 23
- Automatic exposure counter, returns instantaneously to zero when changing film. 24
- Automatic selftimer, with adjustable range from 1-20 seconds. 25
- Choice of more than 30 precision ground ALPA lenses in snug fitting, quickchange bayonet mount, from 1.9 mm ultra wide angle up to 5000 mm super telephoto, including perspective adjustment, macro and zoom lenses. 26*
- Unrivaled Macro-Switar 50 mm f/1.8, Kinoptik 18 mm f/1.8, 100 mm f/2 and 150 mm f/2.8 APOCHROMATS offer you ultra luminosity, authentic tonal values and contrasts, needle sharp definition and precise color fidelity. 27*
- Macro-Switar 50 mm f/1.8 focuses to 7" (1:3), Macro-Kilar 40 mm f/2.8 to 2" (1:1) and Super-Macro-Kilar 90 mm f/2.8 to 5" (1:1), without accessories. 28*
- Macro-Switar is calibrated with Visifocus color dot depth-of-field indicator, reproduction ratios and exposure factors. 29*
- Each ALPA lens is individually tested twice — by both lens and ALPA manufacturers — and hand-selected for you, carries an unconditional guarantee for optical excellence. 30*
- Each Macro-Switar 50 mm f/1.8 APOCHROMAT is supplied with its test film. 31
- Complete set of solid snap-in filters, precision ground of finest optical glass dyed-in-the-mass, plane parallel and coated, match superior quality of ALPA lenses. 32
- Reversible lenshoods conveniently fit into camera or lens cases. 33
- ALPA bellows, extension tubes and close-up lenses offer continuous focusing range from infinity all the way down to ultra close-ups from 1:1 to 20:1 — without any gap. 34*
- Automatic lens diaphragm feature is retained with bellows and extension tubes — with twin cable release, pistolgrip —, can be disconnected for depth-of-field control and remote release. 35
- Complete set of lens inversion rings for macro-photography, etc. 36*
- Adapters for photomicrography, endoscopic photography and other instruments. 37
- ALPA Macrostat stand, an incredibly versatile miniature photo studio of modular design for multiple combinations, easily solves any problem of copy work, indoor and outdoor close-up photography. 38*

- 39 ALPA electric motor permits automatic one-by-one shots or entire sequences.
- * 40 ALPA 100 ft. magazine for standard daylight-loading reels with exacting pin registration, offers up to 800 uninterrupted exposures, or 1600 half frames (18×24 mm), with spacing accuracy of 0.02 mm !
- * 41 Special ALPA 18×24 mm (17×22.5 mm) half frame models, ideally suited for filmstrips, etc.
- 42 Choice of wireless and other remote releases, for distant operation.
- 43 ALPA timer and programmer, for preset intervals from 1 second to 27 hours, sequences from 1-10 pictures and time exposures from 1/1000-100 seconds.
- 44 Selection of streamlined everready, lens and compartment cases, recessed sockets for shoulder strap.
- * 45 Choice of attractive chrome or deep satiny black finish, — with either black, dark red or dark green leather covering.
- 46 Ultra modern styling, enhanced by handsome ALPA coat of arms, in brilliant red and gold.
- * 47 Special goldplate for personalizing ALPA with your initials or name.
- * 48 Built to the most rigid precision standards, every ALPA passes the most severe, total quality controls, certified by an inspection label.
- 49 Uncompromisingly solid, virtually breakproof Swiss precision construction is geared for more than 100,000 operations, withstands the most rugged use, for lifelong durability.
- 50 Each ALPA carries a world-wide guarantee for highest mechanical, electronic and optical performance.

ALPA 10d THE MOST PRECISE — EXCLUSIVE — EASY-TO-USE — RAPID — ACCURATE — APOCHROMATIC — VERSATILE — EXTREME — CONSISTENT — COMPREHENSIVE — DURABLE — QUALITY-CONTROLLED
... AND ALSO THE MOST EXCITING OF ALL 35 MM CAMERAS.

Ideal for beginners, intermediates, experts, professionals, scientific and industrial photographers. For photo-journalism, sports, macro-photography, photomicrography, copywork micro-filming, filmstrips, large volume photography, rapid sequences, completely automatic recordings — any type of photography.

For complete information please write for 12-page Multi-Color brochure: «The ALPA system of Photography» — «ALPA the Ultimate in Photography».

For A LIFETIME OF PHOTOGRAPHIC EXCELLENCE AND PLEASURE.

* Exclusive ALPA feature.