

The Nearest Thing to the living eye!

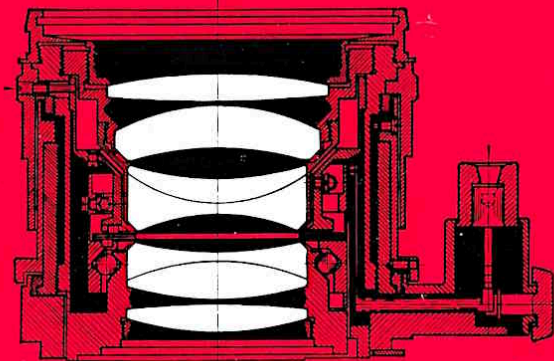
ALPA

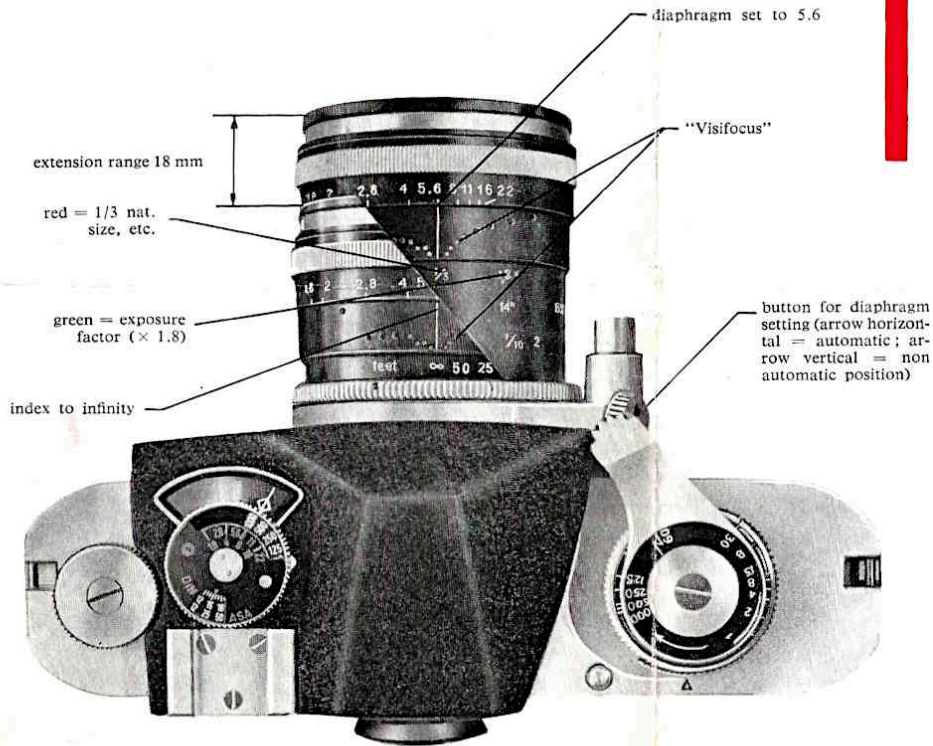
with
SWITAR

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!*

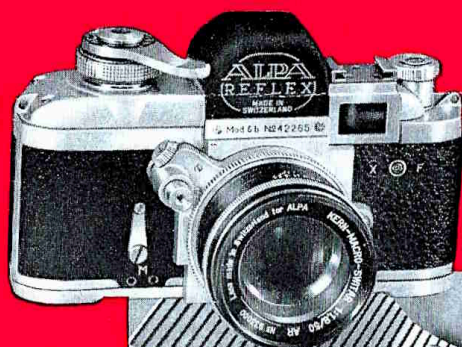
It extends three times further than the regular Switar — 18 mm as against 6 mm — which

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)

- 1** * APOCHROMATIC correction of all primary colors including red.
- 2** * Continuous focusing range from infinity down to 7", without accessories. Switar : from infinity to 17".
- 3** Distances, depth-of-field, subject-to-image ratios and exposure factors are calibrated right on the lensmount.
- 4** 24 % more light transmission than f/2 lenses for uniform illumination up to the very corners.
- 5** Razorsharp definition and highest contrast with a deep satiny black, even at full aperture f/1.8.
- 6** Fully automatic diaphragm, which closes AND reopens automatically, may be disconnected for viewing depth-of-field.
- 7** * Exceptionally smooth shutter release requiring minimum pressure, so as to prevent any vibration.
- 8** Click-stops from f/1.8 to f/22 plus intermediate settings between calibrations.
- 9** * Kern VISIFOCUS system automatically indicates depth-of-field at any preselected aperture. (On Macro-Switar only.)

Please write for complete ALPA literature to

U.S. Agents:



karl heitz
Inc.

480 LEXINGTON AVE., NEW YORK 17 • YUkon 6-4920

- 10** Only 45 mm long (Switar : 43 mm) — Weight : 9-1/2 oz. (Switar : 6 oz.)
 - 11** * Seven custom-ground elements, several made of high refraction Lanthan glass, render warm tonal qualities, even without haze or skylight filter. Switar : same feature.
 - 12** * 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	f/1.8 - f/22
Depth of field indicator	engraved	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 ½ 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 ∅ B to lenses ∅ A	interbag	

PIGNONS S.A., BALLAIGUES (Switzerland)