MORE THAN 30 ALPA LENSES . . . AND 1,000 ADAPTABLE LENSES

A magnificent selection of top quality lenses, in snug-fitting, quick-change bayonet mount, from 360° ultra wide angle up to 5000mm super tele-photo, including Zoom-lenses, Macro-lenses, 8 unrivaled APOCHROMATS.

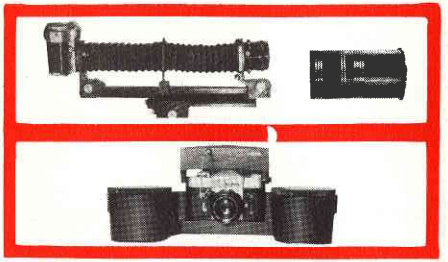


MULTIPLE COMBINATIONS OF MACROSTAT COPY AND CLOSE-UP STAND

For documents, blueprints, maps, bookpages, slides, filmstrips, flowers, insects, jewels, micro-slides—any type of copy or close-up work, with the ALPA, as well as other 35mm or 2¼ x 2¼" cameras.

COMPREHENSIVE SYSTEM OF MACRO-MICRO EQUIPMENT

Bellows, extension tubes, lens inversion rings and special close-up lenses offer continuous focusing range from infinity all the way down to close-ups of 1:10 — 1:1 — 20:1 — 1500:1 x magnification (photomicrography).



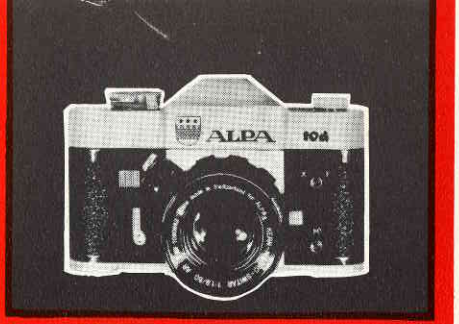
ALPA 100 FT. MAGAZINE AND ELECTRIC MOTOR

For uninterrupted sequences up to 1,200 full frames 24x36mm, or 2,400 half frames 18x 24mm (17x22,5mm), with registration pins for precise spacing accuracy of 0.02mm.

ALPA
IN A CLASS BY ITSELF

karl heitz Inc.
979 THIRD AVENUE
NEW YORK, NY 10022
(212) 421-5220

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The ALPA 10d

Versatile And Precise
Fast And Easy-to-use
Lifelong Durability
Non-Obsolescence
100% Quality Controls
Worldwide Warranty

The NEW Transistorized
ALPA 11e



DESIGNED FOR THE CREATIVE PHOTOGRAPHER

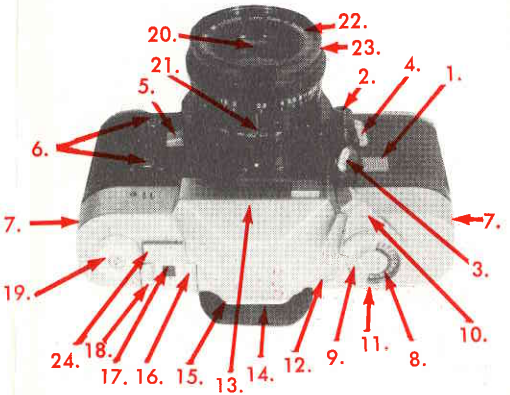
EXCLUSIVE ALPA 11e FEATURE LIST

ALPA THE ULTIMATE SYSTEM OF PHOTOGRAPHY

1. Electronic	Solid state light meter circuit with 6 transistors, instead of galvanometer with needle.
2. Logical	Smaller red light for under exposures, larger yellow light for over exposures.
3. Convenient	Lights are visible both inside below ground glass AND outside on top of ALPA.
4. Sensitive	Extremely sensitive system reacts to slightest changes of light, direction, focus, etc.
5. Easy	Triangular lights indicate left or right turn of diaphragm for correct exposure.
6. Precise	Extinction of both lights is extremely critical, tightens tolerances up to 1/5 of an f/stop.
7. Available Light Photography	Lights are always visible, even under poorest light conditions.
8. Shockproof	Transistorized electronic circuitry is virtually indestructible, withstands the most rugged use.
9. Longlasting	One PX 28 standard 6 Volt leakproof silver oxide battery, suited for extreme temperatures, will last 1-2 years, is only used for actual light readings.
10. Automatic Batterytest	Lights automatically indicate that battery operates.
11. Brighter	Fine etching of ground glass offers brilliant overall illumination.
12. 4-Way Choice Of Focusing	For any person, any object, any distance, any light conditions, any type of photography, without changing of screens: a) Ground glass for easy composition and depth-of-field control. b) 45° diagonal split-image rangefinder for instant line-up. c) Micro-prism circle for pinpoint accuracy. d) Clear circle for extreme close-ups and photomicrography.

ALPA 10d AND 11e FEATURES

1. Release lock.
2. Hair-trigger release.
3. Knob for automatic or manual diaphragm.
4. Automatic selftimer.
5. Lock for quick-change bayonet mount.
6. X, F and M flash synchronization.
7. Recessed sockets for shoulder strap.
8. Equidistant film ratings: 3-6400 ASA, with intermediate clickstops.
9. Equidistant speeds: 1-1/1000 sec. and B, with clickstops, intermediate settings.
10. High speed winding lever.
11. Automatic counter.
12. Calibration of film plane.
13. 3 CdS cell electronic meter system provides perfect combination of spot AND center weighted light readings.
14. Rotating rubber eyecup w/bayonet mount.



15. Eyepiece for 1:1 LIFE size image.
16. Accessory clip.
17. 2nd (top) window, for exposure settings.
18. Film reminder dial.
19. High speed pull-out crank, for quick-rewind within seconds.
20. Macro-Switar 50mm ALL-IN-ONE AUTO-APOCHROMAT, a unique combination of wide aperture f/1.9, automatic diaphragm, APOCHROMATIC correction and focusing from infinity all the way down to 7" (1:3) in ONE standard lens.
21. Calibrated Visifocus color dot depth-of-field indicator (orange), reproduction ratios (red), exposure factors (green), distances (white).
22. Mount for optical glass snap-in filters.
23. Rim for reversible snap-on lens hood.
24. Gold plate to personalize ALPA with your name or initials.

FOR A LIFETIME OF PHOTOGRAPHIC PLEASURE AND EXCELLENCE

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