

# Rollei

Promotions  
and Prices



Summer-Fall 1980

Here's where we'll be in 1980.

**Catalog Showroom Business** APRIL 1980

NON-JEWELRY PRICE INCREASES

Catalogers Predict Sales Gains Averaging 9.9 Per Cent In 1980

Interstate Returns To Schultz Group After Year Absence

26 Dunkin' Operators Sign Contracts To Issue Licensing American Catalog

New Jeweler Merchandising Members To Pick Up Different Catalog Versions

Argos Distributors Score Victory In Camp Price Battle

SHOW OPENS MAY 5 NY COLISEUM

**Premium Incentive Business**

PRESENTS **PREMIUM INCENTIVE SHOW INNER ISSUE**

FEATURING OVER 1,100 EXHIBITS AND 33 EDUCATIONAL SEMINARS

SHOW OPENS MAY 5 NY COLISEUM

**photo weekly**

SELL PHOTOGRAPHY NOW TO DEFEAT MONEY CRUNCH!

110's DECIDE: FLASH OR NOT?

SUMMER IS

EK SAL EARN

**Photographic Trade News**

HOW DEALERS SUCCEED IN TODAY'S ECONOMY

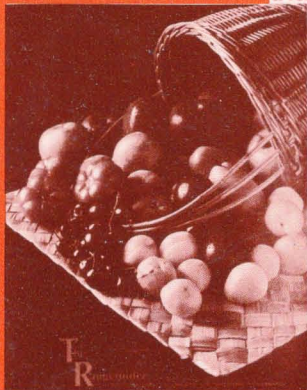
The Hart to Heart Sales Approach in Chelmsford, MA Page 12

How Service Pays Off in Lomita, CA Page 14

Developing the Long-Term Customer in Seattle Page 20

Forging a Chain of Success in South Carolina Page 22

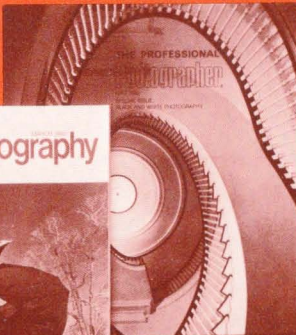
PLUS: The Yodobashi Camera: Japan's Giant Photo Retailer Page 38



industrial photography



They capture corporate milestones, promote shoots—prepared for take-off? In labs—do you speak their language? Sessions set for May VCC Photo Expo



**MODERN PHOTOGRAPHY**

Autofocus Camera Systems: Past, Present And Future

Modern Tests The Nikon F3

You Can Get By With Inexpensive Photo Equipment

Pentax Takes On Nikon and Canon With New 35mm Do-Everything LX

**AMERICAN PHOTOGRAPHER**

NEW TIPS ON HOW TO SELL YOUR PHOTOS

POPULAR PHOTOGRAPHY

Lab Report: The Pentax 110 ultrafast SLR

Lighting: How to use a single flood for portraits

Report from Japan: Canon unveils new SST autofocus system

Darkroom: A surprising new look at old D-23

Movies: Watch your super 8 TV style

Bulk-load your film and save money

**nutshell**

THE MAGAZINE FOR THE COLLEGE COMMUNITY 1979-80

The Best in Campus Partying

DAWN OF THE UNICORN

Boarding First Nations: The Barling Textbook

The Health Bess Hang Ten Again

Women's College Sports: Six Rising Stars To Watch

Dunkin' Editor Compliments of UNIVERSITY OF NEW HAMPSHIRE ALUMNI ASSOCIATION

**THE GRADUATE**

A HANDBOOK FOR LEARNING SUCCESS 1980

THE ECONOMIC ROLLER COASTER

WHAT'S AHEAD FOR THE CLASS OF 1980

THE FIRST JOB GAME SO YOU WANT TO BE A SENIOR IT LOGIC

INSIDE MEDICAL SCHOOL

WYDING: THE CAMPAIGN MACHINERY... AND MORE

And a lot of your best customers will be right here with us.

**Rollei of America  
welcomes you as a supporting  
Rollei product retailer.**



Your support is essential to our success, now and in the coming years AND WE THANK YOU FOR IT

Our programs, promotions, and policies are intended to be responsive to your needs.

Rollei provides a broad spectrum of quality photo specialty products to serve the professional the demanding amateur and the gift and incentive market. From the world's most advanced 2¼" SLR, the Rolleiflex SLX, to the ultra-compact precision A110, Rollei produces the most diverse and impressive product range of any precision photo manufacturer

New and exciting products for the 1980's are on their way

Thank you again, for your support.

Sincerely

*Bill Harmon*

Bil Harmon  
Director of Marketing & Sales  
Rollei of America, nc.

**“Our job is to  
make yours easier”**



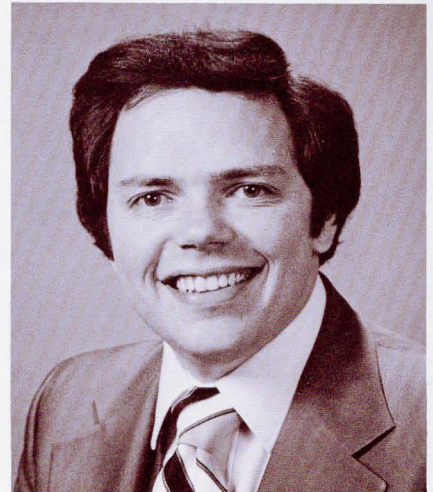
*Robin McGuire*, Advertising Coordinator has valuable experience in both the agency and client sides of advertising. After graduating from Colorado State University with a BA degree in advertising, she worked for a year with the BBD&O Advertising Agency. She left BBD&O to join Tallant/Yates Advertising, which handles Rollei's advertising and public relations. She has been with Rollei for almost a year and is responsible for media and co-op advertising.



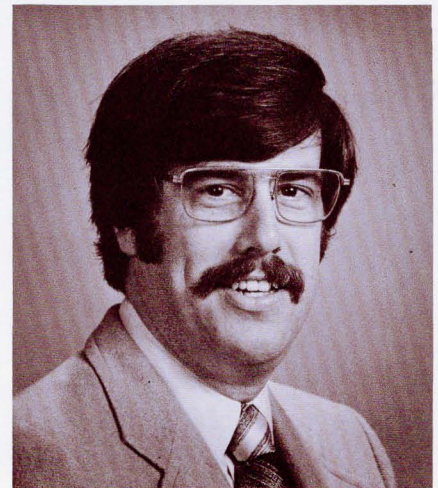
*Corinne Dubois* joined Rollei following her 1977 graduation from Colorado University. Her first job was in Consumer Affairs, but early in 1979 she was appointed Marketing Administration and Services Coordinator. This involves a great deal of product market research, including pricing and sales performance forecasting and tracking. She is also active in the organization of special events such as trade shows.



*Jim Mitchell* joined Rollei last April as the company's Central Regional Sales Manager. Before that, he ran his own Kansas City-based photo product marketing company, ProMarq Associates. Mitchell's 17-year career has been centered around sales management, in a number of different industries. He entered the photo industry via Jason Sporting Goods, moving into Jason Optical Co. and on to ProMarq where a major involvement was with the Sankyo lines of photo products. Mitchell's area of responsibility includes midwestern states.



*Howard Gruder* is Rollei's Eastern Regional Sales Manager a position he has held for two years. He has been a member of the photo industry since 1966, and has gained experience in both wholesale and retail sales, having logged four years in retail sales management prior to joining Honeywell in 1972. Howard directs the activities of six Rollei sales representatives.



*Rick Bassett* was named Rollei's Western Regional Sales Manager earlier this year after two and a half years as the Rollei Sales Representative for the West Coast. A native of Los Angeles, he has more than 15 years of experience in retail and wholesale marketing. Before joining Rollei, Bassett was general manager of Miko Photo in Santa Monica, and also taught photography at Santa Monica College. He has sales management responsibility for all the western states.

**Contents**

**Marketing for 1980**

Pg. 4

**New Dealer Policies**

Pg 5

**Co-op Guidelines**

Pg 6-7

**Dating/Anticipation**

Pg. 8

**The SLX**

Pg 9-11

**TLR & SL66**

Pg 12

**SL35E**

Pg 17 19

**35mm Compact Cameras**

Pg 20-21

**Pocket Cameras**

Pg 22

**Beta Series Flashes**

Pg. 23

**Strobe Accessories**

Pg 27-28

**Projectors**

Pg 28-30

**Darkroom Equipment**

Pg 31

**Tripods**

Pg 32

## We tell our success story in three great lines.

### How Rollei marketing for 1980 helps you capture your three biggest markets.

Nobody knows your customers like you do. And Rollei's 1980 marketing plan has been carefully designed to help you turn your customer-expertise into sales figures. Traditionally Rollei has offered you the industry's broadest product line. But now Rollei has tailored this extensive line into three separate lines. Aimed at reproducing as exactly as possible, the needs, proficiency and budgets of the three basic photography markets. Rollei has committed a major research effort to the creation of these lines. And we firmly expect the results to be an easier more precise correlation between what you buy from us and what your best customers buy from you.

### The Three Rollei Lines. . .and the symbols which identify them.

Our three product lines are identified in this promo book and forthcoming advertising as ROLLEI FOR THE PRO ROLLEI FOR THE DEMANDING AMATEUR and ROLLEI FOR GIFT GIVING. The following symbols designate the three product lines and will be used to show market preference for individual Rollei products. Obviously many products will be appropriate to more than one market. This crossover appeal will be reflected by the use of multiple symbols.



Professional



Demanding  
Amateur



Gift Giving

## New Dealer Policies

### Pricing

Rollei of America's dealer price list contains a complete listing of all photographic equipment marketed by Rollei of America including Rollei Rollei-flex, Strobonar and Nikor products in the United States market. It shows the correct product number, description, suggested list price and dealer net price. As prices for the products change, all dealers will be notified as soon as possible. The price list will also be updated periodically so that all information is current.

If Rollei of America reduces the dealer net price of an item by more than \$1, dealers will be credited for the difference in price on inventory purchased within 90 days of the change and which remains in dealer's stock.

### Minimum Order

Rollei recognizes that a small accessory item order is often important to the consumer. Therefore, there is no minimum order requirement.

### Payment Terms

A 2% cash discount will be allowed on payments made by dealers by the 10th of the month following the invoice date. Cash discounts are not allowed on payments on past due invoices. Net payment is expected by the billing date of the month following the month of invoicing. Invoices dated after the billing date of each month are considered as invoiced in the next month. The credit terms extended to any dealer are determined by Rollei of America. Rollei reserves the right to discontinue shipments to any dealer and to limit the extent of credit and payment terms offered to any dealer.

## Merchandise Shipments

Rollei of America will prepay shipping costs to dealers on all orders for more than \$500. All freight terms for shipments are made F O B point of origin. Shipments will be made by the most economical method and carrier. Back orders on orders exceeding \$500 will also be shipped prepaid.

Orders for less than \$500 will be shipped by the most economical method unless otherwise specified. Freight will be prepaid and added to the invoice.

All Rollei merchandise is delivered to the carrier in first class condition with respect to packaging, product quality and accuracy of count. Rollei's responsibility ends with delivery of goods to the carrier in accordance with recognized practices and this policy statement.

Therefore, as soon as the dealer receives a shipment from Rollei, he should carefully check the carrier's bill of lading to make sure that the correct number of cartons has been delivered and that the shipment is in good condition. He should check to see that the carton does not show any evidence of damage, pilferage, or having been re-taped. All claims for damages must be made against the carrier and NOT against Rollei of America.

If there is evidence of damage, loss or pilferage, it is the dealer's responsibility to indicate on the delivery receipt the condition of the cartons and the quantity of any items that appear to be missing prior to signing the delivery receipt, or the dealer should refuse delivery of the entire shipment.

### Back Orders

Rollei of America will accept a cancellation of all or any portion of an existing back order if the

order has not been processed for shipment prior to receipt of cancellation request.

### Returns

All Rollei sales are made without return privileges. For any deviation, a return authorization must be requested from Rollei. Any merchandise returned must be in new and unused condition in the original packaging (without price stickers), complete with accessories, instruction book and warranty card. No credit will be allowed on used or obsolete merchandise. Merchandise sold as 'close out' or on unauthorized returns.

Authorized returns must be shipped prepaid to Rollei in Littleton and include a copy of the return authorization form. A minimum of 10% will be deducted from the credit for returns unless the return is caused by an error on Rollei's part. Any merchandise returned without proper authorization will be reshipped collect to the dealer. Discontinued products cannot be accepted for credit.

The net dollar value of returned merchandise will be determined by the original invoice price less the value of promotional allowances, such as co-op advertising.

### Stock Balancing

Stock balancing is allowed on current products only for merchandise up to a net value of \$2,000. A firm order for new merchandise must be submitted with a stock balance request. If packaging needs replacement, a 10% charge will be applied.

There is no service charge for a 1 to or greater re-order.

## Rollei of America, Inc. 1980 Cooperative Advertising Guide Lines

Active Rollei of America, Inc. photographic dealers are eligible to participate in the Rollei Cooperative Advertising Program. As you know Co-op reimburses you for the net cost of local advertising of Rollei photographic products.

Rollei Co-op is earned on your purchases of all Rollei, Nikon and Honeywell photographic products purchased from Rollei of America, Inc. based on 3% of the net purchase price, rounded off to the nearest dollar. Dealers will be notified of their accruals of earned Co-op funds in the form of a monthly Co-op statement issued by Rollei. All accrued Co-op funds MUST be used within six months of their issue date.

**Attention.** 3% Co-op will be given on accumulated sales of \$500.00 and over. For example, a dealer sends in an order for \$400.00 worth of Rollei products in January. In February the same dealer orders \$300.00 worth of Rollei products and will then receive 3% Co-op on \$700.00 for the month of February.

### The Rollei Co-op Statement

Ad scrip will no longer be used. A monthly Co-op statement will reflect accruals of earned Co-op funds based on dealers' purchases. The statement will also reflect claims approved and expired funds. The Advertising Checking Bureau will receive a copy of the dealer statement and will calculate available earned Co-op to

be used for each claim made and issue a credit memo for advertising reimbursements.

1. The credit memo must be submitted *with payment* to Rollei.
2. Deduction from payment can only be taken when payment is accompanied by the ad credit memo, and only for the amount allowed on memo.
3. Any questions about discrepancies in claims should be directed to the Advertising Checking Bureau.

All Rollei Co-op Claims must be sent to:

Rollei of America Co-op  
c/o Advertising Checking  
Bureau

P O Box 3834, Rincon Annex  
San Francisco, CA 94119

**DO NOT** send your claims to Rollei offices.

### General Rules

1. Rollei Co-op will cover up to 100% of your advertising costs and may be used for all Rollei of America, Inc. photographic products advertising including Nikon dark-room equipment. The ad must prominently display Rollei trade names, model names and contain a Rollei product illustration. Only the Rollei portion of multi-manufacturer advertisements is covered by Co-op plus a proportional share of heading and store signature.

2. You may use all or part of the available earned Co-op funds as shown on your statement. Be sure to deduct claims in transit from funds available so you don't claim more than you have available.
3. If available earned Co-op accruals do not cover the total cost of the ad, ACB will only issue a credit memo for that portion for which current funds are reflected on the statement.
4. Co-op funds expire six months from the date earned and expiration will be shown on your statement. Be sure to get your claims to ACB early in the month so funds will not be dropped.
5. *All claims except for catalogs must be received within 60 days of the date the ad was run and are considered closed upon submission.*
6. All Co-op claims must be sent to:  
Rollei of America, Co-op  
c/o Advertising Checking  
Bureau  
P O Box 3834, Rincon  
Annex  
San Francisco, CA 94119
7. If you have questions about Co-op advertising you should contact your Rollei salesman or write to Rollei at:  
Rollei of America, Inc.  
Attn: Co-op Advertising Dept.  
P O Box 1010  
Littleton, CO 80161



8. Rollei of America inc reserves the right to change, terminate or void this program at any time.
- 9 No unauthorized Advertising Claim deductions may be made from merchandise invoices under any circumstances.

### Catalogs:

Rollei Co-op will cover up to 100% of the Printing and Distribution cost of catalog space illustrating and describing current Rollei products.

The catalogs must contain at least 24 pages.

Catalogs claims are exempt from the 60 day claim limit but all 1979 catalog claims must be received by June 30, 1980. All 1980 catalog claims must be received by June 30, 1981

No payments can be made without a certified statement of total distribution and actual copy of the catalog in which Rollei products appear

The following "proof of advertising" must be submitted to ACB.

- 1 Actual paid *Invoices* covering printing and distribution costs or if not available a certified *Statement of Total Distribution* or a copy of the mailing certificate.
2. Complete copy of the *Catalog* containing Rollei ad

### Newspapers:

All general circulation newspapers distributed in the retailer's local trading area, whose net rates and circulation can be determined by independent qualify for advertising

Fully accredited college newspapers which meet these requirements also qualify

The following "proof of advertising" must be submitted

- 1 *The Full Tear Sheet* of the ad showing date and the name of the newspaper
- 2 *The Newspaper Paid Invoice* showing the date of the ad size and your cost.

### Radio and Television.

Rollei will cover up to 100% of the time cost for spot radio and TV ads devoted exclusively to Rollei photographic products. The ad must be a minimum of 5 seconds. We will NOT pay for preparation or any cost other than media time

The approved ANA documentation format must be used Please submit the following to ACB

- 1 A certified *Affidavit of Performance* from the station on the exact script or copy used by the station the product advertised and the time of insertion
- 2 A *Paid Invoice* from the station showing the date, times run, rates charged total cost, and the product advertised

### Flyers:

Flyers may qualify for Co-op but Rollei of America must approve the following before the claim is to be submitted design and layout of the flyer circulation and cost.

### Not Acceptable:

- 1 National Consumer and Photographic Magazines
- 2 Classified Advertising
- 3 Yellow pages
- 4 Stuffers and Mailers
- 5 Shopping bags, pens etc



5501 South Broadway Littleton, CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

**Dating/Anticipation:  
Our most competitive ever.  
Summer/Fall 1980**

**Anticipation**

Plan	Order Shipped	5% Discount if paid by	3% Discount if paid by	2% Discount if paid by	Net
G	June 26-July 25	September 10	October 10	November 10	November 30
H	July 26-Aug 25	October 10	November 10	December 10	December 30
J	Aug 26-Sept. 25	November 10	December 10	January 10	January 30
K	Sept. 26-Oct. 24	December 10	January 10	February 10	February 30
L	Oct. 25-Nov 21	January 10	February 10	March 10	March 30
M	Nov 22-Dec. 23	February 10	March 10	April 10	April 30

**Dating**

Plan	Order Shipped	
N	June 26-September 25	1/4 Net due January 10 1/4 Net due February 10 1/4 Net due March 10 1/4 Net due April 10

*There is no cash discount for Plan N sales*

**Dating/Anticipation Rules and Eligibility**

Orders must be at least \$1 000.

Orders exceeding the dealer's credit limit will be referred to the Rollei credit department before the order is shipped

Dealers who are past due on any invoice are not eligible for the dating/anticipation program

Back orders are eligible for the program in effect at time of shipment if shipped during the dating program.

*SLX System is exempt from the above Dating Anticipation. See special dating on SLX System page 9*

## Rolleiflex SLX 6x6cm SLR Camera

July 1980

### The SLX. A Revolution in 2 1/4" photography matched by a revolutionary dating schedule.

The SLX is, quite simply the most advanced 2 1/4" camera on the face of the earth with practically every important feature, including motor drive built right in

The SLX is an all-electronic system which offers professional photographers the choice of either manual or automatic operation. The SLX also offers a remarkable accessory selection including Polaroid back, multi-exposure control unit, rotating 45° prism, macro accessories and more



### SPECIAL PROGRAM

*Dating Program-SLX Cameras and Lenses* purchased under contract are eligible for the following dating terms

SLX camera and lens invoices are payable in six equal monthly payments beginning 90 days after shipment. Each payment is 1/6 the net invoiced cost; there is

no cash discount on the SLX cameras or lenses.

***There is no Anticipation Discount on the SLX Cameras or Lenses.***

See your Rollei salesman for additional information on the SLX contract.

Product Number	Description	Suggested Retail	Dealer Net	Contract Net*
<b>Rolleiflex SLX 2 1/4" SLR Camera</b>				
740011	Rolleiflex SLX w/80mm f/2.8 Planar Lens	\$2385.00	\$1908.00	\$1590.00
740010	Rolleiflex SLX body only	1477 50	1182 00	985.00
<b>Lenses for SLX</b>				
979370	40mm f/4.0 Distagon HFT	2677 00	2142.00	1785.00
979280	50mm f/4.0 Distagon HFT	1418.00	1134.00	945.00
979290	80mm f/2.8 Planar HFT	915.00	732.00	610.00
979310	120mm f/5.6 S-Planar HFT	2003.00	1602 00	335 00
979320	150mm f/4.0 Sonnar	1343.00	1074.00	895.00
979330	250mm f/5.6 Sonnar HFT	1463.00	1170.00	1680.00
979340	350mm f/5.6 Tele-Tessar HFT	2520.00	2016.00	1680.00

\*Orders for the SLX camera and SLX lenses can only be placed pursuant to the terms and conditions of the SLX and SLX lens purchase agreement contract.

The price designated herein as retail price is suggested, and is for identification purposes only. It must not be used in any manner which may be construed to represent that it is the usual

customer retail price unless it is, in fact, the usual selling price in the trade area to which your representation applies.

# Rollei

5501 South Broadway Littleton CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

## Accessories for Rolleiflex SLX 6 × 6cm SLR Camera

July 980

Product Number	Description	Suggested Retail	Dealer Net
<b>Viewfinder Accessories</b>			
208962	45° Prism Finder	\$585.00	\$390.00
208961	90° Prism Finder	493.85	325.95
208959	Spare Focusing Hood (repl )	157.50	105.00
560180	Standard Focusing Screen (repl )	18.75	12.50
560030	Ground Glass Focusing Screen	18.75	12.50
560040	Focusing Screen w/Grid	18.75	12.50
560050	Focusing Screen w/Split mage/Grid	18.75	12.50
560060	Focusing Screen w/Micro Prism/Grid	18.75	12.50
560100	Focusing Screen w/Central Clear Field/Grid	18.75	12.50
206130	Sports Finder	129.75	86.50
208965	Mask for Focusing Hood	11.25	7.50
102485	+0.5 Diopter Magnifier SLX	13.50	9.00
102486	+1.5 Diopter Magnifier SLX	13.50	9.00
102487	+2.5 Diopter Magnifier SLX	13.50	9.00
102488	1.5 Diopter Magnifier SLX	13.50	9.00
102489	-2.5 Diopter Magnifier SLX	13.50	9.00
<b>Close-Up Accessories</b>			
740021	9mm Extension Tube	234.00	156.00
740022	17mm Extension Tube	281.00	187.00
740023	34mm Extension Tube	329.00	219.00
740024	68mm Extension Tube	344.00	229.00
977290	Bellows Attachment	615.00	410.00
<b>Film Back Accessories</b>			
209966	Spare Film insert	31.50	21.00
N-977310	4.5xcm Back*	135.00	90.00
977300	Polaroid Back	285.00	190.00
<b>Lens Hoods</b>			
206010	Lens Hood 50mm	55.00	37.00
206020	Lens Hood 80-250mm	69.00	46.00
974550	Professional Lens Hood	198.00	132.00

\*Availability to be announced.

N-New product

The price designated herein as retail price is suggested, and is for identification purposes only.

It must not be used in any manner which may be construed to represent that it is the usual customer retail price unless it is, in fact, the

usual selling price in the trade area to which your representation applies.

## Accessories for Rolleiflex SLX 6×6cm SLR Camera

July 1980

Product Number	Description		Suggested Retail	Dealer Net
<b>Filters</b>				
206100	Gelatin Filter Holder	Bay VI	\$102.75	\$ 68.50
206030	Med Yellow	Bay VI	97.50	65.00
206040	Green	Bay VI	97.50	65.00
206050	Orange	Bay VI	97.50	65.00
206060	Lt. Red	Bay VI	97.50	65.00
206070	Infrared	Bay VI	97.50	65.00
206080	R 1.5 (Skylight)	Bay VI	117.00	78.00
206110	Zeiss Softar 1	Bay VI	148.50	99.00
206120	Zeiss Softar 2	Bay VI	148.50	99.00
206090	Rolleipol Polarizer	Bay VI	240.00	160.00
<b>Other Accessories</b>				
970980	Leather ER Case		57.00	38.00
871197	Neck Strap		22.50	15.00
208963	Pistol Grip		120.00	80.00
208930	Hand Grip w/Release		168.00	112.00
208940	Quick Focus Lever		51.00	34.00
208985	Remote Release — 16 in (repl )		12.75	8.50
208969	Remote Release — 16 ft.		16.50	11.00
208968	Remote Release — 33 ft.		24.00	16.00
208700	Quick Release Tripod Adapter		75.00	50.00
208988	ME-1 Multi Exposure Unit		788.00	525.00
208989	Extension Cable for ME-1 Unit — 33 ft.		25.50	17.00
740040	Ni-Cad Rapid Charger		57.00	38.00
208953	Ni-Cad Battery		82.50	55.00
208987	A/C Cord for Charger (repl )		8.25	5.50
208951	Spare Release Button (old version SLX)		11.25	7.50
208970	Front Lens Cap 50-250mm		5.75	3.75
208971	Rear Lens Cap		5.75	3.75
208967	Body Cap		12.00	8.00
208982	Front Lens Cap 40mm Distagon		9.75	6.50
208983	Front Lens Cap 350mm Tele-Tessar		9.75	6.50

The price designated herein as retail price is suggested, and is for identification purpose only. It must not be used in any manner which may be construed to represent that it is the usual customer

retail price unless it is, in fact, the usual selling price in the trade area to which your representation applies.

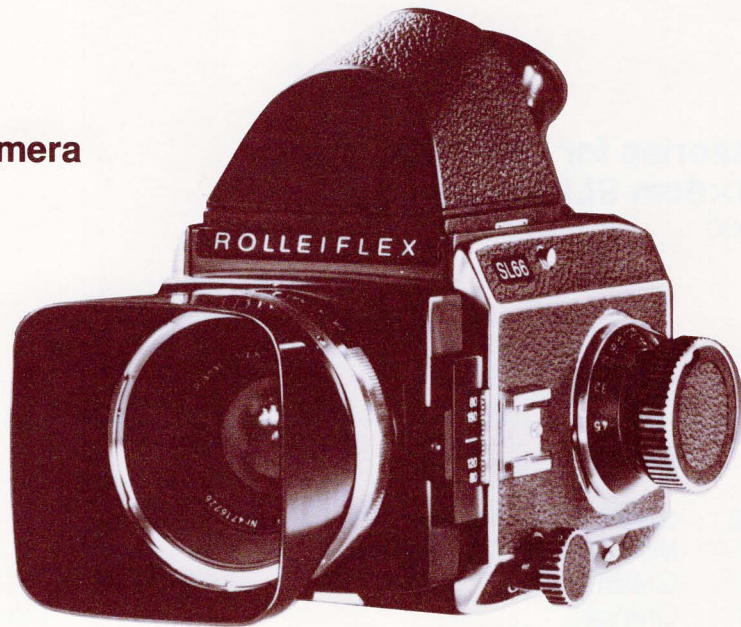
# Rollei

5501 South Broadway Littleton CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

## Rolleiflex SL66 6×6cm SLR Camera

July 1980



Product Number	Description	Suggested Retail	Dealer Net
<b>Rolleiflex SL66 2 1/4" SLR Camera</b>			
5600 4	SL66 w/80mm f/2.8 Planar magazine	\$2235.00	\$1490.00
560012	SL66 body w/magazine	1425.00	950.00
560010	SL66 body only (less magazine, lens)	1012.00	675.00

### Lenses

979760*	30mm f/3.5 F-Distagon HFT	2993.00	1995.00
969150	50mm f/4.0 Distagon HFT	1425.00	950.00
969160	80mm f/2.8 Planar HFT	840.00	560.00
979430	80mm f/4.0 Planar w/Shutter	1028.00	685.00
979440	150mm f/4.0 Sonnar w/Shutter	1560.00	1040.00
969180	150mm f/4.0 Sonnar HFT	1275.00	850.00
979450*	1000mm f/8.0 Tele-Tessar HFT		

Price and Availability upon request

\*Special order only

The price designated herein as retail price is suggested and is for identification purpose only. It must not be used in any manner which may

be construed to represent that it is the usual customer retail price unless it is, in fact, the usual

selling price in the trade area to which your representative applies.

## Accessories for Rollieflex SL66 6 × 6cm SLR Camera

July 1980

Product Number	Description	Suggested Retail	Dealer Net
<b>Viewfinder Accessories</b>			
208810	45° Prism Finder	\$ 585.00	\$ 390.00
560080	Frame for Focusing Screen	31.50	21.00
560180	Foc. Screen/Microprism & Split Image	18.75	12.50
560060	Foc. Screen/Microprism & Grid	18.75	12.50
560050	Foc. Screen/Split Image & Grid	18.75	12.50
560100	Foc. Screen/Central Clear Field & Grid	18.75	12.50
560040	Foc. Screen/Grid Only	18.75	12.50
560030	Foc. Screen/Ground Glass	18.75	12.50
<b>Close-Up Accessories</b>			
208750	40mm Extension Tube	93.00	62.00
208760	80mm Extension Tube	102.00	68.00
208740	Universal Extension Tube Set	300.00	200.00
979200	Focusing Rack	183.00	122.00
977000	Extension Bellows	135.00	90.00
209400	Adapter Ring Camera	123.00	82.00
209410	Adapter Ring Lens	114.00	76.00
977009	Extension Bellows Set	555.00	370.00
977010	Macro Stage	103.50	69.00
209430	Two Object Illumination Glasses	31.50	21.00
977020	Fine Focus Device	72.00	48.00
977030	Two Vibration Dampers	150.00	100.00
977040	Slide Copy Stage 2¼" × 2¼"	94.50	63.00
977050	Slide Copy Stage 24 × 36mm	48.00	32.00
208790	Blank Lens Board	103.50	69.00
<b>Lens Hoods</b>			
206010	Lens Hood 50mm	55.50	37.00
206020	Lens Hood 80-250mm	69.00	46.00
974550	Professional Lens Hood	198.00	132.00

The price designated herein as retail price is suggested and is for identification purpose only. It must not be used in any manner which may

be construed to represent that it is the usual customer retail price unless it is, in fact, the usual

selling price in the trade area to which your representative applies.



5501 South Broadway Littleton, CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

## Accessories for Rolleiflex SL66 6 × 6cm SLR Cameras

July 1980

Product Number	Description		Suggested Retail	Dealer Net
<b>Filters</b>				
206100	Gelatin Filter Holder	Bay VI	\$ 102.75	\$ 68.50
206030	Med Yellow	Bay VI	97.50	65.00
206040	Green	Bay VI	97.50	65.00
206050	Orange	Bay VI	97.50	65.00
206060	Light Red	Bay VI	97.50	65.00
206070	Infrared	Bay VI	97.50	65.00
206080	R 1.5 (Skylight)	Bay VI	117.00	78.00
206110	Zeiss Softar 1	Bay VI	148.50	99.00
206120	Zeiss Softar 2	Bay VI	148.50	99.00
206090	Rolleipol Polarizer	Bay VI	240.00	160.00
<b>Magazines</b>				
560020	120/220 Magazine 6 × 6cm		458.00	305.00
560110	120/220 Magazine 6 × 4.5cm Hor.		615.00	410.00
560130	120/220 Magazine 6 × 4.5cm Vert.		615.00	410.00
977140	Polaroid Magazine		420.00	280.00
<b>Other Accessories</b>				
208930	Handgrip w/Release		168.00	112.00
208700	Quick Release Tripod Adapter		75.00	50.00
960470	Eveready Case		63.00	42.00
970490	Soft Case		45.00	30.00
871197	Neck Strap		22.50	15.00
208970	Front Lens Cap/50-250mm		5.75	3.75
977060	Rear Lens Cap		6.00	13.00
209380	Front Body Cap		19.50	13.00
209390	Rear Body Cap		19.50	13.00

The price designated herein as retail price is suggested, and is for identification purposes only. It must not be used in any manner which may be

construed to represent that it is the usual customer retail price unless it is, in fact, the usual selling

price in the trade area to which your representation applies.



## Rolleiflex 2.8F and Accessories for Rolleiflex & Rolleicord 6 × 6cm TLR Cameras and Accessories

June, 1980

Product Number	Description		Suggested Retail	Dealer Net
<b>Rolleiflex TLR Camera</b>				
570460	Rolleiflex 2.8F Xenotar Twin-Lens Reflex Camera and Case (Special order only — allow 6 weeks for delivery)		\$1785.00	\$1190.00
<b>Accessories</b>				
209090	Pentaprism		360.00	240.00
580070	Focusing Screen w/Micro Prism		35.25	23.50
961050	Cover f/Meter		13.50	9.00
209060	Pistol Grip		90.00	60.00
209050	Rolleiflex Tripod Adapter		47.25	31.50
570140	Neck Strap/Rolleiflex/Brown		13.50	9.00
979010	Neck Strap/Rolleicord		13.50	9.00
<b>Filters / Lens Hoods / Lens Caps</b>				
201150	UV	Bay	20.25	13.50
201080	Med Yellow	Bay	20.25	13.50
202130	UV	Bay	20.25	13.50
202060	Med Yellow	Bay	20.25	13.50
203130	UV	Bay	20.25	13.50
203060	Med Yellow	Bay	20.25	13.50
201300	Rolleipol Polarizer	Bay	55.50	37.00
202270	Rolleipol Polarizer	Bay	55.50	37.00
203240	Rolleipol Polarizer	Bay	55.50	37.00
201040	Rolleinar Set 1	Bay	41.25	27.50
201050	Rolleinar Set 2	Bay	41.25	27.50
201060	Rolleinar Set 3	Bay	41.25	27.50
202020	Rolleinar Set 1	Bay	41.25	27.50
202030	Rolleinar Set 2	Bay	41.25	27.50
202040	Rolleinar Set 3	Bay	41.25	27.50
203020	Rolleinar Set 1	Bay	41.25	27.50
203030	Rolleinar Set 2	Bay	41.25	27.50
203040	Rolleinar Set 3	Bay	41.25	27.50
201000	Folding Hood	Bay	13.50	9.00
202000	Folding Hood	Bay	13.50	9.00

The price designated herein as retail price is suggested, and is for identification purposes only. It must not be used in any manner which may be

construed to represent that it is the usual customer retail price unless it is, in fact, the usual selling

price in the trade area to which your representation applies.



5501 South Broadway Littleton CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

## Accessories for Rolleiflex & Rolleicord 6 x 6cm TLR Cameras

July 1980

Product Number	Description		Suggested Retail	Dealer Net
<b>Filters / Lens Hoods / Lens Caps Cont.</b>				
203000	Folding Hood	Bay	\$ 13.50	\$ 9.00
580030	Plastic Lens Cap	Bay	4.90	3.25
540170	Plastic Lens Cap	Bay	4.90	3.25
570250	Plastic Lens Cap	Bay	4.90	3.25

The price designated herein as retail price is suggested and is for identification purposes only. It must not be used in any manner which

may be construed to represent that it is the usual customer retail price unless it is, in fact, the usual

selling price in the trade area to which your representation applies.

## 35mm SLR Cameras

July 1980

### The Rolleiflex SL35E State-of-the-Art Sophistication In 35mm SLRs.

The SL35E combines manual and automatic operation and features a unique stepless shutter speed dial from 16 seconds to 1/1000 second. It has

memory hold, an electronic self-timer with LED indicator and is available with a full spectrum of lenses, including zooms.



### SPECIAL PROMOTION

#### SL35E

Buy three or more SL35E cameras (black or chrome) with lenses (55mm f/1.4 or 50mm 5.1/8) and receive either:

An equal number of Beta 3 electronic flash units (a \$35.95 value) for only \$10.00 each

or

One free Autowinder E (a \$79.00 value) for every three cameras and lenses.

#### Effective Net Prices

	SL35E/Beta 3 Promotion	SL35E/Autowinder Promotion
SL35E, chrome w/50mm f/1.8 less value of free goods	\$270.75	\$270.75
	-25.95 <sup>1</sup>	-26.33 <sup>2</sup>
<u>Effective Net</u>	<u>\$244.80</u>	<u>\$244.42</u>
SL35E, black w/50mm f/1.8 less value of free goods	\$285.00	\$285.00
	-25.95	-26.33
<u>Effective Net</u>	<u>\$259.05</u>	<u>\$258.67</u>
SL35E, chrome w/55mm f/1.4 less value of free goods	\$323.00	\$323.00
	-25.95	-26.33
<u>Effective Net</u>	<u>\$297.05</u>	<u>\$296.67</u>
SL35E, black w/55mm f/1.4 less value of free goods	\$337.25	\$337.25
	-25.95	-26.33
<u>Effective Net</u>	<u>\$311.30</u>	<u>\$310.92</u>

<sup>1</sup>Free goods value of Beta 3 = Net price of \$35.95 minus \$10.00.

<sup>2</sup>Free goods value of Autowinder = Net price of \$79.00 divided by 3.



5501 South Broadway Littleton CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

## 35mm SLR Cameras

July 1980

Product Number	Description	Suggested Retail	Dealer Net	Promotion Net (3+)
<b>Rolleiflex SL35E Single Lens Reflex 35mm Camera</b>				
790111	SL35E Chrome body only	\$332.50	\$199.50	
790110	SL35E Black body only	356.25	213.75	
969380	50mm f/1.8 Planar HFT Lens	118.75	71.25	
969630	55mm f/1.4 Rolleinar MC Lens	205.85	123.50	
970871	Case for SL35E	32.00	16.00	
<b>Autowinder</b>				
790160	Autowinder E	132.00	79.00	73.50
<b>Lenses</b>				
969600	Rolleinar MC 14mm f/3.5 w/case	368.50	221.00	
969610	Rolleinar MC 21mm f/4.0 w/case	263.50	158.00	
969420	Rolleinar MC 28mm f/2.8 w/case	185.00	111.00	104.00*
969620	Rolleinar MC 35mm f/2.8 w/case	173.50	104.00	
969640	Rolleinar MC 85mm f/2.8 w/case	208.50	125.00	
969430	Rolleinar MC 105mm f/2.8 w/case	208.50	125.00	
969650	Rolleinar MC 135mm f/2.8 w/case	158.50	95.00	91.50*
969660	Rolleinar MC 200mm f/3.5 w/case	227.00	136.00	113.50*
969680	Zoom-Rolleinar MC 35-105mm f/3.5 w/case	349.00	209.00	199.00*
969690	Zoom-Rolleinar MC 80-200mm f/4.0 w/case	325.00	195.00	175.00*

\*Rolleinar accessory lenses can be assorted for maximum discount.

## 35mm SLR Cameras

July 1980

Product Number	Description	Suggested Retail	Dealer Net
<b>Lens and Body Caps</b>			
205480	Front Lens Cap 50mm/1.8	\$ 4.20	\$ 2.10
205630	Rear Lens Cap	4.20	2.10
205640	Body Cap	4.20	2.10
969701	Front Lens Cap, 14mm/3.5	4.20	2.10
969702	Front Lens Cap, 21mm/28mm/20mm	4.20	2.10
969703	Front Lens Cap, 35mm/55mm/85mm/ 105mm/135mm	4.20	2.10
<b>Camera and Close-Up Accessories for SL35M/ME/E</b>			
205545	Retro Adapter	47.00	23.50
205591	Auto Adapter M42	26.50	13.25
205550	Thread Adapter M39 (SL35 only)	49.00	24.50
205570	Macro Lens Adapter	40.00	20.00
205580	Microscope Adapter	67.00	40.00
205500	Auto Extension Tube Set	157.00	94.00
979630	Auto Extension Bellows	208.50	125.00
205611	Rubber Eye Cup, SL35M/ME	6.50	3.25
977210	Diopter Eyepiece Correction Retaining Ring for SL35M/ME	4.20	2.10
205320	Folding Lenshood Planar 50mm f/1.8	12.00	6.00
970870	Case for SL35M/ME	32.00	16.00
205651	1 Diopter SL35E	22.00	11.00
205652	-2 Diopter SL35E	22.00	11.00
205653	-3 Diopter SL35E	22.00	11.00
205654	-4 Diopter SL35E	22.00	1.00
205655	+1 Diopter SL35E	22.00	1.00
205656	+2 Diopter SL35E	22.00	11.00
205657	+3 Diopter SL35E	22.00	11.00
205658	+4 Diopter SL35E	22.00	11.00

The price designated herein as retail is suggested and is for identification purposes only. It must not be used in any manner which may be construed

to represent that it is the usual customer retail price unless it is, in fact, the usual selling price

in the trade area to which your representative applies.

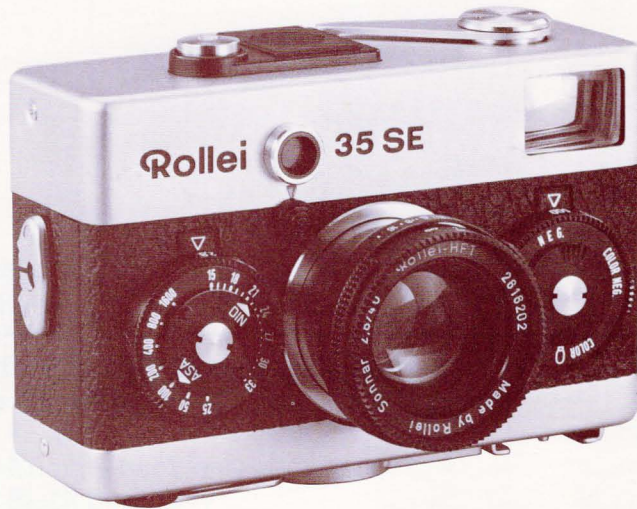
# Rollei

5501 South Broadway Littleton CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

## 35mm Viewfinder/Rangefinder

July 1980



### The 35 SE. Rollei's Pocket Perfectionist.

The 35 SE gives SLR results in a compact, lightweight format. It has a superb, Carl Zeiss-designed 5-element F/2.8 Sonnar lens. Plus, red and green LEDs to ensure proper exposure. And in the tradition of its classic forerunner the 35S, it has a rugged metal body, shutter speeds from B to 1/500 sec. and a big bright viewfinder. A proven sales performer from the world's leader in precision compacts.

Product Number	Description	Suggested Retail	Dealer Net	Promotion Net(6+)*
<b>Rollei Viewfinder 35mm Cameras</b>				
790020	Rollei 35 LED w/case	\$158.50	\$ 95.00	\$ 90.00
102510	Rollei 35-LED/Beta 2 Outfit	218.75	127.75	115.00
790045	Rollei 35TE chrome w/case	210.00	125.00	118.50
790040	Rollei 35TE black w/case	225.00	135.00	128.50
790035	Rollei 35SE chrome w/case	277.00	165.00	156.50
790030	Rollei 35SE black w/case	292.00	175.00	166.50

### Accessories (R35TE, R35SE, R35LED, R35T, R35S)

690020	Lens cap (Replacement)	2.60	1.30	
970465	Soft case (Replacement)	13.00	6.50	
970500	Eveready case	38.00	19.00	
690030	Neck Strap	8.00	4.00	
102553	Belt case (red)	10.00	5.00	
102554	Belt case (blue)	10.00	5.00	
102555	Belt case (yellow)	10.00	5.00	

\*35mm compact camera listed on pages 20 and 21 can be assorted for maximum discount.

The price designated herein as retail price is suggested and is for identification purpose only.

It must not be used in any manner which may be construed to represent that it is the usual customer retail price unless it is, in fact, the usual

selling price in the trade area to which your representative applies.

## 35mm Viewfinder/Rangefinder

July 1980

Product Number	Description	Suggested Retail	Dealer Net	Promotion Net (6+)
<b>Accessories (R35TE, R35LED, R35T)</b>				
200500	Folding Lenshood	\$15.00	\$ 7.50	
200560	UV Filter	21.00	10.50	
200520	Medium Yellow Filter	21 00	10.50	
200530	Orange Filter	21 00	10.50	
200550	Color Correction Filter R1.5	21 00	10.50	
108886	Outfit Case — Rollei 35 LED/Beta 2	21 00	10.50	
700800	Mallory PX27 Battery for 35LED (Order in multiples of 12 only)	1 70	85	
<b>Accessories (R35SE, R35S)</b>				
200570	Folding Lenshood	15.00	7.50	
200610	UV Filter	22.00	11 00	
200580	Medium Yellow Filter	22 00	11 00	
200590	Orange Filter	22 00	11 00	
200600	Color Correction Filter R1 5	22.00	11 00	
<b>Rollei Compact 35mm Camera with Built-in Flash</b>				
108010	Rolleimat F w/case	128.50	77 00	75 00
<b>Rollei Compact 35mm Camera with Autofocus and Built-in Flash</b>				
108020	Rolleimat AF w/case	159.95	117 95	109 95

\*35mm compact camera listed on pages 20 and 21 and the A110 can be assorted to maximize discount. The price designated herein as retail price is suggested and is for identification purposes only.

It must not be used in any manner which may be construed to represent that it is the usual customer retail price unless it is, in fact, the usual

selling price in the trade area to which your representative applies.

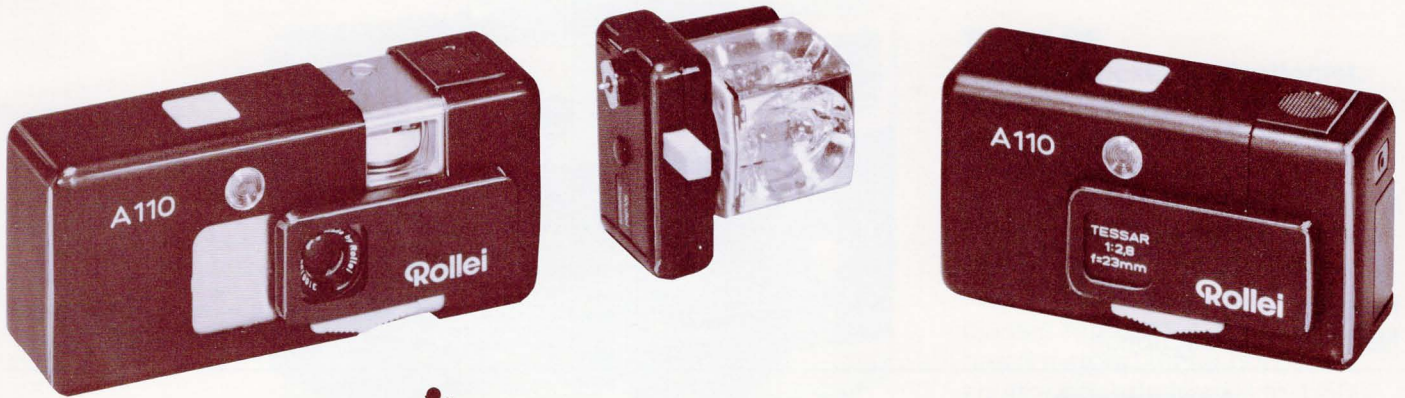
# Rollei

5501 South Broadway Littleton CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

## Pocket Cameras

July 1980



### Rollei A110 Automatic Pocket Camera

The ultimate in compact 110's the A110 is pocketable, rugged and fully automatic. With an all-metal body, push-pull film advance, electronic relay for "soft" shutter release and 23mm Carl Zeiss-designed Tessar lens with a large f/2.8 aperture.

Product Number	Description	Suggested Retail	Dealer Net	Promotion Net(6+)
<b>Rollei A110 Automatic Pocket Camera</b>				
160140	A110 Outfit	\$258.50	\$155.00	\$149.00
700800	Mallory PX27 Battery for A110/E110 (Order only in multiples of 12)	1.70	.85	
<b>Vitoret 110EL Pocket Camera</b>				
738050	Vitoret 110EL Camera w/flash	70.00	42.00	39.50



## Electronic Flash

July 1980



### Beta Series Flashes.

Electronic flashes that will set standards in lighting control for years to come

Beta flash units from the compact Beta 1 and 2 to the sophisticated Beta 4, come with diffusing dome for soft lighting. The Beta 3 has two automatic ranges and thyristor circuitry for fast recycle.



The Beta 4 has a bounce head and a swivel foot for bounce in the vertical format.

And for professional photographers, Beta 5 & 6 provide computerized speed and precision under all lighting conditions.

## SPECIAL PROMOTION

### Beta 1 and 2

Buy 12 Beta 1 flash units at \$13.95, get 2 free

Buy 12 Beta 2 flash units at \$21.00, get 2 free.

or

Buy 6 Beta 1 flash units, 6 Beta 2 flash units, and get 1 free Beta 1 and 1 free Beta 2

### Effective Net

12 Beta 1 @ \$13.95 + 2 free Beta 1's =  $\frac{\$167.40}{14 \text{ units}}$  = \$11.95 effective net.

12 Beta 2 @ \$21.00 + 2 free Beta 2's =  $\frac{\$252.00}{14 \text{ units}}$  = \$18.00 effective net.

### Beta 3 and 4 Promotion

Buy 12 or more Beta 3 and Beta 4 flash units to qualify for the following promotion nets.

	Dealer Net	Promotion Net (12+)
Beta 3	\$36.95	\$35.95
Beta 4	\$51.95	\$49.95

Beta 3-4 can be assorted to obtain maximum discount.

# Rollei

5501 South Broadway Littleton CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

## Electronic Flash

July 980

Product Number	Description	Suggested Retail	Dealer Net	Promotion Net
----------------	-------------	------------------	------------	---------------

### Rollei Beta Manual Flash

104401	Beta 1	\$ 21 65	\$ 13.95	(See Promo. Pg <u>23</u> )
--------	--------	----------	----------	----------------------------

### Rollei Beta Automatic Flash

104402	Beta 2	35.00	21 00	(See Promo. Pg <u>23</u> )
--------	--------	-------	-------	----------------------------

### Rollei Beta Automatic Thyristor Flash

104403	Beta 3	61 60	36.90	35 95 (12+)
104404	Beta 4	86.75	51.95	49 95 (12+)

Beta 3 and 4 may be assorted for maximum discount. Fill-in orders of three or more also qualify for discount.

### Beta 4 Accessories

104420	Creative Lighting Kit	21.00	10.50	
10442	Chroma Kit	21.00	10.50	
104422	Rolleiflector Portrait Umbrella	25.00	12.50	
108887	Soft Pouch Case	5.50	2 75	

### Rollei Beta Digital Computer Flash

104415	Beta 5	182.50	109.50	
104416	Beta 6	275.50	165 10	

Beta 5 and 6 may be assorted for maximum discount.

### Beta 5 and 6 Accessories

104430	Creative Lighting Kit	26.90	13.50	
104431	Telephoto/Wide Angle Kit	29.70	14.85	
104433	Rolleiflector	To Be Announced	To Be Announced	
104434	Power Pack 5	35.00	17.25	
104436	Remote Sensor	26.90	13.50	
104437	Handle and Bracket Beta 5	To Be Announced	To Be Announced	
104438	Bracket (Replacement)	10.85	6.50	
104440	PC cord for Remote Sensor (Replacement)	5.85	3.50	
304090	Type F charger	38.00	19.00	
104552	Power Pack 6 with charger + power cord (for Beta 6 only)	125.00	75.00	
104442	Spare Charger for Power Pack 6	46.75	28.00	
104441	Spare Power cord for Power Pack 6	9.95	5.95	

## Electronic Flash

July 1980

Product Number	Description	Suggested Retail	Dealer Net
<b>Rollei Electronic Flash Accessories</b>			
400120	External Sensor Replacement E36RE	\$18.00	\$ 9.00
301710	Accessory Battery Holder for external charging E36RE/E34C	43.50	26.00
301720	Spare Battery 12V Ni-Card for E36 RE/E34C	70.00	42.00
301740	Spare Clamp for E36RE/E34C	30.00	15.00
301020	Univ Bracket for Min Camera, E34C, E36RE	23 50	11 75
301100	Cam Bracket w/Base Plate f/TLR's, E34C, E36R with external sensor shoe	31.00	15.50
301090	External Sensor Bracket	18.00	9.00
301250	Cam Bracket R35 w/Synch. Adapt. Acc. Shoe	24.00	12.00
301230	Cam. Bracket w/Base for TLR's, Acc Shoe	24.00	12.00
301270	Cam. Bracket for 134B/134REB	14 00	7 00
301280	Cam. Bracket for 140RES (Replacement)	14 00	7.00
100476	100 Jack to PC cord 1' for Beta 1 2, 3, 4, (Replacement)	5 00	2.50
309200	16" Flash Cord Rollei/PC	4.60	2.30
309210	16" Flash Cord Rollei/Rollei	4.60	2.30
309220	14"-50" Coiled Cord Rollei/PC	11 00	5.50
309230	14"-50" Coiled Cord Rollei/Rollei	11 00	5.50
309240	14"-50" Coiled Cord Rollei/Leica	11 00	5.50
309260	Sync Cord for 100XL & XLC	2 60	1.30
301200	Charger Type A, E15, E17 E17C, E20, E20C, E19 E19C (Replacement)	38.00	19 00
301210	Charger Type B, E22, E27 E27C, E50, E55, E24C (Replacement)	38.00	19 00
304090	Rapid Charger Type F 128BC 134B, 134REB	38.00	19.00
304180	Charger Type D C26 (Replacement)	38.00	19.00
304120	Quick Charger Type E 140RES (Replacement)	44.00	22.00
301780	Charger Type C E34C/E36RE (Replacement)	42 00	21.00
301240	Bracket w Accessory Shoe for Pistol Grip	9 00	4.50
209240	Coupling Piece for Flash Cords	9 00	4.50



5501 South Broadway Littleton, CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

## Electronic Flash

July 1980

### SPECIAL PROMOTION

#### Strobonar 682S Close-out Promotion

Buy 3 or more Strobonar 682S flash units at the new low net of \$84.00 and receive an equal number of Strobo-eye 3R remote sensors free.

104458	Strobonar 682S	\$84.00
	<u>Less free Stroboeye</u>	<u>25.50</u>
	effective net	\$58.50

Product Number	Description	Suggested Retail	Dealer Net
----------------	-------------	------------------	------------

#### Strobonar Professional Electronic Flash

104558	Strobonar 682S	\$140.00	\$84.00
--------	----------------	----------	---------

#### Strobonar Accessories

100230	Handle Series Strobodome	17 00	8.50
100231	Handle Color Highlight Dome Set	13.00	6.50
100236	Shoe Color Highlight Dome Set (for 480S)	13.00	6.50
100363	QR Bounce Adapter	13 00	6.50
100366	Shoe Mt QR Handle	15.00	7.50
104317	Foto-Eye	29 00	14.50
104559	Strobo-Eye 3R for 682S only	42.50	25.50

#### Strobonar Power/Accessories

100537	Permacad Power Pak Set	157 00	94.00
100541	Pro Pak	44.50	26.50
100542	Permacad Battery Cartridge	50 00	30.00
100543	Permacad Power Pak (less battery)	93 50	56.00
100544	Permacad Battery Charger	42.00	21.00
100545	770/772 Battery and Tray	41.00	20 50
100546	700 Battery and Tray Set	41 00	20.50
100547	Replacement Battery and Tray Set for 710/780/782	41 00	20.50
104561	AC Adapter/Charger for Handle Mount Strobonar models 682S/780S/610/710	40.00	20.00
104595	780S Battery Tray	35.00	17.50

The price designated herein as retail price is suggested, and for identification purposes only. It must not be used in any manner which may

be construed to represent that it is the usual customer retail price unless it is, in fact, the usual

selling price in the trade area to which your representation applies.

## Electronic Flash

July 1980

Product Number	Description	Suggested Retail	Dealer Net
<b>Strobonar Brackets</b>			
100306	Pentax/Leica Bracket	\$ 15.00	\$ 7 50
100308	Quick Release Clamp	6.50	3 25
100309	Quick Release Clip	2 70	35
104300	Standard Bracket	5.80	2 90
104315	Quick Release Bounce Bracket	25.50	12 75
<b>Strobonar Cords</b>			
100353	Power Cord for 65D	22 00	11 00
100404	53-1 Std to Man Trip Cord	13.50	6.75
100421	62-1 Std to PC Cord	5 00	2 50
100440	57K-3 Std to ASA Cord	7 00	3 50
100442	58/62K-3 to ASA/PC Cord	7 00	3 50
100444	62K-3 Std to PC Cord	7 00	3 50
100449	74K-3 Std to Leica lf & g Cord	8.50	4 25
100454	Power Cord for 800/880/882	18.00	9 00
100455	62H-62H-10 Extension Cord		
	Strobonar Locking to Strobonar Locking 10'	7 00	3 50
100464	62H-62-1 Locking to PC Comb. Cord	4.50	2 25
100465	62T-62-K3 Locking to PC Comb. Cord	7 00	3 50
100473	PC to PC-1 Cord	5.00	2 50
100474	62-62-K3 PC to PC Comb. Cord	7 00	3 50
100476	100 Jack 62-1 PC Comb. Cord	5.00	2 50
100477	100 Jack 62-K3 PC Comb. Cord	7 00	3 50
100478	Power Cord for 810/890/892/890S/892S/610/682S/780S	22 50	11 25
<b>Strobonar Cord Adapters</b>			
100414	Rollei Lock Adapter	3 00	1 50
100415	Leica M3 Adapter	3 00	1 50
100450	Nikon F Adapter	3 00	1 50
100451	58 ASA Adapter	3 00	1 50
100453	62 PC Adapter	3 00	1 50
100461	62H Locking Tip Adapter	1 00	50
100463	Special Nikon F F2 Adapter Tip	3.00	1 50

# Rollei

5501 South Broadway Littleton, CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

## Slide Projectors

July 1980

### With precision optics that let your customers see what they've been missing.

These compact slide projectors feature aspheric condensors for edge-to-edge sharpness, multi-voltage control and quiet, reliable V-groove slide-changing mechanism. All Rollei projectors offer an unsurpassed optical system. with 5 precision lenses and the superb, 5-element 90mm S-Heidosmat.



### Two exciting new additions to this classic collection.

#### **P66 S**

A projector designed exclusively for 2 1/4" x 2 1/4" mounts. With forward and reverse remote control automatic timer autofocus, connection facility for tape synchronization interchangeable lenses from 45 to 400mm, and a zoom lens 110-160mm. The perfectionist's companion to the SLX.



#### **P360 AF IR** (with built-in infrared Remote Control)

The P360 AF IR features wireless infrared remote control in addition to these standard 360 AF features. 250 W quartz bulb, continuously adjustable diameter V-groove slide changer to protect slides, 5 optional Heidosmat lenses (including zoom) and preview panel

## Slide Projectors

July 1980

### SPECIAL PROMOTION

#### Lens Exchange

For customers requiring lenses other than the standard 85mm f/2.8 lens, dealers can provide buyers or current owners of Rollei slide projectors with a "trade-up" exchange

Dealers may return the 85mm f/2.8 Heidosmat lens for \$13.00 credit toward the purchase of one of the following lenses.

Product Number	Description	Catalog Net
979380	50mm f/2.8 Projar	\$27 00
979394	90mm f/2.4 Heidosmat-MC	69 00
979410	70-120mm f/3.5 Vario/Heidosmat	59 00
979770	150mm f/3.5 Projar	69 00

Product Number	Description	Suggested Retail	Dealer Net	Promotion Net (3+)*
<b>Projectors - 35mm</b>				
651010	P350A (MV/UL) w/o case w/85mm f/2.8 lens	\$158.50	\$ 95.00	\$ 89 00
652010	P350AF (MV/UL) w/o case, w/85mm f/2.8 lens	208.50	125.00	115.00
591130	P360AF (MV) w/85mm f/2.8 lens	292.00	175.00	65.00
591140	P360AF/IR (MV) w 90mm f/2.4 lens	426.75	256.00	246.00
590146	P360AF/IR (MV) w/o lens	311 75	187 00	177.00
653040	P3800 (MV) w/o case, w/(2) 85mm f/2.8 lens	875.00	525.00	500.00

\*Slide projectors can be assorted for maximum discount.



5501 South Broadway Littleton CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

## Slide Projector Accessories

July 1980

Product Number	Description	Suggested Retail	Dealer Net
<b>Projector Lenses</b>			
979380	50mm Projar f/2.8	\$ 45.00	\$ 27.00
979390	85mm Heidosmat f/2.8	22.00	13.00
979394	90mm Heidosmat MC f/2.4	115.00	69.00
979410	70-120mm Vario-Projar f/3.5	98.50	59.00
979770	150mm Projar f/3.5	115.00	69.00
<b>Projector Accessories</b>			
648050	Projector Tape Sync Cord (P3800)	32.00	16.00
630382	Projector Ext. Cord (P3800) 10 meters	22.00	11.00
654100	Case for P3800	22.00	11.00
680200	P37 Slide Tray — Round	8.40	4.20
970850	Case for P350A/AF	19.00	9.50
974401	2 Trays 2 × 2 w/case 55-50	7.60	3.80
974411	2 Trays 2 × 2 w/case 55-36	5.40	2.70
974430	Tray for Rolleiscop	3.00	1.50
974030	Slide Tray 2¼" × 2¼" 77-30 for P66, P11 (6 pack)	28.50	19.00
591020	24V/250W Lamp for P360AF	12.80	6.40
974440	FCS 24V/150W Lamp	7.00	3.50
591040	R-2 Remote Control for P350AF P360AF P3800	103.50	62.00
591041	IR-4 Remote Control for P350A	115.00	69.00
<b>Projectors - 2¼" × 2¼"</b>			
625077	P66-S w/150mm f/3.5 lens	495.00	350.00
<b>Projector Lenses - 2¼" × 2¼"</b>			
979780	150mm f/3.5 Heidosmat	83.50	50.00
979510**	150mm f/2.8 Heidosmat-S	318.50	191.00
610225**	180mm f/3.5 Heidosmat	433.50	260.00
610235**	250mm f/3.0 Heidosmat	445.00	267.00
979035**	110-160mm f/3.5 Heidosmat	416.75	250.00
979910**	400mm f/4.0 Heidosmat	890.00	534.00

Contract pricing is available for projectors. Please see your Rollei sales representative for details.

The price designated herein as retail price is suggested, and is for identification purposes only.

It must not be used in any manner which may be construed to represent that it is the usual customer retail price unless it is, in fact, the usual selling price in the trade area to which your representation applies.

\*\*Special order only.





## Nikor 6 x 7 Enlarger

July 1980

### Nikor 6 x 7 Enlarger.

The Nikor 6 x 7 enlarger offers professional features in a modular system. It is an ideal enlarger for the beginning photographer and is designed to grow as the photographer's interests expand. The system consists of a chassis, black and white head, color head and accessories.

### SPECIAL PROMOTION

#### Nikor 6 x 7 Enlargers

Buy 3 or more Nikor Color Heads and Chassis, and receive 1 Black and White head (a \$52.50 value) free

	Each	Three
Regular Net 6 x 7 Color Enlarger less free Black & White head	\$189.00	\$567.00 52.50
Effective Net	\$171.50	\$514.50

Product Number	Description	Suggested Retail	Dealer Net
<b>Nikor 6 x 7 Enlarger</b>			
103410	Nikor 6 x 7 Enlarger chassis	\$109.00	\$ 65.00
103411	Nikor 6 x 7 color head	207.00	124.00
103412	Nikor 6 x 7 B&W head	87.50	52.50
103413	35mm Color Mixing Chamber	40.00	20.00
103414	35mm Supplementary Condenser	20.50	10.25
103415	Nikor 6 x 7 Neg carrier	18.50	9.25
103416	Nikor 6 x 6 Neg carrier	18.50	9.25
103418	Nikor 6 x 4.5 Neg carrier	18.50	9.25
103420	Nikor 35mm Neg carrier	18.50	9.25
103421	Nikor 35mm Slide carrier	20.00	10.00
103422	Nikor 126 Neg carrier	18.50	9.25
103423	Nikor 1 0 Neg carrier	18.50	9.25
103424	Dust Cover	2.50	.25
103425	Heat Absorbing Glass	7.00	3.50
103315	Nikor Apron	6.00	3.00

The price designated herein as retail price is suggested, and is for identification purposes only. It must not be used in any manner which may

be construed to represent that it is the usual customer retail price unless it is, in fact, the

usual selling price in the trade area to which your representation applies.

# Rollei

5501 South Broadway Littleton CO 80121  
303-794-8200

**Order Desk**  
**800-525-8181**

## Tripods

July 1980

Product Number	Description	Suggested Retail	Dealer Net	Promotion Net (6+)
<b>Rollei Tripods</b>				
977220	RT1 Tripod	\$ 73.50	\$ 44.00	\$ 39.60
977230	RT2 Tripod	84.50	50.50	45.45
977240	RT3 Tripod	91.00	54.50	49.05
977250	RT4 Tripod	102.00	61.00	54.90

The price designated herein as retail price is suggested and is for identification purpose only. It must not be used in any manner which may

be construed to represent that it is the usual customer retail price unless it is, in fact, the usual

selling price in the trade area to which your representative applies.

# Rollei

of America, Inc.

## National Headquarters Sales and Service

**West Coast Service Center**  
Rollei of America, Inc.  
1140 East Franklin Avenue  
El Segundo, CA 90245  
(213) 322-6860  
(213) 772-0219

5501 South Broadway  
Littleton, CO 80121  
(303) 794-8200  
  
(800) 525-8181  
(toll free dealer number)  
Order Desk only

**East Coast Service Center**  
Rollei of America, Inc.  
201 East Main Street  
Little Falls, NJ 07424  
(201) 256-6530

