

Rolleicord

THE ORIGIN AND DEVELOPMENT OF ROLLEI CAMERAS

Back in 1920, the firm of Franke & Heidecke began to manufacture mirror-reflex cameras for **stereo** photography. Pioneering in this field was the first step in the evolution of the twin-lens reflex camera. In 1929, the first Rolleiflex was made. Today, a staff of 800 highly-trained workmen are needed to meet the worldwide demand for Rolleiflexes and Rolleicords.

Many of the country's best photographers are using the Rollei camera. More than 300,000 of them are in use. But one does not have to be an expert to get beautifully sharp, well-composed pictures with a Rollei. Unlike other fine precision miniatures, Rollei cameras are easy to use. With the aid of this instrument, amateurs are winning most of the salon prizes.

FRANKE & HEIDECKE, BRAUNSCHWEIG

**Sole distributors for the U. S. A. Burleigh Brooks,
Inc. 127, W. 42nd St. New York, N. Y.**

SUMMARY OF ROLLEI ADVANTAGES

- 1 The independent finder lens makes observation quick and easy. You are always ready to shoot.
- 2 Ground glass focusing shows sharpness, size and composition of the picture at the same time.
- 3 Stops and shutter speeds are conveniently located.
- 4 The lower-priced models possess the convenient up-to-date one-lever Compur shutter, while the Automatic and Standard Models have shutter action coupled to film transport.
- 5 Positive and mistake-proof film transport mechanism.
- 6 Large-sized picture for contact prints.
- 7 Parallax compensation. Finder image corresponds in outline to the film image.
- 8 Precision workmanship, in every detail, known the world over.
- 9 Zeiss-Triotar lenses for needle-sharp negatives.
- 10 A complete line of highest quality accessories is available for all Rolleiflex cameras.



ROLLEICORD

FRANKE & HEIDECKE

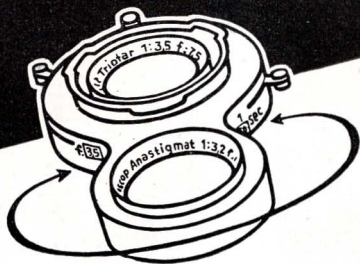
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R O L L E I C O R D II

It was the striking success of the Rolleiflex camera that finally led to the production of a camera of equal precision at a popular price, namely the Rolleicord. Many years of experience and technical research have gone to the making of this camera and the apparatus already in existence, as well as the services of a highly trained staff played their part in achieving a product of such amazingly good value.

A tap with the forefinger causes the focusing hood to spring up and a pressure with the palm of the hand closes it again. For exposures at eye-level a flat, built-in mirror is provided, which also enables fine focusing in this position. A strong magnifier, easily adjusted ready for use by pressure with the forefinger, is valuable for needle-sharp focusing.

The film is transported automatically by means of a large milled knob. It is merely turned, — click-clack —, as far as it will go and the film is advanced automatically exactly one picture length. The exposures already made are shown by the counter.

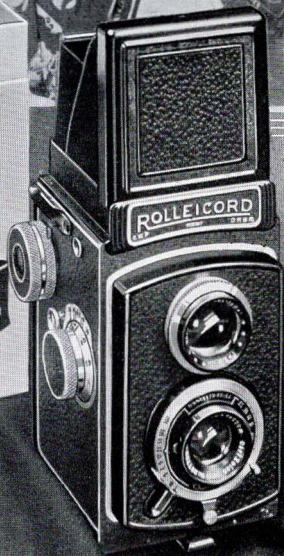


With the faster Zeiss-Triotar f/3.5 lens your picture-taking range is increased with the Rolleicord II. The focusing lens is an f/3.2. The hood has a folding mirror which permits focusing and composing at eye-level. An additional feature is that shutter speeds and diaphragm openings are visible from above in two windows. In every respect, the camera is noteworthy for fine, precision workmanship.

Height, $5\frac{7}{16}$ in.; width, $3\frac{9}{16}$ in.; depth with lens, $3\frac{11}{16}$ in. Weight is approximately 1 lb., 13 oz. with speeds to $\frac{1}{300}$ sec. One-lever Compur Shutter focusing knob. Exposure table on camera. Takes twelve $2\frac{1}{4} \times 2\frac{1}{4}$ " pictures on No. 120 or B2 film.

ROLLEICORD II





ROLLEICORD Ia

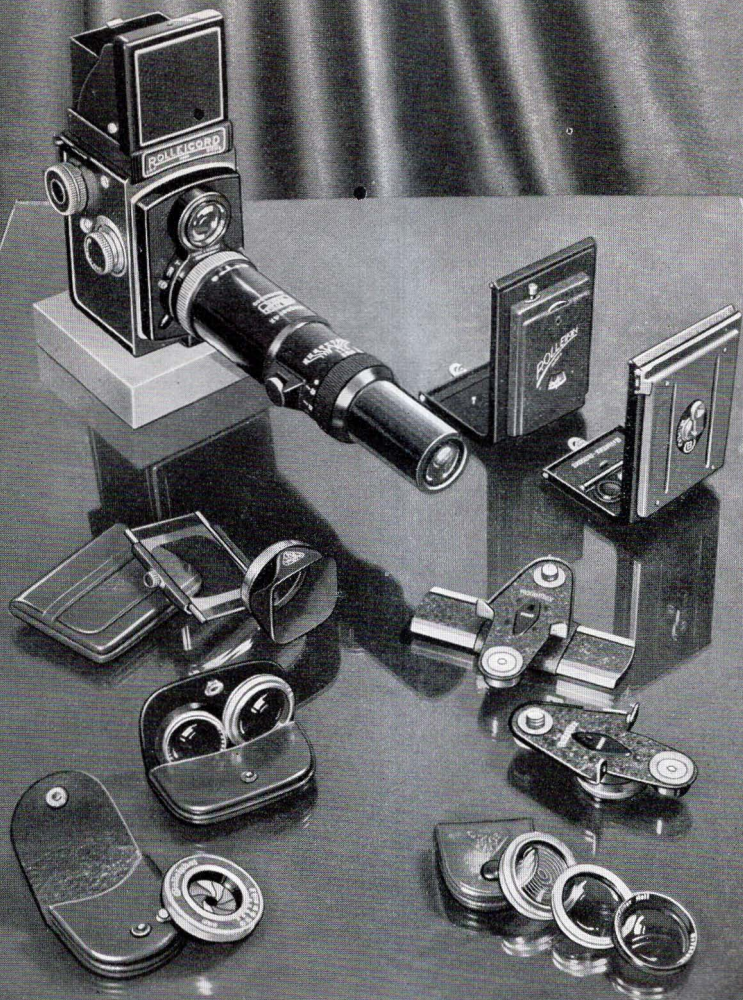
Least expensive of the Rollei cameras, the Rolleicord Ia is built on the same basic principles as the Rolleiflex. A slight touch of the finger causes the focusing hood to spring up. It is closed just as easily with gentle pressure. A magnifier can be snapped into position at any moment for critical focusing. A sport type metal frame finder is provided for eye-level composing.

A large milled knob transports the film. After reaching number 1 the film is automatically advanced to the next frame by winding the knob until it stops, while the counter automatically indicates the next exposure.

A one-lever compur shutter ensures lightning action—pressure on the right sets the shutter, a push to the left releases it. Model Ia has most of the essential features of the distinguished Rollei series, and is surprisingly low-priced. In its eveready case, it is well protected from dust and rain, yet with just one movement of the hand, the camera is ready for action.

Height, $5\frac{5}{16}$ in.; width, $3\frac{5}{8}$ in.; depth, $3\frac{3}{4}$ in. Weight, approximately 1 lb., 11 oz. Zeiss-Triotar f/4.5 lens, with one-lever Compur Shutter with speeds up to $\frac{1}{300}$ sec., and a faster focusing lens. Depth of focus scale on focusing knob. Exposure table on camera. Takes twelve $2\frac{1}{4} \times 2\frac{1}{4}$ " pictures on No. 120 or B2 film.

ROLLEICORD Ia



THE PRACTICAL ACCESSORIES

Rollei Lens Hood. For counter-light pictures, and to prevent reflections in night photography, as well as for pictures taken in rain and snow.

Rollei Proxar Lenses. Set 1 is for close-ups from 40 to 20 inches. Set 2 permits shots at between 20 to 13 inches.

Rolleipar Lenses. For Proxars 1 and 2. Fully corrects the finder image even at the shortest focusing distances.

Plate Adapter. For technical and scientific work with plates or cut film permitting immediate development of one picture.

Cinefilm Attachment. (For $2\frac{1}{4} \times 2\frac{1}{4}$ " Rolleis.) With re-winder. For pictures on 35 mm. movie film particularly suitable for use with standard 35 mm. color film.

Rollei Filters. Three shades of yellow, two of green, one each of orange, blue, red, ultra-violet and infra-red. For improved tone rendering, and cloud effects.

Magnar. This new supplementary tele-lens magnifies four times. Focal length is 30 cm. with the $2\frac{1}{4} \times 2\frac{1}{4}$ " size, and 24 cm. with the 4×4 cm. size. For use on all Rollei cameras with bayonet mount.

Bernotar. Polarization filter to eliminate reflections.

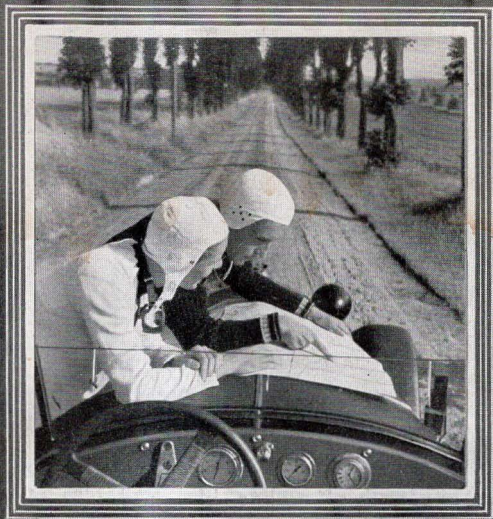
Rollei Duto Disc. Soft focus attachment for artistic effects.

Iris Diaphragm Rolleiphot. May be used as an exposure meter, and also for observing the depth of focus on the ground glass screen.

Panorama Head. For complete panoramas.

Stereo Attachment. For striking stereoscopic pictures.

Ask for the special list of other
practical accessories.



EXTRA FAST FINDER LENS

The Rollei cameras offer the exclusive advantage of the **extra fast** finder lens— a fundamental feature that gives you a brilliant image on the ground glass, regardless of the diaphragm stop being used on the taking lens—even under adverse lighting conditions. Perfect focusing is assured at all times, due to the shallow depth of field of the fast finder lens. There is no guessing either, because you instantly see when the image becomes clear on the ground glass.