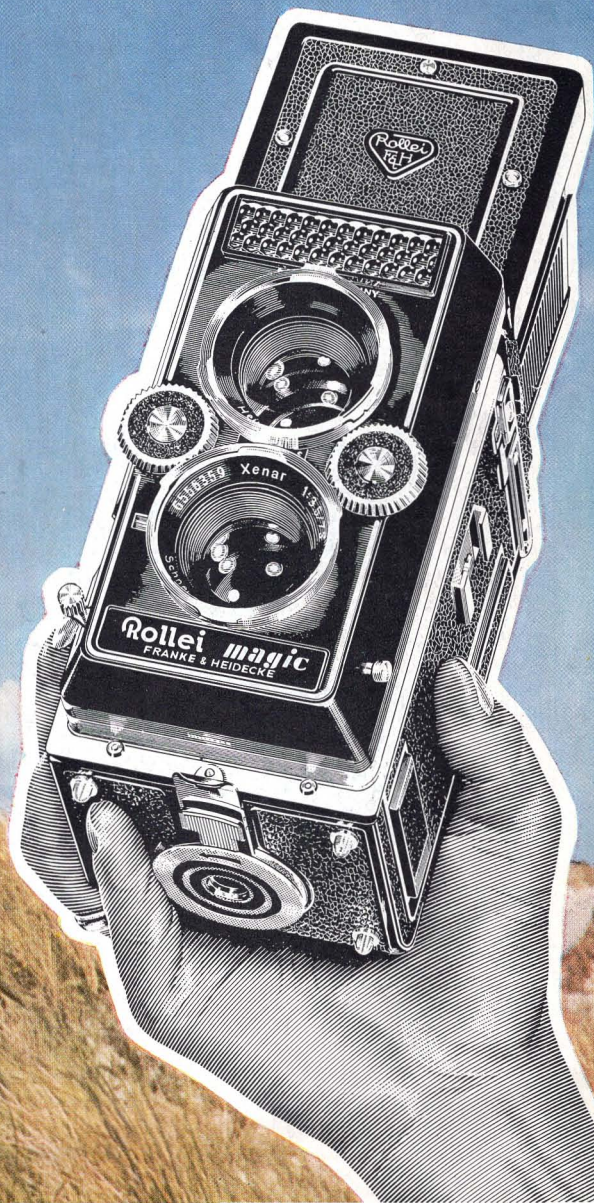
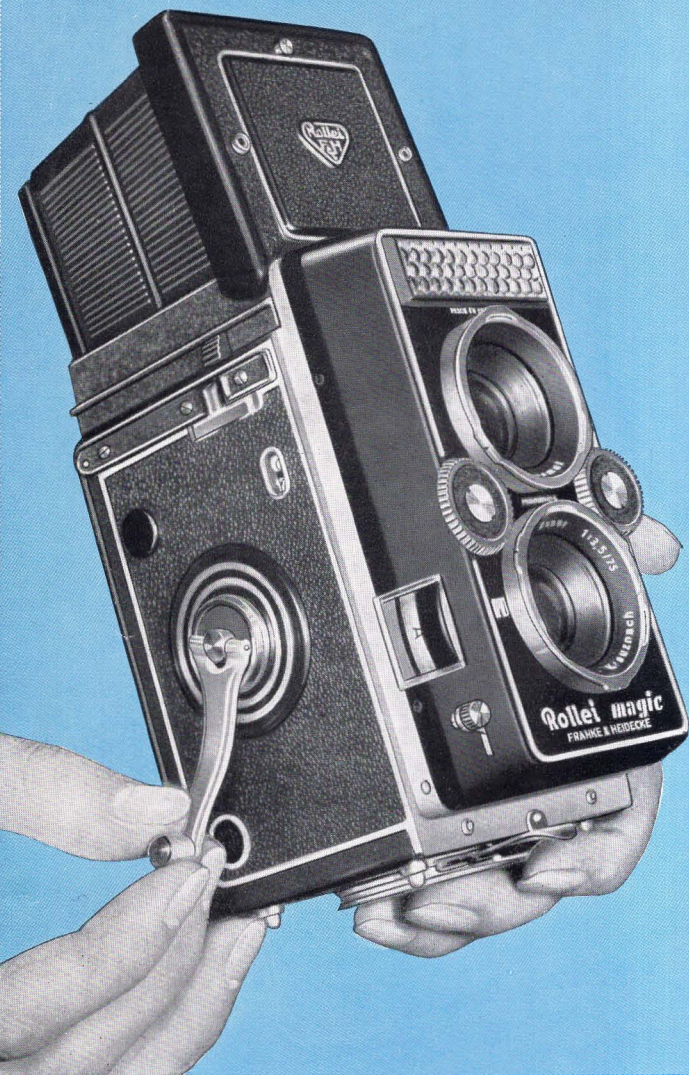


# Rollei *magic* - Automatic Perfect Pictures







## **The Only Camera**

which automatically yields correct exposures and shows you beforehand:

### **A Sharp and Perfect Picture**

The Rollei-magic is the only present-day automatic camera with the large Rollei finder. Is the subject right? Is it sharp? The Rollei-magic shows you at a glance. Like the famous Rolleiflex, it gives you perfect live pictures with the maximum of ease:

### **You See What You Get**

Watch the screen, press the button – and every Rollei shot is sharp – recorded by the world-famous Schneider Xenar f/3.5 lens. And every picture has your personal stamp, an individual effort of which you can be proud.

So for automatic photography you should know of the Rollei-magic. A glance in the finder is a preview of a perfect picture –

**because it is a Rollei**

### **Instantly Ready to Shoot**

Swing the crank for the next shot. Such simple operation means faster shooting when you need it. The crank does it: you never lose a picture, you are always ready.

### **The Shutter with a "Brain"**

The exposure meter always sets the Prontomat S shutter for the best exposure combination: maximum depth of field and shortest feasible exposure time. The continuous exposure control includes automatic filter compensation and a range from  $1/300$  to  $1/30$  second.

### **A Choice of Three Ranges**

In addition to automatic operation, the camera can also be set for flash shots (X-synchronization at  $1/30$  second) or time exposures of any length. The best light source is the "Rolleiflash M" gun or electronic flash. You can flash in all three exposure ranges.



## You See What You Get

The picture to be is there in the finder. You have a brilliant pre-view of the subject as a finished photograph – a natural size and sharpness, just as it is going to be.

Turn a wheel, and the image goes sharp. That is precision focusing with the simplicity of binoculars. You measure no distances, make no tricky guesses. You see the sharpness – in the finder image. You are always certain of pin-sharp shots.

And you quickly learn to find the best viewpoint for every subject. Step to one side, or raise or lower the camera: you select, compare, and improve. The Rollei finder is your silent adviser. It shows up worthwhile subjects – which you would have passed by without the Rollei-magic.

The Rollei-magic is ideal for unobtrusive candid shots. You do not aim at people, you remain a detached observer. You look down into the camera as into an open album. And you focus just on your final picture frame. With colour shots you judge colour harmonies only within the picture, uninfluenced by surroundings. In a nutshell: you concentrate without distraction.

### The Signal to Go Ahead

At a glance you see the meter needle. It is the clear signal for a successful shot. The camera automatically ensures correct exposure.

If you cannot see the needle, switch over to the flash range. Once more you can go ahead: with instantaneous shots in any light.



D.B.P. u. D.B.G.M.  
Foreign patents



## Correct Exposure Every Time

Automatically this "magic" camera sets the correct exposure. You only have to press the button.

### Correct Exposure

means twelve uniformly exposed shots on every film. Standard quality in every negative yields brilliant enlargements of every shot.

### Rapid Exposure

Automation saves time. Where others are still figuring out apertures and shutter speeds, you are ready for the next shot. You take your pictures in passing – almost without stopping.

### Reliable Exposure

is your guarantee for successful pictures – in any light and in any weather. Whether it is sunny or dull, you are certain of your pictures – even with colour film which needs very accurate exposure.

Without photographic experience every shot becomes a winner. At last you have a Rollei for every member of the family –

**because it is the Rollei-magic.**



### Easy Fine Focusing

A viewing magnifier makes fine focusing really exact. In the focusing hood you also have a frame finder. You can replace the hood by the Rollei Penta Prism for eye-level focusing of a right-way-round image.

### A Choice of Three Sizes

The 16-exposure mask set provides alternative picture sizes: instead of 12 exposures  $2\frac{1}{4} \times 2\frac{1}{4}$  inches (6 x 6 cm.) you now get 16 exposures  $1\frac{1}{8} \times 2\frac{1}{8}$  inches (4 x 5.5 cm.) – which includes the  $1\frac{1}{8} \times 1\frac{1}{8}$  inch (4 x 4 cm.) super-slide size. That means four extra shots per film. The camera automatically switches over to the selected number of pictures.

### The Handy Shape

A camera needs both shape and weight. You must be able to get hold of it, and to hold it steady and firmly without camera shake. You immediately have the right grip on the Rollei-magic.

**Size:**  $3\frac{1}{2} \times 4\frac{1}{4} \times 5\frac{3}{4}$  inches (8.8 x 10.6 x 14.7 cm.); **weight:** about 35½ ozs. (1,000 grams).



## Choose Your Size

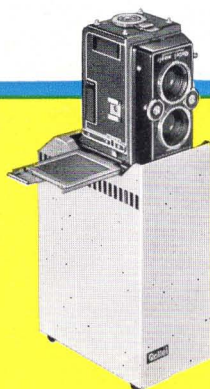
The Rollei-magic is a multi-size camera. That settles the question of picture size, without tying you down. The same film gives you 12 exposures  $2\frac{1}{4} \times 2\frac{1}{4}$  inches (6 x 6 cm.) as a handy week-end load – or as many as 16 exposures of  $1\frac{5}{8} \times 1\frac{5}{8}$  inch (4 x 4 cm.) super-slide size with the 16-exposure mask set.

A square picture in both cases saves worrying over upright or horizontal. You hold the camera one way only – the same way all the time. Neither size is ever too small – you always see the large image area with large details. So you can enlarge even selected portions without loss of definition. In brief, the  $2\frac{1}{4} \times 2\frac{1}{4}$  inch picture yields everything, the  $1\frac{5}{8} \times 1\frac{5}{8}$  inch one far more than the usual miniature size.

With black-and-white film you want both an album size contact print which you can give away as it is, and a negative that sets no limit to enlarging. The  $2\frac{1}{4} \times 2\frac{1}{4}$  inch format scores on both counts.

With colour enlargements the large negative size becomes important. The size of the image detail determines definition, brilliance, and colour quality. For the best pictures  $2\frac{1}{4} \times 2\frac{1}{4}$  inches is almost the minimum.

For projection the square shape makes the fullest use of a square screen. With both  $2\frac{1}{4} \times 2\frac{1}{4}$  and  $1\frac{5}{8} \times 1\frac{5}{8}$  inch pictures, the amazingly big and brilliant colour shots of the Rollei-magic give new thrills every time.



### $2\frac{1}{4} \times 2\frac{1}{4}$ inch

The Rollei format, rich in detail, large in scale, with the widest latitude for subsequent enlargement.

**6 x 6 cm.**



### $1\frac{5}{8} \times 1\frac{5}{8}$ inch

The "super size" of miniature photography, with an 85% increase in picture area and full use of modern miniature projectors.

**4 x 4 cm.**



### $1\frac{5}{8} \times 2\frac{1}{8}$ inch

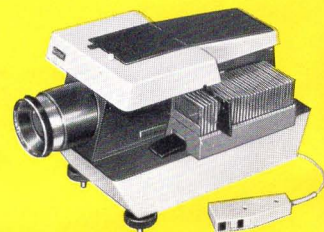
Compare the size of every frame when shooting with the 16-exposure mask set. The horizontal  $1\frac{5}{8} \times 2\frac{1}{8}$  inch (4 x 5.5 cm.) format includes the popular  $1\frac{5}{8} \times 1\frac{5}{8}$  inch (4 x 4 cm.) size.

**4 x 5.5 cm.**

## Colour Projection – For All Sizes

If you want an automatic projector for your Rollei-magic, the Rollei projector is the most up-to-date and universal unit. It takes all slide sizes – from miniature transparencies to  $2\frac{1}{4} \times 2\frac{1}{4}$  inches (6 x 6 cm.). It is a projector for a lifetime – with all the conveniences of remote control.

If you need a handy instrument for a small show, the camera itself becomes a projector with the Rollei projection attachment. It takes  $2\frac{1}{4} \times 2\frac{1}{4}$  inch and  $1\frac{5}{8} \times 1\frac{5}{8}$  inch transparencies, for screen images from 18 x 18 to 40 x 40 inches.





## Filter Tricks

Filters yield better pictures. But you must know which filter to use when. The yellow filter emphasises clouds. (The orange filter makes them look almost like a thunder storm.) With colour film the H1 filter yields more natural distant views, subduing blue haze. The R1 and R2 filters are stronger still: cool blues and greens become warmer. The use of filters puts mood and atmosphere into the picture.

A further trick is already built into the camera: the Rollei-magic looks after correct exposure even with filters. As you fit the filter, you adjust the automatic control mechanism to the factor – once more exposures are always correct. Filter shots are no problem with the Rollei-magic!

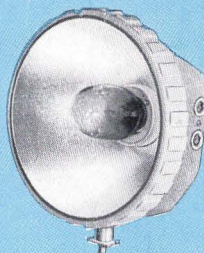


## Snapshots with Flash

You need lose no picture even when it is dark. Now flash provides the necessary "sunlight". With the Rollei-magic you are independent of the time of the day.

Flash light is instantaneous light – right even for action subjects. Its constant brightness makes exposures easy. You must have flash to make the fullest use of your Rollei-magic – for snapshots as in daylight.

The "Rolleiflash M" completes the camera. This flash gun is specially designed for the Rollei-magic. It takes flash bulbs of three types of fitting. You are not tied to any particular make. You can get the right bulbs everywhere – at home or abroad.



## Nearer and Larger

Colour begins in the garden. Look at the colourful flower beds for the ideal colour subjects. But they look best as large scale close-ups of individual flowers. Why not try it?

The Rollei-magic alone can approach any subject down to 3 1/2 feet. But when you want to, you can go as close as 10 inches. Then you fill your frame with the fascinating world of small objects seen in large size.

Rolleinar close-up lenses are the only accessories you need. A pair of such lenses act as magnifiers for the camera and viewing lens. Now you can carry on: focus as before and shoot as usual. The Rolleinar lenses are available in three sets for different distance ranges. Set 1 (3 1/2 feet to 18 inches) is the most popular.



The Rollei-magic takes optical attachments with size II bayonet mount.

F R A N K E & H E I D E C K E • B R A U N S C H W E I G

## CLAUS GELOTTE, INC. CAMERA STORES

The Rollei-magic with its elegant everready case looks forward to your interest. Your photo dealer will be glad to demonstrate it without obligation. He will also give you the leaflet "The Practical Accessories" with details of all other Rollei equipment.

BOSTON	CAMBRIDGE	CAMBRIDGE	QUINCY
284 Boylston St. Opp. Public Garden	185 Alewife Brook Pky. Fresh Pond Office Bldg.	Harvard Square Opp. Widener Library	1387 Hancock St. Opp. Granite Trust Bldg.