

ROLLEI



ROLLEIFLEX-*Automat*
ROLLEIFLEX 2.8 C
ROLLEICORD V



INCOMPARABLE

The international success of Rollei pictures has gained world-wide recognition and fame for the "See the Picture" principle of photography.

Today one encounters the Rollei everywhere. The beginner appreciates its simplicity, the expert its unparalleled and versatile performance. A glance at the ground glass tells all and the automatic features preclude all possibility of error in handling. No special knowledge or study of photography is required to master the simple technique of taking good pictures with the Rollei.

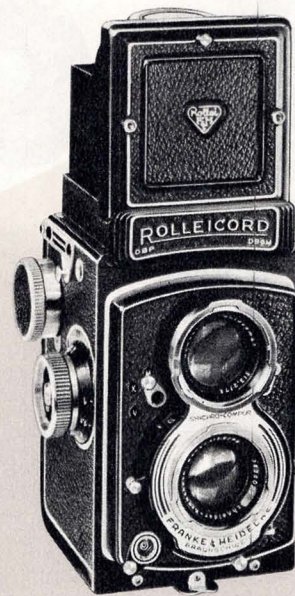
Experience gathered through twenty-five years of constant effort has resulted in the present high and unmatched Rollei standards of design and construction. Rollei leads the fine camera field, with some of its many original features copied by unconsciously complimentary imitators. Rollei's natural readiness permits easy mastery of all the important fields of photography, always through the use of the same, simple, basic working principle. The advantages of the twin-lens design, its high degree of optical performance and its two format picture system make the Rollei the ideal color camera. Used with its many simple, supplementary accessories the Rollei achieves an almost unlimited universality.

More than 3/4 million members of the photo-fraternity have become enthusiastic and successful Rollei photographers. Their much admired achievements have been widely reproduced in the international photographic press and offer the highest level proof of the superiority of Rollei photography. Rollei is the camera of the present and the future. Your choice of this fine camera today guarantees matchless performance for many years to come.

THREE MODELS — ONE PRINCIPLE

Your first peep at the ground glass screen immediately reveals the most striking Rollei advantages: viewing image in full color, same size as the ultimate picture; easy and constant control over sharpness, composition and picture effect, up to and even through the exposure. The Rolleicord V, with its foolproof handling, is fast and extremely easy to operate. The Rolleiflex Automat is even faster. Its automatic safeguards free you from all "mechanical" thinking, permitting full concentration on the picture. The special requirements of the seasoned professional photographer are easily dealt with by the high-efficiency Rolleiflex 2.8 C with its superb high speed lens. Thus the Rollei Trio offers

*The right
Rollei for
everyone*



THE AMATEUR'S UNIVERSAL CAMERA

With Schneider Xenar f:3.5/75 mm lens in Synchro-Compur (1/500th to 1 second, Time exposures) with light value scale and self-timer. Viewing lens Heidosmat f:3.2/75 mm. Double bayonet rings around lenses for attaching optical lens accessories and lens hood. Double exposure prevention device for roll film which may be released at will for intentional double or multiple exposures or when using the Rolleikin or plate adapters. The shutter is cocked and released by a single lever. Socket for cable or body release. Two side control levers for diaphragm and shutter speeds, coupled for working with light value scale. Large focusing knob provides comfortable grip and has built-in film speed reminder. Exact focusing from infinity (∞) to 3 feet (90 cm) in one revolution. Depth-of-field scale. 2.5 times viewing magnifier. Built-in direct view finder for eye-level viewing after focusing. Specially fine ground glass focusing and viewing screen with cross lines for easy camera leveling. Very bright viewing and focusing image always visible, right side up, and under constant control. Image is identical to finished picture both as to size and composition. Automatic parallax compensation. Film is positioned for correct starting before closing back. Handy film winding knob. Automatic exposure counter. Two-format back for $2\frac{1}{4} \times 2\frac{1}{4}$ pictures on 120 roll film or 24×36 mm on 35 mm film with Rolleikin 2 adapter. Back equipped with light value table. Dimensions: height $5\frac{5}{8}$ "", width $3\frac{15}{16}$ "", depth $3\frac{7}{8}$ ". Weight 31 ounces.



Automat

FOR EXACTING WORK

With Zeiss Tessar or Schneider Xenar f:3.5/75 mm lens in Synchro-Compur (1/500th to 1 sec., Time) with light value scale and self-timer. Very fast viewing lens, Heidosmat f:2.8/75 mm. Shutter cocking and self-timer tensioning coupled to film transport. Double exposure prevention device for roll film and 35 mm film; may be released for intentional double or multiple exposures. Handy knurled adjustment wheels for diaphragm and shutter speeds; scales visible from above in single dust-proof window. Selection of diaphragm settings and shutter speeds simplified when light value scale is used. Special coupling device automatically corrects diaphragm opening when changing to other shutter speeds. Body release with safety guard, which may be locked for Time exposures. Very large focusing knob with built-in reminder for film type and speed. Synchro M-X lever, with locking device for flash cord. Direct view finder and beneath it a focusing device with magnifier for pictures at eye-level. Finest ground glass screen with vertical and horizontal lines. Protection against overhead light because of large magnifier flap. Rapid film transport by means of crank. Built-in feeler mechanism for fast, automatic film positioning when loading. Automatic exposure counter. Two-format back with safety lock. Folding lens cap. — Dimensions: height $5\frac{5}{8}$ "", width $3\frac{7}{8}$ "", depth $3\frac{3}{4}$ ". Weight $34\frac{1}{2}$ ounces.

ROLLFILM — 35 mm FILM — CUT FILM — PLATES

Whether in color or black-and-white, Rollei always delivers strikingly sharp negatives or brilliant color transparencies capable of tremendous enlargement. With the No. 120 roll film Rollei permits making 12 full size $2\frac{1}{4} \times 2\frac{1}{4}$ " prints suitable for album mounting. Inexpensive color prints may also be had in this size. If you prefer the more economical 35 mm film, with a frame size of 24×36 mm for sequence shots or for color slides you can fit the Rollei with the Rolleikin 2 adapter. You will then have the equivalent of a miniature camera with telephoto lens. Single pictures are easily made in the $2\frac{1}{4} \times 2\frac{1}{4}$ " size with the plate adapter for cut film or plates $2\frac{1}{2} \times 3\frac{1}{2}$ "", interchangeable with the Rollei's back. Thus you have free and unlimited choice:



*The right film
for every
picture*

THE DISTINCTIVE ROLLEI WITH FAST LENS FOR PROFESSIONALS AND TECHNICIANS

With Schneider Xenotar or Zeiss Planar f:2.8/80 mm, both latest type high-efficiency 5 glass lenses, almost completely aberration-free with brilliantly sharp definition combined with high lens speed. Synchro-Compur shutter (1/500th to 1 sec., Time). Heidosmat f:2.8/80 mm viewing lens. Self-timer with cocking lever. Diaphragm and shutter speeds are adjusted separately by means of knurled thumb wheels, individual automatic safety locks prevent accidental shifting. Self-locking film spool knobs serve also as rewind and counter when using Rolleikin adapter. Two magnifiers, for waist-level or eye-level focusing, are adjustable for normal and far-sighted eyes. Other features are the same as in the Rolleiflex 3.5 (crank for film winding and automatic shutter cocking, double exposure prevention device and release, very large focusing knob with built-in film reminder, etc.). Folding lens cap. Quick fastening neck strap. — Dimensions: height $5\frac{5}{8}$ "", width $3\frac{7}{8}$ "", depth 4". Weight approx. 38 ounces. *Optical Accessories 2.8 C.* Lens hood, filters, close-up lenses, soft-focus lenses, Rolleimeter and Rolleiflash flash unit are made in larger models for the Rolleiflex 2.8 C at slightly higher prices. Rolleinar sets for the 2.8 C include a built-in Rolleipar in the viewing lens unit.

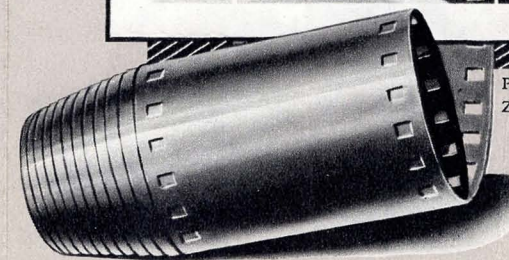
Two Possibilities with each Rollei

For the large picture area
the full format $2\frac{1}{4} \times 2\frac{1}{4}$ "

For limited sections
Telephoto effect
the economical 24×36 mm size



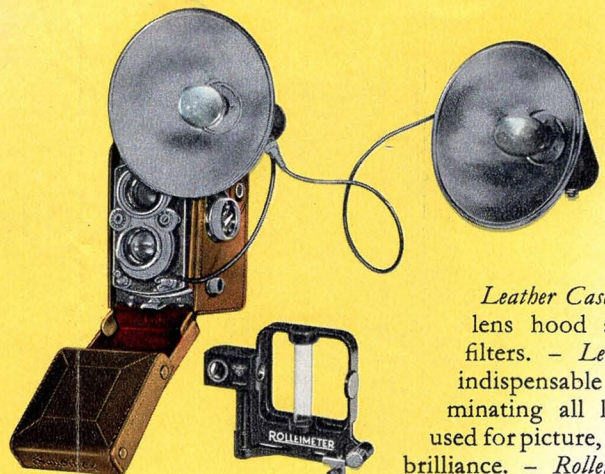
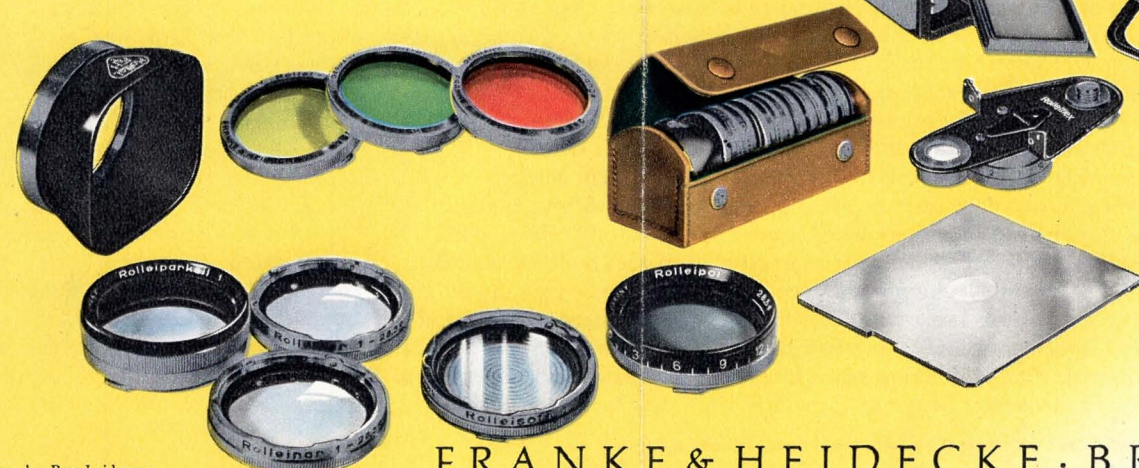
Photo by
Zoltan Glass





THE PRACTICAL ACCESSORIES

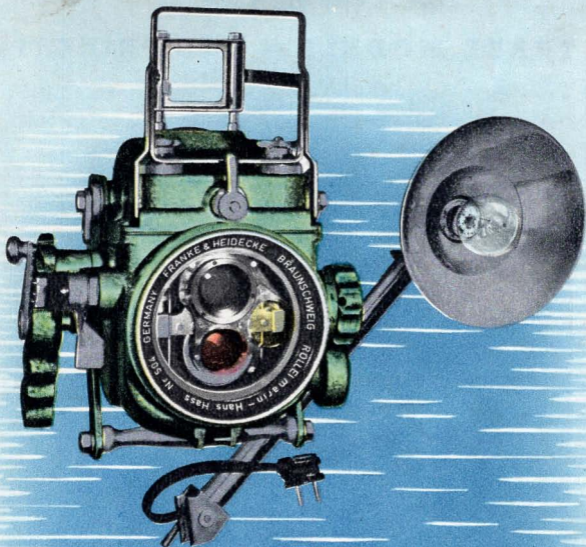
Ever-ready case of finest leather, suitable also when camera is equipped with Rolleikin 2. – *Rolleiflash* flash unit for bayonet base (Swan) lamps. Light, handy, internal roll-up reel for cord, dependable battery-condenser (B-C) circuit. Attaches to upper bayonet of camera. – *Rolleiflash-Comb.* supplementary extension unit for Rolleiflash (one or two may be used), with 80 inch connecting cord. *10 Foot Extension Cords* of two types for either unit. Combinations of one, two or three flash units with as much as 33 feet of cord may be used. *Carrying Bag* for one Rolleiflash and one Rolleiflash-Comb. – *Rolleimeter*, range finder for Rolleiflex, for use with open direct view finder in poor light. – *Rolleikin 2* 35 mm film adapter with rewind device for up to 36 exposures 24×36 mm, in pocketable case. – *Plate Adapter* $2\frac{1}{4} \times 2\frac{1}{4}$ with special Rollei holders for $2\frac{1}{2} \times 3\frac{1}{2}$ plates or cut film. Either regular reflex ground glass or special direct viewing *Focusing Screen Slide* accessory may be used for focusing. – *Panorama Head*, used with tripod, permits partial or complete circle panoramas of up to ten pictures $2\frac{1}{4} \times 2\frac{1}{4}$. – *Body Shutter Release* for Rolleicord which may be used in place of cable release. *Rolleigrind Lens*, brightens the corners and edges of the ground glass image in poor light. – *Extension Hood* for glare-free viewing of the ground glass image at normal viewing level. – *Leather Compartment Case*, for one lens hood, two Rolleinar sets with Rolleipars and five filters.



Leather Case for one lens hood and two filters. – *Lens Hood*, indispensable for eliminating all light not used for picture, increases brilliance. – *Rollei Filters*: light yellow, medium yellow, light green, green, light blue, orange, light red, for increased picture contrast and tone separation in black-and-white. Infra-red filter especially for infra-red film. UV filter eliminates ultra-violet rays with black-and-white film, useful also as regular filter above 6000 feet. H 1 filter, special ultra-violet filter for distant views with daylight color film. – *Rolleinars*, pairs of supplementary lenses for close-up work, regular ground glass focusing from 40–18" (set 1) and 20–12" (set 2). *Rolleipar 1* and *2* for parallax compensation with Rolleinars. – *Rolleisoft Soft Focus Lenses*, 0 and 1, for sunny halo effects and when less than wire sharpness is desired, for portraits, etc. – *Rolleipol*, polarizing filter, eliminates or reduces undesirable reflections, also permits control of sky tone in color pictures.

Special Advantages of Rollei Lens Accessories: *Bayonet mount* permitting snug, accurate fit even when using several lens accessories in combination. *Coating*, similar to anti-reflection coating of lenses, insures maximum picture brilliance. *Two Layer Coating* of each filter type, adapted to the specific purpose of the individual filter guarantees maximum contrast and efficiency throughout its spectral range.

FRANKE & HEIDECKE · BRAUNSCHWEIG · GERMANY



ROLLEIMARIN
UNDERWATER HOUSING
for Rolleiflex-Automat

Provides complete and fully automatic control of the camera under water. Pressure proofed for work as deep as 330 feet (100 meters) below the surface. Ground glass viewing and focusing through prism and magnifier while maintaining normal swimming attitude. Rotating, click-stop filter turret for two filters. Weight: under water 1.4 kg., above water 5.3 kg. - Special accessories: Carrying case, 3 filters (light yellow, medium yellow, orange) in leather case. Special flash unit (for both sizes of lamp bases) with sail cloth bags.

Your photo dealer will gladly supply additional information on the Rollei models.

Lipman's

CAMERA DEPT.

MAIN FLOOR - (At the elevators)