

FRANKE & HEIDECKE
BRAUNSCHWEIG · GERMANY

Rolleicord

V

THE AMATEUR'S UNIVERSAL CAMERA

Rollei photography is sure-shot photography—all hits, no misses. You always know what you're getting. Is the picture sharp, is the composition correct? Does the subject matter lend itself to the forming of a fine photographic PICTURE? These key questions are answered automatically by the Rollei itself, through the medium of the always visible image on the ground glass screen of the mirror reflex finder. The actual-size image gives you a truly complete impression of the photographic effect. The eye can actually preview and critically examine the picture **before** the shutter is snapped. The utter simplicity and superiority of this basic method of control-image viewing enhances the speed and certainty with which the Rolleicord copes and easily solves all manner of photographic problems. The automatically safe-guarded and fool-proof operation results in the simplest of all picture-taking procedures.

FOCUSING is accomplished with great ease and accuracy because of the oversize easy-to-grip focusing knob and the 2.5 times magnifier. After focusing, the camera's hood may be instantly converted into a direct-view frame finder for sports photography. DIAPHRAGM OPENING and SHUTTER SPEED are selected and set by means of two handy levers, located to the right and left of the lenses. Both opening

and speed may be selected and adjusted simultaneously when using the light value system. Correct exposure relationship of the shutter speed and diaphragm opening is maintained automatically even when a change in the subject matter requires a different setting. In such cases it is necessary only to turn the speed control wheel since the diaphragm is coupled to it. The shutter cocking lever serves a double purpose since it is also used to RELEASE THE SHUTTER. Double exposures are effectively prevented through the alternate locking of the shutter and transport mechanism. FILM TRANSPORT: After loading the film is advanced to the indicator marks. From this point on the film is correctly measured out and locked for each exposure automatically. Taking the picture releases the mechanism to permit winding the film to the next exposure. In special cases the double exposure prevention device may be intentionally disengaged for trick shots or when using Rolleikin 2 or the plate adapter. Other features: Built-in self-timer, which may also be used for flash pictures at "X" setting. Locking device for flash cord plug. Depth of field indicator and film speed (DIN/ASA) reminder in focusing knob. Light value chart on the two-format back.

Lens and Shutter

Schneider Xenar f:3.5/75 mm, viewing lens Heidosmat f:3.2/75 mm, both coated. Synchro-Compur shutter (1/500th to 1 sec., Time exposures), fully synchronized for flash lamps and electronic flash units (M-X contact) with light value scale and self-timer. Light metal lens cap, cable release.



5⁵/₈" x 3¹⁵/₁₆" x 3⁷/₈"
Weight 31 ounces



Rolleiflex Automat

35

This masterpiece, whose famous name has become synonymous with "the best", is the unquestioned leader of the twin-lens camera field.

Its natural readiness for action and precision construction has caused it to be regarded as the ultimate in providing foolproof operation, extreme shooting speed and unequalled reliability. This fast shooting camera can be adjusted and operated with amazing speed and is as dependable and precise as a mathematical computer. Combining shutter cocking and film winding into a single operation, the camera permits lessened "mechanical" thinking and thus valuable seconds are gained for shooting pictures in rapid succession. Full concentration on the picture follows as a matter of course and therefore not only individual pictures, but even those taken under stress, such as sports series and press pictures, have a surprisingly life-like quality.

An outwardly distinguishing sign of the Rolleiflex Automat is the film transport crank. When loading the camera the film feeler mechanism is automatically engaged and the crank stops at the right instant. The shutter and self-timer are also simultaneously cocked by the self-same crank action. For subsequent exposures a quick, easy pendulum swing of the crank from stop to stop keeps the Rolleiflex in constant readiness for action. The double exposure prevention device excludes accidental double exposures or blank frames but may be released at will for intentional multiple exposures on roll film.

Shutter speed and diaphragm openings are adjusted by means of two handy control wheels and the respective scales are read in a single peep window in front of the ground glass screen. The shutter speed control wheel has click stops and also has, engraved on its front surface, the light value scale. This scale further simplifies the quick adjustment of shutter speed and diaphragm opening: Turning the shutter speed control wheel alone is all that is necessary to select the proper combination of speed and opening. The oversize focusing knob permits extremely accurate

THE FAST OPERATING ROLLEI, WITH SUPERIOR AUTOMATIC FEATURES, FOR THE MOST EXACTING WORK

focusing due to the very favorable 13 to 1 ratio (13mm knob rotation = 1 mm front extension). The knob also is fitted with a double duty film type and film speed reminder.

Two magnifiers permit easy and positive focusing in usual operating position or at eye level for sports pictures. The pressure point body shutter release may be locked in depressed position for long time exposures by means of the safety locking lever. The Synchro M-X lever serves as a locking device for the flash cord plug.

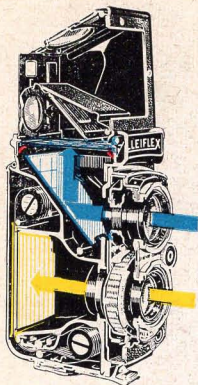
Lens and Shutter

Zeiss Tessar or Schneider Xenar f:3.5/75 mm, viewing lens Heidosmat f:2.8/75 mm, both coated. Synchro-Compur shutter (1/500th to 1 sec., Time exposures) with light value scale, fully synchronized, even when using self-timer. Folding lens cap.

5⁵/₈" x 3⁷/₈" x 3³/₄"
Weight 34¹/₂ ounces



FEATURES OF ROLLEI DESIGN

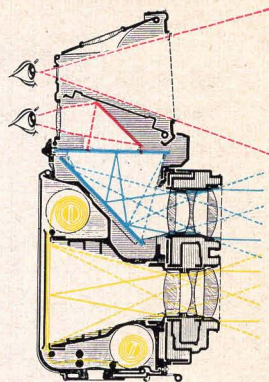


Parallax Compensation

Perfectly matched lenses of identical focal length insure exact conformity of viewing and film images. A moving mask beneath the ground glass screen automatically compensates for parallax and shows exact area covered by negative at all distances.

Direct View Finder

Life-sized viewing and framing of fast moving objects is easily done through the direct open view finder incorporated in the hood. Just below the peephole is a second magnifier which enlarges the center of the eye level images four times for quick check of focus.

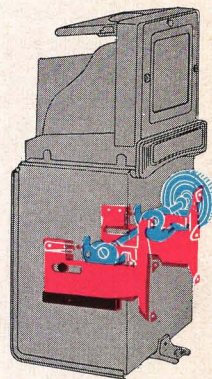
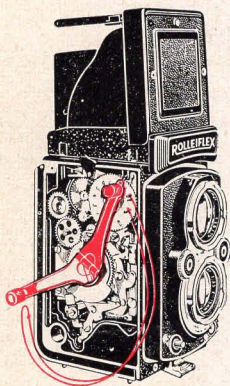


Automatic Film Transport Mechanism

Inside the camera, not visible to the eye, a precise mechanism performs a number of important functions and automatically excludes operating errors. From picture to picture, a simple pendulum swing of the crank keeps the Rolleiflex in constant readiness for action.

Special Focusing Mechanism

Just one turn of the focusing knob moves the lens panel smoothly and accurately through the entire focusing range from ∞ (infinity) to 36 inches. The special design of the focusing mechanism, involving a cam drive based on the principle of Archimedes' spiral, insures absolutely uniform movement of the lens panel in both directions without play or backlash.

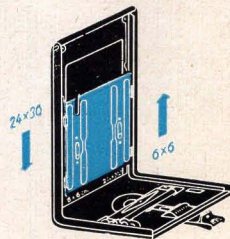
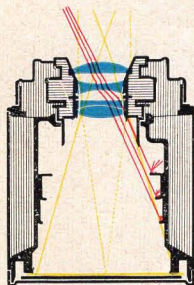


Anti-reflection Baffles

Two methods are used to enhance the brilliance of Rolleiflex pictures: coating the lens and optical accessories and insertion of anti-reflection baffles in the film chamber. The first prevents reflections inside the lens system and the second effectively traps reflected light which would otherwise reduce contrast or color purity of the film image.

Two-format Back

The Rolleiflex is designed to take $2\frac{1}{4} \times 2\frac{1}{4}$ " pictures on roll film and 24×36 mm shots with Rolleikin 2 on 35 mm film. An adjustable pressure plate in the two-format back is easily set to regulate film channel width according to the thickness of film material and keeps either type in the correct focal plane.



Rolleiflex

28C

THE DISTINCTIVE ROLLEI WITH FAST LENS FOR PROFESSIONALS, SCIENTISTS AND TECHNICIANS

Normally, the f:3.5 opening offers sufficient reserve in lens speed. However, professional photographers, technicians and specialists in scientific fields often require, particularly with the so far limited speed color films, the larger f:2.8 opening. The Rolleiflex 2.8 C was designed to satisfy this and other requirements. As a special model of the Rolleiflex Automat it is a precision instrument capable of outstanding optical performance.

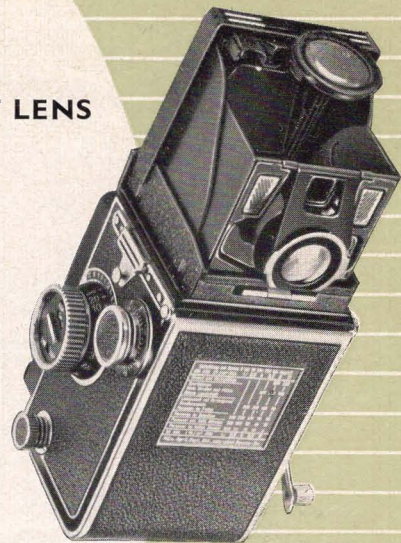
Schneider Xenotar and Zeiss Planar lenses are high efficiency lenses of the most modern design. Of Gauss type construction these five glass element lenses combine high refractive index glasses with the most effective use of air spaces. They can be said to be almost completely aberration free and produce negatives brilliantly sharp in all areas even at full opening.

Rolleiflex 2.8C optical lens accessories are supplied in appropriate size for the larger diameter f:2.8 lenses.

Basically the same as the f:3.5 camera, there are some mechanical differences. The built-in self-timer is cocked by a separate lever. The Synchro M-X lever and the flash cord locking device are independent of each other. Instead of the light value scale the shutter speed and diaphragm control wheels are provided with friction locks to prevent accidental change of settings. The film spool knobs do double services as Rolleikin 2 C counter and rewind knobs and cannot be pulled out when camera is closed. In addition, both focusing magnifiers are adjustable in position for both normal and far-sighted eyes. Thus the Rolleiflex 2.8 C may readily be used as a group camera by companies or laboratories employing photographers with varying eyesight.

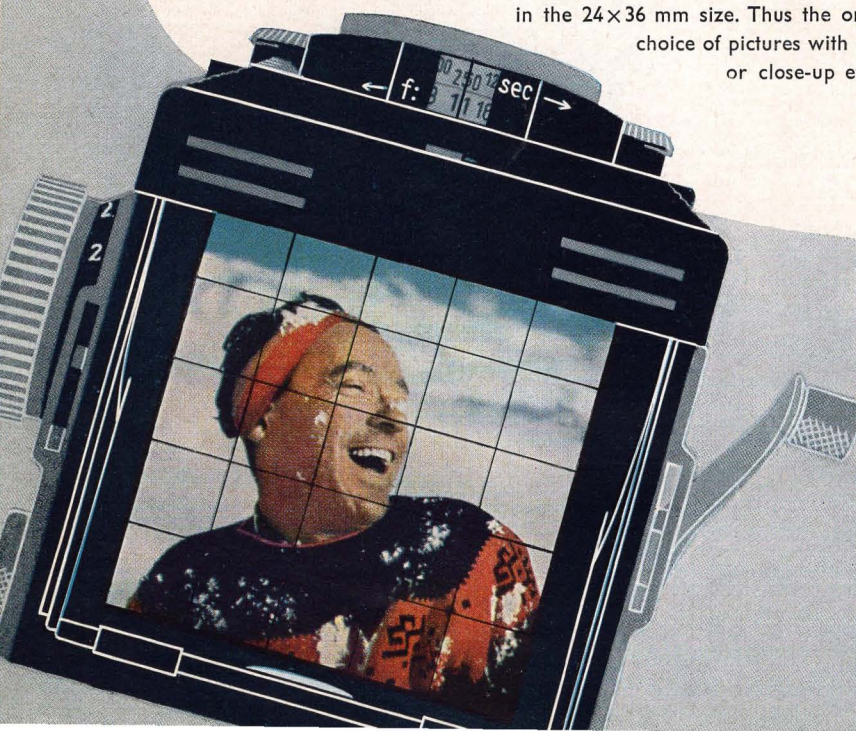
Lens and Shutter

Schneider Xenotar or Zeiss Planar f:2.8/80 mm, viewing lens Heidosmat f:2.8/80 mm, both with anti-reflection coating. Synchro-Compur shutter ($1/500$ th to 1 sec., Time exposures) fully synchronized with M-X contact. Folding lens cap. Quick fastening neck strap. Dimensions: height $5\frac{5}{8}$ ", width $3\frac{7}{8}$ ", depth 4". Weight approx. 38 ounces.



THE KEY TO COLOR PHOTOGRAPHY

The twin-lens principle makes of the "Seeing" Rollei the ideal color camera. Its right-side-up, extremely bright ground glass image in full color shows at a glance the true semblance of the finished color picture. The viewing image sparkles like a color slide in the darkness of the focusing hood, literally a section taken out of gay reality, clearly outlined in full picture size. With hardly more than a glance the picturelike image may be checked carefully for its color effect, composition and sharpness. Since the viewing image always remains visible, even through the exposure, no disconcerting blanking-out of the ground glass occurs. Thus the photographer may proceed to another exposure, almost without delay, if he so desires. The viewing lens is constantly at full opening so that even when the taking lens is stopped down for exposure requirements the ground glass image maintains maximum brightness and full focusing sensitivity. — Thus the Rollei focusing hood excels as a dependable adviser in all problems concerning the picture. It warns against unsuitable color or picture motifs and contributes maximum assistance towards obtaining strikingly sharp and truly worth-while pictures. The rigid and undeviating tracking of the carefully matched, high optical performance Rollei lenses guarantees that the sharpness of the viewing image is exactly duplicated in the picture. The purity and brilliance of the colors, the sharp image contours free from color fringes, and the practically unlimited degree to which Rollei pictures may be enlarged prove the outstanding correction of Rollei lenses, even in the most exacting field of color work. But this is as it should be since their makers enjoy the finest of world-wide reputations. — The two sizes of the Rollei's pictures also offer special advantages. The full $2\frac{1}{4} \times 2\frac{1}{4}$ " size may be used for the large detail-rich slide or the inexpensive color print suitable for album mounting. The even more economical miniature slide or extended picture series may be made on 35 mm film in the 24×36 mm size. Thus the one camera and focal length offers the choice of pictures with a large angle of field and telephoto or close-up effect within a limited picture area.





Ever-ready Case and Lens Hood

constitute the obligatory accessories for the Rollei. The elegant leather case protects the camera when carrying and even while taking pictures. It may be used equally well when the Rollei is equipped with Rolleikin 2. The lens hood keeps extraneous light (that which is not used to make the picture) from entering the lens, thus insuring maximum brilliance under even the most adverse lighting conditions.

Rolleinars

With these supplementary lens pairs the Rollei may be used for close-ups as easily as it is for normal distances. Set 1 changes the focusing range to 40 to 18" and set 2 to 20 to 12". Normal ground glass focusing is used and corresponding Rolleipars 1 and 2, attached to viewing lens Rolleinars, compensate for parallax. Rolleinars are built into Rolleinars for the 2.8 C camera.



THE
PRACTICAL
ACCESSORIES

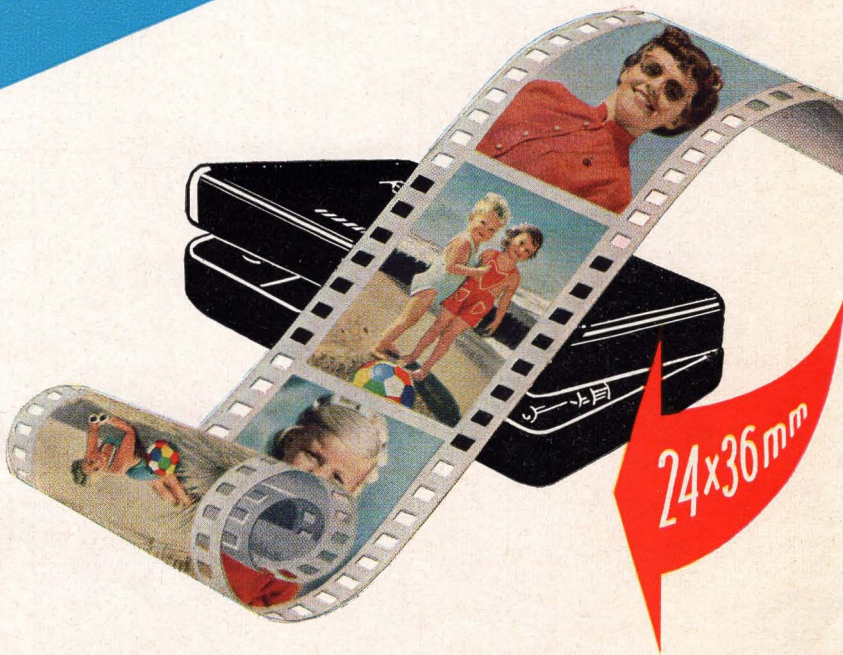
ROLLEIFLASH

Truly designed to mate with the Rollei, Rolleiflash offers the handiest, surest method of making flash shots with bayonet base (Swan) bulbs. The pebbled reflector gives a brilliant but well diffused light over the angle covered by the Rollei. The compact battery case with built-in cord reel and shock-proof mount is attached to the upper bayonet. A test lamp and coupling for Rolleiflash comb. extension unit are provided. One, two or three flash lamps may be fired simultaneously up to a distance of 33 feet with proper extension cords and, if needed, extension units. The sure-fire battery-condenser circuit makes it possible to illuminate even large rooms or to achieve special lighting effects. Rolleiflash C for Rolleiflex 2.8 C.



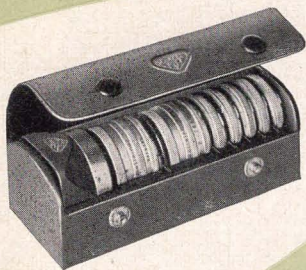
ROLLEIKIN

Easily and quickly installed in any Rollei for conversion to 35 mm film, Rolleikin 2 comes in its own compact, pocketable case. The Rollei thus equipped becomes, with no change in outward appearance, a miniature camera with long focal length lens for up to 36 24x36 mm exposures. Suitable masks for the ground glass screen, direct view finder and lens hood are provided. Either the partly or completely exposed 35 mm film can be wound back when a change of film is desired. Rolleikin 2 C for Rolleiflex 2.8 C.



24x36mm

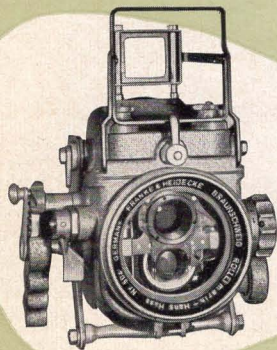
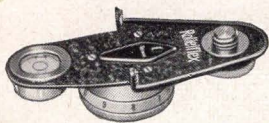
Compartment Case, of leather, for storing lens hood, both Rolleinar and Rolleipar sets and five filters in one practical unit.



Rolleipol, eliminates or reduces undesirable reflections, except from metallic surfaces, and permits control of sky tone in color pictures.



Panorama Head for panorama shots with tripod. Any number up to 10 (complete circle, 360°) 2 1/4 x 2 1/4" shots may be taken.



Rolleimarin, pressure proof underwater housing for Rolleflex Automat f:3.5.

Rollei Filters, coated: light yellow, medium yellow, light green, green, light blue, orange, light red, for enhanced picture effects. Infrared filter for special effects with infrared film. UV filter for eliminating ultraviolet rays with black and white film. H 1 Filter, a UV type for distant scenes with daylight color film.



Rolleisoft soft focus supplementary lenses 0 and 1 for sunny, back-lighted halo effects and when less than wire sharpness is wanted; for portraits, etc.



Leather Case containing lens hood and 2 filters.

Rolleigrad Lens, brightens the corners and edges of ground glass image in poor light.

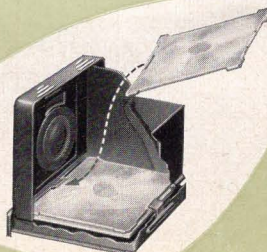
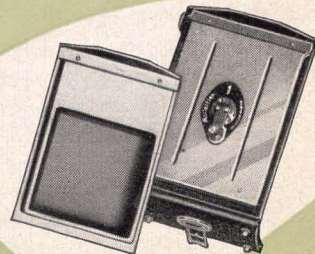


Plate Adapter, with focusing screen slide, for 2 1/4 x 2 1/4" pictures on 2 1/2 x 3 1/2" plates or cut films.



ROLLEI FEATURES

Both lenses are anti-reflection coated. Double bayonet (inner and outer bayonet) mount rings around the lenses for optical accessories, lens hood and Rolleiflash. Lens cap. — Synchro-Compur shutter (fully synchronized, M-X contact), $\frac{1}{500}$ th to 1 sec. and Time exposures. Self-timer with approximately ten seconds delay. Cable release socket.—Folding focusing hood with simple, single motion manipulation. Built-in direct view finder. 2.5 times magnifier covering entire screen image. Finest grain, optically polished, ruled (squares) ground glass screen. Always visible, bright, right-side-up, focusing sensitive ground glass image identical to that on negative in size and composition. Automatic parallax compensation.—Large, handy focusing knob moves lens panel smoothly through complete focusing range in one turn, no backlash because of unique double cam drive. Depth of field scale. Film speed reminder DIN/ASA.—Film transport (no red window) with automatic film stop and counter. Double exposure prevention device to avoid accidental double exposures and blank frames, may be released for intentional multiple exposures on roll film. Rewind knob (Rolleikin) for 35 mm film.—Two-format back with exposure table, tripod socket and self-locking back hinge. Adjustable film pressure plate for $12\ 2\frac{1}{4}\times 2\frac{1}{4}$ " exposures on 120 (B II 8) film or, when using Rolleikin 2, for up to $36\ 24\times 36$ mm exposures on 35 mm film. Back removable so as to interchange with plate adapter back for single $2\frac{1}{4}\times 2\frac{1}{4}$ " exposures on $2\frac{1}{2}\times 3\frac{1}{2}$ " plates or cut films.—Flash cord socket — two pole connector, one grounded to camera body. Locking device for flash cord plug. Synchro lever for "X" contact (electronic flash, X and F-type bulbs) and "M" contact (M-type flash bulbs).

ROLLEICORD V. Taking lens, Schneider Xenar f:3.5/75 mm. Viewing lens, Heidosmat f:3.2/75 mm. Film positioned with open back. Handy film transport knob. Single lever for both cocking and releasing shutter. Diaphragm and shutter speeds independently set by means of two levers, with separate windows for scales. Light value scale. Click stop shutter speed settings. Coupled shutter speed-diaphragm opening adjustment.

TECHNICAL ADVANTAGES OF THE ROLLEIFLEX

Crank for fast film transport and automatic shutter cocking. Automatic film positioning through film feeler mechanism. Very large focusing knob with film type and speed reminder. Eye level focusing, when desired, through four time magnifier just beneath the direct view finder. Handy, small knurled control wheels for shutter speed and diaphragm setting—scales visible in single peep window. Pressure point body release with locking lever, usable also for time exposures. Self-locking back hinge. Folding, highly polished lens cap.

ROLLEIFLEX AUTOMAT. Taking lens, Zeiss Tessar or Schneider Xenar f:3.5/75 mm. Viewing lens, Heidosmat f:2.8/75 mm. Light value scale. Click stop shutter speed settings. Coupled shutter speed-diaphragm opening adjustment.

ROLLEIFLEX 2.8 C. Taking lens, Schneider Xenotar or Zeiss Planar f:2.8/80 mm. Viewing lens, Heidosmat f:2.8/80 mm. Friction locks for shutter speed and diaphragm control wheels. Both magnifiers adjustable for normal and far-sighted vision. Rolleikin counter knob. Both film spool knobs have safety locks.

SPECIAL ADVANTAGES OF THE OPTICAL ROLLEI ACCESSORIES

Bayonet mounting, permits snug, accurate fit even when using several lens accessories in combination. **Coating**, insures maximum picture brilliance. **Two-layer coating** of the individual Rollei filters greatly enhances filter action and optical efficiency in the transmitted portion of the spectrum.

One encounters Rollei everywhere. Time and again Rollei's pictures call attention to themselves through their very numbers and outstanding quality. For twenty-five years Rollei has been winning top prizes in photo competitions throughout the world. Choose Rollei and join the more than $\frac{3}{4}$ million owners whose choice confirms your own.

