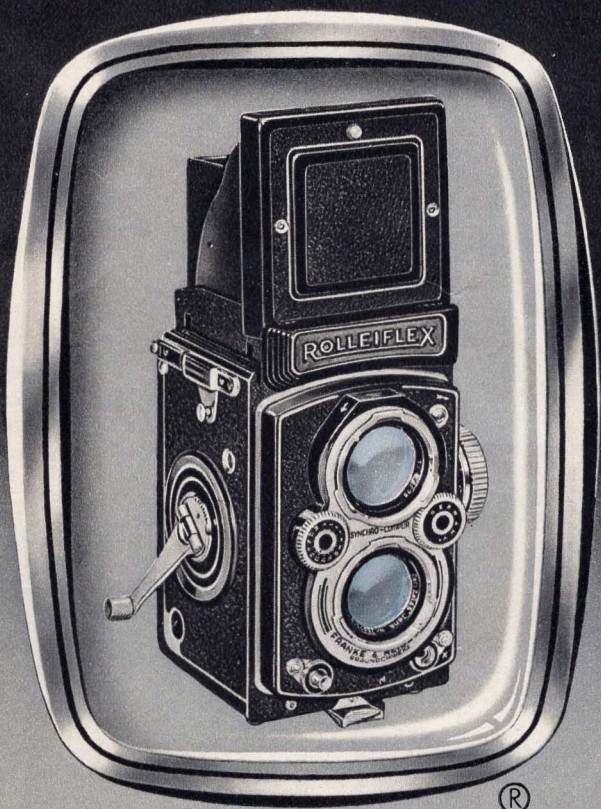


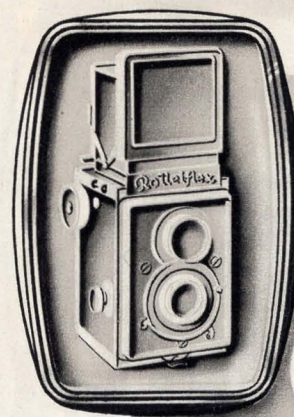
ROLLEI



®

25 YEARS

Rolleiflex



The first
Rolleiflex
1929

Twenty-five years ago the first twin-lens reflex $2\frac{1}{4} \times 2\frac{1}{4}$ roll film camera seemed to many a risky venture. But soon the confidence of its makers was justified and its name became known around the world:

ROLLEIFLEX

With the Rollei a new era in photography began. This ingenious camera design surprised all by demonstrating the practicability of its novel principle, by its readiness in action, by its versatility and especially by its many successes. Time and again triumphant in international photo competitions, in annuals and magazines, it seems as if the camera most likely to succeed is always the

ROLLEIFLEX

Through a quarter of a century the Rollei has kept far in the lead both in precision and performance. Its principle has been widely copied. The more or less flattering imitations serve as a proof of the value of the original. However, Rollei's versatility, its seasoned design and construction, its elegant appearance and its high standards of performance have never been approached. When you choose the Rollei, you choose the camera of today and of the future.

THREE MODELS — ONE PRINCIPLE

Your first peek 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 IV, 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 shutter ($\frac{1}{500}$ th to 1 second, Time exposures). Viewing lens Heidosmat f:3.2/75 mm. Double bayonet rings around lenses for attaching optical lens accessories. 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. Diaphragm and shutter speeds are set by means of two levers and the scales are read in individual windows from above, normal operating position. Large focusing knob covers entire range — infinity to $35\frac{1}{2}$ inches. 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 handy exposure table. Dimensions: height $5\frac{3}{8}$ " , width $3\frac{3}{4}$ " , 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 ($\frac{1}{500}$ th 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. Novel exposure table, giving "Light Values", attached to back of camera. Selection of diaphragm settings and shutter speeds thus 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. 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. Quick fastening neck strap. — 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 ($\frac{1}{500}$ th 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 $5\frac{5}{8}$ inches, 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

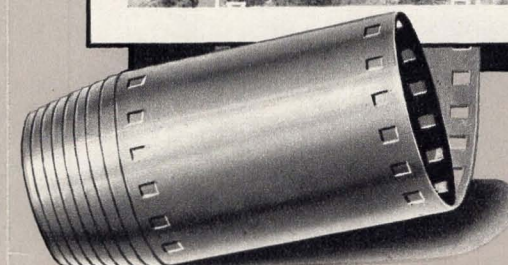
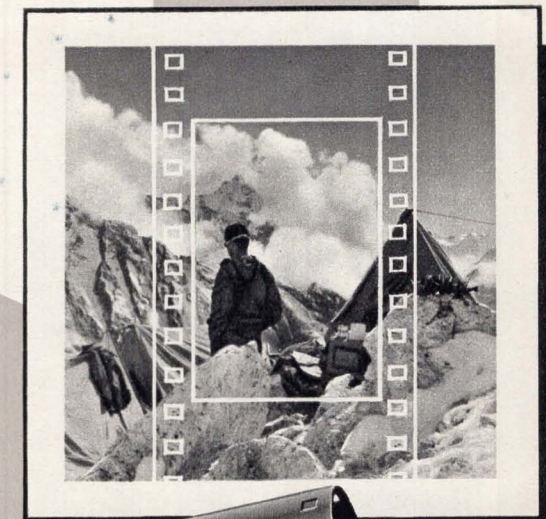


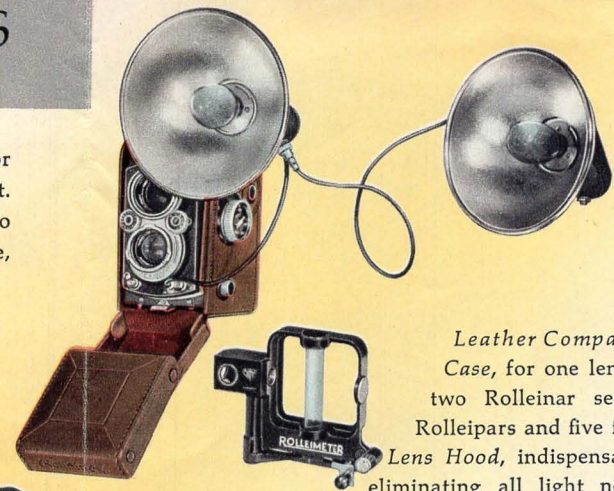
Photo by A. Gregory (by courtesy The Times and The Himalayan Committee)



Photo by Glen Fishback

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 24x36 mm, in compact metal case. — *Plate Adapter* 2 1/4 x 2 1/4 with special Rollei holders for 2 1/2 x 3 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 1/4 x 2 1/4. — *Rolleimarin*, pressure proof underwater housing for Rolleiflex 3.5. — *Auxiliary Focusing Knob* for Rolleicord, instantly attached, large knob for easier focusing, with built-in film and film speed reminder. — *Body Shutter Release* for Rolleicord which may be used in place of cable release. — *Rolleigrid 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. — *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.



I N T E R N A T I O N A L

Rollei

J U B I L E E

C O M P E T I T I O N

Open to January 31, 1955

More than 750 000 Rolleis so far have found their way to many countries, some to even those most distant. Rollei has been to both Arctic zones and it knows the Tropics. It has explored the secrets to be found under the ocean's surface and it took part in the fight to reach the top of the world's most formidable mountain peaks. Countless Rollei shots make up the life-like and colorful mosaic picture of the globe, parts of which are familiar to us all.

In its Jubilee Year 1954, Rollei again invites its many friends to take part in a friendly competition, designed to bring out the best in pictures. Prizes will be suitable and many. Altogether the winners will receive

500 PRIZES

The contest will run until January 31st, 1955. Use the time well, increase your picture crop, shoot with enthusiasm and imagination! Demonstrate to yourself and to others that you are a master of the Rollei.

Rollei Competition entry information is available, free from any obligation, at your nearest dealer.

Lipman's

CAMERA DEPT.

MAIN FLOOR - (At the elevators)