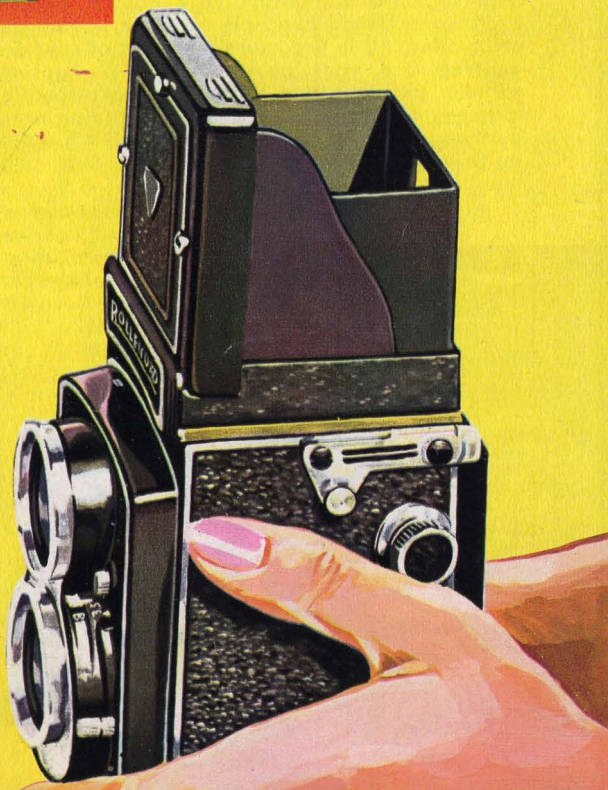


Rolleicord





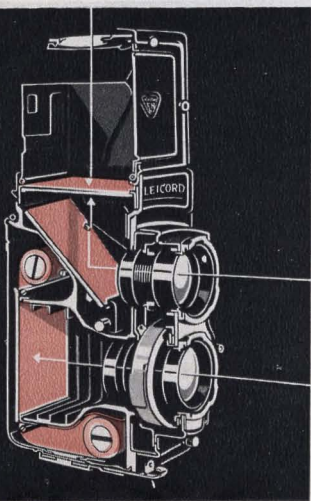
Take pictures the easy way

with a Rolleicord! Rollei teaches you the elements of good photography, faster than any book.

A good picture, with few exceptions, is a sharp picture. With Rolleicord there is no focusing problem! On its ground glass screen you will see the complete picture effect, before you shoot it. The relative sharpness of the image shows immediately if you need further focusing. Your hand quite naturally falls to turning the focusing knob for adjustment and you are ready to shoot!

The picture is shown on the ground glass screen in full negative size. Whether or not the subject matter is worthwhile can be seen at once, and film waste is avoided. You will learn very quickly to properly evaluate lighting, favorable shooting angles and best color effects. You'll acquire a feeling of confidence in yourself and your camera, quickly choosing best camera positions and shooting at exactly the right moment. This is chiefly because the true picture image is always visible to you on the ground glass screen, up to and even during the exposure.

Get your pictures as you want them - 12 perfect shots on every film. **Take them with a twin-lens camera. It's the best - and best of all is Rollei!**

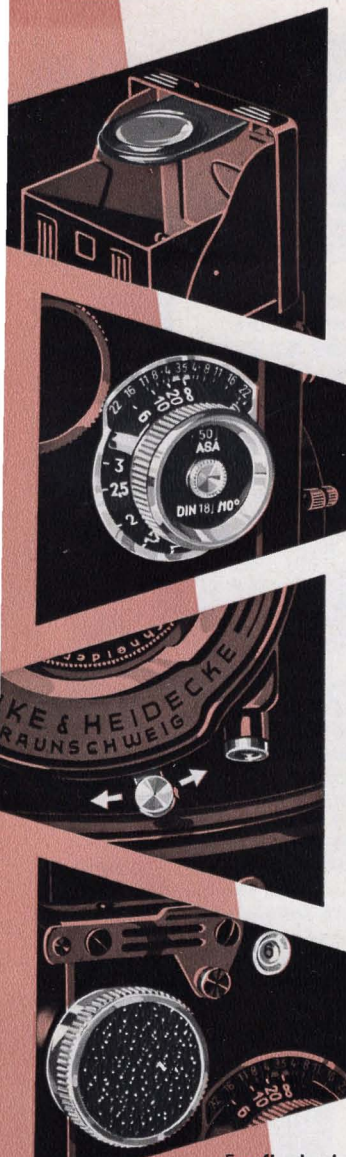




Time is always precious. Particularly when seconds count will you appreciate the constant readiness for action of the Rolleicord. A glance at the ground glass screen tells all! Operating the camera has been reduced to the simplest possible motions and even these have been foolproofed! Errors are hardly possible, for the Rollei has automatic safeguards against undesired double exposures and blank frames. You will work quickly, surely, without hesitation. And without taking your eyes off the subject, you and your Rollei easily master the situation.

As your knowledge increases you will find the capabilities of the Rollei keeping pace with you. You will be ready for "difficult" photographic problems. In fact, these will seem much easier than you would have thought possible. Rollei takes all photo hurdles in stride, whether they face the eager beginner or the seasoned worker. Rolleicord V offers you traditional Rollei quality, with the sharp-cutting 75 mm Schneider Xenar f:3.5 lens, the Synchro-Compur shutter $1-\frac{1}{500}$ th sec., light value scale and self-timer. Simple, easy to use, practical accessories are available for special purposes - for instance, adapters for using 35 mm film and plates or cut films. In short, with the Rolleicord you will be able to cope successfully and easily with any photographic problem. Rollei's amazing record in competitions, year after year, bears out this point.





A slight lift – and the **focusing hood** opens fully to reveal the ground glass image. For critical focusing the 2.5 time magnifier is snapped into position.

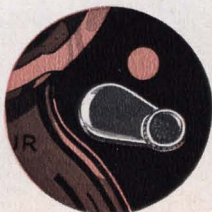
Perfect sharpness is obtained by means of the handy, easy-to-grip **focusing knob**. Its smooth, no-backlash movement and its large diameter permit most accurate adjustment. Next to the knob, the **depth-of-field scale**. Also handy, the **film speed reminder DIN/ASA**.

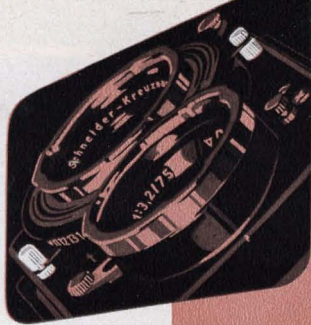
A push, a pull of the double function lever both **cocks** and **releases** the shutter. After each exposure it is automatically locked, until the film is advanced again. A cable release socket is conveniently provided.

Turning the **film transport knob** until it stops brings the next film frame into shooting position. The knob locks automatically until after the exposure. The exposure counter indicates the number of frames exposed.

For **flash pictures** the Synchro lever is used to select M or X contact settings. It is also used to cock the **self-timer** mechanism. 10 seconds delay allows you time to include yourself in the picture.

A red dot signal, visible when the **double exposure prevention lever** is in the lower position, indicates that the protective mechanism is disengaged and that intentional double or multiple trick shots are possible.





Diaphragm opening and **shutter speed** are set by two control levers, handily located on each side of front panel. Appropriate scales appear in separate indicator windows. The camera may be operated conveniently in any shooting position.

requiring different stops for the varying needs of depth-of-field and different speeds to suit the action involved. With the Rolleicord, once the basic exposure or light value has been selected, no further calculation is necessary. Any required speed or stop may be instantly brought into position by operating the speed control lever alone. The exposure will always remain the same, the diaphragm opening or closing to suit the change in speed, or vice-versa.

The **light value scale** permits quick and easy adjustment of the Rolleicord for proper exposure. Since given light conditions usually prevail over some length of time, the basic exposure does not have to be altered. However, subject matter does change,

The focusing hood includes a built-in **direct view finder** for action shots or for flash pictures in poorly illuminated places.

The practical **exposure table** on the back of the camera indicates the proper light values for various lighting conditions and film speeds.







K. S. Nagarajan

Important in Color Photography:

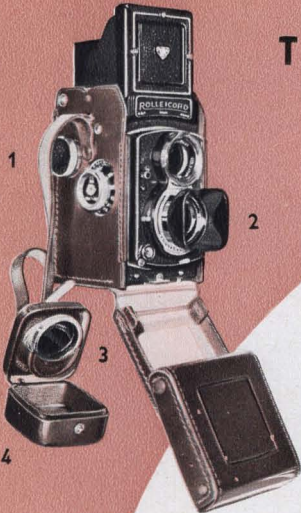
See the full size "picture" in color! The large, sparkling ground glass image in full color dramatically resembles a color slide taken from real life. It is the ideal method of pre-viewing the resulting color pictures or slides.

Expose correctly! The light value system, through its cross-coupled scales assures unfailingly correct exposures when changing speeds or stops.

Brilliant and true color! The Schneider Xenar, world famous for sharpness, contrast and pure rendering of colors, assures best results.

Your choice of film! Color negative or color reversal, in roll film, 35 mm or cut film can be used in the Rollei - no camera can surpass it in film choice versatility - thus you can meet the challenge of any subject or satisfy any need.

THE PRACTICAL



1. Ever-ready Carrying Case: this elegant but practical leather case protects the camera when carrying and even while taking pictures. It is usable too when the Rolleicord is fitted with Rolleikin 3,5.

§ 14.95

2. Lens Hood: important for retaining maximum picture brilliance, also protects lens in wet surroundings.

§ 4.95

3. Rollei Filters. 10 different filters are available: For improving picture contrast - light yellow, medium yellow, light green, green, light blue, orange and light red. A special infrared filter for infrared film. For cutting down ultraviolet rays with black and white films: UV filter. For distant scenes with daylight color film: H1 filter. Every Rollei filter is double layer coated, by the exclusive Franke & Heidecke process, to enhance the effectiveness within its transmission range.

Each § 4.95

4. Lens Accessory Kit, Basic: lens hood and your choice of any two filters in shoulder-strap case. Case also available separately.

§ 14.85

§ 2.40

5. Rolleigrid Lens brightens the corners and edges of ground glass image in poor light.

§ 4.95

6. Rolleinars: supplementary pair of lens attachments for close-ups. Matching Rolleipar for parallax compensation. Normal ground glass focusing at all times. Available in two sets:

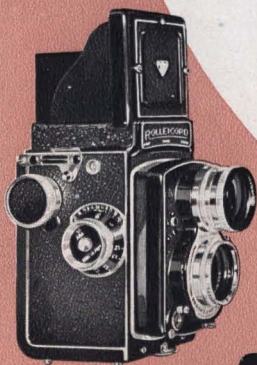
Set 1 for 40 to 18"

Set 2 for 20 to 12".

Each § 27.00

7. Panorama Head, for panoramic picture strips, with tripod. Any number of shots up to ten for complete circle (360°), may be taken.

§ 13.95

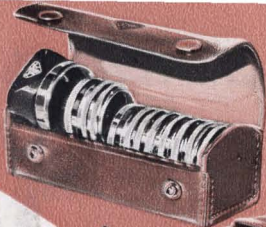


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ACCESSORIES



8. Lens Accessory Kit, \$ 82.50

DeLuxe: lens hood, any five filters, both Rolleinar-Rolleipar sets, nested in leather compartment case. Case available separately.

\$ 6.00

8



9

9. Rolleipol: polarizing filter eliminates or reduces undesirable reflections, except from metallic surfaces. Permits control of sky tone in color pictures.

\$ 19.95



10

10. Rolleisoft diffusion discs: for sunny, back-lighted halo effects and when less than wire-sharpness is wanted, for portraits, etc. Available in two strengths, 0 and 1.

\$ 8.95

11. Body Release.

\$.75

12. Rolleiflash: the light, practical, quick-attaching, special flashgun for Rollei. Takes bayonet (Swan) based bulbs. Positive shooting with battery-condenser (B-C) circuit, even with lowered voltage. Pebbled reflector gives brilliant but well diffused light over the angle covered by the Rollei. It is attached to the upper bayonet. Built-in cord reel. Additional accessories:

\$ 29.75
incl. case

10 ft. extension cord,

\$ 2.75

Shoulder-case for one Rolleiflash + one Rolleiflash comb.

\$ 4.50

\$ 14.95

13. Rolleiflash comb.: extension flash unit with 6 1/2 ft. cord. One or two units may be connected to Rolleiflash.

10 ft. extension cords are also available.

\$ 2.75

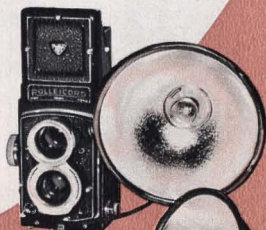


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14. Extension Hood:

for glare-free viewing of ground glass image, at normal viewing level, when overhead light is excessive.

\$ 3.75



12



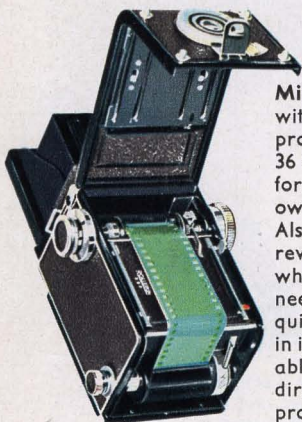
13



THREE cameras in ONE: Rolleicord

Roll Film Camera

Rollei uses regular 120 (B II) film which yields 12 pictures $2\frac{1}{4} \times 2\frac{1}{4}$ " on the 8 exposure ($2\frac{1}{4} \times 3\frac{1}{4}$) film.



Miniature Camera:

with Rolleikin 3,5 35 mm adapter. This provides for up to 36 exposures 24×36 mm on 35 mm film, especially suitable for picture series, or when load-your-own economy is a serious consideration. Also, of course, for 35 mm slides on reversal film and for telephoto effects when the rest of the film area is not needed. This accessory is easily and quickly installed in the camera. It comes in its own compact pocketable case. Suitable masks for the ground glass screen, direct view finder and lens hood are provided. The partially or completely exposed film can be rewound for removal when a change of film is desired.

§ 34.95

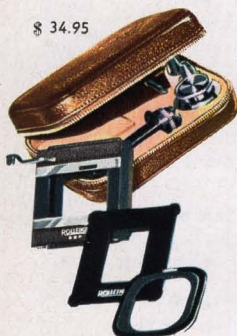


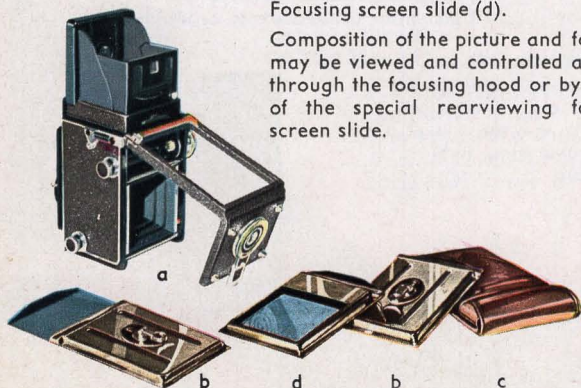
Plate and Cut Film Camera:

When the need for urgent single exposures or special emulsions arises, the Rolleicord can be quickly adapted to take $2\frac{1}{4} \times 2\frac{1}{4}$ " pictures on $2\frac{1}{2} \times 3\frac{1}{2}$ " plates or cut film. Individual and immediate attention in processing is often a prime necessity in such cases. The Rolle Plate Adapter replaces the standard camera back for these purposes. The standard outfit consists of one adapter back, three plate holders and three cut film sheaths. § 37.80

The following parts are available separately and additionally:

Adapter back (a),	§ 12.75
Plate holder (b),	§ 7.95
Cut film sheath,	§ .40
Leather case	
for two holders (c),	§ 2.95
Focusing screen slide (d).	§ 6.95

Composition of the picture and focusing may be viewed and controlled as usual through the focusing hood or by means of the special rearviewing focusing screen slide.



FEATURES

Taking lens: Schneider Xenar f:3.5/75 mm

Viewing lens: Heidosmat f:3.2/75 mm

Both lenses are anti-reflection coated. Double bayonet mounts (both inside and outside of mount is used for various accessories) circle the lenses, taking optical accessories, lens hood and Rolleiflash. Light metal lens cap.

Synchro-Compur Shutter, fully synchronized for all types of flash (M and X contact). Self-timer with approximately ten seconds delay. Two side control levers for diaphragm and shutter speeds, cross-coupled for working with light value scale. Figures visible through individual windows from above. The shutter is cocked and released by the action of a single lever. Double exposure prevention device for roll film, may be released at will for intentional double or multiple exposures. Socket for cable or body release. Locking device for flash cord plug.

Viewer: Folding focusing hood with simple, single motion manipulation. Focusing magnifier (2.5 times) covers entire picture area. Direct open view finder for eye-level framing, after focusing. Finest grain, optically polished ground glass screen with cross lines for convenient leveling of the camera. Very bright viewing and focusing image, always visible, right side up, and under constant control. Viewing image identical to that of finished picture in format, size and content. Automatic parallax compensation.

Focusing by means of large, easy to handle focusing knob and special double cam drive. Smooth, precise focusing with no play or backlash throughout complete focusing range; from ∞ to three feet in one turn of knob. Depth of field scale. Film reminder DIN/ASA.

Film transport with automatic lock. Positioning of the film for the first frame with open back (no red window). Large film transport knob; automatic exposure counter.

Two-format back with adjustable film pressure plate for twelve $2\frac{1}{4} \times 2\frac{1}{4}$ exposures on 120 (B II 8) film or – when using Rolleikin 3,5 – up to 36 exposures on 35 mm film. Tripod socket. Automatic shutter release inter-lock. Exposure table with light values.

Dimensions: Height 5-5/8", Width 3-15/16", Depth 3-7/8".
Weight 31 oz.

D. B. P. u. D. B. G. M. • U. S. pat. 2 643 826 / 2 645 170 / 2 665 618
Brit., Ital., Schweiz., Jap. pat. • Brev. s. g. d. g. • Pat. pend.

Prices subject to change without notice

Rolleicord

FRANKE & HEIDECKE
BRAUNSCHWEIG · GERMANY

