

BRONICA CAMERAS, LENSES AND ACCESSORIES

EHRENREICH PHOTO-OPTICAL INDUSTRIES, INC.

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DEALER PRICE LIST NO. **22**
THIS PRICE LIST REPLACES BRONICA
DEALER PRICE LIST #21, JULY 1, 1977

BRONICA

This price list is for the use of Dealers only of the listed products. Possession or receipt of this price list by persons other than Dealers, shall not be deemed an offer to sell to such persons.

JANUARY 1, 1978

Prices and specifications subject to change without notice.

Payment Terms: 2/10 EOM. Minimum order \$20.

Prices shown here are for identification purposes only, and are not to be used in any manner which may be construed to represent that they are the usual and customary retail prices, unless they are, in fact, the usual selling prices in the trade area affected by your representation.

BRONICA ETR CAMERA SYSTEM



ETR w/Waist Level Finder and 75mm F2.8	1,040.00	717.45	675.50
ETR w/Prism Finder and 75mm F2.8	1,205.00	832.00	782.75
ETR w/AE Finder and 75mm F2.8	1,485.00	1,024.00	965.00

On Hand	Product Order Number	Description	Suggested Retail	Dealer Net		On Hand	Product Order Number	Description	Suggested Retail	Dealer Net	
				1-2 (each)	3 or more (each)					1-2 (each)	3 or more (each)
CAMERA BODIES						MAGAZINES					
—	82500	ETR Body (Black body complete with 120 magazine, dark slide, strap and battery.)	\$590.00	407.00	383.00	—	82510	120 Magazine (15 exp)	170.00	117.00	110.50
—	82501	ETR-C Body (Black body complete with 120 insert strap and battery)	445.00	307.00	290.00	—	82511	220 Magazine (30 exp)	170.00	117.00	110.50
						—	82512	Polaroid Back (107, 105, 106, 87, 88)	225.00	155.00	146.25
						—	82516	Case F/120 and 220 Magazines	13.00	8.96	
						—	82517	120 Insert F/ETR-C	125.00	86.00	81.25
						—	82518	220 Insert F/ETR-C	125.00	86.00	81.25
						—	82586	Dark Slide w/Pouch (Repl)	5.50	3.60	
						—	82624	Dark Slide f/Polaroid Back (Repl)	6.50	4.25	
VIEWFINDERS											
—	82505	Waist Level Finder	50.00	34.45	32.50						
—	82506	Prism View Finder w/ Case	215.00	149.00	139.75						
—	82507	AE Finder w/Case	495.00	341.00	322.00						
—	82508	Rotary Finder w/Case	230.00	159.00	149.50						
—	82509	Sports Finder	140.00	96.50	91.00						

CAMERA BODIES AND LENSES MAY BE ASSORTED FOR MAXIMUM DISCOUNT.
VIEWFINDERS AND MAGAZINES MAY BE ASSORTED FOR MAXIMUM DISCOUNT.

On Hand	Product Order Number	Description	Dealer Net		
			Suggested Retail	1-2 (each)	3 or more (each)
LENSES					
Multicoated Zenanon w/built-in electronically controlled leaf shutter					
—	82553	40mm f4 (62 ϕ)	615.00	424.00	399.00
—	82554	50mm f2.8 (62 ϕ)	495.00	341.00	320.00
—	82555	75mm f2.8 (58 ϕ)	400.00	276.00	260.00
—	82556	150mm f4 (62 ϕ)	435.00	299.00	282.00
—	82557	250mm f5.6 (62 ϕ)	610.00	421.00	395.00

LENS ACCESSORIES					
—	82540	Rapid Focus Lever (all lenses)	13.50	8.78	
—	82560	Professional Bellows Lenshood F/40-250mm Lenses w/58,62mm Adapter Rings and 150/250 mask	110.00	76.00	71.50
—	82635	49mm Adapter Ring	14.50	9.50	
—	82636	52mm Adapter Ring	14.50	9.50	
—	82637	55mm Adapter Ring	14.50	9.50	
—	82638	58mm Adapter Ring	14.50	9.50	
—	82639	62mm Adapter Ring	14.50	9.50	
—	82561	40/50mm Lens Hood	21.50	15.00	14.00
—	82562	75mm Lens Hood	21.50	15.00	14.00
—	82563	150/250 Lens Hood	21.50	15.00	14.00
—	82564	Front Cap 75 (Repl)	8.50	5.55	
—	82565	Front Cap 40, 50, 150, 250 (Repl)	8.50	5.55	
—	82566	Rear Cap (all lenses)	9.50	6.50	
—	82569	Lens Pouch Case F/40, 50, 60, 75, and 150	27.50	19.00	17.88
—	82570	LIB Filter 58mm ϕ	27.50	19.00	17.88
—	82575	LIB Filter 62mm ϕ	28.50	20.00	18.53

CLOSE-UP EQUIPMENT					
—	82541	Extension Tube E14	170.00	118.00	110.50
—	82542	Extension Tube E28	180.00	124.00	117.00
—	82543	Extension Tube E42	190.00	131.00	123.50
—	82545	Automatic Bellows	520.00	359.00	338.00
—	82567	Closeup Lens #1 58mm ϕ	25.00	17.50	16.25
—	82568	Closeup Lens #2 58mm ϕ	25.00	17.50	16.25

FOCUSING SCREENS					
—	82525	Microprism/split image (Repl)	25.00	17.50	16.25
—	82526	Matte Screen	25.00	17.50	16.25
—	82527	Grid/Superslide Screen	25.00	17.50	16.25

MOTOR DRIVE/GRIP					
—	82600	ETR Motor Drive F/ETR and ETR-C	525.00	362.00	342.00
—	82520	Speed Grip w/Hotshoe	125.00	86.00	81.25

CAMERA CASES					
—	82530	Soft Case for ETR w/40, 50 or 75mm Lenses	35.00	24.00	22.75

On Hand	Order	Product Number	Description	Suggested Retail		Dealer Net
—	—	82531	Compartment Case Leather	219.00	151.00	142.35
—	—	82535	Aluminum Case, Adjustable	149.00	103.00	96.85
CAMERA ACCESSORIES						
—	—	82546	Tripod Quick Release w/"L" Bracket	55.00	38.00	35.75
—	—	82547	Tripod Polaroid Back Adapter	47.50	32.73	31.00
—	—	82548	Remote Camera Battery Pack	25.00	17.23	16.25

On Hand	Order	Product Number	Description	Suggested Retail	Dealer Net
DIOPTERS FOR PRISM/AE FINDERS					
—	—	82590	—4.5 Diopter	16.50	11.00
—	—	82591	—3.5 Diopter	16.50	11.00
—	—	82592	—2.5 Diopter	16.50	11.00
—	—	82593	—1.5 (Repl.) Diopter	16.50	11.00
—	—	82594	—0.5 Diopter	16.50	11.00
—	—	82595	+0.5 Diopter	16.50	11.00
—	—	82596	+1.5 Diopter	16.50	11.00

FOR WAIST LEVEL FINDER						
—	82625	-4.5 Diopter	16.50		11.00	
—	82626	-3.5 Diopter	16.50		11.00	
—	82627	-2.5 Diopter	16.50		11.00	
—	82628	-1.5 (Repl.) Diopter	16.50		11.00	
—	82629	-0.5 Diopter	16.50		11.00	
—	82630	+0.5 Diopter	16.50		11.00	
—	82631	+1.5 Diopter	16.50		11.00	

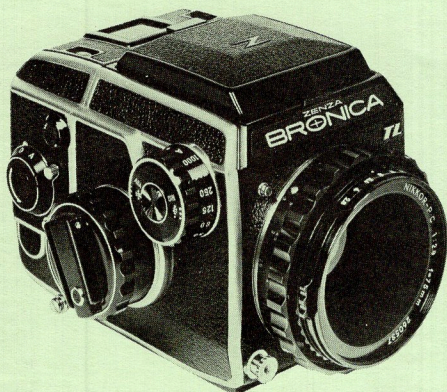
FOR ROTARY FINDER						
—	82640	-4.5 Diopter	16.50		11.00	
—	82641	-3.5 Diopter	16.50		11.00	
—	82642	-2.5 Diopter	16.50		11.00	
—	82643	-1.5 (Repl.) Diopter	16.50		11.00	
—	82644	-0.5 Diopter	16.50		11.00	
—	82645	+0.5 Diopter	16.50		11.00	
—	82646	+1.5 Diopter	16.50		11.00	

MISCELLANEOUS ACCESSORIES						
—	82580	PRO Wide Strap	8.50		5.53	
—	82581	Cable Release	18.50		12.00	
—	82582	Body Cap (lens)	3.75		2.50	
—	82583	Body Cap (prism)	9.50		6.50	
—	82585	Neck Strap (Repl)	18.50		12.00	
—	82620	ETR Crank (Repl)	9.50		6.25	
—	82621	Eyecup f/Prism, AE Finder (Repl)	2.00		1.30	
—	82622	Strap f/Speed Grip (Repl)	2.75		1.79	

(miscellaneous accessories, continued on page 17)

On Hand	Order	Product Number	Description	Suggested Retail	Dealer Net
—	—	82623	Prism Bottom Cover	2.00	1.14
—	—	82632	Leather Case for Prism (Repl)	14.50	9.50
—	—	82633	Leather Case for AE Finder (Repl)	14.50	9.50

BRONICA EC/TL CAMERA & ACCESSORIES



—	—	82100	Bronica EC/TL Chrome Camera Body. Complete with 120/220 Magazine, Film Insert and Focusing Hood. Less Lens.	1,290.00	838.50
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CASES

—	—	82016	Bronica ER Case	45.00	29.25
—	—	82535	Bronica Aluminum, case, adjustable	149.00	103.00 96.85 (3 pc.)

FILM BACKS

—	—	82021	Film back, (6x6)	275.00	178.75
—	—	82023	"E" film back (2-1/4 x 1-5/8)	275.00	178.75
—	—	82025	Film back insert	90.00	58.50
—	—	82029	Dark slide, back	7.50	4.88
—	—	82026	Case for film back	27.00	17.55
—	—	82028	Polaroid back	315.00	204.75
—	—	82027	Dark slide f/Polaroid back (Repl.)	6.50	4.23

VIEWFINDERS

—	—	82033	Type C Prism Finder, 30°	270.00	175.50
—	—	82032	Type A Prism	270.00	175.50
—	—	82031	Magnifying Hood	135.00	87.75
—	—	82030	Type L Eyecup F/Hood	5.50	3.58
—	—	82034	Waist Level Finder (Repl.)	75.00	48.75

GRIPS

—	—	82041	"L" Grip	105.00	68.25
—	—	82042	Pistol Grip	95.00	61.75

On Hand	Order	Product Number	Description	Suggested Retail	Dealer Net
DIOPTERS FOR EC/TL "C" PRISM					
—	—	82070	-2 Diopter	16.50	11.00
—	—	82071	-1 Diopter	16.50	11.00
—	—	82072	+1 Diopter	16.50	11.00
—	—	82073	+2 Diopter	16.50	11.00
—	—	82074	+3 Diopter	16.50	11.00

DIOPTERS FOR EC/TL "A" PRISM

—	—	82075	-2.5 Diopter	16.50	11.00
—	—	82076	-1.5 Diopter	16.50	11.00
—	—	82077	-0.5 Diopter	16.50	11.00
—	—	82078	-1 Diopter	16.50	11.00
—	—	82079	+1 Diopter	16.50	11.00
—	—	82080	+2 Diopter	16.50	11.00
—	—	82081	+3 Diopter	16.50	11.00

DIOPTERS FOR EC HOOD

—	—	82050	-3 Diopter	16.50	11.00
—	—	82051	-2 Diopter	16.50	11.00
—	—	82052	-1 Diopter (Repl.)	16.50	11.00
—	—	82053	Neutral 0 Diopter	16.50	11.00
—	—	82054	+1 Diopter	16.50	11.00
—	—	82055	+2 Diopter	16.50	11.00
—	—	82056	+3 Diopter	16.50	11.00

FOCUSING SCREENS

For Use with Prism Finders (Reverse L.E.D. Display)

—	—	82145	Matte Center Circle Type A	27.00	17.55
—	—	82146	Microprism Center Circle Type B	27.00	17.55
—	—	82147	Split Image Type C	27.00	17.55
—	—	82148	Full Field Matte Finish Type D	27.00	17.55

FOCUSING SCREENS

—	—	82135	Matte Center Circle, Type A	27.00	17.55
—	—	82136	Microprism Center Circle, Type B (Repl.)	27.00	17.55
—	—	82137	Split Image, Type C	27.00	17.55
—	—	82138	Full Field Matte Finish, Type D	27.00	17.55

On Hand	Product Order Number	Description	Suggested Retail	Dealer Net
CLOSE-UP EQUIPMENT				
—	81303	Extension Tube Set	105.00	68.25
—	82040	Bellows Attachment	295.00	191.75
—	81427	Lens Reversing Ring	22.00	14.30
—	81302	Close-up Lens for 200mm (Repl.)	60.00	39.00
—	82045	Semi-Auto Extension Bellows w/Cable Release	210.00	136.50

On Hand	Product Order Number	Description	Suggested Retail	Dealer Net
MISCELLANEOUS				
—	81313	Rapid Focusing Lever	22.00	14.30
—	81506	Helicoid Focusing Mount (Repl.)	195.00	126.75
—	82017	Neck Strap	10.50	6.83
—	83002	Cable Release	14.00	9.10

ALL OF THE ABOVE ACCESSORIES WILL ALSO FIT THE BRONICA EC

LENSES AND FILTERS FOR EC/TL, EC AND S2A

WIDE ANGLE

—	80250	40mm F4 Auto- Zenzanon MC	720.00	468.00
—	80252	50mm F2.8 Auto- Zenzanon MC	575.00	373.75

NORMAL

—	80211	75mm F2.8 Auto-Nikkor	400.00	260.00
—	80202	100mm F2.8 Auto- Zenzanon	410.00	266.50
—	△80203	105mm F3.5 Auto- Nikkor w/MXV Shutter	625.00	406.25

TELEPHOTO

—	80204	150mm F3.5 Auto- Zenzanon	435.00	282.75
—	80258	200mm F3.5 Auto- Zenzanon MC w/close-up Lens	615.00	399.75
—	80240	300mm F5.6 Auto- Nikkor	1,600.00	1,040.00
—	†‡ 970	400mm f4.5 Auto-Nikkor	1,066.00	629.90
—	†‡ 972	600mm f5.6 Auto- Nikkor IC	1,405.00	913.25
—	†‡ 1292	600mm f5.6 ED Auto- Nikkor IC	2,265.00	1,472.25
—	†‡ 973	800mm f8 Auto- Nikkor IC	1,825.00	1,186.25
—	†‡ 1294	800mm f8 ED Auto- Nikkor IC	2,783.00	1,808.95
—	†‡ 974	1200mm f11 Auto- Nikkor IC	2,095.00	1,361.75
—	†‡ 1296	1200mm f11 ED Auto- Nikkor IC	3,475.00	2,258.75
—	81505	Focusing Mount for 400, 600, 800, & 1200mm Lenses	750.00	487.50

† w/Lens Hood. ‡ Requires #81505 Focusing Mount.
△ For Bronica EC & S2A only.

FILTERS 67mm

—	80851	Med. Yellow	40.00	26.00
—	80852	Green	40.00	26.00
—	80853	Red	40.00	26.00
—	80854	85	40.00	26.00
—	80855	Skylite	40.00	26.00
—	80856	85B	40.00	26.00
—	80857	U. V. Haze	40.00	26.00
—	80858	Orange	40.00	26.00

82mm

—	80865	Med. Yellow	70.00	45.50
—	80864	Orange	70.00	45.50
—	80866	Green	70.00	45.50
—	80867	Red	70.00	45.50
—	80868	85	70.00	45.50
—	80869	Skylite	70.00	45.50
—	80870	85B	70.00	45.50
—	80863	U. V. Haze	70.00	45.50

On Hand	Prod. Order No.	Description	Suggested Retail	1-5 (each)	Dealer Net 6 or more (each)
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122mm

—	2280	Med. Yellow	135.95	88.38	83.96
—	2281	Orange	135.95	88.38	83.96
—	2282	Red	135.95	88.38	83.96
—	2283	U. V. Haze	135.95	88.38	83.96

FILTER SIZES

67mm		40mm Zenzanon	50mm Zenzanon	75mm Nikkor
		80mm Zenzanon	100mm Zenzanon	105mm Nikkor
		135mm Nikkor	150mm Zenzanon	200mm Nikkor
		200mm Zenzanon		300mm Nikkor
82mm		50mm F3.5 Nikkor	300mm Zenzanon	
122mm		400, 600, 800 & 1200mm Nikkors		

BRONICA LENS ACCESSORIES

On Hand	Product Order Number	Description	Suggested Retail	Dealer Net	On Hand	Product Order Number	Description	Suggested Retail	Dealer Net
LENSHOODS					LENS & BODY CAPS				
—	80726	40mm f4 Zenzanon Hood	31.50	20.48	—	80765	Front Lens Cap 40/50/80/100/150/200mm Zenzanon Lenses (Repl.) and 75/300 Nikkor Lenses	6.50	4.23
—	80727	50mm f2.8 Zenzanon Hood	36.50	23.73	—	622	Front Lens Cap 800/1200, 400/600mm		
—	80732	75mm f2.8 Auto-Nikkor, 80mm or 100mm f2.8 Auto-Zenzanon	19.50	12.68	—	80770	Rear Lens Cap 40/50/75/100/150/200 (Repl.)	4.00	2.60
—	80735	Rubber Hood for 75/100mm	14.00	9.10	—	599	Rear Lens Cap 800/1200, 400/600mm		
—	80736	Rubber Hood for 150/200mm	25.00	16.25	—	80771	Rear Cap for 105/300mm	9.50	6.18
LENS CASES					—	80774	Body Cap (All Models)	7.50	4.88
—	80712	40mm F4 Zenzanon, 50mm F2.8 Zenzanon, 75mm F2.8 Nikkor, 80mm F2.4 Zenzanon, 100mm F2.8 Zenzanon	25.00	16.25					
—	80716	150mm F3.5 Zenzanon	30.00	19.50					

BRONICA S-2A ACCESSORIES

CASES					GRIPS				
—	80651	Everready Case for S-2A/S-2 w/75mm or 100mm Lens	35.00	22.75	—	82041	"L" Grip	105.00	68.25
—	80654	Everready Case for S-2A/S-2 w/40mm Lens	38.00	24.70	—	82042	Pistol Grip	95.00	61.75
—	80655	Everready Case for S-2A/S-2 w/50mm Lens	38.00	24.70	VIEWFINDERS				
—	80658	Everready Case for S-2A/S-2 w/150mm Lens	38.00	24.70	—	81525	Prism Finder "A" with case	236.00	153.40
—	82535	Bronica Aluminum case, adjustable	149.00	103.00	—	81523	Prism Finder, 30° Model C w/Case	236.00	153.40
				96.85 (3 pc.)	—	81524	Magnifying Hood	110.00	71.50
FILM BACKS					—	81526	Bottom Cover for Prism Finder	2.25	1.46
—	80506	S-2A/S-2 Back, Chrome (2¼ x 2¼)	220.00	143.00	—	81519	Sportsfinder w/Case (w/50-75-135-200mm Frames)	82.00	53.30
—	80508	S-2A/S-2 Back, Black (2¼ x 2¼)	242.00	157.30	—	81531	Folding Hood Assembly, Chrome (Repl.)	29.00	18.85
—	80725	Case for Magazine Back	18.00	11.70	—	81527	Folding Hood Assembly, Black (Repl.)	29.00	18.85
—	80507	E Back, Chrome (1-5/8 x 2-1/4)	220.00	143.00	CLOSE-UP EQUIPMENT				
—	80509	E Back, Black (1-5/8 x 2-1/4)	242.00	157.30	—	81303	Extension Tube Set	105.00	68.25
—	80514	Insert for E & S-2A/S-2 Back (also for Bronica C)	60.00	39.00	—	81429	Bellows Attachment	250.00	162.50
—	80720	Semi-Soft Case for One Insert	10.50	6.83	—	81427	Lens Reversing Ring	22.00	14.30
—	80721	Semi-Soft Case for Three Inserts	14.50	9.43	—	81302	Close-up Lens for 200mm (Repl.)	60.00	39.00
—	83024	Dark Slide for E & S-2A Backs	6.50	4.23	—	82045	Semi-Auto Extension Bellows w/Cable Release	210.00	136.50
—	80511	Polaroid Back for S-2A/S-2	250.00	162.50	MISCELLANEOUS				
—	83025	Dark Slide for Polaroid Back	6.50	4.23	—	81313	Rapid Focusing Lever	22.00	14.30
					—	81506	Helicoid Focusing Mount (Repl.)	195.00	126.75
					—	83001	Neck Strap (Repl.)	13.50	8.78
					—	83002	Cable Release	14.00	9.10