



ROLLEI PRICE LIST AND FAIR TRADE SCHEDULE

(EFFECTIVE FEBRUARY 1, 1954)

BURLEIGH BROOKS CO., INC.

Judson - 4955
6- 4956
- 4957

10 WEST 46th STREET

NEW YORK 36, N. Y.

	Price Without Fed. Ex. Tax	Federal Ex. Tax
Automatic Rolleiflex, Schneider Xenar f 3.5 lens, new model with built-in full-sync. "M-X" compur flash and case	\$236.19	\$28.81
Automatic Rolleiflex Zeiss Tessar f 3.5 lens, new model with built-in full-sync. "M-X" compur flash and case	253.84	31.16
Rolleicord IV, Schneider Xenar f 3.5 lens, new model with built-in compur "M-X" type flash, direct view finder hood, case	134.04	15.46
(Coated taking and viewing lens, lens cap, and cable release standard equipment on all Rollei cameras).....		
Ever-Ready Leather Carrying Cases:		
For Automatic Rolleiflex, all f 3.5 models and New Standard.....	17.00	
For Automatic Rolleiflex, f 2.8 model	18.00	
For Automatic Rolleiflex, all f 3.5 models and New Standard, with Rolleikin attached	18.60	
For Automatic Rolleiflex, f 2.8 model, with Rolleikin attached.....	20.30	
For Old Standard Rolleiflex, domestic	10.00	
For Rolleicord I A and II	10.50	
For Rolleicord I A and II, with Rolleikin attached	11.50	
For Rolleicord I A and II, domestic	8.00	
For Rolleicord III, IV	14.95	
For Rolleicord III, with Rolleikin attached	15.75	
Rollei Filters for f 3.5 Models:		
Sport (very light yellow), light yellow, medium yellow, U. V., light green, medium green, orange, blue, red, infra-red (bayonet or push-on) H. haze filter for use with color film in daylight, each	5.12	
Filter mount only, push-on type for European filter disc.....	1.50	
Filter mount only, bayonet type for European filter disc.....	2.07	
Intermediate ring: to adapt models with push-on mount to take bayonet accessories	2.06	
Rollei Accessories for f 3.5 Models only:		
Rollei Reflector Lens cap (twin bayonet).....	2.50	
Lens cap (specify camera model)	1.50	
Lens hood (bayonet type)	5.12	
Lens hood (clamp-on type for Old Standard or Rolleicord I and I A)....	4.57	
Sports Finder, eye-level open frame type with parallax adjustment in feet, instantly mounted or removed, for models without built-in eye-level finder	4.75	
Duto Diffusion Disc, #0 or #1: Bayonet mount	8.46	
Push-on mount	4.57	
Rolleinar (Proxar) Lenses, Set I—40" to 20" or Set II—20" to 13" specify model (older single or twin bayonet).....	18.69	
Rolleinar Lenses (push-on mount) either set	12.30	
Rolleipar to match Rolleinar, corrects parallax, I or II	9.05	
Rolleiphot Iris Diaphragm	7.20	
3.5 Bernotar Polarizing Screen	20.60	
Auxiliary Focusing Knob, with film indicator, (f:3.5 models only).....	9.75	
*Rollei Filters for f 2.8 Model:		
Sport (very light yellow), light yellow, medium yellow, U. V., light green, medium green, orange, blue, red, infra-red (bayonet only) H ₁ haze filter for use with color film in daylight, each.....	5.70	
*Rollei Accessories for f 2.8 Model only:		
Rollei Reflector Lens cap	2.75	
Lens hood (bayonet only)	5.12	
Rolleinar Lenses, Set I — 40" to 20" or Set II — 20" to 13" (bayonet)	21.26	
Rolleipar to match Rolleinar, corrects parallax, I or II (bayonet).....	9.96	
2.8 Filter Mount only, for European Filter Disc	2.40	
Graduated Filter with case	11.57	
Duto Diffusion Disc, #0 or #1	11.75	

See
the
Veigel
EXACT 66
ENLARGER
(With Rangefinder)
Best
for
Rollei
Negatives

*For 2.8/80 mm Tessar Model only. For 2.8C (Xenotar) request special list.

SEE REVERSE

Rollei Accessories for either f 3.5 or f 2.8 Models:

Focusing Hood Extension: Domestic	1.50
Imported	3.75
Stereo Attachment	13.95
Panorama Head	14.19
Rolleigrd, Field Lens, with case	4.95
Rolleikin 35 mm Adapter without rewind knobs, old type.....	35.78
Rolleikin II 35 mm Adapter, New Type, for cameras with combination back for 2 picture sizes	35.78
Rolleikin rewind knobs only for Rolleicord and older model Rolleiflexes	3.00
Rolleikin Direct View Finder Mask, specify model	1.20
Plate Back Set, consisting of back, three plate holders.....	38.27
Focusing Screen Slide for Plate Back Set	7.30
Plate Back only	12.68
Plate Holders each	8.53
Rollei 2½" x 3½" Cut Film Sheaths64
Bee Bee Rollei Adapter for Bantam-size (828) film including installation of green window, models without combination back...	7.50
FLASHFLEX capacitor gun for flash-contact Rolleis:	
(Specify model—f 3.5 or f 2.8) without battery	21.80
22.5 v. mini-battery for FLASHFLEX	1.15
Flashflex Adapter for standard Accessory clip.....	2.25
Rollei flash connector cord, without male pin-plug	1.73
Rollei flash shutter-connection extension cord, 43 in.....	2.50
Heiland Flash Synchronizer:	
Complete outfit with Luminette reflector and coil, not installed.....	48.30
Electromatic coil (tripper) only	17.95
Installation only of coil:	
Automatic Rolleiflex, all f:3.5 models except with M-X synch.	15.00
Old Standard and Rolleicord	18.75
New Standard	22.50
Cable Releases for Rolleis and Compur:	
3½"50
6 " locking set screw or locking ring.....	1.07
10 "70
10 or 12" locking set screw or locking ring.....	1.25
12 "90
20 "	1.50
20 " locking set screw on locking ring	1.75
40 " locking set screw	2.25
40 "	2.00
Cases:	
Extra Lens Hood case	1.30
Extra Filter case, extra Rolleipar case	1.20
Extra Rolleinar case, suitable also for 2 filters	2.10
Extra Plate Holder case for 2 holders.....	2.95
Leather compartment case only, for Lens Hood, 2 Rolleinar-Rolleipar sets and 5 filters	6.00
Also Available:	
f:3.5 ENTECO Bayonet filter adapter for series V filters	1.85
f:2.8 ENTECO VI A bayonet adapter (for Series VI filters and Rollei lens hood)	3.95
Upper bayonet, to convert single bayonet Rolleiflex to twin bayonet, including installation	7.50
Rolleiflex Hood with eye-level mirror	21.00
Rolleicord I A Hood assembly, open-frame direct view finder type, for Automatic, New Standard, and various Rolleicord models.....	15.00
Installation and resetting of focus	2.75
Black Camera Neck Strap	1.10
Brown Case Shoulder Strap98
THE ROLLEI WAY by L. A. Mannheim	3.75
ROLLEI GUIDE by W. D. Emanuel	1.75
ROLLEI ANNUAL — 1953 — Text in English and German	1.75
THE FRENCHMAN , a Photographic interview, by Philippe Halsman.....	.50
YACHTSMAN'S CAMERA by Carleton Mitchell	2.50
ROLLEI PHOTOGRAPHY by J. Deschin	5.00