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The ingenious idea of twin-lens “Visual Photography” embodied in a camera of unexcelled precision, smooth operation and elegance of design has aroused enthusiasm the world over. Half a million ROLLEIFLEX and ROLLEICORD cameras - each a technical masterpiece - are in use in all parts of the world, and millions of people are still looking forward to possessing one. Like every grand idea, the ROLLEI finds universal application

- in Engineering and Science
- in Press and Portraiture

Within these boundless fields, both ROLLEIFLEX and ROLLEICORD are seekers after truth, pacemakers of progress and "Open Sesame" to all that is beautiful in life.

Ranking foremost in international competition, the ROLLEI is preferred by every serious amateur, while the discriminating professional would not be without it.
ROLLEIFLEX and ROLLEICORD

Six salient features stand out like milestones along the Rollei road to world-wide success:

IMAGE PREVIEWED

Even photographing with “sense” means doing a job blindfolded. Not so with the twin-lens reflex system, the view-finder of which projects a brilliant upright image upon the focusing screen. This makes it possible to judge and determine the proper angle, framing and sharpness of the picture both before and during the exposure. The ROLLEI is the camera with the built-in “photo-coach” assisting you not only in by-passing nondescript pictures, but making you visualize - before actually exposing - the really worth while subject.

Visual conception has always preceded true artistic achievement and the ROLLEI photographer has the added advantage of not only seeing his subject but also of previewing its photographic reproduction.
Applied to practical photography, this means: judicial choice of subject, matter and composition, while making the fullest use of the entire picture area.

**THE NATURAL VIEW**

The human eye takes circular views of the outside world. In contrast to the upright and horizontal image, the square picture of the ROLLEI is most closely adapted to human vision. That is why ROLLEI photos appear so realistic.

Besides, even the most experienced photographer will find it difficult to decide in advance upon the final shape of the picture. The square size of the ROLLEI, however, readily permits both upright and horizontal enlargements at will.

Applied to practical photography, this means: a saving of time on each exposure, for there is no cumbersome choice of taking either a vertical or horizontal picture.
AUTOMATIC SHARP-FOCUSBING

The mere turning of a knob puts the ground-glass screen into critical focus, the same action automatically sharp-focuses for exposure, thanks to the "rigid system" coupling of finder and taking lenses.

The taking lens, moreover, has a greater depth of focus than that indicated on the ground-glass screen by the faster view-finder lens. As a result, negatives of pin-point definition will be assured even if sharp-focusing was not quite up to the mark. There is, therefore, no need to stop down "for safety" and the speed of the taking lenses of both ROLLEIFLEX and ROLLEICORD may be fully utilized. However, where stopping down is desirable in order to increase the depth of focus, the view-finder image will still remain brilliant and clear, permitting of critical appraisal at all times.

Applied to practical photography, this means: instant sharp-focusing coupled with automatic safety.
AUTOMATIC OPERATION MAKES SHOOTING EASY

A flip of the finger - and the focusing hood springs open. Aperture and shutter speed dials may be easily read and adjusted while viewing the ground-glass screen. A half-turn of the crank (or a turn of the knob) moves the film forward. These automatic features are, however, taken for granted in a precision-built camera. The unique automatic synchronisation, which is found in the ROLLEIFLEX only, makes it possible to change the film in a few seconds even in complete darkness and to advance it with one swift motion of the hand, whilst cocking the shutter - ensuring in the most perfect manner against double exposures.

Applied to practical photography, this means: YOU may look for the subject while the ROLLEI looks after itself.

EVER-READINESS FOR SHOOTING

Apart from this automatic control, the "live" image is constantly under observation through the viewfinder lens, kept in sharp focus on the ground-glass screen and snapped on the film in precisely the most opportune moment. Since all levers remain under constant control even while changing the focus, the ROLLEI is ideally suited to catch the fleeting highlight of a scene, or a surprise subject springing up from around-the-corner. It is particularly for "snap-shots" that the ingenious separation of view-finder and taking mechanism and their automatic synchronisation come fully into their own.

Applied to practical photography, this means: Ever-readiness for sports and the theater, in engineering and professional work.
UNIVERSAL USE

The optimal width of angle of the modern taking lens recommends it for use in press-reporting engineering, architecture and landscapes. Attachable Rolleinar lenses also permit photographing small and the smallest objects so that an all-round optical versatility is assured.

The critical definition of the $2^{1/4} \times 2^{1/4}$ ROLLEI negative, always renders large-scale enlargements possible of even small sections of a negative.

Apart from this universal application of the ROLLEI, its versatility is further enhanced by the following constructional features: In addition to the standard No. 120 (82) rollfilm, $2^{1/2} \times 3^{1/2}$'' ($6^{1/2} \times 9$ cm) plates as well a 35 mm miniature film may be used in the ROLLEI. The superbly corrected all-purpose lens is capable of producing color pictures of the highest perfection.

Applied to practical photography, this means: all-round range in the scale of reproduction combined with a wide choice of negative material and sizes.

Thanks to these characteristics:

Sturdiness, Handiness
Precision of Design, Ever-Readiness in Use
Elegance, Dependability

ROLLEIFLEX and ROLLEICORD rank foremost among precision cameras.
THE JEWEL AMONG TOP-FLIGHT CAMERAS

The automatic ROLLEIFLEX is the rollfilm camera with no red window - for the film is merely attached to the take-up spool and, by a few turns of the crank, automatically advanced to exposure No. 1. This is made possible by the unique automatic film feed. The shutter is coded simultaneously with the transport mechanism, thereby ensuring against double exposures. Each half-turn of the crank, coupled with the shutter, gives the "ALL CLEAR" for the next exposure so that a series of pictures can be taken at lightning speed.

For critical focusing, the view-finder hood with its built-in magnifier springs open. A slight pressure on a lever suffices to transform it into an eye-level view-finder.

Both aperture and shutter speed may be instantly set by two handy bevel discs and can be instantly read in a single window when looking down upon the ground-glass screen.

The upright image on the focusing screen which is not affected by any stopping down of the taking lens, always remains brilliant and clearly visible even during exposure.

Height 5½ in.; width 3½ in.; depth with lens 3¾ in.; weight approx. 2 lbs.; f.3.5 75 mm lens in Compur-Rapid Shutter with speeds to 1/500 sec., and built-in self-timer, allowing for approx. 1½ sec.; depth of focus scale on focusing knob.

Takes twelve 2½ x 2½" exposures on No. 120 (62) film.
Rolleicord II

RIGHT IN FRONT

The ROLLEICORD is a sister model of the ROLLEIFLEX: lower priced but highly qualified.

The rollfilm - set ready for exposure No. 1 - is moved forward after exposure by turning a notched knob up to the next stop, the number of which is registered by an automatic film counter.

Aperture and shutter speed can be set and read easily when viewing the ground-glass screen. The One-Lever Compur-Rapid Shutter further increases the ever-readiness for shooting, as a single lever cocks and releases the shutter in but one operation.

Of course, in this camera, too, the twin-lens principle has been applied in a technically perfect manner: critical focusing by the aid of the brilliant screen image which remains clearly visible even during exposure.

Height $5\frac{7}{16}$ in.; width $3\frac{3}{16}$ in.; depth with lens $3\frac{11}{16}$ in.; weight approx. 1 lb. 13 oz.; f/3.5 75 mm lens in One-Lever Compur-Rapid Shutter with speeds to $\frac{1}{500}$ sec.; depth of focus scale on focusing knob. Takes twelve $2\frac{1}{4} \times 2\frac{1}{4}$" exposures on No. 120 (B 2) film.
**ROLLEIKIN**

The Rolleikin attachment permits the use of 35 mm miniature film with up to 36 exposures per loading while fully retaining all the inherent advantages of the Rolleiflex and Rolleiord.

A few simple adjustments will adapt the camera to miniature film. The Rolleikin is particularly recommended for color-work, the reason being that the Rollei cameras are ideally suited for this special field of photography, as the full beauty of the natural colors is faithfully registered by the ground-glass screen, making it easy to find and determine the most favourable composition.

In relation to the reduced picture size, the 75 mm lens of Rollei cameras produces a certain telephoto effect which offers new photographic possibilities for such fascinating subjects as portraits, close-ups and architectural details.

The advantages offered by the automatic film transport also apply to the Rolleikin. When fully exposed, the film is wound back into the original cartridge by means of a built-in rewind knob and may be changed in daylight in the same way as the 120 (B 2) rollfilm.
phot. R. Nohr (f: 22, 3 min., Rolleinar set 1)
ROLLEINAR LENSES

The normal focusing range of the Rolleiflex and Rolleicord extends from infinity down to 32 inches. It may be further increased to include the distance from 32 to 20 inches with the aid of Rolleinar set I and from 20 to 13 inches with Rolleinar set II.

Each set of Rolleinar lenses consists of 2 identical supplementary lenses, one for the finder and one for the taking lens. This renders critical focusing possible in the usual manner.

ROLLEIPAR LENSES

Automatic parallax correction is assured within the normal range of focus from infinity to 32 inches. Close-ups, however, made with the aid of Rolleinar lenses, require additional parallax correction which is achieved by additionally fastening a Rolleipar lens to the finder lens.

Rolleipar lens I is used in conjunction with Rolleinar set I, and Rolleipar lens II with Rolleinar set II.

Both Rolleinar and Rolleipar lenses are available either with bayonet or push-on mount, according to the camera model used.
PLATE ADAPTER

The plate adapter has been designed for those cases where single exposures or the use of special negative material are desired, economy of material is an issue, or immediate, individual processing is called for.

This would apply, for example, to technical work, nightscapes, reproductions and micro-photography.

The plate adapter takes special plate holders for plates and cut-film size $2^{1/2} \times 3^{1/2}$ inches ($6^{1/2} \times 9$ cm), the latter with the aid of cut-film sheaths.

A ground-glass-holder permits critical focusing directly with the taking lens which is a most important feature for micro-photography and reproduction work.
Reproduction E. Nahrstedt (f: 8, 40 sec.)
FILTERS

Given normal conditions, modern negative material can be relied upon to reproduce near to true tonal values of nature's colors.

Often, however, special lighting conditions, the characteristics of a subject or a particular effect aimed at require the use of filters.

All Rollei filters are available either with bayonet or push-on mount, according to the camera model used.

LENS HOOD

You are well advised to use this accessory at all times, as it wards off disturbing side-light, not included in the angle of view of the lens, thereby increasing the brilliance of the image.

For back-lighted subjects and night exposures, however, the lens hood is absolutely indispensable.

It is mounted on the outer rim of the bayonet socket of the taking lens and does not impede in any way the simultaneous use of other accessories such as filters, Rolleinar lenses, etc.
DUTO ROLLEI SOFT FOCUS LENS

For back-lighted subjects and portraits in particular, a softening of contrasts, a so-called soft focus effect is desired, which may be achieved by means of the Duto Rollei soft focus lens.

The soft focus effect surrounds the sharp contours of the subject with radiant, yet flowing halos and should not be confused with lack of definition caused by improper focusing.

Two types of Duto discs may be supplied: No. 0, the weaker of the two, is recommended for strong contrasts and bright, shiny objects, while No. 1 is recommended for medium and weak contrasts.

Duto mounts are so designed as to permit the simultaneous use of Rolleinar lenses, filters and lens hood.

PANORAMA HEAD

This practical accessory permits the taking of panoramic views with the tripod-mounted Rolleiflex and Rolleicord. Ten exposures give a complete round-view. The individual negatives overlap somewhat in order to assure neat and perfect joints of the finished panoramic picture.