

Rolleicord  
III



# Rolleicord III

A masterpiece of uncomplicated camera design, capable of producing the best in pictures, winner in competitions, famed throughout the world for its precision and the advantages of the "seeing" principle: this is the Rollei. Through its use workers everywhere have explored and extended the limits of successful photography.

Together with the Rolleiflex, its renowned companion and prototype, the popular Rolleicord stands at the top of the twin lens reflex camera class. In keeping with its simpler construction, it deliberately renounces the extremely fast operation characteristic of the Rolleiflex while retaining the same high level of photographic performance. It is unsurpassed in the medium price field, offering utmost quality combined with very simple handling.

Used with a varied but small assortment of accessories the Rolleicord III is readily adaptable to all requirements and special conditions. The truly sharp ground glass screen image infallibly indicates when the picture should be taken and assures needlesharp pictures. A short acquaintance with its many advantages will explain the rapid success of beginners as well as the top performance of the experts.

The special problems of color photography are reduced to simple terms by the full color-visible ground glass screen image and the color corrected lenses. Other advantages also accrue from the fact that the two-format Rolleicord offers the possibility of obtaining transparencies and color prints in the large  $2\frac{1}{4} \times 2\frac{1}{4}$  size, as well as permitting the use of 35 mm color film when the camera is fitted with the Rolleikin 2 adapter. This versatility makes the Rolleicord III an

## IDEAL COLOR CAMERA



## SIMPLE - SAFE - FAST

Time and again, the beginner, using the Rolleicord, has shown that he can graduate from the "elementary" school of photography within a very few weeks. Handling of the Rolleicord has been reduced to the simplest formula: the eye is soon trained to compose the picture elements quickly and to focus sharply. The full size ground glass image instantly indicates any corrections in viewpoint or focus needed and helps to isolate and concentrate the attention of the user. The few setting operations are conveniently made and soon become natural to the hands.

In connection with this desirable simplicity, the Rolleicord offers the highest optical performance requisite not alone for the private enjoyment of photography but also for the exacting results required in commercial, technical and scientific fields. The world famous Schneider Xenar proves its worth and offers needlesharp performance and excellent color correction. It delivers brilliant negatives, sharp from edge to edge, capable of the utmost enlarging possibilities and meticulously true to color.

## ADAPTABLE

The 75 mm objective combined with the  $2\frac{1}{4} \times 2\frac{1}{4}$  "golden middle" size provides a most versatile picture-making medium. Picture size and depth of focus, picture angle and resolution of detail are favorably matched. The square image, which includes both vertical and horizontal proportions, achieves a slightly wide angle effect. Nevertheless, enlarging a part of the sharp Rollei negative is always possible for a telephoto effect.

Further adaptability is made possible through the use of the practical accessories. Close ups to 12", soft focus effects, reducing the glare of shiny objects, control of graduation by the use of filters, panorama shots and stereo pictures are all easily possible and subject to the whim of the photographer. Using the Rolleikin 2 or the plate adapter provides means for choosing from a multitude of emulsions and negative materials in either of the two sizes,  $2\frac{1}{4} \times 2\frac{1}{4}$ " or  $24 \times 36$  mm. Thus the Rolleicord offers the

## ALL-ROUND PERFORMANCE AND VERSATILITY

of a roll film, plate and 35 mm camera, to suit all occasions and needs in either black and white or full color.

## TECHNICAL FEATURES

**Taking Lens:** Schneider Xenar f:3.5/75 mm coated. Double bayonet mount (inner and outer-bayonet) for lens accessories and lens hood. Lens cap made of light metal.

**Viewing Lens:** f:3.2/75 mm coated. Double bayonet mount.

**Shutter:** Single lever Compur-Rapid shutter with flash contact. Shutter speeds  $1-\frac{1}{500}$  sec. and Bulb (Time exposure). Single Compur cocking and release lever. Control levers for diaphragm and shutter speeds with separate indicator windows for reading with camera in operating position. Cable release socket.

**Focusing Hood:** Collapsible hood, single motion manipulation. 2.5 time magnifier covering the entire image. Built-in sports finder for eye-level viewing of the subject after focusing. Finest grain optically polished ground glass screen with cross lines for easy levelling of the camera. Always visible, right-side-up, very bright, focusing-sensitive ground glass image identical to negative image in size and composition. Automatic parallax compensation.

**Focusing:** Large, handy focusing knob. Exact focusing in single revolution from infinity to 32 inches without back-lash. (Special double-curve cam movement.) Depth of field scale.

**Film Transport:** Winding knob with automatic stop and counter. In the center of the winding knob: push-button to release film lock. Positioning of film while back is open. After closing of the back: film transport automatically set for all pictures by engaging device.

**Two-Format Back:** Removable back with back locking lever. Adjustable film pressure plate: 12 shots  $2\frac{1}{4} \times 2\frac{1}{4}$ " on 120 film — or — using Rolleikin 2 — 20 or 36 shots  $24 \times 36$  mm on 35 mm film. Tripod socket in bottom of the camera. Exposure table on the back.

**Flash Contact:** Two-pole flash contact socket (one pole grounded to the camera body). X-contact for flash bulbs up to  $\frac{1}{25}$  sec. ( $\frac{1}{100}$  sec. with SM or SF bulbs) and up to  $\frac{1}{500}$  sec. for electronic flash.

**Measurements:** Height  $5\frac{1}{8}$ ", width  $3\frac{3}{4}$ ", depth  $3\frac{1}{4}$ ". Weight approximately  $29\frac{1}{2}$  oz.



Snapshots are perfect when they are taken not just at the right moment alone but also when fully sharp. The Rollei's ground glass hardly permits an unfinished picture.



Flash shots with synchronization offer a most comfortable means of shooting. Since repeated shots are of equal brightness, exposures are a simple problem. It is easy to take snapshots at night.

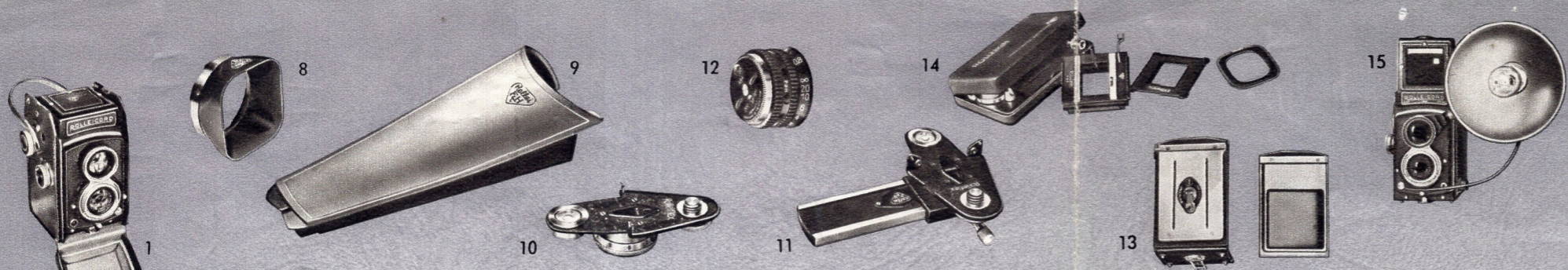


Close-ups closer than 40 inches are made with the Rolleinar lenses and easy ground glass focusing. Therefore the Rollei covers distances from infinity to 12 inches.



$24 \times 36$  mm is the practical size for subjects which do not require the full  $2\frac{1}{4} \times 2\frac{1}{4}$ " size. With the Rolleikin 2 the Rollei offers black and white pictures on 35 mm film and color transparencies for projection.





### THE PRACTICAL ACCESSORIES

- Ever Ready Carrying Case.** Also accommodates Rolleicord with Rolleikin 2 attached. Top folds down with front panel out of the way.
- Rolleinars.** Supplementary lens pairs for both lenses, Set 1 for close-up work 40—18", Set 2 for 20—12".
- Rolleipar.** Compensates for parallax in Rolleinar pictures, corresponding strengths 1 and 2.
- Rollei Filters.** For tone separation of various colors (specified filter factors = average values for ortho and pan):  
**Sport Filter**, very light yellow filter (1.5 x), **Light Yellow Filter** (2 x) and **Medium** (3 x): for landscapes, snow, clouds.  
**Light Green Filter** (2 x) and **Green Filter** (3 x): renders red darker on pan film.  
**UV Filter** (1.5 x): eliminates ultra-violet rays (sea, high altitudes above 6000 ft).  
**Orange Filter** (6 x) and **Red Filter** (8 x): for clearer reproduction of hazy distant views on pan film.  
**Infra-Red Filter** (factor depending
- on film material): for infra-red and ultra-pan film, transmits dark red above 700 m $\mu$  and infra-red.
- Blue Filter** (1.5 x): renders red darker on ultra-pan film and in artificial light.
- H 1 Filter** (no change exposure): for distant views with daylight color film, absorbs UV-rays and reduces bluish cast.
- Rolleipol.** Polarizing filter (3 x) eliminates or subdues objectionable reflections. Also partly darkens the blue sky.
- Rolleisoft.** Soft focus supplementary lenses 0 and 1 for reduced sharpness and sunny light effects.
- Leather Compartment Case.** For lens hood, both Rolleinar sets, Rolleipars and 5 filters.
- Lens Hood.** Protects the lens against extraneous light, shields against water drops in wet weather.
- Extension Hood.** Extends the focusing hood to normal viewing level, eliminating glare from ground glass screen.
- Panorama Head.** For panorama pictures with tripod. Complete
- Stereo Attachment.** For stereo pictures of stationary objects by means of 2 separate exposures.
- Auxiliary Focusing Knob with Film Indicator.** Facilitates sharp focusing under difficult conditions (i.e., in cold weather, with gloves). Has 2 indicator scales for film type and emulsion speed (DIN, ASA).
- Plate Adapter.** For single exposures 2 1/4 x 2 1/4" on plates or cut film 2 1/2 x 3 1/2". Valuable for rush jobs (technical controls, reproductions, micro-photography) and individual developing. Focusing on the viewing ground glass screen or with the special adapter ground glass screen. Metal sheaths for cut film available.
- Rolleikin 2.** 35 mm adapter (with rewind device) for 20 or 36 exposures 24 x 36 mm. Contained in a flat metal case. No major external change in the outline of the Rollei when using the Rolleikin 2. Special advantages: rewind device, telephoto effect of the 75 mm focal length on the 35 mm negative.

### CODE FOR ROLLEICORD III AND ACCESSORIES

Coxen	Rolleicord III/Xenar 3.5	Lenses and your choice of 5 Filters
Becor	Ever Ready Case for Rolleicord III	Etlee Leather Case only
Baobe	Lens Hood	Foapt Cut-Film and Plate Adapter Back
Baspo	Rollei Sport Filter	Fosli Cut-Film or Plate Holder
Baihe	Rollei Yellow Filter, light	Focas Leather Case for 2 Cut-Film or Plate Holders
Baimi	Rollei Yellow Filter, medium	Fofoc Direct Focusing Screen
Balin	Rollei Green Filter, light	Fopla Cut-Film Sheath
Baen	Rollei Green Filter	Focom Complete Cut-Film and Plate Adapter Outfit (comprising 1 Plate Adapter Back, 3 Cut-Film or Plate Holders, 1 Direct Focusing Screen, 1 Leather Case for 2 Cut-Film or Plate Holders)
Basky	Rollei UV Filter	Rolki Rolleikin 2
Baora	Rollei Orange Filter	Foad Panorama Head
Baubi	Rollei Red Filter, light	Foste Stereo Attachment
Babla	Rollei Blue Filter, light	Fohod Extension Hood
Bahaz	Rollei H 1 Filter (UV Filter for Daylight Colorfilm)	Comek Auxiliary Focusing Knob (meter) with Film Indicator
Bafir	Rollei Infra-Red Filter	Cokfe Auxiliary Focusing Knob (feet) with Film Indicator
Batnu	Rolleisoft 0	Blika Flash Connecting Cable 16 in.
Baton	Rolleisoft 1	Bliilo Flash Connecting Cable 80 in.
Batar	Rolleipol Polarizing Screen	
Bapun	Rolleinar Lenses, set 1 (40-18 in.)	
Baodo	Rolleinar Lenses, set 2 (20-12 in.)	
Baken	Rolleipar Lens 1	
Bakdu	Rolleipar Lens 2	
Etcom	Leather Case containing: Lens Hood, 2 Sets of Rolleinar Lenses, 2 Rolleipar	

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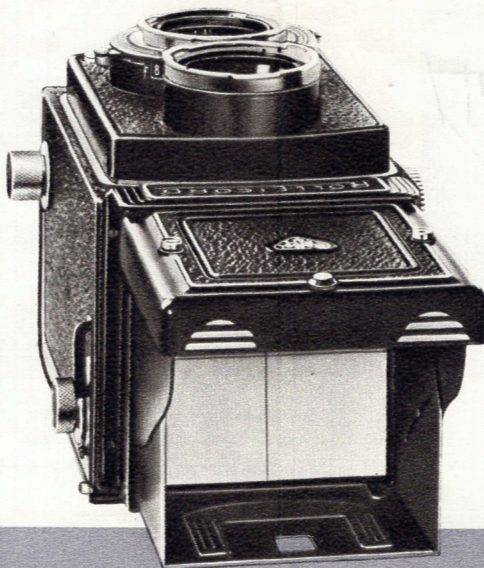
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### THE "SEEING" ROLLEI-PRINCIPLE

A slight lift — the hood is in position. Surprisingly the ground glass at once shows the finished picture. This is because the Rollei looks with an "open eye". Its large, bright ground glass image in the same size as the picture makes focusing easy and keeps it under control even at the instant of the exposure. The viewing ground glass screen becomes the center to settle all questions concerning the picture:

**Sharpness and composition, effect and expression of the subject are observed in one glance.**

The same simplicity attaches itself to the few manipulation movements. The right hand operates the focusing knob for sharp focusing. The left hand cocks and releases the Compur-lever. Diaphragm and speed setting are set by the control levers and can be read from above. Therefore the Rolleicord is always in shooting position.



### THE CONVENIENT FILM TRANSPORT

An important construction feature of the Rolleicord III: Positioning of the film for the first exposure is done with the back still open. No further necessity for watching a red window. The film is merely advanced until the arrow on the paper is located between the red indicator dots. The camera is then closed, whereby a sliding lever is pushed in activating a special counter engaging device. From there on just a turn of the winding knob until it stops brings the film into position — and the counter shows the number of the next exposure. Pushing the center button in the winding knob releases the film lock.

The Rolleicord therefore requires only 2 simple operations after each exposure: Release film winding knob and turn to the next stop. The Rolleikin 2 adapter has the same facilities for easy film transport using its own film locking device and counter.

