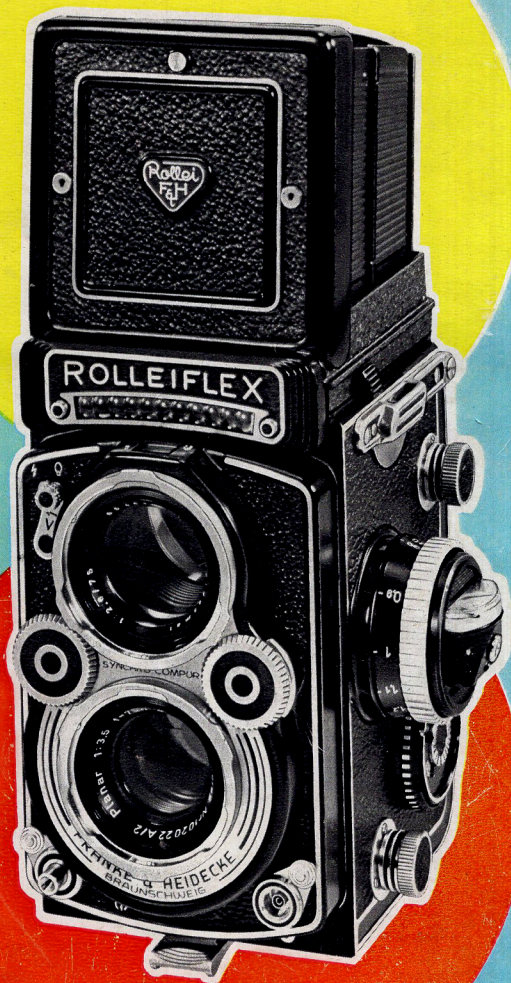
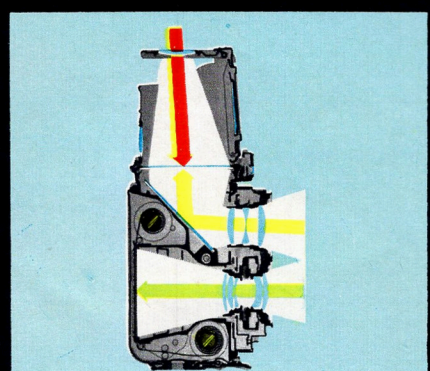
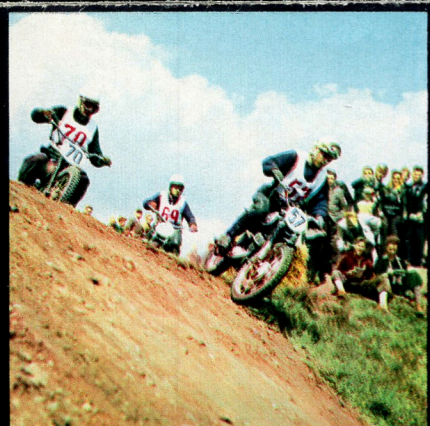


Rolleiflex

3.5F



FRANKE & HEIDECKE · BRAUNSCHWEIG



No Need To Think

When you don't use your camera frequently, experience comes only gradually. There is usually only one vacation each year, one weekend each week—not always much time left for the camera. Yet, vacation shots are among the "one-time" opportunities that make pictures of real and lasting value.

But can you do without experience? Is there good picture assurance in advance? For this, your need... a Rollei!

The Dream Comes True

A guarantee for sharp pictures—this is what started Rollei's fame years ago. The constantly visible ground glass image makes focusing truly easy.

A guarantee for shooting readiness—the Rollei crank was the next improvement. Handling became easier, quicker and even more convenient.

A guarantee for correct exposure — this third wish is fulfilled to technical perfection by the Rolleiflex 3.5 F, today's most advanced Rollei automat.

Setting Your Watch To 12...

—it is as **easy to adjust** the exposure setting on your Rolleiflex. Just turn a wheel until two pointers are in line with each other; that's all there is to it. The exposure will be exactly right. There is yet another feature: when you want to use a filter. The exposure has to be increased. Don't bother to calculate. Rollei has a special setting button to compensate for the filter factor—correct exposure will automatically be obtained in this case, too.

D.B.P. u. D.B.G.M. · U.S., Brit., Can., Ital., Sved., Schweiz., Jap. pat. · Brev. s.g.d.g. · Pat. pend.

Rolleiflex 3.5 F

with Schneider Xenotar or Zeiss Planar 3.5 lens and coupled exposure meter
Synchro-Compur Shutter MXV (1/500th sec.)

New Highly Advanced Features:

- Exposure meter governs speed and stop settings
- Automatic cross-coupled speed/stop adjustment
- Automatic depth of field indicator
- Automatic parallax correction
- Automatic film positioning for first exposure
- Automatic shutter cocking when winding the film

— The Rollei for most critical demands

Check At A Glance

With the Rolleiflex you need hardly bother to think of figures or calculations. The shutter speed is indicated in the peep window. The depth of field is shown at the focusing knob. Diaphragm settings can be disregarded in most instances. The exposure meter pointers are the reference marks for correct exposure: every change in light intensity can be compensated for until the moment of exposure.— All settings are constantly visible and can easily be seen in the proper indicator windows. They can be checked at a glance while simultaneously examining the focusing screen image.

Preview Of The Finished Picture

The Rollei offers proofs at no charge, produced by the focusing screen before the actual exposure. You see the sharpness, the color, the nearest thing to the actual picture. You can select, compare, improve. A real short-cut to perfect pictures. More fun, with perfect results from each roll of film.

Brighter Than Ever Before

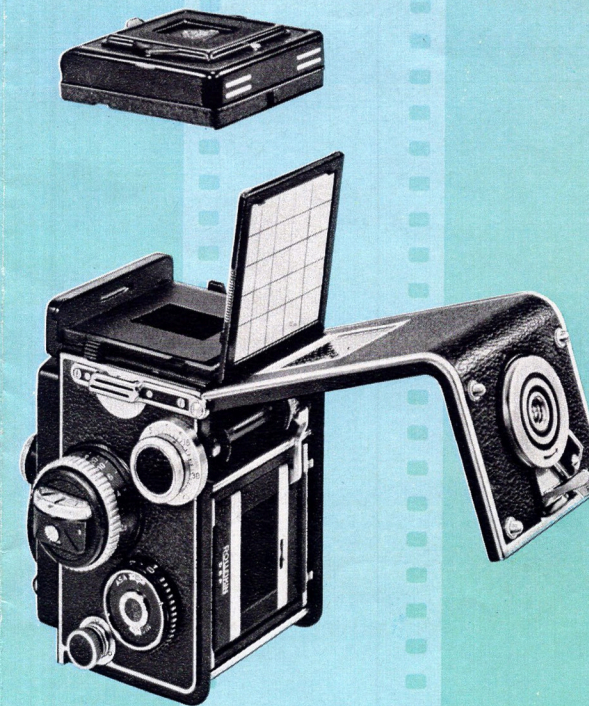
See your photographic dealer and ask to take a look at the new focusing screen. You'll be mighty glad you did. As surprising as the effect, is the entirely new optical principle: millions of small light-refracting optical elements form the focusing screen, producing a viewing image of unrivalled clarity and brilliance over the entire picture area. Never before has there been such radiant brightness, such clarity, even at the edges. No field lens accessory ever made matches this focusing-sensitive viewing image, even under poor lighting conditions.

The Economical 2 1/4 x 2 1/4 Format

The super brilliant focusing image is identical to the finished picture. You can use all of the negative area. No need to make special allowance when composing your picture. The full-size Rollei format with a slight wide angle effect—an advantage worth having for architecture, indoor studio shots, in the mountains.

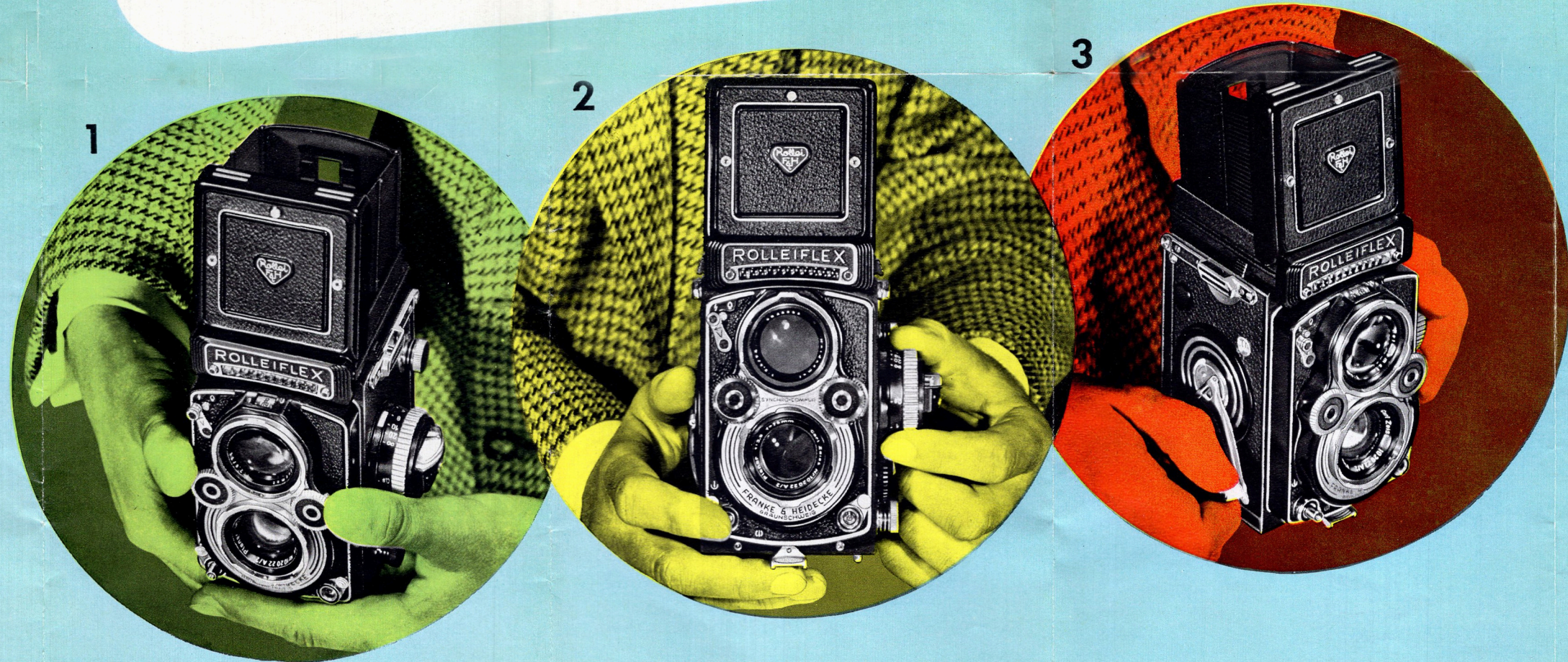
Only One Turn Of The Crank

The crank provides a very convenient start. It begins its work when you load the camera: No need to observe any signals or picture numbers. Insert film, close back, turn crank—film stops automatically at the right place. And, even more important: with each turn of the crank you are ready to shoot again. There is no interruption. You keep the focusing screen in view all the time, thus increasing your knowledge of the subject when taking snapshots in rapid succession.



A Choice Of Two Formats

- 2 1/4 x 2 1/4" Even the contact print is a picture, large enough to look at, for the album, to give away.
- 2 1/4 x 2 1/4" Extremely sharp and fully detailed, unlimited enlarging properties up to giant sizes, for posters, exhibitions, murals.
- 2 1/4 x 2 1/4" Minimum standard size for high-quality color paper prints.
- 2 1/4 x 2 1/4" Ideal for projection purposes, exciting through the brightness and brilliance of the colors on the fully covered projection screen.
- 1 x 1 1/2" Advantageous for picture series requiring increased quantity of film.
- 1 x 1 1/2" Ideal for press purposes because of up to 36 exposures on a roll without changing film.
- 1 x 1 1/2" Specially suited for format filling reproduction of small or distant objects, telephoto effect provided by the standard Rollei lens.





THE TECHNICAL FEATURES

LENSES

Taking lens: Schneider Xenotar or Zeiss Planar f:3.5/75 mm. Viewing lens: Heidosmat f:2.8/75 mm. Both lenses are anti-reflection coated and have double bayonet mounts (inner and outer sections are used) for the optical accessories, bayonet size II. Hinged, chromium-plated lens cover. Carrying strap with self-fastening safety latches. Cable release.

SYNCHRO-COMPUR SHUTTER

Fully synchronized for all types of flash (M-X contact). Built-in selftimer with approximately 10 secs. delay. Measuring wheel for intercoupled adjustment of light meter, diaphragm stop and shutter speed. Setting wheel for intercoupled speed/stop selection, all settings indicated in common peep window visible from above. Setting button provides automatic exposure correction when using filters. Independent settings of shutter speed and diaphragm opening are possible. Automatic shutter timed speeds from 1/500th to 1 sec. and B (time exposures), with long time exposure indication up to 60 secs. (green portion of shutter speed scale). Automatic shutter cocking, coupled with film transport. Double exposure prevention. Body release with safety guard, which may be locked for time exposures.

VIEWER

Detachable, flat-folding focusing hood designed for one-hand operation. Focusing magnifier, approximately 2.5 times, covers entire picture area. Built-in direct view finder with 4x focusing magnifier located below rear peep window for eye-level pictures. New type, evenly illuminated, ruled focusing screen produces extremely bright, focusing-sensitive viewing image identical to that of finished picture in format, size and content. The ground glass is hinged and may be lifted. Fully automatic parallax correction, even for the Rolleikin size.

FOCUSING

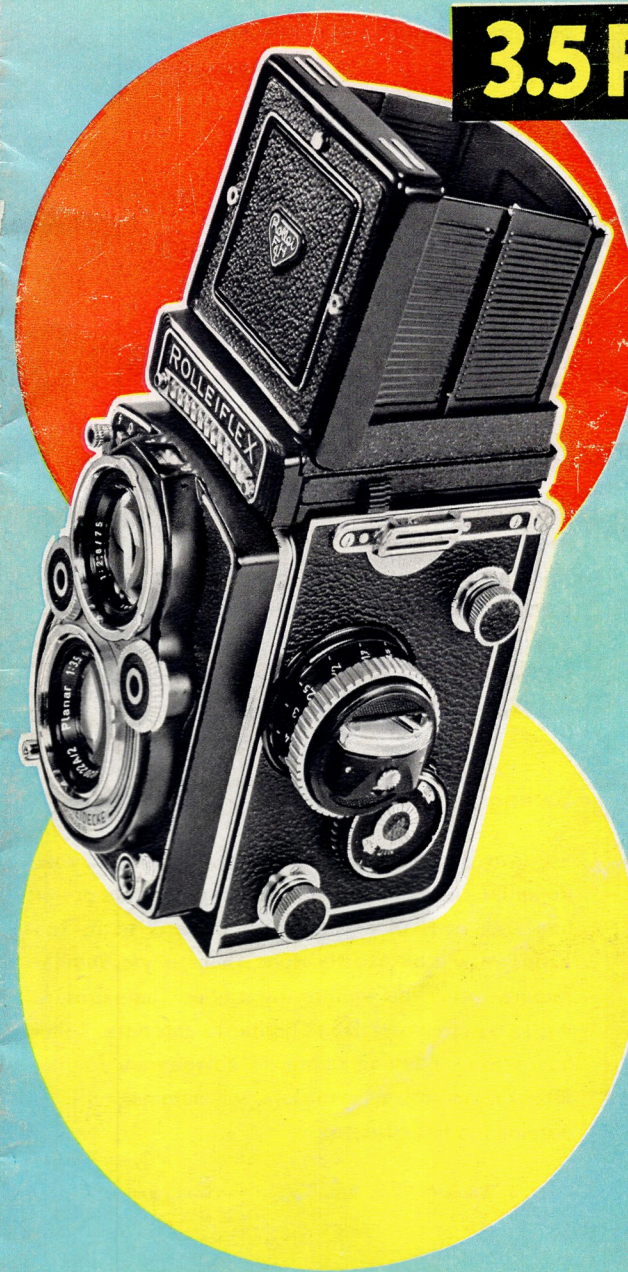
Extremely accurate because of large, easy to handle focusing knob and special double cam drive. Smooth, precise focusing with no play or backlash throughout complete focusing range; from ∞ to 3 ft. with a bit less than one complete turn of the knob. Automatic depth of field indicator, coupled with the diaphragm. Film type reminder dial set into knob.

FILM TRANSPORT

and automatic shutter cocking mechanism operated by crank. Automatic positioning of film for first frame by means of special feeler mechanism. Built-in protection against double exposures or blank frames. However, this mechanism may be by-passed to permit intentional double or multiple exposures on roll film. Picture counter. Two-format back with adjustable film pressure plate for 12 2 1/4 x 2 1/4" exposures on 120 (B II 8) film or—when using Rolleikin 3.5—for up to 36 1 x 1 1/2" exposures on 35 mm film. With exposure value table, tripod socket and safety lock.

With Schneider Xenotar \$ 249.50
With Zeiss Planar \$ 269.50

Rolleiflex Rolleiflex



U 1058

Printed in Germany

FRANKE & HEIDECKE · BRAUNSCHWEIG

THE PRACTICAL

Design, picture format and focal length combine to make the Rolleiflex the truly universal camera for all important photographic applications. The Practical Accessories, designed to increase Rolleiflex's adaptability, provide a valuable help in special cases.

- 1 **Eveready Case** with detachable front. Without protective cover for exposure meter. \$ 17.—
- Protective Cover** (leather) for exposure meter. \$ 1.95
- Protective Cover** (plastic) for exposure meter. \$.95
- Shoulder Pad** for neck strap. \$ 1.50
- 2 **Metal Eveready Case** 2 1/4 x 2 1/4, airtight and water-proof, with desiccant cartridge. \$ 29.95
- Desiccant Cartridge.** \$ 1.50
- 3 **Lens Hood.** \$ 5.95

- 4 **Rolleinars**, close-up lens accessories supplied in pairs, with built-in parallax correction. Three sets available: Set 1, from 40" to 18" — Set 2, from 20" to 12" — Set 3, from 12 1/2" to 9 1/2". Set 1 and 2 \$ 17.95 each; Set 3 \$ 18.95

- 5 **Rollei Filters**, for enhancing contrast and brilliance in black and white photographs. Available in nine different shades, including UV and infrared filters. \$ 6.45 each

Rollei Neutral Density Filters 2 and 4 for black and white and color pictures on super-sensitive films. Require correction of the exposure by 2 and 4 exposure values (= diaphragm stops), respectively. \$ 6.45 each

Rollei Color Conversion Filters R 1, R 2, R 5, R 11 to correct for excessive blue, B 1, B 2, B 5, B 11 to correct for excessive red in color pictures. Double bayonet mounts permit nesting of two each filters of the same group. \$ 7.45 each



ACCESSORIES

- 6 **Rolleipol**, polarizing filter for eliminating or reducing reflections from shiny non-metallic surfaces; also useful for effective control of sky tone in black and white and color shots. \$ 19.95
- 7 **Rolleisoft** diffusing lenses for portraits and to create glamorous halo effects. Strengths 0 and 1. \$ 9.95 each
- Leather Case** with lens hood and two filters. \$ 19.95
- Available without contents. \$ 3.45
- 8 **Leather Case** with lens hood, 2 Rolleinar sets (1 and 2) and your choice of 5 black-and-white filters. \$ 74.95
- Available without contents. \$ 6.45
- Cut Film and Plate Adapter Outfit** 2 1/4 x 2 1/4" (1 Adapter Back, 3 Cut Film or Plate Holders, 3 Cut Film Sheaths) for individual pictures 2 1/4 x 2 1/4 on cut film or plates 2 1/2 x 3 1/2" (6,5 x 9 cm). \$ 39.95
- 9 **Adapter Back.** \$ 12.95
- Cut Film or Plate Holder.** \$ 8.95
- 10 **Cut Film Sheath.** \$ —.40
- Leather Case for 2 Holders.** \$ 2.95
- 11 **Ground Glass Rear Focusing Screen.** \$ 6.95
- 12 **Rolleikin 3.5**, 35 mm attachment for up to 36 exposures 1 x 1 1/2" on 35 mm film. With counter-mechanism, rewind knob and notched focusing screen mask, retaining the automatic parallax correction. \$ 34.95
- 13 **Leather Case** with 6 color conversion filters. \$ 44.95
- Available without contents. \$ 4.50
- 14 **Rolleifix**, tripod head for quick fastening of the camera on a tripod or flash bracket. \$ 5.95
- 15 **Rollei Pistol Grip** with Rolleifix tripod head. \$ 14.95
- 16 **Panorama Head** for partial or complete panoramic views from a tripod. \$ 13.95
- 17 **Binocular Extension Hood** for undistracted close-up observation of the enlarged focusing image, using both eyes. \$ 19.95

Prices subject to change without notice.

