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# Rolleiflex

## Automat 1950



Decisive improvements have been engineered into this model, endowing the Rolleiflex with an increased versatility in use.

### ***The Rolleiflex as a Sports Camera***

In addition to the ground glass view finder, which permits constant critical focusing, the Rolleiflex now comes equipped with a direct view finder for fast action. The new finder shows fast moving objects in their natural size and keeps them positively centered within the field of view of the lens. This feature converts the Rolleiflex into a versatile, rapid-firing mirror-reflex Sports-Camera.

### ***The Rolleiflex as a Flash Camera***

Relieved of the trouble of insufficient light, the Rolleiflex itself determines the instant of the flash shot. The recently added flash-contact renders all photographic possibilities accessible to the Rolleiflex from Photoflash to the ten-thousandth of a second of Electronic Flash. This removes a last barrier and introduces a new sphere of photographic activities for press-work at night, extreme fast action shots, scientific experimental tests and all other fields of photographic endeavor.

### ***The Rolleiflex as a Color Camera***

The ground glass image with its natural colors remains the ideal aid to well balanced color compositions. Thanks to their outstanding color correction, the famous Zeiss and Schneider lenses of the Rollei enjoy the undisputed reputation of giving super-sharp definition, making them especially well suited for color work, too. To these well-known advantages of the Rollei have now been added those of modern lens coating: The new anti-reflection coating eliminates haze caused by internally reflected light and produces pictures displaying the greatest obtainable brilliance of detail and purity of colors. The Rolleiflex thus qualifies as a top-ranking Color Camera of special Rollei-Efficiency.

**FRANKE & HEIDECHE • BRAUNSCHWEIG**

# Rolleiflex

## Automat 1950



- New: Swift and easy opening and closing of *focusing hood* by spring pressure.
- New: The *large magnifier* covers the entire ground glass image.
- New: The *cover-plate* of the magnifier holder encloses the focusing hood toward the top which greatly increases brightness of the finder image.
- New: Folding back the front panel transforms the focusing hood into a *direct view finder* for Sports and Flash Photography. A folding mirror permits simultaneous *critical focusing at eye-level* and quick checking of focus even with fast action shots.
- New: The f:3,5 Rollei-Lens has been improved by an efficient *anti-reflection-coating* which practically eliminates loss of lens speed by reflected light, adds sparkle and crispness to details of black and white pictures as well as giving truer color values to color shots.
- New: The shutter is equipped with built-in *flash contact* for that modern flash unit (photo or electronic flash): Releasing the shutter fires the flash at the precise instant of the exposure. The proper shutter speed depends in each case on the delay of the flash. In the case of electronic flash instantaneous release all speeds incl.  $\frac{1}{500}$  of a second can be used. Doubly insulated wiring keeps camera itself entirely free from current at all times. A special *connecting cord* is supplied to connect with the flash-unit.
- New: The *release button* of the body release is provided with a threaded cable release socket.
- New: The beautiful new design of the *Ever-Ready-Case* offers greater convenience when using the Rolleiflex at eye-level: The selflocking top and front flap are connected by a spring actuated hinge, both folding down to the front as one unit. This permits unobstructed use of the camera, and especially of the direct-view-finder, as the back remains entirely flat.

# **Duto Rollei**

## **Soft Focus Lens**



The Duto lens is also supplied in bayonet mount as well as in clip-on mount. It is plane-parallel and provided with grooves ground-in concentrically. Between these grooves, the rays of the light pass unimpeded to the film and produce a sharp impression, i. e. the basis of the image. At the grooves however, the light is deviated with the result that bright objects receive a very slight halo, i. e. the soft-focus effect. The Duto lens 0 is less powerful and is used for hard contrasts and bright objects, thus chiefly in counter-light exposures. Duto lens 1 is intended for medium and flat contrasts where the effect of Duto lens 0 would be insufficient. Therefore, Duto 1 will be given preference in portrait and side-lighted photos. It is not advisable to stop down too much when using Duto lenses as otherwise the contrasts in the picture would be too strong and the soft-focus effect neutralized. The best plan is to use the full aperture with Duto 0, and stop  $f/5.6$  at the most with Duto 1. There is no need to increase the time factor, but this is recommended for an increased soft-focus effect and to obtain a picture of finely balanced atmosphere.

**With the Rolleiflex and Rolleicord cameras the use of Duto lenses will prove ideal because the finder is entirely independent of the exposure.** The Duto is merely slipped on to the Tessar or Triotar and focusing can be done as usual by the aid of the ground glass screen. It is in this way that the wonderful true-to-life Duto snaps are taken which gain first prizes at international competitions.