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Success
alone decides



The living camera

— a Rolleiflex or Rolleicord is far more than a soulless instrument built up from little wheels and polished glass. In the amateur's hands, it becomes alive as if by magic.

The Rollei is speedy and swift. The principal settings — shutter release and film transport — are co-ordinated and quickly become a matter of habit.

The uses of the Rollei are astonishingly manifold: rollfilm, plate, cinefilm, as you desire. It can also be turned into a stereo camera at will. The Rollei takes all exposures with one and the same lens, there being no interchangeable lenses. It is adapted for every branch of photography, however specialized it may be.

Above all, the Rollei is a simple camera. You may have bought it only an hour ago — but from the moment you go out¹ with it you can take excellent pictures. Rolleiflex and Rolleicord understand and interpret their owner's wishes, which is an important factor.

For — success alone decides!





A brilliant record

**The German Photo Journal (Deutsches Lichtbild) 1938:
32 Rollei pictures out of 144 photographs published.**

**The German Photo Friend Yearbook 1938:
35 Rollei pictures out of 96 photographs published.**

**The French Camera Almanac „Photographie“ 1938:
48 Rollei pictures out of 110 photographs published.**

**The Daily Herald awarded
the sum of £ 2,500 in 1935
the sum of £ 3,000 in 1936
as first prizes to Rollei pictures!**

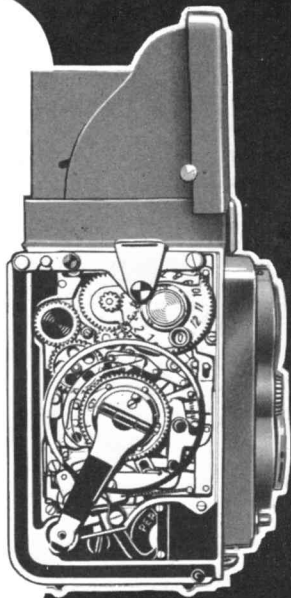
Do not these facts speak volumes?

*Why are Rollei-cameras
always successful?*

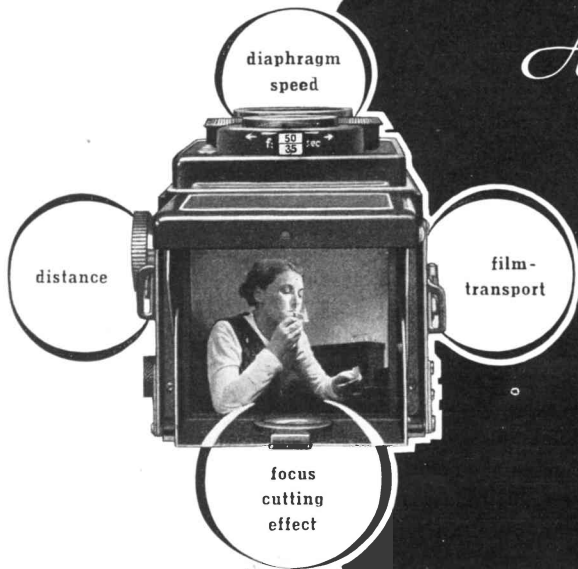
Because the Rollei does away with chance,
Because the Rollei thinks for you,
Because the Rollei compels master work,
Because the Rollei shows you the final picture —
before it is taken!

That is why, right from the outset, attractive pictures are secured by the beginner, superb photographs by the advanced worker, and masterpieces by the expert photographer. That is why Rollei pictures are to be seen wherever exhibition pictures are on show. That is why even your first attempts will meet with the approval of your most critical friends.

You have reason to trust a camera with which 300.000 users are delighted.



Always visible

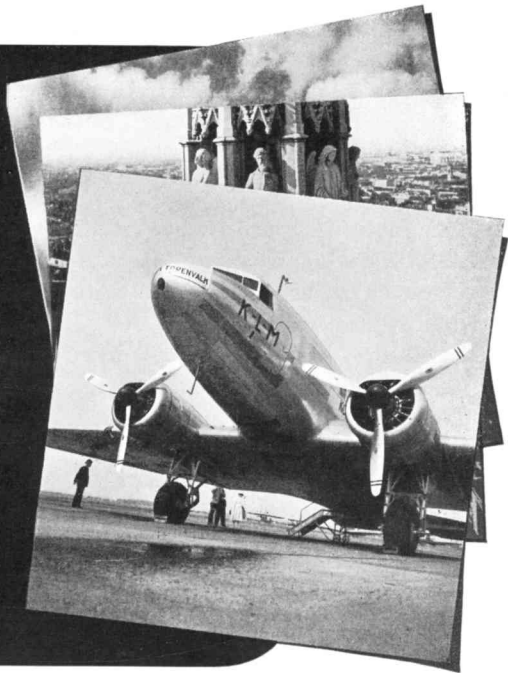


The body of the Rollei is cast in one piece, light, durable, resistant. Above the taking camera is placed the focusing camera. The light is projected by the view-finder lens on to the mirror and thence reflected upwards upon the ground glass screen, thus producing a brilliant image of the subject right way up. This view-finder picture, so easily focused, shows the correct sharpness and composition of the film picture including automatic compensation of parallax. The final photograph seen and judged before

always sharp

exposure! That is the secret why the Rollei produces such marvellous pictures.

The view-finder lens has a wider aperture than the taking lens so that the depth of sharpness in exposure is really greater than indicated by the ground glass screen. In other words, the view-finder lens presents you with an extra margin in fine focusing. Even if inadvertently focusing was not needle-sharp, good, clear pictures capable of enlargement will still result.



The new Automatic Rolleiflex simplifies the technical side of photographic exposure to almost negligible proportions. Still greater speed and reliability are the stirring features of the New Automatic Rolleiflex.

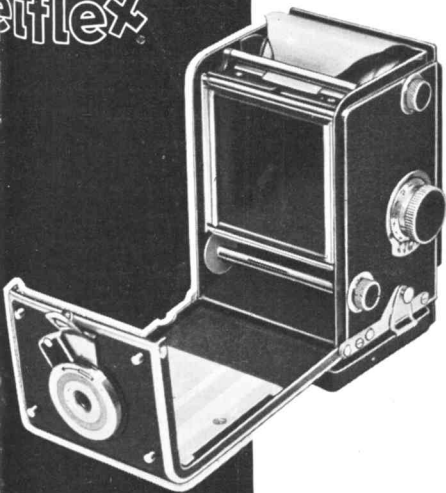
The red window and shutter setting lever, features of the older Rolleiflex, have now been entirely eliminated by the novel design of the latest Automatic Rolleiflex. The roll-film is threaded in the usual way and the transport handle given a few turns. The entirely new feeler mechanism suddenly stops the movement when the film is ready set and No. 1 appears in the counter window. Simultaneously, both the shutter and the self-timer specially built into the camera are tensioned. Double exposure are impossible, as are blank exposures.

The ingeniously designed focusing hood springs open upon depressing a lever, and folds down flat under a mere touch of the palm.



Auto
Rolle

matic
Rolleiflex



The Rolleiflex amateur is definitely safeguarded against doubt and uncertainty. Did I really make an exposure? This question can no longer arise. If the handle can be turned, it must be turned in order to advance the film. If it is locked, film transport has already taken place and the shutter can be released.

Plate adapter and cinefilm equipment make it possible for the Automatic Rolleiflex to use different negative material. The photographer may use roll-film, plate or cinefilm, as desired.

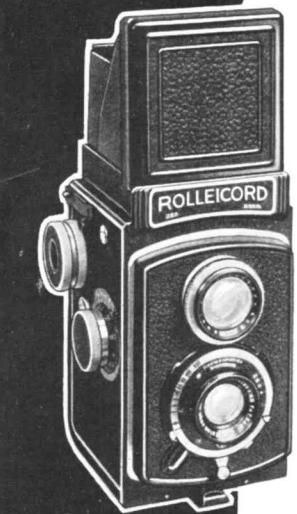
Height $5\frac{1}{2}$ in., width $3\frac{5}{8}$ in., depth including lens $3\frac{3}{4}$ in., Zeiss Tessar 3.5. Compur shutter speeded to $\frac{1}{500}$ sec., also built-in self-timer allowing for 12 seconds. Depth of focus scale combined with focusing knob. 12 exposures $2\frac{1}{4} \times 2\frac{1}{4}$ in. on $2\frac{1}{4} \times 3\frac{1}{2}$ in. (B. II 8 exp.) film.

High output —

With the Rolleicord, Franke & Heidecke have produced a reflex camera of Rolleiflex precision, offering wonderful value. The Rolleicord is just as manifold in its applications as its famous sister — the Rolleiflex.

A mere tick with the index finger causes the focusing hood to spring up, and it is shut just as easily under a touch of the palm. A large milled knob sees to the automatic film transport. All you need do is to turn to the next stop when the film is automatically carried forward by exactly one exposure while the counter indicates the number of exposures already taken.

The lightning action ensured by this arrangement is further increased by the one-lever Compur shutter — pull to the right sets the shutter, a pressure to the left releases it. The speed set runs off automatically. In the Rolleicord II, aperture and exposure times are shown in a peep-window and can be read off from above, while the camera is in the taking position.



Rolleicord Ia

Low price

Rolleicord I a

A mirror reflex camera of the highest precision at a price within the range of all. Rolleicord Ia reaps the benefit of the Rolleiflex construction and further many of the Rolleiflex press tools are employed in its manufacture. This accounts for the surprisingly small cost of such a high-class model fitted with a Zeiss lens. Height $5\frac{5}{16}$ in., width $3\frac{5}{8}$ in., depth including lens $3\frac{3}{4}$ in. With Zeiss Triotar 4.5 and one-lever Compur shutter speeded to $\frac{1}{300}$ sec. Depth of focus scale and focusing knob combined. Exposure table on back panel. 12 exposures $2\frac{1}{4} \times 2\frac{1}{4}$ in. on $2\frac{1}{4} \times 3\frac{1}{2}$ in. (B. II. 8) film.

Rolleicord II

It should really cost much more as it incorporates so much in regard to equipment, precision, speed, film transport, etc. To many, perhaps, the cost may seem high. It is worth while, however, to save up for the Rolleicord II. It is unusually rapid in action and most adaptable.

Height $5\frac{7}{16}$ in., width $3\frac{9}{16}$ in., depth including lens $3\frac{11}{16}$ in. Zeiss Triotar 3.5. One-lever Compur speeded to $\frac{1}{300}$ sec. Depth of focus scale and focusing knob combined. Exposure table fitted to camera. 12 pictures $2\frac{1}{4} \times 2\frac{1}{4}$ in. on $2\frac{1}{4} \times 3\frac{1}{2}$ in. (B. II. 8) film.



Rolleicord II

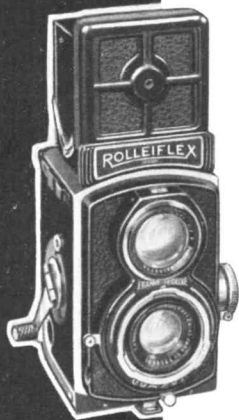
The Sports Camera 4×4

Do you prefer the miniature size? Well, then, here is the Rolleiflex 4 × 4 ($1\frac{5}{8} \times 1\frac{5}{8}$ in.), a small-sized camera incorporating the features of the reflex design. The focusing screen does more than anything else to ensure full utilization of the pictorial field. 4 × 4 prints are suitable for the album without enlargement.

The new encasing of both lenses gives the small Rolleiflex an even more attractive and elegant appearance than before. It is swift and light — the ideal camera for the lady and the sportsman. The large aperture of 2.8 permits instantaneous work indoors, in the city at night or in the theatre.

A single turn of the handle transports the film. There are also: one-lever Compur; spring focusing hood with magnifier; aperture and shutter speeds can be noted in one glance, looking down from the taking position; bayonet mount.

Height $4\frac{7}{16}$ in., width $2\frac{15}{16}$ in., depth including lens $3\frac{1}{8}$ in. Weight approx 18 oz. Zeiss Tessar 2.8. One-lever Compur shutter speeded to $\frac{1}{500}$ sec. Exposure table on the camera. Depth of focus scale and focusing knob combined. 12 exposures 4 × 4 ($1\frac{5}{8} \times 1\frac{5}{8}$ in.) on V. P. 8 exp. rollfilm (No. 127).



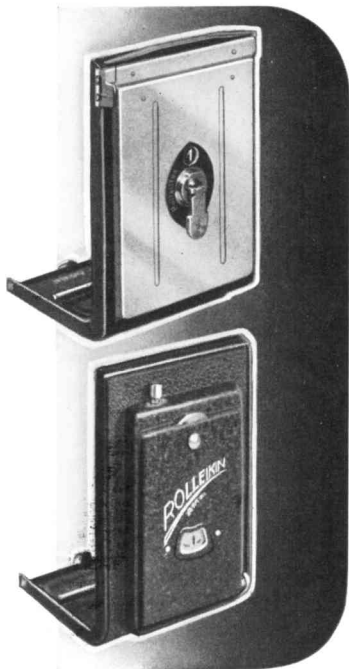
Rolleiflex 4×4

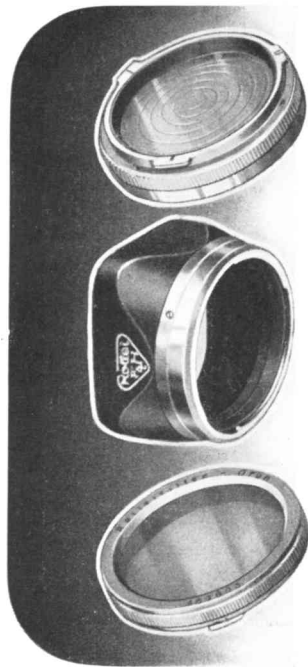
Practical accessories

With the Rollei camera it is possible in the most complete manner to explore the special fields of photography. You can equip and supplement your Rollei at small cost.

Plate adapter. Takes the place of the roll film back panel. Each picture can be dealt with individually and developed at once. Moreover, technical pictures of all kinds, reproductions, scientific work (photomicrographs, infra-red pictures) often demand special negative material which is only obtainable in the form of a plate.

Cinefilm equipment. You can further work with the 35 mm. miniature film. A mask is placed on the focusing screen. Automatic counter mechanism 1—36; you can stop after any number of exposures. Portraits, small groups, architectural details are particularly successful, resembling photographs taken with an interchangeable lens of great focal length.





Duto Rolleiflex soft-focus lens. This supplementary lens softens the sharpness of the Zeiss lens. Portraits and lands-capes of delicate charm are obtained.

Sun shade. For strikingly plastic pictures taken against the light, for night photography as protection against reflection and for photographs taken in rain and snow.

Filters. Yellow, green, red, UV filters, etc., improve the reproduction of the tone values. The graduated sky filter gives an excellent rendering of cloud effects. With the infra red filter you can photograph even through fog.

Bernotar (previously called Herotar). This polarising filter eliminates disturbing reflections when taking portraits of persons wearing glasses and in taking pictures under glass or shop-window displays.

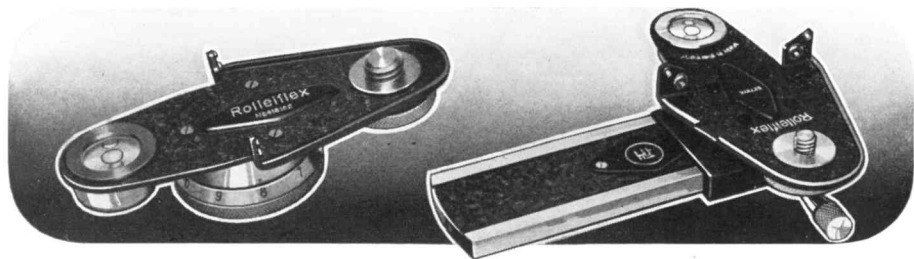
Panorama head. For complete panorama of mountain peaks.

Stereo fitment. For stereo photographs giving extremely natural effects.

Iris stop. For observing the depth of focus on the focusing screen and for use as an exposure meter.

Proxar lenses. For photography at close range. One lens is placed on the finder, and another on the taking lens. Proxar set I increases the focusing range from 31 in. to 20 in. and is used for children, flowers, etc. Proxar set II is intended for close-ups from 20 in. to 13 in. when photographing stamps, insects, etc.

Rolleipar lenses. For finder proxars I and II. The finder image then shows even at these very close distances exactly what will be on the film (parallax compensation).



Price-List

Rolleiflex-Autom. 6x6 with Zeiss Tessar 3.5
Rolleiflex 4x4 with Zeiss Tessar 2.8
Rolleicord II 6x6 with Zeiss Triotar 3.5
Rolleicord Ia 6x6 with Zeiss Triotar 4.5

Ever-ready case for Rolleicord
 Ever-ready case for Rolleiflex-Automat
 Ever-ready case for Rolleiflex 4x4
 Rollei light yellow filter
 Rollei medium yellow filter } in push-on
 Rollei UV filter } mount.
 Rollei green filter } in purse
 Rollei ruby filter }
 Rollei light yellow filter } in bayonet
 Rollei medium yellow filter } mount.
 Rollei UV filter } in purse
 Rollei green filter }
 Rollei ruby filter }
 Rollei infra-red filter, Agfa No. 83 } in push-on
 Rollei-Agfacolor artificial light filter No. 24 } mount.
 Rollei Agfacolor special filter No. 30 } in purse
 Rollei infra-red filter Agfa No. 83 } in bayonet
 Rollei Agfacolor artificial light filter No. 24 } mount.
 Rollei Agfacolor special filter No. 30 } in purse
 Sunshade, bayonet mount, in purse
 Sunshade, small push-on type
 Sunshade, special mount, in purse

Graduated, skylight filter in purse
 Proxar lens, Set I (30 to 20 in.) } in push-on
 Proxar lens, Set II (20 to 13 in.) } mount, in purse
 Proxar lens, Set I (30 to 20 in.) } in bayonet
 Proxar lens, Set II (20 to 13 in.) } mount, in purse
 Rolleipar lens for Proxars I, in purse
 Rolleipar lens for Proxars II, in purse
 Rollei Duto lens 0 } in push-on
 Rollei Duto lens 1 } mount, in purse
 Rollei Duto lens 0 } in bayonet
 Rollei Duto lens 1 } mount, in purse
 Rollei Bernotar polarisation filter, in purse
 Leather focusing extension hood 6x6
 Leather focusing extension hood 4x4
 Plate adapter,
 German silver slide
 Purse for 2 slides
 Film pressure plate slide 6x6
 Focusing screen slide 6x6
 Panorama head
 Stereo attachment
 Detachable iris diaphragm, in purse
 Cinefilm equipment complete.
 for Rolleicord or Automatic Rolleiflex
 Spare spool-holder
 Spare take-up spool
 Agfa-Rollei spool chamber

Subject to alteration in illustration and construction.

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