



GRAFLEX® PRIZE-WINNING CAMERAS FOR PRIZE-WINNING PICTURES







# What Should a Fine Camera Cost?

It depends, of course, on your requirements. If you want a truly fine camera, you will eliminate from consideration the \$5 to \$20 group of cameras of severely limited picture-taking ability. You will consider seriously five types: twin-lens reflex; single lens reflex; 35 mm.; press type camera; and view cameras.

The twin-lens reflex is easiest of all to use. It gives you fine black and white pictures without enlarging and superb color transparencies. It is easy to focus and adjust for either daylight or flash photography. Its cost ranges from about \$90 to \$350.

35 mm. cameras cost from about \$50 to \$500 depending upon the number of supplementary features, over and above the basic necessities, incorporated in their design. They are used primarily for color slides which may be printed or projected.

Press cameras are the most versatile of all cameras. They cost from about \$125 to \$350 depending on size, lens and shutter equipment, and basic accessories.

When composition and expression are important, there is nothing like a single lens reflex camera. You see the picture full size. However, with a Graflex Super D you have the extra advantage of a large negative and automatic diaphragm.

A view camera with its interchangeable lenses, ground glass and completely adjustable front and back is an essential tool for the professional photographer. Many advanced amateurs enjoy its complete versatility.

Through your dealer's time payment plan, the cost of a fine camera is within the means of everyone. Remember—a fine camera will last a lifetime . . . and will yield a continuing dividend of fine pictures, whether for personal enjoyment or for profit.

## GRAFLEX®

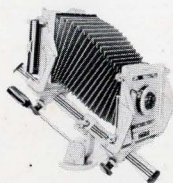
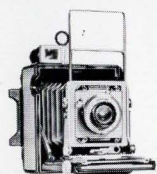
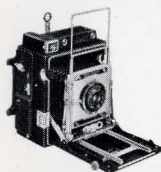
*Prize-Winning Cameras*

Graflex, Inc., Main Offices and Factory . . . . . Rochester 8 New York  
 New York Branch, Suite 922 . . . . . 50 Rockefeller Plaza, New York 20, New York  
 Midwest Division . . . . . 320 W. Ohio St., Chicago 10, Illinois  
 Western Division . . . . . 800 N. Cole Avenue, Hollywood 38, California  
 Graflex of Canada Limited . . . . . 137 Wellington St. West, Toronto, Canada





# Why a Graflex® Camera?



**G**RAFLEX-MADE cameras are famous for the prize-winning pictures and solid picture-taking satisfaction they give their owners year after year. Whether you take pictures for pleasure or profit, there's nothing like a Graflex Prize-Winning Camera. It frees you from the limitations of less versatile; inadequate equipment. It makes you equal to any picture-taking occasion, gives you pictures of true prize-winning quality and will keep pace with any degree of photographic skill you may acquire. More than 65 years of precision camera craftsmanship have made Graflex Prize-Winning Cameras true marvels of perfection and versatility.

The Graflex-made camera which will serve your need best is described on the pages which follow. Your choice will be determined by your need, your desires and your photographic plans . . . whether amateur or professional. Your Graflex Dealer can serve you well in helping you make the best selection for whatever purpose you have in mind. He can also help by giving you valuable information on how to use the camera of your choice to solve photographic problems.

*Product specifications subject to change.*

## PHOTOGRAPHY WITH THE GRAFLEX "22"

The master book for the twin-lens reflex. Explains how to utilize the tremendous picture-taking possibilities of the Graflex "22." 128 pages.

## GRAPHIC-GRAFLEX PHOTOGRAPHY

The master book for the larger camera. More than 400 pages and 600 illustrations plus new 16 page supplement. Written by 20 experts, covering every phase of photography with Graphic and Graflex cameras.





# GRAPHIC® 35

**ONLY CAMERA IN THE WORLD  
WITH EXCLUSIVE  
PUSH-BUTTON FOCUSING  
AND  
SPECTRAMATIC FLASH SETTINGS**

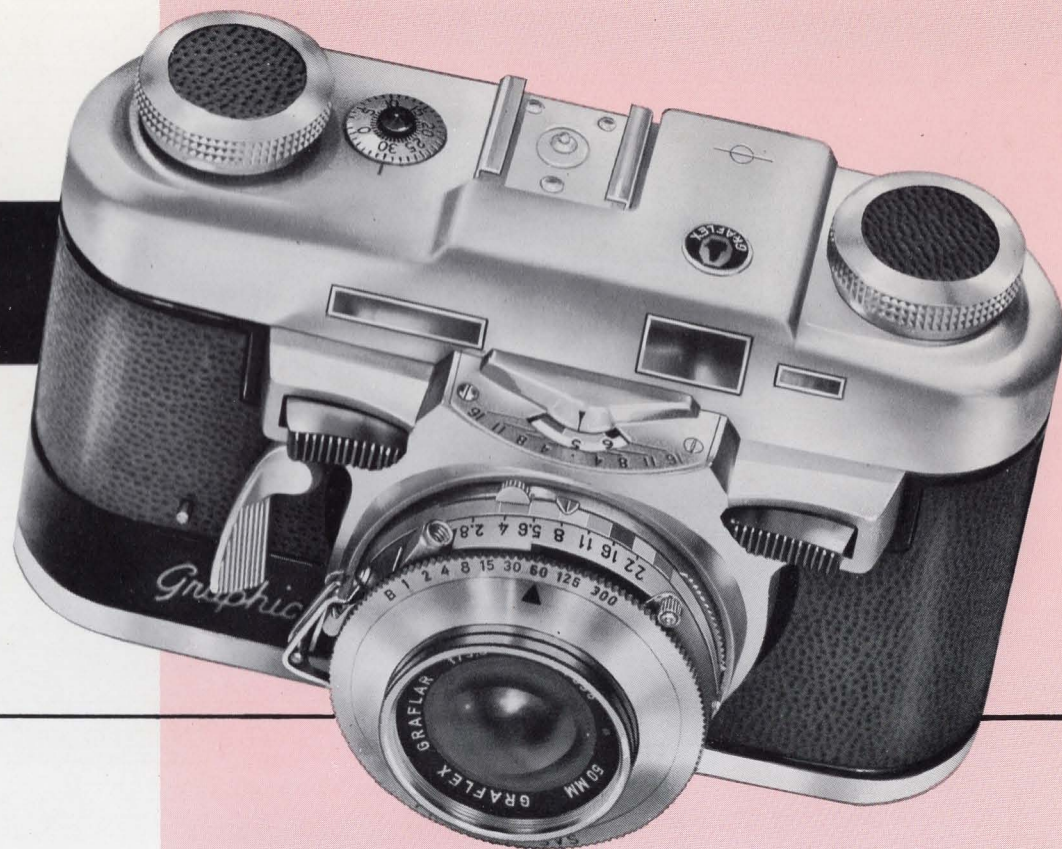
The Graphic 35 is the only camera with Push-Button Focusing and SPECTRAMATIC Flash Settings. These two features make picture-taking easier and faster even for beginners.

Push-Button Focusing operates a split image rangefinder that is coupled to the lens. Just squeeze the Push-Buttons to bring each picture into sharp focus.

SPECTRAMATIC Flash Settings

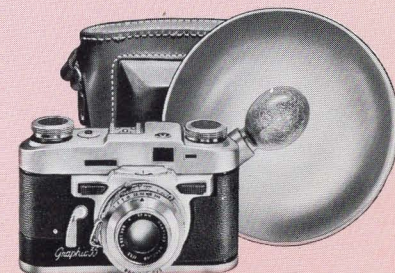
on the f/3.5 model make indoor flash photography almost automatic, eliminate arithmetic. The more versatile UNIVERSAL SPECTRAMATIC on the f/2.8 model can be used for any type of black and white or color film.

A demonstration of the Graphic 35 will convince you that in no other camera can you get so much quality and versatility at such a reasonable price.

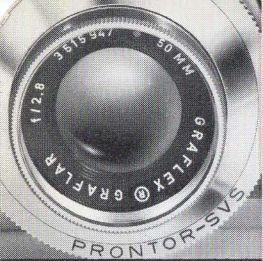


## FEATURES

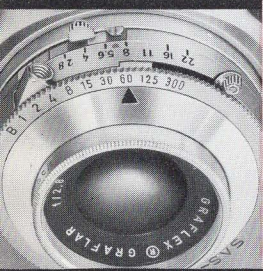
- SPECTRAMATIC Flash Settings
- VISI-READY footage scale
- All metal body construction
- Built-in self timer
- Double exposure prevention
- Synchronized for flash lamps and electronic flash at all shutter speeds
- Eight shutter speeds from 1 second to 1/300 second plus "bulb"
- f/3.5 or f/2.8 coated, color-corrected, full 50mm lens
- Split-image coupled rangefinder
- Plus 23 other important features



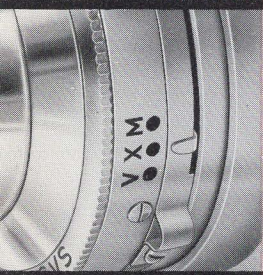




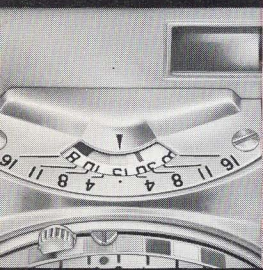
**GRAFLAR f/2.8 AND f/3.5 LENS** are color-corrected and coated. Full 50 mm. focal length produces sharp corner-to-corner pictures.



**SHUTTER SPEEDS** from 1/300 second, for action pictures, to 1 second, plus bulb, afford wide range of exposure control.



**SYNCHRONIZED SHUTTER** can be used with all M type flash lamps and electronic flash at all shutter speeds.



**DEPTH OF FIELD SCALE** tells you exactly what parts of your picture will be in sharp focus, depending upon the lens opening you select.



**CLIP-ON FLASH UNIT** slips into the shoe-type contact. Makes a positive trouble-free connection that is easy to use.

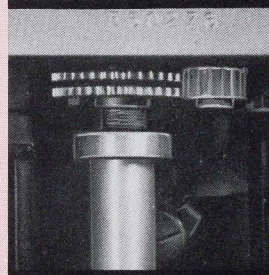
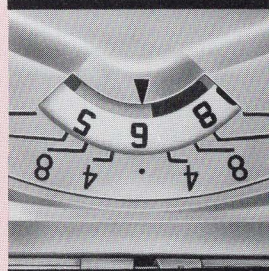
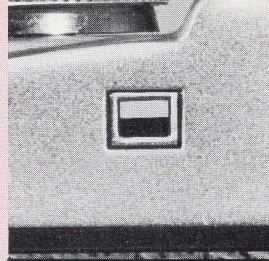
**BUILT-IN RANGEFINDER** is the *split-image* type. Is precisely focused when top and bottom halves are aligned.

**VISI-READY FOOTAGE SCALE** permits fast, accurate prefocusing. A very useful feature for fast picture-taking at small apertures.

**ACCIDENTAL DOUBLE EXPOSURES** are eliminated by a film transport interlock so that shutter cannot be released until film is advanced. Intentional double exposures can be made.

**SELF-TIMER** permits you to get into the picture. Can be engaged or disengaged before or after shutter is cocked. Approximately 10 seconds delay.

**MODERN, QUALITY APPEARANCE** is achieved with the handsome silver gray covering and precision machined parts. Convenient size, shape and weight.



Photos A



Photos B

## UNIVERSAL SPECTRAMATIC FLASH SETTINGS

Makes flash photography almost automatic. Set the ring for the correct guide number, focus and match the color over the aperture setting with the color that appears on the Visi-Ready dial. Photos A show the settings for Ektachrome: guide number of 130 for shutter speed

of 1/60 with No. 5 flash lamps; with a focus of 10 feet the aperture is f/11. Photos B show the settings for Tri-X: guide number 260 for shutter speed of 1/60 with No. 5 flash lamps; with a focus of 10 feet the aperture is f/22.

## SPECIFICATIONS

### GRAPHIC® 35

**35MM FILM:** Standard 20 or 36 Exposure Cartridges, black and white or color. 1" x 1 1/2" (24 x 36mm) negative size—2 x 2 color slides.

**PUSH-BUTTON FOCUSING:** No twisting or twirling. Pressure on push buttons brings lens into correct focus.

**COUPLED RANGEFINDER:** Split field rangefinder coupled to lens actuated by push-button focusing.

**VISI-READY FOOTAGE SCALE:** Indicates distance to subject, focusing range 3' to infinity. Indicates depth of field instantly. Color coded guide for correct setting for indoor flash photography.

**50MM GRAFLAR f/2.8 or f/3.5 LENS:** Color corrected and coated for more brilliant pictures.

**FILTER MOUNT DIAMETER—31.5MM:** Accepts Graflex Series V screw-in lens shade and filter holder or other Series VI slip-on attachments.

**FULL RANGE OF SHUTTER SPEEDS** with Prontor SVS shutter: B, 1, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/300.

**FULL SYNCHRONIZATION RANGE:** X at all speeds. M (#5 and #25) lamps at all speeds. M-2 lamps at speeds up to and including 1/50.

**SELF-TIMER:** Permits you to get into the picture.

**RED DOT SETTINGS:** Red 1/50 on shutter ring and red dot on diaphragm scale for basic outdoor color photography.

**DOUBLE EXPOSURE PREVENTION:** Body release will not operate until shutter has been cocked and film wound.

**CABLE RELEASE SOCKET:** Permits making intentional double exposures.

**EXPOSURE COUNTER DIAL:** Tells how many exposures remain to be taken.

**POSITIVE ACTION Non-Scratching Pressure Plate.** Diecast machined film channel.

**STANDARD TRIPOD BUSHING.**

**FLASH CLIP:** Standard shoe accepts Graflash PL, BC, or M-2 Graflash B-C.

**OPTICAL VIEWFINDER:** Direct optical eyelevel type.

**SPECIAL FEATURES:** Back removable for convenient loading. Corrosion-proof finish—finest of any comparable camera. Scuff-proof covering. Precision all-metal die-cast body construction.

\*Universal Spectramatic on Model CM-8125 (f/2.8 lens).  
Standard Spectramatic on Model CM-8120 (f/3.5 lens).





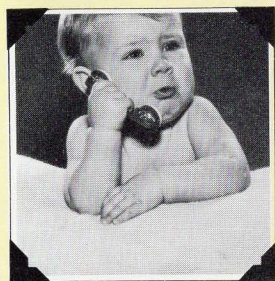
## GRAFLEX® "22"

### A FINE PRECISION-BUILT TWIN-LENS REFLEX

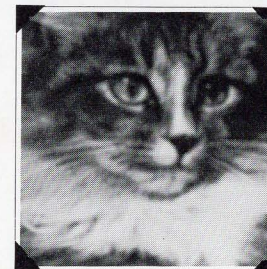
This true Graflex camera is a precision twin-lens reflex which has been called "the best camera for most people." And no wonder! One twist of a knob and you see a razor-sharp, print-size preview of your picture before you take it! Common picture-taking errors such as out-of-focus pictures . . . cut-off heads . . . tilted horizons . . . are avoided.

Indoors or out, in bright or cloudy weather, Graflex "22" is a year 'round camera . . . takes beautiful pictures that print album-size or can be enlarged to almost any size.

Takes color pictures, too. You'll find it's easier to take more *good* pictures with Graflex "22" than any camera you've ever owned or any other camera you can buy.



**NO MORE CUT-OFF HEADS**

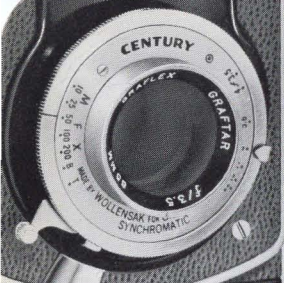


**NO MORE  
OUT-OF-FOCUS PICTURES**



**NO MORE  
TILTED HORIZONS**



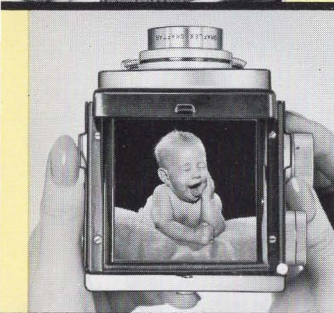


Choice of: Century synchro X-F-M self-setting shutter on Model 200; Graphex synchro X-F-M set and release shutter on Model 400.

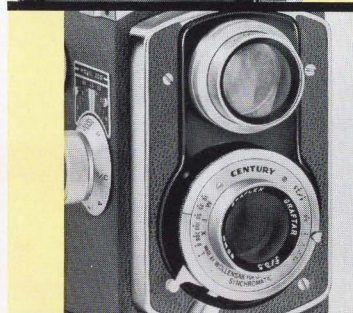
Self-erecting hood . . . The touch of a button opens the hood for instant use. Magnifier and eye level finder, built into the hood.



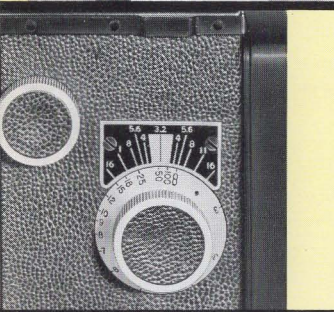
Full size focusing ground glass . . . eliminates guessing at distance and composition. Field lens and f/3.2 viewing lens give brilliant sharp image for easier, faster focusing.



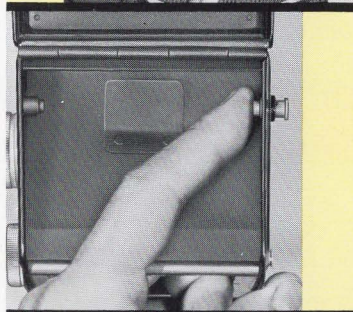
Sharp, f/3.5 lens is color-corrected, hard coated and matched to the viewing lens for perfect accuracy in focusing. Critically sharp even in the corners of the picture.



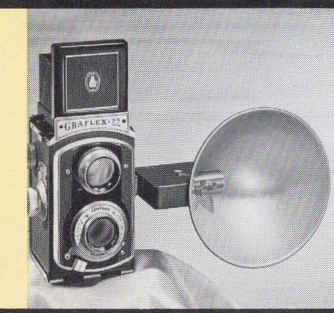
Calibrated focusing knob is on side of camera for quick, easy adjustment. Indicates distances 3 feet to infinity for scale focusing. Depth of field scale shows range of sharp focus at any aperture and focus setting.



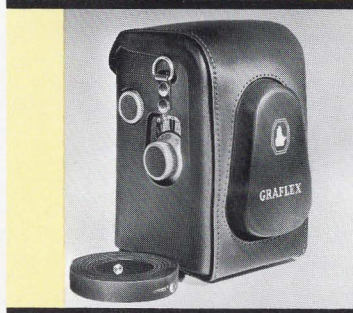
Push-button loading . . . Spool retainers simplify loading, prevent binding of film spools, and assure easy transport of film, hold film spools securely.



Graflash B-C Flash Unit clips in shoe on side of camera, uses long life batteries, gives perfect flash results, eliminates cords or complication.



Ever-ready case . . . of gray genuine leather. Permits use of camera without removal from case. Locking screw holds camera securely. Adjustable shoulder-neck strap.



The diagram shows the "inside story" . . . the principle of the twin-lens reflex camera. It is, in effect, two cameras, one above the other. The upper camera shows you your picture . . . the lower one takes it.

The "taking" lens (1) puts the picture on the film. The "viewing" lens (2) throws the image of your subject on the mirror (3) which, in turn, reflects it through the field lens (4), giving it greater brightness before it reaches the ground glass (5). A high powered magnifier (6) permits critical examination of picture sharpness.

## SPECIFICATIONS

### GRAFLEX® "22"

**PICTURE SIZE**— $2\frac{1}{4}" \times 2\frac{1}{4}"$ . Square shape picture eliminates turning camera for vertical shots. Uses all Kodak, Ansco or other 120-size film. Twelve exposures to roll. Also accepts Ansco color film, Kodak Ektachrome and Kodacolor C-120 for fine color work.

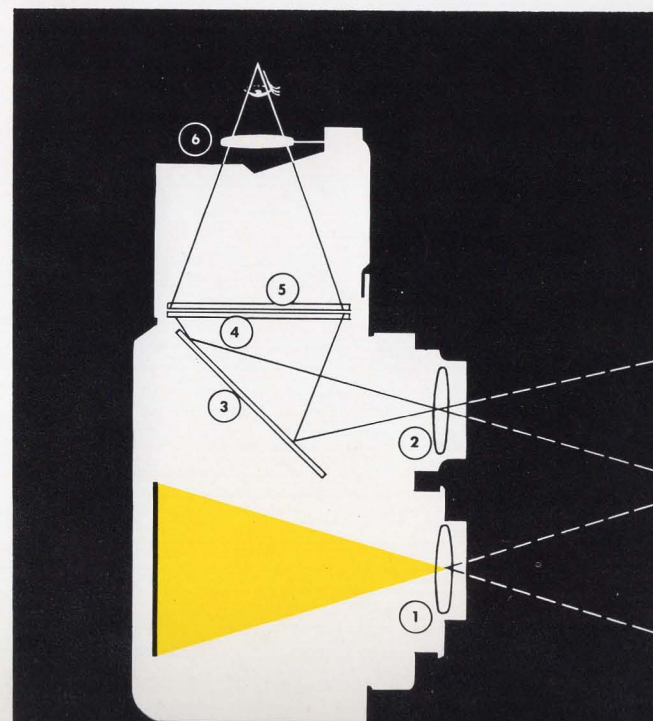
**CAMERA SIZE**— $5\frac{1}{2}"$  high,  $3\frac{3}{4}"$  wide,  $\frac{1}{4}"$  deep. Compact . . . easy to hold and carry.

**SHUTTER**—Century X-F-M synchromatic, self-setting type, with speeds 1/10, 1/25, 1/50, 1/100, 1/200, T and B, or Graphex X-F-M synchromatic, set and release type, with speeds 1, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/200, 1/400, T and B. Factory-synchronized, has internal wiring and shoe on side of camera for accessory B-C flash unit. Shutter speeds are color-coded to indicate proper setting with any flash lamp.

**LENSES**—85mm Graflex f/3.5, coated, color-corrected taking lens. Perfect focal length for full corner to corner sharpness and true perspective. Viewing lens is Graflex f/3.2 for brighter image and easier focusing, matched in focal length to the taking lens.

**CONSTRUCTION**—Metal body for maximum strength, rigidity and durability. Finished in chrome and eggshell black with choice of conventional black grain covering, or exciting new silver gray.

**LENS SHADE-ADAPTER RING**—Designed especially for Graflex "22." Supplied in leather case with provision for two Series V filters. Note: other filter holders for Graflex "22" require use of Series VI filters.







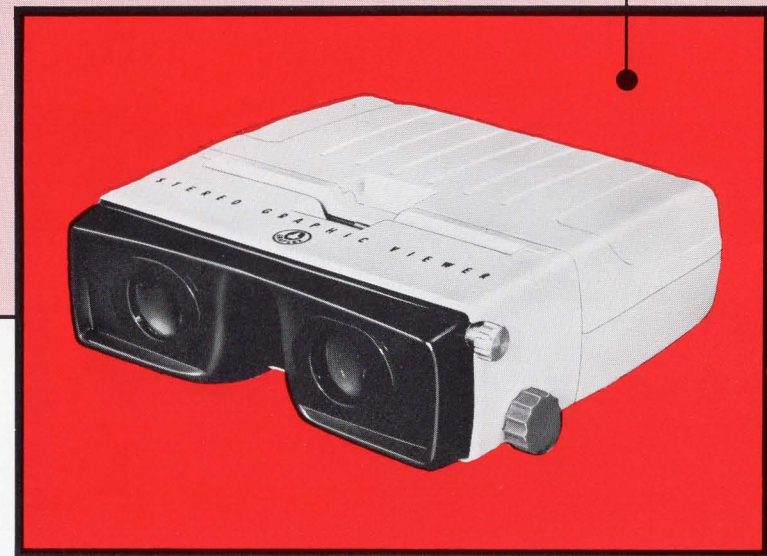
# Stereo Graphic®

**EXCLUSIVE** *Depthmaster* **Auto-focus**

Now, lifelike 3-D color pictures can be made as easy as A.. B.. C..

- A..** SELECT THE CORRECT EXPOSURE SETTING; *there are five positions, marked Cloudy, Hazy, Bright and Brilliant (plus an f/16 position) for color film.*
- B..** SIGHT AND SHOOT.
- C..** WIND FILM FOR NEXT PICTURE; *this automatically cocks shutter, prevents double exposures and turns exposure counting dial.*

To give you this easy operation the famous Graflex craftsmen developed exclusive Depthmaster Auto-focus, which insures the greatest in-focus range from foreground to infinity of any stereo camera. Even beginners will find this camera easy to use. Like the beginners, advanced amateurs and professional photographers also will get better results under most conditions.



**ILLUMINATED**  
**Stereo Graphic®**  
**Viewer**



## THERE'S ONLY ONE DIAL TO SET!

One dial operates the aperture mechanism for both lenses in the simplified exposure setting system designed for the Stereo Graphic. This dial is the only setting that the photographer makes. Although there are five standard ASA f/ stops, only one is visible at a time so that the photographer may

be positive of the setting.

All of the settings are based on standard f-numbers, and four are also identified with *Cloudy, Hazy, Bright* and *Brilliant* for use with color film. This system is especially helpful to beginners and will help him to consistently get better pictures.

◀ **AUTOMATIC COCKING**—Another simplification of operation is obtained by the interlocking of the film transport and shutters. By winding the film for the next exposure the photographer cocks the shutter automatically. The interlock mechanism eliminates the possibility of double exposures.

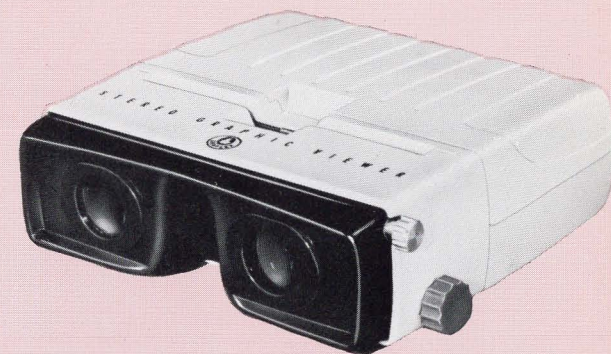
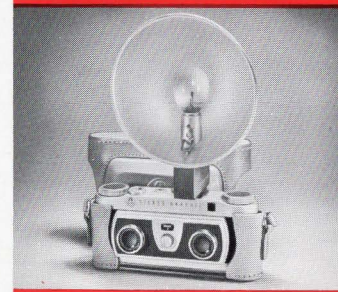
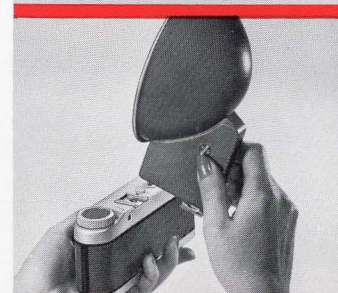
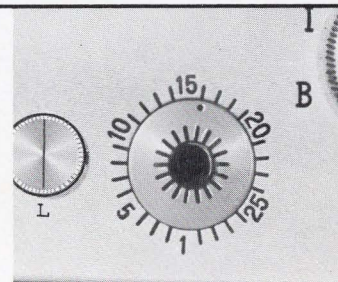
▶ **AUTOMATIC EXPOSURE COUNTER**—Each time an exposure has been made and the film is wound, the exposure counter keeps an accurate account. The numbers on the dial are arranged to tell the photographer how many exposures are left on the roll of film.

◀ **EASY LOADING**—To make the Stereo Graphic easy to load it has a positive, clearly marked lock . . . the back and bottom are removed as a unit so that the cassette can be slipped into place and the sprockets engaged easily . . . and the friction type take-up spool is easy to thread. When rewinding the film a simple push-button releases the sprockets and prevents tearing of the film.

▶ **BUILT-IN FLASH SYNCHRONIZATION**—For the simplest possible flash operation the Stereo Graphic features a clip-on shoe-type flash unit. Completely factory wired and synchronized, for M-type flash lamps, there are no buttons or levers to adjust.

◀ **CABLE RELEASE and TRIPOD**—The Stereo Graphic is equipped with a standard tripod socket and cable release socket so the camera can be set up and held steady for long exposures. The shutter selector has a "B" (bulb) setting.

▶ **LEATHER CARRYING CASE**—For extra carrying convenience and protection a top grain cowhide case and full length adjustable shoulder strap are available for the Stereo Graphic. The case has been designed so that the cover can be closed even when lens filters are on the camera.



## Stereo Graphic® Viewer

Has built-in battery-powered light for best possible slide illumination. Push-button on bottom of viewer operates light. Lenses can be adjusted to match distance between viewer's eyes. Focusing knobs on both sides of viewer may be adjusted with either hand. Slides drop into correct viewing position.

To replace batteries, top cover of viewer is easily removed. A coin can be used to loosen the two screws that hold cover. If desired, front section can be used separately in front of any suitable light source.

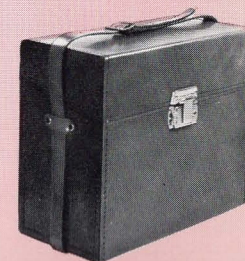
## LENS SHADE and FILTERS



Special slip-on design for the Stereo Graphic permits use of filters, lens shades or both. Sold in pairs, three types of filters for color films are available: *Haze Filter, 85 Filter and 85-C Filter.*

## CARRY-ALL CASE

Handsome grey top grain cowhide. A deluxe case to carry camera, flash unit, flash lamps, film, filters, lens shades, exposure meter and other small equipment. Solid reinforced construction. Full length shoulder strap with pad. Lock and key.



## SPECIFICATIONS

**FILM:** Takes either 20 or 36 exposure 35 mm. film or stereo 335 size film. Produces up to 29 stereo pairs on a roll.

**PICTURE SIZE:** For Standard ASA Stereo Mount.

**LENSES:** Matched 35 mm. Graflex Graflar f/4 coated and color corrected, mounted in the exclusive Depthmaster Auto-focus system.

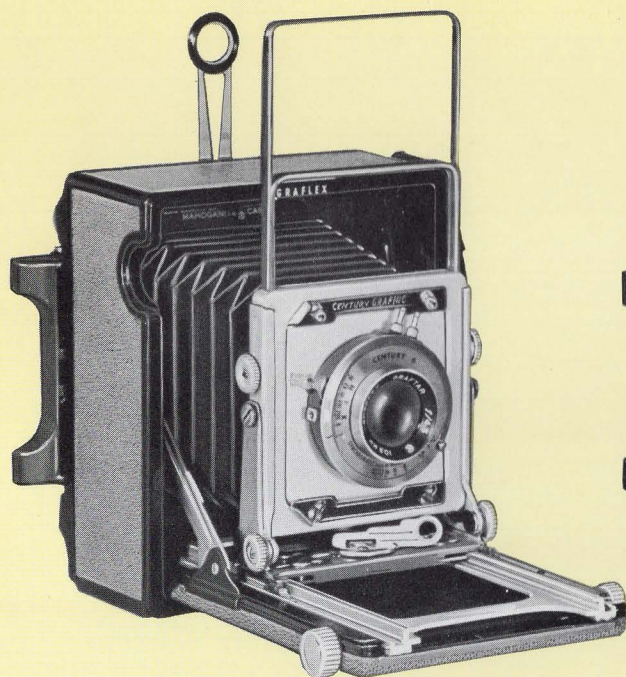
**SHUTTER:** "I"—instantaneous speed of approximately 1/50 second and "B"—bulb settings.

**FLASH SYNCHRONIZATION:** Built-in, with clip-on flash unit for M-type flash lamps.

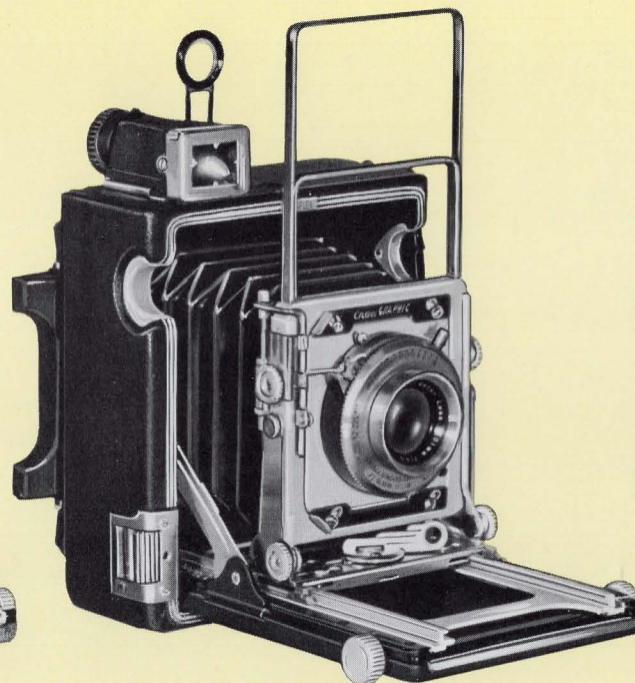
**CONSTRUCTION:** Lightweight aluminum alloy die-cast body. Satin-finish metal trim and silver grey cover.

**VIEWFINDER:** Direct, optical eye-level style.

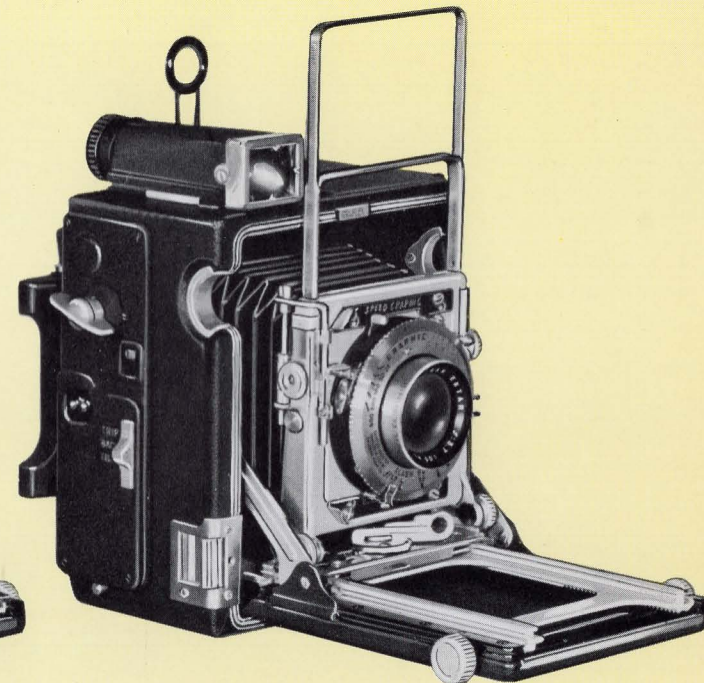




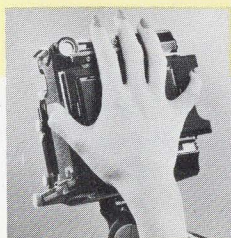
CENTURY GRAPHIC® "23"



PACEMAKER CROWN GRAPHIC® "23"



PACEMAKER SPEED GRAPHIC® "23"

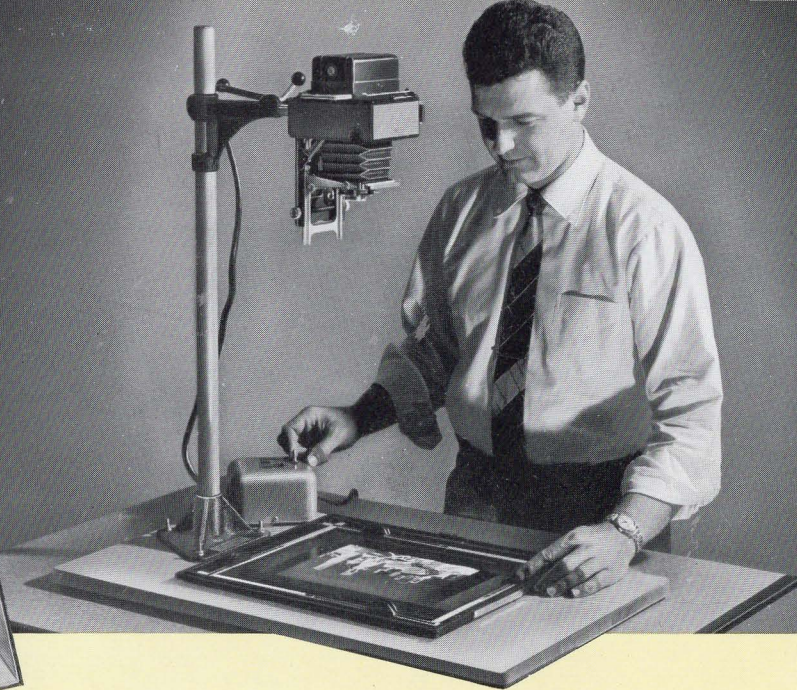
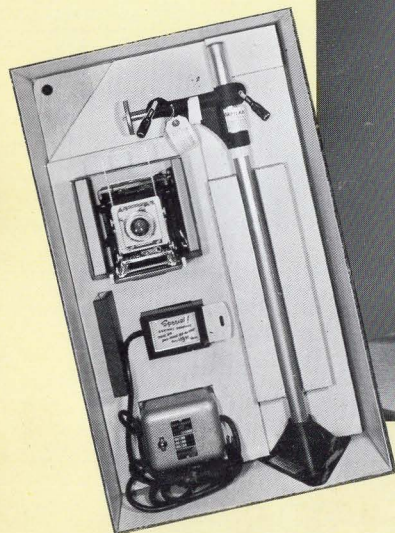


**GIANTS IN PERFORMANCE, YET NO BIGGER THAN YOUR HAND**

"The *complete* miniature camera" aptly describes the Century, Crown and Speed Graphics "23" . . . cameras which provide rugged Graphic dependability and matchless Graphic versatility in compact units barely half the size of the famous Graphic "45." They will do more than any other cameras in their price range . . . will keep pace with your own growing photographic ability through the years . . . and give you picture quality you can't get with any other small camera.

"Miniature" Graphics take portraits or copies with equal facility and without extra attachments. They accommodate supplementary wide angle and telephoto lenses, interchangeably. A wide choice of these lenses is available to fit any budget. Any type of film . . . roll, sheet or pack . . . is readily accommodated for any picture-taking purpose, yet the camera is easy to use . . . an ideal basic personal camera to which accessories may be added as budget permits. There's almost no limit to its applications.





## CENTURY GRAPHIC®

### TAKE 'EM & MAKE 'EM OUTFIT

Here's the most professional "do it yourself" outfit available. Think of it . . . you get a real press-type Century Graphic camera and a true precision enlarger for little more than you'd pay for the camera alone!

Your Century Graphic with the famous Grafmatic semi-automatic Sheet Film Holder has the amazing versatility to conquer almost any photographic problem. The Graflarger enlarging unit, with its cold light illumination, sturdy, precision stand and baseboard, is just what you need to make superb enlargements from your negatives.

#### CONTENTS:

- CY-51 (GRAY) CENTURY GRAPHIC CAMERA, 2 1/4" x 3 1/4"
- GRAFMATIC SEMI-AUTOMATIC FILM HOLDER
- GRAFLARGER ENLARGING BACK
- GRAFLARGER STAND
- 18" x 30 1/2" BASEBOARD
- HOME STORAGE CASE

## SPECIFICATIONS

### "23" GRAPHIC® CAMERA

**PICTURE SIZE** — 2 1/4" x 3 1/4". Film pack adapter\* holds 12-exposure daylight loading film pack; roll holder\* takes 8-exposure daylight loading roll film (12-exposure, 2 1/4" x 2 1/4" model also available); Grafmatic\* holds six sheet films, provides for fast interchange for sequence shooting; sheet film holder (supplied with outfit) accepts two sheet films.

**CAMERA SIZE** — The Graphic "23" measures only 5 1/16" high x 5 1/2" wide x 3 3/16" deep when closed. Weighs only 41 ounces. Speed Graphic models 1" deeper.

**BELLOWS EXTENSION** — 7 3/4" (8 3/4" on Speed Graphics). Folding infinity stops and focusing ground glass provide for full use of the long bellows for copying, ultra closeups and macro-photography . . . also photo-micrography.

**FOCAL PLANE SHUTTER** — Standard on all Speed Graphics. Gives synchronized focal plane shutter speeds from 1/30 to 1/1000 sec.

**LENSBOARD SIZE** — 2 1/2" x 2 1/2".

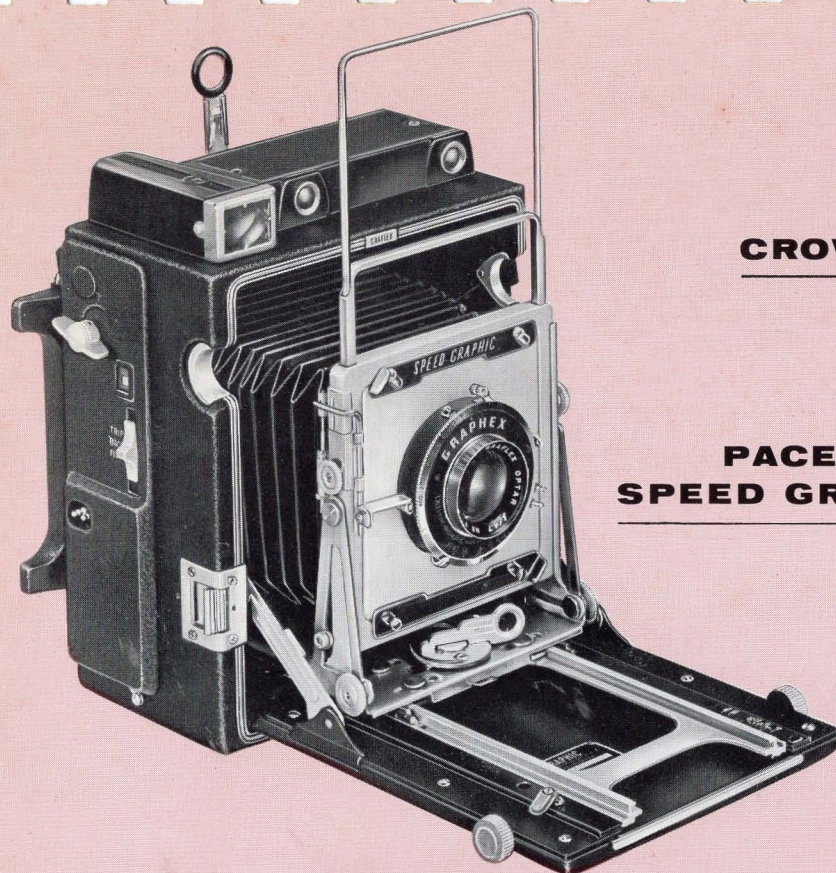
**FOCUSING** — Dual knobs provide precise rack-and-pinion adjustment for either right or left hand use. Accessory rangefinder permits fast, accurate use . . . helps insure perfectly focused pictures.

**GRAFLOK BACK** — Furnished as standard equipment, this back provides accurate ground-glass focusing and composition, has self-erecting, removable metal focusing hood, spring back for sheet film holders and accurate clamps for other film accessories.

**ACCESSORIES** — The following pages illustrate and describe a tremendous variety of accessory equipment available for Century, Crown and Speed Graphics "23."

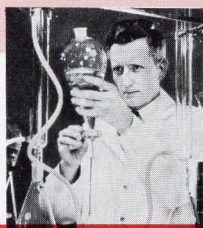
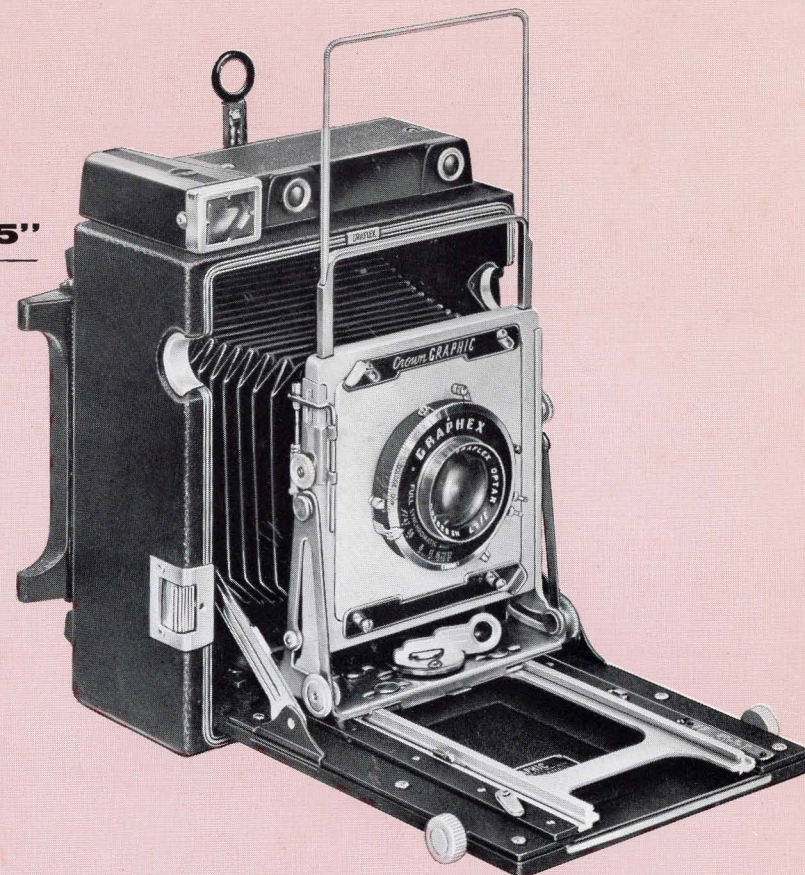
\*Accessory items.





**PACEMAKER  
CROWN GRAPHIC® "45"**

**PACEMAKER  
SPEED GRAPHIC® "45"**

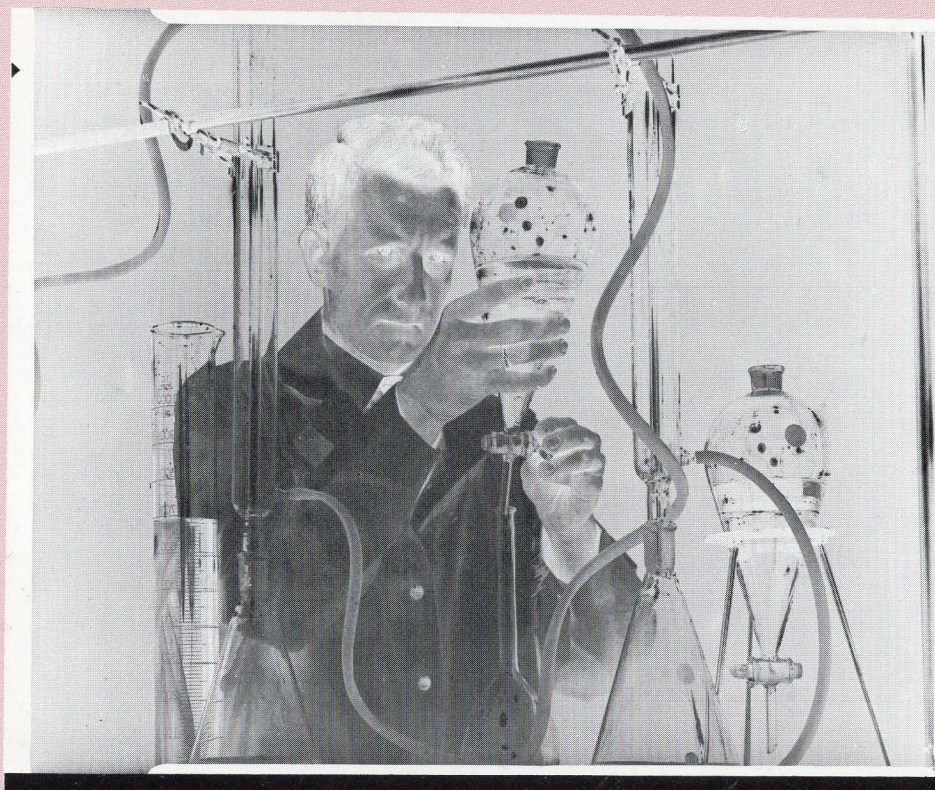


### **MASTER CAMERAS THAT MEET EVERY CHALLENGE!**

First choice of newsmen, professional and non-professional photographers, the Graphic "45" is recognized everywhere as the symbol of the world's finest photography. Unmatched for rugged, long-lasting construction, dependable, consistent performance and unexcelled versatility, it is completely free of trick gadgets or complication, designed for the specific purpose of producing superior photographs, regardless of the subject.

In color or black-and-white, its big negative size satisfies the most critical requirements of the publishing world, where maximum sharpness and detail are essential. Whether you want a camera for personal or professional use, a Graphic "45" will fulfill your needs with a higher standard of performance than any other camera, giving a lifetime of trouble-free operation. No wonder it is the photographer's most wanted camera.





**GRAPHIC "45" NEGATIVE SIZE**

## SPECIFICATIONS

**PICTURE SIZES:** Graphic 34— $3\frac{1}{4}$ " x  $4\frac{1}{4}$ ". Graphic 45—4" x 5". All accept film pack adapters holding 12-exposure daylight loading film pack, sheet film holders, holding two sheet films and the Grafmatic film holder (45 only) which holds six sheet films and provides for fast interchange of film for sequence shooting. In addition, all models accept the Graflex roll holder which takes 8-exposure 120 roll film (12-exposure,  $2\frac{1}{4}$ " x  $2\frac{1}{4}$ " model also available). Polaroid back for "45" models.

**CAMERA SIZES:** Crown Graphic 34,  $6\frac{1}{2}$ " x  $7\frac{3}{4}$ " x  $3\frac{1}{2}$ "; Crown Graphic 45,  $7\frac{1}{4}$ " x  $8\frac{1}{2}$ " x 4". Speed Graphic models are approximately  $\frac{9}{16}$ " to 1" thicker, depending on model. Sizes include optical viewfinder.

### ELECTRIFIED GRAPHIC

4x5 "Electrified" Speed and Crown Graphic with Graphic Rangefinder with 135mm ( $5\frac{1}{4}$ ") Graflex Optar f/4.7 lens, in No. 2 Graphex fully sync'd shutter with solenoid installed and modified for electrical release (order connecting cord No. 2723).

**BELLOWS EXTENSIONS:** Graphics 34: Crown 11", Speed  $12\frac{3}{8}$ "; Graphics 45: Crown  $12\frac{1}{2}$ ", Speed  $12\frac{3}{4}$ ". Figures refer to distance from film plane to lensboard at full extension.

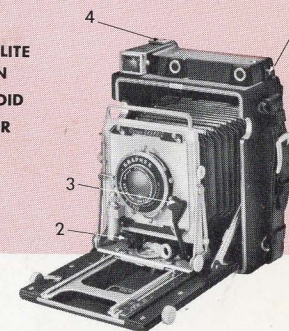
### FOCAL PLANE SHUTTER:

Standard on all Speed Graphics. Gives synchronized flash speeds from 1/30 to 1/1000 sec.

**LENSBOARD SIZES:** Graphics 34,  $3\frac{3}{16}$ " x  $3\frac{5}{16}$ "; Graphics 45,  $3\frac{11}{16}$ " x  $3\frac{5}{8}$ ".

**ACCESSORIES:** The following pages illustrate and describe a tremendous variety of accessory equipment available for Pacemaker Graphic cameras.

1. RANGELITE BUTTON
2. SOLENOID
3. SHUTTER PLUG
4. SHOE CLIP



## THE BIG NEGATIVE STORY

If you truly desire to *make*, as well as take, prize-winning pictures, right now is the time to consider the unequalled advantages of the larger negative. Cameras using the larger sheet film sizes have a flexibility and versatility not even approached by any other type. Sheet film, first of all, comes in sizes convenient to handle—from  $2\frac{1}{4}$  x  $3\frac{1}{4}$  up. It is available in the widest possible range of film types and speeds—all-purpose, high speed, portrait and special purpose films to meet any need.

Sheet film offers the advantages of a tough, heavy film base that withstands

rough treatment, permits forced processing, individual handling and is easier to retouch. In addition, you can make an 11 x 14 salon print with the larger size negative with a minimum of magnification.

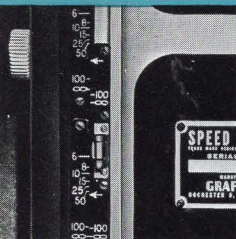
Having a minimum of grain, even murals have brilliance, clarity and detail you could never hope to have with the smaller negative.

*Yes, there are good reasons why the bigger negative cameras—Graphics in particular—are preferred by press and professional photographers the world over.*

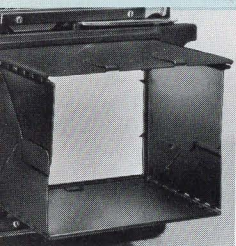


# 3

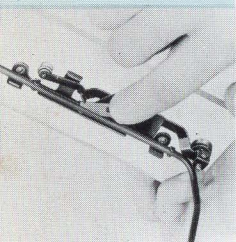
## WAYS TO FOCUS



**SCALE FOCUSING** — Accurately calibrated focusing scales to match the lens of your choice are affixed to the bed of your camera. Focusing at any distance is easy and precise.



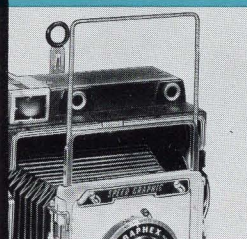
**GROUND GLASS FOCUSING** — Every Graphic has built into its Graflok Back a ground glass focusing panel and a 4-sided, removable, metal folding hood to keep out strong light.



**COUPLED RANGEFINDER** is easily added to your Pacemaker when desired, and provision is made for internal coupling.

# 3

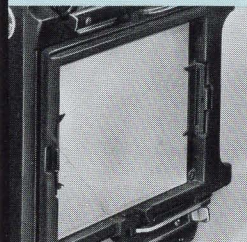
## VIEWFINDERS



**OPEN FRAME FINDER** telescopes neatly into front standard when not in use. Parallax correction scale. Perfect for fast action or sports work.



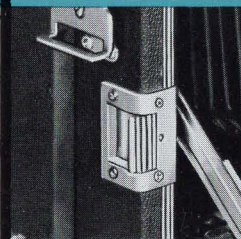
**OPTICAL VIEWFINDER** has parallax-compensating adjustment throughout entire focusing range and interchangeable field masks for matching camera lenses.



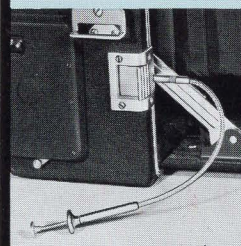
**GROUND GLASS VIEWFINDER** — Instantly available, the built-in ground glass focusing panel permits accurate composition and framing without need for parallax adjustment. You see your picture through the lens.

# 3

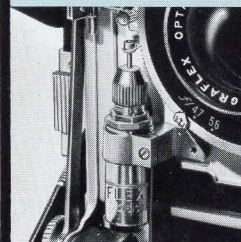
## SHUTTER RELEASES



**BODY RELEASE** is conveniently located for easy tripping of front shutter (on Crown Graphics) or both front and focal plane shutters (shutter selector permits quick change) on Speed Graphics.



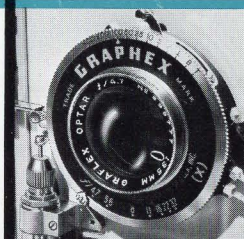
**CABLE RELEASE** — All Graphic body releases have cable release sockets so that the shutter may be tripped without danger of moving the camera.



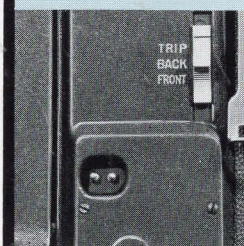
**SOLENOID RELEASE** — Fitting your Graphic with a solenoid-actuated synchronized shutter allows remote tripping of shutter.

# 3

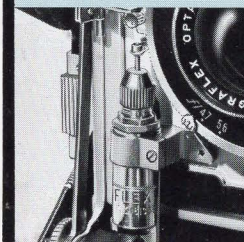
## TYPES OF SYNCHRONIZATION



**SET-AND-RELEASE FRONT SHUTTER FLASH** — Automatic built-in flash synchronization is available for the Graphic. These shutters are automatically synchronized for all speeds and for all bulbs including electronic flash.

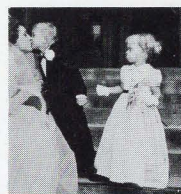


**FOCAL PLANE FLASH** synchronization built into perfected, governor-controlled focal plane shutter which has speeds 1/30 to 1/1000 second and time setting. (Speed Graphic only.)



**SOLENOID FLASH** — All Graphics can be fitted for solenoid operation. Electrical release permits remote control of flash and extension units. Ideal for use with Strob lighting.

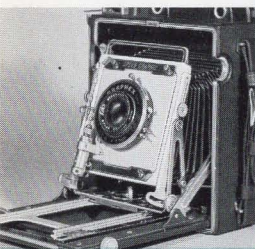
## FEATURES OF THE FAMOUS GRAPHIC®



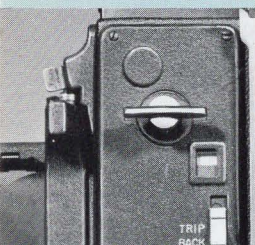
There's no one feature that makes the Graphic the truly great camera it is. Rather, it's a combination of the 27 features shown on these pages plus many others that makes this camera such an exceptional performer in varied fields of photography. Study them and you will see that a Graphic actually gives you many cameras in one, providing you with a complete photographic system. The Graflok Back, accepting many Graphic film accessories, permits the use of any type of negative material . . . roll, sheet or pack. It provides the ground glass

focusing and composition considered essential by all professional photographers and, in addition, permits the use of the Graflarger which converts the Graphic into an efficient, coldlight enlarger. Likewise, the long bellows and camera front adjustments provide facilities for taking subject matter far beyond the scope of conventional cameras. If your present camera lacks the capability to match your photographic skill, now's the time to graduate . . . to a new Graphic.

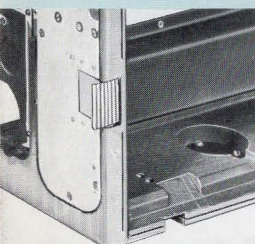




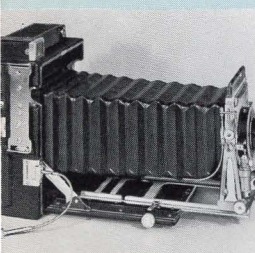
**RIISING, SHIFTING, TILTING FRONT** aids control of perspective and distortion on difficult subjects. Front locks securely for maximum rigidity at all times.



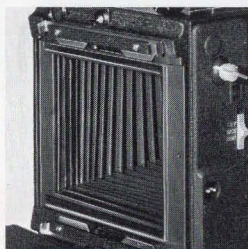
**FOCAL PLANE SHUTTER** gives governor-controlled focal plane shutter speeds from 1/30 to 1/1000 second plus "time." A necessity for stopping fast action. Available on Speed Graphic only.



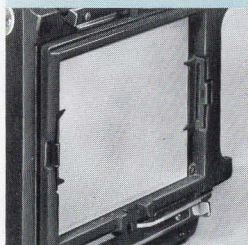
**SEASONED MAHOGANY CASE**—Thoroughly cured Honduras mahogany strengthened at stress points with metal reinforcements makes the Pacemaker Graphic the most rugged, durable and dependable camera on the market.



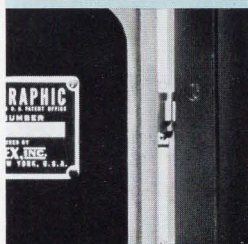
**LONG EXTENSION BELLOW**s permits extreme closeups and copying. Infinity stops fold out of way to permit extension. Ground glass insures accurate focus and composition.



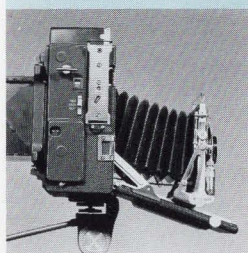
**GRAFLOK BACK** accepts Graphic accessories including holders for sheet, roll or pack film, the Grafmatic Film Holder, and the Graflarger which converts any Graphic into a precision enlarger.



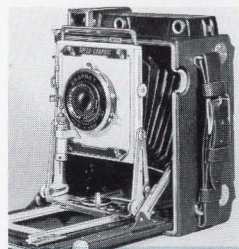
**EKTALITE FIELD LENS**—Specially designed lens in front of ground glass has unique light-gathering properties that gives new brilliance and clarity to ground glass focusing. (Optional on 23's.)



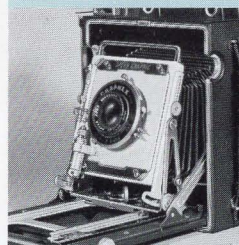
**INFINITY STOPS**—Infinity stops for correctly locating wide angle, telephoto or other special purpose lenses may be easily fitted to the bed of any Graphic to make picture taking simple and sure.



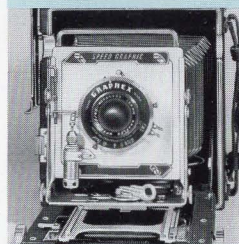
**DROP BED** takes camera bed out of range of wide angle lens field. Locks rigidly in position, permits rack-and-pinion focusing of wide angle lenses.



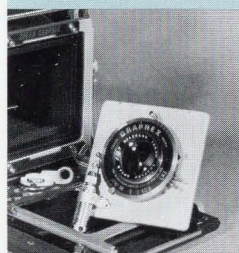
**RIISING FRONT**—The lensboard of the Graphic may be raised when it is necessary to frame the top of a tall subject without tilting the camera and distorting the subject.



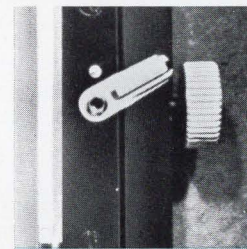
**TILTING FRONT**—When deliberate distortion or control of perspective is desired, the front standard may be tilted until the subject appears just as you want it on the ground glass.



**SHIFTING FRONT**—This adjustment achieves horizontal parallelism in the same way as the rising adjustment illustrated above achieves vertical parallelism.



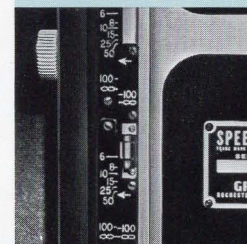
**REMOVABLE LENSBOARD** permits interchangeable use of the wide variety of standard, speed, wide angle and telephoto lenses available for Pacemaker Graphics.



**FOCUS LOCK**—This feature enables you to lock camera in precise focus. Prevents accidental movement of front standard. Assures needle-sharp, in-focus pictures. (Graphic "34" and "45" only.)



**REMOVABLE FOCUSING HOOD**—When using ground glass in low or unusual camera positions, hood may be easily removed and replaced.



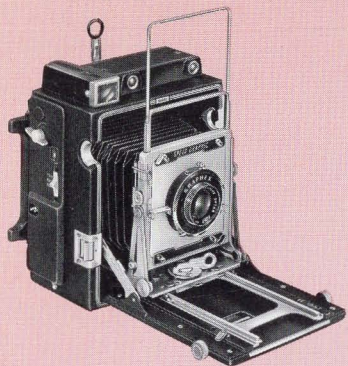
**MULTIPLE FOCUSING SCALES** may be fitted to provide accurate scale focusing for a variety of lenses of varying focal length with appropriate folding infinity stops for each lens.

## ACCESSORIES

The Graphic is an ideal basic camera, to which accessories may be added as the budget permits. Starting with an initial moderate investment, you can add rangefinder, auxiliary lenses and shutters and a host of other accessories to extend its range . . . to increase its versatility . . . and to match your growing photographic skill. No other camera offers such versatility and carries with it the Graflex heritage of 65 years' experience in building fine cameras. You can do more . . . in every way . . . with a Graphic.







### INTERCHANGEABLE CAMS MATCH ANY LENS

## NEW GRAPHIC® *Rangefinder*

WITH BUILT-IN  
RANGELITE

Now, the Pacemaker Graphic 45 has more adaptability than ever if you buy it with a coupled Graphic Rangefinder. When you change lenses you can also change your rangefinder to match it. Each lens has an individual cam that can be slipped into the rangefinder in seconds, without tools of any kind. This cam causes the rangefinder to operate in perfect synchronization with the lens.

In addition, the Graphic Rangefinder has a built-in Rangelite that projects a pair of focusing spots for night work. This Rangelite operates on two self-contained penlight size photoflash batteries, independent of the camera's flash equipment, which might have "D" cells, B-C or be an electronic unit. The Rangelite also adjusts to match the lens simply by using the correct cam. If your lenses do not

have cams, Graflex will make them to order.

Neither rugged use nor extreme temperatures affect the accurate adjustment of the Graphic Rangefinder. It stays aligned from the factory to you. With the proper cam in place it tracks from 4 feet to infinity with 127 to 135 mm. lenses.

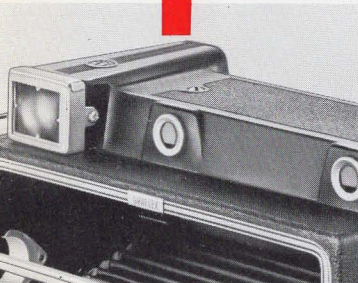
An exceptional feature is the automatic parallax correcting optical viewfinder which is an integral part of the Rangefinder. You focus your Graphic as usual with the focusing knob . . . the coupled Rangefinder tells you when the lens is in the proper position . . . the parallax of the optical viewfinder is adjusted automatically at the same time. A special attachment for the viewfinder is available for use with wide angle lenses.

See the back of this page for specific details. ►

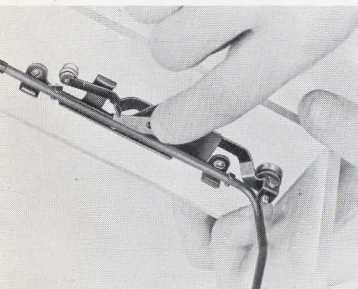


## FEATURES OF THE **GRAPHIC®**

# *Rangefinder*



◀ **RUGGED CONSTRUCTION** combines the rangefinder, Rangelite and optical viewfinder in one housing. Remains in accurate adjustment despite hard usage and extreme temperature changes. All parts are readily accessible for inspection and replacing Rangelite bulbs.



◀ **INTERCHANGEABLE CAMS** can be made to match any lens. These cams slip in and out of operating position in seconds. Absolutely no tools are needed to change cams. Each cam is cut individually to match the lens with which it is to be used.

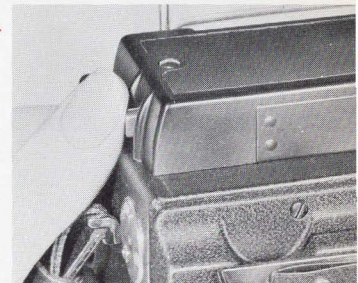


◀ **CAMS EASILY STORED**—When not in use each cam is conveniently stored on the back of the lensboard of its corresponding lens. This means that cams are instantly available and there is minimum possibility of using an incorrect cam.

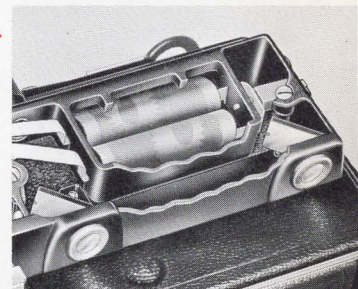


◀ **ACCESSORY EYE-PIECE TELESCOPE**, the Range-scope, gives a magnified, detailed rangefinder image for whatever lens is being used. A full 1.5 power, this valuable accessory assures critical focus for whatever lens is being used on the camera.

▶ **FOCUSING RANGELITE** for night focusing is built into the rangefinder housing. Coupled to the rangefinder mechanism, it projects two beams of light which become superimposed when accurate focus is attained. Permits accurate focusing instead of guess focusing.



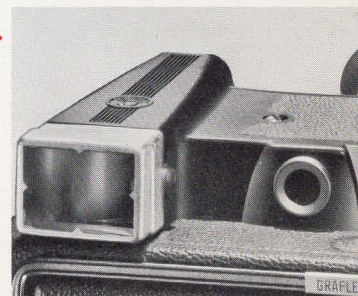
▶ **RANGELITE IS SELF POWERED** so that it may be used even when B-C flash or electronic flash is used with the camera. Two penlight size batteries (not included) within the rangefinder housing operate the Rangelite. Conveniently located on/off switch is on the side of rangefinder housing.



▶ **PARALLAX-CORRECTING OPTICAL VIEWFINDER** enables user to see exact field of view at all distances from his subject. Coupled to rangefinder mechanism, the eye-piece automatically corrects for parallax as the lens is focused.



▶ **ACCESSORY WIDE-ANGLE ATTACHMENT** adapts all Pacemaker optical viewfinders to show the field of view of the wide angle lenses available for these cameras. Simply slips in front of existing lens of viewfinder the same as a mask.





# TELEFLASH

TELEFLASH is an extremely useful accessory that adds time saving and picture-taking versatility to the professional or advanced amateur photographer's equipment. It makes it possible to use multiple flash lamps without connecting them to the camera. TELEFLASH can best be described as a B-C powered *slave* unit.

Some of the advantages of TELEFLASH can be listed here; in addition, however, many photographers have been able to develop special short cuts and techniques for flash illumination by using this equipment.

- 1 Automatically synchronizes the firing of any bayonet base flash lamp, inserted into it, with the flash lamp on the camera.
- 2 Needs no connecting cords.
- 3 Saves time in setting up multiple flash arrangements by eliminating connecting cords and long extensions.
- 4 Insertion of the flash lamp readies the unit for operation.
- 5 Once the lamp has been fired there is no drain on the batteries.
- 6 There are no off/on switches to forget.
- 7 Can be used in strong or dim room light and will not fire if room lights are suddenly turned on.
- 8 Has an outlet which can be used for regular extension units such as the Graflite Sidelight.
- 9 Can be connected directly to the camera shutter and used as a regular B-C flash unit.

The unit uses four 30-volt Minimax batteries. A set will last a year or more even under constant use. A phototube is included for *slave* operation.

The complete outfit includes the TELEFLASH built into its own re-

flector, four 30-volt Minimax batteries, CE86C phototube, Adjustable Swivel and Universal Quick-Change Clamp. Cat. No. 2024. A compact case for carrying 6 complete outfits and 6 PIC Stands is also available. Cat. No. 2047.

Uses any size of bayonet base lamp and automatically synchronizes with the flash lamp on the camera.

Two or more TELEFLASH units can be fired in synchronization by the same trigger light or up to 5 sidelight units can be connected to one TELEFLASH and fired on the same impulse that triggers the TELEFLASH itself.

The TELEFLASH can be connected directly to a shutter with built-in synchronization, set for M or F depending upon the lamp used in the reflector, and used as a regular B-C flash unit. Sidelights can be used also by plugging them to the outlet provided.

If the camera has a solenoid operated shutter it can be tripped remotely by plugging the connecting cord into the TELEFLASH sidelight outlet. When a flash lamp is fired toward the TELEFLASH the solenoid will operate by means of the phototube circuit. (It is not necessary to use a lamp in the TELEFLASH unless the lighting setup requires it.)



# PIC FEATHERLITE FOLDING STANDS

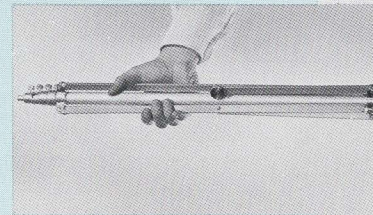
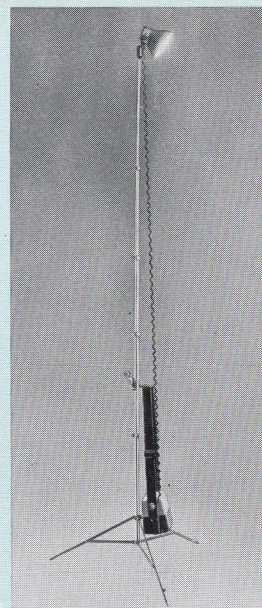
PIC Featherlite Stands are made of Duraluminum for greatest strength, good appearance and light weight. They have a hard, satin-smooth, anodized finish that resists abrasions and keeps your hands from getting soiled as they do with unfinished aluminum.

- 1 All bushings are arbor-pressed into tube sections and staked for extra strength.
- 2 Special offset design allows legs to fold flat.
- 3 Sections cannot come apart because of a precision-engineered, lathe-turned sleeve fitting.
- 4 The bottom tube is plugged to keep dirt from interfering with the automatic section stops.
- 5 The bracket castings are designed to support the legs so that they will not loosen with use.

| Catalog No. | Telescoped Length | Extended Height | Weight       |
|-------------|-------------------|-----------------|--------------|
| 4707        | 18 inches         | 7 feet          | 1 lb. 12 oz. |
| 4709        | 22 inches         | 9 feet          | 2 lbs. 2 oz. |
| 4711        | 26 inches         | 11 feet         | 2 lbs. 8 oz. |

## ALL-PURPOSE FOLDING STAND

| Catalog No. | Telescoped Length | Extended Height | Weight       |
|-------------|-------------------|-----------------|--------------|
| 4708        | 25 inches         | 10 feet         | 2 lbs. 2 oz. |



In addition to the normal operation as a vertical light holder, PIC Stand (Cat. No. 4708) can be quickly and easily set up as a right angle boom to hold a light, screen or backdrop. An adjustable tripod leg acts as a counterbalance, providing extra sturdiness, stability, and rigidity even under great weight.



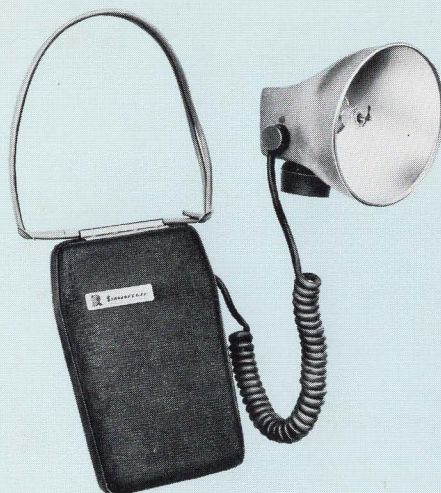


# Stroboflash

## PORTABLE ELECTRONIC FLASH UNITS

THERE are many electronic flash units from which to choose. In selecting Stroboflash, you have the assurance of knowing that you are getting a top-rated, performance-proven unit that is the choice of the country's top newspapers, professionals and advanced amateurs. Here's why!

- 1 Stroboflash is the combined product of two recognized pioneering names in photography, Graflex and Strobo Research.
- 2 Good flash pictures require the light to be spread evenly over the full picture area without any "hot spots." Stroboflash-designed lamp heads spread a soft, even light over a full 60° to provide an even light balance on your negatives from corner to corner.
- 3 Stroboflash Guide Numbers are based on this even distribution of light offered by all three models of Stroboflash. The E.C.P.S. (Effective Candle Power Second) Rating figure provides *minimum* guide numbers based on the measurement of this effective light.
- 4 Finally, only Stroboflash units offer the complete versatility of interchangeability of all lamp heads and accessories.



### STROBOFLASH I

Ideal where a miniature light weight unit is desired and when fast lenses or film are used. Short flash duration makes it perfect for most action. This is one of the most durable, dependable and easy to carry units you can buy. Will fit in most coat pockets for real convenience and portability. The power pack is encased in a scuff-proof Boltron case that is both light weight and rugged.

Energy Storage.....50 watt-sec.  
Flash Duration.....approx. 1/1400 sec.  
E.C.P.S. Rating.....1200

| Guide Nos. (minimum) |           |           |
|----------------------|-----------|-----------|
| Film                 | ASA Speed | Guide No. |
| Color                | 8-10      | 27        |
|                      | 32        | 49        |
| B & W                | 100-125   | 100       |
|                      | 200       | 120       |

Recycling Time.....approx. 3 sec.  
Power Pack Wt.....3 lbs. 2 oz.  
Power Pack Size.....5 1/2" x 8 3/4" x 1 5/8"

Equipped with L-bracket and rubber adapter for Graflex or similar flash units.

Cat. No. 2001



### STROBOFLASH II

Rugged all-purpose portable acclaimed by professional and advanced photographers. Most economical. Designed for optimum balance of light output, flash duration, portability and battery life. Like all STROBOFLASH units, it withstands very rough handling and hard use.

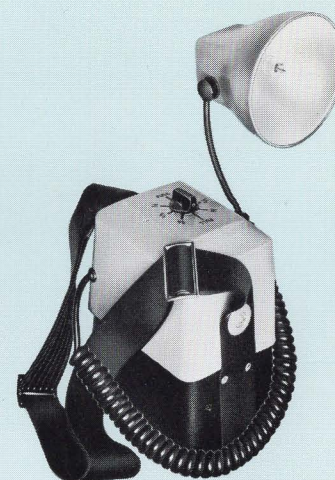
Energy Storage.....100 watt-sec.  
Flash Duration.....approx. 1/1000 sec.  
E.C.P.S. Rating.....2300

| Guide Nos. (minimum) |           |           |
|----------------------|-----------|-----------|
| Film                 | ASA Speed | Guide No. |
| Color                | 8-10      | 38        |
|                      | 32        | 68        |
| B & W                | 100-125   | 120       |
|                      | 200       | 170       |

Recycling Time.....approx. 3 sec.  
Power Pack Wt.....7 lbs. 8 oz.  
Power Pack Size.....6 1/2" x 7" x 4 1/2"

Equipped with L-bracket and rubber adapter for Graflex or similar flash units.

Cat. No. 2002



### STROBOFLASH IV

Features "4-Way Power Selector" for meeting any photographic assignment. Take close-ups on fast black and white film at 1/4 or normal color transparencies at full . . . vary flash exposures without changing f stops. Designed to save battery power; no energy is wasted at lesser settings.

| Selector Setting         | 1/4    | 1/2    | 3/4    | full    |
|--------------------------|--------|--------|--------|---------|
| Nominal watt-seconds     | 50     | 100    | 150    | 200     |
| Flash Duration (approx.) | 1/1200 | 1/800  | 1/600  | 1/400   |
| E.C.P.S. Rating          | 1100   | 2200   | 3300   | 4400    |
| Recycling Time (approx.) | 3 sec. | 5 sec. | 8 sec. | 10 sec. |
| Guide Numbers:           |        |        |        |         |
| Color —ASA 32            | 45     | 66     | 81     | 94      |
| B & W—ASA 200            | 115    | 165    | 200    | 235     |

Power Pack Wt.—9 lbs. 8 oz.  
Power Pack Size—4 1/2" x 6 1/2" x 8 7/8"

Equipped with L-bracket and rubber adapter for Graflex and similar flash units

Cat. No. 2004

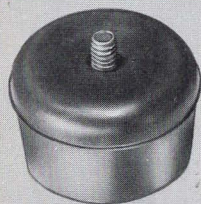


## STROBOFLASH ACCESSORIES (FOR BATTERY PORTABLES)



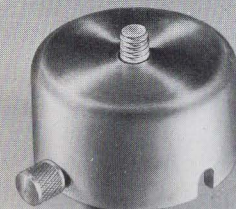
**L-BRACKET** provides for easy mounting of lamp head on most cameras—of black aluminum with rubber mounting pad. Part of Stroboflash Outfit.

Cat. No. 2065 (Replacement)



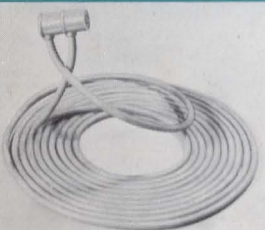
**RUBBER BATTERY CASE ADAPTER** fits standard press type battery cases. Shock mounts and insulates lamp head—eliminates polarity problems. Part of Stroboflash Outfit.

Cat. No. 2068 (Replacement)



**METAL BATTERY CASE ADAPTER** fits standard press type battery cases. Made of aluminum with set screws to assure a firm grip on gun.

Cat. No. 2067



**EXTENSION CORD:** 20' high voltage extension cord . . . used when placing lamp head on tall stand or for additional lights. Flexible with molded rubber fitting on each end.

Cat. No. 2050



**PHOTOTUBE:** CE84R Cetron bayonet type phototube, blue sensitive type for best results with electronic flash. Shown with phototube socket. For all Stroboflash outfits.

Cat. No. 2142

Order with plastic carrying case.  
Cat. No. 2147



**225 VOLT BATTERY:** high voltage dry cell for Stroboflash II and IV. Constructed to SR specifications by Special Battery Co. (Division of Ray-O-Vac). Guaranteed . . . rugged construction. Shelf life of 1 year when stored in cool, dry place, preferably not over 60°.

Cat. No. 2092 (2 required)



**240 VOLT BATTERIES** built for Stroboflash I by Olin Industries. Ruggedly constructed. Guaranteed against defects by the manufacturer. Should be stored in a cool, dry place, preferably not over 60°.

Cat. No. 2093 (2 required)



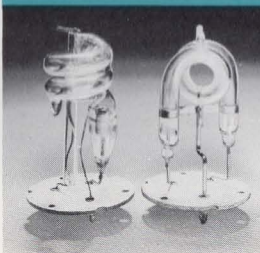
**BATTERY BOOSTER:** Plug Stroboflash power pack into booster and booster into 110 volt AC outlet. Restores battery energy, about doubles the number of flashes from fresh batteries. Must be used before battery is completely run down. Can be used while the unit is in operation.

Cat. No. 2095



**LAMP HEAD:** Standard part of Stroboflash I, II and IV Outfits. May be used as main light or extension. Virtually water-resistant, light weight (about 10 ounces) . . . equipped with standard tripod socket . . . satin-finished reflector for even light distribution. Protected by clear plastic shield.

Cat. No. 2025



**FLASH TUBES** for Stroboflash Lamp Head.

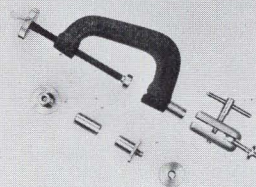
DW2 Kemit: Cat. No. 2131.

FT118 General Electric: Cat. No. 2130.



**MOUNTING TUBE:** lamp head mounting tube of polished black plastic. Same diameter as standard flash battery case. Used with standard Graflite brackets to mount lamp head on camera. Rubber adapter (item No. 2068) may be used for closing bottom as well as adapting top to lamp head. 8 inches long.

Cat. No. 2070



**SR QUICK-CHANGE CLAMP** fits easily into your pocket. Includes C-Clamp, adjustable swivel and fittings which enable you to quickly mount Stroboflash lampheads, other flash extensions or light cameras almost any place. Replaces tripod or stand when necessary.

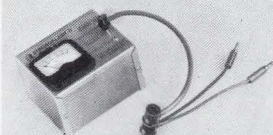
Cat. No. 2075 (complete with all fittings)



**FUSETRONS** included in all STROBOFLASH II and IV circuits to prevent accidental shorting and discharge. Easily replaced.

Cat. No. 2190 (for Stroboflash II)

Cat. No. 2194 (for Stroboflash III and IV)



**BATTERY ANALYZER** can be used with STROBOFLASH II, III and IV to determine the amount of energy left in the batteries. Calibrated to measure the time it takes the batteries to recharge the capacitor.

Cat. No. 2096 (for Stroboflash II and IV)



**PIC STANDS** are light weight, made of Duraluminum. Have hard, satin smooth finish that resists abrasions. Consists of five telescoping sections that cannot pull apart. Folding tripod legs with extension cord-holding ring.

| Cat. No. | Telescoped | Extended |
|----------|------------|----------|
| 4707     | 18 in.     | 7 ft.    |
| 4709     | 22 in.     | 9 ft.    |
| 4711     | 26 in.     | 11 ft.   |

**ALL-PURPOSE PIC STAND** designed with two removable sections that can be used to form a boom for a light, reflector or background material. Has adjustable tripod leg for maximum stability.

| Cat. No. | Telescoped | Extended |
|----------|------------|----------|
| 4708     | 25 in.     | 10 ft.   |

**SHUTTER CORDS:** Use standard Graflite shutter connecting cords with household type connector on lamp head end.



# GRAFLITE®

Any time . . . any place . . . any weather, Graflite helps you get prize-winning pictures. It's the famous interchangeable Graflex flash unit that fits almost every camera . . . the *one* flash outfit with unlimited versatility to meet the most exacting requirements. Ruggedly built to the highest standards of quality and precision, it is a fitting complement to the finest camera . . . completely adaptable for all types of flash photography.

## GRAFLITE® COMPONENTS

The secret of Graflite versatility lies in the many features described on this page and in the interchangeability provided by the following basic Graflite units:

**MOUNTING BRACKETS** . . . Graphic, Graflex, platform and L-type.

**BATTERY CASES** . . . Two and three cell capacity, accessory case extensions and clamps.

**REFLECTORS** . . . 5" (for bayonet lamps) and 7" (for medium screw base lamps), accessory diffusion disk and hinged shield for 5" reflector.

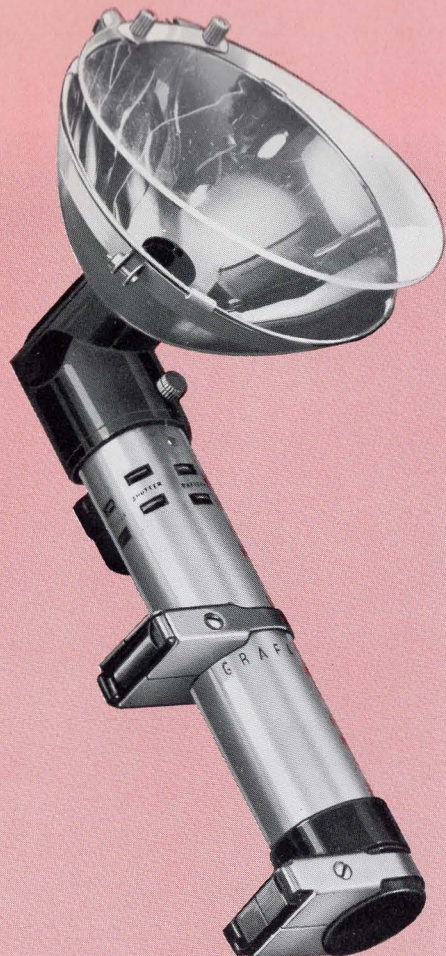
**SOLENOID AND MOUNTS** . . . To fit all Graphic cameras.

**CONNECTING CORDS** . . . Solenoid, ASA (bayonet and double post), COMPUR and other shutters and remote control.

**SIDE LIGHTING UNIT** . . . With 15 foot cord and clamp for multiple flash.

Unlimited combinations of the above Graflite components are possible . . . answering any specific flash problem . . . unquestionably the finest, most complete and most versatile flash equipment you can own.

See price sheet for complete list of Graflite components.



The multi-purpose circuit controller affords the selection of three circuits, allows increased voltage for extra lamps without solenoid adjustment or extra booster attachments.

No sliding, twisting or turning is necessary with the heavy-duty supporting clamps. Just "snap on" for a vise-like grip—to remove, press one button!

Either 5" bayonet or 7" medium base reflector may be attached while case is on camera, with main switch at either front or rear of the battery case.

Around the top of battery case are 5 outlets, each clearly marked for its intended use. These multiple outlets give unusual versatility.

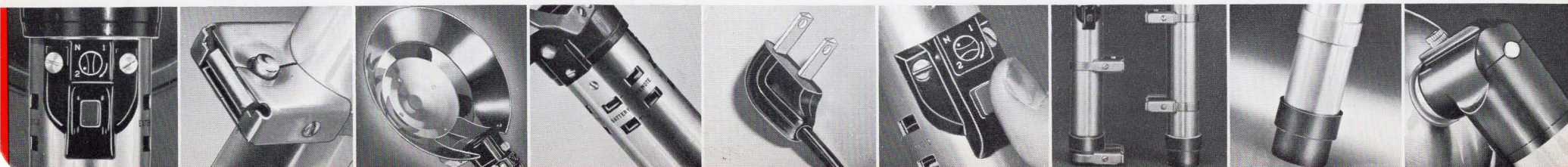
Standard household plug connections—positive, sturdy, easy to insert and remove—are one of the multitude of features that mean the finest in flash.

The micro-type, click action switch makes positive contact easily, with no camera movement, and gives an audible signal of contact.

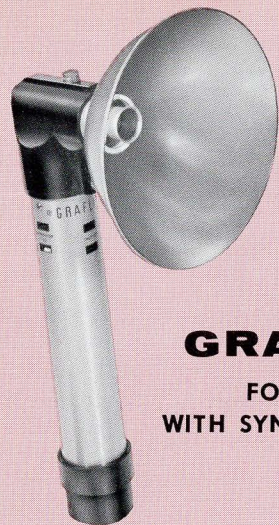
The heavy-duty supporting clamps (standard equipment) are movable, allowing the battery case to be placed on either side, with switch at front or back.

Handy extension tubes, each accommodating one dry cell, may be joined together in multiple for whatever power may be required.

The push button lamp ejector of both 5" and 7" reflectors conveniently ejects the fired bulb, speeding up the loading—flashing cycle.







**GRAFLITE® Jr.**  
FOR ALL CAMERAS  
WITH SYNCHRONIZED SHUTTERS

Here is the finest flash unit you can buy for use with all types and makes of cameras having built-in shutter synchronization. Easy-to-use mounting bracket screws into tripod bushing of 35 mm., folding, stereo, Polaroid or reflex cameras. Heavy duty clamps available for use on press or view cameras. 2-cell battery case. Three standard, household type plug connections. High efficiency 5" reflector. New design bayonet lamp socket with push-button lamp ejector.

Graflite Jr. can be used with D size batteries or the new Graflex B-C cartridge. Utilizing a standard 22½ volt flash battery, this cartridge is good for thousands of flashes and is dependable under extremes of temperature.



Graflash B-C

Graflash P-L

M-2  
Graflash B-C

**M-2 GRAFLASH® B-C**

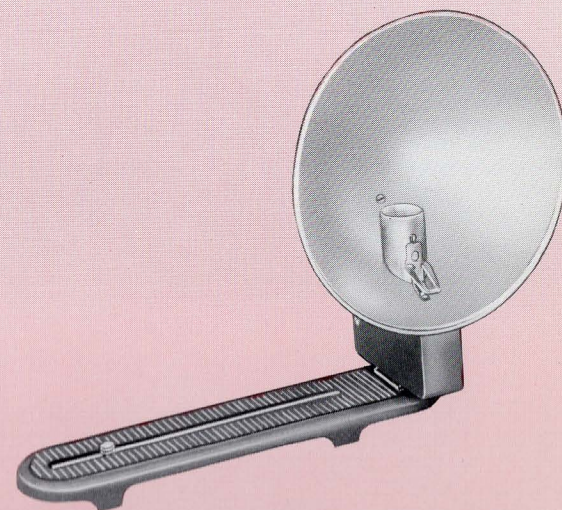
Although similar in appearance to the standard Graflash B-C, this unit has the new 3" reflector developed to permit the most efficient use of the new M-2 lamps. Lamps press into position, no pins, slots or catches to align. Has push-button lamp ejector. Extension outlet accepts the easy-to-use household type plug. Has wide-acceptance clip-on foot for use with Graflex "22," Graphic 35, Revere Stereo, Stereo Realist, Argus C-4 and others.

**GRAFLASH® B-C**

The Graflash B-C uses a small inexpensive 22½ volt battery that eliminates flash failures. Because of the special electrical circuit this battery will last much longer than the ordinary battery. Equipped with an extension outlet. The reflector features an anodized finish and "parabolic" reflector for a full 60° of even light. Lamp ejector. Has wide-acceptance clip-on foot enabling it to fit the Graflex "22," Stereo Realist, Revere Stereo, Argus C-4 and others.

**GRAFLASH® P-L**

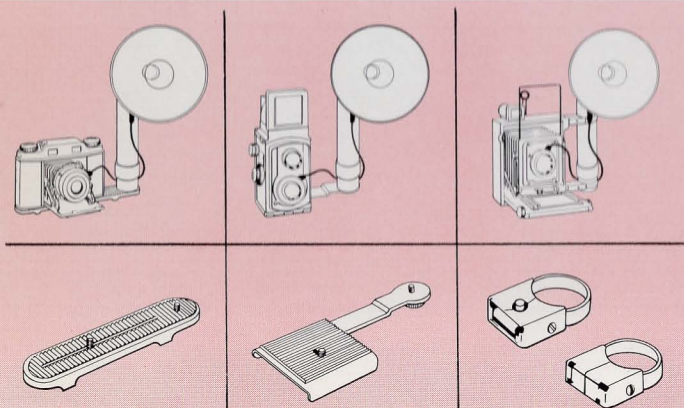
Here is the lowest cost Graflash sold especially for amateur use on nearly all cameras having clip-on shoe coupling. This list of cameras includes the Graflex "22," Graphic 35, Stereo Realist, Revere Stereo, Argus C-4 and others. Operates on 2 miniature batteries and accepts all midget flash lamps. Has pop-out lamp ejector.



**UNIVERSAL**

**GRAFLASH® B-C**

Designed to meet the demand for a high-efficiency low-cost B-C flash unit. Usable with 35 mm., folding, reflex and stereo cameras having synchronized shutter and standard tripod bushing. Available with universal mounting bracket. Uses a long-life 22½ volt battery. High efficiency reflector accepts bayonet base flash lamps.





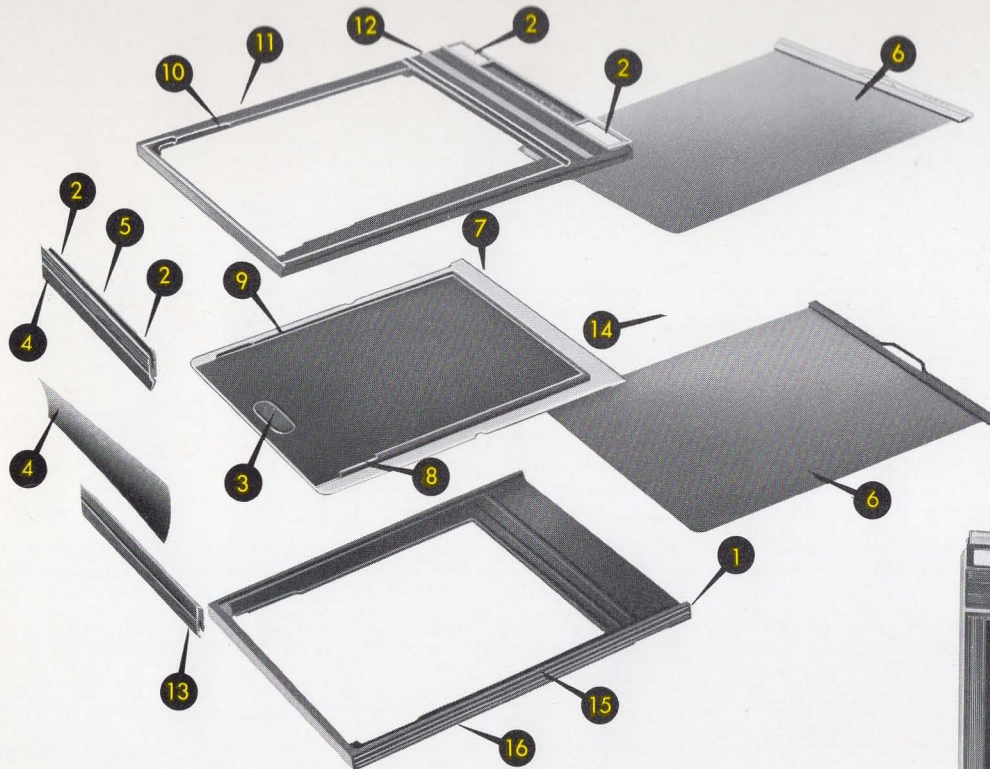
GRAPHIC<sup>®</sup>

*Riteway*<sup>®</sup>

## FILM HOLDER

This revolutionary new holder is far stronger than wood, less liable to damage than metal and cannot warp! It's easier to use and guarantees perfect over-all picture sharpness. Match these Riteway features with *any* holder.

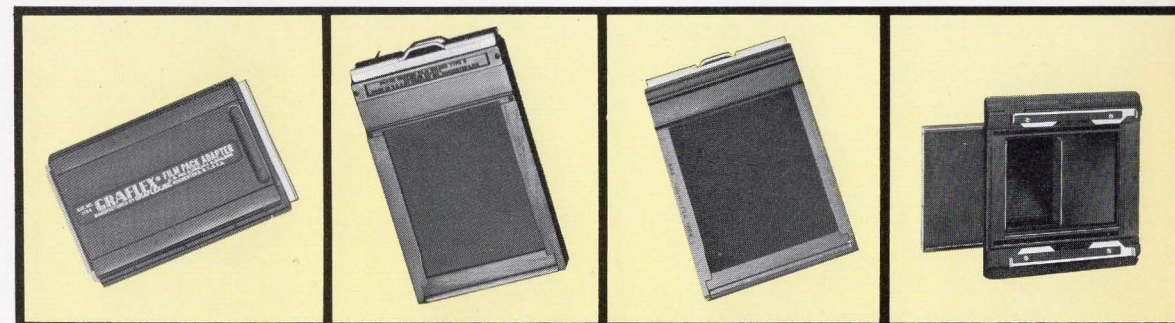
1. It's thinner, easier to store, easier to slip in and out of the camera.
2. Dual identification recesses permit use of negative identification tabs.
3. Finger recess facilitates insertion and removal of film.
4. Flaps fold completely for easier loading.
5. Anti-slip flap prevents film from changing position.
6. Non-static dark slides have touch signals.
7. Rigid aluminum core gives film registration well within ASA standards.
8. Film sheaths are bonded to core for maximum accuracy and rigidity.
9. Formed septum rails hold film perfectly flat.
10. Retains accuracy of tolerances indefinitely.
11. Shock-resistant, unitized material is three times stronger than wood, less vulnerable to damage than metal.
12. One-piece construction—no rivets, joints or seams.
13. Multiple step flap has positive light lock at hinged end.
14. Spring-fingered light trap, originated and improved by Graflex.
15. External serrations prevent leakage of stray light.
16. Solid color.
17. GUARANTEED TWO FULL YEARS.



## GRAFLEX<sup>®</sup> FILM HOLDERS

The Graphic Riteway Film Holder represents the ultimate in film receptacles; it provides the most accurate film positioning of any holder on the market. Designed to meet the critical needs of the press, it is exceptionally rugged, absolutely light-tight, of unitized construction, the only holder with an unconditional TWO YEAR GUARANTEE. Made in 4x5 size to fit Graphics and other cameras using standard holders. Accommodates two sheets of film.

Standard Graphic Film Holders are the finest holders of conventional construction, supplied in 2 1/4 x 3 1/4 and 3 1/4 x 4 1/4 sizes to fit Graphics and other cameras using standard film holders. Each accommodates two sheets of film.



**GRAFLEX FILM PACK ADAPTERS** accommodate daylight-loading, 12-exposure film packs. In 2 1/4 x 3 1/4, 3 1/4 x 4 1/4 and 4 x 5 sizes to fit Graphic and Graflex cameras.

**STANDARD GRAPHIC AND GRAFLEX FILM HOLDERS** have every improvement possible in a holder of conventional construction. 2 1/4 x 3 1/4, 3 1/4 x 4 1/4 and 4 x 5 sizes.

**GRAFLEX PLATE HOLDERS** accommodate glass photographic plates. In 2 1/4 x 3 1/4, 3 1/4 x 4 1/4 and 4 x 5 to fit Graflex and 4 x 5 for Graphic cameras . . . also 3 1/4 x 4 (to fit 3 1/4 x 4 1/4) to make direct lantern slides.

**DIVIDING BACK ATTACHMENT** permits taking two exposures on a single piece of film. Extensively used in identification and passport photography. Two models, for 4 x 5 Graflex and 4 x 5 Graflok back.



# GRAFMATIC® FILM HOLDER

White plastic memo tab on 4 x 5 Grafmatic serves as note or caption pad. Temporary data, written in pencil, is easily erased.

An automatic exposure counter dial tells at a glance the number of exposures that have been made.

"Ready Signal" is a bright red dot which automatically appears when film is uncovered and ready for exposure.

Tapered "skids" assure smooth action when sliding the Grafmatic Holder in or out of the camera.

Graflex-pioneered guide rails and special flange construction hold film flat, prevent film slippage and facilitate loading.

Large identification notch makes film sepium easy to identify and load in complete darkness.

Chrome drawer latch prevents accidental withdrawal of film. Positioned for rapid action when making fast sequence shots.

Dark slide handle is easy to hold, assures positive action, yet does not interfere with camera action.

Recesses for locating permanent identifying tabs are provided to the left and right of the numbering wheel (4 x 5 models only).

Exclusive negative numbering dial\* automatically numbers negatives consecutively one to six as they are exposed. \*4 x 5 models only

## SMALL PACKAGE

The Grafmatic holds six sheet films, yet is scarcely thicker than an ordinary two-sheet film holder. It's the logical answer for the photographer who wants fast action for rapid picture-taking or sequence shots.

## RAPID CHANGE

Film changing with the Grafmatic is lightning fast. Simply pull out the handle and push back into place. Your next film is positioned for exposure—your previous film is perfectly protected against double exposure. Action is precise, smooth and fool-proof.



## FINEST, FASTEST FILM HOLDER EVER DESIGNED

Grafmatic Film Holders are actually sheet film magazines, accommodating six sheets of film in one loading. This gives multiple exposure convenience with the important sheet-film advantages. Fast film interchange makes it especially valuable for sequence shooting. A counter dial tells at a glance how many pictures have been taken, and a visible signal automatically indicates when film is uncovered and ready for exposure. Provision is made for identification tabs and the 4x5 size has an exclusive numbering dial which photographs an identification number (consecutively, one to six) on the edge of the film. Supplied in 2¼x3¼ and 4x5 sizes, the Grafmatics are barely thicker than the usual double film holder.





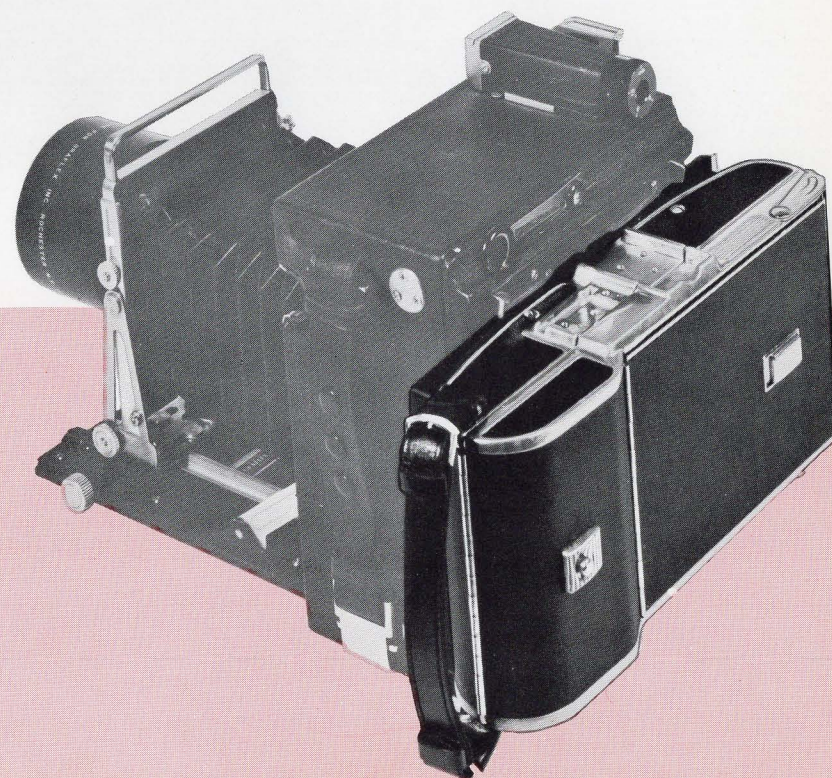
## GRAFLEX® ROLL HOLDERS

Graflex Roll Holders adapt Century, Crown and Speed Graphic cameras to use low-cost, daylight-loading black and white or color roll film. Thus, you get utmost economy of operation plus the useful and versatile features of the Graphic or Graflex cameras. Also, some types of color film are available only in rolls.

Graflex-made Roll Holders are available to fit Graflok and Graflex backs in 3 sizes:  $2\frac{1}{4}" \times 3\frac{1}{4}"$ ,  $3\frac{1}{4}" \times 4\frac{1}{4}"$  and  $4" \times 5"$ . Two models in each size: the "23" gives eight  $2\frac{1}{4}" \times 3\frac{1}{4}"$  negatives and the "22" gives twelve  $2\frac{1}{4}" \times 2\frac{1}{4}"$  negatives on each roll of 120 size film. Graflok back and Graflex back roll holders are not interchangeable.

## GRAPHIC® POLAROID **LAND** BACK FOR "PICTURES-IN-A-MINUTE"

It's a real thrill to see your picture a minute after you take it! You can enjoy "picture-in-a-minute" photography with a Graphic, thanks to the Graphic Polaroid Back. It takes but a few seconds to attach. A dark slide permits removal at any time for conventional camera use. Now, through this attractively finished Polaroid Back, the many camera adjustments and excellent lens combinations of the Graphic are combined with the advantage of the immediate print. Fits 4 x 5 Graphics with Graflok Back only. Accessory focusing panel available.

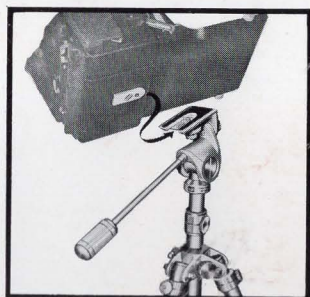




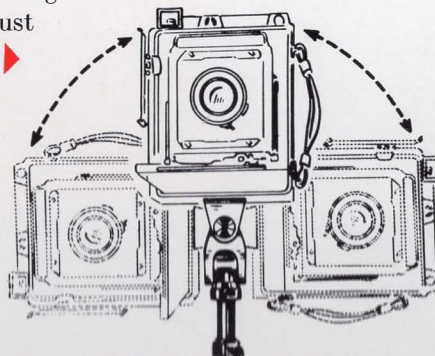
# GRAFLEX® SPEED TRIPOD

*Exclusive* features of the Speed Tripod provide advantages that help any photographer set up quicker than ever before. It only takes one-third as many motions to get your camera into shooting position.

**EXCLUSIVE:** Guide-On Adapter attaches to camera, slips into position on the tripod head. Large locking disc secures camera. Adapter fits *any* camera, protects camera from excessive wear because it need not be removed when the camera and tripod are dismantled.



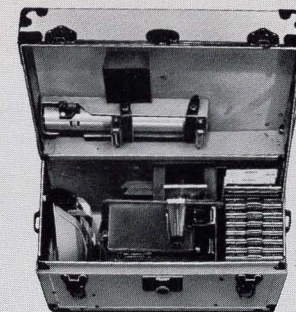
**EXCLUSIVE:** 3-D Pan Head locks at any point from full left to full right, an extra movement in addition to normal vertical-horizontal adjustment. Permits instant leveling of camera from any angle on uneven ground *without* having to move or adjust tripod legs. ▶



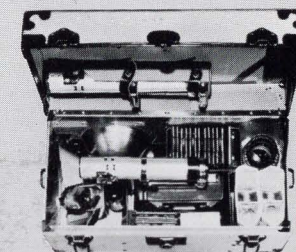
## FEATURES:

EXCLUSIVE GUIDE-ON ADAPTER  
EXCLUSIVE RIGHT-LEFT TILT ADJUSTMENT  
HORIZONTAL ADJUSTMENT  
VERTICAL ADJUSTMENT  
DOUBLE CENTER COLUMN  
"EXTEND-A-LOCK" LEGS  
TWO SECTION LEGS  
LEG-TAMER STRAP  
PERMANENTLY ANODIZED AQUA-COLOR FINISH  
100% PRECISION ENGINEERING

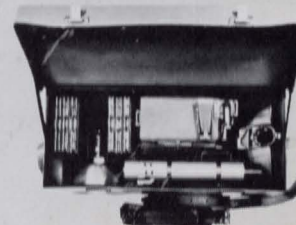
## GRAPHIC® CASES



Graphic Compact cases are made of durable fibre, have shoulder straps and provision for camera with rangefinder, Graflite flash equipment, 9 film holders and several smaller accessories. Partitioned for Crown or Speed Graphic 34 and 45. Dimensions: 9 x 17½ x 9¾ inches.



Graphic Handicases are similar, but slightly larger. Will hold Graflite with two reflectors, 12 film holders and flash lamps in addition. Available in three models to fit Century, Crown or Speed Graphic 23 and Crown and Speed Graphic 34 and 45. Dimensions of 4 x 5 case: 9½ x 19½ x 11½ inches.



Graphic Custom case is luxuriously made of fine leather, has velvet lining, shoulder strap with pad, and accommodates camera with rangefinder, Graflite with two reflectors, 6 film holders and several smaller accessories. For 2¼ x 3¼ Century, Crown and Speed Graphics. Dimensions: 8½ x 18½ x 8½ inches.



## GRAFLARGER®

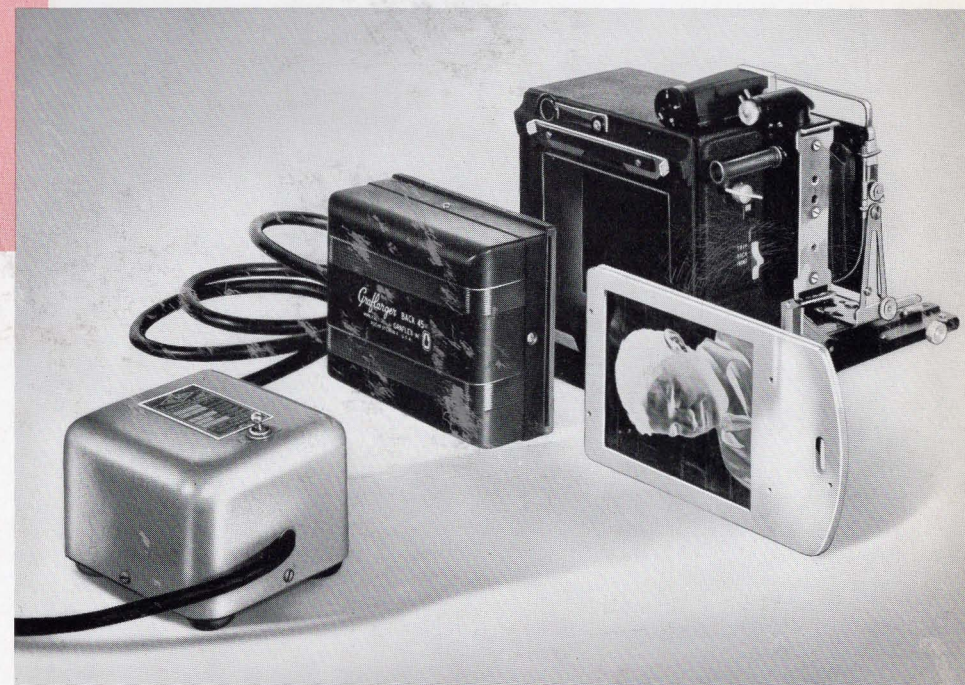
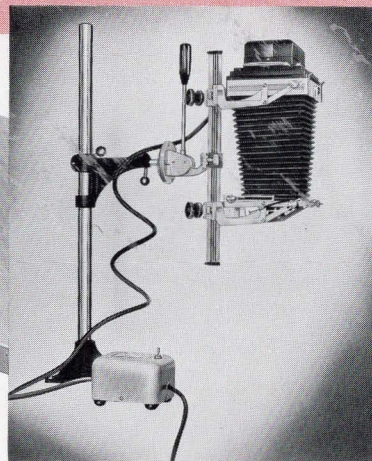
This comparatively inexpensive but tremendously useful accessory converts any Graphic camera into an efficient, cold-light enlarger in only seconds! It's your answer to the problem of how to make fine enlargements from your negatives without heavy, bulky and costly darkroom equipment! Completely portable, fully competent, it may also be used as a light source for a retouching stand or an emergency contact printer.

The Graflarger is a special attachment which attaches to any Graphic camera in a jiffy. It includes the Aristo Cold Grid Light in a lightweight lamphouse, a glassless negative carrier, and a heavy duty transformer with an off-on switch . . . Underwriters' Laboratory approved. Utilizing the Graphic's own lens, it makes an ideal horizontal enlarger or, with its auxiliary Graflarger stand, a conventional vertical enlarger.

When used horizontally, projection on a wall permits enlargements to any practical size. When used with its 30" high accessory Graflarger Stand, the Graflarger permits making 11 x 14 enlargements, copying or close-up photography of small objects. The Aristo Cold Light cannot damage camera, lens or shutter and will not buckle or harm your negatives. Also, use of the camera lens assures enlargements of highest quality.



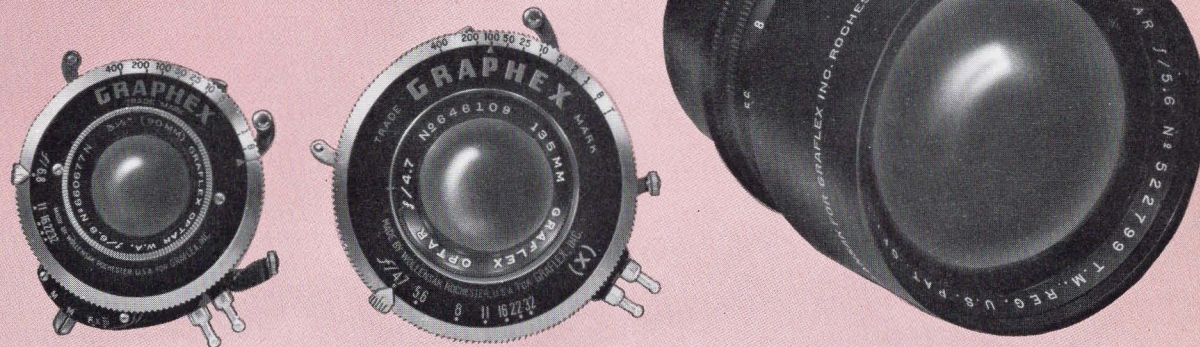
Graflarger attaches to Century, Crown or Speed Graphics in but a few seconds. Three sizes to fit Graphics 23, 34 and 45. May be used with the Graphic View or Graflex cameras.





## LENSES

The variety of lenses available for Graflex and Graphic cameras are exceptionally high-grade, color-corrected and coated. Their use adds greatly to the built-in versatility of these cameras. They come in popular focal lengths and speeds and are equipped with accurately fitted synchronized shutters for flash photography under all conditions. Wide angle and telephoto lenses are easily interchangeable with the standard focal length lenses with which these cameras normally are equipped.



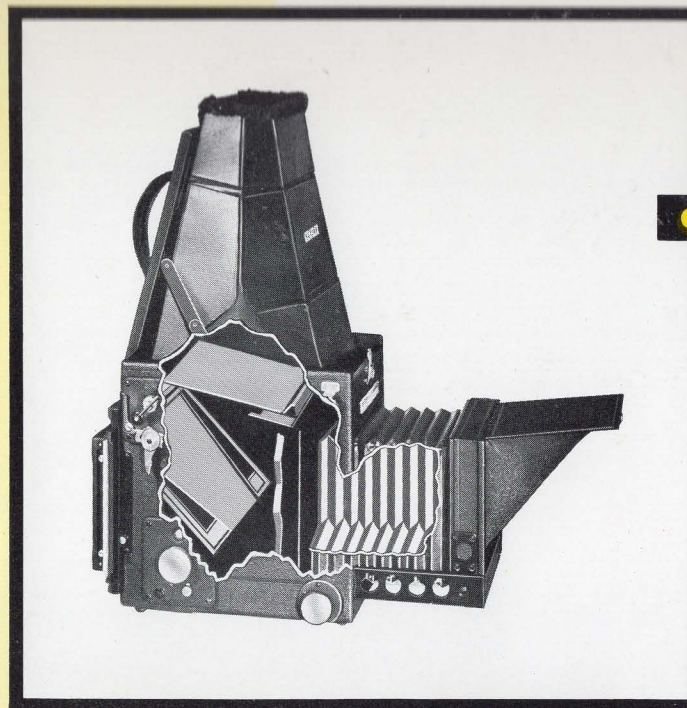
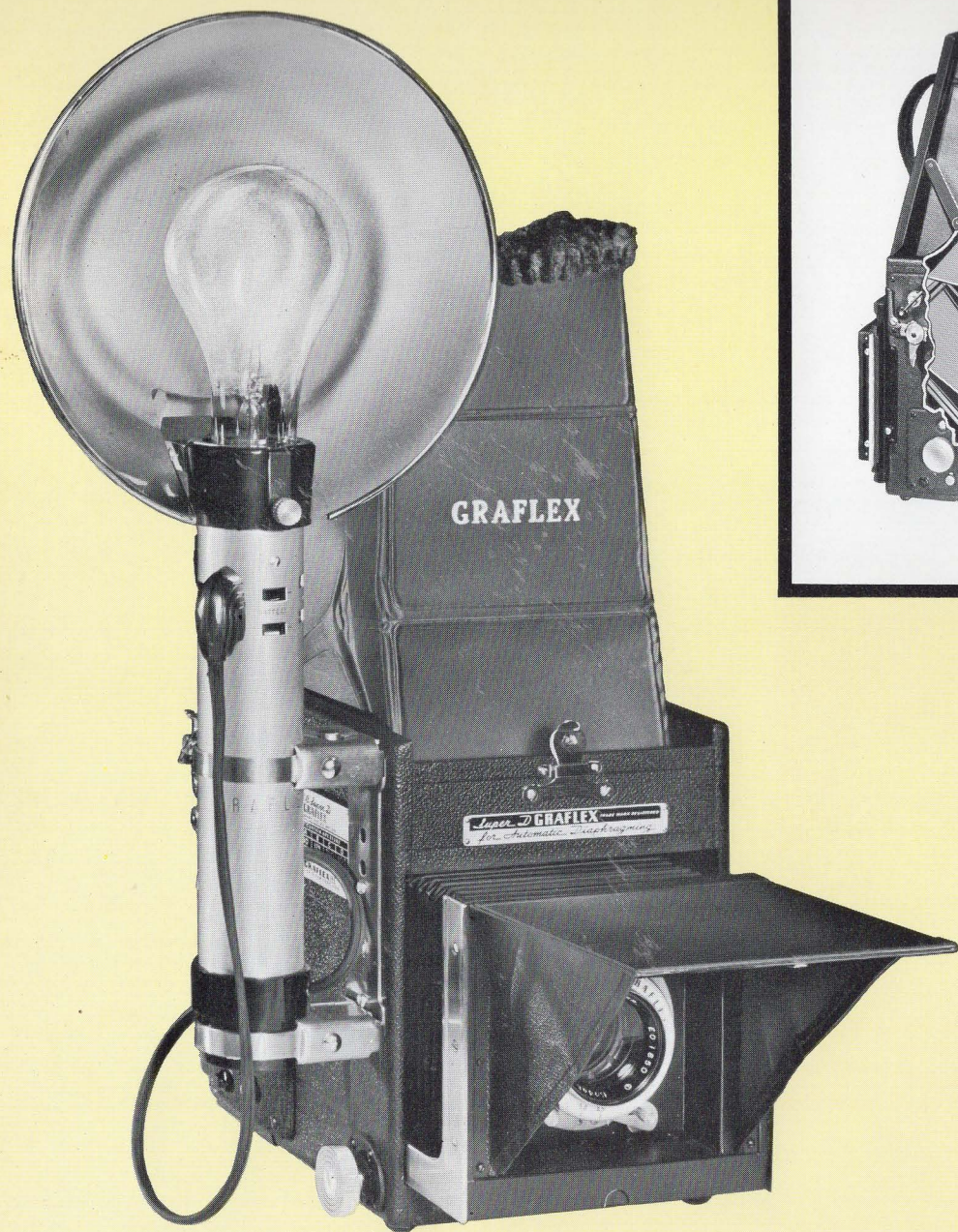
### WIDE ANGLE

Wide angle lenses are shorter in focal length than normal lenses and embrace considerably more angular field of view. The price list describes two f/6.8 wide angle Optars and two f/6.3 wide angle Ektars in fully synchronized shutters. Angular field of coverage ranges from 30° to 38½°. Special advantages of these lenses are that no focus shift is necessary when the lens is stopped down to working aperture, and the angular coverage is sufficient to employ full use of tilts, swings, shifts and raising and lowering of the lens.

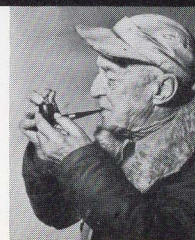
### TELEPHOTO

Telephoto lenses will produce larger images than normal lenses without moving the camera closer to the subject. They are ideal for portraiture, scenery, architectural work and sports. They improve perspective and correct distortion on close-up shots. All are sharp-cutting Anastigmats in either barrel or shutter mountings. Three telephoto lenses are available in focal lengths of 8", 10" and 15". All are coated and color-corrected. See price list for recommended sizes for each model Graphic or Graflex.





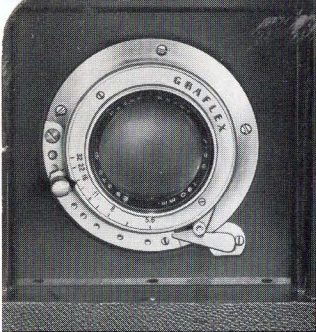
**GRAFLEX® SUPER D**



## TOPS FOR PICTORIAL

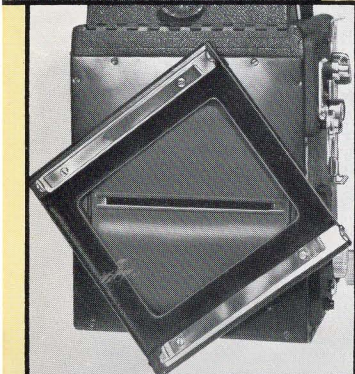
Exceptional pictures are literally automatic with the Graflex Super D, top choice of professional photographers for portraiture, action pictures, color and illustrative photography. Where composition and expression are important, there's *nothing* like the Super D! It's a big picture reflex . . . a camera that takes the guesswork out of picture-taking. You see the picture full size . . . just as it will appear in the print . . . brilliantly clear with lens wide open. Then, at the moment of exposure, the lens automatically adjusts itself to any pre-determined setting. No other camera has this wonderful feature! It's just one of many features which make Graflex Super D the finest reflex camera in the world!





**AUTOMATIC DIAPHRAGM**—You focus with lens wide open. Press the shutter release and diaphragm automatically closes to any pre-set aperture for your picture.

**INTERCHANGEABLE LENSES**—Standard and telephoto lenses may be used interchangeably. Accessory telephoto lenses bring subjects up close . . . help control perspective.



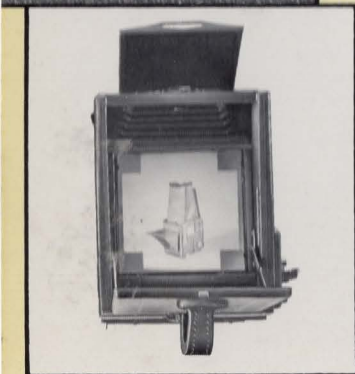
**REVOLVING BACK**—You change from vertical to horizontal composition in an instant, not by changing camera position but by simply turning the back as desired. Revolving Graflex back available on 4 x 5 model.

**FOCAL PLANE SHUTTER**—By providing a wide range of shutter speeds up to 1/1000 second, you can take any picture . . . stop any action. Eight speeds in all to meet any lighting conditions.



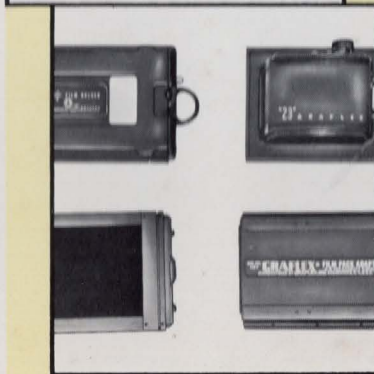
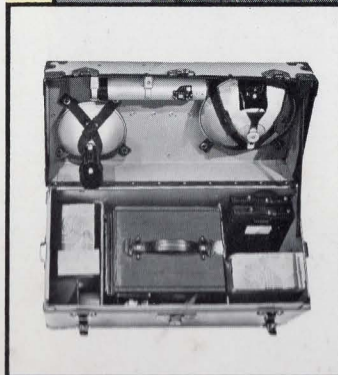
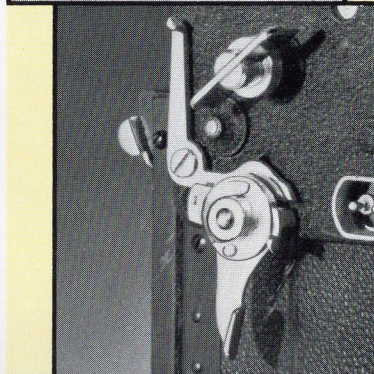
**FLASH SYNCHRONIZATION**—Built-in, this feature permits using high shutter speeds with long peak, focal plane flash lamps, regular flash lamps and high speed electronic flash (with drop curtain setting).

**CARRYING CASE**—The Graflex case accommodates camera, Graflex flash equipment, film holders and smaller accessories.



**EKTALITE FIELD LENS**—Located just beneath ground glass, this lens gives image of maximum brightness clear to the corners. You see a clear image even in poor light or with lens stopped down for determining depth of field.

**FILM VERSATILITY**—Roll, pack or sheet film can be used interchangeably. Roll holders, film pack adaptors and sheet film holders are available.



## SPECIFICATIONS

### GRAFLEX® SUPER D

**PICTURE SIZE**— $3\frac{1}{4} \times 4\frac{1}{4}$  or 4 x 5 inches, depending on model, using film pack or sheet film. Roll holder accommodates any 120 size roll film with choice of 8 pictures  $2\frac{1}{4} \times 3\frac{1}{4}$  or 12 pictures  $2\frac{1}{4} \times 2\frac{1}{4}$ , according to roll holder selected.

**CAMERA SIZE**— $3\frac{1}{4} \times 4\frac{1}{4}$  Super D measures  $7\frac{1}{2}'' \times 5\frac{1}{2}'' \times 7\frac{3}{4}''$  when closed; weighs 80 oz. 4 x 5 Super D measures  $8\frac{3}{4}'' \times 6\frac{1}{4}'' \times 8\frac{1}{2}''$ ; weighs 112 oz. A convenient handle is provided on top of the camera.

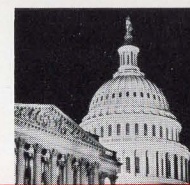
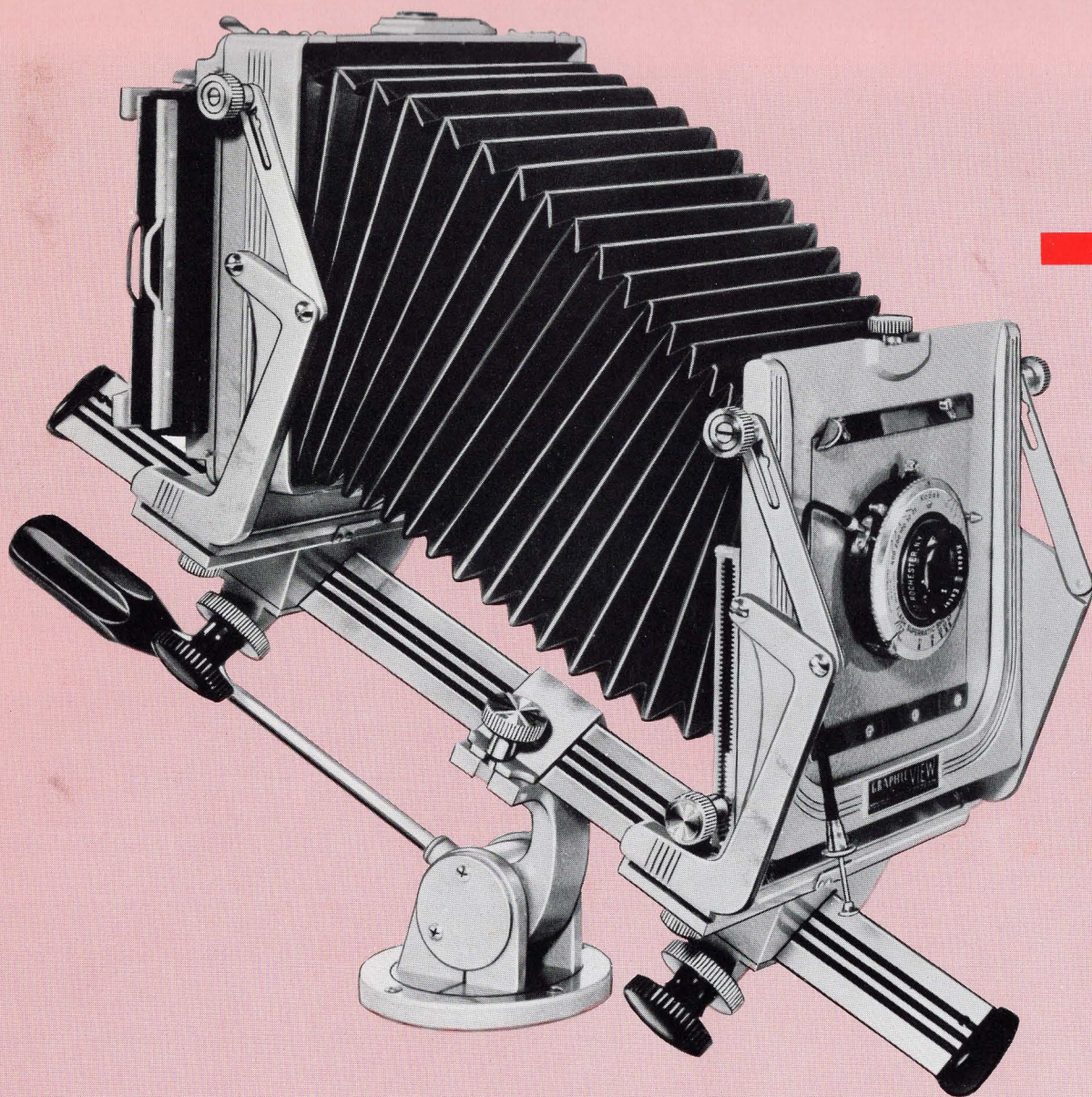
**LENSES**—Graflex Super D lenses are the finest obtainable. Closest working distances are as follows:  $3\frac{1}{4} \times 4\frac{1}{4}$ , 152 mm (6'') lens, 20 inches;  $3\frac{1}{4} \times 4\frac{1}{4}$ , 190 mm ( $7\frac{1}{2}''$ ) lens, 60 inches;  $3\frac{1}{4} \times 4\frac{1}{4}$ , 25 cm (10'') Tele Optar lens, 55 inches; 4 x 5, 190 mm ( $7\frac{1}{2}''$ ) lens, 20 inches; 4 x 5, 38 cm (15'') Tele Optar lens, 110 inches. Supplementary portrait and copy lenses will permit closer working distances if required.

**FLASH**— $3\frac{1}{4} \times 4\frac{1}{4}$  Super D recommended shutter speeds are 1/200, 1/400, 1/1000 when using GE No. 31 or Sylvania No. 2A flash lamps. 4 x 5 Super D recommended shutter speed with same lamps is 1/1000. Either size may be used with other flash lamps or high speed electronic flash with drop curtain setting.

**SHUTTER SPEEDS**—The simplified Super D focal plane shutter is extremely accurate and provides a useful range of speeds which include 1/30, 1/60, 1/125, 1/200, 1/300, 1/400, 1/800, 1/1000 plus 1/5 (drop curtain) and "Time" setting.

**CONSTRUCTION**—Super D body is made of seasoned Honduras Mahogany, thoroughly reinforced and sturdily constructed to last a lifetime. External metal parts are finished in chrome or black enamel and the camera is covered with fine morocco grain leather.

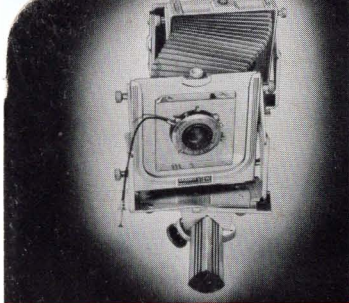




## GRAPHIC® VIEW II

Here is probably the most versatile, most flexible camera ever designed. It's the one camera every serious photographer . . . amateur or professional . . . must have to be fully equipped to meet the most exacting picture-taking problems. No matter what the nature of your interests or assignments . . . technical, scientific, pictorial, portrait, architectural . . . in the studio or out-of-doors . . . the Graphic View's tremendous range of adjustments gives complete freedom from technical limitations. It's the ultimate in cameras . . . the camera that's indispensable to any commercial or professional man . . . and opens a vast new world of photographic achievement to the serious amateur.





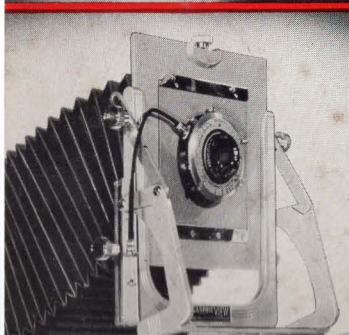
Great flexibility of both front and back permits almost unlimited combinations of adjustments of lens and film.

When wide-angle lenses are used, the camera front and back may be shifted forward on the monorail bed.



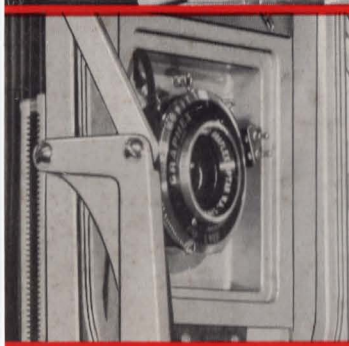
When shooting upward, linear perspective may be altered by tilting lens and film forward to make vertical lines parallel.

When lighting conditions present the problem of light striking the lens, the accessory lenshood is invaluable.



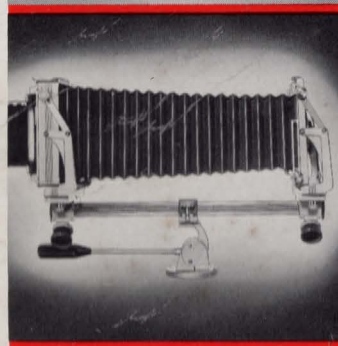
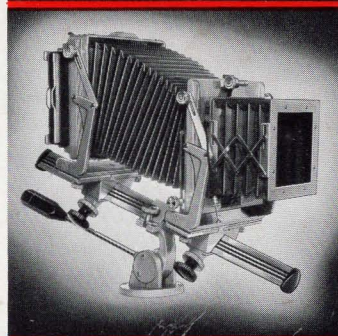
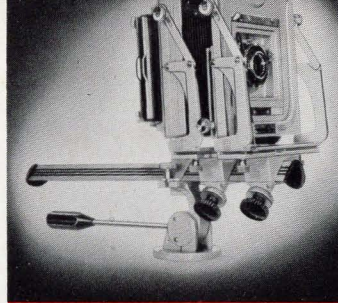
The front has a rack and pinion rise of over 3" for controlling foreground and taking tall objects without tilting the camera.

When shooting downward, linear perspective may be altered by tilting both lens and film backward to create parallelism of vertical lines.



Accessory recessed metal lensboard permits the use of modest swings and tilts even with a 90 mm. wide angle lens.

16" bellows extension permits one-to-one copying even with lenses up to 8".



## SPECIFICATIONS

### GRAPHIC® VIEW II

**PICTURE SIZE:**  $3\frac{1}{4} \times 4\frac{1}{4}$  or  $4 \times 5$  depending on back selected, using film pack or sheet film in reversible and interchangeable Graphic, Graflex or  $4 \times 5$  Graflok backs. Complete with Ektalite field lens.

**MOVEMENT** of both lens and film around optical axis.

Lateral shift— $\frac{5}{8}$ " from center

Lateral swing— $12^\circ$  from center

Tilt— $26^\circ$  forward from center

— $26^\circ$  backward from center

**TILT MOVEMENT** has click stops for quick reference and easy re-adjustment to normal position. Front and back swings are identical, assure perfect parallelism adjustment quickly.

**TILT AND SWING LOCKING MEMBERS** have three-point locking action instead of the conventional single

shaft locking arrangement on most view cameras. This assures extreme rigidity. Combined camera base and tripod head tilting  $90^\circ$  down and  $30^\circ$  up, revolving  $360^\circ$ .

**BELLOWS** extension, lensboard to film—maximum 16" permitting 1 to 1 copying with lenses up to 8"; close-up photography with 10" and 12" lenses. Minimum extension— $3\frac{1}{2}$ " ( $2\frac{1}{16}$ " with accessory recessed lensboard).

Lensboard—4" x 4". Metal. Accepts Pacemaker 45 lensboard adapter.

Vertical movement of lens with rack and pinion—3".

Non-shifting focusing knob locks.

Rigid V-shaped monorail bed.

All-metal construction in beautiful, durable hammertone finish.





GRAFLEX, INC., ROCHESTER 8, N.Y.