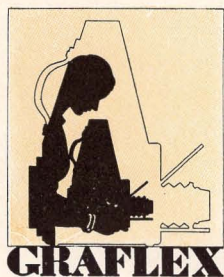




See America

WITH GRAFLEX





Cover Illustration
Graflexed by
GEORGE H. SPROWLS

F O R E W O R D

We have endeavored to portray within the covers of this book the story of America . . . her people, her vastness, beauty and amazing natural phenomena . . . her social, commercial, industrial and scientific progress on land, sea and in the air.

Because of the world-famed photographic excellence and almost limitless versatility of Graflex Cameras, we turned to Graflex Camera owners as the most likely sources of material for this book.

Their response was overwhelmingly gratifying, for we found a wealth of photographic material that truly represented the great drama of America as captured with thousands of Graflex Cameras from Maine to California.

To Graflex Camera owners everywhere whose generous cooperation has made this book possible, we extend our deepest appreciation.

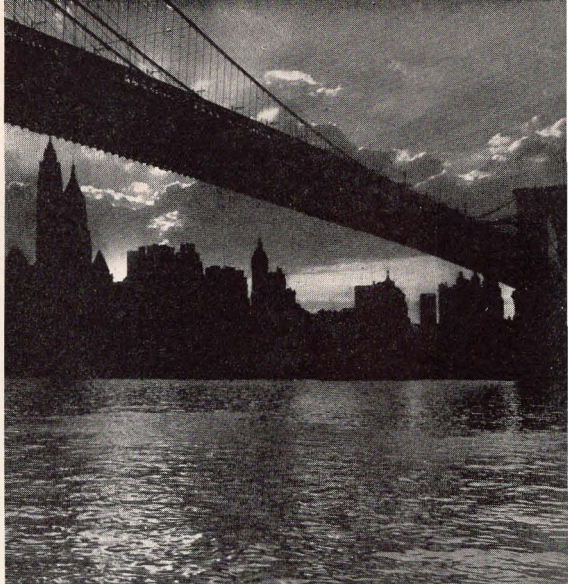
FOLMER GRAFLEX CORPORATION
R O C H E S T E R , N E W Y O R K



● Monument to a great American Chain Store System . . . the Woolworth Building, New York. A Graflex camera study by John Lanctot.

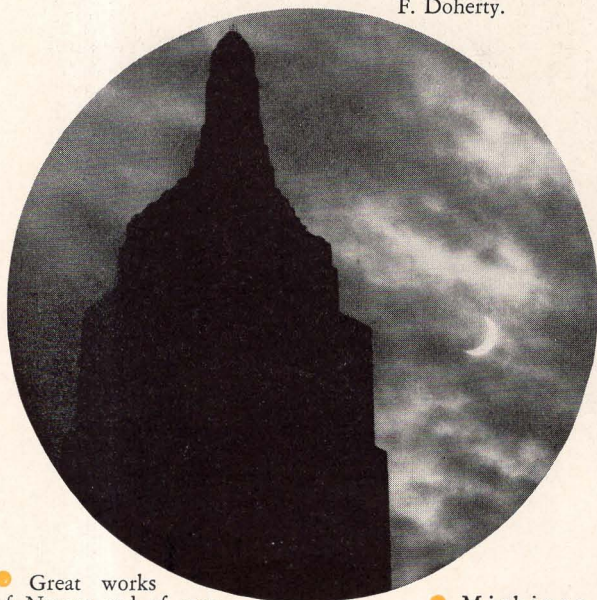
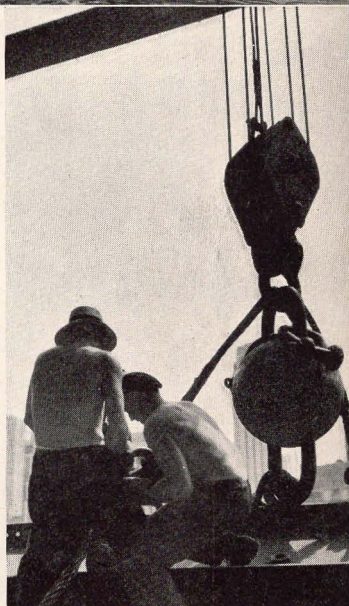
*O beautiful for
spacious skies,
For amber
waves of grain,
For purple
mountain majesties*

● Morning Sun-
light, Grand Central
Terminal, New York,
Graflexed by George
Calhoun.



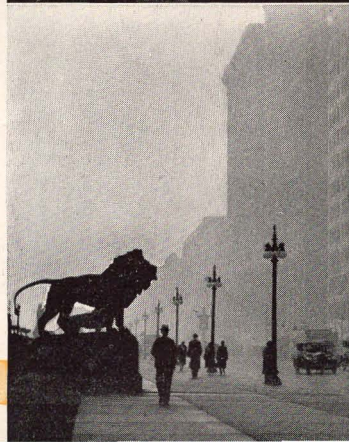
● Against the set-
ting sun, Brooklyn
Bridge and saw-
toothed New York
silhouette themselves
for the Graflex of
Leo J. Heffernan.

● "MEN OF STEEL"
Graflexed by Charles
F. Doherty.



● Great works
of Nature and of man
... the eclipse of 1932
and the Empire State
Building ... Graflexed
by George A. Douglas.

● Michigan
Boulevard, Chi-
cago ... Gra-
flexed by W. F.
Neukuch.





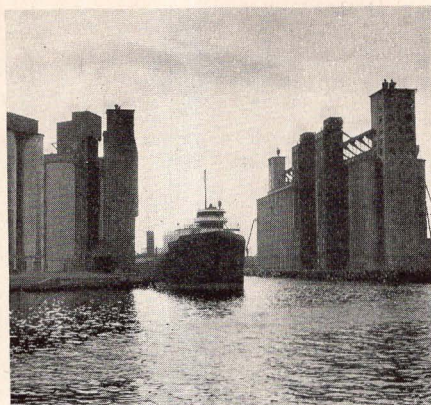
● Lower Away! Graflexed by George A. Douglas.



● Toward The Sluiceway. Where Lumbering ends and paper-making begins. Graflexed by A. H. Blackington.



● Turreted Guardians of the Bounty of Harvest. Grain elevators at Buffalo, N. Y. Graflexed by Major James A. Sawders.



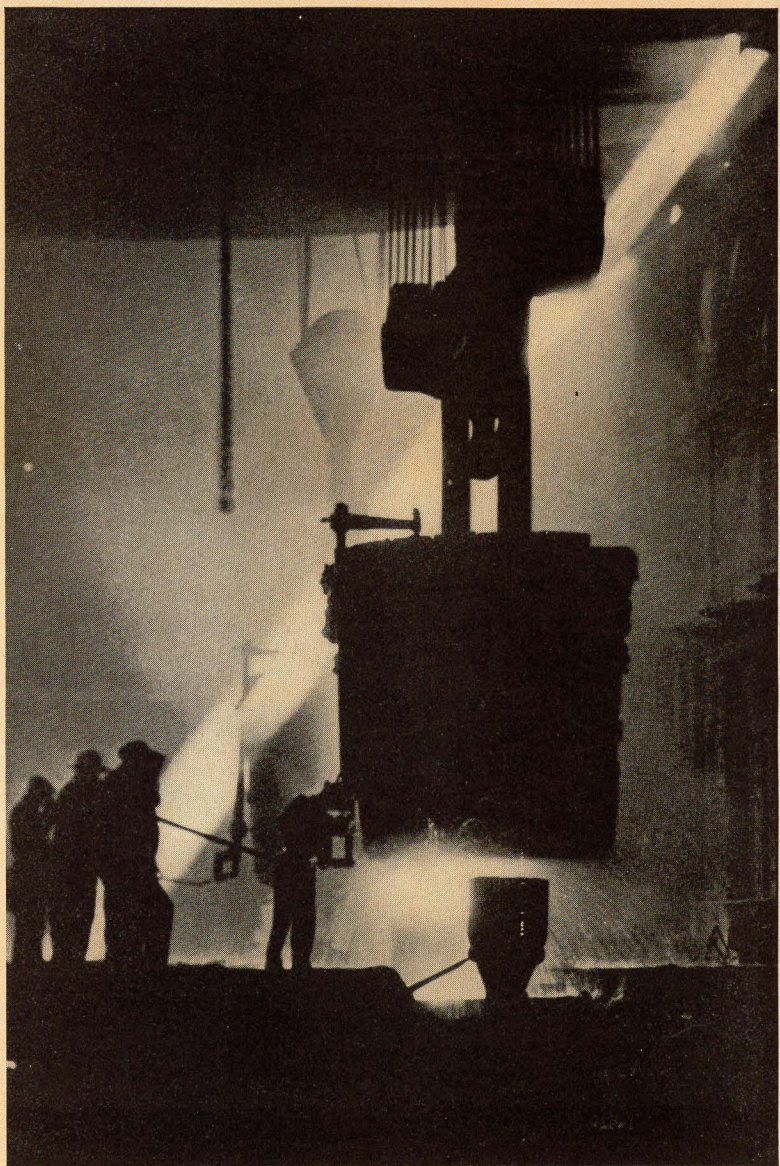
● Dusky nonchalance. Graflexed by Harold L. Harvey.



● A glimpse behind the scenes. Graflexed by Margaret Bourke-White.

● America's Great Subterranean Industry . . . Coal Mining. Graflexed by Wendell McRae.





● "The Giant Heat" Silhouette of American Industry. Graflexed by John P. Mudd.

*Above the
fruited plain!
America!
America!
God shed His
grace on thee,*



● Silver Ribbons Across The Nation.
Graflexed by Robert Dudley Smith.

*And crown thy good
with brotherhood,
From sea to
shining sea!
O beautiful for
pilgrim feet,*



● "Old Ironsides" goes down to the sea again. Graflexed by Acme.

● Shades of Ethan Allen! Fort Ticonderoga, N. Y. Graflexed by T. H. Schuelke.



● Where Pilgrim Feet First Tread. A striking close-up of Plymouth Rock by R. I. Nesmith. Graflex, of course!

● The Great Stone Face, New Hampshire. Graflexed by E. C. Herbert.

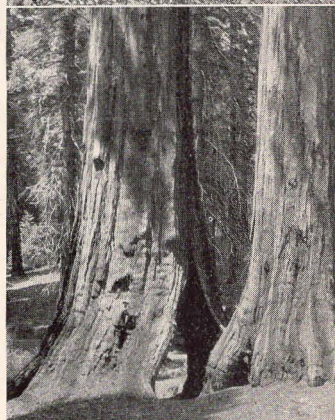
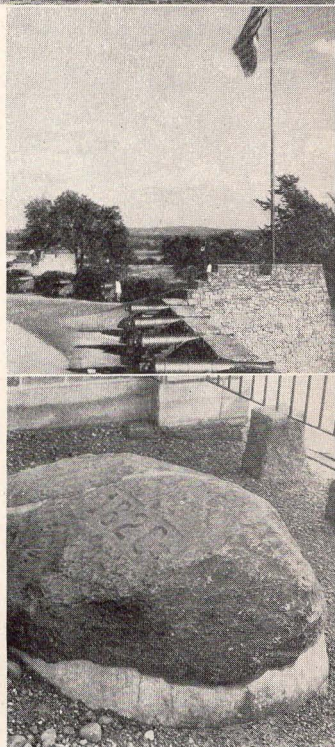
● 3 Centuries of Shelter. House at Dedham, Massachusetts, oldest wooden structure in America reputed to have been erected in 1636. Graflexed by F. Will Haemmel.

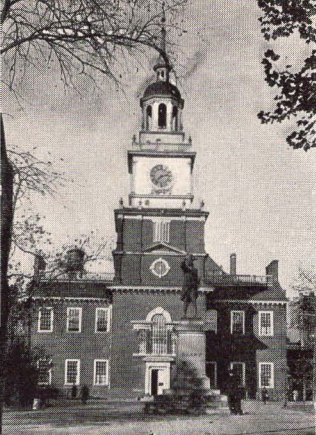


● A Modern David Inspects Nature's Own Goliaths...Giant California Redwoods. Graflexed by Walter Kerst.



● Anchors Aweigh and Decks Awash... The U. S. S. Arizona! Graflexed by U. S. Navy Photographers.



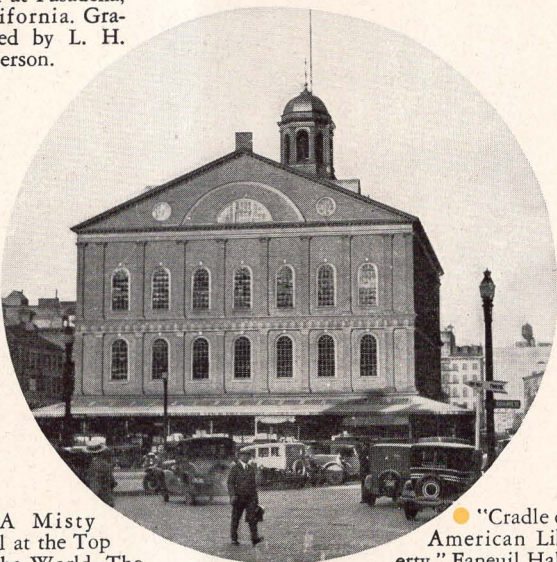
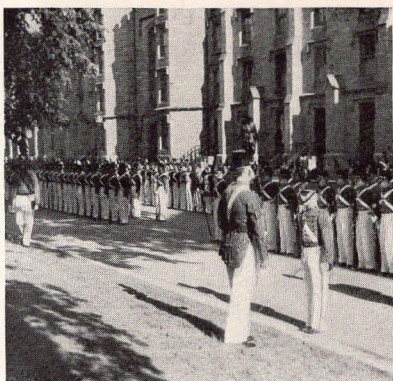


● West Point! . . . Military and Graflex precision beautifully expressed. Graflexed by Charles F. Doherty.

● Independence Hall, Philadelphia. Need we say more? Graflexed by Charles Phelps Cushing.

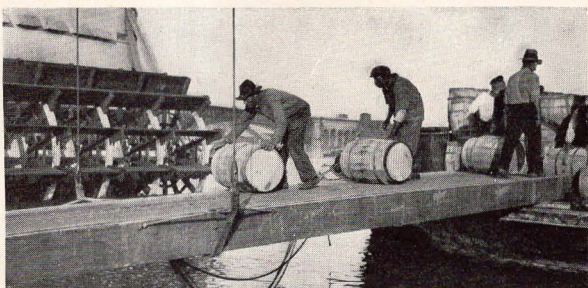


● A Bit of Old Spain in the Western World. Mission at Pasadena, California. Graflexed by L. H. Patterson.



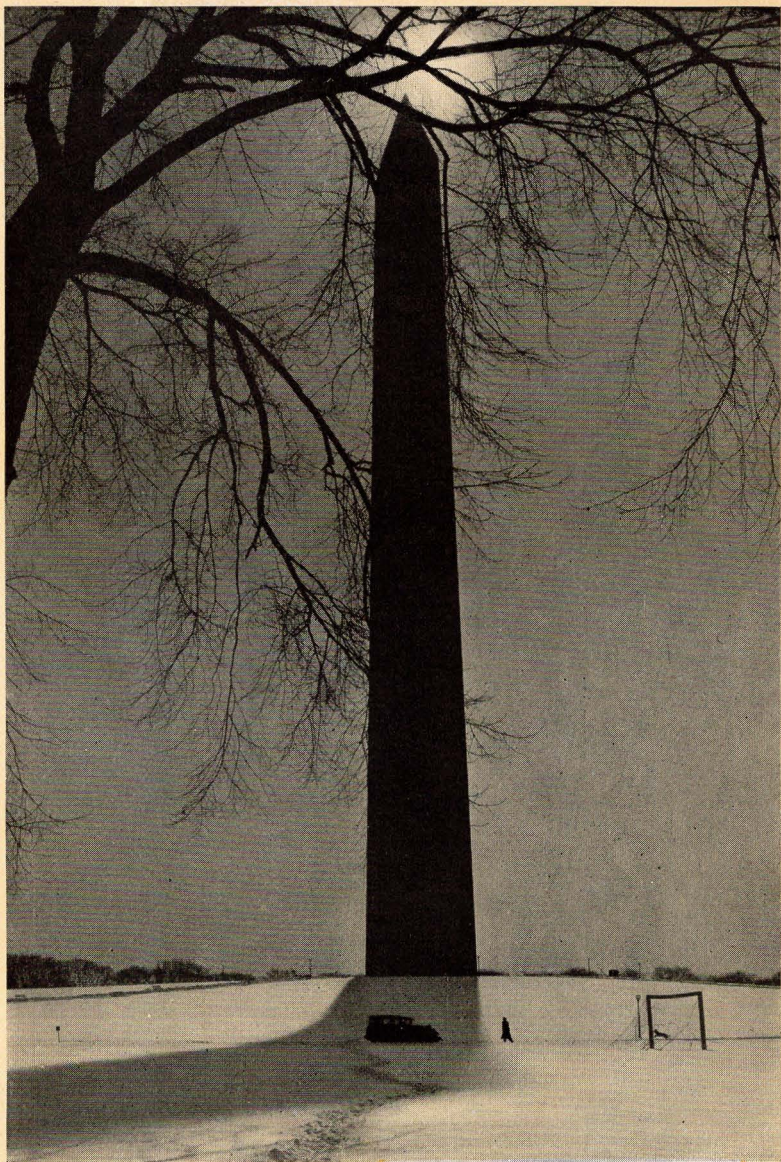
● A Misty Veil at the Top of the World. The Beautiful Falls of Yosemite. Graflexed by Walter Kerst.

● "Cradle of American Liberty," Faneuil Hall, Boston, Massachusetts. Graflexed by A. H. Blackington.



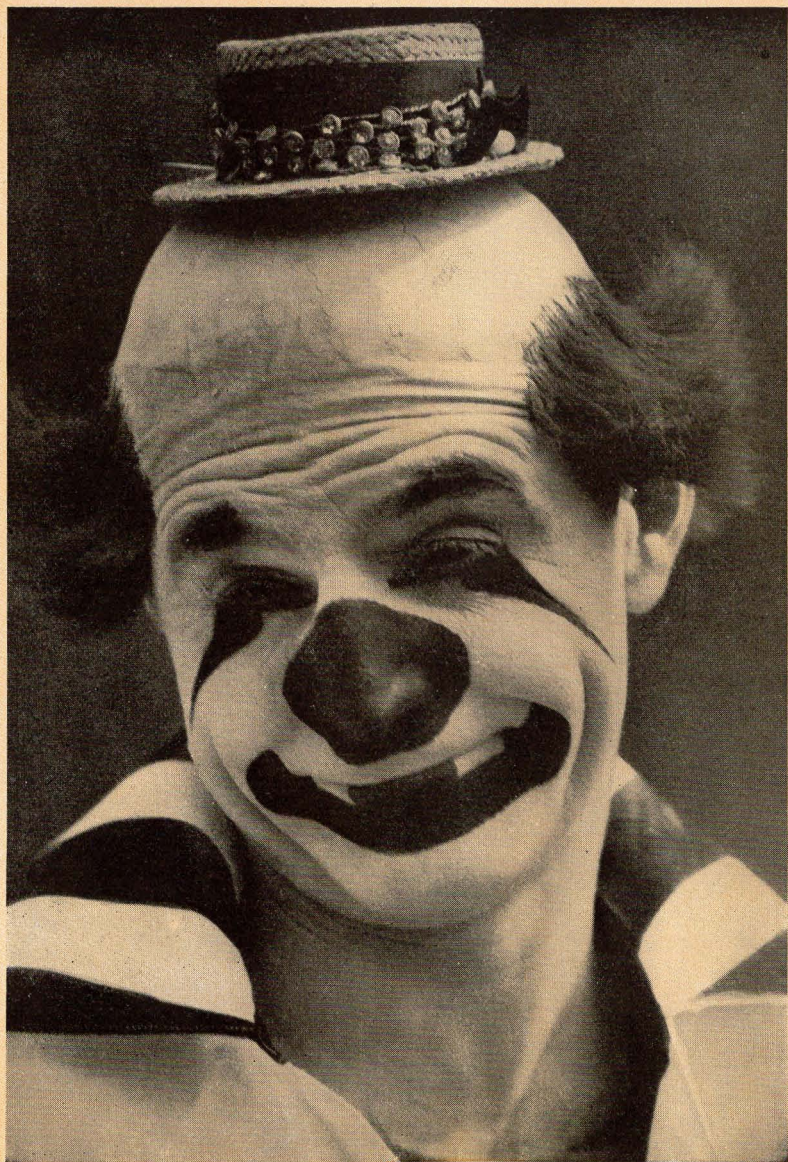
● Stern-Wheeler, Stevedores and Graflexed by Charles Phelps Cushing. Old Man River. That's the Mississippi.

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● "First in the Hearts of His Countrymen." Washington Monument at the Nation's Capital, towering tribute to the Father of Our Country. Graflexed by Charles Phelps Cushing.

*Whose stern,
impassion'd stress
A thoroughfare
for freedom beat
Across the
wilderness!*



● Circus Day . . . ! An American Institution with a thrill for every kid from 6 to 66! A big smile; Funny Fellow, while Armstrong Roberts' Graflex takes your picture.

*America!
America!
God mend thine
every flaw,
Confirm thy soul
in self-control,*

● Maple Syrup! . . . New England's contribution to the nation's breakfast delight—hot cakes! Graflexed by H. A. Packard



● "The Take-Off." Graflexed by D. Pittinger.

● A Real American Boy! "Coming at you Graflex," says he, "Catch me if you can." Armstrong Roberts shows how Graflex *did* just that.



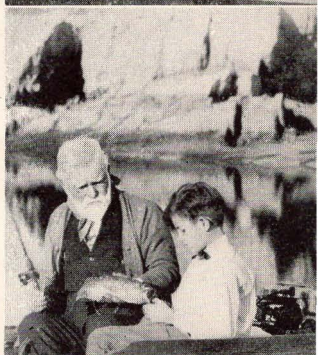
● Boy! Oh! Boy! Does this feel good! An early start in an old American custom. Graflexed by A. K. Hanks.

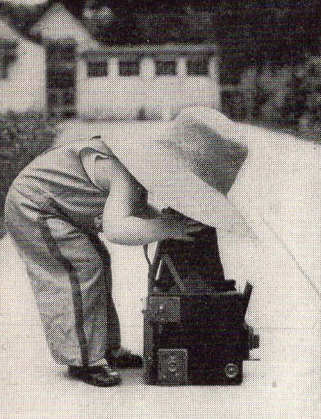
● A Brass Ring, and a free ride if you're lucky. Graflexed by James R. Forsyth.



● "When do we eat?" . . . a study in appetite appeal at the zoo. Graflexed by Hugh S. Davis.

● Granddaddy Catches a Big Fellow. Graflexed by John Edwin Hogg.



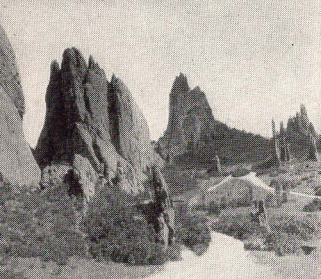


● One Graflex photographer takes another! Graflexed by big brother Edmund Frick, Jr.

● 9,500 feet up in the Colorado Rocky mountains . . . and it sure is snowing! Hugh S. Davis and his Graflex bring home the proof.



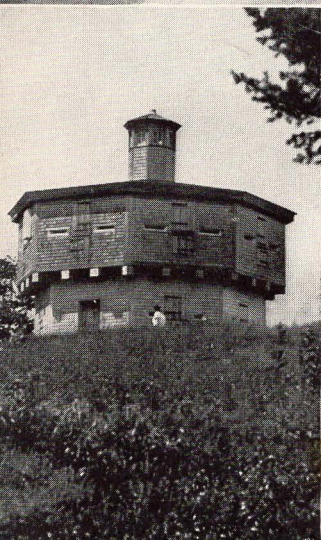
● Cotton Pickin'. Graflexed by Carl T. Julien.



● "Garden of The Gods," Colorado Springs, Colorado. Graflexed by Walter Kerst.



● A "Model" Bear from Oregon. Graflexed by R. H. Cook.



● "FORT EDGECOMB BLOCK HOUSE." Built in 1808 by U. S. Government, now owned by State of Maine. Graflexed by R. I. Nesmith.



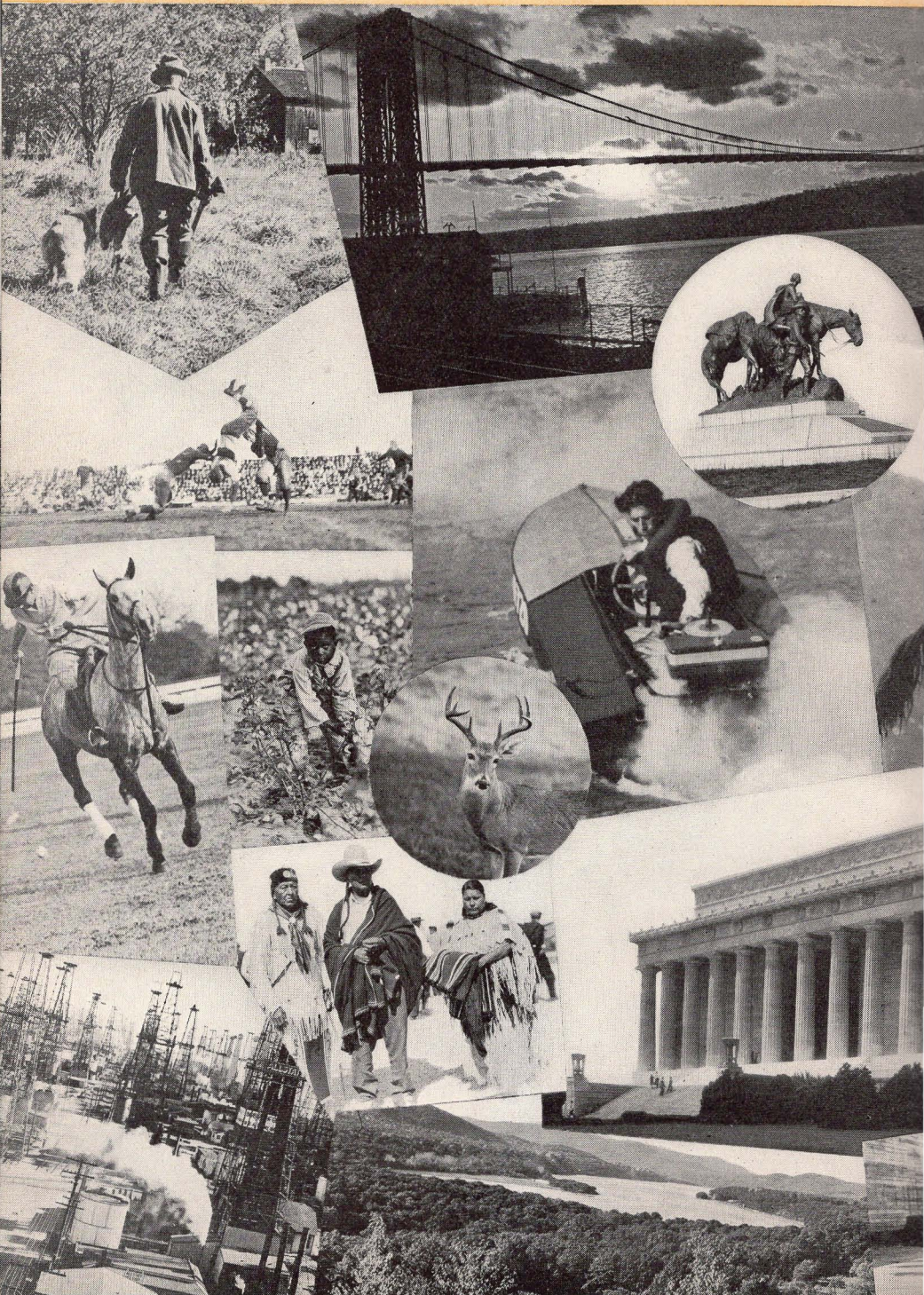
● "THE CHINOOK WIND." Graflexed by James R. Forsyth.



● Here at Concord Bridge, Massachusetts on April 19, 1775, resounded "The Shot Heard 'Round the World" as the Minute Men repulsed the Red Coats. Graflexed by George French.

*Thy liberty,
in law!
O beautiful for
heroes proved,
In liberating
strife,*

See America

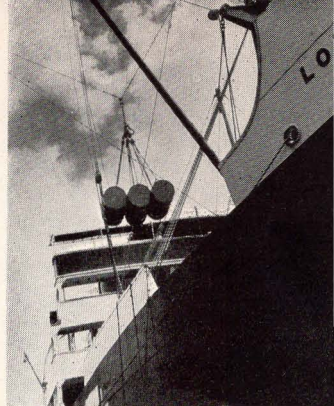




● "Forest of Masts." Graflexed
by H. Armstrong Roberts.

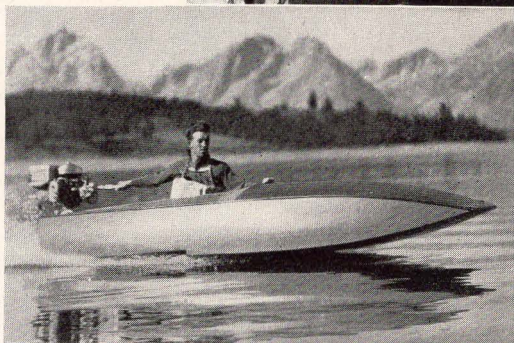
*Who more than self
their country loved,
And mercy
more than life!
America!
America!*

● "Cargo." Graflexed
by Earl C. Roper



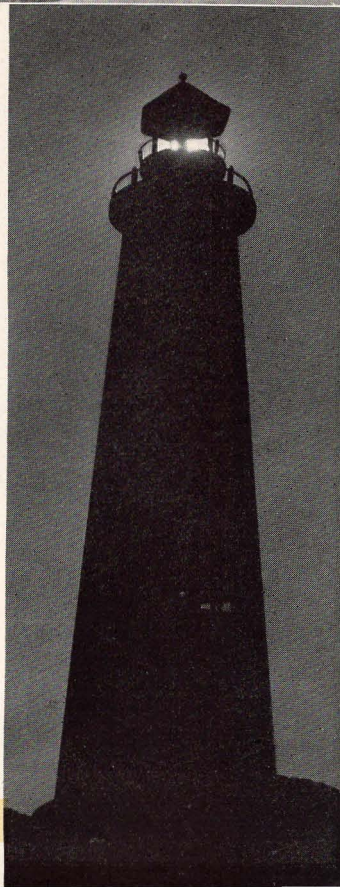
● Florida Terns . . . halted
for an instant in their swirl-
ing flight by the Graflex of
Owen Smith.

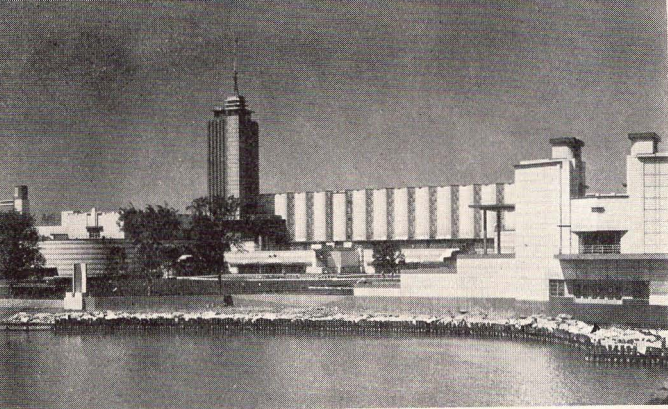
● Going Places! Graflex in
the capable hands of Jimmy
Thomson stops a fleeting "Water
Broncho" for your inspection.



● A Thrilling Rescue! But all in the
Day's Work for The Heroes of The U. S.
Coast Guard. Graflexed by Alton Hall
Blackington.

● "Thy Sentinel Am I."
Graflexed by R. I. Nesmith.



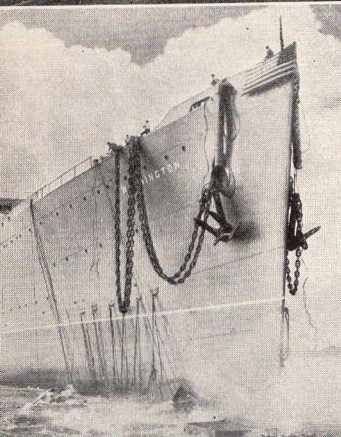


● Hall of Science at Chicago's Great Century of Progress Exposition. Graflex Photograph courtesy of Exposition Photographic Staff.

● American Transportation forsakes the beaten path. Graflexed by Robert Dudley Smith.



● "THE IRON HORSE." Graflexed by Dr. F. F. Sornberger.



● A Mighty Baptism. Graflexed by Robert Dudley Smith.

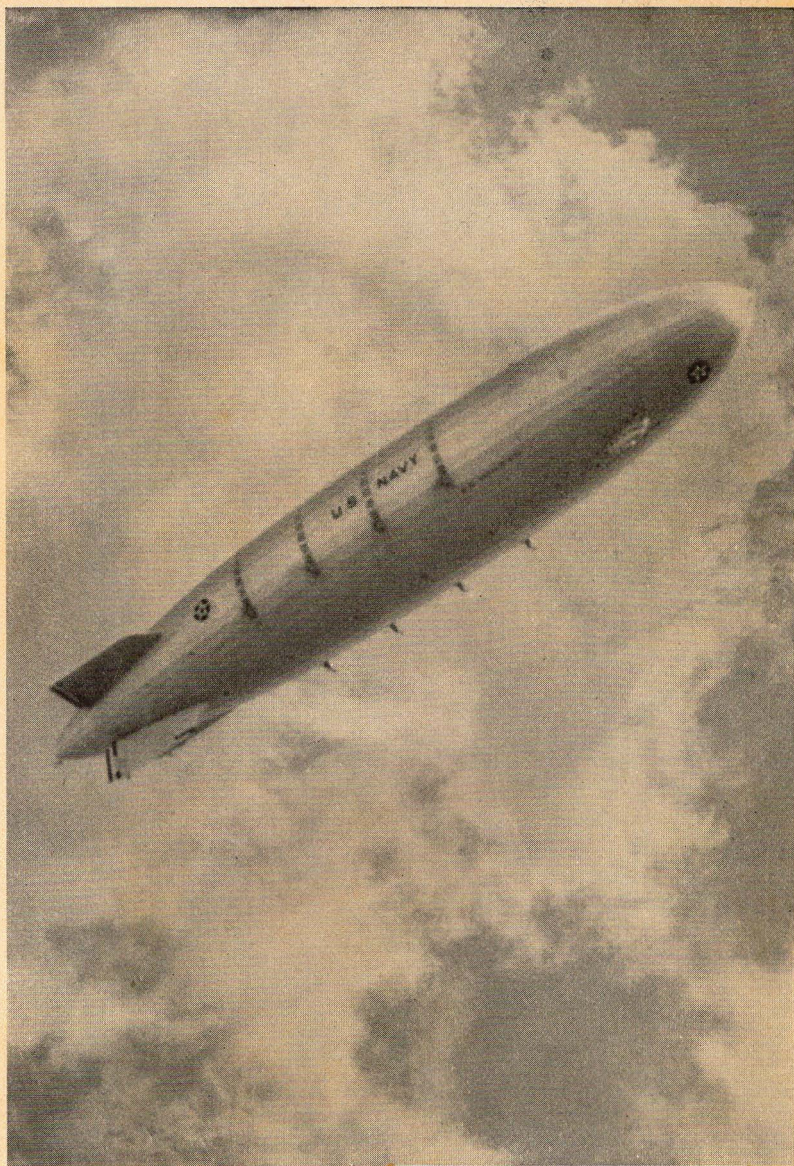


● Going Down! Graflexed by Acme.



● Down to Earth! Graflexed by H. Armstrong Roberts.

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● "America Aloft." Graflexed
by H. Armstrong Roberts.

*May God thy
gold refine,
Till all success
be nobleness,
And every
gain divine!*



● Is this the beginning of a great trout story? A Graflex picture by Dr. F. F. Sornberger of Cortland, N. Y.

*O beautiful for
patriot dream
That sees beyond
the years
Thine alabaster
cities gleam*

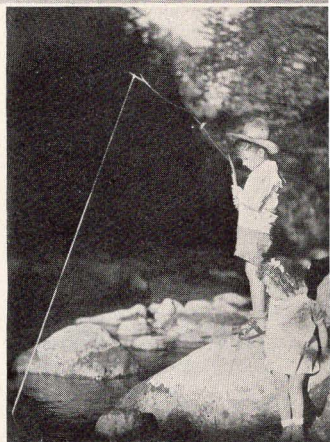
● A Million Dollar Day at a Million Dollar Beach . . . Atlantic City, N. J. Graflexed by R. I. Nesmith.



● "Slide, Kelly! . . . Slide!" The man with the ball was a bit too late, but H. Armstrong Roberts and Graflex caught him.



● The Complete Angler. Graflexed by Marion Staples Haller.

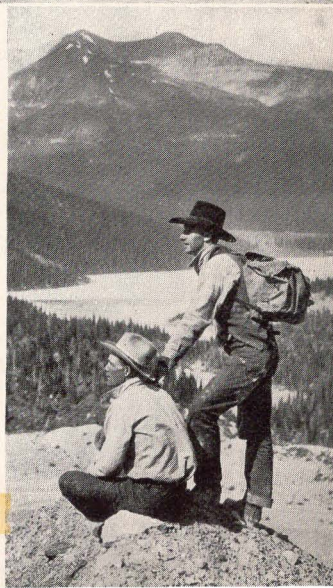


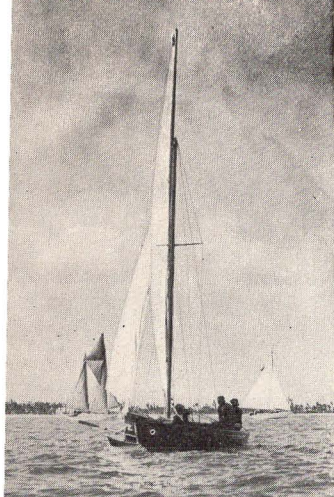
● County Fair! And the cream of trotting thoroughbreds in stately contest. Graflexed by Acme.



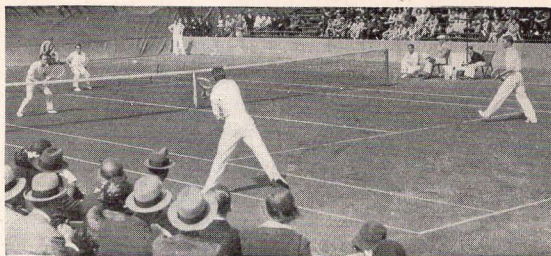
● "SPLASH . . . ! WHAT FUN!" Graflexed by Marion Staples Haller.

● "HOME ON THE RANGE . . . !" Graflexed by H. Armstrong Roberts.

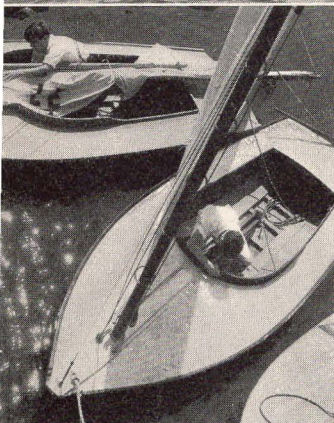




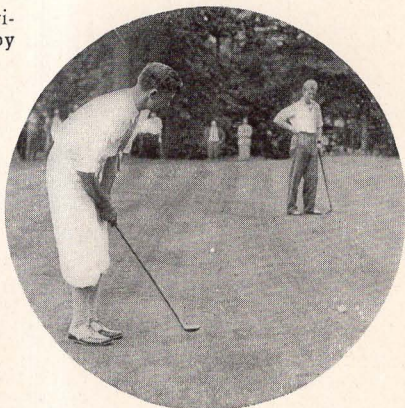
● Yachting off Miami Shores. Graflexed by Richard B. Hoit.



● A tense moment in tennis tactics . . . and Graflex, ever alert, got it. Acme.

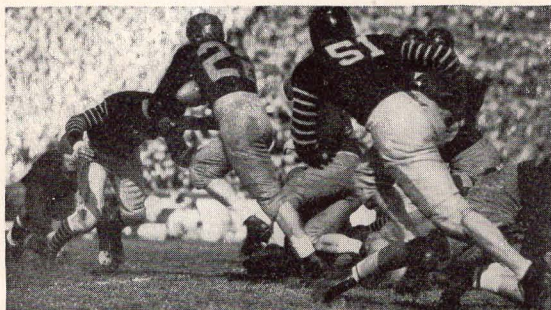


● The Busy Mariners. Graflexed by Earl C. Roper.



● The First American. Graflexed by Hugh S. Davis.

● The Royal and Ancient Game. Graflexed by Acme.



● Sky-Rocket! . . . and a Rackety Rax! Football, glamorous and thrilling, reigns a favorite among American sports. Graflexed by Acme.



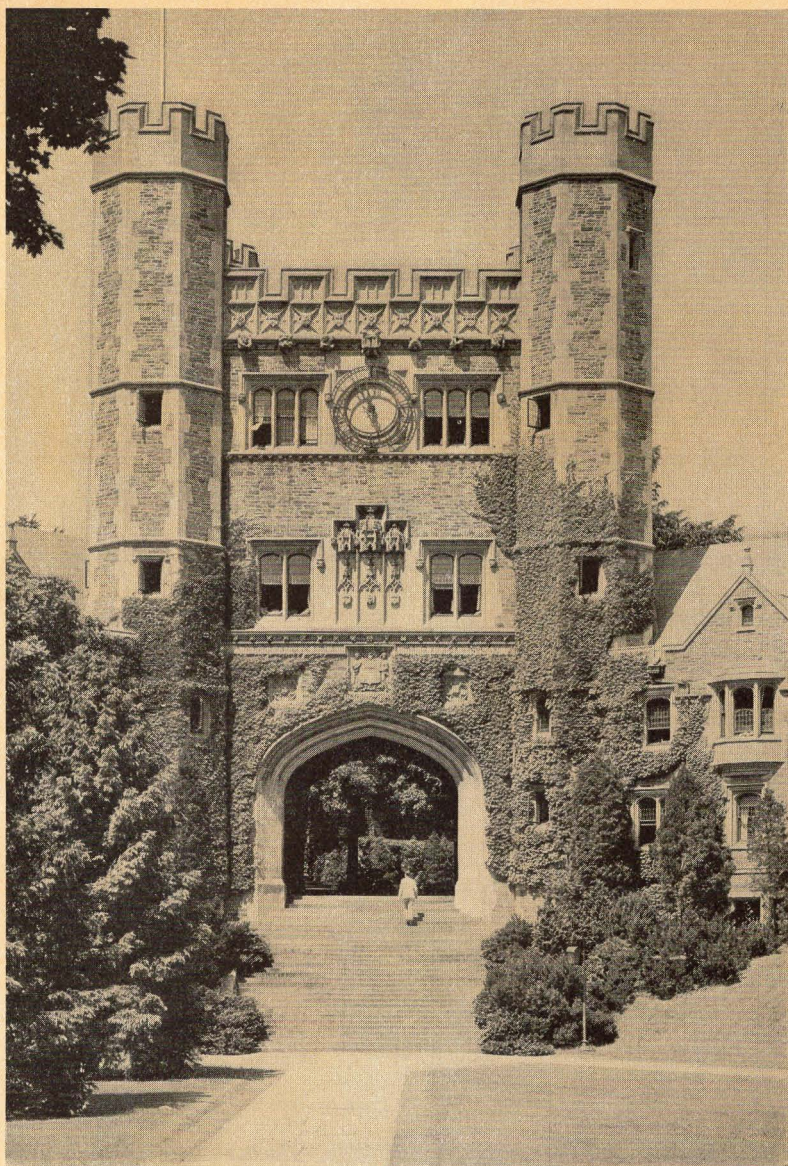
● Isaac Newton . . . Pro Tem. Graflexed by Earl C. Roper.

FOLMER GRAFLEX CORPORATION



● Fox Hounds . . . Father and Son. One of The Most Famous Dog Pictures in Existence. Graflexed by H. Armstrong Roberts.

*Undimm'd by
human tears!
America!
America!
God shed His
grace on thee,*



● "In Praise of Old Nassau" . . . Blair Hall at Beautiful Historic Princeton University. Graflexed by R. B. Hoit.

*And crown thy good
with brotherhood,
From sea to
shining sea!*

● The Mighty Falls of Niagara. Graflexed by I. D. Starr.



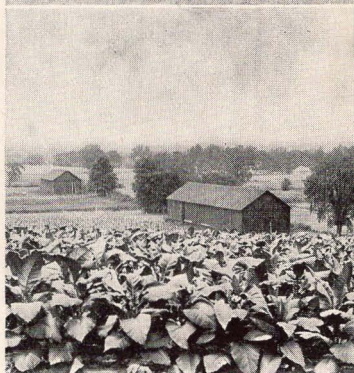
● The Day's Work Done in the Land of Cotton. Graflexed by Carl T. Julien.



● The last load before the rain. Graflexed by T. H. Schuelke.



● Tobacco . . . The American Indian's gift to man's fireside repose. Graflexed by R. I. Nesmith.



● 'Possum . . . for pets or pie . . . caught by the Graflex of Hugh S. Davis in his native Oklahoma.



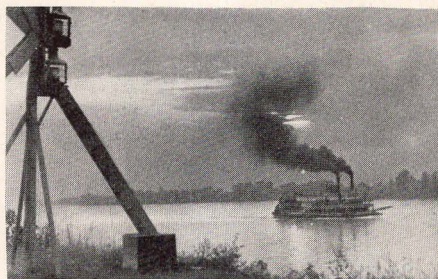
● To A Water Lily . . . and no apologies to Ethelbert Nevin. Graflexed by Hugh S. Davis.





● Kentucky Barbecue. Graflexed by James Speed.

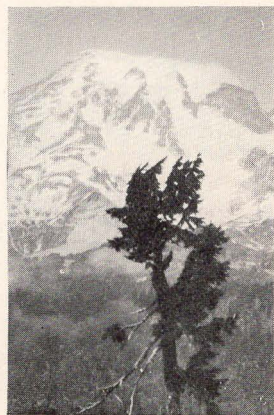
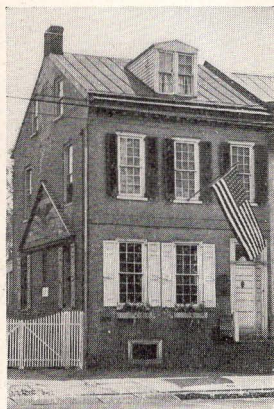
● "Mother of Men" Harkness Memorial, beautiful landmark at Yale University. Graflexed by R. B. Hoit.



● Levee Lights. Graflexed by L. E. Johnson.

● Industrial Pastorale, Rochester, N. Y. Graflexed by Floyd E. Mason.

● Grazing Cattle in a Frame of Neat White Fences . . . The Modern American Dairyland. Graflexed by Robert F. Hildebrand.



● Mt. Rainier . . . and this Graflex photo by I. Matsushita of Seattle needs no words to tell its story!



● Sylvan Retreat. Graflexed by Earl C. Roper.

● A Shrine of American Literature. George A. Douglas and his Graflex singled out this quaint old house at Burlington, Vermont, birthplace of James Fenimore Cooper.

... And in conclusion, a picture brief of America's "Forty-ninth State."



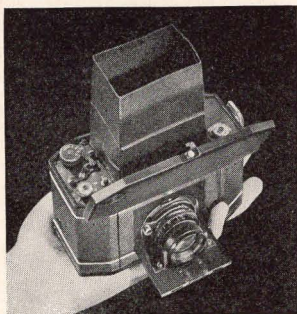
● Alaska Waters. Graflexed by Richard L. Sutton.

● The Huskies Rest. Graflexed by Mrs. Edward M. Biddle.



● Alaskan Totem. Graflexed by Mrs. Edward M. Biddle.

FAVORITES OF THE FAMOUS GRAFLEX LINE *of* SUPERIOR CAMERAS

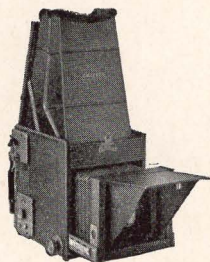
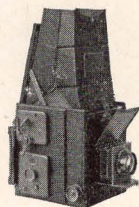


NATIONAL GRAFLEX

Small . . . Light . . . Simple . . . Low Priced! National Graflex fills a universal camera need. Eliminates focusing, composition and exposure guesswork! Full vision ground-glass focusing through the lens that takes the picture. Clear, full-size view with true illumination values. Exclusive, specially devised new Graflex Exposure Guide. Economical . . . National Graflex obtains 10-2 1/4" x 2 1/2" pictures from inexpensive 8 exposure roll film. Complete with famous Graflex Focal Plane Shutter, Tessar Series 1C F3.5 lens and self-centering, indicating, film-winding feature. Concealed controls, smooth exterior, sturdy construction and beautiful appearance, finished in genuine Morocco leather with German Silver and Cadmium trim.

SERIES B GRAFLEX

Compact, powerful, convenient. Focal Plane Shutter provides 24 speeds from 1/10 to 1/1000 of a second and any time desired. Kodak Anastigmat F 4.5 lens. Uses cut film, roll film, plates, film packs. Made in 3 sizes . . . 3 1/4 x 4 1/4, 4 x 5, 5 x 7. Also made with revolving back . . . 2 1/4 x 3 1/4, 3 1/4 x 4 1/4, 4 x 5.

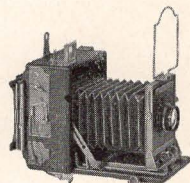


R. B. SERIES D GRAFLEX

Deservedly popular for all around utility. Same Focal Plane Shutter as Series B and provides same choice of film and plates. Removable lens board enables wide selection of lens equipment. Made in 3 sizes . . . 2 1/4 x 3 1/4, 3 1/4 x 4 1/4, 4 x 5.

SPEED GRAPHIC

Approved by Press photographers everywhere. Gets the most difficult of shots easily. Both Direct Vision and Ground Glass Focusing. Accommodates plates, films and film packs. Removable lens board to take regular or ultra fast lens and between lens auxiliary shutter. Made in sizes 4 x 5 and 5 x 7.



LEARN MORE ABOUT GRAFLEX!

What the many actual users of Graflex Cameras say in praise of them is likely to be, we believe, more interesting and helpful than anything we ourselves could say. We have assembled the statements of an explorer, an artist-photographer, a naturalist, a sportsman, a traveler, a home lover and several hobbyists who explain lucidly and interestingly the "Whys" of their choice of Graflex. Their interesting stories are yours for the asking in "Why A Graflex?" This absorbing book may be obtained FREE either from your dealer or by writing the FOLMER GRAFLEX CORPORATION, ROCHESTER, N. Y.

CONTRIBUTORS
to Center Spread of
GRAFLEX PICTURES

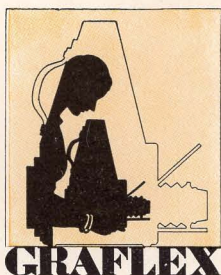
Acme

Alton Hall Blackington
Margaret Bourke-White
C. S. Buckley
Jordan Ellis
George Frey
R. B. Hoit
Carl T. Julien

J. S. Kemp

John Lancot
Gordon Ludwig
Frank Lauder
R. I. Nesmith
H. Armstrong Roberts
T. H. Schueke
Dr. F. F. Sornberger

Richard L. Sutton



Narrative Verse,
"America The Beautiful"
by Katherine Lee Bates

FOLMER GRAFLEX CORPORATION
Rochester, New York

EASTMAN KODAK STORES, INC.
216 Post Street SAN FRANCISCO
(In Oakland at 1918 Broadway)