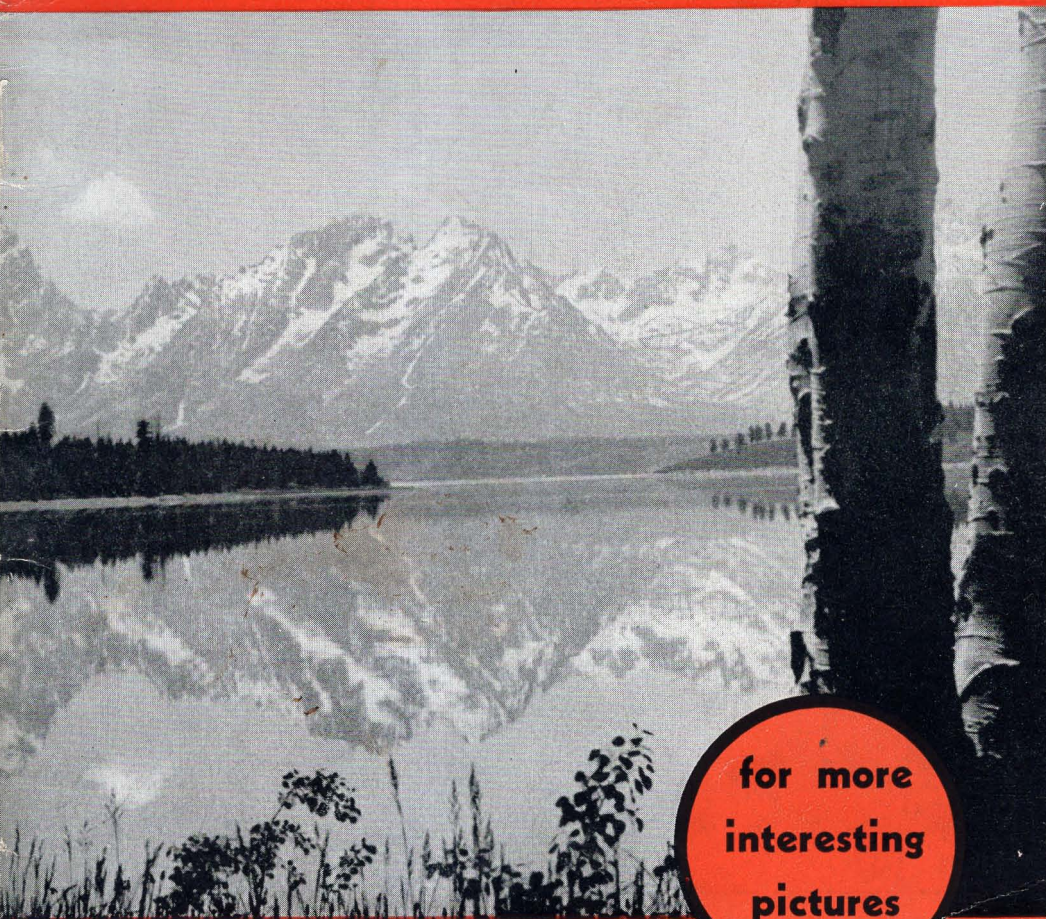


GRAFLEX



for more
interesting
pictures

CAMERAS



"California's Finest Outdoor Girl" Graflexed by Carol G. Land

GRAFLEX PHOTOGRAPHY

. . . it offers you a whole new world of picture taking possibilities . . . GRAFLEX simplicity and versatility place these possibilities for better pictures in your hands. You, too, will enjoy a GRAFLEX, the camera for more interesting pictures.

GRAFLEX

THE CAMERA
FOR MORE INTERESTING PICTURES

MANY outstanding and basic principles distinguish the construction and operation of GRAFLEX cameras. They go far toward the elimination of photographic guesswork. In addition, GRAFLEX precision construction gives you the assurance of lifetime superlative service.

Outstanding among GRAFLEX features is direct full vision focusing . . . *through the lens that takes the picture.* In the GRAFLEX focusing hood you see the picture . . . clear, full sized, right side up . . . to the very instant of exposure.

Throughout the focusing and composing of the picture, your subject is portrayed on the ground glass with hair line sharpness, and with true light and tonal values.

Then there is the recognized GRAFLEX focal plane shutter, giving you the ultimate in light transmitting efficiency throughout a complete range of speeds from "time" or a slow "instantaneous" to lightning swiftness that stops the fastest action.

Truly, the GRAFLEX is a different camera . . . *the camera for more interesting pictures.*

FOLMER GRAFLEX
CORPORATION, ROCHESTER, N. Y.

1

Look into the focusing hood. You see a reflected image of the subject, right side up, full picture size—to the instant of exposure.

2

When the image is sharp and clear on the ground glass, the subject is in sharp focus. If the composition is pleasing and as you want it on the ground glass, so it will be in the picture.

3

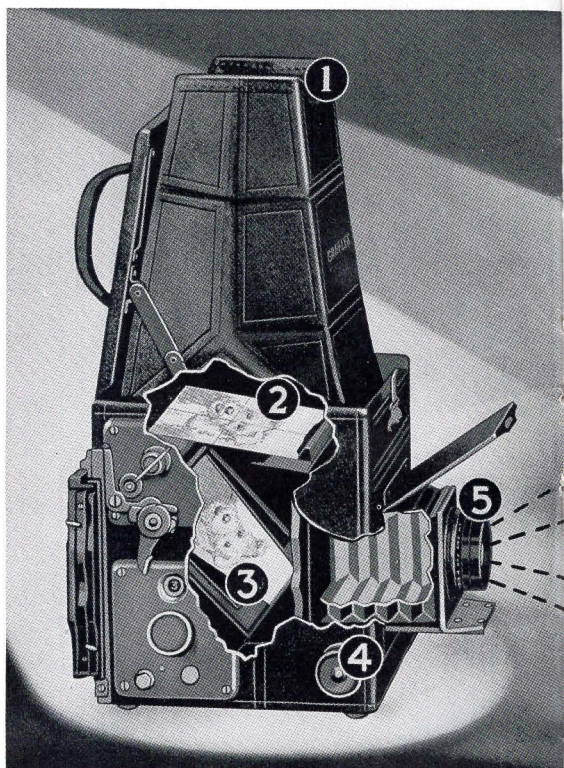
The mirror reflects the image to the ground glass above. When the exposure release is pressed, the mirror swings upward out of the way, instantly releasing the focal plane shutter—instantaneously securing the desired picture.

4

Focus is under easy and positive control to the very instant of exposure.

5

Superior lens gathers ample light for the focal plane shutter which transmits one-third more light than does any other type of shutter.



HERE is a visual story of GRAFLEX operation . . . an explanation of the GRAFLEX tradition that assures distinctive pictures by eliminating photographic guesswork.

Direct Full Vision Focusing

Observe the built-in ground glass at the base of the GRAFLEX focusing hood. Seeing the picture on this ground glass full size, right side up, and to the instant of exposure, enables the capture of fleeting expressions, of swift action, of ideal composition. Guesswork is eliminated.

Graflex Focal Plane Shutter

Speed and efficiency in GRAFLEX focal plane shutter enable you to catch in a fleeting instant just what you see in the focusing hood, whether it be lightning action or pastoral tranquillity. A wide range of speeds combined with an ability to utilize a maximum amount of light, assures superior results. The photographic light strips on the opposite page demonstrate the added light-transmitting ability of GRAFLEX focal plane shutter and its superior uniformity of illumination when compared with the best between-the-lens shutter.

WHY GRAFLEX GETS BETTER PICTURES



"The Smilin' Pup." Graflexed by Doris Day.

Lenses

The volume of light available for transmission by the efficient focal plane shutter is dependent on the volume brought into the camera by the lens. GRAFLEX cameras are therefore designed to accommodate and are equipped with the finest Anastigmat lenses available. These lenses, in conjunction with the focal plane shutter, secure fully timed negatives of speedy objects at high shutter speeds of $1/500$ and $1/1000$. As readily, they secure bright indoor portraits at hand-held "instantaneous" speeds.

Shutter Efficiency

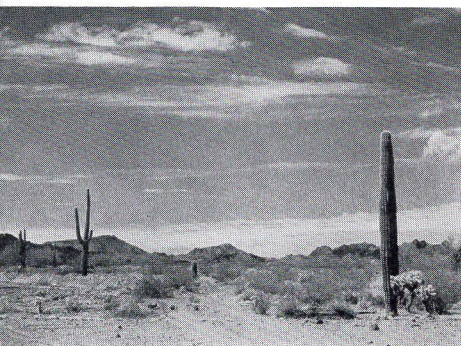
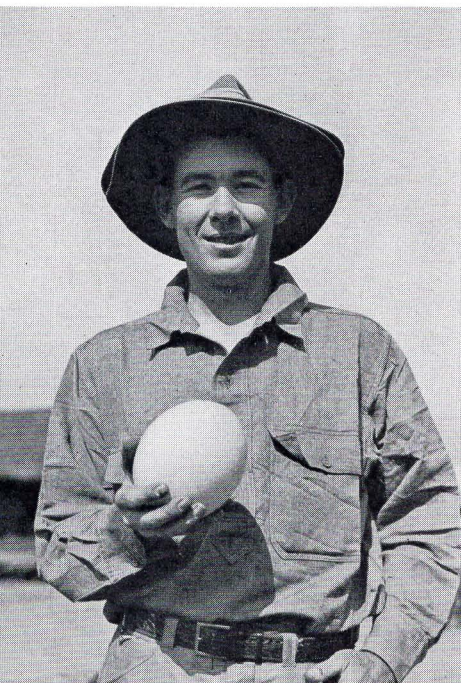
The strips, reproduced below, represent actual photographs made with identical lenses during exposures of $1/100$ of a second.



• This strip, made through a GRAFLEX Focal Plane Shutter, shows uniform illumination throughout the entire ten flashes.



• This strip indicates that the best between-the-lens shutter is "wide open" during the fifth and sixth flashes only.



Upper—"Arctic Aurora." Graflexed by Dr. Richard L. Sutton.
Center—What a "Sunny Side Up" this ostrich egg would make. Graflexed by Dr. Richard L. Sutton.
Lower—"Desert Fantasy." Graflexed by J. S. Kemp.

GRAFLEX

HERE are a few results of GRAFLEX photography at the hands of men who choose to be known as amateurs. They are the kind of pictures you, too, can take. GRAFLEX assures the ability to secure perfect focus, correct composition and instantaneous recording of a



Dr. Richard L. Sutton, popular author of "The Long Trek," "Tiger Trails in Southern Asia," "An African Holiday," and the more recent "An Arctic Safari," writes:

"The seasoned traveler requires a reliable camera. For the man who feels he must get results, be he amateur or professional, the Graflex type is almost indispensable. What you see you get and there is no guess-work in the process.

"I own an entire battery of Graflexes, but have on occasion depended wholly on a Series D 4x5 and a Series B 5x7. The latter, which has been around the world three times and is apparently as good as new, is remarkably compact for the size of film used, and has proved extremely satisfactory in my hands.

"Of the many cameras I have owned, I consider the 4x5 Series D Graflex the best camera ever built. I have used it in the Arctic and in the tropics—in Spitsbergen, Africa, India, Indo China, Central America—in hot weather and in cold, in dry season and in wet. I have fished the camera out of the Uaso Nyira River where a frightened Kikuyu porter dumped it, shook the water out of the box, changed the film and made a picture of the crocodile causing all the trouble.

"Because Graflex cameras stand every abuse and reliably secure the desired picture, they were used in capturing the hundreds of illustrations reproduced in my several books of travel."



Mr. J. S. Kemp, of "The Pack Rats," a Pasadena camera club, states that his Graflex—but let him tell it:

"I couldn't refrain from mentioning the Challenge Cup which I am proud to say my Series D Graflex brought to me, after six warmly contested competitions during the year 1932.

"The four words, 'Perfectly Simple—Simply Perfect,' summarize all my personal experiences with my 4x5 Series D—and certainly briefly describe the merit of Graflex products. Good pictures are invariably the rule, and now and then a 'super-picture' is brought home—all of which simply increase the joy of ownership and the feeling that a Graflex is an essential part of an out-of-door man's equipment."

THE CAMERA FOR THE AMATEUR

lovely landscape, of a fleeting expression, of flashing action.

Why not let GRAFLEX give you results like these? You will never know the real thrill of photography until you experience GRAFLEX photography.



Richard K. Wood, well-known sports and nature writer, adds:

"I have been an advertising man, an editor and a magazine writer. I used a camera for ten years or so, merely as a side line to my writing, but only a few years ago became genuinely interested in photography.

"The selection of an R. B. Auto Graflex at that time is responsible to a great extent for what success I have attained with wild-life subjects.

"An experienced photographer may secure good shots with an ordinary camera, yet an amateur can secure excellent results immediately with a Graflex because of its unique construction.

"The fact that the image of the subject may be seen right side up to the instant of exposure is of real importance in composition and accurate focus. Especially is this true in speed work where unusual or characteristic poses are necessary if pictures are to sell.

"With a Graflex you get more than nature portraits; you get living pictures: A raccoon pawing in search of crawfish, or a heron spiking a meadow frog, or a muskellunge in mid-air, trying to shake free the angler's lure. These are all natural subjects for the Graflex user.

"For wild-life photography I favor the R. B. Auto Graflex; for general use the Series D.

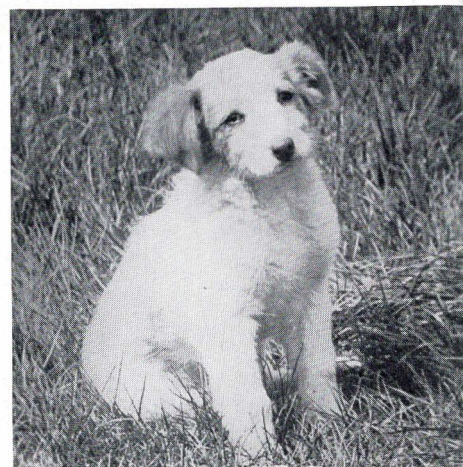
"The beginner who is seriously interested in photography will find the Graflex the most versatile and all-around satisfactory camera he can buy. I shall never be without one."



Writing from his New Jersey home, Mr. H. E. Battersby says:

"For interesting studies, my son and I find our 4x5 Auto Graflex consistently ideal. Once a subject is chosen, we know the Graflex will as usual GET THE PICTURE. Its absolute dependability is almost axiomatic with us.

"And, recently, it has proven a source of unexpected income on more occasions than one, warranting our keeping the plate magazine and two cut film magazines constantly loaded."



Upper—"Anglers' Lure." Graflexed by Richard K. Wood.

Center—"Three's a Crowd." Graflexed by Richard K. Wood.

Lower—"The Cupboard Was Bare." Graflexed by H. E. Battersby.

GRAFLEX
WITH THE
EXPLORER

MARTIN JOHNSON



This world-famed explorer needs no introduction. You may have attended his motion-picture lectures. Possibly you saw "Congorilla." Or, you may have read "Camera Trails in Africa," "Through the South Seas with Jack London," "Lion," "Safari" and others of his books.

Martin Johnson, repeatedly in Africa in search of new adventure, new material, new pictures, has found Graflex dependability an important adjunct to his expeditions. This intrepid explorer "captures" the most ferocious of wild life with GRAFLEX cameras.

The stupendous number of photographs Martin Johnson has made during his travels—near the 70,000 mark—lends full weight to his evaluation of camera equipment. His personal equipment, including six GRAFLEX cameras and sixteen Speed Graphics is therefore eloquent testimony to the role this equipment plays during his trips of exploration.

His long experience in the field has demonstrated to his entire satisfaction that GRAFLEX is uniformly dependable, sure of getting the desired picture.

On a recent trip to Africa he took over 600 pictures of lions in their native haunts. Of one particular Graflex negative he said: "This is the best lion picture I ever took."

You may not face the photographic conditions Martin Johnson so consistently surmounts—shadows and gloom of thick, sinister jungle; or the glare of desert blindness; or the oven heat of an open African plain.

Yet, your "shot" of the family Fox Terrier routing a passing feline, or a studied portrait of your garden, demands the same standards of precision, identical control of composition, focus, exposure.

After all, in GRAFLEX you have the camera for more interesting pictures.

"Just a Snack at Midnight."
Graflexed by Martin Johnson.





GRAFLEX
WITH THE
ARTIST-
PHOTOGRAPHER

H. ARMSTRONG ROBERTS

Every one who reads one or more publications today has become familiar with illustrations carrying the line: "Photographs by H. Armstrong Roberts."

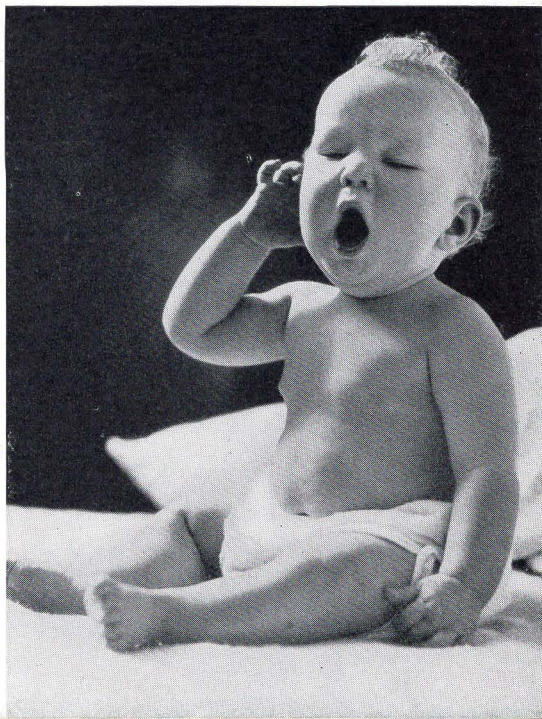
We are glad to present here the man who makes those pictures. H. Armstrong Roberts is a GRAFLEX enthusiast. For more than twelve years he has used the GRAFLEX daily in his work. He has taken his camera into all conditions of climate and into countless hidden corners of the world. And he has amassed, to date, the rather staggering total of over 75,000 Graflex-made negatives. He knows cameras intimately. And he depends on GRAFLEX.

"The greater part of my work," says this internationally known photographer, "from outdoor sports pictures and animal studies to portraiture and still lifes made in the studio, is done with a Graflex.

"I am given to the reflecting camera because of its speed, but I do not mean shutter speed alone. Graflex *has* this shutter speed capacity—and it can be brought into action with the utmost facility. But the greatest feature of the Graflex is what I shall term *the speed of the ground glass*.

"In an instant the ground glass gives me all of the elements of the picture. The hood excludes surroundings or irrelevant matter; outdoors, the brilliance of the image reflected on the ground glass indicates the necessary exposure; almost automatically the right hand fingers bring the image into focus, and then when the subject has attained its supreme points of interest or desirability the shutter is released.

"The boundaries of the ground glass are a great aid in denoting composition; the picture is always framed; the lighting effect is quickly defined; the accents are readily determined. My constant aim is to secure unusually naturalistic action or expression, and these demand speed—not only shutter speed, but the speed of the ground glass."



"Ho-Hum. Life is SO Boring."
Graflexed by H. Armstrong
Roberts.

NATIONAL GRAFLEX

*"A handful of
camera ... an
eyeful of picture"*



2 $\frac{1}{4}$ x 2 $\frac{1}{2}$

**CONVENIENT • ECONOMICAL
EFFICIENT • DEPENDABLE**

"Happy Landings!" National
Graflexed by Don McAlister.
Actual 2 $\frac{1}{4}$ x 2 $\frac{1}{2}$ size.



THE LATEST ADDITION TO THE GRAFLEX LINE

REFLECTING the benefits of more than thirty years' experience in precision camera manufacture and intensive engineering effort, National GRAFLEX combines the recognized GRAFLEX features—full vision focusing, focal plane shutter and sturdy construction—with new convenience, economy and simplicity of operation.

Exclusive Exposure Guide

Just as the focusing hood, with built-in magnifier for hair-line focusing, eliminates focusing guesswork, so the exclusive exposure guide, an integral part of the camera, eliminates exposure guesswork. With the exposure guide directly before you to determine the correct shutter speed and lens setting for every picture condition, outstanding photographs are the rule for the amateur and advanced photographer alike.

Lens and Shutter

Fitted with an especially-made Bausch & Lomb Tessar Series Ic f.3.5 lens—75 mm focal length—National GRAFLEX captures the vivid detail which permits generous clean-cut enlargements. The focal plane shutter offers a wide variety of speeds ranging from "time" and slow instantaneous speeds, for interiors and pastoral scenes, to rapid speeds for stopping the most illusive action.

Other Features

Though compact enough to be held in the palm of the hand, National GRAFLEX takes ten album-size pictures— $2\frac{1}{4} \times 2\frac{1}{2}$ —on popular No. 120 eight-exposure roll film. After the camera is easily and simply loaded, an automatic film measuring and recording meter locks the correct amount of film in a taut focal plane for each exposure.

National GRAFLEX makes GRAFLEX photography available to everyone wishing to take better pictures with the utmost in economy and convenience.

Accessories

Filters, copying attachment and sunshade, listed on page 25 of the catalog, broaden the scope of this already versatile camera. Though the National GRAFLEX is fully self-contained and demands no carrying case, the sole leather and waterproof suede carrying cases, available to it, will preserve its natural beauty and smartness.

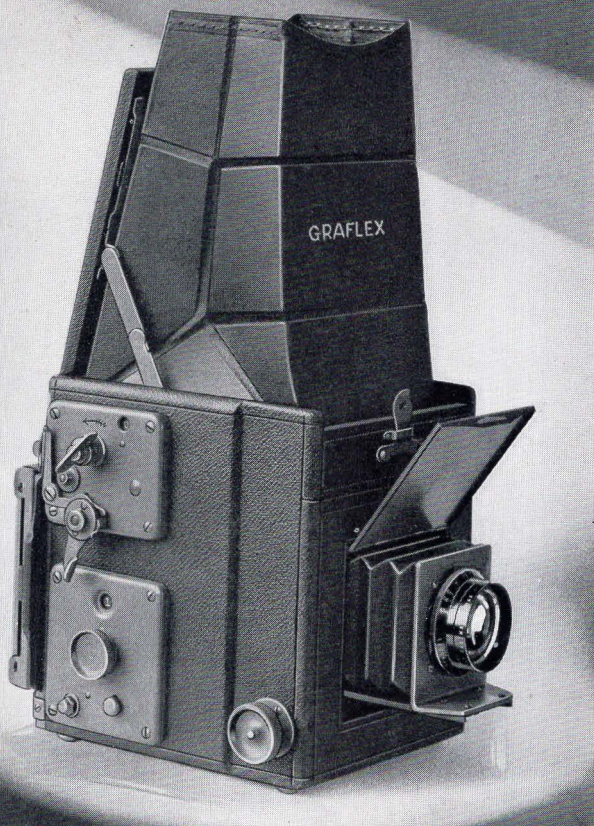
See supplement for camera and accessory prices



EASY TO CARRY



EASY TO USE



GRA

SERIES B

3 1/4 x 4 1/4

4 x 5

5 x 7

NATURALLY enough, the reliable Series B GRAFLEX has achieved favor in the hands of photographers everywhere, amateurs and professionals alike. It is essentially an all-around camera.

Graflex Features

Any Series B GRAFLEX accommodates film packs, cut film, roll film, and plates, used in the interchangeable accessories shown on pages 22 and 23.

GRAFLEX full vision ground glass focusing and GRAFLEX focal plane shutter prepare the Series B GRAFLEX for superior results throughout its twenty-five shutter speeds ranging from 1/5 to 1/1000, and "time."

A Matched Instrument

Each Series B is a matched instrument, fitted by GRAFLEX experts with a Kodak Anastigmat f.4.5 lens, ready to produce vivid prints and excellent negatives for enlargements. The lens is mounted in a sturdy metal front, and is interchangeable with telephoto lenses listed on page 26 and in the supplement.

DETAILS

Picture Sizes	3 1/4 x 4 1/4	4x5	5x7
Bellows Capacity	7"	8 5/16"	11"
Focal Length of Lens	5 1/2"	6 3/8"	8 1/2"
Closest Working Distance	23"	23 1/2"	29"
Shutter Speeds: Twenty-five from 1/5 to 1/1000, and "time."			

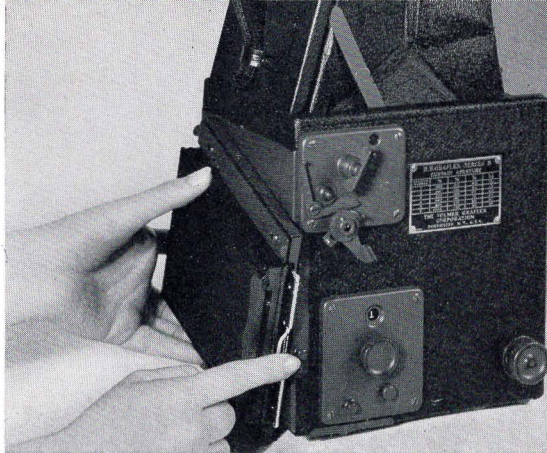
FLEX

REVOLVING BACK

2 1/4 x 3 1/4

3 1/4 x 4 1/4

4 x 5



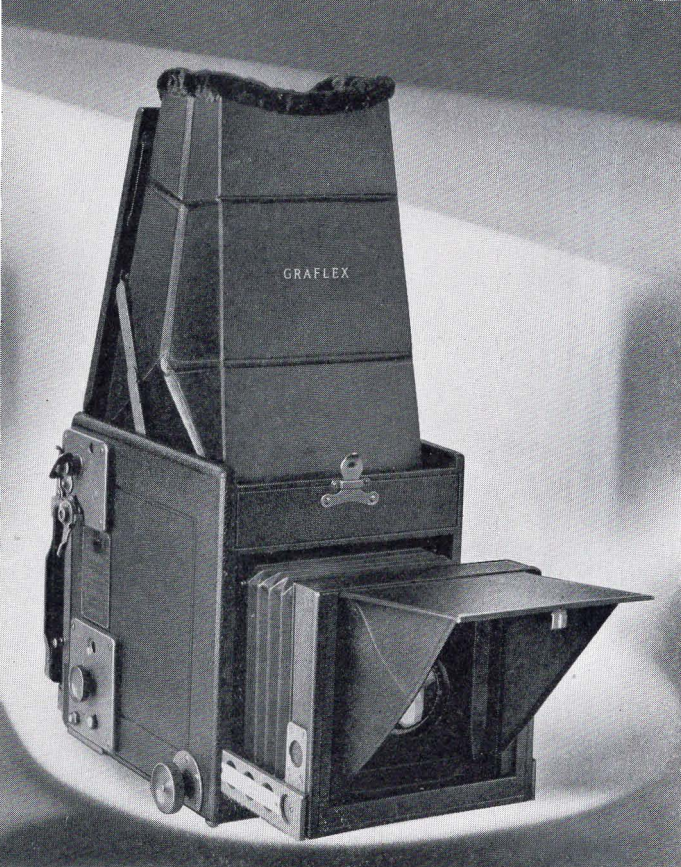
THE Revolving Back Series B has all the features of the Series B and more. The film or plate accessory is mounted on a light-tight turn-table, permitting at the touch of a finger instant rotation of the film or plate medium for pictures of natural vertical proportions—as readily available as the usual horizontals.

DETAILS	Picture Sizes	2 1/4 x 3 1/4	3 1/4 x 4 1/4	4 x 5
Bellows Capacity		7 3/16"	8 7/16"	10 1/8"
Focal Length				
of Lens		5 1/2"	6 3/8"	7 1/2"
Closest Working				
Distance		21"	23"	27"
Shutter Speeds:	Twenty-five	from 1/5 to		
	1/1000, and "time."			

See supplement for camera, lens and accessory prices.

"Stop That Man!"—and Graflex does just that. Graflexed by Edmund Frick, Jr. Actual 4 x 5 size.





GRA

SERIES D

3 1/4 x 4 1/4

4 x 5

PHOTOGRAPHS of character are obtainable with the Series D Graflex, making it the choice of thousands who are now securing superior pictures. When difficult—almost impossible—photographic conditions are encountered, the Series D Graflex demonstrates its versatile ability, meeting each with confidence and ease. Amateurs and professionals, scientists and explorers, find the Series D Graflex the ideal camera for more interesting pictures.

Interchangeable Lensboard

The Kodak Anastigmat lens is well suited to the broad applications of the Series D GRAFLEX and is supplied unless otherwise specified.

The interchangeable lensboard with which this camera is equipped makes easy the use of a wide selection of lenses, thereby affording a range of utility not common to cameras with fixed lenses.

Revolving Back

Both sizes of Series D are revolving back equipped, facilitating instantaneous placement of the film or plate medium for the capture of either horizontal or natural vertical subjects.

FLEX REVOLVING BACK

Other Features

An automatic and effective lens shade, built into the Series D, prevents the entrance of extraneous sky and sunlight, to assure finer pictures. Increased bellows length, too, enhances the versatility of Series D.

The Series D GRAFLEX accommodates film packs, cut film, roll film and plates, used in the interchangeable accessories shown on pages 22 and 23.

Including the Graflex Features

And, of course, the GRAFLEX focusing hood with ground glass focusing, coupled with GRAFLEX focal plane shutter, assures a combination destined for better pictures. Twenty-five shutter speeds from 1/5 to 1/1000, in conjunction with "time," assure a range of exposure control to match every subject.

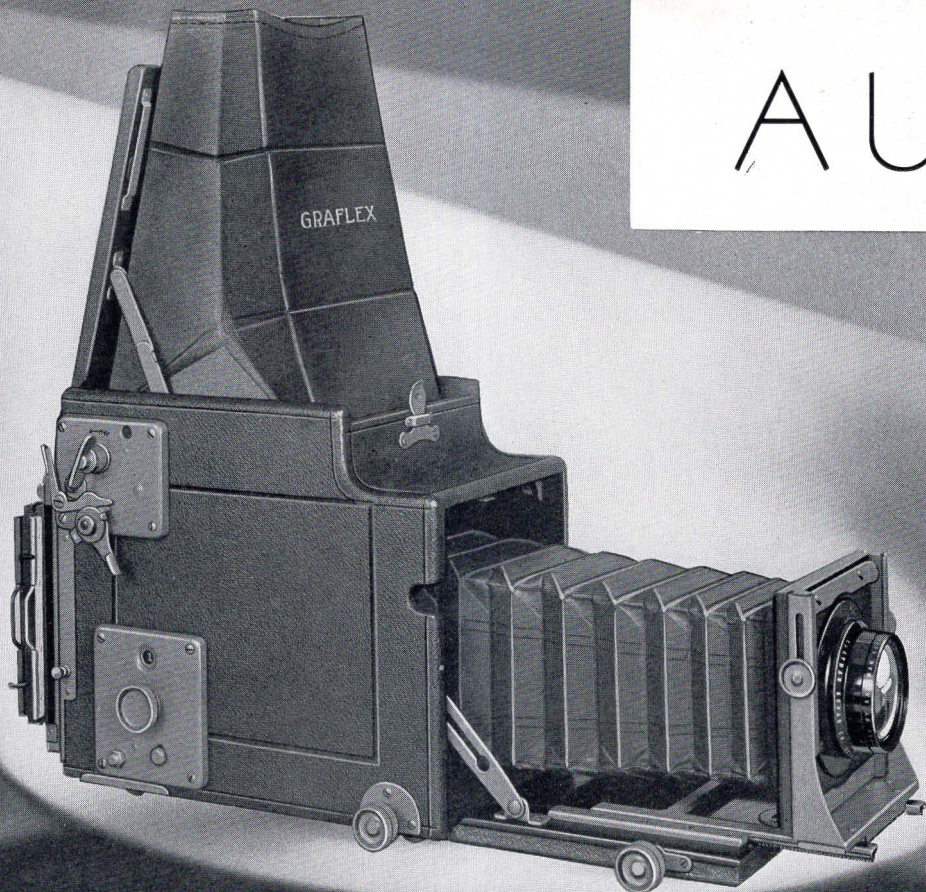
DETAILS	Picture Sizes	$3\frac{1}{4} \times 4\frac{1}{4}$	4x5
	Bellows Capacity	$8\frac{1}{4}"$	12"
	Lensboard	$3\frac{1}{4}" \times 3\frac{1}{4}"$	$3\frac{3}{4}" \times 3\frac{3}{4}"$
	Minimum Focus of Lens		
	Accommodated	$5\frac{3}{4}"$	7"
	Shutter Speeds: Twenty-five from 1/5 to 1/1000, and "time."		

See supplement for camera, lens and accessory prices

"Floating Power" Graflexed by
A. J. Tripp, Detroit, Michigan
Actual 4 x 5 size.



AU



TRUE-SIZED closeups of a flower, jewel, specimen or design, in actual dimensions, are often essential. Big images of distant objects—wild life and sports events which usually must be viewed from afar—are desirable. Both extremes lie within the range of the versatile Revolving Back Auto GRAFLEX.

Generous Bellows Draw

For the naturalist, scientist, or student, the generous bellows draw of the Auto GRAFLEX permits true-sized close-ups. Full-sized pictures in extremely sharp detail thus secured of a specimen or subject, provide a complete visual record, minimize notebook data.

The out-of-doors man or the sports fan can as readily secure big images of distant objects through the use of a single element of a convertible Anastigmat lens, available to it.

TO GRAFLEX

REVOLVING BACK • 3 1/4 x 4 1/4 • 4 x 5

Interchangeable Lensboard

A removable lensboard permits the use of Kodak Anastigmat or other approved lenses, including those of the convertible or telephoto type. This selection depends upon the nature of the broad requirements to which this versatile camera may be applied.

Revolving Back and Rising Front

In such a camera as the Auto GRAFLEX the revolving back feature is particularly desirable and greatly facilitates work with it. In addition the Auto GRAFLEX provides a rising front to control foreground and a special focusing panel at the rear where the image can be measured or examined under magnification.

Other Features

All this unusual equipment and versatility are available in the Auto GRAFLEX, along with the recognized GRAFLEX features of direct full vision focusing and GRAFLEX focal plane shutter.

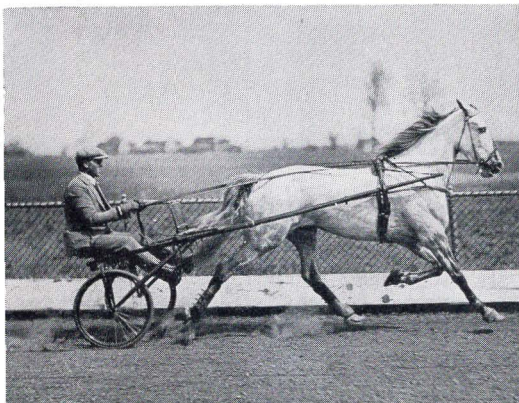
Auto GRAFLEX, too, accommodates film packs, cut film, roll film and plates, used in the interchangeable accessories shown on pages 22 and 23.

Justly, the Revolving Back Auto GRAFLEX has earned the respect and admiration not only of amateurs and professionals alike, but of scientists and nature lovers and those with unusual and exacting photographic requirements.

DETAILS	Picture Sizes	3 1/4 x 4 1/4	4 x 5	<i>See supplement for camera, lens and accessory prices.</i>
	Bellows Capacity	15 1/2"	18 1/2"	
	Lensboard	3 1/4" x 3 1/4"	3 3/4" x 3 3/4"	
	Minimum Focus of Lens			
	Accommodated	7 1/2"	9"	
	Shutter Speeds: Twenty-five	from 1/5 to 1/1000, and "time."		

Left—"S-T-E-A-D-Y!" Graflexed by Robert A. Emrath.

Right—"Dogwood in South Carolina." Graflexed by Carl T. Julien.





GRAFLEX

COOKE ANASTIGMAT

$3\frac{1}{4} \times 4\frac{1}{4}$

ALL the GRAFLEX features, combined with the tremendous speed of the standard lens equipment of this camera, provide an outfit with which truly sensational pictures can be secured. It has an enviable record of producing astonishing results under the most difficult conditions.

F.2.5 Lens-equipped

The Cooke Anastigmat f.2.5 lens of the Series C GRAFLEX is three times as fast as the f.4.5—ten times as fast as the f.8. In fact, the extra light that this lens and the GRAFLEX focal plane shutter admit secures detailed negatives under conditions that prohibit the use of the ordinary camera.

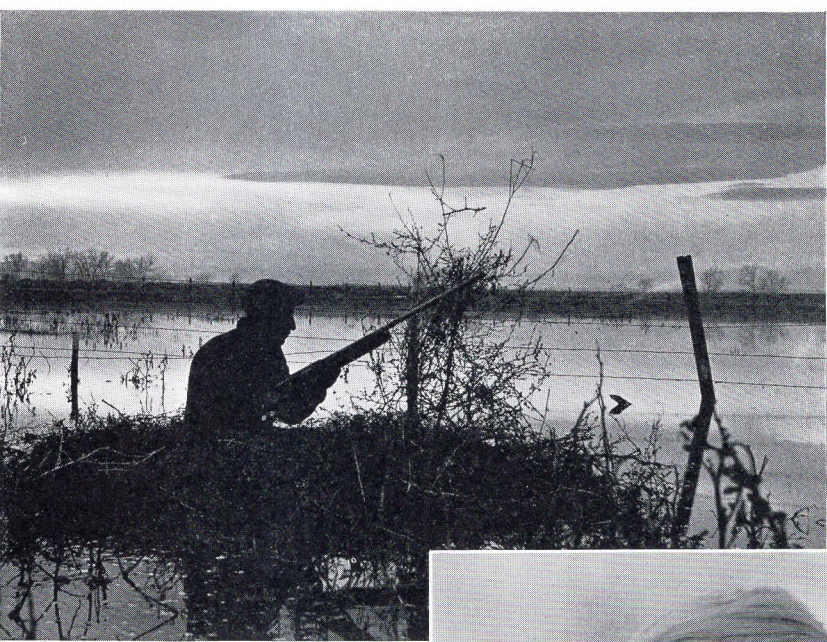
An All-weather Camera

In the rain, in the woods, or in the house—from dawn to dusk—in practically any weather, owners of the Series C GRAFLEX get pictures that are envied and admired. When used with Super Sensitive Film it is often possible to get snapshots of subjects that would ordinarily require time exposures.

Other Features

The Series C GRAFLEX is equipped with the convenient revolving back and with an automatic lens shade to prevent extraneous sky and sunlight from reaching the lens. It, too, accommodates film packs, cut film, roll film or plates in the proper accessory.

SERIES C REVOLVING BACK
f.2.5 LENS • STANDARD EQUIPMENT



Upper—"Twilight Vigil." Graflexed by Forrest Townley. Actual $3\frac{1}{4}$ x $4\frac{1}{4}$ size.

Lower—"Hello Everybody! How DO You DO?" Graflexed by James E. Reynolds. Actual $3\frac{1}{4}$ x $4\frac{1}{4}$ size.

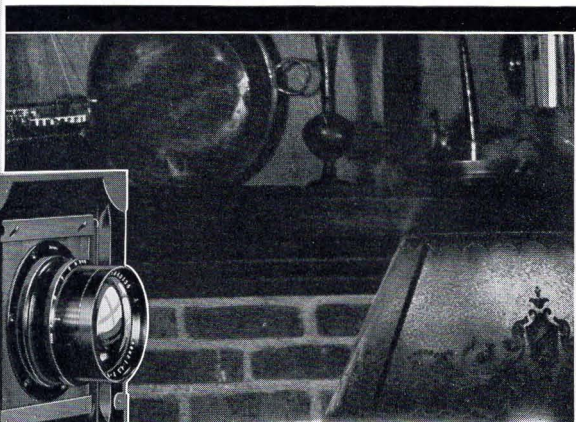
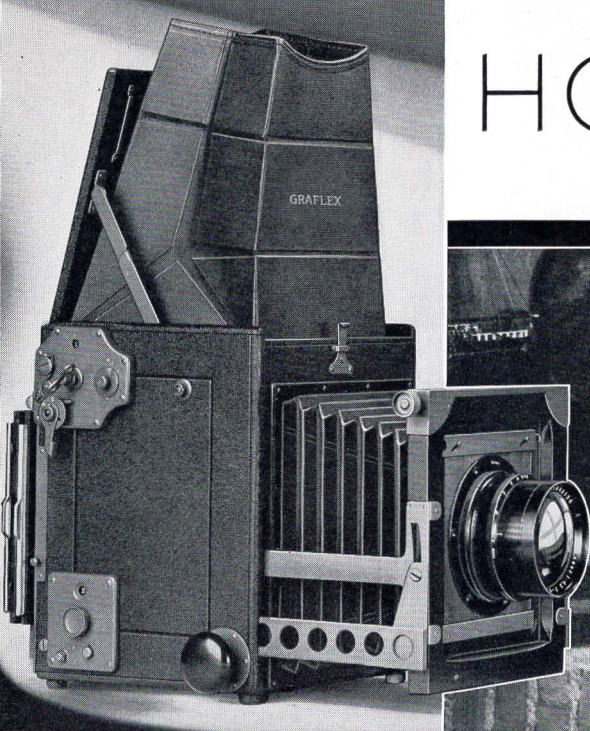
DETAILS

- Picture Size $3\frac{1}{4}$ x $4\frac{1}{4}$
- Bellows Capacity $9\frac{1}{2}$ "
- Focal Length of Lens $6\frac{1}{2}$ "
- Closest Working Distance 25"
- Shutter Speeds: Twenty-five from $1/5$ to $1/1000$, and "time."

See supplement for camera and accessory prices.



HOME PO



PORTRAIT GRAFLEX

5 x 7 • REVOLVING BACK

IN this camera are combined all the capabilities of GRAFLEX direct full vision focusing, focal plane shutter, especially adapted to interior photography, and other special features to provide an outstanding camera for home portrait work.

Lens Versatility

The Home Portrait GRAFLEX is equipped with a lens-front that raises, lowers or swings, and with sensitive, finger-tip focusing control. It readily accepts the Kodak Anastigmat and other f.4.5 lenses as well as f.3.5 and tele-photo lenses of approved selection.

Portability

With the Home Portrait GRAFLEX it is possible to photograph indoors and under difficult lighting conditions. The operator can move freely from point to point, watching his subject in the hood, keeping his subject in perfect focus, and always ready in an instant to capture forever that elusive perfect moment of composition or expression.

Versatility

The owner of the Home Portrait GRAFLEX is enabled to grasp countless fruitful opportunities for making home portraits that live, far removed from the stony stillness of the ordinary posed picture. Under many interior conditions it is possible, with the lens well open and with Super Sensitive Film, to use a slow instantaneous exposure—often of great importance when the subject is a lively youngster, perhaps with an active pet.

Large, Excellent Portraits

The large film or plate area of this camera, 5 x 7 inches, permits securing big images without approaching the subject too closely. And, a 12 inch focal length lens lends good perspective, all adding to the possibilities of the Home Portrait GRAFLEX. While other special work also falls within its field, it is primarily a home portrait camera and in such work its adaptability and versatility place it first and foremost.

DETAILS	Picture Size	5x7
	Minimum Focus of Lens	
	Accommodated	10"
	Bellows Capacity	13¾"
	Lensboard	5"x5"
	Shutter Speeds: Twenty-four from 1 second to 1/500, and "time."	

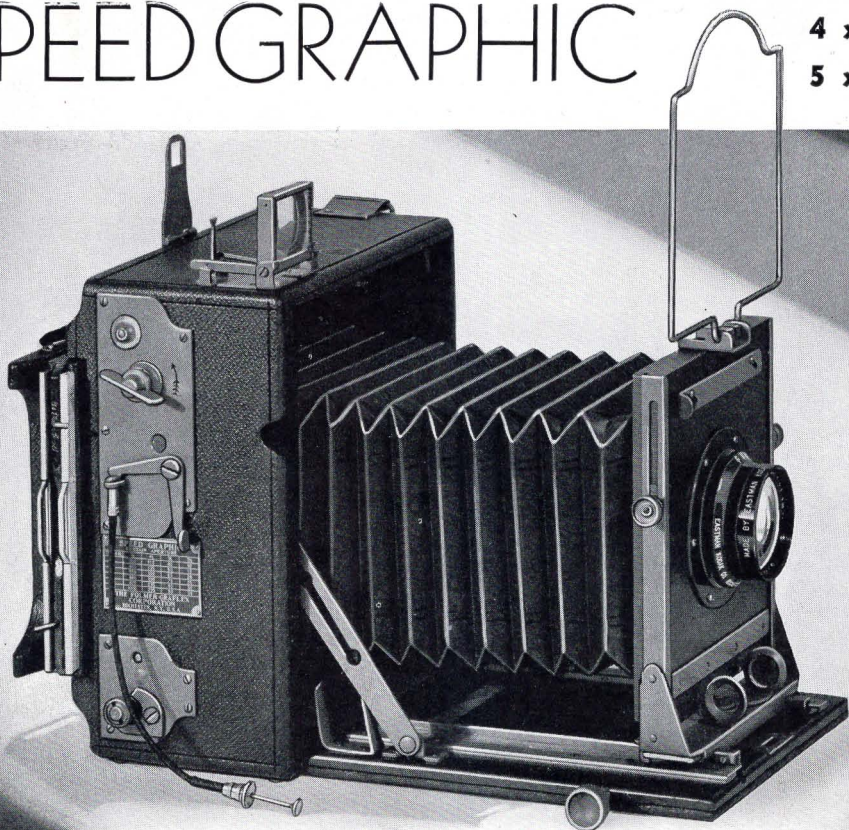
"Christmas Eve." Graflexed by
H. Armstrong Roberts. Actual
5 x 7 size.

See supplement for camera, lens and accessory prices.

SPEED GRAPHIC

4 x 5

5 x 7



It is probable that more people have looked at pictures taken with a Speed Graphic than with any other camera in existence. This is due to the fact that the most extensively and widely used camera in the hands of newspaper photographers is the Speed Graphic.

In fact, the Speed Graphic needs little more to recommend it than this statement: The newspaper photographer *must* get his picture—at all times and under all conditions.

Life-long Construction

It is but natural that the Speed Graphic should have succeeded under these arduous and severe requirements. It was designed to meet exactly these conditions and is constructed with all the rigid adherence to perfection of workmanship, strength, and life-long service for which all GRAFLEX cameras are famous.

Direct View-finding and Focusing

To meet the particular and unusual needs of the newspaper photographer, the Speed Graphic omits the usual focusing hood, replacing this type of focusing equipment with other focusing or view-finding media. These are as follows:

A distance scale attached to the extension bed of the camera.

A rear ground glass mounted parallel to the lens.

A folding magnifying peep-sight on top of the camera.

A folding wire finder integral with the lensboard which encompasses the composition available when viewed through the folding peep-sight at the back of the camera.

Removable, Adjustable Lensboard

The Speed Graphic is equipped with a rising and falling lensboard which is also removable to accommodate the Kodak Anastigmat and other lens equipment, to provide for easy substitution of the desired lens. The lens mounting is constructed to accommodate a between-the-lens shutter as an auxiliary to the recognized GRAFLEX focal plane shutter.

Other Features

Regularly adapted for Graphic Plate or Film Holders and Film Pack Adapters, the Speed Graphic is also obtainable with the "GRAFLEX" Back to interchangeably accommodate cut film or plate magazines and roll film holders as well. The light and compact Speed Graphic, with its tremendous capacity for photographing difficult subjects, has recommended itself to the news photographer as a camera of positive accomplishment, and to the amateur as a camera of unlimited possibilities.

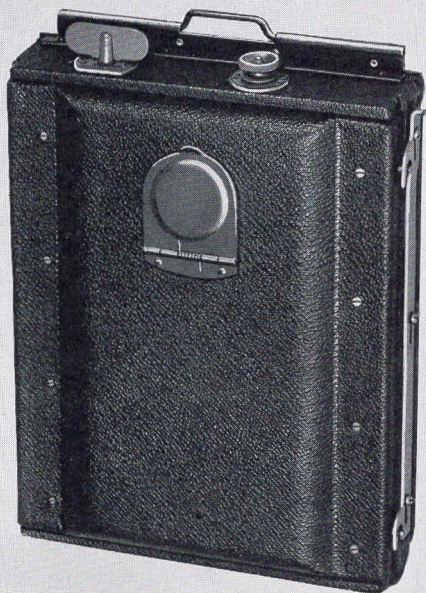
DETAILS	Picture Size	4x5	5x7
	Bellows Capacity	13½"	16"
	Lensboard	4"x4"	4"x4"
	Shutter Speeds:	Twenty-four from 1/10 to 1/1000, and "time."	

See supplement for camera, lens and accessory prices.

"E-X-T-R-A!" Speed Graphic
"Shot" by Joseph J. Durnherr.
Actual 4 x 5 size.



GRAFLEX FILM AND



GRAFLEX

ROLL HOLDER

Combining roll film convenience with plate-like efficiency, the GRAFLEX Roll Holder is a desirable accessory to GRAFLEX and Speed Graphic cameras with GRAFLEX back.

The recently developed Model C GRAFLEX Roll Holder—provided in $4\frac{1}{4} \times 3\frac{1}{4}$ and 5×4 sizes only—is equipped with a spring-actuated ruby window cover to accommodate Super-Sensitive Panchromatic film as well as Verichrome and Regular.

A special film winding device enables tightening the film into the focal plane, rendering exact register for each of the six exposures.

GRAFLEX Roll Holders may be detached or re-attached at will between exposures, and left on the camera when placed in a GRAFLEX carrying case.

DETAILS

Sizes Provided: No. 50, $3\frac{1}{4} \times 2\frac{1}{4}$ —No. 51, $4\frac{1}{4} \times 3\frac{1}{4}$ —No. 52, $5\frac{1}{4} \times 3\frac{1}{4}$ —No. 53, 5×4 —No. 54, 7×5 .

GRAFLEX

FILM PACK ADAPTER

The GRAFLEX Film Pack Adapter enhances the use of convenient film packs. Anyone can quickly load and unload it—or instantly interchange it with the GRAFLEX Roll Holder or other accessory.

An extra film pack adapter, loaded and prepared for twelve additional pictures, easily slips in a pocket—is ready for instant use.

Film packs accommodated in the GRAFLEX Film Pack Adapter have the roll film convenience of daylight loading and unloading, and are available in a variety of emulsions for a broad range of conditions.

The wide distribution of film packs makes the GRAFLEX Film Pack Adapter a desirable adjunct to every GRAFLEX camera accommodating it.

DETAILS

Sizes Provided: $2\frac{1}{4} \times 3\frac{1}{4}$ — $3\frac{1}{4} \times 4\frac{1}{4}$ — $3\frac{1}{4} \times 5\frac{1}{2}$ — 4×5 — 5×7 .

—For prices please turn to supplement—

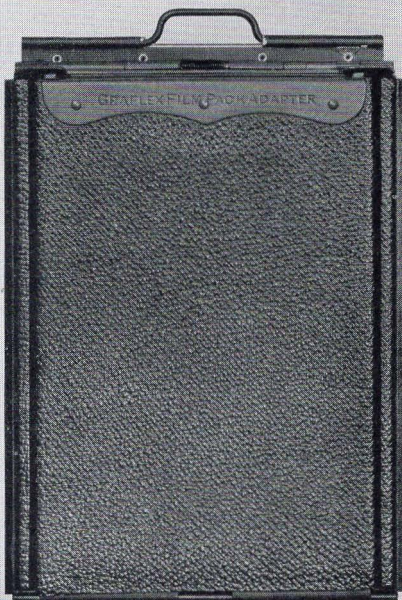


PLATE ACCESSORIES

GRAFLEX

CUT FILM MAGAZINE

The interchangeable GRAFLEX Cut Film Magazine provides for the convenient use of the great variety of film emulsions available in cut film.

Each of the 12 films, held in the proper plane in a metal septum, may be removed singly or in multiples for development, as the occasion demands.

A flexible light-tight reinforced leather changing bag (shown folded) receives the film as it is withdrawn and re-inserted after each exposure.

The numeral on each septum, indicating the exposure number, is clearly visible through the ruby window which is protected by a spring-actuated cover.

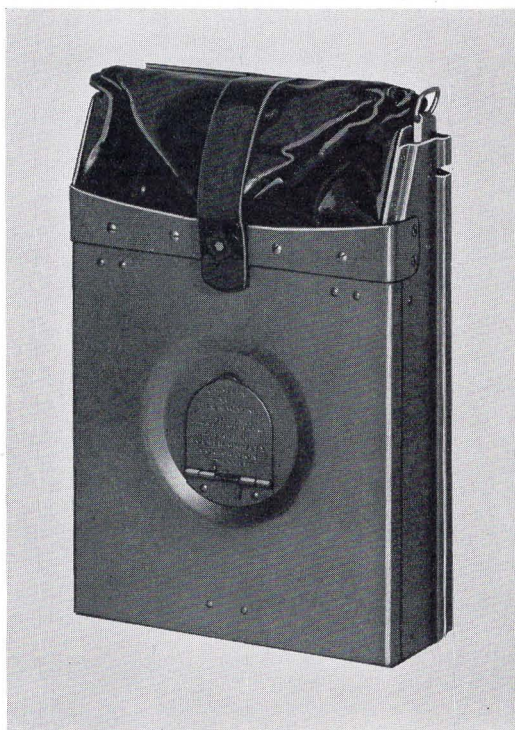
GRAFLEX PLATE MAGAZINE

The GRAFLEX Plate Magazine enables the use of any desired dry plates in appropriate sizes.

DETAILS

12 cut films, or plates, capacity: $2\frac{1}{4} \times 3\frac{1}{4}$ — $3\frac{1}{4} \times 4\frac{1}{4}$ — $3\frac{1}{4} \times 5\frac{1}{2}$ — 4×5 — 5×7

18 cut films capacity: 4×5 only



GRAFLEX

CUT FILM HOLDERS

This accessory, too, enables the user to freely select from the broad range of cut films currently available.

The film smoothly slips in or out of the holder, making loading and unloading easy. Narrow channels within the holder accept the film, maintaining the sensitized surface in a uniform flat focal plane.

The GRAFLEX Cut Film Holder is readily detachable and interchangeable with other GRAFLEX accessories. It may remain on the camera in carrying case, loaded and ready for use.

GRAFLEX PLATE HOLDERS

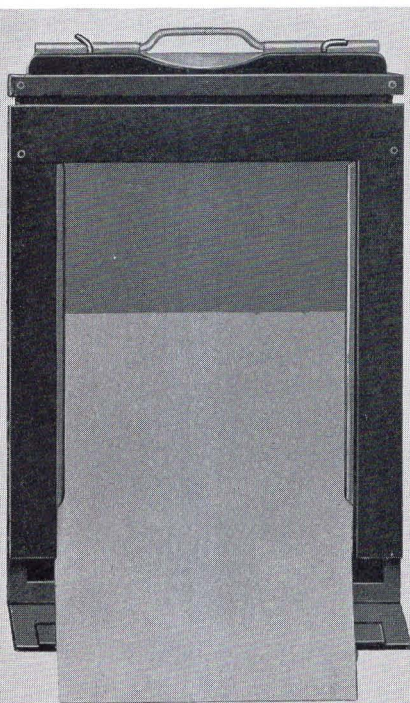
GRAFLEX Plate Holders enable the use of any standard dry plates and color plates in appropriate sizes.

DETAILS

Sizes $2\frac{1}{4} \times 3\frac{1}{4}$ — $3\frac{1}{4} \times 4\frac{1}{4}$ — 4×5 — 5×7

GRAPHIC Cut Film and Plate Holders are provided to fit the 4×5 Speed Graphic with Graphic back.

—For prices please turn to supplement—



LENSES • TRIPODS



KODAK ANASTIGMAT f.4.5

Kodak Anastigmat f.4.5 is designed in the Kodak laboratory and executed in the Kodak workroom. It is tested to meet such standards of optical excellence that for definition and for flatness of field it is the peer of any lens made.

Each Kodak Anastigmat f.4.5 is mounted, complete with an iris diaphragm controlled by a milled ring on which the f markings are engraved.

For schedule of Kodak Anastigmat lenses, with sizes and prices, please turn to supplement.

CROWN TRIPOD

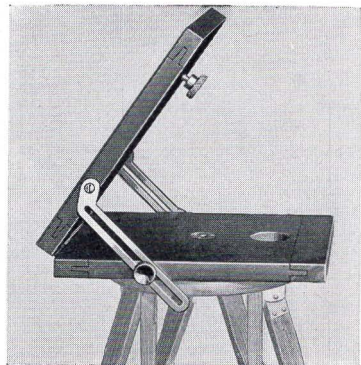
Steadiness and strength are required of a tripod. These traits are inherently a part of the rigid, staunch Crown. It is made of selected cherry, oil-soaked and waterproofed.

Expansion brackets keep the legs firmly attached when in use; binding screws cannot be lost; joints fit snugly. Because it is well designed and sturdily built, the Crown Tripod continues to be the choice of a wide field of careful photographers.

A sole leather carrying case, consisting of one compartment for the Crown Tripod legs and a second for the tripod top, is available for each of the three sizes in which the tripod is provided.

DETAILS

Length Closed	Length Extended	Top Diam- eter	Weight of Camera Carried
No. 1—16 in.	4 ft., 4 in.	4 in.	6 lbs.
No. 2—17 in.	4 ft., 8 in.	6 in.	9 lbs.
No. 4—20 in.	5 ft., 6 in.	6½ in.	18 lbs.

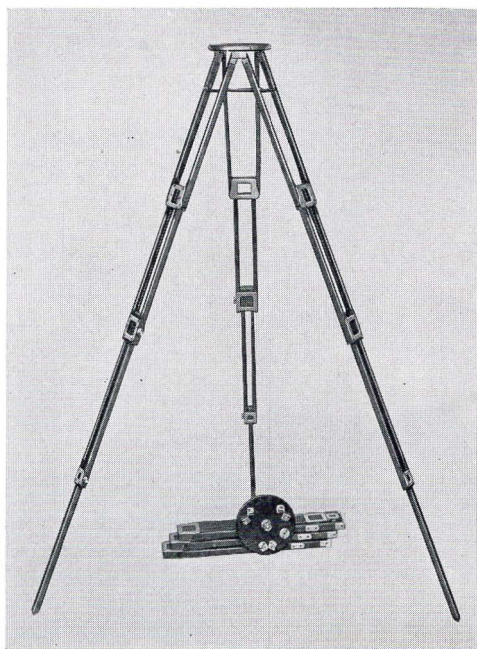


CROWN TRIPOD TILTING TOP

With this device in use on a Crown Tripod, the camera can be moved through a 180-degree arc, from horizontal to vertical, without adjusting the tripod legs.

DETAILS

The No. 2 Crown Tripod Tilting Top fits a 6 in. tripod top. The No. 4 Crown Tripod Tilting Top fits a 6½ in. tripod top.



For prices of Crown Tripod and Crown Tripod Tilting Top please turn to supplement.

EQUIPMENT SUMMARY

THE following table presents at a glance the equipment and accessories available to the GRAFLEX camera you propose purchasing.

	National	Ser. B	R.B. Ser. B	R.B. Ser. C	R.B. Ser. D	R.B. Auto	R.B. Home Portrait	Speed Graphic	Speed Graphic (Graflex Back)
Graflex Film Pack Adapter		✓	✓	✓	✓	✓	✓		✓
Graflex Roll Holder		✓	✓	✓	✓	✓	✓		✓
Graflex Cut Film Holder		✓	✓	✓	✓	✓	✓		✓
Graflex Cut Film Magazine (12 Films)		✓	✓	✓	✓	✓	✓		✓
Graflex Cut Film Magazine (18 Films)		✓	✓		✓	✓			✓
Graphic Cut Film Holder (4x5)								✓	
Century Film Holder (5x7)								✓	
Graflex Plate Holder		✓	✓	✓	✓	✓	✓		✓
Graflex Plate Magazine		✓	✓	✓	✓	✓	✓		✓
Graphic Plate Holder (4x5)								✓	
Century Plate Holder (5x7)								✓	
Extra Lensboard					✓	✓	✓	✓	✓
Carrying Case	✓	✓	✓	✓	✓	✓	✓	✓	✓
Rear Focusing Panel		✓	✓	✓	✓	✓	✓	✓	✓
Pictorial Diffusion Disc		✓	✓	✓	✓	✓	✓	✓	✓
Filters	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sunshade	✓			✓	✓				
Focusing Magnifier	✓								
Graphic View Finder								✓	✓
Rising Front						✓	✓	✓	✓

✓ Indicates that accessory may be applied.

For prices, please turn to supplement.

LENSES FOR GRAFLEX AND GRAPHIC CAMERAS

In order that GRAFLEX cameras may secure the superior results for which they are recognized, only excellent and proved lenses are offered as equipment for them.

The table below demonstrates at a glance the versatility of GRAFLEX cameras with regard to lenses accommodated.

Lens Speed		National	3 1/4 x 4 1/4 Ser. B	4x5 Ser. B	5x7 Ser. B	2 1/4 x 3 1/4 R. B. Ser. B	3 1/4 x 4 1/4 R. B. Ser. B	4x5 R. B. Ser. B	3 1/4 x 4 1/4 R. B. Ser. C	3 1/4 x 4 1/4 R. B. Ser. D	4x5 R. B. Ser. D	3 1/4 x 4 1/4 R. B. Auto	4x5 R. B. Auto	5x7 R. B. Home Portrait	4x5 Speed Graphic	5x7 Speed Graphic
f.4.5	Kodak Anastigmat		✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
"	Bausch & Lomb									✓	✓	✓	✓	✓	✓	✓
"	Cooke									✓	✓	✓	✓	✓	✓	✓
"	Dallmeyer									✓	✓	✓	✓	✓	✓	✓
"	Ross									✓	✓	✓	✓	✓	✓	✓
"	Schneider									✓	✓	✓	✓	✓	✓	✓
"	Voigtlander									✓	✓	✓	✓	✓	✓	✓
"	Zeiss									✓	✓	✓	✓	✓	✓	✓
f.3.5	Bausch & Lomb	✓														
"	Cooke									✓	✓					
"	Dallmeyer									✓	✓			✓	✓	
"	Ross									✓	✓				✓	
"	Schneider									✓	✓			✓	✓	
"	Voigtlander									✓	✓			✓	✓	
"	Zeiss									✓	✓			✓	✓	
f.2.9	Cooke									✓						
f.2.5	Cooke								✓							
TELEPHOTO LENSES																
f.6.3	Ross									✓	✓				✓	
"	Voigtlander		✓	✓		✓	✓	✓		✓	✓	✓				
f.5.6	Cooke		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
"	Dallmeyer		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
f.5.5	Schneider			✓			✓			✓	✓	✓			✓	✓
f.4.5	Dallmeyer			✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

✓ Indicates that lens may be fitted.

For lens prices, please turn to supplement.

The GRAFLEX camera has attained its reputation as the most efficient of all "still" cameras through the scientific application of time-proven principles of optics by GRAFLEX experts in the GRAFLEX factory. The selection and fitting of the proper lens to the camera by these experts is of utmost importance, requiring as it does, knowledge of the Art together with extreme skill of workmanship and minute inspection. In their hands the photographic unit of GRAFLEX and lens is made a unit of perfection.

COMPARATIVE DATA

The following table summarizes in a comparative way some of those factors of interest to the person selecting a camera to meet specific requirements.

	Picture Size Inches	Std. Lens Speed f. Value	Focal Length	Bellows Capacity Inches	Min. Focus Inches	Closest Working Distance	Lens- board	Sensitized Material Used
National	2¼x2½	3.5	3"			4 ft.		Roll Film
Ser. B	3¼x4¼	4.5	5½"	7		23"		Roll Film, Film Pack, Cut Film, Plates.
Ser. B	4x5	4.5	6⅜"	8⅝		23½"		Roll Film, Film Pack, Cut Film, Plates.
Ser. B	5x7	4.5	8½"	11		29"		Roll Film, Film Pack, Cut Film, Plates.
R. B. Ser. B	2¼x3¼	4.5	5½"	7⅜		21"		Roll Film, Film Pack, Cut Film, Plates.
R. B. Ser. B	3¼x4¼	4.5	6⅜"	8⅞		23"		Roll Film, Film Pack, Cut Film, Plates.
R. B. Ser. B	4x5	4.5	7½"	10⅞		27"		Roll Film, Film Pack, Cut Film, Plates.
R. B. Ser. C	3¼x4¼	2.5	6½"	9½		25"		Roll Film, Film Pack, Cut Film, Plates.
R. B. Ser. D	3¼x4¼	3.5 4.5		8¼	5¾		3¼" Sq.	Roll Film, Film Pack, Cut Film, Plates.
R. B. Ser. D	4x5	3.5 4.5		12	7		3¾" Sq.	Roll Film, Film Pack, Cut Film, Plates.
R. B. Auto	3¼x4¼	4.5		15½	7½		3¼" Sq.	Roll Film, Film Pack, Cut Film, Plates.
R. B. Auto	4x5	4.5		18½	9		3¾" Sq.	Roll Film, Film Pack, Cut Film, Plates.
R. B. Home Portrait	5x7	4.5		13¾	10		5" Sq.	Roll Film, Film Pack, Cut Film, Plates.
Graphic	4x5	3.5 4.5		13½	Accepts Wide Angle Lenses		4" Sq.	Graphic Back: Film Pack, Cut Film, Plates. Graflex Back: Film Pack, Cut Film, Plates, Roll Film
Graphic	5x7	3.5 4.5		16	Accepts Wide Angle Lenses		4" Sq.	Graphic Back: Film Pack, Cut Film, Plates,

For prices, please turn to supplement

GRAFLEX CAMERAS

THE cameras and accessories herein described will be found on sale wherever camera equipment of highest quality is sold. Dealers will gladly demonstrate the range, versatility and simplicity of operation of GRAFLEX and Graphic cameras.

GRAFLEX and Graphic cameras are made by the Folmer GRAFLEX Corporation, Rochester, New York, as are:

STUDIO AND COMMERCIAL CAMERAS

A camera for every professional need. Century Universal for general requirements and Cirkut cameras for panoramic photographs.

PHOTORECORD AND FOLMER IDENTIFICATION UNIT

These are two units designed to make standardized identification pictures. Both are used by police departments in the detection of criminals and prevention of crime. Correctional institutions and hospitals employ them in the registration of their inmates. Large hotels, department stores and manufacturers use them in photographically recording their personnel and in the issuance of identification passes.

FINGER PRINT CAMERA

A practical and efficient portable camera, carrying built-in illumination, for producing accurate full-sized photographic records of finger prints, signatures, jewelry, fabric patterns and other small objects.

CUSTOM-BUILT PHOTOGRAPHIC EQUIPMENT

The conception, design and construction of special apparatus for specific and unusual purposes.

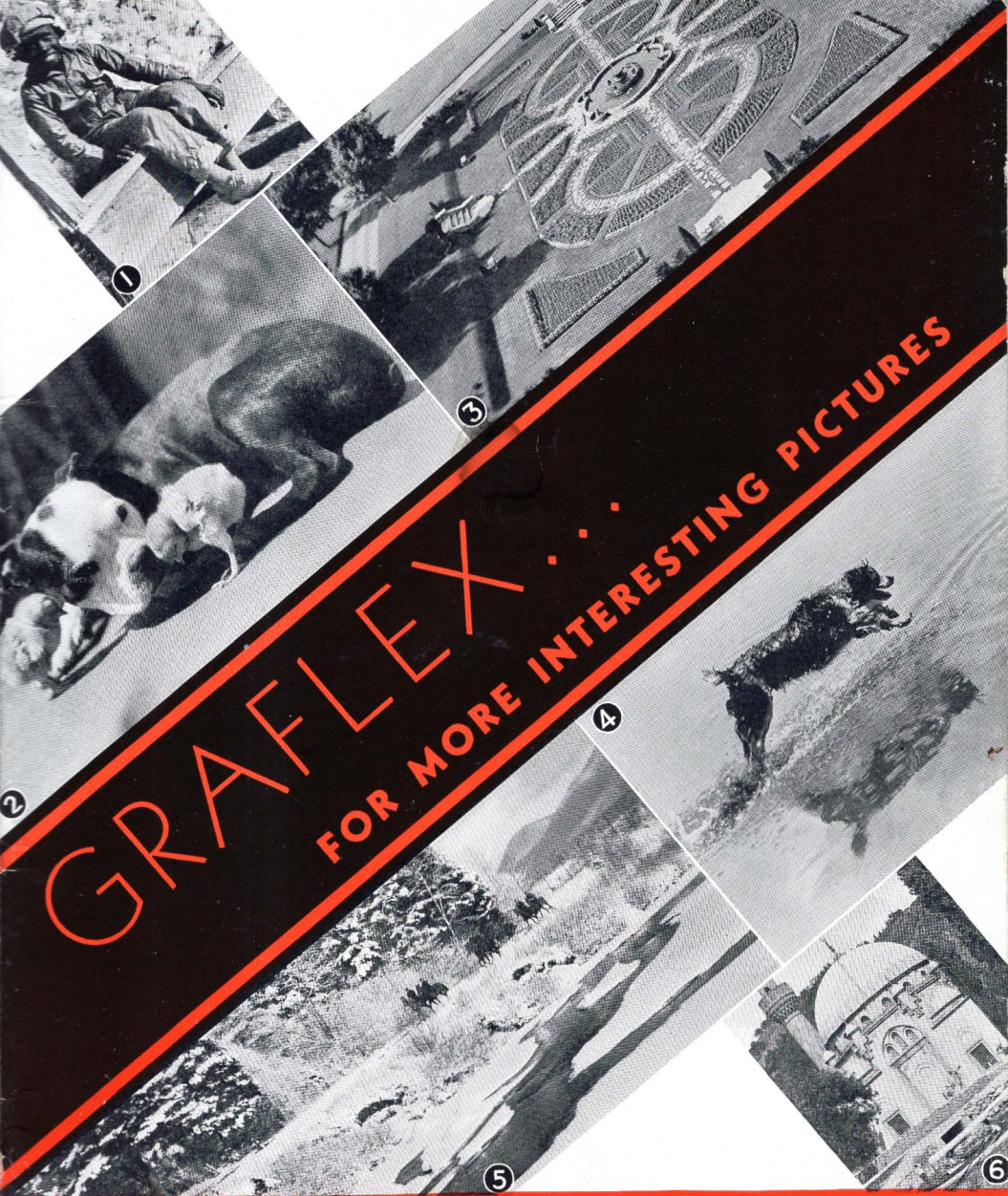
SERVICE DEPARTMENT

The Service Department is maintained to provide photographic information.

GRAFLEX owners desirous of securing superior results with their equipment are invited to submit their problems or queries to this department for solution. Every helpful advice and aid will be rendered.

If additional information is desired regarding the above photographic equipment or any custom equipment to be especially constructed for specific purposes, you are cordially invited to write our Service Department.

FOLMER GRAFLEX
CORPORATION, ROCHESTER, N. Y.



1. "A Youthful Share-Cropper" Graflexed by L. E. Johnson.

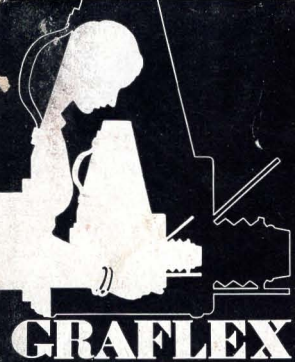
4. "Pursuit" Graflexed by Carl Sandstrom

2. "Buddies" Graflexed by C. W. Gibbs

5. "Placid Country" Graflexed by Eugene H. Pierson

3. "Pattern" Graflexed by (Mrs.) Mildred M. Keaton

6. "Black Sea Romance" Graflexed by Hon. Ali Enis



GRAFLEX

for more interesting pictures



"Jackson Lake and the Tetons" Graflexed by James D. Thomson

FOLMER GRAFLEX CORPORATION

ROCHESTER

Burke's Prescription Drug Store
9 E. Market St.
WILKES-BARRE, PA.

NEW YORK