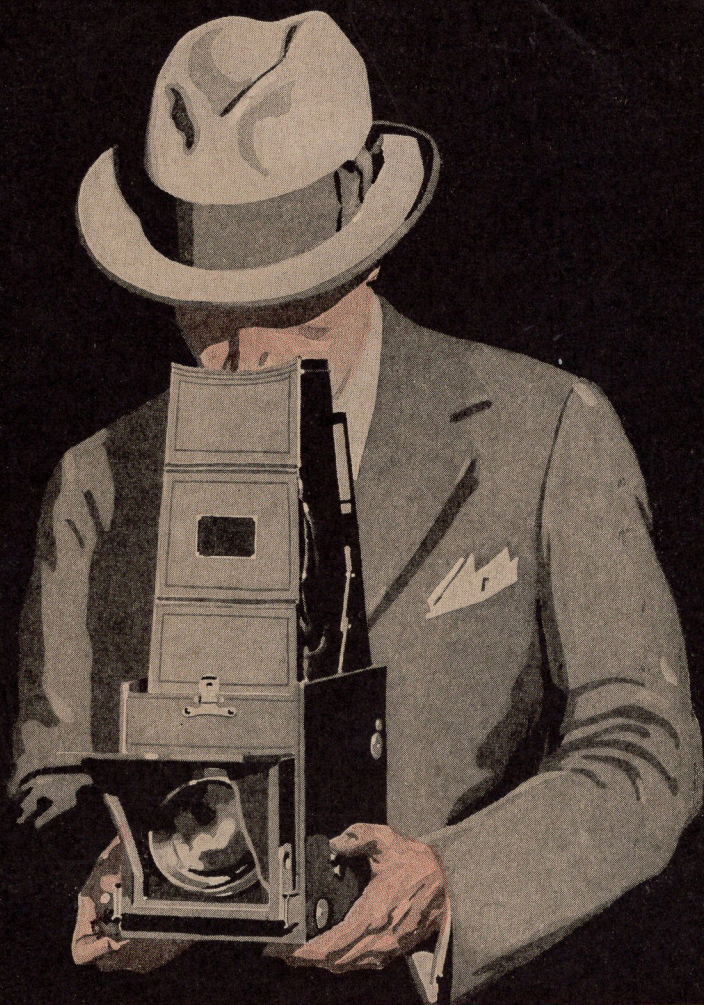


# GRAFLEX

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*The* UNIVERSAL CAMERA  
for making  
BETTER PICTURES



# The GRAFLEX

*pre-eminent speed camera of professionals*

now available for universal  
making of

BETTER PICTURES



THE GRAFLEX is the world's finest camera. It has been employed by professional picture makers and advanced amateur pictorialists from its beginning, and has been refined and improved in the intervening years until today it is the universal camera for the making of *better pictures*.

The approved features of studio cameras are combined in the Graflex with the compact conveniences of easily portable picture machines realizing a perfect union of the time tested principles of both types.

The operator of a Graflex knows when the focus is sharp for he sees what the view includes. The lens admits abundant light and the shutter works at slow or extremely high speeds at will.

Picture making becomes simplified and success more certain than the mere guess-work opening and closing of the camera shutter. With the Graflex, opportunity is allowed to make striking and fine pictures composed with due regard for principles of balance; pictures which have high merit as works of art.

Not only are *better pictures* made when time is allowed for study of arrangement but also in those chance instances of picture making requiring quick movement by the operator, the convenience of the Graflex is then most appreciated. The photographer is permitted to see clearly in the Graflex ground glass, *right side up* and in full picture size, the image or scene about to be snapped.



# You Too, Can Make

*better pictures with the  
marvelous universal*

## New GRAFLEX

WHEN a trans-Atlantic liner returns from abroad with distinguished passengers a score of news photographers scamper up the side; or, when at a race track a spill comes in the home stretch chute camera men scurry to snap the melee of jockeys and horses; or, again when fire rages the pictorial pack hies to the flames—wherever news breaks in any part of the world, there you will find the Graflex supreme. In the Arctic with explorers and in Africa with big game hunters the Graflex is the universal and favorite hand camera.

Proper focus, pleasing composition and ample exposure—essentials of a good negative—are facilitated by the reflecting mirror, focal plane shutter and fast lens of any Graflex. Such insurance safeguards are required in the making of news illustrations and are to be appreciated still more by the amateur. These features are as valuable at 1/10 as at 1/1000; as valuable for quiet portrait studies as for exciting and dramatic action scenes.

The new Graflex line of cameras is now made in numbers to meet an ever increasing demand. Since its many and distinguished advantages have been proved in its complete acceptance and general adoption by the photographic profession as to be standard practice in the art, it has attracted favor from the laity inspired with desire to make *better pictures*.

You too, can make better pictures with the new universal Graflex.

If your own photography has been a magnificent disappointment; if the memory of a happy experience is only faintly suggested in the pictures you took; if you find faults instead of pleasure and inspiration in the relics of grand experiences you had hoped to record gloriously in a picture—in a word if you have failed in realizing your camera dreams, investigate the Graflex.

Do not be deterred by the fact that the Graflex is the camera of the professional. Do not be fearful of its range of speed, or that you cannot easily master it, for it is simplicity itself. Rather aspire to own and operate a Graflex yourself, for the new Graflex is the universal camera—it makes *better pictures*.



## Easy Control of Composition

**I**N the usual camera the image or scene is noted in the ground glass up-side down, and attempt is made to compose a picture and to locate the range within the area of a thumb-nail finder.

The reflecting mirror of the Graflex takes the guesswork out of composition and focusing by showing on the ground glass *right side up*, picture-size image of the subject visible until the instant of exposure.

Arrangement, lighting and spacing are all seen in advance; action is faithfully followed. Composition is easily controlled.

*Better pictures* are realized when the operator sees in the glass, naturally, and in the full size of the picture itself what is about to be taken, and so concerns himself with arrangement and posing of subjects and with lighting while the camera, ever ready, waits upon the moment of release.

The artist with a Graflex may catch the fleeting poetry of a picture, lost with another instrument; capture a will-o-the-wisp; arrest a vanishing smile and preserve forever a dramatic and epochal event of history in the making.



Catching the Mood of Childhood!





Interesting Side Canals of Venice

## Certainty of Focus

WITH the Graflex precise focus is certain.

As the lens is racked back and forth the image reflected on the ground glass tells when the focus is right.

The reflecting mirror of the Graflex—the distinctive feature which marks it distinguished—saves the amateur from two common faults.

Looking down the shaded hood into the mirrored reflection of the ground glass he *knows* when the focus is sharp and clear and he *sees* what the view includes.

This is the natural way of looking at a picture. It requires no optical gymnastics to reconcile what is, with what seems to be; no contortions of the body are necessary to reconcile the distortions of persons and things seen up-side down. The Graflex way is the natural way.





Photography is the Charm of Travel

## Seeing What The View Includes

**T**HE great outstanding advantage of The Graflex is its dependability to do the expected. The operator is not greatly concerned with the behavior of his camera for many experiences teach that it may be relied upon to do its full share in the making of *better pictures*.

Thus first attention can be given to the posing of elements and to the arrangement of composition, which contribute most perhaps, in securing striking pictures. Were the operator anxious for the performance of the camera, following the focusing and opening of its shutter, the pictures could not have the same fresh, spontaneous and free character which makes them interesting pages from life itself and the captured record of a mood.

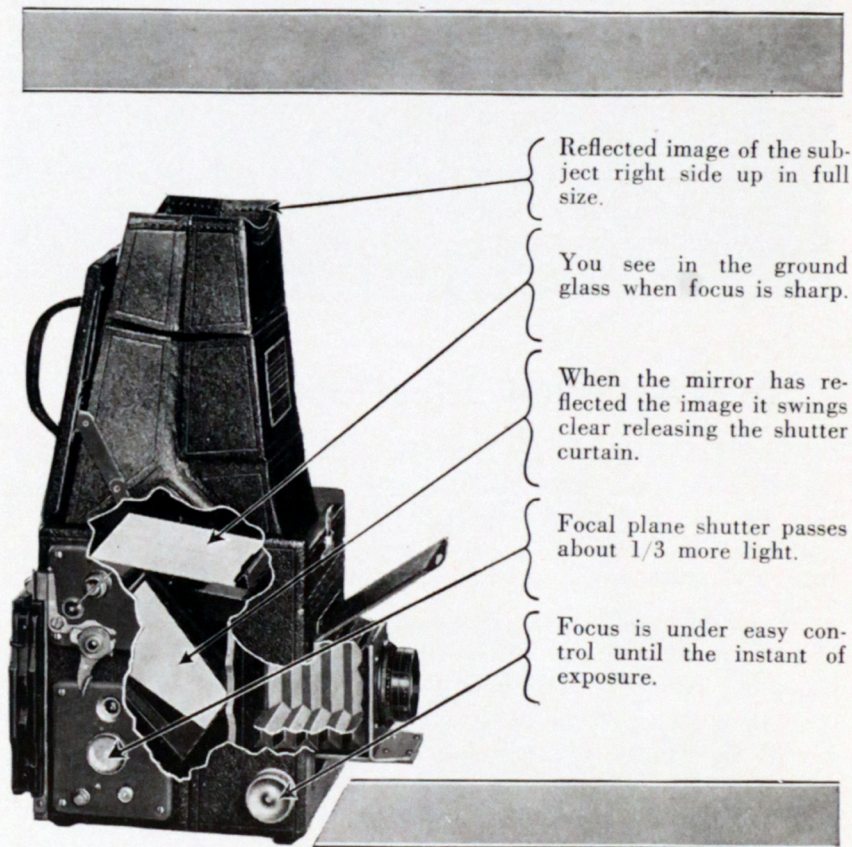
The artist, in a glance, sees in the ground glass the picture he is about to take, in full picture width and right side up, as is natural.



## Focal Plane Shutter

THE Graflex Focal plane shutter is a long curtain with several reinforced rectangular openings of different sizes. During exposures one of these openings passes close across the film or plate giving uniform illumination. A metal tablet attached to the camera gives exposures obtained by each of the several curtain openings, when combined with each curtain tension. It is a simple and positive shutter giving every speed required in 24 instantaneous speeds  $1/10$  to  $1/1000$  of a second and a slow snapshot of about  $1/5$  of a second, and *time* exposures.

At  $1/350$  or  $1/295$  of a second Graflex pictures of lively youngsters, athletics, active animals have an air of animation possible only at high speed and with shutter set at  $1/5$  or  $1/10$  snapshots can be made indoors under good light.



The New Universal GRAFLEX makes *better pictures*



# Why Temporize?

*You can make better pictures with the*  
**Universal Graflex**

THE GRAFLEX can be operated at greater shutter speed without danger of under exposure and using *Super Speed Cut Film* a slow snapshot will often serve where another camera would require time.

The big, fast anastigmat lens f 4.5 or f 2.5 permits the focal plane shutter efficiency to be fully realized. For sharp definition, over all the surface of the negative, the anastigmat holds first place in the optical world.

Laboratory photographs prove that the Graflex focal plane shutter works at full efficiency throughout the exposure and passes about one-third more light than does one of the "between-lens" type.

## *Sure You Can*

The Graflex is easy to understand—easy to operate. Its control is through natural movements, and Graflex advantages are quickly appreciated when one gets a Graflex in his hands, and sees in the hood a big, right-side-up image of the subject to be taken.

There is a feeling of confidence in results to be realized, for the Graflex is an efficient camera, stripped of complications and made simple, with positive action and reaction. It is the camera for making *better pictures*.

The professional world of photography has long appreciated the Graflex as the greatest of hand cameras and its use is constantly widening amongst amateur picture makers.

There is a thrill in Graflex photography that no other type of camera can offer.



Responding to the Starter's "Go!"





Graflex Catches The Spirit of Contest



Clearing the Bar





Beauty of Movement in the Dive



Graflex for Shooting Game





## *The* JOY of PICTURIZING WITH A GRAFLEX

**T**HE Revolving Back feature of the R. B. Series B Graflex cameras reverses the long dimension and makes it possible to avail of greater height for photographing tall objects.

Professionals and amateurs are enthusiastic in their praises of the Graflex. Revolving Back is supplied in  $2\frac{1}{4} \times 3\frac{1}{4}$ ,  $3\frac{1}{4} \times 4\frac{1}{4}$  and  $4 \times 5$  sizes.

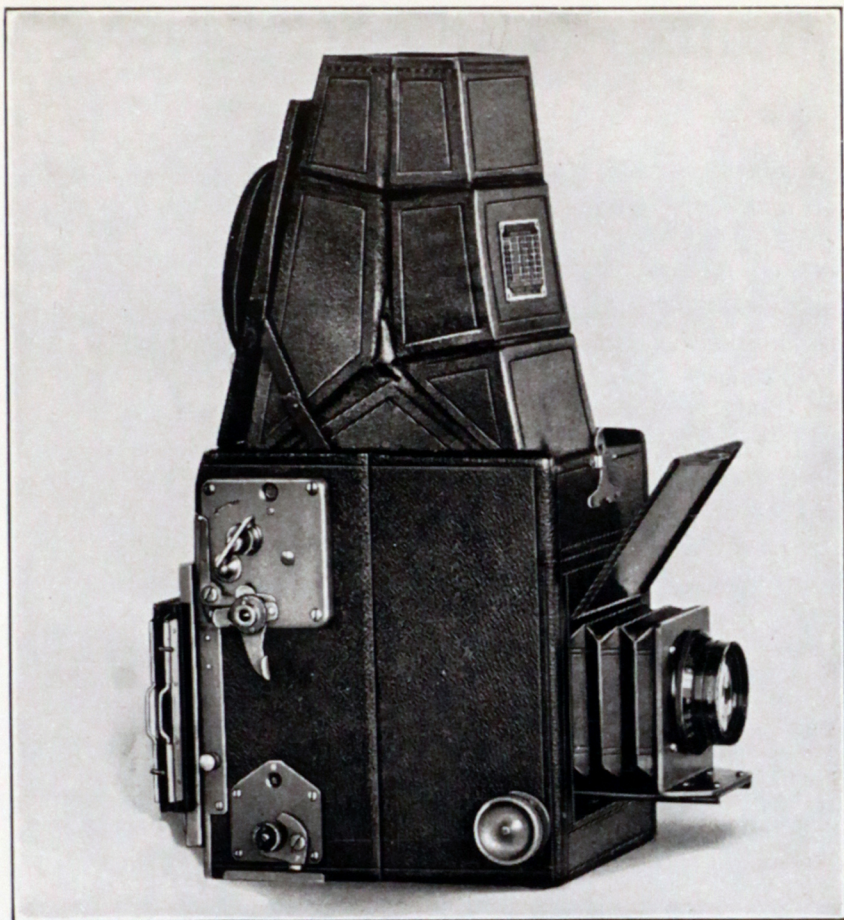
A quarter turn of the back brings the large dimension into vertical. The back is light-tight in any position and the holder can stay in place during the turn.

Indoors or in shade the slow exposure of  $1/5$  with lens at  $f\ 4.5$  can often be substituted for *time*, which is an important advantage in photographing children, pets and other objects which cannot stand still for long.

It is a joy to take Graflex pictures for this camera can be relied upon to do its full share, and to do it so easily as not to intrude upon the picture maker's attention to, and interest in the composition of the picture itself.

Better pictures are made with a Graflex. A look down into the hood shows exactly what the lens is seeing. If the image is sharp and clear; if the composition is pleasing in the view down the hood it will be pleasing and sharp in the picture.





Makes pictures  $2\frac{1}{4} \times 3\frac{1}{4}$  inches

## GRAFLEX

### Revolving Back

#### *Series B*

Horizontal position is easy with any Graflex: vertical pictures may be made with the same facility with revolving back models.

Dimensions of  $2\frac{1}{4} \times 3\frac{1}{4}$  R. B.

Size  $6 \times 4\frac{1}{2} \times 6\frac{1}{4}$ .

Weight 4 lbs.

Focal length of Lens  $5\frac{1}{2}$  inches.

Closest working distance  $22\frac{1}{2}$  inches.

Case: Solidly joined mahogany morocco leather covered.



# Hunting With a GRAFLEX Is Rare Sport

THE rarest sport is hunting with a Graflex. Modern nimrods shoot with a Graflex but not to kill. Wild animal life of the jungles, birds in the forests may be shot with a camera in all seasons without damage to the species.

The Graflex is the nature lover's prize possession. It is the ready and responsive camera in that instant when slower picture taking would lose a prize.

For taking vertical pictures of a glen through masking hills; for photographing white birches against Nature's Shadow Pattern the revolving back brings the long dimension into immediate use.

The excitement of a yacht race, with standing rigging strained and sheets taut in a whole sail breeze is best enjoyed in retrospection; when the reliable Graflex is lifted out of the cockpit to make a photographic record of the big incident in a rare day of sport. An enthusiastic devotee has said "The Graflex is an ever-ready camera".



A Record of Sport



# Revolving Back GRAFLEX

## Series B

SERIES B Graflexes in  $2\frac{1}{4} \times 3\frac{1}{4}$ ,  $3\frac{1}{4} \times 4\frac{1}{4}$  and  $4 \times 5$  sizes, with Revolving Backs, are popular cameras for they make better pictures. They do because the mechanics of photography are subordinated. The operator's movements are almost involuntary and so his serious thought is given, as it should be, to consideration of the picture to be taken.

### *With Every Graflex Feature*

Graflex is the trade name of a special and distinctive camera, made by the Folmer Graflex Corporation of Rochester, N. Y., its inventors and makers. Its distinguishing feature is the top sight hood and reflecting mirror, showing the image or scene right-side-up.

Every Graflex camera has the precise easy focusing feature, which is the backbone of good photography. Every Graflex has the mirror reflector which shows the image or scene in the natural form of the picture to be made.

These are exclusive features which mark the Graflex distinguished, in-built elements which contribute so markedly to the making of better pictures.

These are features appreciated by the professional who must have confidence in his camera. They are features likewise appreciated by the amateurs who are protected from two common errors of picture making. With the Graflex one can *know* when the focus is sharp, and can *see* what the view includes.

The Graflex is universally used by those whose loss of a snap might be irreparable, the news photographers, the pictorialists and the hunters who shoot with a camera.



Snow Pictures are Colorful



## The Revolving Back Works Smoothly

THE CONCEPTION of the inventors of the Graflex was the creation of a camera which would simplify picture making. Like all really successful devices of great ingenuity the Graflex camera is simple.



The Revolving Back works smoothly  
and is light-tight in any position.

### *Light-Tight in Any Position*

The Revolving Back which brings the long dimension into vertical position for all pictures, is light-tight in any position. It, too, has an ingenious and simple operation.

Removing complication, avoiding hazards of guesswork and providing safeguards against the chances of error—the major accomplishments of the Graflex have brought wide public acceptance of this camera.

Its distinctive form, and the large number in successful use have made it recognized throughout the world as the camera most to be relied upon for the making of *better pictures* under varying conditions of good and bad weather.

The Graflex is certain in its operation and certain to make *better pictures*.



## A Graflex Device for Making Tall Pictures

THE Revolving Back is a simple easily worked means of changing the picture area from greatest width and least height to greatest height and less width. For tall objects the "golden area" or upright space is best adapted, and the Graflex is a universal camera, encompassing all needs.



Tall Trees of Great Forests Require Revolving Back Feature



# MAKING ATTRACTIVE PICTURES WITH A GRAFLEX

## $3\frac{1}{4} \times 4\frac{1}{4}$ ; $4 \times 5$ and $5 \times 7$ Popular Sizes

### Series B

NEWCOMERS in the photographic art welcome the Graflex Series B in its three popular sizes,  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $4 \times 5$  and  $5 \times 7$ . Better pictures are made from the beginning and heartaches and disappointments, common experiences of the beginner with usual cameras, are avoided.

The Graflex is the favorite hand camera of the professional. The experience of experts may be accepted and the making of poor pictures be avoided.

The Graflex is held naturally in the hands. Its design facilitates its easy and proper handling. The operator looks into the opening of the telescoping hood and sees at once what the camera sees. The lens looks upon the image and reflects it in the mirror. The operator sees all in the mirror.

### Image Is Sharp

The image is shown either sharply or faintly upon the glass and if the latter the operator corrects the focus to make it sharp by turning a conveniently placed knob which extends or withdraws the lens to accomplish proper focus. There is no doubt of proper focus in the operator's mind, no matter how unskilled, for either the image is sharply defined or it is blurred, and a simple turning of the pinion on the rack brings the focus easily to sharp definition. Nothing could be more simple.

There is no element of guess-work, no exercise of doubtful judgment. Focusing the reliable Graflex is easy of accomplishment. In fact one of the commonest errors of beginner's photography is avoided before it is met.

A single experience in picture making tells the amateur the secret of focus. Thereafter proper focus is never a problem to limit the success of making fine photographs.

The Graflex operator acquires no bad focusing habits. He starts right and continues to focus

subjects clearly. He makes *better pictures*.

### Twenty-four Speeds

From slow to highest speeds the shutter of the universal Graflex may be set for lightning like exposure,  $1/1000$  of a second through 24 successive steps down to  $1/5$  second exposure and it may be set, too, for *time* exposures.

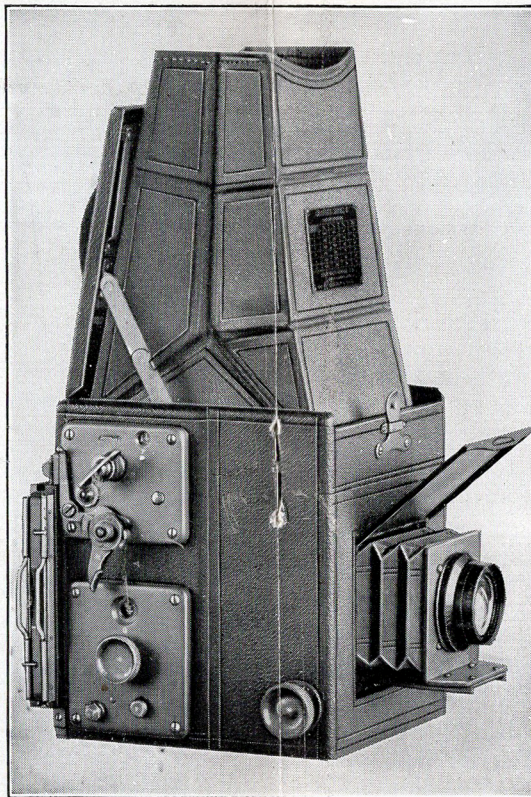
This great range permits of wide selection in measuring the amount of light needed to obtain a fine negative. Familiarity with the Graflex soon teaches the best practice to be followed in bright sun and lowry days, in fine weather and rain, in and out of doors.

Composition of subjects to obtain artistic balance comes with experience and the amateur Graflex operator, relieved of the problems of focusing and timing, may devote himself to balance in arrangement and harmony of black and white and gray color contrasts.

Pictures which seem to be alive with action and to possess the sensation of speed are Graflex subjects, for the Graflex is designed to arrest movement for the infinitesimal fraction of a second necessary to record it.

### A Popular Priced Graflex Series B

This is the popular priced Graflex, selling in largest numbers which alone makes its low price possible. It is the one camera for handy knockabout universal use, easy to carry, and certain to produce *better pictures*.



A Graflex which is favorite with professional and amateurs alike



# A HIGH SPEED CAMERA

*For newspapermen, pictorialists  
and advanced amateurs*

## REVOLVING BACK *Series C GRAFLEX*

TO MEET the greatest demands of professional picture makers, the news photographers, pictorialists and advanced amateurs the new  $3\frac{1}{4} \times 4\frac{1}{4}$  Graflex, Series C, with Revolving Back possesses extreme optical speed —f 2.5. The lens is a  $6\frac{1}{2}$  inch Cooke Anastigmat, f 2.5, the fastest ever offered in a Graflex. It is fast for instantaneous exposures, in any weather, outdoors, and indoors, under good light.

So fast a lens as the f 2.5 anastigmat requires rigid accurate mounting and for this camera the lens is built into a substantial front. The hinged cover serves, when open, as a shield for the sides and top.

The R. B. Graflex, Series C, has every favorite Graflex feature. The reflecting mirror shows when the image is sharp; shows what the view includes and shows it naturally, right side up.

Focusing and spacing are free from guessing, and the Revolving Back permits pictures to be taken as wide panels or upright areas.

Shutter speeds are  $1/10$  to  $1/1000$ , with a slow of about  $1/5$  and time. Interchangeable attachments permit the use of cut film, plates, film packs and roll film.

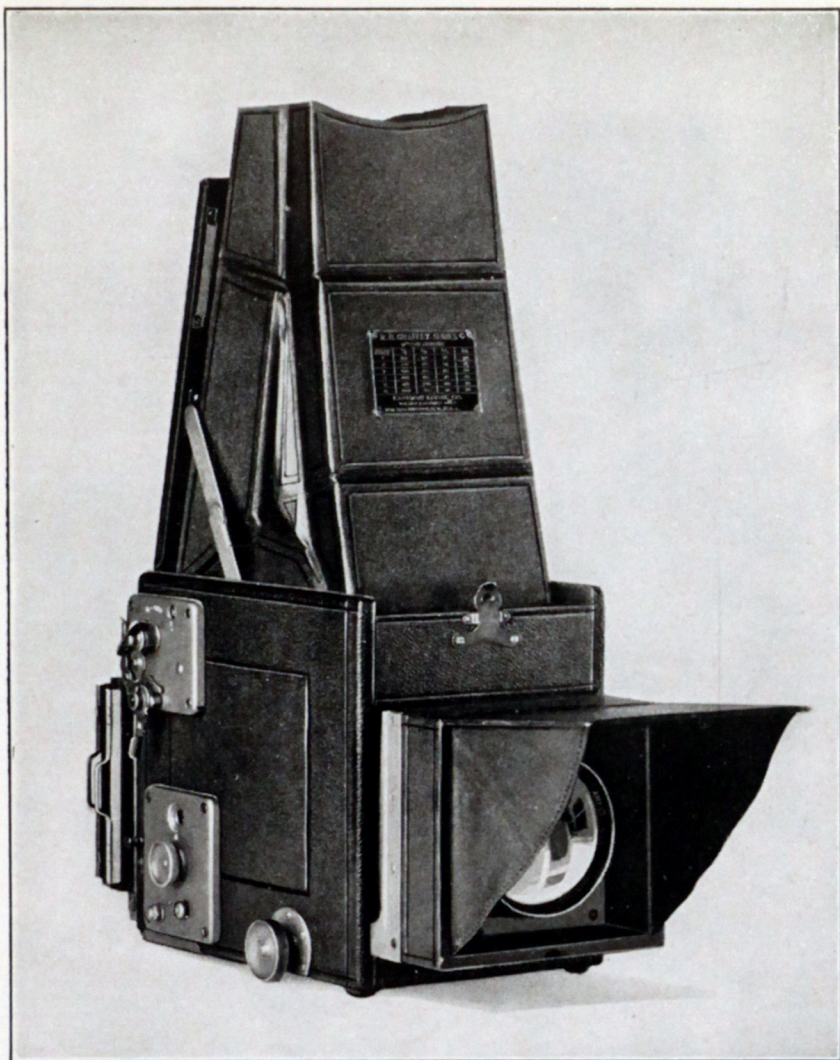
With Cut Film *Super Speed* behind the f 2.5 lens, successful short exposures can be made of heretofore difficult subjects.

Throughout the world  $3\frac{1}{4} \times 4\frac{1}{4}$  is a popular size. Bigger prints are easily obtainable from enlarging.

Graflex Series C, with Revolving Back is  $8\frac{1}{2} \times 5\frac{1}{2} \times 7\frac{1}{4}$  inches in size, has  $6\frac{1}{2}$  inches focal length of lens, and its closest working distance is 23 inches.

News photographers sent out to bring back pictures have full confidence in their Graflex. When the picture need must be supplied, despite weather and light conditions, Graflex is the first choice throughout the world.





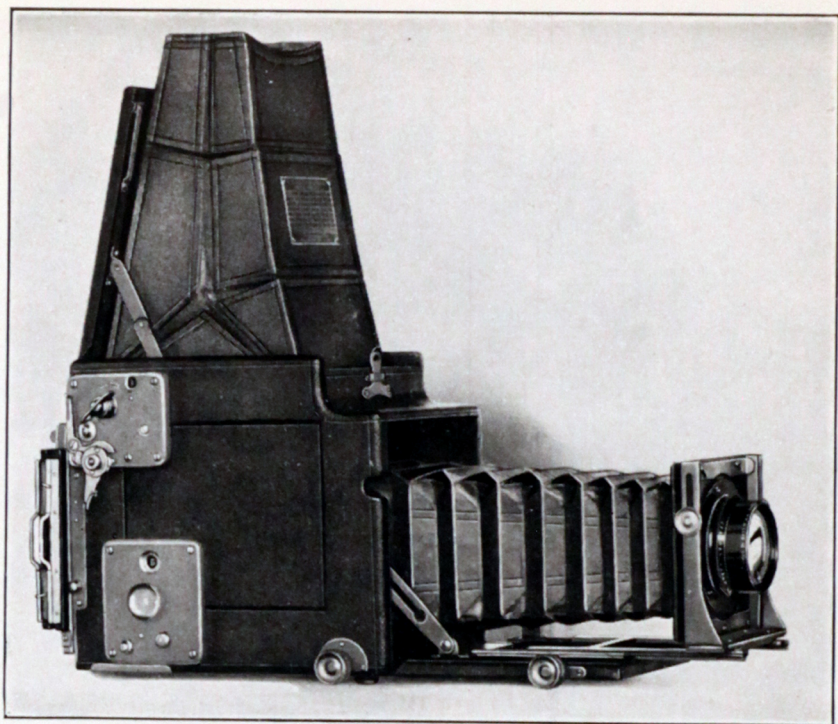
Graflex with extreme optical speed and built in lens mounting

## The Graflex is Everywhere

**T**HE FORM of the Graflex is distinctive and is easily recognized. Whenever a band of photographers gathers to make pictures of the same subject the Graflex outnumbers all other cameras.

Count the Graflexes you see in the hands of eager picture makers. Note the confidence of Graflex operators. They know its in-built reliability, its simple operation, and its certainty to do its full part in catching the spirit of the picture—the high point and the dramatic elements which raise photography to high places in art.





## REVOLVING BACK AUTO GRAFLEX

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

4 x 5

$3\frac{1}{4} \times 4\frac{1}{4}$ —Dimensions,  $8\frac{1}{2} \times 5\frac{1}{2} \times 7$ . Bellows capacity,  $15\frac{1}{2}$  in. Weight,  $5\frac{3}{4}$  lbs. Size of lens board,  $3\frac{1}{4} \times 3\frac{1}{4}$  in. Minimum focus of lenses accommodated,  $7\frac{1}{2}$  in. Focal length of lenses listed: Kodak Anastigmat  $f$  4.5,  $7\frac{1}{2}$  in.; B. & L. Protar, Series VIIa,  $f$  6.3, complete,  $7\frac{7}{8}$  in.; either element singly,  $13\frac{3}{4}$  in.

4 x 5—Dimensions,  $10 \times 6\frac{1}{4} \times 8$ . Bellows capacity,  $18\frac{1}{2}$  in. Weight, 7 lbs. Size of lens board,  $3\frac{3}{4} \times 3\frac{3}{4}$  in. Minimum focus of lenses accommodated, 9 in. Focal length of lenses listed: Kodak Anastigmat  $f$  4.5, 10 in.; B. & L. Protar Series VIIa,  $f$  6.3 complete,  $9\frac{1}{4}$  in.; either element singly, 16-3/16 in.



## Revolving Back Auto GRAFLEX

TRUE-SIZED close-ups are often essential: notebook data are minimized when the negative represents the blossom, jewel, specimen or design in actual dimension. Big images of distant objects are desirable: wild life and sports events must usually be viewed from afar. Both extremes lie within the province of this Graflex because generous bellows draw permits (1) work at short range and (2) the use of a long-focus lens such as the single element of a convertible anastigmat.

As aids to proper composition, a revolving back facilitates vertical pictures of tall subjects and a rising front controls foregrounds. A focusing panel is provided for the rear so that the image can be measured or examined under a magnifier.

Such conveniences combined with the reflecting mirror, focal plane shutter and fast lens endear this camera to nature lovers, scientists and other exacting photographers.

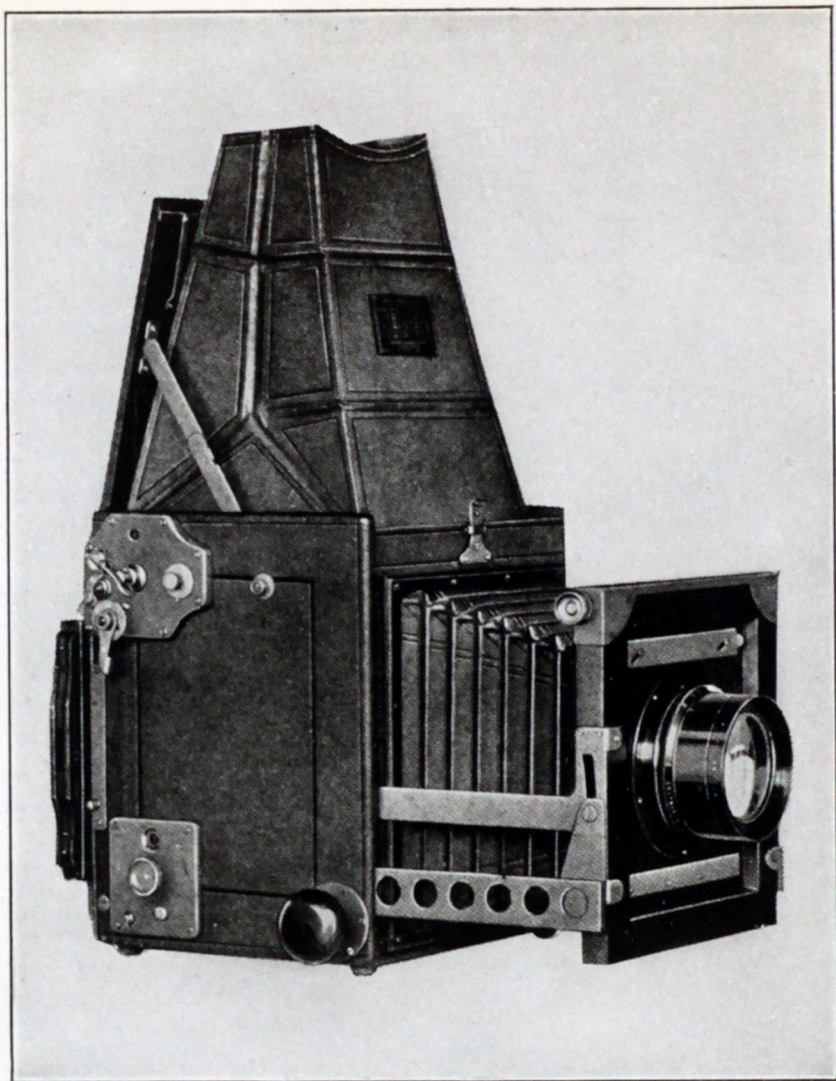
Amateurs and professionals alike respect the Auto Graflex and admire its versatility.

*Focal plane shutter gives twenty-four speeds from 1/10 to 1/1000, also a slow exposure of about 1/5 and any time desired. Cut film, roll film, plates and film packs can be used.*



The Rail Sitters





Easily portable Home Portrait camera for making natural pictures

## Home Portrait Graflex

Better portraits are made with the Home Portrait Graflex.

A quickly responsive hand held camera permits the photographer to move about a room, seeking the best position, a picture in which the furnishing and architectural elements are best composed with the portrait subjects for naturalness and charm. The Home Portrait Graflex meets the requirements of the moment.



# Home Portrait Graflex

*Catches the mood of the  
instant and accomplishes*

## Successful Likenesses

THE photographer with a Home Portrait Graflex raises, lowers or swings the front, keeping the focus under fingertip control, and is always ready for the surprise instant—the dramatic moment, which if not immediately availed is lost, while he watches the composition in the hood.

As the photographer changes focus and raises, lowers or tilts the lens, he studies the 5 x 7 image in the hood and he trips the shutter at the very instant when the reflected image shows that lighting, composition and expression are right. The Home Portrait Graflex is simple in operation and its certainty is of highest value when working with children.

Only a hand camera is quick to respond in countless opportunities for making home portraits and story telling pictures made indoors. Without shifting furniture for tripod space the operator moves from one vantage point to another, always ready for the instant at which he sees in the hood the effect he seeks.

When the camera must be set on a high tripod, the ground glass panel is quickly attached to the revolving back, for focusing from the rear.

While the chief purpose of the Home Portrait Graflex is to make striking portraits, its wide range of speed and splendid lens and revolving back permit it to be universally used for all forms of photography.

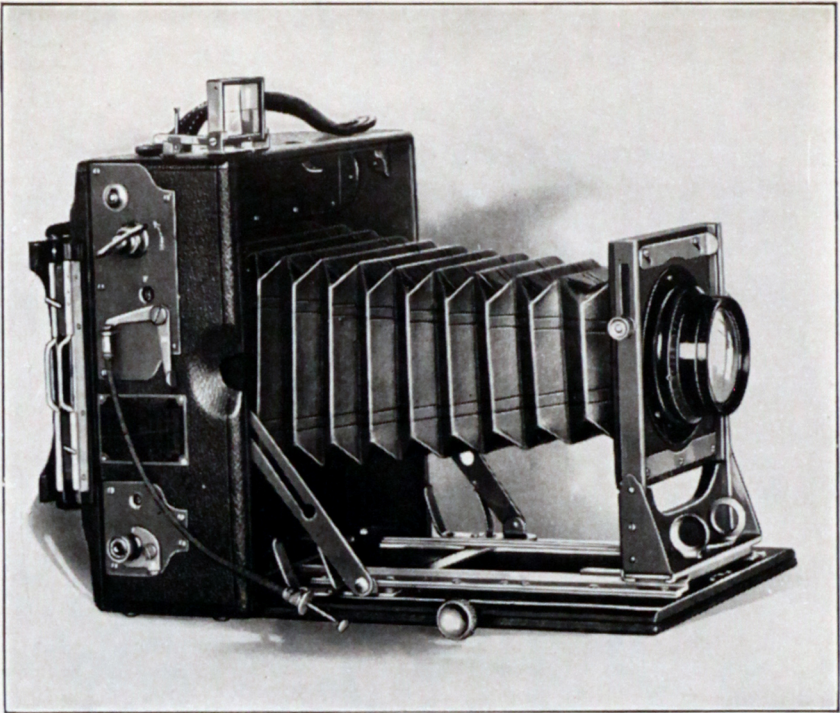
Automatic shutter speeds are provided from 1/500 down to one second; the last, with *Super Speed* film is a frequent substitute for time.

Fine perspective is promoted by using Kodak Anastigmat lens, f 4.5 of 12 inch focal length. It makes big images at good distance. Bellows capacity is 15 inches.

Cut film, regular or *Super Speed* is first choice. One cut film holder (or one plate holder) is included. Film pack adapter, plate magazine, roll holder or cut film magazine can be attached.

*Dimensions:* 9¾ x 9 x 10½ inches; focal capacity 15 inches; weight with lens, 16¾ lbs.; size of lens board, 5 x 5 inches; minimum focus of lenses accommodated, 10 inches.





A fast Camera for Difficult Subjects

## Speed Graphic 4 x 5

**T**HIS camera with direct finder, focal plane shutter and fast lens has a long list of partisans. In appearance and in ability, it is perhaps the finest of folding cameras.

Focus is controlled by a distance scale or by studying the image on the ground glass. The direct type of finder is, with many camerists, the preferred method of sighting the subject.

Although this instrument is sold without lens, the Kodak Anastigmat f 4.5 is recommended because of the sparkling definition that it puts into the negative.

Notice below that the Speed Graphic is obtainable with the Graflex style of back, which accommodates interchangeable holders, adapters and magazines.

Press photographers praise the Speed Graphic—proof enough that it is a *capable camera*, equal to a vast variety of difficult jobs.

*Focal plane shutter gives twenty-four speeds from 1/10 to 1/1000 and any time desired. A cut film holder, a film pack adapter or a plate holder can be used on the regular Graphic back. When fitted with the Graflex back, however, this camera accommodates cut film, roll film, film packs and plates.*





Action Picture of Rider and Horse

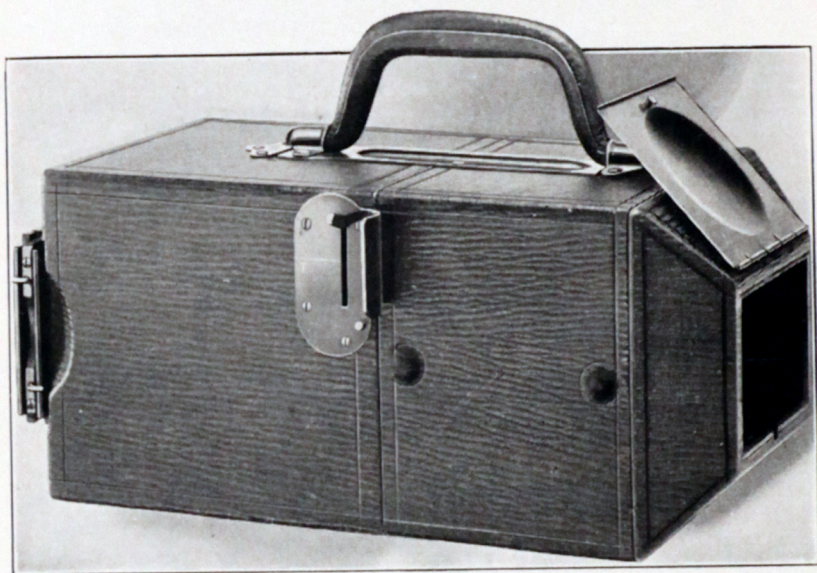


Driving Out of Trap



# A CAMERA DESIGNED for RECORDING and for identification of FINGER PRINTS

THE Folmer Finger Print Camera was created to meet the purposes of crime detection. Its field has widened very greatly, however, until it has come to be generally used for photographing patterns, labels, signatures, printed bits and a variety of work needed to be photographed in exact size.



A camera which contains its own Lighting System

This remarkable camera furnishes its own light.

Four bulbs in the front are supplied with current by batteries self contained within the instrument. During the exposure the opening is held against the surface to be photographed and the lamps illuminate it brightly.

Finger prints of yeggs upon a "cracked" vault or safe, or those planted in the dust of window sashes by loft gangs and second story workers are easily photographed at any time, day or night, for hurried comparison with Bertillon records. By its use many



# Photographing Small Pattern Designs

## Textiles, Laces, etc.

wanted men have been quickly identified and their capture speedily accomplished.

Like many another ingenious device planned for a specific purpose the Folmer Finger Print Camera was quickly found to meet other needs equally successfully and its commercial use today is far greater than its employment by detective bureaus of police departments.

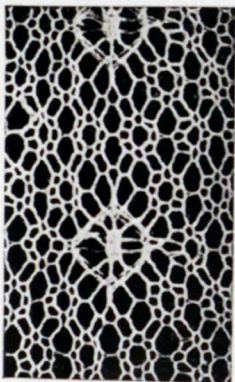
### *Many Commercial Uses*

Likewise it is a handy camera for reproduction of personal signatures, parts of manuscripts, etc. Many owners have discovered new uses for this camera which its makers could not have anticipated when it was designed.

It produces exact size copies of bits of lace, scraps of detailed design and architecture, labels, tags, etc. Manufacturers of textiles, ceramics and designers whose works deal largely with small patterns find this camera of the greatest service in recording treasured bits of fragment patterns, for record, and for elaboration in new arrangements.

### *Specifications*

Negative size is  $2\frac{1}{4} \times 3\frac{1}{4}$  inches. One cut film holder or one plate holder is furnished. The back will take the  $2\frac{1}{4} \times 3\frac{1}{4}$  Graflex attachments, so that a roll of film, or film packs can be used.



An exact scale of a lacesample. Only one-third of the picture is shown here.



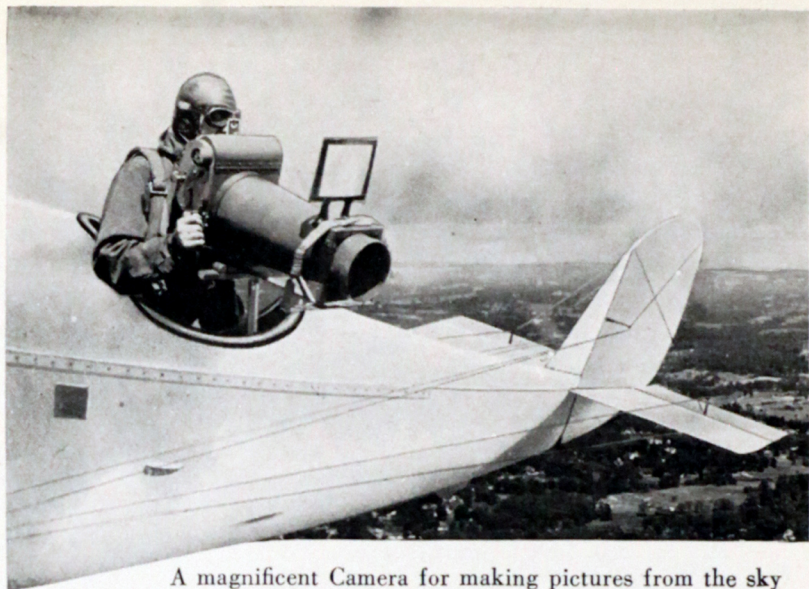
From a Finger Print Camera Negative.

The lens of a Kodak Anastigmat f 6.3 is sharp-cutting and fast. The shutter is automatic, dependable, easy to release.

*Dimensions:*  $11\frac{3}{4} \times 6 \times 6$  inches. Weight  $5\frac{1}{2}$  lbs.

Case, morocco leather, dull finish metal fittings.





A magnificent Camera for making pictures from the sky

# Folmer Aero Cameras

## *Army and Navy Types*

A NEW and wonderful opportunity is offered in aerial photography for commercial purposes. The art adds another and important branch of service for which there is a present need and an ever widening future. It is tomorrow's new field for the talents and genius of photographers in every locality.

Not only the news of the day needs to be photographed from on high, but the plans of industry are advanced through use of aerial pictures.

The large rewards are for enterprising pioneers. Never before has photography met a comparable new activity. Recognition, fame, financial reward all wait upon those who first enter this new branch of the camera art.

While the making of pictures from the air is undergoing refinements of practice, inspired by knowledge gained from wide use, the experimental phase of development has been passed and there need be no delay in entering this new picture making industry.

Folmer Aero Cameras date back to the beginning of photography from the ether, and have been developed in collaboration with the United States Government for the uses of the American Army and Navy.



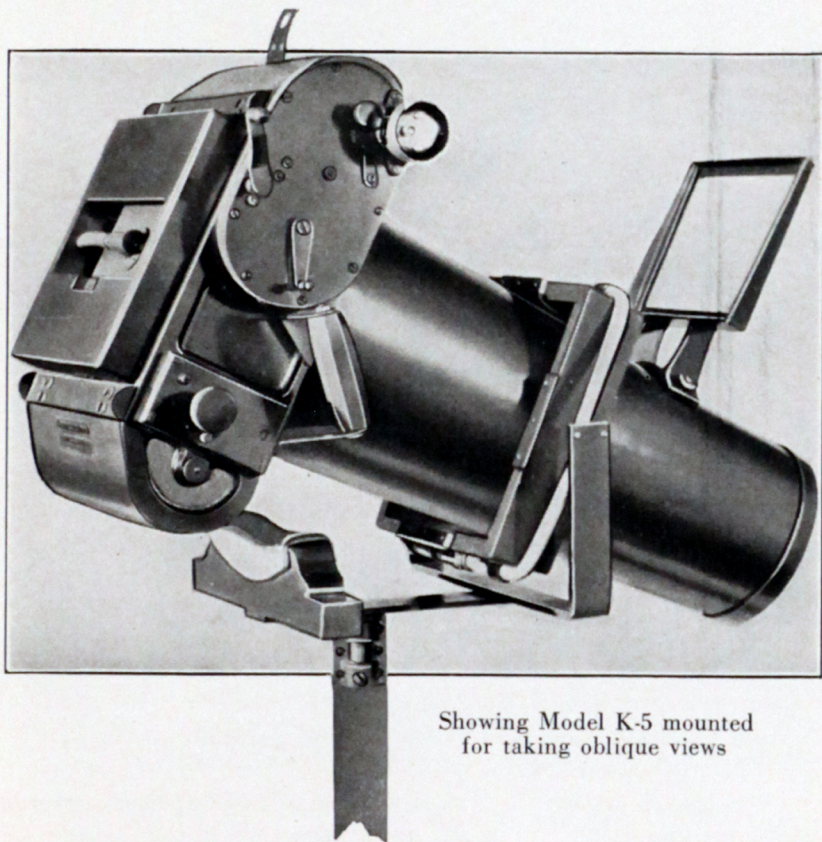
Air photographs are two distinct types, an *oblique* view which shows the subject in perspective, and *vertical* views taken directly above the subject.

Both types can be made to cover large areas, yet bringing out an amount of detail not to be realized from any other means. Aero photographs are truthful and lend verity as they inspire belief and confidence.

Mosaic pictures, obtained by assembling numbers of vertical views, make easily understandable aerial maps. Large areas are thus photographed for a wide variety of engineering surveying and for commercial needs.

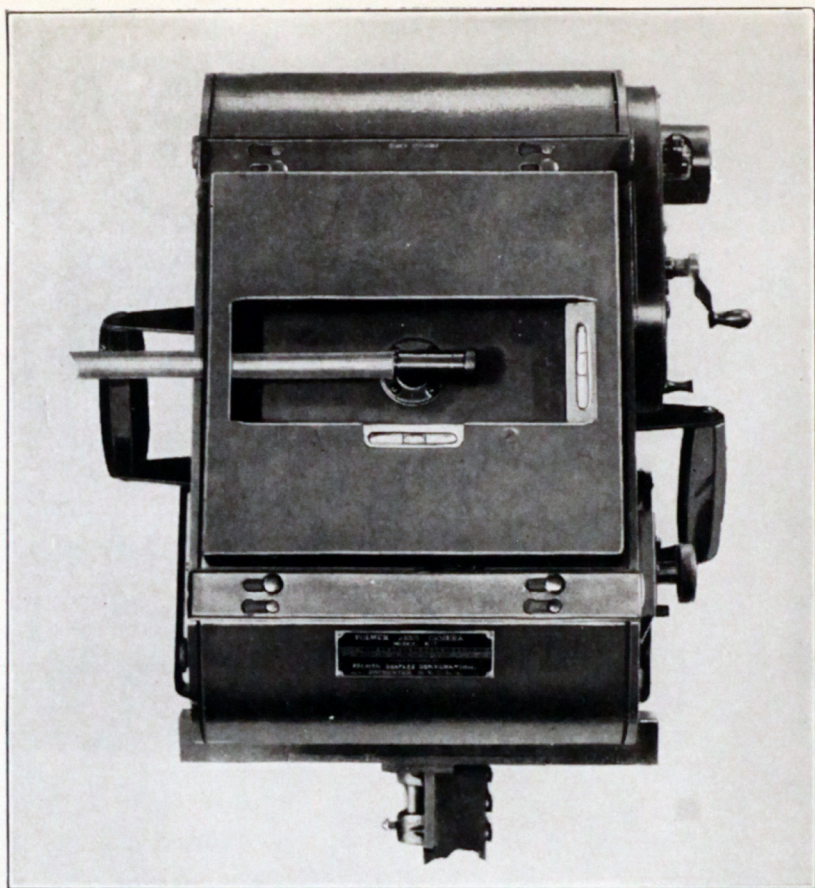
Pictures of great value in contemporary news, and as records for the future are eagerly sought. The value of aerial photography to the engineering profession is incalculable.

This is photography "on the grand," as the French say it, picture making that is worth while for any photographer for the new profits, leadership, publicity and prestige which it establishes.



Showing Model K-5 mounted  
for taking oblique views





Back of K-5 Camera, showing two spirit levels,  
and hose connecting with Venturi tube.

## Model K-5

Size of negatives  $7\frac{1}{16} \times 9\frac{1}{2}$  inches—(18 x 24 c. m.)

This large model has focal plane shutter with single aperture  $1\frac{3}{4}$  inches and its speed is adjustable from  $1/60$  to  $1/280$  of a second. Two cones, one with 12-inch and the other 20-inch Kodak Anastigmat f 4.5 lens are available. Both cones are advisable for the full range of work.

For vertical pictures model K-5 is set in a Suspension Mount, which fits either the 12" or 20" lens cone.



## *Model A-1*

*Size of Negatives 4 x 5 inches — (10 x 12.5 c. m.)*

THE Folmer Aero Camera is designed for making good aerial snapshots in the easiest way. The camera is held in the hands by two side grips, and for convenience a shoulder strap attaches to side lugs. No change in grip is required for tripping the shutter release.

These four simple operations make the picture.

1. Set the shutter.
2. Point the camera.
3. Trip the shutter.
4. Shift the plate or film.

The shutter is of the focal plane curtain type of the well appreciated Graflexes, insuring exactly uniform aperture which permits the lens to work at its full efficiency during the entire period of exposure, and there is no decrease in light volume due to opening and closing of the shutter.

The 10" Kodak Anastigmat lens has fixed aperture of  $f\ 4.5$  accurately set at focus by the makers.

The body of Model A-1 is made of cast aluminum and the cone of sheet aluminum. It is a light weight, compact camera of moderate price, designed for oblique aerial work.



NOTE: We are pleased to send on request copy of "Photography from the Air," giving more extended description and full specifications of Folmer Aero Cameras.



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*but*

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**N**OT every dealer in cameras and photographic supplies can sell you a Graflex. There is, however, a reliable Graflex dealer serving most geographic centers of the world, equipped to give Graflex service.

We invite correspondence and will be pleased to facilitate the purchase of a Graflex.

### WARNING

No other camera is like the Graflex. It is original in its design, in its accomplishment, and alone in its convenience of operation.

Satisfy yourself that better pictures can be made with the Graflex. Do not be dissuaded from this logical choice. Decide on a Graflex today!

*Folmer Graflex Corporation*

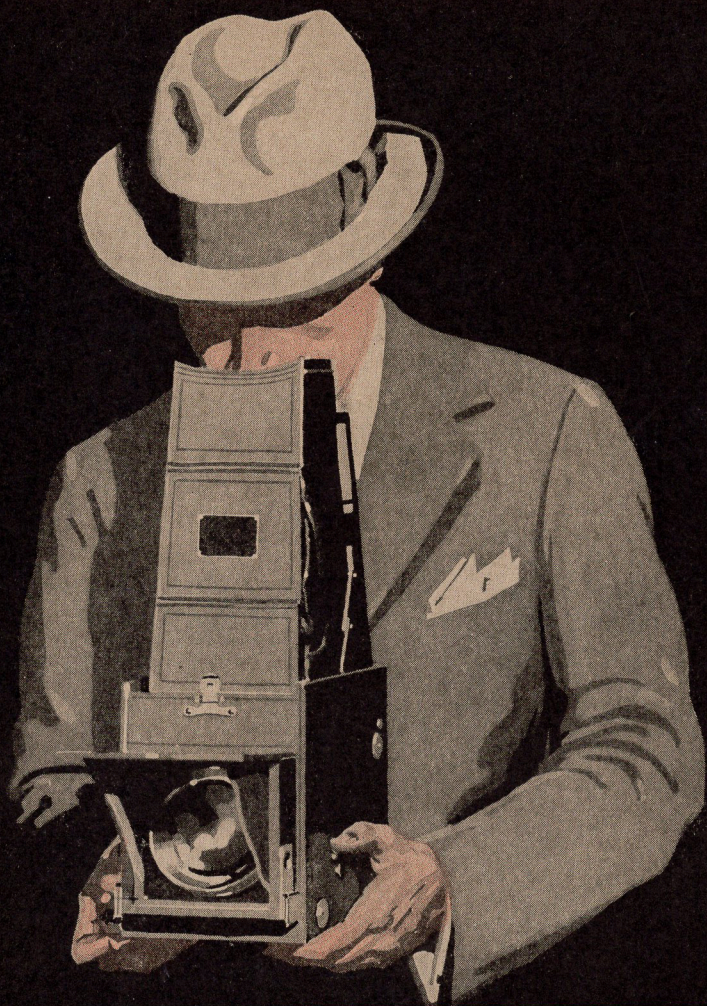
ROCHESTER, N. Y.





# GRAFLEX

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*The* UNIVERSAL CAMERA  
for making  
BETTER PICTURES