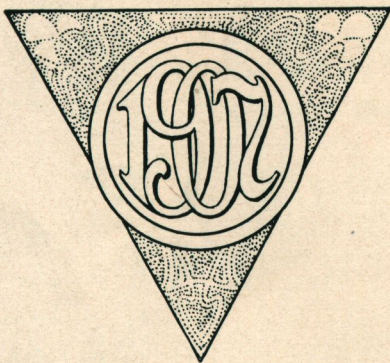




**GRAFLEX**



Graflex<sup>nd</sup> Graphic  
Cameras



Folmer & Schwing Co.  
Rochester, N.Y., U.S.A.





Graflex Negative

by Alfred Stieglitz



## Graflex Photography



CONCISELY described, the Graflex is the camera of unequalled effectiveness. Its effectiveness is evidenced in its adaptability for almost every purpose to which a hand camera may be applied. Its *unequalled* effectiveness lies in the fact that the Graflex will do all that any hand camera will do, and more. An entirely original type of construction with exclusive ideas, the Graflex possesses, not alone, most superior advantages for high-speed work, but employs these same features so as to make it an exceedingly convenient and an unusually available instrument for every day hand-camera work. It is in fact the universal camera. There is a sense of certainty with the Graflex that enhances greatly the pleasure of doing photographic work. The subject is carefully composed on the focusing screen, right-side up, and the picture is taken just as the operator wants it and just when he wants it.

The advantage of accurate focusing is so thoroughly appreciated by every photographic worker that a discussion of it is quite unnecessary, but the inverted image on the focusing screen with the bothersome focusing cloth, together with the time which is necessarily lost between the focusing of the camera and the making of the exposure, minimizes greatly the value of this feature. Anyone who has ever photographed will readily appreciate the value of a focusing screen on which the object may be seen full size of plate, right-side up, particularly when there are no loose parts or awkward operations required. Add to this the advantage of making the exposure at the very instant the object is seen on the screen, and that this exposure can be varied from the highest to the



Graflex

Ruffed Grouse





Graflex

A Fast Play

lowest speeds, and we have a feature indispensable for speed work, and obviously of great value for nearly all kinds of photography. It is this, together with its famed Focal Plane Shutter, which has made the Graflex, the camera admired by photographic enthusiasts everywhere—the universal camera for speed and for time work. It is indispensable for the one and invaluable for the other.

It is to photography that we look more and more as a means of perpetuating pictorially everything about us—animate and inanimate. The photographic impossibilities of yesterday are the photographic accomplishments of to-day, and the Graflex Camera has



Graflex

A Busy Day on the Curb

probably eliminated in its time, more photographic impossibilities than any other apparatus. The wonderful interest which attaches to the Graflex is undoubtedly due to its ability to secure for us the common every-day happenings—the events, little and big which are peculiarly of human interest.

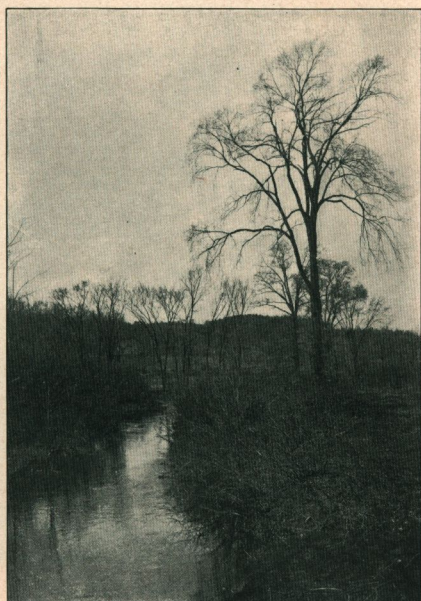
The limit of activity





of the Graflex lies between the picturing of the automobile speeding like an express train and the life-like presentment of the group of motor tourists lunching under the shade of a roadside tree; between the 10-second sprinter and the gay color-bedecked "rooters" at the field games; between taking the foaming breakers rearing high against the ragged rocks and the placid and limpid brook flowing almost imperceptibly beneath the overhanging willows; between the catching of the two-minute pacer and the old, superannuated family horse grazing idly in the pasture; between the depicting of the hurdling Rough Riders and the battalion on dress parade.

The Graflex is just as effective for the naturalist who would photograph the wild flowers, as if he would take the fleet bird on the wing or the nimble-footed deer; for the press correspondent in illustrating landmarks, points of historical interest, as for street scenes, pictures of action or events of wide importance.





In the entire field of photography there is, however, probably nothing that is so engaging as the portrayal of childhood, and for this class of work the Graflex has already enlisted many enthusiasts. For child portraiture, indoors or outdoors, in sunshine or in shade, for this, the most interesting of all photographic pursuits, the Graflex is the camera of all others.

We were speaking of the photographic impossibilities of yesterday. The Graflex has made many of them the photographic possibilities of to-day.



Graflex Negative by

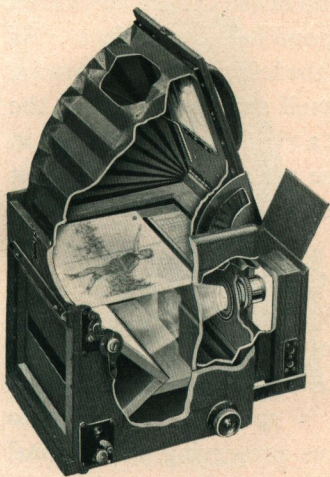
Alfred Stieglitz



## Graflex Construction

A few words about Graflex construction—a subject of importance to every camera user:

Great interest is attached to the Graflex Focal Plane Shutter, not alone by reason of its extreme simplicity and its durability, but also because of its completeness and the accuracy of its adjustments. The Graflex Shutter is one of the salient features of the Graflex Camera, one of the features which have given this camera its present recognized standing. The principle of the Focal Plane Shutter is so well known, and its superiority over the old type of shutter so firmly established that little need be said on this subject. More extended discussion, however, of the relative advantages of the Focal Plane Shutter will be found on page 29.



Sectional Illustration  
Showing Graflex Principle

The Graflex Shutter consists of a long curtain with apertures varying from full opening to an eighth of an inch and so constructed that the aperture retains during exposure an absolutely uniform, parallel and not a wedge-shaped opening.

All adjustments are easily and quickly made from the outside of the camera. The shutter is set by the turning of the winding key—the width of the aperture being indicated on an index dial near this key. All wearing parts are of case hardened steel. By setting a rotating disc, the shutter may be set for time or instantaneous, as may be desired. The shutter release is conveniently located on left side of camera, while a finger release is also provided, permitting time exposures of any duration.

The speed of the shutter may be increased or decreased by a tension button and six varying tensions are allowed with this



shutter. Any speed from time to  $\frac{1}{1000}$  of a second may be secured in the Auto Graflex, while in the Press Graflex a speed of  $\frac{1}{1500}$  of a second is attainable. The action is entirely without jar or vibration.

Decidedly the most unique adjustment ever adapted to a camera is the reflecting mirror which has added so much to the utility of the Graflex. This mirror is set at an angle which reflects the image from the lens on a ground-glass screen on top of the camera and shows the object to be photographed, right-side up and full size of plate. As the mirror is released by a push button on the left side of the camera, it releases the shutter just as the mirror itself swings up out of the cone of light. The mirror is mounted in a rigid frame and when in position for focusing, retains a perfect plane which insures coincident register of focus. It seats against an air cushion formed in the top of the camera, thus preventing vibration. There is a safety device provided which prevents the rewinding of the curtain while the mirror is up, only allowing the curtain to be rewound when the mirror is set, thus preventing fogging of plate or film when the dark slide is drawn. The reflector itself is made out of specially-ground optical plane glass carefully silvered and backed with a special preparation to prevent deterioration of the silver, and thus preserving the original brilliancy and efficiency of the mirror. It is even far superior to a silvered surface mirror.

The Graflex itself is made of mahogany, covered in fine Persian Morocco leather. All visible wood parts are given a fine ebonized finish. The metal work is oxydized—a beautiful gun metal effect being secured. The front runs out on two side arms, milled from heavy brass, running between metal guides, insuring absolute rigidity and no lost motion. When the front is extended the lens cover opens instantly and automatically. The front is secured by a piano hinge extending the full width of the camera. The front, when opened, allows the removal of the lens and lens board.

Focusing is done by turning a large milled head at the right side of the camera near the front. Tripod plates are provided.

The aim has been merely to touch upon the principle features in Graflex construction. The minor ones, however, have received just the same careful attention.

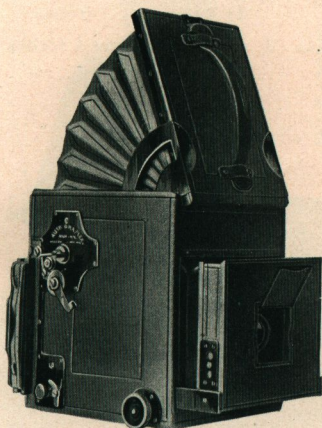


# The Auto Graflex

FOLMER'S PATENT, FEBRUARY 5, 1907.

The Auto Graflex in general construction conforms with the detail given on pages 7 and 8.

In addition to the reflecting mirror, a supplementary mirror is provided. This mirror is placed on top of the focusing hood, and with it the camera may be used when reversed. It also allows the operator to hold the camera on a level with the eyes, or at a lower elevation.



Auto Graflex Opened

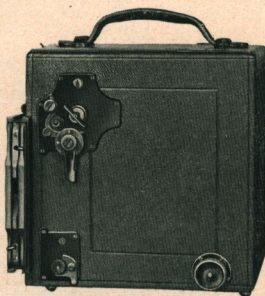
Two tripod sockets are supplied. The regular Auto Graflex Focal Plane Shutter with safety device is a part of this camera. This shutter may be set at any speed from time to  $\frac{1}{1000}$  of a second.

A very unique arrangement on the Auto Graflex is the retaining device for holding in position the plate holder, Cartridge Roll Holder, or Film Pack Adapter. It is a sliding lock which is simple, quick and reliable in its operation.

The Auto Graflex will take either the Graflex Magazine Plate Holder which may be loaded with twelve glass plates; the Cartridge Roll Holder which permits of the use of daylight loading roll film; or the Film Pack Adapter which takes the Film Pack.

To it may also be fitted any of the well-known Anastigmat Lenses. These will be found listed on the next page.

The Auto Graflex has surely established a new standard in camera construction. By the foremost photographers—professional and amateur, both—it is accorded a superior position owing to its availability—the ability to do with it, a range of work not possible with any other type of camera.



Auto Graflex Closed



The Auto Graflex is offered in three sizes,  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $4 \times 5$  and  $5 \times 7$ .

## Specifications

	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$	$5 \times 7$
Dimensions when closed	$6\frac{1}{4} \times 5\frac{3}{8} \times 6\frac{3}{8}$	$7\frac{1}{8} \times 6\frac{1}{8} \times 7\frac{3}{8}$	$9\frac{1}{4} \times 8\frac{1}{4} \times 9\frac{1}{2}$
Focal capacity	7 inches	$8\frac{1}{2}$ inches	12 inches
Weight	$3\frac{1}{2}$ lbs.	$4\frac{3}{4}$ lbs.	8 lbs.
Size of Lens board	$2\frac{3}{4} \times 2\frac{3}{4}$ inches	$3 \times 3$ inches	$4 \times 4$ inches
Minimum focus of lenses accommodated	$5\frac{1}{2}$ "	6 "	$7\frac{1}{4}$ "

## Prices

	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$	$5 \times 7$
Auto Graflex without Lens, including one Double Holder	\$ 70.00	\$ 85.00	\$100.00
With B. & L.-Zeiss Tessar Lens, Series II b, <i>f</i> -6.3 . . . . . No. 4	103.50	No. 5 125.00	No. 6 159.50
With B. & L.-Zeiss Tessar Lens, Series I c, <i>f</i> -4.5 . . . . . No. 15	117.00	No. 15a 142.60	No. 16 172.00
With B. & L.-Zeiss Protar Lens, Series VII a, <i>f</i> -6.3 . . . . . No. 4	128.00	No. 7 153.00	No. 10 182.00
With B. & L. Plastigmat Lens <i>f</i> -6.8 . . . . . No. 1	104.00	No. 2 125.00	No. 4 155.00
With Cooke Lens Series III <i>f</i> -6.5 . . . . . No. 4	109.50	No. 5 133.50	No. 6 153.00
Graflex Magazine Plate or Cut Film Holder, extra . . . . .	13.00	13.00	15.00
Film Pack Adapter, leather covered, extra . . . . .	4.50	5.00	7.50
Cartridge Roll Holder, leather covered, extra . . . . .	7.50	7.50	10.00
Leather Case for Camera and Film Pack Adapter with Lock and Key . . . . .	10.00	11.00	13.00
Leather Case, for six plate holders, with Lock and Key . . . . .	6.00	6.00	11.00
Leather Case for Camera and Magazine Plate Holder or Roll Holder . . . . .	11.50	12.50	15.00
Extra Graflex Plate Holders, each . . . . .	2.50	2.50	3.50
Extra Lens boards, each . . . . .	.50	.60	.70

To insure proper fitting we recommend that cameras be bought from us complete with lenses as listed. We will not hold ourselves responsible for results with any of our cameras when lenses are not fitted by us.

When customers already own Anastigmat Lenses and send them to us for fitting a nominal charge will be made for the work.



## The Revolving Back Auto Graflex

FOLMER'S PATENT, FEBRUARY 5, 1907.

The Revolving Back Auto Graflex is fitted with revolving back, so that upright or horizontal pictures may be taken without turning the camera on its side. This revolving or turn-table back is so constructed that there is no danger of fogging the plate or film while reversing it from one position to another with the slide drawn.



Revolving Back Auto Graflex

A detailed description of the reflecting mirror will be found on page 8. On account of the mirror being longer, in order to intercept the cone of light for the vertical as well as horizontal plate, it makes the body of the camera a trifle longer than the

regular Auto Graflex and this permits of fitting longer side arms.

The box being telescopic in form, allows of the use of longer focus lenses than with the regular Auto Graflex.

The No. 10 Series VIIa Zeiss Lens, fitted to this camera makes an ideal outfit, as the doublet of  $7\frac{7}{8}$  inches may be used, and likewise the front single combination, by removing the back combination. This gives two diameters over the doublet, or the same subject may be photographed at double the distance, giving the same size.

The focusing hood may be opened ready for use when carrying the camera, by pressing a small lever located conveniently near the thumb.

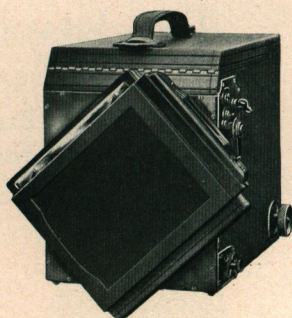
The regular Auto Graflex Focal Plane Shutter with safety device, preventing the re-setting of the shutter before setting the mirror, thus preventing fogging the plate or film, is fitted to this



camera, the same as all other Graflex Cameras. For further details regarding the shutter see pages 7 and 8.

The Revolving Back Auto Graflex Camera is fitted with focusing hood and complete eye shield, obstructing all outside light, making it possible to focus with the greatest of ease and comfort, It has also the spring actuated lens cover.

The Revolving Back Auto Graflex Camera is made in the 4 x 5 size only.



Revolving Back Auto Graflex

## Specifications

Dimensions when closed	9½ x 6¼ x 8¼
Focal capacity	12½ inches
Weight	6¾ lbs.
Size of Lens board	3½ x 3½ inches
Minimum focus of Lenses accommodated	7¼ inches

## Prices

	4 x 5
Revolving Back Auto Graflex without Lens, including one Double Holder	\$125.00
With B. & L.-Zeiss Tessar Lens, Series II b, No. 6, f-6.3	184.50
With B. & L.-Zeiss Tessar Lens, Series I c, No. 16, f-4.5	197.00
With B. & L.-Zeiss Protar Lens, Series VII a, No. 10, f-6.3	207.00
With B. & L. Plastigmat Lens, No. 4, f-6.8	180.00
With Cooke Lens, Series III, No. 6, f-6.5	178.00
Graflex Magazine Plate or Cut Film Holder, extra	13.00
Film Pack Adapter, leather covered	5.00
Cartridge Roll Holder, " " "	7.50
Leather Case for Camera and Film Pack Adapter, with Lock and Key	12.00
Leather Case for 6 Plate Holders, Lock and Key	6.00
Leather Case for Camera and Magazine Plate Holder or Roll Holder	14.00
Extra Graflex Plate Holders, each	2.50
Extra Lens boards	.70

To insure proper fitting we recommend that cameras be bought from us complete with lenses as listed. We will not hold ourselves responsible for results with any of our cameras when lenses are not fitted by us.

When customers already own Anastigmat Lenses and send them to us for fitting, a nominal charge will be made for the work.



# The Stereo Auto Graflex

FOLMER'S PATENT FEBRUARY 5, 1907.

The beauty of stereoscopic pictures and the fascination of producing them with a thoroughly modern equipment, is being more and more appreciated by an increasing number of photographers. This accounts for the growing popularity of the finest outfit ever made for stereo work,—the Stereo Auto Graflex.

The Stereo Auto Graflex Camera is a counterpart of the regular Graflex in stereo form. This camera is constructed with a wide front to carry a matched pair of lenses for the production of stereoscopic pictures. It differs entirely from any other form of stereo camera, not only in its unique design and perfect adjustment, but in the method of focusing. The hood at the top is practically a stereoscope, as it contains a pair of stereo prisms. These prisms are arranged to give the stereoscopic effect, when focusing, as the operator sees but one image on the ground-glass screen—right-side up—not inverted. The object is viewed just as one would see the finished stereogram through a stereoscope. A rising front operated by a rack and pinion enables the operator to cut off the foreground when desired. The stereo partition is a part of the camera and is not removable.

It must be readily apparent that the incorporation of the Graflex idea in a stereo camera makes possible the production of a class of stereograms which otherwise could not be secured.



Stereo Auto Graflex

## Specifications

Dimensions when closed	.	.	.	8 $\frac{1}{4}$ x 9 x 8 $\frac{3}{4}$
Focal capacity	.	.	.	8 inches
Weight	.	.	.	8 lbs.
Size of Lens board	.	.	.	3 x 5 $\frac{3}{4}$
Minimum focus of Lenses accommodated	.	.	.	6 $\frac{1}{4}$ inches



## Prices

Stereo Auto Graflex without Lenses, including one Double Plate Holder . . .	\$200.00
With matched B. & L. Zeiss Tessar Lenses, Series II b, No. 5, $f=6.3$ . . .	280.00
With matched Plastigmat Lenses, . . . No. 2, $f=6.8$ . . .	280.00
Graflex Magazine Plate or Cut Film Holder, extra . . . . .	15.00
Film Pack Adapter, leather covered, extra . . . . .	7.50
Cartridge Roll Holder, leather covered, extra . . . . .	10.00
Leather Case for Camera and Film Pack Adapter, with Lock and Key . . .	13.00
Leather Case for six Plate Holders, with Lock and Key . . . . .	10.00
Leather Case for Camera and Magazine Plate Holder or Roll Holder with Lock and Key . . . . .	15.00
Extra Graflex Plate Holders, each . . . . .	3.50
Extra Lens boards, each . . . . .	2.00

To insure proper fitting we recommend that cameras be bought from us complete with lenses as listed. We will not hold ourselves responsible for results with any of our cameras when lenses are not fitted by us.

When customers already own Anastigmat Lenses and send them to us for fitting, a nominal charge will be made for the work.





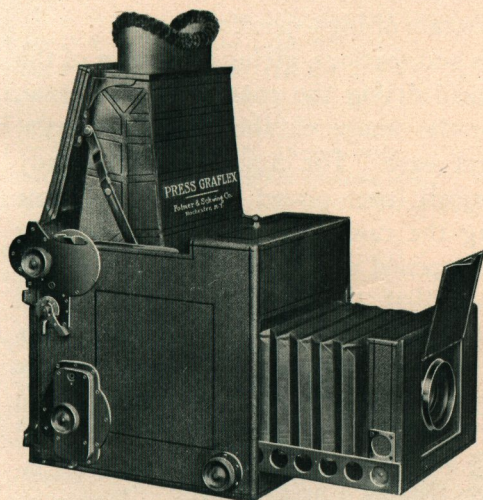
## The Press Graflex

FOLMER'S PATENT FEBRUARY 5, 1907.

The Press Graflex Camera, as the name implies, is designed to meet the requirements of the press photographer. It is built to stand the hardest kind of usage, all the working parts being re-enforced and made extra heavy.

The Press Graflex is made in the 5 x 7 size only, and is of

the non-reversible type. It is fitted with two tripod screw plates and may be used on a tripod in either a horizontal or vertical position. The telescopic side arms are made long enough to give 14-inch focal capacity, and the new Press Focal Plane Shutter which carries the curtain roller back of the focal plane allows this camera to accommodate lenses from 7-inch to 14-inch equivalent focus, permitting of a wide



Press Graflex

range of lenses for fine situations, or the use of long-focus lenses for track or field work. The minimum focus of lens which the Press Graflex will take is 7 inches.

The tension roller is operated by a clock spring, which may be speeded up to  $\frac{1}{1500}$  part of a second, or lowered to  $\frac{1}{5}$  of a second. Slow instantaneous exposures can be made by setting the curtain aperture index at "O," handling the camera the same as for regular instantaneous work; the mirror opens the exposure as it swings upward out of the cone of light, automatically tripping the curtain which terminates the exposure. Time exposures of any duration can also be made.



The curtain is wound by one complete turn with a large milled head button. The number indicating size of the exposing aperture, reflected upward by a right-angle prism, is always in full view of the operator, obviating the necessity of turning the camera on its side. The curtain of the Focal Plane Shutter being of the Auto type is re-enforced with tape edges, with struts of three-ply stock, which will stand any high-speed work. The curtain roller bearings in the side plates are bushed, giving longer bearings. These are more durable and cause less friction than the ordinary kind. The winding and releasing mechanism of the shutter is made of steel, case hardened, which will stand the strain of high-speed work.

The focusing hood is large and spacious, giving a full view of the field, with a complete eye shield fitting the contour of the face, permitting the operator to view the image on the focusing screen, right-side up, with the greatest ease. The camera is opened ready for focusing by pressing a small lever placed conveniently near the right thumb, when carrying the camera. The cover operating the focusing hood is likewise opened automatically, and the construction of this cover is such that the camera may be carried ready for use while it is open. The lens cover opens automatically the moment the front is racked out. Tension springs bearing against the side arms prevent the front of the camera from

moving back or forth when the camera is held in an inclined position. The camera is provided with a large lens board and ample lens space to accommodate Anastigmat Lenses.

A detachable, spring-actuated panel holds the plate holder or film pack adapter in place. This panel may be detached whenever the Graflex Magazine Plate Holder or Graflex Cart-ridge Roll Holder is used.



Graflex

Startled



# Specifications

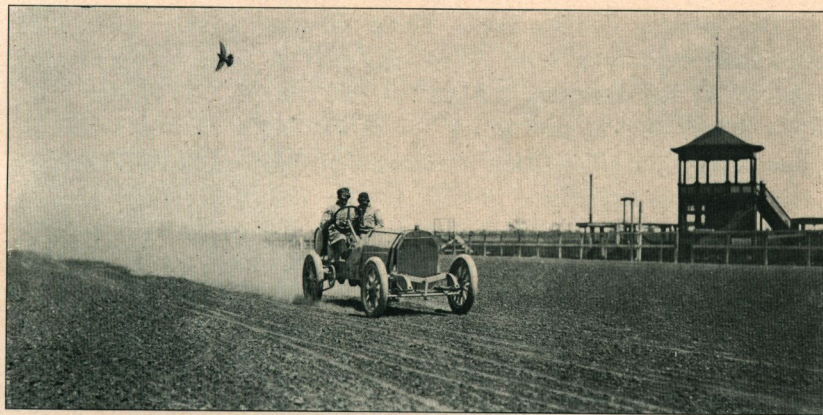
Dimensions . . . . .	11 x 8 $\frac{3}{4}$ x 9 $\frac{3}{4}$
Focal capacity . . . . .	14 inches
Weight . . . . .	10 $\frac{1}{2}$ lbs.
Size of Lens board . . . . .	4 x 4 inches
Minimum focus of Lens accommodated . . . . .	7 inches

# Prices

	5 x 7
Press Graflex without Lens, including one Double Plate Holder . . . . .	\$110.00
With B. & L.-Zeiss Tessar Lens, Series II b, No. 6, f-6.3 . . . . .	169.50
With B. & L.-Zeiss Tessar Lens, Series I c, No. 16, f-4.5 . . . . .	182.00
With B. & L.-Zeiss Protar Lens, Series VII a, No. 13, f-6.3 . . . . .	216.50
With B. & L. Plastigmat Lens, No. 6, f-6.8 . . . . .	200.00
With Cooke Lens, Series III, No. 7, f-6.5 . . . . .	201.00
With Cooke Lens, Series IV, No. 28, f-5.6 . . . . .	217.50
Graflex Magazine Plate or Cut Film Holder, extra . . . . .	15.00
Film Pack Adapter, leather covered, extra . . . . .	7.50
Cartridge Roll Holder, leather covered, extra . . . . .	10.00
Leather Case for Camera and Plate Holder or Adapter attached, with Lock and Key . . . . .	16.00
Extra Graflex Holders, each . . . . .	3.50
Extra Lens boards, each . . . . .	.75

To insure proper fitting we recommend that cameras be bought from us complete with lenses as listed. We will not hold ourselves responsible for results with any of our cameras when lenses are not fitted by us.

When customers already own Anastigmat Lenses and send them to us for fitting, a nominal charge will be made for the work.



Graflex

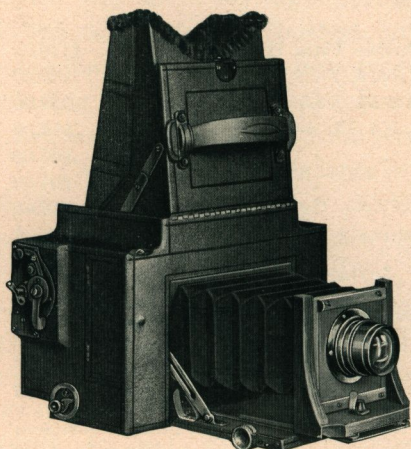
Vanderbilt Cup Preliminary



## The 3 A Graflex

FOLMER'S PATENT, FEBRUARY 5, 1907.

The added advantages of a daylight loading film arrangement in connection with the other recognized superior features of the Graflex Camera should really constitute the ideal hand camera. This,



3 A Graflex

together with the consideration that no extra attachments are required, and that the film used,  $3\frac{1}{4} \times 5\frac{1}{2}$ , is of a standard size, obtainable anywhere, and of most beautiful proportions for hand camera work, leaves little to be desired for a complete, convenient and compact equipment.

The 3 A Graflex Camera is designed to take 3 A Kodak film, for pictures  $3\frac{1}{4} \times 5\frac{1}{2}$ . It is of the folding type, incorporating all the features of the

regular Graflex, and on account of being an exclusive film, as well as folding type of camera, it is much more compact.

The regular Graflex Focal Plane Shutter, giving various instantaneous exposures from  $\frac{1}{10}$  to  $\frac{1}{1000}$  part of a second, and time exposures of any duration, is a part of this camera. It is also fitted with a safety device, preventing the re winding of shutter while the mirror is up, thus eliminating the danger of fogging film. The front is drawn out on a platform similar to the ordinary folding camera. This platform is fitted with a metal track running in guide ways, which are carefully milled from thick brass. The track being wide and perforated in the center, affords extra lens space, thus gaining compactness. Focusing is done by a carefully adjusted rack and pinion. When the camera is closed the lens recedes into the body of the camera, swinging the mirror and bellows frame back into a very compact space.



The back is hinged and when opened affords easy access to the film spool compartments. The unexposed spool of film is placed in a hinged holder which slides back and forth in a guideway with a hinged end. The film is merely set in between the two centers and the carrier pressed back into position. When the carrier is drawn forward it releases the spool automatically. The receiving spool, however, is merely dropped into position, the key finding its

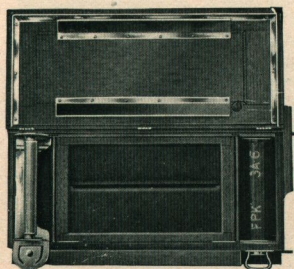


3 A Graflex Closed

own center, there being no guide pins or centers to adjust. When the back panel is closed, it carries two tension bars which hold the film in perfect register of focus. This back is locked securely by means of a sliding bolt. The surplus space at either end of the camera is converted into storage pockets for extra spools of film.

The upper part of the focus hood, which opens automatically when the cover of camera is raised, is shaped to fit the contour of the face, excluding all outside light and enabling the operator to focus perfectly.

The body of the camera is made from selected mahogany, thoroughly kiln-dried, lock-jointed, and covered with the best quality of Persian Morocco. All exposed wood parts are ebonized, and metal parts oxydized in gun metal finish. Two tripod sockets are fitted.



Section of Back of 3 A Graflex showing Film Holder

The 3 A Graflex when fitted with a No. 7 Series VII-a Zeiss Lens affords an ideal outfit, the camera having sufficient focal capacity to accommodate the doublet of  $6\frac{3}{8}$ -inch equivalent focus, as well as the front single combination, used in its normal position in front of the mount.



## Specifications

Dimensions . . . . .	10 $\frac{1}{4}$ x 5 x 6 $\frac{1}{2}$
Focal capacity . . . . .	10 inches
Weight . . . . .	4 $\frac{1}{2}$ lbs.
Size of Lens board . . . . .	3 x 3 inches
Minimum focus of Lens accommodated . . . . .	6 inches

## Prices

3 A Graflex without Lens . . . . .	3 $\frac{1}{4}$ x 5 $\frac{1}{2}$
With B. & L.-Zeiss Tessar Lens, Series II b, No. 5 a, f-6.3 . . . . .	\$ 75.00
With B. & L.-Zeiss Protar " " VII a, No. 7, f-6.3 . . . . .	124.00
With B. & L.-Zeiss Tessar " " I c, No. 15 a, f-4.5 . . . . .	143.00
With B. & L. Plastigmat " " No. 2, f-6.8 . . . . .	132.60
With Cooke Lens, Series III, No. 5, f-6.5 . . . . .	115.00
Leather Case for 3 A Graflex, extra . . . . .	123.50
Extra Lens boards, each . . . . .	11.00
	.60

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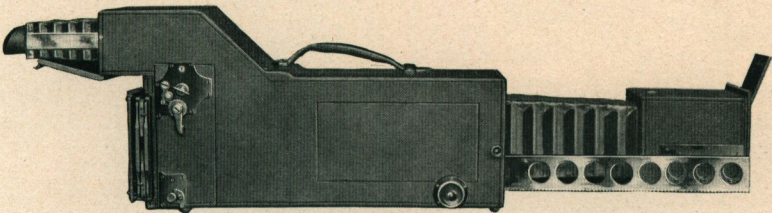
Graflex Negative by Mrs. C. R. Miller



# The Naturalists' Graflex

FOLMER'S PATENT FEBRUARY 5, 1907.

The Naturalists' Graflex Camera is designed especially for naturalists' work in photographing birds, wild animals, or similar subjects where long-focus or tele-photo lenses are required.



The Naturalists' Graflex

The camera in general design and construction is similar to the regular Auto Graflex, but the increased length of camera accommodates much longer side arms. These arms are made of heavy brass, giving a liberal extension, yet maintaining absolute rigidity. The focus is obtained by reflection on the upper mirror, and enables the operator to conceal himself behind a stone or log and focus from the rear of the camera without exposing too much of his person, as would be the case in using the ordinary type of Graflex Camera.

The Naturalists' Graflex will accommodate lenses of from 12¾ to 26 inches equivalent focus, and is fitted with the regular Graflex Focal Plane Shutter.

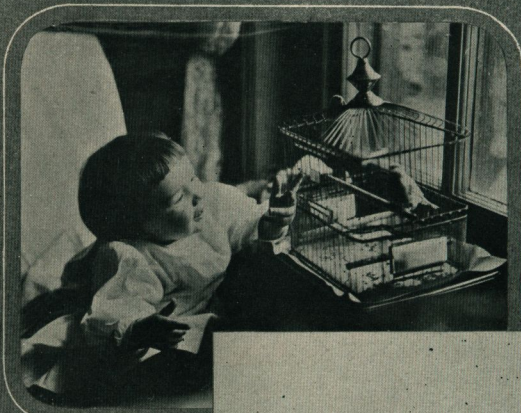
## Specifications

Dimensions	. . . . .	19 x 6¼ x 9¾
Focal capacity	. . . . .	26 inches
Weight	. . . . .	7 lbs.
Size of Lens board	. . . . .	4 x 4 inches
Minimum focus of Lens accommodated	. . . . .	12¾ inches

## Prices

Naturalists' Graflex without Lens, including one Double Plate Holder	4 x 5	\$190.00
With B. & L.-Zeiss Protar Lens, Series VII a, No. 19, f-6.3		378.50
B. & L. High Power, Tele-Photo Attachment, extra		24.00
Graflex Magazine Plate or Cut Film Holder, extra		13.00
Film Pack Adapter, leather covered, extra		5.00
Extra Graflex Holders, each		2.50



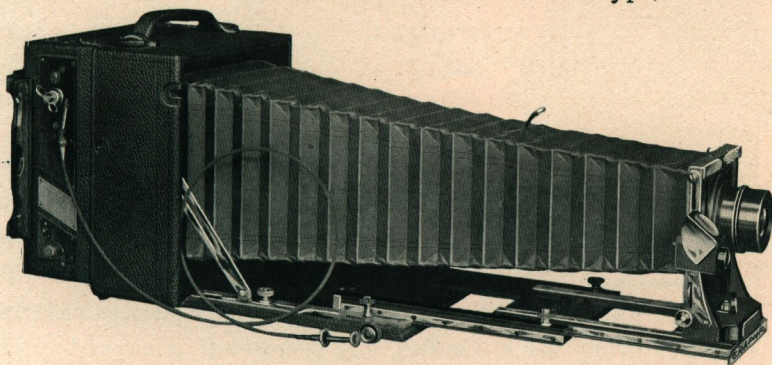


"The Spring-time of Life"



## The Revolving Back Cycle Graphic

In keeping with the desire to continue to maintain for the Cycle Graphic its reputation as the foremost camera of its type, several very

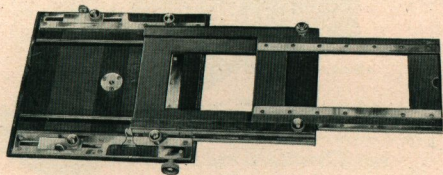


Cycle Graphic with Graflex Focal Plane Shutter attached

valuable improvements have been added. The new Revolving Back and the new adjustment for raising and lowering the front are the most notable.

The rigidity of the Graphic—due to the most careful, accurate and thorough construction ever before incorporated in photographic apparatus—is still a Graphic feature which will bear particular emphasis, and it is one of the features which has given the Graphic its prestige with scientific and advanced photographic workers.

To allow the use of long-focus lenses, sufficient bellows capacity is provided. The front runs out on telescopic framed tracks, reinforced by angle brass guides with milled head binding screws, which lock the bed rigidly in place. These extension tracks being in the form of frames allow extra large lens space when closed. The construction of these tracks affords

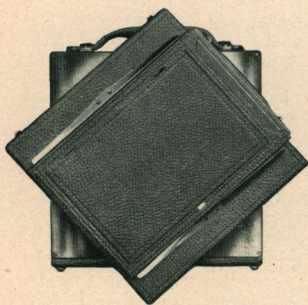


Cycle Graphic Bed extended

a wider base for the lens support and prevents any lateral or oscillating movement, thus rendering the Cycle Graphic particularly adaptable for telephoto or any other extremely



accurate work. Cycle Graphics will take, if desired, lenses two or more sizes larger than the plate really calls for.



Rear of Cycle Graphic showing  
Revolving Back

The front is clamped with a wide base block and heavy bolt, likewise insuring the utmost rigidity and also strength. There is also a fine rack and pinion for accurate focusing, which is operated by a large milled head button.

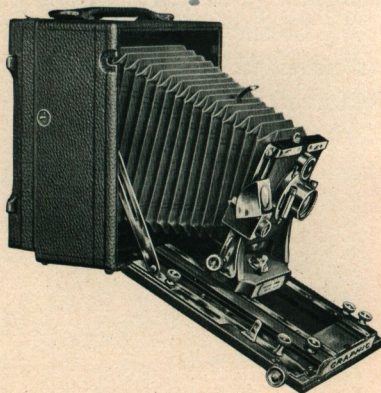
The swing back is secured by an adjustment of the side arms running in a slotted plate on the platform and locked by means of milled head binding screws.

The Revolving Back is the same in general construction as that on the Revolving Back Graflex. It consists of a cupped-up plate turn table carrying a frame fitted to receive the regular ground glass back carriage or the Graflex Focal Plane Shutter. It may be turned instantly from horizontal to vertical or to any intermediate position. It is fitted to 4 x 5 and 5 x 7 Graphics only.

The new rising and falling front mechanism consists of an arm operated by a worm screw, by means of which the front may be raised or lowered to any desired position, and is, at the same time a lock in itself. No further locking device or binding screws are required.

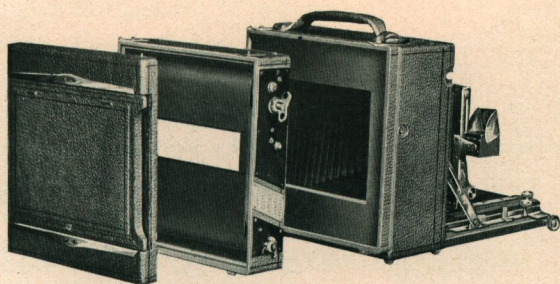
The Cycle Graphic is constructed of the best quality selected stock, lock jointed, and covered with handsome black grained leather. The bellows is of the finest quality red Russia leather.

A brilliant view finder, with hood, is attached to the front, moving with it while focusing. The lens board is removable. The Revolving Back Cycle Graphic is listed with the well-known Anas-



Cycle Graphic showing Drop Bed arrangement





Cycle Graphic showing Revolving Back and Graflex  
Focal Plane Shutter detached

tigmat Lenses, and to complete an outfit of this kind, the Graflex Focal Plane Shutter is quite indispensable, if it is desired to secure the very best results that can be had with a lens of this type. When the Gra-

flex Shutter is ordered as a part of this outfit no extra charge is made for fitting, and a carrying case which will hold the camera with Focal Plane Shutter attached, is supplied in place of the regular case without extra charge.

## Specifications

	4 x 5	5 x 7	6½ x 8½	8 x 10
Dimensions . . . . .	6⅞ x 4 x 7⅞	8¾ x 4¾ x 9¼	10⅝ x 4¾ x 10⅝	12 x 5 x 12
Focal capacity . . . . .	17 inches	22½ inches	26 inches	30 inches
Weight . . . . .	3¾ lbs.	6¼ lbs.	7½ lbs.	10½ lbs.
Size of Lens board . . . . .	2½ x 2½ inches	3⅝ x 3⅝ inches	3½ x 3½ inches	4 x 4 inches

## Prices

Including one Double Plate Holder and Sole Leather Carrying Case.

	4 x 5	5 x 7	6½ x 8½*	8 x 10*
Revolving Back Cycle Graphic with Graphic Rapid Rectilinear Lens and Automatic Shutter . . . . .	\$ 40.00	\$ 50.00	\$ 62.00	\$ 75.00
Revolving Back Cycle Graphic without Lens or Shutter . . . . .	32.00	40.00	49.00	60.00
With B. & L. Plastigmat Lens and Volute Shutter . . . . .	No. 2 89.00	No. 3 105.00	No. 5 142.50	No. 6 170.00
With B. & L. Zeiss Protar Lens Series VII a and Volute Shutter . . . . .	No. 7 117.00	No. 10 140.50	No. 11 162.00	No. 17 247.50
Extra Plate Holders, each . . . . .	1.00	1.25	1.75	2.00
Graflex Focal Plane Shutter, extra . . . . .	22.00	24.00	27.00	31.00

\* Furnished with Reversible Back only.

To insure proper fitting we recommend that cameras be bought from us complete with lenses as listed. We will not hold ourselves responsible for results with any of our cameras when lenses are not fitted by us.

When customers already own Anastigmat Lenses and send them to us for fitting, a nominal charge will be made for the work.



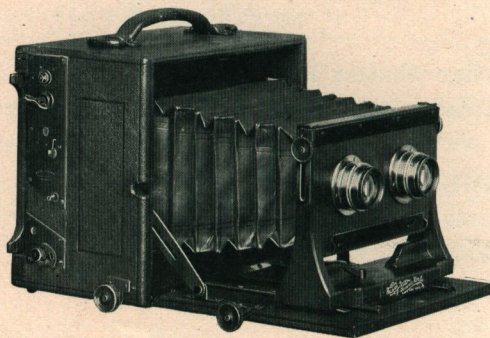
## The Stereoscopic Graphic with Auto Graflex Shutter

FOLMER'S PATENTS NOVEMBER 5, 1901 ; FEBRUARY 5, 1907.

The Stereoscopic Graphic represents the highest type of folding stereo camera.

It is constructed of selected, kiln-dried mahogany, highly finished and covered with the best quality black grained leather. All metal parts are oxydized in gun metal finish.

The front platform is attached to the box by a heavy piano hinge with short knuckles, extending full length of the camera, giving great strength when the camera is opened. The platform drops out of the way, for use with lenses of short focus.



Stereoscopic Graphic with Auto Graflex Shutter

The front is securely fastened to a wide track of hard milled brass, preventing oscillation and side movement when the camera is racked out. Focus is adjusted by rack and pinion.

An extra pinion is set in the body of the camera for use with wide angle lenses when the front platform is dropped. The front adjusts for sky and foreground. Length of bellows is twelve inches.

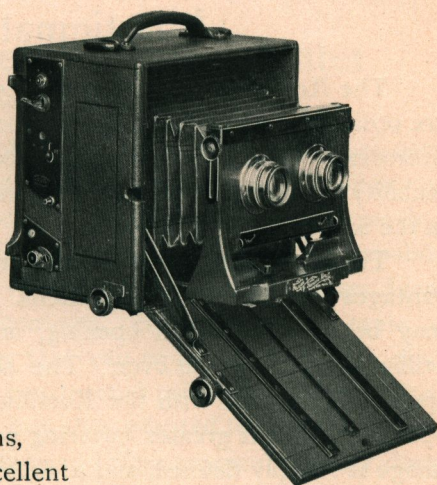
The Auto Graflex Focal Plane Shutter is incorporated with and forms a part of the camera, and is a feature of the outfit. (See description page 29.)

Our special spring roller partition automatically adjusts itself to lenses of any focal length as the front is racked in and out. A removable, spring-actuated ground-glass focusing screen is fitted to camera and a large, hinged focusing panel, with side shields, gives full view of the screen. The regular lenses are a pair of Graphic



Rapid Rectilinear, of just the right focus to include a pleasing angle of view. They may be used to advantage for architectural subjects and views—in fact they answer every purpose for general stereo photography, when the high-grade Anastigmat form of lens is not desired.

By removing the stereo partition and replacing the stereo lenses with a regular lens, the camera can be used to excellent advantage for 5 x 7 work.



### Specifications

Dimensions when closed . . . . .	$8\frac{1}{8} \times 5\frac{1}{2} \times 7\frac{7}{8}$
Focal capacity . . . . .	12 $\frac{3}{4}$ inches
Weight . . . . .	6 lbs.
Size of Lens board . . . . .	$3\frac{1}{2} \times 6\frac{1}{2}$ inches
Minimum focus of Lenses accommodated .	3 inches

### Prices

Stereoscopic Graphic without Lenses, including one Double Plate Holder	\$ 80.00
Stereoscopic Graphic with matched Graphic Rectilinear Lenses . . . . .	100.00
Stereoscopic Graphic with matched B. & L.-Zeiss Tessar Lenses II b, No. 4, $f$ 6.3	150.00
Stereoscopic Graphic " " " " " " II b, No. 5, $f$ 6.3	163.00
Stereoscopic Graphic " " " " Protar " VII a, No. 7, $f$ 6.3	219.00
Stereoscopic Graphic " " " " Plastigmat " No. 2, $f$ 6.8	163.00
Stereoscopic Graphic " " " " Protar " V, No. 1	128.00
Extra for B. & L.-Zeiss Tessar Lens, Series II b, No. 6, $f$ 6.3 for full-size plate	59.50
Extra for B. & L.-Zeiss Protar " " VII a, No. 10, $f$ 6.3 for full-size plate	82.00
Leather Carrying Case, extra . . . . .	10.00
Graphic Plate Holders, extra . . . . .	1.25

To insure proper fitting we recommend that cameras be bought from us complete with lenses as listed. We will not hold ourselves responsible for results with any of our cameras when lenses are not fitted by us.

When customers already own Anastigmat Lenses and send them to us for fitting, a nominal charge will be made for the work.



## Anastigmat Lenses

The Rectilinear Symmetrical Lenses with which hand cameras are ordinarily equipped, possess one inherent defect impossible to overcome. This defect is astigmatism which may be defined as the inability to focus at the same time vertical and horizontal lines lying in the same plane.

The Anastigmat Lens with its superior correction has several advantages over the Rectilinear Lens. It has greater speed because it may be used with full opening, and the resulting image will be brilliant and sharp all over. The sharpness is not confined to one spot, as is the case with the Rectilinear Lens when used with full opening. It has greater covering power, that is, area in which the image is sharply defined, and a flatter field permitting the formation of flat images, not curved. Its greater speed and covering capacity enable it to be used, therefore, advantageously under conditions where the ordinary lens is valueless.

No ordinary lens of the old type condenses to fine points, the light passing through it obliquely to the margin of the plate. The reflected images of such lenses are built up of blurred lines of light which overlap and cause a noticeable lack of definition in many photographs, especially at the margins. This defect is called "Astigmatism," and lenses that are free from it are called "Anastigmats".

We can supply the Graflex fitted with any standard make of lens not regularly listed which may be adapted for it.

### On Fitting Lenses

While we list Graflex Cameras without lenses, we can not be responsible for any outfit leaving our factory incomplete. The best results can not be secured unless the lens is accurately fitted, and so mounted that the flange is absolutely parallel to the sensitive plate or film. Therefore, in justice to ourselves, and for the purpose of avoiding errors, our guarantee only applies to cameras that are shipped from our factory, complete with lenses attached.





## The Graflex Focal Plane Shutter

FOLMER'S PATENT FEBRUARY 5, 1907.

For ultra rapid photography, the Graflex Shutter presents numerous advantages over those working in front of, between or behind the lens. To secure successful negatives of rapidly moving objects, such as horse and automobile races, railroad trains, foot-ball games, baseball contests, etc., there is no style of shutter that can equal the Graflex. And while constructed primarily for high-speed work, it is also adapted for slow automatic exposures and time exposures of any duration. Its position immediately in front of the sensitive plate or film insures the distribution of light with equal intensity upon every portion of the sensitized surface.



In addition, the principle upon which it is constructed not only gives the maximum in speed, but at the same time the plate receives a greater volume of light in a given time than with any other type of shutter.

In comparing the Focal Plane Shutter with the between-lens type of shutter, which is most commonly in use, particular stress should be laid upon the fact that with the Focal Plane Shutter there is absolutely no diminishing of the volume of light passing through the lens, in other words the full efficiency of the aperture used is maintained during exposure. With the between-lens type of shutter there is only a fraction of the exposure given with the working aperture of the lens, varying from that down to the pinhole. It therefore follows that with the between-lens type of shutter high-speed exposures would be ineffective, owing to the method of lighting.

By simply turning a small key the speed can be varied from time to  $\frac{1}{1000}$  part of a second. The maximum speed of an ordinary shutter placed at the diaphragm of a lens does not exceed  $\frac{1}{100}$  of a second and many shutters of this class do not give shorter exposures than  $\frac{1}{50}$  of a second.



The Graflex Shutter is instantly set for any exposure by a *half-turn* of the winding key. Dials on the outside indicate both the size of curtain aperture and the tension of roller spring controlling the speed.

The curtain of the Graflex Shutter is made on an entirely new principle — in one long piece, with apertures ranging from full opening to  $\frac{1}{8}$  of an inch. This insures an absolutely uniform aperture for the admission of light, and not a wedge-shaped opening, as is so often the case with shutters having a double adjustable curtain.

The Graflex Shutter is as easy to operate as an ordinary shutter and can be adapted to all makes of folding plate cameras. Graflex Focal Plane Shutters are fitted to the Graphic without extra charge, but when ordered for other cameras we add cost of adapting.

Specifications

	4 x 5	5 x 7	6½ x 8½	8 x 10
Dimensions	6¼ x 6¼ x 2	8¼ x 8¼ x 2	9⅝ x 9⅝ x 2½	11⅝ x 11⅝ x 2½
Weight	15 oz.	22 oz.	26 oz.	32 oz.

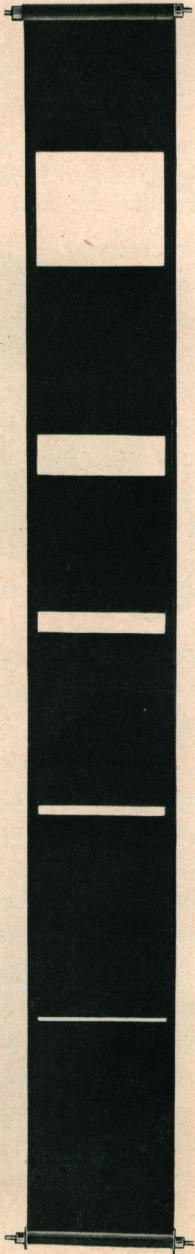
Prices

	4 x 5	5 x 7	6½ x 8½	8 x 10
Graflex Focal Plane Shutter . . .	\$22.00	\$24.00	\$27.00	\$31.00



Graflex

"Civilization follows the Flag."  
Football in Porto Rico

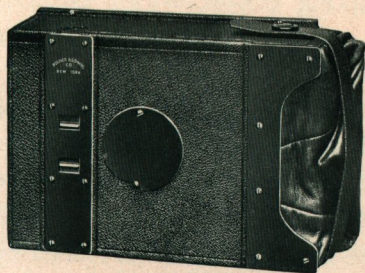




# The Graflex Magazine Plate or Cut Film Holder

FOLMER'S PATENT, AUGUST 15, 1899.

The Graflex Magazine Plate Holder is made to carry twelve glass plates or cut films loaded into metal septums.



Graflex Magazine Plate Holder

Each septum is numbered on the back, the number appearing before the ruby window of the magazine, as each exposure is made.

When a plate is exposed the septum is drawn into a leather bag attached to the end of the magazine, by means of a brass rod, and re-inserted by hand into the rear of the magazine holder.

Each septum has a depression in the back, which serves as a spring to force the plate forward into focus, regardless of the thickness of the plate. The serial numbers are placed in these depressions. Springs at the back of the magazine force the septums forward and bring the front plate into exact register for each exposure.

When the 12 plates or cut films have been exposed, the extra septum or dark slide returns to the front, closing the magazine, so that it can be detached from the camera in daylight.

It is not necessary to expose all the plates or films before starting to develop. One or more plates can be removed from the magazine at any time in the dark room.

## Specifications

Dimensions	.	.	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$	$5 \times 7$
	.	.	$5\frac{3}{4} \times 4\frac{1}{4} \times 2\frac{1}{8}$	$6\frac{1}{2} \times 5 \times 2\frac{1}{4}$	$8\frac{3}{4} \times 6\frac{1}{4} \times 2\frac{1}{2}$
Weight	.	.	$1\frac{1}{4}$ lbs.	$1\frac{3}{4}$ lbs.	$2\frac{3}{4}$ lbs.

## Prices

$3\frac{1}{4} \times 4\frac{1}{4}$ each,	.	.	.	.	.	\$13.00
$4 \times 5$ "	.	.	.	.	.	13.00
$5 \times 7$ "	.	.	.	.	.	15.00

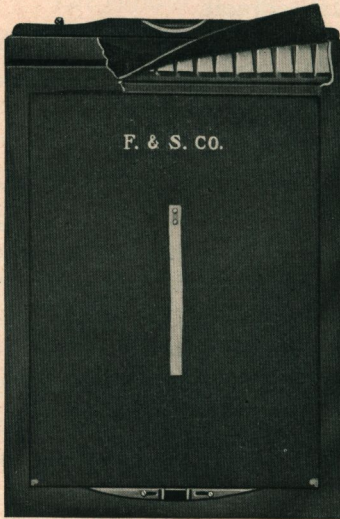


# The Graflex Plate Holder

FOLMER'S PATENT OCTOBER 25, 1904.

The Graflex Holder is simple, strong, practical and absolutely light-proof.

It is constructed of well-seasoned, selected cherry, handsomely finished in black, and fitted with new finger spring cut-off, which excludes all light and prevents fogging of plates when drawing or replacing slides.



Graflex Plate Holder showing Cut-Off

The holder is grooved, instead of tongued, affording increased thickness and strength without increase of space occupied.

The Graflex Holder is loaded by inserting one end of the plate under the rabbet where the slide is withdrawn, and placing the other end against the septum. With the thumb and forefinger draw the two sliding locks together. These locks hold the plate securely. They also do away with the side and end rabbets and allow the full width and length of the plate to be exposed, with the exception of less than  $\frac{1}{16}$  of an inch at one end.

Graflex Plate Holders are fitted with a new special slide that will not warp, buckle or collect dust like hard rubber.

## Prices

3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ each	.	.	.	.	.	.	.	\$2.50
4 x 5 "	.	.	.	.	.	.	.	2.50
5 x 7 "	.	.	.	.	.	.	.	3.50



Graflex Negative

by Mrs. C. R. Miller



# The Graphic Plate Holder

FOLMER'S PATENT OCTOBER 25, 1904.

Graphic Plate Holders are the most practical holders in the market.

They are compact, yet strong, being made of selected, well-seasoned cherry and fitted with our new finger spring cut-off, which prevents the entrance of light and fogging of plates when drawing or replacing slides.

Springs on either side of the septum keep the plates in *absolute register* at all times.

To load the Graphic Holder one end of plate is inserted under the rabbet where slide is withdrawn, and the other end placed against the septum, being held in place by the two sliding locks at opposite end of holder.



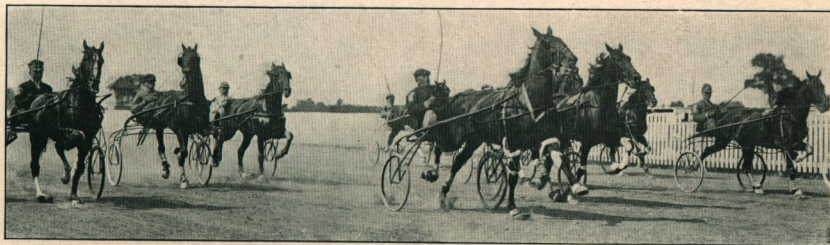
Section of Graphic Plate Holder showing Cut-Off

The locks do away with the side and end rabbets and allow the full width and length of the plate to be exposed with the exception of less than  $\frac{1}{16}$  of an inch at one end.

Graphic Plate Holders are fitted with mat finish slides, of a special material, that will not warp, crack, buckle or collect dust like hard rubber.

## Prices

4 x 5 each	.	.	.	.	.	.	\$1.00
5 x 7 "	.	.	.	.	.	.	1.25
6½ x 8½ "	.	.	.	.	.	.	1.75
8 x 10 "	.	.	.	.	.	.	2.00



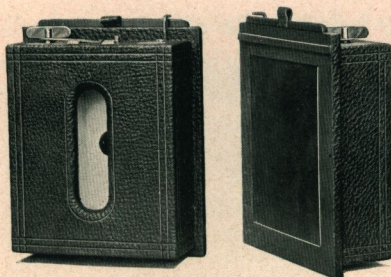
Graflex Negative

At the Quarter Post



## The Graflex Cartridge Roll Holder

By means of the Cartridge Roll Holder, those desiring to use roll film, may do so at a small outlay.



Graflex Cartridge Roll Holder

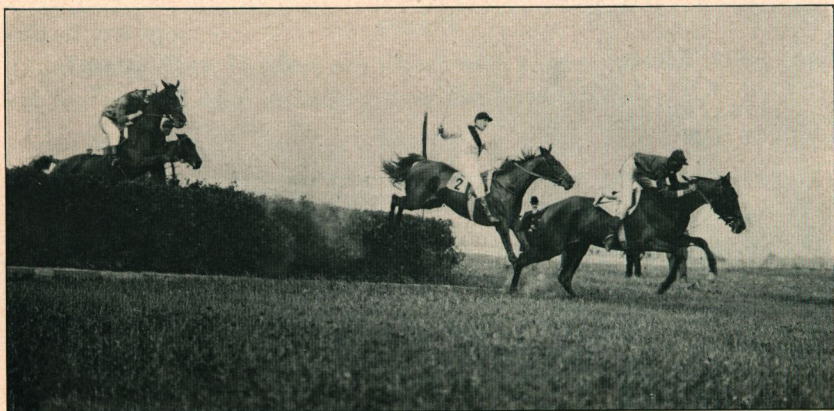
Our Roll Holders are made especially for Graflex Cameras. They are handsomely covered with Morocco leather to match the camera, and are provided with our new finger spring cut-off, preventing any chance of light entering the holder when the slide is withdrawn or inserted.

The Graflex Roll Holder is about the size of three double plate holders, and carries film cartridges of 6 or 12 exposures. It loads in daylight and is interchangeable with the Graflex Plate Holder.

By means of our special safety lock, the Roll Holder can be instantly adjusted to the camera.

### Prices

3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ each	.	.	.	.	\$ 7.50
4 x 5 " "	.	.	.	.	7.50
5 x 7 " "	.	.	.	.	10.00



Graflex Negative

Steeplechase

W. A. Staples



DIN-2125

FOLMER & SCHWING CO.

ROCHESTER, N.Y.

