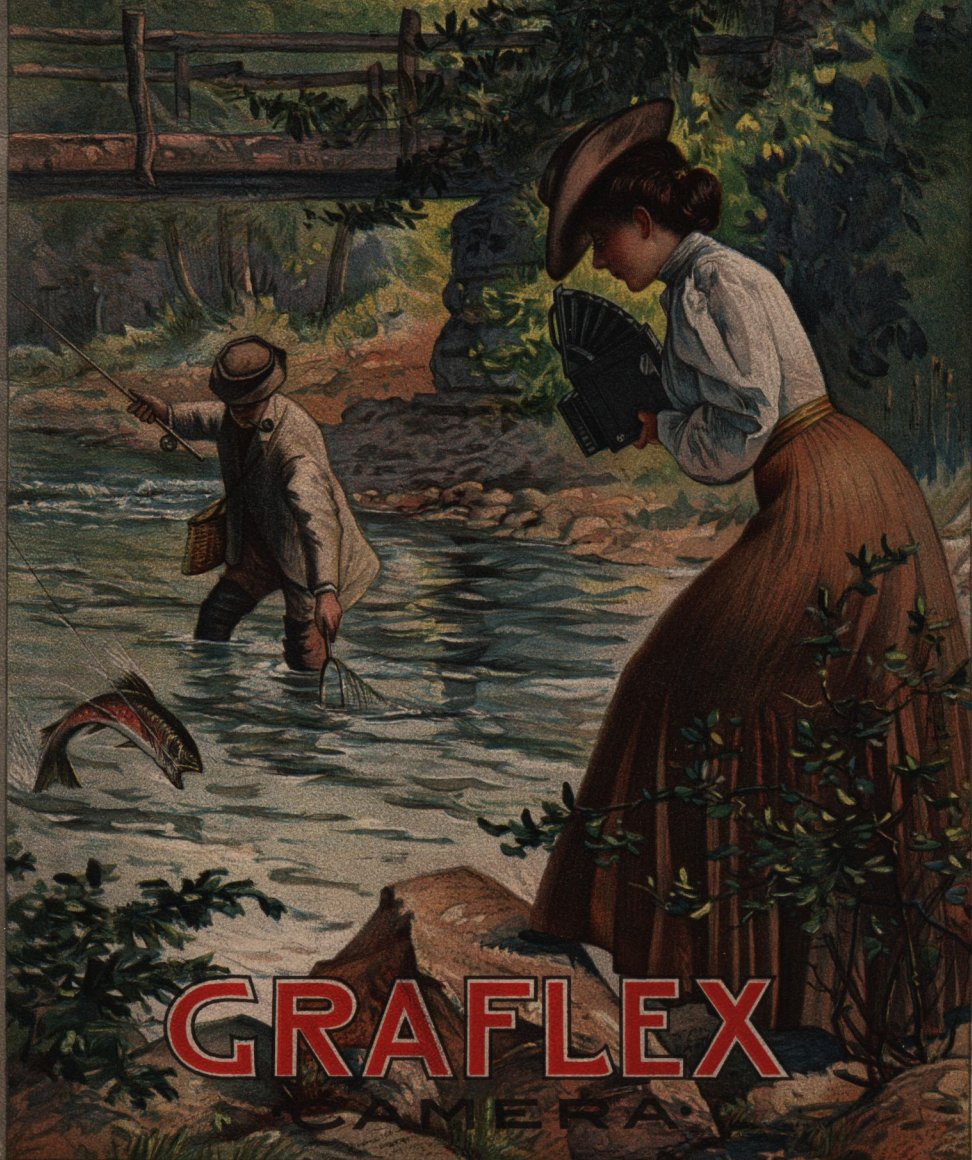
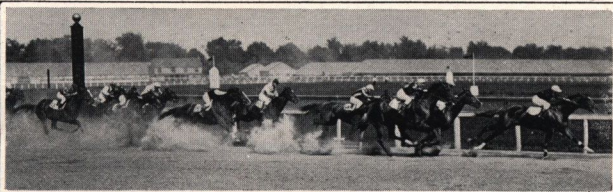


**NOTHING TOO QUICK  
FOR A**



**GRAFLEX**  
CAMERA





GRAFLEX  
AND  
GRAPHIC  
♦ CAMERAS ♦

FOLMER & SCHWING CO.  
*Rochester, N.Y.*  
*U.S.A.*

**"Nothing too Quick for a Graflex"**



The famous Trotter Lou Dillon and running mate, breaking the record.  
Time 1.58½. Made with a Graflex Camera.  
Copyright by O. V. Green.



# High-Speed Photography

is fascinating work. It offers opportunities for capturing upon the plate pictures of unusual interest along many different lines. Objects that move so fast as to baffle the human eye—the rushing railroad train, the flash of a bird upon the wing, the whirling motor car, or the flying feet of the two-minute trotter—are all beyond the scope of a camera equipped only with the ordinary type of shutter.

If you are interested in racing, whether of horses, automobiles or bicycles, you may, with an Auto Graflex secure pictures of your hobby that will be a delight. You can get the trotter going at his topmost speed, even see the tension in his muscles, and the straining look on the driver's face. You can get a picture of the automobile rushing across the finishing line, so realistic that you can fairly hear the whirr of the motor. You can get a sharp image of the speeding bicyclist, and if he should fall as you pressed the button, you would get him before he touched the ground.

You can photograph athletic events at their most interesting points. The runner sliding for the home plate in a cloud of dust, or the batter striking the ball is not too difficult a subject for the Graflex, as you can see by the accompanying pictures. Foot-ball games offer an opportunity for pictures with wonderful life and action, and there is a wealth of photographic possibility in rowing matches, foot races, hurdle contests and the like, but their most exciting phases are quite out of reach of the ordinary camera equipment.



# The Auto Graflex

## —a new kind of camera

A Graflex is the ideal camera for high-speed work.

"Nothing too quick for a Graflex,"—a pretty broad statement, but warranted by facts. Every day strengthens a growing conviction in the minds of photographers, that the Graflex principle of construction is the only correct principle for high-speed work.

It is thoroughly distinctive—in a class by itself.

The Graflex does all that any other camera can do—and a great deal more.

It will photograph the fastest race horses; it will capture birds in flight and wild animals of all kinds.

Automobile races and fast express trains—like the 20th Century Limited or Empire State Express, traveling 75 miles or more an hour, can be secured without showing motion.

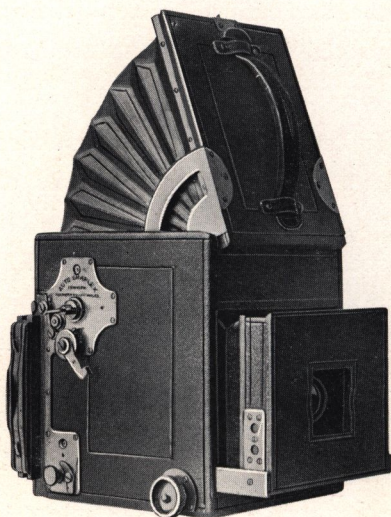
Base ball or foot ball games can be photographed, and the ball clearly caught in its flight.

And so we might go on indefinitely.

But in addition to being the ideal camera for rapidly moving objects, the Graflex is equally well adapted for all other classes of work,—intermediate and time exposures of any duration.

Anyone can successfully operate a Graflex.

It is entirely free from complicated parts.



Auto Graflex fully opened for use

No focusing scale required.

Guess work eliminated — no estimating of distance necessary.

The Graflex image is shown *full size*.

But that is not all.

It is unnecessary to stand on your head to get a correct conception of how the picture will appear, for the reason—

You see the image full size and *right side up*—at the very instant of exposure.

If you already possess a camera, then you can not fail to be interested in this unique instrument and its wonderful work.

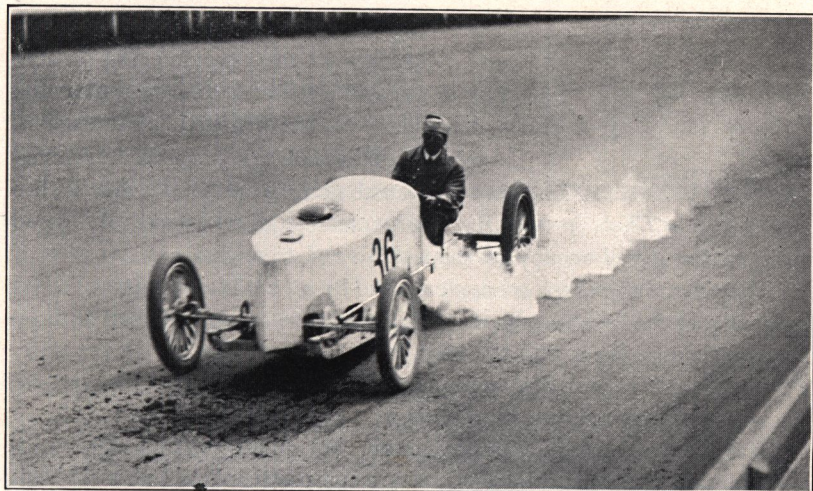
If you are a prospective buyer you owe it to yourself to get all the facts about the Graflex.

In the following pages, we illustrate and give specifications of the various models and point out a few of the photographic possibilities open to every owner of a Graflex.

If any further information is desired — write us.

No trouble to answer questions.

Folmer & Schwing Co.,  
Rochester, N. Y.



A Mile a Minute — "Nothing too quick for a Graflex"



# The Auto Graflex

Is not an experiment. The mechanical and optical principles embodied in its construction have stood the test of practical use under the most trying conditions.

The original Graflex was introduced in 1901, and met with instant favor. The Auto Graflex is the natural evolution of correct fundamental principles embodied in the first model and brought to the present state of perfection by the skill of our specially trained workmen.

For the information of those not familiar with the construction of the Graflex cameras, we will state that an optical mirror placed within the camera at an angle of forty-five degrees reflects the image from the lens RIGHT SIDE UP on the ground glass, at the top of the camera. (See Fig. 1.) But one lens is, therefore, necessary, this serving the double purpose of finder and recording the image on the sensitive plate or film.

This makes it possible to see the picture as it is to be, on exactly the same scale, and in exactly the same

position that it will occupy on the sensitive plate or film.

The reflecting mirror is supplemented by an additional mirror placed in the top of the focusing hood (see Fig. 2), enabling the user to hold the camera on a level with the eyes, or at a lower elevation at pleasure. This additional mirror also permits reversing the camera for vertical pictures, as is fully shown by the diagrams and cuts herewith.

The great advantage of these features for photographing objects in rapid motion or for pictorial work, where composition is to be considered, can not be over estimated.

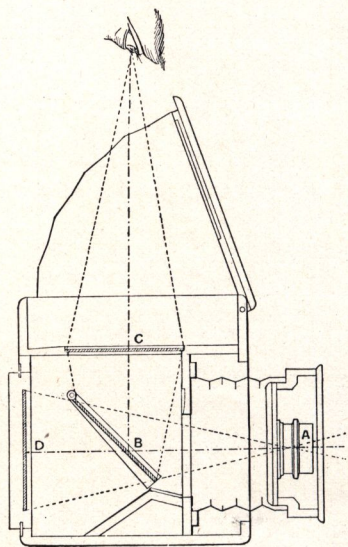


Fig. 1

The box is made of selected wood, thoroughly seasoned, kiln-dried, and treated by a process that insures it against warping or damage by climatic changes. It is handsomely ebonized, the outside of the camera being covered with the finest grade of leather, hand-tooled.

All metal parts are substantially constructed from sawed and milled brass, oxidized gun-metal finish.

The front racks out on two heavy brass side arms working in deep grooves fitted with strong angle metal guides. Perfect freedom of extension is thus obtained, without the possibility of side play or lost motion.

The front of the camera is recessed to receive the lens. It is hinged and may be opened to alter the lens diaphragm, remove the lens or clean the mirror. A door in the front fully protects the lens when not in use.

Focusing is accomplished by turning a milled head at the right side of the camera near the front. The shutter is released by pressing a button on the lower left side of the camera.

The Graflex double plate holder, handsomely ebonized and equipped with our improved finger spring cut off, is furnished with the camera.

The Graflex Magazine Plate Holder carrying twelve plates, the Cartridge Roll Holder and the Film Pack Adapter may be instantly attached to the camera in the same manner as the regular plate holder.

The Auto Graflex camera is the best instrument that can be produced by combining skilled labor and highest-grade materials. We take pleasure in presenting it to the discriminating photographer, amateur or professional, who, we are certain, will recognize and appreciate the many exclusive and valuable features embodied in its manufacture.

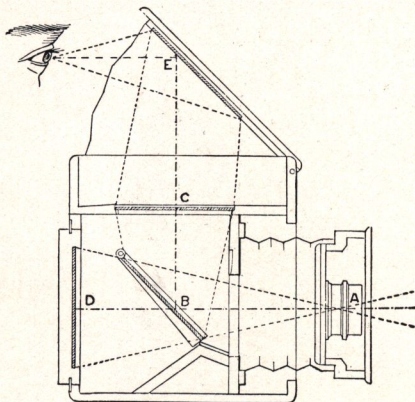


Fig. 2





Showing Auto Graflex as used for ordinary work



Auto Graflex held to view image on mirror in top of hood



Auto Graflex held over the head when extreme elevation is desired



Auto Graflex as a Deceptive Angle Camera



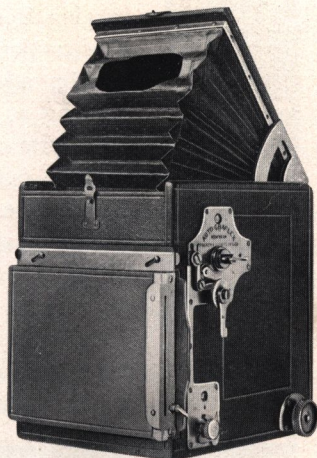
# The Auto Graflex Focal Plane Shutter

The Auto Graflex is an entirely new type of focal plane shutter, scientific in construction, and composed of very few parts. A focal plane shutter differs from all others not only in design but principally on account of its position, immediately in front of the sensitive plate or film. All other shutters are applied at or near the lens. We may therefore consider the Graflex focal plane as a "plate or film shutter" and the various other forms as "lens or diaphragm shutters." The optical properties of the two shutters are widely different, as can be clearly demonstrated by carefully studying what actually happens when making an exposure with either style.

The duty of any shutter is to admit light to the sensitive surface during a predeterminate period of time, and it is clear that the shutter passing the most light in a given time, through a given opening, is the most desirable. With a lens or diaphragm shutter, a certain fraction of the total duration of exposure is absorbed while the shutter is opening or closing, whereas during the operation of the Auto Graflex shutter the lens aperture *remains at its adjusted maximum all the time.*

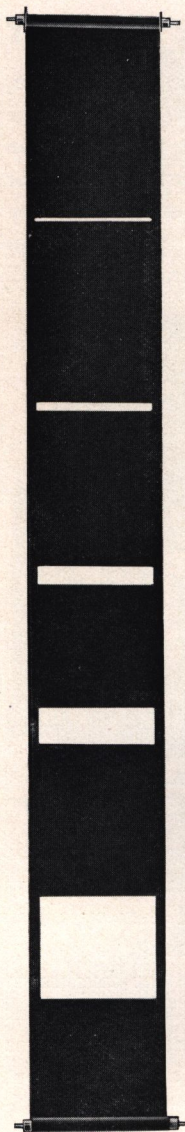
Thus when both shutters are set for exposures of equal duration the Graflex shutter has passed a greater volume of light to the plate than any form of lens or diaphragm shutter can possibly do, and thereby establishes its usefulness and value as a shutter for all purposes.

The maximum speed of the average shutter placed at the diaphragm of a lens does not exceed one-hundredth of a second, and in point of fact many shutters of this class do not give shorter exposures than one-fiftieth of a second. A Graflex shutter will operate without noise or jar in *one-thousandth part of a second* and it is the only



Back of Auto Graflex  
showing method of attaching Film  
Pack Adapter or Plate Holder





Curtain of Graflex Shutter

shutter of this type permitting practically instantaneous changes of aperture and tension. The shutter is set by one-half turn of the winding key. All adjustments are made from the outside of the camera. Any change in speed can be made at will—even when the plate or film is in position and the slide withdrawn.

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

The public mind, in so far as it is familiar with focal plane shutters, associates them exclusively with extremely short exposures, and as it is the only style of shutter that will do that class of work, this impression, though erroneous, so far as the Graflex shutter is concerned, is only natural. With the Graflex shutter, slow automatic and time exposures of any duration may be made.



Humming Bird in full flight. Made with a Graflex. Copyright by J. T. Dye.



## Lenses

We list Auto Graflex Cameras fitted with various standard makes of Anastigmat lenses (see page 14). The Anastigmat represents the highest development in photographic optics, and is the ideal lens for amateur or professional use, being adapted for every conceivable purpose—portraits, groups, landscapes, animal life, architectural subjects, interiors, copying, enlarging, etc. In fact, it is a universal instrument.

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."

The possession of an Anastigmat lens broadens the photographer's opportunities. It is the lens *par excellence* for rapid work. Instantaneous exposures are no longer confined to brilliant days, when conditions of light are just right—but fully timed pictures may also be made in cloudy and dull weather.

We can supply the Graflex fitted with any standard make of lens not regularly listed. Prices will be quoted upon request.

### A Word of Caution

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 with 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.



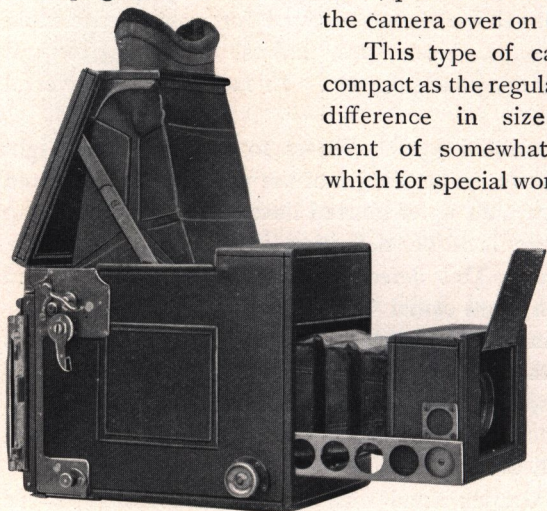
# The Revolving Back Auto Graflex

PATENTED NOV. 5, 1901 AND AUG. 5, 1902

The Revolving Back Auto Graflex, as its name indicates, is made so that upright, as well as horizontal, pictures can be taken without turning the camera over on its side.

This type of camera is not quite so compact as the regular Auto Graflex, but the difference in size permits the adjustment of somewhat longer focus lenses, which for special work is often desirable. In

other respects it does not differ in construction from the regular Auto Graflex.



Revolving Back Auto Graflex

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MR. J. T. DYE, NEW YORK writes as follows: "There are no words in the English language that adequately express the splendid quality of work your Graflex turns out. I consider it absolutely '*hors concours*'."

FOLMER & SCHWING CO.,

NEW YORK, N. Y., Feb. 10, 1905.

*Gentlemen:*—I have been using one of your 5 x 7 Graflex Cameras for the past two years. I cannot speak too highly of this instrument. Up to the present time I have made about 4000 exposures with it under all sorts of conditions, and it has answered my requirements in every particular. It has been to your shop only once for a thorough cleaning, so that my repair bill has been nothing, after two years of active use, which I consider remarkable and is evidence of the superior workmanship in your factory to produce so perfect an instrument.

The Graflex has never failed me from the hottest day in Summer to the coldest day in Winter. The ease of adjustment, under a variety of exposures, of your focal plane shutter and the rapidity and accuracy with which the speed and opening of the shutter can be regulated, leaves nothing to be desired in the hands of the operator, and in conjunction with the superb workmanship of the working parts of the box, makes it an ideal instrument. I congratulate you on the production of such a camera.

With best wishes for your success, I am,

Very truly yours,

DEWITT C. WHEELER.



# The Stereo Auto Graflex Camera

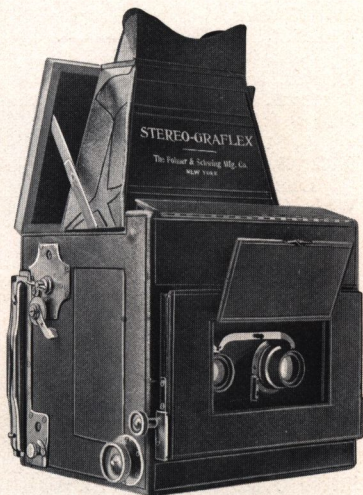
FOLMER'S PATENT, APRIL 5, 1904

This camera is constructed with a wide front to carry a matched pair of lenses for the production of stereoscopic pictures

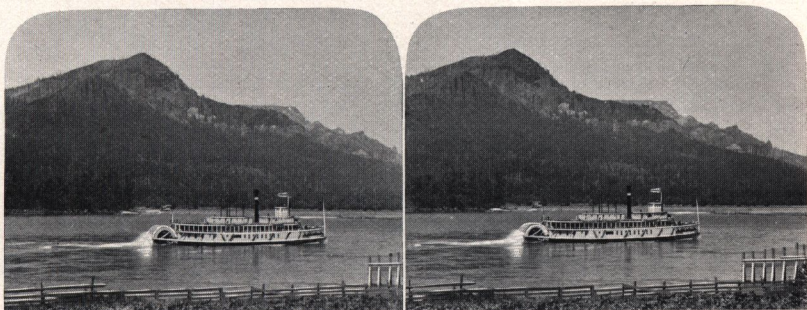
It differs entirely from any other form of stereo camera, not only in its unique design and perfect adjustment, but in the method of focusing. The hood at the top is practically a stereoscope, as it contains a pair of stereo prisms.

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 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, which accounts for the growing popularity of the finest outfit ever made for stereo work—the Stereo Auto Graflex.



Stereo Auto Graflex



Stereoscopic picture made on the Columbia River, Oregon.



# Price List of Auto Graflex Cameras

|   | 3 1/4 x 4 1/4   | 4 x 5           | 5 x 7            | 4 x 5<br>Revolving<br>Back | 5 x 7<br>Stereo<br>Graflex |
|---|-----------------|-----------------|------------------|----------------------------|----------------------------|
| Auto Graflex, without Lens  | \$ 75.00        | \$ 85.00        | \$100.00         | \$125.00                   | \$200.00                   |
| With B. & L. Zeiss Unar Lens,<br>Series I B, f 4.5                              | No. 4<br>113.50 | No. 5<br>127.00 | No. 6<br>163.00  | No. 6<br>188.00            |                            |
| With B. & L. Zeiss Tessar<br>Lens, Series II B, f 6.3                           | No. 4<br>108.50 | No. 5<br>125.00 | No. 6<br>159.50  | No. 6<br>184.50            |                            |
| With B. & L. Zeiss, Series VII<br>A, f 6.3                                      | No. 4<br>133.00 | No. 7<br>153.00 | No. 10<br>182.00 | No. 10<br>207.00           |                            |
| With B. & L. Plastigmat<br>Lens, f 6.8  | No. 1<br>109.00 | No. 2<br>125.00 | No. 4<br>155.00  | No. 4<br>180.00            |                            |
| With Cooke Lens, Series<br>III, f 6.5   | No. 4<br>110.55 | No. 5<br>128.65 | No. 6<br>147.70  | No. 6<br>172.70            |                            |
| With Goerz Lens, Series<br>III, f 6.8   | No. 1<br>115.50 | No. 2<br>131.35 | No. 3<br>156.25  | No. 3<br>181.25            |                            |
| With Goerz Lens, Type B,<br>f 4.8   | No. 1<br>117.30 | No. 2<br>134.00 | No. 3<br>160.30  | No. 3<br>185.30            |                            |
| Graflex Jr., with Cooke Fo-<br>cusing Lens, f 6.5                               | 75.00           |                 |                  |                            |                            |
| Stereo Auto Graflex, with-<br>out Lenses  |                 |                 |                  |                            | 200.00                     |
| Stereo Auto Graflex, with<br>matched Zeiss Tessar<br>Lenses, II b, No. 4, f 6.3 |                 |                 |                  |                            | 267.00                     |
| Stereo Auto Graflex, with<br>matched Goerz Lenses,<br>Series III, No. 1, f 6.8  |                 |                 |                  |                            | 283.50                     |
| Graflex Magazine Plate or<br>Cut Film Holder                                    | 13.00           | 13.00           | 15.00            | 13.00                      | 15.00                      |
| Film Pack Adapter, leather<br>covered   | 4.50            | 5.00            | 7.50             | 5.00                       | 7.50                       |
| Cartridge Roll Holder, leather<br>covered                                       | 7.50            | 7.50            | 10.00            | 7.50                       | 10.00                      |
| Superior Leather Case for<br>Camera and Film Pack<br>Adapter, with lock and key | 10.00           | 11.00           | 13.00            | 12.00                      | 13.00                      |
| Superior Leather Case for six<br>plate holders, lock and key                    | 6.00            | 6.00            | 10.00            | 6.00                       | 10.00                      |
| Case for Camera and Maga-<br>zine Plate Holder or Roll<br>Holder                | 11.50           | 12.50           | 15.00            | 14.00                      | 15.00                      |
| Extra Graflex Plate Holders   | 2.50            | 2.50            | 3.50             | 2.50                       | 3.50                       |
| Extra Lens Boards   | .50             | .60             | .70              | .70                        | 2.00                       |

The focal capacity, weight and dimensions of Auto Graflex Cameras, are given on page 19.





Negative made with a Graflex Camera, by Geo. Adams, Detroit, Mich.  
 O'Neil, of Chicago, at the bat. Picture taken just as he struck the ball foul. It has not yet reached the ground.  
 Both Catcher Warner and the Umpire are not aware of the ball's location.



Turning a Somersault. Made with a Graflex Camera.



# The Auto Graflex Jr.

Patent Applied for

The Graflex Jr., is the latest addition to the Graflex line. It embodies the Graflex principles of picture taking and, while not adapted for as wide a field of work as the regular Auto Graflex Cameras, its many advantages in connection with the moderate price, will make it a favorite outfit among a large number of amateurs desiring an equipment adapted for ultra rapid photography.

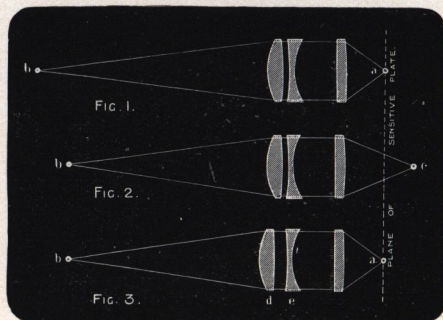


Auto Graflex Jr.

The shutter is our new Auto Graflex. It can be set for instantaneous exposures up to the six-hundredth part of a second by a half turn of the winding key. Slow automatic and time exposures of any duration may be made. A dial on the outside indicates the size of the curtain aperture. The curtain is made in

one piece and has apertures from full opening to  $\frac{1}{8}$  of an inch.

A unique feature of this camera is the method of focusing. It is fitted with a Cooke Focusing Lens manufactured especially for the Graflex Jr. The construction of this lens provides a means of focusing objects located at various distances, while it remains at a fixed distance from the sensitive plate or film. This avoids the necessity of a bellows or any other means of extending the front of the camera.



The principle upon which the lens acts is shown by the diagram.



Fig. 1 represents in section the three simple glasses of a Cooke Lens, which form at the point "a" an image of the distant object "b."

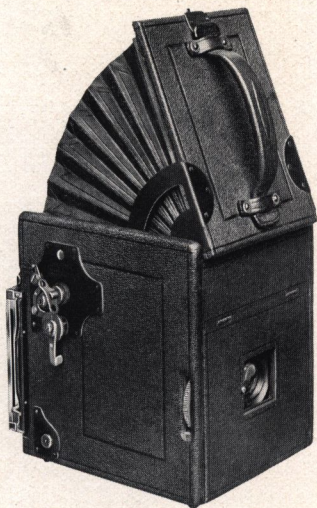
In Fig. 2 the object "b" is shown nearer the lens, so that with any ordinary lens, the image would fall at "c", and be out of focus on the sensitive plate.

In Fig. 3, however, it is shown that by increasing the separation of the glasses "d" and "e", the focus of the entire lens is altered sufficiently to bring the image of the near object "b" to focus at "a" upon the sensitive plate.

The movement of the glass is effected by a half turn of the graduated ring controlled by a large milled head, which projects through the right-hand side of camera.

Cooke lenses consist of only three glasses. There is no yellow cement to act in the slightest degree as a ray filter, and so reduce the speed. They are employed in astronomical observations in this and foreign countries, and used extensively by the U. S. Geological Survey.

The Graflex Jr. takes the regular Graflex holder, film pack adapter or magazine plate holder. Outside dimensions of the camera are  $6\frac{1}{8} \times 5\frac{3}{8} \times 6\frac{3}{4}$  inches. Weight 53 ounces. Made only in  $3\frac{1}{4} \times 4\frac{1}{4}$ . The Cooke lens only is fitted to this camera.



## Price

Graflex Jr. open for use

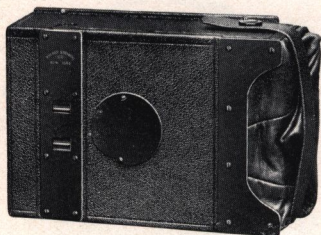
|   |          |
|---|----------|
| Graflex Jr. with Cooke Anastigmat Lens <i>f</i> -6.5, and one         |          |
| Graflex Double Plate Holder . . . . .                                 | \$ 75.00 |
| Extra Graflex Plate Holders, each . . . . .                           | 2.50     |
| Film Pack Adapter, leather covered . . . . .                          | 4.50     |
| Cartridge Roll Holder, leather covered . . . . .                      | 7.50     |
| Magazine Plate or Cut Film Holder . . . . .                           | 13.00    |
| Superior Leather Case for Camera, with lock and key . . . . .         | 10.00    |
| Case, if made for Camera and Magazine Holder or Roll Holder . . . . . | 11.50    |



# The Graflex Magazine Plate and 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.

The entire number of plates in the magazine may be exposed, or one or more may be exposed and removed for development. In this case the empty septums are replaced in the back of the magazine to fill the space and keep the springs at proper tension. The magazine carries an extra septum that serves as a shield or protector. It dispenses with the usual "slide," thus avoiding any chance of fogging, and permits the magazine to be detached from the camera in daylight.

The leather bag is made of superior quality of extra heavy leather, very soft and flexible. It folds up neatly into the end of the magazine and occupies no more space than the caps of ordinary plate holders.

## Price

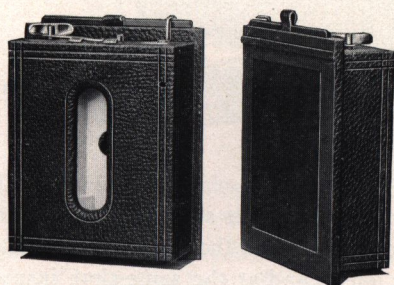
|               |   |   |   |   |   |   |   |         |
|---------------|---|---|---|---|---|---|---|---------|
| 3 1/4 x 4 1/4 | . | . | . | . | . | . | . | \$13.00 |
| 4 x 5         | . | . | . | . | . | . | . | 13.00   |
| 5 x 7         | . | . | . | . | . | . | . | 15.00   |



# The Graflex Cartridge Roll Holder

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

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.



Graflex Cartridge Roll Holder

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.

## Price

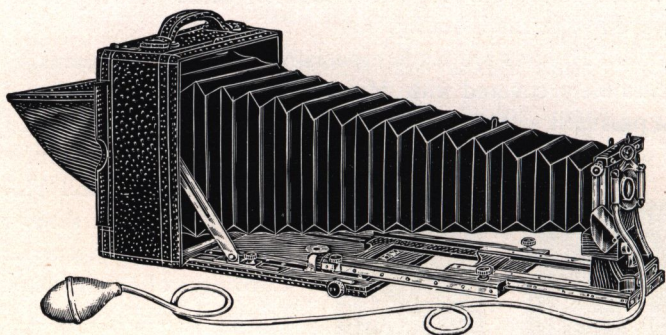
|         |   |   |   |   |   |   |         |
|---------|---|---|---|---|---|---|---------|
| 3¼ x 4¼ | . | . | . | . | . | . | \$ 7.50 |
| 4 x 5   | . | . | . | . | . | . | 7.50    |
| 5 x 7   | . | . | . | . | . | . | 10.00   |

## Focal Capacity, Weight and Dimensions of Auto Graflex Cameras

|                          | 3¼ x 4¼      | 4 x 5        | 5 x 7        | 4 x 5<br>Revolving<br>Back | 5 x 7<br>Stereo<br>Graflex |
|--------------------------|--------------|--------------|--------------|----------------------------|----------------------------|
| Dimensions . . .         | 6½ x 5½ x 6¾ | 7½ x 6½ x 7¾ | 9¾ x 8¼ x 8½ | 8½ x 6½ x 7½               | 7½ x 9 x 8¾                |
| Focal Capacity . . .     | 7 inches     | 8½ inches    | 12½ inches   | 11½ inches                 | 8 inches                   |
| Size of Lens Board . . . | 2½ x 2½ in.  | 3 x 3 inches | 4 x 4 inches | 3½ x 3½ in.                | 3¼ x 5¼ in.                |
| Weight . . . . .         | 3¼ pounds    | 4¾ pounds    | 7¼ pounds    | 5½ pounds                  | 7 pounds                   |



# The Reversible Back Cycle Graphic



The Reversible Back Cycle Graphic represents all that is perfect in a camera of the cycle type. It is condensed into the smallest compass that will allow the use of long focus lenses and at the same time insure rigidity when extended to its full capacity.

It is constructed of the best quality, selected stock, lock jointed, and covered with handsome black grained leather.

The front runs out on telescopic tracks, reenforced by angle brass guides, locking rigidly, by milled head binding screws. The front is clamped by a wide base block and heavy bolt, insuring rigidity and strength.

The rising and falling front is held in position by milled head button on either side. The binding strip rises with the front and allows the use of lenses with large flanges.

Focus is obtained with fine rack and pinion, operated by large milled head button.

The bellows is of the finest quality red Russia leather, lined with the best grade of percaline. A ring prevents sagging when using short or medium focus lenses.

The back swings upon its hinge and locks in position by milled head screws in sliding brackets on platform.



The extension tracks being in the form of frames, allow extra large lens space when closed, Cycle Graphics taking lenses two or more sizes larger than the plate calls for.

A brilliant view finder with hood is attached to the front, *moving with it when focusing*. The lens board is removable.

## Prices

**Including one Plate Holder and Sole Leather Case.**

|  | 4 x 5           | 5 x 7            | 6 ½ x 8 ½        | 8 x 10           |
|--|-----------------|------------------|------------------|------------------|
| Reversible Back Cycle Graphic, with Graphic Rapid Rectilinear Lens and Automatic Shutter . . . . | \$ 40.00        | \$ 50.00         | \$ 62.00         | \$ 75.00         |
| With B. & L. Plastigmat Lens and Volute Shutter . . . .  | No. 2<br>89.00  | No. 3<br>105.00  | No. 5<br>142.50  | No. 6<br>170.00  |
| With B. & L. Zeiss Convertible Protar, VII A Lens and Volute Shutter                             | No. 7<br>117.00 | No. 10<br>140.50 | No. 11<br>162.00 | No. 17<br>247.50 |
| With Goerz Lens Series III and Volute Shutter . . . . .  | No. 1<br>90.50  | No. 3<br>116.25  | No. 5<br>150.90  | No. 6<br>176.30  |
| Reversible Back Cycle Graphic, no lens or shutter . . . . .                                      | 32.00           | 40.00            | 49.00            | 60.00            |
| Extra Plate Holders . . . . .  | 1.00            | 1.25             | 1.75             | 2.00             |
| Auto Graflex Focal Plane Shutter .   | 25.00           | 28.00            | 31.00            | 35.00            |



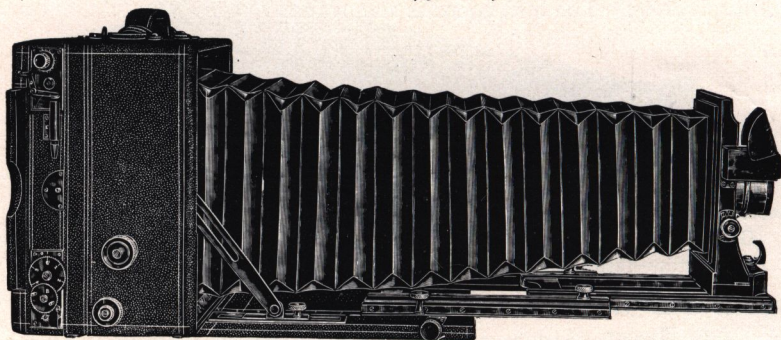
Made with a Graflex Camera.



# Reversible Back Cycle Graphic Special

## With Auto Graflex Shutter

FOLMER'S PATENT, JUNE 21, 1904



For practicability, beauty of finish and all qualities that go to make an ideal instrument, this camera is unique. It is provided with double shifting front and double swing back with fine rack and pinion adjustments, both front and back focus, large front frame with extreme rise of lens board, falling front, reversible back, Graflex Focal Plane Shutter, reversing with the back and fitted with all possible adjustments for convenience, simplicity and precision.

The Graphic Special is built of the best quality stock, lock jointed, re-enforced, and covered with the finest grade of morocco leather. All the metal parts are gun-metal finish and the woodwork is ebonized.

The extension bed is composed of two telescopic frames, reenforced with angle metal guides, running in heavy milled tracks. Spring tension holds the front shift without additional binding screws.

Both front and back focus are controlled by fine rack and pinion movements.

The bellows is wedge-shaped and tapers gradually to a large front board frame. It is made of the best quality black Russia leather, lined with the finest grade of percaline, and fitted with rings to prevent sagging when in use with short or medium focus lenses.



Liberal swing movement is provided. For long focus work the back swing may be operated on its hinge joint and for short or medium focus, either by use of the hinge joint or by an independent double swing at back.

Space is provided in the frame of the extension track, when folded, for lenses of large size.

The Shutter is the latest model Auto Graflex which may be adjusted for speeds up to the one-thousandth part of a second. Description will be found on page 9.

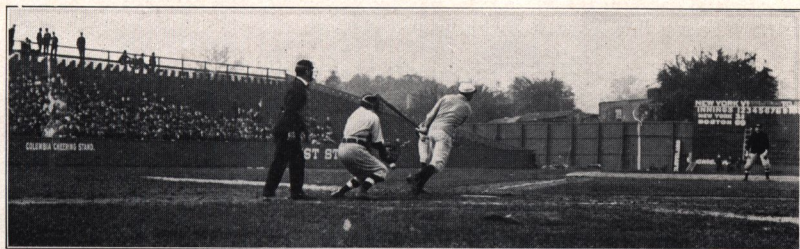
A brilliant view finder with hood is attached to the front. The lens board is square and rises independently of the bellows, thus providing the greatest possible range in use. The lens board is removable.

The handles are padded and secured to the camera by loops, rivited on. This camera is made only in 5 x 7 and 6½ x 8½ sizes.

## Prices

**Including One Double Plate Holder and Sole Leather Case**

|  | 5 x 7              | 6½ x 8½            |
|--|--------------------|--------------------|
| Reversible Back Cycle Graphic Special with Goerz Lens,<br>Series III . . . . . | No. 3<br>\$ 156.25 | No. 4<br>\$ 188.00 |
| With B. & L. Plastigmat Lens . . . . .   | No. 4<br>155.00    | No. 5<br>195.00    |
| With B. & L. Zeiss Protar Lens, Series VII A . . . .                           | No. 10<br>182.00   | No. 13<br>226.50   |
| Camera with Auto Graflex Focal Plane Shutter, but no Lens                      | No. 10<br>100.00   | No. 13<br>120.00   |



A remarkable Graflex snapshot made during a ball game between the New York and Boston American League Teams. The batter has just struck at the ball, missed it, and swung his bat so far back that it hit the catcher on the head, knocking him senseless. The ball will be noticed just under the catcher's glove.



# Stereoscopic Graphic

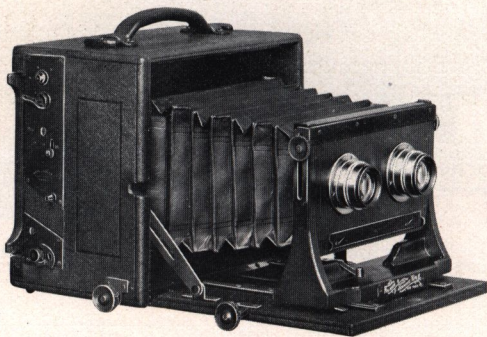
## with Auto Graflex Shutter

FOLMER'S PATENTS, NOVEMBER 5, 1901; AUGUST 5, 1902

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 oxidized 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.

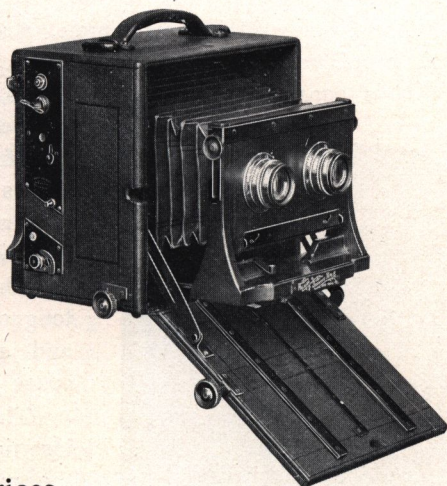
The Auto Graflex Focal Plane Shutter is fitted and is a feature of the outfit. (See description page 9.)

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



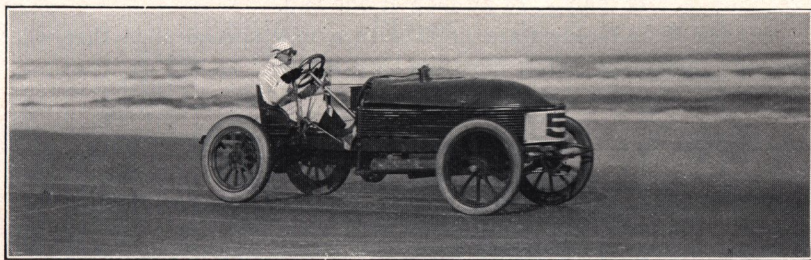
camera and a large, hinged focusing panel, with side shields, gives full view of the screen. The regular lenses are a pair of Graphic Rapid Rectilinear, of just the right focus to include a pleasing angle of view. They may be used to advantage for architectural subjects and views — in fact they answer every purpose for general stereo photography, when the high-grade Anastigmat form of lens is not desired.

As will be noted below, we also list this camera with B. & L. Zeiss Tessar and Goerz Series III, Anastigmat Lenses.



### Prices

|   | 5 x 7     |
|---|-----------|
| Stereoscopic Graphic, complete, with matched Graphic Rectilinear Lenses | \$ 100.00 |
| Extra Plate Holders, each   | 1.25      |
| With matched B. & L. Zeiss Tessar Lenses II B, No. 4                    | 150.00    |
| With matched Goerz Lenses, Series III, No. 1                            | 163.50    |
| Superior Sole Leather Carrying Case                                     | 10.00     |
| Stereoscopic Graphic with Auto Graflex Shutter, no Lenses               | 80.00     |



Arthur McDonald making a mile in 34 2-5 seconds, at Ormond Beach, Florida.  
Negative made with a Graflex Camera by J. C. Hemment. Copyright.

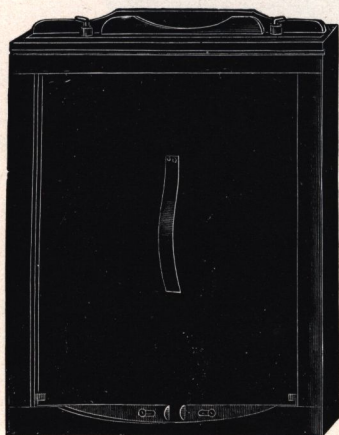


# The Graflex Plate Holder

PATENTED OCT. 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

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

|         |   |   |   |   |   |   |   |   |   |         |
|---------|---|---|---|---|---|---|---|---|---|---------|
| 3¼ x 4¼ | . | . | . | . | . | . | . | . | . | \$ 2.50 |
| 4 x 5   | . | . | . | . | . | . | . | . | . | 2.50    |
| 5 x 7   | . | . | . | . | . | . | . | . | . | 3.50    |

"After using both your Graphic and Graflex Cameras for the past seven or eight years, I am more than convinced that they are the best made cameras on the market."

Yours truly, GEO. D. PRATT, New York,



# The Graphic Plate Holder

PATENTED OCT. 25, 1904

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

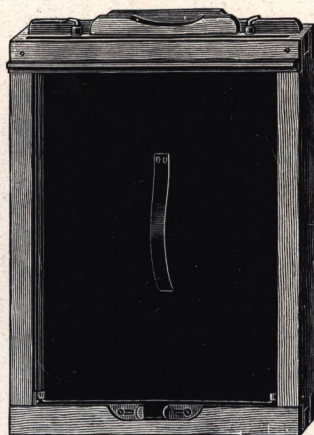
They are compact, yet strong, being made of selected, well-seasoned cherry and fitted with our new finger spring cut-off, which prevents the entrance of light and fogging of plates when drawing or replacing slides.

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.

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.



Graphic Plate Holder

## Prices

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

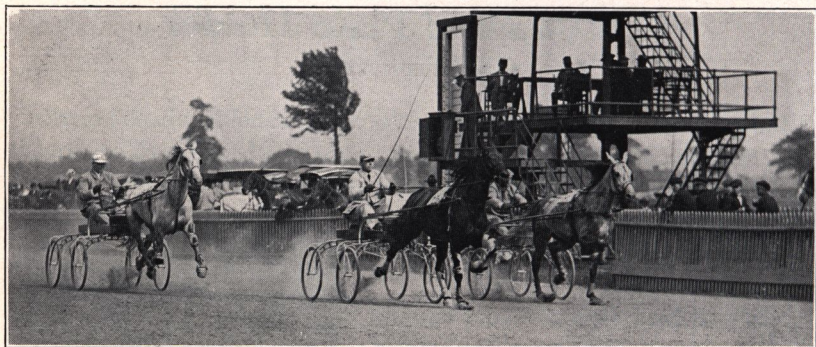
"I am pleased to state that having used the Graflex Camera since you first brought it out, I consider it the best of its type that has ever been, or now is, on the American market.

You have retained the quality and stability of all your previous types of cameras in combination with practical mechanism which responds instantly, by simple manipulation, to the will of the operator, and enables one to obtain results with precision and accuracy every time."

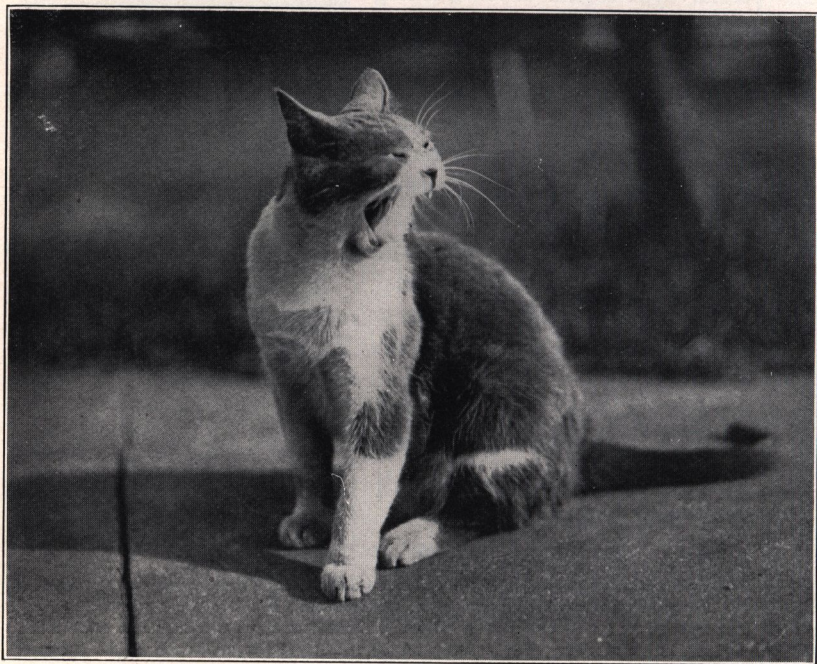
Yours very truly,

HARRY COUTANT.





Made with a Graflex Camera.

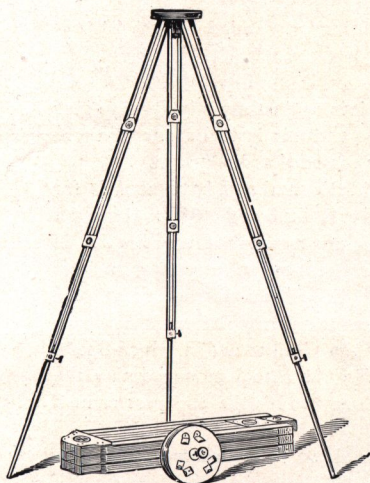


Made with a Graflex Camera, by John W. Decker, Columbus, Ohio.



# The Crown Tripod

FOLMER'S PATENT, JUNE 23, 1903



The Crown Tripod

The Crown is a four-section telescopic folding tripod, absolutely rigid, quickly set up and readily adjusted for height.

It is made of selected straight-grained cherry, soaked in an oil bath for ten days before being finished. The wood is then rubbed down and shellacked. This treatment renders it extremely tough and practically waterproof.

For carrying, the lower sections telescope into the third and the upper section folds back upon it, making it very compact.

All binding screws on lower sections of this tripod are "upset" and cannot be lost.

Taper pins in the ear pieces of the head fit snugly into metal-tipped sockets of the legs, preventing loose joints and side play.

Expansion brackets in the upper section make it impossible for the legs to be detached from the head until brackets are folded.

The No. 1 when closed, measures  $16\frac{1}{4}$  inches and weighs with top, 36 ounces. When extended to its full capacity, it stands  $4\frac{1}{3}$  feet high.

The No. 2 closed, measures  $17\frac{1}{4}$  inches long and weighs with top, 65 ounces. When extended, it has a height of  $4\frac{2}{3}$  feet.

The No. 3 closed, measures 20 inches long and weighs with top, 70 ounces. When extended, it has a height of  $5\frac{1}{2}$  feet.

## Price

|                                     |   |   |   |   |         |
|-------------------------------------|---|---|---|---|---------|
| No. 1 Crown Tripod with 4-inch top, | . | . | . | . | \$ 5.50 |
| No. 2 Crown Tripod with 6-inch top, | . | . | . | . | 6.00    |
| No. 3 Crown Tripod with 6-inch top, | . | . | . | . | 7.50    |



## Commendatory

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September 9, 1905.

Messrs. FOLMER & SCHWING,

*Gentlemen* : — As you are aware, it is against my principles to give testimonials except on rare occasions — and this is to be one of those occasions, for I believe you have fully earned that distinction.

Ever since the Graflex has been in the market I have used it for many purposes. At present I own a 5 x 7, 4 x 5 and a 3¼ x 4¼ and I confess the family has never caused me one moment of uneasiness. It is beyond my understanding how any serious photographer can get along without at least one Graflex. If circumstances compel me to choose but one type of camera when off on a trip, it invariably means my taking a Graflex. A Pocket Kodak, a Graflex and a tripod 8 x 10 is a complete outfit for any pictorialist. In actual money outlay the Graflex may be expensive, but in the long run it's the cheapest camera I ever owned.

Wishing you the reward your work so fully deserves, and with kindest regards,

Yours, etc.

ALFRED STIEGLITZ.

1111 Madison Avenue,  
New York

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BOSTON, MASS., August 7, 1905.

FOLMER & SCHWING CO.,

*Dear Sirs* : — On my tour of the world in a motor car, I have taken over 1000 pictures with your 4 x 5 Graflex with wonderful success. I have carried the camera 25,100 miles on my motor car in 24 countries and will use it on a second tour around the globe, beginning in India in November of this year.

I enclose a sample of the work. As they are all excellent it is difficult to select one photograph.

Very truly yours,

CHAS. J. GLIDDEN.



# Special Apparatus to Order

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In addition to the apparatus catalogued in the preceding pages, we have exceptional facilities for designing and constructing Special Cameras and Photographic Apparatus. A feature of our business is providing equipments for any kind of Photographic research, or investigation.

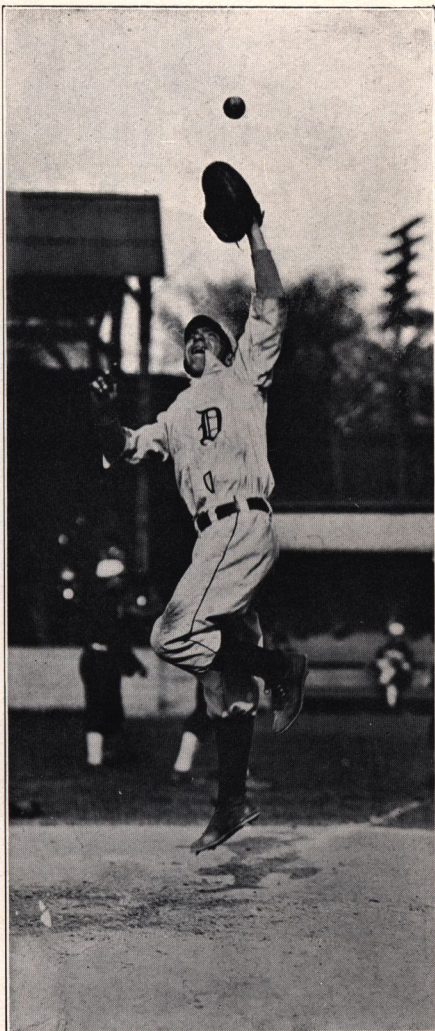
Many of the largest Hospitals, Colleges, Agricultural Experiment Stations, etc., use exclusively apparatus designed by us to meet their individual requirements. We are always pleased to receive inquiries along these lines, and upon request will furnish estimates.

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**Folmer & Schwing Co.**

Rochester, N. Y.



**Will he get it?**

Made with a Graflex by Geo. Adams, Detroit, Mich.



## Our Terms

- ☞ All quotations are net and f. o. b. Rochester. We make no charge for packing, and guarantee safe arrival of goods when forwarded by express. Shipments by mail are always at the risk of purchaser, and postage must invariably be added to the cost.
- ☞ Remittance can be made by draft on New York, post-office or express money order, or registered letter. Personal checks, from parties unknown to us, will delay shipment of goods until check can be collected. Ten cents must be added to all personal checks to cover cost of exchange.
- ☞ For the convenience of our customers, we suggest they purchase through a regular dealer in photographic goods, as they can thus save time and transportation charges.

**Folmer & Schwing Co.**

**Rochester, N. Y.**

July 1, 1906.



FOLMER & SCHWING Co.,  
ROCHESTER, N.Y.