

GRAFLEX PHOTOGRAPHY

Proof!

FOR YOU



"Just a Handful"

National **GRAFLEX**

THE EVIDENCE

ON LAND



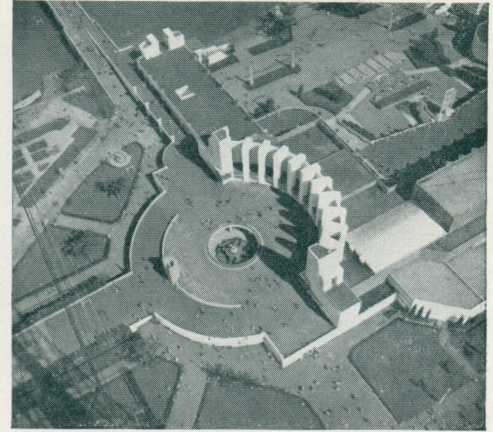
National
GRAFLEX
Negatives

AT SEA



National
GRAFLEX
Negatives

FROM THE SKIES



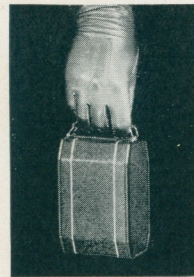
World-wide National GRAFLEX Owners Agree that

National GRAFLEX Pictures Are BETTER



The Jury: A silk merchant in New York... a world-renowned author and explorer... the wife of a U. S. Industrial Tycoon... a Royal Prince of Siam... a world-famous aviatrix... a gold miner in Alaska... a nationally-famous radio songster... a banker in China... an engineer in Mexico... an exporter in Rio de Janeiro... a French Consul in Africa... a soldier in Hawaii... a soldier of fortune in Turkey... and scores of Mr., Mrs., and Miss Americas from every walk of life.

These people, *owning* and *using* National Graflex cameras, comprise the jury. They are scattered throughout the world, living under many flags, and under every climatic condition. Their verdict is predicated on conclusive evidence—*outstanding pictures.*



NATIONAL GRAFLEX
Compactly closed for
easy carrying

The Verdict: "On Land... at Sea... from the Skies... National Graflex is *the camera* for better and more interesting pictures.

"No more picture-taking guesswork! In the Graflex focusing hood you see your picture subject... clear... sharp... composed as you want it... to the instant of exposure. The focusing lens is the taking lens! You *know*, before you release the efficient Graflex focal plane shutter, just what your picture will be."

Because National Graflex heads off picture failures at the source, you too can know the thrill and satisfaction of better, more interesting pictures. Whether you want to photograph babies, bears, bugs or battleships, National Graflex is the logical camera for you to see and try before you buy.

NATIONAL

GRAFLEX FEATURES

Picture-making
Guesswork Eliminated:

- By Graflex Ground Glass Focusing. See the True Sized Picture Right Side Up.
- By Exclusive National Graflex Exposure Guide. Tells you correct Lens & Shutter Setting.

Picture-making
Practice Facilitated:

- With 8-speed GRAFLEX Focal Plane Shutter (Range: 1/30 to 1/500).
- With B.&L. TESSAR f.3.5 Lens, 75 mm.
- With new Compactness . . . Easily Used and Carried.
- With built-in Focusing Magnifier.

10 pictures— $2\frac{1}{4} \times 2\frac{1}{2}$ —from No. 120 8-exposure roll film. Vivid album-sized contact prints.

Automatic film measuring and tightening device holds the film in a taut focal plane for each picture.

Beautiful appearance. Sturdy construction. Concealed controls. Smooth exterior. Small—overall only $5\frac{3}{8} \times 3\frac{9}{16} \times 2\frac{9}{16}$ inches.

These and many other features make the National Graflex deservedly popular and desirable. You will want to see it at your dealers.

PRICES

National Graflex	\$78.50
Crown Jr. Tripod	6.75
Sole Leather Carrying Case	4.50
Waterproof Suede Carrying Case	3.00
National Graflex Wratten Filters in Mount:	
K-1, K-2, X-1, X-2, and Sky . . . each	3.00
National Graflex Copying Attachment	2.50
National Graflex Sun Shade	1.00

Graflex & Graphic Cameras

ARE MANUFACTURED BY

**FOLMER GRAFLEX
CORPORATION**

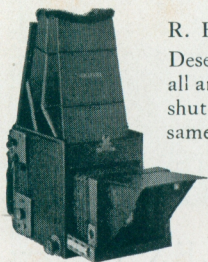
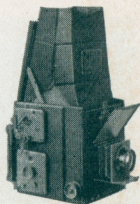
Rochester, N. Y.



OTHER

GRAFLEX FAVORITES

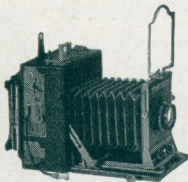
Series B GRAFLEX: Reliable, practical, popular. Focal plane shutter gives 24 speeds from 1/10 to 1/1000 second and any time desired. Kodak Anastigmat *f.4.5* lens. Uses cut film, roll film, plates, film packs. Made in sizes 3¼x4¼, 4x5, 5x7. Also made with Revolving Back—2¼x3¼, 3¼x4¼, 4x5.



R. B. Series D GRAFLEX:

Deservedly popular because of its all around utility and ability. Same shutter as Series B and provides same choice of film and plates. Removable lens board permits wide selection of lenses. Revolving Back is standard equipment. Made in sizes 3¼x4¼, 4x5.

SPEED GRAPHIC: Approved and praised by Press Photographers. GRAFLEX focal plane shutter gets even the most difficult shots. Both direct vision and ground glass focusing. Accommodates plates, films, and film packs. Removable lens board to take regular or ultra fast lens and between lens auxiliary shutter. Made in sizes 4x5 and 5x7.



GRAFLEX
Hall of Photography
Century of Progress
Chicago