

FOLMER & SCHWING COMPANY

12-14 CALEDONIA AVENUE

ROCHESTER, N. Y.

Our complete descriptive catalog of the Graflex is being mailed to you to-day.

The Graflex Camera occupies an exclusive position in that it possesses features which make it indispensable for speed work, while at the same time these same features render it a most convenient and effective type of camera for general hand camera work. In other words, the Graflex will do all that any other hand camera will do (excepting that it will do it better) while at the same time it makes possible a class of work which other cameras cannot do.

The Focusing Mirror, which allows the object to be seen full size of plate, right side up, at the very instant of exposure, is such an extremely effective arrangement that it can't help but appeal to those who are interested in eliminating the guess work in photography.

The Graflex Focal Plane Shutter, which forms a part of the Graflex, demands more extended reference than can be given in this letter. A careful investigation of its construction and its superior advantages is invited.

We should appreciate very much any inquiries which you might care to make regarding Graflexes, what they will do, or how they are made.

Yours truly,

FOLMER & SCHWING COMPANY.