



GRAFLEX Journal

SHARING INFORMATION ABOUT GRAFLEX AND THEIR CAMERAS

ISSUE 1 2024

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MARKETING GRAFLEX CAMERAS The Bargain List

By Ken Metcalf

The goal of this article is to present information about a little-known part of the Folmer & Schwing sales strategy, namely, the bargain list. It would be impossible to write without the research done by Les Newcomer and the collections of Les and the George Eastman Museum (GEM). An impediment, is a lack of dates on most items, offset somewhat by dateable street addresses.

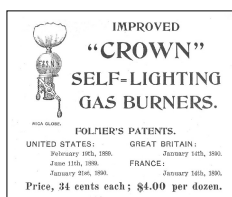
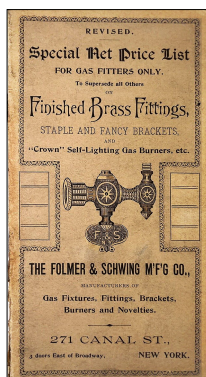
A helpful street address timeline was developed by Les from the Trow NYC directories¹:

387 & 391 Broadway	1887 to 1891
271 Canal	1892 to 1898.

Folmer & Schwing Mfg. Co. was "established" in 1887 at 387 Broadway in New York City². They initially sold gas lighting fixtures of their own patent (404,830) and items of others, then moved to Canal Street in 1892. An exact date is, according to Les, difficult, as ads are often submitted late in one year, but not used until the following year. As an example, I found an ad for Folmer's patented watch, dated 1892, at 391 Broadway in the 1892 Army & Navy Journal, while they probably had already moved to 271 Canal.



As noted, prior to adding bicycles and photo equipment, the company sold gas lighting fixtures, with catalogs, trade cards and ads. First from Broadway then Canal St.



Les noted that, like their first branded cameras, gas fixtures and bicycles were probably made by others, possibly Scoville & Adams³.

Bargain sales and lists.

For this article, I will limit the time span to the Canal Street address, plus 1905.

Bargain lists were common by stores that sold cameras. Excerpts at right are from an 1899 74-page bargain list containing "exchanged hand cameras," new discounted Poco cameras, as well as new accessories.



SECOND. Our prices—it requires no ear trumpet to understand them. Figures speak louder than words.

Our Exchange Department

Has met with great success.

CASH

We will buy for spot cash any Camera, Lens or Outfit that is in fair condition.

COMMISSION

We will advertise your Camera, Lens or complete Outfit in our Bargain Lists and sell them for 10% commission.
No sale, no charge.

EXCHANGE

Old style Camera can be exchanged to advantage for the latest and most improved in our Exchange Department, where a full stock of Cameras is on exhibition.
Our Bargain List mailed upon application.

THE FOLMER & SCHWING MFG. CO., 271 Canal Street, N. Y.

Bargains in Cameras and Lenses

New and Second-Hand.

A complete assortment of all the leading makes of Cameras and Lenses at from 10 to 50 per cent discount.

We buy, sell or exchange Cameras and Lenses. A large stock of second-hand Cameras and Lenses on hand at Panic Prices.
Cameras, Lenses and shutters repaired.

Stanley, American and New Eng. No. 1, \$1.25.
Land Dry Plates, 4x5, 45 cents; 5x7, 72 cents; 6x8, 95; 6x9 1/2, \$1.10. Chemicals and Supplies. Printing and Developing.

Photogenic Paper, 20c. 30c. 35c. 50c. 70c.
Cabinets, \$1.50 per gross.

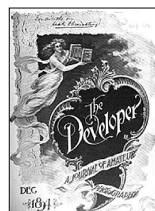
Send 4c stamp for illustrated catalogue and bargain list.
THE FOLMER & SCHWING MFG. CO.

271 Canal Street, (Three doors East of Broadway) New York.

"Send 4c stamp for illustrated catalogue and bargain list."

Folmer & Schwing bargain lists.

In the 1894 F&S retail catalog (above, left), the company offered to exchange your camera in at least "fair condition," for one of their new cameras, then attempt to sell your camera in a bargain list, less 10% as partial payment. I think!



The 1894 ad (above, right) from the Developer (left) is important, I believe, because it shows that F&S was a discount seller of photo equipment from the start, by sending bargain lists along with retail catalogs!

What is interesting about these lists is that, except for Folmer & Schwing, none of the large photographic manufacturers, Eastman Kodak, E. & H.T. Anthony, or the Rochester Optical Company, directly sold to the public at a discount. Here is a quote from a 1905 lawsuit, which is printed in more detail on the last page of the Journal.

"THERE are a number of mercantile houses in the United States, whose products, owing to high quality are always sold at a standard price, and the mere fact that any such products, other than second-hand or shop-worn, should be offered for sale below this price, ought at once to excite suspicion in the mind of the purchaser."

Obviously not true!

All of the so-called bargain lists used the Canal Street address. So far, I found only 8 lists, from covers only to full lists, at the George Eastman Museum, the Les Newcomer collection, and copy sources. Samples suggest the lists were issued between 1894 and 1897, with the last one numbered No. 14. The most prevalent size is 3¼x6½".

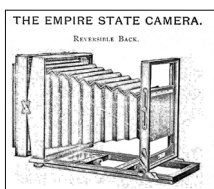
No. 537.—1 4 x 5 Sunol Camera. 1 Plate Holder. List 7.50	Almost new. Good order.	Sell for 4.00
No. 538.—1 4 x 5 Dauphino Camera. 1 Plate Holder. List	Good order.	Sell for 2.50
No. 539.—1 4 x 5 Triad Detective Camera. 1 4 x 5 Roll Holder. List 25.00	Almost new.	Sell for 20.00
No. 539½.—1 3 Premier R. R. Lens. 3 Plate holder. List 34.50	Good order.	Sell for 17.00
VIEW CAMERAS.		
No. 540.—1 8 x 10 Carlton Camera. 1 Plate Holder. List 52.00	Almost New.	Sell for 40.00
No. 541.—1 5 x 8 Universal Camera. 1 Plate Holder. List 36.00	Almost New.	Sell for 18.00
No. 543.—1 4 x 5 Waterbury Camera and Lens. 1 Plate Holder. List 12.00	New.	Sell for 7.50
No. 543.—1 6½ x 8½ Universal Camera S. S. 3 Plate Holder. List 40.00	Almost New.	Sell for 30.00
No. 544.—1 5 x 8 Rochester View Camera D. S. and Lens 1 Plate Holder. List 32.50	New.	Sell for 17.50

At left, page 5 of 12 pages of an early undated bargain list in the GEM collection, shows one of their sales strategies. Namely, offering exchanged cameras at a 50-60% discount to the listed price, then using the net proceeds (proceeds less 10% commission to F&S) as partial payment for their new F&S camera.

This list had 132 items, with no F&S Mfg. cameras and no illustrations.

A comparison of an item from the bargain list (below, left) and the 1894 F&S Mfg. catalog (below, right), shows that the "list" price came from their catalog.

No. 555.—1 8 x 10 Empire State Camera, S. S. 1 Plate Holder. List 25.00	Good as New.	Sell for 20.00
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NO.	SIZE OF VIEW.	SINGLE SWING.	DOUBLE SWING.
125.....	5 x 7	\$10 20	\$15 00
126.....	5 x 8	15 00	19 50
127.....	6½ x 8½	19 80	21 60
128.....	8 x 10	22 50	25 20
129.....	10 x 12	28 80	31 50

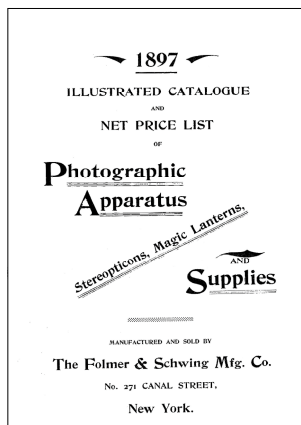
In a letter from William Folmer to Rodolph Speth (at the Eastman Kodak Company, and in the George Eastman Museum collection), Folmer & Schwing started making their own Graphic cameras in 1897.



Their 1897 14th Anniversary list (Not dated but derived, far left.) had 323 items and 64 pages! In addition, many products were illustrated and non-camera photo items were included.

Their 85-page 1897 catalog (courtesy the GEM collection,

left) had numerous items, including "Graphic" badged cameras.



According to Mr. Speth "...Mr. Folmer himself is a remarkably good salesman..." Although, in 1897 it is, at best, confusing.

First, a bargain list was not advertised in the catalog, and possibly not given with the catalog.

Second, there was only one Graphic and one Cycle Graphic illustrated, although they showed "The Graphic" six times on three pages. The difference being various lenses, and one without a lens.

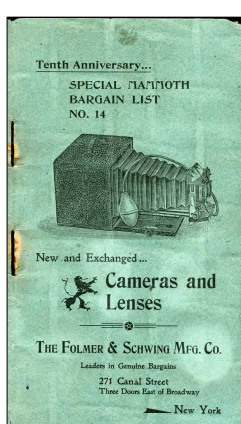
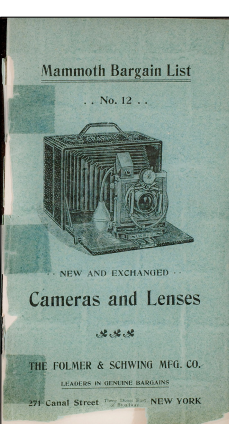
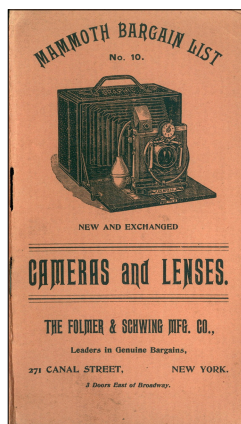
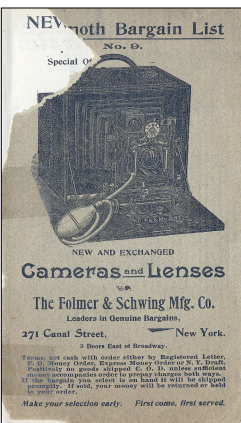
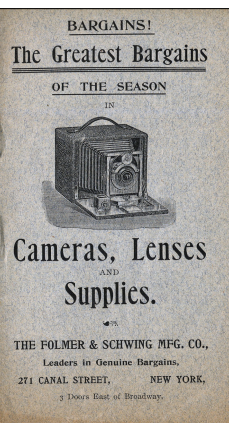
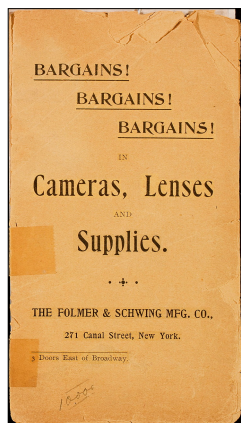
NEW BARGAIN LIST
... No. 14 ...

One each of the following New Cameras will be sold at these special bargain prices.
ONE ONLY, NO DUPLICATES

No. 1500. One 8 x 10 Graphic Camera, with double swinging and sliding front, removable lens board, rack and pinion for focusing, extra long draw of bellows, fitted with series 11A, Zeiss Anastigmat lens, Bausch & Lomb diaphragm shutter, with three (3) Graphic hard rubber slide plate holders. NEW Price \$140.00 Sell for \$105.00

through the bargain list you could buy one complete with a lens and shutter. But only ONE? I was unable to find the \$140 price in a catalog.

Here is a gallery of bargain list covers in a possible order of issuance. According to one theory, four lists were published each year from 1894 through 1897.



1905

There is substantial evidence that, when Mr. Eastman purchased Folmer & Schwing, a house cleaning was in order.

So what happened to items from an inventory taken of F&S items at the time of purchase by Eastman?

Here is part of a report to Eastman from his employee Rudolph Speth, dated November 17, 1905. "Finished stock is now accumulating and will be more so in four weeks from now, but nothing is done, no plans are made to dispose of it. Mr. Folmer, I think, is so optimistic in his views about

The Graphic.

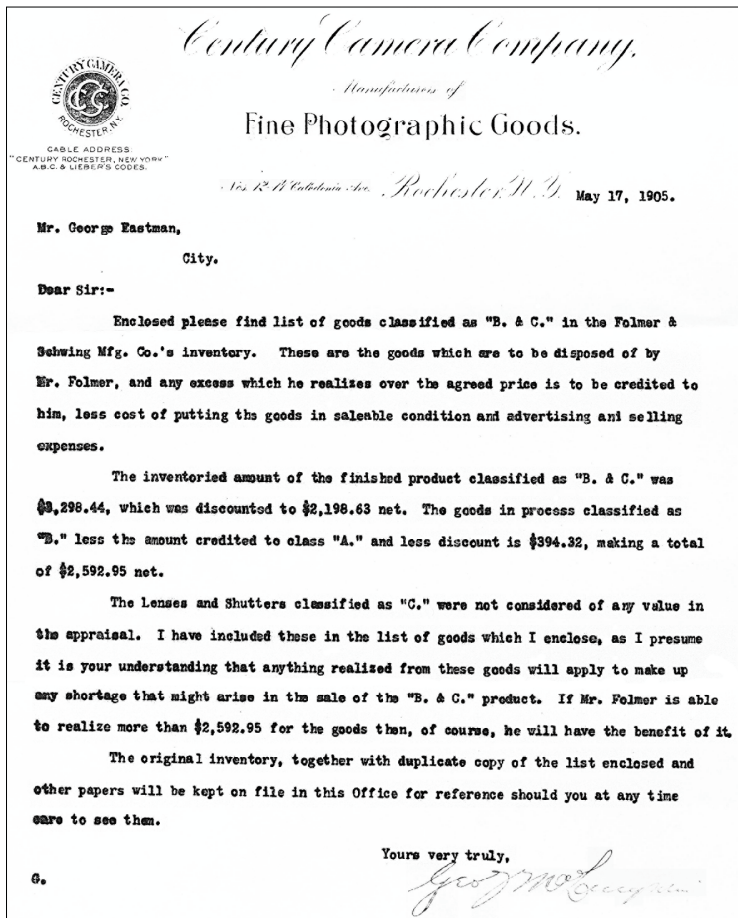
Without lens or shutter. One Graphic double plate holder.

	4 x 5	5 x 7	6½ x 8½	8 x 10
Graphic	\$22.00	\$30.00	\$40.00	\$50.00
Extra Plate Holders	1.25	1.50	1.75	2.25
Roll Holder, empty	10.00	12.50	16.00	20.00
Sole Leather Case	3.50	4.50	5.50	6.50

At left is the first page of the bargain list, and above, a page from the 1897 catalog. As is shown above, the 8x10 size was available only without a lens or shutter, while

selling these goods that to my notion he is altogether too overconfident about it. An illustration is the "B & C" goods taken over when this business was acquired. You will remember that Mr. Folmer talked as if he could dispose of these goods within a very short time, and to do it would be no trouble at all. About \$250.00 have been expended in advertising for these goods alone, and I think a little more than \$1,000.00 worth have been moved. Though Mr. Folmer himself is a remarkably good salesman, I doubt very much that he can create a sales organization to dispose of the Folmer Schwing product in the manner called for by the increased output. ... This of course would still have to be done under the name of Folmer & Schwing Mfg. Co."

The Century Camera Co. helped Folmer value inventory items. Then...



Like the Arc of the Covenant (at least to Graflex nerds), the original inventory is misfiled or lost.

Here are several 1905-8 photo magazine references to the B & C products.

CAMERA AND DARK-ROOM

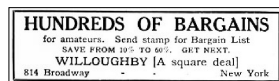
Trusting this is not too late to receive notice in your September issue, we are,
Yours very truly,

THE FOLMER & SCHWING MFG. CO
[We might add to the above announcement that the Folmer & Schwing Company have decided to discontinue the manufacture of some of their models and have issued a "Bargain List," quoting very low prices on the stock they have on hand. This is a chance to obtain at a low figure some very desirable cameras, as on the list there are some long focus cameras of rigid construction, especially suitable for telephoto work—Graphic Specials and Graphic Seniors. They will be pleased to send a copy of the list on application.]

THE PHOTO-AMERICAN

From the Folmer and Schwing Company, makers of Graphic cameras, comes a list of a lot of their excellent cameras which, on account of increased demand for their Graflex cameras, they are obliged to clear out, and at prices which should tempt all who are or are likely to be in the camera market. Just think of a 6½x8½ reversible back long focus Graphic camera, with double swing back-rising and sliding front, etc., for thirty-five dollars; twenty dollars below list price, and all others at about the same discount.

Here are several 1905-8 photo magazine ads for bargain lists from photo dealers. Lower right ad is not dated.



Conclusion

Based on samples, Folmer & Schwing continued issuing bargain lists until they started listing their own Graphic cameras in 1896-7.

Not covered are the uses of lots versus numbers, duplication of issues and precise dating of the lists. More information may help, although the company never thought there would be a review by a camera nerd!

A lot remains to be found about the sale of "B & C Goods."

- ¹ Trow, John, New York City Directories, Internet Archive.
- ² Kingslake, Dr. Rudolf, The Photographic Manufacturing companies of Rochester, New York, George Eastman House, 1997, p. 21.
- ³ Tim Holden interview with Theodore Hastings, ca. 1950

GEORGE EASTMAN MUSEUM



Here is a recent addition to their collection... Walker Evans' 4x5 Pre-Anniversary Speed Graphic. It is fitted with 2 range-finders, for Zeiss Tessar and B&L Zeiss Protar lenses; the side handle is now mounted on top to accommodate the second range-finder.



The camera's serial number 196211 is from a lot of 500 scheduled for production on January 4, 1937.

From Wikipedia... "Walker Evans (1903-1975) was an American photographer and photojournalist best known for his work for the Resettlement Administration and the Farm Security Administration (FSA) documenting the effects of the Great Depression. He said that his goal as a photographer was to make pictures that are "literate, authoritative, transcendent."

Many of his works are in the permanent collections of museums and have been the subject of retrospectives at such institutions as the Metropolitan Museum of Art and the George Eastman Museum.

JET-REFLEX CAMERA (GRAFLEX "60")

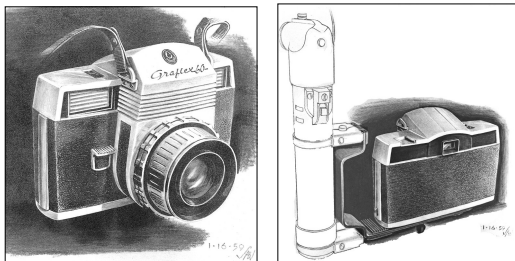
From Paul RyBolt

Thanks to Jeff Yost for discovering the post on Facebook, and to retired camera shop owner Paul Rybolt for recognizing the importance of the Proposed Jet-Reflex Camera presentation, and donating it to the Graflex Journal. The journey started with a saver of things...George Dennewitz. George passed away in 2014 at 104. He was the Wright-Patterson Air Force Base technician for Graflexes.

Paul and his daughter saved the binder, along with Graflex service manuals and issues of Trade Notes. Mr. RyBolt, in addition to his camera store, was a major customer of the base and took numerous photographs of aircraft on the base. Some of the images are shown on his Facebook page.

The Graflex Journal is now the custodian of these items.

Here are the pages from the proposal, followed by a few comments.



ENGINEERING
DEPARTMENT

GRAFLEX INC.

TECHNICAL PROPOSAL
No. 205

PROPOSED JET-REFLEX CAMERA

Contents:

- I. Major Features
- II. Comparison of Features
- III. Comparison of Film Size and Price
- IV. Comparison of Format and Focal Length of Lens
- V. Comparison of Size and Format

PREPARED: J.G.P.
J.G. Padelt
DATE: 1/23/59

APPROVED: B.C. Passman
DATE: 1/23/59

PAGE
OF

ENGINEERING
DEPARTMENT

GRAFLEX INC.

TECHNICAL PROPOSAL
No. 205

I. MAJOR FEATURES

1. Graflex 1000 shutter:

Answers the Armed Forces need, in the event of national emergency, for a faster, more efficient, large aperture, between-the-lens shutter of U.S. manufacture.

Designed for U.S. quantity production methods.

A new basic design concept provides for maximum efficiency and reliability even under adverse conditions.

Constitutes an opportunity for the military to avail themselves of a new but proven design already tooled for production.

2. Rapid sequence operation:

Graflex Jet-Drive is unique and has many advantages over spring motor or electrical drive:

Can be fired single shot or in rapid sequence.

CO₂ Jet-Drive and spare cartridges may be stored indefinitely without deterioration.

No batteries to run down, no spring to wind or break.

CO₂ cartridges can be purchased around the world.

3. Single (interchangeable) lens reflex:

Direct pentaprism viewing provides for quick, accurate framing and focusing; full sized image right side up and right way around.

Optical wedge, split-field focusing on brilliant viewing screen provides the best features of rangefinder and ground glass systems.

Enables full utilization of entire format under all conditions with any lens.

4. Film:

Uses #120 bulk film in daylight load cassettes for extreme high acuity or

Accepts #120 paper backed rolls available the world over.

PREPARED: J.G.P.
J.G. Padelt
DATE: 1/23/59

APPROVED: B.C. Passman
DATE: 1/23/59

PAGE
OF

ENGINEERING
DEPARTMENT

GRAFLEX INC.

TECHNICAL PROPOSAL
No. 205

II. COMPARISON OF FEATURES

	GRAFLEX "60"	K36 (1) - GRAPHIC "70"
Weight without flash	Estimated 4 pounds	5½ pounds
Size without flash	6-3/4" x 5" x 4"	10¼" x 5½" x 5½"
Film	Cassette loads of #120 width - 30 exposures or less (short lengths removable). or #120 standard load ("drug store" variety) - 12 exposures Variety of film emulsions widely available.	Cassette loads of 70mm width - 50 exposures or less (short lengths removable)..
Useable Picture area (as defined by viewfinder)	100% of 1-7/8" x 2-3/8" - approximately 4.4 square inches	72% of 2-3/16" x 2-3/4" - approximately 4.4 square inches
Film loading	Cassette has self-catching core for easy loading without disassembly	Cassette must be disassembled and the film clipped to core.
Shutter	High speed between-the-lens 1/1000th top speed High efficiency assures superior motion arresting ability for corresponding A.S.A. speeds. Uniform shutter speeds throughout a wide range of apertures. Full format exposed at once Uniform exposure Optimum synchronization and utilization of flash bulbs. Electronic flash synchronization at all speeds No "motion distortion"	Focal plane 1/500th top speed Narrow slit exposes film bit by bit. Possible uneven exposure Requires use of more expensive larger, long peak, lower intensity flash bulbs. Electronic flash synchronization at slow speeds only Inherent "motion distortion"

PREPARED: J.G.P.
J.G. Padelt
DATE: 1/23/59

APPROVED: B.C. Passman
DATE: 1/23/59

PAGE
OF

ENGINEERING DEPARTMENT	GRAFLEX INC.	TECHNICAL PROPOSAL No. 205
<div style="display: flex; justify-content: space-around;"> <div> <p><u>GRAFLEX "60"</u></p> <p>Lenses</p> <p>Wide choice of existing designs such as:</p> <p>50mm f/5.6 75mm f/2.5 150mm f/4.5 (each lens in its own shutter)</p> <p>Flash</p> <p>Accepts flash bulb and electronic flash attachments currently used by the Military Services (on Speed Graphic cameras).</p> <p>Price to Military</p> <p>Approximately \$500.00 with normal lens in shutter.</p> </div> <div> <p><u>K96 (1) - GRAPHIC "70"</u></p> <p>Three special lenses:</p> <p>65mm f/4.5 120mm f/2.8 203mm f/4 (in special mounts)</p> <p>Special unit for this camera</p> <p>Approximately \$1,400.00 with normal lens in focusing mount.</p> </div> </div>		
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BY _____ DATE _____ SUBJECT _____ SHEET NO. _____ OF _____
 CHKD. BY _____ DATE: 1/2-59 WIDE FILM CAMERA JOB NO. 62053 JGP

COMPARISON OF PRICES:

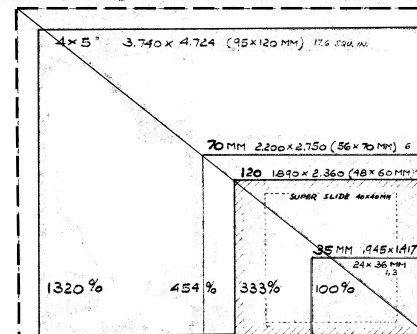
EKTACHROME FILMS #120 - 35 - 35 - 70 - 4/5

PROCESSING

MOUNTING

\$

FILM SIZE	LIST PRICE	PROCESSING		TOTAL COST		COST PER SQUARE INCH
		MOUNTED	UNMOUNTED	MOUNTED	UNMOUNTED	
120 12 EXPOS. ROLL SINGLE FRAME	1.35	1.70	1.15	3.05	2.50	4.7
35 20 EXPOS. ROLL SINGLE FRAME	2.05	1.75	1.50	3.80	3.55	13.4
35 36 EXPOS. ROLL SINGLE FRAME	2.85	2.90	2.50	5.75	5.35	11.1
70 100 EXPOS. ROLL SINGLE FRAME	36.04	—	7.50	—	43.54	7.3
4/5 10 SHEETS SINGLE FRAME	8.09	—	6.50	—	14.59	8.3



FRAME SIZES

PICTURE AREA
IN % OF
STANDARD 35MM FORMAT

BY _____ DATE _____ SUBJECT _____ SHEET NO. _____ OF _____
 CHKD. BY _____ DATE: 1-14-59 WIDE FILM CAMERA JOB NO. 62053 JGP

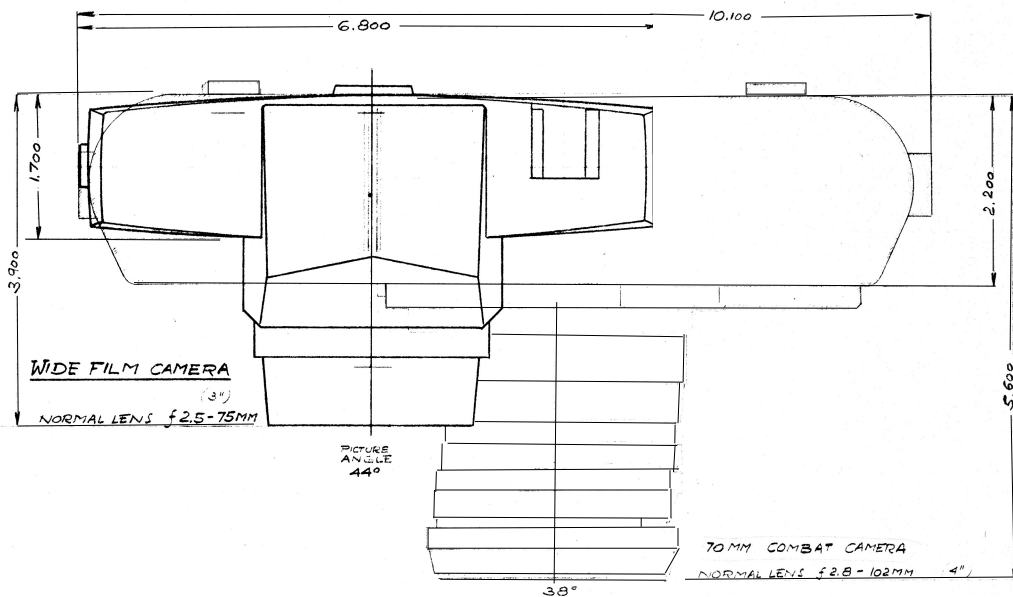
COMPARISON OF

1) THE FOCALLENGTH f

2) THE ANGLE OF VIEW α

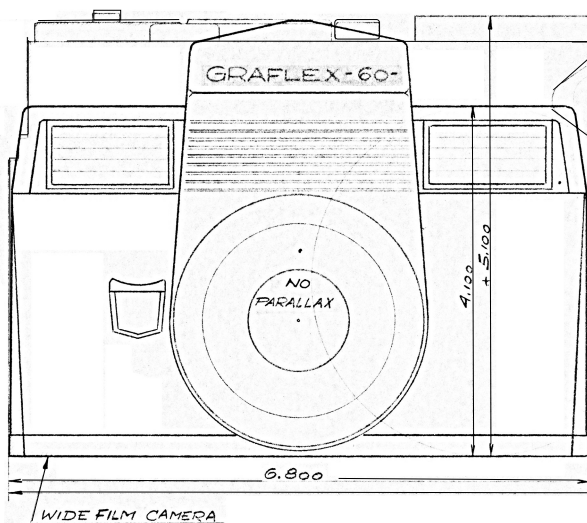
FOR DIFFERENT FORMATS

FILM FORMAT	35MM	#120 WIDTH	70MM	4x5"
	24x36mm .945x1.417	48x60mm 1.890x2.360	56x70mm 2.200x2.750	95x120mm 3.740x4.724
DIAGONAL OF FORMAT	43.3mm	77mm	89.6mm	153mm
	1.7"	3"	3 1/2"	6 1/4"
THEORETICAL NORMAL LENS	f 43.3mm	f 77mm	f 90mm	f 153mm
	α 53°	α 53°	α 53°	α 53°
ACTUAL NORMAL LENS	f 50mm	f 75mm	f 102mm	f 127mm
	α 46 1/2°	α 54 1/2°	α 47 1/2°	α 62°
WIDE ANGLE LENS	f 28mm	f 50mm	f 65mm	f 90mm
	α 75°	α 75°	α 69 1/2°	α 80 3/4°
TELE LENS	f 85mm	f 150mm	f 203mm	f 370mm
	α 29°	α 29°	α 25°	α 23°

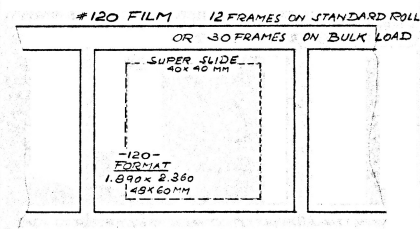
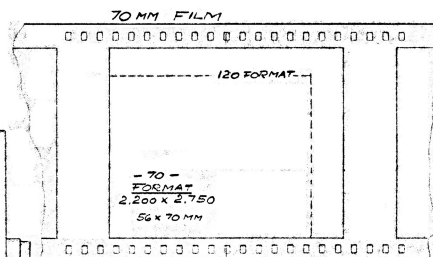


MATERIAL		FINISH SPEC.		PART NAME	
1:1	1-4-59			BODY-SIZE-COMPARISON TOP VIEW	
JGP		GRAFLEX, INC.		FIRST USED ON	
SCALE	DRN BY	CHKD BY	1st APPR.	2nd APPR.	3rd APPR.
ROCHESTER, NEW YORK, U. S. A.			PART NO. 62053-		

- MAIN FEATURES:**
1. SINGLE INTERCHANGEABLE LENS REFLEX
 2. BETWEEN THE LENS SHUTTER $\frac{1}{1000}$ SEC.
 3. COUPLED EXPOSURE METER
 4. MANUAL TRIGGER CYCLING (FILM ADVANCE - SHUTTER COCKING)
 5. JET DRIVE - OPTIONAL - FOR RAPID CYCLING -
 6. #120 WIDTH BULK FILM & #120 STANDARD ROLLFILM
- PENTA-PRISM -
- FULLY SYNCHRONIZED -



28% LOSS OF PICTURE AREA DUE TO VIEW FINDER PARALLAX.



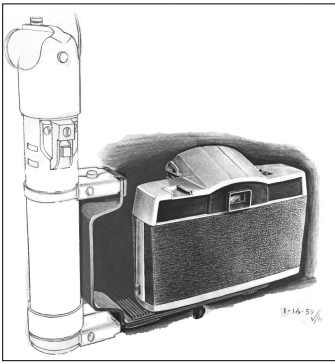
PICTURE AREA OF 120 FORMAT IS 26 1/2% LESS THAN PICTURE AREA OF 70MM FORMAT

MATERIAL		FINISH SPEC.		PART NAME	
1:1	1-2-59			BODY-SIZE-COMPARISON FRONT	
JGP		GRAFLEX, INC.		FIRST USED ON	
SCALE	DRN BY	CHKD BY	1st APPR.	2nd APPR.	3rd APPR.
ROCHESTER, NEW YORK, U. S. A.			PART NO. 62053-		

Description








This 13-page proposal has four pages of general self-praise by Graflex (at left) and nine pages of drawings and images, prepared by Graflex’s chief engineer, J. G. Padelt. Finally, there are two pages of drawings of the camera (below).



Other than the introductory pages, the condition of the drawings was poor but readable. In addition, Graflex used various color markers to highlight their preferences. Unfortunately, the highlighting was done over words and phrases.

Timeline

Below is a chart of cameras Graflex introduced or proto-types they hoped to introduce in the 50s and 60s.

Listed	1955-1957	1957	1959	1959	1961-1962
Camera					
Model	Graphic 35	Century 35	Jet-Reflex Camera (GRAFLEX "60") Technical Proposal No. 205	Graflex 70 Jet Technical Proposal No. 205B	Graphic 35 Jet 1961 (CO ₂) Graphic 35 Jet 1962 (manual)
Market	civilian & military	civilian	prototype military	prototype military/civilian	civilian
Film	double perf. 35mm	double perf. 35mm	double perf. 70mm or # 120 paper backed rolls 1.890 x 2.360" (48 x 60mm)	double perf. 70mm or # 120 paper backed rolls 1.890 x 2.360" (48 x 60mm)	Double perf. 35mm Focus by moving film plane.
Lens/ Shutter when introduced	50mm f/3.5 Rodenstock Prominor SVS between the lens shutter	Prominar f/3.5 then f/2.8 Seikosha—MX between the lens	between the lens Model 1000 shutter SLR 75mm f/2.5	between the lens Model 1000 shutter SLR 75mm f2.5 in	50mm Graflex Optar f/2.0
Est. produced	68,269	111,000	NA	2	2,000

In an attempt to put the camera in a timeline of cameras, just prior to the ill-fated xl, here is a portion of an excellent article on the Graphic 35 Jet from Mike Eckman’s very interesting web site: [Graflex Graphic 35 Jet \(1961\) - mike eckman dot com](http://Graflex Graphic 35 Jet (1961) - mike eckman dot com).

“During World War II, Folmer Graflex would produce a variety of aerial and military use cameras that were used by Allied forces. Their press cameras remained popular back home and continued to sell well in the years that would follow. Perhaps in an effort to clearly identify themselves as the maker of Graflex cameras, in 1945, the company would once again change its name to Graflex Inc. It was during these years that Graflex cameras saw their greatest success. Press photographers regularly used

Speed, Crown, and Century Graphics almost exclusively. Efforts to analyze production numbers by serial numbers suggest that total production extended into the several hundreds of thousands.

Perhaps in an effort to expand their product offerings, around 1949, Graflex started to put their name on smaller 35mm and 120 roll-film cameras. The first such model was the Graflex Ciro 35 in 1949, which was based off earlier Perfex cameras produced by the Candid Camera Corporation of Chicago. In 1955 the Ciro 35 would be heavily redesigned and turned into a new camera called the Graphic 35.

The Graphic 35 (right) was an ambitious American made 35mm rangefinder camera that used West German Rodenstock lenses and a Prontor leaf shutter. The camera had a unique push button focusing system in which two rectangular paddles, one on each side of the lens, would be pushed to move the entire shutter and lens assembly fore and aft to adjust focus.



The Graphic 35 would be the last Graflex 35mm camera to be produced in the United States when its production ended in 1958, although the camera would still be sold by dealers as late as 1960. At this time, the only other 35mm camera being sold by the company was the more traditional Graflex Century 35 (left). This camera was built for Graflex by Kowa of Japan and was a variant of Kowa’s Kallo 35 rangefinder featuring a coincident image coupled rangefinder, Kowa shutters and lenses, and more traditional styling with a shutter mounted focus ring and a top plate shutter release. At least two other Kowa built Graflex Century cameras were made at this time, one which was a simple model without a rangefinder, and the other with a selenium exposure meter.



During this time, work would begin on an all-new camera that Graflex would design, but Kowa would build. A year earlier, Graflex had previously released a model called the Graphic Electric 35 which was built for them by Iloca, but production on that camera ended abruptly in mid-1959 due to Iloca’s acquisition by the Zeiss Group who owned Deckel, who produced the lens mount and shutter for it.

Graflex was clearly showing an interest in automatic film advance cameras as the Iloca Electric used a simple battery powered electric motor to advance the film and cock the shutter each time the shutter was pressed. Although this is how pretty much all cameras work today, in 1959 this was state of the art stuff, as no one else had a camera with a built-in electric drive.

With their new camera, Graflex wanted something that didn’t rely on complicated electronics, and instead went with the most logical choice....compressed gas.



Let that sink in. Yes, compressed gas...from a CO2 cartridge...like in a BB gun.”

The Jet-Reflex Camera (GRAFLEX “60”)

At long last, what is the proposal about? First, it was in files of a company working for the US Air Force, so it most likely was presented to them, although it was referenced as the “military”. Next, there is no known prototype of this camera. Finally, their pitch was based on a comparison with the KE-4 (1) Signal Corps 70mm camera made by Graflex.

I am not sure why they threw the KE-4 (Graphic 70)

under the tank, but they did. Here are several comparisons:

	<u>Graphic 70</u>	<u>Graphic 60</u>
Military cost	\$500	\$1,400
% usable area	72%	100%
Weight	5½ pounds	4 pounds
Drive	spring motor	CO ₂ or manual
Maintenance	entire camera	shutter & CO ₂ Modules
Shutter speed	500th	1,000th
Focusing	rangefinder	ground glass

Based on an article in the 1999 issue of *GHQ*, this proposal No. 205 was rapidly followed by No. 205B. 205B was rejected based on low expected volume and high cost of development by the military. I think the same fate befell No. 205.

Conclusion

I believe this is an important document, as it demonstrates the company's intent to enter the modern SLR market.



The Graflex Journal maintains a modest library of Graflex service manuals, Trade Notes, and military TMs (technical manuals). A substantial number have been added by Mr. RyBolt, including an especially nice addition, the Instruction Book for the KS6-(1).

Scans of all or parts of all publications are available from the Journal at cost. Under separate cover, will be a 100-page scan of a dictated review of Trade Notes, by Tim Holden.

An excellent collection of Graflex catalogs and other literature is available from Pacific Rim Camera www.pacificrimcamera.com/rl/rlgraflexmisc.htm.

photographic CANADIANA

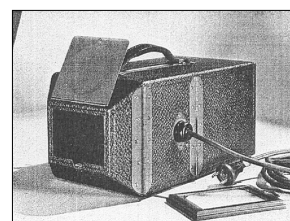
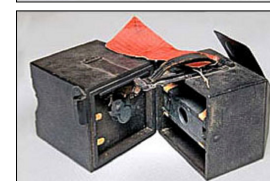
Courtesy of the Journal of the Photographic Historical Society of Canada and George Dunbar. Their fine publication and Society are well worth your attention. info@phsc.ca.

George Dunbar Of Scarborough, Ontario has a strange find...

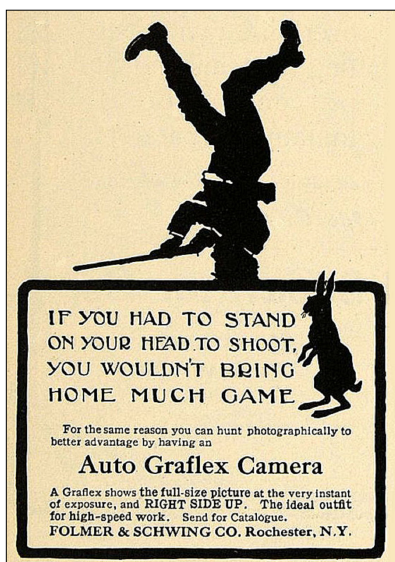
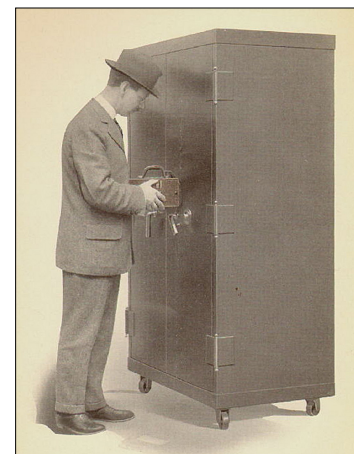
"Thanks to PHSC and the internet, I've read about one of the specialized early cameras. The Folmer Graflex fingerprint camera was marketed to law enforcement from 1917 to 1929. But I had never actually seen a real example for myself.

Imagine my pleasant surprise, when in 2017, I identified two of these rarities in the window of a Toronto antiques shop. I immediately purchased the only one with an intact ground-glass back and an attached red repair tag (dated 1963).

The real surprise came when I discovered the design and workmanship of this product. The camera was hinged to open in three sections, and it was a delight to examine the interior. However, the greatest pleasure was the discovery of a nearly hidden, small drawer containing extra replacement light-bulbs with some original bulbs intact. I was delighted!"



Top to bottom, Finger Print camera and its power source. Bottom, Finger Print camera with A/C power source.



Graflex Journal

The Graflex Journal is dedicated to enriching the study of the Graflex company, its history, and products. It is published by and for hobbyists/users and is a not-for-profit publication. As such, we believe we qualify as a 501(c)(3) educational publication.

Masthead picture

1949 Herald-Express radio-flash-car Herald Examiner Collection

Radio-flash-car equipped with radio telephone and platform on roof for photographer brings the news "with the greatest speed" to the reading public. Los Angeles Evening Herald and Express photographs.

1905 Wilson's Magazine, p. 96.

EDITOR'S TABLE.

THERE are a number of mercantile houses in the United States, whose products, owing to high quality are always sold at a standard price, and the mere fact that any such products, other than second-hand or shop-worn, should be offered for sale below this price, ought at once to excite suspicion in the mind of the purchaser.

An interesting instance of this came to light recently in the suit of F. G. ANTHONY of New Haven, Conn. vs. THE FOLMER & SCHWING MFG. CO., of New York, in the Municipal Court of New York City.

The FOLMER & SCHWING COMPANY are manufacturers of very high grade photographic apparatus and all their products have a fixed price to the consumer.

Some months ago, MR. ANTHONY negotiated for the purchase of one of their cameras through HENRY C. CLOSE, an employé of the defendant company.

The negotiations were carried out at the salesroom of the company in New York. CLOSE agreeing to make MR. ANTHONY a special price for the outfit; the deal being concluded, MR. ANTHONY returned home, and when notified that the outfit was ready for delivery, mailed his check for the amount, made out to H. C. CLOSE, the employé of the company instead of the company.

A little later CLOSE fled to Mexico, where he is imprisoned, pending extradition proceedings, it coming to light that he had been dishonest in a number of instances.

About this time MR. ANTHONY sent his camera to the defendant company for some slight repairs. Upon examination of the serial number on the camera it was found that the instrument had never been sold by the company, and they retained it as their property. The camera not being returned to MR. ANTHONY, he brought suit to recover its value.

The testimony in the case proved that the defendant company had not sold the camera, and that the title did not pass from them.

The request of CLOSE that the check be made payable to him should have aroused the suspicion of MR. ANTHONY, but as it did not, he lost the case.

The decision in this case proves conclusively one cannot be too careful, when offered special concessions that are not warranted, or are unusual in a regular legitimate transaction.

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Life Magazine December 1946. Courtesy George Dunbar.

From the Nerd's Corner

From the August 1946 Speed Graphic Catalog.

WITH the cessation of the actual fighting, many military contracts were cancelled, thus freeing some camera equipment for general distribution. In view of the fact that during the past few years there has not been any great number of cameras which we could supply against non-military orders, the demand for the cameras and accessories continues to be great.

GRAFLEX, Inc., is still engaged in the fulfillment of some military contracts, and/ therefore, our production No. 2 KODAK (X) SUPERMATIC facilities have not yet been completely freed for normal full peacetime production. In order that the equipment being produced may be distributed as fairly as possible, the cameras and accessories indicated in this supplement as being available are being distributed through authorized GRAFLEX dealers in accordance with a rationing quota which has been established.