

GRAFLEX, INC.

PRECISION PHOTOGRAPHIC AND ELECTRONIC EQUIPMENT

ROCHESTER 3



NEW YORK, U.S.A.

FOUNDED 1887

September 15, 1961

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

Dear Miss Gilpin

This in reply to your recent letter regarding the servicing of your 3 $\frac{1}{4}$ x4 $\frac{1}{4}$ Speed Graphic camera.

Without first examining the equipment, it is difficult to give you a quotation covering the cost of its repair. If however the camera is in need of a new sliding yoke assembly and the bellows, considerable dismantling would be required and as a result, there would be much labor. The cost could be in the neighborhood of \$50.00 to \$75.00 and so that you could obtain a definite estimate, we would suggest that you send the equipment to our Western Service Division which is located at 800 No. Cole Avenue Hollywood 38, California. When sending the camera, it would be helpful if you would include the enclosed filled out form.

We have noted your mentioning that you intend to purchase a 5x7 View camera. In view of that, we are enclosing a brochure describing our Graphic View as the 4x5 size has become extremely popular for a View camera work. We are also passing on a copy of your letter to our District Manager and as his itinerary is scheduled from our Western Division Office, we could not give you the approximate date that he will be in your locality. However, by knowing of your interest, he can be of much assistance to you when again in your vicinity.

We sincerely hope that our information will be of help to you.

Very truly yours

JF Clancy
Manager, Sales Services

JFClancy/mhf

cc: Robert St. Amand

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This form is provided for your convenience and to facilitate the fast, efficient handling of your equipment.

TO: GRAFLEX SERVICE SALES DEPARTMENT

FROM: _____ STREET _____

City _____ Zone _____ State _____ Date _____

DESCRIPTION OF EQUIPMENT: (Please itemize)

We would prefer to be sure that your equipment upon its return to you is in top working order in all respects. It is possible that this may include some adjustment or adjustments which may actually be of little or no concern to you. Such adjustments could conceivably represent a fairly high percentage of the original cost of the unit, since individual disassembly, adjustment and reassembly takes as much or more time than the original assembly of the equipment accomplished on the production line basis. Accordingly may we suggest that you instruct us whether to give attention to only your particular problem, and such adjustments as may be interrelated, or to plan on a complete review and servicing of your equipment.

_____ Service only as specifically required.

_____ Give complete servicing to put in to working order in all respects.

Also please check one of the boxes in the group below:

_____ please submit estimate before proceeding.

_____ Proceed without estimate if charges do not exceed limit shown in table on other side of this sheet, or alternatively, if charges are less than:

\$10 _____ \$25 _____ \$50 _____ \$ _____

OTHER INSTRUCTIONS

When was this equipment purchased? _____. For your convenience cut out and use this label.

Please return shipment via:

_____ Parcel Post
_____ Parcel Post Special Delivery
_____ Express
_____ Via air

Other _____

TO: GRAFLEX, INC.
Service Sales Dept.
800 N. Cole Avenue
P. O. Box 38606
Hollywood 38, Calif.

AT YOUR SERVICE

GRAFLEX maintains several Service Sales Departments which are completely equipped and staffed with skilled, experienced camera mechanics. Our policy is to service and/or repair -- as well as keep parts for the purpose -- all models of GRAFLEX-made cameras and equipment as long as we possibly can. If your camera is very old, we may not have the parts to make a good overhaul. We try to keep parts available for 20 years or more, but little by little the very old cameras simply cannot be kept going. We will do the very best we can, for as long as possible.

As a matter of convenience to you, and to maintain a consistent and helpful customer-dealer-GRAFLEX relationship, we urge that if you send a piece of equipment for repair, it be done through your GRAFLEX Dealer. There is one or more in your vicinity, or at least within a few miles -- check the yellow pages of your Telephone Directory under "Photographic Equipment". They can do the packing and shipping for you.

The package should be accompanied with a note or letter of instructions from either you or your dealer -- just so we know what you want done and whether you want an estimate before we start work. The form on the other side is for either you or your dealer to fill out, so we may expedite the handling and the work. Wherever applicable, send along one or more negatives to help us diagnose the difficulty. It costs you nothing for the estimate, but it does delay starting the repairs, of course. If the matter is urgent and you send SPECIAL DELIVERY, we will ship back the same way. The work then gets priority in the shop.

If you must ship it yourself, be sure to wrap and pack securely and use crumpled paper or corrugated packing material. Use a container large enough to allow use of a generous amount of shock absorbing material. Do not use excelsior or similar loose material which can sift into the camera. Fasten your letter on the outside, tie the box with strong cord and be sure to address both the letter and package to us as follows -- with 1st class postage on the letter. See sketch:

FROM _____ _____ _____	TO GRAFLEX, INC. USE ADDRESS OF SERVICE SALES DEPT. NEAREST YOU
ATTACHED ☐ LETTER OF INSTRUCTIONS	

Nominal Quotation Guide Limits

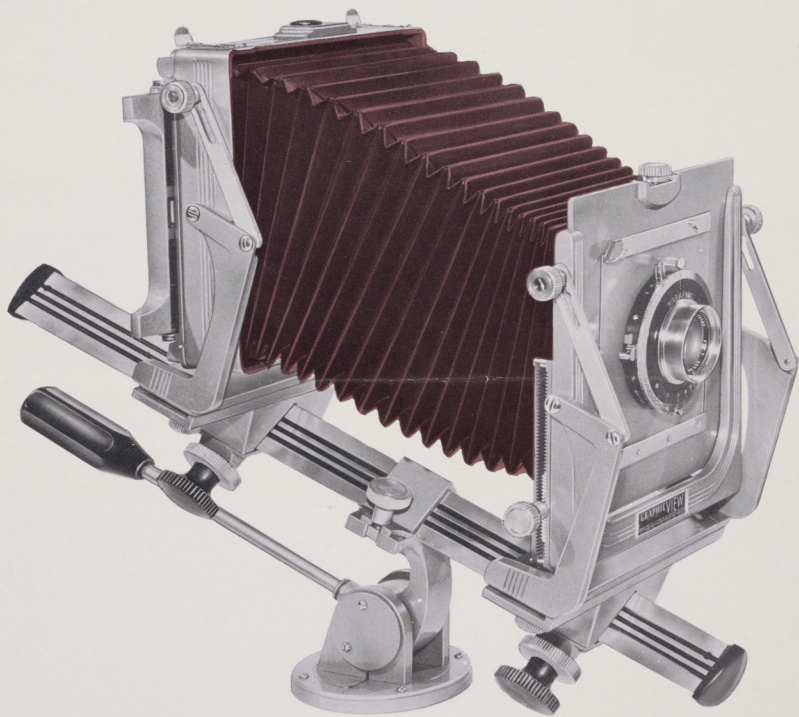
If the work on your equipment can be accomplished for less than the figures shown below, we suggest you authorize us to proceed promptly by checking the appropriate box on the other side of this sheet.

"45" PM Speed Graphic	\$36.00	3x4 1/2 R B Series B Graflex	\$28.00
"45" PM Crown "	30.00	4 x 5 R B " B "	30.00
"34" PM Speed "	36.00	Ciro 35	10.00
"34" PM Crown "	28.00	Graphic 35	10.00
"23" PM Speed "	34.00	4 x 5 Graphic View	20.00
"23" PM Crown "	26.00	35mm Photorecord ID	24.00
Century Graphic	18.00	35mm " Microfilm	24.00
4 x 5 Pre-Anniversary	30.00	Film & plate holders(all sizes)	1.80
4 x 5 Anniversary	30.00	Roll holders (all sizes)	3.60
3x4 1/2 Pre-Anniversary	28.00	Grafmatic film holders	5.60
3x4 1/2 Anniversary	28.00	Graflite battery cases	4.80
2x3 1/2 Miniature Graphic	26.00	Graflex battery cases	4.80
Graflex "22"	12.00	Graflangers (all sizes)	16.00
2x3 1/2 R B Series B Graflex	20.00	Film pack adapters	2.60
3x4 1/2 R B Super D "	28.00	Stroboflash I - II - III - IV	24.00
4 x 5 R B " D "	30.00		

To establish solenoid synchronization, shutters often need cleaning so that they will operate properly. To adjust a rangefinder, excessive play may have to be removed from rack and pinion assembly, and the front standard properly aligned.

GRAFLEX GRAPHIC VIEW II FOR UNMATCHED PHOTOGRAPHIC ACHIEVEMENT—The

Graphic View II is **UNEXCELLED** for portraits, interiors and exterior architectural uses, product pictures, extreme close-ups and a host of other **COMMERCIAL** and **INDUSTRIAL** assignments. It is one of the most **VERSATILE**, most readily **ADJUSTABLE** cameras ever designed... the camera every serious photographer, **amateur** or **professional**, should have to meet the most exacting picture-taking problems. The Graphic View's tremendous range of adjustments gives *complete freedom* from technical limitations. It's an **INDISPENSABLE** tool for the commercial and professional man . . . opens a vast new field of photographic achievement to the serious amateur. Made by Graflex, maker of **PRECISION-BUILT professional** cameras for more than 70 years.



CHECK THESE FEATURES AND SPECIFICATIONS

PICTURE SIZE: 4 x 5 reversible and interchangeable Graflok or Graflex Backs complete with Ektalite field lens; accept sheet film holders, Grafmatic holders, film pack adapters and roll film holders for complete versatility.

MOVEMENT of both lens and film around optical axis.

Lateral shift— $\frac{5}{8}$ " from center

Lateral swing—12° from center

Tilt—26° forward from center—26° backward from center

ALL ADJUSTMENTS have click stops for quick, positive re-centering of camera to normal position. Front and back movements control the position, shape and focus of the image on the film.

TILT AND SWING LOCKING MEMBERS have three-point locking action for stability. Combined camera base and tripod head permits tilting entire camera 90° down, 30° up, or revolving 360°.

BELLOWS extension, lensboard to film—maximum 16" per-

mitting 1 to 1 copying with lenses up to 8"; close-up photography with 10" and 12" lenses. Minimum extension—3 $\frac{1}{2}$ " (2 $\frac{1}{8}$ " with accessory recessed lensboard).

Vertical movement of lens with rack and pinion—3".

Lensboard—4" x 4". Metal. Lensboard adapters accept lensboards from other 4 x 5 Graphic cameras.

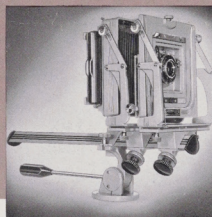
Non-shifting focusing knob locks. Rigid V-shaped mono-rail bed.

All-metal construction in beautiful, durable hammertone finish.

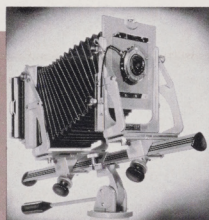
Cat. No. R-24	Graphic View II with Graflok Back.....	\$225.00	240.00
	Complete with Carrying Case		
Cat. No. RX-20	Graphic View II with Graflex Back.....	\$225.00	240.00
	Complete with Carrying Case		
Cat. No. R-25	Graphic View II with Graflok Back.....	\$199.50	214.50
	Less Carrying Case		
Cat. No. RX-25	Graphic View II with Graflex Back.....	\$199.50	214.50
	Less Carrying Case		



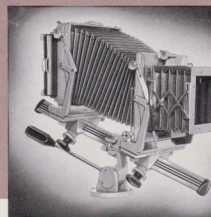
Adjustability of front lensboard and back permits almost unlimited movements for obtaining true perspective.



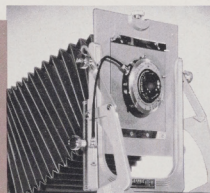
When wide-angle lenses are used, the camera front and back may be shifted forward on the mono-rail bed.



When shooting upward, linear perspective may be altered by tilting lens and film forward to make vertical lines parallel.



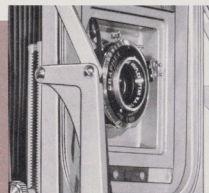
When lighting conditions present the problem of light striking the lens, the accessory lenshood is invaluable.



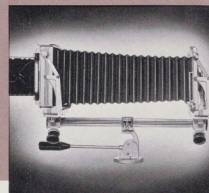
The front has a rack and pinion rise of over 3" for controlling foreground. Tall objects can be photographed without tilting the camera.



When shooting downward, linear perspective may be altered by tilting both lens and film backward to create parallelism of vertical lines.



Accessory recessed metal lensboard permits the use of modest swings and tilts even with a 90mm wide angle lens.



16" bellows extension permits one-to-one copying even with lenses up to 8".

ACCESSORIES STANDARD LENSBOARDS

CAT. NO.		PRICE
174	203mm (8") Kodak Ektar f/7.7 lens in Graphic Synchro Compur Shutter.....	\$115.00
261	162mm (6 $\frac{3}{8}$ ") Graphex Optar f/4.5 in No. 3 Full Sync Graphex Shutter.....	135.00
221	90mm (3 $\frac{1}{2}$ ") Graflex Wide Angle Optar f/6.8 lens in No. 1 Full Sync Graphex Shutter.....	118.42
9265	Accoon Type Lensshade.....	28.50
9229	Lensboard Adapter (Super Graphic).....	9.95
9231	Blank Metal Lensboard.....	3.95
9234	Recessed Lensboard for 90mm Optar Lens (No. 221).....	3.95
9474	Modify 9234 Lensboard to Accept No. 00 Compur Shutter.....	5.50

CAT. NO.		PRICE
9232	Lensboard for No. 2 Flash Supermatic Shutter.....	3.95
9233	Lensboard for No. 3 Supermatic Shutter.....	3.95
9235	Lensboard for No. 2 Graphex Shutter.....	3.95
9236	Lensboard for No. 3 Graphex Shutter.....	3.95
9237	Lensboard for No. 1 Graphic Synchro Compur Shutter.....	3.95
2588	Right Angle Connector Plug for use with ASA Bi-post flash connections in recessed lensboard.....	1.50
1284	4 x 5 Graphic Riteway Sheet Film Holder.....	4.95
1268	4 x 5 Graphic Grafmatic Holder.....	28.95
1244	4 x 5 Graphic 23 Roll Holder.....	32.95

Prices include federal tax where applicable and are subject to change without notice.

GRAFLEX®

A subsidiary of General Precision Equipment Corporation (GPE)

3750 Monroe Ave., Rochester 3, N. Y.