



Starting today...



your ideas about buying cameras



will never be the same

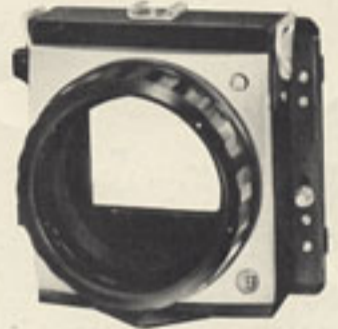


Now... Graflex introduces **a new concept**
in camera systems that lets you
custom-build... in seconds...
a virtually unlimited range of compact,
easy-to-handle, precision cameras!

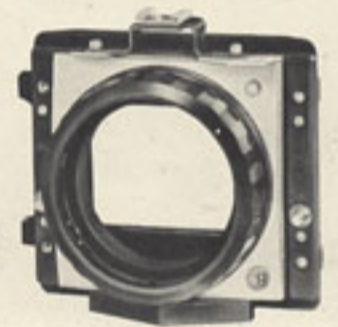
Here is photography's first complete and truly flexible system. Making photographic history, the new Graflex xl gives you the camera that's everything you want today... and everything you'll need tomorrow! • Graflex xl is a brilliantly designed, all-new system of components that combine to offer you virtually unlimited applications... industrial, aerial, news, sports, portrait, police, macrophotography, fashion, photocopying... and many, many more! • Consisting of trim, easy-to-handle camera bodies and film holders... as well as a complete range of high resolution lenses... Graflex xl lets you custom-select your own format *using the total negative area*. Each part is precision-engineered in the highest tradition of Graflex quality. No longer do you have to collect a variety of cameras to cover the scope of your creative activity. Graflex xl opens up new horizons for you, whether you are an advanced amateur or professional photographer. • The Graflex xl is indeed a system of systems. It offers you the unique convenience of compact lightweight handling, the precision of finely ground lenses and the economy of purchasing components only when you need them. • You'll be able to see the revolutionary new Graflex xl at your dealer's soon. Examine it critically. See how it will continue to grow... and provide a lifetime of opportunities for you.



Camera body with
bright-line rangefinder/viewfinder



Camera body without
rangefinder or viewfinder



Camera body for
47mm extreme wide angle

announcing...the revolutionary new

graflex

XI

Graflex | General Precision



47mm f/8 Super Angulon
Extreme Wide Angle

3/5

X



80mm f/2.8 Planar



100mm f/3.5 Tessar



95mm f/3.5 Ysarex



58mm f/5.6 Grandagon
Wide Angle



95mm f/2.8 Heligon



100mm f/2.8 Planar

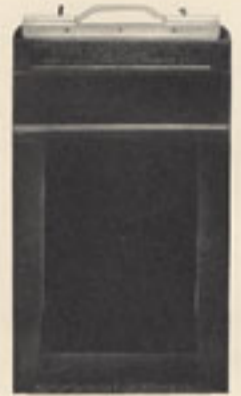


180mm f/4.8 Sonnar

40



RH/8 Rapid-Vance Film Holder
8 exposures 2 1/4 x 3 1/4



Film Holder
2-sheet 2 1/4 x 3 1/4



Quick Focus Lever



systems



Rapid-Vance Film Holder
10 exposures 2 1/4 x 3 1/4



RH/10 Rapid-Vance Film Holder
10 exposures 2 1/4 x 2 1/4



RH/12 Rapid-Vance Film Holder
12 exposures 2 1/4 x 2 1/4



RH/20 Rapid-Vance Film Holder
20 exposures 2 1/4 x 2 1/4

X



Polaroid Pack Film Holder
10 exposures 2 1/4 x 3 1/4



Grafmatic 6-sheet film Magazine
2 1/4 x 3 1/4



Film Pack Adapter
16 exposures 2 1/4 x 3 1/4



Roll Film Carriages

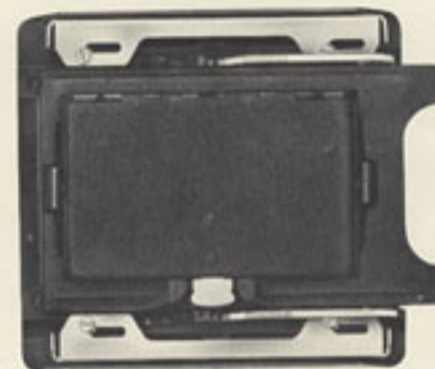
28.95



Polaroid Pack Film Holder



RH/50 Rapid-Vance 70mm Holder
50 exposures 2 1/4 x 2 1/4



Graflok xl Back Panels and Hood

X



Quick Focus Lever



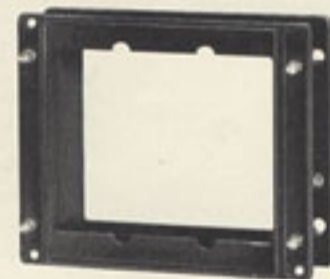
A variety of carrying cases



Graflex xl Multi-Grip



Sports Finders for 47mm, 58mm
and longer lenses



Spacers (1-1) Copy & Macro-photo

Also included in the initial
Graflex xl camera systems
are the following components:

- Special xl lensshade and filter holder
- Focusing panel with Ektalite field lens
- Focusing panel less Ektalite field lens
- Focusing panel with perspective grid lines
- xl body cable release for the Polaroid pack film holder
- New clip-on masks for the xl sports finders
- The versatile line of Grafmate® and Graflex Strobflash® joins in as part of the xl system

Graflex xl is economical. Graflex xl is versatile. You buy only the components you require. It is designed as a system that makes expensive investments in several separate cameras a thing of the past. Before you decide on your next camera, get the feel of the Graflex xl in your hands . . . indeed the system of systems.

New from Graflex...

your choice of  camera bodies

 lenses  film holders

and  accessories...

to put you in command

of any photographic situation!






systems

and
still more
coming  with the
growing
Graflex xl

The initial Graflex xl components, complete as they are, are just the beginning of the most comprehensive camera system ever known! • More and more components will be added in the future to help you custom build the exact system of photography that you want. For example, an oscilloscope camera system is coming. Also a copy camera system and a view camera system. Thus you can see the Graflex xl will be the first complete camera system . . . to put you in command of any photographic situation. Here is the beginning of new creative freedom, exciting new vistas in photography.

with **GRAFLEX**
the Pay-off
is in the Picture



Graflex, Inc. A subsidiary of
General Precision Equipment Corporation
Rochester, N. Y. 14603
In Canada
Graflex of Canada Limited
47 Simcoe Street, Toronto 1, Ontario

