



C A M E R A S A N D F I L M
F O R A M A T E U R U S E

CATALOG 56A



AGFA ANSCO

PHOTOGRAPHIC MATERIALS
FOR AMATEUR USE

CAMERAS AND ACCESSORIES
FILMS, PAPERS, CHEMICALS



MADE BY

AGFA ANSCO CORPORATION

IN BINGHAMTON, N.Y.



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CAMERAS AND ACCESSORIES

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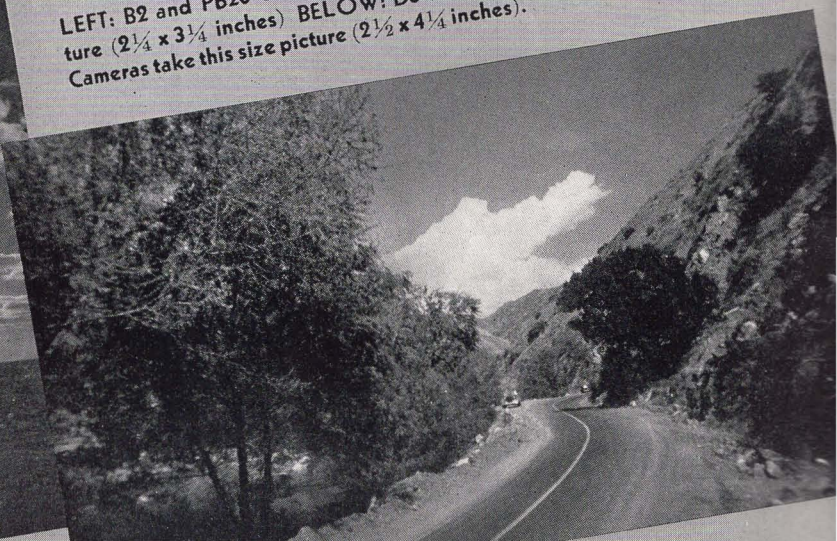
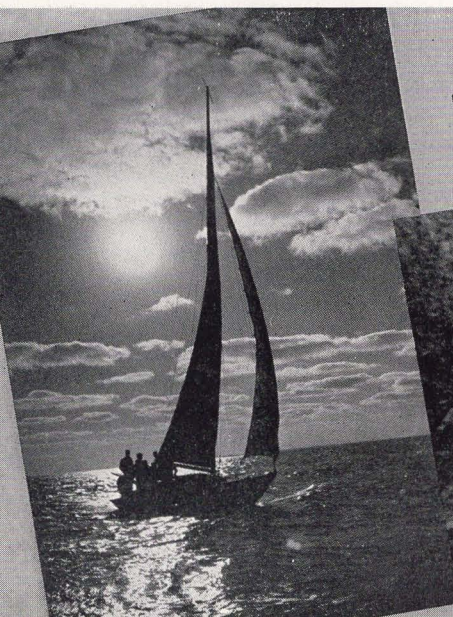
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ALL PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE

No adjustments because of price changes

LEFT: B2 and PB20 Cameras take this size picture ($2\frac{1}{4} \times 3\frac{1}{4}$ inches) BELOW: D6 and PD16 Cameras take this size picture ($2\frac{1}{2} \times 4\frac{1}{4}$ inches).



PICTURE TAKING WITH AGFA EQUIPMENT

Photography, as a thrilling pastime, ranks second to no other hobby. Unlike the others, however, its fascination does not depend completely upon expertness. Fun starts with the first roll of film in the simplest box camera. Yet photographic possibilities are so limitless that a lifetime of application will not exhaust them.

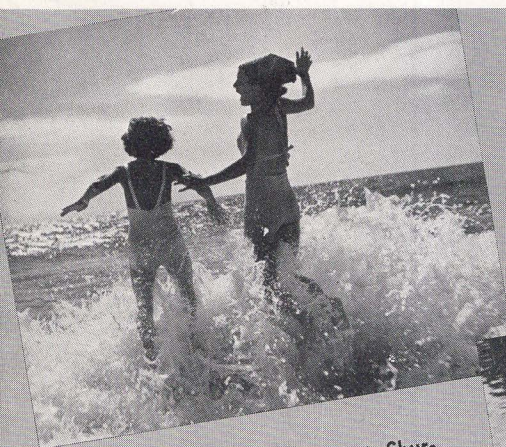
From the first click of the shutter, amateur photography gives to everyone a means of artistic self-expression, an ability to create something new, and an opportunity to make a permanent record of actions, people, places and stories . . . records that become priceless possessions.

Naturally, the pleasure which is derived from photography is primarily dependent upon successful results. To obtain these results, the proper tools—a good camera and

the finest film, are of utmost importance. This perfect combination is provided in the Agfa cameras and films that are prepared to fill your picture-taking needs. Like many a professional photographer, you will find in Agfa equipment "an extra margin of quality"—the result of careful precision-manufacturing in a modern plant; never-ending research; and the ninety-six years' experience of America's oldest photographic company.

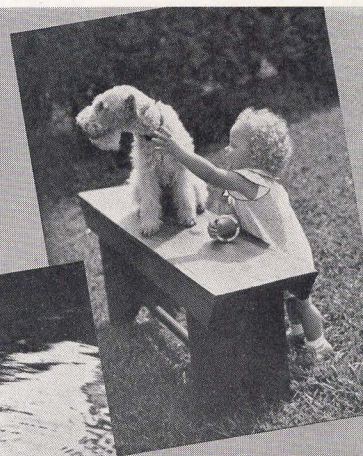
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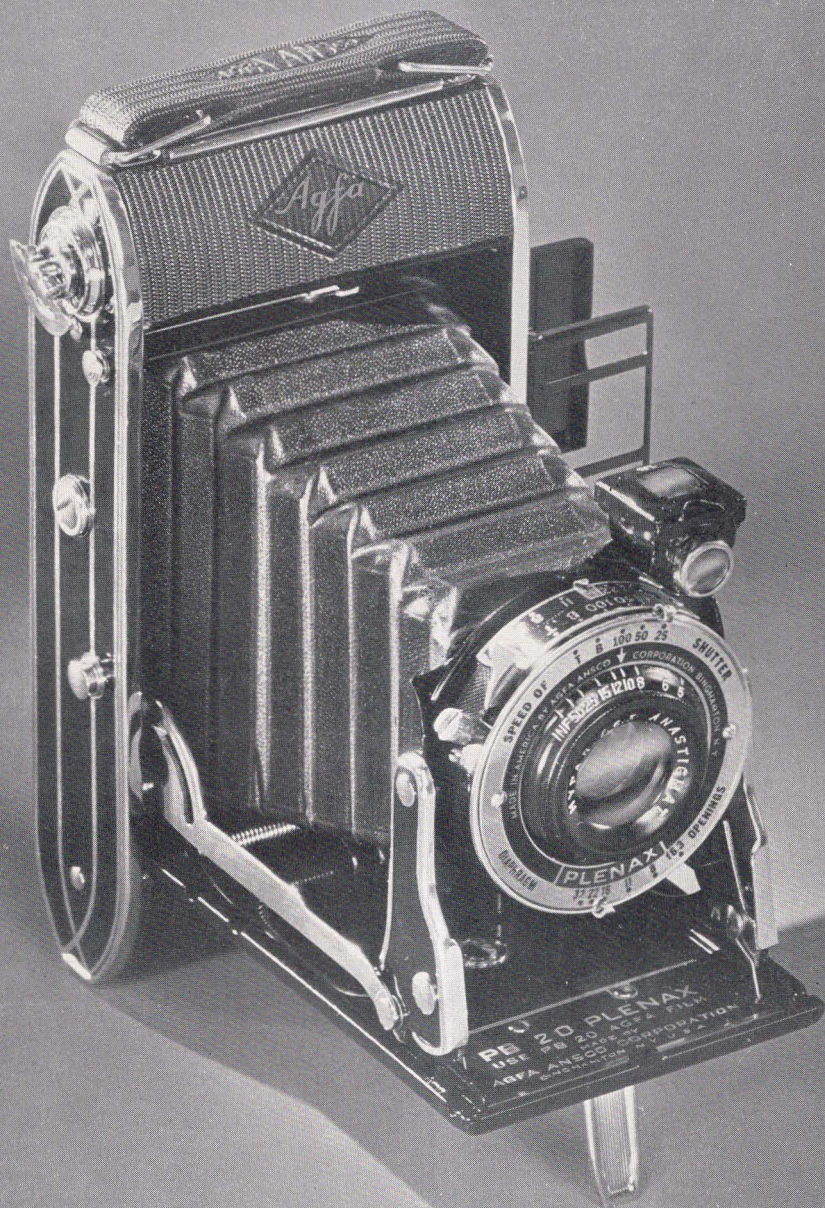
In these pages will be found the cameras, films, papers, chemicals and other photographic equipment of interest to both beginners and advanced amateurs. A separate catalog which lists photographic materials for professional use is available upon request.



ABOVE: PD16 Plenax and D6 Shur-Shot Cameras with half-size mask in place take this size picture ($2\frac{1}{2} \times 2\frac{1}{8}$ inches).

RIGHT: PB20 Plenax and B2 Shur-Shot Cameras with half-size mask in place take this size picture ($2\frac{1}{4} \times 1\frac{5}{8}$ inches). BELOW: A8 Cadet Cameras take this size picture ($1\frac{5}{8} \times 2\frac{1}{2}$).





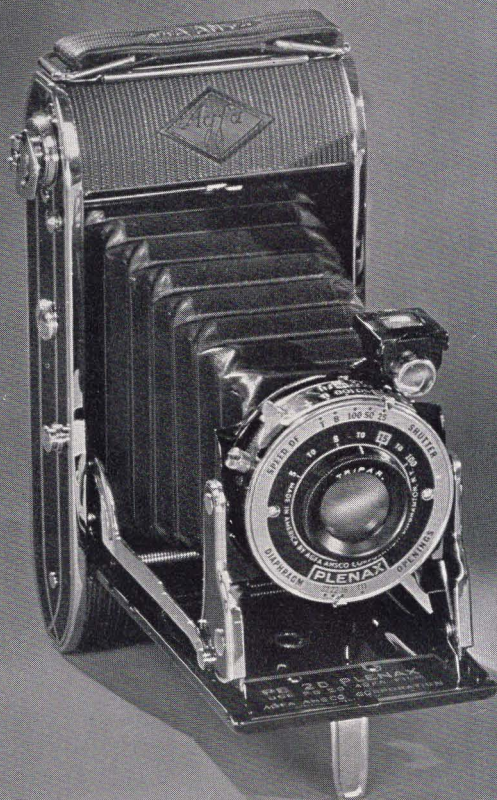
A G F A P L E N A X

F O L D I N G C A M E R A S

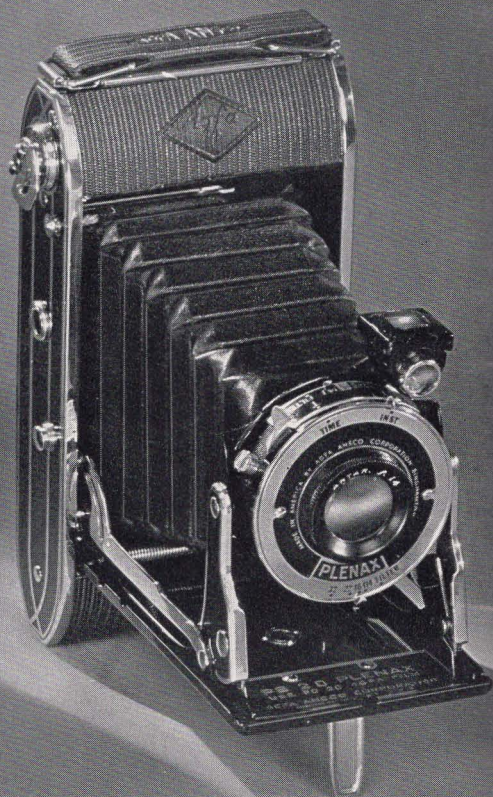
You'll find these fine Plenax cameras as efficient in their picture-taking as they are beautiful in design and appearance. At their low prices the Plenax cameras are remarkable values in the camera field, for in addition to being attractive, capable and carefully built, they offer a variety of modern features. Half-size or full-size pictures may be made on the same size roll of film by a simple adjustment of the camera when loading. Hinged spool carriers and a hinged back with a positive safety catch, rapid opening and easy closing devices, screw plugs for tripod sockets, protected viewing windows, controls that are easy to get at and quickly set or changed, and scientifically correct lens and shutter equipment are among other fine camera features found on the Plenax.

The Plenax is presented in two sizes—PB20 taking full-size pictures $2\frac{1}{4} \times 3\frac{1}{4}$ and half-size pictures $2\frac{1}{4} \times 1\frac{5}{8}$ inches; and PD16 taking full-size pictures $2\frac{1}{2} \times 4\frac{1}{4}$ and half-size pictures $2\frac{1}{2} \times 2\frac{1}{8}$ inches. Three models—Hypar, Tripar, and Antar in each of the two sizes are available, differing mainly in lens and shutter equipment.

The Plenax Hypar is admirably suited to all picture-taking conditions, being provided with a fast f6.3 anastigmat lens which increases the range of subjects and permits snapshots under adverse light conditions, and even at night with Superpan film and Photoslood Lamps. The Hypar lens, focusing from five feet to infinity is equipped with a shutter giving speeds of



PLENAX TRIPAR



PLENAX ANTAR

1/25, 1/50 and 1/100 of a second as well as time and bulb exposures. The Hypar is furnished with both eye-level and waist-level view finders.

The **Plenax Tripar** bridges the gap between beginner and expert with simple operation and versatile performance. With its focusing f.11 rectilinear lens and with shutter speeds of 1/25, 1/50, 1/100, time and bulb, the Tripar is an ideal camera for the average photographer.

The **Plenax Antar** provides extreme operating simplicity, for with its fixed-focus lens and reliable shutter giving time or instantaneous exposures, good results are almost automatic. The diaphragm control, too, is remarkably simple in operation and in addition swings a yellow filter in position to capture cloud effects.

PLENAX CAMERA PRICES

	PB20 <i>Takes PB20 Agfa Film (same size as 620)</i>		PD16 <i>Takes PD16 Agfa Film (same size as 616)</i>	
Antar	JN99	\$12.50	JN103	\$14.00
Tripar	JN100	14.50	JN104	16.50
Hypar	JN101	18.00	JN105	20.50



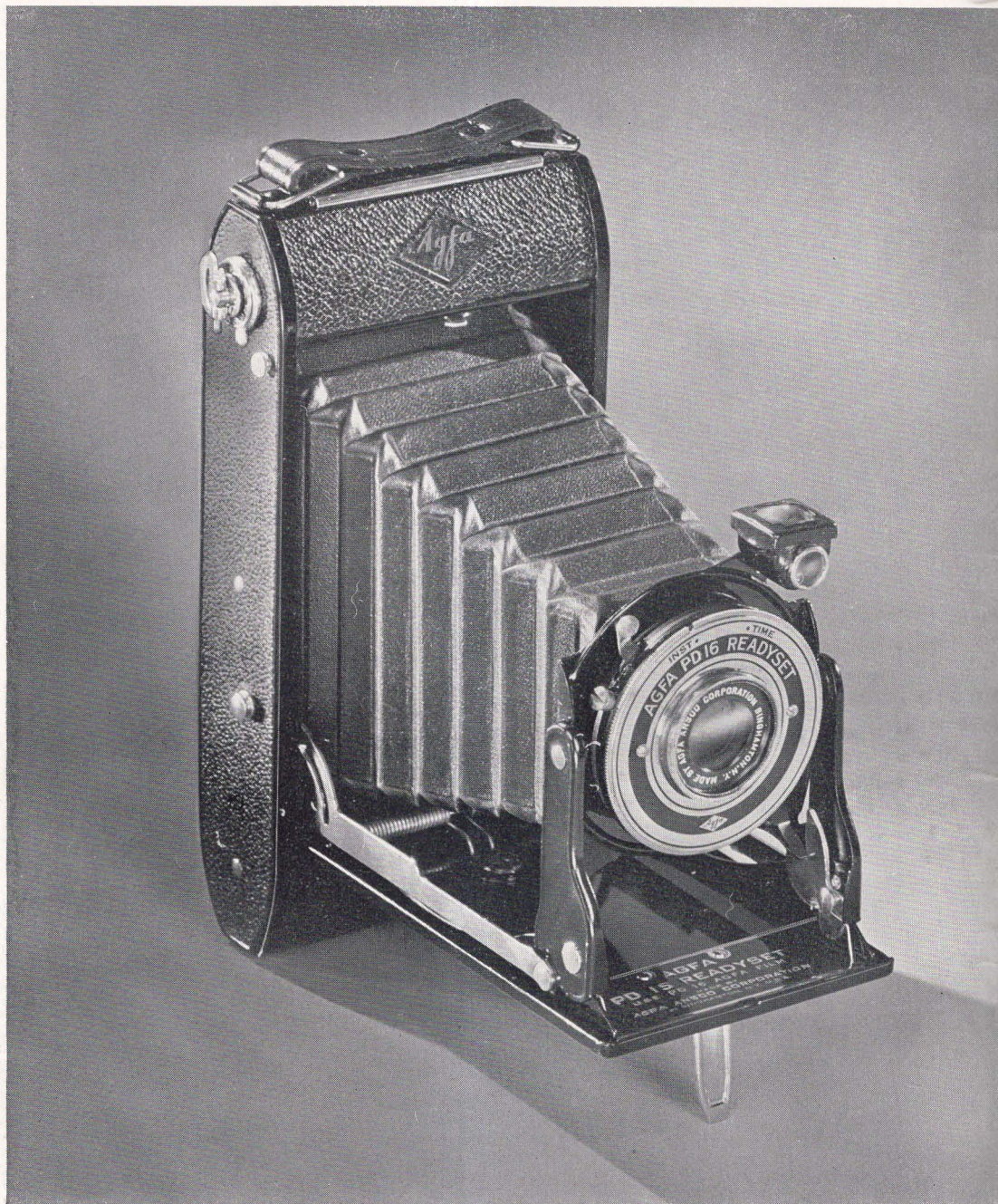
SHUTTER FRONT



CAMERA CLOSED



EASY TO OPEN



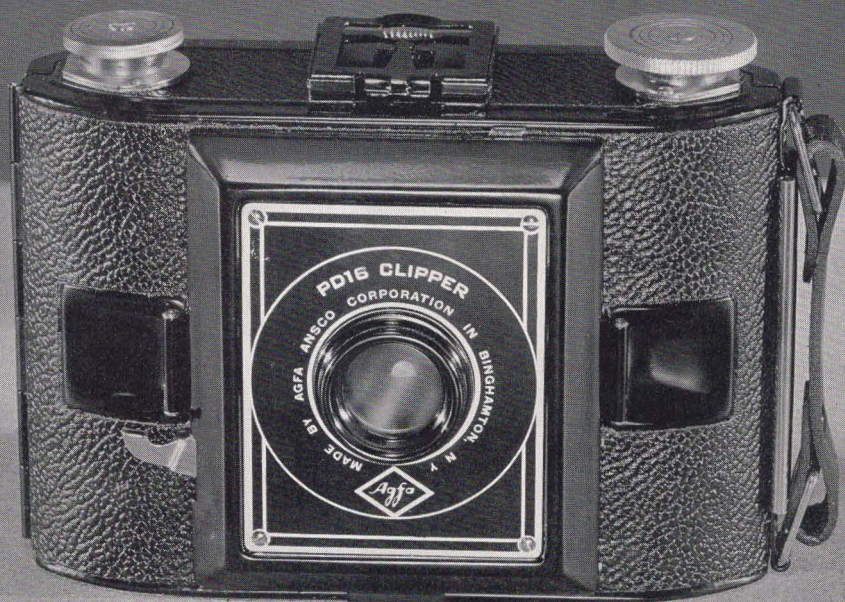
AGFA READYSET FOLDING CAMERAS

Built along the same fine lines of camera design that are found in the Plenax, these new cameras set a high mark for value in the folding camera field. The Readysset provides the logical answer to those who have considered photography too complicated and expensive for they combine low cost with extremely simple operation. Photography with the Readyssets is merely a matter of "open—aim—shoot." Yet this ease of operation does not detract from certainty of results. The Readyssets have accurate lens and shutter equipment, sturdy steel construction, hinged spool carriers, easy opening and closing devices, durable waterproof covering and a special diaphragm stop for time exposures.

PB20 Readysset (8 pictures $2\frac{1}{4} \times 3\frac{1}{4}$) takes PB20 Agfa Film (same size as 620) JN110. \$8.50

PD16 Readysset (8 pictures $2\frac{1}{2} \times 4\frac{1}{4}$) takes PD16 Agfa Film (same size as 616) JN111. \$9.50



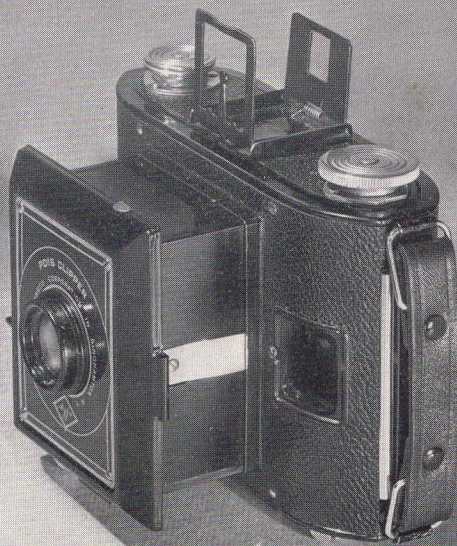


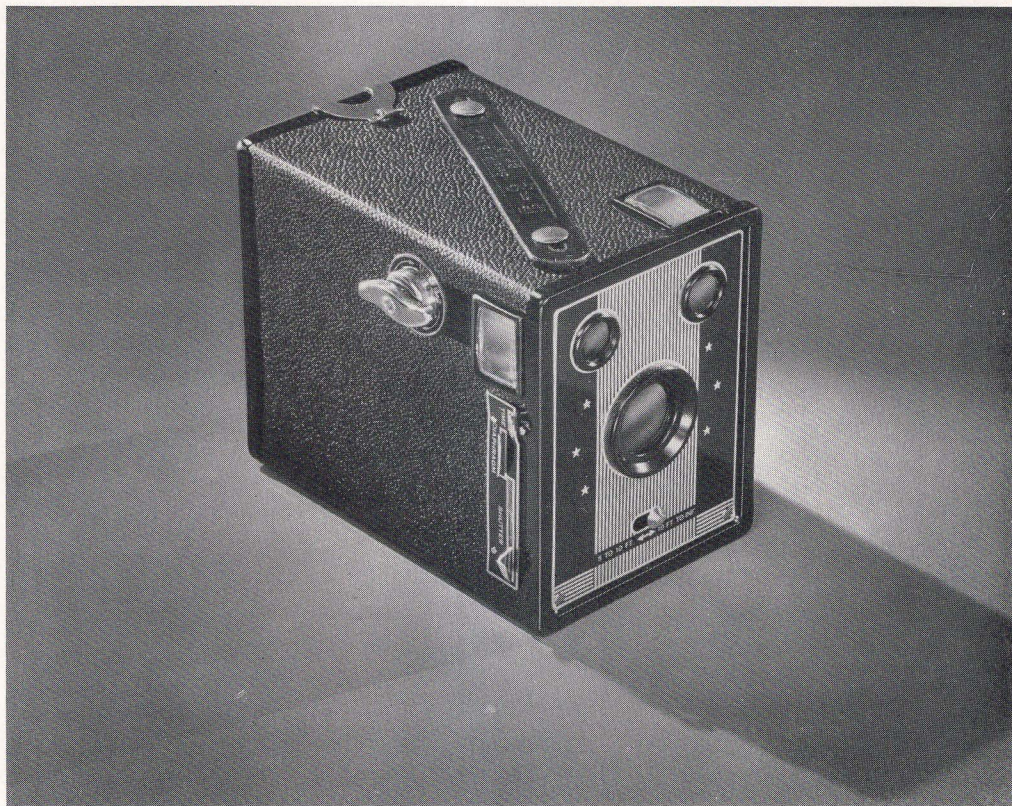
AGFA CLIPPER CAMERA

Here's a new type camera—a camera that combines the smartness and compactness of the folding models with an unusual degree of simplicity and sturdiness. The Agfa Clipper employs a new type of camera construction—a rugged, easy-to-use “pull-out” front that makes the Clipper ready for picture-taking in a split second.

The new Clipper is economical too, adding to its low first cost the advantage of taking fifteen pictures on each roll of film. With such features as the eye-level view finder, universal focus “Unifo” lens, instantaneous and bulb exposure shutter, built-in shutter release guard, hinged back, leather handle, steel construction and other high points of modern camera design, the Clipper provides a remarkable value among inexpensive cameras.

PD16 Clipper (15 pictures $2\frac{1}{8} \times 2\frac{1}{2}$) takes PD16 Agfa film (same size as 616) JN116.....\$5.00





Shur-Shot Special

AGFA SHUR-SHOT BOX CAMERAS

These fine cameras furnished in B2 and D6 sizes take both full-size and half-size pictures, for they are built with "wings" which permit this choice of picture size. The Shur-Shots are strongly built and modern in design and appearance. The rich black of the waterproof covering is

strikingly set off by a smart nickel and black front plate. Among the many features which make the Shur-Shots dependable picture-takers are a fine lens, two diaphragm openings, a built-in yellow filter, two large view finders, and a positive-acting shutter giving time or instantaneous exposures. A hinged back and a sturdy metal cone make loading of the



Shur-Shot Regular

camera a simple, easy operation.

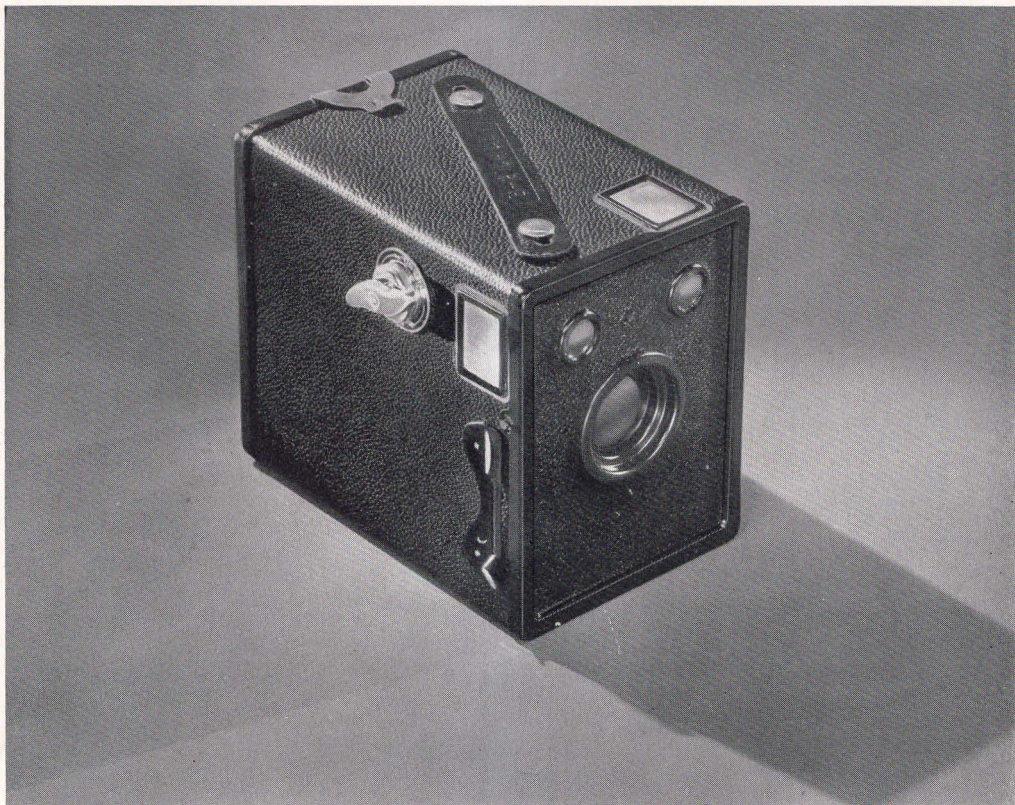
Special Deluxe models of the Shur-Shot are also available. Provided with all the features of the regular model, these Shur-Shot Specials have in addition large, brilliant view finders and a movable front lens which can be quickly adjusted for taking portraits and other "close-up" photographs.

B2 Shur-Shot Regular (8 pictures $2\frac{1}{4} \times 3\frac{1}{4}$ or 16 pictures $2\frac{1}{4} \times 1\frac{5}{8}$) takes B2 Agfa Film (same size as 120) JN94\$2.45

D6 Shur-Shot Regular (8 pictures $2\frac{1}{2} \times 4\frac{1}{4}$ or 15 pictures $2\frac{1}{2} \times 2\frac{1}{8}$) takes D6 Agfa Film (same size as 116) JN95\$2.95

B2 Shur-Shot Special (8 pictures $2\frac{1}{4} \times 3\frac{1}{4}$ or 16 pictures $2\frac{1}{4} \times 1\frac{5}{8}$) takes B2 Agfa Film (same size as 120) JN96\$3.40

D6 Shur-Shot Special (8 pictures $2\frac{1}{2} \times 4\frac{1}{4}$ or 15 pictures $2\frac{1}{2} \times 2\frac{1}{8}$) takes D6 Agfa Film (same size as 116) JN97\$4.15



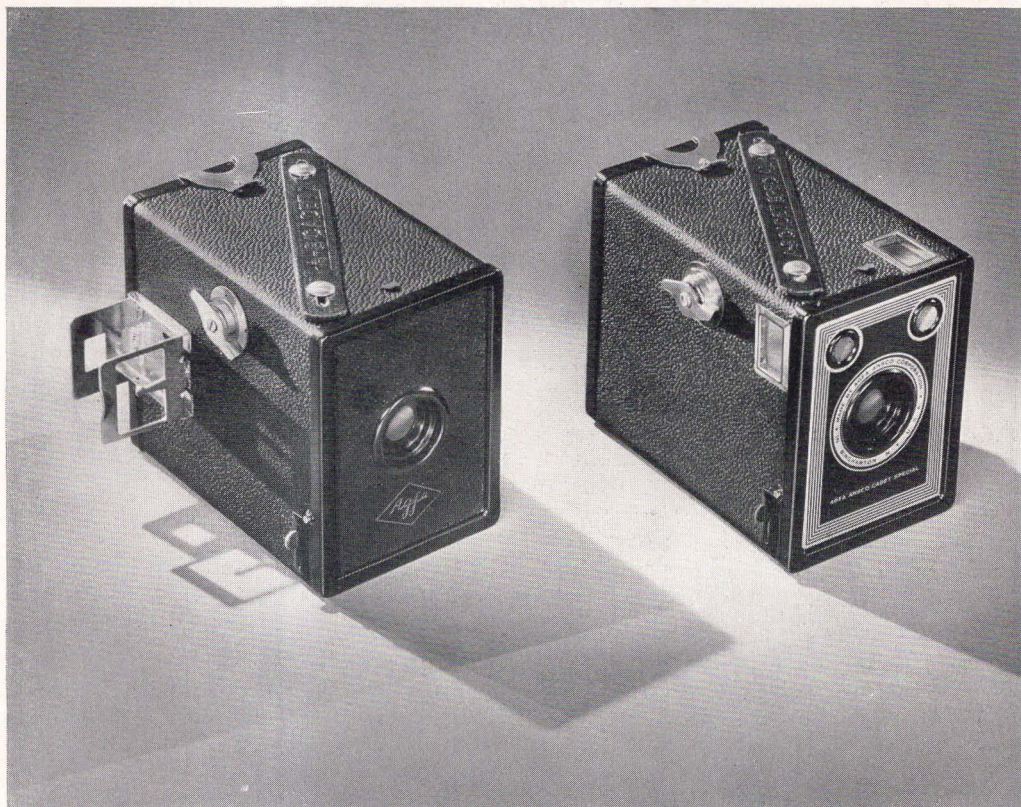
B2 and D6 Cadet

AGFA CADET BOX CAMERAS

With these inexpensive cameras anyone can get good pictures. Furnished in A8, B2, and D6 sizes they are simple to operate, yet take fine pictures, for they are carefully designed and accurately built to insure good results. Attractive and reliable but low-priced, the Cadets' value is fur-

ther emphasized by their ability to withstand hard use without breakage. The Cadets are furnished with a high-grade lens, a shutter giving time and instantaneous exposures, an easy-loading cone and large finders for rapid shooting.

The A8 Cadets, newcomers to the small camera field, are values that will appeal to every amateur photographer. Conveniently



Left: A8 Cadet; Right: A8 Cadet Special

small in size, these new Cadets are nevertheless real cameras—not toys—for they take fine photographs. Their beauty calls for admiration, yet they are constructed so well that they are practically unbreakable. A new one-way shutter release, an easy loading all-metal cone, and a fine lens make them remarkably simple and reliable to use. The A8 Cadet Special has two large,

waist-level view finders, while the A8 Cadet is furnished with a new type, eye-level, direct view finder.

A8 Cadet (8 pictures $1\frac{5}{8} \times 2\frac{1}{2}$) takes A8 Agfa Film (same size as 127) JN108.

A8 Cadet Special (8 pictures $1\frac{5}{8} \times 2\frac{1}{2}$) takes A8 Agfa Film (same size as 127) JN109.

B2 Cadet (8 pictures $2\frac{1}{4} \times 3\frac{1}{4}$) takes B2 Agfa Film (same size as 120) JN98.

D6 Cadet (8 pictures $2\frac{1}{2} \times 4\frac{1}{4}$) takes D6 Agfa Film (same size as 116) JN107.

AGFA CAMERA ACCESSORIES

CARRYING CASES

Complete camera protection is provided for your Plenax or Readyset camera by these soft, genuine leather carrying cases. Attractive in appearance, these cases are finished with a Talon Slide Fastener that makes them easy to open and close. A webb hand strap and long webb shoulder strap are provided which will not stain hands or clothing.

Carrying Cases for PB20 Plenax and Readyset cameras (JN129).....\$2.25
For PD16 Plenax and Readyset cameras (JN130).....\$2.50

A special new carrying case, with snap-on fastener is also available for the Clipper camera.

For PD16 Clipper Camera (JN131).....\$1.75

EYE-LEVEL VIEW FINDER

You'll find one of these direct view finders especially valuable for quick action, rapid sighting and shooting over the heads of a crowd. Furnished as regular equipment on the Plenax Hypar, this view

finder may be attached quickly and easily to Antar and Tripar models.

Price, PB20 or PD16 size.....\$1.25

CABLE RELEASES

When making time exposures and to insure smooth, steady operation of the camera at all times, a wire cable release is particularly useful. These vary in length and thread according to size and type of camera and shutter. In ordering, state camera for which release is desired.

Price.....\$.35

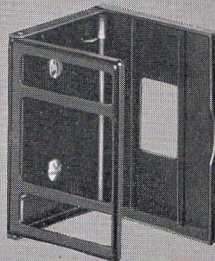
PORTRAIT ATTACHMENTS

An auxiliary lens which slips over the regular lens, changing the focus so as to permit working closer to the subject and getting a larger image.

Size No. 20 Portrait Attachment (fits A8 Cadet and A8 Cadet Special cameras), size No. 22 (fits PB20 Readyset, PD16 Clipper Unifo, B2 Cadet and B2 Shur-Shot Cameras), size No. 23 (fits D6 Cadet and D6 Shur-Shot), size No. 24 Portrait Attachment (fits Antar and Tripar lenses), size No. 25 (fits Hypar lens and PD16 Readyset).....\$.90 each



CARRYING CASE



EYE LEVEL VIEW FINDER



CABLE RELEASE

COLOR FILTERS

These natural glass, yellow color filters are cells which slip over the lens mount when it is desired to hold back the more active blue rays of light. They require approximately twice normal exposure with Plenachrome film and are very useful for obtaining better color rendering of cloud pictures, landscapes, flower photographs and similar subjects.

Size No. 22 Color Filter (fits PB20 Readyset and PD16 Clipper Unifo), size No. 24 Color Filter (fits Tripar lens) and size No. 25 Color Filter (fits the Hypar lens and PD16 Readyset).....\$1.75 each

PHOTOGRAPHIC FLASH LAMPS

These flash lamps provide a convenient and dependable source of light for flash-light photographs. Two types of lamps are available, the foil-filled General Electric "Photoflash" and the wire-filled Wabash "Superflash", each lamp giving a single, brilliant flash of light without smoke, odor or noise. Both bulbs fit a standard light socket and may be ignited by a flashlight battery or by house current. Reflectors

should be used with these lamps for maximum efficiency.

Superflash No. 1 "Baby" size.....	\$.20
Photoflash No. 10 Small size.....	.15
Superflash No. 2 Medium size.....	.25
Photoflash No. 20 Medium size.....	.25
Superflash No. 3 Large size.....	.60
Photoflash No. 75 Large size.....	.75

PHOTOGRAPHIC FLOOD LAMPS

These flood lamps are designed for the lighting of interiors, portraits, indoor motion picture subjects and all amateur and professional photography requiring a continuous light of extreme brilliance. Two types of bulbs are available, the General Electric "Photoflood" and the Wabash "Superflood". Both types operate on ordinary house current 105 to 120 volts AC or DC and have a burning life of about two hours for the No. 1 and No. 11 sizes, six hours for the No. 2 size and ten hours for the No. 4 size.

Photoflood or Superflood, No. 1.....	\$.25
Photoflood or Superflood, No. 2.....	.50
Photoflood or Superflood, No. 4 (mogul base)...	2.00
Photo-enlarger No. 11 (outside frosted).....	.35



COLOR FILTER



PORTRAIT ATTACHMENT



FLOOD AND FLASH BULBS



AGFA ROLL FILM

With a reputation for excellence and dependability, Agfa roll film is provided in six types to give best results in whatever kind of picture-taking you contemplate. Select your film from those listed below—you can then be certain of getting perfect snapshots with your camera.

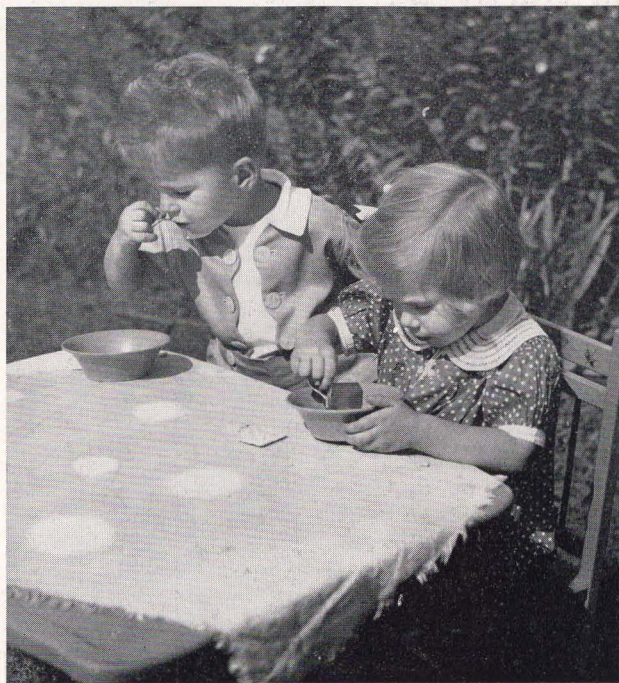
PLENACHROME

Fine outdoor pictures, even under the adverse light conditions met on dull days, are yours when you use Agfa Plenachrome Roll Film. Speedy, reliable, efficient, this modern picture-taking material is of the "chrome" type, having high sensitivity to all colors except red. In addition to its

speed and orthochromatic color sensitivity, Plenachrome has wide latitude to compensate for variations in exposure, a degree of contrast which gives pleasingly brilliant prints, and an anti-halo coating to insure sharp, clear pictures—free from halation. Plenachrome is guaranteed, "Pictures that Satisfy or a New Roll Free."

SUPER PLENACHROME

This high-speed, orthochromatic roll film has won fame and preference in the short time it has been available in roll film form. With greater speed and latitude than Plenachrome, this new roll film adds hours to the snapshot day and largely overcomes



the common error of incorrect exposure. Brilliant gradation, and full anti-halo protection add their bit toward making Super Plenachrome a truly versatile material capable of doing fine work with nearly any kind of subject you'll encounter.

STANDARD

For much of your picture-taking of conventional outdoor subjects you'll find Agfa Standard Roll Film both serviceable and inexpensive. Long known as a dependable material for average light conditions, this film is excellent for outdoor photography. Its ample speed and color sensitivity insure good results—yet its lower price brings a worth-while economy to your picture-taking. You can be sure of pleasing snapshots when you use Agfa Standard Roll Film, for each roll is guaranteed, "Pictures that Satisfy or a New Roll Free."

SUPERPAN

For snapshots at night, for photographs taken indoors or out, even when light is poor, and for subjects that demand a true interpretation of color values, Agfa Superpan is sure to please you. This remarkable film of the supersensitive type is panchromatic with sensitivity to all colors of the

rainbow. Its emulsion has been carefully balanced to give brilliant results outdoors without producing harsh negatives when exposed under artificial lighting. Its extremely wide latitude guards against exposure errors and its special back-coating prevents unsharpness due to halation.

FINOPAN

Users of small hand cameras have long wished for just this kind of a film for outdoor work—one which gives correct color rendering, clean, brilliant gradation, anti-halo protection and a grain structure so fine that enlargements of great size are possible and practical. In addition Finopan has ample speed and latitude for ordinary picture-taking.

SUPERPAN PRESS

This new film, four times faster than Superpan and other films of the supersensitive type, provides greater speed for photography in daylight or Mazda light than has ever before been available to the roll film user. This gain in speed which has been obtained without loss of fineness of grain, brilliance or balanced panchromatic color sensitivity, is of tremendous importance when light is poor and lens openings must be small or shutter speeds fast.

ROLL FILM PRICES

Size	Agfa No.	Same Size as	No. of Exposures	Price					
				Standard	Plenachrome	Superplena	Superpan	Finopan	Superpan Press
1½ x 2½	A8	127	8	\$.20	\$.25	\$.30	\$.30	\$.30	\$.40
2¼ x 2¼ (6x6cm)	B1	117	62530
2¼ x 3¼ (6x9cm)	B2	120	8	.25	.30	.35	.35	.35	.45
2¼ x 3¼ (Thin Metal Spool)	PB20	620	8	.25	.30	.35	.35	.35	.45
2½ x 4¼ (6.5x11cm)	D6	116	8	.30	.35	.40	.40
2½ x 4¼ (Thin Metal Spool)	PD16	616	8	.30	.35	.40	.4050
2⅞ x 4⅞ (7.25x12.5cm)	M6	130	6	.40	.45
3¼ x 4¼ (8x10.5cm)	E6	118	6	.40	.45
3¼ x 4¼ (8x10.5cm)	F6	124	6	.40	.45
3¼ x 5½ (8x14cm)	G6	122	6	.50	.55	.65	.65



AGFA FILM PACKS

Three kinds of film are now available in film pack form for those who wish to take advantage of the convenience and speed in changing film between exposures that is offered by this type of packaging. This complete line is rounded out by the addition of the new Superpan Press film pack to the already available and widely popular Superpan and Super Plenachrome film packs.

SUPERPAN PRESS is a film similar to that supplied as roll film and cut film. Already famous in its cut film form among press photographers for its amazing increase in

light sensitivity over previous high-speed films, Superpan Press is four times faster and can be used with two full lens stops less exposure than previous films of the supersensitive type. This remarkable gain in speed, which has been achieved without sacrifice of keeping qualities, fineness of grain, brilliance or balanced color sensitivity, means much to every photographer who must use small lens openings or high shutter speeds under adverse light conditions. Excellent in either daylight or Mazda light, the new Superpan Press film pack will prove an ideal choice whenever the maximum film sensitivity is desired.

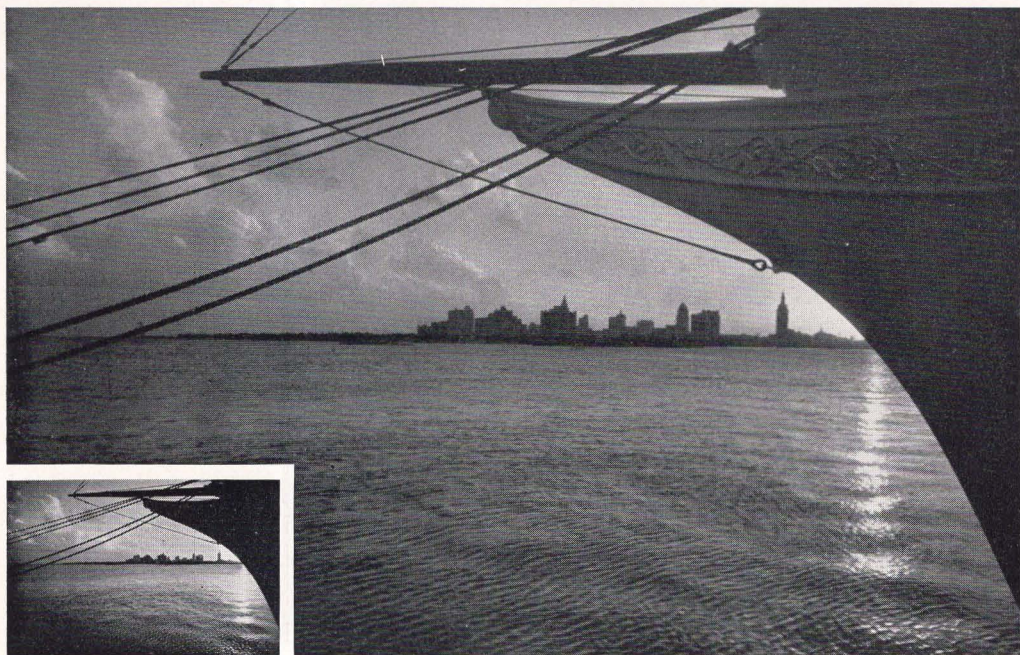
SUPERPAN is a panchromatic film of the supersensitive type, long recognized as an excellent recording medium for portraiture indoors or out, pictures at night by flood or flash bulbs and an almost limitless variety of outdoor subjects. Its panchromatic color sensitivity, wide latitude and effective protection against halation help greatly in securing perfect results, even when working conditions are unfavorable.

SUPER PLENACHROME is an orthochromatic film of high speed, widely preferred among film pack users for sports photography, as well as for pictorial and scenic work. For outdoor picture-taking requiring short exposures with a film of wide latitude, high orthochromatic color sensitivity, brilliance and protection against halation, Super Plenachrome provides a logical selection.

FILM PACK PRICES

Picture Size		Same Size as	Price Per Pack		
Inches	Centimeters		Super Plenachrome	Superpan	Superpan Press
1 $\frac{3}{4}$ x 2 $\frac{3}{8}$	4.5 x 6	500	\$.50	\$....	\$....
2 $\frac{1}{4}$ x 3 $\frac{1}{4}$	6 x 9	520	.70	.75	.90
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	8 x 10.5	518	1.15	1.35	1.50
3 $\frac{1}{2}$ x 4 $\frac{3}{4}$	9 x 12	541	1.25	1.45	1.65
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	8 x 14	522	1.30
4 x 5	10 x 12.5	523	1.30	1.55	1.75
4 x 6	10 x 15	543	1.60
5 x 7	13 x 18	515	2.30	2.70





AGFA MINIATURE-CAMERA FILM

Six fine Agfa films are offered the miniature-camera user to meet every picture-making need. These films form a well-balanced group which answers every requirement for miniature-camera work.

All negative films are furnished on a gray anti-halo base of special thickness for miniature-camera use and are protected by a transparent non-abrasion coating overlying the emulsion. Each of the films is furnished in an improved Agfa cartridge for the LEICA camera and also in the daylight-loading spool for the CONTAX camera. Darkroom loadings in various lengths are also available in several of the films.

ULTRA-SPEED PANCHROMATIC

Three times faster than other "Super" types heretofore supplied, this amazing new film is the fastest miniature-camera film available. Agfa Ultra-Speed Panchromatic provides a greatly extended field for the miniature-camera user and is an ideal material for stage photography, candid work and other heretofore impossible shots of poorly lighted subjects.

SUPERPAN SUPREME

This new film, Superpan Supreme is of an improved type having more brilliant gradation and finer grain than Superpan

formerly available. With these improvements, speed has also been increased so that one lens stop less exposure may be given. These properties make Superpan Supreme an ideal selection for daytime use with all subjects requiring high speed and panchromatic color sensitivity, and for night pictures, indoors or out.

FINOPAN

This panchromatic film is recommended to those who wish to enlarge their miniature negatives to unusual size, for Finopan provides an emulsion with an extreme fineness of grain. Finopan possesses ample speed, wide latitude, and a well balanced sensitization to all colors.

FINE-GRAIN

PLENACHROME

Clear, sparkling negatives for outdoor pictures are assured by this fast orthochromatic film. Its fineness of grain and its high sensitivity to all colors except red make it a preferred film for general outdoor use.

INFRA-RED

Agfa Infra-Red Film is an unusual material which brings new possibilities to the miniature-camera user, for with it effects can be easily obtained that are difficult or impossible with other films. Night-effect scenes in broad daylight, crystal-clear pictures of distant scenes, fluffy white clouds against a jet black sky and dramatic presentation of otherwise ordinary commercial shots, all are possible and practical with this remarkable film.

FINE-GRAIN SUPERPAN REVERSIBLE

To meet the demand for a reversible film for use in miniature cameras, Agfa Fine-Grain Superpan Reversible has been made available in safety base. Superpan Reversible is converted to a positive by the Agfa reversal process at authorized Agfa Reversal Laboratories for a cost of fifty cents per 36-exposure roll.

35MM. FILM PRICES

NAME OF AGFA FILM	15-Exposure Darkroom Loads	36-Exposure Cartridge or Spool	27½-ft. Container Notched Film	55-ft. Container Notched Film	100-ft. Container Unnotched Film
Agfa Ultra-Speed Panchromatic	\$.45	\$1.25	\$2.25	\$4.25	\$7.50
Agfa Superpan Supreme	1.00	1.80	3.50	6.00
Agfa Finopan	1.10	2.10	4.00	6.00
Agfa Fine-Grain Plenachrome90	1.65	3.25	6.00
Agfa Infra-Red	.45	1.35	2.40
Agfa Fine-Grain Superpan Reversible (Cartridge only)	1.50
18-exposure Superpan Supreme spool for Argus camera\$.50					
30-exposure Superpan Supreme spool for Robot camera 1.00					
50-exposure Superpan Supreme cartridge for Memo camera65					
50-exposure Fine-Grain Plenachrome cartridge for Memo camera60					

AGFA MOTION-PICTURE FILM

16MM. FINE-GRAIN PLENACHROME REVERSIBLE

With ample speed, pleasingly brilliant contrast and orthochromatic color sensitivity, this film provides an excellent outdoor medium at moderate price. With excellent speed for outdoor movie-making, Plenachrome possesses wide latitude and full anti-halo protection.

16MM. HYPAN REVERSIBLE

This new panchromatic film has been especially designed for outdoor work where brilliant contrast, fineness of grain and clear, sharp results are necessary. Hypan is approximately equal in speed in daylight to Superpan Reversible and has sensitivity to all colors. Clear brilliant projection is assured with Hypan by its fine-grain emulsion and exclusive coating that prevents unsharpness due to halation.

16MM. FINE-GRAIN SUPERPAN REVERSIBLE

Here is the ideal film for indoor movies and for slow-motion cine work under light conditions requiring extreme speed. Special sensitizing methods give Superpan exceptional speed combined with remarkable fineness of grain. The contrast of the panchromatic emulsion has been balanced to prevent harsh effects with artificial lighting. Superpan has wide latitude to minimize exposure errors and possesses full anti-halo protection.

16MM. SUPERPAN SUPREME NEGATIVE

Cine workers who require negative material from which positive prints are to be made, will find Agfa 16 mm. Superpan Negative an extremely fast, panchromatic material. It is recommended for indoor and outdoor use whenever highest speed and sensitivity to all colors are necessary.

16MM. FINOPAN NEGATIVE

This Negative material is recommended for outdoor cine work requiring a panchromatic film of moderate speed, ample brilliance and exceptional fine-grain qualities.

8MM. FINE-GRAIN FILMOPAN REVERSIBLE

This single-width 8 mm. panchromatic film brings a new high in quality to movie making with Filmo Straight 8 Cameras. Filmopan has brilliant contrast, full color sensitivity, ample speed and excellent fine-grain qualities. Price per 30 ft. roll including processing and return postage, \$1.45.

8MM. FINE-GRAIN PANCHROMATIC REVERSIBLE

This single-width 8 mm. film is similar to 8 mm. Filmopan Reversible but it is furnished on a special spool to fit the 8 mm. Keystone Camera Model K8. Price per 30 ft. roll including processing and return postage, \$1.45.

16MM. FILM PRICES

<i>Name of Agfa Film</i>	<i>50 ft. Roll</i>	<i>100 ft. Roll</i>	<i>50 ft. Siemens Cassette</i>	<i>40 ft. Movex Cassette</i>
Fine-Grain Plenachrome Reversible	\$2.75	\$4.50*
Hypan Reversible	3.25	6.00*	\$3.50	\$3.25
Fine-Grain Superpan Reversible	4.00	7.50*	4.00
Finopan Negative	3.50
Superpan Supreme Negative	3.50*

*100 ft. length also available perforated for sound at no extra cost.

Prices listed for reversible films include processing at any authorized Agfa Laboratory and return postage.
Negative film prices do not include developing and printing.

AUTHORIZED AGFA ANSCO LABORATORIES

Agfa AnSCO Corporation
245 W. 55th St., New York, N. Y.

Agfa AnSCO Corporation
433 East Erie Street, Chicago, Ill.

Agfa AnSCO Corporation
1043 South Olive St., Los Angeles, Cal.

Agfa AnSCO Corporation
121 Julia Street, Jacksonville, Fla.

Motion Picture Service Co.
125 Hyde St., San Francisco, Cal.

The Calvin Co.
26th and Jefferson Sts., Kansas City, Mo.

Associated Screen News Limited
5271 Western Ave., Montreal, Quebec

AGFA LABORATORY SERVICES

The following services can be obtained through any authorized Agfa Laboratory.

Developing 16 MM. Negative and Positive Film

50 to 100 ft. \$1.50
Minimum charge75

Positive Prints From Negative Film

Rolls of 77 ft. to 100 ft. \$3.75
Rolls of 100 ft. or more, per foot03¾
Rolls of less than 77 ft., per foot05½
Minimum charge per order 2.75

Duplicates from Reversible Film

Rolls of 77 to 100 ft. \$5.00
Rolls of 100 ft. or more, per foot05
Rolls of less than 77 ft., per foot06½
Minimum charge per order 3.25

Typewritten Titles

Per word \$.03
Minimum charge per title (8 words or less)25
Minimum charge per order 1.00

Printed Titles

Per word \$.03
Minimum charge per title (10 words or less)40
Minimum charge per order 1.00

Special borders and backgrounds at nominal charge.





AGFA CUT FILM

Among the many different kinds of Agfa cut film prepared for professional photographic use, there are six most adaptable and best suited for the requirements of the advanced amateur. These six films, Superpan Press, Super Plenachrome Press, Superpan Portrait, Supersensitive Panchromatic, Isopan, and Supersensitive Plenachrome are described below. For full information on other Agfa cut films, ask for Professional Catalog 56P.

SUPERPAN PRESS

This new cut film which shows the amazing increase in light sensitivity of four times over that of films of the supersensitive type, provides the cut film user with

greater speed than he has ever before had at his command. Although designed primarily for press photography, this film has already found a great number of practical applications where good photographs must be obtained in the face of adverse working conditions. With Superpan Press, shutter speeds four times faster, or lens openings two stops smaller may be used than would be necessary for heretofore maximum speed films. No sacrifice has been made in the keeping qualities or grain size of this film and it exhibits a well balanced panchromatic color sensitivity and a moderately brilliant gradation. Superpan Press is protected against halation with a conventional back-coating. It should be handled and developed in total darkness.

SUPERPAN PRESS PRICES

<i>Size</i>	<i>Price Per Dozen</i>
3 1/4 x 4 1/4 in.	\$.95
4 x 5 in.	1.25
5 x 7 in.	2.00
8 x 10 in.	4.45

SUPER PLENACHROME PRESS

This new film, three times faster than Super Plena-Press which it replaces, brings unprecedented speed to the photographer who wants a film that can be developed by red safelight. Nearly as fast as Superpan Press, this orthochromatic film has somewhat softer gradation and will prove highly efficient whenever extreme speed is needed for outdoor work. For prices see Schedule A on page 29.

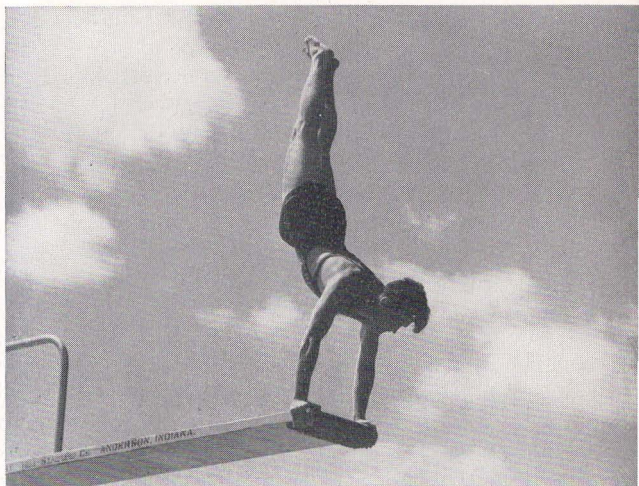
SUPERPAN PORTRAIT

This film is a high speed, panchromatic material with sensitivity to all colors and a scale of gradation which gives excellent registration of highlight detail. Although

designated as a "portrait" film, it has a wide range of suitability to all types of indoor and outdoor subjects which call for a panchromatic film. It should be developed in total darkness, unless first desensitized with Pinakryptol Yellow. Detail in Superpan negatives is kept sharp and clear by a special anti-halation coating which disappears during development. For prices see Schedule B on page 29.

SUPERSENSITIVE PANCHROMATIC

Agfa Supersensitive Panchromatic is a panchromatic film of the supersensitive type, with high red sensitivity and a long scale of gradation. These characteristics make it an exceptionally fine medium for handling subjects with an extreme brightness range where it is necessary to record brilliant highlights and deep shadows without loss of detail. Due to its extreme speed and color sensitivity, Supersensitive Panchromatic should be handled in complete darkness unless first desensitized with



Pinakryptol Yellow. This film is protected against halation by a coating which disappears during development. For prices see Schedule B below.

ISOPAN

Isopan is a panchromatic cut film of extremely fine grain. It is the logical choice whenever enlargements of unusual size are to be made and in every case where the utmost fineness of grain is desired. The fine-grain qualities of Isopan combined with its efficient anti-halation coating make it suitable for all types of photography requiring maximum resolution and freedom from halation. Isopan is also particularly well suited for three-color separation negatives in color photography, having a well-balanced color sensitivity for this kind of work, as well as ample speed and brilliance. See Schedule B for prices.

SUPERSENSITIVE PLENACHROME

This film has won wide recognition as an orthochromatic material that is excellent for portraiture and for a wide range of miscellaneous outdoor photography. Super-sensitive Plenachrome has wide latitude, excellent speed, high sensitivity to all colors except red, and is protected against halation by a back-coating which disappears in development. For prices see Schedule A below.

CUT FILM PRICES

Size	PRICE PER DOZEN	
	Schedule A	Schedule B
2¼ x 3¼ in.	\$.45	\$.50
2½ x 3½ in.	.45	.50
3¼ x 4¼ in.	.65	.75
9 x 12 cm.	.80	.90
4 x 5 in.	.90	1.00
5 x 7 in.	1.45	1.60
8 x 10 in.	3.20	3.55





AGFACOLOR ULTRA PLATES

Natural color photography with the new Agfacolor Ultra Plates is a certain and inexpensive process for reproducing full, natural color in transparencies and lantern slides. No complicated equipment is necessary and results are remarkably beautiful and true to the original subject. Processing of Agfacolor Ultra Plates can be done with the equipment listed on page 35, or plates can be sent to Binghamton for finishing as described below.

Agfacolor Ultra Plates are supplied in boxes of four plates each, in sizes indicated below. Sizes other than those listed are supplied on special order only.

The new Agfacolor Ultra Plates are considerably improved over Agfacolor Plates

formerly supplied. The speed of the plate has been increased so that only one-fifth the exposure formerly required for Agfacolor Plates in daylight is necessary. The color balance of the new plate has been modified so that NO filter is used for daylight exposures; however a blue filter, Agfa No. 24 (obtainable through your dealer) is used for exposures made in Mazda light. The new Agfacolor Ultra Plate requires the same exposure in Mazda light with the No. 24 filter as the discontinued Agfacolor plate without filter. Complete information and instructions for use are given in the booklet "Agfacolor Ultra Plates" which is furnished free on request.

PRICES		FINISHING PRICES		
<i>Inch Sizes</i>	<i>Per Box</i>	<i>Size</i>	<i>Price Per Plate</i>	
			<i>Developing Only</i>	<i>Bound with Cover Glass</i>
3¼ x 4	\$ 2.40	2¼ x 3¼ in., 6½ x 9 cm.	} \$.20	} \$.40
3¼ x 4¼	2.40	4.5 x 10.7, 4.5 x 6 cm.		
5 x 7	5.55	3¼ x 4, 3¼ x 4¼ in.		
8 x 10	13.50	6 x 13, 9 x 12 cm.		
		3¼ x 5½, 4 x 5 in.		
		10 x 15 cm.		
		5 x 7 in.	.50	.85
		6½ x 8½ in.	.75	1.20
		8 x 10 in.	1.25	2.00
		11 x 14 in.	2.00	3.00
Bound with ground glass, 50% increase over price with clear glass.				
Plates should be carefully repacked in original boxes, emulsion side protected by black card as used in holder, and mailed as soon as is practical after exposure to Finishing Department, Agfa Ansco Corporation, Binghamton, N. Y. When sending plates, write us a letter of explanation.				



AGFA PHOTOGRAPHIC PAPERS

CONVIRA . . . for contact printing. This developing-out paper is the result of long experience in the preparation of paper fitted to meet the exacting requirements of photo finishers, and commercial and professional photographers, as well as advanced amateurs.

Convira is a practical and reliable printing medium, preferred by particular photographers for its many outstanding qualities. Convira is furnished in six grades of contrast, spaced and balanced to provide perfect reproduction from all types of negatives and to allow just the desired degree

of brilliance to be obtained in the final print.

The Convira emulsion is carefully balanced to give prints with a brilliant blue-black tone, uniform through all grades of contrast and capable of being increased in warmth if desired, by modification of development. Convira is supplied in Glossy and Velvet, single or double weight in six grades of contrast; and with a warmer tone on double weight portrait surfaces of Rough, Matte, and Silk, on white or ivory stock in contrast grades of Soft and Brilliant Soft.

INDIATONE . . . for contact and projection. This warm-toned paper permits the making of prints on the same material by contact or projection. Slower than bromide papers yet faster than Convira, Indiatone may be used for contact printing by screening down the lights, or for projection with apparatus having adequate illumination. Used either way, it yields beautiful prints, with identical quality when small contact prints and projection prints are desired at the same time from the same negative. Indiatone is a paper of natural warmth, and produces sepias and gold tones of exceptionally pleasing qualities. It is supplied in double weight stock in a variety of pleasing surfaces.

BROVIRA . . . for projection printing. Agfa Brovira is a fast bromide enlarging paper which has won widespread recognition for its reliability in use and for the excellence and beauty of its finished prints. Many who have tried Brovira after experience with other bromide papers consider it the best enlarging paper on the market. It is distinguished by the depth and richness of its blacks and by the freedom from grayish, flat results often

produced by bromide papers. Brovira has remarkable latitude and permits wide control over contrast by manipulation in development.

Brovira has proved a beautiful medium for salon prints. It is the choice of countless pictorial photographers, and has been widely preferred for enlargements from miniature-camera negatives.

Brovira is offered in a variety of practical and attractive surfaces and in a range of contrasts which makes it possible to obtain good prints from nearly every type of negative.

PORTRAIT ENLARGING . . . for portrait prints. This new Agfa paper is a moderately fast projection material which is fast winning praise as an ideal portrait medium. The rich warm-black tones of its emulsion give a life-like feeling to the print and allow unusually beautiful after-toning effects with the usual Hypo-Alum or Sulphide Redevelopment toning methods. Portrait Enlarging Paper is supplied in a normal grade of contrast which may be modified by manipulation in development. It is furnished in double weight stock in a variety of pleasing surfaces.

PHOTOGRAPHIC PAPER PRICES

<i>Size</i>	<i>Convira Per 2 Doz. Single Weight</i>	<i>Size</i>	<i>Brovira, Indiatone Portrait Enlarging Per Doz. Double Weight</i>
2½ x 3½	\$.20	5 x 7	\$.45
2¾ x 4½	.20	6½ x 8½	.70
3½ x 5¾	.30	8 x 10	.95
4 x 6	.35	11 x 14	1.75

NOTE: This is a very condensed price list. For complete price information ask for Professional Catalog 56 P. Special Stipple Surfaces of Brovira and Indiatone are approximately ten per cent higher than prices listed.

AGFA DARKROOM OUTFITS

DARKROOM OUTFIT NO. 1. This developing and printing kit is complete yet inexpensive; providing all necessary equipment and material for developing and printing plus enough chemicals and paper to develop and print at least three rolls of film.

The Agfa Darkroom Outfit No. 1 includes ruby lamp, three trays, 4-ounce graduate, stirring rod, printing frame, film clips, Developer Tubes, Acid Hypo, Convira paper and instruction book. Agfa Darkroom Outfit No. 1, attractively boxed and complete as described above, \$2.85.

DARKROOM OUTFIT NO. 2. This developing and printing kit has been assembled to provide more complete and elaborate apparatus than is available in the No. 1 Outfit. The three trays included in the outfit are of highest quality, being steel with a triple-dipped, acid-resisting enamel finish. A stainless-steel tray thermometer and two stainless-steel film clips are also provided along with an 8-oz. glass graduate, stirring rod, printing frame, 6-watt Selenium bulb, 5 M-Q Developer Tubes, ½ gallon size can Agfa Acid Hypo and one instruction book. In addition, a return post card is enclosed which can be mailed to Agfa Ansco for a free sample package of Agfa Convira paper. Agfa Darkroom Outfit No. 2, attractively boxed and complete as described above.....\$4.95

Darkroom Outfit No. 1



EQUIPMENT ITEMS SUPPLIED SEPARATELY.

As you progress with your developing and printing you may wish to add to your darkroom outfit extra items of equipment as well as some of the more advanced accessories that are available. Some of the additional equipment supplied by Agfa Ansco is listed below:

4 x 6" Arcolite trays.....	\$.30 each
5 x 7" Enameled trays.....	.60 each
8 x 10" Enameled trays.....	.95 each
11 x 14" Enameled trays.....	1.95 each
14 x 17" Enameled trays.....	2.85 each
4-oz. Molded glass graduates.....	.15 each
8-oz. Molded glass graduates.....	.25 each
Film clips wooden type with hanging hooks.....	.05 each
Film clips professional type, metal.....	.30 each
Film clips (amateur type), stainless-steel..	.15 each
7½" glass stirring rods.....	.05 each
4 x 6" printing frames with glass.....	.60 each
Agfa stainless-steel tray thermometer.....	.75 each
Agfa 6-watt, 115 volt Selenium ruby lamps	.75 each
Timer—a dependable accurate timer.....	5.00 each
5 x 7" Printer, providing many refinements that lead to better results with greater simplicity for print making.....	19.50 each

Darkroom Outfit No. 2



AGFA PHOTOGRAPHIC CHEMICALS

PREPARED DEVELOPERS. These developers are the most popular of a host of time-tested Agfa formulas. Reliable and uniform in their action, they insure proper development of your photographic materials. Compounded from photographically-pure chemicals, they are packed in sealed containers and need only to be dissolved in water for use.

Fine-Grain Developer Formula 17. This fine-grain Borax developer gives soft, fine-grain development. Formula 17 has excellent keeping qualities and gives negatives with a long, even scale of gradation. 1 qt. size.....\$.25 ½ gal. size.....\$.35

Formula N-103 Film and Paper Developer. This is a universal type developer which is particularly designed for use with photographic films, plates, and contact or enlarging papers. N-103 developer is packed as a dry powder which requires dissolving in water to form the following quantities of stock solution.

1 qt. size.....\$.25 ½ gal. size.....\$.40

Formula W-5 Paper Developer. This paper developer has been especially designed to give rich, warm-black tones with Convira, Brovira, Portrait Enlarging, Indiatone, and Professional Cyko. Formula W-5 is dissolved in water to form the following quantities of stock solution.

1 qt.....\$.25 ½ gal.....\$.35

M-Q Developer. This is a universal film and paper developer in powdered form. Each tube makes 8 oz. of developing solution.

5 tube carton (glass tubes).....\$.30

Fine-Grain Tube Developer. This is a special formula for fine-grain film development. Each tube makes 8 oz. tray developer or 20 oz. tank developer. 5 tube carton (glass tubes).....\$.75

Rodinal. This is a highly concentrated liquid developer, complete in one solution and needing only dilution with water for use. It is easy to handle and suitable for all types of plates and film.

3 oz. bottle.....\$.50 8 oz. bottle.....\$1.00

Agfacolor Developing Set. This outfit contains all necessary chemicals for processing twenty 3¼ x 4 plates or ten 5 x 7 plates. The outfit includes desensitizer, developer, reverser, and colorplate varnish.....\$1.50

OTHER PREPARATIONS

Acid Hypo. This standard item provides a fixing solution for plates, film and paper.

8 oz. can (for 1 qt. solution).....\$.15

1 lb. can (for 2 qt. solution).....\$.25

Rapid Fixer. This preparation forms a fixing bath which lasts longer and fixes more rapidly than conventional formulas.

4 oz. bottle (for 16 oz. solution).....\$.18

8 oz. bottle (for 1 qt. solution).....\$.30

1 lb. bottle (for 2 qt. solution).....\$.45

Pinakryptol Desensitizers. These famous Agfa Desensitizers permit development of plates and film in brighter light than is ordinarily permissible.

Pinakryptol Green. (may be used separately or in the developer):

2 oz. bottle (conc. solution—makes 80 oz.).....\$1.25

1 gram (powder—makes 1 pt. conc. solution)... 2.00

Pinakryptol Yellow. (generally preferred for pan film but must be used as separate solution):

1 gram (makes 1 qt. desensitizer).....\$1.50

A complete line of photographic chemical specialties, developing agents and miscellaneous chemicals is also available. For full information and prices ask for Professional Catalog 56P.







AGFA ANSCO CORPORATION

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NEW YORK CITY, N. Y., 245 West 55th St.
CINCINNATI, OHIO, 229 East Sixth Street
JACKSONVILLE, FLA., 121 Julia Street

CHICAGO, ILL., 433 East Erie Street
KANSAS CITY, MO., 209 Pershing Road
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