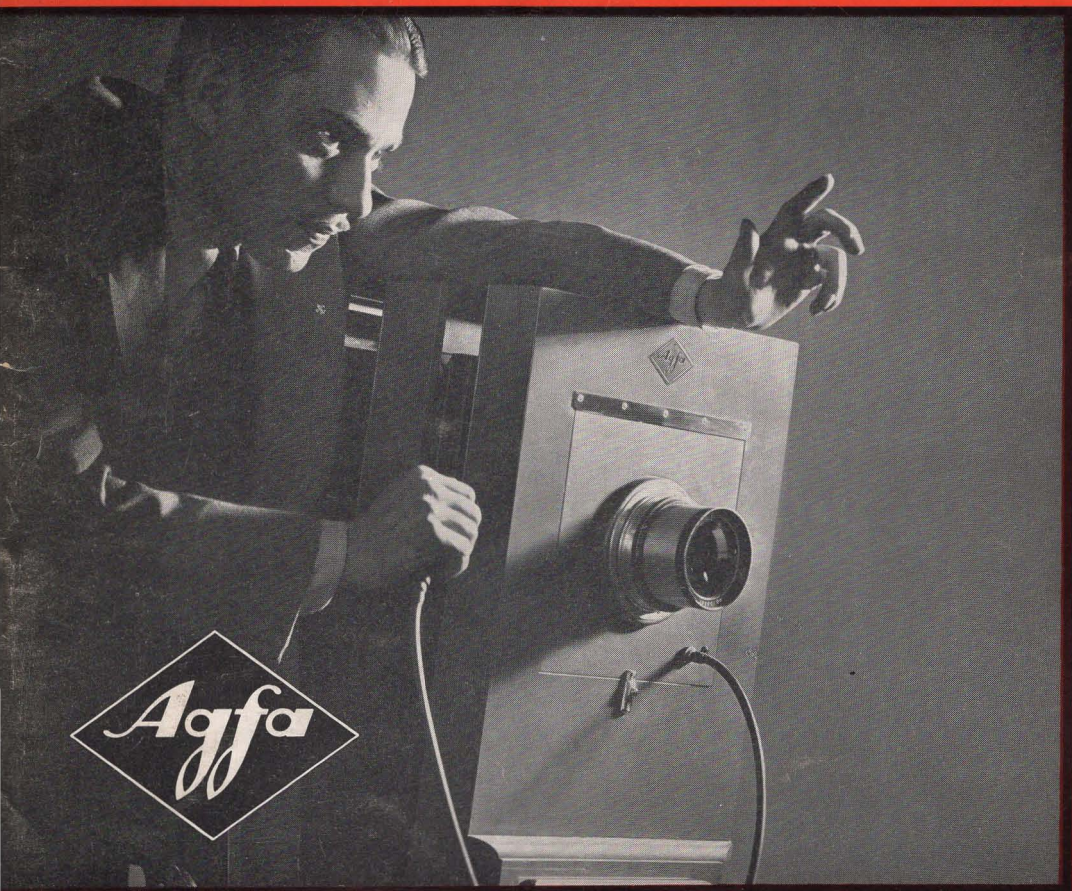


AGFA

PHOTOGRAPHIC MATERIALS
FOR PROFESSIONAL USE



CATALOG P30





AGFA ANSCO PHOTOGRAPHIC MATERIALS FOR PROFESSIONAL USE
CAMERAS AND EQUIPMENT, FILMS, PAPERS, CHEMICALS

Agfa Ansco, Binghamton, New York

REVISED TO MAY 1941

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ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

The Importance of Good Equipment

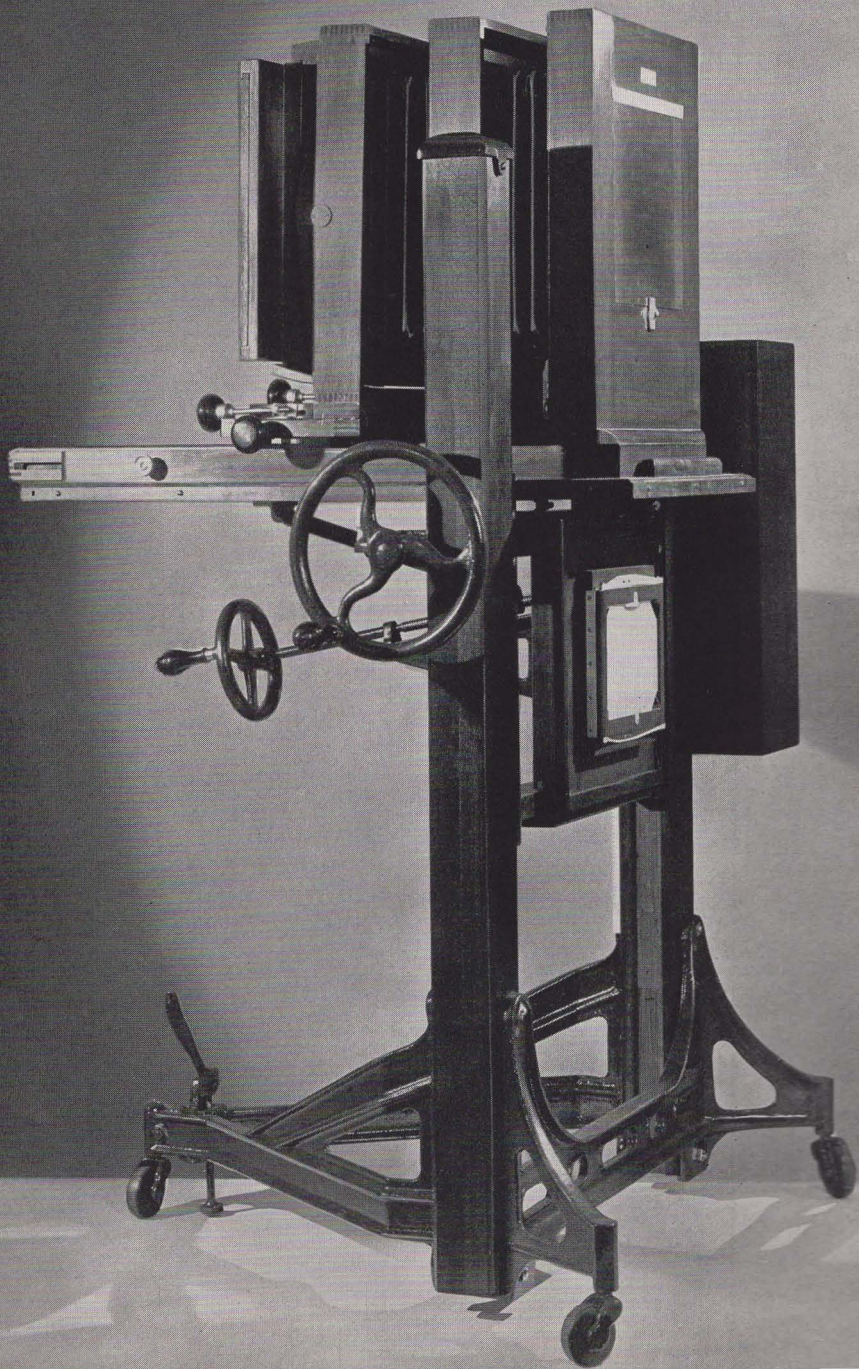


GOOD equipment is no less important to the photographer than to the surgeon, engineer or other highly skilled worker. Like other technicians, the photographer can obtain best results most efficiently with tools that work properly and accurately. And good equipment is of particular value in photographic work because it brings a certainty and dependability to operations that should not, and indeed must not, be done haphazardly.

More and more photographers are finding that the best professional equipment bears the Agfa diamond trademark. This emblem has become an assurance of satisfaction, a guarantee of dependability. You too will discover in Agfa photographic materials the extra performance that has made the Agfa diamond so widely recognized as "the mark of quality".

On these pages you will find described the cameras, accessories, tripods, films, papers, chemicals and many other items that comprise the complete line of Agfa materials for the professional photographer. Into their production have gone the benefits of sound design, long experience and the skill in modern manufacturing methods. Their use will bring you the lasting satisfaction of fine results from dependable materials.

Agfa Professional Cameras and Equipment



STUDIO OUTFIT NO. 5

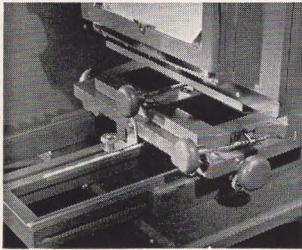
THIS camera and stand is one of the finest pieces of studio equipment you can buy. Built with the best cherry, mahogany and basswood, to specifications of proven value, it combines the stability and dependability of a large outfit with the convenience and flexibility of many smaller cameras. Because wearing surfaces of the focusing mechanism are machined, you will find it unbelievably smooth in operation—yet ruggedly built for a lifetime of use. Studio Outfit No. 5 provides every feature that is important and worthwhile to the particular operator. In addition to many other important characteristics are the outstanding features shown below.

Studio Outfit No. 5 furnished with sliding ground-glass carriage, 5 x 7 reducing back, 5 x 8 and 3½ x 5 divider masks for splitting negatives, 9 x 9 lens board and 5 x 7 and 8 x 10 film holders. \$193.00

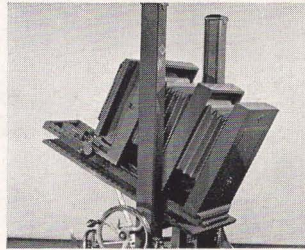
Extra holders for either plates or sheet film, as desired:
8 x 10, each. \$ 4.00
5 x 7, each. 2.90
Sheet film holders supplied unless specified for plates.

Deluxe Studio Outfit No. 5a supplied with same mechanical features as No. 5 but finished with all-metal parts nickel plated, wood work in steel gray, and bellows of red leather \$325.00

Parts separately:	No. 5	No. 5a
Camera only, without back	\$83.00	\$140.00
Camera back with sliding ground-glass carriage.	33.00	55.00
Stand, (without holder rack)	70.00	120.00
5 x 7 Reducing Back.	15.00	25.00
Holder Rack.	7.00	12.50
9 x 9 Lens Board.	1.25	1.75



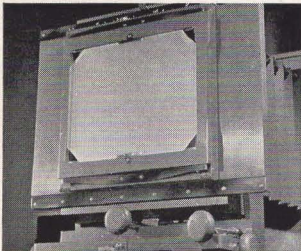
Special construction of camera and stand to permit all adjustments from focusing position.



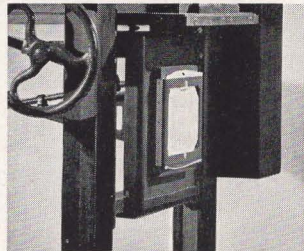
Special stand design permits tilting from 10° upward to 25° downward and adjusting height 17 to 48½" from floor.



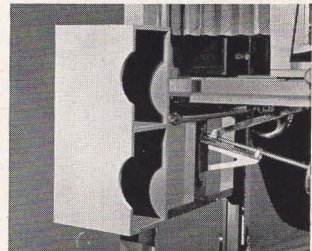
Extreme range of focal length—7½ to 42 inches, made possible by extra inside lens board.



Sliding carriage with automatically locking positions to permit "splitting" negatives without re-focusing.



Built-in bolder to prevent loss or breakage of reversible backs and negative divider masks.



Convenient container for film and plate holders attached at side of camera within easy reach.

UNIVERSAL VIEW CAMERA

THIS fine camera, furnished in both 8 x 10 and 5 x 7 sizes, is unsurpassed as a standard portable outfit for general indoor and outdoor professional work. Outstanding in its field, the Universal View sets a new high in convenient, accurate, dependable operation. The following features of design illustrated below emphasize the high standards of quality in its construction:

1. "Lifetime" construction with only

the best cherry wood used throughout.

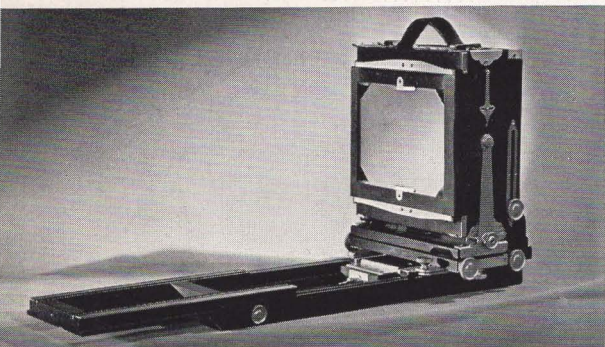
2. All focusing parts metal-to-metal for long life and continued accuracy.

3. All adjustments dual and accessible from focusing position. Focusing by front and rear adjustments.

4. Extra long bellows extension, $4\frac{1}{2}$ to $26\frac{1}{2}$ inches on the 8 x 10 model, $4\frac{1}{4}$ to 20 on the 5 x 7.

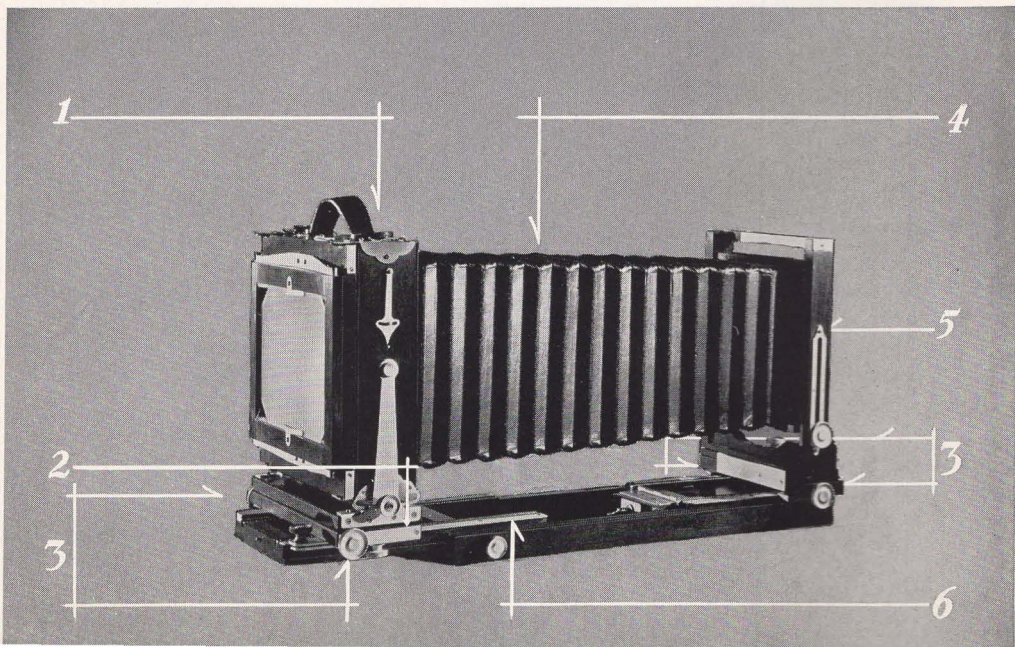
5. Tilting, sliding and rising front for extra flexibility and control.

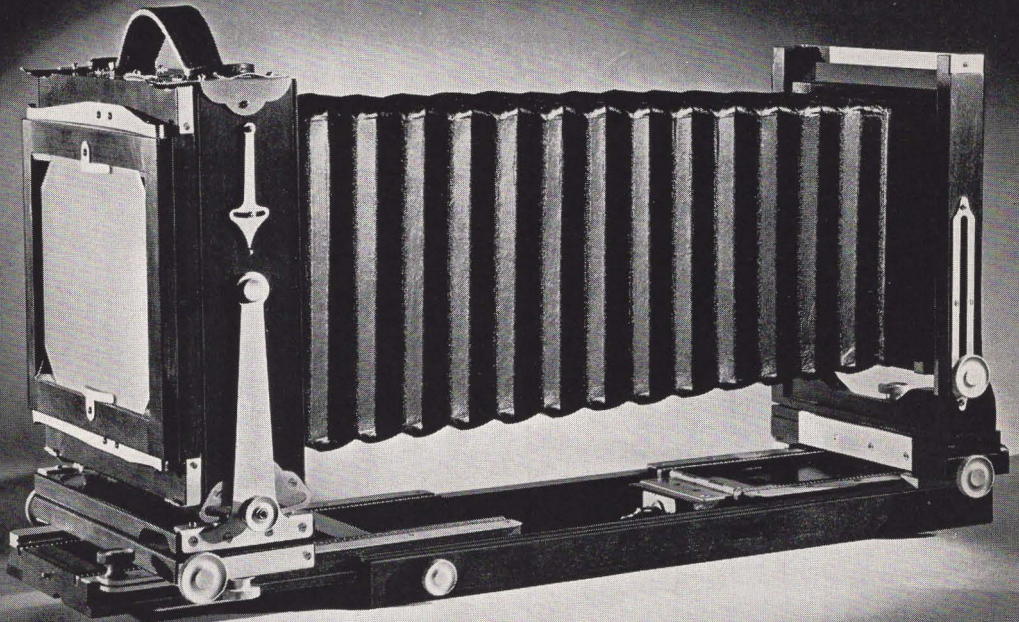
6. Exclusive sliding extension bed—a non-loosening, integral part of the camera.



Universal View, showing extension bed

The lower photograph on the opposite page illustrates the extreme flexibility of the camera and the variety of adjustments obtained with vertical and horizontal swings and rising, tilting, sliding front.





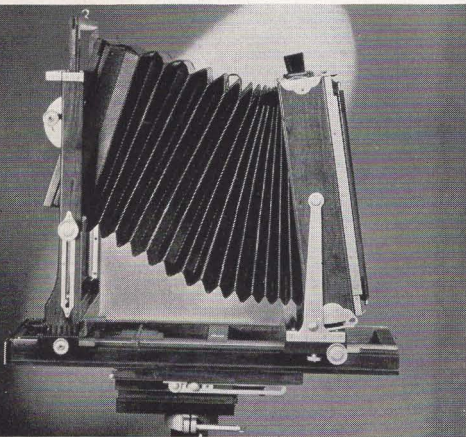
8 x 10 Universal View Camera complete with carrying case, film holder, extra lens board, tilting front, but without lens or shutter \$ 83.00
 Same as above without carrying case 73.90

8 x 10 Deluxe Universal View Camera, same as regular model but with nickel-plated metal parts, steel gray wood work and red leather bellows. \$100.00
 Same as above without carrying case 90.90

Lens board extension for 8 x 10, increasing focal capacity to 32 inches for lenses of longer focus. . \$ 5.00

5 x 7 Universal View Camera complete with carrying case, tilting front, film holder, extra lens board, but without lens or shutter \$72.00
 Same as above without carrying case 63.00

5 x 7 Deluxe Universal View Camera . . . \$90.00
 Same as above without carrying case 81.60





5 x 7 STUDIO CAMERA

THIS new studio camera has been designed especially to meet the needs of small individual studios, branch studios and home-portrait photographers, but with its numerous and outstanding advantages will doubtless be chosen for other applications as well. It incorporates modern construction features that not only result in great external beauty, but also bring practical working advantages that will be appreciated by every user.

With remarkable compactness, low weight and great ruggedness, it is an ideal choice when portability is essential. In addition, the camera provides a built-in sliding ground-glass carriage for split 5 x 7 negatives, and many mechanical features that enhance convenient, dependable operation.

The new 5 x 7 Studio Camera is supplied in three beautiful models differing in finish: Series 57M, rubbed mahogany with dark-green bellows and polished brass metal fittings; Series 57E, ebony with red bellows and brushed chrome metal parts; Series 57G, deluxe gray with red bellows and brushed chrome metal parts. An improved model of the famous Agfa Ansco Universal Stand is also available to match each of the three finishes in which the

Camera is supplied (see separate listing on page 14).

To heighten the usefulness and portability of this new camera, a special, airplane-luggage type carrying case has also been made available as an extra accessory. The case has sufficient space for the camera with a normal-size lens attached and accessories, such as focusing cloth. In addition, a removable box for twelve 5 x 7 holders is fitted snugly in the case.

Check These Noteworthy Features

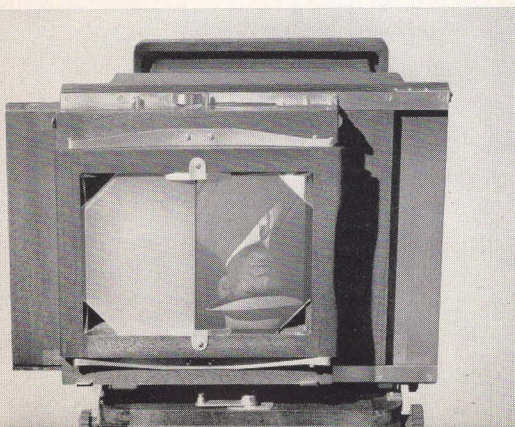
1. Unusual compactness and portability.
2. Built-in sliding ground-glass carriage.
3. Low cost.
4. Choice of three attractive finishes.
5. Separate Universal Stand to match.
6. Bellows extension of 17 inches.
7. New modernized front board and frame design.
8. Large accessible lens board.
9. New base construction and double tripod sockets.
10. Matched carrying case.

Prices:

Item	Model		
	57M	57E	57G
5 x 7 Studio Camera..... (camera only)	\$75.00	\$80.00	\$80.00
Universal Stand.....	30.00	40.00	40.00
Combination Camera and Stand	100.00	115.00	115.00
Airplane-type Carrying Case 57C.....	23.50		

At left, Mounted on Universal Stand, the camera is quickly and easily adjusted for height and position.

Sliding, ground-glass carriage in use.



Deluxe case facilitates carrying camera, holders and accessories.



C O M M E R C I A L V I E W - C A M E R A

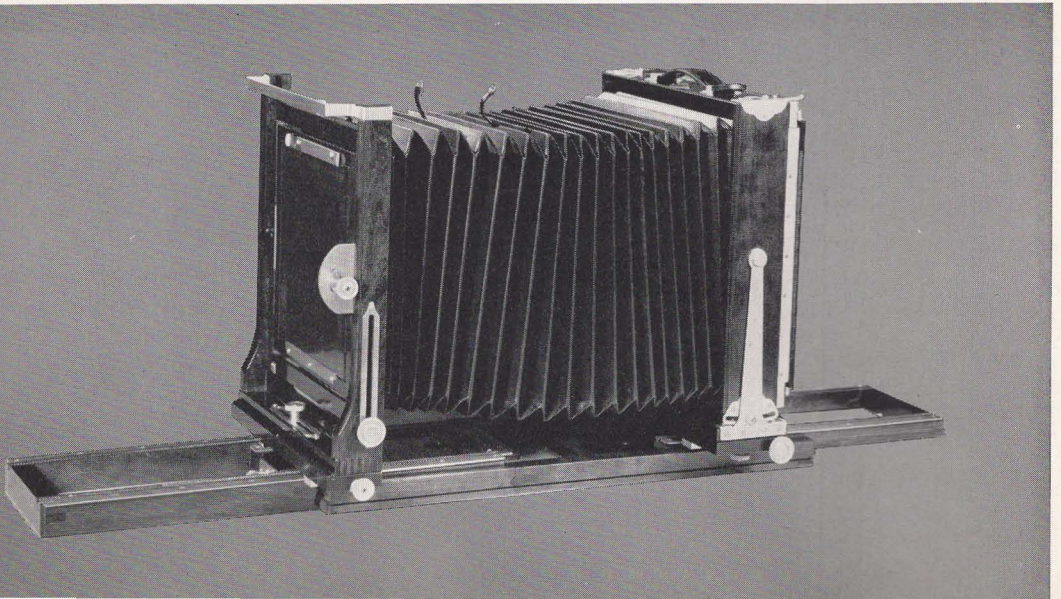
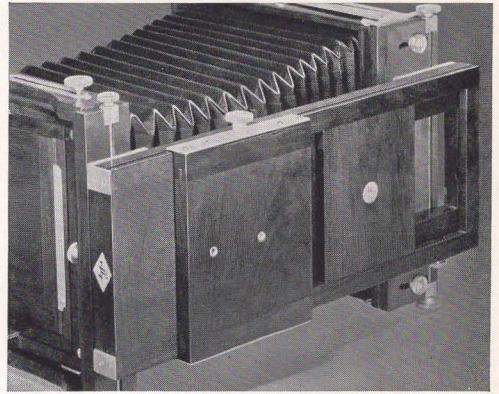
SUPREME in its field, this 8 x 10 camera offers every desirable characteristic for commercial work. Among other features which appeal to the professional photographer is an auxiliary tripod head (illustrated at right) attached to the under-side of the camera bed to permit perfect balance of the camera at any bellows extension. The following features are also extremely worthwhile and helpful:

1. Additional hook-on extension bed for extreme focal length.
2. Improved rising, sliding and tilting front.
3. Sliding extension bed with metal tracks.
4. Dual front and rear focusing adjustments.
5. Focal capacity of 5 to 36½ inches.

Construction of the Commercial View model is extremely substantial and all wearing surfaces of the focusing mecha-

nism are of machined metal to insure long life and continued accuracy. The front of the Commercial View Camera is of an improved type incorporating adjustments for rising, sliding and tilting which add greatly to the flexibility and usefulness of the camera.

8 x 10 Commercial Camera complete with 7½ x 7½ lens board, tilting front, 8 x 10 holder and carrying case but without lens or shutter \$100.00
Same as above without carrying case 89.50

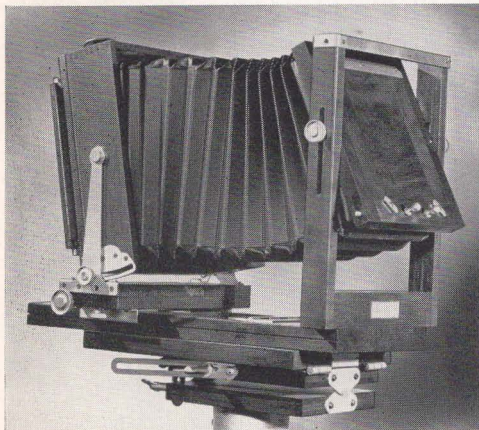


STANDARD VIEW CAMERA

THIS versatile 5 x 7 camera has been designed for those who require a capable and efficient, yet inexpensive instrument. Although less elaborate in design, it is built with the same care and precision used on many more expensive view cameras. The Standard View Camera presents many modern, unusual features of fine camera design, yet is priced substantially lower than the Universal View Camera. Among its many fine points are:

1. New tilting front action with rising and falling front movement.
2. Horizontal and vertical back swings.
3. Reversible ground-glass back.
4. Rack and pinion focusing.
5. All cherry and mahogany used in construction.
6. All brass metal parts.
7. Focal capacity 4 to 14 $\frac{1}{4}$ inches.

5 x 7 Standard View Camera with carrying case, extra 5 $\frac{1}{4}$ x 5 $\frac{1}{4}$ lens board, double film holder, but without lens or shutter \$35.00
 Same as above without carrying case 31.00



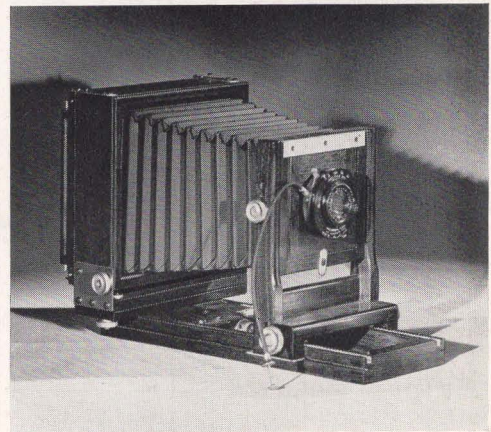
UNIVERSAL JUNIOR VIEW CAMERA

THE 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ Universal Junior View is a capable counter-part of the larger models which many photographers find the ideal camera for 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ and lantern slide work. Built with the same skill and from the same high-quality materials, it provides, among other fine camera features:

1. Rising and falling front.
2. Locking swings.
3. Cherry and mahogany construction.
4. Focal capacity 3 to 9 $\frac{3}{4}$ inches.

3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ Universal Junior View Camera, complete with f6.3 Velostigmat lens in Deltax shutter, sheet film holder, two 3 x 3 lens boards and carrying case \$45.00

3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ Universal Junior View Camera with sheet film holder, 2 lens boards, carrying case, but without lens or shutter \$ 35.00
 Lens and shutter separately \$ 12.00
 Extra sheet-film holders, 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$, each . . . \$ 2.50
 Film pack holder, 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$, each \$ 2.50
 Extra 3 x 3 lens boards, each \$ 1.00



PROFESSIONAL PRINTERS

5 x 7 PRINTER

Suitable for negatives of miniature size up to 5 x 7 inches, and equipped with adjustable masking devices, a removable safe-light window, an improved and easy-to-operate negative clamp, a removable top, provision for the use of single negatives or uncut roll film, more even lighting—this printer is extremely convenient and efficient in operation. Price, complete with ruby lamp, five sockets and ground glass\$19.50

8 x 10 PRINTER

This professional model, with a light opening of $8\frac{1}{2} \times 10\frac{1}{16}$ inches, is ideal for all contact work up to 8 x 10 inches in size. Equipped with light switches, five sockets, quarter-inch plate glass, ruby lamp and one ground glass, it answers the photographer's average requirements for all contact printing. Price.....\$40.00

5 x 7 Printer



11 x 14 ALL-METAL PROFESSIONAL PRINTER

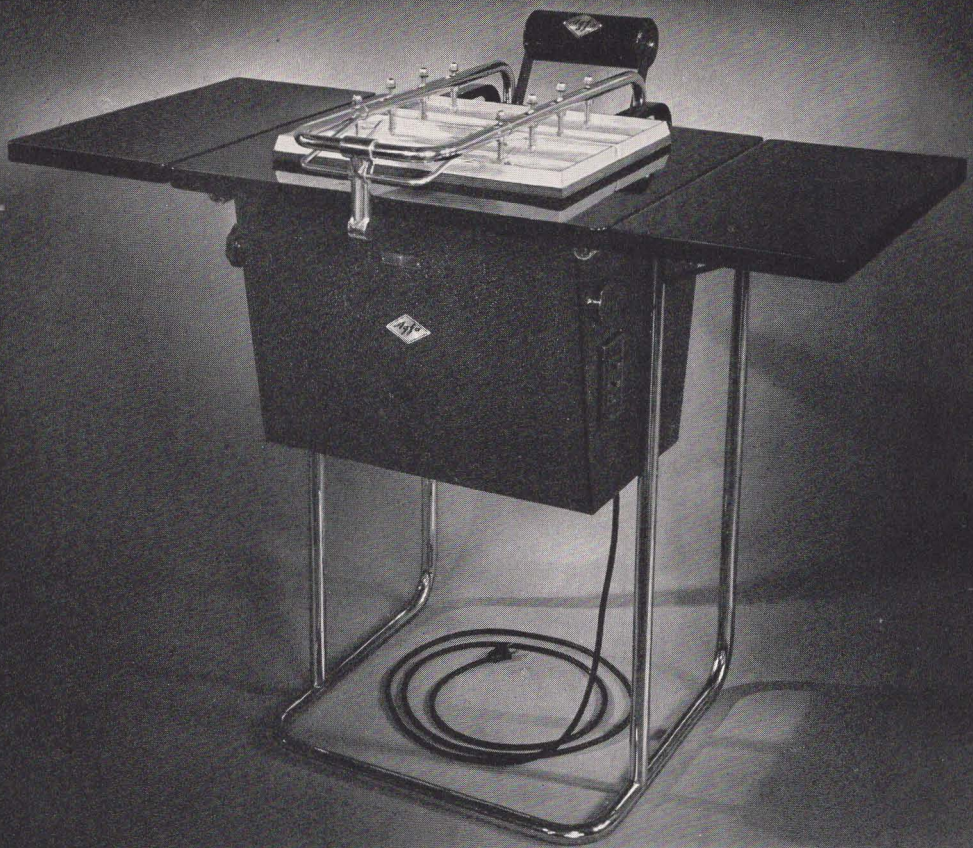
This new addition to the line of Agfa professional printers is the finest piece of darkroom equipment you can buy. Perfected after long study of professional printing requirements, this printer provides many new features that promote rapid, efficient and convenient operation. Among other outstanding features it includes:

1. All metal construction—no wood used.
2. All printing lights controlled individually by external bank of switches.
3. Mercury type switch—quick action, silent, and very long-lived.
4. Adjustable diffusing glass externally operated by a rack and pinion mechanism.

11 x 14 All-Metal Professional Printer, complete with sockets, switches, cord, ruby lamp, and plate glass.....\$127.00

8 x 10 Professional Printer





Above: 11 x 14 All-Metal Professional Printer

TEXTURE SCREENS

Unusual and beautiful effects can be imparted to photographic prints with these Texture Screens which are film negatives incorporating attractive texture patterns. Useful in both contact and projection printing, Agfa Texture Screens are available in three interesting fabric textures, *Satin*, *Oxford* and *Homespun*, and in an unusual, irregular pattern named *Ripple*. Special precautions have been taken in the preparation of these Screens to permit use of the same contrast grade of photographic paper normally employed for printing without a Texture Screen.

Size	Individual Screens	Set of 4
5 x 7	\$1.50	\$6.00*
8 x 10	2.50	10.00*
11 x 14	4.00	12.50

*Includes Border Mask giving prints with "etching edge."

Etching-Edge Border Mask, 8 x 10 size with 4½ x 6½ opening..... \$2.00

Etching-Edge Border Mask, 11 x 14 size with 7½ x 9½ opening..... 3.00



Homespun Pattern
Actual Size



Satin Pattern
Actual Size



Ripple Pattern
Actual Size



Oxford Pattern
Actual Size

UNIVERSAL STAND

The exclusive design of this new, improved model of the universal camera stand makes it unequalled for convenience and serviceability. The geared raising and lowering device not only permits camera level to be changed as readily as focus, but also holds the camera at the selected height without further attention.

Three finishes are available: Mahogany with brass metal parts; Ebony, and Gray with brushed chromium metal parts.

Among its superior construction features are:

1. Special, non-slipping, geared raising and lowering device, with sturdy, triple leg-brace and triangular post.
2. Improved two-way tilting top.
3. Revolving head of telescoping drums.

4. All adjustments accessible from focusing position.

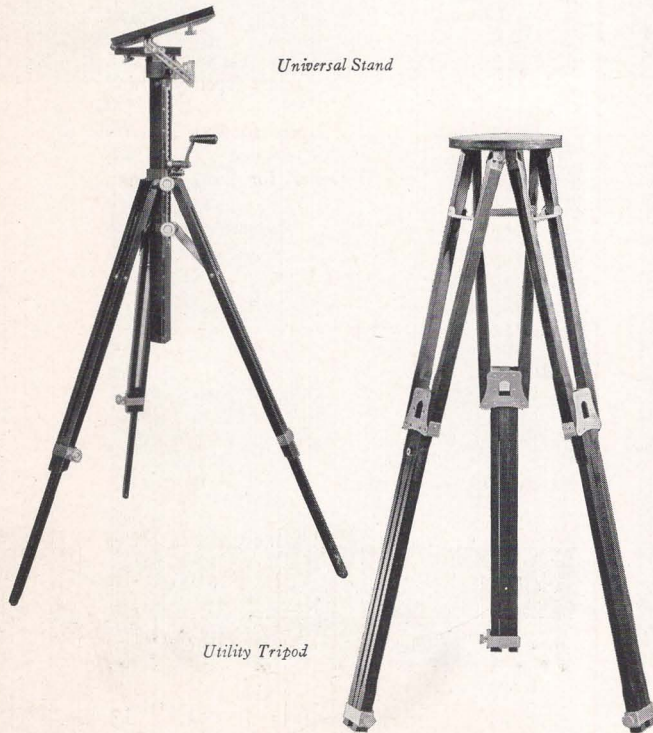
5. Extension range of 28 to 52¾ inches.

Universal Stand with tilting top
 Model 57M (mahogany finish).....\$ 30.00
 Two-way tilting top, separately.....\$ 10.00

DeLuxe Universal Stand, with tilting top
 Model 57E (ebony finish).....\$ 40.00
 Model 57G (gray finish).....\$ 40.00

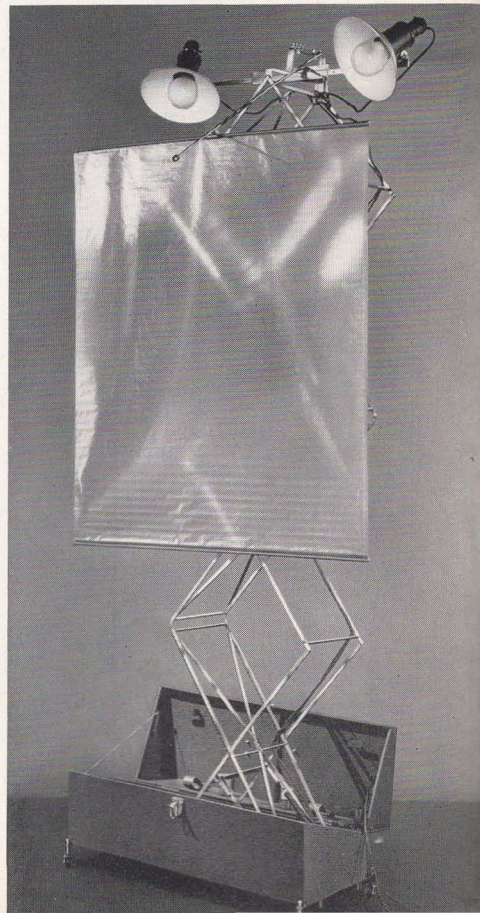
UTILITY TRIPOD

This extra-rigid tripod is furnished in one size to fit all types of professional cameras. Special leg-locks and tapered pins insure absolute steadiness and freedom from vibration even after continued use. The tripod measures only 24 inches long when packed, but from 32 to 54 inches when set up. The top-plate diameter is 7½ inches. Utility Tripod.....\$13.50



Universal Stand

Utility Tripod



AGFALITE

This unique lighting unit finds many uses in both studio work and home portraiture. Incorporating a clever pantograph mechanism for rapid vertical adjustment, the Agfalite positions two lamps with a separation of 11 to 36 inches at any point up to 94 inches above floor level. Weighing slightly over 23 pounds, the entire unit is portable, packing quickly into a 9 x 10 x 30 inch carrying case. Agfalite is finished in brown crackle enamel and is supplied with adjustable diffusing screen, detachable casters, sockets, reflectors, approved wiring. Price without lamps \$25.00

NUMBERED FILM HOLDERS

Absolute negative identification is assured by these Agfa numbered film holders. Each negative is numbered when the exposure is made by means of a small stencil in the corner of the holder. Upon development of the film a record of the number will be found marked permanently in the corner of the negative. Corresponding numbers are stamped on the outside of the holder. These numbered holders, which are otherwise identical to the regular Agfa holders, both Standard and New Type, as listed, are supplied only in sets of twelve holders.

- Set A—12 double film holders numbered 1 to 24
- Set B—12 double film holders numbered 25 to 48
- Set C—12 double film holders numbered 49 to 72

	<i>Standard</i>	<i>New Type</i>
3¼ x 4¼ size, per set.....	\$ 33.00	—
4 x 5 size, per set.....	33.00	\$ 36.00
5 x 7 size, per set.....	36.00	37.80
8 x 10 size, per set.....	45.00	51.00

REGULAR FILM HOLDERS

Agfa sheet-film holders are furnished in two styles, *Standard* and *New Type*, both of which incorporate a perfected light-lock

and special features for convenient loading and for keeping the film flat and in the focal plane. The *New Type* holders offer the additional advantages of easier-loading film guides and greater strength and durability with a new metal cross-member at the top of the holder.

	<i>Standard</i>	<i>New Type</i>
3¼ x 4¼.....	\$ 2.50	—
3¼ x 5½.....	2.50	—
4 x 5.....	—	\$ 2.75
5 x 7.....	—	2.90
8 x 10.....	—	4.00
Slides for 5 x 7 holders, each.....	.60	.60
Slides for 8 x 10 holders, each.....	.80	.80

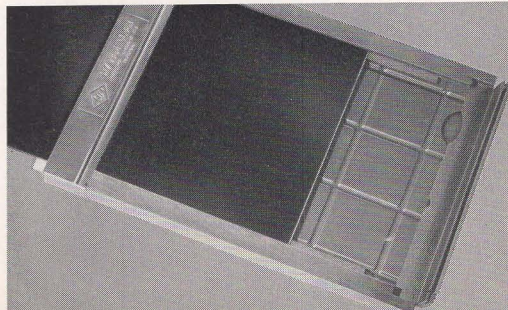
REDUCING BACKS AND LENS BOARDS

Each of these reducing backs (formerly listed as adapters) is a complete reversible back which when substituted for the regular back adapts the camera to the use of holders of a smaller size. One holder is included with each reducing back.

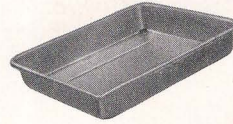
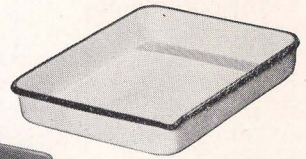
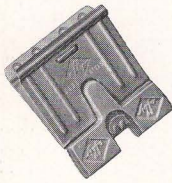
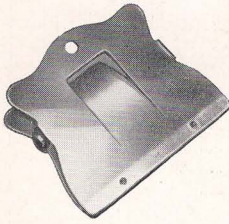
- 5 x 7 Reducing Back (Adapter) for No. 5 Studio Outfit or 8 x 10 Universal View Camera (specify which) \$ 15.00
- 5 x 7 Deluxe Reducing Back for No. 5a Studio Outfit or 8 x 10 Deluxe Universal Camera (specify which) \$ 25.00
- 3¼ x 4¼ Reducing Back (Adapter) for 5 x 7 Universal View Camera \$ 14.00
- 4 x 5 Reducing Back (Adapter) for 5 x 7 Universal View Camera \$ 14.00
- 4 x 5 Reducing Back for 8 x 10 Camera \$ 14.00
- Lens Boards for 8 x 10 cameras, Regular..... \$ 1.25
Deluxe finish..... \$ 1.75
- Lens Boards for cameras smaller than 8 x 10,
Regular..... \$ 1.00
Deluxe finish..... \$ 1.40

Sliding ground-glass carriage attachment for making two pictures on one film or plate.

	<i>Regular</i>	<i>Deluxe</i>
5 x 7—for 5 x 7 camera.....	\$30.00	\$51.00
5 x 7—for 8 x 10 camera.....	30.00	51.00
8 x 10—for 8 x 10 camera.....	30.00	51.00



A G F A A C C E S S O R I E S



FILM CLIPS

Professional Type, heavily plated brass with 3" wide jaws (illustrated above left).....\$.30 ea.
 "Easy-Clips," stainless steel, locking type, 1 3/8" size\$1.20 doz.
 "Easy-Clips," stainless steel, locking type, 2" size (illustrated above right)\$1.80 doz.
 Lead Weights to fit both sizes of "Easy-Clips".....\$1.80 doz.

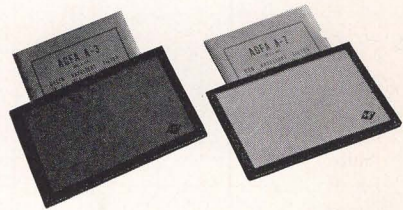
TRAYS

	4 x 6	5 x 7	8 x 10	11 x 14	14 x 17
Enameled					
Steel.....	—	—	\$.95	\$ 1.95	\$ 2.85
Hard Rubber \$.20	—	—	—	—	—
Stainless-Steel.....	—	\$.55	2.15	4.95	—



NEGATIVE VIEWER

This convenient accessory, supplied originally as an advertising item for dealer use, has been found extremely useful among professional workers. Supplied only at net price.....\$1.50 Net

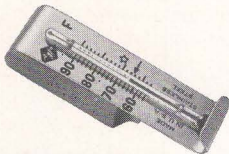


SAFELIGHT FILTERS

Designed for use with 10-watt lamps for direct illumination, or 25-watt lamps for indirect lighting, these Agfa Safelight Filters provide safe darkroom illumination.

- A3 (green) for panchromatic films.
- A5 (yellow) for chloride and similar printing papers.
- A6 (yellow-green) for bromide and similar enlarging papers.
- A7 (red) for orthochromatic films.

3 1/4 x 4 3/4.....	\$.40
5 x 7.....	.60
8 x 10.....	.90
Red plastic Safelight with 7 1/2 w. bulb.....	.60



THERMOMETER

Agfa Tray-Clip Thermometer.....\$.45

Agfa Professional Sheet Films



SUPERPAN PRESS FILM

This remarkable film has achieved such an outstanding reputation for superiority in the field of press photography that it has now become widely favored in all phases of camera work where highest possible film speed is important. With phenomenal speed that greatly extends the range of any camera, Superpan Press is proving popular for a great variety of subject material in commercial and illustration work, as well as the news picture work for which it is so ideally suited. In addition, Superpan Press provides brilliant gradation, panchromatic color sensitivity, halation protection and a surface coating that facilitates negative retouching. Supplied in Safety and Nitrate. For prices see Schedule B on page 23.

TRIPLE S PAN FILM

This versatile film, a modification of Agfa's high-speed emulsions, provides extremely high speed, being considerably faster than Superpan Portrait and Super-sensitive Panchromatic films. Gradation and color sensitivity characteristics of this able film are, in general, similar to those of Superpan Portrait. In addition to its panchromatic color sensitivity, Triple S Pan possesses wide latitude and full protection against halation. The sensitivity characteristics of the emulsion make it ideal for news work with flash-bulb exposures. Triple S Pan will also be a logical film choice for many commercial illustrators and portrait photographers. A transparent surface-coating affords protection against abrasion marks and gives a "tooth" for the retouching pencil. Regular development procedure with handling in total darkness is recommended. Supplied in Safety only. For prices see Schedule B on page 23.

SUPERPAN PORTRAIT FILM

This well-known 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. Detail in Superpan negatives is kept sharp and clear by an effective anti-halation coating which disappears during development. Supplied in Safety and Nitrate. For prices see Schedule B on page 23.

SUPERSENSITIVE PANCHROMATIC FILM

Agfa Supersensitive Panchromatic is a fast panchromatic film 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. The film is protected against halation by a particularly efficient coating which disappears during development. Supplied in Safety and Nitrate. For prices see Schedule B on page 23.

ISOPAN FILM

Greatly increased speed without loss of other desirable film characteristics is now provided in Isopan film. The emulsion of this panchromatic film is similar to the 35mm Supreme and possesses extremely fine grain. Gradation is brilliant and light sensitivity remarkably high. Excellent for portraiture in addition to being well-suited for all commercial and illustration work requiring speed, fine grain and bril-

liance, Isopan is ideal for extreme enlargements of the photo-mural type. It is also an excellent negative material for three-color separation work in color photography. Isopan is protected against halation and has a surface suited for negative retouching. Supplied in Safety and Nitrate. Prices are listed under Schedule B on page 23.

COMMERCIAL

PANCHROMATIC FILM

This moderate-speed, panchromatic film has high sensitivity to all colors and a brilliant scale of gradation which makes it well-suited for commercial photography. Commercial Panchromatic film is protected against halation by an efficient coating which disappears during development. Supplied in Safety Base only. For prices see Schedule B on page 23.

SUPER PLENACHROME PRESS FILM

Introduced as a companion film to Superpan Press, this extremely fast, orthochro-

matic material provides characteristics that make it preferred for many types of work. In addition to its amazing speed, Super Plenachrome Press provides long-scale gradation characteristics that are ideally suited to flash bulb exposures and outdoor shots. Although outstanding in speed, this film may, because of its orthochromatic color sensitization, be developed by inspection in red safelight. Anti-halo back-coating and a non-abrasion surface-coating that facilitates negative retouching are both incorporated. For prices, see Schedule A on page 23. Supplied in Safety Base only.

SUPERSENSITIVE

PLENACHROME FILM

This film has become generally recognized as a preferred orthochromatic material not only for portraiture, but for the widest range of commercial and miscellaneous indoor and outdoor photography.

Supersensitive Plenachrome is one of the most useful and popular films in the professional field. Its high orthochromatic sensitivity to yellow and green is preferred by many for good portrait quality, while its insensitivity to spectral red permits development by inspection with red safelight. It has a remarkably long, even scale of gradation which gives it wide latitude and makes it suitable for a great range of subject material. Supplied in Safety and Nitrate. For prices see Schedule A, page 23.

COMMERCIAL

ORTHOCHROMATIC FILM

The emulsion of this film has a brilliant gradation which makes it particularly suitable for indoor and outdoor commercial work where brilliant negatives are de-



sired. Commercial Orthochromatic is a film of moderate speed with high sensitivity to green and yellow light and is extensively used, with or without filter, for outdoor and indoor subjects in which red correction is not essential. Commercial Ortho is protected against halation by a special coating. Commercial Orthochromatic "218", a special film having the same emulsion coated on thin base (.006" thick), is available in 2-dozen packages at the same prices. Supplied in Safety Base only. For prices see Schedule A on page 23.

COMMERCIAL FILM

This is a film of suitable speed for general copying of black-and-white originals of continuous tone.

Commercial Film is available in two types: Clear Base, which has an absolutely clear heavy base with glossy back; and Matte Back which has a matte back for retouching purposes. Both films are protected against halation. Supplied in Safety Base only. For prices see Schedule A on page 23.

TRIPLE S ORTHO

This newest addition to the line of Agfa professional films combines extreme speed and high orthochromatic color sensitivity in an emulsion having a long-scale but moderately-brilliant portrait gradation. The fine balance of these characteristics makes Triple S Ortho an excellent choice for a wide variety of applications from portraiture to commercial and illustration photography. Triple S Ortho is comparable to Triple S Pan and Superpan Press in daylight speed, and its gradation and color sensitivity are well adapted to use in tungsten and fluorescent illumination as well. Triple S Ortho is protected with both an anti-halo coating and an anti-abrasion matte surface-coating that facilitates negative retouching. Regular development with occasional inspection by red safe-light may be employed. Supplied in Safety Base only. For prices, see Schedule A on page 23.



PORTRAIT FILM

This moderate-speed film recommended for portraiture is available in Clear Safety Base only. For prices see Schedule A on page 23.

DIRECT COPY FILM

This unusual film is used for the direct preparation of copy negatives, positives and other transparencies. Direct copies are produced by a single exposure, with normal development and fixing and without additional equipment. Copies may be made by regular contact methods for "gang" or quantity printing, or original negatives may be enlarged or reduced onto Direct Copy Film to produce duplicate negatives of desired size in one step. Supplied in Safety Base only.

<i>Size</i>	<i>Price Per Dozen</i>
3¼ x 4¼ in.....	\$.90
9 x 12 cm.....	1.05
4 x 5 in.....	1.25
5 x 7 in.....	1.90
6½ x 8½ in.....	3.00
8 x 10 in.....	4.30
10 x 12 in.....	7.30
11 x 14 in.....	10.45
14 x 17 in.....	17.80

PROCESS FILM

This film is provided with a special clear base and a clear, contrasty emulsion so that sharp outlines may be obtained in line work, without halation. It is excellent for use in reproduction work for increasing the contrast of flat monochrome originals, and for the preparation of positive transparencies and intermediate positives used for making duplicate negatives. It is also useful in commercial work for making copies of line drawings, type matter, and other subjects in which middle tones are absent and with which the aim is to ob-

tain a sharp black-and-white copy of the utmost clearness. Supplied in Safety Base only. For prices see Schedule A on page 23.

MINIPAN FILM

Especially designed for microcopying, this Agfa film incorporates exceptionally high resolving power along with a proper balance of speed, contrast and color-sensitivity characteristics which make the film ideally suited for bibliographic work and documentary recording.

100 ft. 35mm perforated, darkroom loading ...\$5.25
Information on other sizes and types of packing will be supplied upon request.

MINIPOSITIVE FILM

Possessing a positive-type emulsion with unusually high resolving power, this new film has been prepared for making positive transparencies from Minipan negatives.

100 ft. 35mm perforated, darkroom loading ...\$3.75

GRAPHIC ARTS FILMS

Agfa films manufactured especially for the reproduction industry and plants engaged in photo-offset lithography include Reprolith, Reprolith Thin Base, Reprolith Orthochromatic, Reprolith Ortho Thin Base and Reprolith Panchromatic. These films are ideally suited and extensively used for making original line and screen negatives and contact prints from line and screen negatives or positives. They are coated on a thin safety base which is free from curl or buckling. Incorporated in these films are many special features perfected by Agfa Ansco research laboratories to simplify problems of the reproduction trade.

Technical information and prices regarding these reproduction films will be furnished on request.

SHEET FILM PRICES—SCHEDULES A AND B

Inch Sizes	No. Doz. in Case	SCHEDULE A		SCHEDULE B	
		Doz. Price	Case Price	Doz. Price	Case Price
2¼ x 3¼*	..	\$.45	\$.50
2½ x 3½*	..	.4550
3¼ x 4¼	30	.65	\$19.50	.75	\$22.50
3¼ x 5½	30	.90	27.00	1.00	30.00
4 x 5	30	.90	27.00	1.00	30.00
4¼ x 6½	30	1.30	39.00	1.45	43.50
5 x 7	20	1.45	29.00	1.60	32.00
6½ x 8½	12	2.20	26.40	2.45	29.40
7 x 11	10	3.20	32.00	3.55	35.50
7 x 17	3	5.60	16.80	6.20	18.60
8 x 10	10	3.20	32.00	3.55	35.50
8 x 20	3	7.50	22.50	8.25	24.75
10 x 12	3	5.60	16.80	6.20	18.60
11 x 14	6	7.20	43.20	7.95	47.70
12 x 20	2	11.20	22.40	12.35	24.70
14 x 17	4	11.50	46.00	12.65	50.60
16 x 20	..	15.50	17.05
18 x 22	..	19.15	21.10
20 x 24	..	23.20	25.55
22 x 24	..	25.55	28.15
24 x 33	..	38.25	50.10
<i>Centimeter Sizes</i>					
6.5 x 9*	..	.5055
9 x 12	30	.80	24.00	.90	27.00
10 x 15	..	1.15	1.30
SCHEDULE A			SCHEDULE B		
Commercial			Commercial Panchromatic		
Commercial Orthochromatic			Isopan		
Portrait Film—Clear Base			Superpan Portrait		
Process			Superpan Press		
Super Plenachrome Press			Supersensitive Panchromatic		
Supersensitive Plenachrome			Triple S Pan		
Triple S Ortho					

The retail price list above shows a comparative listing of all popular sizes of Agfa Sheet Film. Sizes 7 x 17 inches and larger

are generally available packed in 1 or ½ dozen packages as desired.

*These sizes available only in Safety Base.

PANORAMA FILM

This is a high-speed orthochromatic film similar in characteristics to Plenachrome roll film and adapted for use in "Cirkut" cameras and outfits.

Adapted for Cirkut Cameras:

5 inches x 30 inches.....	\$.65
10 inches x 3 feet.....	1.50
8 inches x 5 feet.....	1.90
8 inches x 10 feet.....	3.80
10 inches x 4 feet.....	1.90
10 inches x 4 feet (Superpan Supreme).....	2.65
10 inches x 6 feet.....	2.90
10 inches x 10 feet.....	4.80

Adapted for Cirkut Outfits:

6½ inches x 3 feet.....	\$.95
6½ inches x 6 feet.....	1.90
8 inches x 4 feet.....	1.55
8 inches x 8 feet.....	3.10

MAGAZINE FILM

This film is supplied in 35mm and 70mm widths (unperforated) for use with "Ve-Ja-De", "Vi-Cam", "Willson" and other magazine cameras for portraiture and identification photography. The film is available in both Fine-Grain Plenachrome and Superpan Supreme types and is spooled for darkroom loading.

35mm x 100 feet.....	\$ 6.00
35mm x 200 feet.....	12.00
70mm x 100 feet.....	12.00

AERIAL FILMS

Sensitized products especially adapted to the needs of aerial photography are provided in two Agfa films: Triple S Pan Aerial Film and SS Panchromatic Aerial Film. Widely favored for aerial mapping, survey work and commercial shots made from the air, these Agfa films incorporate a fine balance of high speed, panchromatic color sensitivity, brilliant gradation and other essential characteristics. Prices for these two films, supplied on both Safety

base and Nitrate base, are shown below; additional technical information and prices on special sizes are available on request.

	Triple S Pan		SS Pan	
	N	S	N	S
7 in. x 12 ft. 3¼ in.	\$6.25	\$6.60	\$5.50	\$5.75
9½ in. (24cm) x 75 ft.	31.00	33.00	27.00	28.50
9½ in. (24cm) x 150 ft.	58.50	62.00	51.00	54.00
9½ in. (24cm) x 180 ft.	70.00	74.00	61.00	64.00

EXPOSURE INFORMATION FOR AGFA FILM

In answer to the many requests for information regarding the speed of Agfa films, the following table has been compiled. These ratings replace all others formerly recommended. The rating following each film may be compared directly with any of the other ratings to determine the required exposure. That is, a rating of 400 indicates that the film has twice the sensitivity of one rated at 200 and may be given one-half as much exposure.

These speeds have been determined with development of each film in the developer and for the developing time recommended by Agfa Ansco. Changes in development or developing time will alter the relation of the ratings. Fine-grain developers for example, which reduce the speed of a film, will have the effect of lowering the speed rating. In such cases, increased exposure of the original film is necessary.

It must be remembered that no method of rating film speeds is infallible under all conditions. The color of the light, methods of development and many other factors, as well as inaccuracies in exposure meters and shutters, all combine to complicate the problem. However, the unusual latitude of Agfa film will normally compensate for moderate variations of this nature so that the ratings given on page 25 will be completely satisfactory in comparing film speeds of various Agfa films.

EXPOSURE INFORMATION FOR AGFA FILMS

NAME OF AGFA FILM	COMPARATIVE SPEED	
	<i>Daylight</i>	<i>Tungsten</i>
ROLL FILM AND FILM PACK		
Superpan Press	1000	800
Superpan Supreme	640	400
Finopan	240	200
Super Plenachrome	640	400
Plenachrome	400	240
Standard	240	120
Infra-Red (with filter in bright sunlight)	40	...
SHEET FILM		
Superpan Press	1000	800
Triple S Pan	1000	800
Superpan Portrait	320	240
Supersensitive Panchromatic	320	240
Isopan	500	400
Triple S Ortho	1000	640
Super Plenachrome Press	800	400
Supersensitive Plenachrome	240	160
Portrait	160	80
Commercial	120	40
Commercial Ortho	160	100
Commercial Panchromatic	200	160
Process	20	6
35MM MINIATURE CAMERA FILM		
Ultra-Speed Panchromatic	1000	800
Superpan Supreme	640	400
Finopan	240	200
Superpan Reversible	240	160
Fine-Grain Plenachrome	240	...
Infra-Red (with filter in bright sunlight)	20	...
Positive	10	3
Minipan	6
16MM AND 8MM MOTION PICTURE FILM		
Triple S Pan Reversible	1000	640
Hypan Reversible	240	160
Panchromatic Reversible	160	120
Fine-Grain Plenachrome Reversible	120	...
Twin-Eight Hypan	240	160
Twin-Eight Panchromatic Reversible	200	120
Filmopan Reversible (Single width 8mm)	240	160
Panchromatic Reversible Keystone K-8 (Single width 8mm)	240	160
Superpan Supreme Negative	640	400
Positive	10	3

Agfa Photographic Papers



BROVIRA PAPER

For projection printing. Widely recognized for its excellence and dependability, this high-speed projection paper brings a new sense of perfection to the making of enlargements. Brovira is remarkably facile and flexible in use and its wide latitude in exposure and development insures the best possible prints from any type of negative. Enlargements on Brovira show deep, rich blacks, sparkling highlights and a freedom from grayish, flat results.

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 make it possible to obtain good prints from nearly every type of negative. Brovira prices are listed on page 29.

One surface, *Mapping Special*, has been prepared particularly for aerial mapping work but is of interest to many other photographers as well. Supplied on a double-weight stock with special low-shrink qualities, Brovira Mapping Special incorporates a surface that is well-suited for pen or pencil correction work.

CYKORA PAPER

For projection printing. Critical photographers will welcome this new Agfa paper for its emulsion gives rich, warm-black tones that make portraits seem even more realistic. Balanced in speed for projection work, Cykora possesses an improved emulsion with a full-scale range of tones

that results in photographs with amazingly beautiful print-quality. Excellent for portraiture, Cykora also fills a long-felt need in many other fields for prints of subjects that in the past have had to be made on colder-toned papers. The Cykora emulsion allows extensive control of tone through modification of developer, is remarkably clean-working and possesses wide latitude. It is supplied on single and double weight stock in a variety of attractive surfaces. Four grades of contrast are available in Cykora Glossy, three grades in all other surfaces. Code numbers and prices are listed on pages 28 and 29.

AGFA PAPER SURFACES

The many kinds of Agfa photographic papers described on these pages are supplied in a variety of different surfaces. The following list is presented to assist in the identification of these paper surfaces:

Commercial Art	—smooth semi-matte surface
Crystal	—stippled surface with high sheen
Fabric Rough	—rough matte surface
Glossy	—smooth surface with high sheen
Kashmir	—pebbled surface with slight sheen
Mapping Special	—special semi-matte surface
Matte	—smooth matte surface
Porcelain	—stippled matte surface
Royal	—egg-shell surface with slight sheen
Silk	—silk-like texture with high sheen
Velvet	—semi-matte surface with slight texture

SURFACES AND CONTRAST GRADES

Please use Code Numbers When Ordering

BROVIRA

SINGLE WEIGHT	<i>Soft</i>	<i>Med.</i>	<i>Hard</i>	<i>Extra Hard</i>
Glossy	7431	7432	7433	7434
Velvet	7511	7512	7513	7514
DOUBLE WEIGHT				
Glossy	7031	7032	7033
Kashmir Ivory	7271	7272	7273
Kashmir White	7261	7262	7263
Mapping Special	7281	7282	7283
Matte White	7051	7052	7053	7054
Porcelain White	7191	7192
Royal White	7251	7252	7253	7254
Silk White	7111	7112
Velvet	7211	7212	7213	7214

CYKORA

SINGLE WEIGHT	No. 1 (<i>Soft</i>)	No. 2 (<i>Medium</i>)	No. 3 (<i>Medium Hard</i>)	No. 4 (<i>Hard</i>)
Commercial Art	3511	3512	3513
Glossy	3431	3432	3433	3434
DOUBLE WEIGHT				
Commercial Art	3011	3012	3013
Crystal White	3171	3172	3173
Fabric White	3071	3072	3073
Kashmir Ivory	3241	3242	3243
Kashmir White	3231	3232	3233
Matte White	3051	3052	3053
Porcelain Ivory	3201	3202	3203
Porcelain White	3191	3192	3193
Royal White	3211	3212	3213
Silk White	3111	3112	3113

INDIATONE PAPER

For contact and projection. This widely popular, warm-toned paper is now furnished in a new, improved type that is richer in tone and easier to handle than that previously supplied. The new-type Indiatone incorporates a chloro-bromide emulsion that displays excellent stability and latitude characteristics, and is marked by an improved gradation that exhibits

softer highlight detail without sacrifice of shadow brilliance. Particularly effective for prints after-treated by gold or sepia toning, Indiatone is furnished in double-weight stock, one grade of contrast, in the following attractive surfaces:

Code No.	Code No.
404 Matte (Smooth) Ivory	419 Porcelain White
405 Matte (Smooth) White	421 Royal White
407 Fabric Rough White	423 Kashmir White
408 Fabric Rough Ivory	

BROVIRA, CYKORA AND INDIATONE PRICES

SINGLE WEIGHT BROVIRA & CYKORA

Size	1 Doz.	2 Doz.	Gross	500
3¼ x 4½	\$.35	\$ 1.50	\$ 4.70
3¾ x 650	2.15	6.75
4 x 650	2.25	7.05
Size	1 Doz.	½ Gross	Gross	500
5 x 7	\$.35	\$ 1.75	\$ 3.30	\$10.30
6½ x 8½	.55	2.80	5.15	16.10
7 x 9	.65	3.15	5.85	18.30
8 x 10	.75	3.95	7.35	22.95
8½ x 11	1.00	4.65	8.65	27.05
9 x 11	1.00	4.95	9.10	28.45
10 x 12	1.15	5.85	11.00	34.40
11 x 14	1.40	7.40	14.05	43.95
Size	1 Doz.	½ Gross	Gross	250
14 x 17	\$2.10	\$11.30	\$21.45	\$35.40
16 x 20	2.75	14.95	28.70	47.35
20 x 24	4.00	22.00	42.60	70.30

NOTE: The price lists on these pages include all commonly used paper sizes. Prices of sizes not shown will be gladly furnished on request. All sizes shown are included in the list of standard sizes prepared by the Simplified Practice Board under the direction of the U. S. Department of Commerce. Non-standard sizes are available at prices 10% greater than the next larger standard size for sizes up to 5 x 7 and 5% greater than the next larger standard size for sizes larger than 5 x 7.

SINGLE WEIGHT ROLLS

4¾ in. x 250 ft. roll	\$ 9.00
4¾ in. x 500 ft. roll	17.25
4¾ in. x 1000 ft. roll	33.20
20 in. x 10 ft. roll	2.00
20 in. x 10 yd. roll	4.85
40 in. x 10 ft. roll	3.75
40 in. x 10 yd. roll	9.35

Special narrow width rolls will be furnished when ordered in sufficient quantities to take the full width of a roll 40 inches wide.

DOUBLE WEIGHT BROVIRA, CYKORA & INDIATONE

Size	1 Doz.	½ Gross	Gross	500
4 x 6	\$...	\$	\$ 2.80	\$ 8.75
5 x 7	.45	2.20	4.15	13.00
6½ x 8½	.70	3.50	6.45	21.30
7 x 9	.80	3.95	7.30	24.10
8 x 10	.95	4.95	9.20	30.35
8½ x 11	1.25	5.80	10.80	35.65
9 x 11	1.25	6.20	11.40	37.60
10 x 12	1.45	7.30	13.75	45.40
11 x 14	1.75	9.25	17.55	57.90
Size	1 Doz.	½ Gross	Gross	250
14 x 17	\$2.65	\$14.15	\$26.80	\$44.20
16 x 20	3.45	18.70	35.90	59.25
20 x 24	5.00	27.50	53.25	87.85

DOUBLE WEIGHT ROLLS

20 in. x 10 ft. roll	\$ 2.50
20 in. x 10 yd. roll	6.30
40 in. x 10 ft. roll	4.75
40 in. x 10 yd. roll	12.15

Rolls furnished in stipple surfaces are approximately 10% higher than prices listed.

Special narrow width rolls will be furnished when ordered in sufficient quantities to take the full width of a roll 40 inches.

SPECIAL SURFACES

Crystal and porcelain surfaces of Cykora, and the porcelain surface of Brovira and Indiatone, are "Special Surfaces" and list at the following prices (approximately 10% higher than regular surfaces).

Size	1 Doz.	½ Gross	Gross	500
4 x 6	\$...	\$...	\$ 3.10	\$ 9.65
5 x 7	.50	2.40	4.55	14.30
6½ x 8½	.75	3.85	7.10	23.45
8 x 10	1.05	5.45	10.10	33.40
10 x 12	1.60	8.05	15.15	49.95
11 x 14	1.95	10.20	19.30	63.70
Size	1 Doz.	½ Gross	Gross	250
14 x 17	\$2.90	\$15.55	\$29.50	\$48.60
16 x 20	3.80	20.55	39.50	65.20
20 x 24	5.50	30.25	58.60	96.65

CYKON

For contact printing. This great portrait paper, with its many emulsion refinements, brings an improved accuracy of tone reproduction that has long been considered beyond practical range. Its rich, warm tones make Cykon ideal for portrait work, although it is equally well adapted to a wide range of subject matter from pictorial to illustration photography. The Cykon emulsion is of standard contact-paper speed; possesses wide latitude in development; is unusually clean-working and permits wide control of tone through modification of developer. Cykon is supplied on double-weight stock in three grades of contrast and in a variety of pleasing surfaces. Cykon prices are listed on page 31.

CONVIRA

For contact printing. Now furnished in a new, improved type, this developing-out paper answers the needs of amateur, photo-finisher and commercial photographer for a versatile paper of highest quality. Glossy and Velvet surfaces on both single- and double-weight stocks are available in each of six contrast grades, balanced to provide perfect reproduction from all types of negatives. Convira is noticeably clean-working in development and produces brilliant prints with a cold, blue-black tone that is remarkably uniform through all contrast grades and over a wide range of exposure and development. The new and improved type of Convira gives additional advantages of faster developing time, greater latitude in development, improved gradation characteristics and better physical qualities. See page 31 for prices.

SURFACES AND CONTRAST GRADES

CONVIRA						
	CODE NO.					
	⁰	¹	²	³	⁴	⁵
	<i>Extra Soft</i>	<i>Soft</i>	<i>Medium Soft</i>	<i>Medium</i>	<i>Medium Hard</i>	<i>Extra Hard</i>
SINGLE WEIGHT						
B—Glossy	6430	6431	6432	6433	6434	6435
V—Velvet	6510	6511	6512	6513	6514	6515
DOUBLE WEIGHT						
B—Glossy	6030	6031	6032	6033	6034	6035
V—Velvet	6010	6011	6012	6013	6014	6015
CYKON						
	¹	²	³			
	(<i>Soft</i>)	(<i>Medium</i>)	(<i>Medium Hard</i>)			
DOUBLE WEIGHT						
Crystal White	5171	5172	5173			
Kashmir Ivory	5241	5242	5243			
Kashmir White	5231	5232	5233			
Matte White	5051	5052	5053			
Royal White	5211	5212	5213			
Silk White	5111	5112	5113			

CONVIRA, SPEEDEX, PROOF AND PROJECTION PROOF PRICES

SINGLE WEIGHT

Size	Doz.	2 Doz.	½ Gross	Gross	500
1 7/8 x 2 3/4	\$.15	\$.50	\$ 1.60
2 1/2 x 3 1/22070	2.20
2 3/4 x 3 3/42080	2.50
2 3/4 x 4 1/42590	2.85
2 3/4 x 4 1/22590	2.85
3 x 42590	2.85
3 x 4 3/425	1.05	3.30
3 1/4 x 4 1/425	1.00	3.15
3 1/4 x 4 1/225	1.05	3.30
3 1/4 x 4 7/825	1.15	3.60
3 1/4 x 5 1/225	1.25	3.95
3 1/2 x 4 1/225	1.10	3.50
3 1/2 x 5 1/230	1.35	4.25
3 1/2 x 5 3/430	1.40	4.40
3 3/4 x 635	1.55	4.90
3 7/8 x 5 1/230	1.45	4.55
4 x 530	1.40	4.40
4 x 635	1.60	5.05
4 1/4 x 6 1/240	1.85	5.85
4 3/4 x 6 1/240	2.10	6.60
5 x 7	\$.25	\$1.25	2.35	7.40
6 1/2 x 8 1/2	.40	2.00	3.65	11.45
7 x 9	.45	2.25	4.15	13.00
7 1/2 x 9 1/2	.50	2.55	4.60	14.40
8 x 10	.55	2.80	5.20	16.25
8 1/2 x 11	.70	3.30	6.15	19.25
9 x 11	.70	3.50	6.45	20.20
11 x 14	1.00	5.25	9.95	31.10
Size	Doz.	2 Doz.	½ Gross	Gross	250
14 x 17	1.50	8.00	15.20	25.10
16 x 20	1.95	10.60	20.35	33.60
20 x 24	2.85	15.60	30.20	49.85

SINGLE WEIGHT ROLLS

Width	250 ft.	500 ft.	1000 ft.
2 7/8 in.	\$4.25	\$ 7.90	\$14.90
3 1/2 in.	4.90	9.35	17.80
4 1/4 in.	5.80	11.10	21.25
4 1/2 in.	6.10	11.70	22.40
5 1/4 in.	7.00	13.40	25.75
6 in.	7.90	15.10	29.25
6 1/2 in.	8.50	16.25	31.50

SINGLE WEIGHT ROLLS

	50 ft.	100 ft.
35mm*	\$.75
6 in.	2.05	*\$3.50
6 1/2 in.	2.15	3.70
8 in.	2.50	4.50
10 in.	3.05	5.50

*Convira B only.

CYKON* and CONVIRA, DOUBLE WEIGHT

Size	2 Doz.	Gross	500-sheet
4 x 6	\$.45	\$ 2.00	\$ 6.30
4 1/4 x 5 1/2	.45	2.00	6.30
5 x 7	...	2.95	9.25
Size	1 Doz.	½ Gross	Gross
5 x 7	\$.30	\$ 1.55	\$ 2.95
6 1/2 x 8 1/2	.50	2.50	4.55
7 1/2 x 9 1/2	.65	3.20	5.75
8 x 10	.70	3.50	6.50
10 x 12	1.00	5.20	9.75
11 x 14	1.25	6.55	12.45
12 x 20	1.95	10.20	19.30
14 x 17	1.90	10.00	19.00
16 x 20	2.45	13.25	25.45
20 x 24	3.55	19.50	37.75

Prices of other sizes are available on request. See note on page 29.

*Special stipple surface of CYKON CRYSTAL lists approximately 10% higher than above prices.

DOUBLE WEIGHT ROLLS

Width	50 ft.	100 ft.	250 ft.	500 ft.
1 3/8 in.	\$ 3.20	\$ 5.55
2 5/8 in.	5.00	9.10
3 3/4 in.	6.50	12.35
4 3/4 in.	8.00	15.30
5 in.	8.35	16.05
6 in.	\$2.55	\$4.35	9.85	18.85
6 1/2 in.	2.70	4.60	10.60	20.30
8 in.	3.10	5.60	13.00	24.70
10 in.	3.80	6.85	15.95	30.60

Rolls of Cykon Crystal are approximately 10% higher than above prices.

Special narrow width rolls will be furnished when ordered in sufficient quantities to take the full width of a roll 40 inches wide. Long rolls will be supplied with two splices in 250 ft. length, three splices in 500 ft. length and four splices in 1000 ft. length.

PROJECTION PROOF PAPER

Agfa Projection Proof Paper is a single-weight, bromide, developing-out paper for projected black-and-white proofs.

Projection Proof provides an excellent emulsion quality, with a contrast designed to fit the average professional negative. The tone, neither too warm nor too cold, is decidedly pleasing. Exposure is about twice that for Brovira medium, or about one-fourth the exposure required for Indiatone.

Projection Proof Paper has a medium rough surface to minimize hurried proof retouching. Prices are listed on page 31. Code No. 370 (formerly 550).

PROOF PAPER

This printing-out paper is a standard item with a long history of dependable



performance for yielding thoroughly satisfactory proofs. It is supplied in both semi-matte and glossy surfaces. Prices are listed on page 31. Code numbers: Glossy, 943; (formerly 560). Semi-Matte, 951, (formerly 561).

SPEEDEX PAPER

For production, projection printers. Featuring greater emulsion speed and faster developing time than Speedex originally supplied, this improved type has been especially adjusted to professional finishing requirements. For those who prefer a rapid chloride emulsion in production printing on high-powered optical printers designed for fixed-ratio enlarging, Agfa Speedex is an ideal selection. It is furnished in glossy and velvet surfaces on single weight stock, and provides a range of five contrast grades that will fit every type of negative.

The Speedex emulsion provides wide latitude in exposure and development, and with its blue-black tone, gives prints with a sparkling brilliance. It has become widely preferred because of its ease in handling without tendency to fog or stain—a point of importance in production finishing work. Speedex prices are listed on page 31.

SPEEDEX CODE NUMBERS

	<i>B</i>	<i>V</i>
<i>Single Weight</i>	<i>Glossy</i>	<i>Velvet</i>
0 (<i>Extra Soft</i>)	8430	8510
1 (<i>Soft</i>)	8431	8511
2 (<i>Medium</i>)	8432	8512
3 (<i>Hard</i>)	8433	8513
4 (<i>Extra Hard</i>)	8434	8514

POSTCARDS

(Glossy and Velvet only)

	² Doz.	^{1/2} Gross	Gross	500	⁵⁰⁰⁰ (case)	5000*
Brovira	\$.50	\$1.20	\$2.35	\$7.80	\$54.00	\$59.40
Convira	.40	.90	1.70	5.65	40.00
Cykon	44.00

*Prices listed are for 5000 quantities of Brovira or Cykon in any surface other than glossy or velvet, one contrast only.

NOKOLINE PAPER

This is a special light-weight stock coated with Convira emulsion. Prints made on Nokoline may be folded for inclosure in letters and similar purposes without cracking the emulsion or injuring the print. Nokoline is supplied in Semi-Matte surface in six degrees of contrast . . . Nos. 0, 1, 2, 3, 4, and 5.

NOKOLINE CODE NUMBERS

0	(Extra Soft)	6500
1	(Soft)	6501
2	(Medium Soft)	6502
3	(Medium)	6503
4	(Medium Hard)	6504
5	(Extra Hard)	6505

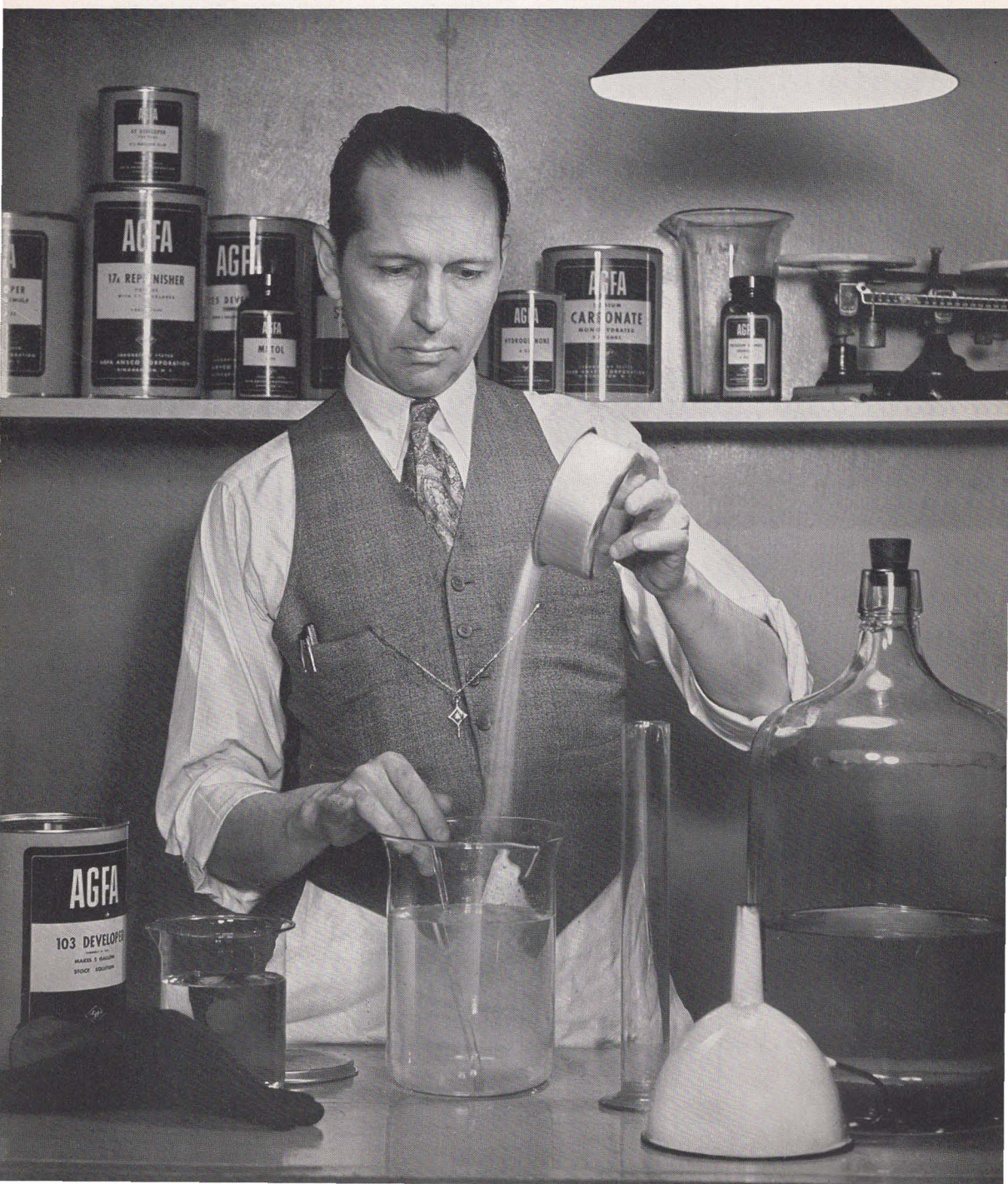


NOKOLINE PRICES

Size	Gross	⁵⁰⁰ Sheet Packages
*8 x 10	\$4.70	\$14.60
8 1/2 x 11	5.55	17.30
9 x 11	5.80	18.20
10 x 12	7.00	21.95
11 x 14	8.95	28.00
Size	Gross	250
14 x 17	\$13.70	\$22.60
16 x 20	18.30	30.25

*1 doz. pkg., 8 x 10 only, \$.50.

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.

AGFA 17 FINE GRAIN DEVELOPER

This fine-grain, Borax-type developer gives soft, fine-grain development of photographic films. Formula 17 keeps well and gives negatives with a long, even scale of gradation.

1 qt. size \$.25	1 gal. size \$.60
½ gal. size35	10 gal. size 3.50

AGFA 17 A REPLENISHER

1 qt. size \$.35	5 gal. size 2.75
1 gal. size70	

AGFA 47 FILM DEVELOPER

This metol-hydroquinone developer is a long-life, clean-working formula excellent for either tray or tank development of film.

1 gal. size \$.45	10 gal. size . . . \$ 2.35
3½ gal. size 1.10	48 gal. size . . . 10.25

AGFA 47 A REPLENISHER, 1 gal. size \$.65	
5 gal. size 2.50	

AGFA 103 PAPER AND FILM DEVELOPER

This universal type developer which is particularly designed for use with photographic films, plates, and papers, is packed as a dry powder forming the following quantities of stock solution.

1 qt. size \$.25	1 gal. size \$.70
½ gal. size40	5 gal. size 2.50

AGFA 125 PAPER AND FILM DEVELOPER

This developer is recommended for use with Brovira, Cykon, Cykora, Indiatone and similar projection papers; and also for the development of films when brilliant negatives are desired. It is packed as a powder forming the following quantities of stock solution.

1 qt. size \$.25	1 gal. size \$.65
½ gal. size40	5 gal. size 2.50

AGFA 135 PAPER DEVELOPER

This paper developer has been especially designed to give rich, warm-black tones with Brovira, Convira, Cykon, Cykora, Indiatone and similar photographic papers.

1 qt. size \$.25	½ gal. size \$.35
1 gal. size \$.50	

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
100 tube counter box (glass tubes) 6.00



FINE-GRAIN TUBE DEVELOPER

This is a special formula for fine-grain film development. Each tube makes 8 oz. tray developer or 28 oz. tank developer.

5 tube carton (glass tubes).....\$.75
Special price in 5 to 20 carton lots

POSITIVE FILM DEVELOPER

This formula is prepared for the development of lantern slides and positive film. Each tube makes 16 oz. solution.

1 tube.....\$.15 7 tube carton...\$1.00

RODINAL

This is a highly concentrated 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
16 oz. bottle....\$1.70

CHEMICAL SPECIALTIES**RAPID FIXER**

This preparation forms a concentrated non-hardening, 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

ACID HYPO

This standard item provides a fixing solution for film and paper.

1 qt. size.....\$.15 ½ gal. size.....\$.25
1 gal. size.....\$.45

NEUTRAL TONING AND FIXING SALT

This preparation forms an excellent solution for fixing and toning P. O. P. prints to a permanent neutral-black tone.

100 gram bottle (for 17 oz. solution).....\$.50

FLEMISH TONER

This toner produces beautiful brown tones on chloride and chlorobromide papers.

1 gal. size bottle.....\$1.00
5 gal. size bottle (on special order only).....\$ 3.60

DIRECT SEPIA TONER

This concentrated solution gives rich sepia tones in one simple operation.

4 oz. bottle.....\$.45 16 oz. bottle....\$1.00
8 oz. bottle.....\$.75 1 gal. bottle....\$ 4.50

BROVIRA TONER

This new preparation gives beautiful chalk-red to brown tones on Brovira paper.

4 oz. size (concentrated solution).....\$.75
8 oz. size (concentrated solution).....\$ 1.25
Bleaching powders for Brovira Toner, tube for 16 oz. solution.....\$.15

REDUCER

This reducer is in powder form and is dissolved in water for use.

10 gram bottle.....\$.25
10 bottles.....\$ 2.00

MERCURY INTENSIFIER

This liquid preparation is for the direct intensification of thin, weak negatives.

2 oz. bottle (for 20 oz. solution).....\$.50
4 oz. bottle (for 40 oz. solution).....\$.75
8 oz. bottle (for 2½ qt. solution).....\$ 1.20
16 oz. bottle (for 5 qt. solution).....\$ 1.80

COPPER INTENSIFIER

This intensifier is in powder form and is dissolved in water for use.

10 gram bottle..\$.30 10 bottles.....\$2.50

FLEXOGLOSS SOLUTION

This product improves gloss and performance on heat dryers for single and double weight papers.

8 oz. bottle (conc.).....\$.45
1 qt. bottle (conc.).....\$ 1.00
1 gal. bottle (conc.).....\$ 3.00

NEW COCCINE

This dodging medium is a red, water-soluble dye which is extremely useful in negative retouching.

10 gram bottle.....\$1.00

RETOUCHING MEDIUM

2 oz. bottle....\$.45 8 oz. bottle....\$1.20
4 oz. bottle.... .75 16 oz. bottle.... 1.80

MATTE SOLUTION

(Ground Glass Substitute) 4 oz. bottle.....\$.60

CINE FILM CEMENT

1 oz. bottle....\$.25 4 oz. bottle....\$.90
2 oz. bottle.... .50 16 oz. bottle.... 1.50

RAPID FILM DRYER

This special dehydrating agent dries and hardens negatives quickly and without damage.

4 oz. bottle....\$.24 16 oz. bottle....\$.60
8 oz. bottle.... .36 1 gal. bottle... 3.00

PINAKRYPTOL DESENSITIZERS

These famous Agfa Desensitizers allow development of film in brighter light than is ordinarily permissible.

Pinakryptol Green (may be used separately or in developer containing not over one gram of hydroquinone per liter of solution):

2 oz. bottle (conc. solution—makes 80 oz. desensitizer).....\$1.25
1 gram (powder—makes 1 pt. conc. solution) . 2.00
5 grams (powder—makes 2½ qt. conc. solution) 8.00

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

1 gram (makes 1 qt. desensitizer).....\$1.50
5 grams (makes 1¼ gal. desensitizer) 6.25

DEVELOPING AGENTS

These developing agents are laboratory-tested and photographically pure.

METOL

This is a pure and energetic developing agent widely used in photographic developing solutions.

1 oz. bottle....\$.42 1 lb. bottle...\$ 4.13
4 oz. bottle.... 1.17 5 lb. can.... 20.25
8 oz. bottle.... 2.15 25 lb. drum ... 91.88

HYDROQUINONE

This is a pure white and especially refined grade of Hydroquinone of rapid solubility.

1 oz. can.....\$.20 1 lb. can....\$ 1.72
4 oz. can..... .53 5 lb. can.... 8.45
8 oz. can..... .90 25 lb. drum ... 39.40

PYRO (PYROGALLIC ACID CRYSTALS)

This widely used developing agent is supplied in stable, crystal form free from "dust".

1 oz. bottle....\$.35 1 lb. bottle...\$ 2.94
4 oz. bottle.... .86 5 lb. bottle... 14.28
8 oz. bottle.... 1.54 25 lb. can.... 66.00

GLYCIN

This developing agent frequently specified in fine-grain formulas gives clean negatives.

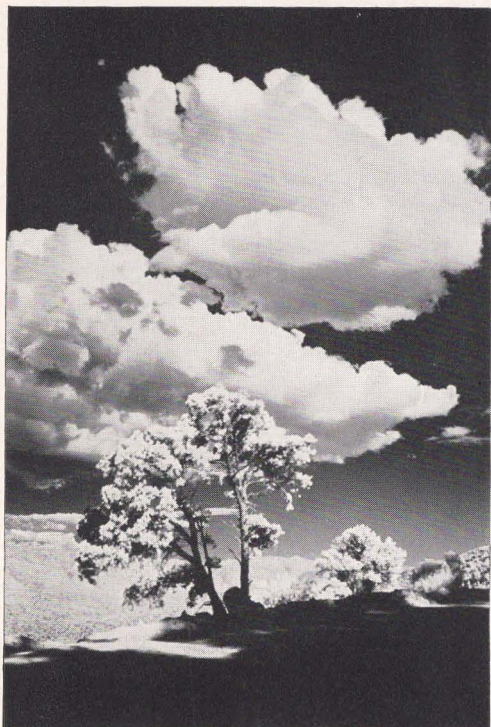
1 oz. bottle....\$.50 8 oz. bottle.....\$2.90
4 oz. bottle.... 1.50 1 lb. bottle..... 5.60

PARAFORMALDEHYDE

This developing agent also known as tri-oxymethylene is frequently specified in developers for graphic arts films.

1 lb.....\$.96 25 lb.....\$20.63
5 lb..... 4.62





AMIDOL

This chemical (which does not require the presence of Sodium Carbonate for development) is preferred by those whose skin is sensitive to Metol and alkalies.

1 oz. bottle \$.65	8 oz. bottle \$4.00
4 oz. bottle 2.20	1 lb. bottle 7.20
5 lb. can \$34.50	

MISCELLANEOUS CHEMICALS

ACETIC ACID GLACIAL 99½% *

Glacial Acetic Acid is easily reduced to 28% by adding 8 parts of water to 3 parts of acid.

1 lb. bottle \$.42	5 lb. bottle \$1.58
9 lb. bottle \$2.55	
100 lb. carboy. Quotation on request.	

ACETIC ACID 28% *

1 lb. bottle \$.30

BORIC ACID CRYSTALS

1 lb. can \$.30 5 lb. can \$1.10

CAUSTIC SODA FLAKES

(Sodium Hydroxide)

1 lb. bottle \$.50

CITRIC ACID

1 oz. bottle \$.19 4 oz. bottle \$.38
1 lb. bottle \$1.02

FORMALDEHYDE 40%

1 lb. bottle \$.50

GOLD CHLORIDE

15 grain bottle . . \$1.50

OXALIC ACID

1 oz. bottle \$.17 4 oz. bottle \$.25
1 lb. bottle \$.55

POTASSIUM ALUM *

(Granular)

1 lb. can \$.16 25 lb. drum . . \$3.00
5 lb. can75 100 lb. drum . . 9.00

POTASSIUM BICHROMATE

1 oz. bottle \$.14 1 lb. bottle \$.38
4 oz. bottle18 5 lb. bottle 1.65

POTASSIUM BROMIDE

(Crystals)

1 oz. bottle \$.15 8 oz. bottle \$.45
4 oz. bottle30 1 lb. bottle77
5 lb. bottle \$3.50

POTASSIUM BROMIDE

(Granular)

1 oz. bottle \$.12 8 oz. bottle \$.39
4 oz. bottle25 1 lb. bottle68
5 lb. bottle \$3.22

POTASSIUM CARBONATE

4 oz. bottle \$.18 1 lb. bottle . . . \$.40
5 lb. bottle . . . \$1.50

Note: Slightly higher prices apply on items marked * when ordered from West Coast Branches.

POTASSIUM CHROME ALUM
(Granular)

1 lb. can.....\$.31	5 lb. can.....\$1.43
25 lb. drum...\$ 6.00	

POTASSIUM FERRICYANIDE
(Small Crystals)

1 oz. bottle....\$.24	8 oz. bottle....\$.80
4 oz. bottle.... .54	1 lb. bottle.... 1.47
5 lb. bottle....\$6.75	

POTASSIUM IODIDE

1 oz. bottle....\$.33	4 oz. bottle....\$.85
1 lb. bottle....\$2.85	

POTASSIUM METABISULPHITE

4 oz. bottle....\$.25	1 lb. bottle....\$.57
5 lb. bottle....\$2.10	

POTASSIUM OXALATE
(Neutral, Pure)

1 oz. bottle....\$.24	8 oz. bottle....\$.90
4 oz. bottle.... .52	1 lb. bottle.... 1.68

POTASSIUM PERMANGANATE

1 oz. bottle....\$.20	4 oz. bottle....\$.25
1 lb. bottle....\$.68	

SILVER NITRATE

1 oz. bottle.....	Market Price
4 oz. bottle.....	Market Price
1 lb. bottle.....	Market Price

SODIUM BISULPHITE
(Pure Dry)

1 lb. bottle....\$.30	5 lb. bottle....\$.90
25 lb. drum....\$3.15	

SODIUM CARBONATE *
(Monohydrated)

Monohydrated carbonate is generally preferred because it keeps indefinitely without changing its strength. It is also free-running and dissolves quickly to form a clear solution.

1 lb. can.....\$.18	25 lb. drum...\$ 2.43
5 lb. can..... .55	100 lb. keg.... 8.25
400 lb. barrel. Quotations on request.	

SODIUM METABORATE

1 lb. can.....\$.30	25 lb. drum...\$ 4.80
5 lb. can..... 1.20	100 lb. keg.... 15.75

SODIUM SULPHIDE
(Flakes, Iron-Free)

1 oz. bottle....\$.18	1 lb. bottle....\$.75
4 oz. bottle.... .28	5 lb. bottle....\$3.30

SODIUM SULPHITE *
(Anhydrous)

This Sulphite retains its strength and will not cake or crystallize when dissolving.

1 lb. can.....\$.21	25 lb. drum...\$ 3.75
5 lb. can..... .85	100 lb. drum .. 11.25
350 lb. barrel. Quotations on request.	

SODIUM THIOSULPHATE
(Hypo)
(Rice Crystal or Granular)

This grade of hypo is always clean and does not cake up in the keg.

1 lb. carton....\$.15	10 lb. carton...\$.85
5 lb. carton.... .50	25 lb. carton.... 2.00
Larger quantities at market prices.	

Prices on bulk chemicals change up or down more frequently than prices of other photographic supplies and are subject to change without notice.



Note: Slightly higher prices apply on items marked * when ordered from West Coast Branches.

Agfa Amateur and Miscellaneous Products



A G F A R O L L F I L M

Widely accepted as the standard for excellence and dependability, Agfa roll film is furnished in six different types to meet every picture-taking requirement. Every roll is guaranteed as explained on page 42.

PLENACHROME

Speedy, reliable, efficient, this modern film is of the "chrome" type, having high sensitivity to all colors except red. In addition, Plenachrome has wide latitude to compensate for variations in exposure, a degree of contrast which gives pleasingly brilliant prints, full anti-halo protection, and a special surface coating to prevent abrasion marks.

STANDARD

For picture-taking of conventional outdoor subjects, Agfa Standard Roll Film is both a serviceable and inexpensive choice. Its ample speed and color sensitivity insure good results—yet its lower price brings a worthwhile economy to outdoor photography.

SUPERPAN SUPREME

Here's the first choice of discriminating workers for subjects that demand a true interpretation of color values. This film is excellent for photographs taken indoors or out, day or night, even when light is poor. An improved high-speed panchromatic film, Superpan Supreme has an emulsion balanced to give brilliant results outdoors without producing harsh negatives when exposed under artificial lighting. Extremely wide latitude guards against exposure errors and a 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 a wide range of picture-taking.



SUPERPAN PRESS

Still setting the pace for highest speed in photographic materials, this exceptionally fast Agfa film gives added subject range to any camera. The phenomenal speed of Superpan Press has been obtained without loss of fineness of grain, brilliance or balanced panchromatic color sensitivity, and is of tremendous importance when light is poor and lens openings must be small or shutter speeds fast.

INFRA-RED

With its special sensitivity to deep red and infra-red regions of the spectrum, this film emulsion will prove a valuable tool to still photographers who wish to dramatize their subjects with unusual tone interpretations. Because of this individual type of sensitivity and tone recording, pictures made with Infra-Red film and a red filter present innumerable opportunities for unusual and artistic treatment of outdoor scenes and scenic views; blue skies being

recorded in dark tones, and green foliage, light-colored buildings, white clouds and similar subject matter in various tones from light-gray to clean white. Other specifications include moderately brilliant gradation, and effective anti-halo protection.

AGFA ROLL FILM IS THE GUARANTEED FILM

Every roll of Agfa Film . . . in all six types: Plenachrome, Standard, Superpan Supreme, Finopan, Superpan Press and Infra-Red . . . is sold with the guarantee: "Pictures that satisfy or a new roll free." This unusual warranty is more than a simple pledge of quality . . . for behind it lies the desire to see that every user of Agfa roll films will obtain satisfactory pictures. Already known for many years as identification of the dependability of Agfa Standard and Plenachrome films, this guarantee is now extended to apply to all six Agfa roll films.

ROLL FILM PRICES

Size	Agfa No.	Same Size as	No. of Exposures	Price					
				Standard	Plenachrome	Superpan Supreme	Finopan	Superpan Press	Infra Red
1½ x 2½	A8	127	8	\$.20	\$.25	\$.30	\$.30	\$.30	\$.40
2¼ x 2¼ (6x6cm)	B1	117	625	.30
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	.4040
2½ x 4¼ (Thin Metal Spool)	PD16	616	8	.30	.35	.4040
2¾ x 4¾ (7.25x12.5cm)	M6	130	645
3¼ x 4¼ (8x10.5cm)	E6	118	645
3¼ x 4¼ (8x10.5cm)	F6	124	645
3¼ x 5½ (8x14cm)	G6	122	655	.65
¾ x ¾	R12	1220

AGFA FILM PACKS

Three kinds of Agfa film are available in film pack form for those who desire the convenience and speed in changing film between exposures offered by this type of packaging. Films in each package are consecutively numbered 1-12 for later identification.

SUPERPAN PRESS

This film pack is similar to Superpan Press supplied as roll film and sheet film. Already famous among photographers for its amazing increase in light sensitivity over previous high-speed films, Superpan Press is the ideal selection when highest possible film speed is required. This remarkable speed, which has been achieved in Superpan Press 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 tungsten light, Superpan Press film pack greatly extends the subject range of any photographer's equipment.

SUPERPAN SUPREME

This improved, high-speed panchromatic film is ideally suited 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

This 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 Plena-chrome provides a logical selection.



FILM PACK PRICES

Picture Size		Same Size As	Price Per Pack		
Inches	Centimeters		Super Plena	Superpan Supreme	Super- pan Press
1 3/4 x 2 3/8	4.5 x 6	500	\$.50
2 1/4 x 3 1/4	6 x 9	520	.70	\$.70	\$.75
3 1/4 x 4 1/4	8 x 10.5	518	1.15	1.20	1.25
3 1/2 x 4 3/4	9 x 12	541	1.25	1.30	1.40
3 1/4 x 5 1/2	8 x 14	522	1.30
4 x 5	10 x 12.5	523	1.30	1.40	1.50
4 x 6	10 x 15	543	1.60
5 x 7	13 x 18	515	2.30	2.40	...

AGFA 35 mm MINIATURE-CAMERA FILM

Six outstanding Agfa films, prepared especially for use in 35mm miniature cameras, are supplied to fulfill the need for various types of recording materials. Each of the films is furnished in an improved Agfa cartridge for the LEICA camera; all negative films are available also in the daylight-loading spool for the CONTAX camera and in a 20-exposure Leica cartridge. Four of the films are supplied in daylight-loading cartridges to fit the new Agfa Memo camera. Darkroom loadings in various lengths are also available in several of the films as noted in the table on page 45.

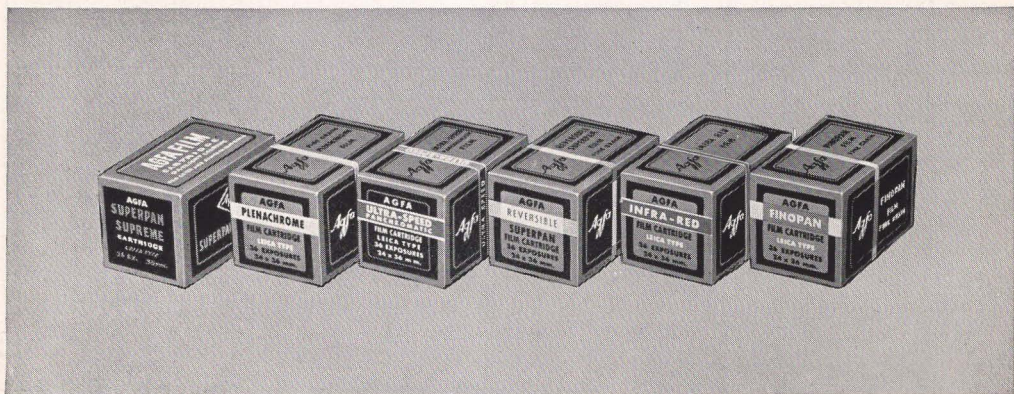
SUPERPAN SUPREME

The ideal selection for the majority of picture-taking occasions, this outstanding film incorporates an emulsion with characteristics excellently suited for use by day or night. Superpan Supreme provides remarkably high speed with unusually fine grain—a combination of qualities that is attractive to every 35mm camera user. In addition, it possesses sensitivity to all

colors, and a moderately brilliant gradation that promotes good print quality in the final photograph. The Superpan Supreme emulsion has wide latitude in exposure to compensate for minor errors in judging light or adjusting lens or shutter settings; is furnished on gray base to prevent halation and provided with a protective surface coating to minimize abrasion marks.

ULTRA-SPEED PAN

Designed especially for use in artificial light, this remarkable film, widely accepted as the fastest film obtainable for miniature-camera use, provides a degree of speed that brings heretofore impossible subjects easily within camera range. With full sensitivity to all colors and with a long-scale type of gradation that secures full registration of shadow detail, Ultra-Speed Pan is an excellent selection for use in tungsten light, indoors and out, when neither daylight nor high-powered lights are available. It is furnished on gray base and has non-abrasion surface coating.



FINOPAN

Finest possible grain with panchromatic color sensitivity and moderately high speed is the combination of characteristics brought by this popular Agfa film. The ideal film to use when fineness of grain size is a criterion, Finopan is excellent for photo-mural work and other occasions when good-sized enlargements are desired. With moderately brilliant gradation and with gray-base halation protection and a surface coating to prevent abrasion marks, Finopan is regarded by many miniature-camera users as a general "all-purpose" film.

FINE-GRAIN PLENACHROME

Clear, sparkling negatives of pictures made outdoors 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 photography of a wide variety of subjects. Plenachrome provides anti-halation and non-abrasion protection.

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 at a cost of fifty cents per 36-exposure roll. Supplied in cartridges only.

35 mm FILM

NAME OF AGFA FILM	24- Exposure* Memo Cartridge ORDER NO.	20- Exposure Leica Cartridge ORDER NO.	36- Exposure Leica Cartridge ORDER NO.	36- Exposure Contax Spool ORDER NO.	27½-ft. Container Notched Film	55-ft. Container Notched Film	100-ft. Container Unnotched Film
Ultra-Speed Panchromatic	M35-1 \$.65	L20-1 \$.65	L36-1 \$1.00	C36-1 \$1.00	\$1.80	\$3.50	\$6.00
Superpan Supreme	M35-2 .65	L20-2 .65	L36-2 1.00	C36-2 1.00	1.80	3.50	6.00
Finopan	M35-3 .65	L20-3 .65	L36-3 1.00	C36-3 1.00	1.80	3.50	6.00
Fine-Grain Plenachrome	M35-4 .60	L20-4 .60	L36-4 .90	1.65	3.25	6.00
Infra-Red	L20-5 .75	L36-5 1.20	C36-5 1.20	2.15
Superpan Reversible	L36-6 1.50
18-exposure Superpan Supreme spool for Argus camera.....\$.50							
*Cartridge gives 24 DOUBLE FRAME exposures, also fits single-frame MEMO giving 48 exposures.							

AGFA MOTION PICTURE FILM

16 mm TRIPLE S PAN REVERSIBLE

This amazingly fast panchromatic film is ideal for indoor movies and for slow-motion work under light conditions requiring extreme speed. With its exceptional speed and remarkable fineness of grain, the emulsion of Triple S Pan proves an excellent recording medium for a wide variety of otherwise difficult subjects. In addition this film is balanced in contrast to provide desirable brilliance outdoors without showing harsh effects under artificial lighting. Triple S Pan has wide latitude to guard against errors in exposure, and the highly effective Agfa anti-halo coating to preserve sharpness of detail recorded on the film.

16 mm HYPAN REVERSIBLE

This panchromatic film has been especially designed for outdoor and indoor work where brilliant contrast, fineness of grain and clear, sharp results are necessary. Intermediate in speed to Triple S Pan and Panchromatic Reversible films, Hypan is more than amply fast for average outdoor subjects and insures clear, brilliant projection with its fine-grain emulsion and anti-halation coating

16 mm PANCHROMATIC REVERSIBLE

This new Agfa film is a fast material, sensitive to all colors and possessing good screen brilliance on projection. Supplied at a price which makes it an exceptional value, Agfa Panchromatic Reversible is a suitable film selection for a wide variety of subject material.

16 mm 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.

16 mm SUPERPAN SUPREME NEGATIVE

Cine workers who require negative material from which positive prints are to be made, will find Agfa 16mm 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. Processing not included in list price.



"TWIN-EIGHT" HYPAN REVERSIBLE

This new film emulsion has been especially designed for finer results with double 8 cameras. Incorporating an extremely fine-grained emulsion with high speed, this new film permits good exposures indoors or out. In addition, fully panchromatic color sensitivity, wide latitude and good brilliance characteristics are provided.

'TWIN-EIGHT'

PANCHROMATIC REVERSIBLE

Slightly slower than Twin-Eight Hypan and Filmopan Reversible films, this high-quality, panchromatic emulsion, supplied for double-width 8mm cameras, provides fine grain, high resolving power and brilliant screen results at low cost.

8 mm F. G.

PANCHROMATIC REVERSIBLE

A single-width 8mm film with excellent fine-grain qualities, full color sensitivity, ample speed and brilliant gradation. Supplied on a special spool to fit Keystone K8 Cameras, it is also furnished

as F. G. Filmopan Reversible for Filmo Straight-8 Cameras.

LABORATORY SERVICE

All Agfa 8mm and 16mm REVERSIBLE films will be processed at no extra charge at any of the authorized Agfa Ansco laboratories listed below. The following services are also offered:

Developing 16 mm Negative and Positive Film

50 to 100 ft.	\$1.50
Minimum charge75
Combination order; developing 100 ft. negative and preparation of 16mm positive ..	4.00

Positive Prints from Negative Film

Rolls of 77 ft. to 100 ft.	\$3.50
Rolls of 100 ft. or more, per foot03½
Rolls of less than 77 ft., per foot05
Minimum charge per order	2.50

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

Printed Titles

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

These prices do not apply to Canadian Laboratory.

SIXTEEN mm FILM PRICES

Name	Order No.	50 ft. Roll	Order No.	100 ft. Roll	400 ft. Roll
Triple S Pan Reversible	51	\$ 3.25	101	\$ 6.00*	\$21.60*
Hypan Reversible	52	3.25	102	6.00*	21.60*
F. G. Plenachrome Reversible	53	2.75	103	4.50*	17.10*
Panchromatic Reversible	54	2.75	104	4.50*	17.10*
Superpan Supreme Negative	106	3.50*	12.60*
Safety Positive	107	.90*	3.60*

*Also available perforated for sound on special order from Binghamton only.

EIGHT mm FILM PRICES

"Twin-Eight" Hypan Reversible, 25 ft. including processing, Order No. 282	\$ 2.25
100 ft. to fit Bolex H8, including processing	7.50
"Twin-Eight" Panchromatic Reversible, 25 ft. including processing, Order No. 284	2.00
Fine-Grain Filmopan Reversible, 30 ft. including processing, order No. 185	1.45
Fine-Grain Panchromatic Reversible for Keystone Camera K8, including processing, order No. 184 ..	1.45

AUTHORIZED AGFA ANSCO LABORATORIES

AGFA ANSCO, 245 W. 55th St., New York, N. Y.

*AGFA ANSCO, 433 E. Erie St., Chicago, Ill.

AGFA ANSCO, 1224 So. Hope St., Los Angeles, Calif.

*AGFA ANSCO, 121 Julia St., Jacksonville, Fla.

MOTION PICTURE SERVICE Co., 125 Hyde St., San Francisco, Calif.

THE CALVIN Co., 26th & Jefferson Sts., Kansas City, Mo.

ASSOCIATED SCREEN NEWS LTD., 5271 Western Ave., Montreal, Quebec

Laboratories marked * provide reversal processing and title service only.

AGFA ANSCO

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