

Agfa

PHOTOGRAPHIC PRODUCTS

AGF A Photographic Products are famous the world over for the better results they invariably make possible. Their reliability, their quality and their infinite superiority in every way have established them in a position that is definitely second to none!

AGFA

PLATES. Ordinary, Orthochrom, Panchromatic, Process, Anti-halation.

FILMS. Roll, Pack, Flat, Matt, Process, Cinematograph.

CHEMICALS.

CAMERAS.

"PINA DYESTUFFS."

PAPERS. Bromide, Gaslight, Collodion.

Using Agfa Products means perfect results under all conditions.

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LTD.,

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PLATES & FILMS

AGFA Plates and Films meet every professional requirement. They are noted for their uniformity, excellence of packing and exceptional keeping qualities.

EXTRA RAPID PLATES

Speed 500 H. & D. Specially recommended for sports snapshots on account of their great sensitiveness, brilliancy and extreme clarity—even when over-developed.

ANDRESA PLATES

800 H. & D. Combine exceptionally high speed with remarkable gradation. Give excellent detail in the shadows with the shortest exposure, and will not block up in the high lights on longer exposures. Pre-eminently suitable for portrait photography.

ULTRA SPECIAL PLATES AND PORTRAIT FILMS

Plain & Matt. 750 H. & D. These provide an unrivalled sensitive material which meets modern portraiture's most exacting requirements. Orthochromatic, they are specially suitable for use with artificial light and have an enhanced softness. The super speed films are manufactured on a clear base and can also be obtained with a Matt Backing.

CHROMO PLATES

500 H. & D. Particularly sensitive to yellow and green, and give correct light values in tones of those colours. Recommended for landscapes having richly graduated skies, and for costume studies.

CHROMO-ISOLAR

250 H. & D. Unexcelled for landscape subjects with strong light contrasts, such as wood interiors, ravines, distant views with heavy foregrounds, etc. Also for microscopic and **astronomical** photography. **CHROMO ISORAPID PLATES. 500 H. & D.** possess the same advantages with extra sensitiveness and softer gradation.

PANCHROMATIC PLATES

300 H. & D. Possess an extremely fine grained emulsion of great clearness, and a spectrum sensitiveness extending far into red (about $.700 \mu\mu.$). Very suitable for three colour work and all kinds of scientific photography.

COLOUR PLATES

Manufactured by a new and perfected process. Simple in working and finishing. May be used with an ordinary amateur plate camera with any lens. Produce natural colour transparencies of great beauty and remarkable brilliancy.

ROLL FILMS & FILM PACKS

550 H. & D. Extra sensitive, extra fast, they ensure perfect results in all weathers and under any conditions. Free from halation, non-curling, reliable and regular in action.

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PAPERS

AGFA Photographic Papers are of the highest possible quality and finish, and can be obtained in the widest possible range of surfaces and in paper and card weights. Sold in Gaslight and Self-Toning varieties. Also in Bromide and P.O.P. to special order.

BROMIDE. Equally suitable for enlarging or for contact printing. In two grades—normal, for normal and strong negatives. Contrast—for weak and soft negatives.

BROVIRA. A very fast Bromide Paper which has very good toning qualities, coupled with a steady, increasing gradation. Very suitable for Portrait work and all kinds of enlargements.

RECORD. Extremely rapid development paper. Has remarkable scale of gradation and yields brilliant prints full of detail. In three distinct grades Special, Normal and Contrast.

LUPEX. This is the ideal paper for amateur work, as it possesses the Blue-Black Tone and has a very large latitude. Exposure causes only a very small waste! May be used with shaded artificial light. In three distinct kinds—Special, Standard and Contrast, for strongly contrasted, average and weak negatives respectively.

CELLOIDIN PAPER. A printing out paper of great brilliance and depth—giving exceptionally beautiful tones.

CELLOIDIN SELF-TONING PAPER. With this grade no toning is necessary, fixing only in a hypo bath producing tones of great beauty.

Prices and Discount on application.

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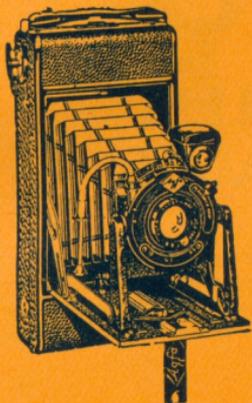
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AGFA'S

THE LATEST SUCCESS

"SPEEDEX" CAMERA

A low priced Camera of the Highest Quality.



THE Agfa "Speedex" Camera is built specially for those who require a good, all-round camera at a low price. Properly used, it will give years of splendid service and produce photographs of an unequalled excellence.

Size : 2¼ × 3¼.

ANASTIGMAT LENS F/8.8.
3-SPEED AUTOMAT SHUTTER.
BRILLIANT VIEW FINDER.

and the price only

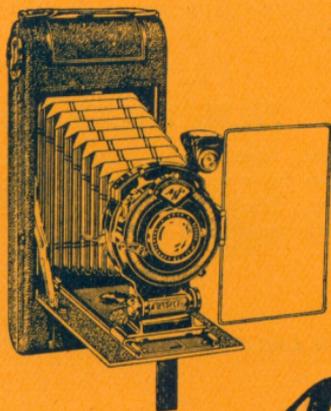
£2 12s. 6d.

Send for Literature, free on request.

ALSO AGFA STANDARD CAMERAS

For Roll Films, Plates & Film Packs.

Renowned the world over for quality and reliability they set the standard in workmanship, design and finish.



Special features include :

Patent Baseboard Guides, ensuring perfect steadiness. Ground Glass screen frame, with focusing screen reversible for colour exposures. Body is of one piece of pressed metal. Perfect Automatic Shutters giving time and instantaneous exposures from ½ to 1/100 second.

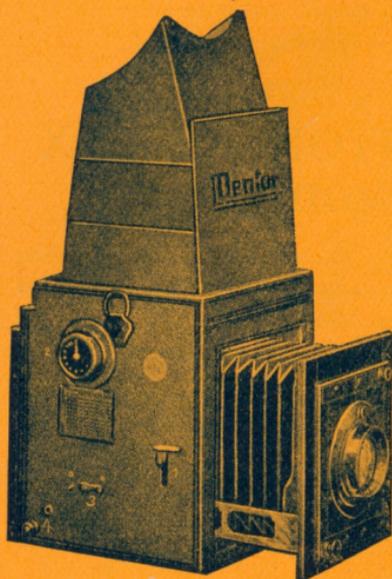
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The MENTOR REFLEX



A Camera of
splendid finish &
reliability ❖ ❖

Specially adapted for telephoto work.

Focal Plane Shutter,
Easily Handled,
Vibrationless,
Reversible Back,
Perfect and Unfailing Action,
Extreme Durability.

*Cheaper and Smaller Model
supplied without reversing back.*

PRICES (including Zeiss Tessar F/4.5, 3 double dark Slides, Cable Release and Strap) :

With Reversing Back.					Without Reversing Back.		
Camera No.	Size.		Lens Focus.	£ s. d.	Camera No.	Lens Focus.	£ s. d.
	Inch.	Cm.					
153	2½ × 3½	6½ × 9	5½ in.	32 0 0	151	4½ in.	30 0 0
201	3¼ × 4¼	8 × 10.5	6½ in.	38 0 0	161	6 in.	32 0 0
203	—	9 × 12	7 in.	42 0 0	163	6 in.	32 0 0
204	3½ × 5½	10 × 15	8½ in.	50 0 0	164	6½ in.	38 0 0
206	4½ × 6½	12 × 16½	8½ in.	58 0 0	166	8½ in.	50 0 0
208	5 × 7	13 × 18	8½ in.	58 0 0	168	8½ in.	50 0 0
—	Stereo	45 × 107	—	—	181	3 in.	40 0 0
—	Stereo	6 × 13	—	—	182	3½ in.	42 0 0
With Zeiss Tessar F/2.7.							
0153	2½ × 3½	6½ × 9	5½ in.	42 0 0	0151	4½ in.	39 0 0
0201	3¼ × 4¼	8 × 10.5	6½ in.	50 0 0	0161	6½ in.	46 0 0
0203	—	9 × 12	6½ in.	50 0 0	0163	6½ in.	46 0 0
—	Stereo	6 × 13	—	—	0182	4½ in.	60 0 0

1153 2½ × 3½ with Rietzschel Prolinear F/1.9, 5½ in. £57 10s. 0d.

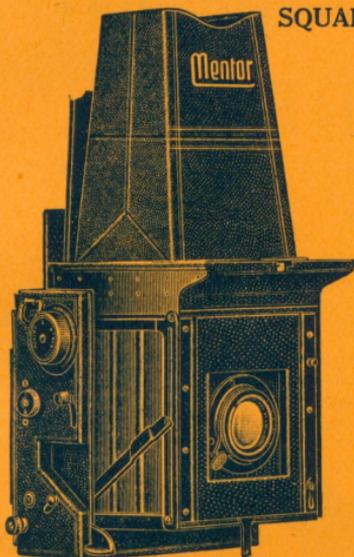
Mentor Studio Reflex with Swinging Front. Particulars on application.

Film-pack Adapter, Automatic Changing Boxes, Roll Film Holders, Metal Slide Adapter,
Metal Slides, extra.

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MENTOR FOLDING REFLEX

SQUARE MODEL.



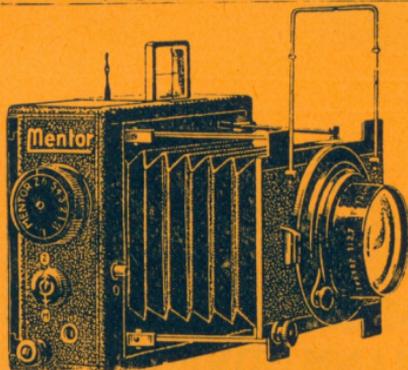
Fitted with Self-Capping Rollo Focal Plane Shutter.

The most compactly built square model. When closed, the upper focusing screen, its frame, the viewing funnel and cover are self-contained, and the camera closes in from the front, covering lens completely. A lever on the front enables the lens board to be brought into position on its struts, absolutely parallel to the back focusing screen. The reflecting mirror then assumes its normal position of 45° between the two screens.

PRICES :

(including Zeiss Tessar F/4.5 in focusing mount, 3 double dark Slides, Cable Release and Strap).

Camera No.	Size.	Dimensions over all.	Lens Focus.	£ s. d.
131	2½ × 3½ in. 6½ × 9 cm.	2¾ × 5¼ × 6 in.	4½ in.	42 0 0
134	3¼ × 4¼ in. 8 × 10.5 cm.	3½ × 6¾ × 7¾ in.	6 in.	48 0 0
136	— 9 × 12 cm.	3½ × 6¾ × 7¾ in.	6 in.	48 0 0
138	3½ × 5½ in. 10 × 15 cm.	3¾ × 7¾ × 8¼ in.	8¼ in.	57 0 0
Special Model with Zeiss Tessar F/2.7.				
0131	2½ × 3½ in. 6½ × 9 cm.	3½ × 5¼ × 6 in.	4½ in.	52 0 0



MENTOR FOCAL

PLANE CAMERA

The ideal Camera for Press, Sports and similar work. This Camera is extremely compact, light, rigid and durable, and is thoroughly reliable at all times.

PRICES : (including Zeiss Tessar F/4.5 or F/2.7 in focusing mount, 3 double Slides and Cable Release)

Size.			With Zeiss Tessar F/4.5			With Zeiss Tessar F/2.7		
Inch.	Cm.	Camera No.	Lens Focus.	£ s. d.	Camera No.	Lens Focus.	£ s. d.	
2½ × 3½	6½ × 9	221	4½ in.	25 0 0	0221	4½ in.	34 0 0	
3¼ × 4¼	8 × 10.5	223	6 in.	28 0 0	0223	6½ in.	43 0 0	
—	9 × 12	225	6 in.	28 0 0	0225	6½ in.	43 0 0	
3½ × 5½	10 × 15	228	6½ in.	32 0 0	—	—	—	
5 × 7	13 × 18	232	8¼ in.	40 0 0	—	—	—	

Film-pack Adapter, Automatic Changing Boxes, Roll Film Holders, Metal Slide Adapter, Metal Slides, Extra.

The Mentor of Mentors

THE

MENTOR REFLEX

DE LUXE



The finest and most up-to-date camera that can be obtained, at any price.

Lens boards easily interchangeable. Lenses of most extensive light value and exceptional focus. The lens is actually "housed" in the camera and is protected by an easily-working flap. The ownership of this Camera is the surest aid to perfect photography that it is possible to recommend.

NEW MODELS

PRICES :

(including Zeiss Tessar F/4.5 or F/2.7 in sunk mount, 3 double dark Slides, Cable Release and Strap).

Size.		With Zeiss Tessar F/4.5.			With Zeiss Tessar F/2.7.		
		Camera No.	Lens Focus	£ s. d.	Camera No.	Lens Focus	£ s. d.
2½ × 3¼	6½ × 9	271	5¼ in.	40 0 0	0271	5¼ in.	50 0 0
3¼ × 4¼	8 × 10.5	274	6 in.	52 0 0	0274	6½ in.	61 0 0
—	9 × 12	275	7 in.	52 0 0	0275	6½ in.	61 0 0

2½ × 3½ No. 1271 with Rietzschel Prolinear F/1.9, 5¼ in., £64.

MENTOR CAMERA WORKS

GOLTZ & BREUTMANN, DRESDEN 50

For fuller particulars and complete Price List of the Mentor Cameras apply to your Dealer, or write to the English Agents:—

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91, NEW OXFORD STREET,
LONDON, W.C. 1.