

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

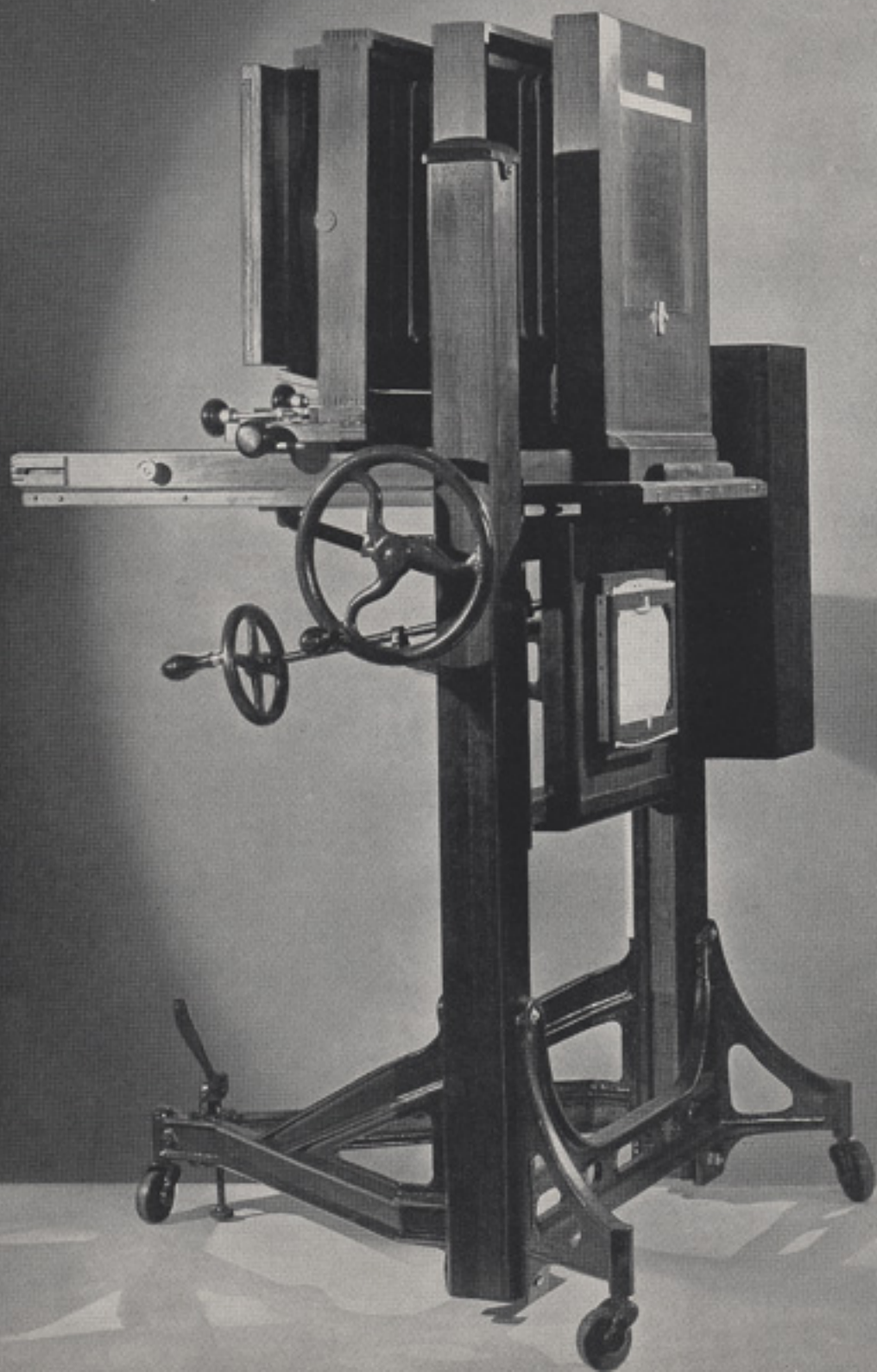


GOOD equipment is no less important to the photographer than to the surgeon, engineer or other highly skilled worker. Like other technicians, the photographer can obtain best results most efficiently with tools that work properly and accurately. And good equipment is of particular value in photographic 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

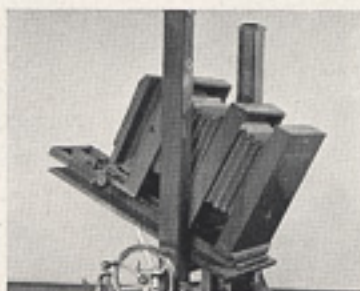
Extra holders for either plates or sheet film, as desired:
8 x 10, each.....\$ 4.00
5 x 7, each..... 2.90
Sheet film holders supplied unless specified for plates.

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



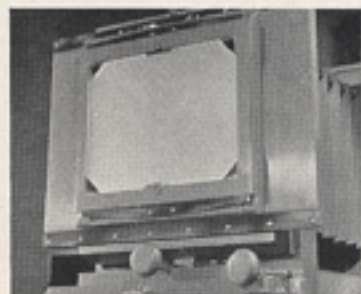
Special construction of camera and stand to permit all adjustments from focusing position.



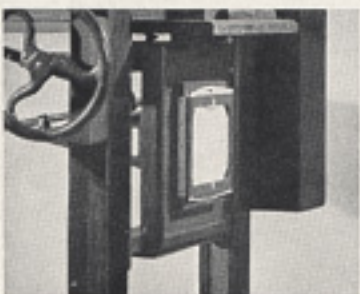
Special stand design permits tilting from 10° upward to 25° downward and adjusting height 17 to 48½" from floor.



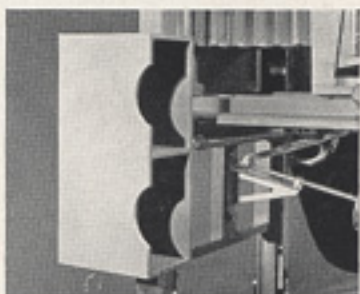
Extreme range of focal length—7½ to 42 inches, made possible by extra inside lens board.



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



Built-in holder 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.

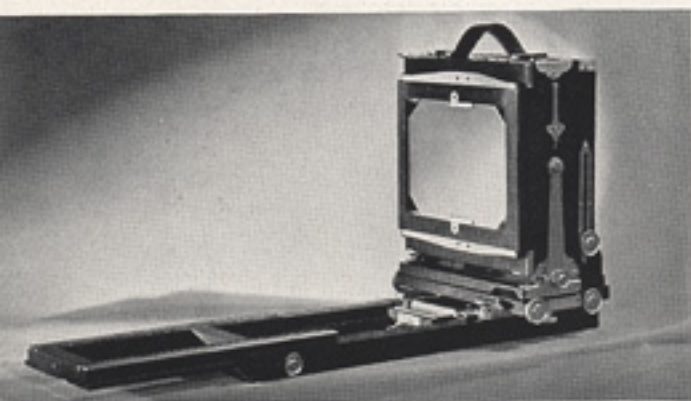
3. All adjustments dual and accessible from focusing position. Focusing by front and rear adjustments.

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.

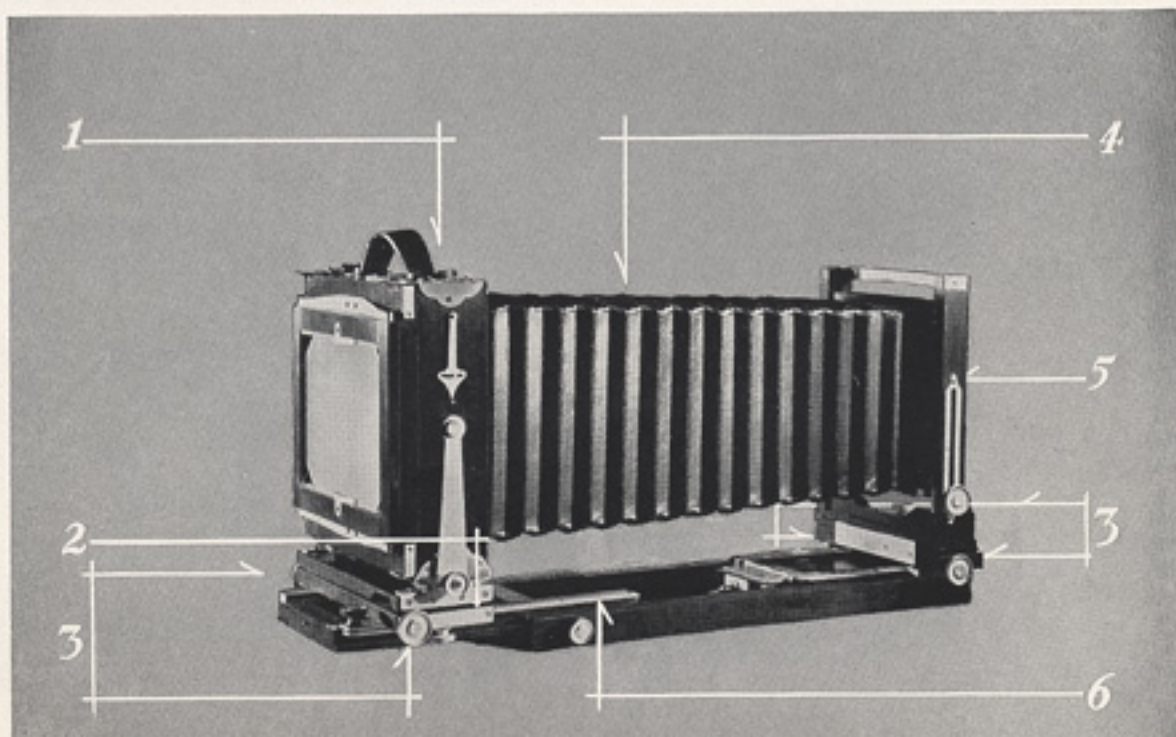
5. Tilting, sliding and rising front for extra flexibility and control.

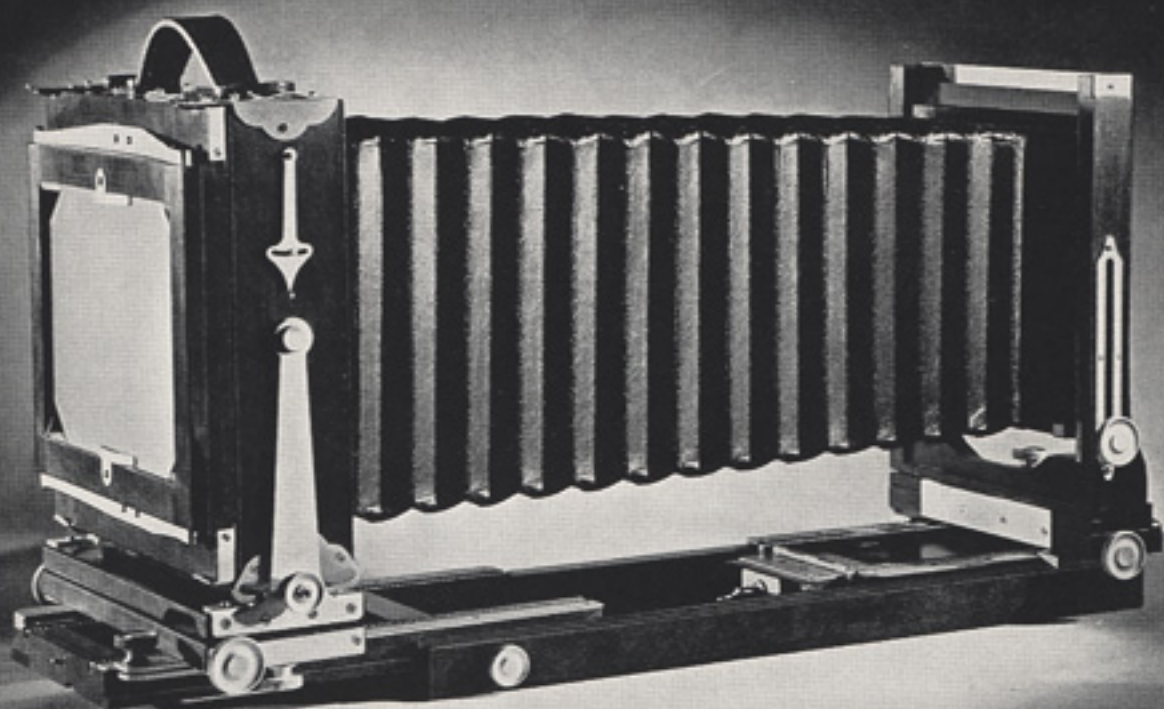
6. Exclusive sliding extension bed—a non-loosening, integral part of the camera.

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.



Universal View, showing extension bed





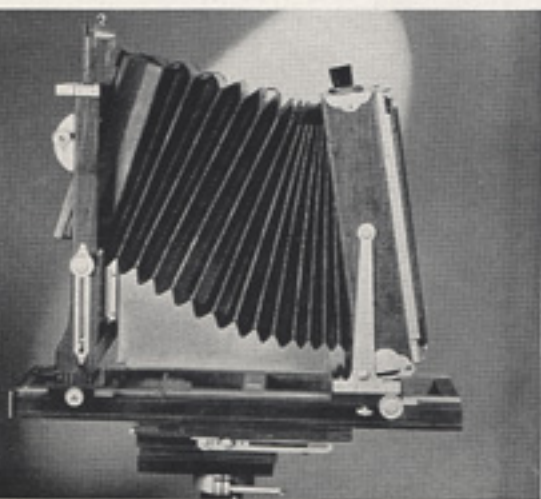
8 x 10 Universal View Camera complete with carrying case, film holder, extra lens board, tilting front, but without lens or shutter \$ 83.00
 Same as above without carrying case 73.90

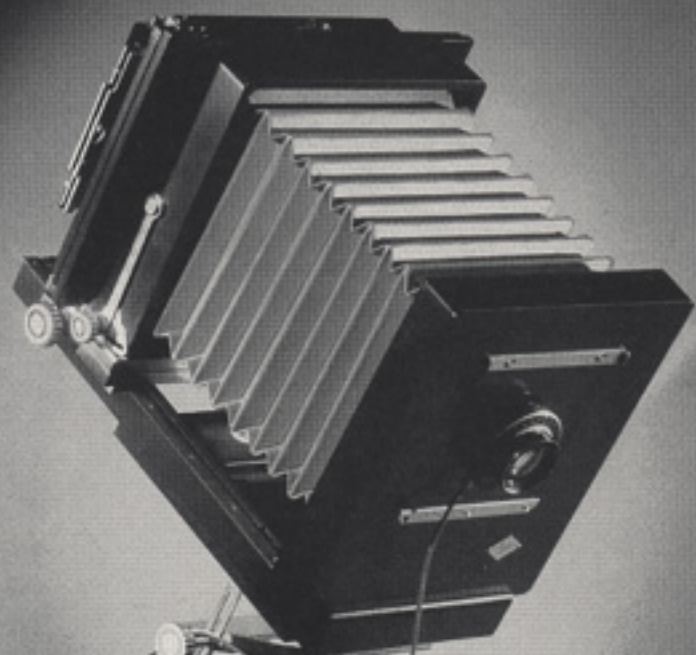
8 x 10 Deluxe Universal View Camera, same as regular model but with nickel-plated metal parts, steel gray wood work and red leather bellows . \$100.00
 Same as above without carrying case 90.90

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 63.60

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.

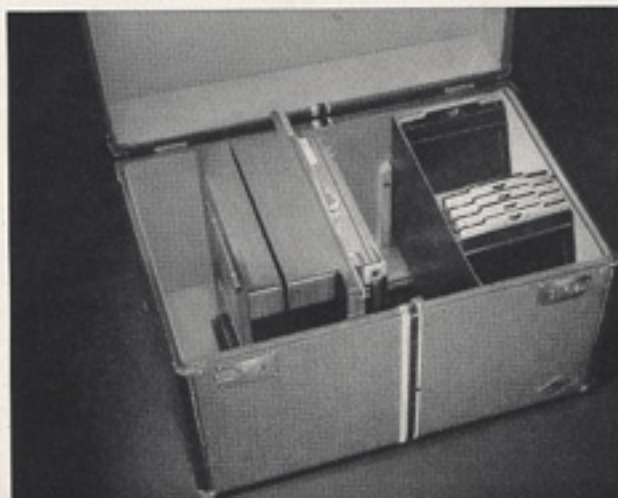
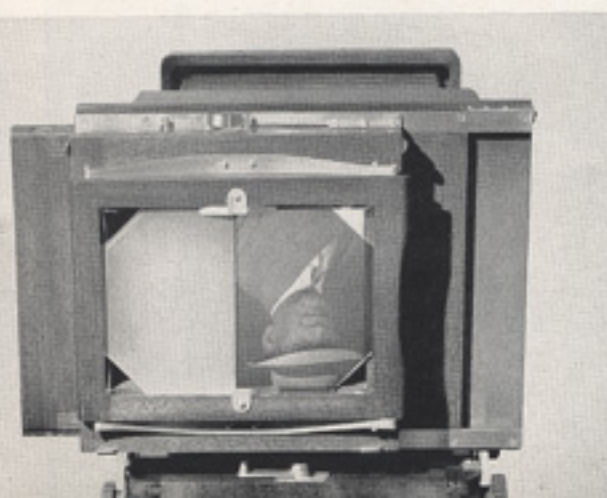
Prices:

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

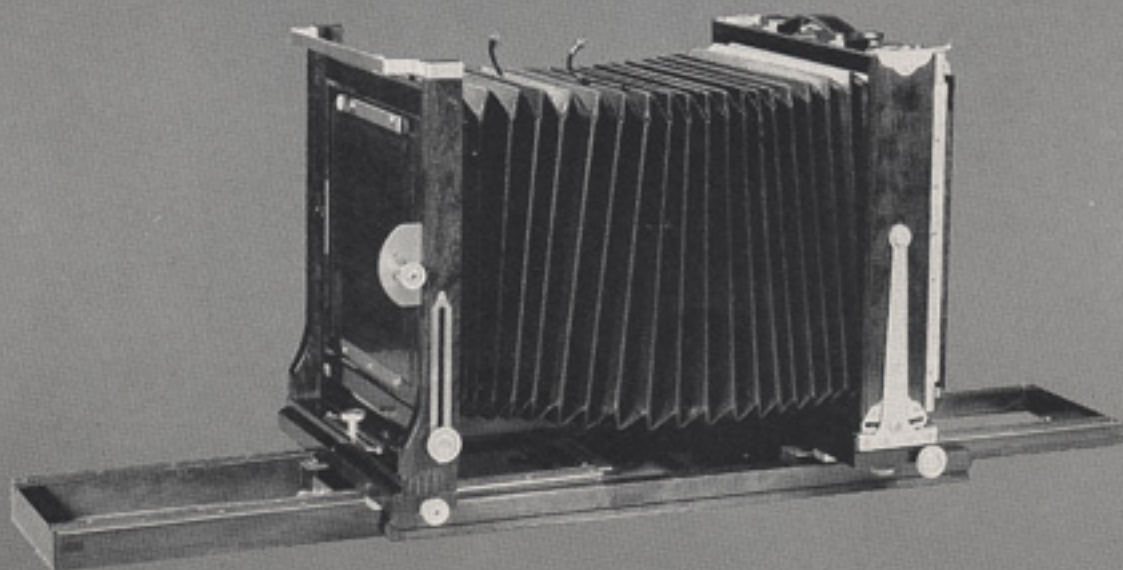
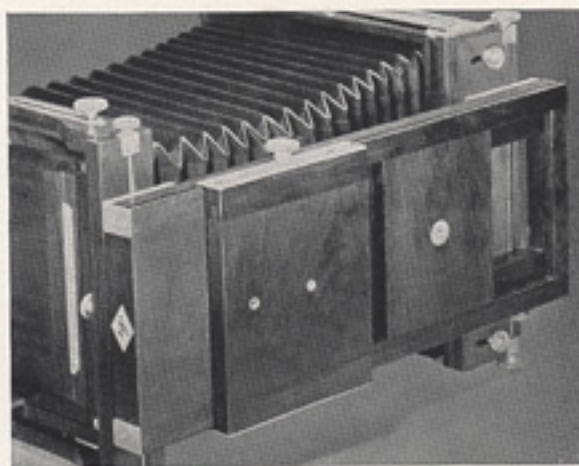
SUPREME in its field, this 8 x 10 camera offers every desirable characteristic for commercial work. Among other features which appeal to the professional photographer is an auxiliary tripod head (illustrated at right) attached to the under-side of the camera bed to permit perfect balance of the camera 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

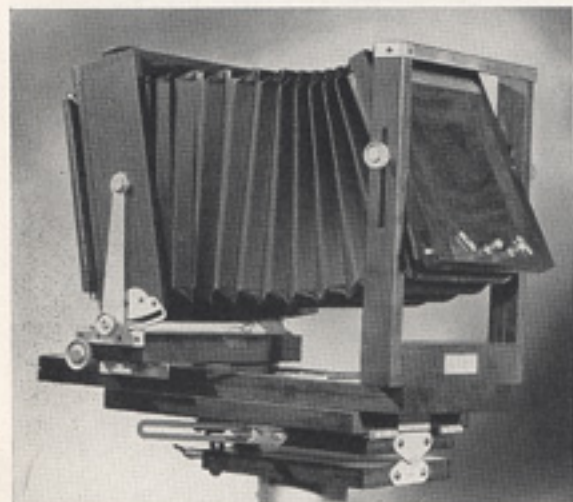


STANDARD VIEW CAMERA

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



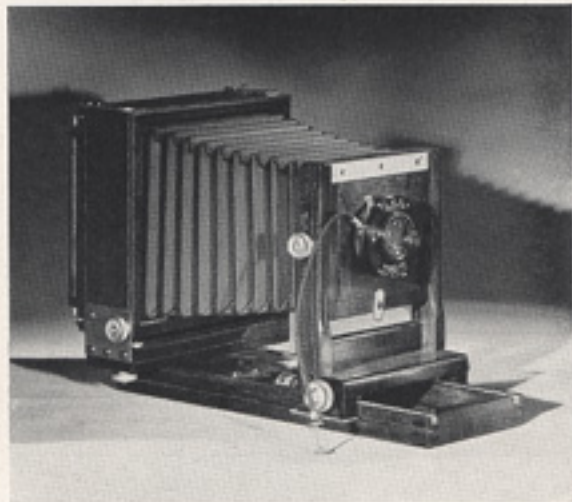
UNIVERSAL JUNIOR VIEW CAMERA

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:

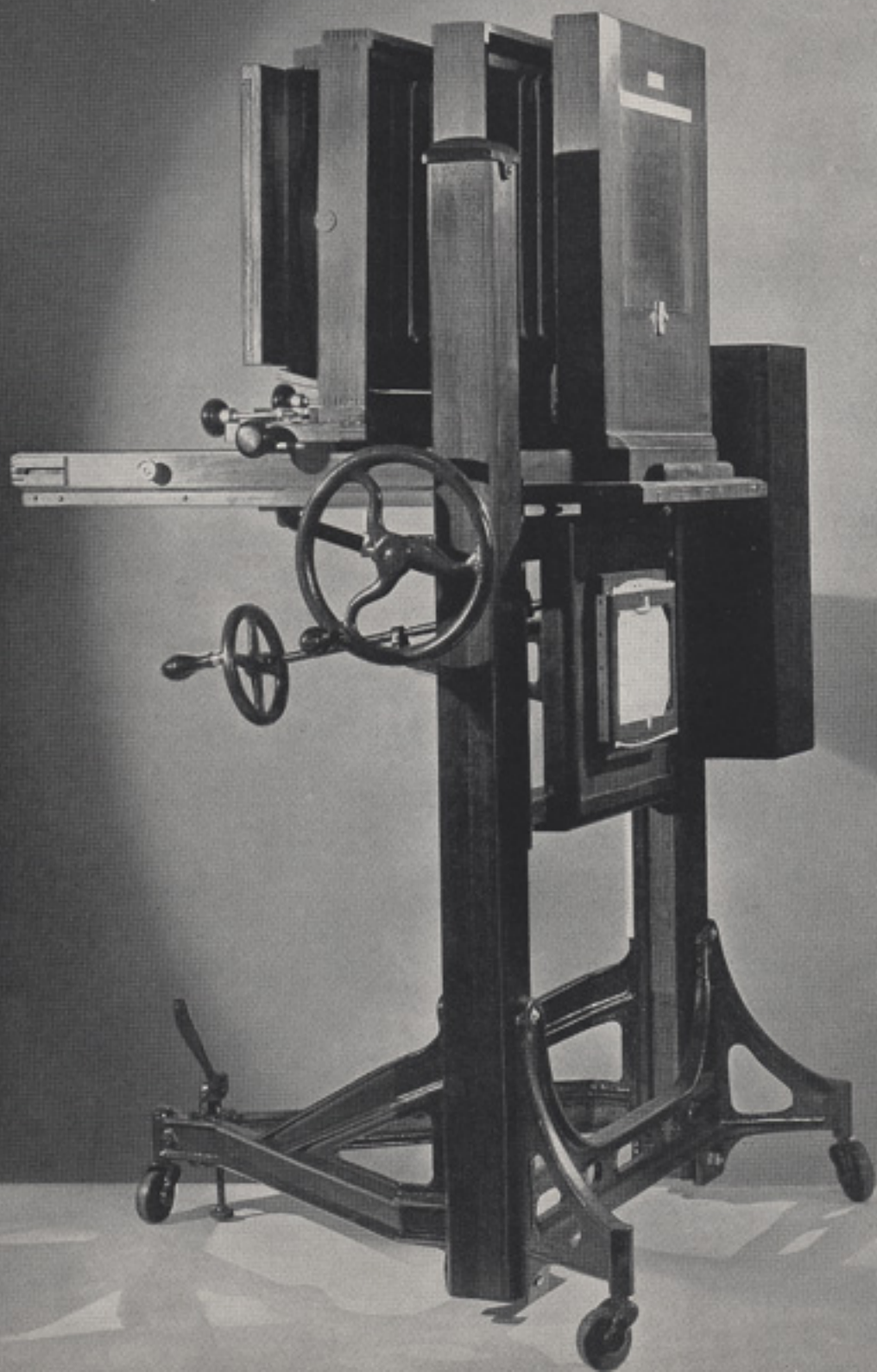
1. Rising and falling front.
2. Locking swings.
3. Cherry and mahogany construction.
4. Focal capacity 3 to 9 $\frac{3}{4}$ inches.

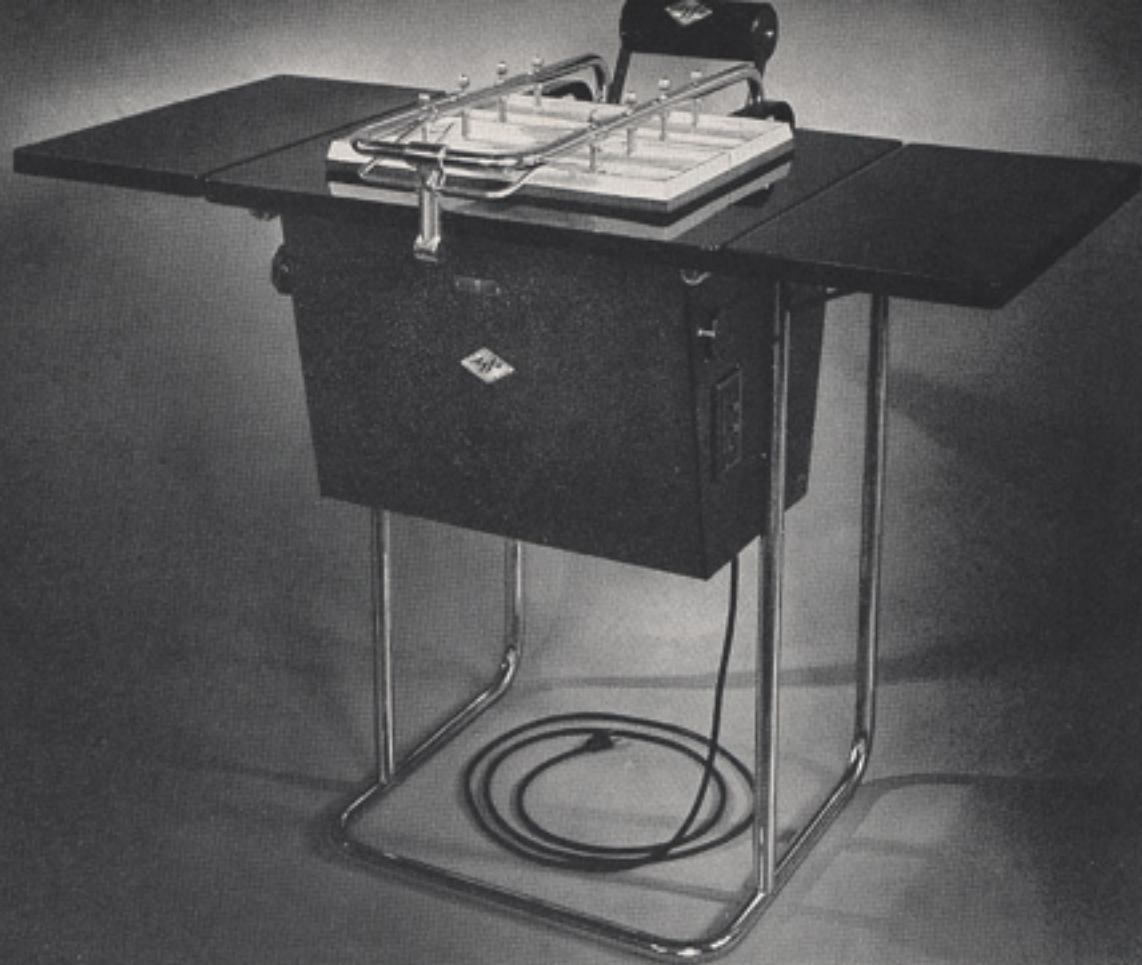
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ Universal Junior View Camera, complete with f6.3 Velostigmat lens in Deltax shutter, sheet film holder, two 3 x 3 lens boards and carrying case.....\$45.00

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



Agfa Professional Cameras and Equipment





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 4 1/2 x 6 1/2 opening.....\$2.00

Etching-Edge Border Mask, 11 x 14 size with 7 1/2 x 9 1/2 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 52 $\frac{3}{4}$ 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

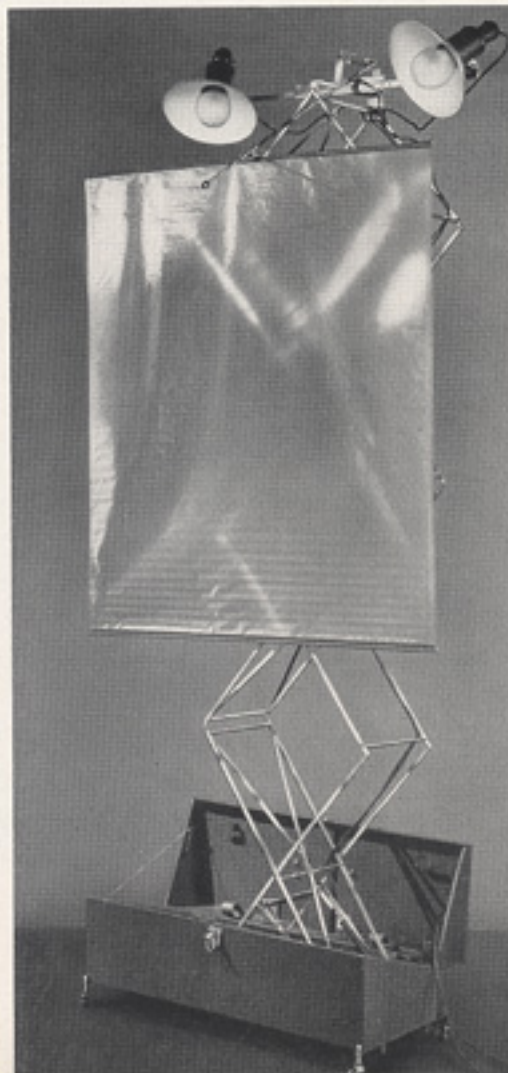
UTILITY TRIPOD

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 7 $\frac{1}{2}$ 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>
3 1/4 x 4 1/4 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>
3 1/4 x 4 1/4.....	\$ 2.50	—
3 1/4 x 5 1/4.....	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

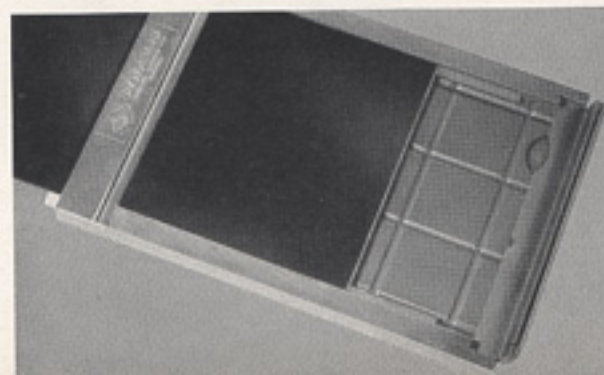
REDUCING BACKS AND LENS BOARDS

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	
3 1/4 x 4 1/4 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

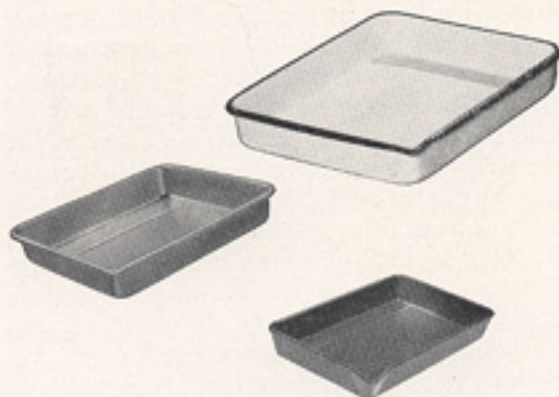


A G F A A C C E S S O R I E S



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.



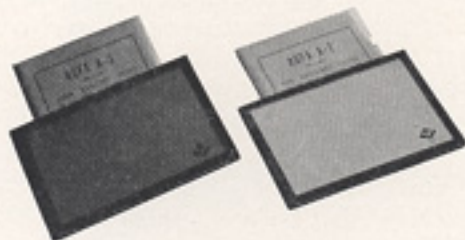
TRAYS

	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

