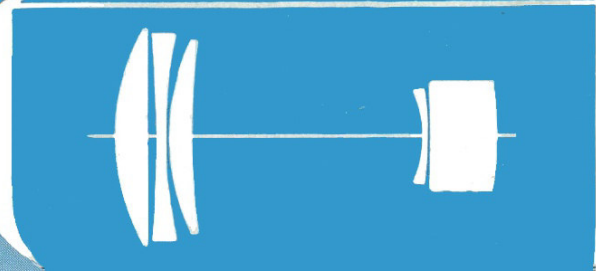
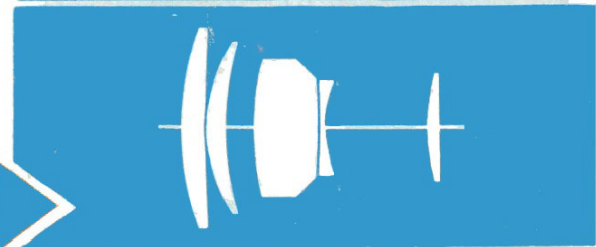
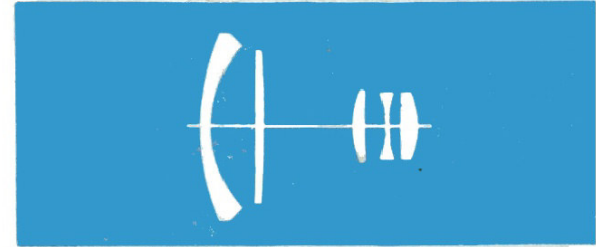
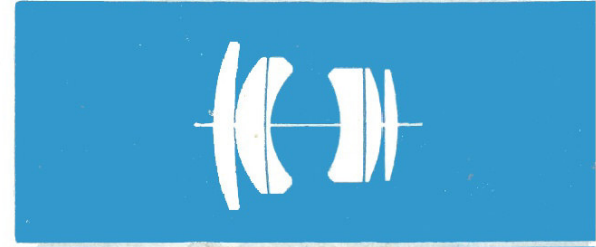
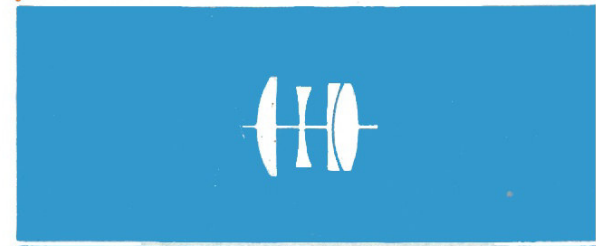
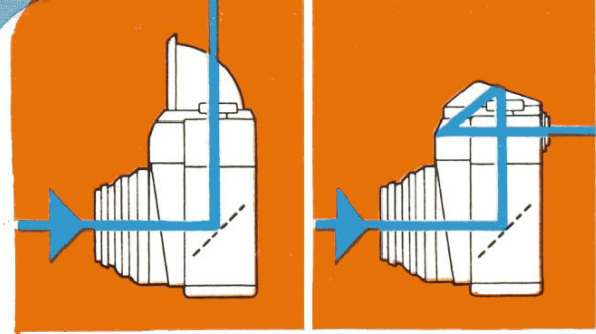
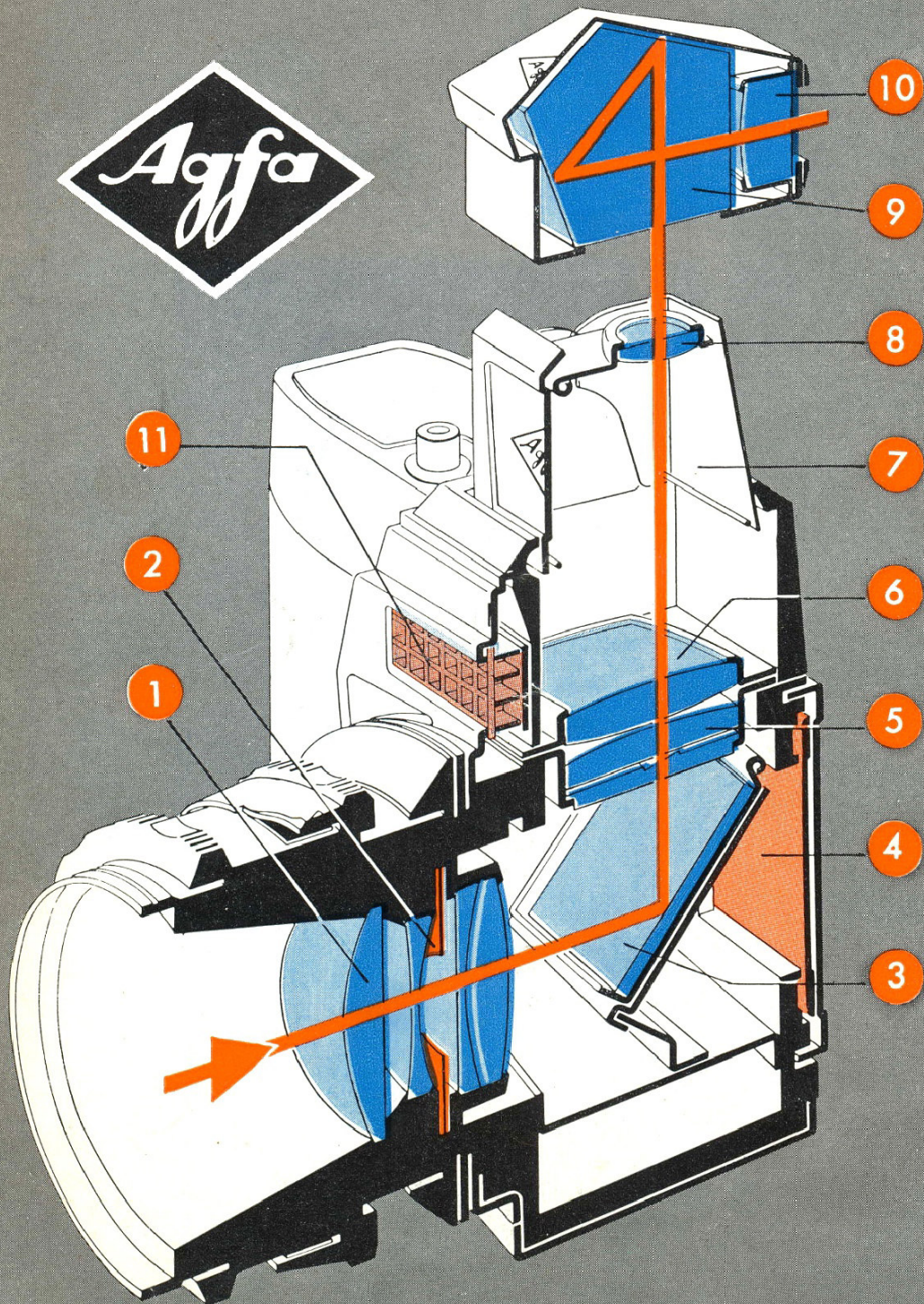


**Single Lens Reflex
with Interchangeable Lenses**



AGFA FLEX



To All Camera Enthusiasts!

The Agfaflex camera embodies the latest features in single lens reflex design. It is a camera of practically unlimited versatility, enabling you not only to shoot ordinary snapshots but tackle subjects as diversified as action, sports, candids, rapid sequence, portraits, nature and closeups. Its range is limited only by your imagination and willingness to experiment! Five interchangeable lenses let you do wide-angle and telephoto as well as normal shots.

In the Agfaflex you have your choice of two finders, a convenient waist-level type and an eye-level prism. Both are easily interchanged. Focusing is done on a fine grained groundglass or by means of a built-in split-image rangefinder.

A special feature of the Agfaflex is the fully automatic spring-operated diaphragm. During focusing the diaphragm of the Agfaflex is always wide open, assuring you of an image of maximum brightness on the groundglass. At the moment of exposure the diaphragm is closed automatically to the opening selected beforehand by you. There's no danger you might forget to stop down before making the picture. Correct exposure is taken care of by the built-in coupled photoelectric exposure meter. For more details about the capabilities and technical matters consult the pages that follow.

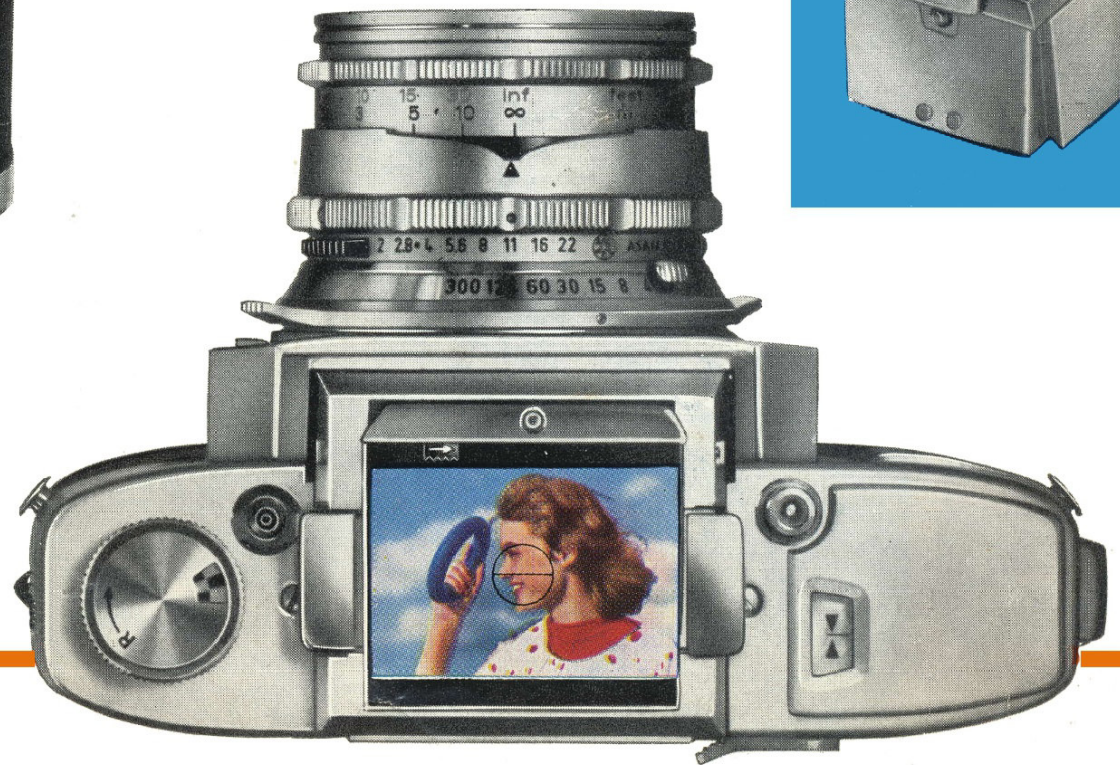
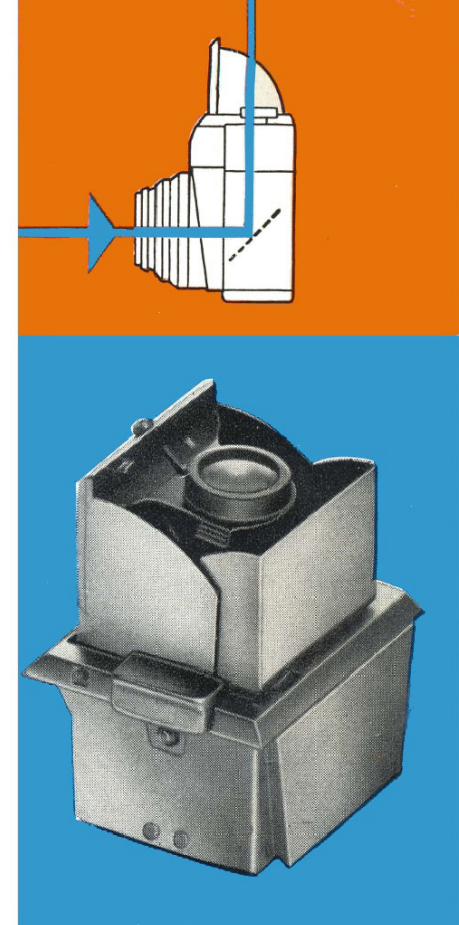
- ① Lens ② Lens diaphragm ③ Mirror ④ Film
- ⑤ Split-image rangefinder ⑥ Groundglass
- ⑦ Interchangeable waist-level finder ⑧ Focusing magnifier
- ⑨ Interchangeable eyelevel prism finder ⑩ Finder eyepiece ⑪ Photoelectric cell for coupled exposure meter



Agfaflex III with Waist Level Finder

Equipped with the waist-level finder the Agfaflex will be found easy to use for pictures of people (especially children) animals, nature subjects and scientific photography. Hold the Agfaflex sideways and you can sight your subject without arousing

attention. Hold the Agfaflex overhead, looking up onto the groundglass, and you can shoot over the heads of a crowd. The image on the groundglass is always bright and parallax-free, since its image is made by the lens used to make the picture. This is true for all lenses including normal, wide-angle and telephoto. A hinged magnifier assures critical focus with groundglass or built-in split-image rangefinder.



Agfaflex III not available in the U. S.

Agfaflex IV and V with Prism Finder

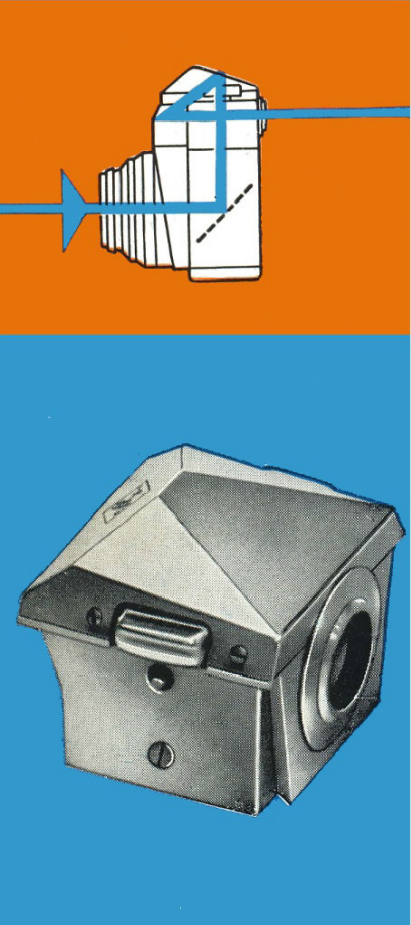
Focusing and composing is delightfully easy with the Agfaflex IV and V. The eye-level prism finder shows you a brilliant, life size image of your subject. This image is always right side up and right way around, or unreversed from left to right, with

camera in either vertical or horizontal picture taking position. Movement is easily followed on the groundglass, making Agfaflex IV and V cameras ideal for sports, candid, action and rapid sequence photography. The image seen in the finder is parallax-free. Whatever you see on the groundglass will appear in the finished picture. The eye-level prism finder can easily be interchanged for a waist-level finder, should you need the special applications for which this is suited. The waist-level finder is supplied as an accessory.

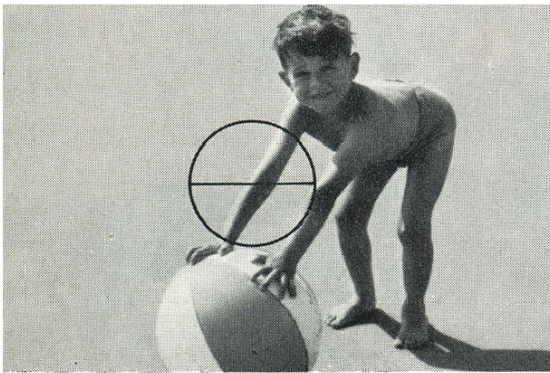
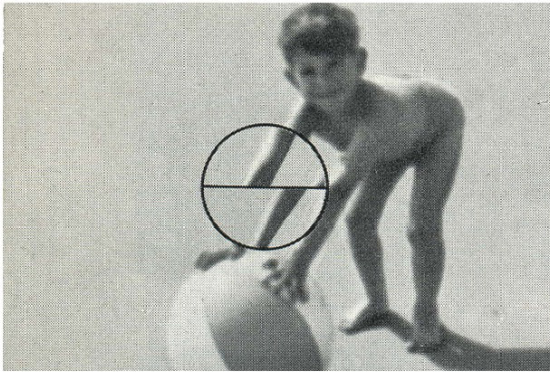
Agfaflex IV with eye-level prism finder and Agfa Color-Solinar f/2.8 50 mm in Prontor-Reflex Shutter \$ 159.00

Agfaflex V with eye-level prism finder and Agfa Color-Solagon f/2 55 mm in Prontor-Reflex Shutter \$ 198.00

Waist-level finder only . \$ 7.50

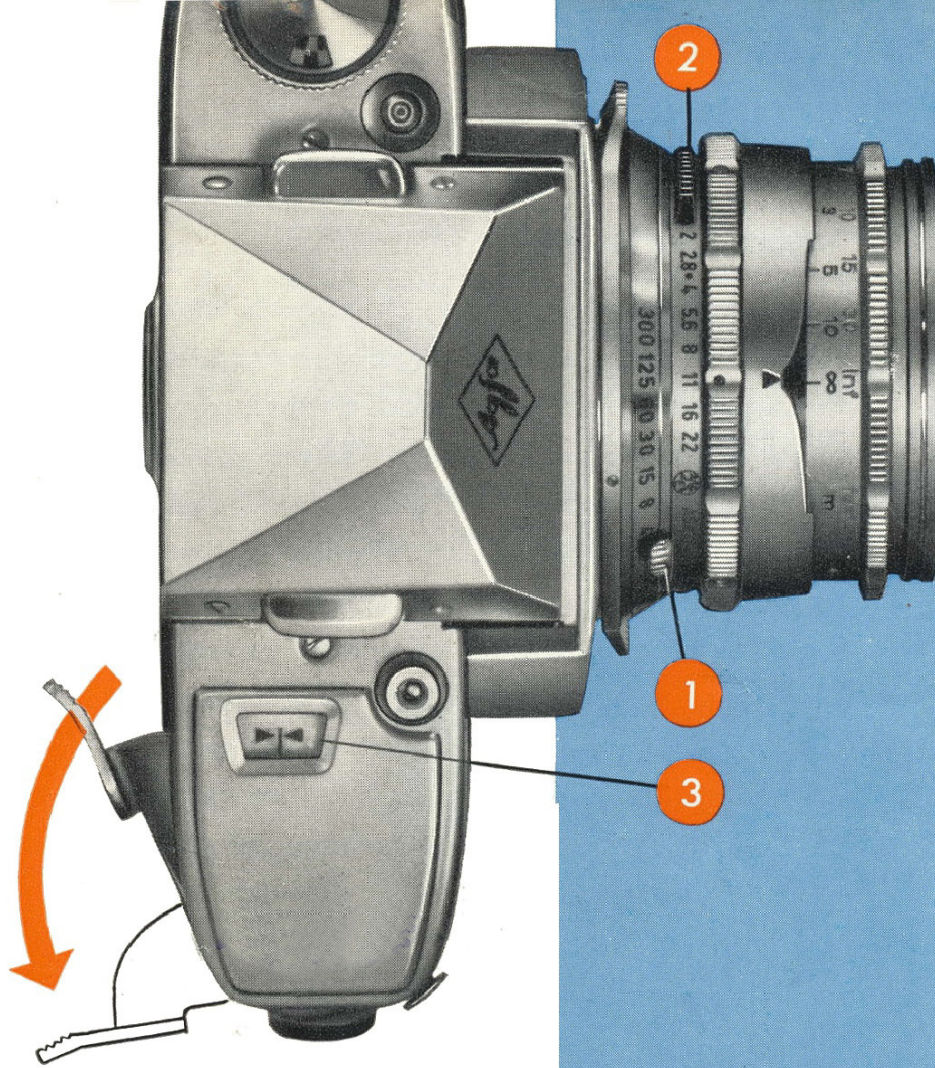


Two focusing methods incorporated into the Agfaflex combine to give you double assurance that your pictures will turn out critically sharp. You have your choice of focusing on the groundglass, or of using the split-image range-



finder located in a circle in the center of the groundglass. To use the latter it is only necessary to turn the focusing ring until the two halves of your subject are lined up, as shown in the illustration.

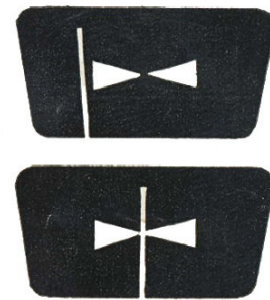
The rapid film transport lever of the Agfaflex speeds up picture taking. One stroke of the lever winds the film to the next exposure, changes the film counter, unlocks the double exposure prevention device and reveals the groundglass image once more.

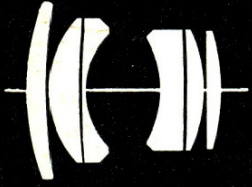


The built-in photoelectric exposure meter ends lengthy exposure calculations. Choice of proper opening and speed is facilitated by coupling shutter and diaphragm. If great depth of field is needed the diaphragm setting ring is turned to the required opening. For action stopping turn the shutter speed ring to the proper speed. Now by turning either the diaphragm ring or shutter speed ring respectively until the meter needle is lined up between the two marks you'll be assured of a diaphragm-shutter setting that will automatically give you correct exposure.

The built-in photoelectric exposure meter reads accurately for every type of film. It is calibrated in DIN and ASA exposure indexes.

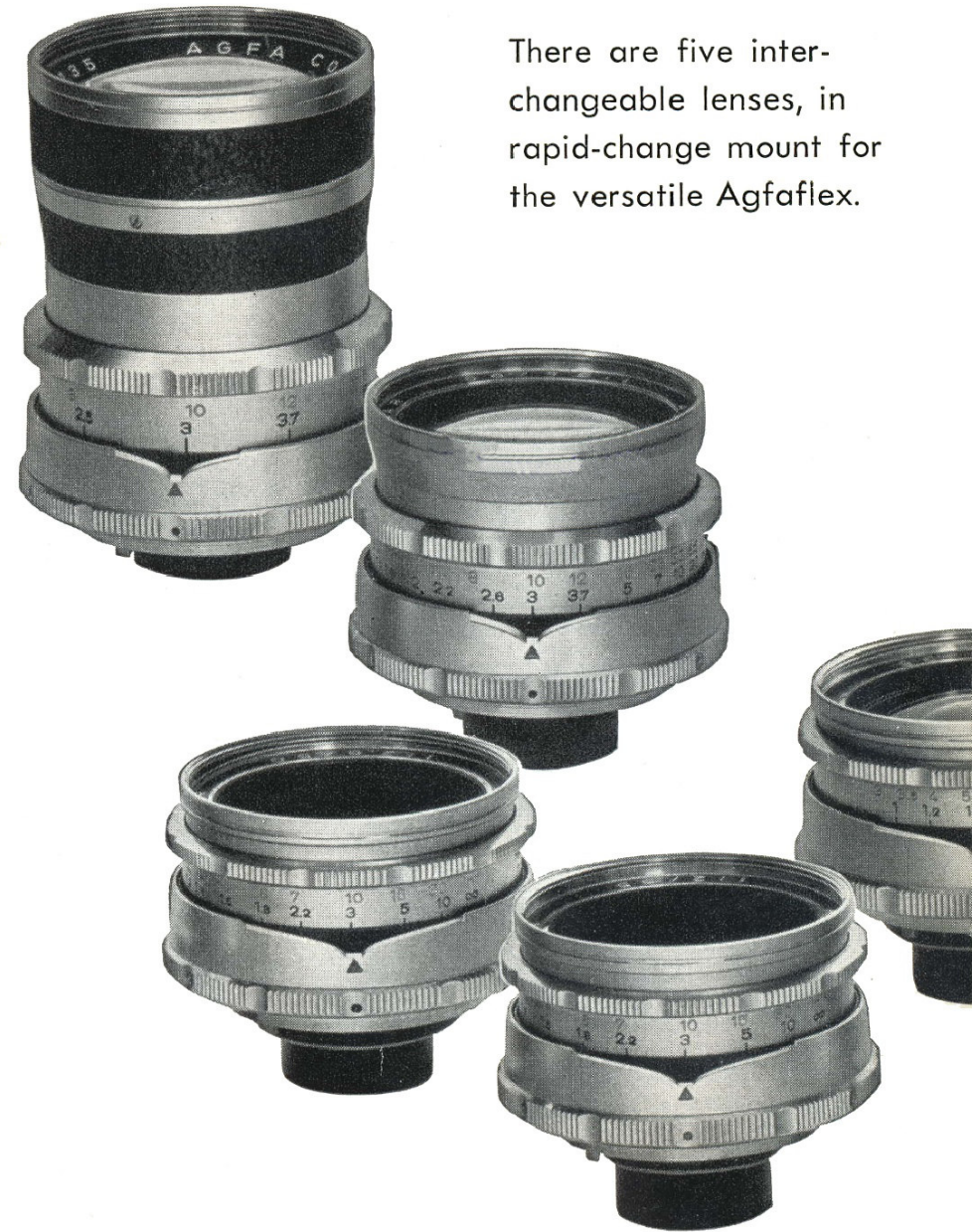
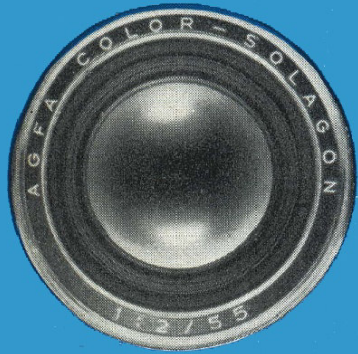
- ① Film speed setting lever.
- ② Diaphragm setting ring, coupled to meter needle.
- ③ Exposure meter indicator window.



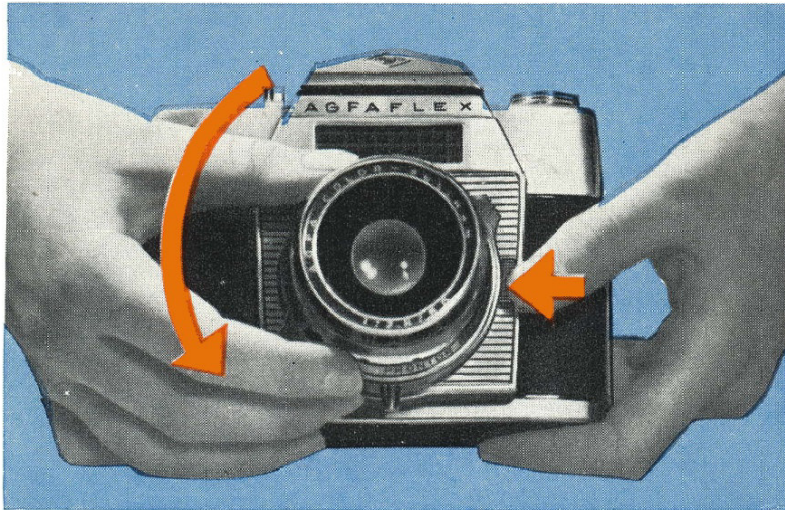


Superb Lens Quality

is the reason why millions of camera fans take their pictures with Agfa cameras. In the Agfa factories the most advanced manufacturing methods, as well as selected varieties of the latest optical glass are utilized. A new kind of vacuum installation is used to give each lens an antireflection coating. Rigid quality control is exercised through the production of each Agfa objective — starting with careful attention to the quality of the glass used through to the final inspection of the polished surfaces of the finished lens. The methods of manufacture used also assure full utilization of Agfa research, both into optics and in Agfacolor photography. Needless to say, Agfa lenses are fully color corrected. Their performance ability has been successfully tested in hottest deserts and in regions of eternal cold and ice.



There are five interchangeable lenses, in rapid-change mount for the versatile Agfaflex.



Controls Visible From Above

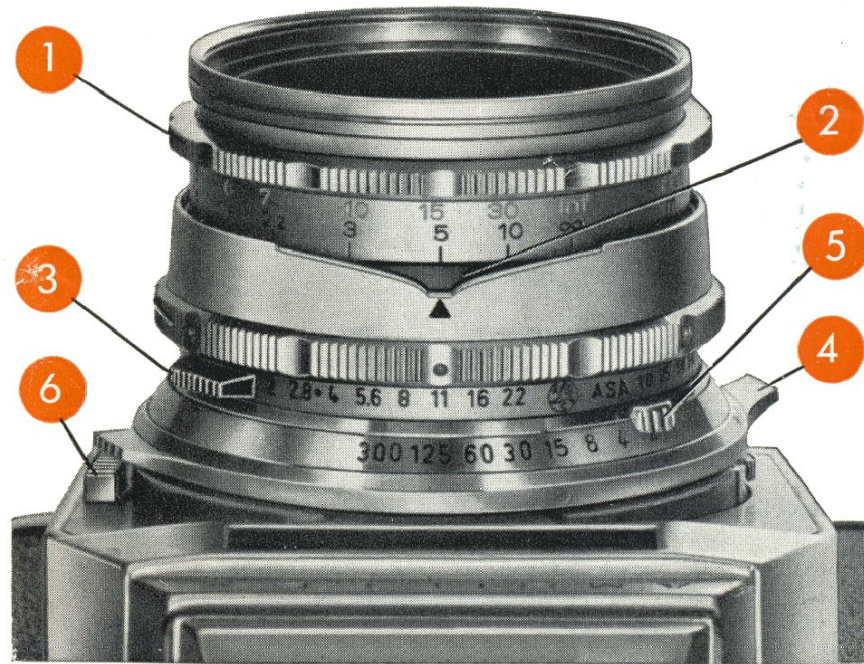
All important camera controls can be seen from above. This makes it possible for you to choose proper settings at a glance.

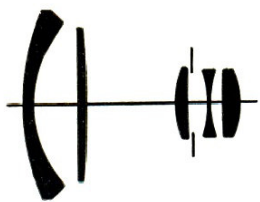
- ① Focusing ring. ② Depth of field scale.
- ③ Diaphragm setting ring. ④ Shutter speeds.
- ⑤ Film speed setting. ⑥ Release catch for interchangeable lens.



Match Red and Black Dots

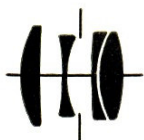
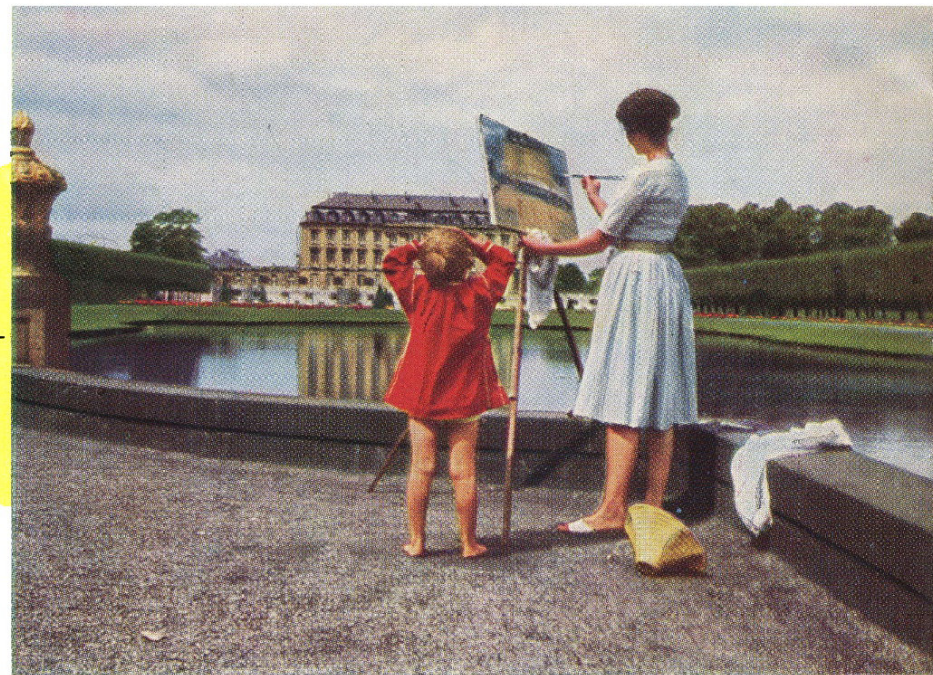
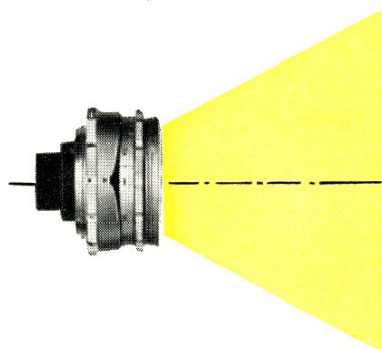
That's all you have to remember when inserting one of the Agfa interchangeable lenses. A slight twist of the wrist to the right and your lens snaps into place securely. In the Agfaflex the lenses that are interchanged are complete, entire objectives.





AGFA COLOR-AMBION f/3.4 35 mm \$ 65.00

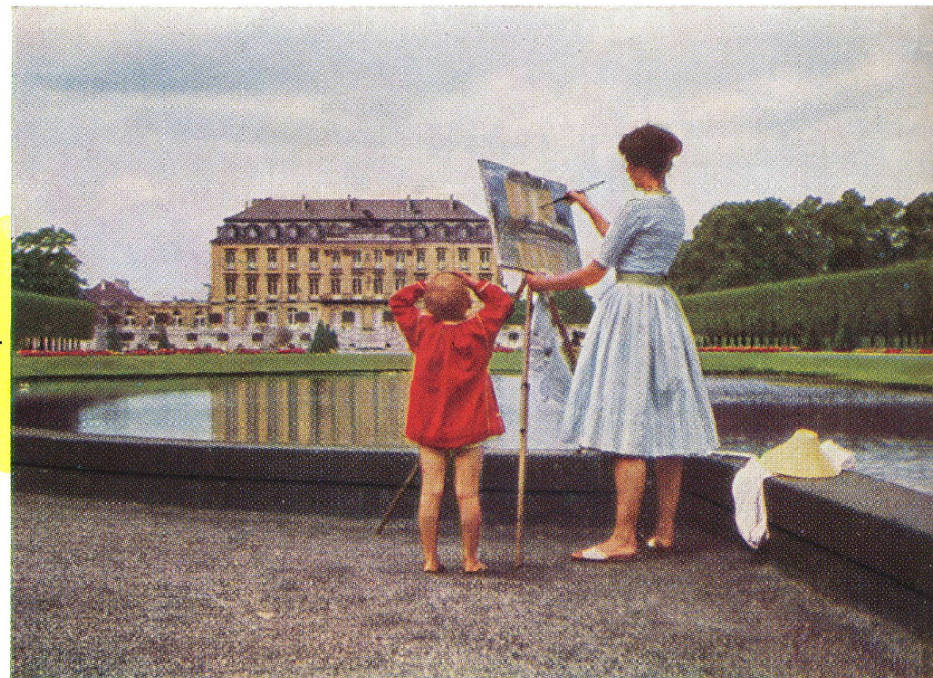
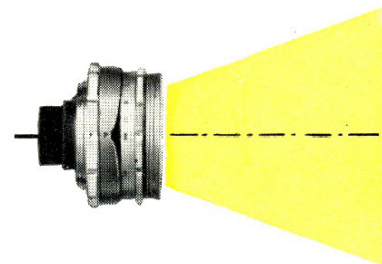
The five-element wide-angle Agfa Color-Ambion f/3.4 35 mm lens is useful for shooting groups, architecture, interiors and landscapes where working distances are limited, yet as much of the subject as possible must be included in the picture. The picture at right shows wide-angle perspective which includes lots of background material, creates a feeling of distance.



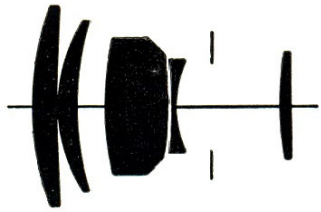
AGFA COLOR-SOLINAR f/2.8 50 mm *

AGFA COLOR-SOLAGON f/2 55 mm \$ 105.00

There are two Agfaflex lenses of normal focal length to choose from — a high quality four-element Agfa Color-Solinar f/2.8 50 mm or the top performance, extra fast, six-element Agfa Color-Solagon f/2 55 mm. Both lenses are designed to make the kind of critically sharp negatives and color slides so desirable in miniature camera photography. They are fully corrected for photography in color.

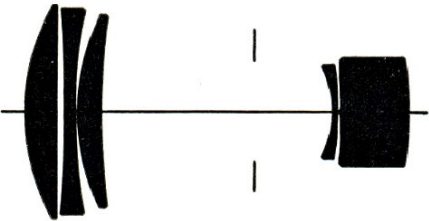
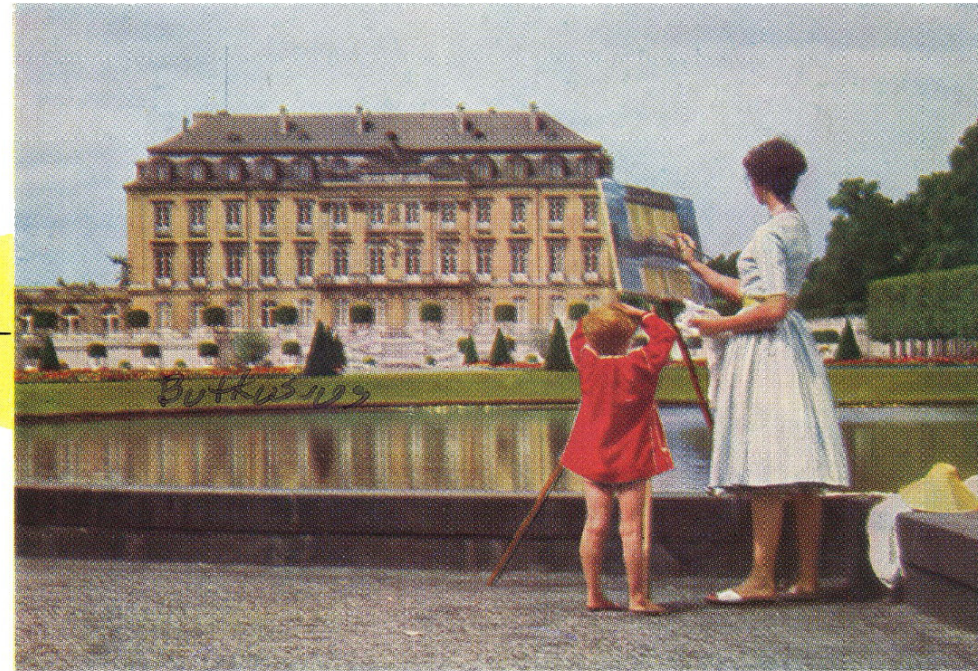
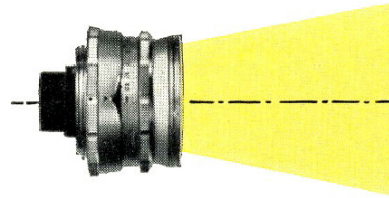


* Available only with camera



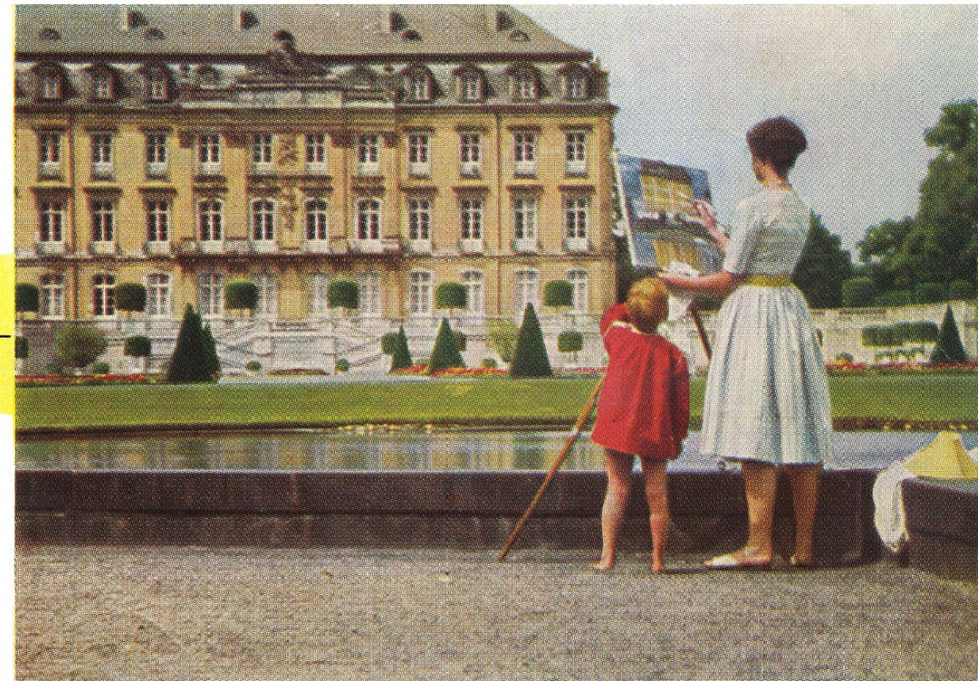
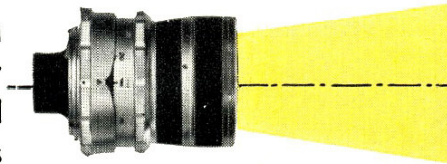
AGFA COLOR-TELINEAR f/3.4 90 mm \$ 72.00

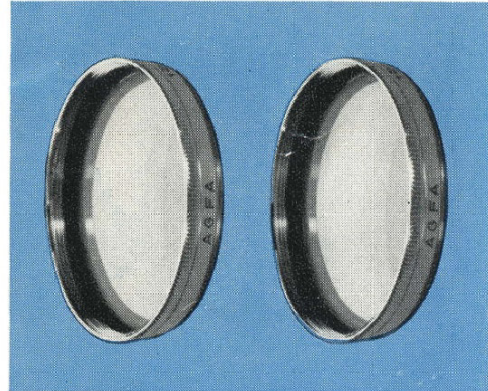
The five-element Agfa Color-Tilinear f/3.4 90 mm brings distant objects closer. It is a favorite focal length for portraits. It eliminates the distortion from having to work too close. The picture at the right shows how use of a longer focal length lens can make less background material appear in the picture, compress distances.



AGFA COLOR-TELINEAR f/4 135 mm \$ 85.00

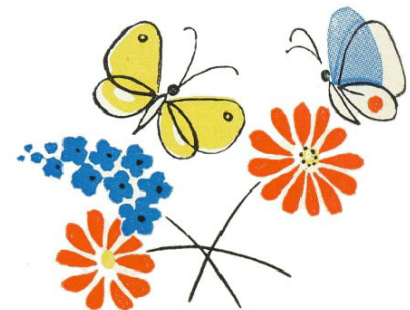
The five-element Agfa Color-Tilinear f/4 135 mm brings distant objects really close. It's a must for subjects like distant sports, action, wildlife and nature shots. The example at the right shows how backgrounds can be made to loom very large, space becomes very compressed. In all the pictures working distances were chosen to keep image size of foreground figures the same.





Closeups Are Easy With The Agfalex

A picture of a single delicate blossom, a fascinating insect, a beautiful butterfly on the wing — these are only a small part of the exciting new world that awaits your exploration in closeup photography. The Agfalex needs no complicated accessories for closeup work — just simple Agfa supplementary lenses. The image in the finder is parallax-free, shows exactly what you will get at all working distances. Agfa Closeup Lens I lets you shoot at distances from 3' to 20". Closeup Lens II is for shots at 22" to 15". Combine Closeup Lens I and II and you can go as close as 9 $\frac{1}{2}$ ".



Closeup Lenses with 46 mm screw-in thread \$ 5.00 each

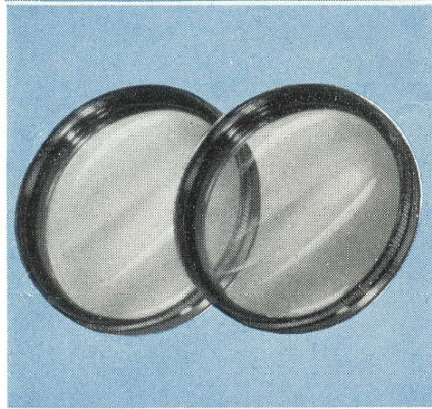
The eveready case for the Agfaflex combines elegance with utility. It is made of smooth top grain cowhide. Has a reinforced front which affords maximum protection for the camera lens.

\$ 12.00



Filters for the Agfaflex are of the 46 mm screw-in type. Colors offered are light green, medium yellow, red orange, U.V. and a R 1.5 for color photography.

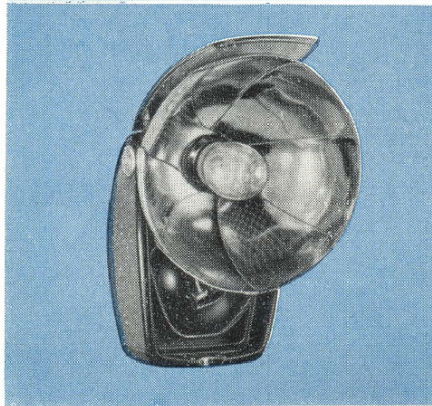
\$ 5.00 each



The handy Agfalux II Pocket Flash Unit makes indoor photography easy. It folds compactly for easy carrying and storage — uses midget flashbulbs.

Without case \$ 9.95

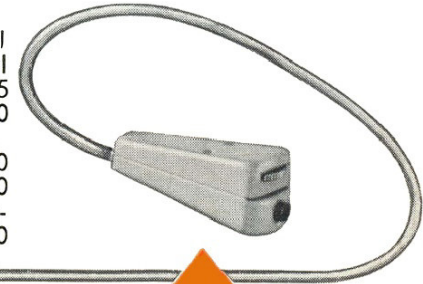
With case \$ 10.95



Agfa Diamator S Projection Convenience

The new Agfa Diamator S slide projector embodies all the latest refinements of projection automation. With the Diamator S it is unnecessary for you to touch or be near the projector, except to change a film magazine. You can control focus and slide changing from your armchair. If you like you can sit right in the audience amongst friends and the admirers of your pictures. A cable is connected to the special mechanisms within the Diamator which change the focus or move the magazine to the next slide. A simple touch of a button at the cable's end performs either task effortlessly. Should you decide to remove a magazine before its entire contents are shown you can disconnect the automatic mechanism temporarily. The excellent optical system of the Diamator S gives even illumination over the entire screen — features the Agfa Agomar projection lens which preserves every bit of sharpness imparted to your color slides by your Agfaflex camera. Plus features are a horizontal slide carrier adjustment and an adjustment for the lamp position.

Agfa Diamator S with remote control automatic focusing and remote control automatic slide changing	\$129.95
Case	\$ 12.00
Agfa Diamator Tape Synchronizer	\$ 29.00
Trays for 30 slides	\$ 1.40
Self-adhesive contact foil for the synchronization of slides to tape	\$ 1.50





Choosing The Right Film

makes for outstanding pictures. Agfa Isopan films offer contour sharpness, extremely fine grain, anti-halo protection, wide exposure latitude. Agfacolor films let you explore the wonderful world of color photography — lead to paper prints or color slides.

Ask your **AGFA Franchised Dealer** to load your new AGFAFLEX camera with a roll of AGFACOLOR CN 14 film with its unique and unexcelled sharpness in 35 mm color photography.

