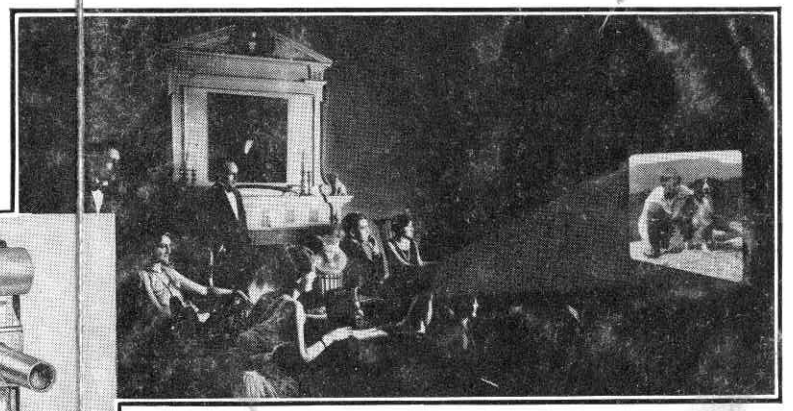


Each Memo picture is this size

PRINTED IN U. S. A.

Enjoy a Memo Show in your own home

$19.50 Including case





The Memoscope

For Screen Projection of Your Memo Pictures



Entertain your friends with a Memo show. It's far better than just handing pictures around. You actually give a real screen show—not movies but all the fun, thrills, and entertainment from still-film pictures—at a fraction of movie cost.

Just the kind of picture-taking pleasure you have been wanting. With the Memo camera to take the pictures, and the Memoscope to show them on the screen, every indoor evening will pass happily—with fun unlimited for all.

The Memoscope is portable—ideal for office and business demonstrations, picture talks to groups, classes, etc. Projection rolls are prints made from Memo negatives on Memo Positive Film instead of on paper. Your finisher will make them, or you can have them made by Agfa Ansco at 3 cents per individual picture.

What the Memoscope Is

A portable still-film projector using projection rolls made by printing Memo negatives on Memo Positive Film. It has advanced type 100-watt projection lamp in pre-focused base for plug-in on any direct or alternating current of 110 to 120 volts. Fitted with clear-cutting projection lens for a clear sharp image, and finely ground condensers. Excellent illumination.

Price including carrying case and film box, $19.50.

The Ansco MEMO CAMERA



Laura La Plante
Popular Universal Star, using her Ansco Memo Camera

For Still-Cine Photography

Not a movie, but uses movie film

New York Camera Exchange
109 Fulton Street
New York City

50 pictures on a 50-cent film

YOU'VE been using cameras for years. At least most people have. But this camera is different from them all—though just as simple, just as easy to handle. It uses movie film, but is not a movie camera. The movie takes 16 separate exposures or "frames" per second. With the Memo, each frame is a separate picture—a "still" picture, just as with the kind of cameras you have been used to. You take the picture, move the film one frame, then take another—50 different pictures with one daylight-loading cartridge that costs you only 50 cents. And you can take them in as quick succession as you want to; it's like using a repeating rifle.

Small pictures as you take them—just right for pictorial memoranda of everything you see—hence the name Memo. But that's not half the story, for besides regular prints on paper you can have the entire roll printed on positive film for screen projection—and in addition you can have the pictures you most like printed inexpensively in regular amateur sizes—2 x 3 or 3 x 4.

The most wonderful little camera ever offered—that's the Memo. But read both sides of the folder and decide for yourself.



Soft suede case with every camera at no extra cost. Memo Film, (Agfa daylight-loading), is supplied in 50-exposure cartridges at 50 cents.

$20.00

Including soft suede case

The Ansco Memo Camera

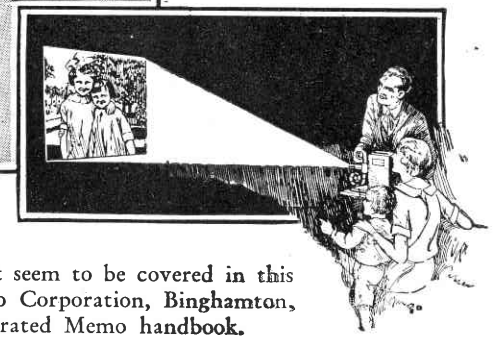


Original size as taken by Memo camera. Ideal for memograph album.



Enlargement in 2 x 3 size as made with Memo Enlarger

Below — Projection of positive roll with Memoscope.



For information on any points that do not seem to be covered in this folder, see your dealer or write to Agfa Ansco Corporation, Binghamton, N. Y., asking for a copy of the 48-page illustrated Memo handbook.

For Small Pictures, Large Pictures, or Pictures "on the Screen" in Home or Office

A Demonstrated Success

THOUSANDS of Memo Cameras are already in use. Countless letters from enthusiastic owners have been received. People in all kinds of occupations, and of widely varying tastes, have written expressing their satisfaction. And, aside from the personal pleasure which the camera gives, its applications for business and professional purposes have promptly made it indispensable in many cases.

Details of the Camera

The camera comes with suede case as shown in illustration, with film at 50 cents per cartridge in the familiar Memo carton. Size of camera body approximately 2 x 2½ x 4 inches, weight about 12 ounces. Spyglass finder. Film winds by moving lever in the back of camera. Dial on front counts exposures as made, showing at a glance how many pictures have been taken. Shutter works as on standard-type hand cameras, with regular settings for opening and speed. Lens on the regular $20 model is a fine anastigmat, speed F:6.3, for sharp clear pictures without focusing.

Advanced Focusing Models

In addition to the regular fixed-focus model, four focusing models of the Memo are supplied. With these, critical sharpness on objects as close as 3 feet may be obtained with the lens wide open. These four focusing models are fitted respectively with Wollensak F:6.3 Velostigmat at $25, B. & L. F:6.3 special anastigmat at $30, Wollensak F:3.5 Velostigmat at $35, and B. & L. F:3.5 special anastigmat at $40.

Agfa Ansco Corporation, Binghamton, N. Y.

www.orphancameras.com