

L. F. DEARDORFF & SONS, INC.

11 SOUTH DESPLAINES STREET, CHICAGO 6, ILL.

PHONE: 312-332-0315

PRECISION VIEW CAMERAS AND ACCESSORIES

VIEW CAMERAS

Size of Camera	Professional User's Net
4x5 SPECIAL	\$300.00
4x5 SPECIAL, with Reversible Back (Graflok fittings)	310.00
4x5 SPECIAL, with Revolving Back only	325.00
5x7	300.00
8x10	425.00
11x14	625.00
11x14 with 10x12 Reversible Camera Back only	638.00
11x14 with Revolving Adapter and 8x10 Camera Back only	750.00

Includes Lens Board and Reversible Back. Reducing Back may be substituted for full size.

VIEW CAMERA REVERSIBLE BACKS

4x5 SPECIAL	\$ 45.00
4x5 SPECIAL (Graflok fittings)	55.00
4x5 to 3 1/4 x 4 1/4 (Graflok fittings)	55.00
5x7	45.00
5x7 to 4x5	45.00
5x7 to 4x5 (Graflok fittings)	55.00
5x7 to 3 1/4 x 4 1/4 (Graflok fittings)	55.00
8x10	47.00
8x10 to 5x7	47.00
8x10 to 4x5	47.00
8x10 to 4x5 (Graflok fittings)	57.00
11x14	82.00
11x14 to 10x12	95.00

VIEW CAMERA REVOLVING BACKS

4x5 SPECIAL	\$ 70.00
4x5 to 3 1/4 x 4 1/4 (Graflok fittings)	80.00
5x7 to 4x5	70.00
5x7 to 3 1/4 x 4 1/4 (Graflok fittings)	80.00
8x10 to 5x7	80.00
8x10 to 4x5	80.00
8x10 to 4x5 (Graflok fittings)	90.00
11x14 Revolving Adapter, for View Camera only	160.00

The 11x14 Revolving Adapter reduces to 8x10, and must be used with one of the Reversible Backs for the 8x10 View Camera, as shown above.

SPLIT SLIDING CARRIAGE FOR VIEW CAMERA

For 4x5 Special or 5x7 Camera

4x5 SPECIAL to 4x5	\$61.00
5x7 to 4x5	61.00
Makes two 2 1/2 "x4" on 4x5	
5x7 to 5x7	61.00
Makes two 3 1/2 "x5" on 5x7	
2 1/4 "x3 3/4" Roll Film	83.95
The above price includes one Graflok "23" Roll Holder.	

SPLIT SLIDING CARRIAGE FOR VIEW CAMERA

For 8x10 Camera

	Professional User's Net
8x10 to 4x5	\$72.00
Makes two 2 1/2 "x4" on 4x5	
8x10 to 5x7	72.00
Makes two 3 1/2 "x5" on 5x7	
8x10 to 8x10	82.00
Makes two 5 "x8" on 8x10	
2 1/4 "x3 3/4" Roll Film	94.95
The above price includes one Graflok "23" Roll Holder.	

VIEW CAMERA LENS BOARDS

3 1/2 "x3 1/2" (fits old style 4x5 Deardorff View)	\$3.60
4 "x4" (fits 4x5 Special)	3.70
4 "x4" (fits 5x7 View)	3.70
4 1/2 "x4 1/2" (fits old style 5x7 Deardorff View)	* 3.80
6 "x6" (fits 8x10, 11x14 View)	* 4.25

*Specify rounded or square corners.

VIEW CAMERA LENS BOARD REDUCER

For 8x10 View Camera:

From 6 "x6", to 4 1/2 "x4 1/2", to 4 "x4"	each \$ 11.50
For Deardorff make Lens Boards.	

VIEW CAMERA PACKARD SHUTTER ADAPTER AND SHUTTER FOR 8x10, 11x14, CAMERA

Adapter:

With 2 3/4 " No. 6 Shutter	\$ 67.50
With 2 3/4 " No. 6 Synchro Shutter	75.00
Includes Lens Board, bulb, and tubing.	

VIEW CAMERA CARRYING CASES

De Luxe:

4x5 SPECIAL	\$ 49.00
5x7	49.00
8x10	66.00

These Carrying Cases are constructed of Plywood, Plastic covered, and are illustrated in the catalogue.

Utility:

4x5 SPECIAL	\$ 33.00
5x7	33.00
8x10	39.00

The Utility Carrying Cases are constructed of medium weight black fibre, with the same openings as the De Luxe cases. No compartment in the top. These cases are not illustrated in the catalogue.

PRECISION HANDI STANDS

Height of Stand

6 foot	\$114.00
8 foot	120.00
10 foot	126.00
When ordering stand separately, specify camera to be used.	
Packing Charge, any size — 15.00 NET.	
Supplied with rubber-tired locking casters.	
Work Table Arm, with 17x17 insert	75.00

PRICES IN EFFECT MARCH 15, 1963

This folder contains prices of all Deardorff Products. These prices and the specifications shown in our catalogue and catalogue sheets are subject to change without notice. It is suggested, before bidding on contracts or making important sales, that these prices and specifications be checked with our factory. Other manufacturers prices subject to same conditions.

ALL PRICES AND SPECIFICATIONS ARE SUBJECT TO REVISION WITHOUT NOTICE

"MAKE THE CORRECTION ON THE NEGATIVE"

DEARDORFF CAMERAS AND STANDS

COMMERCIAL SERIES STUDIO CAMERAS, STANDS AND ACCESSORIES

COMMERCIAL SERIES CAMERA — 8x10 Professional User's Net

Camera with built-in Revolving Adapter and 8x10 Back.....\$870.00

Includes Lens Board.

Packing Charge, NET — \$30.00

CAMERA BACKS

8x10 Back to fit Revolving Adapter.....\$ 47.00

5x7 Back to fit Revolving Adapter..... 47.00

4x5 Back to fit Revolving Adapter..... 47.00

4x5 Graflok Back to fit Revolving Adapter..... 57.00

CAMERA LENS BOARDS

For 8x10 or 11x14 Cameras:

8"x8" For Commercial Series Camera..... \$6.00

PACKARD SHUTTER ADAPTER AND SHUTTER

For 8x10 or 11x14 Cameras:

Adapter:

With 4" No. 6 Shutter.....\$ 84.00

With 4" No. 6 Synchro Shutter..... 92.00

Includes Lens Board, bulb, and tubing.

COMMERCIAL SERIES CAMERA — 11x14 Professional User's Net

Camera with 11x14 Reversible Back.....\$1010.00

Camera with Revolving Adapter and 8x10 Back only..... 1135.00

Includes Lens Board.

Packing Charge, NET — \$30.00

CAMERA BACK

Reversible:

11x14\$ 82.00

REVOLVING ADAPTERS AND CAMERA BACKS

11x14 Revolving Adapter only.....\$160.00

The 11x14 Revolving Adapter reduces to 8x10, and will accept all sizes of 8x10 View Camera Reducing Backs.

8x10 Back to fit Revolving Adapter..... 47.00

5x7 Back to fit Revolving Adapter..... 47.00

4x5 Back to fit Revolving Adapter..... 47.00

4x5 Graflok Back to fit Revolving Adapter..... 57.00

CAMERA LENS BOARD REDUCERS

For 8x10 or 11x14 Cameras:

From 8"x8", to 6"x6".....\$ 15.00

For Deardorff-make Lens Boards.

INVERTED CONE FOR SHORT FOCUS LENSES

(Recessed Lens Board)

For 8x10 or 11x14 Cameras:

6" Cone, for 12" or -14" Lenses.....\$ 66.00

With Packard 3 1/2" No. 6 Shutter..... 85.00

With Packard 3 1/2" No. 6 Synchro Shutter..... 93.00

Fitted with 6"x6" Lens Board, bulb, and tubing.

COMMERCIAL SERIES CAMERA STANDS

	Professional User's Net
8 foot height.....	\$750.00
10 foot height.....	800.00
12 foot height.....	850.00
14 foot height.....	900.00

When ordering stand separately, specify camera to be used.

Packing charge for 8', 10' and 12' sizes — \$46.00 NET; 14', \$60.00 NET.

DEARDORFF CAMERAS AND STANDS

PRECISION ENLARGING, REDUCING AND COPYING CAMERAS, STANDS AND ACCESSORIES

ERC CAMERA — 14x14

	MODEL A1 Professional User's Net	MODEL C Professional User's Net
with 11x14 Reversible Back.....	\$ 855.00	\$1100.00
with Revolving Adapter, and 8x10 Back only.....	980.00	1225.00
with 14x14 Stay-Flat Back and 14x14 Stay-Flat Double Holder, only	1027.00	1272.00
Includes Lens Board.		
Packing Charge, all models, NET — \$35.00		

ERC CAMERA — 17x17

with 11x14 Reversible Back.....	\$ 930.00	\$1220.00
with Revolving Adapter, and 8x10 Back only.....	1055.00	1345.00
with 17x17 Stay-Flat Back and 17x17 Stay-Flat Double Holder, only	1128.00	1418.00
Includes Lens Board.		
Packing Charge, all models, NET — \$38.00.		

MODEL A1. Hand operated but with rods and gears shifting front from rear of bed.

MODEL C. Completely rod and gear operated from rear of bed.

ERC CAMERA BACKS

Reversible—Reducing:

14x14 to 11x14	\$ 82.00
17x17 to 11x14	99.00

REVOLVING ADAPTERS AND CAMERA BACKS

14x14 Revolving Adapter only.....	\$160.00
17x17 Revolving Adapter only.....	175.00
The Revolving Adapters reduce to 8x10 and will accept all sizes of 8x10 View Camera Reducing Backs.	
8x10 Back to fit Revolving Adapter.....	47.00
5x7 Back to fit Revolving Adapter.....	47.00
4x5 Back to fit Revolving Adapter.....	47.00
4x5 Graflok Back to fit Revolving Adapter.....	57.00

ERC CAMERA LENS BOARDS

For 14x14 or 17x17 Cameras:

8"x8" For ERC Cameras.....	\$ 6.00
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STAY-FLAT BACK WITH FOCUSING PANEL

14x14	\$108.00
17x17	121.00

STAY-FLAT DOUBLE HOLDER

14x14	\$146.00
17x17	159.00

ERC CAMERA PACKARD SHUTTER ADAPTER AND SHUTTER

For 14x14 or 17x17 Cameras:

Adapter:	
With 4" No. 6 Shutter.....	\$ 84.00
Includes Lens Board, bulb, and tubing.	

ERC CAMERA LENS BOARD REDUCERS

For 14x14 or 17x17 Cameras:

From 8"x8", to 6"x6".....	\$ 15.00
For Deardorff-make Lens Boards.	

PRECISION ENLARGING, REDUCING AND COPYING CAMERA STANDS

	Professional User's Net
10 foot length.....	\$565.00
12 foot length.....	600.00
15 foot length.....	665.00
Casters, Elevating and Locking Mechanism installed on any of the above ERC Stands.....	69.00
Packing Charge for 10' and 12' sizes — \$46.00 NET; for 15', \$60.00 NET.	

SPECIAL CAMERA BACKS AND COPY BOARDS AVAILABLE ON SPECIAL ORDER

Vacuum Camera Backs
Copy Boards of the Vacuum-type

Hinged Glass Pressure Frame Type
Copy Boards larger than the standard 30"x40" size

DEARDORFF PORTRAIT SERIES CAMERAS AND STANDS

PRECISION PORTRAIT SERIES CAMERAS, AND STANDS, AND ACCESSORIES

PORTRAIT SERIES STUDIO CAMERA

Professional
User's Net

8x10 Camera, with 8"x8" Lens Board, Revolving Adapter
and either 8x10, 5x7 or 4x5 Deardorff Camera Back.....\$560.00

Same, with Packard 4 1/2" No. 6 Synchro Shutter..... 610.00

Includes Lens Board.

Packing Charge, NET—\$30.00 Shipped separately.

PORTRAIT SERIES STUDIO CAMERA STAND

4' 3" height\$625.00

When ordering stand separately, specify camera to be used.

Packing Charge, NET—\$35.00 Shipped separately.

Camera and Stand Shipped together, NET—\$45.00

HOME PORTRAIT CAMERA

Split Back 5x7 Home Portrait Camera.....\$175.00

CAMERA BACKS

8x10 Back to fit Revolving Adapter.....\$ 47.00

5x7 Back to fit Revolving Adapter..... 47.00

4x5 Back to fit Revolving Adapter..... 47.00

4x5 Graflok Back to fit Revolving Adapter..... 57.00

SPLIT SLIDING CARRIAGE

Centers 3 1/2"x5", makes two on 5"x7" negative.....\$ 72.00

The diaphragm may be removed to allow full 5x7. Fits the
Revolving Adapter. Can be used in either the vertical or
horizontal positions.

CAMERA LENS BOARDS

Professional
User's Net

8"x8" For Portrait Series Camera.....\$ 6.00

6"x6" For Inverted Cone..... 4.25

CAMERA LENS BOARD REDUCERS

From 8"x8", to 6"x6"\$15.00

INVERTED CONE FOR SHORT FOCUS LENSES

(Recessed Lens Board)

Inverted Cone, 8x8, with 6" extension fitted with 6"x6"
Lens Board\$66.00

Same, with Packard Shutter 3 1/2" No. 6 regular..... 85.00

Same, with Packard Shutter 3 1/2" No. 6 Synchro..... 93.00

Shutters equipped with Bulb and 6-ft. Tubing.

FRONT CONVERTIBLE ADAPTER

For 8"x8" Lens Board.....\$55.00

PACKARD SHUTTER AND ADAPTER

4 1/2" No. 6 Synchro.....\$50.00

5" No. 6 Synchro..... 52.00

Fits Camera equipped with the 8"x8" Front Convertible Adapter.

With Bulb and 6-ft. Tubing.

AVAILABLE ON SPECIAL ORDER

8 x 20 and 12 x 20 View Cameras
Horizontal and Vertical Enlargers
Restitution Cameras and Copy Boards
Mural and Map Projectors
Special Camera Backs
Identification Camera Units

DEARDORFF DEALERS

ALABAMA

Birmingham—Russell Photo Supply Co., 1923 Fifth Ave. N. (3)

ARIZONA

Phoenix—Arizona Photo Center, 1633 East McDowell St.
Tucson—Nu-Art Photo Service, 4308 East Speedway Blvd.
Photocenter, Inc., 2360 East Broadway *

CALIFORNIA

Hollywood—Birns & Sawyer Cine Equip. Co., 6424 Santa Monica Bl. (38)
Los Angeles—Eastman Kodak Stores, Inc., 2021 South Flower St. (7)
Oakland—Alpha Photo Products, Inc., 1101 Grove St. (7)
Santa Barbara—Westen's, 800 State St. *
San Diego—Eastman Kodak Stores, Inc., 3705 California St. (1)
San Francisco—Eastman Kodak Stores, Inc., 2136 Palou Ave. (24)
T. H. Wilton Co., 1155 Front St. (11)

COLORADO

Denver—Eastman Kodak Stores, Inc., 3115 East 40th Ave. (5)
S. O. Lindahl, Inc., 1637 Court Place (2) *
Joseph A. Ossen Co., 2144 Welton St.

CONNECTICUT

Hartford—Gustave Fischer Co., 237 Asylum St. (4)
Watkins Bros., Inc., 241 Asylum St. (3) *
New Haven—Davenport Photo Supply Co., 1215 Chapel St. (11)

DELAWARE

Wilmington—Photo Center, Inc., 111 West 22nd St. (2) *

DISTRICT OF COLUMBIA

Washington—Eastman Kodak Stores, Inc., 6210 N. Capitol St., N.W. (12)
Fuller & d'Albert, Inc., 815 Tenth St., N. W. (1)

FLORIDA

Coral Gables—Mileo Photo Supply, Inc., 2105 Ponce De Leon Blvd. (34)
Jacksonville—Eastman Kodak Stores, Inc., 1100 East Adams St. (1)
Miami—Jackson Camera Stores, Inc., 145 N. W. 36th St. (37)
Orlando—Jackson Camera Stores, Inc., 1104 South Woods St.
Tampa—Tampa Photo Supply Co, 510 Tampa St. *

GEORGIA

Atlanta—Eastman Kodak Stores, Inc., 150 - 14th St., N. W. (13)
Frye's Foto Shop, 220 Luckie St., N. W. (3)

HAWAII

Honolulu—Hawaii Camera Sales Co., 1109 Alakea St. *
Kodak Hawaii, Ltd., 1065 Kapiolani Blvd.
Waterhouse Photo Co., 1354 Kapiolani Blvd. *

IDAHO

Boise—Idaho Camera, 806 Main St.

ILLINOIS

Chicago—Central Camera Co., 230 South Wabash Ave. (1)
Cogan & O'Brien Co., 560 West Randolph St. (6)
Eastman Kodak Stores, Inc., 4540 W. Washington Blvd. (24)
Midwest Photo Supply Co., 65 East South Water St. (1)
Norman-Willets Co., 318 West Washington St. (6)
K. Schlanger Co., 700 West Jackson Blvd. (6)
Standard Photo Supply Co., 43 East Chicago Ave. (11)
Watland, Inc., 7724 S. Claremont Ave. (20)
Peoria—Peoria Camera Shop, 539 Main St. *
Rockford—Foto Shop, 417 East State St. *
Springfield—Pfile's Camera Shop, 418 East Adams St. *

INDIANA

Evansville—Smith & Butterfield Co., 305 Main St. (2)
Indianapolis—H. Lieber Co., Inc., 440 North Capitol Ave. (9)
South Bend—Schilling's, Inc., 329 South Lafayette Blvd. (10)

IOWA

Davenport—Eastman Kodak Stores, Inc., 2910 North Brady St.
Des Moines—Eastman Kodak Stores, Inc., 2205 Ingersoll Ave. (12)

KANSAS

Wichita—Lawrence Photo Supply Co., 802 West Second St. (1)

KENTUCKY

Louisville—W. D. Gatchel & Son, Inc., 431 West Walnut St. (2)
Schuhmann's Click Clinic, 425 West Chestnut St. (2)

LOUISIANA

New Orleans—Bennett's, 320 Baronne St. (12)
Eastman Kodak Stores, Inc., 1069 S. Jefferson Davis (25)

MARYLAND

Baltimore—Eastman Kodak Stores, Inc., 2116-24 Aisquith St. (18)
Photocenter, 23 North Howard St. (1)

MASSACHUSETTS

Brookline—Jon Allen, 1364 Beacon St. (46) *
Cambridge—Claus Gelotte, Inc., 185 Alewife Brook Pkwy. (38)
New Bedford—McGees Photo Supply, 1446 Acushnet Ave. *
Newton Highlands—Eastman Kodak Stores, Inc., 21 Needham St. (61)
Salem—Camera Craft Shop, 22 Central St.
Springfield—Bloom's Photo Supply, Inc., 211-13 Worthington St. (3)

MICHIGAN

Detroit—Detroit Camera Shop, 325 State St. (26) *
Eastman Kodak Stores, Inc., 3140 Grand River Ave. (8)
Garrick Photo Supply, 3166 Cass Ave. (1)
Grand Rapids—Camera Center Stores, 42 North Division St. (2)

MINNESOTA

Minneapolis—Century Camera Shops, Inc., 26 South Seventh St. (2)
Eastman Kodak Stores, Inc., 1124 Stinson Blvd. (13)
St. Paul—Olsen Photographic Supplies, Inc., 2446 University Ave. (14)

MISSOURI

Kansas City—Eastman Kodak Stores, Inc., 1515 Broadway (8)
St. Louis—Eastman Kodak Stores, Inc., 1009 Olive St. (1)
W. Schiller & Co., 1101 Clark Ave. (2)

MONTANA

Billings—Olsen Photographic Supplies, Inc., 2410 First Ave. N.

NEBRASKA

Lincoln—Eastman Kodak Stores, Inc., 2030 South 27th St. (1)
Omaha—Eastman Kodak Stores, Inc., 2502 Leavenworth St. (5)
J. G. Kretschmer & Co., 315 South 17th St. (2)

NEW JERSEY

Jersey City—Levy's Sport Shop, Inc., 149 Monticello Ave.
Newark—L. Kaltman & Sons, Inc., 287 Washington St. (2)
Schaeffer Camera Co., Inc., 595 Broad St. (2) *
Trenton—Moyer's Photo Shop, 133 East Hanover St. (8) *

NEW YORK

Albany—Bern's Camera Store, 52 State St. (7) *
Binghamton—Tuthill's Photo Center, Inc., 166 Washington St.
Buffalo—Eastman Kodak Stores, Inc., 733 Main St. (3)
Filmar, 637 Main St. (3) *

Newburgh—Seaman's, 384 Broadway *
 New York—Arkin Photo, Inc., 480 Lexington Ave. (17)
 Eastman Kodak Stores, Inc., 1 West 39th St. (18)
 Haber & Fink, Inc., 12 Warren St. (7) *
 Medo Photo Supply Corp., 902 Broadway (10)
 Olden Camera & Lens Co., 1265 Broadway (1) *
 Peerless Camera Stores, 415 Lexington Ave. (17)
 Royaltone, Inc., 245 Seventh Ave. (1) *
 Willoughby's, 110 West 32nd St. (1) *
 Poughkeepsie—Arax Photo Supply Co., 388 Main St. *
 Rochester—Marks & Fuller, Inc., 70 Scio St. (4)
 Smith Surrey, Inc., 74 Lake Ave.
 Schenectady—J. T. & D. B. Lyon, 236 State St. (5) *
 Syracuse—Francis Hendricks Co., Inc., 716 East Washington St. (3) *

NORTH CAROLINA

Raleigh—King Photo Supply Co., 706 Tucker St.

NORTH DAKOTA

Fargo—Epko Film Service, Inc., 631 North P Ave. *

OHIO

Akron—Metzger Photo Supply Co., 725 East Market St. (5)
 Photo Mart, Inc., 16 South Main St. (8)
 Canton—Adams Camera Shop, 531 North Market Ave. *
 Cincinnati—Eastern Hills Camera Co., 6004 Madison Rd. (27) *
 Eastman Kodak Stores, Inc., 3035 Reading Rd. (6)
 Huber Art Co., 124 West 7th St. (2) *
 Cleveland—The Dodd Co., 1025 Huron Rd. (15)
 Eastman Kodak Stores, Inc., 1015 Euclid Ave. (15)
 Columbus—Camera Shop, 48 East Broad St. (15) *
 Don McAlister Camera Co., 73 East State St. (15) *
 Dayton—Malone Camera Stores, Inc., 21 East 2nd St. (2)
 Salem Camera Shop, 335 Salem Ave. (6)
 Mansfield—Mansfield Photo Supplies, Inc., 20 South Park *
 Springfield—Click Camera Shops, Inc., 45 West High St. *
 Toledo—Gross Photo Mart, Inc., 236 Huron St. (4) *
 Geo. L. Kohne, Inc., 602 Summit St. (4)

OKLAHOMA

Oklahoma City—Dee's Photo Supply, 900 North Hudson St. (3) *
 Eastman Kodak Stores, Inc., 912 Classen Blvd. (1)
 Tulsa—Engler Photo Supply Co., 1643 South Boston Ave. (3) *

OREGON

Portland—Eastman Kodak Stores, Inc., 1919 S. E. Belmont St. (14)

PENNSYLVANIA

Allentown—M. S. Young Co. *
 Bethlehem—Carl's, 925 West Broad St. *
 Erie—Lynch Camera Shop, 2254 West 8th St. *
 Greensburg—Greensburg Photo Supply, 135 South Pennsylvania Ave. *
 Harrisburg—James Lett Co., 221 North 2nd St. *
 Lancaster—G. E. Richards, Inc., 258 North Queen St. *
 Philadelphia—Eastman Kodak Stores, Inc., S.W. Cor. 32nd & Race Sts. (4)
 Klein & Goodman, Inc., 132 South 11th St. (7) *
 Webb & Co., 3415 Walnut St. (4) *
 Williams, Brown & Earle, Inc., 904-6 Chestnut St. (7)

Pittsburgh—Eastman Kodak Stores, Inc., 1531 Saw Mill Run Blvd. (10)
 Penn Camera & Photo Supply Co., 643 Smithfield St. (19) *
 Williamsport—Hoyer's Photo Supply, 18 West 4th St. *
 York—Simon Corp., 334 South George St. *

RHODE ISLAND

Providence—Metropolitan Photo Supply Co., 31 Aborn St. (3)
 United Camera, Inc., 9 Pleasant St.

SOUTH CAROLINA

Columbia—Carolina Camera Shop, 1405 Main St. (1) *
 Greenville—Simpson Photo Service, 25 West Washington St. *

TENNESSEE

Knoxville—Snap Shop, Inc., 615 South Gay St. (2) *
 Memphis—Memphis Photo Supply Co., 124 Madison St. (1)
 Nashville—Burk & Co., Burk Building (3) *
 George C. Dury Co., 420 Union St. (3)

TEXAS

Dallas—Dallas Photo Supply Co., 1403 Turtle Creek Blvd. (7) *
 Eastman Kodak Stores, Inc., 2012 North Akard St. (21)
 Ft. Worth—The Camera Shop, 709 Throckmorton St.
 Houston—Carroll Camera Co., 1004 Travis St. (2) *
 Southwestern Camera Co., 1416 Main St. (2)
 Texas Photo Supply Co., 1818 Main St. (1)
 San Antonio—Southwest Photo Supplies, 403 Avenue "E" *

UTAH

Salt Lake City—Eastman Kodak Stores, Inc., 1400 South Main St. (10)
 Standard Optical Co., 155 South Main St. *

VIRGINIA

Bristol—Kelly & Green, 514 Cumberland St. *
 Richmond—Richmond Camera Shop, Inc., 217 East Grace St. (6) *
 Roanoke—Ropho Graphic Supply, Inc., 502 Second St. S. W.

WASHINGTON

Seattle—Eastman Kodak Stores, Inc., 2619 Second Ave. (1)
 Tacoma—The Camera Shop, 1003 Pacific Ave. *

WEST VIRGINIA

Charleston—Merrill Photo Supply Co. 233 Hale St.

WISCONSIN

La Crosse—Moen Photo Service, 313 Main St. *
 Milwaukee—The Dark Room, 722 North Milwaukee St. (2) *
 Eastman Kodak Stores, Inc., 1661 North Farwell Ave. (1)
 Reimer's Photo Materials Co., 1000 North Third St. (3)

CANADA

Montreal—W. E. Booth Co. Ltd., 480 Lagauchetiere St. W
 Toronto—W. E. Booth Co. Ltd., 12 Mercer St. (2B)

EXPORT (except Canada)

New York, N. Y.—Cinefot International Corp., 303 West 42nd St. (36)

* Indicates dealers who sell the 4x5 Special, 5x7, and 8x10 View Cameras, View Camera accessories, Handi-Stands, and the 8x10 Portrait Series Studio Cameras only. Other dealers sell the entire line. Figures in parentheses are Postal Zones.

L. F. DEARDORFF & SONS, INC.
11 SOUTH DES PLAINES STREET, CHICAGO 6, ILLINOIS

DEarborn 2-0315 — Area Code 312

L. F. DEARDORFF & SONS, INC.

..... 11 SOUTH DES PLAINES STREET - CHICAGO 6, ILLINOIS

DEarborn 2-0315
Area Code 312

Dear Sir,

Your interest in Deardorff products is greatly appreciated. Our latest catalogs, price list, and some miscellaneous literature is inclosed for your information.

Deardorff Cameras have been used for many years by the leading professional photographers for commercial, industrial, architectural, copy, and portrait work. Our complete line includes View, Studio, and Laboratory Cameras and Stands, Enlargers, Projectors, and Map and Mural Machines. The Deardorff View Cameras are light compactly folding units that do not require auxiliary sections or attachments, and possess exceptional strength and endurance to meet the rigorous demands of professional use.

The camera is the primary source instrument that produces the original of the photographic process - its function is to capture the image for future reproduction. Whether a negative or positive image, it must be made right or the following steps of the process will reflect its inadequacy. An incorrectly made negative, no matter how extensively corrected-for or doctored-up, cannot match photographic results with the negative that has been properly made by a fine professional camera.

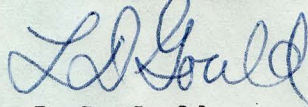
Generally speaking, three things should be considered in selecting a professional camera. First, its design should incorporate all features necessary for the production of top grade professional photography, and be capable of quick and easy operation even under adverse working conditions. Second, the materials from which it is made should be chosen to give the most efficient and long-lasting service. Third, it should be built with the utmost precision, assembled with great care, and adjusted for perfection.

Deardorff Cameras have always been made for professionals, and every effort has been made to offer cameras as perfect as possible. Consideration of the productive life of these cameras shows that the cost per year of operation is extremely low. The majority of professional photographers today know that buying the highest quality instruments has paid them large dividends.

The book "Corrective Photography", by Lewis L. Kellsey, is strongly recommended to the experienced photographer and to the apprentice for a clear explanation of camera swings and best lens selection. Please write us at any time for information or recommendations that may help you with specific problems.

Very truly yours,

L. F. DEARDORFF & SONS INC.



L. D. Gould

LDG/gg



From

L. F. DEARDORFF & SONS
Inc.

11 SOUTH DES PLAINES STREET

CHICAGO 6, ILL.

To

GEO BAUMGARDNER, PROF TECH REP
EASTMAN KODAK CO
3 DEERWOOD DR
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