

# General Information

# Read carefully; it may save delay in filling your order

Prices listed herein are net; no additional charge is made for boxing or carting.

All remittances should be made payable to the

# Seneca Camera Mfg. Company

and may be sent by Bank Draft, Post Office Money Order, Express Money Order or Registered Letter.

Personal Checks, when from parties unknown to us, unless certified by the bank on which they are drawn, will delay shipment of goods pending collection through our banks.

C. O. D. Express Shipments must be accompanied by onequarter the amount of order to insure prompt acceptance and payment for the balance upon arrival at destination.

Freight Shipments must be accompanied by the full amount of the order.

If goods are not found entirely satisfactory and as represented, after ten days' trial they may be returned, at our expense, and we will promptly refund the amount.

Small parcels, not containing glass, can be sent by mail if desired, at the purchaser's risk providing postage is advanced with order, otherwise they will be sent by express.

In ordering please give full shipping instructions. If omitted we will use our own discretion.

All goods are packed by experienced men with the utmost care and our responsibility ceases when deliveries are made and signed for by the transportation companies to whom all claims for damage or breakage must be made.

Prices quoted in this Catalog are subject to change without notice.

# Seneca Camera Mfg. Company Manufacturers Rochester, New York, U. S. A.

# Notice of Changes in List Prices

The following reductions have been made in the list prices of Seneca Roll Film and Film Pack Cameras listed in this catalog:

	Page 5		Old	New
Roll Film Seneca No	o. 1 with Rapid S nd Autic Automatic	ymmetrica (dustproof	price	price
Shutter Roll Film Seneca No.			. \$18.00	\$17.00
Lens and Autic At	atomatic (dustproof)	Shutter	. 26.00	21.50
	Page 7			
Roll Film Seneca No Lens, speed F:8 an	nd Autic Automatic	(dustproof	)	
Shutter	IA with Special Sene :7.5, and Autic Autor	ca Anastig natic (dust	.\$19.00 - -	\$17.50
proof) Shutter	D 0		. 27.50	22.50
Roll Film Seneca N	Page 9	Symmetrics	1	
Lens, speed F:8 a	nd Autic Automatic	(dustproof	)	****
Lens, speed F:8 at Shutter	3 with Special Sene	ca Anastig	. \$22.50	\$20.00
	:7.5, and Autic Autor			25.00
*	Page 11			
Roll Film Seneca No	3A with Rapid S	Symmetrica	ıl	
Lens, speed F:8, a Shutter Roll Film Seneca No. 3	nd Autic Automatic	(dustproof	. \$25.00	\$22.50
Roll Film Seneca No.	A with Special Sene	ca Anastig	-	
proof) Shutter	:7.5, and Autic Autor	(dusi	. 32.50	27.50
	Page 14			
Scout Camera No. 3, Scout Camera No. 3A,	complete with instru complete with instru	ictions	. \$ 5.00	\$ 4.00 5.00
	Page 15			
Seneca Filmett wit Achromatic Lens	h Meniscus			
Automatic Shutter	$1 \dots 2\frac{1}{4} \times 3\frac{1}{4}$	31/4 x41/4	31/4 x51/2	4 x 5
	(Old price) \$ 6.00			\$11.50
Seneca Filmett with	(New price) Rapid Recti-	8.50	10.50	10.50
linear Lens and	Uno Auto-	10.00	10.50	10.50
matic Shutter	(Old price) 9.00 (New price) 8.00	$\frac{10.00}{9.50}$	$12.50 \\ 11.50$	$12.50 \\ 11.50$
Seneca Filmett with	Rapid Recti-	0.00	11.00	11.00
linear Lens and	Trio Auto-	12.00	14.50	14.50
made Shutter	(Old price) (New price)	10.50	12.50	12.50
	Page 16	21/4 x31/4		31/4 x51/2
Seneca Box Film Pack Camera	(Old price)	\$ 3.00	\$ 5.00	\$ 6.00
rack Camera	Page 63	2.00	4.00	5.00
The Seneca Exposure I Simplex Exposure Sca	Meter (postage paid)		.\$ .25	
Rochester, N.Y.	Seneca Cam			npany
Nov. 1st, 1915			)	

#### INTRODUCTION

WE appreciate the interest that prompted you to take up this catalog. And so we have endeavored to spread upon these pages just what you want to know about cameras.

There is an irresistible fascination in photography that words cannot adequately convey. Today has for a constant background—yesterday. We all treasure some memory of the past and "nothing tells a story like a picture."

It is possible to have present and past move side by side

like substance and shadow by the aid of the camera.

Since the advent of Senecas, it has been our constant aim to simplify camera construction and thus give an instrument to produce the best possible results with the smallest risk of failure. This has meant pains-taking care in every department and the installing of the most modern machinery to carry out these ideas.

The same attention employed in making our most expensive models is used in manufacturing our lowest priced camera. We want you to have the best money can make, and you will

get it in a Seneca.

We have aimed to answer clearly and briefly in the succeeding pages, such questions as might arise in considering the Seneca assortment, showing the great scope of their capabilities as well as their limitations, in fact, telling all about them. We want you to know just what our cameras are and why

they should appeal to you.

Skilled mechanics for the last hundred years have been working untiringly to set the stage for the Seneca camera of today. Think what it has all meant to bring about the present day equipment. Shutters, positive and automatic in action. Lenses, faster than a flash of light with plates and films registering accurately the slightest impression, making in all a finished product of the highest standard, simplified and satisfactory.

Such has been the mighty advance of the Seneca.

We are keenly alert, ever striving to occupy our position in the front ranks of progress, introducing original and distinctive features to give our cameras individuality and exclusiveness. It will be found we have made a decided advance by changing the style of our Roll Film cameras from the octagon shape end to that of the round end, without disturbing our low list whatsoever. Among the many improvements featured in our assortment this year, it will be shown, we have discarded the obsolete rubber bulb and tube for the Push Cord Release. The advantages of the Push Cord Release are decid-

edly pronounced, affording absolute certainty in exposure with no possible chance to jar the camera, aside from occupying less space and obviating any possibility of pumping dust into the shutter to injure in the slightest degree its delicate working parts.

One thing we do that no other manufacturer of photographic apparatus in the world will do; we send out our cameras on trial. Determine now, while you are reading the catalog this time, what instrument you would like. Go to your dealer and procure it. Take some pictures with it. Ascertain its value for yourself. If it does not meet with your expectations take it back at once and your mere word shall decide. We've been following this policy for years and find it fair to the

customer and profitable to ourselves.

With every Seneca camera that leaves these factories, we send not only a book of explanations and instructions, bearing on the particular instrument, but also a comprehensive work on the subject of photography itself. This latter book is thoroughly up to date, and sets forth, in a clear and intelligent manner, the truths of scientific and applied photography. Nor is this all: We maintain a large correspondence department for the special purpose of aiding Seneca camera users in their progress.

Buy a Seneca, you'll make good. That is the sum total

of photographic advice; volumes could not tell more.



# Seneca Roll Film Cameras

AN epoch has been marked by the introduction of the Roll Film Seneca camera. Since the early days of the Daguerreotype constant aim in camera making has been for something better. No greater achievements have been apparent in any field than has shown itself in the art-science of photography. This has meant painstaking care in manufacture, with an earnest striving to satisfactorily meet every demand as fast as evolution has brought it forth. Not content with this it has become necessary to create, in order to move forward.

Many forms of photographic instruments have invaded the field of photography during the last two decades, giving little or no assistance to their intended purpose. To remain in the first ranks upon the field means to possess something more than the average.

To make a camera successfully, means to make one for the beginner, as well as to offer one for the most advanced photographer. Every detail must be considered to insure success to the user, eliminating the uncertainty that has heretofore surrounded daylight loading instruments.

In the presentation of the Roll Film Seneca, this year's model has brought to a most definite focus the acme of perfection. They represent the skill and ingenuity of the photographic artisan, characterized by the most advanced ideas and moulding out a finished product of the highest standard.

The present models are new and distinctive, incorporating features hitherto unknown. Simplicity marks the issuing of the Roll Film Seneca and means convenient photography. They are designed to carry any standard daylight loading film cartridge of either six or twelve exposures; covering a full range of sizes from the No. 1,  $2\frac{1}{4} \times 3\frac{1}{4}$  to the most popular No. 3A, post card size. A most generous selection of lens and shutter combinations is offered and featuring on all shutters the Push Cord Release for the obsolete and unreliable bulb and tube, thus insuring absolute control in shutter operation.

In order to minimize weight, our Roll Film Folding cameras are made of aluminum and covered with genuine seal grain leather of the best quality, refraining from use of all "near leather" products or imitations. The metal parts of the instrument are made from heavy gauged brass, heavily nickled to harmonize in contrast to the black trimming of the camera.



# Roll Film Seneca No. 1

For any Roll Film of Standard Make. Takes  $2\frac{1}{4} \times 3\frac{1}{4}$  Size Pictures

THIS compact little instrument has been especially designed with special reference for both the beginner and advanced amateur wanting a most compact pocket camera. The No. 1 Roll Film Seneca possesses all the decided advantages of the larger sizes. There are no confusing attachments, but sufficient adjustments to satisfactorily cover all needs.

A generous assortment of lens and shutter combinations is available, the shutters being fitted with Push Cord Release.

The body of the camera proper is made of aluminum and covered with genuine seal grain leather.

# Detail of Equipment

Size—Made in  $2\frac{1}{4} \times 3\frac{1}{4}$  size only.

Capacity—12 exposures without reloading.

Dimensions of Camera— $2 \times 3\frac{5}{8} \times 7\frac{1}{2}$  inches.

Tripod Sockets—Two.

Weight—25 ounces.

Film Chamber—Improved with spool pins.

Focal Capacity— $4\frac{1}{2}$  inches.

View Finder—Brilliant, reversible, with Hood.

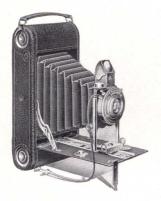
Front—Rising and falling, operated by rack and pinion.

Shutter — Uno Automatic, (dustproof) or Autic Automatic (dustproof).

Lenses — Meniscus Achromatic, Rapid Rectilinear, Rapid Symmetrical, speed F:8, Seneca Anastigmat, speed F:7.5.

Manual of Photography. Instruction Book.

11 1000 1100 000	
Price of Outfit Complete	Size
Roll Film Seneca No. 1 with Meniscus Achromatic Lens and Uno	2½ x 3½
Automatic Shutter	\$10.00
Roll Film Seneca No. 1 with Rapid Rectilinear Lens and Uno	
Automatic Shutter	12.00
Roll Film Seneca No. 1 with Rapid Symmetrical, speed F:8, Lens	10.000 00.000
and Autic Automatic (dustproof) Shutter	18.00
Roll Film Seneca No. 1 with Anastigmat, speed F:7.5 and Autic	
Shutter	26.00
Black sole leather carrying case with strap	1.50
Film Cartridge, 12 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$ , Vulcan non-curling, No. 210	.40
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$ , Vulcan non-curling, No. 210	. 20





# Roll Film Seneca No. 1A

For any Roll Film of Standard Make. Takes  $2\frac{1}{2} \times 4\frac{1}{4}$  Size Pictures

IN point of compactness, compared to size of picture, the No. 1A Roll Film Seneca camera possesses most appealing all around advantages for the amateur photographer. This popular size,  $2\frac{1}{2} \times 4\frac{1}{4}$ , has become well established for many reasons.

The same care as embodied in the larger sizes of this model has been made in selection of lens and shutter combinations, the Push Cord Release being used on all shutters.

# Detail of Equipment

Size—Made in 2½ x 4¼ size only.
Capacity—12 exposures without reloading.
Weight—25 ounces.
Dimensions—2 x 3¾ x 8½ inches
Focal Capacity—5½ inches.
Front—Rising and falling, operated

by rack and pinion.

Film Chamber—Improved with spool pins.

View Finder—Brilliant, reversible with Hood.

Tripod Sockets-Two.

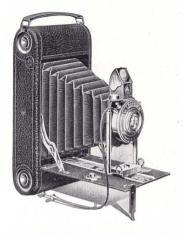
Instruction Book.

Shutter—Uno Automatic, Trio Automatic (dustproof),

Lenses—Meniscus Achromatic, Rapid Rectilinear or Rapid Symmetrical, speed F:8. Manual of Photography.

#### Price of Outfit Complete

Thee of Outlit Complete	
Roll Film Seneca No. 1A with Meniscus Achromatic Lens and Uno	Size 2½ x 4½
Automatic Shutter	\$12.00
Roll Film Seneca No. 1A with Rapid Rectilinear Lens and Trio	
Automatic Shutter	14.00
Black sole leather carrying case with strap	1.50
Film Cartridge, 12 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 232	. 50
Film Cartridge, 6 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 232	. 25
Portrait Attachment for Roll Film Seneca	.50



# Roll Film Seneca No. 1A

For any Roll Film of Standard Make. Takes  $2\frac{1}{2} \times 4\frac{1}{4}$  Size Pictures

POSSESSING all the features of the preceding No. 1A Roll Film Seneca, this camera offers increased advantages and capabilities by reason of being fitted with lenses of greater speed. There has been a demand for better lens value than regularly offered heretofore. For snap shots under trying conditions our Special Seneca Anastigmat F: 7.5 lens meets a long felt want. The lens combinations are fitted with the Seneca Autic Automatic shutter (5 leaves), Iris diaphragm with graduations of  $\frac{1}{100}$ ,  $\frac{1}{50}$ ,  $\frac{1}{25}$ ,  $\frac{1}{5}$ ,  $\frac{1}{2}$  and one second, together with time and bulb exposures operated with Push Cord Release.

# Detail of Equipment

Size—Made in  $2\frac{1}{2} \times 4\frac{1}{4}$  size only.

Capacity—12 exposures without reloading.

Weight—25 ounces.

Dimensions of Camera— $2 \times 3\frac{7}{8} \times 8\frac{1}{2}$  inches.

Front—Rising and falling, operated by rack and pinion.

Tripod Sockets—Two.

Film Cha spool pir View Fin with Hoc Shutters—proof) with Lenses—I F:8 and S speed F:7

Focal Capacity— $5\frac{1}{2}$  inches.

Film Chambers—Improved, with spool pin.

View Finder—Brilliant reversible.

with Hood.
Shutters—Autic Automatic (dust-

proof) with Push Cord Release.

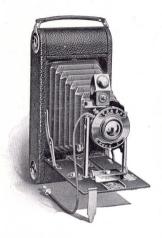
Lenses—Rapid Symmetrical, speed
F:8 and Special Seneca Anastigmat,

speed F:7.5.

Manual of Photography.
Instruction Book.

#### Price of Outfit Complete

Roll Film Seneca No. 1A with Rapid Symmetrical Lens, Speed	Size 2½ x 4½
F:8 and Autic Automatic (dustproof) Shutter	\$19.00
Roll Film Seneca No. 1A with Special Seneca Anastigmat Lens,	
speed F:7.5 and Autic Automatic (dustproof) Shutter	27.50
Black sole leather carrying case and strap	1.50
Film Cartridge, 12 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 232.	. 50
Film Cartridge, 6 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 232	. 25
Portrait Attachment for Roll Film Seneca	.50



#### Roll Film Seneca No. 3

For any Roll Film of Standard Make. Takes 3½ x 4½ Size Pictures

ORIGINATING in the earliest days of photography, the "quarter size"— $3\frac{1}{4} \times 4\frac{1}{4}$  picture has established itself among the advanced amateur photographers.

Not only are the proportions symmetrical, but of correct size to permit making contact lantern slides when desired.

Every condition has received thought and been provided for by the lens and shutter combinations offered with this model. In keeping with other styles, every shutter is fitted with Push Cord Release, hooded brilliant finder and spirit level.

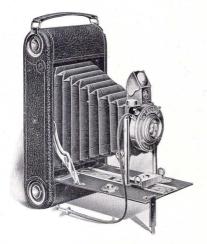
The camera is made of aluminum and covered with genuine seal grain leather, with nickel plated fittings highly finished.

# Detail of Equipment

Size—Made in 3½ x 4½ size only.
Capacity—12 exposures without reloading.
Weight—30 ounces.
Dimensions—8½ x 4½ x 2 inches.
Focal Capacity—6 inches.
Front—Rising and falling, operated by rack and pinion.
Film Chamber—Improved with spool pins.

View Finder—Brilliant, reversible with Hood.
Tripod Sockets—Two.
Lenses—Single Achromatic or Rapid Symmetrical, speed F:8.
Shutter — Trio Automatic, (dustproof).
Manual of Photography.
Instruction Book.

Price of Outfit Complete	Size
Roll Film Seneca No. 3 with Meniscus Achromatic Lens and Trio	31 x 41
Automatic Shutter	\$15.50
Roll Film Seneca No. 3 with Rapid Symmetrical Lens, speed F:8	
and Trio Automatic Shutter	17.50
Black sole leather carrying case with strap	1.75
Film Cartridge, 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 236	.70
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 236	. 35
Portrait Attachment for Roll Film Seneea	. 50





Showing Camera Closed

# Roll Film Seneca No. 3

For any Roll Film of Standard Make. Takes  $3\frac{1}{4} \times 4\frac{1}{4}$  Size Pictures

I N addition to our regular equipment No. 3 Roll Film Seneca,  $3\frac{1}{4} \times 4\frac{1}{4}$  size this style is offered to meet the prevailing demand for a camera fitted with lens combinations to meet more accurately the requirements of the most exacting.

Picture making under unfavorable conditions is made possible with the Special Seneca Anastigmat, F: 7.5 lens; giving results evenly illuminated and well defined. The lens selections are fitted with the Seneca Autic shutter, iris diaphragms, with graduations of  $\frac{1}{100}$ ,  $\frac{1}{50}$ ,  $\frac{1}{25}$ ,  $\frac{1}{5}$ ,  $\frac{1}{2}$  and one second, also time and bulb exposures; all operated by Push Cord Release. Hooded brilliant finder and spirit level are featured in this equipment.

# Detail of Equipment

Size—Made in 3¼ x 4¼ size only.
Capacity—12 exposures without reloading.
Weight—30 ounces.
Dimensions—8¼ x 4½ x 2 inches.
Focal Capacity—6 inches.
Front—Rising and falling, operated by rack and pinion.

Film Chamber — Improved, with spool pins.

View Finder—Brilliant, reversible, with Hood.

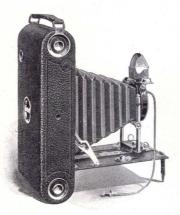
Tripod Sockets-Two.

Lenses—Rapid Symmetrical, speed F:8 or Special Seneca Anastigmat, speed F:7.5.

Shutter—Autic Automatic (dust-proof)

Manual of Photography. Instruction Book.

Price of Outfit Complete	Size
Roll Film Seneca No. 3 with Rapid Symmetrical Lens, speed F:8	$3\frac{1}{4} \times 4\frac{1}{2}$
and Autic Automatic (dustproof) Shutter	\$22.50
Roll Film Seneca No. 3 with Special Seneca Anastigmat Lens,	
speed F:7.5 and Autic Automatic (dustproof) Shutter	30.00
Black sole leather carrying case with strap	1.75
Film Cartridge, 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 236	.70
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 236	. 35
Portrait Attachment for Roll Film Seneca	. 50



# Roll Film Seneca No. 3A

For any Roll Film of Standard Make. Takes  $3\frac{1}{4} \times 5\frac{1}{2}$  (Post Card) Size Pictures

I N all of the preceding sizes none enjoy the distinction and popularity of the No. 3A Roll Film Seneca camera. A post card size picture renders most pleasing and effective propor-

tions for either field photography or portrait work.

Compactness, simplicity and refinement in detail are highly prominent in this model. The minimized weight so apparent in this camera does not in any way lessen its rigidity. Made of aluminum, covered with the best quality genuine seal grain leather. All fittings being highly nickel plated.

A careful selection of lens and shutter combinations has

been arranged to meet the average requirements.

# Detail of Equipment

Size—Made in 3½ x 5½ size only.
Capacity—10 exposures without reloading.
Dimensions—9¾ x 4¾ x 2 inches.
Weight—34 ounces.
Front—Rising and falling.
Focal Capacity—7 inches.
Film Chamber—Improved with spool pins.

View Finder—Brilliant, reversible.

Tripod Sockets—Two.

Camera—Aluminum, leather cov-

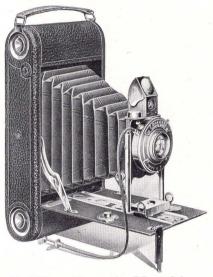
ered, seal grain.

Lenses — Meniscus Achromatic or

Rapid Symmetrical, speed F:8. Shutters—Trio (dustproof), Duo (dustproof).

Manual of Photography. Instruction Book.

Price of Outfit Complete Size Roll Film Seneca No. 3A with Meniscus Achromatic Lens and Trio 81 x 51 \$18.00 Automatic Shutter.... Roll Film Seneca No. 3A with Rapid Symmetrical Lens, speed F:8 20.00 and Duo Improved Shutter..... 23.50 Black sole leather carrying case with strap. Film Cartridge, 10 exposures,  $3\frac{1}{4} \times 5\frac{1}{2}$ , Vulcan non-curling, No. 244. . . Film Cartridge, 6 exposures,  $3\frac{1}{4} \times 5\frac{1}{2}$ , Vulcan non-curling, No. 244. . . Portrait Attachment for Roll Film Seneca . . . . 2.00 .70 .40 .50



# Roll Film Seneca No. 3A

For any Roll Film of Standard Make. Takes  $3\frac{1}{4} \times 5\frac{1}{2}$  (Post Card) Size Pictures

THE turning tide for faster lenses prompts the introduction of this style No. 3A Roll Film Seneca, especially designed as an all-round camera where limited light values prevail. As in the foregoing models of this character, the Special Seneca Anastigmat, speed F: 7.5, lens gives most pleasing results of unusual definition and evenness of illumination.

The lens selections are fitted with the Seneca Autic shutter, Iris diaphragms, graduations for  $\frac{1}{100}$ ,  $\frac{1}{50}$ ,  $\frac{1}{25}$ ,  $\frac{1}{5}$ ,  $\frac{1}{2}$  and one second, together with time and bulb exposures and Push Cord Release.

# Detail of Equipment

Size—Made in 3½ x 5½ size only.

Capacity—10 exposures without reloading.

Dimensions—9¾ x 4¾ x 2 inches.

Weight—34 ounces.

Front—Rising and falling.

Focal Capacity—7 inches.

Film Chamber—Improved with spool pins.

View Finder—Brilliant, reversible.

Tripod Sockets-Two.

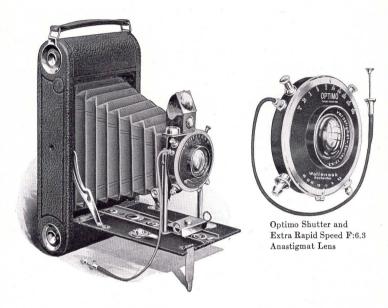
Camera—Aluminum, leather covered, seal grain.

Lenses—Rapid Symmetrical F:8, or Special Seneca Anastigmat, speed F:7.5.

Shutters—Autic Automatic (dust-proof.)

Manual of Photography. Instruction Book.

Price of Outfit Complete	Size
Roll Film Seneca No. 3A with Rapid Symmetrical Lens, speed F:8	31 x 51
and Autic Automatic (dustproof) Shutter	\$25.00
Roll Film Seneca No. 3A with Special Seneca Anastigmat Lens,	
speed F:7.5 and Autic Automatic (dustproof) Shutter	32.50
Black sole leather carrying case with strap	2.00
Film Cartridge, 10 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$ , Vulcan non-curling, No. 244	.70
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$ , Vulcan non-curling, No. 244	.40
Portrait Attachment for Roll Film Seneca	.50



# Special Roll Film Seneca

In the Special Seneca Roll Film cameras will be found the decided advantage of the Anastigmat lens and extreme speed shutter. This assortment embraces our regular line of Roll Film Seneca cameras in all sizes, from the No. 1,  $2\frac{1}{4} \times 3\frac{1}{4}$ , to the No. 3A,  $3\frac{1}{4} \times 5\frac{1}{2}$  (Post Card). All size are fitted with the Seneca Extra Rapid Anastigmat lens, working at F: 6.3 and the Optimo shutter with speed graduations from one second to 1-300th part of a second, in addition to time and bulb exposures, operated by a Push Cord Release. Owing to the compactness of the No. 1 size Roll Film Seneca camera, it does not permit using the Optimo shutter, in which instance the Autic Automatic (dustproof) shutter is used.

Manual of Photography and Instruction Book.

#### Price of Outfit Complete

Special Roll Film Senecas fitted				Post Card)	
with Seneca Extra Rapid Anastigmat	Size 21x 31	Size	Size 31 x 41	Size	
Lens, speed F:3.3, and Optimo Shutter,	21x 31	$2\frac{1}{2} \times 4\frac{1}{4}$	37 X 47	37 X 37	
Speed 1-300 second	\$38.50	\$43.50	\$47.00	\$50.00	
Special Roll Film Senecas fitted with					
Bausch & Lomb Zeiss Tessar 11B,					
F:6.3 Anastigmat Lens and Compound					
Shutter	41.50	49.50	56.00	61.50	
No. 2A Lens on No. 1; No. 3 Lens on					
No. 1 A; No. 4 Lens on No. 3; No. 5					
Lens on No. 3A, R. F. S.					
Black Sole Leather Carrying Case with strap	1.50	1.50	1.75	2.00	





Showing Method of Loading the 2A Scout

# Nos. 2 and 2A Scout

The lightest Roll Film Box Camera made

THIS dainty little roll film photographic instrument is a real camera; a substantial knockabout camera too,—not a cardboard toy. Briefly, the Scout's a camera that exactly suits the boy or girl and yet appeals to older people as well.

You will note what a rugged instrument it is, made entirely of wood and metal, and by the same workmen that turn out the higher priced Senecas. The Scout is light, strong, quick, complete. It is equipped with a lens that cuts a sharp picture well into the corners of the film, as well as a reliable automatic shutter for time or instantaneous exposures.

The method of loading the Scout is a new and easy one. The film chamber is held in the camera by the most secure and simplified locking device; on releasing one draw catch and two clamp clips, the film chamber can be easily withdrawn, loaded, returned to place and firmly locked in an instant.

# Detail of Equipment

Dimensions—No. 2,  $3\frac{3}{16} \times 4\frac{1}{8} \times 5\frac{3}{8}$ in. No. 2-A,  $3\frac{1}{2} \times 5\frac{3}{8} \times 6$  in.

Weight—No. 2, 12 ounces. No. 2A, 17 ounces. (Actual weight.)

Capacity—No. 2, six exposures without reloading. No. 2A, twelve exposures.

Lens—Fixed focus Meniscus first grade on the No. 2; Achromatic Lens on No. 2A. Winding Key—Noiseless and folding. Shutter—Automatic for time or instantaneous exposures.

View Finders—Two for horizontal or vertical pictures.

Diaphragm—Two different openings.
Film Chambers—Improved, quick loading.

Price of Outfit Complete	No. 2 Size 2½ x 3½	No. 2A Size 2½ x 4½
Scout Camera, complete with instructions	\$2.00	\$3.00
Carrying Case	.75	.75
Vulcan Film Cartridges, 6 exposures	. 20	.25

Note—The No. 2 Scout takes No. 240 Vulcan Film and Brownie Film No. 2A Scout takes No. 232 Vulcan Film and regular 1A Film.



Nos. 3 and 3A Scout

The No. 3 Scout takes pictures  $3\frac{1}{4} \times 4\frac{1}{4}$  inches, and the No. 3-A (Post Card) Scout takes pictures  $3\frac{1}{4} \times 5\frac{1}{2}$  inches

VHE growing popularity of the smaller size Scout has brought forth the demand for a fixed focus box camera to make picture-making possible in larger sizes with just the same ease. Available at once for vacation trips, picnics or the more serious purposes of photography.

To realize our ambitions in this particular, the complete body of the camera is made of thoroughly seasoned, selected wood, covered with genuine seal grain leather; fitted with a carefully selected Achromatic lens, accurately focused, having three diaphragm openings and improved Automatic shutter for time and instantaneous exposures.

As in our other models, these two sizes are fitted with our folding noiseless winding key.

# Detail of Equipment

**Dimensions**—No. 3,  $4\frac{1}{2} \times 5\frac{1}{4} \times 5\frac{7}{8}$ No. 3A,  $4\frac{3}{4}$  x  $6\frac{1}{2}$  x  $6\frac{3}{4}$ inches.

Weight—No. 3, 20 ounces. No. 3A, 26 ounces, actual weight.

Capacity-Without re-loading-No. 3, 12 exposures. No. 3A, 10 exposures.

Lens—Fixed focus Meniscus, first

Tripod Sockets—Two.

Winding Key—Noiseless and folding. Shutter—Automatic for time or instantaneous exposures improved.

View Finder—Brilliant style—two; one for horizontal, one for vertical pictures.

Diaphragm—Three openings. Film Chambers—Improved quick loading.

Covering—Genuine seal grain leather.

Duine of Outfit Committee

Price of Outfit Compl	ete		
	No. 3 Size 3½ x 4½		No. 3A e 3½ x 5½
Scout Camera, complete with instructions	\$5.00		\$6.00
Carrying Case	1.25		1.50
Vulcan Film Cartridges, 6 exposures, No. 248	. 35	No. 250	. 40
Vulcan Film Cartridges, 12 exposures		10 Exp.	.70

In addition to above film, Scout cameras take any standard make of

spool film.



#### Seneca Filmett

Improved

#### For Daylight Loading Film Packs Only

THE Seneca Filmett is so compact as to be readily carried in the pocket, when folded, and so simple in operation as to commend itself generally to the photographic public. It may be loaded and unloaded in the daylight. The method of inserting the film pack is ideal—no hinges or springs to mar the film pack and allow light to enter.

The camera is covered with the finest walrus grain leather; the woodwork is ebonized finish, in harmonious contrast with the nickel plated trimmings. Push Cord Release on shutters.



Filmett showing Film Pack partly inserted

# Detail of Equipment

Price of Outfit	Comple	te	3A	
Seneca Filmett with Meniscus Achromatic	$2\frac{1}{4} \times 3\frac{1}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	$(Post Card) \atop 3\frac{1}{4} \times 5\frac{1}{2}$	4 x 5
Lens and Uno Automatic Shutter	\$6.00	\$ 9.00	\$11.50	\$11.50
Seneca Filmett with Rapid Rectilinear Lens and Uno Automatic Shutter	9.00	10.00	12.50	12.50
Seneca Filmett with Rapid Rectilinear Lens and Trio Double Valve Shutter	10	12.00	14.50	14.50
Film Packs, 12 exposures	1.25	$\frac{.70}{1.50}$	$\frac{.80}{1.50}$	.90 1.50
Note—Finger release only and not with Achromatic Lens.				



# Seneca Box Film Pack Camera

Improved

#### For Daylight Loading Film Packs Only

THE Box Film Pack Senecas are remarkable instruments; capable of registering a wide variety of work, all the way from charming landscape compositions to home portraiture. They are exceedingly reliable, accurate instruments. Specially adapted for students and tourists.



Camera with Film Pack partly inserted

This instrument is equipped with a Meniscus Achromatic lens and Automatic shutter for time and instantaneous exposures, with three diaphragm openings. Camera is covered with genuine seal grain leather.

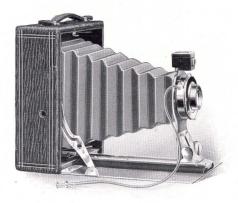
This style of camera is for the film pack only which is easily inserted at the back and held in place by holding clamps at each end,—no springs or hooks to become broken and out of alignment. The camera possesses two view finders—one for vertical and the other for horizontal pictures—and two tripod sockets. Made in three sizes.

# Detail of Equipment

Detail of	Equipment		3A (Post Card)
	$2\frac{1}{4} \times 3\frac{1}{4}$	3½ x 4½	$3\frac{1}{4} \times 5\frac{1}{2}$
Dimensions	$6 \times 3\frac{1}{4} \times 4\frac{5}{8}$	$6 \times 3\frac{7}{8} \times 5\frac{5}{8}$	$6\frac{1}{2} \times 3\frac{7}{8} \times 6\frac{3}{4}$
Weight	11 ounces	14 ounces	17 ounces
Capacity—12 film exposures.			7

The price includes the Camera complete with Instruction Book and Manual of Photography.

Price of Outfit Comple	te	(P	ost Card)
	$2\frac{1}{4} \times 3\frac{1}{4}$	31 x 41	$3\frac{1}{4} \times 5\frac{1}{2}$
Seneca Box Film Pack Camera	\$3.00	\$5.00	\$6.00
Film Packs, 12 exposures	.40	.70	.80
Carrying Case for above Camera	1.50	1.50	1.50



# Pocket Seneca No. 29

THE Pocket Seneca No. 29 is sufficiently compact to carry in the coat pocket, with no appreciable weight. Improvements of decided value have been added since its introduction as shown in the detail of equipment. Rigidity, simplicity, and efficiency mark this instrument as exceptionally well suited for the beginner. When closed, the camera is selfcontained, all adjustments being protected.

For those wishing a desirable moderate priced camera, this instrument stands pre-eminently alone. Made in 4 x 5 size

only, accommodating Film Pack Adapters if desired.

# Detail of Equipment

**Dimensions** (when closed)— $6\frac{1}{4} \times 5\frac{1}{4}$  $x 2\frac{1}{8}$  inches. Weight—19 ounces.

Focal Capacity—7 inches.

Camera Box-Ebony finish, corners dovetailed, covered with walrus grain leatheret.

Camera Bed—Made of aluminum, attached to Camera with improved nickel plated piano hinge.

Metal Parts-Brass, nickel plated, highly polished.

Bellows—Genuine Leather, gossamer

Front—Metallic, reinforced.

View Finder—Reversible. Ground glass.

Back-Aluminum panel for ground glass focusing.

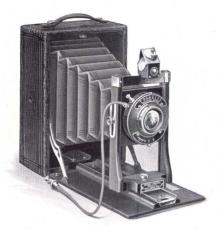
Tripod Sockets—Two.

Shutter-Seneca Uno with Push Cord Release.

Lens—Achromatic or Rapid Rectilinear.

Price includes Camera, Regular Plate Holder, Manual of Photography and Instruction Book.

Price of Outfit Complete	Size 4 x 5
Pocket Seneca No. 29 fitted with Achromatic Lens	\$7.50
Pocket Seneca Nr. 29 fitted with Rapid Rectilinear Lens	9.00
Seneca Adapter (Hingeless) for Film Packs	1.25
Seneca Regular Plate Holders	
Carrying Case (Leatheret) to hold camera and four holders	1.50



# Pocket Seneca No. 30

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces	Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces
$3\frac{1}{4} \times 4\frac{1}{4} \\ 4 \times 5$		$\begin{array}{c} 5\frac{1}{2} \times 4\frac{3}{8} \times 2\frac{3}{4} \\ 6\frac{3}{8} \times 5\frac{3}{8} \times 2\frac{3}{4} \end{array}$		$\begin{array}{c} 3A \ 3\frac{1}{4} \times 5\frac{1}{2} \\ 5 \times 7 \end{array}$		$ 7   x   5   x   2\frac{3}{4}  8\frac{3}{4}   x   6\frac{5}{8}   x   3 $	26 37

# Detail of Equipment

Camera Box—Ebony finish, corners dovetailed, covered with genuine Walrus grain leather.

Camera Bed—Aluminum, leather covered, reinforced, attached to Camera

with improved nickel plated piano hinge.

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, gossamer lined.
Front—Solid mahogany improved pattern standard front

—rising and falling.

View Finder—Brilliant, reversible, metal bound and

Back—Spring actuated and removable. Aluminum ground glass panel for focusing.

Tripod Sockets-Two.

hooded.

Shutter—Seneca Uno or Trio with Push Cord Release. (dustproof).

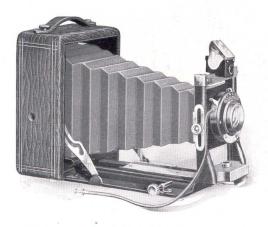
Lens—Rapid Rectilinear

Price includes Camera, Simplex Plate Holder, Manual of Photography and Instruction Book.



A Pocket Camera

Price of Outfit Co.	mplete	3 <i>A</i>	(Post Car	d)
Pocket No. 30 with Uno Shutter and Rapid Rectilinear Lens	$3\frac{1}{4} \times 4\frac{1}{4}$ \$ 9.00	4 x 5 \$10.00	$3\frac{1}{4} \times 5\frac{1}{2}$ \$12.00	$\begin{array}{c} 5 \times 7 \\ \$14.00 \end{array}$
Pocket No. 30 with Trio Shutter and Rapid Rectilinear Lens	11.00	12.00	14.00	16.50
and extra Holders	1.50	1.50	1.50	2.00
Seneca Adapter (Hingeless) for Film Packs.	1.00	1.25	1.25	2.00
Extra Simplex Plate Holders	1.00	1.00	1.00	1.25



# Pocket Seneca No. 31

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces	Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces
$3\frac{1}{4} \times 4\frac{1}{4} \\ 4 \times 5$	8 9	$5\frac{1}{2} \times 4\frac{3}{8} \times 2\frac{7}{8} \\ 6\frac{3}{8} \times 5\frac{3}{8} \times 2\frac{7}{8}$		$\begin{array}{c} 3A \ 3\frac{1}{4} \times 5\frac{1}{2} \\ 5 \times 7 \end{array}$	$\frac{10}{12\frac{1}{2}}$	$7\frac{1}{8} \times 4\frac{7}{8} \times 2\frac{3}{4} \times 8\frac{1}{2} \times 6\frac{3}{4} \times 3$	29 43

# Detail of Equipment

Camera Box-Ebony finish, corners dovetailed, covered with Walrus grain eather.

Camera Bed—Aluminum, leather covered reinforced, attached to Camera with improved nickeled piano hinge.

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, gossamer lined.

Front—Solid mahogany improved pattern standard front-rising and falling.

Back—Spring actuated removable. Aluminum ground glass panel for focusing.

Tripod Sockets—Two.

Rack and Pinion—For fine focusing with locking device.

View Finder—Brilliant Reversible, metal bound and hooded.

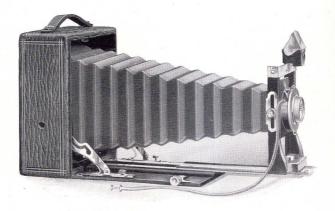
Shutter—Seneca Uno, Trio (dust-proof) or Autic, fitted with Push Cord Release. Lens—Double Rapid Rectilinear or

Rapid Symmetrical, Speed F: 8.

Price includes Camera, Simplex Plate Holder, Manual of Photography and Instruction Book.

#### Price of Outfit Complete

75 1 . 37 . or . t.l . TT			(Post Card	1)
Pocket No. 31 with Uno Shutter and	31/4x41/4	4x5	(Post Card 31/4x51/2	5x7
Rapid Rectilinear Lens	\$10.50	\$11.50	\$14.00	
Pocket No. 31 with Trio Shutter and				
Rapid Rectilinear Lens	12.50	13.50	16.00	19.00
Pocket No. 31 with Autic Shutter and				
Rapid Symmetrical Lens	14.50	15.50	18.00	23.00
Carrying Case (Leatheret) to carry Camera				
and Extra Holders	1.50	1.50	1.50	2.00
Seneca Adapter (Hingeless) for Film Packs.	1.00	1.25	1.25	2.00
Extra Simplex Holders	1.00	1.00	1.00	1.25



# Pocket Seneca No. 32

Swing Back.

#### A Moderate Priced, Long Focus Instrument

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces	Capacity	of Carr	ying Case
$3\frac{1}{4} \times 4\frac{1}{4}$	10	$5\frac{1}{2} \times 4\frac{1}{4} \times 2\frac{3}{4}$	24	Camera	and 4	Holders
4 x 5	$11\frac{1}{2}$	$6\frac{3}{8} \times 5\frac{3}{8} \times 2\frac{7}{8}$	29	"	66	"
$3A 3\frac{1}{4} \times 5\frac{1}{2}$	$11\frac{1}{2}$	$7\frac{1}{8} \times 5 \times 2\frac{5}{8}$	30		66	"
5 x 7	$12\frac{7}{4}$	$8\frac{5}{8} \times 6\frac{3}{4} \times 3$	43		"	"

# Detail of Equipment

Camera Box—Ebony finish, corners dovetailed and covered with Walrus grain leather.

Camera Bed—Aluminum, leather covered, reinforced, attached to camera with improved nickeled piano hinge.

Swing—Either back orbed.

Metal Parts — Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Front—Solid mahogany improved pattern standard front—rising and falling.

Back—Improved spring, aluminum ground glass panel for focusing. Removable.

Rack and Pinion—For fine focusing with locking device.

View Finder—Brilliant, reversible, metal bound and hooded.

Tripod Sockets—Three.

Shutter—Seneca Duo or Autic Automatic (dustproof), with Push Cord Release.

Lens—Rapid Symmetrical, Speed F: 8.

Price includes Camera, Simplex Plate Holder, Manual of Photography and Instruction Book.

Price of Outfit Complete

	•	34	A (Post Car	d)
	$3\frac{1}{4} \times 4\frac{1}{4}$	4 x 5	$3\frac{1}{4} \times 5\frac{1}{2}$	5 x 7
Pocket No. 32 with Duo Shutter	\$17.00	\$19.00	\$21.00	\$22.00
Pocket No. 32 with Autic Shutter	19.00	21.00	23.00	24.00
Carrying Case (Leatheret) to carry				
Camera and Extra Plate Holders	1.50	1.50	1.50	2.00
Seneca Adapter (Hingeless) for Film Packs.	1.00	1.25	1.25	2.00
Extra Simplex Holders	1 00	1.00	1.00	1.25



Seneca Camera No. 6

Revolving Reversible Back. Rack and Pinion for Focusing THIS sturdy model enjoys the distinction of being the lowest priced reversible back camera in the photographic field. Offered in three styles of equipment as indicated below.

#### Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
$\begin{array}{c} 4 \times 5 \\ 3\frac{1}{4} \times 5\frac{1}{2} \\ 4\frac{1}{4} \times 6\frac{1}{2} \end{array}$	$ \begin{array}{c} 9\frac{1}{4} \\ 9\frac{1}{4} \\ 12\frac{1}{2} \end{array} $	$\begin{array}{c} 6\frac{1}{2} \times 6\frac{1}{2} \times 3\frac{1}{2} \\ 7 \times 7 \times 3\frac{5}{8} \\ 8\frac{3}{4} \times 8\frac{3}{4} \times 3\frac{3}{4} \end{array}$	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	Camera and Six Holders	$\begin{array}{c} 2\frac{3}{8} \times 2\frac{5}{8} \\ 2\frac{3}{8} \times 2\frac{5}{8} \\ 3 \times 3\frac{1}{4} \end{array}$
$5 \times 7$	$12\frac{1}{2}$	$8\frac{3}{4} \times 8\frac{3}{4} \times 3\frac{3}{4}$	$15\frac{3}{8} \times 4\frac{3}{8} \times 9$	" "	$3 \times 3\frac{1}{4}$

# Detail of Equipment

Camera Box-Ebony finish, corners dovetailed, covered with genuine leather.

Bed — Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano

Metal Parts — Brass, handsomely nickel plated.

Bellows-Black Russia leather, lined with gossamer cloth.

Spirit Level-Attached to bed of Camera.

Clamp—Automatic Finger Grip. Tripod Sockets-One.

Front—Rising and falling. Lens Board—Removable.

View Finder—Brilliant, reversible, metal bound and hooded.

Rack and Pinion-For focusing with locking device.

Swing—Back and Bed.

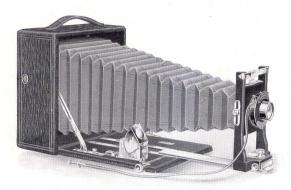
Back-Revolving, with spring actu-

ated ground glass panel for focusing.
Shutters—Seneca Uno (dustproof),
Trio (dustproof) and Duo (dustproof) with Push Cord Release.
Lens—Rapid Rectilinear or Rapid
Symmetrical, Speed F: 8.

Price includes Camera, Leatheret Carrying Case, Simplex Plate Holder, Manual

Seneca Film Pack Adapter.....

3A	(Post Car	d)	
$4 \times 5$ \$16.00	(Post Car 3½ x 5½ \$18.00	\$21.00 S	5 x 7 \$21.00
19.00	21.00	25.00	25.00
22.00	24.00	29.00	29.00
$egin{array}{c} 1.00 \ 1.25 \end{array}$	$\frac{1.00}{1.25}$	1.25 Not made	1.25 2.00



# Seneca Camera No. 8

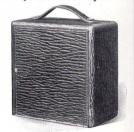
Reversible and Swing Back

(Back Revolves)

PEATURED in the Seneca Number Eight will be found most convincing advantages to meet the requirements of both professional and advanced amateur alike. A decided demand has been felt for a camera giving every needed adjust-

ment and no less important to be moderate in price. The rising, falling and cross front combined with reversible swing back, afford great latitude. Coupled with this, a generous focal capacity is provided for work at close range, or with lenses having increased focal length for distance photography.

The regular equipment is fitted with the Seneca Rapid Symmetrical, F: 8 high speed Lens, and with the Autic Automatic (dustproof) or Duo Double Valve (dust-



Senecas Nos. 6, 8 and 9 Closed

proof) shutters. By using the back combination of the lens separately, it will approximately double the size of the image, thus giving two lenses in one. Made to take the Film Pack Adapter.

#### **Dimensions**

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
$4 \times 5 \\ 3\frac{1}{4} \times 5\frac{1}{2}$	$11\frac{3}{4} \\ 12\frac{1}{2}$	$\begin{array}{c} 6\frac{1}{2} \times 6\frac{1}{2} \times 3\frac{1}{2} \\ 7 \times 7 \times 3\frac{5}{8} \end{array}$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	Camera and Six Holders	$2\frac{1}{4} \times 2\frac{1}{2} $ $2\frac{1}{4} \times 2\frac{1}{2}$
$\begin{array}{c}4\frac{1}{4} \times 6\frac{1}{2} \\ 5 \times 7\end{array}$	$16\frac{3}{4} \\ 16\frac{3}{4}$	$8\frac{3}{4} \times 8\frac{3}{4} \times 3\frac{3}{4} \\ 8\frac{3}{4} \times 8\frac{3}{4} \times 3\frac{3}{4}$	$15\frac{3}{8} \times 4\frac{3}{8} \times 9$ $15\frac{3}{8} \times 4\frac{3}{8} \times 9$	u u	$3 \times 3\frac{1}{4}$ $3 \times 3\frac{1}{4}$
$6\frac{1}{2} \times 8\frac{1}{2}$	21	$10\frac{1}{4} \times 10\frac{1}{4} \times 4\frac{7}{8}$	$19\frac{3}{8} \times 5\frac{1}{2} \times 11$	Camera and Seven Holders	$4 \times 4\frac{3}{4}$

# Detail of Equipment

Camera Box—Ebony finish, corners dovetailed, covered with genuine leather.

Camera Bed—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge.

Front—Rising, falling and sliding. Clamp—Automatic finger grip.

Metal Parts — Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Spirit Level—Attached to bed of Camera.

Rack and Pinion—For fine focusing with locking device.

Tripod Sockets—Two. (One for bed of Camera)
Lens Board—Removable.

Back—Revolving, with spring actuated ground glass panel for focusing.

View Finder—Brilliant, reversible, metal bound and hooded.

Shutter—Seneca Autic Automatic (Dustproof) or the Duo (Dustproof) Shutter.

Lens—Seneca Rapid Symmetrical, Speed F:8 or Seneca Anastigmat F:6.3.



Supplementary Bed for Extreme Wide Angle Lens

Swing—Back and bed.

Price includes Camera, Solid Leather Carrying Case, Simplex Plate Holder,
Manual of Photography and Instruction Book.

#### Price of Outfit Complete

	3A	(Post Card	)		
With Symmetrical Lens, F:8, and	4 x 5	$3\frac{1}{4} \times 5\frac{1}{2}$	$4\frac{1}{4} \times 6\frac{1}{2}$	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$
Autic Shutter	\$25.00	\$27.00	\$33.00	\$33.00	\$46.00
With Duo Shutter	23.00	25.00	31.00	31.00	43.00
With Seneca Anastigmat Lens,					
Series I, F:6.3, and Autic					
Shutter	50.00	52.00	62.00	62.00	90.00
Same without Lens and Shutter	20.00	22.00	24.00	24.00	33.00
Extra Simplex Plate Holders	1.00	1.00	1.25	1.25	
Seneca Adapter (hingeless)	1.25	1.25	Not made	2.00	Not made
Supplementary Bed	1.50	1.50	1.50	1.50	2.50
For prices Seneca No. 8 fitted w	ith other	Anastign	nat Lenses	s, see pag	ge 27.

# Seneca Revolving Back

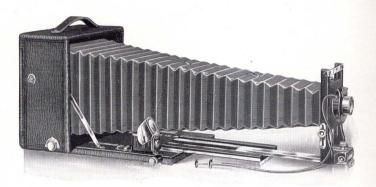
Fitted to Senecas Nos. 6, 8, 9



A camera fitted with the Seneca Revolving Back will take vertical or horizontal pictures at will, without altering the position of the camera itself.

The Revolving Back always remains closely and securely attached to the camera box.

The Revolving Back may be removed from the camera at will.



# Seneca Camera No. 9

Revolving Back, Double Extension, Rack and Pinion Swing in Rear

THE highest attainment in camera construction enters into the Seneca Number Nine.



Seneca No. 9 with Supplementary Bed Attached for Extreme Wide Angle Lenses

This instrument offers features that will excite immediate interest. The construction is such that any lens or combination of lenses may be used with equal facility. Added to this will be found the special advantages of the Revolving Reversible Back without detaching, recognized of inestimable value to all advanced A delicate adjustment of the bed and back swing are immeasurably assisted by the addition of the rack and pinion adjustment provided for this purpose. Added to this will be found an automatic double acting rack and pinion in front of the double extension bed. One pinion is used to rack out both beds; the top or extension bed locking itself to the bottom bed automatically as the pinion is turned forward, and unlocking auto-

matically when returned to original position. Wide angle lenses or those of short focus may be used in this instrument with equal success, by employing a supplementary bed. The regular bed of the camera is made to drop by detaching the side arms, and the supplementary bed is easily adjusted, supporting the front of the camera when drawn out. A rack and pinion is also featured on the supplementary bed for fine focusing.

As listed, the camera is fitted with the Autic Automatic (Dustproof) Shutter and Seneca Rapid Symmetrical Three-focus Lens, F: 8. Its combinations may be used to-The rear gether or separately. combination of the lens used alone



Supplementary Bed for Extreme Wide Angle Lens

doubles the size of the object. A still larger object may be obtained by removing the rear combination entirely and using the front lens in the rear of shutter. Made to take Film Pack Adapters.

#### Description

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4 x 5	16	$6\frac{1}{2} \times 6\frac{1}{2} \times 4$	$12\frac{1}{2} \times 4\frac{3}{8} \times 7\frac{3}{8}$	Camera & 7 Holders	$2\frac{1}{4} \times 2\frac{1}{2}$
$3\frac{1}{4} \times 5\frac{1}{2}$	$17\frac{1}{2}$	$7 \times 7 \times 4\frac{1}{4}$	$12\frac{1}{4} \times 5 \times 7\frac{5}{8}$		$2\frac{1}{4} \times 2\frac{1}{2}$
$4\frac{1}{4} \times 6\frac{1}{2}$	$22\frac{1}{2}$	$8\frac{3}{4} \times 8\frac{3}{4} \times 4\frac{3}{8}$	$15\frac{5}{8} \times 4\frac{3}{8} \times 9$		$3 \times 3\frac{1}{4}$
5 x 7	$22\frac{1}{2}$	$8\frac{3}{4} \times 8\frac{3}{4} \times 4\frac{3}{8}$	$15\frac{5}{8} \times 4\frac{3}{8} \times 9$		$3 \times 3\frac{1}{4}$
$6\frac{1}{2} \times 8\frac{1}{2}$	27	$10^{\circ} \times 10^{\circ} \times 4\frac{3}{4}$	$19\frac{3}{8} \times 5\frac{1}{2} \times 11$		$4 \times 4^{\frac{2}{3}}$

#### Detail of Equipment.

Camera Box—Ebony finish, corners dovetailed, covered with genuine

walrus grain leather. Camera Bed—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. Spirit Level-Attached to bed of

Camera.

Clamp—Automatic finger.

Metal Parts — Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Front-Double sliding, vertical and horizontal.

Rack and Pinion-Seneca Automatic Locking for fine focusing.

Price includes Camera, Solid Leather Carrying Case, Seneca Simplex Plate Holder, Manual of Photography and Instruction Book.

Swing-Back and bed operated by a self-locking device.

Back — Revolving, with improved swing and spring actuated ground glass panel for focusing.

Tripod Sockets—Two. (One for bed

of camera.)

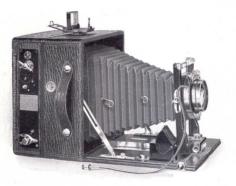
View Finder-Brilliant, reversible, metal bound and hooded.

Lens—Seneca Rapid Symmetrical. F:8. or Seneca Anastigmat F:6.3. Lens Board—Removable.

Shutter—Seneca Autic Automatic (dustproof) with Push Cord Release.

Price of Outfit Complete

	3	A (Post Ca	rd)		
Seneca Camera No. 9 with Con-	4 x 5	$3\frac{1}{4} \times 5\frac{1}{2}$	$4\frac{1}{4} \times 6\frac{1}{2}$	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$
vertible Lens, Speed F:8	\$35.00	\$37.00	\$44.00	\$44.00	\$58.00
Seneca Camera No. 9 with Sen-					
eca Anastigmat Lens, Speed					
F:6.3	56.00	58.00	71.00	71.00	98.00
Seneca Camera No. 9 without					
Lens and Shutter	27.00	29.00	35.00	35.00	44.00
Supplementary Wide Angle Bed	1.50	1.50	1.50	1.50	2.50
Extra Simplex Double Plate					
Holders, each	1.00	1.00	1.25	1.25	Not made
Seneca Adapter (Hingeless) for					
Film Packs	1.25	1.25	Not made	2.00	Not made
For prices Seneca Number 9	), fitted	with oth	er Anastis	gmat Le	enses, see
page 27.	* 0.00000000000000000000000000000000000	We seem to be a		,	
r-o					



# The Press Seneca

For Extremely Fast Work

#### Description

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Dimensions of Lens Board
4 x 5	11½	$6\frac{1}{2} \times 6\frac{1}{2} \times 5\frac{1}{2}$	$12\frac{1}{2} \times 6\frac{1}{2} \times 7\frac{1}{4}$	Nine 4 x 5 Simplex One 4 x 5 Adapter The Camera	$3 \times 3\frac{1}{4}$
5 x 7	14	$8\frac{3}{4} \times 8\frac{3}{4} \times 6$	$15\frac{1}{4} \times 6\frac{1}{4} \times 9\frac{3}{4}$	F. P. Shutter Six 5 x 7 Simplex One 5 x 7 Adapter The Camera F. P. Shutter	$4 \times 4\frac{3}{4}$

#### Detail of Equipment

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Front—Rising and falling.

Rack and Pinion—Seneca Automatic Locking for fine focusing.

Swing—Back and bed operated by a self-locking device.

Back—Revolving, with improved swing and spring actuated ground glass panel for focusing.

Tripod Sockets—Two (One for bed of camera.)

View Finder—Direct view finder, removable and collapsible, with patented disappearing reflector. Lens Board-Removable.

Shutters—Two are furnished: The Focal Plane, Toop part of a second; and the Seneca Autic Automatic (dustproof) with Push Cord Release.

Lens—We equip the 4 x 5 Press Seneca with a 5 x 7 Velostigmat, Series II, focal length 7 inches, and the 5 x 7 Press Seneca with  $6\frac{1}{2}$  x  $8\frac{1}{2}$  Velostigmat, focal length  $9\frac{1}{2}$ inches; or, the Zeiss Tessar, Series IC, lens, speed F:4.5, No. 15A on the 4 x 5 Press Seneca and the No. 16 on the 5 x 7 Press Sereca.

150,00

Price includes Camera, Solid Leather Carrying Case, plush lined, with Shoulder Strap, Six Simplex Light Trap Double Plate Holders, Extra Back for Camera, Film Pack Adapter, Manual of Photography and Instruction Book.

Price of Outfit Complete

 $4\times5$  size, Press Seneca complete, as above, with Velostigmat Lens.. \$125.00  $5\times7$  size, Press Seneca complete, as above, with Velostigmat Lens.. \$160.00  $4\times5$  size, Press Seneca complete, as above, with Zeiss Tessar IC Lens

# Special Hand Camera Equipments

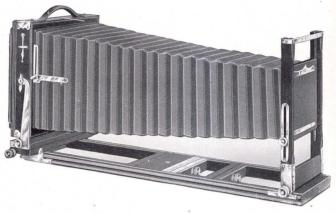
The following instruments we list, fitted with some of the best high grade Anastigmat lenses. The equipment includes the camera complete as per the description. The only change made is the lens. We offer these outfits at a very low rate, and we make no extra charge for fitting. The prices given below are figured with the Autic Automatic (dustproof) shutter. If one of the following High Speed shutters is desired, instead of the Autic, extra charge is as follows:

	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}, 4 \times 5$	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$
Seneca Focal Plane Shutter	. Not made	\$17.00	\$18.00	\$19.00
The Optimo	. \$ 9.00	10.00	10.00	10.00
The Volute		10.00	15.00	17.00
The Compound		12.00	12.50	13.00

See page 49 for description of Seneca Focal Plane Shutter.

	741	Seneca Anastigmat Series III	Cooke Series IIIA	Goerz Series III
CAMERA	Size of picture	No. 0 fitted to $3\frac{1}{4}x4\frac{1}{4}$ 1 " $3\frac{1}{4}x5\frac{1}{2}$ , $4x5$ 2 " to $5x7$ 3 " to $6\frac{1}{2}x8\frac{1}{2}$	No. 3, fitted to $3\frac{1}{4}x4\frac{1}{4}$ 4, 4 x5 4, 3 $\frac{1}{4}x5\frac{1}{2}$ 5, 5 x7	$\begin{array}{c} \text{Dagor} \\ F:6.8 \\ \text{No. 0, } 3\frac{1}{2}x4\frac{1}{4} & 2, 5 \text{ x7} \\ 1, 4x5 & 4, 6\frac{1}{2}x8 \\ 1A, 3\frac{1}{4}x5\frac{1}{2} & \end{array}$
No. 8	4 x 5	\$42.00	\$63.00	\$67.50
No. 8	$3\frac{1}{4} \times 5\frac{1}{2}$	44.00	65.00	69.50
No. 8	5 x 7	52.00	77.50	79.00
No. 8	$6\frac{1}{2} \times 8\frac{1}{2}$	71.00		109.00
No. 9	4 x 5	49.00	70.00	73.75
No. 9	$3\frac{1}{4} \times 5\frac{1}{2}$	51.00	72.00	75.75
No. 9	5 x 7	63.00	88.50	89.00
No. 9	$6\frac{1}{2} \times 8\frac{1}{2}$	82.00		119.50
No. 31 Pkt.	$3\frac{1}{4} \times 5\frac{1}{2}$	33.00	54.00	58.50
No. 32	$3\frac{1}{4} \times 4\frac{1}{4}$	33.00	51.00	53.50
No. 32	4 x 5	36.00	57.00	61.50
No. 32		43.00	68.50	70.00
No. 32	$3\frac{1}{4} \times 5\frac{1}{2}$	38.00	59.00	63.50
CAMERA	Size of picture	Seneca Anastigmat Series I F:6.3 No. 1fitted to $3\frac{1}{4}x4\frac{1}{4}$ 2 " $3\frac{1}{4}x5\frac{1}{2}$ , $4x5$	Bausch & Lomb-Zeiss Protar Series VIIA No. 7, 4x5 and 3½x5½ 8, 5 x7	Bausch & Lomb-Zeiss Tessar Series IIB $F:6.3$ No. 4, fitted to $3\frac{1}{4}x4\frac{1}{4}$ No. 5, $4x5$ and $3\frac{1}{4}x5\frac{1}{2}$
		3 " to 5x7 4 " to 6½x8½	11, 6½x8½	No. $5A$ , $5 \times 7$ No. $7$ , $6\frac{1}{2} \times 8\frac{1}{2}$
No. 8	4 x 5	o to oxi		$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$
	$\begin{array}{c} 4 & x & 5 \\ 3\frac{1}{4} & x & 5\frac{1}{2} \end{array}$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	11, 6½x8½	No. 7, $6\frac{1}{2}x8\frac{1}{2}$
No. 8		$\frac{\begin{array}{ccccccccccccccccccccccccccccccccccc$	\$ 85.00	$\frac{\text{No. 7, } 6\frac{1}{2}\text{x}8\frac{1}{2}}{\$ 59.00}$
No. 8 No. 8	$3\frac{1}{4} \times 5\frac{1}{2}$	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	No. 7, 6½x8½ \$ 59.00 61.00
No. 8 No. 8 No. 8 No. 9	$\begin{array}{c} 3\frac{1}{4} \times 5\frac{1}{2} \\ 5 \times 7 \\ 6\frac{1}{2} \times 8\frac{1}{2} \\ 4 \times 5 \end{array}$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	*** \$ 85.00	$ \begin{array}{c c} No. 7, 6\frac{1}{2}x8\frac{1}{2} \\ \hline & \$ 59.00 \\ 61.00 \\ 77.50 \\ 116.50 \\ 66.00 \\ \end{array} $
No. 8 No. 8 No. 8 No. 9	$\begin{array}{c} 3\frac{1}{4} \times 5\frac{1}{2} \\ 5 \times 7 \\ 6\frac{1}{2} \times 8\frac{1}{2} \\ 4 \times 5 \\ 3\frac{1}{4} \times 5\frac{1}{2} \end{array}$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	\$ 85.00 87.00 97.50 125.00 92.00 94.00	No. 7, 6½x8½   \$59.00   61.00   77.50   116.50   66.00   68.00
No. 8 No. 8 No. 9 No. 9	$\begin{array}{c} 3\frac{1}{4} \times 5\frac{1}{2} \\ 5 \times 7 \\ 6\frac{1}{2} \times 8\frac{1}{2} \\ 4 \times 5 \\ 3\frac{1}{4} \times 5\frac{1}{2} \\ 5 \times 7 \end{array}$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	\$ 85.00 87.00 97.50 125.00 92.00 94.00 108.50	\$ 59.00 61.00 77.50 116.50 66.00 68.00 88.50
No. 8 No. 8 No. 9 No. 9 No. 9 No. 9	$\begin{array}{c} 3\frac{1}{4} \times 5\frac{1}{2} \\ 5 \times 7 \\ 6\frac{1}{2} \times 8\frac{1}{2} \\ 4 \times 5 \\ 3\frac{1}{4} \times 5\frac{1}{2} \\ 5 \times 7 \\ 6\frac{1}{2} \times 8\frac{1}{2} \end{array}$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	\$ 85.00 87.00 97.50 125.00 92.00 94.00	No. 7, 6½x8½  \$ 59.00 61.00 77.50 116.50 66.00 68.00 88.50 127.50
No. 8 No. 8 No. 9 No. 9 No. 9 No. 9 No. 9	$\begin{array}{c} 3\frac{1}{4} \times 5\frac{1}{2} \\ 5 \times 7 \\ 6\frac{1}{2} \times 8\frac{1}{2} \\ 4 \times 5 \\ 3\frac{1}{4} \times 5\frac{1}{2} \\ 5 \times 7 \\ 6\frac{1}{2} \times 8\frac{1}{2} \\ 3\frac{1}{4} \times 5\frac{1}{2} \end{array}$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	\$ 85.00 87.00 97.50 125.00 92.00 94.00 108.50	No. 7, 6\frac{1}{2}x8\frac{1}{2}   \$ 59.00   61.00   77.50   116.50   66.00   68.00   88.50   127.50   50.00
No. 8 No. 8 No. 9 No. 9 No. 9 No. 9 No. 9 No. 32	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	\$ 85.00 87.00 97.50 125.00 92.00 94.00 108.50	No. 7, 6½x8½   \$59.00   61.00   77.50   116.50   66.00   68.00   88.50   127.50   50.00   50.50
No. 8 No. 8 No. 9 No. 9 No. 9 No. 9 No. 31 Pkt. No. 32 No. 32	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	\$ 85.00 87.00 97.50 125.00 92.00 94.00 108.50	No. 7, 6½x8½  \$ 59.00 61.00 77.50 116.50 66.00 68.00 88.50 127.50 50.00 50.50 53.00
No. 8 No. 8 No. 9 No. 9 No. 9 No. 9 No. 31 Pkt.	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	\$ 85.00 87.00 97.50 125.00 92.00 94.00 108.50	No. 7, 6½x8½   \$59.00   61.00   77.50   116.50   66.00   68.00   88.50   127.50   50.00   50.50

 $4\frac{1}{4} \times 6\frac{1}{2}$  size Nos. 8 and 9 Cameras same price as 5 x 7 size.



Showing Camera fully Extended with Patent Bellows Support

# New Improved Seneca View Camera

The Outfit for Home Portraiture and General Viewing with Rack and Pinion Back and Front—Jarless Back

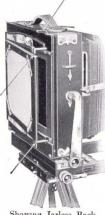
Double Tongued Bed, Patented November 15, 1904. Bellows Support, Patented November 27 1906, August 17, 1906. Sliding and Wide Angle Front Bed, Patented September 1, 1908.

THIS camera is noted for its rigidity more than all else. It is made of selected mahogany and cherry, all the metal parts being of extra heavy gauge brass handsomely nickel plated. Throughout the instrument, the celebrated system

of Seneca reinforcement has been used, so that the camera will stand up under any

strain to which it is subjected.

Possessing both horizontal and vertical swings, operated by a rack and pinion, and set screw, both swings being from the center. The front frame of the instrument is made exceedingly high, so that when the camera is closed, the front frame or standard and bed fit tightly against the camera box. is evident at once that by this construction there can be no interference with the bellows when the camera is closed. The great focal capacity of the instruments is obtained by The back of the use of a three-section bed. the camera is reversible, equipped with the Seneca Sliding Division, which allows the operator to expose a portion of the plate at



Showing Jarless Back Open to Receive Plate Holder



New improved Seneca-View, showing operation of Patented Sliding and Wide Angle Front Bed also the Rack and Pinion Rising and falling ront

a time, or the whole, if he so desires. The bellows is of an entirely new pattern, gossamer lined and finished in the most approved manner, although for a slight additional charge we will equip the New Improved Seneca View camera with a genuine leather bellows.

#### The Jarless Back

As the accompanying illustration shows, the new back adjustment is simple in construction and readily operated. After focusing the instrument, you turn the key at the top of the camera, setting the back open; then insert the plate holder, which automatically trips the back as it is quickly and easily slipped into place. There are no jerks, there is no force required to push the holder into place or remove it. All jar is obviated.

The value of the device is equally appreciated in removing the loaded plate holder from the camera. The strong points of the jarless back are that it preserves the camera in perfect focus, adds to the speed of operation and gives absolute

accuracy to the other operations of photography.

Double Tongued Bed with Brass Shoes Distinctly a Seneca idea and Protected by Patents. permits compactness and extreme rigidity

The double tongued bed with brass shoes designed and patented bv bring the back into perfect alignment. The camera is provided with a suitable carrying handle and a plumb bob to insure its position when in use.

# The Sliding Front Bed

A distinctive feature of the New Improved Seneca View camera is that we can furnish it, if so desired, with a Sliding Front Bed. This is the most practical lateral sliding front ever attached to a View camera; and when this feature is in use, the entire bed of the camera is perfectly rigid. The Sliding Front bed has sufficient movement to permit centering the lens for each half of the plate. The



Sliding Division Fitted in Reversible Back

rising and falling front operated by a rack and pinion also permits centering the lens on each half of the plate when in a vertical position.

#### Description

Size of Camera	Lengthof Draw or Focal Capacity	Dimensions of Camera	• Weight	Dimensions of Lens Board	Number of Holders Regular Case will Carry With Camera
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	23½ in. 26 " 30 " 39½ "	$\begin{array}{c} 4\frac{1}{2} \times 10\frac{1}{2} \times 11\frac{1}{4} \\ 5 \times 11\frac{1}{2} \times 12\frac{1}{2} \\ 5\frac{3}{4} \times 13\frac{1}{2} \times 14\frac{3}{4} \\ 6\frac{1}{2} \times 17\frac{3}{4} \times 19 \end{array}$	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{c} 4\frac{1}{8} \times 4\frac{1}{4} \\ 4\frac{5}{8} \times 4\frac{3}{4} \\ 5\frac{5}{8} \times 5\frac{3}{4} \\ 6\frac{1}{2} \times 6\frac{1}{2} \end{array}$	Long Canvas Carrying Case  Square Canvas Carrying Case

Regular equipment includes camera Carrying Case and one Improved Double Plate Holder.

#### Price of Outfit Complete

	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	8 x 10	11 x 14
Price Regular Equipment	\$23.00	\$24.00	\$26.50	\$42.00
With Genuine Leather Bellows instead of				
Imitation Leather	26.00	27.50	30.50	47.00
†Prices for Large Canvas Case with extra				
compartment for Tripod, Lens and Shut-				
ter in place of case regularly furnished.	.75	.75	1.00	1.50
Extra for Sliding Front Bed	2.50	3.00	3.50	4.00
Extra Improved Plate Holders, each	1.00	1.50	1.75	4.00

Price of Double Sliding Division, enabling operator to make four exposures on a single plate, in place of Single Sliding Division, all sizes \$1.00.

Above Cameras regularly furnished in dull ebonized finish, or natural mahogany when so specified.

\*English Bookholder, Square Case and Detachable Bed Brace.

†These Cases accommodate holders as follows: 12,  $5 \times 7$ ; 5,  $6\frac{1}{2} \times 8\frac{1}{2}$ ; 5,  $8 \times 10$ ; 3,  $11 \times 14$ .



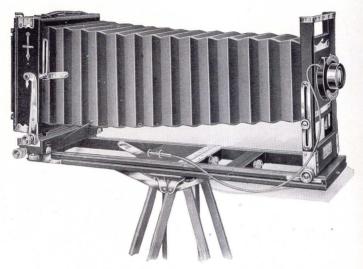


# New Improved Seneca View Camera

Fitted with following Lenses and Shutters with Carrying Case and Plate Holder as per Description

Prices	ces
--------	-----

New Improved Seneca View Camera, fitted with Rapid Rectilinear Lens and Duo Double Valve (dustproof) Shutter	5 x 7 \$32.50	6½ x 8½ \$ 38.00	8 x 10 \$ 45.50
New Improved Seneca View Camera, fitted with Seneca Three-Focus Convertible Symmetrical Lens, Speed F:8 and Autic Automatic (dustproof) Shutter	36.00	43.00	51.00
New Improved Seneca View Camera, fitted with Seneca Anastigmat Lens F: 6.8 and Autic Automatic (dustproof) Shutter. No. 2 Lens fitted to $5 \times 7$ , No. 3 Lens fitted to $6\frac{1}{2} \times 8\frac{1}{2}$ , No. 4 Lens fitted to $8 \times 10$	50.00	61.00	74.00
New Improved Seneca View Camera, fitted with Goerz Dagor Lens, Series III, F: 6.8, and Autic Automatic (dustproof) Shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to $6\frac{1}{2}$ x $8\frac{1}{2}$ , No. 6 Lens fitted to 8 x 10	72.00	100.00	134.00
New Improved Seneca View Camera, fitted with Series II, Seneca Anastigmat Lens, Speed F: 4.5, and Autic Automatic (dust-proof) Shutter. No. 3 Lens fitted to $5 \times 7$ , No. 5 Lens fitted to $6\frac{1}{2} \times 8\frac{1}{2}$ , No. 6 Lens and Duo Shutter fitted to $8 \times 10$	75.00	106.00	145.00
High Speed Shutte	ers		
If one of following High Speed Shutters is decharge is as follows:		ead of Au	tic, extra
Seneca Focal Plane Shutter.  The Optimo Speed Shutter.  The Volute.  The Compound.	5 x 7 \$15.00 10.00 15.00 12.50	6½ x 8½ \$16.00 10.00 17.00 13.00	8 x 10 \$18.00 10.00 18.00 15.00
Extra for genuine Leather Bellows in place of Leatheret	3.00	3.50	4.00
Extra for Sliding Front Bed	2.50	3.00	3.50



Showing Seneca Detachable Bed Brace Included in Outfit

# Camera City View and Studio Outfit

For Home Portraiture and General Viewing

With Double Tongued Bed, Rack and Pinion both Back and Front, Jarless Back, Extreme Rise and Fall in Front, Detachable Bed Brace—Patented

In general, this outfit possesses all the numerous attachments and adjustments of the New Improved Seneca View camera already described, having in addition the following special features:

The Camera City View outfit, in sizes up to 11 x 14, is equipped without additional charge with genuine leather bel-

lows, guaranteed not to crack or become porous.

Among the features that will be appreciated are the generous rise and fall of the front and the extra latitude of both the horizontal and vertical swings in the rear. These swings are central and operate by a Rack and Pinion.

The special features of this outfit are:

A camera capable of the hardest usage.



Showing Extreme Swings in Rear and Extreme Rise and Fall in Front

#### Description

Size of Camera	Length of Draw or Focal Capacity	Dimensions of Camera	Weight	Dimensions of Lens Board	Number of Holders Regular Case will Carry With Camera
$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	23½ in. 26 "	$\begin{array}{c} 4\frac{1}{2} \times 10\frac{1}{2} \times 11\frac{1}{4} \\ 5 \times 11\frac{1}{2} \times 12\frac{1}{2} \end{array}$	7 lbs. 8 "	$\begin{array}{c} 4\frac{1}{8} \times 4\frac{1}{4} \\ 4\frac{5}{8} \times 4\frac{3}{4} \end{array}$	6 5
8 x 10 11 x 14	30 " 39½ "	$\begin{array}{c} 5\frac{3}{4} \times 13\frac{1}{2} \times 14\frac{3}{4} \\ 6\frac{1}{2} \times 17\frac{3}{4} \times 19 \end{array}$	11 " 18 "	$\begin{array}{c} 5\frac{5}{8} \times 5\frac{3}{4} \\ 6\frac{1}{2} \times 6\frac{1}{2} \end{array}$	6 3
14 x 17 17 x 2)	$50^{2}$ " $51^{\frac{3}{4}}$ "	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	$\frac{10}{22^{\frac{1}{2}}}$ " $32$ "	$8\frac{1}{16} \times 8\frac{1}{16}$ 8 x 8	3

#### Prices of Camera City View and Studio Outfit Complete

$5 \times 7$	$6\frac{1}{2} \times 8\frac{1}{2}$	8 x 10	11 x 14	14 x 17	$16 \times 20$ or $17 \times 20$
\$29.50	\$31.00	\$34.50	\$50.00	\$75.00	\$90.00

#### Extra for Sliding and Wide Angle Front Bed

5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	8 x 10	11 x 14
\$2.50	* \$3.00	\$3.50	\$4.00

Price includes Camera. Detachable Brace. One Improved Double Holder (English Book Holder above, 8 x 10 size). One extra Lens Board. Long Carrying Case to hold Camera, Tripod, Extra Holder, Lens and Shutter. Sizes above 8 x 10 size, square case is furnished.

# Special Features of Camera City View and Studio Outfit



Showing Operation of Sliding and Wide Angle Front



Double Sliding DivisionFitted in Reversible Back

Genuine Leather Bellows, guaranteed not to crack or become porous.

The Jarless Back (see description, page 29).

Detachable Brace, giving extra support to bed of camera.

Double Sliding Division in Reversible Back, permitting the operator to make, if desired, four exposures on the one

plate, or to divide the plate and make two exposures either way on the one plate. This double sliding division may easily be removed or replaced at will.

A most generous rise and fall in front. An unusual amount of swing in rear.

Extra Lens Board.

Carrying Case, long style, with compartments for camera and six extra holders; also compartments for tripod, lens and shutter.

# Camera City View and Studio Outfit

Fitted with Following Lenses and Shutters Complete with Carrying Case and Plate Holder as per Description

If Sliding Front Bed is desired add \$2.50 for  $5 \times 7$  size, \$3.00 for  $6\frac{1}{2} \times 8\frac{1}{2}$  size, \$3.50 for  $8 \times 10$  size, and \$4.00 for  $11 \times 14$  size.

#### Prices'

Camera City View and Studio Outfit, fitted with Seneca Three-focus Convertible Sym-	5 x 7	$6\frac{1}{2} \ge 8\frac{1}{2}$	8 x 10	
metrical Lens, F: 8, and Autic Automatic (Dustproof) Shutter	\$42.50	\$ 50.00	\$ 59.00	
Camera City View and Studio Outfit, fitted with Seneca Anastigmat Lens, F: 6.3, and				
Autic Automatic (Dustproof) Shutter. No. 3				
Lens fitted to 5 x 7, No. 4 Lens fitted to				
$6\frac{1}{2} \times 8\frac{1}{2}$ , and No. 5 Lens fitted to $8 \times 10$	68.00	86.00	107.00	
Camera City View and Studio Outfit, fitted				
with Goerz Dagor Lens, Series III, F: 6.8,				
and Autic Automatic (Dustproof) Shutter.				
No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to				
$6\frac{1}{2} \times 8\frac{1}{2}$ , and No. 6 Lens fitted to $8 \times 10$	84.50	107.00	142.00	
Camera City View and Studio Outfit, fitted				
with B. & L. Zeiss Tessar IC Lens, Speed				
F: 4.5. No. 15A Lens and Autic Automatic				
(Dustproof) Shutter fitted to 5 x 7, No. 17 Lens				
and Duo (dustproof) Shutter fitted to $6\frac{1}{2} \times 8\frac{1}{2}$ ,				
No. 18 Lens in barrel fitted to 8 x 10	91.50	144.00	173.50	
Camera City View and Studio Outfit, fitted				
with Cooke Lens, Series II, F: 4.5 and Autic				
Automatic (Dustproof) Shutter. No. $21\frac{1}{2}$				
Lens and No. 4 Autic Shutter fitted to 5 x 7,				
No. $22\frac{1}{2}$ Lens in barrel fitted to $6\frac{1}{2} \times 8\frac{1}{2}$	91.50	133.00		
Prices on Camera City outfits with Lenses and Shutters larger than 8 x 10				

Prices on Camera City outfits with Lenses and Shutters larger than  $8 \times 10$  size given on application.

#### High Speed Shutters

If one of following High Speed Shutters is	desired inst	tead of Au	tic extra
charge is as follows:	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	8 x 10
Seneca Focal Plane Shutter	\$15.00	\$16.00	\$18.00
The Optimo Speed Shutter	10.00	10.00	10.00
The Volute	15.00	17.00	18.00
The Compound	12.50	13.00	15.00

NOTE—See page 35 for price of extra interchangeable Reversible Backs.





#### **Dress Suit Case**

With Lock and Key for New Improved Seneca View Camera and Camera City View and Studio Outfit

Compartment for holders in  $5 \times 7$  size holds 14; in  $6\frac{1}{2} \times 8\frac{1}{2}$  size, 6; in  $8 \times 10$  size, 7.

Prices	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	8 x 10
Price of Dress Suit Case	\$6.50	\$8.50	\$9.50
Price when supplied with Camera in place of Canvas			
Case regularly supplied	5.50	6.25	7.00

# Reducing Backs for Seneca View Cameras

For using smaller Plate Holders

Made to interchange with the regular back of the Camera.

In ordering, it is simply necessary to specify the style of Seneca View camera for which the back is intended. The back includes one double Improved plate holder of the size required. For illustration, the No. 1A Reducing Back for  $5 \times 7$  View cameras to take  $4\frac{1}{4} \times 6\frac{1}{2}$  plate holder includes one  $4\frac{1}{4} \times 6\frac{1}{2}$  plate holder.

Made in either the mahogany or ebonized finish:



Reducing Back for All Seneca View Cameras (Reversible)

#### Prices

Outside	Dimensions

No.	1A fo	or	5	X	7	View	to	take	$4\frac{1}{4} x$	$6\frac{1}{2}$	plate	holder,	$8\frac{3}{4} \times 8\frac{3}{4}$	\$5.00
"	2A	"	5	X	7	"	"	"	4 x	5	"	"	$8\frac{3}{4} \times 8\frac{3}{4}$	5.00
"	3A	"	5	x	7	"	"	"	$3\frac{1}{4} x$	$5\frac{1}{2}$	"	"	$8\frac{3}{4} \times 8\frac{3}{4}$	5.00
"	4A	"	5	X	7	"	"	"	$3\frac{1}{4}$ x	$4\frac{1}{4}$	"	"	$8\frac{3}{4} \times 8\frac{3}{4}$	5.00
"	5A	"	$6\frac{1}{2}$	x	81	"	"	"	5 x	7	"	"	$10\frac{1}{8} \times 10\frac{1}{8}$	5.50
"	6A	"	$6\frac{1}{2}$	x	$8\frac{1}{2}$	"	"	"	$4\frac{1}{4} x$	$6\frac{1}{2}$	"	"	$10\frac{1}{8} \times 10\frac{1}{8}$	5.50
"	7A	"	$6\frac{5}{2}$	x	$8\frac{5}{2}$	"	"	"	4 x	5	"	"	$10\frac{1}{8} \times 10\frac{1}{8}$	5.50
"	8A	"	$6\frac{1}{2}$	X	$8\frac{1}{2}$	"	"	"	$3\frac{1}{4} x$	$5\frac{1}{2}$	"	"	$10\frac{1}{8} \times 10\frac{1}{8}$	5.50
"	9A	"	8	x	10	"	"	"	$6\frac{1}{2} \text{ x}$	81	"	"	12 x 12	6.00
"	10A	"	8	X	10	"	"	"	5 x	7	"	"	12 x 12	6.00
"	11A	"	8	X	10	"	"	"	$4\frac{1}{4} x$	$6\frac{1}{2}$	"	"	12 x 12	6.00
"	12A	"	11	X	14	"	"	"	8 x	10	"	"	$16\frac{1}{4} \times 16\frac{1}{4}$	7.00
"	13A	"	11	x	14	"	"	"	10 x	12	"	"	$16\frac{1}{4} \times 16\frac{1}{4}$	7.00

Extra for sliding division for dividing the plate, \$1.00.



Competitor, showing Extreme Swings in Rear and Extreme Rise in Front



Competitor with Sliding Front

# Competitor View Camera

Reversible and Double Swing Back. Sliding Front

FOR scientific purposes, as well as general photography, the Competitor camera, as illustrated herewith, has found great favor. It is light in weight, compact, strong and rigid, covering as it does a wide field of usefulness at a very moderate price. Among distinct advantages, it has a reversible back and both horizontal and vertical swings in the rear. The



Competitor Closed

back focus is operated by a rack and pinion and allows any width of angle lens to be used without the front obstructing the view. The camera also possesses two tripod plates for properly balancing the instrument; has a rising and falling, also a sliding front; again, the front is made wide enough so that stereoscopic lenses may be used if desired. The Competitor

equipment includes a neat canvas carrying case that accommodates the camera and three double

plate holders. This outfit can be used most successfully for home portraiture.

For those desiring the outfit equipped with a lens and shutter, we offer some very attractive combinations guaranteed to please.



The Double Sliding

# The Competitor View Camera—Continued

#### Detail of Equipment

Camera Box and Bed—Mahogany finish, polished.

Metal Parts—Brass polished and lacquered.

Back Focus—Rack and pinion with set clamp.

Front—Wide, rising and falling, also sliding.

Lens Board—Removable. Plumb Bob—For leveling.

Back—Reversible.

Swings—Horizontal and vertical—both central.

**Tripod Sockets**—Two; one for short focus work.

Bellows—Leatheret, lined with gossamer cloth.

Case—Canvas, square to hold Camera and three Double Plate Holders.

Size of Camera	Focal Capacity	Dimensions when Folded or Closed	Weight	Size of Lens Board	No. of Holders Case will carry besides Camera
5 x 7	$14\frac{1}{2}$	$5 \times 10 \times 11\frac{1}{4}$	5 lbs.	4 x 6	3
$6\frac{1}{2} \times 8\frac{1}{2}$	16	$5 \times 11\frac{1}{4} \times 12\frac{1}{2}$	6 lbs.	4 x 6	3
8 x 10	18	$5 \times 13\frac{1}{4} \times 14\frac{1}{2}$	7 lbs.	4 x 6	3

#### PRICES

Including Camera, with Double Sliding Front, Carrying Case and One Seneca Improved Light Trap Double Plate Holder

	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	8 x 10
Competitor Camera complete as above	\$15.00	\$16.00	\$17.00
Extra Improved Double Plate Holders Extra for Single Sliding Division in Back, for	1.00	1.50	1.75
making one or two exposures on a plate	. 50	.50	.50
Extra for Doubling Sliding Division in Back, for making one, two, three or four exposures on a			
plate	1.00	1.00	1.00
Extra for long style of Carrying Case to carry besides Camera, six Double Plate Holders and compartment for Tripod in place of case regularly			
supplied	1.25	1.50	1.75

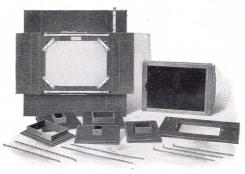
NOTE—See page 35 for price of extra interchangeable Reversible Backs.

	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	8 x 10
Competitor fitted with Uno Automatic Shutter and Rapid Rectilinear Lens	\$22.00		
Competitor fitted with Duo Double Valve (dust-proof) Shutter and Rapid Rectilinear Lens	24.00	\$30.00	\$36.00
Competitor fitted with Autic Automatic (dustproof) Shutter and Rapid Rectilinear Lens	25.00	31.50	38.00
Competitor fitted with Duo Double Valve (dust- proof) Shutter and Triple Convertible Lens, Speed F:8	26.00	32.50	39.00
Competitor fitted with Autic Automatic (dustproof) Shutter and Triple Convertible Lens, Speed F: 8,	28.00	35.00	41.00
Extra for Single Sliding Division in Reversible Back	.50	.50	.50
Extra for Double Sliding Division in Reversible	1.00	1 00	1 00

# The Seneca Multiplying Attachment

For  $5 \times 7$ ,  $6\frac{1}{2} \times 8\frac{1}{2}$  and  $8 \times 10$  View Cameras Except  $5 \times 7$  and  $6\frac{1}{2} \times 8\frac{1}{2}$  Competitor Cameras

The Seneca Multiplying Back may be fitted to any of our View cameras in place of the regular reversible back, and by use of a set of kits and metal strips for the different number of exposures desired it is possible to take 1, 2, 4, 9, 15, 24 or 48 pictures on a 5 x 7 size plate.



Patented

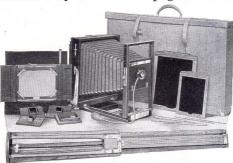
Complete instructions accompany each attachment.

#### Price

Including one Improved Light Trap Double Plate Holder..... \$11.00

# The Seneca Penny Picture Outfit

The Camera that we furnish with this outfit is our regular  $8 \times 10$  Competitor fitted with  $3\frac{1}{4} \times 4\frac{1}{4}$  Rapid Convertible Lens, speed F:8, and Uno Automatic shutter with Push Release. It is possible by using the back combination of this lens singly to take  $8 \times 10$  size pictures. The general description of this camera may be found on pages 36 and 37. We furnish, how-



ever, in addition to the regular back to the Competitor camera, the Multiplying Attachment particularly adapted for penny pictures. With this attachment it is possible to make 1, 2, 4, 9, 15, 24 or 48 pictures on the one 5 x 7 size plate.

The price includes our No.  $3\frac{1}{2}$  Compact Tripod, case to carry the entire outfit, and complete instructions.

#### Price

Outfit complete...... \$36.00

# Photographic Lenses

THE photographic lens holds the same relation to the camera as the eye does to the human body. Real pictures cannot be obtained with poor lenses; no matter how perfect the camera may be, it will never give a correct registering of the image upon the sensitized plate, or film except by the aid of a good lens. The lens, therefore, is a commanding factor and receives our most rigid attention. This does not mean that the lens is the only consideration in the completion of a satisfactory photographic equipment. Far from it. The finest Anastigmat lens ever manufactured could never produce a picture without a good camera as its co-worker. These essentials must thoroughly dovetail.

The same great care exercised in the making of our cameras will be found to prevail in our lens department. Seneca cameras are thoroughly tested in every way, yet none of our departments receive from our hands greater attention than is devoted to lenses. Each and every one is thoroughly tested to insure the best possible results, and each and every lens offered by us and fitted to our cameras is guaranteed to do the

work prescribed for it.

In addition to our regular assortment of lenses:

Seneca Meniscus and Achromatic, Seneca Rapid Rectilinear, Seneca Triple Convertible Three-Focus, Speed F:8, Seneca Wide Angle,

we offer a line of Anastigmat lenses that have a world-wide reputation, fully guaranteed to yield the most brilliant negatives that can be obtained. An Anastigmat lens is one that is free from astigmatism; it gives a sharply defined image on a flat field without indistinctness or diffusion and the power of definition of an Anastigmat lens is as near perfect as can be possibly While any lens with the proper curved surfaces will produce some sort of a picture, yet if the whole plate is to be covered in a satisfactory manner and covered sharply to the corners, it is necessary to have a highly corrected lens of the proper curved surfaces to produce results wholly satisfactory, or in other words, an Anastigmat. Of course a more cheaply constructed lens will cover to the extreme corners of the plate, providing it is stopped down sufficiently, yet it is the aim of the photographer, who desires to accomplish the best results in the most satisfactory manner, to use a lens that will cover to the extreme corners of the plate with a wide open stop. is but one lens that will do this satisfactorily and that is the carefully manufactured Anastigmat. They are faster—that is, they allow the rays of light to penetrate in greater volume,

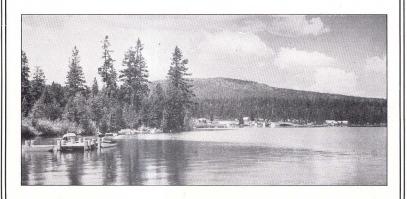
thereby permitting a shorter exposure which is often necessary for dark days and in photographing rapidly moving objects.

Every Anastigmat lens handled by us is made from selected Jena glass and the most expert workmanship, both in the making and mounting of the lenses, enters into the production of perfect objectives. These lenses are standard and excel in definition, covering power and illumination. They are without a peer in the various fields of work for which they are intended.

The Seneca Single Achromatic lens, the Seneca Rapid Rectilinear lens, and the Seneca Triple Convertible Threefocus lens, speed F:8 (Rapid Symmetrical), are manufactured for us from imported glass by one of the largest manufacturers of photographic lenses in Rochester. The speed of a lense depends on the amount of light it passes and is measured by the ratio of its working aperture to its focal length. For instance, a lens with a speed F:4 has an aperture equal to one-fourth of the focal length. The larger the aperture in proportion to the focal length, the greater the speed. It must be understood, however, that great speed can be had only at the sacrifice of other qualities, such as depth of focus, covering power and angle of view. Fast lenses are also a trifle more bulky. For some special classes of work speed is the prime requisite. Speed lenses require high grade fast shutters. For most of the amateur's work, a lens of F:8 will be found sufficient.

#### Seneca Meniscus Achromatic Lens

Many of our moderate grade and all of the fixed focus cameras are equipped with the Seneca Meniscus Achromatic lens. This lens is thoroughly adapted to the uses of the beginner, gives ample depth and good definition, and is in all respects very satisfactory. For ordinary work it is quite fast enough, covers the plate well and has an effective angle which equals or exceeds any other Meniscus Achromatic lens.



# Seneca Rapid Rectilinear Lens

Possessing unusual depth of focus, absolute flatness of field and even illumination, the Seneca Rapid Rectilinear Lens, as designed by us, now forms a part of the regular equipment of many of our instruments. It is a lens of the double symmetrical type,—that is, it is formed by double combinations. Thus it is available for a wide sphere of work. The back combination used alone increases the image on the ground glass to twice the size obtained when the combinations are used together.

# Seneca Triple Convertible 3-Focus Lens —Speed F: 8, Rapid Symmetrical

For all the general purposes of photography, including copying, enlarging and portrait work, this lens is especially recommended. As the name implies, this lens has three distinct focuses: one, both combinations of the lens used together; another, the back combination of the lens used alone (this is accomplished by simply unscrewing the front lens mount), and a third focus is obtained by using the front lens combination alone—in the rear of the shutter or barrel.

# Seneca Shutters fitted with Seneca Rapid Rectilinear and Rapid Symmetrical Three-focus Lenses—Speed F: 8

Size	Diameter	Equivalent Focus	Seneca Trio Shutter and Rapid Rectilinear Lens	Shutter and Rapid	Seneca Duo Shutter and Rapid Symmetrical Lens F:8	Shutter and Rapid
$3\frac{1}{4} \times 4\frac{1}{4}$	$\frac{3}{4}$ in.	5 in.	\$6.00	\$ 7.50	\$ 7.50	\$ 9.50
$     \left\{     \begin{array}{ccc}       4 & x & 5 \\       3\frac{1}{4} & x & 5\frac{1}{2}     \end{array}     \right\} $	1 "	61 "	7.50	9.00	9.00	11.00
5 x 7	11 "	8 "	9.00	10.50	10.50	12.50
$6\frac{1}{2} \times 8\frac{1}{2}$	$1\frac{1}{8}$ " $1\frac{1}{2}$ " $1\frac{3}{4}$ "	$10\frac{1}{2}$ "		15.00	15.00	17.00
8 x 10	$1\frac{3}{4}$ "	$12\frac{1}{2}$ "		20.00	20.00	22.00
10 x 12	2 "	16 "			27.50	
11 x 14	21/4 "	18½ "			35.00	

Note—5 x 7 Lenses used on all  $4\frac{1}{4}$  x  $6\frac{1}{2}$  size Cameras.

# Focus of Separate Combinations when Used Singly

Size	Rear Lens	Front Lens	Size	Rear Lens	Front Lens
$3\frac{1}{4} \times 4\frac{1}{4}$	$8\frac{1}{4}$ in.	11½ in.	10 x 12	26 in.	38 in.
4 x 5	$10\frac{1}{2}$ "	$14\frac{1}{2}$ "	11 x 14	31 "	43 "
5 x 7	14 "	18 "	$14 \times 17$	37 "	51 "
$6\frac{1}{2} \times 8\frac{1}{2}$	17½ "	23½ "	$17 \times 20$	44 "	60 "
8 x 10	20 "	281 "			

# Photographic Lenses—Continued Wide Angle Lenses

Wide angle lenses, as the name implies, are used for views where it is desired to embrace a wide view. Wide angle lenses work slower than the ordinary lens, consequently they are used mostly for taking interiors, architectural subjects or confined situations.

They are just the thing for taking the family group in the parlor, for it not only takes in the group but shows to more or less extent the arrangement of the rooms.

It is quick and easy to change from the regular lens to the Wide Angle Lens.

The Symmetrical Wide Angle is furnished in barrel or mounted in cells to fit our shutters so that the lens ordinarily in use can be taken out of the shutter and the wide angle lens substituted. This is a very satisfactory lens at a moderate price and embraces a field of 80 degrees.

The Extreme Wide Angle has the remarkable wide angle of 90 degrees and is furnished in barrel or mounts to interchange with regular lens used in shutter.

PRICES
EXTREME WIDE ANGLE LENS F:16

	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	8 x 10	10 x 12	11 x 14
In barrel	\$12.00 8.00	\$17.00 11.00	\$22.00 14.00	\$26.50 18.00	\$31.50 23.00
Focal length	4 in.	5 in.	6 in.	$7\frac{1}{2}$ in.	8 in.

#### SYMMETRICAL WIDE ANGLE LENS F:16

	$3\frac{1}{4} \times 5\frac{1}{2}$	5 x 7	6½ x 8½	8 x 10	10 x 12	11 x 14
In barrel In mounts	\$7.00 5.00	\$9.00 6.00	\$12.00 8.00	\$15.00 10.00	\$18.50 13.00	\$22.50 16.00
Focal length.	4 in.	$5\frac{1}{4}$ in.	$6\frac{1}{2}$ in.	$7\frac{1}{2}$ in.	9 in.	$10\frac{1}{2}$ in.







# Photographic Lenses—Continued

# Seneca Extra Rapid Anastigmat Lens, Series I Speed F: 6.3 (Velostigmat)

The mechanical and optical construction of this lens is of the highest order and it is fully corrected for spherical and



chromatic aberration and astigmatism. The finish, whether mounted in barrel or in shutter, is black enamel, with gold engraving, making it durable, practical and beautiful in appearance.

This lens is as near an "all-around" or "general-purpose" lens as can be made, and because of its small size is especially desirable for compact cameras.

The back combination of this lens may be used singly, thereby doubling the size of the image.

			Plates Covered		PRICE	
No.	Diam. of Lens	Equivalent Focus	Sharply at F:6.	With Barrel or Duo Shutter	With Autic Shutter	With Optimo Shutter
1	$\frac{7}{8}$ ins.	5 ins.	$3\frac{1}{4} \times 4\frac{1}{4}$	\$ 23.00	\$25.00	\$33.00
2	1 "	6 "	4 x 5	27.00	30.00	37.00
2A	$1\frac{1}{16}$ "	$6\frac{1}{2}$ "	$3\frac{1}{4} \times 5\frac{1}{2}$	27.00	30.00	37.00
3	$1\frac{3}{16}$ "	7 "	5 x 7	35.00	39.00	47.00
4	1 17 "	10 "	$6\frac{1}{2} \times 8\frac{1}{2}$	53.00	57.00	65.00
5	1 31 "	13 "	8 x 10	65.00	70.00	80.00
6	$\begin{bmatrix} 1\frac{17}{32} & " \\ 1\frac{31}{32} & " \\ 2\frac{9}{16} & " \end{bmatrix}$	161 "	11 x 14	112.00		

# Seneca Anastigmat Lens, Series III Speed F: 6.8

This lens is made from the best quality of Jena glass and is absolutely free from any trace of astigmatism; it is also corrected for spherical and chromatic aberration. This lens is guaranteed to do the work of lenses selling for a higher price.

No.	Equivalent Focus	Plates Covered Sharply at F:6.8	With Barrel or Duo Shutter	Price with Autic (Dustproof) Shutter	Price with Optimo Speed Shutter	Price with Compound Shutter
0	$\frac{5\frac{1}{4} \text{ ins.}}{6}$	$3\frac{1}{4} \times 4\frac{1}{4}$	\$18.00 20.00	\$20.00 22.00	\$26.00 28.00	\$28.00 30.00
1A	$\frac{6\frac{3}{4}}{6\frac{3}{4}}$ "	$\begin{array}{cccc} 4 & x & 5 \\ 3\frac{1}{4} & x & 5\frac{1}{2} \end{array}$	20.00	22.00	28.00	30.00
2	$9\frac{1}{2}$ "	$\begin{array}{ccc} 5 & x & 7 \\ 6\frac{1}{2} & x & 8\frac{1}{2} \end{array}$	25.00 35.00	28.00 38.00	35.00 45.00	37.00 49.00
4	12 "	8 x 10	45.00	48.00	57.00	61.00

# Photographic Lenses—Continued Seneca Anastigmat Lens, Series II. F: 4.5

The series II F: 4.5 is our new high speed Anastigmat, fully corrected in every respect and is at least equal to any objective of its type on the market. Made in 7 sizes, the smaller sizes being particularly adapted to cameras of the reflex type and all small outfits where extreme speed and fine definition is desired. The three larger sizes are equipped with our simplified



diffusing adjustment, making them desirable for use in the studio for portraits, groups and home portraiture.

			Plates Covered		PRICE	ь
No.	Diam. of Lens	Equivalent Focus	Sharply at F:4.5	With Barrel or Duo Shutter	With Autic Shutter	With Optimo Shutter
1	$1\frac{1}{8}$ ins.	5 ins.	$3\frac{1}{4} \times 4\frac{1}{4}$	\$ 32.00	\$37.00	\$43.00
2	13 "	6 "	4 x 5	38.00	43.00	49.00
3	$1\frac{19}{32}$ "	7 "	5 x 7	45.00	50.00	57.00
	17 "	81 "	5 x 8	60.00	65.00	72.00
4 5	21/8 "	$9\frac{1}{2}$ "	$6\frac{1}{2} \times 8\frac{1}{2}$	73.00	78.00	85.00
6	$2\frac{3}{4}$ "	12 "	8 x 10	110.00		
7	$3\frac{9}{16}$ "	15½ "	11 x 14	180.00		

The No. 5, 6, and 7 sizes have diffusing adjustment which makes them particularly valuable for portrait and group work.

# Portrait Lens, Series A, Speed F: 5



"Series A" F:5 Portrait Lens is primarily intended for portrait work, but is also excellent for groups. It is especially recommended to photographers who desire a moderate priced lens

which is thoroughly satisfactory for portrait work, but is not so extreme in its character as to render it unfit for other use.

No.	Size	Diameter of Lens	Equivalent Focus	Outside Diameter of Flange	Price	With Studio Shutter
1 2	$3\frac{1}{4} \times 4\frac{1}{4}$	$\frac{1\frac{5}{8} \text{ ins.}}{1\frac{7}{8}}$ "	6 ins.	$3\frac{1}{4}$ inches $3\frac{3}{4}$ "	\$15.00 20.00	
3	5 x 7 6½ x 8½	21 "	10 " 11½ "	$\frac{34}{4}$ " $\frac{41}{2}$ "	25.00 35.00	\$32.00 42.00
4 5	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	$\begin{vmatrix} 2\frac{1}{2} & " \\ 3 & " \end{vmatrix}$	14 "	$5\frac{1}{4}$ "	50.00	58.00

# Photographic Lenses—Continued

# Seneca Special Anastigmat Lens, Series IV Speed F: 7.5

A decided demand has presented itself for a high grade Anastigmat Lens at a moderate price. To satisfactorily meet this prevailing condition we have arranged to give in the Seneca Special Anastigmat Lens, Series IV, Speed F:7.5 the greatest lens value ever offered in the photographic field.

In this selection the basic thought has been quality first. This lens is made from the best quality of Jena glass, being absolutely free from the slightest trace of astigmatism and is perfectly corrected for spherical and chromatic aberration. Made in sizes for hand cameras only.

Size Covered Sharply at F:7.5	Diameter of Lens	Focus	Price with Autic Shutter	Price with Optimo Shutter
$3\frac{1}{4} \times 4\frac{1}{4}$	$\frac{3}{4}$ ins.	5 ins.	\$18.00	\$25.00
$4 \times 5$ $3\frac{1}{4} \times 5\frac{1}{2}$	1 "	$\frac{6}{6\frac{3}{4}}$ "	20.00 20.00	27.00 27.00

# Goerz Celor Anastigmat Lens F: 4.8 and F: 5.5 Series 1B

The Goerz Celor Lens is especially adapted for unfavorable light conditions; it is also par excellence for portraits in the studio or at home.

The separate combinations of this lens may be used singly. The angle included by the Celor varies from 64° to 70° as compared with 72° to 90° in the Dagor.

			Diameter	Size o	f Plate	
No.	Equivalent Focus Inches	Relative Aperture	of Lenses Inches	Full Opening Inches	F: 16 U.S.: 16 Inches	Prices with Iris Diaphragm
0	$-\frac{4^{\frac{3}{4}}}{}$	F 4.8	$1\frac{1}{32}$	$3\frac{1}{4} \times 4\frac{1}{4}$	4 x 5	\$ 36.00
1	6	F 4.8	$1\frac{1}{4}$	4 x 5	5 x 7	42.30
2	7	F 4.8	$1\frac{1}{2}$	5 x 7	5 x 8	49.05
3	81/4	F 5	$1\frac{3}{4}$	5 x 8	$6\frac{1}{2} \times 8\frac{1}{2}$	60.30
4	$9\frac{1}{2}$	F 5	$1\frac{31}{32}$	$6\frac{1}{2} \times 8\frac{1}{2}$	7 x 9	81.45
5	$10\frac{3}{4}$	F 5	$1\frac{\frac{31}{32}}{2\frac{3}{16}}$	7 x 9	8 x 10	97.65
6	12	F 5.5	$2\frac{1}{4}$	8 x 10	10 x 12	113.85

For price of Goerz Dagor or Celor Lenses, fitted with Autic, Optimo, or Volute Shutter, add price of shutter (see under Shutters, pages 50, 51 and 52.) Complete Goerz Catalogue sent on request.

# Photographic Lenses—Continued

# Goerz Dagor Double Anastigmat Lens

The Dagor consists of two symmetrical combinations, each combination made up of three elements which are cemented together.

Each Goerz Dagor Double Anastigmat supplies:

- 1. A rapid lens, for general purposes; landscapes, portraiture, commercial, architecture, enlargements, speed work, etc., working at full aperture with extreme sharpness to the edges of the plate.
- 2. A wide-angle lens, for interiors and all views at short distances, sharply covering a much larger plate when small apertures are employed.
- 3. A long focus lens, for distant objects, when the back combination alone is used.

			Size o	of Plate Cove	red at	
No.	Equivalent Focus Inches	Free Aperture Inches	F:6.8 U. S.: 2.9 Inches	F:16 U. S. : 16 Inches	F:32 U. S. :64 Inches	Prices with Iris Diaphragm
$\begin{bmatrix} 0 \\ 1 \end{bmatrix}$	$4\frac{3}{4}$	3 4 7 8	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	4 x 5 5 x 7	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	\$ 33.75 40.50*
F. 6.8{3	7 8 <sup>1</sup> / <sub>4</sub>	1	5 x 7 5 x 8	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	8 x 10 10 x 12	$46.35 \\ 56.25$
4 5	$\begin{array}{c} 8\frac{1}{4} \\ 9\frac{1}{2} \\ 10\frac{3}{4} \end{array}$	$1\frac{1}{4} \\ 1\frac{5}{16} \\ 1\frac{1}{2}$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	7 x 9 8 x 10	11 x 14 12 x 16	$67.95 \\ 81.90$
F. 7.7 7	12 14	$1\frac{1}{2} \\ 1\frac{5}{8} \\ 2$	8 x 10 10 x 12	10 x 12 12 x 15	16 x 18 18 x 22	$96.30 \\ 126.00$

\*For  $3\frac{1}{4} \times 5\frac{1}{2}$  Folding Pocket Seneca No. 31 and Roll Film Seneca 3A we provide a Dagor of  $6\frac{1}{2}$  inch focus of the same series in place of our regular No. 1.

For stereoscopic views the lenses are "paired" at an extra charge of \$2.50.

# The Cooke Anastigmat Lens, Series II F: 4.5 For High-Speed Pictures and for General Work in Dull Lights

	D	IMENSIONS :	IN INCHES			
No.	Actual Focus	Focus from Diaphragm	Plates Covered with Full Aperture	Diameter of Flange Screw	PRICE	With Optimo, Volute Compound or
$20\frac{1}{2}$	5	5	$3\frac{1}{4} \times 4\frac{1}{4}$	$-\frac{1\frac{1}{2}}{}$	\$ 35.50	Autic Shutter, add list price
20b	$5\frac{1}{2}$	$5\frac{3}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	$1\frac{1}{2}$	39.00	of Shutter
21	6	$6\frac{1}{4}$	4 x 5	$1\frac{3}{4}$	41.00	See Under Shutters pages
$21\frac{1}{2}$	7	$7\frac{1}{2}$	5 x 7	$1\frac{3}{4}$	50.00	54, 55, 56
22	8	$8\frac{1}{2}$	J x 8	$2\frac{1}{4}$	62.00	40
$22\frac{1}{2}$	$10\frac{1}{2}$	11	$6\frac{1}{2} \times 8\frac{1}{2}$	$2\frac{3}{4}$	102.00	

# Photographic Lenses—Continued

# Cooke Anastigmat Lens, Series IIIa—F: 6.5

This series of the Cooke lenses is particularly adapted for fast instantaneous work with Seneca folding hand cameras. This lens is mounted with special regard to the construction and compactness of folding hand cameras.

Diameter of Flange Screw	Price
$1\frac{1}{4}$	\$30.00 35.00
$1\frac{1}{2}$ $1\frac{1}{2}$	43.50 49.00
	$1\frac{1}{2}$ $1\frac{1}{2}$ $1\frac{1}{4}$

#### Bausch & Lomb-Zeiss Tessar Lenses

The Bausch & Lomb-Zeiss Tessar lenses are made in two series; Ic, designed for the cameras with focal plane shutters, for home portraiture, etc., and IIB, a fast universal Anastigmat for use on compact hand-cameras.

#### Series Ic-F:4.5

Four thin lenses of Jena glass are used, reducing absorption to a minimum. It is remarkably compact, considering its speed, which is F:4.5 in all sizes. The lens is unsymmetrical and must be used complete.

Definition at full aperture is remarkable. For home portraiture it cannot be equalled. Stopped down to F:6.3, it duplicates the IIb Tessar, and at larger openings the reserve speed is available.

Recommended for speed work on Press Seneca, or reflecting cameras, home portraiture, groups, etc.

No.	Size of Plate Covered	Equiv. Focus	Diam, of Lens	Lens in Barrel with Iris Diaphragm	With AluminumVolute Shutter	With Alum. Com- pound Shutter
13	$2\frac{1}{2} \times 3\frac{1}{4}$	$4\frac{1}{2}$	1	\$ 51.00	\$48.00	\$ 43.50
14	$3\frac{1}{4} \times 4\frac{1}{4}$	5	$1\frac{3}{16}$	35.00	52.00	49.00
15	4 x 5	6	$\begin{array}{c}1\frac{5}{16}\\1\frac{9}{16}\end{array}$	40.50	59.00	54.50
15a	5 x 7	$7\frac{1}{16}$	$1\frac{9}{16}$	50.00	68.50	67.00
16	5 x 8	$8\frac{1}{4}$	$1\frac{7}{8}$	62.00	82.00	79.00
17	$6\frac{1}{2} \times 8\frac{1}{2}$	$9\frac{7}{8}$	$2\frac{1}{4}$	99.00	119.00	117.50
18	8 x 10	$11\frac{7}{8}$	$2\frac{5}{8}$	139.00	N -	167.00

# Photographic Lenses—Continued Series IIB Tessar—F: 6.3

Tessar IIb F: 6.3 is 61 per cent. faster than ordinary camera lenses. In its compact mounting in the Compound shutters, it gives a gray day outfit for compact hand cameras, suitable for all kinds of difficult work. Tessar Ic is faster, but is more bulky. IIb Tessar will fit practically any hand camera on the market, and will make snap shots without sunlight, portraits in the home, exposures late in the day or any difficult work.

No.	Size of Plate Covered	Equiv. Focus	Diam. of Lens	Lens in Barrel with Iris Diaphragm	With AluminumVolute Shutter	With Alum. Com- pound Shutter
3	$2\frac{1}{2} \times 3\frac{1}{2}$	$\begin{array}{c} 4\frac{3}{8} \\ 5\frac{3}{8} \end{array}$	3 4	\$ 28.00	\$45.00	\$ 39.00
4	$3\frac{1}{4} \times 4\frac{1}{4}$	$5\frac{3}{8}$	15	29.50.	46.50	42.00
5	4 x 5	$6\frac{1}{8}$	$1\frac{1}{16}$	31.00	48.00	45.00
5k	$3\frac{1}{4} \times 5\frac{1}{2}$	$6\frac{7}{8}$	$1\frac{3}{32}$	38.50	55.50	51.00
5a	5 x 7	$7\frac{1}{16}$	$1\frac{1}{4}$	43.50	62.50	57.50
6	5 x 8	$8\frac{1}{4}$	$1\frac{7}{16}$	53.00	71.50	70.00
7	$6\frac{1}{2} \times 8\frac{1}{2}$	10	$1\frac{3}{4}$	71.50	90.00	88.50
8	8 x 10	12	$2\frac{1}{8}$	105.50	125.50	124.00
9	10 x 12	$14\frac{3}{8}$	$2\frac{7}{16}$	136.50	156.50	155.00
9a	11 x 14	$16\frac{1}{2}$	$2\frac{3}{4}$	166.00		194.00

#### Protar VIIa—F:6.3, F:7.7

	C' C'DI	Combi		Com-			PRICE	
No.	Size of Plate Covered with Full	Single Focus I	nches	bined Equiv.	Speed	Lens	Fitted with Aluminum	Aluminum
	Aperture	Front Lens	Back Lens	Focus		Only	Volute Shutter	Compound Shutter
3	4 x 5	$11\frac{3}{16}$	$7\frac{3}{16}$	5	F:7.7	\$ 50.00	\$ 67.00	\$ 62.50
4	4 x 5	$8\frac{3}{4}$	$8\frac{3}{4}$	$5\frac{1}{16}$	F:6.3	48.50	65.50	61.00
5	$4\frac{1}{4} \times 6\frac{1}{2}$	$11\frac{3}{16}$	$8\frac{3}{4}$	$5\frac{5}{8}$	F:7	53.00	70.00	65.50
6	$4\frac{1}{4} \times 6\frac{1}{2}$	$13\frac{3}{4}$	$8\frac{3}{4}$	$6\frac{1}{8}$	F:7.7	59.50	78.00	73.50
7	$4\frac{1}{2} \times 7\frac{1}{4}$	$11\frac{3}{16}$	$11\frac{3}{16}$	$6\frac{3}{8}$	F:6.3	57.00	74.00	71.00
8	5 x 7	$13\frac{3}{4}$	$11\frac{3}{16}$	7	F:7	63.50	82.00	77.50
9	5 x 8	$16\frac{1}{8}$	$11\frac{3}{16}$	$7\frac{1}{2}$	F:7.7	74.00	92.50	91.00
10	5 x 8	$13\frac{3}{4}$	$13\frac{3}{4}$	$7\frac{7}{8}$	F:6.3	69.50	88.00	83.50
11	$6\frac{1}{2} \times 8\frac{1}{2}$	$16\frac{1}{8}$	$13\frac{3}{4}$	$8\frac{1}{2}$	F:7	80.00	98.50	97.00
12	$6\frac{1}{2} \times 8\frac{1}{2}$	$18\frac{7}{8}$	$13\frac{3}{4}$	$9\frac{1}{8}$	F:7.7	98.50	118.50	115.50
13	$6\frac{1}{2} \times 8\frac{1}{2}$	$16\frac{1}{8}$	$16\frac{1}{8}$	$9\frac{1}{4}$	F:6.3	90.50	109.00	107.50
14	7 x 9	$18\frac{7}{8}$	$16\frac{1}{8}$	10	F:7	109.00	129.00	126.00
15	7 x 9	$23\frac{1}{8}$	$16\frac{1}{8}$	$10\frac{7}{8}$	F:7.7	128.00	148.00	146.50
16	7 x 9	$18\frac{7}{8}$	$18\frac{7}{8}$	$10\frac{13}{16}$	F:6.3	126.50	146.50	143.50
17	8 x 10	$23\frac{1}{8}$	$18\frac{7}{8}$	$11\frac{7}{8}$	F:7	145.50	165.50	164.00
18	8 x 10	27	$18\frac{7}{8}$	$12\frac{3}{4}$	F:7.7	171.50	191.50	190.00
19	8 x 10	$23\frac{1}{8}$	$23\frac{1}{8}$	$13\frac{1}{4}$	F:6.3	160.50	180.50	179.00

# B. & L. Extreme Wide Angle Series V-F:18

No.	Size of Plate Covered	Equivalent Focus	Diameter of Largest Lens	Lens Only	Fitted with Aluminum Volute Shutter
1	$4\frac{1}{4} \times 6\frac{1}{2}$	$3\frac{3}{8}$	5	\$20.00	\$37.00
2	5 x 7	$4\frac{7}{16}$	16 3 8	20.00	37.00
3	$6\frac{1}{2} \times 8\frac{1}{2}$	$5\frac{9}{16}$	1/2	25.00	42.00
4	8 x 10	$7\frac{3}{16}$	9 16	31.00	48.00
5	10 x 12	838		39.00	56.00
6	11 x 14	$10\frac{1}{2}$	11 16 13 16	48.00	65.00

### Seneca Focal Plane Shutter

Patent Applied for



This shutter has met with instant recognition and has already achieved a marked success. Its main use, of course, is for the photography of life, or objects in very rapid motion. The running horse, the record-breaking auto, the flight of the golf ball, the sudden lunge of the frightened deer, can best be caught by its use. Actual experience shows that no other shutter can do the work accomplished by the Seneca Focal Plane Shutter, or approach it.

It works right in front of and very close to the plate. This fact, as well as the peculiar mechanism of the shutter, insures the distribution of light with equal intensity, upon every portion of the plate. Thus is the greatest speed of exposure, combined with the opportunity of giving the greatest volume of light on the plate in a given time, to be found in this shutter.

The speed is regulated by means of a small key that winds the driving spring, with a speed indicator above the

same. The range is from Time to  $\frac{1}{1000}$  of a second

The blind or curtain has fixed apertures, ranging from the full sized plate down to  $\frac{1}{8}$  of an inch. The shutter is instantly set for any exposure desired, by a second key; a dial indicates the size of the aperture for which the shutter is set.

The new shutter is easy to operate, perfectly jarless and requires no push cord release or bulb and tube to make the exposure and can be adapted to use in all folding plate cameras.

#### SIZES AND PRICES

Size	Weight	Dimensions	Price
4 x 5	15 Ounces	$6\frac{3}{8} \times 6\frac{3}{8} \times 1\frac{13}{16}$	\$17.00
$A 3\frac{1}{4} \times 5\frac{1}{2}$	15 "	$6\frac{7}{8} \times 6\frac{7}{8} \times 1\frac{13}{16}$	18.00
5 x 7	22 "	$8\frac{3}{8} \times 8\frac{5}{8} \times 1\frac{13}{16}$	18 00
$6\frac{1}{2} \times 8\frac{1}{2}$	25 "	$10\frac{3}{16} \times 10\frac{3}{16} \times 1\frac{13}{16}$	20.00
8 x 10	30 "	$12^{\circ} \times 12^{\circ} \times 1^{\frac{15}{16}}$	23.00

#### Shutters-Continued

# The Optimo High-Speed Shutter

(Maximum Speed, 1-300th Part of a Second)

This shutter is of a new design and guaranteed to work at the speed indicated, 1-300th part of a second. It is manufactured by one of the largest shutter manufacturers in Rochester, N. Y., for the purpose of meeting a demand for a high grade between the lens shutter of this character. The shutter leaves are five in number and



revolve in making the exposure. The leaves when opening and closing assume a star-shaped aperture, thereby giving the greatest possible illumination to the plate. Besides bulb and time exposures, it has a range of from one second to 1-300th part of a second, the latter being sufficiently fast to cover the utmost emergency; it works quietly and does not jar.

No.	Outside Diameter	Weight	Light Opening	Lens Opening	Price
1	$\frac{2_{1}^{1} \times 2_{1}^{1}}{2_{1}^{1} \times 2_{1}^{1}}$	3 oz.	3 4	1 16	\$14.00
1A	$2\frac{5}{8} \times 2\frac{5}{8}$	33 "	7/8	$1\frac{3}{16}$	15.00
2	$2\frac{7}{8} \times 2\frac{7}{8}$	47 "	1	$1\frac{3}{8}$	16.00
3	$3\frac{5}{8} \times 3\frac{5}{8}$	71 "	1 3	1 7/8	18.00
4	$4\frac{5}{8} \times 4\frac{5}{8}$	12 "	$1\frac{3}{4}$	$2\frac{3}{8}$	20.00

Size 1A especially adapted to  $3\frac{1}{4} \times 5\frac{1}{2}$  size Film Cameras.

# Bausch & Lomb Volute Shutter



Theoretically and practically, the proper place for the shutter leaves on a between-the-lens shutter is at the diaphragm point of the lens. The Volute Shutter possesses this feature, the iris diaphragm opening and closing at that point, causing the maximum illumination with a minimum motion. The

exposure is uniform, eliminating all distortion of the image This shutter does not easily get out of repair.

No.	Will Take Lenses with Opening of	Automatic Exposure	PRICES
1	1 in. $1\frac{7}{16}$ in. $2$ in.	3 sec. to $\frac{1}{150}$ sec.	\$18.00
2		3 sec. to $\frac{1}{100}$ sec.	20.00
3		3 sec. to $\frac{1}{75}$ sec.	22.00

# Shutters—Continued Shutters Fitted to Seneca Cameras

The Seneca Uno Shutter (New Model)

(Dustproof)

Adapted to the use of all ordinary lenses. It is fitted with an Iris Diaphragm and a lever indicating time and instantaneous exposures. self-setting or automatic, and may be operated by finger or Push Cord. Made



in two sizes:  $2\frac{1}{4} \times 3\frac{1}{4}$  and  $4 \times 5$ , and can be released by finger or Push Cord.

PRICE

No. 1 No. 2 \$2.00 \$3.00

The Seneca Uno Shutter....

Seneca Duo Double Valve Shutter (Dust proof) The Seneca Duo Shutter has all mechanism inclosed in the case, making it thoroughly reliable. In addition to time and bulb exposures it gives several different speeds of instan-

taneous as well as time exposures. It has an Iris Diaphragm and there are five shutter leaves, and when opening and closing assume a starshaped aperture, thereby giving the greatest possible illumination; can be released by finger or Push Cord.

#### PRICES

No. 1 Aperture	No. 2 Apertur	
$\frac{3}{4}$ -in.	1-in.	
$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5, 5 \times 7$	
\$5.00	\$6.00	

No.	3 Aperture
	$1\frac{3}{8}$ -in.
	$6\frac{1}{2} \times 8\frac{1}{2}$
	\$8.00

No. 5 Aperture 21-in. 11 x 14 \$14.00

# The Seneca Autic Automatic Shutter (Dustproof)

The particular advantage of this style of shutter is that it automatically sets itself after each exposure, and thus is always ready for use. It releases smoothly and easily and has all the speed that is required for the most The Autic Shutter, particular work. like the Duo, possesses five shutter



leaves. Can be released by finger or Push Cord. PRICES

No. 1 Aperture  $\frac{3}{4}$ -in.  $3\frac{1}{4} \times 4\frac{3}{4}$ \$7.00

No. 2 Aperture 1-in. 4 x 5, 5 x 7 \$8.00

No. 3 Aperture  $1\frac{3}{8}$ -in.  $6\frac{1}{2} \times 8\frac{1}{2}$ \$10.00

No. 4 Aperture 13-in. 8 x 10 \$12.00

#### Shutters-Continued

# The Bausch & Lomb Compound Shutter

This new combined automatic and setting shutter will be especially appreciated by photographers whose speed require-



ments are met by a between-lens shutter. An ingenious locking device prevents the making of instantaneous bulb or time exposures unless desired The steel segments of the shutter leaves form a star-shaped opening giving even illumination during the whole exposure, while an independent diaphragm is provided.

No.	Opening Inches	Maximum Speed Seconds	PRICES	No.	Opening Inches	Maximum Speed Seconds	PRICES
00 0 1 2	$\begin{array}{c} \frac{11}{16} \\ \frac{13}{16} \\ \frac{15}{16} \\ 1\frac{3}{8} \end{array}$	$ \begin{array}{c}     \hline                                $	\$12.00 12.00 15.50 15.50	4 5	$\frac{2}{2\frac{1}{2}}$	$\frac{1}{100}$	\$20.50 30.00

# Seneca Trio Shutter

The Trio is a popular-priced, non-retarding shutter, similar in appearance and construction to the Autic and Duo, but



lacking the slow instantaneous exposures. Time, bulb and three fast instantaneous exposures are given viz.,  $\frac{1}{10}$ ,  $\frac{1}{25}$ ,  $\frac{1}{50}$  part of second. Equipped with push button; iris diaphragm; the five-leaf exposure system; made of metal alloy; black enamel name plate with white letters, and can be released

by finger or Push Cord.

A reliable and efficient shutter for small hand cameras, etc.

No.	Light Aperture	PRICES
1	$\frac{3}{4}$ in.	\$4.00
2	1 "	5.00

#### Shutters-Continued

# Improved Packard Ideal Shutter

Specially Adapted for View Cameras

This Shutter has three wings, with the special advantage of

a very large opening in a very small shutter. The No. 5 is adapted for "time" work only. The No. 6 is the same as the No. 5 with the exception of an "instantaneous" arrangement included for making snap shots. There is no jar or vibration, and as listed, bulb and tubing are included. This



shutter can be used very nicely back of the lens.

New	G G':	Outside	Diameter	PRI	CES
Improved View	Camera City View	Dimensions Inches	Opening Inches	No. 5.	No. 6
5 x 7		31/4	$-\frac{1\frac{1}{2}}{}$	\$4.00	\$5.50
$6\frac{1}{2} \times 8\frac{1}{2}$	5 x 7	$3\frac{1}{2}$	$1\frac{3}{4}$	4.00	5.50
8 x 10	$6\frac{1}{2} \times 8\frac{1}{2}$	4	2	4.00	6.00
11 x 14	8 x 10	5	$\begin{array}{c} 2\frac{3}{4} \\ 3\frac{1}{4} \end{array}$	5.00	6.50
	11 x 14	6	$3\frac{1}{4}$	5.00	6.50
	14 x 17	$7\frac{1}{2}$	4	5.50	7.00
	17 x 20	$7\frac{1}{2}$	4	5.50	7.00
Size for all View C	Competitor ameras	$4\frac{1}{2}$	$2\frac{1}{4}$	4.50	6.00

# The Studio Shutter

This shutter is absolutely noiseless, as it has rubber cushions at all points of contact in the mechanism. This shutter is a between the lens shutter and is handsomely finished in brass with transparent lacquer. The shutter itself acts as a diaphragm and can be set at any desired opening, and also at full aperture for focusing purposes.



No. of Shutter	Outside Diameter	Light Opening	Will fit Series A Portrait Lenses as follows:	PRICES
1	$3\frac{1}{2}$ in.	$2\frac{1}{16}$ in.	No. of Lens, 3	\$10.00
2	41 "	$2\frac{7}{16}$ "	" " 4	12.00
3	47 "	2 15 "	" " " 5	14.00
4	5 7 "	31 "		16.00
5	$6\frac{7}{8}$ "	41 "		18.00

# Seneca Simplex Double Plate Holder

Patented Light Trap and Wooden Bar (Patented)



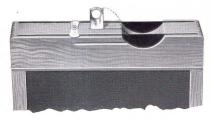
Simplex Other Holders
Showing how Slides are easily broken

The SIMPLEX Plate Holder has the new style of slide, one without the abominable wooden handles which are constantly breaking and causing annoyance. Either end of the slide may be used to designate that the plate has been exposed. It is only necessary to insert the slide so the "E" will

show at the thumb notch, and, when unexposed, the slide may

be turned so the "E" will not be visible at the thumb notch.

The SENECA SIM-PLEX Plate Holder has a patented light trap and wooden bar for holding the plate. The holder is no longer than the old style with slide handles, but there is increased protection



with slide handles, but there keeping the slides in place, also the lever device for lifting the holder in and out of carrying case.

from light by reason of the increased width of the shoulder.

#### PRICES

	1912 Model	3-A Model			
34 x 44	$3\frac{1}{4} \times 5\frac{1}{2}$	$3\frac{1}{4} \times 5\frac{1}{2}$	4 x 5	$4\frac{1}{4} \times 6\frac{1}{2}$	5 x 7
\$1.00	\$1.00	\$1.00	\$1.00	\$1.25	\$1.25

In ordering Plate Holders in the  $3\frac{1}{4}$  x  $5\frac{1}{2}$  size be sure and specify whether they are to be the 1912 or 3-A model.

#### SIMPLEX Plate Holder-for Graflex and Reflex

PRICES			
	$3\frac{1}{4} \times 4\frac{1}{4}$	4 x 5	5 x 7
Natural Finish	\$1.50	\$1.50	\$1.75
Ebony "	2.00	2.00	2.50

# Seneca Regular Plate Holders

(Double with Patented Light Trap and Steel Spring Bar)

All Seneca Plate Holders are made from seasoned cherry, and the grooves are accurate and smooth, insuring perfect freedom of action. To load the plate holder, rest the end of the plate against the spring-bar in the holder. Press back the bar with the finger and the plate

falls in place.

Unless otherwise specified, we equip all plate holders with black pressboard slides, which have been especially prepared by us to withstand changes of temperature and to prevent warping and swelling.

3A

1912



#### PRICES

 $3\frac{1}{2} \times 3\frac{1}{2} \dots \$ .60$   $3\frac{1}{4} \times 4\frac{1}{4} \dots \$ .60$   $4 \times 5 \dots \$ .60$   $5 \times 7 \dots \$ .80$ 

# Seneca Improved Double Plate Holder

(With Patented Light Trap and Wooden Bar for Holding Plate)
The Seneca Improved Holder has a spring wooden bar device for reloading, also the slides are rubbed and polished.

#### PRICES

Model Model 31 x 31  $3\frac{1}{4} \times 4\frac{1}{4} \quad 3\frac{1}{4} \times 5\frac{1}{2}$  $3\frac{1}{4} \times 5\frac{1}{2}$ 4 x 5  $4\frac{1}{4} \times 6\frac{1}{2}$ 5 x 7  $6\frac{1}{2} \times 8\frac{1}{2}$ 8 x 10 10 x 19 \$ .80 \$ .80 \$ .80 \$ .80 \$ .80 \$1.00 \$1.00 \$1.50 \$1.75 \$3.00

#### Special Sizes, Improved Holder

In ordering Plate Holders in the  $3\frac{1}{4}$  x  $5\frac{1}{2}$  size be sure and specify whether they are to be the 1912 or 3-A Model.

$4 \times 5$ size Holders made to take $3\frac{1}{4} \times 4\frac{1}{4}$ size Plates\$ .80
4 x 5 size Holders made to take 9 x 12 cm. size Plates
$5 \times 7$ size Holders made to take $4\frac{1}{4} \times 6\frac{1}{2}$ size Plates
$5 \times 7$ size Holders made to take $4\frac{3}{4} \times 6\frac{1}{2}$ size Plates
5 x 7 size Holders made to take 13 x 18 cm. size Plates 1.00

NOTE—Every Seneca plate holder is carefully tested and fitted to Seneca Cameras, they cannot possibly leak light. Seneca Cameras are guaranteed only when Seneca holders marked "Made by Seneca Camera Mfg Co." are used. Our Cameras not guaranteed if operated with imitation holders.

# English Book Style of Plate Holder

This is the regular English form of holder, has many advantages, and is especially adapted for sizes larger than 8 x 10. The two sides are hinged and open like a book when placing or displacing the plates.

10 x 12 size Holders with Press-board Slides	\$4.00
11 x 14 size Holders with Press-board Slides	4.00
14 x 17 size Holders with Press-board Slides	5.00
16 x 20 size Holders with Press-board Slides	7.00
17 x 20 size Holders with Press-board Slides	7.00

#### Holder Slides

Size of Holder	Pı	RICES	Size of Holder	PRICES					
	Press-board	Hard Rubber	Size of Holder	Press-board	Hard Rubber				
$3\frac{1}{4} \times 4\frac{1}{4}$	\$ .10	\$ .20	8 x 10	\$ .35	\$ .65				
$3\frac{1}{4} \times 5\frac{1}{2}$	. 15	. 25	11 x 14	.50	1.50				
4 x 5	. 15	. 25	14 x 17	.75	2.50				
$4\frac{1}{4} \times 6\frac{1}{2}$	. 20	. 35	16 x 20	1.00	4.00				
5 x 7	. 20	. 35	17 x 20	1.00	4.00				
$6\frac{1}{2} \times 8\frac{1}{2}$	. 25	. 50							



Finder Open, Ready for Work



Finder Folded and Closed

#### Seneca Direct View Finders

In these Finders, the image appears right side up and corresponds exactly with the plate. The Seneca Direct View Finders are easily attached to the Cameras; they are removable and collapsible, and possess a patented disappearing mirror reflector.

INCES	
No. 1, for Cameras up to 4 x 5 size	\$2.50
No. 2, for 5 x 7 Cameras	3.00
No. 3. for $6\frac{1}{9} \times 8\frac{1}{9}$ and $8 \times 10$ Cameras	3.50

# The New Seneca Film Pack Adapter

(Hingeless) For Daylight Loading Film Packs (Patented)

SENEGA
ADAPTER
(Jlingless)
for baylight loading
Film Packs
12 Exposures

This adapter is interchangeable with the plate holders.

The use of the Seneca Adapter (hingeless) for daylight loading Film Packs gives the added advantage of being able to use the ground glass for focusing purposes while using film for exposures. The slide having been inserted, the Adapter may be removed from the camera and the ground glass placed in position. After the image has been sharply focused, the Adapter is replaced in

the camera. Made of polished cherry and aluminum.

		PRICES		
		1912 Model	3-A Model	
$3\frac{1}{4} \times 4\frac{1}{4}$	4 x 5	$3 \times 5\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$	5 x 7
\$1.00	\$1.25	\$1.25	\$1.25	\$2.00

# Seneca Complete Developing and Printing Outfits

These outfits contain all the necessary apparatus, chemicals and material for the developing and fixing of plates, also for the printing, toning and mounting of prints. We guarantee everything



contained in these outfits to be of the best quality. The total value of each outfit greatly exceeds the price listed.

The following is a list of the items contained in the outfits:

- 2 Japan Trays
- 1 Ruby Lamp
- 1 Printing Frame
- 2 Developing Powders
- 1 Dozen Card Mounts
- 1 Package Hypo

- 1 Four-ounce Measuring Glass
- 1 Dozen Sensitized Printing Paper
- 1 Print Roller
- 1 Manual of Instructions
- 1 Exposure Meter

#### PRICES

No. 1 Outfit as above, for $3\frac{1}{4} \times 4\frac{1}{4}$ , $4 \times 5$ or $3\frac{1}{4} \times 5\frac{1}{2}$ size material No. 2 Outfit as above, for $5 \times 7$ or $4\frac{1}{4} \times 6\frac{1}{2}$ size material	$\$1.50 \\ 2.50$
In ordering mention size required	

# Amateur Photographic Manual of Photography Self Taught

The Amateur Photographer's Manual will enable any one, without previous experience, by simply following the instruc-



tions contained in the Manual, to quickly become proficient in photography in all its branches. It carefully explains how to operate the camera, develop the plate or film, tone and mount the prints. It explains, also, how to take flashlights, groups, landscapes and instantaneous work.

Over 300,000 copies of this book have been sold since its introduction, due entirely to its merits.

#### PRICE

Amateur Photographic Manual of Photography Self Taught...... \$. .20

# Seneca Printing Frames

Prices Amateur Frames (Piano Hinge)



$2\frac{1}{2}$	x	$2\frac{1}{2}$									×		\$ . 20
$3\frac{1}{2}$	X	31									×		.20
$3\frac{1}{4}$	X	$4\frac{1}{4}$										÷	.20
$3\frac{1}{4}$	X	$5\frac{1}{2}$	(	P	c	S	t	(	1	u	rc	1)	. 25
$3\frac{5}{8}$	X	6.											. 25
4	X	5											. 25
$4\frac{1}{4}$	X	$6\frac{1}{2}$				×			c	è			. 30
5	X	7								٠			. 35



#### Prices Professional Frames (Piano Hinge)

31/4	X	$4^{\frac{1}{4}}$					\$.	50	8	3 x	10			\$	.7	5
4	X	5	×					50	10	) x	12	 	 Į.	1	. 5	0
$3\frac{1}{4}$	X	$5\frac{1}{2}$						50	11	l x	14			2	2.0	0
$3\frac{5}{8}$	X	6						50			17			9	2.8	0
$4\frac{1}{4}$	X	$6\frac{1}{2}$						60			20			4	. 0	0
5	X	7						50			20			4	. 0	0
5								70	18	3 x	22	 		4	. 0	0
$6\frac{1}{2}$	X	81						70			24			E	6.0	0

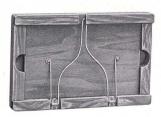
#### The Quick Print Frame

(Patent Applied For)

For Gaslight or Developing Paper

Look at the picture and you will see all there is to the Quick Print Frame at a glance: light, strong, durable, con-

venient. Those are the words that describe it. The Quick opens like a book and shuts as easily,—opens all at once, not in two sections. No



springs to adjust or fussy ears to keepfrom bending.

the Quick Frame is a three-ply panel made in one piece. It is held in place by a powerful actuating spring which a gentle movement of the thumb easily dislodges. The back is instantly released and the print which is wholly disclosed to view, may be quickly removed.

back of

#### Prices Quick Print Frames

	. 25
5 x 7	.35

#### Premo Film Packs

Twelve exposures in each pack.

Size	Prices	Size	Prices	Size	Prices
$1\frac{3}{4} \times 2\frac{3}{8} \dots$	. \$ .25	$3\frac{1}{4} \times 4\frac{1}{4} \dots$	\$ .70	4 x 5	\$ .90
$2\frac{1}{4} \times 3\frac{1}{4} \dots$				5 x 7	1.60
$2\frac{1}{2} \times 4\frac{1}{4} \dots$	50	$3A \left(3\frac{1}{4} \times 5\frac{1}{2}\right)$	.80		

#### **Brushes**

Handy for mounting prints and for use in the dark room.

PRICES	1-in.	2-in.
Bristle Metal Bound Brush for pasting	\$ .15	\$ .25
Camels Hair Metal Bound for dusting plates and plate holders	. 25	.50



#### Card Mounts

The Card Mounts that we offer have proven to be the most satisfactory. We offer but one grade, which is carefully selected by us and the quality of the card stock is guaranteed. The color is plain scotch gray which sets off nicely any print mounted upon it.

		PRICES		
No.	Outside Dimensions	For Prints	Per Dozen	Per 100
100	5 x 5	$3\frac{1}{2} \times 3\frac{1}{2}$	\$ .12	\$ .80
101	$4\frac{3}{4} \times 5\frac{3}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	.12	.80
102	$5\frac{1}{2} \times 6\frac{1}{2}$	4 x 5	. 15	.85
103	$4\frac{3}{4} \times 7$	$3\frac{1}{4} \times 5\frac{1}{2}$	.18	.90
104	$6\frac{1}{2} \times 8\frac{1}{2}$	5 x 7	.20	1.30

## Focusing Cloth

Our Focusing cloth is made from the best gossamer material, light in weight, light-tight and water-proof. Each cloth is one yard square. Price each, 40 cents.

Lens Boards for Hand and View Cameras	Prices
For Hand Cameras up to and including 5 x 7, except Stereo	\$ .35
For Hand Cameras larger than 5 x 7	. 50
For Stereo Cameras	.50
For View Cameras up to and including 8 x 10 size	. 50
For View Cameras larger than 8 x 10 size	.80

# Seneca Measuring Glass

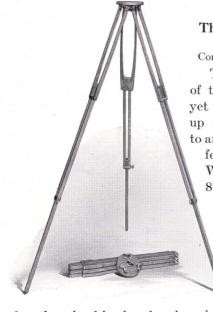
(Necessary for Every Dark Room)



Seneca Print Roller															
16 ounce												•			.25
8 ounce															.15
4 ounce															\$ .10
				-	•	_		(	_	_		-			

(With Rubber Roller)





# **Tripods**

# The Compact Tripod (Wood Top)

Combined Sliding and Folding

The Compact Tripod is one of the most convenient forms yet devised. It is quickly set up for use, can be adjusted to any desired height and is perfectly rigid; made of ash. When extended it is 4 feet 8½ inches long, while it is but 22¾ inches in length when folded or closed. The top is so made that the legs, when adjusted, are practically locked, avoiding any possibility of

their becoming detached

after the tripod is placed and ready for us.

Style	Size of Camera	Weight	Prices
No. 2	5 x 7 and sma	ller 38 oz.	\$2.50
" 21/2	$6\frac{1}{2} \times 8\frac{1}{2}$ "	" 3 lb. 2 oz.	3.00
" $3\frac{1}{2}$		" 4 lb. 13 oz.	4.00

# Special Compact Tripod (Wooden Top)

In design and construction this tripod is similar to the regular compact tripod. It is constructed of ash and the trimmings are made of brass. The head is detachable. Dimensions: extended, 57 inches. Dimensions: folded,  $22\frac{3}{4}$  inches. Weight, 27 ounces.

#### PRICE

Special Compact Tripod..... \$2.00



# Special Sliding Tripod (Metal Top)

This is a light sliding tripod and is made of spruce, and in one size only; suitable for cameras up to  $5 \times 7$  in size. The tripod is made in two sections, the lower half sliding into the other. When closed it measures  $30\frac{1}{4}$  inches and when extended  $56\frac{3}{8}$  inches. Weight, 20 ounces.

#### PRICE

Sliding Tripod..... \$ .80

# Seneca Sliding Tripod (Wood Top)

This Sliding Tripod is one of the most simple and improved tripods in use to-day. The legs are made in three parts, rendering very firm support. The top is of wood, covered with cloth.

It is very rigid. The legs are fastened at the top, leaving the tripod always together and complete.



No	Length When Extended Inches	Length When Closed Inches	Style	Size of Camera	PRICES
0	$56\frac{1}{4}$	$30\frac{3}{4}$	No. 0	5 x 7	\$2.00
1	$56\frac{1}{4}$	$30\frac{3}{4}$	No. 1	$6\frac{1}{2} \times 8\frac{1}{2}$	2.00
2	60	$32\frac{1}{2}$	No. 2	8 x 10	2.50
3	$59\frac{1}{2}$	$32\frac{1}{2}$	No. 3	11 x 14	3.00
4	$58\frac{1}{2}$	33	No. 4	17 x 20	4.00

# Seneca Metal Tripods

(Imported)

The prevailing demand for extremely compact tripods embracing pronounced rigidity, coupled with light weight, has prompted the introduction of the Seneca Metal Tripods.



These tripods are made from the best quality brass tubing, highly polished, the upper, or top section being black enamel with heavily nickel plated heads, with the exception of No. 250 which is made of nickeled steel sections with upper tube and head of black enamel. Each section locks automatically when drawn out. To close, simply press the top catches and the remaining sections

will automatically release and telescope. Added strength is found in the double catch at each locking point, featured in the entire assortment. Any particular part can be

easily removed for repairs, should the occasion arise.

The finest quality of material and best workmanship prevails throughout the entire assortment.

No.	Sections	Length Closed	Length Extended	Weight	Price
250	3	$15\frac{1}{4}$ in.	$39\frac{1}{4}$ in.	14 oz.	\$1.50
300	3	17 "	43 "	14 "	1.75
400	4	16 "	49 "	20 "	2.25
500	5	15 "	$53\frac{1}{2}$ "	24 "	2.75

# The Seneca Scale

No Complex Parts



This scale has been especially constructed by us to cover the whole range of photographic work. It is supplied with a set of drachm, scruple and grain weights and a complete set of

avoirdupois weights from one-sixteenth up to two ounces.

PRICE	
The Seneca Scale	\$3.00

# Kits to Fit Any Holder

Kits make it possible for one to use smaller plates in a plate holder. Our Kits are made from selected wood and are thoroughly kiln dried.

#### PRICES



$4 \times 5 - 3\frac{1}{2} \times 3\frac{1}{2}, 3\frac{1}{4} \times 4\frac{1}{4}, 3\frac{1}{4} \times 4 \dots$	\$ .20
$5 \times 7 - 3\frac{1}{2} \times 3\frac{1}{2}, 3\frac{1}{4} \times 4\frac{1}{4}, 4 \times 5, 3\frac{1}{4} \times 5\frac{1}{2} \dots$	. 25
$5 \times 8 - 4 \times 5$ , $4\frac{1}{4} \times 6\frac{1}{2}$ , $3\frac{1}{4} \times 4\frac{1}{4}$ , $3\frac{1}{4} \times 5\frac{1}{2} \dots$	. 25
$6\frac{1}{2} \times 8\frac{1}{2} - 3\frac{1}{4} \times 4\frac{1}{4}, 4 \times 5, 3\frac{1}{4} \times 5\frac{1}{2}, 4\frac{1}{4} \times 6\frac{1}{2}, 5 \times 7$	. 30
$8 \times 10 - 4 \times 5$ , $3\frac{1}{4} \times 5\frac{1}{2}$ , $4\frac{1}{4} \times 6\frac{1}{2}$ , $5 \times 7$ , $5 \times 8$ ,	
$6\frac{1}{2} \times 8\frac{1}{2}$	.40
$11 \times 14 - 6\frac{1}{2} \times 8\frac{1}{2}$ , $8 \times 10$ , $10 \times 12 \dots$	.50

# The Seneca Exposure Meter

Just the Thing for the Beginner

The Seneca Exposure Meter is the most upto-date, handy and reliable meter ever offered. It tells the exact exposure to give under every condition of light and subject; also every size of stop and for all the leading makes of plates and films. Meter measures  $4\frac{3}{4} \times 2\frac{1}{2}$  inches. Just fits the pocket. Made of Cardboard.

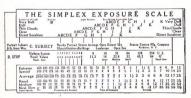


#### PRICE

The Seneca Exposure Meter (postage paid).....\$.25

# Simplex Exposure Scale

Simplicity and absolute accuracy is embodied in the Simplex Exposure Scale. It determines the correct exposure



required on all the principal photographic plates or films during any month, hour or condition of light for any subject. Complete and explicit instructions are printed on each Scale; all complicated

reference tables having been eliminated. Made of aluminum, size two by four inches.

# Trays



(Japanned Chemical Proof)

#### **PRICES**

 For 4 x 5 Plates or Films.
 \$ .15

 For  $3\frac{1}{4}$  x  $5\frac{1}{2}$  Plates or Films.
 .20

 For 5 x 7 Plates or Films.
 .25

# Seneca Insulate Trays

These trays are designed upon entirely new and original ideas wholly different from the usual composition product. As



shown by the illustration, they possess a decided advantage by the "antisplash" rim, serving to retain the solution within the tray when rocking in development.

They are made of a hard rubber substitute, one piece moulded of unusual hardness, highly polished, giving a most durable chemical and acid resisting tray of great merit.

Each size is individually Cartoned.

#### PRICES

4 x	5.								×		×						6	3	.20
4 x	6.									v						·			. 25
5 x																			.35
5 x																			.38
7 x																			.50
8 x																			.75

# Seneca Steel Enameled Trays

(Triple Coated)

Durability and strength mark these trays as the most desirable for all practical

purposes.

They are one piece stamped from the best sheet steel, triple coated with the finest quality white porcelain enamel



having blue enamel rim. These trays offer a most superior chemical and acid resisting product, for either cold or heated solutions.

Full Size	For Plate	Depth	Price Each
$4\frac{1}{2} \times 5\frac{3}{4}$	4 x 5	$1\frac{1}{4}$	\$ .25
$4\frac{1}{4} \times 6\frac{1}{8}$	4 x 6	$1\frac{1}{4}$	. 25
$5\frac{1}{2} \times 7\frac{3}{4}$	5 x 7	$1\frac{3}{8}$	.50
$5\frac{3}{4} \times 9$	5 x 8	$1\frac{1}{2}$	.60
$7\frac{3}{4} \times 10$	$6\frac{1}{2} \times 8\frac{1}{2}$	$1\frac{1}{2}$	.75
9 x 11	8 x 10	$1\frac{5}{8}$ $1\frac{5}{8}$	1.00
$10\frac{3}{4} \times 13$	10 x 12	$1\frac{5}{8}$	1.50
$12\frac{3}{4} \times 15\frac{1}{2}$	11 x 14	2	2.00
$13\frac{1}{2} \times 17\frac{1}{2}$	12 x 16	2	2.60
$15 \times 17\frac{3}{4}$	$14 \times 17$	$2\frac{1}{4}$	3.75

#### Seneca Removable Rack Wash Box

Perfectly washed plates are essentially necessary to good



negatives. Great convenience is found in the Seneca Removable Rack Wash Box by being able to remove the rack to permit loading the plates for washing.

The construction of the Box insures thorough and quick washing, from the fact the water is fed to the bottom of the box with a top overflow.

After washing the plates, the loaded rack can be removed and used as a drying rack.

Made of good substantial zinc, compact and most efficient. Holds twelve 5 x 7 or twenty-two 4 x 5 plates.

Price each . . . . . . . . . . . . \$ .7.

# Seneca Camera Dressing

A most satisfactory, permanent water-proof dressing for refinishing all leather parts of cameras, carrying cases and leather goods generally. It gives an unusual newness to all black leather products. Easily applied with soft cloth or brush. Full instructions accompany each bottle. Will not deteriorate or be affected by climatic changes.

Price of 4 ounce bottle..... \$ .25



# Seneca Push Cord Release



Unusual advantages are found in the Push Cord Release over the bulb and tube. They give perfect shutter control in exposure without creating the slightest vibration, and eliminate all possible chance of pumping dust into the shutter.

Made of carefully tested cabled wire with finely woven flexible covering. They occupy no appreciable space, most durable and easily attached. Made for shutters listed in this catalogue only.

Price \$ 50

# Seneca Trimming Board

(Insures Perfect Trimming of Prints)

The SENECA Trimming Boards are made with adjustable spring attachment holding the blade upraised ready for instant use. No other trimmer provides this feature. These trimmers are guaranteed first quality and satisfactory for accurate work. Each size is fitted with a measuring rule affording accuracy in trimming, the blade being carefully adjusted to cut clean, sharp edges.



Offered in 3 sizes:	Prices
No. 1 SENECA—Diamond Trimmer 6 inch blade	\$1.20
No. 2 SENECA—Dandy Trimmer 8 inch blade	2.05
No. 3 SENECA—Studio Trimmer 10 inch blade	3.00



#### Seneca Lithoak Frame

For Post Cards and Snap Shots

No wire or cord necessary for hanging. A neat hanger is attached. Each frame comes neatly packed in box with directions for inserting card.

#### PRICES

Seneca Lithoak Frame, each	\$ .10
Seneca Lithoak Frame, per dozen	1.20

Tank—Tray Thermometer

Combining the most efficient Thermometer of the highest standard, for either tank or tray use.

Being made of brass heavily silver plated renders them non-corroding. The two holding springs are of sufficient size to permit use on any ordinary tray in addition to the hook adjustment for hanging in the tank, coupled with opening to hang up when not in ser-



vice, and offering unique combinations not found in any Thermometer ever offered.

Price each..... \$ .50

#### **Negative Racks**

Will hold any size negative, and fold up flat when not in use.

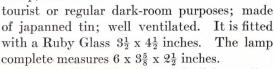
#### PRICES

No. 1—Holding	12 negatives	.20
No. 2—Holding	24 negatives	. 25



# Seneca Candle Lamp

This is a neat and compact Ruby Lamp, suitable for



It is provided with cup for night-light candles.

#### PRICES

Seneca Candle Lamp	\$ .25
Candles per dozen	.40
Candles per gross	4.00

# Seneca Lamp

(For Oil)

This lamp is fitted with both orange and ruby glass to insure perfect safety in handling the most highly sensitized film or plate. Proper ventilation is provided to obviate smoking and going out. Filled from outside, not requiring to remove burner. Price 60 cents.



# Seneca Ray Screen

This screen is of great assistance in producing cloud effects in out-door photography. By the use of this screen a more equal exposure can be obtained of sky, clouds and landscape, thus bringing out the details of subject without losing the cloud effect. This ray screen is of selected ground and polished glass, corrected optically.



Size of Camera	Outside Diameter	Diameter of Lens	PRICES
No. 1	$1\frac{1}{2}$ inch	1 <sup>1</sup> / <sub>4</sub> inch	\$1.00
No. 2	2 "	1 3 "	1.25
No. 3	31 "	2 7 "	1.50

# Seneca Photo Optical Outfit





This outfit consists of four Lenses, one Ray Filter and one Duplicator, highly nickled mounting, furnished complete in a plush lined leather covered case. They are made to slip over the lens hood and are fitted with adjustable springs. The combinations will be supplied separately when desired.

#### **PRICES**

Outfit complete for $4 \times 5$ and $5 \times 7$ , diameter of lens $1\frac{5}{16}$ inches \$	4.00
Enlarging and Copying Lens	.80
Wide Angle Lens	.80
Portrait Lens	.80
Tele Photo Lens	.80
Ray Filter	.80
Duplicator	.40

Any three of the above Supplementary Lenses and Duplicator, making four in all, furnished in neat case. Price \$2.75.

Any two of the above Lenses and Duplicator, making three in all, furnished in neat case. Price, \$2.00.

#### Seneca Carrying Case

We furnish cases in solid leather and also imitation leather. Both styles are neat in appearance, well finished, and are fitted with nickel catch, leather handle and rings for shoulder strap.



Style of Camera Made to carry Camera and extra Plate Holders	3½ x 4½	3½ x 5½ 4 x 5	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$
Seneca Pocket Camera—leatheret	\$1.50	\$1.50	\$2.00	
Seneca No. 6—leatheret		1 75	2 50	
Seneca Pocket Camera—Solid leather	3.00	3.50	5.00	
Seneca Nos. 7 to 9—leather		4.00	5.00	\$6.50

Carrying Cases for Roll Film Senecas listed under respective cameras.

56 in. length 66 in.

#### Canvas Cases for View Cameras

To Carry	Style	5 x 7	6½ x 8½	8 x 10	11 x 14	14 x 17	17 x 20
" " "			\$2.25 3.00				
Camera, Holders, Tripod and Lens		3.50	4.00	4.50	7.50	Mak	Not Made

# Seneca Photographic Papers

These sensitized papers have met with marked recognition from photographic authorities and general expressions of approval from amateurs and professionals in every section of the country. They are among the important advances recently made in the manufacture of photographic accessories.

The uncertainty of results, together with the many imperfections that characterized the older products, have long been

known. The success that has attended the Seneca paper is then the more gratifying to the photographer and the manufacturer as well. The Seneca papers are the result of diligent and painstaking effort



expended in endeavoring to overcome difficulties that have always been recognized as incident to the manufacture of sensitized materials.

Our experience has convinced us that the qualities of excellence so noticeable in the Seneca papers are due quite as much to the care exercised in their manufacture as to the materials and formula employed. Used in connection with such a perfectly constructed camera as the Seneca, this paper never fails to yield ideal results.

Seneca papers require no special treatment in developing or toning.

Size of Camera	SENECA GLO	ssy—A Print	ing Out Paper	Seneca Matte, Semi Matte and Glossy—A Developing Paper		
Size of Camera	Doz.	2 Doz.	Gross	Doz.	½ Gross	Gross
$3\frac{1}{2} \times 3\frac{1}{2}$	\$ .10	\$ .18	\$1.05	\$ .12	\$ .60	\$1.20
$3\frac{1}{4} \times 4\frac{1}{4}$	.10	.18	1.05	.12	.60	1.20
4 x 5	. 12	. 22	1.10	.15	.75	1.50
$3\frac{1}{4} \times 5\frac{1}{2}$	.12	. 22	1.10	. 15	.75	1.50
$3\frac{7}{8} \times 5\frac{1}{2}$	.18		1.25	. 15	.75	1.50
$4\frac{3}{4} \times 6\frac{1}{2}$				. 25	1.35	2.70
5 x 7	. 27	1.45	2.40	.30	1.50	3.00
5 x 8	. 27	1.60	2.70	.30	1.65	3.30
$6\frac{1}{2} \times 8\frac{1}{2}$	.40	2.15	3.80	.50	2.50	5.00
7 x 9	.45	2.50	4.50	. 55	2.90	5.80
8 x 10	. 54	3.15	5.85	.60	3.25	6.50
10 x 12	.81	4.75	9.00	.90	4.85	9.70
11 x 14	1.08	6.30	11.70	1.20	6.50	13.00
14 x 17	1.62	9.45	18.00	1.90	10.00	20.00
16 x 20	2.16	12.60	24.30	2.40	12.90	25.80
20 x 24	3.15	18.45	36.00	3.60	19.25	38.50

The surfaces of Seneca papers are a triumph of photographic chemistry.

# Photographic Papers, Film, Dry Plates and Chemicals

#### Defender Argo Paper

In ordering be sure and mention the degree of contrast and surface desired.

Argo—A Developing (Gaslight) Paper

Five surfaces: Matte, Gloss, Velours, Rough and Buff; three emulsions: Hard, Normal and Soft. One price for double or single weight; combines brilliancy, depth of tone and rich detail with a good speed and unequalled latitude. For the use of either professional or amateur.

#### PRICES

Size	Doz.	Gross	Size	Doz.	Gross
$3\frac{1}{2} \times 3\frac{1}{2}$	\$ .12	\$1.20	$6\frac{1}{2} \times 8\frac{1}{2}$	\$ .50	\$ 5.00
$3\frac{1}{4} \times 4\frac{1}{4}$	.12	1.20	7 x 9	. 55	5.80
4 x 5	.15	1.50	8 x 10	. 60	6.50
$3\frac{7}{8} \times 5\frac{1}{2}$	.15	1.50	10 x 12	.90	9.70
4 x 6	.15	1.50	11 x 14	1.20	13.00
5 x 7	.30	3.00	14 x 17	1.90	20.00
5 x8	.30	3.30	16 x 20	2.40	25.80
			20 x 24	3.60	38.50

10-foot Rolls, 20-in. wide, \$1.35 10-foot Rolls, 40-in. wide, \$2.70 10-yard Rolls, 20-in. wide, \$4.00 10-yard Rolls, 40-in. wide, \$8.00

Argo is furnished also in half gross packages at one-half the gross price.

# Defender Disco Paper

Disco Gloss—A Gelatine Printing-out Paper

#### PRICES

Size	Doz.	2 Doz.	Gross	Size	Doz.	½ Gross	Gross
$3\frac{1}{2} \times 3\frac{1}{2}$	\$.10	\$ .18	\$1.05	$6\frac{1}{2} \times 8\frac{1}{2}$	\$.40	\$ 2.15	\$ 3.80
$3\frac{1}{4} \times 4\frac{1}{4}$	.10	.18	1.05	8 x 10	.54	3.15	5.85
4 x 5	.12	.22	1.10	10 x 12	.81	4.75	9.00
$3\frac{7}{8} \times 5\frac{1}{2}$	.18		1.25	11 x 14	1.08	6.30	11.70
5 x 7	.27	1.45	2.40	14 x 17	1.62	9.45	18.00
5 x 8	.27	1.60	2.70	16 x 20	2.16	12.60	24.30
				20 x 24	3.15	18.45	36.00

10-foot Rolls, 20-in. wide, \$1.10

10-yard Rolls, 20-in. wide, \$3.20

Full directions for working Defender papers are enclosed in every package, including formulae and hints regarding light, exposure and development.

#### Photographic Papers, Film, Dry Plates and Chemicals Continued

# The Defender Vulcan Dry Plate

The Defender Vulcan Dry Plate is a plate of general utility, that may be used by the amateur and professional alike successfully under all conditions. It is rapid enough for all ordinary requirements, does not soften or frill in the hottest of weather, is clean and exceptionally fine grained. Made in all of the popular sizes.

Size of Camera	Price - Per Dozen	Size	Price Per Dozen	Size	Price Per Dozen
$3\frac{1}{2} \times 3\frac{1}{2}$	\$ .40	$4\frac{1}{4} \times 6\frac{1}{2}$	\$ .90	8 x 10	\$2.40
$3\frac{1}{4} \times 4\frac{1}{4}$	.45	5 x 7	1.10	10 x 12	4.20
$3\frac{1}{4} \times 5\frac{1}{2}$	. 65	5 x8	1.25	11 x 14	6.00
4 x 5	. 65	$6\frac{1}{2} \times 8\frac{1}{2}$	1.65	$14 \times 17$	9.00

#### Defender Orthochromatic Dry Plates

This plate is strongly recommended to all who want a little more fidelity in the rendering of colored objects than the usual plates will give.

Prices—same as Vulcan given above.

# Defender Orthochromatic Non-Halation Dry Plates

This is the Defender plate De Luxe, possessing all the advantages of the plain Orthochromatic plate and, in addition, prevents halation. The use of this plate enables one to photograph subjects of great contrast without difficulty. It is invaluable for working against the light, making portraits with a window background and for interior work generally.

Size of Camera	Price Per Dozen	Size	Price Per Dozen	Size	Price Per Dozen
$\begin{array}{c} 3\frac{1}{2} \times 3\frac{1}{2} \\ 3\frac{1}{4} \times 4\frac{1}{4} \end{array}$	\$ .50 .55	5 x 7 5 x 8	\$1.40 1.55	8 x 10 10 x 12	\$3.00 5.15
$3\frac{1}{4} \times 5\frac{1}{2}$ 4 × 5	.80	$6\frac{1}{2} \times 8\frac{1}{2}$	2.10	11 x 14 14 x 17	7.25 11.25

#### Sensitized Postal Cards

Argo Post Cards in Matte, Gloss and Velours surfaces and the same grades of emulsion as Argo Paper. Monox post cards are a bromide emulsion, manufactured in one degree of contrast, Matte and Velours surfaces, and sell for exactly the same price as Argo cards.

PRICES

Sensitized Postal Cards, per dozen	\$ .15
Sensitized Postal Cards, per gross	1.50
Sensitized Postal Cards, per 1,000.	7.00



De-Fen-Co Developer

# Defender Sepia Re-Developer

In glass tubes. Each tube contains, in separate compartments,

powders for making sixteen ounces of bleaching and redeveloping solution.

Price, per tube..... \$ .10

# De-Fen-Co Hardening Solution

For acidifying the hypo fixing bath. Keeps indefinitely without deterioration.

Four-ounce bottle, \$ .15 Eight-ounce bottle, \$ .25 Sixteen-ounce bottle, \$ .40

#### Seneca M. Q. Developing Powder

For developing Seneca, Argo, Cyko or any other developing or gas-light paper. This is a carefully prepared universal Metol Hydrochinon developer; used also in developing plates and film. Put up in paraffine lined tubes ready for use. Each tube makes 4 ounces of developer for regular papers and 8 ounces for films, plates and Bromide Papers.

#### PRICE

Six tubes, sufficient for 24 ounces ready developer..... \$ .25

# Seneca Toning Solution

For toning Seneca, Disco or any other glossy gelatine printing-out paper.

#### PRICE

In Powdered form, sufficient for 16 ounces of Solution...... \$ .25

# Hypo (Hyposulphite of Soda) PRICE

Per pound......\$ .10

# Seneca Acid Fixing Powder

A most satisfactory fixing bath for Seneca, Argo and all other developing papers, Monox and all Bromide papers; Vulcan and all other films, also Vulcan and all other dry plates.

One-lb. box, making 64 ounces solution	\$ .25	
One-half-lb. box, making 32 ounces solution	.15	
One-quarter-lb, box, making 16 ounces solution	.10	

# Bellows for Hand and View Cameras

Extra bellows will be furnished as follows:	
Size Camera	Prices
4 x 5 —Seneca No. 29	
4 x 5 —Seneca Nos. 1-2-3-30 and all Filmetts and Roll F	ilm Senecas 2.00
4 x 5 —Seneca Nos. 4-5-6-7-31-3A	2.50
4 x 5 —Seneca Nos. 32-33-8-9	
5 x 7 —Seneca Nos. 1-2-3	
5 x 7 — Seneca Nos. 4-5-6-7	3.50
o at a control of the operation of the o	
5 x 7 —Seneca Stereo B	
5 x 7 —Seneca Stereo A	
5 x 7 —Seneca No. 9	
$6\frac{1}{2} \times 8\frac{1}{2}$ —Seneca No. 8	6.00
$6\frac{1}{2} \times 8\frac{1}{2}$ —Seneca No. 9	7.00
5 x 7—New Impr'd or Camera City View. Leatheret \$4	.00, Leather 6.00
	5.00, " 7.00
	3.00, " 8.00
	3.00, " 12.00
14 18 11 1 " " " " " 10	0.00, "Not made
	2.00, " " " "
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5 x 7 —Competitor view	5.00,
$6\frac{1}{2} \times 8\frac{1}{2}$	6.50,
8 x 10 —	5.00, " 7.00
Bellows for $2\frac{1}{4} \times 3\frac{1}{4}$ , $2\frac{1}{2} \times 4\frac{1}{4}$ , $3\frac{1}{4} \times 4\frac{1}{4}$ and $3\frac{1}{4} \times 5\frac{1}{2}$ same price a	s 4 x 5 size.

# Defender Tank Developing Powders

Six sets of powders in box.

For 21	$x 3\frac{1}{4}$	$\operatorname{film} \dots$	\$ .15
For 314	$x 5\frac{1}{2}$	film	.20
For 5	x 7	film	.25



Defender Intensifier—For improving all thin or weak negatives. Builds up the image to greater density and increases contrast.

Put up in glass tubes, each \$ .05

Defender Reducer—For clearing fogged negatives and reducing the contrast of harsh negatives. For reducing overdense negatives. For clearing Lantern Slides.

Put up in glass tubes, each \$ .05

Miscellaneous Supplies

Miscellaneous Supplies	
All Milled Head Screws.	\$ .25
Bulbs and Tubes, to fit any Shutter	. 25
Blotting Paper, 19 x 24; per dozen	1.00
Fronts for 4 x 5 Folding Cameras	2.50
Fronts for 5 x 7 Folding Cameras	3.00
Fronts for Stereo Folding Cameras	3.50
Fronts for $6\frac{1}{2} \times 8\frac{1}{2}$ Folding Cameras	3.50
Glass for Seneca Lamp, Ruby or Orange	.10
Ground Glass for $4 \times 5$ Cameras, 15c.; for $5 \times 7$ Cameras, 18c; for $6\frac{1}{2} \times 8\frac{1}{2}$	
Cameras, 30c; for 8 x 10 Cameras, 50c; for 11 x 14 Cameras, 60c;	
for 14 x 17 Cameras, \$1.50; for 17 x 20 Cameras	2.00
Orange or Ruby Fabric; per sq. yd	. 60
Screws for Tripods	. 25
Shoulder Straps, 56 inches	.30
Shoulder Straps, 66 inches	.40
Tops for Seneca Tripods with screw	.75
Brilliant View Finders	1.50



#### Vulcan Orthochromatic Roll Film

Comparative tests have proven this film to be in every respect equal in quality to any other on the market. To some of the others, indeed, the Vulcan is superior. It is dependable at all times, and this makes it popular with amateurs who desire to be assured of best results.

Price List

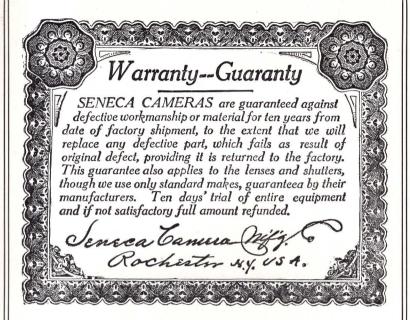
For the convenience of film purchasers we give below a table showing the sizes of Vulcan Film, and the various cameras which they will fit.

			which they will lit.		
No.	Film	Size of Picture	Cameras	6 Exp	12-Exp
254	15 in.	15 x 21 in.	Vest Pocket Kodak	20c 8 Exp	
242	15 in.	15 x 21 in.	No. 0 Folding Pocket Kodak, No. 0 Graphic	15c	
234	21 in. A	21 x 21 in.	No. 1 Brownie	15c	
240	2½ in. B	2½ x 3½ in.	No. 2 Scout No. 2 Brownie, No. 2 Folding Brownic No. 2 Buster Brown, No. 3 Buster Brown No. 1 Folding Buster Brown, V. P. Ansco and 2½ inch Ensign	20c	
210	21 in. C	2¼ x 3¼ in. 2¼ x 7 in.	No. 1 Roll Film Seneca No. 1 Folding Pocket Kodak No. 1 Panoram Kodak	20e	
232	2½ in.	2½ x 4¼ in.	No, 1A Roll Film Seneca, No. 2A Scout No. 1A F. P. K. Special, No. 1A F. P. Kodak, Ansco Junior, No. 2A Brownie, No. 1A Graflex, No. 1A Speed Kodak, No. 1A Fold. Hawk Eye, No. 2A Buster Brown, No. 2A Folding Brownie, 2½ inch Ensign	25c	50c
236	3½ in.	$3\frac{1}{4} \times 4\frac{1}{4} \text{ in.}$ $3\frac{1}{4} \times 6\frac{1}{2} \text{ in.}$	No. 3 Roll Film Seneca No. 3 F. P. K., No. 3 Fold. Weno, No. 3 Focusing Weno, Nos. 2, 4 and 6 Anseo, No. 3 Spec. Kodak, Nos. 1 and 2 Stereo Hawk Eye, No 5 Weno, No. 3 Folding Hawk Eye and Ensign	35c	70c
248	31 in. B	3½ x 4½ in.	No. 3 Scout, No. 3 Brownie, No. 3 Folding Brownie, No. 3 Bulls Eye,	35e	70e
244	3¼ in. A	3½ x 5½ in.	No. 3A Roll Film Seneca, No. 3A F.P.K., No. 9 Ansco, No. 10 Ansco, No. 3A F.P.K. Special (No. 3A Graflex) No. 3A Folding Brownie, No. 7 Weno, No. 3A Folding Hawk Eye, 3½A Ensign No. 3A Folding Buster Brown,	40c	70c 10 Exp
250	31 in. C	$3\frac{1}{4} \times 5\frac{1}{2}$ in.	No. 3A Scout, No. 3B Quick Focus Kodak, Stereo Brownie, No. 3A Ansco, No. 3B Folding Hawk Eye, No. 6 Weno,	40c	70c 10 Exp
202	3½ in.	$3\frac{1}{2} \times 3\frac{1}{2} \text{ in.}$ $3\frac{1}{2} \times 7 \text{ in.}$	No. 2 Bullet, No. 2 Bullet Special, No. 2 Bulls Eye, No. 2 Bulls Eye Special, No. 2 F.P. Kodak, No. 1 Ansco. No. 2 Flexo Kodak, No. 2 Stereo Kodak, No. 2 Weno. Nos. 3 and 4 Stereo Hawk Eye,	30c	60c
206	4 in.	4 x 5 in.	No. 4 Bullet, No. 4 Bulls Eye, No. 4 Bulls Eye Sp., No. 4 Fold. Weno, No. 4 Focusing Weno, No. 4 Panoram Kodak, No. 4 Weno, No. 3, 5 and 7 Ansco, No. 4 Bullet Sp.,	45c	75e 10 Exp
246	4 in. A	4 x 5 in.	No. 4 F. P. K., No. 4 Screen Focus Kodak, No. 4 Folding Hawk Eye	45c	90e
238	41 in.	4½ x 3½ in.	No. 3 Cartridge Kodak,	35e	70c

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All prices in this Catalogue subject to change



# **CAUTION**

THERE are many imitation plate holders offered for sale that are advertised to fit the Seneca Cameras. Be sure in purchasing our plate holders from dealers that

"Made by Seneca Camera Mfg. Company Rochester, N. Y."

is stamped on each holder. Seneca plate holders manufactured by us possess a patented light trap that prevents fogging of plates, and every one is fitted to Senecas.

CABLE ADDRESS: "SENECA ROCHESTER"
WESTERN UNION AND PRIVATE CODES

A copy of our Private Telegraph and Cable Code sent on request

FROM THE SENECA PRESS

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