# Semeca Cameras



Look for this Sign

## The Name $S \to N \to C A$

on Photographic Apparatus or Materials of Any Kind is an Absolute Guarantee of Quality.

"There is Something in the Name"

## Introduction

PHOTOGRAPHY is becoming ever an easier art. Seneca Cameras have made it so. The resources and experience of a great manufacturing establishment; the training and ingenuity of a corps of noted designers and experts have been working for a generation to simplify picture taking processes, until today all the trouble has gone out of photography, when you have at your command a Seneca Camera.

Picture taking — there is no longer need to educate people as to the pure joy of making pictures for their enlightenment and entertainment. It goes without saying that pictures appeal to the old and young alike. Newspapers and periodicals realize this fact; they are filling page after page with solid pictures, where their columns used to be made up of solid type. And so, whether you are young or old, you must experience the lure of making pictures for yourself. The day is here; the time is now.

If you are just starting in to become a photographer, perhaps after you look through this catalog, you will not be sure of making the right choice. May we suggest then that you take this catalog to your nearest Seneca dealer and ask his advice. He will be glad to show you the various Seneca models and to give you advice as to which instrument would best suit your purpose. If there is no Seneca dealer in your locality or if you prefer, write to us. We maintain here in Rochester — the camera city of the world — an expert Service Department and your every question will be answered promptly and satisfactorily.

Advanced amateurs and experts will find many ideas incorporated in present models of both hand and view cameras that are listed herewith. Improvements of substantial and sweeping character have been incorporated in these instruments, all looking towards facilitating the process of picture taking.

Lastly, you are to know that Seneca Cameras are sold on a guarantee, that the money is to be refunded if the camera is not satisfactory after ten days' trial.



## The 2, 2A and 2C Scouts

Take any standard make film cartridge

HE Seneca Box Scout is a rugged Camera that exactly suits the boy or girl and yet appeals to older people. These sturdy little Cameras take such good pictures and are so easy to operate that satisfactory results can be had just as easily by the child as by the grown-up. Pictures are easy and certain with the Scout Camera.

There is no distance to judge when making an exposure, as the Meniscus Achromatic lens is fixed focus so all that is necessary is to point the Camera at the subject, look in the view finder to see that the picture is centered and the Camera is level, and press the lever.

The reliable automatic shutter provides for either instantaneous snapshots or time exposures. Unusual convenience is found in loading the Scout Camera. The entire film chamber can be withdrawn, loaded and firmly locked in an instant. The film chamber is held in the Camera by a secure locking device.



Showing Method of Loading the Scout Cameras

These durable and inexpensive instruments are made

throughout of seasoned wood and heavy gauge metal. They are the most compact Box Cameras on the market. They are made by the same workmen who turn out the higher priced Senecas. Leatheret furnishes a waterproof as well as a durable covering. All metal parts on the exterior part of the Camera are made of brass, triple plated. The finders are accurately and securely adjusted to show exactly what objects will appear in the picture.

#### Details

No. 2 Scout for rectangular pictures $2\frac{1}{4} \times 3\frac{1}{4}$ ; No. 2A, $2\frac{1}{2} \times 4\frac{1}{4}$ ; No. 2C, $2\frac{7}{8} \times 4$	No. 2 Scout f	or rectangular	pictures 2	$\frac{1}{4} \ge 3\frac{1}{4};$	No. 2A,	$2\frac{1}{2} \times 4\frac{1}{4};$	No. 2C,	$2\frac{7}{8} \ge 4$	8
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Dimensions—No.2,  $3_{16}^3 x 4_8^1 x 5_8^3$ ; No.2A,  $3_2^1 x 5_8^3 x 6$ ; No. 2C, 41/6x63/6x61/8.

Capacity-No. 2, six exposures without reloading: No. 2A, twelve exposures without reloading;

- No. 2C, ten exposures without reloading. Weight—No. 2, 12 ounces; No. 2A, 17 ounces;
- No. 2C, 21 ounces.

Winding Key-Improved and noiseless.

Page Two

Lens-Fixed focus Meniscus first grade on No. 2, Meniscus Achromatic on No. 2A and No. 2C.

Shutter-Automatic for time or instantaneous exposures.

Diaphragm-One on No. 2 size and three on No. 2A and No. 2C.

View Finders-Two for horizontal or vertical pictures.

Film Chambers-Improved, quick loading.

Covering-Leatheret waterproof seal grain.

			Price	s				No. 2 2¼ x 3¼ No. 90	No. 2A 2½ x 4¼	$\begin{array}{c} \text{No. 2C} \\ 2\frac{7}{8} \ge 4\frac{7}{8} \end{array}$
No. 2 Scout Camera with Meniscus Ler								\$2.50	No. 91	No. 92
Nos. 2A and 2C Scout Camera with I with Instruction Book		scus A	Achron	natic	Lens,	compl	ete		\$3.50	\$5.00
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$				÷				.25		
Film Cartridge, 12 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$									.60	
Film Cartridge, 6 exposures, $2\frac{1}{2} \ge 4\frac{1}{4}$ Film Cartridge, 6 exposures, $2\frac{7}{8} \ge 4\frac{7}{8}$									.30	.45
Seneca Portrait Attachment $\therefore$	•						:	.50	.50	.50
Page Two							-	Prices inc	lude excise	war tax



## The 3 and 3A Scouts

Take any standard make film cartridge

HE amateur who wants a  $3\frac{1}{4} \ge 4\frac{1}{4}$  or  $3\frac{1}{4} \ge 5\frac{1}{2}$  picture will appreciate the simplicity and efficiency of the No. 3 and No. 3A Scout Cameras.

The angle of view in these sizes is very nearly that of the smaller sizes, consequently the image of an object at a certain distance will be proportionately larger in a larger sized picture. This enables the

Camera to show detail in this size better than in the smaller ones.

The  $3\frac{1}{4} \ge 5\frac{1}{2}$  size is always a favorite because it makes pictures the exact dimensions of a post card.

The lenses are adjusted to fixed focus and are always ready to take pictures. These lenses are carefully selected and adjusted to every instrument. The shutter is a flat metal plate and operates smoothly and efficiently. Sand and dust are kept out by a dust hood fitted close to the revolving disk.

The Camera can be loaded and unloaded in daylight. The method of loading allows the entire film chamber to be removed and every step of the operation to be visible to the eye and easy to perform. The Scout is the lighest, most compact, reliable and substantial Box Camera on the market. It is not a pasteboard toy, but is made entirely of seasoned wood and metal. The durable leatheret covering with nickeled brass trimmings gives it a handsome appearance.

The Seneca Scout is for the boy or girl. It not only teaches them an interesting art, but keeps them constantly on the alert for the beauties of nature. Its simplicity of operation makes it easy for them to get pictures on their first trials. The excellent pictures that it obtains will keep them interested, as well as providing splendid reminders of their childhood days.

Detai	1s					
No. 3, for rectangular pictures $3\frac{1}{4} \ge 4\frac{1}{4}$	inches; No. 3A, $3\frac{1}{4} \ge 5\frac{1}{2}$ (post card).					
<b>Dimensions</b> —No. 3, $4\frac{1}{2} \ge 5\frac{1}{4} \ge 5\frac{7}{8}$ inches; No. 3A,	Tripod Sockets-Two.					
$4\frac{3}{4} \ge 6\frac{1}{2} \ge 6\frac{3}{4}$ . Capacity—No. 3, 12 exposures without reloading;	Winding Key-Improved and noiseless.					
No. 3A, 10 exposures without reloading. Weight—No. 3, 20 ounces; No. 3A, 26 ounces.	View Finders—Two—one for horizontal and one for vertical pictures.					
Lens-Fixed Focus, Meniscus Achromatic, first	Diaphragm-Three openings.					
grade. Shutter—Automatic improved for time or in-	Film Chambers-Improved quick loading.					
stantaneous exposures.	Covering-Seal grain leatheret, waterproof.					
Price Scout Camera with Meniscus Achromatic Lens, comple	No. 93 No. 94					

			1 1 10	00					No. 93	No. 94
Scout Camera with Meniscus Achron	natic	Lens, o	compl	ete wi	th Ins	tructi	on Bo	ok	\$4.50	\$5.00
Film Cartridge, 12 exposures, $3\frac{1}{4} \ge 4$	14.								.90	
Film Cartridge, 6 exposures, $3\frac{1}{4} \ge 4$	1 .								.45	
Film Cartridge, 10 exposures, $3\frac{1}{4} \ge 5$	$\frac{1}{2}$ .									.90
Film Cartridge, 6 exposures, $3\frac{1}{4} \ge 5$	$\frac{1}{2}$ .			· .						.55
Seneca Portrait Attachment	÷.								.50	.50
									D	<i>m</i> 1

## Shutters Used on Seneca Cameras

THE Seneca Deltax is a durably made, automatic shutter. It has three speeds and the usual Time and Bulb exposures. Either the finger release or the push cord release can be used to operate it.

The Gammax and Betax Shutters differ only in their fractional speed gradations, the Gammax having four and the Betax six, besides the usual Time and Bulb exposures. All working parts are protected from dust by the outer casing which is handsomely finished in black enamel.

The Optimo Shutter is for speed work with Anastigmat Lenses. An exposure as short as 1/300 second is possible with this shutter. It has eight fractional speeds besides the usual Time and Bulb exposures and works without jar at its highest speed.

The Ilex Marvel Shutter has three speeds and the usual Time and Bulb exposures. It is well made and operates with either finger or push cord release.

The Ilex General is a fast automatic shutter having the accurate Ilex gear system. It has a milled disc for speed adjustments and is accurate and efficient. It operates with finger or push cord release.

The Ilex Acme Shutter is a speed shutter having gradations from one second to 1/300 second besides Time and Bulb exposures. It is designed for use with high-grade Anastigmat Lenses and gives a large light aperture while the shutter itself is comparatively small.



Seneca Deltax



Seneca Betax



The Optimo

Prices include excise war tax



Page Four

## The Vest Pocket Seneca

#### "LITTLE INDIAN" Takes any standard make film cartridge

HE Vest Pocket Seneca is a practical little Camera combining simplicity, compactness and real picture-taking ability. It takes pictures measuring  $1\frac{5}{8} \ge 2\frac{1}{2}$ inches.

Getting good pictures with the Vest Pocket is easy. Open the protecting door, pull out the front which automatically locks in the correct position and the Camera is ready for work. No focusing or estimating distances is necessary; every object six feet



or more from the lens will be sharp and clear in the picture.

A feature of the Vest Pocket is its ease of loading. The back can be removed and film inserted handily.

The Vest Pocket is furnished in four lens equipments. The Meniscus Achromatic lens gives satisfactory results in bright sunlight. The Rapid Rectilinear lens is slightly faster and is better suited for photographing architectural subjects. The f:7.5 and f:6.3 Anastigmat lenses produce excellent negatives even on gray days when the light is poor. Pictures made with these lenses can be enlarged without losing sharpness or detail.

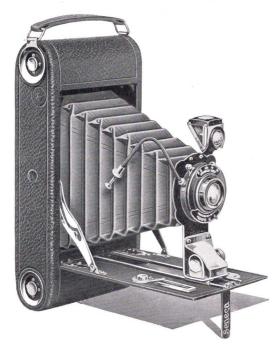
The Vest Pocket is staunchly made of aluminum. The body is covered with black grain leather; the bellows is black and metal parts are highly nickeled, giving the Camera a trim, attractive appearance.

#### Details

<ul> <li>For rectangular pictures 1<sup>5</sup>/<sub>8</sub> x 2<sup>1</sup>/<sub>2</sub> inches.</li> <li>Capacity—8 exposures without reloading.</li> <li>Dimensions of Camera—1x2<sup>3</sup>/<sub>8</sub>x4<sup>7</sup>/<sub>8</sub> inches.</li> <li>Weight—8 ounces.</li> <li>Focus—Fixed, always set.</li> <li>Lens—Meniscus Achromatic 2<sup>5</sup>/<sub>8</sub> - inch focus, Rapid Rectilinear 3<sup>1</sup>/<sub>8</sub>-inch focus, Anastigmat f:7.5, 3<sup>1</sup>/<sub>2</sub>-inch focus.</li> </ul>	Marvel Automatic for T Instantaneous exposures and 1/100 part of a seco Bellows—Improved Waterp Frame—Aluminum, fine g leather covering.	ime, Bulb or of 1/25, 1/50 ond. roof. rain genuine
Prices		N- 10
Vest Pocket Seneca with Meniscus Achromatic Lens and	Deltax or Ilex Marvel Shutter	No. 12 \$9.00 No. 14
Vest Pocket Seneca with Rapid Rectilinear Lens and De	eltax or Ilex Marvel Shutter .	. 9.75 No. 15
Vest Pocket Seneca with Anastigmat Lens, speed $f$ :7.5, and	d Deltax or Ilex Marvel Shutter	. 12.00
Vest Pocket Seneca with Anastigmat Lens, speed $f:6.3$ , and	d Deltax or Ilex Marvel Shutter	No. 16 17.00
Film Cartridge, 8 exposures, $1\frac{5}{8} \ge 2\frac{1}{2}$		25
Black Leather Carrying Case		. 1.50
Russet Leather Carrying Case for Belt		. 1.00

Seneca Portrait Attachment . Prices include excise war tax

.50



## The No. 2 and 2A Folding Scout Cameras

#### Takes any standard make film cartridge

THE No. 2 and No. 2A Folding Scouts offer the utmost in value and Camera efficiency at an exceedingly low cost. They both are popular sizes too—the No. 2 takes pictures  $2\frac{1}{4} \times 3\frac{1}{4}$  inches; the No. 2A takes pictures  $2\frac{1}{2} \times 4\frac{1}{4}$  inches.

The striking features of these models are the ease of loading, simplicity of operation and the excellent pictures that may be obtained with them. On both models the back is removable, allowing film to be inserted handily and quickly.

The bodies of these models are made of Aluminum with reinforced wooden sides. This makes them very strong and yet light in weight. The bodies are covered with seal grain leatheret, which is waterproof and even more durable than genuine leather.

The No. 2 and 2A Folding Scouts are regularly supplied with Meniscus Achromatic Lenses, but if preferred may be had with Rapid Rectilinear equipment. The Meniscus Achromatic Lens will give excellent results for snap-shot work on days when the sun is shining brightly—at other times the picture must be made with a longer exposure.

The Rapid Rectilinear Lens enables the use of a camera under a greater range of light conditions and gives better pictures generally. This is a double lens having one element in front and one in back of the shutter. With it snapshots are possible on days when the sun is hardly strong enough to cast a shadow. Views of buildings and other subjects having a great number of straight lines are rendered without distortion. It has twice the speed of the Meniscus Achromatic Lens and gives negatives that allow enlargement to many times the original size.

The No. 2 Folding Scout is furnished with the Trio Shutter. This shutter is always ready for use and permits Time, Bulb and fractional exposures of 1/25, 1/50 and 1/100 part of a second.

The No. 2A Folding Scout can be had with either the Deltax or Ilex Marvel Shutters. Both of these shutters give Time, Bulb and 1/25, 1/50 and 1/100 part of a second fractional exposures.

The light weight and compact construction of these cameras, make them convenient to carry at any time. They fit any pocket and will prove to be efficient companions that will meet the requirements of either the beginner or experienced photographer, at a low cost.

The Meniscus models equipped with a universal focusing device make it unnecessary to focus the lens when snap-shots are taken in a hurry. Simply pull out the front standard until the indicator snaps into the focusing scale. The camera is ready for use.

These cameras have the Seneca characteristic of simplicity, compactness and reliability and will prove an excellent value to the careful buyer.

#### Details

- No. 2 for rectangular pictures  $2\frac{1}{4} \ge 3\frac{1}{4}$  inches; No. 2A,  $2\frac{1}{2} \ge 4\frac{1}{4}$  inches.
- Dimensions—No. 2,  $1\frac{1}{4} \ge 3\frac{1}{4} \ge 6\frac{1}{5}$ ; No. 2A,  $2 \ge 3\frac{7}{8} \ge 8\frac{1}{2}$  inches.

Weight-No. 2, 14 ounces; No. 2A, 24 ounces.

- **Camera**—Aluminum with reinforced wood sides, covered with black waterproof leatheret, seal grain.
- Lens—Meniscus Achromatic, focal length No. 2, 3<sup>1</sup>/<sub>8</sub> inch; No. 2A, 4<sup>3</sup>/<sub>4</sub> inches; Rapid Rectilinear, focal length, No. 2, 3<sup>13</sup>/<sub>32</sub> inches, No. 2A, 5<sup>1</sup>/<sub>4</sub> inches.
- Shutter—Trio (Dustproof) on the No. 2, and Deltax or Ilex Marvel on the No. 2A, for Time, Bulb or Instantaneous exposures of 1/25, 1/50 and 1/100 part of a second.

Bellows-Improved Waterproof.

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

View Finder-Brilliant, collapsible, reversible.

No 0

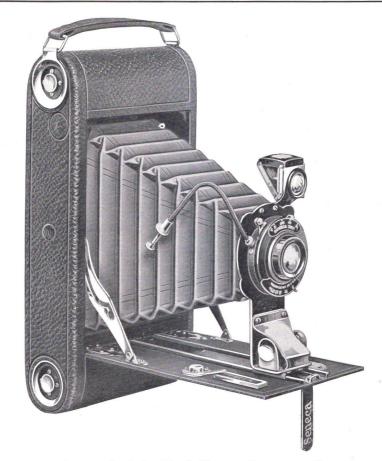
No QA

Tripod Sockets-Two.

Instruction Book.

Prices	No. 2 2¼ x 3¼ No. 99	No. $2A$ $2\frac{1}{2} \times 4\frac{1}{4}$
Folding Scout with Meniscus Achromatic Lens and Trio Shutter	\$10.00	No. 101
Folding Scout with Meniscus Achromatic Lens, Deltax or Ilex Marvel Shutter	No. 100	\$13.00
Folding Scout with Rapid Rectilinear Lens and Trio Shutter	12.00	No. 105
Folding Scout with Rapid Rectilinear Lens, Deltax or Ilex Marvel Shutter		15.00
Black Sole Leather Carrying Case	2.50	3.50
Black Leatheret Case		2.50
Film Cartridge, 12 exposures		.60
Film Cartridge, 6 exposures	.25	.30
Seneca Portrait Attachment	.50	.50

## SENECA CAMERAS



## The 2C, 3 and 3A Folding Scout Cameras

Take any standard make film cartridge

THREE things account for the popularity of the Folding Scout Cameras they are good looking instruments—they take excellent pictures—and the prices are right.

These three popular sizes, the No. 2C, the No. 3 and No. 3A are very handy instruments. The No. 2C takes pictures  $2\frac{7}{8} \ge 4\frac{7}{8}$  inches; the No. 3,  $3\frac{1}{4} \ge 4\frac{1}{4}$  inches and the No. 3A,  $3\frac{1}{4} \ge 5\frac{1}{2}$  inches (post card size).

The bodies of these Cameras are made of aluminum with reinforced wooden sides, thus securing strength without weight. The covering is of seal grain leatheret, waterproof and very durable, while the camera bed is covered with genuine leather.

An exceptionally rigid front standard is a feature on the Folding Scout. This front is strongly made of heavy metal attached to a broad metal track and holds the lens in perfect alignment with the film. Tripod sockets are available for both horizontal and vertical pictures.

The Folding Scout Cameras are furnished with either Meniscus Achromatic or Rapid Rectilinear Lenses. The Meniscus Achromatic Lens is carefully corrected Page Eight Prices include excise war tax to make clear snapshots and will stand enlarging to three or four times the original size. Its use for snapshot work is limited to days when the sun is shining brightly. Pictures taken at other times must be given time exposures.

A greater range of light conditions and better pictures generally are possible with the Rapid Rectilinear Lens. This is called a double lens as it consists of two elements, one in front and one in back of the shutter. It has twice the speed of the Meniscus Achromatic Lens and with it snapshots are possible on days when the sun is hardly strong enough to cast a shadow. It is also corrected optically so that views of buildings and other subjects with a great number of straight lines are represented without distortion. Pictures made with this lens will allow enlargement to practically any size.

Either the Deltax or Ilex Marvel Shutter is standard equipment on this model. These shutters are automatic and permit Time, Bulb and Instantaneous exposures of 1/25, 1/50 and 1/100 part of a second.

These models load in daylight and give good results with any standard roll film. The back is removable and it is possible to insert the film quickly and easily. It is possible to inspect each step in loading after the back has been removed.

The undecided buyer will look with favor upon the neat appearance of their rounded bodies and light weight. Spool pins are employed to assure perfect rolling of film. Not only is the brilliant finder reversible, but collapsible and cleanable. The bed supports allow time exposures that are horizontal or vertical.

The Folding Scout makes an admirable instrument for use by the adult beginner. Its strong construction and the excellent pictures taken with it make it the very best camera for the novice who wants to learn right. Its many acceptable points make it a very attractive and appreciated gift.

The man who spends wisely will appreciate the splendid value of the Folding Scout model.

#### Details

- No. 2C, for rectangular pictures  $2\frac{7}{5} \ge 4\frac{7}{5}$ ; No. 3,  $3\frac{1}{4} \ge 4\frac{1}{4}$ ; No. 3A,  $3\frac{1}{4} \ge 5\frac{1}{2}$  (post card).
- Weight—No. 2C, 26 ounces; No. 3, 27 ounces; No. 3A, 30 ounces.
- **Camera**—Aluminum with reinforced wood sides, covered with black waterproof leatheret, seal grain.

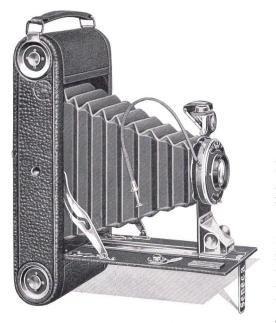
Tripod Sockets-Two.

Film Chambers-Improved with spool pins.

- Film Capacity—No. 3, 12 exposures without reloading; No. 2C and No. 3A, 10 exposures.
- $Bellows {\rm Improved\ waterproof}.$
- Lens—Meniscus Achromatic, focal length, No. 2C,  $5\frac{3}{8}$  inches; No. 3,  $4\frac{3}{4}$  inches; No. 3A,  $5\frac{3}{4}$  inches, or Rapid Rectilinear, focal length; No. 2C,  $5\frac{3}{4}$  inches; No. 3,  $5\frac{1}{4}$  inches; No. 3A,  $6\frac{1}{2}$  inches.
- Shutter—Deltax or Ilex Marvel (dustproof) Automatic for Time, Bulb or Instantaneous exposures of 1/25, 1/50 and 1/100 part of a second.
- Manual of Photography and Instruction Book.

	Р	rices	(		No. 2C $2\frac{7}{8} \times 4\frac{7}{8}$	No. 3 3½ x 4½	No. 3A 31 x 51
Folding Scout with Meniscus Achromatic Marvel Automatic Shutter				Ilex	No. 102	No. 103	No. 104 \$17.50
Folding Scout with Rapid Rectilinear				Ilex	\$15.00 No. 106	\$13.00 No. 107	\$17.50 No. 108
Marvel Automatic Shutter					17.00	15.00	19.50
Black sole-leather Carrying Case with stra	p.		8 <b>.</b>	 	4.00	3.75	4.50
Black leatheret Carrying Case					2.50	2.75	2.75
Film Cartridge, 12 exposures					.45	.90	<sup>10 exp90</sup> .55
Seneca Portrait Attachment for Folding S					.50	.50	

View Finder—Brilliant, collapsible, reversible.



## The Seven-Five Folding Scout

(The Seneca Speedster) Takes any standard make film cartridge

The Seneca Speedster is our regular Folding Scout model fitted with an f:7.5 Anastigmat Lens and covered with genuine seal grain leather. It will be difficult to find better value at the price.

The advantages of the Anastigmat are crisp definition and perfect rendering of detail all over the negative. Pictures made with an Anastigmat Lens have a sharpness and brilliancy that the ordinary lenses do not give. The Anastigmat nega-

tives can be enlarged greatly without loss of definition because the detail is rendered so well.

The relation between the f:7.5 and ordinary Symmetrical Lens is about 20% increase in light passed in the same shutter time. The result is that with this lens pictures may be taken under light conditions where the Rapid Symmetrical objective would fail.

The camera box itself is aluminum reinforced by wood sides. It can be laid on the side, or stood upright for vertical pictures by means of bed supports, one of which is shown in the illustration. Two tripod sockets are furnished for time exposure work.

The finder is collapsible and is easily cleaned. A level has been added to aid the correct alignment of the image.

Four sizes are offered, including the universal favorite, the No. 3A, or post card size. The tendency in cameras today is toward the panel shapes, because of their adaptability in vertical positions to standing figures, and in horizontal positions for landscape and group pictures.

The Seven-Five Folding Scouts are fitted with Gammax or Ilex Marvel and Betax or Ilex General Shutters. These shutters are of the automatic dustproof type and are well adapted to the capabilities of the lens.

Your special attention is called to the dependable shutter equipment used on these popular Seneca Models. The Gammax and Betax Shutters listed are old favorites. They are automatic and give great satisfaction used in conjunction with Anastigmat objectives and any standard exposure meters.

Page Ten

This season marks the introduction of Ilex Shutters as optional equipment. These shutters are constructed on a new and effective principle. A gear arrangement, which is extremely dependable and accurate, furnishes the motive power for actuating the shutter leaves. This device is so well timed and so exact that it reproduces fractional parts of a second with an accuracy that can be obtained in no other way.

Another good feature of the Ilex Shutters, and one that is extremely important, is their freedom from mechanical trouble. This is largely due to the excellent grade of material used in their construction and to the rigid inspection which each shutter undergoes before it is passed on as being ready for use on a Seneca Camera.

Amateur photographers will appreciate the added convenience of being able to have their choice of standard shutters fitted to the popular Seven-Five Folding Scout.

The lens used in the Seven-Five Folding Scout is a fully corrected Anastigmat, covering the plate it is listed for sharply at the full diaphragm opening of f:7.5. It gives flatness of field and critical definition so enlargements from its negatives can be made to practically any size.

An added feature of the Seven-Five Folding Scout is the excellent grade of leather which is used for covering purposes. A good covering is an essential part of a camera as it keeps its appearance even after hard wear and rough usage. In selecting material for the Scout no pains have been spared to have it the best possible with the result that this instrument will look like new after long and continued use and handling. Taken all in all, this instrument offers a wonderful value to the amateur who wants something better than the ordinary run of cameras.

#### Details

No. 2A for rectangular pictures $2\frac{1}{2} \times 4\frac{1}{4}$ ; 1	No. 2C, $2\frac{7}{8} \ge 4\frac{7}{8}$ ; No. 3, $3\frac{1}{4} \ge 4\frac{1}{4}$ ;
No. 3A, $3\frac{1}{4} \ge 5\frac{1}{2}$ (pc	ost card).

Dimensions—No. 2A, $2 \ge 3\frac{7}{8} \ge 8\frac{1}{2}$ ; No. 2C,	Film Ch	nambers—In	mproved w	ith spool	oins.
$2 \ge 4\frac{1}{4} \ge 9\frac{1}{4}$ ; No. 3, $2 \ge 4\frac{1}{4} \ge 8\frac{1}{4}$ ; No. 3A, $2 \ge 4\frac{3}{4} \ge 9\frac{3}{4}$ .		apacity—No out reloadin			
Weight-No. 2A, 24 ounces; No. 2C, 26 ounces;	ures v	without relo	ading.		
No. 3, 27 ounces; No. 3A, 30 ounces.	Bellows	-Improved	ł waterpro	of.	
<b>Camera</b> —Aluminum reinforced wood sides, leather covered.		Anastigmat ches; No. 20			
View Finder-Brilliant, collapsible, reversible.	No. 3	$BA, 6\frac{3}{4}$ inche	s.		
Spirit Level.	Shutter	-Gammax	(dustproof	) or Ilex M	arveland
Tripod Sockets—Two.	Betay	x or Ilex Ge	eneral with	push core	ł release.
Manual of Photography	and Instr	uction Boo	k.		
Price	es	No. 2A $2\frac{1}{2} \times 4\frac{1}{4}$	$\begin{array}{c} \text{No.2C} \\ 2\frac{7}{8} \ge 4\frac{7}{8} \end{array}$	No. 3 $3\frac{1}{4} \ge 4\frac{1}{4}$	No. 3A 3¼ x 5⅓
Seven-Five Folding Scout f:7.5 Lens and Gammax Au or Ilex Marvel Shutter		No. 110 \$22.00	No. 111 <b>\$24.00</b>	No. 112 \$23.00	No. 118 \$25.00
Seven-Five Folding Scout f:7.5 Lens and Betax Aut or Ilex General Shutter		No. 114 23.00	No. 115 25.00	No. 116 24.00	No. 117 27.00
Black sole-leather Carrying Case with strap .		. 3.50	4.00	3.75	4.50
Black leatheret Carrying Case		. 2.50	2.50	2.75	2.75
Film Cartridge, 12 exposures					$^{10}_{\text{Exp.}}.90$

.30

.50

.45

.50

Prices include excise war tax

Film Cartridge, 6 exposures

Seneca Portrait Attachment for Folding Scout

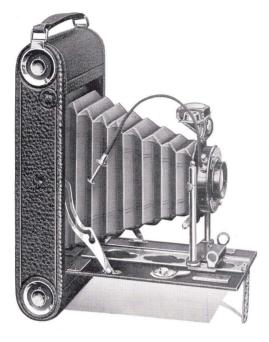
Page Eleven

.45

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.50



## The 1A Roll Film Seneca

Takes any standard make film cartridge

HIS popular model takes sharp, clear pictures  $2\frac{1}{2} \times 4\frac{1}{4}$  inches. It is a favorite with the discriminating amateur.

The body of this camera is made of high-grade aluminum and covered with seal grain leather. All metal parts are finished in nickel and black enamel. The film chambers are made large enough to accommodate either six or twelve exposure film cartridges, giving an added advantage to the tourist.

The Meniscus Achromatic equipment will secure excellent negatives under normal light conditions, and the

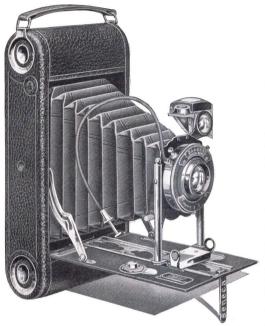
Rapid Symmetrical Lens equipment is recommended for pictures under less favorable light conditions and for photographing achitectural subjects. The Meniscus Achromatic Lens is commonly known as a Single Lens. The Rapid Symmetrical Lens is a double lens and has over twice the speed of the Meniscus Achromatic.

Shutters having exposures of 1/25, 1/50, 1/100 part of a second, besides the usual Time and Bulb exposures, are furnished with the Meniscus Lens.

The Rapid Symmetrical equipment may be had with either Deltax, Ilex Marvel. Betax or Ilex General Shutters.

#### Details

No. 1A Roll Film Seneca for rectangula	r pic-	In	pod Sock	ets—'	wo.				
tures, $2\frac{1}{2} \ge 4\frac{1}{4}$ .		Fil	m Chamb	ers—]	mpro	oved v	with s	pool	pins.
Dimensions—No. 1A, $2x3\frac{7}{8}x8\frac{1}{2}$ .		Be	llows-Ge	enuine	Russ	sia lea	ther.		
Weight-No. 1A, 31 <sup>1</sup> / <sub>2</sub> ounces.		Sh	utter-De	ltax o	or Ile	x Ma	rvel;	Beta	x or Ilex
Camera-No. 1A, Aluminum, leather co	vered,	(	General.						
seal grain.		Le	ns-Meni	scus .	Achro	omatio	c, No	). 1A	, 41-inch
Front-Rising and falling, operated by rac	k and	f	ocus; or	Rapid	Syn	metr	ical, s	speed	f:8, No.
pinion.			1A, $5\frac{1}{2}$ -inc	h focu	ls.			<b>^</b>	
View Finder—Brilliant, collapsible, reve and spirit level attached.	ersible	Ma	anual of I	Photog	graph	y and	l Inst	ructi	on Book.
	Pri	ces							No. 1A 2½x4¼
Roll Film Seneca with Meniscus Achron	natic Le	ns and	Deltax or	Ilex	Mary	el (du	istoro	of)	No. 31
Automatic Shutter									\$17.00
Roll Film Seneca with Rapid Symmetrical	Lens, sp	beed $f:8$	, and Del	tax or	Ilex	Marv	el (du	ıst-	No. 33
proof) Automatic Shutter .									19.00
Roll Film Seneca with Rapid Symmetrie	cal, spee	d f:8, 1	Lens and	Beta	ax or	Ilex	Gene	eral	No. 35
(dustproof) Automatic Shutter .									21.00
Black sole leather Carrying Case with stra	р.								3.50
Black leatheret Carrying Case									2.50
Film Cartridge, 12 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$ .									.60
Film Cartridge, 6 exposures, $2\frac{1}{2} \ge 4\frac{1}{4}$ .									.30
Seneca Portrait Attachment									.50



## The 3 and 3A Roll Film Senecas

## Take any standard make film cartridge

THESE models are popular because while taking a large size picture they are not at all cumbersome. The No. 3 Roll Film takes pictures  $3\frac{1}{4} \ge 4\frac{1}{4}$  inches. The No. 3A takes post card size pictures.

Roll Film Senecas have many exclusive features that not only add to their efficiency, but to their appearance as well. The special rollfilm back enables the operator to remove the back and refill the camera with the least possible effort. The rack and pinion rising and falling front decreases or increases the amount of foreground allowing perfect composition.

Triply tested lenses and shutters assure snappy, clean-cut negatives.

The cameras are made of aluminum with reinforced wood sides. Triple plated trimmings and the covering of genuine seal grain leather make this camera handsome and attractive.

#### Details

No. 3 Roll Film Seneca for rectangular pictures  $3\frac{1}{4}x4\frac{1}{4}$ ; No. 3A,  $3\frac{1}{4}x5\frac{1}{2}$  (post card). Dimensions—No. 3,  $8\frac{1}{4} \ge 4\frac{1}{2} \ge 2$  inches; No. 3A, Bellows-Genuine Russia leather.  $9\frac{3}{4} \ge 4\frac{3}{4} \ge 2$  inches. Shutter-Deltax or Ilex Marvel with Meniscus Weight-No. 3, 32 ounces; No. 3A, 37 ounces. Achromatic equipment; Deltax or Ilex Marvel Camera-Aluminum, leather covered, seal grain. and Betax or Ilex General with Rapid Sym-Front-Rising and falling, operated by rack and metrical equipment. pinion. Lens-No. 3, Meniscus Achromatic, 45-inch View Finder-Brilliant, collapsible, reversible focus, or Rapid Symmetrical, speed  $f:8, 5\frac{1}{2}$ and spirit level attached. inch focus; No. 3A, Meniscus Achromatic, Tripod Sockets-Two.  $5\frac{1}{2}$ -inch focus, or Rapid Symmetrical, speed Film Chambers-Improved with spool pins.  $f:8, 6\frac{1}{2}$ -inch focus. Manual of Photography and Instruction Book. No. 3 No. 3A Prices 31/4x 41/4 31/4x51/2 Roll Film Seneca with Meniscus Achromatic Lens and Deltax or Ilex Marvel No. 40 No. 41 Automatic (dustproof) Shutter \$17.00 \$22.00 Roll Film Seneca with Rapid Symmetrical Lens, speed f:8, and Deltax or Ilex No. 42 19.00 No. 43 Marvel Automatic (dustproof) Shutter 24.00 Roll Film Seneca with Rapid Symmetrical Lens, speed f:8, and Betax or Ilex No. 44 No. 45 General Automatic (dustproof) Shutter . 21.00 26.00 Black sole leather Carrying Case with strap 3.75 4.50 Black leatheret Carrying Case 2.75 2.75 Film Cartridge, 12 exposures,  $3\frac{1}{4} \ge 4\frac{1}{4}$ . .90 Film Cartridge, 6 exposures,  $3\frac{1}{4} \ge 4\frac{1}{4}$ . .45 .90 Film Cartridge, 10 exposures,  $3\frac{1}{4} \ge 5\frac{1}{2}$ .

Seneca Portrait Attachment Prices include excise war tax

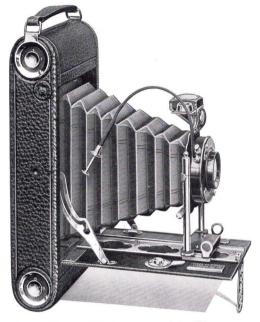
Film Cartridge, 6 exposures,  $3\frac{1}{4} \ge 5\frac{1}{2}$ .

Page Thirteen

.50

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.50



## The Seven-Five Roll Film Seneca

Takes any standard make film cartridge

The Seven-Five Roll Film Seneca is the regular Roll Film model fitted with a fully corrected f:7.5 Anastigmat Lens in the standard sizes.

The use of Anastigmat equipment has hitherto been somewhat limited on account of its price. Since the introduction of the Seven-Five Roll Film Seneca, this objection has been removed. The superiority of Anastigmat Lenses has long been acknowledged. They give speed and sharp clear pictures to the extreme margins

of the film. Their unusual brilliancy produces a result suitable for subsequent enlargement,— a feature not always possible with other types.

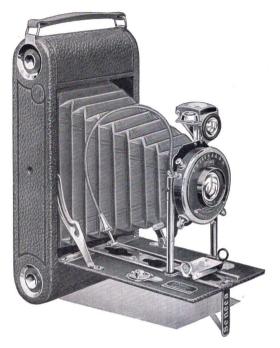
For the completion of maximum quality at minimum cost, the Seven-Five Roll Film Seneca is fitted with Gammax or Ilex Marvel and Betax or Ilex General Shutters. These shutters are of the automatic dustproof type and are well adapted to the capabilities of the lens.

This camera includes every detail found in the preceding models of Roll Film Senecas and furnishes an instrument of high class to the discriminating amateur.

#### Details

For rectangular pictures,	No. 14	A, $2\frac{1}{2} \times 4$	1; N	0. 5	$3, 3\frac{1}{4} \times 4$	1; N	Io. 3A,	$3\frac{1}{4}$	$x 5\frac{1}{2}$ (pos	t card).	
Capacity-Nos. 1A, 3, 12 expos		and N	0.		Film Cl	ıamł	ers—I	mp	roved, wi	th spool p	pins.
3A, 10 exposures without reload				1	Tripod	Sock	ets-T	wo			
Weight—No. 1A, $31\frac{1}{2}$ ounces; No. No. 3A, 37 ounces.							r—Bril level a		nt, collap ched.	sible, re	versible,
Dimensions of Camera — No. 1 inches; No. 3, $8\frac{1}{4} \ge 4\frac{1}{2} \ge 2$ inche $\ge 4\frac{3}{4} \ge 2$ inches.	es; No	o. 3A, 9	$\frac{3}{4}$		Lens— focus	Anas ; No	tigmat	, sp	eed $f$ :7.5, ch focus;		
Camera-Aluminum, seal grain le	eather	covere	d.		focus				TI N	1 1 1	
Front—Rising and falling, operate pinion.	ed by	rack ar	ıd		Shutter Ilex (			or	Ilex Mar	vel and 1	Setax or
Bellows-Genuine Russia leather					Manua	l of	Photog	grap	by and 1	nstructio	n Book.
			Pr	ice	s				No. 1A 2 <sup>1</sup> / <sub>2</sub> x4 <sup>1</sup> / <sub>4</sub> No. 51	No. 3 3¼x4¼ No. 52	No. 3A 3¼x5½ No. 53
With Anastigmat Lens, speed $f:7$	.5, and	l Gamn	nax oi	r Ile	ex Mar	vel S	hutter		\$25.00	\$25.00	\$28.00
With Anastigmat Lens, speed $f$ :7	.5, and	l Betax	or Il	ex (	General	Shu	tter		No. 55 27.00	No. 56 27.00	No. 57 30.00
Black sole leather Carrying Case	with s	strap		÷		x			3.50	3.75	4.50
Black leatheret Carrying Case									2.50	2.75	2.75
Film Cartridge, 12 exposures					×				.60	.90	10 exp. .90
Film Cartridge, 6 exposures		÷.			×				.30	.45	.55
Seneca Portrait Attachment									.50	.50	.50

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## The Six-Three Roll Film Seneca

#### Takes any standard make film cartridge

**H**ERE is the master Roll Film model. A high grade Camera fitted with a fully corrected Anastigmat lens working at the extreme speed of *f*:6.3.

This Camera is furnished in three popular sizes; the No. 1A taking pictures  $2\frac{1}{2} \ge 4\frac{1}{4}$  inches, the No. 3,  $3\frac{1}{4} \ge 4\frac{1}{4}$  inches and the No. 3A,  $3\frac{1}{4} \ge 5\frac{1}{2}$  inches (post card).

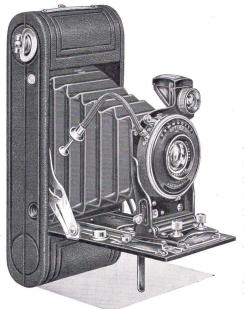
Sixty per cent faster than the average lens, the f:6.3 Anastigmat shows to best advantage in taking pictures of rapid action. It will catch the athlete in mid-air or the

auto racing to create new records, giving negatives that have microscopic definition and unusual brilliancy. Working at the full aperture of f:6.3, this instrument will take pictures under practically any light conditions.

The Six-Three Roll Film Seneca is furnished with either the Optimo highspeed shutter or the Ilex Acme high-speed shutter. Both of these work from Time to 1/300 part of a second and without jar at their greatest speed.

#### Details

<ul> <li>For rectangular pictures, No. 1A, 2<sup>1</sup>/<sub>2</sub> x 4<sup>1</sup>/<sub>4</sub>; No.</li> <li>Capacity—Nos. 1A, 3, 12 exposures and No. 3A, 10 exposures without reloading.</li> <li>Weight—No. 1A, 31<sup>1</sup>/<sub>2</sub> ounces; No. 3, 32 ounces; No. 3A, 37 ounces.</li> <li>Dimensions of Camera—No. 1A, 2 x 3<sup>7</sup>/<sub>8</sub> x 8<sup>1</sup>/<sub>2</sub> inches; No. 3, 8<sup>1</sup>/<sub>4</sub> x 4<sup>1</sup>/<sub>4</sub> x 2 inches; No. 3A, 9<sup>3</sup>/<sub>4</sub> x 4<sup>3</sup>/<sub>4</sub> x 4<sup>1</sup>/<sub>2</sub> nches.</li> <li>Camera—Aluminum, seal grain leather covered.</li> <li>Front—Rising and falling, operated by rack and pinion.</li> </ul>	<ul> <li>3, 3<sup>1</sup>/<sub>4</sub> x 4<sup>1</sup>/<sub>4</sub>; No. 3A</li> <li>Film Chambers—I</li> <li>Tripod Sockets—T</li> <li>View Finder—Brill and spirit level a</li> <li>Lens—Anastigmat</li> <li>5<sup>3</sup>/<sub>8</sub>-inch focus; D</li> <li>Bausch &amp; Lomb (No. 4 Lens), 5<sup>3</sup>/<sub>8</sub>-inch fo</li> <li>6<sup>3</sup>/<sub>8</sub>-inch focus.</li> <li>Shutter—Optimo o</li> </ul>	mproved, wo. iant, colli ttached. speed f:6. No. 3A, 0 Tessar, S -inch foc bcus; No.	with spool apsible, re 3, Nos. 1A $6\frac{3}{4}$ -inch fo Series IIb, us; No. 3 3A (No.	versible, and 3, ocus; or No. 1A (No. 4
Bellows-Genuine Russia leather.	Manual of Photogr			n Book.
Price Special Roll Film Seneca fitted with Extra Rapid Ana f:6.3, and Optimo or Ilex Acme Shutter		No. 1A 2½ x 4½ No. 60 <b>\$45.00</b>	No. 3 3½ x 4½ No. 61 <b>\$45.00</b>	No. 3A 3½ x 5½ No. 62 \$55.00
Special Roll Film Seneca fitted with Bausch & Lom f:6.3, Anastigmat Lens and Optimo or Ilex Acme S No. 4 Tessar Lens on No. 1A; No. 4 Lens on N No. 5 Lens on No. 3 A Roll Film Seneca.	hutter	No. 63 65.00	No. 64 65.00	No. 65 75.00
Black sole leather Carrying Case with strap		3.50 .50	3.75 .50	4.50 .50



## The No. 1 Seneca Sagamore

Takes any standard make film cartridge

**M** OST people like a camera that isn't in the way—a small, light, compact instrument that they can carry with them. The Sagamore measures just six and one-half inches from tip to tip, and weighs less than twenty ounces. It takes pictures  $2\frac{1}{4} \times 3\frac{1}{4}$ inches—a size that has the double advantage of being well proportioned itself, and just right for enlarging.

The Sagamore body is formed from seamless, solid aluminum covered with the finest grade of Morocco leather. The all-metal body gives strength without

weight; the Morocco leather covering, beauty without sacrificing durability.

The Special Back and the One-piece Metal Front are two exclusive features of the Sagamore Camera.

The Sagamore Back can be put on or taken off the camera in less than one second. This enables you to load the camera in one-quarter of the time usually taken for this operation. This is extremely important when taking pictures of sports or races when every second counts.

The one-piece Metal Front insures absolute alignment of the lens with the film. This is absolutely necessary in order to have the pictures sharply focused.

The Brilliant Collapsible Finder visualizes the picture exactly as it will finally appear. When the subject is shown level in the finder, you can be certain that it will appear exactly the same in the finished picture.

The Seneca Sagamore is fitted with either Special Anastigmat Lenses having speeds of f:7.5, f:6.3 and f:4.5 or the Bausch and Lomb Tessar Lenses, series IIb with speed of f:6.3 and series Ic with speed of f:4.5.

The greatest advantage of the Anastigmat lens is its ability to give a fullytimed negative with a short exposure. These lenses are fully corrected for all optical errors, are able to render minute detail even to the edge of the picture, and because of their great speed, are admirably fitted for speed and indoor photography.

The amateur who has been using a camera with the Rapid Rectilinear or a single lens, will welcome the f:7.5 Anastigmat Lens as it makes it possible to secure anastigmat pin-point definition in his pictures at a reasonable price.

The f:6.3 and f:4.5 Special Anastigmat and Bausch & Lomb Tessar Lenses are remarkable for the definition obtained at the full aperture of the lenses. The

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f:4.5 Lens has twice the speed of the f:6.3 Anastigmat, which is sixty per cent faster than the average lens. These lenses are unequalled for the most difficult speed photography, for home portraiture, groups, landscapes and other applica-

tions of the art.

You have your choice of either the Betax, Ilex General, Optimo or Ilex Acme Shutter. The Betax is an automatic shutter having speeds of 1/2, 1/5, 1/10, 1/25, 1/50 and 1/100 part of a second besides time and bulb exposures. The Ilex General Shutter is also automatic and has fractional speeds of 1/10, 1/25, 1/50, 1/100 and 1/200 second and Time and Bulb exposures. Either the Betax or the Ilex General Shutter is furnished with the f:7.5 equipment.

The Optimo has speeds of 1/2, 1/5, 1/10, 1/25, 1/50, 1/100 and 1/200 part of a second besides time and bulb exposures. This shutter is used with f:6.3 and f:4.5 lenses for speed work.

The Ilex Acme Shutter has speeds of 1, 1/2, 1/5, 1/25, 1/50, 1/100 and 1/300 part of a second besides the usual time and bulb exposures. This shutter is also admirably adapted for speed work with the fast f:6.3 and f:4.5 lenses.

The Sagamore is a camera that will fully measure up to your idea of the best possible in a convenient sized speed camera. Its big advantage is that you can always have it with you. At the ball game, at the races or at the beach, it is small enough to be carried without annoyance, and capable of taking any picture that a big camera can take.

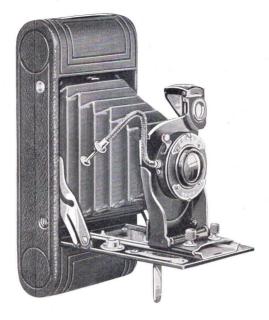
Because it is made of the best materials obtainable, it will withstand rough usage and can be carried in the pocket. The Seneca Sagamore, the latest addition to the Seneca Tribe, will uphold our reputation for reliability which has been built up by making only the best cameras for over a quarter of a century.

Detai	ls							
For pictures $2\frac{1}{4} \times 3\frac{1}{4}$ inches.	Film	Chamb	ers –	- Hing	ged,	remov	able	e with
Capacity-Six exposures.	spo	ol pins.						
Dimensions of Camera— $6\frac{1}{2} \ge 3 \ge 1\frac{1}{4}$ inches.	Bellow	vs-Gen	uine	Russia	a leat	her.		
Weight-Twenty ounces.	Shutt	er—Beta	x or	Ilex (	Gener	al, Op	time	o or Ilex
Camera Body-Solid aluminum, leather cover-	Acr	ne.						
ing in Morocco grain.	Lens-	-Special	Ana	stigm	at f:	7.5, f:6	5.3 8	and $f:4.5$
Front-Rising and falling, new type.								:6.3 and
View Finder-Brilliant, collapsible, reversible.	ser.	Ic, f:4.5						
Tripod Sockets-Two.	Focus	of Lens	$-3\frac{7}{8}$	inch.				
Instruction book containing full direction	ons for	operating	g with	h ever	y car	nera.		
			5					No. 1 21 x 31
Price	10.000	2.000						No. 119
No. 1 Sagamore, Anastigmat $f$ : 7.5 and Gammax or II	ex Mai	vel Shu	ter	÷				\$28.00
No. 1 Sagamore, Anastigmat $f$ :7.5 and Betax or Ilex	Genera	l Shutter						No. 120 30.00
No. 1 Sagamore, Anastigmat f:6.3 and Optimo or Iles	Acme	Shutter						No. 122 36,00
						÷ •,	•	No. 124
No. 1 Sagamore, Anastigmat $f:4.5$ and Optimo or Ilex	Acme	Shutter						52.00
No. 1 Sagamore, Bausch & Lomb IIb Tessar f:6.3 and	Ontin	o or He	v Aor	ne Sh	uttor			No. 126 63.00
Tto: T Cagamore, Dausen & Homo Tro Tessar J.0.5 and	i Optin	10 01 110.	A ACI		utter		1	No. 128
No. 1 Sagamore, Bausch & Lomb Ic Tessar $f:4.5$ and	Optime	o or Ilex	Acm	e Shu	tter			65.00
Black Leather Carrying Case, plush lined with strap								3.00
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$				2				.25
Seneca Portrait Attachment	,			•				. 50

Prices include excise war tax

0.000

The Sagamore Closed



## The No. 2 Seneca Sagamore

Takes any standard make film cartridge

THE idea behind the No. 2 Seneca Sagamore is to furnish a compact camera of absolute reliability and moderate price; a camera so simple in operation that anyone may easily make good pictures of the persons and things that interest him.

This camera is as compact as a camera can be made and still work effectively. It is only six and one-half inches in length—its width is less than three inches its thickness, one and a quarter inches. It occupies about as much room in your pocket as a good sized wallet, still, it takes pictures  $2\frac{1}{4} \times 3\frac{1}{4}$  inches.

A feature is its extreme ease of loading. The back is easily removed by raising the nickel spring, the film cartridge inserted in the removable film chambers and the camera is ready for action. Tension springs in the camera back hold the film flat and in perfect focus.

The No. 2 Seneca Sagamore is very substantially made. The body is entirely of special metal, selected for lightness and strength. A covering of seal grain waterproof leatheret assures long wear.

The One-piece front is formed of heavy gauge metal and operates on a broad nickeled track. This track holds it rigid to keep the lens in accurate alignment with the film.

The No. 2 Seneca Sagamore is furnished with three lens equipments, Single Achromatic, Rapid Rectilinear and f:7.5 Anastigmat. The Single Achromatic

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Lens gives excellent results under ordinary conditions where sunlight is available. The Rapid Rectilinear Lens has twice the speed of the Single Achromatic Lens and can be used effectively even on dull days, when it would be necessary to take time exposures with the single lens. This is a "double lens." When used for views of buildings or of any subjects with a number of straight lines in them, they are represented without distortion. Negatives taken with it are good enough to allow their enlargement to many times the original size.

The f:7.5 Anastigmat equipment is a fully corrected, optically perfect objective, speedy and satisfactory. It is recommended if you wish sharp, clear negatives with unlimited possibilities for enlarging.

Either the Seneca Deltax or Ilex Marvel Shutter is standard equipment with the Single Achromatic and Rapid Rectilinear Lenses. Both have fractional exposures of 1/25, 1/50 and 1/100 second besides the usual Time and Bulb exposures. Both these shutters are automatic in action,—require no setting. They are well adapted to the capabilities of the lens and operate either by finger or pushcord release.

With the Anastigmat f:7.5 lens either the Gammax or Ilex Marvel, Betax or Ilex General Shutter is optional equipment.

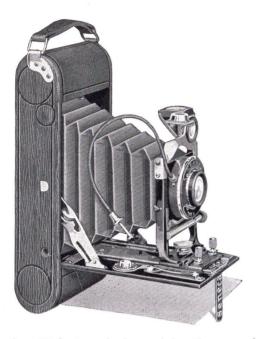
A finder of the Self-Leveling type shows exactly the picture that will appear in the finished print. It is collapsible for easy cleaning, reversible for taking horizontal views.

The camera is handsomely finished. All metal parts are either nickeled or in black enamel. For one who wishes a handy, convenient and reliable outfit, suitable for all kinds of general work, at a small expense the No. 2 Sagamore is an exceptional value.

Details							
For pictures $2\frac{1}{4} \ge 3\frac{1}{4}$ inches.	Tripod Sockets-Two.						
Capacity—Six exposures.	Film Chambers-Hinged, removable with spool						
Dimensions of Camera— $6\frac{1}{2} \ge 3 \ge 1\frac{1}{4}$ inches.	pins.						
Weight-Twenty ounces.	Bellows-Improved, water-proof.						
<b>Camera Body</b> —Solid Aluminum covered with seal grain leatheret.	Shutter—Deltax or Ilex Marvel, Gammax or Ilex Marvel, Betax or Ilex General.						
Front—One-piece solid front.	Lens-Single Achromatic, Rapid Rectilinear,						
View Finder-Self-Leveling, brilliant, collapsible.	f:7.5 Anastigmat.						

Instruction book containing full directions for operating with every camera.

Prices		No. 2 21 x 31 No. 130
No. 2 Seneca Sagamore, with Single Achromatic Lens and Deltax or Ilex Marvel Shutte	er.	\$12.50 No. 131
No. 2 Seneca Sagamore, with Rapid Rectilinear Lens and Deltax or Ilex Marvel Shutter	• .	13.50 No. 132
No. 2 Seneca Sagamore, with $f{:}7.5$ An astigmat Lens and Gammax or Ilex Marvel Shutt	er .	21.00 No. 133
No. 2 Seneca Sagamore, with $f{:}7.5$ An astigmat Lens and Betax or Ilex General Shutter		23.00
Prices include excise war tax	Page	Nineteen



## The Seneca Chief Camera

Takes any standard make film cartridge

THE Seneca Chief Camera is a handsome, well made instrument. It was made with the idea of providing the very best possible in hand cameras and is furnished in two sizes, the No. 1A and No. 2C, taking pictures  $2\frac{1}{2} \ge 4\frac{1}{4}$  and  $2\frac{7}{8} \ge 4\frac{7}{8}$ inches respectively.

This Camera is noteworthy on account of its superior construction and unfailing ability to get pictures. The box of the Seneca Chief Camera is made of aluminum with reinforced wood sides, giving strength without weight. Selected genuine leather of

fine Walrus grain is used for the covering. This leather, while handsome in appearance, will withstand the hardest wear and roughest usage. Concealed spool pins make the Camera easy to load.

Upon opening the Camera two thumb pieces draw the standard along the base runners until it catches. A Kwikset focusing lever then adjusts it to the correct focus. This arrangement is so simple that accurate focusing can be done

by the most inexperienced photographer. The front standard is cast in a U-shaped piece and holds the lens in absolute alignment with the film. The finder is collapsible and is easily cleaned. A spirit level attached to the finder helps obtain pictures that are perfectly level.

In arranging the composition of a picture, the amount of foreground may be readily increased or decreased by the use of the rising and falling front. The lateral sliding device gives the same convenience for horizontal subjects.

The lenses used on the Seneca Chief have sufficient focal length to insure brilliant pictures. Even the less ex-

pensive lenses are carefully selected to take good pictures under normal conditions.

The Seneca Chief is fitted with Rapid Symmetrical Lens having a speed of f:8, an Anastigmat Lens having a speed of f:7.5 or an Anastigmat Lens having a speed of f:6.3. Under ordinary conditions the Rapid Symmetrical Lens gives excellent results, but to obtain the best possible definition and detail even under poor light conditions, the Anastigmat objectives are recommended. The larger diameter of the lens allows more light to pass in the same exposure time than passes through an ordinary lens. In addition to this, the lens is corrected for all

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Prices include excise war tax



Kwikset Focusing Scale

optical errors. This correction not only gives more brilliant detail but brings it out sharply in every part of the picture and permits enlargements to practically any size.

All of the lenses have sufficient focal length to insure clear pictures to the corners. Even the more inexpensive are carefully selected to take good pictures under normal conditions. But just as the conditions of light vary from the normal, the need for a lens of greater range becomes evident. Two important considerations in choosing a lens may well be mentioned: speed and definition. A lens of greater speed will allow a larger amount of light to pass through it during the brief period the shutter is open, due to the larger diameter of the lens. Better definition means that the picture is sharper, perhaps not to the naked eye but decidedly so when enlargements are made.

The Rapid Symmetrical and f:7.5 Chief models are equipped with Gammax or Ilex Marvel, and Betax or Ilex General Shutters. The Optimo or the Ilex Acme Shutter is optional equipment on the Chief with f:6.3 lens.

These shutters have been carefully selected and take full advantage of the utmost capabilities of the lenses used. The Optimo and Ilex Acme used on the f:6.3 Chief give exposures as fast as 1/300 second, the greatest speed possible in a between-the-lens shutter. Both work absolutely without jar or vibration even at their greatest speed.

#### Details

- No. 1A for rectangular pictures,  $2\frac{1}{2} \ge 4\frac{1}{4}$  inches; No. 2C,  $2\frac{7}{8} \ge 4\frac{7}{8}$ .
- Capacity—No. 1A, 12 exposures; No. 2C, 10 exposures without reloading.
- Weight-No. 1A, 24 ounces; No. 2C, 25 ounces.
- Dimensions of Camera—No. 1A,  $3\frac{5}{8} \times 8\frac{1}{4} \times 1\frac{5}{8}$ ; No. 2C,  $4\frac{1}{8} \times 8\frac{7}{8} \times 1\frac{3}{4}$ .
- Camera-Aluminum, genuine leather covered.
- Front—Rising and falling operated by rack and pinion, also lateral slide.

Bellows-Genuine Russia leather.

Film Chambers—Hinged removable with spool pins.

Tripod Sockets-Two.

- View Finder—Brilliant, collapsible, reversible, with spirit level attached.
- Lens—Rapid Symmetrical, speed f:8; No. 1A, 5<sup>1</sup>/<sub>4</sub>-inch focus; No. 2C, 5<sup>3</sup>/<sub>4</sub>-inch focus. Anastigmat, speed f:7.5, No. 1A, 5<sup>1</sup>/<sub>2</sub>-inch focus; No. 2C, 6<sup>1</sup>/<sub>8</sub>-inch focus. Anastigmat, speed f:6.3, No. 1A, 5<sup>1</sup>/<sub>4</sub>-inch focus; No. 2C, 6<sup>1</sup>/<sub>4</sub>-inch focus.
- Shutter—Gammax or Ilex Marvel; Betax Automatic (dustproof) or Ilex General; Optimo Extra Speed (dustproof) or Ilex Acme.

Manual of Photography and Instruction Book.

<b>Prices</b> Seneca Chief with Rapid Symmetrical Lens, speed <i>f</i> :8, and Gammax (dustproof)									1A 2 <sup>1</sup> / <sub>2</sub> x4 <sup>1</sup> / <sub>4</sub> No. 70	$\begin{array}{c} 2C\\ 2\frac{7}{8}x4\frac{7}{8}\\ No. 80 \end{array}$	
Automatic or Ilex Marvel	Shutte	er								\$25.00	\$26.00
Seneca Chief with Rapid Sym (dustproof) or Ilex Genera	imetric l Shutt	eal Lei ter	ns, sp	peed $f$	:8, ar	ıd Be	tax A •	utoma •	tic.	No. 71 27.00	No. 81 28.00
Seneca Chief with Anastigmat proof) or Ilex Marvel Shut										No. 72 31.00	No. 82 32.00
Seneca Chief with Anastigmat proof) or Ilex General Shu	t Lens, tter	, speed	l f:7.	.5, and	Bet:	ax Au	toma	tic (du	ıst-	No. 73 33.00	No. 83 34.00
Seneca Chief with Anastigmat proof) or Ilex Acme Shutte	Lens, s	speed	f:6.3,	and C	)ptim	o Exti	ra Spe	ed (du	ıst-	No. 74 50.00	No. 84 55.00
Black Leather Carrying Case w										3.75	4.25
Film Cartridge, 12 exposures										.60 🥌	
Film Cartridge, 6 exposures										.30	.45
Seneca Portrait Attachment					8		1.041	·		.50	.50
Duine include analys man tan										Page 7	avanta ona

Prices include excise war tax

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## SENECA CAMERAS



## The Popular Pressman

For Plates or Film Packs

## Details

Size of H	Pictu	re.				$3\frac{1}{4} \ge 4\frac{1}{4}$ inches
Dimensi	ons	of Can	iera		×	$7\frac{1}{2} \ge 5\frac{1}{2} \ge 6$ inches
Weight						$4\frac{1}{2}$ pounds
Size of I						$3\frac{1}{2} \ge 5\frac{3}{8}$ inches
Lens					,	$f:4.5$ Cooke Anastigmat, $5\frac{3}{4}$ -inch focus
Shutter						Focal Plane Speed Shutter
Bellows	Exte	ension				9 inches
Back						Reversible
Front						Rising and Falling

#### Prices

Popular Pressman, $3\frac{1}{4} \ge 4\frac{1}{4}$ size with Coo Price includes three single metal pla	Lens		\$135.00		
Extra Single Metal Plate Holder .					1.50
Leather covered Film Pack Adapter					5.50
Sole-leather Carrying Case, Plush Lined					14.00
Page Tangata tang		Pro	ees inch	de er	eise war tar

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## The Popular Pressman

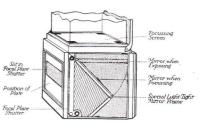
For Quality Negatives  $3\frac{1}{4} \times 4\frac{1}{4}$  inches

**THE** Popular Pressman is a De Luxe Reflecting Camera admirably suited to portraiture indoors, high-speed work or photography requiring brilliant, clean-cut pictures under adverse light conditions.

With the Pressman, it is unnecessary to estimate distance in order to correctly focus the lens. The image of the picture appears on the ground glass inside the focusing hood. By turning the focusing button on the left side of the Pressman, the subject is brought into sharp relief. The composition of the picture can

be arranged to a nicety and will appear on the ground glass just as it will be in the finished print.

The lens furnished on this instrument is one of the finest obtainable. It is a genuine f:4.5 Cooke Anastigmat objective,  $5\frac{3}{4}$ -inch focus, of the uncemented type. This lens, fitted with a focal plane shutter giving exposures from Time to 1/1000 second, is capable of any photographic task.



How the Pressman Works

The shutter used is of the fixed slit type fitted with a variable tension spring. Besides the exposures indicated on the speed plate, it is possible to obtain any fractional exposure between 1/15 second and 1/1000 second by manipulating the tension knob.

#### Among the smaller features of this Camera are:-

The Infinity Catch, which by a pressure of the finger gives exactly the right focusing point for landscapes and other subjects where depth of focus is the important factor.

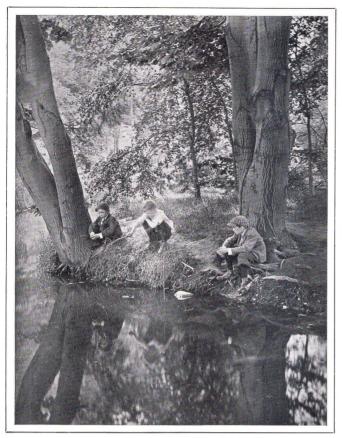
To overcome objectionable foreground in portrait work, a rising and falling front has been provided. This feature is easily operated while the camera is in working position.

In taking horizontal pictures it is unnecessary to turn the camera. It is fitted with a Reversible back which is easily adjusted.

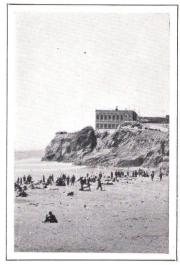
A bellows extension of nine inches enables one to work very close to the subject. This is especially convenient when photographing small objects.

A strap which snaps into rings on the sides of the camera helps do away with using a tripod on the longer fractional exposures.

The camera body is strongly built of solid mahogany, covered with Morocco grain leather. Focusing hood and bellows are of best quality Russia leather.



This size, 3¼ x 4¼, made by all No. 3 Seneca Cameras



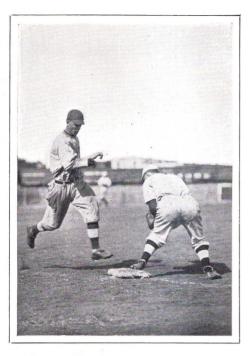
This size, 15% x 2½, made by the Vest Pocket Seneca

Seneca Cameras Bring Home the Pictures

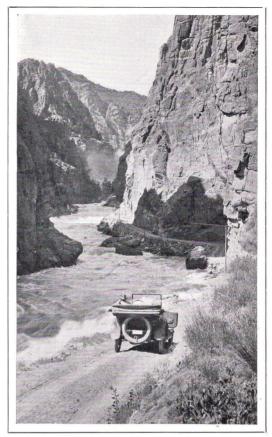


This size, 21% x 41%, made by all No. 2C Seneca Cameras

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This size, 2¼ x 3¼, made by No. 1 Junior No. 1 and No. 2 Sagamore, and No. 2 Scout

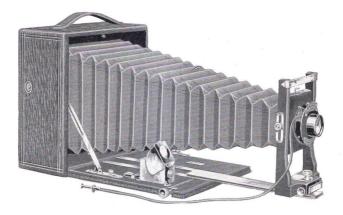


This size,  $2\frac{1}{2} \ge 4\frac{1}{4}$ , made by all No. 1A and No. 2A Seneca Cameras



This size, 3¼ x 5½, made by all No. 3A Seneca Cameras

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## Seneca Camera No. 8

#### For Plates or Film Packs

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches		Carr	ucity ying use		
4 x 5	$11\frac{3}{4}$	$6\frac{1}{2} \ge 6\frac{1}{2} \ge 3\frac{1}{2}$	12 x 4 x $7\frac{1}{8}$	Camer	a and	16 I	Iolders	
$3\frac{1}{4} \ge 5\frac{1}{2}$	$12\frac{1}{2}$	$7 \times 7 \times 3\frac{5}{8}$	$12\frac{1}{4} \ge 4\frac{1}{8} \ge 7\frac{1}{2}$	"	"	"	"	
5 x 7	$16\frac{3}{4}$	$8\frac{3}{4} \ge 8\frac{3}{4} \ge 3\frac{3}{4}$	$15\frac{3}{8} \ge 4\frac{3}{8} \ge 9$	"	"	"	"	

Details

- Camera Box—Ebony finish, corners dovetailed, covered with genuine leather, walrus grain.
- **Camera Bed**—Solid mahogany, ebony finish, attached to camera with improved nickel plated piano hinge.

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.

Front-Rising, falling and sliding.

Lens Board-Removable.

Swing—Back and bed.

- **Back**—Revolving, with spring actuated ground glass panel for focusing.
- View Finder—Brilliant, reversible, metal bound and hooded.
- Shutter—Wollensak Auto, speeds Time, Bulb, one second to 1/100. Optimo or Ilex Acme.
- **Lens**—Seneca Rapid Symmetrical, speed f:8, focus,  $4 \ge 5$ ,  $6\frac{3}{4}$  inches;  $3\frac{1}{4} \ge 5\frac{1}{2}$ ,  $6\frac{3}{4}$  inches;  $5 \ge 7$ , 8 inches or Anastigmat, speed f:6.3, focus,  $4 \ge 5$ , 6 inches;  $3\frac{1}{4} \ge 5\frac{1}{2}$ ,  $6\frac{1}{2}$  inches;  $5 \ge 7$ , 7 inches.

Tripod Sockets-Two (one for bed of camera).

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

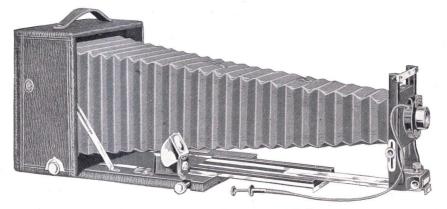
Prices	4 x 5	(Post Card) $3\frac{1}{4} \ge 5\frac{1}{2}$	5 x 7
Seneca No. 8, complete as above without lens or shutter	\$30.00	\$30.00	\$38.00
Seneca No. 8 with Symmetrical Lens, f:8, and Wollensak Auto Shutter	35.00	35.00	45.00
Seneca No. 8 with Anastigmat Lens, speed f:7.5, and Betax or Ilex General Shutter	40.00	40.00	60.00
Seneca No. 8 with Anastigmat Lens, speed <i>f</i> :6.3, and Optimo or Ilex Acme Shutter	55.00	55.00	85.00
Extra Simplex Double Plate Holders, each	1.50	1.00	1.75
Seneca Adapter (hingeless) for Film Packs	1.75	1.75	2.50
Supplementary Wide Angle Bed	1.00	1.00	1.00

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Prices include excise war tax

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### SENECA CAMERAS



## The Seneca Camera No. 9

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case
4 x 5	16	$6\frac{1}{2} \ge 6\frac{1}{2} \ge 4$	$12\frac{1}{2} \ge 4\frac{3}{8} \ge 7\frac{3}{8}$	Camera and 7 Holders
$3\frac{1}{4} \ge 5\frac{1}{2}$	$17\frac{1}{2}$	$7 \times 7 \times 4\frac{1}{4}$	$12\frac{1}{4} \ge 5 \ge 7\frac{5}{8}$	
5 x 7	$22\frac{1}{2}$	$8\frac{3}{4} \ge 8\frac{3}{4} \ge 4\frac{3}{8}$	$12\frac{5}{8} \ge 4\frac{3}{8} \ge 9$	

#### Details

- Camera Box-Ebony finish, corners dovetailed, covered with genuine leather, walrus grain.
- 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.
- 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 Board-Removable.

- Lens-Rapid Symmetrical Convertible, f:8, focus,  $4 \ge 5$ ,  $6\frac{3}{4}$  inches;  $3\frac{1}{4} \ge 5\frac{1}{2}, 6\frac{3}{4}$  inches; 5 x 7, 8 inches or Anastigmat, f:6.3, focus,  $4 \ge 5$ , 6 inches;  $3\frac{1}{4} \ge 5\frac{1}{2}$ ,  $6\frac{1}{2}$  inches;  $5 \ge 7$ , 7 inches.
- Shutter-Wollensak Auto, speeds, Time, Bulb, one second to 1/100. Optimo or Ilex Acme.
- Price includes Camera, Carrying Case, Seneca Simplex Plate Holder, Manual of Photography and Instruction Book.

4 x 5

(3A Post Card)

31/4 x 5

5 x 7

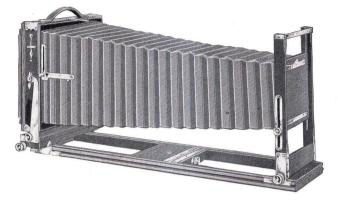
#### Prices

Seneca Camera No. 9, complete as above without lens or shutter	\$49.00	\$49.00	\$52.00
Seneca Camera No. 9 with Rapid Symmetrical Convertible Lens, speed f:8, and Wollensak Auto Shutter	55.00	55.00	60.00
Seneca Camera No. 9 with Anastigmat Lens, speed f:7.5, and Betax or Ilex General Shutter	60.00	60.00	75.00
Seneca Camera No. 9 with Anastigmat Lens, speed f:6.3, and Optimo or Ilex Acme Shutter	80.00	80.00	95.00
Supplementary Wide Angle Bed	1.00	1.00	1.00
Extra Simplex Double Plate Holders, each	1.50	1.00	1.75
Seneca Adapter (hingeless) for Film Packs	1.75	1.75	2.50

Prices include excise war tax

Seneca No. 9 with Supplementary Bed Attached for Ex-treme Wide Angle Att. treme Witt. Lenses

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## New Improved Seneca View Camera

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

THIS camera is noted especially for its rigidity. Due to the celebrated Seneca system of reinforcement, it will withstand any reasonable strain put upon it. Great *focal length* is obtained by the use of a three-section bed. The bellows is of an entirely new pattern and lined with gossamer. The Patent Bellows Support eliminates cutting off a por-

tion of the picture when a lens of short focal length is used.

The rising front, sufficient to center the lens on each half of the plate for photographs of tall subjects, is operated by rack and pinion. Equal movement



Double Tongued Bed with Brass Shoes, a Seneca Idea Protected by Patents

horizontally with absolute rigidity, is provided by the addition of the sliding and wide angle front bed.

To secure the greatest efficiency from the great freedom of movement provided for the lens, the back is made to swing both vertically and horizontally and is equipped both with rack and pinion and with set screw for this purpose. *The back is also reversible.* 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. There can be no interference with the bellows when the camera is closed.

Simple in construction and efficient in operation, the Jarless Back allows the plate holder to be inserted without any danger of throwing the camera out of position or out of focus. Turn the key at the top and the back automatically trips into position when the plate holder is inserted.

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## SENECA CAMERAS



The Seneca Single Sliding Division allows exposure of one-half of plate at will. The sliding section is easily removed to allow exposure of the entire plate.

Sliding Division Fitted in Reversible Back The camera is provided with a suitable carrying handle and a vertical plumb bob.



Showing Jarless Back Open to Receive Plate Holder

Following are the dimensions of the various sizes:

Size of Camera	Length of Draw or Focal Capacity	Dimensions of Camera	Weight	Dimensions of Lens Board	Number of Holders Case will Carry with Camera
5 x 7	$23\frac{1}{2}$ in.	$4\frac{1}{2} \ge 10\frac{1}{2} \ge 11\frac{1}{4}$	$6\frac{1}{2}$ lbs.	$4\frac{1}{8} \ge 4\frac{1}{4}$	6)
$6\frac{1}{2} \times 8\frac{1}{2}$	26 "	$5 \times 11\frac{1}{2} \times 12\frac{1}{2}$	$7\frac{1}{2}$ "	$4\frac{5}{8} \ge 4\frac{3}{4}$	5 Long Canvas
8 x 10	30 "	$5\frac{3}{4} \ge 13\frac{1}{2} \ge 14\frac{3}{4}$	$10\frac{1}{2}$ "	$5\frac{5}{8} \ge 5\frac{3}{4}$	6 Carrying Case
*11 x 14	$39\frac{1}{2}$ "	$6\frac{1}{2} \ge 17\frac{3}{4} \ge 19$	$18\frac{1}{2}$ "	$6\frac{1}{2} \ge 6\frac{1}{2}$	3 Square Case

Regular equipment includes Camera, Carrying Case and Improved Double Plate Holder or Portrait Film Holder

Prices	5 x 7	$6\frac{1}{2} \ge 8\frac{1}{2}$	8 x 10	11 x 14
New Improved Seneca View Camera complete as abov	e \$36.00	\$38.00	\$40.00	\$65.00
New Improved Seneca View Camera, fitted with Three	e-			
Focus Convertible Symmetrical Lens, speed $f$ :8, an	d			
Betax or Ilex Universal Shutter	. 53.00	65.00	74.00	
†Extra for Large Canvas Case with compartment for Tripo	d			
Lens and Shutter, in place of case regularly furnishe	ed 2.00	2.00	2.50	3.50
Extra Improved Double Plate Holders, each	. 1.75	1.85	2.00	*4.00
Seneca Double Portrait Film Holders, each	. 1.75	1.85	2.00	

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

\*Includes English Book Holder, Square Case.

<sup>†</sup>These cases accommodate holders as follows: 12, 5x7; 5, 6<sup>1</sup>/<sub>2</sub>x8<sup>1</sup>/<sub>2</sub>; 5, 8x10; 3, 11x14.

See page 39 for description and prices of Reducing Backs made to interchange with the regular reversible backs.



## Camera City View and Studio Outfit

For Home Portraiture and General View Work

**R**IGIDITY of construction is the dominating feature of the Camera City View Outfit. The celebrated Seneca system of reinforcement strengthens the entire frame until it will withstand any reasonable strain put upon it. The mahogany and cherry construction with heavy nickel plated brass trimmings allow a superior finish and workmanship.

We supply, without extra charge, a sliding block to be used to balance the camera for various extensions of bellows or changes in lens equipment. This is particularly valuable when the camera is used without extension bed. The weight of the camera is properly distributed to the tripod, and vibration is therefore at a minimum.

A bellows of genuine leather which is guaranteed not to crack or become porous is a regular part of the equipment.

The many other features are: the three section double tongued bed; rising and falling front; sliding and wide angle front bed; vertical and horizontal swing back; reversible and JARLESS BACK, PATENT BELLOWS SUPPORT AND THE DOUBLE AND SINGLE SLIDING DIVISIONS.



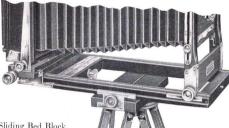
Showing Swings in Rear and Rise and Fall in Front

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The outfit is complete, it is capable of the finest results under a wide variety of conditions. The capacity of the lens board for all lenses of a reasonable diameter makes it very suitable for home portraiture; the appearance of the outfit makes it very desirable for that purpose. It will stand the wear and tear of years.



Showing Operation of Patented Sliding and Wide Angle Front Bed



Sliding Bed Block

The Seneca Sliding Division allows exposure of one-quarter or one-half of plate at will. The sliding sections are easily removed to allow exposure of the entire plate.

Following are the dimensions of the various sizes of the Camera City View and Studio Outfit:

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
5 x 7	$23\frac{1}{2}$ in.	$4\frac{1}{2} \ge 10\frac{1}{2} \ge 11\frac{1}{4}$	7  lbs.	$4\frac{1}{8} \ge 4\frac{1}{4}$	14
$6\frac{1}{2} \ge 8\frac{1}{2}$	26 "	$5 \times 11\frac{1}{2} \times 12\frac{1}{2}$	8"	$4\frac{5}{8} \ge 4\frac{3}{4}$	5
8 x 10	30 "	$5\frac{3}{4} \ge 13\frac{1}{2} \ge 14\frac{3}{4}$	11"	$5\frac{5}{8} \ge 5\frac{3}{4}$	6
11 x 14	$39\frac{1}{2}$ "	$6\frac{1}{2} \ge 17\frac{3}{4} \ge 19$	18"	$6\frac{1}{2} \ge 6\frac{1}{2}$	3



Regular equipment includes Camera, Sliding Block, Sliding and Wide Angle Front Bed, Carrying Case and one Improved Double Plate Holder or Portrait Film Holder (English Book Holder above 8 x 10), one extra Lens Board and Long Carrying Case with compartments. (This style case will accommodate Camera, Extra Holders, Tripod Lens and Shutter.) Square case furnished for 11 x 14 size.

Double Sliding Division Fitted in Reversible Back

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

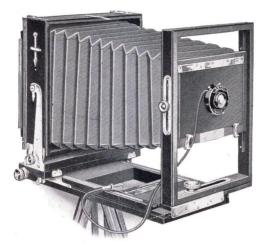
Complete as above	5 x 7 <b>\$44.00</b>	6½ x \$42	81 7.00	8 x \$5	10 <b>0.00</b>	11 x 1 <b>\$75.</b>	 eatheret bellow	vs on this size	)
Camera City View a Convertible Sym							5 x 7	$6\frac{1}{2} \ge 8\frac{1}{2}$	8 x 10
(dustproof) Shut						·	\$61.00	\$74.00	\$84.00
Extra Improved Dou	ble Plate I	Holders					1.75	1.85	2.00
Seneca Portrait Doul	ole Film H	olders					1.75	1.85	2.00

Price of Camera City Outfits with Lenses and Shutters in 11 x 14 size given on application.

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

See page 39 for description and prices of Reducing Backs made to interchange with the regular reversible backs.

#### SENECA CAMERAS



## Competitor View Camera

Reversible and Double Swing Back. Sliding Front

**P**OR scientific purposes, as well as general photography, the Competitor camera has found great favor. It is light in weight, compact, strong and rigid. It covers 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 back focus is operated by a rack and pinion and allows any wide 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 so desired.

The Competitor equipment includes a neat canvas carrying case which accommodates the camera and three double plate holders.

Dimensions of Competitor View models are as follows:

Size of Camera	Focal Capacity	Dimensions When Folded or Closed	Weight	Size of Lens Board
5 x 7	$14\frac{1}{2}$	$5 \ge 10 \ge 11\frac{1}{4}$	5 lbs.	4 x 6
$6\frac{1}{2} \ge 8\frac{1}{2}$	16	$5 \ge 11\frac{1}{4} \ge 12\frac{1}{2}$	6 lbs.	4 x 6
8 x 10	18	$5 \ge 13\frac{1}{4} \ge 14\frac{1}{2}$	7 lbs.	4 x 6

Case carries Camera and Three Holders.

The Competitor View Camera gives excellent results fitted with any standard lens or shutter. We particularly recommend to anyone who wants an excellent objective at a moderate cost, the Seneca Rapid Symmetrical Lens, speed f:8.

For one desiring a fully corrected lens, we feature the special f:6.3 Anastigmat. This is a modern lens in every respect and will handle well the many phases of work that come within the scope of an ultra-rapid Anastigmat, such as studio,

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speed, press, group and home portraiture work as well as copying, enlarging, commercial and general view work.

The lenses mentioned are furnished with either Betax or Ilex Universal Shutters. For general work, these shutters are very practical and reliable. Both are automatic in operation and are actuated either by finger or cable release.

The Universal Shutter is fitted with the famous Ilex gear system, which enables it to reproduce fractional speeds with microscopic precision.

Both shutters are of the between-the-lens type and are handsomely finished in nickel and black enamel.

#### Details

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.



Competitor Closed

#### Prices of Competitor View

<sup>\*</sup> Prices include Double Sliding Front, Carrying Case and one Seneca Improved Double Plate Holder or Portrait Film Holder.

Competitor Camera complete as above		<sup>5 x 7</sup> \$30.00	6½ x 8½ \$32.00	8 x 10 \$34.00
Competitor fitted with Rapid Symmetrical Lens, speed $f:8$ , and I	Betax			
or Ilex Universal Automatic (dustproof) Shutter .		47.00	59.00	68.00
Extra Improved Double Plate Holders, each		1.75	1.85	2.00
Seneca Double Portrait Film Holders, each		1.75	1.85	2.00



Competitor, showing swings in Rear and

rise in Front

#### 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. It works without jar or vibration and is ordinarily used back of the lens, on the lens board. No. 5 is for "time" work only, No. 6 for time and instantaneous exposures. The Safe Enlarging Type has orange leaves.

New Improved View	Outside Dimensions	Diameter	PRICES (Including Bulb and Tube)			
and Camera City View	Inches	Opening Inches	No. 5	No. 6	Enlarging	
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$     3\frac{1}{2}     4     5     6     7\frac{1}{2}     7\frac{1}{2} $	$     \begin{array}{c}       1 & \frac{3}{4} \\       2 \\       2 & \frac{3}{4} \\       3 & \frac{1}{4} \\       4 \\       4 \\       4   \end{array} $	\$6.50 6.50 7.75 7.75 8.50 8.50	\$8.00 9.00 9.00 9.00 9.75 9.75	\$5.50 6.00 6.50 6.50 6.50 6.50	
View Cameras	$4\frac{1}{2}$	21/4	7.00	9.00	5.75	

Prices include excise war tax

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#### Photographic Lenses

#### Series I Velostigmat-f:6.3

The Series I—f:6.3 Lens is a triple convertible Anastigmat. The front and rear combinations are both corrected for use alone and are of different focal lengths so that the user has virtually three lenses in one. In using the elements singly, it is necessary to stopdown to f:16 to obtain accurate definition. This lens is equally suitable for commercial and architectural photography, landscape and view work, copying and enlarging.

No.	Size	Focus	Diam. of Lens	Catalog Price In Barrel	Catalog Price With Betax Shutter	Catalog Price With Optimo Shutter	
0	2 <sup>1</sup> / <sub>4</sub> x 3 <sup>1</sup> / <sub>4</sub>	$3\frac{1}{2}$ in.	% in.	\$30.00	\$34.50	\$41.00	
1	$\left\{\begin{array}{cc} 3\frac{1}{4} \times 4\frac{1}{4} \\ 2\frac{1}{2} \times 4\frac{1}{4} \end{array}\right\}$	5 "	<sup>2</sup> 5⁄32"	32.50	37.50	44.50	
2	$\left\{ \begin{array}{ccc} 4 & x & 5 \\ 2^{7} 8 & x & 4^{7} 8 \end{array} \right\}$	5 <sup>3</sup> ⁄ <sub>4</sub> "	<sup>2</sup> 9⁄32"	35.00	41.00	49.00	
2A	314 x 51/2	$6\frac{1}{2}$ "	11/32 "	40.00	45.00	53.00	
3	5 x 7	714 "	1 932 "	47.50	52.50	60.50	
4	$6\frac{1}{2} \times 8\frac{1}{2}$	91/2 "	$1\frac{1}{2}$ "	75.00	80.00	88.00	
5	8 x 10	121/2 "	2 "	95.00	101.00	108.50	
7	11 x 14	16 "	217/32"	160.00	170.00		

#### Series II Velostigmat-f:4.5

This lens is a speedy Anastigmat, admirably adapted to studio, speed, press, group and home portrait work as well as copying, enlarging and general commercial photography. The three large sizes are equipped with a diffusing device which the professional will find extremely efficient in portrait work. Its flat field and perfect covering power make it an excellent objective at a moderate price.

No.	Size	Focus	Diam. of Lens	Catalog Price In Barrel	Catalog Price With Studio Shutter	Catalog Price With Betax Shutter	Catalog Price With Optimo Shutter
0	21/4 x 31/4	3½ in.	3/4 in.	\$33.00		\$38.00	\$44.00
1	$ \left\{ \begin{array}{ccc} 3\frac{1}{4} & x & 4\frac{1}{4} \\ 2\frac{1}{2} & x & 4\frac{1}{4} \end{array} \right\} $	5"	$1\frac{1}{8}$ "	36.00	4.0000	42.00	50.00
2	$\left\{ \begin{array}{ccc} 4 & x & 5 \\ 2^{7} 8 x & 4^{7} 8 \end{array} \right\}$	6 "	13/8 "	40.00		48.00	53.00
3	5 x 7	71/4 "	15/8 "	50.00	337577	57.00	65.00
3A	5 x 8	814 "	17/8 "	65.00		74.00	81.50
4	$6\frac{1}{2} \times 8\frac{1}{2}$	91/2 "	25/32 "	100.00	110.00	110.00	117.50
5	8 x 10	12 "	23/4 "	135.00	146.50	147.00	
7	11 x 14	16 "	3 7/16 "	225.00	236.50		

#### Wollensak Series V Anastigmat f:7.5

The amateur who has been using a hand camera with an ordinary Rapid Rectilinear lens will welcome the Series V, as it presents the possibility of securing anastigmatic sharpness in his pictures, and yet is offered at a price that is within the reach of all.

The Series V can be furnished in our shutters of quality, or in mounts to fit the shutters on the popular hand cameras of the better grade.

It is advisable to send the camera in to us to insure accurate adjustment of the focal scale to the lens.

No.	Size	Focus	Diam. of Lens	Catalog Price In Cells	Catalog Price In Barrel	Catalog Price With Betax Shutter	Catalog Price With Optimo Shutter
0	$ \left\{ \begin{array}{c} 2\frac{1}{4} & x & 3\frac{1}{4} \\ 1\frac{5}{8} & x & 2\frac{1}{2} \end{array} \right\} $	3½ in.	<sup>15/32</sup> in.	\$ 8.00	\$ 9.00	\$15.50	\$22.00
1	$ \left\{ \begin{array}{ccc} 31_{4}^{1} & x & 41_{4}^{1} \\ 21_{2}^{1} & x & 41_{2}^{1} \end{array} \right\} $	5 "	<sup>2</sup> } <sub>32</sub> "	9.00	10.00	17.00	24.00
2	$\left\{ \begin{array}{ccc} 4 & \mathrm{x} & 5 \\ 2^{7} 8 & \mathrm{x} & 4^{7} 8 \end{array} \right\}$	534 "	25/32 "	9.50	10.50	17.50	24.50
2A	$3\frac{1}{4} \times 5\frac{1}{2}$	61/2 "	7/8 "	10.00	11.00	19.00	27.00
3A	5 x 8	814 "	1 332 "		25.00	32.00	40.00
4	$6\frac{1}{2} \times 8\frac{1}{2}$	101/2 "	1 9/32 "		40.00	48.00	56.00
5	8 x 10	13 "	119/32 "		52.50	62.50	70.00

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## Photographic Lenses

(Continued)

## Wollensak Anastigmat Lens, Series IV, Speed f:6.3

The Series IV is a real opportunity to the photographer who has been handicapped by the lack of speed and marginal definition of the Rapid Rectilinear type of lens and the high prices of anastigmats in general. Since it is an anastigmat, this lens will sharply cover the plate for which it is listed at its largest aperture, f:6.3. This speed will be found sufficient for practically all purposes.

Mounted in the Optimo, Betax, Ilex Marvel or Ilex Acme Shutter, it makes an excellent outfit for either hand cameras or the larger commercial equipments. Suitable for commercial, architectural, landscape and view work, copying and enlarging and home portraiture when the lighting is good, the Series IV will fully meet most requirements.

In the smaller sizes the lens is an ideal objective and readily adapted to the small and compact film cameras.

No.	Size	Focus	Diam. of Lens	Catalog Price In Cells	Catalog Price In Barrel	Catalog Price With Betax Shutter	Catalog Price With Optimo Shutter
0	$\left\{\begin{array}{ccc} 2\frac{1}{4} & x & 3\frac{1}{4} \\ 1\frac{5}{8} & x & 2\frac{1}{2} \end{array}\right\}$	3½ in.	% in.	\$15.00	\$16.00	\$22.50	\$29.00
1	$ \begin{cases} 3\frac{1}{4} \times 4\frac{1}{4} \\ 2\frac{1}{2} \times 4\frac{1}{4} \end{cases} $	5"	25/32 "	17.00	18.00	25.00	32.00
2	$\left\{ \begin{array}{ccc} 4 & x & 5 \\ 27_8 & x & 47_8 \end{array} \right\}$	5 <sup>3</sup> / <sub>4</sub> "	2932 "	17.50	18.50	26.50	34.50
2A	$3\frac{1}{4} \times 5\frac{1}{2}$	61/2 "	1 1/32 "	18.00	20,00	27.00	35.00
3	5 x 7	$7\frac{1}{4}$ " $9\frac{1}{2}$ "	1 5/32 " 1 1 4 "		32.50	$38.50 \\ 57.00$	46.50
4 5		12 "	$\frac{1}{129}$ "		$50.00 \\ 70.00$	78.00	85.50

Ilex-Acme Anastigmat Series "C", Speed f:6.3

Lens No.	Size	Focus	Shutter or Barrel No.	In General Shutter	In Universal Shutter	In Acme Shutter	In Cells
0	$ \left\{ \begin{array}{c} 158 \text{ x} & 212 \\ 214 \text{ x} & 314 \\ 212 \text{ x} & 414 \\ 314 \text{ x} & 414 \\ 314 \text{ x} & 414 \\ 278 \text{ x} & 478 \\ \end{array} \right\} $	3½ in.	00	\$24.00	\$28.50	\$32.00	\$14.00
1	$\left\{ \begin{array}{ccc} 2\frac{1}{2} & x & 4\frac{1}{4} \\ 3\frac{1}{4} & x & 4\frac{1}{4} \end{array} \right\}$	5 "	0	26.00	30.50	34.00	16.00
2	$\left\{\begin{array}{ccc} 27\\ 8\\ 4\\ x 5\end{array}\right\}$	5 <sup>3</sup> ⁄ <sub>4</sub> "	1	28.50	31.50	35.00	16.50
3	31/4 x 51/2	$6\frac{1}{2}$ " $7\frac{1}{4}$ " $9\frac{1}{2}$ "	1	29.50	32.50	36.00	17.50
5	5 x 7	71/4 "	1	34.50	37.50	41.00	22.50
6	$6\frac{1}{2} \times 8\frac{1}{2}$	91/2 "	3	55.00	58.00	62.50	
7	8 x 10	12 "	4	78.00	80.00	85.00	

Ilex-Acme Anastigmat Series "D", Speed f:7.5

Lens No.	Size	Focus	Shutter or Barrel No.	In General Shutter	In Universal Shutter	In Acme Shutter	In Cells
0	$\left\{\begin{array}{ccc} 15\% & x & 21/2 \\ 21/4 & x & 31/4 \end{array}\right\}$	3½ in.	00	\$17.00	\$21.50	\$25.00	\$7.00
1	$\left\{\begin{array}{ccc} 21^{\prime}_{2} x & 41^{\prime}_{4} \\ 31^{\prime}_{4} x & 41^{\prime}_{4} \end{array}\right\}$	5 "	0	18.00	22.50	26.00	8.00
2	$\left\{\begin{array}{ccc} 27\\8\\4\\4\\5\end{array}\right\}$	5 <sup>3</sup> ⁄ <sub>4</sub> "	1	20.50	23.50	27.00	8.50
3	31/4 x 51/2	61/2 "	1	21.00	24.00	27.50	9.00
3 5	5 x 7	714 "	1	27.00	30.00	33.50	15.00
6	6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	91/2 "	3	46.00	49.00	53,50	
7	8 x 10	12 "	4	60.00	62.00	67.00	

Prices include excise war tax

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### Bausch & Lomb Tessar Lenses

The Bausch & Lomb Tessar Lenses are 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

Ic Tessar is the ideal lens for speed work with focal plane shutters, for home portraiture, studio heads and groups. It has three times the speed of ordinary camera lenses.

No.	Size	Equiv. Focus	Diam. of Lens	Catalog List in Barrel	Catalog List in Compound Shutter
12	$2\frac{1}{4} \times 3\frac{1}{4}$	3½ in.	<sup>3</sup> / <sub>4</sub> in.	\$32.00	\$50.00
13	$2\frac{1}{2} \times 3\frac{1}{2}$	412 "	1 1/32 "	37.50	56.50
14	$3\frac{1}{4} \times 4\frac{1}{4}$	51/2 "	11/4 "	42.75	63.75
15	4 x 5	61/2 "	11/2 "	48.00	69.00
15A	5 x 7	71/2 "	12332 "	58.75	83.75
16	5 x 8	81/2 "	1 15/16 "	72.50	97.50
17	$6\frac{1}{2} \times 8\frac{1}{2}$	978 "	23/32 "	117.50	152.50
18	8 x 10	115/8 "	211/6 "	160.00	200.00
18A	10 x 12	1434 "	33/8 "	213.50	
19	11 x 14	155/8 "	3% "	266.50	
20	14 x 17	19 7/16 "	4 7/16 "	373.50	



## Seneca Ray Screen

This screen is of great assistance in producing cloud effects in outdoor photography. By the use of this screen a more equal exposure may 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 Ray Screen	Outside Diameter	Diameter of Lens	Prices
No. 1	1½ in.	1¼ in.	\$1.00
No. 2	2 "	134 "	1.50
No. 3	31/4 "	27/8 "	1.75

## Seneca Photo Optical Outfit

#### (For Hand Cameras)

This outfit consists of four Lenses, one Ray Filter and one Duplicator, highly nickeled 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.

							TTIC	69						
Outfit complete	e for	4 x .	5 and	5 x 7,	diam	leter of	lens	15/16	inches			\$3.25		
Enlarging and												.50	The second second	
Wide Angle Le	ns											.50	Contraction of the second seco	
Portrait Lens												.50	SUPPLEMENTARY LENSES	
Tele Photo Ler	1S		2									.50	Surre	
Ray Filter .			x									.50		
Duplicator .												.40		
Any three of th											ing			2
four in a	all, fu	rnis	hed in	case								2.25		
Any two of the	e abo	ve ]	Lenses	and	Dupl	icator,	maki	ing t	three in	all,	fur-			
nished in	n case	9	-				-	-				1.50		

### Seneca Focal Plane Shutter

(Patented)



The photographing of anything in rapid action can best be done with a focal plane shutter.

It works right in front of and very close to the plate. The slit of light, traveling at an even rate before the plate insures an even distribution of light. Whereas a great part of the time required for an ordinary between the lens shutter is consumed in opening and closing, the focal plane shutter works at its greatest opening during the entire length of the exposure. The amount of light necessary for a well exposed negative passes through in an exceedingly shorter space of time. From Time to 1/1000 of a second—its maximum speed, it works quietly

without a jar. It can be adapted to all folding reversible back plate cameras.

Size	Weight	Dimensions	Prices
4 x 5	15 ozs.	6 <sup>3</sup> / <sub>8</sub> x 6 <sup>3</sup> / <sub>8</sub> x 1 <sup>13</sup> / <sub>16</sub>	\$15.00
3A 3 <sup>1</sup> / <sub>4</sub> x 5 <sup>1</sup> / <sub>2</sub>	15 "	67/8 x 67/8 x 113/6	15.00
5 x 7	15 " 22 "	8 <sup>3</sup> / <sub>8</sub> x 8 <sup>5</sup> / <sub>8</sub> x 1 <sup>13</sup> / <sub>16</sub>	16.00
$6\frac{1}{2} \times 8\frac{1}{2}$	25 "	$10_{16}^{3} \times 10_{16}^{3} \times 1_{16}^{13}$	17.00
8 x 10	30 "	12 x 12 x 1 <sup>15</sup> / <sub>6</sub>	18.00

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Seneca Metal Tripods

Seneca Metal Tripods are made of heavy gauge, seamless brass tubing. The lower legs, which telescope, are finished in polished brass-the upper in black enamel.

Three sizes are furnished—No. 300 having three sections, No. 400 having four sections and No. 500 having five.

These Tripods are invaluable for taking time exposure, portrait work and for Flashlight Photography. They are light in weight, compact and extremely rigid. Length

Catalog	
Number	
300	

400

500

Sections

3

4

5

15 inches 50 inches 15 inches 55 inches

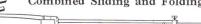
Closed

17 inches

The Compact Tripod (Wooden Top) Combined Sliding and Folding

Extended

43 inches



The Compact Tripod, made of ash, 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. When it is extended it is  $4 \text{ feet } 8\frac{1}{2}$  inches long, while it is but  $22\frac{3}{4}$  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 use.

Style	Size of Camera	Weight	Prices
No. 2	5 x 7 and smaller	38 ozs.	\$4.00
No. 21/2	$6\frac{1}{2} \times 8\frac{1}{2}$ and smaller	3 lb. 2 ozs.	5.00
No. $3\frac{1}{2}$	11 x 14 and smaller	4 lb. 13 ozs.	6.50

## 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; folded, 223 inches. Weight, 27 ounces. Special Compact Tripod \$3.50

Weight

16 ounces

20 ounces

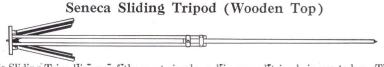
24 ounces

Prices

\$2.50

2.75

3.00



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

Style	Length When Ex- tended, Inches	Length When Closed Inches	Size of Camera	Prices
1	$56\frac{1}{4}$	3034	$\begin{array}{c} 6\frac{1}{2} \times 8\frac{1}{2} \\ 8 \times 0 \\ 17 \times 20 \end{array}$	\$3.00
2	60	321⁄2		3.50
4	$58\frac{1}{2}$	33		5.00

## Special Sliding Tripod (Metal Top)



This is a light sliding tripod and is made of spruce, 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  $30\frac{1}{2}$  inches and when extended  $56\frac{3}{2}$  inches. Weight, 20 ounces. Special Sliding Tripod \$1.50 .

Prices include excise war tax

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## Seneca Film Pack Adapter

#### (Hingeless) For Daylight Loading Film Packs (Patented)

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 returned to position. After the image has been sharply focused, the Adapter is placed in the camera. Made of polished cherry and aluminum.



5 x 7

\$2.50

	Prices	3-A Model	
4 x 5 <b>\$1.75</b>	<sup>3 x 5<sup>1</sup>/<sub>4</sub> \$1.75</sup>	$3\frac{1}{4} \ge 5\frac{1}{2}$ \$1.75	
<b>\$2110</b>	<b>\$</b> 2000	+=	



\$1.50

## Simplex Double Plate Holder

### To Seneca, Premo or Century Camera

#### Patented Light Trap and Wooden Bar

The Simplex Plate Holder has the new style of slide, without the troublesome wooden handles. 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 not be visible at the thumb notch, and when exposed, the slide may be turned so the "E" will be visible at the thumb notch.

Showing safety catch and finger grip and the plate has so the "E" will not be slide may be turned so

The Seneca Simplex 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 from light by the reason of the increased width of the shoulder.

		Old Style	Prices			
3 <sup>1</sup> / <sub>2</sub> x 3 <sup>1</sup> / <sub>2</sub>	$3\frac{1}{4} \ge 4\frac{1}{4}$	Narrow Model 3 <sup>1</sup> / <sub>4</sub> x 5 <sup>1</sup> / <sub>2</sub>	$\begin{array}{c} \text{3-A Model} \\ 3\frac{1}{4} \ge 5\frac{1}{2} \end{array}$	4 x 5	$4\frac{1}{4} \ge 6\frac{1}{2}$	5 x 7
\$.40	\$1.00	\$1.00	\$1.00	\$1.50	\$1.50	\$1.75

Simplex Plate Holder-for Graflex and Reflex

	-			Pric	es		<sup>3<sup>1</sup>/<sub>4</sub> x 4<sup>1</sup>/<sub>4</sub> \$1.75</sup>	4 x 5	
Natural Finish								\$1.75	\$2.00
Ebony Finish		•					2.00	2.00	2.50

## Seneca Improved Double Plate Holder

#### Patented Light Trap and Wooden Bar for Holding Plate

The Seneca Improved Holder is made from seasoned cherry which has been well finished with shellac. The smooth and accurate grooves insure perfect freedom of action to either Press-Board or Hard Rubber slides.

The spring wooden bar is a very simple and convenient device for loading. First rest the end of the plate against the wooden bar in the holder. Press back the bar with the finger and the plate falls into place.

		Old Style		Prices				
<sup>3<sup>1</sup>/<sub>2</sub> x <sup>3<sup>1</sup>/<sub>2</sub></sup> <b>\$ .40</b></sup>	<sup>3<sup>1</sup>/<sub>4</sub> x 4<sup>1</sup>/<sub>4</sub> <b>\$1.00</b></sup>	Narrow Model 3 <sup>1</sup> / <sub>4</sub> x 5 <sup>1</sup> / <sub>2</sub> <b>\$1.00</b>	3-A Model 3 <sup>1</sup> / <sub>4</sub> x 5 <sup>1</sup> / <sub>2</sub> <b>\$1.00</b>	4 x 5 \$1.50	4 <sup>1</sup> / <sub>4</sub> x 6 <sup>1</sup> / <sub>2</sub> \$1.50	<sup>5 x 7</sup> <b>\$1.75</b>	6½ x 8½ \$1.85	8 x 10 <b>\$2.00</b>

NOTE—When ordering Seneca Improved Double Plate Holders for cameras of makes other than Seneca, specify style of camera.

### English Style Book Holder

#### Prices

11 x 14 for			neras											\$4.00
11 x 14 for	10 x	12								1.02				4.00
14 x 17						e.				24.		×.	•	5.00
16 x 20 17 x 20				×							1	5		5.50 6.00
17 X 20			·		•		•	•	•				2	0.00

## Seneca Portrait Film Holders

Made especially to use portrait or cut films with the New Improved Seneca View, Camera City View, Competitor View, Nos. 31, 8, 9 and other plate cameras. Each holder accommodates two cut films.

				Pr	ices				
$5 \ge 7$		\$1.75	$6\frac{1}{2} \ge 8\frac{1}{2}$			\$1.85	8 x 10		\$2.00

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## Lens Boards for Hand and View Cameras

### Furnished in Dull Ebonized or Natural Mahogany Finish

#### Prices

For Hand Cameras up to and including 5 x 7 size						\$ .60
For Hand Cameras larger than 5 x 7 size	×					.90
For View Cameras up to and including 8 x 10 size		25		× .	1.0	.90
For View Cameras larger than 8 x 10 size .						1.25

## Bellows for Hand and View Cameras

Extra bellows will be furnished as follows:

Vest Pocket Seneca .												\$ 2.25
No. 1 Seneca Junior												2.75
Folding Scout (All Sizes)												3.00
No. 1 R. F. Seneca and	No. 1 Seneca	Sagar	nore							1		3.50
Nos. 1A and 2C Chief; N	Nos. 1A, 3 an	d 3A	R. F.	Senec	as							4.00
Nos. 2A, 2C, 3 and 3A S												4.00
$3\frac{1}{4} \ge 5\frac{1}{2}$ and $4 \ge 5$ Senecas									<i>a</i>			7.50
5 x 7 Seneca No. 8; 3 <sup>1</sup> / <sub>4</sub> x	$5\frac{1}{2}$ and $4 \ge 5$	Senec	as No	. 9								9.00
					- i -							10.50
							5 x 7	61	$x 8\frac{1}{2}$	8 x	: 10	11 x 14
New Imp. Seneca View	(Leatheret)					S	9.00		0.50	\$12	2.00	\$18.00
Camera City View	(Leather)						2.00		3.00		5.00	24.00
Competitor View	(Leatheret)						6.50		8.50		.50	
"""""	(Leather)						9.00		1.00	13	3.00	
	(menter)							-				

## Canvas Cases for View Cameras

			Pri	ces				
To Carry				Style	$5 \ge 7$	$6\frac{1}{2} \ge 8\frac{1}{2}$	$8 \ge 10$	11 x 14
Camera and Holders				Square	\$4.00	\$4.25	\$4.50	\$7.00
Camera Holders, Tripod and Lens	•	× .		$\mathop{\mathrm{Oblong}}_{``}$	$4.50 \\ 5.50$	5.00 6.00	$5.50 \\ 6.50$	9.00 9.50
Camera Holders, Tripod and Lens					5.50	0.00	0.50	7.50

## 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. 2A Reducing Back for  $5 \ge 7$  View Cameras to take  $4 \ge 5$  plate holder includes one  $4 \ge 5$  plate holder. Made in either the mahogany or ebonized finish.

#### Prices

No. 1A for 5 x 7 View to take $4\frac{1}{4} \times 6\frac{1}{2}$ Plate Holder (outside dimensions) $8\frac{3}{4} \times 8\frac{3}{4}$ .		\$ 6.00
No. 2A for 5 x 7 View to take 4 x 5 Plate Holder (outside dimensions) $8\frac{3}{4} \times 8\frac{3}{4}$		7.00
No. 3A for 5 x 7 View to take $3\frac{1}{4}$ x $5\frac{1}{2}$ Plate Holder (outside dimensions) $8\frac{3}{4}$ x $8\frac{3}{4}$ .		7.00
No. 4A for 5 x 7 View to take $3\frac{1}{4} \ge 4\frac{1}{4}$ Plate Holder (outside dimensions) $8\frac{3}{4} \ge 8\frac{3}{4}$ .		7.00
No. 5A for $6\frac{1}{2} \ge 8\frac{1}{2}$ View to take 5 $\ge 7$ Plate Holder (outside dimensions) $10\frac{1}{8} \ge 10\frac{1}{8}$		8.00
No. 6A for $6\frac{1}{2} \ge 8\frac{1}{2}$ View to take $4\frac{1}{4} \ge 6\frac{1}{2}$ Plate Holder (outside dimensions) $10\frac{1}{8} \ge 10\frac{1}{8}$		6.00
No. 7A for $6\frac{1}{2} \ge 8\frac{1}{2}$ View to take $4 \ge 5$ Plate Holder (outside dimensions) $10\frac{1}{8} \ge 10\frac{1}{8}$		6.00
No. 8A for $6\frac{1}{2} \ge 8\frac{1}{2}$ View to take $3\frac{1}{4} \ge 5\frac{1}{2}$ Plate Holder (outside dimensions) $10\frac{1}{8} \ge 10\frac{1}{8}$		6.00
No. 8AA for $6\frac{1}{2} \ge 8\frac{1}{2}$ View to take $3\frac{1}{4} \ge 4\frac{1}{4}$ Plate Holder (outside dimensions) $10\frac{1}{8} \ge 10\frac{1}{8}$	· •	6.00
No. 9A for 8 x 10 View to take $6\frac{1}{2}$ x $8\frac{1}{2}$ Plate Holder (outside dimensions) 12 x 12 .		9.00
No. 10A for $8 \ge 10$ View to take $5 \ge 7$ Plate Holder (outside dimensions) $12 \ge 12$ .		9.00
No. 11A for 8 x 10 View to take $4\frac{1}{4} \ge 6\frac{1}{2}$ Plate Holder (outside dimensions) 12 x 12		7.00
No. 11AA for 8 x 10 View to take 4 x 5 Plate Holder (outside dimensions) 12 x 12		7.00
No. 12A for 11 x 14 View to take 8 x 10 Plate Holder (outside dimensions) $16\frac{1}{4} \times 16\frac{1}{4}$		12.00

Prices include excise war tax

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## Seneca Printing Frames

Prices Amateur Frames (Piano Hinge)

1	$3\frac{1}{2} \ge 3\frac{1}{2}$	· ·	· ·					•	. \$ .15
	$3\frac{1}{4} \ge 4\frac{1}{4}$		8 8						25
	4 x 5								25
	$3\frac{1}{4} \ge 5\frac{1}{2}$	·							25
	$3\frac{5}{8} \times 6$ p	ost card							25
	5 x 7								40
-									
	Pri	ices Profe	ssional Fra	ames	(Pian	o Hinge	e)		
$3\frac{1}{4} \ge 4\frac{1}{4}$ .		\$ .50	8 x 10				\$1.55		
4 x 5		.50	$10 \ge 12$				2.75		
$3\frac{1}{4} \ge 5\frac{1}{2}$ .	• •	.50	$10 \times 12$ 11 x 14			• •	3.00		
	• •				•				
$3\frac{5}{8} \ge 6$		.50	$14 \ge 17$				5.00		
$4\frac{1}{4} \ge 6\frac{1}{2}$ .		.60	$16 \ge 20$				6.75	A	
5 x 7		1.00	$18 \ge 22$				7.00		
5 x 8		1.00	$20 \ge 24$				8.00		Survey of the
$6\frac{1}{2} \ge 8\frac{1}{2}$		1.15						- Contraction	
02 A 02	•	1.10							

## Seneca Tilting Tripod Top

The Tilting Tripod Top is one of our most useful accessories and labor savers. The amateur uses it for photographing on an incline, either upwards or downwards. With a stout tripod, it furnishes a very serviceable home portrait stand. Its advantages are instantly obvious to the commercial photographer. Outdoors its use is limited only by the ingenuity of the operator. Its appeal to the naturalist is its ability to shoot straight down in photographing specimens in the laboratory and in the field.

It is light, rigid and compact. All adjustments can be made without detaching tilting top or camera as it does not interfere with swings or reversing backs.

#### Prices

No. 1 for 5 x 7 Cameras	Size $4\frac{1}{2} \ge 5\frac{3}{4}$ , folded		\$2.00
No. $1\frac{1}{2}$ for $6\frac{1}{2} \ge 8\frac{1}{2}$ Cameras	Size 5 x $6\frac{1}{2}$ , folded		2.50
No. 2 for 8 x 10 and larger Cameras]	Size $6\frac{1}{4} \ge 7\frac{1}{8}$ , folded		3.00

### Seneca All-in-One Clamp

The Seneca All-in-One Clamp is a compact, substantial device, furnishing a satisfactory substitute for the tripod. It is so constructed as to permit use by being attached to a chair, motorcycle or bicycle handle bar or automobile. The padded felt clamp jaws will prevent marring any item to which it may be attached.

The Seneca All-in-One Clamp can also be used upon a regular tripod and the Camera tilted to any desired angle. It is made of brass, nickel plated.

Price, each .





You can take your own picture with an Autosnap. It fastens on the cable release of your Camera and does the work as well as someone pressing the release for you. The Autosnap gives a very reasonable length of time in which to get into position for the picture and because of the ingenious method of control, it is certain to work and the time can be regulated by the operator at will.

Autosnap, for any cable release

Page Forty

\$1.00

\$1.50



## **Central Dry Plates**

The Central 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 the popular sizes.

Size	Price per Dozen	Size	Price per Dozen
$ \begin{array}{r} 3\frac{1}{4} \times 4\frac{1}{4} \\ 3\frac{1}{4} \times 5\frac{1}{2} \\ 4 \times 5 \\ 4\frac{1}{4} \times 6\frac{1}{2} \end{array} $		$5 x 7 5 x 8 6^{1/2} x 8^{1/2} 8 8 x 10$	\$1.45 1.70 2.20 3.20

## Kodak Film Packs

Twelve exposures in each pack.

No.	Size	Prices	No.	Size	Prices	No.	Size	Prices
$500 \\ 520 \\ 516$	$\frac{1\frac{3}{4} \times 2\frac{3}{8}}{2\frac{1}{4} \times 3\frac{1}{4}}$ $\frac{2\frac{1}{2} \times 4\frac{1}{4}}{2\frac{1}{2} \times 4\frac{1}{4}}$		518 542 522	$\begin{array}{c} 3\frac{1}{4} \ge 4\frac{1}{4} \\ 3 \ge 5\frac{1}{4} \\ 3A (3\frac{1}{4} \ge 5\frac{1}{2}) \end{array}$		523 515	4 x 5 5 x 7	\$1.10 1.90

## **Miscellaneous Supplies**

All Milled Head Screws		X											\$	.30
Bulbs and Tubes, to fit any	Shutte	r											3	.35
Glass for Seneca Lamps, Ru	by or (	Orang	ge .							~				.25
Ground Glass for 4 x 5 Cam	ieras, 2	25c.;	for 5 x	7 Ca	meras	s, 30c.	; for	$6\frac{1}{2} \ge 8$	1 Can	neras,	45c.;	for		
8 x 10 Cameras, 55c.;	for 11	x 14	Came	ras, \$	1.35									
Orange or Ruby Fabric, per	sq. yd												3	.75
Screws for Tripods .														.25
Shoulder Straps for carrying	cases,	56 in	nches		ž.									.50
Shoulder Straps for carrying	cases,	66 i	nches											.60
Brilliant View Finders .													2	.00

## Focusing Cloth

Our Focusing Cloth is made from the best gossamer material, light in weight, light tight and waterproof. Each cloth is 36 x 54 inches . . . . . . . . . . . . . . Price each, **\$1.25** 

## Kits to Fit Any Holder

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

#### Prices

4	x	5 .	to	take	$3\frac{1}{4}$	$x 4\frac{1}{4},$	$3\frac{1}{4} \ge 4$	4 Plate	е.							\$.25
5	X	7	—to	take	$3\frac{1}{4}$	$x 4\frac{1}{4},$	4 x 5,	$3\frac{1}{4} x$	$5\frac{1}{2}$ ,	$4\frac{1}{4} \ge 6\frac{1}{2}$	Plate					•35
$6\frac{1}{2}$	X	$8\frac{1}{2}$	—to	take	$3\frac{1}{4}$	$x 4\frac{1}{4},$	4 x 5	$3\frac{1}{4}x$	$5\frac{1}{2}$ ,	$4\frac{1}{4} \ge 6\frac{1}{2}$	, 5 x 7	Plate				.40
8	x	10	—to	take	$3\frac{1}{4}$	$x 5\frac{1}{2},$	4 <sup>1</sup> / <sub>4</sub> x	$6\frac{1}{2}, 5 x$	7,	$6\frac{1}{2} \ge 8\frac{1}{2}$	Plate				÷	.50
11	X	14	—to	take	$6\frac{1}{2}$	$x 8\frac{1}{2},$	8 x 10	0, 10 x	12	Plate				÷		.75
14	x	17	—to	take	11	x 14	Plate									1.00
															-	

Prices include excise war tax

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## Royal Photograph Albums

Royal Albums embrace the best in style, workmanship and material. Made in two styles. The interchangeable leaf type allows great latitude in arrangement of pictures.

#### Black Linen Cloth; Flexible Leaves-Carbon

Number	Size	Leaves to Album	Price Each
$3500 \\ 3501 \\ 3502 \\ 3503$	5½ x 7	50	\$.75
3501	7 x 10	50	1.10
3502	10 x 12	50	1.70
3503	11 x 14	50	1.70 2.00

Imitation Leather Walrus; Flexible Leaves—Carbon Interchangeable—Imitation Leather, Buffalo Grain

Number	Size	Leaves to Album	$\mathbf{Price}$ Each	Number	Size	Leaves to Album	Price Each
$\begin{array}{r} 4300/50\\ 4301/50\\ 4302/50\\ 4303/50\end{array}$	$5\frac{1}{2} \times 7 \\ 7 \times 10 \\ 10 \times 12 \\ 11 \times 14$	$50 \\ 50 \\ 50 \\ 50 \\ 50$		A4400 A4401 A4402 A4403	$5\frac{1}{2} \times 7$ 7 x 10 10 x 12 11 x 14	50 50 50 50	\$1.35 1.75 2.90 3.25

## Interchangeable

Black Silk Cloth; Flexible Leaves-Carbon

Imitation Leather Seal; Flexible Leaves-Carbon

Number	Size	Leaves to Album	Price Each	Number	Size	Leaves to Album	Price Each
A3100/50	$5\frac{1}{2} \times 7$	50	\$1.00	A4100/50	$5\frac{1}{2} \times 7$	50	\$1.10
A3101/50	7 x 10	50	1.25	A4101/50	7 x 10	50	1.50
A3102/50	10 x 12	50	1.80	A4102/50	10 x 12	50	2.40
A3103/50	11 x 14	50	2.25	A4103/50	11 x 14	50	2.75

#### Genuine Leather, English Long Grain

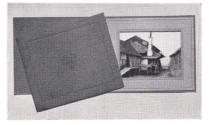
Number	Size	Leaves to Album	Price Each
A 5600	5½ x 7	50	= \$2.00
$\begin{array}{c} {\rm A5600} \\ {\rm A5601} \\ {\rm A5602} \\ {\rm A5603} \end{array}$	7 x 10	50	
A5602	10 x 12	50	4.50
A5603	11 x 14	50	5.40

## Seneca Amateur Folder

An ideal slip-in Folder for amateur prints—artistic — convenient—durable. The two tone gray embossed cover and design produces a combination that will protect and enhance the appearance of the print.

These are furnished in original packages of fifty folders of a size to the box.

Size B for $2\frac{1}{4} \ge 3\frac{1}{4}$ prints, per box of 50		\$2.25
Size D for $2\frac{1}{2} \ge 4\frac{1}{4}$ prints, per box of 50		2.50
Size E for $3\frac{1}{4} \ge 4\frac{1}{4}$ prints, per box of 50		2.90
Size F for $3\frac{1}{4} \ge 5\frac{1}{2}$ prints, per box of 50		3.00



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## Seneca Developing Paper



We offer with a feeling of justifiable pride a line of photo papers to which we attach our own label, Seneca Photo Papers of Quality. These papers are manufactured with the requirements of the amateur photographer particularly in mind. They have the advantage not only of splendid photographic quality but are uniformly good from one lot to another and from the first to the last sheet of every package. They make friends and hold them. In ordering Seneca Developing Paper be sure to specify the degree of

contrast, surface and weight.

Seneca Developing papers are supplied in three surfaces: Matte, Semi-Matte and Glossy; single and double weight; and three degrees of contrast; hard, medium and soft. Mention the surface, weight and contrast desired.

	Singl	e Weight	Double Weight				
Size	Catalog Price Doz.	Catalog Price Gross	Catalog Price Doz.	Catalog Price Gross			
$\begin{array}{cccccccccccccccccccccccccccccccccccc$		\$1.10 1.35 1.75 1.75		\$1.40 1.50 2.00 2.00			
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	. 20 . 25	$2.00 \\ 2.30$	. 25 . 30	$2.50 \\ 2.50$			
$\begin{array}{ccccc} 4 & {\rm x} & 6 \\ 5 & {\rm x} & 7 \\ 6\frac{1}{2}  {\rm x} & 8\frac{1}{2} \end{array}$	. 25 . 35	2.30 3.50 5.50	.30 .40 .75	$2.75 \\ 4.00 \\ 6.75$			
$8 \times 10$ 11 x 14	$     .60 \\     .80 \\     1.50   $		1.00 1.85	10.00 18.25			

Rolls

	Single Weight	Double Weight		Single Weight	Double Weight
Size	Catalog Price	Catalog Price	Size	Catalog Price	Catalog Price
10 ft. Rolls, 20 in. wide 10 ft. Rolls, 40 in. wide	\$1.80 3.60	\$2.00 4.00	10 yd. Rolls, 20 in. wide 10 yd. Rolls, 40 in. wide	\$4.50 9.00	$\$5.30\\10.60$

### **500 Sheet Packages**

	Single Weight	Double Weight		Single Weight	Double Weigh
Size	Catalog Price	Catalog Price	Size	Catalog Price	Catalog Price
$2\frac{1}{2} \times 3\frac{1}{2} \\ 2\frac{3}{4} \times 4\frac{1}{2} \\ 3\frac{1}{2} \times 4\frac{1}{2} \\ 3\frac{1}{2} \times 5\frac{3}{4}$			$\begin{array}{c} 4 & {\rm x} \ 6 \\ 4 \ 1 \ 4 \ {\rm x} \ 5 \ 1 \ 4 \\ 4 \ 1 \ 2 \ {\rm x} \ 5 \ 1 \ 2 \\ 5 & {\rm x} \ 7 \end{array}$		

## Seneca Post Cards

Seneca Post Cards in Semi-Matte and Glossy surfaces, with Hard, Medium or Soft Contrast.

	Catalog Price		Catalog Price
Sensitized Post Cards, per dozen	\$ .25	Sensitized Post Cards, per 500	$\substack{\$5.25\\10.50}$
Sensitized Post Cards, per gross	2.25	Sensitized Post Cards, per 1,000	

Prices include excise war tax

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## Amateur Photographic Manual of Photography Self Taught

The Amateur Photographer's Manual will enable any one, without previous experience, by simply following the instructions 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, print and mount the prints. It explains, also, how to take flashlights, groups, landscapes and instantaneous work.

Amateur Photographic Manual of Photography Self Taught \$ .25

				S	ca P th Ru Pr					
4 inch 6 inch		÷	*			÷	÷	•	\$ .20 .25	

## Art Corners

(Engel's Quick Way)

Attaching pictures to the album pages is as simple as the application of a postage stamp. No paste is required-no curling at the corners afterwards. Square, Round, Oval and Fancy designs in either Black, Sepia or Dark Gray. Package of 100 corners \$ .10 . ۰,

No. 1-Square Black No. 33-Fancy Dark Gray No. 17-Round Sepia No. 3-Square Dark Gray No. 37-Fancy Sepia No. 21-Oval Black No. 41-Heart Black No. 7-Square Sepia No. 23-Oval Dark Gray No. 43-Heart Dark Gray No. 11-Round Black No. 27-Oval Sepia No. 13-Round Dark Gray No. 47-Heart Sepia No. 31-Fancy Black



## Actino Flashlight Cartridges

Snapshots indoors or at night with Actino Flashlight Cartridges will in later years bring back memories of joyous occasions which would otherwise be forgotten. The cartridges are kept and handled with absolute safety. Their convenience is unequalled-remove the cap of the cartridge and light

the fuse. The illumination is even with a minimum of smoke and so short that it stops all movement and gives natural pleasing expressions.

	$\mathbf{P}$	rices				Per I	Box of Six
No. 12 Illuminates fully a 12-foot room							\$ .45
No. 18 Illuminates fully an 18-foot room							.60
No. 30 Illuminates fully a 30-foot room							.80

## Actino Flashlight Holder

Proper position of the cartridge above and to one side of the camera is made convenient by the Actino Flashlight Holder. Its use insures safety. All possibility of lighting a nearby curtain or of marring a polished surface is eliminated. Moreover, the polished surface reflects the light directly forward upon the subject. The small shelf accommodates the cartridge whose fuse is hidden so that the subject cannot \$ .50 anticipate the flash. Detachable and packed in a compact box. Price

## Seneca Push Cord Release

The Push Cord Release gives perfect shutter control in exposure and without creating the slightest vibration. It eliminates all possible chance of pumping dust into the shutter.

Made of carefully tested cable wire with finely woven flexible covering. Made only for shutters listed in this catalog.

Prices

Length, 5 inches, 6 inches or 8 inches

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\$ Prices include excise war tax

.35

#### CAMERAS S E N E C A

## Seneca M. O. Developing Powders

For developing Seneca, Haloid 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 glass tubes ready for use. Each tube makes 6 ounces of developer for regular papers; 8 ounces for films, plates and Bromide Papers.

D.	ice	

Box—six tubes, sufficient for 36 ounces ready developer								ounces ready developer	36	for	sufficient	ix tubes.	Box-
---	--	--	--	--	--	--	--	------------------------	----	-----	------------	-----------	------

#### Seneca Developer

This concentrated liquid preparation will keep indefinitely, because the least possible quantity of water has been used in its preparation. Addition of Bromide never required.

					Pri	ces						
4-ounce bottle											\$ .2	-
8-ounce bottle						•	•				.4	
16-ounce bottle	•	•	•	•	•					•	.6	5

#### Seneca Hardening Solution

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

Prices

4-ounce bottle						3		\$ .15
8-ounce bottle							• •	.25
16-ounce bottle								.40

### Seneca Tank Developing Powders

Six sets of powders in box.

ices	

For $2\frac{1}{4} \ge 3\frac{1}{4}$ film							÷	÷.		\$.25
For $3\frac{1}{4} \ge 5\frac{1}{2}$ film			•							.30
For 5 x 7 film	8			·	•	•			•	.35

## Hypo

(Hyposulphite of Soda)

Price, per pound

## Seneca Acid Fixing Bath

A most satisfactory fixing bath for Seneca, Haloid and all other developing papers, Monox and all Bromide papers; Sen-x and all other films, also Seneca and all other dry plates.

	Pri	ces					
1-lb. box, making 64 ounces solution	,						\$.25
$\frac{1}{2}$ -lb. box, making 32 ounces solution					2		.15
$\frac{1}{4}$ -lb. box, making 16 ounces solution				7		•	.10

## Seneca Intensifier

For improving all thin or weak negatives. Builds up the image to greater density and increases contrast. Put up in glass tubes. Price, each . \$.10 . . . . .

### 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. Will not deteriorate or be affected by climatic changes. Full instructions accompany each bottle.



\$ .10

## Price

4-ounce bottle		•		,	•				÷	×.			\$ 25	
	W	Vill ho	ld any	v size	negativ		-		Rac flat w		not in	use.		
							]	Price	s					
	No.	1—He	olding	12 ne	egative	s								\$.35
-	No.	2—Ho	olding	24 ne	egative	s								.45

Prices include excise war tax

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## Seneca Developing and Printing Outfit

Thousands find the real pleasure of photography in doing their own developing and printing. Proper and necessary items for the beginner have been selected after a careful consideration of the wants of the dark room. The total value of the outfit is made possible by its preparation in large quantities. Suitable for the  $3\frac{1}{4} \ge 5\frac{1}{2}$  (post card) and all smaller sizes.

Each outfit contains:
2-4 x 5 Japanned Trays
1-4-oz. Measuring Glass
1-3<sup>5</sup>/<sub>8</sub> x 6 Printing Frame
1-Candle Lamp
2-M. Q. Developing Powders
1-pkg., <sup>1</sup>/<sub>2</sub>-lb. Acid Fixing Powder
1-pkg. (one dozen) Seneca Post Cards
1-pkg. (12 sheets) 3<sup>1</sup>/<sub>4</sub> x 5<sup>1</sup>/<sub>2</sub> Seneca Paper
1-Seneca Exposure Meter
1-Amateur Photographer's Manual



Price

No. 1 Outfit Complete as above, suitable for  $3\frac{1}{4} \ge 5\frac{1}{2}$  size, or smaller

\$2.00

## Seneca Film Developing Clip

Made of selected spring brass, nickel plated and absolutely chemical proof, for handling film while developing, fixing and washing, without having the fingers come in contact with the solutions.

The weight is sufficient to prevent buckling of films while drying and it makes an excellent holder for prints. Its grip is positive and yet will not injure the surface of either film or paper.

			P	rices					
No. 1 packed 12 to box							each,	\$ .15	
No. 1 Bulk				÷			per 100,	12.50	
No. 2 with hook, packed	d 12 to	box				<u>.</u>	each,	.20	1
No. 2 Bulk							per 100,	15.00	



This scale has been especially constructed by us to cover the whole range of photographic work. It is supplied with a beam giving drachm, scruple and grain weights and a complete set of avoirdupois weights from one-sixteenth up to two ounces. No complex parts.

Price



This is a neat and compact Ruby Lamp, suitable for tourist or regular dark-room purposes; made of japanned tin; well ventilated. It is fitted with a Ruby Glass  $3\frac{1}{2} \times 4\frac{1}{2}$  inches. The lamp complete measures  $6 \times 3\frac{5}{8} \times 2\frac{1}{2}$  inches. It is provided with cup for night-light candles.

Prices
Seneca Candle Lamp
Candles per dozen

#### Seneca Oil Lamp



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## Sen-x Film

#### Non-Curling, Orthochromatic, Non-Halation

Sen-x Film, made in England from a special formula, has been showing amateurs the way to better pictures and more pictures per roll, for twenty-five years. Experiments under every possible condition have produced this film. Even one unskilled in photography, can use it with ease and confidence.



Sen-x Film's wide latitude of exposure materially reduces the  $\ell$  chances of failure from over or under exposed negatives. Its excellent behavior with any standard developer makes it unnecessary to use any special method to obtain the best results.

If you want a film that you can depend on for good pictures, try Sen-x. Most Sen-x Film users once used other film. There is only one reason for the change—better pictures.

No.	Width	Size of Picture	Cameras	6 Exp.	12 Exp.
381	15% in.	15% x 21/2 in.	Vest Pocket Seneca, Military Vest Pocket, Vest Pocket Kodak No. 0 Brownie, V. P. Rexo, No. 0 Ansco V. P.	\$ .25 8 Exp.	
303	3½ in.	$\begin{array}{c} 3^{1}_{2} \ge 3^{1}_{2} \text{ in.} \\ 3^{1}_{2} \ge 7 \text{ in.} \end{array}$	No. 2 Bullet, No. 2 Bullet Special, No. 2 Bulls Eye No. 2 Bulls Eye Special, No. 2 F.P. Kodak No. 2 Flexo Kodak, No. 2 Stereo Kodak, No. 2 Weno Nos. 3 and 4 Stereo Hawk Eye, No. 1 Ansco	.35	\$ .70
360	2¼ in. B	2¼ x 3¼ in.	No. 2 Scout, No. 1 Seneca Junior, No. 1 Seneca Sagamore, No. 1 Kodak Jr., No. 2 Sagamore, No. 2 Folding Scout No. 2 Brownie, No. 2 Folding Brownie, No. 2 Hawk Eye No. 2 Folding Cartridge Premo, V. P. Ansco Nos. 1, 2 and 3 No. 2 Buster Brown, No. 1 and No. 2 Folding Buster Brown 24/4:in. Ensign Box, 24/4:in. Ensign Jr., Ensignette Jr. No. 24/4B Nos. 0 and 1 Ingento, No. 1 Rexo Jr., No. 2 Rexoette	.25	
315	2¼ in. C	$\begin{array}{c} 2\frac{1}{4} \ge 3\frac{1}{4} \text{ in.} \\ 2\frac{1}{4} \ge 7 \text{ in.} \end{array}$	No. 1 Roll Film Seneca No. 1 Folding Pocket Kodak No. 1 Panoram Kodak	.25	.50
348	2½ in.	2½ x 4¼ in.	No. 1A Roll Film Seneca, No. 1A Seneca Chief, No. 2A Scout No. 2A Folding Scouts, No. 1 A F. P. Kodak Special, No. 1A F. P. Kodak No. 1A Kodak Jr., No. 2A Brownie, No. 1A Graflex No. 1A Speed Kodak, No. 1A Folding Hawk Eye, No. 2A Hawk Eye No. 2A Folding Brownie, No. 2A Folding Cartridge Premo No. 1A Ansco Jr., No. 2A Buster Brown No. 2A Folding Buster Brown No. 2A Folding Buster Brown No. 2A Folding Buster Brown No. 1A Rexo, No. 1A Kexo Jr., No. 1A Ingento Jr. No. 2A Rexoette	.30	.60
390	27/8 in.	27% x 47% in.	No. 2C Seneca Chief, No. 2C Folding Scouts, No. 2C Scout No. 2C Kodak Junior, No. 2C Folding Brownie No. 2C Rexo, No. 2C Rexo Jr., No. 2C Rexoette	.45	
354	3¼ in.	3 <sup>1</sup> ⁄ <sub>4</sub> x 4 <sup>1</sup> ⁄ <sub>4</sub> in. 3 <sup>1</sup> ⁄ <sub>4</sub> x 6 <sup>1</sup> ⁄ <sub>2</sub> in.	No. 3 Roll Film Seneca No. 3 F. P. Kodak, No. 3 Folding Weno, No. 3 Focusing Weno No. 3 Special Kodak, No. 3 Folding Buster Brown Nos. 1, 2 and 3 Stereo Hawk Eye, No. 5 Weno No. 3 Folding Hawk Eye, Nos. 3, 4 and 6 Folding Ansco No. 3 Buster Brown, No. 3 Ansco Speedex 3 <sup>1</sup> / <sub>4</sub> -in. Box Ensign, 3 <sup>1</sup> / <sub>4</sub> -in. Ensign Jr., 3 <sup>1</sup> / <sub>4</sub> -in. Folding Ensign No. 3 Rexo, No. 3 Rexo Jr., No. 3 Ingento, No. 3 Ingento Jr. No. 3 Rexoette	.45	.90
372	3¼ in. B	3¼ x 4¼ in.	No. 3 Scout, No. 3 Folding Scouts No. 3 Brownie, No. 3 Folding Brownie, No. 3 Bulls Eye	.45	.90
366	3¼ in. A	3¼ x 5½ in.	No. 3A Roll Film Seneca, No. 3A Folding Scouts, No. 3A F. P. Kodak No. 3A F. P. Kodak Special, No. 3A Graflex No. 3A Folding Brownie, No. 7 Weno No. 3A Folding Hawk Eye, No. 9 Ansco, No. 10 Ansco No. 3A Folding Buster Brown, No. 3A Ansco Jr. No. 3A Folding Buster Brown, No. 3A Ansco Speedex 3 <sup>1</sup> / <sub>4</sub> A Folding Ensign Jr., Postcard Folding Ensign No. 3A Rexo, No. 3A Rexo Jr., No. 3A Ingento Jr. No. 3A Rexoette	.55	.90 10 Exp,
375	3¼ in. C	3¼ x 5½ in.	No. 3A Scout No. 3B Quick Focus Kodak, Stereo Brownie No. 3B Folding Hawk Eye No. 6 Weno, No. 3A Ansco (box)	.55	.90 10 Exp.

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#### GENERAL OFFICES AND FACTORY

# WARRANTY-GUARANTY

- SENECA CAMERAS are guaranteed against defective workmanship or material for one year from date of factory shipment, to the extent that we will replace any defective part which fails as a result of original defect, providing it is returned to the factory. This guaranty also applies to the lenses and shutters, all of which are of standard make and guaranteed by the manufacturers. We allow ten days' trial of the entire equipment, and if not satisfactory full amount will be refunded.
- We reserve the right to make changes or improvements at any time without incurring any obligation to install them upon cameras previously sold.
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