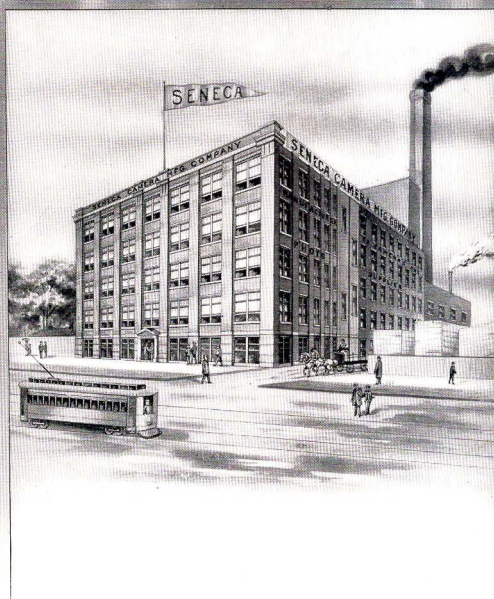


Another year its flight has flown—
Another starts through the unknown.
Again the miracle is wrought,
Improving on what all had thought

was

Photographic
Perfection.

SENECA CAMERA MANUFACTURING COMPANY



OFFICES AND FACTORIES
ROCHESTER, N.Y.

LARGEST INDEPENDENT CAMERA MAKERS IN THE WORLD

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.



YOU have had your photograph taken, of course. Well, the photographer used a plate camera in making the picture. All professional photographers use plate cameras. Did it ever occur to you to ask why?

Did you ever see anyone making an important picture of a landscape, or a building or the interior of a room, or any view where a real picture was wanted? To be sure you have. Why is it that a plate camera is always employed? Did this question ever occur to you?

The truth is that always and everywhere dry plates are superior for every photographic process; and it naturally follows that plate cameras are best. It is absurd to argue about the matter. Science has demonstrated the fact over and over again. Film cameras are excellent little instruments to go about with, snapping the passing view and experimenting, as it were, in order to find out where artistic pictures may be taken; but here the scope of their usefulness ends. The percentage of failures they give is enormous. So true is this that the chief argument advanced by the makers of film cameras is that they are light in weight, and therefore convenient to carry. But the real argument must rest on the result—picture-taking. Here plate cameras are supreme. All else is trivial. As well argue against a cannon ball because of its weight as against the weight of a plate camera.

We are moved to speak thus plainly because camera buying has become a beclouded subject, mystifying to the purchaser who is frequently misled by glittering descriptions. Now the plain truth is that all real, serious photographers—all amateurs who want to make progress, buy and use plate cameras. They will have no others. These people know what is best, and they get it. The camera that makes the best picture is the one to buy.

If there is any reason for getting a camera at all, there is every reason for getting the best,—the one the professionals use,—the **Seneca**. Definite knowledge as to the practical value of cameras is not hard to get. Investigate for yourself, how the best pictures you know of were made. You will find out they were Seneca products, made with plates. If you use your judgment, reader, you will arrive at this conclusion,—there is no escape from it,—that the Seneca is the camera to buy.

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

For years we have been holding Seneca cameras foremost in mechanical improvement; they are photographic instruments designed for great speed, and calculated for the irregularities of picture-making; they bear the full sunlight of scrutiny, and stand forth to-day as masterpieces of unequaled attainments. Master minds in camera lore have given their ripest thoughts to designing, harmonizing and improving these instruments.

From the first, Seneca cameras have represented the highest type of photographic development.

In grace and perfection of design,
In strength and rigidity with lightness,
In harmonious adjustment throughout,
In masterly simplicity of construction,
In durability and adaptability,

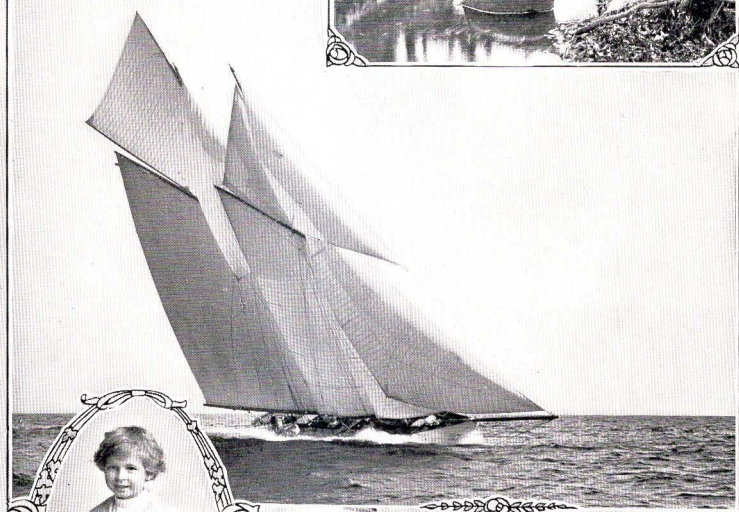
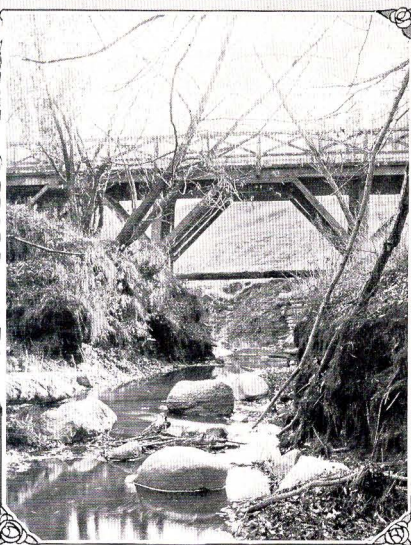
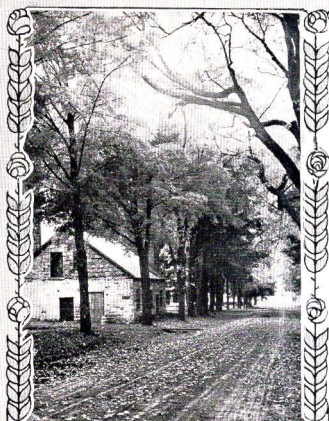
Seneca cameras mark the high point of perfection to which photographic instruments have as yet been brought. New ideas suggested by the ever-advancing knowledge of the art have been crystallized and developed to their fullest extent in this year's superb line of Senecas, thus making them wider in range, greater in value, more perfect in attainment for the work of the photographer, be he beginner, advanced amateur or professional. These striking improvements, calculated to further increase the efficiency and capability of our instruments, are pictured and described on succeeding pages.

Seneca cameras are made in all styles and sizes, designed for pleasurable and profitable photography. We, who study the needs of the photographer, make a camera for every class of use. The simplest instrument works best in the hands of the beginner; the landscape artist wants one of our substantial view cameras; while the advanced amateur, artist and scientist will wish to possess one of the well rounded, ever-available equipments, to be found in the advanced line of Senecas. Thus we attain perfection in photography, for perfect means the right in its place.

Special attention is called to the terms of sale of our goods, as published on the inside back cover of this book. In this connection it is well to note that a change is taking place in the methods of selling photographic goods in this country. Formerly, makers of cameras manufactured what they pleased and sold to all dealers; users of photographic goods went to the stores and bought and took their chances. Recently, the better makers, unwilling to lose the advantage of better work, have set up a trade of their own. That is, they sell through specially appointed agents. Thus do they study the needs of the consumer better and supply them better.

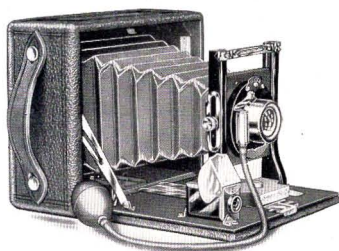
Seneca cameras are sold only through authorized Seneca dealers. We do not allow all dealers to carry our goods. The reason is founded on human nature. Seneca cameras are the best cameras made; but they sell for less money than other kinds, though worth a great deal more. If we allowed all dealers to handle them several would substitute for the sake of profits: Thus we should lose business, and what is worse, purchasers, seeking our instruments, would be defrauded.

All Seneca cameras are made to take the Film Pack Adapter and Film Pack.



SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.



SENECA CAMERAS NUMBERS ONE AND TWO



IN introducing these, the first members of the Seneca family, we desire to emphasize very fully their capabilities. Before all else, they are instruments designed for the photographic worker who desires to make progress along the serious—as well as pleasurable—avenues of photography. They are, as it were, the primers by which all may approach the achievements of the expert.

The equipment of the Number One includes the Seneca Uno Shutter (Time and Instantaneous) and the Seneca Single Achromatic Lens. The Seneca Number Two is identically the same equipment, except it possesses a Rapid Rectilinear Lens with a speed of F. 11 instead of the Single Achromatic. The shutter does not get out of order—is easy to use. Compactness and lightness are our watchwords in designing all our hand cameras.

DETAIL OF EQUIPMENT

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case
4 x 5	6 $\frac{3}{4}$	6 $\frac{1}{4}$ x 5 $\frac{1}{2}$ x 2 $\frac{5}{8}$	3 $\frac{1}{4}$ x 7 $\frac{1}{8}$ x 11 $\frac{1}{2}$	Camera and Four Holders
5 x 7	8 $\frac{1}{2}$	8 $\frac{1}{2}$ x 6 $\frac{1}{2}$ x 3	3 $\frac{3}{4}$ x 9 $\frac{1}{2}$ x 13 $\frac{3}{8}$	Camera and Four Holders

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

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

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Clamp—Automatic press-button.

Tripod Sockets—Two.

Front—Rising and falling.

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

View Finder—Reversible, metal bound and hooded.

Shutter—Seneca Uno Automatic with bulb and tube attachment.

Lens— { Seneca Single Achromatic, fitted to Seneca No. 1.

{ Seneca Rapid Rectilinear, fitted to Seneca No. 2.

Camera. Carrying Case. Seneca Improved Light Trap Double Plate Holder.

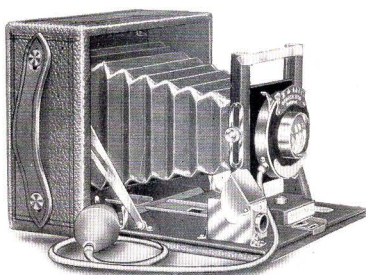
Manual of Photography. Instruction Book.

Prices Complete { Seneca No. 1, 4 x 5, \$ 9.00; 5 x 7, \$14.00
 { Seneca No. 2, 4 x 5, 11.00; 5 x 7, 15.00

NOTE—For price of extra plate holders see pages 47, 48 and 49.

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.



SENECA CAMERA NUMBER THREE



HERE is herewith illustrated an exceedingly dainty photographic instrument, combining the notable features and equipments, which serve to produce perfect pictures under the average conditions which confront the photographer. Indeed, Seneca Camera Number Three is one of our most popular styles, being preferred where hard service afield is seen.

The instrument is equipped with the Seneca Duo Double Valve (Dustproof) Shutter, which is original in design, very reliable in action, and may be regulated for instantaneous, time or bulb exposure. In every climate and under the most trying situations and conditions the Seneca Duo Double Valve (Dustproof) Shutter is giving universal satisfaction.

DETAIL OF EQUIPMENT

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case
4 x 5	6 $\frac{3}{4}$	6 $\frac{1}{4}$ x 5 $\frac{1}{2}$ x 2 $\frac{5}{8}$	13 $\frac{1}{2}$ x 7 $\frac{1}{8}$ x 11 $\frac{1}{2}$	Camera and Four Holders
5 x 7	8 $\frac{1}{2}$	8 $\frac{1}{2}$ x 6 $\frac{1}{2}$ x 3	3 $\frac{3}{4}$ x 9 $\frac{1}{4}$ x 13 $\frac{7}{8}$	Camera and Four Holders

Camera Box—Ebony finish, corners dovetailed and covered with seal grain leather.
Camera Bed—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge.

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Clamp—Automatic, press-button.

Front—Rising and falling.

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

View Finder—Reversible, metal bound and hooded.

Tripod Sockets—Two.

Shutter—Seneca Duo Double Valve (Dustproof) with bulb and tube attachment.
Speed from one second to 1-100 part of second.

Lens—Seneca Rapid Rectilinear, F. 11.

Camera. Carrying Case. Seneca Improved Light Trap Double Plate Holder.

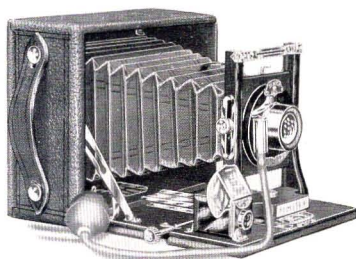
Manual of Photography. Instruction Book.

Price of Outfit Complete { In 4 x 5 size \$14.00
In 5 x 7 size 18.50

NOTE—For price of extra plate holders see pages 47, 48 and 49.

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.



SENECA CAMERA NUMBER FOUR



An instrument embracing features of a decidedly more pretentious nature, Seneca Camera Number Four is well suited to the needs of the advanced amateur. It possesses a fine rack and pinion focusing attachment, and withal is capable of a wide range of work and very delicate adjustment.

Last year we were gratified with the heavy sale of this style; while this season the new model with its added minor features is sure to meet a reception even more cordial.

Particular attention is directed to the superior construction of the rack and pinion with which this particular model is equipped. By this means the most delicate focusing may be obtained with ease and the perfection of picture-taking approached.

DETAIL OF EQUIPMENT

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case
4 x 5	8 1/2	6 1/4 x 5 1/2 x 2 5/8	11 1/2 x 3 1/2 x 7 1/8	Camera and Four Holders
5 x 7	10 1/4	8 1/2 x 6 1/2 x 3	13 1/8 x 3 3/4 x 9 1/4	Camera and Four Holders

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

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

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Clamp—Automatic, press-button.

Front—Rising and falling.

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

Rack and Pinion—For fine focusing, with locking device.

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

Tripod Sockets—Two.

Shutter—Seneca Uno Automatic with bulb and tube attachment.

Lens—Seneca Rapid Rectilinear. Speed F. 11.

Camera. Carrying Case. Seneca Improved Light Trap Double Plate Holder.

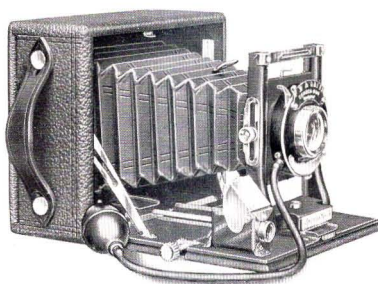
Manual of Photography. Instruction Book.

Price of Outfit Complete { In 4 x 5 size \$14.00
 { In 5 x 7 size 19.00

NOTE—For price of extra plate holders see pages 47, 48 and 49.

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.



SENECA CAMERA NUMBER FIVE



AGAIN, in describing this particular member of the Seneca series we have to emphasize the prime qualities of rigidity and compactness. The Seneca Number Five is equipped with the Duo Double Valve (Dustproof) Shutter, Rapid Rectilinear Lens, speed F. 11, and a Rack and Pinion.

The experience of another year has been valuable in pointing the way to improvements in the whole Seneca Series and these are very noticeable in the Number Five. This model is in constant use in many institutions of an educational nature and is especially endorsed for its reliability and uniformly good qualities. In design, construction and finish this instrument leaves nothing to be desired.

DETAIL OF EQUIPMENT

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case
4 x 5	8½	6¼ x 5½ x 2¾	11½ x 3½ x 7⅛	Camera and Four Holders
5 x 7	10¼	8½ x 6½ x 3	13⅞ x 3¾ x 9¼	Camera and Four Holders

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

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

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Clamp—Automatic, press-button.

Tripod Sockets—Two.

Front—Rising and falling.

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

Rack and Pinion—For fine focusing, with locking device.

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

Shutter—Seneca Duo Double Valve (Dustproof), with bulb and tube attachment. Speed from 1 second to 1-100 part of second.

Lens—Seneca Rapid Rectilinear, Speed F. 11.

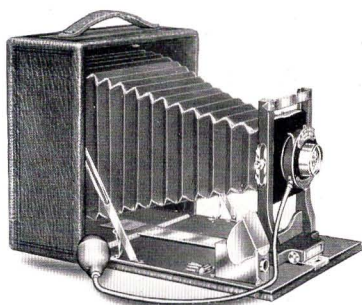
Camera. Carrying Case. Seneca Improved Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

Price of Outfit Complete { In 4 x 5 size \$16.00
In 5 x 7 size 21.00

NOTE—For price of extra plate holders see pages 47, 48 and 49.

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N. Y.



SENECA CAMERA NUMBER SIX
(Reversible Back)



SENECA Number Six possesses a reversible back, enabling the operator to take the picture either vertically or horizontally without reversing the camera.

Seneca Camera Number Six is made in two styles—Style A is fitted with Uno Shutter, and Seneca Rapid Rectilinear Lens; Style B affords a wider range of work, being fitted with the Duo Double Valve (Dustproof) Shutter.

DETAIL OF EQUIPMENT

Size of Camera	Focal Capacity Inches with Rack and Pinion	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4 x 5	9 1/4	6 1/2 x 6 1/2 x 3 1/2	12 1/4 x 4 x 7 1/8	Camera and Six Holders	2 3/8 x 2 5/8
3 1/4 x 5 1/2	9 1/4	6 1/2 x 6 1/2 x 3 1/2	12 1/4 x 4 x 7 1/8		2 3/8 x 2 5/8
5 x 7	12 1/2	8 3/4 x 8 3/4 x 3 3/4	15 5/8 x 4 3/8 x 9 1/4		3 x 3 1/4

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

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Clamp—Automatic finger grip. Tripod Sockets—One.

Front—Rising and falling. Lens Board—Removable.

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

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

Camera. Carrying Case. Seneca Improved Light Trap Double Plate Holder.

Manual of Photography. Instruction Book.

PRICE OF OUTFIT COMPLETE

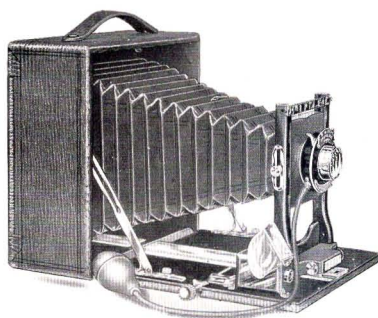
		(Post Card)	
Style A, fitted with Seneca Uno Shutter and Rapid Rectilinear Lens . . .	4 x 5	3 1/4 x 5 1/2	5 x 7
Style B, fitted with the Seneca Duo Double Valve (Dustproof) Shutter and Rapid Rectilinear Lens . .	16.50	18.50	22.00

A Rack and Pinion Focusing Attachment with locking device will be furnished with either style for \$1.50 extra.

NOTE—For price of extra plate holders see pages 47, 48 and 49.

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.



SENECA CAMERA NUMBER SEVEN

(Reversible and Swing Back.)



HE great increase in the number of collegians, architects, contractors and business men who buy and use this particular Seneca style demands recognition at our hands.

The Camera is very strong and rigid.

Seneca Camera Number Seven possesses a swing back, also reversible back, of inestimable value, in the regulation of sky and foreground, and generally for the finer purposes of photography.

DETAIL OF EQUIPMENT

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4 x 5	10 $\frac{1}{4}$	6 $\frac{1}{2}$ x 6 $\frac{1}{2}$ x 3 $\frac{1}{2}$	12 $\frac{1}{4}$ x 4 x 7 $\frac{1}{8}$	Camera and Six Holders " " "	2 $\frac{3}{8}$ x 2 $\frac{3}{8}$
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	10 $\frac{1}{4}$	6 $\frac{1}{2}$ x 6 $\frac{1}{2}$ x 3 $\frac{1}{2}$	12 $\frac{1}{4}$ x 4 x 7 $\frac{1}{8}$		2 $\frac{3}{8}$ x 2 $\frac{3}{8}$
5 x 7	13 $\frac{1}{4}$	8 $\frac{3}{4}$ x 8 $\frac{3}{4}$ x 3 $\frac{3}{4}$	15 $\frac{5}{8}$ x 4 $\frac{5}{8}$ x 9 $\frac{1}{4}$		3 x 3 $\frac{1}{4}$

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

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Clamp—Automatic finger grip.

Front—Rising and falling.

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

Swing—Back and bed.

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

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

Shutter—Seneca Duo Double Valve (Dustproof), with bulb and tube attachment.

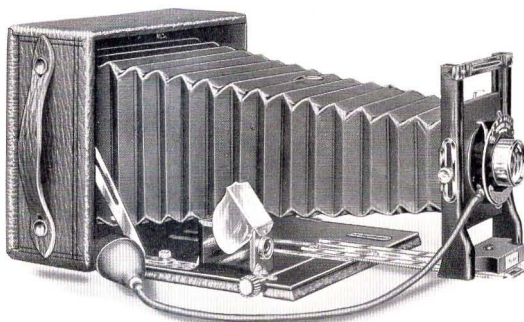
Lens—Seneca Rapid Rectilinear.

Lens Board—Removable.

Camera. Carrying Case. Seneca Improved Light Trap Double Plate Holder.
Manual of Photography. Instruction Book.

Price of Outfit Complete { In 4 x 5 size \$22.00
In 3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ size (post card) . . . 24.00
In 5 x 7 size 29.00

NOTE—For price of extra plate holders see pages 47, 48 and 49.



SENECA SPECIAL (Swing Back.)

(A Moderate Priced, Long Focus Instrument)



HIS particular member of the Seneca family is used very largely in scientific researches and school work. Its extra long draw makes it capable of great detail work, and establishes at once its worth in mechanical and commercial photography.

The lens is the celebrated Seneca Convertible, of three foci, and there is sufficient length of bellows to use the back combination of the lens singly when desired, producing a variety of results. Either the Uno, Duo (Dustproof) or Autic (Dustproof) Shutter may be fitted.

DETAIL OF EQUIPMENT

Dimensions—In the 5 x 7 size, $8\frac{3}{4} \times 6\frac{1}{2} \times 2\frac{7}{8}$ inches.

Focal Capacity— $12\frac{3}{4}$ inches.

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

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

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Clamp—Automatic finger grip.

Rack and Pinion—For fine focusing with locking device.

Front—Rising and falling.

Back—Spring actuated ground glass panel for focusing.

Swing—Back and bed.

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

Lens—Seneca Convertible Three-focus F. 8.

Shutter—Seneca Uno Automatic with bulb and tube, Duo or Autic.

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

Camera. Seneca Improved Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

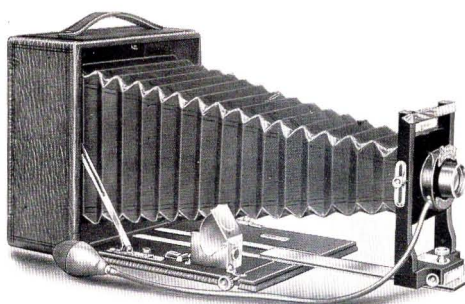
Made in 5 x 7 size only.

Price of Outfit Complete	{	Camera fitted with Uno Shutter . .	\$20.00
		Camera fitted with Duo Double Valve (Dustproof) Shutter . .	22.00
		Camera fitted with Autic Double Valve (Dustproof) Shutter . .	25.00

Price of Carrying Case to carry Camera and extra holders \$2.00 additional.

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.



SENECA CAMERA NUMBER EIGHT

(Reversible and Swing Back.)



WONDERFULLY adaptable camera, designed for particular work, is the Seneca Number Eight. It combines the important requisites of elegance and durability with the capability of producing perfect results under the most trying conditions. Experience has shown it to be invaluable to scientists in every field of investigation. It has a wealth of varied features, and appeals strongly to the professional, semi-professional and advanced amateur.

The generous focal capacity and attractive shutter equipment make the camera capable of a very wide range of work. It is fitted with Double Valve Autic Automatic (Dustproof) Shutter and the Seneca Triple Convertible Lens.

The Seneca Triple Convertible Lens, F. 8, is of high speed, suitable for the most rapid snap shot work under trying conditions. It may be "converted" into a long focus lens for distance photography by using the back lens separately which nearly doubles the size of the image. Thus the lens is in reality two lenses, each adapted to a different kind of work.

DETAIL OF EQUIPMENT

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4 x 5	11 ³ / ₄	6 ¹ / ₂ x 6 ¹ / ₂ x 3 ¹ / ₂	12 ¹ / ₂ x 4 x 7 ¹ / ₈	Camera and Six Holders " " "	2 ¹ / ₄ x 2 ¹ / ₂
3 ¹ / ₄ x 5 ¹ / ₂	11 ³ / ₄	6 ¹ / ₂ x 6 ¹ / ₂ x 3 ¹ / ₂	12 ¹ / ₂ x 4 x 7 ¹ / ₈		2 ¹ / ₄ x 2 ¹ / ₂
5 x 7	16 ³ / ₄	8 ³ / ₄ x 8 ³ / ₄ x 3 ³ / ₄	15 ⁵ / ₈ x 4 ³ / ₈ x 9 ¹ / ₄		3 x 3 ¹ / ₄
6 ¹ / ₂ x 8 ¹ / ₂	21	10 ¹ / ₄ x 10 ¹ / ₄ x 4 ⁷ / ₈	19 ³ / ₈ x 5 ¹ / ₂ x 11		4 ¹ / ₈ x 4 ⁵ / ₈

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

SENECA CAMERA NUMBER EIGHT—(Continued)

Detail of Equipment

Camera Box—Ebony finish, corners dovetailed and covered with walrus grain leather.
 Camera Bed—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge.
 Metal Parts—Brass, handsomely nickel plated.
 Bellows—Black Russia leather, lined with gossamer cloth.
 Front—Rising, falling and sliding.
 Rack and Pinion—For fine focusing, with locking device.



Supplementary Bed for
 Extreme Wide Angle
 Lenses

Tripod Sockets—Two. (One for bed of camera.)
 Swing—Back and bed.
 Back—Reversible, with spring actuated ground glass panel for focusing.
 View Finder—Brilliant, reversible, metal bound and hooded.
 Shutter—Seneca Autic (Dustproof) with bulb and tube attachment.
 Lens Board—Removable.
 Lens—Seneca Triple Convertible F. 8.
 Camera. Solid Leather Carrying Case. Seneca Improved Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

For prices Seneca Number 8, fitted with Anastigmat Lenses, see page 37.

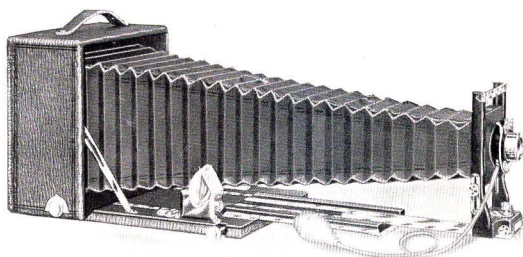
PRICE OF OUTFIT COMPLETE

	With Con- vertible Lens F. 8	With Seneca Anas- tigmat Lens F 6.8	Same Without Lens and Shutter
4 x 5 size	\$25.00	\$50.00	\$20.00
3 1/4 x 5 1/2 size (post card)	27.00	52.00	22.00
5 x 7 size	33.00	63.00	25.00
6 1/2 x 8 1/2 size	46.00	88.00	33.00

Auxiliary Bed with Rack and Pinion Movement for Extreme Wide Angle Lenses, \$1.50 extra for 4 x 5, 3 1/4 x 5 1/2 and 5 x 7 sizes, \$2.50 for 6 1/2 x 8 1/2 size.

NOTE—For price of extra plate holders see pages 47, 48 and 49.





SENECA CAMERA NUMBER NINE

(Reversible Back, Double Extension, Rack and Pinion Swing in Rear.)



MATEUR and expert alike recognize in this model of the Seneca line the most advanced type of camera that the trade affords. It is designed for the finer operations of photography, and exhibits the most delicate and complete equipment. Every action is positive, precise and accurate. It is a camera complete but not complicated, equipped to meet successfully all photographic conditions.

Seneca Camera Number Nine presents features that command the attention at once. The construction of the instrument is such that



Seneca 9, Adjusted for Extreme Wide Angle Photography

any lens or combination of lenses may be used with equal facility. The instrument is distinguished in every detail by the highest quality of workmanship. It has an automatic double-acting rack and pinion in front of the double extension bed. One pinion is used to rack out both beds, the top, or extension bed, locking itself to the bottom bed automatically, if the pinion is turned forward, and unlocking automatically as the camera is racked back into its original position.

Wide angle lenses or those of short focus may be used in this instrument with like success, by employing a supplementary bed. The regular bed of the camera is made to drop by detaching the side arms and the supplementary bed, which is easily adjusted, supports the front of the camera when it is drawn out. This supplementary bed is also supplied with a rack and pinion for fine focusing. The front board of the camera is of suffi-

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cient size to permit the use of many styles of lenses, without cutting down the flanges. As listed, the camera is fitted with the Autic Automatic (Dustproof) Shutter and Seneca Rapid Convertible Three-focus Lens, F. 8. Its combinations may be used together or separately. The rear combination of the lens used alone doubles the size of the object. A still larger object may be obtained by removing the rear combination entirely and using the front lens in the rear of shutter.



Supplementary Bed for
Extreme Wide Angle
Lenses

DETAIL OF EQUIPMENT

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4 x 5	16	6 1/2 x 6 1/2 x 4	12 1/2 x 4 x 7 1/8	Camera & 6 Holders	2 1/4 x 2 1/2
3 1/4 x 5 1/2	16	6 1/2 x 6 1/2 x 4	12 1/2 x 4 x 7 1/8	" " " "	2 1/4 x 2 1/2
5 x 7	22 1/2	8 3/4 x 8 3/4 x 4 3/8	15 3/8 x 4 3/8 x 9 1/4	Camera & 7 Holders	3 x 3 1/4
6 1/8 x 8 1/2	27	10 x 10 x 4 3/4	19 3/8 x 5 1/2 x 11	" " " "	4 1/4 x 4 5/8

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

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

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

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

Tripod Sockets—Two.

Lens Board—Removable.

Lens—Seneca Convertible, Three-focus, F. 8.

Shutter—Seneca Autic Automatic (Dustproof), with bulb and tube attachment.

Camera. Solid Leather Carrying Case. Seneca Improved Light Trap Double Plate holder. Manual of Photography. Instruction Book.

PRICE OF OUTFIT COMPLETE

	With Convertible Lens F. 8	With Seneca Anastigmat Lens F. 6.8	Same Without Lens and Shutter
4 x 5 size	\$35.00	\$58.00	\$28.00
3 1/4 x 5 1/2 size (post card)	37.00	60.00	30.00
5 x 7 size	44.00	73.00	35.00
6 1/2 x 8 1/2 size	58.00	99.00	44.00

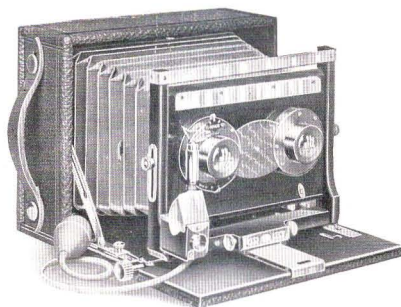
For prices Seneca Number 9, fitted with Anastigmat Lenses, see page 37.

Supplementary Wide Angle Bed, \$1.50 extra for 4 x 5, 3 1/4 x 5 1/2 and 5 x 7 sizes, \$2.50 for 6 1/2 x 8 1/2 size.

NOTE—For price of extra plate holders see pages 47, 48 and 49.

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THE SENECA STEREOSCOPIC CAMERAS



ENECA Stereo A is identical with Seneca Number 5,—already described on a preceding page—as far as general construction goes, excepting it has a swing back, and is equipped with the Seneca Uno Stereo Shutter and a pair of Seneca Rapid Rectilinear matched lenses. The Stereo division inside of the bellows is constructed on an improved roller principle. It unrolls and rolls automatically, according as the camera is opened and closed. This roller partition may be removed from the camera entirely, if it is so desired. Thus the instrument becomes an ordinary camera, and is suitable for taking 5 x 7 pictures with the proper equipment of lens and shutter.

Seneca Stereo B, which corresponds closely to Seneca No. 7, already featured, has a very wide front and is equipped with a matched pair of Seneca Symmetrical lenses.

DETAIL OF EQUIPMENT

Stereo A, same as Seneca Number 5, except the Shutter, Uno-Stereo; Lenses, Seneca Rapid Rectilinear, Matched for Stereo work.
 Dimensions of Lens Board—Stereo A, 3 x 5 $\frac{1}{4}$ inches. Stereo B, 3 $\frac{5}{8}$ x 5 $\frac{1}{2}$ inches.
 Focal Capacity—Stereo A, 8 $\frac{1}{2}$ inches. Stereo B, 13 inches.
 Stereo B, same as Number 7, except Shutter, Automatic Double Valve Stereo, instead of Duo; Lenses; Seneca Symmetrical Matched Lenses instead of Rapid Rectilinear Lenses.

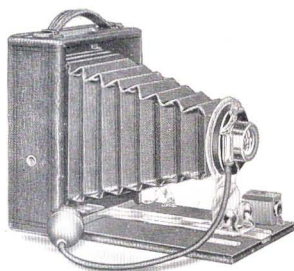
PRICE OF OUTFIT COMPLETE

Including Solid Leather Carrying Case, Improved Light Trap Double Plate Holder, One Extra Lens Board, Manual of Photography, Instruction Book.

	Outfit Complete	Without Lens and Shutter
Seneca Stereo A, 5 x 7 size only	\$34.00	\$28.00
Seneca Stereo B	48.00	42.00

The regular 5 x 7 Rapid Rectilinear Lens and Duo (Dustproof) Shutter, extra, \$10.00.

NOTE.—For price of extra plate holders see pages 47, 48 and 49.



POCKET SENECA No. 29



THIS dainty little instrument fits in the coat pocket, its weight is not appreciable, and in its construction nothing has been sacrificed that would tend to improve the results. Its size makes it popular with all classes of photographers; its simplicity makes it desired by the beginner, while its general equipment commends it to photographers of every grade of experience. Its appearance and price are attractive.

Since its introduction two years ago the efficiency of Seneca Number 29 has been further increased by the addition of many improvements. The camera when closed is self contained, all the adjustments being protected. This Pocket Camera is, of course, especially desirable for tourists and those pleasure seekers who wish a moderate priced pocket instrument. Made in 4 x 5 size only.

DETAIL OF EQUIPMENT

Dimensions— $6\frac{1}{4} \times 5\frac{1}{4} \times 2\frac{1}{4}$ inches.

Focal Capacity— $6\frac{3}{4}$ inches.

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

Camera Bed—Ebony finish, attached to Camera with improved nickel plated piano hinge.

Metal Parts—Brass, nickel plated, highly polished.

Bellows—Leatheret, gossamer lined.

Front—Metallic, reinforced.

View Finder—Reversible. Ground glass.

Back—Ground glass panel for focusing.

Tripod Sockets—Two.

Shutter—Seneca Uno with bulb and tube attachment.

Lens—Single Achromatic or Rapid Rectilinear.

Camera. Seneca Light Trap Double Plate Holder.

Manual of Photography. Instruction Book.

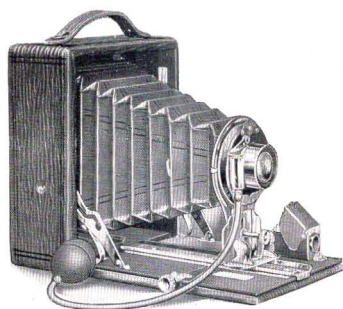
PRICE OF OUTFIT COMPLETE

	Size 4 x 5
Pocket Seneca No. 29 fitted with Single Achromatic Lens . .	\$7.50
Pocket Seneca No. 29 fitted with Rapid Rectilinear Lens . . .	9.00

NOTE—Prices of Extra Seneca Plate Holders, see pages 47, 48 and 49.

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POCKET SENECA Nos. 30 AND 31



Illustration is herewith presented of a camera that requires no technical knowledge, and yet is capable of the greatest achievements.

These particular Senecas are no mere snap shot cameras. The results obtained from them are of superior quality as their manipulation is strikingly simple. Their use makes it possible at once to create photographic masterpieces in the country, on the water or by the shore.

Pocket Seneca Nos. 30 and 31 are distinguished as follows: Number 31 has a longer draw and is equipped with a superior Rack and Pinion for focusing, also Rising and Falling front.

DETAIL OF EQUIPMENT OF POCKET SENECA NOS. 30 AND 31

Dimensions— { In $3\frac{1}{4} \times 4\frac{1}{4}$ size, $5\frac{1}{2} \times 4\frac{1}{8} \times 2\frac{1}{2}$ inches.
In 4×5 size, $6\frac{1}{8} \times 5\frac{1}{8} \times 2\frac{1}{2}$ inches.

Focal Capacity— { In $3\frac{1}{4} \times 4\frac{1}{4}$ size: The No. 30, $6\frac{1}{4}$ inches. The No. 31, 8 inches.
In 4×5 size: The No. 30, 7 inches. The No. 31, 9 inches.

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

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

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, gossamer lined.

Front—Metallic reinforced, rising and falling, on No. 31 only.

Back—Spring actuated on No. 31 removable. Ground glass panel for focusing.

Rack and Pinion—On Pocket Seneca No. 31 only.

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

Tripod Sockets—Two.

Shutter—Seneca Uno with bulb and tube attachment.

Lens—Rapid Rectilinear, speed F. 11.

Camera. Seneca Improved Light Trap Double Plate Holder.

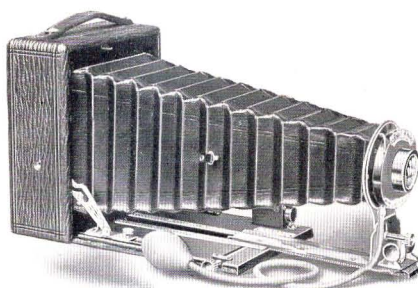
Manual of Photography. Instruction Book.

PRICE OF OUTFIT COMPLETE

Pocket Seneca No. 30.....	\$ 9.00	^{3 1/4 x 4 1/4} \$10.00
Pocket Seneca No. 31.....	10.50	^{4 x 5} 11.50

If Duo Double Valve (Dustproof) Shutter is desired in place of the Uno, add \$2.00 to above prices.

NOTE—Prices of Extra Seneca Plate Holders, see pages 47, 48 and 49.



POCKET SENECA No. 32



HIS instrument is one of the most recent models of the Seneca Pocket series, and retains the compactness which characterizes these dainty instruments with a greatly increased efficiency—that is, it is capable of a wider range of work. It is a real photographic innovation, and has met with hearty approval with the artist, traveler and scientist.

In its adjustments it is similar to the Seneca Number Eight, being equipped with the Seneca Convertible Lens F. 8, and the Autic Automatic (Dustproof) Shutter. It has a greater bellows capacity than Pocket Seneca 31, sufficient, indeed, for using the back combination of the lens alone.

Pocket Seneca Number 32, though a true pocket camera, is, nevertheless, ample in size for the purposes of serious pictorial work.

DETAIL OF EQUIPMENT

Dimensions— { In $3\frac{1}{4} \times 4\frac{1}{4}$ size, $4\frac{1}{4} \times 2\frac{1}{2} \times 5\frac{1}{2}$ inches.
 { In 4×5 size, $5\frac{1}{4} \times 2\frac{1}{2} \times 6\frac{1}{4}$ inches.

Focal Capacity— { In $3\frac{1}{4} \times 4\frac{1}{4}$ size, 10 inches.
 { In 4×5 size, $11\frac{1}{2}$ inches.

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

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

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Front—Metallic reinforced, rising and falling.

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

Rack and Pinion—For fine focusing, locking device.

Swing—Either back or bed.

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

Shutter—Seneca Autic Automatic (Dustproof), with bulb and tube attachment.

Tripod Sockets—Three.

Lens—Triple Convertible, F.8.

Camera. Seneca Improved Light Trap Double Plate Holder.

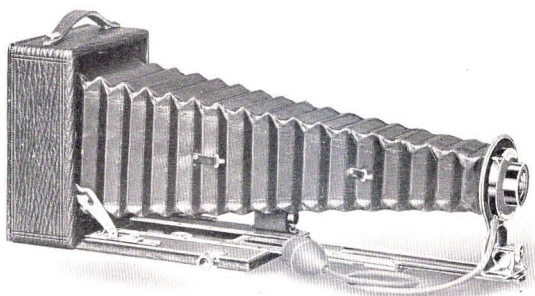
Manual of Photography. Instruction Book.

Price of Outfit Complete { In $3\frac{1}{4} \times 4\frac{1}{4}$ size \$19.00
 { In 4×5 size 21.00

NOTE—Prices of Extra Seneca Plate Holders, see pages 47, 48 and 49.

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POCKET SENECA No. 33



ALL the knowledge, experience and resources of our completely appointed plants have been incorporated in Pocket Seneca Number 33,—the latest of the Pocket series. Perfect in its every appointment, it has the widest range of utility. It is an always-ready, ever-available photographic instrument, suitable for every purpose. In general lines it is a miniature of Seneca Number Nine.

Pocket Seneca No. 33 is indeed a model of accuracy.

In every detail of equipment and finish Pocket Seneca No. 33 displays unusual ingenuity, knowledge and experience. The optical equipment is in keeping with the character of the instrument. The celebrated Seneca Triple Convertible Lens, F. 8, fitted to the Seneca Autic (Dustproof) Shutter lends to the outfit qualities almost unlimited for the purposes of portraiture, landscape or any form of photographic composition.

DETAIL OF EQUIPMENT

Dimensions— { In $3\frac{1}{4} \times 4\frac{1}{4}$ size, $4\frac{1}{4} \times 2\frac{1}{2} \times 5\frac{1}{2}$ inches.
 { In 4×5 size, $5\frac{1}{4} \times 2\frac{1}{2} \times 6\frac{1}{4}$ inches.

Focal Capacity— { In $3\frac{1}{4} \times 4\frac{1}{4}$ size, $12\frac{1}{2}$ inches.
 { In 4×5 size, $14\frac{1}{2}$ inches.

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

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

Metal Parts—Highly polished brass, nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Front—Metallic reinforced. Rising and falling.

Rack and Pinion—For focusing, locking device.

Swing—Either back or bed.

Back—Improved swing, ground glass panel, removable.

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

Tripod Sockets—Three.

Shutter—Seneca Autic Automatic (Dustproof), with bulb and tube attachment.

Lens—Seneca Triple Convertible, F. 8.

Camera. Seneca Improved Light Trap Double Plate Holder.

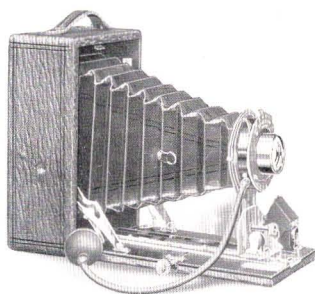
Manual of Photography. Instruction Book.

Price of Outfit Complete { In $3\frac{1}{4} \times 4\frac{1}{4}$ size \$25.00
 { In 4×5 size 30.00

NOTE—Prices of Extra Seneca Plate Holders, see pages 47, 48 and 49.

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POCKET SENECA No. 3A

$3\frac{1}{4} \times 5\frac{1}{2}$ size.

(A Post Card Camera.)



HE No. 3A Pocket Seneca is adapted to the use of both dry plates and films. It may be used for profit as well as pleasure—a size that just nicely covers a postal card. In general construction and finish it is the same as the Pocket Seneca No. 31, possesses a rack and pinion, made in a compact manner, and at a very reasonable price. This camera is particularly adapted for post card work, and there is an every day increasing demand for a $3\frac{1}{4} \times 5\frac{1}{2}$ size camera. The No. 3A Pocket Seneca is equipped with a Rapid Rectilinear Lens and choice of Uno, Duo or Autic Shutters.

DETAIL OF EQUIPMENT

Made in $3\frac{1}{4} \times 5\frac{1}{2}$ size only.

Dimensions— $6\frac{7}{8} \times 4\frac{1}{2} \times 2\frac{3}{8}$ inches.

Focal Capacity— $9\frac{1}{2}$ inches.

Front—Metallic reinforced, rising and falling.

Back—Removable spring actuated. Ground glass panel for focusing.

Rack and Pinion—For fine focusing, with locking device.

Tripod Sockets—Two.

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

Shutter—Seneca Uno with bulb and tube attachment, Duo or Autic.

Lens—Rapid Rectilinear.

Bellows—Black Russia leather, gossamer lined.

Camera. Seneca Improved Light Trap Double Plate Holder.

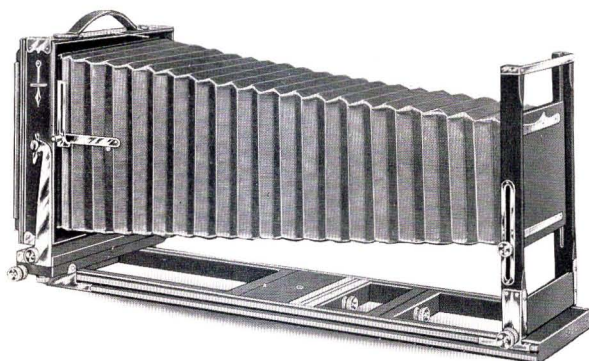
Manual of Photography. Instruction Book.

PRICE OF OUTFIT COMPLETE

Pocket Seneca No. 3A.....	\$14.00
Pocket Seneca No. 3A, fitted with Duo Double Valve (Dustproof) Shutter	16.00
Pocket Seneca No. 3A, fitted with Autic Double Valve (Dustproof) Shutter	19.00

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.



Showing Camera Fully Extended with Patented Bellows Support

NEW IMPROVED SENECA VIEW CAMERA

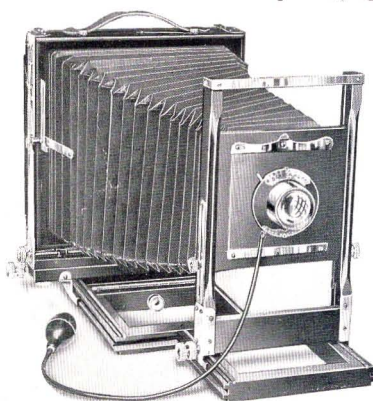
With Double Tongued Bed, Rack and Pinion Front and Back

Patented November 15, 1904



IN introducing our justly superior View Cameras we cannot resist the temptation to felicitate ourselves on the wealth of exclusive features this line presents, and at the same time we embrace the opportunity of touching upon the hearty appreciation and approval which they have received.

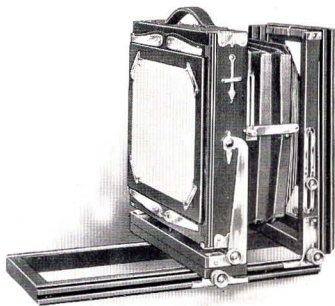
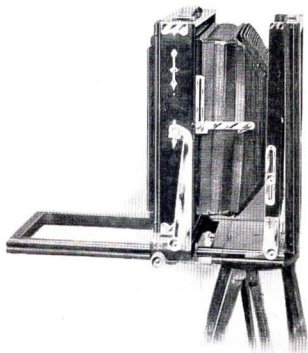
The New Improved Seneca View Camera, which is quite fully illustrated on these pages, presents a symposium of advanced mechanical ideas. It possesses distinguishing characteristics in design, in equipment and in construction—a photographic instrument of unequalled attainments.



New Improved View Camera
Showing Operation of New
Patented Sliding Front

The many noticeable features of the camera—its positive and accurate action, and the unlimited possibilities it affords to the artist, combine to make it the most perfect view instrument that the world has ever seen. It is beyond the scope of this article to dwell upon the score or more advantages that the use of the camera will discover to the operator, to his lasting delight and satisfaction; suffice it to say that view artists and professionals generally have come to regard this instrument as the standard of the world.

NEW IMPROVED VIEW CAMERA—Continued



THE IMPROVED SENECA VIEW

With Front Extension up Ready for Extreme Wide Angle Photography. No Rings or Wire Loops Are Necessary for Hooking up the Bellows. Our Patented Bellows Support Absolutely Prevents the Bellows from Cutting off Any Part of the View.

More than all else, this camera is noted for its rigidity. It is made of selected mahogany and cherry, all the metal parts being of extra heavy gauge brass. Throughout the instrument, the celebrated system of Seneca reinforcement has been used, so that the camera will stand up under any strain that it is subjected to. It is constructed for the widest range of work, possessing both horizontal and vertical swings, operated by a rack and pinion, and set screw, both swings being from the center. The front frame of the instrument is made exceedingly high, so that when the camera is closed, the front frame or standard and bed fit tightly against the camera box. It is evident at once that by this construction there can be no interference with the bellows when the camera is closed. The great focal capacity of the instrument is obtained by the use of a three-section bed. The back of the camera is reversible, equipped with the Seneca Sliding Division, which allows the operator to expose a portion of the plate at a time, or the whole, if he so desires. The bellows is of an entirely new pattern, gossamer lined, and finished in the most approved manner, although for a slight additional charge we will equip the New Improved Seneca View Camera with a genuine leather bellows.



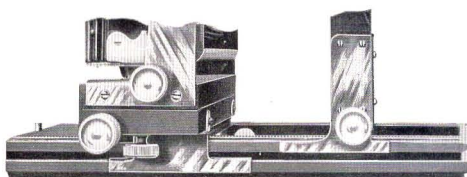
One of the crowning advantages of the camera is the double tongued bed with brass shoes, which is a distinctive feature, designed and patented by us for this particular

The New Improved Seneca View, Folded

SENECA CAMERA MANUFACTURING CO.

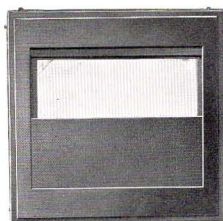
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NEW IMPROVED VIEW CAMERA—Continued



Double Tongued Bed with Brass Shoes

Distinctly a Seneca Idea and Protected by Patents.
This Permits of Compactness with Extreme Rigidity.



Sliding Division Fitted in Reversible Back

The rising and falling movement with the new feature of a sliding front opens the way for a wide variety of uses for this instrument.

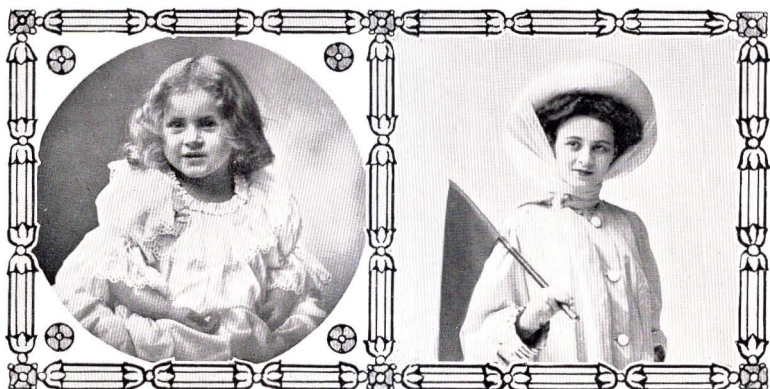
line of instruments. As will be seen from the accompanying illustration, this bed admits of the most accurate adjustments and is manipulated with perfect ease. It accomplishes the purpose of bringing the back and front into perfect alignment. The camera is provided with a suitable carrying handle and a plumb bob to insure its correct position when in use.

A distinctive feature of the New Improved Seneca View Camera is that we can furnish it, if so desired, with a sliding front extension. This is the most practical lateral sliding front ever attached to a View Camera; and when the sliding front is in use, the entire bed of the camera is perfectly rigid.

The rising and falling movement with the new feature of a sliding front opens the way for a wide variety of uses for this instrument.

FOCAL CAPACITY, DIMENSIONS AND WEIGHT

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 inches	4 1/4 x 8 3/4 x 11 3/8 in.	6 lbs.	3 1/16 x 3 3/4 in	6
6 1/2 x 8 1/2	25 1/2 "	4 3/4 x 10 x 12 1/2 "	7 "	4 1/4 x 4 1/4 "	5
8 x 10	29 1/2 "	4 1/2 x 12 x 14 1/2 "	8 1/2 "	4 1/16 x 4 3/4 "	5
11 x 14	39 "	5 x 16 1/2 x 19 "	10 "	5 3/4 x 5 3/4 "	3



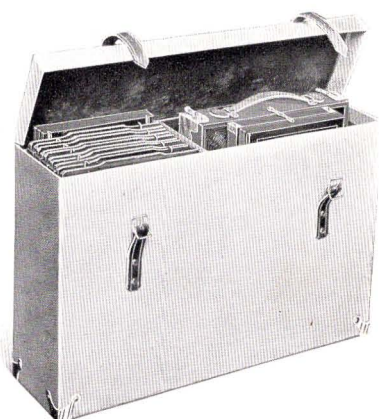
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NEW IMPROVED VIEW CAMERA—Continued

PRICE

The price includes camera, one improved light trap double plate holder for sizes up to and including the 8 x 10. (Above the 8 x 10 size, the English bookholder is furnished; for description see page 48), also long case with compartment for five extra holders, making six in all. In 11 x 14 size, square case furnished to carry camera and holders only. We also furnish with the 11 x 14 size, without extra charge, the Seneca Detachable Brace (see page 52).



Showing Carrying Case That Is Provided with New Improved Seneca View Camera

For sizes larger than 11 x 14 the Camera City View Outfit is recommended.

NEW IMPROVED SENECA VIEW CAMERA COMPLETE AS ABOVE

	Price Regular Equipment	Price of Improved Seneca View Camera Equipped with Genuine Leather Bellows Instead of Imitation Leatheret
Size 5 x 7	\$23.00	\$26.00
“ 6½ x 8½	24.00	27.50
“ 8 x 10	26.50	30.50
“ 11 x 14	42.00	Not made

EXTRA FOR SLIDING FRONT

Size 5 x 7	\$2.50	Size 8 x 10	\$3.50
“ 6½ x 8½	3.00	“ 11 x 14	4.00

For a large case with an extra compartment for tripod and lenses, in place of case regularly supplied, in 5 x 7 and 6½ x 8½ sizes, 75c extra. In 8 x 10 size, \$1.00 extra. In 11 x 14 size, \$1.50 extra. This large case in 5 x 7 size will also accommodate 12 holders; in the 6½ x 8½ size, 5 holders; in the 8 x 10 size, 5 holders; 11 x 14 size, 3 holders.

Extra Seneca Improved Light Trap Double Plate Holders, 5 x 7, \$1.25; 6½ x 8½, \$1.75; 8 x 10, \$2.00; 11 x 14, \$5.00.

Be sure and include about five extra holders in ordering.

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FACTORIES AND OFFICES, ROCHESTER, N.Y.



DRESS SUIT CASE FOR NEW IMPROVED SENECA VIEW CAMERA WITH LOCK AND KEY

Many users of a view camera desire a case that opens at the side like a dress suit case. We are, therefore, manufacturing a most serviceable case made in this style. The material is leatheret, with strong handle, and metal parts of brass. The suit case is made to hold the view camera, extra holders, tripod and lens, also an extra compartment provided for focusing cloth, etc., with lock and key. Compartment for holders in 5 x 7 size holds 12; in 6½ x 8½ size, 5; in 8 x 10 size, 5.

	PRICES		
	5 x 7	6½ x 8½	8 x 10
Price of Dress Suit Case	\$6.00	\$7.00	\$8.00
Price when supplied with Camera in place of Canvas Case regularly supplied	5.50	6.25	7.00

THE NEW IMPROVED SENECA VIEW CAMERA

(Fitted with Following Lenses and Shutters)

Complete with Carrying Case and Plate Holder as per Description

If sliding front is desired add \$2.50 for 5 x 7 size, \$3.00 for 6½ x 8½, \$3.50 for 8 x 10 size, and \$4.00 for 11 x 14 size.

	PRICES			
	5 x 7	6½ x 8½	8 x 10	11 x 14
New Improved Seneca View Camera, fitted with Rapid Rectilinear Lens, Speed F. 11, and Duo Double Valve (dustproof) Shutter	\$32.00	\$ 38.00	\$ 46.00	If lens is desired in barrel with Iris Diaphragm in place of Autic Shutter deduct \$20 from list price in this size.
New Improved Seneca View Camera, fitted with Seneca Three Focus Convertible Symmetrical Lens, Speed F. 8 and Autic Automatic (dustproof) Shutter	36.00	44.00	50.50	
New Improved Seneca View Camera, fitted with Seneca Anastigmat Lens F. 6.8 and Autic Automatic (dustproof) Shutter, No. 3 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 5 Lens fitted to 8 x 10	60.00	80.00	97.00	\$ 90.00
				167.00

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

NEW IMPROVED SENECA VIEW CAMERA

(Fitted with Following Lenses and Shutters)

PRICES—Continued

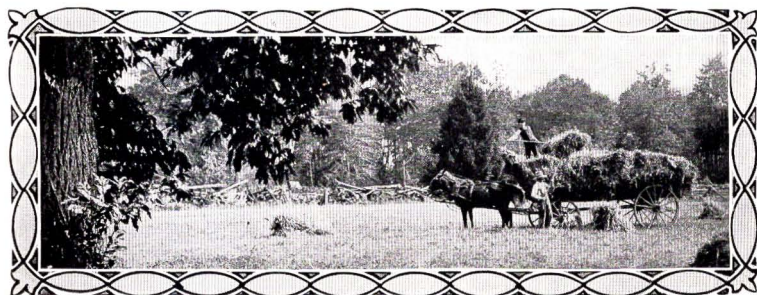
	5 x 7	6½ x 8½	8 x 10	11 x 14
				If lens is desired in barrel with Iris Diaphragm in place of Autic Shutter deduct \$20 from list price in this size.
New Improved Seneca View Camera, fitted with Goerz Dagor Lens, Series III, F. 6.8, and Autic Automatic (dustproof) Shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 6 Lens fitted to 8 x 10, No. 7A fitted to 11 x 14.....	\$84.50	\$107.50	\$138.50	\$247.00
New Improved Seneca View Camera, fitted with Goerz Celor, Series IB, F. 5.5, and Autic Automatic (dustproof) Shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 6 Lens fitted to 8 x 10, No. 7A fitted to 11 x 14....	87.50	122.00	157.00	273.50
New Improved Seneca View Camera, fitted with Cooke Lens, Series III, F. 6.5, and Autic Automatic (dustproof) Shutter. No. 5 Lens fitted to 5 x 7, No. 7 Lens fitted to 6½ x 8½, No. 8 Lens fitted to 8 x 10, Series V, F. 8, No. 17 fitted to 11 x 14	77.50	121.00	152.50	196.50
New Improved Seneca View Camera, fitted with Series A Portrait Lens, F. 5, and Style B Studio Noiseless Shutter. No. 3 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 5 Lens fitted to 8 x 10	51.00	62.00	84.50	

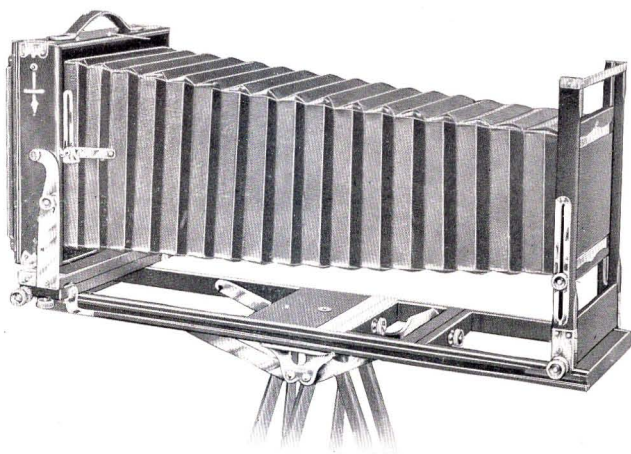
If one of following High Speed Shutters is desired instead of Autic extra charge is as follows:

	5 x 7	6½ x 8½	8 x 10
The Optimo Speed Shutter.....	\$10.00	\$12.00	\$14.00
The Koilos	12.00	14.00	16.00
The Sector	14.00	16.00	18.00
The Volute	15.00	17.00	19.00

Celor Lenses can not be fitted to above Shutters in 8 x 10 size.

If Genuine Leather Bellows is desired in place of the leatheret, add \$3.00 for 5 x 7, \$3.50 for 6½ x 8½ and \$4.00 for 8 x 10.





CAMERA CITY VIEW AND STUDIO OUTFIT

(With Double Tongued Bed. Rack and Pinion both Back and Front.)

Patented.



On the average commercial photographer desiring an instrument suitable for the all around purposes of his art, capable of the hardest usage, the Camera City View and Studio Outfit especially appeals. All the adjustments known to be of importance in photographic effort are provided in this camera. No requirement is overlooked. It is adapted to scientific or tripod work; it has an adequate focal capacity for long distance photography; it is so built that the back may be moved up to the front, thus converting it into the best of interior cameras. The front is so large that in the complete range of lenses it accommodates them one and all. Further than this, the front is so strong that the heaviest lenses may be used with perfect success;—absolute alignment being at all times preserved.

In general, the outfit possesses all the numerous attachments and adjustments of the New Improved Seneca View Camera already described, having in addition the larger front and greater focal capacity.

The Camera City View and Studio Outfit, in sizes up to 11 x 14, is equipped without additional charge with genuine leather bellows guaranteed not to crack or become porous.

Among the features that will be appreciated is the generous rise and fall of the front and the extra latitude of both the horizontal and vertical swings in the rear. These swings are central and operate from an improved method.

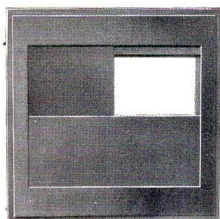
SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N. Y.

The special features of this outfit are:

Detachable Brace, giving extra support to bed of camera.

Genuine Leather Bellows on all sizes up to and including 8 x 10 size, guaranteed not to crack or become porous for one year.



Double Sliding Division Fitted in Reversible Back

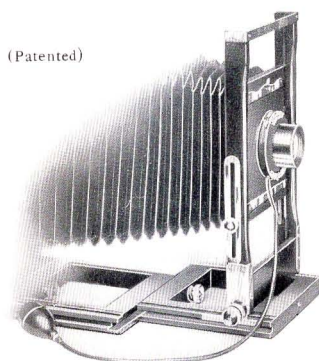
Double Sliding Division in Reversible Back, permitting the operator to make, if desired, four exposures on the one plate; or to divide the plate and make two exposures either way on the one plate. This double sliding division may easily be removed or replaced at will.

Rising and Falling Front: A most generous rise and fall.

Swings in the rear: An unusual amount of swing.

Lens Board and Front, extra large.

(Patented)



Showing Operation of Sliding Front

Carrying Case, long style, with compartment for camera and six extra holders; also compartments for tripod, lenses and shutter. The outfit includes the Camera, fitted with Detachable Brace, one Improved Light Trap Double Plate Holder—above the 8 x 10 size, the English Book Holder is supplied—Extra Heavy Carrying Case, made in long style to take Camera, Tripod, Extra Holders; also a compartment for lenses, etc. In 11 x 14, 14 x 17 and 17 x 20 sizes the square case to carry camera and holders only furnished instead of

long style. The 14 x 17 and 17 x 20 sizes are made of quartered oak with natural rubbed finish.

PRICE OF OUTFIT

Sizes			Sizes	
5 x 7	\$30.00	11 x 14
6½ x 8½	32.00	14 x 17
8 x 10	35.50	17 x 20

EXTRA FOR SLIDING FRONT

5 x 7	\$2.50	11 x 14
6½ x 8½	3.00	14 x 17
8 x 10	3.50	17 x 20

CAMERA CITY VIEW AND STUDIO OUTFIT

(Fitted with Following Lenses and Shutters)

Complete with Carrying Case and Plate Holder as per Description

If sliding front is desired add \$2.50 for 5 x 7 size, \$3.00 for 6½ x 8½, \$3.50 for 8 x 10 size, and \$4.00 for 11 x 14 size.

PRICES

	5 x 7	6½ x 8½	8 x 10
Camera City View and Studio Outfit, fitted with Rapid Rectilinear Lens, Speed F. 11, and Duo Double Valve (dustproof) Shutter	\$39.00	\$ 46.00	\$ 55.00
Camera City View and Studio Outfit, fitted with Seneca Three-focus Convertible Symmetrical Lens, Speed F. 8, and Autic Automatic (dustproof) Shutter	43.00	52.00	59.50
Camera City View and Studio Outfit, fitted with Seneca Anastigmat Lens F. 6.8 and Autic (dustproof) Shutter. No. 3 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, and No. 5 Lens fitted to 8 x 10	67.00	88.00	106.00
Camera City View and Studio Outfit, fitted with Goerz Dagor Lens, Series III, F. 6.8 and Autic Automatic (dustproof) Shut- ter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, and No. 6 Lens fitted to 8 x 10	91.50	115.50	147.50
Camera City View and Studio Outfit, fitted with Goerz Celor Lens, Series IB, F. 5.5, and Autic Automatic (dustproof) Shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, and No. 6 Lens fitted to 8 x 10	94.50	130.00	166.00
Camera City View and Studio Outfit, fitted with Cooke Lens, Series III, F. 6.5, and Autic Automatic (dustproof) Shutter. No. 5 Lens fitted to 5 x 7, No. 7 Lens fitted to 6½ x 8½, and No. 8 Lens fitted to 8 x 10	84.50	129.00	161.50
Camera City View and Studio Outfit, fitted with Series "A" Portrait Lens F. 5, and Style "B" Studio Noiseless Shutter. No. 3 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, and No. 5 Lens fitted to 8 x 10	58.00	70.00	91.50

If one of following High Speed Shutters is desired instead of Autic extra charge
is as follows:

	5 x 7	6½ x 8½	8 x 10
The Optimo Speed Shutter	\$10.00	\$12.00	\$14.00
The Koilos	12.00	14.00	16.00
The Sector	14.00	16.00	18.00
The Volute	15.00	17.00	19.00

Celor Lenses can not be fitted to above Shutters in 8 x 10 size.

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

CAMERA CITY VIEW AND STUDIO OUTFIT

(Fitted with Following Lenses and Shutters)

PRICES—Continued

	11 x 14	14 x 17	17 x 20
	If lens is desired in barrel with Iris Diaphragm instead of Autic shutter deduct \$20 from list in this size	Lens furnished in barrel with cap and Iris Diaphragm	Lens furnished in barrel with cap and Iris Diaphragm
Camera City View and Studio Outfit, fitted with Seneca Three-focus Convertible Symmetrical Lens, Speed F. 8, and Autic Automatic (dustproof) Shutter.....	\$ 98.00	\$135.00	\$160.00
Camera City View and Studio Outfit, fitted with Seneca Anastigmat Lens, F. 6.8 and Autic Automatic (dustproof) Shutter. No. 7 Lens fitted to 11 x 14.....	175.00		
Camera City View and Studio Outfit, fitted with Goerz Dagor Lens, Series III, F. 6.8, and Autic Automatic (dustproof) Shutter, No. 7A, F. 7.7, fitted to 11 x 14, No. 8, F. 7.7, fitted to 14 x 17, No. 9, F. 7.7, fitted to 17 x 20.....	225.00	292.00	413.00
Camera City View and Studio Outfit, fitted with Goerz Celor Lens, Series IB, F. 5.5, and Autic Automatic (dustproof) Shutter. No. 7A fitted to 11 x 14.....	281.50		
Camera City View and Studio Outfit, fitted with Cooke Lens, Series III, F. 6.5, and Autic Automatic (dustproof) Shutter, Series V, F. 8, No. 17 fitted to 11 x 14, Series V, F. 8, No. 18, 14 x 17, Series V, F. 8, No. 19, 17 x 20.....	202.50	233.50	346.00

Focal Capacity, Dimensions and Weight 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
5 x 7	23½ in.	4½ x 9 x 11¼	6 lbs.	4⅛ x 4¼
6½ x 8½	26 "	5 x 10½ x 12½	6¾ "	4⅝ x 4¾
8 x 10	30 "	5¾ x 12¼ x 14¾	10 "	5⅝ x 5¾
11 x 14	39½ "	6½ x 16½ x 19	16½ "	6½ x 6½
14 x 17	30 "	10¼ x 24 x 24	22½ "	8⅛ x 8⅛
17 x 20	31¾ "	10½ x 24 x 26	25 "	8⅛ x 8⅛



SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

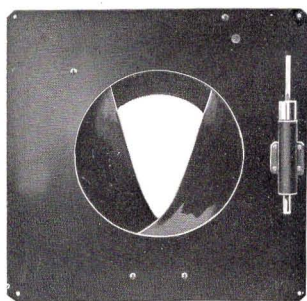


	5 x 7	6 1/2 x 8 1/2	8 x 10
Price of Dress Suit Case.....	\$7.00	\$8.25	\$9.75
Price when supplied with Camera in place of Canvas Case regularly supplied	6.50	7.50	8.75

Dress Suit Case with lock and key for **Camera City View** and **Studio Outfit** made of leatheret, with strong handle, and metal parts of brass. The suit case is made to hold the view camera, extra holders, tripod and lens; also an extra compartment is provided for focusing cloth, etc.

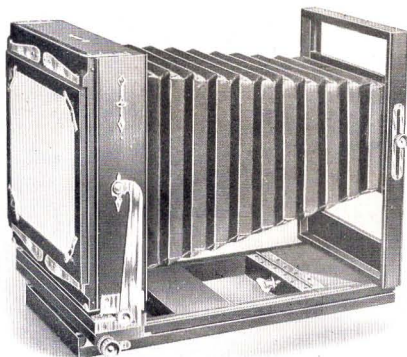
IMPROVED PACKARD SHUTTER

Specially Adapted for View Cameras



This Shutter has three wings, with the special advantage of a very large opening in a very small shutter. The No. 5 is adapted for "time" work only. The No. 6 is the same as the No. 5 with the exception of an "instantaneous" arrangement included for making snap shots. There is no jar or vibration, and as listed, bulb and tubing are included. This shutter can be used very nicely back of the lens.

New Improved View	Camera City View	Outside Dimensions Inches	Diameter Opening Inches	PRICES	
				No. 5	No. 6
5 x 7		3 1/4	1 1/2	\$4 00	\$5 50
6 1/2 x 8 1/2	5 x 7	3 1/2	1 3/4	4 00	5 50
8 x 10	6 1/2 x 8 1/2	4	2	4 00	6 00
11 x 14	8 x 10	5	2 3/4	5 00	6 50
	11 x 14	6	3 1/4	5 00	6 50
	14 x 17	7 1/2	4	5 50	7 00
	17 x 20	7 1/2	4	5 50	7 00



THE COMPETITOR CAMERA

(Reversible and Double Swing Back.)



OR scientific purposes, as well as general photography, the Competitor Camera as illustrated herewith, has found great favor. It is light in weight, compact, strong and rigid, covering as it does a wide field of usefulness at a very moderate price. Among distinct advantages it has a reversible back, and both horizontal and vertical swings in the rear. The back focus is operated by a rack and pinion and allows any width of angle lens to be used without the front obstructing the view. The camera also possesses two tripod plates for properly balancing the instrument; has a rising and falling front; again the front is made wide enough so that stereoscopic lenses may be used if desired.



Competitor Closed

The Competitor equipment includes a neat canvas carrying case that accommodates the camera and one double plate holder. This is a moderate priced instrument and can be used in nearly all kinds of photography.

DETAIL OF EQUIPMENT

Three sizes: 5 x 7, 6½ x 8½, 8 x 10. Back Focus Rack and Pinion, with Set Clamp for locking at any point desired. Piano Hinge on Bed. Reversible Back. Wide Front, Rising and Falling. Plumb Bob for leveling. Wood work: Mahogany finish, polished. Swings: Horizontal and vertical—both central. Tripod Sockets, two. Case: Canvas square to hold Camera and three plate holders. Lens Board: Removable.

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

PRICE, INCLUDING CAMERA, CARRYING CASE AND ONE SENECA IMPROVED LIGHT TRAP DOUBLE PLATE HOLDER

Size of Camera	Focal Capacity	Dimensions when Folded or Closed		Weight	Size of Lens Board	No. of Holders carry besides Camera	Price
5 x 7	14½	5 x 9	x 11¼	5 lbs.	4 x 6	3	\$15.00
6½ x 8½	16	5 x 10¼	x 12½	6 lbs.	4 x 6	3	16.00
8 x 10	18	5 x 12	x 14½	7 lbs.	4 x 6	3	17.00

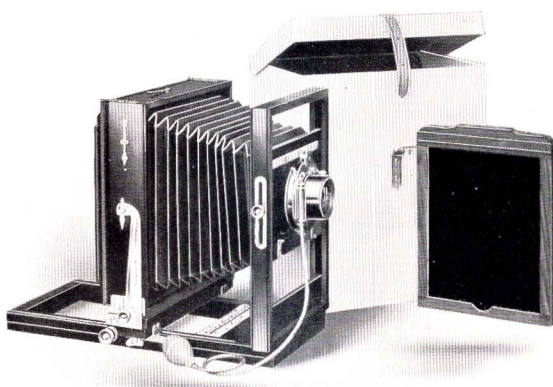
Extra for long style of Carrying Case to carry besides Camera, six Double Plate

Holders and compartment for Tripod, in place of case regularly supplied:

5 x 7 size, \$1.50 6½ x 8½ size, \$2.00 8 x 10 size, \$2.50

Price: Extra Improved Double Plate Holder for Competitor View Camera

5 x 7, \$1.25; 6½ x 8½, \$1.75; 8 x 10, \$2.00.



COMPETITOR OUTFIT FITTED WITH LENSES AND SHUTTERS



OR those desiring a view camera complete with lens and shutter for either interior or outdoor work, including groups, landscapes, and architectural work, we offer an equipment that will please the most advanced photographer as well as the beginner.

Competitor fitted with Uno Automatic Shutter and Rapid Rectilinear Lens, Speed F. 11.....	5 x 7	6½ x 8½	8 x 10
Competitor fitted with Duo Double Valve (dust-proof) Shutter and Rapid Rectilinear Lens, Speed F. 11.....	\$22.00		
Competitor fitted with Autic Automatic (dustproof) Shutter and Rapid Rectilinear Lens, Speed F. 11.....	24.00	\$30.00	\$36.00
Competitor fitted with Duo Double Valve (dust-proof) Shutter and Triple Convertible Lens, Speed F. 8.....	26.00	32.00	38.00
Competitor fitted with Autic Automatic (dustproof) Shutter and Triple Convertible Lens F. 8....	27.00	33.00	39.00
	28.00	36.00	41.00

Uno Shutter not made in sizes larger than 5 x 7

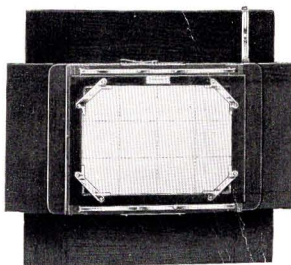
SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

THE SENECA MULTIPLYING ATTACHMENT

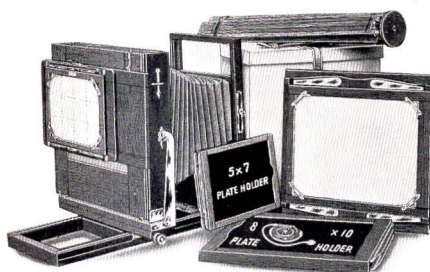
For 8 x 10 View Cameras.

The Seneca Multiplying Back may be fitted to any of our View Cameras in place of the regular reversible back, and by use of a set of kits and metal strips for the different number of exposures desired it is possible to take 1, 2, 4, 9, 15, 24 or 48 pictures on a 5 x 7 size plate. With this attachment to our View Cameras it is possible to make Penny Pictures at a very low cost. Price of Multiplying attachment, including one 5 x 7 improved light trap double plate holder, \$11.00.



Patent Pending

THE SENECA PENNY PICTURE OUTFIT



The Camera that we furnish with this outfit is our regular 8 x 10 Competitor, fitted with $3\frac{1}{4} \times 4\frac{1}{4}$ Rapid Convertible Lens, speed F. 8, and Duo Double Valve (dust-proof) Shutter with bulb and tube. It is possible by using the back combination of this lens singly to take full 5 x 7

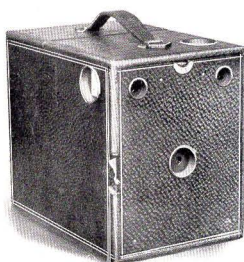
size pictures. The general description of this Camera may be found on pages 33 and 34. We furnish, however, in addition to the regular back to the Competitor Camera, the Multiplying Attachment particularly adapted for Penny Pictures. With this Attachment it is possible to make 1, 2, 4, 9, 15, 24 or 48 pictures on the one 5 x 7 size plate.

The price includes the Camera complete with the regular 8 x 10 back, lens and shutter, the Multiplying Attachment, one 8 x 10 and one 5 x 7 plate holder, carrying case made to accommodate the Camera with extra back and compartment for plate holders and compartment for tripod. Our No. 3 Compact Tripod is also included in the outfit. Full directions, "How to make Penny Pictures."

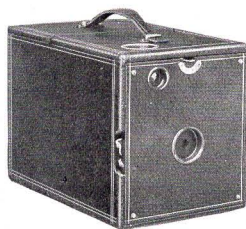
Price of outfit complete.....	\$38.00
Rapid Rectilinear Lens and Duo Double Valve Shutter, 8 x 10 size, if purchased with above outfit.....	20.00

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.



Seneca Senior



Seneca Junior

SENECA SENIOR AND SENECA JUNIOR



OR the younger class of amateurs who do rudimentary work we have provided these thoroughly practical photographic instruments, self-contained, unequaled for convenience, compact, neat and strongly made. It is apparent that the names are applied to the different sizes of the same camera, which is illustrated herewith.

The Seneca Junior takes a picture $3\frac{1}{2} \times 3\frac{1}{2}$, will produce portraits, landscapes and interiors, and has a capacity of three double plate-holders, or six exposures in all. Of course any quantity of extra plate-holders may be supplied so that a large number of pictures may be taken without reloading. The camera has a fine Achromatic Lens and is fitted with an improved automatic shutter that will take either time exposures or snap shots.

The Seneca Senior is the same instrument in a 4×5 size. It is fitted with an improved automatic shutter, has two large view finders, and two tripod sockets. The camera has a high grade Achromatic Lens of universal focus, is light and strongly made. Weight, 29 ounces.

DETAIL OF EQUIPMENT

Dimensions—Seneca Senior, $8\frac{1}{4} \times 5\frac{1}{2} \times 7\frac{1}{2}$ inches. Seneca Junior, $7\frac{3}{8} \times 5\frac{3}{4} \times 5$ inches.

Focus—Universal.

View Finders—Two on Seneca Senior—one on Seneca Junior.

Tripod Sockets—Two.

Shutter—Automatic for time exposures or snap shots.

Lens—Single Achromatic.

PRICES

	Junior $3\frac{1}{2} \times 3\frac{1}{2}$	Senior 4×5
Camera Complete, with one Holder, Manual of Photography and Instruction Book.....	\$3.50	\$4.00
Seneca Plate Holder Ordinary.....	.80	.80
Seneca Adjustable Plate Holder.....	Not made	1.00

Carrying Case extra; for Description and Price, see page 53.

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

SPECIAL HAND CAMERA EQUIPMENT

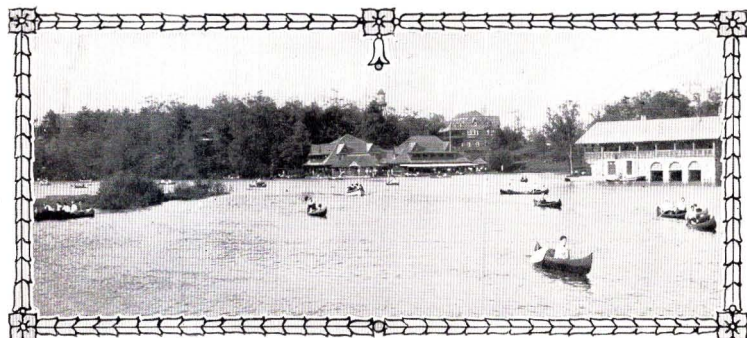
The following instruments we list, fitted with several of the best high grade Anastigmat Lenses. The equipment includes the camera complete as per the description. The only change made is the lens. We offer these outfits at a very low rate, and we make no extra charge for fitting. The prices as given below, with the exception of the Seneca Portrait Lens, are figured with the Autic (Dustproof) Shutter. If one of following High Speed Shutters is desired instead of Autic, extra charge is as follows:

	Size 3½x5½, 4x5	Size 5 x 7	Size 6½x8½
The Optimo	\$ 9.00	\$10.00	\$12.00
The Koilos	11.00	12.00	14.00
The Sector	13.00	14.00	16.00
The Volute	14.00	15.00	17.00

Above Shutters not made in Stereo form.

CAMERA	Size of Picture	Seneca Anastigmat f : 6.8	Cooke Series III f : 5.6	Goetz Series III Dagor f : 6.8
		No. 1 fitted to 3½x4½ " 2 " 3½x5½ 4x5 " 3 " " 5x7 " 4 " " 6½x8½	No. 3, 3½x4½ 5, 5 x 7 " 4, 4 x 5 7, 6½x8½ " 4, 3½x5½	No. 0, 3½x4½ 2, 5 x 7 " 1, 4 x 5 4, 6½x8½ " 1, 3½x5½
No. 8.....	4 x 5	\$50 00	\$68 00	\$67 00
No. 8.....	3¼x5½	52 00	70 00	69 00
No. 8.....	5 x 7	63 00	82 00	83 00
No. 8.....	6½x8½	88 00	140 00	116 00
No. 9.....	4 x 5	58 00	76 00	75 00
No. 9.....	3¼x5½	60 00	78 00	77 00
No. 9.....	5 x 7	73 00	86 00	93 00
No. 9.....	6½x8½	99 00	151 00	127 00
No. 3A Pocket	3¼x5½	41 00	58 00	58 00
No. 32.....	3¼x4¼	45 00	60 00	56 00
No. 32.....	4 x 5	47 00	65 00	64 00
No. 33.....	3¼x4¼	51 00	66 00	62 00
No. 33.....	4 x 5	56 00	74 00	73 00
Stereo "A" ...	5 x 7	93 00	105 00	117 00
Stereo "B" ..	5 x 7	107 00	117 00	131 00

NOTE.—Prices of equipments with anastigmat lenses, other than those mentioned above, on application.



LENSES

LENSES FITTED TO SENECA CAMERAS



HE lens is the eye of the camera, and its importance cannot be overestimated. Every condition of picture-making may be perfect, every adjustment of the camera true, but if the lens is faulty the picture is bad. No department of manufacture receives from our hands greater attention than is devoted to lenses. No part of each outfit is so carefully tested.

All the lenses used to equip Seneca Cameras are ground especially for us from imported glass by one of the largest manufacturers of photographic lenses in the world. Not only do we hold them to a strict guaranty in regard to their product, but we ourselves test thoroughly every lens that is equipped.

SENECA SINGLE ACHROMATIC LENS

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

SENECA RAPID RECTILINEAR LENS—SPEED F. 11

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

SENECA TRIPLE CONVERTIBLE THREE-FOCUS LENS—SPEED F. 8

For all the general purposes of photography, including copying, enlarging and portrait work, this lens is especially recommended. It embodies a full angle of image circle and perfect flatness of field. It is this lens that is uniformly fitted to the higher grade Seneca Cameras. As the name implies, this lens has three distinct focuses; one, both combinations of the lens used together; another, the back combination of the lens used alone (this is accomplished by simply unscrewing the front lens mount), and a third focus is obtained by using the front lens combination alone—in the rear.

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N. Y.

EQUIVALENT FOCUS AND FOCUS OF SEPARATE COMBINATIONS OF SENECA CONVERTIBLE LENS—F. 8

Size of Camera	Diameter	Equivalent Focus	Size	Diameter	Equivalent Focus
3¼ x 4¼	¾ inch	5 inches	10 x 12	2 inches	16 inches
4 x 5	1 " "	6¼ " "	11 x 14	2¼ " "	18½ " "
5 x 7	1½ " "	8 " "	14 x 17	2¾ " "	21 " "
6½ x 8½	1½ " "	10½ " "	17 x 20	3¼ " "	26 " "
8 x 10	1¾ " "	12½ " "			

Focus of Separate Combinations When Used Singly

Size of Camera	Rear Lens	Front Lens	Size	Rear Lens	Front Lens
3¼ x 4¼	8¼ inches	11½ inches	10 x 12	26 inches	38 inches
4 x 5	10½ " "	14½ " "	11 x 14	31 " "	43 " "
5 x 7	14 " "	18 " "	14 x 17	35 " "	49 " "
6½ x 8½	17½ " "	23½ " "	17 x 20	44 " "	60 " "
8 x 10	20 " "	28½ " "			

SENECA SHUTTERS FITTED WITH SENECA LENSES

Size of Camera	Rapid Rectilinear Lens in barrel with Iris Diaphragm	Rapid Convertible Lens in barrel with Iris Diaphragm U. S. : 8	Seneca Uno Shutter and Rapid Rectilinear Lens	Seneca Duo Shutter and Rapid Rectilinear Lens	Seneca Duo Shutter and Rapid Convertible Lens U. S. : 8	Seneca Autic Shutter and Rapid Convertible Lens U. S. : 8
4 x 5	\$11 00	\$14 00	\$7 00	\$12 00	\$15 00	\$19 00
5 x 7	13 00	17 00	9 00	14 00	18 00	22 00
6½ x 8½	18 00	22 00		19 00	23 00	27 00
8 x 10	23 00	28 00		25 00	30 00	34 00
10 x 12					43 00	46 00
11 x 14					55 00	58 00
14 x 17					75 00	78 00
17 x 20					85 00	88 00



WIDE ANGLE LENSES

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

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

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

The Symmetrical Wide Angle is furnished in barrel or mounted in cells to fit our shutters so that the lens ordinarily in use can be taken out of the shutter and the wide angle lens substituted. This is a very satisfactory lens at a moderate price and embraces a field of from 80 to 85 degrees.

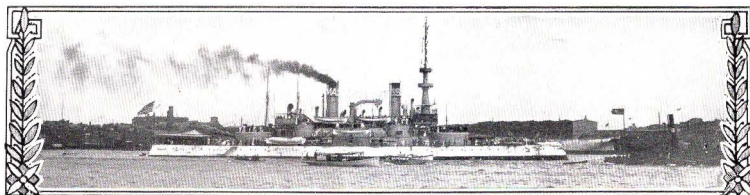
The Extreme Wide Angle cannot be used in shutters, as the two combinations are too close together. It is mounted in barrel with Iris Diaphragm and has the remarkable wide angle of 100 degrees.

PRICES

Extreme Wide Angle Lens in barrel	4 x 5	Focus $3\frac{1}{2}$ In. 5 x 7	Focus $4\frac{1}{2}$ In. $6\frac{1}{2}$ x $8\frac{1}{2}$	Focus $5\frac{1}{4}$ In. 8 x 10
		\$18.00	\$22.00	\$27.00
Symmetrical Wide Angle Lens in barrel	Focus 4 In. 4 x 5	Focus $5\frac{1}{2}$ In. 5 x 7	Focus $6\frac{1}{2}$ In. $6\frac{1}{2}$ x $8\frac{1}{2}$	Focus 8 In. 8 x 10
	\$9.00	12.00	15.00	18.00
Symmetrical Wide Angle Lens in mounts	7.00	9.00	12.00	14.00

GOERZ DAGOR DOUBLE ANASTIGMAT LENS, SPEED F. 6.8 Series III

The Goerz Dagor Double Anastigmat Lenses have won the most extended recognition, not only from authorities in photographic optics who have been in position to exhaustively test their merits, but from the photographic fraternity at large—both amateur and professional. As a result of the symmetrical arrangement of the two combinations of the lenses, either may be used as a single landscape-lens, the focus of which is about double that of the entire combination.



SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

GOERZ DAGOR DOUBLE ANASTIGMAT LENS, SPEED F. 6.8 Series III

PRICES

No.	Equivalent Focus Inches	Free Aperture Inches	Size of Plate Covered at			Price with Iris Diaphragm
			F : 6.8 U. S. : 16 Inches	F : 16 U. S. : 16 Inches	F : 32 U. S. : 64 Inches	
Fig. 6. ⁸	0	5	$3\frac{1}{4} \times 4\frac{1}{4}$	4 x 5	5 x 7	\$37 50
	1	6	4 x 5	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	45 00*
	2	7	5 x 7	5 x 8	8 x 10	51 50
	3	$8\frac{1}{4}$	5 x 8	$6\frac{1}{2} \times 8\frac{1}{2}$	10 x 12	62 50
	4	$9\frac{1}{2}$	$6\frac{1}{2} \times 8\frac{1}{2}$	7 x 9	11 x 14	75 50
	5	$10\frac{3}{4}$	7 x 9	8 x 10	12 x 16	91 00
Fig. 7. ⁷	6	12	8 x 10	10 x 12	16 x 18	107 00
	7	14	10 x 12	12 x 15	18 x 22	140 00
	7a	$16\frac{1}{2}$	11 x 14	13 x 17	20 x 24	182 00
	8	19	12 x 15	16 x 18	22 x 25	219 00
	9	24	16 x 18	18 x 22	24 x 40	325 00
	10	30	18 x 22	22 x 25	30 x 36	539 00
	11	35	22 x 25	24 x 30	34 x 44	1,070 00

* For 3A Folding Pocket Seneca we provide a Dagor of $6\frac{1}{2}$ inch focus of same series in place of our regular No. 1.

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

GOERZ CELOR ANASTIGMAT LENS F. 4.5 AND F. 5.5—SERIES 1B

This lens is specially constructed for fastest instantaneous exposures; portraits in rooms and studio; enlargements and reproductions; three color process; projections, also for landscapes and architectural views. This lens has its place in all up-to-date studios. The back combination of the Celor can be used as a single lens of double the focal length.

No.	Equivalent Focus Inches	Relative Aperture	Diameter of Lenses Inches	Size of Plate		Price, with Iris Diaphragm
				Full Opening Inches	F. : 16 U. S. : 16 Inches	
0	$4\frac{3}{4}$	F 4. ⁸	$1\frac{1}{2}$	$3\frac{1}{4} \times 4\frac{1}{4}$	4 x 5	\$40 00
1	6	F 4. ⁸	$1\frac{1}{4}$	4 x 5	5 x 7	47 00
2	7	F 4. ⁸	$1\frac{1}{2}$	5 x 7	5 x 8	54 50
3	$8\frac{1}{4}$	F 5.	$1\frac{3}{4}$	5 x 8	$6\frac{1}{2} \times 8\frac{1}{2}$	67 00
4	$9\frac{1}{2}$	F 5.	$1\frac{3}{4}$	$6\frac{1}{2} \times 8\frac{1}{2}$	7 x 9	90 50
5	$10\frac{3}{4}$	F 5.	$2\frac{1}{16}$	7 x 9	8 x 10	108 50
6	12	F 5. ⁵	$2\frac{1}{2}$	8 x 10	10 x 12	126 50
7	14	F 5. ⁵	$2\frac{3}{8}$	10 x 12	12 x 15	163 60
7a	$16\frac{1}{2}$	F 5. ⁵	$3\frac{3}{32}$	11 x 14	13 x 17	208 50
8	19	F 5. ⁵	$3\frac{9}{32}$	12 x 15	16 x 18	245 50

For price of Goerz Dagor or Celor Lenses, Series III, fitted with Autic, Optimo, Koilos, Sector or Volute Shutter add price of shutter (see under Shutters, pages 44, 45 and 46).

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

COOKE ANASTIGMAT LENSES

The Cooke Anastigmat lenses are imported direct from England, constructed by highly skilled specialists and made according to a formula possessed by no other lens maker. The lenses consist of three glasses and there is no cement; they are mathematically perfect and considered ideal lenses for those desiring a lens for particular advanced photography.

THE COOKE ANASTIGMAT LENS F. 6.5—SERIES III A (NEW SERIES)

This series of the Cooke lenses is particularly adapted for fast instantaneous work with Seneca folding hand cameras. This lens is mounted with special regard to the construction and compactness of folding hand cameras. With the diaphragm wide open this Anastigmat will cut sharper than an ordinary camera lens stopped down to smaller aperture; therefore it is a much more rapid lens. Extension Lenses are not supplied for this series.

DIMENSIONS IN INCHES				PRICE	
No.	Equivalent Focus	Plates covered with full aperture	Diameter of flange screw	Lens in Barrel with Iris Diaphragm	With Optimo Koilos Volute, Sector or Autic Shutter, add list price of Shutter
3	5	$3\frac{1}{4} \times 4\frac{1}{4}$	$1\frac{1}{2}$	\$35 00	
4	$6\frac{7}{8}$	$3\frac{1}{4} \times 5\frac{1}{2}, 4 \times 5$	$1\frac{1}{2}$	39 50	
5	$7\frac{1}{2}$	5×7	$1\frac{3}{4}$	48 50	See Under
6	$8\frac{1}{4}$	5×8	$1\frac{3}{4}$	53 00	Shutters
7	11	$6\frac{1}{2} \times 8\frac{1}{2}$	2	91 00	Pages
8	13	8×10	3	120 00	44, 45 and 46

THE COOKE ANASTIGMAT LENS, SPEED F/6.5—SERIES III

The Series III Cooke lens is particularly adapted for those who desire but one fast lens for two or more Cameras of different size. For use as a Wide Angle lens upon larger plates than those covered at full aperture, this series is perfect. Used with the Extension lenses it gives large images of distant objects and is invaluable for landscape photography. The Cooke extension lenses are particularly adapted for this series.

DIMENSIONS IN INCHES				PRICE		
No.	Equivalent Focus	Plates covered with full aperture	Plates covered at F/16	Lens in Barrel with Iris Diaphragm	Extension Lens Extra	With Optimo Koilos Volute, Sector or Autic Shutter add list price of Shutter
1d	3	$2\frac{1}{2} \times 2\frac{1}{4}$	3×3	\$27 50		
2d	$4\frac{1}{4}$	$3\frac{1}{4} \times 3\frac{1}{4}$	4×5	32 00	\$ 7 75	
3d	5	$3\frac{3}{4} \times 4\frac{1}{4}$	$4\frac{3}{4} \times 6\frac{1}{2}$	35 00	8 50	
$3\frac{1}{2}d$ new	$5\frac{1}{2}$	$3\frac{3}{4} \times 4\frac{1}{4}$	5×7	37 50	9 50	See Under
4d	$6\frac{1}{2}$	4×5	$6\frac{1}{2} \times 8\frac{1}{2}$	39 50	10 00	Shutters
5d	$7\frac{1}{2}$	5×7	8×10	48 50	11 75	Pages
6d	$8\frac{1}{4}$	5×8	8×10	53 00	13 00	44, 45 and 46
$6\frac{1}{2}d$ new	$9\frac{1}{2}$	$6\frac{1}{2} \times 8\frac{1}{2}$	10×12	75 00	16 50	
7d new	11	7×9	11×14	91 00	22 50	
8d	13	8×10	14×17	120 00	30 00	

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

SENECA ANASTIGMAT LENS F. 6.8

The Seneca Anastigmat is made from the best quality of Jena glass and is of the double symmetrical type, each system consisting of four elementary lenses. The absolute freedom from any trace of astigmatism, and the complete correction of the spherical and chromatic aberrations constitute the superiority of this lens. It is also strictly corrected for actinic light at any aperture and is free from internal reflections, producing a brilliant image on the ground glass with equal illumination of the field and cuts the plate sharp to the corners. We are able to quote the following attractive prices by reason of the quantity of these lenses that we market.



No.	Equivalent Focus	Plate Covered at F. 6.8	Price in barrel with Iris Diaphragm	Price with Autic (Dustproof) Shutter	Price with Optimo Speed Shutter	Price with Koilos Shutter
1	5 inch	3 1/4 x 4 1/4	\$ 28 00	\$ 32 00	\$41 00	\$42 00
2	6 "	4 x 5	30 00	35 00	44 00	46 00
3	7 "	5 x 7	41 00	46 00	55 00	57 00
4	10 "	6 1/2 x 8 1/2	67 00	73 00	83 00	85 00
5	13 "	8 x 10	81 00	88 00	100 00	102 00
6	15 "	10 x 12	110 00	117 00
7	16 1/2 "	11 x 14	150 00	157 00

PORTRAIT LENS, SERIES A, SPEED F. 5



"Series A" F. 5 Portrait Lens is primarily intended for portrait work, but is also excellent for groups. It is especially recommended to photographers who desire a moderate priced lens which is thoroughly satisfactory for portrait work, but is not so extreme in its character as to render it unfit for other use.

NOTE—These portrait lenses can be supplied in shutters if so desired, at an additional cost of 15 per cent. for the Duo (Dustproof) and 25 per cent. for the Autic (Dustproof) Shutter.

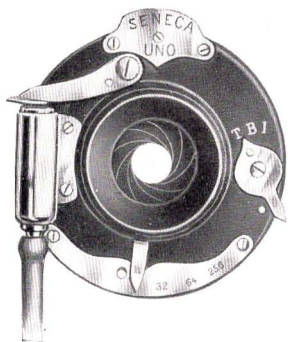
No.	Size	Diameter of Lens	Equivalent Focus	Distance for Standing Cabinet	Outside Diameter of Flange	Price
1	3 1/4 x 4 1/4	1 5/8 in.	6 inches		3 1/4 inches	\$15 00
2	4 x 5	1 7/8 "	7 "	About 8 feet	3 3/4 "	20 00
3	5 x 7	2 1/4 "	10 "	" 10 1/2 "	4 "	25 00
4	6 1/2 x 8 1/2	2 1/2 "	12 "	" 13 "	4 1/2 "	35 00
5	8 x 10	3 "	14 "	" 15 "	5 1/4 "	50 00

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

SHUTTERS FITTED TO SENECA CAMERAS

THE SENECA UNO SHUTTER

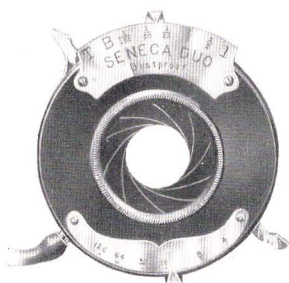


Adapted to the use of all ordinary lenses, we offer this particular shutter in two sizes: the 4 x 5 and 5 x 7. It is fitted with an Iris Diaphragm and a lever indicating time and instantaneous exposures. It is self-setting or automatic, and may be operated by finger or bulb. The shutter is thoroughly self-contained.

Price \$2.00

SENECA DUO DOUBLE VALVE SHUTTER (Dustproof)

Somewhat more pretentious in character is the Seneca Duo Shutter, of extremely ingenious construction and great simplicity of action. It has double pumps, which are inclosed in the case, and in addition to time and bulb exposures, gives several different speeds of instantaneous as well as time exposures. It has an Iris Diaphragm, is self contained and dustproof. It is made in six sizes:



PRICES

3 1/4 x 4 1/4	4 x 5, 5 x 7	6 1/2 x 8 1/2	8 x 10	11 x 14	17 x 20
\$5.00	\$6.00	\$8.00	\$10.00	\$14.00	\$20.00

THE SENECA AUTIC AUTOMATIC SHUTTER (Dustproof)



The particular advantage of this style of shutter is that it automatically sets itself after each exposure, and thus is always ready for use. It releases smoothly and easily and has all the speed that is required for the most particular work. Self-enclosed, the working parts, including the pumps, are thoroughly protected from dust. We offer this particular style of shutter in six sizes:

PRICES

3 1/4 x 4 1/4	4 x 5, 5 x 7	6 1/2 x 8 1/2	8 x 10	11 x 14	17 x 20
\$8.00	\$10.00	\$12.00	\$14.00	\$18.00	\$25.00

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

THE OPTIMO HIGH-SPEED SHUTTER

This shutter is of a new design and guaranteed to work at the speed indicated, 1-300th part of a second. It is manufactured by one of the largest shutter manufacturers in the world for the purpose of meeting a demand for a high grade between the lens shutter of this character. In theory and in practice it is far superior to the so-called focal plane shutter. The shutter leaves



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

No.	Outside Diameter	Light Opening	Lens Opening	Price
1	$2\frac{1}{4} \times 2\frac{1}{4}$	$\frac{3}{4}$	$1\frac{1}{8}$	\$14 00
2	$2\frac{7}{8} \times 2\frac{7}{8}$	1	$1\frac{3}{8}$	16 00
3	$3\frac{5}{8} \times 3\frac{5}{8}$	$1\frac{3}{8}$	$1\frac{7}{8}$	18 00
4	$4\frac{5}{8} \times 4\frac{5}{8}$	$1\frac{7}{8}$	$2\frac{3}{8}$	20 00

KOILS SHUTTER



The Koilos represents the highest perfection in high grade shutters, and is one of the best on the market. It is fitted with a three-blade system which admits at least one-third more light than any other system. The blades open and close instantaneously, leaving the shutter wide open during the time of any exposure.

The space occupied by the leaves and diaphragm is exceedingly small, permitting any high grade lens to be fitted to the shutter. The entire mechanism is rendered dustproof by the aluminum case.

It is fitted with either Koilos Pear shaped bulb and tube release, or for an extra charge of \$1.00 with Antinous Metal Release.

No.	Size of opening at Iris Diaphragm	Price with Bulb Release	No.	Size of opening at Iris Diaphragm	Price with Bulb Release
1	$\frac{3}{4}$	\$12 50	3	$1\frac{1}{4}$	\$18 00
2	$\frac{7}{8}$	14 00	4	$1\frac{11}{16}$	22 50
2A	1	15 00			

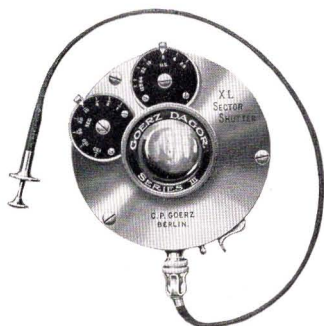
Separate Releases, Pear Shape Bulb, \$0.25. Antinous, \$1.25

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

GOERZ XL SECTOR SHUTTER

New High Speed Model



The XL Sector is extremely simple of construction, and has rapidity of action,—the speed ranging from one to one hundred and fiftieth part of a second; opens and closes with a maximum of velocity and is noiseless; made of aluminum and by a new method of manufacture is absolutely dustproof. The protruding pumps have been eliminated from the XL Shutter and does not easily get out of order.

PRICES	No. 1 for $3\frac{1}{4} \times 4\frac{1}{4}$, 4×5 and 5×7	\$17.00
	No. 2 for $6\frac{1}{2} \times 8\frac{1}{2}$ and 8×10	20.00

VOLUTE SHUTTER

PRICES	No. 1 for $3\frac{1}{4} \times 4\frac{1}{4}$ and 4×5	\$18.00
	No. 2 for 5×7 and $6\frac{1}{2} \times 8\frac{1}{2}$	20.00
	No. 3 for 8×10	22.00

NOTE—Maximum speed of No. 3 Volute 1-75th part of second.

THE STUDIO SHUTTER

This shutter is absolutely noiseless, as it has rubber cushions at all points of contact in the mechanism. Style A being for use behind the lenses, is finished mat black, can be attached to board by screws and has focusing attachment. Style B is a between the lens shutter and is handsomely finished in brass with transparent lacquer. The shutter itself acts as a diaphragm and can be set at any desired opening, and also at full aperture for focusing purposes.



PRICE LIST

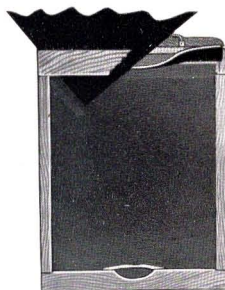
No. of Shutter	Outside Diameter	Light Opening	Style B will fit Series A Portrait Lenses as follows:	Price, Style A	Price, Style B
1	$3\frac{1}{2}$ in.	$2\frac{1}{8}$ in.	No. of Lens, 3	\$ 6 00	\$ 8 00
2	$4\frac{1}{4}$ "	$2\frac{7}{8}$ "	" " " 4	7 00	9 00
3	$4\frac{7}{8}$ "	$2\frac{1}{8}$ "	" " " 5	8 00	10 00
4	$5\frac{7}{8}$ "	$3\frac{1}{2}$ "		10 00	12 00
5	$6\frac{7}{8}$ "	$4\frac{1}{8}$ "		12 00	14 00

SENECA PLATE HOLDERS

Double with Light Trap
(With Steel Spring Bar)

Perhaps no single factor has contributed as much to the success of Seneca Cameras as the general excellence of Seneca Plate Holders. Their superiority is acknowledged by amateurs and professionals who have used them. The Seneca Plate Holder owes its advantages to its simplicity, the ease with which it may be reloaded and the further fact that it is absolutely light-tight.

All Seneca plate holders are made from seasoned cherry, and the grooves are accurate and smooth, insuring perfect freedom of action. The extreme ease of manipulation has received very favorable comment. To load the plate holder rest the end of the plate against the spring-bar in the holder. Press back the bar with the finger and the plate falls in place.



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

PRICES

$3\frac{1}{2} \times 3\frac{1}{2}$	\$.80	5×7	\$1.00
$3\frac{1}{4} \times 4\frac{1}{4}$80	5×8	1.35
4×580		

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

SENECA IMPROVED DOUBLE PLATE HOLDER

Double with Light Trap
(With Wooden Bar for Holding Plate)

This particular style of holder is well known to amateurs and professionals, the world over, on account of its general excellent qualities. Its acknowledged superiority rests in its positive action and simplicity. The Seneca Improved Holder has a spring bar device for re-loading. It is very expeditious, and beyond all else the shutter is absolutely light-tight in character. The extreme ease of manipulation of the Seneca Improved Holder has caused it to be subjected to much favorable com-

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

SENECA IMPROVED DOUBLE PLATE HOLDER—Continued (With Wooden Bar for Holding Plate)

ment. In loading, the end of the plate is rested against the spring bar, and upon slight pressure on the bar with the thumb the plate falls into place. Again, pressing back the bar gently, releases the plate, which comes readily from the holder. The holder is constructed upon an entirely new plan of dovetailing and the cabinet work is of a very superior order. Under this new method of construction the holder is much more rigid and durable than the old patterns were. The opening where slide enters is protected with a new device which renders absolute protection to the plate when the slide is entering or leaving. All Seneca Improved plate holders, unless otherwise ordered, are fitted with our specially prepared press board slides.

PRICES

$3\frac{1}{2} \times 3\frac{1}{2}$	\$1.00	5 x 7	\$1.25
$3\frac{1}{4} \times 4\frac{1}{4}$	1.00	5 x 8	1.50
$3\frac{1}{4} \times 5\frac{1}{2}$	1.00	$6\frac{1}{2} \times 8\frac{1}{2}$	1.75
4 x 5	1.00	8 x 10	2.00

ENGLISH BOOK STYLE OF PLATE HOLDER

This is the regular English form of holder, has many advantages, and is specially adapted for sizes larger than 8 x 10. The two sides are hinged and open like a book when placing or displacing the plates. The septum, or division between the two sides of holder, is also hinged and has springs attached for holding the plates in proper register, and work most satisfactorily in the dark room.

Size of Holder	PRICES	
	Holder with Press-board Slides	Holder with Rubber Slides
10 x 12	\$5 00	\$6 00
11 x 14	5 00	6 50
14 x 17	6 50	8 50
16 x 20	8 00	10 00
17 x 20	8 00	11 00

HOLDER SLIDES

Size of Holder	PRICES	
	Press-board	Hard Rubber
$3\frac{1}{4} \times 4\frac{1}{4}$	\$ 10	\$ 20
$3\frac{1}{4} \times 5\frac{1}{2}$	15	25
4 x 5	15	25
$4\frac{1}{4} \times 6\frac{1}{2}$	20	35
5 x 7	20	35
$6\frac{1}{2} \times 8\frac{1}{2}$	25	50
8 x 10	35	65
11 x 14	50	1 50
14 x 17	75	2 50
16 x 20	1 00	4 00
17 x 20	1 00	4 00

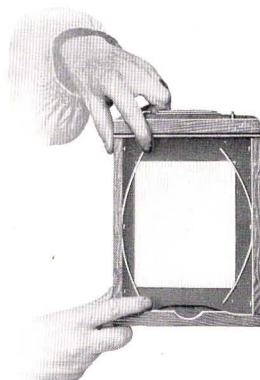
ADJUSTABLE DOUBLE PLATE HOLDERS

(With Light Trap)

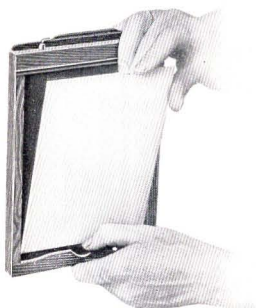
This very important addition to photography is manufactured by us under broad patents, and the demand for such holders is rapidly increasing. The holder fits all styles of cameras and successfully holds dry plates of a smaller size than the holder without the necessity of a kit.

It is apparent from the illustrations that the Seneca Adjustable Plate Holder centers any plate that is used, and it is equally evident that the use of the holder increases the range of the instrument and at the same time saves many times its cost in economy.

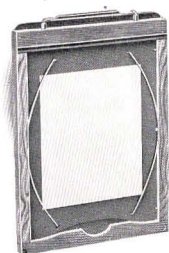
During this season we will furnish, if so desired, with the regular equipment of the Seneca Folding Plate Cameras, the New Improved View outfits and Camera City outfits, up to and including the 8 x 10 size, without extra charge, the adjustable plate holder in place of the Improved plate holder.



The Adjustable Double Plate Holder



The Adjustable Double Plate Holder Using Full Size Plate



The Adjustable Double Plate Holder Using Smaller Plates

The manipulation is exceedingly simple. When a full sized plate is used, the operation is the same as with the ordinary holder. In the case of smaller sized plates, the brass bands catch and hold the glass firmly in the center of the holder.

DIFFERENT SIZED PLATES THAT MAY BE USED

	Price
In 4 x 5 Holder, 4 x 5, 3 1/4 x 4 1/4, 3 1/2 x 3 1/2.....	\$1.00
In 5 x 7 Holder, 5 x 7, 4 1/4 x 6 1/2, 4 x 5, 4 x 4.....	1.25
In 6 1/2 x 8 1/2 Holder, 6 1/2 x 8 1/2, 5 x 8, 5 x 7, 4 1/4 x 6 1/2.....	2.00
In 8 x 10 Holder, 8 x 10, 6 1/2 x 8 1/2, 5 x 8, 5 x 7.....	2.50

NOTE—We make Seneca plate holders to fit all the leading makes of cameras.

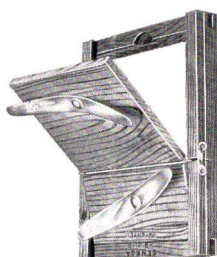
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THE NEW NO SLIP PRINTING FRAMES

Patented

The New No Slip Printing Frames are conceded to be the best frames ever put on the market. The no slip feature is a most welcome improvement. This arrangement prevents absolutely the back slipping and thereby disarranging the paper on the negative when inspecting the progress of the print. The wood in all our frames is of the best selected cherry, finished in oil. The Professional frame, besides being finished in oil, has two coats of pure shellac. The corners are all dovetailed, and on the Professional are rounded as well. The springs are of the best spring steel heavily brass plated, and are riveted to the back, allowing the spring to move freely without marring the surface. The ears on the Professional Frames are set flush with the frame, while in the Amateur the spring ends enter the grooved slot cut in frame.



Amateur Frame
(Piano Hinge)

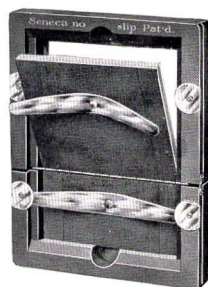
PRICES

Professional or Heavy Frames

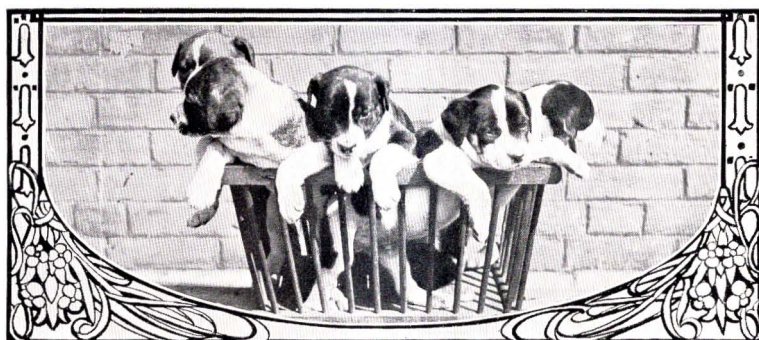
3 1/4 x 4 1/4\$.36	10 x 12\$1.25
4 x 538	11 x 14 1.80
3 5/8 x 640	14 x 17 2.40
4 1/4 x 6 1/242	16 x 20 3.00
5 x 750	17 x 20 3.00
5 x 850	18 x 22 4.00
6 1/2 x 8 1/260	20 x 24 5.00
8 x 1075		

Amateur or Light Frames

2 1/2 x 2 1/2\$.25	3 5/8 x 6\$.25
3 1/2 x 3 1/225	4 x 525
3 1/4 x 4 1/425	4 1/4 x 6 1/230
3 1/4 x 5 1/2 (Post Card)25	5 x 735



Professional Frame
(Piano Hinge)



TRIPODS

THE COMPACT TRIPOD (Wood Top)

Combined Sliding and Folding

The Compact Tripod is one of the most convenient forms yet devised. It is quickly set up for use, can be adjusted to any desired height and is perfectly rigid. It is constructed of ash and the trimmings are made of brass. When extended it is 4 feet 9 inches long, while it is but 22 inches in length when folded or closed. The new top is so made that the legs, when adjusted, are practically locked, avoiding any possibility of their becoming detached by accident after the tripod is placed and ready for use.



Style	Size of Camera	Weight	Price
No. 2	5 x 7 and smaller	1 lb.	\$2 50
" 2½	6½ x 8½ " "	2lb. 3 oz	3 00
" 3½	11 x 14 " "	5 lbs.	4 00

SENECA SLIDING TRIPOD (Wood Top)

This Sliding Tripod is one of the most simple and improved tripods in use to-day. The legs are made in three parts, rendering very firm support. The top is of wood, covered with cloth. It is very rigid. The legs are fastened at the top, leaving the tripod always together and complete.



Style	Material	Size of Camera	Price
No. 0	Spruce	5 x 7 and smaller	\$2 00
No. 1	"	6½ x 8½ " "	2 00
No. 2	Ash	8 x 10 " "	2 50
No. 3	"	11 x 14 " "	3 00
No. 4	"	17 x 20 " "	4 00

SPECIAL SLIDING TRIPOD (Metal Top)

This is a light sliding tripod and is made of spruce and in one size only; suitable for cameras up to 5 x 7 in size. The tripod is made in two sections, the lower half sliding into the other. When closed it is 29 inches, and when extended 55 inches.

Weight . . . 15 ozs. Price . . . \$1.00

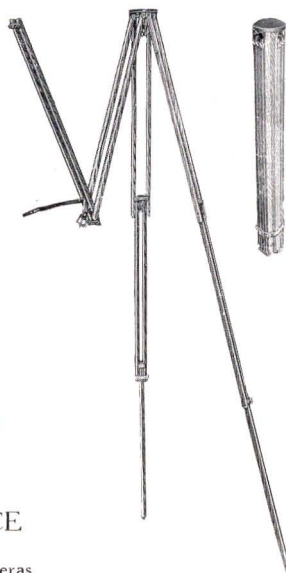
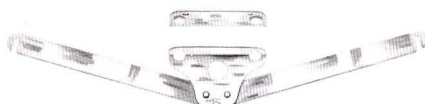
SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

SPECIAL COMPACT TRIPOD (Wooden Top) (Patented)

In design and construction this tripod is entirely new. It is constructed of ash and the trimmings are made of brass. The head is attached, and for those who desire a tripod of combination folding and sliding legs, with head attached, will be greatly pleased with the Special. Dimensions, extended, 57 inches. Dimensions, folded, 22 $\frac{3}{4}$ inches.

Price, including strap . . . \$2.00



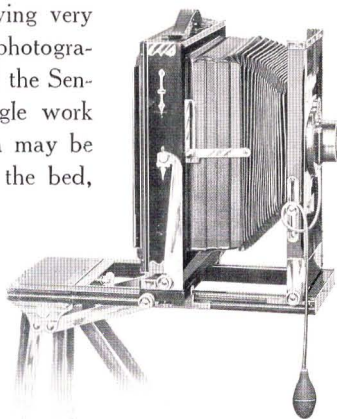
SENECA DETACHABLE BRACE

Patented.
Adapted to the Leading Makes of View Cameras

This is a new device offered to users of all View Cameras. The brace is composed of two arms, one for each side of camera bed, and when not in use it can be instantly and easily removed and folded. Considering that a large percentage of plates are ruined and much valuable time lost owing very often to unsteadiness, the experienced photographer will at once appreciate the value of the Seneca Detachable Brace. For wide angle work it is indispensable. The entire Camera may be racked forward to the extreme end of the bed, and by using the Brace, rigidity is insured.

It is easy to operate. We furnish strong screws, which are attached to the bed of the camera; also two metal plates, which are fastened permanently to the base of the camera bed. After having once attached the metal plates to the base of the camera bed and the screws to the forward and rear extensions, both arms may be instantly hooked on or detached at will. They are constructed of the best hardened steel, handsomely nickel plated. A full set of instructions sent with each set.

Price Complete, \$2.00



SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

SENECA PHOTO OPTICAL OUTFIT

(For Hand Cameras)

This outfit consists of four Lenses, one Ray Filter and one Duplicator, furnished complete in a plush lined leather covered case. They are made to slip over the lens hood and are fitted with adjustable springs. Each of the lenses consists of two elementary lenses (negative and positive) cemented together to form one perfectly corrected lens. The combinations will be supplied separately when desired.



PRICES

Outfit complete for 4 x 5 and 5 x 7, diameter of lens $1\frac{5}{16}$ inches.....	\$6.00
Enlarging and Copying Lens	1.25
Wide Angle Lens	1.25
Portrait Lens	1.50
Tele Photo Lens	1.25
Ray Filter	1.00
Duplicator40

Any three of the above Supplementary Lenses and Duplicator, making four in all, furnished in neat case. Price, \$4.00.

Any two of the above Lenses and Duplicator, making three in all, furnished in neat case. Price, \$3.00.



SENECA CARRYING CASES

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

Size of Camera	$3\frac{1}{2} \times 3\frac{1}{2}$	$3\frac{3}{4} \times 4\frac{1}{4}$	4 x 5	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$
Seneca Junior and Senior Camera—leatheret	\$1 50	\$1 75
Seneca Pocket Camera—leatheret.....	\$1 50	1 50
Seneca Camera No. 1 to 5 inclusive—leatheret.....	1 50	\$2 00
Seneca No. 6 to No. 9 inclusive—solid leather.....	4 00	5 00	\$6 50
Seneca Special—leatheret.....	2 00
Seneca Stereo—Solid leather.....	4 00

CANVAS CASES FOR VIEW CAMERAS

TO CARRY	STYLE	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	8 x 10	11x14	14x17	17x20
Cameras and Holders.....	Square	\$2.00	\$2.25	\$2.50	\$5.00	\$6.00	\$7.00
“ “ “	Oblong	2.50	3.00	3.50	7.00	Not Made	Not Made
Camera, Holders, Tripod and Lens	“	3.50	4.00	4.50	7.50	Not Made	Not Made



DOUBLE SPIRIT LEVEL

Made to attach to the base of a camera to insure its being level. Handsomely nickel plated and absolutely accurate.

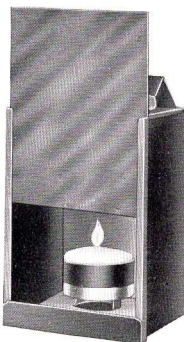
Price complete with screws for attaching, 50c.

NEGATIVE RACKS

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

PRICES

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



SENECA CANDLE LAMP

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.

The lamp is nicely enameled and enclosed in a cardboard carton.

PRICES

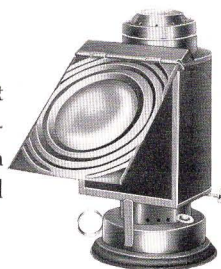
Price	\$.30
Candles per dozen.....	.40
Candles per gross.....	4.00

SENECA LAMP

(For Oil)

This lamp is the most popular one made, not only on account of the price, but because the construction is perfect in every particular. Fitted with both orange and ruby glass. Made in one size and style only.

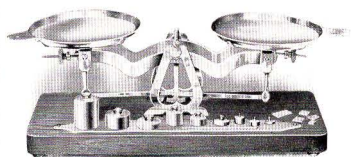
Price	\$1.00
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THE SENECA SCALE

No Complex Parts

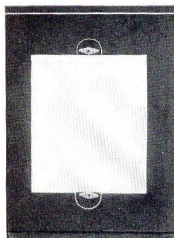
This scale has been especially constructed by us to cover the whole range of photographic work. It is supplied with a set of drachm, scruple and grain weights and a complete set of avoirdupois weights from one-sixteenth up to two ounces. The scale is made with a polished wooden base and is well finished and reliable.



Price \$3.50

KITS TO FIT ANY HOLDER

Kits make it possible for one to use small plates in a large plate holder, and are invaluable at times. Our Kits are made from selected wood and are thoroughly kiln dried.



PRICES

4 x 5—3 1/2 x 3 1/2, 3 1/4 x 4 1/4, 3 1/4 x 4.....	\$.20
5 x 7—3 1/2 x 3 1/2, 3 1/4 x 4 1/4, 4 x 5, 3 1/4 x 5 1/2.....	.25
5 x 8—4 x 5, 4 1/4 x 6 1/2, 3 1/4 x 4 1/4, 3 1/4 x 5 1/2.....	.25
6 1/2 x 8 1/2—3 1/4 x 4 1/4, 4 x 5, 5 x 7, 4 1/4 x 6 1/2, 3 1/4 x 5 1/2.....	.30
8 x 10—4 x 5, 3 1/4 x 5 1/2, 4 1/4 x 6 1/2, 5 x 7, 5 x 8, 6 1/2 x 8 1/2.....	.40
11 x 14—6 1/2 x 8 1/2, 8 x 10, 10 x 12.....	.50

THE SENECA EXPOSURE METER

The Seneca Exposure Meter is the most up-to-date, handy and reliable meter ever offered. It tells the exact exposure to give under every condition of light and subject; also every size of stop and for all the leading makes of plates and films. Just the thing for the beginner. To operate the Seneca Exposure Meter it is only necessary to turn the disk until the pointers or index letters indicate the conditions of light, subject, plate diaphragm, stop, etc. The figures in the margin corresponding then indicate the correct exposure. The meter measures 4 3/4 x 2 1/2 inches. Just fits the pocket.



Price 25c

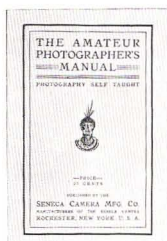
SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

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

This is absolutely the best book on the subject published. It will aid you to make better pictures, and will make photography more interesting; the subject matter is systematically arranged. Over 250,000 copies of this book have been sold since its introduction, due entirely to its merits.

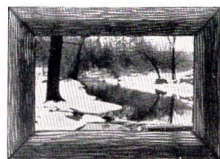


Price.....25c

SENECA LITHOAK FRAME

For Post Cards and Snap Shots

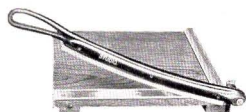
Just the frame for beautifying and preserving a post card. The most clever imitation of oak wood ever invented. No wire or cord necessary for hanging. A neat hanger is attached. Each frame comes neatly packed in box with directions for inserting card.



Price \$.10
Price, per dozen..... 1.20

SENECA TRIMMING BOARD

(Insures Perfect Trimming of Prints)



The Seneca Trimming Board is conceded to be the handiest, most simple and most durable on the market. An accurate rule for measuring is attached. Made in two sizes:

PRICES

6½ inch Blade..... \$2.00
8½ " " 2.50

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.



SENECA MEASURING GLASS

(Necessary to Every Dark Room)

PRICE

4 oz. \$.20

SENECA PRINT ROLLER

(With Rubber Roller)

PRICE

5 inch \$.30



TRAYS

(Japanned Chemically Proof)

PRICE

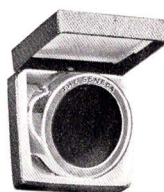


For 4 x 5 Plates or Films..... \$.25

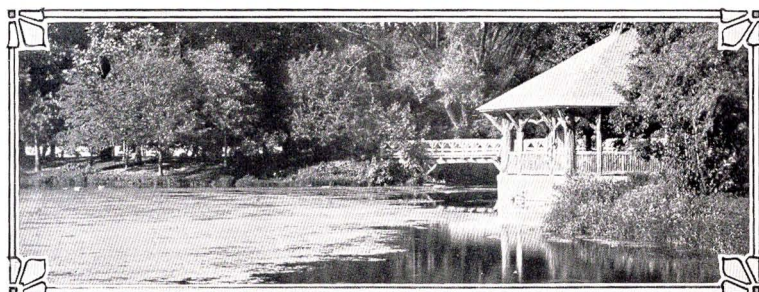
For 5 x 7 Plates or Films..... .35

SENECA RAY SCREEN

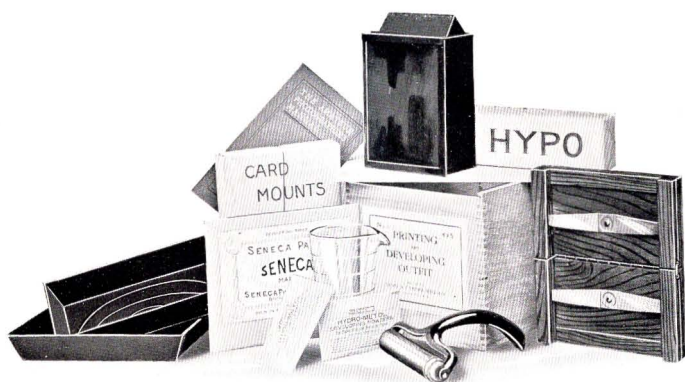
This screen is of great assistance in producing cloud effects in out door photography. By the use of this screen a more equal exposure can be obtained of sky, clouds and landscape, thus bringing out the details of subject without losing cloud effect. This ray screen is of selected ground and polished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



Size of Camera	Outside Diameter	Diameter of Lens	Prices
No. 1	1½ inch	1¼ inch	\$1 50
No. 2	2 " "	1¾ " "	2 00
No. 3	3¼ " "	2⅞ " "	2 50



FACTORIES AND OFFICES, ROCHESTER, N. Y.



SENECA COMPLETE DEVELOPING AND PRINTING
OUTFITS

These outfits contain all the necessary apparatus, chemicals and materials for the developing and fixing of plates, also for the printing, toning and mounting of prints. We guarantee everything contained in these outfits to be of the best quality. The total value of each outfit greatly exceeds the price listed.

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

OUTFIT NO 1—MADE IN 4x5 SIZE ONLY

- | | |
|---------------------|-----------------------------------|
| 2 Japan Trays | 1 Toning Powder |
| 1 Ruby Lamp | 1 Package Hypo |
| 1 Printing Frame | 1 Four-ounce Measuring Glass |
| 1 Developing Powder | 1 Dozen Sensitized Printing Paper |
| 1 Dozen Card Mounts | 1 Squeegee Roller |
| | 1 Manual of Instructions |

PRICE—No. 1 Outfit as above, neatly packed in wooden box, \$1.50

OUTFIT NO 2—MADE IN 5 x 7 SIZE ONLY

- | | |
|---------------------|-----------------------------------|
| 2 Japan Trays | 1 Toning Powder |
| 1 Ruby Lamp | 1 Package Hypo |
| 1 Printing Frame | 1 Four-ounce Measuring Glass |
| 1 Developing Powder | 2 Dozen Sensitized Printing Paper |
| 2 Dozen Card Mounts | 1 Squeegee Roller |
| | 1 Manual of Instructions |

PRICE—No. 2 Outfit as above, neatly packed in wooden box, \$3.00

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

SENECA PHOTOGRAPHIC PAPERS

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

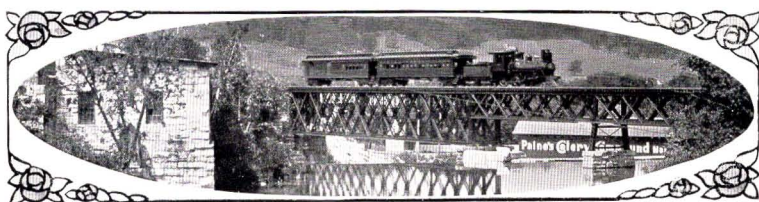
The uncertainty of results, together with the many imperfections that characterized the older products, have long been known. The success that has attended the Seneca paper is then the more gratifying to the photographer and the manufacturer as well. The Seneca papers are the result of diligent and painstaking effort expended in endeavoring to overcome difficulties that have always been recognized as incident to the manufacture of sensitized materials.



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

Seneca papers require no special treatment in developing or toning. They produce equally good results with any of the developers listed in this catalogue. Made in all the popular sizes.

Size of Camera	SENECA GLOSSY—A Printing Out Paper			SENECA MATTE—A Developing Paper		
	Doz.	2 Doz.	Gross	Doz.	½ Gro.	Gross
3 ½ x 3 ½	\$ 10	\$ 18	\$1 05	\$ 12	\$ 65	\$1 20
3 ¼ x 4 ¼	10	18	1 05	12	65	1 20
4 x 5	12	22	1 10	15	80	1 50
3 ¾ x 5 ½	18		1 25	15	80	1 50
4 ¾ x 6 ½	25	½ GRO.	2 20	25	1 45	2 70
5 x 7	27	1 45	2 40	30	1 60	3 00
5 x 8	27	1 60	2 70	30	1 68	3 25
6 ½ x 8 ½	40	2 15	3 80	50	2 70	5 00
7 x 9	45	2 50	4 50	55	3 00	5 80
8 x 10	54	3 15	5 85	60	3 35	6 50
10 x 12	81	4 75	9 00	90	5 10	9 70
11 x 14	1 08	6 30	11 70	1 20	6 80	13 00
14 x 17	1 62	9 45	18 00	1 90	10 90	20 00
16 x 20	2 16	12 60	24 30	2 40	13 60	25 80
20 x 25	3 15	18 45	36 00	3 60	20 00	38 50



HYPO

(Hyposulphite of Soda)

Used for fixing bath,—plates or paper.

Per pound \$.10

SENECA DEVELOPING POWDER

For developing Seneca, Argo, Cyko or any developing or gas-light paper. This is a Metol Hydrochinon developer; used also in developing plates. Put up in paraffin lined tubes ready for use. Simply add 4 ounces of water for each tube.

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

SENECA TONING SOLUTION

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

16 ounces, powdered, ready for use..... \$.25

SENSITIZED POSTAL CARDS

Argo Post Cards in Matte, Gloss and Velours surfaces and the same grades and emulsions as Argo Paper. Monox post cards are a bromide emulsion, manufactured in hard and soft grades, Matte and Velours surfaces, and sell for exactly the same price as Argo cards. Monox cards have great speed and lose nothing in brilliancy.

PRICE

Dozen, 15c. Gross, \$1.50. Per 1,000, \$10.00

DEFENDOL DEVELOPING POWDER

For developing Seneca, Argo, Cyko or any Gaslight Papers or Plates.

Put up in paraffin lined tubes. Produces softest effects. It is used also where a slow developer is required for plates. Ready for use—simply add 4 ounces of water for each tube.

PRICE

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

ARGO DEVELOPING POWDER

For developing Seneca, Argo, Cyko or any Gaslight Papers or Plates.

A universal developer—speedy and reliable. This is a Metol Hydrochinon developer, put up in paraffin lined tubes ready for use. Simply add 4 ounces of water for each tube.

PRICE

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

DISCO TONING SOLUTION

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

PRICE

16 ounces, powdered, ready for use..... \$.25

DEFENDER PHOTOGRAPHIC PAPERS, DRY PLATES AND CHEMICALS

ARGO

In ordering be sure and mention the grade or surface desired.

Argo—A Developing (Gaslight) Paper

Six surfaces, Matte, Gloss, Velours, Lustre, Rough and Buff; three emulsions, Carbon for contrast, Portrait for normal negatives, and Special Portrait for softest effects; one price for double or single weight; combines brilliancy, depth of tone and rich detail with a good speed and unequalled latitude. For the use of either professional or amateur.

PRICES

Size	Doz.	½ Gross	Gross	Size	Doz.	½ Gross	Gross
3½ x 3½	\$.12	\$.65	\$1.20	6½ x 8½ ...	\$.50	\$2.70	\$5.00
3¼ x 3¼12	.65	1.20	7 x 955	3.00	5.80
4 x 515	.80	1.50	8 x 1060	3.35	6.50
3⅞ x 5½15	.80	1.50	10 x 1290	5.10	9.70
4 x 620	.90	1.75	11 x 14 ...	1.20	6.80	13.00
4¾ x 6½25	1.45	2.70	14 x 17 ...	1.90	10.90	20.00
5 x 730	1.60	3.00	16 x 20 ...	2.40	13.60	25.80
5 x 830	1.68	3.25	20 x 24 ...	3.60	20.00	38.50
10-foot Rolls.....\$2.00				10-yard Rolls.....\$5.00			

DISCO

Disco Gloss—A Gelatine Printing-out Paper

The pioneer of its class and one of the very few survivors. Merit made it and merit keeps it on top.

PRICES

Size	Doz.	2 Doz.	Gross	Size	Doz.	½ Gross	Gross
3½ x 3½	\$.10	\$.18	\$1.05	6½ x 8½ ...	\$.40	\$2.15	\$3.80
3¼ x 4¼10	.18	1.05	8 x 1054	3.15	5.85
4 x 512	.22	1.10	10 x 1281	4.75	9.00
3⅞ x 5½18		1.25	11 x 14 ...	1.08	6.30	11.70
4¾ x 6½25	½ Gross	2.20	14 x 17 ...	1.62	9.45	18.00
5 x 727	1.45	2.40	16 x 20 ...	2.16	12.60	24.30
5 x 827	1.60	2.70	20 x 24 ...	3.15	18.45	36.00
10-foot Rolls.....\$1.60				10-yard Rolls.....\$4.00			

SENECA CAMERA MANUFACTURING CO.

FACTORIES AND OFFICES, ROCHESTER, N.Y.

MONOX A Bromide Paper

Made in Hard, for soft negatives; Soft, for hard or contrasty negatives.

A reliable and uniform article, capable of giving the finest results for either enlarging or contact printing. Monox is made in five grades, and each grade in either Hard or Soft:

- No. 1. Heavy rough, for crayon or air brush work.
- No. 3. Glossy paper, for prints that are not to be worked up.
- No. 4. Absolutely Matte surface.
- No. 5. Lustre-Semi-matte, resembling collodion in the appearance of the finished print.
- No. 6. Monox Buff, a heavy, rough, cream or buff colored stock suitable for air brush work.

When ordering specify grade and whether Hard or Soft.

PRICES

Size	Doz.	1/2 Gross	Gross	Size	1/2 Doz.	Doz.	1/2 Gross	Gross
3 1/4 x 4 1/4	\$.15	\$.70	\$1.30	6 1/2 x 8 1/2		\$.55	\$2.90	\$5.50
3 7/8 x 5 1/2 (Cab)20	.95	1.80	8 x 10	\$.40	.70	4.20	8.00
4 x 520	.95	1.80	10 x 12	.60	1.10	6.40	12.00
4 x 620	1.00	1.80	11 x 14	.75	1.40	8.00	15.40
4 3/4 x 6 1/225	1.45	2.75	14 x 17	1.10	2.15	12.50	24.00
5 x 730	1.70	3.25	16 x 20	1.50	2.80	16.00	31.50
5 x 835	1.90	3.75	20 x 24	2.20	4.20	25.00	48.00

Quotations for other sizes on application

IN ROLLS

5-yard Roll, 20 in. wide.....	\$ 2.70	10-yard Roll, 20 in. wide.....	\$ 5.40
5-yard Roll, 25 in. wide.....	3.25	10-yard Roll, 25 in. wide.....	6.25
5-yard Roll, 40 in. wide.....	5.25	10-yard Roll, 40 in. wide.....	10.00

ARGO SODA (An Anti-Friction Soda)

PRICE

Per pound..... \$.50

DEFENDER DRY PLATES

The Defender Dry Plate, although but recently introduced, has met with instant recognition and has achieved a marked success. It is a plate of general utility, that may be used by the amateur and professional alike successfully under all conditions. Made in all of the popular sizes.

Size of Camera	Dozen in Case	Price Per Dozen	Size	Dozen in Case	Price Per Dozen
3 1/2 x 3 1/2	30	\$ 40	5 x 8	20	\$1 25
3 1/4 x 4 1/4	30	45	6 1/2 x 8 1/2	12	1 65
3 1/4 x 5 1/2	30	65	8 x 10	10	2 40
4 x 5	30	65	10 x 12	4	4 20
4 1/4 x 6 1/2	30	90	11 x 14	4	6 00
5 x 7	20	1 10	14 x 17	3	9 00

FACTORIES AND OFFICES, ROCHESTER, N.Y.

Extra bellows will be furnished for cameras when desired as follows:

Bellows for $3\frac{1}{4} \times 4\frac{1}{4}$ and $3\frac{1}{4} \times 5\frac{1}{2}$ same price as 4×5 size.

All Milled Head Screws.....	\$.25
Bulbs and Tubes, to fit any Shutter.....	.35
Blotting Paper, 19 x 24; per dozen.....	1.00
Focusing Cloths, Gossamer.....	.50
Fronts for 4 x 5 Folding Cameras.....	2.50
Fronts for 5 x 7 Folding Cameras.....	3.00
Fronts for 6½ x 8½ Folding Cameras.....	3.50
Glass for Seneca Lamp, Ruby or Orange.....	.10
Ground Glass for 4 x 5 Cameras, 15c; for 5 x 7 Cameras, 18c; for 6½ x 8½ Cameras, 30c; for 11 x 14 Cameras, 60c; for 14 x 17 Cameras, \$1.50; for 17 x 20 Cameras.....	2.00
Lens Board for Hand Cameras up to 5 x 7, except Stereo, 40c; for Hand Cameras larger than 5 x 7, 60c; for Stereo Cameras, 60c; for View Cam- eras up to 8 x 10, 60c; for View Cameras larger than 8 x 10.....	1.25
Orange or Ruby Fabric, per sq. yd.....	.60
Reversible Back for View Cameras, 5 x 7, \$5.50; 6½ x 8½, \$6.00; 8 x 10, \$7.00; 11 x 14, \$10.00; 14 x 17, \$15.00; 17 x 20, \$20.00; 11 x 14 to take 8 x 10 holder, \$10.00; 8 x 10 to take 5 x 7 or 6½ x 8½ holder, \$7.00; 6½ x 8½ to take 5 x 7 holder, \$6.00; 5 x 7 to take 4 x 5 holder..	5.50
Screws for Tripods.....	.25
Shoulder Straps, 56 inches.....	.30
Shoulder Straps, 66 inches.....	.40
Stereo Division on Roller for Stereo A, 5 x 7 size.....	1.50
“ “ “ “ “ B, 5 x 7 “.....	2.00
“ “ “ “ “ 6½ x 8½ Cameras.....	3.00
“ “ “ “ “ 8 x 10 Cameras.....	4.00
“ “ plaited “ 6½ x 8½ Cameras.....	1.50
“ “ “ “ 8 x 10 Cameras.....	2.00
Tops for Seneca Tripods with screw.....	.75
View Finders.....	1.50

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 defective parts, providing they are returned to the factory. This guarantee does not apply to the lenses and shutters, as we use only standard makes guaranteed by their manufacturers. Ten days trial of entire equipment and if not satisfactory full amount refunded.

SENECA CAMERA MFG. CO.

ROCHESTER, N. Y.

CAUTION

There are many imitation plate holders offered for sale that are advertised to fit the Seneca Cameras. Be sure, in purchasing our plate holders from dealers, that "Mfd. by Seneca Camera Mfg. Co., Rochester, N. Y.," is stamped on each holder. Seneca plate holders manufactured by us possess a patented light trap that prevents fogging of plates, and every one is fitted to Senecas.

From the SENECA PRESS

The illustrations shown are half-tones reproduced from ORIGINAL photographs.

TERMS

**Read carefully, it may save delay
in filling your order.**

Prices given are net, no charge for boxing or carting.

We prefer that remittances be made by draft on New York, Post Office or Express Order, or Registered Letter. Bank Checks, when from parties unknown to us, unless certified by the bank on which they are drawn, will delay shipment of goods until the check can be collected through our banks. Fifteen cents must be added for cost of exchange.

Persons unknown to us, desiring articles sent C. O. D., must remit one-quarter the cost with the order. The goods will then be sent C. O. D., for the balance. If not found entirely satisfactory after ten days' trial, they may be returned, at our expense, and we will promptly refund the money.

Orders for shipment by freight must be accompanied by full amount of invoice.

Small parcels, which do not contain glass, can be sent by mail if desired, but will be sent at risk of purchaser. In ordering articles sent by mail, postage must be enclosed, otherwise they will be sent by express.

In ordering, please give full shipping directions. Should these be omitted, we will use our own discretion.

We pack all goods with the utmost care, and our responsibility ceases when they are delivered to the transportation companies, to whom all claims should be made.

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

SENECA CAMERA MFG. CO.

Manufacturers

ROCHESTER, N. Y., U. S. A.



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SENECA CAMERA M'FG.CO.
ROCHESTER, N.Y., U.S.A.

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