



# Seneca Camera Mfg. Company

CABLE ADDRESS "SENECA"  
WESTERN UNION AND PRIVATE CODES

Rochester, N.Y., U.S.A. Feb. 23rd, 1914.

Mr. Thos. Stimpson,  
Anamosa, Iowa.

Dear Sir:-

Your letter received, and under separate cover we take pleasure in sending you a copy of our latest edition catalog. If you do not receive it, please let us know and we will send another.

You do not state for what particular purpose you desire a Camera, but we feel very sure that you want the instrument for indulging in the pleasures of home photography, as well as landscapes and general group work. By our catalog, you will observe that we not only make Cameras for plates, but also roll film Cameras as well, - beginning with the box style (for roll film), the SCOUT, to the complete line of folding roll film outfits. In weight, our Cameras are the lightest ones made, compact, neat, and thoroughly guaranteed, each and every one, for a period of one year.

We are willing that you should compare any one of our Cameras with any other make you have ever seen or heard of, and if you are not satisfied that the SENECA offers the best value for the money, we are willing that it should be returned after ten day's trial and money promptly refunded. Now, if you are considering purchasing any other make of Camera, we would suggest that you have them offer you the same privilege of looking at the Camera and make comparison. Whether you are an amateur in photography or not, we are sure that the SENECA Cameras will appeal to you, when you come to know them. They give perfect results and that is what you are after when you buy a Camera. We have several exclu-



sive and patented ideas; that is one reason why they are so popular.

Mark this: We are so positive as regards the SENECA quality that every SENECA goes forth from these factories bearing the fullest guaranty; and again note this: we are the only manufacturers of Cameras in the world offering such a guaranty. What does that mean to you? This: that we are the only people in the Camera business whose instruments are perfect enough to guarantee. Now, Mr. Stimpson, don't be misled by the advertisements of Cameras that are cheap, shoddy and unreliable, sold without a guarantee, simply because they can be offered at a low price.

Many dealers carry SENECA Cameras but some do not, owing to the restrictions imposed by the photographic trust. Therefore, if your dealer cannot supply you, will you kindly let us know?

Thanking you for your kind inquiry and awaiting your reply, we remain,

Very truly yours,

SENECA CAMERA MFG. CO.

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P. S. SPECIAL DISCOUNTS-- We have decided to offer for a brief period the following Special Discounts: Plate Cameras (Folding, Box and View styles), Filmetts Cameras, Plate Holders, Tripods, Printing Frames, SENECA Adapter (Hingeless) for film packs, SENECA Focal Plane Shutter, photographic papers, post cards and developing powders, 30% from our catalogue list prices; SENCOR Folding Roll Film Cameras and SENECA Trimming Board, 20% discount; SCOUT Box Roll Film Cameras and roll film for both the folding and box style Cameras, 15% discount. The prices mentioned in our catalog on the film packs and brushes are net. The above mentioned discounts, please understand, also apply to the Cameras equipped with the special Anastigmat lenses listed in our catalogue. We want you to understand that we will not be undersold by anybody. Of course we reserve the right to withdraw these special discounts without notice. Our suggestion is that you take advantage of the opportunity to purchase while this unusual offer holds good.

SENECA CAMERA MFG. CO.