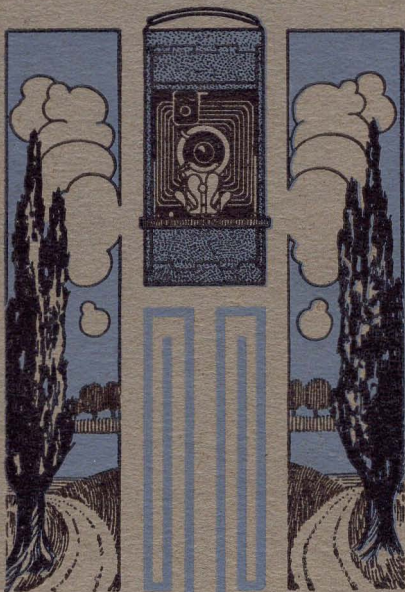


SENCO

CAMERAS

for ROLL FILMS



THE TRUTH
about
Spool Film
and
the greatest
Spool Film Camera
THE SENCO



MANUFACTURERS
SENECA CAMERA MFG. CO.
ROCHESTER, N. Y., U. S. A.

Concerning SENCO Cameras

THE progress of development in all arts is towards simplicity. Better and faster lenses, photographic shutters of wider range and greater positiveness, film of greater speed and capable of giving truer color values, have all combined to make the problem of the Spool Film Camera an entirely different one from what it was a decade ago.

For a generation Seneca cameras have stood as the standard of quality when photographic instruments were mentioned, but there were no Spool Film Senecas; they were plate cameras. Up to very recently the percentage of failures in using spool film was too great. The novice or expert might expose a spool under what seemed to him to be ideal conditions, only to find that ten out of his dozen pictures were failures. Disappointment and dissatisfaction naturally followed. The Spool Film Camera of the period was abandoned for the Plate Camera.

There can be no question but that the compact pocket instrument carrying six or twelve exposures, is most convenient for the beginner, the amateur who is following photography only as a passing pleasure, and the tourist. And with the advances in lens, shutter and film manufacture, the problem of producing a perfect Spool Film Camera, has been solved by us in the Folding Spool Film SENCO.

The new type of Seneca which this booklet brings to your notice, has all the efficiency, all the style and finish of the regular Seneca Line. To the maximum we have put the advantages of Seneca design and construction into these instruments. Since the problem is one of reliability we have utilized every refinement of manufacture known to the photographic science to make these cameras more accurate,—to give them the requisite strength for the work in hand. They present evidence of an unequalled degree of efficiency. The same men who have

been making the world's leading Plate Cameras for a decade have, by dint of observation, and experiment, been able to add to the existing cameras of this style that which was needed to make them perfect. In other words, beginning with the Spool Film Camera of the day as we found it, we have been able to construct the ideal instrument of this type,—the Folding Spool Film SENCO.

As the illustrations indicate, the SENCO is a real pocket camera. Not only does it go inside the pocket, but inside the Seneca goes the spool in half the time it took to load the old instrument,—thus all becomes one compact, self-contained mechanism. There never was any argument over the convenience and simplicity of this form of camera, provided only, it would produce the results. The new SENCO has lifted from the type all its objectionable features. It is the most convenient and successful little camera ever offered the beginner. Equipped with any one of the styles the operator finds himself relieved of the weight and complications of the plate camera, and though it may not produce as good average results as the plate camera would yield,—nevertheless the Folding Spool Film SENCO is bound to yield most satisfactory returns. Beside all this it is the more comfortable, easy way to learn photography.

Spool film of any manufacture is available for use in these cameras of ours. Its quality has become so good that it appeals to the most artistic workers, and beyond all this it is to be obtained at every turn. The spools of film may be exchanged with the dealer, who will quickly develop and print your pictures, or, he can supply you with the developing and printing outfit to handle them yourself, thus giving an added delight to picture-making.

SENECA CAMERA MFG. CO.

Rochester, N. Y., U. S. A.

*Largest independent camera makers in the
world*



Nos. 2 and 2-A SCOUT Cameras

Brilliant Finder on No. 2-A size

(Fixed Focus for Roll Film)

The lightest Roll Film Box Camera made

THIS style of Camera is constructed of wood and metal, covered with seal grain leatheret, no cardboard whatever being used. They are simple of operation and have features not possessed by any other style of roll film Camera in the box design. The method of loading is very simple: there are three catches for holding the film chamber, these catches being released, the operator is enabled to draw the film chamber from the side of the Camera itself, and after being loaded it is easily and quickly put in place and locked. The winding key is of an improved type, noiseless and folding. The SCOUT Cameras are a fixed focus type and are especially desirable not only for children but other beginners as well. These Cameras possess two view finders for horizontal and vertical pictures, and an automatic time and instantaneous shutter.

The SCOUT Cameras are exceptionally well made and beautiful in appearance. The lens cuts a clear sharp picture and works at a good speed. The No. 2 SCOUT takes pictures $2\frac{1}{4} \times 3\frac{1}{4}$ " and the No. 2-A takes pictures $2\frac{1}{2} \times 4\frac{1}{4}$ ".

SPECIFICATIONS

DIMENSIONS—No. 2, $3\frac{3}{8}$ x $4\frac{1}{8}$ x $5\frac{1}{4}$ ". No. 2-A, $3\frac{3}{8}$ x $5\frac{1}{4}$ x 6".

WEIGHT.—No. 2, 12 Ounces. No. 2-A, 16 Ounces. Actual weight.

CAPACITY—No. 2, Six exposures; No. 2-A, twelve exposures without reloading.

LENS—Fixed focus Meniscus first grade.

SHUTTER—Automatic for time or instantaneous exposures.

VIEW FINDERS—Two for horizontal or vertical pictures. Brilliant Finder on No. 2-A size.

WINDING KEY—Noiseless and folding.

DIAPHRAGM—Two different openings.

FILM CHAMBERS—Improved.

PRICES

	No. 2.	No. 2-A
Scout Camera	\$2.00	\$3.00
Carrying Case75	.75
Vulcan Film cartridges—6 exposures non-curling20	.25

Seneca Metallic Compact Tripods

IMPORTED

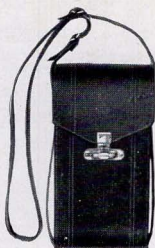
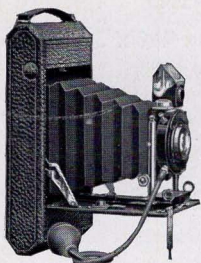
These imported metallic tripods are very light and extremely compact. Just the tripod for tourists and vacation parties. They are an ideal tripod for cameras not larger than 5 x 7 in size, but owing to their extreme lightness we do not recommend them for larger outfits.



Metallic
Tripod
Folded

DIMENSIONS AND PRICES

No. 40 (4 Sections)	15"	48½"	\$2.50
No. 50 (5 Sections)	14½"	50"	4.00



Folding Pocket SENCO No. 1

(IMPROVED)

For Roll Film

Takes $2\frac{1}{4}$ x $3\frac{1}{4}$ Size Pictures

DESIGNED with special reference to the beginning, the SENCO No. 1 is nevertheless an instrument of considerable range, capable of doing very satisfactory work, even in the hands of the novice. It is a compact, folding Camera, easily carried in a pocket of any size, and entirely without confusing attachments or adjustments.

Upon opening the Camera, the front is at once drawn out and the instrument is ready for making pictures of objects at any distance. The reversible View Finder makes the composition of the picture easy, and the equipment is thoroughly adequate for the snap-shot work of the beginner. Made of aluminum, and the covering is genuine seal grain leather.

Folding Pocket SENCO No. 1

DETAIL OF EQUIPMENT

SIZE—Made in $2\frac{1}{4}$ x $3\frac{1}{4}$ size only.

CAPACITY—12 exposures without reloading.

DIMENSIONS OF CAMERA—7 x $3\frac{1}{2}$ x $1\frac{7}{8}$ inches.

FRONT—Rising and falling, operated by Rack and Pinion.

WEIGHT—16 ounces.

TRIPOD SOCKETS—Two.

FOCAL CAPACITY— $4\frac{1}{2}$ inches.

FILM CHAMBER—Improved.

VIEW FINDER—Brilliant, reversible with Hood.

SHUTTER—Uno Automatic, Duo (Dustproof) or Autic Automatic (Dustproof).

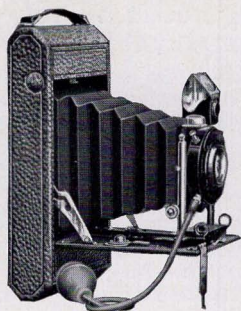
MANUAL OF PHOTOGRAPHY.

INSTRUCTION BOOK.

PRICE OF OUTFIT COMPLETE $2\frac{1}{4}$ x $3\frac{1}{4}$ Size

SENCO No. 1 with Meniscus Achromatic Lens and No. 1 Uno Automatic Shutter	\$10.00
SENCO No. 1 with Rapid Rectilinear Lens and No. 2 Uno Automatic Shutter with bulb and tube	12.00
SENCO No. 1 with Rapid Rectilinear Lens and Duo (Dustproof) Shutter..	15.00
SENCO No. 1 with Rapid Symmetrical, Speed F: 8, Lens and Autic Automatic (Dustproof) Shutter	17.00
SENCO No. 1 with Seneca Anastigmat Lens, Speed F: 6.3, and Autic (Dustproof) Shutter, speed 1-100 second...	37.50
Black leather carrying case with strap..	1.50
Film Cartridge, 6 exposures, $2\frac{1}{4}$ x $3\frac{1}{4}$, Vulcan non-curling No. 210.....	.20
SENCO Portrait Attachment50

The improved film chambers in the SENCO Cameras, are a decided improvement over those found in any other Roll Film machines. They are absolutely light tight and yet are simple to operate in loading or unloading the machine. This but one of several improvements to be found on SENCOS.



Folding Pocket SENCO No. 1A

(IMPROVED)

For Roll Film

Takes $2\frac{1}{2} \times 4\frac{1}{4}$ Size Pictures

THIS is a thoroughly satisfactory instrument and is strongly recommended for snap-shot and general work. In construction and operation it follows closely the SENCO No. 1, but it takes a picture $2\frac{1}{2} \times 4\frac{1}{4}$ inches. This is a very popular size among young people and while adapted for a good range of work, has all the simplicity which characterizes these new Cameras of ours.

SENCO No. 1A can be carried in any coat pocket without trouble, and is ready for immediate use at all times. Devoid of all complications, it is perfectly adapted for the work of the tourist and amateur. Made of aluminum and covered with seal grain leather. The fittings are of nickel. It is handsomely finished throughout and pleasing in appearance.

Folding Pocket SENCO No. 1 A

DETAIL OF EQUIPMENT

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

CAPACITY—12 exposures without reloading.

DIMENSIONS OF CAMERA— $8\frac{1}{2} \times 3\frac{7}{8} \times 2$ inches.

WEIGHT—22 ounces. SPIRIT LEVEL.

FRONT—Rising and falling, operated by Rack and Pinion.

TRIPOD SOCKETS—Two.

FOCAL CAPACITY— $5\frac{1}{2}$ inches.

FILM CHAMBER—Improved.

VIEW FINDER—Brilliant, reversible with Hood.

SHUTTER—Uno Automatic, Duo (Dustproof), Autic Automatic (Dustproof), or Optimo.

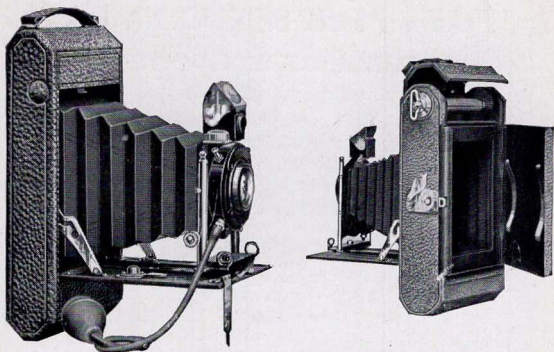
MANUAL OF PHOTOGRAPHY.

INSTRUCTION BOOK.

PRICE OF OUTFIT COMPLETE Size $2\frac{1}{2} \times 4\frac{1}{4}$

SENCO No. 1A with Meniscus Achromatic Lens and No. 1 Uno Automatic Shutter	\$12.00
SENCO No. 1A with Rapid Rectilinear Lens and No. 2 Uno Automatic Shutter	14.00
SENCO No. 1 A with Rapid Rectilinear Lens and Duo (Dustproof) Shutter..	17.00
SENCO No. 1A with Rapid Symmetrical Lens, Speed F: 8, and Autic Automatic (Dustproof) Shutter	19.00
SENCO No. 1A with Seneca Anastigmat Lens, Speed F: 6.3, and Optimo Shutter, speed 1-300 second	45.00
Black leather carrying case with strap..	1.50
Film Cartridge, 6 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$, Vulcan non-curling No. 232.....	.25
SENCO Portrait Attachment50

Aluminum alloy is used in place of wood or brass in SENCO Cameras. This alloy has the tensile strength of brass, is not affected by changes in climate, takes a beautiful finish and is used in the making of all SENCOS because we desire only the best of everything to enter into their manufacture.



Folding Pocket SENCO No. 3

(IMPROVED)

For Roll Film

Takes $3\frac{1}{4} \times 4\frac{1}{4}$ Size Pictures

NOT only does this style take a larger picture, but the instrument is more advanced in type, more pretentious in character than either of its predecessors. It is quite as compact, quite as simple in operation and its capabilities are greater and more diverse. Made of aluminum and covered with genuine seal grain leather. The fittings are of nickel.

With the equipment of any of the lenses and shutters, the operator is ready for any condition of time or atmosphere.

A rising and falling front of distinctive design is a part of the regular equipment. The style and general appearance of the instrument (open or shut) is indicative of the highest type, the last word in photographic design and equipment.

Folding Pocket SENCO No. 3

DETAIL OF EQUIPMENT

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

CAPACITY—12 exposures without reloading.

DIMENSIONS— $8\frac{3}{8} \times 4\frac{1}{2} \times 2$ inches.

WEIGHT—23 ounces.

FRONT—Rising and falling, operated by Rack and Pinion.

FOCAL CAPACITY—6 inches.

FILM CHAMBER—Improved.

VIEW FINDER—Brilliant, reversible with Hood.

TRIPOD SOCKETS—Two. SPIRIT LEVEL.

SHUTTER—Uno Automatic, Duo (Dustproof), Autic Automatic (Dustproof) or Optimo.

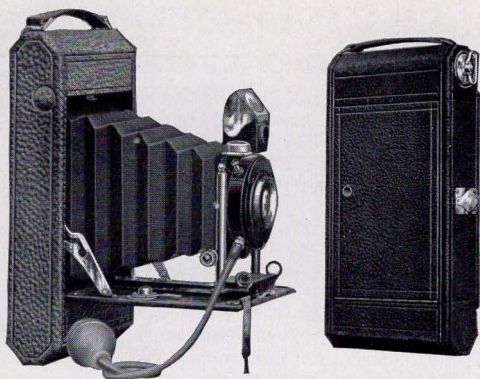
MANUAL OF PHOTOGRAPHY.

INSTRUCTION BOOK.

PRICE OF OUTFIT COMPLETE Size $3\frac{1}{4} \times 4\frac{1}{4}$

SENCO No. 3 with Meniscus Achromatic Lens and No. 1 Uno Automatic Shutter	\$15.50
SENCO No. 3 with Rapid Rectilinear Lens and No. 2 Uno Automatic Shutter with bulb and tube	17.50
SENCO No. 3 with Rapid Rectilinear Lens and Duo (Dustproof) Shutter..	20.50
SENCO No. 3 with Rapid Symmetrical Lens, Speed F: 8, and Autic Automatic (Dustproof) Shutter	22.50
SENCO No. 3 with Seneca Anastigmat Lens, Speed F: 6.3, and Optimo Shutter, Speed 1-300 second	47.00
Black leather carrying case with strap..	1.50
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, Vulcan non-curling No. 23635
SENCO Portrait Attachment50

Attention is called to the thorough and careful manner in which SENCOS are finished. The leather is selected seal grain, all metal parts receive three coats of nickel and are buffed, polished and lacquered. Not a machine leaves our factory until it is perfect in every respect.



Folding Pocket SENCO No. 3 A

(IMPROVED)

For Roll Film

Takes $3\frac{1}{4} \times 5\frac{1}{2}$ (Post Card) Size Pictures

DIFFERING from the SENCO No. 3 only in size, this Camera may be used for profit as well as pleasure. Everyone knows the extent to which post card photography has become popular, and this is the post card size of instrument. Made of aluminum and covered with seal grain leather.

Its equipment, giving to the operator the complete range of exposure—instantaneous, bulb and time, brings it as near as this style of instrument can be brought, to the serious work of photography. It must not be forgotten that the Camera is possessed of all the advantages of its predecessors; it is still a pocket Camera, and it can be handled with perfect success by the merest beginner.

Folding Pocket SENCO No. 3 A

DETAIL OF EQUIPMENT

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

CAPACITY—10 exposures without reloading.

DIMENSIONS— $9\frac{3}{4} \times 4\frac{3}{4} \times 2$ inches.

WEIGHT—28 ounces.

FRONT—Rising and falling, operated by Rack and Pinion.

FOCAL CAPACITY—7 inches.

FILM CHAMBER—Improved.

VIEW FINDER—Brilliant, reversible with Hood.

TRIPOD SOCKETS—Two. SPIRIT LEVEL.

SHUTTER—Uno Automatic, Autic Automatic (Dustproof) or Optimo.

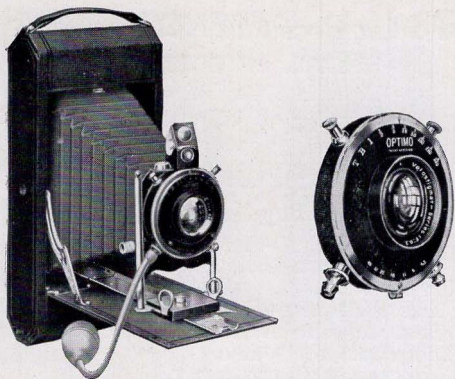
MANUAL OF PHOTOGRAPHY.

INSTRUCTION BOOK.

PRICE OF OUTFIT COMPLETE Size $3\frac{1}{4} \times 5\frac{1}{2}$

SENCO No. 3A with Meniscus Achromatic Lens and No. 1 Uno Automatic Shutter	\$18.00
SENCO No. 3A with Rapid Rectilinear Lens and No. 2 Uno Automatic Shutter with bulb and tube	20.00
SENCO No. 3 A with Rapid Rectilinear Lens and Duo (Dustproof) Shutter..	23.50
SENCO No. 3A with Rapid Symmetrical Lens, Speed F: 8, and Autic Automatic (Dustproof) Shutter	25.00
SENCO No. 3A with Seneca Anastigmat Lens, Speed F: 6.3, and Optimo Shutter, Speed 1-300 second.	50.00
Black leather carrying case with strap..	1.75
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$, Vulcan non-curling No. 24440
SENCO Portrait Attachment50

The Seneca guarantee gives absolute protection to every purchaser of products of their manufacture. For years Seneca Plate and Film Pack Cameras have been generally conceded to represent the acme of perfection in cameras of these types and we shall leave no stone unturned to build up the same reputation for SENCO Roll Film Cameras.



Folding Pocket SENCO Special

(IMPROVED)

For Roll Films

THE SENCO Specials are made in four sizes for pictures, $2\frac{1}{4} \times 3\frac{1}{4}$, $2\frac{1}{2} \times 4\frac{1}{4}$, $3\frac{1}{4} \times 4\frac{1}{4}$ and $3\frac{1}{4} \times 5\frac{1}{2}$, and in appearance and design resemble the standard SENCO models. A special selected grade of seal grain leather is used for the covering and the metal parts are finished extra fine. Nothing enters into the manufacture of the Specials that is not of the highest grade obtainable.

The SPECIALS will appeal to those who desire to obtain the finest to be had in a folding pocket type Camera using roll films, and as well the advanced worker, be he an amateur or professional, who desires a machine equipped with an Anastigmat Lens and a high speed shutter.

Detail of Equipment of SENCO Specials

FRONT—Rising and falling.
FILM CHAMBER—Improved.
TRIPOD SOCKETS—Two.
VIEW FINDER—Brilliant, reversible.
SPIRIT LEVEL.
SOLE LEATHER CARRYING CASE.
SHOULDER STRAP.
MANUAL OF PHOTOGRAPHY.
INSTRUCTION BOOK.

PRICE

SENCO SPECIAL with Seneca Extreme Speed Anastigmat Lens F: 6.3 and Optimo Shutter. Speed 1-300 of a second.

$2\frac{1}{4} \times 3\frac{1}{4}$	$2\frac{1}{2} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$
\$42.00	\$52.00	\$55.00	\$60.00

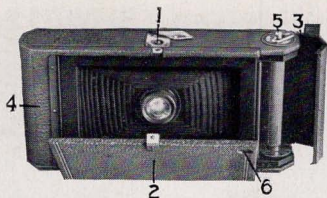
SENCO SPECIAL with Goerz Dagor Lens, Speed F: 6.8 and B and L Compound Shutter, speed 1-250 of a second.

$2\frac{1}{2} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$
\$65.00	\$70.00	\$86.00

The prices quoted are for a complete outfit including the camera, sole leather carrying case with shoulder strap, Seneca Extreme Speed Anastigmat Lens, Speed F: 6.3 and the High Speed Optimo Shutter which works up to 1-300 of a second or with the Goerz Dagor Lens, F: 6.8, and Bausch and Lomb Compound Shutter, speed 1-250 of a second.

NOTE—Because of the small size of the $2\frac{1}{4} \times 3\frac{1}{4}$ size SENCO SPECIAL it cannot be furnished with the Optimo Shutter. We therefore equip this size machine with our well known and reliable Autic Shutter working up to 1-100 of a second and Seneca Extreme Speed Anastigmat Lens, Speed F: 6.3.

SENCO SPECIALS are absolutely the last word in high grade camera construction and we invite a comparison between them and any other cameras upon the market to-day irrespective of make or price.



The Back of a SENCO

THIS cut shows the back of a SENCO opened and ready for loading with the roll of film. It will be noted that the film chambers, etc., are entirely different in design and operation than other roll film cameras. Figure 1 is a concealed button controlling the back of the machine. Figure 2 is the back plate. Figures 3 and 4, the improved film chambers. Figure 5, film winding key. Figure 6, ruby window. There is nothing complicated about the process of loading or unloading SENCOS, a pressure on the button (1) causes the back to open, push back the film chambers (3) and (4), insert the spool of film in the upper chamber (4), break the seal, draw paper over back to lower chamber (3), close film chambers, push back (2) into place, turn winding key (5) a turn or two and you are ready for your first exposure. SENCOS can be loaded and unloaded in daylight in one-half the time required for the ordinary roll film cameras.

The Seneca Book of Photography

Send us 4 cents in stamps and receive by return mail postpaid a copy of this book, which lists in addition to the complete line of Seneca Plate and Film Cameras, plates, film packs, papers, dark room equipment, in fact everything used by the photographer. Send for your copy to-day.

THE NAME *SENECA*
on Photographic Apparatus
or Material of any kind
is an Absolute
Guarantee of
Quality

Reed's Camera Shop,
41 Aborn St.,
Providence, - R. I.