

ANNOUNCING

*The "Little Indian"*

**The Vest Pocket**  

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**Roll Film Seneca**  

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Set Focus

Takes Pictures  $1\frac{5}{8}$  x  $2\frac{1}{2}$



**The Latest Seneca Camera**  
Born September 1, 1915

# THE VEST POCKET SENECA



HIS "LITTLE INDIAN" is the smallest complete roll film camera ever built. Flat, compact, self-contained, looking just like a big Seneca, it is as valuable to the true photographer as the automatic revolver is to the policeman—and it's a real vest pocket camera too, if that means anything.

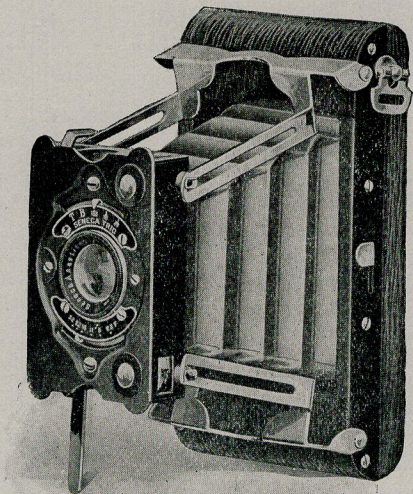
The "Little Indian," the new Seneca Vest Pocket Camera.

It's as handy to carry about with you as a watch, and just as indispensable to every one who is really interested in picture taking.

Be sure you notice this: the Vest Pocket Seneca is a perfect photographic instrument of high-class, capable of the very finest work, ready for use at a moment's notice. Requiring no focusing, it is, in a word, extremely simple, convenient, quick.

No matter how many cameras you have, or if you have none, the "Little Indian" is going to appeal to you. It's bound to. Although all the negatives you make may appear small, they can be readily and cheaply enlarged. Think what this means in economy—the fine pictures are enlarged to your favorite size and preserved; the others—well, they will recall many happy incidents of the past and nothing tells a story like a picture.

The real charm of the "Little Indian" rests in the fact that without bulk or bother you always have with you a camera to register any view that may strike your fancy, and a well rounded camera that is always ready.



"Little Indian" open ready for work. Illustration one-half actual size of the camera. Note that it has to pull way out to exact focus and front is perfectly rigid.



Exact size of picture taken by the  
Vest Pocket Seneca

This should be borne in mind too: We guarantee it, just as we guarantee all our cameras and everything else we make. More than that, we let you try it for a period of ten days. If it is not entirely satisfactory, your money will be promptly and cheerfully refunded.

Here are some of the big features of the "Little Indian": The actual size of the camera is  $1 \times 2\frac{3}{8}$  x  $4\frac{7}{8}$  inches. It takes a rectilinear picture  $1\frac{1}{2}$  x  $2\frac{1}{2}$  inches, the standard vest pocket size, and has a capacity of eight exposures without reloading. Note this: it accommodates any standard make of film. A roll of film (eight exposures) costs only 20 cents.

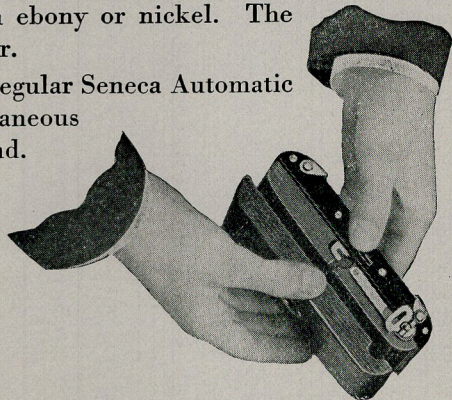
The "Little Indian" weighs less than eight ounces. The lightest Roll Film Vest Pocket Camera made.

In every way the "Little Indian" is to be remarked for its beauty of line and finish. It is the supreme achievement in camera-building for the year. The camera is very

strongly built; all metal parts being finished in ebony or nickel. The box itself is covered with real seal grain leather.

The shutter of the "Little Indian" is of the regular Seneca Automatic Dust-proof type, affording time, bulb and instantaneous exposures at 1-25, 1-50 and 1-100 part of a second.

We offer the Vest Pocket Seneca with a variety of Lens Equipments—regular Meniscus Achromatic type, the Rapid Rectilinear, the Anastigmat F. 7.5 and the Anastigmat F. 6.3, that are always in focus no matter what the distance may be. They cover fully and coupled with the self-acting shutter, give a wide range of exposures. The Vest Pocket Seneca has two brilliant view-finders. You cannot



The back comes off to make loading easy and sure,  
film always rolls freely.

go wrong with the "Little Indian." That is the crowning characteristic of the camera. You've simply got to work it right or you can't work it. That's simplicity all right. Thus, if you start to take the back of the camera off, it comes off, and you positively cannot get it back on the wrong way. The film is bound to roll easily in any kind of weather—you are going to be free from that troublesome sticking at all times. Again, if you start to pull out the front of the camera, it comes out automatically to the full extent. There is no half-way business about it.

Once again we say: no matter what phase of photography interests you, you should have a Vest Pocket Seneca; whether you are a beginner or a master, does not matter. It is a real camera, is the "Little Indian."

### DETAILS

SIZE of Picture,  $1\frac{3}{8} \times 2\frac{1}{2}$  inches. CAPACITY, 8 exposures without reloading.

DIMENSIONS of Camera,  $1 \times 2\frac{3}{8} \times 4\frac{7}{8}$  inches. WEIGHT 8 ounces.

FOCUS—Fixed, always set.

LENS—Choice of Meniscus Achromatic, Rapid Rectilinear, Anastigmat F. 7.5, Anastigmat F. 6.3.

SHUTTER—Trio Dust-proof, Time, Bulb and Instantaneous. Exposures  $\frac{1}{25}$ ,  $\frac{1}{50}$ ,  $\frac{1}{100}$  part of second.

BELLOWS—Genuine Leather.

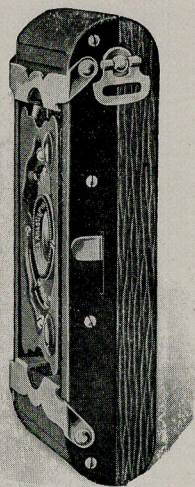
TRIMMINGS—Nickel Plated, Fine Grain Genuine Leather Covering.

FRAME—Aluminum.

VIEW FINDERS—Two Brilliant.

### PRICES

Vest Pocket Seneca, Meniscus Achromatic Lens	- - -	\$ 7.00
" " " Rapid Rectilinear Lens	- - -	8.50
" " " Anastigmat Lens, Speed F. 7.5	- - -	12.50
" " " " " " " F. 6.3	- - -	22.50
Film Cartridge, 8-exposure, Vulcan No. 254 or any standard make		.20
Leather Case	- - - - -	.75
Hand Bag	- - - - -	.25



SIDE VIEW, ONE-HALF ACTUAL SIZE

**T**HE "LITTLE INDIAN" is the newest member of the Seneca family. Possessing all the distinctive characteristics of workmanship that have made Seneca Cameras noted the country over for their compactness, finish and ability, this camera, although it will fit in your vest pocket, will take real pictures—pictures that will enlarge to any proportions or surprise you in the detail you can obtain in the original.

Manufactured by

**Seneca Camera Mfg. Company**

*Makers of Seneca Cameras*

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