





AR with its horrors has brought the wonderful art of picture making nearer to the people; has impressed them with the possibilities the camera possesses for depicting realities. The photograph tells the story of the terrible struggle better than the printed page. One has but to study the marvellous pictures from the battle fields to feel the heart beat

of the Republic; to be conscious of enthusiastic patriotism aroused to fever heat. Photography has done this. The camera has helped the war by arousing the people.

Photography has indeed become a vital factor in war, as in everything else. From the soaring aeroplane the photographer, equipped with his adaptable Seneca, records a comprehensive view of the battle-scarred plains of Europe. The hated submarine now registers on a sensitized film, through the periscope, the shore line along which it is cruising. In the great hospitals which are thronged with sick and wounded, surgery and medical science are dependent as ever before upon Photography,—X-Ray Photography.

Finally, when the history of the great world's war is written, it will be largely a pictorial record, indisputable, authentic, vividly illuminating, the real evidence of the great struggle that is altering the destiny of nations.

So it is that you must appreciate this great art-science, Photography, which has become such a mighty power in the world. You must learn to take pictures yourself—you can succeed easily and quickly—and it is really worth while.

One may cultivate an educated musical taste without ever knowing a note, by means of an inexpensive phonograph and a few appropriate records. A situation very like this is true of Photography. No matter what your status in life or your advantages are; no matter if you are without the time or opportunity to study Photography, one of the simple and inexpensive little Seneca Cameras will develop an artistic taste and feeling; will enable you to master the art of picture making. The reason is that Seneca Cameras overcome the difficulties and Photography is itself an art attended with genuine interest and enthusiasm.

Because of the evolution and growth of the Seneca Camera the operations of Photography are now conducted with ease and accuracy and with corresponding satisfaction. Photography is popular because Seneca Cameras have made it so. And for the further reason that it is an art capable of answering so exactly the sentiments and attainments of the individual worker.

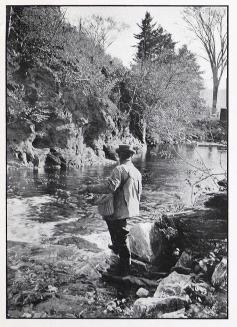
Everyone finds pleasure in picture taking—gets something from it. The camera is the key that unlocks nature to all of us, and photographs have become more than mere likenesses or pictorial reproductions; they are, for the most part, artistic appreciations, well worthy of being classed with the works of etchers and painters of long ago. Photography as practiced today is in full accord with art, as to details, naturalism and realism.

The most wonderful thing about picture taking—with a Seneca Camera—is that it is practically automatic. A photograph is but a registry of the tracings of the sun, the lights and the shadows. Seneca Cameras have approached so near to perfection that they get the picture under all conditions.

Really, you must take up Photography. Get a camera—a Seneca—and begin now. Do this, if you will, for the mere pleasures that Photography will bring you, but preferably for the educational and elevating value, because Photography is really coming into its own, and you will want to know about it; to practice it; perhaps to make a profession of it.

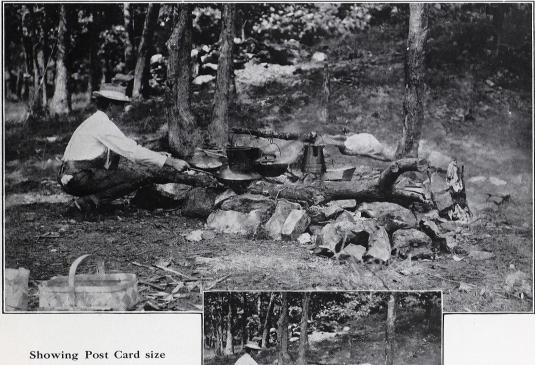
For well nigh a quarter of a century we have annually issued catalogues chronicling Seneca Photographic advances. Notable improvements are to be observed in this book. Look it over. Never were Seneca Cameras so perfect or so efficient and so easily within the reach of all in price.

Undoubtedly you are going to get a camera. First of all, then, there is this to set before you—our methods of sale are peculiar to ourselves in the Photographic field: We send cameras on trial. If they do not meet with your expectations in every way, you can have your money back at once, without quibble or condition. Take this book, then, and go to your dealer; pick out the camera you want, with his assistance and try it out thoroughly. If it isn't what you want, take it back. On this broad principle we have built up our business, which today ranks at the top of the Industry.





Pictures of this Size 2<sup>1</sup>/<sub>4</sub> x 3<sup>1</sup>/<sub>4</sub> Made by No. 1 Seneca Junior, No. 1 Roll Film Seneca, and No. 2 Scout



enlargement from Vest Pocket Seneca picture

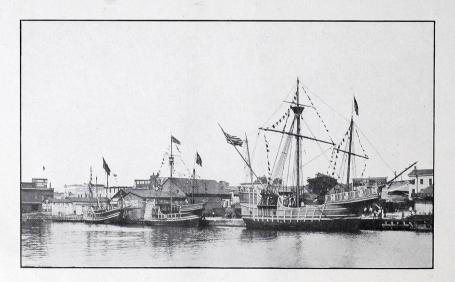


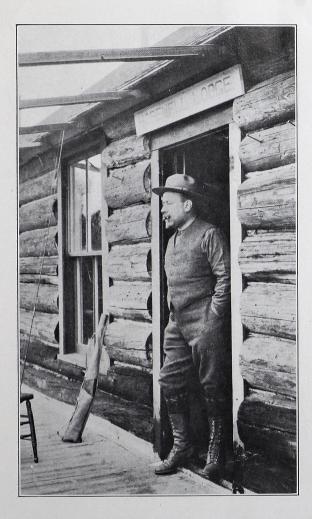


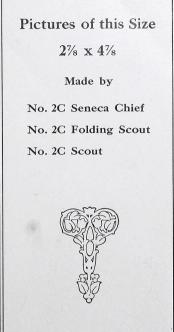


Vest Pocket Seneca *The Little Indian* takes pictures of this size 1<sup>5</sup>/<sub>8</sub> x 2<sup>1</sup>/<sub>2</sub>

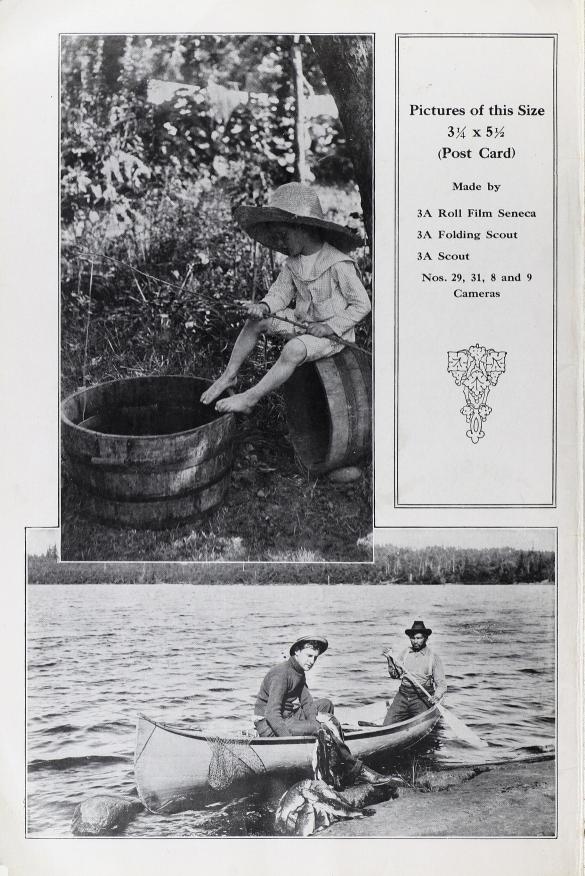
## This Size of Picture 2½ x 4¼ Made by No. 1A Seneca Chief, No. 1A Roll Film Seneca, No. 2A Folding Scout and No. 2A Scout Cameras

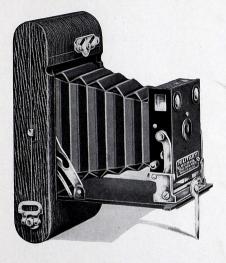












## The Military Vest Pocket Seneca

# For any standard make of film cartridge

U NCLE Sam's Soldiers have given the Military Vest Pocket Seneca a wonderful welcome. Throughout the length and breadth of the Nation not an army post, not a cantonment, not a camp but you will find this trim and sturdy little Pocket Camera abundantly in evidence. Thousands upon thousands of them went forward to the soldiers as Christmas presents.

Yes, indeed, the Military Vest Pocket Seneca has scored a hit—A Number One, as they say in the Artillery. Truth to tell, this cordial reception was deserved, for no such camera value for the money was ever offered before.

Small wonder the soldiers are crazy about them. And the interest is not confined to the soldiers alone, either. The camera has been universally approved wherever it has been introduced.

Here's the reason: a perfectly constructed hand camera, every bit as sturdy and good looking as Vest Pocket Cameras that cost three times as much, just as compact as any other Vest Pocket Camera, having a width, a scope and a range of operation, that permits of all the delightful sensations of picture taking—all for Six Dollars.

Study the camera for a moment, in the accompanying illustration. Note its graceful and snappy lines; observe the new front whch folds down to a horizontal position before being shut into the box.



Showing Case as Carried on Belt

Every operation has been so simplified as to make this Camera a favorite with the beginner. This means satisfactory pictures right from the start with a Camera so compact as to permit having it with you at all times.

**Details**: For rectangular pictures  $1\frac{5}{8} \times 2\frac{1}{2}$  inches. Capacity, 8 exposures without reloading. Dimensions of Camera,  $1 \times 2\frac{1}{2} \times 4\frac{3}{4}$  inches. Weight, 8 ounces. Fixed focus always set. Lens, Meniscus Achromatic. Focus,  $2\frac{5}{8}$  inches. Shutter, Automatic for time or instantaneous exposures. Bellows, improved waterproof. Frame, aluminum. Trimmings, nickel plated. Improved waterproof walrus grain covering. View Finders, two brilliant.

Prices						
Military Vest Pocket Seneca with Meniscus Achromatic Lens					•	\$6.00
Film Catridge, 8 exposures, $1\frac{5}{8} \ge 2\frac{1}{2}$ , Vulcan No. 254	1				•	.20
Leather Carrying Case for Belt, Black or Russet		10 ÷ 1	•	•	•	1.75



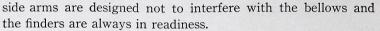
## SENECA CAMERAS

# The Vest Pocket Seneca

#### "THE LITTLE INDIAN" For any standard make of film cartridge

THE Little Indian is so small that it fits into the vestpocket or handbag; so light that its weight is barely noticeable.

Beginners like it because it is always in focus; experts because its negatives are so clear in the corners. Every detail has been arranged with thoughtful simplicity. After the back has been removed as on any other camera, each operation is visible to the eye; there is only one place in which the front can appear when in operating position; the



The Meniscus Achromatic Lens equipment will produce good pictures of ordinary subjects under favorable light conditions.

Architectural subjects are more correctly represented by

the Rapid Rectilinear Lens. The latter gives slightly greater speed and clearness in the details of the picture.

For snapshots under light conditions when others fail, the Seneca Anastigmat Lens with a maximum speed of f:7.5 is unequalled at the price. Its brilliant and well defined negatives,

sharp to the extreme corners, make good enlargements to many times the original size.

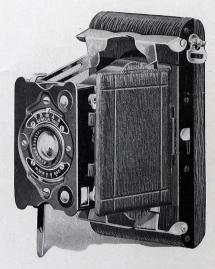
The most exacting requirements are met by the Seneca Anastigmat Lens f: 6.3; microscopic definition, absolute flatness of field and, above all—extreme speed.

**Details :** For rectangular pictures  $1\frac{5}{8} \ge 2\frac{1}{2}$  inches. Capacity, 8 exposures without reloading. Dimensions of Camera  $1 \ge 2\frac{3}{8} \ge 4\frac{7}{8}$  inches. Weight, 8 ounces. Focus, fixed, always set. Lens, Meniscus Achromatic  $2\frac{5}{8}$ -inch focus, Rapid Rectilinear  $3\frac{1}{8}$ -inch focus, Wollensak Anastigmat  $f: 7.5, 3\frac{1}{2}$ -inch focus or Wollensak Anastigmat  $f: 6.3, 3\frac{1}{2}$ -inch focus. Shutter, Trio (dustproof), Automatic for Time, Bulb or Instantaneous exposures of  $\frac{1}{25}, \frac{1}{50}$  and  $\frac{1}{100}$  part of a second. Bellows, genuine leather. Frame, aluminum. Trimmings, nickel plated, fine grain genuine leather covering. View Finders, two brilliant.

#### Prices

Vest Pocket Seneca with Meniscus Achromatic Lens	\$ 8.00
Vest Pocket Seneca with Rapid Rectilinear Lens	9.50
Vest Pocket Seneca with Wollensak Anastigmat Lens, speed f.7.5	14.50
Vest Pocket Seneca with Wollensak Anastigmat Lens, speed f:6.3	24.50
Film Cartridge, 8 exposures, 15 x 2 <sup>1</sup> / <sub>2</sub> , Vulcan No. 254	.20
Black Leather Carrying Case	1.75
Russet Leather Carrying Case for Belt	1.75
Seneca Portrait Attachment	.50











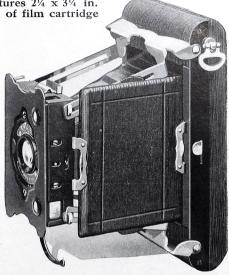
## No. 1 Seneca Junior Camera

Makes Rectangular Pictures 2¼ x 3¼ in. For any standard make of film cartridge

HE all around advantages of the No. 1 Seneca Junior Camera in size and construction feature it as a remarkable advance in camera achievement.

Large enough to show the details in the picture but still so small that the camera is always an unobtrusive and desirable companion, this camera has fairly leaped into popularity. It makes pictures  $2\frac{1}{4}$  x  $3\frac{1}{4}$ , the proportions being both pleasing and correct for enlarging.

The simplicity of the Vest Pocket Seneca has been faithfully followed. With the Meniscus Achromatic and the Rapid Rectilinear equipment it is always in focus when the bellows is extended. The need of focusing with the Anastigmat equipments have been met by a new and in-





genious device. When the bellows is extended, the lens is automatically focused upon objects at a medium distance; a slight movement shifts the whole front to an exact focus upon objects either close at hand or far away. On opening the camera the lens is again automatically focused upon

objects at a medium distance, making it proof against absolute failure.

From the Meniscus Achromatic to the Velostigmat Series II Anastigmat Lens at a speed of f: 4.5, the lenses specified are carefully corrected to make clear sharp pictures. The excellence of the more expensive lenses lies in their ability to make snap shots under unfavorable light conditions. A negative from an Anastigmat lens, enlarged to many times its original size, will retain its original sharpness.



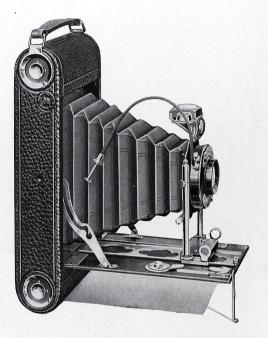
The Optimo Shutter working as fast as 1/300 part of a second is supplied with the Velostigmat Anastigmat series II f: 4.5 Lens for the high speed work of which this fast lens is capable. With the other lens equipments the Trio Shutter is furnished.

**Details**: For rectangular pictures  $2\frac{1}{4} \times 3\frac{1}{4}$  inches. Capacity, 6 exposures with-out reloading. Dimensions of Camera,  $1\frac{1}{4} \times 3\frac{1}{4} \times 6\frac{1}{4}$ . Weight, 14 ounces. Focus, fixed, always set. Lens, Meniscus Achromatic,  $3\frac{5}{5}$  inch focus; Rapid Rectilinear  $4\frac{1}{5}$  inch focus; Wollensak Anastig-mat  $f: 7.5, 4\frac{1}{4}$ -inch focus; Wollensak Anastigmat  $f: 6.3, 4\frac{1}{4}$ -inch focus, or Velostigmat Series II Anastigmat  $f: 4.5, 3\frac{1}{2}$ -inch focus. Shutter, Trio (dustproof) for Time, Bulb or Instantaneous exposures of  $\frac{1}{25}, \frac{1}{50}, \frac{1}{100}$  part of a second. Optimo Shutter on f: 4.5 equipment. Bellows, genu-ine leather. Trimmings, nickel plated, fine grain genuine leather covering. Frame, aluminum. View Finders, two brilliant. Prices

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No. 1 Seneca Junior with Meniscus Achromatic Lens	\$ 9.00
No. 1 Seneca Junior with Rapid Rectilinear Lens	11.00
No. 1 Seneca Junior with Wollensak Anastigmat Lens, speed f: 7.5	18.00
No. 1 Seneca Junior with Wollensak Anastigmat Lens, speed $f: 6.3$	28.00
No. 1 Seneca Junior with Velostigmat Series II Anastigmat Lens,	
speed f: 4.5 and Optimo High Speed Shutter	50.00
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$ , Vulcan No. 240	.20
Leather Carrying Case	2.00
Seneca Portrait Attachment	.50





## Nos. 1 and 1A Roll Film Senecas

For any standard make of film cartridge

THE two popular models illustrated here differ only in the size of the picture they take. Both cameras are favorites with the discriminating amateur and embody every improvement for the successful making of pictures. Aside from the wide range of capabilities found in each of these compact instruments, both embody simplicity in every operation.

As featured in the higher priced Senecas these models are remarkable for their durability, lightness, and beauty in design. The aluminum bodies are covered with the best grade

of seal grain leather, all metal fixings being highly nickeled.

Either twelve or six exposure film cartridges may be used, thus giving added advantage to the tourist.

An assortment of optically corrected lenses, with Seneca automatic (dustproof) shutters fitted with push cord releases, complete an equipment for all requirements.

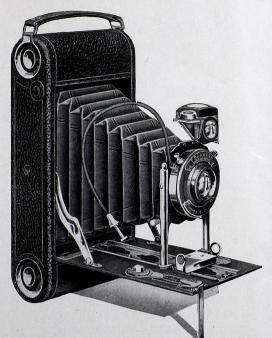


**Details**: No. 1 Roll Film Seneca for rectangular pictures  $2\frac{1}{4} \times 3\frac{1}{4}$ ; No. 1A,  $2\frac{1}{2} \times 4\frac{1}{4}$ . Dimensions of No. 1,  $2 \times 3\frac{5}{8} \times 7\frac{1}{2}$ ; No. 1A,  $2 \times 3\frac{7}{8} \times 8\frac{1}{2}$ . Weight No. 1,  $26\frac{1}{2}$  ounces; No. 1A,  $31\frac{1}{2}$  ounces. Camera, Nos. 1 and 1A, Aluminum, leather covered, seal grain. Front, rising and falling, operated by rack and pinion. View Finder, brilliant, collapsible, reversible and spirit level attached. Tripod Sockets, two. Film chambers, improved with spool pins. Bellows, genuine Russia leather. Shutter, No. 1 and No. 1A,  $3\frac{7}{2}$ -inch focus; No. 1A,  $4\frac{1}{2}$ -inch focus or Rapid Symmetrical, speed *f*: 8, No. 1,  $4\frac{1}{4}$ -inch focus; No. 1A,  $5\frac{1}{2}$ -inch focus. Manual of Photography and Instruction Book.

	Prices		
	Seneca with Meniscus Achromatic Lens and Trio (dustproof) Auto-		No. 1A 2½ x 4¼
	Shutter	\$14.00	\$16.00
Roll Film	Seneca with Rapid Symmetrical Lens, speed <i>f</i> : 8, and Trio (dustproof)		
Autor	natic Shutter	16.00	18.00
	Roll Film Seneca with Rapid Symmetrical, speed f: 8, Lens and		
and the second s	Autic (dustproof) Automatic Shutter	19.00	20.00
	Black sole leather Carrying Case with strap	2.50	2.75
õ o	Black leatheret Carrying Case	1.25	1.25
	Film Cartridge, 12 exposures, $2\frac{1}{4} \ge 3\frac{1}{4}$ , Vulcan non-curling, No. 210	.40	
1	Film Cartridge, 6 exposures, $2\frac{1}{4} \ge 3\frac{1}{4}$ , Vulcan non-curling, No. 210	.20	
	Film Cartridge, 12 exposures, $2\frac{1}{2} \ge 4\frac{1}{4}$ , Vulcan non-curling, No. 232		.50
6	Film Cartridge, 6 exposures, $2\frac{1}{2} \ge 4\frac{1}{4}$ , Vulcan non-curling, No. 232		.25
(internet of the second	Seneca Portrait Attachment	.50	.50







## Nos. 3 and 3A Roll Film Senecas

For any standard make of film cartridge

THESE models hold the distinction of being universally popular. The 3A has the exact dimensions of a postcard size picture—its proportions are pleasing for portraits vertically and for landscapes, groups and street scenes horizontally.

They are so simple to operate that the beginner can make exposures with confidence and ease; so complete are the equipments that the advanced amateur will find every adjustment necessary.

The selection of lenses, which determine, after all, the quality of the picture, has been made with a careful regard for "snappy" clear cut results. All the shutters are dustproof and

automatic, i. e., always set ready for use, and have the convenient push cord release. The cameras are made of aluminum with reinforced wood sides. Substantial



nickel plated brass trimmings and a covering of genuine seal grain leather complete the body of attractive serviceable cameras.

**Details**: No. 3 Roll Film Seneca for rectangular pictures  $3\frac{1}{4} \times 4\frac{1}{4}$ ; No. 3A,  $3\frac{1}{4} \times 5\frac{1}{2}$ . Dimensions of No. 3,  $8\frac{1}{4} \times 4\frac{1}{2} \times 2$  inches; No. 3A,  $9\frac{3}{4} \times 4\frac{3}{4} \times 2$  inches. Weight of No. 3, 32 ounces; No. 3A, 37 ounces. Camera, aluminum, leather covered, seal grain. Front, rising and falling, operated by rack and pinion. View Finder, brilliant, collapsible, reversible and spirit level attached. Tripod Sockets, two. Film chambers, improved with spool pins.

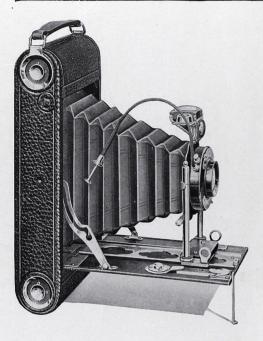


Bellows, genuine Russia leather. Shutter, No. 3; Trio or Autic Automatic (dustproof); No. 3A, Trio, Autic Automatic or Duo (all dustproof). Lens, No. 3, Meniscus Achromatic,  $4\frac{5}{2}$ -inch focus, or Rapid Symmetrical, speed  $f: 8, 5\frac{1}{2}$ -inch focus. Manual of Photography and Instruction Book.

•	Prices	No. 3	No. 3A
Roll Film Sened	ca with Meniscus Achromatic Lens and Trio Automatic (dust-	34 x 44	34 x 51
proof) Shu	tter	\$17.00	\$20.00
Roll Film Sened	tter $f$ and		
	(dustproof) Shutter	19.00	22.00
D	Roll Film Seneca with Rapid Symmetrical Lens, speed $f: 8$ , and		05.00
12	Autic Automatic (dustproof) Shutter	23.00	25.00
	Roll Film Seneca with Rapid Symmetrical Lens, speed $f: 8$ , and		23.50
	Duo Improved (dustproof) Shutter	0.00	
A	Black sole leather Carrying Case with strap	3.00	3.50
	Black leatheret Carrying Case	1.25	1.50
	Film Cartridge, 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 236	.70	
	Film Cartridge, 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 236	.35	
	Film Cartridge, 10 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$ , Vulcan non-curling, No. 244		.70
	Film Cartridge, 6 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$ , Vulcan non-curling, No. 244		.40
	Seneca Portrait Attachment	.50	.50







## Seven-Five Roll Film Seneca

For any standard make of film cartridge

HIGH grade Anastigmat equipment upon the regular Seneca models in the standard sizes at a moderate price.

The use of an Anastigmat equipment hitherto has been somewhat limited on account of its price, but since the Seneca "Seven-Five" introduction a fully corrected Anastigmat working at f: 7.5 has been available. Its superiority over other styles of objectives has been fully recognized for a long time. It gives the advantages of increased speed, it produces pictures clear and sharp to the extreme margins of the film. Its unusual brilliancy produces a finished

result suitable for subsequent enlargement-a feature not always possible in other types.

For the completion of maximum quality at minimum cost, the f: 7.5 equipment is offered with the reliable Victo and Autic Shutters which have a variety of speeds up to the rapid 1/100 part of a second, besides the usual time and bulb exposures.





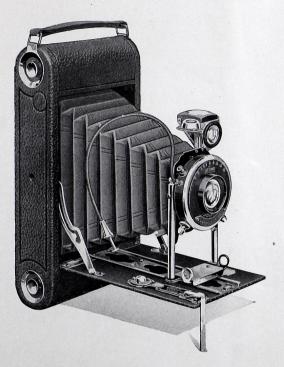
This offering includes every detail found in the preceding models of Roll Film Senecas and furnishes an instrument of high class to the discriminating amateur.

**Details:** For rectangular pictures, No. 1,  $2\frac{1}{4} \times 3\frac{1}{4}$ ; No. 1A,  $2\frac{1}{2} \times 4\frac{1}{4}$ ; No. 3,  $3\frac{1}{4} \times 4\frac{1}{4}$ ; No. 3A,  $3\frac{1}{4} \times 5\frac{1}{2}$ . Capacity, Nos. 1, 1A, 3, 12 exposures, and No. 3A, 10 exposures without reloading. Weight, No. 1,  $26\frac{1}{2}$  ounces; IA,  $31\frac{1}{2}$  ounces; No. 3, 32 ounces; No. 3A, 37 ounces. Dimensions of Camera, No. 1,  $2 \times 3\frac{5}{8} \times 7\frac{1}{2}$  inches; No. 1A,  $2 \times 3\frac{7}{4} \times 8\frac{1}{2}$  inches; No. 3,  $\frac{3}{4} \times 4\frac{1}{2} \times 2$  inches; No. 3,  $\frac{3}{4} \times 4\frac{3}{4} \times 2$  inches; No. 1A,  $2 \times 3\frac{7}{4} \times 8\frac{1}{2}$  inches; No. 3,  $\frac{3}{4} \times 4\frac{1}{2} \times 2$  inches; No. 3A,  $9\frac{3}{4} \times 4\frac{3}{4} \times 2$  inches. Camera, aluminum, seal Front, rising and falling, operated by rack and pinion. Bellows, genuine rilliant, collapsible, reversible, and spirit level attached. Lens, Wollensak Anastigmat, speed f: 7.5, No. 1,  $4\frac{1}{4}$ -inch focus; No. 1A,  $5\frac{1}{2}$ -inch focus; No. 3,  $5\frac{1}{2}$ -inch focus; No. 3A,  $6\frac{3}{4}$ -inch focus. Shutter, Autic or Victo Automatic (dustproof). Manual of Photography. Instruction Book.

Prices	No. 1 $2\frac{1}{2} \times 3\frac{1}{2}$	No. 1A $2\frac{1}{2} \times 4\frac{1}{4}$	No. 3 34 x 44	No. 3A 31 x 51
With Wollensak Anastigmat Lens, speed f: 7.5, and Victo Shutter				\$27.50
With Wollensak Anastigmat Lens, speed f: 7.5, and Autic Shutter	24.00	25.50	27.00	30.00
Black sole leather Carrying Case with strap	2.50	2.75	3.00	3.50
Black leatheret Carrying Case	1.25	1.25	1.25	1.50
	No. 210	) No. 232	No. 236	
Film Cartridge, Vulcan non-curling, 12 exposures	.40 .20 .50	.50 .25 .50	.70 .35 .50	10 exp. .70 .40 .50







## Six-Three Roll Film Seneca

For any standard make of film cartridge

H ERE we have a high class Anastigmat equipment upon the regular Seneca models in the standard sizes for the devotee of extreme speed.

The extreme speed of f: 6.3 has been a favorite upon the market for many years. Its all-around advantages insure maintaining a high position for a long time to come.

Sixty per cent faster than the average, it allows the selection of subjects of which the alert amateur is ever dreaming. The auto racing to create new records, the dip of the daring aviator, and the bird on the wing are successfully caught by it.

The range of light conditions for snapshot work is enough to satisfy the most exacting—the waterfall in the darkened dell, the familiar street corner on a cloudy day, and the grazing deer in the shades of the forest. In its results, microscopic definition, perfect covering power and unusual brilliancy are constantly apparent.

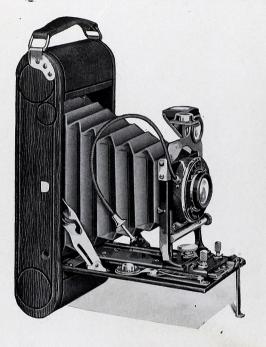
The Optimo Shutter, a part of this equipment, measures the time from one second up to 1/300 part of a second, besides permitting time and bulb exposures. Working without jar, at its greatest speed, the revolving leaves distribute the light evenly over the entire negative.



The superior convenience and the handsome finish of Roll Film Seneca Cameras complete an ideal outfit, attractive to the most fastidious, at a moderate price.

Prices	No. 1A $2\frac{1}{2} \times 4\frac{1}{4}$	No. 3 3½ x 4½	No. 3A 31 x 51
Special Roll Film Seneca fitted with Wollensak Extra Rapid Anastigmat		<ul> <li>34 x 44</li> <li>\$43.00</li> <li>63.00</li> <li>5 3.00</li> </ul>	
Lens, speed $f: 6.3$ , and Optimo Shutter, speed $1/300$ second	\$42.00	\$43.00	\$47.00
Special Roll Film Seneca fitted with Bausch & Lomb Tessar Series IIb,			
f: 6.3, Anastigmat Lens and Optimo Shutter	62.00	63.00	68.00
No. 3 Tessar Lens on No. 1A; No. 4 Lens on No. 3; No. 5 Lens on No. 3A Roll Film Seneca.			
Black sole leather Carrying Case with strap	2.75	3.00	3.50
Black leatheret Carrying Case	1.25	1.25	1.50
Seneca Portrait Attachment '	.50	.50	.50

## SENECA CAMERAS



## Seneca Chief Camera

For any standard make of film cartridge

HE demand for a thin model camera has fostered the Seneca Chief. A camera of this kind makes a strong appeal to the picture lover. Its lightness and compactness allows it to be carried easily in the pocket. In character and finish it is striking and elegant. And, speaking of ability and service, there is no photographic condition any camera could meet that it will not meet more effectively. Seneca skill and ingenuity have created it and placed it at the disposal of the public. It is the result of ideas calculated to vastly improve the construction and performance of

cameras. It

shows how high ideals of scientific experiment and progressive development have been rigidly maintained.

The Seneca Chief is noteworthy on account of its superiority in construction and operation. Its body is of aluminum with reinforced wood sides to give it the least possible weight consistent with the necessary strength. Selected genuine leather of fine walrus grain for the cover-

Showing collapsible view finder —open for cleaning

ing adds a touch of refinement; it will withstand hard wear. The film spool is held by a new self-contained device which makes the camera easy to load and allows the film to roll smoothly.

Upon opening the camera, two thumb pieces draw the front standard along the base runners until it catches. A handy lever then adjusts it to the correct focus.



This arrangement is both so simple and so sure that accurate focusing by even the most inexperienced beginner is assured. The front standard is cast in a U shape in one solid piece to hold the lens exactly in the position indicated by the focusing device. The brilliant finder of an entirely new type shows clearly those objects which will appear in the picture. The finder is collapsible and opens readily for cleaning when it is folded back. The spirit level attached to the finder shows when the camera is held level. This eliminates

the possibility of pictures at an angle and is another of the distinctive Seneca features. In arranging the composition of the picture, the amount of foreground may be readily increased or decreased by using the rising and falling front. A laterally sliding device regulated by a large milled head screw gives the same convenience for horizontal subjects.



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

The Victo, Autic and Optimo Shutters are always ready for use. Besides

the usual time and bulb exposures, the Victo permits fractional exposures of 1/10, 1/25, 1/50 and 1/100 seconds; the Autic of 1, 1/2, 1/5, 1/25, 1/50 and 1/100 seconds; and the Optimo of 1, 1/2, 1/5, 1/25, 1/50, 1/100 and 1/300 seconds.

Seneca Chief Cameras are available in two sizes, the popular No. 1A,  $2\frac{1}{2} \ge 4\frac{1}{4}$ , and the more recent No. 2C,  $2\frac{7}{8} \ge 4\frac{7}{8}$  size. Either one is bound to give satisfaction. It is the elite of the camera world.

**Details:** No. 1A for rectangular pictures  $2\frac{1}{2} \times 4\frac{1}{4}$  inches; No. 2C,  $2\frac{7}{5} \times 4\frac{7}{8}$ . Capacity, No. 1A, 12 exposures; No. 2C, 10 exposures without reloading. Weight, No. 1 A, 24 ounces; No. 2C, 25 ounces. Dimensions of Camera, No. 1A,  $3\frac{5}{8} \times 8\frac{1}{4} \times 1\frac{5}{8}$ ; No. 2C,  $4\frac{1}{8} \times 8\frac{7}{8} \times 1\frac{3}{4}$ . Camera, Aluminum, genuine leather covered. Front, rising and falling operated by rack and pinion, also lateral slide. Bellows, genuine Russia leather. Film Chambers, hinged removable with spool pins. Tripod Sockets, two. View Finder, brilliant, collapsible, cleanable, with spirit level attached. Lens, Rapid Symmetrical, speed fis; No. 1A, 5 $\frac{1}{2}$ -inch focus; No. 2C,  $6\frac{1}{8}$ -inch focus. Wollensak Anastigmat, speed fi.3, No. 1A,  $5\frac{1}{2}$ -inch focus; No. 2C,  $6\frac{1}{8}$ -inch focus. Wollensak Anastigmat, speed fi.3, No. 1A,  $5\frac{1}{2}$ -inch focus; No. 2C,  $6\frac{1}{8}$ -inch focus. Shutter, Victo, Autic Automatic (dustproof) or Optimo Automatic Extra Speed (dustproof). Manual of Photography and Instruction Book.

Prices	1A	2C
Seneca Chief with Rapid Symmetrical Lens, speed f:8, and Victo (dustproof)		$2\frac{7}{8} \ge 4\frac{7}{8}$
	\$22.00	\$24.00
Seneca Chief with Rapid Symmetrical Lens, speed f:8, and Autic Automatic		
(dustproof) Shutter	24.00	26.00
Seneca Chief with Wollensak Anastigmat Lens, speed f.7.5, and Victo Auto-		
matic (dustproof) Shutter	26.00	29.00
Seneca Chief with Wollensak Anastigmat Lens, speed f:7.5, and Autic Auto-		
matic (dustproof) Shutter	28.00	31.00
Seneca Chief with Wollensak Anastigmat Lens, speed f:6.3, and Optimo Auto-		
mane and opera (autoproor) bratter i i i i i i i i i i i i i i i i i i i	48.00	53.00
Black Leather Carrying Case with strap	2.75	3.00
	No. 232	No. 260 10 Exp.
Film Cartridge, Vulcan non-curling, 12 exposures	.50	.60
Film Cartridge, Vulcan non-curling, 6 exposures	.25	.35
Seneca Portrait Attachment	.50	.50







## Nos. 2, 2A and 2C Scouts

For any standard make of film cartridge

THE Scout is a real Camera that exactly suits the boy or girl and yet appeals to older people as well. These rugged little instruments have such wonderful capabilities and are so simple to operate that perfectly satisfactory pictures can be made just as easily by the children as by the grown-ups. Picture making is easy and certain with the Scout

**C**ameras. There is no distance to judge when making an exposure, as the Meniscus Achromatic Lens is fixed focus and will make a clear sharp picture over the entire film to its extreme margins, and the reliable Scout automatic Shutter provides for either instantaneous snaps or time exposures.

Unusual convenience is found in loading the Scout Camera, as the method is a new and easy one. The film chamber is held in the Camera by a secure and simplified locking device. Upon releasing one draw clasp and two clamp clips, the film chamber can be easily withdrawn, loaded, returned to place and firmly locked in an instant.

These durable and inexpensive picture making instru-



Showing Method of Loading the Scout Cameras

ments, made entirely of wood and metal, are the lightest and most compact upon the market. There may be higher priced cameras, but, considering their low cost, none better. They are made by the same workmen who turn out the higher priced Senecas.

Leatheret furnishes a waterproof as well as a durable covering. The attractive trimmings are of substantial brass with a heavy nickel plating.

Both finders are accurately and securely adjusted to show what objects will appear in the picture.

**Details**: No. 2 Scout for rectangular pictures  $2\frac{1}{4} \times 3\frac{1}{4}$ ; No. 2A,  $2\frac{1}{2} \times 4\frac{1}{4}$ ; No. 2C,  $2\frac{7}{8} \times 4\frac{7}{8}$ . Dimensions, No. 2,  $3\frac{1}{15} \times 4\frac{1}{8} \times 5\frac{3}{8}$ ; No. 2A,  $3\frac{1}{2} \times 5\frac{3}{8} \times 6$ ; No. 2C,  $4\frac{1}{15} \times 6\frac{3}{15} \times 6\frac{1}{8}$ . Capacity, No. 2, six exposures without reloading; No. 2A, twelve exposures without reloading; No. 2C, ten exposures without reloading. Weight, No. 2, twelve ounces; No. 2A, 17 ounces; No. 2C, 21 ounces. Winding Key, improved and noiseless. Lens, fixed focus Meniscus first grade on No. 2, Meniscus Achromatic on No. 2A and No. 2C. Shutter, Automatic for time or instantaneous exposures. Diaphragm, one on No. 2 size and three on No. 2A and No. 2C. View Finders, two for horizontal or vertical pictures. Film Chambers, improved, quick loading. Covering, leatheret water-proof seal grain.

Prices	No. 2 24 x 34	No. 2A 2½ x 4¼	No. 2C 2 <del>3</del> x 4 <del>3</del>
No. 2 Scout Camera with Meniscus Lens, complete with Instruction Book .	\$2.75		
Nos. 2A and 2C Scout Camera with Meniscus Achromatic Lens, complete with Instruction Book		\$3.50	\$4.50
Scout Camera Carrying Case, leatheret, seal grain	1.00	1.00	1.25
Film Cartridge, 6 exposures, $2\frac{1}{4} \ge 3\frac{1}{4}$ , Vulcan non-curling, No. 240	.20		
Film Cartridge, 12 exposures, $2\frac{1}{2} \ge 4\frac{1}{4}$ , Vulcan non-curling, No. 232		.50	
Film Cartridge, 6 exposures, $2\frac{1}{2} \ge 4\frac{1}{4}$ , Vulcan non-curling, No. 232		.25	
Film Cartridge, 10 exposures, $2\frac{7}{8} \times 4\frac{7}{8}$ , Vulcan non-curling, No. 260			.60
Film Cartridge, 6 exposures, $2\frac{7}{8} \times 4\frac{7}{8}$ , Vulcan non-curling, No. 260			.35
Seneca Portrait Attachment	.50	.50	.50





## Nos. 3 and 3A Scouts

For any standard make of film cartridge

THE lover of the  $3\frac{1}{4} \times 4\frac{1}{4}$  and the  $3\frac{1}{4} \times 5\frac{1}{2}$  pictures will indeed enjoy the simplicity and efficiency of the Nos. 3 and 3A Scout Cameras.

Since the angle of view included by the large sizes is very near that embraced by the small sizes, the image of an object at a certain distance will be proportionately larger on a larger picture. The greater area of

the particular image is filled with a great number of details which show the object more nearly as the eyes see it and which are not apparent in the smaller pictures. The proportions of the  $3\frac{1}{4} \ge 4\frac{1}{4}$  size make it ideal for enlarging, although enlargements to several times the original size should not be expected. The  $3\frac{1}{4} \ge 5\frac{1}{2}$  size will always be a favorite because it has the exact dimensions of a post card.

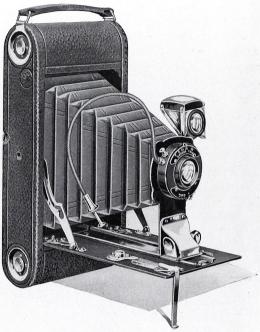
The camera itself is fixed focus,—always ready to take a picture. The lens is not only carefully selected, but carefully adjusted in each camera. The shutter is carefully designed to eliminate the difficulties of ordinary shutters; it runs over a flat metal plate and has a patented device to prevent double exposures. Sand and dust are kept out by a dust hood which comes close to the revolving disk. The camera can be loaded and unloaded in daylight. The method of loading allows the entire film chamber to be removed from the side and every movement of the operation to be visible to the eye and easy to perform.

The Scout is the lightest, most compact, reliable and substantial camera upon the market. It is not a pasteboard toy, for it is made entirely of wood and metal, and the durable leatheret covering with nickeled brass trimmings gives it a handsome appearance. Suitable for old or young and just the thing to complete the pleasure of that holiday afternoon.

**Details:** No. 3, For rectangular pictures  $3\frac{1}{4} \ge 4\frac{1}{4}$  inches; No. 3A,  $3\frac{1}{4} \ge 5\frac{1}{2}$ . Dimensions, No. 3,  $4\frac{1}{2} \ge 5\frac{1}{4} \ge 5\frac{1}{4}$  inches; No. 3A,  $4\frac{3}{4} \ge 6\frac{1}{2} \ge 6\frac{3}{4}$ . Capacity, No. 3, 12 exposures without reloading; No. 3A, 10 exposures without reloading. Weight, No. 3, 20 ounces; No. 3A, 26 ounces. Lens, Fixed Focus Meniscus, first grade. Shutter, Automatic improved for time or instantaneous exposures. Tripod Sockets, two. Winding Key, improved and noiseless. View Finders, two—one for horizontal and one for vertical pictures. Diaphragm, three openings. Film Chambers, improved quick loading. Covering, seal grain leatheret, water-proof.

Prices	No.3 N	t Card No. 3A 84 x 5½
Scout Camera with Meniscus Achromatic Lens, complete with Instruction Book	\$4.50	\$5.50
Film Cartridge, 12 exposures, $3\frac{1}{4} \ge 4\frac{1}{4}$ , Vulcan non-curling No. 248	.70	
Film Cartridge, 6 exposures, $3\frac{1}{4} \ge 4\frac{1}{4}$ , Vulcan non-curling No. 248	.35	
Film Cartridge, 10 exposures, $3\frac{1}{4} \ge 5\frac{1}{2}$ , Vulcan non-curling No. 250		.70
Film Cartridge, 6 exposures, $3\frac{1}{4} \ge 5\frac{1}{2}$ , Vulcan non-curling No. 250		.40
Scout Camera Carrying Case, leatheret, seal grain	1.25	1.50
Seneca Portrait Attachment	.50	.50





## The Folding Scout Camera

## For any standard make of film cartridge

HE past years have seen the growing popularity of the moderate priced camera. To thousands of amateurs who had been forced to the box style on account of the limitations of the purse, the Folding Scout has permitted the pride of owning an upright round end model. Its appearance and convenience at the low cost will continue to invite the attention of thousands of others. Its record as a good picture maker is enviable. It is simple in operation, but sure in its results.

The construction is of aluminum with reinforced wood sides in order to secure compactness with a minimum of

weight. Seal grain leatheret, waterproof and more durable even than genuine leather, is attached permanently to the body. The genuine leather covering of the bed gives the neat appearance of the more expensive models. Absolute rigidity to the front standard is obtained by the method of attaching it to the substantial brass rack. An ingenious device insures perfect alignment of the finder with the negative to even the inexperienced user. Tripod sockets are available for both vertical and horizontal pictures.



The undecided buyer will look with favor upon the neat appearance of the



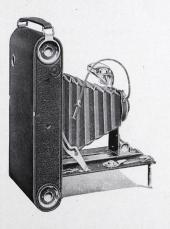
rounded body and its light weight. It is possible to inspect each step of the loading after the back has been removed. Spool pins which have been used for years by all manufacturers in their higher priced models are employed to insure perfect rolling of the film. Not only is the brilliant finder reversible but also collapsible and cleanable. Bed supports allow time exposures horizon-

tally as well as vertically. Among those small features which distinguish good cameras, the fine quality of the leatheret covering is noteworthy. The bellows has a generous length and will not sag. The focal length of the lens is sufficient to insure its cutting sharply to the corners of the negative.

The Meniscus Achromatic Lens is carefully corrected to make clear sharp pictures which may often be enlarged to four or five times their original size.



Its use for snapshot work is limited to days when the sun is shining brightly; pictures at other times must be made by time exposure. On all four sizes of the



Meniscus Achromatic equipment the Seneca focusing attachment automatically holds the lens at universal focus when it is drawn forward. This ingenious attachment also allows the use of the focusing scale to those who desire their negatives to be more sharply in focus, and offers a superior equipment not to be found in cameras of any other make.

A greater range of light conditions and better pictures generally are possible with the Rapid Rectilinear Lens, commonly called a "double lens" because there are combinations of glass both in front and back of the shutter. Snapshots are possible on days when the sun is hardly strong enough to cast a shadow. Views of buildings and other

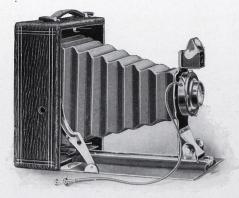
subjects with a great number of straight lines, especially near the margins of the picture, are represented without distortion. In early days its first recognized advantage over the Meniscus Achromatic Lens was this ability to represent straight lines as such. The sharpness and clearness of its pictures are sufficient to allow good enlargements to many times the original size. Each corner of the picture will be as distinct as the center portion. The Trio Shutter is always ready for use and permits time and bulb exposures as well as fractional exposures of 1/25, 1/50 and 1/100 part of a second.

**Details**: No. 2A for rectangular pictures  $2\frac{1}{2} \times 4\frac{1}{4}$ ; No. 2C,  $2\frac{7}{8} \times 4\frac{7}{8}$ ; No. 3,  $3\frac{1}{4} \times 4\frac{1}{4}$ ; No. 3A,  $3\frac{1}{4} \times 5\frac{1}{2}$  (post card). Dimensions, No. 2A,  $2 \times 3\frac{7}{8} \times 8\frac{1}{2}$ ; No. 2C,  $2 \times 4\frac{1}{4} \times 9\frac{1}{4}$ ; No. 3,  $2 \times 4\frac{1}{2} \times 8\frac{1}{4}$ ; No. 3A,  $2 \times 4\frac{3}{4} \times 9\frac{3}{4}$ . Weight, No. 2A, 24 ounces; No. 2C, 26 ounces; No. 3, 27 ounces; No. 3A, 30 ounces. Camera, aluminum with reinforced wood sides, covered with black water-proof leatheret, seal grain. View Finder, brilliant, collapsible, reversible. Tripod Sockets, two. Film Chambers, improved with spool pins. Film Capacity, No. 2A and No. 3, twelve exposures without reloading; No. 2C and No. 3A, ten exposures without reloading. Bellows, improved waterproof. Lens, Meniscus Achromatic, focal length, No. 2A,  $4\frac{3}{4}$  inches; No. 2C,  $5\frac{3}{8}$  inches; No. 3,  $4\frac{3}{4}$  inches; No. 3,  $5\frac{3}{4}$  inches; No. 3A,  $6\frac{1}{2}$  inches. Shutter, Trio (dustproof) Automatic for Time, Bulb or Instantaneous exposures of 1/25, 1/50, 1/100 part of a second. This style of Shutter is fitted with push cord release. Manual of Photography and Instruction Book.

#### Prices

	No. 2 A	No.2C	No.3 No.3	A
Folding Scout with Meniscus Achromatic Lens and Trio Automatic		$2\frac{7}{8} \ge 4\frac{7}{8}$	34 x 44 34 x 5	
Shutter	. \$11.00	\$12.00	\$12.00 \$13.0	)0
Folding Scout with Rapid Rectilinear Lens and Trio Automatic	с			
Shutter	. 13.00	14.00	14.00 15.0	)0
Black sole leather Carrying Case with strap	. 2.75	3.00	3.00 3.5	50
Black leatheret Carrying Case	. 1.25	1.25	1.25 1.5	50
	No. 232	No. 260	No. No. 248 24	4
Film Cartridge, Vulcan non-curling, 12 exposures	50	$^{10}_{exp}$ .60	$.70^{10}_{exp}$ .7	70
Film Cartridge, Vulcan non-curling, 6 exposures	25	.35	.35 .4	10
Seneca Portrait Attachment for Folding Scout	50	.50	.50 .5	50





## Pocket Seneca No. 29

For Dry Plates and Film Packs

#### Made in two sizes, 4 x 5 and 3A (Post Card)

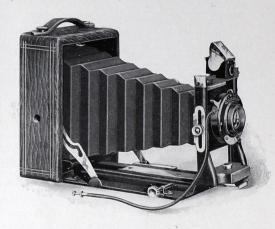
Details: Dimensions (when closed),  $4 \ge 5$ ,  $6\frac{1}{4} \ge 5\frac{1}{4} \ge 2\frac{1}{4}$ inches. 3A,  $7 \ge 5 \ge 2\frac{1}{6}$  inches. Weight,  $4 \ge 5$ , 19 ounces. 3A size, 21 ounces. Camera Box, Ebony finish, corners dovetailed, covered with seal grain leatheret. Camera Bed, made of aluminum, attached to Camera with improved nickel plated piano hinge. Metal Parts, brass, nickel plated, highly polished. Bellows, genuine leather, gossamer lined. Front, metallic, reinforced. View Finder, reversible, ground glass. Back, spring actuated, aluminum panel and ground glass for focusing. Tripod Sockets, two. Shutter, Seneca Uno with Push Cord Release. Lens, Achromatic. 5<sup>3</sup>/<sub>4</sub>-inch focus or Rapid Rectilinear,  $6\frac{1}{2}$ -inch focus. Price includes Camera, Improved Plate Holder, Manual of Photography and Instruction Book,

Prices		(Post Card) 3 <sup>1</sup> / <sub>4</sub> x 5 <sup>1</sup> / <sub>2</sub>
Pocket Seneca No. 29 fitted with Achromatic Lens and Uno Shutter	\$11.00	\$11.00
Pocket Seneca No. 29 fitted with Rapid Rectilinear Lens and Uno Shutter	12.00	12.00
Seneca Adapter (hingeless) for Film Packs	1.50	1.50
Seneca Improved Double Plate Holder		1.25
Carrying Case (leatheret) to hold camera and four holders	1.75	1.75
Seneca Portrait Attachment	.50	.50

## Seneca Camera No. 31

#### For Dry Plates and Film Packs

Details: Camera Box, ebony finish, corners dovetailed, covered with walrus grain leather. Camera Bed, aluminum, leather covered reinforced, attached to camera with improved nickeled piano hinge. Metal Parts, brass, handsomely nickel plated. Bellows, black Russia leather, gossamer lined. Front, solid mahogany improved pattern standard front-rising and falling. Back, spring actuated removable, aluminum, and ground glass for focusing. Tripod Sockets, two. Rack and Pinion for fine focusing with locking device. View Finder, brilliant reversible, metal bound and hooded. Shutter, Seneca Trio, Victo or Autic (dustproof) all automatic fitted with Push Cord Release. Lens, Rapid Rectilinear focus, 31/4 x 41/4, 51/4 inches; 4 x 5, 61/2 inches; 31/4 x 51/2, 61/2 inches; 5 x 7, 8 inches or Rapid Symmetrical, speed f: 8, focus, 3¼ x 4¼, 5¼ inches; 4 x 5, 6¾ inches; 3¼ x 5½, 6¾ inches; 5 x 7, 8 inches or Wollensak Anastigmat, speed f: 7.5, focus 3¼ x 4¼, 5½ inches, 4 x 5, 6¾ inches; 31/4 x 51/2, 63/4 inches.

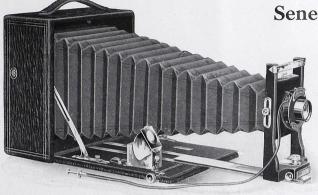


Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces	Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces
3¼ x 4¼	8	5½ x 4¾ x 2½	19	3A 3¼ x 5½	10	7 <sup>1</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub> x 2 <sup>3</sup> / <sub>4</sub>	29
4 x 5	9	6¾ x 5¾ x 2⅓	28	5 x 7	12½	8 <sup>1</sup> / <sub>2</sub> x 6 <sup>3</sup> / <sub>4</sub> x 3	43

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

Prices	(Post Car				
Seneca No. 31 with Rapid Rectilinear Lens and Trio Shutter	3¼ x 4¼ \$16.00	4 x 5 \$17.00	3 <sup>1</sup> ⁄ <sub>4</sub> x 5 <sup>1</sup> ⁄ <sub>2</sub> \$18.50	5 x 7 \$21.00	
Seneca No. 31 with Rapid Symmetrical Lens, speed f: 8 and Autic Automatic (dustproof) Shutter	18.50	21.50	22.50	26.00	
Seneca No. 31 with Wollensak Anastigmat Lens, speed f: 7.5 and Victo Auto- matic (dustproof) Shutter	24.50	27.00	27.50		
Seneca No. 31 with Wollensak Anastigmat Lens, speed f: 7.5 and Autic Auto- matic (dustproof) Shutter	26.50	28.50 1.75	30.00 1.75	2.25	
Carrying Case (leatheret) to carry Camera and Extra Holders	1.75 1.25	1.50	1.50	2.50	
Extra Simplex Double Plate Holders	1.50 .50	1.50 .50	1.50 .50	1.75 .50	





## Seneca Camera No. 8

Revolving back, single extension and swing back

N outfit for the professional and advanced amateur at a moderate price. The extension of the bed operated by rack and pinion, the supplementary wide angle bed, the rising, falling and laterally sliding front, the

swing back and the revolving back provide a wide range of adjustments. With the long bellows, the rear combination of the lens may be used separately, almost doubling the size of the image. Vertical or horizontal pictures without altering the position of the camera itself are made possible by the use of the Seneca Revolving Back; it is removable, but when in position remains securely attached to the camera box. The camera is made to take the Film Pack Adapter.

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
$\begin{array}{c} 4 & x \ 5 \\ 3\frac{1}{4} & x \ 5\frac{1}{2} \\ 5 & x \ 7 \end{array}$	$\begin{array}{c} 11\frac{3}{4} \\ 12\frac{1}{2} \\ 16\frac{3}{4} \end{array}$	$\begin{array}{c} 6\frac{1}{2} \times 6\frac{1}{2} \times 3\frac{1}{2} \\ 7 \times 7 \times 3\frac{5}{8} \\ 8\frac{3}{4} \times 8\frac{3}{4} \times 3\frac{3}{4} \end{array}$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	Camera and Six Holders "	$\begin{array}{c} 2\frac{1}{4} \ge 2\frac{1}{2} \\ 2\frac{1}{4} \ge 2\frac{1}{2} \\ 3 \ge 3\frac{1}{4} \end{array}$

Seneca Nos. 8 and 9 Closed

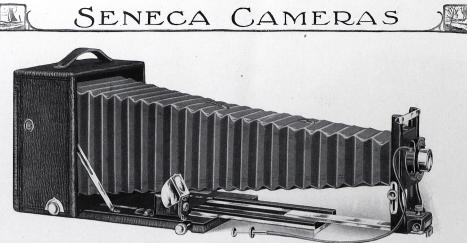
Details: Camera Box, ebony finish, corners dovetailed, covered with genuine leather, walrus



Details: Camera Box, ebony finish, corners dovetailed, covered with genuine leather, walrus grain. Camera Bed, solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. Clamp, automatic finger grip. Metal Parts, brass, handsomely nickel plated. Bellows, black Russia leather, lined with gossamer cloth. Spirit Level, attached to bed of camera. Rack and Pinion, for fine focusing with locking device. Front, rising, falling and sliding. Lens Board, removable. Swing, back and bed. Back, revolv-ing, with spring actuated ground glass panel for focusing. View Finder, brilliant, reversible, metal bound and hooded. Shutter, Seneca Autic Automatic (dustrorof) or Ontimo. Lens Seneca Ranid Swumetrical Seneca Revolving Back  $x 5\frac{1}{2}, 6\frac{1}{2}$  inches; 5 x 7, 7 inches. Tripod Sockets, two (One for bed of Camera).

Price includes Camera, Genuine Sole Leather Carrying Case, Simplex Plate Holder, Manual of Photography and Instruction Book. 2 4

or i notogruphy and moti detion book.								oA		
Prices								(Post Card)		
							4 x 5	3¼ x 5½	5 x 7	
Seneca No. 8 with Symmetrical Lens,								\$35.00	\$41.00	
Seneca No. 8 with Symmetrical Lens,								34.00	40.00	
Seneca No. 8 with Wollensak Anastig							C			
Automatic (dustproof) Shutter							. 42.00	42.00		
Seneca No. 8 with Velostigmat Lens				f: 6.3,	and	Auti	С			
(dustproof) Shutter							. 60.00	60.00	70.00	
Seneca No. 8 complete but without Le		Shutte	er				. 30.00	30.00	35.00	
Extra Simplex Double Plate Holders,							. 1.50	1.50	1.75	
Seneca Adapter (hingeless) for Film	Packs						. 1.50	1.50	2.50	
Supplementary Wide Angle Bed .							. 1.50	1.50	1.50	
Seneca Portrait Attachment					1.		50	.50	.50	



## Seneca Camera No. 9

Revolving back, double extension, rack and pinion swing in rear

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
$\begin{array}{c} 4 & x & 5 \\ 3\frac{1}{4} & x & 5\frac{1}{2} \\ 5 & x & 7 \end{array}$	$     \begin{array}{c}       16 \\       17\frac{1}{2} \\       22\frac{1}{2}     \end{array} $	$6\frac{1}{2} \ge 6\frac{1}{2} \ge 4$ 7 $\ge 7 \ge 4\frac{1}{4}$ $8\frac{3}{2} \ge 8\frac{3}{2} \ge 4\frac{3}{2}$	$12\frac{1}{2} \times 4\frac{3}{8} \times 7\frac{3}{8}$ 121 x 5 x 7 $\frac{5}{8}$ 155 x 43 x 9	Camera and 7 Holders	$\begin{array}{c} 2\frac{1}{4} \ge 2\frac{1}{2} \\ 2\frac{1}{4} \ge 2\frac{1}{2} \\ 3 \ge 3 \\ \end{array}$

Details: Camera Box, ebony finish, corners dovetailed, covered with genuine leather, walrus grain. Camera Bed, solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. Spirit Level, attached to bed of Camera. Clamp, automatic finger. Metal Parts, brass, handsomely nickel plated. Bellows, black Russia leather, lined with gos-Pinion, Seneca automatic locking for fine focusing. Swing, back and bed operated by a self-locking device. Back, revolving, with improved swing and spring actuated ground glass panel for focusing. Tripod Sockets, two (One for bed of Camera). View Finder, brilliant, reversible, metal bound to be for bodied. Lens Board, removable. Lens, Rapid Symmetrical Convertible, f: 8, focus,  $4 \times 5$ ,  $6_4^3$  inches;  $3_4^1 \times 5_2^1$ ,  $6_4^3$  inches;  $5 \times 7$ , 8 inches or Velostigmat Anastigmat, Series I, f: 6.3, focus,  $4 \times 5$ , 6 inches;  $3_4^1 \times 5_2^1$ ,  $6_2^1$  inches;  $5 \times 7$ , 7 inches. Shutter, Seneca Autic Automatic or Optimo (dustproof) with Push Cord Release.

x  $3\frac{1}{4}$ 

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

Seneca No. 9 with Supplementary Bed Attached for Extreme Wide Angle Lenses

	(	3A Post Care	d) (E
Seneca Camera No. 9 with Rapid Symmetrical Convertible Lens, spee	d 4x5	3¼ x 5½	5 x 7
f: 8, and Autic (dustproof) Shutter	. \$50.00	\$50.00	\$60.00
Seneca Camera No. 9 with Wollensak Anastigmat Lens, speed f: 7.	5,		
and Autic Automatic (dustproof) Shutter	. 56.00	56.00	
Seneca Camera No. 9 with Velostigmat Series I, Anastigmat Len	З,		
speed $f$ : 6.3, and Autic (dustproof) Shutter	. 71.00	71.00	89.00
Seneca Camera No. 9 complete but without Lens and Shutter	. 40.00	40.00	48.00
Supplementary Wide Angle Bed	. 1.50	1.50	1.50
Extra Simplex Double Plate Holders, each	. 1.50	1.50	1.75
Seneca Adapter (hingeless) for Film Packs	. 1.50	1.50	2.50
Seneca Portrait Attachment	50	.50	

Prices

Dimensions

04 x 04 x 48 108 X 48





## Competitor View Camera

Reversible and double swing back. Sliding front

**F**OR scientific purposes, as well as general photography, the Competitor camera 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, also a sliding front; again, the front is made wide enough so that stereoscopic lenses may be used if so desired.



Competitor, showing swings in Rear and rise in in Front

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

**Details :** Camera Box and Bed, mahogany finish, polished. Metal Parts, brass polished and lacquered. Back Focus, rack and pinion with set clamp. Front, wide, rising and falling, also sliding. Lens Board, removable. Plumb Bob, for leveling. Back, reversible. Swings, horizontal and vertical, both central. Tripod Sockets, two—one for short focus work. Bellows, leatheret, lined with gossamer cloth. Case, canvas, square to hold Camera and three double plate holders.



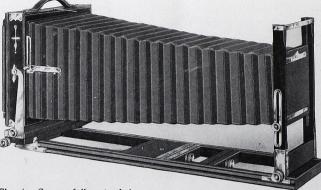
Competitor (Closed)

Size of Camera	Focal Capacity	Dimensions when Folded or Closed	Weight	Size of Lens Board	Case Carries Camera
$5 x 7 6\frac{1}{2} x 8\frac{1}{2} 8 x 10$	$14\frac{1}{2}$ 16 18	$ \begin{array}{c} 5 \ x \ 10 \ x \ 11\frac{1}{4} \\ 5 \ x \ 11\frac{1}{4} \ x \ 12\frac{1}{2} \\ 5 \ x \ 13\frac{1}{4} \ x \ 14\frac{1}{2} \end{array} $	5 lbs. 6 lbs. 7 lbs.	$4 \times 6$ $4 \times 6$ $4 \times 6$	and Three Plate Holders

Prices with Double Sliding Front, Carrying Case and One Seneca Improved Doub	ole Plate	Holder.
5 x 7	$6\frac{1}{2} \ge 8\frac{1}{2}$	8 x 10
Competitor Camera complete as above	\$23.50	\$25.00
Competitor fitted with Rapid Rectilinear Lens and Autic Automatic		
(dustproof) Shutter	37.50	45.00
Competitor fitted with Rapid Symmetrical Lens, speed f: 8, and Autic		
Automatic (dustproof) Shutter	40.00	47.00
Competitor fitted with Wollensak Anastigmat Lens, speed $f$ : 6.8, and		
Autic Double Valve "Set" (dustproof) Shutter	67.00	80.00
Extra Improved Double Plate Holders, each 1.50	1.60	1.75
Seneca Double Portrait Film Holders, each 1.25	1.35	1.50
NOTE San page 25 for price of extra interchangeable Reversible Backs		

NOTE-See page 25 for price of extra interchangeable Reversible Backs.

## SENECA CAMERAS



Showing Camera fully extended with Patented Bellows Support

## New Improved Seneca View Camera

The outfit for home portraiture and general viewing with rack and pinion back and front—jarless back

Double Tongued Bed, Patented November 15, 1904. Bellows Support, Patented November 27, 1006, August 17, 1906. Sliding and Wide Angle Front Bed, Patented September 1, 1908.

HIS camera is noted especially for its rigidity. Due to the celebrated Seneca system of reinforcement, it is so strong that it will well nigh withstand any strain put upon it.

Great focal strength is obtained by the use of a three-section bed. The bellows is of an entirely new pattern and lined with gossamer. The Patent Bellows Support eliminates the possibility of the bellows cutting off a portion of the picture when a lens of short focal length is used. The bellows cannot sag.

The rising and falling of the front, sufficient to center the lens on each half of the plate and thereby make photographs of tall subjects to great advantage, is operated by rack and pinion. Equal movement horizontally with absolute rigidity is provided by the sliding and wide angle front bed.

To secure the greatest efficiency from the great freedom of movement provided for the lens, the back is made to swing both vertically and horizontally and is equipped both with rack and pinion and with set screw for this purpose. *The back is also reversible*. The front frame of the instrument is made exceedingly high, so that when the camera is closed, the front frame or standard and bed fit tightly against the camera box. It is evident at once that by this construction there can be no interference with the bellows when the camera is closed.



Showing Jarless Back Open to Receive Plate Holder Simple in construction and efficient in operation, the Jarless Back allows the plate holder to be inserted without any danger of throwing

the camera out of position or out of focus. Turn the key at the top of the camera and the back automatically trips into position when the plate holder is inserted.

Exposure of a part of the plate at the will of the operator is possible by means of the Seneca Sliding Division—the Single exposing



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





Showing Operation of Patented Sliding and Wide Angle Front Bed one-half at a time, the Double one-quarter. The Double may be easily converted into a single Sliding Division. The sections of either may be readily removed to expose the entire plate at one time. The camera is provided with a suitable carrying handle and a plumb bob to insure its position when in use.



Sliding Division Fitted in Reversible Back

D	imensions	
~	menoromo	

Size of Camera	Length of Draw or Focal Ca- pacity	Dimensions of Camera	Weight	Dimensions of Lens Board	Number of Holders Case will Carry with Camera
$5 x 7 6\frac{1}{2} x 8\frac{1}{2}8 x 10*11 x 14$	23½ in. 26 " 30 " 39½ "	$\begin{array}{c} 4\frac{12}{2} \ge 10\frac{12}{2} \ge 11\frac{14}{2} \\ 5 \ge 11\frac{12}{2} \ge 12\frac{12}{2} \\ 5\frac{34}{2} \ge 13\frac{12}{2} \ge 14\frac{34}{2} \\ 6\frac{12}{2} \ge 17\frac{34}{2} \ge 19\end{array}$	$\begin{array}{c} 6\frac{1}{2} \text{ lbs.} \\ 7\frac{1}{2} \text{ ""} \\ 10\frac{1}{2} \text{ ""} \\ 18\frac{1}{2} \text{ ""} \end{array}$	$\begin{array}{r} 4\frac{1}{8} \times 4\frac{1}{4} \\ 4\frac{5}{8} \times 4\frac{3}{4} \\ 5\frac{5}{8} \times 5\frac{3}{4} \\ 6\frac{1}{2} \times 6\frac{1}{2} \end{array}$	6 Long Canvas 6 Carrying Case 3 Square Case

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

Prices	5 x 7	6½ x 8½	8 x 10	11 x 14
New Improved Seneca View Camera complete as above	\$29.00	\$31.00	\$34.00	\$55.00
New Improved Seneca View Camera, fitted with Seneca Three-Focus				
Convertible Symmetrical Lens, speed f: 8, and Autic Automatic				
(dustproof) Shutter	40.50	49.50	57.00	
New Improved Seneca View Camera, fitted with Wollensak Anas-				
tigmat Lens, speed f: 6.8 and Autic Automatic (dustproof) Shut-				
ter. No. 2 Lens fitted to 5 x 7, No. 3 Lens fitted to $6\frac{1}{2} \times 8\frac{1}{2}$ , No. 4 Lens fitted to 8 x 10	60.00	74 50	00.00	
New Improved Seneca View Camera, fitted with Series II, Velostigmat	00.00	74.50	89.00	
Anastigmat Lens, speed $f: 4.5$ , and Optimo Shutter. No. 3 Lens				-
fitted to 5 x 7, No. 5 Lens fitted to $6\frac{1}{2} \times 8\frac{1}{2}$ , No. 6 Lens and Duo				
Shutter fitted to 8 x 10	94.50	125.00	155.00	
Extra for Genuine Leather Bellows instead of Leatheret	4.50			7.00
†Extra for Large Canvas Case with compartment for Tripod, Lens,				
and Shutter in place of case regularly furnished	2.00	2.00	2.50	3.50
Extra for Sliding Front Bed	3.50		4.50	
Extra Improved Double Plate Holders, each				5.00
Seneca Double Portrait Film Holders, each				
and Shutter in place of case regularly furnished	2.00 3.50 1.50 1.25	4.00 1.60 1.35	$4.50 \\ 1.75 \\ 1.50$	4.50 5.00

plate, in place of Single Sliding Division, all sizes 50c.

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

\*Includes English Book Holder, Square Case and Detachable Bed Brace.

†These cases accommodate holders as follows: 12, 5 x 7; 5,  $6\frac{1}{2} \times 8\frac{1}{2}$ ; 5, 8 x 10; 3, 11 x 14.

#### Reducing Backs for Seneca View Cameras For using smaller Plate Holders

Made to interchange with the regular back of the Camera. In ordering, it is simply necessary to specify the style of Seneca View Camera for which the back is intended. The back includes one double Improved plate holder of the size required. For illustration, the No. 2A Reducing Back for  $5 \times 7$  View cameras to take 4 x 5 plate holder includes one 4 x 5 plate holder. Made in either the mahogany or ebonized finish.

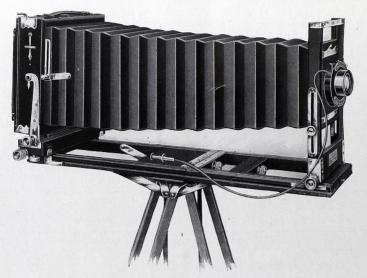
Prices

												Flices									
No.	1A	for	55	x	7	View	to	take	4¼ x	61/2	plate	holder;	Outside	Dimensions,		x	83/4	•			\$8.00
"	2A 3A	"	5	x	4	"		"	$4 x 3\frac{1}{4} x$	51/2	"	"	"		83/4 83/4	x	8 <sup>3</sup> /4 8 <sup>3</sup> /4	•	•		$\frac{8.00}{8.00}$
"	4A	"	5	x	7	"		" "	31/4 X	41/4	"	"	"	"	83/4	x	83/4		•	•	8.00
"	5A	"	61/2		81/2	"	"	"	5 x	7	"	"	"	"	101/8	x	101/8				8.50
"	6A	"	61/2	x	81/2	"	"	" "	41/4 x	61/2	""	"	"	"	101/8	x	101/8				8.50
"	7A	"	61/2		81/2		""	"	4 x	5	"	"	"	""	101/8	х	101/8				8.50
**	8A	"	61/2		81/2	"	"	"	3¼ x	51/2		"	"	"	101/8	х	101/8			•	8.50
**	9A		8						6½ x	81/2					12	х		•	•	•	10.00
**	10A	"	8	х		"			5 x	1					12 12		12 12	•	•	•	$10.00 \\ 10.00$
44	11A 11AA		8	x x		"		"	4¼ x	6½ 5		"		"	12	x	10	•	•	•	10.00
**	12A	1	11	X			"	"	4 x 8 x	10		"	"	"	161/4	x	161/4	•	•	:	11.00
**	13A	"	11	x		"	"	"		12	"	**	"	"	161/4	x	161/4				11.00

Extra for sliding division for dividing the plate, 50c.



## SENECA CAMERAS



Showing Seneca Detachable Bed Brace Included in Outfit

## Camera City View and Studio Outfit

For home portraiture and general viewing

With Double Tongued Bed, Rack and Pinion both Back and Front, Sliding and Wide Angle Front Bed, Jarless Back, Extreme Rise and Fall in Front, Detachable Bed Brace—Patented.

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

Absolute rigidity of the bed even when the front and back standards on large cameras are fully extended is secured by the use of the Seneca Detachable Bed Brace. Not only is it serviceable when both front and rear extensions are used, but it may be used to the same advantage with only one of the extensions.



A bellows of genuine leather which is guaranteed not to crack Showing Operation of Sliding and Wide Angle Front

The many other features are: the three section double tongued bed with detachable brace; rising and falling front; sliding and wide angle front bed; vertical



Showing Swings in Rear and Rise and Fall in Front

and horizontal swing back; reversible and JARLESS BACK, PATENT BELLOWS SUPPORT AND THE DOUBLE AND SINGLE SLIDING DIVISIONS.

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





#### Camera City View and Studio Outfit-Continued

Dimensions

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



Regular equipment includes Camera, Detachable Brace, Sliding and Wide Angle Front Bed, Carrying Case and one Improved Double Plate Holder (English Book Holder above 8 x 10), one extra Lens Board and Long Carrying Case with compartments. (This style case will accommodate Camera, 6 Extra Holders, Tripod, Lens and Shutter.) Square case furnished for 11 x 14 size.

Double Sliding Division Fitted in Reversible Back

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

	5 x 7	$6\frac{1}{2} \ge 8\frac{1}{2}$	8 x 10	11 x 14			
Complete as above	\$36.00	\$38.50	\$42.00	\$60.00			
					5 x 7	$6\frac{1}{2} \ge 8\frac{1}{2}$	8 x 10
Camera City View and Studio Out	fit, fitted	with Sei	neca Thre	ee-focus			
Convertible Symmetrical Lens	, f: 8, an	d Autic A	Automatic	c (dust-			
proof) Shutter					\$47.50	\$57.00	\$65.00
Camera City View and Studio Outf	t, fitted	with Serie	es I Velo	stigmat			
Anastigmat Lens, f: 6.3, and A	utic Auto	matic (du	stproof) S	Shutter.			
No. 3 Lens fitted to 5 x 7, No.	4 Lens fit	tted to $6\frac{1}{2}$	x 8 <sup>1</sup> / <sub>2</sub> , an	d No. 5			
Lens fitted to 8 x 10.					81.00	104.00	122.50
Camera City View and Studio Outf.	t, fitted v	with Serie	s II, Velo	stigmat			
Anastigmat Lens, speed f: 4.5,	and Opt	imo Shut	ter. No.	3 Lens			
fitted to 5 x 7 size, No. 5 Lens	fitted to	$6\frac{1}{2} \ge 8\frac{1}{2}$ si	ze, No. 6	Lens in			
Duo Shutter fitted to 8 x 10 siz	e.				101.50	136.50	168.50
Extra Improved Double Plate Hold	ers .				1.50	1.60	1.75
Seneca Portrait Double Film Holde	ers .				1.25	1.35	1.50

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

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

#### **High Speed Shutters**

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

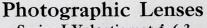
					$5 \times 7$	$6\frac{1}{2} \ge 8\frac{1}{2}$	8 x 10
Seneca Focal Plane Shutter		. 1			\$13.00	\$14.00	\$16.00
Optimo Speed Shutter .	•				10.00	10.00	10.00

#### Dress Suit Case for View Cameras

Compartment for holders in 5 x 7 size holds 14; in  $6\frac{1}{2} \ge 8\frac{1}{2}$  size, 6; in 8 x 10 size, 7.







Series I Velostigmat f: 6.3

The Series I is a perfect Anastigmat, being triple convertible in construction, with full correction for astigmatism, spherical and chromatic aberration, a flat field and absolute freedom from coma, distortion and flare.

The working aperature of f: 6.3 is sufficiently rapid for all general work, excepting extreme speed photography.



The front and back combinations are corrected for individual use, the two being of sufficiently different focal length to make the Series I truly three lenses in one. The single elements can be employed to advantage where a reasonably large image is desired, or for improving perspective in photographing distant scenes, copying, etc. In using an element singly, it is necessary to stop down to about f: 8 or f: 11 to get good definition over the entire plate.

The Series I Velostigmat is equally suitable for landscape and view work, architectual and commercial photography, copying and enlarging, and for all other classes of work, requiring fully corrected objective.

No.	Plates Covered Sharply st f: 6.3	Diameter of Lens	Equivalent Focus	Front Combination Separately at $f: 16$	Back Combination Separately at f: 12.5	Price with Barrel or Duo Shutter	Price with Autic Shutter	Price with Optimo Shutter
1 2A 3 4 5 6	$\begin{array}{c} 3\frac{1}{4} \times 4\frac{1}{4} \\ 4 \times 5 \\ 3\frac{1}{4} \times 5\frac{1}{2} \\ 5 \times 7 \\ 6\frac{1}{2} \times 8\frac{1}{2} \\ 8 \times 10 \\ 11 \times 14 \end{array}$	7/8 ins. 1 1/16 " 1 3/16 " 1 17/32 " 1 31/32 " 2 9/16 "	$\begin{array}{c} 5 \text{ ins.} \\ 6 \\ 6 \\ 7 \\ 7 \\ 10 \\ 13 \\ 16 \\ 12 \\ \end{array}$	1134 ins. 14 " 16 " 17 " 211/2 " 28 " 38 "	8¼ ins. 10 " 10 " 11 " 16½ " 20 " 26 "	\$26.50 31.00 31.00 40.00 61.00 75.00 129.00	\$30.00 34.50 34.50 45.00 65.50 80.50	\$38.00 42.50 42.50 54.50 75.00 92.00

#### Velostigmat Anastigmat Lens, Series II, f: 4.5

The Series II embodies all the corrections in the Series I with greater speed—f: 4:5. This lens is well suited for Studio, speed, press, commercial, group and home portrait work, also copying.

No.	Diameter of Lens	Equivalent Focus	Plates Covered Sharply at f: 4.5	Price with Barrel or Duo Shutter	Price with Autic Shutter	Price with Optimo Shutter
1 2 3 4 5 6 7	1 1/8 ins. 1 3/8 " 1 19/32 " 1 7/8 " 2 1/8 " 2 3/4 " 3 9/16 "	5 ins. 6 '' 7 '' 8¼ '' 9½ '' 12 '' 15½ ''	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	\$37.00 43.50 52.00 69.00 84.00 126.50 207.00	\$42.50 49.50 57.50 75.00 90.00	\$49.50 56.50 65.50 83.00 98.00

The Nos. 5, 6 and 7 sizes have diffusing adjustment which makes them particularly valuable for portrait and group work.

#### Wollensak Anastigmat Lens, Series IV, Speed f: 6.3 or f: 6.8

This Series is fully corrected for spherical and chromatic aberration and is free from coma, flare and distortion It offers a high class anastigmat lens at a moderate price.

No.	Equivalent Focus	Size Plate Covered Sharply at f: 6.3 with No. 0, 1, 1A, Balance f: 6.8	Price with Barrel or Duo Shutter	Price with Autic (dust- proof) Shutter	Price with Optimo Speed Shutter
0	5¼ ins.	$\begin{array}{c} 3\frac{1}{4} \times 4\frac{1}{4} \\ 4 \times 5 \\ 3\frac{1}{4} \times 5\frac{1}{2} \\ 5 \times 7 \\ 6\frac{1}{2} \times 8\frac{1}{2} \\ 8 \times 10 \end{array}$	\$20.50	\$23.00	\$30.00
1	6 ''		23.00	25.50	32.00
1A	6¾ ''		23.00	25.50	32.00
2	7 ''		29.00	32.00	40.00
3	9½ ''		40.00	43.50	52.00
4	12 ''		52.00	55.00	65.50

#### Wollensak Special Anastigmat Lens, Series V, Speed f: 7.5

A perfect lens at a popular price. This anastigmat is fully corrected and will give microscopic definition over the entire film or plate.

Focus	Size Plate	Price with Victo Shutter	Price with Autic Shutter	Price with Optimo Shutter
5¼ ins.	$ \left\{ \begin{array}{c} 3\frac{1}{4} \times 4\frac{1}{4} \\ 2\frac{1}{2} \times 4\frac{1}{4} \end{array} \right\} $	\$16.00	\$19.50	\$26.50
65% "	$\left\{ \begin{array}{c} 4 & x \ 5 \\ 3^{1}/4 & x \ 5^{1}/2 \end{array} \right\}$	17.00	20.50	27.50



#### Photographic Lenses-Continued

#### Bausch & Lomb Tessar Lenses

The Bausch & Lomb Tessar lenses are in two series: Ic, designed for the cameras with focal plane shutters, for home portraiture, etc., and IIb, a fast universal Anastigmat for use on compact hand cameas.

#### Series Ic-f: 4.5

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

No.	Size of Plate Covered with Stop f:4.5 Inches	Equivalent Focus Inches	Diameter of Lens Inches	Lens and Barrel with Iris Diaphragm	Fitted with Aluminum Volute Shutter
12 13 14 15 15A 16 17 18 18A 19 20	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{c} 3 & 1 & 2 \\ 4 & 1 & 2 \\ 5 \\ 6 \\ 7 & 1/4 \\ 8 & 1 & 4 \\ 9 & 7 & 8 \\ 11 & 7 & 8 \\ 14 & 9/16 \\ 15 & 3 & 4 \\ 19 & 3 & 4 \end{array}$	$\begin{array}{c} 3/4\\ 1\\ 1\\ 5/16\\ 1\\ 5/8\\ 1\\ 7.8\\ 2\\ 1/4\\ 211 \\ 16\\ 3\\ 3/8\\ 39.16\\ 4\\ 3.8\end{array}$	$\begin{array}{c} \$ \ 33.00 \\ 36.50 \\ 41.00 \\ 48.00 \\ 58.50 \\ 73.00 \\ 117.00 \\ 165.00 \\ 212.00 \\ 255.00 \\ 365.00 \end{array}$	\$ 56.50 61.00 69.50 80.00 96.00 140.00

NOTE—We are prepared to furnish all other series of B. & L. Anastigmat lenses. Complete catalogue of all lenses sent upon request.

#### Seneca Focal Plane Shutter

(Patented)



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

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

From Time to 1/1000 of a second—its maximum speed, it works quietly without a jar. It can be adapted for all folding reversible back plate cameras.

Size	Weight	Dimensions	Prices
$\begin{array}{c} 4 & x & 5 \\ 3A & 3\frac{1}{4} & x & 5\frac{1}{2} \\ 5 & x & 7 \\ 6\frac{1}{2} & x & 8\frac{1}{2} \\ 8 & x & 10 \end{array}$	15 ounces 15 ··· 22 ··· 25 ··· 30 ···	63/8 x 6 3/8 x 1 13/16 67 8 x 6 7/8 x 1 13/16 83 8 x 8 5/8 x 1 13/16 10 3/16 x 10 3/16 x 1 13/16 12 x 12 x 1 15/16	$\begin{array}{c} \$16.00\\18.00\\18.00\\20.00\\23.00\end{array}$

#### Improved Packard Ideal Shutter

Specially Adapted for View Cameras

This Shutter has three wings, with the special advantage of a very large opening in a very small shutter. It works without jar or vibration and may be used back of the lens. No. 5 is for "time" work only, No. 6 for time and instantaneous exposures.



New Improved View	Outside	Diameter Opening	PRICES		
and Camera City View	Dimensions Inches	Inches	No. 5	No. 6	
$5 \times 7 \\ 6 \frac{1}{2} \times 8 \frac{1}{2} \\ 8 \times 10 \\ 11 \times 14 \\ 14 \times 17 \\ 17 \times 20 \\ $	3 <sup>1</sup> / <sub>2</sub> 4 5 6 7 <sup>1</sup> / <sub>2</sub> 7 <sup>1</sup> / <sub>2</sub>	13/4 2 23/4 31/4 4 4	\$6.00 6.00 7.25 7.25 7.75 7.75 7.75	\$7.50 8.00 8.50 8.50 9.25 9.25 9.25	
Size for all Competitor View Cameras	41/2	, 21/4	6.50	8.00	



SENECA CAMERAS





#### Simplex Double Plate Holder

Patented Light Trap and Wooden Bar

The Simplex Plate Holder has the new style of slide, one without the troublesome wooden handles. Either end of the slide may be used to designate that the plate has been exposed. It is only necessary to insert the slide so the



Showing safety catch and finger grip

"E" will not be visible at the thumb notch, and Simplex Other Holders when exposed, the slide may be turned so the "E" will be visible at the thumb notch.

The Seneca Simplex Plate Holder has a patented light trap and wooden bar for holding the plate. The holder is no longer than the old style with slide handles, but there is increased protection from light by the reason of the increased width of the shoulder.

		Prices		
3¼ x 4¼	3-A Model 3¼ x 5½	4 x 5	4¼ x 6½	5 x 7
\$1.50	\$1.50	\$1.50	\$1.75	\$1.75

#### Simplex Plate Holder-for Graflex and Reflex

Duine Natural Finish										3¼ x 4¼		
Price, Natural Finish						• *				\$2.00	\$2.00	\$2.25
Price, Ebony Finish	•	•	•	•	•	•	•	•	• •	2.50	2.50	3.00



Patented Light Trap and Wooden Bar for Holding Plate

The Seneca Improved Holder is made from seasoned cherry which has been well finished with shellac. The smooth and accurate grooves insure perfect freedom of action to either Press-Board or Hard Rubber slides. Unless otherwise specified, we equip these plate holders with black press-board slides which have been specially prepared to withstand changes of temperature and to resist warping or swelling.

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

#### Prices

21/ /1/	3-A Model					
<sup>31</sup> / <sub>4</sub> x 4 <sup>1</sup> / <sub>4</sub> \$1.25	3¼ x 5½	4 x 5	4¼ x 6½	5 x 7	6½ x 8½	8 x 10
φ1.25	\$1.25	\$1.25	\$1.50	\$1.50	\$1.60	\$1.75

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

#### Seneca Portrait Film Holders

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

5 x 7	\$1.25 <del>(</del>	$5\frac{1}{2} \ge 8\frac{1}{2}$	•	•	\$1.35	8 x 10		\$1.50

#### Special Size, Improved Plate Holders

$4 \ge 5$ size Holders made to take	$3\frac{1}{4} \times 4\frac{1}{4}$ size plates .				\$1.25
4 x 5 size Holders made to take	9 x 12 cm. size plates.	· · · ·			1.25
5 x 7 size Holders made to take	Al y Gl gigo plotos				1.50
5 x 7 size Holders made to take	$4\frac{3}{4} \times 6\frac{1}{5}$ size plates			-	1.50
5 x 7 size Holders made to take	13 x 18 cm. size plates				1.50

#### English Book Style Plate Holder

er and ike a	d is e book	specia wher	lly adap placing	oted g or	for s displa	izes acing	large the	r than plates.
								\$5.00
							S	5.00
								7.50
								7.50 7.50
	ike a	like a book	like a book wher	Ike a book when placing           .	like a book when placing or	like a book when placing or displ	like a book when placing or displacing	er and is especially adapted for sizes large like a book when placing or displacing the



#### Seneca Film Pack Adapter

(Hingeless) For Daylight Loading Film Packs (Patented)

This adapter is interchangeable with the plate holders.

The use of the Seneca Adapter (hingeless) for daylight loading Film Packs gives the added advantage of being able to use the ground glass for focusing purposes while using film for exposures. The slide having been inserted, the Adapter may be removed from the camera and the ground glass returned to position. After

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

		Prices		
01/ 41/		0 51/	3-A Model	
3¼ x 4¼	4 x 5	3 x 5¼	3¼ x 5½	5 x 7
\$1.25	\$1.50	\$1.50	\$1.50	\$2.50

#### Defender Film Clip



This clip is made of selected spring brass, nickel plated and absolutely chemical proof. It provides the greatest convenience for handling film while developing fixing and washing, without having the fingers come in contact with the solutions.

- 11	Seneca Printing Fran	mes		•		
NT VEL	Prices Amateur Frames (Piar	no Hinge)				
	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	4 x 5 5 x 7	•	•	•	\$ .30 .40
01 41 1	Prices Professional Frames (Pia		25			

$3\frac{1}{4} \times 4\frac{1}{2}$		\$ .50	8 x 10		\$1.25		
4 x 5		.50	10 x 12		2.00		
$3\frac{1}{4} \ge 5\frac{1}{2}$		.55	11 x 14		2.50		
$3\frac{5}{8} \ge 6$		.60	14 x 17	•	3.80		
$4\frac{1}{4} \ge 6\frac{1}{2}$		.75	16 x 20		5.25		
$5 \times 7$		 .75	18 x 22		6.00		
5 x 8		.75	$20 \ge 24$		6.50	0	
$6\frac{1}{2} \ge 8\frac{1}{2}$		.90					

#### Seneca Developing and Printing Outfit

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

Each outfit contains:

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



Price

No. 1 Outfit Complete as above, suitable for  $3\frac{1}{4} \ge 5\frac{1}{2}$  size, or smaller . . . . \$2.00







#### **Royal Photograph Albums**

Royal Albums embrace the best in style, workmanship and material; in price their desirability to similar books is unmistakable.

Black Moire Cloth Flexible Leaves-Carbon Number Size Leaves to Album Price, Each 3300/50 3301/50 3302/50  $5\frac{1}{2} \times 7$ 7 x 10 0 x 12 50 50 50 50 \$ .55 .85 1.401.95 10 3303/50 11 x 14

#### Imitation Leather Walrus Flexible Leaves-Carbon

Genuine Leather "Seal" Flexible Leaves-Carbon

Number	Size	Leaves to Album	Price, Each	Number	Size	Leaves to Album	Price, Each
4300/50 4301/50 4302/50 4303/50	$ \begin{array}{r} 5\frac{1}{2} \times 7 \\ 7 \times 10 \\ 10 \times 12 \\ 11 \times 14 \end{array} $	50 50 50 50 50	\$ .75 1.10 1.95 2.50	5100/50 5101/50 5102/50 5103/50	$5\frac{1}{2} \times 7$ 7 x 10 10 x 12 11 x 14	50 50 50 50 50	\$1.20 1.75 3.05 3.85

#### Interchangeable

Black Silk Cloth Flexible Leaves-Carbon

Imitation Leather "Seal" Flexible Leaves-Carbon

Number	Size	Leaves to Album	Price, Each	Number	Size	Leaves to Album	Price, Each
03100/50 03101/50 03102/50 03103/50	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	50 50 50 50	\$ .90 1.10 1.95 2.50	04100/50 04101/50 04102/50 04103/50	$\begin{array}{c} 5\frac{1}{2} \ge 7 \\ 7 \ge 10 \\ 10 \ge 12 \\ 11 \ge 14 \end{array}$	50 50 50 50	\$1.30 1.65 2.50 3.05

Genuine Leather, Black Walrus Grain, Flexible Leaves-Carbon

Number	Size	Leaves to Album	Price, Each	Number	Size	Leaves to Album	Price, Each
0530/50	$5\frac{1}{2} \times 7$	50	\$1.75	0532 /50	10 x 12	50	\$3.30
0531/50	7 x 10	50	2.20	0533, 50	11 x 14	50	4.15

#### **Royal Film Negative Albums**

**Imitation Leather Seal** 

Prices

No. 23 for 100 negatives 21/4 x 31/4 .			\$ .85	No. 34 for 100 negatives 3¼ x 3¼ .		\$1.10
No. 24 for 100 negatives $2\frac{1}{2} \ge 4\frac{1}{4}$ .		•	.85	No. 35 for 100 negatives 3¼ x 5½ .		1.10

#### **Brushes**

Handy for mounting prints and for use in the dark room.

#### Prices

Bristle Metal Bound Brush for pasting		. \$ .15	\$.25
Camel's Hair Metal Bound for dusting plates and plate holders		25	.50

#### Seneca Print Roller

(With Rubber Roller)

#### Prices .

4 inch 6 inch

# .20 .30

1-in.

·2-in.

#### Art Corners (Engel's Quick Way)

Attaching pictures to the album pages is as simple as the application of a postage stamp. No paste is required—no curling at the corners afterwards. Square, Round, Oval and Fancy designs in either Black or Scotch Gray. Package of 100 corners, 10 cents. val Black val Scotch Gray ancy Black ancy Scotch Gray

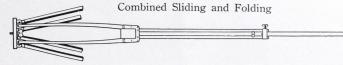
No. 1–Square Black	No. 21–Ov
No. 3–Square Scotch Gray	No. 23—Ov
No. 11-Round Black	No. 31-Fa
No. 13-Round Scotch Gray	No. 33-Fa

#### Focusing Cloth

Our Focusing Cloth is made from the best gossamer material, light in weight, light-tight and waterproof. Each cloth is one yard square. Price each, 75 cents.



#### The Compact Tripod (Wooden Top)



The Compact Tripod, made of ash, is one of the most convenient forms yet devised. It is quickly set up for use, can be adjusted to any desired height and is perfectly rigid. When it is extended it is 4 feet 8½ inches long, while it is but 22% inches in length when folded or closed. The top is so made that the legs, when adjusted, are practically locked, avoiding any possibility of their becoming detached after the tripod is placed and ready for use.

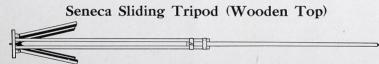
Style	Size of Camera	Weight	Prices
No. 2	5 x 7 and smaller	38 ozs.	\$3.50
No. 2½	6½ x 8½ and smaller	3 lb. 2 ozs.	4.00
No. 3½	11 x 14 and smaller	4 lb. 13 ozs.	5.00

### Special Compact Tripod (Wooden Top)



In design and construction this tripod is similar to the regular compact tripod. It is constructed of ash and the numings are made of brass. The head is detachable. Dimensions: extended, 57 inches; folded, 22¾ inches. trimmings are made of brass. Weight, 27 ounces. . \$2.50

Special Compact Tripod



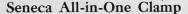
This Sliding Tripod is one of the most simple and improved Tripods in use today. The legs are made in three parts, rendering very firm support. The top is of wood, covered with cloth. It is very rigid. The legs are fastened at the top, leaving the tripod always together and complete.

Style	Length When Ex- tended, Inches	Length When Closed Inches	Size of Camera	Prices
No. 1	561/4	303/4	6 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	\$2.50
No. 2	56¼ 60 58½	303/4 321/2	8 x 10	\$2.50 3.00
No. 4	581/2	33	17 x 20	4.50

## Special Sliding Tripod (Metal Top)

This is a light sliding tripod and is made of spruce, in one size only, suitable for cameras up to 5 x 7 in size. The tripod is made in two sections, the lower half sliding into the other. When closed it measures 30¼ inches and when extended 56% inches. Weight, 20 ounces.

Special Sliding Tripod \$1.00



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

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





Price, each

\$1.25



SENECA CAMERAS



#### A 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.

Price

The Seneca Scale

Kits to Fit Any Holder

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

Prices

$4 \ge 5 - 3\frac{1}{2} \ge 3\frac{1}{2}, 3\frac{1}{4} \ge 4\frac{1}{4}, 3\frac{1}{4} \ge 4$					•		•				•	
$5 \ge 7-3\frac{1}{2} \ge 3\frac{1}{2}, 3\frac{1}{2} \ge 4\frac{1}{2}, 4 \ge 5, 3\frac{1}{2} \ge 5\frac{1}{2}$	•			•	•	•	•	•	•	•	•	.25
$5 \ge 8 - 4 \ge 5, 4\frac{1}{4} \ge 6\frac{1}{2}, 3\frac{1}{4} \ge 4\frac{1}{4}, 3\frac{1}{4} \ge 5\frac{1}{2}$					•	•	•	•	•	•	•	.25
$6\frac{1}{2} \times 8\frac{1}{2} - 3\frac{1}{2} \times 4\frac{1}{2}, 4 \times 5, 3\frac{1}{2} \times 5\frac{1}{2}, 4\frac{1}{2} \times 6$	<sup>₺</sup> , 5 X	7	•	•	•	•	• 1	•	•	•	•	.30
$8 \ge 10 - 4 \ge 5$ , $3\frac{1}{4} \ge 5\frac{1}{2}$ , $4\frac{1}{4}$ , $\ge 6\frac{1}{2}$ , $5 \ge 7$ , $\frac{1}{2}$	5 x 8,	$6\frac{1}{2}$ x	81	•	•	•	•	•	•	•	•	.40
	•				•	•	•		•	•	•	.50

#### The Seneca Exposure Card

Though primarily intended for the beginner, the Seneca Exposure Card is an invaluable guide to correct exposure for all amatures. Exposures for all subjects, stops and conditions of light are read at a glance in a simple reference table. It gives accurate light values for the various months and hours. Printed on tough cardboard. Handy vest-pocket size  $2\frac{1}{4} \times 4$  inches.

## Price

The Seneca Exposure Card (post paid)

# THE SIMPLEX EXPOSURE SCALE Weinstand Wein

## Simplex Exposure Scale (Aluminum)

This is the most convenient and reliable exposure calculator ever devised. Its Month and Hour light factors are based on exact astronomical calculations, which are positively accurate. It may be used for interiors and outdoor subjects. A full list of anastigmat, rectilinear and single lens stops, adapts it for use with all cameras. One movement of the slide and the exposure is read for every stop and speed of plate at a glance. Revised film and plate speed list includes all popular brands. Made of aluminum. Size 2 x 4 inches. Price, with complete instructions, each . \$.40

#### Seneca Push Cord Release

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

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

Price . . . \$ .35



\$3.00

\$.15

#### Seneca Camera Dressing





#### Seneca Steel Enameled Trays

(Triple Coated)

Durability and strength mark these trays as the most desirable for all practical purposes.

They are one piece stamped from the best sheet steel, triple coated with the finest quality white porcelain enamel having blue enamel rim. These trays offer a most superior chemical and acid resisting product, for either cold or heated solutions.

Full Size	For Plate	Depth	Price Each	Full Size	For Plate	Depth	Price Each
$\begin{array}{c} 4\frac{1}{2} \times 5\frac{3}{4} \\ 4\frac{1}{4} \times 6\frac{1}{8} \\ 5\frac{1}{2} \times 7\frac{3}{4} \\ 5\frac{3}{4} \times 9 \\ 7\frac{3}{4} \times 10 \end{array}$	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	$ \begin{array}{c} 1\frac{1}{4}\\ 1\frac{1}{4}\\ 1\frac{3}{8}\\ 1\frac{1}{2}\\ 1\frac{1}{2} 1\frac{1}{2} \end{array} $	\$ .50 .50 .80 .90 1.10	$\begin{array}{c} 9 & x & 11 \\ 1034 & x & 13 \\ 1234 & x & 15\frac{1}{2} \\ 13\frac{1}{2} & x & 17\frac{1}{2} \\ 15 & x & 17\frac{3}{4} \end{array}$		$ \begin{array}{r} \cdot & 15\% \\ & 15\% \\ & 2 \\ & 2 \\ & 21/4 \end{array} $	\$1.40 2.25 3.00 3.50 4.50

#### Seneca Japanned Trays

#### Tank-Tray Thermometer

Combining the most efficient Thermometer for either tank or tray use. Made of brass, silver plated, renders it non-corroding. It has two retaining springs for tray and hook for tank use, also opening to hang up.

Price, each .



\$ .20

#### **Negative Racks**

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

P	ri	c	es	

No. 1—Holding 12 negatives	•		•		•	•	 \$ .25
No. 2—Holding 24 negatives	•	•	•	•	•		.35

\$ .75

## Seneca Measuring Glass

(Necessary	for Every	Dark Room	)

Prices

										11000 2.255
4 ounce				•				•	\$ .15	14 2 201
8 ounce									.20	
16 ounce									.30	0



Price, each

#### 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.

Prices

Seneca Candle Lamp					•					•	•	•	•	•	\$ .35
Candles per dozen	•	•	•	•	•		•	•	•	•	•	•	•	•	.50
Candles per gross	•	•		•	•	•	•	•	•	•	• •	•	•	•	5.00

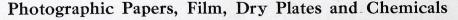
#### Seneca Oil Lamp

This lamp is fitted with both orange and ruby glass to insure perfect safety in handling the most highly sensitized film or plate. Proper ventilation is provided to obviate smoking and going out. Filled from outside, not requiring to remove burner.



\$.75







#### Defender Argo Paper

In ordering be sure to mention the degree of contrast, surface desired and weight.

#### Argo-A Developing (Gaslight) Paper

Five surfaces: Matte, Gloss, Velours, Rough and Buff. Three emulsions: Hard, Normal and Soft. Double or single weight; combines brilliancy, depth of tone and rich detail with a good speed and unequalled latitude,

Single Weight

Double Weight

C'	Size Single Weight		Double	e Weight	0:	Single	Weight	Double Weight		
Size	Doz.	Gross	Doz.	Gross	Size	Doz.	Gross	Doz.	Gross	
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	\$ .12 .12 .12 .15 .15	$$1.20 \\ 1.20 \\ 1.20 \\ 1.50 \\ 1.50 \\ 1.50 $	\$ .15 .15 .15 .20 .20	\$1.50 1.50 1.50 2.00 2.00	$\begin{array}{ccccc} 4 & x & 6 \\ 5 & x & 7 \\ 6\frac{1}{2} & x & 8\frac{1}{2} \\ 8 & x & 10 \\ 11 & x & 14 \end{array}$	\$ .15 .30 .50 .70 1.35	\$1.50 3.00 5.00 7.00 14.00		\$2.00 3.50 6.00 9.00 17.50	

Prices

10-foot Rolls, 20 Inches Wide

10-foot Rolls, 20 inches wide 10-foot Rolls, 40 inches wide	:	·	•	÷	:	•	•	:	•	:	•	:	\$1.60 3.20	\$1.80 3.60
10-yard Rolls, 20 inches wide 10-yard Rolls, 40 inches wide	:	÷	:	÷	:	÷	:	:	÷	:	•	•	4.00 8.00	4.80 9.60
									C					

Argo is furnished in half gross packages at one-half the gross price.

#### **Enlarging Argo**

A Chloride paper comparatively fast in speed for enlarging. With this brand of paper, enlarged prints may be made possessing the same rich tone values as can be obtained with slow chloride papers used for contact printing. Enlarging Argo is made in eight grades and in but one degree of contrast.

Grades

Grade	Surface	Tint	Weight	Grade	Surface	Tint	Weight
A	Glossy	White	Single	C	Matte	White	Single
AA	Glossy	White	Double	CC	Matte	White	Double
B	Semi-Matte	White	Single	DD	Rough Matte	Buff	Double
BB	Semi-Matte	White	Double	EE	Diagonal Linen	Buff	Double

Prices

	Single Weight		Double Weight				
Size	Dozen	Gross	Dozen	Gross			
8 x 10	\$ .70	\$ 7.00	\$ .80	\$ 9.00 17.50			
$11 \times 14$ 12 x 16	$1.35 \\ 1.70$	14.00 17.50	1.60 2.00	21.50			
$14 \times 17$ 16 x 20	2.00 2.50	21.00 28.00	2.40 3.20	27.00 36.00			

Double weights of Enlarging Argo are packed in half gross packages. Price of same is pro rata, *Prices of smaller and larger sizes, also in rolls, furnished upon request.* 

#### Sensitized Post Cards

Argo Post Cards in Matte, Gloss and Velours surfaces and the same grades of emulsion as Argo Paper.

			L L L	ces	5							
Sensitized Post Cards, per dozen												\$ .15
Sensitized Post Cards, per gross								•	•			1.50
Sensitized Post Cards, per 1,000	•			•		•		•	•	•	•	8.25





#### Photographic Papers, Dry Plates and Chemicals-Continued

#### Argotone-A Perfect Portrait Paper

A high grade slow speed developing paper for portrait work

Argotone has correct gradation and the right degree of contrast for printing from average portrait negatives. It is abundant in tone value from blue-black to decided olive and yields beautiful sepia tones with the usual toning formula. Argotone is made in seven grades.

Grades	of	Argoton	6
--------	----	---------	---

Grade	Surface	Tint	Weight	Grade	Surface	Tint	Weight
I II III IV	Semi-matte Semi-matte Smooth Matte Rough Matte	White White White White	Single Double Double Single	V VI VII	Rough Lustre Rough Matte Diagonal Linen	Buff Buff Buff	Double Double Double

#### Prices

<u> </u>	Sing	le Wt.	Doub	ole Wt.	Size	Sing	le Wt.	Double Wt.		
Size	Doz.	Gro.	Doz.	Gro.	5120	Doz.	Gro.	Doz.	Gro.	
$3\frac{7}{8} \times 5\frac{1}{2}(cab't)$ $4 \times 6$ $4\frac{1}{4} \times 6\frac{1}{2}$ $4\frac{3}{4} \times 6\frac{1}{2}$ $5 \times 7$	\$ .15 .25 .25 .30 .35 .35	\$1.50 1.50 2.50 2.50 3.00	\$ .25 .25 .30 .30 .35	\$2.00 2.00 3.00 3.00 3.50	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	\$ .50 .55 .60 .70 .90	\$5.00 6.00 6.50 7.00 8.50	\$ .60 .65 .75 .80 1.00	\$6.00 7.00 8.00 9.00 11.00 13.50	
5 x 8 5 <sup>1</sup> / <sub>2</sub> x 7 <sup>3</sup> / <sub>4</sub>	.35 .35 45	3.50 4.00 4.50	.40 .45 50	4.00 4.50 5.00	10 x 12 11 x 14	1.00 1.35	$10.00 \\ 14.00$	1.20 1.60		

Double Weight grades of Argotone are packed in half-gross packages. The price of half-gross packages is one-half the gross price.

#### Seneca Dry Plates

The Seneca Dry Plate is a plate of general utility, that may be used by the amateur and professional alike successfully under all conditions. It is rapid enough for all ordinary requirements, does not soften or frill in the hottest of weather, is clean and exceptionally fine grained. Made in all the popular sizes.

Size	Price per Dozen	Size	Price per Dozen
$\begin{array}{rrrrrrrrrrrrrrrrrrrrrrrrrrrrrrrrrrrr$	\$ .45 .65 .65 .90	$5 \times 7$ $6\frac{1}{2} \times 8\frac{1}{2}$ $8 \times 10$	\$1.10 1.65 2.40

Prices of larger sizes furnished upon request.

#### Seneca Photo Optical Outfit

(For Hand Cameras)

This outfit consists of four Lenses, one Ray Filter and one Duplicator, highly nickeled mounting, furnished complete in a plush lined leather covered case. They are made to slip over the lens hood and are fitted with adjustable springs. The combinations will be supplied separately when desired.

				P	rice	S						
Outfit complete for	or 4 x	5 and	15 x	7, di	ame	ter o	f lens	$1\frac{5}{16}$	inches	з.	. \$3.00	SUPPLEMENTARY LENSES
Enlarging and Co	pying	Lens	;								50	
Wide Angle Lens		•									50	000
Portrait Lens					• .			١.			50	N N N N N
Tele Photo Lens											50	
Ray Filter .											50	
Duplicator .											50	
Any three of the	above	Supr	leme	entar	v Le	nses	and	Dupl	icator.	making	four in	all, fur-

#### 



#### Seneca Ray Screen

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

Size of Ray Screen	Outside Diameter	Diameter of Lens	Prices
No. 1	$1\frac{1}{2}$ inch	1¼ inch	$\$1.00 \\ 1.25 \\ 1.50$
No. 2	2 inch	1¾ inch	
No. 3	$3\frac{1}{4}$ inch	2% inch	

SENECA CAMERAS

#### Seneca M. Q. Developing Powders

For developing Seneca, Argo or any other developing or gas-light paper. This is a carefully prepared universal Metol-Hydrochinon developer; used also in developing plates and film. Put up in glass tubes ready for use. Each tube makes 6 ounces of developer for regular papers; 8 ounces for films, plates and Bromide Papers.

#### Price

#### De-Fen-Co Developer

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

#### **De-Fen-Co Hardening Solution**

For acidifying the hypo fixing bath. Keeps indefinitely without deterioration. Four-ounce bottle, \$ .15 Eight-ounce bottle, \$ .25 Sixteen-ounce bottle, \$ .40

#### Defender Tank Developing Powders

Six sets of powders in box.

For  $2\frac{1}{4} \ge 3\frac{1}{4}$  film, \$ .25

For  $3\frac{1}{4} \ge 5\frac{1}{2}$  film, \$ .30 For 5 x 7 film, \$ .35



#### Hypo (Hyposulphite of Soda)

## Seneca Acid Fixing Bath

A most satisfactory fixing bath for Seneca, Argo and all other developing papers, Monox and all Bromide papers; Vulcan and all other films, also Vulcan and all other dry plates.

1-lb. box, making 64 ounces solution							\$ .25
<sup>1</sup> / <sub>2</sub> -lb. box, making 32 ounces solution			-				.15
$\frac{1}{4}$ -lb. box, making 16 ounces solution							.10

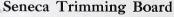
#### **Defender Intensifier**

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

#### Premo Film Packs

Twelve exposures in each pack.

No.	Size			Prices	No.	Size			Prices	No.	Size		Prices
	13/4 x 23/8			\$ .25		3¼ x 4¼ .			\$ .70	323	$4 \ge 5$		. \$ .90
	$2\frac{1}{4} \times 3\frac{1}{4}$		•	.40		$3 \times 5\frac{1}{4}$			.75	315	5 x 7		. 1.60
316	$2\frac{1}{2} \ge 4\frac{1}{4}$			.50	322	3A (3¼ x 5½	) .	1.	.80				



(Insures Perfect Trimming of Prints)

The Seneca Trimming Board is made with adjustable spring attachment holding the blade upraised ready for instant use. Each size is fitted with a measuring rule affording accuarcy in trimming, the blade being carefully adjusted to cut clean, sharp edges. Offered in three sizes:

#### Prices

No. 1 SENECA—Diamond Trimmer 6-inch blade		\$2.00
No. 2 SENECA—Dandy Trimmer 8-inch blade		2.50
No. 3 SENECA-Studio Trimmer 10-inch blade		3.50





#### Actino Flashlight Holder

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

#### Actino Flashlight Cartridges



Snapshots indoors or at night with Actino Flashlight Cartridges will in later years bring back memories of joyous occasions which would otherwise be forgotten. The cartridges are kept and handled with absolute safety. Their convenience is unequalled-remove the cap of the cartridge and light the fuse. The illumination is even with a minimum of smoke and so short that it stops all movement and gives natural pleasing expressions.

Price	3				Per bo	x of six
No. 12 Illuminates fully a 12 ft. room						\$ .35
No. 18 Illuminates fully an 18 ft. room	· · ·					.50
No. 30 Illuminates fully a 30 ft. room	· ·					.60
Miscellaneous	3 Supplie	es				
All Milled Head Screws		• •			•	\$.30
Bulbs and Tubes, to fit any Shutter						.35
Blotting Paper, 19 x 24, per dozen		• •			•	1.50
Glass for Seneca Lamp, Ruby or Orange					•	.20
Ground Glass for 4 x 5 Cameras, 20c; for 5 x 7	Cameras, 2	25c; for 6	$5\frac{1}{2} \ge 8\frac{1}{2}$	Came	eras,	
40c; for 8 x 10 Cameras, 65c; for 11 x 14 Cam	eras .					.75
Orange or Ruby Fabric, per sq. yd						.75
Screws for Tripods						.30
Shoulder Straps, 56 inches						.50
Shoulder Straps, 66 inches						.60
Brilliant View Finders				•		2.00
Lens Boards for Hand	and Vie	w Can	1eras			
		w Gan	icias			
For Hand Cameras up to and including 5 x 7 size	• •	• . •	• •	•	•	\$ .60
For Hand Cameras larger than 5 x 7 size	• •	• •	• •	•	•	.90
For View Cameras up to and including 8 x 10 size	• •	• •	• •	•	•	.90
For View Cameras larger than 8 x 10 size	• • •	• •	• •	•	•	1.25
Bellows for Hand an	d View	Came	ras			
Extra bellows will be furnished as follows:						
Size Camera						Prices
4 x 5 —Seneca No. 29						\$3.00
Filmetts and Roll Film Senecas all sizes	•					3.50
4 x 5 —Seneca Nos. 31–3A						3.50
$4 \times 5$ —Seneca Nos. $8-9$						5.00
$5 \times 7$ —Seneca No.8				•		6.00
$5 \times 7$ —Seneca No. 9	•	•	•			8.00
5 x 7 —New Improved or Camera City View	Leatheret	\$6.00 L	eather			0.00
$6\frac{1}{2} \times 8\frac{1}{2}$ """""""""""	"	7.00.	"			
$8 \times 10^{-10}$ """""""""	**	8.00,	"		Prices	
$11 \times 14 - "$ " " " " " "	56	10.00,	"	٢.	genu	
5 $\times$ 7 —Competitor View	66	5.00,	"			pellows
$6\frac{1}{2} \times 8\frac{1}{2}$ "" · · · · · ·	c4	6.50,	"	uj	pon re	quest
$8 \times 10^{-10}$ """	"	7.00,	"			

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

#### **Canvas Cases for View Cameras**

To Carry	Style	5 x 7	6½ x 8½	8 x 10	11 x 14
Camera and Holders	Square Oblong	\$4.00 4,50 5,50	\$4.25 5.00 6.00	\$4.50 5.50 6.50	\$7.00 9.00 9,50







Vulcan Roll Film

Non-curling, Orthochromatic, Non-Halation

Made by Eastman Kodak Company

Comparative tests have proven this film to be in every respect equal, if not superior, to any other film cartridge on the market. It is manufactured by the largest film makers

in the world. This superior quality and most popular roll film is non-curling, non-halation and orthochromatic, thus offering a product of the highest standard.

Every Vulcan Film cartridge is carefully wrapped in tinfoil to protect it against climatic change, assuring the user of best results.

Prices—For the convenience of film purchasers we give below a table showing the sizes of Vulcan Film and the various cameras which they will fit.

No.	Film	Size of Picture	Cameras	6 Exp.	12 Exp.
254	15% in.	15% x 21/2 in.	Vest Pocket Seneca, Military Vest Pocket, Vest Pocket Kodak No. 0 Brownie, V. P Rexo, No. 0 Ansco V. P.	20c 8 Exp.	
242	15% in.	15% x 21/2 in.	No. 0 Folding Pocket Kodak, No. 0 Graphic	15c	
234	2¼ in. A	2¼ x 2¼ in.	No. 1 Brownie, No. 1 Buster Brown	15c	
240	2¼ in. B	2¼ x 3¼ in.	No. 2 Scout, No. 1 Seneca Junior, No. 1 Kodak Jr. No. 2 Brownie, No. 2 Folding Brownie, No. 2 Hawk Eye No. 2 Folding Cartridge Premo, V. P. Ansco Nos. 1, 2 and 3 No. 2 Buster Brown, No. 1 and No. 2 Folding Buster Brown 2¼-in. Ensign Box, 2¼-in. Ensign Jr., Ensignette Jr. No. 24B Nos. 0 and 1 Ingento, No. 1 Rexo Jr., No. 2 Rexoette	20c	
210	2¼ in. C	2¼ x 3¼ in. 2¼ x 7 in.	No. 1 Roll Film Seneca No. 1 Folding Pocket Kodak No. 1 Panoram Kodak	20c	
232	2½ in.	2½ x 4¼ in.	<ul> <li>No. 1A Roll Film Seneca, No. 1A Seneca Chief, No. 2A Scout</li> <li>No. 2A Folding Scout, No.1A F.P. Kodak Special, No.1A F.P. Kodak</li> <li>No. 1A Kodak Jr., No. 2A Brownie, No. 1A Graffex</li> <li>No. 1A Speed Kodak, No. 1A Folding Hawk Eye, No. 2A Hawk Eye</li> <li>No. 2A Folding Brownie, No. 2A Folding Cartridge Premo</li> <li>No. 1A Ansco Jr., No. 2A Buster Brown</li> <li>No. 2A Folding Buster Brown</li> <li>2½-in. Box Ensign, 2½-in. Ensign Jr., 2½-in. Folding Ensign</li> <li>No. 1A Rexo, No. 1A Rexo Jr., No. 1A Ingento, No. 1A Ingento Jr.</li> </ul>	25c	50c
260	2% in.	2% x 4% in.	No. 2C Seneca Chief, No. 2C Folding Scout, No. 2C Scout No. 2C Kodak Junior, No. 2C Folding Brownie No. 2C Rexo, No. 2C Rexo Jr., No. 2C Rexoette	35c	60c 10 Exp.
236	3¼ in.	3¼ x 4¼ in. 3¼ x 6½ in.	No. 3 Roll Film Seneca No. 3 F. P. Kodak, No. 3 Folding Weno, No. 3 Focusing Weno No. 3 Special Kodak, No. 3 Folding Buster Brown Nos. 1, 2 and 3 Stereo Hawk Eye, No. 5 Weno No. 3 Folding Hawk Eye, Nos. 3, 4 and 6 Folding Ansco No. 3 Buster Brown, No. 3 Ansco Speedex 34-in. Box Ensign, 34-in. Ensign Jr., 34-in. Folding Ensign No. 3 Rexo, No. 3 Rexo Jr., No. 3 Ingento, No. 3 Ingento Jr. No. 3 Rexoette	35c	70c
248	3¼ in. B	3¼ x 4¼ in.	No 3 Scout, No. 3 Folding Scout No 3 Brownie, No. 3 Folding Brownie, No. 3 Bulls Eye	35c	70c
244	3¼ in. A	3¼ x 5½ in.	<ul> <li>No. 3A Roll Film Seneca, No. 3A Folding Scout, No. 3A F. P. Kodak</li> <li>No. 3A F. P. Kodak Special, No. 3A Graflex</li> <li>No. 3A Folding Brownie, No. 7 Weno</li> <li>No. 3A Folding Hawk Eye, No. 9 Ansco, No. 10 Ansco</li> <li>No. 3A Folding Buster Brown, No. 3A Ansco Jr.</li> <li>No. 3A Folding Buster Brown, No. 3A Ansco Jr.</li> <li>No. 3A Folding Ensign Jr., Postcard Folding Ensign</li> <li>No. 3A Rexo, No. 3A Rexo Jr. 3A Ingento, No. 3A Ingento Jr.</li> <li>No. 3A Rexoette</li> </ul>	40c	70c 10 Exp.
250	3¼ in. C	3¼ x 5½ in.	No. 3A Scout No. 3B Quick Focus Kodak, Stereo Brownie No. 3B Folding Hawk Eye No. 6 Weno, No. 3A Ansco (box)	40c	70c 10 Exp.
202	3½ in.	3½ x 3½ in. 3½ x 7 in.	No. 2 Bullet, No. 2 Bullet Special, No. 2 Bulls Eye No. 2 Bulls Eye Special, No. 2 F. P. Kodak No. 2 Flexo Kodak, No. 2 Stereo Kodak, No. 2 Weno Nos. 3 and 4 Stereo Hawk Eye, No. 1 Ansco	30c	60c
206	4 in.	4 x 5 in.	No. 4 Bullet, No. 4 Bulls Eye, No. 4 Bulls Eye Special No. 4 Folding Weno, No. 4 Focusing Weno No. 4 Panoram Kodak, No. 4 Weno Nos. 5 and 7 Folding Ansco, No. 4 Bullet Special	45c	75c 10 Exp.
246	4 in. A	4 x 5 in.	No. 4 F. P. Kodak, No. 4 Screen Focus Kodak No. 4 Folding Hawk Eye	45c	90c
238	4¼ in.	4¼ x 3¼ in.	No. 3 Cartridge Kodak	35c	70c
252	4¼ in. A	4¼ x 6½ in.	No. 4A F. P. Kodak, No. 4A Speed Kodak	65c	
208	5 in.	5 x 4 in.	No. 4 Cartridge Kodak, No. B Al Vista, No. 5D Al Vista	45c	90c
230	7 in.	7 x 5 in.	No. 5 Cartridge Kodak, No. 7D Al Vista, No. 7E Al Vista	80c	



GENERAL OFFICES AND FACTORY

# WARRANTY-GUARANTY

SENECA CAMERAS are guaranteed against defective workmanship or material for one year from date of factory shipment, to the extent that we will replace any defective part which fails as a result of original defect, providing it is returned to the factory. This guaranty also applies to the lenses and shutters, all of which are of standard make and guaranteed by the manufacturers. We allow ten days' trial of the entire equipment, and if not satisfactory full amount refunded. We reserve the right to make changes or improvements at any time without incurring any obligation to install them upon cameras previously sold. List prices in this catalogue are subject to change without notice. For the convenience of our customers, we suggest that they purchase direct from the local dealers, where such are established, at a saving to themselves of time and transportation charges. All merchandise is shipped F. O. B. Rochester, N. Y.

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

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Catalogue S-Destroy previous issue

