

SENECA CAMERAS



1921



LOOK FOR THIS SIGN

The Name
SENECA

on Photographic
Apparatus or
Materials of Any
Kind is an Abso-
lute Guarantee
of Quality.

*"THERE IS SOMETHING
IN THE NAME"*

Introduction

WITHOUT a doubt you have procured this Catalog with the purpose of looking it over and selecting a Seneca Camera. It is fitting that we say a few words to aid you in your selection, for it is necessary that you choose the right Camera for the work you want to do, in order to be completely satisfied.

There are many Seneca Cameras. In fact, they cover the entire field of Photographic Art. For the adult beginner there is a fixed-focus folding camera that renders excellent results and is easily manipulated. For the school-boy or school-girl there is the Scout, a box camera. Its operation is Simplicity, itself. Beginning with these two instruments, we pass on to a wide range of Senecas adapted to various purposes, until we come to the reflecting camera, the highest type of hand camera.

Turn with us the pages of this book and you will be sure to see some particular Seneca that appeals to you and answers your purpose. Go to your nearest Seneca Dealer and he will be glad to show you the Camera and give you advice on the lens equipment best suited for your work.

Here, at Rochester, the Camera City of the world, we maintain an expert Service Department. If it is not convenient for you to go to a Seneca Dealer, write us and we will answer every question willingly.

Seneca Cameras are sold on a guaranty that the money is to be refunded if the Camera is not satisfactory after ten days' trial.

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We will mail, upon request, a separate catalog giving description and list prices of our New Improved Seneca View and Camera City View, also the famous Nos. 8 and 9 Seneca plate Cameras. It contains list prices and descriptions of our entire line of tripods, plate holders, lenses and shutters, printing frames and other accessories.

Seneca Shutters

THE Seneca Trio is a durably made, automatic shutter. It has three speeds and the usual Time and Bulb exposures. Either the finger release or the push cord release can be used to operate it.



Seneca Trio

The Victo and Autic Shutters differ only in their fractional speed gradations, the Victo having four and the Autic six, besides the usual Time and Bulb exposures. All working parts are protected from dust by the outer casing which is handsomely finished in black enamel.



Seneca Autic

The Optimo Shutter is for speed work with Anastigmat Lenses. An exposure as short as 1/300 second is possible with this shutter. It has eight fractional speeds besides the usual Time and Bulb exposures and works without jar at its highest speed.

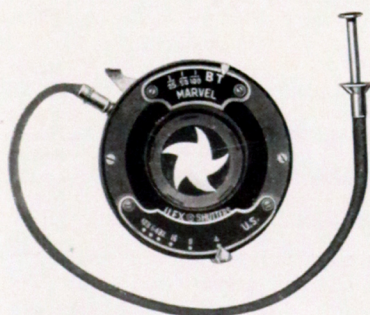


The Optimo

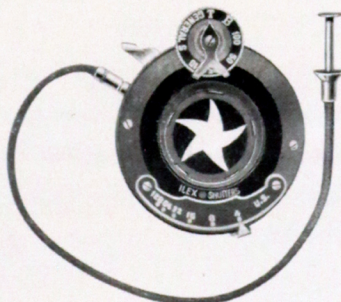
The Ilex Marvel Shutter has three speeds and the usual Time and Bulb exposures. It is well made and operates with either finger or push cord release.

The Ilex General is a fast automatic shutter having the accurate Ilex gear system. It has a milled disc for speed adjustments and is accurate and efficient. It operates with finger or push cord release.

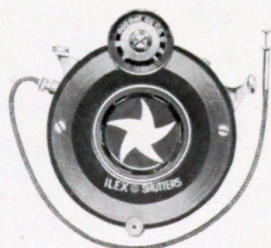
The Ilex Acme Shutter is a speed shutter having gradations from one second to 1/300 second besides Time and Bulb exposures. It is designed for use with high-grade Anastigmat Lenses and gives a large light aperture while the shutter itself is comparatively small.



Ilex Marvel



Ilex General



Ilex Acme

The Vest Pocket Seneca

“LITTLE INDIAN”

Takes any standard make film cartridge

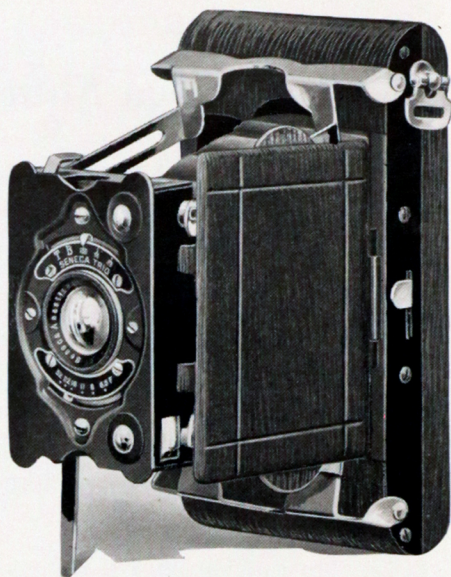
THE Vest Pocket Seneca is a practical little Camera combining simplicity, compactness and real picture-taking ability. It takes pictures measuring $1\frac{5}{8} \times 2\frac{1}{2}$ inches.

Getting good pictures with the Vest Pocket is easy. Open the protecting door, pull out the front which automatically locks in the correct position and the Camera is ready for work. No focusing or estimating distances is necessary; every object six feet or more from the lens will be sharp and clear in the picture.

A feature of the Vest Pocket is its ease of loading. The back can be removed and film inserted handily.

The Vest Pocket is furnished in four lens equipments. The Meniscus Achromatic lens gives satisfactory results in bright sunlight. The Rapid Rectilinear lens is slightly faster and is better suited for photographing architectural subjects. The $f:7.5$ and $f:6.3$ Anastigmat lenses produce excellent negatives even on gray days when the light is poor. Pictures made with these lenses can be enlarged without losing sharpness or detail.

The Vest Pocket is staunchly made of aluminum. The body is covered with black grain leather; the bellows is black and metal parts are highly nicked, giving the Camera a trim, attractive appearance.



Details

For rectangular pictures $1\frac{5}{8} \times 2\frac{1}{2}$ inches.
Capacity—8 exposures without reloading.
Dimensions of Camera— $1 \times 2\frac{3}{8} \times 4\frac{7}{8}$ 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, Anastigmat $f:7.5$, $3\frac{1}{2}$ -inch focus or Anastigmat $f:6.3$, $3\frac{1}{2}$ -inch focus.

Shutter—Trio (dustproof), or Ilex Marvel Automatic for Time, Bulb or Instantaneous exposures of $1/25$, $1/50$ and $1/100$ part of a second.

Bellows—Genuine leather.

Frame—Aluminum.

Trimnings—Nickel plated, fine grain genuine leather covering.

View Finders—Two brilliant.

Prices

Vest Pocket Seneca with Meniscus Achromatic Lens and Trio or Ilex Marvel Shutter	No. 12 \$9.75
Vest Pocket Seneca with Rapid Rectilinear Lens and Trio or Ilex Marvel Shutter	No. 14 11.25
Vest Pocket Seneca with Anastigmat Lens, speed $f:7.5$, and Trio or Ilex Marvel Shutter	No. 15 19.00
Vest Pocket Seneca with Anastigmat Lens, speed $f:6.3$, and Trio or Ilex Marvel Shutter	No. 16 25.00
Film Cartridge, 8 exposures, $1\frac{5}{8} \times 2\frac{1}{2}$, No. 12725
Black Leather Carrying Case	2.00
Russet Leather Carrying Case for Belt	1.75
Seneca Portrait Attachment75

The No. 1 Seneca Junior

Takes any standard make film cartridge

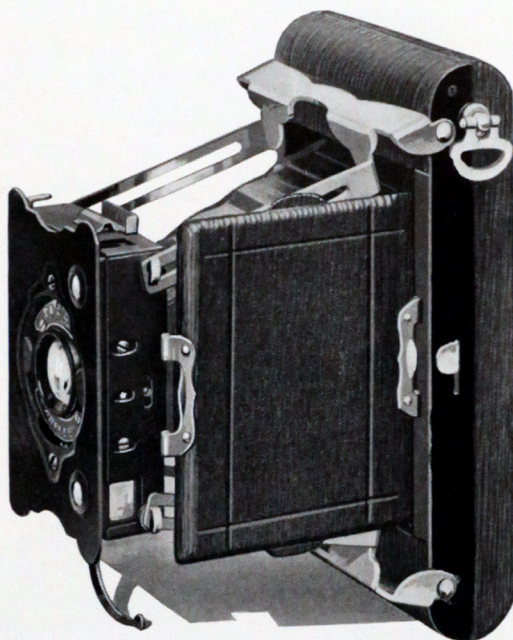
THE No. 1 Seneca Junior Camera has the handsome, compact construction of the Vest Pocket and takes a much larger picture. The picture size, $2\frac{1}{4} \times 3\frac{1}{4}$ inches, is ideal; while large enough for portrait work, it is a pleasing proportion for enlarging.

A special feature of the Junior is the Kwikset focusing bar used in focusing the speedy Anastigmat models. A slight pressure of the thumb and forefinger on this bar quickly and accurately focuses the lens for near, medium or far distance. This device insures sharp, clean-cut negatives.

The Meniscus Achromatic and Rapid Rectilinear equipments appeal to the beginner. They take excellent pictures under favorable light conditions and require no focusing.

The $f:6.3$ Junior is a Camera for extreme speed work. For athletic events, horse races or for pictures of any swiftly moving objects, it is at its best. The $f:7.5$ lens gives 20% more speed than ordinary camera lenses of the Rapid Rectilinear type. $F:6.3$ is 61% faster than the Rapid Rectilinear Lenses.

The Junior is a very handsome, thin model Camera. It is staunchly made to stand carrying in the pocket and is covered with genuine leather. All metal parts are triply nickelled.



Details

For rectangular pictures $2\frac{1}{4} \times 3\frac{1}{4}$ inches.

Capacity—6 exposures without reloading.

Dimensions of Camera— $1\frac{1}{4} \times 3\frac{1}{4} \times 6\frac{1}{4}$ inches.

Weight—14 ounces.

Focus—Fixed, always set.

Lens—Meniscus Achromatic, $3\frac{5}{8}$ -inch focus; Rapid Rectilinear $4\frac{1}{8}$ -inch focus; Anastigmat, $f:7.5$, $4\frac{1}{4}$ -inch focus, or Anastigmat $f:6.3$, $4\frac{1}{4}$ -inch focus.

Shutter—Trio (dustproof) or Ilex Marvel for Time, Bulb or Instantaneous exposures of $1/25$, $1/50$, $1/100$ part of a second.

Bellows—Genuine leather.

Trimnings—Nickel-plated, fine grain genuine leather covering.

Frame—Aluminum.

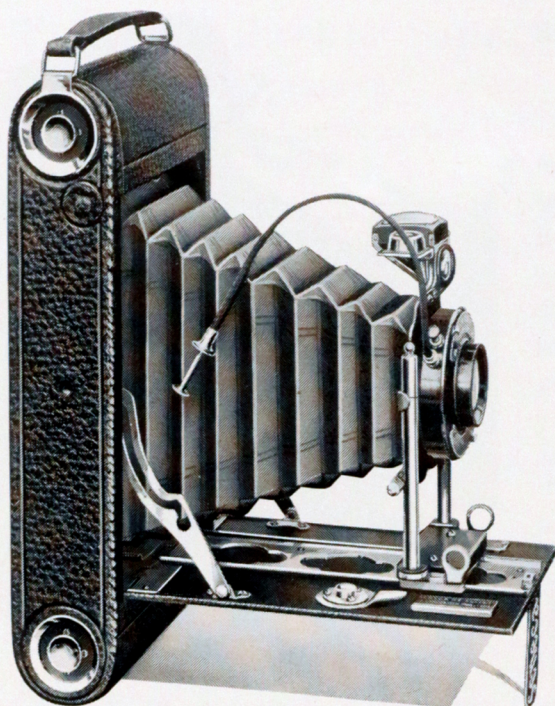
View Finders—Two brilliant.

Prices

No. 1 Seneca Junior with Meniscus Achromatic Lens and Trio or Ilex Marvel Shutter	No. 20 \$11.50
No. 1 Seneca Junior with Rapid Rectilinear Lens and Trio or Ilex Marvel Shutter	No. 21 13.00
No. 1 Seneca Junior with Anastigmat Lens, speed $f:7.5$ and Trio or Ilex Marvel Shutter	No. 22 22.50
No. 1 Seneca Junior with Anastigmat Lens, speed $f:6.3$ and Trio or Ilex Marvel Shutter	No. 24 27.50
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$, No. 120	.25
Leather Carrying Case	3.00
Seneca Portrait Attachment	.75

Prices include excise war tax

Page Five



The 1 and 1A Roll Film Senecas

Take any standard make film cartridge

THE two popular models illustrated here differ only in the size of the picture they take, the No. 1 making pictures $2\frac{1}{4} \times 3\frac{1}{4}$ inches and the No. 1A, $2\frac{1}{2} \times 4\frac{1}{4}$ inches. Both cameras are favorites with the discriminating amateur.

The bodies of these cameras are made of high-grade aluminum and covered with seal grain leather. All metal parts are finished in nickel and black enamel. The film chambers are made large enough to accommodate either six or twelve exposure film cartridges, giving an added advantage to the tourist.

The Meniscus Achromatic equipment will secure excellent negatives under normal light conditions, and the Rapid Symmetrical Lens equipment is recommended for pictures under less favorable light conditions and for photographing architectural subjects. The Meniscus Achromatic Lens is commonly known as a Single Lens. The Rapid Symmetrical Lens is a double lens and has over twice the speed of the Meniscus Achromatic.

The Trio Shutter having exposures of $1/25$, $1/50$, $1/100$ part of a second, besides the usual Time and Bulb exposures, is furnished with the Meniscus Lens. The Rapid Symmetrical equipment may be had with either Trio or Autic Shutter.

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—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—Trio or Ilex Marvel; Autic or Ilex General.

Lens—Meniscus Achromatic, No. 1, $3\frac{3}{8}$ -inch focus, No. 1A, $4\frac{1}{8}$ -inch focus; or Rapid Symmetrical, speed $f:8$, No. 1, $4\frac{1}{4}$ -inch focus, No. 1A, $5\frac{1}{2}$ -inch focus.

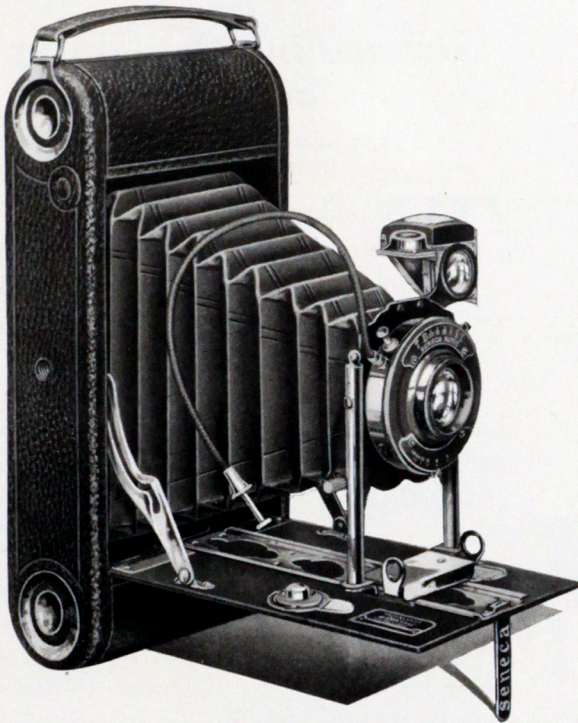
Manual of Photography and Instruction Book.

Prices

	No. 1 $2\frac{1}{4} \times 3\frac{1}{4}$	No. 1A $2\frac{1}{2} \times 4\frac{1}{4}$
Roll Film Seneca with Meniscus Achromatic Lens and Trio or Ilex Marvel (dustproof) Automatic Shutter	No. 30 \$17.00	No. 31 \$21.00
Roll Film Seneca with Rapid Symmetrical Lens, speed $f:8$, and Trio or Ilex Marvel (dustproof) Automatic Shutter	No. 32 19.00	No. 33 23.00
Roll Film Seneca with Rapid Symmetrical, speed $f:8$, Lens and Autic or Ilex General (dustproof) Automatic Shutter	No. 34 21.00	No. 35 25.00
Black sole leather Carrying Case with strap	4.25	4.25
Black leatheret Carrying Case	2.75	2.75
Film Cartridge, 12 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$, No. 105	.50	
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$, No. 105	.25	
Film Cartridge, 12 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$, No. 116		.60
Film Cartridge, 6 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$, No. 116		.30
Seneca Portrait Attachment	.75	.75

The 3 and 3A Roll Film Senecas

Take any standard make film cartridge



THESE models are popular because while taking a large size picture they are not at all cumbersome. The No. 3 Roll Film takes pictures $3\frac{1}{4} \times 4\frac{1}{4}$ inches. The No. 3A takes post card size pictures.

Roll Film Senecas have many exclusive features that not only add to their efficiency, but to their appearance as well. The special roll film back enables the operator to remove the back and refill the camera with the least possible effort. The rack and pinion rising and falling front decreases or increases the amount of foreground allowing perfect composition.

Triply tested lenses and shutters assure snappy, clean-cut negatives.

The cameras are made of aluminum with reinforced wood sides. Triple plated trimmings and the covering of genuine seal grain leather make this camera handsome and attractive.

Details

No. 3 Roll Film Seneca for rectangular pictures $3\frac{1}{4} \times 4\frac{1}{4}$; No. 3A, $3\frac{1}{2} \times 5\frac{1}{2}$ (Post card).

Dimensions—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—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—Trio or Ilex Marvel with Meniscus Achromatic equipment; Trio or Ilex Marvel and Autic or Ilex General with Rapid Symmetrical equipment.

Lens—No. 3, Meniscus Achromatic, $4\frac{5}{8}$ -inch focus, or Rapid Symmetrical, speed $f:8$, $5\frac{1}{2}$ -inch focus; No. 3A, Meniscus Achromatic, $5\frac{1}{2}$ -inch focus, or Rapid Symmetrical, speed $f:8$, $6\frac{1}{2}$ -inch focus.



Manual of Photography and Instruction Book.

Prices

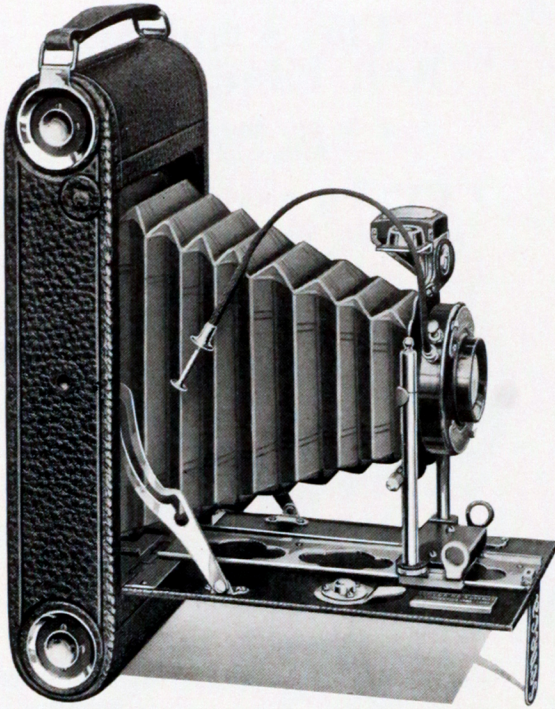
	No. 3 $3\frac{1}{4} \times 4\frac{1}{4}$	No. 3A $3\frac{1}{2} \times 5\frac{1}{2}$
Roll Film Seneca with Meniscus Achromatic Lens and Trio or Ilex Marvel Automatic (dustproof) Shutter	No. 40 \$21.00	No. 41 \$25.00
Roll Film Seneca with Rapid Symmetrical Lens, speed $f:8$, and Trio or Ilex Marvel Automatic (dustproof) Shutter	No. 42 23.00	No. 43 27.00
Roll Film Seneca with Rapid Symmetrical Lens, speed $f:8$, and Autic or Ilex General Automatic (dustproof) Shutter	No. 44 25.00	No. 45 29.00
Black sole leather Carrying Case with strap	4.50	5.00
Black leatheret Carrying Case	3.00	3.25
Film Cartridge, 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, No. 118	.90	
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, No. 118	.45	
Film Cartridge, 10 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$, No. 122		.90
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$, No. 122		.55
Seneca Portrait Attachment	.75	.75

Prices include excise war tax

Page Seven

The Seven-Five Roll Film Seneca

Takes any standard make film cartridge



THE Seven-Five Roll Film Seneca is the regular Roll Film model fitted with a fully corrected $f:7.5$ Anastigmat Lens in the standard sizes.

The use of Anastigmat equipment has hitherto been somewhat limited on account of its price. Since the introduction of the Seven-Five Roll Film Seneca, this objection has been removed. The superiority of Anastigmat Lenses has long been acknowledged. They give speed and sharp clear pictures to the extreme margins

of the film. Their unusual brilliancy produces a result suitable for subsequent enlargement,— a feature not always possible with other types.

For the completion of maximum quality at minimum cost, the Seven-Five Roll Film Seneca is fitted with Victo or Ilex Marvel and Autic or Ilex General Shutters. These shutters are of the automatic dustproof type and are well adapted to the capabilities of the lens.

This camera 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, $3\frac{1}{4} \times 5\frac{1}{2}$, (post card).

Capacity—Nos. 1, 1A, 3, 12 exposures, and No. 3A, 10 exposures without reloading.

Weight—No. 1, $26\frac{1}{2}$ ounces; No. 1A, $31\frac{1}{2}$ 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, $2 \times 3\frac{7}{8} \times 8\frac{1}{2}$ inches; 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.

Camera—Aluminum, seal grain leather covered.

Front—Rising and falling, operated by rack and pinion.

Bellows—Genuine Russia leather.

Film Chambers—Improved, with spool pins.

Tripod Sockets—Two.

View Finder—Brilliant, collapsible, reversible, and spirit level attached.

Lens—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—Victo or Ilex Marvel and Autic or Ilex General.

Manual of Photography and Instruction Book.

	Prices			
	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 $3\frac{1}{4} \times 5\frac{1}{2}$
With Anastigmat Lens, speed $f:7.5$, and Victo or Ilex Marvel Shutter	No. 50 \$26.00	No. 51 \$28.00	No. 52 \$28.00	No. 53 \$32.00
With Anastigmat Lens, speed $f:7.5$, and Autic or Ilex General Shutter	No. 54 28.00	No. 55 30.00	No. 56 30.00	No. 57 34.00
Black sole leather Carrying Case with strap	4.25	4.25	4.50	5.00
Black leatheret Carrying Case	2.75	2.75	3.00	3.25
	No. 105	No. 116	No. 118	No. 122 10 exp.
Film Cartridge, 12 exposures	.50	.60	.90	.90
Film Cartridge, 6 exposures	.25	.30	.45	.55
Seneca Portrait Attachment	.75	.75	.75	.75

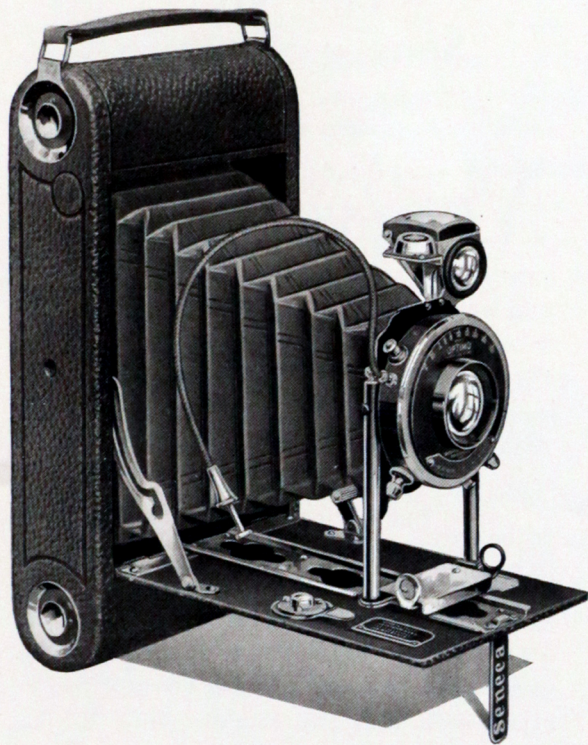
The Six-Three Roll Film Seneca

Takes any standard make film cartridge

HERE is the master Roll Film model. A high grade Camera fitted with a fully corrected Anastigmat lens working at the extreme speed of $f:6.3$.

This Camera is furnished in three popular sizes; the No. 1A taking pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches, the No. 3, $3\frac{1}{4} \times 4\frac{1}{4}$ inches and the No. 3A, $3\frac{1}{4} \times 5\frac{1}{2}$ inches (post card).

Sixty per cent faster than the average lens, the $f:6.3$ Anastigmat shows to best advantage in taking pictures of rapid action. It will catch the athlete in mid-air or the



auto racing to create new records, giving negatives that have microscopic definition and unusual brilliancy. Working at the full aperture of $f:6.3$, this instrument will take pictures under practically any light conditions.

The Six-Three Roll Film Seneca is furnished with either the Optimo high-speed shutter or the Ilex Acme high-speed shutter. Both of these work from Time to $1/300$ part of a second and without jar at their greatest speed.

Details

For rectangular pictures, No. 1A $2\frac{1}{2} \times 4\frac{1}{4}$; No. 3, $3\frac{1}{4} \times 4\frac{1}{4}$; No. 3A, $3\frac{1}{4} \times 5\frac{1}{2}$ (post card).

Capacity—Nos. 1A, 3, 12 exposures and No. 3A, 10 exposures without reloading.

Weight—No. 1A, $31\frac{1}{2}$ ounces; No. 3, 32 ounces; No. 3A, 37 ounces.

Dimensions of Camera—No. 1A, $2 \times 3\frac{7}{8} \times 8\frac{1}{2}$ inches; 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.

Camera—Aluminum, seal grain leather covered.

Front—Rising and falling, operated by rack and pinion.

Bellows—Genuine Russia leather.

Film Chambers—Improved, with spool pins.

Tripod Sockets—Two.

View Finder—Brilliant, collapsible, reversible, and spirit level attached.

Lens—Anastigmat speed $f:6.3$, Nos. 1A and 3, $5\frac{3}{8}$ -inch focus; No. 3A $6\frac{3}{4}$ -inch focus; or Bausch & Lomb Tessar, Series IIb, No. 1A (No. 3 Lens) $4\frac{3}{8}$ -inch focus; No. 3 (No. 4 Lens) $5\frac{3}{8}$ -inch focus; No. 3A (No. 5 Lens) $6\frac{1}{8}$ -inch focus.

Shutter—Optimo or Ilex Acme.

Manual of Photography and Instruction Book.

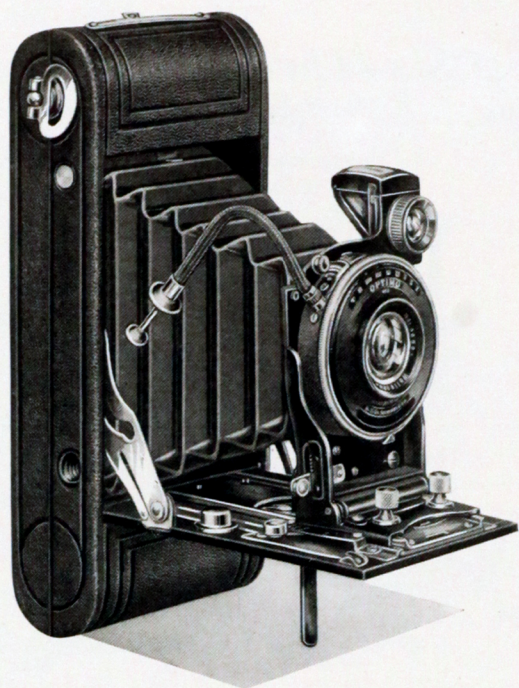
Prices

	No. 1A $2\frac{1}{2} \times 4\frac{1}{4}$	No. 3 $3\frac{1}{4} \times 4\frac{1}{4}$	No. 3A $3\frac{1}{4} \times 5\frac{1}{2}$
Special Roll Film Seneca fitted with Extra Rapid Anastigmat Lens, speed $f:6.3$, and Optimo or Ilex Acme Shutter	No. 60 \$50.00	No. 61 \$51.50	No. 62 \$62.00
Special Roll Film Seneca fitted with Bausch & Lomb Tessar Series IIb, $f:6.3$, Anastigmat Lens and Optimo or Ilex Acme Shutter	No. 63 92.00	No. 64 95.00	No. 65 105.00
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	4.25	4.50	5.00
Black leatheret Carrying Case	2.75	3.00	3.25
Seneca Portrait Attachment	.75	.75	.75

Prices include excise war tax

The No. 1 Seneca Sagamore

Takes any standard make
film cartridge



MOST people like a camera that isn't in the way—a small, light, compact instrument that they can carry with them. The Sagamore measures just six and one-half inches from tip to tip, and weighs less than twenty ounces. It takes pictures $2\frac{1}{4} \times 3\frac{1}{4}$ inches—a size that has the double advantage of being well proportioned itself, and just right for enlarging.

The Sagamore body is formed from seamless, solid aluminum covered with the finest grade of Morocco leather. The all-metal body gives strength without weight; the Morocco leather covering, beauty without sacrificing durability.

The Special Back, the One-piece Metal Front and the Self-leveling Radius Finder are three exclusive features of the Sagamore Camera.

The Sagamore Back can be put on or taken off the camera in less than one second. This enables you to load the camera in one-quarter of the time usually taken for this operation. This is extremely important when taking pictures of sports or races when every second counts.

The one-piece Metal Front insures absolute alignment of the lens with the film. This is absolutely necessary in order to have the pictures sharply focused.

The Self-leveling Radius Finder visualizes the picture exactly as it will finally appear. When the subject is shown level in the finder, you can be certain that it will appear exactly the same in the finished picture.

The Seneca Sagamore is fitted with either Special Anastigmat Lenses having speeds of $f:7.5$, $f:6.3$ and $f:4.5$ or the Bausch and Lomb Tessar Lenses, series IIb with speed of $f:6.3$ and series Ic with speed of $f:4.5$.

The greatest advantage of the Anastigmat lens is its ability to give a fully-timed negative with a short exposure. These lenses are fully corrected for all optical errors, are able to render minute detail even to the edge of the picture, and because of their great speed, are admirably fitted for speed and indoor photography.

The amateur who has been using a camera with the Rapid Rectilinear or a single lens, will welcome the $f:7.5$ Anastigmat Lens as it makes it possible to secure anastigmat pin-point definition in his pictures at a reasonable price.

The $f:6.3$ and $f:4.5$ Special Anastigmat and Bausch & Lomb Tessar Lenses are remarkable for the definition obtained at the full aperture of the lenses. The $f:4.5$ Lens has twice the speed of the $f:6.3$ Anastig-



*The Sagamore
Closed*

S E N E C A C A M E R A S

mat, which is sixty per cent faster than the average lens. These lenses are unequalled for the most difficult speed photography, for home portraiture, groups, landscapes and other applications of the art.



*Special Sagamore
Film Chambers*

You have your choice of either the Autic, Ilex General, Optimo or Ilex Acme Shutter. The Autic is an automatic shutter having speeds of 1, 1/2, 1/5, 1/10, 1/25, 1/50 and 1/100 part of a second besides time and bulb exposures. The Ilex General Shutter is also automatic and has fractional speeds of 1/10, 1/25, 1/50, 1/100 and 200 second and Time and Bulb exposures. Either the Auto or the Ilex General Shutter is furnished with the *f*:7.5 equipment.

The Optimo has speeds of 1/2, 1/5, 1/10, 1/25, 1/50, 1/100 and 1/200 part of a second besides time and bulb exposures. This shutter is used with *f*:6.3 and *f*:4.5 lenses for speed work.

The Ilex Acme Shutter has speeds of 1, 1/2, 1/5, 1/25, 1/50, 1/100 and 1/300 part of a second besides the usual time and bulb exposures. This shutter is also admirably adapted for speed work with the fast *f*:6.3 and *f*:4.5 lenses.

The Sagamore is a camera that will fully measure up to your idea of the best possible in a convenient sized speed camera. Its big advantage is that you can always have it with you. At the ball game, at the races or at the beach, it is small enough to be carried without annoyance, and capable of taking any picture that a big camera can take.



*Special
Sagamore
Back*

Because it is made of the best materials obtainable, it will withstand rough usage and can be carried in the pocket. The Seneca Sagamore, the latest addition to the Seneca Tribe, will up-hold our reputation for reliability which has been built up by making only the best cameras for over a quarter of a century.

Details

For pictures $2\frac{1}{4} \times 3\frac{1}{4}$ inches.

Capacity—Six exposures.

Dimensions of Camera— $6\frac{1}{2} \times 3 \times 1\frac{1}{4}$ inches.

Weight—Twenty ounces.

Camera Body—Solid aluminum, leather covering in Morocco grain.

Front—Rising and falling, new type.

View Finder—Self-leveling, brilliant, collapsible, reversible.

Tripod Sockets—Two.

Film Chambers—Hinged, removable with spool pins.

Bellows—Genuine Russia leather.

Shutter—Autic or Ilex General, Optimo or Ilex Acme.

Lens—Special Anastigmat *f*:7.5, *f*:6.3 and *f*:4.5 or Bausch & Lomb Tessar, ser. IIb, *f*:6.3 and ser. Ic, *f*:4.5.

Focus of Lens— $3\frac{1}{8}$ -inch.

Instruction book containing full directions for operating with every camera.

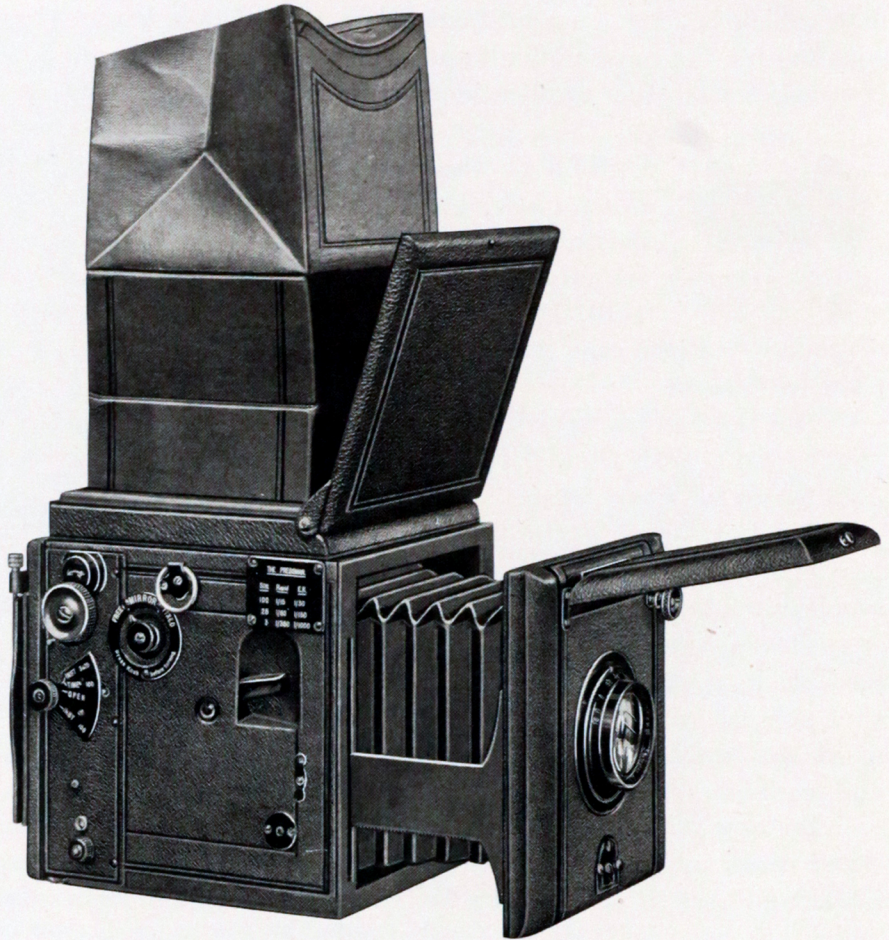
Prices

No. 1 Sagamore, Anastigmat <i>f</i> :7.5 and Autic or Ilex General Shutter	No. 120 \$36.00
No. 1 Sagamore, Anastigmat <i>f</i> :6.3 and Optimo or Ilex Acme Shutter	No. 122 41.00
No. 1 Sagamore, Anastigmat <i>f</i> :4.5 and Optimo or Ilex Acme Shutter	No. 124 56.00
No. 1 Sagamore, Bausch & Lomb IIb Tessar <i>f</i> :6.3 and Optimo or Ilex Acme Shutter	No. 126 70.00
No. 1 Sagamore, Bausch & Lomb Ic Tessar <i>f</i> :4.5 and Optimo or Ilex Acme Shutter	No. 128 80.00
Black Leather Carrying Case, plush lined with strap	5.00
Film Cartridge, No. 120, 6 exposures	.25
Seneca Portrait Attachment	.75

Prices include excise war tax

Page Eleven

SENECA CAMERAS



The Popular Pressman

For Plates or Film Packs

Details

Size of Picture	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ inches
Dimensions of Camera	7 $\frac{1}{2}$ x 5 $\frac{1}{2}$ x 6 inches
Weight	4 $\frac{1}{2}$ pounds
Size of Lens Board	3 $\frac{1}{2}$ x 5 $\frac{3}{8}$ inches
Lens	f:4.5 Cooke Anastigmat, 5 $\frac{3}{4}$ -inch focus
Shutter	Focal Plane Speed Shutter
Bellows Extension	9 inches
Back	Reversible
Front	Rising and Falling

Prices

Popular Pressman, 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ size with Cooke f:4.5 Anastigmat Lens	\$144.00
Price includes three single metal plate holders.	
Extra Single Metal Plate Holder	1.50
Leather covered Film Pack Adapter	7.00
Sole-leather Carrying Case, Plush Lined	15.00

The Popular Pressman

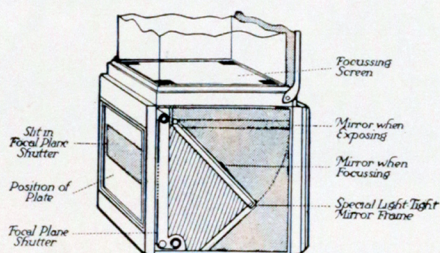
(Continued)

For Quality Negatives $3\frac{1}{4} \times 4\frac{1}{4}$ inches

THE Popular Pressman is a De Luxe Reflecting Camera admirably suited to portraiture indoors, high-speed work or photography requiring brilliant, clean-cut pictures under adverse light conditions.

With the Pressman, it is unnecessary to estimate distance in order to correctly focus the lens. The image of the picture appears on the ground glass inside the focusing hood. By turning the focusing button on the left side of the Pressman, the subject is brought into sharp relief. The composition of the picture can be arranged to a nicety and will appear on the ground glass just as it will be in the finished print.

The lens furnished on this instrument is one of the finest obtainable. It is a genuine $f:4.5$ Cooke Anastigmat objective, $5\frac{3}{4}$ -inch focus, of the uncemented type. This lens, fitted with a focal plane shutter giving exposures from Time to $1/1000$ second, is capable of any photographic task.



How the Pressman Works

The shutter used is of the fixed slit type fitted with a variable tension spring. Besides the exposures indicated on the speed plate, it is possible to obtain any fractional exposure between $1/15$ second and $1/1000$ second by manipulating the tension knob.

Among the smaller features of this Camera are:—

The Infinity Catch, which by a pressure of the finger gives exactly the right focusing point for landscapes and other subjects where depth of focus is the important factor.

To overcome objectionable foreground in portrait work, a rising and falling front has been provided. This feature is easily operated while the camera is in working position.

In taking horizontal pictures it is unnecessary to turn the camera. It is fitted with a Reversible back which is easily adjusted.

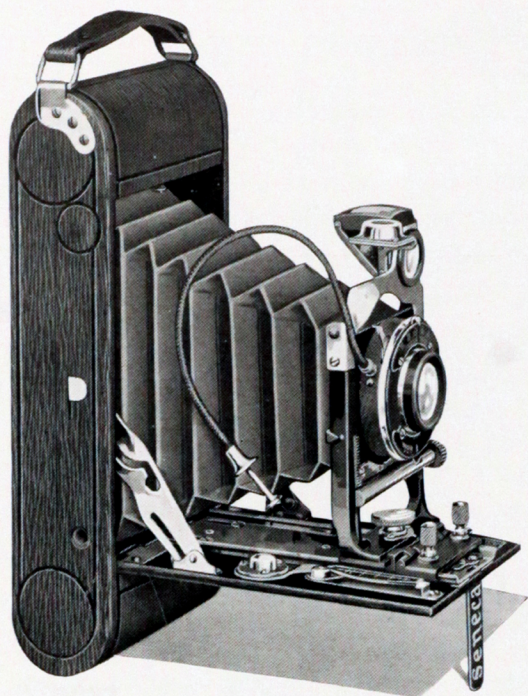
A bellows extension of nine inches enables one to work very close to the subject. This is especially convenient when photographing small objects.

A strap which snaps into rings on the sides of the camera helps do away with using a tripod on the longer fractional exposures.

The camera body is strongly built of solid mahogany, covered with Morocco grain leather. Focusing hood and bellows are of best quality Russia leather.

The Seneca Chief Camera

Takes any standard make film cartridge



THE Seneca Chief Camera is a handsome, well made instrument. It was made with the idea of providing the very best possible in hand cameras and is furnished in two sizes, the No. 1A and No. 2C, taking pictures $2\frac{1}{2} \times 4\frac{1}{4}$ and $2\frac{7}{8} \times 4\frac{7}{8}$ inches respectively.

This Camera is noteworthy on account of its superior construction and unfailing ability to get pictures. The box of the Seneca Chief Camera is made of aluminum with reinforced wood sides, giving strength without weight. Selected genuine leather of

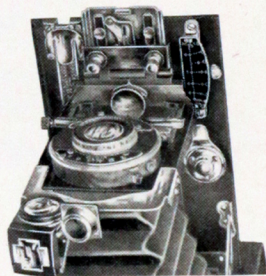
fine Walrus grain is used for the covering. This leather, while handsome in appearance, will withstand the hardest wear and roughest usage. Concealed spool pins make the Camera easy to load.

Upon opening the Camera two thumb pieces draw the standard along the base runners until it catches. A Kwikset focusing lever then adjusts it to the correct focus. This arrangement is so simple that accurate focusing can be done by the most inexperienced photographer. The front standard is cast in a U-shaped piece and holds the lens in absolute alignment with the film. The finder is collapsible and is easily cleaned. A spirit level attached to the finder helps obtain pictures that are perfectly level.

In arranging the composition of a picture, the amount of foreground may be readily increased or decreased by the use of the rising and falling front. The lateral sliding device gives the same convenience for horizontal subjects.

The lenses used on the Seneca Chief have sufficient focal length to insure brilliant pictures. Even the less expensive lenses are carefully selected to take good pictures under normal conditions.

The Seneca Chief is fitted with Rapid Symmetrical Lens having a speed of $f:8$, an Anastigmat Lens having a speed of $f:7.5$ or an Anastigmat Lens having a speed of $f:6.3$. Under ordinary conditions the Rapid Symmetrical Lens gives excellent results, but to obtain the best possible definition and detail even under poor light conditions, the Anastigmat objectives are recommended. The larger diameter of the lens allows more light to pass in the same exposure time than passes through an ordinary lens. In addition to this, the lens is corrected for all

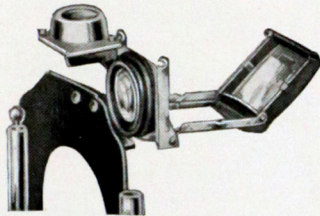


Kwikset Focusing Scale

S E N E C A C A M E R A S

optical errors. This correction not only gives more brilliant detail but brings it out sharply in every part of the picture and permits enlargements to practically any size.

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 vary 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 diameter of the lens. Better definition means that the picture is sharper, perhaps not to the naked eye but decidedly so when enlargements are made.



Showing Collapsible View Finder open for cleaning

The Rapid Symmetrical and *f*:7.5 Chief models are equipped with Victo or Ilex Marvel, and Autic or Ilex General Shutters. The Optimo or the Ilex Acme Shutter is optional equipment on the Chief with *f*:6.3 lens.

These shutters have been carefully selected and take full advantage of the utmost capabilities of the lenses used. The Optimo and Ilex Acme used on the *f*:6.3 Chief give exposures as fast as 1/300 second, the greatest speed possible in a between-the-lens shutter. Both work absolutely without jar or vibration even at their greatest speed.

Details

No. 1A for rectangular pictures, $2\frac{1}{2} \times 4\frac{1}{4}$ inches;
No. 2C, $2\frac{7}{8} \times 4\frac{7}{8}$.

Capacity—No. 1A, 12 exposures; No. 2C, 10 exposures without reloading.

Weight—No. 1A, 24 ounces; No. 2C, 25 ounces.

Dimensions of Camera—No. 1A, $3\frac{5}{8} \times 8\frac{1}{4} \times 1\frac{3}{8}$;
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 *f*:8; No. 1A, $5\frac{1}{4}$ -inch focus; No. 2C, $5\frac{3}{4}$ -inch focus. Anastigmat, speed *f*:7.5, No. 1A, $5\frac{1}{2}$ -inch focus; No. 2C, $6\frac{1}{8}$ -inch focus. Anastigmat, speed *f*:6.3, No. 1A, $5\frac{1}{2}$ -inch focus; No. 2C, $6\frac{1}{8}$ -inch focus.

Shutter—Victo or Ilex Marvel; Autic Automatic (dustproof) or Ilex General; Optimo Automatic Extra Speed (dustproof) or Ilex Acme.

Manual of Photography and Instruction Book.

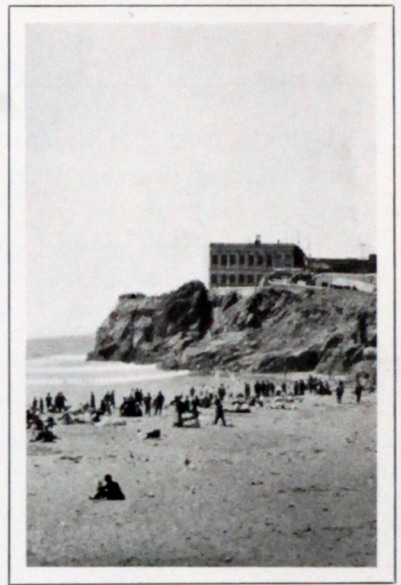
Prices

	1A $2\frac{1}{2} \times 4\frac{1}{4}$	2C $2\frac{7}{8} \times 4\frac{7}{8}$
Seneca Chief with Rapid Symmetrical Lens, speed <i>f</i> :8, and Victo (dustproof) Automatic or Ilex Marvel Shutter	No. 70 \$29.00	No. 80 \$31.00
Seneca Chief with Rapid Symmetrical Lens, speed <i>f</i> :8, and Autic Automatic (dustproof) or Ilex General Shutter	No. 71 31.00	No. 81 33.00
Seneca Chief with Anastigmat Lens, speed <i>f</i> :7.5, and Victo Automatic (dustproof) or Ilex Marvel Shutter	No. 72 35.00	No. 82 37.00
Seneca Chief with Anastigmat Lens, speed <i>f</i> :7.5, and Autic Automatic (dustproof) or Ilex General Shutter	No. 73 37.00	No. 83 40.00
Seneca Chief with Anastigmat Lens, speed <i>f</i> :6.3, and Optimo Automatic Extra Speed (dustproof) or Ilex Acme Shutter	No. 74 60.00	No. 84 70.00
Black Leather Carrying Case with strap	4.25	4.75
	No. 116	No. 130
Film Cartridge, 12 exposures	.60	. . .
Film Cartridge, 6 exposures	.30	.45
Seneca Portrait Attachment	.75	.75

Prices include excise war tax



This size, $3\frac{1}{4} \times 4\frac{1}{4}$, made by all No. 3 Seneca Cameras

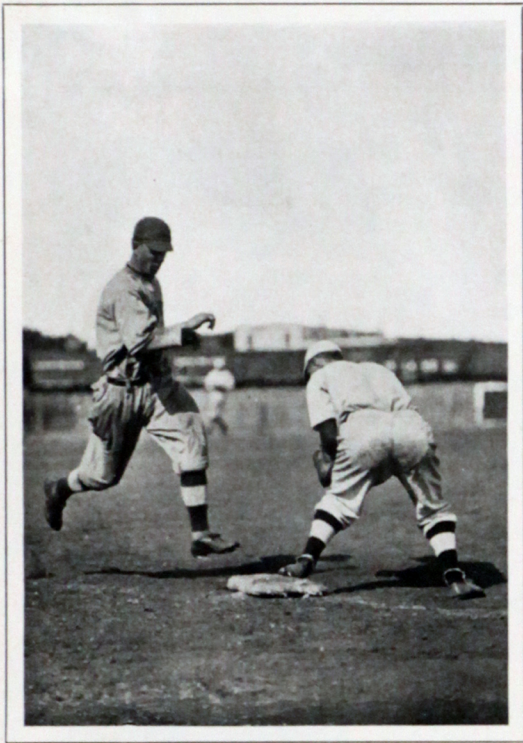


This size, $1\frac{1}{8} \times 2\frac{1}{2}$, made by the Vest Pocket Seneca

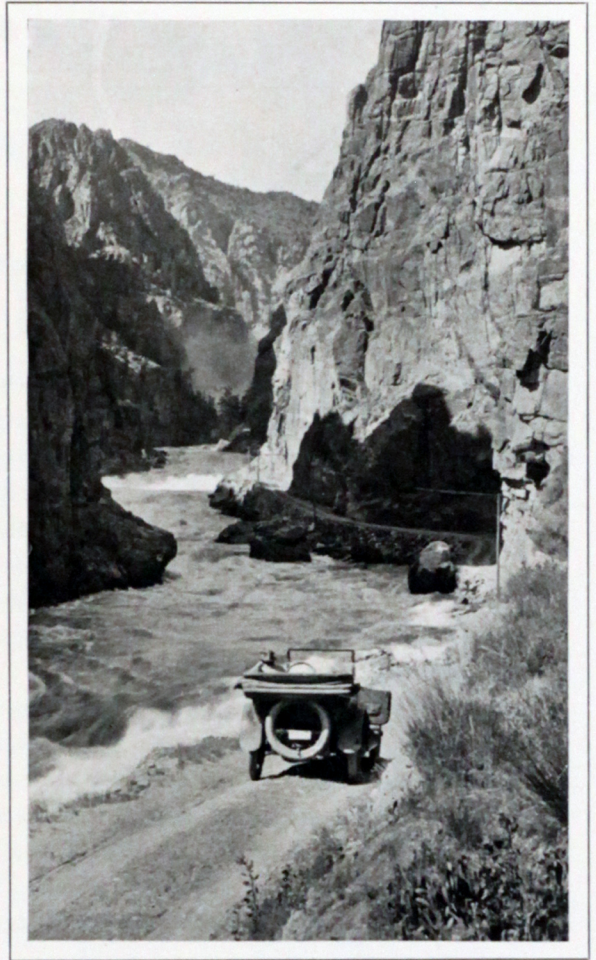
*Seneca Cameras
Bring Home
the Pictures*



This size, $2\frac{7}{8} \times 4\frac{7}{8}$, made by all No. 2C Seneca Cameras



This size, $2\frac{1}{4} \times 3\frac{1}{4}$, made by No. 1 Junior,
No. 1 Sagamore, No. 1 Roll Film
and No. 2 Scout



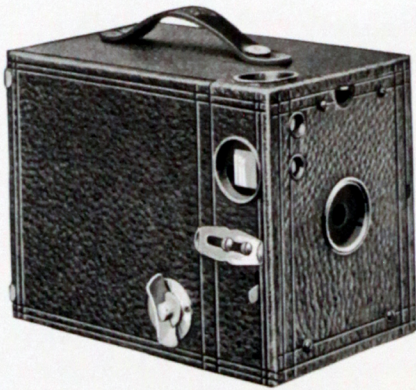
This size, $2\frac{1}{2} \times 4\frac{1}{4}$, made by all No. 1A and No. 2A
Seneca Cameras



This size, $3\frac{1}{4} \times 5\frac{1}{2}$, made by all No. 3A Seneca Cameras

The 2, 2A and 2C Scouts

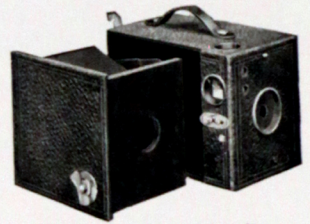
Take any standard make film cartridge



THE Seneca Box Scout is a rugged Camera that exactly suits the boy or girl and yet appeals to older people. These sturdy little Cameras take such good pictures and are so easy to operate that satisfactory results can be had just as easily by the child as by the grown-up. Pictures are easy and certain with the Scout Camera.

There is no distance to judge when making an exposure, as the Meniscus Achromatic lens is fixed focus so all that is necessary is to point the Camera at the subject, look in the view finder to see that the picture is centered and the Camera is level, and press the lever.

The reliable automatic shutter provides for either instantaneous snapshots or time exposures. Unusual convenience is found in loading the Scout Camera. The entire film chamber can be withdrawn, loaded and firmly locked in an instant. The film chamber is held in the Camera by a secure locking device.



Showing Method of Loading the Scout Cameras

These durable and inexpensive instruments are made throughout of seasoned wood and heavy gauge metal. They are the most compact Box Cameras on the market. They are made by the same workmen who turn out the higher priced Senecas. Leatheret furnishes a waterproof as well as a durable covering. All metal parts on the exterior part of the Camera are made of brass, triple plated. The finders are accurately and securely adjusted to show exactly 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, $3\frac{3}{16} \times 4\frac{1}{8} \times 5\frac{3}{8}$; No. 2A, $3\frac{1}{2} \times 5\frac{3}{8} \times 6$; No. 2C, $4\frac{1}{16} \times 6\frac{3}{16} \times 6\frac{1}{2}$.

Capacity—No. 2, six exposures without reloading; No. 2A, twelve exposures without reloading; No. 2C, ten exposures without reloading.

Weight—No. 2, 12 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 waterproof seal grain.

Prices

	No. 2 $2\frac{1}{4} \times 3\frac{1}{4}$ No. 90	No. 2A $2\frac{1}{2} \times 4\frac{1}{4}$	No. 2C $2\frac{7}{8} \times 4\frac{7}{8}$
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		No. 91 \$3.75	No. 92 \$4.75
Scout Camera Carrying Case, leatheret, seal grain	1.00	1.00	1.25
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$, No. 120	.25		
Film Cartridge, 12 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$, No. 116		.60	
Film Cartridge, 6 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$, No. 116		.30	
Film Cartridge, 6 exposures, $2\frac{7}{8} \times 4\frac{7}{8}$, No. 130			.45
Seneca Portrait Attachment	.75	.75	.75



The 3 and 3A Scouts

Take any standard make film cartridge

THE amateur who wants a $3\frac{1}{4} \times 4\frac{1}{4}$ or $3\frac{1}{4} \times 5\frac{1}{2}$ picture will appreciate the simplicity and efficiency of the No. 3 and No. 3A Scout Cameras.

The angle of view in these sizes is very nearly that of the smaller sizes, consequently the image of an object at a certain distance will be proportionately larger in a larger sized picture. This enables the

Camera to show detail in this size better than in the smaller ones.

The $3\frac{1}{4} \times 5\frac{1}{2}$ size is always a favorite because it makes pictures the exact dimensions of a post card.

The lenses are adjusted to fixed focus and are always ready to take pictures. These lenses are carefully selected and adjusted to every instrument. The shutter is a flat metal plate and operates smoothly and efficiently. Sand and dust are kept out by a dust hood fitted 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 and every step of the operation to be visible to the eye and easy to perform. The Scout is the lightest, most compact, reliable and substantial Box Camera on the market. It is not a pasteboard toy, but is made entirely of seasoned wood and metal. The durable leatheret covering with nicked brass trimmings gives it a handsome appearance.

The Seneca Scout is for the boy or girl. It not only teaches them an interesting art, but keeps them constantly on the alert for the beauties of nature. Its simplicity of operation makes it easy for them to get pictures on their first trials. The excellent pictures that it obtains will keep them interested, as well as providing splendid reminders of their childhood days.

Details

No. 3, for rectangular pictures $3\frac{1}{4} \times 4\frac{1}{4}$ inches; No. 3A, $3\frac{1}{4} \times 5\frac{1}{2}$, (post card).

Dimensions—No. 3, $4\frac{1}{2} \times 5\frac{1}{4} \times 5\frac{3}{8}$ inches; No. 3A, $4\frac{3}{4} \times 6\frac{1}{2} \times 6\frac{3}{4}$.

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 Achromatic, 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, waterproof.

Prices

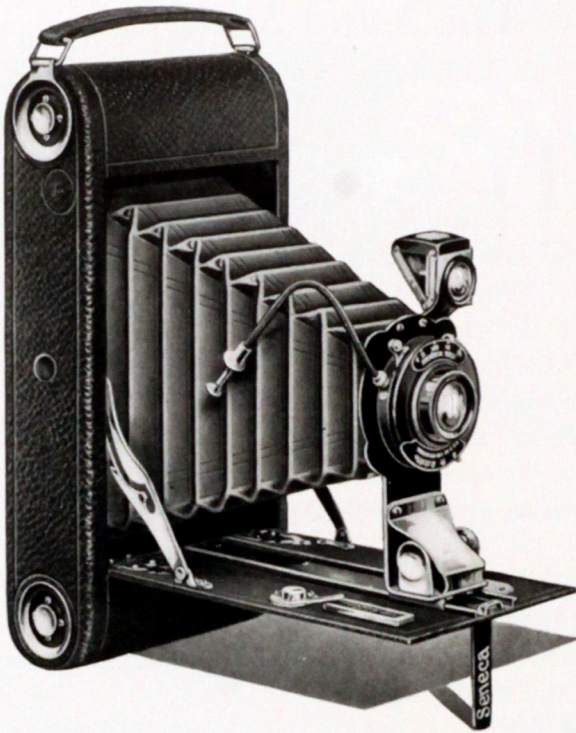
	No. 3 $3\frac{1}{4} \times 4\frac{1}{4}$ No. 93	No. 3A $3\frac{1}{4} \times 5\frac{1}{2}$ No. 94
Scout Camera with Meniscus Achromatic Lens, complete with Instruction Book	\$4.75	\$5.75
Film Cartridge, 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, No. 124	.90	
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, No. 124	.45	
Film Cartridge, 10 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$, No. 125		.90
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$, No. 125		.55
Scout Camera Carrying Case, leatheret, seal grain	1.25	1.50
Seneca Portrait Attachment	.75	.75

Prices include excise war tax

Page Nineteen

The Folding Scout Cameras

Take any standard make film cartridge



THREE things account for the popularity of the Folding Scout Camera: it is a good looking instrument, it takes excellent pictures and the price is right. There is not an unnecessary part on this Camera and its operations are as simple as its results are certain.

The body of the Folding Scout is made of aluminum with reinforced wooden sides in order to secure strength without weight. This body is covered with seal grain leatherette, water-proof, and even more durable than genuine leather. The Camera bed is covered with leather.

The absolute rigidity of the front standard is one of the features of this Camera. The front is strongly made of one piece and attached to a broad metal track that holds it in perfect alignment with the film. Tripod sockets are available for both horizontal or vertical pictures.

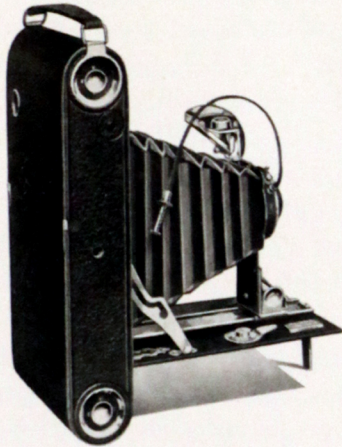
The Folding Scout Camera is furnished in the Meniscus Achromatic and the Rapid Rectilinear lens equipments. The Meniscus Achromatic lens is carefully corrected to make clear snapshots that will stand enlarging to three or four times their original size. Its use for snapshot work is limited to days when the sun is shining brightly; pictures at other times must be made on time exposure. On all four sizes the Seneca focusing attachment holds the lens at universal focus when it is drawn forward. This attachment also allows the use of the focal scale to those who desire their negatives to be more sharply in focus.

A greater range of light conditions and better pictures generally are possible with the Rapid Rectilinear lens. This is sometimes called a "double lens" as it consists of two lenses, one in front and one in back of the shutter. With this objective 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 are represented without distortion. The sharpness and clearness of its pictures are good enough to allow their enlargement to many times the original size.

The Trio Shutter is standard equipment with both the Meniscus Achromatic and Rapid Rectilinear lenses. This 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.

S E N E C A C A M E R A S

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 horizontally 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.



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 Folding Scout makes an admirable instrument for use by the adult beginner. Its compact shape, durable construction and the excellent pictures easily obtained with it, all help to make it a common-sense camera for the novice who wants to learn correctly. Its many good points also make it a very acceptable and appreciated gift.

In making this model, only the absolute essentials for good picture-taking were included. The result is a trim camera that does one thing, takes good pictures—and does it well. The man who spends wisely will appreciate the splendid value that the Folding Scout models afford him for his money.

Details

No. 2A for rectangular pictures $2\frac{1}{2} \times 4\frac{1}{4}$; No. 2C, $2\frac{3}{8} \times 4\frac{3}{8}$; 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 waterproof leatheret, seal grain.

View Finder—Brilliant, collapsible, reversible.

Tripod Sockets—Two.

Film Chambers—Improved with spool pins.

Film Capacity—No. 2A and No. 3, 12 exposures without reloading; No. 2C and No. 3A, 10 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, $4\frac{3}{8}$ inches; No. 3A, $5\frac{1}{4}$ inches, or Rapid Rectilinear, focal length, No. 2A, $5\frac{1}{4}$ inches; No. 2C, $5\frac{3}{4}$ inches; No. 3, $5\frac{1}{4}$ inches; No. 3A, $6\frac{1}{2}$ inches.

Shutter—Trio or Ilex Marvel (dustproof) Automatic for Time, Bulb or Instantaneous exposures of $1/25$, $1/50$ and $1/100$ part of a second.

Manual of Photography and Instruction Book.

Prices

	No. 2A $2\frac{1}{2} \times 4\frac{1}{4}$	No. 2C $2\frac{3}{8} \times 4\frac{3}{8}$	No. 3 $3\frac{1}{4} \times 4\frac{1}{4}$	No. 3A $3\frac{1}{4} \times 5\frac{1}{2}$
Folding Scout with Meniscus Achromatic Lens and Trio or Ilex Marvel Automatic Shutter	No. 101 \$14.00	No. 102 \$16.00	No. 103 \$16.00	No. 104 \$18.00
Folding Scout with Rapid Rectilinear Lens and Trio or Ilex Marvel Automatic Shutter	No. 105 16.00	No. 106 18.00	No. 107 18.00	No. 108 20.00
Black sole-leather Carrying Case with strap	4.25	5.00	4.50	5.00
Black leatheret Carrying Case	2.75	3.00	3.00	3.25
Film Cartridge, 12 exposures	No. 116 .60	No. 130 ...	No. 124 .90	No. 122 10 exp. .90
Film Cartridge, 6 exposures	.30	.45	.45	.55
Seneca Portrait Attachment for Folding Scout	.75	.75	.75	.75

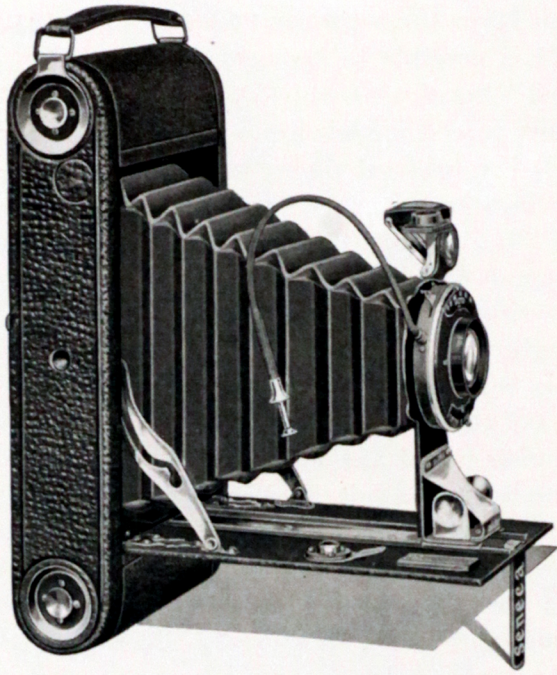
Prices include excise war tax

Page Twenty-One

The Seven-Five Folding Scout

(The Seneca Speedster)

Takes any standard make film cartridge



THE Seneca Speedster is our regular Folding Scout model fitted with an $f:7.5$ Anastigmat Lens and covered with genuine seal grain leather. It will be difficult to find better value at the price.

The advantages of the Anastigmat are crisp definition and perfect rendering of detail all over the negative. Pictures made with an Anastigmat Lens have a sharpness and brilliancy that the ordinary lenses do not give. The Anastigmat negatives

can be enlarged greatly without loss of definition because the detail is rendered so well.

The relation between the $f:7.5$ and ordinary Symmetrical Lens is about 20% increase in light passed in the same shutter time. The result is that with this lens pictures may be taken under light conditions where the Rapid Symmetrical objective would fail.

The camera box itself is aluminum reinforced by wood sides. It can be laid on the side, or stood upright for vertical pictures by means of bed supports, one of which is shown in the illustration. Two tripod sockets are furnished for time exposure work.

Another little convenience is the focusing lock, which catches the front standard at the distance focus mark, when the camera bellows is extended. By releasing the lock, we can then move forward to any of the other focusing scale marks.

The finder is collapsible and is easily cleaned. A level has been added to aid the correct alignment of the image.

Four sizes are offered, including the universal favorite, the No. 3A, or post card size. The tendency in cameras today is toward the panel shapes, because of their adaptability in vertical positions to standing figures, and in horizontal positions for landscape and group pictures.

The Seven-Five Folding Scouts are fitted with Victo or Ilex Marvel and Autic or Ilex General Shutters. These shutters are of the automatic dustproof type and are well adapted to the capabilities of the lens.

Your special attention is called to the dependable shutter equipment used on these popular Seneca Models. The Victo and Autic Shutters listed are old favorites. They are automatic and give great satisfaction used in conjunction with Anastigmat objectives and any standard exposure meters.

S E N E C A C A M E R A S

This season marks the introduction of Ilex Shutters as optional equipment. These shutters are constructed on a new and effective principle. A gear arrangement, which is extremely dependable and accurate, furnishes the motive power for actuating the shutter leaves. This device is so well timed and so exact that it reproduces fractional parts of a second with an accuracy that can be obtained in no other way.

Another good feature of the Ilex Shutters, and one that is extremely important, is their freedom from mechanical trouble. This is largely due to the excellent grade of material used in their construction and to the rigid inspection which each shutter undergoes before it is passed on as being ready for use on a Seneca Camera.

Amateur photographers will appreciate the added convenience of being able to have their choice of standard shutters fitted to the popular Seven-Five Folding Scout.

The lens used in the Seven-Five Folding Scout is a fully corrected Anastigmat, covering the plate it is listed for sharply at the full diaphragm opening of $f:7.5$. It gives flatness of field and critical definition so enlargements from its negatives can be made to practically any size.

An added feature of the Seven-Five Folding Scout is the excellent grade of leather which is used for covering purposes. A good covering is an essential part of a camera as it keeps its appearance even after hard wear and rough usage. In selecting material for the Scout no pains have been spared to have it the best possible with the result that this instrument will look like new after long and continued use and handling. Taken all in all, this instrument offers a wonderful value to the amateur who wants something better than the ordinary run of cameras.

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, $2 \times 4\frac{1}{4} \times 8\frac{1}{4}$; 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 reinforced wood sides, leather cover.

View Finder—Brilliant, collapsible, reversible. Spirit Level.

Tripod Sockets—Two.

Film Chambers—Improved with spool pins.

Film Capacity—No. 2A and No. 3, 12 exposures without reloading; No. 2C and 3A, 10 exposures without reloading.

Bellows—Improved waterproof.

Lens—Anastigmat $f:7.5$; focal length, No. 2A, $5\frac{1}{2}$ inches; No. 2C, $6\frac{1}{8}$ inches; No. 3, $5\frac{1}{2}$ inches; No. 3A, $6\frac{3}{4}$ inches.

Shutter—Victo (dustproof) or Ilex Marvel and Autic or Ilex General with push cord release.

Manual of Photography and Instruction Book.

	No. 2A	No. 2C	No. 3	No. 3A
	$2\frac{1}{2} \times 4\frac{1}{4}$	$2\frac{7}{8} \times 4\frac{7}{8}$	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$
Seven-Five Folding Scout $f:7.5$ Lens and Victo Automatic or Ilex Marvel Shutter	No. 110 \$23.00	No. 111 \$25.00	No. 112 \$25.00	No. 118 \$27.00
Seven-Five Folding Scout $f:7.5$ Lens and Autic Automatic or Ilex General Shutter	No. 114 25.00	No. 115 27.00	No. 116 27.00	No. 117 29.00
Black sole-leather Carrying Case with strap	4.25	5.00	4.50	5.00
Black leatheret Carrying Case	2.75	3.00	3.00	3.25
	No. 116		No. 124	No. 122
Film Cartridge, 12 exposures	.6090	10 Exp. .90
Film Cartridge, 6 exposures	.30	.45	.45	.55
Seneca Portrait Attachment for Folding Scout	.75	.75	.75	.75

SENECA CAMERAS

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.

Prices

Outfit complete for 4 x 5 and 5 x 7, diameter of lens 1 $\frac{5}{8}$ inches	\$5.00
Enlarging and Copying Lens75
Wide Angle Lens75
Portrait Lens75
Tele Photo Lens75
Ray Filter75
Duplicator50
Any three of the above Supplementary Lenses and Duplicator, making four in all, furnished in case	3.00
Any two of the above Lenses and Duplicator, making three in all, furnished in case	2.25



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	1 $\frac{1}{4}$ inch	\$1.50
No. 2	2 inch	1 $\frac{3}{4}$ inch	1.75
No. 3	3 $\frac{1}{4}$ inch	2 $\frac{3}{4}$ inch	2.00

Seneca Film Developing Clip

Made of selected spring brass, nickel plated and absolutely chemical proof, for handling film while developing, fixing and washing, without having the fingers come in contact with the solutions.

The weight is sufficient to prevent buckling of films while drying and it makes an excellent holder for prints. Its grip is positive and yet will not injure the surface of either film or paper.

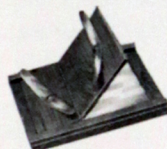
Price, per pair (plain)	\$.35	Price, per dozen pairs (plain)	\$4.00
Price, per pair (with hook)40	Price, per dozen pairs (with hook)	4.50



Seneca Printing Frames

Prices Amateur Frames (Piano Hinge)

3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	\$.35	4 x 5	\$.35
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ (post card)35	5 x 745
3 $\frac{5}{8}$ x 640		



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 $\frac{1}{4}$ x 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 $\frac{3}{8}$ x 6 Printing Frame
- 1-Candle Lamp
- 2-M. Q. Developing Powders
- 1-pkg., $\frac{1}{2}$ -lb. Acid Fixing Powder
- 1-pkg. (one dozen) Seneca Post Cards
- 1-pkg. (12 sheets) 3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ Seneca Paper
- 1-Seneca Exposure Meter
- 1-Amateur Photographer's Manual



Price

No. 1 Outfit Complete as above, suitable for 3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ size, or smaller **\$3.00**

SENECA CAMERAS

Photographic Lenses

Wollensak Anastigmat Lens, Series IV, Speed $f:6.3$

The Series IV is a real opportunity to the photographer who has been handicapped by the lack of speed and marginal definition of the Rapid Rectilinear type of lens and the high prices of anastigmats in general. Since it is an anastigmat, this lens will sharply cover the plate for which it is listed at its largest aperture, $f:6.3$. This speed will be found sufficient for practically all purposes.



Mounted in the Optimo, Auto, Ilex Marvel or Ilex Acme Shutter, it makes an excellent outfit for either hand cameras or the larger commercial equipments. Suitable for commercial, architectural, landscape and view work, copying and enlarging, and home portraiture where the lighting is good, the Series IV will fully meet most requirements.

In the smaller sizes the lens is an ideal objective and readily adapted to the small and compact film cameras.

No.	Size	Focus	Diameter of Lens	In Cells	In Barrel	With Auto Shutter	With Optimo Shutter
0	$\left\{ \begin{array}{l} 2\frac{1}{4} \times 3\frac{1}{4} \\ 1\frac{5}{8} \times 2\frac{1}{2} \end{array} \right\}$	$3\frac{1}{2}$ in.	$\frac{3}{16}$ in.	\$15.00	\$16.00	\$23.00	\$29.00
1	$\left\{ \begin{array}{l} 3\frac{1}{4} \times 4\frac{1}{4} \\ 2\frac{1}{2} \times 4\frac{1}{4} \end{array} \right\}$	5 "	$2\frac{5}{32}$ "	17.00	18.00	25.00	32.00
2	$\left\{ \begin{array}{l} 4 \times 5 \\ 2\frac{7}{8} \times 4\frac{7}{8} \end{array} \right\}$	$5\frac{3}{4}$ "	$2\frac{9}{32}$ "	17.50	18.50	26.50	34.50
2A	$3\frac{1}{4} \times 5\frac{1}{2}$	$6\frac{1}{2}$ "	$1\frac{1}{2}$ "	18.00	20.00	27.00	35.00
3	5×7	$7\frac{1}{4}$ "	$1\frac{5}{32}$ "	32.50	38.50	46.50
4	$6\frac{1}{2} \times 8\frac{1}{2}$	$9\frac{1}{2}$ "	$1\frac{1}{2}$ "	50.00	57.00	65.00
5	8×10	12 "	$1\frac{29}{32}$ "	70.00	78.00	85.50

Wollensak Series V Anastigmat $f:7.5$

The amateur who has been using a hand camera with an ordinary Rapid Rectilinear lens will welcome the Series V, as it presents the possibility of securing anastigmatic sharpness in his pictures, and yet is offered at a price that is within the reach of all.

The Series V can be furnished in our shutters of quality, or in mounts to fit the shutters on the popular hand cameras of the better grade.

It is advisable to send the camera in to us to insure accurate adjustment of the focal scale to the lens.

Series V Anastigmat $f:7.5$

No.	Size	Focus	Diameter of Lens	In Cells	In Barrel	With Auto Shutter	With Optimo Shutter
0	$\left\{ \begin{array}{l} 2\frac{1}{4} \times 3\frac{1}{4} \\ 1\frac{5}{8} \times 2\frac{1}{2} \end{array} \right\}$	$3\frac{1}{2}$ in.	$1\frac{5}{32}$ in.	\$8.00	\$ 9.00	\$16.00	\$22.00
1	$\left\{ \begin{array}{l} 3\frac{1}{4} \times 4\frac{1}{4} \\ 2\frac{1}{2} \times 4\frac{1}{4} \end{array} \right\}$	5 "	$2\frac{1}{32}$ "	9.00	10.00	17.00	24.00
2	$\left\{ \begin{array}{l} 4 \times 5 \\ 2\frac{7}{8} \times 4\frac{7}{8} \end{array} \right\}$	$5\frac{3}{4}$ "	$2\frac{5}{32}$ "	9.50	10.50	17.50	24.50
2A	$3\frac{1}{4} \times 5\frac{1}{2}$	$6\frac{1}{2}$ "	$\frac{7}{8}$ "	10.00	11.00	19.00	27.00
3A	5×8	$8\frac{1}{4}$ "	$1\frac{3}{32}$ "	25.00	32.00	40.00
4	$6\frac{1}{2} \times 8\frac{1}{2}$	$10\frac{1}{2}$ "	$1\frac{9}{32}$ "	40.00	48.00	56.00
5	8×10	13 "	$1\frac{19}{32}$ "	52.50	62.50	70.00

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

The Series II having all the characteristic Velostigmat corrections, together with high speed, is in every sense of the word a **modern lens**, and will handle well the many phases of work that come within the scope of an ultra rapid anastigmat, such as studio, speed, press, group and home portrait work as well as copying and enlarging, commercial and general view work.

Series II Velostigmat $f:4.5$

No.	Size	Focus	Diameter of Lens	In Barrel	With Auto Shutter	With Optimo Shutter
0	$2\frac{1}{4} \times 3\frac{1}{4}$	$3\frac{1}{2}$ in.	$2\frac{5}{32}$ in.	\$36.00	\$41.00	\$48.00
1	$\left\{ \begin{array}{l} 3\frac{1}{4} \times 4\frac{1}{4} \\ 2\frac{1}{2} \times 4\frac{1}{4} \end{array} \right\}$	5 "	$1\frac{1}{8}$ "	40.00	45.00	53.00
2	$\left\{ \begin{array}{l} 4 \times 5 \\ 2\frac{7}{8} \times 4\frac{7}{8} \end{array} \right\}$	6 "	$1\frac{1}{32}$ "	47.50	55.50	60.50
3	5×7	$7\frac{1}{4}$ "	$1\frac{5}{8}$ "	55.00	62.00	70.00
3A	5×8	$8\frac{1}{4}$ "	$1\frac{27}{32}$ "	72.50	80.50	88.00
4	$6\frac{1}{2} \times 8\frac{1}{2}$	$9\frac{1}{2}$ "	$2\frac{1}{8}$ "	115.00	125.00	132.50
5	8×10	12 "	$2\frac{11}{16}$ "	150.00	161.00
7	11×14	$15\frac{1}{2}$ "	$3\frac{7}{16}$ "	240.00

The Nos. 4, 5 and 7 sizes have diffusing adjustment which makes them particularly valuable for portrait and group work.

SENECA CAMERAS



Royal Photograph Albums

Royal Albums embrace the best in style, workmanship and material. Made in two styles. The interchangeable leaf type allows great latitude in arrangement of pictures.

Black Moire Cloth; Flexible Leaves—Carbon

Number	Size	Leaves to Album	Price, Each
3300/50	5½ x 7	50	\$.70
3301/50	7 x 10	50	1.10
3302/50	10 x 12	50	1.65
3303/50	11 x 14	50	2.20

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	5½ x 7	50	\$.90	5100/50	5½ x 7	50	\$1.35
4301/50	7 x 10	50	1.35	5101/50	7 x 10	50	2.20
4302/50	10 x 12	50	1.95	5102/50	10 x 12	50	3.30
4303/50	11 x 14	50	2.40	5103/50	11 x 14	50	4.00

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	5½ x 7	50	\$1.10	04100/50	5½ x 7	50	\$1.25
03101/50	7 x 10	50	1.40	04101/50	7 x 10	50	1.65
03102/50	10 x 12	50	2.00	04102/50	10 x 12	50	2.50
03103/50	11 x 14	50	2.50	04103/50	11 x 14	50	3.00

Genuine Leather, Black Walrus Grain, Flexible Leaves—Carbon

Number	Size	Leaves to Album	Price, Each	Number	Size	Leaves to Album	Price, Each
0530/50	5½ x 7	50	\$2.10	0532/50	10 x 12	50	\$4.25
0531/50	7 x 10	50	3.00	0533/50	11 x 14	50	5.25

Seneca Print Roller

(With Rubber Roller)

Prices

4 inch \$.20
6 inch30



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, Sepia or Dark Gray. Package of 100 corners \$.10

- | | | |
|------------------------|-----------------------|------------------------|
| No. 1—Square Black | No. 17—Round Sepia | No. 33—Fancy Dark Gray |
| No. 3—Square Dark Gray | No. 21—Oval Black | No. 37—Fancy Sepia |
| No. 7—Square Sepia | No. 23—Oval Dark Gray | No. 41—Heart Black |
| No. 11—Round Black | No. 27—Oval Sepia | No. 43—Heart Dark Gray |
| No. 13—Round Dark Gray | No. 31—Fancy Black | No. 47—Heart Sepia |

SENECA CAMERAS

Seneca Film Pack Adapter

(Hingeless) For Daylight Loading Film Packs (Patented)

Will fit Seneca, Premo, Century or any standard make of Plate Cameras.

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

$3\frac{1}{4} \times 4\frac{1}{4}$	4 x 5	3 x $5\frac{1}{4}$	3-A Model $3\frac{1}{4} \times 5\frac{1}{2}$	5 x 7
\$1.75	\$1.75	\$1.75	\$1.75	\$2.75

Negative Racks

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



Prices

No. 1—Holding 12 negatives	\$.35
No. 2—Holding 24 negatives	.45

Seneca Measuring Glass

(Necessary for Every Dark Room)

Prices

4-ounce	\$.20
8-ounce	.25
16-ounce	.40



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 $6 \times 3\frac{3}{8} \times 2\frac{1}{2}$ inches. It is provided with cup for night-light candles.



Prices

Seneca Candle Lamp	\$.50
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.

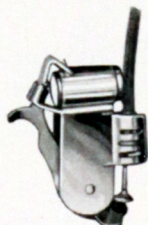
Price, each \$1.25



Autosnap

You can take your own picture with an Autosnap. It fastens on the cable release of your Camera and does the work as well as someone pressing the release for you. The Autosnap gives a very reasonable length of time in which to get into position for the picture and because of the ingenious method of control, it is certain to work and the time can be regulated by the operator at will.

Autosnap, for any cable release \$1.25



S E N E C A C A M E R A S

Seneca M. Q. Developing Powders

For developing Seneca, Haloid 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

Box—six tubes, sufficient for 36 ounces ready developer \$.35

Seneca 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.

Prices

4-ounce bottle \$.25
 8-ounce bottle40
 16-ounce bottle65

Seneca Hardening Solution

For acidifying the hypo fixing bath. Keeps indefinitely without deterioration.

Prices

4-ounce bottle \$.15
 8-ounce bottle25
 16-ounce bottle40

Seneca Tank Developing Powders

Six sets of powders in box.

Prices

For 2 $\frac{1}{4}$ x 3 $\frac{1}{4}$ film \$.25
 For 3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ film30
 For 5 x 7 film35

Hypo

(Hyposulphite of Soda)

Price, per pound \$.10

Seneca Acid Fixing Bath

A most satisfactory fixing bath for Seneca, Haloid and all other developing papers, Monox and all Bromide papers; Sen-x and all other films, also Seneca and all other dry plates.

Prices

1-lb. box, making 64 ounces solution \$.25
 $\frac{1}{2}$ -lb. box, making 32 ounces solution15
 $\frac{1}{4}$ -lb. box, making 16 ounces solution10

Seneca 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

Special Royal Albums

We offer for your approval a special Album which combines rich finish, interchangeable leaves and handsome appearance at an extremely moderate price. This album is made in all the popular sizes by the manufacturers of the famous Royal Albums and shows a wonderful value for the money.

Interchangeable—Imitation Leather, Buffalo Grain.

Number	Size	Leaves to Album	Price
A4400	5 $\frac{1}{2}$ x 7	50	\$1.50
A4405	5 $\frac{1}{2}$ x 8 $\frac{1}{4}$	50	1.75
A4401	7 x 10	50	2.00
A4406	8 x 10	50	2.25
A4402	10 x 12	50	3.00
A4409	9 x 14	50	3.25
A4403	11 x 14	50	3.50

SENECA CAMERAS

Seneca Scale



This scale has been especially constructed by us to cover the whole range of photographic work. It is supplied with a scale having drachm, scruple and grain weights and a complete set of avoirdupois weights from one-sixteenth up to two ounces. No complex parts.

Price

Seneca Scale

\$4.50

Seneca Camera Dressing

A most satisfactory, permanent water-proof dressing for refinishing all leather parts of cameras, carrying cases and leather goods generally. It gives an unusual newness to all black leather products. Easily applied with soft cloth or brush. Will not deteriorate or be affected by climatic changes. Full instructions accompany each bottle.

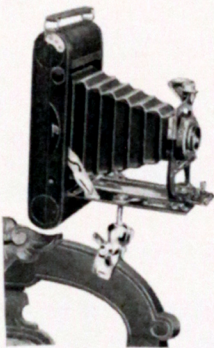


Price

4-ounce bottle

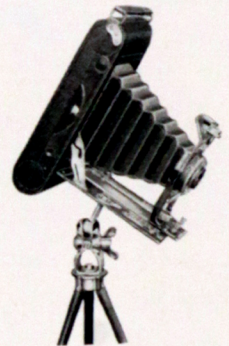
\$.50

Seneca All-in-One Clamp



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

\$1.50

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
3 1/4 x 4 1/4	\$.65	5 x 7	\$ 1.45
3 1/4 x 5 1/2	.90	5 x 8	1.70
4 x 5	.90	6 1/2 x 8 1/2	2.20
4 1/4 x 6 1/2	1.30	8 x 10	3.20

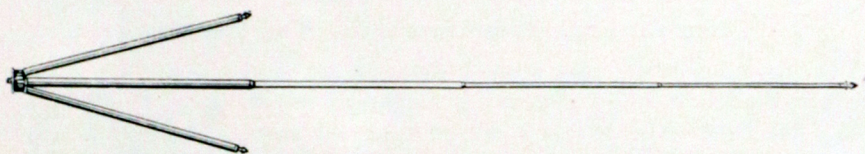
Premo Film Packs

Twelve exposures in each pack.

No.	Size	Prices	No.	Size	Prices	No.	Size	Prices
300	1 3/4 x 2 3/8	\$.30	318	3 1/4 x 4 1/4	\$.90	323	4 x 5	\$ 1.10
320	2 1/4 x 3 1/4	.50	342	3 x 5 1/4	1.00	315	5 x 7	1.90
316	2 1/2 x 4 1/4	.60	322	3A (3 1/4 x 5 1/2)	1.10			

SENECA CAMERAS

Seneca Metal Tripods



Seneca Metal Tripods are made of heavy gauge, seamless brass tubing. The lower legs, which telescope, are finished in polished brass—the upper in black enamel.

Three sizes are furnished—No. 300 having three sections, No. 400 having four sections and No. 500 having five.

These Tripods are invaluable for taking time exposure, portrait work and for Flashlight Photography. They are light in weight, compact and extremely rigid.

Catalog Number	Sections	Length		Weight	Price
		Closed	Extended		
300	3	17 Inches	43 Inches	16 Ounces	\$3.00
400	4	15 Inches	50 Inches	20 Ounces	4.00
500	5	15 Inches	55 Inches	24 Ounces	5.00

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 accommodates 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.

	Prices	Per box of six
No. 12 Illuminates fully a 12-foot room		\$.45
No. 18 Illuminates fully an 18-foot room60
No. 30 Illuminates fully a 30-foot room80

Miscellaneous Supplies

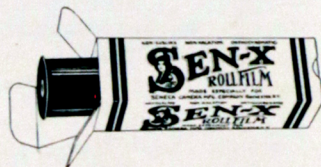
All Milled Head Screws	\$.30
Bulbs and Tubes, to fit any Shutter35
Blotting Paper, 19 x 24, per dozen	1.50
Glass for Seneca Lamp, Ruby or Orange25
Ground Glass for 4 x 5 Cameras, 25c; for 5 x 7 Cameras, 35c; for 6½ x 8½ Cameras, 50c; for 8 x 10 Cameras, 75c; for 11 x 14 Cameras	1.00
Orange or Ruby Fabric, per sq. yd.75
Screws for Tripods40
Shoulder Straps, 56 inches50
Shoulder Straps, 66 inches60
Brilliant View Finders	2.00

SENECA CAMERAS

Sen-x Film

Non-Curling, Orthochromatic, Non-Halation

Sen-x Film, made in England from a special formula, has been showing amateurs the way to better pictures and more pictures per roll, for twenty-five years. Experiments under every possible condition have produced this film. Even one unskilled in photography, can use it with ease and confidence.



Sen-x Film's wide latitude of exposure materially reduces the chances of failure from over or under exposed negatives. Its excellent behavior with any standard developer makes it unnecessary to use any special method to obtain the best results.

If you want a film that you can depend on for good pictures, try Sen-x. Most Sen-x Film users once used other film. There is only one reason for the change—*better pictures.*

No.	Width	Size of Picture	Cameras	6 Exp.	12 Exp.
127	1 3/8 in.	1 5/8 x 2 1/2 in.	Vest Pocket Seneca, Military Vest Pocket, Vest Pocket Kodak No. 0 Brownie, V. P. Rexo, No. 0 Ansco V. P.	\$.25 8 Exp.	
101	3 1/2 in.	3 1/2 x 3 1/2 in. 3 1/2 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	.35	\$.70
120	2 1/4 in. B	2 1/4 x 3 1/4 in.	No. 2 Scout, No. 1 Seneca Junior, No. 1 Seneca Sagamore, 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 2 1/4-in. Ensign Box, 2 1/4-in. Ensign Jr., Ensignette Jr. No. 2 1/4 B Nos. 0 and 1 Ingento, No. 1 Rexo Jr., No. 2 Rexoette	.25	
105	2 1/4 in. C	2 1/4 x 3 1/4 in. 2 1/4 x 7 in.	No. 1 Roll Film Seneca No. 1 Folding Pocket Kodak No. 1 Panoram Kodak	.25	.50
116	2 1/2 in.	2 1/2 x 4 1/4 in.	No. 1A Roll Film Seneca, No. 1A Seneca Chief, No. 2A Scout No. 2A Folding Scouts, No. 1A F. P. Kodak Special, No. 1A F. P. Kodak No. 1A Kodak Jr., No. 2A Brownie, No. 1A Graflex No. 1A Speed Kodak, No. 1A Folding Hawk Eye, No. 2A Hawk Eye No. 2A Folding Brownie, No. 2A Folding Cartridge Premo No. 1A Ansco Jr., No. 2A Buster Brown No. 2A Folding Buster Brown 2 1/2-in. Box Ensign, 2 1/2-in. Ensign Jr., 2 1/2-in. Folding Ensign No. 1A Rexo, No. 1A Rexo Jr., No. 1A Ingento, No. 1A Ingento Jr. No. 2A Rexoette	.30	.60
130	2 7/8 in.	2 7/8 x 4 7/8 in.	No. 2C Seneca Chief, No. 2C Folding Scouts, No. 2C Scout No. 2C Kodak Junior, No. 2C Folding Brownie No. 2C Rexo, No. 2C Rexo Jr., No. 2C Rexoette	.45	
118	3 1/4 in.	3 1/4 x 4 1/4 in. 3 1/4 x 6 1/2 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 3 1/4-in. Box Ensign, 3 1/4-in. Ensign Jr., 3 1/4-in. Folding Ensign No. 3 Rexo, No. 3 Rexo Jr., No. 3 Ingento, No. 3 Ingento Jr. No. 3 Rexoette	.45	.90
124	3 1/4 in. B	3 1/4 x 4 1/4 in.	No. 3 Scout, No. 3 Folding Scouts No. 3 Brownie, No. 3 Folding Brownie, No. 3 Bulls Eye	.45	.90
122	3 1/4 in. A	3 1/4 x 5 1/2 in.	No. 3A Roll Film Seneca, No. 3A Folding Scouts, No. 3A F. P. Kodak No. 3A F. P. Kodak Special, No. 3A Graflex No. 3A Folding Brownie, No. 7 Weno No. 3A Folding Hawk Eye, No. 9 Ansco, No. 10 Ansco No. 3A Folding Buster Brown, No. 3A Ansco Jr. No. 3A Folding Ansco, No. 3A Buster Brown, No. 3A Ansco Speedex 3 1/4 Folding Ensign Jr., Postcard Folding Ensign No. 3A Rexo, No. 3A Rexo Jr., No. 3A Ingento, No. 3A Ingento Jr. No. 3A Rexoette	.55	.90 10 Exp.
125	3 1/4 in. C	3 1/4 x 5 1/2 in.	No. 3A Scout No. 3B Quick Focus Kodak, Stereo Brownie No. 3B Folding Hawk Eye No. 6 Weno, No. 3A Ansco (box)	.55	.90 10 Exp.



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.

Cable Address: "Seneca Rochester"

Western Union and Private Codes

A copy of our Private Telegraph and Cable Code sent on request

CATALOGUE U—DESTROY PREVIOUS ISSUES.

