

SENECA CAMERAS





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"



HE Seneca Camera Mfg. Company is just rounding out its first quarter of a century of existence in Rochester, N. Y., the Camera City of the world. From a very small beginning, it has grown until it occupies today a modern building of its own, covering a city block.

The 1919 Senecas have many new features. There is a Seneca for every purpose, with all the necessary adjustments and conveniences.

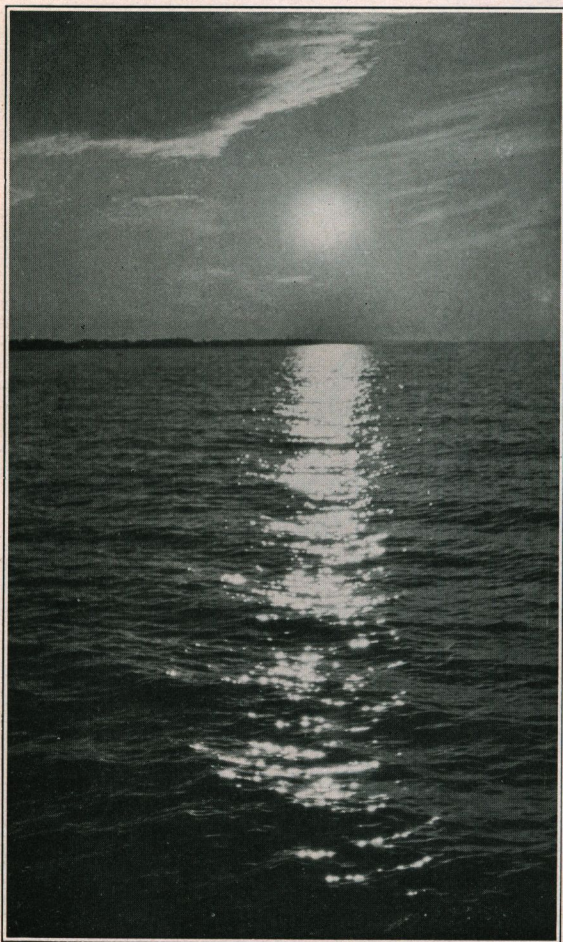
Look over this book, then go to your dealer and select the camera that pleases you. If the instrument does not exactly fill your needs, be sure to write our service department. Remember that your money will be refunded without quibble or discussion, under the Seneca guarantee. The transaction is not complete until you are satisfied.

Photography is the magic method of recording memories and facts. Never before has photography been emphasized so strongly, as in the strenuous war period. Photography in the home is responsible for much of the camera interest, and many a camera is sold for this purpose alone.

If you have a youngster interested in things mechanical, he needs a Seneca Scout. A simple instrument like this in the hands of young people, will develop their observation, and help them along educational lines.

Make this year's vacation records with a Seneca Camera. Bring home the memories of the fishing and hunting trip, of mountain climbing and yachting.

The Seneca line includes a variety of types, among which you can find that convenient and portable model adapted to your needs.



This Size Made by All 2C Seneca Cameras



Vest Pocket
Seneca
(*The Little Indian*)

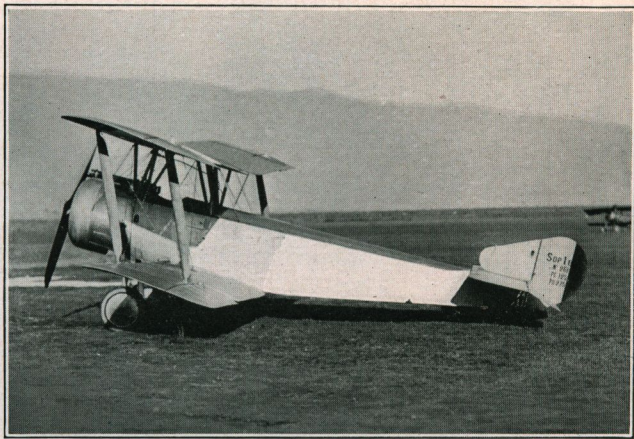
Military V. P.
Seneca

take pictures
as above
1½ x 2½

Can be enlarged



This Size, 2½ x 4¼, Made by All 1A and 2A Seneca Cameras

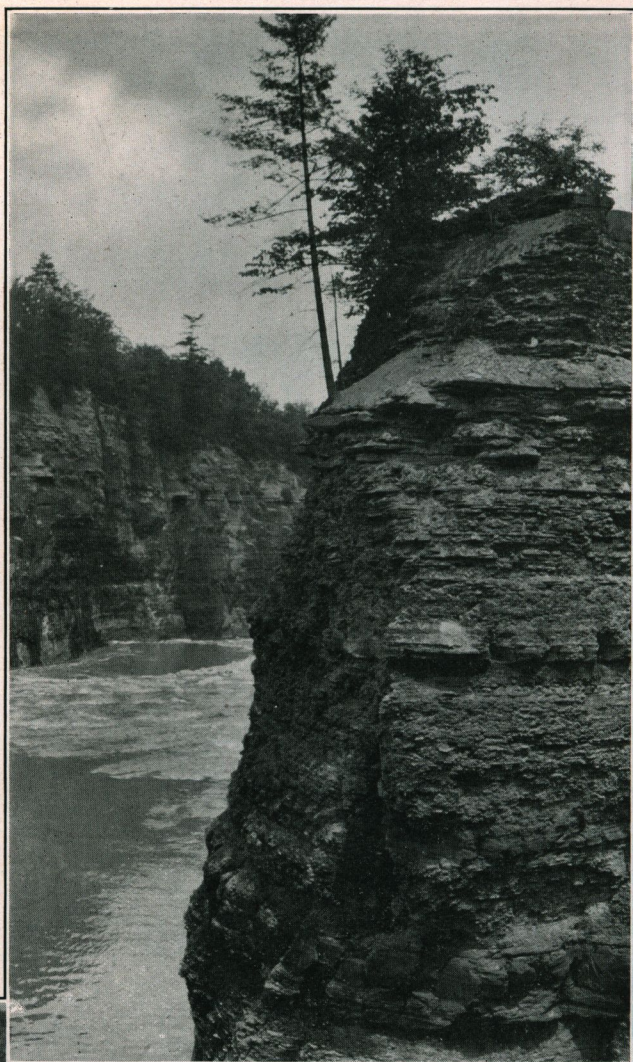


Pictures of This Size— $2\frac{1}{4} \times 3\frac{1}{4}$
Made by No. 1 Seneca Junior, No. 1 Roll Film
Senecas and No. 2 Scout



Showing Post Card Size
Enlargement, Size
 $3\frac{1}{4} \times 5\frac{1}{2}$, from
Vest Pocket Seneca
Picture





**Pictures of this Size
(Post Card)**

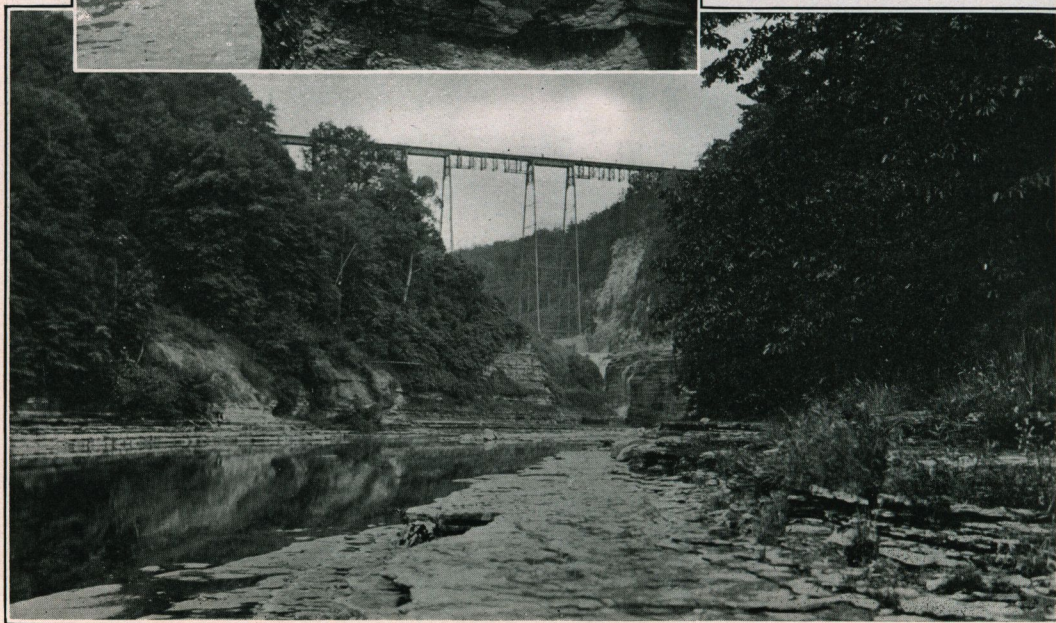
Made by

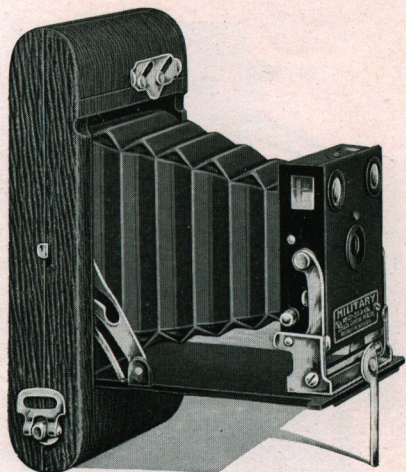
3A Roll Film Senecas

3A Folding Scouts

3A Scout

Nos. 8 and 9 Senecas





The Military Vest Pocket Seneca

For any standard make of
film cartridge

UNCLE Sam's Soldiers gave the Military Vest Pocket Seneca a most wonderful welcome. They were seen everywhere—in camps, cantonments and army posts. Thousands were used as presents. They certainly scored a hit.

Here's the reason: a perfectly constructed hand camera with a rigid front—a most important item, every bit as good in picture taking quality and looks as any of the more expensive cameras, dainty and compact.

This is the camera you can have with you all the time. It actually fits in the Vest Pocket. It weighs but a few ounces, and will find a place in the lady's hand-bag—ready for instant use as the lens is always in focus.

The Military Vest Pocket Camera is a wonderful present for a young boy or girl. The films are inexpensive and the finishing charges are low. There are no complicated parts to get out of order, no movable parts to get knocked out of place.

We have sold numbers of Military Vest Pocket Cameras to firms who have their salesmen photograph the storefronts of a new customer, showing his location and availability of windows for display purposes, and many other uses have been suggested.

The lens is a meniscus achromatic, set to universal focus, It will photograph as near as six feet. If larger pictures are needed, good enlargements can be made.

There are two finders, one for horizontal and the other for upright views. The shutter is sturdy and does not get out of order. One pressure snaps it, and the next picture is made by pushing the lever in the opposite direction. If time exposure is desired, there is a foot shown in illustration and a similar rest for the horizontal position. Set the Time Control on T, and one pressure on exposure lever will open shutter and the reverse motion will close it.

The camera takes film cartridges of eight exposures, and is neatly finished in nickeled metal with walrus grain covering material.

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 $1\frac{1}{2} \times 2\frac{1}{2}$ inches. Capacity, 8 exposures without reloading. Dimensions of Camera, $1 \times 2\frac{1}{2} \times 4\frac{1}{4}$ 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, genuine leather. Frame, aluminum. Trimmings, nickel plated. Improved waterproof walrus grain covering. View Finders, two brilliant.

Prices

	No. 10
Military Vest Pocket Seneca with Meniscus Achromatic Lens	\$7.20
Film Cartridge, 8 exposures, $1\frac{1}{2} \times 2\frac{1}{2}$, Vulcan No. 25421
Leather Carrying Case for Belt, Black	1.75
Leather Carrying Case for Belt, Russet	1.75

Prices include excise war tax

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Showing Case as Carried
on Belt

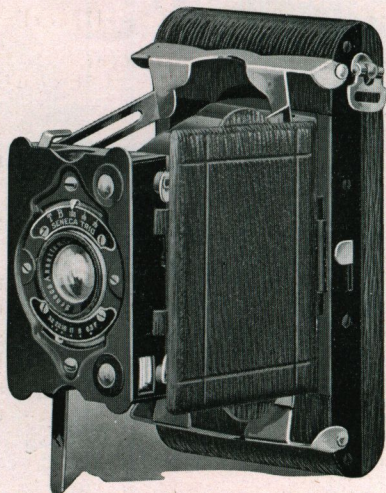
The Vest Pocket Seneca

"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 side arms are designed not to interfere with the bellows and the finders are always in readiness.



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 lens has almost double the speed and will give clearer detail.

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.

Snapshots on grey days, or under any poor conditions, are among the possibilities of the $f:6.3$ equipment. This lens will pass 61% more light at full opening than the ordinary Rapid Rectilinear Lens.

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 $2\frac{3}{8}$ -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 $\frac{1}{250}$, $\frac{1}{100}$ and $\frac{1}{10}$ 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	No. 12	\$8.53
Vest Pocket Seneca with Rapid Rectilinear Lens	No. 14	10.13
Vest Pocket Seneca with Wollensak Anastigmat Lens, speed $f:7.5$	No. 15	16.00
Vest Pocket Seneca with Wollensak Anastigmat Lens, speed $f:6.3$	No. 16	26.67
Film Cartridge, 8 exposures, $1\frac{5}{8} \times 2\frac{1}{2}$, Vulcan No. 254		.21
Black Leather Carrying Case		1.75
Russet Leather Carrying Case for Belt		1.75
Seneca Portrait Attachment		.50

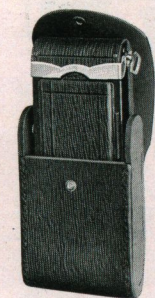
No. 1 Seneca Junior Camera

Makes Rectangular Pictures $2\frac{1}{4} \times 3\frac{1}{4}$ in.
For any standard make of film cartridge

THE 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 $2\frac{1}{4} \times 3\frac{1}{4}$, 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 ingenious 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.



With the Anastigmat Lenses, you gain tremendous speed advantages. You get crisp, sparkling negatives, capable of many times enlargement. $F:7.5$ gives 20% more speed than ordinary camera lenses, of the Rapid Rectilinear type. $F:6.3$ is 61% faster than the R. R. Lenses, and $f:4.5$ is twice the speed of $f:6.3$, and triple the speed of the Rapid Rectilinear.

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.

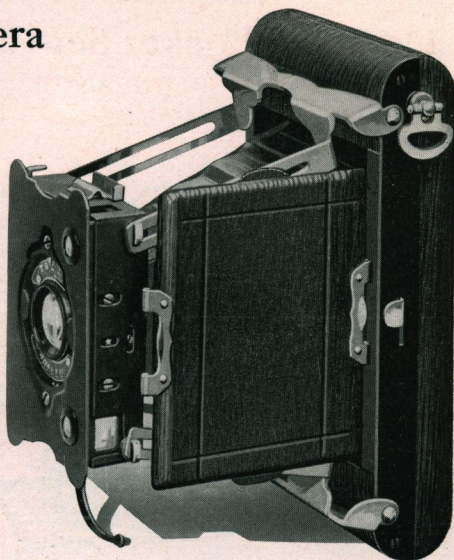
Details: For rectangular pictures $2\frac{1}{4} \times 3\frac{1}{4}$ inches. Capacity, 6 exposures without reloading. Dimensions of Camera, $1\frac{1}{2} \times 3\frac{1}{4} \times 6\frac{1}{4}$. Weight, 14 ounces. Focus, fixed, always set. Lens, Meniscus Achromatic, $3\frac{3}{8}$ -inch focus; Rapid Rectilinear $4\frac{1}{8}$ -inch focus; Wollensak Anastigmat $f:7.5$, $4\frac{1}{4}$ -inch focus; Wollensak Anastigmat $f:6.3$, $4\frac{1}{4}$ -inch focus, or Velostigmat Series II Anastigmat $f:4.5$, $3\frac{3}{4}$ -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, genuine leather. Trimmings, nickel plated, fine grain genuine leather covering. Frame, aluminum. View Finders, two brilliant.

Prices

No. 1 Seneca Junior with Meniscus Achromatic Lens	No. 20
	\$10.13
No. 1 Seneca Junior with Rapid Rectilinear Lens	No. 21
	12.27
No. 1 Seneca Junior with Wollensak Anastigmat Lens, speed $f:7.5$	No. 22
	20.80
No. 1 Seneca Junior with Wollensak Anastigmat Lens, speed $f:6.3$	No. 24
	32.00
No. 1 Seneca Junior with Velostigmat Series II Anastigmat Lens, speed $f:4.5$ and Optimo High Speed Shutter	No. 25
	58.67
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$, Vulcan No. 240	
	.21
Leather Carrying Case	
	2.00
Seneca Portrait Attachment	
	.50

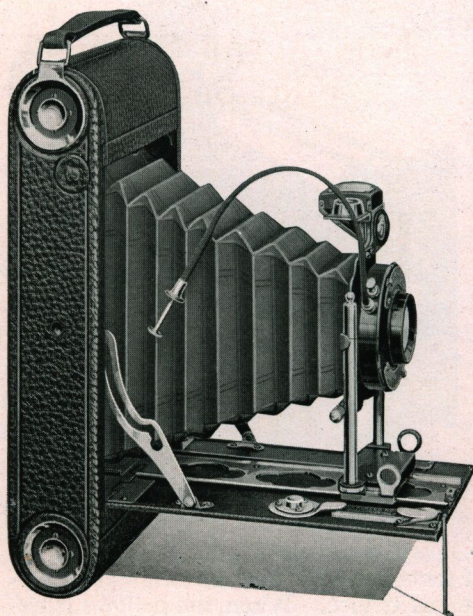
Prices include excise war tax

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Nos. 1 and 1A Roll Film Senecas

For any standard make of
film cartridge



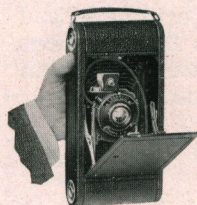
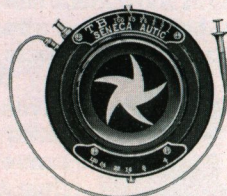
THE two popular models illustrated here differ only in the size of the picture they take. Both cameras are favorites with the discriminating amateur and embody every improvement for the successful making of pictures. Aside from the wide range of capabilities found in each of these compact instruments,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

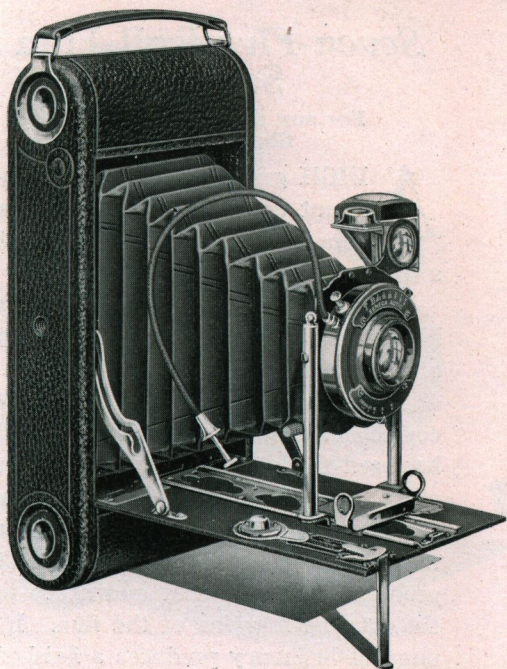
An assortment of optically corrected lenses, with Seneca automatic (dustproof) shutters fitted with push cord releases, complete an equipment for all requirements.



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, $2 \times 3\frac{5}{8} \times 8\frac{1}{2}$. 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, Trio or Autic (dustproof) Automatic. 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 (dustproof) Automatic Shutter	No. 30 \$16.00	No. 31 \$18.13
Roll Film Seneca with Rapid Symmetrical Lens, speed $f: 8$, and Trio (dustproof) Automatic Shutter	No. 32 18.13	No. 33 19.73
Roll Film Seneca with Rapid Symmetrical, speed $f: 8$, Lens and Autic (dustproof) Automatic Shutter	No. 34 21.33	No. 35 22.40
Black sole leather Carrying Case with strap	2.50	2.75
Black leatheret Carrying Case	1.25	1.25
Film Cartridge, 12 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$, Vulcan non-curling, No. 21041	
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$, Vulcan non-curling, No. 21021	
Film Cartridge, 12 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$, Vulcan non-curling, No. 23252
Film Cartridge, 6 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$, Vulcan non-curling, No. 23226
Seneca Portrait Attachment50	.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, $8\frac{1}{2} \times 4\frac{1}{2} \times 2$ 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 (dust proof); No. 3A, Trio or Autic Automatic (all dustproof). 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

Roll Film Seneca with Meniscus Achromatic Lens and Trio Automatic (dust-proof) Shutter

Roll Film Seneca with Rapid Symmetrical Lens, speed $f: 8$, and Trio Automatic (dustproof) Shutter

Roll Film Seneca with Rapid Symmetrical Lens, speed $f: 8$, and Autic Automatic (dustproof) Shutter

Black sole leather Carrying Case with strap

Black leatheret Carrying Case

Film Cartridge, 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, Vulcan non-curling, No. 236

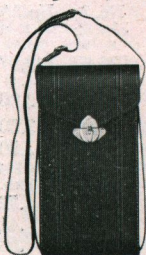
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, Vulcan non-curling, No. 236

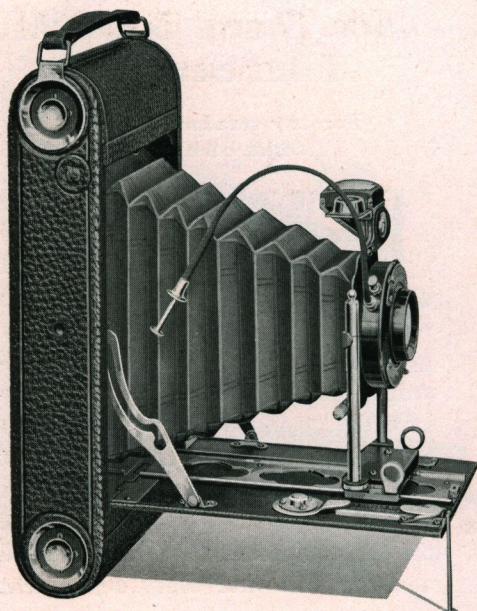
Film Cartridge, 10 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$, Vulcan non-curling, No. 244

Film Cartridge, 6 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$, Vulcan non-curling, No. 244

Seneca Portrait Attachment

No. 3 $3\frac{1}{4} \times 4\frac{1}{4}$	No. 3A $3\frac{1}{4} \times 5\frac{1}{2}$
No. 40	No. 41
\$19.20	\$21.87
No. 42	No. 43
21.33	24.00
No. 44	No. 45
25.07	27.73
3.00	3.50
1.25	1.50
.72	
.36	
	.72
	.41
.50	.50





Seven-Five Roll Film Seneca

For any standard make of film cartridge

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

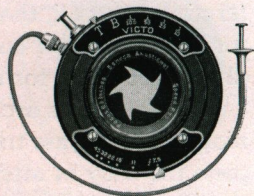
The use of an Anastigmat equipment hitherto has been somewhat limited on account of its price, but since the Seneca "Seven-Five" introduction a fully corrected Anastigmat working at $f: 7.5$ has been available. Its superiority over other styles of objectives has been fully recognized for a long time. 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 pre-

ceding models of Roll Film Senecas and furnishes an instrument of high class to the discriminating amateur.



Details: For rectangular pictures, No. 1, $2\frac{1}{2} \times 3\frac{3}{4}$; 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; 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, $9\frac{3}{8} \times 4\frac{3}{4} \times 2$ 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, 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 (dust-proof). Manual of Photography. Instruction Book.

Prices

With Wollensak Anastigmat Lens, speed $f: 7.5$, and Victo Shutter

With Wollensak Anastigmat Lens, speed $f: 7.5$, and Autic Shutter

Black sole leather Carrying Case with strap

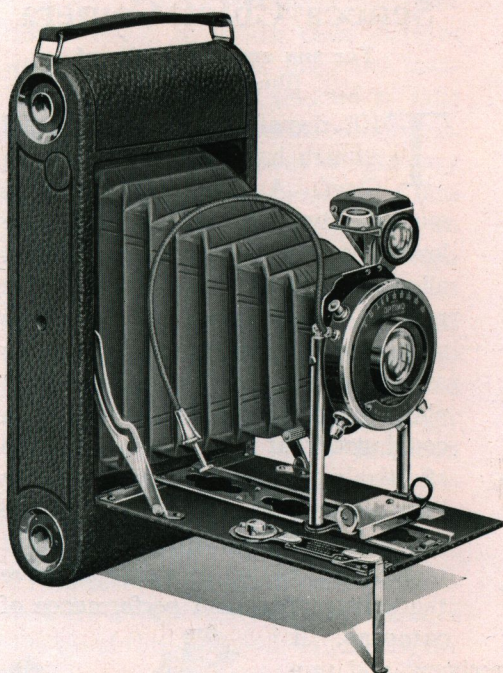
Black leatheret Carrying Case

Film Cartridge, Vulcan non-curling, 12 exposures

Film Cartridge, Vulcan non-curling, 6 exposures

Seneca Portrait Attachment

No. 1 $2\frac{1}{2} \times 3\frac{3}{4}$ No. 60	No. 1A $2\frac{1}{2} \times 4\frac{1}{4}$ No. 51	No. 3 $3\frac{1}{4} \times 4\frac{1}{4}$ No. 52	No. 3A $3\frac{1}{4} \times 5\frac{1}{2}$ No. 53
\$24.53	\$25.60	\$26.67	\$29.87
No. 54	No. 55	No. 56	No. 57
26.67	27.73	28.80	32.00
2.50	2.75	3.00	3.50
1.25	1.25	1.25	1.50
No. 210	No. 232	No. 236	No. 244 10 exp.
.41	.52	.72	.72
.21	.26	.36	.41
.50	.50	.50	.50



Six-Three Roll Film Seneca

For any standard make of film cartridge

HERE 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 other speed subjects are successfully caught.

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 2½ x 4½	No. 3 3¼ x 4½	No. 3A 3¼ x 5½
Special Roll Film Seneca fitted with Wollensak Extra Rapid Anastigmat Lens, speed $f: 6.3$, and Optimo Shutter, speed $1/300$ second	No. 60 \$48.00	No. 61 \$50.13	No. 62 \$53.33
Special Roll Film Seneca fitted with Bausch & Lomb Tessar Series IIb, $f: 6.3$, Anastigmat Lens and Optimo Shutter	No. 63 69.34	No. 64 71.47	No. 65 76.80

No. 3 Tessar Lens on No. 1A; No. 4 Lens on No. 3;
No. 5 Lens on No. 3A Roll Film Seneca.

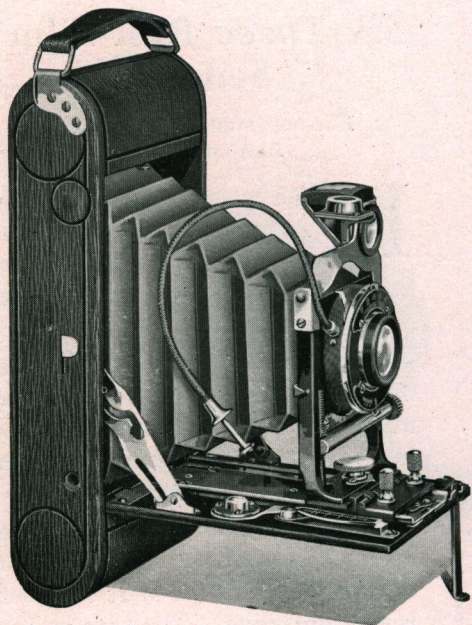
Black sole leather Carrying Case with strap	2.75	3.00	3.50
Black leatheret Carrying Case	1.25	1.25	1.50
Seneca Portrait Attachment	.50	.50	.50

Prices include excise war tax

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Seneca Chief Camera

For any standard make of
film cartridge

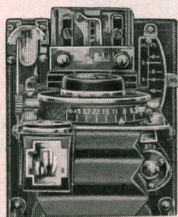


THE demand for a thin model camera has fostered the Seneca Chief. A camera of this kind makes a strong appeal to the picture lover. Its lightness and compactness allows it to be carried easily in the pocket. In character and finish it is striking and elegant. And, speaking of ability and service, there 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.

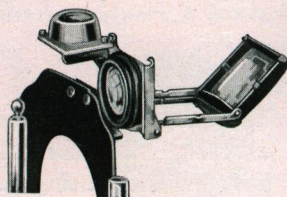
The Seneca Chief is noteworthy on account of its superiority in construction and operation. Its body is of aluminum with reinforced wood sides to give it the least possible weight consistent with the necessary strength. Selected genuine leather of fine walrus grain for the covering adds a touch of refinement;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

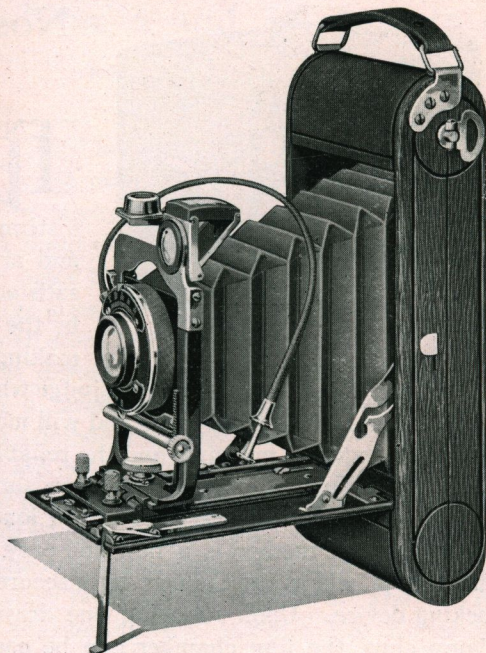
the possibility of pictures at an angle and is another of the distinctive Seneca features. In arranging the composition of the picture, the amount of foreground may be readily increased or decreased by using the rising and falling front. A laterally sliding device regulated by a large milled head screw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



Showing collapsible view finder
—open for cleaning

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.

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.



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, $3\frac{3}{8} \times 8\frac{1}{4} \times 1\frac{5}{8}$; No. 2C, $4\frac{1}{8} \times 8\frac{3}{8} \times 1\frac{3}{4}$. 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. Wollensak Anastigmat, speed $f/7.5$, No. 1A, $5\frac{1}{2}$ -inch focus; No. 2C, $6\frac{1}{8}$ -inch focus. Wollensak Anastigmat, speed $f/6.3$, 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 $2\frac{1}{2} \times 4\frac{1}{4}$ No. 70	2C $2\frac{7}{8} \times 4\frac{7}{8}$ No. 80
Seneca Chief with Rapid Symmetrical Lens, speed $f/8$, and Victo (dustproof) Automatic Shutter	\$23.47	\$25.60
Seneca Chief with Rapid Symmetrical Lens, speed $f/8$, and Autic Automatic (dustproof) Shutter	No. 71 25.60	No. 81 27.73
Seneca Chief with Wollensak Anastigmat Lens, speed $f/7.5$, and Victo Automatic (dustproof) Shutter	No. 72 27.73	No. 82 30.93
Seneca Chief with Wollensak Anastigmat Lens, speed $f/7.5$, and Autic Automatic (dustproof) Shutter	No. 73 29.87	No. 83 33.07
Seneca Chief with Wollensak Anastigmat Lens, speed $f/6.3$, and Optimo Automatic Extra Speed (dustproof) Shutter	No. 74 51.20	No. 84 56.53
Black Leather Carrying Case with strap	2.75	3.00
	No. 232	No. 200 10 Exp.
Film Cartridge, Vulcan non-curling, 12 exposures52	.62
Film Cartridge, Vulcan non-curling, 6 exposures26	.36
Seneca Portrait Attachment50	.50

Prices include excise war tax



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

Cameras. 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.

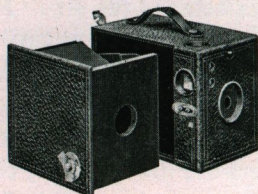
Unusual convenience is found in loading the Scout Camera, as the method is a new and easy one. The film chamber is held in the Camera by a secure and simplified locking device. Upon releasing one draw clasp and two clamp clips, the film chamber can be easily withdrawn, loaded, returned to place and firmly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

These durable and inexpensive picture making instruments, 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, $2\frac{5}{8} \times 4\frac{5}{8}$. Dimensions, No. 2, $3\frac{1}{8} \times 4\frac{1}{8} \times 5\frac{3}{8}$; No. 2A, $3\frac{1}{2} \times 5\frac{3}{8} \times 6$; No. 2C, $4\frac{1}{8} \times 6\frac{1}{8} \times 6\frac{1}{8}$. 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.



Showing Method of Loading
the Scout Cameras

Prices

	No. 2 $2\frac{1}{4} \times 3\frac{1}{4}$	No. 2A $2\frac{1}{2} \times 4\frac{1}{4}$	No. 2C $2\frac{5}{8} \times 4\frac{5}{8}$
No. 2 Scout Camera with Meniscus Lens, complete with Instruction Book	No. 90 \$2.93		
Nos. 2A and 2C Scout Camera with Meniscus Achromatic Lens, complete with Instruction Book		No. 91 \$3.73	No. 92 \$4.80
Scout Camera Carrying Case, leatheret, seal grain	1.00	1.00	1.25
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$, Vulcan non-curling, No. 240	.21		
Film Cartridge, 12 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$, Vulcan non-curling, No. 232		.52	
Film Cartridge, 6 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$, Vulcan non-curling, No. 232		.26	
Film Cartridge, 10 exposures, $2\frac{5}{8} \times 4\frac{5}{8}$, Vulcan non-curling, No. 260			.62
Film Cartridge, 6 exposures, $2\frac{5}{8} \times 4\frac{5}{8}$, Vulcan non-curling, No. 260			.36
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 $3\frac{1}{4} \times 4\frac{1}{4}$ size make it ideal for enlarging, although enlargements to several times the original size should not be expected. The $3\frac{1}{4} \times 5\frac{1}{2}$ size will always be a favorite because it has the exact dimensions of a post card.

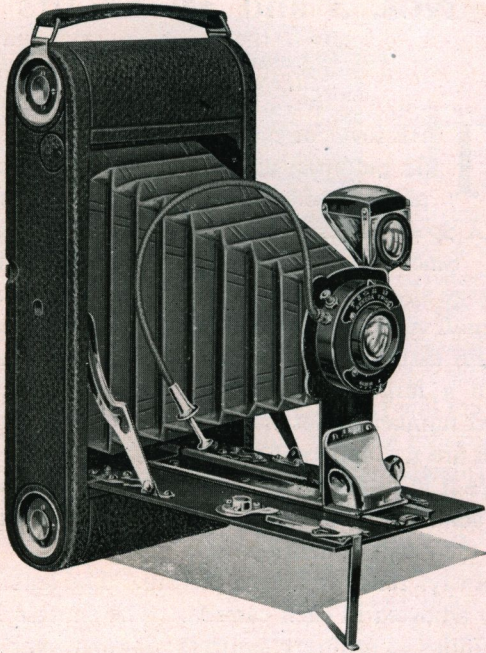
The camera itself is fixed focus,—always ready to take a picture. The lens is not only carefully selected, but carefully adjusted in each camera. The shutter is carefully designed to eliminate the difficulties of ordinary shutters; it runs over a flat metal plate and has a patented device to prevent 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 nicked 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 $3\frac{1}{4} \times 4\frac{1}{4}$ inches; No. 3A, $3\frac{1}{4} \times 5\frac{1}{2}$. Dimensions, No. 3, $4\frac{1}{2} \times 5\frac{1}{4} \times 5\frac{7}{8}$ 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, 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 $3\frac{1}{4} \times 4\frac{1}{4}$ No. 93	Post Card No. 3A $3\frac{1}{4} \times 5\frac{1}{2}$ No. 94
Scout Camera with Meniscus Achromatic Lens, complete with Instruction Book	\$4.80	\$5.87
Film Cartridge, 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, Vulcan non-curling No. 24872	
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, Vulcan non-curling No. 24836	
Film Cartridge, 10 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$, Vulcan non-curling No. 25072
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$, Vulcan non-curling No. 25041
Scout Camera Carrying Case, leatheret, seal grain	1.25	1.50
Seneca Portrait Attachment50	.50



The Folding Scout Camera

For any standard make of
film cartridge

THE 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.

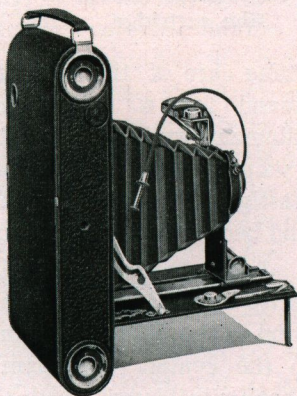
The construction is of aluminum with reinforced wood sides in order to secure compactness with a minimum of weight. Seal grain leatheret, waterproof and more durable even than genuine leather, is attached permanently to the body. The genuine leather covering of the bed gives the neat appearance of the 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 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.



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;

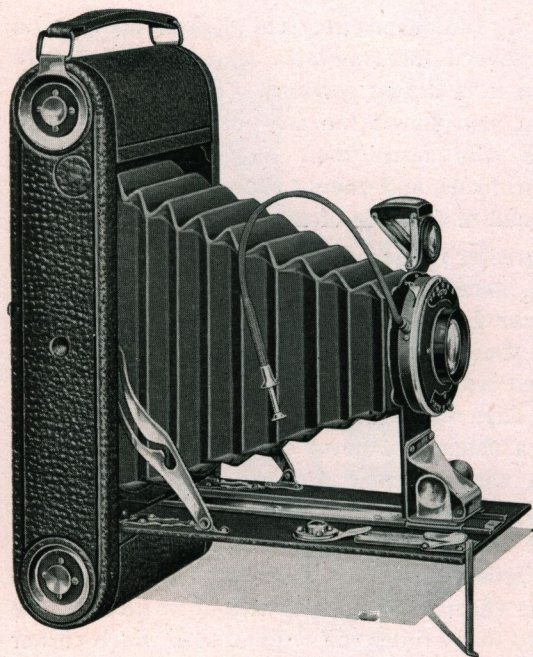
pictures at other times must be made by time exposure. On all four sizes of the Meniscus Achromatic equipment the Seneca focusing attachment automatically holds the lens at universal focus when it is drawn forward. This ingenious attachment also allows the use of the focusing scale to those who desire 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. 3A, $5\frac{3}{4}$ 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 (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. 2A $2\frac{1}{2} \times 4\frac{1}{4}$	No. 2C $2\frac{7}{8} \times 4\frac{7}{8}$	No. 3 $3\frac{1}{4} \times 4\frac{1}{4}$	No. 3A $3\frac{1}{4} \times 5\frac{1}{2}$
Folding Scout with Meniscus Achromatic Lens and Trio Automatic Shutter		No. 101 \$12.27	No. 102 \$13.33	No. 103 \$13.33	No. 104 \$14.40
Folding Scout with Rapid Rectilinear Lens and Trio Automatic Shutter		No. 105 13.87	No. 106 14.93	No. 107 14.93	No. 108 16.00
Black sole leather Carrying Case with strap		2.75	3.00	3.00	3.50
Black leatheret Carrying Case		1.25	1.25	1.25	1.50
		No. 232 .52	No. 260 .62	No. 248 .72	No. 244 .72
Film Cartridge, Vulcan non-curling, 12 exposures			10 exp.		10 exp.
Film Cartridge, Vulcan non-curling, 6 exposures			.26	.36	.41
Seneca Portrait Attachment for Folding Scout			.50	.50	.50



The *Seven-Five* Scout Camera

For any standard make of film cartridge

TO take care of the insistent demand for a better lens equipment, we have fitted the Folding Scout with the Wollensak $f:7.5$ anastigmat. It will be difficult to find better value at the price.

The advantage of the Anastigmat is crisp definition, and equal illumination in the corners as compared to the center. Anastigmat pictures have a brilliancy which the ordinary lenses do not have and as the definition is critical, the negatives can be enlarged greatly without showing loss of definition in

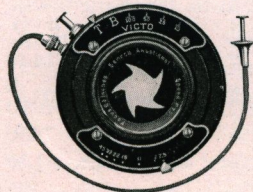
the enlarged picture. Since the $f:7.5$ lens will give definition at the fullest opening, this outfit will make pictures under much poorer light conditions than the ordinary lenses which have to be stopped down to give satisfactory results.

The relation between $f:7.5$ and $f:8$ is about 20% increase in light passed in the same shutter time, an obvious advantage.

The finder is collapsible and easily gotten at for cleaning. A level has been added to aid in correct alignment of image.

One of the requisites of an anastigmat outfit is a rigid front, which we obtain by a special clamping device. Note the long foot at base of front standard where standard rides on the drop bed track.

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



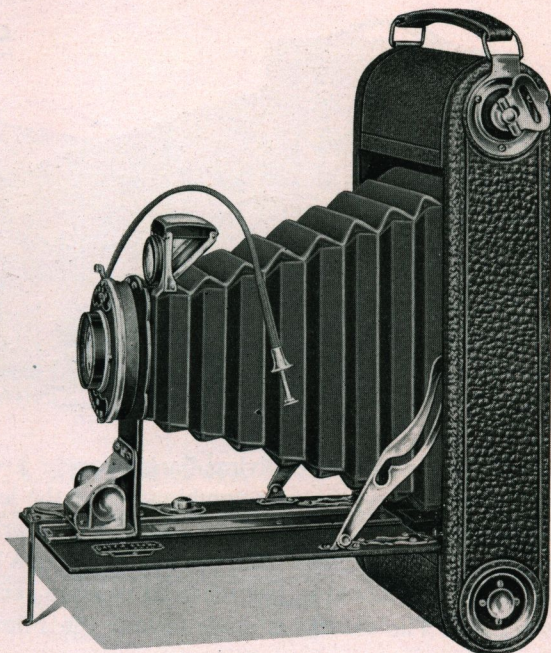
Another little convenience is the focusing lock, which catches the front standard at the distance focus mark when the camera bellows is extended. By releasing the lock, we can then move forward to any of the other focusing scale marks.

Four sizes are offered, including the universal favorite, the 3A, or postcard size. The tendency in cameras of today is toward the panel shapes, because of their adaptability in vertical positions to standing figures, and when horizontal,

they are better landscape sizes because they cover a greater angle and take in less of the sky. The old favorite, $3\frac{1}{4} \times 4\frac{1}{4}$, is also continued in this line.

Two shutters are furnished, the Victo and the Autic as preferred. They operate as a cable release or by finger release, and are always set ready for action.

Victo shutters give exposures of $1/10$, $1/25$, $1/50$ and $1/100$ seconds in addition to B. and T. settings. Autic shutters give exposures of 1 second, $1/2$ second, $1/5$, $1/25$, $1/50$, and $1/100$ seconds. Both shutters are dust proof and can be operated either by cable release or by conveniently placed finger release.



The advantage of the cable release is the freedom from possibility of jarring the camera when making the exposure and with a Wait-a-Minute release, the photographer can make a delayed exposure, so that he may himself be included in the picture.

The Seven-Five Scout is covered with genuine leather and the metal parts are nicked. The camera has attractive lines and is of a most rigid construction.

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, $2 \times 3\frac{5}{8} \times 8\frac{1}{2}$; 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. Level. Tripod Sockets, two. Film Chambers, improved with spool pins. Film Capacity, No. 2A and No. 3, twelve exposures without reloading; No. 2C and 3A, ten exposures without reloading. Bellows, improved waterproof. Lens, Wollensak $f:7.5$, 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, $6\frac{3}{8}$ inches. Shutter, Victo (dustproof) Automatic for Time, Bulb or Instantaneous exposures of $1/10$, $1/25$, $1/50$, $1/100$ part of a second, with push cord release. Manual of Photography and Instruction Book.

Prices

	No. 2A $2\frac{1}{2} \times 4\frac{1}{4}$ 110	No. 2C $2\frac{7}{8} \times 4\frac{7}{8}$ 111	No. 3 $3\frac{1}{4} \times 4\frac{1}{4}$ 112	No. 3A $3\frac{1}{4} \times 5\frac{1}{2}$ 113
Folding Scout with Wollensak $f:7.5$ Lens and Victo Automatic Shutter	\$22.40	\$23.47	\$23.47	\$26.67
Folding Scout with Wollensak $f:7.5$ Lens and Autic Automatic Shutter	114 25.07	115 26.67	116 26.67	117 29.87
Black sole leather Carrying Case with strap	2.75	3.00	3.00	3.50
Black leatheret Carrying Case	1.25	1.25	1.25	1.50
	No. 222	No. 260	No. 248	No. 244
Film Cartridge, Vulcan non-curling, 12 exposures	.52 ¹⁰ Exp.	.62	.72 ¹⁰ Exp.	.72
Film Cartridge, Vulcan non-curling, 6 exposures	.26	.36	.36	.41
Seneca Portrait Attachment for Folding Scout	.50	.50	.50	.50

Prices include excise war tax

Seneca Camera No. 8

Revolving back, single extension and swing back

AN 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
4 x 5	11 $\frac{3}{4}$	6 $\frac{1}{2}$ x 6 $\frac{1}{2}$ x 3 $\frac{1}{2}$	12 x 4 x 7 $\frac{1}{8}$	Camera and Six Holders "	2 $\frac{1}{4}$ x 2 $\frac{1}{2}$
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	12 $\frac{1}{4}$	7 x 7 x 3 $\frac{1}{2}$	12 $\frac{1}{4}$ x 4 $\frac{1}{2}$ x 7 $\frac{1}{2}$		2 $\frac{1}{4}$ x 2 $\frac{1}{2}$
5 x 7	16 $\frac{3}{4}$	8 $\frac{3}{4}$ x 8 $\frac{3}{4}$ x 3 $\frac{1}{2}$	15 $\frac{3}{8}$ x 4 $\frac{3}{8}$ x 9		3 x 3 $\frac{1}{4}$



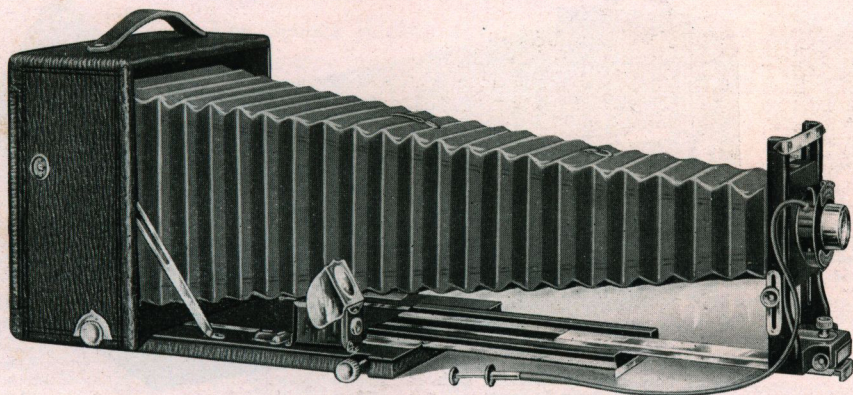
Seneca Nos. 8 and 9 Closed

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, revolving, with spring actuated ground glass panel for focusing. View Finder, brilliant, reversible, metal bound and hooded. Shutter, Seneca Autic Automatic (dustproof) or Optimo. Lens, Seneca Rapid Symmetrical, speed f : 8, focus, 4 x 5, 6 $\frac{3}{8}$ inches; 3 $\frac{1}{4}$ x 5 $\frac{1}{2}$, 6 $\frac{1}{2}$ inches; 5 x 7, 8 inches or Velostigmat Anastigmat, Series I, speed f : 6.3, focus, 4 x 5, 6 inches; 3 $\frac{1}{4}$ 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.

Prices

	4 x 5	3A (Post Card) 3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	5 x 7
Seneca No. 8 with Symmetrical Lens, f : 8, and Autic (dustproof) Shutter	\$37.33	\$37.33	\$43.73
Seneca No. 8 with Wollensak Anastigmat Lens, speed f : 7.5, and Autic Automatic (dustproof) Shutter	44.80	44.80	
Seneca No. 8 with Velostigmat Lens, Series I, speed f : 6.3, and Autic (dustproof) Shutter	64.00	64.00	74.67
Seneca No. 8 complete but without Lens and Shutter	32.00	32.00	37.33
Extra Simplex Double Plate Holders, each	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	.50	50	.50



Seneca Camera No. 9

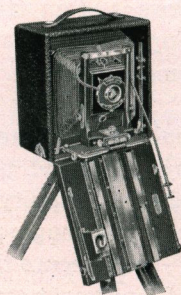
Revolving back, double extension, rack and pinion swing in rear

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4 x 5	16	6½ x 6½ x 4	12½ x 4½ x 7½	Camera and 7 Holders	2½ x 2½
3¼ x 5½	17½	7 x 7 x 4½	12½ x 5 x 7½	"	2½ x 2½
5 x 7	22½	8¾ x 8¾ x 4½	15½ x 4½ x 9	"	3 x 3½

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 gossamer cloth. Front, double sliding, vertical and horizontal. Rack and 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 and hooded. Lens Board, removable. Lens, Rapid Symmetrical Convertible, *f*: 8, focus, 4 x 5, 6¾ inches; 3¼ x 5½, 6¾ inches; 5 x 7, 8 inches or Velostigmat Anastigmat, Series I, *f*: 6.3, focus, 4 x 5, 6 inches; 3¼ x 5½, 6½ inches; 5 x 7, 7 inches. Shutter, Seneca Autic Automatic or Optimo (dust-proof) with Push Cord Release.

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



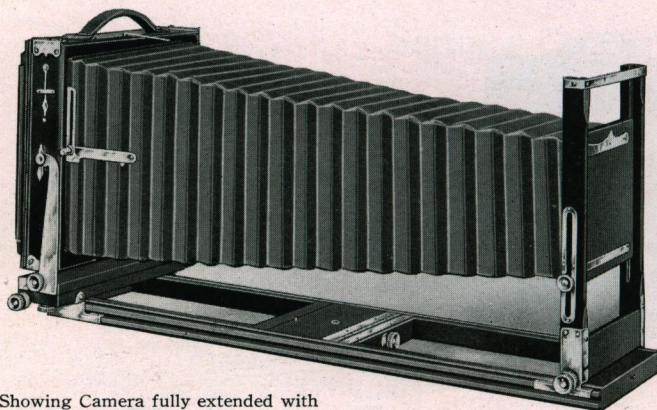
Seneca No. 9 with Supplementary Bed Attached for Extreme Wide Angle Lenses

Prices

	4 x 5	3¼ x 5½	5 x 7
Seneca Camera No. 9 with Rapid Symmetrical Convertible Lens, speed <i>f</i> : 8, and Autic (dustproof) Shutter	\$53.33	\$53.33	\$64.00
Seneca Camera No. 9 with Wollensak Anastigmat Lens, speed <i>f</i> : 7.5, and Autic Automatic (dustproof) Shutter	59.73	59.73	
Seneca Camera No. 9 with Velostigmat Series I, Anastigmat Lens, speed <i>f</i> : 6.3, and Autic (dustproof) Shutter	75.73	75.73	94.93
Seneca Camera No. 9 complete but without Lens and Shutter	42.67	42.67	51.20
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 Attachment50	.50	.50

Prices include excise war tax

Page Twenty-One



Showing Camera fully extended with
Patented Bellows Support

New Improved Seneca View Camera

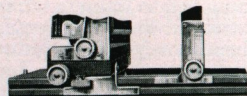
The outfit for home portraiture and general viewing with
rack and pinion back and front—jarless back

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

THIS camera is noted especially for its rigidity. Due to the celebrated Seneca system of reinforcement, it will well nigh withstand any strain put upon it. Great *focal length* 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 cutting off a portion of the picture when a lens of short focal length is used.

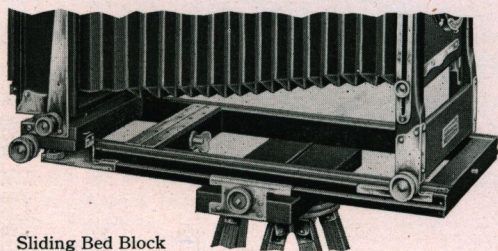
The rising front, sufficient to center the lens on each half of the plate for photographs of tall subjects, is operated by rack and pinion. Equal movement horizontally with absolute rigidity is provided by the addition of the sliding and wide angle front bed.

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. There can be no interference with the bellows when the camera is closed.



Double Tongued Bed with
Brass Shoes, Distinctly a
Seneca Idea and Pro-
tected by Patents

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 and the back automatically trips into position when the plate holder is inserted.



Sliding Bed Block
(extra)

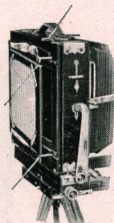
ROCHESTER, N.Y.



Showing Operation of Patented Sliding and Wide Angle Front Bed

The Seneca Sliding Division allows exposure of one-quarter or one-half of plate at will. The sliding sections are easily removed to allow exposure of whole plate.

The camera is provided with a suitable carrying handle and a vertical plumb bob.



Showing Jarless Back Open to Receive Plate Holder

Dimensions

Size of Camera	Length of Draw or Focal Capacity	Dimensions of Camera	Weight	Dimensions of Lens Board	Number of Holders Case will Carry with Camera
5 x 7	23½ in.	4½ x 10½ x 11¼	6½ lbs.	4½ x 4½	6 } Long Canvas
6½ x 8½	26 "	5 x 11½ x 12½	7½ "	4¾ x 4¾	5 } Carrying Case
8 x 10	30 "	5¾ x 13½ x 14¾	10½ "	5¾ x 5¾	6 } Square Case
*11 x 14	39½ "	6½ x 17¾ x 19	18½ "	6½ x 6½	3

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	\$30.93	\$33.07	\$36.27	\$58.67
New Improved Seneca View Camera, fitted with Seneca Three-Focus Convertible Symmetrical Lens, speed f: 8, and Autic Automatic (dustproof) Shutter	43.20	52.80	60.80	
New Improved Seneca View Camera, fitted with Wollensak Anastigmat Lens, speed f: 6.8 and Autic Automatic (dustproof) Shutter. No. 2 Lens fitted to 5 x 7, No. 3 Lens fitted to 6½ x 8½, No. 4 Lens fitted to 8 x 10	64.00	79.47	94.93	
New Improved Seneca View Camera, fitted with Series II, Velostigmat Anastigmat Lens, speed f: 4.5, and Optimo Shutter. No. 3 Lens fitted to 5 x 7, No. 5 Lens fitted to 6½ x 8½, No. 6 Lens and Duo Shutter fitted to 8 x 10	100.80	133.33	165.33	
Extra for Genuine Leather Bellows instead of Leatheret	4.50	5.00	5.50	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	4.00	4.50	4.50
Extra for Sliding Bed Block	3.00	3.50	4.00	4.50
Extra Improved Double Plate Holders, each	1.50	1.60	1.75	5.00
Seneca Double Portrait Film Holders, each	1.25	1.35	1.50	

Price of Double Sliding Division, enabling operator to make four exposures on a single plate, in place of Single Sliding Division, all sizes 50c.

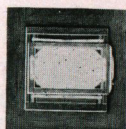
NOTE—Above Cameras regularly furnished in dull ebonized finish, or when so specified, natural mahogany.

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

†These cases accommodate holders as follows: 12, 5 x 7; 5, 6½ x 8½; 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 x 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.

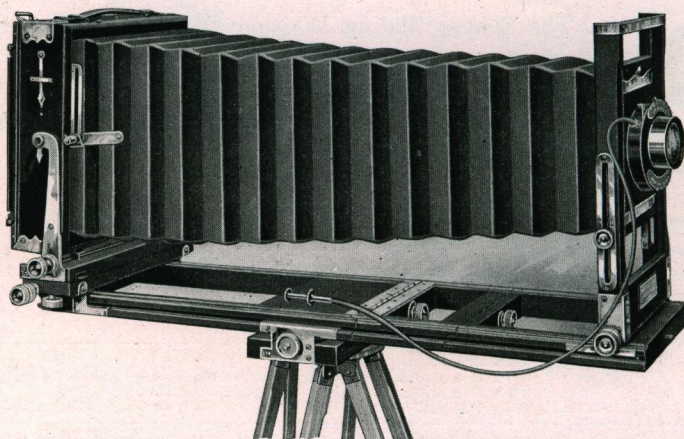
Prices

No.	1A for	5 x 7	View to take	4¼ x 6½	plate holder; Outside Dimensions,	8¾ x 8¾		\$8.00
"	2A	5 x 7	"	4 x 5	"	8¾ x 8¾	"	8.00
"	3A	5 x 7	"	3¼ x 5½	"	8¾ x 8¾	"	8.00
"	4A	5 x 7	"	3¼ x 4¼	"	8¾ x 8¾	"	8.00
"	5A	6½ x 8½	"	5 x 7	"	10½ x 10½	"	8.50
"	6A	6½ x 8½	"	4¼ x 6½	"	10½ x 10½	"	8.50
"	7A	6½ x 8½	"	4 x 5	"	10½ x 10½	"	8.50
"	8A	6½ x 8½	"	3¼ x 5½	"	10½ x 10½	"	8.50
"	9A	8 x 10	"	6½ x 8½	"	12 x 12	"	10.00
"	10A	8 x 10	"	5 x 7	"	12 x 12	"	10.00
"	11A	8 x 10	"	4¼ x 6½	"	12 x 12	"	10.00
"	11AA	8 x 10	"	4 x 5	"	12 x 12	"	10.00
"	12A	11 x 14	"	8 x 10	"	16¼ x 16¼	"	11.00
"	13A	11 x 14	"	10 x 12	"	16¼ x 16¼	"	11.00

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

Prices include excise war tax

Page Twenty-Three



Camera City View and Studio Outfit

For home portraiture and general viewing

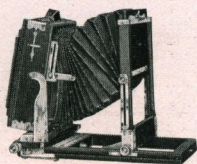
With Double Tongued Bed, Rack and Pinion both Back and Front, Sliding and Wide
Angle Front Bed, Jarless Back, Extreme Rise and Fall in
Front, Detachable Sliding Block

RIGIDITY 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.

We supply without extra charge a sliding block to be used to balance the camera, for various extensions of bellows or changes in lens equipment. This is particularly valuable when camera is used without extension bed. The weight of camera is properly distributed in relation to tripod, and vibration is therefore at a minimum.

A bellows of genuine leather which is guaranteed not to crack or become porous is a regular part of the equipment.

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



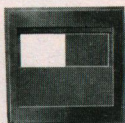
Showing Swings in Rear
and Rise and Fall
in Front

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

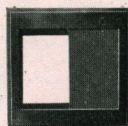
Dimensions

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	23½ in.	4½ x 10½ x 11¼	7 lbs.	4⅛ x 4¼	6
6½ x 8½	26 "	5 x 11½ x 12½	8 "	4⅝ x 4¾	5
8 x 10	30 "	5¾ x 13½ x 14¾	11 "	5⅝ x 5¾	6
11 x 14	39½ "	6½ x 17¾ x 19	18 "	6½ x 6½	3



Double Sliding Division Fitted in Reversible Back

Regular equipment includes Camera, Sliding Block, 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.



Sliding Division Fitted in Reversible Back

Prices of Camera City View and Studio Outfit

	5 x 7	6½ x 8½	8 x 10	11 x 14
Complete as above	\$38.40	\$41.07	\$44.80	\$64.00
Camera City View and Studio Outfit, fitted with Seneca Three-focus Convertible Symmetrical Lens, f: 8, and Autic Automatic (dust-proof) Shutter				
	\$50.67	\$60.80	\$69.33	
Camera City View and Studio Outfit, fitted with Series I Velostigmat Anastigmat Lens, f: 6.3, and Autic Automatic (dustproof) Shutter. No. 3 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, and No. 5 Lens fitted to 8 x 10.				
	86.40	110.93	130.67	
Camera City View and Studio Outfit, fitted with Series II, Velostigmat Anastigmat Lens, speed f: 4.5, and Optimo Shutter. No. 3 Lens fitted to 5 x 7 size, No. 5 Lens fitted to 6½ x 8½ size, No. 6 Lens in Duo Shutter fitted to 8 x 10 size				
	108.27	145.60	179.73	
Extra Improved Double Plate Holders	1.50	1.60	1.75	
Seneca Portrait Double Film Holders	1.25	1.35	1.50	

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

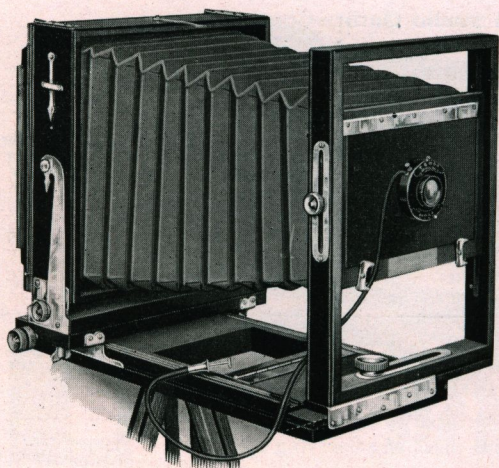
NOTE—Above Cameras regularly furnished in dull ebonized finish, or natural mahogany when so specified.

Dress Suit Case for View Cameras

Compartment for holders in 5 x 7 size holds 14; in 6½ x 8½ size, 6; in 8 x 10 size, 7.

	5 x 7	6½ x 8½	8 x 10
Price of Dress Suit Case, leatheret	\$9.00	\$10.00	\$11.00
Price when supplied with Camera in place of Canvas Case regularly supplied	8.00	9.00	10.00





Competitor View Camera

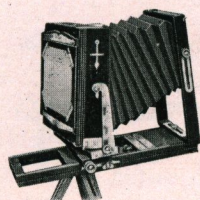
Reversible and double swing back.
Sliding front

FOR 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.

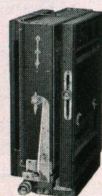
The back focus is operated by a rack and pinion and allows any wide angle lens to be used without the front obstructing the view. The camera also possesses two tripod plates for properly balancing the instrument; has a rising and falling, also a sliding front; again, the front is made wide enough so that stereoscopic lenses may be used if so desired.

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, showing swings in Rear and rise in front



Competitor (Closed)

Size of Camera	Focal Capacity	Dimensions when Folded or Closed	Weight	Size of Lens Board	Case Carries Camera and Three Plate Holders
5 x 7	14½	5 x 10 x 11½	5 lbs.	4 x 6	
6½ x 8½	16	5 x 11½ x 12½	6 lbs.	4 x 6	
8 x 10	18	5 x 13½ x 14½	7 lbs.	4 x 6	

Prices with Double Sliding Front, Carrying Case and One Seneca Improved Double Plate Holder.

	5 x 7	6½ x 8½	8 x 10
Competitor Camera complete as above	\$24.00	\$25.07	\$26.67
Competitor fitted with Rapid Rectilinear Lens and Autic Automatic (dustproof) Shutter	33.60	40.00	48.00
Competitor fitted with Rapid Symmetrical Lens, speed f: 8, and Autic Automatic (dustproof) Shutter	35.73	42.67	50.13
Competitor fitted with Wollensak Anastigmat Lens, speed f: 6.3, and Autic Double Valve "Set" (dustproof) Shutter	58.15	71.47	85.33
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—See page 23 for price of extra interchangeable Reversible Backs.

Photographic Lenses

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 aperture 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.

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

No.	Plates Covered Sharply st <i>f</i> : 6.3	Diameter of Lens	Equivalent Focus	Front Combination Separately at <i>f</i> : 16	Back Combination Separately at <i>f</i> : 12.5	Price with Barrel Regno	Price with Autic Shutter	Price with Optimo Shutter
1	3¼ x 4¼	7/8 ins.	5 ins.	11¼ ins.	8¼ ins.	\$26.50	\$30.00	\$38.00
2	4 x 5	1	6 "	14 "	10 "	31.00	34.50	42.50
2A	3¼ x 5½	1 1/16 "	6 "	16 "	10 "	31.00	34.50	42.50
3	5 x 7	1 3/16 "	6½ "	17 "	11 "	40.00	45.00	54.00
4	6½ x 8½	1 17/32 "	9½ "	21½ "	16½ "	61.00	65.50	75.00
5	8 x 10	1 31/32 "	12½ "	28 "	20 "	75.00	80.50	92.00
6	11 x 14	2 9/16 "	16 "	38 "	26 "	123.00		

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, for studio, speed, press, commercial, group and home portrait work, also copying. Not convertible like Series I.

No.	Diameter of Lens	Equivalent Focus	Plates Covered Sharply at <i>f</i> : 4.5	Price with Barrel or Regno	Price with Autic Shutter	Price with Optimo Shutter
1	1 1/8 ins.	5 ins.	3¼ x 4¼	\$37.00	\$42.50	\$49.50
2	1 3/8 "	6 "	4 x 5	43.50	49.50	56.50
3	1 19/32 "	7 "	5 x 7	52.00	57.50	65.50
4	1 7/8 "	8¼ "	5 x 8	69.00	75.00	83.00
5	2 1/8 "	9½ "	6½ x 8½	84.00	90.00	98.00
6	2 3/4 "	12 "	8 x 10	126.50		
7	3 9/16 "	15½ "	11 x 14	207.00		

The Nos. 5, 6 and 7 sizes have diffusing adjustment which makes them particularly valuable for portrait and group work. Studio Shutter can be furnished on these sizes. No. 7 not furnished in Regno.

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

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 <i>f</i> : 6.3 with No. 0, 1, 1A	Price with Barrel	Price with Autic (dust-proof) Shutter	Price with Optimo Speed Shutter
0	5¼ ins.	3¼ x 4¼	\$20.50	\$23.00	\$30.00
1	6 "	4 x 5	23.00	25.50	32.00
1A	6¾ "	3¼ x 5½	23.00	25.50	32.00
2	7 "	5 x 7	29.00	32.00	40.00
3	9½ "	6½ x 8½	40.00	43.50	52.00
4	12 "	8 x 10	52.00	55.00	65.50

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 cameras.

Series Ic—f: 4.5

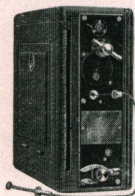
Ic Tessar is the ideal lens for speed work with focal plane shutters, for home portraiture, studio heads and groups. It has three times the speed of ordinary camera lenses.

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	2¼ x 3¼	3 1/2	3/4	\$ 33.00	
13	2½ x 3½	4 1/2	1	36.50	\$ 56.50
14	3¼ x 4¼	5	1 1/8	41.00	61.00
15	4 x 5	6	1 5/16	48.00	69.50
15A	5 x 7	7 1/4	1 5/8	58.50	80.00
16	5 x 8	8 1/4	1 7/8	73.00	96.00
17	6½ x 8½	9 7/8	2 1/4	117.00	140.00
18	8 x 10	11 7/8	2 11/16	165.00	
18A	10 x 12	14 9/16	3 3/8	212.00	
19	11 x 14	15 3/4	3 9/16	255.00	
20	14 x 17	19 3/4	4 3/8	365.00	

NOTE—Write for information on any lens questions.

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
4 x 5	15 ounces	6 3/8 x 6 3/8 x 1 13/16	\$22.50
3A 3¼ x 5½	15 "	6 7/8 x 6 7/8 x 1 13/16	24.00
5 x 7	22 "	8 3/8 x 8 5/8 x 1 13/16	25.00
6½ x 8½	25 "	10 3/16 x 10 3/16 x 1 13/16	27.50
8 x 10	30 "	12 x 12 x 1 15/16	29.00

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 is ordinarily used back of the lens, on the lens board. No.5 is for "time" work only, No.6 for time and instantaneous exposures. The Safe Enlarging Type has orange leaves.



New Improved View and Camera City View	Outside Dimensions Inches	Diameter Opening Inches	PRICES (Including Bulb and Tube)		
			No. 5	No. 6	Enlarging
5 x 7	3½	1¼	\$6.00	\$7.50
6½ x 8½	4	2	6.00	8.50	\$5.00
8 x 10	5	2¾	7.25	8.50	5.50
11 x 14	6	3¼	7.25	8.50	6.00
14 x 17	7½	4	7.75	9.25	6.00
17 x 20	7½	4	7.75	9.25	6.00
Size for all Competitor View Cameras	4½	2¼	6.50	8.00	5.25

Seneca Photo Optical Outfit
(For Hand Cameras)

This outfit consists of four Lenses, one Ray Filter and one Duplicator, highly nickeled mount- ing, 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

Table with 2 columns: Item description and Price. Items include Outfit complete for 4 x 5 and 5 x 7, Enlarging and Copying Lens, Wide Angle Lens, Portrait Lens, Tele Photo Lens, Ray Filter, Duplicator, and combinations of Supplementary Lenses and Duplicator.



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.

Table with 4 columns: Size of Ray Screen, Outside Diameter, Diameter of Lens, and Prices. It lists three different sizes of ray screens and their corresponding prices.

The Seneca Exposure Card

Though primarily intended for the beginner, the Seneca Exposure Card is an invaluable guide to correct exposure for all amateurs. 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 1/4 x 4 inches.

Price

The Seneca Exposure Card (post paid) \$.15

Simplex Exposure Scale (Aluminum)

Complex table titled 'THE SIMPLEX EXPOSURE SCALE' containing various exposure data including light factors, lens stops, focal values, and exposure times for different subjects and conditions.

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 . \$.50

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 only for shutters listed in this catalogue.



Price

Length, 5 inches, 6 inches or 8 inches \$.35

Wait-a-Minute Release

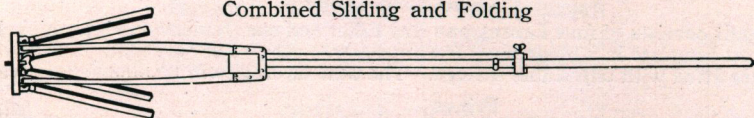
A device for releasing the shutter so the photographer may be himself included in the photograph. Works in connection with any cameras fitted with cable release. Opens up new fields for amateur such as self-portraiture.



Price \$1.00

The Compact Tripod (Wooden Top)

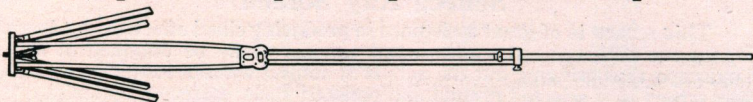
Combined Sliding and Folding



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 22¾ 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

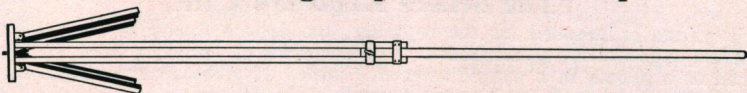
Special Compact Tripod (Wooden Top)



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

Special Compact Tripod \$2.50

Seneca Sliding Tripod (Wooden Top)



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 Extended, Inches	Length When Closed Inches	Size of Camera	Prices
1	56¼	30¾	6½ x 8½	\$2.50
2	60	32½	8 x 10	3.00
4	58½	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 56½ inches. Weight, 20 ounces.

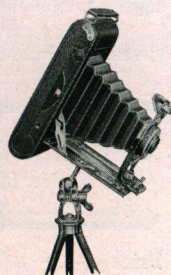
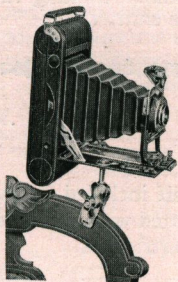
Special Sliding Tripod \$1.25

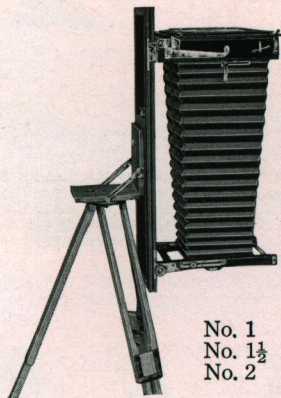
Seneca All-in-One Clamp

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 \$1.25





Seneca Tilting Tripod Top

The Tilting Tripod Top is one of our most useful accessories and labor savers. The amateur uses it for photographing on an incline, either upwards or downwards. With a stout tripod, it furnishes a very servicable home portrait stand. Its advantages are instantly obvious to the commercial photographer. Outdoors its use is limited only by the ingenuity of the operator. Its appeal to the naturalist is its ability to shoot straight down in photographing specimens in the laboratory and in the field.

It is light, rigid and compact. All adjustments can be made without detaching tilting top or camera as it does not interfere with swings or reversing backs.

Prices

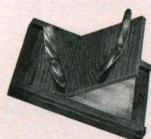
No. 1	Seneca Tilting Tripod Top.	Size $4\frac{1}{2}$ x $5\frac{3}{4}$, folded	\$2.25
No. 1 $\frac{1}{2}$	Seneca Tilting Tripod Top.	Size 5 x $6\frac{1}{2}$, folded	2.75
No. 2	Seneca Tilting Tripod Top.	Size $6\frac{1}{4}$ x $7\frac{1}{8}$, folded	3.50

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 \$.25 Price, per dozen pairs 3.00



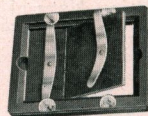
Seneca Printing Frames

Prices Amateur Frames (Piano Hinge)

$3\frac{1}{4}$ x $4\frac{1}{4}$	\$.30	4 x 5	\$.35
$3\frac{1}{4}$ x $5\frac{1}{2}$ (Post Card)35	5 x 740
$3\frac{3}{8}$ x 635		

Prices Professional Frames (Piano Hinge)

$3\frac{1}{4}$ x $4\frac{1}{4}$	\$.75	8 x 10	\$1.35
4 x 575	10 x 12	2.25
$3\frac{1}{4}$ x $5\frac{1}{2}$80	11 x 14	2.75
$3\frac{3}{8}$ x 685	14 x 17	4.25
$4\frac{1}{4}$ x $6\frac{1}{2}$85	16 x 20	6.40
5 x 785	18 x 22	6.75
5 x 890	20 x 24	7.00
$6\frac{1}{2}$ x $8\frac{1}{2}$	1.00		



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- $3\frac{5}{8}$ 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 \$2.00



Seneca Film Pack Adapter

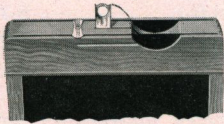
(Hingeless) For Daylight Loading Film Packs (Patented)

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				
3¼ x 4¼	4 x 5	3 x 5¼	3-A Model 3¼ x 5½	5 x 7
\$1.25	\$1.50	\$1.50	\$1.50	\$2.50



Showing safety catch and finger grip

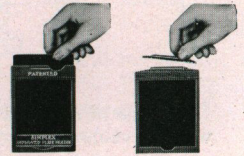
Simplex Double Plate Holder

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 "E" will not be visible at the thumb notch, and

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.



Simplex Other Holders

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

Price, Natural Finish	3¼ x 4¼	4 x 5	5 x 7
Price, Ebony Finish	\$2.00	\$2.00	\$2.25
	2.50	2.50	3.00



Seneca Improved Double Plate Holder

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.

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						
3¼ x 4¼	3-A Model 3¼ x 5½	4 x 5	4¼ x 6½	5 x 7	6½ x 8½	8 x 10
\$1.25	\$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.

English Style Book Holder

11 x 14 for View Cameras	Price, \$5.00
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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.

Prices			
5 x 7	\$1.25	6½ x 8½	\$1.35
		8 x 10	\$1.50

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	\$.65
3301/50	7 x 10	50	1.00
3302/50	10 x 12	50	1.50
3303/50	11 x 14	50	2.00

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	\$.80	5100/50	5½ x 7	50	\$1.25
4301/50	7 x 10	50	1.25	5101/50	7 x 10	50	2.00
4302/50	10 x 12	50	1.75	5102/50	10 x 12	50	3.00
4303/50	11 x 14	50	2.25	5103/50	11 x 14	50	3.75

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	\$1.00	04100/50	5½ x 7	50	\$1.15
03101/50	7 x 10	50	1.20	04101/50	7 x 10	50	1.50
03102/50	10 x 12	50	1.75	04102/50	10 x 12	50	2.25
03103/50	11 x 14	50	2.25	04103/50	11 x 14	50	2.75

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	\$1.60	0532/50	10 x 12	50	\$3.25
0531/50	7 x 10	50	2.25	0533/50	11 x 14	50	4.25

Royal Film Negative Albums

Black Cloth, Linen Embossed

Prices

No. 3523 for 100 negatives 2¼ x 3¼ \$1.00 No. 3534 for 100 negatives 3¼ x 3¼ \$1.25
 No. 3524 for 100 negatives 2½ x 4¼ 1.25 No. 3535 for 100 negatives 3¼ x 5½ 1.40

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 cents.

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

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.

Photographic Papers

Seneca Developing Paper



We offer with a feeling of justifiable pride a new line of photo papers to which we attach our own label, Seneca Photo Papers of Quality. These papers are manufactured with the requirements of the amateur photographer particularly in mind. They have the advantage not only of splendid photographic quality but are uniformly good from one lot to another and from the first to the last sheet of every package. They make friends and hold them.

In ordering Seneca Developing Paper be sure to specify the degree of contrast, surface and weight.

Seneca Developing papers are supplied in three surfaces: Matte, Semi-Matte and Glossy; single and double weight; and three degrees of contrast: hard, medium and soft.

Prices

Size	Single Weight		Double Weight		Size	Single Weight		Double Weight	
	Doz.	Gross	Doz.	Gross		Doz.	Gross	Doz.	Gross
2¼ x 3¼	\$.12	\$1.20	\$.15	\$1.50	4 x 6	\$.15	\$1.50	\$.25	\$2.00
2½ x 4¼	.12	1.20	.15	1.50	5 x 7	.30	3.00	.35	3.50
3¼ x 4¼	.12	1.20	.15	1.50	6½ x 8½	.50	5.00	.60	6.00
3¼ x 5½	.15	1.50	.20	2.00	8 x 10	.70	7.00	.80	9.00
4 x 5	.15	1.50	.20	2.00	11 x 14	1.35	14.00	1.60	17.50

Rolls

	Single Weight	Double Weight		Single Weight	Double Weight
10-foot Rolls, 20 inches wide	\$1.60	\$1.80	10-yard Rolls, 20 inches wide	4.00	4.80
10-foot Rolls, 40 inches wide	3.20	3.60	10-yard Rolls, 40 inches wide	8.00	9.60

500 Sheet Packages

	Single Weight	Double Weight		Single Weight	Double Weight
2½ x 3½	3.50	4.50	4 x 6	4.85	6.00
2¾ x 4½	4.00	5.00	4¼ x 5¼	4.75	6.00
3½ x 4½	4.15	5.25	4½ x 5½	5.00	6.15
3½ x 5¼	4.60	5.90	5 x 7	8.65	10.85

Haloid Enlarging

Especially adapted for enlarging with contact quality which so many enlarging papers lack. It has a rich, deep, black tone and may be easily converted into sepia effects by the redeveloping process. It is made in five surfaces and in double and single weight.

Grades

Grade	Weight	Surface	Contrast	Grade	Weight	Surface	Contrast
N	Single	Semi-Matte	Soft	Linen			
O	Single	Matte	Soft	Buff	Double	Linen Buff	Soft
P	Double	Smooth Matte	Soft	Linen			
Q	Double	Buff	Soft	White	Double	Linen White	Soft

(Note: In ordering Enlarging Linen be sure to specify "Enlarging" to distinguish from Impera Linen which is a contact paper).

Prices

Single Weight				Double Weight		
Size	Dozen	½ Gross	Gross	Dozen	½ Gross	Gross
Cabinets	\$.15	\$.85	\$ 1.50	\$.25	\$ 1.10	\$ 2.00
4 x 6	.20	.85	1.50	.25	1.00	2.00
4¼ x 6½	.25	1.40	2.50	.30	1.65	2.80
5 x 7	.30	1.75	3.00	.35	2.00	3.50
5 x 8	.35	2.00	3.50	.40	2.25	4.00
6 x 8	.45	2.50	4.50	.50	2.75	5.00
6½ x 8½	.50	2.75	5.00	.60	3.25	6.00
7 x 9	.55	3.25	6.00	.65	3.75	7.00
7½ x 9½	.65	3.50	6.50	.75	4.25	8.00
8 x 10	.70	3.75	7.00	.80	4.75	9.00
9 x 11	.85	4.50	8.50	1.00	6.00	11.25
10 x 12	1.00	5.25	10.00	1.20	7.00	13.50
11 x 14	1.35	7.50	14.00	1.60	9.25	17.50
14 x 17	2.00	11.00	21.00	2.40	14.00	27.00
16 x 20	2.50	15.00	28.00	3.20	18.50	36.00
18 x 22	3.00	18.00	34.50	4.00	23.50	46.00
20 x 24	3.60	21.50	41.25	4.80	28.00	55.00

10-foot rolls, 20 in. wide, \$1.60; 41 in. wide, \$3.20

10-yard rolls, 20 in. wide, 4.00; 41 in. wide, 8.00

10 foot rolls, 20 in. wide, \$1.65; 41 in. wide, \$3.30

10-yard rolls, 20 in. wide, 4.35; 41 in. wide, 8.70

Seneca Post Cards

Seneca Post Cards in Semi-Matte and Glossy surfaces, with Hard, Medium or Soft Contrast.

Prices

Sensitized Post Cards, per dozen	\$.15	Sensitized Post Cards, per 1,000	\$ 8.25
Sensitized Post Cards, per gross	1.50	Sensitized Post Cards, per 5,000	35.00

Photographic Papers

Haloid Commercial

For contract printing from amateur films or plates. Mention the surface, weight and contrast desired. Three surfaces are furnished: *Matte, Semi-Matte* and *Glossy, single or double* weight. Contrasts, *hard, medium* and *soft*, for thin, average and dense negatives respectively.

	Weight	Surface	Contrast		Weight	Surface	Contrast
Hard No. 20	Single	Semi-Matte	Hard	Hard No. 22	Single	Glossy	Hard
Medium No. 20	Single	Semi-Matte	Medium	Medium No. 22	Single	Glossy	Medium
Soft No. 20	Single	Semi-Matte	Soft	Soft No. 22	Single	Glossy	Soft
Hard No. 21	Double	Semi-Matte	Hard	Hard No. 23	Double	Glossy	Hard
Medium No. 21	Double	Semi-Matte	Medium	Medium No. 23	Double	Glossy	Medium
Soft No. 21	Double	Semi-Matte	Soft	Soft No. 23	Double	Glossy	Soft

Price List

Size	Single Weight		Double Weight		Size	Single Weight		Double Weight	
	Doz.	Gross	Doz.	Gross		Doz.	Gross	Doz.	Gross
2¼ x 3¼	\$.12	\$1.20	\$.15	\$1.50	4 x 6	\$.15	\$1.50	\$.25	\$2.00
2½ x 4¼	.12	1.20	.15	1.50	5 x 7	.30	3.00	.35	3.50
3¼ x 4¼	.12	1.20	.15	1.50	6½ x 8½	.50	5.00	.60	6.00
3¼ x 5½	.15	1.50	.20	2.00	8 x 10	.70	7.00	.80	9.00
4 x 5	.15	1.50	.20	2.00	11 x 14	1.35	14.00	1.60	17.50

Rolls

	Single Weight	Double Weight		Single Weight	Double Weight
10-foot Rolls, 20 inches wide	\$1.60	\$1.80	10-yard Rolls, 20 inches wide	\$4.00	4.80
10-foot Rolls, 40 inches wide	3.20	3.60	10-yard Rolls, 40 inches wide	8.00	9.60

Haloid Impera

For Fine Portraiture

HALOID IMPERA represents the ideal of portrait quality combined with such other features as make it safe and sure as a printing medium under all conditions. Impera has a perfect scale of gradation, softness combined with brilliancy, correct separation of values, wide latitude in exposure and development and warmth of tone, both in black and sepia. Nine different surfaces are supplied.

Grade	Weight	Surface	Contrast	Grade	Weight	Surface	Contrast
T	Single	Semi-Matte	Soft	Y	Double	Buff Matte	Soft
TT	Double	Semi-Matte	Soft	YY	Double	Buff with Sheen	Soft
U	Double	Slightly Rough		Linen	Double	Linen Buff	Soft
V	Double	Smooth Matte	Soft	Buff	Double	Linen Buff	Soft
X	Double	Slightly Rough Matte	Soft	Linen White	Double	Linen White	Soft

Price List

Single Weight				Double Weight			
Size	Dozen	½ Gross	Gross	Dozen	½ Gross	Gross	
Cabinets	\$.25	\$ 1.10	\$ 2.00	\$.30	\$ 1.40	\$ 2.50	
4 x 6	.25	1.10	2.00	.30	1.40	2.50	
4¼ x 6½	.30	1.65	2.80	.40	2.05	3.50	
5 x 7	.35	2.00	3.50	.45	2.50	4.40	
5 x 8	.40	2.25	4.00	.50	2.80	5.00	
6 x 8	.50	2.75	5.00	.65	3.45	6.25	
6½ x 8½	.60	3.25	6.00	.75	4.05	7.50	
7 x 9	.65	3.75	7.00	.80	4.70	8.75	
8 x 10	.80	4.75	9.00	1.00	5.95	11.25	
9 x 11	1.00	6.00	11.25	1.25	7.50	14.30	
10 x 12	1.20	7.00	13.50	1.50	8.75	16.90	
11 x 14	1.60	9.25	17.50	2.00	11.55	21.90	
12 x 15	1.80	10.75	20.50	2.25	13.45	25.65	
14 x 17	2.40	14.00	27.00	3.00	17.50	33.75	
16 x 20	3.20	18.50	36.00	4.00	23.15	45.00	
18 x 22	4.00	23.50	46.00	5.00	29.40	57.50	
20 x 24	4.80	28.00	55.00	6.00	35.00	68.75	

Rolls

	Single Weight	Double Weight		Single Weight	Double Weight
10-foot Rolls, 20 inches wide	\$1.90	\$2.25	10-yard Rolls, 20 inches wide	\$ 5.00	\$ 5.85
10-foot Rolls, 41 inches wide	3.80	4.50	10-yard Rolls, 41 inches wide	10.00	11.70

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
4½ x 5¼	4 x 5	1¼	\$.55	9 x 11	8 x 10	1½	\$1.40
4¼ x 6½	4 x 6	1¼	.70	10½ x 13	10 x 12	1½	2.00
5½ x 7¼	5 x 7	1½	.85	12¾ x 15½	11 x 14	2	3.00
7¾ x 10	6½ x 8½	1½	1.10	15 x 17½	14 x 17	2¼	4.50

Seneca Japanned Trays

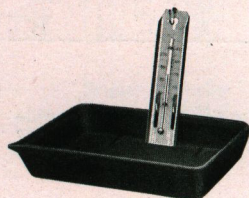
Made especially for photographic use, heavily japanned—chemical proof.

For plate 4 x 5	\$.20
For plate 3½ x 5½ (post card)	.20

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 \$.75



Negative Racks

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

Prices

No. 1—Holding 12 negatives	\$.25
No. 2—Holding 24 negatives35



Seneca Measuring Glass

(Necessary for Every Dark Room)

Prices

[illegible]

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.

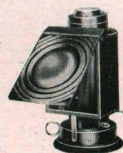
Prices

[illegible]

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
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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

Four-ounce bottle	\$.25
Eight-ounce bottle40
Sixteen-ounce bottle65

Seneca Hardening Solution

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

Four-ounce bottle, \$.15	Eight-ounce bottle, \$.25	Sixteen-ounce bottle, \$.40
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Seneca Tank Developing Powders

Six sets of powders in box.

For 2½ x 3¼ film, \$.25	For 3¼ x 5½ film, \$.30	For 5 x 7 film, \$.35
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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; Vulcan and all other films, also Vulcan and all other dry plates.

1-lb. box, making 64 ounces solution	\$.25
½-lb. box, making 32 ounces solution15
¼-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.

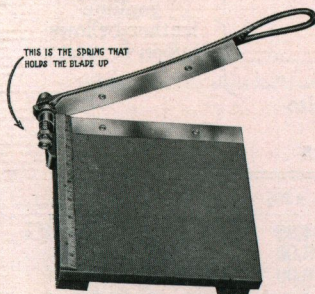
Seneca Trimming Board

(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 accuracy 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 accommodats 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 ft. room		\$.35
No. 18 Illuminates fully an 18 ft. room50
No. 30 Illuminates fully a 30 ft. room65

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 Orange20
Ground Glass for 4 x 5 Cameras, 20c; for 5 x 7 Cameras, 25c; for 6½ x 8½ Cameras, 40c; for 8 x 10 Cameras, 65c; for 11 x 14 Cameras75
Orange or Ruby Fabric, per sq. yd.75
Screws for Tripods30
Shoulder Straps, 56 inches50
Shoulder Straps, 66 inches60
Brilliant View Finders	2.00

Lens Boards for Hand and View Cameras

For Hand Cameras up to and including 5 x 7 size	\$.60
For Hand Cameras larger than 5 x 7 size90
For View Cameras up to and including 8 x 10 size90
For View Cameras larger than 8 x 10 size	1.25

Bellows for Hand and View Cameras

Extra bellows will be furnished as follows:

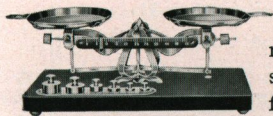
Size	Camera		Prices
4 x 5	—Seneca No. 29		\$3.00
Filmetts and Roll Film Senecas all sizes			3.50
4 x 5	—Seneca Nos. 31-3A		3.50
4 x 5	—Seneca Nos. 8-9		5.00
5 x 7	—Seneca No. 8		6.00
5 x 7	—Seneca No. 9		8.00
5 x 7	—New Improved or Camera City View	Leatheret \$6.00, Leather	<div> <div>Prices of genuine leather bellows upon request</div> </div>
6½ x 8½	—“ “ “ “ “ “	7.00, “	
8 x 10	—“ “ “ “ “ “	8.00, “	
11 x 14	—“ “ “ “ “ “	10.00, “	
5 x 7	—Competitor View	5.00, “	
6½ x 8½	—“ “ “ “ “ “	6.50, “	
8 x 10	—“ “ “ “ “ “	7.00, “	

Bellows for 2¼ x 3¼, 2½ x 4¼, 3¼ x 4¼ and 3¼ x 5½ same price as 4 x 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	\$4.00	\$4.25	\$4.50	\$7.00
“ “ “ “	Oblong	4.50	5.00	5.50	9.00
Camera, Holders, Tripod and Lens	“	5.50	6.00	6.50	9.50

Seneca Scale



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. No complex parts.

Price

Seneca Scale \$4.00

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 \$.25

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 x 5—3¼ x 4¼, 3¼ x 4	\$.25
5 x 7—3¼ x 4¼, 4 x 5, 3¼ x 5½, 4¼ x 6½	.30
6½ x 8½—3¼ x 4¼, 4 x 5, 3¼ x 5½, 4¼ x 6½, 5 x 7	.40
8 x 10—3¼ x 5½, 4¼, x 6½, 5 x 7, 6½ x 8½	.50
11 x 14—6½ x 8½, 8 x 10, 10 x 12	.75

Other sizes furnished—Prices on application.

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
3¼ x 4¼	\$.45	6½ x 8½	\$ 1.65
3¼ x 5½	.65	8 x 10	2.40
4 x 5	.65	10 x 12	4.20
4¼ x 6½	.90	11 x 14	6.00
5 x 7	1.10	14 x 17	9.00
5 x 8	1.25	16 x 20	23.00

Prices of larger sizes furnished upon request. 10 x 12 and above, ½ dozen to each box.

Premo Film Packs

Twelve exposures in each pack.

No.	Size	Prices	No.	Size	Prices	No.	Size	Prices
300	1¼ x 2½	\$.26	318	3¼ x 4¼	\$.72	323	4 x 5	\$.93
320	2¼ x 3¼	.41	342	3 x 5¼	.78	315	5 x 7	1.65
316	2½ x 4¼	.52	322	3A (3¼ x 5½)	.83			

Prices include excise war tax

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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.

No.	Width	Size of Picture	Cameras	6 Exp.	12 Exp.
235	1¼ in.	1¼ x 1¼ in.	No. 00 Cartridge Premo	\$0.11	
204	1½ in.	1½ x 2 in.	Old Style Pocket Kodak		\$0.26
254	1⅝ in.	1⅝ x 2½ in.	Vest Pocket Seneca, Military Vest Pocket, Vest Pocket Kodak No. 0 Brownie, V. P. Rexo, No. 0 Ansco V. P.	.21 8 Exp.	
242	1⅝ in.	1⅝ x 2½ in.	No. 0 Folding Pocket Kodak, No. 0 Graphic	.16	
234	2¼ in. A	2¼ x 2¼ in.	No. 1 Brownie, No. 1 Buster Brown	.16	
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. 2¼B Nos. 0 and 1 Ingento, No. 1 Rexo Jr., No. 2 Rexoette	.21	
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	.21	.41
232	2½ in.	2½ x 4¼ 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 2½-in. Box Ensign, 2½-in. Ensign Jr., 2½-in. Folding Ensign No. 1A Rexo, No. 1A Rexo Jr., No. 1A Ingento, No. 1A Ingento Jr. No. 2A Rexoette	.26	.52
260	2⅞ in.	2⅞ x 4⅞ 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	.36	.62 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 3¼-in. Box Ensign, 3¼-in. Ensign Jr., 3¼-in. Folding Ensign No. 3 Rexo, No. 3 Rexo Jr., No. 3 Ingento, No. 3 Ingento Jr. No. 3 Rexoette	.36	.72
248	3¼ in. B	3¼ x 4¼ in.	No. 3 Scout, No. 3 Folding Scouts No. 3 Brownie, No. 3 Folding Brownie, No. 3 Bulls Eye	.36	.72
244	3¼ in. A	3¼ x 5½ 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 3¼A Folding Ensign Jr., Postcard Folding Ensign No. 3A Rexo, No. 3A Rexo Jr. 3A Ingento, No. 3A Ingento Jr. No. 3A Rexoette	.41	.72 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)	.41	.72 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	.31	.62
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	.47	.78 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	.47	.93
238	4¼ in.	4¼ x 3¼ in.	No. 3 Cartridge Kodak	.36	.72
252	4¼ in. A	4¼ x 6½ in.	No. 4A F. P. Kodak, No. 4A Speed Kodak	.67	
208	5 in.	5 x 4 in.	No. 4 Cartridge Kodak, No. B Al Vista, No. 5D Al Vista	.47	.93
230	7 in.	7 x 5 in.	No. 5 Cartridge Kodak, No. 7D Al Vista, No. 7E Al Vista	.83	



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

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