

SENECA  
CAMERAS





To Photography—

The handmaiden of art ;

To the Photograph—

A poem without words ;

To the Photographer—

Holding the mirror up to nature ;

This little booklet is respectfully  
dedicated.

Upon its pages we have spread such  
information bearing on the science, the  
art, and the artist ; as the photographic  
experiences of a lifetime have given us.  
May its perusal be profitable and  
pleasurable.



# SENECA

Plate Film & View  
**CAMERAS**



Accessories

**1908**

SENECA CAMERA MFG. CO.

Manufacturers

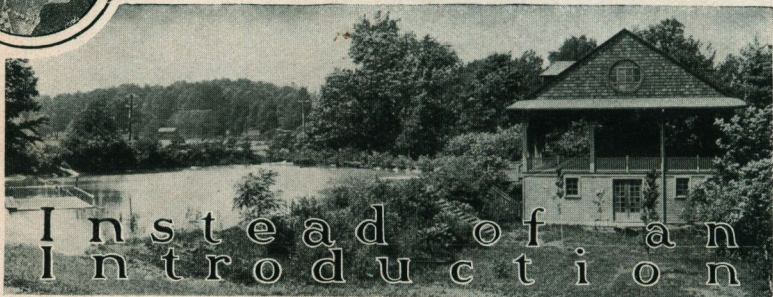
Rochester New York U.S.A.

COPYRIGHT 1908 BY SENECA CAMERA MFG. CO





# Seneca Camera Manufacturing Company



## I n s t e a d o f a n I n t r o d u c t i o n

I am going to dwell on your great fight with the trust," remarked the Adsmith to the Manager. "It will be my purpose to tell the people how you forced Seneca cameras successfully beyond the early stages of adversity; how you overcame, one by one, the natural obstacles that beset your path and finally how you conquered in the conquest for trade, with the most perfectly developed trust in existence. I shall also give some account of the special privileges enjoyed by this detested and feared octopus; making plain the fact that trust goods are sold much cheaper abroad than at home; showing how competition has been stifled in the United States, while the officials of the government looked complacently on. I shall give some further account of the business malpractices that have been resorted to by this nefarious institution,—which is but the lengthened shadow of but one man,—and wind up by"—

"Enough," said the Manager, "you are off the track."

"Well," replied the Adsmith, after careful reflection, "if not that, then let me picture the wonderful strides in progress you have made, recounting the story of your small beginnings in the attic chamber—telling how you crept down stairs, waxing stronger year by year, until to-day you tax the resources of two great factories to produce your output. I can illuminate the subject with some account of the advanced and appropriate mechanical ideas that have been crystallized in Seneca Cameras, making them greater in achievements, wider in utility and more perfect in attainments. In passing, I can show why Seneca Cameras are held first in the estimation of photographers everywhere and"—

"Commonplace," murmured the Manager, musingly. "If Seneca Cameras need any introduction, let it be a simple one. The reasons for their success are easy to understand; they make photography a more pleasurable and profitable pursuit. That's why they have grown so in popularity. Simplicity is their chief factor. From artistic portraiture to the highest tests of speed, they meet every condition that the photographer imposes. No fine writing is necessary to their laudation."

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



In general, the whole Seneca line, which has met with such cordial endorsement, will present minor points of greater refinement of detail. Throughout the series we still maintain the celebrated Seneca ebony finish on the camera boxes, dovetailing all corners, and covering each instrument with a superior quality of grain leather.

In pursuance to our ever sustained purpose we have added from time to time every little improvement shown to be of mechanical value. As in the past, Seneca Camera beds will be made only of solid mahogany, and attached to the camera in each case with our own improved piano hinge.

All the metal parts of this year's Seneca hand cameras will be made from heavy gauge brass, handsomely nickel plated, and showing to advantageous contrast against our celebrated ebony finish. For the bellows on the higher grade instruments we still continue to use the celebrated black Russia leather, lined with gossamer cloth.

Speaking generally, great attention has been given to the Pocket Seneca Cameras, and to the New Improved and Camera City outfits have been added a very ingenious sliding front which will be appreciated by every user of a View Camera.

Minor improvements of considerable importance have been introduced in Seneca View Cameras, notably the Improved Seneca View, which has come to be justly regarded as the standard view camera of the world. What these advanced ideas are is abundantly set forth in the succeeding pages, to which the attention of the reader is invited. Seneca Cameras are all built for those content with the best that money can buy. In them will be found substantial service and supreme satisfaction.

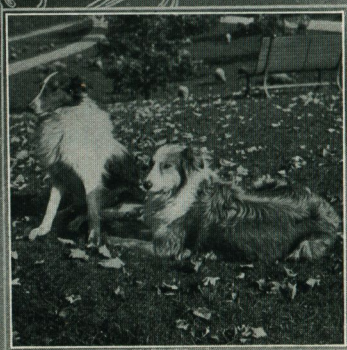
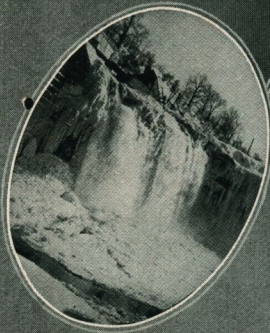
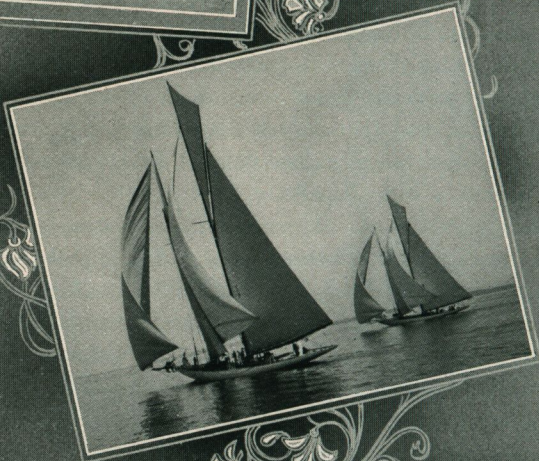
In closing it may not be amiss to offer a word of caution to buyers. The trust, fully aware of the fact that we make the leading article of its kind, exerts, through its agents, every influence against Seneca Cameras. Inducements other than the intrinsic merits of the goods themselves are freely used to force the sale of inferior photographic instruments. In buying a Seneca Camera you have the assurance that nowhere can you get higher quality or better value for the price you pay.



FACTORIES AND OFFICES, ROCHESTER, NEW YORK



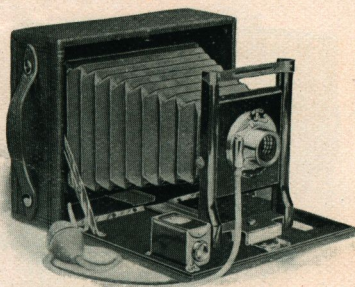
# Seneca Camera Manufacturing Company



FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## Seneca Camera Numbers One and Two

**I**N introducing these, the first members of the Seneca family, we desire to emphasize very fully their capabilities.

Before all else, they are instruments designed for the photographic worker who desires to make progress along the serious—as well as pleasurable—avenues of photography. They are, as it were, the primers by which all may approach the achievements of the expert.

The equipment of the Number One includes the Seneca Uno Shutter, with bulb and tube attachment, and the Seneca Single Achromatic Lens. The Seneca Number Two is identically the same equipment, except it possesses a Rapid Rectilinear Lens instead of the Single Achromatic. The shutter does not get out of order—is easy to use. The purposes accomplished by this instrument are: first, simplicity; then effectiveness. It leads the beginner by easy steps to a comprehensive appreciation of picture-taking.

### Detail of Equipment

**DIMENSIONS**— { In 4 x 5 size,  $6\frac{1}{4} \times 5\frac{1}{2} \times 2\frac{3}{4}$  inches.  
                          { In 5 x 7 size,  $8\frac{1}{2} \times 6\frac{1}{2} \times 3$  inches.

**FOCAL CAPACITY**— { In 4 x 5 size,  $6\frac{3}{4}$  inches.  
                          { In 5 x 7 size,  $8\frac{1}{2}$  inches.

**FRONT**—Rising and falling.

**BACK**—Removable, with spring actuated ground glass panel for focusing.

**FINDER**—Reversible, metal bound and hooded.

**TRIPOD SOCKETS**—Two.

**SHUTTER**—Seneca Uno with bulb and tube attachment.

**LENS**— { Seneca Single Achromatic, fitted to Seneca No. 1.

          { Seneca Rapid Rectilinear, fitted to Seneca No. 2.

Camera. Carrying Case. Double Adjustable Plate Holder.

Manual of Photography. Instruction Book.

**Prices Complete** { Seneca No. 1, 4 x 5, \$ 9.00; 5 x 7, \$14.00  
                          { Seneca No. 2, 4 x 5, 11.00; 5 x 7, 15.00

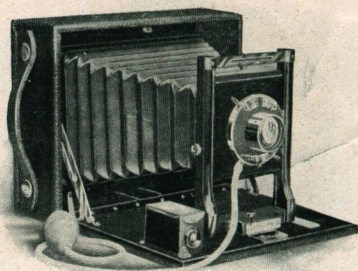
*The Carrying Case that is included in the price of the above equipments holds the Camera and four Double Plate Holders. For price of extra plate holders see pages 46, 47 and 48.*

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company



## Seneca Camera Number Three

**T**HERE is herewith illustrated an exceedingly dainty photographic instrument, combining notable features and equipments, which serve to produce perfect pictures under the average conditions which confront the photographer. Indeed, Seneca Camera Number Three is one of our most popular styles, being preferred where hard service afield is seen. Among other noticeable features it possesses a removable back, and a greater picture possibility and shutter manipulation.

The instrument is equipped with the Seneca Duo Double Valve (Dustproof) Shutter, which is original in design, very reliable in action, and may be regulated for instantaneous, time or bulb exposure. In every climate and under the most trying situations and conditions the Seneca Duo Double Valve (Dustproof) Shutter is giving universal satisfaction.

### Detail of Equipment

**DIMENSIONS—** { In 4 x 5 size,  $6\frac{1}{4} \times 5\frac{1}{2} \times 2\frac{3}{4}$  inches.  
                          { In 5 x 7 size,  $8\frac{1}{2} \times 6\frac{1}{2} \times 3$  inches.

**FOCAL CAPACITY—** { In 4 x 5 size,  $6\frac{3}{4}$  inches.  
                          { In 5 x 7 size,  $8\frac{1}{2}$  inches.

**FRONT—**Rising and falling.

**BACK—**Removable, with spring actuated ground glass panel for focusing.

**FINDER—**Reversible, metal bound and hooded.

**TRIPOD SOCKETS—**Two.

**SHUTTER—**Seneca Duo Double Valve (Dustproof) with bulb and tube attachment.

**LENS—**Seneca Rapid Rectilinear

Camera. Carrying Case. Double Adjustable Plate Holder.

Manual of Photography. Instruction Book.

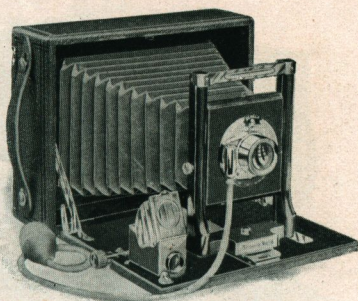
**Price of Outfit Complete** { In 4 x 5 size..... \$14.00  
  { In 5 x 7 size..... 18.50

*The Carrying Case that is included in the price of the above equipment holds the Camera and four Double Plate Holders. For price of extra plate holders see pages 46, 47 and 48.*

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## Seneca Camera Number Four

**A**N instrument embracing features of a decidedly more pretentious nature, Seneca Camera Number Four is well suited to the needs of the advanced amateur. It possesses a very considerable length of draw, a fine rack and pinion focusing attachment, and withal is capable of a wide range of work and very delicate adjustment.

Last year we were gratified with the heavy sale that this style enjoyed, while this season the new model with its added minor features is sure to meet a reception even more cordial.

Particular attention is directed to the superior construction of the rack and pinion with which this particular model of the Seneca series is equipped. By this means the most delicate focusing may be obtained with ease and the perfection of picture taking approached.

### Detail of Equipment

DIMENSIONS— { In 4 x 5 size,  $6\frac{1}{4} \times 5\frac{1}{2} \times 2\frac{3}{4}$  inches.  
                               { In 5 x 7 size,  $8\frac{1}{2} \times 6\frac{1}{2} \times 3$  inches.

FOCAL CAPACITY— { In 4 x 5 size,  $8\frac{1}{2}$  inches.  
                               { In 5 x 7 size,  $10\frac{1}{4}$  inches.

FRONT—Rising and falling.

BACK—Removable, with spring actuated ground glass panel for focusing.

RACK AND PINION—For fine focusing, with locking device.

FINDER—Brilliant, reversible, metal bound and hooded.

TRIPOD SOCKETS—Two.

SHUTTER—Seneca Uno with bulb and tube attachment.

LENS—Seneca Rapid Rectilinear.

Camera.      Carrying Case.      Double Adjustable Plate Holder.  
                               Manual of Photography.      Instruction Book.

Price of Outfit Complete { In 4 x 5 size..... \$14.00  
   { In 5 x 7 size..... 19.00

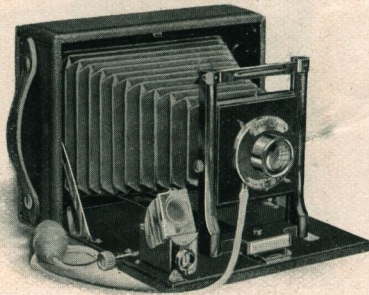
*The Carrying Case that is included in the price of the above equipment holds the Camera and four Double Plate Holders. For price of extra plate holders see pages 46, 47 and 48.*

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company



## Seneca Camera Number Five

**A** GAIN, in describing this particular member of the Seneca series we have to emphasize the prime qualities of rigidity and compactness, which characterize the instrument, as well as the rare combination of lens. To its manufacture we have devoted unstintingly the best efforts and ripest ideas of our establishment.

The experience of another year has been valuable in pointing the way to improvements in the whole Seneca Series and these are very noticeable in the Number Five. This model is in constant use in many institutions of an educational nature and is especially endorsed for its reliability and uniformly good qualities. In design, construction and finish this instrument leaves nothing to be desired.

### Detail of Equipment

DIMENSIONS— { In 4 x 5 size,  $6\frac{1}{4} \times 5\frac{1}{2} \times 2\frac{3}{4}$  inches.  
                               { In 5 x 7 size,  $8\frac{1}{2} \times 6\frac{1}{2} \times 3$  inches.

FOCAL CAPACITY— { In 4 x 5 size, 8 $\frac{1}{2}$  inches.  
                               { In 5 x 7 size, 10 $\frac{1}{4}$  inches.

FRONT—Rising and falling.

BACK—Removable, with spring actuated ground glass panel for focusing.

RACK AND PINION—For fine focusing, with locking device.

FINDER—Brilliant, reversible, metal bound and hooded.

TRIPOD SOCKETS—Two.

SHUTTER—Seneca Duo Double Valve (Dustproof), with bulb and tube attachment.

LENS—Seneca Rapid Rectilinear.

Camera. Carrying Case. Double Adjustable Plate Holder.

Manual of Photography. Instruction Book.

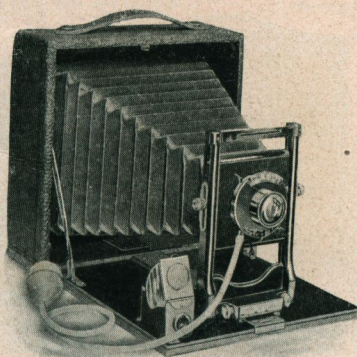
Price of Outfit Complete { In 4 x 5 size..... \$16.00  
   { In 5 x 7 size..... 21.00

*The Carrying Case that is included in the price of the above equipment holds the Camera and four Double Plate Holders. For price of extra plate holders see pages 46, 47 and 48.*

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## Seneca Camera Number Six (Reversible Back)

**S**ENECA Number Six possesses a reversible back, enabling the operator to take the picture either vertically or horizontally without reversing the camera.

Seneca Camera Number Six is made in two styles—Style A is fitted with Uno Shutter, and Seneca Rapid Rectilinear Lens; Style B affords a wider range of work, being fitted with the Duo Double Valve (Dustproof) Shutter.

### Detail of Equipment

**DIMENSIONS**— { In 4 x 5 size, 6½ x 6½ x 3½ inches.  
                          { In 5 x 7 size, 8¾ x 8¾ x 3¾ inches.

**LENS BOARD, REMOVABLE**— { In 4 x 5 size, 2¾ x 2¾ inches.  
  { In 5 x 7 size, 3 x 3¼ inches.

**FOCAL CAPACITY**—In 4 x 5 size, 8 inches; in 5 x 7 size, 10¾ inches. With rack and pinion, 4 x 5 size, 9¼ inches; 5 x 7 size, 12½ inches.

**FRONT**—Rising and falling.

**BACK**—Reversible, with spring actuated ground glass panel for focusing.

**FINDER**—Brilliant, reversible, metal bound and hooded.

**TRIPOD SOCKETS**—One.

Camera. Carrying Case. Double Adjustable Plate Holder.  
Manual of Photography. Instruction Book.

### PRICE OF OUTFIT COMPLETE

	4 x 5	5 x 7
Style A, fitted with Seneca Uno Shutter and Rapid Rectilinear Lens.....	\$13.50	\$18.50
Style B, fitted with the Seneca Duo Double Valve (Dustproof) Shutter and Rapid Rectilinear Lens.....	16.50	22.00

A Rack and Pinion Focusing Attachment with locking device will be furnished with either style for \$1.50 extra.

The Carrying Case that is included in the price of the above equipment holds, in the 4 x 5 size, the Camera and six Double Plate Holders.

In the 5 x 7 size the Camera and five Double Plate Holders.

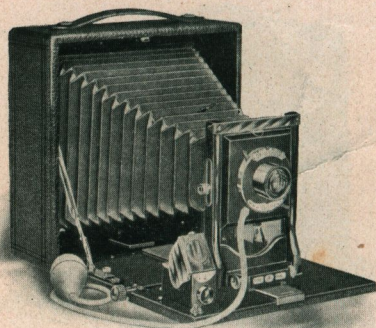
For price of extra plate holders see pages 46, 47 and 48.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company



## Seneca Camera Number Seven (Reversible Back)

**T**HE great increase in the number of collegians, architects, contractors and business men who buy and use this particular Seneca style demands recognition at our hands.

Seneca Camera Number Seven possesses a swing back, also reversible back, of inestimable value, in the regulation of sky and foreground, and generally for the finer purposes of photography.

### Detail of Equipment

DIMENSIONS— { In 4 x 5 size,  $6\frac{1}{2} \times 6\frac{1}{2} \times 3\frac{1}{2}$  inches.  
                          { In 5 x 7 size,  $8\frac{3}{4} \times 8\frac{3}{4} \times 3\frac{3}{4}$  inches.  
LENS BOARD— { In 4 x 5 size,  $2\frac{3}{8} \times 2\frac{3}{8}$  inches.  
                          { In 5 x 7 size,  $3 \times 3\frac{1}{4}$  inches.  
FOCAL CAPACITY— { In 4 x 5 size,  $10\frac{1}{4}$  inches.  
                          { In 5 x 7 size,  $13\frac{1}{4}$  inches.

FRONT—Rising and falling.

RACK AND PINION—For fine focusing, with locking device.

SWING—Back and bed.

BACK—Reversible, with spring actuated ground glass panel for focusing.

FINDER—Brilliant, reversible, metal bound and hooded.

TRIPOD SOCKETS—Two.

SHUTTER—Seneca Duo Double Valve (Dustproof), with bulb and tube attachment.

LENS—Seneca Rapid Rectilinear.

LENS BOARD—Removable.

Camera. Carrying Case. Double Adjustable Plate Holder.

Manual of Photography. Instruction Book.

Price of Outfit Complete { In 4 x 5 size..... \$22.00  
  { In 5 x 7 size..... 29.00

*The Carrying Case that is included in the price of the above equipment holds, in the 4 x 5 size, the Camera and six Double Plate Holders.*

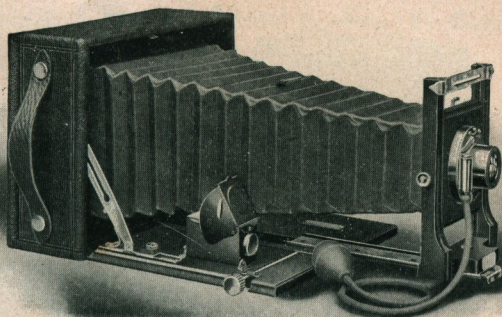
*In the 5 x 7 size the Camera and five Double Plate Holders.*

*For price of extra plate holders see pages 46, 47 and 48.*

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## Seneca Special

(A Moderate Priced, Long Focus Instrument)

**T**HIS particular member of the Seneca family is used very largely in scientific researches and school work. Also wherever definite and careful records are required. Its extra long draw makes it capable of great detail work, and establishes at once its worth in mechanical and commercial photography. Besides, it is an instrument of general utility.

The lens is the celebrated Seneca Convertible, of several foci, and the combinations may be used together or separately, producing a variety of results. The shutter is the Uno Automatic.

The Seneca Special is the result of careful effort on our part to produce an instrument worthy of the confidence of scientists; in this particular we are conscious of having abundantly succeeded.

### Detail of Equipment

**DIMENSIONS**—In the 5 x 7 size,  $8\frac{3}{4} \times 6\frac{1}{2} \times 2\frac{7}{8}$  inches.

**FOCAL CAPACITY**— $12\frac{3}{4}$  inches.

**RACK AND PINION**—For fine focusing.

**FRONT**—Rising and falling.

**BACK**—Spring actuated ground glass panel for focusing.

**SWING**—Back and bed operated by self-locking device.

**TRIPOD SOCKETS**—Two.

**LENS**—Seneca Convertible Three-focus F: 8.

**SHUTTER**—Seneca Uno Automatic with bulb and tube.

**FINDER**—Brilliant, reversible, metal bound and hooded.

Camera.

Double Adjustable Plate Holder.

Manual of

Photography. Instruction Book.

**Price of the Outfit Complete: In 5 x 7 size..... \$20.00**

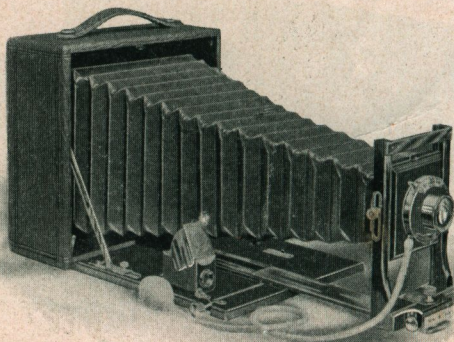
*Price of Carrying Case to carry Camera and extra holders  
\$2.00 additional.*

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company



## Seneca Camera Number Eight

(Reversible Back)

**A** WONDERFULLY adaptable camera, designed for particular work, is the Seneca Number Eight. It combines the important requisites of elegance and durability with the capability of producing perfect results under the most trying conditions. Experience has shown it to be invaluable to scientists in every field of investigation. It has a wealth of varied features, and appeals strongly to the professional, semi-professional and advanced amateur.

The generous focal capacity and attractive shutter equipment make the camera capable of a very wide range of work. It is fitted with Double Valve Autic Automatic (Dustproof) Shutter and the Seneca Triple Convertible Lens.

The Seneca Triple Convertible Lens, F: 8, is of high speed, suitable for the most rapid snap shot work under trying conditions. It may be "converted" into a long focus lens for distance photography by using either the front or back lens separately. Thus the lens is in reality three lenses, each adapted to a different kind of work.

### Detail of Equipment

DIMENSIONS—	In 4	x 5	size,	6½ x 6½ x 3½	inches.
	In 5	x 7	size,	8¾ x 8¾ x 3¾	inches.
	In 6½	x 8½	size,	10¼ x 10¼ x 4⅞	inches.
LENS BOARD DIMENSIONS—	In 4	x 5	size,	2¼ x 2½	inches.
	In 5	x 7	size,	3 x 3¼	inches.
	In 6½	x 8½	size,	4⅞ x 4⅞	inches.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## Seneca Camera Number Eight—Cont.

### Detail of Equipment

FOCAL CAPACITY— $\left\{ \begin{array}{l} \text{In } 4 \times 5 \text{ size, } 11\frac{3}{4} \text{ inches.} \\ \text{In } 5 \times 7 \text{ size, } 17\frac{1}{4} \text{ inches.} \\ \text{In } 6\frac{1}{2} \times 8\frac{1}{2} \text{ size, } 21 \text{ inches.} \end{array} \right.$

FRONT—Rising, falling and sliding.

RACK AND PINION—For fine focusing, with locking device.

TRIPOD SOCKETS—Two.



Supplementary Bed for Wide Angle Lenses

SWING—Back and bed.

BACK—Reversible, with spring actuated ground glass panel for focusing.

FINDER—Brilliant, reversible, metal bound and hooded.

SHUTTER—Seneca Autic (Dustproof) with bulb and tube attachment.

LENS BOARD—Removable.

LENS—Seneca Triple convertible F: 8.

Camera. Solid Leather Carrying Case. Double Adjustable Plate Holder. Manual of Photography. Instruction Book.

Same Without Lens and Shutter

Price of Outfit Complete	4 x 5 size.....	\$25.00	\$20.00
	5 x 7 size.....	33.00	25.00
	6½ x 8½ size..	46.00	33.00

For prices Seneca Number 8, fitted with Anastigmat Lens, see page 36.

Supplementary Wide Angle Bed, \$1.50 extra for each size.

The Carrying Case that is included in the price of the above equipment holds, in the 4 x 5 size, the Camera and six Double Plate Holders.

In the 5 x 7 size the Camera and five Double Plate Holders.

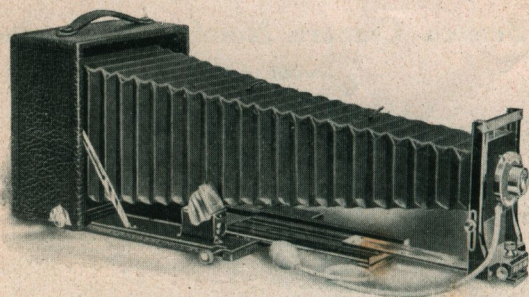
For price of extra plate holders see pages 46, 47 and 48.



FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company

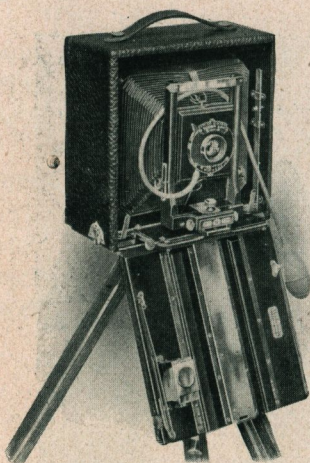


Seneca No. 9, Fully Extended

## Seneca Camera Number Nine (Reversible Back)

**A**MATEUR and expert alike recognize in this model of the Seneca line the most advanced type of camera that the trade affords. It is designed for the finer operations of photography, and exhibits the most delicate and complete equipment. Every action is positive, precise and accurate. It is a camera complete but not complicated, equipped to meet successfully all photographic conditions.

Seneca Camera Number Nine presents features that command the attention at once. The construction of the instrument is such that any lens or combination of lenses may be used with equal facility. The instrument is distinguished in its every detail by the highest quality of workmanship. It has an automatic double-acting rack and pinion in front of the double extension bed. One pinion is used to rack out both beds, the top, or extension bed, locking itself to the bottom bed automatically, if the pinion is turned forward, and unlocking automatically as the camera is racked back into its original position.



Seneca 9, Adjusted for Wide Angle Work

Wide angle lenses or those of short focus may be used in this instrument with like success, by employing a supplementary bed. The regular bed of the camera

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



is made to drop by detaching the side arms and the supplementary bed, which is easily adjusted, supports the front of the camera when it is drawn out. This supplementary bed is also supplied with a rack and pinion for fine focusing. The front board of the camera is of sufficient size to permit the use of many styles of lenses, without cutting down the flanges. As listed, the camera is fitted with the Autic Automatic (Dustproof) Shutter and Seneca Rapid Convertible Three-focus Lens,  $F:8$ . Its combinations may be used together or separately. The rear combination of the lens used alone doubles the size of the image. A still larger image may be obtained by removing the rear combination entirely and using only the front.

## Detail of Equipment

DIMENSIONS— $\begin{cases} \text{In } 4 \times 5 \text{ size, } 6\frac{1}{2} \times 6\frac{1}{2} \times 4 \text{ inches.} \\ \text{In } 5 \times 7 \text{ size, } 8\frac{3}{4} \times 8\frac{3}{4} \times 4\frac{3}{8} \text{ inches.} \\ \text{In } 6\frac{1}{2} \times 8\frac{1}{2} \text{ size, } 10 \times 10 \times 4\frac{3}{4} \text{ inches.} \end{cases}$

FOCAL CAPACITY— $\begin{cases} \text{In } 4 \times 5 \text{ size, } 16 \text{ inches.} \\ \text{In } 5 \times 7 \text{ size, } 22\frac{1}{2} \text{ inches.} \\ \text{In } 6\frac{1}{2} \times 8\frac{1}{2} \text{ size, } 27 \text{ inches.} \end{cases}$

LENS BOARD DIMENSIONS— $\begin{cases} \text{In } 4 \times 5 \text{ size, } 2\frac{1}{4} \times 2\frac{1}{2} \text{ inches.} \\ \text{In } 5 \times 7 \text{ size, } 3 \times 3\frac{1}{4} \text{ inches.} \\ \text{In } 6\frac{1}{2} \times 8\frac{1}{2} \text{ size, } 4\frac{1}{8} \times 4\frac{5}{8} \text{ inches.} \end{cases}$

FRONT—Double sliding, vertical and horizontal.

RACK AND PINION—Seneca Automatic Locking for fine focusing.



Supplementary Bed for Wide Angle Lenses

SWING—Back and bed operated by a self-locking device.

BACK—Reversible, with improved swing and spring actuated ground glass panel for focusing.

FINDER—Brilliant, reversible, metal bound and hooded.

TRIPOD SOCKETS—Two.

LENS BOARD—Removable.

LENS—Seneca Convertible, Three-focus,  $F:8$ .

SHUTTER—Seneca Autic Automatic (Dustproof), with bulb and tube attachment.

Camera. Solid Leather Carrying Case. Double Adjustable Plate Holder. Manual of Photography. Instruction Book.

Same Without Lens and Shutter

Price of Outfit Complete	4 x 5 size.....	\$35.00	\$28.00
	5 x 7 size.....	44.00	35.00
	6½ x 8½ size..	58.00	44.00

For prices Seneca Number 9, fitted with Anastigmat Lens, see page 36  
Supplementary Wide Angle Bed, \$1.50 extra for each size.

The carrying case that is included in the price of the above equipment holds, in the 4 x 5 size, the Camera and six Double Plate Holders.

In the 5 x 7 size the Camera and seven Double Plate Holders.

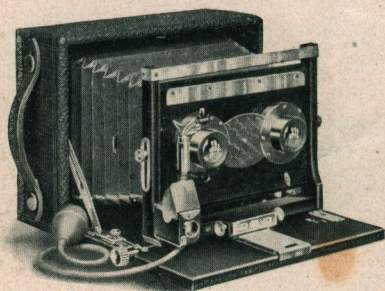
For price of extra plate holders see pages 46, 47 and 48.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company



## The Seneca Stereoscopic Cameras

**S**ENECA Stereo A is identical with Seneca Number 5,—already described on a preceding page—as far as general construction goes, and is equipped with the Seneca Uno Stereo Shutter, and a pair of Seneca Rapid Rectilinear matched lenses. The Stereo division inside of the bellows is constructed on an improved roller principle. It unrolls and rolls automatically, according as the camera is opened and closed. This roller partition may be removed from the camera entirely, if it is so desired. Thus the instrument becomes an ordinary camera, and is suitable for taking  $5 \times 7$  pictures with the proper equipment of lens and shutter.

Seneca Stereo B, which corresponds closely to Seneca No. 7, already featured, has a very wide front and is equipped with a matched pair of Seneca Symmetrical lenses.

### Detail of Equipment

Stereo A, same as Seneca No. 5, except the Shutter, Uno-Stereo Lens, Seneca Rapid Rectilinear Matched Lenses for Stereo work.

DIMENSIONS OF LENS BOARD—Stereo A,  $3 \times 5\frac{1}{4}$  inches. Stereo B,  $3\frac{5}{8} \times 5\frac{1}{2}$  inches.

FOCAL CAPACITY—Stereo A,  $8\frac{1}{2}$  inches. Stereo B, 13 inches.

Stereo B, same as No. 7, except Shutter, Automatic Double Valve Stereo, instead of Duo. Lenses: Seneca Symmetrical Matched Lenses instead of Single Lenses.

### PRICE OF OUTFIT COMPLETE

Including Solid Leather Carrying Case, Double Adjustable Plate Holder, One Extra Lens Board, Manual of Photography, Instruction Book

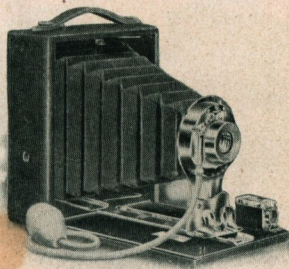
	Outfit Complete	Without Lens and Shutter
Seneca Stereo A, $5 \times 7$ size only.....	\$34.00	\$28.00
Seneca Stereo B.....	48.00	42.00

*The regular  $5 \times 7$  Rapid Rectilinear Lens and Duo (Dustproof) Shutter, extra, \$10.00.*

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## Pocket Seneca No. 29

**T**HIS dainty little instrument fits in the coat pocket, its weight is not appreciable, and in its construction nothing has been sacrificed that would tend to improve the results. Its size makes it popular with all classes of photographers; its simplicity makes it desired by the beginner, while its general equipment commends it to photographers of every grade of experience. Its appearance and price are attractive.

Since its introduction two years ago the efficiency of Seneca Number 29 has been further increased by the addition of minor improvements. The camera when closed is self contained, all the adjustments being protected. The series of Pocket Cameras is, of course, especially desirous for tourists and vacation makers.

### Detail of Equipment

**DIMENSIONS**— { In  $3\frac{1}{4} \times 4\frac{1}{4}$  size,  $5\frac{1}{2} \times 4\frac{1}{4} \times 2\frac{1}{4}$  inches.  
                           { In  $4 \times 5$  size,  $6\frac{1}{4} \times 5\frac{1}{4} \times 2\frac{1}{4}$  inches.

**FOCAL CAPACITY**— { In  $3\frac{1}{4} \times 4\frac{1}{4}$  size, 6 inches.  
                               { In  $4 \times 5$  size,  $6\frac{3}{4}$  inches.

**FRONT**—Metallic, reinforced.

**FINDER**—Reversible. Ground glass.

**BELLOWS**—Leatheret, gossamer lined.

**BACK**—Ground glass panel for focusing.

**TRIPOD SOCKETS**—Two.

**SHUTTER**—Seneca Uno with bulb and tube attachment.

**LENS**—Single Achromatic or Rapid Rectilinear.

Camera. Seneca Double Plate Holder. Manual of Photography.  
 Instruction Book.

### PRICE OF OUTFIT COMPLETE

	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$
Pocket Seneca No. 29 fitted with Single Achromatic Lens.....	\$7.00	\$7.50
Pocket Seneca No. 29 fitted with Rapid Rectilinear Lens.....	8.50	9.00

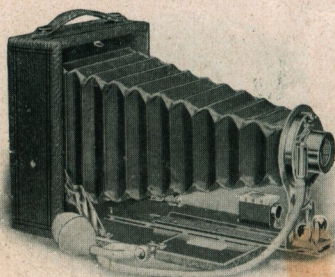
NOTE—Prices of Extra Seneca Plate Holders, see pages 46, 47 and 48.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company



## Pocket Seneca Nos. 30 and 31

**W**E present herewith an illustration of a camera that requires no technical knowledge, and yet is capable of the greatest achievements.

These particular Senecas are no mere snap shot cameras. The results obtained from them are of superior quality as their manipulation is strikingly simple. Their use makes it possible at once to create photographic masterpieces in the country, on the water or by the shore.

Pocket Seneca Nos. 30 and 31 are distinguished as follows: Number 31 has a longer draw and is equipped with a superior Rack and Pinion for focusing, also Rising and Falling front.

### Detail of Equipment of Pocket Seneca Nos. 30 and 31

**DIMENSIONS**— { In  $3\frac{1}{4} \times 4\frac{1}{4}$  size,  $5\frac{1}{2} \times 4\frac{1}{8} \times 2\frac{1}{2}$  inches.  
                          { In  $4 \times 5$  size,  $6\frac{1}{8} \times 5\frac{1}{8} \times 2\frac{1}{2}$  inches.  
**FOCAL CAPACITY**— { In  $3\frac{1}{4} \times 4\frac{1}{4}$  size: The No. 30,  $6\frac{1}{4}$  inches. The No. 31, 8 inches.  
                          { In  $4 \times 5$  size: The No. 30, 7 inches. The No. 31, 9 inches.

**FRONT**—Rising and falling, metallic, reinforced, on No. 31 only.

**BACK**—Spring actuated. Ground glass panel for focusing.

**RACK AND PINION**—On Pocket Seneca No. 31 only.

**FINDER**—Brilliant and reversible. Metal bound.

**TRIPOD SOCKETS**—Two.

**BELLOWS**—Genuine leather.

**SHUTTER**—Seneca Uno with bulb and tube attachment.

**LENS**—Rapid Rectilinear.

Camera. Seneca Plate Holder. Manual of Photography.  
Instruction Book.

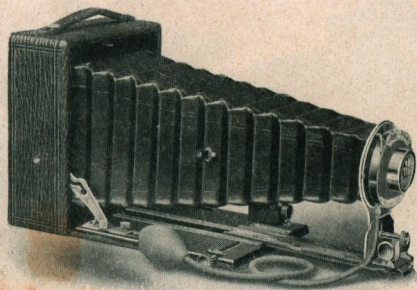
### PRICE OF OUTFIT COMPLETE

	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$
Pocket Seneca No. 30 fitted with Rapid Rectilinear Lens .....	\$ 9.00	\$10.00
Pocket Seneca No. 31 fitted with Rapid Rectilinear Lens .....	10.50	11.50

NOTE—Prices of Extra Seneca Plate Holders, see pages 46, 47 and 48.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK

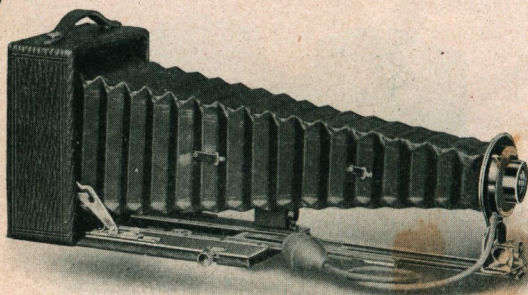








# Seneca Camera Manufacturing Company



## Pocket Seneca No. 33

**A**LL the knowledge, experience and resources of our completely appointed plants have been incorporated in Pocket Seneca Number 33,—the latest of the Pocket series. Perfect in its every appointment, it has the widest range of utility. It is an always-ready, ever-available photographic instrument, suitable for every purpose. In general lines it is a miniature of Seneca Number Nine.

Pocket Seneca No. 33 is indeed a model of accuracy.

In every detail of equipment and finish Pocket Seneca No. 33 displays unusual ingenuity, knowledge and experience. The optical equipment is in keeping with the character of the instrument. The celebrated Seneca Triple Convertible Lens fitted to the Seneca Autic (Dustproof) Shutter lends to the outfit qualities almost unlimited for the purposes of portraiture, landscape or any form of photographic composition.

### Detail of Equipment

**DIMENSIONS**— { In  $3\frac{1}{4} \times 4\frac{1}{4}$  size,  $4\frac{1}{4} \times 2\frac{1}{2} \times 5\frac{1}{2}$  inches.  
                          { In  $4 \times 5$  size,  $5\frac{1}{4} \times 2\frac{1}{2} \times 6\frac{1}{4}$  inches.

**FOCAL CAPACITY**— { In  $3\frac{1}{4} \times 4\frac{1}{4}$  size,  $12\frac{1}{2}$  inches.  
                          { In  $4 \times 5$  size,  $14\frac{1}{2}$  inches.

**FRONT**—Metallic reinforced. Rising and falling.

**RACK AND PINION**—For focusing, locking device.

**SWING**—Either back or bed, locking device.

**BACK**—Improved swing, ground glass, panel, removable.

**FINDER**—Brilliant, reversible, and hooded, metal bound.

**TRIPOD SOCKETS**—Three.

**SHUTTER**—Seneca Autic Automatic (Dustproof), with bulb and tube attachment.

**LENS**—Seneca Triple Convertible, F : 8.

Camera. Seneca Plate Holder. Manual of Photography.  
Instruction Book.

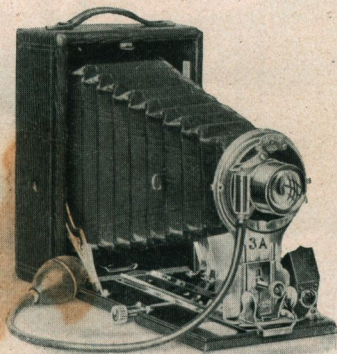
**Price of Outfit Complete** { In  $3\frac{1}{4} \times 4\frac{1}{4}$  size..... \$25.00  
  { In  $4 \times 5$  size..... 30.00

*NOTE—Prices of Extra Seneca Plate Holders, see pages 46, 47 and 48.*

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## Pocket Seneca No. 3A

$3\frac{1}{4} \times 5\frac{1}{2}$  size.

(A Post Card Camera.)

**T**HE No. 3A Pocket Seneca is adapted to the use of both dry plates and films. It may be used for profit as well as pleasure—a size that just nicely covers a postal card. In general construction and finish it is the same as the Pocket Seneca No. 31, possesses a rack and pinion, made in a compact manner, and at a very reasonable price. This camera is particularly adapted for post card work, and there is an every day increasing demand for a  $3\frac{1}{4} \times 5\frac{1}{2}$  size camera. The No. 3A Pocket Seneca is equipped with a Rapid Rectilinear Lens and Uno Automatic Shutter.

### Detail of Equipment

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

DIMENSIONS— $6\frac{7}{8} \times 4\frac{1}{2} \times 2\frac{3}{8}$  inches.

FOCAL CAPACITY— $9\frac{1}{2}$  inches.

FRONT—Rising and falling, metallic, reinforced.

BACK—Removable spring actuated. Ground glass panel for focusing.

RACK AND PINION—For fine focusing, with locking device.

TRIPOD SOCKETS—Two.

FINDER—Brilliant and reversible, metal bound, hooded.

SHUTTER—Seneca Uno with bulb and tube attachment.

LENS—Rapid Rectilinear. Special focus 7 inches.

BELLOWS—Genuine leather.

Camera. Improved Seneca Plate Holder. Manual of  
Photography. Instruction Book.

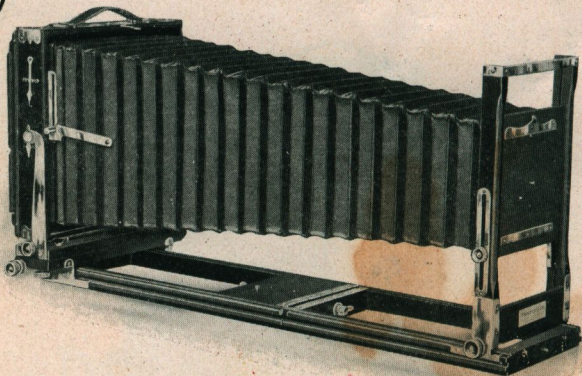
**Price of Outfit Complete: Pocket Seneca No. 3A.....\$14.00**

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company



Showing Camera Fully Extended with Patented Bellows Support

## New Improved Seneca View Camera

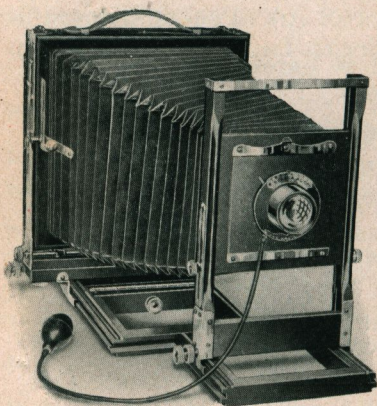
With Double Tongued Bed

Patented November 15, 1904

**I**N introducing our justly superior View Cameras we cannot resist the temptation to felicitate ourselves on the wealth of exclusive features this line presents, and at the same time we embrace the opportunity of touching upon the hearty appreciation and approval which they have received.

The New Improved Seneca View Camera, which is quite fully illustrated on these pages, presents a symposium of advanced mechanical ideas. It possesses distinguishing

characteristics in design, in equipment and in construction—a photographic instrument of unequalled attainments. The many noticeable features of the camera—its positive and accurate action, and the unlimited possibilities it affords to the artist, combine to make it the most perfect view instrument that the world has ever seen. It is beyond the scope of this article to dwell upon the score or more of minor advantages that the use of the



New Improved View Camera  
Showing Operation of New  
Patented Sliding Front

FACTORIES AND OFFICES, ROCHESTER, NEW YORK

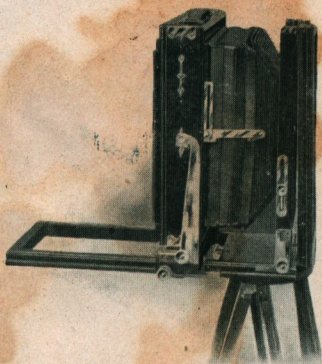


# Seneca Camera Manufacturing Company



## New Improved View Camera—Continued

camera will discover to the operator, to his lasting delight and satisfaction; suffice it to say that view artists and professionals generally have come to regard this instrument as the standard of the world.



### THE IMPROVED SENECA VIEW

With Front Extension up Ready for Extreme Wide Angle Work. No Rings or Wire Loops Are Necessary for Hooking up the Bellows. This New Device Absolutely Prevents the Bellows from Cutting off Any Part of the Plate.

More than all else, this camera is noted for its rigidity. It is made of selected mahogany and cherry, all the metal parts being of extra heavy gauge brass. Throughout the instrument, the celebrated system of Seneca reinforcement has been used, so that the camera will stand up under any strain that it is subjected to. It is constructed for the widest range of work, possessing both horizontal and vertical swings, operated by a rack and pinion, and set screw, both swings being from the center. The front frame of the instrument is made exceedingly high, so that when the camera is closed, the front frame or standard and bed fit tightly against the camera box. It is evident at once that by this construction there can be no interference with the bellows when the camera is closed. The great focal capacity of the instrument is obtained by the use of a three-section bed. The back of the camera is re-



The New Improved Seneca View, Folded.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



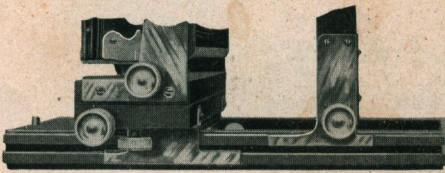


# Seneca Camera Manufacturing Company

## New Improved View Camera—Continued

portion of the plate at a time, or the whole, if he so desires. The bellows is of an entirely new pattern, gossamer lined, and finished in the most approved manner, although for a slight additional charge we will equip the New Improved Seneca View Camera with a genuine leather bellows.

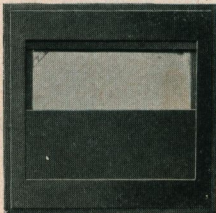
One of the crowning advantages of the camera is the double bed with brass shoes, which is a distinctive feature, designed and patented by us for this particular line of instruments. As will be seen from the accompanying illustration,



**Double Tongued Bed with Brass Shoes.**

Distinctly a Seneca Idea and Protected by Patents

this bed admits of the most accurate adjustments and is manipulated with perfect ease. It accomplishes the purpose of bringing the back and front into perfect alignment. The camera is provided with a suitable carrying handle and a plumb bob to insure its correct position when in use.



**Sliding Division Fitted in Reversible Back.**

provided with a suitable carrying handle and a plumb bob to insure its correct position when in use.

The 1908 distinctive feature of the New Improved Seneca View Camera is that we can furnish it, if so desired, with a sliding front extension. This is the most practical lateral sliding front ever attached to a View Camera; and when the sliding front is in use, the entire bed of the camera is perfectly rigid. The rising and falling with the new feature of a sliding front opens the way for a wide variety of uses for the instrument.

## FOCAL CAPACITY, DIMENSIONS AND WEIGHT

Size	Length of Draw or Focal Capacity	Dimensions of Camera	Weight	Dimensions of Lens Board
5 x 7	23 inches	4¼ x 8¾ x 11¾ in.	6 lbs.	3½ x 3¾ in.
6½ x 8½	25½ "	4¾ x 10 x 12½ "	7 "	4¼ x 4¼ "
8 x 10	29½ "	4½ x 12 x 14½ "	8½ "	4½ x 4¾ "
11 x 14	39 "	5 x 16½ x 19 "	10 "	5¾ x 5¾ "

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



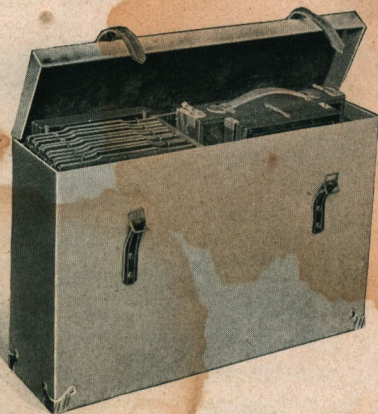
# Seneca Camera Manufacturing Company



## New Improved View Camera—Continued

### PRICE

The price includes camera, one double adjustable plate holder for sizes up to and including the 8 x 10. Above the 8 x 10 size, the English bookholder is furnished (for description see page 47), also long case with compartment for five extra holders, making six in all. In 11 x 14 size, square case furnished to carry camera and holders only. We also furnish with the 11 x 14 size, without extra charge, the Seneca Detachable Brace (see page 51).



Showing Carrying Case That is Provided with New Improved Seneca View Camera.

For sizes larger than 11 x 14, the Camera City View Outfit is recommended.

### New Improved Seneca View Camera Complete as Above

	Price, Regular Equipment	Price of Improved Seneca View Camera Equipped with Genuine Leather Bellows instead of Imitation Leatheret
5 x 7	\$23.00	\$26.00
6½ x 8½	24.00	27.50
8 x 10	26.50	30.50
11 x 14	42.00	Not made

### EXTRA FOR SLIDING FRONT

5 x 7	\$2.50	8 x 10	\$3.00
6½ x 8½	3.00	11 x 14	4.00

For a large case with an extra compartment for tripod, in place of case regularly supplied, in 5 x 7, 5 x 8 and 6½ x 8½ sizes, 75c extra. In 8 x 10 size, \$1.00 extra. In 11 x 14 size, \$1.50 extra.

Extra Seneca Plate Holders, Improved, 5 x 7, \$1.25; 6½ x 8½, \$1.75; 8 x 10, \$2.00; 11 x 14, \$5.00.

In ordering, state whether the improved or adjustable plate holder is desired.

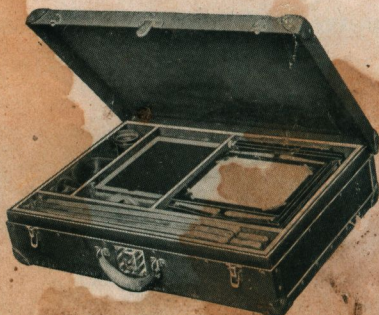
Be sure and include about five extra holders in ordering.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company



## DRESS SUIT CASE FOR NEW IMPROVED SENECA VIEW CAMERA WITH LOCK AND KEY

Many users of a view camera desire a case that opens at the side like a dress suit case. We are, therefore, manufacturing a most serviceable case made in this style. The material is leatherette, with strong handle and metal parts of brass. The suit case is made to hold the view camera, extra holders, tripod and lens, also an extra compartment provided for focusing cloth, etc., with lock and key.

### PRICES

	5 x 7	6½ x 8½	8 x 10
Price of Dress Suit Case.....	\$6.00	\$7.00	\$8.00
Price when supplied with Camera in place of Canvas Case regularly supplied..	5.50	6.25	7.00

## THE NEW IMPROVED SENECA VIEW CAMERA

(Fitted with Following Lenses and Shutters)

Complete with Carrying Case and Plate Holder as per Description.

### PRICES

	5 x 7	6½ x 8½	8 x 10	11 x 14
New Improved Seneca View Camera, fitted with Rapid Rectilinear Lens and Duo Double Valve (dust proof) Shutter .....	\$34.00	\$ 40.00	\$ 49.50	If lens is desired in barrel with Iris Diaphragm in place of Autic Shutter deduct \$20 from list price in this size.
New Improved Seneca View Camera, fitted with Seneca Three Focus Convertible Symmetrical Lens F—8 and Autic Automatic (dust proof) Shutter .....	39.00	46.00	55.50	
New Improved Seneca View Camera, fitted with Seneca Anastigmat Lens F—6.8 and Autic Automatic (dust proof) Shutter. No. 3 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 5 Lens fitted to 8 x 10.....	65.00	88.00	102.00	
				\$ 92.00
				\$ 192.00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## NEW IMPROVED SENECA VIEW CAMERA

(Fitted with Following Lenses and Shutters)

### PRICES—Continued

	5 x 7	6½ x 8½	8 x 10	11 x 14
<b>New Improved Seneca View Camera</b> , fitted with Goerz Dagor Lens, Series III, F—6.8, and Autic Automatic (dust proof) Shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 6 Lens fitted to 8 x 10, No. 7A fitted to 11 x 14....	84.50	107.50	138.50	247.00
If lens is desired in barrel with Iris Diaphragm in place of Autic Shutter deduct \$20 from list price in this size.				
<b>New Improved Seneca View Camera</b> , fitted with Goerz Celor, Series 1B, F—5.5, and Autic Automatic (dust proof) Shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 6 Lens fitted to 8 x 10, No. 7A fitted to 11 x 14.....	87.50	122.00	157.00	273.50
<b>New Improved Seneca View Camera</b> , fitted with Voigtlaender Collinear Lens, Series III, F—6, and Autic Automatic (dust proof) Shutter. No. 4 Lens fitted to 5 x 7, No. 5 Lens fitted to 6½ x 8½, No. 6 Lens fitted to 8 x 10, No. 7, F—7.7, fitted to 11 x 14.....	83.50	103.25	126.50	195.00
<b>New Improved Seneca View Camera</b> , fitted with Cooke Lens, Series III, F—6.5, and Autic Automatic (dust proof) Shutter. No. 5 Lens fitted to 5 x 7, No. 7 Lens fitted to 6½ x 8½, No. 8 Lens fitted to 8 x 10, Series V, F—8, No. 17 fitted to 11 x 14 .....	77.50	121.00	152.50	196.50
<b>New Improved Seneca View Camera</b> , fitted with Series A. Portrait Lens F—5 and Style B Studio Noiseless Shutter. No. 3 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 5 Lens fitted to 8 x 10.....	51.00	62.00	84.50	

The Goerz XL Sector Shutter or the Volute will be furnished in place of the Autic Automatic (dust proof) at the following additional prices: 5 x 7, \$16.00; 6½ x 8½, \$17.00; 8 x 10, \$18.00.

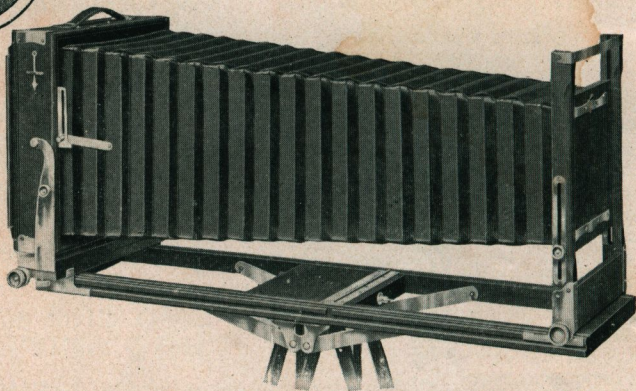
If Genuine Leather Bellows is desired in place of the leatheret, add \$3.00 for 5 x 7, \$3.50 for 6½ x 8½ and \$4.00 for 8 x 10.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# *Seneca Camera Manufacturing Company*



## **Camera City View and Studio Outfit** (With Double Tongued Bed)

Patented

**T**O the average commercial photographer desiring an instrument suitable for the all around purposes of his art, capable of the hardest usage, the Camera City View and Studio Outfit especially appeals. All the adjustments known to be of importance in photographic effort are provided in this camera. No requirement is overlooked. It is adapted to scientific or tripod work; it has an adequate focal capacity for long distance photography; it is so built that the back may be moved up to the front, thus converting it into the best of interior cameras. The front is so large that in the complete range of lenses it accommodates them one and all. Further than this, the front is so strong that the heaviest lenses may be used with perfect success;—absolute alignment being at all times preserved.

In general, the outfit possesses all the numerous attachments and adjustments of the New Improved Seneca View Camera already described, having in addition the larger front and greater focal capacity.

The Camera City View and Studio Outfit, in sizes up to 11 x 14, is equipped without additional charge with genuine leather bellows guaranteed not to crack or porous.

Among the features that will be appreciated is the generous rise and fall of the front and the extra latitude of both the horizontal and vertical swings in the rear. These swings operate from an improved method.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



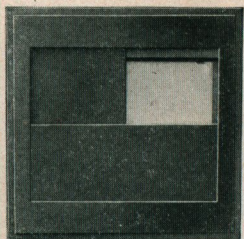
# Seneca Camera Manufacturing Company



*The special features of this outfit are :*

Detachable Brace, giving extra support to bed of camera.

Genuine Leather Bellows on all sizes up to and including 8 x 10 size, guaranteed for one year.



**Double Sliding Division  
Fitted in Reversible  
Back.**

Double Sliding Division in Reversible Back, permitting the operator to make, if desired, four exposures on the one plate; or to divide the plate in half and make two exposures on the one plate. This double sliding division may easily be removed at will.

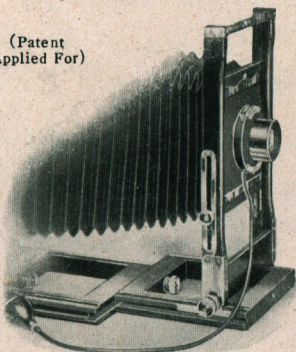
Rising and Falling Front. A most generous rise and fall.

Swings in the rear. An unusual amount of swing.

Lens Board and Front, Extra large.

Carrying Case, long style, with compartment for camera and six extra holders; also compartments for tripod, lenses and shutter. The outfit includes the Camera, fitted

(Patent  
Applied For)



**Showing Operation of  
Sliding Front.**

with Detachable Brace, one Double Adjustable Plate Holder—above the 8 x 10 size, the English Book Holder is supplied—Extra Heavy Carrying Case, made in long style to take Camera, Tripod, Extra Holders; also a compartment for lenses, etc. In 11 x 14, 14 x 17, 17 x 20 size the square case to carry camera and holders only furnished instead of long style. The 14 x 17 and 17 x 20 sizes are made of quartered oak with natural finish.

## PRICE OF OUTFIT

5 x 7 .....	\$30.00	11 x 14 .....	\$50.00
6½ x 8½ .....	32.00	14 x 17 .....	75.00
8 x 10 .....	35.50	17 x 20 .....	90.00

## EXTRA FOR SLIDING FRONT

5 x 7 .....	\$2.50	11 x 14 .....	\$4.00
6½ x 8½ .....	3.00	14 x 17 .....	5.00
8 x 10 .....	3.00	17 x 20 .....	5.00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# *Seneca Camera Manufacturing Company*

## CAMERA CITY VIEW AND STUDIO OUTFIT

(Fitted with Following Lenses and Shutters)

Complete with Carrying Case and Plate Holder as per Description.

### PRICES

	5 x 7	6½ x 8½	8 x 10
Camera City View and Studio Outfit, fitted with Rapid Rectilinear Lens and Duo Double Valve (dust proof) shutter .....	\$41.00	\$ 48.00	\$ 58.50
Camera City View and Studio Outfit, fitted with Seneca Three-focus Con- vertible Symmetrical Lens F—8 and Autic Automatic (dust proof) shutter	46.00	54.00	64.50
Camera City View and Studio Outfit, fitted with Seneca Anastigmat Lens F —6.8 and Autic Automatic (dust proof) 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.....	72.00	96.00	111.00
Camera City View and Studio Outfit, fitted with Goerz Dagor Lens, Series III, F—6.8 and Autic Automatic (dust proof) shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, and No. 6 Lens fitted to 8 x 10.....	91.50	115.50	147.50
Camera City View and Studio Outfit, fitted with Goerz Celor Lens, Series IB, F—5.5, and Autic Automatic (dust proof) shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, and No. 6 Lens fitted to 8 x 10.....	94.50	130.00	166.00
Camera City View and Studio Outfit, fitted with Voigtlaender-Collinear Lens, Series III, F—6, and Autic Au- tomatic (dust proof) shutter. No. 4 Lens fitted to 5 x 7, No. 5 Lens fitted to 6½ x 8½, and No. 6 Lens fitted to 8 x 10.....	90.50	111.25	135.50
Camera City View and Studio Outfit, fitted with Cooke Lens, Series III, F—6.5, and Autic Automatic (dust proof) shutter. No. 5 Lens fitted to 5 x 7, No. 7 Lens fitted to 6½ x 8½, and No. 8 Lens fitted to 8 x 10.....	84.50	129.00	161.50
Camera City View and Studio Outfit, fitted with Series "A" Portrait Lens F—5, and Style "B" Studio Noise- less 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.....	58.00	70.00	91.50

The Goerz XL Sector Shutter or the Volute will be furnished in place of the Autic Automatic (dust proof) at the following additional prices:

5 x 7, \$16.00      6½ x 8½, \$17.00      8 x 10, \$18.00.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## CAMERA CITY VIEW AND STUDIO OUTFIT (Fitted with Following Lenses and Shutters)

### PRICES—Continued

	11x14	14x17	17x20
	If lens is desired in barrel with Iris Diaphragm instead of Autic shutter deduct \$20 from list in this size	Lens furnished in barrel with cap and Iris Diaphragm	Lens furnished in barrel with cap and Iris Diaphragm
<b>Camera City View and Studio Outfit,</b> fitted with Seneca Three-focus Convertible Symmetrical Lens F—8 and Autic Automatic (dust proof) shutter	\$100.00	\$135.00	\$160.00
<b>Camera City View and Studio Outfit,</b> fitted with Seneca Anastigmat Lens F—6.8 and Autic Automatic (dust proof) shutter. No. 7 Lens fitted to 11 x 14 .....	200.00		
<b>Camera City View and Studio Outfit,</b> fitted with Goerz Dagor Lens, Series III. F—6.8, and Autic Automatic (dust proof) shutter. No. 7A, F—7.7, fitted to 11 x 14. No. 8, F—7.7, fitted to 14 x 17. No. 9, F—7.7, fitted to 17 x 20 .....	225.00	292.00	413.00
<b>Camera City View and Studio Outfit,</b> fitted with Goerz Celor Lens, Series IB, F—5.5, and Autic Automatic (dust proof) shutter. No. 7A fitted to 11 x 14 .....	281.50		
<b>Camera City View and Studio Outfit,</b> fitted with Voigtlaender-Collinear Lens, Series III, F—6, and Autic Automatic (dust proof) shutter, No. 7, F—7.7, fitted to 11 x 14. No. 8, F—7.7, fitted to 14 x 17, No. 10, F—7.7 fitted to 17 x 20 .....	203.00	238.00	385.00
<b>Camera City View and Studio Outfit,</b> fitted with Cooke Lens, Series III, F—6.5, and Autic Automatic (dust proof) shutter, Series V, F—8, No. 17 fitted to 11 x 14. Series V. F—8, No. 18, 14 x 17, Series V. F—8, No. 19 17 x 20 .....	202.50	233.50	346.00

The Goerz XL Sector Shutter or the Volute will be furnished in place of the Autic Automatic (dust proof) at the following additional prices:

5 x 7, \$16.00      6½ x 8½, \$17.00      8 x 10, \$18.00.

### Focal Capacity, Dimensions and Weight of the Camera City View and Studio Outfit

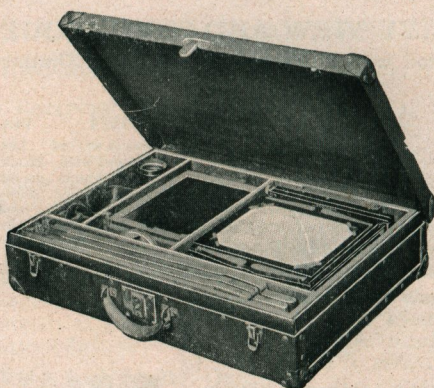
Size	Length of Draw or Focal Capacity	Dimensions of Camera	Weight	Dimensions of Lens Board
5 x 7	23½ in.	4½ x 9 x 11¼	6 lbs.	4⅛ x 4¼
6½ x 8½	26 "	5 x 10½ x 12½	6¾ "	4⅝ x 4¾
8 x 10	30 "	5¾ x 12¼ x 14¾	10 "	5⅝ x 5¾
11 x 14	39½ "	6½ x 16½ x 19	16½ "	6½ x 6½
14 x 17	30 "	10¼ x 22 x 24	22½ "	8⅞ x 8⅞
17 x 20	31¾ "	10½ x 24 x 26	25 "	8⅞ x 8⅞

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company

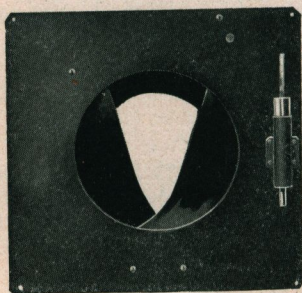


Prices of Dress Suit Case when supplied in place of Canvas  
Case: size 5 x 7, \$6.50; size 6½ x 8½, \$7.50;  
Size 8 x 10, \$8.75.

Dress Suit Case for Camera City View and Studio Outfit with lock and key. Made of leatheret, with strong handle, and metal parts of brass. The suit case is made to hold the view camera, extra holders, tripod and lens; also an extra compartment provided for focusing cloth, etc., with lock and key.

## IMPROVED PACKARD SHUTTER

Specially Adapted for Viewing Cameras



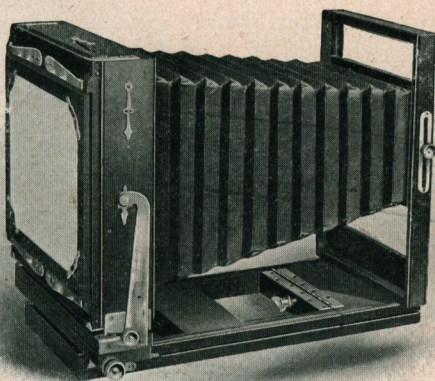
This shutter has four wings, with the special advantage of a very large opening in a very small shutter. The No. 5 is adapted for time work only. The No. 6 is the same as the No. 5 with the exception that an instantaneous arrangement is included for making snap shots. There is no jar or vibration, and, as listed, bulb and tube are included.

CAMERA	Diameter of Opening Inches	Dimensions	Prices	
			No. 5	No. 6
For 5 x 7 .....	1½	3¼ square inches	\$4 00	\$5 50
For 6½ x 8½ .....	1¾	3½ " "	4 00	5 50
For 8 x 10 .....	2¼	4½ " "	4 50	6 00
For 11 x 14 .....	2½	4¾ " "	5 00	6 00
For 11 x 14 .....	2¾	5 " "	5 00	6 50
For 14 x 17 .....	4½	8 " "	6 00	8 00
For 17 x 20 .....	5	8½ " "	6 50	9 00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK

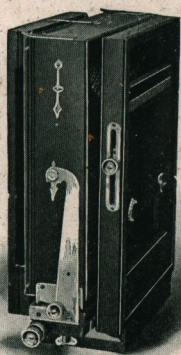


# Seneca Camera Manufacturing Company



## The Competitor Camera

**F**OR scientific purposes, for enlarging and copying, and generally in manufacturing establishments, the Competitor Camera as illustrated herewith, has found great favor. It is light in weight, compact, strong and rigid,



Competitor Closed.

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 length of angle of 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 front; again the front is made wide enough so that stereoscopic lenses may be used if desired.

### Detail of Equipment

Three sizes: 5 x 7, 6½ x 8½, 8 x 10. Back Focus Rack and Pinion, with Set Clamp for locking at any point desired. Piano Hinge on Bed. Reversible Back. Wide Front, Rising and Falling. Plumb Bob. Wood work Mahogany finish, Polished. Swings, Horizontal and Vertical—both central. Tripod Sockets, Two. Case, Canvas Square to hold Camera and three Plate Holders. Lens Board, Removable.

*Prices on next page.*

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company

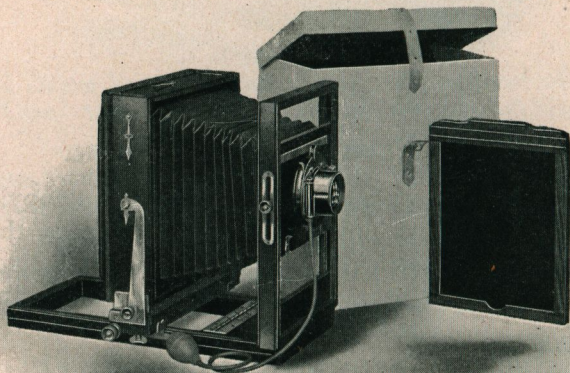
Price, Including Camera, Carrying Case and one  
Improved Double Plate Holder

Size of View	Focal Capacity	Dimensions when Folded or Closed	Size of Lens Board	Price
5 x 7	14½	5 x 9 x 11¼	4 x 6	\$15.00
6½ x 8½	16	5 x 10¼ x 12½	4 x 6	16.00
8 x 10	18	5 x 12 x 14½	4 x 6	17.00

Extra for long style of Carrying Case to carry besides Camera, six  
Double Plate Holders, in place of case regularly supplied:

5 x 7 size, \$1.50      6½ x 8½ size, \$2.00      8 x 10 size, \$2.50

**Price Extra Improved Double Plate Holder for Competitor  
View Camera: 5 x 7, \$1.25; 6½ x 8½, \$1.75; 8 x 10, \$2.00.**



## COMPETITOR FITTED WITH LENSES AND SHUTTERS

**F**OR those desiring a view camera complete with lens  
and shutter for either interior or outdoor work, in-  
cluding groups, landscapes, and architectural work,  
we offer an equipment that will please the most advanced  
photographer as well as the beginner.

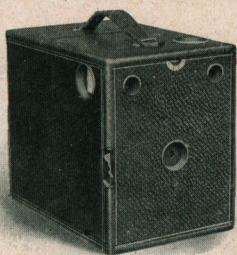
	5 x 7	6½ x 8½	8 x 10
Competitor fitted with Duo Double Valve (dust proof) Shutter and Rapid Rectilinear Lens.....	\$26.00	\$32.00	\$40.00
Competitor fitted with Duo Double Valve (dust proof) Shutter and Triple Convertible Lens, F—8....	29.00	35.00	42.00
Competitor fitted with Autic Automatic (dust proof) Shutter and Rapid Rectilinear Lens.....	30.00	36.00	43.00
Competitor fitted with Autic Automatic (dust proof) Shutter and Triple Convertible Lens F—8.....	31.00	38.00	46.00

Uno Shutter not made in sizes larger than 5 x 7.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



Seneca Senior



Seneca Junior

## Seneca Senior and Seneca Junior

**F**OR the younger class of amateurs who do rudimentary work we have provided these thoroughly practical photographic instruments, self-contained, unequaled for convenience, compact, neat and strongly made. It is apparent that the names are applied to the different sizes of the same camera, which is illustrated herewith.

The Seneca Junior takes a picture  $3\frac{1}{2} \times 3\frac{1}{2}$ , will produce portraits, landscapes and interiors, and has a capacity of three double plate-holders, or six exposures in all. Of course any quantity of extra plate-holders may be supplied so that a large number of pictures may be taken without re-loading. The camera has a fine Achromatic Lens and is fitted with a reliable shutter. The weight of Seneca Junior is 20 ounces.

The Seneca Senior is the same instrument in a  $4 \times 5$  size. It is fitted with an improved automatic shutter, has two large view finders, and two tripod sockets. The camera has a high grade Achromatic Lens of universal focus, is light and strongly made. Weight, 29 ounces.

### Detail of Equipment

**DIMENSIONS**—Seneca Senior,  $8\frac{1}{4} \times 5\frac{1}{2} \times 7\frac{1}{2}$  inches. Seneca Junior,  $7\frac{3}{8} \times 5\frac{3}{4} \times 5$  inches.  
**FOCUS**—Universal.  
**FINDERS**—Two on Seneca Senior—one on Seneca Junior.  
**TRIPOD SOCKETS**—Two.  
**SHUTTER**—Automatic.  
**LENS**—Single Achromatic.

### PRICES

	Junior $3\frac{1}{2} \times 3\frac{1}{2}$	Senior $4 \times 5$
Camera Complete, with one Holder, Manual of Photography and Instruction Book.....	\$3.50	\$4.00
Seneca Plate Holder Ordinary.....	.80	.80
Seneca Adjustable Plate Holder.....	Not made	1.00

Carrying Case extra; for Description and Price, see page 52.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company

## SPECIAL HAND CAMERA EQUIPMENT

The following instruments we list, fitted with several of the best high grade Anastigmat Lenses. The equipment includes the camera complete as per the description. The only change made is in the lens. We offer these outfits at a very low rate, and we make no extra charge for fitting. The prices as given below, with the exception of the Seneca Portrait Lens, are figured with the Autic (Dustproof) Shutter. When Goerz XL Sector or Volute Shutter is fitted instead of the Autic, the extra charge is as follows: 4 x 5, \$15.00; 3¼ x 5½ and 5 x 7, \$16.00; 6½ x 8½, \$17.00. Volute Shutter not made in Stereo form.

CAMERA	Size of Picture	Seneca Anastigmat <i>f</i> : 6.8	Voigtlaender Collinear Dynar <i>f</i> : 6	Cooke Series III <i>f</i> : 5.6
		No. 1 fitted to 3¼x4¼ " 2 " 3¼x5½ 4x5 " 3 " to 5x7 " 4 " 6½x8½	No. 2, 3¼x4¼ 4, 5 x7 " 3, 4 x5 5, 6½x8½ " 3A, 3¼x5½	No. 3, 3¼x4¼ 5, 5 x7 " 4, 4 x5 7, 6½x8½ " 4, 3¼x5½
No. 8 .....	4 x 5	\$50 00	\$62 00	\$60 00
No. 8 .....	5 x 7	63 00	85 50	78 00
No. 8 .....	6½ x 8½	88 00	111 00	130 00
No. 9 .....	4 x 5	58 00	70 00	68 00
No. 9 .....	5 x 7	73 00	95 50	88 50
No. 9 .....	6½ x 8½	99 00	122 00	141 00
No. 3A Pocket.	3¼ x 5½	41 00	53 00	51 00
No. 32 .....	3¼ x 4¼	45 00	51 25	48 00
No. 32 .....	4 x 5	47 00	59 00	57 00
No. 33 .....	3¼ x 4¼	51 00	57 25	54 00
No. 33 .....	4 x 5	56 00	68 00	66 00
Stereo "A" .....	5 x 7	93 00	102 00	111 00
Stereo "B" .....	5 x 7	107 00	116 00	125 00

CAMERA	Size of Picture	Goerz Series III Dagor <i>f</i> : 6.8	Goerz Syntor <i>f</i> : 6.8	Bausch and Lomb Plastigmat <i>f</i> : 6.8
		No. 0, 3¼x4¼ 2, 5 x7 " 1, 4 x5 4, 6½x8½ " 1, 3¼x5½	No. 0, 3¼x4¼ " 1, 3¼x5½ " 1, 4 x5 " 2, 5 x7 " 4, 6½x8½	No. 1, 3¼x4¼ 5, 6½x8½ " 2, 3¼x5½ " 2, 4 x5 " 3, 5 x7
No. 8 .....	4 x 5	\$67 00	\$54 00	\$63 00
No. 8 .....	5 x 7	83 00	67 00	86 00
No. 8 .....	6½ x 8½	116 00	99 00	125 00
No. 9 .....	4 x 5	75 00	62 00	71 00
No. 9 .....	5 x 7	93 00	77 00	96 00
No. 9 .....	6½ x 8½	127 00	110 00	136 00
No. 3A Pocket.	3¼ x 5½	58 00	45 00	61 00
No. 32 .....	3¼ x 4¼	56 00	45 00	59 00
No. 32 .....	4 x 5	64 00	51 00	60 00
No. 33 .....	3¼ x 4¼	62 00	51 00	65 00
No. 33 .....	4 x 5	73 00	60 00	69 00
Stereo "A" .....	5 x 7	117 00	89 00	113 00
Stereo "B" .....	5 x 7	131 00	103 00	127 00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# *Seneca Camera Manufacturing Company*



## LENSES

### LENSES FITTED TO SENECA CAMERAS

**T**HE lens is the eye of the camera, and its importance cannot be overestimated. Every condition of picture-making may be perfect, every adjustment of the camera true, but if the lens is faulty the picture is bad. No department of manufacture receives from our hands greater attention than is devoted to lenses. No part of each outfit is so carefully tested.

All the lenses used to equip Seneca Cameras are ground especially for us from imported glass by one of the largest manufacturers of photographic lenses in the world. Not only do we hold them to a strict guaranty in regard to their product, but we ourselves test thoroughly every lens that is equipped.

### SENECA SINGLE ACHROMATIC LENS

Many of our moderate grade and all of the fixed focus cameras are equipped with the Seneca Single Achromatic Lens. This lens is thoroughly adapted to the uses of the beginner, gives ample depth and good definition, and is in all respects very satisfactory. For ordinary work it is quite fast enough, covers the plate well, and has an effective angle which equals or exceeds any other Single Achromatic lens.

### SENECA RAPID RECTILINEAR LENS

Possessing unusual depth of focus, absolute flatness of field and even illumination, the Seneca Rapid Rectilinear Lens as designed by us, now forms a part of the regular equipment of many of our instruments. It is a lens of the double symmetrical type,—that is, it is formed by double combinations. Thus it is available for a wide sphere of work. The back combination used alone increases the image on a ground glass to twice the size obtained when the combinations are used together. The Rapid Rectilinear Lens covers the plate admirably, and each Lens is thoroughly tested before leaving the factory.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company

## SENECA TRIPLE CONVERTIBLE THREE- FOCUS LENS—F: 8

For all the general purposes of photography, including copying, enlarging and portrait work, this lens is especially recommended. It embodies a full angle of image circle and perfect flatness of field. It is this lens that is uniformly fitted to the higher grade Seneca Cameras. As the name implies, this lens has three distinct focuses; one, both combinations of the lens used together; another, the back combination of the lens used alone (this is accomplished by simply unscrewing the front lens mount), and a third focus is obtained by using the front lens combination alone—in the rear.

## EQUIVALENT FOCUS AND FOCUS OF SEPARATE COMBINATIONS OF SENECA CONVERTI- BLE LENS F: 8

Size	Diameter	Equivalent Focus	Size	Diameter	Equivalent Focus
3¼ x 4¼	¾ inch	5 inches	10 x 12	2 inches	16 inches
4 x 5	1 " "	6¼ " "	11 x 14	2¼ " "	18½ " "
5 x 7	1½ " "	8 " "	14 x 17	2¾ " "	21 " "
6½ x 8½	1½ " "	10½ " "	17 x 20	3¼ " "	26 " "
8 x 10	1¾ " "	12½ " "			

### Focus of Separate Combinations when Used Singly

Size	Rear Lens	Front Lens	Size	Rear Lens	Front Lens
3¼ x 4¼	8¼ inches	11½ inches	10 x 12	26 inches	38 inches
4 x 5	10½ " "	14½ " "	11 x 14	31 " "	43 " "
5 x 7	14 " "	18 " "	14 x 17	35 " "	49 " "
6½ x 8½	17½ " "	23½ " "	17 x 20	44 " "	60 " "
8 x 10	20 " "	28½ " "			

## SENECA SHUTTERS FITTED WITH SENECA LENSES PRICES

Size	Rapid Recti- linear Lens in barrel with Iris diaphragm	Rapid Converti- ble Lens in barrel with Iris Diaphragm U. S. : 8	Seneca Uno Shutter and Rapid Rectilinear Lens	Seneca Duo Shutter and Rapid Rectilinear Lens	Seneca Duo Shutter and Rapid Con- vertible Lens U. S. : 8	Seneca Auto Shutter and Rapid Con- vertible Lens U. S. : 8
4 x 5	\$11 00	\$14 00	\$7 00	\$12 00	\$15 00	\$19 00
5 x 7	13 00	17 00	9 00	14 00	18 00	22 00
6½ x 8½	18 00	22 00		19 00	23 00	27 00
8 x 10	23 00	28 00		25 00	30 00	34 00
10 x 12					43 00	46 00
11 x 14					55 00	58 00
14 x 17					75 00	78 00
17 x 20					85 00	88 00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## WIDE ANGLE LENSES

Wide angle lenses, as the name implies, are used for views where it is desired to embrace a wide view. Wide angle lenses work slower than the ordinary lens, consequently they are used mostly for taking interiors, architectural subjects or confined situations.

They are just the thing for taking the family group in the parlor, for it not only takes in the group but shows to more or less extent the arrangement of the rooms.

It is quick and easy to change from the regular lens to the Wide Angle Lens.

**The Symmetrical Wide Angle** is furnished in barrel or mounted in cells to fit our shutters so that the lens ordinarily in use can be taken out of the shutter and the wide angle lens substituted. This is a very satisfactory lens at a moderate price and embraces a field of from 80 to 85 degrees.

**The Extreme Wide Angle** cannot be used in shutters, as the two combinations are too close together. It is mounted in barrel with Iris Diaphragm and has the remarkable wide angle of 100 degrees.

### PRICES

	4 x 5	5 x 7	6½ x 8½	8 x 10
Extreme Wide Angle Lens in barrel .....		\$18.00	\$22.00	\$27.00
Symmetrical Wide Angle Lens in barrel .....	\$9.00	12.00	15.00	18.00
Symmetrical Wide Angle Lens in mounts .....	7.00	9.00	12.00	14.00

## GOERZ DAGOR DOUBLE ANASTIGMAT LENS F : 6.8

### Series III

The Goerz Dagor Double Anastigmat Lenses have won the most extended recognition, not only from authorities in photographic optics who have been in position to exhaustively test their merits, but from the photographic confraternity at large—both amateur and professional. As a result of the symmetrical arrangement of the two combinations of the lenses, either may be used as a single landscape-lens, the focus of which is about double that of the entire combination.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company

GOERZ DAGOR DOUBLE ANASTIGMAT LENS

F: 8—SERIES III

PRICES

No.	Equivalent Focus Inches	Free Aperture Inches	Size of Plate Covered at			Price with Iris Diaphragm	
			F: 6.8 U. S.: 16 Inches	F: 16 U. S.: 16 Inches	F: 32 U. S.: 64 Inches		
Fig. 6. <sup>s</sup>	0	5	$\frac{3}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$	$5 \times 7$	\$37 50
	1	6	$\frac{7}{8}$	$4 \times 5$	$5 \times 7$	$6\frac{1}{2} \times 8\frac{1}{2}$	45 00*
	2	7	1	$5 \times 7$	$5 \times 8$	$8 \times 10$	51 00
	3	$8\frac{1}{4}$	$1\frac{1}{4}$	$5 \times 8$	$6\frac{1}{2} \times 8\frac{1}{2}$	$10 \times 12$	62 50
	4	$9\frac{1}{2}$	$1\frac{5}{8}$	$6\frac{1}{2} \times 8\frac{1}{2}$	$7 \times 9$	$11 \times 14$	75 50
	5	$10\frac{3}{4}$	$1\frac{1}{2}$	$7 \times 9$	$8 \times 10$	$12 \times 16$	91 00
Fig. 7. <sup>7</sup>	6	12	$1\frac{5}{8}$	$8 \times 10$	$10 \times 12$	$16 \times 18$	107 00
	7	14	2	$10 \times 12$	$12 \times 15$	$18 \times 22$	140 00
	7 <sup>a</sup>	$16\frac{1}{2}$	$2\frac{3}{8}$	$11 \times 14$	$13 \times 17$	$20 \times 24$	182 00
	8	19	$2\frac{5}{8}$	$12 \times 15$	$16 \times 18$	$22 \times 25$	219 00
	9	24	$3\frac{5}{16}$	$16 \times 18$	$18 \times 22$	$24 \times 40$	325 00
	10	30	$4\frac{1}{4}$	$18 \times 22$	$22 \times 25$	$30 \times 36$	539 00
	11	35	5	$22 \times 25$	$24 \times 30$	$34 \times 44$	1,070 00

\* For 3A Folding Pocket Seneca we provide a Dagor of  $6\frac{1}{2}$  inch focus of same series in place of our regular No. 1.

For stereoscopic views the lenses are "paired" at an extra charge of \$2.50.

## GOERZ CELOR ANASTIGMAT LENS F:4.5 AND F: 5.5, SERIES IB

This lens is specially constructed for fastest instantaneous exposures; portraits in room and studio; enlargements and reproductions; three color process; projections. Also for landscapes and architectural views. This lens has its place in all up-to-date studios. The back combination of the Celor can be used as a single lens of double the focal length.

No.	Equivalent Focus Inches	Relative Aperture	Diameter of Lenses Inches	Size of Plate		Price, with Iris Diaphragm
				Full Opening Inches	F.: 16 U. S.: 16 Inches	
0	$4\frac{3}{4}$	F 4. <sup>s</sup>	$1\frac{1}{32}$	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$	\$40 00
1	6	F 4. <sup>s</sup>	$1\frac{1}{4}$	$4 \times 5$	$5 \times 7$	47 00
2	7	F 4. <sup>s</sup>	$1\frac{1}{2}$	$5 \times 7$	$5 \times 8$	54 50
3	$8\frac{1}{4}$	F 5.	$1\frac{3}{4}$	$5 \times 8$	$6\frac{1}{2} \times 8\frac{1}{2}$	67 00
4	$9\frac{1}{2}$	F 5.	$1\frac{31}{32}$	$6\frac{1}{2} \times 8\frac{1}{2}$	$7 \times 9$	90 50
5	$10\frac{3}{4}$	F 5.	$2\frac{3}{16}$	$7 \times 9$	$8 \times 10$	108 50
6	12	F 5. <sup>s</sup>	$2\frac{1}{2}$	$8 \times 10$	$10 \times 12$	126 50
7	14	F 5. <sup>s</sup>	$2\frac{23}{32}$	$10 \times 12$	$12 \times 15$	163 60
7 <sup>a</sup>	$16\frac{1}{2}$	F 5. <sup>s</sup>	$3\frac{3}{32}$	$11 \times 14$	$13 \times 17$	208 50
8	19	F 5. <sup>s</sup>	$3\frac{19}{32}$	$12 \times 15$	$16 \times 18$	245 50

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## VOIGTLAENDER & SON DYNAR-COLLINEAR ANASTIGMAT LENS F: 6

The Collinear lens is a well known one and is considered an ideal lens for a large variety of work. This particular series is specially adapted for groups and instantaneous work requiring speed. The single combinations can be used alone, thereby doubling the focal length.

### SPECIFICATIONS AND PRICES (For Hand Cameras)

No.	Size of Picture	Diameter of Lens Cell	Focal Length	Price of Complete Lens with Iris Diaphragm	If with Autic (Dustproof) Shutter	With Volute Shutter or Sector Shutter
2	3¼ x 4¼ in.	1¼ in.	4¾ in.	\$27 00	\$30 00	\$40 00
3	4 x 5 "	1⅝ "	5⅞ "	30 00	33 00	43 00
4	5 x 7 "	1⅞ "	7 "	35 50	42 00	50 00
5	6½ x 8½ "	2⅞ "	10 "	53 50	61 50	67 50
6	8 x 10 "	2½ "	12 "	72 00	79 00	87 00

## VOIGTLAENDER-COLLINEAR—SERIES III—RAPID. (For View Cameras and Professional Work)

### SPECIFICATIONS AND PRICES

No.	Equivalent Focus	Free Diameter of Glasses	Sizes of Plates Sharply Covered			Price with Iris Diaphragm
			F 6.8	F 16	F 32	
1	3½ in.	½ in.	3¼ x 3¼ in.	3¼ x 4¼ in.	4x5 in.	\$27 50
2	4¾ "	⅞ "	3¼ x 3¼ "	4¼ x 6½ "	5x7 "	32 50
3	5⅞ "	⅞ "	4¼ x 6½ "	5x7 "	6½ x 8½ "	40 00
3a	7 "	1 "	5x7 "	6x8 "	7x9 "	50 00
<b>F 7.7</b>						
4	7⅞ "	1⅞ "	6x8 "	7x9 "	8x10 "	55 00
5	9⅞ "	1⅞ "	7x9 "	8x10 "	11x14 "	72 50
6	11⅞ "	1⅞ "	8x10 "	11x14 "	12x15 "	100 00
7	14½ "	1⅞ "	11x14 "	14x17 "	16x18 "	130 00
8	17 "	2¼ "	14x17 "	16x18 "	18x22 "	165 00
9	20 "	2⅝ "	16x18 "	18x22 "	22x27 "	210 00
10	23⅝ "	3⅞ "	18x22 "	20x24 "	25x30 "	300 00
11	31½ "	4⅞ "	20x24 "	25x30 "	30x35 "	525 00

The back combination of Series III can be used separately, forming an anastigmat lens with largest aperture of about F 16 and with double the focal length of the complete lens.

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company

## THE COOKE ANASTIGMAT LENS F: 6.5

### Series IIIA (New Series)

The Cooke lens is becoming more popular each year. It is designed for general photography, interiors, street scenes and for difficult photography on dull days. For use as a wide angle lens on relatively large plates it is perfect. It may be focused wide open and afterwards stopped down, without spoiling the image.

DIMENSIONS IN INCHES						PRICES
No.	Equivalent Focus	With Full Apertures to Cover Plates	At F/16 to Cover Plates	Diameter of Flange-Screw	Diameter of Hood	With Iris Diaphragm and Standard Flange
2	4¼	3¼ x 3¼	4 x 5	1¼	1.15	\$32 00
3	5	3¼ x 4¼	4¾ x 6½	1¼	1.25	35 00
4	6	4 x 5	6½ x 8½	1½	1.40	39 50
5	7½	5 x 7	8 x 10	1½	1.65	48 50
6	8¼	5 x 8	8 x 10	1¾	1.9	53 00
7	11	6½ x 8½	11 x 14	2¼	2.5	91 00
8	13	8 x 10	14 x 17	2½	2.8	120 00

## SENECA ANASTIGMAT LENS F: 6.8

The Seneca Anastigmat is made from the best quality of Jena glass and is of the double symmetrical type, each system consisting of four elementary lenses. The absolute freedom from any trace of astigmatism, and the complete correction of the spherical and chromatic aberrations constitute the superiority of this lens. It is also strictly corrected for actinic light at any aperture and is free from internal reflections, producing a brilliant image on the ground glass with equal illumination of the field and cuts the plate sharp to the corners. We are able to quote the following attractive prices by reason of the quantity of these lenses that we market.

No.	Equivalent Focus	Plate Covered at F: 6.8	Price in barrel with Iris Diaphragm	Price with Autic (Dustproof) Shutter
1	5 inch	3¼ x 4¼	\$ 28 00	\$ 32 00
2	6 "	4 x 5	30 00	35 00
3	7 "	5 x 7	41 00	46 00
4	10 "	6½ x 8½	67 00	73 00
5	13 "	8 x 10	81 00	88 00
6	15 "	10 x 12	110 00	117 00
7	16½ "	11 x 14	150 00	157 00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK

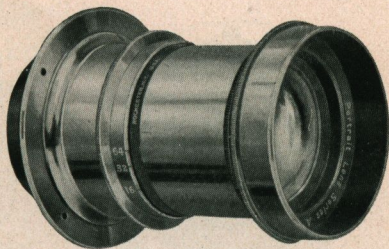


# Seneca Camera Manufacturing Company



## PORTRAIT LENS, SERIES A F:5

"Series A" F:5 Portrait Lens is primarily intended for portrait work, but is also excellent for groups. It is especially recommended to photographers who desire a moderate priced lens which is thoroughly satisfactory for portrait work, but is not so extreme in its character as to render it unfit for other use.

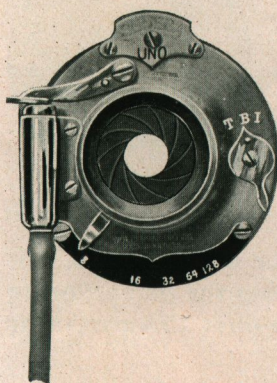


Note—These portrait lenses can be supplied in shutters if so desired, at an additional cost of 15 per cent. for the Duo (Dustproof) and 25 per cent. for the Autic (Dustproof) shutter.

No.	Size	Diameter of Lens	Equivalent Focus	Distance for Standing Cabinet	Outside Diameter of Flange	Price
1	3¼ x 4¼	1½ in.	6 inches	About 8 feet	3¼ inches	\$15 00
2	4 x 5	1¾ "	7 "		3¾ "	20 00
3	5 x 7	2¼ "	10 "		4 "	25 00
4	6½ x 8½	2½ "	12 "		4½ "	35 00
5	8 x 10	3 "	14 "		5¼ "	50 00

## Shutters Fitted to the Seneca Cameras

### THE SENECA UNO SHUTTER



Adapted to the use of all ordinary lenses, we offer this particular shutter in two sizes: the 4 x 5 and 5 x 7. It is fitted with an Iris Diaphragm and a lever indicating time and instantaneous exposures. It is self-setting or automatic, and may be operated by finger or bulb. The shutter is thoroughly self-contained. It is light, compact, and exceedingly moderate in price when the advantages are considered.

Price..... \$2.00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK

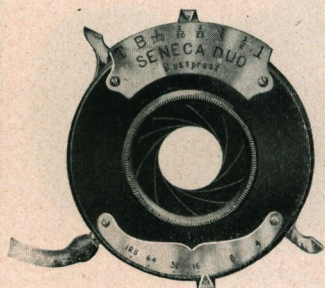




# Seneca Camera Manufacturing Company

## SENECA DUO DOUBLE VALVE SHUTTER

(Dust Proof)



Somewhat more pretentious in character is the Seneca Duo Shutter, of extremely ingenious construction and great simplicity of action. It is, indeed, built upon the same model of many of the very expensive, imported shutters. It has double pumps, which are inclosed in the case, and in addition to time and bulb exposures, gives several different speeds of

instantaneous as well as time exposures. It has an Iris Diaphragm, and is attached to the front board with a flange. This shutter is self contained and dustproof. It is made in six sizes:

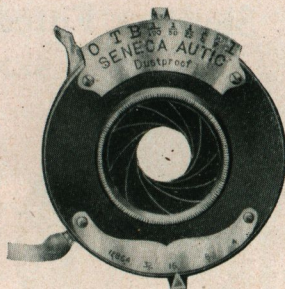
### PRICES

3¼ x 4¼	4 x 5	6½ x 8½	8 x 10	11 x 14	17 x 20
\$5.00	\$6.00	\$8.00	\$10.00	\$14.00	\$20.00

## THE SENECA AUTIC AUTOMATIC SHUTTER

(Dust Proof)

The particular advantage of this style of shutter is that it automatically sets itself after each exposure, and thus is always ready for use. It releases smoothly and easily, all mechanical parts being evenly balanced. It has all the speed that is required for the most particular work, and may be relied upon to give a good account of itself under all conditions. It is neat in appearance, light in weight, positive in action. As in the case of the other models, it is self-enclosed, the working parts, including the pumps, being thoroughly protected from dust. We offer this particular style of shutter in six sizes:



### PRICES

3¼ x 4¼	4 x 5	6½ x 8½	8 x 10	11 x 14	17 x 20
\$8.00	\$10.00	\$12.00	\$14.00	\$18.00	\$25.00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



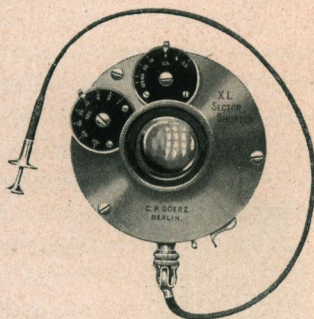
# Seneca Camera Manufacturing Company



## GOERZ XL SECTOR SHUTTER

New High Speed Model

The XL Sector is the latest high speed between the lens shutter on the market, extremely simple of construction, smoothness and rapidity of action,—the speed ranging from three to one one-hundredth and fiftieth of a second; opens and closes with a maximum of velocity and is noiseless; made of aluminum and by a new method of manufacture, is absolutely dust-proof. The protruding pumps have been eliminated from the XL Shutter. This model does not easily get out of order.

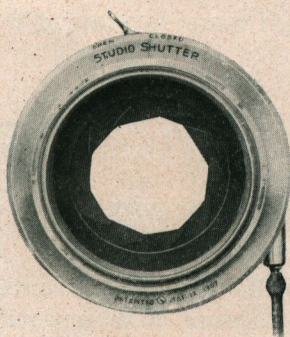


**PRICES** { No. 1 for  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $4 \times 5$  and  $5 \times 7$ ..... \$18.00  
 { No. 2 for  $6\frac{1}{2} \times 8\frac{1}{2}$  and  $8 \times 10$ ..... 20.00

## VOLUTE SHUTTER

**PRICES** { No. 1 for  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $4 \times 5$  and  $5 \times 7$ ..... \$18.00  
 { No. 2 for  $6\frac{1}{2} \times 8\frac{1}{2}$  and  $8 \times 10$ ..... 20.00

## THE STUDIO SHUTTER



This shutter is absolutely noiseless, as it has rubber cushions at all points of contact in the mechanism. Style A being for use behind the lenses, is finished mat black, can be attached to board by screws and has focusing attachment. Style B is a between the lens shutter and is handsomely finished in brass with transparent lacquer. The shutter itself acts as a diaphragm and can

be set at any desired opening, and also at full aperture for focusing purposes.

## PRICE LIST

No. of Shutter	Outside Diameter	Light Opening	Style B will fit Series A Portrait Lenses as follows:	Price, Style A	Price, Style B
1	$3\frac{1}{2}$ in.	$2\frac{1}{16}$ in.	No. of Lens, 3	\$ 6 00	\$ 8 00
2	$4\frac{1}{4}$ "	$2\frac{7}{16}$ "	" " " 4	7 00	9 00
3	$4\frac{7}{8}$ "	$2\frac{13}{16}$ "	" " " 5	8 00	10 00
4	$5\frac{7}{8}$ "	$3\frac{1}{2}$ "		10 00	12 00
5	$6\frac{7}{8}$ "	$4\frac{1}{8}$ "		12 00	14 00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK

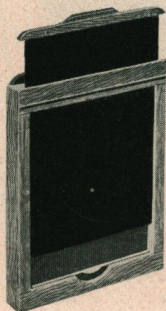


# Seneca Camera Manufacturing Company

## SENECA PLATE HOLDERS

(With Steel Spring Bar)

Perhaps no single factor has contributed as much to the success of Seneca Cameras as the general excellence of Seneca Plate Holders. Their superiority is acknowledged by amateurs and professionals who have used them. The Seneca Plate Holder owes its advantages to its simplicity, the ease with which it may be re-loaded and the further fact that it is absolutely light-tight.



All Seneca plate holders are made from seasoned cherry, and the grooves are accurate and smooth, insuring perfect freedom of action. The extreme ease of manipulation has received very favorable comment. To load the plate holder rest the end of the plate against the spring-bar in the holder. Press back the bar with the finger and the plate

falls in place.

Unless otherwise specified, we equip all plate holders with black pressboard slides, which have been especially prepared by us to withstand changes of temperature and to prevent warping and swelling.

### PRICES

$3\frac{1}{2} \times 3\frac{1}{2}$ .....	\$ .80	$5 \times 7$ .....	\$1.00
$3\frac{1}{4} \times 4\frac{1}{4}$ .....	.80	$5 \times 8$ .....	1.35
$4 \times 5$ .....	.80		

## SENECA IMPROVED PLATE HOLDER

(With Wooden Bar for Holding Plate)

This particular style of holder is well known to amateurs and professionals, the world over, on account of its general excellent qualities. Its acknowledged superiority rests in its positive action and simplicity. The Seneca Improved Holder has a spring bar device for re-loading. It is very expeditious, and beyond all else the shutter is absolutely light-tight in character. The extreme ease of manipulation of the Seneca Improved Holder has caused it to be subjected to much favorable comment. In loading, the end of the plate is rested against the spring bar, and upon slight pressure on the bar with the thumb the plate falls into place. Again, pressing

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## SENECA IMPROVED PLATE HOLDER

(Continued)

(With Wooden Bar for Holding Plate)

back the bar gently, releases the plate, which comes readily from the holder. The holder is constructed upon an entirely new plan of dovetailing and the cabinet work is of a very superior order. Under this new method of construction the holder is much more rigid and durable than the old patterns were. The shutter slide itself is protected with spring which renders absolute protection to the plate when the slide is entering or leaving. All Seneca Improved plate holders, unless otherwise ordered, are fitted with our specially prepared press board slides.

### PRICES

$3\frac{1}{2} \times 3\frac{1}{2}$ .....	\$1.00	5 x 7 .....	\$1.25
$3\frac{3}{4} \times 4\frac{1}{4}$ .....	1.00	5 x 8 .....	1.50
$3\frac{3}{4} \times 5\frac{1}{2}$ .....	1.00	$6\frac{1}{2} \times 8\frac{1}{2}$ .....	1.75
4 x 5 .....	1.00	8 x 10 .....	2.00

## ENGLISH BOOK STYLE OF PLATE HOLDER

This is the regular English form of holder, has many advantages, and is specially adapted for sizes larger than 8 x 10. The two sides are hinged and open like a book when placing or displacing the plates. The septum, for division between the two sides of holder, is also hinged, and work most satisfactorily in the dark room.

SIZE	PRICES	
	Press-board Slides	Rubber Slides
10 x 12	\$5 00	\$ 6 00
11 x 14	5 00	6 00
14 x 17	6 50	7 50
16 x 20	8 00	9 00
17 x 20	8 00	9 00



FACTORIES AND OFFICES, ROCHESTER, NEW YORK

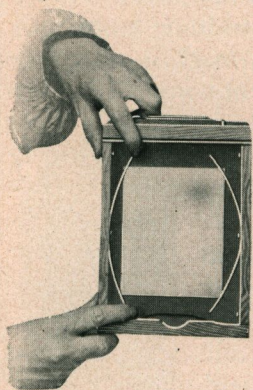




# Seneca Camera Manufacturing Company

## ADJUSTABLE DOUBLE PLATE HOLDERS

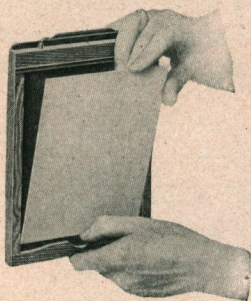
This very important addition to photography is manufactured by us under broad patents, and the demand for such holders is rapidly increasing. The holder fits all styles of cameras and successfully holds dry plates of a smaller size than the holder without the necessity of a kit.



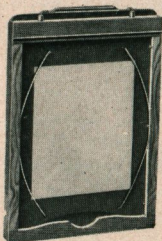
The Adjustable Double Plate Holder

It is apparent from the illustrations that the Seneca Adjustable Plate Holder centers any plate that is used, and it is equally evident that the use of the holder increases the range of the instrument and at the same time saves many times its cost in economy.

During this season the regular equipment of the Seneca Folding Plate Cameras and the New Improved View outfits, up to and including the 8 x 10 size, and Camera City outfits, up to and including the 8 x 10 size, will include, without extra charge, the adjustable plate holder in



The Adjustable Double Plate Holder Using Full Size Plate



The Adjustable Double Plate Holder Using Smaller Plates

place of the regular plate holder heretofore supplied.

The manipulation is exceedingly simple. When a full sized plate is used, the operation is the same as with the ordinary holder. In the case of smaller sized plates, the brass bands catch and hold

the glass firmly in the center of the holder.

### DIFFERENT SIZED PLATES THAT MAY BE USED

	Price
In 4 x 5 Holder, 4 x 5, 3 1/4 x 4 1/4, 3 1/2 x 3 1/2.....	\$1.00
In 5 x 7 Holder, 5 x 7, 4 1/4 x 6 1/2, 4 x 5, 4 x 4.....	1.25
In 6 1/2 x 8 1/2 Holder, 6 1/2 x 8 1/2, 5 x 8, 5 x 7, 4 1/4 x 6 1/2.....	2.00
In 8 x 10 Holder, 8 x 10, 6 1/2 x 8 1/2, 5 x 8, 5 x 7.....	2.50

FACTORIES AND OFFICES, ROCHESTER, NEW YORK

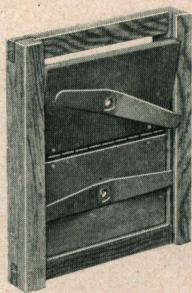


# Seneca Camera Manufacturing Company



## PRINTING FRAMES

(With Non-rusting Metal Work)



Amateur (Piano Hinge)

Both our Amateur and Professional Frames are conceded to be the best frames ever put on the market. The wood in the Amateur frame is the best selected cherry, finished in oil. The Professional frame, besides being finished in oil, has two coats of pure shellac. The corners on all are dovetailed, and on the Professional are rounded as well. The springs are of the best spring steel heavily brass plated, and are riveted to the back, allowing the spring to move freely without marring the surface. The ears on the Professional Frames are set flush with the frame, while in the Amateur the spring ends enter the grooved slot cut in frame.

ily brass plated, and are riveted to the back, allowing the spring to move freely without marring the surface. The ears on the Professional Frames are set flush with the frame, while in the Amateur the spring ends enter the grooved slot cut in frame.

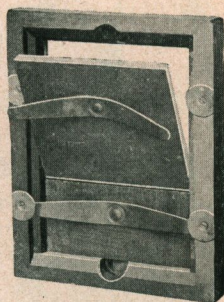
## PRICES

### Professional or Heavy Frames

3¼ x 4¼ .....	\$ .36	10 x 12 .....	\$1.25
4 x 5 .....	.38	11 x 14 .....	1.80
4¼ x 6½ .....	.42	14 x 17 .....	2.40
5 x 7 .....	.50	16 x 20 .....	3.00
5 x 8 .....	.50	17 x 20 .....	3.00
6½ x 8½ .....	.60	18 x 22 .....	4.00
8 x 10 .....	.75	20 x 24 .....	5.00

### Amateur or Light Frames

2½ x 2½ .....	\$ .25	3¼ x 5½ (Post Card) .....	.25
3½ x 3½ .....	.25	4 x 5 .....	.25
3¼ x 4¼ .....	.25	5 x 7 .....	.35



Professional (Piano Hinge)

## HOLDER SLIDES

SIZE	PRICES	
	Press-board	Hard Rubber
3¼ x 4¼	\$ 10	\$ 20
3¼ x 5½	15	25
4 x 5	15	25
4¼ x 6½	20	35
5 x 7	20	35
6½ x 8½	25	50
8 x 10	35	65
11 x 14	50	1 50
14 x 17	75	2 50
16 x 20	1 00	4 00
17 x 20	1 00	4 00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





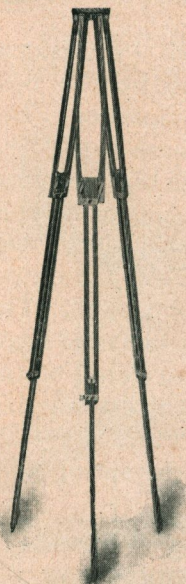
# Seneca Camera Manufacturing Company

## Tripods

### THE COMPACT TRIPOD (Wood Top)

Combined Sliding and Folding

The Compact Tripod 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. It is constructed of ash and the trimmings are made of brass. When extended it is 4 feet 9 inches long, while it is but 22 inches in length when folded or closed. The new top is so made that the legs, when adjusted, are practically locked, avoiding any possibility of their becoming detached by accident after the tripod is placed and ready for use.



Style	Size of Camera		Weight	Price
No. 2	5	x 7 and smaller	1 lb.	\$2 50
" 2½	6½	x 8½ " "	2lb. 3 oz	3 00
" 3½	11	x 14 " "	5 lbs	4 00

### SPECIAL COMBINATION TRIPOD (Wooden Top)

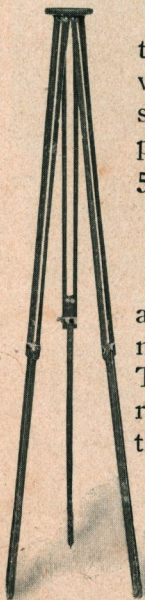
(Patent Applied For)

In design and construction this tripod is entirely new. The head is attached, and for those who desire a tripod of combination folding and sliding legs, with head attached, will be greatly pleased with the Special. Dimensions, extended, 57 inches. Dimensions, folded, 22¾ inches.

Price, including strap.....\$2.00

### SENECA SLIDING TRIPOD (Wood Top)

This Sliding Tripod is one of the most simple and improved tripods in use to-day. 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	Size of Camera		Price
No. 0	5	x 7 and smaller	\$2 00
No. 1	6½	x 8½ " "	2 00
No. 2	8	x 10 " "	2 50
No. 3	11	x 14 " "	3 00
No. 4	17	x 20 " "	4 00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## SPECIAL SLIDING TRIPOD (Metal Top)

This is a light sliding tripod and is made in but 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 is 29 inches, and when extended 55 inches.

Weight.....15 ozs.

Price.....\$1.00.



## SENECA DETACHABLE BRACE

Patented

Adapted to the Leading Makes of View Cameras

This is a new device offered to users of all View Cameras. The brace is composed of two arms, one for each side of camera bed, and when not in use it can be instantly and easily removed and folded. Considering that a large percentage of plates are ruined and much valuable time lost owing to the unsteadiness of the View Camera, the experienced photographer will at once appreciate the value of the Seneca Detachable Brace. For wide angle work it is indispensable. The entire Camera may be racked forward to the extreme end of the bed, and by using the Brace, rigidity is insured.



It is easy to operate. We furnish strong screws, which are attached to the bed of the camera; also two metal plates, which are fastened permanently to the base of the camera bed.

After having once attached the metal plates to the base of the camera bed and the screws to the forward and rear extensions, both arms may be instantly hooked on or detached at will. They are constructed of the best hardened steel, handsomely nickel plated. A full set of instructions sent with each set.

Price Complete, \$2.00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company

## SENECA PHOTO OPTICAL OUTFIT (For Hand Cameras)



This outfit consists of four Lenses, one Ray Filter and one Duplicator, furnished complete in a plush lined leather covered case. They are made to slip over the lens hood and are fitted with adjustable springs. Each of the lenses consists of two elementary lenses (negative and positive) cemented together to form one per-

fectly corrected lens. The combinations will be supplied separately when desired.

### PRICES

Outfit complete for 4x5 and 5x7, diameter of lens 1 $\frac{5}{8}$ inches	6.00
Enlarging and Copying Lens.....	1.25
Wide Angle Lens.....	1.25
Portrait Lens.....	1.50
Tele Photo Lens.....	1.25
Ray Filter.....	1.00
Duplicator.....	.40

Any three of the above supplementary lenses and duplicator, making four in all, furnished in neat case. Price, \$4.00.

## SENECA CARRYING CASES



We furnish cases in solid leather and also imitation leather. Both styles are neat in appearance, well finished, and are fitted with nickel catch, leather handle and rings for shoulder strap.

CAMERA	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	4 x 5	5 x 7	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$
Seneca Junior and Senior Camera—leatheret	\$1 50	.....	\$1 75	.....	.....
Seneca Pocket Camera—leatheret.....	.....	\$1 50	1 50	.....	.....
Seneca No. 1 to No. 5 inclusive—leatheret.....	.....	.....	1 50	\$2 00	.....
Seneca No. 6 to No. 9 inclusive—solid leath'r.....	.....	.....	4 00	5 00	\$6 50
Seneca Special—leatheret.....	.....	.....	.....	2 00	.....
Seneca Stereo—solid leather.....	.....	.....	.....	4 00	.....

## CANVAS CASES FOR VIEW CAMERAS

TO CARRY	STYLE	5 x 7	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	8 x 10	11x14	14x17	17x20
Cameras and Holders.....	Square	\$2.00	\$2.25	\$2.50	\$5.00	\$6.00	\$7.00
“ “ “.....	Oblong	2.50	3.00	3.50	7.00	Not Made	Not Made
Camera, Holders, Tripod and Lens	“	3.50	4.00	4.50	7.50	Not Made	Not Made

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## DOUBLE SPIRIT LEVEL



Made to attach to the base of a camera to insure its being level. Handsomely nickel plated and absolutely accurate.

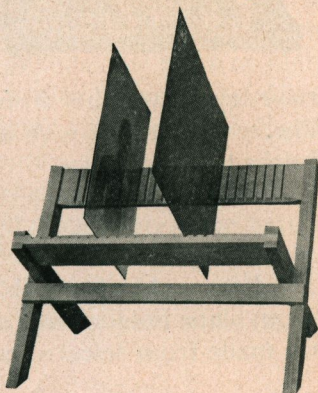
**Price** complete with screws for attaching, 50c.

## NEGATIVE RACKS

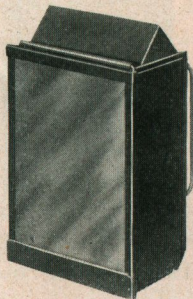
Our racks are made of the best seasoned cherry, will hold any size negative, and fold up flat when not in use.

### PRICES

No. 1—Holding 12 negatives.....	20c
No. 2—Holding 24 negatives.....	25c



## 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.

The lamp is nicely enameled and enclosed in a cardboard carton.

### PRICES

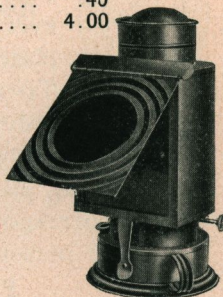
Price .....	\$ .30
Candles per dozen.....	.40
Candles per gross.....	4.00

## SENECA LAMP

(For Oil)

This lamp is the most popular one made, not only on account of the price, but because the construction is perfect in every particular. Fitted with both orange and ruby glass. Made in one size and style only.

Price ..... \$1.00



FACTORIES AND OFFICES, ROCHESTER, NEW YORK

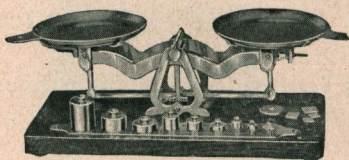




# Seneca Camera Manufacturing Company

## THE SENECA SCALE

No Complex Parts



This scale has been especially constructed by us to cover the whole range of photographic work. It is supplied with a set of drachm, scruple and grain weights and a complete set of

avoirdupois weights from one-sixteenth up to two ounces. The scale is made with a polished wooden base and is well finished and reliable.

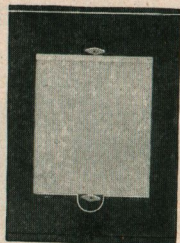
Price ..... \$3.50

## KITS TO FIT ANY HOLDER

Kits make it possible for one to use small plates in a large plate holder, and are invaluable at times. Our Kits are made from selected wood and are thoroughly kiln dried.

## PRICES

4 x 5, 3½ x 3½, 3¼ x 4¼, 3¼ x 4.....	\$ .20
5 x 7, 3½ x 3½, 3¼ x 4¼, 4 x 5.....	.25
5 x 8, 4 x 5, 4¼ x 6½, 3¼ x 4¼.....	.25
6½ x 8½, 3¼ x 4¼, 4 x 5, 5 x 7.....	.30
8 x 10, 4 x 5, 4¼ x 6½, 5 x 7, 5 x 8, 6½ x 8½	.40
11 x 14, 6½ x 8½, 8 x 10, 10 x 12.....	.50



## THE SENECA EXPOSURE METER

The Seneca Exposure Meter is the most up-to-date, handy and reliable meter ever offered. It tells the exact exposure to give under every condition of light and subject; also for every size of stop and all the leading makes of plates and films. Just the thing for the beginner. To operate the Seneca Exposure Meter it is only necessary to turn the disk until the pointers or index letters indicate the conditions of light, subject, plate diaphragm stop, etc. The figures in the margin corresponding then indicate the correct exposure. The meter measures 4¾ x 2½ inches. Just fits the pocket.

Price.....25c



FACTORIES AND OFFICES, ROCHESTER, NEW YORK

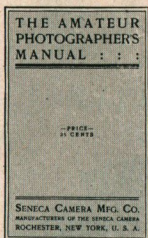


# Seneca Camera Manufacturing Company



## AMATEUR PHOTOGRAPHIC MANUAL OR PHOTOGRAPHY SELF TAUGHT

The Amateur Photographer's Manual will enable any one, without previous experience, by simply following the instructions contained in this Manual, to quickly become proficient in photography in all its branches. It carefully explains how to operate the camera, develop the plate or film, tone and mount the prints. It explains, also, how to take flash lights, groups, landscapes and instantaneous work.



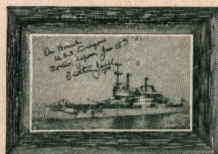
This is absolutely the best book on the subject published. It will aid you to make better pictures, and will make photography more interesting; the subject matter is systematically arranged. Over 200,000 copies of this book have been sold since its introduction, due entirely to its merits.

Price.....25c

## SENECA LITHOAK FRAME

For Post Cards and Snap Shots

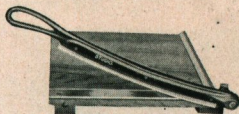
Just the frame for beautifying and preserving a post card. The most clever imitation of oak wood ever invented. No wire or cord necessary for hanging. A neat hanger is attached. Each frame comes neatly packed in box with directions for inserting card.



Price ..... \$ .10  
Price, per dozen..... 1.20

## SENECA TRIMMING BOARD

(Insures Perfect Trimming of Prints)



The Seneca Trimming Board is conceded to be the handiest, most simple and most durable on the market. An accurate rule for measuring is attached. Made in two sizes:

### PRICES

6½ inch Blade.....\$2.00  
8½ " " ..... 2.50

FACTORIES AND OFFICES, ROCHESTER, NEW YORK

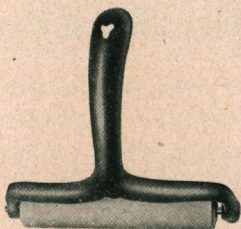
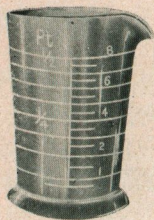




(Necessary to Every Dark Room)

PRICE

4 oz.....\$ 20



## SENECA PRINT ROLLER

(With Rubber Roller)

PRICE

5 inch.....	\$ 30
-------------	-------

## TRAYS

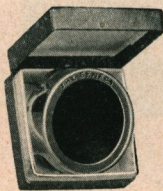
(Japanned Chemically Proof)

PRICE

For 4 x 5 Plates or Films.....	\$ 25
“ 5 x 7 “ “ .....	35



## SENECA RAY SCREEN



This screen is of great assistance in producing cloud effects in out door photography. By the use of this screen a more equal exposure can be obtained of sky, clouds and landscape, thus bringing out the details of subject without losing cloud effect.

Size	Outside Diameter	Diameter of Lens	Prices
No. 1	1½ inch	1¼ inch	\$1 50
No. 2	2 “	1¾ “	2 00
No. 3	3¼ “	2⅞ “	2 50



FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## SENECA COMPLETE DEVELOPING AND PRINTING OUTFITS

These outfits contain all the necessary apparatus, chemicals and materials for the developing and fixing of plates, also for the printing, toning and mounting of prints. We guarantee everything contained in these outfits to be of the best quality. The total value of each outfit greatly exceeds the price listed.

The following is a list of the items contained in the outfits.

### OUTFIT NO. 1—MADE IN 4x5 SIZE ONLY

- |                          |                                   |
|--------------------------|-----------------------------------|
| 2 Japan Trays            | 1 Toning Powder                   |
| 1 Ruby Lamp              | 1 Package Hypo                    |
| 1 Printing Frame         | 1 Four-ounce Measuring Glass      |
| 1 Developing Powder      | 1 Dozen Sensitized Printing Paper |
| 1 Dozen Card Mounts      | 1 Squeegee Roller                 |
| 1 Manual of Instructions |                                   |

**PRICE**—No. 1 Outfit as above, neatly packed in wooden box, \$1.50

### OUTFIT NO. 2—MADE IN 5x7 SIZE ONLY

- |                          |                                   |
|--------------------------|-----------------------------------|
| 2 Japan Trays            | 1 Toning Powder                   |
| 1 Ruby Lamp              | 1 Package Hypo                    |
| 1 Printing Frame         | 1 Four-ounce Measuring Glass      |
| 1 Developing Powder      | 2 Dozen Sensitized Printing Paper |
| 2 Dozen Card Mounts      | 1 Squeegee Roller                 |
| 1 Manual of Instructions |                                   |

**PRICE**—No. 2 Outfit as above, neatly packed in wooden box, \$3.00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company

## SENECA PHOTOGRAPHIC PAPERS

These sensitized papers have met with marked recognition from photographic authorities and general expressions of approval from amateurs and professionals in every section of the country. They are among the important advances recently made in the manufacture of photographic accessories.

The uncertainty of results, together with the many imperfections that characterized the older products, have long been known. The success that has attended the Seneca paper is then the more gratifying to the photographer and the manufacturer as well. The Seneca papers are the result of diligent and painstaking effort expended in endeavoring to overcome difficulties that have always been recognized as incident to the manufacture of sensitized materials.



Our experience has convinced us that the qualities of excellence so noticeable in the Seneca papers are due quite as much to the care exercised in their manufacture as to the materials and formula employed. Used in connection with such a perfectly constructed camera as the Seneca, Seneca papers never fail to yield ideal results.

Seneca papers require no special treatment in developing or toning. They produce equally good results with any of the developers listed in this catalogue. Made in all the popular sizes.

Size	SENECA GLOSSY—A Printing Out Paper			SENECA MATTE—A Developing Paper		
	Doz.	2 Doz.	Gross	Doz.	½ Gro.	Gross
3½ x 3½	\$ 10	\$ 18	\$1 05	\$ 12	\$ 65	\$1 20
3¼ x 4¼	10	18	1 05	12	65	1 20
4 x 5	12	22	1 10	15	80	1 50
3⅞ x 5½	18		1 25	15	80	1 50
4¾ x 6½	25	½ GRO.	2 20	25	1 45	2 70
5 x 7	27	1 45	2 40	30	1 60	3 00
5 x 8	27	1 60	2 70	30	1 68	3 25
6½ x 8½	40	2 15	3 80	50	2 70	5 00
7 x 9	45	2 50	4 50	55	3 00	5 80
8 x 10	54	3 15	5 85	60	3 35	6 50
10 x 12	81	4 75	9 00	90	5 10	9 70
11 x 14	1 08	6 30	11 70	1 20	6 80	13 00
14 x 17	1 62	9 45	18 00	1 90	10 90	20 00
16 x 20	2 16	12 60	24 30	2 40	13 60	25 80
20 x 25	3 15	18 45	36 00	3 60	20 00	38 50

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## HYPO

(Hyposulphite of Soda)

Used for fixing bath,—plates or paper.

Per pound..... \$ .10

## SENECA DEVELOPING POWDER

For developing Seneca, Argo, Cyko or any developing or gaslight paper. This is a Metol Hydrochinon developer; used also in developing plates. Put up in paraffin lined tubes ready for use. Simply add 4 ounces of water for each tube.

Six tubes, sufficient for 24 ounces ready developer.... \$ .25

## SENECA TONING SOLUTION

For toning Seneca, Disco or any glossy gelatine printing-out paper.

16 ounces, powdered, ready for use..... \$ .25

## SENSITIZED POSTAL CARDS

Argo Post Cards in Matte, Gloss and Velours surfaces and the same grades and emulsions as Argo Paper. Monox post cards are a bromide emulsion, manufactured in hard and soft grades, Matte and Velours surfaces, and sell for exactly the same price as Argo cards. Monox cards have great speed and lose nothing in brilliancy.

### PRICE

Dozen, 15c. Gross, \$1.50. Per 1,000, \$10.00

## DEFENDOL DEVELOPING POWDER

For developing Seneca, Argo, Cyko or any Gas-light Papers or Plates.

Put up in paraffin lined tubes. Produces softest effects. It is used also where a slow developer is required for plates. Ready for use—simply add 4 ounces of water for each tube.

### PRICE

Six tubes, sufficient for 24 ounces ready developer.... \$ .25

## ARGO DEVELOPING POWDER

For Developing Seneca, Argo, Cyko or any Gas-light Papers or Plates.

A universal developer—speedy and reliable. This is a Metol Hydrochinon developer, put up in paraffin lined tubes ready for use. Simply add 4 ounces of water for each tube.

### PRICE

Six tubes, sufficient for 24 ounces ready developer.... \$ .25

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company

## DISCO TONING SOLUTION

For toning Seneca, Disco or any glossy printing-out gelatine paper.

### PRICE

16 ounces, powdered, ready for use..... \$ .25

## DEFENDER PHOTOGRAPHIC PAPERS, DRY PLATES AND CHEMICALS

### ARGO

In ordering be sure and mention the grade or surface desired.

Argo—A Developing (Gaslight) Paper

Six surfaces, Matte, Gloss, Velours, Lustre, Rough and Buff; three emulsions, Carbon for contrast, Portrait for normal negatives, and Special Portrait for softest effects; one price for double or single weight; combines brilliancy, depth of tone and rich detail with a good speed and unequalled latitude. For the use of either professional or amateur.

### PRICES

Size	Doz.	½ Gross	Gross	Size	Doz.	½ Gross	Gross
3½ x 3½ ...	\$ .12	\$ .65	\$1.20	6½ x 8½ ..	\$ .50	\$2.70	\$5.00
3¼ x 4¼ ...	.12	.65	1.20	7 x 9 ..	.55	3.00	5.80
4 x 5 ...	.15	.80	1.50	8 x 10 ..	.60	3.35	6.50
3⅞ x 5½ ...	.15	.80	1.50	10 x 12 ..	.90	5.10	9.70
4 x 6 ...	.20	.90	1.75	11 x 14 ..	1.20	6.80	13.00
4¾ x 6½ ...	.25	1.45	2.70	14 x 17 ..	1.90	10.90	20.00
5 x 7 ...	.30	1.60	3.00	16 x 20 ..	2.40	13.60	25.80
5 x 8 ...	.30	1.68	3.25	20 x 24 ..	3.60	20.00	38.50
10-foot Rolls.....\$2.00				10-yard Rolls.....\$5.00			

### DISCO

Disco Gloss—A Gelatine Printing-out Paper

The pioneer of its class and one of the very few survivors. Merit made it and merit keeps it on top.

### PRICES

Size	Doz.	2 Doz.	Gross	Size	Doz.	½ Gross	Gross
3½ x 3½ ...	\$ .10	\$ .18	\$1.05	6½ x 8½ ..	\$ .40	\$2.15	\$3.80
3¼ x 4¼ ...	.10	.18	1.05	8 x 10 ..	.54	3.15	5.85
4 x 5 ...	.12	.22	1.10	10 x 12 ..	.81	4.75	9.00
3⅞ x 5½ ...	.18		1.25	11 x 14 ..	1.08	6.30	11.70
4¾ x 6½ ...	.25	½ Gross	2.20	14 x 17 ..	1.62	9.45	18.00
5 x 7 ...	.27	1.45	2.40	16 x 20 ..	2.16	12.60	24.30
5 x 8 ...	.27	1.60	2.70	20 x 24 ..	3.15	18.45	36.00
10-foot Rolls.....\$1.60				10-yard Rolls.....\$4.00			

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# Seneca Camera Manufacturing Company



## MONOX

### A Bromide Paper

Made in Hard, for soft negatives; Soft, for hard or contrasty negatives.

A reliable and uniform article, capable of giving the finest results for either enlarging or contact printing. Monox is made in five grades, and each grade in either Hard or Soft:

- No. 1. Thin smooth, suitable for small contact prints.
- No. 2. Heavy smooth, suitable for large prints.
- No. 3. Heavy rough, for crayon or air brush work.
- No. 4. Glossy paper, for prints that are not to be worked up.
- No. 5. Absolutely Matte surface.

When ordering specify grade and whether Hard or Soft.

### PRICE

Size	Doz.	½ Gross	Gross	Size	½ Doz.	Doz.	½ Gross	Gross
3¼ x 4¼ ...	\$ .15	\$ .70	\$1.30	6½ x 8½	\$ .55	\$2.90	\$5.50	
3⅞ x 5½ (Cab.)	.20	.95	1.80	8 x 10	.40	.70	4.20	8.00
4 x 5 ...	.20	.95	1.80	10 x 12	.60	1.10	6.40	12.00
4 x 6 ...	.20	1.00	1.80	11 x 14	.75	1.40	8.00	15.40
4¾ x 6½ ...	.25	1.45	2.75	14 x 17	1.10	2.15	12.50	24.00
5 x 7 ...	.30	1.70	3.25	16 x 20	1.50	2.80	16.00	31.50
5 x 8 ...	.35	1.90	3.75	20 x 24	2.20	4.20	25.00	48.00

Quotations for other sizes on application.

### IN ROLLS

5-yard Roll, 20 in. wide...	\$ 2.70	10-yard Roll, 20 in. wide...	\$ 5.40
5-yard Roll, 25 in. wide...	3.25	10-yard Roll, 25 in. wide...	6.25
5-yard Roll, 40 in. wide...	5.25	10-yard Roll, 40 in. wide...	10.00

## ARGO SODA

(An Anti-Friction Soda)

### PRICE

Per pound.....\$ 50

## DEFENDER DRY PLATES

The Defender Dry Plate, although but recently introduced, has met with instant recognition and has achieved a marked success. It is a plate of general utility, that may be used by the amateur and professional alike successfully under all conditions. Made in all of the popular sizes.

Size	Dozen in Case	Price Per Dozen	Size	Dozen in Case	Price Per Dozen
3½ x 3½	30	\$ 40	5 x 8	20	\$1 25
3¼ x 4¼	30	45	6½ x 8½	12	1 65
3¼ x 5½	30	65	8 x 10	10	2 40
4 x 5	30	65	10 x 12	4	4 20
4¼ x 6½	30	90	11 x 14	4	6 00
5 x 7	20	1 10	14 x 17	3	9 00

FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# Seneca Camera Manufacturing Company

## BELLOWS

Extra bellows will be furnished for cameras when desired as follows:

Size	Camera	Price
4 x 5	—Seneca No. 29.....	\$ 1.50
4 x 5	—Seneca No. 1-2-3-30.....	2.00
4 x 5	—Seneca No. 4-5-6-7-31-3A.....	2.50
4 x 5	—Seneca No. 32-33-8-9.....	3.50
5 x 7	—Seneca No. 1-2-3.....	3.00
5 x 7	—Seneca No. 4-5-6-7.....	3.50
5 x 7	—Seneca No. 8, and Special.....	4.00
5 x 7	—Seneca Stereo B.....	5.00
5 x 7	—Seneca Stereo A.....	4.00
6½ x 8½	—Seneca No. 8.....	6.00
6½ x 8½	—Seneca No. 9.....	7.00
5 x 7	—New Impr'd Seneca View, Leatheret \$ 4.00, Leather	6.00
6½ x 8½	—“ “ “ “ “ 5.00 “	7.00
8 x 10	—“ “ “ “ “ 6.00 “	8.00
11 x 14	—“ “ “ “ “ 8.00 “	12.00
14 x 17	—“ “ “ “ “ 10.00 “	Not made
17 x 20	—“ “ “ “ “ 12.00 “	“ “
5 x 7	—Competitor “ “	3.00 “
6½ x 8½	—“ “ “ “	4.50 “
8 x 10	—“ “ “ “	5.00 “

Bellows for Camera City View same price as New Improved Seneca View.

## MISCELLANEOUS SUPPLIES

All Milled Head Screws.....	\$ .25
Bulbs and Tubes, to fit any Shutter.....	.35
Blotting Paper, 19 x 24; per dozen.....	1.00
Focusing Cloths, Gossamer.....	.50
Fronts for 4 x 5 Cameras.....	2.50
Fronts for 5 x 7 Cameras.....	3.00
Fronts for 6½ x 8½ Cameras.....	3.50
Glass for No. 1 or No. 2 Seneca Lamp, Ruby or Orange.....	.10
Ground Glass for 4 x 5 Cameras, 15c; for 5 x 7 Cameras, 18c; for 6½ x 8½ Cameras, 20c; for 8 x 10 Cameras, 30c; for 11 x 14 Cameras, 60c; for 14 x 17 Cameras, \$1.50; for 17 x 20 Cameras.....	2.00
Lens Boards for Hand Cameras up to 5 x 7, except Stereo, 40c; for Hand Cameras larger than 5 x 7, 60c; for Stereo Cameras, 60c; for View Cameras up to 8 x 10, \$1.60; for View Cameras larger than 8 x 10.....	1.25
Orange or Ruby Fabric, per sq. yd.....	.60
Reversible Back for View Cameras, 5 x 7, \$7.50; 6½ x 8½, \$9.00; 8 x 10, \$11.00; 11 x 14, \$14.00; 14 x 17, \$17.00; 17 x 20, \$22.00; 11 x 14 to take 8 x 10 holder, \$14.00; 8 x 10 to take 5 x 7 or 6½ x 8½ holder, \$11.00; 6½ x 8½ to take 5 x 7 holder.....	9.00
Screws for Tripods.....	.25
Shoulder Straps, 56 inches.....	.30
Shoulder Straps, 66 inches.....	.40
Stereo Division on Roller for Stereo A, 5 x 7 size.....	1.50
“ “ “ “ “ “ B, 5 x 7 “.....	2.00
“ “ “ “ “ 6½ x 8½ Cameras.....	3.00
“ “ “ “ “ 8 x 10 Cameras.....	4.00
“ “ “ plaited “ 6½ x 8½ Cameras.....	1.50
“ “ “ “ 8 x 10 Cameras.....	2.00
Tops for Seneca Tripods with screw.....	.75
View Finders.....	1.50

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



*Seneca Camera  
Manufacturing Company*



FACTORIES AND OFFICES, ROCHESTER, NEW YORK





# *Seneca Camera Manufacturing Company*

## **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 defective parts, providing they are returned to the factory. This guarantee does not apply to the lenses and shutters, as we use only standard makes guaranteed by their manufacturers.

SENECA CAMERA MFG. CO.

ROCHESTER, N. Y.

From the **SENECA PRESS**

*The illustrations shown are half-tones reproduced from ORIGINAL photographs.*

FACTORIES AND OFFICES, ROCHESTER, NEW YORK



# TERMS

## READ CAREFULLY, IT MAY SAVE DELAY IN FILLING YOUR ORDER

Prices given are net, no charge for boxing or carting.

We prefer that remittances be made by draft on New York, Post Office or Express Order, or Registered Letter. Bank Checks, when from parties unknown to us, unless certified by the bank on which they are drawn, will delay shipment of goods until the check can be collected through our banks. Fifteen cents must be added for cost of exchange.

Persons unknown to us, desiring goods sent C. O. D., must remit one-quarter the cost with the order. The goods will then be sent C. O. D., for the balance. If not found entirely satisfactory after ten days' trial, they may be returned, and we will refund the money, less express charges.

Orders for shipment by freight must be accompanied by full amount of invoice.

We pack all goods with the utmost care, and our responsibility ceases when they are delivered to the transportation companies, to whom all claims should be made.

Small parcels, which do not contain glass, can be sent by mail if desired, but will be sent at risk of purchaser. In ordering goods sent by mail, postage must be enclosed, otherwise they will be sent by express.

In ordering, please give full shipping directions. Should these be omitted, we will use our own discretion.

Prices quoted in this catalogue are subject to change without notice.

SENECA CAMERA MFG. CO.,

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





SENECA CAMERA M'FG CO.

ROCHESTER, N.Y. U.S.A.

