



For ROLL FILM  
PLATES or  
FILM PACKS

SENECA  
CAMERAS



# General Information

**Read carefully; it may save delay in  
filling your order**

Prices listed herein are net; no additional charge is made for boxing or carting.

All remittances should be made payable to the

## **Seneca Camera Mfg. Company**

and may be sent by Bank Draft, Post Office Money Order, Express Money Order or Registered Letter.

Personal Checks, from parties unknown to us, unless certified by the bank upon which they are drawn, will delay shipment of goods pending collection through our banks.

C. O. D. Express Shipments must be accompanied by one-quarter the amount of the order to insure prompt acceptance, and payment for the balance upon arrival at destination.

Freight Shipments must be accompanied by the full amount of the order.

If goods are not found entirely satisfactory and as represented, after ten days' trial they may be returned at our expense, and we will promptly refund the amount.

Small parcels, not containing glass, can be sent by mail if desired, at the purchaser's risk, providing postage is advanced with order, otherwise they will be sent by express.

In ordering please give full shipping instructions. If omitted, we will use our own discretion.

All goods are packed by experienced men with the utmost care, and our responsibility ceases when deliveries are made and signed for by the transportation companies to whom all claims for damages or breakage must be made.

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

## **Seneca Camera Mfg. Company**

**Manufacturers**

**Rochester, New York, U. S. A.**



# SENECA CAMERA MANUFACTURING COMPANY



SENECA ROLL FILM CAMERAS  
SENECA PLATE CAMERAS  
SENECA FILM PACK CAMERAS

GENERAL OFFICES AND FACTORY  
ROCHESTER, N. Y., U. S. A.  
LARGEST INDEPENDENT CAMERA MAKERS  
IN THE WORLD



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*"More than a Century ago the Seneca Indians were acknowledged to be the leading tribe of the Six Nations." Today Seneca Cameras are the Class of the Photographic World. As the great Indian philosopher, Red Jacket, would say, "there is something in the name." x x x*

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## INTRODUCTION

**A** BRIEF story to set you further on your way in photography,—whether your picture making be that of the amateur or professional,—artist, traveler or scientist;

A short account of Seneca photographic successes for the year, told without adjectives or exaggeration, such is this introduction to which we invite your attention.

Turn with us, then, succeeding pages of this booklet; note the new photographic ideas we have worked out, to the end that all Seneca photography may be simpler, surer, faster.

Besides the distinctively new cameras, that will attract you, you will observe a new series of previous models, incorporating our lately patented features and such other improvements in detail as a great factory would naturally be able to make in a year's time. The truth is that when any camera accessory develops its positive worth it is at once added to the Senecas, bringing them ever closer to photographic perfection.

And so Senecas are cameras of quality—modern to the moment and mechanically superior to others upon the market. They are the photographic instruments that give the greatest number of pictures—perfect pictures—with the least trouble and the fewest delays to the operator. Senecas are the cameras of "the-smallest-cost-per-picture." Finally they are the cameras that last the longest time and do the most work because they are strongly and honestly built.

Other people may build cameras that look like Senecas; they may even claim to build as good cameras; but they cannot build Senecas, for in the manufacture of Seneca cameras quality, not price, is the standard.

Put a Seneca camera alongside any photographic instrument offered at somewhere near a corresponding price. See for yourself the advantage in favor of the Seneca. We gladly leave it to your judgment. No pictures or printed sayings do justice to Seneca cameras; you must examine them, you must try them—go out and make photographs—, you must note the perfect harmony of manipulation, you must test the speed of the shutter, you must observe the great covering power of the lens, you must become conscious of the precise accuracy of every part of the equipment. Then you will know what Seneca quality really means.



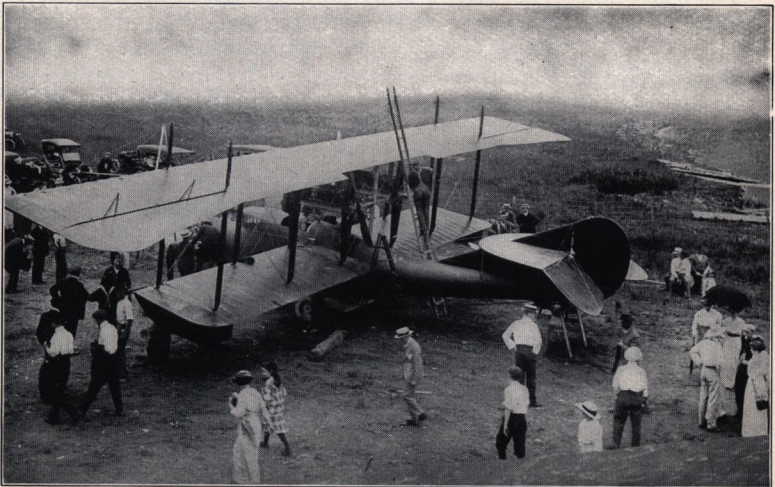
## SENECA CAMERA MANUFACTURING COMPANY

On succeeding pages we have endeavored to clearly put down just what each particular style of camera will do, what its limitations are and all about it. It is possible that questions may occur to you in comparing the various styles of Senecas. We want you to know that it will be a pleasure to answer your queries.

In passing we want to emphasize one peculiarity of our method of doing business; we send our cameras on trial. You, who are reading this catalogue, determine for yourself what instrument you would like. Go to your dealer and procure it. Try it, test it, if it does not meet with your expectations take it back at once and get your money. Does not that show our confidence in our product? We have been following this policy of selling our cameras for years and find it advantageous to the customer and profitable to us.

Again, we want to point out that every Seneca camera which we send from these factories carries with it a very complete book of instructions and explanations, describing in detail the particular outfit in which it is packed. We also include a thoroughly comprehensive work on the subject of Photography itself, full of information and brought down to the minute. But we do not stop here: we have a Correspondence Department here at the Home Office, where experts in every phase of photography are ready to answer questions and to assist you in solving any photographic problems that may present themselves.

Once again we say it—a sort of annual message: Buy a Seneca, the camera without complications, the photographic instrument that adapts itself to all conditions with equal simplicity and facility.





## Seneca Roll Film Cameras

**T**HE cordial reception accorded Seneca Roll Film Cameras has been very gratifying to us. Introduced four seasons ago, these dainty little instruments achieved instant popularity and their fame has steadily grown.

This is all the more pleasing to us on account of our position in the industry.

For years we confined ourselves to the manufacture of professional and amateur plate cameras. We recognized, of course, the convenience of the Roll Film camera. We kept track of all the Roll Film cameras that appeared on the market the world over. We had the problem always in mind to make and market a Roll Film camera that should stand in the amateur photographic world for what our professional and plate cameras stood in experienced professional photographic circles. That is, when we made a Roll Film camera it must be so good as to be recognized universally as the standard Roll Film Camera of the world.

The great line of Seneca Roll Film Cameras pictured on succeeding pages is the answer. They present distinctive features that must appeal to the purchaser upon the most casual observation. By progressive development, we have overcome, one by one, the problems of Roll Film photography. We have combined compactness with lens and shutter excellence; we have done away with cumbersome weight; we have incorporated into each instrument every desirable adjunct of photographic equipment.

Before we ever came to market these cameras we designed, constructed, rejected, re-designed and re-created models until finally we produced the superb series of Senecas that grace this book.

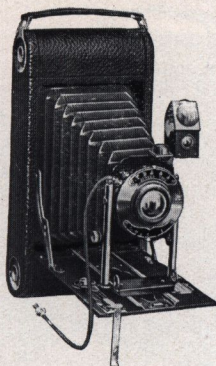
You will note that each particular style of Roll Film Seneca is in size but a trifle larger than the picture the camera itself takes. You will observe that each particular style in turn is a distinctive departure in photographic design. It goes without saying that these instruments offer every facility to the operator for the widest range of amateur work.

One and all these various styles of Roll Film Senecas are made to carry any standard daylight-loading film cartridge of either six or twelve exposures. In the method of loading the camera, in the size and arrangement of the film-chamber itself, in the construction of the back, in a dozen different ways, these cameras show their individual superiority.

All Seneca Roll Film cameras are made of aluminum and covered with genuine seal grain leather of the best quality. Metal fittings are cut from heavy gauge brass, finished in nickel to harmonize with the black trimmings of the camera.

In almost all cases the purchaser is given a choice of lens and shutter equipment, all offerings being of the very highest character. It is to be noted, too, that all shutters furnished with these cameras are fitted with our new Push Cord Release.





## Roll Film Seneca No. 1

For any Roll Film of Standard Make. Takes  $2\frac{1}{4} \times 3\frac{1}{4}$  Size Pictures

**T**HIS compact little instrument has been especially designed with special reference for both the beginner and advanced amateur wanting a most compact pocket camera. The No. 1 Roll Film Seneca possesses all the decided advantages of the larger sizes. There are no confusing attachments, but sufficient adjustments to satisfactorily cover all needs.

A generous assortment of lens and shutter combinations is available, the shutters being fitted with Push Cord Release.

### Detail of Equipment

**Size**—Made in  $2\frac{1}{4} \times 3\frac{1}{4}$  size only.

**Capacity**—12 exposures without re-loading.

**Dimensions of Camera**— $2 \times 3\frac{5}{8} \times 7\frac{1}{2}$

**Tripod Sockets**—Two.

**Weight**—25 ounces.

**Film Chamber**—Improved with spool pins.

**Focal Capacity**— $4\frac{1}{2}$  inches.

**View Finder**—Brilliant, reversible, with Hood; Spirit level attached.

**Camera**—Aluminum, leather covered, seal grain.

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

**Shutter**—Uno Automatic, Victo or Autic Automatic (dustproof).

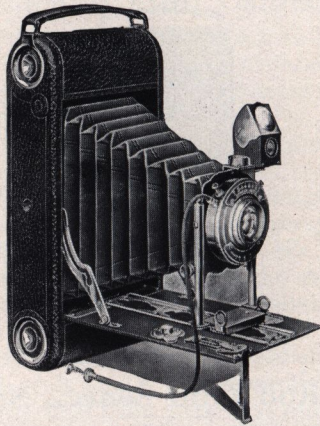
**Lenses**—Meniscus Achromatic, Rapid Rectilinear, Rapid Symmetrical, speed F: 8, Seneca Anastigmat, speed F: 7.5

Manual of Photography.  
Instruction Book.

### Price of Outfit Complete

	Size $2\frac{1}{4} \times 3\frac{1}{4}$
Roll Film Seneca No. 1 with Meniscus Achromatic Lens and Uno Automatic (dustproof) Shutter.....	\$10.00
Roll Film Seneca No. 1 with Rapid Rectilinear Lens and Uno Automatic (dustproof) Shutter.....	12.00
Roll Film Seneca No. 1 with Rapid Symmetrical, speed F: 8, Lens and Autic Automatic (dustproof) Shutter.....	17.00
Roll Film Seneca No. 1 with Anastigmat, speed F: 7.5, and Victo (dustproof) Shutter.....	19.00
Roll Film Seneca No. 1 with Anastigmat, speed F: 7.5, and Autic (dustproof) Shutter.....	21.50
Black sole leather carrying case with strap.....	1.50
Black leatheret carrying case.....	1.00
Film Cartridge, 12 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$ , Vulcan non-curling, No. 210..	.40
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$ , Vulcan non-curling, No. 210..	.20





### Roll Film Seneca No. 1A

For any Roll Film of Standard Make. Takes  $2\frac{1}{2} \times 4\frac{1}{4}$  Size Pictures

**I**N point of compactness, compared to size of picture, the No. 1A Roll Film Seneca camera possesses most appealing all around advantages for the amateur photographer. This popular size,  $2\frac{1}{2} \times 4\frac{1}{4}$ , has become well established for many reasons.

The same care as embodied in the larger sizes of this model has been made in selection of lens and shutter combinations, the Push Cord Release being used on all shutters.

#### Detail of Equipment

**Size**—Made in  $2\frac{1}{2} \times 4\frac{1}{4}$  size only.  
**Capacity**—12 exposures without re-loading.  
**Weight**—25 ounces.  
**Dimensions**— $2 \times 3\frac{7}{8} \times 8\frac{1}{2}$  inches.  
**Focal Capacity**— $5\frac{1}{2}$  inches.  
**Camera**—Aluminum, leather covered, seal grain.  
**Front**—Rising and falling, operated by rack and pinion.  
**Film Chamber**—Improved with spool pins.

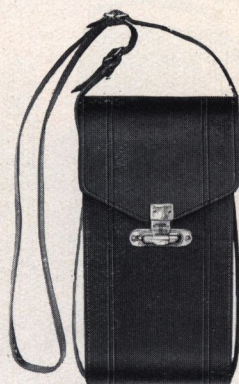
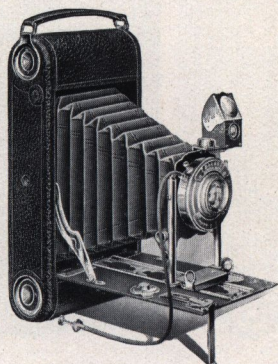
**View Finder**—Brilliant, reversible, with Hood. Spirit level attached.  
**Tripod Sockets**—Two.  
**Shutter**—Uno Automatic, Trio Automatic and Autic (all dustproof) Automatic.  
**Lenses**—Meniscus Achromatic, Rapid Rectilinear or Rapid Symmetrical, speed F: 8  
 Manual of Photography.  
 Instruction Book.

#### Price of Outfit Complete

	Size
Roll Film Seneca No. 1A with Meniscus Achromatic Lens and Uno Automatic (dustproof) Shutter. . . . .	$2\frac{1}{2} \times 4\frac{1}{4}$ \$12.00
Roll Film Seneca No. 1A with Rapid Rectilinear Lens and Trio Automatic (dustproof) Shutter. . . . .	14.00
Roll Film Seneca No. 1A with Rapid Symmetrical Lens, speed F: 8 and Autic Automatic (dustproof) Shutter. . . . .	17.50
Black sole leather carrying case with strap. . . . .	1.50
Black leatheret carrying case. . . . .	1.00
Film Cartridge, 12 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 232. .	.50
Film Cartridge, 6 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 232. .	.25
Portrait Attachment for Roll Film Seneca . . . . .	.50



# SENECA CAMERA MANUFACTURING COMPANY



Carrying Case for R. F. Seneca

## Roll Film Seneca No. 1A

With Anastigmat Lens, Speed F: 7.5 Equipment

**P**OSSESSING all the features of the preceding No. 1A Roll Film Seneca, this camera offers increased advantages and capabilities by reason of being fitted with lenses of greater speed. For snap shots under trying conditions our Special Seneca Anastigmat F:7.5 lens meets a long felt want. The lens combinations are fitted with a choice of the Seneca Autic Automatic shutter (5 leaves), iris diaphragm with graduations of  $\frac{1}{100}$ ,  $\frac{1}{50}$ ,  $\frac{1}{25}$ ,  $\frac{1}{15}$ ,  $\frac{1}{10}$  and one second, together with bulb and time exposures or Victo Shutter with graduations of  $\frac{1}{100}$ ,  $\frac{1}{50}$ ,  $\frac{1}{25}$ ,  $\frac{1}{10}$  seconds, bulb and time exposure, both operated with Push Cord Release.

### Detail of Equipment

**Size**—Made in  $2\frac{1}{2} \times 4\frac{1}{4}$  size only.

**Capacity**—12 exposures without re-loading.

**Weight**—25 ounces.

**Dimensions of Camera**— $2 \times 3\frac{7}{8} \times 8\frac{1}{2}$  inches.

**Camera**—Aluminum, leather covered, seal grain.

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

**Tripod Sockets**—Two.

**Focal Capacity**— $5\frac{1}{2}$  inches.

**Film Chambers**—Improved, with spool pin.

**View Finder**—Brilliant, reversible, with Hood; Spirit level attached.

**Shutters**—Autic or Victo Automatic (dustproof).

**Lens**—Special Seneca Anastigmat, speed F: 7.5

Manual of Photography.

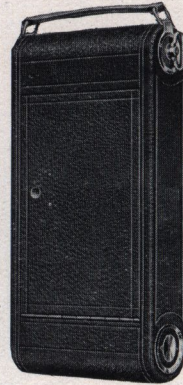
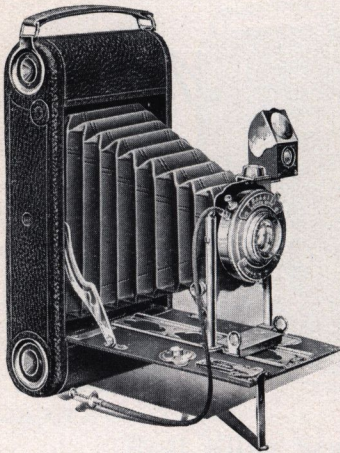
Instruction Book.

### Price of Outfit Complete

	Size $2\frac{1}{2} \times 4\frac{1}{4}$
Roll Film Seneca No. 1A with Special Seneca Anastigmat Lens, speed F: 7.5 and Victo (dustproof) Shutter.....	\$20.00
Roll Film Seneca No. 1A with Special Seneca Anastigmat Lens, speed F: 7.5 and Autic Automatic (dustproof) Shutter.....	22.50
Black sole leather carrying case and strap.....	1.50
Black leatheret carrying case.....	1.00
Film Cartridge, 12 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 232..	.50
Film Cartridge, 6 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 232..	.25
Portrait Attachment for Roll Film Seneca.....	.50



# SENECA CAMERA MANUFACTURING COMPANY



Showing Front of Camera Closed

## Roll Film Seneca No. 3

For any Roll Film of Standard Make. Takes  $3\frac{1}{4} \times 4\frac{1}{4}$  Size Pictures

**O**RIGINATING in the earliest days of photography, the "quarter size"— $3\frac{1}{4} \times 4\frac{1}{4}$  picture has established itself among the advanced amateur photographers.

Not only are the proportions symmetrical, but of correct size to permit making contact lantern slides when desired.

Every condition has received thought and been provided for by the lens and shutter combinations offered with this model. In keeping with other styles, every shutter is fitted with Push Cord Release, hooded brilliant finder and spirit level.

### Detail of Equipment

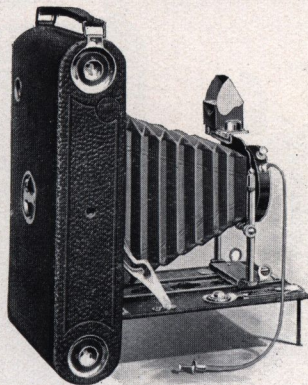
**Size**—Made in  $3\frac{1}{4} \times 4\frac{1}{4}$  size only.  
**Capacity**—12 exposures without re-loading.  
**Weight**—30 ounces.  
**Dimensions**— $8\frac{1}{4} \times 4\frac{1}{2} \times 2$  inches.  
**Focal Capacity**—6 inches.  
**Front**—Rising and falling, operated by rack and pinion.  
**Film Chamber**—Improved with spool pins.

**Camera**—Aluminum, leather covered, seal grain.  
**View Finder**—Brilliant, reversible, with Hood; Spirit level attached.  
**Tripod Sockets**—Two.  
**Lenses**—Meniscus Achromatic or Rapid Symmetrical, speed F: 8.  
**Shutter**—Trio and Autic Automatic (dustproof).  
 Manual of Photography.  
 Instruction Book.

### Price of Outfit Complete

	Size
Roll Film Seneca No. 3 with Meniscus Achromatic Lens and Trio Automatic (dustproof) Shutter.....	$3\frac{1}{4} \times 4\frac{1}{4}$
Roll Film Seneca No. 3 with Rapid Symmetrical Lens, speed F:8 and Trio Automatic (dustproof) Shutter.....	\$15.50
Roll Film Seneca No. 3 with Rapid Symmetrical Lens, speed F:8 and Autic Automatic (dustproof) Shutter.....	17.50
Black sole leather carrying case with strap.....	20.00
Black leatheret carrying case.....	1.75
Film Cartridge, 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 236..	1.00
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 236..	.70
Portrait Attachment for Roll Film Seneca.....	.35
	.50





### Roll Film Seneca No. 3

With Anastigmat Lens, Speed F: 7.5 Equipment

**I**N addition to our regular equipment No. 3 Roll Film Seneca,  $3\frac{1}{4} \times 4\frac{1}{4}$  size is offered to meet the prevailing demand for a camera fitted with lens combinations to meet more accurately the requirements of the most exacting.

Picture-making under unfavorable conditions is made possible with the Special Seneca Anastigmat, F:7.5 lens; giving results evenly illuminated and well defined. The lens selection is fitted with a choice of the Seneca Autic shutter, iris diaphragms, with graduations of  $\frac{1}{100}$ ,  $\frac{1}{50}$ ,  $\frac{1}{25}$ ,  $\frac{1}{15}$ ,  $\frac{1}{10}$  and one second, also bulb and time exposures, or Victo Shutter with graduations of  $\frac{1}{100}$ ,  $\frac{1}{50}$ ,  $\frac{1}{25}$ ,  $\frac{1}{10}$  second, bulb and time exposures, both operated by Push Cord Release. Hooded brilliant finder and spirit level are featured in this equipment.

#### Detail of Equipment

**Size**—Made in  $3\frac{1}{4} \times 4\frac{1}{4}$  size only.

**Capacity**—12 exposures without re-loading.

**Weight**—30 ounces.

**Dimensions**— $8\frac{1}{4} \times 4\frac{1}{2} \times 2$  inches.

**Focal Capacity**—6 inches.

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

**Film Chamber**—Improved, with spool pins.

**Camera**—Aluminum, leather covered, seal grain.

**View Finder**—Brilliant, reversible, with Hood; Spirit level attached.

**Tripod Sockets**—Two.

**Lens**—Special Seneca Anastigmat, speed F: 7.5

**Shutters**—Autic or Victo Automatic (dustproof).

Manual of Photography.

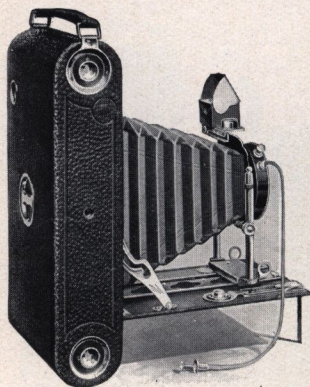
Instruction Book.

#### Price of Outfit Complete

	Size $3\frac{1}{4} \times 4\frac{1}{4}$
Roll Film Seneca No. 3 with Special Seneca Anastigmat Lens, speed F: 7.5 and Victo Automatic (dustproof) Shutter .....	\$22.50
Roll Film Seneca No. 3 with Special Seneca Anastigmat Lens, speed F: 7.5 and Autic Automatic (dustproof) Shutter .....	25.00
Black sole leather carrying case with strap .....	1.75
Black leatheret carrying case .....	1.00
Film Cartridge, 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 236 ..	.70
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ , Vulcan non-curling, No. 236 ..	.35
Portrait Attachment for Roll Film Seneca .....	.50



## SENECA CAMERA MANUFACTURING COMPANY



Showing Back  
of Camera Closed

### Roll Film Seneca No. 3A

For any Roll Film of Standard Make. Takes  $3\frac{1}{4} \times 5\frac{1}{2}$  (Post Card) Size Pictures

**I**N all of the preceding sizes none enjoy the distinction and popularity of the No. 3A Roll Film Seneca camera. A post card size picture renders most pleasing and effective proportions for either field photography or portrait work.

Compactness, simplicity and refinement in detail are highly prominent in this model. The minimized weight so apparent in this camera does not in any way lessen its rigidity.

A careful selection of lens and shutter combinations has been arranged to meet the average requirements.

#### Detail of Equipment

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

**Capacity**—10 exposures without re-loading.

**Dimensions**— $9\frac{3}{4} \times 4\frac{3}{4} \times 2$  inches.

**Weight**—34 ounces.

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

**Focal Capacity**—7 inches.

**Film Chamber**—Improved with spool pins.

**View Finder**—Brilliant, reversible, Spirit level attached.

**Tripod Sockets**—Two.

**Camera**—Aluminum, leather covered, seal grain.

**Lenses**—Meniscus Achromatic or Rapid Symmetrical, speed F: 8.

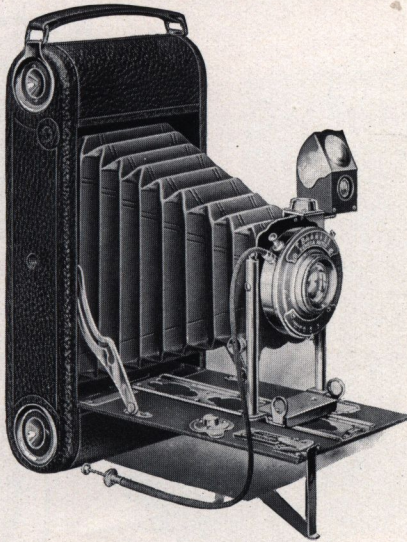
**Shutters**—Trio, Duo or Autic Automatic (dustproof).

Manual of Photography.  
Instruction Book.

#### Price of Outfit Complete

	Size $3\frac{1}{4} \times 5\frac{1}{2}$
Roll Film Seneca No. 3A with Meniscus Achromatic Lens and Trio Automatic (dustproof) Shutter.....	\$18. 00
Roll Film Seneca No. 3A with Rapid Symmetrical Lens, speed F: 8 and Trio Automatic (dustproof) Shutter.....	20. 00
Roll Film Seneca No. 3A with Rapid Symmetrical Lens, speed F: 8 and Duo Improved (dustproof) Shutter.....	21. 50
Roll Film Seneca No. 3A with Rapid Symmetrical Lens, speed F: 8 and Autic Automatic (dustproof) Shutter.....	22. 50
Black sole leather carrying case with strap.....	2. 00
Black leatheret carrying case.....	1. 25
Film Cartridge, 10 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$ , Vulcan non-curling, No. 244..	. 70
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$ , Vulcan non-curling, No. 244..	. 40
Portrait Attachment for Roll Film Seneca.....	. 50





## Roll Film Seneca No. 3A

With Anastigmat Lens, Speed F:7.5 Equipment

**T**HE turning tide for faster lenses prompts the introduction of the No. 3A Roll Film Seneca, fitted with Special Seneca Anastigmat Lens, speed F:7.5, as an all-round camera where limited light values prevail.

The lens selection is fitted with the Seneca Autic shutter, iris diaphragms, graduations for  $\frac{1}{100}$ ,  $\frac{1}{50}$ ,  $\frac{1}{25}$ ,  $\frac{1}{15}$ ,  $\frac{1}{10}$  and one second, together with bulb and time exposures or Victo shutter with graduations of  $\frac{1}{100}$ ,  $\frac{1}{50}$ ,  $\frac{1}{25}$ ,  $\frac{1}{10}$  second, also bulb and time exposures with Push Cord Release.

### Detail of Equipment

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

**Capacity**—10 exposures without re-loading.

**Dimensions**— $9\frac{3}{4} \times 4\frac{3}{4} \times 2$  inches.

**Weight**—34 ounces.

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

**Focal Capacity**—7 inches.

**Film Chamber**—Improved with spool pins.

**View Finder**—Brilliant, reversible. Spirit level attached.

**Tripod Sockets**—Two.

**Camera**—Aluminum, leather covered, seal grain.

**Lens**—Special Seneca Anastigmat, speed F:7.5

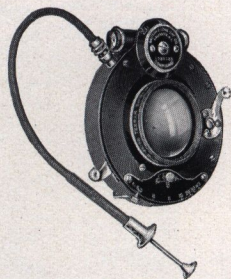
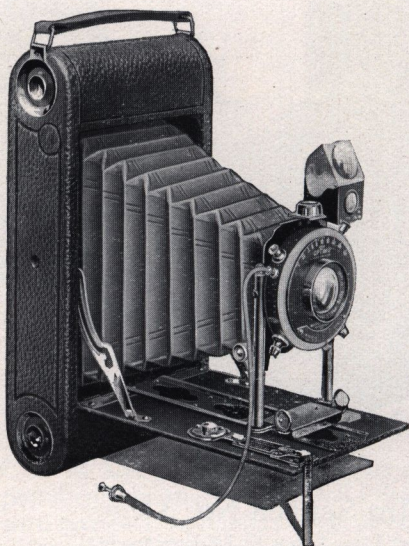
**Shutters**—Autic and Victo Automatic (dustproof).

Manual of Photography. Instruction Book.

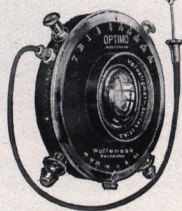
### Price of Outfit Complete

	Size
Roll Film Seneca No. 3A with Special Seneca Anastigmat Lens, speed F:7.5 and Victo Automatic (dustproof) Shutter.....	$3\frac{1}{4} \times 5\frac{1}{2}$ \$25.00
Roll Film Seneca No. 3A with Special Seneca Anastigmat Lens, speed F:7.5 and Autic Automatic (dustproof) Shutter.....	27.50
Black sole leather carrying case with strap.....	2.00
Black leatheret carrying case.....	1.25
Film Cartridge, 10 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$ , Vulcan non-curling, No. 244..	.70
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$ , Vulcan non-curling, No. 244..	.40
Portrait Attachment for Roll Film Seneca.....	.50





Compound Shutter  
B. & L. Zeiss Tessar  
Iib Speed F: 6.3  
Anastigmat Lens.



Optimo Shutter and  
Extra Rapid Speed F:6.3  
Anastigmat Lens

### Special Roll Film Seneca

**I**N the Special Seneca Roll Film cameras will be found the decided advantage of the Anastigmat lens and extreme speed shutter. This assortment embraces our regular line of Roll Film Seneca cameras in sizes, from the No. 1A,  $2\frac{1}{2} \times 4\frac{1}{4}$ , to the No. 3A,  $3\frac{1}{4} \times 5\frac{1}{2}$  (Post Card).

The Anastigmat Lenses offered with the Special Roll Film Senecas (50% faster than commonly used) will be found of unusual advantage for making snap shots when light values are at their lowest ebb, home portraits, interiors, and the more serious work, rendering negatives with great definition and especially suitable for making enlargements.

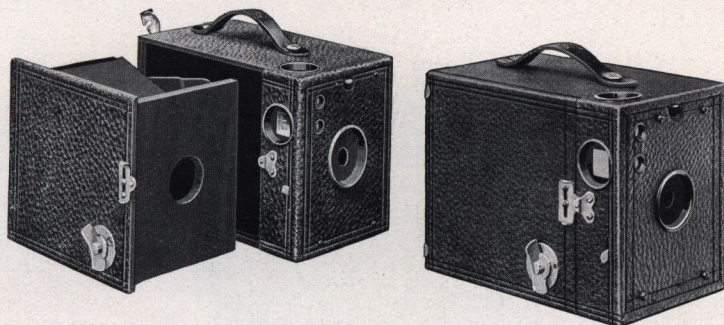
A choice of either the Optimo Shutter, working at  $\frac{1}{300}$  part of a second, or Compound Shutter is given.

#### Price of Outfit Complete

	Size No. 1A	Size No. 3	(Post Card) Size No. 3A
Special Roll Film Senecas fitted with Velostigmat Extra Rapid Anastigmat Lens, speed F: 6.3 and Optimo Shutter, speed 1-300 second.....	$2\frac{1}{2} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$
	\$43.50	\$47.00	\$50.00
Special Roll Film Senecas fitted with Bausch & Lomb Zeiss Tessar Iib, F: 6.3 Anastigmat Lens and Compound Shutter.....			
No. 3 Lens on No. 1A; No. 4 Lens on No. 3; No. 5 Lens on No. 3A, R. F. Seneca.	49.50	56.00	61.50
Black sole leather carrying case with strap.....	1.50	1.75	2.00
Black leatheret carrying case.....	1.00	1.00	1.25



# SENECA CAMERA MANUFACTURING COMPANY



Showing Method of Loading the Scout Cameras

## Nos. 2 and 2A Scout

For any Roll Film of Standard Make  
The lightest Roll Film Box Camera made

**T**HIS dainty little roll film photographic instrument is a real camera; a substantial knockabout camera too,—not a cardboard toy. Briefly, the Scout's a camera that exactly suits the boy or girl and yet appeals to older people as well.

You will note what a rugged instrument it is, made entirely of wood and metal, and by the same workmen that turn out the higher priced Senecas. The Scout is light, strong, quick, complete. It is equipped with a lens that cuts a sharp picture well into the corners of the film, as well as a reliable automatic shutter for time or instantaneous exposures.

The method of loading the Scout is a new and easy one. The film chamber is held in the camera by the most secure and simplified locking device; on releasing one draw catch and two clamp clips, the film chamber can be easily withdrawn, loaded, returned to place and firmly locked in an instant.

### Detail of Equipment

**Dimensions**—No. 2,  $3\frac{3}{16} \times 4\frac{1}{8} \times 5\frac{3}{8}$  in.

No. 2-A,  $3\frac{1}{2} \times 5\frac{3}{8} \times 6$  in.

**Weight**—No. 2, 12 ounces. No. 2-A, 17 ounces. (Actual weight.)

**Capacity**—No. 2, six exposures without reloading. No. 2-A, twelve exposures.

**Lens**—Fixed focus Meniscus first grade on the No. 2; Achromatic Lens on No. 2A.

**Winding Key**—Improved and noiseless.

**Shutter**—Automatic for time or instantaneous exposures.

**View Finders**—Two for horizontal or vertical pictures.

**Diaphragm**—One on No. 2 size and three on the No. 2A.

**Film Chambers**—Improved, quick loading.

### Price of Outfit Complete

	No. 2 Size	No. 2A Size
Scout Camera, complete with instructions.....	\$2.00	\$3.00
Carrying Case.....	.75	.75
Vulcan Film Cartridges, 6 exposures.....	.20	.25

NOTE—The No. 2 Scout takes No. 240 Vulcan Film, No. 2A Scout takes No. 232 Vulcan Film and regular 1A Film.





### No. 3 Scout

For any Roll Film of Standard Make

Takes  $3\frac{1}{4} \times 4\frac{1}{4}$  Size Pictures

**T**HE growing popularity of the smaller size Scout has brought forth the demand for a fixed focus box camera to make picture-making possible in larger sizes with just the same ease. It is available at once for vacation trips, picnics or the more serious purposes of photography.

To realize our ambitions in this particular, the complete body of the camera is made of thoroughly seasoned, selected wood, covered with seal grain leatheret; fitted with a carefully selected Achromatic lens, accurately focused, having three diaphragm openings and an improved Automatic shutter for time and instantaneous exposures.

#### Detail of Equipment

**Dimensions**— $4\frac{1}{2} \times 5\frac{1}{4} \times 5\frac{7}{8}$  inches.

**Weight**—20 ounces; actual weight.

**Capacity**—12 exposures without re-loading.

**Lens**—Fixed focus Meniscus, first grade.

**Tripod Sockets**—Two.

**Winding Key**—Improved and noiseless.

**Shutter**—Automatic for time or instantaneous exposures improved.

**View Finder**—Two: one for horizontal, one for vertical pictures.

**Diaphragm**—Three openings.

**Film Chambers**—Improved quick loading.

**Covering**—Seal grain leatheret.

#### Price of Outfit Complete

	No. 3 Size $3\frac{1}{4} \times 4\frac{1}{4}$
Scout Camera, complete with instructions.....	\$4.00
Carrying Case.....	1.00
Vulcan Film Cartridges, 6 exposures, No. 248.....	.35
Vulcan Film Cartridges, 12 exposures.....	.70

In addition to above film, Scout cameras take any standard make of spool film.





### No. 3A Scout

For any Roll Film of Standard Make  
Takes  $3\frac{1}{4} \times 5\frac{1}{2}$  (Post Card) size Pictures .

This model is made for the popular post card size pictures and combines all the simplicity of the smaller sizes.

A fixed focus Camera is especially adapted for the convenience of both the beginner and advanced Amateur Photographer. With this Camera good pictures can be made from the start.

Similar in construction to the next smaller Scout, the No. 3A size is made of thoroughly seasoned, selected wood and covered with waterproof seal grain leatheret. It is fitted with an excellent quality, Achromatic Lens and equipped with three diaphragm openings, coupled with the Improved Scout Automatic Shutter suitable for making time and instantaneous exposures.

All metal parts are made from polished brass, heavy nickeled. As featured in the No. 3 Scout this instrument is fitted with two tripod sockets for making vertical or horizontal time exposures.

#### Detail of Equipment

**Dimensions**— $4\frac{3}{4} \times 6\frac{1}{2} \times 6\frac{3}{4}$  inches.  
**Weight**—26 ounces, actual weight.  
**Capacity**—Without re-loading—10 exposures.  
**Lens**—Fixed focus Meniscus, first grade.  
**Tripod Sockets**—Two.  
**Winding Key**—Improved and noiseless.

**Shutter**—Automatic for time or instantaneous exposures improved.  
**View Finder**—Two; one for horizontal, one for vertical pictures.  
**Diaphragm**—Three openings.  
**Film Chambers**—Improved quick loading.  
**Covering**—Seal grain leatheret.

#### Price of Outfit Complete

	No. 3A Size $3\frac{1}{4} \times 5\frac{1}{2}$
Scout Camera, complete with instructions.....	\$5.00
Carrying Case.....	1.25
Vulcan Film Cartridges, 6 exposures, No. 250.....	.40
Vulcan Film Cartridges, 10 exposures.....	.70

In addition to above film, Scout Cameras take any standard make of spool film.



## The Folding Scout Camera

**T**HE FOLDING SCOUT is a brand new Camera for the amateur photographer, at a moderate price.

For years there has been a demand for just such a camera in the round end vertical model. To meet this demand meant an undertaking far in advance of any other maker. It called for the building of an entirely different style Camera to get away from the bulky square end horizontal models on the market.

The same painstaking care has been employed in the production of the FOLDING SCOUTS as in the making of our better instruments, although a comparison of list prices will immediately show the impossibility of incorporating as broad a field of capabilities, yet every requirement to serve the needs of the amateur is embodied.

They are compact, light in weight and substantial in construction, being made of aluminum with reinforced wood sides and covered with waterproof leatheret. All metal fittings are made of heavy gauge brass, highly nickel finished. Both the bellows and the covering of the bed are of genuine leather. The long way opening of the bed provides a generous focal length for the lens without further mechanism to the bed extension. Our new patent double lock back used on these instruments is simple, positive and complete, giving unusual convenience in removing for loading and unloading the camera. The improved bed rest is a most convenient support when making either vertical or horizontal time exposures without the aid of a tripod, although two tripod sockets are available.

A choice of two lens selections has been made with regard to the needs of the average amateur, in the offering of our Meniscus Achromatic or Rapid Rectilinear Lenses.

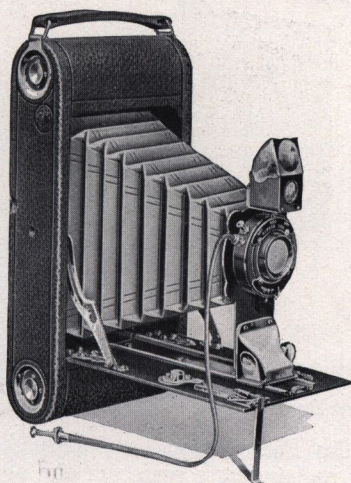
But two shutter equipments are offered—the SENECA Trio and Uno, both of which are fitted with the push cord release. These shutters are of the automatic self-setting (dust-proof) type. The Trio shutter provides graduations for three speeds, namely:  $\frac{1}{25}$ ,  $\frac{1}{50}$ ,  $\frac{1}{100}$  part of a second, plus Time and Bulb exposures (see page 47). The Uno shutter permits Time, Bulb and Instantaneous exposures (see page 48).

Among other features mentioned, FOLDING SCOUTS are fitted with a hooded brilliant reversible finder securely attached to the front standard, while our improved noiseless winding key is used.

These Cameras will take any standard make of daylight-loading roll film. Sizes No. 2A and No. 3 have a capacity of twelve exposures, and No. 3A a capacity of ten exposures without reloading.



# SENECA CAMERA MANUFACTURING COMPANY



## Folding Scout Cameras

No. 2A for pictures  $2\frac{1}{2} \times 4\frac{1}{4}$ , No. 3 for pictures  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  
No. 3A for pictures  $3\frac{1}{4} \times 5\frac{1}{2}$  (Post Card) size

For any Roll Film of Standard Make

### Specifications

**No. 2A**—for pictures  $2\frac{1}{2} \times 4\frac{1}{4}$ .  
**Capacity**—12 exposures without re-loading.

**Weight**—24 ounces.

**Size closed**— $2 \times 3\frac{7}{8} \times 8\frac{1}{2}$ .

**Focal capacity**— $5\frac{1}{2}$  inches.

**No. 3**—for pictures  $3\frac{1}{4} \times 4\frac{1}{4}$ .

**Capacity**—12 exposures without re-loading.

**Weight**—27 ounces.

**Size closed**— $2 \times 4\frac{1}{2} \times 8\frac{1}{4}$  inches.

**Focal capacity**—6 inches.

**No. 3A**—for pictures  $3\frac{1}{4} \times 5\frac{1}{2}$  (Post Card).

**Capacity**—10 exposures without re-loading.

**Weight**—30 ounces.

**Size closed**— $2 \times 4\frac{3}{4} \times 9\frac{1}{4}$ .

**Focal capacity**—7 inches.

**Lenses and Shutters**—all sizes listed are offered with a choice of Meniscus Achromatic Lens and Uno Shutter or Rapid Rectilinear Lens and Trio Shutter. Both styles of Shutters are Automatic (dustproof) and fitted with Push Cord Release.

**Camera**—made of Aluminum with reinforced sides, covered with black seal grain waterproof leatheret.

**Bellows**—genuine Russia leather.

**View Finder**—Reversible, hooded, brilliant.

**Film Chamber**—Improved with spool pins.

Manual of Photography.

Instruction Book.

	No. 2A Size $2\frac{1}{2} \times 4\frac{1}{4}$	No. 3 Size $3\frac{1}{4} \times 4\frac{1}{4}$	No. 3A Size $3\frac{1}{4} \times 5\frac{1}{2}$
Folding Scout with Meniscus Achromatic Lens and Uno Automatic Shutter . . . . .	\$ 8.00	\$ 9.00	\$10.00
Folding Scout with Rapid Rectilinear Lens and Trio Automatic Shutter . . . . .	10.00	11.00	12.00
Black sole leather carrying case with strap . . . . .	1.50	1.75	2.00
Black leatheret carrying case . . . . .	1.00	1.00	1.25
	No. 232	No. 248	No. 244
Film Cartridge, Vulcan non-curling, 6 exposures	\$ .25	\$ .35	\$ .40
Film Cartridge, Vulcan non-curling, 12 exposures	.50	.70	.70
Portrait Attachment for Folding Scout . . . . .	.50	.50	.50



# SENECA CAMERA MANUFACTURING COMPANY

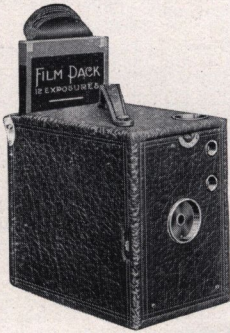


## Seneca Box Filmett Camera

For Daylight Loading Film Packs Only

**T**HE Box Film Pack Senecas are remarkable instruments; capable of registering a wide variety of work, all the way from charming landscape compositions to home portraiture. They are exceedingly reliable, accurate instruments. Specially adapted for students and tourists.

This instrument is equipped with a Meniscus Achromatic lens and Automatic shutter for time and instantaneous exposures, with three diaphragm openings. Camera is covered with seal grain leatheret.



Camera with Film Pack partly inserted

This style of camera is for the film pack only, which is easily inserted at the back and held in place by holding clamps at each end,—no springs or hooks to become broken and out of alignment. The camera possesses two view finders—one for vertical and the other for horizontal pictures—and two tripod sockets. Made in three sizes.

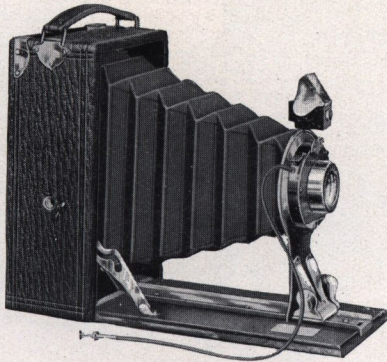
### Detail of Equipment

	$2\frac{1}{4} \times 3\frac{1}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	3A (Post Card) $3\frac{1}{4} \times 5\frac{1}{2}$
Dimensions.....	$5\frac{7}{8} \times 3\frac{1}{8} \times 4\frac{5}{16}$	$6 \times 3\frac{7}{8} \times 5\frac{5}{8}$	$6\frac{1}{2} \times 3\frac{7}{8} \times 6\frac{3}{4}$
Weight.....	9 ounces	14 ounces	17 ounces
Capacity—12 film exposures.			
The price includes the Camera complete with Instruction Book and Manual of Photography.			

### Price of Outfit Complete

		(Post Card)	
	$2\frac{1}{4} \times 3\frac{1}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$
Seneca Box Filmett Camera.....	\$2.00	\$4.00	\$5.00
Film Packs, 12 exposures.....	.40	.70	.80
Carrying Case for above Camera.....	1.00	1.00	1.25



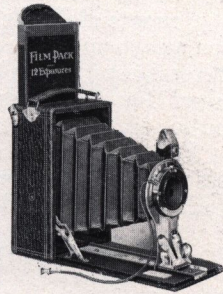


## Seneca Folding Filmett

For Daylight Loading Film Packs Only

**T**HE Seneca Filmett is so compact as to be readily carried in the pocket, when folded, and so simple in operation as to commend itself generally to the photographic public. It may be loaded and unloaded in the daylight. The method of inserting the film pack is ideal—no hinges or springs to mar the film pack and allow light to enter.

The camera is covered with the finest walrus grain leather; the wood-work is ebonized finish, in harmonious contrast with the nickel plated trimmings. Push Cord Release on shutters.



Filmett Showing Film Pack partly inserted

### Detail of Equipment

	$2\frac{1}{4} \times 3\frac{1}{4}$	$3\frac{1}{2} \times 4\frac{1}{4}$	$3\frac{1}{2} \times 5\frac{1}{4}$ (Post Card)	$4 \times 5$
Dimensions . . . . .	$3\frac{1}{4} \times 4\frac{1}{2} \times 2\frac{1}{4}$	$4 \times 2\frac{1}{2} \times 5\frac{3}{8}$	$4 \times 2\frac{1}{2} \times 6\frac{3}{8}$	$4\frac{3}{4} \times 2\frac{1}{2} \times 6\frac{1}{4}$
Weight . . . . .	12 ounces	17 ounces	21 ounces	20 ounces
Capacity—12 film exposures.				
View Finder—Reversible.				

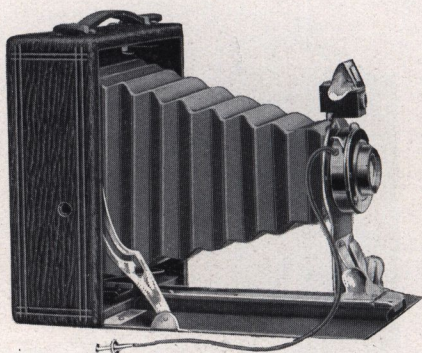
Tripod Sockets—Two.

### Price of Outfit Complete

	$2\frac{1}{4} \times 3\frac{1}{4}$	$3\frac{1}{2} \times 4\frac{1}{4}$	$3\frac{1}{2} \times 5\frac{1}{4}$ (Post Card)	$4 \times 5$
Seneca Filmett with Meniscus Achromatic Lens and Uno Automatic Shutter . . . . .	\$6.00	\$8.50	\$10.50	\$10.50
Seneca Filmett with Rapid Rectilinear Lens and Uno Automatic Shutter . . . . .	8.00	9.50	11.50	11.50
Seneca Filmett with Rapid Rectilinear Lens and Trio Double Valve Shutter . . . . .		10.50	12.50	12.50
Film Packs, 12 exposures . . . . .	.40	.70	.80	.90
Leatheret Carrying Case for above Camera. . . . .	1.00	1.00	1.25	1.25



# SENECA CAMERA MANUFACTURING COMPANY



## Pocket Seneca No. 29

Made in 2 sizes, 4 x 5 and 3A (Post Card) size

**T**HE Pocket Seneca No. 29 is sufficiently compact to carry in the coat pocket, with no appreciable weight. Improvements of decided value have been added since its introduction as shown in the detail of equipment. Rigidity, simplicity, and efficiency mark this instrument as exceptionally well suited for the beginner. When closed, the camera is self-contained, all adjustments being protected.

For those wishing a desirable moderate priced camera, this instrument stands pre-eminently alone. It will accommodate Film Pack Adapters if desired.

### Detail of Equipment

**Dimensions** (when closed)—4 x 5,  $6\frac{1}{4} \times 5\frac{1}{2} \times 2\frac{1}{8}$  inches. 3A,  $7 \times 5 \times 2\frac{1}{8}$  inches.

**Weight**—4 x 5, 19 ounces. 3A size, 21 ounces.

**Focal Capacity**—4 x 5, 7 inches. 3A,  $7\frac{3}{4}$  inches.

**Camera Box**—Ebony finish, corners dovetailed, covered with seal grain leatheret.

**Camera Bed**—Made of aluminum, attached to Camera with improved nickel plated piano hinge.

**Metal Parts**—Brass, nickel plated, highly polished.

**Bellows**—Genuine Leather, gossamer lined.

**Front**—Metallic, reinforced.

**View Finder**—Reversible. Ground glass.

**Back**—Aluminum panel for ground glass focusing.

**Tripod Sockets**—Two.

**Shutter**—Seneca Uno with Push Cord Release.

**Lens**—Achromatic or Rapid Rectilinear.

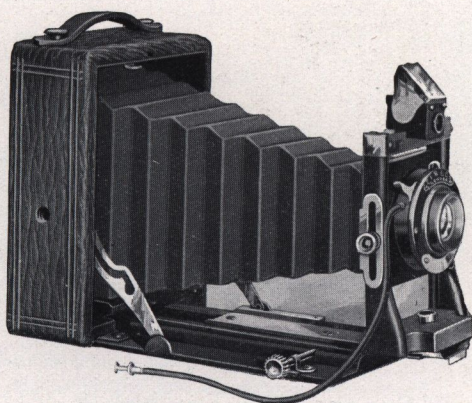
Price includes Camera, Improved Plate Holder, Manual of Photography and Instruction Book.

### Price of Outfit Complete

	4 x 5	3A (Post Card) $3\frac{1}{2} \times 5\frac{1}{2}$
Pocket Seneca No. 29 fitted with Achromatic Lens . . . . .	\$7.50	\$8.00
Pocket Seneca No. 29 fitted with Rapid Rectilinear Lens . . .	8.50	9.00
Seneca Adapter (Hingeless) for Film Packs . . . . .	1.25	1.25
Seneca Improved Plate Holders . . . . .	.80	.80
Carrying Case (Leatheret) to hold camera and four holders.	1.50	1.50



# SENECA CAMERA MANUFACTURING COMPANY



## Pocket Seneca No. 31

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces	Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces
$3\frac{1}{4} \times 4\frac{1}{2}$	8	$5\frac{1}{2} \times 4\frac{3}{8} \times 2\frac{7}{8}$	19	3A $3\frac{1}{4} \times 5\frac{1}{2}$	10	$7\frac{1}{2} \times 4\frac{1}{2} \times 2\frac{3}{4}$	29
$4 \times 5$	9	$6\frac{3}{8} \times 5\frac{3}{8} \times 2\frac{7}{8}$	28	$5 \times 7$	$12\frac{1}{2}$	$8\frac{1}{2} \times 6\frac{3}{4} \times 3$	43

### Detail of Equipment

**Camera Box**—Ebony finish, corners dovetailed, covered with Walrus grain leather.

**Camera Bed**—Aluminum, leather covered reinforced, attached to Camera with improved nicked piano hinge.

**Metal Parts**—Brass, handsomely nickel plated.

**Bellows**—Black Russia leather, gossamer lined.

**Front**—Solid mahogany improved pattern standard front—rising and falling.

**Back**—Spring actuated removable. Aluminum ground glass panel for focusing.

**Tripod Sockets**—Two.

**Rack and Pinion**—For fine focusing with locking device.

**View Finder**—Brilliant Reversible, metal bound and hooded.

**Shutter**—Seneca Uno, Trio (dust-proof) or Autic, fitted with Push Cord Release.

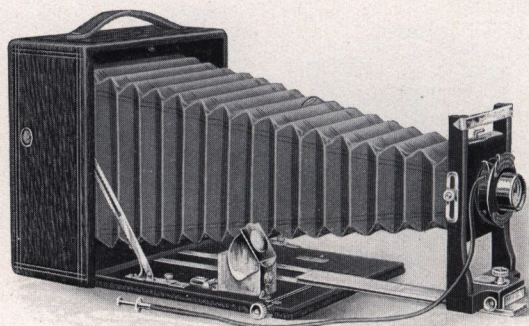
**Lens**—Double Rapid Rectilinear or Rapid Symmetrical, Speed F:8.

### Price of Outfit Complete

	$3\frac{1}{4} \times 4\frac{1}{2}$	$4 \times 5$	(Post Card) $3\frac{1}{4} \times 5\frac{1}{2}$	$5 \times 7$
Pocket No. 31 with Uno Shutter and Rapid Rectilinear Lens.....	\$12.00	\$12.50	\$14.00	\$17.00
Pocket No. 31 with Trio Shutter and Rapid Rectilinear Lens.....	13.00	13.50	16.00	18.00
Pocket No. 31 with Autic Shutter and Rapid Symmetrical Lens, speed F:8....	15.50	17.00	18.00	23.00
Carrying Case (Leatheret) to carry Camera and Extra Holders.....	1.50	1.50	1.50	2.00
Seneca Adapter (Hingeless) for Film Packs.....	1.00	1.25	1.25	2.00
Extra Simplex Holders.....	1.00	1.00	1.00	1.25

Prices of Pocket Seneca No. 31, equipped with Special Anastigmat Lenses, see page 26.





## Seneca Camera No. 8

Reversible and Swing Back

(Back Revolves)

**F**EATURED in the Seneca Number Eight will be found most convincing advantages to meet the requirements of both professional and advanced amateur alike. A decided demand has been felt for a camera giving every needed adjustment and no less important to be moderate in price. The rising, falling and cross front combined with reversible swing back, afford great latitude. Coupled with this, a generous focal capacity is provided for work at close range, or with lenses having increased focal length for distance photography.

The regular equipment is fitted with the Seneca Rapid Symmetrical, F: 8 high speed Lens, and with the Autic Automatic (dustproof) or Duo Double Valve (dustproof) shutters. By using the back combination of the lens separately, it will approximately double the size of the image, thus giving two lenses in one. Made to take the Film Pack Adapter.



Senecas Nos. 8 and 9  
Closed

### Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4 x 5	11 $\frac{3}{4}$	6 $\frac{1}{2}$ x 6 $\frac{1}{2}$ x 3 $\frac{1}{2}$	12 x 4 x 7 $\frac{1}{8}$	Camera and Six Holders " " "	2 $\frac{1}{4}$ x 2 $\frac{1}{2}$
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	12 $\frac{1}{2}$	7 x 7 x 3 $\frac{5}{8}$	12 $\frac{1}{4}$ x 4 $\frac{1}{8}$ x 7 $\frac{1}{2}$		2 $\frac{1}{4}$ x 2 $\frac{1}{2}$
4 $\frac{1}{4}$ x 6 $\frac{1}{2}$	16 $\frac{3}{4}$	8 $\frac{3}{4}$ x 8 $\frac{3}{4}$ x 3 $\frac{3}{4}$	15 $\frac{3}{8}$ x 4 x 9		3 x 3 $\frac{1}{4}$
5 x 7	16 $\frac{3}{4}$	8 $\frac{3}{4}$ x 8 $\frac{3}{4}$ x 3 $\frac{3}{4}$	15 $\frac{3}{8}$ x 4 $\frac{1}{8}$ x 9		3 x 3 $\frac{1}{4}$



Detail of Equipment

**Camera Box**—Ebony finish, corners dovetailed, covered with genuine leather walrus grain.

**Camera Bed**—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge.

**Clamp**—Automatic finger grip.

**Metal Parts**—Brass, handsomely nickel plated.

**Bellows**—Black Russia leather, lined with gossamer cloth.

**Spirit Level**—Attached to bed of Camera.

**Rack and Pinion**—For fine focusing with locking device.

**Front**—Rising, falling and sliding.

**Lens Board**—Removable.

**Swing**—Back and bed.

**Back**—Revolving, with spring actuated ground glass panel for focusing.

**View Finder**—Brilliant, reversible, metal bound and hooded.

**Shutter**—Seneca Autic Automatic (dustproof) or the Duo (dustproof) Shutter.

**Lens**—Seneca Rapid Symmetrical, Speed F: 8, or Velostigmat Anastigmat, F: 6.3.

**Tripod Sockets**—Two. (One for bed of Camera.)

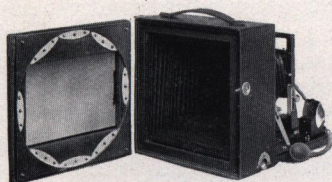
Price includes Camera, Leatheret Carrying Case, Simplex Plate Holder, Manual of Photography and Instruction Book.

Price of Outfit Complete

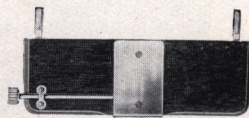
	4 x 5	3A (Post Card) 3½ x 5½	4½ x 6½	5 x 7
Seneca No. 8 with Symmetrical Lens, F: 8, and Autic Shutter (dustproof) . . .	\$25.00	\$27.00	\$33.00	\$33.00
Seneca No. 8 with Duo Shutter (dustproof) . . .	24.00	26.00	31.50	31.50
With Velostigmat Anastigmat Lens, Series I, Speed F: 6.3, and Autic Shutter . . . .	50.00	52.00	62.00	62.00
Without Lens and Shutter . . . . .	20.00	22.00	24.00	24.00
Extra Simplex Double Plate Holders . . . .	1.00	1.00	1.25	1.25
Seneca Adapter (hingeless) . . . . .	1.25	1.25	Not made	2.00
Supplementary Bed . . . . .	1.50	1.50	1.50	1.50
Extra for Sole Leather Carrying Case in place of Leatheret . . . . .	4.00	4.00	5.00	5.00

NOTE:—The recent advance and uncertainty governing the leather market compel the extra listing of sole leather cases.

For prices Seneca No. 8 fitted with other Anastigmat Lenses, see page 26.



Seneca Revolving Back

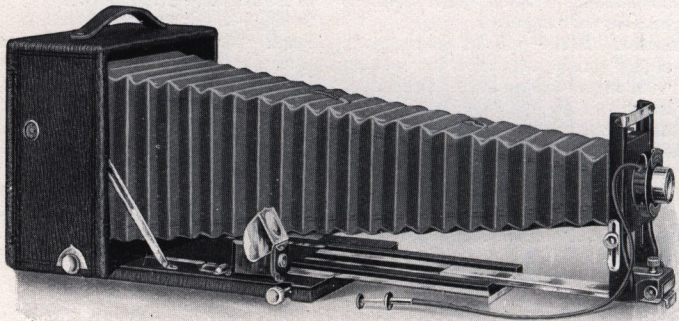


Supplementary Bed for Extreme Wide Angle Lens

Fitted to Senecas Nos. 8 and 9

Vertical or horizontal pictures without altering the position of the camera itself are made possible by the use of the Seneca Revolving Back. It is removable, but when in position remains securely attached to the camera box.





## Seneca Camera No. 9

Revolving Back, Double Extension, Rack and Pinion Swing in Rear

**T**HE highest attainment in camera construction enters into the Seneca Number Nine.



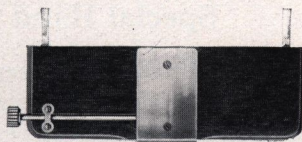
Seneca No. 9 with Supplementary Bed  
Attached for Extreme Wide  
Angle Lenses

This instrument offers features that will excite immediate interest. The construction is such that any lens or combination of lenses may be used with equal facility. Added to this will be found the special advantages of the Revolving Reversible Back without detaching, recognized of inestimable value to all advanced users. A delicate adjustment of the bed and back swing are immeasurably assisted by the addition of the rack and pinion adjustment provided for this purpose. Added to this will be found 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 as the pinion is turned forward, and unlocking automatically when returned to original position. Wide angle lenses or those of short focus may be used in this instrument with equal success, by employing a supplementary bed. The regular bed of the camera is made to drop by detaching the side arms, and the supplementary bed is easily adjusted, supporting the front of the camera when drawn out. A rack and pinion is also featured on the supplementary bed for fine focusing.



# SENECA CAMERA MANUFACTURING COMPANY

As listed, the camera is fitted with the Autic Automatic (Dustproof) Shutter and Seneca Rapid Symmetrical 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 object. A still larger object may be obtained by removing the rear combination entirely and using the front lens in the rear of shutter. Made to take Film Pack Adapters.



Supplementary Bed for Extreme  
Wide Angle Lens

## Description

Size of Camera	Focal Cap'y Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4 x 5	16	6½ x 6½ x 4	12½ x 4¾ x 7¾	Camera & 7 Hold'rs	2¼ x 2½
3¼ x 5½	17½	7 x 7 x 4¼	12½ x 5 x 7¾	" " "	2¼ x 2½
4¼ x 6½	22½	8¾ x 8¾ x 4	15 x 4¾ x 9	" " "	3 x 3¼
5 x 7	22½	8¾ x 8¾ x 4	15 x 4¾ x 9	" " "	3 x 3¼

## Detail of Equipment

**Camera Box**—Ebony finish, corners dovetailed, covered with genuine walrus grain leather.

**Camera Bed**—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge.

**Spirit Level**—Attached to bed of Camera.

**Clamp**—Automatic finger.

**Metal Parts**—Brass, handsomely nickel plated.

**Bellows**—Black Russia leather, lined with gossamer cloth.

**Front**—Double sliding, vertical and horizontal.

**Rack and Pinion**—Seneca Automatic Locking for fine focusing.

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

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

**Back**—Revolving, with improved swing and spring actuated ground glass panel for focusing.

**Tripod Sockets**—Two. (One for bed of camera.)

**View Finder**—Brilliant, reversible, metal bound and hooded.

**Lens**—Rapid Symmetrical, Convertible, F:8, or Velostigmat Anastigmat, F:6.3

**Lens Board**—Removable.

**Shutters**—Seneca Autic Automatic, or Duo (dustproof) with Push Cord Release.

## Price of Outfit Complete

	4 x 5	3A (Post Card) 3¼ x 5½	4¼ x 6½	5 x 7
Seneca Camera No. 9 with Convertible Lens, Speed F:8, and Autic Shutter....	\$35.00	\$37.00	\$44.00	\$44.00
Seneca Camera No. 9 with Symmetrical Convertible Lens, Speed F:8, and Duo Shutter.....	34.00	36.00	43.00	43.00
Seneca Camera No. 9 with Velostigmat Series I, Anastigmat Lens, Speed F: 6.3	56.00	58.00	71.00	71.00
Seneca Camera No. 9 without Lens and Shutter.....	27.00	29.00	35.00	35.00
Supplementary Wide Angle Bed.....	1.50	1.50	1.50	1.50
Extra Simplex Double Plate Holders, each Seneca Adapter (Hingeless) for Film Packs.....	1.00	1.00	1.25	1.25
Extra for Sole Leather Carrying Case in place of Imitation Leather.....	1.25	1.25	Not made	2.00
	4.00	4.00	5.00	5.00

The recent rapid advance and uncertainty governing the leather market compel the extra listing of sole leather cases.

For prices Seneca Number 9, fitted with other Anastigmat Lenses, see page 26.



### Special Hand Camera Equipments

The following instruments we list, fitted with some of the best high grade Anastigmat lenses. The equipment includes the camera complete as per the description. The only change made is the lens. We offer these outfits at a very low rate, and make no extra charge for fitting. The prices given below are figured with the Autic Automatic (dustproof) shutter. If one of the following High Speed shutters is desired, instead of the Autic, extra charge is as follows:

	$3\frac{1}{4} \times 4\frac{1}{2}$	$3\frac{1}{4} \times 5\frac{1}{2}, 4 \times 5$	$5 \times 7$
Seneca Focal Plane Shutter.....	Not made	\$13.00	\$15.00
The Optimo.....	\$ 9.00	10.00	10.00
The Compound.....	11.00	12.00	12.50

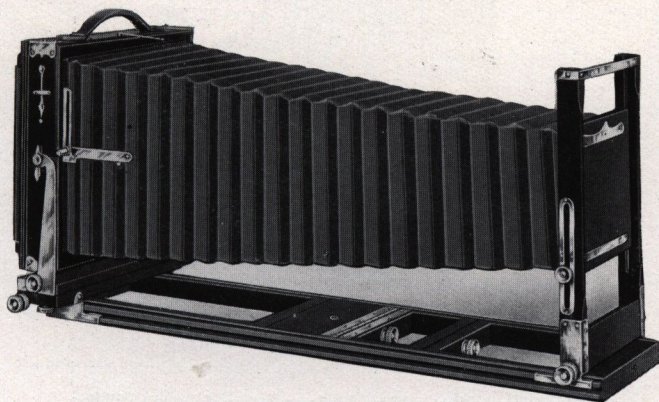
See page 46 for description of Seneca Focal Plane Shutter.

CAMERA	Size of Picture	Seneca Anastigmat Series III. <i>F:6.3-6.5</i>	Cooke Series IIIA <i>F:6.5</i>	Goerz Series III Dagor <i>F:6.8</i>
		No. 0-1-1A <i>F:6.3</i> No. 2 <i>F:6.8</i> No. 0 fitted to $3\frac{1}{4} \times 4\frac{1}{2}$ 1 " $3\frac{1}{4} \times 5\frac{1}{2}, 4 \times 5$ 2 " to $5 \times 7$	No. 3, fitted to $3\frac{1}{4} \times 4\frac{1}{2}$ 4, " $4 \times 5$ 4, " $3\frac{1}{4} \times 5\frac{1}{2}$ 5, " $5 \times 7$	No. 0, $3\frac{1}{4} \times 4\frac{1}{2}$ 2, $5 \times 7$ 1, $4 \times 5$ 1A, $3\frac{1}{4} \times 5\frac{1}{2}$
No. 8....	$4 \times 5$	\$42.00	\$63.00	\$67.50
No. 8....	$3\frac{1}{4} \times 5\frac{1}{2}$	44.00	65.00	69.50
No. 8....	$5 \times 7$	52.00	77.50	79.00
No. 9....	$4 \times 5$	49.00	70.00	74.00
No. 9....	$3\frac{1}{4} \times 5\frac{1}{2}$	51.00	72.00	76.00
No. 9....	$5 \times 7$	63.00	88.50	90.00
No. 31....	$3\frac{1}{4} \times 4\frac{1}{4}$	27.00	45.00	49.50
No. 31....	$4 \times 5$	30.00	51.00	57.00
No. 31....	$3\frac{1}{4} \times 5\frac{1}{2}$	32.00	53.00	58.50
No. 31....	$5 \times 7$	40.00	66.00	70.00

CAMERA	Size of Picture	Velostigmat Anastigmat Series I <i>F:6.3</i>	Bausch & Lomb-Zeiss Tessar Series IIB <i>F:6.3</i>
		No. 1, fitted to $3\frac{1}{4} \times 4\frac{1}{2}$ 2, " $3\frac{1}{4} \times 5\frac{1}{2}, 4 \times 5$ 3, " to $5 \times 7$	No. 4, fitted to $3\frac{1}{4} \times 4\frac{1}{2}$ No. 5, $4 \times 5$ and $3\frac{1}{4} \times 5\frac{1}{2}$ No. 5A, $5 \times 7$
No. 8.....	$4 \times 5$	\$50.00	\$59.00
No. 8.....	$3\frac{1}{4} \times 5\frac{1}{2}$	52.00	61.00
No. 8.....	$5 \times 7$	62.00	77.50
No. 9.....	$4 \times 5$	56.00	66.00
No. 9.....	$3\frac{1}{4} \times 5\frac{1}{2}$	58.00	68.00
No. 9.....	$5 \times 7$	71.00	88.50
No. 31.....	$3\frac{1}{4} \times 4\frac{1}{4}$	32.00	45.00
No. 31.....	$4 \times 5$	38.00	47.00
No. 31.....	$3\frac{1}{4} \times 5\frac{1}{2}$	40.00	49.00
No. 31.....	$5 \times 7$	50.00	66.00

$4\frac{1}{4} \times 6\frac{1}{2}$  size Nos. 8 and 9 Cameras same price as  $5 \times 7$  size.





Showing Camera fully Extended with Patent Bellows Support

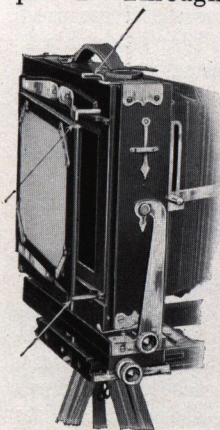
## New Improved Seneca View Camera

**The Outfit for Home Portraiture and  
General Viewing with Rack and  
Pinion Back and Front—Jarless Back**

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

**T**HIS camera is noted for its rigidity more than all else. It is made of selected mahogany and cherry, all the metal parts being of extra heavy gauge brass handsomely nickel plated. Throughout the instrument, the celebrated system of Seneca reinforcement has been used, so that the camera will stand up under any strain to which it is subjected.

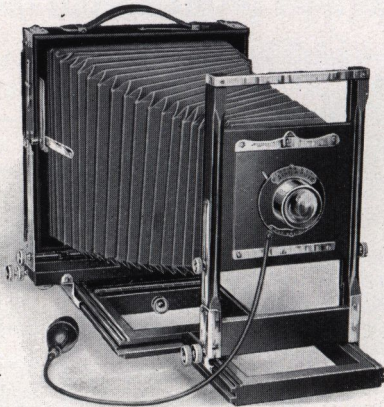
Possessing both horizontal and vertical swings, operated by a rack and pinion, and set screw, both swings being from the center. The front frame of the instrument is made exceedingly high, so that when the camera is closed, the front frame or standard and bed fit tightly against the camera box. It is 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 instruments is obtained by the use of a three-section bed. The back of the camera is reversible, equipped with the Seneca Sliding Division, which allows the operator to expose a portion of the plate at



Showing Jarless Back  
Open to Receive  
Plate Holder



# SENECA CAMERA MANUFACTURING COMPANY



New improved Seneca View, showing operation of Patented Sliding and Wide Angle Front Bed also the Rack and Pinion Rising and falling front

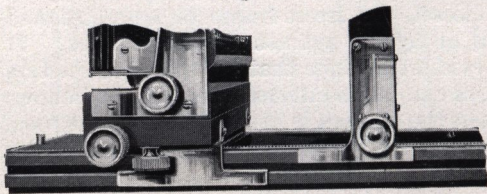
a time, or the whole, if he so desires. The bellows is of an entirely new pattern, gossamer lined and finished in the most approved manner, although for a slight additional charge we will equip the New Improved Seneca View camera with a genuine leather bellows.

## The Jarless Back

As the accompanying illustration shows, the new back adjustment is simple in construction and readily operated. After focusing the instrument, you turn the key at the top of the camera, setting the back open; then insert the plate holder, which automatically trips the back as it is quickly and easily slipped into place. There are no jerks, there is no force required to push the holder into place or remove it. All jar is obviated.

The value of the device is equally appreciated in removing the loaded plate holder from the camera. The strong points of the jarless back are that it preserves the camera in perfect focus, adds to the speed of operation and gives absolute accuracy to the other operations of photography.

The double tongued bed with brass shoes designed and



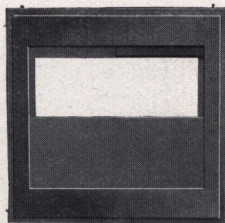
Double Tongued Bed with Brass Shoes  
Distinctly a Seneca idea and Protected by Patents. This permits compactness and extreme rigidity

patented by us bring the back into perfect alignment. The camera is provided with a suitable carrying handle and a plumb bob to insure its position when in use.



### The Sliding Front Bed

A distinctive feature of the New Improved Seneca View camera is that we can furnish it, if so desired, with a Sliding Front Bed. This is the most practical lateral sliding front ever attached to a View camera; and when this feature is in use, the entire bed of the camera is perfectly rigid. The Sliding Front bed has sufficient movement to permit centering the lens for each half of the plate. The rising and falling front operated by a rack and pinion also permits centering the lens on each half of the plate when in a vertical position.



Sliding Division Fitted in Reversible Back

#### Description

Size of Camera	Length of Draw or Focal Capacity	Dimensions of Camera	Weight	Dimensions of Lens Board	Number of Holders Regular Case will Carry With Camera
5 x 7	23½ in.	4½ x 10½ x 11¼	6½ lbs.	4½ x 4¼	6
6½ x 8½	26 "	5 x 11½ x 12½	7½ "	4¾ x 4¾	5
8 x 10	30 "	5¾ x 13½ x 14¾	10½ "	5½ x 5¾	6
*11 x 14	39½ "	6½ x 17¾ x 19	18½ "	6½ x 6½	3

Regular equipment includes camera Carrying Case and one Improved Double Plate Holder.

#### Price of Outfit Complete

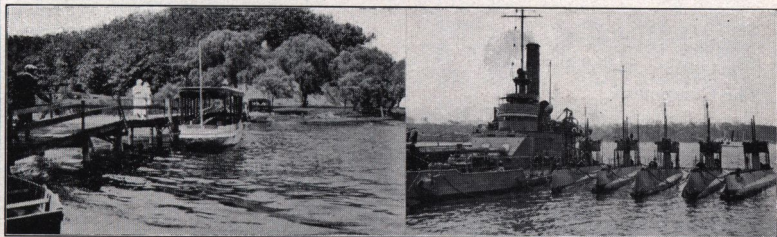
	5 x 7	6½ x 8½	8 x 10	11 x 14
Price Regular Equipment.....	\$23.00	\$24.00	\$26.50	\$42.00
With Genuine Leather Bellows instead of Leatheret.....	26.00	27.50	30.50	47.00
†Prices for Large Canvas Case with extra compartment for Tripod, Lens and Shutter in place of case regularly furnished.	.75	.75	1.00	1.50
Extra for Sliding Front Bed.....	2.00	2.50	3.00	3.00
Extra Improved Plate Holders, each.....	1.00	1.50	1.75	4.00

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

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

\*English Bookholder, Square Case and Detachable Bed Brace.

†These cases accommodate holders as follows:  
12, 5 x 7; 5, 6½ x 8½, 5, 8 x 10; 3, 11 x 14.





**New Improved Seneca View Camera**

**Fitted with following Lenses and Shutters  
with Carrying Case and Plate Holder  
as per Description**

**Prices**

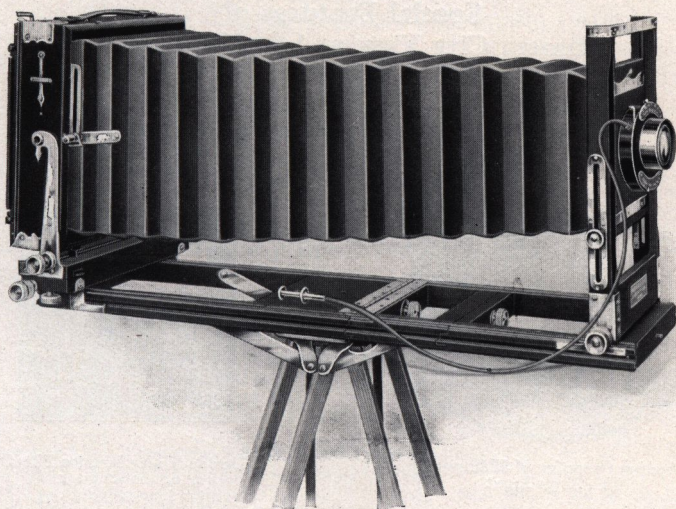
	5 x 7	6½ x 8½	8 x 10
<b>New Improved Seneca View Camera</b> , fitted with Rapid Rectilinear Lens and Duo Double Valve (dustproof) Shutter.....	\$32.50	\$ 38.00	\$ 45.50
<b>New Improved Seneca View Camera</b> , fitted with Seneca Three-Focus Convertible Symmetrical Lens, Speed F:8 and Autic Automatic (dustproof) Shutter.....	36.00	43.00	51.00
<b>New Improved Seneca View Camera</b> , fitted with Seneca Anastigmat Lens F:6.8 and Autic Automatic (dustproof) Shutter. No. 2 Lens fitted to 5 x 7, No. 3 Lens fitted to 6½ x 8½, No. 4 Lens fitted to 8 x 10.....	50.00	61.00	74.00
<b>New Improved Seneca View Camera</b> , fitted with Goerz Dagor Lens, Series III, F: 6.8, and Autic Automatic (dustproof) 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.....	72.00	100.00	134.00
<b>New Improved Seneca View Camera</b> , fitted with Series II, Velostigmat Anastigmat Lens, Speed F:4.5, and Autic Automatic (dustproof) Shutter. No. 3 Lens fitted to 5 x 7, No. 5 Lens fitted to 6½ x 8½, No. 6 Lens and Duo Shutter fitted to 8 x 10.....	75.00	106.00	145.00

**High Speed Shutters**

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

	5 x 7	6½ x 8½	8 x 10
Seneca Focal Plane Shutter.....	\$15.00	\$16.00	\$18.00
The Optimo Speed Shutter.....	10.00	10.00	10.00
The Compound.....	12.50	13.00	15.00
Extra for genuine Leather Bellows in place of Leatheret.....	3.00	3.50	4.00
Extra for Sliding Front Bed.....	2.00	2.50	3.00





Showing Seneca Detachable Bed Brace  
Included in Outfit

## Camera City View and Studio Outfit

For Home Portraiture and General Viewing

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

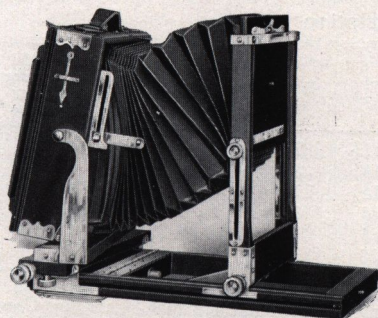
**I**N general, this outfit possesses all the numerous attachments and adjustments of the New Improved Seneca View camera already described, having in addition the following special features:

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

Among the features that will be appreciated are: sliding and wide angle front bed, the generous rise and fall of the front, the extra latitude of both the horizontal and vertical swings in the rear. These swings are central and operate by a Rack and Pinion.

The special features of this outfit are:

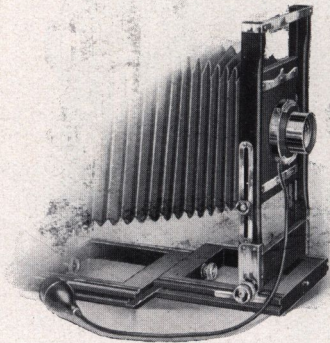
A camera capable of the hardest usage.



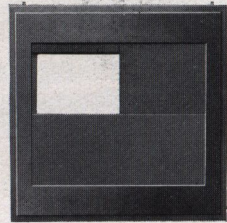
Showing Extreme Swings in Rear and  
Extreme Rise and Fall in Front



**Special Features of  
Camera City View and Studio Outfit**



Showing Operation of Sliding and Wide Angle Front



Double Sliding Division Fitted in Reversible Back

Genuine Leather Bellows, guaranteed not to crack or become porous.

The Jarless Back (see description, page 29).

Detachable Brace, giving extra support to bed of camera.

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

A most generous rise and fall in front.

An unusual amount of swing in rear.

Extra Lens Board.

Carrying Case, long style, with compartments for camera and six extra holders; also compartments for tripod, lens and shutter.

**Description**

Size of Camera	Length of Draw or Focal Capacity	Dimensions of Camera	Weight	Dimensions of Lens Board	Number of Holders Regular Case will Carry With Camera
5 x 7	23½ in.	4½ x 10½ x 11¼	7 lbs.	4½ x 4¼	6
6½ x 8½	26 "	5 x 11½ x 12½	8 "	4½ x 4¾	5
8 x 10	30 "	5¾ x 13½ x 14¾	11 "	5½ x 5¾	6
11 x 14	39½ "	6½ x 17¾ x 19	18 "	6½ x 6½	3
14 x 17	50 "	10¼ x 24 x 24	22½ "	8¼ x 8¼	3
17 x 20	51¾ "	10½ x 24 x 26	32 "	8 x 8	3

Regular equipment includes Camera, Detachable Brace, Carrying Case and one Improved Double Plate Holder (English Book Holder above 8x10), one extra Lens Board and Long Carrying Case with compartments. (This style case will accommodate Camera, 6 Extra Holders, Tripod, Lens and Shutter.)

Sizes above 8 x 10 are furnished with square case.



# SENECA CAMERA MANUFACTURING COMPANY

## Prices of Camera City View and Studio Outfit

5 x 7	6½ x 8½	8 x 10	11 x 14	14 x 17	16 x 20 or 17 x 20
\$29.50	\$31.00	\$34.50	\$50.00	\$75.00	\$90.00

## Extra for Sliding and Wide Angle Front Bed

5 x 7	6½ x 8½	8 x 10	11 x 14
\$2.50	\$3.00	\$3.50	\$4.00


## Camera City View and Studio Outfit Complete

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
<b>Camera City View and Studio Outfit</b> , fitted with Rapid Rectilinear Lens and Duo Double Valve (Dustproof) Shutter.....	\$39.00	\$ 45.00	\$ 53.50
<b>Camera City View and Studio Outfit</b> , fitted with Seneca Three-focus Convertible Symmetrical Lens, F:8, and Autic Automatic (Dustproof) Shutter.....	42.50	50.00	59.00
<b>Camera City View and Studio Outfit</b> , fitted with Velostigmat Anastigmat Lens, F:6.3, and Autic Automatic (Dustproof) Shutter. No. 3 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, and No. 5 Lens fitted to 8 x 10....	68.00	86.00	107.00
<b>Camera City View and Studio Outfit</b> , fitted with Goerz Dagor Lens, Series III, F:6.8, and Autic Automatic (Dustproof) 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....	84.50	107.00	142.00
<b>Camera City View and Studio Outfit</b> , fitted with Series II, Velostigmat Anastigmat Lens, Speed F:4.5, and Autic Automatic (Dustproof) Shutter. No. 3 Lens fitted to 5 x 7 size; No. 5 Lens fitted to 6½ x 8½ size; No. 6 Lens in Duo Shutter, fitted to 8 x 10 size....	81.50	113.00	153.00

Prices on Camera City outfits with Lenses and Shutters larger than 8 x 10 size given on application.

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

### High Speed Shutters

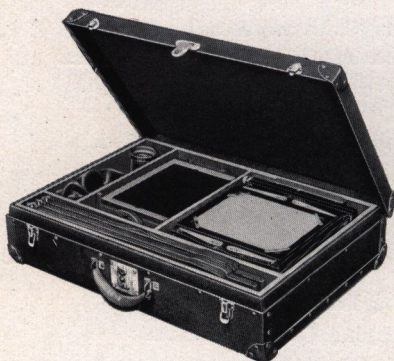
If one of following High Speed Shutters is desired instead of Autic, extra charge is as follows:

Seneca Focal Plane Shutter.....	\$15.00	\$16.00	\$18.00
The Optimo Speed Shutter.....	10.00	10.00	10.00
The Compound.....	12.50	13.00	15.00

**NOTE**—See page 34 for price of extra interchangeable Reversible Backs.



# SENECA CAMERA MANUFACTURING COMPANY



## Dress Suit Case

**With Lock and Key for New Improved Seneca View Camera and Camera City View and Studio Outfit**

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

	Prices	5 x 7	6½ x 8½	8 x 10
Price of Dress Suit Case.....		\$6.50	\$8.50	\$9.50
Price when supplied with Camera in place of Canvas Case regularly supplied.....		5.50	6.25	7.00

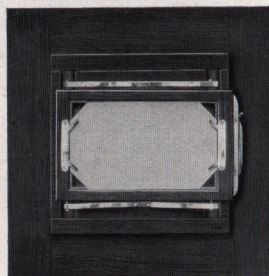
## Reducing Backs for Seneca View Cameras

For using smaller Plate Holders

Made to interchange with the regular back of the Camera.

In ordering, it is simply necessary to specify the style of Seneca View camera for which the back is intended. The back includes one double Improved plate holder of the size required. For illustration, the No. 1A Reducing Back for 5 x 7 View cameras to take 4¼ x 6½ plate holder includes one 4¼ x 6½ plate holder.

Made in either the mahogany or ebonized finish :

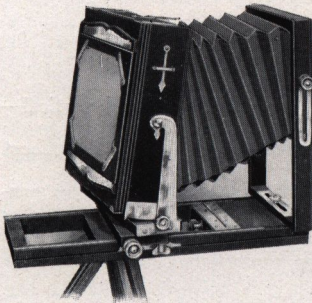


Reducing Back for All Seneca View Cameras (Reversible)

No.	1A for	5 x 7	View to take	4¼ x 6½	plate holder,	8¾ x 8¾	Outside Dimensions	\$5.00
"	2A	"	5 x 7	"	"	8¾ x 8¾		5.00
"	3A	"	5 x 7	"	"	8¾ x 8¾		5.00
"	4A	"	5 x 7	"	"	8¾ x 8¾		5.00
"	5A	"	6½ x 8½	"	"	10½ x 10½		5.50
"	6A	"	6½ x 8½	"	"	10½ x 10½		5.50
"	7A	"	6½ x 8½	"	"	10½ x 10½		5.50
"	8A	"	6½ x 8½	"	"	10½ x 10½		5.50
"	9A	"	8 x 10	"	"	12 x 12		6.00
"	10A	"	8 x 10	"	"	12 x 12		6.00
"	11A	"	8 x 10	"	"	12 x 12		6.00
"	12A	"	11 x 14	"	"	16¼ x 16¼		7.00
"	13A	"	11 x 14	"	"	16¼ x 16¼		7.00

Extra for sliding division for dividing the plate, \$ .50





Competitor, showing Extreme Swings in Rear and Extreme Rise in Front



Competitor with Sliding Front

## Competitor View Camera

Reversible and Double Swing Back. Sliding Front

**F**OR scientific purposes, as well as general photography, the Competitor camera, as illustrated herewith, has found great favor. It is light in weight, compact, strong and rigid, covering as it does a wide field of usefulness at a very moderate price. Among distinct advantages, it has a reversible back and both horizontal and vertical swings in the rear. The

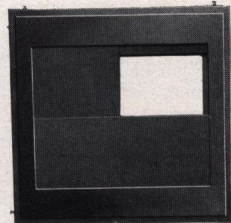


Competitor Closed

back focus is operated by a rack and pinion and allows any width of angle lens to be used without the front obstructing the view. The camera also possesses two tripod plates for properly balancing the instrument; has a rising and falling, also a sliding front; again, the front is made wide enough so that stereoscopic lenses may be used if desired. The Competitor equipment includes a neat canvas carrying case that accommodates the camera and three double plate holders. This outfit can be used most successfully for home portraiture.

For those desiring the outfit equipped with a lens and shutter, we offer some very attractive combinations guaranteed to please.

back focus is operated by a rack and pinion and allows any width of angle lens to be used without the front obstructing the view. The camera also possesses two tripod plates for properly balancing the instrument; has a rising and falling, also a sliding front; again, the front is made wide enough so that stereoscopic lenses may be used if desired. The Competitor equipment includes a neat canvas carrying case that accommodates the camera and three double plate holders. This outfit can be used most successfully for home portraiture.



The Double Sliding Division



# SENECA CAMERA MANUFACTURING COMPANY

## The Competitor View Camera—Continued

### Detail of Equipment

**Camera Box and Bed**—Mahogany finish, polished.

**Metal Parts**—Brass polished and lacquered.

**Back Focus**—Rack and pinion with set clamp.

**Front**—Wide, rising and falling, also sliding.

**Lens Board**—Removable.

**Plumb Bob**—For leveling.

**Back**—Reversible.

**Swings**—Horizontal and vertical—both central.

**Tripod Sockets**—Two; one for short focus work.

**Bellows**—Leatheret, lined with gossamer cloth.

**Case**—Canvas, square to hold Camera and three Double Plate Holders.

Size of Camera	Focal Capacity	Dimensions when Folded or Closed	Weight	Size of Lens Board	No. of Holders Case will carry besides Camera
5 x 7	14½	5 x 10 x 11¼	5 lbs.	4 x 6	3
6½ x 8½	16	5 x 11¼ x 12½	6 lbs.	4 x 6	3
8 x 10	18	5 x 13¼ x 14½	7 lbs.	4 x 6	3

### PRICES

Including Camera, with Double Sliding Front, Carrying Case and One Seneca Improved Double Plate Holder

	5 x 7	6½ x 8½	8 x 10
Competitor Camera complete as above.....	\$15.00	\$16.00	\$17.00
Extra Improved Double Plate Holders.....	1.00	1.50	1.75
Extra for Single Sliding Division in Back, for making one or two exposures on a plate.....	.25	.25	.25
Extra for Double Sliding Division in Back, for making one, two, three or four exposures on a plate.....	.50	.50	.50
Extra for long style of Carrying Case to carry besides Camera, six Double Plate Holders and compartment for Tripod in place of case regularly supplied.....	1.25	1.50	1.75

NOTE—See page 34 for price of extra interchangeable Reversible Backs.

	5 x 7	6½ x 8½	8 x 10
Competitor fitted with Trio Automatic Shutter and Rapid Rectilinear Lens.....	\$22.00		
Competitor fitted with Trio Automatic Shutter and Rapid Convertible Lens.....	23.00		
Competitor fitted with Duo Double Valve (dustproof) Shutter and Rapid Rectilinear Lens.....	24.00	\$30.00	\$36.00
Competitor fitted with Autic Automatic (dustproof) Shutter and Rapid Rectilinear Lens...	25.00	31.50	38.00
Competitor fitted with Duo Double Valve (dustproof) Shutter and Triple-Convertible Lens, Speed F:8.....	26.00	32.50	39.00
Competitor fitted with Autic Automatic (dustproof) Shutter and Triple Convertible Lens, Speed F:8.....	28.00	35.00	41.00

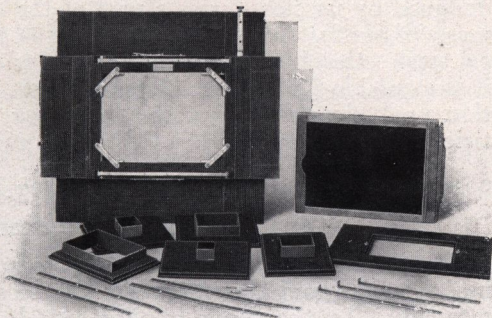
Trio Shutter not made in sizes larger than 5 x 7



## The Seneca Multiplying Attachment

For 5 x 7, 6½ x 8½ and 8 x 10 View Cameras  
 Except 5 x 7 and 6½ x 8½ Competitor Cameras

The Seneca Multiplying Back may be fitted to any of our View cameras in place of the regular reversible back, and by use of a set of kits and metal strips for the different number of exposures desired it is possible to take 1, 2, 4, 9, 15, 24 or 48 pictures on a 5 x 7 size plate.



Patented

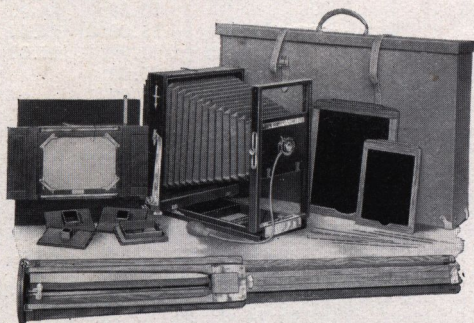
Complete instructions accompany each attachment.

### Price

Including one Improved Light Trap Double Plate Holder..... \$11.00

## The Seneca Penny Picture Outfit

The Camera that we furnish with this outfit is our regular 8 x 10 Competitor fitted with 3¼ x 4¼ Rapid Convertible Lens, speed F:8, and Uno Automatic shutter with Push Release. It is possible by using the back combination of this lens singly to take 8 x 10 size pictures. The general description of this camera may be found on pages 36 and 37. We furnish, however,



in addition to the regular back to the Competitor camera, the Multiplying Attachment particularly adapted for penny pictures. With this attachment it is possible to make 1, 2, 4, 9, 15, 24 or 48 pictures on the one 5 x 7 size plate.

The price includes our No. 3½ Compact Tripod, case to carry the entire outfit, and complete instructions.

### Price

Outfit complete..... \$36.00



**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 the ground glass to twice the size obtained when the combinations are used together.

**Seneca Triple Convertible 3-Focus Lens**  
—Speed F: 8, Rapid Symmetrical

For all the general purposes of photography, including copying, enlarging and portrait work, this lens is especially recommended. 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 of the shutter or barrel.

**Seneca Shutters fitted with Seneca Rapid Rectilinear and Rapid Symmetrical Three-focus Lenses—Speed F: 8**

Size	Diameter	Equivalent Focus	Seneca Trio Shutter and Rapid Rectilinear Lens	Seneca Duo Shutter and Rapid Rectilinear Lens	Seneca Duo Shutter and Rapid Symmetrical Lens F:8	SenecaAutic Shutter and Rapid Symmetrical Lens F:8
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	$\frac{3}{4}$ in.	5 in.	\$6.00	\$ 6.50	\$ 7.50	\$ 9.50
4 x 5	1 "	6 $\frac{1}{2}$ "	7.50	8.00	9.00	11.00
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$						
5 x 7	1 $\frac{1}{8}$ "	8 "	9.00	9.50	10.50	12.50
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	1 $\frac{1}{2}$ "	10 $\frac{1}{2}$ "				
8 x 10	1 $\frac{3}{4}$ "	12 $\frac{1}{2}$ "		13.50	20.00	22.00
10 x 12	2 "	16 "		18.00	27.50	
11 x 14	2 $\frac{1}{4}$ "	18 $\frac{1}{2}$ "			35.00	

Note—5 x 7 Lenses used on all 4 $\frac{1}{4}$  x 6 $\frac{1}{2}$  size Cameras.

**Focus of Separate Combinations when Used Singly**

Size	Rear Lens	Front Lens	Size	Rear Lens	Front Lens
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	8 $\frac{1}{4}$ in.	11 $\frac{1}{2}$ in.	10 x 12	26 in.	38 in.
4 x 5	10 $\frac{1}{2}$ "	14 $\frac{1}{2}$ "	11 x 14	31 "	43 "
5 x 7	14 "	18 "	14 x 17	37 "	51 "
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	17 $\frac{1}{2}$ "	23 $\frac{1}{2}$ "	17 x 20	44 "	60 "
8 x 10	20 "	28 $\frac{1}{2}$ "			



**Photographic Lenses—Continued**  
**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 80 degrees.

**The Extreme Wide Angle** has the remarkable wide angle of 90 degrees and is furnished in barrel or mounts to interchange with regular lens used in shutter.

**PRICES**

**EXTREME WIDE ANGLE LENS F:16**

	5 x 7	6½ x 8½	8 x 10	10 x 12	11 x 14
In barrel . . . . .	\$12.00	\$17.00	\$22.00	\$26.50	\$31.50
In mounts . . . . .	8.00	11.00	14.00	18.00	23.00
Focal length. . . . .	4 in.	5 in.	6 in.	7½ in.	8 in.

**SYMMETRICAL WIDE ANGLE LENS F:16**

	3½ x 5½	5 x 7	6½ x 8½	8 x 10	10 x 12	11 x 14
In barrel. . . . .	\$7.00	\$9.00	\$12.00	\$15.00	\$18.50	\$22.50
In mounts. . . . .	5.00	6.00	8.00	10.00	13.00	16.00
Focal length. . . . .	4 in.	5¼ in.	6½ in.	7½ in.	9 in.	10½ in.





**Photographic Lenses—Continued**  
**Velostigmat Anastigmat Lens, Series I**  
**Extra Rapid Speed, F:6.3**

The mechanical and optical construction of this lens is of the highest order and it is fully corrected for spherical and chromatic aberration and astigmatism. The finish, whether mounted in barrel or in shutter, is black enamel, with gold engraving, making it durable, practical and beautiful in appearance.



The combinations of this lens are corrected for use separately, giving increased size of image and when stopping down the doublet or complete

lens, wide angle work can be done by using on larger size plate.

No.	Diam. of Lens	Equivalent Focus	Plates Covered Sharply at F:6.3	PRICE		
				With Barrel or Duo Shutter	With Autic Shutter	With Optimo Shutter
1	$\frac{7}{8}$ ins.	5 ins.	$3\frac{1}{4} \times 4\frac{1}{4}$	\$ 23.00	\$25.00	\$33.00
2	1 "	6 "	4 x 5	27.00	30.00	37.00
2A	$1\frac{1}{16}$ "	$6\frac{1}{2}$ "	$3\frac{1}{4} \times 5\frac{1}{2}$	27.00	3.00	37.00
3	$1\frac{3}{16}$ "	7 "	5 x 7	35.00	39.00	47.00
4	$1\frac{7}{16}$ "	10 "	$6\frac{1}{2} \times 8\frac{1}{2}$	53.00	57.00	65.00
5	$1\frac{3}{8}$ "	13 "	8 x 10	65.00	70.00	80.00
6	$2\frac{1}{16}$ "	$16\frac{1}{2}$ "	11 x 14	112.00		

**Seneca Anastigmat Lens, Series III**  
**Speed F: 6.3 and F: 6.8**

This lens is made from the best quality of Jena glass and is absolutely free from any trace of astigmatism; it is also corrected for spherical and chromatic aberration. This lens is guaranteed to do the work of lenses selling for a higher price.

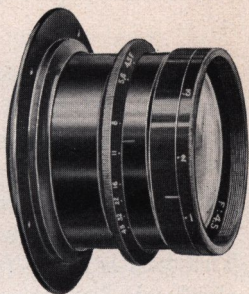
No.	Equivalent Focus	Plates Covered Sharply at F:6.3 with Sizes No. 0-1, 1A Balance F:6.8	With Barrel or Duo Shutter	Price with Autic (Dustproof) Shutter	Price with Optimo Speed Shutter	Price with Compound Shutter
0	$5\frac{1}{4}$ ins.	$3\frac{1}{4} \times 4\frac{1}{4}$	\$18.00	\$20.00	\$26.00	\$28.00
1	6 "	4 x 5	20.00	22.00	28.00	30.00
1A	$6\frac{3}{4}$ "	$3\frac{1}{4} \times 5\frac{1}{2}$	20.00	22.00	28.00	30.00
2	7 "	5 x 7	25.00	28.00	35.00	37.00
3	$9\frac{1}{2}$ "	$6\frac{1}{2} \times 8\frac{1}{2}$	35.00	38.00	45.00	49.00
4	12 "	8 x 10	45.00	48.00	57.00	61.00



Photographic Lenses—Continued

Velostigmat Anastigmat Lens, Series II. F:4.5

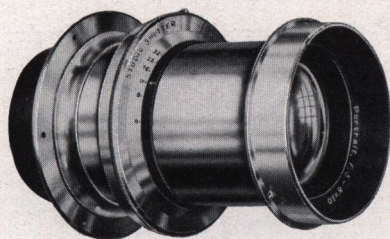
The series II F: 4.5 is our new high speed Anastigmat, fully corrected in every respect and is at least equal to any objective of its type on the market. Made in 7 sizes, the smaller sizes being particularly adapted to cameras of the reflex type and all small outfits where extreme speed and fine definition is desired. The three larger sizes are equipped with our simplified diffusing adjustment, making them desirable for use in the studio for portraits, groups and home portraiture.



No.	Diam. of Lens	Equivalent Focus	Plates Covered Sharply at F:4.5	PRICE		
				With Barrel or Duo Shutter	With Autic Shutter	With Optimo Shutter
1	1 $\frac{1}{8}$ ins.	5 ins.	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	\$ 32.00	\$37.00	\$43.00
2	1 $\frac{3}{8}$ "	6 "	4 x 5	38.00	43.00	49.00
3	1 $\frac{13}{32}$ "	7 "	5 x 7	45.00	50.00	57.00
4	1 $\frac{1}{2}$ "	8 $\frac{1}{4}$ "	5 x 8	60.00	65.00	72.00
5	2 $\frac{1}{8}$ "	9 $\frac{1}{2}$ "	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	73.00	78.90	85.00
6	2 $\frac{3}{4}$ "	12 "	8 x 10	110.00		
7	3 $\frac{1}{16}$ "	15 $\frac{1}{2}$ "	11 x 14	180.00		

The No. 5, 6, and 7 sizes have diffusing adjustment which makes them particularly valuable for portrait and group work.

Portrait Lens, Series A, Speed 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.

No.	Size	Diameter of Lens	Equivalent Focus	Outside Diameter of Flange	Price	With Studio Shutter
1	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	1 $\frac{5}{8}$ ins.	6 ins.	3 $\frac{1}{2}$ inches	\$15.00	
2	4 x 5	1 $\frac{7}{8}$ "	7 "	3 $\frac{3}{4}$ "	20.00	
3	5 x 7	2 $\frac{1}{4}$ "	10 "	4 "	25.00	\$32.00
4	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	2 $\frac{1}{2}$ "	11 $\frac{1}{2}$ "	4 $\frac{1}{2}$ "	35.00	42.00
5	8 x 10	3 "	14 "	5 $\frac{1}{4}$ "	50.00	58.00



Photographic Lenses—Continued

**Seneca Special Anastigmat Lens, Series IV  
Speed F: 7.5**

A decided demand has presented itself for a high grade Anastigmat Lens at a moderate price. To satisfactorily meet this prevailing condition we have arranged to give in the Seneca Special Anastigmat Lens, Series IV, Speed F:7.5 the greatest lens value ever offered in the photographic field.

In this selection the basic thought has been quality first. This lens is made from the best quality of Jena glass, being absolutely free from the slightest trace of astigmatism and is perfectly corrected for spherical and chromatic aberration. Made in sizes for hand cameras only.

Size Covered Sharply at F:7.5	Diameter of Lens	Focus	Price with Autic Shutter	Price with Optimo Shutter
$3\frac{1}{4} \times 4\frac{1}{4}$	$\frac{3}{4}$ ins.	5 ins.	\$18.00	\$25.00
$4 \times 5$	"	6 "	20.00	27.00
$3\frac{1}{4} \times 5\frac{1}{2}$	1 "	$6\frac{3}{4}$ "	20.00	27.00

**Goerz Celor Anastigmat Lens F: 4.8 and F: 5.5  
Series 1B**

The Goerz Celor Lens is especially adapted for unfavorable light conditions; it is also par excellence for portraits in the studio or at home.

The separate combinations of this lens may be used singly. The angle included by the Celor varies from  $64^\circ$  to  $70^\circ$  as compared with  $72^\circ$  to  $90^\circ$  in the Dagor.

No.	Equivalent Focus Inches	Relative Aperture	Diameter of Lenses Inches	Size of Plate		Prices with Iris Diaphragm
				Full Opening Inches	F: 16 U. S. : 16 Inches	
0	$4\frac{3}{4}$	F 4.8	$1\frac{1}{32}$	$3\frac{1}{4} \times 4\frac{1}{4}$	4 x 5	\$ 36.00
1	6	F 4.8	$1\frac{1}{4}$	4 x 5	5 x 7	42.00
2	7	F 4.8	$1\frac{1}{2}$	5 x 7	5 x 8	49.00
3	$8\frac{1}{4}$	F 5	$1\frac{3}{4}$	5 x 8	$6\frac{1}{2} \times 8\frac{1}{2}$	60.00
4	$9\frac{1}{2}$	F 5	$1\frac{3}{4}$	$6\frac{1}{2} \times 8\frac{1}{2}$	7 x 9	81.00
5	$10\frac{3}{4}$	F 5	$2\frac{3}{16}$	7 x 9	8 x 10	97.00
6	12	F 5.5	$2\frac{1}{4}$	8 x 10	10 x 12	113.00

For price of Goerz Dagor or Celor Lenses, fitted with Autic, or Optimo Shutter, add price of shutter (see under Shutters, pages 47, 48 and 49).

Complete Goerz Catalogue sent on request.



Photographic Lenses—Continued

Goerz Dagor Double Anastigmat Lens

The Dagor consists of two symmetrical combinations, each combination made up of three elements which are cemented together.

Each Goerz Dagor Double Anastigmat supplies:

1. A rapid lens, for general purposes; landscapes, portraiture, commercial, architecture, enlargements, speed work, etc., working at full aperture with extreme sharpness to the edges of the plate.

2. A wide-angle lens, for interiors and all views at short distances, sharply covering a much larger plate when small apertures are employed.

3. A long focus lens, for distant objects, when the back combination alone is used.

No.	Equivalent Focus Inches	Free Aperture Inches	Size of Plate Covered at			Prices with Iris Diaphragm	
			F:6.8 U. S.: 2.9 Inches	F:16 U. S.: 16 Inches	F:32 U. S.: 32 Inches		
F. 6.8	0	$4\frac{3}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	4 x 5	5 x 7	\$ 33.50	
	1	6	4 x 5	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	40.00*	
	2	7	5 x 7	5 x 8	8 x 10	46.00	
	3	$8\frac{1}{4}$	$1\frac{1}{8}$	5 x 8	$6\frac{1}{2} \times 8\frac{1}{2}$	10 x 12	56.00
	4	$9\frac{1}{2}$	$1\frac{5}{16}$	$6\frac{1}{2} \times 8\frac{1}{2}$	7 x 9	11 x 14	67.00
	5	$10\frac{1}{4}$	$1\frac{1}{2}$	7 x 9	8 x 10	12 x 16	81.00
F. 7.7	6	12	8 x 10	10 x 12	16 x 18	96.00	
	7	14	10 x 12	12 x 15	18 x 22	126.00	

\*For  $3\frac{1}{4} \times 5\frac{1}{2}$  Folding Pocket Seneca No. 31 and Roll Film Seneca 3A we provide a Dagor of  $6\frac{1}{2}$  inch focus of the same series in place of our regular No. 1.

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

The Cooke Anastigmat Lens, Series II F: 4.5

For High-Speed Pictures and for General Work in Dull Lights

DIMENSIONS IN INCHES						PRICE	With Optimo, Compound or Autic Shutter, add list price of Shutter See Under Shutters pages 47, 48 and 49
No.	Actual Focus	Focus from Diaphragm	Plates Covered with Full Aperture	Diameter of Flange Screw			
20 $\frac{1}{2}$	5	5	$3\frac{1}{4} \times 4\frac{1}{4}$	$1\frac{1}{2}$	\$ 35.50		
20b	$5\frac{1}{2}$	$5\frac{3}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	$1\frac{1}{2}$	39.00		
21	6	$6\frac{1}{4}$	4 x 5	$1\frac{3}{4}$	41.00		
21 $\frac{1}{2}$	7	$7\frac{1}{2}$	5 x 7	$1\frac{3}{4}$	50.00		
22	8	$8\frac{1}{2}$	5 x 8	$2\frac{1}{4}$	62.00		
22 $\frac{1}{2}$	$10\frac{1}{2}$	11	$6\frac{1}{2} \times 8\frac{1}{2}$	$2\frac{3}{4}$	102.00		



# SENECA CAMERA MANUFACTURING COMPANY

## Photographic Lenses—Continued

### Cooke Anastigmat Lens, Series IIIa—F: 6.5

This series of the Cooke lenses is particularly adapted for fast instantaneous work with Seneca folding hand cameras. This lens is mounted with special regard to the construction and compactness of folding hand cameras.

No.	DIMENSIONS IN INCHES			Price
	Focus	Plates Covered with Full Aperture	Diameter of Flange Screw	
3	5	$3\frac{1}{2} \times 4\frac{1}{4}$	$1\frac{1}{4}$	\$30.00
4	$6\frac{7}{8}$	$3\frac{1}{4} \times 5\frac{1}{2}$	$1\frac{1}{2}$	35.00
5	$7\frac{1}{2}$	5 x 7	$1\frac{1}{2}$	43.50
6	$8\frac{1}{4}$	5 x 8	$1\frac{1}{4}$	49.00

### Bausch & Lomb-Zeiss Tessar Lenses

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

#### Series Ic—F:4.5

Four thin lenses of Jena glass are used, reducing absorption to a minimum. It is remarkably compact, considering its speed, which is F:4.5 in all sizes. The lens is unsymmetrical and must be used complete.

Definition at full aperture is remarkable. For home portraiture it cannot be equalled. Stopped down to F:6.3, it duplicates the IIB Tessar, and at larger openings the reserve speed is available.

Recommended for speed work on Press Seneca, or reflecting cameras, home portraiture, groups, etc.

No.	Size of Plate Covered	Equiv. Focus	Diam. of Lens	Lens in Barrel with Iris Diaphragm	With Alum. Compound Shutter
13	$2\frac{1}{4} \times 3\frac{1}{4}$	$4\frac{1}{2}$	1	\$ 31.00	\$ 43.50
14	$3\frac{1}{4} \times 4\frac{1}{4}$	5	$1\frac{3}{16}$	35.00	49.00
15	4 x 5	6	$1\frac{5}{16}$	40.50	54.50
15a	5 x 7	$7\frac{1}{16}$	$1\frac{9}{16}$	50.00	67.00
16	5 x 8	$8\frac{1}{4}$	$1\frac{7}{8}$	62.00	79.00
17	$6\frac{1}{2} \times 8\frac{1}{2}$	$9\frac{7}{8}$	$2\frac{1}{4}$	99.00	117.50
18	8 x 10	$11\frac{7}{8}$	$2\frac{5}{8}$	139.00	167.00



Photographic Lenses—Continued

Series I Ib, Tessar F:6.3

Tessar Series I Ib are 31% faster than ordinary camera lenses. They are the most compactly mounted and lightest lenses on the market, and can be fitted, almost without exception, to any compact hand camera made. They wonderfully increase the efficiency of any camera by making possible exposures on dull days or late in the day when results would be impossible with ordinary lenses. This Series is especially recommended where the negatives are to be subsequently enlarged. Its simple construction of four thin leaves gives practically no absorption.

For home portraiture the amateur will find this lens invaluable, as it will allow him to make seemingly impossible indoor pictures; while for baby photographs and flashlights the Tessar I Ib has no equal. When used for copying and lantern-slide making the smaller numbers may be used by transferring them to cameras of suitable bellows lengths, provided this is not available in the camera on which they are used.

No.	Size of Plate Covered	Equiv. Focus	Diam. of Lens	Lens in Barrel with Iris Diaphragm	With Alum. Compound Shutter
3	2½ x 3½	4¾	¾	\$ 28.00	\$ 39.00
4	3¼ x 4¼	5¾	1⅕	29.50	42.00
5	4 x 5	6¾	1⅙	31.00	45.00
5k	3¼ x 5½	6¾	1⅓	38.50	51.00
5a	5 x 7	7⅙	1¼	43.50	57.50
6	5 x 8	8¼	1⅞	53.00	70.00
7	6½ x 8½	10	1¾	71.50	88.50
8	8 x 10	12	2½	105.50	124.00
9	10 x 12	14¾	2⅞	136.50	155.00
9a	11 x 14	16½	2¾	166.00	194.00

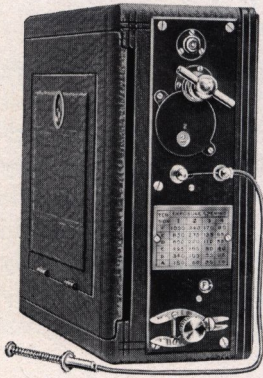
B. & L. Extreme Wide Angle Series V—F:18

No.	Size of Plate Covered	Equivalent Focus	Diameter of Largest Lens	Lens Only	Fitted with Aluminum Volute Shutter
1	4¼ x 6½	3¾	⅝	\$20.00	\$37.00
2	5 x 7	4⅞	¾	20.00	37.00
3	6½ x 8½	5⅞	1⅓	25.00	42.00
4	8 x 10	7⅞	1⅞	31.00	48.00
5	10 x 12	8¾	1⅙	39.00	56.00
6	11 x 14	10½	1⅞	48.00	65.00



## Seneca Focal Plane Shutter

Patented



This shutter has met with instant recognition and has already achieved a marked success. Its main use, of course, is for the photography of life, or objects in very rapid motion. The running horse, the record-breaking auto, the flight of the golf ball, the sudden lunge of the frightened deer, can best be caught by its use. Actual experience shows that no other shutter can do or even approach the work accomplished by the Seneca Focal Plane Shutter.

It works right in front of and very close to the plate. This fact, as well as the peculiar mechanism of the shutter, insures the distribution of light with equal intensity, upon every portion of the plate. Thus is the greatest speed of exposure, combined with the opportunity of giving the greatest volume of light on the plate in a given time, to be found in this shutter.

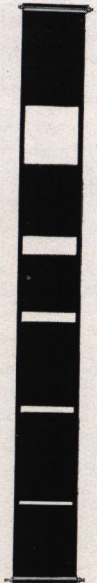
The speed is regulated by means of a small key that winds the driving spring, with a speed indicator above the same. The range is from Time to  $\frac{1}{1000}$  of a second.

The blind or curtain has fixed apertures, ranging from the full sized plate down to  $\frac{1}{8}$  of an inch. The shutter is instantly set for any exposure desired, by a second key; a dial indicates the size of the aperture for which the shutter is set.

The new shutter is easy to operate, in fact, perfectly jarless, and is equipped with push cord release to make the exposure. This shutter can be adapted to use in all folding plate cameras.

### SIZES AND PRICES

Size	Weight	Dimensions	Price
4 x 5	15 Ounces	$6\frac{3}{8}$ x $6\frac{3}{8}$ x $1\frac{13}{16}$	\$15.00
3A $3\frac{1}{2}$ x $5\frac{1}{2}$	15 "	$6\frac{7}{8}$ x $6\frac{7}{8}$ x $1\frac{13}{16}$	16.00
5 x 7	22 "	$8\frac{3}{8}$ x $8\frac{3}{8}$ x $1\frac{13}{16}$	16.00
$6\frac{1}{2}$ x $8\frac{1}{2}$	25 "	$10\frac{3}{16}$ x $10\frac{3}{16}$ x $1\frac{13}{16}$	17.50
8 x 10	30 "	12 x 12 x $1\frac{15}{16}$	20.00



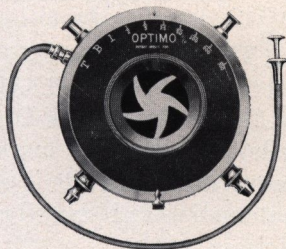


Shutters—Continued

The Optimo High-Speed Shutter

(Maximum Speed, 1-300th Part of a Second)

This shutter is of a new design and guaranteed to work at the speed indicated, 1-300th part of a second. It is manufactured by one of the largest shutter manufacturers in Rochester, N. Y., for the purpose of meeting a demand for a high grade between the lens shutter of this character. The shutter leaves are five in number and revolve in making the exposure. The leaves when opening and closing assume a star-shaped aperture, thereby giving the greatest possible illumination to the plate. Besides bulb and time exposures, it has a range of from one second to 1-300th part of a second, the latter being sufficiently fast to cover the utmost emergency; it works quietly and does not jar.



No.	Outside Diameter	Weight	Light Opening	Lens Opening	Price
1	$2\frac{1}{8} \times 2\frac{1}{4}$	3 oz.	$\frac{3}{4}$	$1\frac{1}{16}$	\$14.00
1A	$2\frac{3}{8} \times 2\frac{5}{8}$	$3\frac{3}{4}$ "	$\frac{7}{8}$	$1\frac{3}{16}$	15.00
2	$2\frac{7}{8} \times 2\frac{7}{8}$	$4\frac{1}{2}$ "	1	$1\frac{3}{8}$	16.00
3	$3\frac{5}{8} \times 3\frac{5}{8}$	$7\frac{1}{4}$ "	$1\frac{3}{8}$	$1\frac{7}{8}$	18.00
4	$4\frac{3}{8} \times 4\frac{3}{8}$	12 "	$1\frac{3}{4}$	$2\frac{3}{8}$	20.00

Seneca Trio Shutter

The Trio is a popular-priced, non-retarding shutter, similar in appearance and construction to the Autic and Duo, but lacking the slow instantaneous exposures. Time, bulb and three fast instantaneous exposures are given, viz.,  $\frac{1}{25}$ ,  $\frac{1}{50}$ ,  $\frac{1}{100}$  part of second. Equipped with push button; iris diaphragm; the five-leaf exposure system; made of metal alloy; black enamel name plate with white letters, and can be released by finger or Push Cord.



A reliable and efficient shutter for small hand cameras.

No.	Light Aperture	PRICES
1	$\frac{3}{4}$ in.	\$4.00
2	1 "	5.00



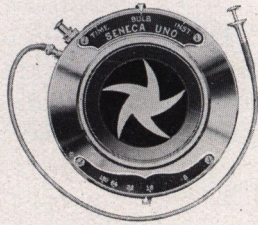
Shutters—Continued

Shutters Fitted to Seneca Cameras

**The Seneca Uno Shutter**

(New Model—Dustproof)

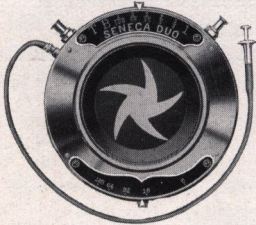
This reliable shutter is adapted to the use of all ordinary lenses. It is fitted with an Iris Diaphragm and a lever indicating time and instantaneous exposures. It is self-setting or automatic, and may be operated by finger or Push Cord Release.



	<b>PRICE</b>	No. 1	No. 2
The Seneca Uno Shutter...		\$2.50	\$3.00

**Seneca Duo Double Valve Shutter** (Dust proof)

The Seneca Duo Shutter has all mechanism inclosed in the case, making it thoroughly reliable. In addition to time and bulb exposures it gives several different speeds of instantaneous as well as time exposures. It has an Iris Diaphragm and there are five shutter leaves, and when opening and closing assume a star-shaped aperture, thereby giving the greatest possible illumination; can be released by finger or Push Cord.



<b>PRICES</b>			
No. 2 Aperture	No. 3 Aperture	No. 4 Aperture	No. 5 Aperture
1-in.	1 3/8-in.	1 3/4-in.	2 1/4-in.
4 x 5, 5 x 7	6 1/2 x 8 1/2	8 x 10	11 x 14
\$6.00	\$8.00	\$10.00	\$14.00

**The Seneca Autic Automatic Shutter** (Dustproof)

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 and has all the speed that is required for the most particular work. The Autic Shutter, like the Duo, possesses five shutter leaves. Can be released by finger or Push Cord.

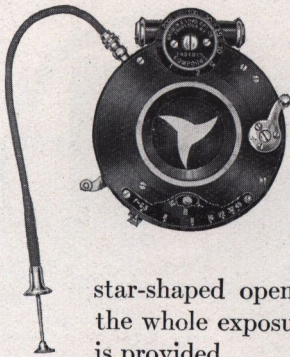


<b>PRICES</b>			
No. 1 Aperture	No. 2 Aperture	No. 3 Aperture	No. 4 Aperture
3/4-in.	1-in.	1 1/4-in.	1 1/2-in.
3 1/2 x 4 1/2	4 x 5, 5 x 7	6 1/2 x 8 1/2	8 x 10
\$7.00	\$8.00	\$10.00	\$12.00



Shutters—Continued

The Bausch & Lomb Compound Shutter



This new combined automatic and setting shutter will be especially appreciated by photographers whose speed requirements are met by a between-lens shutter. An ingenious locking device prevents the making of instantaneous bulb or time exposures unless desired. The steel segments of the shutter leaves form a star-shaped opening giving even illumination during the whole exposure, while an independent diaphragm is provided.

No.	Opening Inches	Maximum Speed Second	PRICES	No.	Opening Inches	Maximum Speed Second	PRICES
00	$\frac{11}{16}$	$\frac{1}{300}$	\$12.00	3	$1\frac{9}{16}$	$\frac{1}{100}$	\$19.00
0	$\frac{13}{16}$	$\frac{1}{270}$	12.00	4	2	$\frac{1}{100}$	20.50
1	$1\frac{1}{8}$	$\frac{1}{200}$	15.50	5	$2\frac{1}{2}$	$\frac{1}{75}$	30.00
2	$1\frac{3}{8}$	$\frac{1}{150}$	15.50				

The Studio Shutter

This shutter is absolutely noiseless, as it has rubber cushions at all points of contact in the mechanism. This shutter 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.



No. of Shutter	Outside Diameter	Light Opening	Will fit Series A Portrait Lenses as follows:	PRICES
1	$3\frac{1}{2}$ in.	$2\frac{1}{16}$ in.	No. of Lens, 3	\$10.00
2	$4\frac{1}{4}$ "	$2\frac{7}{16}$ "	" " " 4	12.00
3	$4\frac{7}{8}$ "	$2\frac{15}{16}$ "	" " " 5	14.00
4	$5\frac{7}{8}$ "	$3\frac{1}{2}$ "		16.00
5	$6\frac{7}{8}$ "	$4\frac{1}{8}$ "		18.00

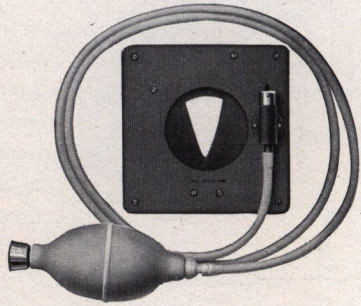


Shutters—Continued

**Improved Packard Ideal Shutter**

Specially Adapted for View Cameras

This Shutter has three wings, with the special advantage of a very large opening in a very small shutter. The No. 5 is adapted for "time" work only. The No. 6 is the same as the No. 5 with the exception of an "instantaneous" arrangement included for making snap shots. There is no jar or vibration, and as listed, bulb and tubing are included. This shutter can be used very nicely back of the lens.



New Improved View and Camera City View	Outside Dimensions Inches	Diameter Opening Inches	PRICES	
			No. 5	No. 6
5 x 7	3½	1¾	\$4.00	\$5.50
6½ x 8½	4	2	4.00	6.00
8 x 11	5	2¾	5.00	6.50
11 x 14	6	3¼	5.00	6.50
14 x 17	7½	4	5.50	7.00
17 x 20	7½	4	5.50	7.00
Size for all Competitor View Cameras.....	4½	2¼	4.50	6.00

**Seneca Film Pack Adapter**

(Hingeless) For Daylight Loading Film Packs  
(Patented)



This adapter is interchangeable with the plate holders.

The use of the Seneca Adapter (hingeless) for daylight loading Film Packs gives the added advantage of being able to use the ground glass for focusing purposes while using film for exposures. The slide having been inserted, the Adapter may be removed from the camera and the ground glass placed in position. After the image has been sharply focused, the Adapter is replaced in the camera. Made of polished cherry and aluminum.

**PRICES**

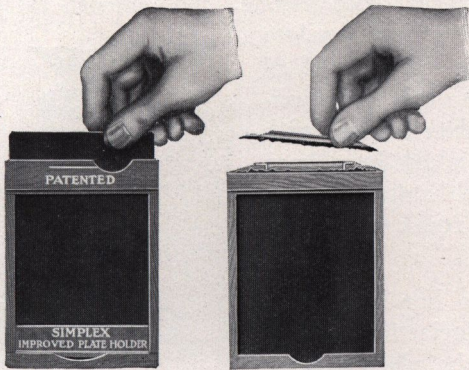
3½ x 4½	4 x 5	1912 Model 3 x 5½	3-A Model 3½ x 5½	5 x 7
\$1.00	\$1.25	\$1.25	\$1.25	\$2.00



## Simplex Double Plate Holder

Patented Light Trap and Wooden Bar

(Patented)



Simplex

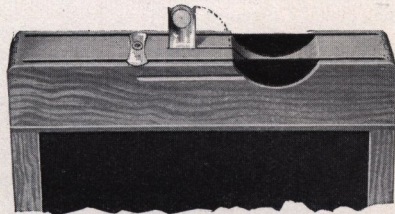
Other Holders

Showing how Slides are easily broken

The **SIMPLEX** Plate Holder has the new style of slide, one without the abominable wooden handles which are constantly breaking and causing annoyance. Either end of the slide may be used to designate that the plate has been exposed. It is only necessary to insert the slide so the "E" will

show at the thumb notch, and, when unexposed, the slide may be turned so the "E" will not be visible at the thumb notch.

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



The illustration above shows safety catch for keeping the slides in place, also the finger grip for lifting the holder out of carrying case.

### PRICES

	1912 Model	3-A Model			
$3\frac{1}{2} \times 4\frac{1}{2}$	$3\frac{1}{2} \times 5\frac{1}{2}$	$3\frac{1}{2} \times 5\frac{1}{2}$	$4 \times 5$	$4\frac{1}{2} \times 6\frac{1}{2}$	$5 \times 7$
\$1.00	\$1.00	\$1.00	\$1.00	\$1.25	\$1.25

In ordering Plate Holders in the  $3\frac{1}{2} \times 5\frac{1}{2}$  size be sure and specify whether they are to be the 1912 or 3-A model.

### SIMPLEX Plate Holder—for Graflex and Reflex

#### PRICES

	$3\frac{1}{2} \times 4\frac{1}{2}$	$4 \times 5$	$5 \times 7$
Natural Finish.....	\$1.50	\$1.50	\$1.75
Ebony ".....	2.00	2.00	2.50

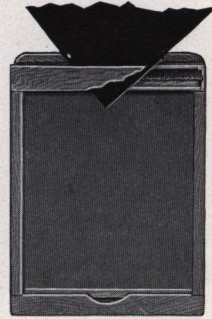


## Seneca Improved Double Plate Holder

(With Patented Light Trap and Wooden Bar for Holding Plate)

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

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



### PRICES

		1912 Model	3A Model						
3½ x 3½	3½ x 4½	3½ x 5½	3½ x 5½	4 x 5	4½ x 6½	5 x 7	6½ x 8½	8 x 10	
\$ .80	\$ .80	\$ .80	\$ .80	\$ .80	\$1.00	\$1.00	\$1.50	\$1.75	

### Special Sizes, Improved Holder

4 x 5 size Holders made to take 3¼ x 4¼ size Plates .....	\$ .80
4 x 5 size Holders made to take 9 x 12 cm. size Plates.....	.80
5 x 7 size Holders made to take 4¼ x 6½ size Plates .....	1.00
5 x 7 size Holders made to take 4¾ x 6½ size Plates .....	1.00
5 x 7 size Holders made to take 13 x 18 cm. size Plates .....	1.00

NOTE—Every Seneca plate holder is carefully tested and fitted to Seneca Cameras; they cannot possibly leak light. Seneca Cameras are guaranteed only when Seneca holders marked "Made by Seneca Camera Mfg. Co." are used. Our Cameras not guaranteed if operated with imitation holders.

## English Book Style of Plate Holder

This is the regular English form of holder, has many advantages, and is especially adapted for sizes larger than 8 x 10. The two sides are hinged and open like a book when placing or displacing the plates.

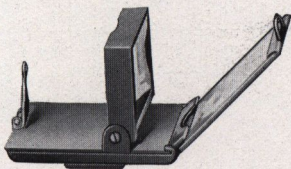
10 x 12 size Holders with Press-board Slides .....	\$4.00
11 x 14 size Holders with Press-board Slides .....	4.00
14 x 17 size Holders with Press-board Slides .....	5.00
16 x 20 size Holders with Press-board Slides .....	7.00
17 x 20 size Holders with Press-board Slides .....	7.00



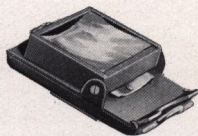
# SENECA CAMERA MANUFACTURING COMPANY

## Holder Slides

Size of Holder	PRICES		Size of Holder	PRICES	
	Press-board	Hard Rubber		Press-board	Hard Rubber
3¼ x 4¼	\$ .10	\$ .20	8 x 10	\$ .35	\$ .65
3¼ x 5½	.15	.25	11 x 14	.50	1.50
4 x 5	.15	.25	14 x 17	.75	2.50
4¼ x 6½	.20	.35	16 x 20	1.00	4.00
5 x 7	.20	.35	17 x 20	1.00	4.00
6½ x 8½	.25	.50			



Finder Open, Ready for Work



Finder Folded and Closed

## Seneca Direct View Finders

In these Finders, the image appears right side up and corresponds exactly with the plate. The Seneca Direct View Finders are easily attached to the Cameras; they are removable and collapsible, and possess a patented disappearing mirror reflector.

### PRICES

No. 1, for Cameras up to 4 x 5 size.....	\$2.50
No. 2, for 5 x 7 Cameras.....	3.00
No. 3, for 6½ x 8½ and 8 x 10 Cameras.....	3.50

## Defender Film Clip



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

The weight of the clip is sufficient to prevent buckling of films while drying and an excellent holder for prints. Its grip is positive and yet will not injure the surface of either film or paper. When used for hanging films in connection with tank development, they will be found indispensable.

Price, each.....	\$ .10
Price, per dozen.....	1.00



## Seneca Complete Developing and Printing Outfits

These outfits contain all the necessary apparatus, chemicals and material 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:

- |                      |                                   |
|----------------------|-----------------------------------|
| 2 Japan Trays        | 1 Four-ounce Measuring Glass      |
| 1 Ruby Lamp          | 1 Dozen Sensitized Printing Paper |
| 1 Printing Frame     | 1 Print Roller                    |
| 2 Developing Powders | 1 Manual of Instructions          |
| 1 Dozen Card Mounts  | 1 Exposure Meter                  |
| 1 Package Hypo       |                                   |

### PRICES

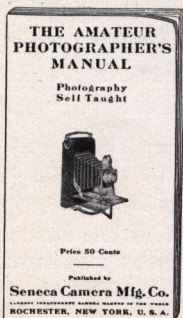
- |  |        |
|--|--------|
| No. 1 Outfit as above, for $3\frac{1}{2} \times 4\frac{1}{4}$ , $4 \times 5$ or $3\frac{1}{4} \times 5\frac{1}{2}$ size material . . . . . | \$1.50 |
| No. 2 Outfit as above, for $5 \times 7$ or $4\frac{1}{4} \times 6\frac{1}{2}$ size material . . . . .                                      | 2.50   |

In ordering mention size required

## Amateur Photographic Manual of Photography Self Taught

The Amateur Photographer's Manual will enable any one, without previous experience, by simply following the instructions contained in the 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 flashlights, groups, landscapes and instantaneous work.

Over 400,000 copies of this book have been sold since its introduction, due entirely to its merits.



### PRICE

- |  |        |
|--|--------|
| Amateur Photographic Manual of Photography Self Taught . . . . . | \$ .20 |
|--|--------|

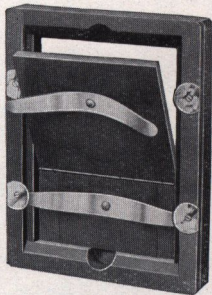
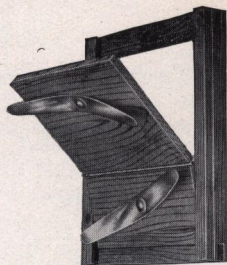


# SENECA CAMERA MANUFACTURING COMPANY

## Seneca Printing Frames

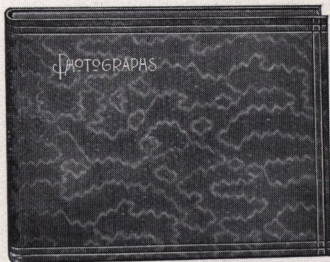
### Prices Amateur Frames (Piano Hinge)

2½ x 2½.....	\$ .20
3½ x 3½.....	.20
3½ x 4¼.....	.20
3½ x 5½ (Post Card)	.25
3¾ x 6.....	.25
4 x 5.....	.25
4¼ x 6½.....	.30
5 x 7.....	.35

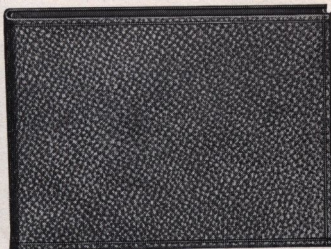


### Prices Professional Frames (Piano Hinge)

3¼ x 4¼.....	\$ .45	8 x 10.....	\$ .75
4 x 5.....	.45	10 x 12.....	1.25
3¼ x 5½.....	.45	11 x 14.....	1.80
3¾ x 6.....	.45	14 x 17.....	2.75
4¼ x 6½.....	.50	16 x 20.....	3.50
5 x 7.....	.50	18 x 22.....	4.00
5 x 8.....	.60	20 x 2½.....	5.00
6½ x 8½.....	.60		



Style A



Style B

## Royal Photograph Albums

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

"Style A" has a covering of Black Moire Cloth, nicely ornamented with "Photographs" in gilt letters. "Style B" is covered with genuine seal grain leather which makes a most substantial Album for your pictures.

### "Style A" Black Moire Cloth Flexible Carbon Leaves

Number	Size	Leaves to Album	Price, Each
3300/50	5½ x 7	50	\$.40
3301/50	7 x 10	50	.55
3302/50	10 x 12	50	.90
3303/50	11 x 14	50	1.25

### "Style B" Genuine Leather "Seal" Flexible Carbon Leaves

Number	Size	Leaves to Album	Price, Each
5100/50	5½ x 7	50	\$.80
5101/50	7 x 10	50	1.20
5102/50	10 x 12	50	2.00
5103/50	11 x 14	50	2.40



### Premo Film Packs

Twelve exposures in each pack.

Size	Prices	Size	Prices	Size	Prices
1 3/4 x 2 3/4	\$.25	3 1/4 x 4 1/4	\$.70	4 x 5	\$.90
2 1/4 x 3 1/4	.40	3 x 5 1/4	.75	5 x 7	1.60
2 1/2 x 4 1/4	.50	3A (3 1/4 x 5 1/2)	.80		

### Brushes

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

#### PRICES

	1-in.	2-in.
Bristle Metal Bound Brush for pasting	\$.15	\$.25
Camels Hair Metal Bound for dusting plates and plate holders	.25	.50



### Card Mounts

The Card Mounts that we offer have proven to be the most satisfactory. We offer but one grade, which is carefully selected by us and the quality of the card stock is guaranteed. The color is plain scotch gray which sets off nicely any print mounted upon it.

#### PRICES

No.	Outside Dimensions	For Prints	Per Dozen	Per 100
100	5 x 5	3 1/2 x 3 1/2	\$.12	\$.80
101	4 3/4 x 5 3/4	3 1/4 x 4 1/4	.12	.80
102	5 1/2 x 6 1/2	4 x 5	.15	.85
103	4 3/4 x 7	3 1/4 x 5 1/2	.18	.90
104	6 1/2 x 8 1/2	5 x 7	.20	1.30

### Focusing Cloth

Our Focusing cloth is made from the best gossamer material, light in weight, light-tight and water-proof. Each cloth is one yard square. Price each, 40 cents.

### Lens Boards for Hand and View Cameras

Prices

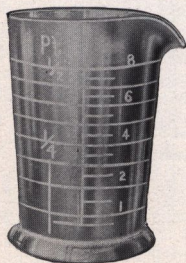
For Hand Cameras up to and including 5 x 7, except Stereo	\$.35
For Hand Cameras larger than 5 x 7	.50
For Stereo Cameras	.50
For View Cameras up to and including 8 x 10 size	.50
For View Cameras larger than 8 x 10 size	.80

### Seneca Measuring Glass

(Necessary for Every Dark Room)

#### PRICES

4 ounce	\$.10
8 ounce	.15
16 ounce	.25



### Seneca Print Roller

(With Rubber Roller)

#### PRICES

4 inch	\$.20
6 inch	.30





## 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; made of ash. When extended it is 4 feet 8½ inches long, while it is but 22¾ inches in length when folded or closed. The top is so made that the legs, when adjusted, are practically locked, avoiding any possibility of their becoming detached

after the tripod is placed and ready for use.

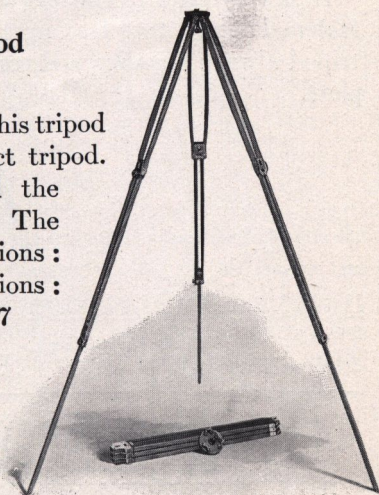
Style	Size of Camera	Weight	PRICES
No. 2	5 x 7 and smaller	38 oz.	\$2.50
" 2½	6½ x 8½ " "	3 lb. 2 oz.	3.00
" 3½	11 x 14 " "	4 lb. 13 oz.	4.00

### Special Compact Tripod (Wooden Top)

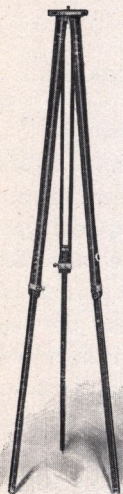
In design and construction this tripod is similar to the regular compact tripod. It is constructed of ash and the trimmings are made of brass. The head is detachable. Dimensions: extended, 57 inches. Dimensions: folded, 22¾ inches. Weight, 27 ounces.

#### PRICE

Special Compact Tripod . . . . \$2.00







Sliding  
Tripod  
Folded

### Special Sliding Tripod (Metal Top)

This is a light sliding tripod and is made of spruce, and in one size only; suitable for cameras up to 5 x 7 in size. The tripod is made in two sections, the lower half sliding into the other. When closed it measures 30 $\frac{1}{4}$  inches and when extended 56 $\frac{3}{8}$  inches. Weight, 20 ounces.

#### PRICE

Seneca Sliding Tripod..... \$ .80

### 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.



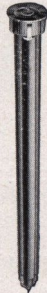
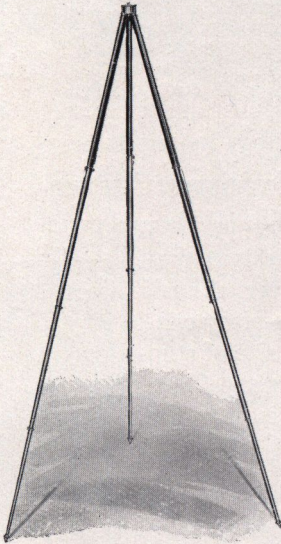
No.	Length When Extended, Inches	Length When Closed, Inches	Style	Size of Camera	PRICES
1	56 $\frac{1}{4}$	30 $\frac{3}{4}$	No. 1	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	\$2.00
2	60	32 $\frac{1}{2}$	No. 2	8 x 10	2.50
4	58 $\frac{1}{2}$	33	No. 4	17 x 20	4.00



## Seneca Metal Tripods

(Imported)

The prevailing demand for extremely compact tripods embracing pronounced rigidity, coupled with light weight, has prompted the introduction of the Seneca Metal Tripods.



Metallic  
Tripod  
Folded

These tripods are made from the best quality brass tubing, highly polished, the upper or top section being black enamel with heavily nickel plated heads.

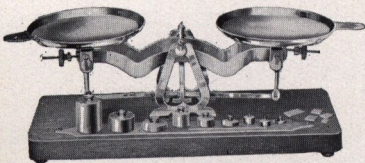
Each section locks automatically when drawn out. To close, simply press the top catches and the remaining sections will automatically release and telescope. Added strength is found in the double catch at each locking point, featured in the entire assortment. Any particular part can be easily removed for repairs, should the occasion arise.

The finest quality of material and best workmanship prevail throughout the entire assortment.

No.	Sections	Length Closed	Length Extended	Weight	Price
300	3	17 in.	43 in.	14 oz.	\$1.50
400	4	16 "	49 "	20 "	2.25
500	5	15 "	53½ "	24 "	2.75

## 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.

### PRICE

The Seneca Scale..... \$3.00







## Seneca Electrode Trays

These trays are seamless, one piece moulded and will hold their shape.



They offer a most durable acid-resisting product for general amateur use. All inside corners of the tray are rounded to prevent retaining sediment and are easily cleaned.

As an all-round inexpensive tray this offering is superior to any on the market.

### PRICES

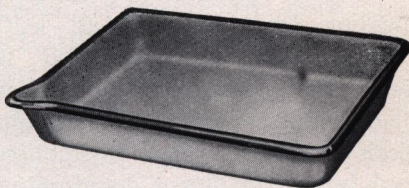
For plate 4 x 5.....	\$ .15
For plate 5 x 7.....	.25
For plate 8 x 10.....	.55

## Seneca Steel Enameled Trays

(Triple Coated)

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

They are one piece stamped from the best sheet steel, triple coated with the finest quality white porcelain enamel



having blue enamel rim. These trays offer a most superior chemical and acid resisting product, for either cold or heated solutions.

Full Size	For Plate	Depth	Price Each
4½ x 5¾	4 x 5	1¼	\$ .25
4¾ x 6¾	4 x 6	1½	.25
5½ x 7¾	5 x 7	1¾	.50
5¾ x 9	5 x 8	1½	.60
7¾ x 10	6½ x 8½	1½	.75
9 x 11	8 x 10	1¾	1.00
10¾ x 13	10 x 12	1¾	1.50
12¾ x 15½	11 x 14	2	2.00
13½ x 17½	12 x 16	2	2.60
15 x 17¾	14 x 17	2¼	3.75

**Shellac**—Black, Orange or White for finishing woodwork on Cameras.....

Price 4 oz. bot. 25c.

**Cement**—Invaluable for mending Bellows, Rubber Cloth, etc.....

Price 4 oz. bot. 25c.

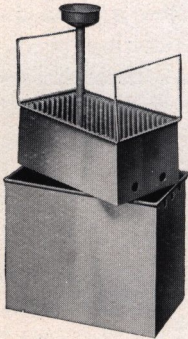
**Glue (Liquid)**—for repairing all kinds of woodwork on Cameras, Plate Holders, etc.....

Price 4 oz. bot. 25c.



### Seneca Removable Rack Wash Box

Perfectly washed plates are essentially necessary to good negatives. Great convenience is found in the Seneca Removable Rack Wash Box by being able to remove the rack to permit loading the plates for washing.



The construction of the Box insures thorough and quick washing, from the fact the water is fed to the bottom of the box with a top overflow.

After washing the plates, the loaded rack can be removed and used as a drying rack.

Made of good substantial zinc, compact and most efficient. Holds twelve 5 x 7 or twenty-two 4 x 5 plates.

Price each..... \$ .75

### Seneca Camera Dressing

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



Price of 4 ounce bottle..... \$ .25

### Seneca Push Cord Release



Unusual advantages are found in the Push Cord Release over the bulb and tube. They give perfect shutter control in exposure without creating the slightest vibration, and eliminate all possible chance of pumping dust into the shutter.

Made of carefully tested cabled wire with finely woven flexible covering. They occupy no appreciable space, most durable and easily attached. Made for shutters listed in this catalogue only.

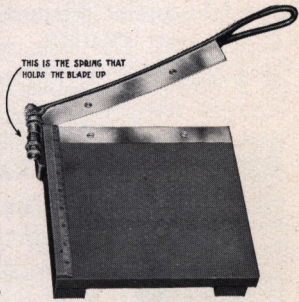
Price..... \$ .50



## Seneca Trimming Board

(Insures Perfect Trimming of Prints)

The SENECA Trimming Boards are made with adjustable spring attachment holding the blade upraised ready for instant use. No other trimmer provides this feature. These trimmers are guaranteed first quality and satisfactory for accurate work. Each size is fitted with a measuring rule affording accuracy in trimming, the blade being carefully adjusted to cut clean, sharp edges.



Offered in 3 sizes:

	Prices
No. 1 SENECA—Diamond Trimmer 6 inch blade. ....	\$1.25
No. 2 SENECA—Dandy Trimmer 8 inch blade. ....	1.75
No. 3 SENECA—Studio Trimmer 10 inch blade. ....	2.50

## Seneca Lithoak Frame

For Post Cards and Snap Shots

No wire or cord necessary for hanging. A neat hanger is attached. Each frame comes neatly packed in box with directions for inserting card.



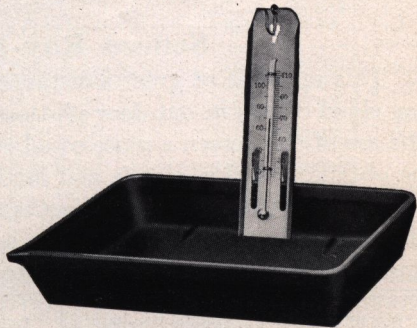
### PRICES

Seneca Lithoak Frame, each.....	\$ .10
Seneca Lithoak Frame, per dozen.....	1.20

## Tank—Tray Thermometer

Combining the most efficient Thermometer of the highest standard, for either tank or tray use.

Being made of brass heavily silver plated renders them non-corroding. The two holding springs are of sufficient size to permit use on any ordinary tray in addition to the hook adjustment for hanging in the tank, coupled with opening to hang up when not in service, and offering unique combinations not found in any other Thermometer on the market.



Price, each ..... \$ .50



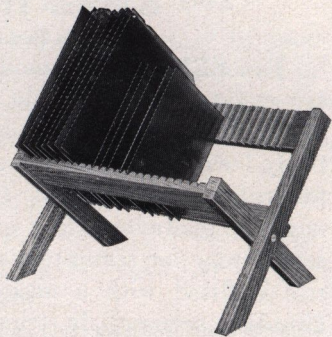
# SENECA CAMERA MANUFACTURING COMPANY

## Negative Racks

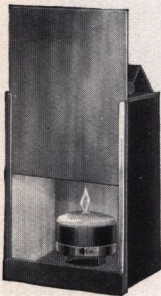
Will hold any size negative, and fold up flat when not in use.

### PRICES

No. 1—Holding 12 negatives.....\$ .20  
 No. 2—Holding 24 negatives..... .25



## Seneca Candle Lamp



This is a neat and compact Ruby Lamp, suitable for tourist or regular dark-room purposes; made of japanned tin; well ventilated. It is fitted with a Ruby Glass  $3\frac{1}{2} \times 4\frac{1}{2}$  inches. The lamp complete measures  $6 \times 3\frac{5}{8} \times 2\frac{1}{2}$  inches.

It is provided with cup for night-light candles.

### PRICES

Seneca Candle Lamp.....\$ .25  
 Candles per dozen......40  
 Candles per gross..... 4.00

## Seneca Lamp

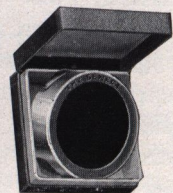
(For Oil)

This lamp is fitted with both orange and ruby glass to insure perfect safety in handling the most highly sensitized film or plate. Proper ventilation is provided to obviate smoking and going out. Filled from outside, not requiring to remove burner. Price 60 cents.



## 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 the cloud effect. This ray screen is of selected ground and polished glass, corrected optically.

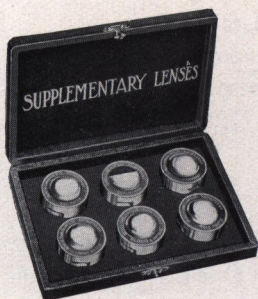


Size of Camera	Outside Diameter	Diameter of Lens	PRICES
No. 1	$1\frac{1}{2}$ inch	$1\frac{1}{4}$ inch	\$1.00
No. 2	2 "	$1\frac{3}{4}$ "	1.25
No. 3	$3\frac{1}{4}$ "	$2\frac{7}{8}$ "	1.50



## Seneca Photo Optical Outfit

(For Hand Cameras)



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

### PRICES

Outfit Complete for 4 x 5 and 5 x 7, diameter of lens $1\frac{5}{8}$ inches . . . . .	\$3.75
Enlarging and Copying Lens . . . . .	.75
Wide Angle Lens . . . . .	.75
Portrait Lens . . . . .	.50
Tele Photo Lens . . . . .	.75
Ray Filter . . . . .	.75
Duplicator . . . . .	.40

Any three of the above Supplementary Lenses and Duplicator, making four in all, furnished in neat case. Price \$2.50.

Any two of the above Lenses and Duplicator, making three in all, furnished in neat case. Price \$1.75.

## Seneca Carrying Case

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.



Style of Camera Made to carry Camera and extra Plate Holders	$3\frac{1}{2} \times 4\frac{1}{2}$	$3\frac{1}{2} \times 5\frac{1}{2}$ 4 x 5	5 x 7
Seneca Pocket Camera, Nos. 29 and 31—leatheret . . . . .	\$1.50	\$1.50	\$2.00
Seneca Nos. 8 and 9—leatheret . . . . .	. . . . .	1.75	2.50
Seneca Pocket Camera, Nos. 29 and 31—leather . . . . .	4.50	5.00	6.00
Seneca Nos. 8 and 9—leather . . . . .	. . . . .	6.00	7.00

Carrying Cases for Roll Film Senecas listed under respective cameras.

Shoulder Straps for above Carrying Cases, prices . . . . .  $56$  in. length  $66$  in.  
\$ .30 \$ .40

## Canvas Cases for View Cameras

To Carry	Style	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	8 x 10	11 x 14	14 x 17	17 x 20
Camera 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



SENECA CAMERA MANUFACTURING COMPANY

**Photographic Papers, Film, Dry Plates and Chemicals**

**Defender Argo Paper**

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

Argo—A Developing (Gaslight) Paper

Five surfaces: Matte, Gloss, Velours, Rough and Buff; three emulsions: Hard, Normal and Soft. 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.	Gross	Size	Doz.	Gross
3½ x 3½	\$ .12	\$1.20	6½ x 8½	\$ .50	\$ 5.00
3¼ x 4¼	.12	1.20	7 x 9	.55	5.80
4 x 5	.15	1.50	8 x 10	.60	6.50
3⅞ x 5½	.15	1.50	10 x 12	.90	9.70
4 x 6	.15	1.50	11 x 14	1.20	13.00
5 x 7	.30	3.00	14 x 17	1.90	20.00
5 x 8	.30	3.30	16 x 20	2.40	25.80
			20 x 24	3.60	38.50

10-foot Rolls, 20-in. wide, \$1.35

10-yard Rolls, 20-in. wide, \$4.00

10-foot Rolls, 40-in. wide, \$2.70

10-yard Rolls, 40-in. wide, \$8.00

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

**Defender Disco Paper**

Disco Gloss—A Gelatine Printing-out Paper

**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
5 x 7	.27	1.45	2.40	14 x 17	1.62	9.45	18.00
5 x 8	.27	1.60	2.70	16 x 20	2.16	12.60	24.30
				20 x 24	3.15	18.45	36.00

10-foot Rolls, 20-in. wide, \$1.10

10-yard Rolls, 20-in. wide, \$3.20

Full directions for working Defender papers are enclosed in every package, including formulae and hints regarding light, exposure and development.



# SENECA CAMERA MANUFACTURING COMPANY

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

### The Defender Vulcan Dry Plate

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

Size of Camera	Price Per Dozen	Size	Price Per Dozen	Size	Price Per Dozen
3½ x 3½	\$ .40	4½ x 6½	\$ .90	8 x 10	\$2.40
3¼ x 4¼	.45	5 x 7	1.10	10 x 12	4.20
3¼ x 5½	.65	5 x 8	1.25	11 x 14	6.00
4 x 5	.65	6½ x 8½	1.65	14 x 17	9.00

### Defender Orthochromatic Dry Plates

This plate is strongly recommended to all who want a little more fidelity in the rendering of colored objects than the usual plates will give.

**Prices**—same as Vulcan given above.

### Defender Orthochromatic Non-Halation Dry Plates

This is the Defender plate De Luxe, possessing all the advantages of the plain Orthochromatic plate and, in addition, prevents halation. The use of this plate enables one to photograph subjects of great contrast without difficulty. It is invaluable for working against the light, making portraits with a window background and for interior work generally.

Size of Camera	Price Per Dozen	Size	Price Per Dozen	Size	Price Per Dozen
3½ x 3½	\$ .50	5 x 7	\$1.40	8 x 10	\$3.00
3¼ x 4¼	.55	5 x 8	1.55	10 x 12	5.15
3¼ x 5½	.80	6½ x 8½	2.10	11 x 14	7.25
4 x 5	.80			14 x 17	11.25

### Sensitized Postal Cards

Argo Post Cards in Matte, Gloss and Velours surfaces and the same grades of emulsion as Argo Paper. Monox post cards are a bromide emulsion, manufactured in one degree of contrast, Matte and Velours surfaces, and sell for exactly the same price as Argo cards.

#### PRICES

Sensitized Postal Cards, per dozen.....	\$ .15
Sensitized Postal Cards, per gross.....	1.50
Sensitized Postal Cards, per 1,000.....	7.00



# SENECA CAMERA MANUFACTURING COMPANY

## Seneca M. Q. Developing Powder

For developing Seneca, Argo, or any other developing or gas-light paper. This is a carefully prepared universal Metol Hydrochinon developer; used also in developing plates and film. Put up in paraffine lined tubes ready for use. Each tube makes 4 ounces of developer for regular papers and 8 ounces for films, plates and Bromide Papers.

### PRICE

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

## De-Fen-Co Developer



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

Four-ounce bottle. . . . . \$ .20  
 Eight-ounce bottle. . . . . .35  
 Sixteen-ounce bottle. . . . . .60

## De-Fen-Co Hardening Solution

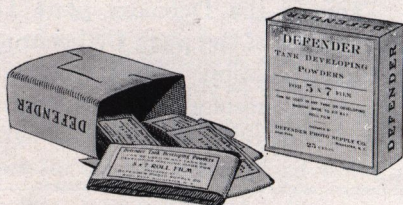
For acidifying the hypo fixing bath. Keeps indefinitely without deterioration.

Four-ounce bottle, \$ .15 Eight-ounce bottle, \$ .25 Sixteen-ounce bottle, \$ .40

## Defender Tank

### Developing Powders

Six sets of powders in box.  
 For 2 1/4 x 3 1/4 film. . . . . \$ .15  
 For 3 1/4 x 5 1/2 film. . . . . .20  
 For 5 x 7 film. . . . . .25



## Seneca Toning Solution

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

Price in Powdered form, sufficient for 16 ounces of Solution. . . . . \$ .25

## Hypo (Hyposulphite of Soda)

Price per pound. . . . . \$ .10

## Seneca Acid Fixing Powder

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

One-lb. box, making 64 ounces solution. . . . . \$ .25  
 One-half-lb. box, making 32 ounces solution. . . . . .15  
 One-quarter-lb. box, making 16 ounces solution. . . . . .10







# SENECA CAMERA MANUFACTURING COMPANY

## Vulcan Orthochromatic Roll Film



Comparative tests have proven this film to be in every respect equal in quality to any other on the market. To some of the others, indeed, the Vulcan is superior. It is dependable at all times, and this makes it popular with amateurs who desire to be assured of best results.

### Price List

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

No.	Film	Size of Picture	Cameras	6 Exp	12 Exp.
254	1½ in.	1½ x 2½ in.	Vest Pocket Kodak	20c 8 Exp	
242	1½ in.	1½ x 2½ in.	No. 0 Folding Pocket Kodak, No. 0 Graphic	15c	
234	2½ in. A	2½ x 2½ in.	No. 1 Brownie	15c	
240	2½ in. B	2½ x 3½ in.	No. 2 Scout No. 2 Brownie, No. 2 Folding Brownie No. 2 Buster Brown, No. 3 Buster Brown No. 1 Folding Buster Brown, V. P. Ansco and 2½ inch Ensign	20c	
210	2½ in. C	2½ x 3½ in. 2½ x 7 in.	No. 1 Roll Film Seneca No. 1 Folding Pocket Kodak No. 1 Panoram Kodak	20c	
232	2½ in.	2½ x 4½ in.	No. 1A Roll Film Seneca, No. 2A Scout No. 1A F. P. K. Special, No. 1A F. P. Kodak, Anso Junior, No. 2A Brownie, No. 1A Graflex, No. 1A Speed Kodak, No. 1A Fold. Hawk Eye, No. 2A Buster Brown, No. 2A Folding Brownie, 2½ inch Ensign No. 2A Folding Scout	25c	50c
236	3½ in.	3½ x 4½ in. 3½ x 6½ in.	No. 3 Roll Film Seneca No. 3 F. P. K., No. 3 Fold. Weno, No. 3 Focusing Weno, Nos. 2, 4 and 6 Ansco, No. 3 Spec. Kodak, Nos. 1 and 2 Stereo Hawk Eye, No 5 Weno, No. 3 Folding Hawk Eye and Ensign	35c	70c
248	3½ in. B	3½ x 4½ in.	No. 3 Scout, No. 3 Folding Scout No. 3 Brownie, No. 3 Folding Brownie, No. 3 Bulls Eye,	35c	70c
244	3½ in. A	3½ x 5½ in.	No. 3A Roll Film Seneca, No. 3A F.P.K., No. 9 Ansco, No. 10 Ansco, No. 3A F. P. K. Special (No. 3A Graflex) No. 3A Folding Brownie, No. 7 Weno, No. 3A Folding Hawk Eye, 3½A Ensign No. 3A Folding Buster Brown, 3A Folding Scout	40c	70c 10 Exp.
250	3½ in. C	3½ x 5½ in.	No. 3A Scout, No. 3B Quick Focus Kodak, Stereo Brownie, No. 3A Ansco, No. 3B Folding Hawk Eye, No. 6 Weno,	40c	70c 10 Exp.
202	3½ in.	3½ x 3½ in. 3½ x 7 in.	No. 2 Bullet, No. 2 Bullet Special, No. 2 Bulls Eye, No. 2 Bulls Eye Special, No. 2 F.P. Kodak, No. 1 Ansco, No. 2 Flexo Kodak, No. 2 Stereo Kodak, No. 2 Weno. Nos. 3 and 4 Stereo Hawk Eye,	30c	60c
206	4 in.	4 x 5 in.	No. 4 Bullet, No. 4 Bulls Eye. No. 4 Bulls Eye Sp., No. 4 Fold. Weno, No. 4 Focusing Weno, No. 4 Panoram Kodak, No. 4 Weno, No. 3, 5 and 7 Ansco, No. 4 Bullet Sp.,	45c	75c 10 Exp.
246	4 in. A	4 x 5 in.	No. 4 F. P. K., No. 4 Screen Focus Kodak, No. 4 Folding Hawk Eye	45c	90c
238	4½ in.	4½ x 3½ in.	No. 3 Cartridge Kodak,	35c	70c



SENECA CAMERA MANUFACTURING COMPANY

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*Seneca Camera Mfg.  
Rochester N.Y. U.S.A.*

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