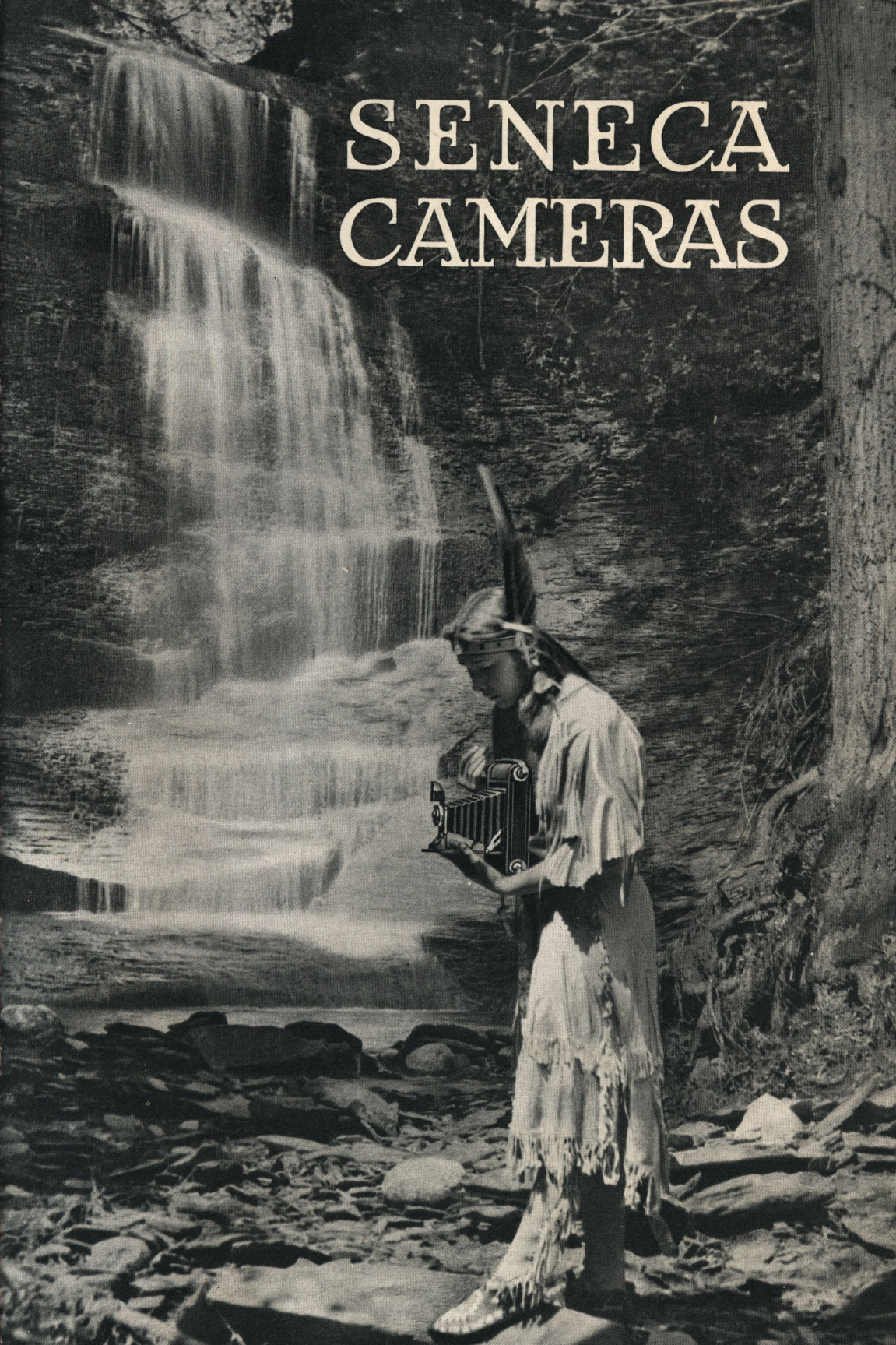


# SENECA CAMERAS





*“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”**



## PHOTOGRAPHIC PROGRESS



AS a means of artistic development the camera has come into its own. Its great educational value is justly recognized and thoroughly appreciated on every side.

The camera brings its user into closer relation with every phase of life; it arouses that human interest that takes account of things; it is an inspiration to self-development.

The camera unlocks the door into such a world of beauty and interest as to change, in a measure, one's whole idea of life.

But the greatest significance in the development of photography is that everyone may now possess a camera,—every man, woman and child. Think what that means! Photography has become at once the most entrancing pursuit of young and old alike.

The advent of Seneca Cameras has had much to do in bringing about the happy condition whereby all people may enjoy photography. Time was, and at no very distant date either, when the pleasures of picture-taking were restricted. Cameras and supplies were expensive. Photographic appliances were complicated. The knowledge of photographic processes remained in the hands of a few. Naturally, when the artist set out to take pictures he was never sure of his ground. Failures often outnumbered good negatives.

Seneca Cameras changed this. By their progressive development towards mechanical simplicity and optical perfection, Seneca Cameras have banished failure, swept away complication and made photography the art of the people. Beyond all this, it has remained for Seneca Cameras to bring photography within the reach of everyone. For Seneca Cameras are sold today at prices ranging from two dollars to one hundred dollars; in any size or style they are well rounded, adaptable and capable instruments.

To recount the successive steps in the development of photography is to chronicle the advances made by Seneca Cameras. For well nigh a quarter of a century photographic progress and Seneca Cameras have walked hand in hand. And during this period, it is to be noted that photographic advancements have followed one upon the heels of another, so swiftly in fact, that the new has hardly been understood and comprehended before it became the old. From year to year Seneca standards have steadily advanced, the paradox being oft repeated, of improving upon that which was pronounced to be perfect.

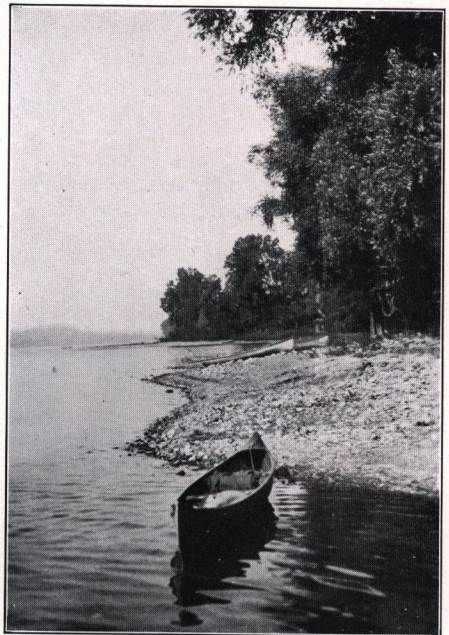
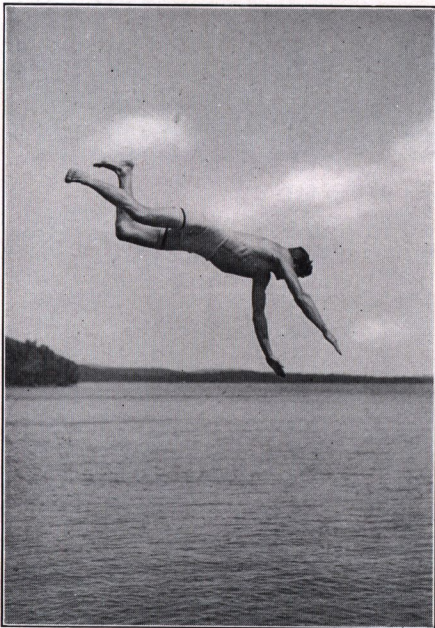
Presumably you are going to buy a camera. Turn with us, then, the pages of this catalogue; take note of each particular instrument; see its equipment; observe its price. The information is all there. We tell what each appliance is, what it does, and all about it, so that the reader may understand fully the instrument he is purchasing.

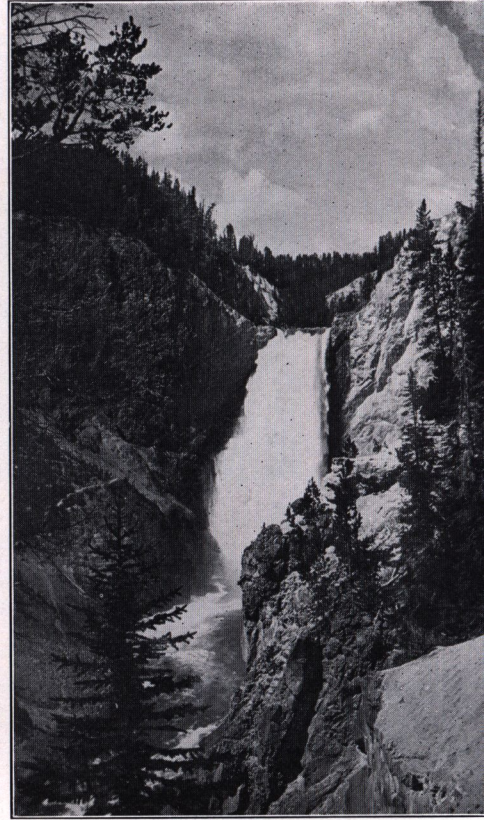
Our methods of sale are peculiar to ourselves in the photographic field: We send cameras on trial; it is for you who read this catalogue to determine for yourself just what instrument you think you would like to own, then go to your dealer and procure it; take it home and try it; test it thoroughly. If it does not meet with your expectations in every way, you can have your money back at once, and your mere say-so shall decide. Could anything be fairer? It is in this way that we have built up our business,—by showing confidence in the goods we sell and allowing people to try them at our expense. No other photographic manufacturer follows this plan.

There is room for you to do great things in photography. We want to emphasize this, even if we say less than we should about our Cameras and ourselves. For while photography is becoming more and more generally appreciated, the art is still in its infancy. No matter whether you have much or little time to spend in its study, photography offers much to those who will persevere. The photograph holds the very reality of things up before you. It is understood better than the printed page. And so the photo-artistic sense is being developed, along the same lines as literature. It is none too early for you to begin the serious study of photography; it is none too late for you to become a famous photographer. So select the Seneca Camera that pleases you, on one of the succeeding pages, and begin your photographic education at once.

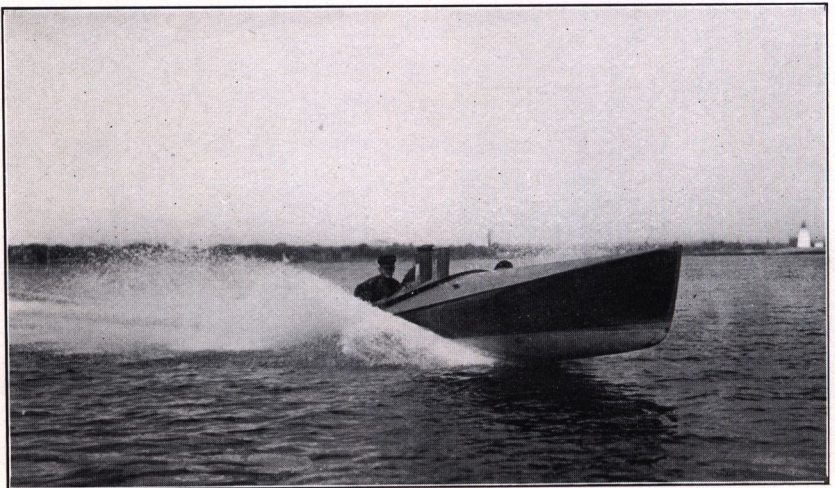


Pictures of this Size  $2\frac{1}{4} \times 3\frac{1}{4}$   
Made by No. 1 Seneca Junior, No. 1 Roll Film Seneca, No. 2 Scout,  
and Folding Filmett Cameras





**This Size of Picture  $2\frac{1}{2} \times 4\frac{1}{4}$   
Made by No. 1A Seneca Chief, No. 1A Roll Film Seneca,  
No. 2A Folding Scout, and No. 2A Scout Cameras**





**Pictures of this Size**

**2 $\frac{7}{8}$  x 4 $\frac{7}{8}$**

**Made by**

**No. 2C Seneca Chief**

**No. 2C Folding Scout**

**No. 2C Scout**





**Pictures of this Size**  
**3¼ x 5½**  
**(Post Card)**

**Made by**

**3A Roll Film Seneca**

**3A Folding Scout**

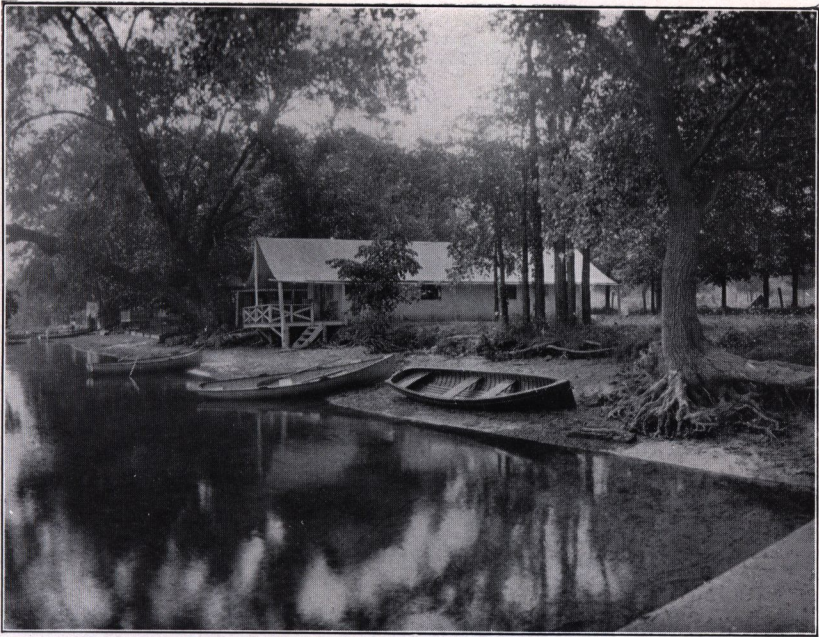
**3A Scout**

**3A Folding Filmett**

**Nos. 29, 31, 8 and 9 Cameras**







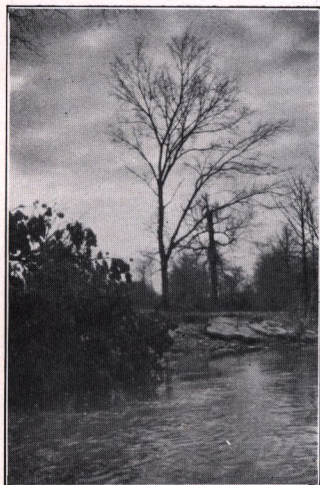
Pictures of this size  $3\frac{1}{4} \times 4\frac{1}{4}$   
Made by No. 3 Roll Film Seneca, No. 3 Folding Scout, No. 3 Scout,  
Folding Filmett, Box Filmett, and No. 31 Pocket Cameras



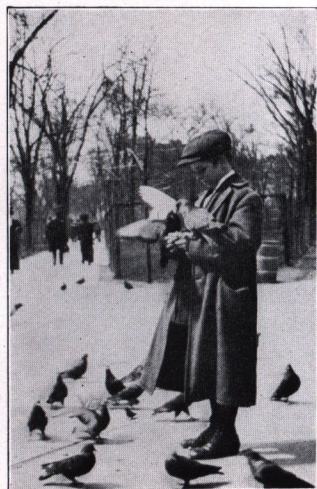
Seneca Cameras Nos. 29, 31, 8 and 9 make this 4 x 5 Picture



Showing Post Card  
size ( $3\frac{1}{4} \times 5\frac{1}{2}$ )  
enlargement from  
Vest Pocket Seneca  
picture



Vest Pocket Seneca  
*The Little Indian*  
makes pictures of this Size  
 $1\frac{5}{8} \times 2\frac{1}{2}$



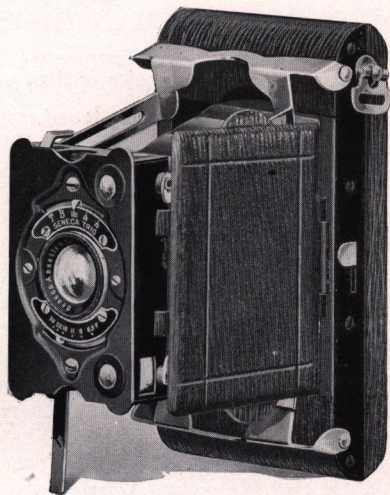
# The Vest Pocket Seneca

"THE LITTLE INDIAN"

For any standard make of film cartridge

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

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



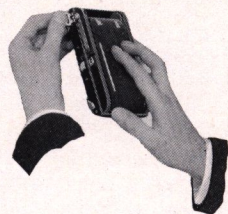
are designed not to interfere with the bellows and the finders are always in readiness.

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

Architectural subjects are more correctly represented by the Rapid Rectilinear Lens. It gives

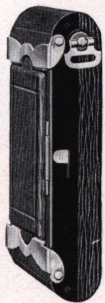
slightly greater speed and clearness in the details of the picture.

For snapshots under light conditions when others fail the Seneca Anastigmat Lens with a maximum speed of  $f: 7.5$  is unequalled at the price. Its brilliant and well defined negatives, sharp to the extreme corners, make good enlargements to many times the original size.



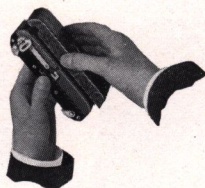
The most exacting requirements are met by the Seneca Anastigmat Lens  $f: 6.3$ ; microscopic definition, absolute flatness of field and, above all—extreme speed.

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



### Prices

Vest Pocket Seneca with Meniscus Achromatic Lens . . . . .	\$ 7.00
Vest Pocket Seneca with Rapid Rectilinear Lens . . . . .	8.50
Vest Pocket Seneca with Wollensak Anastigmat Lens, speed $f: 7.5$ . . . . .	12.50
Vest Pocket Seneca with Wollensak Anastigmat Lens, speed $f: 6.3$ . . . . .	22.50
Film Cartridge, 8 exposures, $1\frac{1}{8} \times 2\frac{1}{2}$ , Vulcan No. 254 . . . . .	.20
Leather Carrying Case . . . . .	1.25
Handbag . . . . .	.40
Seneca Portrait Attachment . . . . .	.50



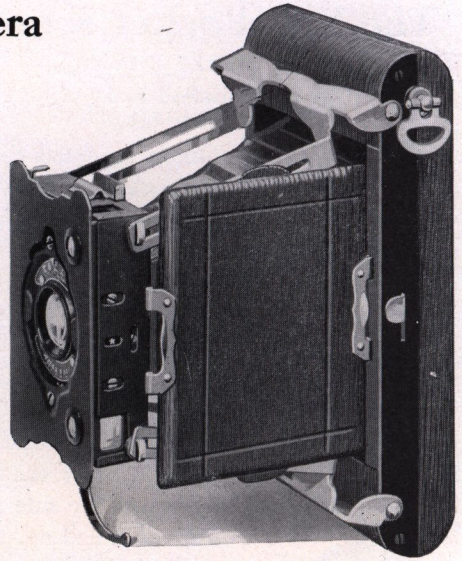
## No. 1 Seneca Junior Camera

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

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

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

The simplicity of the Vest Pocket Seneca has been faithfully carried out. With the Meniscus Achromatic and the Rapid Rectilinear equipment it is always in focus when the bellows is extended. The need of focusing with the Anastigmat



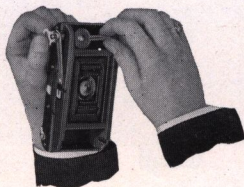
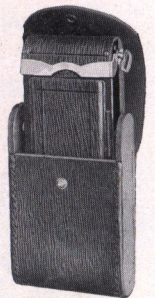
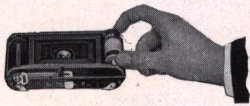
equipments has been met by a new and ingenious device. When the bellows is extended, the lens is automatically focused upon objects at a medium distance, a slight movement shifts the whole front to an exact focus upon objects either close at hand or far away. In closing and opening

the camera the lens is again automatically focused upon objects at a medium distance, making it proof against absolute failure.

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

The Optimo Shutter working as quickly as 1-200 part of a second is supplied with the Velostigmat Anastigmat Series II  $f: 4.5$  Lens for the high speed work of which this fast lens is capable. On the other lens equipments the Trio Shutter is furnished.

**Details:** For rectangular pictures  $2\frac{1}{4} \times 3\frac{1}{4}$  inches. Capacity, 6 exposures without reloading. Dimensions of Camera,  $1\frac{1}{4} \times 3\frac{1}{4} \times 6\frac{1}{4}$ . Weight, 14 ounces. Focus, fixed, always set. Lens, Meniscus Achromatic,  $3\frac{5}{8}$ -inch focus; Rapid Rectilinear  $4\frac{1}{8}$ -inch focus; Wollensak Anastigmat  $f: 7.5$ ,  $4\frac{1}{2}$ -inch focus; Wollensak Anastigmat  $f: 6.3$ ,  $4\frac{1}{4}$ -inch focus, or Velostigmat Series II Anastigmat  $f: 4.5$ ,  $3\frac{1}{2}$ -inch focus. Shutter, Trio (dustproof) for Time, Bulb or Instantaneous exposures of  $1/25$ ,  $1/50$ ,  $1/100$  part of a second. Optimo Shutter on  $f: 4.5$  equipment. Bellows, genuine leather. Trimmings, nickel plated, fine grain genuine leather covering. Frame, aluminum. View Finders, two brilliant.

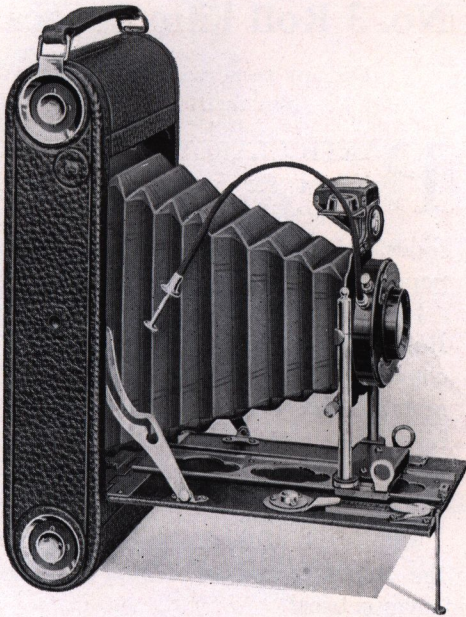


### Prices

No. 1 Seneca Junior with Meniscus Achromatic Lens . . . . .	\$ 8.00
No. 1 Seneca Junior with Rapid Rectilinear Lens . . . . .	10.00
No. 1 Seneca Junior with Wollensak Anastigmat Lens, speed $f: 7.5$ . . . . .	15.00
No. 1 Seneca Junior with Wollensak Anastigmat Lens, speed $f: 6.3$ . . . . .	25.00
No. 1 Seneca Junior with Velostigmat Series II Anastigmat Lens, speed $f: 4.5$ . . . . .	48.00
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$ , Vulcan No. 240 . . . . .	.20
Leather Carrying Case . . . . .	1.50
Seneca Portrait Attachment . . . . .	.50

## Nos. 1 and 1A Roll Film Senecas

For any standard make of film cartridge



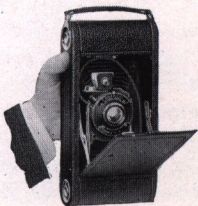
THESE two popular models differ only in the size of the picture they make. Both cameras are favorites with the discriminating amateur and embody every improvement for the successful making of pictures. Aside from the wide range of capabilities found in each of these compact instruments, both embody simplicity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

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

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

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

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



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

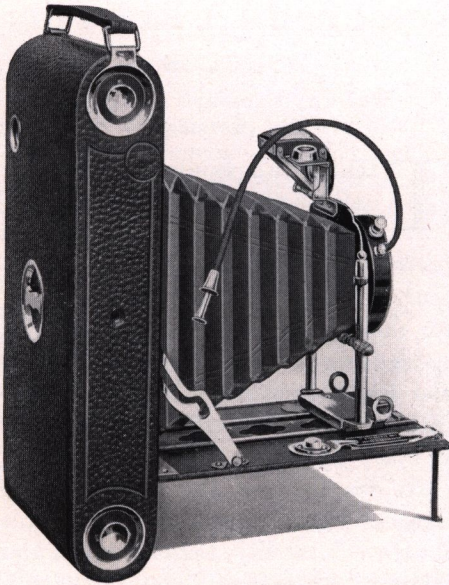
### Prices

	No. 1	No. 1A
Roll Film Seneca with Meniscus Achromatic Lens and Trio (dustproof) Automatic Shutter	$2\frac{1}{4} \times 3\frac{1}{4}$ \$12.00	$2\frac{1}{2} \times 4\frac{1}{4}$ \$14.00
Roll Film Seneca with Rapid Symmetrical Lens, speed $f: 8$ , and Trio (dustproof) Automatic Shutter	14.00	16.00
Roll Film Seneca with Rapid Symmetrical, speed $f: 8$ , Lens and Autic (dustproof) Automatic Shutter	17.00	18.50
Black sole leather Carrying Case with strap	2.00	2.25
Black leatheret Carrying Case	1.00	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	
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
Seneca Portrait Attachment	.50	.50



## No. 3 Roll Film Seneca

For any standard make of  
film cartridge



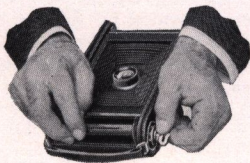
**P**ARTICULARLY well proportioned for enlarging and of correct size for making lantern slides,  $3\frac{1}{4} \times 4\frac{1}{4}$  pictures retain the popularity they have always enjoyed.

Simple in its operation, the No. 3 Roll Film Seneca is convenient and compact in its construction. For architectural work the lens may be raised or lowered by the rack and pinion which locks into position automatically.

Either the Meniscus Achromatic or the Rapid Symmetrical lens may be

depended upon for clear pictures; the Rapid Symmetrical being somewhat more carefully corrected. The Rapid Symmetrical Lens allows snapshots under light conditions when the Meniscus Achromatic would require a time exposure. Both shutters are dustproof and automatic and have the push cord release.

The body of the camera is aluminum with reinforced wood sides; all the trimmings are substantial brass nickel plated, and the covering is genuine seal grain leather.



**Details:** For rectangular pictures,  $3\frac{1}{4} \times 4\frac{1}{4}$ . Dimensions,  $8\frac{1}{4} \times 4\frac{1}{2} \times 2$  inches. Weight, 32 ounces. Camera, aluminum, leather covered, seal grain. Front, rising and falling, operated by rack and pinion. View Finder, brilliant, collapsible, reversible and spirit level attached. Tripod Sockets, two. Film chambers, improved with spool pins. Bellows, genuine Russia leather. Shutter, Trio or Autic Automatic (dustproof). Lens, Meniscus Achromatic,  $4\frac{5}{8}$ -inch focus, or Rapid Symmetrical, speed  $f: 8$ ,  $5\frac{1}{2}$ -inch focus. Manual of Photography and Instruction Book.

### Prices

	No. 3 $3\frac{1}{4} \times 4\frac{1}{4}$
No. 3 Roll Film Seneca with Meniscus Achromatic Lens and Trio Automatic (dustproof) Shutter	\$15.50
No. 3 Roll Film Seneca with Rapid Symmetrical Lens, speed $f: 8$ , and Trio Automatic (dustproof) Shutter	17.50
No. 3 Roll Film Seneca with Rapid Symmetrical Lens, speed $f: 8$ , and Autic Automatic (dustproof) Shutter	21.50
Black sole leather Carrying Case with strap	2.50
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
Seneca Portrait Attachment	.50

## No. 3A Roll Film Seneca

For any standard make of film cartridge

THE  $3\frac{1}{4} \times 5\frac{1}{2}$  picture holds the distinction of being the favorite of all. Not only has it the exact dimensions of a postcard, but the proportions are pleasing for portraits vertically and for landscapes, groups and street scenes horizontally.

It is so simple to operate that the beginner can make exposures with confidence and ease; so complete in its equipment that the advanced amateur will find every adjustment necessary.

The selection of lenses, which determine, after all, the quality of the picture, has been made with a careful regard for "snappy" clear cut results. All the shutters are dustproof and automatic, i.e., always set ready for use, and have the convenient push cord release.

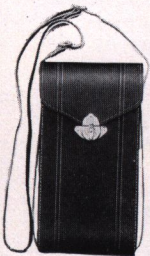
The camera is made of aluminum with reinforced wood sides. Substantial nickel plated brass trimmings and a covering of genuine seal grain leather complete the body of an attractive and serviceable camera.



**Details:** For rectangular pictures  $3\frac{1}{4} \times 5\frac{1}{2}$ . Dimensions,  $9\frac{3}{4} \times 4\frac{3}{4} \times 2$  inches. Weight, 37 ounces. Camera, aluminum, leather covered, seal grain. Front, rising and falling, operated by rack and pinion. View Finder, brilliant, collapsible, reversible and spirit level attached. Tripod sockets, two. Film chambers, improved with spool pins. Bellows, genuine Russia leather. Shutter, Trio or Autic Automatic and Duo (all dustproof). Lens, Meniscus Achromatic,  $5\frac{1}{2}$ -inch focus, or Rapid Symmetrical, speed  $f: 8$ ,  $6\frac{1}{2}$ -inch focus. Manual of Photography and Instruction Book.

### Prices

	No. 3A $3\frac{1}{4} \times 5\frac{1}{2}$
No. 3A Roll Film Seneca with Meniscus Achromatic Lens and Trio Automatic (dustproof) Shutter	\$18.00
No. 3A Roll Film Seneca with Rapid Symmetrical Lens, speed $f: 8$ , and Trio Automatic (dustproof) Shutter	20.00
No. 3A Roll Film Seneca with Rapid Symmetrical Lens, speed $f: 8$ , and Duo Improved (dustproof) Shutter	21.50
No. 3A Roll Film Seneca with Rapid Symmetrical Lens, speed $f: 8$ , and Autic Automatic (dustproof) Shutter	23.50
Black sole leather Carrying Case with strap	3.00
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
Seneca Portrait Attachment	.50

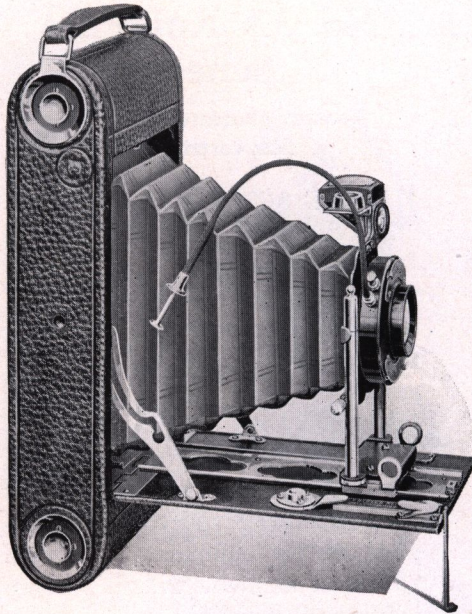


## Seven-Five Roll Film Seneca

For any standard make of  
film cartridge

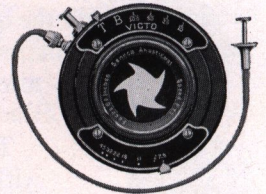
**A** HIGH grade Anastigmat equipment upon the regular Seneca models in the standard sizes at a moderate price.

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

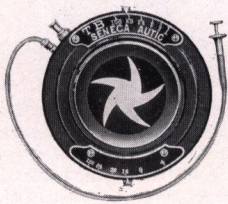


result suitable for subsequent enlargement—a feature not always possible in other types.

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



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



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

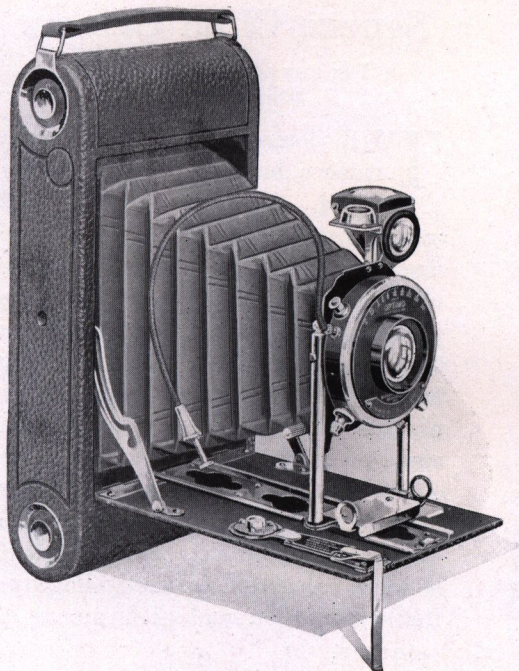
### Prices

	No. 1	No. 1A	No. 3	No. 3A
With Wollensak Anastigmat Lens, speed $f: 7.5$ , and Victo Shutter	\$20.00	\$21.00	\$22.50	\$25.00
With Wollensak Anastigmat Lens, speed $f: 7.5$ , and Autic Shutter	22.00	23.50	25.00	27.50
Black sole leather Carrying Case with strap	2.00	2.25	2.50	3.00
Black leatherette Carrying Case	1.00	1.00	1.00	1.25
	No. 210	No. 232	No. 236	No. 244
				10 exp.
Film Cartridge, Vulcan non-curling, 12 exposures	.40	.50	.70	.70
Film Cartridge, Vulcan non-curling, 6 exposures	.20	.25	.35	.40
Seneca Portrait Attachment	.50	.50	.50	.50



## Six-Three Roll Film Seneca

For any standard make of film cartridge

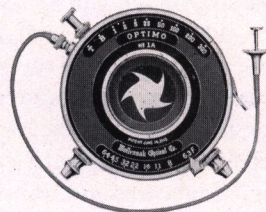


**A**N Anastigmat equipment upon the regular Seneca models in the standard sizes for the devotee to extreme speed.

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

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

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



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



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

### Prices

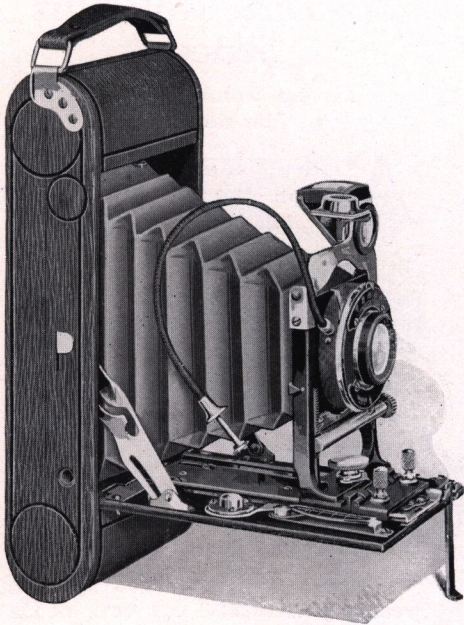
	No. 1A 2½ x 4½	No. 3 3½ x 4½	No. 3A 3½ x 5½
Special Roll Film Seneca fitted with Wollensak Extra Rapid Anastigmat Lens, speed $f: 6.3$ , and Optimo Shutter, speed $1/300$ second . . . . .	\$39.00	\$40.00	\$45.00
Special Roll Film Seneca fitted with Bausch & Lomb Tessar Series IIb, $f: 6.3$ , Anastigmat Lens and Optimo Shutter . . . . .	55.00	58.00	63.00

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

Black sole leather Carrying Case with strap . . . . .	2.25	2.50	3.00
Black leatheret Carrying Case . . . . .	1.00	1.00	1.25
Seneca Portrait Attachment . . . . .	.50	.50	.50

## Seneca Chief Camera

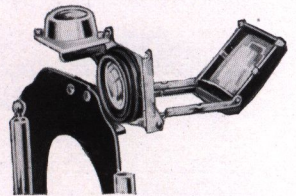
For any standard make of film cartridge



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

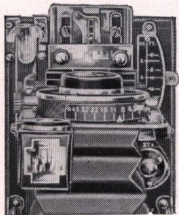
shows how high ideals of scientific experiment and progressive development have been rigidly maintained.

The Seneca Chief is noteworthy on account of its superiority in construction and operation. Its body is of aluminum with reinforced wood sides to give it the least possible weight consistent with the necessary strength. Selected genuine leather of fine walrus grain for the covering adds a touch of refinement; it will withstand hard wear. The film is held by a self-contained chamber which is easy to load and allows the film to roll smoothly.



Showing the collapsible view finder open—for cleaning

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

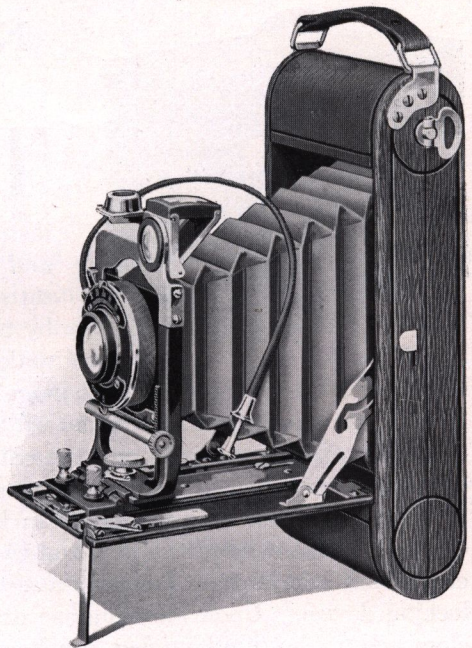


This arrangement is both so simple and so sure that accurate focusing by even the most inexperienced beginner is assured. The front standard is cast in a U shape in one solid piece to hold the lens exactly in the position indicated by the focusing device. The brilliant finder of an entirely new type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

This eliminates the possibility of pictures at an angle and is another of the distinctive Seneca features.

In arranging the composition of the picture, the amount of foreground may be readily increased or decreased by using the rising and falling front. A laterally sliding device regulated by a large milled head screw gives the same convenience for horizontal subjects.

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



The Victo, Autic and Optimo Shutters are always ready for use. Besides the usual time and bulb exposures, the Victo permits fractional exposures of 1-10, 1-25, 1-50 and 1-100 seconds; the Autic of 1, 1/2, 1-5, 1-25, 1-50 and 1-100 seconds; and the Optimo of 1, 1/2, 1-5, 1-25, 1-50, 1-100 and 1-200 seconds.

Seneca Chief Cameras are available in two sizes, the popular No. 1A, 2 1/2 x 4 1/4, and the more recent No. 2C, 2 7/8 x 4 7/8 size. Either one is bound to give satisfaction, it is the elite of the camera world.

**Details:** No. 1A for rectangular pictures 2 1/2 x 4 1/4 inches; No. 2C, 2 7/8 x 4 7/8. Capacity, No. 1A, 12 exposures; No. 2C, 10 exposures without reloading. Weight, No. 1A, 24 ounces; No. 2C, 25 ounces. Dimensions of Camera, No. 1A, 3 5/8 x 8 3/4 x 1 5/8; No. 2C, 4 1/8 x 8 7/8 x 1 3/4. Camera, Aluminum, genuine leather covered. Front, rising and falling operated by rack and pinion, also lateral slide. Bellows, genuine Russia leather. Film Chambers, hinged removable with spool pins. Tripod Sockets, two. View Finder, brilliant, collapsible, cleanable, with spirit level attached. Lens, Rapid Symmetrical, speed f:8; No. 1A, 5 1/4" focus; No. 2C, 5 3/4" focus. Wollensak Anastigmat, speed f:7.5, No. 1A, 5 1/2" focus; No. 2C, 6 1/8" focus. Wollensak Anastigmat, speed f:6.3, No. 1A, 5 1/2" focus; No. 2C, 6 1/8" focus. Shutter, Victo, Autic Automatic (dustproof) or Optimo Automatic Extra Speed (dustproof). Manual of Photography and Instruction Book.

**Prices**

	1A	2C
Seneca Chief with Rapid Symmetrical Lens, speed f:8, and Victo (dustproof) Automatic Shutter	2 1/2 x 4 1/4 \$20.00	2 7/8 x 4 7/8 \$22.00
Seneca Chief with Rapid Symmetrical Lens, speed f:8, and Autic Automatic (dustproof) Shutter	22.00	24.00
Seneca Chief with Wollensak Anastigmat Lens, speed f:7.5, and Victo Automatic (dustproof) Shutter	24.00	27.00
Seneca Chief with Wollensak Anastigmat Lens, speed f:7.5, and Autic Automatic (dustproof) Shutter	26.00	29.00
Seneca Chief with Wollensak Anastigmat Lens, speed f:6.3, and Optimo Automatic Extra Speed (dustproof) Shutter	44.00	48.00
Black Crepe Grain Leather Carrying Case with strap	2.25 No. 232	2.50 No. 260 10 Exp.
Film Cartridge, Vulcan non-curling, 12 exposures	.50	.60
Film Cartridge, Vulcan non-curling, 6 exposures	.25	.35
Seneca Portrait Attachment	.50	.50



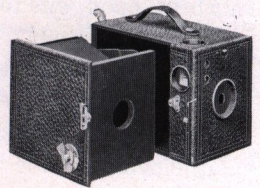
## Nos. 2, 2A and 2C Scouts

For any standard make of  
film cartridge

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

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

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



Showing Method of Loading  
the Scout Cameras

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

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

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

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

### Prices

	No. 2 <small><math>2\frac{1}{4} \times 3\frac{1}{4}</math></small>	No. 2A <small><math>2\frac{1}{2} \times 4\frac{1}{4}</math></small>	No. 2C <small><math>2\frac{7}{8} \times 4\frac{7}{8}</math></small>
No. 2 Scout Camera with Meniscus Lens, complete with Instruction Book . . . . .	\$2.00		
Nos. 2A and 2C Scout Camera with Meniscus Achromatic Lens, complete with Instruction Book . . . . .		\$3.00	\$4.00
Scout camera Carrying Case, leatheret, seal grain . . . . .	.75	.75	1.00
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$ , Vulcan non-curling, No. 240 . . . . .	.20		
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	
Film Cartridge, 10 exposures, $2\frac{7}{8} \times 4\frac{7}{8}$ , Vulcan non-curling, No. 260 . . . . .			.60
Film Cartridge, 6 exposures, $2\frac{7}{8} \times 4\frac{7}{8}$ , Vulcan non-curling, No. 260 . . . . .			.35
Seneca Portrait Attachment . . . . .	.50	.50	.50

## Nos. 3 and 3A Scouts

For any standard make of  
film cartridge



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

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

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

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

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

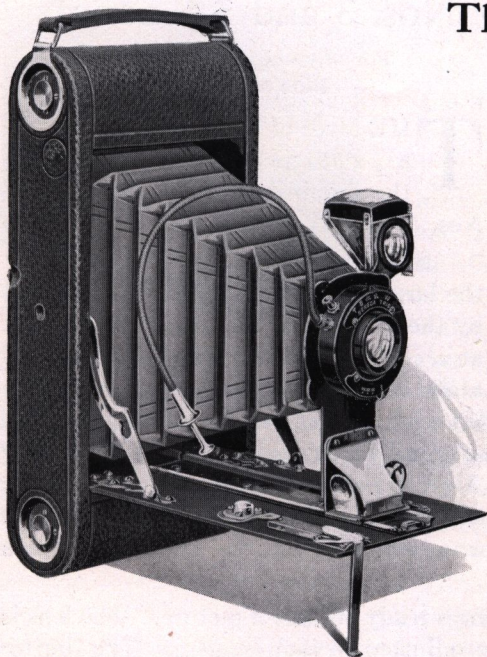
**Details:** No. 3, For rectangular pictures  $3\frac{1}{4} \times 4\frac{1}{4}$  inches; No. 3A,  $3\frac{1}{4} \times 5\frac{1}{2}$ . Dimensions, No. 3,  $4\frac{1}{2} \times 5\frac{1}{4} \times 5\frac{7}{8}$  inches; No. 3A,  $4\frac{3}{4} \times 6\frac{1}{2} \times 6\frac{3}{4}$ . Capacity, No. 3, 12 exposures without reloading; No. 3A, 10 exposures without reloading. Weight, No. 3, 20 ounces, actual weight; No. 3A, 26 ounces, actual weight. Lens, Fixed Focus Meniscus, first grade. Shutter, Automatic improved for time or instantaneous exposures. Tripod Sockets, two. Winding Key, improved and noiseless. View Finders, two—one for horizontal and one for vertical pictures. Diaphragm, three openings. Film Chambers, improved quick loading. Covering, leatheret water-proof seal grain.

### Prices

	Post Card	
	No. 3 $3\frac{1}{4} \times 4\frac{1}{4}$	No. 3A $3\frac{1}{4} \times 5\frac{1}{2}$
Scout Camera with Meniscus Achromatic Lens, complete with Instruction Book . . . . .	\$4.00	\$5.00
Film Cartridge, 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ , Vulcan non-curling No. 248 . . . . .	.70	
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ , Vulcan non-curling No. 248 . . . . .	.35	
Film Cartridge, 10 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$ , Vulcan non-curling No. 250 . . . . .		.70
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$ , Vulcan non-curling No. 250 . . . . .		.40
Scout camera Carrying Case, leatheret, seal grain . . . . .	1.00	1.25
Seneca Portrait Attachment . . . . .	.50	.50

## The Folding Scout Camera

For any standard make of  
film cartridge



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

The construction is of aluminum with reinforced wood sides in order

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



The undecided buyer will look with favor upon the neat appearance of the rounded body and its light weight. It is possible to inspect each step of the loading after the back has been removed. Spool pins which have been used for years by all manufacturers in their higher priced models are employed to insure perfect rolling of the film. Not only is the brilliant finder reversible but also collapsible and cleanable. Bed supports allow time exposures horizontally as well as vertically.

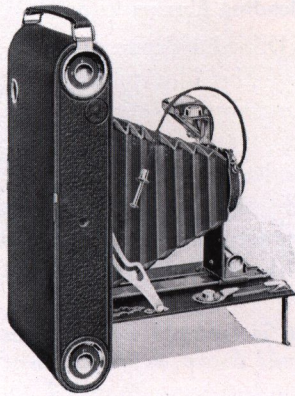
Among those small features which distinguish good cameras, the fine quality of the leatheret covering is noteworthy. The bellows has a generous length and will not sag. The focal length of the lens is sufficient to insure its cutting sharply to the corners of the negative.

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



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

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



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

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

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

### Prices

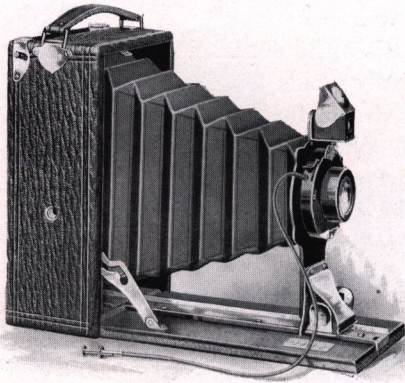
	No. 2A	No. 2C	No. 3	No. 3A
Folding Scout with Meniscus Achromatic Lens and Trio Automatic Shutter	$2\frac{1}{2} \times 4\frac{1}{4}$ \$ 9.00	$2\frac{7}{8} \times 4\frac{7}{8}$ \$10.00	$3\frac{1}{4} \times 4\frac{1}{4}$ \$10.00	$3\frac{1}{4} \times 5\frac{1}{2}$ \$11.00
Folding Scout with Rapid Rectilinear Lens and Trio Automatic Shutter	11.00	12.00	12.00	13.00
Black sole leather Carrying Case with strap	2.25	2.50	2.50	3.00
Black leatheret Carrying Case	1.00	1.00	1.00	1.25
	No. 232	No. 260	No. 248	No. 244
Film Cartridge, Vulcan non-curling, 12 exposures	.50	<sup>10</sup> .60	.70	<sup>10</sup> .70
Film Cartridge, Vulcan non-curling, 6 exposures	.25	.35	.35	.40
Seneca Portrait Attachment for Folding Scout	.50	.50	.50	.50

## Seneca Folding Filmett Camera

For daylight loading film packs only

**T**HOUSANDS who desire the convenience of the film pack prefer the compactness of the Seneca Folding Filmett Camera. It can be loaded and unloaded in the daylight; the method is ideal—no hinges or springs to mar the film pack or allow light to enter. The pack is held in perfect alignment.

The camera is covered with walrus grain leather.

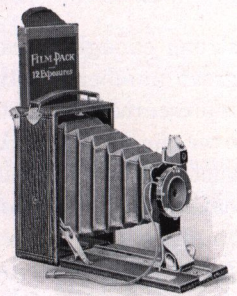


### Details

Sizes	2¼ x 3¼	3¼ x 4¼	3A (Post Card) 3¼ x 5½	4 x 5
Dimensions	3¼ x 4½ x 2¼	4 x 2½ x 5¾	4 x 2½ x 6¾	4¾ x 2½ x 6¼
Weight	12 ounces	17 ounces	21 ounces	20 ounces
Capacity, 12 film exposures;	View Finder, brilliant, reversible; Tripod Sockets, two.			

### Prices

Seneca Filmett with Meniscus Achromatic Lens and Trio Automatic Shutter . . .	2¼x3¼	3¼x4¼	3A (Post Card) 3¼x5½	4x5
Seneca Filmett with Rapid Rectilinear Lens and Trio Automatic Shutter . . .	\$ 8.00	\$ 9.00	\$10.50	\$10.50
Premo Film Packs, 12 exposures . . .	10.00	11.00	12.00	12.00
Leatheret Carrying Case for above Camera. . .	.40	.70	.80	.90
Seneca Portrait Attachment . . . . .	1.00	1.00	1.25	1.25
	.50	.50	.50	.50



Filmett Showing Film Pack partly inserted

## Seneca Box Filmett Camera

For rectangular pictures 3¼ x 4¼  
For daylight loading film packs only

**B**OX simplicity is combined with film pack convenience in the Seneca Box Filmett Camera. It is always in focus and loads and unloads in daylight. The film pack allows the development of single exposures before the entire pack is exposed. The pack is inserted at the back and held in perfect alignment by an ingenious actuated plate.

### Details

Dimensions . . . . .	6 x 3¾ x 5¾
Weight . . . . .	14 ounces
Capacity, 12 film exposures.	

### Prices

Seneca Box Filmett Camera . . . . .	Size 3¼x4¼	\$4.00
Premo Film Packs, 12 exposures . . . . .		.70
Carrying Case for above Camera. . . . .		1.00



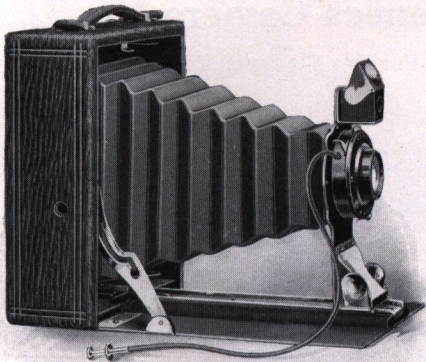
Camera with Film Pack partly inserted





## Pocket Seneca No. 29

For Dry Plates and Film Packs  
Made in two sizes, 4 x 5 and 3A (Post Card)



**I**N spite of the decided preference of the amateur today for the roll film camera, there are several advantages upon the plate camera which will always turn the enthusiastic amateur to it. For serious work it has never been equaled. Before the exposure is made the ground glass clearly shows the picture as it will appear. There is perfect assurance that the lens is in focus and that the angle of view includes exactly

those objects of which the picture is desired.

Although over-and-under exposures are as likely to occur as upon any other type, the separate development, possible and almost necessary for each plate, allows the individual manipulation of each exposure. This care is reflected into the print, which is the ultimate aim of the photographer.

The film pack adapter permits the use of film packs to those who find the weight of the plates for a number of pictures burdensome but who desire to retain the advantages of the ground glass and individual development. The film pack slips into the adapter which occupies the same space and position as the plate holder. It has the usual daylight-all-the-way advantages.

Besides the advantages of the ground glass, it is possible to draw the lens forward to the desired focus as upon the roll film camera. The objects to be included in the picture are then located in the finder which is adapted for use either vertically or horizontally.

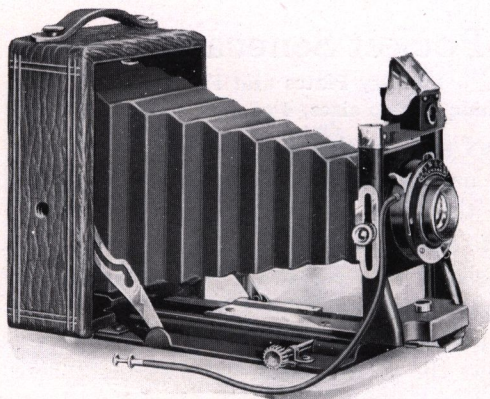
The Pocket Seneca No. 29 Camera is adapted for those who desire these advantages upon a machine at a minimum cost. The instrument itself is substantially built of wood and metal with a pleasing finish. The bellows is made of genuine leather to withstand the continual folding; the outside covering is leatheret, waterproof, and even more durable than genuine leather itself.

The lenses are selected to make good pictures; the Uno Shutter permits time, bulb or instantaneous exposures.

**Details:** Dimensions (when closed), 4 x 5, 6¼ x 5¼ x 2½ inches. 3A, 7 x 5 x 2½ inches. Weight, 4 x 5, 19 ounces. 3A size, 21 ounces. Camera Box, Ebony finish, corners dovetailed, covered with seal grain leatheret. Camera Bed, made of aluminum, attached to Camera with improved nickel plated piano hinge. Metal Parts, brass, nickel plated, highly polished. Bellows, genuine leather, gossamer lined. Front, metallic, reinforced. View Finder, reversible, ground glass. Back, aluminum panel for ground glass focusing. Tripod Sockets, two. Shutter, Seneca Uno with Push Cord Release. Lens, Achromatic, 5¾ inch focus or Rapid Rectilinear, 6½ inch focus. Price includes Camera, Improved Plate Holder, Manual of Photography and Instruction Book.

### Prices

	4 x 5	3A (Post Card) 3½ x 5½
Pocket Seneca No. 29 fitted with Achromatic Lens and Uno Shutter . . . . .	\$ 9.00	\$10.00
Pocket Seneca No. 29 fitted with Rapid Rectilinear Lens and Uno Shutter . . . . .	10.00	11.00
Seneca Adapter (hingeless) for Film Packs . . . . .	1.25	1.25
Seneca Improved Double Plate Holders . . . . .	.80	.80
Carrying Case (leatheret) to hold camera and four holders . . . . .	1.50	1.50
Seneca Portrait Attachment . . . . .	.50	.50



## Seneca Camera No. 31

For Dry Plates and Film Packs

**A**LL the advantages of a plate camera as described upon the foregoing page are present in the No. 31 Seneca Camera.

Since the plate must be kept parallel with the plane of the object in order to prevent distortion, the rising and falling front allows upper stories of buildings across the street

to be photographed correctly. It may also be used to decrease foreground. Focusing upon the ground glass is facilitated by the rack and pinion to such an extent that for fine work it is almost indispensable.

The body of the camera is made of wood with aluminum back and front. Constant folding and unfolding will not cause the genuine leather to become porous. The walrus grain leather covering and the nickeled brass trimmings present a pleasing effect.

Snapshots on hazy days when the sun is hardly strong enough to cast a shadow are possible with the Wollensak Anastigmat Lens, speed  $f: 7.5$ . It is adapted also for photographing buildings as well as landscapes, views and groups.

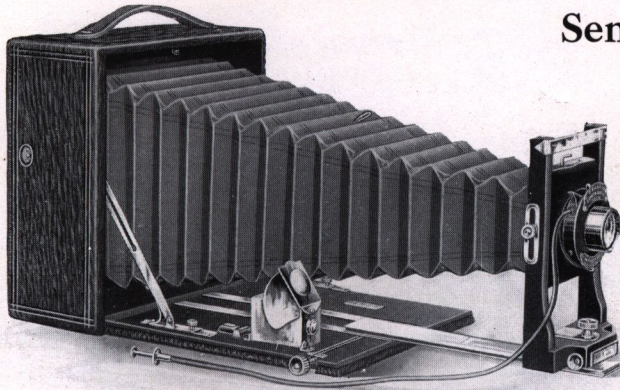
Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces	Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces
$3\frac{1}{4} \times 4\frac{1}{4}$	8	$5\frac{1}{2} \times 4\frac{3}{8} \times 2\frac{7}{8}$	19	$3A\ 3\frac{1}{4} \times 5\frac{1}{2}$	10	$7\frac{1}{8} \times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

**Details:** Camera Box, ebony finish, corners dovetailed, covered with walrus grain leather. Camera Bed, Aluminum, leather covered reinforced, attached to Camera with improved nickeled piano hinge. Metal Parts, brass, handsomely nickel plated. Bellows, black Russia leather, gossamer lined. Front, solid mahogany improved pattern standard front—rising and falling. Back, spring actuated removable, aluminum 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 Trio, Victo or Autic (dustproof) all automatic fitted with Push Cord Release. Lens, Rapid Rectilinear focus,  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $5\frac{1}{4}$  inches;  $4 \times 5$ ,  $6\frac{1}{2}$  inches;  $3\frac{1}{4} \times 5\frac{1}{2}$ ,  $6\frac{1}{2}$  inches;  $5 \times 7$ , 8 inches or Rapid Symmetrical, speed  $f: 8$ , focus,  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $5\frac{1}{4}$  inches;  $4 \times 5$ ,  $6\frac{3}{4}$  inches;  $3\frac{1}{4} \times 5\frac{1}{2}$ ,  $6\frac{3}{4}$  inches;  $5 \times 7$ , 8 inches or Wollensak Anastigmat, speed  $f: 7.5$ , focus,  $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $5\frac{1}{2}$  inches;  $4 \times 5$ ,  $6\frac{3}{4}$  inches;  $3\frac{1}{4} \times 5\frac{1}{2}$ ,  $6\frac{3}{4}$  inches.

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

### Prices

	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$	$3\frac{1}{4} \times 5\frac{1}{2}$	$5 \times 7$
Seneca No. 31 with Rapid Rectilinear Lens and Trio Shutter . . . . .	\$14.00	\$15.00	\$16.50	\$19.00
Seneca No. 31 with Rapid Symmetrical Lens, speed $f: 8$ and Autic Automatic (dustproof) Shutter . . . . .	16.50	19.50	20.50	24.00
Seneca No. 31 with Wollensak Anastigmat Lens, speed $f: 7.5$ and Victo Automatic (dustproof) Shutter . . . . .	22.00	24.50	25.00	
Seneca No. 31 with Wollensak Anastigmat Lens, speed $f: 7.5$ and Autic Automatic (dustproof) Shutter . . . . .	24.00	26.00	27.50	
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 Double Plate Holders . . . . .	1.00	1.00	1.00	1.25
Seneca Portrait Attachment . . . . .	.50	.50	.50	.50



## Seneca Camera No. 8

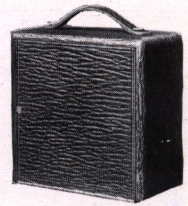
Revolving back, single extension and swing back

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

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

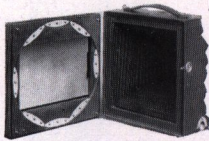
### Dimensions

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



Seneca Nos. 8 and 9 Closed

**Details:** Camera Box, ebony finish, corners dovetailed, covered with genuine leather, walrus grain. Camera Bed, solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. Clamp, automatic finger grip. Metal Parts, brass, handsomely nickel plated. Bellows, black Russia leather, lined with gossamer cloth. Spirit Level, attached to bed of camera. Rack and Pinion, for fine focusing with locking device. Front, rising, falling and sliding. Lens Board, removable. Swing, back and bed. Back, revolving, with spring actuated ground glass panel for focusing. View Finder, brilliant, reversible, metal bound and hooded. Shutter, Seneca Autic Automatic (dustproof) or Optimo. Lens, Seneca Rapid Symmetrical, speed *f*: 8, focus, 4 x 5, 6 3/4 inches; 3 1/4 x 5 1/2, 6 3/4 inches; 5 x 7, 8 inches or Velostigmat Anastigmat, Series I, speed *f*: 6.3, focus, 4 x 5, 6 inches; 3 1/4 x



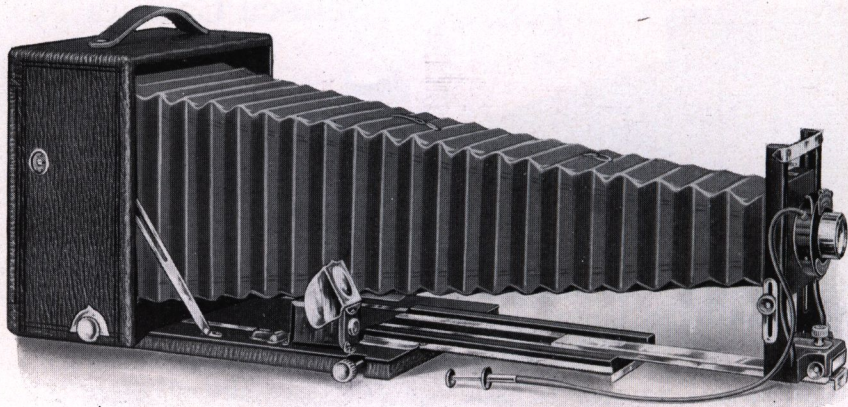
Seneca Revolving Back

5 1/2, 6 1/2 inches; 5 x 7, 7 inches. Tripod Sockets, two (One for bed of Camera).

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

### Prices

		3A (Post Card)		
	4 x 5	3 1/4 x 5 1/2	5 x 7	
Seneca No. 8 with Symmetrical Lens, <i>f</i> : 8, and Autic (dustproof) Shutter . . . . .	\$30.00	\$30.00	\$36.00	
Seneca No. 8 with Symmetrical Lens, <i>f</i> : 8, and Duo (dustproof) Shutter . . . . .	29.00	29.00	34.50	
Seneca No. 8 with Wollensak Anastigmat Lens, speed <i>f</i> : 7.5, and Autic Automatic (dustproof) Shutter . . . . .	37.00	37.00		
Seneca No. 8 with Velostigmat Lens, Series I, speed <i>f</i> : 6.3, and Autic (dustproof) Shutter . . . . .	55.00	55.00	65.00	
Seneca No. 8 complete but without Lens and Shutter . . . . .	24.00	24.00	28.00	
Extra Simplex Double Plate Holders, each . . . . .	1.00	1.00	1.25	
Seneca Adapter (hingeless) for Film Packs . . . . .	1.25	1.25	2.00	
Supplementary Wide Angle Bed . . . . .	1.50	1.50	1.50	
Seneca Portrait Attachment . . . . .	.50	.50	.50	



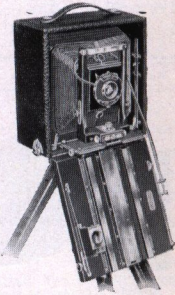
## Seneca Camera No. 9

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

### Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4 x 5	16	6½ x 6½ x 4	12½ x 4¾ x 7¾	Camera and 7 Holders	2¼ x 2½
3¼ x 5½	17½	7 x 7 x 4¼	12¼ x 5 x 7¾	" "	2¼ x 2½
5 x 7	22½	8¾ x 8¾ x 4¾	15¾ x 4¾ x 9	" "	3 x 3¼

**Details:** Camera Box, ebony finish, corners dovetailed, covered with genuine leather walrus grain. Camera Bed, solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. Spirit Level, attached to bed of Camera. Clamp, automatic finger. Metal Parts, brass, handsomely nickel plated. Bellows, black Russia leather, lined with gossamer cloth. Front, double sliding, vertical and horizontal. Rack and Pinion, Seneca automatic locking for fine focusing. Swing, back and bed operated by a self-locking device. Back, revolving, with improved swing and spring actuated ground glass panel for focusing. Tripod Sockets, two (One for bed of Camera.) View Finder, brilliant, reversible, metal bound and hooded. Lens Board, removable. Lens, Rapid Symmetrical Convertible, *f*: 8, focus, 4 x 5, 6¾ inches; 3¼ x 5½, 6¾ inches; 5 x 7, 8 inches or Velostigmat Anastigmat, Series I, *f*: 6.3; focus, 4 x 5, 6 inches; 3¼ x 5½, 6½ inches; 5 x 7, 7 inches. Shutter, Seneca Autic Automatic or Optimo (dustproof) with Push Cord Release.

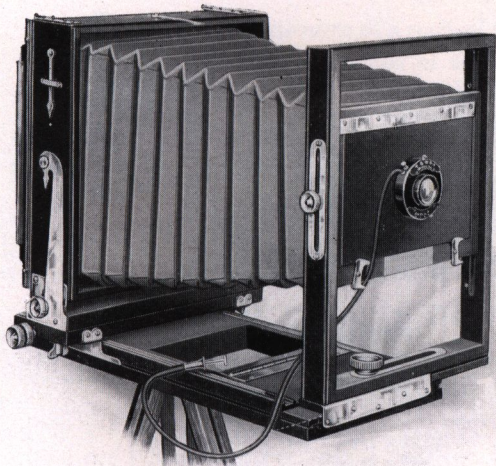


Seneca No. 9 with Supplementary Bed Attached for Extreme Wide Angle Lenses

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

### Prices

	4 x 5	3¼ x 5½	5 x 7
Seneca Camera No. 9 with Rapid Symmetrical Convertible Lens, speed <i>f</i> : 8, and Autic (dustproof) Shutter . . . . .	\$42.00	\$42.00	\$50.00
Seneca Camera No. 9 with Wollensak Anastigmat Lens, speed <i>f</i> : 7.5, and Autic Automatic (dustproof) Shutter. . . . .	48.00	48.00	
Seneca Camera No. 9 with Velostigmat Series I, Anastigmat Lens, speed <i>f</i> : 6.3, and Autic (dustproof) Shutter . . . . .	63.00	63.00	79.00
Seneca Camera No. 9 complete but without Lens and Shutter . . . . .	33.00	33.00	40.00
Supplementary Wide Angle Bed . . . . .	1.50	1.50	1.50
Extra Simplex Double Plate Holders, each . . . . .	1.00	1.00	1.25
Seneca Adapter (hingeless) for Film Packs . . . . .	1.25	1.25	2.00
Seneca Portrait Attachment . . . . .	.50	.50	.50



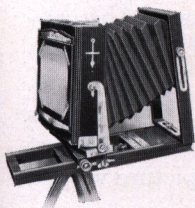
## Competitor View Camera

Reversible and double swing back.  
Sliding front

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

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

may be used if desired. The Competitor equipment includes a neat canvas carrying case which accommodates the camera and three double plate holders.



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

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



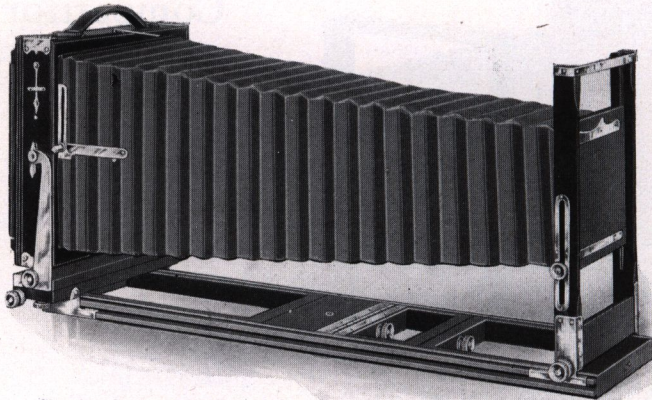
Competitor (Closed)

Size of Camera	Focal Capacity	Dimensions when Folded or Closed	Weight	Size of Lens Board	Case Carries Camera and Three Plate Holders
5 x 7	14½	5 x 10 x 11¼	5 lbs.	4 x 6	
6½ x 8½	16	5 x 11¼ x 12½	6 lbs.	4 x 6	
8 x 10	18	5 x 13¼ x 14½	7 lbs.	4 x 6	

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

	5 x 7	6½ x 8½	8 x 10
Competitor Camera complete as above	\$17.00	\$18.00	\$19.00
Competitor fitted with Rapid Rectilinear Lens and Duo Double Valve "Set" (dustproof) Shutter	24.00	30.00	36.00
Competitor fitted with Rapid Rectilinear Lens and Autic Automatic (dustproof) Shutter	25.00	31.50	37.00
Competitor fitted with Rapid Symmetrical Lens, speed f: 8, and Duo Double Valve (dustproof) Shutter	25.00	32.00	37.00
Competitor fitted with Rapid Symmetrical Lens, speed f: 8, and Autic Automatic (dustproof) Shutter	27.00	34.00	39.00
Competitor fitted with Wollensak Anastigmat Lens, speed f: 6.8, and Duo Double Valve "Set" (dustproof) Shutter	41.00	52.00	63.00
Extra Improved Double Plate Holders, each	1.00	1.10	1.25
Seneca Double Portrait Film Holders, each	1.00	1.10	1.25

NOTE—See page 32 for price of extra interchangeable Reversible Backs.



Showing Camera fully Extended with Patented Bellows Support

## New Improved Seneca View Camera

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

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

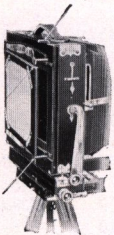
**T**HIS camera is noted more for its rigidity than all else. Due to the celebrated Seneca system of reinforcement, it is so strong that it will well-nigh withstand any strain put upon it.

Great focal length is obtained by the use of a three-section bed. The bellows is of an entirely new pattern and lined with gossamer. The Patent Bellows Support eliminates the possibility of the bellows cutting off a portion of the picture when a lens of short focal length is used.

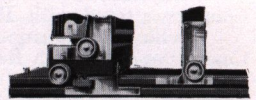
The rising and falling of the front, sufficient to center the lens on each half of the plate and thereby make photographs of tall subjects to great advantage, is operated by rack and pinion. Equal movement horizontally with absolute rigidity is provided by the sliding and wide angle front bed.

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

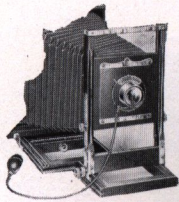
Simple in construction and efficient in operation, the Jarless Back allows the plate holder to be inserted without any danger of throwing the camera out of position or out of focus. Turn the key at the top of the camera and the back automatically trips into position when the plate holder is inserted.



Showing Jarless Back Open to Receive Plate Holder

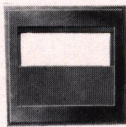


Double Tongued Bed with Brass Shoes Distinctly a Seneca Idea and Protected by Patents



Showing Operation of Patented Sliding and Wide Angle Front Bed

Exposure of a part of the negative at the will of the operator is possible by means of the Seneca Sliding Division; the Single exposing one half at a time, the Double one quarter. The Double may be easily converted into a Single Sliding Division. The sections of either may be readily removed to expose the entire plate at one time. The camera is provided with a suitable carrying handle and a plumb bob to insure its position when in use.



Sliding Division Fitted in Reversible Back

**Dimensions**

Size of Camera	Length of Draw or Focal Capacity	Dimensions of Camera	Weight	Dimensions of Lens Board	Number of Holders Regular Case will Carry with Camera
5 x 7	23½ in.	4½ x 10½ x 11¼	6½ lbs.	4⅞ x 4¼	6 } Long Canvas 5 } Carrying Case 6 } 3 } Square Case
6½ x 8½	26 "	5 x 11½ x 12½	7½ "	4⅝ x 4¾	
8 x 10	30 "	5¾ x 13½ x 14¾	10½ "	5⅝ x 5¾	
*11 x 14	39½ "	6½ x 17¾ x 19	18½ "	6½ x 6½	

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

**Prices**

	5 x 7	6½ x 8½	8 x 10	11 x 14
New Improved Seneca View Camera complete as above . . . . .	\$24.00	\$25.50	\$28.00	\$45.00
New Improved Seneca View Camera, fitted with Seneca Three-focus Convertible Symmetrical Lens, speed <i>f</i> : 8 and Duo Double Valve "Set" (dustproof) Shutter . . . . .	32.00	39.50	45.50	
New Improved Seneca View Camera, fitted with Seneca Three-Focus Convertible Symmetrical Lens, speed <i>f</i> : 8, and Autic Automatic (dustproof) Shutter . . . . .	34.00	41.00	47.50	
New Improved Seneca View Camera, fitted with Wollensak Anastigmat Lens, speed <i>f</i> : 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 . . . . .	51.00	62.50	75.00	
New Improved Seneca View Camera, fitted with Series II, Velostigmat Anastigmat Lens, speed <i>f</i> : 4.5, and Optimo Shutter. No. 3 Lens fitted to 5 x 7, No. 5 Lens fitted to 6½ x 8½, No. 6 Lens and Duo Shutter fitted to 8 x 10 . . . . .	81.00	110.00	138.00	
Extra for Genuine Leather Bellows instead of Leatheret. . . . .	3.50	4.00	4.50	5.50
†Extra for Large Canvas Case with extra compartment for Tripod, Lens and Shutter in place of case regularly furnished . . . . .	1.00	1.00	1.25	1.75
Extra for Sliding Front Bed . . . . .	2.50	3.00	3.50	3.50
Extra Improved Double Plate Holders, each . . . . .	1.00	1.10	1.25	*4.00
Seneca Double Portrait Film Holders, each . . . . .	1.00	1.10	1.25	

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

*NOTE—Above Cameras regularly furnished in dull ebonized finish, or when so specified, natural mahogany. See page 32 for price of extra interchangeable Reversible Backs.*

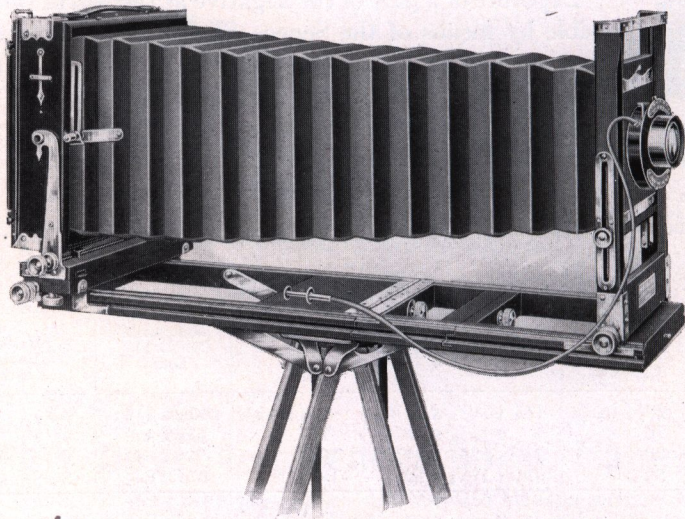
\*Includes English Book holder, Square Case and Detachable Bed Brace.

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

**High Speed Shutters**

If one of the 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 . . . . .	\$13.00	\$14.00	\$16.00
The Optimo Speed Shutter . . . . .	10.00	10.00	10.00



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

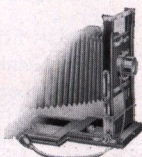
**R**IGIDITY of construction is the dominating feature of the Camera City View Outfit. The celebrated Seneca system of reinforcement strengthens the entire frame until it will well nigh withstand any strain put upon it. The mahogany and cherry construction with heavy nickel plated brass trimming allows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

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

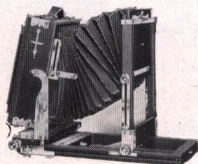
A bellows of genuine leather which is always furnished without extra charge is guaranteed not to crack or become porous.

The many other features are: the three section double tongued bed with detachable brace; rising and falling front; sliding and wide angle front bed; vertical and horizontal swing back; reversible and JARLESS BACKS; PATENT BELLOWS SUPPORT AND THE DOUBLE AND SINGLE SLIDING DIVISIONS.

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



Showing Operation  
of Sliding and Wide  
Angle Front



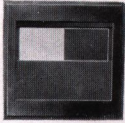
Showing Extreme Swings  
in Rear and Extreme Rise  
and Fall in Front



**Camera City View and Studio Outfit—Continued**

**Dimensions**

Size of Camera	Length of Draw or Focal Capacity	Dimensions of Camera	Weight	Dimensions of Lens Board	Number of Holders Regular Case Will Carry with Camera
5 x 7	23½ in.	4½ x 10½ x 11¼	7 lbs.	4⅛ x 4¼	6
6½ x 8½	26 "	5 x 11½ x 12½	8 "	4⅝ x 4¾	5
8 x 10	30 "	5¾ x 13½ x 14¾	11 "	5⅝ x 5¾	6
11 x 14	39½ "	6½ x 17¾ x 19	18 "	6½ x 6½	3



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

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

	5 x 7	6½ x 8½	8 x 10	11 x 14
Complete as above	\$30.00	\$32.00	\$35.00	\$50.00
	5 x 7	6½ x 8½	8 x 10	
Camera City View and Studio Outfit, fitted with Seneca Three-focus Convertible Symmetrical Lens, <i>f</i> : 8, and Autic Automatic (dustproof) Shutter . . . . .	\$40.00	\$ 48.00	\$ 55.00	
Camera City View and Studio Outfit, fitted with Series I Velostigmat Anastigmat Lens, <i>f</i> : 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 . . . . .	69.00	89.00	105.00	
Camera City View and Studio Outfit, fitted with Series II, Velostigmat Anastigmat Lens, speed <i>f</i> : 4.5, and Optimo Shutter. No. 3 Lens fitted to 5 x 7 size, No. 5 Lens fitted to 6½ x 8½ size, No. 6 Lens in Duo Shutter fitted to 8 x 10 size . . . . .	87.00	117.00	145.00	
Extra Improved Double Plate Holders, each . . . . .	1.00	1.10	1.25	
Seneca Portrait Double Film Holders, each . . . . .	1.00	1.10	1.25	

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

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

**High Speed Shutters**

If one of 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 . . . . .	\$13.00	\$14.00	\$16.00
Optimo Speed Shutter . . . . .	10.00	10.00	10.00

*NOTE—See page 32 for price of extra interchangeable Reversible Backs.*

**Dress Suit Case for View Camera**

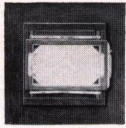
Compartment for holders in 5 x 7 size holds 14; in 6½ x 8½ size, 6; in 8 x 10 size, 7.

	5 x 7	6½ x 8½	8 x 10
Price of Dress Suit Case, leatheret . . . . .	\$7.50	\$8.50	\$9.50
Price when supplied with Camera in place of Canvas Case regularly supplied . . . . .	6.50	7.50	8.50



## Reducing Backs for Seneca View Cameras

For using smaller Plate Holders



Made to interchange with the regular back of the Camera.

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

No.	1A for	View to take	Prices		Outside Dimensions	
			4 1/4 x 5 1/2 plate holder,	6 1/2 plate holder,	8 3/4 x 8 3/4	\$7.00
"	2A	5 x 7	4 x 5	"	8 3/4 x 8 3/4	7.00
"	3A	5 x 7	3 1/4 x 5 1/2	"	8 3/4 x 8 3/4	7.00
"	4A	5 x 7	3 1/4 x 4 1/4	"	8 3/4 x 8 3/4	7.00
"	5A	6 1/2 x 8 1/2	5 x 7	"	10 1/8 x 10 1/8	7.50
"	6A	6 1/2 x 8 1/2	4 1/4 x 6 1/2	"	10 1/8 x 10 1/8	7.50
"	7A	6 1/2 x 8 1/2	4 x 5	"	10 1/8 x 10 1/8	7.50
"	8A	6 1/2 x 8 1/2	3 1/4 x 5 1/2	"	10 1/8 x 10 1/8	7.50
"	9A	8 x 10	6 1/2 x 8 1/2	"	12 x 12	8.50
"	10A	8 x 10	5 x 7	"	12 x 12	8.50
"	11A	8 x 10	4 1/4 x 6 1/2	"	12 x 12	8.50
"	11AA	8 x 10	4 x 5	"	12 x 12	8.50
"	12A	11 x 14	8 x 10	"	16 1/4 x 16 1/4	9.50
"	13A	11 x 14	10 x 12	"	16 1/4 x 16 1/4	9.50

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

## Photographic Lenses

### Series I Velostigmat f: 6.3

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



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

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

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

No.	Plates Covered Sharply at f: 6.3	Diam. of Lens	Equivalent Focus	Front Combination Separately At f:16	Back Combination Separately At f:12.5	PRICES		
						With Barrel or Duo Shutter	With Autic Shutter	With Optimo Shutter
1	3 1/2 x 4 1/2	7/8 ins.	5 ins.	11 1/2 ins.	8 1/2 ins.	\$ 23.00	\$26.00	\$33.00
2	4 x 5	1	6 "	14 "	10 "	27.00	30.00	37.00
2A	3 1/2 x 5 1/2	1 1/16 "	6 1/2 "	16 "	10 "	27.00	30.00	37.00
3	5 x 7	1 3/16 "	7 "	17 "	11 "	35.00	39.00	47.00
4	6 1/2 x 8 1/2	1 17/32 "	10 "	21 1/2 "	16 1/2 "	53.00	57.00	65.00
5	8 x 10	1 31/32 "	13 "	28 "	20 "	65.00	70.00	80.00
6	11 x 14	2 9/16 "	16 1/2 "	38 "	26 "	112.00		

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

No.	Diam. of Lens	Equivalent Focus	Plates Covered Sharply at f: 4.5	Price with Barrel or Duo Shutter	Price with Autic Shutter	Price with Optimo Shutter
1	1 1/8 ins.	5 ins.	3 1/2 x 4 1/2	\$32.00	\$37.00	\$43.00
2	1 3/8 "	6 "	4 x 5	38.00	43.00	49.00
3	1 19/32 "	7 "	5 x 7	45.00	50.00	57.00
4	1 7/8 "	8 1/2 "	5 x 8	60.00	65.00	72.00
5	2 1/8 "	9 1/2 "	6 1/2 x 8 1/2	73.00	78.00	85.00
6	2 3/4 "	12 "	8 x 10	110.00		
7	3 9/16 "	15 1/2 "	11 x 14	180.00		

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

**Photographic Lenses—Continued**

**Velostigmat, Series III Wide Angle, f: 9.5, 90 Degrees**

The Series III is a perfectly corrected Anastigmatic Wide Angle objective, covering the plate for which it is listed at the unusual speed of f: 9.5, and embracing an actual 90 degree angle of view. By this it will be readily seen that stopping down is only necessary to obtain depth, and not covering power. This large aperture will also be found very desirable for flashlight work and is sufficiently rapid to snapshot groups or scenes out of doors.

Particular attention is directed to the fact that the Series III is a convertible lens, each element being corrected for use alone and each being about twice the focal length of the doublet.

No.	Plate Covered at f: 9.5	Equivalent Focus	Working Aperture	With Barrel or Duo Shutter	With Auto Shutter	With Optimo Shutter
1	5 x 7	4.3 in.	7/16	\$28.00	\$30.00	\$38.00
2	6½ x 8½	5.4 "	9/16	34.00	36.00	44.00
3	8 x 10	6.25 "	5/8	43.00	45.00	53.00
4	11 x 14	9 "	15/16	65.00	67.00	75.00

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

No.	Equivalent Focus	Size Plate Covered Sharply at f: 6.3 with No. 0, 1, 1A, Balance f: 6.8	Price with Barrel or Duo Shutter	Price with Autic (dustproof) Shutter	Price with Optimo Speed Shutter
0	5½ ins.	3¼ x 4¼	\$18.00	\$20.00	\$26.00
1	6 "	4 x 5	20.00	22.00	28.00
1A	6¾ "	3½ x 5½	20.00	22.00	28.00
2	7 "	5 x 7	25.00	28.00	35.00
3	9½ "	6½ x 8½	35.00	38.00	45.00
4	12 "	8 x 10	45.00	48.00	57.00

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

Size Plate Covered Sharply at f: 7.5	Diameter of Lens	Focus	Price with Autic Shutter	Price with Optimo Shutter
3¼ x 4¼	¾ ins.	5 ins.	\$18.00	\$25.00
4 x 5	1 "	6 "	20.00	27.00
3½ x 5½	1 "	6½ "	20.00	27.00

**Seneca Three Focus Convertible Rapid Symmetrical Lenses, Speed f: 8**

Fitted with Seneca Shutters

No.	Size	Equivalent Focus	Diameter	Mounted in Barrel	With Duo Shutter	With Autic Shutter
1	3¼ x 4¼	5 in.	¾ in.	\$ 5.00	\$ 6.00	\$ 8.00
2	4 x 5	6½ "	1 "	6.00	7.00	9.00
3	5 x 7	8 "	1½ "	7.00	8.00	10.00
4	6½ x 8½	10½ "	1½ "	12.00	14.00	16.00
5	8 x 10	12½ "	1½ "	16.00	18.00	20.00
6	10 x 12	16 "	2 "	26.00	28.00	
7	11 x 14	18½ "	2½ "	30.00	33.00	
8	14 x 17	22 "	2½ "	47.00		
9	17 x 20	26 "	3½ "	60.00		

**Focus of Separate Combinations when Used Singly**

Size	Rear Lens	Front Lens	Size	Rear Lens	Front Lens
3¼ x 4¼	8½ in.	11½ in.	10 x 12	26 in.	38 in.
4 x 5	11 "	14½ "	11 x 14	31 "	43 "
5 x 7	14 "	17½ "	14 x 17	37 "	51 "
6½ x 8½	18 "	23½ "	17 x 20	44 "	60 "
8 x 10	20 "	28½ "			

Seneca 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.

Seneca 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.

**Symmetrical Wide Angle f:16—80 Degrees**

For plates size . . . . .	4 x 5	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
In Duo shutter . . . . .	8.00	10.00	13.00	16.00	20.00	24.00
Focal length . . . . .	4 in.	5½ in.	6½ in.	7½ in.	9 in.	10½ in.

**Extreme Wide Angle f:16—90 Degrees**

For plates size . . . . .	5 x 7	6½ x 8½	8 x 10	10 x 12	11 x 14	14 x 17
In barrel . . . . .	\$12.00	\$17.00	\$22.00	\$26.50	\$31.50	\$36.50
In mounts . . . . .	8.00	11.00	14.00	18.00	23.00	28.00
In Duo shutter . . . . .	13.00	18.00	23.00	28.00	33.00	38.00
Focal length . . . . .	4 in.	5 in.	6½ in.	7½ in.	8 in.	10½ in.

Photographic Lenses—Continued

**Bausch & Lomb Tessar Lenses**

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

**Series Ic—*f*: 4.5**

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

No.	Size of Plate Covered with Stop <i>f</i> :4.5 Inches	Equivalent Focus Inches	Diameter of Lens Inches	Lens and Barrel with Iris Diaphragm	Fitted with Aluminum Volute Shutter	Fitted with Optimo Shutter
12	2½ x 3½	3 1/2	3/4	\$28.00	\$45.00	\$42.00
13	2½ x 3½	4 1/2	1	31.00	48.00	46.00
14	3¼ x 4¼	5	1 1/8	35.00	52.00	51.00
15	4 x 5	6	1 5/16	40.50	59.00	58.50
15a	5 x 7	7 1/4	1 5/8	50.00	68.50	70.00
16	5 x 8	8 1/4	1 7/8	62.00	82.00	82.00
17	6½ x 8½	9 7/8	2 1/4	99.00	119.00	119.00
18	8 x 10	11 7/8	2 11/16	139.50		
18a	10 x 12	14 9/16	3 3/8	180.00		
19	11 x 14	15 3/4	3 9/16	217.00		
20	14 x 17	19 3/4	4 3/8	310.00		

**Series Iib—*f*: 6.3**

Iib Tessar is the lens for compact hand cameras, of the *Six-Three* type. It is 61 per cent. faster than ordinary lenses, and is excellent for snapshot work under difficult light conditions.

No.	Size of Plate Covered with Stop <i>f</i> :6.3 Inches	Equivalent Focus Inches	Diameter of Lens Inches	Lens and Barrel with Iris Diaphragm	Fitted with Aluminum Volute Shutter	Fitted with Optimo Shutter
2a	2½ x 3½	3 11/32	1/2	\$22.00		\$35.00
3	2½ x 3½	4 3/8	3/4	28.00	\$45.00	42.00
4	3¼ x 4¼	5 3/8	7/8	29.50	46.50	43.50
5	4 x 5	6 1/8	1	31.00	48.00	46.00
5k	3½ x 5½	6 11/16	1 1/16	38.50	55.50	53.50
5a	5 x 7	7 1/16	1 3/16	43.50	62.00	61.50
6	5 x 8	8 1/4	1 3/8	53.00	71.50	71.00
7	6½ x 8½	10	1 11/16	71.50	90.00	91.50
8	8 x 10	12	2 1/16	105.50	125.50	125.50
9	10 x 12	14 3/8	2 7/16	136.50	156.50	
9a	11 x 14	16 1/2	2 3/4	166.00		
10	14 x 17	19 1/4	3 1/16	217.00		
11	16 x 20	23 1/4	3 3/4	279.00		

**Bausch & Lomb 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	4½ x 6½	3 3/8	9/32	\$20.00	\$37.00
2	5 x 7	4 3/8	3/8	20.00	37.00
3	6½ x 8½	5 9/16	1/2	25.00	42.00
4	8 x 10	7 3/16	11/16	31.00	48.00
5	10 x 12	8 3/8	13/16	39.00	56.00
6	11 x 14	10 7/16	1	48.00	65.00

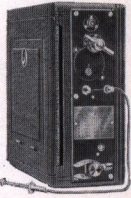
## Seneca Focal Plane Shutter

(Patented)

The photography of life can best be made with a focal plane shutter.

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

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

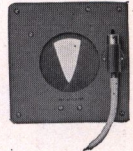


Size	Weight	Dimensions	Prices
4 x 5	15 ounces	6 3/8 x 6 3/8 x 1 13/16	\$16.00
3A 3 1/2 x 5 1/2	15 "	6 7/8 x 6 7/8 x 1 13/16	18.00
5 x 7	22 "	8 3/8 x 8 5/8 x 1 13/16	18.00
6 1/2 x 8 1/2	25 "	10 3/16 x 10 3/16 x 1 13/16	20.00
8 x 10	30 "	12 x 12 x 1 15/16	23.00

## Improved Packard Ideal Shutter

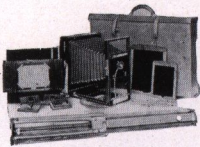
Specially Adapted for View Cameras

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



New Improved View and Camera City View	Outside Dimensions Inches	Diameter Opening Inches	PRICES	
			No. 5	No. 6
5 x 7	3 1/2	1 1/4	\$4.00	\$5.50
6 1/2 x 8 1/2	4	2	4.00	6.00
8 x 10	5	2 1/2	5.00	6.50
11 x 14	6 1/2	3 1/4	5.00	6.50
14 x 17	7 1/2	4	5.50	7.00
17 x 20	7 1/2	4	5.50	7.00
Size for all Competitor View Cameras . . . . .	4 1/2	2 1/2	4.50	6.00

## The Seneca Penny Picture Outfit



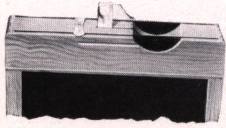
An 8 x 10 Competitor View Camera is fitted with the Seneca Multiplying Attachment to secure a large number of pictures upon each plate. The 3 1/4 x 4 1/4 Rapid Convertible Lens, speed *f*: 8, with the Uno Shutter, which is operated by Push Cord Release, allows a considerable angle of view to be included upon any one of the subdivisions of the plate. By using the rear combination of the lens separately, it is possible to take a full 8 x 10 picture.

Outfit includes 8 x 10 Competitor View, Multiplying Attachment, 3 1/4 x 4 1/4 Convertible Lens and Uno Shutter, one each 8 x 10 and 5 x 7 Plate Holders, No. 3 1/2 Compact Tripod, Canvas Carrying Case and complete instructions. Price, complete . . . . . \$40.00

## The Seneca Multiplying Attachment

For 5 x 7, 6 1/2 x 8 1/2 and 8 x 10 View Cameras  
Except 5 x 7 and 6 1/2 x 8 1/2 Competitor Cameras

The Seneca Multiplying Back may be fitted to any of our View cameras in place of the regular reversible back. 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.  
Price, including one Improved Light Trap Double Plate Holder . . . . . \$14.00



### Simplex Double Plate Holder

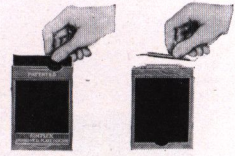
Patented Light Trap and Wooden Bar

Showing safety catch and finger grip

The Simplex Plate Holder has the new style of slide, one without the troublesome wooden handles.

Either end of the slide may be used to designate that the plate has been exposed. It is only necessary to insert the slide so the "E" will 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.



Simplex Other Holders

#### Prices

3 1/2 x 4 1/2	3-A Model	4 x 5	4 1/2 x 6 1/2	5 x 7
\$1.00	3 1/2 x 5 1/2	\$1.00	\$1.25	\$1.25

### Simplex Plate Holder—for Graflex and Reflex

Price, Natural Finish	3 1/2 x 4 1/2	4 x 5	5 x 7
Price, Ebony Finish	\$1.50	\$1.50	\$1.75
	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 press-board slides which have been specially prepared to withstand changes of temperature and to resist warping or swelling.

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

#### Prices

3 1/2 x 4 1/2	3-A Model	4 x 5	4 1/2 x 6 1/2	5 x 7	6 1/2 x 8 1/2	8 x 10
\$.80	3 1/2 x 5 1/2	\$.80	\$1.00	\$1.00	\$1.10	\$1.25

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

### Seneca Portrait Film Holders

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

#### Prices

5 x 7	\$1.00	6 1/2 x 8 1/2	\$1.10	8 x 10	\$1.25
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### Special Sizes, Improved Plate Holder

4 x 5 size Holders made to take 3 1/4 x 4 1/4 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 4 1/4 x 6 1/2 size plates	1.00
5 x 7 size Holders made to take 4 3/4 x 6 1/2 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 Plate Holder

This is the regular English form of holder 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

### Seneca Film Pack Adapter

(Hingeless) For Daylight Loading Film Packs (Patented)

**Get all of your picture on one film. Use a Seneca Film Pack Adapter**

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

$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$	1912 Model $3 \times 5\frac{1}{2}$	3-A Model $3\frac{1}{4} \times 5\frac{1}{2}$	$5 \times 7$
\$1.00	\$1.25	\$1.25	\$1.25	\$2.00

### Defender Film Clip

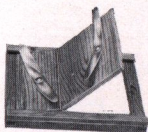


This clip is made of selected spring brass, nickel plated and absolutely chemical proof. It provides the greatest convenience for handling films while developing, fixing and washing, without having the fingers come in contact with the solutions.

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.

Price, per pair . . . . .	\$ .25
Price, per dozen pairs . . . . .	3.00

### Seneca Printing Frames

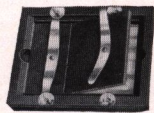


#### Prices Amateur Frames (Piano Hinge)

$3\frac{1}{4} \times 4\frac{1}{4}$ . . . . .	\$.25	$4 \times 5$ . . . . .	\$.30
$3\frac{1}{4} \times 5\frac{1}{2}$ (Post Card) . . . . .	.30	$4\frac{1}{4} \times 6\frac{1}{2}$ . . . . .	.35
$3\frac{5}{8} \times 6$ . . . . .	.30	$5 \times 7$ . . . . .	.40

#### Prices Professional Frames (Piano Hinge)

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



### Seneca Developing and Printing Outfit

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

Each outfit contains:

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



#### Price

No. 1 Outfit Complete as above suitable for  $3\frac{1}{4} \times 5\frac{1}{2}$  size, or smaller . . . . . \$1.50

## Royal Photograph Albums

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



### Black Moire Cloth Flexible Leaves—Carbon

Number	Size	Leaves to Album	Price, Each
3300/50	5½ x 7	50	\$ .50
3301/50	7 x 10	50	1.75
3302/50	10 x 12	50	1.25
3303/50	11 x 14	50	1.75

### Imitation Leather Walrus Flexible Leaves—Carbon      Genuine Leather "Seal" Flexible Leaves—Carbon

Number	Size	Leaves to Album	Price, Each	Number	Size	Leaves to Album	Price, Each
4300/50	5½ x 7	50	\$ .65	5100/50	5½ x 7	50	\$1.10
4301/50	7 x 10	50	1.00	5101/50	7 x 10	50	1.60
4302/50	10 x 12	50	1.75	5102/50	10 x 12	50	2.75
4303/50	11 x 14	50	2.25	5103/50	11 x 14	50	3.50

## Interchangeable

### Black Silk Cloth Flexible Leaves—Carbon      Imitation Leather "Seal" Flexible Leaves—Carbon

Number	Size	Leaves to Album	Price, Each	Number	Size	Leaves to Album	Price, Each
03100/50	5½ x 7	50	\$ .80	04100/50	5½ x 7	50	\$1.15
03101/50	7 x 10	50	1.00	04101/50	7 x 10	50	1.50
03102/50	10 x 12	50	1.75	04102/50	10 x 12	50	2.25
03103/50	11 x 14	50	2.25	04103/50	11 x 14	50	2.75

### Genuine Leather, Black Walrus Grain, Flexible Leaves—Carbon

Number	Size	Leaves to Album	Price, Each	Number	Size	Leaves to Album	Price, Each
0530/50	5½ x 7	50	\$1.60	0532/50	10 x 12	50	\$3.00
0531/50	7 x 10	50	2.00	0533/50	11 x 14	50	3.75

## Royal Film Negative Albums

### Imitation Leather Seal

#### Prices

No. 23 for 100 negatives 2½ x 3½ . . . . . \$ .75      No. 34 for 100 negatives 3½ x 4½ . . . . . \$1.00  
 No. 24 for 100 negatives 2½ x 4½ . . . . . .75      No. 35 for 100 negatives 3½ x 5½ . . . . . 1.00

## Brushes

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

#### Prices

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

## Focusing Cloth

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

## Seneca Measuring Glass

(Necessary for Every Dark Room)

#### Prices



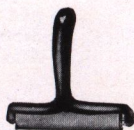
4 ounce . . . . . \$ .15  
 8 ounce . . . . . .20  
 16 ounce . . . . . .30

## Seneca Print Roller

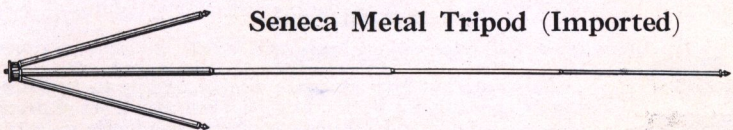
(With Rubber Roller)

#### Prices

4 inch . . . . . \$ .20  
 6 inch . . . . . .30







### Seneca Metal Tripod (Imported)

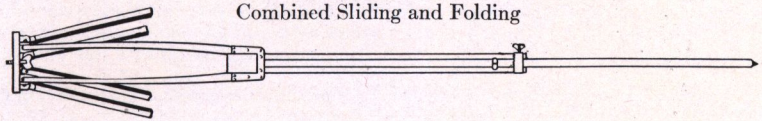
These tripods are made from the best quality brass tubing, highly polished, the upper or top section being black enamel with heavy nickel plated heads.

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.

No.	Sections	Length Closed	Length Extended	Weight	Price
400	4	16 in.	49 in.	20 oz.	\$3.00

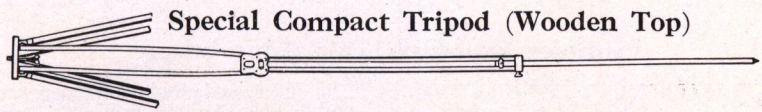
### The Compact Tripod (Wooden Top)

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 22¼ inches in length when folded or closed. The top is so made that the legs, when adjusted, are practically locked, avoiding any possibility of their becoming detached after the tripod is placed and ready for use.

Style	Size of Camera	Weight	Prices
No. 2	5 x 7 and smaller	38 ozs.	\$3.00
No. 2½	6½ x 8½ and smaller	3 lb. 2 oz.	3.50
No. 3½	11 x 14 and smaller	4 lb. 13 oz.	4.50

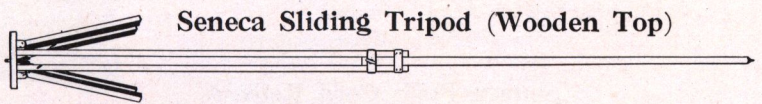


### Special Compact Tripod (Wooden Top)

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, 22¼ inches. Weight 27 ounces.

#### Price

Special Compact Tripod . . . . . \$2.50



### Seneca Sliding Tripod (Wooden Top)

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

Style	Length When Extended, Inches	Length When Closed, Inches	Size of Camera	Prices
1	56½	30½	6½ x 8½	\$2.50
2	60	32½	8 x 10	3.00
4	58½	33	17 x 20	4.50



### Special Sliding Tripod (Metal Top)

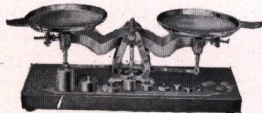
This is a light sliding tripod and is made of spruce, in one size only; suitable for cameras up to 5 x 7 in size. The tripod is made in two sections, the lower half sliding into the other. When closed it measures 30½ inches and when extended 56½ inches. Weight, 20 ounces.

Special Sliding Tripod . . . . . \$1.00

# SENECA CAMERAS

## 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

## Kits to Fit Any Holder

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

### Prices

- 4 x 5—3½ x 3½, 3¼ x 4¼, 3¼ x 4 . . . . . \$ .20
- 5 x 7—3½ x 3½, 3¼ x 4¼, 4 x 5, 3¼ x 5½ . . . . . .25
- 5 x 8—4 x 5, 4¼ x 6½, 3¼ x 4¼, 3¼ x 5½ . . . . . .25
- 6½ x 8½—3¼ x 4¼, 4 x 5, 3¼ x 5½, 4¼ x 6½, 5 x 7 . . . . . .30
- 8 x 10—4 x 5, 3¼ x 5½, 4¼ x 6½, 5 x 7, 5 x 8, 6½ x 8½ . . . . . .40
- 11 x 14—6½ x 8½, 8 x 10, 10 x 12 . . . . . .50

## The Seneca Exposure Card

Just the Thing for the Beginner

The Seneca Exposure Card tells the exact exposure to give under every condition of light and subject; also every size of stop and for all the leading makes of plates and films. Card measures 2 x 4 inches. Just fits the pocket. Made of Cardboard.

### Price

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

## Simplex Exposure Scale (Aluminum)

THE SIMPLEX EXPOSURE SCALE																																																																																																																																																			
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Simplicity and absolute accuracy are embodied in the Simplex Exposure Scale. It determines the correct exposure required on all the principal photographic plates or films during any month, hour or condition of light for any subject. Complete and explicit instructions are printed on each Scale; all complicated reference tables having been eliminated. It is made of aluminum and measures two by four inches.

Price, each . . . . . \$ .30

## Seneca Push Cord Release

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

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



Price . . . . . \$ .35

## Seneca Camera Dressing

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



- Price of 4 ounce bottle . . . . . \$ .25
- Shellac—Black, Orange or White for finishing woodwork on Cameras . . . . . Price 4 oz. bot. .25
  - Cement—Invaluable for mending Bellows, Rubber Cloth, etc. . . . . Price 4 oz. bot. .25
  - Glue (Liquid)—For repairing all kinds of woodwork on Cameras, Plate Holders, etc. . . . . Price 4 oz. bot. .25

### Seneca Electrose 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.

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

#### Prices

For plate 4 x 5 . . . . .	\$ .20
For plate 5 x 7 . . . . .	.35
For plate 8 x 10 . . . . .	.75

### Seneca Steel Enameled Trays

(Triple Coated)

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

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

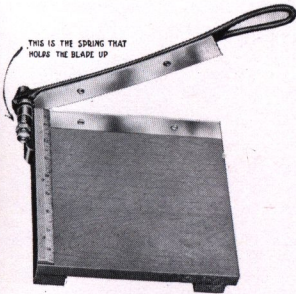


Full Size	For Plate	Depth	Price Each	Full Size	For Plate	Depth	Price Each
4½ x 5½	4 x 5	1½	\$.40	9 x 11	8 x 10	1	\$1.10
4½ x 6½	4 x 6	1½	.40	10½ x 13	10 x 12	1	1.75
5½ x 7½	5 x 7	1½	.65	12½ x 15½	11 x 14	2	2.25
5½ x 9	5 x 8	1½	.75	13½ x 17½	12 x 16	2	2.75
7½ x 10	6½ x 8½	1½	.90	15 x 17½	14 x 17	2½	4.00

### Seneca Japanned Trays

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

For plate 4 x 5 . . . . .	\$ .20
For plate 3¼ x 5½ (post card) . . . . .	.20



### Seneca Trimming Board

(Insures Perfect Trimming of Prints)

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

#### Prices

No. 1 SENECA—Diamond Trimmer 6 inch blade . . . . .	\$1.75
No. 2 SENECA—Dandy Trimmer 8 inch blade . . . . .	2.25
No. 3 SENECA—Studio Trimmer 10 inch blade . . . . .	3.25

### Tank—Tray Thermometer

Combining the most efficient Thermometer for either tank or tray use.

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

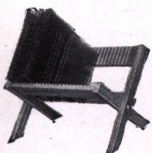
Price, each . . . . . \$ .75



### Negative Racks

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

#### Prices



No. 1—Holding 12 negatives . . . . .	\$ .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  $6 \times 3\frac{3}{8} \times 2\frac{1}{2}$  inches. It is provided with cup for night-light candles.



#### Prices

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

### Seneca Oil Lamp

This lamp is fitted with both orange and ruby glass to insure perfect safety in handling the most highly sensitized film or plate. Proper ventilation is provided to obviate smoking and going out. Filled from outside, not requiring to remove burner  
 Price, each . . . . . \$ .75



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

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

- |                           |                           |
|---------------------------|---------------------------|
| No. 1—Square Black.       | No. 21—Oval Black.        |
| No. 3—Square Scotch Gray. | No. 23—Oval Scotch Gray.  |
| No. 11—Round Black.       | No. 31—Fancy Black.       |
| No. 13—Round Scotch Gray. | No. 33—Fancy Scotch Gray. |

### Seneca Wash Box

The intake of water at the bottom and the outlet at the top provides a circulation which insures quick thorough washing of the plates. A convenient lift is provided for loading before washing and for removing afterwards. Substantially made of zinc and holds twelve  $5 \times 7$  or twenty-two  $4 \times 5$  plates.  
 Price each . . . . . \$1.00

### Seneca Photo Optical Outfit

(For Hand Cameras)

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

#### Prices

Outfit complete for $4 \times 5$ and $5 \times 7$ , diameter of lens $1\frac{5}{16}$ inches . . . . .	\$3.00
Enlarging and Copying Lens . . . . .	.50
Wide Angle Lens . . . . .	.50
Portrait Lens . . . . .	.50
Tele Photo Lens . . . . .	.50
Ray Filter . . . . .	.50
Duplicator . . . . .	.50



Any three of the above Supplementary Lenses and Duplicator, making four in all, furnished in neat case. Price . . . . . \$2.00

Any two of the above Lenses and Duplicator, making three in all, furnished in neat case. Price . . . . . 1.50

### Seneca Ray Screen

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



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

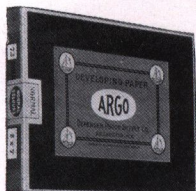
### Premo Film Packs

Twelve exposures in each pack.

No. 300	Size $1\frac{1}{2} \times 2\frac{3}{4}$	Prices \$ .25	No. 318	Size $3\frac{1}{4} \times 4\frac{1}{4}$	Prices \$ .70
320	$2\frac{1}{4} \times 3\frac{1}{4}$	.40	342	$3 \times 5\frac{1}{4}$	.75
316	$2\frac{1}{2} \times 4\frac{1}{4}$	.50	322	3A ( $3\frac{1}{4} \times 5\frac{1}{4}$ )	.80
			323	$4 \times 5$	\$ .90
			315	$5 \times 7$	1.60

## Photographic Papers, Film, Dry Plates and Chemicals

### Defender Argo Paper



In ordering be sure to 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.

#### Prices

Size	Doz.	Gross	Size	Doz.	Gross
2½ x 3½	\$ .10	\$ .70	4 x 6	\$ .15	\$1.50
2½ x 4½	.10	1.00	5 x 7	.30	3.00
3½ x 4½	.12	1.20	6½ x 8½	.50	5.00
4 x 5	.15	1.50	8 x 10	.60	6.50
3½ x 5½	.15	1.50	11 x 14	1.20	13.00

*Prices of larger sizes furnished upon request.*

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 in half gross packages at one-half the gross price.

### Enlarging Argo

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

#### Grades

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

#### Prices

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

Double weights of Enlarging Argo are packed in half gross packages. Price of same is pro rata.

*Prices of smaller and larger sizes, also in rolls, furnished upon request.*

### Sensitized 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

**Photographic Papers, Dry Plates and Chemicals—Continued**

**Argotone—A Perfect Portrait Paper**

A high grade slow speed developing paper for portrait work.

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

**Grades of Argotone**

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

**Prices**

Size	Single Wt.		Double Wt.		Size	Single Wt.		Double Wt.	
	Doz.	Gro.	Doz.	Gro.		Doz.	Gro.	Doz.	Gro.
3½ x 5½ (cab't)	\$.15	\$1.50	\$.25	\$2.00	6½ x 8½	\$.50	\$5.00	\$.60	\$6.00
4 x 6	.15	1.50	.25	2.00	7 x 9	.55	6.00	.65	7.00
4½ x 6½	.25	2.50	.30	3.00	7½ x 9½	.60	6.50	.75	8.00
4¾ x 6¾	.25	2.50	.30	3.00	8 x 10	.70	7.00	.80	9.00
5 x 7	.30	3.00	.35	3.50	9 x 11	.90	8.50	1.00	11.00
5 x 8	.35	3.50	.40	4.00	10 x 12	1.00	10.00	1.20	13.50
5½ x 7½	.35	4.00	.45	4.50	11 x 14	1.35	14.00	1.60	17.50
6 x 8	.45	4.50	.50	5.00					

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

**In Rolls**

Size of Roll	Single Wt.	Double Wt.	Size of Roll	Single Wt.	Double Wt.
10 foot 20 inches wide	\$1.60	\$1.80	10 yard 40 inches wide	\$8.00	\$9.60
10 yard 20 inches wide	4.00	4.80	*10 foot 25 inches wide	2.00	2.25
10 foot 40 inches wide	3.20	3.60	*10 yard 25 inches wide	5.00	6.00

\*Buff grades only furnished in rolls 25 inches wide.

**Post Cards**

Size	Dozen	Gross	Thousand
3½ x 5½	\$.15	\$1.50	\$10.00
3½ x 11	.35	3.40	22.50

**The Defender Vulcan Dry Plates**

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	Price per Dozen	Size	Price per Dozen
3½ x 4½	\$.45	5 x 7	\$1.10
3½ x 5½	.65	6½ x 8½	1.65
4 x 5	.65	8 x 10	2.40
4½ x 6½	.90		

Prices of larger sizes furnished upon request.

**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 the user 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.

**Prices**

Size	Price per Dozen	Size	Price per Dozen
3½ x 4½	\$.55	5 x 7	\$1.40
3½ x 5½	.80	6½ x 8½	2.10
4 x 5	.80	8 x 10	3.00

### Seneca M. Q. Developing Powders

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

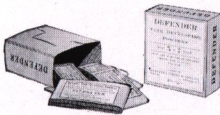
**Prices**

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 2¼ x 3¼ film . . . \$ .15      For 3¼ x 5½ film . . . \$ .20  
 For 5 x 7 film . . . \$ .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.

1-lb. box, making 64 ounces solution . . . . . \$ .25  
 ½-lb. box, making 32 ounces solution . . . . . .15  
 ¼-lb. box, making 16 ounces solution . . . . . .10

### Defender Sepia Re-Developer

In glass tubes. Each tube contains, in separate compartments, powders for making sixteen ounces of bleaching and re-developing solution. Price, per tube, \$ .10.

### Defender Intensifier

For improving all thin or weak negatives. Builds up the image to greater density and increases contrast. Put up in glass tubes. Price, each, \$ .05.

### Defender Reducer

For clearing fogged negatives and reducing the contrast of harsh negatives. For reducing over-dense negatives. For clearing Lantern Slides. Put up in glass tubes. Price, each, \$ .05.

### Actino Flashlight Cartridges



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

stops all movement and

**Prices**

Per box of six

No. 12 Illuminates fully a 12 ft. room . . . . . \$ .35  
 No. 18 Illuminates fully an 18 ft. room . . . . . .50  
 No. 30 Illuminates fully a 30 ft. room . . . . . .65

### Actino Flashlight Holder

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

### Peerless Japanese Transparent Water Colors

The ease with which the beginner can successfully color his pictures is the predominant feature of Peerless Japanese Transparent Water Colors.

The various colors blend into delightful tints of their own accord. No details of the picture are hidden, since the colors themselves are transparent. When a different color effect is desired, local application of water removes all traces of color, leaving the surface as receptive to the colors as before. Suitable for coloring lantern slides as well as prints.

Each booklet contains an assortment of colors, prepared in small sheets. Complete instructions accompany each set.



#### Prices

Book, fifteen colors, each . . . . .	\$ .75
Book, Junior edition, ten colors, each . . . . .	.50
Extra color film envelopes, half dozen films of one color in envelope . . . . .	.60
Japanese Sizing Medium, for surfaces that resist water colors, each . . . . .	.10
Brushes, specially selected for applying colors, set of three, assorted sizes . . . . .	.50

#### Miscellaneous Supplies

All Milled Head Screws . . . . .	\$ .25
Bulbs and Tubes, to fit any Shutter . . . . .	.25
Blotting Paper, 19 x 24, per dozen . . . . .	1.50
Glass for Seneca Lamp, Ruby or Orange . . . . .	.20
Ground Glass for 4 x 5 Cameras, 15c; for 5 x 7 Cameras, 18c; for 6½ x 8½ Cameras, 30c; for 8 x 10 Cameras, 50c; for 11 x 14 Cameras, 60c . . . . .	
Orange or Ruby Fabric, per sq. yd . . . . .	.60
Screws for Tripods . . . . .	.25
Shoulder Straps, 56 inches . . . . .	.40
Shoulder Straps, 66 inches . . . . .	.50
Brilliant View Finders . . . . .	2.00

#### Lens Boards for Hand and View Cameras

For Hand Cameras up to and including 5 x 7 size . . . . .	\$ .50
For Hand Cameras larger than 5 x 7 size . . . . .	.75
For View Cameras up to and including 8 x 10 size . . . . .	.75
For View Cameras larger than 8 x 10 size . . . . .	1.00

#### Bellows for Hand and View Cameras

Extra bellows will be furnished as follows:

Size	Camera	Prices
4 x 5	—Seneca No. 29 . . . . .	\$2.50
Filmetts and Roll Film Senecas all sizes . . . . .		3.00
4 x 5	—Seneca Nos. 31-3A . . . . .	3.00
4 x 5	—Seneca Nos. 8-9 . . . . .	4.50
5 x 7	—Seneca No. 8 . . . . .	5.00
5 x 7	—Seneca No. 9 . . . . .	7.00
5 x 7	—New Improved or Camera City View . . . . .	Leatheret \$5.00, Leather
6½ x 8½	—“ “ “ “ “ “ . . . . .	6.00, “
8 x 10	—“ “ “ “ “ “ . . . . .	7.00, “
11 x 14	—“ “ “ “ “ “ . . . . .	9.00, “
5 x 7	—Competitor View . . . . .	4.00, “
6½ x 8½	—“ “ . . . . .	5.50, “
8 x 10	—“ “ . . . . .	6.00, “

Prices of genuine leather bellows upon request

Bellows for 2¼ x 3¼, 2½ x 4¼, 3¼ x 4¼ and 3½ x 5½ same price as 4 x 5 size.

#### Canvas Cases for View Cameras

To Carry	Style	5 x 7	6½ x 8½	8 x 10	11 x 14
Camera and Holders . . . . .	Square	\$3.00	\$3.25	\$3.50	\$6.00
“ “ “ . . . . .	Oblong	3.50	4.00	4.50	8.00
Camera, Holders, Tripod and Lens . . . . .	“	4.50	5.00	5.50	8.50



## Vulcan Roll Film

Non-curling, Orthochromatic, Non-Halation.

Made by Eastman Kodak Company



Comparative tests have proven this film to be in every respect equal, if not superior, to any other film cartridge on the market. It is manufactured by the largest film makers in the world. This superior quality and most popular roll film is non-curling, non-halation and orthochromatic, thus offering a product of the highest standard.

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

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

No.	Film	Size of Picture	Cameras	6 Exp.	12 Exp.
254	1½ in.	1½ x 2½ in.	Vest Pocket Seneca, Vest Pocket Kodak, No. 0 Brownie	20c 8 Exp.	
242	1½ in.	1½ x 2½ in.	No. 0 Folding Pocket Kodak, No. 0 Graphic	15c	
234	2¼ in. A	2¼ x 2½ in.	No. 1 Brownie	15c	
240	2¼ in. B	2¼ x 3¼ in.	No. 2 Scout, No. 1 Seneca Junior, No. 1 Kodak Jr., No. 1 F. P. Kodak No. 2 Brownie, No. 2 Folding Brownie, No. 2 Hawk Eye No. 2 Folding Cartridge Premo, V. P. Ansco No. 2 Buster Brown, No. 1 and No. 2 Folding Buster Brown	20c	
210	2¼ in. C	2¼ x 3¼ in. 2¼ x 7 in.	No. 1 Roll Film Seneca No. 1 Folding Pocket Kodak No. 1 Panoram Kodak	20c	40c
232	2½ in.	2½ x 4¼ in.	No. 1A Roll Film Seneca, No. 1A Seneca Chief, No. 2A Scout No. 2A Folding Scout, No. 1A F. P. Kodak Special, No. 1A F. P. Kodak No. 1A Kodak Jr., No. 2A Brownie, No. 1A Graflex No. 1A Speed Kodak, No. 1A Folding Hawk Eye, No. 2A Hawk Eye No. 2A Buster Brown, No. 2A Folding Brownie No. 1A Ansco Jr., No. 2A Folding Buster Brown No. 2A Folding Cartridge Premo	25c	50c
260	2½ in.	2½ x 4¼ in.	No. 2C Seneca Chief, No. 2C Folding Scout, No. 2C Scout No. 2C Kodak Junior, No. 2C Folding Brownie	35c	60c 10 Exp.
236	3¼ in.	3¼ x 4¼ in. 3¼ x 6½ in.	No. 3 Roll Film Seneca No. 3 F. P. Kodak, No. 3 Folding Weno, No. 3 Focusing Weno No. 3 Special Kodak, No. 3 Folding Buster Brown Nos. 1 and 2 Stereo Hawk Eye, No. 5 Weno No. 3 Folding Hawk Eye, Nos. 2, 4 and 6 Ansco No. 3 Buster Brown	35c	70c
248	3¼ in. B	3¼ x 4¼ in.	No. 3 Scout, No. 3 Folding Scout No. 3 Brownie, No. 3 Folding Brownie, No. 3 Bulls Eye	35c	70c
244	3¼ in. A	3¼ x 5½ in.	No. 3A Roll Film Seneca, No. 3A Folding Scout, No. 3A F. P. Kodak No. 3A F. P. Kodak Special, No. 3A Graflex No. 3A Folding Brownie, No. 7 Weno No. 3A Folding Hawk Eye, No. 9 Ansco, No. 10 Ansco No. 3A Folding Buster Brown, No. 3A Ansco Jr. No. 3A Folding Ansco, No. 3A Buster Brown	40c	70c 10 Exp.
250	3¼ in. C	3¼ x 5½ in.	No. 3A Scout No. 3B Quick Focus Kodak, Stereo Brownie No. 3B Folding Hawk Eye No. 6 Weno, No. 3A Ansco	40c	70c 10 Exp.
202	3½ in.	3½ x 3½ in. 3½ x 7 in.	No. 2 Bullet, No. 2 Bullet Special, No. 2 Bulls Eye No. 2 Bulls Eye Special, No. 2 F. P. Kodak No. 2 Flexo Kodak, No. 2 Stereo Kodak, No. 2 Weno Nos. 3 and 4 Stereo Hawk Eye, No. 1 Ansco	30c	60c
206	4 in.	4 x 5 in.	No. 4 Bullet, No. 4 Bulls Eye, No. 4 Bulls Eye Special No. 4 Folding Weno, No. 4 Focusing Weno No. 4 Panoram Kodak, No. 4 Weno Nos. 3, 5 and 7 Ansco, No. 4 Bullet Special	45c	75c 10 Exp.
246	4 in. A	4 x 5 in.	No. 4 F. P. Kodak, No. 4 Screen Focus Kodak No. 4 Folding Hawk Eye	45c	90c
238	4¼ in.	4¼ x 3¼ in.	No. 3 Cartridge Kodak	35c	70c
252	4¼ in. A	4¼ x 6½ in.	No. 4A F. P. Kodak, No. 4A Speed Kodak	65c	
208	5 in.	5 x 4 in.	No. 4 Cartridge, No. B Al Vista, No. 5D Al Vista	45c	90c
230	7 in.	5 x 7 in.	No. 5 Cartridge Kodak, No. 7D Al Vista, No. 7E Al Vista	80c	

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General Offices and Factory

## WARRANTY—GUARANTY

SENECA CAMERAS are guaranteed against defective workmanship or material for one year from date of factory shipment, to the extent we will replace any defective part which fails as a result of original defect, providing it is returned to the factory. This guaranty also applies to the lenses and shutters; we use only standard makes, guaranteed by their manufacturers. We allow ten days' trial of the entire equipment, and if not satisfactory full amount refunded.

SENECA CAMERA MFG. COMPANY

*We reserve the right to make changes or improvements at any time without incurring any obligation to install them upon machines previously sold.*

*List prices in this catalogue are subject to change without notice. For the convenience of our customers, we suggest that they purchase direct from the local dealers, where such are established, at a saving to themselves of time and transportation charges. All merchandise is shipped F. O. B. Rochester, N. Y.*

## SENECA CAMERA MFG. COMPANY

MANUFACTURERS

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

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Cable Address: "Seneca Rochester"

Western Union and Private Codes

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

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Catalogue R—Destroy previous issues



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