



SENECA CAMERAS

FOR
PLATES-FILM PACK
ROLL FILM

General Information

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

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

All remittances should be made payable to the Seneca Camera Mfg. Co., and may be sent by Bank Draft, Post Office Money Order, Express Money Order or Registered Letter. Personal Checks, when from parties unknown to us, unless certified by the bank on which they are drawn, will delay shipment of goods until the check can be collected through our banks.

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

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

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

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

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

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

SENECA CAMERA MFG. CO.

Manufacturers

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

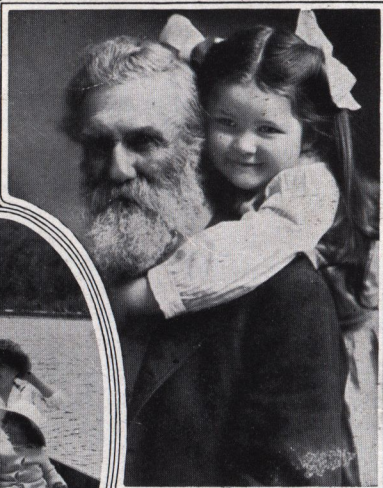
SENEGA CAMERA MANUFACTURING COMPANY



Seneca Plate Cameras
Seneca Film Pack Cameras
SENGO Roll Film Cameras

*General
Offices and Factory*
ROCHESTER, N.Y., U.S.A.

Largest Independent Camera Makers in the World



Seneca Cameras Mean Sure Service



ISN'T that what **you** are looking for? Then the one thing for you to do, is to get the **right** camera. At once you will be off to a good start in picture-making. There it is: begin right, and you're half way to success. You're putting quite a bit of money into photography, therefore it's worth thinking about.

Try and keep this in mind, that you are not buying a toy. The camera you want has got to be good—must deliver. You want the kind that when you set out to take pictures you'll come home secure in the knowledge that you've got 'em—all, and all good. Not a collection of foggy and disappointing exposures. That's the joy of having a camera.

Now a camera is really a kind of a machine,—not puzzling nor cumbersome,—almost automatic. Seneca Cameras are just about as easy to work as turning on the electric light. We make them so that they do pretty nearly all the work themselves. You don't have to resort to guesswork; you don't have to have art, skill; just go ahead making pictures. What? Yes, Seneca Cameras are fool-proof.

There's no boastful nor laudatory language in this book. We make no extravagant claims,—just ask you to sit down with this catalogue and look it through carefully in cold blood. Take your time. Turn the pages one by one. Then you will be away from all the clever counter talk of the salesman, and every hypnotic suggestion to purchase. You'll see the Seneca Cameras just as they are, can decide without prejudice.

You want service, picture-taking service,—service that puts you in a position to get right to work,—**now**,—and take good pictures. That's what we are selling you in the Seneca Camera, guaranteed service too. For here's what we say: If this Seneca Camera that you are buying doesn't do the work you want it to do, we'll take it back at once, without quibble or argument, and your word alone shall decide. We're the only and original camera makers in the world to do that. Our position is one of modest superiority, coupled with the consciousness that we have the goods. That's why we are willing to guarantee.

Again we say it: Get the **right** camera,—the **right Seneca**, the one that fits you, the one that's best suited to just the kind of work you want to do. Everybody knows that we make plate cameras, film pack cameras, roll film cameras and combinations of all these. It isn't

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

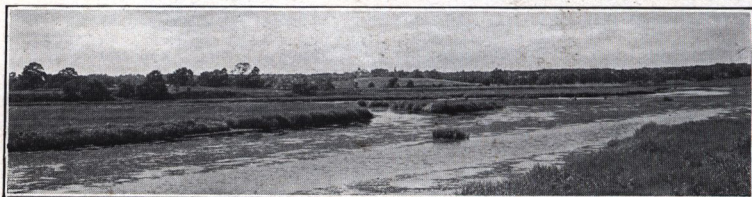
whether you shall use plates or films, because you can use either with our cameras. But here's the point: For the child, get the Child's Seneca,—the Scout. Hand cameras are for the tourist, to catch the passing view. Professional outfits for the view artist, to register the lasting picture. Long focus cameras for the scientist in his pains-taking work. Get the right one.

We make photographic instruments that are used successfully by novice and master alike, for the every purpose of picture-taking. Harsh lighting, strong contrasts, heavy atmosphere no longer spoil pictures for Seneca users. Lenses are faster, plates and films are faster, shutters more positive in action,—better. Every action leading up to the making of the exposure is quicker.

Lastly, get the *Seneca*. It's *right!* Constant striving to attain the perfect camera brings to light opportunities for betterment from time to time. We make the most of them. It is a far step from the heavy and complicated Seneca of a decade ago to the finished masterpiece of nickel and leather that you see today. In design and workmanship the note of progress is everywhere evident in our great factory, the largest independent camera manufactory in the world.

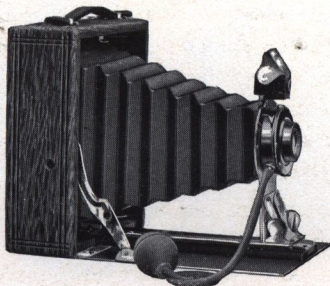
With every Seneca we send a Manual of Photography thoroughly up to date, as well as a book of explanations and instructions. These truths of photography are presented in a way to interest the advanced amateur as well as the beginner. But we do not stop there; we maintain a large correspondence department, for the special purpose of aiding Seneca Camera users in getting up in front. This service is for you, and costs nothing. It is our way of advertising.

As manufacturers we pursue the even tenor of our way in the world of business. Unscrupulous parties endeavoring to restrict the market are seeking to crowd us out of the retail shops. Eventually the Government will attend to their case. While this is going on don't stand for substitution; don't let a dealer sell you a camera "just as good as the Seneca," "just like" a Seneca. If Senecas weren't better than the other kind, nobody would try to crowd us out of the market. If you have trouble write us for the name of the local Seneca dealer.



SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Pocket Seneca No. 29

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

Since its introduction three years ago the efficiency of Seneca Number 29 has been further increased by the addition of many improvements. The camera when closed is self contained, all the adjustments being protected. This Pocket Camera is, of course, especially desirable for tourists and those pleasure seekers who wish a moderate priced pocket instrument. Made in 4 x 5 size only. Made to take Film Pack Adapters.

DETAIL OF EQUIPMENT

Dimensions (when closed)— $6\frac{1}{4} \times 5\frac{1}{4} \times 2\frac{1}{8}$ inches.

Weight—19 ounces.

Focal Capacity— $6\frac{3}{4}$ inches.

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

Camera Bed—Ebony finish, 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—Ground glass panel for focusing.

Tripod Sockets—Two.

Shutter—Seneca Uno with bulb and tube attachment.

Lens—Meniscus Achromatic or Rapid Rectilinear.

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

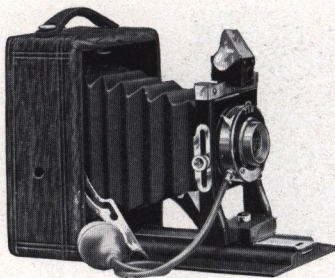
Price of Outfit Complete

Pocket Seneca No. 29 fitted with Meniscus Achromatic Lens	-	-	Size 4 x 5	\$7.50
Pocket Seneca No. 29 fitted with Rapid Rectilinear Lens,	-	-		9.00
Seneca Adapter (Hingeless) for Film Packs	-	-		1.25

NOTE—For prices of extra Seneca Plate Holders, see pages 57, 58 and 59.
For price of Carrying Case for above, see page 66.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Pocket Seneca No. 30

An illustration is herewith presented of a Camera that requires no technical knowledge, and yet is capable of the greatest achievements. An extremely popular pocket hand camera.

DETAIL OF EQUIPMENT

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces	Capacity Carrying Case
$3\frac{1}{4} \times 4\frac{1}{4}$	$6\frac{1}{4}$	$5\frac{1}{2} \times 4\frac{1}{8} \times 2\frac{3}{4}$	15	Camera and Four Holders
4×5	7	$6\frac{1}{8} \times 5\frac{1}{8} \times 2\frac{3}{4}$	19	" " " "
$3A\ 3\frac{1}{4} \times 5\frac{1}{2}$	8	$6\frac{7}{8} \times 4\frac{1}{2} \times 2\frac{3}{4}$	21	" " " "
5×7	$9\frac{1}{2}$	$8\frac{3}{4} \times 6\frac{5}{8} \times 3$	24	" " " "

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

Camera Bed—Attached to Camera with improved nickel plated piano hinge.

Tripod Sockets—Two.

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 and removable. Aluminum ground glass panel for focusing.

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

Shutter—Seneca Uno with bulb and tube attachment. Duo (Dustproof) or Autic (Dustproof).

Lens—Single Achromatic, double Rapid Rectilinear or Rapid Symmetrical Speed F. 8.

Camera. Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.



A Pocket Camera Closed

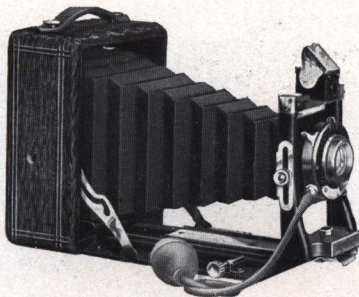
Price of Outfit Complete

	$3\frac{1}{4} \times 4\frac{1}{4}$	4×5	$3A\ (Post\ Card)\ 3\frac{1}{4} \times 5\frac{1}{2}$	5×7
Pocket No. 30 with Uno Shutter				
Single Achromatic Lens -	\$ 7.00	\$ 8.00	\$10.00	\$12.00
Pocket No. 30 with Uno Shutter				
Rapid Rectilinear Lens -	9.00	10.00	12.00	14.00
Pocket No. 30 with Duo Shutter				
Rapid Rectilinear Lens -	11.00	12.00	14.00	16.50
Pocket No. 30 with Autic Shutter				
Rapid Symmetrical Lens -	14.00	15.00	17.00	20.00
Carrying Case (Leatheret) to carry				
Camera and extra Holders -	1.50	1.50	1.50	2.00
Seneca Adapter (Hingeless) for				
Film Packs - - -	1.00	1.25	1.25	2.00

NOTE—For price of extra Plate Holders, see pages 57, 58 and 59.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Pocket Seneca No. 31

Embodied in this camera are to be found the three essentials of the satisfactory, pleasure giving instrument, namely: studied design, simplicity of operation and expert workmanship. Its equipment permits of a variety of work, and this, together with its compactness of form, appeals strongly to the amateur.

Detail of Equipment

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces	Capacity Carrying Case
$3\frac{1}{4} \times 4\frac{1}{4}$	8	$5\frac{1}{2} \times 4\frac{1}{8} \times 2\frac{1}{2}$	19	Camera and Four Holders
4×5	9	$6\frac{7}{8} \times 4\frac{1}{2} \times 2\frac{3}{8}$	23	" " " "
$3A\ 3\frac{1}{4} \times 5\frac{1}{2}$	10	$6\frac{3}{8} \times 5\frac{1}{8} \times 2\frac{1}{2}$	23	" " " "
5×7	$10\frac{1}{4}$	$8\frac{3}{4} \times 6\frac{5}{8} \times 2\frac{1}{8}$	26	" " " "

Camera Box—Ebony finish, corners dovetailed, covered with walrus grain leather.
Tripod Sockets—Two.

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.

Rack and Pinion—For fine focusing with locking device.

View Finder—Brilliant Reversible, metal bound and hooded.

Shutter—Seneca Uno with bulb and tube attachment, Duo (Dustproof) or Autic (Dustproof). **Lens**—Double Rapid Rectilinear or Rapid Symmetrical, Speed F:8.

Camera. Seneca Simplex Light Trap Double Plate Holder.

Manual of Photography. Instruction Book.

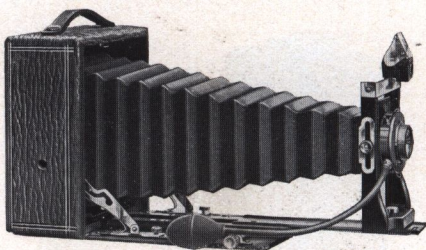
Price of Outfit Complete

	$3\frac{1}{4} \times 4\frac{1}{4}$	4×5	$3A\ 3\frac{1}{4} \times 5\frac{1}{2}$ (Post Card)	5×7
Pocket No. 31 with Uno Shutter				
Rapid Rectilinear Lens -	\$10.50	\$11.50	\$14.00	\$17.00
Pocket No. 31 with Duo Shutter				
Rapid Rectilinear Lens -	12.50	13.50	16.00	19.00
Pocket No. 31 with Autic Shutter				
Rapid Symmetrical Lens -	14.50	15.50	18.00	23.00
Carrying Case (Leatheret) to carry				
Camera and Extra Holders	1.50	1.50	1.50	2.00
Seneca Adapter (Hingeless) for				
Film Packs - - -	1.00	1.25	1.25	2.00

NOTE—For prices of extra Plate Holders, see pages 57, 58 and 59.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Pocket Seneca No. 32

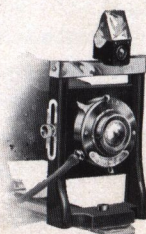
(Swing Back.)

(A Moderate Priced, Long Focus Instrument)



THIS particular Seneca model is extremely popular. Its extra long draw makes it capable of great detail work and establishes at once its worth in mechanical and commercial photography.

The lens is the celebrated Seneca Convertible, of three foci, and there is sufficient length of bellows to use the back combination of the lens singly when desired, producing a variety of results. Either the Uno, (Dustproof) or Autic (Dustproof) Shutter may be fitted. Made to take Film Pack Adapters.



The Reinforced Front
Used on all Pocket and
Filmet Senecas

DETAIL OF EQUIPMENT

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Weight Ounces	Capacity Carrying Case
$3\frac{1}{4} \times 4\frac{1}{4}$	10	$4\frac{1}{2} \times 2\frac{1}{2} \times 5\frac{1}{2}$	20	Camera and Four Holders
4×5	$11\frac{1}{2}$	$5\frac{1}{4} \times 2\frac{1}{2} \times 6\frac{1}{4}$	24	" " " "
$3A\ 3\frac{1}{4} \times 5\frac{1}{2}$	$11\frac{1}{2}$	$5 \times 2\frac{3}{8} \times 7$	$24\frac{1}{2}$	" " " "
5×7	$12\frac{3}{4}$	$8\frac{3}{4} \times 6\frac{3}{8} \times 3$	27	" " " "

Lens—Triple Convertible, Speed F : 8.

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

Swing—Either back or bed.

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Front—Solid mahogany improved pattern standard front: Rising and Falling.

Back—Improved spring, aluminum ground glass panel for focusing. Removable.

Rack and Pinion—For fine focusing, locking device.

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

Shutter—Seneca Autic Automatic (Dustproof).

Tripod Sockets—Three. Camera. Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

Price of Outfit Complete

	$3\frac{1}{4} \times 4\frac{1}{4}$	4×5	$3A\ (Post\ Card)$ $3\frac{1}{4} \times 5\frac{1}{2}$	5×7
Pocket No. 32 with Uno Shutter	\$16.00	\$18.00	\$20.00	\$20.00
Pocket No. 32 with Autic Shutter	19.00	21.00	23.00	24.00
Carrying Case (Leatheret) to carry Camera and Extra Plate Holders	1.50	1.50	1.50	2.00
Seneca Adapter (Hingeless) for Film Packs	1.00	1.25	1.25	2.00

NOTE—For prices of extra Plate Holders, see pages 57, 58 and 59.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Stereo, Style B

The Seneca Stereoscopic Cameras

(Made in 5 x 7 Size Only)

SENECA Stereo B is identical with Seneca Number 7,—already described on a following page,—as far as general construction goes, excepting it has a swing back and is equipped with the Duo Stereo Shutter and a matched pair of Symmetrical F. 8 Lenses. The Stereo division inside of the bellows is constructed on an improved roller principle. It unrolls and rolls automatically, according as the camera is opened and closed. This roller partition may be removed from the camera entirely if so desired. Thus the instrument becomes an ordinary camera and is suitable for taking 5 x 7 pictures with the proper equipment of lens and shutter.

DETAIL OF EQUIPMENT

Dimensions of Lens Board— $3\frac{5}{8} \times 5\frac{1}{2}$ inches.

Focal Capacity—13 inches.

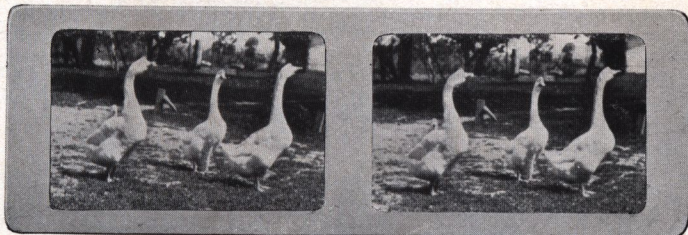
Solid Leather Carrying Case, Simplex Light Trap Double Plate Holder,
One Extra Lens Board, Manual of Photography, Instruction Book.

Price of Outfit

	Outfit Complete	Without Lens and Shutter
Seneca Stereo B	\$48.00	\$36.00
Seneca Adapter (Hingeless) for Film Packs	2.00	

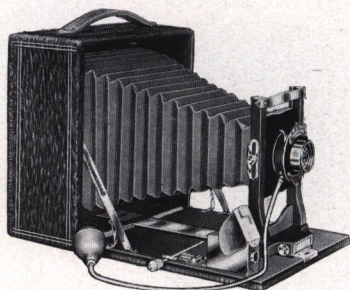
The regular 5 x 7 Rapid Rectilinear Lens and Duo (Dustproof) Shutter, extra, \$8.00, if purchased with above outfit.

NOTE—For prices of extra Seneca Plate Holders, see pages 57, 58 and 59.



SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Camera Number Six

(Reversible Back. Rack and Pinion for Focusing.)

The Back Revolves



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

DETAIL OF EQUIPMENT

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4x5	9 1/4	6 1/2 x 6 1/2 x 3 1/2	12 1/4 x 4 x 7 1/8	Camera and Six	2 1/4 x 2 1/2
3 1/4 x 5 1/2	9 1/4	7 x 7 x 3 3/8	12 x 4 x 7 1/2	Holders	2 3/8 x 2 3/8
4 1/4 x 6 1/2	12 1/2	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
5x7	12 1/2	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

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

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

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Spirit Level—Attached to bed of Camera.

Clamp—Automatic Finger Grip.

Tripod Sockets—One.

Front—Rising and falling.

Lens Board—Removable.

Rack and Pinion—For focusing, with locking device.

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

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

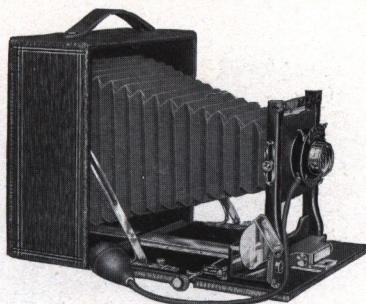
Camera, Leatheret Carrying Case. Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

Price of Outfit Complete

Style A, fitted with Seneca Uno Shutter and Rapid Rectilinear Lens	4 x 5	3A (Post Card)	3 1/4 x 5 1/2	4 1/4 x 6 1/2	5 x 7
	\$15.00	\$17.00	\$20.00	\$20.00	
Style B, fitted with the Seneca Duo Double Valve (Dustproof) Shutter and Rapid Rectilinear Lens	18.00	20.00	23.50	23.50	
Extra Simplex Plate Holders	1.00	1.00	1.25	1.25	
Seneca Film Pack Adapter	1.25	1.25	Not made	2.00	

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Camera Number Seven

(Reversible and Swing Back.)

The Back Revolves



HIS model has been especially endorsed by collegians, architects, contractors and business men who buy and use this particular Seneca style.

A swing back is supplied, based on principles that are optically and mechanically correct. The Seneca Symmetrical Lens, Speed F: 8, is furnished, which is of inestimable value for the finer purposes of photography. Made to take Film Pack Adapters.

DETAIL OF EQUIPMENT

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4x5	10 1/4	6 1/2 x 6 1/2 x 3 1/2	12 1/4 x 4 x 7 1/8	Camera and Six Holders	2 3/8 x 2 3/8
3 1/4 x 5 1/2	10 1/2	7 x 7 x 3 5/8	12 x 4 1/8 x 7 1/2		2 3/8 x 2 3/8
4 1/4 x 6 1/2	13 1/4	8 3/4 x 8 3/4 x 3 3/4	15 5/8 x 4 5/8 x 9 1/4		3 x 3 1/4
5x7	13 1/4	8 3/4 x 8 3/4 x 3 3/4	15 5/8 x 4 5/8 x 9		3 x 3 1/4

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

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

Spirit Level—Attached to bed of camera.

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Clamp—Automatic finger grip.

Front—Rising and falling.

Rack and Pinion—For focusing, with locking device.

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

Swing—Back and bed.

Lens Board—Removable.

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

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

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

Lens—Seneca Symmetrical, Speed F: 8.

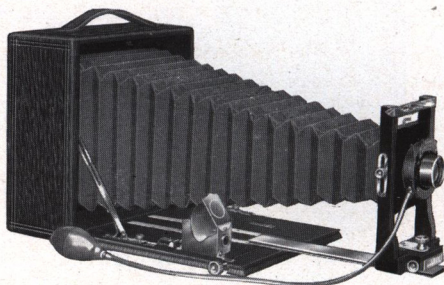
Camera. Solid Leather Carrying Case. Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

Price of Outfit Complete

	4 x 5	3A (Post Card) 3 1/4 x 5 1/2	4 1/4 x 6 1/2	5 x 7
Seneca No. 7	\$22.00	\$24.00	\$29.00	\$29.00
Extra Simplex Plate Holders	1.00	1.00	1.25	1.25
Seneca Film Pack Adapter	1.25	1.25	Not made	2.00

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Camera Number Eight

(Reversible and Swing Back.)

The Back Revolves.



WONDERFULLY adaptable camera, designed for particular work, is the Seneca Number Eight. Experience has shown it to be invaluable to scientists in every field of investigation. It has a wealth of varied features, and appeals strongly to the professional, semi-professional and advanced amateur.

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

The Seneca Triple Symmetrical Lens, F: 8, is of high speed, suitable for the most rapid snap-shot work under trying conditions. It may be "converted" into a long focus lens for distance photography by using the back lens separately which nearly doubles the size of the image. Thus the lens is in reality two lenses, each adapted to a different kind of work. Made to take Film Pack Adapters.



Senecas Nos. 6, 7, 8 and 9
Closed

DETAIL OF EQUIPMENT

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4x5	11 $\frac{3}{4}$	6 $\frac{1}{2}$ x 6 $\frac{1}{2}$ x 3 $\frac{1}{2}$	12 x 4 x 7 $\frac{1}{8}$	Camera and Six Holders	2 $\frac{1}{4}$ x 2 $\frac{1}{2}$
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	12 $\frac{1}{2}$	7 x 7 x 3 $\frac{3}{8}$	12 $\frac{1}{4}$ x 4 $\frac{1}{8}$ x 7 $\frac{1}{2}$		2 $\frac{1}{4}$ x 2 $\frac{1}{2}$
4 $\frac{1}{4}$ x 6 $\frac{1}{2}$	16 $\frac{3}{4}$	8 $\frac{3}{4}$ x 8 $\frac{3}{4}$ x 3 $\frac{3}{4}$	15 $\frac{3}{8}$ x 4 $\frac{3}{8}$ x 9		3 x 3 $\frac{1}{4}$
5x7	16 $\frac{3}{4}$	8 $\frac{3}{4}$ x 8 $\frac{3}{4}$ x 3 $\frac{3}{4}$	15 $\frac{3}{8}$ x 4 $\frac{3}{8}$ x 9		3 x 3 $\frac{1}{4}$
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	21	10 $\frac{1}{4}$ x 10 $\frac{1}{4}$ x 4 $\frac{7}{8}$	19 $\frac{3}{8}$ x 5 $\frac{1}{2}$ x 11	Camera and Seven Holders	4 x 4 $\frac{3}{4}$

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Seneca Camera Number Eight—Continued

Detail of Equipment

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

Camera Bed—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. **Front**—Rising, falling and sliding.

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.

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

Swing—Back and bed.

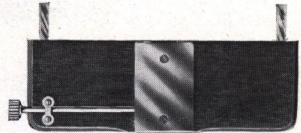
Back—Revolving, with spring actuated ground glass panel for focusing.

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

Shutter—Seneca Autic Automatic (Dustproof) or the Duo (Dustproof) Shutter.

Lens—Seneca Triple Convertible, Speed F:8.

Camera. Solid Leather Carrying Case. Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.



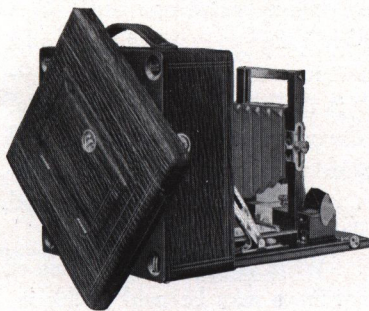
Supplementary Bed for Extreme Wide Angle Lens

Price of Seneca No. 8 Complete

	4 x 5	3A (Post Card) 3 1/4 x 5 1/2	4 1/4 x 6 1/2	5 x 7	6 1/2 x 8 1/2
With Symmetrical Lens, F:8, and					
Autic Shutter - - -	\$25.00	\$27.00	\$33.00	\$33.00	\$46.00
With Duo Shutter - - -	23.00	25.00	31.00	31.00	43.00
With Seneca Anastigmat Lens, Series I, F:6.3, and Autic Shutter - - -	52.00	54.00	65.00	65.00	90.00
Same without Lens and Shutter	20.00	22.00	25.00	25.00	33.00
Extra Simplex Plate Holders -	1.00	1.00	1.25	1.25	1.75
Seneca Adapter (Hingeless) -	1.25	1.25	not made	2.00	not made
Supplementary Bed - - -	1.50	1.50	1.50	1.50	2.50

For prices Seneca No. 8, fitted with other Anastigmat Lenses, see page 18.

Seneca Revolving Back



A camera fitted with the Seneca Revolving Back will take vertical or horizontal pictures at will, without altering the position of the camera itself. Fogging the plate is absolutely impossible.

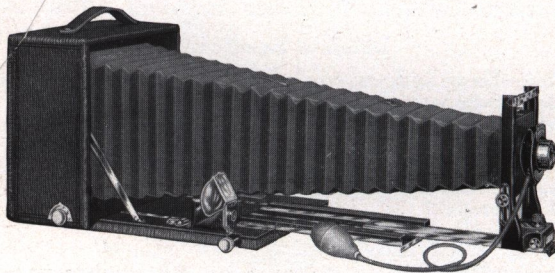
The Revolving Back always remains closely and securely attached to the camera box. Nor will any amount of manipulation

in any position dislodge the Plate Holder or back from the camera or in any way endanger the exposures.

The Revolving Back may be removed from the camera in an instant by the turning of thumb screws. This new back is fitted to Seneca Cameras in models 6, 7, 8 and 9.

SENECA CAMERA MFG. CO.

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Seneca Camera Number Nine

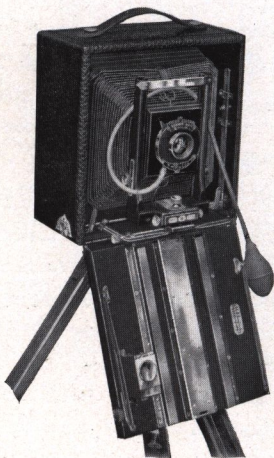
(Reversible Back, Double Extension, Rack and Pinion Swing in Rear.)

The Back Revolves.

IN this instrument every conceivable requirement and improvement that experience, science and practical testing have shown of value in a camera are combined with the greatest mechanical precision and ingenuity. Every action is positive, precise and accurate. It is a camera complete but not complicated, equipped to meet successfully all photographic conditions.

Seneca Camera Number Nine presents features that will excite interest at once. The construction of the instrument is such that any

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



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

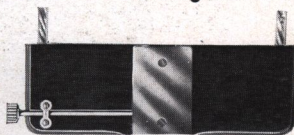
Wide angle lenses or those of short focus may be used in this instrument with like success, by employing a supplementary bed. The regular bed of the camera is made to drop by detaching the side arms, and the supplementary bed, which is easily adjusted, supports the front of the camera when it is drawn out. This supplementary bed is also supplied with a rack and pinion

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Seneca Camera Number Nine—Continued

for fine focusing. The front board of the camera is of sufficient size to permit the use of many styles of lenses, without cutting down the flanges. As listed, the camera is fitted with the Autic Automatic (Dustproof) Shutter and Seneca Triple Convertible Three-focus Lens, F: 8. Its combinations may be used together or separately. The rear combination of the lens used alone doubles the size of the object. A still larger object may be obtained by removing the rear combination entirely and using the front lens in the rear of shutter. Made to take Film Pack Adapters.



Supplementary Bed for Extreme Wide Angle Lens

DETAIL OF EQUIPMENT

Dimensions

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Size Lens Board
4x5	16	6 1/2 x 6 1/2 x 4	12 1/2 x 4 3/8 x 7 3/8	Camera & 7 Holders	2 1/4 x 2 1/2
3 1/4 x 5 1/2	17 1/2	7 x 7 x 4 1/4	12 1/4 x 5 x 7 5/8	" " " "	2 1/4 x 2 1/2
4 1/4 x 6 1/2	22 1/2	8 3/4 x 8 3/4 x 4 3/8	15 5/8 x 4 3/8 x 9	" " " "	3 x 3 1/4
5x7	22 1/2	8 3/4 x 8 3/4 x 4 3/8	15 5/8 x 4 3/8 x 9	" " " "	3 x 3 1/4
6 1/2 x 8 1/2	27	10 x 10 x 4 3/4	19 3/8 x 5 1/2 x 11	" " " "	4 x 4 3/4

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

Camera Bed—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. **Spirit Level**—Attached to bed of Camera.

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 Socket**—Two. (One for bed of camera.)

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

Lens—Seneca Convertible, Three-focus, F: 8. **Lens Board**—Removable.

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

Camera. Solid Leather Carrying Case. Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

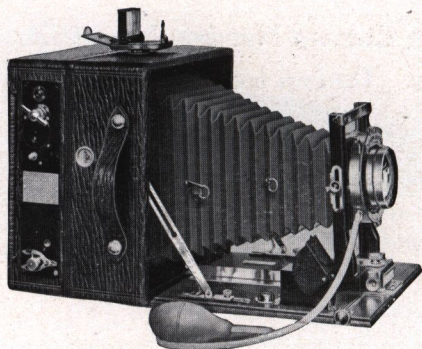
Price of Outfit Complete

	4 x 5	3A (Post Card) 3 1/4 x 5 1/2	4 1/4 x 6 1/2	5 x 7	6 1/2 x 8 1/2
Seneca Camera No. 9 with Convertible Lens, Speed F: 8	\$35.00	\$37.00	\$44.00	\$44.00	\$58.00
Seneca Camera No. 9 with Seneca Anastigmat Lens, Speed F: 6.3	60.00	62.00	74.00	74.00	100.00
Seneca Camera No. 9 without Lens and Shutter	28.00	30.00	35.00	35.00	44.00
Supplementary Wide Angle Bed	1.50	1.50	1.50	1.50	2.50
Extra Simplex Double Plate Holders, each	1.00	1.00	1.25	1.25	1.75
Seneca Adapter (Hingeless) for Film Packs	1.25	1.25	Not made	2.00	Not made

For prices Seneca Number 9, fitted with other Anastigmat Lenses, see page 18.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



The Press Seneca

(For Extremely Fast Work)



STUDY of the accompanying illustrations show clearly that the Press Seneca is a Camera designed for a wide range of work. It is for quick exposures on dark days and in difficult places. It is a Camera permitting absolutely accurate focus; the greatest speed of exposure; the most precise work.

As its name implies, the Press Seneca was originally designed for newspaper work. It has come to be used for speed photography, studio work, view work, and in every other department of the art, requiring the perfect Camera.

Among the notable features of equipment are the celebrated Wol-lensak Velostigmat, Series II, speed $F:4.5$ lens, with which this Camera is fitted; the renowned Autex Shutter for moderate speed and time exposures; the wonderful new Seneca Focal Plane Shutter, which is a component part of the camera, and works up to $\frac{1}{1000}$ of a second.

Then again: The Press Seneca of any given size is regularly equipped with a lens having a greater focal length than has been customary. Thus the 4 x 5 Press Seneca is fitted with a 5 x 7 Velostigmat Lens, Series II, focus 7 inches, or the Zeiss Tessar Anastigmat, Series 1C, No. 15A $F:4.5$, focus $7\frac{1}{8}$ inches, and the 5 x 7 Press Seneca is equipped with the $6\frac{1}{2} \times 8\frac{1}{2}$, focus $9\frac{1}{2}$ inches, Velostigmat Lens, or the No. 16 Zeiss Tessar Anastigmat Lens, Series 1C, $F:4.5$, focus $8\frac{1}{4}$ inches.

The Tessar is one of the most universal lenses of the Symmetrical type. It is made for speed and has the highest optical correction and needle point definition.

The carrying case is made of selected black sole leather, lined with plush and is equipped with shoulder strap, padded handle, two catches of improved design and a first-class lock catch with key. The case accommodates the camera, extra back, six plate holders, and film pack adapter.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



The Carrying Case (Plush Lined), Extra Simplex Plate Holders, Adapter and Extra Back that go with the Press Seneca

DETAIL OF EQUIPMENT

Size of Camera	Focal Capacity Inches	Camera Closed Inches	Carrying Case Inches	Capacity Carrying Case	Dimensions of Lens Board
4 x 5	11 1/2	6 1/2 x 6 1/2 x 5 1/2	12 1/2 x 6 1/2 x 7 1/4	Nine 4 x 5 Simplex One 4 x 5 Adapter The Camera F. P. Shutter	3 x 3 1/4
5 x 7	14	8 3/4 x 8 3/4 x 6	15 1/4 x 6 1/4 x 9 3/4	Six 5 x 7 Simplex One 5 x 7 Adapter The Camera F. P. Shutter	4 x 4 3/4

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

Camera Bed—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. **Spirit Level**—Attached to bed of Camera.

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth. **Front**—Rising and falling.

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—Direct view finder, removable and collapsible, with patented disappearing reflector.

Lens—We equip the 4x5 Press Seneca with a 5x7 Velostigmat, Series II, focal length 7 inches, and the 5x7 Press Seneca with the 6 1/2 x 8 1/2 Velostigmat, focal length 9 1/2 inches; or, the Zeiss Tessar, Series 1C, lens, speed F:4.5, No. 15A on the 4x5 Press Seneca and the No. 16 on the 5x7 Press Seneca.

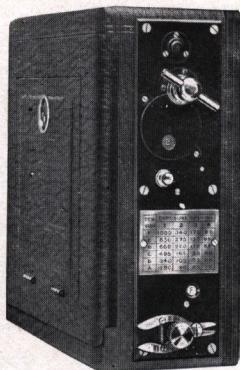
Lens Board—Removable.

Shutters—Two are furnished: The Focal Plane, 1/1000 part of a second; also, for ordinary work, the Seneca Autic Automatic (Dustproof) with bulb and cube attachment.

Camera. Solid Leather Carrying Case, plush lined, with Shoulder Strap.

Six Simplex Light Trap Double Plate Holders. Extra Back for Camera.

Film Pack Adapter. Manual of Photography. Instruction Book.



The Focal Plane Shutter included in Press Seneca Outfit

Price of Outfit Complete

4 x 5 size, Press Seneca complete, as above, with Velostigmat Lens	-	\$125.00
5 x 7 size, Press Seneca complete, as above, with Velostigmat Lens	-	160.00
4 x 5 size, Press Seneca complete, as above, with Zeiss Tessar 1C Lens	-	150.00
5 x 7 size, Press Seneca complete, as above, with Zeiss Tessar 1C Lens	-	190.00

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Special Hand Camera Equipments

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

		3¼ x 4¼	3¼ x 5½, 4 x 5	5 x 7	6½ x 8½
Seneca Focal Plane Shutter	-	Not made	\$17.00	\$18.00	\$19.00
The Optimo	- - -	\$ 9.00	10.00	10.00	10.00
The Sector	- - -	9.00	10.00	10.00	12.00
The Volute	- - -	9.00	10.00	15.00	17.00
The Compound	- - -	11.00	12.00	12.50	13.00

Above Shutters not made in Stereo form.

See page 52 for description of Seneca Focal Plane Shutter.

CAMERA	Size of picture	Seneca Anastigmat Series III F:6.8	Cooke Series III A F:6.5	Goerz Series III Dagor F:6.8
		No. 0 fitted to 3¼x4¼ 1 " 3¼x5½, 4x5 2 " to 5x7 3 " to 6½x8½	No. 3, fitted to 3¼x4¼ 4, " 4 x 5 4, " 3¼x5½ 5, " 5 x 7	No. 0, 3¼x4¼ 2, 5 x 7 1, 4 x 5 4, 6½x8½ 1A, 3¼x5½
No. 8.....	4 x 5	\$45.00	\$66.00	\$ 72.50
No. 8.....	3¼ x 5½	47.00	68.00	74.50
No. 8.....	5 x 7	55.00	82.00	86.00
No. 8.....	6½ x 8½	78.00		118.00
No. 9.....	4 x 5	53.00	73.50	80.50
No. 9.....	3¼ x 5½	55.00	75.50	82.50
No. 9.....	5 x 7	65.00	91.00	96.00
No. 9.....	6½ x 8½	89.00		128.50
No. 31 Pkt.	3¼ x 5½	36.00	57.00	63.50
No. 32.....	3¼ x 4¼	36.00	55.00	58.00
No. 32.....	4 x 5	39.00	60.00	67.00
No. 32.....	5 x 7	45.00	72.50	76.50

CAMERA	Size of picture	Seneca Anastigmat Series I F:6.3	Bausch & Lomb-Zeiss Protar Series VIIA	Bausch & Lomb-Zeiss Tessar Series IIB F:6.3
		No. 1 fitted to 3¼x4¼ 2 " 3¼x5½, 4x5 3 " to 5x7 4 " to 6½x8½	No. 7, 4 x 5 and 3¼x5½ 8, 5 x 7 11, 6½x8½	No. 4, fitted to 3¼x4¼ No. 5, 4x5 and 3¼x5½ No. 5a, 5 x 7 No. 7, 6½x8½
No. 8.....	4 x 5	\$ 52.00	\$ 93.50	\$ 62.50
No. 8.....	3¼ x 5½	54.00	95.50	64.50
No. 8.....	5 x 7	65.00	107.50	84.00
No. 8.....	6½ x 8½	90.00	136.50	126.50
No. 9.....	4 x 5	60.00	101.00	70.00
No. 9.....	3¼ x 5½	62.00	103.00	72.00
No. 9.....	5 x 7	74.00	116.50	93.00
No. 9.....	6½ x 8½	100.00	147.00	136.50
No. 31 Pkt.	3¼ x 5½	43.00		54.00
No. 32.....	3¼ x 4¼	43.00		54.00
No. 32.....	4 x 5	45.00		57.00
No. 32.....	5 x 7	54.00		74.50

4¼ x 6½ size Nos. 8 and 9 Cameras same price as 5 x 7 size.

NOTE—Prices of equipments with Anastigmat Lenses, other than those mentioned above, on application.

SENECA CAMERA MFG. CO.

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Seneca Senior



Seneca Junior

Made in sizes:

$3\frac{1}{2} \times 3\frac{1}{2}$ and $3\frac{1}{4} \times 4\frac{1}{4}$

Seneca Senior and Seneca Junior

For Dry Plates or Film Packs



FOR the younger class of amateurs who do rudimentary work, we have provided these thoroughly practical photographic instruments, self-contained, unequalled for convenience, compact, neat and strongly made.

The Seneca Junior, made in two sizes, will produce portraits, landscapes and interiors, and has a capacity of three double plate holders or six exposures in all. Of course any quantity of extra plate holders may be supplied so that a large number of pictures may be taken without reloading. The camera has a fine Achromatic Lens and is fitted with an improved automatic shutter that will take either time exposures or snap shots. Weight of Seneca Junior with plate holder, 26 ounces.

The Seneca Senior is the same instrument in the 4×5 size. It is fitted with an improved automatic shutter, has two large view finders (one for vertical and one for horizontal pictures), and two tripod sockets. The camera has a high grade Achromatic Lens of universal focus, is light and strongly made. Weight, with plate holder, 29 ounces.

Seneca Senior and Seneca Junior (in $3\frac{1}{4} \times 4\frac{1}{4}$ size), made to take Film Pack Adapters.

DETAIL OF EQUIPMENT

Dimensions—Seneca Senior, $8\frac{1}{4} \times 5\frac{1}{2} \times 7\frac{1}{2}$ inches. Seneca Junior, $3\frac{1}{2} \times 3\frac{1}{2}$ size, $7\frac{5}{8} \times 5\frac{3}{4} \times 5$ inches. Seneca Junior, $3\frac{1}{4} \times 4\frac{1}{4}$ size, $7\frac{1}{4} \times 4\frac{1}{4} \times 6\frac{1}{4}$ inches.

Focus—Universal. **Tripod Sockets**—Two. **Lens**—Meniscus Achromatic. **View Finders**—Two on Seneca Senior, and Junior $3\frac{1}{4} \times 4\frac{1}{4}$, one on Junior $3\frac{1}{2} \times 3\frac{1}{2}$.

Shutter—Automatic for time exposures or snap shots with diaphragm.

PRICES

	Junior $3\frac{1}{2} \times 3\frac{1}{2}$	Junior $3\frac{1}{4} \times 4\frac{1}{4}$	Senior 4×5
Camera, complete with one Holder, Manual of Photography and Instruction Book	\$3.00	\$3.00	\$3.50
Seneca Plate Holder, Regular	.60	.60	.60
Film Pack Adapter		1.00	1.25

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Box Film Camera

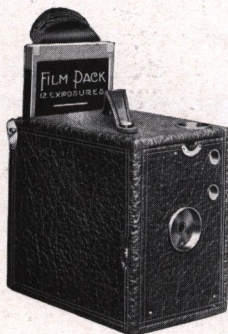
Seneca Box Film Camera

(Improved)

(For Daylight Loading Film Packs Only)



THE Box Film Senecas are remarkable instruments; capable of registering a wide variety of work, all the way from charming landscape compositions to home portraiture. They are exceedingly reliable, accurate instruments. Moderate in price, thoroughly tested to insure perfect results and the material is the best. Specially adapted for students and tourists.



Camera with Film Pack
Partly Inserted

This instrument is equipped with a Meniscus Achromatic Lens and Automatic Shutter for time and instantaneous exposures, as well as a finger release, with the exception of the $2\frac{1}{4} \times 3\frac{1}{4}$ size which possesses only the finger release on the shutter. Camera is covered with genuine seal grain leather.

This style of Camera is for the film pack only which is easily inserted at the back and held in place by holding clamps at each end,—no springs or hooks to become broken and out of alignment. The

Camera possesses two view finders—one for vertical and the other for horizontal pictures—and two tripod sockets. Made in four sizes.

		$2\frac{1}{4} \times 3\frac{1}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	$3A$ (Post Card)
Dimensions	- -	$6 \times 3\frac{1}{4} \times 4\frac{5}{8}$	$6 \times 3\frac{7}{8} \times 5\frac{5}{8}$	$3\frac{3}{4} \times 5\frac{1}{2}$
Weight	- -	11 ounces	14 ounces	17 ounces
Capacity	- -	12 film exposures.		

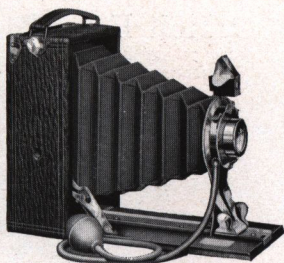
The price includes the Camera complete with Instruction Book and Manual of Photography.

PRICES

		$2\frac{1}{4} \times 3\frac{1}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	(Post Card) $3\frac{3}{4} \times 5\frac{1}{2}$
Seneca Box Film Camera	- - -	\$3.00	\$5.00	\$6.00
Carrying Case for above Camera	- - -	1.50	1.50	1.50

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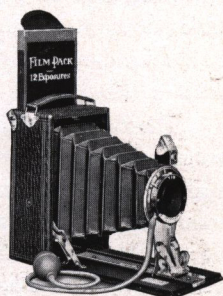
Seneca Filmett

Improved

(For Daylight Loading Film Packs Only)

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

The Camera is covered with the finest walrus grain leather; the woodwork is ebonized finish, making a beautiful contrast with the nickel plated trimmings. The choice of either the Single Achromatic or Double Rapid Rectilinear Lens is offered and the Uno Automatic or Duo Shutter.



Filmett Showing Film Pack
Partly Inserted

	2 1/4 x 3 3/4	3 3/4 x 4 1/4	3 3/4 x 5 1/2 (Post Card)	4 x 5
Dimensions -	3 1/4 x 4 1/2 x 2 1/4	4 x 2 1/2 x 5 3/8	4 x 2 1/2 x 6 5/8	4 3/4 x 2 1/2 x 6 1/4
Weight -	11 ounces	17 ounces	19 ounces	21 ounces
Capacity —	12 film exposures.			
View Finder —	Reversible.			

Tripod Sockets—Two.

The outfit includes the Camera complete with Instruction Book and Manual of Photography.

PRICES

	2 1/4 x 3 3/4	3 3/4 x 4 1/4	3 3/4 x 5 1/2 (Post Card)	4 x 5
Seneca Filmett with Meniscus Achromatic Lens and Uno Automatic Shutter -	\$6.00	\$9.00	\$11.50	\$11.50
Seneca Filmett with Rapid Rectilinear Lens and Uno Automatic Shutter -	9.00	10.00	12.50	12.50
Seneca Filmett with Rapid Rectilinear Lens and Duo Double Valve Shutter -	-	12.00	14.50	14.50
Carrying Case for above Camera -	1.25	1.50	1.50	1.50

NOTE—Finger release only and not bulb and tube in the 2 1/4 x 3 1/4 size with Single Achromatic Lens.

SENCOS Roll Film Cameras

(Improved Model)



THE introduction of the Senco Roll Film Cameras marked an era in roll film photography. Up to the time they came into the field, photographic instruments of this type were slow and unreliable; that is, their methods of loading and exposure were such as to be confusing. Not only the beginner, but the man presumably well along the road in photography, was apt to have just as many failures as successes.

The Senco, approaching the problem in a new and somewhat different way, eliminated, as far as possible, the uncertainty that surrounded roll film photography. Thus it is that Senco Cameras having rounded out a year of existence, can look back upon a cordial reception and a lasting triumph. In them the skill and ingenuity of the photographic artisan has reached perfection. In the new model Sencos, which this catalogue announces, the advanced ideas which have characterized these finished instruments, have been developed to the fullest extent of their value.

The Senco is a real daylight camera. In that lies its greatest advantage. It is, of course, designed for people who take up photography as a fad, and who do not care to, or will not be bothered with the dark room. Senco photography is then convenient photography, and while it has its limitations, the Senco Camera has made this type of photography more worthy of attention than ever before.

The Senco carries six or twelve exposures, as the operator may desire, and in all styles and sizes is compact, light, and possesses an individuality and elegance of finish all its own.

The acknowledged claims of superiority for the Senco rest on the unique device for holding the spool which cuts down the time of loading one half; the ingenious design of the film chambers,—affording absolute light-tight security; the fact that the camera is “all in one piece,”—that is, that the back is hinged and an integral part of the instrument. Every detail gives evidence of great refinement and improvement over the roll film cameras that preceded it.

The lens and shutter equipment in each style has received particular attention and is of a much higher character than instruments priced as the Sencos are, usually have. The lens is exceptionally speedy and the shutter very easy of operation.

Senco roll film cameras accomodate with equal facility the roll film of any standard manufacturer that is sold throughout the world.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Showing method of loading the Scout

The Seneca Scout

(The lightest Roll Film Box Camera made)

The No. 2 SCOUT takes pictures $2\frac{1}{4} \times 3\frac{1}{4}$ inches, and the No. 2-A takes pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches.

THIS dainty little roll film photographic instrument is a real camera;—a substantial knockabout camera too,—not a cardboard toy. In short, the Scout's a camera that exactly fits the boy or girl and yet appeals to older people as well. The Scout's a camera of latitude too. You can make really fine pictures with it. Being a fixed focus instrument, it can be used anywhere up to its limitations and is suitable for general amateur photography.

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

The method of loading the Scout is a new one and very easy. Simple draw catches hold the film chamber in the camera. On releasing these catches, the operator easily withdraws the film chamber from the camera, loads it and returns it to its place. In an instant the film chamber is locked in place.

DETAIL OF EQUIPMENT

Dimensions—No. 2, $3\frac{1}{8} \times 4\frac{1}{8} \times 5\frac{1}{4}$ in. No. 2-A, $3\frac{3}{8} \times 5\frac{1}{4} \times 6$ in.
Weight—No. 2, 12 ounces. No. 2-A, 16 ounces. (Actual weight.)
Capacity—No. 2, six exposures without reloading. No. 2-A, twelve exposures.
Lens—Fixed focus Meniscus first grade. **Winding Key**—Noiseless and folding.
Shutter—Automatic for time or instantaneous exposures.
View Finders—Two for horizontal or vertical pictures.
Diaphragm—Two different openings. **Film Chambers**—Improved, quick loading.

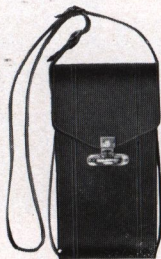
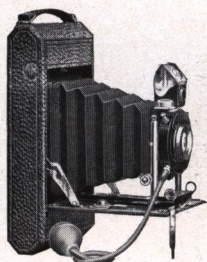
PRICES

		No. 2 Size $2\frac{1}{4} \times 3\frac{1}{4}$	No. 2-A Size $2\frac{1}{2} \times 4\frac{1}{4}$
Scout Camera, complete with instructions	- -	\$2.00	\$3.00
Carrying Case	- -	.75	.75
Vulcan Film Cartridges, 6 exposures	- -	.20	.25

NOTE—The No. 2 SCOUT takes Brownie Film, No. 2-A SCOUT takes regular 1-A Film.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Carrying Case
for SENCO Cameras

Folding Pocket SENCO No. 1 (Improved)

For any Roll Film of standard make

Takes $2\frac{1}{4} \times 3\frac{1}{4}$ Size Pictures

ALTHOUGH designed especially for the beginner, the Senco No. 1 is nevertheless an instrument of considerable range, capable of doing very satisfactory work, even in the hands of the novice. It is a compact, folding Camera, easily carried in a pocket of any size, and entirely without confusing attachments.

Upon opening the Camera, the front is at once drawn out and the instrument is ready for making pictures of objects at any distance. The reversible View Finder makes the composition of the picture easy, and the equipment is thoroughly adequate for the snap-shot work of the beginner. Made of aluminum and the covering is genuine seal grain leather.

DETAIL OF EQUIPMENT

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

Capacity—12 exposures without reloading.

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

Weight—16 ounces.

Film Chamber—Improved

Tripod Sockets—Two.

Focal Capacity— $4\frac{1}{2}$ inches

View Finder—Brilliant, reversible, with Hood.

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

Shutter—Uno Automatic, Duo (Dustproof) or Autic Automatic (Dustproof).

Manual of Photography.

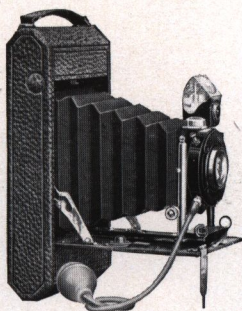
Instruction Book.

Price of Outfit Complete

	Size $2\frac{1}{4} \times 3\frac{1}{4}$
SENCO No. 1 with Meniscus Achromatic Lens and No. 1 Uno Automatic Shutter	\$10.00
SENCO No. 1 with Rapid Rectilinear Lens and No. 2 Uno Automatic Shutter with bulb and tube	12.00
SENCO No. 1 with Rapid Rectilinear Lens and Duo (Dustproof) Shutter	15.00
SENCO No. 1 with Rapid Symmetrical, Speed F: 8, Lens and Autic Automatic (Dustproof) Shutter	17.00
SENCO No. 1 with Seneca Anastigmat Lens, Speed F: 6.3, and Autic (Dustproof) Shutter, speed 1-100 second	37.50
Black sole leather carrying case with strap	1.50
Film Cartridge, 12 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$, Vulcan non-curling	.40
Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$, Vulcan non-curling	.20
SENCO Portrait attachment	.50

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Folding Pocket SENCO No. 1A (Improved)

For any Roll Film of standard make

Takes $2\frac{1}{2} \times 4\frac{1}{4}$ Size Pictures



HIS is a thoroughly satisfactory instrument and is strongly recommended for snap-shot work. In construction and operation it follows closely the Senco No. 1, but it takes a picture $2\frac{1}{2} \times 4\frac{1}{4}$ inches and is adapted for a good range of work.

SENCO No. 1A can be carried in any coat pocket without trouble, and is ready for immediate use at all times. Devoid of all complications, it is perfectly adapted for the work of the tourist and amateur. Made of aluminum and covered with genuine seal grain leather. The fittings are of nickel and it is handsomely finished.

DETAIL OF EQUIPMENT

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

Capacity—12 exposures without reloading.

Weight—22 ounces.

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

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

Tripod Sockets—Two.

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

Film Chambers—Improved.

View Finder—Brilliant, reversible, with Hood.

Shutters—Uno Automatic, Duo (Dustproof) or Autic Automatic (Dustproof).

Manual of Photography.

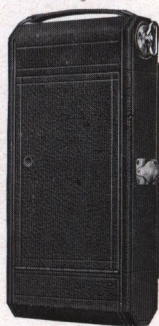
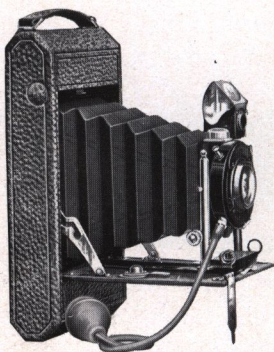
Instruction Book.

Price of Outfit Complete

	Size $2\frac{1}{2} \times 4\frac{1}{4}$
SENCO No. 1A with Meniscus Achromatic Lens and No. 1 Uno Automatic Shutter	\$12.00
SENCO No. 1A with Rapid Rectilinear Lens and No. 2 Uno Automatic Shutter	14.00
SENCO No. 1A with Rapid Rectilinear Lens and Duo (Dustproof) Shutter	17.00
SENCO No. 1A with Rapid Symmetrical Lens, Speed F: 8, and Autic Automatic (Dustproof) Shutter	19.00
SENCO No. 1A with Seneca Anastigmat Lens, Speed F: 6.3, and Optimo Shutter, speed 1-300 second	45.00
Black sole leather carrying case with strap	1.50
Film Cartridge, 12 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$, Vulcan non-curling	.50
Film Cartridge, 6 exposures, $2\frac{1}{2} \times 4\frac{1}{4}$, Vulcan non-curling	.25
SENCO Portrait Attachment	.50

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



The Improved SENCO
Closed

Folding Pocket SENCO No. 3 (Improved)

For any Roll Film of standard make

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



HIS camera not only takes a larger picture,—and the quarter is the most popular size everywhere,—but the instrument is more advanced in type, more pretentious in character than either of its predecessors. It is quite as compact, quite as simple in operation and its capabilities are greater and more diverse. Made of aluminum and covered with genuine seal grain leather. The fittings are of nickel.

With the equipment of any of the lenses and shutters, the operator is ready for any condition of time or atmosphere.

DETAIL OF EQUIPMENT

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

Capacity—12 exposures without reloading.

Weight—23 ounces.

Dimensions— $8\frac{3}{8} \times 4\frac{1}{2} \times 2$ inches.

Focal Capacity—6 inches.

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

Film Chamber—Improved.

View Finder—Brilliant, reversible, with Hood.

Tripod Sockets—Two.

Shutter—Uno Automatic, Duo (Dustproof), Autic Automatic (Dustproof) or Optimo. Manual of Photography.

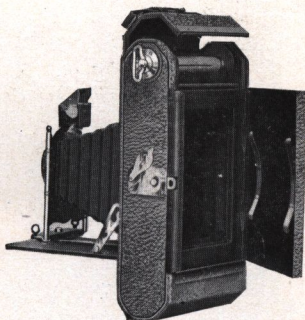
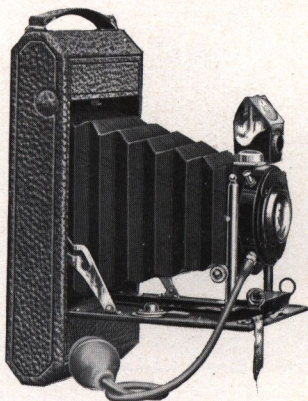
Instruction Book.

Price of Outfit Complete

	Size $3\frac{1}{4} \times 4\frac{1}{4}$
SENCO No. 3 with Meniscus Achromatic Lens and No. 1 Uno Automatic Shutter	\$15.50
SENCO No. 3 with Rapid Rectilinear Lens and No. 2 Uno Automatic Shutter with bulb and tube,	17.50
SENCO No. 3 with Rapid Rectilinear Lens and Duo (Dustproof) Shutter	20.50
SENCO No. 3 with Rapid Symmetrical Lens, Speed F: 8, and Autic Automatic (Dustproof) Shutter	22.50
SENCO No. 3 with Seneca Anastigmat Lens Speed F: 6.3, and Optimo Shutter, Speed 1-300 second	47.00
Black sole leather carrying case with strap	1.50
Film Cartridge, 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, Vulcan non-curling	.70
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, Vulcan non-curling	.35
SENCO Portrait Attachment	.50

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Back of Senco Camera, Open
Showing Improved Film Chambers

Folding Pocket Senco No. 3A (Improved)

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

THE same as Senco No. 3 except in size, this Camera may be used for profit as well as pleasure. Everyone knows the extent to which post card photography has become popular, and this is the post card size of instrument.

Its equipment, giving to the operator the complete range of exposure—instantaneous, bulb and time, brings it as near as this style of instrument can be brought, to the serious work of photography. It must not be forgotten that the Camera is possessed of all the advantages of its predecessors, and it is strictly a pocket Camera.

DETAIL OF EQUIPMENT

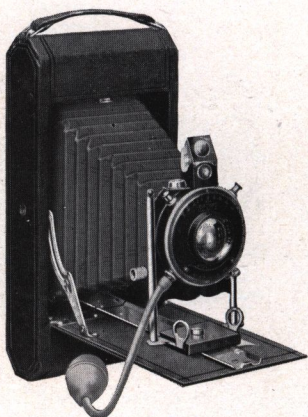
Size—Made in $3\frac{1}{4} \times 5\frac{1}{2}$ size only. **Capacity**—10 exposures without reloading.
Dimensions— $9\frac{3}{4} \times 4\frac{3}{4} \times 2$ inches. **Weight**—28 ounces.
Front—Rising and falling. **Focal Capacity**—7 inches.
Film Chamber—Improved. **View Finder**—Brilliant, reversible.
Tripod Sockets—Two. **Camera**—Aluminum, leather covered, seal grain.
Shutters—Uno Automatic, Duo (Dustproof) Autic Automatic (Dustproof) or Optimo. Manual of Photography. Instruction Book.

Price of Outfit Complete

	Size $3\frac{1}{4} \times 5\frac{1}{2}$
SENECO No. 3A with Meniscus Achromatic Lens and No. 1 Uno Automatic Shutter	\$18.00
SENECO No. 3A with Rapid Rectilinear Lens and No. 2 Uno Automatic Shutter with bulb and tube	20.00
SENECO No. 3A with Rapid Rectilinear Lens and Duo (Dustproof) Shutter	23.50
SENECO No. 3A with Rapid Symmetrical Lens, Speed F: 8, and Autic Automatic (Dustproof) Shutter	25.00
SENECO No. 3A with Seneca Anastigmat Lens, Speed F: 6.3, and Optimo Shutter, speed 1-300 second	50 00
Black sole leather carrying case with strap	1.75
Film Cartridge, 10 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$, Vulcan non-curling	.70
Film Cartridge, 6 exposures, $3\frac{1}{4} \times 5\frac{1}{2}$, Vulcan non-curling	.40
SENECO Portrait Attachment	.50

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Optimo Shutter and Extra Rapid
Speed F: 6.3 Anastigmat Lens

Special Folding Pocket SENCO (Improved)

For any Roll Film of standard make

THE SPECIAL SENCO is made in four sizes, for pictures $2\frac{1}{4} \times 3\frac{1}{4}$, $2\frac{1}{2} \times 4\frac{1}{4}$, $3\frac{1}{4} \times 4\frac{1}{4}$ and $3\frac{1}{4} \times 5\frac{1}{2}$ (Post Card). In appearance, design, material and general detail, this Special Camera resembles the other Senco models. Nothing enters into the manufacture of the Special Senco that is not of the highest grade possible to obtain. A handsome sole leather carrying case is included in the outfit.

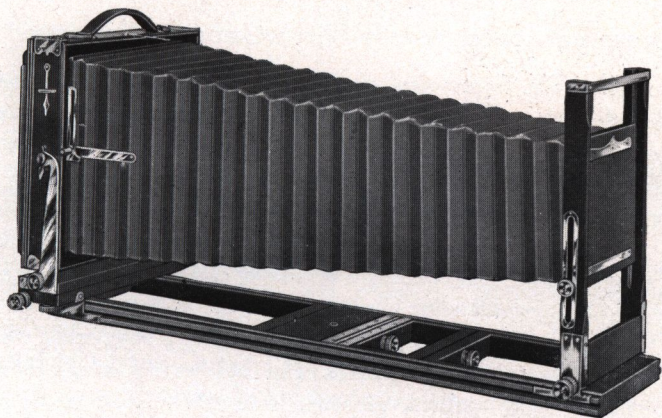
The prices given below are for the outfit complete, including the Camera, sole leather carrying case with shoulder strap for same, SENECA Extra Rapid Anastigmat Lens, speed F: 6.3, and the high speed Optimo Shutter, excepting on the $2\frac{1}{4} \times 3\frac{1}{4}$ size the Autic Automatic Shutter is furnished in place of the Optimo, or Goerz Dagor Lens, speed F: 6.8, and Compound Shutter, speed 1-250 second. A Manual of Photography and Instruction Book is included with each outfit.

PRICES

SPECIAL SENCO with SENECA	Size	Size	Size	(Post Card)
Extra Rapid Anastigmat Lens, Speed F: 6.3, and Optimo Shutter, Speed 1-300 second -	$2\frac{1}{4} \times 3\frac{1}{4}$	$2\frac{1}{2} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$
	\$42.00	\$52.00	\$55.00	\$60.00
SPECIAL SENCO with Goerz Dagor Lens, Speed F: 6.8, and Compound Shutter -	-	65.00	70.00	86.00
Film Cartridge, 6 exposures -	.20	.25	.35	.40
Film Cartridge, 12 exposures -	.40	.50	.70	.70 (10 Ex.)

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Showing Camera Fully Extended With Patent Bellows Support

New Improved Seneca View Camera

The Outfit for Home Portraiture and General Viewing With Rack and Pinion Back and Front, Jarless Back

Double Tongued Bed, Patented November 15, 1904. Bellows Support, Patented November 27, 1906, August 17, 1926. Sliding and Wide Angle Front Bed, Patented September 1, 1908.

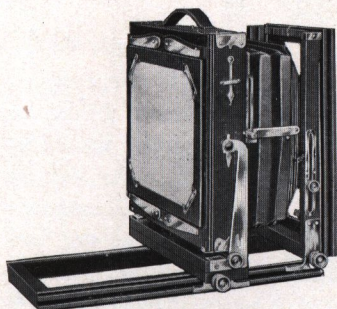


HIS Camera is noted for its rigidity more than all else. It is made of selected mahogany and cherry, all the metal parts being of extra heavy gauge brass handsomely nickel plated. Throughout the instrument, the celebrated system of Seneca reinforcement has been used, so that the camera will stand up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

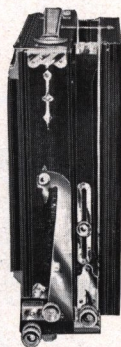
The New Improved Seneca View Camera, which is quite fully illustrated on these pages, shows also how simple it is to take extreme wide angle views:—The Sliding Front and Wide Angle Bed is easily removed for this purpose. No rings or wire loops are necessary for

hooking up the bellows. Our patented bellows support absolutely prevents the bellows from cutting off any part of the view.

Possessing both horizontal and vertical swings, operated by a rack and pinion, and set screw, both swings being from



The Improved Seneca View With Front Extension Up Ready for Extreme Wide Angle Photography



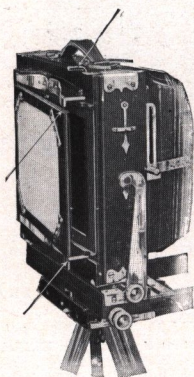
New Improved Seneca View Folded

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

New Improved Seneca View Camera—Continued

the center. The front frame of the instrument is made exceedingly high, so that when the camera is closed, the front frame or standard and bed fit tightly against the camera box. It is evident at once that by this construction there can be no interference with the bellows when the camera is closed. The great focal capacity of the instrument is obtained



Showing Jarless Back
Open to Receive
Plate Holder

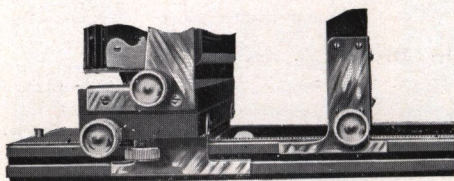
by the use of a three-section bed. The back of the camera is reversible, equipped with the Seneca Sliding Division, which allows the operator to expose a portion of the plate at a time, or the whole, if he so desires. The bellows is of an entirely new pattern, gossamer lined and finished in the most approved manner, although for a slight additional charge we will equip the New Improved Seneca View Camera with a genuine leather bellows.

The Jarless Back

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

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

One of the crowning advantages of the camera is the double tongued bed with brass shoes, which is a distinctive feature, designed



Double Tongued Bed with Brass Shoes

Distinctly a Seneca Idea and Protected by Patents
This Permits Compactness and Extreme Rigidity

and patented by us for this particular line of instruments. As will be seen from the accompanying illustration, this bed admits of the most accurate adjustments and is manipulated with perfect ease. It accomplishes the

SENECA CAMERA MFG. CO.

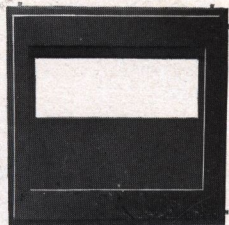
ROCHESTER, N.Y.

New Improved Seneca View Camera—Continued

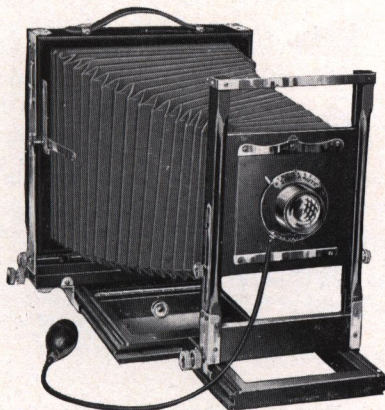
purpose of bringing the back and front into perfect alignment. The camera is provided with a suitable carrying handle and a plumb bob to insure its position when in use.

The Sliding Front Bed

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



Sliding Division Fitted in Reversible Back



New Improved Seneca View, Showing Operation of Patented Sliding and Wide Angle Front Bed

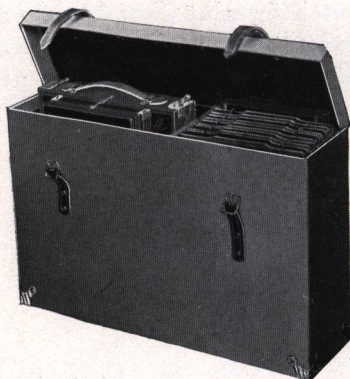
Focal Capacity, Dimensions and Weight

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.	4½x10½x11¼	7 lbs.	4⅛ x 4¼	6
6½ x 8½	26 "	5" x11½x12½	8 "	4⅜ x 4¾	5
8 x 10	30 "	5¾x13½x14¾	11 "	5⅝ x 5¾	6
11 x 14	39½ "	6½x17¾x19	18 "	6½ x 6½	3

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

New Improved Seneca View Camera—Continued



Showing Carrying Case that is provided with New Improved Seneca View Camera

THE PRICE INCLUDES camera, one Improved light trap double plate holder for sizes up to and including the 8 x 10. (Above the 8 x 10 size the English bookholder is furnished; for description see page 58). Also long case with compartment for five extra holders, making six in all. In 11 x 14 size, square case is furnished to carry camera and holders only. We also furnish with the 11 x 14

size, without extra charge, the Detachable Bed Brace (see page 65).

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

The New Improved Seneca View Camera is furnished in either the dull ebonized finish or the natural mahogany finish. Unless otherwise stated, we supply the ebonized finish.

New Improved Seneca View Camera Complete as Above

	5 x 7	6½ x 8½	8 x 10	11 x 14
Price Regular Equipment - -	\$23.00	\$24.00	\$26.50	\$42.00
Price of Improved Seneca View Camera equipped with Genuine Leather Bellows instead of Imitation Leather - - -	26.00	27.50	30.50	47.00
Extra Improved Plate Holders, each	1.00	1.50	1.75	4.00

Extra for Sliding Front Bed

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

Price of Double Sliding Division, enabling operator to make four exposures on a single plate, in place of Single Sliding Division, all sizes \$1.00

For a large case with an extra compartment for tripod and lenses, in place of case regularly supplied, in 5 x 7 and 6½ x 8½ sizes, 75c extra. In 8 x 10 size, \$1.00 extra. In 11 x 14 size, \$1.50 extra. This large case in 5 x 7 size will also accommodate 12 holders; in the 6½ x 8½ size, 5 holders; in the 8 x 10 size, 5 holders; 11 x 14 size, 3 holders.

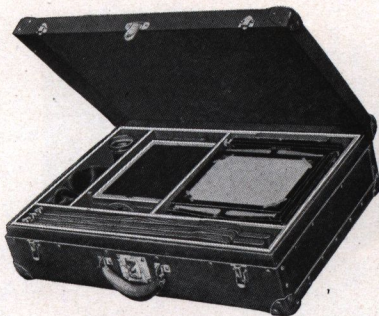
Be sure and include about five extra holders in ordering.

NOTE—For price of extra interchangeable reversible backs see page 38.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

The New Improved Seneca View Camera—Continued



Dress Suit Case With Lock and Key for New Improved Seneca View Camera

Many users of a view camera desire a case that opens at the side like a dress suit case. We are, therefore, manufacturing a most serviceable case made in this style. The material is leatheret, with strong handle, and metal parts of brass. The suit case is made to hold the view camera, extra holders, tripod and lens, also an extra compartment provided for focusing cloth, etc. Compartment for holders in 5 x 7 size holds 14; in 6½ x 8½ size, 6; in 8 x 10 size, 7.

PRICES

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

The New Improved Seneca View Camera

(Fitted with Following Lenses and Shutters)

Complete with Carrying Case and Plate Holder as per Description

If Sliding Front Bed is desired add \$2.50 for 5 x 7 size, \$3.00 for 6½ x 8½, \$3.50 for 8 x 10 size, and \$4.00 for 11 x 14 size.

PRICES

	5 x 7	6½ x 8½	8 x 10	11 x 14
New Improved Seneca View Camera, fitted with Rapid Rectilinear Lens and Duo Double Valve (dustproof) Shutter	\$32.50	\$38.00	\$45.50	
New Improved Seneca View Camera, fitted with Seneca Three Focus Convertible Symmetrical Lens, Speed F: 8 and Autic Automatic (dustproof) Shutter	36.00	43.00	51.00	\$83.50
New Improved Seneca View Camera, fitted with Seneca Anastigmat Lens F: 6.8 and Autic Automatic (dustproof) Shutter, No. 2 Lens fitted to 5 x 7, No. 3 Lens fitted to 6½ x 8½, No. 4 Lens fitted to 8 x 10	55.00	70.00	88.00	

Autic Shutter
not made
in sizes
larger than
8x10. Duo
furnished in
this size.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

New Improved Seneca View Camera—Continued

(Fitted with Following Lenses and Shutters)

PRICES—Continued

	5 x 7	6½ x 8½	8 x 10
New Improved Seneca View Camera, fitted with Series I, Speed F: 6.3 Seneca Anastigmat Lens (Velostigmat) and Autic Automatic (dustproof) Shutter. No. 3 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 5 Lens fitted to 8 x 10 - - -	\$62.00	\$80.00	\$100.00
New Improved Seneca View Camera, fitted with Goerz Dagor Lens, Series III, F: 6.8, and Autic Automatic (dustproof) Shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 6 Lens fitted to 8 x 10, - - - - -	84.50	109.50	145.50
New Improved Seneca View Camera, fitted with Goerz Celor, Series 1B, F: 5.5, and Autic Automatic (dustproof) Shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 6 Lens fitted to 8 x 10. (See Note) - - - - -	89.50	128.50	167.00
New Improved Seneca View Camera, fitted with Cooke Lens, Series IV, F: 5.6, and Autic Automatic (dustproof) Shutter. No. 27 Lens fitted to 5 x 7, No. 27½ Lens fitted to 6½ x 8½, No. 29 Lens and Duo Shutter fitted to 8 x 10 - - - -	85.00	115.00	170.00
New Improved Seneca View Camera, fitted with Series II, Seneca Anastigmat Lens, Speed F: 4.5, and Autic Automatic (dustproof) Shutter. No. 3 Lens fitted to 5 x 7, No. 5 Lens fitted to 6½ x 8½, No. 6 Lens and Duo Shutter fitted to 8 x 10	77.00	108.00	146.00

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 - - -	\$18.00	\$19.00	\$20.00
The Optimo Speed Shutter - - -	10.00	10.00	10.00
The Sector - - - - -	10.00	12.00	12.50
The Volute - - - - -	15.00	17.00	18.00
The Compound - - - - -	12.50	13.00	15.00

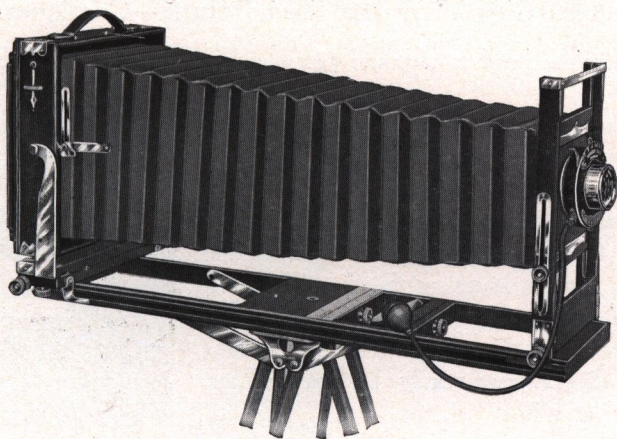
Celor Lenses cannot be fitted to above Shutters in 8 x 10 size.

NOTE—The Celor Lens in 6½ x 8½ and 8 x 10 sizes in above equipment is fitted with Duo Shutter on account of large size of lens.

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

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Camera City View and Studio Outfit

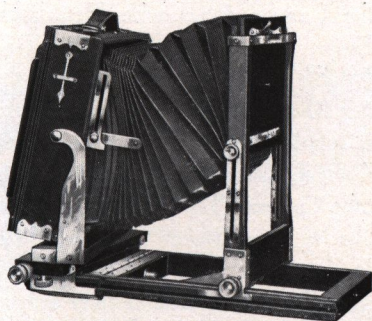
For Home Portraiture and General Viewing

(With Double Tongued Bed, Rack and Pinion both Back and Front, Jarless Back, Extreme Rise and Fall in Front, Detachable Bed Brace)

Patented

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

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



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

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

The special features of this outfit are:

A camera capable of the hardest usage.

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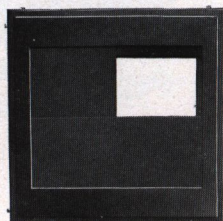
Camera City View and Studio Outfit—Continued

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

The Jarless Back (see description, page 30.)

Detachable Brace, giving extra support to bed of camera. For complete description see page 65.

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



Double Sliding Division Fitted in Reversible Back.

A most generous rise and fall in front.

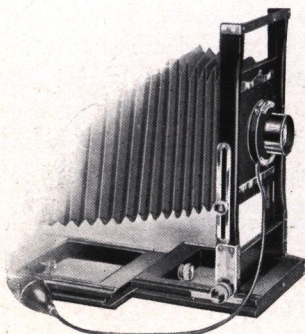
An unusual amount of swing in rear.

Extra Lens Board.

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

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

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.	4½x10½x11¼	7 lbs.	4½ x 4¼	6
6½ x 8½	26 "	5 x11½x12½	8 "	4½ x 4¾	5
8 x 10	30 "	5¾x13½x14¾	11 "	5½ x 5¾	6
11 x 14	39½ "	6½x17¾x19	18 "	6½ x 6½	3
14 x 17	50 "	10¼x24 x24	22½ "	8½ x 8½	3
17 x 20	51¾ "	10½x24 x26	32 "	8 x 8	3



Showing Operation of Sliding and Wide Angle Front

THE PRICE INCLUDES

the Camera, fitted with Detachable Brace, one Improved Light Trap Double Plate Holder (above the 8 x 10 size, the English Book Holder is supplied) one extra Lens Board, Carrying Case, made in long style to take Camera, Tripod, Extra Holders, also a compartment for lenses, etc. In 11 x 14, 14 x 17 and 17 x 20 sizes the square case to carry camera and holders only is furnished instead of long style.

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Camera City View and Studio Outfit—Continued

Price of Camera City View and Studio Outfit Complete

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

Extra for Sliding and Wide Angle Front Bed

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

Camera City View and Studio Outfit

(Fitted with following Lenses and Shutters)

Complete with Carrying Case and Plate Holder as per Description

If Sliding Front Bed is desired add \$2.50 for 5 x 7, size, \$3.00 for 6½ x 8½ size, \$3.50 for 8 x 10 size, and \$4.00 for 11 x 14 size.

PRICES

	5 x 7	6½ x 8½	8 x 10
Camera City View and Studio Outfit, fitted with Seneca Three-focus Convertible Symmetrical Lens, F: 8, and Auto Auto- matic (Dustproof) Shutter - - -	\$42.50	\$ 50.00	\$ 59.00
Camera City View and Studio Outfit, fitted with Seneca Anastigmat Lens, F: 6.3, and Autic (Dustproof) Shutter. No. 3 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, and No. 5 Lens fitted to 8 x 10 -	68.50	87.00	108.00
Camera City View and Studio Outfit, fitted with Goerz Dagor Lens, Series III, F: 6.8, and Autic Automatic (Dustproof) Shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, and No. 6 Lens fitted to 8 x 10 - - - - -	91.00	116.50	153.50
Camera City View and Studio Outfit, fitted with B. & L. Zeiss Tessar 1C Lens, Speed F: 4.5. No. 15A Lens and Autic (Dustproof) Shutter fitted to 5 x 7, No. 17 Lens and Duo (dustproof) Shutter fitted to 6½ x 8½, No. 18 Lens in barrel fitted to 8 x 10 - - - - -	97.00	159.00	196.00
Camera City View and Studio Outfit, fitted with Cooke Lens, Series IV, F: 5.6, and Autic Automatic (Dustproof) Shutter. No. 27 Lens fitted to 5 x 7, No. 27½ Lens fitted to 6½ x 8½, and No. 29 and Duo Shutter to 8 x 10 size - - - - -	91.50	122.00	178.00

NOTE—The Celor Lens in 6½ x 8½ and 8 x 10 sizes in above equipment is fitted with Duo Shutter on account of large size of lens.

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

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 - - -	\$18.00	\$19.00	\$20.00
The Optimo Speed Shutter - - -	10.00	10.00	10.00
The Sector - - - - -	10.00	12.00	12.50
The Volute - - - - -	15.00	17.00	18.00
The Compound - - - - -	12.50	13.00	15.00

Celor Lenses cannot be fitted to above Shutters in 8 x 10 size.

NOTE—See page 38 for price of extra interchangeable Reversible Backs.

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		5 x 7	6 1/2 x 8 1/2	8 x 10
Price of Dress Suit Case	- - -	\$6.50	\$8.50	\$9.50
Price when supplied with Camera in place of Canvas Case regularly supplied	- - -	5.50	6.25	7.00

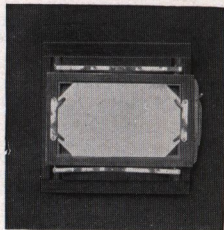
Dress Suit Case with lock and key for **Camera City View and Studio Outfit** made of leatheret, with strong handle and metal parts of brass. For description see page 33.

Reducing Backs for Seneca View Cameras

(For Using Smaller Plate Holders)

Made to interchange with the regular back of the Camera. These Reducing Backs are fitted with spring actuated ground glass and the plate holder is inserted exactly the same as in the regular back of the Camera.

In ordering, it is simply necessary to specify the style of Seneca View Camera for which the back is intended. The back includes one double Improved plate holder of the size required. For illustration, the No. 1A Reducing Back for 5 x 7 View Cameras to take 4 1/4 x 6 1/2 plate holder includes one 4 1/4 x 6 1/2 plate holder.



Reducing Back for All Seneca View Cameras (Reversible)

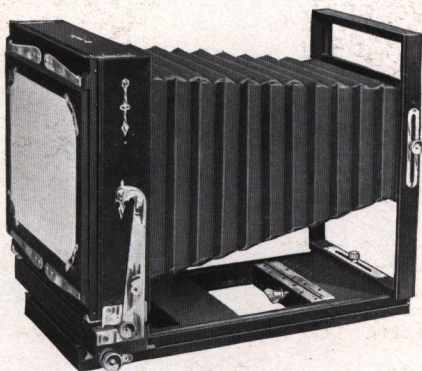
The following are the prices of Reducing Backs for the New Improved Seneca View, Camera City View and Studio Outfit and the Competitor Cameras. Made in either the mahogany or ebonized finish:

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

Extra for sliding division for dividing the plate, \$1.00.

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The Competitor View Camera

(Reversible and Double Swing Back. Sliding Front)

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



Competitor Closed

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

double plate holders. This outfit can be used

most successfully for home portraiture.

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



The Double Sliding Division

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

The Competitor View Camera—Continued

DETAIL OF EQUIPMENT

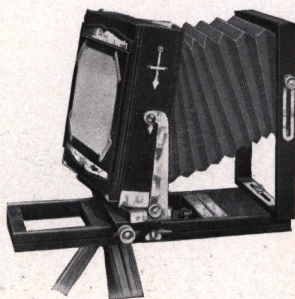
Camera Box and Bed—Mahogany finish, polished.
Metal Parts—Brass polished and lacquered.
Back Focus—Rack and pinion with set clamp.
Front—Wide, rising and falling. Also sliding.
Lens Board—Removable.
Plumb Bob—For leveling.
Back—Reversible.
Swings—Horizontal and vertical—both central.
Tripod Sockets—Two; one for short focus work.
Bellows—Leatheret, lined with gossamer cloth.
Case—Canvas, square to hold Camera and three Double Plate Holders.

PRICES

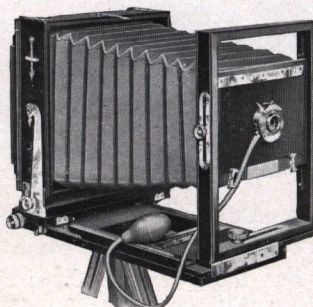
Including Camera, with Double Sliding Front, Carrying Case and One Seneca Improved Light Trap Double Plate Holder

Size of Camera	Focal Capacity	Dimensions when Folded or Closed	Weight	Size of Lens Board	No. of Holders Case will carry besides Camera	Prices
5 x 7	14 1/2	5 x 10 x 11 1/4	5 lbs.	4 x 6	3	\$15.00
6 1/2 x 8 1/2	16	5 x 11 1/4 x 12 1/2	6 lbs.	4 x 6	3	16.00
8 x 10	18	5 x 13 1/4 x 14 1/2	7 lbs.	4 x 6	3	17.00
				5 x 7	6 1/2 x 8 1/2	8 x 10
Extra for Single Sliding Division in Back, for making one or two exposures on a plate -				\$.50	\$.50	\$.50
Extra for Double Sliding Division in Back, for making one, two, three or four exposures on a plate - - - - -				1.00	1.00	1.00
Extra for long style of Carrying Case to carry besides Camera, six Double Plate Holders and compartment for Tripod in place of case regularly supplied - - - - -				1.25	1.50	1.75
Extra Improved Double Plate Holders for Competitor View Camera - - - - -				1.00	1.50	1.75

NOTE—See page 38 for price of extra interchangeable Reversible Backs.



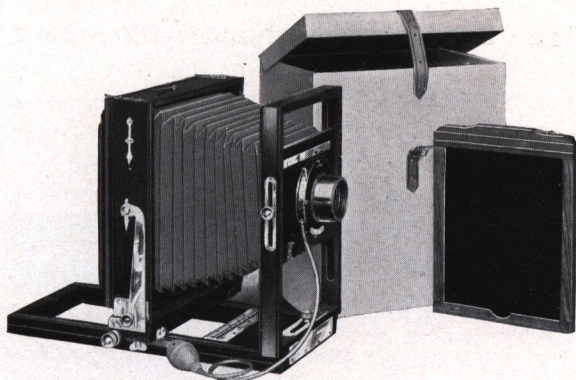
Competitor, Showing Extreme Swings in Rear and Extreme Rise in Front



Competitor with Sliding Front

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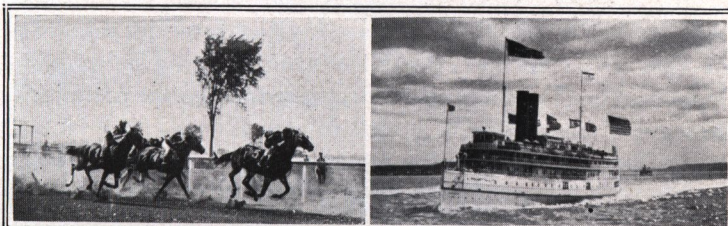


Competitor Outfit Fitted With Lenses and Shutters

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

Competitor fitted with Uno Automatic Shutter and Rapid Rectilinear Lens - - -	5 x 7 \$22.00	6½ x 8½	8 x 10
Competitor fitted with Duo Double Valve (dustproof) Shutter and Rapid Rectilinear Lens - - - - -	24.00	\$30.00	\$36.00
Competitor fitted with Autic Automatic (dustproof) Shutter and Rapid Rectilinear Lens - - - - -	25.00	31.50	38.00
Competitor fitted with Duo Double Valve (dustproof) Shutter and Triple Convertible Lens, Speed F: 8 - - - -	26.00	32.50	39.00
Competitor fitted with Autic Automatic (dustproof) Shutter and Triple Convertible Lens, Speed F: 8 - - - -	28.00	35.00	41.00
Extra for Single Sliding Division in Reversible Back - - - - -	.50	.50	.50
Extra for Double Sliding Division in Reversible Back - - - - -	1.00	1.00	1.00

Uno Shutter not made in sizes larger than 5 x 7



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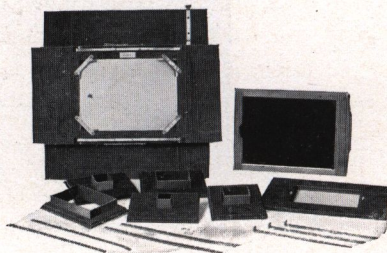
ROCHESTER, N.Y.

The Seneca Multiplying Attachment

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

Except 5 x 7 and 6½ x 8½ Competitor Cameras

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



Patented

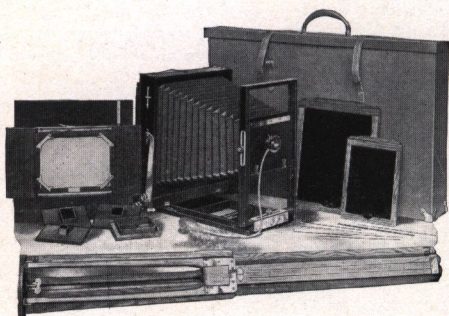
PRICE

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

The Seneca Penny Picture Outfit

The Camera that we furnish with this outfit is our regular 8 x 10 Competitor fitted with 3¼ x 4¼ Rapid Convertible Lens, speed F: 8, and Uno Automatic Shutter with bulb and tube. It is possible by using the back combination of this lens singly to take 8 x 10 size pictures. The general description of this Camera may be found on pages 40 and 41. We furnish, however, in addition

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



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

Price of outfit complete	\$36.00
Rapid Rectilinear Lens, Speed F: 11, and Duo Double Valve (Dust-proof) Shutter, 8 x 10 size, if purchased with above outfit	16.00

Photographic Lenses

THE lens is a very important part in the make-up of any camera and the same careful attention is given to this branch of our work as is given to the general construction and careful manufacture of the rest of the camera. A photographic instrument is like a chain; it is no stronger than its weakest link, and while we agree with the assertions made by the manufacturers of expensive lenses that the lens is a very important part of the camera, yet every detail of the camera box, bellows, front, back, plate holder, etc., must be equally as perfect or good results will not be obtained. Seneca Cameras are thoroughly tested in every way, yet none of our departments receive from our hands greater attention than is devoted to lenses. Each and every one is thoroughly tested to insure the best possible results, and each and every lens offered by us and fitted to our cameras is guaranteed to do the work prescribed for it.

In addition to the following lenses listed:

Seneca Single Achromatic,

Seneca Rapid Rectilinear,

Seneca Triple Convertible Three-Focus, Speed F: 8,

Seneca Wide Angle,

we offer a line of Anastigmat Lenses that have a world-wide reputation, guaranteed to the limit and make the best possible negatives that can be obtained. An Anastigmat Lens is one that is free from astigmatism; it gives a sharply defined image on a flat field without indistinctness or diffusion and the power of definition of an Anastigmat Lens is about as perfect as can be possibly made. While any lens with the proper curved surfaces will produce some sort of a picture, yet if the whole plate is to be covered in a satisfactory manner and covered sharply to the corners, it is necessary to have a highly corrected lens of the proper curved surfaces, or in other words, an Anastigmat. Of course a more cheaply constructed lens will cover to the extreme corners of the plate, providing it is stopped down sufficiently, yet it is the aim of the photographer, who desires to accomplish the best results in the most satisfactory manner, to use a lens that will cover to the extreme corners of the plate with a wide open stop: There is but one lens that will do this satisfactorily and that is the carefully manufactured Anastigmat. They are faster—that is, they allow the rays of light to penetrate in greater volume, thereby permitting a shorter exposure which is often necessary for dark days and in photographing rapidly moving objects.

SENECA CAMERA MFG. CO.

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Every Anastigmat Lens handled by us is made from selected Jena glass and the most expert workmanship, both in the making and mounting of the lenses, enters into the production of perfect objectives. These lenses are standard and excel in definition, covering power and illumination. They are without a peer in the various fields of work for which they are intended.

The Seneca Single Achromatic Lens, the Seneca Rapid Rectilinear Lens, and the Seneca Triple Convertible Three-focus Lens, Speed F: 8 (Rapid Symmetrical), are manufactured for us from imported glass by one of the largest manufacturers of photographic lenses in Rochester. The speed of a lens depends on the amount of light it passes and is measured by the ratio of its working aperture to its focal length. For instance, a lens with a speed F: 4 has an aperture equal to one-fourth of the focal length. The larger the aperture in proportion to the focal length, the greater the speed. It must be understood, however, that great speed can be had only at the sacrifice of other qualities, such as depth of focus, covering power and angle of view. Fast lenses are also a trifle more bulky. For some special classes of work speed is the prime requisite. Speed lenses require high grade fast shutters. For most of the amateur's work a lens of F. 6.8 will be found sufficient, especially with the use of the high speed shutters herein listed.

Seneca Meniscus Achromatic Lens

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

Seneca Rapid Rectilinear Lens

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

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Photographic Lenses—Continued

Seneca Triple Convertible Three-Focus Lens—Speed F: 8 Rapid Symmetrical

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

Equivalent Focus and Focus of Separate Combinations of Seneca Convertible Lens—F: 8

Size	Diameter	Equivalent Focus	Focus of Separate Combinations When Used Singly	
			Rear Lens	Front Lens
3¼ x 4¼	¾ inch.	5¼ inch	8¼ inches	11½ inches
4 x 5	1 "	6½ "	10½ "	14½ "
5 x 7	1⅛ "	8 "	14 "	18 "
6½ x 8½	1½ "	10½ "	17½ "	23½ "
8 x 10	1¾ "	12 "	20 "	28½ "
10 x 12	2 "	16 "	26 "	38 "
11 x 14	2¼ "	18½ "	31 "	43 "
14 x 17	2¾ "	21 "	35 "	49 "
17 x 20	3¼ "	26 "	44 "	60 "

NOTE—5 x 7 size Lenses used on all 4¼ x 6½ size Cameras.

Seneca Shutters Fitted With Seneca Rapid Rectilinear— and Rapid Convertible Three-Focus Lenses—F: 8

PRICES

Size	Rapid Rectilinear Lens in barrel with Iris Diaphragm	Rapid Convertible Lens in barrel with Iris Diaphragm F: 8	Seneca Uno Shutter and Rapid Rectilinear Lens	Seneca Duo Shutter and Rapid Rectilinear Lens	Seneca Duo Shutter and Rapid Convertible Lens F: 8	Seneca Autic Shutter and Rapid Convertible Lens F: 8
3¼ x 4¼	\$ 7.00	\$ 8.00	\$6.00	\$ 7.50	\$ 9.00	\$11.00
4 x 5	8.50	9.50	7.50	9.00	10.50	12.50
5 x 7	10.00	11.00	9.00	10.50	12.00	14.00
6½ x 8½	14.00	16.00		15.00	17.50	20.00
8 x 10	19.00	22.00		20.00	23.50	26.00
10 x 12		30.00			32.00	
11 x 14		40.00			43.00	
14 x 17		54.00				
17 x 20		70.00				

Photographic Lenses—Continued

Wide Angle Lenses

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

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

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

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

The Extreme Wide Angle has the remarkable wide angle of 100 degrees and is furnished in barrel or mounts to interchange with regular lens used in shutter.

PRICES

				Focus 4 in. 5 x 7	Focus 5 in. 6½ x 8½	Focus 6 in. 8 x 10	Focus 7½ in. 10 x 12	Focus 8 in. 11 x 14	
Extreme Wide Angle Lens in barrel - - - -				\$13.00	\$18.00	\$23.00	\$28.00	\$32.00	
Extreme Wide Angle Lens in mounts - - - -				9.00	12.00	15.00	20.00	25.00	
				Focus 4 in. 3¼ x 5½	Focus 5¼ in. 5 x 7	Focus 6½ in. 6½ x 8½	Focus 7½ in. 8 x 10	Focus 9 in. 10 x 12	Focus 10½ in. 11 x 14
Symmetrical Wide Angle Lens in barrel - - -				\$8.00	\$10.00	\$13.00	\$16.00	\$20.00	\$24.00
Symmetrical Wide Angle Lens in mounts -				5.00	6.50	9.00	11.00	14.00	17.00



SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Photographic Lenses—Continued

Seneca Extra Rapid Anastigmat Lens, Series I Speed F: 6.3 (Velostigmat)

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



This lens is as near an "all-around" or "general-purpose" lens as can be made, and because of its small size is especially desirable for compact cameras.

The back combination of this lens may be used singly, thereby doubling the size of the image.

No.	Diam. of Lens	Equivalent Focus	Plates Covered Sharply at F-6.3	PRICE		
				With Barrel or Regno Shutter	With Autex Shutter	With Optimo Shutter
1	$\frac{7}{8}$ ins.	5 ins.	$3\frac{1}{4} \times 4\frac{1}{4}$	\$ 25.00	\$28.00	\$35.00
2	1 "	6 "	4 x 5	30.00	33.00	40.00
2A	$1\frac{1}{16}$ "	$6\frac{1}{2}$ "	$3\frac{1}{4} \times 5\frac{1}{2}$	30.00	33.00	40.00
3	$1\frac{1}{8}$ "	7 "	5 x 7	38.00	42.00	50.00
4	$1\frac{1}{2}$ "	10 "	$6\frac{1}{2} \times 8\frac{1}{2}$	58.00	62.00	70.00
5	2 "	13 "	8 x 10	70.00	75.00	85.00
6	$2\frac{1}{2}$ "	$16\frac{1}{2}$ "	11 x 14	125.00		

Seneca Anastigmat Lens, Series III Speed F: 6.8

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

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

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Photographic Lenses—Continued

Seneca Anastigmat Lens, Series II. F: 4.5

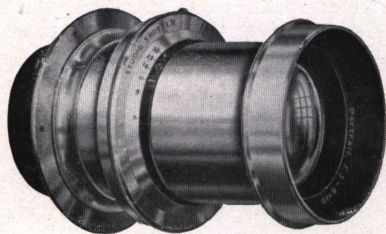
The series II F: 4.5 is our new high speed Anastigmat, fully corrected in every respect and is at least equal to any objective of its type on the market. Made in 6 sizes, the smaller sizes being particularly adapted to cameras of the reflex type and all small outfits where extreme speed and fine definition is desired. The three larger sizes are equipped with our simplified diffusing adjustment, making them desirable for use in the studio for portraits, groups and Home Portraiture.



No.	Diam. of Lens	Equivalent Focus	Plates Covered Sharply at F-4.5	PRICE		
				With Barrel or Regno Shutter	With Autex Shutter	With Optimo Shutter
1	1 1/4 ins.	5 ins.	3 1/4 x 4 1/4	\$ 35.00	\$40.00	\$46.00
2	1 3/8 "	6 "	4 x 5	42.00	47.00	53.00
3	1 5/8 "	7 "	5 x 7	50.00	55.00	62.00
4	1 7/8 "	8 1/4 "	5 x 8	65.00	70.00	77.00
5	2 1/4 "	9 1/2 "	6 1/2 x 8 1/2	80.00	85.00	92.00
6	2 3/4 "	12 "	8 x 10	120.00		
7	3 9/16 "	15 1/2 "	11 x 14	200.00		

The No. 4, 5 and 6 sizes have diffusing adjustment which makes them particularly valuable for portrait and group work.

Portrait Lens, Series A, Speed F: 5



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

No.	Size	Diameter of Lens	Equivalent Focus	Outside Diameter of Flange	Price	With Studio Shutter
1	3 1/4 x 4 1/4	1 5/8 in.	6 inches	3 1/4 inches	\$15.00	
2	4 x 5	1 7/8 "	7 "	3 3/4 "	20.00	
3	5 x 7	2 1/4 "	10 "	4 "	25.00	\$32.00
4	6 1/2 x 8 1/2	2 1/2 "	12 "	4 1/2 "	35.00	42.00
5	8 x 10	3 "	14 "	5 1/4 "	50.00	58.00

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Goerz Dagor Double Anastigmat Lens

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

Each Goerz Dagor Double Anastigmat supplies:

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

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

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

No.	Equivalent Focus Inches	Free Aperture Inches	Size of Plate Covered at			Prices with Iris Diaphragm	
			F : 6.8 U. S. : 2.9 Inches *	F : 16 U. S. : 16 Inches	F : 32 U. S. : 64 Inches		
Fig:6. ⁸	0	4¾	¾	3¼ x 4¼	4 x 5	5 x 7	\$37.50
	1	6	7⁄8	4 x 5	5 x 7	6½ x 8½	45.00*
	2	7	1	5 x 7	5 x 8	8 x 10	51.50
	3	8¼	1¼	5 x 8	6½ x 8½	10 x 12	62.50
	4	9½	1⅝	6½ x 8½	7 x 9	11 x 14	75.50
Fig:7. ⁷	5	10¾	1½	7 x 9	8 x 10	12 x 16	91.00
	6	12	1⅝	8 x 10	10 x 12	16 x 18	107.00
	7	14	2	10 x 12	12 x 15	18 x 22	140.00

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

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

Goerz Celor Anastigmat Lens F: 4.5 and F: 5.5—Series 1B

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

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

No.	Equivalent Focus Inches	Relative Aperture	Diameter of Lenses Inches	Size of Plate		Prices with Iris Diaphragm
				Full Opening Inches	F : 16 U. S. : 16 Inches	
0	4 $\frac{3}{4}$	F 4. ⁸	1 $\frac{1}{3}$	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	4 x 5	\$40.00
1	6	F 4. ⁸	1 $\frac{1}{4}$	4 x 5	5 x 7	47.00
2	7	F 4. ⁸	1 $\frac{1}{2}$	5 x 7	5 x 8	54.50
3	8 $\frac{1}{4}$	F 5	1 $\frac{3}{4}$	5 x 8	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	67.00
4	9 $\frac{1}{2}$	F 5	1 $\frac{31}{32}$	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	7 x 9	90.50
5	10 $\frac{3}{4}$	F 5	2 $\frac{3}{8}$	7 x 9	8 x 10	108.50
6	12	F 5. ⁵	2 $\frac{1}{4}$	8 x 10	10 x 12	126.50

For price of Goerz Dagor or Celor Lenses, fitted with Autic, Optimo, Sector or Volute Shutter, add price of shutter (see under Shutters, pages 52, 53 and 54).

Complete Goerz Catalogue sent on request.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Photographic Lenses—Continued

The Cooke Anastigmat Lens F:6.5—Series III A

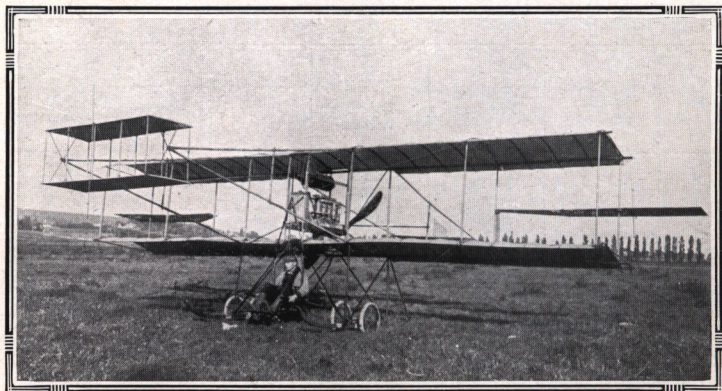
This series of the Cooke lenses is particularly adapted for fast instantaneous work with Seneca folding hand cameras. This lens is mounted with special regard to the construction and compactness of folding hand cameras.

DIMENSIONS IN INCHES				PRICES	
No.	Equivalent Focus	Plates covered with full aperture	Diameter of flange screw	Lens in Barrel with Iris Diaphragm	With Optimo, Volute, Sector, Compound or Autic Shutter, add list price of Shutter
3	5	$3\frac{1}{4} \times 4\frac{1}{4}$	$1\frac{1}{2}$	\$35.00	See Under Shutters pages 52, 53, 54
4	$6\frac{7}{8}$	$3\frac{1}{4} \times 5\frac{1}{2}, 4 \times 5$	$1\frac{1}{2}$	39.50	
5	$7\frac{1}{2}$	5×7	$1\frac{3}{4}$	48.50	
6	$8\frac{1}{4}$	5×8	$1\frac{3}{4}$	53.00	

Cooke Anastigmat Lens, Series IV. Full Aperture F:5.6

For high-speed pictures and for general work in dull lights.

DIMENSIONS IN INCHES					Price With Iris Diaphragm	Extension Lens Extra
No.	Focus	Plates Covered With Full Aperture	Plates Covered at F:16	Diameter of Flange Screw		
25	5	$3\frac{1}{4} \times 4\frac{1}{4}$	4×5	$1\frac{1}{2}$	\$ 38.00	\$10.50
26	6	4×5	5×7	$1\frac{1}{2}$	43.00	10.50
27	8	5×7	$6\frac{1}{2} \times 8\frac{1}{2}$	$1\frac{3}{4}$	54.00	13.50
$27\frac{1}{2}$	$9\frac{1}{2}$	$6\frac{1}{2} \times 8\frac{1}{2}$	8×10	2	80.00	20.00
28	11	7×9	10×12	$2\frac{1}{2}$	110.00	27.00
29	13	8×10	11×14	3	130.00	32.50
30	16	10×12	12×15	$3\frac{1}{2}$	182.50	
31	18	11×14	16×18	4	208.00	



SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Bausch & Lomb-Zeiss Lenses

Tessar Series Ic—*F:4.5*

No.	Size of Plate Covered	Equiv. Focus	Diam. of Lens	Lens in Barrel with Iris Diaphragm	With Aluminum Volute Shutter	With Alum. Compound Shutter
13	2½ x 3¼	4½	1	\$ 36.00	\$ 53.00	\$ 50.50
14	3¼ x 4¼	5	1 ⅜	40.50	57.50	56.75
15	4 x 5	6	1 ⅝	47.00	65.50	63.25
15a	5 x 7	7 ⅞	1 ⅞	57.50	76.00	77.50
16	5 x 8	8¼	1 ⅞	72.00	92.00	92.00
17	6½ x 8½	9⅞	2¼	115.50	135.50	137.50
18	8 x 10	11⅞	2⅝	162.00		

Tessar Series Iib—*F:6.3*

3	2½ x 3½	4⅜	¾	\$ 32.50	\$ 49.50	\$ 44.50
4	3¼ x 4¼	5⅜	1 ⅝	34.50	51.50	49.00
5	4 x 5	6⅞	1 ⅞	36.00	53.00	52.25
5k	3¼ x 5½	6⅞	1 ⅞	46.00	63.00	60.50
5a	5 x 7	7 ⅞	1 ⅞	50.50	69.00	66.75
6	5 x 8	8¼	1 ⅞	61.50	80.00	81.50
7	6½ x 8½	10	1¾	83.00	101.50	103.00
8	8 x 10	12	2⅞	122.50	142.50	144.50
9	10 x 12	14⅜	2 ⅞	158.50	178.50	
9a	11 x 14	16½	2¾	193.00		

Convertible Protar Series VIIa—*Speed F:6.3—F:7.7*

A rapid convertible lens, adapted for landscapes, architecture, portraits, groups, etc.

No.	Size of Plate Covered with Full Aperture	Comb'n. of Single Protars Focus Inches		Com- bined Equiv. Focus	Speed	PRICE		
		Front Lens	Back Lens			Lens Only	Fitted with Aluminum Volute Shutter	Fitted with Aluminum Compound Shutter
3	4 x 5	11 ⅜	7 ⅜	5	F:7.7	\$ 57.50	\$ 74.50	\$ 72.00
4	4 x 5	8¾	8¾	5 ⅞	F:6.3	56.00	73.00	70.50
5	4¼ x 6½	11 ⅜	8¾	5⅝	F:7	61.50	78.50	76.00
6	4¼ x 6½	13¼	8¾	6⅞	F:7.7	68.50	87.00	84.75
7	4½ x 7¼	11 ⅜	11 ⅜	6⅜	F:6.3	66.50	83.50	82.75
8	5 x 7	13¼	11 ⅜	7	F:7	73.50	92.00	89.75
9	5 x 8	16⅞	11 ⅜	7½	F:7.7	86.00	104.50	106.00
10	5 x 8	13¼	13¼	7⅞	F:6.3	80.50	99.00	96.75
11	6½ x 8½	16⅞	13¼	8½	F:7	93.00	111.50	113.00
12	6½ x 8½	18⅞	13¼	9⅞	F:7.7	114.50	134.50	134.50
13	6½ x 8½	16⅞	16⅞	9¼	F:6.3	105.00	123.50	125.00
14	7 x 9	18⅞	16⅞	10	F:7	127.00	147.00	147.00
15	7 x 9	23⅞	16⅞	10⅞	F:7.7	148.50	168.50	170.50
16	7 x 9	18⅞	18⅞	10 ⅞	F:6.3	147.50	167.50	167.50
17	8 x 10	23⅞	18⅞	11⅞	F:7	169.00	189.00	191.00
18	8 x 10	27	18⅞	12¾	F:7.7	199.50	219.50	221.50
19	8 x 10	23⅞	23⅞	13¼	F:6.3	186.00	206.00	208.00

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

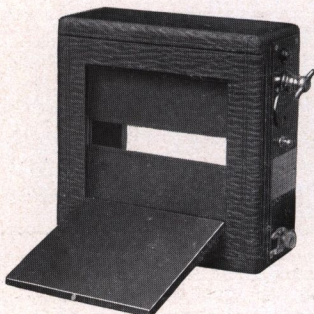
No.	Size of Plate Covered	Equivalent Focus	Diameter of Largest Lens	Lens Only	Fitted with Aluminum Volute Shutter
1	4¼ x 6½	3⅜	5 ⅞	\$23.00	\$40.00
2	5 x 7	4 ⅞	3⅞	23.00	40.00
3	6½ x 8½	5 ⅞	½	29.00	46.00
4	8 x 10	7 ⅞	1 ⅞	36.00	53.00
5	10 x 12	8⅜	1 ⅞	45.00	62.00
6	11 x 14	10½	1 ⅞	56.00	73.00

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Seneca Focal Plane Shutter

Patent Applied for



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

work accomplished by the Seneca Focal Plane Shutter, or approach it.

While intended primarily for high speed work, the shutter gives most excellent results in the whole range of exposure,—time exposures included. As will be seen from the accompanying illustrations, the shutter, consisting of a roller blind with different sized slits or apertures in it, is an integral part of the camera. It works right in front of, and very close to, the plate. This latter fact, as well as the peculiar mechanism of the shutter, insures the distribution of light with equal intensity, upon every portion of the plate. Thus is the greatest speed of exposure, combined with the opportunity of giving the greatest volume of light on the plate in a given time, to be found in this shutter.

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

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

The new shutter is easy to operate, perfectly constructed, and can be adapted to use in all folding plate cameras.

SIZES AND PRICES

Size	Weight	Dimensions	Price
4 x 5	15 Ounces	$6\frac{3}{8}$ x $6\frac{3}{8}$ x 1	\$21.00
3A $3\frac{3}{4}$ x $5\frac{1}{2}$	15 "	$6\frac{7}{8}$ x $6\frac{7}{8}$ x 1	22.00
5 x 7	22 "	$8\frac{3}{8}$ x $8\frac{3}{8}$ x 1	23.00
$6\frac{1}{2}$ x $8\frac{1}{2}$	25 "	$10\frac{3}{16}$ x $10\frac{3}{16}$ x 1	26.00
8 x 10	30 "	12 x 12 x 1	29.00



SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Shutters—Continued

The Optimo High-Speed Shutter

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



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

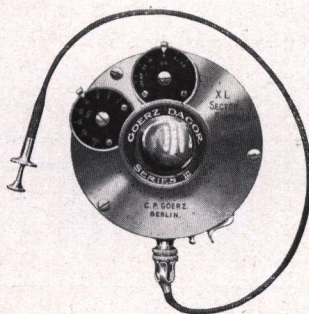
No.	Outside Diameter	Weight	Light Opening	Lens Opening	Price
1	2¼ x 2¼	3 oz.	¾	1 1/8	\$14.00
1A	2⅝ x 2⅝	3¾ "	7/8	1 3/8	15.00
2	2⅞ x 2⅞	4⅞ "	1	1 5/8	16.00
3	3⅞ x 3⅞	7¼ "	1 1/8	1 7/8	18.00
4	4⅞ x 4⅞	12 "	1 3/4	2 3/8	20.00

Size 1A especially adapted for 3¼ x 5½ size Film Cameras.

Goerz XL Sector Shutter

(New High Speed Model)

The XL Sector is extremely simple in construction and has rapidity of action,—the speed ranging from one to one-hundred and fiftieth part of a second; opens and closes with a maximum of velocity and is noiseless; made of aluminum and by a new method of manufacture is absolutely dustproof. The protruding pumps have been eliminated and it does not easily get out of order.



PRICES

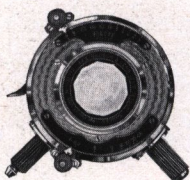
No. 1 for sizes 3¼ x 4¼, 4 x 5 and 5 x 7	-	-	-	-	-	\$15.00
No. 2 for sizes 6½ x 8½ and 8 x 10	-	-	-	-	-	18.00

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Shutters—Continued

Bausch & Lomb Volute Shutter



Theoretically and practically, the proper place for the shutter leaves on a between-the-lens shutter is at the diaphragm point of the lens. The Volute Shutter possesses this feature, the iris diaphragm opening and closing at that point, causing the maximum illumination with a minimum motion. The exposure is uniform, eliminating all distortion of the image. This shutter does not easily get out of repair.

No.	Will Take Lenses with Opening of	Automatic Exposure	Prices
1	1 in.	3 sec. to $\frac{1}{150}$ sec.	\$18.00
2	$1\frac{7}{8}$ in.	3 sec. to $\frac{1}{100}$ sec.	20.00
3	2 in.	3 sec. to $\frac{1}{75}$ sec.	22.00

Price includes Bulb and Tube.

The Bausch & Lomb Compound Shutter



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

No.	Opening Inches	Maximum Speed Seconds	PRICES	No.	Opening Inches	Maximum Speed Seconds	PRICES
0	$\frac{1}{8}$	$\frac{1}{250}$	\$13.00	4	2	$\frac{1}{100}$	\$24.00
1	$\frac{1}{4}$	$\frac{1}{200}$	15.50				
2	$1\frac{3}{8}$	$\frac{1}{150}$	17.75				
3	$1\frac{9}{16}$	$\frac{1}{100}$	22.00				

Price includes Bulb and Tube. Antinuous release for Compound Shutter, extra \$.75.

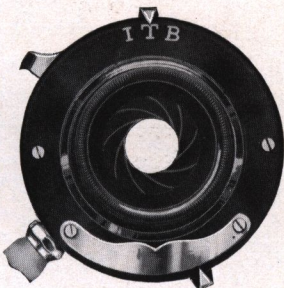
SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Shutters Fitted to Seneca Cameras

The Seneca Uno Shutter (New Model) (Dustproof)

Adapted to the use of all ordinary lenses. It is fitted with an Iris Diaphragm and a lever indicating time and instantaneous exposures. It is self-setting or automatic, and may be operated by finger or bulb. Made in two sizes: $2\frac{1}{4} \times 3\frac{1}{4}$ and 4×5 .



PRICE

The Seneca Uno Shutter - \$2.00 \$3.00

Seneca Duo Double Valve Shutter (Dustproof)

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



PRICES

No. 1 Aperture
 $\frac{3}{4}$ -in.
 $3\frac{1}{4} \times 4\frac{1}{4}$
\$5.00

No. 2 Aperture
1-in.
 $4 \times 5, 5 \times 7$
\$6.00

No. 3 Aperture
 $1\frac{1}{8}$ -in.
 $6\frac{1}{2} \times 8\frac{1}{2}$
\$8.00

No. 4 Aperture
 $1\frac{3}{4}$ -in.
 8×10
\$10.00

No. 5 Aperture
 $2\frac{1}{4}$ -in.
 11×14
\$14.00

The Seneca Autic Automatic Shutter (Dustproof)

The particular advantage of this style of shutter is that it automatically sets itself after each exposure, and thus is always ready for use. It releases smoothly and easily and has all the speed that is required for the most particular work. The Autic Shutter, like the Duo, possesses five shutter leaves.



PRICES

No. 1 Aperture
 $\frac{3}{4}$ -in.
 $3\frac{1}{4} \times 4\frac{1}{4}$
\$7.00

No. 2 Aperture
1-in.
 $4 \times 5, 5 \times 7$
\$8.00

No. 3 Aperture
 $1\frac{1}{8}$ -in.
 $6\frac{1}{2} \times 8\frac{1}{2}$
\$10.00

No. 4 Aperture
 $1\frac{3}{4}$ -in.
 8×10
\$12.00

SENECA CAMERA MFG. CO.

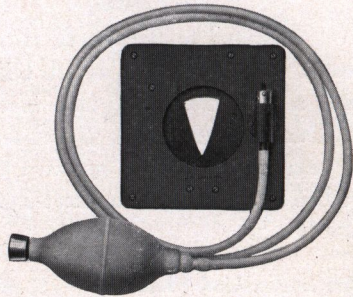
ROCHESTER, N.Y.

Shutters—Continued

Improved Packard Ideal Shutter

Specially Adapted for View Cameras

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



New Improved View	Camera City View	Outside Dimensions Inches	Diameter Opening Inches	PRICES	
				No. 5	No. 6
5 x 7		3¼	1½	\$4.00	\$5.50
6½ x 8½	5 x 7	3½	1¾	4.00	5.50
8 x 10	6½ x 8½	4	2	4.00	6.00
11 x 14	8 x 10	5	2¾	5.00	6.50
	11 x 14	6	3¼	5.00	6.50
	14 x 17	7½	4	5.50	7.00
	17 x 20	7½	4	5.50	7.00
Size for all Competitor View Cameras.....		4½	2¼	4.50	6.00

The Studio Shutter

This shutter is absolutely noiseless, as it has rubber cushions at all points of contact in the mechanism. This shutter is a between the lens shutter and is handsomely finished in brass with transparent lacquer. The shutter itself acts as a diaphragm and can be set at any desired opening, and also at full aperture for focusing purposes.



No. of Shutter	Outside Diameter	Light Opening	Will fit Series A Portrait Lenses as follows:	Price
1	3½ in.	2½ in.	No. of Lens, 3	\$10.00
2	4¼ "	2⅞ "	" " " 4	12.00
3	4⅞ "	2⅞ "	" " " 5	14.00
4	5⅞ "	3½ "		16.00
5	6⅞ "	4⅞ "		18.00

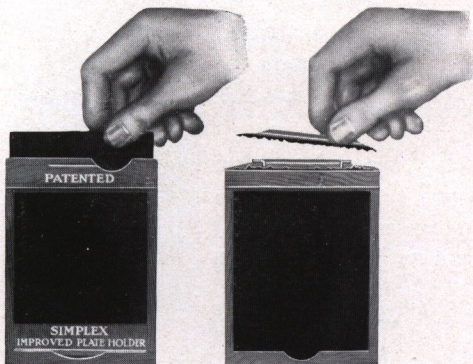
SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Seneca Simplex Double Plate Holder

Patented Light Trap and Wooden Bar

(Patented)



Simplex

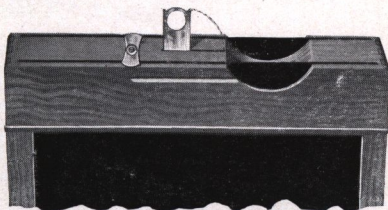
Other Holders

Showing how Slides are easily broken

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

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

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



The illustration above shows safety catches for keeping the slides in place, also the lever device for lifting the holder in and out of carrying case.

PRICES

$3\frac{3}{4} \times 4\frac{1}{4}$	1912 Model $3\frac{3}{4} \times 5\frac{1}{2}$	1913 3-A Model $3\frac{3}{4} \times 5\frac{1}{2}$	4×5	$4\frac{1}{4} \times 6\frac{1}{2}$	5×7
\$1.00	\$1.00	\$1.00	\$1.00	\$1.25	\$1.25

In ordering Plate Holders in the $3\frac{3}{4} \times 5\frac{1}{2}$ size be sure and specify whether they are to be the 1912 or 1913 3-A model.

SIMPLEX Plate Holder—for *Graflex*

PRICES

Natural Finish	-	-	-	$3\frac{3}{4} \times 4\frac{1}{4}$ \$1.50	4×5 \$1.50	5×7 \$1.75
Ebony	-	-	-	2.00	2.00	2.50

SENECA CAMERA MFG. CO.

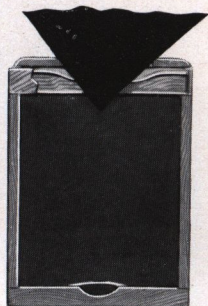
ROCHESTER, N.Y.

Seneca Regular Plate Holders

(Double with Patented Light Trap and Steel Spring Bar)

All Seneca Plate Holders are made from seasoned cherry, and the grooves are accurate and smooth, insuring perfect freedom of action. To load the plate holder, rest the end of the plate against the spring-bar in the holder. Press back the bar with the finger and the plate falls in place.

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



PRICES

3½x3½ - \$.60 3¼x4¼ - \$.60 4x5 - \$.60 5x7 - \$.80

Seneca Improved Double Plate Holder

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

The Seneca Improved Holder has a spring wooden bar device for reloading, also the slides are rubbed and polished.

PRICES

	1912 Model	1913 3A Model							
3½x3½	3¼x4¼	3¼x5½	3¼x5½	4x5	4¼x6½	5x7	6½x8½	8x10	10x12
\$.80	\$.80	\$.80	\$.80	\$.80	\$1.00	\$1.00	\$1.50	\$1.75	\$3.00

Special Sizes, Improved Holder

In ordering Plate Holders in the 3¼ x 5½ size be sure and specify whether they are to be the 1912 or 1913 3-A Model.

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

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

English Book Style of Plate Holder

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

PRICES

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

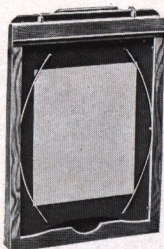
SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Plate Holders—Continued

Adjustable Double Plate Holders

(With Light Trap)



The Adjustable Double
Plate Holder Using
Smaller Plates

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

We will furnish, if so desired, with the regular equipment of the Seneca Folding Plate Cameras, the New Improved View outfits and Camera City outfits, up to and including the 8 x 10 size, without extra charge, the Adjustable plate holder in place of the Improved plate holder.

DIFFERENT SIZED PLATES THAT MAY BE USED

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

NOTE—We make Seneca Plate Holders to fit all the leading makes of Cameras.

Holder Slides

Size of Holder	PRICES		Size of Holder	PRICES	
	Press-board	Hard Rubber		Press-board	Hard Rubber
3 1/4 x 4 1/4	\$.10	\$.20	8 x 10	\$.35	\$.65
3 1/4 x 5 1/2	.15	.25	11 x 14	.50	1.50
4 x 5	.15	.25	14 x 17	.75	2.50
4 1/4 x 6 1/2	.20	.35	16 x 20	1.00	4.00
5 x 7	.20	.35	17 x 20	1.00	4.00
6 1/2 x 8 1/2	.25	.50			



Finder Open, Ready for Work



Finder Folded and Closed

Seneca Direct View Finders

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

PRICES

No. 1, for Cameras up to 4 x 5 size	- - - - \$2.50
No. 2, for 5 x 7 Cameras	- - - - 3.00
No. 3, for 6 1/2 x 8 1/2 and 8 x 10 Cameras	- - - - 3.50

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

The New Seneca Film Pack Adapter

(Hingeless) For Daylight Loading Film Packs
(Patented)



This adapter is interchangeable with the plate holders.

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

PRICES

		1912 Model	1913 3-A Model	
3¼ x 4¼	4 x 5	3 x 5¼	3¼ x 5½	5 x 7
\$1.00	\$1.25	\$1.25	\$1.25	\$2.00

Seneca Complete Developing and Printing Outfits

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



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

Outfit No. 1—Made in 4 x 5 Size Only

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

PRICES

- No. 1 Outfit as above, for 3¼ x 4¼, 4 x 5 and 3½ x 5½ size material \$1.50
 No. 2 Outfit as above, for 5 x 7 and 4¼ x 6½ size material - - 2.50

In ordering mention size required.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Film Packs—Daylight Loading, 12 Exposures

PRICES

2¼ x 3¼	3¼ x 4¼	3¼ x 5½	4 x 5	5 x 7
\$.40	\$.70	\$.80	\$.90	\$1.60

Brushes

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

PRICES

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



Card Mounts

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

PRICES

No.	Outside Dimensions	For Prints	Per Dozen	Per 100
100	5 x 5	3½ x 3½	\$0.12	\$0.80
101	4¾ x 5¾	3¼ x 4¼	.12	.80
102	5½ x 6½	4 x 5	.15	.85
103	4¾ x 7	3½ x 5½	.18	.90
104	6½ x 8½	5 x 7	.20	1.30

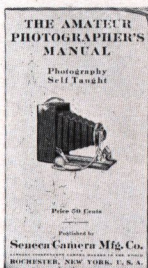
Focusing Cloth

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

Amateur Photographic Manual of Photography Self Taught

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

Over 300,000 copies of this book have been sold since its introduction, due entirely to its merits.



PRICE

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

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Lens Boards for Hand and View Cameras

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

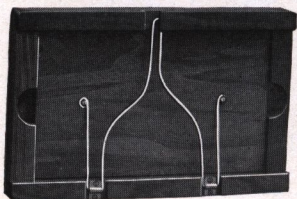
Seneca Printing Frames

The Quick Print Frame

(Patent Applied For.)

For Gaslight or Developing Paper.

Look at the picture and you will see all there is to the Quick Print Frame at a glance: light, strong, durable, convenient. Those are the words that describe it. The Quick opens like a book and shuts as easily,—opens all at once, not in two sections. No springs to adjust or fussy ears to keep from bending.



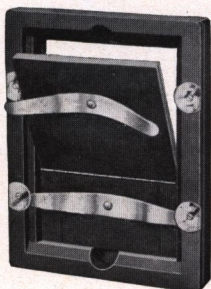
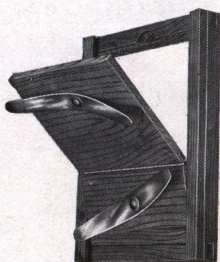
The back of the Quick Frame is a three-ply panel made in one piece. It is held in place by a powerful actuating spring which a gentle movement of the thumb easily dislodges. The back is instantly released and the print which is wholly disclosed to view, may be quickly removed.

Prices Quick Print Frames

3¼ x 4¼, 4 x 5, 3¼ x 5½ and 3⅝ x 6,	-	\$.25
5 x 7,	-	\$.35

Prices Amateur Frames (Piano Hinge)

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



Prices Professional Frames (Piano Hinge)

3¼ x 4¼	-	\$.36	8 x 10	-	\$.75
4 x 5	-	.38	10 x 12	-	1.25
3¼ x 5½	-	.40	11 x 14	-	1.80
3⅝ x 6	-	.40	14 x 17	-	2.40
4¼ x 6½	-	.42	16 x 20	-	3.00
5 x 7	-	.50	17 x 20	-	3.00
5 x 8	-	.50	18 x 22	-	4.00
6½ x 8½	-	.60	20 x 24	-	5.00

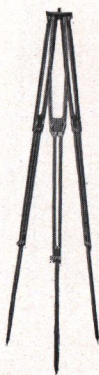
SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Tripods

The Compact Tripod (Wood Top)

Combined Sliding and Folding



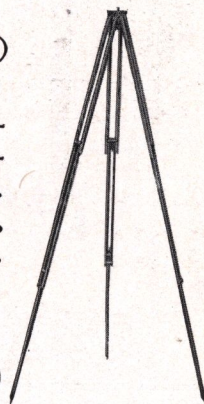
The Compact Tripod is one of the most convenient forms yet devised. It is quickly set up for use, can be adjusted to any desired height and is perfectly rigid; made of ash. When extended it is 4 feet 8½ inches long, while it is but 22¾ inches in length when folded or closed. The top is so made that the legs, when adjusted, are practically locked, avoiding any possibility of their becoming detached after the tripod is placed and ready for use.

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

Special Compact Tripod (Wooden Top)

Patented

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



PRICE

Special Compact Tripod - - - - \$2.00

Special Sliding Tripod (Metal Top)

This is a light sliding tripod and is made of spruce, and in one size only; suitable for cameras up to 5 x 7 in size. The tripod is made in two sections, the lower half sliding into the other. When closed it measures 30¼ inches and when extended 56¾ inches. Weight, 20 ounces.



PRICE

Sliding Tripod
Folded

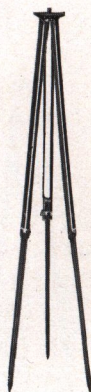
Seneca Sliding Tripod - - - - \$.80

SENECA CAMERA MFG. CO.

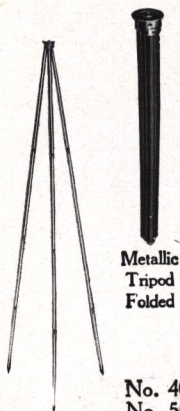
ROCHESTER, N.Y.

Seneca Sliding Tripod (Wood Top)

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



No.	Length When Extended Inches	Length When Closed Inches	Style	Size of Camera	Price
0	56 1/4	30 3/4	No. 0	5 x 7	\$2.00
1	56 1/4	30 3/4	No. 1	6 1/2 x 8 1/2	2.00
2	60	32 1/2	No. 2	8 x 10	2.50
3	59 1/2	32 1/2	No. 3	11 x 14	3.00
4	58 1/2	33	No. 4	17 x 20	4.00



Metallic Tripod Folded

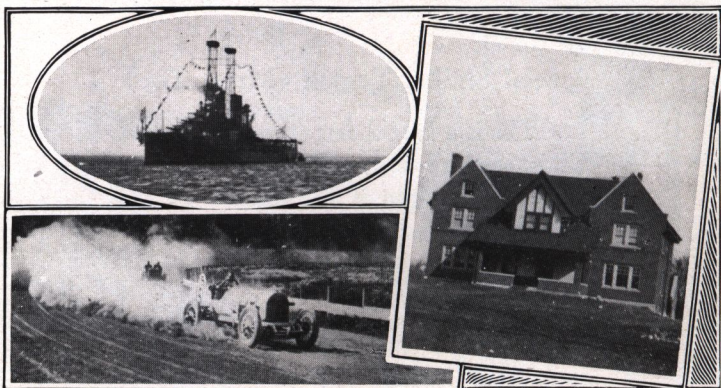
Metallic Compact Tripods

(Imported)

The imported metallic tripods are very light and extremely compact. Just the tripod for tourists and vacation parties. They are an ideal tripod for cameras not larger than 5 x 7 in size, but owing to their extreme lightness we do not recommend them for larger outfits.

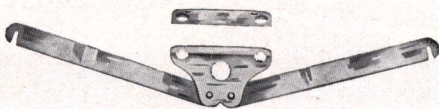
DIMENSIONS AND PRICES

		Folded	Extended	
No. 40 (4 Sections)	- -	15"	48 1/2"	\$2.50
No. 50 (5 Sections)	- -	14 1/2"	50"	4.00



SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Detachable Bed Brace

(Patented)

For All Viewing Cameras

This is a new device offered to users of all View Cameras. The brace is composed of two arms, one for each side of camera bed, and when not in use it can be instantly and easily removed and folded.

It is easy to operate. We furnish strong screws, which are attached to the bed of the camera; also two metal plates, which are fastened permanently to the base of the camera bed. After having once attached the metal plates to the base of the camera bed and the screws to the forward and rear extensions, both arms may be instantly hooked on or detached at will. They are constructed of the best hardened steel, handsomely nickel plated. A full set of instructions accompany each set.

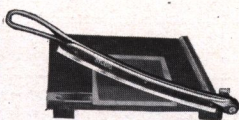
PRICE

Seneca Detachable Bed Brace, Complete - - - - - \$.75

Seneca Trimming Board

(Insures Perfect Trimming of Prints)

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



PRICES

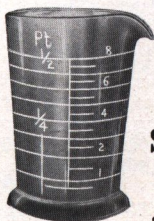
Seneca Trimming Board, 6 $\frac{1}{2}$ inch Blade - - - - - \$1.25
Seneca Trimming Board, 8 $\frac{1}{2}$ inch Blade - - - - - 1.75

Seneca Measuring Glass

(Necessary for Every Dark Room)

PRICE

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

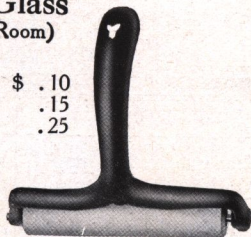


Seneca Print Roller

(With Rubber Roller)

PRICE

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

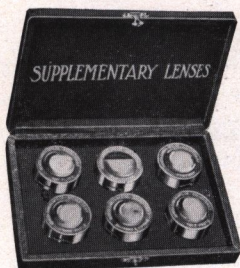


SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Seneca Photo Optical Outfit

(For Hand Cameras)



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

PRICES

Outfit complete for 4 x 5 and 5 x 7, diameter of lens $1\frac{5}{8}$ inches	-	-	\$4.00
Enlarging and Copying Lens	-	-	.80
Wide Angle Lens	-	-	.80
Portrait Lens	-	-	.80
Tele Photo Lens	-	-	.80
Ray Filter	-	-	.80
Duplicator	-	-	.40

Any three of the above Supplementary Lenses and Duplicator, making four in all, furnished in neat case. Price, \$4.00.

Any two of the above Lenses and Duplicator, making three in all, furnished in neat case. Price, \$3.00.

Seneca Carrying Cases

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



Style of Camera Made to carry Camera and extra Plate Holders	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$ 4 x 5	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$
Seneca Pocket Camera—leatheret	\$1.50	\$1.50
Seneca Nos. 1 to 5, Stereo A and Spec'l—leatheret	1.50	\$2.00
Seneca No. 6—leatheret.....	1.75	2.50
Seneca Pocket Camera—Solid leather.....	3.00	3.50
Seneca Nos. 1 to 5, Stereo A and Special—leather	3.50	4.00
Seneca Nos. 7 to 9—leather.....	4.00	5.00	\$6.50

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

Canvas Cases for View Cameras

To Carry	Style	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	8 x 10	11 x 14	14 x 17	17 x 20
Camera and Holders.....	Square	\$2.00	\$2.25	\$2.50	\$5.00	\$6.00	\$7.00
“ “ “	Oblong	2.50	3.00	3.50	7.00	Not Made	Not Made
Camera, Holders, Tripod and Lens	“	3.50	4.00	4.50	7.50	Not Made	Not Made

SENECA CAMERA MFG. CO.

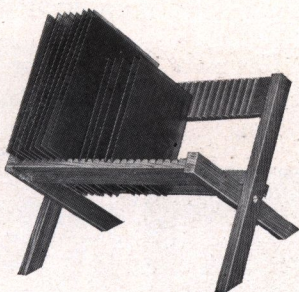
ROCHESTER, N.Y.

Negative Racks

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

PRICES

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



Seneca Candle Lamp

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

It is provided with cup for night-light candles.

PRICES

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

Seneca Lamp

(For Oil)

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

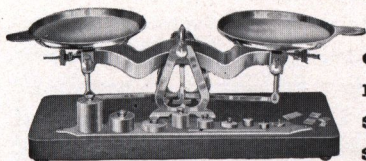


PRICE

Seneca Lamp	- - - - -	\$.75
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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

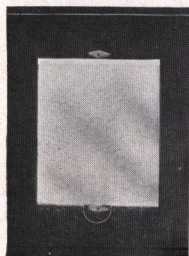
The Seneca Scale	- - - - -	\$3.00
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SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Kits to Fit Any Holder

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



PRICES

4 x 5— $3\frac{1}{2}$ x $3\frac{1}{2}$, $3\frac{1}{4}$ x $4\frac{1}{4}$, $3\frac{1}{4}$ x 4	-	-	\$.20
5 x 7— $3\frac{1}{2}$ x $3\frac{1}{2}$, $3\frac{1}{4}$ x $4\frac{1}{4}$, 4 x 5, $3\frac{1}{4}$ x $5\frac{1}{2}$	-	-	.25
5 x 8—4 x 5, $4\frac{1}{4}$ x $6\frac{1}{2}$, $3\frac{1}{4}$ x $4\frac{1}{4}$, $3\frac{1}{4}$ x $5\frac{1}{2}$	-	-	.25
$6\frac{1}{2}$ x $8\frac{1}{2}$ — $3\frac{1}{4}$ x $4\frac{1}{4}$, 4 x 5, 5 x 7, $4\frac{1}{4}$ x $6\frac{1}{2}$, $3\frac{1}{4}$ x $5\frac{1}{2}$	-	-	.30
8 x 10—4 x 5, $3\frac{1}{4}$ x $5\frac{1}{2}$, $4\frac{1}{4}$ x $6\frac{1}{2}$, 5 x 7, 5 x 8, $6\frac{1}{2}$ x $8\frac{1}{2}$	-	-	.40
11 x 14— $6\frac{1}{2}$ x $8\frac{1}{2}$, 8 x 10, 10 x 12	-	-	.50

The Seneca Exposure Meter

Just the Thing for the Beginner

The Seneca Exposure Meter is the most up-to-date, handy and reliable meter ever offered. It tells the exact exposure to give under every condition of light and subject; also every size of stop and for all the leading makes of plates and films. Meter measures $4\frac{3}{4}$ x $2\frac{1}{2}$ inches. Just fits the pocket.

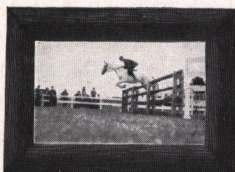


PRICE

The Seneca Exposure Meter (postage paid) - - - - - \$.25

Seneca Lithoak Frame

For Post Cards and Snap Shots



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

PRICES

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

ROCHESTER, N.Y.

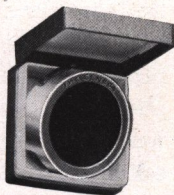
(Japanned Chemically Proof)



PRICES

For 4	x 5	Plates or Films	-	-	\$.15
For 3 1/4	x 5 1/2	Plates or Films	-	-	.20
For 5	x 7	Plates or Films	-	-	.25

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



Size of Camera	Outside Diameter	Diameter of Lens	Prices
No. 1	1½ inch	1¼ inch	\$1.00
No. 2	2 “	1¾ “	1.25
No. 3	3¼ “	2⅞ “	1.50

Bellows for Hand and View Cameras

Extra bellows will be furnished as follows:

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

Bellows for $2\frac{1}{4} \times 3\frac{1}{4}$, $2\frac{1}{2} \times 4\frac{1}{4}$, $3\frac{1}{4} \times 4\frac{1}{4}$ and $3\frac{1}{4} \times 5\frac{1}{2}$ same price as 4×5 size

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Seneca Photographic Papers

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

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



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

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

Size of Camera	SENECA GLOSSY—A Printing Out Paper			SENECA MATTE—A Developing Paper		
	Doz.	2 Doz.	Gross	Doz.	½ Gro.	Gross
3½ x 3½	\$.10	\$.18	\$1.05	\$.12	\$.60	\$1.20
3¼ x 4¼	.10	.18	1.05	.12	.60	1.20
4 x 5	.12	.22	1.10	.15	.75	1.50
3¼ x 5½	.12	.22	1.10	.15	.75	1.50
3⅞ x 5½	.18		1.25	.15	.75	1.50
4¾ x 6½	.25	½ GRO.	2.20	.25	1.35	2.70
5 x 7	.27	1.45	2.40	.30	1.50	3.00
5 x 8	.27	1.60	2.70	.30	1.65	3.25
6½ x 8½	.40	2.15	3.80	.50	2.50	5.00
7 x 9	.45	2.50	4.50	.55	2.90	5.80
8 x 10	.54	3.15	5.85	.60	3.25	6.50
10 x 12	.81	4.75	9.00	.90	4.85	9.70
11 x 14	1.08	6.30	11.70	1.20	6.50	13.00
14 x 17	1.62	9.45	18.00	1.90	10.00	20.00
16 x 20	2.16	12.60	24.30	2.40	12.90	25.80
20 x 25	3.15	18.45	36.00	3.60	19.25	38.50

The surfaces of Seneca papers are a triumph of photographic chemistry.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Photographic Papers, Film, Dry Plates and Chemicals

Defender Argo Paper

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

Argo—A Developing (Gaslight) Paper

Five surfaces: Matte, Gloss, Velours, Rough and Buff; three emulsions: Hard, Normal and Soft. One price for double or single weight; combines brilliancy, depth of tone and rich detail with a good speed and unequalled latitude. For the use of either professional or amateur.

PRICES

Size	Doz.	Gross	Size	Doz.	Gross
3½ x 3½	\$.12	\$1.20	6½ x 8½	\$.50	\$5.00
3¼ x 4¼	.12	1.20	7 x 9	.55	5.80
4 x 5	.15	1.50	8 x 10	.60	6.50
3⅞ x 5½	.15	1.50	10 x 12	.90	9.70
4 x 6	.15	1.50	11 x 14	1.20	13.00
4¾ x 6½	.25	2.70	14 x 17	1.90	20.00
5 x 7	.30	3.00	16 x 20	2.40	25.80
5 x 8	.30	3.30	20 x 24	3.60	38.50

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

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

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

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

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

Defender Disco Paper

Disco Gloss—A Gelatine Printing-out Paper

PRICES

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

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

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

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

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The Defender Vulcan Dry Plate

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

Size of Camera	Price Per Dozen	Size	Price Per Dozen	Size	Price Per Dozen
3 1/2 x 3 1/2	\$.40	4 1/4 x 6 1/2	\$.90	8 x 10	\$2.40
3 1/4 x 4 1/4	.45	5 x 7	1.10	10 x 12	4.20
3 1/4 x 5 1/2	.65	5 x 8	1.25	11 x 14	6.00
4 x 5	.65	6 1/2 x 8 1/2	1.65	14 x 17	9.00

Defender Orthochromatic Dry Plates

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

Prices—same as Vulcan, given above.

Defender Orthochromatic Non-Halation Dry Plates

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

Size of Camera	Price Per Dozen	Size	Price Per Dozen	Size	Price Per Dozen
3 1/2 x 3 1/2	\$.50	4 1/4 x 5 1/2	\$.95	8 x 10	\$ 3.00
3 1/4 x 4 1/4	.55	5 x 7	1.40	10 x 12	5.15
3 1/4 x 5 1/2	.80	5 x 8	1.55	11 x 14	7.25
4 x 5	.80	6 1/2 x 8 1/2	2.10	14 x 17	11.25

Sensitized Postal Cards

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

PRICES

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

Argo Developing Powder

For developing Seneca, Argo, Cyko and all other Gaslight Papers.

A universal developer—speedy and reliable. This is a Metol Hydrochinon developer, put up in paraffine lined tubes ready for use. Dissolve powder in tube in four ounces water for developing gaslight paper, and eight ounces water for bromide paper, dry plates and films.

PRICE

Six tubes, sufficient for 24 ounces ready developer	-	-	-	-	-	\$.25
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SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

De-Fen-Co Developer



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

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

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

De-Fen-Co Hardening Solution

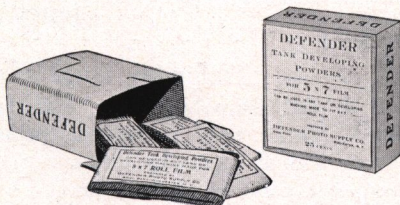
For acidifying the hypo fixing bath. Keeps indefinitely without deterioration.

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



Defender Intensifier—For improving all thin or weak negatives. Builds up the image to greater density and increases contrast.

Put up in glass tubes - - \$.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 - - \$.05



Vulcan Orthochromatic Roll Film

The latest roll-film to be offered camera users, the Vulcan, is in every sense the peer of any which have preceded it. This statement is made advisedly, and in full assurance that a trial will be sufficient to convince you of its accuracy.

Price List

No. 240—2¼ x 3¼ in., adapted for No. 2 Scout Camera, 6 exposures	-	\$.20
No. 210—2¼ x 3¼ in., adapted for No. 1 Senco Camera, 6 exposures	-	.20
No. 232—2½ x 4¼ in., adapted for No. 1A Senco, No. 2A Scout, 6 exp., 12 exposures	-	.25
No. 236—3¼ x 4¼ in., adapted for No. 3 Senco, 6 exposures	-	.35
No. 244—3¼ x 5½ in., adapted for No. 3A Senco, 6 exposures	-	.40
	-	.70
	-	.40
	-	.70

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

Six tubes, sufficient for 24 ounces ready developer	-	-	-	-	\$.25
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For toning Seneca, Disco or any other glossy gelatine printing-out paper.

In powdered form, sufficient for 16 ounces of solution	-	-	-	\$.25
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For toning Seneca, Disco or any other glossy gelatine printing-out paper.

In powdered form, sufficient for 16 ounces of solution	-	-	-	\$.25
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Fixing bath for plates or paper

[illegible]

A most satisfactory fixing bath for Argo and other developing papers, Monox and all Bromide papers, Vulcan and other film and Vulcan and all other dry plates.

Miscellaneous Supplies

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SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

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