



SENECA CAMERAS

COPYRIGHT 1931, BY SENECA CAMERA MFG CO.

THE CAMERA

Did you ever think of the Camera in this connection:—that it furnishes the framework, as it were, for recollection;—that it helps to keep the impressions of receding years from growing dim and hazy?

In this busy world of ours the whirl of successive sights on the retina of the eye is un-preserved except by the Camera. With like ease it catches and holds the evanescent view at its supreme moment, or molds into permanency the stately and ever changing architecture of Nature.

In all the marvelous strides which of late years humanity has taken, nothing is more momentous in its influence upon Art, Science and Life itself, than the Camera.

SENECA CAMERA MANUFACTURING COMPANY



SENECA CAMERA FACTORY 1895



SENECA CAMERA MFG. CO. 1911

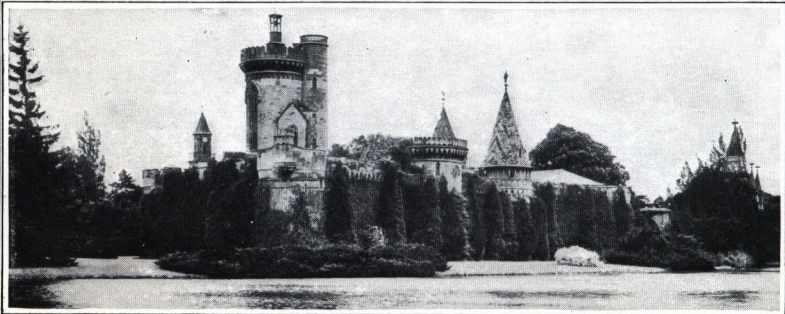
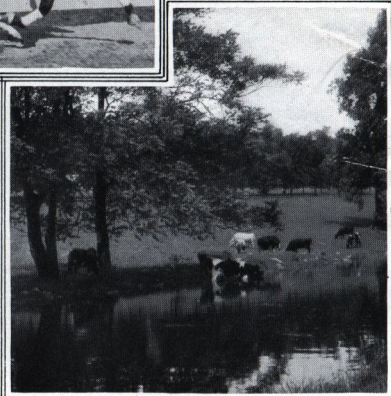


SENECA CAMERA FACTORY 1904

OFFICES
AND
FACTORIES

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

LARGEST INDEPENDENT CAMERA MAKERS
IN THE WORLD



Going to Buy a Camera?



ES? What kind, did you say? Oh! You are undecided, but hear that Cameras now-a-days are pretty much all alike. Well, Gentle Reader, nothing could be further from the truth.

If you would experience the real joys of photography, if you seek to make it the source of constant and growing pleasure and profit, have a care when you take the first step. Of a truth, the selection of your Camera is many times more important than you are aware of.

The difference between one Camera and another is not to be found in the cost price alone. Rather is it to be traced to the perfect pictures produced,—to the proper working of the instrument under all conditions,—its ability to stand the wear and tear of use,—to the general satisfaction and confidence you come to have in it. Some Cameras are cheap to buy, but expensive to use. The percentage of failures due to the Camera itself is too heavy. The Camera to buy is the one exactly adapted to your needs and that produces the least number of failures,—the smallest expense bill. In every field of human effort, the best workman has the best tools;—so it is in Photography.

Therefore the cost of the Camera, whether it be the modest equipment of the beginner or the well rounded instrument of the expert,—is not the one vital thing to consider.

Think what you are buying a Camera for,—to create masterpieces that shall become loving memories to you.

And what Cameras make the best pictures,—with the smallest number of failures? By common consent, the answer is SENECA CAMERAS.

What Cameras cost least to buy as well as to use?

Again the answer is SENECA CAMERAS.

Definite knowledge as to the true value of Cameras is not difficult to obtain. Expert and professional photographers, the country over, prefer the SENECA Camera and use it in their work. They have made careful tests,—taken account of the principal differences. They cannot afford to take chances,—must have the best the market affords. Hence their choice of the SENECA. Why not take their advice in making your selection?

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Seneca Cameras are made in a wide variety of styles, incorporating every advanced idea of equipment, and all of one quality. We offer to you film Cameras and plate Cameras that also accommodate the film pack with its twelve (12) daylight loading film exposures. We have found what sort of a Camera is best for a class of work and made it; that without regard to cost is the best Camera for that work. They are protected by basic patents that are broad and far-reaching. Manufactured in Rochester, N. Y., the Camera City of the World, they afford a perfect symposium of advanced ideas, skilled labor and the best materials.

There is one feature in connection with the superiority of SENECA Cameras that we desire to emphasize: It is in respect to the use of plates and film. Although SENECA Plate Cameras are made to take film pack adapters, we recommend plates in every instance where the best results are sought. Skilled photographers, without exception, concede glass plates to be superior to other substitutes, for glass plates are made for all possibilities that may arise in connection with amateur or professional photography. There are fast, medium and slow plates, Isochromatic, Orthochromatic and Non-Halation; in fact, for every requirement. They lie absolutely flat and do not curl or roll, thereby an even exposure and perfect focus is obtained over every portion of the plate which is impossible otherwise. Dry plates may be developed one at a time. This is often found convenient and many times necessary.

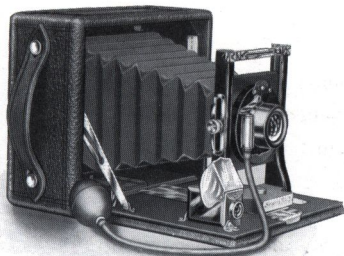
We profess that our Cameras are right. We must see that you are successful with them. If you get into trouble we go to great lengths to set you right. The fault is not with the Camera.

A Manual of Photography and book of instructions accompany each individual Camera, thereby insuring correct manipulation by the beginner, as well as the advanced amateur. However, should any questions concerning the use of the Camera arise, if you will write us, we will be glad to explain the matter in personal correspondence.

SENECA Cameras are sold only by Seneca Agents. If your immediate dealer does not handle them, a postal mailed to us will bring you the name of our nearest agent by return mail. Take no chances of substitution. Unscrupulous dealers, thinking only of their profit, will try to foist upon you inferior goods whenever they can. Thus it has come about that mindful of the better work and greater value we put into our Cameras, we sell SENECA Cameras and supplies only through regularly accredited SENECA Agents.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Cameras Numbers One and Two

THESE popular models of the Seneca series have always been the subject of favorable comment. These possess the same expert workmanship as do the higher priced and more elaborate models.

The equipment of the Number One includes the Seneca Uno Shutter (Time and Instantaneous) and the Seneca Single Achromatic Lens. The Seneca Number Two is identically the same equipment, except it possesses a Rapid Rectilinear Lens with a speed of F: 11 instead of the Single Achromatic. The shutter does not easily get out of order. Compactness and lightness are our watchwords in designing all our hand cameras. Made to take Film Pack Adapters to accommodate daylight loading film packs of 12 exposures.

DETAIL OF EQUIPMENT

Dimensions

| Size of Camera | Focal Capacity Inches | Camera Closed Inches | Carrying Case Inches | Capacity Carrying Case |
|----------------|-----------------------|----------------------|----------------------|-------------------------|
| 4 x 5 | 6¾ | 6¼ x 5½ x 2⅝ | 3¼ x 7⅝ x 11½ | Camera and Five Holders |
| 5 x 7 | 8½ | 8½ x 6½ x 3 | 3¼ x 9½ x 13⅝ | Camera and Five Holders |

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

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

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Clamp—Automatic press-button.

Tripod Sockets—Two.

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

View Finder—Reversible, metal bound and hooded.

Shutter—Seneca Uno Automatic with bulb and tube attachment.

Lens—{ Seneca Single Achromatic, fitted to Seneca No. 1.

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

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

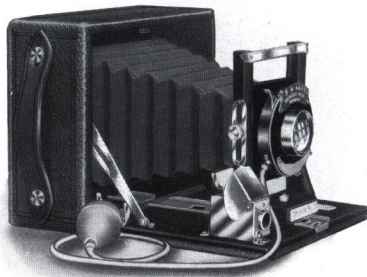
Price of Outfit Complete

| | | | | |
|---|-------|---------|-------|---------|
| Seneca No. 1 | 4 x 5 | \$ 9.00 | 5 x 7 | \$14.00 |
| Seneca No. 2 | - | 11.00 | - | 15.00 |
| Seneca Adapter (Hingeless) for Film Packs | - | 1.25 | - | 2.00 |

NOTE—For prices of extra Seneca Plate Holders, see pages 56, 57 and 58.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Camera Number Three



HIS Camera is one of our most popular styles, being preferred where hard service afield is seen. Made to take Film Pack Adapters.

The instrument is equipped with the Seneca Duo Double Valve (Dustproof) Shutter, which is original in design, very reliable in action and may be regulated for instantaneous, time or bulb exposure.



Seneca Nos. 1, 2, 3, 4,
5, Closed

DETAIL OF EQUIPMENT

Dimensions

| Size of Camera | Focal Capacity Inches | Camera Closed Inches | Carrying Case Inches | Capacity Carrying Case |
|----------------|-----------------------|-----------------------|------------------------|-------------------------|
| 4 x 5 | 6 3/4 | 6 1/4 x 5 1/2 x 2 5/8 | 3 1/4 x 7 1/8 x 11 1/2 | Camera and Five Holders |
| 5 x 7 | 8 1/2 | 8 1/2 x 6 1/2 x 3 | 3 3/4 x 9 1/4 x 13 3/8 | Camera and Five Holders |

- Camera Box**—Ebony finish, corners dovetailed, covered with seal 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.
Clamp—Automatic, press-button.
Front—Rising and falling.
Back—Removable, with spring actuated ground glass panel for focusing.
View Finder—Reversible, metal bound and hooded.
Tripod Sockets—Two.
Shutter—Seneca Duo Double Valve (Dustproof) with bulb and tube attachment. Speed from one second to 1-100 part of second.
Lens—Seneca Rapid Rectilinear, Speed F: 11.
 Camera. Leatheret Carrying Case. Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

| | Price of Outfit Complete | |
|---|--------------------------|---------|
| | 4 x 5 | 5 x 7 |
| Seneca No. 3 | \$14.00 | \$18.50 |
| Seneca Adapter (Hingeless) for Film Packs | 1.25 | 2.00 |

NOTE—For prices of extra Seneca Plate Holders, see pages 56, 57 and 58.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Camera Numbers Four and Five



HE constantly increasing demand for this particular model is an indication of its general excellence. Made rigid and compact. The Seneca Number Four is equipped with the Uno Shutter and Rapid Rectilinear Lens. Seneca Number Five is equipped with the Duo Double Valve (Dustproof) Shutter. Both cameras made to take Film Pack Adapters.

Particular attention is directed to the superior construction of the rack and pinion with which these particular models are equipped. By this means the most delicate focusing may be obtained with ease, and the perfection of picture-taking approached.

DETAIL OF EQUIPMENT

Dimensions

| Size of Camera | Focal Capacity Inches | Camera Closed Inches | Carrying Case Inches | Capacity Carrying Case |
|----------------|-----------------------|-----------------------|------------------------|-------------------------|
| 4 x 5 | 8 1/2 | 6 1/4 x 5 1/2 x 2 3/8 | 11 1/2 x 7 1/8 x 3 1/4 | Camera and Five Holders |
| 5 x 7 | 10 1/4 | 8 1/2 x 6 1/2 x 3 | 13 7/8 x 3 3/4 x 9 1/4 | Camera and Five Holders |

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

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

Tripod Sockets—Two.

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, lined with gossamer cloth.

Clamp—Automatic press-button.

Front—Rising and falling.

Back—Removable, with spring actuated 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 Automatic fitted to No. 4. Seneca Duo Double Valve (Dustproof) Shutter fitted to Seneca No. 5.

Lens—Seneca Rapid Rectilinear, Speed F: 11.

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

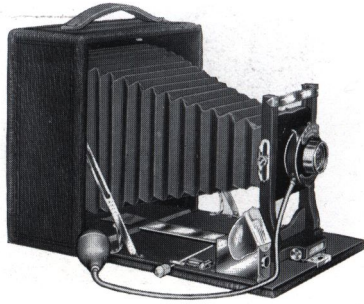
Price of Outfit Complete

| | 4 x 5 | 5 x 7 |
|--|---------|---------|
| Seneca No. 4 with Uno Shutter | \$14.00 | \$19.00 |
| Seneca No. 5 with Duo Double Valve (Dustproof) Shutter | 16.00 | 21.00 |
| Seneca Adapter (Hingeless) for Film Packs | 1.25 | 2.00 |

NOTE—For prices of extra Seneca Plate Holders, see pages 56, 57 and 58.

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 | 9¼ | 6½ x 6½ x 3½ | 12¼ x 4x 7½ | Camera and Six Holders | 2¼ x 2½ |
| 3¼ x 5½ | 9¼ | 7 x 7 x 3⅝ | 12 x 4x 7½ | | 2⅜ x 2⅝ |
| 4¼ x 6½ | 12½ | 8¾ x 8¾ x 3¾ | 15⅜ x 4⅜ x 9 | " | 3 x 3¼ |
| 5x7 | 12½ | 8¾ x 8¾ x 3¾ | 15⅜ x 4⅜ x 9 | " | 3 x 3¼ |

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.

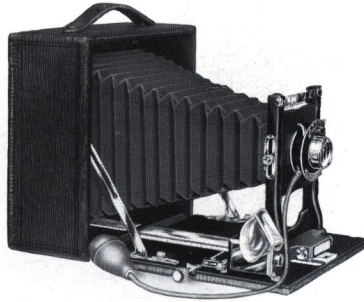
Camera. Leatheret Carrying Case. Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

Price of Outfit Complete

| | | | | | | |
|--|---------|---------|---------|------------------------|---------|-------|
| Style A, fitted with Seneca Uno Shutter and Rapid Rectilinear Lens, Speed F: 11 | - | - | 4 x 5 | (Post Card) 3¼ x 5½ | 4¼ x 6½ | 5 x 7 |
| | \$15.00 | \$17.00 | \$20.00 | \$20.00 | \$20.00 | |
| Style B, fitted with the Seneca Duo Double Valve (Dustproof) Shutter and Rapid Rectilinear Lens, Speed F: 11 | 18.00 | 20.00 | 23.50 | 25.00 | 28.50 | 30.00 |
| Extra Improved Plate Holders | 1.00 | 1.00 | 1.25 | 1.25 | 1.25 | 1.25 |
| Seneca Film Pack Adapter | - | 1.25 | 1.25 | Not made | 2.00 | 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 | 10¼ | 6½ x 6½ x 3½ | 12¼ x 4 x 7 ⅛ | Camera and Six Holders | 2⅜ x 2⅝ |
| 3¼ x 5½ | 10½ | 7 x 7 x 3⅝ | 12 x 4 ⅛ x 7 ½ | | 2⅜ x 2⅝ |
| 4¼ x 6½ | 13¼ | 8¾ x 8¾ x 3¾ | 15⅝ x 4⅝ x 9¼ | | 3 x 3¼ |
| 5x7 | 13¼ | 8¾ x 8¾ x 3¾ | 15⅝ x 4⅝ x 9 | | 3 x 3¼ |

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.

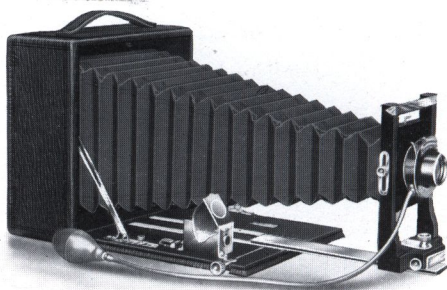
Camera. Solid Leather Carrying Case. Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

Price of Outfit Complete

| | 4 x 5 | (Post Card) 3¼ x 5½ | 4¼ x 6½ | 5 x 7 |
|------------------------------|---------|------------------------|----------|---------|
| Seneca No. 7 | \$22.00 | \$24.00 | \$29.00 | \$29.00 |
| Extra Improved 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 Autic Automatic (Dustproof) Shutter and the Convertible Lens.

The Seneca Triple Convertible Lens, F: 8, is of high speed, suitable for the most rapid snap-shot work under trying conditions. It may be "converted" into a long focus lens for distance photography by using 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 $\frac{5}{8}$ | 12 $\frac{1}{4}$ x 4 $\frac{1}{8}$ x 7 $\frac{1}{2}$ | " | 2 $\frac{1}{4}$ x 2 $\frac{1}{2}$ |
| 4 $\frac{1}{4}$ x 6 $\frac{1}{2}$ | 16 $\frac{3}{4}$ | 8 $\frac{3}{4}$ x 8 $\frac{3}{4}$ x 3 $\frac{3}{4}$ | 15 $\frac{3}{8}$ x 4 $\frac{3}{8}$ 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.

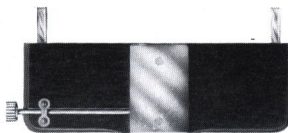
View Finder—Brilliant, reversible, metal bound and hooded.

Shutter—Seneca Autic Automatic (Dust-proof) with bulb and tube attachment.

Lens—Seneca Triple Convertible, Speed F: 8.

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

For prices Seneca No. 8, fitted with Anastigmat Lenses, see page 25.

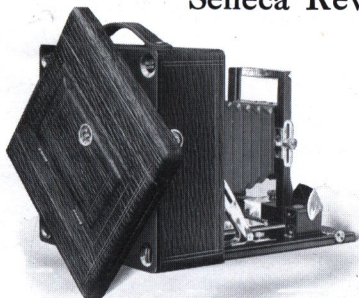


Supplementary Bed for Extreme Wide Angle Lens

Price of Outfit Complete

| | 4 x 5 | (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 Convertible Lens F: 8 - | \$25.00 | \$27.00 | \$33.00 | \$33.00 | \$46.00 |
| With Seneca Anastigmat Lens | | | | | |
| F: 6.8 - | 50.00 | 52.00 | 64.00 | 64.00 | 95.00 |
| Same without Lens and Shutter | 20.00 | 22.00 | 25.00 | 25.00 | 33.00 |
| Extra Improved 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 |

Seneca Revolving Back



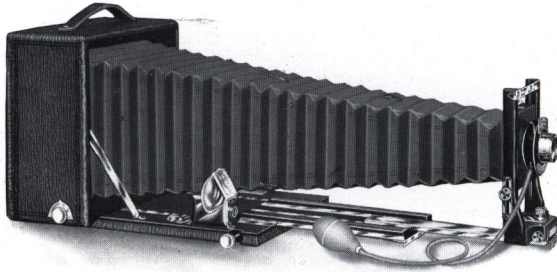
This new back is a creation of the present season. Of course the reader will understand its purpose at a glance. A camera fitted with the Seneca Revolving Back will take vertical or horizontal pictures at will, without altering the position of the camera itself. Fogging the plate is absolutely impossible.

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.

ROCHESTER, N.Y.



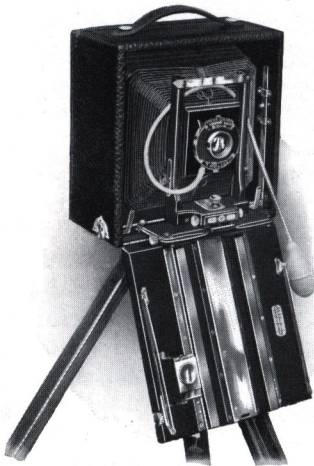
Seneca Camera Number Nine

(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

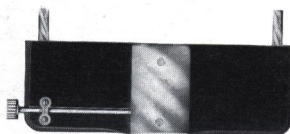
Wide angle lenses or those of short focus may be used in this instrument with like success, by employing a supplementary bed. The regular bed of the camera is made to drop by detaching the side arms, and the supplementary bed, which is easily adjusted, supports the front of the camera when it is drawn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

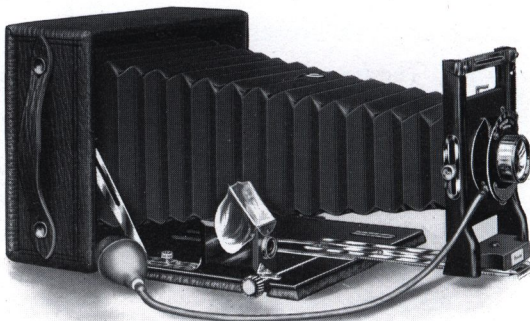
Price of Outfit Complete

| | 4 x 5 | (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: 6.8 | 58.00 | 60.00 | 72.00 | 73.00 | 104.00 |
| 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 Improved 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 Anastigmat Lenses, see page 25.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Special

(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, Duo (Dustproof) or Autic (Dustproof) Shutter may be fitted. Made to take Film Pack Adapters.

DETAIL OF EQUIPMENT

- Dimensions**— $8\frac{3}{4} \times 6\frac{1}{2} \times 2\frac{7}{8}$ inches. **Focal Capacity**— $12\frac{3}{4}$ inches.
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. **Clamp**—Automatic finger grip.
Metal Parts—Brass, handsomely nickel plated.
Bellows—Black Russia leather, lined with gossamer cloth.
Spirit Level—Attached to bed of Camera.
Rack and Pinion—For fine focusing with locking device.
Front—Rising and falling. **Swing**—Back and bed.
Back—Spring actuated ground glass panel for focusing.
Tripod Sockets—Two. (One for bed of camera.)
Lens—Seneca Convertible Three-focus, Speed F: 8.
Shutter—Seneca Uno Automatic with bulb and tube, Duo or Autic.
View Finder—Brilliant, reversible, metal bound and hooded.
 Camera. Seneca Simplex Light Trap Double Plate Holder.
 Manual of Photography. Instruction Book.

Price of Outfit Complete

Made in 5 x 7 size only.

| | | | | | | |
|---|---|---|---|---|---|---------|
| Camera fitted with Uno Shutter | - | - | - | - | - | \$20.00 |
| Camera fitted with Duo Double Valve (Dustproof) Shutter | - | - | - | - | - | 22.00 |
| Camera fitted with Autic Automatic (Dustproof) Shutter | - | - | - | - | - | 24.00 |
| Seneca Adapter (Hingeless) for Film Packs | - | - | - | - | - | 2.00 |
| Price of Leatheret Carrying Case to carry Camera and extra holders, | | | | | | |
| \$2.00 additional. | | | | | | |

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Stereo, Style A



Seneca Stereo, Style B
The Back Revolves

The Seneca Stereoscopic Cameras

(Made in 5 x 7 Size Only)

SENECA Stereo A is identical with Seneca Number 5,—already described on a preceding page,—as far as general construction goes, excepting it has a swing back and is equipped with the Seneca Uno Stereo Shutter and a matched pair of Seneca Rapid Rectilinear 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.

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

DETAIL OF EQUIPMENT

Stereo A, same as Seneca Number 5, except the Shutter, Uno-Stereo; Lenses, Seneca Rapid Rectilinear, Speed F: 11, Matched for Stereo work.

Dimensions of Lens Board—Stereo A, 3 x 5 $\frac{1}{4}$ inches. Stereo B, 3 $\frac{3}{8}$ x 5 $\frac{1}{2}$ inches.

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

Stereo B, same as No. 7, except with Duo Double Valve Stereo Shutter instead of Uno; Lenses: Seneca Symmetrical Matched Lenses, Speed F: 8, instead of Rapid Rectilinear Lens.

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

Price of Outfit Complete

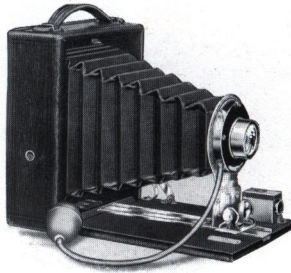
| | Outfit Complete | Without Lens and Shutter |
|---|-----------------|--------------------------|
| Seneca Stereo A | \$34.00 | \$26.00 |
| Seneca Stereo B | 48.00 | 36.00 |
| Seneca Adapter (Hirgeless) for Film Packs | 2.00 | |

The regular 5 x 7 Rapid Rectilinear Lens and Duo (Dustproof) Shutter, extra, \$10.00, if purchased with above outfit.

NOTE—For prices of extra Seneca Plate Holders, see pages 56, 57 and 58.

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—Leatheret, 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—Single Achromatic or Rapid Rectilinear.

Camera. Seneca Light Trap Double Plate Holder.

Manual of Photography. Instruction Book.

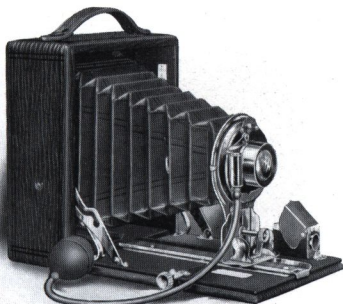
Price of Outfit Complete

| | | | | |
|--|---|---|---|--------|
| Pocket Seneca No. 29 fitted with Single Achromatic Lens | - | - | - | \$7.50 |
| Pocket Seneca No. 29 fitted with Rapid Rectilinear Lens, Speed F: 11 | - | - | - | 9.00 |
| Seneca Adapter (Hingeless) for Film Packs | - | - | - | 1.25 |

NOTE—For prices of extra Seneca Plate Holders, see pages 56, 57 and 58. For price of Carrying Case for above, see page 65.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Pocket Seneca Nos. 30 and 31

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. These particular Senecas are no mere snap-shot cameras.

Pocket Seneca Nos. 30 and 31 are distinguished as follows: No. 31 has a longer draw and is equipped with a Rack and Pinion for focusing, also Rising and Falling front. Pocket Seneca No. 30 also made in $3\frac{1}{2} \times 5\frac{1}{2}$ (Post card) size.

| | Dimensions Closed | Weight | Focal Capacity |
|---------|---|------------|------------------------|
| No. 30, | $3\frac{1}{4} \times 4\frac{1}{4}$ size, $5\frac{1}{2} \times 4\frac{1}{8} \times 2\frac{1}{4}$ inches. | 15 ounces. | $6\frac{1}{4}$ inches. |
| No. 30, | $3\frac{1}{4} \times 5\frac{1}{2}$ size, $6\frac{7}{8} \times 4\frac{1}{2} \times 2\frac{3}{8}$ inches. | 21 ounces. | $7\frac{3}{4}$ inches. |
| No. 30, | 4×5 size, $6\frac{1}{8} \times 5\frac{1}{8} \times 2\frac{1}{4}$ inches. | 19 ounces. | 7 inches. |
| No. 31, | $3\frac{1}{4} \times 4\frac{1}{4}$ size, $5\frac{1}{2} \times 4\frac{1}{8} \times 2\frac{1}{2}$ inches. | 19 ounces. | 8 inches. |
| No. 31, | 4×5 size, $6\frac{3}{8} \times 5\frac{1}{8} \times 2\frac{1}{2}$ inches. | 23 ounces. | 9 inches. |

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. **Tripod Sockets**—Two.

Metal Parts—Brass, handsomely nickel plated.

Bellows—Black Russia leather, gossamer lined.

Front—Metallic reinforced, rising and falling, on No. 31 only.

Back—Spring actuated on No. 31 removable. Ground glass panel for focusing.

Rack and Pinion—On Pocket Seneca No. 31 only.

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

Shutter—Seneca Uno with bulb and tube attachment. Duo or Autic furnished at extra price. **Lens**—Rapid Rectilinear, speed F: 11.

Camera. Seneca Simplex Light Trap Double Plate Holder.

Manual of Photography. Instruction Book.

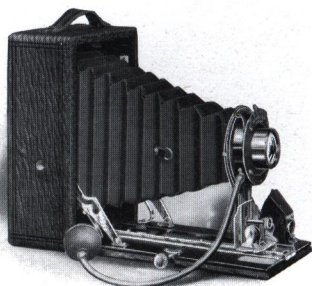
Price of Outfit Complete

| | $3\frac{1}{4} \times 4\frac{1}{4}$ | 4×5 | (Post Card) $3\frac{1}{4} \times 5\frac{1}{2}$ |
|---|------------------------------------|--------------|---|
| Pocket Seneca No. 30 with Uno Shutter | \$ 9.00 | \$10.00 | \$12.00 |
| Pocket Seneca No. 30 with Duo Shutter | - 11.00 | 12.00 | 14.00 |
| Pocket Seneca No. 30 with Autic Shutter | - 13.00 | 14.00 | 16.00 |
| Pocket Seneca No. 31 with Uno Shutter | - 10.50 | 11.50 | } See 3A, Page 18 |
| Pocket Seneca No. 31 with Duo Shutter | - 12.50 | 13.50 | |
| Pocket Seneca No. 31 with Autic Shutter | - 14.50 | 15.50 | |
| Seneca Adapter (Hingeless) for Film Packs | - 1.00 | 1.25 | 1.25 |

NOTE—For prices of extra Seneca Plate Holders, see pages 56, 57 and 58. For price of Carrying Case for above, see page 65.

SENECA CAMERA MFG. CO.,

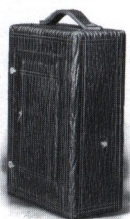
ROCHESTER, N.Y.



Pocket Seneca No. 3A

(3¼ x 5½ Size. A Post Card Camera)

THIS instrument may be used for profit as well as pleasure—a size that just nicely covers a postal card. In general construction and finish it is the same as the Pocket Seneca Number 31, possesses a rack and pinion, made in a compact manner, and at a very reasonable price. The camera is particularly adapted for post card work, and there is an every day increasing demand for a 3¼ x 5½ size camera. The Number 3A Pocket Seneca is equipped with a Rapid Rectilinear Lens and choice of Uno, Duo or Autic Shutters. Made to take Film Pack Adapters.



A Pocket Seneca Closed

DETAIL OF EQUIPMENT

Made in 3¼ x 5½ Size Only.

Dimensions—6⅞ x 4½ x 2⅜ inches.

Weight—23 ounces.

Focal Capacity—9½ inches.

Front—Metallic reinforced, rising and falling.

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

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

Tripod Sockets—Two.

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

Shutter—Seneca Uno with bulb and tube attachment, Duo or Autic.

Lens—Rapid Rectilinear, Speed F: 11.

Bellows—Black Russia leather, gossamer lined.

Camera. Seneca Improved Light Trap Double Plate Holder.

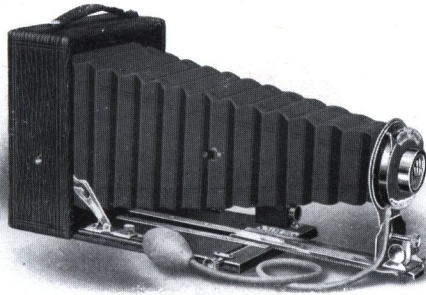
Manual of Photography. Instruction Book.

Price of Outfit Complete

| | | |
|---|-------|---------|
| Pocket Seneca No. 3A, fitted with Uno Shutter | - - - | \$14.00 |
| Pocket Seneca No. 3A, fitted with Duo Double Valve (Dustproof) Shutter | - - - | 16.00 |
| Pocket Seneca No. 3A, fitted with Autic Automatic (Dustproof) Shutter and Seneca Symmetrical Lens, Speed F: 8 | - - - | 19.00 |
| Seneca Adapter (Hingeless) for Film Packs | - - - | 1.25 |

SENECA CAMERA MFG. CO.

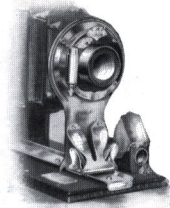
ROCHESTER, N.Y.



Pocket Seneca No. 32

THIS instrument is one of the most recent models of the Seneca Pocket series, and retains the compactness which characterizes these dainty instruments with a greatly increased efficiency—that is, it is capable of a wider range of work.

In its adjustments it is similar to the Seneca Number Eight, being equipped with the Seneca Convertible Lens F: 8 and the Autic Automatic (Dustproof) Shutter, or Duo Shutter and Rapid Rectilinear Lens, speed F: 11. The bellows capacity is sufficient for using the back combination of the lens alone.



The Reinforced Front Used On All Pocket and Filmett Senecas

DETAIL OF EQUIPMENT

- | | Dimensions | Weight | Focal Capacity |
|--|---|------------|-------------------------|
| | $3\frac{1}{4} \times 4\frac{1}{4}$ size, $4\frac{1}{4} \times 2\frac{1}{2} \times 5\frac{1}{2}$ inches. | 20 ounces. | 10 inches. |
| | 4×5 size, $5\frac{1}{4} \times 2\frac{1}{2} \times 6\frac{1}{4}$ inches. | 24 ounces. | $11\frac{1}{2}$ inches. |
- Lens**—Triple Convertible, Speed F: 8, or Rapid Rectilinear Lens, Speed F: 11.
Camera Box—Ebony finish, corners dovetailed and covered with walrus grain leather.
Camera Bed—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. **Swing**—Either back or bed.
Metal Parts—Brass, handsomely nickel plated.
Bellows—Black Russia leather, lined with gossamer cloth.
Front—Metallic reinforced, rising and falling.
Back—Improved spring, 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) with bulb and tube attachment.
Tripod Sockets—Three. **Lens**—Triple Convertible, Speed F: 8.
 Camera. Seneca Improved Light Trap Double Plate Holder.
 Manual of Photography. Instruction Book.

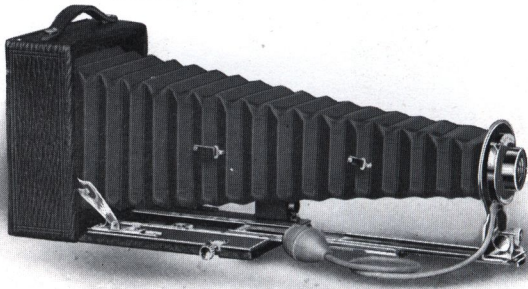
Price of Outfit Complete

| | $3\frac{1}{4} \times 4\frac{1}{4}$ | 4×5 |
|---|------------------------------------|--------------|
| Pocket Seneca No. 32 with Autic Shutter and Convertible Lens, Speed F: 8 | - | - |
| | \$19.00 | \$21.00 |
| Pocket Seneca No. 32 with Duo Shutter and Rapid Rectilinear Lens, Speed F: 11 | - | - |
| | 15.00 | 17.00 |
| Seneca Adapter (Hingeless) for Film Packs | - | - |
| | 1.00 | 1.25 |

NOTE—For prices of extra Seneca Plate Holders, see pages 56, 57 and 58. For price of Carrying Case for above, see page 65.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Pocket Seneca No. 33

IN the construction of this Pocket Model we embody those features which have made long focus cameras so popular. In general lines it is a miniature of Seneca Number Nine.

Pocket Seneca Number 33 is indeed a model of accuracy.

In every detail of equipment and finish Pocket Seneca Number 33 displays unusual ingenuity, knowledge and experience. The optical equipment is in keeping with the character of the instrument. The celebrated Seneca Triple Convertible Lens, F: 8, fitted to the Seneca Autic Automatic (Dustproof) Shutter lends to the outfit qualities almost unlimited for the purposes of portraiture, landscape or any form of photographic composition.

DETAIL OF EQUIPMENT

| | Dimensions | Weight | Focal Capacity |
|--|---|--|-------------------------|
| | $3\frac{1}{4} \times 4\frac{1}{4}$ size, $4\frac{1}{4} \times 2\frac{1}{2} \times 5\frac{1}{2}$ inches. | 21 ounces. | $12\frac{1}{2}$ inches. |
| | 4 x 5 size, $5\frac{1}{4} \times 2\frac{1}{2} \times 6\frac{1}{4}$ inches. | 26 ounces. | $14\frac{1}{2}$ inches. |
| Camera Box —Ebony finish, corners dovetailed and covered with walrus grain leather. | | | |
| Tripod Sockets —Three. | | | |
| Camera Bed —Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. Swing —Either back or bed. | | | |
| Metal Parts —Highly polished brass, nickel plated. | | | |
| Bellows —Black Russia leather, lined with gossamer cloth. | | | |
| Front —Metallic reinforced, rising and falling. | | | |
| Rack and Pinion —For focusing, locking device. | | | |
| Back —Improved swing, ground glass panel, removable. | | | |
| View Finder —Brilliant, reversible, metal bound and hooded. | | | |
| Shutter —Seneca Autic Automatic (Dustproof) with bulb and tube attachment. | | | |
| Lens —Seneca Triple Convertible, Speed F: 8. | | | |
| Camera. | | Seneca Improved Light Trap Double Plate Holder | |
| Manual of Photography. | | Instruction Book. | |

Price of Outfit Complete

| | $3\frac{1}{4} \times 4\frac{1}{4}$ | 4 x 5 |
|---|------------------------------------|---------|
| Pocket Seneca No. 33 | - | - |
| Seneca Adapter (Hingeless) for Film Packs | - | - |
| | \$25.00 | \$30.00 |
| | 1.00 | 1.25 |

NOTE—For prices of extra Seneca Plate Holders, see pages 56, 57 and 58. For price of Carrying Case for above, see page 65.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Senior



Seneca Junior

Made in 2 Sizes:
3½ x 3½ and 3¼ x 4¼

Seneca Senior and Seneca Junior



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 x 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 3¼ x 4¼ size), made to take Film Pack Adapters.

DETAIL OF EQUIPMENT

Dimensions—Seneca Senior, 8¼ x 5½ x 7½ inches. Seneca Junior, 3½ x 3½ size, 7⅝ x 5¾ x 5 inches. Seneca Junior, 3¼ x 4¼ size, 7¼ x 4¼ x 6¼ inches.

Focus—Universal. **Tripod Sockets**—Two. **Lens**—Single Achromatic.

View Finders—Two on Seneca Senior, one on Junior 3½ x 3½.

Shutter—Automatic for time exposures or snap shots.

PRICES

| | Junior 3½ x 3½ | Junior 3¼ x 4¼ | Senior 4 x 5 |
|---|-------------------|-------------------|-----------------|
| Camera Complete, with one Holder, Manual of | | | |
| Photography and Instruction Book | \$3.50 | \$3.75 | \$4.00 |
| Seneca Plate Holder, Ordinary | .80 | .80 | .80 |
| Carrying Case | 1.50 | 1.50 | 1.50 |

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Seneca Film Pack Cameras

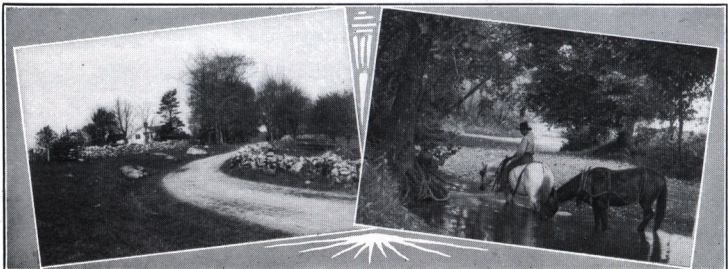
(For Daylight Loading Film Packs Only)

SOME amateur photographers still prefer to use Cameras that will accommodate Film Packs only, and in order to gratify their taste we have arranged a comprehensive series of instruments for this purpose, all well worthy of attention. The most critical and exacting operator cannot fail of making an admirable selection here. It is apparent, of course, that we are quite as ready to supply Cameras that will take only the Film Pack, as plate Cameras. But it is understood that Film Pack Adapters in all Seneca Plate Cameras are interchangeable with plate holders.

Graceful in their lines, very compact in size, Seneca Film Pack Cameras offer another evidence of the superiority of American inventive genius and mechanical skill. These are the highest type of film Camera that modern science can produce and are worthy representatives of the Seneca line. Intended for the general operations of photography,—for emergency pictures to be made under all conditions,—their general equipment embodies everything that experience has shown to be of value for the purpose. It is for these reasons that the Senecas are the choice of the beginner in photography, as well as the advanced student of the art.

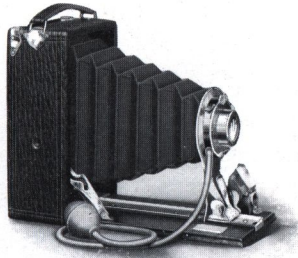
The back of these Seneca Film Pack Cameras is a radical departure from the old methods of accommodating the film pack. Of our own design, it is simple in operation, without springs or hinges and most positive in action. A glance at the accompanying illustrations suffices to show not only how the pack is inserted but also how it is held in place: The two holding clamps lock it securely in position, and the instrument is loaded, ready for exposure.

Experience has shown that there is nothing so exasperating or expensive as a poorly designed film pack Camera or film pack adapter; nothing so effective, so absolutely trustworthy, as a Seneca Film Pack Camera of the folding or box type.



SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



Seneca Filmett

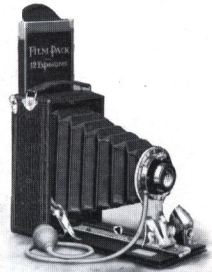
Improved

(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, Speed F: 11, is offered and the Uno Automatic or Duo Shutter.



Filmett Showing Film Pack Partly Inserted

| | | | | |
|-------------------------|--|---|--|--|
| | $2\frac{1}{4} \times 3\frac{3}{4}$ | $3\frac{3}{4} \times 4\frac{1}{4}$ | $3\frac{3}{4} \times 5\frac{1}{2}$ (Post Card) | 4×5 |
| Dimensions - | $3\frac{1}{4} \times 4\frac{1}{2} \times 2\frac{1}{4}$ | $4 \times 2\frac{1}{2} \times 5\frac{3}{8}$ | $4 \times 2\frac{1}{2} \times 6\frac{3}{8}$ | $4\frac{3}{4} \times 2\frac{1}{2} \times 6\frac{1}{4}$ |
| Weight - | 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.

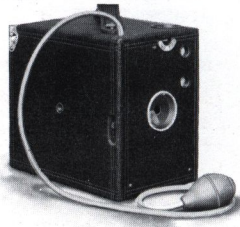
PRICES

| | $2\frac{1}{4} \times 3\frac{3}{4}$ | $3\frac{3}{4} \times 4\frac{1}{4}$ | $3\frac{3}{4} \times 5\frac{1}{2}$ (Post Card) | 4×5 |
|---|------------------------------------|------------------------------------|--|--------------|
| Seneca Filmett with Single 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 $2\frac{1}{4} \times 3\frac{3}{4}$ size with Single Achromatic Lens.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



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 Single Achromatic Lens and Automatic Shutter with bulb and tube 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.

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.

| | | | | |
|-------------------------------------|---|---|--|--|
| | $2\frac{1}{4} \times 3\frac{1}{4}$ | $3\frac{1}{4} \times 4\frac{1}{4}$ | (Post Card) $3\frac{1}{4} \times 5\frac{1}{2}$ | 4×5 |
| Dimensions | $6 \times 3\frac{1}{4} \times 4\frac{5}{8}$ | $6 \times 3\frac{7}{8} \times 5\frac{5}{8}$ | $6\frac{1}{2} \times 3\frac{7}{8} \times 6\frac{3}{4}$ | $6\frac{1}{2} \times 6\frac{1}{4} \times 4\frac{5}{8}$ |
| Weight | 11 ounces | 14 ounces | 17 ounces | 18 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) $3\frac{1}{4} \times 5\frac{1}{2}$ | 4×5 |
| Seneca Film Box Camera | - | \$3.00 | \$5.00 | \$6.00 | \$6.00 |
| Carrying Case for above Camera | - | 1.50 | 1.50 | 1.50 | 1.50 |

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 |
|--------------|---------|---------|----------------|---------|---------|
| The Optimo | - - - - | \$ 9.00 | \$10.00 | \$10.00 | \$10.00 |
| The Koilos | - - - - | 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 |

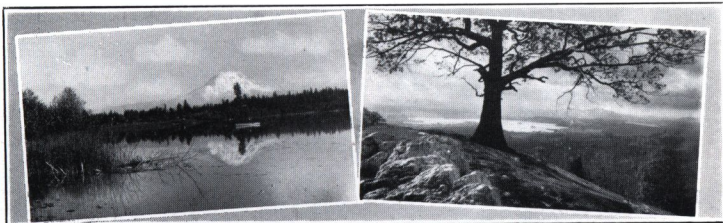
Above Shutters not made in Stereo form.

See page 52 for price of Seneca Focal Plane Shutter.

| CAMERA | Size of Picture | Seneca Anastigmat f: 6.8 | | Cooke Series III A f: 6.5 | | Goerz Series III Dagor F: 6.8 | |
|----------------|-----------------|-----------------------------|--------------------|------------------------------|----------|-------------------------------------|----------|
| | | No. 1 fitted to 3¼x4¼ | No. 2 " 3¼x5½, 4x5 | No. 3, 3¼x4¼ | 5, 5 x7 | No. 0, 3¼x4¼ | 2, 5 x7 |
| | | " 3 " 3¼x5½, 4x5 | " 4 " 5x7 | " 4, 4 x5 | 7, 6½x8½ | " 1, 4 x5 | 4, 6½x8½ |
| | | " 4 " 6½x8½ | " 4 " 6½x8½ | " 4, 3¼x5½ | | " 1, 3¼x5½ | |
| No. 8..... | 4 x5 | \$50.00 | | \$70.00 | | \$75.00 | |
| No. 8..... | 3¼ x5½ | 52.00 | | 72.00 | | 77.00 | |
| No. 8..... | 5 x7 | 64.00 | | 84.00 | | 87.00 | |
| No. 8..... | 6½ x8½ | 95.00 | | 140.00 | | 116.00 | |
| No. 9..... | 4 x5 | 58.00 | | 76.00 | | 83.00 | |
| No. 9..... | 3¼ x5½ | 60.00 | | 78.00 | | 85.00 | |
| No. 9..... | 5 x7 | 73.00 | | 94.00 | | 97.00 | |
| No. 9..... | 6½ x8½ | 104.00 | | 151.00 | | 127.00 | |
| No. 3A Pkt... | 3¼ x5½ | 43.00 | | 60.00 | | 67.00 | |
| No. 32..... | 3¼ x4¼ | 42.00 | | 57.00 | | 61.00 | |
| No. 32..... | 4 x5 | 44.00 | | 65.00 | | 70.00 | |
| No. 33..... | 3¼ x4¼ | 50.00 | | 66.00 | | 70.00 | |
| No. 33..... | 4 x5 | 53.00 | | 74.00 | | 79.00 | |
| Stereo "A".... | 5 x7 | 85.00 | | 105.00 | | 115.00 | |
| Stereo "B".... | 5 x7 | 100.00 | | 117.00 | | 125.00 | |

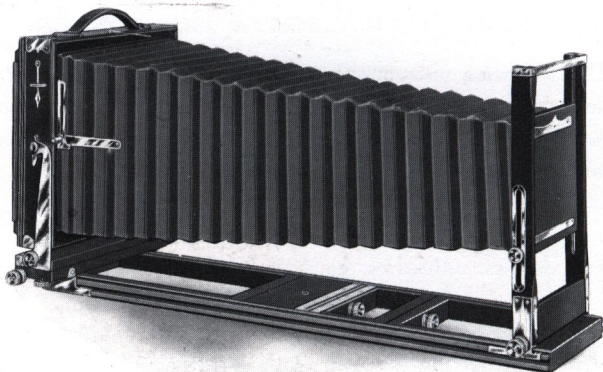
4¼ x 6½ size Nos. 8 and 9 Cameras same price as 5 x 7 size.

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



SENECA CAMERA MFG. CO.

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, Aug. 17, 1906. Sliding Front Bed, Patented September 1, 1908.

THIS line of our justly superior cameras has achieved great popularity owing to its general utility. For purposes of general viewing, home portraiture, copying and all kinds of difficult work our view cameras solve the problem. They have all adjustments that are required for confined situations.

The New Improved Seneca View Camera, which is quite fully illustrated on these pages, presents a symposium of advanced mechanical ideas. It possesses distinguishing characteristics in design, in equipment and in construction—a photographic instrument of unequalled attainments. The many noticeable features of the camera—its positive and accurate action, and the unlimited possibilities it affords to the artist, combine to make it the most perfect view instrument that the world has ever seen. It is beyond the scope of this article to dwell upon the score or more advantages that the use of the cam-



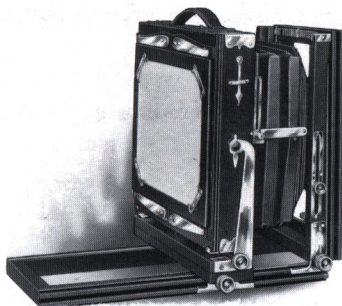
New Improved Seneca View, Showing Operation of Patented Sliding Front Bed

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

New Improved Seneca View Camera—Continued

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

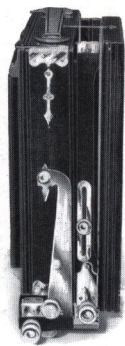


THE IMPROVED SENECA VIEW

With Front Extension Up Ready for Extreme Wide Angle Photography. 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.

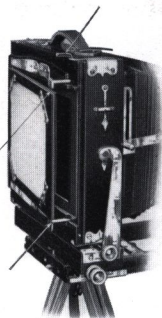
More than all else, this camera is noted for its rigidity. It is made of selected mahogany and cherry, all the metal parts being of extra heavy gauge brass. Throughout the instrument, the celebrated system of Seneca reinforcement has been used, so that the camera will stand up under any strain that it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



New Improved
Seneca View
Folded

New Improved Seneca View Camera—Continued

The amateur of experience, and the professional as well, find in the new Jarless Back the most significant addition to camera construction that this year has brought forth. By means of this new Seneca device, which is especially adapted to tripod cameras, the plate holder is quickly and easily slipped into the instrument that has already been mounted and focused, without fear of the least jar or deflection from position. The value of the device is equally appreciated in removing the loaded plate holder from the camera. The strong points of the jarless back are that it preserves the camera in perfect focus, adds to the speed of operation and gives absolute accuracy to the other operations of photography. The advanced photographer, accustomed to difficult work, will readily understand the points of advantage that we have emphasized. For the present we are equipping only the 5 x 7 size New Improved Seneca View Cameras with the Jarless Back; though all sizes

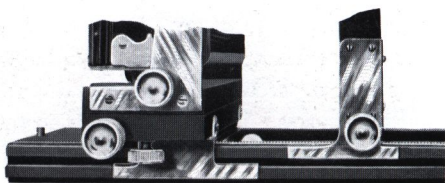


Showing Jarless Back
Open to Receive
Plate Holder

of the Camera City View possess this feature.

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 pushed in place, moving slowly and evenly throughout the whole entrance into the camera. There are no jerks, there is no force required to push the holder into place or remove it. All jar is obviated. This great help to the mechanical execution of fine pictures is of a character to excite general admiration and approval. The Jarless Back must be seen to be appreciated.

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



Double Tongued Bed with Brass Shoes
Distinctly a Seneca Idea and Protected by Patents
This Permits Compactness and Extreme Rigidity

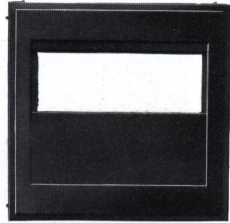
SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

New Improved Seneca View Camera—Continued

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

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.

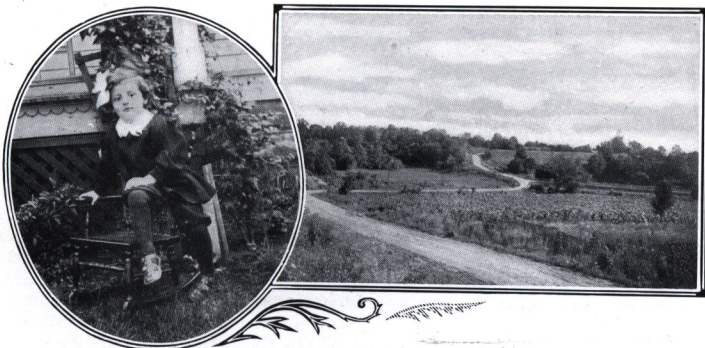


Sliding Division Fitted in
Reversible Back

The rising and falling front also permit 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.

Focal Capacity, Dimensions and Weight

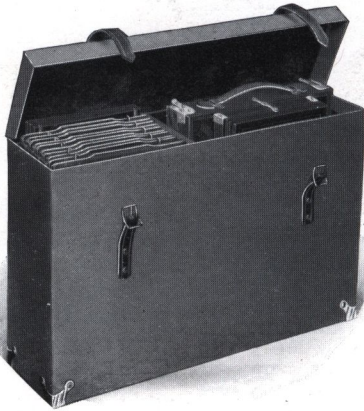
| Size of Camera | Length of Draw or Focal Capacity | Dimensions of Camera Folded | Weight | Dimensions of Lens Board | Number of Holders Regular Case Will Carry With Camera |
|----------------|----------------------------------|-----------------------------|--------|--------------------------|---|
| 5 x7 | 23½ inches | 5x10½x11⅜ in. | 6 lbs. | 3⅞x3¾ in. | 6 |
| 6½x8½ | 26 “ | 5x11½x12½ “ | 7¼ “ | 4¼x4¼ “ | 6 |
| 8 x10 | 30 “ | 5x13½x14½ “ | 9 “ | 4⅞x4¾ “ | 6 |
| 11 x14 | 39½ “ | 6¾x18x19 “ | 16 “ | 5¾x5¾ “ | 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 Seneca

Detachable Bed Brace (see page 64).

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 | 1.25 | 1.75 | 2.00 | 5.00 |

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.

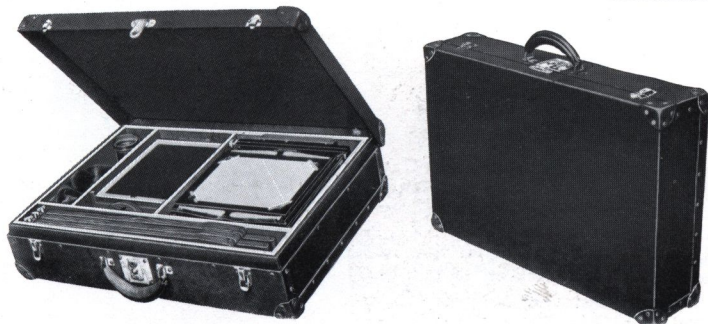
Be sure and include about five extra holders in ordering.

NOTE—For price of extra interchangeable reversible backs see page 37.

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 | \$6.00 | \$7.00 | \$8.00 |
| Price when supplied with Camera in place of Canvas Case regularly supplied | 5.50 | 6.25 | 7.00 |

The New Improved Seneca View Camera

(Fitted with Following Lenses and Shutters)

Complete with Carrying Case and Plate Holder as per Description

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, Speed F: 11, and Duo Double Valve (dustproof) Shutter | \$32.00 | \$38.00 | \$46.00 | |
| New Improved Seneca View Camera, fitted with Seneca Three Focus Convertible Symmetrical Lens, Speed F: 8 and Autic Automatic (dustproof) Shutter | 36.00 | 44.00 | 50.50 | \$90.00 |
| New Improved Seneca View Camera, fitted with Seneca Anastigmat Lens F: 6.8 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 | 60.00 | 80.00 | 97.00 | 167.00 |

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

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

The New Improved Seneca View Camera—Continued

(Fitted with Following Lenses and Shutters)

PRICES—Continued

5 x 7 6½ x 8½ 8 x 10 11 x 14

| | |
|---|--|
| <p>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, No. 7A fitted to 11 x 14</p> | <p>Autic Shutter not furnished in sizes larger than 8x10 Duo furnished in this size.</p> <p>\$84.50 \$107.50 \$138.50 \$247.00</p> |
|---|--|

| | |
|---|---|
| <p>New Improved Seneca View Camera, fitted with Goerz Celor, Series 1B, F: 5.5 and Autic Automatic (dustproof) Shut- ter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 6 Lens fitted to 8 x 10, No. 7A fitted to 11 x 14 (See Note)</p> | <p>87.50 122.00 157.00 273.50</p> |
|---|---|

| | |
|---|---|
| <p>New Improved Seneca View Camera, fitted with Cooke Lens, Series III, F: 6.5 and Autic Automatic (dustproof) Shut- ter. No. 5 Lens fitted to 5 x 7, No. 7 Lens, fitted to 6½ x 8½, No. 8 Lens fitted to 8 x 10, Series V, F: 8, No. 17 fitted to 11 x 14</p> | <p>77.50 121.00 152.50 196.50</p> |
|---|---|

| | |
|--|------------------------------|
| <p>New Improved Seneca View Camera, fitted with Series A Portrait Lens, F. 5, and Style B Studio Noiseless Shutter. No. 3 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 5 Lens fitted to 8 x 10</p> | <p>51.00 62.00 84.50</p> |
|--|------------------------------|

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

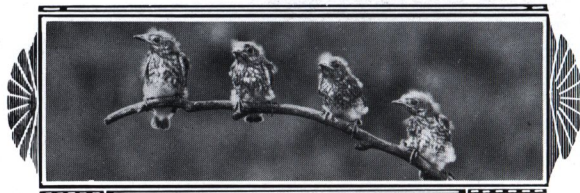
| | 5 x 7 | 6½ x 8½ | 8 x 10 |
|--------------------------|---------|---------|---------|
| The Optimo Speed Shutter | \$10.00 | \$10.00 | \$10.00 |
| The Koilos | 10.00 | 10.00 | 11.00 |
| The Sector | 10.00 | 12.00 | 12.50 |
| The Volute | 15.00 | 17.00 | 18.00 |
| The Compound | 12.50 | 13.00 | 15.00 |

See page 52 for price of Seneca Focal Plane Shutter.

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

NOTE—The Celor Lens in 6½ x 8½, 8 x 10 and 11 x 14 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, \$4.00 for 8 x 10, and \$5.00 for 11 x 14.



SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



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)

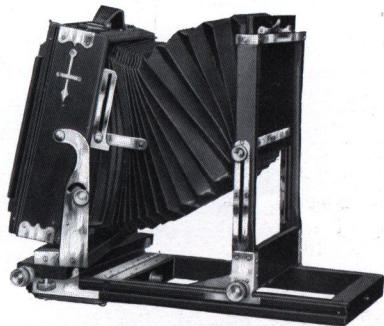
Patented

TO the average commercial photographer desiring an instrument suitable for the all around purposes of his art, capable of the hardest usage, the Camera City View and Studio Outfit especially appeals. It is adapted to scientific or tripod work; it has an adequate focal capacity for long distance photography; it is so built that the back may be moved up to the front, thus converting it into the best of interior cameras. The front is so large that

in the complete range of lenses it accommodates them one and all. Further than this, the front is so strong that the heaviest lenses may be used with perfect success;—absolute alignment being at all times preserved.

In general, the outfit possesses all the numerous attachments and adjustments of the New Improved Seneca View Camera already described,

having in addition the larger front and greater focal capacity.



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

Camera City View and Studio Outfit—Continued

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

Among the features that will be appreciated 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 an improved method.

The special features of this outfit are:

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

The Jarless Back (see description, page 28).

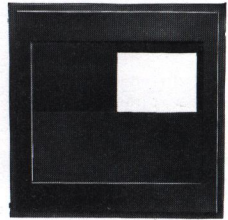
Detachable Brace, giving extra support to bed of camera. For complete description see page 64.

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

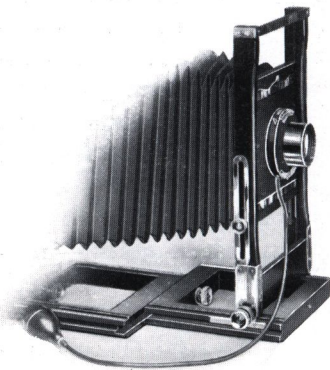
A most generous rise and fall in front.

An unusual amount of swing in rear.

Extra large Lens Board and Front.



Double Sliding Division Fitted in Reversible Back



Showing Operation of Sliding Front

Carrying Case, long style, with compartments for camera and six extra holders; also compartments for tripod, lens and shutter. The outfit 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—Extra Heavy Carrying Case, made in long style to take Camera, Tripod, Extra Holders; also a compartment for lenses, etc. In 11 x 14, 14 x 17 and 17 x 20 sizes the square case to carry camera and holders only is furnished instead of long style.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

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 | 17 x 20 |
|---------|---------|---------|---------|---------|---------|
| \$30.00 | \$32.00 | \$35.50 | \$50.00 | \$75.00 | \$90.00 |

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 |

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 Rapid Rectilinear Lens, Speed F: 11, and Duo Double Valve (dustproof) Shutter - - - - - | \$39.00 | \$ 46.00 | \$ 55.00 |
| Camera City View and Studio Outfit, fitted with Seneca Three-focus Convertible Symmetrical Lens, F: 8, and Autic Auto- matic (dustproof) Shutter - - - | 43.00 | 52.00 | 59.50 |
| Camera City View and Studio Outfit, fitted with Seneca Anastigmat Lens F: 6.8 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 - | 67.00 | 88.00 | 106.00 |
| 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 - - - - - | 91.50 | 115.50 | 147.50 |
| Camera City View and Studio Outfit, fitted with Goerz Celor Lens, Series IB, F: 5.5, 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. (See Note.) - - - | 94.50 | 130.00 | 166.00 |
| Camera City View and Studio Outfit, fitted with Cooke Lens, Series III, F: 6.5, and Autic Automatic (dustproof) Shutter. No. 5 Lens fitted to 5 x 7, No. 7 Lens fitted to 6½ x 8½, and No. 8 Lens fitted to 8 x 10 - - - - - | 84.50 | 129.00 | 161.50 |
| Camera City View and Studio Outfit, fitted with Series "A" Portrait Lens F: 5, and Style "B" Studio Noiseless Shutter. No. 3 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, and No. 5 Lens fitted to 8 x 10 - - - - - | 58.00 | 70.00 | 91.50 |

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.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Camera City View and Studio Outfit—Continued

(Fitted with Following Lenses and Shutters)

PRICES—Continued

| | 11 x 14 | 14 x 17 | 17 x 20 |
|--|---------|---------|---------|
| Camera City View and Studio Outfit, fitted with Seneca Three-focus-Convertible Symmetrical Lens, Speed F: 8, and Duo Automatic (dustproof) Shutter | - | - | - |
| | 98.00 | 135.00 | 160.00 |
| Camera City View and Studio Outfit, fitted with Seneca Anastigmat Lens, F: 6.8, and Duo Automatic (dustproof) Shutter. No. 7 Lens fitted to 11 x 14 | - | - | - |
| | 175.00 | | |
| Camera City View and Studio Outfit, fitted with Goerz Dagor Lens, Series III, F: 6.8, and Duo Automatic (dustproof) Shut- ter. No. 7A, F: 7.7, fitted to 11 x 14, No. 8, F: 7.7, fitted to 14 x 17, No. 9, F: 7.7, fitted to 17 x 20 | - | - | - |
| | 255.00 | 292.00 | 413.00 |
| Camera City View and Studio Outfit, fitted with Goerz Celor Lens, Series 1B, F: 5.5, and Duo Automatic (dustproof) Shut- ter. No. 7A fitted to 11 x 14 | - | - | - |
| | 281.50 | | |
| Camera City View and Studio Outfit, fitted with Cooke Lens, Series III, F: 6.5, and Duo Automatic (dustproof) Shutter, Series V, F: 8, No. 17 fitted to 11 x 14, Series V, F: 8, No. 18, 14 x 17, Series V, F: 8, No. 19, 17 x 20 | - | - | - |
| | 202.50 | 233.50 | 346.00 |

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 |
|--------------------------|---------|---------|---------|
| The Optimo Speed Shutter | \$10.00 | \$10.00 | \$10.00 |
| The Koilos | 10.00 | 10.00 | 11.00 |
| The Sector | 10.00 | 12.00 | 12.50 |
| The Volute | 15.00 | 17.00 | 18.00 |
| The Compound | 12.50 | 13.00 | 15.00 |

See page 52 for price of Seneca Focal Plane Shutter.

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

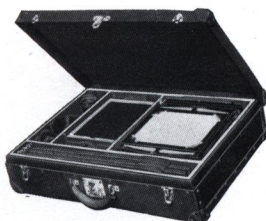
NOTE—See page 37 for price of extra interchangeable Reversible Backs.

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 |
|----------------|----------------------------------|----------------------|--------|--------------------------|
| 5 x 7 | 23½ in. | 4½ x 9 x 11¼ | 7 lbs. | 4⅛ x 4¼ |
| 6½ x 8½ | 26 " | 5 x 11½ x 12½ | 8 " | 4⅝ x 4¾ |
| 8 x 10 | 30 " | 5¾ x 13½ x 14¾ | 11 " | 5⅝ x 5¾ |
| 11 x 14 | 39½ " | 6½ x 17¾ x 19 | 18 " | 6½ x 6½ |
| 14 x 17 | 50 " | 10¼ x 24 x 24 | 22½ " | 8⅞ x 8⅞ |
| 17 x 20 | 51¾ " | 10½ x 24 x 26 | 32 " | 8 x 8 |

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



| | | | | |
|--|---------|--------|---------|--------|
| | | 5 x 7 | 6½ x 8½ | 8 x 10 |
| Price of Dress Suit Case | - - - - | \$7.00 | \$8.00 | \$9.00 |
| Price when supplied with Camera in place of Canvas Case regularly supplied | - - - - | 6.50 | 7.25 | 8.00 |

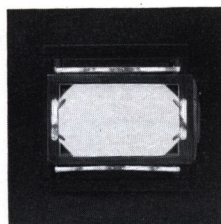
Dress Suit Case with lock and key for **Camera City View and Studio Outfit** made of leatheret, with strong handle and metal parts of brass. For description see page 31.

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 4¼ x 6½ plate holder includes one 4¼ x 6½ plate holder.



Reducing Back for All Seneca View Cameras (Reversible)

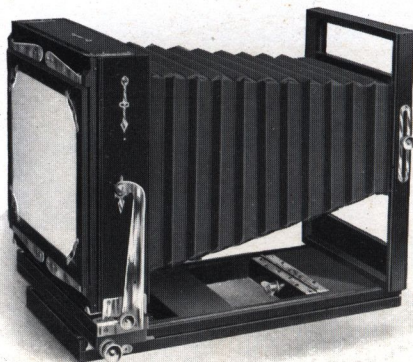
The following are the prices of Reducing Backs for the New Improved Seneca View, Camera City View and Studio Outfit and the Competitor Cameras. Made in either the mahogany or ebonized finish:

| | | | | | | PRICES | | Outside Dimensions | | | |
|-----|--------|---|----|---|--------------|--------|----|--------------------|------|----|--------|
| No. | 1A for | 5 | x | 7 | View to take | 4¼ x | 6½ | plate holder, | 8¾ x | 8¾ | \$5.00 |
| " | 2A | " | 5 | x | 7 | " | 4 | x | 5 | " | 5.00 |
| " | 3A | " | 5 | x | 7 | " | 3¼ | x | 5½ | " | 5.00 |
| " | 4A | " | 5 | x | 7 | " | 3¼ | x | 4¼ | " | 5.00 |
| " | 5A | " | 6½ | x | 8½ | " | 5 | x | 7 | " | 5.50 |
| " | 6A | " | 6½ | x | 8½ | " | 4¼ | x | 6½ | " | 5.50 |
| " | 7A | " | 6½ | x | 8½ | " | 4 | x | 5 | " | 5.50 |
| " | 8A | " | 6½ | x | 8½ | " | 3¼ | x | 5½ | " | 5.50 |
| " | 9A | " | 8 | x | 10 | " | 6½ | x | 8½ | " | 6.00 |
| " | 10A | " | 8 | x | 10 | " | 5 | x | 7 | " | 6.00 |
| " | 11A | " | 8 | x | 10 | " | 4¼ | x | 6½ | " | 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.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

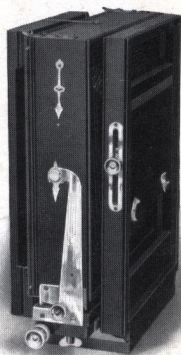


The Competitor View Camera

(Reversible and Double Swing Back)



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.



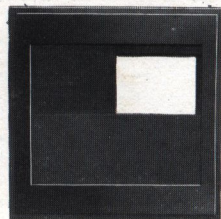
Competitor Closed

The back focus is operated by a rack and pinion and allows any width of angle lens to be used without the front obstructing the view. The camera also possesses two tripod plates for properly balancing the instrument; has a rising and falling 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 is a moderate priced instrument and can be used in nearly all kinds of photography. 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 back focus is operated by a rack and pinion and allows any width of angle lens to be used without the front obstructing the view. The camera also possesses two tripod plates for properly balancing the instrument; has a rising and falling 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.



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 if desired.
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.

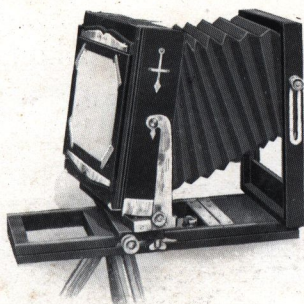
PRICES

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

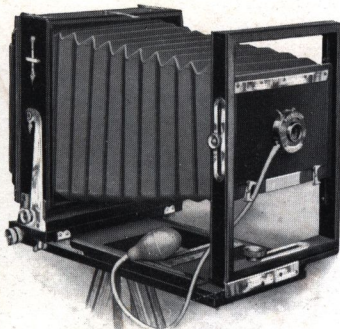
| Size of Camera | Focal Capacity | Dimensions when Folded or Closed | Weight | Size of Lens Board | No. of Holders Case will carry besides Camera | Prices |
|----------------|----------------|----------------------------------|--------|--------------------|---|---------|
| 5 x 7 | 14½ | 5 x 10 x 11¼ | 5 lbs. | 4 x 6 | 3 | \$15.00 |
| 6½ x 8½ | 16 | 5 x 11¼ x 12½ | 6 lbs. | 4 x 6 | 3 | 16.00 |
| 8 x 10 | 18 | 5 x 13¼ x 14½ | 7 lbs. | 4 x 6 | 3 | 17.00 |
| | | | | 5 x 7 | 6½ x 8½ | 8 x 10 |

- Extra for Sliding Front and double Sliding Division in Reversible Back - - - - \$2.00 \$2.00 \$2.00
 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 - - - - 1.25 1.75 2.00

NOTE—See page 37 for price of extra interchangeable Reversible Backs.



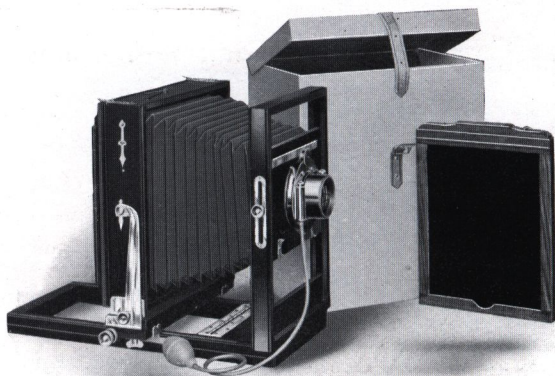
Competitor, Showing Extreme Swings in Rear and Extreme Rise in Front



Competitor with Sliding Front

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

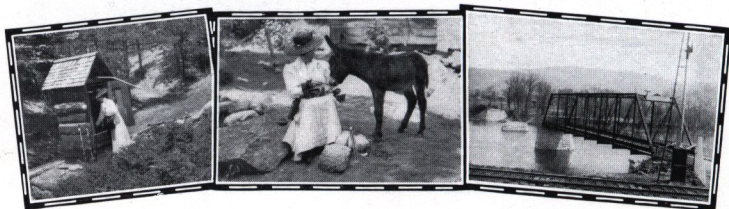


Competitor Outfit Fitted With Lenses and Shutters

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, Speed F: 11 | 5 x 7 | 6½ x 8½ | 8 x 10 |
| | \$22.00 | | |
| Competitor fitted with Duo Double Valve (dustproof) Shutter and Rapid Rectilinear Lens, Speed F: 11 | 24.00 | \$30.00 | \$36.00 |
| Competitor fitted with Autic Automatic (dustproof) Shutter and Rapid Rectilinear Lens, Speed F: 11 | 26.00 | 32.00 | 38.00 |
| Competitor fitted with Duo Double Valve (dustproof) Shutter and Triple Convertible Lens, Speed F: 8 | 27.00 | 33.00 | 39.00 |
| Competitor fitted with Autic Automatic (dustproof) Shutter and Triple Convertible Lens, Speed F: 8 | 28.00 | 36.00 | 41.00 |
| Extra for Sliding Front and Double Sliding Division in Reversible Back | 2.00 | 2.00 | 2.00 |

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



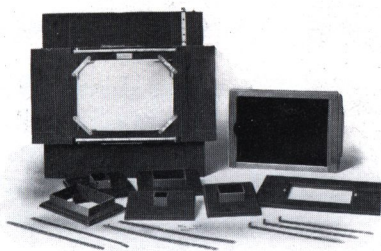
SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

The Seneca Multiplying Attachment

(For 5 x 7, 6½ x 8½ and 8 x 10 View 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



Patented

Complete instructions accompany each attachment.

PRICE

Including one Improved Light Trap Double Plate Holder - - \$12.00



Showing Multiplying Back Attached to Camera

The Seneca Penny Picture Outfit

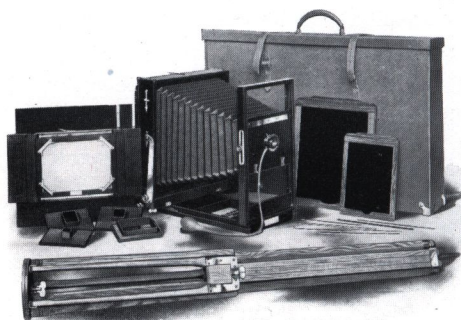
The Camera that we furnish with this outfit is our regular 8 x 10 Competitor fitted with 3¼ x 4¼ Rapid Convertible Lens, speed F: 8, and Uno Automatic Shutter with bulb and tube. It is possible by using the back combination of this lens singly to take

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

The Seneca Penny Picture Outfit—Continued

8 x 10 size pictures. The general description of this Camera may be found on pages 38 and 39. 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 the Camera complete with the regular 8 x 10 back, lens and shutter, the Multiplying Attachment, one 8 x 10 and one 5 x 7 plate holder, carrying case made to accommodate the Camera with extra back and compartment for plate holders and compartment for tripod. Our No. 3½ Compact Tripod is also included in the outfit and complete instructions on how to make Penny Pictures.

| | | |
|---|-----------|---------|
| Price of outfit complete | - - - - - | \$38.00 |
| Rapid Rectilinear Lens, speed F: 11, and Duo Double Valve (Dust-proof) Shutter, 8 x 10 size, if purchased with above outfit | - - | 20.00 |



Photographic Lenses

HE 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, Speed F: 11,

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.

ROCHESTER, N.Y.

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, Speed F: 11, and the Seneca Triple Convertible Three-focus Lens, Speed F: 8, 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 Single Achromatic Lens

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

Seneca Rapid Rectilinear Lens—Speed F: 11

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

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Photographic Lenses—Continued

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

For all the general purposes of photography, including copying, enlarging and portrait work, this lens is especially recommended. It embodies a full angle of image circle and perfect flatness of field. It is this lens that is uniformly fitted to the higher grade Seneca Cameras. As the name implies, this lens has three distinct focuses: one, both combinations of the lens used together; another, the back combination of the lens used alone (this is accomplished by simply unscrewing the front lens mount), and a third focus is obtained by using the front lens combination alone—in the rear 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 inches | 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—F: 11, 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 Auto Shutter and Rapid Convertible Lens F: 8 |
|---------|--|---|---|---|--|---|
| 3¼ x 4¼ | \$ 9.00 | \$12.00 | \$7.00 | \$10.00 | \$13.00 | \$16.00 |
| 4 x 5 | 11.00 | 14.00 | 7.00 | 12.00 | 15.00 | 19.00 |
| 5 x 7 | 13.00 | 17.00 | 9.00 | 14.00 | 18.00 | 22.00 |
| 6½ x 8½ | 18.00 | 22.00 | | 19.00 | 23.00 | 27.00 |
| 8 x 10 | 23.00 | 28.00 | | 25.00 | 30.00 | 34.00 |
| 10 x 12 | | | | | 43.00 | |
| 11 x 14 | | | | | 55.00 | |
| 14 x 17 | | | | | 75.00 | |
| 17 x 20 | | | | | 85.00 | |

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

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

PRICES

| | 4 x 5 3¼ x 5½ | Focus 4 In. 5 x 7 | Focus 5 In. 6½ x 8½ | Focus 6 In. 8 x 10 |
|---------------------------------------|-------------------------|--------------------------|----------------------------|---------------------------|
| Extreme Wide Angle Lens in barrel | | \$18.00 | \$22.00 | \$27.00 |
| | Focus 4 In. 4 x 5 | Focus 5¼ In. 5 x 7 | Focus 6½ In. 6½ x 8½ | Focus 7½ In. 8 x 10 |
| Symmetrical Wide Angle Lens in barrel | \$9.00 | 12.00 | 15.00 | 18.00 |
| Symmetrical Wide Angle Lens in mounts | 7.00 | 9.00 | 12.00 | 14.00 |



SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Photographic Lenses—Continued

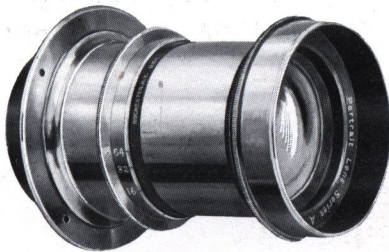
Seneca Anastigmat Lens, Speed F: 6.8

The Seneca Anastigmat is made from the best quality of Jena glass and is of the double symmetrical type, each system consisting of four elementary lenses. The absolute freedom from any trace of astigmatism, and the complete correction of the spherical and chromatic aberrations constitute the superiority of this lens. It is also strictly corrected and the back combination of the lens may be used singly, thereby doubling the size of the image. The lens is fully guaranteed to do the work of lenses selling for a higher price.



| No. | Equivalent Focus | Plate Covered at F: 6.8 | Price in Barrel with Iris Diaphragm | Price with Autic (Dustproof) Shutter | Price with Optimo Speed Shutter | Price with Koilos Shutter |
|-----|------------------|-------------------------|-------------------------------------|--------------------------------------|---------------------------------|---------------------------|
| 1 | 5 inch | 3¼ x 4¼ | \$ 28.00 | \$ 32.00 | \$ 41.00 | \$ 42.00 |
| 2 | 6 " | 4 x 5 | 30.00 | 35.00 | 44.00 | 46.00 |
| 3 | 7 " | 5 x 7 | 41.00 | 46.00 | 55.00 | 57.00 |
| 4 | 10 " | 6½ x 8½ | 67.00 | 73.00 | 83.00 | 85.00 |
| 5 | 13 " | 8 x 10 | 81.00 | 88.00 | 100.00 | 102.00 |

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.

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

| No. | Size | Diameter of Lens | Equivalent Focus | Distance for Standing Cabinet | Outside Diameter of Flange | Prices |
|-----|---------|------------------|------------------|---|----------------------------|---------|
| 1 | 3¼ x 4¼ | 1⅝ in. | 6 inches | About 8 feet " 10½ " " 13 " " 15 " | 3¼ inches | \$15.00 |
| 2 | 4 x 5 | 1⅞ " | 7 " | | 3¾ " | 20.00 |
| 3 | 5 x 7 | 2¼ " | 10 " | | 4 " | 25.00 |
| 4 | 6½ x 8½ | 2½ " | 12 " | | 4½ " | 35.00 |
| 5 | 8 x 10 | 3 " | 14 " | | 5¼ " | 50.00 |

Photographic Lenses—Continued

Goerz Dagor Double Anastigmat Lens, Speed F: 6.8

Series III

Purchasers of Seneca Cameras will be glad to know that our arrangements with the firm of C. P. Goerz American Optical Company of New York, and Berlin, Germany, enable us to supply the famous Goerz lenses for our Cameras.

The scientific optics of Germany have been exhausted in producing Goerz lenses and that painstaking accuracy of workmanship and finish, known only to German workmen, is the guarantee that the excellence of the lens formula has been put into practical form.



The Goerz Dagor lens may be used as a single landscape lens; the focus of the single combination is about double that of the entire combination. The arrangement of the two combinations is of the Symmetrical type, making it possible to use either combination singly.

Goerz Dagor lenses can be fitted to nearly all makes and sizes of Cameras. The smaller sizes are especially suitable for smaller hand Cameras to which, on account of their light weight and compact construction, they may be readily fitted. They insure in small negatives, as well as large, a sharpness and wealth of detail which makes it possible to secure perfect enlargements, should it ever be desired.

The Goerz Dagor lens is especially adapted for landscapes, architecture, portraits, groups, interiors and scientific work of all kinds and especially for high speed photography.

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.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Goerz Dagor Double Anastigmat Lens—Continued

| 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. ^s | 0 | 4 $\frac{3}{4}$ | $\frac{3}{4}$ | 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ | 4 x 5 | 5 x 7 | \$37.50 |
| | 1 | 6 | $\frac{7}{8}$ | 4 x 5 | 5 x 7 | 6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ | 45.00* |
| | 2 | 7 | 1 | 5 x 7 | 5 x 8 | 8 x 10 | 51.50 |
| | 3 | 8 $\frac{1}{4}$ | 1 $\frac{1}{4}$ | 5 x 8 | 6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ | 10 x 12 | 62.50 |
| | 4 | 9 $\frac{1}{2}$ | 1 $\frac{5}{8}$ | 6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ | 7 x 9 | 11 x 14 | 75.50 |
| | 5 | 10 $\frac{3}{4}$ | 1 $\frac{1}{2}$ | 7 x 9 | 8 x 10 | 12 x 16 | 91.00 |
| | 6 | 12 | 1 $\frac{5}{8}$ | 8 x 10 | 10 x 12 | 16 x 18 | 107.00 |
| Fig: 7. ⁷ | 7 | 14 | 2 | 10 x 12 | 12 x 15 | 18 x 22 | 140.00 |
| | 7a | 16 $\frac{1}{2}$ | 2 $\frac{3}{8}$ | 11 x 14 | 13 x 17 | 20 x 24 | 182.00 |
| | 8 | 19 | 2 $\frac{5}{8}$ | 12 x 15 | 16 x 18 | 22 x 25 | 219.00 |
| | 9 | 24 | 3 $\frac{5}{8}$ | 16 x 18 | 18 x 22 | 24 x 40 | 325.00 |
| | 10 | 30 | 4 $\frac{1}{4}$ | 18 x 22 | 22 x 25 | 30 x 36 | 539.00 |
| 11 | 35 | 5 | 22 x 25 | 24 x 30 | 34 x 44 | 1,070.00 | |

* For 3A Folding Pocket Seneca 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 necessary for newspaper men and others who must at times work under unfavorable light conditions; it is also par excellence for portraits.

Unlike the Dagor, the single combinations of this lens cannot be used, and therefore it is not as efficient as that of the Dagor. 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. ^s | 1 $\frac{1}{2}$ | 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ | 4 x 5 | \$40.00 |
| 1 | 6 | F 4. ^s | 1 $\frac{1}{4}$ | 4 x 5 | 5 x 7 | 47.00 |
| 2 | 7 | F 4. ^s | 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 $\frac{3}{2}$ | 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. ^s | 2 $\frac{1}{4}$ | 8 x 10 | 10 x 12 | 126.50 |
| 7 | 14 | F 5. ^s | 2 $\frac{1}{2}$ | 10 x 12 | 12 x 15 | 163.00 |
| 7a | 16 $\frac{1}{2}$ | F 5. ^s | 3 $\frac{3}{8}$ | 11 x 14 | 13 x 17 | 208.50 |
| 8 | 19 | F 5. ^s | 3 $\frac{1}{2}$ | 12 x 15 | 16 x 18 | 245.00 |

For price of Goerz Dagor or Celor Lenses, fitted with Autic, Optimo, Koilos, Sector or Volute Shutter, add price of shutter (see under Shutters, pages 53, 54 and 55).

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, Koilos, Volute, Sector, Compound or Autic Shutter, add list price of Shutter See Under Shutters Pages 53, 54, 55 |
| 3 | 5 | 3¼ x 4¼ | 1½ | \$35.00 | |
| 4 | 6⅞ | 3¼ x 5½, 4 x 5 | 1½ | 39.50 | |
| 5 | 7½ | 5 x 7 | 1¾ | 48.50 | |
| 6 | 8¼ | 5 x 8 | 1¾ | 53.00 | |

The Cooke Anastigmat Lens, Speed F: 6.5—Series III

The Series III Cooke lens is particularly adapted for those who desire but one fast lens for two or more Cameras of different size. For use as a Wide Angle lens upon larger plates than those covered at full aperture, this series is perfect. Used with the Extension lenses it gives large images of distant objects and is invaluable for landscape photography.

| DIMENSIONS IN INCHES | | | | PRICES | | |
|----------------------|------------------|-----------------------------------|-------------------------|------------------------------------|----------------------|--|
| No. | Equivalent Focus | Plates Covered with Full Aperture | Plates covered at F: 16 | Lens in Barrel with Iris Diaphragm | Extension Lens Extra | With Optimo, Koilos, Volute, Sector, Compound or Autic Shutter, add list price of Shutter See Under Shutters Pages 53, 54, 55 |
| 1d | 3 | 2½ x 2¼ | 3 x 3 | \$27.50 | | |
| 2d | 4¼ | 3¼ x 3¼ | 4 x 5 | 32.00 | \$ 7.75 | |
| 3d | 5 | 3¼ x 4¼ | 4¾ x 6½ | 35.00 | 8.50 | |
| 3½d | 5½ | 3¼ x 4¼ | 5 x 7 | 37.50 | 9.50 | |
| 4d | 6½ | 4 x 5 | 6½ x 8½ | 39.50 | 10.00 | |
| 5d | 7½ | 5 x 7 | 8 x 10 | 48.50 | 11.75 | |
| 6d | 8¼ | 5 x 8 | 8 x 10 | 53.00 | 13.00 | |
| 6½d | 9½ | 6½ x 8½ | 10 x 12 | 75.00 | 16.50 | |

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

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

| DIMENSIONS IN INCHES | | | | | Net 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 | 3¼ x 4¼ | 4 x 5 | 1½ | \$ 38.00 | \$10.50 |
| 26 | 6 | 4 x 5 | 5 x 7 | 1½ | 43.00 | 10.50 |
| 27 | 8 | 5 x 7 | 6½ x 8½ | 1¾ | 54.00 | 13.50 |
| 27½ | 9½ | 6½ x 8½ | 8 x 10 | 2 | 80.00 | 20.00 |
| 28 | 11 | 7 x 9 | 10 x 12 | 2½ | 110.00 | 27.00 |
| 29 | 13 | 8 x 10 | 11 x 14 | 3 | 130.00 | 32.50 |
| 30 | 16 | 10 x 12 | 12 x 15 | 3½ | 182.50 | |
| 31 | 18 | 11 x 14 | 16 x 18 | 4 | 208.00 | |

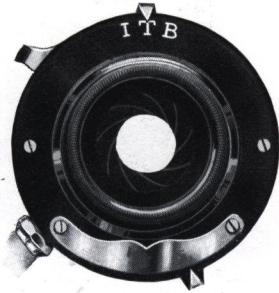
SENECA CAMERA MFG. CO.

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 .

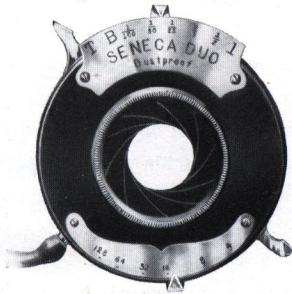


PRICE

The Seneca Uno Shutter, either size - \$2.00

Seneca Duo Double Valve Shutter

(Dustproof)



The Seneca Duo Shutter has double pumps, which are inclosed in the case, and in addition to time and bulb exposures, gives several different speeds of instantaneous as well as time exposures. It has an Iris Diaphragm, is self contained and dustproof. It is made in six sizes:

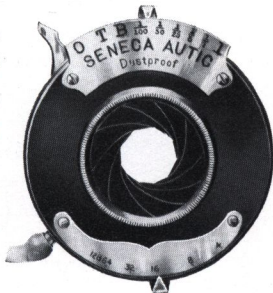
PRICES

| | | | | |
|------------------------------------|--------------------------|------------------------------------|---------------|----------------|
| $3\frac{3}{4} \times 4\frac{3}{4}$ | $4 \times 5, 5 \times 7$ | $6\frac{1}{2} \times 8\frac{1}{2}$ | 8×10 | 11×14 |
| \$5.00 | \$6.00 | \$8.00 | \$10.00 | \$14.00 |

The Seneca Autic Automatic Shutter

(Dustproof)

The particular advantage of this style of shutter is that it automatically sets itself after each exposure, and thus is always ready for use. It releases smoothly and easily and has all the speed that is required for the most particular work. Self-inclosed, the working parts, including the pumps, are thoroughly protected from dust.



PRICES

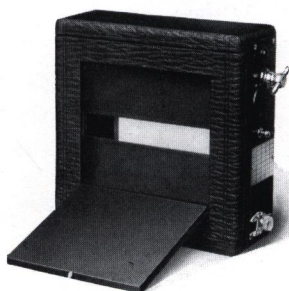
| | | | |
|------------------------------------|--------------------------|------------------------------------|---------------|
| $3\frac{3}{4} \times 4\frac{3}{4}$ | $4 \times 5, 5 \times 7$ | $6\frac{1}{2} \times 8\frac{1}{2}$ | 8×10 |
| \$8.00 | \$10.00 | \$12.00 | \$14.00 |

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 | $6\frac{3}{8} \times 6\frac{3}{8} \times 1\frac{1}{16}$ | \$22.00 |
| $3\frac{1}{4} \times 5\frac{1}{2}$ | 15 " | $6\frac{7}{8} \times 6\frac{7}{8} \times 1\frac{1}{16}$ | 23.00 |
| 5 x 7 | 22 " | $8\frac{3}{8} \times 8\frac{3}{8} \times 1\frac{1}{16}$ | 24.00 |
| $6\frac{1}{2} \times 8\frac{1}{2}$ | 25 " | $10\frac{3}{16} \times 10\frac{3}{16} \times 1\frac{1}{16}$ | 27.00 |
| 8 x 10 | 30 " | $12 \times 12 \times 1\frac{1}{16}$ | 31.00 |



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. In theory and in practice it is far superior to the so-called focal plane shutters. 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 | Light Opening | Lens Opening | Prices |
|-----|------------------|---------------|--------------|---------|
| 1 | 2¼ x 2¼ | ¾ | 1 1/8 | \$14.00 |
| 2 | 2 7/8 x 2 7/8 | 1 | 1 3/8 | 16.00 |
| 3 | 3 5/8 x 3 5/8 | 1 3/8 | 1 7/8 | 18.00 |
| 4 | 4 5/8 x 4 5/8 | 1 7/8 | 2 3/8 | 20.00 |

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 |

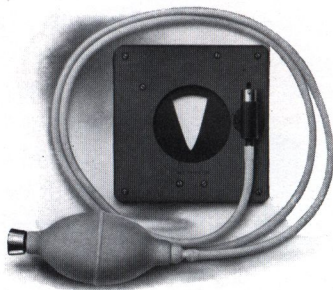
SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Improved Packard Ideal Shutter

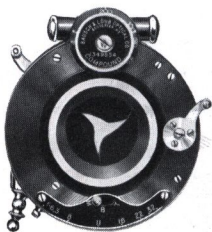
Specially Adapted for View Cameras

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 | | 3 1/4 | 1 1/2 | \$4.00 | \$5.50 |
| 6 1/2 x 8 1/2 | 5 x 7 | 3 1/2 | 1 3/4 | 4.00 | 5.50 |
| 8 x 10 | 6 1/2 x 8 1/2 | 4 | 2 | 4.00 | 6.00 |
| 11 x 14 | 8 x 10 | 5 | 2 3/4 | 5.00 | 6.50 |
| | 11 x 14 | 6 | 3 1/4 | 5.00 | 6.50 |
| | 14 x 17 | 7 1/2 | 4 | 5.50 | 7.00 |
| | 17 x 20 | 7 1/2 | 4 | 5.50 | 7.00 |
| Size for all Competitor View Cameras..... | | 4 1/2 | 2 1/4 | 4.50 | 6.00 |

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 | 7/8 | 2 3/50 | \$13.00 | 4 | 2 | 1/100 | \$24.00 |
| 1 | 1 | 1/200 | 15.50 | 0 Stereo | 7/8 | 1/50 | 24.00 |
| 2 | 1 1/2 | 1/100 | 17.75 | 1 Stereo | 1 | 1/100 | 29.00 |
| 3 | 1 3/4 | 1/100 | 22.00 | | | | |

Price includes Bulb and Tube.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Shutters—Continued

Bausch & Lomb Volute Shutter

| No. | Will Take Lenses with Opening of | Automatic Exposure | Prices |
|-----|----------------------------------|--------------------------------|---------|
| 1 | 1 in. | 1 sec. to $\frac{1}{150}$ sec. | \$18.00 |
| 2 | 1½ in. | 1 sec. to $\frac{1}{100}$ sec. | 20.00 |
| 3 | 2 in. | 1 sec. to $\frac{1}{75}$ sec. | 22.00 |

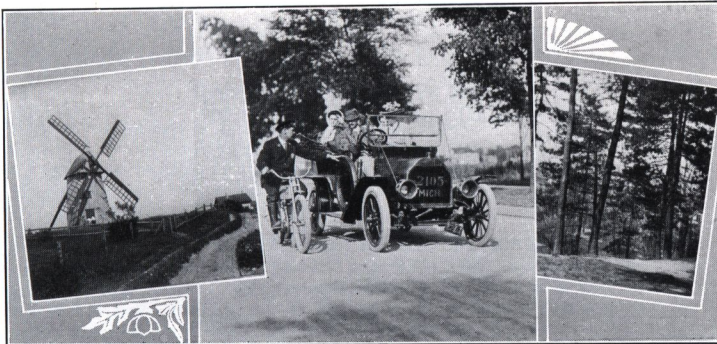
Price includes Bulb and Tube.



The Studio Shutter

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

| No. of Shutter | Outside Diameter | Light Opening | Style B will fit Series A Portrait Lenses as follows: | Price, Style A | Price, Style B |
|----------------|---------------------|----------------------|---|----------------|----------------|
| 1 | 3½ in. | 2 $\frac{1}{10}$ in. | No. of Lens, 3 | \$ 6.00 | \$ 8.00 |
| 2 | 4¼ " " | 2 $\frac{7}{8}$ " " | " " " 4 | 7.00 | 9.00 |
| 3 | 4 $\frac{7}{8}$ " " | 2 $\frac{1}{2}$ " " | " " " 5 | 8.00 | 10.00 |
| 4 | 5 $\frac{7}{8}$ " " | 3 $\frac{1}{2}$ " " | | 10.00 | 12.00 |
| 5 | 6 $\frac{7}{8}$ " " | 4 $\frac{1}{8}$ " " | | 12 00 | 14.00 |



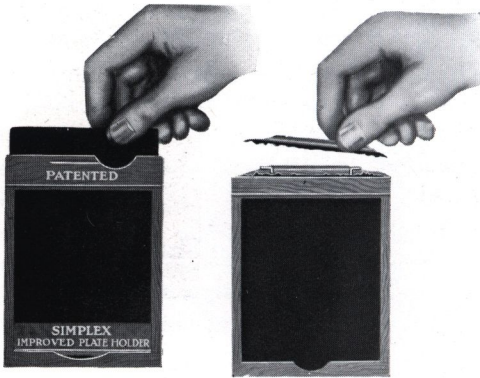
SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Seneca Simplex Double Plate Holder

Patented Light Trap and Wooden Bar

(Patented)



Simplex

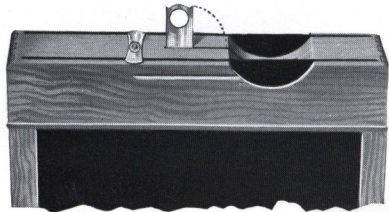
Other Holders

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

| | | |
|------------------------------------|------------------------------------|------------------------------------|
| $3\frac{1}{2} \times 3\frac{1}{2}$ | $3\frac{1}{4} \times 4\frac{1}{4}$ | $3\frac{1}{4} \times 5\frac{1}{2}$ |
| \$1.00 | \$1.00 | \$1.00 |
| 4×5 | $4\frac{1}{4} \times 6\frac{1}{2}$ | 5×7 |
| \$1.00 | \$1.25 | \$1.25 |

Seneca Simplex Double Plate Holder—for Graflex

PRICES

| | | |
|------------------------------------|--------------|--------------|
| $3\frac{1}{4} \times 4\frac{1}{4}$ | 4×5 | 5×7 |
| \$1.50 | \$1.50 | \$1.75 |

SENECA CAMERA MFG. CO.

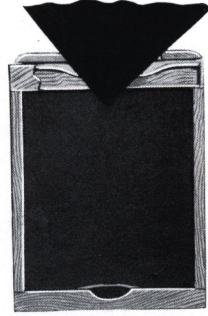
ROCHESTER, N.Y.

Seneca Regular Plate Holders

(Double with Patented Light Trap and Steel Spring Bar)

The Seneca Plate Holder owes its advantages to its simplicity, the ease with which it may be reloaded and the further fact that it is absolutely light-tight.

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



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

PRICES

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

Special Sizes, Regular Holder

| | | | | |
|--|---|---|---|--------|
| 4 x 5 size Holders made to take $3\frac{1}{4} \times 4\frac{1}{4}$ size Plates | - | - | - | \$.80 |
| 4 x 5 size Holders made to take 9 x 12 cm. size Plates | - | - | - | .80 |
| 5 x 7 size Holders made to take $4\frac{3}{4} \times 6\frac{1}{2}$ size Plates | - | - | - | 1.00 |
| 5 x 7 size Holders made to take $4\frac{1}{4} \times 6\frac{1}{2}$ size Plates | - | - | - | 1.00 |
| 5 x 7 size Holders made to take 13 x 18 cm. size Plates | - | - | - | 1.00 |

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.

PRICES

| | | | | | | | | |
|------------------------------------|------------------------------------|------------------------------------|--------|------------------------------------|--------|------------------------------------|--------|--------|
| $3\frac{1}{2} \times 3\frac{1}{2}$ | $3\frac{3}{4} \times 4\frac{1}{4}$ | $3\frac{3}{4} \times 5\frac{1}{2}$ | 4x5 | $4\frac{3}{4} \times 6\frac{1}{2}$ | 5x7 | $6\frac{1}{2} \times 8\frac{1}{2}$ | 8x10 | 10x12 |
| \$1.00 | \$1.00 | \$1.00 | \$1.00 | \$1.25 | \$1.25 | \$1.75 | \$2.00 | \$3.50 |

Special Sizes, Improved Holder

| | | | | |
|--|---|---|---|--------|
| 4 x 5 size Holders made to take $3\frac{1}{4} \times 4\frac{1}{4}$ size Plates | - | - | - | \$1.00 |
| 4 x 5 size Holders made to take 9 x 12 cm. size Plates | - | - | - | 1.00 |
| 5 x 7 size Holders made to take $4\frac{1}{4} \times 6\frac{1}{2}$ size Plates | - | - | - | 1.25 |
| 5 x 7 size Holders made to take $4\frac{3}{4} \times 6\frac{1}{2}$ size Plates | - | - | - | 1.25 |
| 5 x 7 size Holders made to take 13 x 18 cm. size Plates | - | - | - | 1.25 |

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.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Plate Holders—Continued

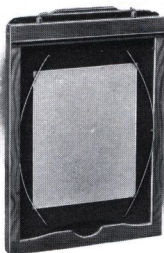
English Book Style of Plate Holder

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

| Size of Holder | PRICES | | Size of Holder | PRICES | |
|----------------|--------------------------------|---------------------------|----------------|--------------------------------|---------------------------|
| | Holder with Press-board Slides | Holder with Rubber Slides | | Holder with Press-board Slides | Holder with Rubber Slides |
| 10 x 12 | \$5.00 | \$6.00 | 16 x 20 | \$8.00 | \$10.00 |
| 11 x 14 | 5.00 | 6.50 | 17 x 20 | 8.00 | 11.00 |
| 14 x 17 | 6.50 | 8.50 | | | |

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 | | | |

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

The New Seneca Film Pack Adapter

(Hingeless) For Film Packs

(Patented)

"For the amateur or professional photographer who wants to use film in a plate camera—any kind of a plate camera—nothing ever invented equals the Seneca Light Tight Adapter (hingeless) for Film Packs."

This adapter, which displaces on the market the old fashioned and soon to be obsolete type, is daintily fashioned of aluminum and cherry polished, with a press board slide, the back or container being of aluminum and permanently fastened to the frame. There are no hinges to become loosened and perhaps spoil the film.

The film pack, after being inserted in the Adapter, is tightly held in position by two positive retaining clips, fastened to either side of the Adapter. After the film pack and Adapter are in position, the exposures are made exactly as if plates were being used.

This adapter is interchangeable with the plate holders. It is easily loaded and manipulated and is light tight, absolutely preventing fogging.

Whenever it is necessary to remove the film pack from the camera for any purpose, this may be done by simply inserting the slide and removing the Adapter.

If it is desirable to develop the exposed films before the entire pack is exposed, this may be done by removing the pack in a dark room, taking out the exposed films, and reclosing the pack.

The use of the Seneca Adapter (hingeless) for 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.

The Seneca Adapter (hingeless) for Film Packs may be used with the Seneca and all other leading makes of plate cameras.



PRICES

$3\frac{3}{4} \times 4\frac{3}{4}$
\$1.00

4×5
\$1.25

$3\frac{3}{4} \times 5\frac{1}{2}$
\$1.25

5×7
\$2.00

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Film Packs—Daylight Loading, 12 Exposures

| PRICES | | | | |
|---------|---------|---------|--------|--------|
| 2¼ x 3¼ | 3¼ x 4¼ | 3½ 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 | - - - - | .35 | .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 |

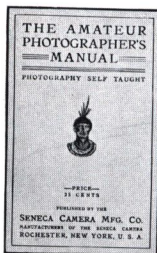
Focusing Cloth

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, 50 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 - - \$.25

SENECA CAMERA MFG. CO.,

ROCHESTER, N.Y.

Lens Boards for Hand and View Cameras

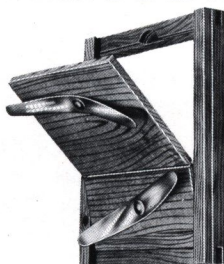
Many amateurs and professionals use more than one lens and shutter, and it is then found necessary to have extra lens boards. We furnish these for both our Hand and View Cameras and they are made out of thoroughly kiln dried lumber and highly finished, exactly the same as the original lens board in the camera.

PRICES

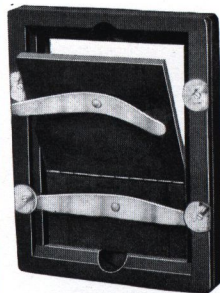
| | | | |
|---|---|---|--------|
| For Hand Cameras up to and including 5 x 7, except Stereo | - | - | \$.40 |
| For Hand Cameras larger than 5 x 7 | - | - | .60 |
| For Stereo Cameras | - | - | .60 |
| For View Cameras up to and including 8 x 10 size | - | - | .60 |
| For View Cameras larger than 8 x 10 size | - | - | 1.25 |

Seneca Printing Frames

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



Amateur Frame
(Piano Hinge)



Professional Frame
(Piano Hinge)

PRICES

Professional or Heavy Frames

| | | | | | | | |
|---------------|---|---|--------|---------|---|---|--------|
| 3 1/4 x 4 1/4 | - | - | \$.36 | 8 x 10 | - | - | \$.75 |
| 4 x 5 | - | - | .38 | 10 x 12 | - | - | 1.25 |
| 3 1/4 x 5 1/2 | - | - | .40 | 11 x 14 | - | - | 1.80 |
| 3 5/8 x 6 | - | - | .40 | 14 x 17 | - | - | 2.40 |
| 4 1/4 x 6 1/2 | - | - | .42 | 16 x 20 | - | - | 3.00 |
| 5 x 7 | - | - | .50 | 17 x 20 | - | - | 3.00 |
| 5 x 8 | - | - | .50 | 18 x 22 | - | - | 4.00 |
| 6 1/2 x 8 1/2 | - | - | .60 | 20 x 24 | - | - | 5.00 |

Amateur or Light Frames

| | | | | | | | |
|---------------------------|---|---|--------|---------------|---|---|--------|
| 2 1/2 x 2 1/2 | - | - | \$.25 | 3 5/8 x 6 | - | - | \$.25 |
| 3 1/2 x 3 1/2 | - | - | .25 | 4 x 5 | - | - | .25 |
| 3 1/4 x 4 1/4 | - | - | .25 | 4 1/4 x 6 1/2 | - | - | .30 |
| 3 1/4 x 5 1/2 (Post Card) | - | - | .25 | 5 x 7 | - | - | .35 |

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Tripods

The Compact Tripod (Wood Top)

Combined Sliding and Folding



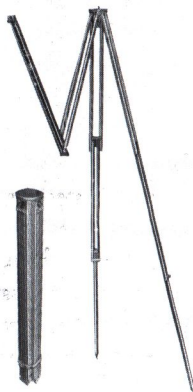
The Compact Tripod is one of the most convenient forms yet devised. It is quickly set up for use, can be adjusted to any desired height and is perfectly rigid; made of ash. When extended it is 4 feet 8½ inches long, while it is but 22¾ inches in length when folded or closed. The top is so made that the 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 entirely new. It is constructed of ash and the trimmings are made of brass. The head is attached, and for those who desire a tripod of combination folding and sliding legs, with head attached, will be greatly pleased with the Special. Dimensions: extended, 57 inches. Dimensions: folded, 22¾ inches. Weight, 27 ounces.



PRICE

Special Compact Tripod, including strap - - \$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 - - - - - \$1.00

SENECA CAMERA MFG. CO.

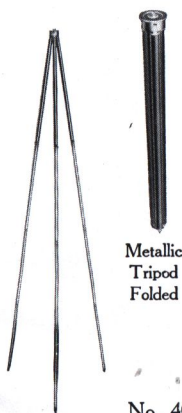
ROCHESTER, N.Y.

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.

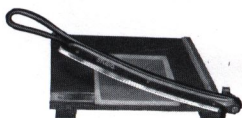
PRICE

Seneca Detachable Bed Brace, Complete - - - - - \$1.50

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, 6½ inch Blade - - - - - \$1.25
 Seneca Trimming Board, 8½ inch Blade - - - - - 1.75

Seneca Measuring Glass

(Necessary for Every Dark Room)

PRICE

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



Seneca Print Roller

(With Rubber Roller)

PRICE

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

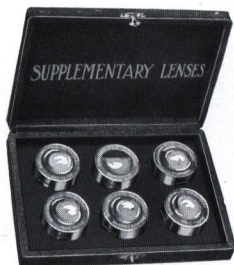


SENECA CAMERA MFG. CO.

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 | - | - | \$6.00 |
| Enlarging and Copying Lens | - | - | 1.25 |
| Wide Angle Lens | - | - | 1.25 |
| Portrait Lens | - | - | 1.50 |
| Tele Photo Lens | - | - | 1.25 |
| Ray Filter | - | - | 1.00 |
| Duplicator | - | - | .40 |

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

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 | $3\frac{1}{4} \times 4\frac{1}{4}$ | $3\frac{1}{4} \times 5\frac{1}{2}$ 4×5 | 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 |

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

Canvas Cases for View Cameras

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

SENECA CAMERA MFG. CO.

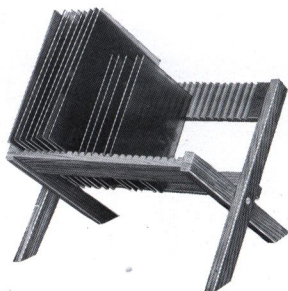
ROCHESTER, N.Y.

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 | - - - - - | \$.30 |
| Candles per dozen | - - - - - | .40 |
| Candles per gross | - - - - - | 4.00 |

Seneca Lamp

(For Oil)

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

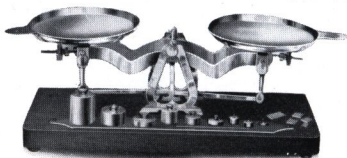


PRICE

| | | |
|-------------|-----------|--------|
| Seneca Lamp | - - - - - | \$1.00 |
|-------------|-----------|--------|

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

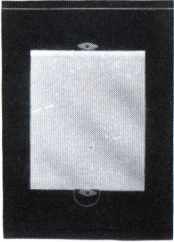
| | | |
|------------------|-----------|--------|
| The Seneca Scale | - - - - - | \$3.50 |
|------------------|-----------|--------|

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 1/2 x 3 1/2, | 3 1/4 x 4 1/4, | 3 1/4 x 4 | - | - | \$.20 |
| 5 x 7—3 1/2 x 3 1/2, | 3 1/4 x 4 1/4, | 4 x 5, | 3 1/4 x 5 1/2 | - | .25 |
| 5 x 8—4 x 5, | 4 1/4 x 6 1/2, | 3 1/4 x 4 1/4, | 3 1/4 x 5 1/2 | - | .25 |
| 6 1/2 x 8 1/2—3 1/4 x 4 1/4, | 4 x 5, | 5 x 7, | 4 1/4 x 6 1/2, | - | .30 |
| | 3 1/4 x 5 1/2 | - | - | - | |
| 8 x 10—4 x 5, | 3 1/4 x 5 1/2, | 4 1/4 x 6 1/2, | 5 x 7, | 5 x 8, | |
| | 6 1/2 x 8 1/2 | - | - | - | .40 |
| 11 x 14—6 1/2 x 8 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 3/4 x 2 1/2 inches. Just fits the pocket.

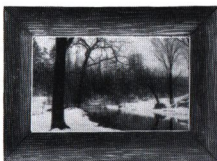


PRICE

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

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



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

PRICE

No. 1 Outfit as above, neatly packed in wooden box - - - \$1.50

Outfit No. 2—Made in 5 x 7 Size Only

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

PRICE

No. 2 Outfit as above, neatly packed in wooden box - - - \$3.00

Camera Spirit Level

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

Price complete with screws for attaching - - - \$.50



SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Trays

(Japanned Chemically Proof)

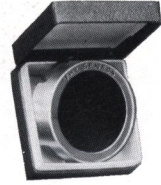


PRICES

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

Seneca Ray Screen

This screen is of great assistance in producing cloud effects in out-door photography. By the use of this screen a more equal exposure can be obtained of sky, clouds and landscape, thus bringing out the details of subject without losing 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 | 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 | " " " " " " " " " " " " |
| 17 x 20 | — " " " " " " " " " " " " | 10.00, " " Not made |
| 5 x 7 | — " " " " " " " " " " " " | 12.00, " " " " |
| 5 x 7 | —Competitor View | " " " " " " " " " " " " |
| 6½ x 8½ | — " " " " " " " " " " " " | 3.00, " 5.00 |
| 6½ x 8½ | — " " " " " " " " " " " " | 4.50, " 6.00 |
| 8 x 10 | — " " " " " " " " " " " " | 5.00, " 7.00 |

Bellows for 2¼ x 3¼, 3¼ x 4¼ and 3¼ x 5½ same price as 4 x 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 | \$.65 | \$1.20 |
| 3¼ x 4¼ | .10 | .18 | 1.05 | .12 | .65 | 1.20 |
| 4 x 5 | .12 | .22 | 1.10 | .15 | .80 | 1.50 |
| 3¼ x 5½ | .12 | .22 | 1.10 | .15 | .80 | 1.50 |
| 3⅞ x 5½ | .18 | | 1.25 | .15 | .80 | 1.50 |
| 4¼ x 6½ | .25 | ½ GRO. | 2.20 | .25 | 1.45 | 2.70 |
| 5 x 7 | .27 | 1.45 | 2.40 | .30 | 1.60 | 3.00 |
| 5 x 8 | .27 | 1.60 | 2.70 | .30 | 1.68 | 3.25 |
| 6½ x 8½ | .40 | 2.15 | 3.80 | .50 | 2.70 | 5.00 |
| 7 x 9 | .45 | 2.50 | 4.50 | .55 | 3.00 | 5.80 |
| 8 x 10 | .54 | 3.15 | 5.85 | .60 | 3.35 | 6.50 |
| 10 x 12 | .81 | 4.75 | 9.00 | .90 | 5.10 | 9.70 |
| 11 x 14 | 1.08 | 6.30 | 11.70 | 1.20 | 6.80 | 13.00 |
| 14 x 17 | 1.62 | 9.45 | 18.00 | 1.90 | 10.90 | 20.00 |
| 16 x 20 | 2.16 | 12.60 | 24.30 | 2.40 | 13.60 | 25.80 |
| 20 x 25 | 3.15 | 18.45 | 36.00 | 3.60 | 20.00 | 38.50 |

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

SENECA CAMERA MFG. CO.,

ROCHESTER, N.Y.

The Defender Vulcan Dry Plate

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

| Size of Camera | Number in Case | Price Per Dozen | Size | Number in Case | Price Per Dozen |
|----------------|----------------|-----------------|---------------|----------------|-----------------|
| 3 1/2 x 3 1/2 | 30 Doz. | \$.40 | 5 x 8 | 20 Doz. | \$1.25 |
| 3 1/4 x 4 1/4 | 30 " | .45 | 6 1/2 x 8 1/2 | 12 " | 1.65 |
| 3 1/4 x 5 1/2 | 30 " | .65 | 8 x 10 | 10 " | 2.40 |
| 4 x 5 | 30 " | .65 | 10 x 12 | 4 " | 4.20 |
| 4 1/4 x 6 1/2 | 30 " | .90 | 11 x 14 | 4 " | 6.00 |
| 5 x 7 | 20 " | 1.10 | 14 x 17 | 3 " | 9.00 |

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 | - - - - - | 10.00 |

Defendol Developing Powder

For developing Seneca, Argo, Cyko or any Gaslight Paper.

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

PRICE

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

Argo Developing Powder

For developing Seneca, Argo, Cyko or any Gaslight Paper.

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

PRICE

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

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Photographic Papers, Dry Plates and Chemicals

Defender Argo Paper

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

Argo—A Developing (Gaslight) Paper

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

PRICES

| Size | Doz. | ½ Gross | Gross | Size | Doz. | ½ Gross | Gross |
|---------|-------|---------|--------|---------|--------|---------|---------|
| 3½ x 3½ | \$ 12 | \$.65 | \$1.20 | 6½ x 8½ | \$.50 | \$ 2.70 | \$ 5.00 |
| 3¼ x 4¼ | .12 | .65 | 1.20 | 7 x 9 | .55 | 3.00 | 5.80 |
| 4 x 5 | .15 | .80 | 1.50 | 8 x 10 | .60 | 3.35 | 6.50 |
| 3¾ x 5½ | .15 | .80 | 1.50 | 10 x 12 | .90 | 5.10 | 9.70 |
| 4 x 6 | .20 | .90 | 1.80 | 11 x 14 | 1.20 | 6.80 | 13.00 |
| 4¾ x 6½ | .25 | 1.45 | 2.70 | 14 x 17 | 1.90 | 10.90 | 20.00 |
| 5 x 7 | .30 | 1.60 | 3.00 | 16 x 20 | 2.40 | 13.60 | 25.80 |
| 5 x 8 | .30 | 1.68 | 3.30 | 20 x 24 | 3.60 | 20.00 | 38.50 |

10-foot Rolls, \$2.00

10-yard Rolls, \$5.00

Defender Disco Paper

Disco Gloss—A Gelatine Printing-out Paper

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

PRICES

| Size | Doz. | 2 Doz. | Gross | Size | Doz. | ½ Gross | Gross |
|---------|--------|---------|--------|---------|--------|---------|---------|
| 3½ x 3½ | \$.10 | \$.18 | \$1.05 | 6½ x 8½ | \$.40 | \$ 2.15 | \$ 3.80 |
| 3¼ x 4¼ | .10 | .18 | 1.05 | 8 x 10 | .54 | 3.15 | 5.85 |
| 4 x 5 | .12 | .22 | 1.10 | 10 x 12 | .81 | 4.75 | 9.00 |
| 3¾ x 5½ | .18 | | 1.25 | 11 x 14 | 1.08 | 6.30 | 11.70 |
| 4¾ x 6½ | .25 | ½ Gross | 2.20 | 14 x 17 | 1.62 | 9.45 | 18.00 |
| 5 x 7 | .27 | 1.45 | 2.40 | 16 x 20 | 2.16 | 12.60 | 24.30 |
| 5 x 8 | .27 | 1.60 | 2.70 | 20 x 24 | 3.15 | 18.45 | 36.00 |

10-foot Rolls, \$1.60

10-yard Rolls, \$4.00

Full directions as to the best methods of working Defender paper are enclosed in every package; this includes formulae and hints regarding light, exposure and development.

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Monox Bromide Paper

Monox Paper is manufactured in Six Surfaces, numbered and described as follows:

No. 2. Monox Velours, a smooth surface with a slight sheen.

No. 3. Monox Rough, a pure white, heavy stock with a rough surface.

No. 4. Monox Gloss, a medium weight paper with high gloss surface.

No. 5. Monox Matte, a medium weight stock with dead matte surface.

No. 6. Monox Lustre, a semi-matte surface resembling colodion matte printing out paper in the appearance of the finished print.

No. 7. Monox Buff, a heavy, rough, cream or buff colored stock. Very artistic for either portraits or views especially in sepia color.

PRICES

| Size | ½ Dozen | Dozen | ½ Gross | Gross |
|---------|---------|--------|---------|--------|
| 3½ x 3½ | | \$.12 | | \$1.30 |
| 3¼ x 4¼ | | .15 | | 1.30 |
| 3 x 4 | | .15 | | 1.20 |
| 3¼ x 5½ | | .20 | \$.95 | 1.80 |
| 4 x 5 | | .20 | .95 | 1.80 |
| 3⅞ x 5½ | | .20 | .95 | 1.80 |
| 4 x 6 | | .20 | 1.00 | 1.80 |
| 5 x 7 | | .30 | 1.70 | 3.25 |
| 5 x 8 | | .35 | 1.90 | 3.75 |
| 5½ x 7¾ | | .45 | 2.20 | 4.20 |
| 6 x 8 | | .50 | 2.50 | 4.80 |
| 6½ x 8½ | | .55 | 2.90 | 5.50 |
| 7 x 9 | | .60 | 3.50 | 6.60 |
| 8 x 10 | | .70 | 4.20 | 8.00 |
| 10 x 12 | | 1.10 | 6.40 | 12.00 |
| 11 x 14 | \$.75 | 1.40 | 8.00 | 15.40 |
| 14 x 17 | 1.10 | 2.15 | 12.50 | 24.00 |
| 16 x 20 | 1.50 | 2.80 | 16.00 | 31.50 |
| 18 x 22 | 1.85 | 3.50 | 21.00 | 40.00 |
| 20 x 24 | 2.20 | 4.20 | 25.00 | 48.00 |

Order by number; state grade, hard or soft.

IN ROLLS

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

The Seneca Duplicator



This attachment used with the regular lens and shutter makes it possible to photograph one or more persons in two positions on the same plate.

The Seneca Duplicator is made with adjustable springs and slips easily over the lens.

Price - - - - - \$.40

SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Defender Triple A

A New Professional Paper for the Highest Class of Portrait Photography.

Triple A is manufactured in Regular Weight and Double Weight.

Regular (or Single) Weight Triple A is made in three surfaces: Matte, Rough and Velours (Semi-Matte).

Double Weight Triple A is made in three surfaces: Matte, Velours and Buff.

Triple A is made in but one grade of contrast and is adapted to such negatives as are suitable for platinum and printing-out papers.

PRICE LIST DEFENDER A A A

| TRIPLE A—SINGLE WEIGHT | | | | TRIPLE A—DOUBLE WEIGHT | | |
|------------------------|-------|--------|---------|------------------------|-------|--------|
| Size | Dozen | ½ Gro. | Gross | Size | Dozen | Gross |
| 2½ x 2½ | \$.10 | \$.55 | \$ 1.00 | 3¼ x 4¼ | \$.15 | \$1.50 |
| 3½ x 3½ | .12 | .65 | 1.20 | 3¾ x 5½ Cab. | .25 | 2.00 |
| 3¼ x 4¼ | .12 | .65 | 1.20 | 4 x 6 | .25 | 2.00 |
| 3¼ x 5½ | .15 | .80 | 1.50 | 4¼ x 6½ | .30 | 3.00 |
| 4 x 5 | .15 | .80 | 1.50 | 4¾ x 6½ | .30 | 3.00 |
| 3⅞ x 5½ Cab. | .15 | .80 | 1.50 | 5 x 7 | .35 | 3.50 |
| 4 x 6 | .20 | .90 | 1.80 | 5 x 8 | .40 | 4.00 |
| 4¼ x 6½ | .25 | 1.30 | 2.50 | 5½ x 7¾ | .45 | 4.50 |
| 4¾ x 6½ | .25 | 1.45 | 2.70 | 6 x 8 | .50 | 5.00 |
| 5 x 7 | .30 | 1.60 | 3.00 | 6½ x 8½ | .60 | 6.00 |
| 5 x 8 | .30 | 1.68 | 3.30 | 7 x 9 | .65 | 7.00 |
| 6 x 8 | .45 | 2.40 | 4.50 | 7½ x 9½ | .75 | 8.00 |
| 6½ x 8½ | .50 | 2.70 | 5.00 | 8 x 10 | .80 | 9.00 |
| 7 x 9 | .55 | 3.00 | 5.80 | 9 x 11 | 1.00 | 11.00 |
| 7½ x 9½ | .60 | 3.25 | 6.30 | 10 x 12 | 1.20 | 13.50 |
| 8 x 10 | .60 | 3.35 | 6.50 | 11 x 14 | 1.60 | 17.50 |
| 9 x 11 | .75 | 4.35 | 8.50 | 12 x 16 | 2.00 | 21.50 |
| 10 x 12 | .90 | 5.10 | 9.70 | 14 x 17 | 2.40 | 27.00 |
| 11 x 14 | 1.20 | 6.80 | 13.00 | 16 x 20 | 3.20 | 36.00 |
| 14 x 17 | 1.90 | 10.90 | 20.00 | 18 x 22 | 4.00 | 46.00 |
| 16 x 20 | 2.40 | 13.60 | 25.80 | 20 x 24 | 4.80 | 55.00 |
| 20 x 24 | 3.60 | 20.00 | 38.50 | | | |

10 Foot Rolls, 25 Inches Wide, \$2.00
 10 Yard Rolls, 25 Inches Wide, 5.00

10 Foot Rolls, 25 Inches Wide, \$2.25
 10 Yard Rolls, 25 Inches Wide, 6.00

DOUBLE WEIGHT is furnished only in packages of One Dozen and One-Half Gross.



SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

Warranty--Guaranty

SENECA CAMERAS are guaranteed against defective workmanship or material for one year from date of factory shipment, to the extent that we will replace any defective parts, providing they are returned to the factory. This guarantee also applies to the lenses and shutters, though we use only standard makes guaranteed by their manufacturers. Ten days trial of entire equipment and if not satisfactory full amount refunded.

SENECA CAMERA MFG. CO.
ROCHESTER, N. Y.

Joseph Goddard
President

CAUTION

There are many imitation plate holders offered for sale that are advertised to fit the Seneca Cameras. Be sure, in purchasing our plate holders from dealers, that "Mfd. by Seneca Camera Mfg. Co., Rochester, N. Y.," is stamped on each holder. Seneca plate holders manufactured by us possess a patented light trap that prevents fogging of plates, and every one is fitted to Senecas.

Cable Address:

SENECA ROCHESTER
Western Union and Private Codes

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

From the SENECA PRESS

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

Catalog K. Destroy Previous Issues

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.



MANUFACTURERS
SENECA CAMERA M'FG CO
ROCHESTER, N.Y., U.S.A.