

# SENECA CAMERAS



THE SENECA CAMERA CO.  
ROCHESTER, N.Y., U.S.A.



1904

# SENECA CAMERAS

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## SENECA CAMERA COMPANY

ROCHESTER, NEW YORK, U. S. A.

Press John C. Moore Corporation, Rochester, N. Y.



# GREETING



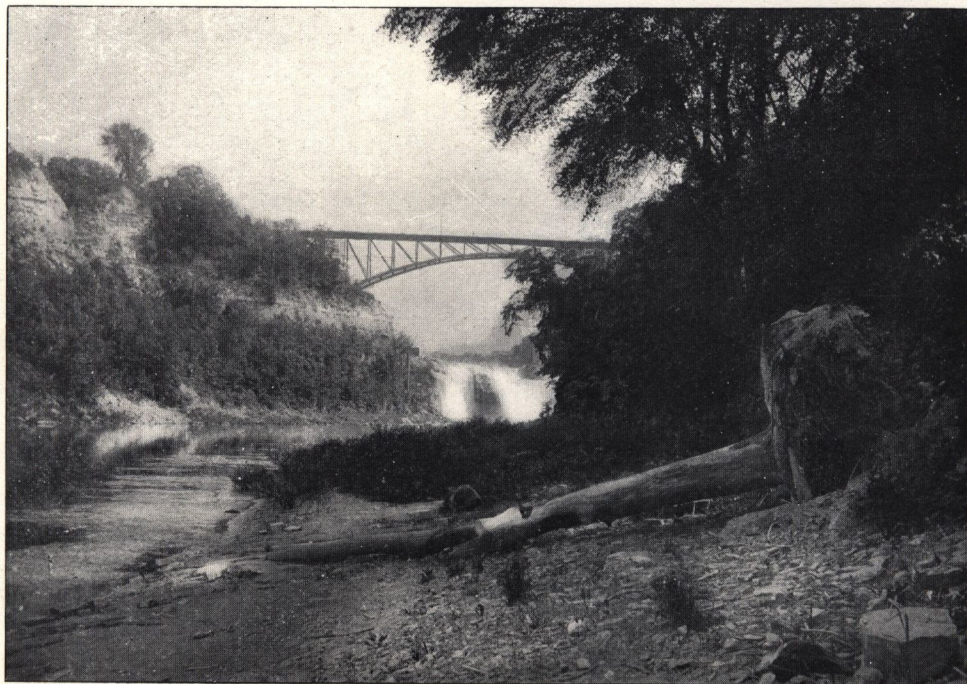
IN presenting this, our 1904 Catalogue, we beg to state that it is our aim this year to make SENECA Cameras the most complete in the market. The manufacturing and designing is now in the hands of persons who, for nearly a quarter of a century had charge of the designing and manufacturing of the best known plate cameras. We have done away with the old forms and styles with their needless adjustments, and offer only light, strong, neat and compact instruments. Several new and exclusive features are added, that will prove to be valuable additions to our various models.

Feeling certain that the line of cameras we introduce to you this season, for style, quality and price, meet all requirements, and with the valuable assistance you have already rendered us, we anticipate the most successful year since the introduction of SENECA Cameras to the public.

Very respectfully yours,

SENECA CAMERA COMPANY.

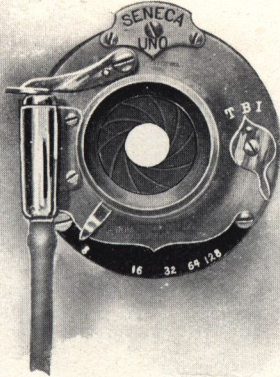




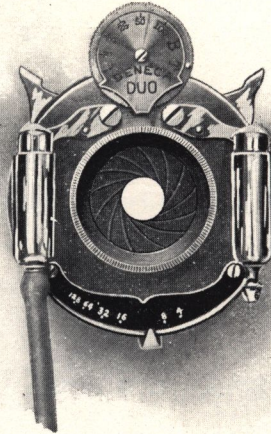
*A view from SENECA PARK, Rochester*



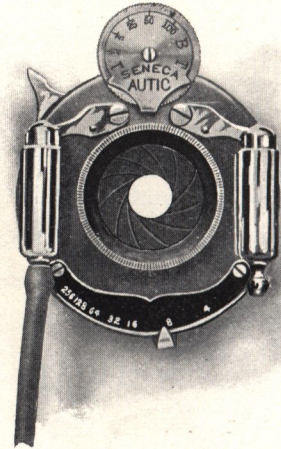
# SENECA SHUTTERS



Seneca Uno



Seneca Duo



Seneca Autic

**SENECA UNO** is our Automatic Single Valve Shutter. This possesses a pneumatic and finger release, Iris diaphragm, time, bulb, and instantaneous adjustments. The Uno is fitted to the following cameras: Seneca No. 1, No. 2, No. 4, No. 6 and Seneca Chief.

**SENECA DUO** is our double Valve Shutter. This has in addition to the features described on the Uno the adjustment at the top for regulating the time of an exposure. An instantaneous speed may be attained from one to one one-hundredth part of a second. The Duo is fitted to the following cameras: Seneca No. 3, No. 5, No. 6, No. 7.

**SENECA AUTIC** is our Automatic Double Valve Shutter. It is like a self-cocking revolver, always set and ready, no setting device being required. It is small, compact, and exceedingly simple. We fit the Autic Shutter to Senecas No. 8 and No. 9.

All our Shutters are marked in the Standard U. S. System.



## LENSES FITTED TO SENECA CAMERAS

We appreciate the fact that a camera, no matter how well made, no matter how highly polished or perfect the joints, is incomplete without a lens that will cut a clear, sharp picture. Special attention must be given to this branch of the work, or the camera will be useless. Our lenses are manufactured especially for us by one of the largest manufacturers of photographic lenses in the world, and we have contracted with them to furnish for the Seneca Cameras only such material as they will positively guarantee. We are sure that our Lenses will give utmost satisfaction.

**SENECA SINGLE ACROMATIC LENS.**—Is fitted to: Seneca No. 1, Seneca Senior, Seneca Junior.

**SENECA RAPID RECTILINEAR LENS.**—Is fitted to: Seneca No. 2, No. 3, No. 4, No. 5, No. 6, and Seneca Chief.

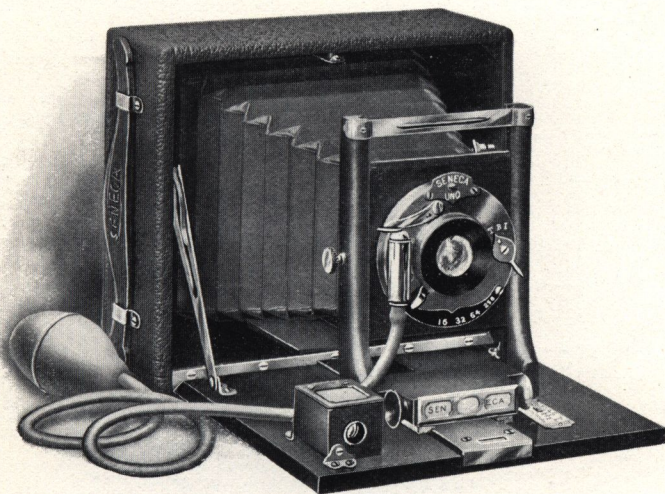
**SENECA SYMMETRICAL LENS.**—Is fitted to: Seneca No. 7, Seneca Stereo.

**SENECA RAPID CONVERTIBLE LENS.**—Is fitted to: Seneca No. 8, Seneca No. 9.



# SENECA No. 1

Made in Two Sizes—4 x 5 and 5 x 7



Seneca No. 1

DIMENSIONS { In 4 x 5 size, 6 x 5½ x 2¾ inches.  
In 5 x 7 size, 8 x 6½ x 2½ inches.

CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

## SPECIAL FEATURES

FRONT—Rising and Falling.

CLAMP—Automatic, press-button.

FINDER—Reversible, brass bound.

SHUTTER—Seneca Uno.

LENS—Seneca Single Achromatic.

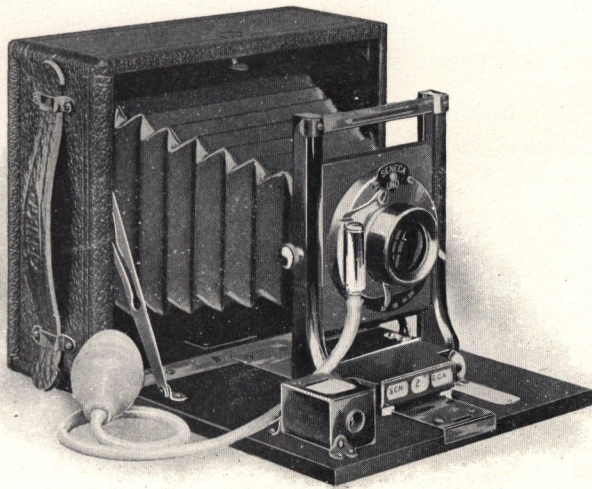
Camera      Carrying Case      Double Plate Holder

PRICES COMPLETE { 4 x 5 . . . . . \$ 9.00  
5 x 7 . . . . . 14.00



S E N E C A N o . 2

Made in Two Sizes — 4 x 5 and 5 x 7



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

CAMERA BOX — Mahogany, dovetailed and covered with seal grain leather.

CAMERA BED—Mahogany, polished and fitted with piano hinge.

METAL PARTS — Highly polished brass, lacquered.

BELLOWS — Red Russia leather, lined with gossamer cloth.

## SPECIAL FEATURES

FRONT — Rising and falling.

CLAMP — Automatic press button.

FINDER — Reversible, brass bound.

SHUTTER — Seneca Uno.

LENS — Seneca Rapid Rectilinear.

Camera      Carrying Case      Double Plate Holder

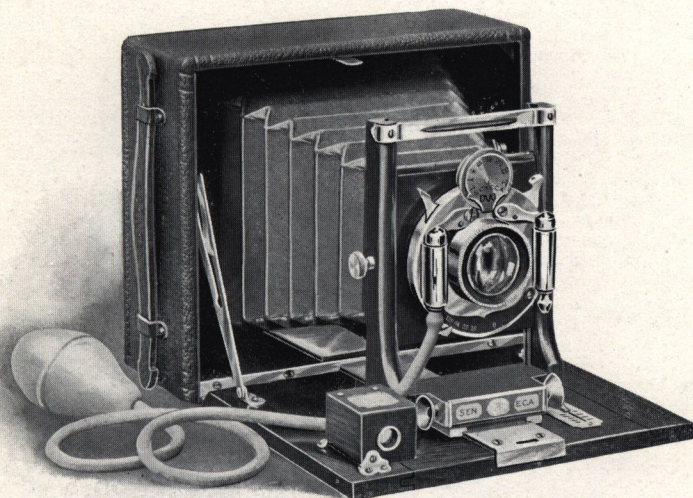
Seneca No. 2

PRICES COMPLETE { 4 x 5 . . . . . \$11.00  
5 x 7 . . . . . 15.00



# SENECA No. 3

Made in Two Sizes—4 x 5 and 5 x 7



Seneca No. 3

DIMENSIONS { In 4 x 5 size, 6 x 5½ x 2¾ inches.  
In 5 x 7 size, 8 x 6½ x 2½ inches.

CAMERA BOX — Mahogany, dovetailed and covered with seal grain leather.

CAMERA BED — Mahogany polished, fitted with piano hinge.

METAL PARTS — Highly polished brass, lacquered.

BELLOWS — Red Russia leather, lined with gossamer cloth.

## SPECIAL FEATURES

FRONT — Rising and falling.

CLAMP — Automatic press button.

FINDER — Reversible, brass bound.

SHUTTER — Seneca Duo.

LENS — Seneca Rapid Rectilinear.

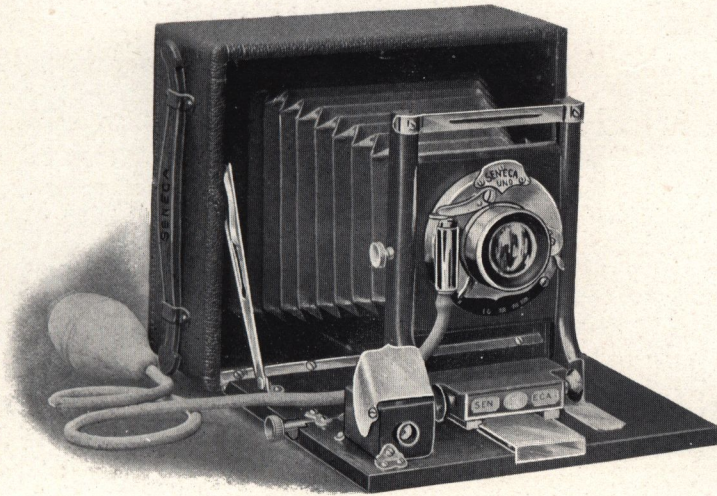
Camera      Carrying Case      Double Plate Holder

PRICES COMPLETE { 4 x 5 . . . . . \$14.00  
5 x 7 . . . . . 18.50



# SENECA No. 4.

Made in Two Sizes — 4 x 5 and 5 x 7



Seneca No. 4

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

CAMERA BOX — Mahogany, dovetailed and covered with seal grain leather.

CAMERA BED — Mahogany polished, fitted with piano hinge.

METAL PARTS — Highly polished brass, lacquered.

BELLOWS — Red Russia leather, lined with gossamer cloth.

## SPECIAL FEATURES

FRONT — Rising and falling.

CLAMP — Automatic press button.

RACK AND PINION — For focusing.

FINDER — Reversible brass bound, hooded.

SHUTTER — Seneca Uno.

LENS — Seneca Rapid Rectilinear.

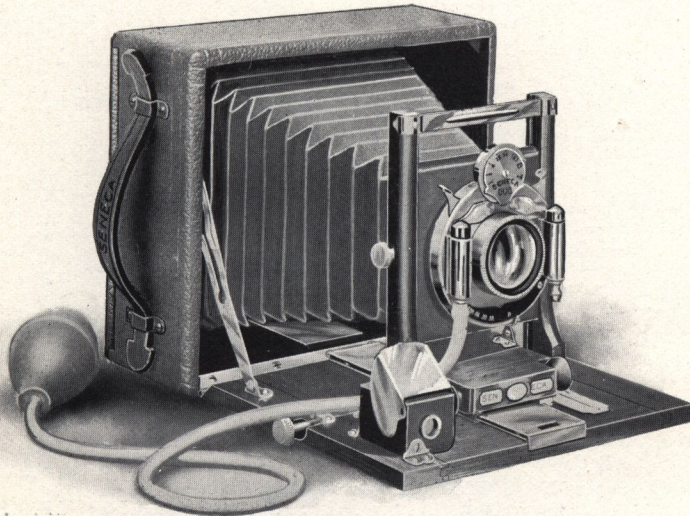
Camera      Carrying Case      Double Plate Holder

PRICES COMPLETE { 4 x 5 . . . . . \$14.00  
5 x 7 . . . . . 19.00



# SENECA No. 5

Made in Two Sizes—4 x 5 and 5 x 7



Seneca No. 5

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

CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

## SPECIAL FEATURES

FRONT—Rising and falling.

CLAMP—Automatic press button.

RACK AND PINION—For focusing.

FINDER—Reversible, brass bound and hooded.

SHUTTER—Seneca Duo.

LENS—Seneca Rapid Rectilinear.

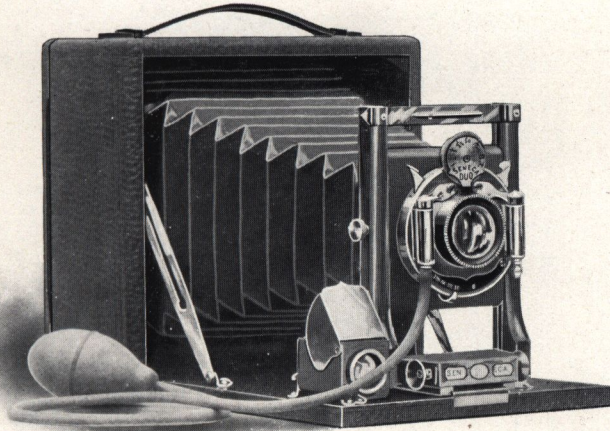
Camera      Carrying Case      Double Plate Holder

PRICES COMPLETE { 4 x 5 . . . . . \$16.00  
 { 5 x 7 . . . . . 21.00



# SENECA No. 6

Made in Two Sizes—4 x 5 and 5 x 7



Seneca No. 6

DIMENSIONS } In 4 x 5 size, 6 x 6 x 3 inches.  
 } In 5 x 7 size, 8½ x 8½ x 3 inches.

CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.

CAMERA BED—Mahogany, polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

## SPECIAL FEATURES

FRONT—Rising and falling

CLAMP—Automatic press button.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Duo or Seneca Uno.

LENS—Seneca Rapid Rectilinear.

Camera      Carrying Case      Double Plate Holder

Style

## PRICES COMPLETE

4 x 5      5 x 7

A Seneca No. 6, fitted with Uno Shutter, Rapid Rectilinear Lens, . . . . . \$13.50    \$18.50

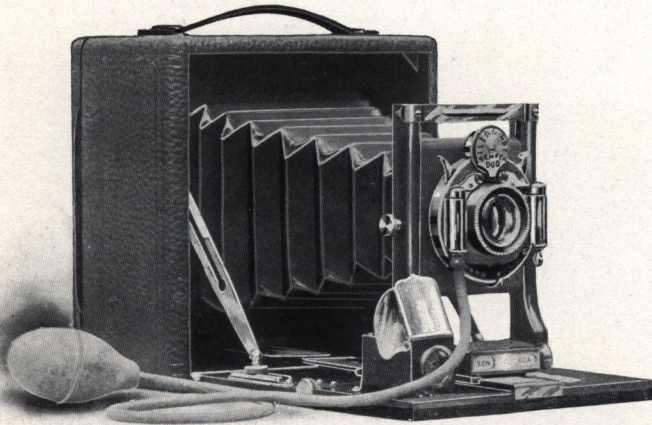
B Seneca No. 6, fitted with Duo Shutter, Rapid Rectilinear Lens, . . . . . 16.50    22.00

A Rack and Pinion for focusing will be attached to either of the above styles for \$1.50 extra.



# SENECA No. 7

Made in Two Sizes 4 x 5 and 5 x 7



DIMENSIONS { In 4 x 5 size, 6 x 6 x 3 inches.  
In 5 x 7 size, 8½ x 8½ x 3 inches.

CAMERA BOX — Mahogany, dovetailed and covered with seal grain leather.

CAMERA BED — Mahogany polished, fitted with piano hinge.

METAL PARTS — Highly polished brass, lacquered.

BELLOWS — Red Russia leather, lined with gossamer cloth.

## SPECIAL FEATURES

FRONT — Rising and falling.

CLAMP — Automatic press button.

RACK AND PINION — For focusing.

SWING — Either back or bed.

BACK — Reversible, with single release.

FINDER — Brilliant, reversible, brass bound and hooded.

SHUTTER — Seneca Duo.

LENS — Seneca Symmetrical.

Camera      Carrying Case      Double Plate Holder

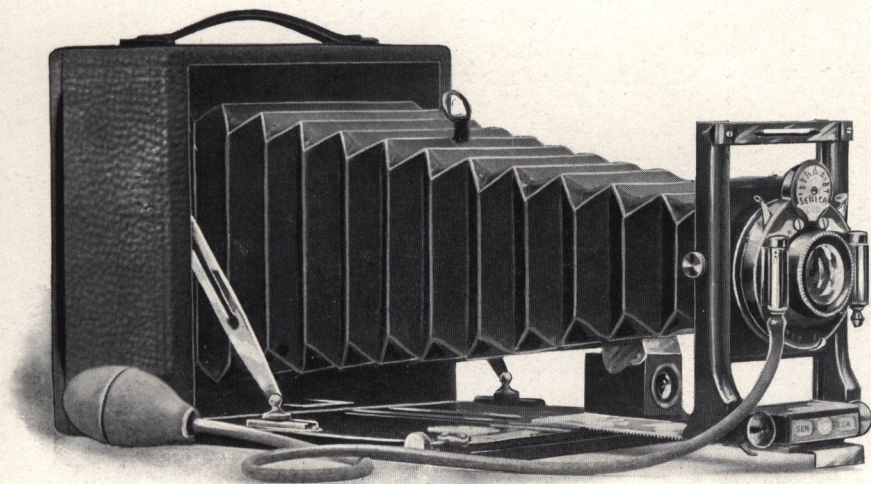
Seneca No. 7

PRICES COMPLETE { 4 x 5 . . . . . \$22.00  
5 x 7 . . . . . 29.00



# SENECA No. 8

Made in Three Sizes — 4 x 5, 5 x 7 and 6½ x 8½



Seneca No. 8

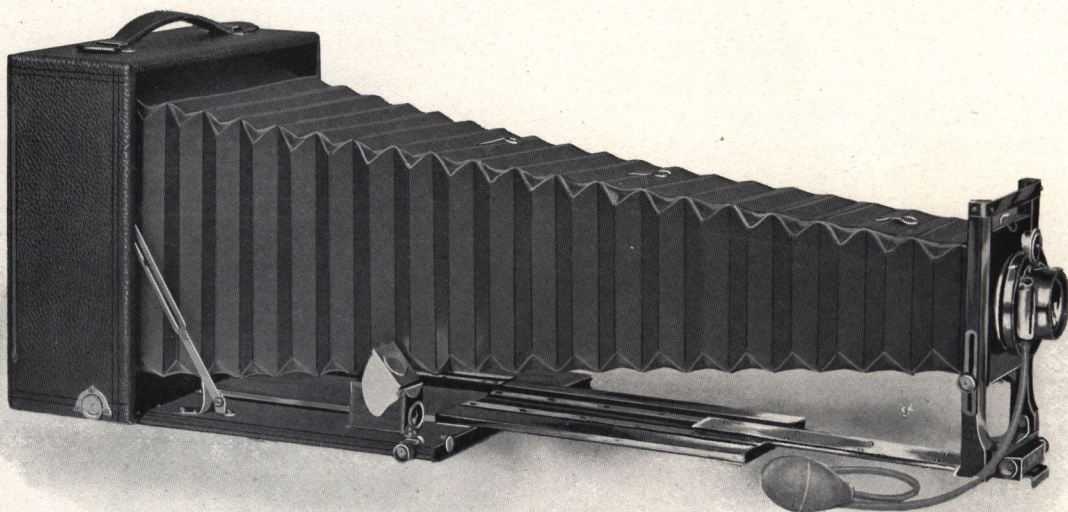
DIMENSIONS { In 4 x 5 size, 6 x 6 x 3 inches.  
In 5 x 7 size, 8½ x 8½ x 3 inches.  
In 6½ x 8½ size, 10 x 10 x 4½ inches.  
CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.  
CAMERA BED—Mahogany polished, fitted with piano hinge.  
METAL PARTS—Highly polished brass, lacquered.  
BELLOWS—Red Russia leather, lined with gossamer cloth.

## SPECIAL FEATURES

FRONT—Rising and falling.  
CLAMP—Automatic press button.  
RACK AND PINION—For focusing.  
SWING—Either back or bed.  
BACK—Reversible, with single release.  
FINDER—Brilliant, reversible, brass bound and hooded.  
SHUTTER—Seneca Autic.  
LENS BOARD—Removable.  
LENS—Seneca Triple Convertible.  
FOCAL CAPACITY—4 x 5-11", 5 x 7-15½", 6½ x 8½-20".  
Camera Carrying Case Double Plate Holder.

PRICES COMPLETE { 4 x 5 . . . \$25.00  
5 x 7 . . . 33.00  
6½ x 8½ . . . 46.00





## Seneca No. 9

For description and price, see next page.



# SENECA No. 9

Made in Three Sizes—4 x 5, 5 x 7 and 6½ x 8½

DIMENSIONS { In 4 x 5 size, 6½ x 6½ x 3½ inches.  
In 5 x 7 size, 8½ x 8½ x 3½ inches.  
In 6½ x 8½ size, 10 x 10 x 4½ inches.

FOCAL CAPACITY { In 4 x 5 size, 17 inches.  
In 5 x 7 size, 24 inches.  
In 6½ x 8½ size, 28 inches.

FRONT—Double sliding, vertical and horizontal.

CLAMP—Automatic press button.

RACK AND PINION—For focusing, Seneca lock.

SWING—Either back or bed, operated with self-locking device.

BACK—Reversible, with improved swing.

CAMERA BOX—Mahogany, dovetailed and covered with Buffalo grain leather.

CAMERA BED—Triple extension, mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

## SPECIAL FEATURES

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Autic.

LENS Board—Removable.

LENS—Seneca Triple Convertible.

Camera

Carrying Case

Double Plate Holder

## PRICES COMPLETE

4 x 5 . . . . .	\$35.00
5 x 7 . . . . .	44.00
6½ x 8½ . . . . .	58.00



# SENECA STEREO

Made in One Size — 5 x 7

This branch of photography has always been very popular. It is certainly interesting and is rapidly gaining in favor among the amateurs. We offer here a Stereo Camera that is greatly improved over the old styles. It is constructed practically the same as our Seneca No. 5, and is equipped with the Uno Stereo Shutter and Matched Rapid Rectilinear Lens. The Seneca Stereo possesses a Swing for either back or bed.



Seneca Stereo

DIMENSIONS — 8 x 6½ x 2½ inches.

CAMERA BOX — Mahogany, dovetailed and covered with seal grain leather.

CAMERA BED — Mahogany polished, fitted with piano hinge.

METAL PARTS — Highly polished brass, lacquered.

BELLOWS — Red Russia leather, lined with gossamer cloth.

## SPECIAL FEATURES

FRONT — Rising and falling.

CLAMP — Automatic press button.

SWING — For either back or bed.

RACK AND PINION — For focusing.

FINDER — Reversible, brass bound, hooded and brilliant.

SHUTTER — Seneca Uno, Stereo.

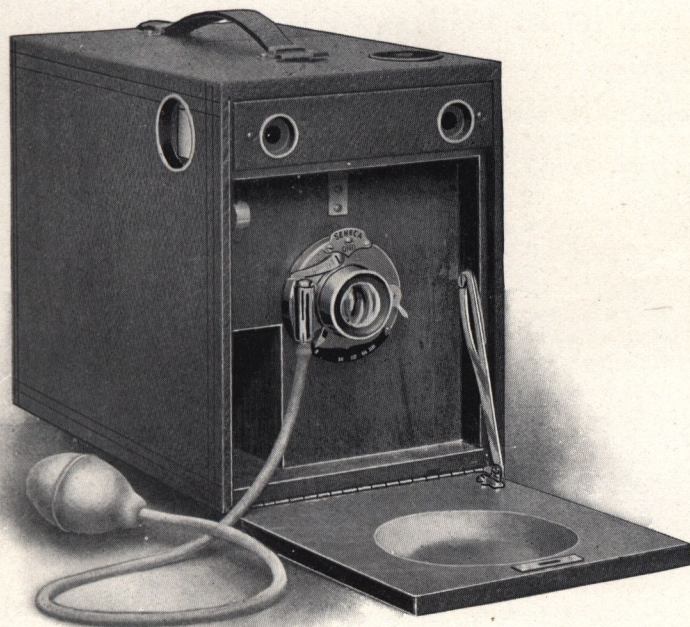
LENS — Seneca Symmetrical Matched.

Camera	Carrying Case	Plate Holder
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Price complete, . . . . . \$35.00

Regular 5 x 7 Rapid Rectilinear Lens and Duo Shutter,  
extra, \$14.00.





Seneca Chief

# SENECA CHIEF

Made in One Size — 4 x 5

The Seneca Chief, as its name implies, is a leader in its class. It is the improved form of the box style and its manipulation is very simple. The workmanship is unsurpassed and on lines laid down for our other high-grade instruments.

It is fitted with Rapid Rectilinear Lens, Seneca Uno Shutter and also possesses a drop front and when not in use the camera may be closed, thereby keeping all parts dustless.

With the bulb and tube on shutter is prevented the possible jarring of the camera so often the cause of failures, particularly in making time exposures, when otherwise the results would be satisfactory.

The camera has leather handle, two view finders, two tripod sockets, and has space in back for three double plate holders.

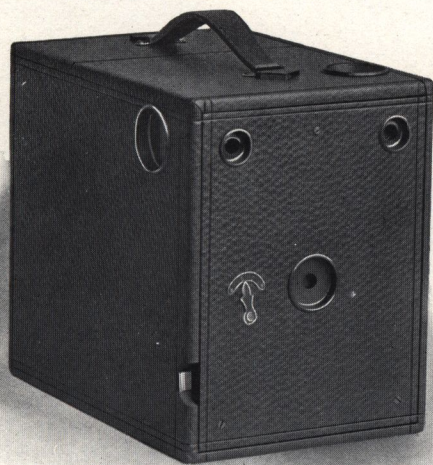
## PRICE COMPLETE (With One Plate Holder)

Seneca Chief, size 4 x 5, . . . . .	\$8.00
Plate Holder, extra, . . . . .	.80



# SENECA JUNIOR AND SENECA SENIOR

In the production of this camera we have endeavored to furnish a first-class practical instrument, possessing the advantages in ease of manipulation and features of many cameras selling for several times its price. It is neat, compact and thoroughly equipped, covered with best seal grain leather, with leather handle for carrying purposes.



The Seneca Junior makes a picture  $3\frac{1}{2} \times 3\frac{1}{2}$  inches square and is generally used by amateurs and experts on excursions and outings where a larger camera would perhaps, be inconvenient. The Seneca Senior makes a picture  $4 \times 5$  inches. They are well adapted for portraits, landscapes, interiors or flash lights. They carry three double plate holders with a capacity of six dry plates.

Each camera is provided with two view finders and two sockets for use with a tripod.

They are equipped with our specially constructed Automatic Shutter, for time, instantaneous and snap-shot exposures, one button answering for both purposes. The lens is the high grade Meniscus combination, of universal focus, requiring no focusing attachment.

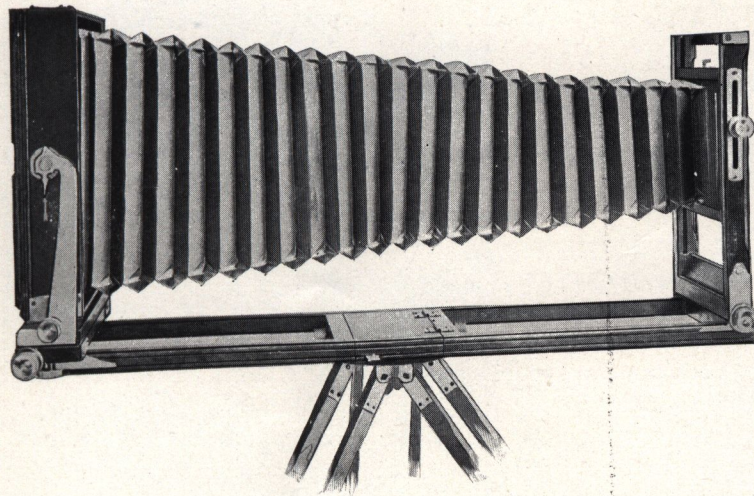
All complicated adjustments have been dispensed with, enabling the youngest amateur to manipulate it with ease and precision.

The fine results obtained with this camera are due to its superior lens and perfection in construction.

Seneca Jr. and Sr.

PRICE	{	Camera complete, with one holder, . . . . .	$3\frac{1}{2} \times 3\frac{1}{2}$ \$3.50	$4 \times 5$ \$4.00
			Seneca Plate Holders, . . . . .	.80 .80





Seneca View Camera

## SENECA VIEW

### Front and Back Focus

This camera is one of the best and most serviceable of all instruments of this character. It is a thorough and practical business camera and is adapted to the widest range of photography. For manufacturing, for newspaper work, copying or enlarging it is especially recommended. The Seneca View Camera is made of selected mahogany, highly polished. All metal parts are of the best brass, polished and lacquered. The special feature of this camera is the three-section bed; one section can be detached, thus allowing

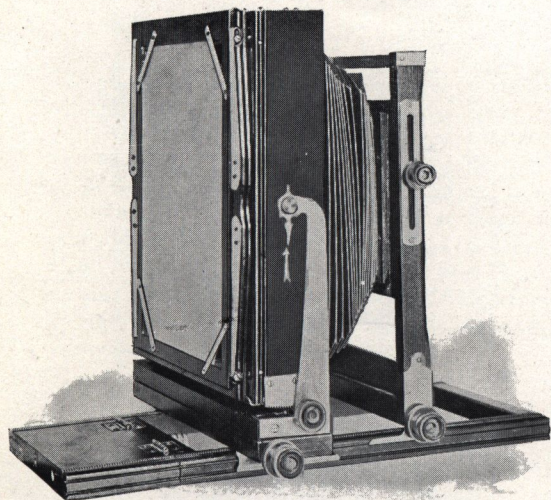
lenses of extreme short focus to be used. It can be focused from the rear or front. The camera is fitted with an automatic lock which prevents the back from being racked beyond the bed.

The Seneca View Camera also has rack and pinion, rising and falling front and double swing back.



# SENECA VIEW CAMERA

Made in Four Sizes — 5 x 7, 6½ x 8½, 8 x 10, 11 x 14



Seneca View Camera

CAMERA BOX — Mahogany, highly polished, fitted with leather handle, brass bound reënforced corners.

CAMERA BED — Triple-extension front and back with double groove, allowing front and back to be placed close together for short focus lens.

BACK — Reversible.

METAL PARTS — Highly polished brass, lacquered.

RACK AND PINION — Front and back.

FRONT — Rising and falling with rack and pinion and pinion lock.

LENS BOARD — Removable. Improved Pattern.

SWING — Vertical and horizontal, with rack and pinion lock.

Each camera is supplied with our Double Plate Holder and Long Carrying Case with compartment for extra plate holders.

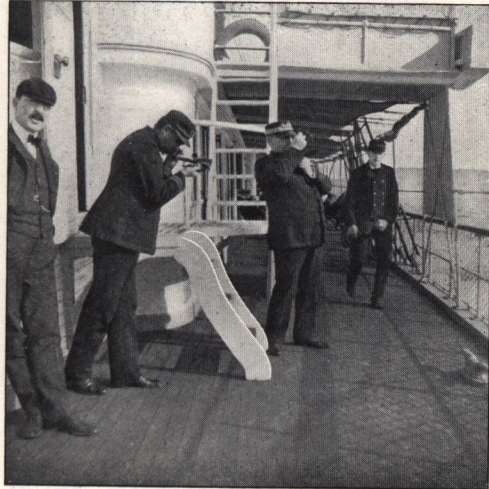
	Size	Length of Draw	Price
PRICES (Complete)	5 x 7	22 inches,	\$22.00
	6½ x 8½	25 “	23.00
	8 x 10	30 “	25.50
	11 x 14	37 “	37.00

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



# SHUTTERS AND LENSES

## B. & L. VOLUTE SHUTTER



PRICES	Size of largest diaphragm	Fitted to Plastigmat or Zeiss.	Fitted to Lenses of other manufacture.
4 x 5	1 in. . .	\$17.00	\$18.00
6½ x 8½	1½ in. . .	18.50	20.00
8 x 10	2 in. . .	20.00	22.00

## TURNER-REICH ANASTIGMAT LENS f: 6.8

This anastigmat has an excellent record. The complete correction of astigmatism, flatness of field, remarkable defining power, great depth of focus, brilliancy and uniformity of illumination, the proper relation of focal length to size of plate—these are the manufacturer's claims for the Turner-Reich. Experience has shown them to be well sustained. The lens is rated easily among the leading lens products of the world.

### TURNER-REICH II

No.	Size Plate	Equivalent Focus	Focus Back Lens	Focus Front Lens	Price Mounted in Barrel
1	4 x 5	6 in.	11 in.	14 in.	\$40.00
2	5 x 7	7½ in.	12 in.	18 in.	48.00
3	5 x 8	8½ in.	16 in.	18 in.	55.00
4	6½ x 8½	10½ in.	18 in.	24 in.	75.00
5	8 x 10	12 in.	21 in.	28 in.	90.00

## GOERZ'S DOUBLE ANASTIGMAT LENS f: 6.8, SERIES III

No.	Free Aperture	Equivalent Focus	SIZE OF PLATE SHARPLY COVERED AT			With Iris Diaphragm
			F: 6.8	F: 15.5.	F: 62.	
0	5/8 in.	4¾ in.	3¼ x 4¼ in.	4 x 5 in.	4¾ x 6½ in.	\$37.50
1	7/8 in.	6 in.	4 x 5 in.	4¾ x 6½ in.	5 x 8 in.	45.00
2	1 in.	7 in.	4¾ x 6½ in.	5 x 8 in.	7 x 9 in.	51.50
3	1¼ in.	8½ in.	5 x 8 in.	6½ x 8½ in.	8 x 10 in.	62.50
4	1 5/16 in.	9½ in.	6½ x 8½ in.	7 x 9 in.	10 x 12 in.	75.50
6	1½ in.	12 in.	8 x 10 in.	10 x 12 in.	16 x 18 in.	107.00

## SENECA SHUTTERS FITTED WITH SENECA LENSES

	4 x 5	5 x 7	6½ x 8½	8 x 10
Seneca Uno Shutter and Rapid Rectilinear Lens, . . . . .	\$ 7.00	\$ 9.00		
Seneca Duo Shutter and Rapid Rectilinear Lens, . . . . .	12.00	14.00	\$19.00	\$25.00
Seneca Duo Shutter and Symmetrical or Convertible Lens, . . . . .	15.00	18.00	23.00	30.00
Seneca Autic Shutter and Symmetrical or Convertible Lens, . . . . .	19.00	22.00	27.00	34.00



# SHUTTERS AND LENSES

## SENECA ANASTIGMAT *f: 6.8*

Realizing that there is a strong demand for a lens of good quality that can be furnished at a reasonable price, we have made arrangements with a manufacturer of high-grade lenses that will enable us to meet that demand. On account of the large quantity that we handle we are able to supply these lenses at a remarkably low price considering the quality, and are also positive that they will prove satisfactory to every user.

The Seneca Anastigmat is made from the best quality of Jena glass and is of the double symmetrical type, each system consisting of four elementary lenses. The absolute freedom from any trace of astigmatism, and the complete correction of the spherical and chromatic aberrations constitute the superiority of this lens. It is also strictly corrected for actinic light at any aperture, and is free from internal reflections, producing a brilliant image on the ground glass with equal illumination of the field and cuts the plate sharp to the corners. We recommend this lens to any desiring a first-class article.

No.	Equivalent Focus	Plate Covered at <i>f: 6.8</i>	Free Aperture	Price
1	5.5	$3\frac{1}{4} \times 4\frac{1}{4}$	.75	\$ 28.00
2	6.0	4 x 5	.87	28.00
3	7.0	5 x 7	1.2	36.00
4	10.5	$6\frac{1}{2} \times 8\frac{1}{2}$	1.65	50.00
5	13.0	8 x 10	1.95	60.00
6	16.0	10 x 12	2.4	90.00
7	18.7	11 x 14	2.8	130.00





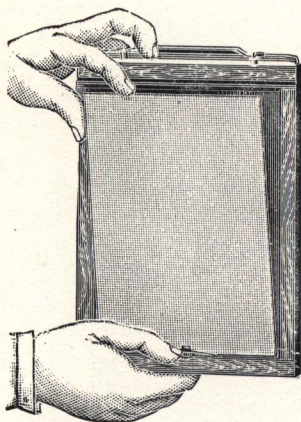
## PRICE LIST OF SENECA CAMERAS FITTED WITH SPECIAL LENSES

The following Cameras we list fitted with any of the high-grade lenses.

Camera Number	Size	Seneca <i>f: 6.8.</i> No. 2, 3, 4	Turner-Reich Series II. <i>f: 6.8.</i> No. 1, 2, 4	Turner-Reich Series III. <i>f: 6.8.</i> No. 1, 2, 4	Verastigmat <i>f: 6.8.</i> No. 1, 2, 4	Plastigmat <i>f: 6.8.</i> No. 2, 3, 5	Zeiss VIIa. <i>f: 7.</i> No. 3, 8, 12	Royal <i>f: 6.8.</i> No. 2, 3, 4	Collinear <i>f: 5.6.</i> No. 3, 4, 6	Goerz Series III. <i>f: 6.8.</i> No. 1, 2, 4
7	4 x 5	\$46.00	\$58.00	\$53.00	\$58.00	\$58.00	\$77.50	\$60.00	\$63.00	\$63.00
7	5 x 7	60.00	72.00	64.00	72.00	72.00	99.00	74.00	84.00	86.50
8	4 x 5	49.00	61.00	56.00	61.00	61.00	80.50	63.00	66.00	66.00
8	5 x 7	63.50	75.50	67.50	75.50	75.50	102.50	77.50	87.50	90.50
8	6½ x 8½	84.00	109.00	99.00	109.00	109.00	148.00	112.00	139.00	109.00
9	4 x 5	56.50	68.50	63.50	68.50	68.50	88.00	70.50	73.50	73.50
9	5 x 7	72.00	84.00	76.00	84.00	84.00	111.00	86.00	96.00	98.50
9	6½ x 8½	98.50	121.50	113.50	121.50	121.50	162.50	126.50	153.50	123.50

Cameras Fitted with Volute Shutter, additional, . . . . .	4 x 5, \$10.00	5 x 7, \$12.00	6½ x 8½, \$15.00	
Cameras Fitted with Wide Angle Lens, additional, . . . . .	4 x 5, 6.00	5 x 7, 7.50	6½ x 8½, 12.00	

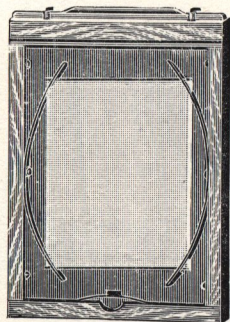




## SENECA PLATE HOLDERS

One of the most important items in the equipment of a camera is the plate holder, and for this reason we have been very careful to furnish with our line of cameras a plateholder that will give entire satisfaction. These holders are made from well seasoned cherry and the grooves are accurate and smooth inside, insuring freedom of action. We are furnishing all of our plate holders (unless otherwise specified), with black press-board slides, specially prepared by us to prevent warping, swelling, etc., caused by changing temperatures, in this way we avoid many of the faults blamable to hard rubber. We recommend the press-board slides in every instance, but, of course, if desired, will supply holders with the hard rubber slides.

PRICES	{	$3\frac{1}{2} \times 3\frac{1}{2}$ . . . . .	\$ .75	$6\frac{1}{2} \times 8\frac{1}{2}$ . . . . .	\$1.75
		$3\frac{1}{4} \times 4\frac{1}{4}$ . . . . .	.80	$8 \times 10$ . . . . .	2.00
		$4 \times 5$ . . . . .	.80	$10 \times 12$ . . . . .	3.00
		$5 \times 7$ . . . . .	1.00	$11 \times 14$ . . . . .	4.00



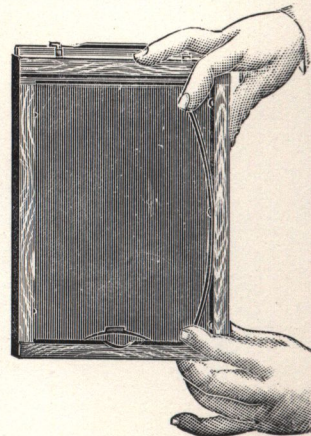
## ROCHESTER ADJUSTING PLATE HOLDER

IT DOES AWAY WITH THE USE OF KITS

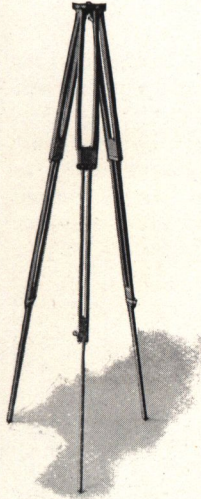
When using full-sized plates the adjusting springs are secured against the frames of the holder. The plate can then be readily placed in position and operated the same as an ordinary holder. In using plates of smaller sizes they are inserted easily in the springs and are absolutely in center. It is a simple and well made holder.

### DIFFERENT SIZED PLATES THAT MAY BE USED

In $4 \times 5$ Holder; $4 \times 5$ , $3\frac{1}{4} \times 4\frac{1}{4}$ , $3\frac{1}{2} \times 3\frac{1}{2}$ , . . . . .	Price, \$1.00
In $5 \times 7$ Holder; $5 \times 7$ , $4\frac{1}{4} \times 6\frac{1}{2}$ , $4 \times 5$ , $4 \times 4$ , . . . . .	" 1.25
In $6\frac{1}{2} \times 8\frac{1}{2}$ Holder; $6\frac{1}{2} \times 8\frac{1}{2}$ , $5 \times 8$ , $5 \times 7$ , $4\frac{1}{4} \times 6\frac{1}{2}$ , . . . . .	" 1.75
In $8 \times 10$ Holder; $8 \times 10$ , $6\frac{1}{2} \times 8\frac{1}{2}$ , $5 \times 8$ , $5 \times 7$ , . . . . .	" 2.00







# TRIPODS

## SENECA COMPACT

The Compact Tripod is made of the best selected ash, all metal parts of brass ; the object being to make it as light as possible consistent with rigidity and strength. It is made in three sections to fold and slide ; the lower part sliding into the second, and the top part folding down over both, making it very convenient to carry. It can be adjusted to any required length. When extended it is 4 feet 9 inches long, while it is but 22 inches in length when folded or closed.

The new top is so made that the legs, when adjusted, are practically locked, avoiding any possibility of their becoming detached by accident after the tripod is placed and ready for use.

### PRICES

No. 1, . . . . . \$2.50

No. 2, . . . . . \$3.00

No. 3 . . . . . \$3.50

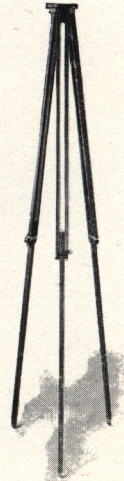
## SENECA SLIDING TRIPODS

This Sliding Tripod is one of the best and most substantial of its class on the market. It is made of highly selected ash, finely finished, with metal parts of brass highly polished and lacquered. It is very light in weight considering its strength, and is made in two sections, the lower half sliding within the other and can be clamped at any desired position by a milled head screw at the intersection of the two parts. The legs are fastened to the top, leaving the Tripod always together and complete, preventing the loss or misplacement of top, as often happens with removable head. The top, which is wood, is covered with soft cloth to keep from marring or defacing the camera.

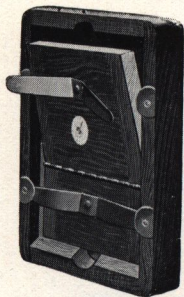
### PRICES

No. 1 Height 55 inches, for cameras up to 5 x 7, . . \$1.25  
 No. 2 " 55 " " " " 8 x 10, . . 1.75

No. 3 Height 57 inches, for cameras up to 11 x 14, . \$2.25  
 No. 4 " 57 " " " " 20 x 24, . 3.00







Professional

## PRINTING FRAMES

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

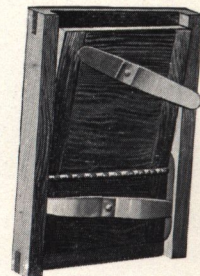
### PRICES (Professional or Heavy Frames)

5 x 7 . . . \$ .50	8 x 10 . . . \$ .75
5 x 8 . . . .50	11 x 14 . . . 1.80
6 1/2 x 8 1/2 . . . .60	14 x 17 . . . 2.40

(Prices on all sizes not listed furnished on application.)

### PRICES (Amateur or Light Frames)

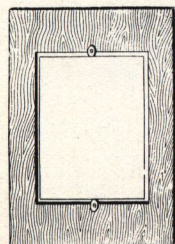
3 1/2 x 3 1/2 . . . . . \$ .25
4 x 5 . . . . . .25
5 x 7 . . . . . .35



Amateur

## HOLDER KITS

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



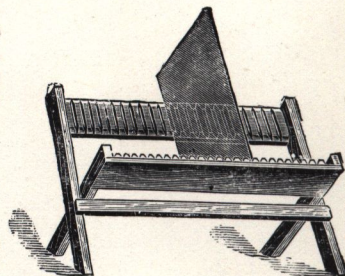
### PRICES

Outside	Inside for Plate	
4 x 5	3 1/2 x 3 1/2, 3 1/2 x 4 1/2 and 3 1/2 x 4	.20
5 x 7	3 1/2 x 3 1/2, 3 1/2 x 4 1/2 " 4 x 5	.25
6 1/2 x 8 1/2	4 x 5 " 5 x 7	.30
8 x 10	5 x 7 " 6 1/2 x 8 1/2	.35

## NEGATIVE RACKS

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

PRICES {	No. 1. Holding 12 negatives, . . . . . \$ .20
	No. 2. Holding 24 negatives, . . . . . .25





## SENECA CARRYING CASES

We furnish cases in solid sole 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.



### PRICES

	3¼ x 4¼	4 x 5	5 x 7	6½ x 8½
Imitation Leather, . . . . .	\$1.50	\$1.50	\$2.00	
Sole Leather, Regular, . . . . .	3.00	3.50	4.00	\$5.50
Sole Leather, for Reversible Back Cameras, . . . . .	3.50	4.00	5.00	6.50

## SHOULDER STRAPS

These Straps are made of sole leather with buckle for regulating length of strap, and are furnished with snap catches for attaching to carrying case.

### PRICES

36 to 48 inches, . . . . .	\$ .25	54 to 60 inches, . . . . .	\$ .30	66 inches, . . . . .	\$ .40
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## SENECA CANDLE LAMP

Made in Japanned tin with ruby glass front; well ventilated. A thoroughly good dark-room lamp.

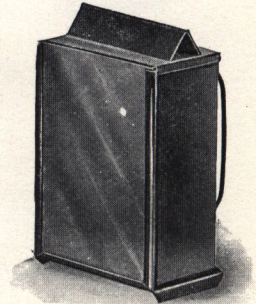
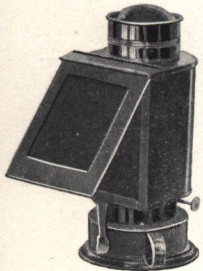
PRICE, . . . . . \$ .30

## SENECA LAMP

This lamp is the most popular one made, not only on account of the price, but because the construction is perfect in every particular. We furnish it in two sizes and fitted with either orange or ruby glass.

### PRICES

No. 1, . . . . .	\$ .80	No. 2, . . . . .	\$1.00
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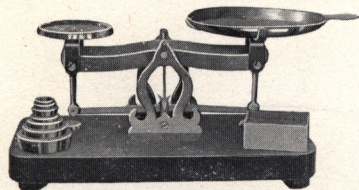
## SENECA PHOTO OPTICAL OUTFIT

The uses of this outfit are varied and it possesses advantages which the amateur who desires to fully realize the pleasures of photography will appreciate.

While the lenses included in this outfit are only supplementary, nevertheless they give the owner of a good objective lens the advantage of five different focal lengths. The Ray Filter, for cloud effects, and the Duplicator, by the use of which an object may be photographed in two positions on the same plate, are valuable additions to the outfit of any photographer. The Seneca Optical Outfit is put up in a plush-lined leather case, and the price quoted below includes all the above instruments. Any one of them, however, may be purchased separately if desired.

### PRICES

A-Outfit—Diameter of lens frames $1\frac{5}{16}$ , for 4 x 5 Cameras, with lens hoods, less than $1\frac{5}{16}$ , . . . . .	\$6.00
B-Outfit—Diameter with lens frames $1\frac{5}{16}$ , for 5 x 7 Cameras, . . . . .	6.00



## 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. The scale is made with a polished wooden base and is well finished and reliable.

PRICE, . . . . . \$3.00





## PHOTOGRAPHIC PAPERS

### DISCO GLOSS

Gives brilliant high lights and rich transparent shadows. It is a reliable photographic printing-out paper.

#### PRICE LIST

Size	Doz.	2 Doz.	Gross	Size	Doz.	½ Gross	Gross
3½ x 3½, . . . . .		\$ .18	\$1.05	5 x 7, . . . . .	\$ .27	\$1.45	\$2.40
3½ x 4½, . . . . .		.18	1.05	6½ x 8½, . . . . .	.40	2.15	3.80
4 x 5, . . . . .		.22	1.10	8 x 10, . . . . .	.54	3.15	5.85
3¾ x 5½, . . . . .	.18		1.25				

### ARGO (A DEVELOPING PAPER)

This paper can be both printed and developed by gas or lamp light, and a beautiful effect of both platinum and carbon is obtainable. The whole process requires but a few seconds and the results are very pleasing.

#### PRICE LIST

Size	Doz.	½ Gross	Gross	Size	Doz.	½ Gross	Gross
3½ x 3½, . . . . .	\$ .12	\$ .65	\$1.20	5 x 7, . . . . .	\$ .30	\$1.60	\$3.00
3½ x 4½, . . . . .	.12	.65	1.20	6½ x 8½, . . . . .	.50	2.70	5.00
4 x 5, . . . . .	.15	.80	1.50	8 x 10, . . . . .	.60	3.35	6.50
3¾ x 5½, . . . . .	.15	.80	1.50				

### SENSITIZED POST CARDS

PRICE—Dozen, 20 cts.; one-half gross, \$1.00; Gross, \$2.00

### ARGO DEVELOPING POWDER

Specially prepared for developing glossy papers.

#### PRICE

Six Powders, sufficient for 24 oz. ready developer, . . . \$ .25

### DEFENDOL DEVELOPING POWDER

For Argo and Bromide Papers. Guaranteed not to stain the fingers and is non-poisonous.

#### PRICE

Six Powders, sufficient for 24 oz. ready developer, . . . \$ .25



## PRICE LIST OF PARTS

Bellows for 4 x 5 Cameras Nos. 1 to 8, . . . . .	\$2.00	Ground Glass Frames, 5 x 7 Cameras, . . . . .	\$ .60
Bellows for 4 x 5 Cameras Nos. 8 and 9, . . . . .	3.00	Ground Glass Frames, 6½ x 8½ Cameras, . . . . .	1.00
Bellows for 5 x 7 Cameras Nos. 2 to 8, . . . . .	2.50	Ground Glass Frames, 8 x 10 Cameras, . . . . .	1.25
Bellows for 5 x 7 Cameras Nos. 8 and 9, . . . . .	4.00	Ground Glass Frames, 11 x 14 Cameras, . . . . .	1.50
Bellows for 6½ x 8½ Cameras Nos. 8 and 9, . . . . .	5.00	Ground Glass, 4 x 5 Cameras, . . . . .	.15
Bellows for 5 x 7 View Cameras, . . . . .	4.00	Ground Glass, 5 x 7 Cameras, . . . . .	.18
Bellows for 6½ x 8½ View Cameras, . . . . .	5.00	Ground Glass, 6½ x 8½ Cameras, . . . . .	.20
Bellows for 8 x 10 View Cameras, . . . . .	6.00	Ground Glass, 8 x 10 Cameras, . . . . .	.30
Bellows for 11 x 14 View Cameras, . . . . .	8.00	Ground Glass, 11 x 14 Cameras, . . . . .	.40
Bulbs and Tubes 18 inches in length to fit any Shutter, . . . . .	.35	Lens Board for Cameras, . . . . .	.25
Reversible Back for View Cameras, 5 x 7, . . . . .	7.50	Lens Board for Stereo Cameras, . . . . .	.40
Reversible Back for View Cameras, 6½ x 8½, . . . . .	9.00	Lens Board for View Cameras up to 8 x 10, . . . . .	.40
Reversible Back for View Cameras, 8 x 10, . . . . .	11.00	Lens Boards for View Cameras 11 x 14, . . . . .	.70
Reversible Back for View Cameras, 11 x 14, . . . . .	14.00	Glass for No. 1 or No. 2 Seneca Lamp (Ruby or Orange) . . . . .	.10
Focusing Cloths, Gossamer, . . . . .	.50	Tops for Tripods, . . . . .	.75
Fronts for 4 x 5 Cameras, . . . . .	2.50	Screws for Tripods, . . . . .	.25
Fronts for 5 x 7 Cameras, . . . . .	3.00	View Finders, . . . . .	1.50
Fronts for 6½ x 8½ Cameras, . . . . .	3.50	Stereo Divisions for Stereo Cameras, . . . . .	1.00
Ground Glass Frames, 4 x 5 Cameras, . . . . .	.50	All Milled Head Screws, . . . . .	.25



## TERMS

Read this page carefully. It may save delay in filling your order.

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

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

Persons unknown to us desiring goods sent C. O. D., must remit one-quarter the cost with the order. The goods will then be sent C. O. D. for the balance. If not found entirely satisfactory after 10 day's trial, they may be returned, and we will refund the money, less express charges.

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

We pack all goods with the utmost care, and will guarantee their safe arrival when sent by freight or express.

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

In ordering please state how to ship. Should this be omitted, we will use our own discretion.



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SENECA CAMERA CO.,

MANUFACTURERS OF  
CAMERAS AND LENSES,  
ROCHESTER, N. Y.



J. C. Hegarty,  
Utahville,  
Pa.