FROM
RALPH J. GOLSEN
4526 PRAIRIE AVE.
CHICAGO, ILL.

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CHICAGO, ILL.

# SENECA CAMERAS

FOR
PLATES—FILM PACK
ROLL FILM

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# THE CAMERA

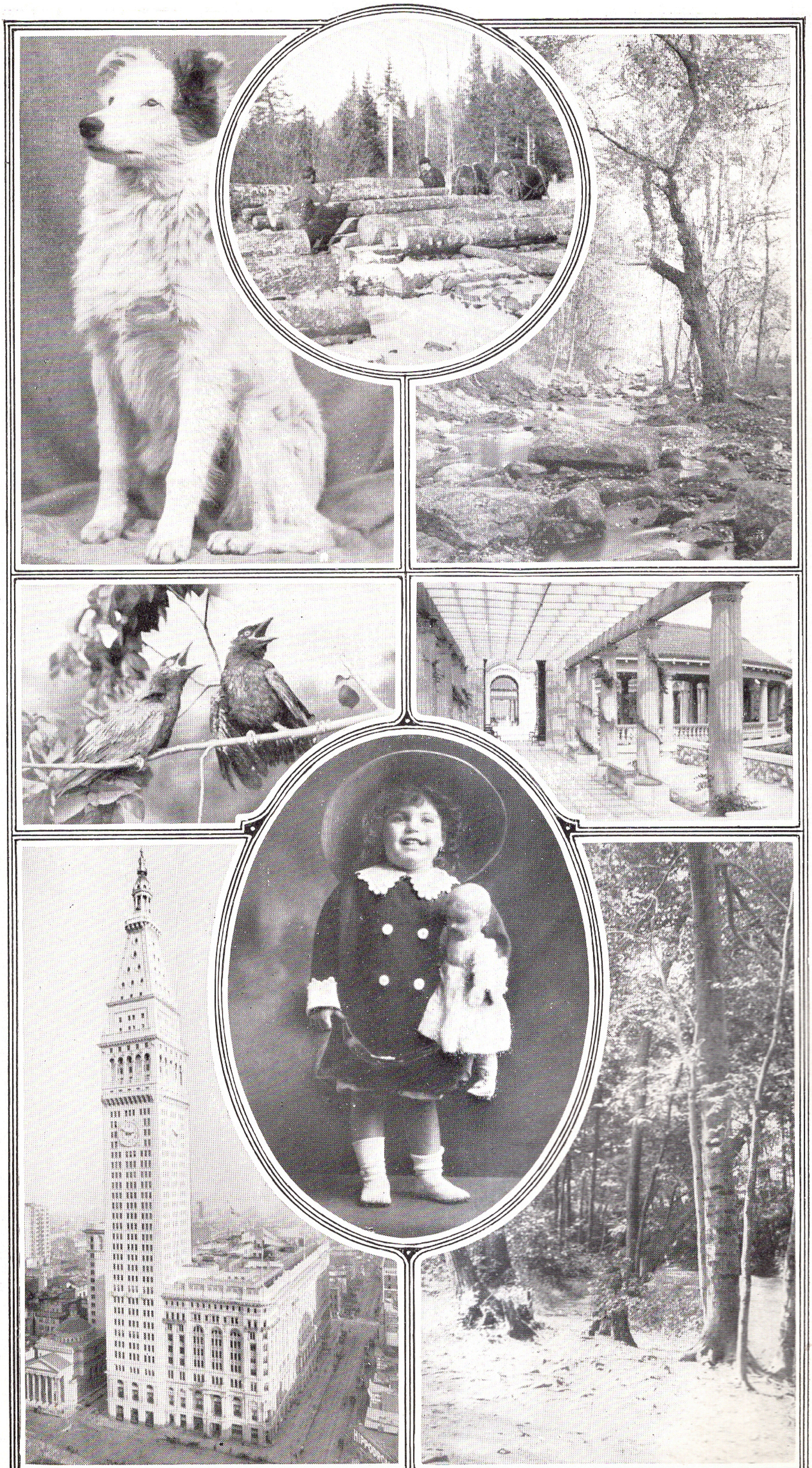
The most influential pictures and the truest in their influence on life are photographs. Man understands them, because they are reproductions of what he has seen, and they lay no tax on the imagination. They teach us no lesson we must afterwards unlearn; rather they repeat, re-arrange and clarify the lessons of life.

# SENECA CAMERA MANUFACTURING COMPANY

Seneca Plate Cameras
Seneca Film Pack Cameras
SENCO Roll Film Cameras

*Office and Factory*
ROCHESTER, N.Y., U.S.A.

*Largest Independent Camera Makers in the World*



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

# Common Sense in Camera Buying

Here's our message to you, and it's really the gist
Of the whole matter: Just see Seneca cameras before you buy.
You must see them, or you'll be sorry afterwards.
Go about buying a camera as you would a piano.
Look at more than one kind; ask the really big
Photographers to help you. They must know.
Seneca cameras challenge comparison. Not here,
In this book; but in the work they do, the wonderful
Photographs they make. You'll know, when you see them
Why Senecas are superior.

You don't want to read books—you want to take
Pictures. And so, what's the use of filling this
Catalogue with arguments that are unconvincing and
Unending? It's like this: Get a Seneca and you'll
Be satisfied,—get something else, and you'll always
Be wishing for one! But we're not going to
Cloud this talk with any technique.

Here's a thing you will understand,—you who are
Buying things all the time: Senecas are the only
Guaranteed cameras sold in America. Why do you
Suppose this is so? Again: we're so sure of their
Quality, so positive that they'll make good, that
We'll take your Seneca back if you but say the word.
These straws show our faith's pretty strong, don't they?
We would talk about ourselves, our gigantic new factory,
Our improved methods of manufacture;—but you don't care
Who makes your camera, or how. So what's the use,—
It's the pictures the camera makes that count.

The Senecas for 1912 are all pictured on succeeding
Pages. You'll find them, instruments in which new
Ideas suggested by the ever-advancing knowledge of
Photography have been developed to the fullest extent.
Having always made the best of things Photographic,
Our best has been steadily getting better.

Seneca cameras are not cheap in the sense of being
Poorly constructed, or inferior; they are the very
Best cameras that money will buy, and are therefore,
Always the cheapest in the end. Senecas are made to
Use,—there are other kinds made to sell.
You'll leave the latter alone if you're wise.

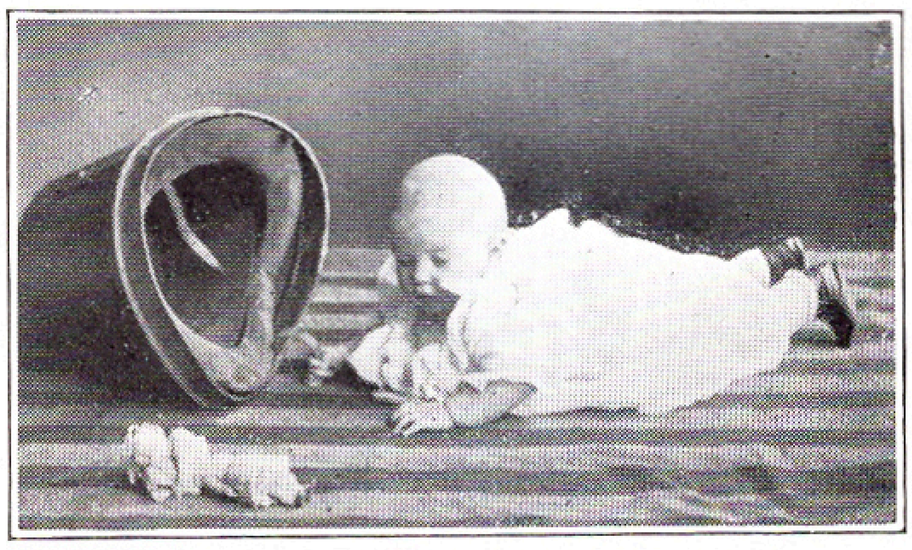
No matter where you are in the delightful
Pursuit of picture taking,—at whatever rung of the
Ladder,—Amateur—Professional—Artist—Traveler—
Scientist,—there's a Seneca that just fits you, and
That's the camera for you to buy. The tools must fit the
Workman, and the best workman must have the best tools.

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

Plate cameras, Film Pack cameras, Roll Film cameras;—
We make them all: By experience we have found what kind
Of a camera is best for a certain class of work, and
That's the camera we make and recommend for that purpose.
Daily this question comes to us:—"Will I buy a
Plate camera or a Film camera?"
Making all kinds of cameras, as we do, surely we can
Afford to give you a frank and unbiased answer.
Here it is: All really good and great photographs
Have been taken on plates. Skilled photographers,
Without exception, use plates. You have had your
Picture taken by a professional in a gallery? Well,
He used a Plate camera. He would no more think of
Using film than he would of going back to the old
Wet plate of Daguerre. Mind you this: Every camera
We make accommodates film; you can use it if you want to;
But you will come to use plates eventually. Buy a
Seneca Plate Camera if you'd make real progress.

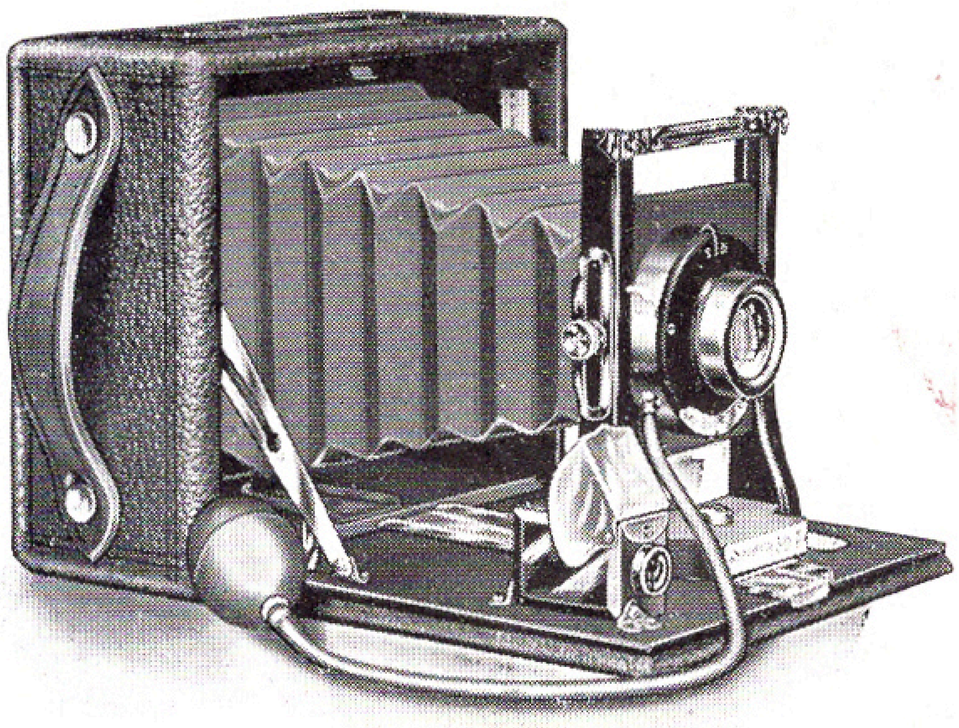
Each camera that leaves our factory is accompanied
By a Manual of Photography and a book of Instructions.
Thus do we start the beginner and aid the advanced Amateur.
More than this: We maintain a large department akin
To a correspondence school, which is given up entirely
To answering questions that perplex the Seneca Camera
Users. This is part of the Seneca service to which
Seneca owners are entitled.

Remember this: Seneca cameras are sold only by Seneca dealers.
Another word and we're through: Unscrupulous persons
May try to foist inferior goods upon you; and so once
More we say it, and emphasize it: Be sure to see the
Seneca before you buy. If the dealer you go to hasn't
Senecas, a postal card to us will tell you where they
Are to be found.



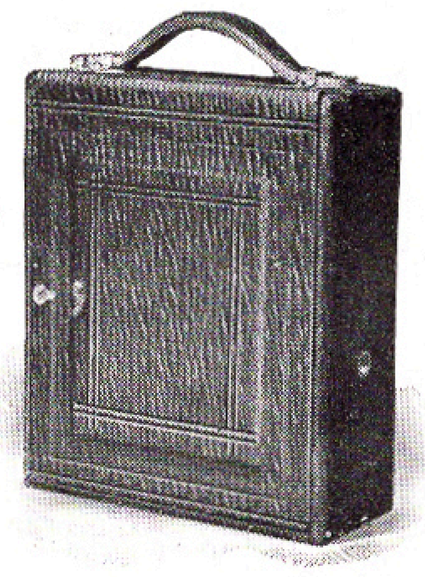
# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



## Seneca Cameras Numbers One, Two and Three

THESE cameras 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 Meniscus Achromatic Lens. The Seneca Number Two is identically the same equipment, except it possesses a Rapid Rectilinear Lens instead of the Meniscus Achromatic, while the Seneca Number Three is precisely the same equipment as the Number Two except the Number Three possesses the Duo Double Valve Dustproof Shutter in place of the Uno. These shutters do not easily get out of order. These cameras are compact and light.



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 | 6¾ | 6¼ x 5½ x 2⅝ | 3¼ x 7⅛ x 11½ | Camera and Five Holders |
| 5 x 7 | 8½ | 8½ x 6½ x 3 | 3¾ x 9½ x 13⅞ | 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.

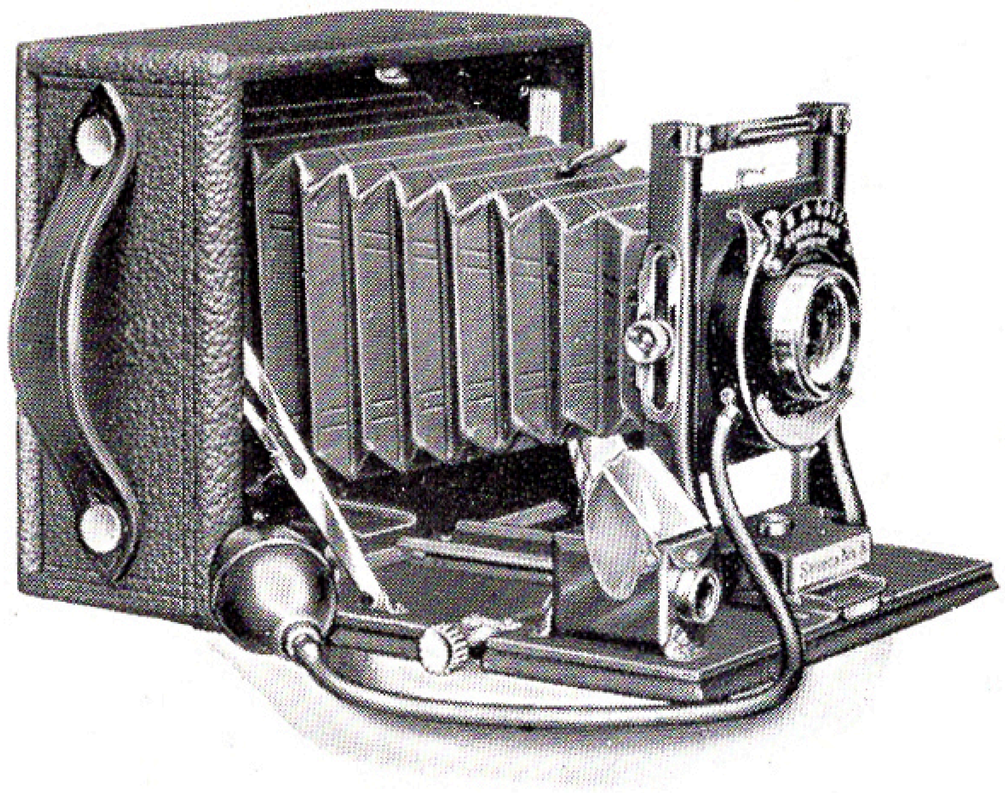
Camera. Leatheret Carrying Case, Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

| **Price of Outfit Complete** | 4 x 5 | 5 x 7 |
|---|---|---|
| Seneca No. 1 with Meniscus Achromatic Lens and Uno Shutter | $ 9.00 | $14.00 |
| Seneca No. 2 with Rapid Rectilinear Lens and Uno Shutter - | 11.00 | 15.00 |
| Seneca No. 3 with Rapid Rectilinear Lens and Duo Shutter - | 14.00 | 18.50 |
| Seneca Adapter (Hingeless) for Film Packs - - - - | 1.25 | 2.00 |

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

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



## Seneca Camera Numbers Four and Five

THE 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 | 8½ | 6¼ x5½x2⅝ | 11½x7⅛x3¼ | Camera and Five Holders |
| 5 x 7 | 10¼ | 8½x6½x3 | 13⅞x3¾x9¼ | 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.

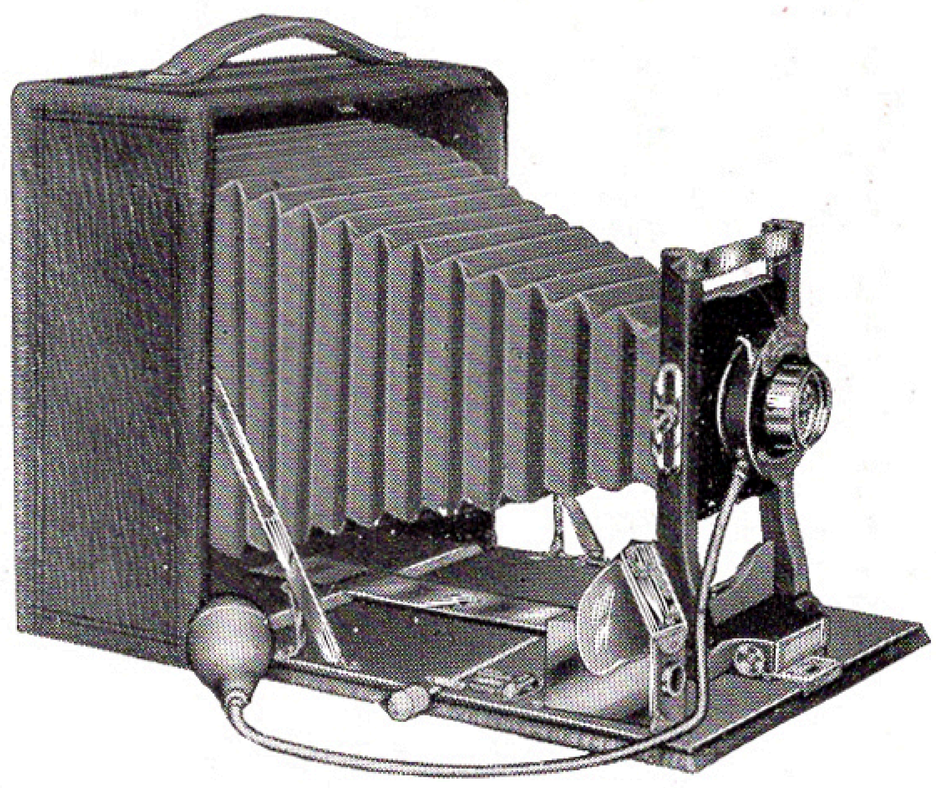
Camera. Leatheret Carrying Case. Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

| **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 57, 58 and 59.

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



## Seneca Camera Number Six

(Reversible Back. Rack and Pinion for Focusing.)

The Back Revolves

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

### DETAIL OF EQUIPMENT

**Dimensions**

| Size of Camera | Focal Capacity Inches | Camera Closed Inches | Carrying Case Inches | Capacity Carrying Case | Size Lens Board |
|---|---|---|---|---|---|
| 4x5 | 9¼ | 6½x6½x3½ | 12¼x4x7⅛ | Camera and Six Holders | 2¼ x 2½ |
| 3¼x5½ | 9¼ | 7 x7 x3⅝ | 12 x4x7½ | " | 2⅜ x 2⅝ |
| 4¼x6½ | 12½ | 8¾x8¾x3¾ | 15⅜x4⅜x9 | " | 3 x 3¼ |
| 5x7 | 12½ | 8¾x8¾x3¾ | 15⅜x4⅜x9 | " | 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.

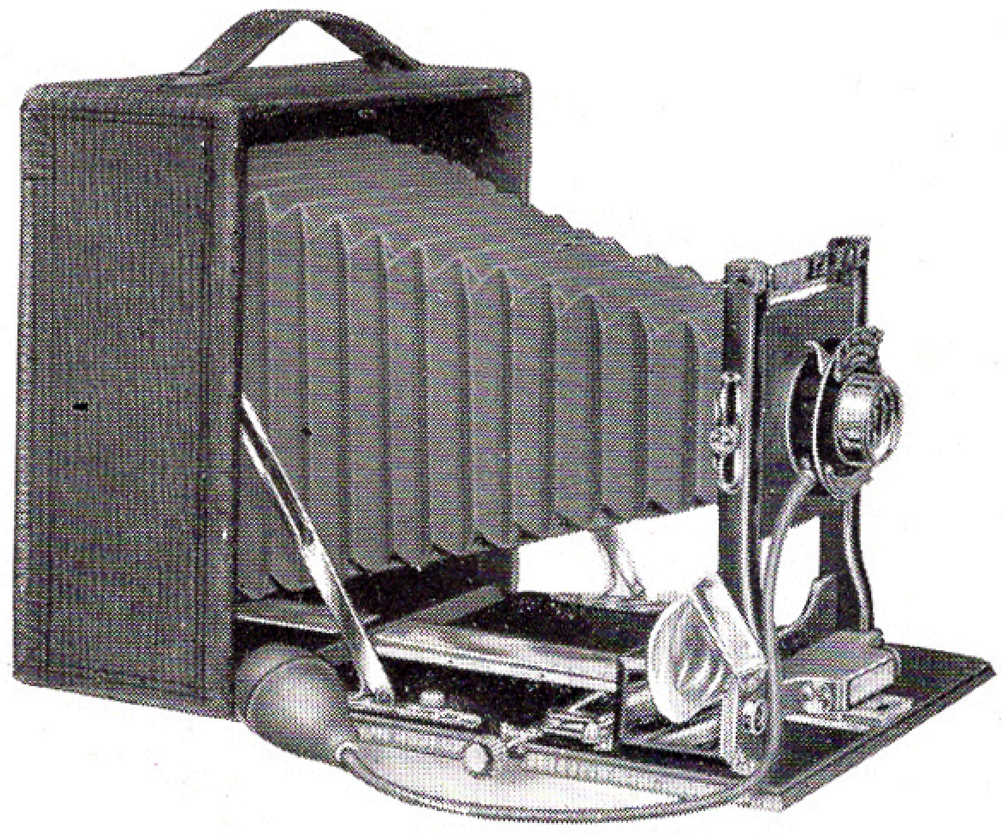
Camera. Leatheret Carrying Case. Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

### Price of Outfit Complete

| | 4 x 5 | (Post Card) 3¼ x 5½ | 4¼ x 6½ | 5 x 7 |
|---|---|---|---|---|
| Style A, fitted with Seneca Uno Shutter and Rapid Rectilinear Lens - - - - - | $15.00 | $17.00 | $20.00 | $20.00 |
| Style B, fitted with the Seneca Duo Double Valve (Dustproof) Shutter and Rapid Rectilinear Lens - - | 18.00 | 20.00 | 23.50 | 23.50 |
| Extra 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.

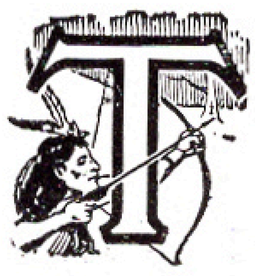
ROCHESTER, N.Y.



## Seneca Camera Number Seven

(Reversible and Swing Back.)

The Back Revolves



THIS 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 | 6½x6½x3½ | 12¼x4x7⅛ | Camera and Six Holders | 2⅜ x 2⅝ |
| 3¼x5½ | 10½ | 7 x7 x3⅝ | 12 x4⅛x7½ | " | 2⅜ x 2⅝ |
| 4¼x6½ | 13¼ | 8¾x8¾x3¾ | 15⅝x4⅝x9¼ | " | 3 x 3¼ |
| 5x7 | 13¼ | 8¾x8¾x3¾ | 15⅝x4⅝x9 | " | 3 x 3¼ |

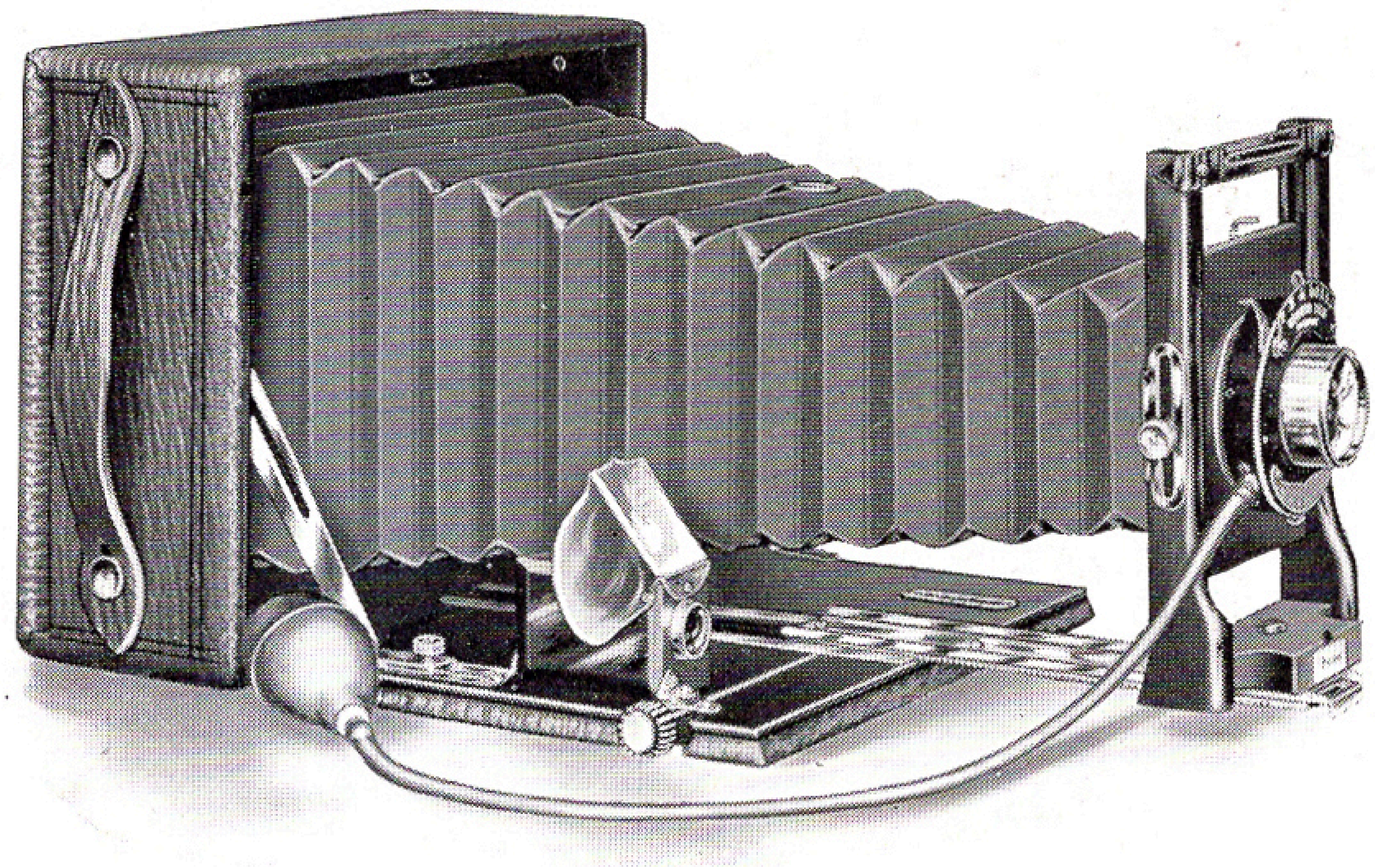
**Camera Box**—Ebony finish, corners dovetailed, covered with walrus grain leather.
**Camera Bed**—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. **Spirit Level**—Attached to bed of camera.
**Metal Parts**—Brass, handsomely nickel plated.
**Bellows**—Black Russia 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 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**—8¾ x 6½ x 2⅞ inches. **Focal Capacity**—12¾ 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.

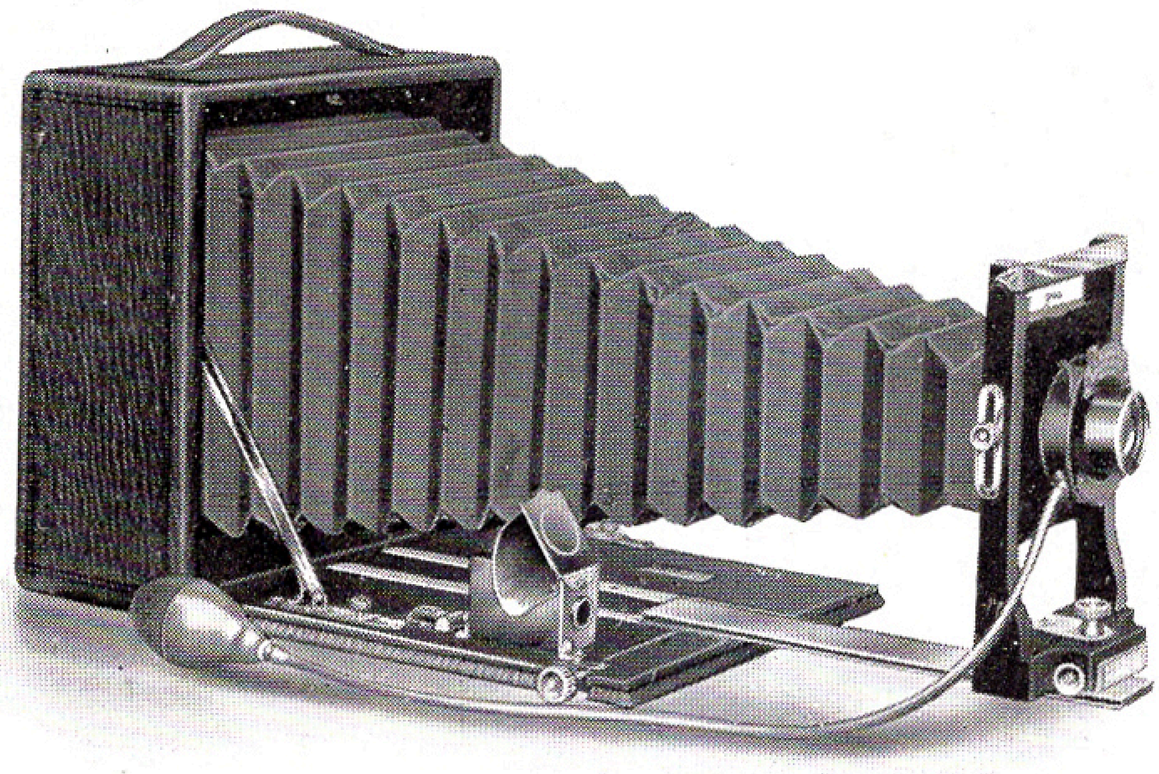
Camera. Seneca Simplex Light Trap Double Plate Holder.
Manual of Photography. Instruction Book.

### 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 Number Eight

(Reversible and Swing Back.)

The Back Revolves.

A 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

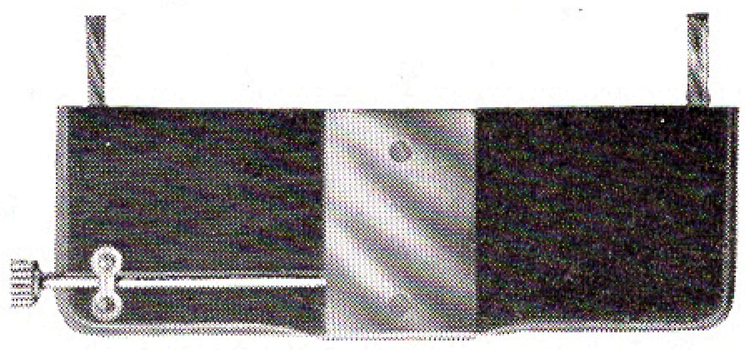
### Dimensions

| Size of Camera | Focal Capacity Inches | Camera Closed Inches | Carrying Case Inches | Capacity Carrying Case | Size Lens Board |
|---|---|---|---|---|---|
| 4x5 | 11¾ | 6½x6½x3½ | 12 x4x7⅛ | Camera and Six Holders | 2¼ x2½ |
| 3¼ x5½ | 12½ | 7 x7 x3⅝ | 12¼ x4⅛x7½ | " | 2¼ x2½ |
| 4¼ x6½ | 16¾ | 8¾ x8¾ x3¾ | 15⅜x4⅜x9 | " | 3 x3¼ |
| 5x7 | 16¾ | 8¾ x8¾ x3¾ | 15⅜x4⅜x9 | " | 3 x3¼ |
| 6½x8½ | 21 | 10¼ x10¼ x4⅞ | 19⅜x5½x11 | Camera and Seven Holders | 4 x4¾ |

# 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.



Supplementary Bed for Extreme Wide Angle Lens

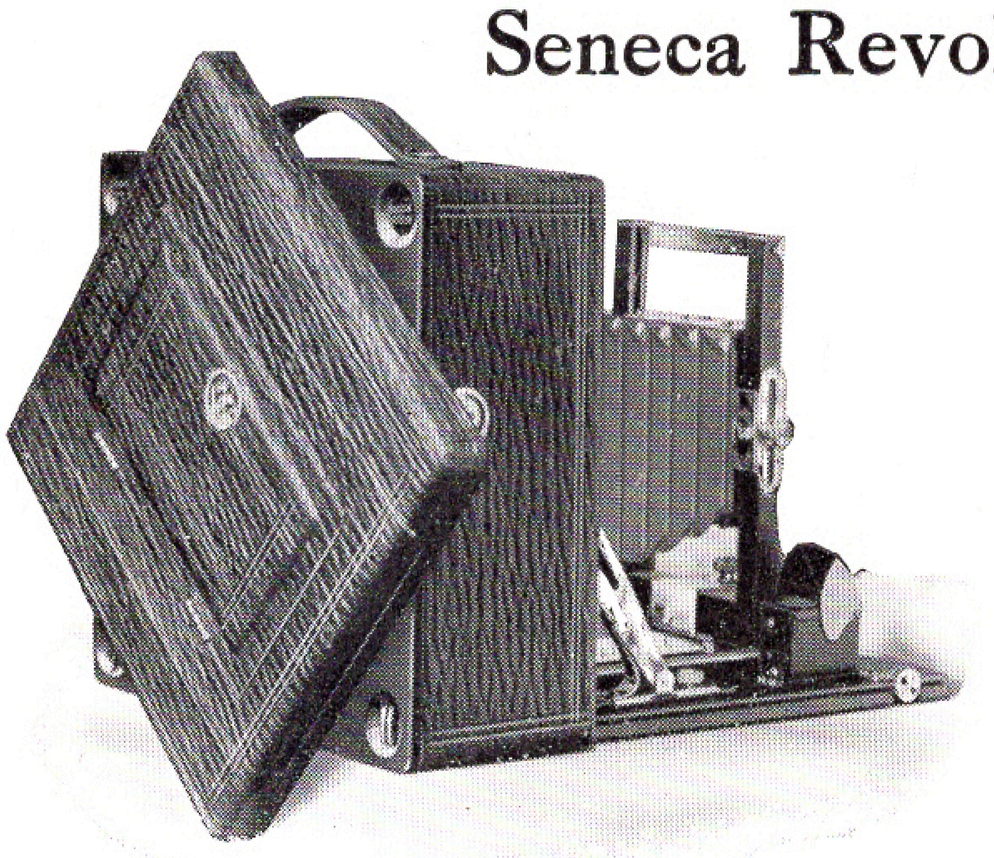
Camera. Solid Leather Carrying Case. Seneca Simplex Light Trap Double Plate Holder. Manual of Photography. Instruction Book.

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

## Price of Outfit Complete

| | 4 x 5 | (Post Card) 3¼ x 5½ | 4¼ x 6½ | 5 x 7 | 6½ x 8½ |
|---|---|---|---|---|---|
| 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



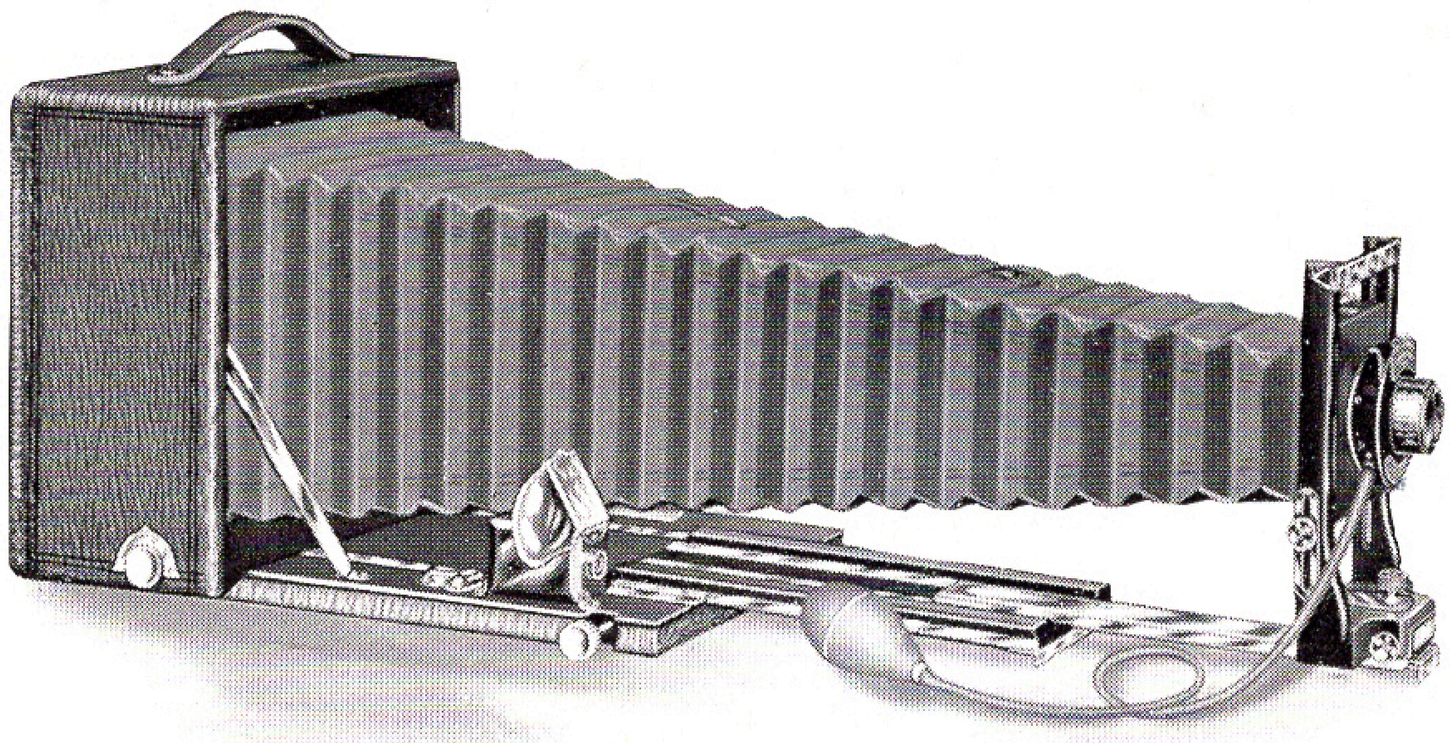
This new back is a creation of the present season. Of course the reader will understand its purpose at a glance. A camera fitted with the Seneca Revolving Back will take vertical or horizontal pictures at will, without altering the position of the camera itself. Fogging the plate is absolutely impossible.

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.



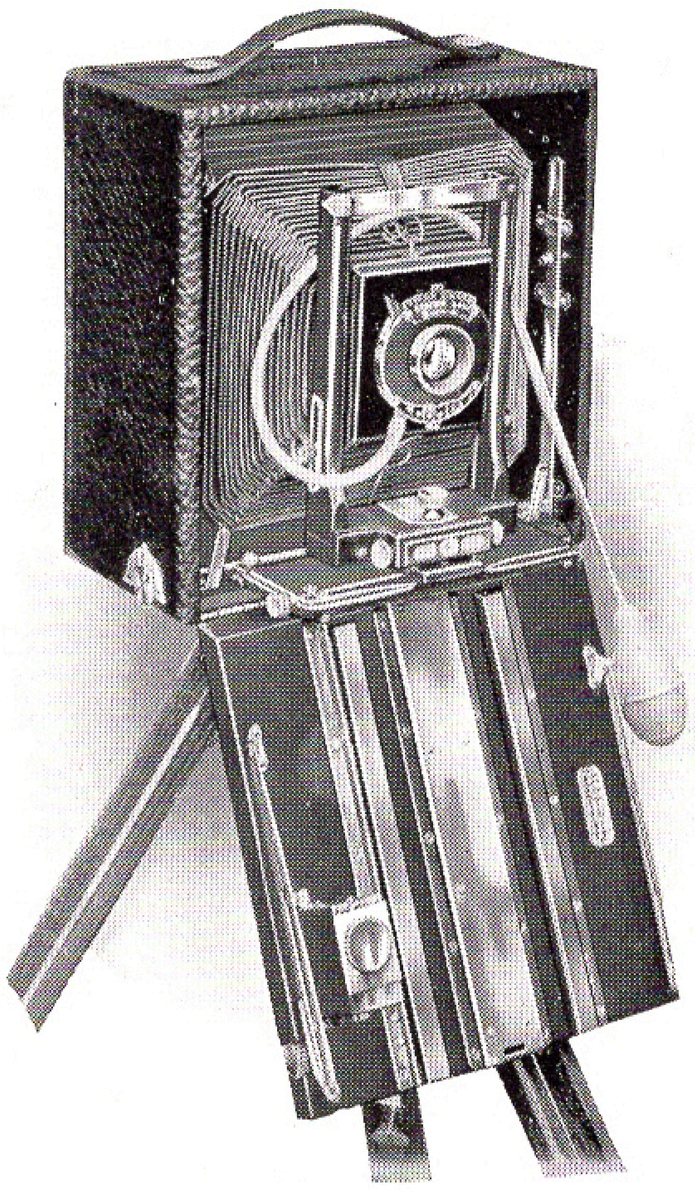
## Seneca Camera Number Nine

(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.

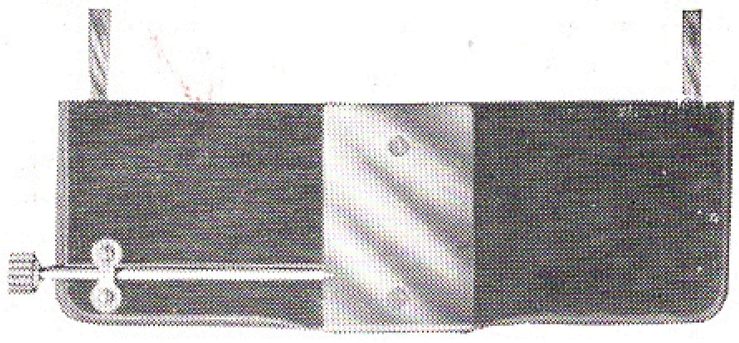


Seneca No. 9 with Supplementary Bed Attached for Extreme Wide Angle Lenses

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 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 | 6½x6½x4 | 12½x4⅜x7⅜ | Camera & 7 Holders | 2¼x2½ |
| 3¼x5½ | 17½ | 7 x7 x4¼ | 12¼x5 x7⅝ | " " " " | 2¼x2½ |
| 4¼x6½ | 22½ | 8¾x8¾x4⅜ | 15⅝x4⅜x9 | " " " " | 3 x3¼ |
| 5x7 | 22½ | 8¾x8¾x4⅜ | 15⅝x4⅜x9 | " " " " | 3 x3¼ |
| 6½x8½ | 27 | 10x10x4¾ | 19⅜x5½x11 | " " " " | 4 x4¾ |

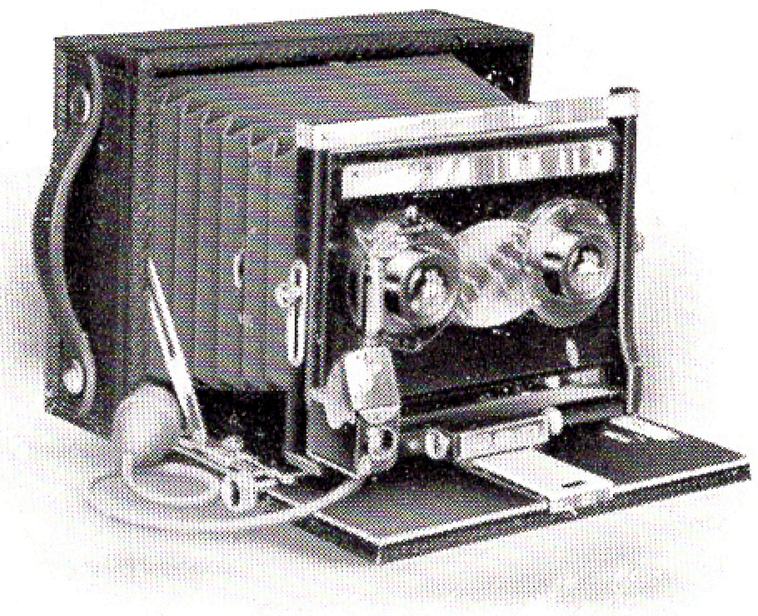
**Camera Box**—Ebony finish, corners dovetailed, covered with walrus grain leather.
**Camera Bed**—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. **Spirit Level**—Attached to bed of Camera.
**Metal Parts**—Brass, handsomely nickel plated.
**Bellows**—Black Russia 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

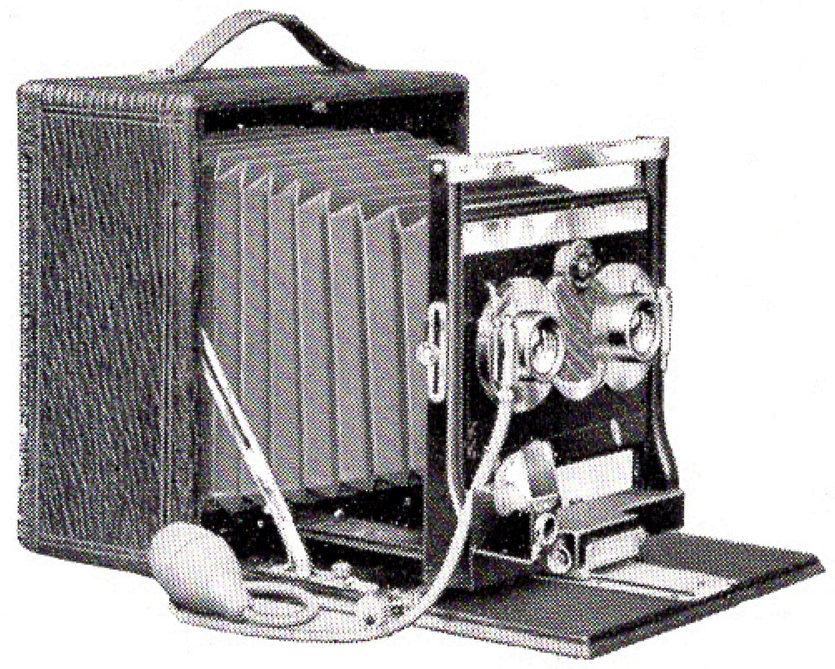
| | 4 x 5 (Post Card) | 3¼ x 5½ | 4¼ x 6½ | 5 x 7 | 6½ x 8½ |
|---|---|---|---|---|---|
| Seneca Camera No. 9 with Convertible Lens, Speed F: 8 | $35.00 | $37.00 | $44.00 | $44.00 | $58.00 |
| Seneca Camera No. 9 with Seneca Anastigmat Lens, Speed F: 6.8 | 58.00 | 60.00 | 72.00 | 73.00 | 104.00 |
| Seneca 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 other Anastigmat Lenses, see page 27.

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



Seneca Stereo, Style A



Seneca Stereo, Style B

## 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 5¼ inches. Stereo B, 3⅝ x 5½ inches.

**Focal Capacity**—Stereo A, 8½ 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.

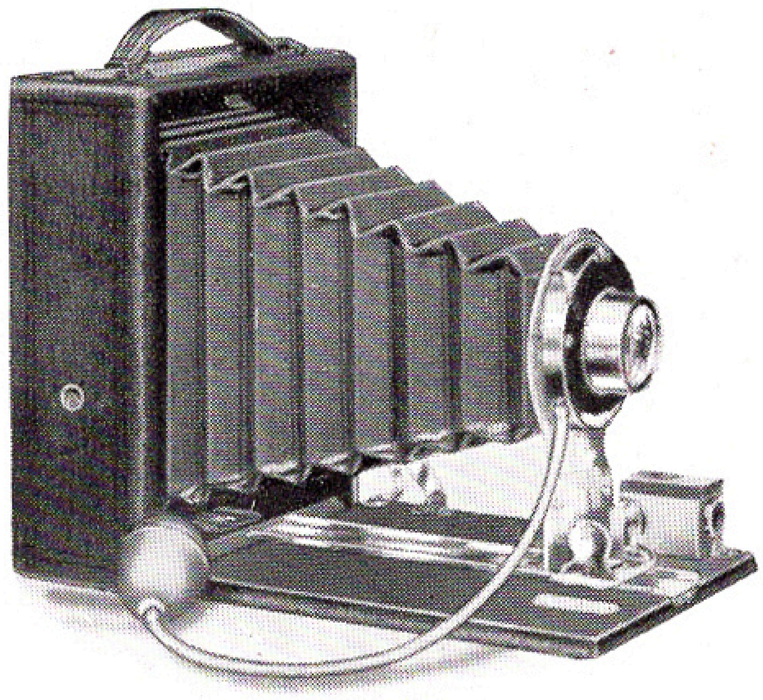
| Price of Outfit Complete | Outfit Complete | Without Lens and Shutter |
|---|---|---|
| Seneca Stereo A - - - - - - - | $34.00 | $26.00 |
| Seneca Stereo B - - - - - - - | 48.00 | 36.00 |
| Seneca Adapter (Hingeless) for Film Packs - - | 2.00 | |

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

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

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



## 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)—6¼ x 5¼ x 2⅛ inches.
**Weight**—19 ounces. **Focal Capacity**—6¾ 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**—Meniscus Achromatic or Rapid Rectilinear.

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

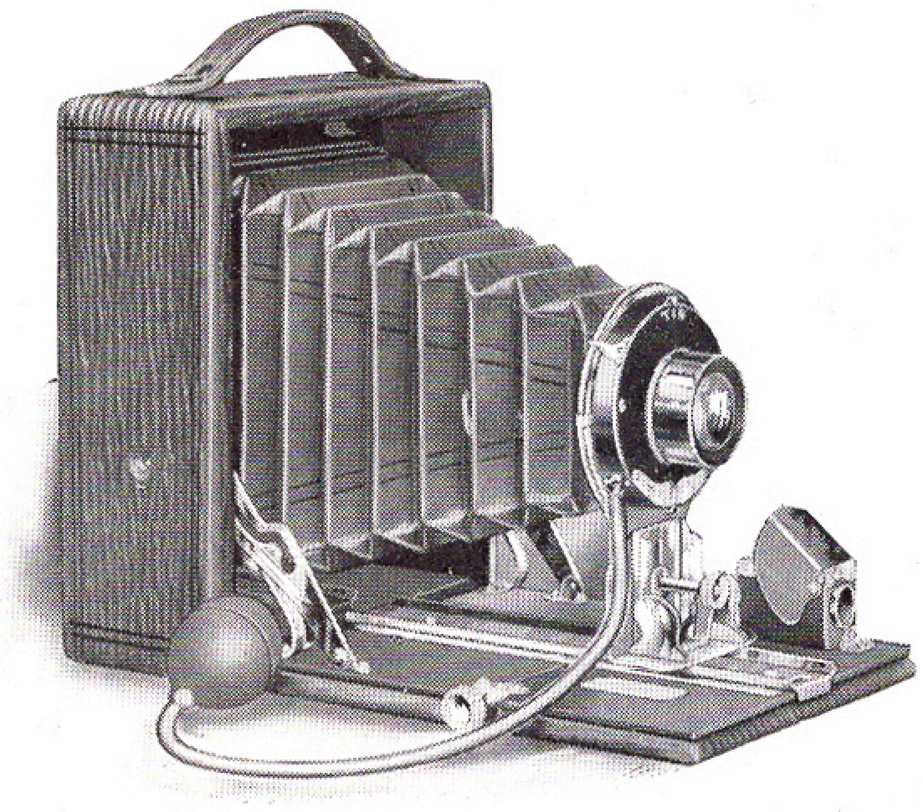
### Price of Outfit Complete

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

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

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



## Pocket Seneca Nos. 30, 31 and 3A

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 3½ x 5½ (Post card) size.

| Dimensions Closed | Weight | Focal Capacity |
|---|---|---|
| No. 30, 3¼ x 4¼ size, 5½ x 4⅛ x 2¼ inches. | 15 ounces. | 6¼ inches. |
| No. 30, 3¼ x 5½ size, 6⅞ x 4½ x 2⅜ inches. | 21 ounces. | 7¾ inches. |
| No. 30, 4 x 5 size, 6⅛ x 5⅛ x 2¼ inches. | 19 ounces. | 7 inches. |
| No. 31, 3¼ x 4¼ size, 5½ x 4⅛ x 2½ inches. | 19 ounces. | 8 inches. |
| No. 31, 3¼ x 5½ size, 6⅞ x 4½ x 2⅜ inches. | 23 ounces. | 9½ inches. |
| No. 31, 4 x 5 size, 6⅜ x 5⅛ x 2½ 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**—Double Rapid Rectilinear,

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

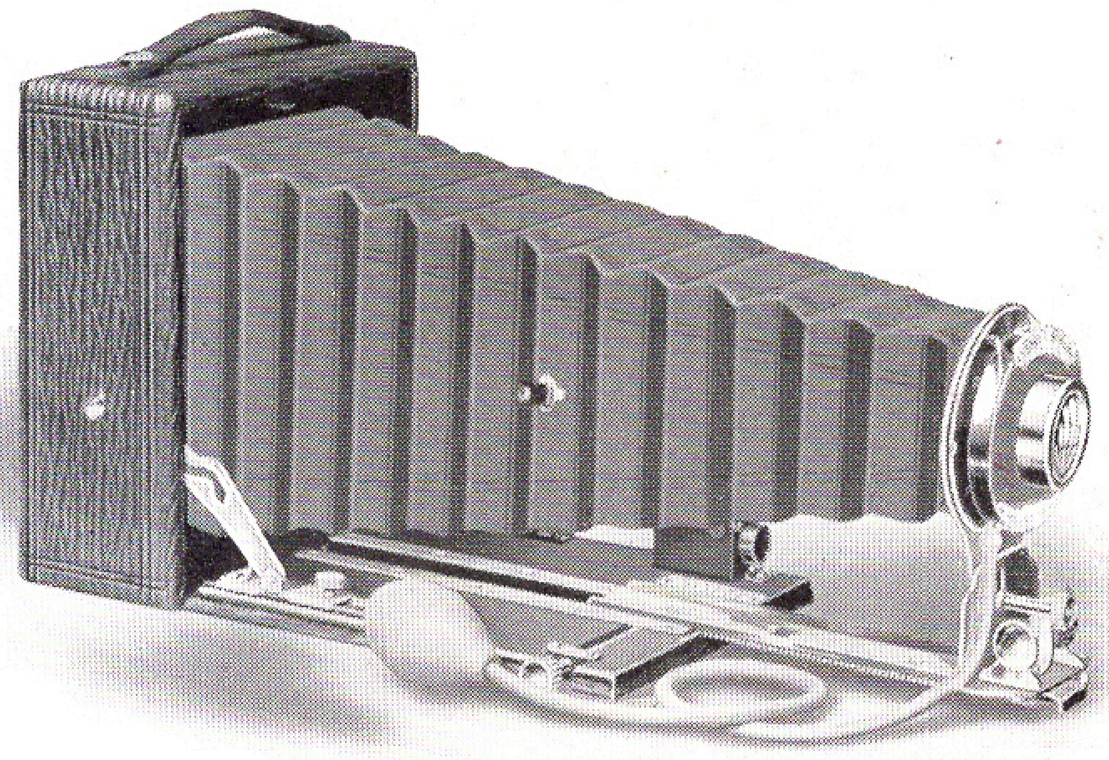
### Price of Outfit Complete

| | 3¼ x 4¼ | 4 x 5 | (Post Card) 3¼ x 5½ |
|---|---|---|---|
| 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 | 14.00 |
| Pocket Seneca No. 31 wih Duo Shutter - | 12.50 | 13.50 | 16.00 |
| Pocket Seneca No. 31 with Autic Shutter - | 14.50 | 15.50 | 18.00 |
| Seneca Adapter (Hingeless) for Film Packs - | 1.00 | 1.25 | 1.25 |

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

# SENECA CAMERA MFG. CO.

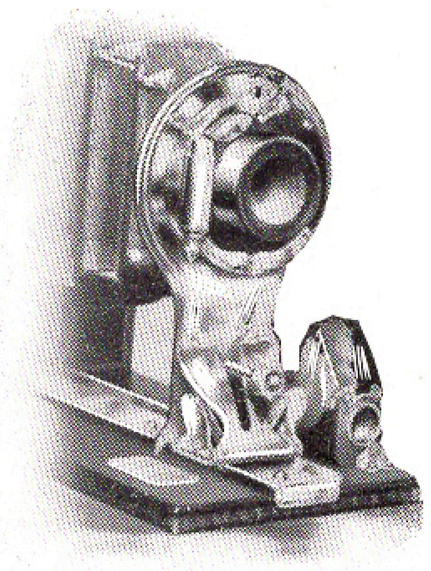
ROCHESTER, N.Y.



## Pocket Seneca No. 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 |
|---|---|---|---|
| 3¼ x 4¼ size, | 4¼ x 2½ x 5½ inches. | 20 ounces. | 10 inches. |
| 4 x 5 size, | 5¼ x 2½ x 6¼ inches. | 24 ounces. | 11½ inches. |

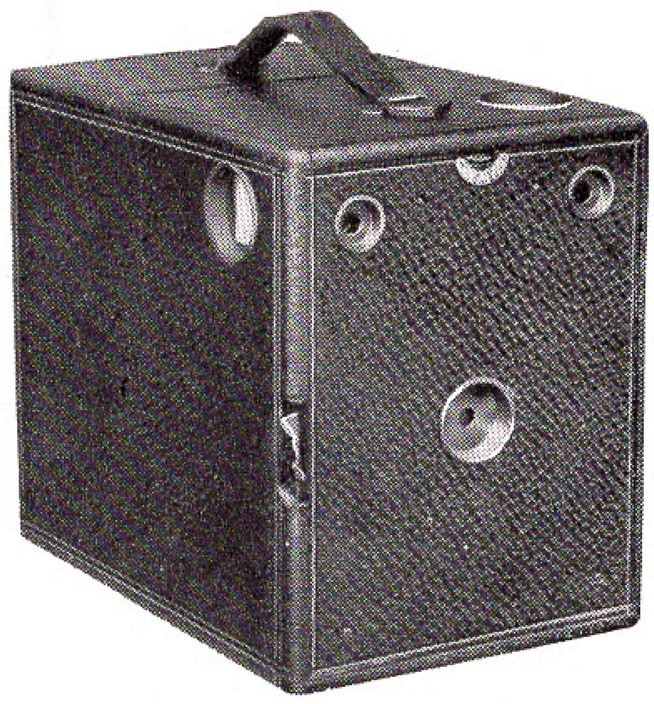
**Lens**—Triple Convertible, Speed F: 8, or Rapid Rectilinear Lens, Speed F: 11.
**Camera Box**—Ebony finish, corners dovetailed and covered with walrus grain leather.
**Camera Bed**—Solid mahogany, ebony finish, attached to Camera with improved nickel plated piano hinge. **Swing**—Either back or bed.
**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 | 3¼ x 4¼ | 4 x 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 |

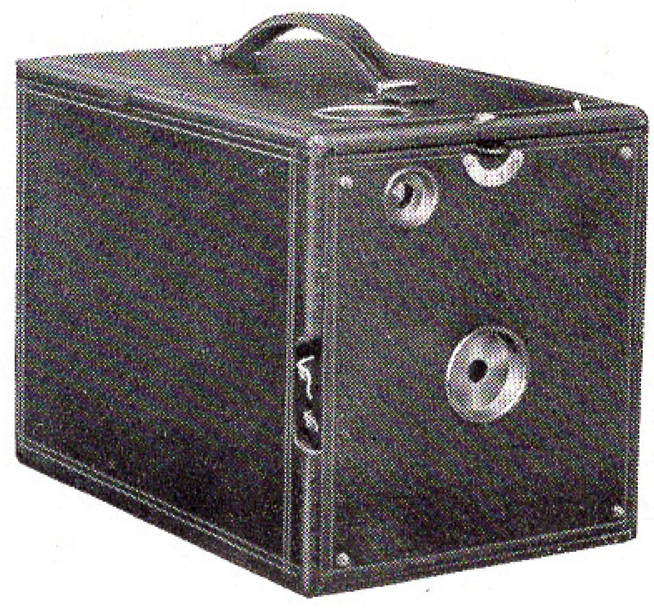
NOTE—For prices of extra Seneca Plate Holders, see pages 56, 57 and 58. For price of Carrying Case for above, see page 65.

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



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, unequaled 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

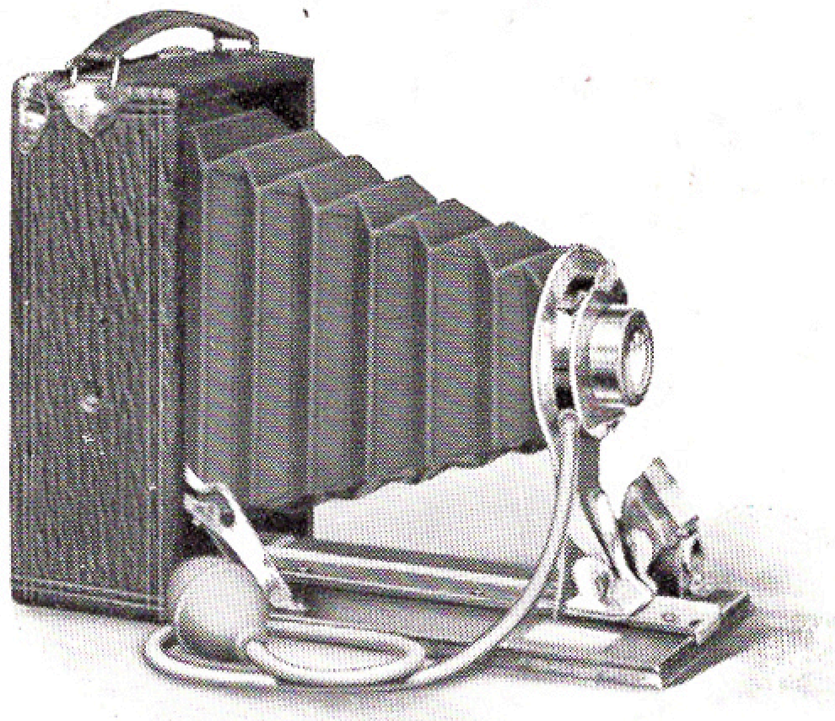
**Dimensions**—Seneca Senior, 8¼ x 5½ x 7½ inches. Seneca Junior, 3½ x 3½ size, 7⅝ x 5¾ x 5 inches. Seneca Junior, 3¼ x 4¼ size, 7¼ x 4¼ x 6¼ inches.
**Focus**—Universal. **Tripod Sockets**—Two. **Lens**—Meniscus Achromatic.
**View Finders**—Two on Seneca Senior, one on Junior 3½ x 3½.
**Shutter**—Automatic 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.



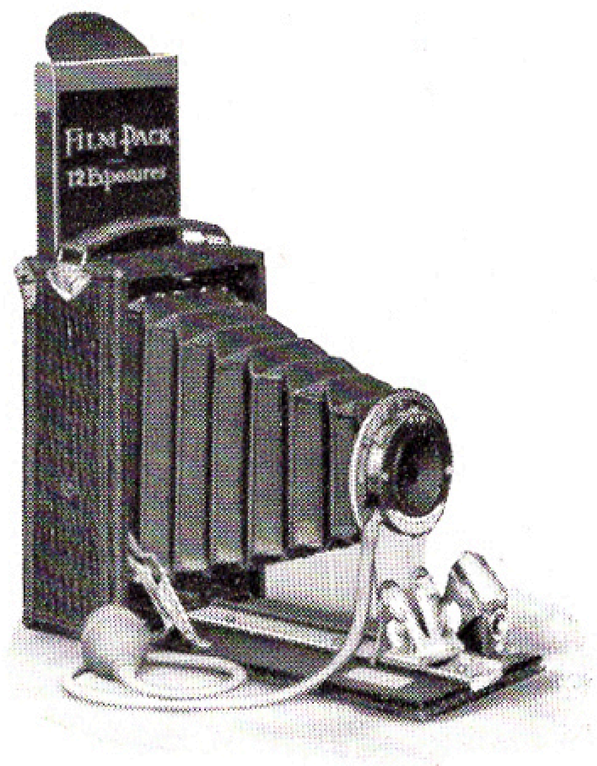
## Seneca Filmett

Improved

(For Daylight Loading Film Packs Only)

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

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




Filmett Showing Film Pack Partly Inserted

| | 2¼ x 3¼ | 3¼ x 4¼ | 3¼ x 5½ (Post Card) | 4 x 5 |
|---|---|---|---|---|
| **Dimensions** - | 3¼ x 4½ x 2¼ | 4 x 2½ x 5⅜ | 4 x 2½ x 6⅝ | 4¾ x 2½ x 6¼ |
| **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.

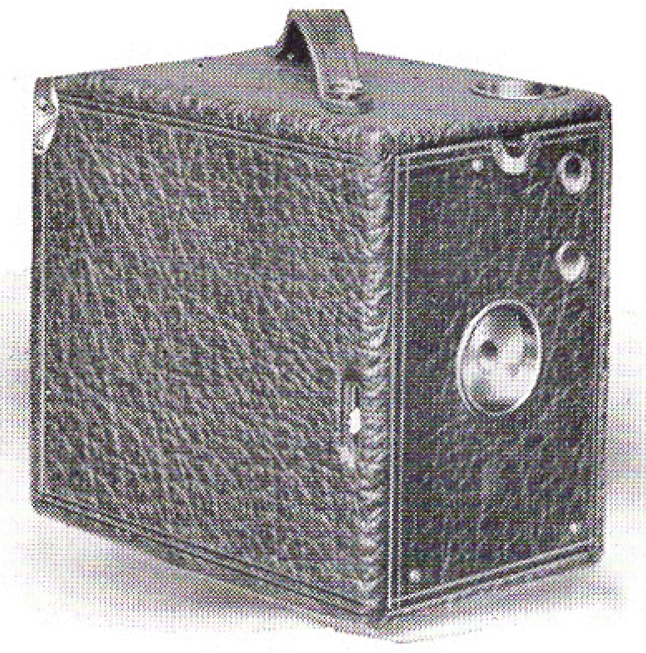
### PRICES

| | 2¼ x 3¼ | 3¼ x 4¼ | 3¼ x 5½ (Post Card) | 4 x 5 |
|---|---|---|---|---|
| Seneca Filmett with Meniscus Achromatic Lens and Uno Automatic Shutter - | $6.00 | $ 9.00 | $11.50 | $11.50 |
| Seneca Filmett with Rapid Rectilinear Lens and Uno Automatic Shutter - - | 9.00 | 10.00 | 12.50 | 12.50 |
| Seneca Filmett with Rapid Rectilinear Lens and Duo Double Valve Shutter - - | | 12.00 | 14.50 | 14.50 |
| Carrying Case for above Camera - - | 1.25 | 1.50 | 1.50 | 1.50 |

NOTE—Finger release only and not bulb and tube in the 2¼ x 3¼ size with Single Achromatic Lens.

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

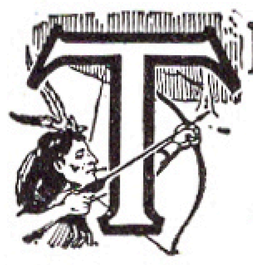


Seneca Box Film Camera

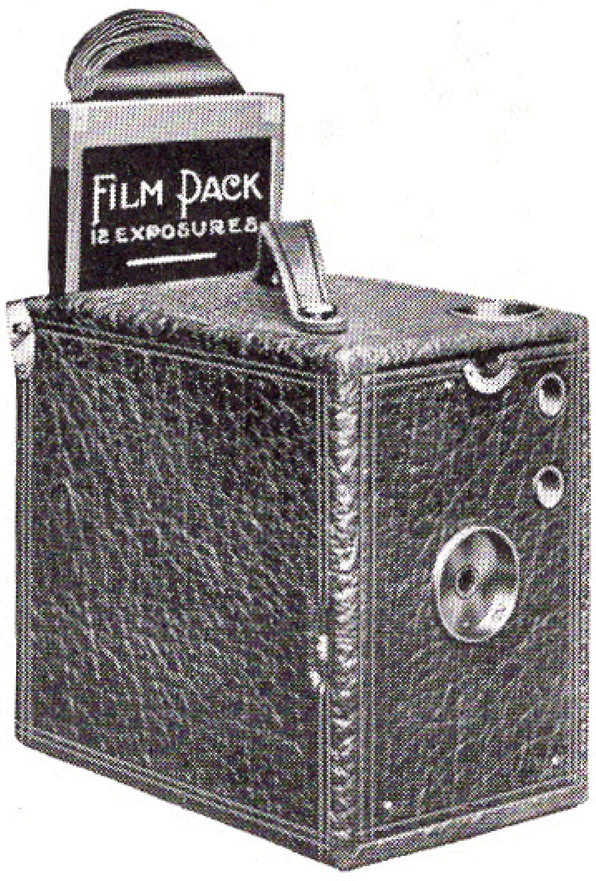
## Seneca Box Film Camera

(Improved)

(For Daylight Loading Film Packs Only)



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




Camera with Film Pack Partly Inserted

This instrument is equipped with a Meniscus Achromatic Lens and Automatic Shutter for time and instantaneous exposures, as well as a finger release, with the exception of the 2¼ x 3¼ size which possesses only the finger release on the shutter. Camera is covered with genuine seal grain leather.

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

| | 2¼ x 3¼ | 3¼ x 4¼ | (Post Card) 3¼ x 5½ |
|---|---|---|---|
| **Dimensions** - - | 6 x 3¼ x 4⅝ | 6 x 3⅞ x 5⅝ | 6½ x 3⅞ x 6¾ |
| **Weight** - - - | 11 ounces | 14 ounces | 17 ounces |

**Capacity**—12 film exposures.

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

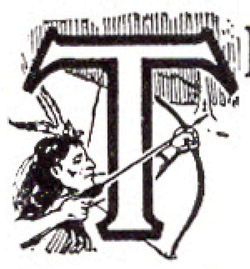
**PRICES**

| | 2¼ x 3¼ | 3¼ x 4¼ | (Post Card) 3¼ x 5½ |
|---|---|---|---|
| Seneca Box Film Camera - - - - | $3.00 | $5.00 | $6.00 |
| Carrying Case for above Camera - - - | 1.50 | 1.50 | 1.50 |

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

## SENCO Roll Film Cameras



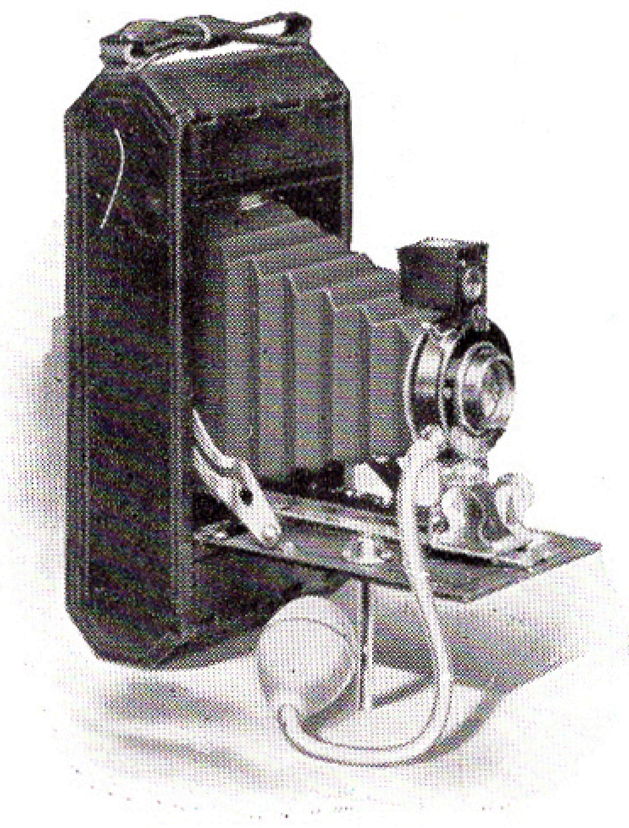
HE present year marks the addition of Roll Film Cameras to the marvelous Seneca line. Designed only for spool or roll film, these dainty little instruments appeal altogether to the amateur and tourist. With the addition of this link the chain is now complete. We include in our list cameras of every style and design from the diminutive box of the small child to the complex studio outfit of the master.

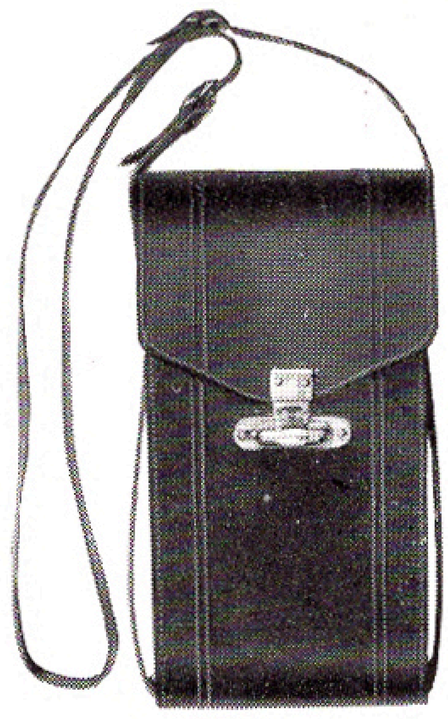
SENCO Roll Film Cameras are easy to load any time, anywhere, in daylight or dark. They carry six or twelve exposures as the operator may desire; are compact, light, and possess an individuality and elegance of finish all their own. The faster lenses and faster films of to-day have made this style of cameras immeasurably better in theory than it was a few years ago;—and we have made the SENCO Roll Film Cameras immeasurably better in reality than any instruments of this style that the market affords. The point should be emphasized here, we think, that these cameras are confined to the accommodation of spool films. The film pack and plates cannot be used. Again: there is no ground glass for focusing, a feature so desirable in landscape work, portraiture and composition. Manufacturers who make Spool Film Cameras, only, have a perfect horror of the dark room. They emphasize the fact that this style of photographic instrument is the daylight camera. It is. In that lies its greatest advantage.

The design of the film chambers in the instrument, the security,—the absolute light-tight character of the protecting walls,—the unique device for holding the spool, which cuts down the time of loading, one-half;—are some of the more marked features of individuality and excellence. The back of the camera is hinged, and is an integral part of the instrument,—a distinct advance in constructive design over other spool film styles. Made of aluminum, thereby making them light in weight; they are covered with genuine seal grain leather and the metal parts are nickeled. We have added a lens and shutter equipment well calculated to keep these instruments in front, and unsurpassed in the trade;—thus opening the way for anyone without previous photographic experience to obtain a convenient and satisfactory camera for amateur work. Of course it should be clearly understood that SENCO Roll Film Cameras accommodate any roll film of standard manufacture.

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.





Carrying Case
for SENCO Cameras

## Folding Pocket SENCO No. 1

For Roll Film
Takes 2¼ x 3¼ Size Pictures

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

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

### DETAIL OF EQUIPMENT

**Size**—Made in 2¼ x 3¼ size only.
**Capacity**—12 exposures without reloading.
**Dimensions of Camera**—7 x 3½ x 1⅞ inches.
**Weight**—16 ounces. **Tripod Sockets**—Two.
**Focal Capacity**—4½ inches. **Film Chamber**—Improved.
**View Finder**—Brilliant, reversible.
**Shutter**—Uno Automatic or Autic Automatic (Dustproof).

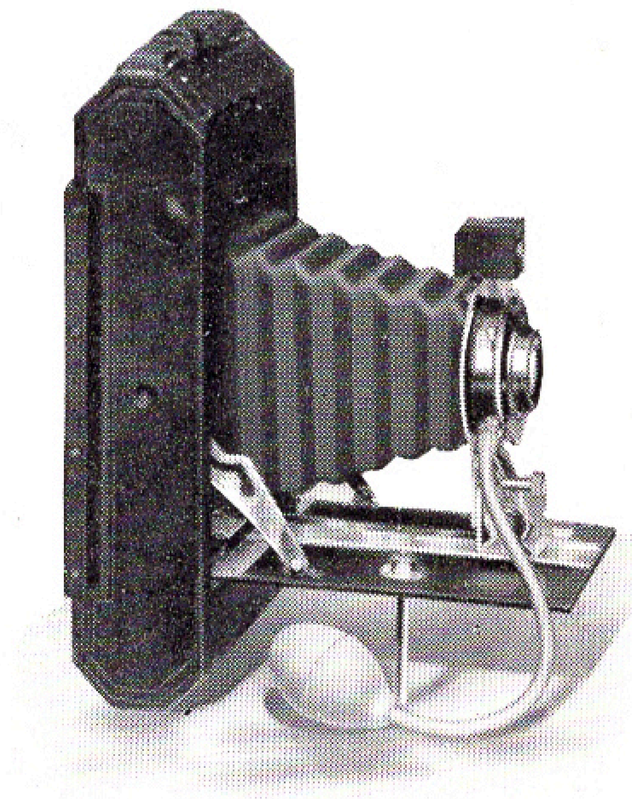
Manual of Photography. Instruction Book.

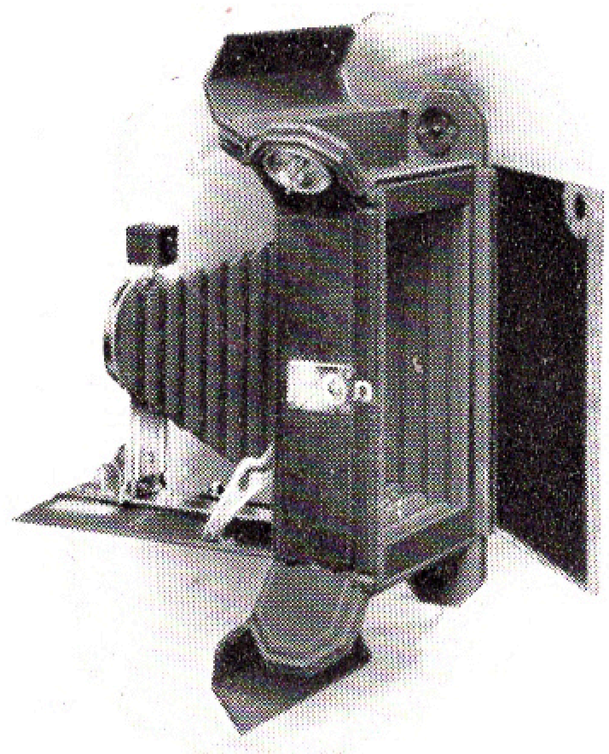
### Price of Outfit Complete

| | |
|---|---|
| SENCO No. 1 with Meniscus Achromatic Lens and No. 1 Uno Automatic Shutter | $11.00 |
| SENCO No. 1 with Rapid Rectilinear Lens and No. 2 Uno Automatic Shutter with bulb and tube | 13.00 |
| SENCO No. 1 with Rapid Symmetrical, Speed F: 8, Lens and Autic Automatic (Dustproof) Shutter | 19.00 |
| SENCO No. 1 with Seneca Anastigmat Lens, Speed F: 6.8, and Autic (Dustproof) Shutter, speed 1-100 second | 37.50 |
| Black sole leather carrying case with strap | 1.50 |
| Film Cartridge, 12 exposures, 2¼ x 3¼, Vulcan non-curling | .40 |
| Film Cartridge, 6 exposures, 2¼ x 3¼, Vulcan non-curling | .20 |
| SENCO Portrait Attachment | .50 |

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.





Showing View with Improved Film Chambers
Open Ready to Receive the Spool Film

## Folding Pocket SENCO No. 1A

For Roll Film

Takes 2½ x 4¼ Size Pictures

THIS is a thoroughly satisfactory instrument and is strongly recommended for snap-shot work. In construction and operation it follows closely the Senco No. 1, but it takes a picture 2½ x 4¼ inches and is adapted for a good range of work.

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

### DETAIL OF EQUIPMENT

**Size**—Made in 2½ x 4¼ size only.
**Capacity**—12 exposures without reloading.
**Dimensions of Camera**—8½ x 3⅞ x 2 inches.
**Weight**—22 ounces. **Front**—Rising and falling.
**Tripod Sockets**—Two. **Focal Capacity**—5½ inches.
**Film Chamber**—Improved. **View Finder**—Brilliant, reversible.
**Shutter**—Uno Automatic or Autic Automatic (Dustproof).

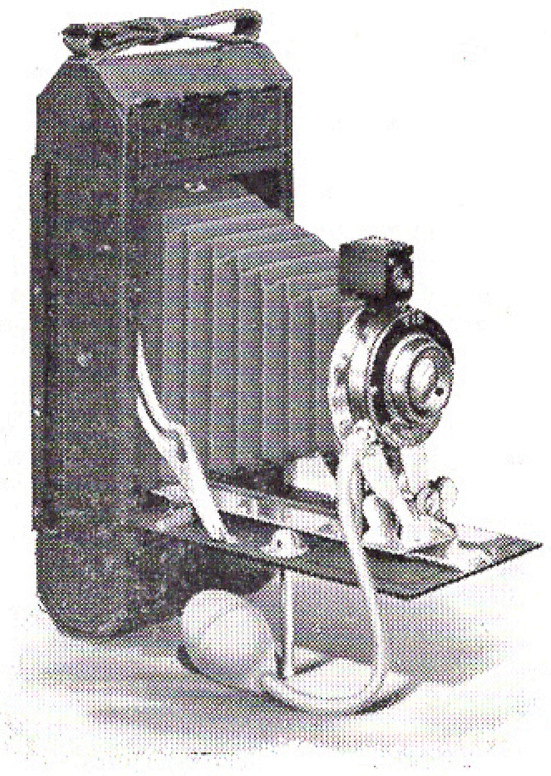
Manual of Photography. Instruction Book.

### Price of Outfit Complete

| | |
|---|---|
| SENCO No. 1A with Meniscus Achromatic Lens and No. 1 Uno Automatic Shutter | $13.00 |
| SENCO No. 1A with Rapid Rectilinear Lens and No. 2 Uno Automatic Shutter | 15.00 |
| SENCO No. 1A with Rapid Symmetrical Lens, Speed F: 8, and Autic Automatic (Dustproof) Shutter | 20.00 |
| SENCO No. 1A with Seneca Anastigmat Lens, Speed F: 6.8, and Optimo Shutter, speed 1-300 second | 45.00 |
| Black sole leather carrying case with strap | 1.50 |
| Film Cartridge, 12 exposures, 2½ x 4¼, Vulcan non-curling | .50 |
| Film Cartridge, 6 exposures, 2½ x 4¼, Vulcan non-curling | .25 |
| SENCO Portrait Attachment | .50 |

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



## Folding Pocket SENCO No. 3

For Roll Film

Takes 3¼ x 4¼ Size Pictures

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

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

A rising and falling front of distinctive design is a part of the regular equipment. The style and general appearance of the instrument (open or shut) is indicative of the very highest type.

### DETAIL OF EQUIPMENT

**Size**—Made in 3¼ x 4¼ size only.
**Capacity**—12 exposures without reloading.
**Dimensions**—8⅜ x 4½ x 2 inches. **Weight**—23 ounces.
**Front**—Rising and falling. **Focal Capacity**—6 inches.
**Film Chamber**—Improved. **View Finder**—Brilliant, reversible.
**Tripod Sockets**—Two.
**Shutter**—Uno Automatic, Autic Automatic (Dustproof) or Optimo.

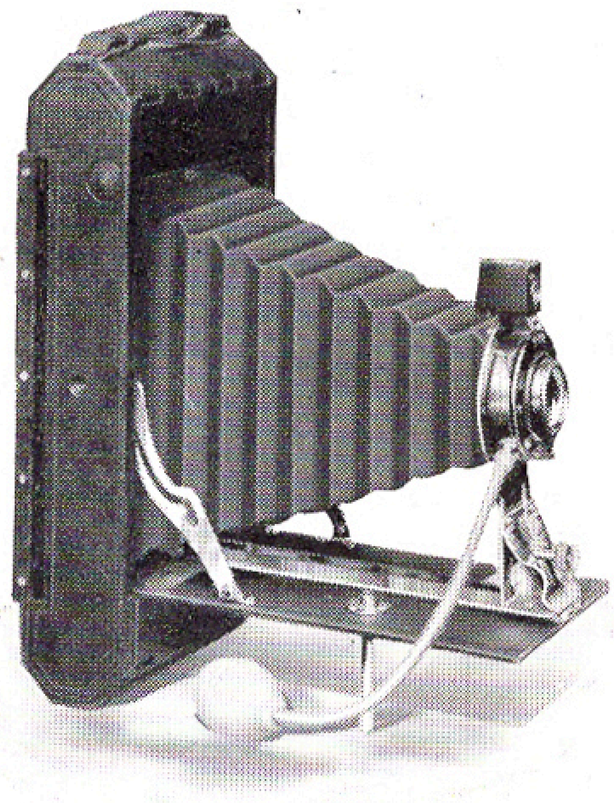
Manual of Photography. Instruction Book.

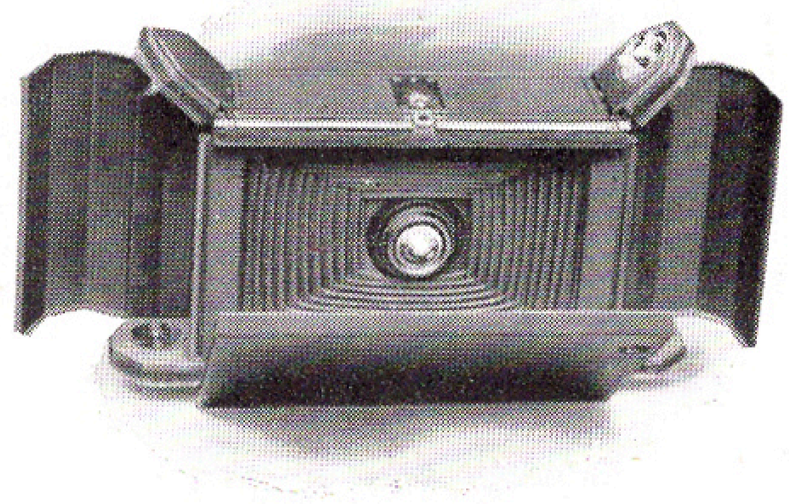
### Price of Outfit Complete

| | |
|---|---|
| SENCO No. 3 with Meniscus Achromatic Lens and No. 1 Uno Automatic Shutter | $15.50 |
| SENCO No. 3 with Rapid Rectilinear Lens and No. 2 Uno Automatic Shutter with bulb and tube | 18.50 |
| SENCO No. 3 with Rapid Symmetrical Lens, Speed F: 8, and Autic Automatic (Dustproof) Shutter | 25.00 |
| SENCO No. 3 with Seneca Anastigmat Lens Speed F: 6.8, and Optimo Shutter, Speed 1-300 second | 47.00 |
| Black sole leather carrying case with strap | 1.50 |
| Film Cartridge, 12 exposures, 3¼ x 4¼, Vulcan non-curling | .70 |
| Film Cartridge, 6 exposures, 3¼ x 4¼, Vulcan non-curling | .35 |
| SENCO Portrait Attachment | .50 |

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.



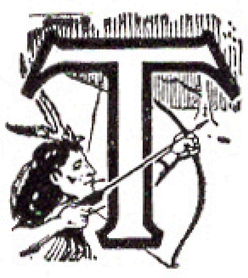


Back of SENCO Camera Showing
Improved Film Chambers

## Folding Pocket SENCO No. 3A

For Roll Film

Takes 3¼ x 5½ (Post Card) Size Pictures



THE same as Senco No. 3 except in size, this Camera may be used for profit as well as pleasure. Everyone knows the extent to which post card photography has become popular, and this is the post card size of instrument. It gives correctly proportioned and most harmonious results. Made of aluminum and covered with genuine seal grain leather.

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

### DETAIL OF EQUIPMENT

**Size**—Made in 3¼ x 5½ size only. **Capacity**—10 exposures without reloading.
**Dimensions**—9¾ x 4¾ x 2 inches. **Weight**—28 ounces.
**Front**—Rising and falling. **Focal Capacity**—7 inches.
**Film Chamber**—Improved. **View Finder**—Brilliant, reversible.
**Tripod Sockets**—Two.
**Shutter**—Uno Automatic, Autic Automatic (Dustproof) or Optimo.

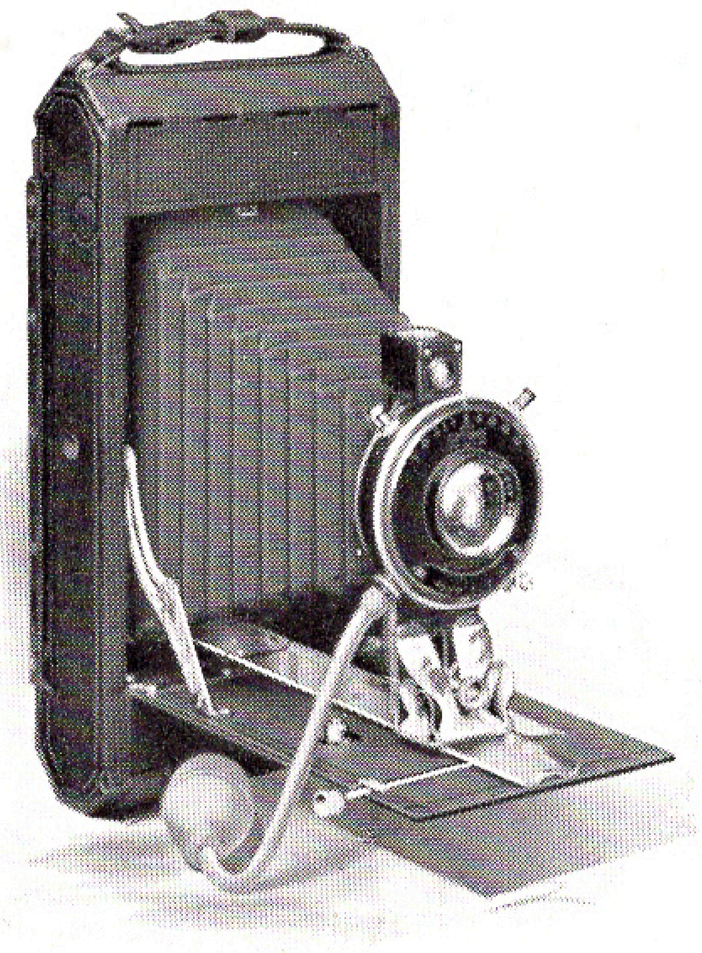
Manual of Photography. Instruction Book.

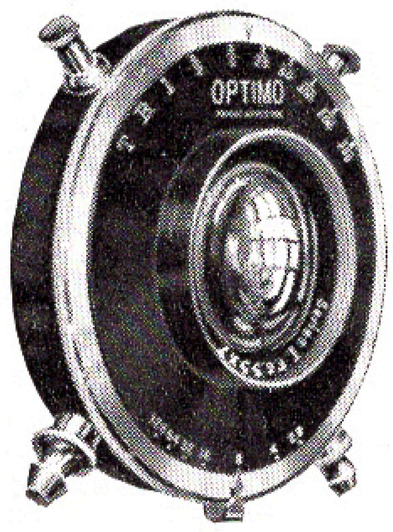
### Price of Outfit Complete

| | |
|---|---|
| SENCO No. 3A with Meniscus Achromatic Lens and No. 1 Uno Automatic Shutter | $19.00 |
| SENCO No. 3A with Rapid Rectilinear Lens and No. 2 Uno Automatic Shutter with bulb and tube | 22.00 |
| SENCO No. 3A with Rapid Symmetrical Lens, Speed F: 8, and Autic Automatic (Dustproof) Shutter | 27.00 |
| SENCO NO. 3A with Seneca Anastigmat Lens, Speed F: 6.8, and Optimo Shutter, Speed 1-300 second | 50.00 |
| Black sole leather carrying case with strap | 1.75 |
| Film Cartridge, 10 exposures, 3¼ x 5½, Vulcan non-curling | .70 |
| Film Cartridge, 6 exposures, 3¼ x 5½, Vulcan non-curling | .40 |
| SENCO Portrait Attachment | .50 |

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.






Optimo Shutter and Extra Rapid
Speed F: 6.3 Anastigmat Lens

## Special Folding Pocket SENCO

For Roll Film
Rack and Pinion

THE SPECIAL SENCO is made in four sizes, for pictures 2¼ x 3¼, 2½ x 4¼, 3¼ x 4¼ and 3¼ x 5½ (Post Card). In appearance, design, material and general detail, this Special Camera resembles the other Senco models. Equipped with a rack and pinion makes correct focusing a convenience. Nothing enters into the manufacture of the Special Senco that is not of the highest grade possible to obtain. A handsome sole leather carrying case is included in the outfit.

The prices given below are for the outfit complete, including the Camera, sole leather carrying case with shoulder strap for same, SENECA Extra Rapid Anastigmat Lens, speed F: 6.3, and the high speed Optimo Shutter, excepting on the 2¼ x 3¼ size the Autic Automatic Shutter is furnished in place of the Optimo, or Goerz Dagor Lens, speed F: 6.8, and Compound Shutter, speed 1-250 second. A Manual of Photography and Instruction Book is included with each outfit.

**PRICES**

| | Size 2¼ x 3¼ | Size 2½ x 4¼ | Size 3¼ x 4¼ | (Post Card) Size 3¼ x 5½ |
|---|---|---|---|---|
| SPECIAL SENCO with SENECA Extra Rapid Anastigmat Lens, Speed F: 6.3, and Optimo Shutter, Speed 1-300 second - | $42.00 | $52.00 | $55.00 | $60.00 |
| SPECIAL SENCO with Goerz Dagor Lens, Speed F: 6.8, and Compound Shutter - - | | 65.00 | 70.00 | 86.00 |
| Film Cartridge, 6 exposures - - | .20 | .25 | .35 | .40 |
| Film Cartridge, 12 exposures - - | .40 | .50 | .70 | (10 Ex.) .70 |

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

## Special Hand Camera Equipments

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

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

Above Shutters not made in Stereo form.

See page 53 for description of Seneca Focal Plane Shutter.

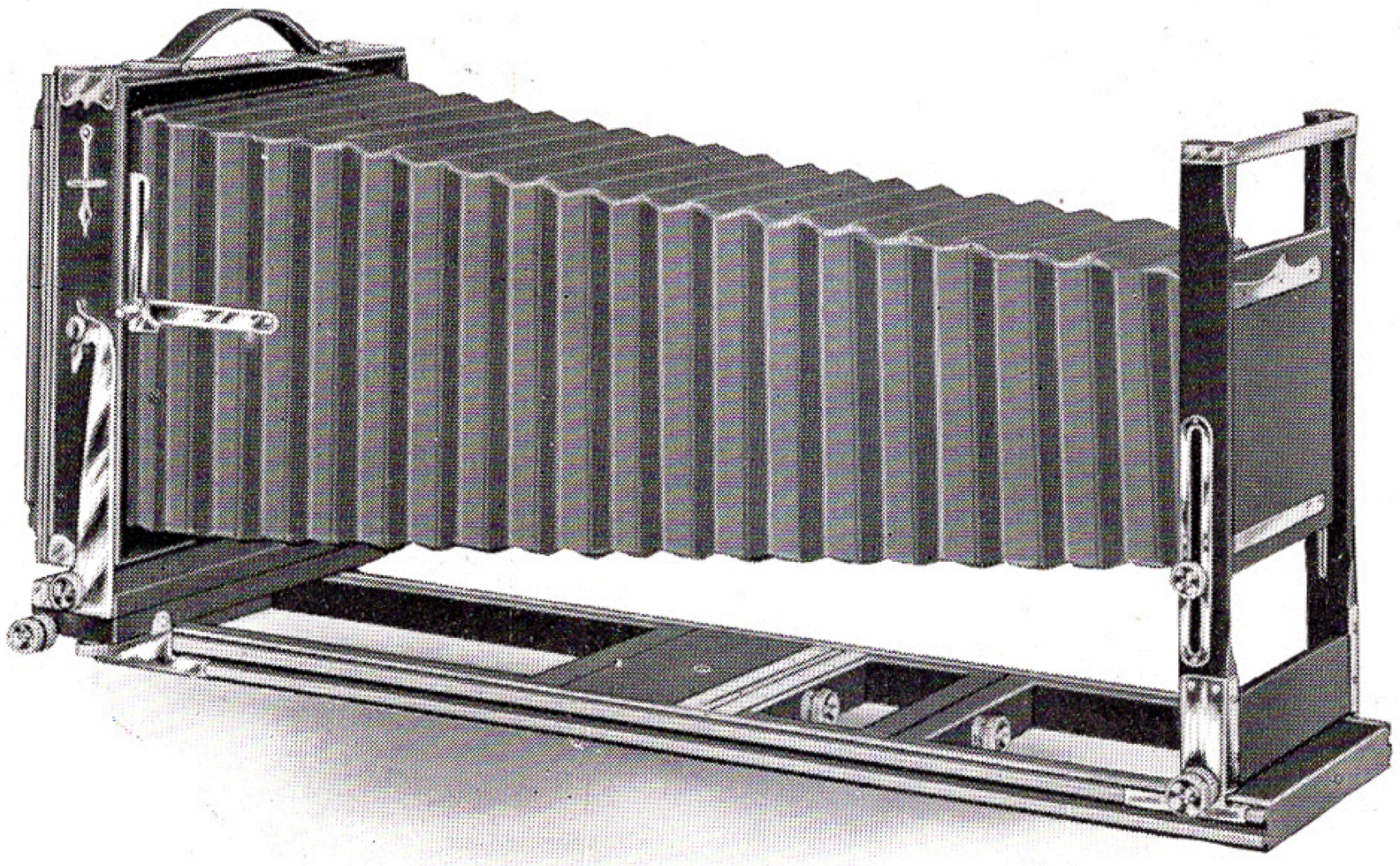
| CAMERA | Size of picture | Seneca Anastigmat *F:6.8*<br>No. 0 fitted to 3¼x4¼<br>1 " 3¼x5½, 4x5<br>2 " to 5x7<br>3 " " 6½x8½ | Cooke Series III A *F:6.5*<br>No. 3, 3¼x4¼ 5, 5 x7<br>" 4, 4 x5 6½D, 6½x8½<br>" 4, 3¼x5½ | Goerz Series III Dagor *F:6.8*<br>No. 0, 3¼x4¼ 2, 5 x7<br>" 1, 4 x5 4, 6½x8½<br>" 1A, 3¼x5½ |
|---|---|---|---|---|
| No. 8 ..... | 4 x5 | $49.00 | $67.00 | $72.50 |
| No. 8 ..... | 3¼x5½ | 51.00 | 69.00 | 74.50 |
| No. 8 ..... .... | 5 x7 | 64.00 | 83.00 | 86.00 |
| No. 8 ..... | 6½x8½ | 87.50 | 119.00 | 117.50 |
| No. 9 ..... | 4 x5 | 57.00 | 75.00 | 80.50 |
| No. 9 ..... | 3¼x5½ | 59.00 | 77.00 | 82.50 |
| No. 9 ..... | 5 x7 | 73.00 | 93.00 | 96.00 |
| No. 9 ..... | 6½x8½ | 98.00 | 130.00 | 128.50 |
| No. 3 A Pkt.. | 3¼x5½ | 40.00 | 58.00 | 63.50 |
| No. 32 ..... | 3¼x4¼ | 40.00 | 55.50 | 58.00 |
| No. 32 ..... | 4 x5 | 43.00 | 61.00 | 67.00 |

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

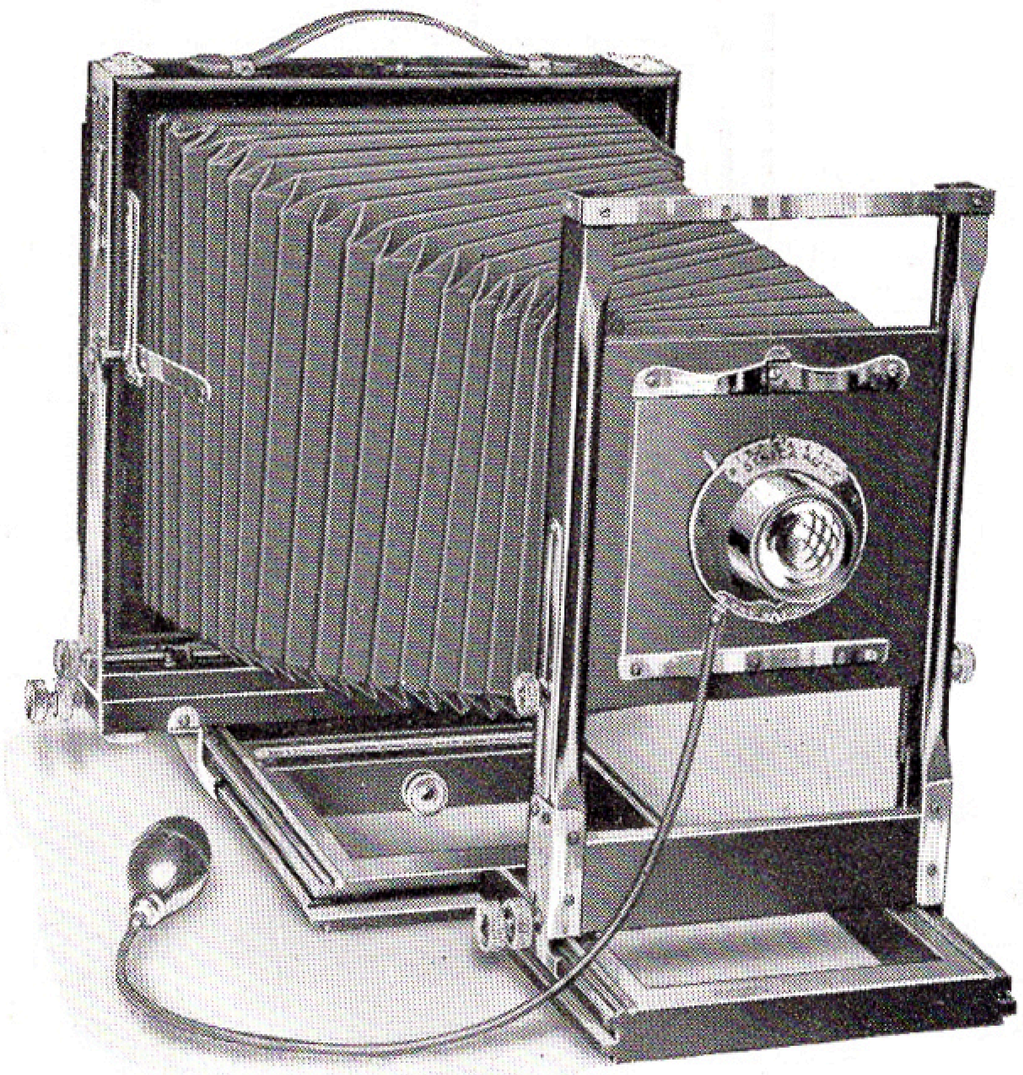
## New Improved Seneca View Camera

**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, August 17, 1906. Sliding and Wide Angle 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.

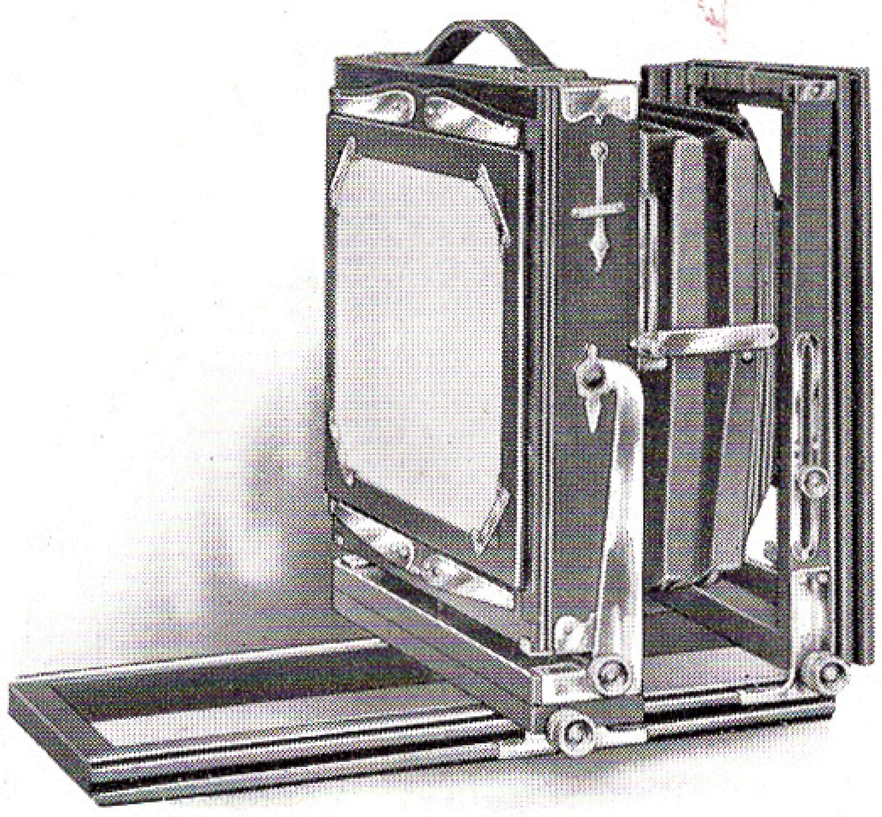
The New Improved Seneca View Camera, which is quite fully illustrated on these pages, shows also how simple it is to take extreme wide angle views:—The Sliding Front and Wide Angle Bed is easily removed for this purpose. The many noticeable features of the camera—its positive and accurate action, and the unlimited possibilities it affords to the artist, combine to make it the most perfect view instrument that the world has ever seen. We have recently made many improvements that will be appreciated. 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 and Wide Angle Front Bed

## New Improved Seneca View Camera—Continued

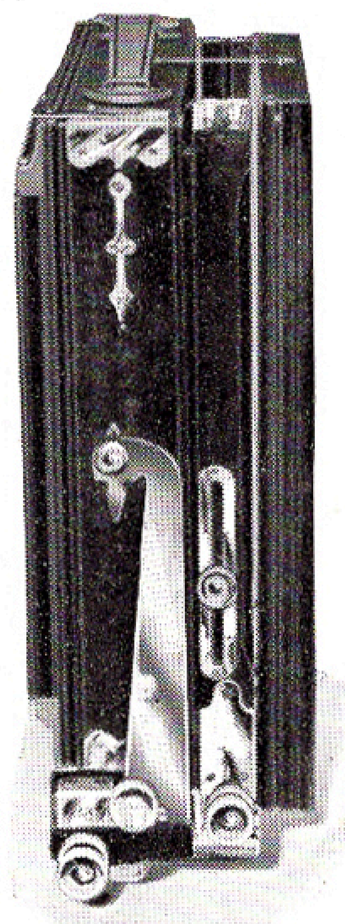
era will discover to the operator, to his lasting delight and satisfaction; suffice it to say that view artists and professionals generally have come to regard this instrument as the standard of the world.



**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.

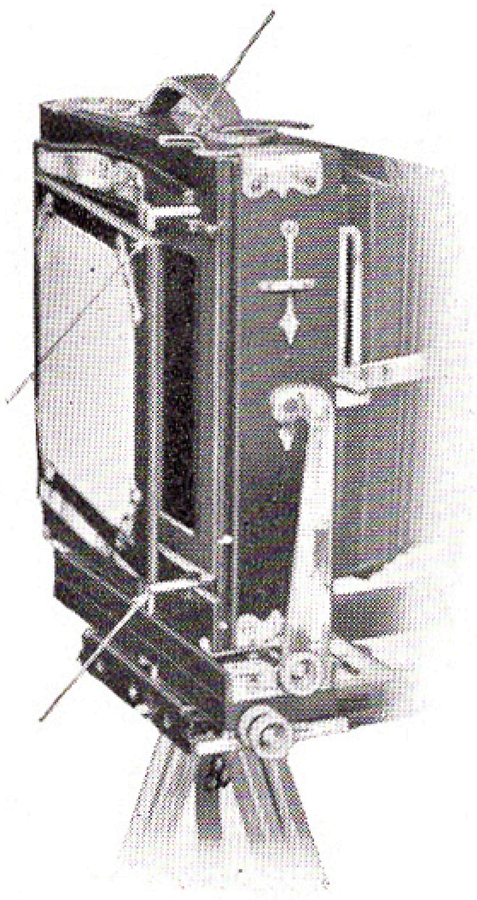
More than all else, this camera is noted for its rigidity. It is made of selected mahogany and cherry, all the metal parts being of extra heavy gauge brass. Throughout the instrument, the celebrated system of Seneca reinforcement has been used, so that the camera will stand up under any strain that it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

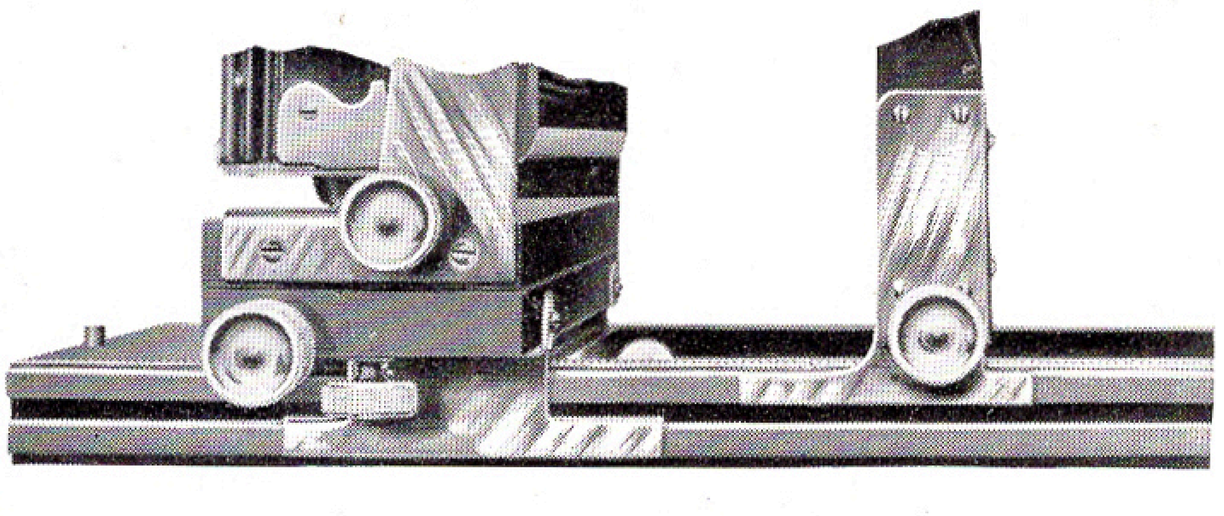
The amateur of experience, and the professional as well, find in the new Jarless Back the most significant addition to camera construction that this year has brought forth. By means of this new Seneca device, which is especially adapted to tripod cameras, the plate holder is quickly and easily slipped 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. All sizes of the new Improved Seneca View and Camera City View outfits are equipped with the Jarless Back. It is a great convenience and a saver of time.



Showing Jarless Back Open to Receive Plate Holder

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.

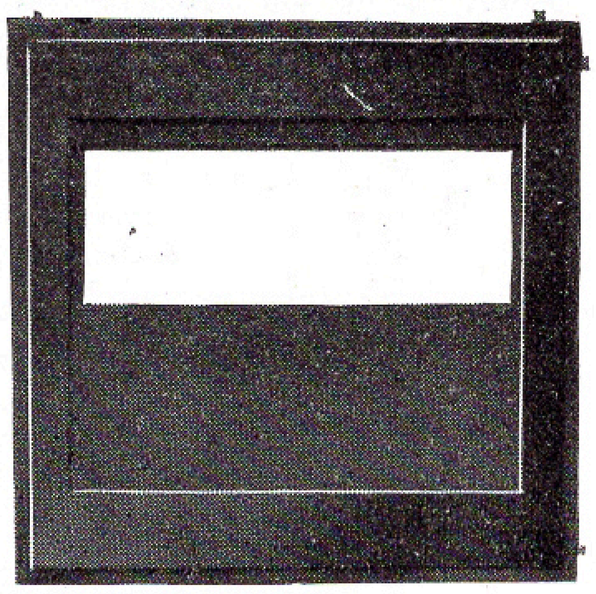
One of the crowning advantages of the camera is the double tongued bed with brass shoes, which is a distinctive feature, designed and patented by us for this particular line of instruments. As will be seen from the accompanying il-



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

## New Improved Seneca View Camera—Continued

lustration, 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.

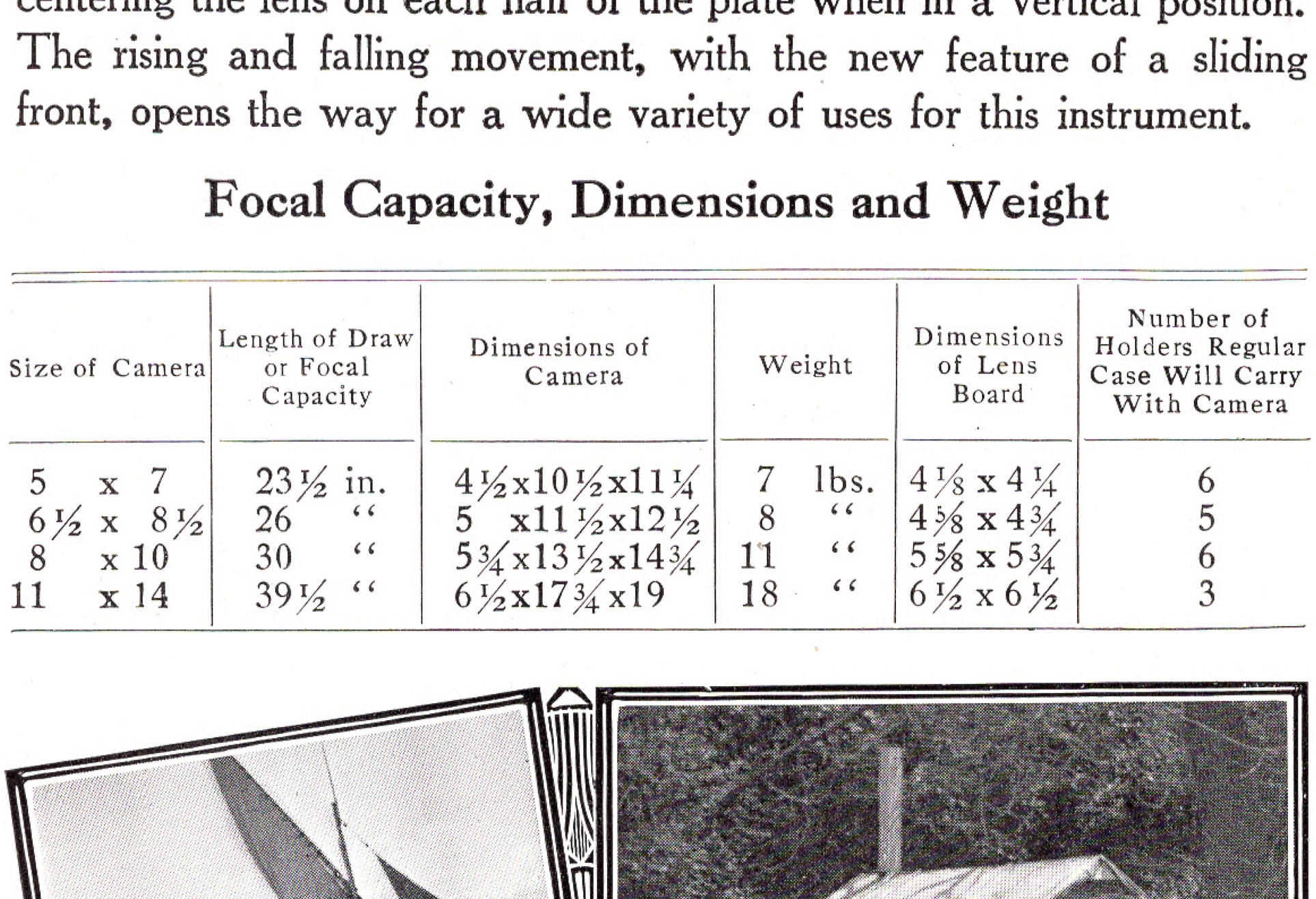


Sliding Division Fitted in Reversible Back

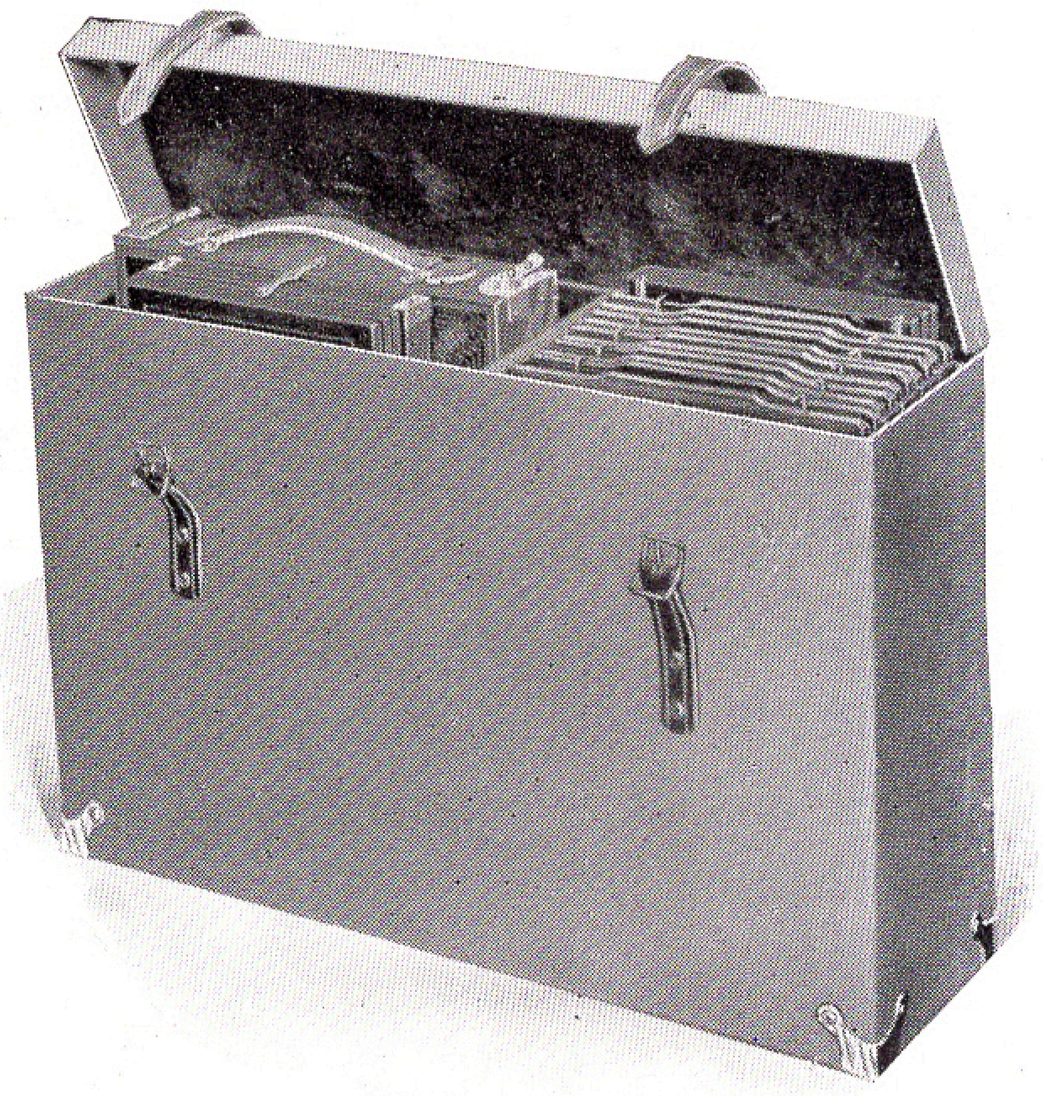
A distinctive feature of the New Improved Seneca View Camera is that we can furnish it, if so desired, with a Sliding Front Bed. This is the most practical lateral sliding front ever attached to a View Camera; and when this feature is in use, the entire bed of the camera is perfectly rigid. The Sliding Front Bed has sufficient movement to permit centering the lens for each half of the plate. The rising and falling front also 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 | Weight | Dimensions of Lens Board | Number of Holders Regular Case Will Carry With Camera |
|---|---|---|---|---|---|
| 5 x 7 | 23½ in. | 4½x10½x11¼ | 7 lbs. | 4⅛ x 4¼ | 6 |
| 6½ x 8½ | 26 " | 5 x11½x12½ | 8 " | 4⅝ x 4¾ | 5 |
| 8 x 10 | 30 " | 5¾x13½x14¾ | 11 " | 5⅝ x 5¾ | 6 |
| 11 x 14 | 39½ " | 6½x17¾x19 | 18 " | 6½ x 6½ | 3 |



## 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 59). 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 65).

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

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

### New Improved Seneca View Camera Complete as Above

| | 5 x 7 | 6½ x 8½ | 8 x10 | 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 |

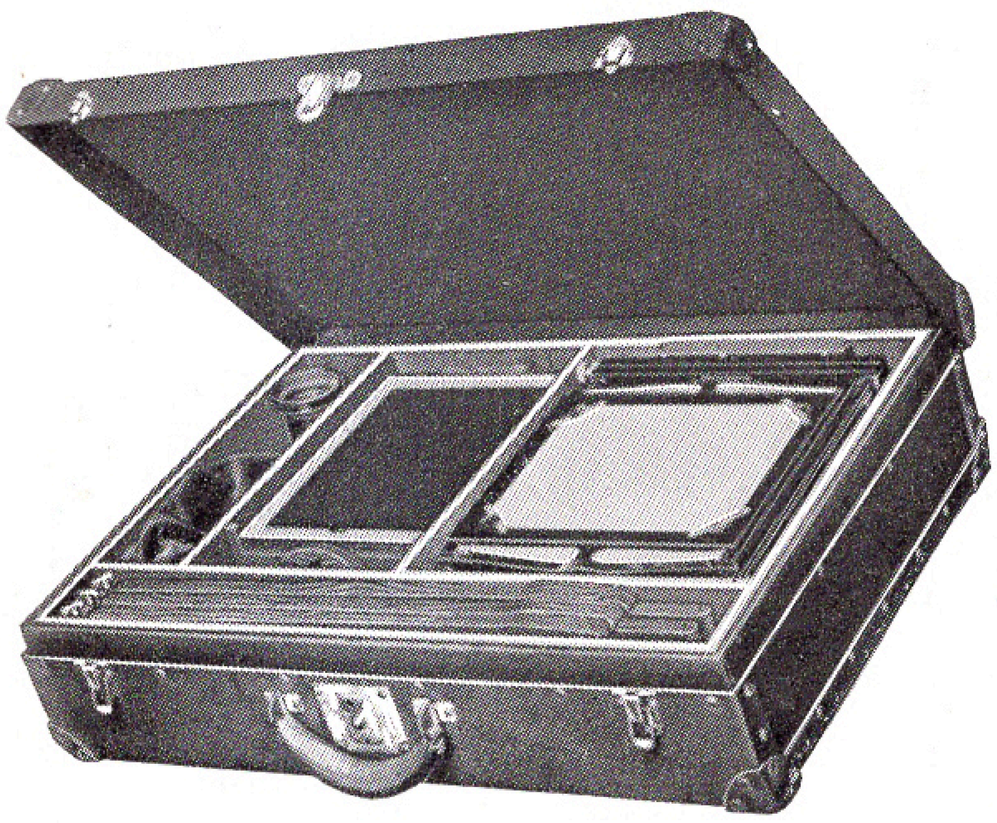
Price of Double Sliding Division, enabling operator to make four exposures on a single plate, in place of Single Sliding Division, all sizes $1.00

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 39.

## 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 and Duo Double Valve (dustproof) Shutter - | $32.50 | $ 38.00 | $ 45.50 | Autic Shutter not made in sizes larger than 8x10. Duo furnished in this size. |
| **New Improved Seneca View Camera,** fitted with Seneca Three Focus Convertible Symmetrical Lens, Speed F: 8 and Autic Automatic (dustproof) Shutter - | 36.00 | 43.00 | 51.00 | $ 83.50 |
| **New Improved Seneca View Camera,** fitted with Seneca Anastigmat Lens F: 6.8 and Autic Automatic (dustproof) Shutter, No. 2 Lens fitted to 5 x 7, No. 3 Lens fitted to 6½ x 8½, No. 4 Lens fitted to 8 x 10 - - - - - - - | 62.00 | 79.00 | 97.00 | 165.50 |

# 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 |
|---|---|---|---|---|
| **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 - | $84.00 | $109.00 | $144.50 | $237.00 |
| | | | | Autic Shutter not furnished in sizes larger than 8 x 10. Duo furnished in this size. |
| **New Improved Seneca View Camera,** fitted with Goerz Celor, Series 1B, F: 5.5 and Autic Automatic (dustproof) Shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, No. 6 Lens fitted to 8 x 10, No. 7A in barrel fitted to 11 x 14 (See Note) - - - - - | 89.00 | 128.00 | 166.00 | 249.00 |
| **New Improved Seneca View Camera,** fitted with Cooke Lens, Series III, F: 6.5 and Autic Automatic (dustproof) Shutter. No. 5D Lens fitted to 5 x 7, No. 6½D Lens fitted to 6½ x 8½, Series V, No. 16 Lens fitted to 8 x 10, Series V, F: 8, No. 17 fitted to 11 x 14 - - | 81.00 | 110.50 | 127.00 | 185.50 |
| **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 - - - - - - | 51.00 | 62.00 | 78.00 | |

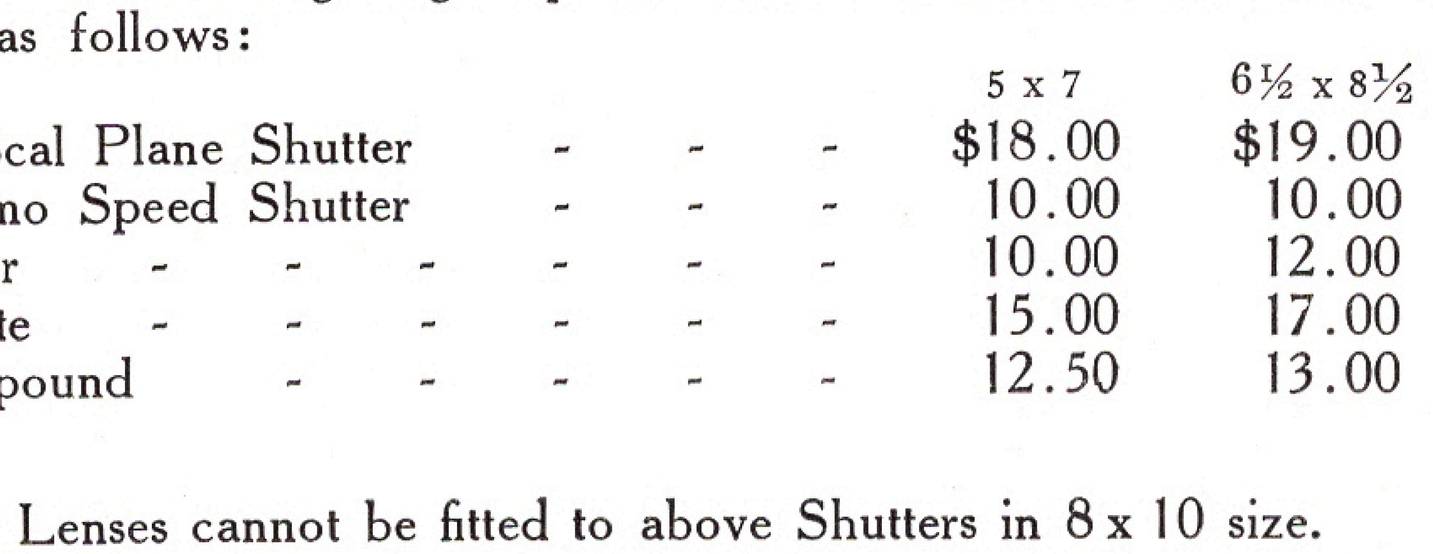
If one of following High Speed Shutters is desired instead of Autic extra charge is as follows:

| | 5 x 7 | 6½ x 8½ | 8 x 10 |
|---|---|---|---|
| Seneca Focal Plane Shutter - - - | $18.00 | $19.00 | $20.00 |
| The Optimo Speed Shutter - - - | 10.00 | 10.00 | 10.00 |
| The Sector - - - - - - | 10.00 | 12.00 | 12.50 |
| The Volute - - - - - - | 15.00 | 17.00 | 18.00 |
| The Compound - - - - - | 12.50 | 13.00 | 15.00 |

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

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

If Genuine Leather Bellows is desired in place of the leatheret, add $3.00 for 5 x 7, $3.50 for 6½ x 8½, $4.00 for 8 x 10, and $5.00 for 11 x 14.



# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

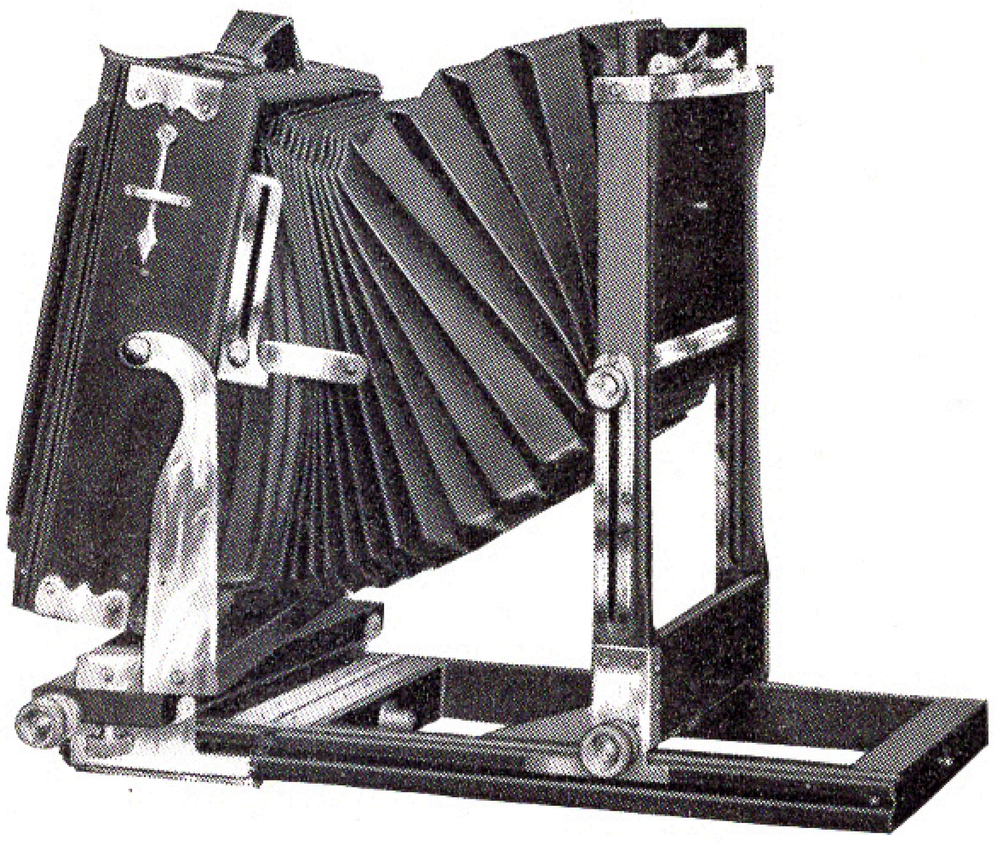
## Camera City View and Studio Outfit

**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.



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

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.

## 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 a Rack and Pinion.

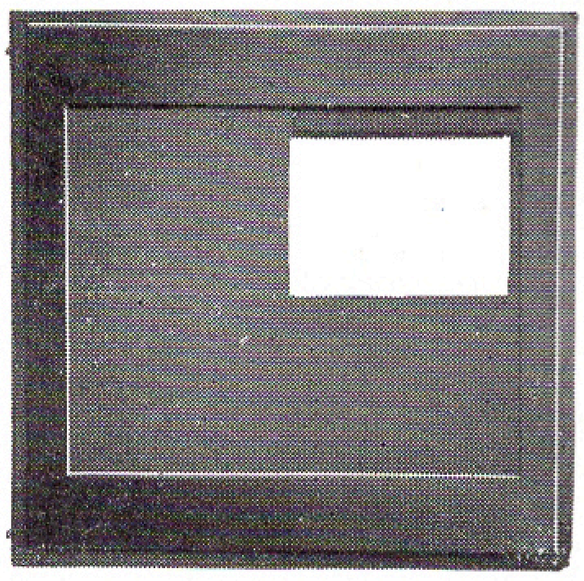
*The special features of this outfit are:*

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

The Jarless Back (see description, page 30).

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

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

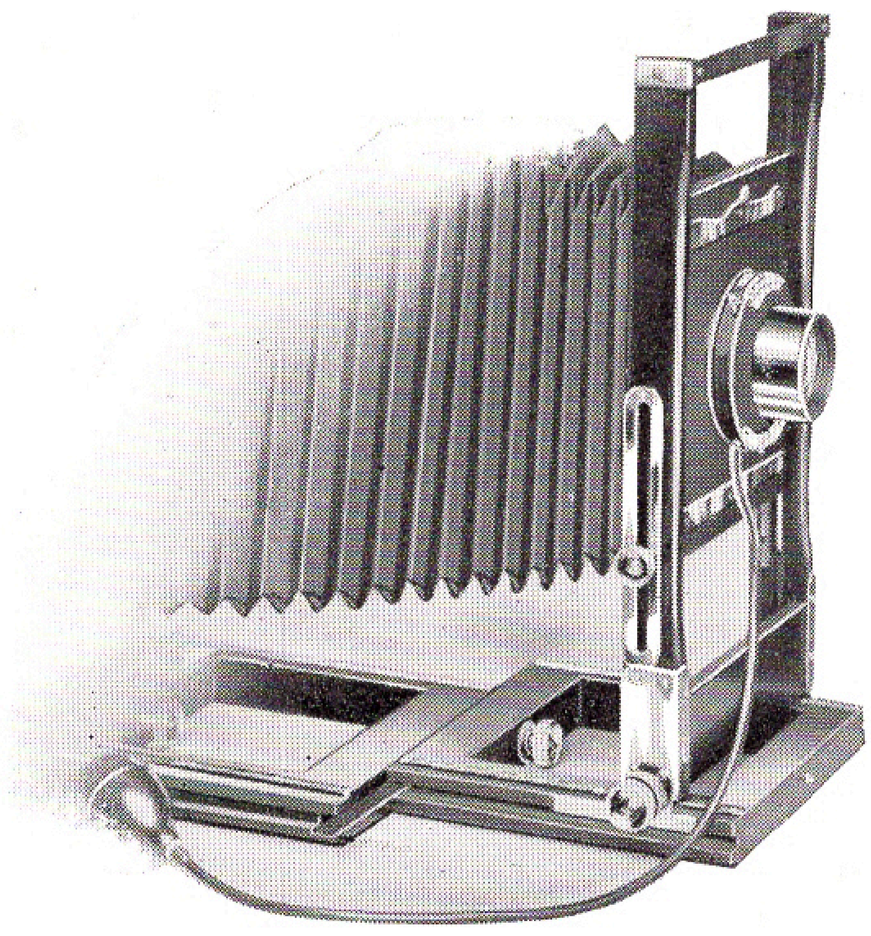


Double Sliding Division Fitted in Reversible Back

A most generous rise and fall in front.

An unusual amount of swing in rear.

Extra Lens Board.



Showing Operation of Sliding and Wide Angle 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—one extra Lens Board, Carrying Case, made in long style to take Camera, Tripod, Extra Holders; also a compartment for lenses, etc. In 11 x 14, 14 x 17 and 17 x 20 sizes the square case to carry camera and holders only is furnished instead of long style.

# Camera City View and Studio Outfit—Continued

## Price of Camera City View and Studio Outfit Complete

| 5 x 7 | 6½x8½ | 8 x 10 | 11 x 14 | 14 x 17 | 16 x 20 or 17x 20 |
|---|---|---|---|---|---|
| $29.50 | $31.00 | $34.50 | $50.00 | $75.00 | $90.00 |

## Extra for Sliding and Wide Angle Front Bed

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

# Camera City View and Studio Outfit

(Fitted with Following Lenses and Shutters)

**Complete with Carrying Case and Plate Holder as per Description**

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

## PRICES

| | 5 x 7 | 6½ x 8½ | 8 x 10 |
|---|---|---|---|
| **Camera City View and Studio Outfit,** fitted with Rapid Rectilinear Lens and Duo Double Valve (dustproof) Shutter - - | $39.00 | $ 45.00 | $ 53.50 |
| **Camera City View and Studio Outfit,** fitted with Seneca Three-focus Convertible Symmetrical Lens, F: 8, and Autic Automatic (dustproof) Shutter - - - - | 42.50 | 50.00 | 59.00 |
| **Camera City View and Studio Outfit,** fitted with Seneca Anastigmat Lens F: 6.8 and Autic (dustproof) Shutter. No. 2 Lens fitted to 5 x 7, No. 3 Lens fitted to 6½ x 8½, and No. 4 Lens fitted to 8 x 10 - | 68.50 | 86.00 | 105.00 |
| **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 - - - - - | 90.50 | 116.00 | 152.50 |
| **Camera City View and Studio Outfit,** fitted with Goerz Celor Lens, Series 1B, F: 5.5, and Autic Automatic (dustproof) Shutter. No. 2 Lens fitted to 5 x 7, No. 4 Lens fitted to 6½ x 8½, and No. 6 Lens fitted to 8 x 10. (See Note.) - - - | 95.50 | 135.00 | 174.00 |
| **Camera City View and Studio Outfit,** fitted with Cooke Lens, Series III, F: 6.5 and Autic Automatic (dustproof) Shutter. No. 5D Lens fitted to 5 x 7, No. 6½D Lens fitted to 6½ x 8½, and No. 16, Series V, Lens fitted to 8 x 10 - - - - | 87.50 | 117.50 | 135.00 |
| **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 - - - - - - - | 57.50 | 69.00 | 86.00 |

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

# Camera City View and Studio Outfit—Continued

(Fitted with Following Lenses and Shutters)

## PRICES—Continued

| | 11 x 14 | 14 x 17 | 16 x 20 or 17 x 20 |
|---|---|---|---|
| | If lens is desired in barrel with Iris Diaphragm instead of Autic shutter deduct $10 from list in this size | Lens furnished in barrel with cap and Iris Diaphragm | Lens furnished in barrel with cap and Iris Diaphragm |
| **Camera City View and Studio Outfit,** fitted with Seneca Three-focus-Convertible Symmetrical Lens, Speed F: 8, and Duo Automatic (dustproof) Shutter - - | $ 91.50 | $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 - - - | 173.50 | | |
| **Camera City View and Studio Outfit,** fitted with Goerz Dagor Lens, Series III, F: 6.8, and Duo Automatic (dustproof) Shutter. 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 - - - - - | 245.00 | 292.00 | 413.00 |
| **Camera City View and Studio Outfit,** fitted with Goerz Celor Lens, Series 1B, F: 5.5, in barrel only. No. 7A fitted to 11 x 14 - - - - - - - | 257.00 | | |
| **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 - - - | 193.50 | 233.50 | 348.00 |

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

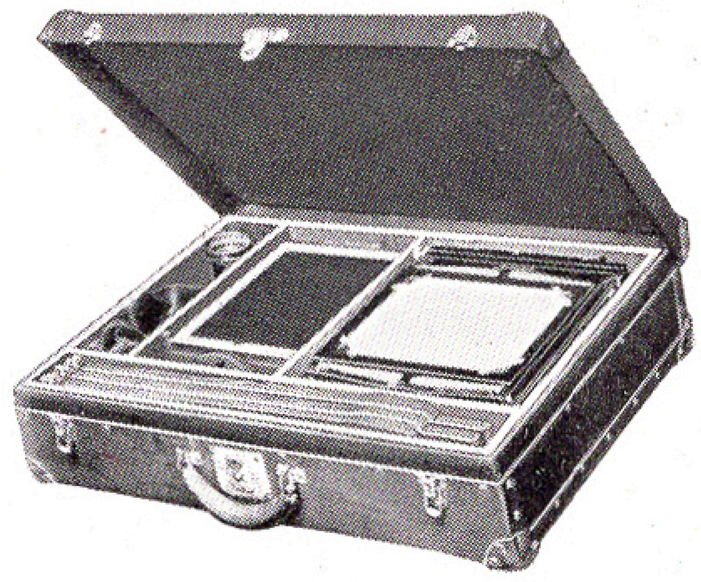
| | 5 x 7 | 6½ x 8½ | 8 x 10 |
|---|---|---|---|
| Seneca Focal Plane Shutter - - - | $18.00 | $19.00 | $20.00 |
| The Optimo Speed Shutter - - - | 10.00 | 10.00 | 10.00 |
| The Sector - - - - - - | 10.00 | 12.00 | 12.50 |
| The Volute - - - - - - | 15.00 | 17.00 | 18.00 |
| The Compound - - - - - | 12.50 | 13.00 | 15.00 |

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

NOTE—See page 39 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 | Number of Holders Regular Case Will Carry With Camera |
|---|---|---|---|---|---|
| 5 x 7 | 23½ in. | 4½x10½x11¼ | 7 lbs. | 4⅛ x 4¼ | 6 |
| 6½ x 8½ | 26 " | 5 x11½x12½ | 8 " | 4⅝ x 4¾ | 5 |
| 8 x 10 | 30 " | 5¾x13½x14¾ | 11 " | 5⅝ x 5¾ | 6 |
| 11 x 14 | 39½ " | 6½x17¾x19 | 18 " | 6½ x 6½ | 3 |
| 14 x 17 | 50 " | 10¼x24 x24 | 22½ " | 8 1/16 x 8 1/16 | 3 |
| 17 x 20 | 51¾ " | 10½x24 x26 | 32 " | 8 x 8 | 3 |



| | 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 |

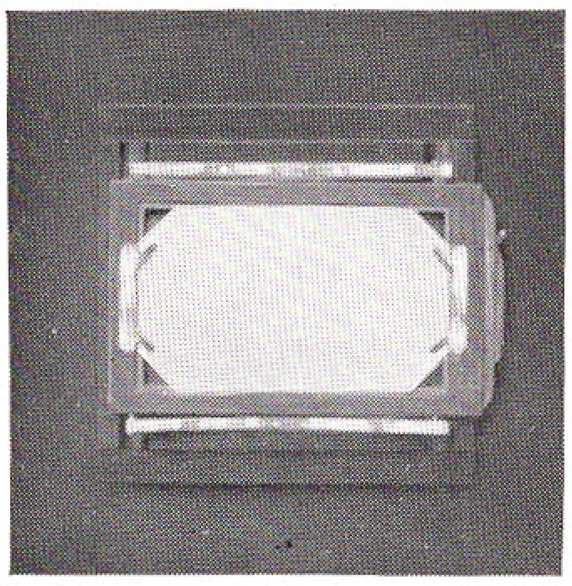
Dress Suit Case with lock and key for **Camera City View and Studio Outfit** made of leatheret, with strong handle and metal parts of brass. For description see page 33.

## Reducing Backs for Seneca View Cameras

(For Using Smaller Plate Holders)

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

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

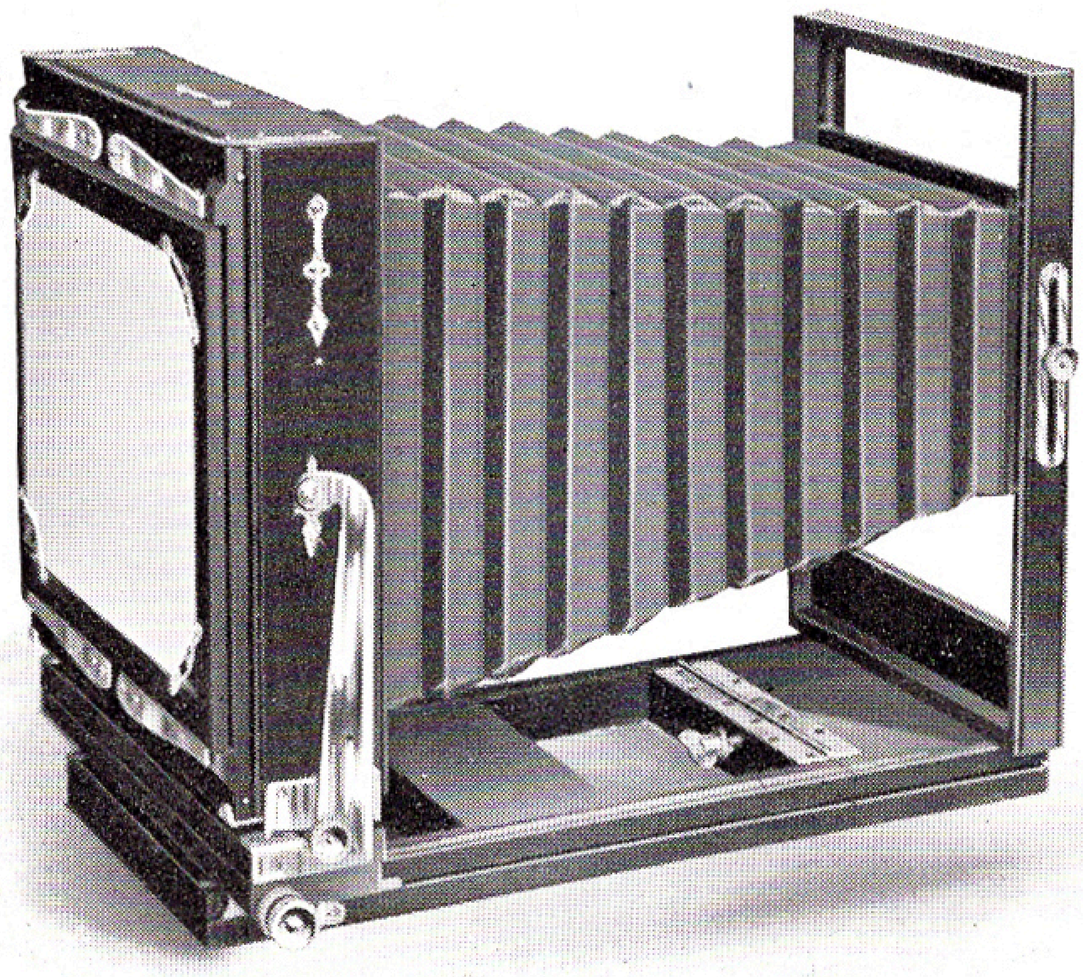
**PRICES**

| | | | | | 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 | " | 10⅛ x 10⅛ | 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 | " | 12 x 12 | 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 | " | 16¼ x 16¼ | 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.

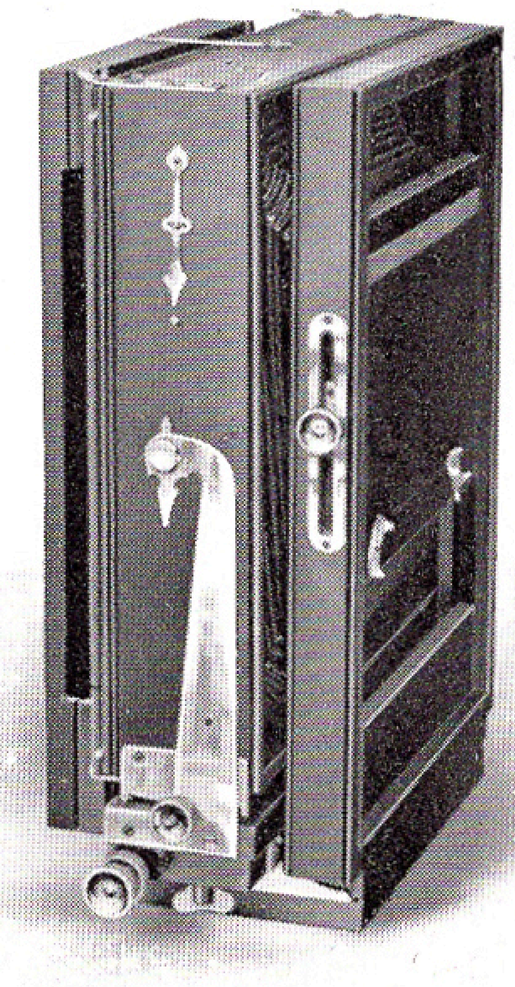
ROCHESTER, N.Y.



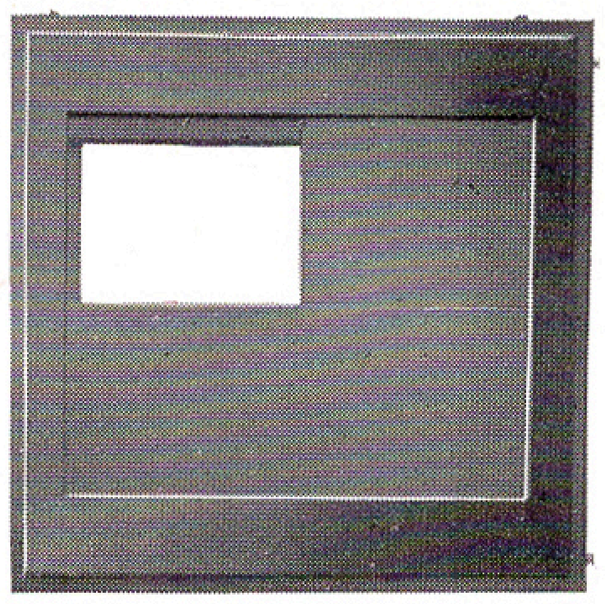
## The Competitor View Camera

(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. 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.



Competitor Closed



The Double Sliding Division

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

# 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.

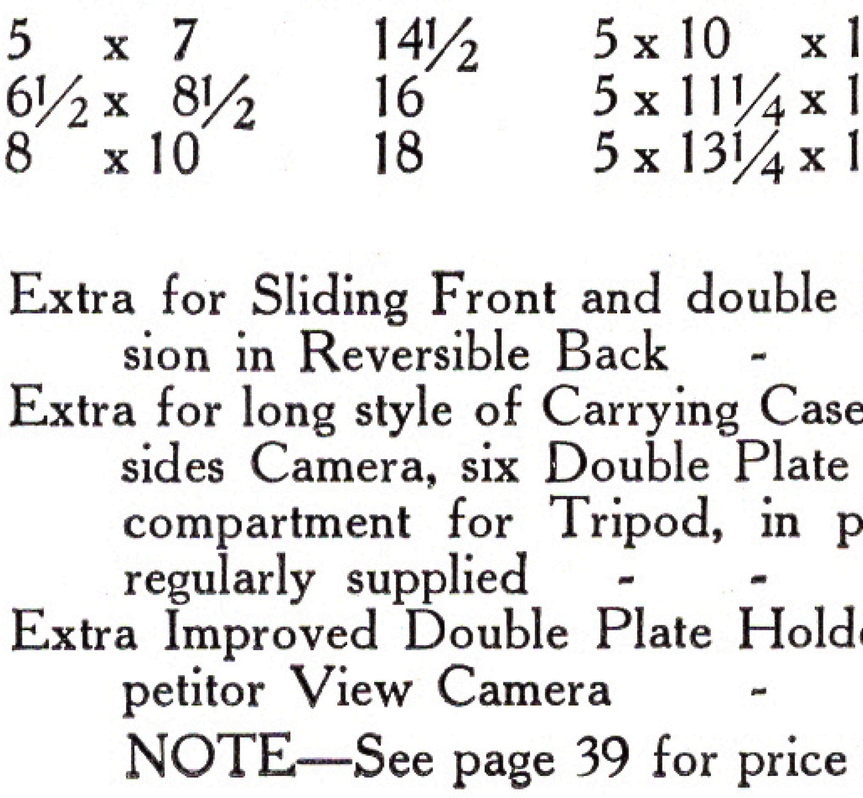
## PRICES

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

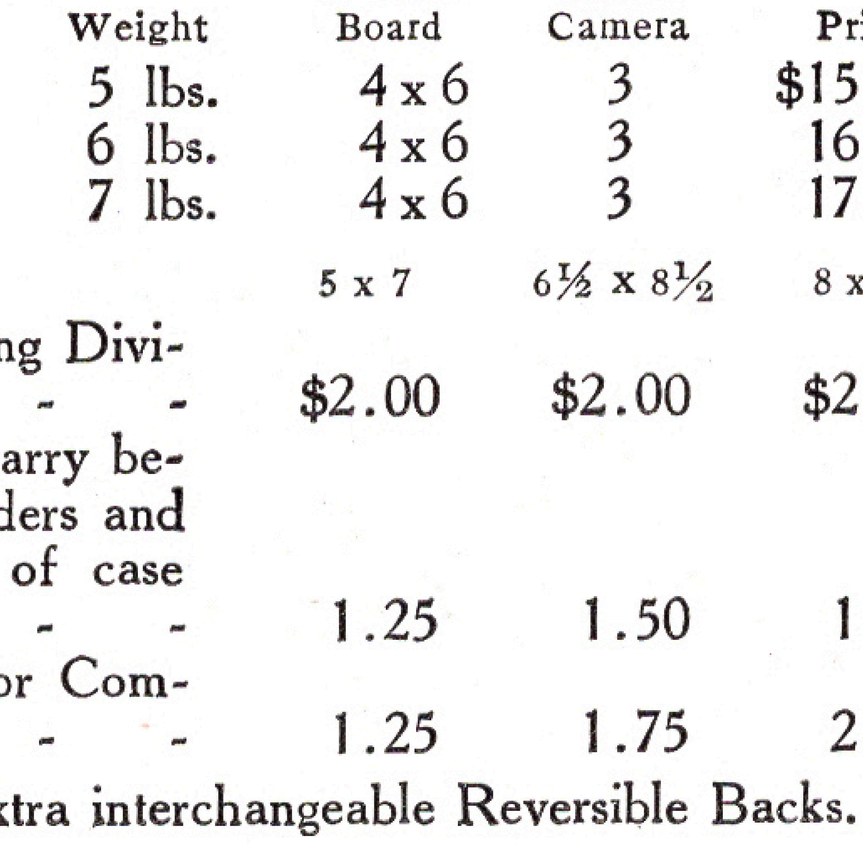
| Size of Camera | Focal Capacity | Dimensions when Folded or Closed | Weight | Size of Lens Board | No. of Holders Case will carry besides Camera | Prices |
|---|---|---|---|---|---|---|
| 5 x 7 | 14½ | 5 x 10 x 11¼ | 5 lbs. | 4 x 6 | 3 | $15.00 |
| 6½ x 8½ | 16 | 5 x 11¼ x 12½ | 6 lbs. | 4 x 6 | 3 | 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 39 for price of extra interchangeable Reversible Backs.



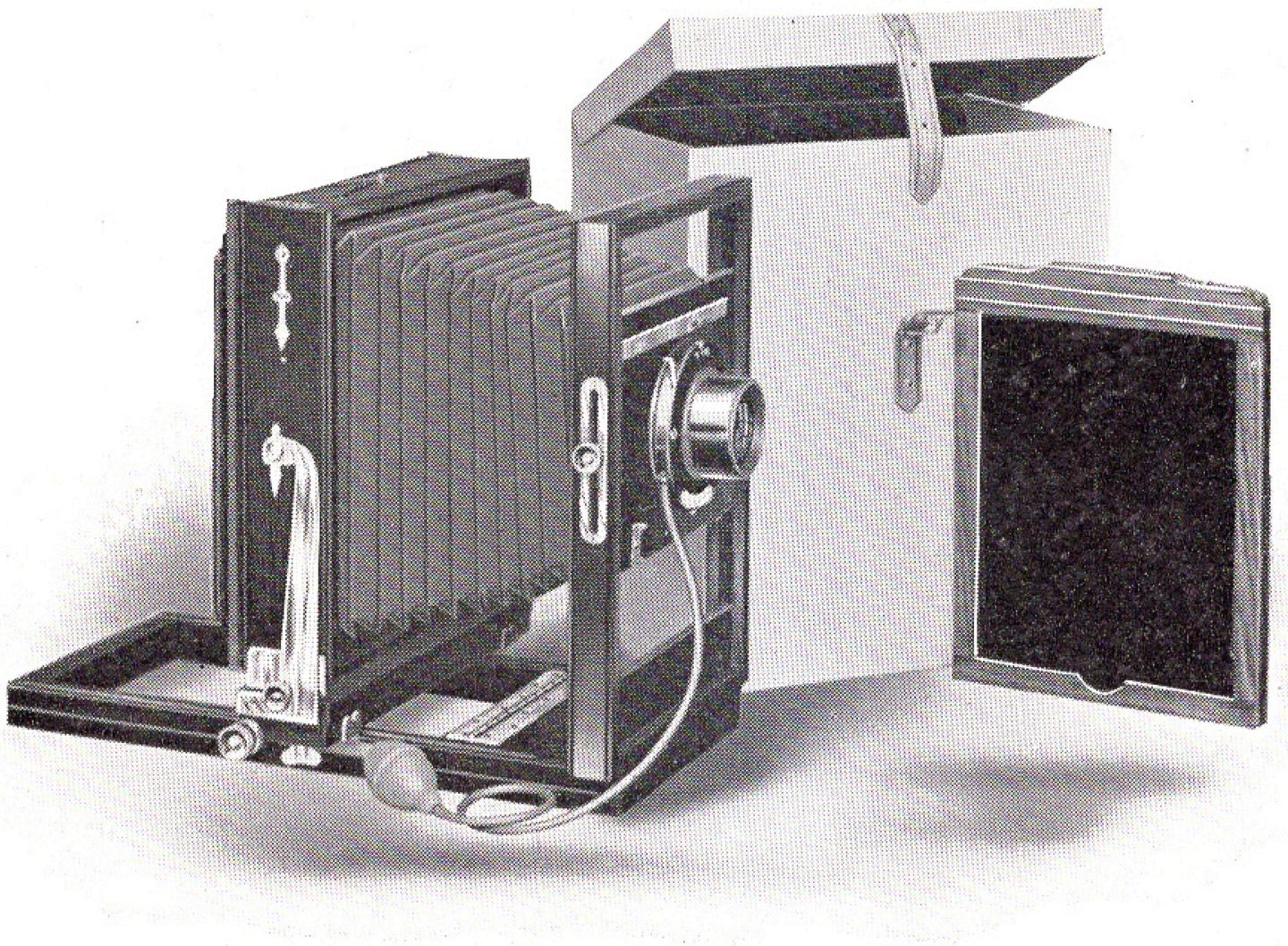
Competitor, Showing Extreme Swings in Rear and Extreme Rise in Front



Competitor with Sliding Front

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

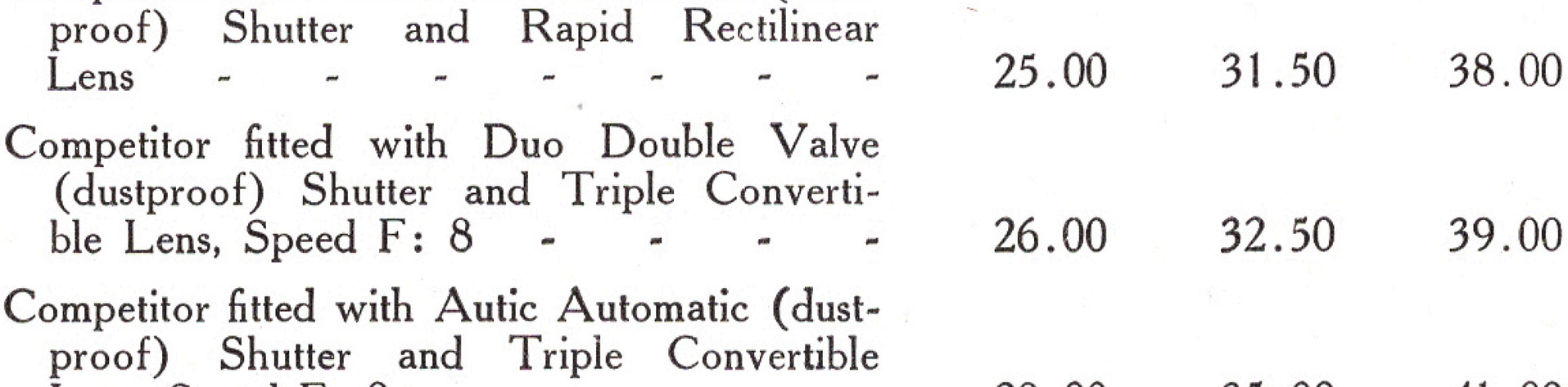


## Competitor Outfit Fitted With Lenses and Shutters

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.

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

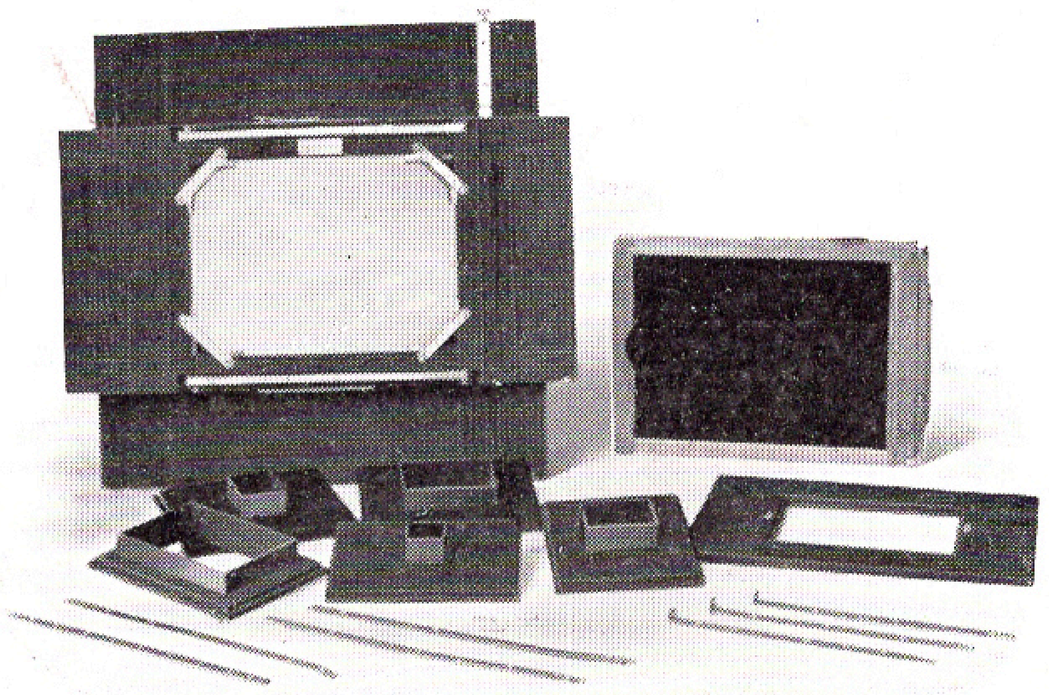


# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

## The Seneca Multiplying Attachment

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



Patented

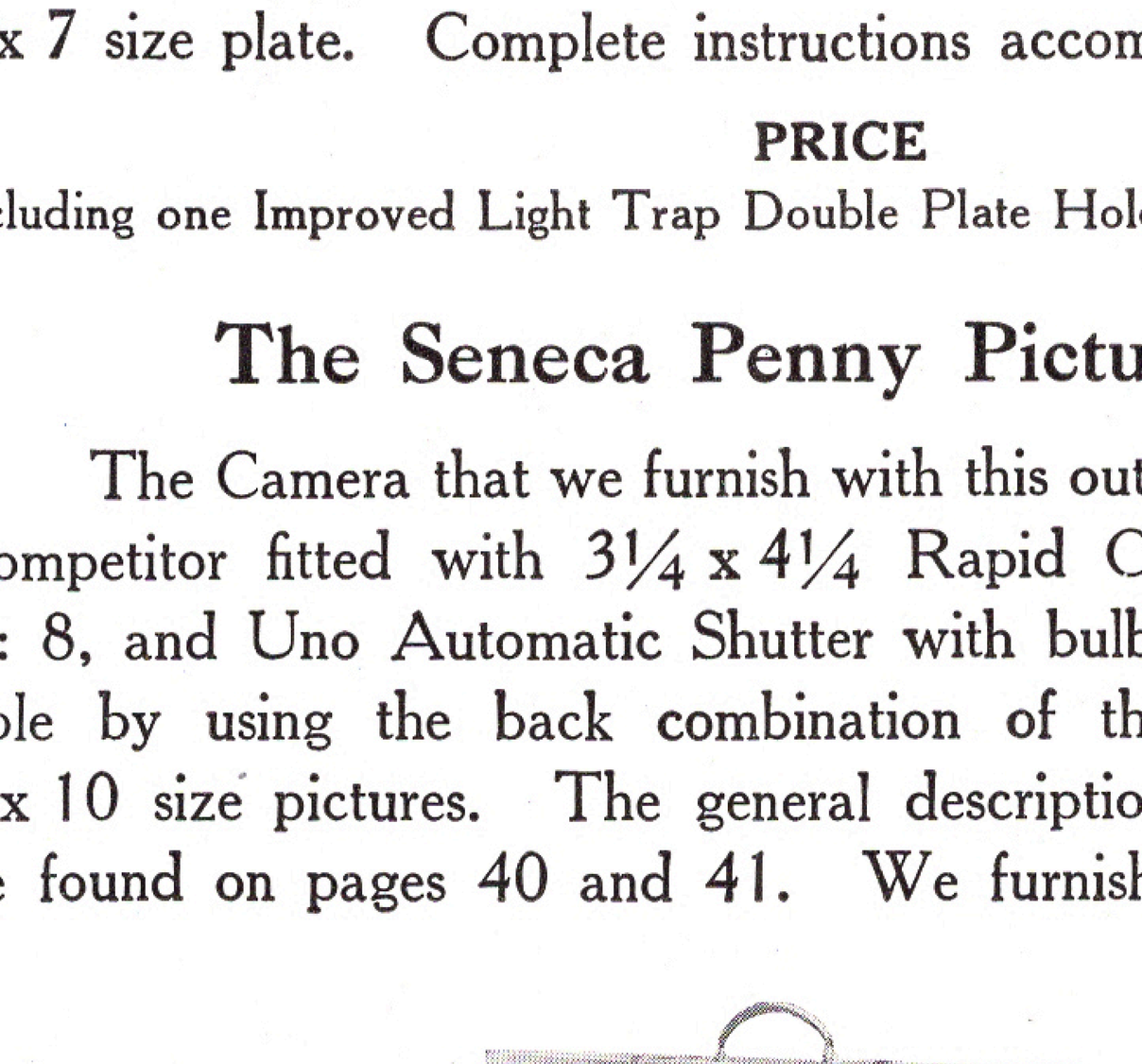
The Seneca Multiplying Back may be fitted to any of our View Cameras in place of the regular reversible back, and by use of a set of kits and metal strips for the different number of exposures desired it is possible to take 1, 2, 4, 9, 15, 24 or 48 pictures on a 5 x 7 size plate. Complete instructions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

**PRICE**

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

## The Seneca Penny Picture Outfit

The Camera that we furnish with this outfit is our regular 8 x 10 Competitor fitted with 3¼ x 4¼ Rapid Convertible Lens, speed F: 8, and Uno Automatic Shutter with bulb and tube. It is possible by using the back combination of this lens singly to take 8 x 10 size pictures. The general description of this Camera may be found on pages 40 and 41. We furnish, however, in addition to the regular back to the Competitor Camera, the Multiplying Attachment particularly adapted for Penny Pictures. With this attachment it is possible to make 1, 2, 4, 9, 15, 24 or 48 pictures on the one 5 x 7 size plate.

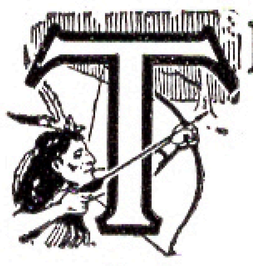


The price includes our No. 3½ Compact Tripod, case to carry the entire outfit, and complete instructions.

Price of outfit complete - - - - - - - - $38.00

Rapid Rectilinear Lens, speed F: 11, and Duo Double Valve (Dust-proof) Shutter, 8 x 10 size, if purchased with above outfit - - 18.00

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

## Seneca Meniscus Achromatic Lens

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

## Seneca Rapid Rectilinear Lens

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

## Photographic Lenses—Continued

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

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

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

| Size | Diameter | Equivalent Focus | Focus of Separate Combinations When Used Singly | |
|---|---|---|---|---|
| | | | Rear Lens | Front Lens |
| 3¼ x 4¼ | ¾ inch | 5¼ 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—and Rapid Convertible Three-Focus Lenses—F: 8

### PRICES

| Size | Rapid Rectilinear Lens in barrel with Iris Diaphragm | Rapid Convertible Lens in barrel with Iris Diaphragm F : 8 | Seneca Uno Shutter and Rapid Rectilinear Lens | Seneca Duo Shutter and Rapid Rectilinear Lens | Seneca Duo Shutter and Rapid Convertible Lens F : 8 | Seneca Autic Shutter and Rapid Convertible Lens F : 8 |
|---|---|---|---|---|---|---|
| 3¼ x 4¼ | $ 7.00 | $ 8.00 | $6.00 | $ 7.50 | $ 9.00 | $11.00 |
| 4 x 5 | 8.50 | 9.50 | 7.50 | 9.00 | 10.50 | 12.50 |
| 5 x 7 | 10.00 | 11.00 | 9.00 | 10.50 | 12.00 | 14.00 |
| 6½ x 8½ | 14.00 | 16.00 | | 15.00 | 17.50 | 20.00 |
| 8 x 10 | 19.00 | 22.00 | | 20.00 | 23.50 | 26.00 |
| 10 x 12 | | 30.00 | | | 32.00 | |
| 11 x 14 | | 40.00 | | | 43.00 | |
| 14 x 17 | | 70.00 | | | | |
| 17 x 20 | | 80.00 | | | | |

## Photographic Lenses—Continued

## Wide Angle Lenses

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

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

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

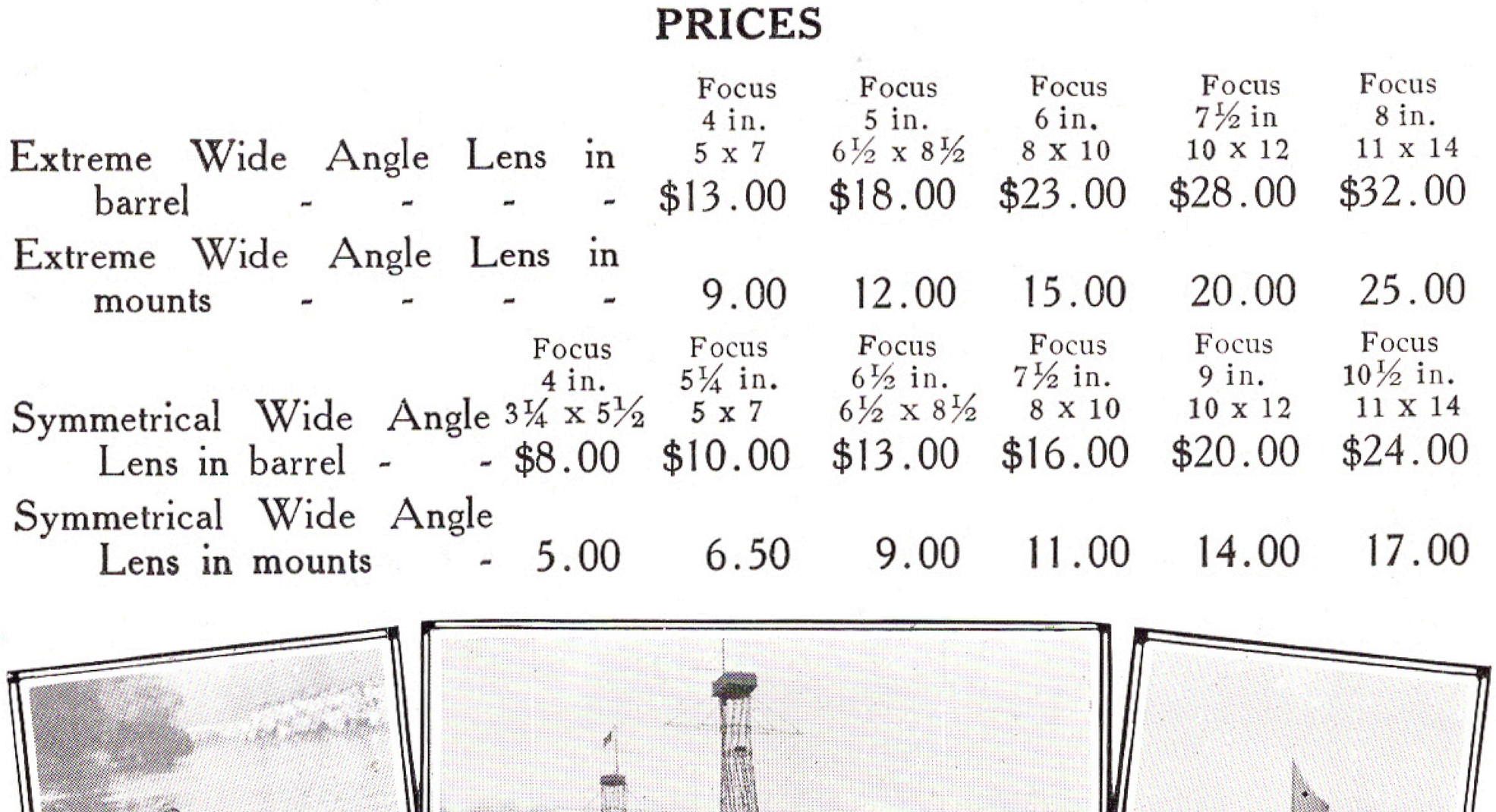
**The Symmetrical Wide Angle** is furnished in barrel or mounted in cells to fit our shutters so that the lens ordinarily in use can be taken out of the shutter and the wide angle lens substituted. This is a very satisfactory lens at a moderate price and embraces a field of from 80 to 85 degrees.

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

### PRICES

| | Focus 4 in. 5 x 7 | Focus 5 in. 6½ x 8½ | Focus 6 in. 8 x 10 | Focus 7½ in 10 x 12 | Focus 8 in. 11 x 14 |
|---|---|---|---|---|---|
| Extreme Wide Angle Lens in barrel - - - - | $13.00 | $18.00 | $23.00 | $28.00 | $32.00 |
| Extreme Wide Angle Lens in mounts - - - - | 9.00 | 12.00 | 15.00 | 20.00 | 25.00 |

| | Focus 4 in. 3¼ x 5½ | Focus 5¼ in. 5 x 7 | Focus 6½ in. 6½ x 8½ | Focus 7½ in. 8 x 10 | Focus 9 in. 10 x 12 | Focus 10½ in. 11 x 14 |
|---|---|---|---|---|---|---|
| Symmetrical Wide Angle Lens in barrel - - | $8.00 | $10.00 | $13.00 | $16.00 | $20.00 | $24.00 |
| Symmetrical Wide Angle Lens in mounts - | 5.00 | 6.50 | 9.00 | 11.00 | 14.00 | 17.00 |



## Photographic Lenses—Continued

# Seneca Extra Rapid Anastigmat Lens
# Speed F: 6.3

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

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

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

| No. | Diam. of Lens | Equivalent Focus | Plates Covered Sharply at F-6.3 | PRICE | | |
|---|---|---|---|---|---|---|
| | | | | With Barrel or Regno Shutter | With Autex Shutter | With Optimo Shutter |
| 1 | 7/8 ins. | 5 ins. | 3¼ x 4¼ | $ 25.00 | $34.00 | $41.00 |
| 2 | 1 " | 6 " | 4 x 5 | 30.00 | 36.00 | 43.00 |
| 3 | 1⅛ " | 7 " | 5 x 7 | 38.00 | 42.00 | 50.00 |
| 4 | 1½ " | 10 " | 6½ x 8½ | 58.00 | 62.00 | 70.00 |
| 5 | 2 " | 13 " | 8 x 10 | 70.00 | 75.00 | 85.00 |
| 6 | 2½ " | 16½ " | 11 x 14 | 125.00 | | |

1-A Special, 3¼x4¼-5″ focus in mounts to fit 3¼x4¼ size SENCO, $20.00
2-A Special, 4 x 5-6½″ focus in mounts to fit SENCO 3-A, . . . 25.00

# Seneca Anastigmat Lens, Speed F: 6.8

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

| No. | Equivalent Focus | Plates Covered Sharply at F-6.8 | Price in Barrel with Iris Diaphragm | Price with Autic (Dustproof) Shutter | Price with Optimo Speed Shutter | Price with Compound Shutter |
|---|---|---|---|---|---|---|
| 0 | 5 inch | 3¼ x 4¼ | $24.00 | $28.00 | $36.00 | $40.00 |
| 1 | 6 " | 4 x 5 | 26.00 | 30.00 | 38.00 | 44.00 |
| 2 | 7 " | 5 x 7 | 35.00 | 40.00 | 48.00 | 54.00 |
| 3 | 10 " | 6½ x 8½ | 50.00 | 56.00 | 66.00 | 72.00 |
| 4 | 13 " | 8 x 10 | 65.00 | 72.00 | 84.00 | 92.00 |

## Photographic Lenses—Continued

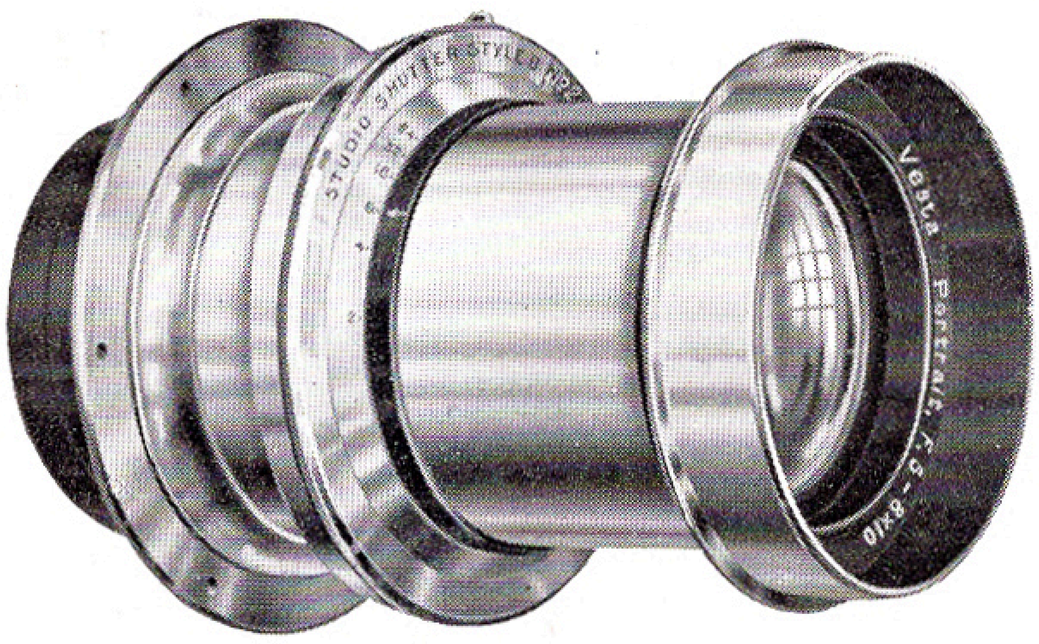
# Seneca Anastigmat Lens, Series II. F: 4.5

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

| No. | Diam. of Lens | Equivalent Focus | Plates Covered Sharply at F-4.5 | Price | | |
|---|---|---|---|---|---|---|
| | | | | With Barrel or Regno Shutter | With Autex Shutter | With Optimo Shutter |
| 1 | 1¼ ins. | 5 ins. | 3¼ x 4¼ | $ 35.00 | $40.00 | $46.00 |
| 2 | 1⅜ " | 6 " | 4 x 5 | 42.00 | 47.00 | 53.00 |
| 3 | 1⅝ " | 7 " | 5 x 7 | 50.00 | 55.00 | 62.00 |
| 4 | 1⅞ " | 8¼ " | 5 x 8 | 65.00 | 85.00 | 92.00 |
| 5 | 2¼ " | 9½ " | 6½ x 8½ | 80.00 | | |
| 6 | 2¾ " | 12 " | 8 x 10 | 120.00 | | |
| 7 | 3 9/16 " | 15½ " | 11 x 14 | 200.00 | | |

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

# Portrait Lens, Series A, Speed F: 5




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

| No. | Size | Diameter of Lens | Equivalent Focus | With Studio Shutter | Outside Diameter of Flange | Price |
|---|---|---|---|---|---|---|
| 1 | 3¼ x 4¼ | 1⅝ in. | 6 inches | | 3¼ inches | $15.00 |
| 2 | 4 x 5 | 1⅞ " | 7 " | | 3¾ " | 20.00 |
| 3 | 5 x 7 | 2¼ " | 10 " | $32.00 | 4 " | 25.00 |
| 4 | 6½ x 8½ | 2½ " | 12 " | 42.00 | 4½ " | 35.00 |
| 5 | 8 x 10 | 3 " | 14 " | 58.00 | 5¼ " | 50.00 |

## Goerz Dagor Double Anastigmat Lens—Continued

| No. | | Equivalent Focus Inches | Free Aperture Inches | Size of Plate Covered at F : 6.8 U. S. : 2.9 Inches | Size of Plate Covered at F : 16 U. S. ; 16 Inches | Size of Plate Covered at F : 32 U. S. :64 Inches | Prices with Iris Diaphragm |
|---|---|---|---|---|---|---|---|
| *Fig: 6.*[8] | 0 | 4¾ | ¾ | 3¼ x 4¼ | 4 x 5 | 5 x 7 | $37.50 |
| | 1 | 6 | ⅞ | 4 x 5 | 5 x 7 | 6½ x 8½ | 45.00* |
| | 2 | 7 | 1 | 5 x 7 | 5 x 8 | 8 x 10 | 51.50 |
| | 3 | 8¼ | 1¼ | 5 x 8 | 6½ x 8½ | 10 x 12 | 62.50 |
| | 4 | 9½ | 1 5/16 | 6½ x 8½ | 7 x 9 | 11 x 14 | 75.50 |
| | 5 | 10¾ | 1½ | 7 x 9 | 8 x 10 | 12 x 16 | 91.00 |
| | 6 | 12 | 1⅝ | 8 x 10 | 10 x 12 | 16 x 18 | 107.00 |
| *Fig: 7.*[7] | 7 | 14 | 2 | 10 x 12 | 12 x 15 | 18 x 22 | 140.00 |
| | 7*a* | 16½ | 2⅜ | 11 x 14 | 13 x 17 | 20 x 24 | 182.00 |
| | 8 | 19 | 2⅝ | 12 x 15 | 16 x 18 | 22 x 25 | 219.00 |
| | 9 | 24 | 3 5/16 | 16 x 18 | 18 x 22 | 24 x 40 | 325.00 |
| | 10 | 30 | 4¼ | 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 3¼ x 5½ Folding Pocket Seneca No. 31 and Senco 3A we provide a Dagor of 6½ 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 in the studio or at home.

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 Full Opening Inches | Size of Plate F : 16 U. S. : 16 Inches | Prices with Iris Diaphragm |
|---|---|---|---|---|---|---|
| 0 | 4¾ | F 4.[8] | 1 1/32 | 3¼ x 4¼ | 4 x 5 | $40.00 |
| 1 | 6 | F 4.[8] | 1¼ | 4 x 5 | 5 x 7 | 47.00 |
| 2 | 7 | F 4.[8] | 1½ | 5 x 7 | 5 x 8 | 54.50 |
| 3 | 8¼ | F 5 | 1¾ | 5 x 8 | 6½ x 8½ | 67.00 |
| 4 | 9½ | F 5 | 1 31/32 | 6½ x 8½ | 7 x 9 | 90.50 |
| 5 | 10¾ | F 5 | 2 3/16 | 7 x 9 | 8 x10 | 108.50 |
| 6 | 12 | F 5.[5] | 2¼ | 8 x10 | 10 x12 | 126.50 |
| 7 | 14 | F 5.[5] | 2 21/32 | 10 x12 | 12 x15 | 163.00 |
| 7*a* | 16½ | F 5.[5] | 3 3/32 | 11 x14 | 13 x17 | 208.50 |
| 8 | 19 | F 5.[5] | 3 19/32 | 12 x15 | 16 x18 | 245.00 |

For price of Goerz Dagor or Celor Lenses, fitted with Autic, Optimo, Sector or Volute Shutter, add price of shutter (see under Shutters, pages 54, 55 and 56).

## Photographic Lenses—Continued

### The Cooke Anastigmat Lens F:6.5—Series III A

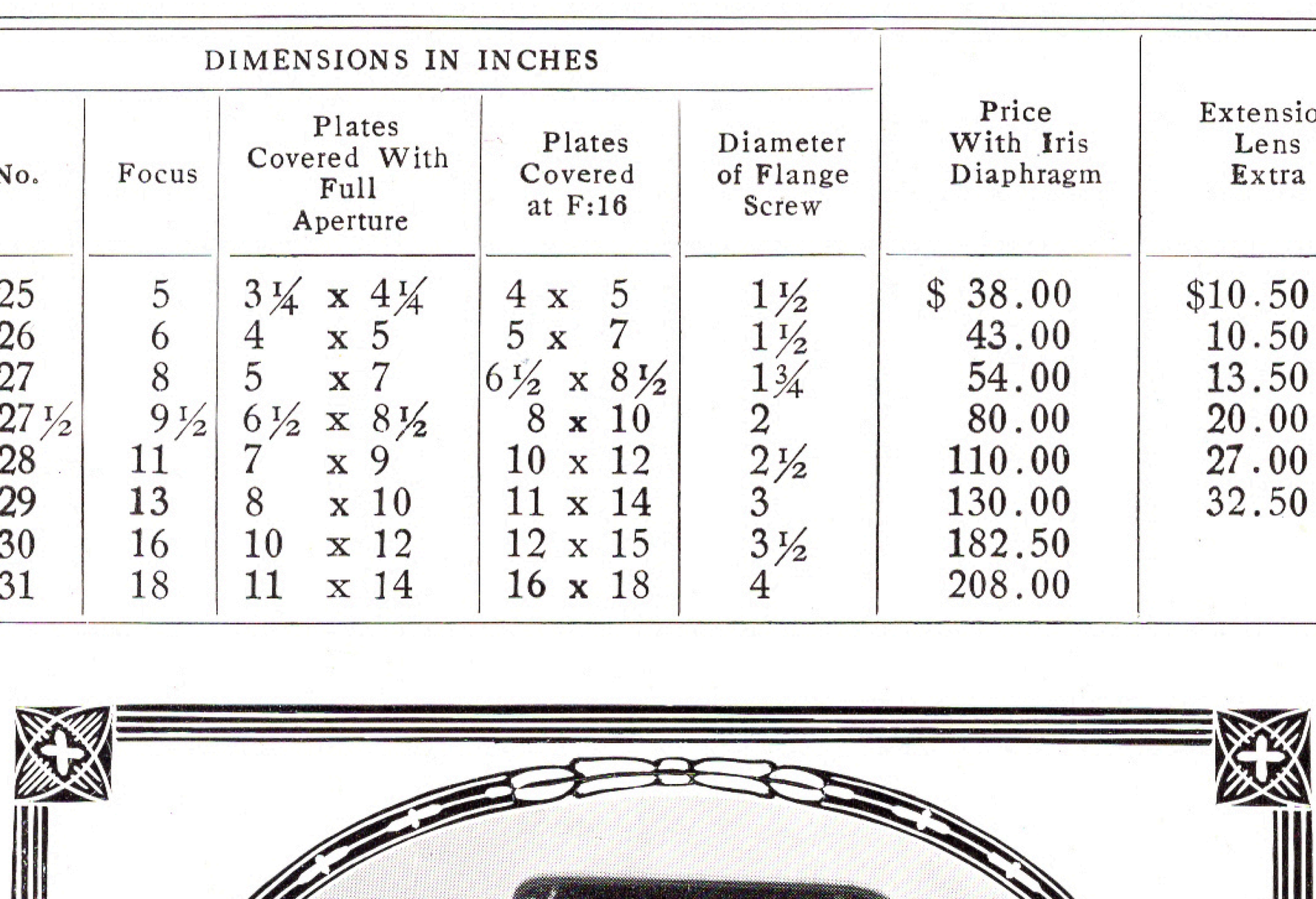
This series of the Cooke lenses is particularly adapted for fast instantaneous work with Seneca folding hand cameras. This lens is mounted with special regard to the construction and compactness of folding hand cameras.

| DIMENSIONS IN INCHES | | | | PRICES | |
|---|---|---|---|---|---|
| No. | Equivalent Focus | Plates covered with full aperture | Diameter of flange screw | Lens in Barrel with Iris Diaphragm | With Optimo, Volute, Sector, Compound or Autic Shutter, add list price of Shutter |
| 3 | 5 | 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 | See Under Shutters pages 54, 55, 56 |
| 6 | 8¼ | 5 x 8 | 1¾ | 53.00 | |

### Cooke Anastigmat Lens, Series IV. Full Aperature F:5.6

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

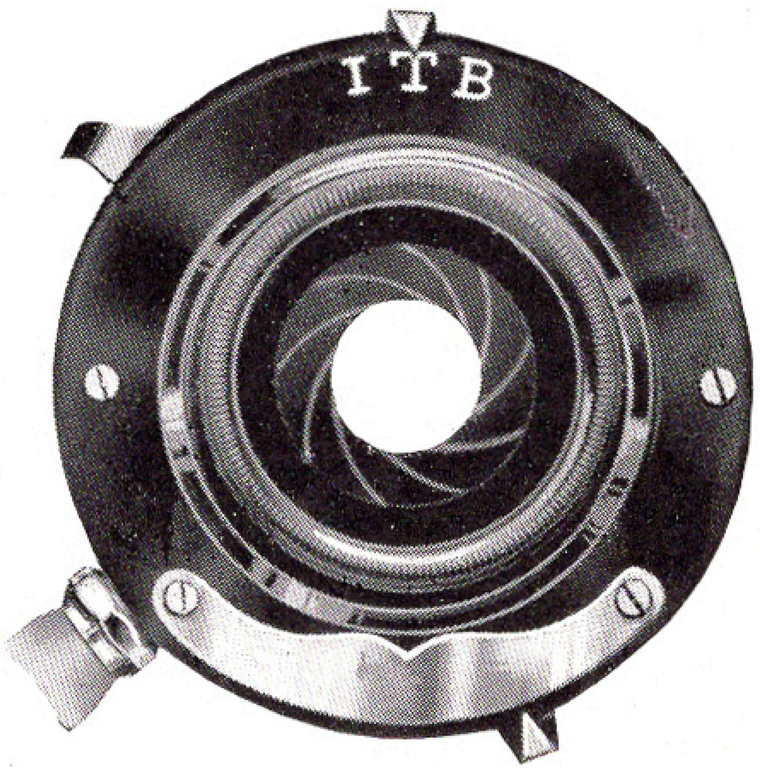
| DIMENSIONS IN INCHES | | | | | Price With Iris Diaphragm | Extension Lens Extra |
|---|---|---|---|---|---|---|
| No. | Focus | Plates Covered With Full Aperture | Plates Covered at F:16 | Diameter of Flange Screw | | |
| 25 | 5 | 3¼ x 4¼ | 4 x 5 | 1½ | $ 38.00 | $10.50 |
| 26 | 6 | 4 x 5 | 5 x 7 | 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)

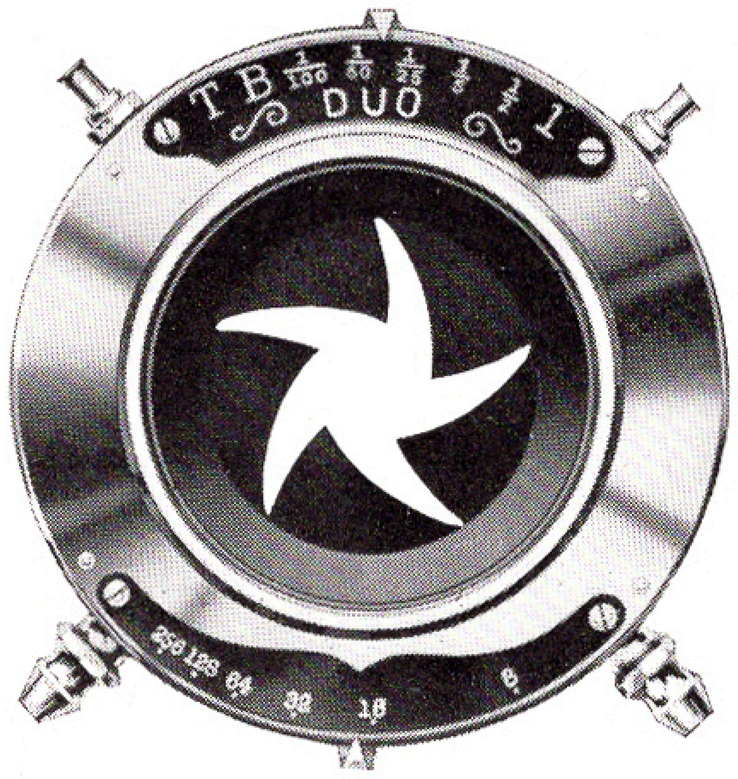



Adapted to the use of all ordinary lenses. It is fitted with an Iris Diaphragm and a lever indicating time and instantaneous exposures. It is self-setting or automatic, and may be operated by finger or bulb. Made in two sizes: 2¼ x 3¼ and 4 x 5.

**PRICE**

| | | |
|---|---|---|
| The Seneca Uno Shutter - | $2.00 | $3.00 |

### Seneca Duo Double Valve Shutter (Dustproof)




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

**PRICES**

| No. 1 Aperture ¾-in. 3¼ x 4¼ | No. 2 Aperture 1-in. 4 x 5, 5 x 7 | No. 3 Aperture 1⅜-in. 6½ x 8½ | No. 4 Aperture 1¾-in. 8 x 10 | No. 5 Aperture 2¼-in. 11 x 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. The Autic Shutter, like the Duo, possesses five shutter leaves.

**PRICES**

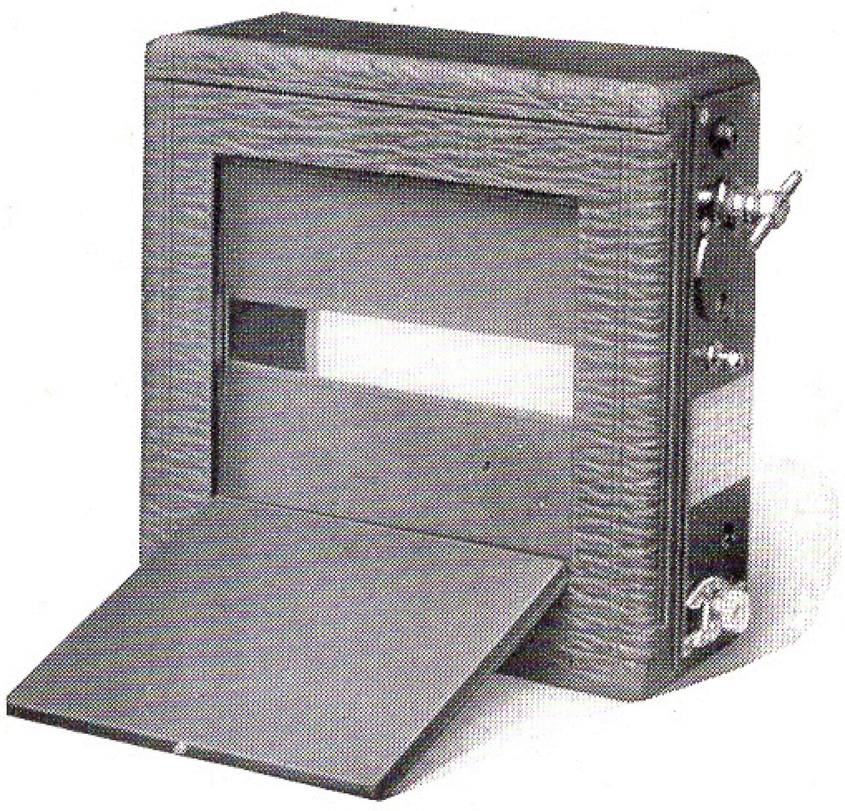
| No. 1 Aperture ¾-in. 3¼ x 4¼ | No. 2 Aperture 1-in. 4 x 5, 5 x 7 | No. 3 Aperture 1⅜-in. 6½ x 8½ | No. 4 Aperture 1¾-in. 8 x 10 |
|---|---|---|---|
| $7.00 | $8.00 | $10.00 | $12.00 |

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

## Seneca Focal Plane Shutter

**Patent Applied for**



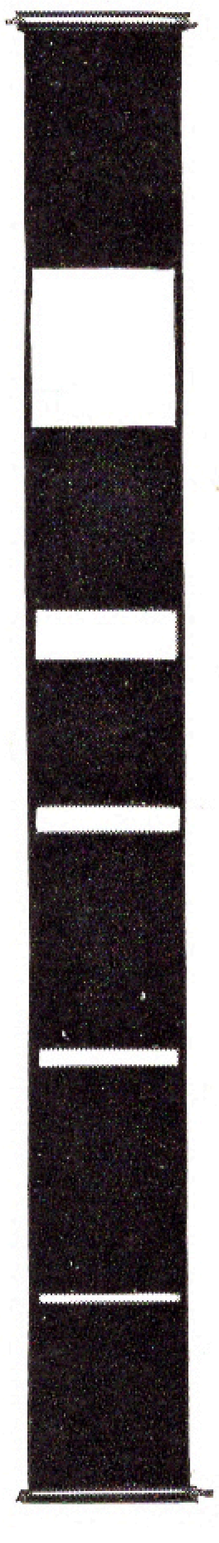
This shutter has met with instant recognition and has already achieved a marked success. Its main use, of course, is for the photography of life, or objects in very rapid motion. The running horse, the record-breaking auto, the flight of the golf ball, the sudden lunge of the frightened deer, can best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

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

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

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

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



### SIZES AND PRICES

| Size | Weight | Dimensions | Price |
|---|---|---|---|
| 4 x 5 | 15 Ounces | $6\frac{3}{8}$ x $6\frac{3}{8}$ x $1\frac{13}{16}$ | $21.00 |
| $3\frac{1}{4}$ x $5\frac{1}{2}$ | 15 " | $6\frac{7}{8}$ x $6\frac{7}{8}$ x $1\frac{13}{16}$ | 22.00 |
| 5 x 7 | 22 " | $8\frac{3}{8}$ x $8\frac{5}{8}$ x $1\frac{13}{16}$ | 23.00 |
| $6\frac{1}{2}$ x $8\frac{1}{2}$ | 25 " | $10\frac{3}{16}$ x $10\frac{3}{16}$ x $1\frac{13}{16}$ | 26.00 |
| 8 x 10 | 30 " | 12 x 12 x $1\frac{15}{16}$ | 29.00 |

## Shutters—Continued

### The Optimo High-Speed Shutter

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

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

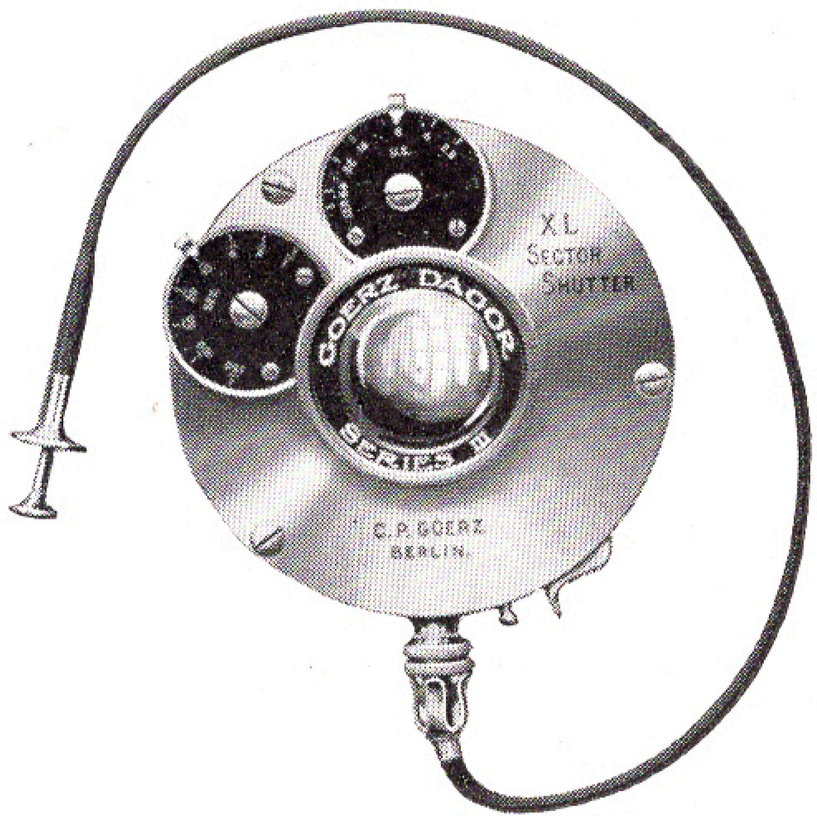
| No. | Outside Diameter | Weight | Light Opening | Lens Opening | Price |
|---|---|---|---|---|---|
| 1 | 2¼ x 2¼ | 3 oz. | ¾ | 1 1/16 | $14.00 |
| 1A | 2⅝ x 2⅝ | 3¾ " | ⅞ | 1 3/16 | 15.00 |
| 2 | 2⅞ x 2⅞ | 4⅞ " | 1 | 1⅜ | 16.00 |
| 3 | 3⅝ x 3⅝ | 7¼ " | 1⅜ | 1⅞ | 18.00 |
| 4 | 4⅝ x 4⅝ | 12 " | 1¾ | 2⅜ | 20.00 |

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

### Goerz XL Sector Shutter

(New High Speed Model)

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




**PRICES**

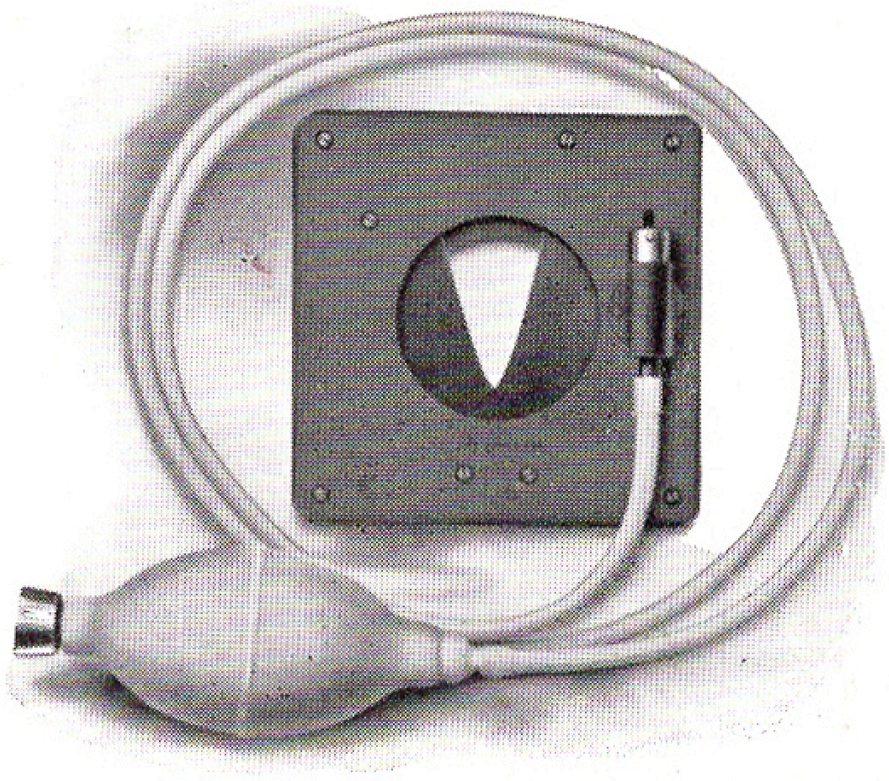
| | |
|---|---|
| No. 1 for sizes 3¼ x 4¼, 4 x 5 and 5 x 7 - - - - - | $15.00 |
| No. 2 for sizes 6½ x 8½ and 8 x 10 - - - - - - | 18.00 |

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

## Improved Packard Ideal Shutter

Specially Adapted for View Cameras

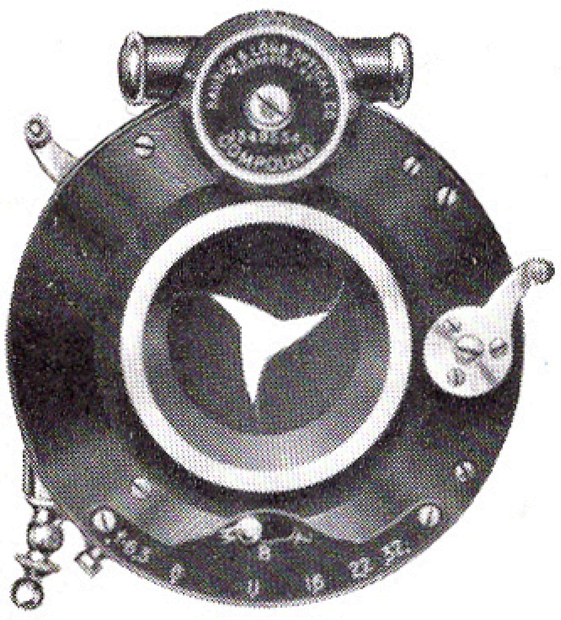


This Shutter has three wings, with the special advantage of a very large opening in a very small shutter. The No. 5 is adapted for "time" work only. The No. 6 is the same as the No. 5 with the exception of an "instantaneous" arrangement included for making snap shots. There is no jar or vibration, and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

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

## The 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.

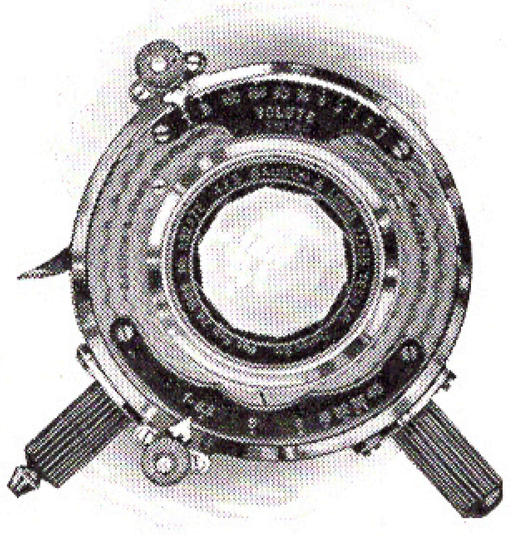


| No. | Opening Inches | Maximum Speed Seconds | PRICES | No. | Opening Inches | Maximum Speed Seconds | PRICES |
|---|---|---|---|---|---|---|---|
| 0 | 13/16 | 1/250 | $13.00 | 4 | 2 | 1/100 | $24.00 |
| 1 | 15/16 | 1/200 | 15.50 | | | | |
| 2 | 1⅜ | 1/150 | 17.75 | | | | |
| 3 | 1 9/16 | 1/100 | 22.00 | | | | |

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

## Shutters—Continued

## Bausch & Lomb Volute Shutter



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

| No. | Will Take Lenses with Opening of | Automatic Exposure | Prices |
|---|---|---|---|
| 1 | 1 in. | 3 sec. to $\frac{1}{150}$ sec. | $18.00 |
| 2 | $1\frac{7}{16}$ in. | 3 sec. to $\frac{1}{100}$ sec. | 20.00 |
| 3 | 2 in. | 3 sec. to $\frac{1}{75}$ sec. | 22.00 |

Price includes Bulb and Tube.

## The Studio Shutter

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

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

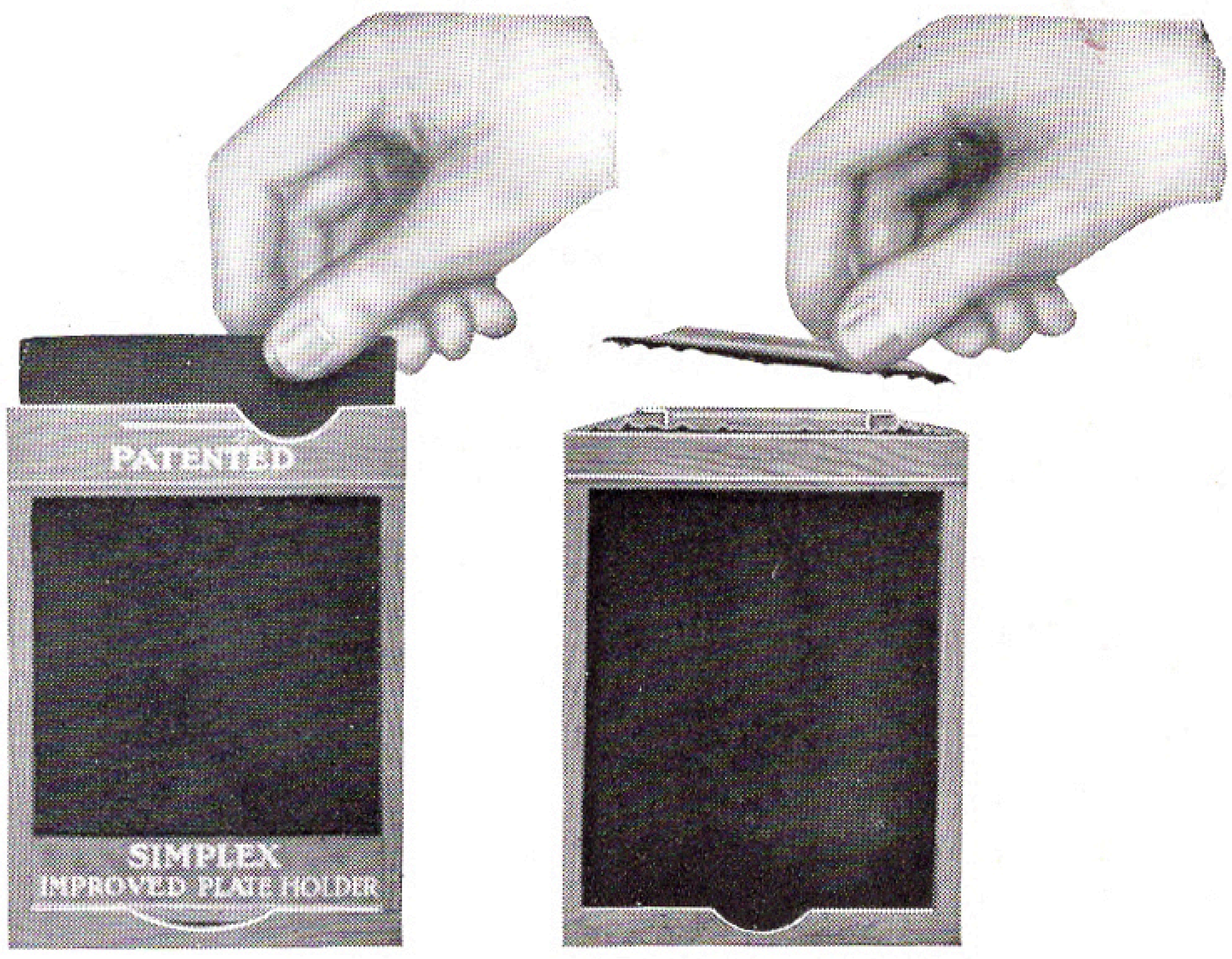
# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

## Seneca Simplex Double Plate Holder

Patented Light Trap and Wooden Bar

**(Patented)**

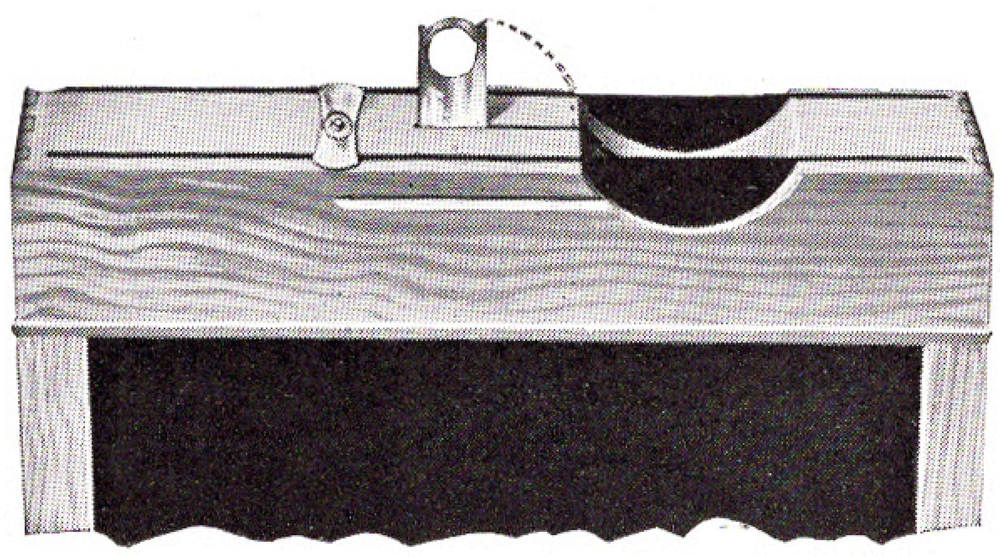



Simplex — Other Holders

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

| | | |
|---|---|---|
| 3½ x 3½ | 3¼ x 4¼ | 3¼ x 5½ |
| $1.00 | $1.00 | $1.00 |
| 4 x 5 | 4¼ x 6½ | 5 x 7 |
| $1.00 | $1.25 | $1.25 |

## Seneca Simplex Double Plate Holder—for Graflex

### PRICES

| | | |
|---|---|---|
| 3¼ x 4¼ | 4 x 5 | 5 x 7 |
| $1.50 | $1.50 | $1.75 |

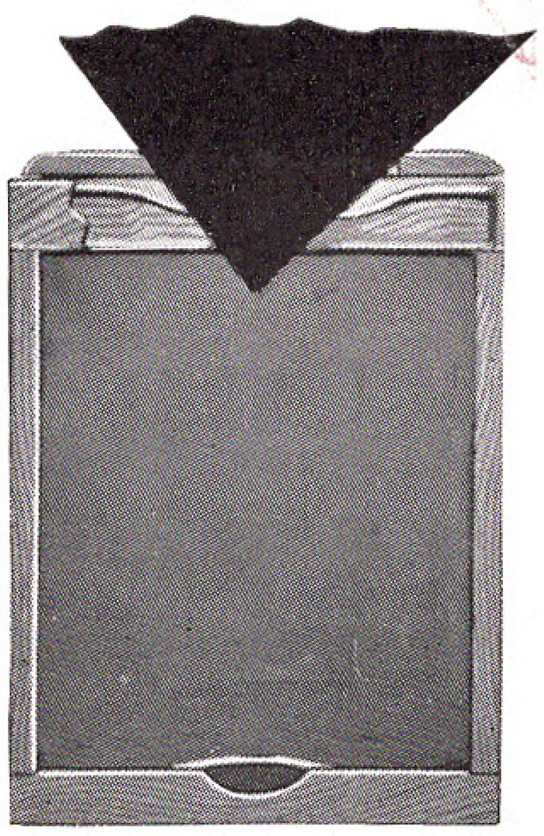
# SENECA CAMERA MFG. CO.

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

| 3½ x 3½ | 3¼ x 4¼ | 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 3¼ x 4¼ size Plates - - - | $ .80 |
| 4 x 5 size Holders made to take 9 x 12 cm. size Plates - - - | .80 |
| 5 x 7 size Holders made to take 4¾ x 6½ size Plates - - - | 1.00 |
| 5 x 7 size Holders made to take 4¼ x 6½ 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

| 3½x3½ | 3¼x4¼ | 3¼x5½ | 4x5 | 4¼x6½ | 5x7 | 6½x8½ | 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 3¼ x 4¼ 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 4¼ x 6½ size Plates - - - | 1.25 |
| 5 x 7 size Holders made to take 4¾ x 6½ 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.**

## Plate Holders Continued

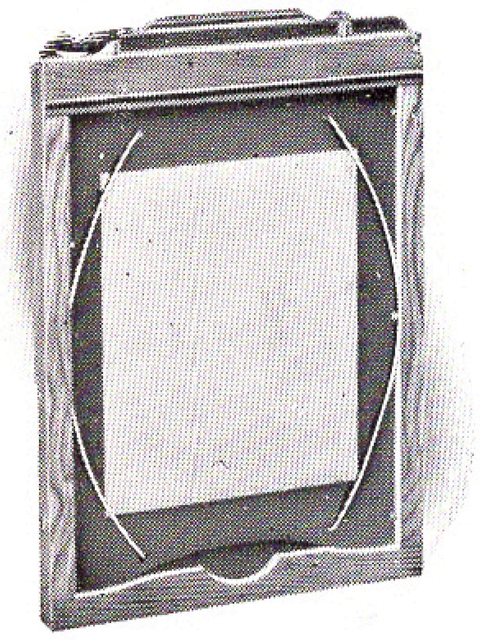
### English Book Style of Plate Holder

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

| 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, 3¼ x 4¼, 3½ x 3½ - - - - - | $1.00 |
| In 5 x 7 Holder, 5 x 7, 4¼ x 6½, 4 x 5, 4 x 4 - - - - - | 1.25 |
| In 6½ x 8½ Holder, 6½ x 8½, 5 x 8, 5 x 7, 4¼ x 6½ - - - | 2.00 |
| In 8 x 10 Holder, 8 x 10, 6½ x 8½, 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 |
| 3¼ x 4¼ | $.10 | $.20 | 8 x 10 | $.35 | $ .65 |
| 3¼ x 5½ | .15 | .25 | 11 x 14 | .50 | 1.50 |
| 4 x 5 | .15 | .25 | 14 x 17 | .75 | 2.50 |
| 4¼ x 6½ | .20 | .35 | 16 x 20 | 1.00 | 4.00 |
| 5 x 7 | .20 | .35 | 17 x 20 | 1.00 | 4.00 |
| 6½ x 8½ | .25 | .50 | | | |

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

## The New Seneca Film Pack Adapter

(Hingeless) For Daylight Loading Film Packs

**(Patented)**

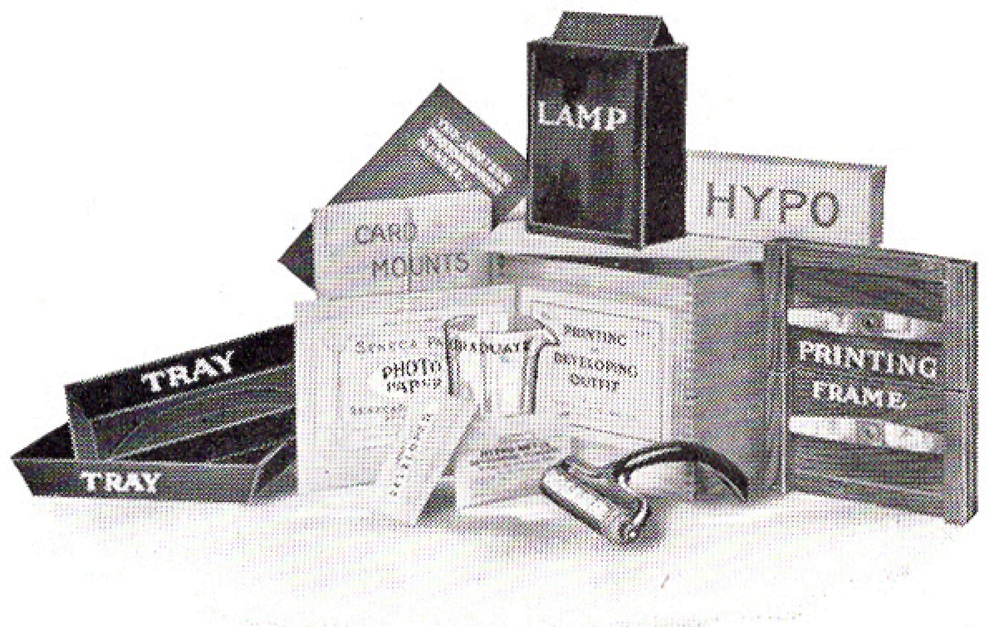
This adapter is interchangeable with the plate holders.

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

**PRICES**

| 3¼ x 4¼ | 4 x 5 | 3¼ x 5½ | 5 x 7 |
|---|---|---|---|
| $1.00 | $1.25 | $1.25 | $2.00 |

## Seneca Complete Developing and Printing Outfits




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

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

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

**PRICES**

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

In ordering mention size required.

# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

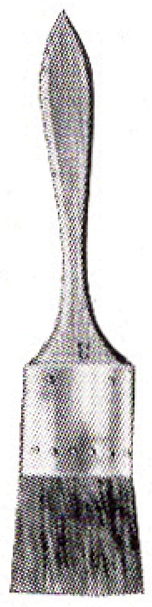
## Film Packs—Daylight Loading, 12 Exposures

### PRICES

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

## Brushes

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



### PRICES

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

## Card Mounts

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

### PRICES

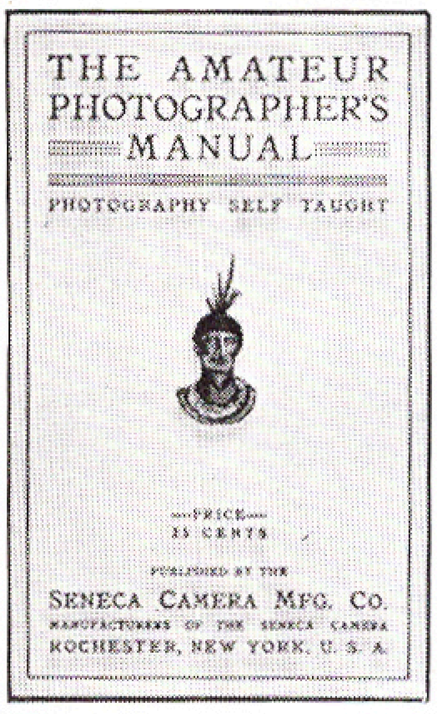
| No. | Outside Dimensions | For Prints | Per Dozen | Per 100 |
|---|---|---|---|---|
| 100 | 5 x 5 | 3½ x 3½ | $0.12 | $0.80 |
| 101 | 4¾ x 5¾ | 3¼ x 4¼ | .12 | .80 |
| 102 | 5½ x 6½ | 4 x 5 | .15 | .85 |
| 103 | 4¾ x 7 | 3½ x 5½ | .18 | .90 |
| 104 | 6½ x 8½ | 5 x 7 | .20 | 1.30 |

## Focusing Cloth

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

## Amateur Photographic Manual of Photography Self Taught

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




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

### PRICE

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

## Lens Boards for Hand and View Cameras

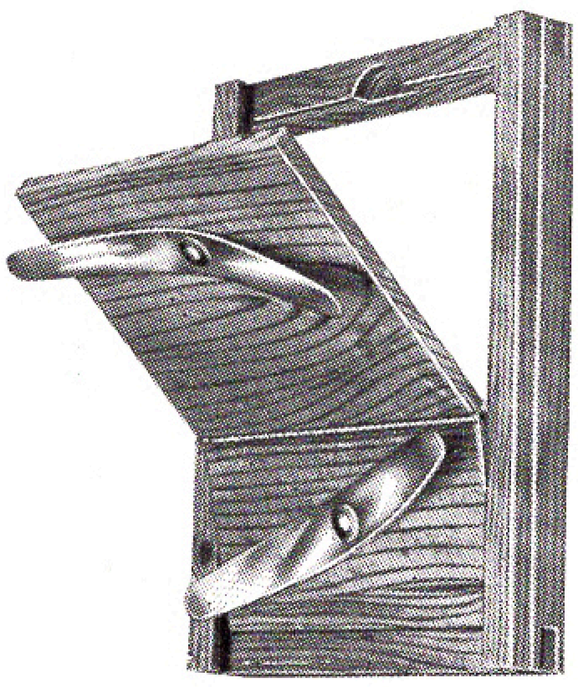
Many amateurs and professionals use more than one lens and shutter, and it is then found necessary to have extra lens boards. We furnish these for both our Hand and View Cameras and they are made out of thoroughly kiln dried lumber and highly finished, exactly the same as the original lens board in the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

### PRICES

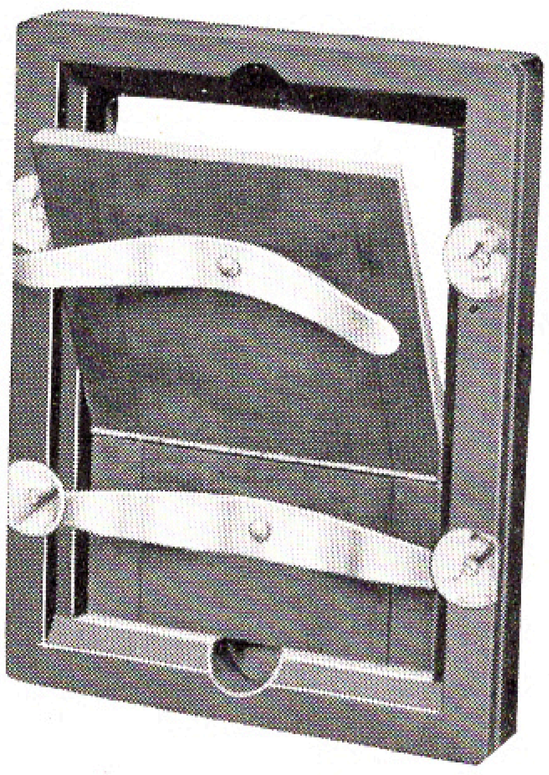
| | |
|---|---|
| For Hand Cameras up to and including 5 x 7, except Stereo - - | $ .35 |
| For Hand Cameras larger than 5 x 7 - - - - - - | .50 |
| For Stereo Cameras - - - - - - - - - - | .50 |
| For View Cameras up to and including 8 x 10 size - - - - - | .50 |
| For View Cameras larger than 8 x 10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

## Seneca Printing Frames

The 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**

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

**Amateur or Light Frames**

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

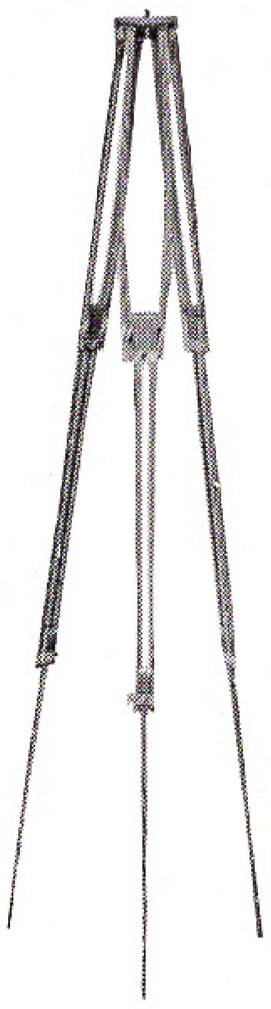
# SENECA CAMERA MFG. CO.

ROCHESTER, N.Y.

## Tripods

### The Compact Tripod (Wood Top)

Combined Sliding and Folding



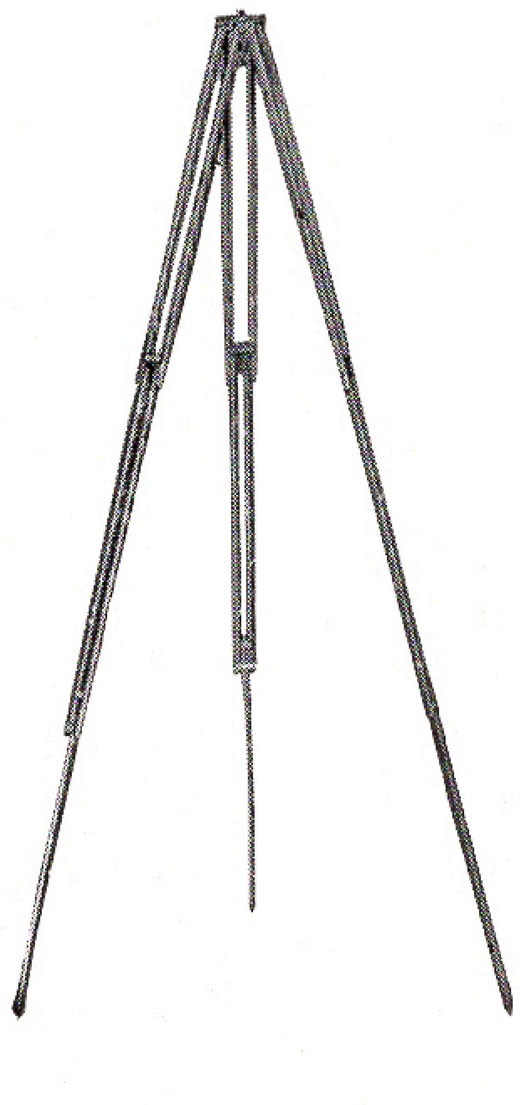
The Compact Tripod is one of the most convenient forms yet devised. It is quickly set up for use, can be adjusted to any desired height and is perfectly rigid; made of ash. When extended it is 4 feet 8½ inches long, while it is but 22¾ inches in length when folded or closed. The top is so made that the 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 similar to the regular compact tripod. It is constructed of ash and the trimmings are made of brass. The head is detachable. Dimensions: extended, 57 inches. Dimensions: folded, 22¾ inches. Weight, 27 ounces.



**PRICE**

Special Compact Tripod - - - - $2.00

### Special Sliding Tripod (Metal Top)

Sliding Tripod Folded

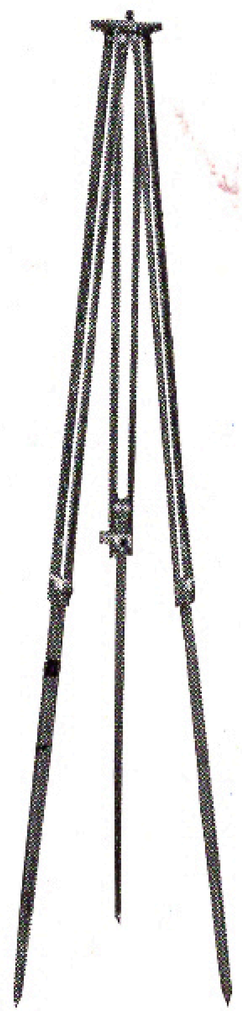
This is a light sliding tripod and is made of spruce, and in one size only; suitable for cameras up to 5 x 7 in size. The tripod is made in two sections, the lower half sliding into the other. When closed it measures 30¼ inches and when extended 56⅜ inches. Weight, 20 ounces.

**PRICE**

Seneca Sliding Tripod - - - - - - $ .80

## Seneca Sliding Tripod (Wood Top)

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



| No. | Length When Extended Inches | Length When Closed Inches | Style | Size of Camera | Price |
|---|---|---|---|---|---|
| 0 | 56¼ | 30¾ | No. 0 | 5 x 7 | $2.00 |
| 1 | 56¼ | 30¾ | No. 1 | 6½ x 8½ | 2.00 |
| 2 | 60 | 32½ | No. 2 | 8 x 10 | 2.50 |
| 3 | 59½ | 32½ | No. 3 | 11 x 14 | 3.00 |
| 4 | 58½ | 33 | No. 4 | 17 x 20 | 4.00 |

Metallic Tripod Folded

## Metallic Compact Tripods
(Imported)

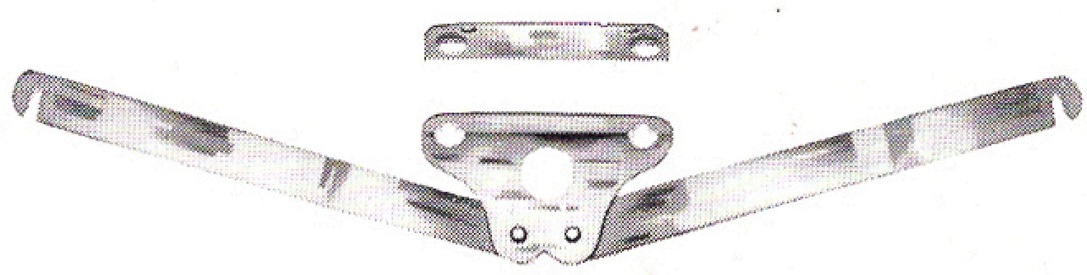
The imported metallic tripods are very light and extremely compact. Just the tripod for tourists and vacation parties. They are an ideal tripod for cameras not larger than 5 x 7 in size, but owing to their extreme lightness we do not recommend them for larger outfits.

### DIMENSIONS AND PRICES

| | Folded | Extended | |
|---|---|---|---|
| No. 40 (4 Sections) - - | 15″ | 48½″ | $2.50 |
| No. 50 (5 Sections) - - | 14½″ | 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.

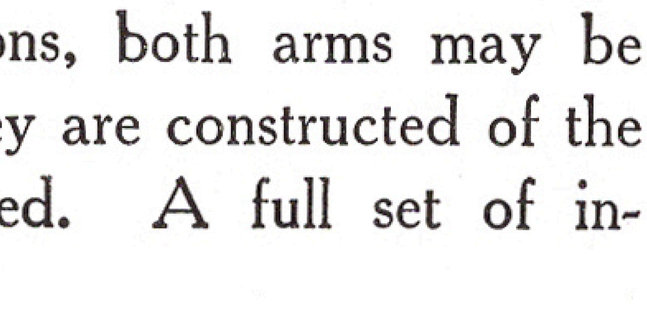
**PRICE**

Seneca Detachable Bed Brace, Complete - - - - - $1.00

## 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:

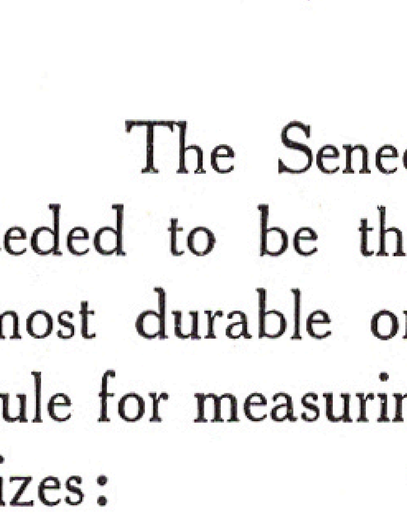


**PRICES**

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

## Seneca Measuring Glass

(Necessary for Every Dark Room)

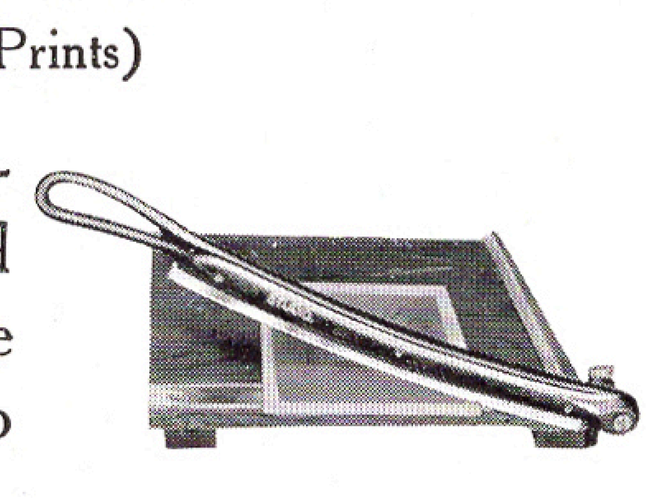



**PRICE**

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 $1\frac{5}{16}$ inches - - | $4.00 |
| Enlarging and Copying Lens - - - - - - - - - | .80 |
| Wide Angle Lens - - - - - - - - - - - | .80 |
| Portrait Lens - - - - - - - - - - - | .80 |
| Tele Photo Lens - - - - - - - - - - - | .80 |
| Ray Filter - - - - - - - - - - - | .80 |
| Duplicator - - - - - - - - - - - | .40 |

Any three of the above Supplementary Lenses and Duplicator, making four in all, furnished in neat case. Price, $2.75.

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

## 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 | 3¼ x 4¼ | 3¼ x 5½ 4 x 5 | 5 x 7 | 6½ x 8½ |
|---|---|---|---|---|
| Seneca Pocket Camera—leatheret | $1.50 | $1.50 | ..... | ..... |
| Seneca Nos. 1 to 5, Stereo A and Spec'l—leatheret | ..... | 1.50 | $2.00 | ..... |
| Seneca No. 6—leatheret | ..... | 1.75 | 2.50 | ..... |
| Seneca Pocket Camera—Solid leather | 3.00 | 3.50 | ..... | ..... |
| Seneca Nos. 1 to 5, Stereo A and Special—leather | ..... | 3.50 | 4.00 | ..... |
| Seneca Nos. 7 to 9—leather | ..... | 4.00 | 5.00 | $6.50 |

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

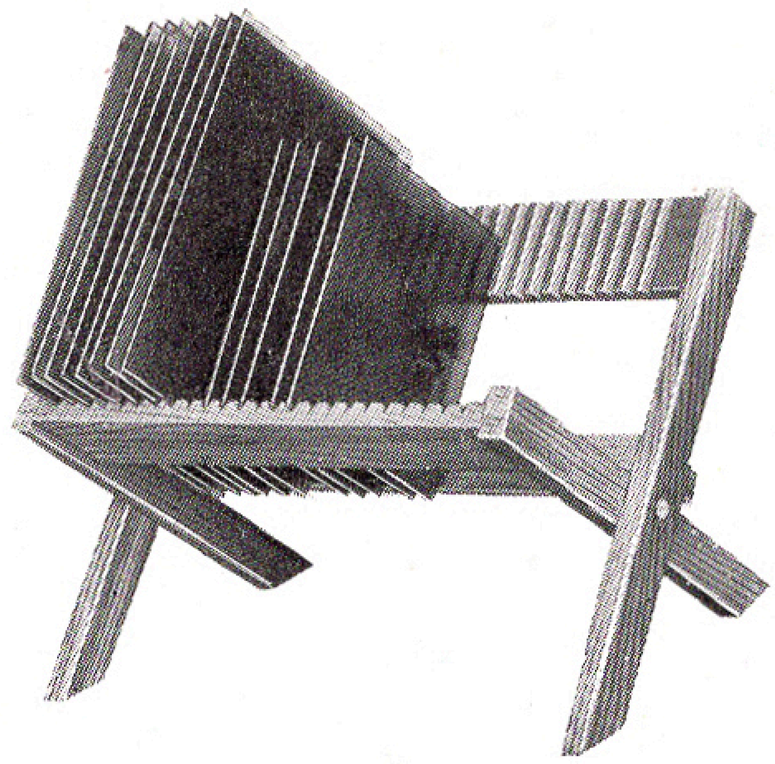
## Canvas Cases for View Cameras

| To Carry | Style | 5 x 7 | 6½ x 8½ | 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.

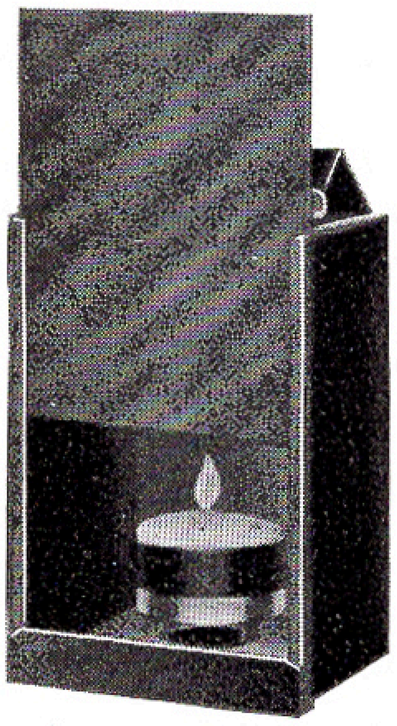
## Negative Racks



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 3½ x 4½ inches. The lamp complete measures 6 x 3⅝ x 2½ inches.

It is provided with cup for night-light candles.

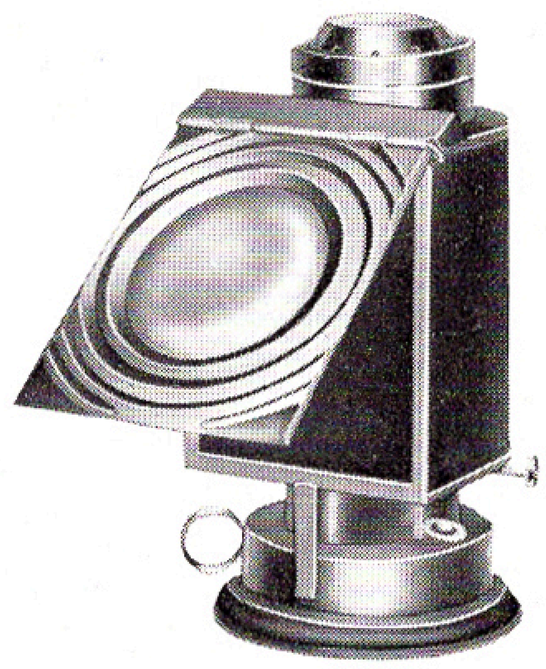
**PRICES**

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

## Seneca Lamp

(For Oil)

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

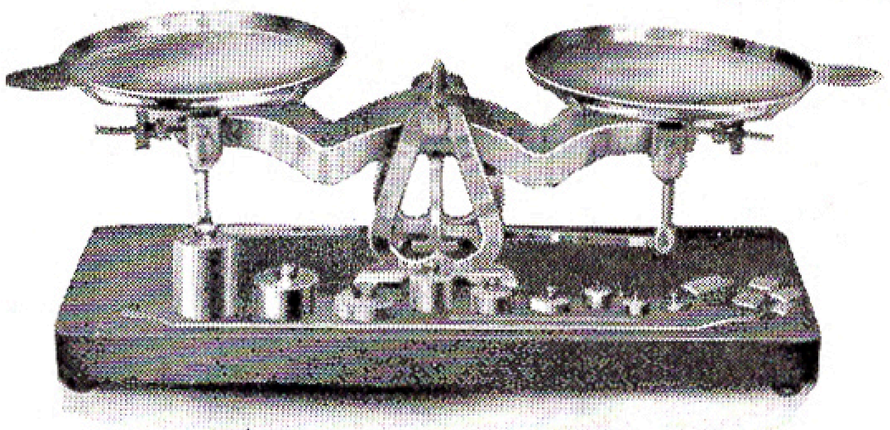


**PRICE**

| | |
|---|---|
| Seneca Lamp - - - - - | $ .75 |

## 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.

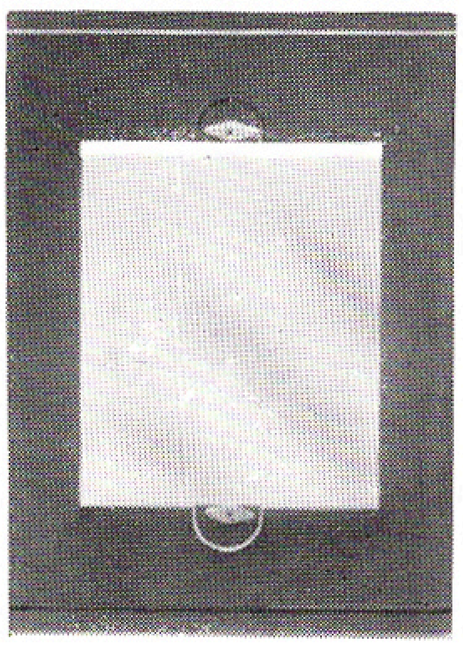
**PRICE**

| | |
|---|---|
| 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.



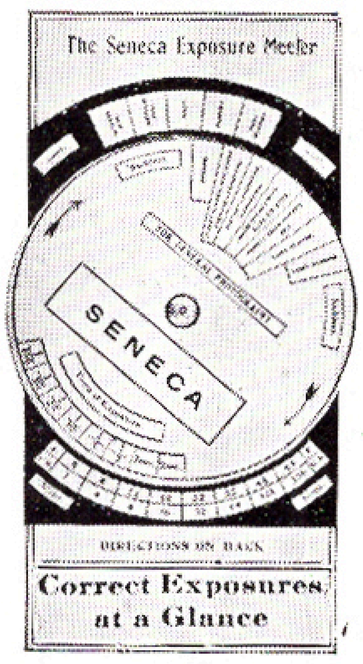
**PRICES**

| | |
|---|---|
| 4 x 5—3½ x 3½, 3¼ x 4¼, 3¼ x 4 - - | $ .20 |
| 5 x 7—3½ x 3½, 3¼ x 4¼, 4 x 5, 3¼ x 5½ - | .25 |
| 5 x 8—4 x5, 4¼ x 6½, 3¼ x 4¼, 3¼ x 5½ - | .25 |
| 6½ x 8½—3¼ x 4¼, 4 x 5, 5 x 7, 4¼ x 6½, 3¼ x 5½ - - - - - - | .30 |
| 8 x 10—4 x 5, 3¼ x 5½, 4¼ x 6½, 5 x 7, 5 x 8, 6½ x8½ - - - - - - | .40 |
| 11 x 14—6½ x 8½, 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 4¾ x 2½ inches. Just fits the pocket.

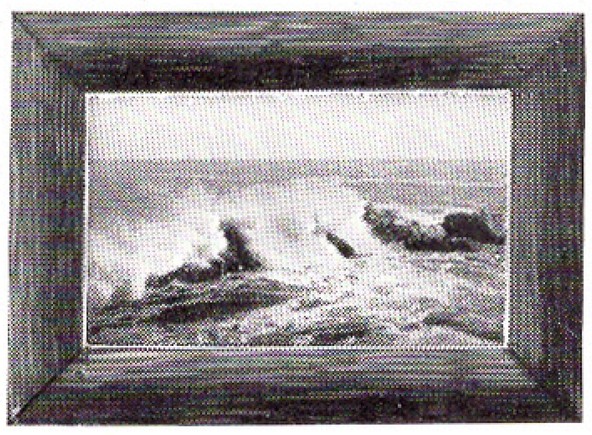



**PRICE**

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

## Seneca Lithoak Frame

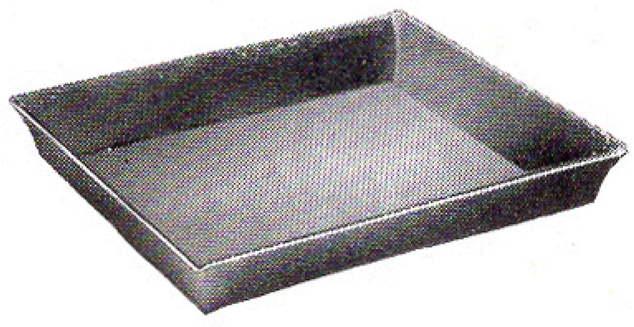
For Post Cards and Snap Shots



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 |



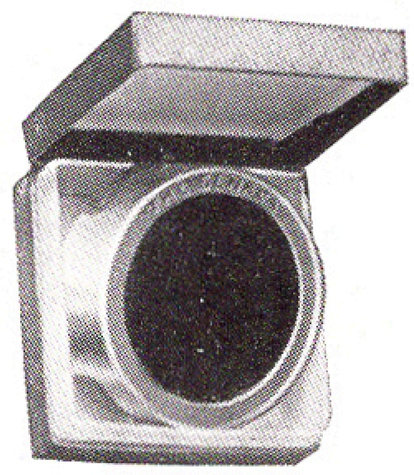
## Trays

(Japanned Chemically Proof)

**PRICES**

| | |
|---|---|
| For 4 x 5 Plates or Films - - - | $ .15 |
| For 5 x 7 Plates or Films - - - | .25 |

## 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 and Sencos | 2.00 |
| 4 x 5 | —Seneca Nos. 4-5-6-7-31-3A | 2.50 |
| 4 x 5 | —Seneca Nos. 32-33-8-9 | 3.50 |
| 5 x 7 | —Seneca Nos. 1-2-3 | 3.00 |
| 5 x 7 | —Seneca Nos. 4-5-6-7 | 3.50 |
| 5 x 7 | —Seneca No. 8 and Special | 4.00 |
| 5 x 7 | —Seneca Stereo B | 5.00 |
| 5 x 7 | —Seneca Stereo A | 4.00 |
| 5 x 7 | —Seneca No. 9 | 6.00 |
| 6½ x 8½ | —Seneca No. 8 | 6.00 |
| 6½ x 8½ | —Seneca No. 9 | 7.00 |
| 5 x 7 | —New Impr'd or Camera City View..Leatheret $4.00, Leather | 6.00 |
| 6½ x 8½ | — " " " " " " " 5.00, " | 7.00 |
| 8 x 10 | — " " " " " " " 6.00, " | 8.00 |
| 11 x 14 | — " " " " " " " 8.00, " | 12.00 |
| 14 x 17 | —Not made " " " " 10.00, " | Not made |
| 17 x 20 | — " " " " " " 12.00, " " " | |
| 5 x 7 | —Competitor View 3.00, " | 5.00 |
| 6½ x 8½ | — " " 4.50, " | 6.00 |
| 8 x 10 | — " " 5.00, " | 7.00 |

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

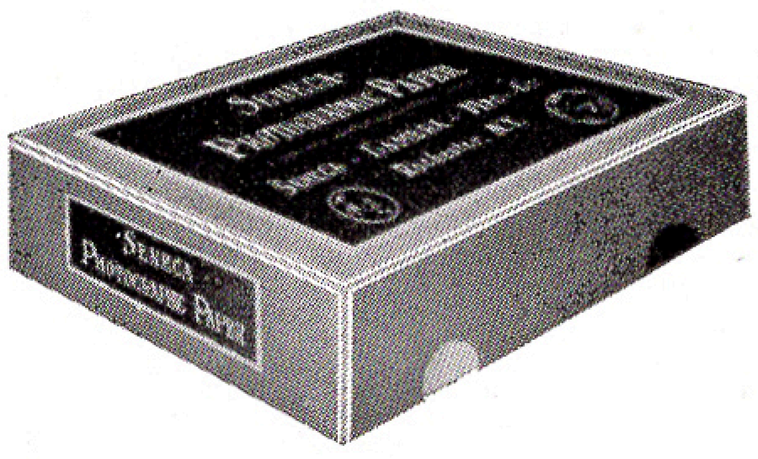
# SENECA CAMERA MFG. CO.

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 |
| 4¾ 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 |
|---|---|---|---|---|---|
| 3½ x 3½ | 30 Doz. | $ .40 | 5 x 8 | 20 Doz. | $1.25 |
| 3¼ x 4¼ | 30 " | .45 | 6½ x 8½ | 12 " | 1.65 |
| 3¼ x 5½ | 30 " | .65 | 8 x 10 | 10 " | 2.40 |
| 4 x 5 | 30 " | .65 | 10 x 12 | 4 " | 4.20 |
| 4¼ x 6½ | 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

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

**PRICES**

| Size | Doz. | Gross | Size | Doz. | Gross |
|---|---|---|---|---|---|
| 3½ x 3½ | $ .12 | $1.20 | 6½ x 8½ | $ .50 | $5.00 |
| 3¼ x 4¼ | .12 | 1.20 | 7 x 9 | .55 | 5.80 |
| 4 x 5 | .15 | 1.50 | 8 x 10 | .60 | 6.50 |
| 3⅞ x 5½ | .15 | 1.50 | 10 x 12 | .90 | 9.70 |
| 4 x 6 | .20 | 1.80 | 11 x 14 | 1.20 | 13.00 |
| 4¾ x 6½ | .25 | 2.70 | 14 x 17 | 1.90 | 20.00 |
| 5 x 7 | .30 | 3.00 | 16 x 20 | 2.40 | 25.80 |
| 5 x 8 | .30 | 3.30 | 20 x 24 | 3.60 | 38.50 |

10-foot Rolls, $2.00 10-yard Rolls, $5.00

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

### Defender Disco Paper

Disco Gloss—A Gelatine Printing-out Paper

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 |
| 3⅞ x 5½ | .18 | | 1.25 | 11 x 14 | 1.08 | 6.30 | 11.70 |
| 4¾ x 6½ | .25 | ½ Gross | 2.20 | 14 x 17 | 1.62 | 9.45 | 18.00 |
| 5 x 7 | .27 | 1.45 | 2.40 | 16 x 20 | 2.16 | 12.60 | 24.30 |
| 5 x 8 | .27 | 1.60 | 2.70 | 20 x 24 | 3.15 | 18.45 | 36.00 |

10-foot Rolls, $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 collodion 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**

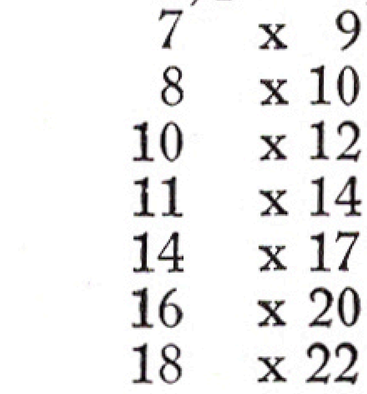
| Size | ½ Dozen | Dozen | ½ Gross | Gross |
|---|---|---|---|---|
| 3½ x 3½ | | $ .12 | | $1.30 |
| 3¼ x 4¼ | | .15 | | 1.30 |
| 3 x 4 | | .15 | | 1.20 |
| 3¼ x 5½ | | .20 | $ .95 | 1.80 |
| 4 x 5 | | .20 | .95 | 1.80 |
| 3⅞ x 5½ | | .20 | .95 | 1.80 |
| 4 x 6 | | .20 | 1.00 | 1.80 |
| 5 x 7 | | .30 | 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**

| Size | Dozen | ½ Gro. | Gross |
|---|---|---|---|
| 2½ x 2½ | $ .10 | $ .55 | $ 1.00 |
| 3½ x 3½ | .12 | .65 | 1.20 |
| 3¼ x 4¼ | .12 | .65 | 1.20 |
| 3¼ x 5½ | .15 | .80 | 1.50 |
| 4 x 5 | .15 | .80 | 1.50 |
| 3⅞ x 5½ Cab. | .15 | .80 | 1.50 |
| 4 x 6 | .20 | .90 | 1.80 |
| 4¼ x 6½ | .25 | 1.30 | 2.50 |
| 4¾ x 6½ | .25 | 1.45 | 2.70 |
| 5 x 7 | .30 | 1.60 | 3.00 |
| 5 x 8 | .30 | 1.68 | 3.30 |
| 6 x 8 | .45 | 2.40 | 4.50 |
| 6½ x 8½ | .50 | 2.70 | 5.00 |
| 7 x 9 | .55 | 3.00 | 5.80 |
| 7½ x 9½ | .60 | 3.25 | 6.30 |
| 8 x 10 | .60 | 3.35 | 6.50 |
| 9 x 11 | .75 | 4.35 | 8.50 |
| 10 x 12 | .90 | 5.10 | 9.70 |
| 11 x 14 | 1.20 | 6.80 | 13.00 |
| 14 x 17 | 1.90 | 10.90 | 20.00 |
| 16 x 20 | 2.40 | 13.60 | 25.80 |
| 20 x 24 | 3.60 | 20.00 | 38.50 |

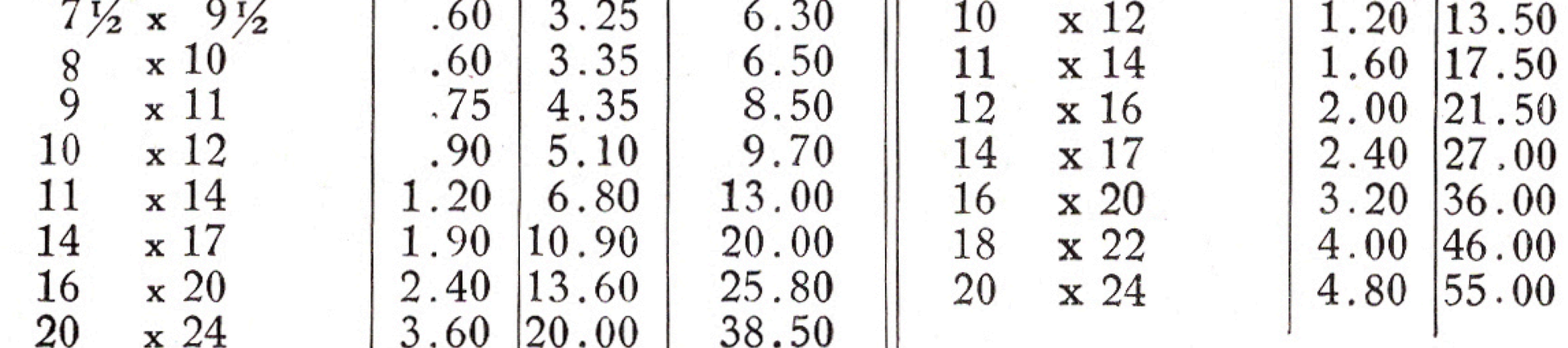
10 Foot Rolls, 25 Inches Wide, $2.00
10 Yard Rolls, 25 Inches Wide, 5.00

**TRIPLE A—DOUBLE WEIGHT**

| Size | Dozen | Gross |
|---|---|---|
| 3¼ x 4¼ | $ .15 | $1.50 |
| 3⅞ x 5½ Cab. | .25 | 2.00 |
| 4 x 6 | .25 | 2.00 |
| 4¼ x 6½ | .30 | 3.00 |
| 4¾ x 6½ | .30 | 3.00 |
| 5 x 7 | .35 | 3.50 |
| 5 x 8 | .40 | 4.00 |
| 5½ x 7¾ | .45 | 4.50 |
| 6 x 8 | .50 | 5.00 |
| 6½ x 8½ | .60 | 6.00 |
| 7 x 9 | .65 | 7.00 |
| 7½ x 9½ | .75 | 8.00 |
| 8 x 10 | .80 | 9.00 |
| 9 x 11 | 1.00 | 11.00 |
| 10 x 12 | 1.20 | 13.50 |
| 11 x 14 | 1.60 | 17.50 |
| 12 x 16 | 2.00 | 21.50 |
| 14 x 17 | 2.40 | 27.00 |
| 16 x 20 | 3.20 | 36.00 |
| 18 x 22 | 4.00 | 46.00 |
| 20 x 24 | 4.80 | 55.00 |

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 Developing Powder

For developing Seneca, Argo, Cyko or any developing or gaslight paper. This is a Metol Hydrochinon developer; used also in developing plates. 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 Toning Solution

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

**PRICE**

In powdered form, sufficient for 16 ounces of solution - - - $ .25

## Disco Toning Solution

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

**PRICE**

In powdered form, sufficient for 16 ounces of solution - - - $ .25

## Hypo (Hyposulphite of Soda)

Fixing bath for plates or paper.

**PRICE**

Per Pound - - - - - - - - - - - $ .10

## Argo Soda

(An Anti-Friction Soda)

**PRICE**

Per Pound - - - - - - - - - - - $ .50

## Miscellaneous Supplies

| | |
|---|---|
| All Milled Head Screws | $ .25 |
| Bulbs and Tubes, to fit any Shutter | .25 |
| Blotting Paper, 19 x 24; per dozen | 1.00 |
| Fronts for 4 x 5 Folding Cameras | 2.50 |
| Fronts for 5 x 7 Folding Cameras | 3.00 |
| Fronts for Stereo Folding Cameras | 3.50 |
| Fronts for 6½ x 8½ Folding Cameras | 3.50 |
| Glass for Seneca Lamp, Ruby or Orange | .10 |
| Ground Glass for 4 x 5 Cameras, 15c; for 5 x 7 Cameras, 18c; for 6½ x 8½ Cameras, 30c; for 8 x 10 Cameras, 50c; for 11 x 14 Cameras, 60c; for 14 x 17 Cameras, $1.50; for 17 x 20 Cameras | 2.00 |
| Orange or Ruby Fabric; per sq. yd. | .60 |
| Screws for Tripods | .25 |
| Shoulder Straps, 56 inches | .30 |
| Shoulder Straps, 66 inches | .40 |
| Stereo Division on Roller for Stereo A, 5 x 7 size | 1.50 |
| " " " " " " B, 5 x 7 " | 2.00 |
| " " " " " 6½ x 8½ Cameras | 3.00 |
| " " " " " 8 x 10 Cameras | 4.00 |
| " " plaited " 6½ x 8½ Cameras | 1.50 |
| " " " " 8 x 10 Cameras | 2.00 |
| Tops for Seneca Tripods with screw | .75 |
| Brilliant View Finders | 1.50 |

# *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 L. 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.**

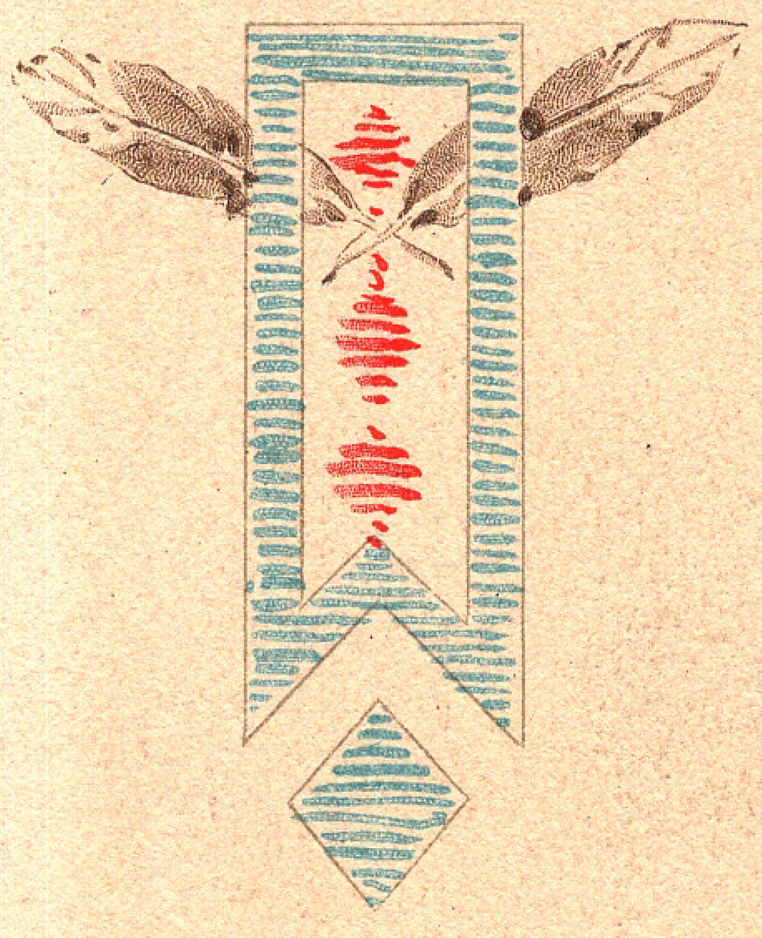
**Manufacturers**

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

MANUFACTURERS

# SENECA CAMERA M'F'G CO.

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



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CHICAGO, ILL.