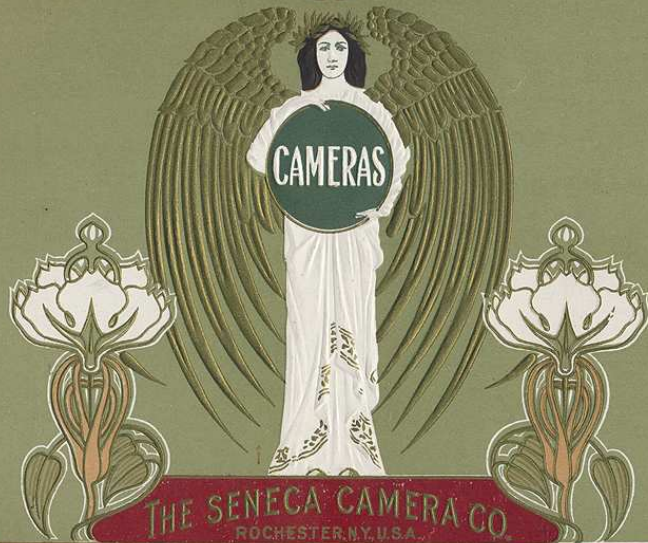


CAMERAS.



1903

1903



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

1903



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CNS C

SENECA CAMERAS AND ACCESSORIES



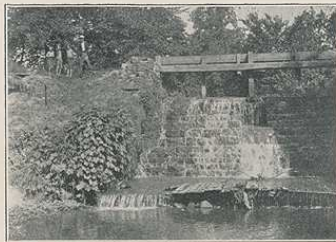
SENECA CAMERA COMPANY

ROCHESTER, NEW YORK, U. S. A.

INTRODUCTION

IN presenting for your inspection our 1903 Catalogue we wish to state that there has been a complete change made in our company as regards office and factory management. We have gotten out an entirely new line of Cameras that are far and away ahead of any ever turned out by this Company, and will compare most favorably with any cameras on the market. We trust that our Cameras will meet your every desire in the photographic line and wish to call your particular attention to the very reasonable prices named.

SENECA CAMERA COMPANY.



“OUT OF THE ORDINARY.”

Before going into the detailed description of the specifications of Seneca Cameras we wish to enumerate some of the special features that have been originated by us, and that will tend to make the Seneca Cameras the most distinctive line on the market.

These features are fully covered by patents and will be found only on Seneca Cameras and will, we are positive, be appreciated both by the professional and the amateur photographer.

AUTOMATIC CLAMP, With Press Button Pull.

Words fail us when we try to describe the beauty and simplicity of this device. Of course, the illustrations in this catalogue can give but the faintest idea of this clamp, and it really must be seen to be appreciated.

In the first place it is the most natural way of drawing out the front, and it runs as smoothly as anything that could be imagined.

Besides this, it has an automatic lock that binds positively the instant fingers are released and holds the front perfectly rigid at any desired place on the bed. It is very simple in construction and cannot possibly get out of order. Best of all, it is used with every style of Seneca folding camera, from the cheapest to the highest grade.



RISING AND FALLING FRONT. Of course the purpose of this feature is to vary the amount of sky or foreground in the picture to be taken, and having and not having just the proper amount of each means the difference between a good and a poor picture. Our entire line of folding cameras are fitted with the Rising and



Falling Front, and besides this, our method of adjustment is with a patented device that does not crowd the lens board and strain the posts thus throwing lens out of center, but the friction is between the sides of the groove in the post.

On cameras number 20, 21, 22, the adjustment is made with rack and pinion with pinion lock. Besides this rising and falling adjustment our cameras numbering 18 to 22 inclusive have the horizontal movement as well, and this enables the user to show more of one side or the other of a view without changing position of the camera or tripod. This result is obtained by simply turning milled head and moving front to right or left. Simply releasing fingers from milled head automatically locks front in any position. In the old method it was necessary for the operator to go to side or front of camera, unscrew lock, move front to right or left, then screw again. In our method, while the operator is focusing he can move front to right or left, and the instant he releases fingers from milled head the front is rigidly locked and it is not necessary for him to move from under focusing cloth.



and opposite the button for opening front thus protecting back against accidental opening on account of sudden jar.

REMOVABLE LENS BOARD. In our Removable Lens Board we have patented a device that is operated by simply lifting the pin in the top of lens board. It is made in the following manner: A brass cup is formed to fit inside of opening of lens board and a wooden ring is screwed inside of cup, the shutter mount is screwed to wooden ring instead of to the lens board itself. Simplicity is most needed in this part of the camera because it is desirable to make lens changes without loss of time. In Seneca Cameras the lens board can be removed in less time than in any other camera, and furthermore, ours is never affected by atmospheric conditions causing shrinking or swelling of parts. Seneca Cameras numbering 16 to 22 inclusive are fitted with this device.

REVERSIBLE BACK, With Single Release. In our Reversible Back which is used on all Seneca Folding Cameras numbering 9 to 22 inclusive we have a feature that is in every way superior to the method commonly used.

Our Reversible Back is operated with a single concealed press button release that is so simple that the wonder is it was not thought of years ago.

We also have an adjustment screw that will allow for any shrinking or swelling caused by climatic conditions, thus insuring a perfect fitting back for all time. Beside this the button for releasing back is on the top of camera



SWING BACK OR BED. We have patented an entirely new idea in the method of swinging the back or bed of our cameras and have something that will surely be appreciated by every photographer, be he professional or mere novice. Our swing is manipulated with a thumb screw placed in the top of the box and can be easily operated at the same time the focusing is being done. The beauty of it lies in the fact that no locks are necessary to keep camera in position, in fact with our method the swing is always locked and at the same time is always ready for adjustment. This device is used on Seneca Cameras numbering 18 to 22 inclusive.

We also have another swing for our cheaper cameras, and while it is not as complete as the one above described, at the same time it has given entire satisfaction.

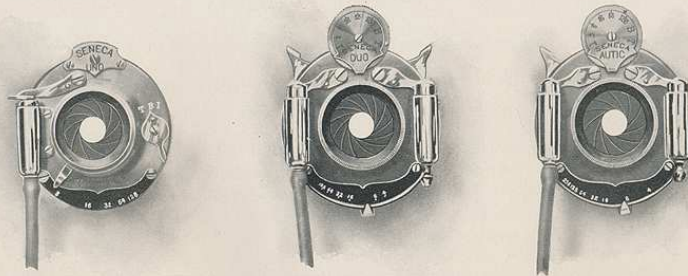
The swing is operated by a sliding device placed on the bed of the camera and is locked with a thumb nut.

Another advantage of this swing lies in the fact that the stud holding arm and the binding stud are one and the same, thus doing away with the possibility of any lost motion on account of complicated parts.

This swing is used on Seneca Cameras numbering 7, 14, 15, 16, 17.



SENECA SHUTTERS.



SENECA UNO will be used to designate our automatic single valve shutter which is undoubtedly the finest moderate priced shutter ever made.

SENECA DUO will be used to designate our double valve shutter, and this shutter enables one to regulate the length of exposure by simply moving indicator at the top to the right or left. It is also arranged to regulate size of opening by moving indicator at the bottom.

SENECA AUTIC will be used to designate our automatic double valve shutter, and this without question is the finest shutter furnished with any folding camera. It is always ready for use and can be released and set by either bulb or finger. It can be used for Instantaneous, Time, or Bulb Exposure, and at various speeds from one second to one one hundredth part of a second. Different sizes of openings can be secured by simply moving the indicator at the bottom. All of these shutters are fitted with Iris diaphragm and are guaranteed perfect in every particular and will, we are positive, meet with the approval of every user.

SENECA LENSES.

The regular lenses for our line of cameras may be classified as follows:

SINGLE ACHROMATIC,	RAPID CONVERTIBLE,
RAPID RECTILINEAR,	RAPID SYMMETRICAL.

These lenses are ground with the utmost care and are thoroughly tested insuring a perfect lens in every camera. The different styles are used with the idea of meeting the requirements of each particular camera and combining in each instance the proper amount of speed for perfect exposures in every branch of photography. In addition to these we have a complete line of special lenses that can be used in connection with Seneca Cameras, and the description of these will be found in the back pages of catalogue.

The above mentioned features cover the most important changes in Seneca Cameras, but at the same time we cannot refrain from calling your attention to some of the minor points, such as the spring used in connection with the ground glass in back panel. This spring, besides holding glass in place, also adjusts itself to the different thicknesses of glass and makes it impossible to break the ground glass on account of any sudden jar. Then the latch in back panel in all Model A Cameras, and also the fact that we have no projecting points to scratch and mar the surface of showcase or table are points that are worth considering. And finally, after all is said, and all features are carefully examined, we know that you will agree with us when we say, Seneca Cameras are made on honor, are as near perfection as possible, that in simplicity, ease of manipulation, and beauty of design, they excel, and above all this, the workmanship shows that they were made to last, not only for to-day, but also to-morrow and forever.

TERMS

All goods are packed and delivered to express or railroad company at Rochester, free of charge.

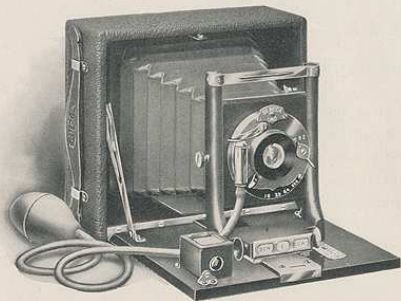
In ordering goods always give shipping directions, whether by mail, express, or freight. If not so stated we will use our discretion.

All orders for goods C. O. D. must in every instance be accompanied by double the amount of transportation charges.

All orders to be forwarded by mail must include postage or they will be sent by express.

Remit by draft on New York, P. O. order, registered letter or express money order.

MODEL A.



Seneca No. 1.—Size 4 x 5.

SPECIFICATIONS

No. 1 Size 4 x 5

DIMENSIONS—6 x 5 $\frac{1}{4}$ x 2 $\frac{3}{8}$ inches.

CAMERA BOX—Mahogany, dove-tailed and covered with seal grain leather.

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press-button pull.

FINDER—Reversible, brass bound.

SHUTTER—Seneca Uno.

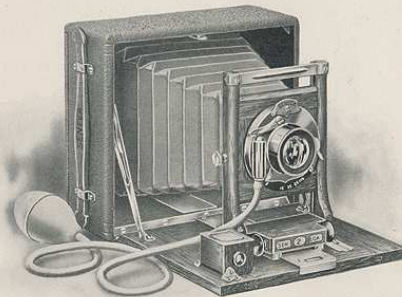
LENS—Seneca Single Achromatic.

Camera Carrying Case Plate Holder

Price complete, \$8.50

Same equipment in 5 x 7 size, price complete \$13.00.

MODEL A.



Seneca No. 2.—Size 4 x 5.

SPECIFICATIONS

No. 2 Size 4 x 5

DIMENSIONS—6 x 5 $\frac{1}{4}$ x 2 $\frac{3}{8}$ inches.

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

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

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

FINDER—Reversible, brass bound.

SHUTTER—Seneca Uno.

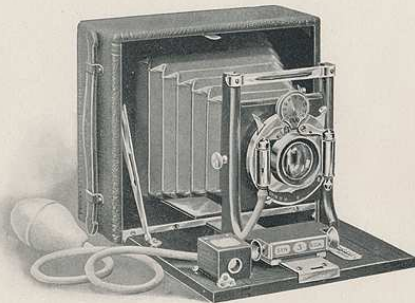
LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$10.50

Same equipment in 5 x 7 size, price complete, \$15.00

MODEL A.



Seneca No. 3.—Size 4 x 5.

SPECIFICATIONS

No. 3 Size 4 x 5

- DIMENSIONS—6 x 5 1/4 x 2 3/8 inches.
- CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.
- CAMERA BED—Mahogany polished, fitted with piano hinge.
- METAL PARTS—Highly polished brass, lacquered.
- BELLOWS—Red Russia leather, lined with gossamer cloth.

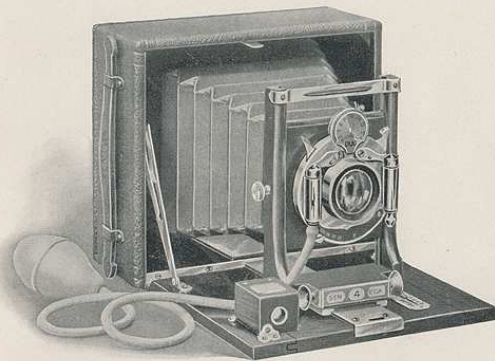
SPECIAL FEATURES

- FRONT—Rising and falling with friction lock.
- CLAMP—Automatic, with press button pull.
- FINDER—Reversible, brass bound.
- SHUTTER—Seneca Duo.
- LENS—Seneca Rapid Rectilinear.

Camera	Carrying Case	Plate Holder
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Price complete, \$14.00

MODEL A.



Seneca No. 4.—Size 5 x 7.

SPECIFICATIONS

No. 4 Size 5 x 7

- DIMENSIONS—8 x 6 1/2 x 2 1/2 inches.
- CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.
- CAMERA BED—Mahogany polished, fitted with piano hinge.
- METAL PARTS—Highly polished brass, lacquered.
- BELLOWS—Red Russia leather, lined with gossamer cloth.

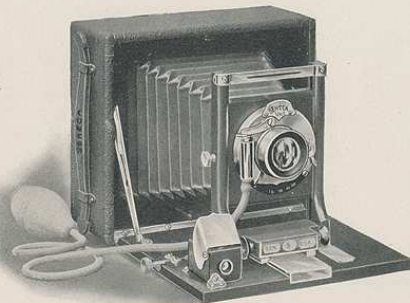
SPECIAL FEATURES

- FRONT—Rising and falling with friction lock.
- CLAMP—Automatic, with press button pull.
- FINDER—Reversible, brass bound.
- SHUTTER—Seneca Duo.
- LENS—Seneca Rapid Rectilinear.

Camera	Carrying Case	Plate Holder
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Price complete, \$19.00

MODEL A.



Seneca No. 5.—Size 4 x 5.

SPECIFICATIONS

No. 5 Size 4 x 5

DIMENSIONS—6 x 5¼ x 2¾ inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

FINDER—Reversible, brass bound, hooded.

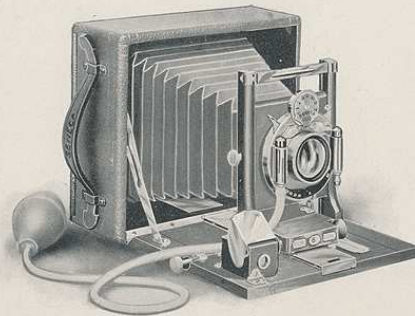
SHUTTER—Seneca Uno.

LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$14.00

MODEL A.



Seneca No. 6.—Size 4 x 5.

SPECIFICATIONS

No. 6 Size 4 x 5

DIMENSIONS—6 x 5¼ x 2¾ inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

FINDER—Reversible, brass bound and hooded.

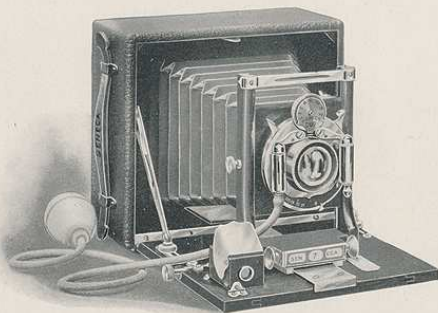
SHUTTER—Seneca Duo.

LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$16.00

MODEL A.



Seneca No. 7.—Size 4 x 5.

SPECIFICATIONS

No. 7

Size 4 x 5

DIMENSIONS—6 x 5 $\frac{1}{4}$ x 2 $\frac{3}{8}$ inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

SWING—Either back or bed.

FINDER—Reversible, brass bound and hooded.

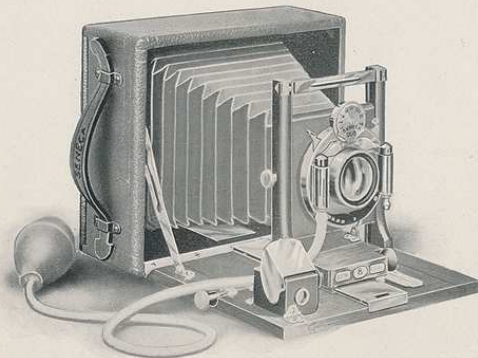
SHUTTER—Seneca Duo.

LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$18.00

MODEL A.



Seneca No. 8.—Size 5 x 7.

SPECIFICATIONS

No. 8

Size 5 x 7

DIMENSIONS—8 x 6 $\frac{1}{2}$ x 2 $\frac{1}{2}$ inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

FINDER—Reversible, brass bound and hooded.

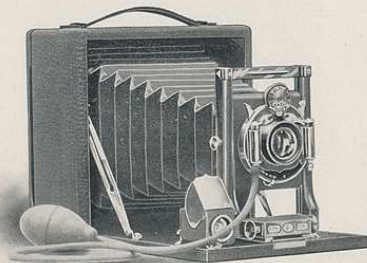
SHUTTER—Seneca Duo.

LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$21.00

MODEL B.



Seneca No. 9.—Size 4 x 5.

SPECIFICATIONS

No. 9 Size 4 x 5

DIMENSIONS—6 x 6 x 3 inches.
CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.
CAMERA BED—Mahogany polished, fitted with piano hinge.
METAL PARTS—Highly polished brass, lacquered.
BELLOWS—Red Russia leather, lined with gossamer cloth.

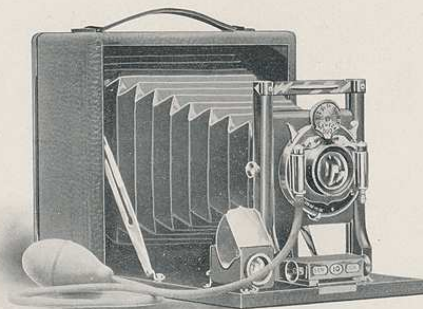
SPECIAL FEATURES

FRONT—Rising and falling with friction lock.
CLAMP—Automatic, with press button pull.
BACK—Reversible, with single release.
FINDER—Brilliant, reversible, brass bound and hooded.
SHUTTER—Seneca Duo.
LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$15.00

MODEL B.



Seneca No. 10.—Size 5 x 7.

SPECIFICATIONS

No. 10 Size 5 x 7

DIMENSIONS—8½ x 8½ x 3 inches.
CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.
CAMERA BED—Mahogany polished, fitted with piano hinge.
METAL PARTS—Highly polished brass, lacquered.
BELLOWS—Red Russia leather, lined with gossamer cloth.

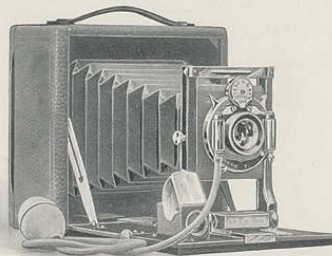
SPECIAL FEATURES

FRONT—Rising and falling with friction lock.
CLAMP—Automatic, with press button pull.
BACK—Reversible, with single release.
FINDER—Brilliant, reversible, brass bound and hooded.
SHUTTER—Seneca Duo.
LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$21.00

MODEL B.



Seneca No. 11.—Size 4 x 5.

SPECIFICATIONS

No. 11

Size 4 x 5

DIMENSIONS—6 x 6 x 3 inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

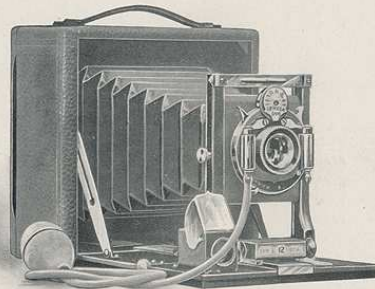
SHUTTER—Seneca Duo.

LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$17.00

MODEL B.



Seneca No. 12.—Size 5 x 7.

SPECIFICATIONS

No. 12

Size 5 x 7

DIMENSIONS—8½ x 8½ x 3 inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

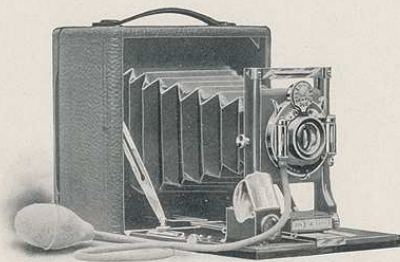
SHUTTER—Seneca Duo.

LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$23.00

MODEL B.



Seneca No. 14.—Size 4 x 5.

SPECIFICATIONS

No. 14

Size 4 x 5

DIMENSIONS—6 x 6 x 3 inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

SWING—Either back or bed.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Duo.

LENS—Seneca Symmetrical.

Camera Carrying Case Plate Holder

Price complete, \$20.00

MODEL B.



Seneca No. 15.—Size 5 x 7.

SPECIFICATIONS

No. 15

Size 5 x 7

DIMENSIONS—8½ x 8½ x 3 inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

SWING—Either back or bed.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

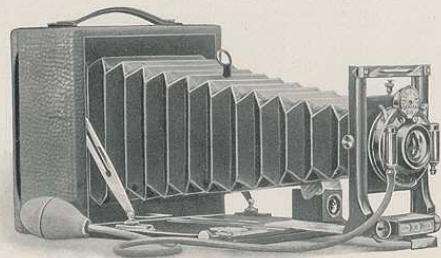
SHUTTER—Seneca Duo.

LENS—Seneca Symmetrical.

Camera Carrying Case Plate Holder

Price complete, \$26.50

MODEL B.



Seneca No. 16.—Size 4 x 5.

SPECIFICATIONS

No. 16

Size 4 x 5

DIMENSIONS—6 x 6 x 3 inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

SWING—Either back or bed.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Duo.

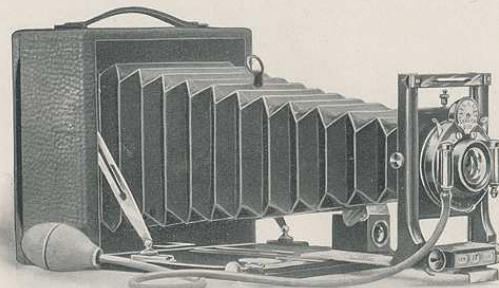
LENS BOARD—Removable.

LENS—Seneca Convertible.

FOCAL CAPACITY—11 inches.

Camera	Carrying Case	Plate Holder
Price complete, \$22.00		

MODEL B.



Seneca No. 17.—Size 5 x 7.

SPECIFICATIONS

No. 17

Size 5 x 7

DIMENSIONS—8½ x 8½ x 3 inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

SWING—Either back or bed.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Duo.

LENS BOARD—Removable.

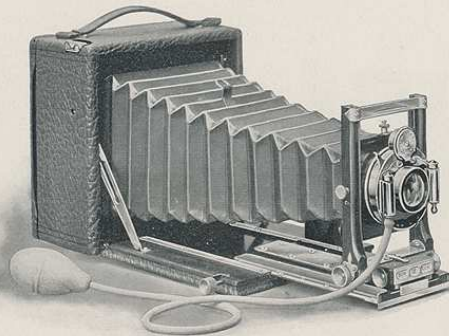
LENS—Seneca Convertible.

FOCAL CAPACITY—15½ inches.

Camera	Carrying Case	Plate Holder
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Price complete, \$29.50

MODEL C.



Seneca No. 18—Size 4 x 5.

SPECIFICATIONS

No. 18 Size 4 x 5

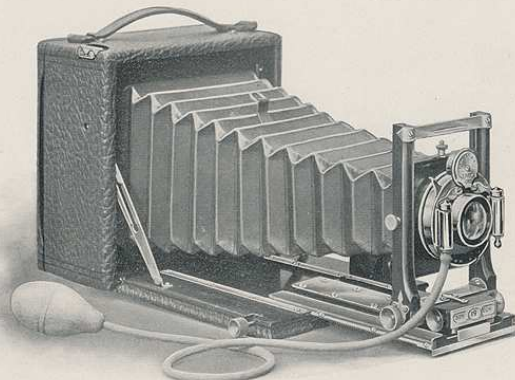
- DIMENSIONS—6 x 6 x 3 inches.
CAMERA BOX—Mahogany, dovetailed and covered with buffalo grain leather.
CAMERA BED—Double extension, mahogany polished, fitted with piano hinge.
METAL PARTS—Highly polished brass, lacquered.
BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

- FRONT—Double sliding, vertical and horizontal.
CLAMP—Automatic, with press button pull.
RACK AND PINION—For focusing, Seneca lock.
SWING—Either back or bed, operated with self-locking device.
BACK—Reversible, with single release.
FINDER—Brilliant, reversible, brass bound and hooded.
SHUTTER—Seneca Autic.
LENS BOARD—Removable.
LENS—Seneca Convertible.
FOCAL CAPACITY—12½ inches.

Camera Carrying Case Plate Holder
Price complete, \$28.50

MODEL C.



Seneca No. 19.—Size 5 x 7.

SPECIFICATIONS

No. 19 Size 5 x 7

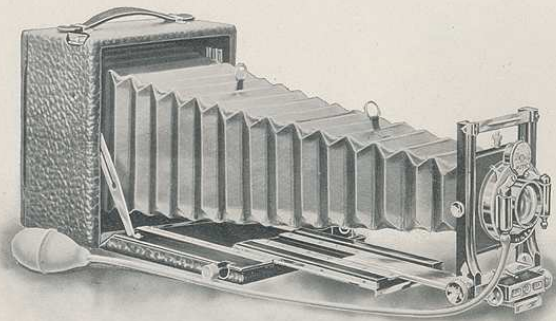
- DIMENSIONS—8½ x 8½ x 3 inches.
CAMERA BOX—Mahogany, dovetailed and covered with buffalo grain leather.
CAMERA BED—Double extension, mahogany polished, fitted with piano hinge.
METAL PARTS—Highly polished brass, lacquered.
BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

- FRONT—Double sliding, vertical and horizontal.
CLAMP—Automatic, with press button pull.
RACK AND PINION—For focusing, Seneca lock.
SWING—Either back or bed, operated with self-locking device.
BACK—Reversible, with single release.
FINDER—Brilliant, reversible, brass bound and hooded.
SHUTTER—Seneca Autic.
LENS BOARD—Removable.
LENS—Seneca Convertible.
FOCAL CAPACITY—16½ inches.

Camera Carrying Case Plate Holder
Price complete, \$36.00

MODEL C.



Seneca No. 20.—Size 4 x 5.

SPECIFICATIONS

No. 20 Size 4 x 5

DIMENSIONS— $6\frac{1}{2}$ x $6\frac{1}{2}$ x $3\frac{1}{2}$ inches.

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

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

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Double sliding, vertical and horizontal.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing, Seneca lock.

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

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Autic.

LENS BOARD—Removable.

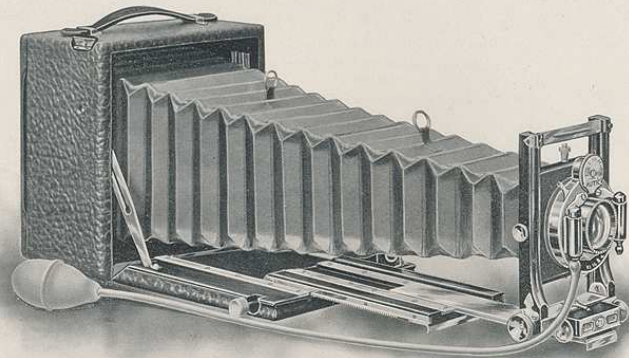
LENS—Seneca Triple Convertible.

FOCAL CAPACITY—17 inches.

Camera Carrying Case Plate Holder

Price complete, \$32.50

MODEL C.



Seneca No. 21.—Size 5 x 7.

SPECIFICATIONS

No. 21

Size 5 x 7

DIMENSIONS— $8\frac{1}{2}$ x $8\frac{1}{2}$ x $3\frac{1}{2}$ inches.

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

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

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Double sliding, vertical and horizontal.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing, Seneca lock.

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

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Autic.

LENS BOARD—Removable.

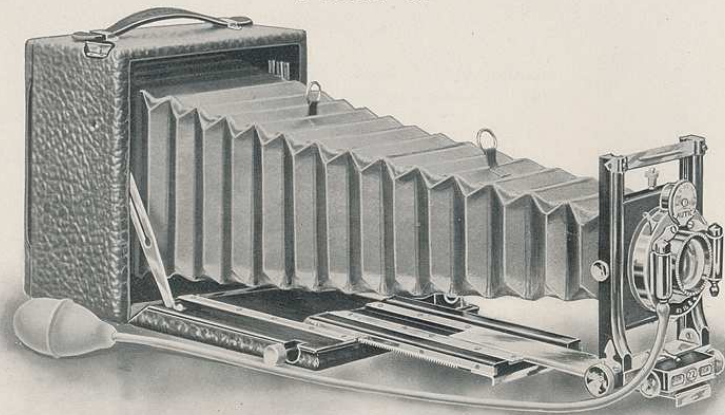
LENS—Seneca Triple Convertible.

FOCAL CAPACITY—24 inches.

Camera	Carrying Case	Plate Holder
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Price complete, \$40.00

MODEL C.



Seneca No. 22.—Size $6\frac{1}{2} \times 8\frac{1}{2}$.

SPECIFICATIONS

No. 22

Size $6\frac{1}{2} \times 8\frac{1}{2}$

DIMENSIONS—10 x 10 x $4\frac{1}{2}$ inches.

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

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

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Double sliding, vertical and horizontal.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing, Seneca lock.

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

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Autic.

LENS BOARD—Removable.

LENS—Seneca Triple Convertible.

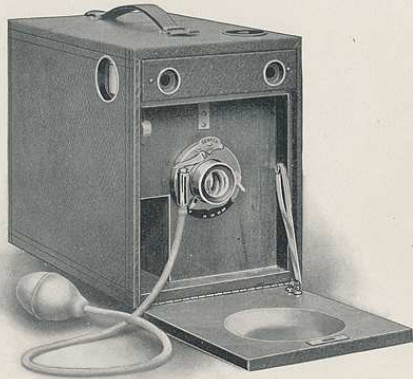
FOCAL CAPACITY—28 inches.

Camera Carrying Case Plate Holder

Price complete, \$51.50

BUSY BEE CAMERA.

Size 4 x 5.



This Camera is in a class by itself, being superior to the ordinary box camera in that it has a drop front and is operated with bulb and tube.

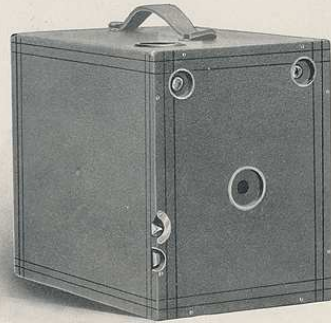
It is fitted with Rapid Rectilinear lens and our Seneca Uno Shutter with Iris diaphragm with index lever, enabling one to open it to suit any degree of light.

The Camera has leather handle, two view finders, two tripod sockets, and has space in back for three double plate holders, one of which is included with camera.

PRICE (Complete)

Busy Bee, Size 4 x 5, List, \$7.50

KAO JR. AND SR.



In the production of this Camera we have endeavored to furnish a Box Camera that is superior to the ordinary one on the market.

It is neat, compact, and well made in every particular, and has a piano hinge lid.

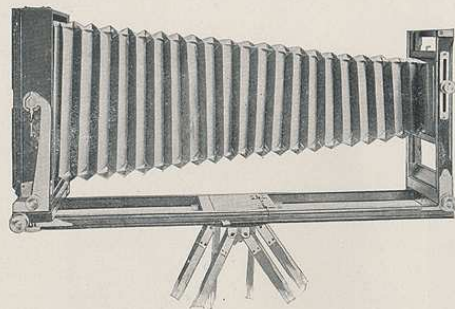
The lens is the high grade Meniscus Combination of universal focus, and the shutter is the simplest possible, and can be used for snap shot, or time exposure.

It is fitted with two view finders, two tripod sockets, and has space in back for three double plate holders, one of which is included with camera.

PRICE (Complete)

Kao Jr., Size 3½ x 3½, List, \$3.50

Kao Sr., Size 4 x 5, List, \$4.00



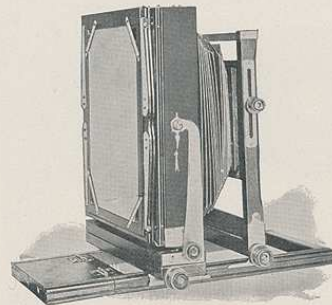
SENECA VIEW CAMERA.

Recognizing that the demand for this style camera is increasing constantly we have therefore given a great deal of our attention to perfecting the Seneca View Camera.

We feel that this model will meet the requirements of those who want a View Camera in which is combined compactness, strength, portability, rigidity, smooth and easy running adjustments and finally, adaptability for the wide field that is open to the user of this style camera.

We wish also to call your attention to the fact that the camera box is fitted with an automatic lock which prevents the back from racking beyond the edge of bed and that every motion possible is obtained with Rack and Pinion. This method of adjustment cannot be improved upon.

In securing the features above mentioned we have not forgotten that beauty of design and superb finish give an additional pleasure to the owner, and we know that all will have nothing but praise for the Seneca View Camera, and will count it as the finest production ever put on the market.



SENECA VIEW CAMERA.

SPECIFICATIONS.

FOUR SIZES—5 x 7, 6½ x 8½, 8 x 10, 11 x 14.

CAMERA BOX—Mahogany, highly polished, fitted with leather handle.

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

BACK—Reversible.

METAL PARTS—Highly polished brass, lacquered.

RACK AND PINION—Front and back.

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

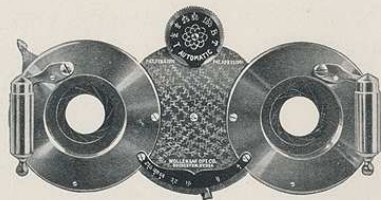
LENS BOARD—Removable.

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

Each camera is supplied with our double plate holder and carrying case with compartment for five extra plate holders.

PRICES (Complete)

Size	Length of Draw	Price
5 x 7	22 inches	\$22.00
6½ x 8½	25 "	23.00
8 x 10	30 "	25.50
11 x 14	37 "	37.00



SENECA STEREOSCOPIC CAMERA.

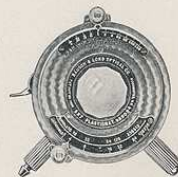
In order to meet the increasing demand for this style camera, we fit four different models of Seneca Cameras with special front, thus making it possible to use Stereo shutter and two lenses in place of ordinary shutter and single lens. The Stereo Cameras in general design (outside of front, shutter and lens) is the same as our regular cameras, and the ordinary lens and shutter for 5 x 7 pictures may be added at any time if desired.

For specifications of Stereo Cameras (outside of lens and shutter), see Seneca Models No. 15, 17, 19 and 21.

PRICES

Camera,	Sole Leather Case,	Plate-Holder.	
Seneca Stereo Number 15,	-	-	\$45.50
" " " 17,	-	-	50.50
" " " 19,	-	-	56.00
" " " 21,	-	-	60.00

SHUTTERS AND LENSES.



B. & L. VOLUTE SHUTTER. This Shutter is too well known to demand a lengthy description. It is recognized as the acme of perfection in shutter construction, being very compact, has all working parts enclosed, protecting them from dust, and is constructed as accurately and as carefully as a watch.

The Volute Shutter gives automatic exposures from three seconds to one one-hundred-fiftieth of a second, and also gives bulb as well as time exposures of any desired duration.

PRICES

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

THORNTON-PICKARD FOCAL PLANE SHUTTER. This shutter is peculiarly adapted for instantaneous photographs of rapidly moving objects.

It has a world-wide reputation and we can guarantee that it will give entire satisfaction to the user.

We furnish it in the following sizes :

PRICES

4 x 5, \$22.00	5 x 7, \$27.00	6½ x 8½, \$32.00	8 x 10, 37.50
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SENECA ANASTIGMAT $f:6.8$. Realizing that there is a strong demand for a lens of good quality that can be furnished at a reasonable price, we have made arrangements with a manufacturer of high grade lenses that will enable us to meet that demand.

On account of the large quantity that we handle we are able to supply these lenses at a remarkably low price considering the quality and are also positive that they will prove satisfactory to every user.

The Seneca Anastigmat is made from the best quality of Jena glass and is of the double symmetrical type, each system consisting of four elementary lenses. The absolute freedom from any trace of astigmatism, and the complete correction of the spherical and chromatic aberrations constitute the superiority of this lens. It is also strictly corrected for actinic light at any aperture, and is free from internal reflections, producing a brilliant image on the ground glass with

equal illumination of the field and cuts the plate sharp to the corners. We recommend this lens to any desiring a first-class article.

No.	Equivalent Focus	Plate Covered at $f:6.8$.	Free Aperture	Price
1	5.5	$3\frac{1}{4} \times 4\frac{1}{4}$.75	\$ 28.00
2	6.0	4×5	.87	28.00
3	7.0	5×7	1.2	36.00
4	10.5	$6\frac{1}{2} \times 8\frac{1}{2}$	1.65	50.00
5	1.30	8×10	1.95	60.00
6	16.0	10×12	2.4	90.00
7	18.7	11×14	2.8	130.00



MADE WITH A SENECA LENS.

THE HOMOCENTRIC LENS.

The Homocentric lens is the latest product of Ross, Ltd., and has been perfected after a series of experiments stretching through many years. It involves new principles in optics and is specially corrected for the errors that have always been known to exist in anastigmats. As its name implies, the Homocentric lens signifies the lens of ideal definition, the lens through which all the rays of light from any point of an object are converged again in one point in the image.

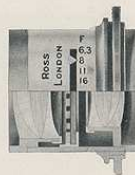
The new Homocentric lens possesses this definition to a degree hitherto unattained, and hence the name given to the lens.

The Homocentric is symmetrical; of four single meniscus lenses, with sufficient space for between-lens shutters.

The Homocentric lens is made in series of different relative apertures to suit various purposes, as follows:

Series C, aperture $f:6.3$, specially recommended for hand cameras, instantaneous views and groups, and all work requiring quick exposure. Though not so rapid as Series B, a large angle of view is embraced when required.

Series D, aperture $f:8$, for ordinary hand camera work, landscapes, groups, interiors and copying. With a medium size stop, lenses of this series may be used for wide angles and uniform covering obtained.



SERIES C, $f:6.3$.

No.	Equivalent Focus inches,	Full Aperture	Price with Iris Diaphragm
1	5	$3\frac{1}{4} \times 4\frac{1}{4}$	\$29.00
3	6	4×5	32.00
5	$8\frac{1}{2}$	$5 \times 7\frac{1}{2}$	51.00
6	10	$6\frac{1}{2} \times 8\frac{1}{2}$	69.00
7	12	8×10	91.00

SERIES D, $f:8$.

No.	Equivalent Focus inches,	Full Aperture	Price with Iris Diaphragm
1	5	$3\frac{1}{4} \times 4\frac{1}{4}$	\$25.50
3	6	4×5	29.00
5	$8\frac{1}{2}$	$5 \times 7\frac{1}{2}$	44.00
6	10	$6\frac{1}{2} \times 8\frac{1}{2}$	58.00
7	12	8×10	76.50



TURNER-REICH ANASTIGMAT.

Little need be said of the Turner-Reich, perhaps, for by reason of years of unvarying and uniformly excellent service in photographic work, it is by common consent accorded a place in the foremost rank of the World's Anastigmats.

It is offered in two series, the one symmetrical and the other convertible,—both working at $f:7.5$. This speed has often been demonstrated to be ample for the most rapid focal plane shutter work, the more so in the Turner-Reich because all optical aberrations are eliminated from this objective. The complete correction of astigmatism, flatness of field, remarkable defining power, great depth of focus, brilliancy and uniformity of illumination, the proper relation of focal length to size of plate,—these are the manufacturer's claims for this objective, and they have been substantiated time and again by every possible test. In the

Series III, the single combinations can be used separately, as well as in the II. Scientific methods are employed by the makers of these well known lenses and only Jena glass is used in their construction.

TURNER-REICH II.

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

TURNER-REICH III.

No.	Equiv. Focus	Diameter of Lenses	Plate Covered Sharply with $f:7.5$	Opening of $f:15$	Price Mounted in Barrel
1	6 in.	¾ in.	4 x 5	5 x 7	\$ 35.00
2	7½ "	1 "	5 x 7	5 x 8	40.00
3	8½ "	1½ "	5 x 8	6½ x 8½	45.00
4	10½ "	1½ "	6½ x 8½	8 x 10	65.00
5	12 "	1¾ "	8 x 10	10 x 12	75.00
6	14 "	2 "	10 x 12	11 x 14	100.00
7	17 "	2½ "	11 x 14	14 x 17	145.00
8	21 "	3 "	14 x 17	17 x 20	225.00
9	26 "	3¾ "	17 x 20	18 x 22	315.00



VERASTIGMAT $f:6.8$.



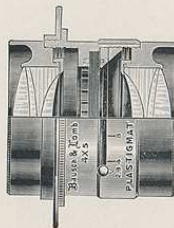
This objective,—the "true-Stigmat,"—is of the convertible type, as the subjoined table will show. It has a speed of $f:6.8$, which is ample for even the most rapid work and yet is not so large an aperture as to render the lens valueless in point of depth of focus. Though but recently introduced, it has met with remarkable favor, since all that the manufacturers claim for it is confirmed by the severest tests. Owing to the fact that the astigmatism has been completely eliminated in its correction, it yields a perfectly clean definition even at full opening. The field is remarkably flat, the illumination is uniformly even, the image being characterized by the highest brilliancy. By reason of the proper relation of focal length

to size of plate, it renders an excellent perspective, and finally, the convertible feature is an advantage the value of which does not require to be emphasized to the modern photographer. Needless to say, the Verastigmat is made of the famous Jena glass, wrought by the most improved scientific methods.

PRICES

No.	Equiv. Focus Inches	Focus Back Lens, Inches	Focus Front Lens, Inches	Plate Covered at $f:6.8$.	Plate Covered at $f:16$.	Free Diameter Inches	Price
0	4½	8	10	3¼ x 4¼	4½ x 6½	1¼	\$34.00
1	6	11	14	4 x 5	5 x 7	1½	40.00
2	7½	12	18	5 x 7	8 x 10	1¾	48.00
3	8½	16	18	5 x 8	9 x 11	1¾	55.00
4	10½	18	24	6½ x 8½	10 x 12	1½	75.00
5	12½	21	28	8 x 10	11 x 14	1¾	90.00





B. & L. PLASTIGMAT *f:6.8.*

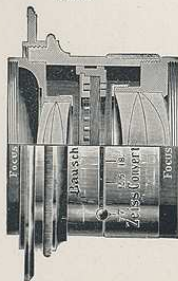
This lens is in the front rank in modern lens construction and embodies all of the desirable features of an anastigmat. It is a symmetrical lens permitting either the front or back combination to be used separately. The Plastigmat has a comparatively long focal length giving pictures the proper perspective, and it is also a good lens for portrait photography as well as for interiors, architectural work, etc. The lens covers the plate clear and sharp with the full aperture and is accurate enough for the most exacting reproductions, even for line and half tone engraving for which it is largely used.

No.	Size of Plate.	Equiv. Focus.	Diameter.	
1	3¼ x 4¼	5¼ in.	1¼ in.	\$34.00
2	4 x 5	6¼ "	1½ "	40.00
3	5 x 7	7½ "	1 "	48.00
4	5 x 8	9¼ "	1½ "	55.00
5	6½ x 8½	11 "	1¾ "	75.00
6	8 x 10	13 "	1¾ "	90.00
7	10 x 12	15 "	2¼ "	120.00

B. & L. ZEISS CONVERTIBLE ANASTIGMAT VIIa.

This lens possesses peculiar advantages in that its separate systems are each so perfectly corrected that they can be used singly as rapid photographic objectives. Furthermore, the separate systems are of different foci, thus giving in one objective three different lengths. This lens can also be supplied with one extra combination which will give six different foci, or with two combinations giving ten different foci and ten different angles. The anastigmatic, chromatic and spherical corrections of these systems leave nothing to be desired.

No.	Size of Plate covered with Full Aperture	Focus of Front Lens	Focus of Back Lens	Combined Focus	Speed	
3	4 x 5 in.	11½ in.	7¼ in.	5 in.	F:7.7	\$59.50
5	4¼ x 6½ "	11½ "	9 "	5¼ "	F:7	63.00
8	5 x 7½ "	14 "	11½ "	7 "	F:7	75.00
9	5 x 8½ "	16½ "	11½ "	7½ "	F:7.7	87.50
11	6½ x 8½ "	16½ "	14 "	8½ "	F:7	94.50
12	6½ x 8½ "	19¼ "	14 "	9¼ "	F:7.7	115.50
17	8 x 10 "	23½ "	19¼ "	12 "	F:7	167.50



ROYAL ANASTIGMAT *f:6.3*

The ROYAL is of the double symmetrical type and is composed of eight elementary lenses, made of the best quality of Jena glass. It is highly corrected for astigmatism and for the aberrations of chromatic and spherical order. Its field is almost absolutely flat and the illumination is equal over the entire surface covered. These qualities combined with its great speed, make it admirably suited for dark days, interior work, and for special work along speed lines, such as athletic work, and the photographing of rapidly moving objects.

ROYALS can be fitted to any make of shutter desired and can be depended upon to give results.

PRICES

No.	Equivalent Focus	Plate Covered at <i>f:6.3</i>	Front Aperture	Price
1	4.5	3¼ x 4¼	.85	\$36.00
2	6.0	4 x 5	1.2	42.00
3	7.6	5 x 7	1.4	50.00
4	9.0	6½ x 8½	1.65	78.00
5	10.7	8 x 10	1.95	92.00
6	13.1	10 x 12	2.4	124.00
7	15.3	11 x 14	2.8	164.00





COLLINEAR DOUBLE ANASTIGMAT, SERIES II. This lens embraces all those features which make it not only a perfect Anastigmat, but also a desirable hand camera lens. In construction it is made up of two separate combinations, each of which consists of three carefully ground glasses. Each combination is corrected for color, curvature and other errors, making it a complete lens, and can be used by itself as a telephoto lens of double the focus of the complete instrument. The Collinear is free from chromatic and spherical aberration, is absolutely rectilinear, the field of the picture is perfectly flat and the picture itself sharp over its entire surface.

FULL APERTURE, *f:5.6.*

No.	Equivalent Focus	Size of Plate Sharply Covered			Price with Iris Diaphragm.
		<i>f:5.6.</i>	<i>f:8.</i>	<i>f:32.</i>	
1	3½ in.	3¼ x 3¼ in.	3 x 4 in.	3¼ x 4¼ in.	\$ 35.00
2	4¼ "	3¼ x 4¼ "	4¼ x 6½ "	5 x 7 "	40.00
3	5½ "	4¼ x 6½ "	5 x 7 "	6½ x 8½ "	45.00
4	7½ "	5 x 7 "	6½ x 8½ "	8 x 10 "	60.00

FULL APERTURE OF FOLLOWING SIZES, *f:6.3.*

5	9½ in.	6 x 8 in.	6½ x 8½ in.	9 x 11 in.	77.50
6	11½ "	6½ x 8½ "	8 x 10 "	10 x 12 "	105.00
7	14½ "	8 x 10 "	10 x 12 "	12 x 15 "	140.00



GOERZ'S DOUBLE ANASTIGMAT *f:6.8*, Series III. The lenses of this series are universal in character. At full aperture they admit of instantaneous photographs embracing an angle of seventy degrees being taken, even on dull days. By the use of small stops, the photograph may be made to include an angle of ninety degrees. The double Anastigmats of Series III. are adapted for all general purposes, in and out of doors. These lenses are particularly adapted for hand and field cameras, as both combinations can be used for general work, while one combination alone together with the long draw bellows can be used on distant objects. Suitable for portraits, groups, instantaneous photography, landscapes, architecture, interiors and enlargements.

SPECIFICATIONS AND PRICES

No.	Equivalent Focus	Free Aperture	Size of Plate Sharply Covered at			With Iris Diaphragm
			<i>f:6.8.</i>	<i>f:15.5.</i>	<i>f:62.</i>	
0	4¾ in.	⅝ in.	3¼ x 4¼ in.	4 x 5 in.	4¾ x 6½ in.	\$ 37.50
1	6 "	⅞ "	4 x 5 "	4¾ x 6½ "	5 x 8 "	45.00
2	7 "	1 "	4¾ x 6½ "	5 x 8 "	7 x 9 "	51.50
3	8¼ "	1¼ "	5 x 8 "	6½ x 8½ "	8 x 10 "	62.50
4	9½ "	1⅝ "	6½ x 8½ "	7 x 9 "	10 x 12 "	75.50
6	12 "	1⅞ "	8 x 10 "	10 x 12 "	16 x 18 "	107.00

PRICE LIST OF SENECA CAMERAS FITTED WITH SPECIAL LENSES.

Camera Number	Size	Seneca <i>f:6.8.</i>	Ross <i>f:6.3.</i>	Ross <i>f:5.</i>	TurnerReich Series II. <i>f:7.5.</i>	TurnerReich Series III. <i>f:7.5.</i>	Verastigmat <i>f:6.5.</i>	Plastigmat <i>f:6.5.</i>	Zeiss V11a. <i>f:7.</i>	Royal <i>f:6.8.</i>	Collinear Series II. <i>f:5.6.</i>	Goerz Series III. <i>f:6.5.</i>
14	4 x 5	\$44.00	\$48.00	\$45.00	\$56.00	\$51.00	\$56.00	\$56.00	\$75.50	\$58.00	\$61.00	\$61.00
15	5 x 7	57.50	72.50	65.50	69.50	61.50	69.50	69.50	96.50	71.50	81.50	84.00
16	4 x 5	46.00	50.00	47.00	58.00	53.00	58.00	58.00	77.50	60.00	63.00	63.00
17	5 x 7	60.00	75.00	68.00	72.00	64.00	72.00	72.00	99.00	74.00	84.00	86.50
18	4 x 5	51.00	55.00	52.00	63.00	58.00	63.00	63.00	82.50	65.00	68.00	68.00
19	5 x 7	65.00	80.00	73.00	77.00	69.00	77.00	77.00	104.00	79.00	89.00	91.50
20	4 x 5	54.00	58.00	55.00	66.00	61.00	66.00	66.00	85.50	68.00	71.00	71.00
21	5 x 7	68.00	83.00	76.00	80.00	72.00	80.00	80.00	107.00	82.00	92.00	94.50
22	6½ x 8½	92.00	111.00	100.00	117.00	107.00	117.00	117.00	156.00	120.00	147.00	117.00

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

ACCESSORIES.

PLATE HOLDERS.



One of the most important items in the equipment of a camera is the plate-holder, and for this reason we have been very careful to furnish with our line of cameras a plate-holder that will give entire satisfaction. These holders are made from well-seasoned cherry and the grooves are accurate and smooth inside, insuring freedom of action.

We are now furnishing all of our plate-holders (unless otherwise specified), with black press board slides, specially prepared by us to prevent warping, swelling, etc., caused by changing temperatures, in this way we avoid many of the faults blamable to hard rubber. We recommend

the press board slides in every instance, but of course, if desired will supply holders with the hard rubber slides.

PRICES

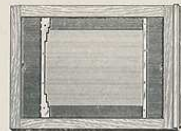
Size	Price	Size	Price
3½ x 3½	.75	6½ x 8½	\$1.75
3¼ x 4¼	.80	8 x 10	2.00
4 x 5	.80	10 x 12	3.00
5 x 7	1.00	11 x 14	4.00

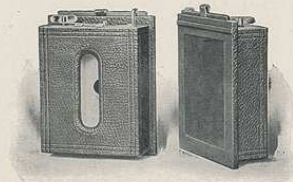
WARNICA PLATE HOLDER.

These plate-holders fit all Seneca Cameras and hold plates of a smaller size than the holder without using a kit. It automatically centers any size plate and is an article that will be appreciated by every photographer.

PRICES

4 x 5, \$1.25 5 x 7 \$1.50 6½ x 8½ \$1.85 8 x 10 \$2.25





CARTRIDGE ROLL HOLDER FOR FILM.

When attached to Seneca Cameras permits the use of either glass plates or roll film. This holder loads in daylight and can be instantly attached to our cameras in either 4 x 5 or 5 x 7 size. It is handsomely finished, covered with seal grain leather and has nickel trimmings.

PRICES

Size 4 x 5 \$5.00 Size 5 x 7 \$6.50

TRIPODS.

SENECA SPECIAL.—The material in this tripod is selected spruce, thoroughly kiln-dried. The metal parts are of brass, burnished and lacquered.

When closed the tripod measures 29 inches in length and its greatest height is 55 inches.

This tripod is well made in every way and is the best on the market at the price.

It can be used for all sized cameras up to and including 5 x 7.

PRICES

Natural Wood Finish, \$.80

Cherry Finish, \$.90



SENECA SLIDING TRIPODS.—These tripods are designed for heavy cameras and are very strong and rigid. The material is the best second-growth maple and the metal parts are of brass, burnished and lacquered. The top is of wood laid up in sections and covered with cloth.

PRICES

No. 1	Height 55 inches,	for cameras up to 5 x 7,	\$1.25
" 2	" 55 "	" " " 8 x 10,	1.75
" 3	" 57 "	" " " 11 x 14,	2.25
" 4	" 57 "	" " " 20 x 24,	3.00

SENECA FOLDING AND SLIDING.—This tripod is made from the best selected spruce, thoroughly kiln-dried.

The metal parts are of brass, burnished and lacquered.

The tripod is made in three sections, the lower slides into the second section, while the upper folds back on it, thus making the tripod very light and very compact.

It is 22 inches in length when closed and its greatest height is 55 inches and can be used for all sized cameras up to and including 5 x 7.

PRICES

Natural Wood Finish, \$1.75

Cherry Finish, \$1.85





SENECA COMPACT.—For a strong, durable, compact tripod, possessing more than ordinary rigidity, the Seneca Compact Folding pattern is recommended.

It is strongly made, the material being selected straight-grain hard maple and ash.

The metal parts are of brass, highly polished and lacquered. The hinges are rigid and are secured in the strongest manner possible.

It is very compact, as the top arms of each of the three legs fold against the middle section and the bottom section slides into this. The bottom section also has our patented sliding guide and this is one of the best devices ever placed on a tripod.

When closed the tripod measures 22 inches, and its greatest height is 57 inches.

PRICES

No. 1, \$2.50 No. 2, \$3.00 No. 3, \$3.50

PRINTING FRAMES.



Professional.

Both our Amateur and Professional frames are conceded to be the best frames ever put on the market.

The wood is the best selected cherry finished in oil, the corners on all are dovetailed, and on the Professional are rounded as well.

The springs are of the best spring brass, and are riveted to back, allowing the spring to move freely without marring the surface.

The ears on the Professional frames are set flush with the frame, while in the Amateur the spring ends enter the grooved slot cut in frames.



Amateur.

PRICES

PROFESSIONAL FRAMES

3¼ x 4¼ - - - \$.36	5 x 8 - - - \$.52	14 x 17 - - - \$2.40
4 x 5 - - - .38	6½ x 8½ - - - .60	16 x 20 - - - 3.00
4¼ x 6½ - - - .42	8 x 10 - - - .75	17 x 20 - - - 3.00
4¾ x 6½ - - - .48	10 x 12 - - - 1.25	18 x 22 - - - 4.00
5 x 7 - - - .50	11 x 14 - - - 1.80	20 x 24 - - - 5.00

AMATEUR FRAMES

2 x 2 - - - \$.20	3¼ x 4¼ - - - \$.25	4¼ x 6½ - - - \$.35
2½ x 2½ - - - .20	4 x 5 - - - .25	5 x 7 - - - .35
3½ x 3½ - - - .25	4¼ x 6½ - - - .35	



HOLDER KITS.

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

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

NEGATIVE RACKS.

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

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

SENECA CARRYING CASES.

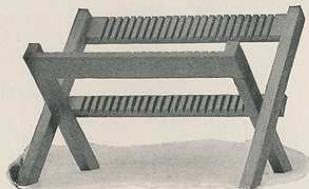
We furnish cases in solid sole leather and also imitation leather.



Both styles are neat in appearance, well finished, and are fitted with nickel catch, leather handle and rings for shoulder strap.

	PRICES			
	3 1/4 x 4 1/4	4 x 5	5 x 7	6 1/2 x 8 1/2
Imitation Leather	\$1.50	\$1.50	\$2.00	
Sole Leather, Regular	3.00	3.50	4.00	\$5.50
Sole Leather, Reversible	3.50	4.00	5.00	6.50

56



SHOULDER STRAPS.

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

PRICES		
36 to 48 inches,	\$.25	
54 to 60 inches,	\$.30	
66 inches,	\$.40	

FOCUSING CLOTH.

We carry in stock two grades of cloth for focusing, either of which is light proof.

PRICES	
Gossamer,	\$.50
Velvet,	\$1.00



SENECA CANDLE LAMP.

This lamp is the best candle lamp on the market, and considering the price is a very good article.

PRICE, \$.30

SENECA LAMP.

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

PRICES	
No. 1,	\$.80
" 2,	1.00

57





SENECA PHOTO OPTICAL OUTFIT.

This outfit is furnished in plush lined leather case and consists of the following:
 One Enlarging lens, one Portrait lens, one Tele-Photo lens, one Wide Angle lens, one Ray Filter, and one Duplicator.

PRICE

Outfit, diameter of lens frames $1\frac{1}{2}$, \$6.00

SCALES.

These scales are adapted for weighing all kinds of chemicals, and are absolutely reliable.

PRICE, \$3.00



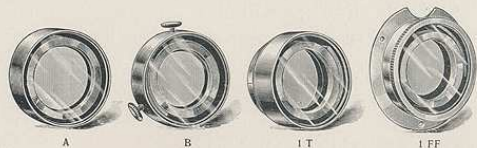
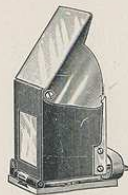
B. & L. ICONOSCOPE FINDER.

This finder reflects a non-reversed image which is brilliant even in the brightest sunlight. The image is formed by a concave lens projecting the picture through a solid glass prism.

It can be used with either folding, hand, or view cameras.

PRICES

No. 1, Small, \$5.00 No. 2, Medium, \$5.50 No. 3, Large, \$6.00



B. & L. RAY FILTER.

With this device the natural color values can be obtained even to the reproduction of the cloud effect against the sky, all the delicate detail being retained in the most perfect manner imaginable.

PRICES

	1 T	1 FF	1	2	3	4	4	6	7	8	9	10
	1 3/8	1 3/8	1 3/8	1 3/4	2 1/8	2 1/8	2 1/2	3 3/8	3 3/4	4 1/8	4 3/4	5 1/2
	\$3.25	\$3.25	\$3.25	\$3.50	\$3.50	\$4.00	\$4.50	\$5.00	\$5.50	\$6.00	\$8.00	\$10.00
Morocco Caps, extra,70	.75	.70	.70	.75	.80	.90	1.00	1.10	1.20	1.35	1.50

DEVELOPING TRAYS.

Electrose Trays are acknowledged to be the best on the market. They are black in color, smooth and strong and are proof against acid and alkali.

PRICES

$3\frac{1}{4} \times 4\frac{1}{4}$, \$.18 4 x 5, \$.20 5 x 7, \$.38 5 x 8, \$.40 $6\frac{1}{2} \times 8\frac{1}{2}$, \$.55 8 x 10, \$.80



SENECA RAY SCREEN.

While this screen does not equal the Ray Filter, at the same time, considering the price, it is a first-class article and has given good results.

PRICES

No. 1, Outside diameter $1\frac{1}{2}$ in. will fit lens $1\frac{1}{4}$ in. \$.40 No. 2, Outside diameter 2 in. will fit lens $1\frac{3}{4}$ in. \$.50
 No. 3, Outside diameter $3\frac{1}{4}$ in. will fit lens $2\frac{3}{4}$ in. \$.75

DEVELOPING AND PRINTING OUTFITS.

In arranging our outfits we have included all of the necessary articles for developing the negative and making the print.

OUTFIT NO. 1.

4 Japanned Steel Trays,	1 Pkg. Dev. (to make 24 oz. Solution),	1 Dry Rack,	1 Candle,
1 Dozen Paper,	1 Tube Paste,	1 Four Ounce Graduate,	1 Print Roller,
1 "Guide for Beginners,"	1 Stirring Rod,	1 Package Bromide,	
1 Half Pound Hypo,	1 Printing Frame,	1 Candle Lamp,	

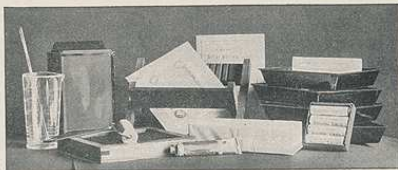
4 x 5, Price, Neatly Boxed, \$2.00

OUTFIT NO. 2.

This outfit contains a greater variety of accessories than No. 1, and a larger quantity of plates, chemicals, etc. It includes:

4 Japanned Steel Trays,	1 Tube Paste,	1 Dozen Paper,
1 Glass Graduate,	1 Seneca Ruby Lamp,	25 Card Mounts,
1 Box Developer,	1 Printing Frame,	1 Copy "Guide,"
1 Print Roller,	1 Dry Rack,	1 Package Bromide.
1 Pound Hypo-Sulp. Soda,	1 Bottle Toning Solution,	

4 x 5, Price, Neatly Boxed, \$3.00



PRICE LIST OF PARTS.

Bellows for 4 x 5 Cameras - Nos. 1 to 16.	\$ 2.00	Ground Glass Frames 5 x 7 Cameras	\$.60
" " 4 x 5 " " 16, 18, 20	3.00	" " " $6\frac{1}{2}$ x $8\frac{1}{2}$ "	1.00
" " 5 x 7 " " 4 to 17	2.50	" " " 8 x 10 "	1.25
" " 5 x 7 " " 17, 19, 21	4.00	" " " 11 x 14 "	1.50
" " $6\frac{1}{2}$ x $8\frac{1}{2}$ " " 22	5.00	Ground Glass, 4 x 5 Cameras15
" " 5 x 7 View Cameras	4.00	" " 5 x 7 "18
" " $6\frac{1}{2}$ x $8\frac{1}{2}$ " "	5.00	" " $6\frac{1}{2}$ x $8\frac{1}{2}$ "20
" " 8 x 10 " "	6.00	" " 8 x 10 "30
" " 11 x 14 " "	8.00	" " 11 x 14 "40
Reversible Back for View Cameras, 5 x 7	7.50	Lens Board for Cameras25
" " " " $6\frac{1}{2}$ x $8\frac{1}{2}$	9.00	" " " Stereo Cameras40
" " " " 8 x 10	11.00	" " " View " up to 8 x 1040
" " " " 11 x 14	14.00	" " " " " 11 x 1470
Fronts for 4 x 5 Cameras	2.50	Glass for No. 1 or No. 2 Universal Lamp (Ruby or Orange)10
" " 5 x 7 "	3.00	Tops for Tripods75
" " $6\frac{1}{2}$ x $8\frac{1}{2}$ "	3.50	Screws for Tripods25
Ground Glass Frames, 4 x 5 Cameras50	All Milled Head Screws25

I N D E X

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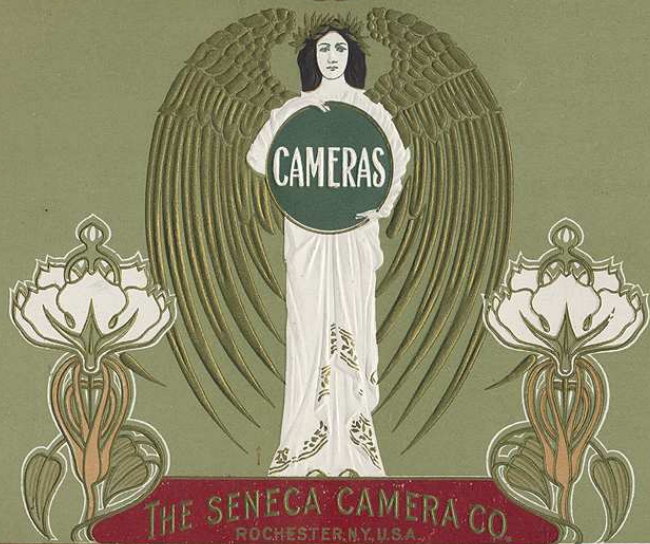


CAMERAS.



1903

1903



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

1903



LP1172 30-
CNS C

SENECA CAMERAS AND ACCESSORIES



SENECA CAMERA COMPANY

ROCHESTER, NEW YORK, U. S. A.

INTRODUCTION

IN presenting for your inspection our 1903 Catalogue we wish to state that there has been a complete change made in our company as regards office and factory management. We have gotten out an entirely new line of Cameras that are far and away ahead of any ever turned out by this Company, and will compare most favorably with any cameras on the market. We trust that our Cameras will meet your every desire in the photographic line and wish to call your particular attention to the very reasonable prices named.

SENECA CAMERA COMPANY.



“OUT OF THE ORDINARY.”

Before going into the detailed description of the specifications of Seneca Cameras we wish to enumerate some of the special features that have been originated by us, and that will tend to make the Seneca Cameras the most distinctive line on the market.

These features are fully covered by patents and will be found only on Seneca Cameras and will, we are positive, be appreciated both by the professional and the amateur photographer.

AUTOMATIC CLAMP, With Press Button Pull.

Words fail us when we try to describe the beauty and simplicity of this device. Of course, the illustrations in this catalogue can give but the faintest idea of this clamp, and it really must be seen to be appreciated.

In the first place it is the most natural way of drawing out the front, and it runs as smoothly as anything that could be imagined.

Besides this, it has an automatic lock that binds positively the instant fingers are released and holds the front perfectly rigid at any desired place on the bed. It is very simple in construction and cannot possibly get out of order. Best of all, it is used with every style of Seneca folding camera, from the cheapest to the highest grade.



RISING AND FALLING FRONT. Of course the purpose of this feature is to vary the amount of sky or foreground in the picture to be taken, and having and not having just the proper amount of each means the difference between a good and a poor picture. Our entire line of folding cameras are fitted with the Rising and



Falling Front, and besides this, our method of adjustment is with a patented device that does not crowd the lens board and strain the posts thus throwing lens out of center, but the friction is between the sides of the groove in the post.

On cameras number 20, 21, 22, the adjustment is made with rack and pinion with pinion lock. Besides this rising and falling adjustment our cameras numbering 18 to 22 inclusive have the horizontal movement as well, and this enables the user to show more of one side or the other of a view without changing position of the camera or tripod. This result is obtained by simply turning milled head and moving front to right or left. Simply releasing fingers from milled head automatically locks front in any position. In the old method it was necessary for the operator to go to side or front of camera, unscrew lock, move front to right or left, then screw again. In our method, while the operator is focusing he can move front to right or left, and the instant he releases fingers from milled head the front is rigidly locked and it is not necessary for him to move from under focusing cloth.

6



and opposite the button for opening front thus protecting back against accidental opening on account of sudden jar.

REMOVABLE LENS BOARD. In our Removable Lens Board we have patented a device that is operated by simply lifting the pin in the top of lens board. It is made in the following manner: A brass cup is formed to fit inside of opening of lens board and a wooden ring is screwed inside of cup, the shutter mount is screwed to wooden ring instead of to the lens board itself. Simplicity is most needed in this part of the camera because it is desirable to make lens changes without loss of time. In Seneca Cameras the lens board can be removed in less time than in any other camera, and furthermore, ours is never affected by atmospheric conditions causing shrinking or swelling of parts. Seneca Cameras numbering 16 to 22 inclusive are fitted with this device.

7

REVERSIBLE BACK, With Single Release. In our Reversible Back which is used on all Seneca Folding Cameras numbering 9 to 22 inclusive we have a feature that is in every way superior to the method commonly used.

Our Reversible Back is operated with a single concealed press button release that is so simple that the wonder is it was not thought of years ago.

We also have an adjustment screw that will allow for any shrinking or swelling caused by climatic conditions, thus insuring a perfect fitting back for all time. Beside this the button for releasing back is on the top of camera



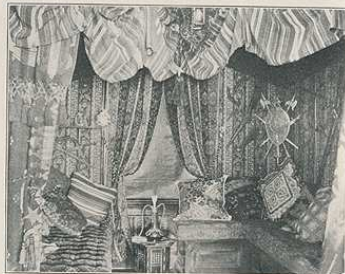
SWING BACK OR BED. We have patented an entirely new idea in the method of swinging the back or bed of our cameras and have something that will surely be appreciated by every photographer, be he professional or mere novice. Our swing is manipulated with a thumb screw placed in the top of the box and can be easily operated at the same time the focusing is being done. The beauty of it lies in the fact that no locks are necessary to keep camera in position, in fact with our method the swing is always locked and at the same time is always ready for adjustment. This device is used on Seneca Cameras numbering 18 to 22 inclusive.

We also have another swing for our cheaper cameras, and while it is not as complete as the one above described, at the same time it has given entire satisfaction.

The swing is operated by a sliding device placed on the bed of the camera and is locked with a thumb nut.

Another advantage of this swing lies in the fact that the stud holding arm and the binding stud are one and the same, thus doing away with the possibility of any lost motion on account of complicated parts.

This swing is used on Seneca Cameras numbering 7, 14, 15, 16, 17.



SENECA SHUTTERS.



SENECA UNO will be used to designate our automatic single valve shutter which is undoubtedly the finest moderate priced shutter ever made.

SENECA DUO will be used to designate our double valve shutter, and this shutter enables one to regulate the length of exposure by simply moving indicator at the top to the right or left. It is also arranged to regulate size of opening by moving indicator at the bottom.

SENECA AUTIC will be used to designate our automatic double valve shutter, and this without question is the finest shutter furnished with any folding camera. It is always ready for use and can be released and set by either bulb or finger. It can be used for Instantaneous, Time, or Bulb Exposure, and at various speeds from one second to one one hundredth part of a second. Different sizes of openings can be secured by simply moving the indicator at the bottom. All of these shutters are fitted with Iris diaphragm and are guaranteed perfect in every particular and will, we are positive, meet with the approval of every user.

SENECA LENSES.

The regular lenses for our line of cameras may be classified as follows:

SINGLE ACHROMATIC,	RAPID CONVERTIBLE,
RAPID RECTILINEAR,	RAPID SYMMETRICAL.

These lenses are ground with the utmost care and are thoroughly tested insuring a perfect lens in every camera. The different styles are used with the idea of meeting the requirements of each particular camera and combining in each instance the proper amount of speed for perfect exposures in every branch of photography. In addition to these we have a complete line of special lenses that can be used in connection with Seneca Cameras, and the description of these will be found in the back pages of catalogue.

The above mentioned features cover the most important changes in Seneca Cameras, but at the same time we cannot refrain from calling your attention to some of the minor points, such as the spring used in connection with the ground glass in back panel. This spring, besides holding glass in place, also adjusts itself to the different thicknesses of glass and makes it impossible to break the ground glass on account of any sudden jar. Then the latch in back panel in all Model A Cameras, and also the fact that we have no projecting points to scratch and mar the surface of showcase or table are points that are worth considering. And finally, after all is said, and all features are carefully examined, we know that you will agree with us when we say, Seneca Cameras are made on honor, are as near perfection as possible, that in simplicity, ease of manipulation, and beauty of design, they excel, and above all this, the workmanship shows that they were made to last, not only for to-day, but also to-morrow and forever.

TERMS

All goods are packed and delivered to express or railroad company at Rochester, free of charge.

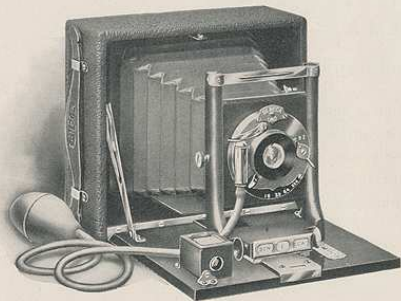
In ordering goods always give shipping directions, whether by mail, express, or freight. If not so stated we will use our discretion.

All orders for goods C. O. D. must in every instance be accompanied by double the amount of transportation charges.

All orders to be forwarded by mail must include postage or they will be sent by express.

Remit by draft on New York, P. O. order, registered letter or express money order.

MODEL A.



Seneca No. 1.—Size 4 x 5.

SPECIFICATIONS

No. 1 Size 4 x 5

DIMENSIONS—6 x 5 $\frac{1}{4}$ x 2 $\frac{3}{8}$ inches.
CAMERA BOX—Mahogany, dove-tailed and covered with seal grain leather.
CAMERA BED—Mahogany polished, fitted with piano hinge.
METAL PARTS—Highly polished brass, lacquered.
BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.
CLAMP—Automatic, with press-button pull.
FINDER—Reversible, brass bound.
SHUTTER—Seneca Uno.
LENS—Seneca Single Achromatic.

Camera Carrying Case Plate Holder

Price complete, \$8.50

Same equipment in 5 x 7 size, price complete \$13.00.

MODEL A.



Seneca No. 2.—Size 4 x 5.

SPECIFICATIONS

No. 2 Size 4 x 5

DIMENSIONS—6 x 5 $\frac{1}{4}$ x 2 $\frac{3}{8}$ inches.
CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.
CAMERA BED—Mahogany, polished and fitted with piano hinge.
METAL PARTS—Highly polished brass, lacquered.
BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

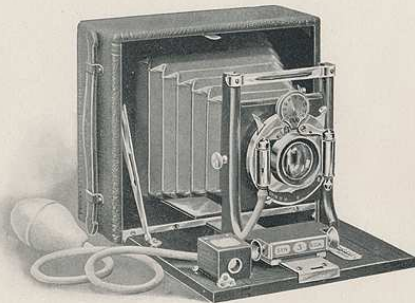
FRONT—Rising and falling with friction lock.
CLAMP—Automatic, with press button pull.
FINDER—Reversible, brass bound.
SHUTTER—Seneca Uno.
LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$10.50

Same equipment in 5 x 7 size, price complete, \$15.00

MODEL A.



Seneca No. 3.—Size 4 x 5.

SPECIFICATIONS

No. 3 Size 4 x 5

- DIMENSIONS—6 x 5 1/4 x 2 3/8 inches.
- CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.
- CAMERA BED—Mahogany polished, fitted with piano hinge.
- METAL PARTS—Highly polished brass, lacquered.
- BELLOWS—Red Russia leather, lined with gossamer cloth.

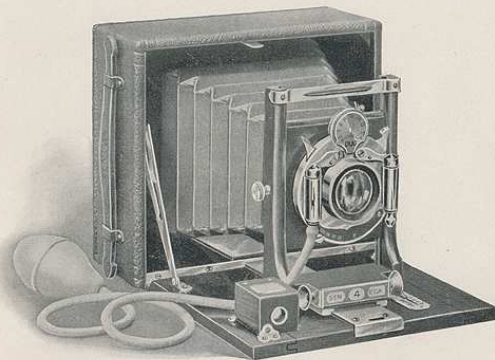
SPECIAL FEATURES

- FRONT—Rising and falling with friction lock.
- CLAMP—Automatic, with press button pull.
- FINDER—Reversible, brass bound.
- SHUTTER—Seneca Duo.
- LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$14.00

MODEL A.



Seneca No. 4.—Size 5 x 7.

SPECIFICATIONS

No. 4 Size 5 x 7

- DIMENSIONS—8 x 6 1/2 x 2 1/2 inches.
- CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.
- CAMERA BED—Mahogany polished, fitted with piano hinge.
- METAL PARTS—Highly polished brass, lacquered.
- BELLOWS—Red Russia leather, lined with gossamer cloth.

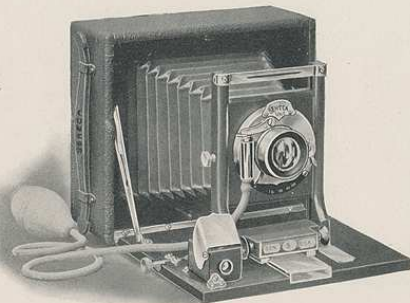
SPECIAL FEATURES

- FRONT—Rising and falling with friction lock.
- CLAMP—Automatic, with press button pull.
- FINDER—Reversible, brass bound.
- SHUTTER—Seneca Duo.
- LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$19.00

MODEL A.



Seneca No. 5.—Size 4 x 5.

SPECIFICATIONS

No. 5 Size 4 x 5

DIMENSIONS—6 x 5¼ x 2¾ inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

FINDER—Reversible, brass bound, hooded.

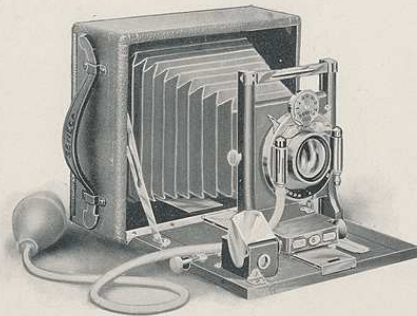
SHUTTER—Seneca Uno.

LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$14.00

MODEL A.



Seneca No. 6.—Size 4 x 5.

SPECIFICATIONS

No. 6 Size 4 x 5

DIMENSIONS—6 x 5¼ x 2¾ inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

FINDER—Reversible, brass bound and hooded.

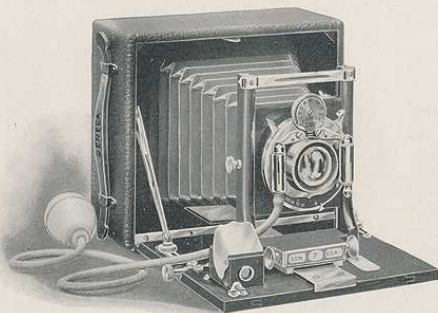
SHUTTER—Seneca Duo.

LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$16.00

MODEL A.



Seneca No. 7.—Size 4 x 5.

SPECIFICATIONS

No. 7

Size 4 x 5

DIMENSIONS—6 x 5 $\frac{1}{4}$ x 2 $\frac{3}{8}$ inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

SWING—Either back or bed.

FINDER—Reversible, brass bound and hooded.

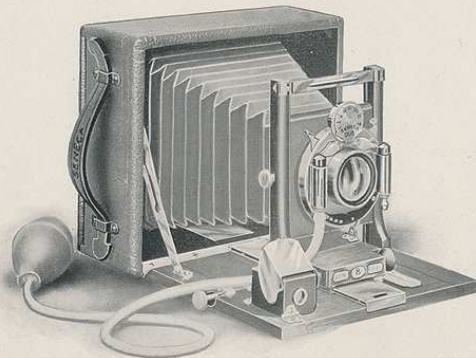
SHUTTER—Seneca Duo.

LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$18.00

MODEL A.



Seneca No. 8.—Size 5 x 7.

SPECIFICATIONS

No. 8

Size 5 x 7

DIMENSIONS—8 x 6 $\frac{1}{2}$ x 2 $\frac{1}{2}$ inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

FINDER—Reversible, brass bound and hooded.

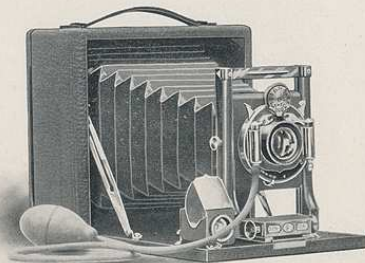
SHUTTER—Seneca Duo.

LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$21.00

MODEL B.



Seneca No. 9.—Size 4 x 5.

SPECIFICATIONS

No. 9 Size 4 x 5

DIMENSIONS—6 x 6 x 3 inches.
 CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.
 CAMERA BED—Mahogany polished, fitted with piano hinge.
 METAL PARTS—Highly polished brass, lacquered.
 BELLOWS—Red Russia leather, lined with gossamer cloth.

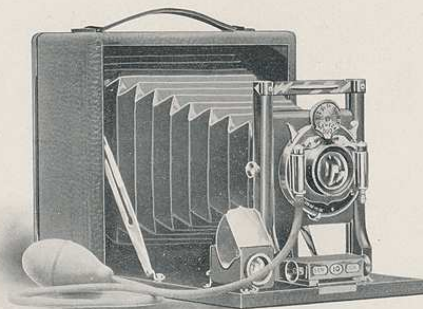
SPECIAL FEATURES

FRONT—Rising and falling with friction lock.
 CLAMP—Automatic, with press button pull.
 BACK—Reversible, with single release.
 FINDER—Brilliant, reversible, brass bound and hooded.
 SHUTTER—Seneca Duo.
 LENS—Seneca Rapid Rectilinear.

Camera	Carrying Case	Plate Holder
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Price complete, \$15.00

MODEL B.



Seneca No. 10.—Size 5 x 7.

SPECIFICATIONS

No. 10 Size 5 x 7

DIMENSIONS—8½ x 8½ x 3 inches.
 CAMERA BOX—Mahogany, dovetailed and covered with seal grain leather.
 CAMERA BED—Mahogany polished, fitted with piano hinge.
 METAL PARTS—Highly polished brass, lacquered.
 BELLOWS—Red Russia leather, lined with gossamer cloth.

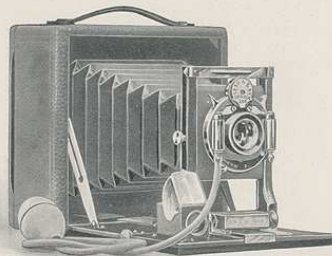
SPECIAL FEATURES

FRONT—Rising and falling with friction lock.
 CLAMP—Automatic, with press button pull.
 BACK—Reversible, with single release.
 FINDER—Brilliant, reversible, brass bound and hooded.
 SHUTTER—Seneca Duo.
 LENS—Seneca Rapid Rectilinear.

Camera	Carrying Case	Plate Holder
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Price complete, \$21.00

MODEL B.



Seneca No. 11.—Size 4 x 5.

SPECIFICATIONS

No. 11 Size 4 x 5

DIMENSIONS—6 x 6 x 3 inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

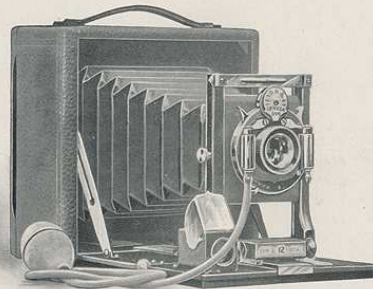
SHUTTER—Seneca Duo.

LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$17.00

MODEL B.



Seneca No. 12.—Size 5 x 7.

SPECIFICATIONS

No. 12 Size 5 x 7

DIMENSIONS—8½ x 8½ x 3 inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

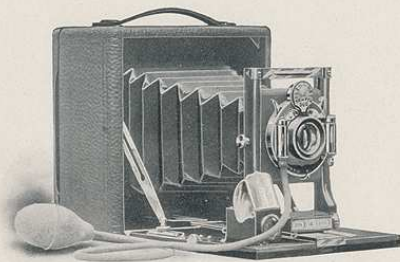
SHUTTER—Seneca Duo.

LENS—Seneca Rapid Rectilinear.

Camera Carrying Case Plate Holder

Price complete, \$23.00

MODEL B.



Seneca No. 14.—Size 4 x 5.

SPECIFICATIONS

No. 14

Size 4 x 5

DIMENSIONS—6 x 6 x 3 inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

SWING—Either back or bed.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Duo.

LENS—Seneca Symmetrical.

Camera Carrying Case Plate Holder

Price complete, \$20.00

MODEL B.



Seneca No. 15.—Size 5 x 7.

SPECIFICATIONS

No. 15

Size 5 x 7

DIMENSIONS—8½ x 8½ x 3 inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

SWING—Either back or bed.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

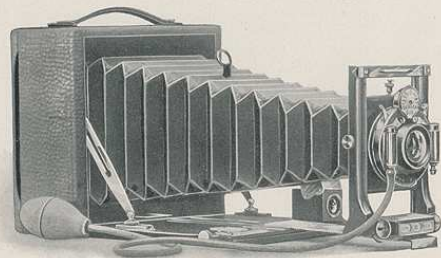
SHUTTER—Seneca Duo.

LENS—Seneca Symmetrical.

Camera Carrying Case Plate Holder

Price complete, \$26.50

MODEL B.



Seneca No. 16.—Size 4 x 5.

SPECIFICATIONS

No. 16

Size 4 x 5

DIMENSIONS—6 x 6 x 3 inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

SWING—Either back or bed.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Duo.

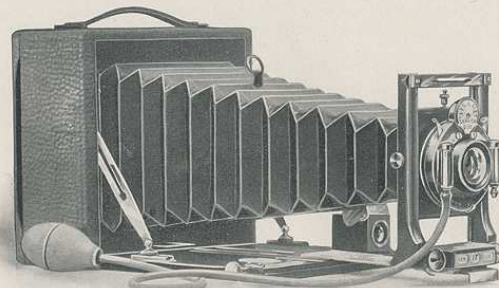
LENS BOARD—Removable.

LENS—Seneca Convertible.

FOCAL CAPACITY—11 inches.

Camera	Carrying Case	Plate Holder
Price complete, \$22.00		

MODEL B.



Seneca No. 17.—Size 5 x 7.

SPECIFICATIONS

No. 17

Size 5 x 7

DIMENSIONS—8½ x 8½ x 3 inches.

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

CAMERA BED—Mahogany polished, fitted with piano hinge.

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Rising and falling with friction lock.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing.

SWING—Either back or bed.

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Duo.

LENS BOARD—Removable.

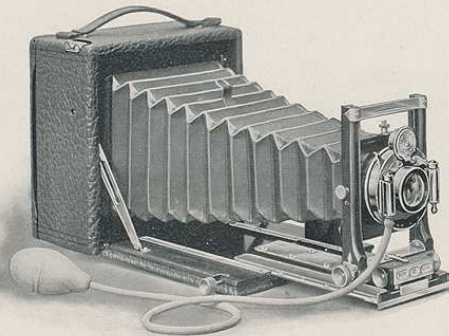
LENS—Seneca Convertible.

FOCAL CAPACITY—15½ inches.

Camera	Carrying Case	Plate Holder
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Price complete, \$29.50

MODEL C.



Seneca No. 18—Size 4 x 5.

SPECIFICATIONS

No. 18 Size 4 x 5

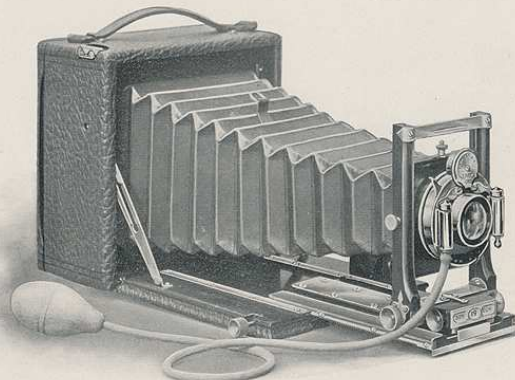
- DIMENSIONS—6 x 6 x 3 inches.
 CAMERA BOX—Mahogany, dovetailed and covered with buffalo grain leather.
 CAMERA BED—Double extension, mahogany polished, fitted with piano hinge.
 METAL PARTS—Highly polished brass, lacquered.
 BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

- FRONT—Double sliding, vertical and horizontal.
 CLAMP—Automatic, with press button pull.
 RACK AND PINION—For focusing, Seneca lock.
 SWING—Either back or bed, operated with self-locking device.
 BACK—Reversible, with single release.
 FINDER—Brilliant, reversible, brass bound and hooded.
 SHUTTER—Seneca Autic.
 LENS BOARD—Removable.
 LENS—Seneca Convertible.
 FOCAL CAPACITY—12½ inches.

Camera	Carrying Case	Plate Holder
Price complete, \$28.50		

MODEL C.



Seneca No. 19.—Size 5 x 7.

SPECIFICATIONS

No. 19 Size 5 x 7

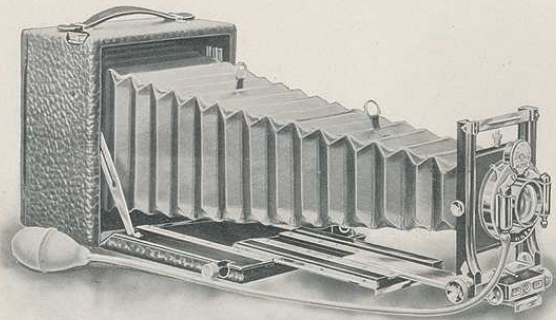
- DIMENSIONS—8½ x 8½ x 3 inches.
 CAMERA BOX—Mahogany, dovetailed and covered with buffalo grain leather.
 CAMERA BED—Double extension, mahogany polished, fitted with piano hinge.
 METAL PARTS—Highly polished brass, lacquered.
 BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

- FRONT—Double sliding, vertical and horizontal.
 CLAMP—Automatic, with press button pull.
 RACK AND PINION—For focusing, Seneca lock.
 SWING—Either back or bed, operated with self-locking device.
 BACK—Reversible, with single release.
 FINDER—Brilliant, reversible, brass bound and hooded.
 SHUTTER—Seneca Autic.
 LENS BOARD—Removable.
 LENS—Seneca Convertible.
 FOCAL CAPACITY—16½ inches.

Camera	Carrying Case	Plate Holder
Price complete, \$36.00		

MODEL C.



Seneca No. 20.—Size 4 x 5.

SPECIFICATIONS

No. 20 Size 4 x 5

DIMENSIONS— $6\frac{1}{2}$ x $6\frac{1}{2}$ x $3\frac{1}{2}$ inches.

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

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

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Double sliding, vertical and horizontal.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing, Seneca lock.

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

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Autic.

LENS BOARD—Removable.

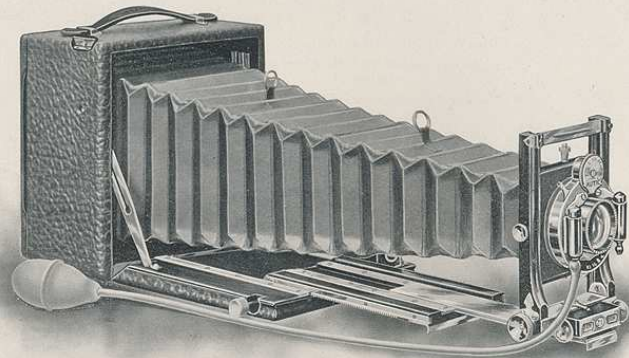
LENS—Seneca Triple Convertible.

FOCAL CAPACITY—17 inches.

Camera Carrying Case Plate Holder

Price complete, \$32.50

MODEL C.



Seneca No. 21.—Size 5 x 7.

SPECIFICATIONS

No. 21

Size 5 x 7

DIMENSIONS— $8\frac{1}{2}$ x $8\frac{1}{2}$ x $3\frac{1}{2}$ inches.

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

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

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Double sliding, vertical and horizontal.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing, Seneca lock.

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

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Autic.

LENS BOARD—Removable.

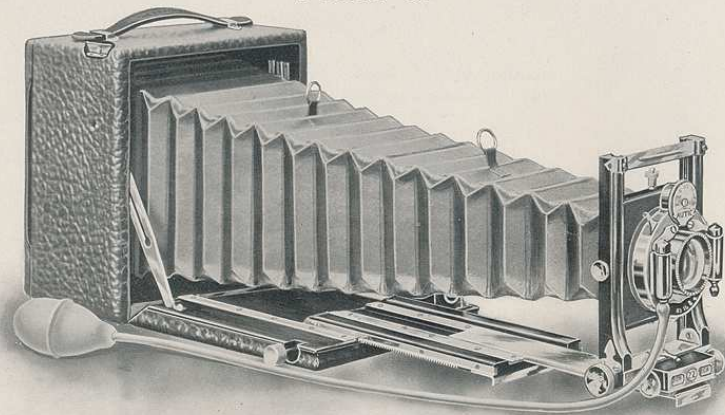
LENS—Seneca Triple Convertible.

FOCAL CAPACITY—24 inches.

Camera	Carrying Case	Plate Holder
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Price complete, \$40.00

MODEL C.



Seneca No. 22.—Size $6\frac{1}{2} \times 8\frac{1}{2}$.

SPECIFICATIONS

No. 22

Size $6\frac{1}{2} \times 8\frac{1}{2}$

DIMENSIONS—10 x 10 x $4\frac{1}{2}$ inches.

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

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

METAL PARTS—Highly polished brass, lacquered.

BELLOWS—Red Russia leather, lined with gossamer cloth.

SPECIAL FEATURES

FRONT—Double sliding, vertical and horizontal.

CLAMP—Automatic, with press button pull.

RACK AND PINION—For focusing, Seneca lock.

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

BACK—Reversible, with single release.

FINDER—Brilliant, reversible, brass bound and hooded.

SHUTTER—Seneca Autic.

LENS BOARD—Removable.

LENS—Seneca Triple Convertible.

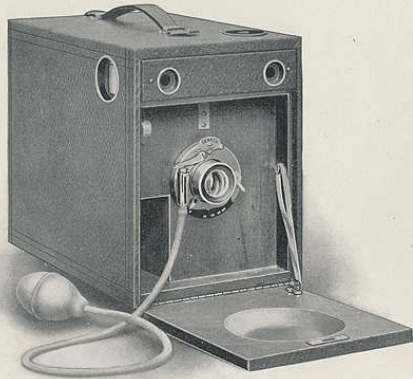
FOCAL CAPACITY—28 inches.

Camera Carrying Case Plate Holder

Price complete, \$51.50

BUSY BEE CAMERA.

Size 4 x 5.



This Camera is in a class by itself, being superior to the ordinary box camera in that it has a drop front and is operated with bulb and tube.

It is fitted with Rapid Rectilinear lens and our Seneca Uno Shutter with Iris diaphragm with index lever, enabling one to open it to suit any degree of light.

The Camera has leather handle, two view finders, two tripod sockets, and has space in back for three double plate holders, one of which is included with camera.

PRICE (Complete)

Busy Bee, Size 4 x 5, List, \$7.50

KAO JR. AND SR.



In the production of this Camera we have endeavored to furnish a Box Camera that is superior to the ordinary one on the market.

It is neat, compact, and well made in every particular, and has a piano hinge lid.

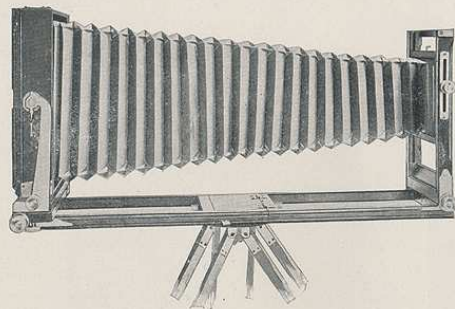
The lens is the high grade Meniscus Combination of universal focus, and the shutter is the simplest possible, and can be used for snap shot, or time exposure.

It is fitted with two view finders, two tripod sockets, and has space in back for three double plate holders, one of which is included with camera.

PRICE (Complete)

Kao Jr., Size 3½ x 3½, List, \$3.50

Kao Sr., Size 4 x 5, List, \$4.00



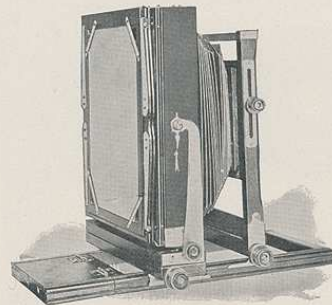
SENECA VIEW CAMERA.

Recognizing that the demand for this style camera is increasing constantly we have therefore given a great deal of our attention to perfecting the Seneca View Camera.

We feel that this model will meet the requirements of those who want a View Camera in which is combined compactness, strength, portability, rigidity, smooth and easy running adjustments and finally, adaptability for the wide field that is open to the user of this style camera.

We wish also to call your attention to the fact that the camera box is fitted with an automatic lock which prevents the back from racking beyond the edge of bed and that every motion possible is obtained with Rack and Pinion. This method of adjustment cannot be improved upon.

In securing the features above mentioned we have not forgotten that beauty of design and superb finish give an additional pleasure to the owner, and we know that all will have nothing but praise for the Seneca View Camera, and will count it as the finest production ever put on the market.



SENECA VIEW CAMERA.

SPECIFICATIONS.

FOUR SIZES—5 x 7, 6½ x 8½, 8 x 10, 11 x 14.

CAMERA BOX—Mahogany, highly polished, fitted with leather handle.

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

BACK—Reversible.

METAL PARTS—Highly polished brass, lacquered.

RACK AND PINION—Front and back.

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

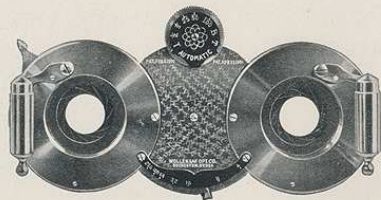
LENS BOARD—Removable.

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

Each camera is supplied with our double plate holder and carrying case with compartment for five extra plate holders.

PRICES (Complete)

Size	Length of Draw	Price
5 x 7	22 inches	\$22.00
6½ x 8½	25 "	23.00
8 x 10	30 "	25.50
11 x 14	37 "	37.00



SENECA STEREOSCOPIC CAMERA.

In order to meet the increasing demand for this style camera, we fit four different models of Seneca Cameras with special front, thus making it possible to use Stereo shutter and two lenses in place of ordinary shutter and single lens. The Stereo Cameras in general design (outside of front, shutter and lens) is the same as our regular cameras, and the ordinary lens and shutter for 5 x 7 pictures may be added at any time if desired.

For specifications of Stereo Cameras (outside of lens and shutter), see Seneca Models No. 15, 17, 19 and 21.

PRICES

Camera,	Sole Leather Case,	Plate-Holder.	
Seneca Stereo Number 15,	-	-	\$45.50
" " " 17,	-	-	50.50
" " " 19,	-	-	56.00
" " " 21,	-	-	60.00

SHUTTERS AND LENSES.



B. & L. VOLUTE SHUTTER. This Shutter is too well known to demand a lengthy description. It is recognized as the acme of perfection in shutter construction, being very compact, has all working parts enclosed, protecting them from dust, and is constructed as accurately and as carefully as a watch.

The Volute Shutter gives automatic exposures from three seconds to one one-hundred-fiftieth of a second, and also gives bulb as well as time exposures of any desired duration.

PRICES

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

THORNTON-PICKARD FOCAL PLANE SHUTTER. This shutter is peculiarly adapted for instantaneous photographs of rapidly moving objects.

It has a world-wide reputation and we can guarantee that it will give entire satisfaction to the user.

We furnish it in the following sizes :

PRICES

4 x 5, \$22.00	5 x 7, \$27.00	6½ x 8½, \$32.00	8 x 10, 37.50
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SENECA ANASTIGMAT $f:6.8$. Realizing that there is a strong demand for a lens of good quality that can be furnished at a reasonable price, we have made arrangements with a manufacturer of high grade lenses that will enable us to meet that demand.

On account of the large quantity that we handle we are able to supply these lenses at a remarkably low price considering the quality and are also positive that they will prove satisfactory to every user.

The Seneca Anastigmat is made from the best quality of Jena glass and is of the double symmetrical type, each system consisting of four elementary lenses. The absolute freedom from any trace of astigmatism, and the complete correction of the spherical and chromatic aberrations constitute the superiority of this lens. It is also strictly corrected for actinic light at any aperture, and is free from internal reflections, producing a brilliant image on the ground glass with

equal illumination of the field and cuts the plate sharp to the corners. We recommend this lens to any desiring a first-class article.

No.	Equivalent Focus	Plate Covered at $f:6.8$.	Free Aperture	Price
1	5.5	$3\frac{1}{4} \times 4\frac{1}{4}$.75	\$ 28.00
2	6.0	4×5	.87	28.00
3	7.0	5×7	1.2	36.00
4	10.5	$6\frac{1}{2} \times 8\frac{1}{2}$	1.65	50.00
5	1.30	8×10	1.95	60.00
6	16.0	10×12	2.4	90.00
7	18.7	11×14	2.8	130.00



MADE WITH A SENECA LENS.

THE HOMOCENTRIC LENS.

The Homocentric lens is the latest product of Ross, Ltd., and has been perfected after a series of experiments stretching through many years. It involves new principles in optics and is specially corrected for the errors that have always been known to exist in anastigmats. As its name implies, the Homocentric lens signifies the lens of ideal definition, the lens through which all the rays of light from any point of an object are converged again in one point in the image.

The new Homocentric lens possesses this definition to a degree hitherto unattained, and hence the name given to the lens.

The Homocentric is symmetrical; of four single meniscus lenses, with sufficient space for between-lens shutters.

The Homocentric lens is made in series of different relative apertures to suit various purposes, as follows:

Series C, aperture $f:6.3$, specially recommended for hand cameras, instantaneous views and groups, and all work requiring quick exposure. Though not so rapid as Series B, a large angle of view is embraced when required.

Series D, aperture $f:8$, for ordinary hand camera work, landscapes, groups, interiors and copying. With a medium size stop, lenses of this series may be used for wide angles and uniform covering obtained.



No.	Equivalent Focus inches,	Full Aperture	Price with Iris Diaphragm
1	5	$3\frac{1}{4} \times 4\frac{1}{4}$	\$29.00
3	6	4×5	32.00
5	$8\frac{1}{2}$	$5 \times 7\frac{1}{2}$	51.00
6	10	$6\frac{1}{2} \times 8\frac{1}{2}$	69.00
7	12	8×10	91.00

SERIES C, $f:6.3$.

No.	Equivalent Focus inches,	Full Aperture	Price with Iris Diaphragm
1	5	$3\frac{1}{4} \times 4\frac{1}{4}$	\$25.50
3	6	4×5	29.00
5	$8\frac{1}{2}$	$5 \times 7\frac{1}{2}$	44.00
6	10	$6\frac{1}{2} \times 8\frac{1}{2}$	58.00
7	12	8×10	76.50

SERIES D, $f:8$.



TURNER-REICH ANASTIGMAT.

Little need be said of the Turner-Reich, perhaps, for by reason of years of unvarying and uniformly excellent service in photographic work, it is by common consent accorded a place in the foremost rank of the World's Anastigmats.

It is offered in two series, the one symmetrical and the other convertible,—both working at $f:7.5$. This speed has often been demonstrated to be ample for the most rapid focal plane shutter work, the more so in the Turner-Reich because all optical aberrations are eliminated from this objective. The complete correction of astigmatism, flatness of field, remarkable defining power, great depth of focus, brilliancy and uniformity of illumination, the proper relation of focal length to size of plate,—these are the manufacturer's claims for this objective, and they have been substantiated time and again by every possible test. In the

Series III, the single combinations can be used separately, as well as in the II. Scientific methods are employed by the makers of these well known lenses and only Jena glass is used in their construction.

TURNER-REICH II.

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

TURNER-REICH III.

No.	Equiv. Focus	Diameter of Lenses	Plate Covered Sharply with Opening of			Price Mounted in Barrel
			$f:7.5$	$f:15$	$f:60$	
1	6 in.	¾ in.	4 x 5	5 x 7	5 x 8	\$ 35.00
2	7½ "	1 "	5 x 7	5 x 8	6½ x 8½	40.00
3	8½ "	1½ "	5 x 8	6½ x 8½	8 x 10	45.00
4	10½ "	1½ "	6½ x 8½	8 x 10	10 x 12	65.00
5	12 "	1¾ "	8 x 10	10 x 12	11 x 14	75.00
6	14 "	2 "	10 x 12	11 x 14	14 x 17	100.00
7	17 "	2½ "	11 x 14	14 x 17	17 x 20	145.00
8	21 "	3 "	14 x 17	17 x 20	18 x 22	225.00
9	26 "	3¾ "	17 x 20	18 x 22	22 x 25	315.00



VERASTIGMAT $f:6.8$.



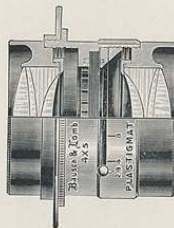
This objective,—the "true-Stigmat,"—is of the convertible type, as the subjoined table will show. It has a speed of $f:6.8$, which is ample for even the most rapid work and yet is not so large an aperture as to render the lens valueless in point of depth of focus. Though but recently introduced, it has met with remarkable favor, since all that the manufacturers claim for it is confirmed by the severest tests. Owing to the fact that the astigmatism has been completely eliminated in its correction, it yields a perfectly clean definition even at full opening. The field is remarkably flat, the illumination is uniformly even, the image being characterized by the highest brilliancy. By reason of the proper relation of focal length

to size of plate, it renders an excellent perspective, and finally, the convertible feature is an advantage the value of which does not require to be emphasized to the modern photographer. Needless to say, the Verastigmat is made of the famous Jena glass, wrought by the most improved scientific methods.

PRICES

No.	Equiv. Focus Inches	Focus Back Lens, Inches	Focus Front Lens, Inches	Plate Covered at $f:6.8$.	Plate Covered at $f:16$.	Free Diameter Inches	
0	4½	8	10	3¼ x 4¼	4½ x 6½	1½	\$34.00
1	6	11	14	4 x 5	5 x 7	1½	40.00
2	7½	12	18	5 x 7	8 x 10	1¾	48.00
3	8¾	16	18	5 x 8	9 x 11	1¾	55.00
4	10¼	18	24	6½ x 8½	10 x 12	1½	75.00
5	12½	21	28	8 x 10	11 x 14	1¾	90.00





B. & L. PLASTIGMAT *f:6.8.*

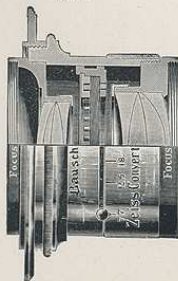
This lens is in the front rank in modern lens construction and embodies all of the desirable features of an anastigmat. It is a symmetrical lens permitting either the front or back combination to be used separately. The Plastigmat has a comparatively long focal length giving pictures the proper perspective, and it is also a good lens for portrait photography as well as for interiors, architectural work, etc. The lens covers the plate clear and sharp with the full aperture and is accurate enough for the most exacting reproductions, even for line and half tone engraving for which it is largely used.

No.	Size of Plate.	Equiv. Focus.	Diameter.	
1	3¼ x 4¼	5¼ in.	1¼ in.	\$34.00
2	4 x 5	6¼ "	1½ "	40.00
3	5 x 7	7½ "	1 "	48.00
4	5 x 8	9¼ "	1½ "	55.00
5	6½ x 8½	11 "	1¾ "	75.00
6	8 x 10	13 "	1¾ "	90.00
7	10 x 12	15 "	2¼ "	120.00

B. & L. ZEISS CONVERTIBLE ANASTIGMAT VIIa.

This lens possesses peculiar advantages in that its separate systems are each so perfectly corrected that they can be used singly as rapid photographic objectives. Furthermore, the separate systems are of different foci, thus giving in one objective three different lengths. This lens can also be supplied with one extra combination which will give six different foci, or with two combinations giving ten different foci and ten different angles. The anastigmatic, chromatic and spherical corrections of these systems leave nothing to be desired.

No.	Size of Plate covered with Full Aperture	Focus of Front Lens	Focus of Back Lens	Combined Focus	Speed	
3	4 x 5 in.	11½ in.	7¼ in.	5 in.	F:7.7	\$59.50
5	4¼ x 6½ "	11½ "	9 "	5¼ "	F:7	63.00
8	5 x 7½ "	14 "	11½ "	7 "	F:7	75.00
9	5 x 8½ "	16½ "	11½ "	7½ "	F:7.7	87.50
11	6½ x 8½ "	16½ "	14 "	8½ "	F:7	94.50
12	6½ x 8½ "	19¼ "	14 "	9¼ "	F:7.7	115.50
17	8 x 10 "	23½ "	19¼ "	12 "	F:7	167.50



ROYAL ANASTIGMAT *f:6.3*

The ROYAL is of the double symmetrical type and is composed of eight elementary lenses, made of the best quality of Jena glass. It is highly corrected for astigmatism and for the aberrations of chromatic and spherical order. Its field is almost absolutely flat and the illumination is equal over the entire surface covered. These qualities combined with its great speed, make it admirably suited for dark days, interior work, and for special work along speed lines, such as athletic work, and the photographing of rapidly moving objects.

ROYALS can be fitted to any make of shutter desired and can be depended upon to give results.

PRICES

No.	Equivalent Focus	Plate Covered at <i>f:6.3</i>	Front Aperture	Price
1	4.5	3¼ x 4¼	.85	\$36.00
2	6.0	4 x 5	1.2	42.00
3	7.6	5 x 7	1.4	50.00
4	9.0	6½ x 8½	1.65	78.00
5	10.7	8 x 10	1.95	92.00
6	13.1	10 x 12	2.4	124.00
7	15.3	11 x 14	2.8	164.00





COLLINEAR DOUBLE ANASTIGMAT, SERIES II. This lens embraces all those features which make it not only a perfect Anastigmat, but also a desirable hand camera lens. In construction it is made up of two separate combinations, each of which consists of three carefully ground glasses. Each combination is corrected for color, curvature and other errors, making it a complete lens, and can be used by itself as a telephoto lens of double the focus of the complete instrument. The Collinear is free from chromatic and spherical aberration, is absolutely rectilinear, the field of the picture is perfectly flat and the picture itself sharp over its entire surface.

FULL APERTURE, *f:5.6.*

No.	Equivalent Focus	Size of Plate Sharply Covered			Price with Iris Diaphragm.
		<i>f:5.6.</i>	<i>f:8.</i>	<i>f:32.</i>	
1	3½ in.	3¼ x 3¼ in.	3 x 4 in.	3¼ x 4¼ in.	\$ 35.00
2	4¼ "	3¼ x 4¼ "	4¼ x 6½ "	5 x 7 "	40.00
3	5½ "	4¼ x 6½ "	5 x 7 "	6½ x 8½ "	45.00
4	7½ "	5 x 7 "	6½ x 8½ "	8 x 10 "	60.00

FULL APERTURE OF FOLLOWING SIZES, *f:6.3.*

5	9½ in.	6 x 8 in.	6½ x 8½ in.	9 x 11 in.	77.50
6	11½ "	6½ x 8½ "	8 x 10 "	10 x 12 "	105.00
7	14½ "	8 x 10 "	10 x 12 "	12 x 15 "	140.00



GOERZ'S DOUBLE ANASTIGMAT *f:6.8*, Series III. The lenses of this series are universal in character. At full aperture they admit of instantaneous photographs embracing an angle of seventy degrees being taken, even on dull days. By the use of small stops, the photograph may be made to include an angle of ninety degrees. The double Anastigmats of Series III. are adapted for all general purposes, in and out of doors. These lenses are particularly adapted for hand and field cameras, as both combinations can be used for general work, while one combination alone together with the long draw bellows can be used on distant objects. Suitable for portraits, groups, instantaneous photography, landscapes, architecture, interiors and enlargements.

SPECIFICATIONS AND PRICES

No.	Equivalent Focus	Free Aperture	Size of Plate Sharply Covered at			With Iris Diaphragm
			<i>f:6.8.</i>	<i>f:15.5.</i>	<i>f:62.</i>	
0	4¾ in.	⅝ in.	3¼ x 4¼ in.	4 x 5 in.	4¾ x 6½ in.	\$ 37.50
1	6 "	⅞ "	4 x 5 "	4¾ x 6½ "	5 x 8 "	45.00
2	7 "	1 "	4¾ x 6½ "	5 x 8 "	7 x 9 "	51.50
3	8¼ "	1¼ "	5 x 8 "	6½ x 8½ "	8 x 10 "	62.50
4	9½ "	1⅝ "	6½ x 8½ "	7 x 9 "	10 x 12 "	75.50
6	12 "	1⅞ "	8 x 10 "	10 x 12 "	16 x 18 "	107.00

PRICE LIST OF SENECA CAMERAS FITTED WITH SPECIAL LENSES.

Camera Number	Size	Seneca <i>f:6.8.</i>	Ross <i>f:6.3.</i>	Ross <i>f:3.</i>	TurnerReich Series II. <i>f:7.5.</i>	TurnerReich Series III. <i>f:7.5.</i>	Verastigmat <i>f:6.3.</i>	Plastigmat <i>f:6.3.</i>	Zeiss V11a. <i>f:7.</i>	Royal <i>f:6.8.</i>	Collinear Series II. <i>f:5.6.</i>	Goerz Series III. <i>f:6.3.</i>
14	4 x 5	\$44.00	\$48.00	\$45.00	\$56.00	\$51.00	\$56.00	\$56.00	\$75.50	\$58.00	\$61.00	\$61.00
15	5 x 7	57.50	72.50	65.50	69.50	61.50	69.50	69.50	96.50	71.50	81.50	\$4.00
16	4 x 5	46.00	50.00	47.00	58.00	53.00	58.00	58.00	77.50	60.00	63.00	63.00
17	5 x 7	60.00	75.00	68.00	72.00	64.00	72.00	72.00	99.00	74.00	84.00	86.50
18	4 x 5	51.00	55.00	52.00	63.00	58.00	63.00	63.00	82.50	65.00	68.00	68.00
19	5 x 7	65.00	80.00	73.00	77.00	69.00	77.00	77.00	104.00	79.00	89.00	91.50
20	4 x 5	54.00	58.00	55.00	66.00	61.00	66.00	66.00	85.50	68.00	71.00	71.00
21	5 x 7	68.00	83.00	76.00	80.00	72.00	80.00	80.00	107.00	82.00	92.00	94.50
22	6½ x 8½	92.00	111.00	100.00	117.00	107.00	117.00	117.00	156.00	120.00	147.00	117.00

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

ACCESSORIES.

PLATE HOLDERS.



One of the most important items in the equipment of a camera is the plate-holder, and for this reason we have been very careful to furnish with our line of cameras a plate-holder that will give entire satisfaction. These holders are made from well-seasoned cherry and the grooves are accurate and smooth inside, insuring freedom of action.

We are now furnishing all of our plate-holders (unless otherwise specified), with black press board slides, specially prepared by us to prevent warping, swelling, etc., caused by changing temperatures, in this way we avoid many of the faults blamable to hard rubber. We recommend

the press board slides in every instance, but of course, if desired will supply holders with the hard rubber slides.

PRICES

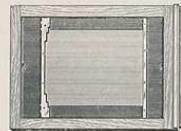
Size	Price	Size	Price
3½ x 3½	.75	6½ x 8½	\$1.75
3¼ x 4¼	.80	8 x 10	2.00
4 x 5	.80	10 x 12	3.00
5 x 7	1.00	11 x 14	4.00

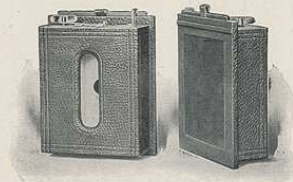
WARNICA PLATE HOLDER.

These plate-holders fit all Seneca Cameras and hold plates of a smaller size than the holder without using a kit. It automatically centers any size plate and is an article that will be appreciated by every photographer.

PRICES

4 x 5, \$1.25	5 x 7 \$1.50	6½ x 8½ \$1.85	8 x 10 \$2.25
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CARTRIDGE ROLL HOLDER FOR FILM.

When attached to Seneca Cameras permits the use of either glass plates or roll film. This holder loads in daylight and can be instantly attached to our cameras in either 4 x 5 or 5 x 7 size. It is handsomely finished, covered with seal grain leather and has nickel trimmings.

PRICES

Size 4 x 5 \$5.00 Size 5 x 7 \$6.50

TRIPODS.

SENECA SPECIAL.—The material in this tripod is selected spruce, thoroughly kiln-dried. The metal parts are of brass, burnished and lacquered.

When closed the tripod measures 29 inches in length and its greatest height is 55 inches.

This tripod is well made in every way and is the best on the market at the price.

It can be used for all sized cameras up to and including 5 x 7.

PRICES

Natural Wood Finish, \$.80

Cherry Finish, \$.90



SENECA SLIDING TRIPODS.—These tripods are designed for heavy cameras and are very strong and rigid. The material is the best second-growth maple and the metal parts are of brass, burnished and lacquered. The top is of wood laid up in sections and covered with cloth.

PRICES

No. 1	Height 55 inches,	for cameras up to 5 x 7,	\$1.25
" 2	" 55 "	" " " 8 x 10,	1.75
" 3	" 57 "	" " " 11 x 14,	2.25
" 4	" 57 "	" " " 20 x 24,	3.00

SENECA FOLDING AND SLIDING.—This tripod is made from the best selected spruce, thoroughly kiln-dried.

The metal parts are of brass, burnished and lacquered.

The tripod is made in three sections, the lower slides into the second section, while the upper folds back on it, thus making the tripod very light and very compact.

It is 22 inches in length when closed and its greatest height is 55 inches and can be used for all sized cameras up to and including 5 x 7.

PRICES

Natural Wood Finish, \$1.75

Cherry Finish, \$1.85





SENECA COMPACT.—For a strong, durable, compact tripod, possessing more than ordinary rigidity, the Seneca Compact Folding pattern is recommended.

It is strongly made, the material being selected straight-grain hard maple and ash.

The metal parts are of brass, highly polished and lacquered. The hinges are rigid and are secured in the strongest manner possible.

It is very compact, as the top arms of each of the three legs fold against the middle section and the bottom section slides into this. The bottom section also has our patented sliding guide and this is one of the best devices ever placed on a tripod.

When closed the tripod measures 22 inches, and its greatest height is 57 inches.

PRICES

No. 1, \$2.50 No. 2, \$3.00 No. 3, \$3.50

PRINTING FRAMES.



Professional.

Both our Amateur and Professional frames are conceded to be the best frames ever put on the market.

The wood is the best selected cherry finished in oil, the corners on all are dovetailed, and on the Professional are rounded as well.

The springs are of the best spring brass, and are riveted to back, allowing the spring to move freely without marring the surface.

The ears on the Professional frames are set flush with the frame, while in the Amateur the spring ends enter the grooved slot cut in frames.



Amateur.

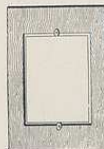
PRICES

PROFESSIONAL FRAMES

3¼ x 4¼ - - - \$.36	5 x 8 - - - \$.52	14 x 17 - - - \$2.40
4 x 5 - - - .38	6½ x 8½ - - - .60	16 x 20 - - - 3.00
4¼ x 6½ - - - .42	8 x 10 - - - .75	17 x 20 - - - 3.00
4¾ x 6½ - - - .48	10 x 12 - - - 1.25	18 x 22 - - - 4.00
5 x 7 - - - .50	11 x 14 - - - 1.80	20 x 24 - - - 5.00

AMATEUR FRAMES

2 x 2 - - - \$.20	3¼ x 4¼ - - - \$.25	4¼ x 6½ - - - \$.35
2½ x 2½ - - - .20	4 x 5 - - - .25	5 x 7 - - - .35
3½ x 3½ - - - .25	4¼ x 6½ - - - .35	



HOLDER KITS.

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

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

NEGATIVE RACKS.

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

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

SENECA CARRYING CASES.

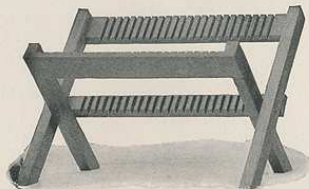
We furnish cases in solid sole leather and also imitation leather.



Both styles are neat in appearance, well finished, and are fitted with nickel catch, leather handle and rings for shoulder strap.

	PRICES			
	3 1/4 x 4 1/4	4 x 5	5 x 7	6 1/2 x 8 1/2
Imitation Leather	\$1.50	\$1.50	\$2.00	
Sole Leather, Regular	3.00	3.50	4.00	\$5.50
Sole Leather, Reversible	3.50	4.00	5.00	6.50

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SHOULDER STRAPS.

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

PRICES		
36 to 48 inches,	\$.25	
54 to 60 inches,	\$.30	
66 inches,	\$.40	

FOCUSING CLOTH.

We carry in stock two grades of cloth for focusing, either of which is light proof.

PRICES	
Gossamer,	\$.50
Velvet,	\$1.00



SENECA CANDLE LAMP.

This lamp is the best candle lamp on the market, and considering the price is a very good article.

PRICE, \$.30

SENECA LAMP.

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

PRICES	
No. 1,	\$.80
" 2,	1.00

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SENECA PHOTO OPTICAL OUTFIT.

This outfit is furnished in plush lined leather case and consists of the following:
 One Enlarging lens, one Portrait lens, one Tele-Photo lens, one Wide Angle lens, one Ray Filter, and one Duplicator.

PRICE

Outfit, diameter of lens frames $1\frac{1}{2}$, \$6.00

SCALES.

These scales are adapted for weighing all kinds of chemicals, and are absolutely reliable.

PRICE, \$3.00



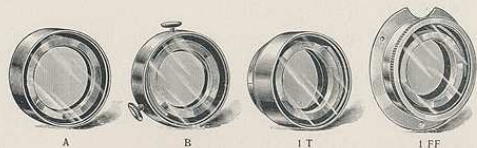
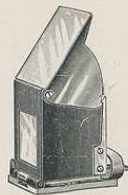
B. & L. ICONOSCOPE FINDER.

This finder reflects a non-reversed image which is brilliant even in the brightest sunlight. The image is formed by a concave lens projecting the picture through a solid glass prism.

It can be used with either folding, hand, or view cameras.

PRICES

No. 1, Small, \$5.00 No. 2, Medium, \$5.50 No. 3, Large, \$6.00



B. & L. RAY FILTER.

With this device the natural color values can be obtained even to the reproduction of the cloud effect against the sky, all the delicate detail being retained in the most perfect manner imaginable.

PRICES

	1 T	1 FF	1	2	3	4	4	6	7	8	9	10
	$1\frac{3}{8}$	$1\frac{3}{8}$	$1\frac{3}{8}$	$1\frac{3}{4}$	$2\frac{1}{8}$	$2\frac{1}{8}$	$2\frac{1}{2}$	$3\frac{3}{8}$	$3\frac{3}{4}$	$4\frac{1}{8}$	$4\frac{3}{4}$	$5\frac{1}{2}$
	\$3.25	\$3.25	\$3.25	\$3.50	\$3.50	\$4.00	\$4.50	\$5.00	\$5.50	\$6.00	\$8.00	\$10.00
Morocco Caps, extra,70	.75	.70	.70	.75	.80	.90	1.00	1.10	1.20	1.35	1.50

DEVELOPING TRAYS.

Electrose Trays are acknowledged to be the best on the market. They are black in color, smooth and strong and are proof against acid and alkali.

PRICES

$3\frac{1}{4} \times 4\frac{1}{4}$, \$.18 4×5 , \$.20 5×7 , \$.38 5×8 , \$.40 $6\frac{1}{2} \times 8\frac{1}{2}$, \$.55 8×10 , \$.80



SENECA RAY SCREEN.

While this screen does not equal the Ray Filter, at the same time, considering the price, it is a first-class article and has given good results.

PRICES

No. 1, Outside diameter $1\frac{1}{2}$ in. will fit lens $1\frac{1}{4}$ in. \$.40 No. 2, Outside diameter 2 in. will fit lens $1\frac{3}{4}$ in. \$.50
 No. 3, Outside diameter $3\frac{1}{4}$ in. will fit lens $2\frac{3}{4}$ in. \$.75

DEVELOPING AND PRINTING OUTFITS.

In arranging our outfits we have included all of the necessary articles for developing the negative and making the print.

OUTFIT NO. 1.

4 Japanned Steel Trays,	1 Pkg. Dev. (to make 24 oz. Solution),	1 Dry Rack,	1 Candle,
1 Dozen Paper,	1 Tube Paste,	1 Four Ounce Graduate,	1 Print Roller,
1 "Guide for Beginners,"	1 Printing Frame,	1 Stirring Rod,	1 Package Bromide,
1 Half Pound Hypo,		1 Candle Lamp,	

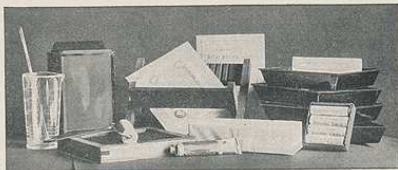
4 x 5, Price, Neatly Boxed, \$2.00

OUTFIT NO. 2.

This outfit contains a greater variety of accessories than No. 1, and a larger quantity of plates, chemicals, etc. It includes:

4 Japanned Steel Trays,	1 Tube Paste,	1 Dozen Paper,
1 Glass Graduate,	1 Seneca Ruby Lamp,	25 Card Mounts,
1 Box Developer,	1 Printing Frame,	1 Copy "Guide,"
1 Print Roller,	1 Dry Rack,	1 Package Bromide,
1 Pound Hypo-Sulp. Soda,	1 Bottle Toning Solution,	

4 x 5, Price, Neatly Boxed, \$3.00



PRICE LIST OF PARTS.

Bellows for 4 x 5 Cameras - Nos. 1 to 16.	\$ 2.00	Ground Glass Frames 5 x 7 Cameras	\$.60
" " 4 x 5 " " 16, 18, 20	3.00	" " " $6\frac{1}{2}$ x $8\frac{1}{2}$ "	1.00
" " 5 x 7 " " 4 to 17	2.50	" " " 8 x 10 "	1.25
" " 5 x 7 " " 17, 19, 21	4.00	" " " 11 x 14 "	1.50
" " $6\frac{1}{2}$ x $8\frac{1}{2}$ " " 22	5.00	Ground Glass, 4 x 5 Cameras15
" " 5 x 7 View Cameras	4.00	" " 5 x 7 "18
" " $6\frac{1}{2}$ x $8\frac{1}{2}$ " "	5.00	" " $6\frac{1}{2}$ x $8\frac{1}{2}$ "20
" " 8 x 10 " "	6.00	" " 8 x 10 "30
" " 11 x 14 " "	8.00	" " 11 x 14 "40
Reversible Back for View Cameras, 5 x 7	7.50	Lens Board for Cameras25
" " " " $6\frac{1}{2}$ x $8\frac{1}{2}$	9.00	" " " Stereo Cameras40
" " " " 8 x 10	11.00	" " " View " up to 8 x 1040
" " " " 11 x 14	14.00	" " " " " 11 x 1470
Fronts for 4 x 5 Cameras	2.50	Glass for No. 1 or No. 2 Universal Lamp (Ruby or Orange)10
" " 5 x 7 "	3.00	Tops for Tripods75
" " $6\frac{1}{2}$ x $8\frac{1}{2}$ "	3.50	Screws for Tripods25
Ground Glass Frames, 4 x 5 Cameras50	All Milled Head Screws25



SENECA RAY SCREEN.

While this screen does not equal the Ray Filter, at the same time, considering the price, it is a first-class article and has given good results.

PRICES

No. 1, Outside diameter $1\frac{1}{2}$ in. will fit lens $1\frac{1}{4}$ in. \$.40 No. 2, Outside diameter 2 in. will fit lens $1\frac{3}{4}$ in. \$.50
 No. 3, Outside diameter $3\frac{1}{4}$ in. will fit lens $2\frac{3}{4}$ in. \$.75

DEVELOPING AND PRINTING OUTFITS.

In arranging our outfits we have included all of the necessary articles for developing the negative and making the print.

OUTFIT NO. 1.

4 Japanned Steel Trays,	1 Pkg. Dev. (to make 24 oz. Solution),	1 Dry Rack,	1 Candle,
1 Dozen Paper,	1 Tube Paste,	1 Four Ounce Graduate,	1 Print Roller,
1 "Guide for Beginners,"	1 Printing Frame,	1 Stirring Rod,	1 Package Bromide,
1 Half Pound Hypo,	1 Candle Lamp,		

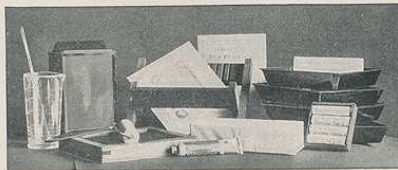
4 x 5, Price, Neatly Boxed, \$2.00

OUTFIT NO. 2.

This outfit contains a greater variety of accessories than No. 1, and a larger quantity of plates, chemicals, etc. It includes:

4 Japanned Steel Trays,	1 Tube Paste,	1 Dozen Paper,
1 Glass Graduate,	1 Seneca Ruby Lamp,	25 Card Mounts,
1 Box Developer,	1 Printing Frame,	1 Copy "Guide,"
1 Print Roller,	1 Dry Rack,	1 Package Bromide.
1 Pound Hypo-Sulp. Soda,	1 Bottle Toning Solution,	

4 x 5, Price, Neatly Boxed, \$3.00



PRICE LIST OF PARTS.

Bellows for 4 x 5 Cameras Nos. 1 to 16.	\$ 2.00	Ground Glass Frames 5 x 7 Cameras	\$.60
" " 4 x 5 " " 16, 18, 20	3.00	" " " $6\frac{1}{2}$ x $8\frac{1}{2}$ "	1.00
" " 5 x 7 " " 4 to 17	2.50	" " " 8 x 10 "	1.25
" " 5 x 7 " " 17, 19, 21	4.00	" " " 11 x 14 "	1.50
" " $6\frac{1}{2}$ x $8\frac{1}{2}$ " " 22	5.00	Ground Glass, 4 x 5 Cameras15
" " 5 x 7 View Cameras	4.00	" " 5 x 7 "18
" " $6\frac{1}{2}$ x $8\frac{1}{2}$ " "	5.00	" " $6\frac{1}{2}$ x $8\frac{1}{2}$ "20
" " 8 x 10 " "	6.00	" " 8 x 10 "30
" " 11 x 14 " "	8.00	" " 11 x 14 "40
Reversible Back for View Cameras, 5 x 7	7.50	Lens Board for Cameras25
" " " " $6\frac{1}{2}$ x $8\frac{1}{2}$	9.00	" " " Stereo Cameras40
" " " " 8 x 10	11.00	" " " View " up to 8 x 1040
" " " " 11 x 14	14.00	" " " " " 11 x 1470
Fronts for 4 x 5 Cameras	2.50	Glass for No. 1 or No. 2 Universal Lamp (Ruby or Orange)10
" " 5 x 7 "	3.00	Tops for Tripods75
" " $6\frac{1}{2}$ x $8\frac{1}{2}$ "	3.50	Screws for Tripods25
Ground Glass Frames, 4 x 5 Cameras50	All Milled Head Screws25

