

1905

# SENECA



PLATE & FILM  
CAMERAS

LP1035

# Seneca

PLATE, FILM & VIEW

# CAMERAS

## IMPORTANT

(READ)

We have the sole rights to manufacture the SENECA or ROCHESTER ADJUSTABLE PLATE HOLDER (*a Holder which permits plates of smaller dimensions to be used than your Camera would otherwise accommodate. Description on page 38*), and the regular equipment of the Seneca Folding Plate Cameras and New Improved View Outfits up to and including the 8 x 10 size, includes, *without extra charge*, the Adjustable Plate Holder in place of the ordinary Plate Holder heretofore supplied.

SENECA CAMERA MFG. CO.

Manufacturers

ROCHESTER, NEW YORK, U. S. A.

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# Seneca

PLATE, FILM & VIEW

# CAMERAS



## Accessories

1905

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SENECA CAMERA MFG. CO.

The Triumph



of the People

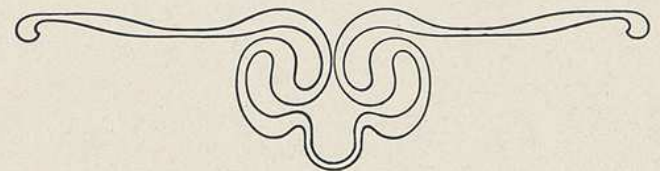
¶ The success of the Seneca Camera is due to two facts: the general excellence of the product, and the abiding faith people have in freedom and fair play.

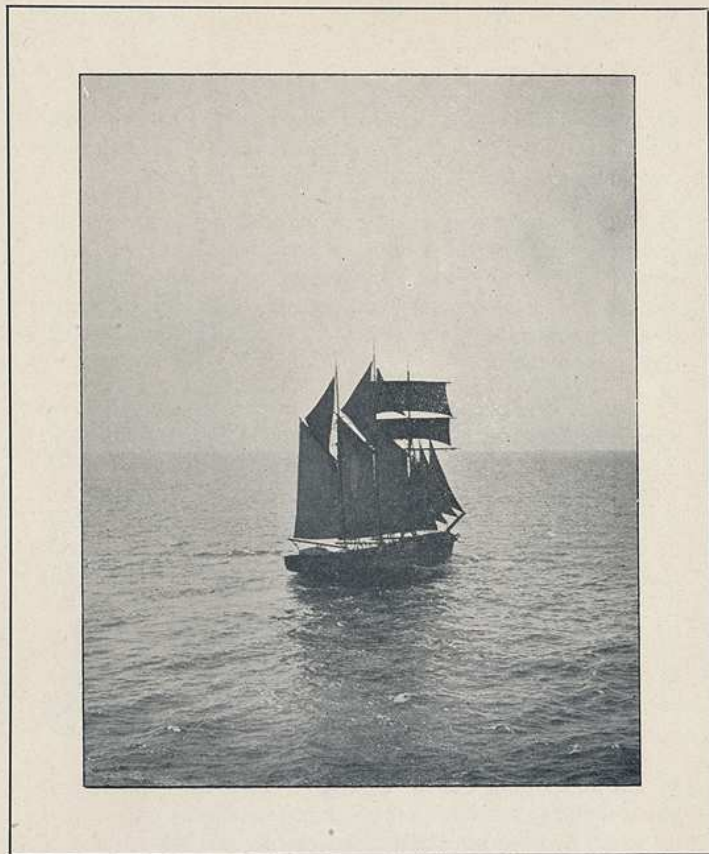
¶ Some years ago experts in camera construction finding the yoke of the Trust too galling, set up in business for themselves. From these small beginnings have come forth the Seneca Cameras, the only American photographic apparatus that has successfully withstood the onslaughts of the all-devouring octopus.

¶ Firm in the belief that nothing is impossible supported by well-directed effort, Seneca Cameras have been increasing in a marvelous ratio from year to year, and the output for 1904 was three times that of 1903; the output for this year will be three times as great as last. This alone evidences the fact that no matter how many restrictions are placed upon the trade, no matter what legal acts are resorted to, or what frauds are practiced, the great principles of freedom still remain. A Trust cannot control the people.

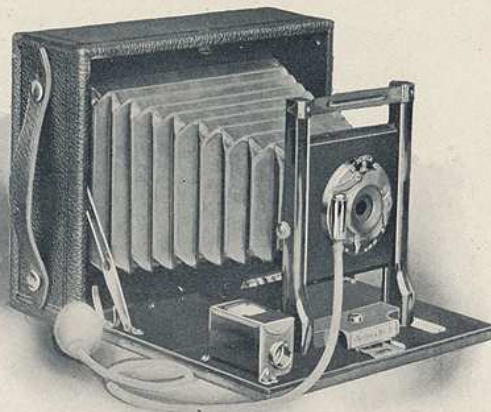
¶ Seneca Cameras for 1905 embody a wealth of equipment, a range of utility, and a refinement of detail, unequaled in the camera-making industry.

¶ Turn with us to the succeeding pages of this booklet and you will find pictured therein photographic apparatus designed for every purpose of pleasure and profit. To our full line of plate cameras we have added roll film cameras and studio outfits. Each instrument typifies the highest degree of excellence that creative genius has been able to construct.





## SENECA No. 1 & No. 2



**T**HE SENECAS NO. 1 AND NO. 2 were designed to meet the requirements hitherto unprovided for, and embrace features that make them distinctly popular among those desiring a completely equipped instrument at an extremely low price. The SENECA No. 1 possesses a Single Achromatic Lens, while the SENECA No. 2 is fitted with a high grade Rapid Rectilinear Lens. Both are equipped with Uno Shutter, which is absolutely automatic in operation, requiring only a pressure of the bulb for an exposure, or if desired the finger release may be used. A carrying case is supplied, with accommodations for the camera in one end and extra plate holders in the other. The price includes a carrying case and one plate holder. The SENECAS NO. 1 AND NO. 2 are made in two sizes, 4 x 5 and 5 x 7.

### SPECIFICATIONS

DIMENSIONS: { In 4 x 5 size, 6 x 5 $\frac{1}{2}$  x 2 $\frac{3}{4}$  inches.  
 { In 5 x 7 size, 8 x 6 $\frac{1}{2}$  x 2 $\frac{1}{2}$  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. BACK: Spring actuated ground glass panel.

CLAMP: Automatic press-button.

FINDER: Reversible, brass bound.

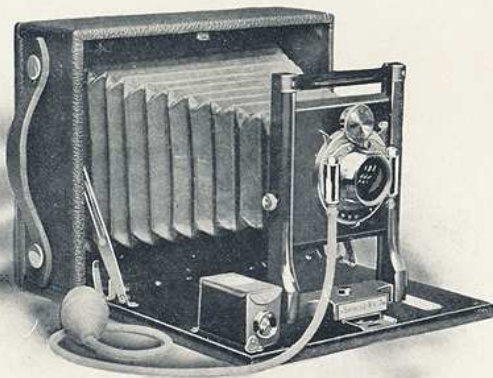
SHUTTER: Seneca Uno, with bulb and tube attachment.

LENS: { Seneca Single Achromatic, fitted to Seneca No. 1.

{ Seneca Rapid Rectilinear, fitted to Seneca No. 2.  
 Camera Carrying Case Double Plate Holder.

Prices Complete, Seneca No. 1, 4 x 5, \$9.00; 5 x 7, \$14.00  
 " " Seneca No. 2, 4 x 5, 11.00; 5 x 7, 15.00

## SENECA No. 3



**T**HIS is one of the most popular styles of cameras manufactured to-day. It was designed to meet the demands of a first-class instrument in a compact form at a popular price, and as such it has attained this distinction. It has all the essential features for this variety of camera and is made in the best possible manner—very strong, rigid, light, compact and serviceable. Made of polished Mahogany, accurately dovetailed, trimmed with polished and lacquered brass, covered with the best Morocco grain leather and possesses a leather handle. It is fitted with the celebrated Rapid Rectilinear Lens, with a double valve Duo Shutter, which insures perfect results under all conditions. A carrying case is furnished accommodating the camera in one end and extra plate holders in the other. The SENECA No. 3 is made in two sizes, 4 x 5 and 5 x 7.

### SPECIFICATIONS

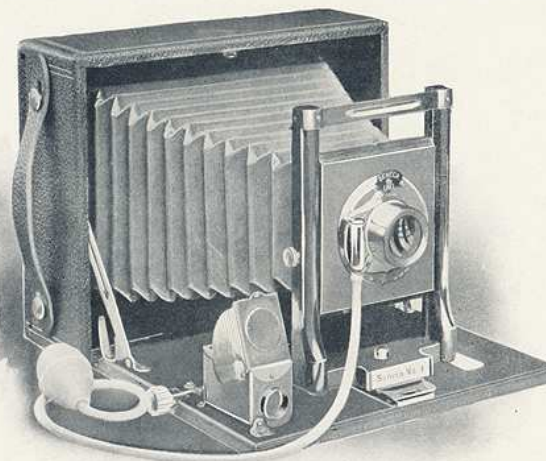
DIMENSIONS: { In 4 x 5 size, 6 x 5½ x 2¾ inches.  
 { In 5 x 7 size, 8 x 6½ x 2½ inches.  
 CAMERA BOX: Mahogany, dovetailed and covered with seal grain leather.  
 CAMERA BED: Mahogany polished, fitted with piano hinge.  
 METAL PARTS: Highly polished brass, lacquered.  
 BELLOWS: Red Russia leather, lined with gossamer cloth.

### SPECIAL FEATURES

FRONT: Rising and Falling. BACK: Spring actuated ground glass panel.  
 CLAMP: Automatic, press-button.  
 FINDER: Reversible, brass bound.  
 SHUTTER: Seneca Duo, with bulb and tube attachment.  
 LENS: Seneca Rapid Rectilinear.  
 Camera Carrying Case Double Plate Holder

Prices Complete . . . . . 4 x 5, \$14.00; 5 x 7, \$18.50

## SENECA No. 4



**S**INCE introducing the SENECA No. 4 in 1903 we have found it to be a most popular style of camera. The metal parts are of polished and lacquered brass, and it has the same beautiful appearance of the more expensive instruments. The outside is covered with Selected Morocco Grain Leather with a leather handle. It has a strong actuated ground glass screen, rising and falling front, and is fitted with a rack and pinion for fine focusing. It also possesses a Rapid Rectilinear Lens with a Uno Shutter, which is absolutely automatic in operation, only requiring a pressure of the bulb for an exposure, no setting devices being necessary. A handsome carrying case is supplied with accommodation for the camera in one end and extra holders in the other. The SENECA No. 4 is made in two sizes, 4 x 5 and 5 x 7.

### SPECIFICATIONS

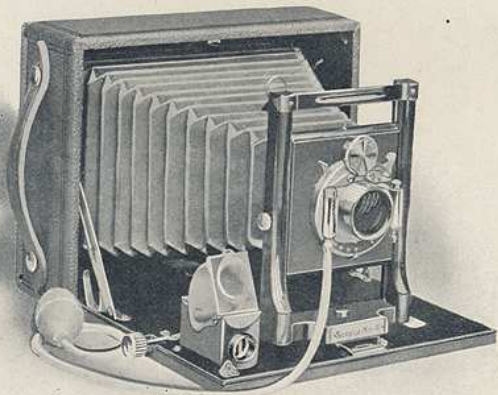
DIMENSIONS: { In 4 x 5 size, 6 x 5½ x 2¾ inches.  
 { In 5 x 7 size, 8 x 6½ x 2½ inches.  
 CAMERA BOX: Mahogany, dovetailed and covered with seal grain leather.  
 CAMERA BED: Mahogany polished, fitted with piano hinge.  
 METAL PARTS: Highly polished brass, lacquered.  
 BELLOWS: Red Russia leather, lined with gossamer cloth.

### SPECIAL FEATURES

FRONT: Rising and Falling. BACK: Spring actuated ground glass panel.  
 CLAMP: Automatic, press-button.  
 RACK AND PINION: For focusing.  
 FINDER: Reversible, brass bound, hooded.  
 SHUTTER: Seneca Uno, with bulb and tube attachment.  
 LENS: Seneca Rapid Rectilinear.  
 Camera Carrying Case Double Plate Holder

Prices Complete . . . . . 4 x 5, \$14.00; 5 x 7, \$19.00

# SENECA No. 5



**T**HE SENECA No. 5 is built upon very strong and rigid lines, possessing lightness and compactness which has made the SENECA CAMERAS famous. It is equipped with the celebrated Duo Shutter and the well-known Rapid Rectilinear Lens. The principal difference between this camera and the No. 4 is the shutter, it being equipped with Duo double valve in place of the Uno. In using this improved shutter it enables the operator to use different speeds of exposure, ranging from one second to  $\frac{1}{100}$  part of a second. The equipment of the SENECA No. 5 permits of a variety of work. The camera is made in two sizes, 4 x 5 and 5 x 7. It is enclosed in a handsome carrying case that is designed to hold the instrument in one end and plate holders in the other.

## SPECIFICATIONS

**DIMENSIONS:** { In 4 x 5 size, 6 x 5 $\frac{1}{2}$  x 2 $\frac{3}{8}$  inches.  
 { In 5 x 7 size, 8 x 6 $\frac{1}{2}$  x 2 $\frac{1}{2}$  inches.  
**CAMERA BOX:** Mahogany, dovetailed and covered with seal grain leather.  
**CAMERA BED:** Mahogany polished, fitted with piano hinge.  
**METAL PARTS:** Highly polished brass, lacquered.  
**BELLOWS:** Red Russia leather, lined with gossamer cloth.

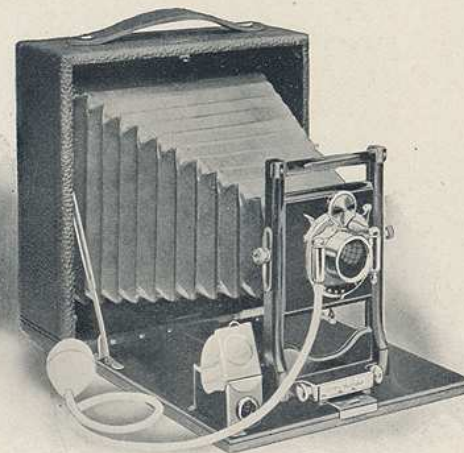
## SPECIAL FEATURES

**FRONT:** Rising and Falling. **BACK:** Spring actuated ground glass panel.  
**CLAMP:** Automatic, press-button.  
**RACK AND PINION:** For focusing.  
**FINDER:** Reversible, brass bound and hooded.  
**SHUTTER:** Seneca Duo, with bulb and tube attachment.  
**LENS:** Seneca Rapid Rectilinear.

Camera      Carrying Case      Double Plate Holder

Prices Complete . . . . . 4 x 5, \$16.00; 5 x 7, \$21.00

# SENECA No. 6



Style A and Style B, Made in Two Sizes

**T**HE SENECA No. 6 furnishes a particular pleasure in picture-taking to all who possess it. It is made in two styles. Style A fitted with Uno Shutter and a Rapid Rectilinear Lens furnishes a very unique outfit. If, however, a better shutter is desired, the Style B will meet the requirements, being fitted with the Duo Shutter and Rapid Rectilinear Lens. A rack and pinion for fine focusing will be attached to either the Style A or Style B for a nominal extra charge. The outfit is enclosed in a handsome Sole Leather carrying case, which will hold the camera in one end and extra plate holders in the other.

## SPECIFICATIONS

**DIMENSIONS:** { In 4 x 5 size, 6 x 6 x 3 inches.  
 { In 5 x 7 size, 8 $\frac{1}{2}$  x 8 $\frac{1}{2}$  x 3 inches.  
**CAMERA BOX:** Mahogany, dovetailed and covered with seal grain leather.  
**CAMERA BED:** Mahogany polished, fitted with piano hinge.  
**METAL PARTS:** Highly polished brass, lacquered.  
**BELLOWS:** Red Russia leather, lined with gossamer cloth.

## SPECIAL FEATURES

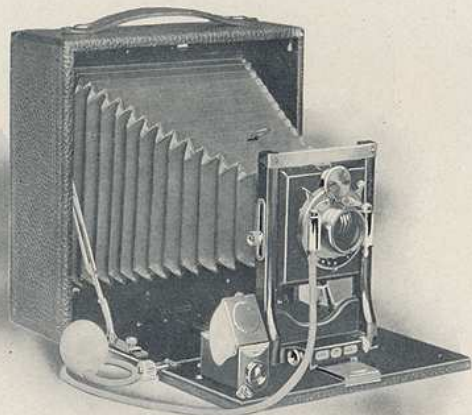
**FRONT:** Rising and falling. **CLAMP:** Automatic press-button.  
**BACK:** Reversible, with side release, spring actuated ground glass panel.  
**FINDER:** Brilliant, reversible, brass bound and hooded.  
**SHUTTER:** Seneca Duo or Seneca Uno, with bulb and tube attachment.  
**LENS:** Seneca Rapid Rectilinear.

Camera      Carrying Case      Double Plate Holder

Style	PRICES COMPLETE	
	4 x 5	5 x 7
A Seneca No. 6, fitted with Uno Shutter, Rapid Rectilinear Lens, . . . . .	\$13.50	\$18.50
B Seneca No. 6, fitted with Duo Shutter, Rapid Rectilinear Lens, . . . . .	16.50	22.00

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

## SENECA No. 7



**P**ERFECT in design and compact in form. This instrument has obtained a world wide reputation for an all around business camera. It possesses a swing back, rising and falling front, hooded reversible finder, and also a rack and pinion. It is fitted with the celebrated Duo Shutter and SENECA Symmetrical Lens. The outfit includes a handsome sole leather case, accommodating the camera and extra holders. The increase in draw of this camera is manipulated by a fine focusing attachment, and it also possesses a reversible back. The special features of the SENECA No. 7 are that it possesses a swing back and the symmetrical lens, which is a higher grade than the rapid rectilinear. It is made in two sizes, 4 x 5 and 5 x 7.

### SPECIFICATIONS

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

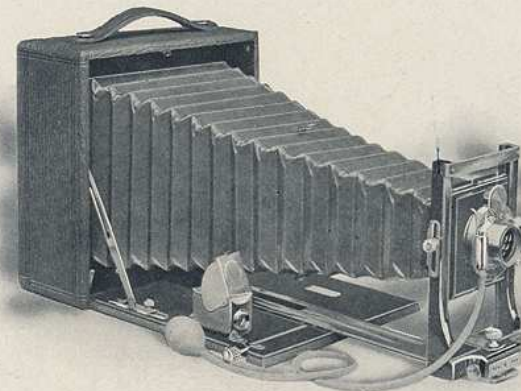
### SPECIAL FEATURES

FRONT: Rising and falling. RACK AND PINION: For focusing.  
 CLAMP: Automatic press-button. SWING: Either back or bed.  
 BACK: Reversible, with single release, spring actuated ground glass panel.  
 FINDER: Brilliant, reversible, brass bound and hooded.  
 SHUTTER: Seneca Duo, with bulb and tube attachment.  
 LENS: Seneca Symmetrical.

Camera Carrying Case Double Plate Holder

Prices Complete . . . . . 4 x 5, \$22.00; 5 x 7, \$29.00

## SENECA No. 8



**T**HE SENECA No. 8 embraces features of a more pretentious nature than are to be found in the other numbers of the SENECA series already described. Its length of draw and equipment of shutter makes the camera capable of a very wide range in photographic work. It is fitted with a double valve Automatic Shutter, and the SENECA Triple Convertible Lens. The rear combination of the lens may be used alone, which nearly doubles the size of the image. It has a swing back and a reversible back. The outfit includes a sole leather carrying case, which will accommodate the camera and extra holders. It is made in three sizes: 4 x 5, 5 x 7, and 6½ x 8½.

### SPECIFICATIONS

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

### SPECIAL FEATURES

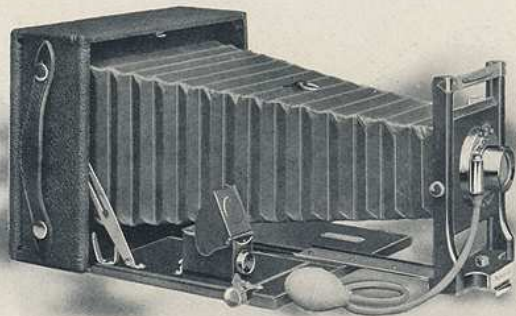
FRONT: Rising, falling and sliding. RACK AND PINION: For focusing.  
 CLAMP: Automatic press-button. SWING: Either back or bed.  
 BACK: Reversible with single release, spring actuated ground glass panel.  
 FINDER: Brilliant, reversible, brass bound and hooded.  
 SHUTTER: Seneca Autic, with bulb and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

Prices Complete . . . 4 x 5, \$25.00; 5 x 7, \$33.00; 6½ x 8½, \$46.00





## SENECA SPECIAL



**T**HIS is a new type of camera placed on the market this year. Heretofore cameras of this description were designed on such an expensive scale as to practically place them out of the reach of those who desired a long focus camera for a moderate price. It is made of mahogany, dovetailed and covered with the best Morocco seal grain leather. The camera is made most compact and is built especially for those who desire a long focus camera fitted with a convertible lens put up in the most compact form. The lens is the celebrated SENECA Triple Convertible, permitting two different focuses (the same lens exactly as that fitted to the SENECA No. 8), and the shutter is the SENECA Uno. The metal parts are of brass, handsomely nickel-plated. The bellows, of red Russia leather, soft and flexible, shows a beautiful contrast in combination. The camera also possesses a rack and pinion for fine focusing. Considering the very low price of this camera it offers the best value of any in the SENECA series. The outfit includes the camera and one plate holder. It is made in one size only, the 5 x 7.

### SPECIFICATIONS

**DIMENSIONS:** 8 x 6½ x 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.

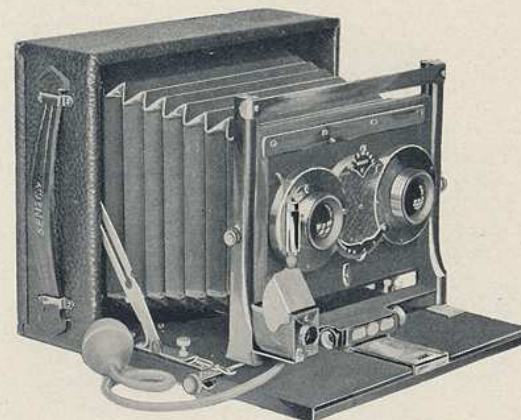
### SPECIAL FEATURES

**FOCAL CAPACITY:** 12¼ inches.      **RACK AND PINION:** For focusing  
**FRONT:** Rising and falling.      **BACK:** Spring actuated ground glass panel.  
**FINDER:** Reversible, brass bound and hooded.  
**SHUTTER:** Seneca Uno, with bulb and tube attachment.  
**LENS:** Seneca Three-Focus Convertible.  
 Camera and one Plate Holder

**Price Complete** . . . . . \$21.00

*Carrying Case extra, see page 38*

## SENECA STEREO



**T**HIS branch of photography is gaining daily in popularity. It is certainly the most interesting branch of photography, and when once indulged in will never be forsaken. We offer here a stereo camera that is greatly improved over the old models. It is constructed practically the same as SENECA No. 5, and is equipped with the Uno Stereo Shutter and a SENECA Symmetrical Matched Lens. The camera possesses a swing for either back or bed, a removable front board and a hooded brilliant finder. The Stereo Division inside of the bellows is on an improved roller principle, and when the camera is closed or opened the division rolls and unrolls automatically. The Stereo Division can be detached from the camera at will, when it is desired to use the camera for taking 5 x 7 pictures instead of stereo pictures. The outfit includes a fine carrying case that will accommodate the camera in one end and extra plate holders in the other.

### SPECIFICATIONS

**DIMENSIONS:** 8 x 6½ x 2½ inches.  
**CAMERA BOX:** Mahogany, dovetailed and covered with seal grain leather.  
**CAMERA BED:** Mahogany polished, fitted with piano hinge.  
**METAL PARTS:** Highly polished brass, lacquered.  
**BELLOWS:** Red Russia leather, lined with gossamer cloth.

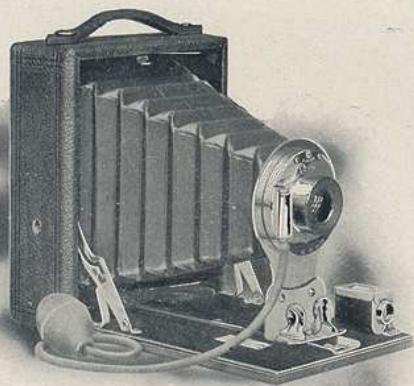
### SPECIAL FEATURES

**FRONT:** Rising and falling.      **BACK:** Spring actuated ground glass panel.  
**CLAMP:** Automatic press-button.      **SWING:** For either back or bed.  
**RACK AND PINION:** For focusing.  
**FINDER:** Reversible, brass bound, hooded and brilliant.  
**SHUTTER:** Seneca Uno, Stereo, with bulb and tube attachment.  
**LENS:** Seneca Symmetrical Matched.  
 Camera      Carrying Case      Plate Holder

**Price Complete** . . . . . \$35.00

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

## POCKET SENECA No. 30



**T**HE Pocket SENECA is the latest of the famous SENECA series, and the most perfect pocket photographic instrument ever offered to the public. It is not merely a snapshot camera, but a thoroughly equipped instrument, allowing the operator the widest latitude in every branch of photography. The camera weighs but little and can be carried readily in the pocket. In its symmetry and simplicity it is unequalled. In its construction nothing has been spared to make it compact. Without a doubt it is the most convenient instrument for universal use. Both time and instantaneous exposures come within its scope, while its manipulation in the use of film or plates is so easy that the novice cannot fail to understand the camera and its workings. Built of mahogany, highly polished, the metal parts being of brass, handsomely nickel-plated. It has a ground glass panel in the rear for focusing which may be easily removed at will. We make it in two sizes,  $3\frac{1}{4} \times 4\frac{1}{4}$  and  $4 \times 5$ , and fit with either the Rapid Rectilinear or Single Achromatic lens both exceptionally good. The shutter is the Single Valve Uno Automatic, working with a bulb and tube. The price includes the camera and one double SENECA Plate Holder.

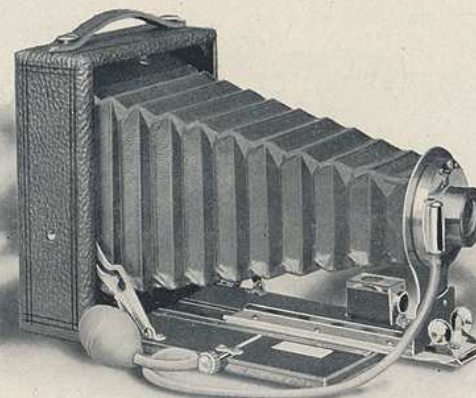
### SPECIFICATIONS

**DIMENSIONS:** In  $3\frac{1}{4} \times 4\frac{1}{4}$  size,  $5\frac{3}{8} \times 4\frac{1}{8} \times 2$  in. In  $4 \times 5$  size,  $6\frac{1}{8} \times 5\frac{1}{8} \times 2$  in.  
**DRAW:** In  $3\frac{1}{4} \times 4\frac{1}{4}$  size, 6 in. In  $4 \times 5$  size,  $6\frac{3}{8}$  in.  
**CAMERA BOX:** Mahogany, dovetailed, covered with seal grain leather.  
**CAMERA BED:** Highly polished brass, nickel-plated.  
**FRONT:** Metallic, reinforced. **BACK:** Ground glass panel for focusing.  
**FINDER:** Brilliant and hooded. **TRIPOD SOCKET:** Two.  
**SHUTTER:** Seneca Uno. **LENS:** Rapid Rectilinear or Single Achromatic.

### PRICE

	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$
Pocket Seneca No. 30 fitted with Single Achromatic Lens..	\$8.00	\$9.00
Pocket Seneca No. 30 fitted with Rapid Rectilinear Lens..	9.00	10.00

## POCKET SENECA No. 31



**T**HE Pocket SENECA No. 31 may be classed with instruments for use of the amateur for the general purposes of photography. It is in truth but a miniature of the larger SENECA'S and embodies in its make-up all the essentials of a perfect camera. It meets the requirements of the beginner as well as the advanced amateur, being a camera that a child may understand and use and a professional appreciate and enjoy. Like the No. 30, the Pocket SENECA No. 31 is compact and light. The chief feature of this instrument is that it possesses a rack and pinion and an exceptionally long draw, considering the size of the camera. For an equipment that can be of pleasure and profit to the operator is found in the Pocket SENECA No. 31. It is made in two sizes,  $3\frac{1}{4} \times 4\frac{1}{4}$  and  $4 \times 5$ , fitted with either the SENECA Rapid Rectilinear or the Single Achromatic Lenses. Price includes camera and one double SENECA Plate Holder.

### SPECIFICATIONS

**DIMENSIONS:** In  $3\frac{1}{4} \times 4\frac{1}{4}$  size,  $3\frac{3}{8} \times 4\frac{1}{8} \times 2$  in. In  $4 \times 5$  size,  $6\frac{1}{8} \times 5\frac{1}{8} \times 2$  in.  
**DRAW:** In  $3\frac{1}{4} \times 4\frac{1}{4}$  size,  $7\frac{1}{2}$  in. In  $4 \times 5$  size,  $8\frac{1}{2}$  in.  
**CAMERA BOX:** Mahogany, dovetailed, covered with seal grain leather.  
**CAMERA BED:** Highly polished brass, nickel-plated.  
**FRONT:** Metallic, reinforced.  
**BACK:** Ground glass panel for focusing.  
**RACK AND PINION:** For fine focusing.  
**FINDER:** Brilliant and hooded.  
**TRIPOD SOCKET:** Two.  
**SHUTTER:** Seneca Uno.  
**LENS:** Rapid Rectilinear or Single Achromatic.

### PRICE

	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$
Pocket Seneca No. 31 fitted with Single Achromatic Lens	\$9.50	\$10.50
Pocket Seneca No. 31 fitted with Rapid Rectilinear Lens	10.50	11.50

## Seneca Junior & Seneca Senior



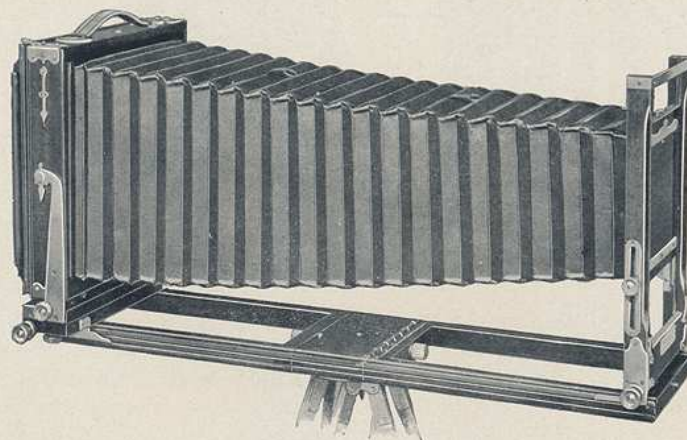
For  $3\frac{1}{2} \times 3\frac{1}{2}$  and  $4 \times 5$  Pictures

**T**H**ES**E two names are applied to different sizes of the same camera —the very dainty and neat model of the **SENECA**. The **SENECA JUNIOR** is small, neat and compact. Takes a picture  $3\frac{1}{2} \times 3\frac{1}{2}$ , will produce portraits, landscapes or interiors, and will carry three double plate holders with a capacity of six dry plates. Any quantity of extra plate holders may be supplied so that a large number of pictures may be made without reloading. The camera is supplied with a finder for snap-shot work. It has an achromatic lens of wonderful depth and definition, and an improved shutter. A tripod socket is provided, so that it can be used for hand or tripod work, as desired. The popularity of the **SENECA SENIOR** is sufficient evidence of its merits. It takes pictures  $4 \times 5$  in size, has our improved automatic shutter for time and snap-shot exposures, one button answering for both purposes. It is fitted with two large view finders, and two tripod sockets. The **SENECA SENIOR** is fitted with the high grade achromatic lens, meniscus combination, of universal focus, requiring no focusing attachment. The camera is strongly made and light.

### PRICES

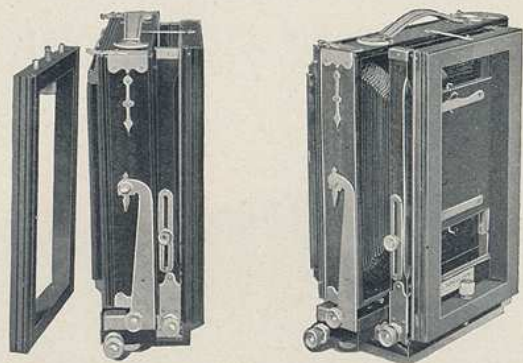
	Junior $3\frac{1}{2} \times 3\frac{1}{2}$	Senior $4 \times 5$
Camera Complete, with one Holder.....	\$3.50	\$4.00
Seneca Plate Holder.....	.80	.80

## New Improved Seneca View



Showing Camera Fully Extended

**S**P**A**C**E** will not permit our fully describing the **NEW IMPROVED SENECA VIEW** outfit. It must be seen to be appreciated. During the greater part of 1904 the demand for this unusually popular camera exceeded the supply. We have spared no pains or expense in making this the most complete view camera offered, and the improvements that we added early in the Spring were quickly detected by the photographic world. Made of the finest mahogany, well finished and very strong. The metal parts are made of heavy guage brass, handsomely polished and lacquered. The corners are reinforced, and the bed extra heavy, fitted with a piano hinge, thereby making the camera very rigid in all its parts. The horizontal and vertical swings are operated with a rack and pinion movement with a set screw, and both swings are from the center. A feature that will be appreciated is the high front frame or standard. When the camera is closed the standard and bed fit tightly against the camera box. This feature corrects a fault so commonly found in all other view cameras where the front frame or standard is so short that it interferes with the bellows when the camera is closed. The rising and falling front is operated by a rack and pinion. The camera is built on a three-section bed, which gives great focal capacity. The three sections fit close together, and are made firm and secure, so there is practically no lost motion. It possesses a reversible back of an improved design, allowing a view to be taken in either a horizontal or vertical position by simply reversing the back instead of the camera. We also provide in the reversible back a sliding division, thereby permitting the operator to expose one half of the plate at a time. This sliding



New Improved Seneca View Camera closed, showing extension bed, heavy brass re-enforcing at corners, and rack and pinion rising and falling front.

division will be found a great convenience and a saver of plates. It can be instantly removed when an exposure is wanted on an entire plate. A handle is attached to the camera which will be found convenient. A plumb bob of brass is attached to the side to insure perfect alignment and correct position of the camera when in use. The bellows is of a new pattern, made in the best possible manner. A carrying case is made of heavy canvas and lined with flannel. Reinforced on the corners with brass, nickel-plated. We regularly supply with the NEW IMPROVED SENECA VIEW CAMERA a long case, which holds the camera and six plate holders, and for a slight additional expense we will furnish instead of the case regularly supplied, one to take the camera and six holders, with a compartment for a tripod. For those desiring a view camera, complete with lens and shutter, for either interior or out of door work, including landscapes and architectural work, we offer an equipment that will please the most advanced photographer, as well as the beginner. We list below the view camera fitted with the complete Rapid Rectilinear Lens or the SENECA Convertible Three-Focus Lens, fitted with the Automatic Double Valve Shutter or our regular Duo Double Valve shutter. The outfit includes the camera, case, and one plate holder. For sizes above the 8 x 10 the English book holder is supplied (for description see page 37). We also furnish with sizes above the 8 x 10, the SENECA Camera Bed Brace (for description see page 31). The 17 x 20 size will, if so ordered, be so adapted as to take a 16 x 20 holder.

**FOCAL CAPACITY, DIMENSIONS AND WEIGHT OF THE NEW IMPROVED SENECA VIEW CAMERA**

Size	Length of Draw in Focal Capacity	Dimensions	Weight
5 x 7	23 inches	4 1/2 x 8 1/2 x 11 1/4 inches	5 pounds
5 x 8	23 "	4 x 11 x 12 "	5 1/4 "
6 1/2 x 8 1/2	25 1/2 "	4 x 10 x 12 1/2 "	6 "
8 x 10	29 1/2 "	4 x 12 x 14 1/2 "	7 "
11 x 14	39 "	5 x 16 1/2 x 19 "	11 "
14 x 17	30 "	10 1/2 x 22 x 24 "	22 "
17 x 20	31 1/2 "	10 1/2 x 24 x 26 "	24 1/2 "

**PRICES**

The price includes camera, one double plate holder, and long case with compartment for five extra holders, making six in all. See page 39 for description and price of dress suit style of case for View Cameras. New Improved Seneca View Camera complete as above:

5 x 7	5 x 8—Stereo	6 1/2 x 8 1/2	8 x 10	11 x 14	14 x 17	17 x 20
\$22.00	\$23.00	\$23.00	\$25.50	\$40.00	\$60.00	\$75.00

For a large case with an extra compartment for tripod, in place of case regularly supplied, in 5 x 7, 5 x 8 and 6 1/2 x 8 1/2 sizes, 75c. extra. In 8 x 10 size, \$1.00 extra. 11 x 14 size, \$1.50 extra.

Extra Seneca Plate Holders: 5 x 7, \$1.00; 5 x 8, \$1.35; 6 1/2 x 8 1/2, \$1.75; 8 x 10, \$2.00; 11 x 14, \$5.00; 14 x 17, \$6.50; 16 x 20, \$8.00; 17 x 20, \$8.00.

**NEW IMPROVED SENECA VIEW CAMERAS FITTED WITH LENSES AND SHUTTERS**

**PRICES**

	5 x 7	6 1/2 x 8 1/2	8 x 10
Improved Seneca View Camera, fitted with Rapid Rectilinear Lens and Duo Double Valve Shutter.....	\$34.00	\$40.00	\$48.50
Improved Seneca View Camera, fitted with Rapid Rectilinear Lens and "Autic" Automatic Shutter.....	37.00	43.00	51.50
Improved Seneca View Camera, fitted with Seneca Convertible Three-focus Lens and "Autic" Automatic Shutter.....	39.00	45.00	54.50
Improved Seneca 5 x 8 Stereo View Camera, fitted with Stereo Shutter and Rapid Symmetrical Lens.....	\$39.00		

**NEW IMPROVED SENECA VIEW CAMERAS FITTED WITH LENSES IN BARRELS**

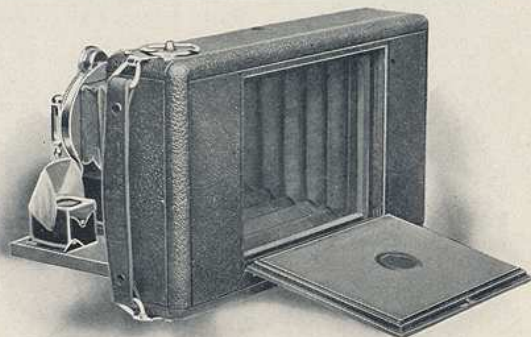
Our Rapid Rectilinear and Seneca Convertible Three-focus Lenses are supplied in barrels instead of shutters, if so preferred. The barrels are from a new design, and are very highly finished and lacquered. They are fitted with iris diaphragm, flange and cap. The diaphragm is operated by a milled ring, the various stops being engraved on it.

Price of 5 x 8 lenses and shutters or lenses in barrels same as size 6 1/2 x 8 1/2.

**PRICES**

New Improved Seneca View Camera, fitted with Rapid Rectilinear Lens in Barrel, with Cap:		
5 x 7.....	\$33.00	6 1/2 x 8 1/2.....\$39.00
5 x 8.....	39.00	8 x 10..... 45.50
New Improved Seneca View Camera, fitted with Seneca Convertible Three-focus Lens in Barrel, with Cap:		
5 x 7.....	\$35.00	6 1/2 x 8 1/2.....\$41.00
5 x 8.....	41.00	8 x 10..... 49.50
11 x 14.....	\$85.00	

## SENECA FILM CAMERAS



*Showing back for use of Ansco Vidil Film*

**WE ARE** introducing this year a line of SENECA FILM CAMERAS that are adapted for roll film exclusively. The SENECA Styles F and H are provided with a focusing back, permitting the use of the new Ansco Vidil Film. This film allows the operator to use a screen for focusing between each exposure. This screen is part of the film itself. The originality displayed in our previous cameras has made them without a doubt the most popular hand cameras of today, and our film cameras are built with the same care.

### BABY FILM SENECA—STYLE A

The Baby SENECA is a wonderful reliable and accurate instrument. It makes a picture full  $2\frac{1}{4} \times 2\frac{1}{4}$  inches in size. Holds six exposures of Day-light loading film. It is fitted with a surprisingly fine quality of Achromatic lens, adapted to both time and instantaneous exposures. This dainty camera is well constructed, being made of the best kiln-dried wood, no press-board being used, and it is covered with a handsome imitation leather, and nickel fittings. An instruction book is included with the outfit.



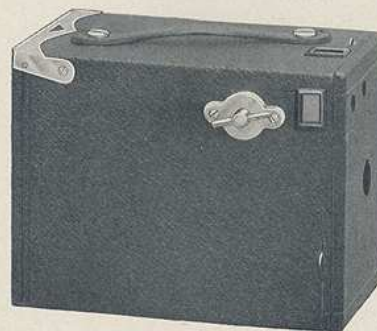
#### PRICES

Style A Baby Seneca, for $2\frac{1}{4} \times 2\frac{1}{4}$ pictures.....	\$1.00
Cartridge Film, 6 exposures, $2\frac{1}{4} \times 2\frac{1}{4}$ .....	.15
Baby Seneca Finder, detachable.....	.25
Baby Seneca Carrying Case, holds camera and finder.....	.50

## SENECA FILM CAMERAS

### BABY FILM SENECA—STYLE B

This camera is an enlargement of the No. 1 Baby SENECA, making pictures  $2\frac{1}{4} \times 3\frac{1}{4}$  inches. This camera is made in the best possible manner out of kiln dried wood, no paste-board being used, and covered with a fine imitation leather, and has handsome nickel fittings. Exceptionally fine work can be accomplished with this instrument. The Style B Baby SENECA is provided with two view finders for both horizontal and vertical pictures.



#### PRICES

Style B Baby Seneca for $2\frac{1}{4} \times 3\frac{1}{4}$ pictures.....	\$2.00
Cartridge Film, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$ .....	.20
Carrying Case for Camera.....	.75

### FILM SENECA—STYLE C

For  $3\frac{1}{2} \times 3\frac{1}{2}$  Pictures

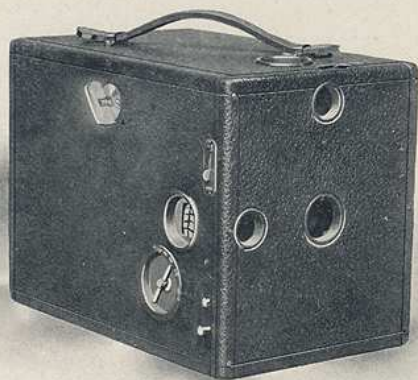
This camera though moderate in cost is thoroughly a practical instrument. Its outside measurements are  $4\frac{3}{8} \times 4\frac{3}{4} \times 5\frac{1}{2}$  inches, and being of the Box Style with fixed focus it is always ready for making an exposure. It is fitted with a Single Achromatic Lens having three apertures and an improved shutter, with an arrangement for three different speeds. Time and instantaneous exposures may be made. The camera is also provided with a tripod socket. A brilliant view finder of the latest pattern is provided, and the camera is handsomely finished with a leather cover and nickel trimmings. The Style C Film SENECA is adapted to the use of the day-light film cartridge system.

#### PRICES

Film Seneca—Style C.....	\$5.00
Cartridge Film, 6 exposures.....	.30
Cartridge Film, 12 exposures.....	.60
Carrying Case for Camera.....	1.25

## SENECA FILM CAMERAS

FILM SENECA—STYLE D



**T**HE FILM SENECA, STYLE D, is of the box type of camera, exceedingly compact, covered with the best seal grain leather, all metal parts being nickel-plated. The camera is fitted with a high grade single achromatic lens, with an improved form of finger release. An automatic shutter for both time and instantaneous exposures. A diaphragm is provided with three apertures. Style D possesses two brilliant view finders and two tripod sockets, enabling the operator to make pictures either way of the film. Also a patented Film Chamber found in no other make of camera. In the use of this Film Chamber it is impossible to experience light-struck film, and owing to its mechanical construction the film is always kept in a perfect tension. The SENECA Film Camera, Style D, is fitted with a very simple and accurate focusing device, enabling the operator to obtain a large image on the film without distortion. Made in two sizes,  $3\frac{1}{2} \times 4\frac{1}{4}$  and  $4 \times 5$ .

### PRICES

	$3\frac{1}{2} \times 4\frac{1}{4}$	$4 \times 5$
Film Seneca, Style D.....	\$6.50	\$7.50
Film Cartridge, 12 Exposures.....	.70	.90
Film Cartridge, 6 Exposures.....	.35	.45
Carrying Case, Sole Leather.....	2.25	2.50

## SENECA FILM CAMERAS

FILM SENECA—STYLE E



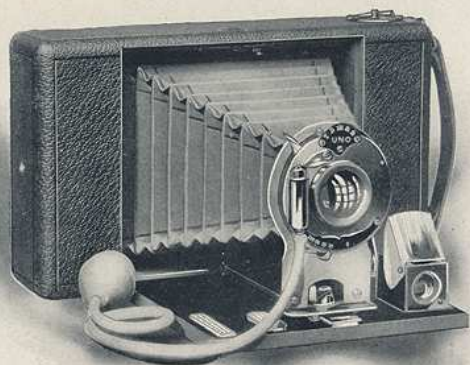
**T**HE FILM SENECA, STYLE E, is an improved form of the ordinary box style of film camera. It is extremely light and compact, and at the same time serviceable in every respect. It is fitted with a patented Film Chamber, taking both six or twelve exposure rolls. The lens is the Rapid Rectilinear and the shutter the SENECA Uno, for use with both bulb and finger release. The camera has two tripod sockets, and a brilliant finder for both horizontal and vertical exposures. The focusing scale is carefully adjusted and so constructed that a disarrangement is impossible. All working parts of the camera are enclosed, thus protecting them from injury and keeping all parts dustless. With the bulb and tube attachment the camera is prevented from jarring, which often occurs, particularly in making a time exposure, when otherwise results would be satisfactory. Made in one size only,  $4 \times 5$ .

### PRICES

Film Seneca, Style E, $4 \times 5$ size only .....	\$15.00
Film Cartridge, 12 exposures .....	.90
Film Cartridge, 6 exposures .....	.45
Sole Leather Case.....	2.50

## SENECA FILM CAMERAS

FILM SENECA—STYLE F



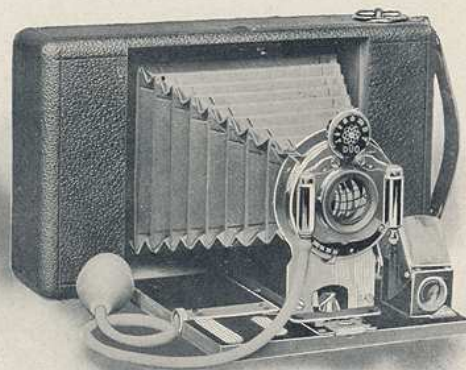
**A** *THOROUGHLY* desirable and reliable instrument. This camera is simple and most compact, and is capable of a wide range of work. It folds into such a small space as to be carried with little or no inconvenience in a coat pocket. It is made throughout of the finest mahogany, and the metal parts are, with the exception of the shutter, nicked. The camera is covered with the finest black Morocco leather. The lens used on this camera is of a double Rapid Rectilinear type, each lens being carefully selected and tested by an expert. They are fitted with the Uno Automatic Shutter which is always set, and the operator has the option of time, bulb and several degrees of instantaneous exposures. It is adapted to the day-light cartridge film system with a focusing back for the Ansco-Vidil film, and may be loaded and unloaded in broad day-light. Made in two sizes,  $3\frac{1}{4} \times 4\frac{1}{4}$  and  $4 \times 5$ .

### PRICES

	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$
Film Seneca, Style F, Rapid Rectilinear Lens and Uno Automatic Shutter.....	\$13.00	\$17.00
Film Cartridge, 12 exposures.....	.70	.90
Film Cartridge, 6 exposures.....	.35	.45
Sole Leather Case.....	1.75	2.25

## SENECA FILM CAMERAS

FILM SENECA—STYLE H



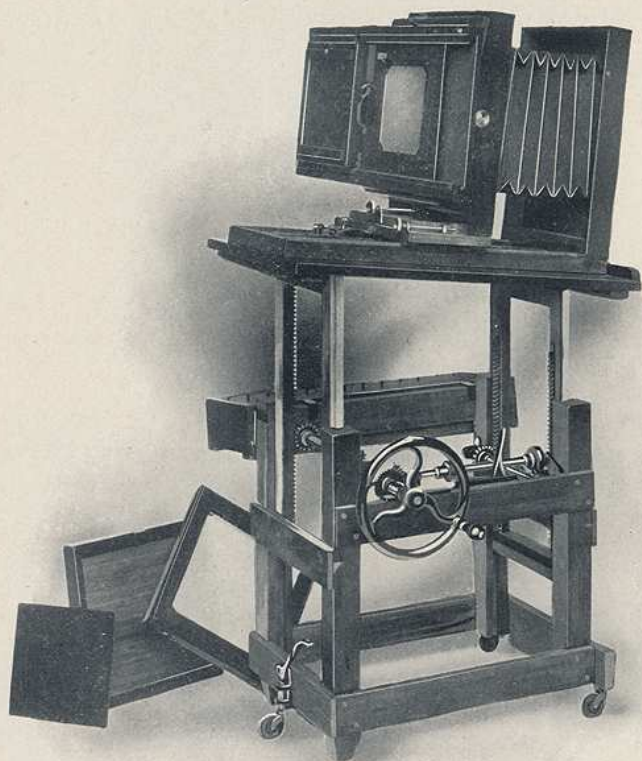
**A** *FOLDING* Pocket Camera built perfect in every respect. Made throughout of the finest selected mahogany with metal parts, with the exception of the shutter, nicked. The camera is covered with the finest black Morocco leather. The bellows are made of maroon leather, lined with the best opaque linen procurable, making this very important part of the camera much more durable than if lined with paper, as are many instruments of this type. The lens used in this camera is of the Double Rapid Rectilinear type, each lens being carefully selected and tested by an expert before being fitted to the camera. The shutter is the SENECA Autic, which is always set. This camera is fitted with a rack and pinion for fine focusing, and is also provided with a focusing back permitting the use of the Ansco Vidil, as well as the ordinary form of cartridge film. This camera is also fitted with a brilliant reversible finder and tripod sockets for both horizontal and vertical pictures. Made in two sizes,  $3\frac{1}{4} \times 4\frac{1}{4}$  and  $4 \times 5$ .

### PRICES

	$3\frac{1}{4} \times 4\frac{1}{4}$	$4 \times 5$
Film Seneca, Style H, Rapid Rectilinear Lens and Autic Automatic Shutter.....	\$18.50	\$22.50
Film Cartridge, 12 exposures.....	.70	.90
Film Cartridge, 6 exposures.....	.35	.45
Sole Leather Case.....	1.75	2.25



## SENECA STUDIO OUTFIT



*Seneca Studio Outfit showing Stand, Holder, Rack and Automatic Cabinet Attachment.*

## SENECA STUDIO OUTFIT

**O**WING to the demand that we have had the past year for a first-class Studio Outfit, we feel certain that the outfit that we are now listing will prove to be a popular article. It is without a doubt the cheapest, quality considered, and most complete Studio Outfit offered today. The SENECA Studio Outfit is the ideal photographic apparatus that invention has striven for years to attain. It is simplicity itself in operation. It does all and does it best. Ever since photography was discovered, 66 years ago, mechanics and photographic experts have searched for years for a Studio Outfit. With the SENECA Outfit satisfactory as well as profitable results are obtained. Its simplicity of action and accuracy and ease of manipulation are such as to cause general wonder. In all the wide range of photography there is nothing which the SENECA Studio Outfit will not satisfactorily meet. As it will be seen by the detailed equipment the SENECA Studio Outfit is complete in every particular. It is pronounced the crowning achievement of camera construction by experts.

### SENECA STUDIO OUTFIT

This Outfit is without exception the most complete and the cheapest for the studio. It includes:

- |   |         |
|---|---------|
| I—11 C 8 x 10 Mahogany Portrait Camera, of newest design, fitted with double swing back and patent lever focusing attachment; fitted also with curtain slide Benster Holder, the most perfect plate holder in existence.....        | \$25.00 |
| 13 C 11 x 14 Camera, same as above.....   | 55.00   |
| II—SENECA Automatic Cabinet Attachment, with one curtain slide holder, by means of which, in one movement, the ground glass is pushed aside and holder placed in position with slide automatically drawn ready for the exposure.... | 10.00   |
| Extra Holders, with curtain slide, 4½ x 6½, 5 x 7, or 5 x 8....   | 1.50    |
| III—No. 1 SENECA Camera Stand, the most modern studio stand, having only one hand wheel for raising, lowering and tilting the top.....  | 18.50   |
| IV—Holder Rack, carried on the side of the stand, and having thirteen grooves for twelve plate holders.....   | 1.25    |
| 8 x 10 Outfit.....  | 50.00   |
| 8 x 10 " with Automatic Cabinet Attachment.....   | 52.50   |
| 11 x 14 " .....   | 75.00   |
| 11 x 14 " with Automatic Cabinet Attachment.....  | 77.50   |

NOTE.—The 13 C Camera which forms a part of the 11 x 14 Outfit has telescopic bed.

NOTICE.—The SENECA Outfits must be ordered complete in order to obtain outfit price, otherwise each part will be charged for separately at its respective price.

## PRICE LIST OF SENECA CAMERAS FITTED WITH SPECIAL LENSES

The following outfits we list, fitted with several of the high grade anastigmat lenses. The equipment is offered complete at a very low rate, and we make no extra charge for fitting. The prices as given below are figured with the Autic Shutter. When Volute Shutter is fitted instead of the Autic, the extra charge is as follows: 4 x 5, \$10.00; 5 x 7, \$12.00; 6½ x 8½, \$15.00.

Camera Number	Size	Seneca Anastigmat <i>f:</i> 6.8. No. 2, 3, 4	Turner-Reich Series II. <i>f:</i> 6.8. No. 1, 2, 4	Turner-Reich Series III. <i>f:</i> 6.8. No. 1, 2, 4	Verastigmat <i>f:</i> 6.8. No. 1, 2, 4	Plastigmat <i>f:</i> 6.8. No. 2, 3, 5
7	4 x 5	\$50.00	\$58.00	\$53.00	\$58.00	\$58.00
7	5 x 7	60.00	72.00	64.00	72.00	72.00
8	4 x 5	53.00	61.00	56.00	61.00	61.00
8	5 x 7	63.50	75.50	67.50	75.50	75.50
8	6½ x 8½	96.00	109.00	99.00	109.00	109.00
9	4 x 5	61.50	68.50	63.50	68.50	68.50
9	5 x 7	72.00	84.00	76.00	84.00	84.00
9	6½ x 8½	110.50	121.50	113.50	121.50	121.50

Camera Number	Size	Zeiss VIIa. <i>f:</i> 7. No. 3, 8, 12	Royal <i>f:</i> 6.8. No. 2, 3, 4	Collinear <i>f:</i> 5.6. No. 3, 4, 6	Goerz Series III. <i>f:</i> 6.8. No. 1, 2, 4	Tessar Series IIb. <i>f:</i> 6.3. Nos. 5, 5a, 8
7	4 x 5	\$77.50	\$60.00	\$63.00	\$63.00	\$58.00
7	5 x 7	99.00	74.00	84.00	86.50	73.00
8	4 x 5	80.50	63.00	66.00	66.00	61.00
8	5 x 7	102.50	77.50	87.50	90.50	76.00
8	6½ x 8½	148.00	112.00	139.00	109.00	152.00
9	4 x 5	88.00	70.50	73.50	73.50	68.50
9	5 x 7	111.00	86.00	96.00	98.50	85.00
9	6½ x 8½	162.50	126.50	153.50	123.50	164.50

Estimates furnished on other equipments not listed above upon application.



## Seneca Camera Bed Brace

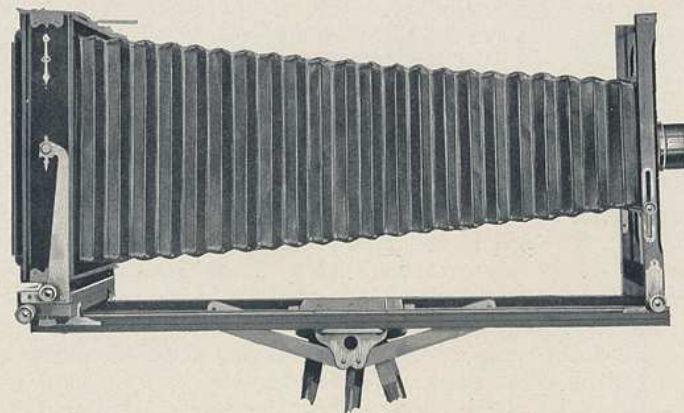
PATENTED

*For View Outfits*



This is a new device offered to users of View Cameras. The brace is composed of two arms, one for each side of the camera bed, and when not in use it can be instantly and easily removed and folded. It is compact and neat in appearance, having no complicated mechanism, and it adds no unnecessary weight to the outfit. Considering that a large percentage of plates are ruined and much valuable time lost owing to the unsteadiness of the View Camera, the experienced photographer will at once appreciate the value of the SENECA CAMERA BED BRACE. For wide angle work it is invaluable. The entire camera may be racked forward to the extreme end of the bed, and by using the Camera Bed Brace rigidity is insured. It is easy to operate. We furnish strong screws, which are attached to the bed of the camera; also two metal plates, which are fastened permanently to the base of the camera bed. After having once attached the metal plates to the base of the camera bed and the screws to the forward and rear extensions, both arms may be instantly hooked on or detached at will. They are constructed of the best hardened steel, handsomely nickel-plated. A full set of instructions sent with each outfit.

Price Complete . . . . . \$2.50



*View Camera fitted with Seneca Camera Bed Brace.*

# LENSES

## LENSES FITTED TO SENECA CAMERAS

**F**INE results in picture taking cannot be obtained without a good lens, no matter how perfect the rest of the outfit may be. Special attention must be given to this branch of the work or the camera will be useless. Our lenses are manufactured especially for us by one of the largest manufacturers of photographic lenses in the world. We have contracted with them to furnish for us only such material as they will positively guarantee.

### SENECA SINGLE ACHROMATIC LENS

We furnish with the moderate price grade of SENECA Cameras the Single Achromatic Lens. For its kind this is a very fine grade and thoroughly guaranteed. It gives a reasonable depth and definition and has proven to be very popular. It has sufficient speed for all ordinary work, covers the plate well and has an effective angle which equals or exceeds any other Single Achromatic Lens.

### SENECA RAPID RECTILINEAR LENS

This lens was designed and perfected by us and forms part of the regular equipment of many of our cameras. It is especially suited for portraits, groups, landscapes and instantaneous work. The Rapid Rectilinear Lens is a double symmetrical type. The back combination used alone increases the image on the ground glass to twice the size obtained when the combinations are used together. The Rapid Rectilinear is fully corrected and covers the plate admirably.

### SENECA TRIPLE CONVERTIBLE THREE-FOCUS LENS—*f*: 8

This is a convertible lens of exceptional quality, and for all general photographic purposes, including copying, enlarging and portrait work it will be found equal to any lens on the market, except some of the higher grade Anastigmat lenses. Many camera users desire a lens which is higher speed and will give better results than the ordinary one supplied with cameras and still do not care to pay the Anastigmat price. To this class we recommend the SENECA Triple Three-Focus with confidence that they will feel amply repaid for the slight additional cost. This lens is fitted to the higher grade SENECA Cameras.

## SENECA SHUTTERS FITTED WITH SENECA LENSES

### PRICES

SIZE	Seneca Uno Shutter and Rapid Rectilinear Lens.	Seneca Duo Shutter and Rapid Rectilinear Lens.	Seneca Duo Shutter and Symmetrical or Convertible Lens.	Seneca Autic Shutter and Symmetrical or Convertible Lens.
4 x 5 .....	\$ 7.00	\$12.00	\$15.00	\$19.00
5 x 7 .....	9.00	14.00	18.00	22.00
6½ x 8½ .....		19.00	23.00	27.00
8 x 10 .....		25.00	30.00	34.00
10 x 12 .....			43.00	46.00
11 x 14 .....			55.00	58.00
14 x 17 .....			75.00	78.00
17 x 20 .....			85.00	88.00

### PORTRAIT LENS—Series A, Speed *f*: 5

#### PRICES

	3¼ x 4¼	4 x 5	5 x 7	6½ x 8½	8 x 10
Fitted in Barrel .....	\$10.50	\$15.50	\$18.00	\$25.00	\$40.00
Seneca Duo Shutter and Portrait Series A Lens .....	13.00	18.00	21.00	29.00	45.00
Seneca Autic Shutter and Portrait Series A Lens .....	15.00	20.00	24.00	33.00	50.00

### WIDE ANGLE LENSES

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

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

#### PRICES

	4 x 5	5 x 7	6½ x 8½	8 x 10
Extreme Wide Angle Lens in barrel ..		\$24.00	\$30.00	\$35.00
Symmetrical Wide Angle Lens in barrel .....	\$9.00	12.00	15.00	18.00
Symmetrical Wide Angle Lens in mounts .....	7.00	9.00	12.00	14.00

## GOERZ DOUBLE ANASTIGMAT LENS *f*:6.8 Series III

Goerz lenses are universal in character. At full aperture they admit of instantaneous photographs embracing an angle of seventy degrees, even on dull days. As the image is perfectly sharp, even with small apertures, the definition, brilliancy, and depth of every point of the field are absolutely uniform, hence perfectly sharp wide-angle, instantaneous photographs may be taken. The back lens, the focus of which is about double that of the entire objective, may, by itself, be used as a landscape lens.

No.	Equiv. Focus	Free Aperture	SIZE OF PLATE SHARPLY COVERED AT			Price with Iris Diaphragm
			<i>f</i> : 6.8	<i>f</i> : 15.5	<i>f</i> : 6.2	
0	4 $\frac{3}{4}$	$\frac{5}{8}$	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	4 x 5	4 $\frac{3}{4}$ x 6 $\frac{1}{2}$	\$ 37.50
1	6 $\frac{1}{4}$	$\frac{7}{8}$	4 x 5	4 $\frac{3}{4}$ x 6 $\frac{1}{2}$	5 x 8	45.00
2	7	1	4 $\frac{3}{4}$ x 6 $\frac{1}{2}$	5 x 8	7 x 9	51.50
3	8 $\frac{1}{4}$	1 $\frac{1}{8}$	5 x 8	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	8 x 10	62.50
4	9 $\frac{1}{2}$	1 $\frac{5}{16}$	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	7 x 9	10 x 12	75.50
6	12	1 $\frac{5}{8}$	8 x 10	10 x 12	16 x 18	107.00

## SENECA ANASTIGMAT LENS *f*:6.8

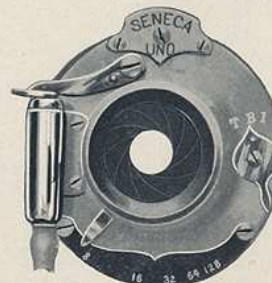
Realizing that there is a strong demand for a lens of good quality that can be furnished at a reasonable price, we have made arrangements with a manufacturer of high-grade lenses that will enable us to meet that demand. On account of the large quantity that we handle we are able to supply these lenses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

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

No.	Equivalent Focus	Plate Covered at <i>f</i> : 6.8	Free Aperture	Price
1	5.5	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	.75	\$ 30.00
2	6.0	4 x 5	.87	35.00
3	7.0	5 x 7	1.2	42.00
4	10.5	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	1.65	67.00
5	13.0	8 x 10	1.95	80.00
6	16.0	10 x 12	2.4	112.00
7	18.7	11 x 14	2.8	150.00

# SHUTTERS

## Shutters Fitted to Seneca Cameras

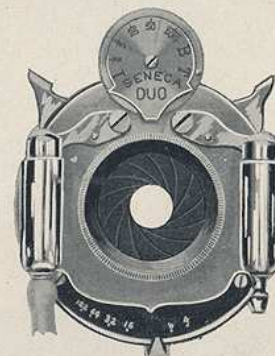


### SENECA UNO

This shutter has a well sustained reputation for superior qualities. It works on absolutely automatic principles, merely a pressure on the release lever or bulb attachment being required for an exposure. It is fitted with an iris diaphragm and lever, which indicates time and instantaneous exposures. The Uno Shutter is constructed on principles meeting the requirements of shutters of considerable higher prices. Price, \$2.00.

### SENECA DUO

The Duo Shutter is a model of simplicity and ingenuity. In operation it is practically noiseless, and perfectly free from vibration. Both pneumatic and finger release are fitted with a bulb and tube attachment. The manipulation of the shutter is very simple. The Seneca Duo Shutter is made in 11 x 14 and 17 x 20 sizes. Heretofore the largest double valve shutter manufactured was the 8 x 10 size. The large size shutter will be welcomed by every user of a camera that takes a picture larger than 8 x 10.



### PRICES

3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	4 x 5	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	8 x 10	11 x 14	17 x 20
\$5.00	\$6.00	\$8.00	\$10.00	\$14.00	\$20.00

### SENECA AUTIC AUTOMATIC



This shutter is similar to the "Duo" except that it has the advantage that after each exposure it automatically sets itself for the next one. It is therefore self-acting and ever ready for use. Instantaneous exposures from one one-hundredth part of a second to one second, or intervening fractions thereof, may be made with the instantaneous exposure. One of the

most important features of the automatic shutter is the fact that it is self-enclosing, all the working parts are therefore protected from dust. The SENECA Autic Automatic is also made in the 11 x 14 and 17 x 20 sizes.

PRICES

3¼ x 3¼	4 x 5	6½ x 8½	8 x 10	11 x 14	17 x 20
\$8.00	\$10.00	\$12.00	\$14.00	\$18.00	\$25.00

VOLUTE SHUTTER

Theoretically and practically the proper place for a shutter is the diaphragm point of the lens. The Volute represents the highest type of this form of shutter. It is the most rapid, compact, convenient, dust-proof, durable and elegant iris diaphragm shutter offered. It gives bulb and time exposures and works automatically at varying speeds, very closely approximating from three seconds to 1/150 part of a second. Fast enough for athletics, race horses, express trains and the like in motion with very good size images. There is no other iris diaphragm shutter giving greater speed.

PRICES

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

IMPROVED PACKARD SHUTTER



This shutter has four wings, with the special advantage of a very large opening in a very small shutter. The No. 5 is adapted for time work only. The No. 6 is the same as the No. 5 with the exception that an instantaneous arrangement is included for making snap shots. There is no jar or vibration, and, as listed, bulb and tube are included.

Camera	Diameter of Opening In.	Dimensions	Prices	
			No. 5	No. 6
For 5 x 7	1½	3½ inches square	\$4.00	\$5.50
For 6½ x 8½	1¾	3¾ " "	4.00	5.50
For 8 x 10	2	4 " "	4.50	6.00
For 11 x 14	2	4¾ " "	5.00	6.00
For 11 x 14	2	5 " "	5.00	6.50
For 14 x 17	4	8 " "	6.00	8.00
For 17 x 20	5	8½ " "	6.50	9.00

ACCESSORIES

SENECA PLATE HOLDERS

It is our aim to turn out plate holders that are absolutely perfect, and for this reason we have been very careful to furnish with our line of cameras a plate holder that will give entire satisfaction. SENECA Plate Holders are made from the best seasoned cherry, and the grooves are accurate and smooth inside, insuring freedom of action. To load them, rest the end of the plate against the spring bar at the end, then by simply pressing the bar with the finger the plate falls into place. To unload, press the bar and let the plate rest against the fingers, when it may be taken from the holder.



We are furnishing all of our plate holders, unless otherwise specified, with black press-board slides, especially prepared by us to prevent warping, swelling, etc., caused by change of temperature. In this way we avoid many of the faults blamable to hard rubber. We recommend press-board slides in every instance. However, we give the choice of hard rubber up to and including the 5 x 7, but do not guarantee them against breakage or fogging.

PRICES

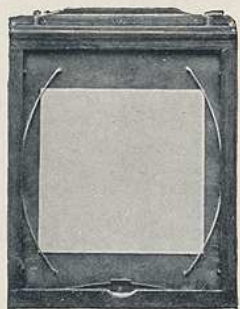
3½ x 3½	.80	5 x 8	1.35
3½ x 4½	.80	6½ x 8½	\$1.75
4 x 5	.80	8 x 10	2.00
5 x 7	1.00		

ENGLISH BOOK HOLDER

This is the regular English form of holder, and has many advantages. The two sides are hinged and open like a book when placing or displacing the plates. The septum, for division between the two sides of holder, is also hinged, and works most satisfactorily in the dark room.

SIZE	PRICES	
	Press-board Slides	Rubber Slides
11 x 14	\$5.00	\$6.00
14 x 17	6.50	7.50
16 x 20	8.00	9.00
17 x 20	8.00	9.00

## SENECA ADJUSTABLE PLATE HOLDER



IT DOES AWAY WITH THE USE OF KITS

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

### DIFFERENT SIZED PLATES THAT MAY BE USED Price

In 4 x 5 Holder, 4 x 5, 3 1/4 x 4 1/4, 3 1/2 x 3 1/2 .....	\$1.00
In 5 x 7 Holder, 5 x 7, 4 1/2 x 6 1/2, 4 x 5, 4 x 4 .....	1.25
In 6 1/2 x 8 1/2 Holder, 6 1/2 x 8 1/2, 5 x 8, 5 x 7, 4 1/2 x 6 1/2 .....	1.75
In 8 x 10 Holder, 8 x 10, 6 1/2 x 8 1/2, 5 x 8, 5 x 7 .....	2.00

### HOLDER SLIDES

SIZE	PRICES	
	Press-board	Hard Rubber
3 1/4 x 4 1/4	\$ .10	\$ .20
4 x 5	.15	.25
5 x 7	.20	.25
6 1/2 x 8 1/2	.25	.50
8 x 10	.35	.65
11 x 14	.50	1.00
14 x 17	.75	1.60
16 x 20	1.00	2.00
17 x 20	1.00	2.00

### 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.

Camera	3 1/2 x 3 1/2	3 3/4 x 4 1/4	4 x 5	5 x 7	6 1/2 x 8 1/2
Seneca Box Plate Camera—sole leather	\$2.25	.....	\$2.50	.....	.....
Seneca Pocket Camera—sole leather	.....	\$1.75	2.25	.....	.....
Seneca No. 1 to No. 5, inclusive— imitation leather	.....	.....	1.50	\$2.00	.....
Seneca No. 6 to No. 9, inclusive— sole leather	.....	.....	4.00	5.00	\$6.50
Seneca Special—imitation	.....	.....	.....	2.00	.....
Seneca Stereo—sole leather	.....	.....	.....	4.00	.....

### CANVAS CASES FOR NEW IMPROVED SENECA VIEW

	5 x 7	5 x 8	6 1/2 x 8 1/2	8 x 10	11 x 14	14 x 17	17 x 20
Camera and Holders	\$2.00	\$2.25	\$2.25	\$2.50	\$3.25	\$5.00	\$6.00
Camera, Holders and Tripod	2.75	3.00	3.00	3.50	4.25	.....	.....

## DRESS SUIT CASE FOR NEW IMPROVED SENECA VIEW CAMERA

Many users of a view camera desire a case that opens at the side like a dress suit case. We are therefore manufacturing a most serviceable case made in this style. Made of leather, with strong handle, and metal parts of brass. The regular dress suit case will hold camera and four holders, while the long style will accommodate the camera, extra holders and tripod.

### PRICES

Size of Camera	Long	Short	When supplied with Camera in place of Case regularly supplied	
			Long	Short
5 x 7	\$6.00	\$5.00	\$5.50	\$4.50
5 x 8	7.00	6.00	6.25	5.25
6 1/2 x 8 1/2	7.00	6.00	6.25	5.25
8 x 10	8.00	7.00	7.00	6.00

### SHOULDER STRAPS

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

### PRICES

36 to 48 inches . . . . .25c.    54 to 60 inches . . . . .30c.    66 inches . . . . .40c.

### PRINTING FRAMES

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

### PRICES

#### PROFESSIONAL OR HEAVY FRAMES

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

#### AMATEUR OR LIGHT FRAMES

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

Prices on sizes not listed furnished on application.

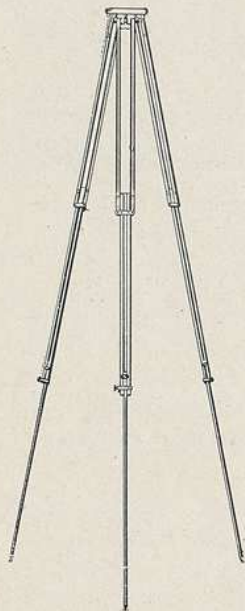


Amateur

# TRIPODS

## THE COMPACT TRIPOD (Wood Top)

COMBINED SLIDING AND FOLDING



The Compact Tripod is one of the most convenient forms yet devised. It is quickly set up for use and can be adjusted to any desired height, and is perfectly rigid. It is made of ash and the trimmings are made of brass. When extended it is 4 feet 9 inches long, while it is but 22 inches in length when folded or closed. The new top is so made that the legs, when adjusted, are practically locked, avoiding any responsibility of their becoming detached by accident after the tripod is placed and ready for use.

Style	Size of Camera	Weight	Price
No. 2	5 x 7 and smaller	1 lb.	\$2.50
" 2 $\frac{1}{2}$	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ " "	2lb. 3oz.	3.00
" 3 $\frac{1}{2}$	11 x 14 " "	5 lbs.	4.00

## SPECIAL COMBINATION TRIPOD (Metal Top)

This tripod resembles the Compact, except that we furnish a metal top instead of a wooden one. It is very rigid and it has become very popular with cameras not larger than 5 by 7, and is made of maple or ash. Length, when extended, is 55 inches, and when closed 22 inches.

Weight.....27 ozs. Price.....\$2.00

## SENECA SLIDING TRIPOD (Wood Top)

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

Style	Size of Camera	Price
No. 1	5 x 7 and smaller	\$2.00
No. 2	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ " "	2.50
No. 3	8 x 10 " "	3.00
No. 4	11 x 14 " "	4.00
No. 5	17 x 20 " "	5.00

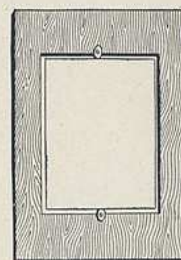
## SPECIAL SLIDING TRIPOD (Metal Top)

This is a light sliding tripod and is made in but one size only; suitable for cameras up to 5 x 7 in size. The special tripod is made in two sections, the lower half sliding into the other, and can be clamped by a milled head-screw to any desired height within its limit. When closed it is 29 inches and when extended 55 inches.

Weight.....15 ozs. Price.....80c.

## KITS

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



## PRICES

Outside	Inside for Plate	Price
4 x 5	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$ , 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ , 3 $\frac{1}{4}$ x 4	\$.20
5 x 7	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$ , 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ , 4 x 5	.25
5 x 8	4 x 5, 4 $\frac{1}{4}$ x 6 $\frac{1}{4}$ , 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	.25
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	4 x 5, 5 x 7	.30
8 x 10	4 $\frac{1}{4}$ x 6 $\frac{1}{4}$ , 5 x 7, 5 x 8, 6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	.40
11 x 14	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ , 8 x 10,	.50

## NEGATIVE RACKS

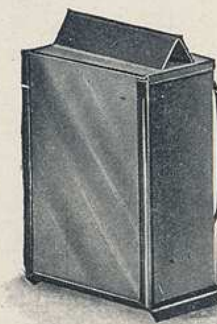
Our racks are made of the best seasoned cherry, will hold any size negative, and will fold up flat when not in use.

## PRICES

No. 1—Holding 12 negatives.....	20c.
No. 2—Holding 24 negatives.....	25c.

## SENECA CANDLE LAMP

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



The lamp is nicely enameled and enclosed in a cardboard carton.

Price.....30c.

## SENECA LAMP



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

### PRICES

No. 1..... \$ .80    No. 2.....\$1.00

## SENECA PHOTO OPTICAL OUTFIT

This outfit consists of four lenses, one Ray Filter and one Duplicator, furnished complete in a plush lined leather covered case. They are made to slip over the lens hood and are fitted with detachable springs. Each of the lenses consist of two elementary lenses (negative and positive) cemented together to form one perfectly corrected lens. The combinations will be supplied separately when desired.



### PRICES

Outfit complete for 4 x 5, diameter of lens $1\frac{5}{8}$ inches.....	\$6.00
Outfit complete for 5 x 7, diameter of lens $1\frac{3}{8}$ inches.....	6.00
Enlarging and Copying Lens .....	1.25
Wide Angle Lens.....	1.25
Portrait Lens.....	1.50
Tele Photo Lens.....	1.25
Ray Filter.....	1.00
Duplicator .....	.40

## THE SENECA SCALE

NO COMPLEX PARTS

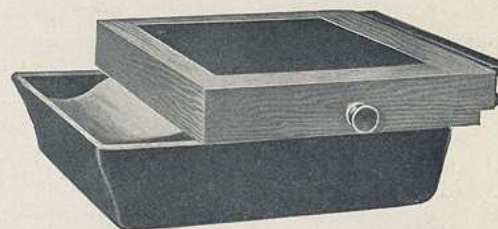


This scale has been especially constructed by us to cover the whole range of photographic work. It is supplied with a set of drachm, scruple and grain weights and a complete set of avoirdupois weights

from one-sixteenth up to two ounces. The scale is made with a polished wooden base and is well finished and reliable.

Price.....\$3.00

## THE STAGE DEVELOPING MACHINE

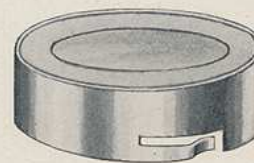


*Daylight Development of Dry Plates by Means of the Stage Developing Machine*

This problem has at last been worked out in a manner wonderfully simple, and effective to the last degree. Dry plates that have been exposed may be developed and fixed in daylight with the utmost convenience, releasing the operator from the stuffy dark-room. It is possible to observe the development of the negative from time to time while it is in the developing chamber, and thus to give it just the proper treatment and exactly the right time necessary to bring out all that the exposure is capable of yielding. The operation is simple: the plate holder is placed over the developing machine, and a contrivance removes the plate from the plate holder. Full directions with each machine. It will be found simple to operate.

Price complete.....\$3.50

## THE SENECA PORTRAIT LENS



This is a supplementary lens that slips over the regular lens, which enables the operator to produce portraits with the same softness and roundness equal to that of the professional photographer. The lens is mounted in a neat brass cell, polished, plated, and has adjustable springs. It ordering give size and name of camera and diameter desired.

### PRICE

For Box or Folding Style of Camera up to  $6\frac{1}{2}$  x  $8\frac{1}{2}$  size.....\$1.50



## ARGO PHOTOGRAPHIC PAPERS

A DEVELOPING PAPER

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

### PRICES

Size	Doz.	½ Gross	Gross	Size	Doz.	½ Gross	Gross
3½ x 3½	.12	.65	\$1.20	5 x 7	.30	\$1.60	\$3.00
3¼ x 4¼	.12	.65	1.20	6½ x 8½	.50	2.70	5.00
4 x 5	.15	.80	1.50	8 x 10	.60	3.35	6.50
3⅞ x 5½	.15	.80	1.50				

## DISCO GLOSS PHOTOGRAPHIC PAPERS

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

Size	Doz.	2 Doz.	Gross	Size	Doz.	½ Gross	Gross
3½ x 3½	.18		\$1.05	5 x 7	.27	\$1.45	\$2.40
3¼ x 4¼	.18		1.05	6½ x 8½	.40	2.15	3.80
4 x 5	.22		1.10	8 x 10	.54	3.15	5.85
3⅞ x 5½	.18		1.25				

## DEFENDER DRY PLATES

The Defender Dry Plate, although but recently introduced, has met with instant recognition and has achieved a marked success.

The Defender Dry Plate is one of general utility, that may be used by the amateur and professional alike successfully under all conditions. They are made in all of the popular sizes.

SIZE	Dozen in Case	Price Per Dozen	SIZE	Dozen in Case	Price Per Dozen
2½ x 2½	30	\$ .30	5 x 8	20	\$1.25
3½ x 3½	30	.40	6½ x 8½	12	1.65
3¼ x 4¼	30	.45	8 x 10	10	2.40
4 x 5	30	.65	10 x 12	4	4.20
4¼ x 6½	30	.90	11 x 14	4	6.00
5 x 7	20	1.10	14 x 17	3	9.00

## SENSITIZED POST CARDS

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

## ARGO DEVELOPING POWDER

Specially prepared for developing glossy papers.

### PRICE

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

## DEFENDOL DEVELOPING POWDER

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

### PRICE

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

## BELLOWS

Extra bellows will be furnished for cameras when desired as follows:

Size	Camera	Price
4 x 5	—SENECA No. 1 to No. 8; both sizes of pocket and film	\$ 2.00
4 x 5	—SENECA No. 8 and No. 9	3.00
5 x 7	— “ No. 1 to No. 8	2.50
5 x 7	— “ No. 8, No. 9 and Special	4.00
6½ x 8½	— “ No. 8 and No. 9	5.00
5 x 7	—New Improved Seneca View	4.00
6½ x 8½	— “ “ “ “	5.00
8 x 10	— “ “ “ “	6.00
11 x 14	— “ “ “ “	8.00
14 x 17	— “ “ “ “	10.00
17 x 20	— “ “ “ “	12.00

## MISCELLANEOUS SUPPLIES

Blotting Paper, 19 x 24; per dozen	\$ 1.00
Bulbs and Tubes, 18 inches in length, to fit any Shutter	.35
Reversible Back for View Camera, 5 x 7	7.50
“ “ “ “ 6½ x 8½	9.00
“ “ “ “ 8 x 10	11.00
“ “ “ “ 11 x 14	14.00
“ “ “ “ 14 x 17	17.00
“ “ “ “ 17 x 20	22.00
Focusing Cloths, Gossamer	.50
Fronts for 4 x 5 Cameras	2.50
Fronts for 5 x 7 Cameras	3.00
Fronts for 6½ x 8½ Cameras	3.50
Ground Glass Frames for 4 x 5 Cameras	.50
“ “ “ “ 5 x 7	.60
“ “ “ “ 6½ x 8½	1.00
“ “ “ “ 8 x 10	1.25
“ “ “ “ 11 x 14	1.50
“ “ for 4 x 5 Cameras	.15
“ “ “ 5 x 7	.18
“ “ “ 6½ x 8½	.20
“ “ “ 8 x 10	.30
“ “ “ 11 x 14	.60
“ “ “ 14 x 17	1.50
“ “ “ 17 x 20	2.00
Lens Boards for Hand Cameras up to 5 x 7, except Stereo	.25
“ “ “ “ larger than 5 x 7	.40
“ “ “ Stereo	.40
“ “ “ View up to 8 x 10	.40
“ “ “ “ larger than 8 x 10	.70
Orange or Ruby Fabric, per square yard	.60
Print Rollers, 4”	.20
Glass for No. 1 or No. 2 Seneca Lamp (Ruby or Orange)	.10
Tops for Tripods	.75
Screws for Tripods	.25
View Finders	1.50
Stereo Divisions for Stereo Cameras	1.00
All Milled Head Screws	.25

## SENECA COMPLETE DEVELOPING AND PRINTING OUTFITS

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

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

### OUTFIT No. 1—MADE IN 4 x 5 SIZE ONLY

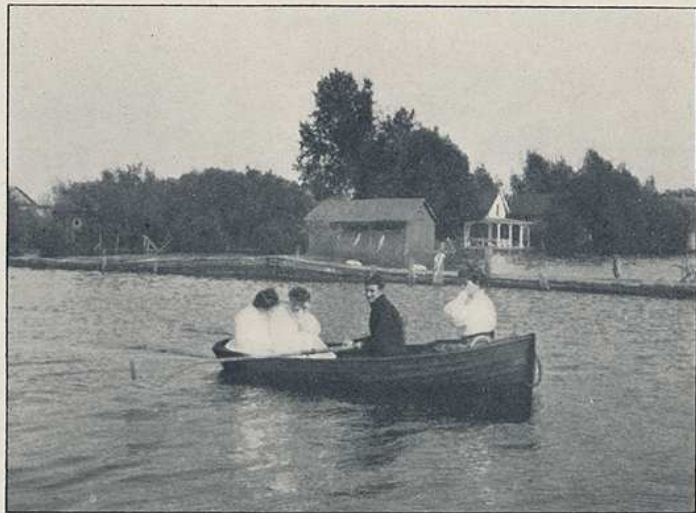
- |                     |                                   |
|---------------------|-----------------------------------|
| 2 Japan Tray        | 1 Toning Powder                   |
| 1 Ruby Lamp         | 1 Package Hypo                    |
| 1 Printing Frame    | 1 Four-ounce Measuring Glass      |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

Price—No. 1 Outfit as above, neatly packed in wooden box, **\$2.00**

### OUTFIT No. 2—MADE IN 5 x 7 SIZE ONLY

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

Price—No. 2 Outfit as above, neatly packed in wooden box, **\$3.50**



# T E R M S

## READ THIS PAGE CAREFULLY

*It may save delay in filling your order*

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

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

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

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

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

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

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

Prices herein and quotations hereunder, subject to change upon issue of our next catalogue.

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

LP1035