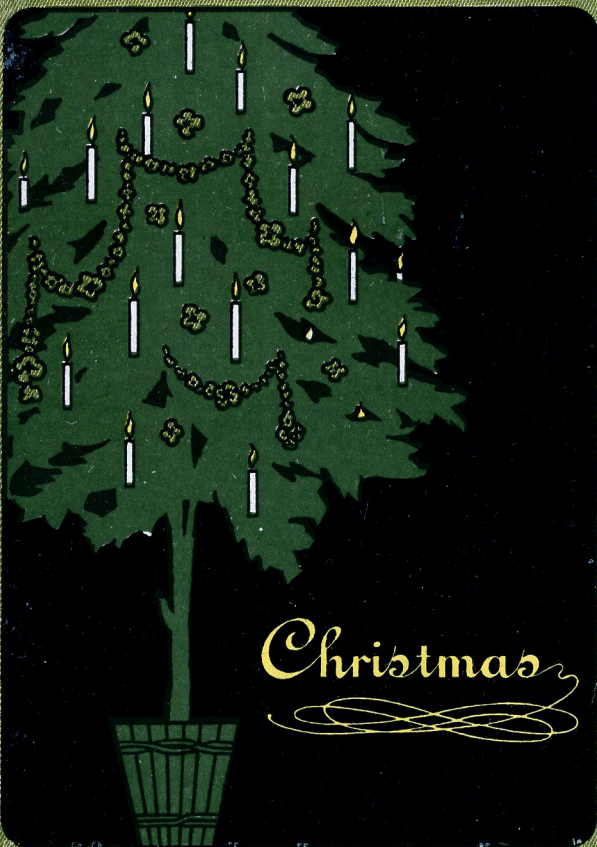


HAWK-EYES



Christmas



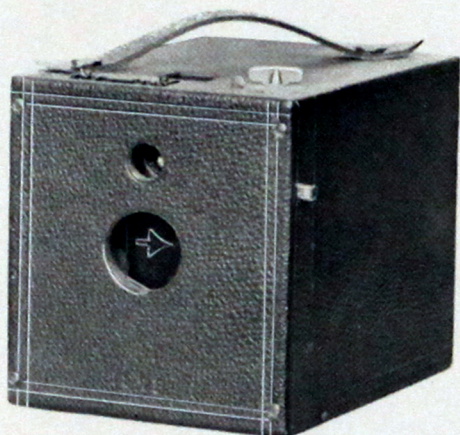
THE man with the Camera, unlike the "Man with the Hoe," is searching after the beautiful through the influence of an art which transforms the most prosaic and every-day, commonplace existence into a life full of interest, ambition and enthusiasm. His sport is not confined to golf links, nor limited to any season of the year. His ardor melts not in summer nor congeals in winter. He is immune to loneliness and blues, and his film records the ever new and pleasing features of the passing year.

Our feathered friends have followed the sun in its southern course. The verdant foliage of a few months ago, changed to crimson and gold, has fluttered through the crisp air, and now, faded and withered, is hidden beneath a heavy mantle of snow. Though the trees are bare, the fields white and the lakes and brooks covered with icy snow, it is all beautiful, and presents a pleasing and invigorating contrast for the amateur. When winter is clothed in her coldest and best, she transcends all other seasons in the grandeur of her beauty, and we recommend photography as a winter diversion. An interest in Flash Light photography will make the long winter evenings spent at home pass quickly and pleasantly. It

will furnish amusement for all and many of the pictures of groups thus taken will find their place among the most highly prized treasures in one's collection. We would be pleased to have you investigate the merits of the HAWK-EYES described on the following pages. They are marvels of skill and workmanship. The largest of the folding type can be carried in the top-coat pocket. All are adapted for use of either Perforated or Cartridge film. Bausch & Lomb shutters add to their attractiveness, and the bulb release permits the operator to manipulate without removing glove or mitten. We supply portrait attachments to fit all lenses, and home portraiture with a HAWK-EYE is both interesting and successful—the results many times proving equal to those obtained at the studio.

We invite correspondence and all letters receive prompt and careful attention.

Respectfully,
BLAIR CAMERA COMPANY,
ROCHESTER, N. Y.

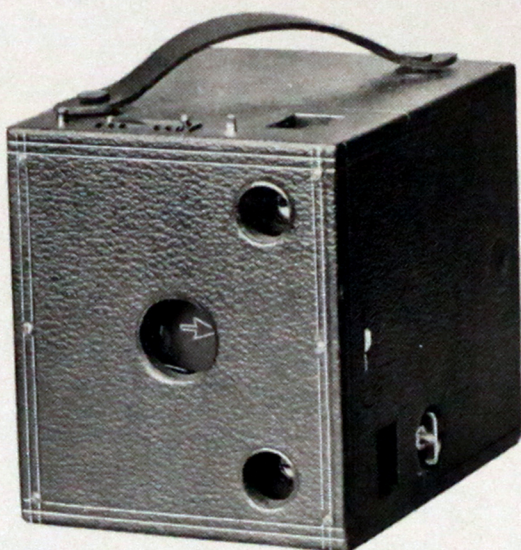


The Weno Hawk-Eye.

Dimensions, $4\frac{1}{4}$ x $4\frac{1}{2}$ x $5\frac{1}{2}$ inches. Size of photo, $3\frac{1}{2}$ x $3\frac{1}{2}$ inches. Weight, 20 ozs. Capacity, 12 exposures.

Although this camera is furnished at a moderate price, it is well made and complete in every way. The lens is an achromatic set focus, fitted with a set of three stops. The shutter has a variation of speed for snap shots and can be set for time exposures. The trimmings are nickel and the covering morocco grain leather. A square finder and socket for tripod screw are provided. The possibility of losing a ratchet, rod or cover, when loading or unloading, is avoided, as no parts are removable. Being in box form it is always ready for making an exposure, and there is no camera in existence more easily operated. Fitted with automatic register for Perforated Daylight Loading Film, also ruby window for Cartridge Film, permitting the use of either.

Weno Hawk-Eye, not loaded,	- - - - -	\$5 00
Special Sunlight Film, 2 exposures, $3\frac{1}{2}$ x $3\frac{1}{2}$,	- - - - -	13
“ “ “ 6 exposures, $3\frac{1}{2}$ x $3\frac{1}{2}$,	- - - - -	30
“ “ “ 12 exposures, $3\frac{1}{2}$ x $3\frac{1}{2}$,	- - - - -	60
Black Sole Leather Carrying Case with shoulder strap,	1 25	
Developing and Printing Outfit,	- - - - -	1 00
Portrait Lens Attachment,	- - - - -	50



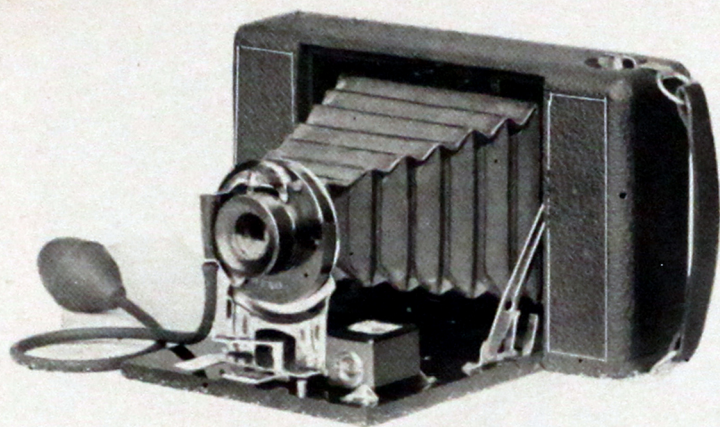
4 x 5 Weno Hawk-Eye.

Dimensions, 5 x 5 $\frac{3}{4}$ x 6 $\frac{1}{2}$ inches. Size of photo, 4 x 5 inches. Weight, 28 ozs. Capacity, 12 exposures.

This Hawk-Eye is a trifle over one-half the size of the ordinary 4 x 5 non-folding camera. In construction it resembles the smaller size, as described on preceding page. The lens is an improved achromatic meniscus, set focus, and guaranteed to cover the field under any conditions. The shutter is of rotary design with variation of speed for instantaneous exposures, and can also be set for any length of time desired. A set of three stops, tripod sockets, brilliant view finders, both horizontal and vertical, nickel fittings, morocco grain covering and fine workmanship throughout make this a very desirable outfit for those who prefer a camera in the 4 x 5 size, with all improvements, at a moderate price.

As furnished, this camera is adapted for use of both Perforated and Cartridge Daylight Loading Film.

4 x 5 Weno Hawk-Eye, not loaded, - - - -	\$ 8 00
Special Sunlight Film, 2 exposures, 4 x 5, - - -	18
“ “ “ 6 exposures, 4 x 5, - - -	45
“ “ “ 12 exposures, 4 x 5, - - -	90
Black Sole Leather Carrying Case with shoulder strap, - - - -	1 50
Developing and Printing Outfit, - - - -	1 50
Portrait Lens Attachment, - - - -	50

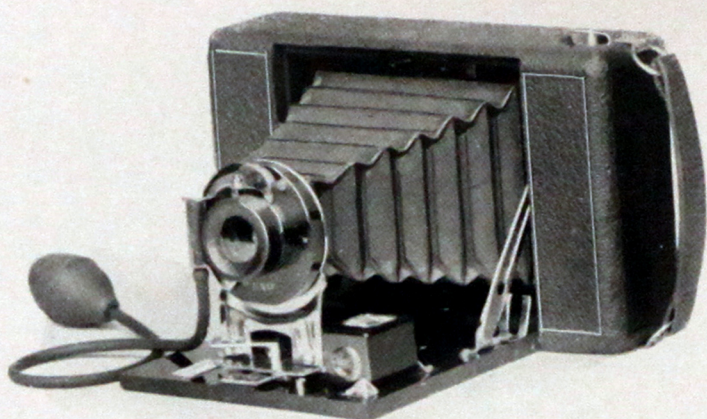


No. 3 Folding Weno Hawk-Eye.

Dimensions, $1\frac{5}{8} \times 4\frac{3}{8} \times 7\frac{1}{4}$ inches. Weight, 20 oz. Size of photo, $3\frac{1}{4} \times 4\frac{1}{4}$ inches. Capacity, 12 exposures. Length of focus of lens, 5 inches.

The No. 3 Folding Weno Hawk-Eye is the only pocket camera having a pneumatic release shutter with iris diaphragm stops. This shutter is always set and can be operated by bulb or finger release for instantaneous or time exposures. Fitted with double rapid rectilinear or single set focus achromatic meniscus lens, as desired, either of which is guaranteed to produce first-class results. A brilliant reversible finder, sockets for tripod for both vertical and horizontal pictures and accurately adjusted focus scale are provided. There are no parts removable other than the back cover, and the loading and unloading can be safely done in the open air with either Cartridge or Perforated Daylight Loading Film. The mahogany polished front bed, the nickel trimmings, morocco grain covering, lacquered brass shutter and leather bellows of maroon shade, create a contrast which without question makes the neatest camera in existence.

No. 3 Folding Weno Hawk-Eye, with Double R. R.	
Lens, not loaded, - - - - -	\$15 00
No. 3 Folding Weno Hawk-Eye, with Single Set	
Focus Achromatic Meniscus Lens, not loaded, -	13 50
Sunlight Film, 2 exposures, - - - - -	15
" " 6 " - - - - -	35
" " 12 " - - - - -	70
Black Sole Leather Carrying Case, - - - - -	1 25
Developing and Printing Outfit, - - - - -	1 50
Portrait Lens Attachment, - - - - -	50

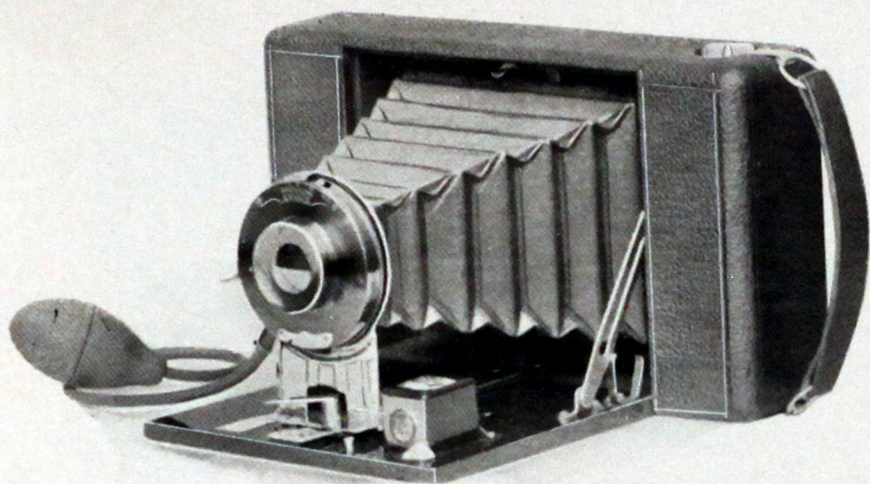


No. 3 Special Weno Hawk-Eye.

Dimensions, 2 x 4½ x 7⅞ inches. Weight, 22 ozs. Size of photo, 3¼ x 4¼ inches. Capacity, 12 exposures. Length of focus of lens, 5 inches.

The No. 3 Special Weno Hawk-Eye is adapted for the use of either Perforated or Cartridge Daylight Loading Film, and owing to its being a trifle larger than the regular No. 3, the space in the film chambers permits the use of No. 3 F. P. K. Film, either in 6 or 12 exposure lengths. The lens is the same as furnished with the regular No. 3, being a double rapid rectilinear and the shutter the latest design of Automatic manufactured by the B. & L. Optical Co. A brilliant reversible finder, sockets for tripod for both horizontal and vertical pictures, and an accurately adjusted focus scale are provided. The front bed is of polished mahogany, the trimmings nickel throughout and the cover of the best morocco grain leather. This camera, although a trifle larger than the regular No. 3, can be carried in the ordinary coat pocket. Owing to the construction being such that two kinds of standard film can be used, material can be obtained from any dealer in photographic goods.

No. 3 Special Weno Hawk-Eye, with Double R. R.	
Lens, not loaded, - - - - -	\$ 15 00
No. 3 Special Weno Hawk-Eye, with Single Set	
Focus Achromatic Meniscus Lens, not loaded, -	13 50
Sunlight Film, 6 exposures, - - - - -	35
" " 12 exposures, - - - - -	70
Black Sole Leather Carrying Case, - - - - -	1 25
Developing and Printing Outfit, - - - - -	1 50
Portrait Lens Attachment, - - - - -	50



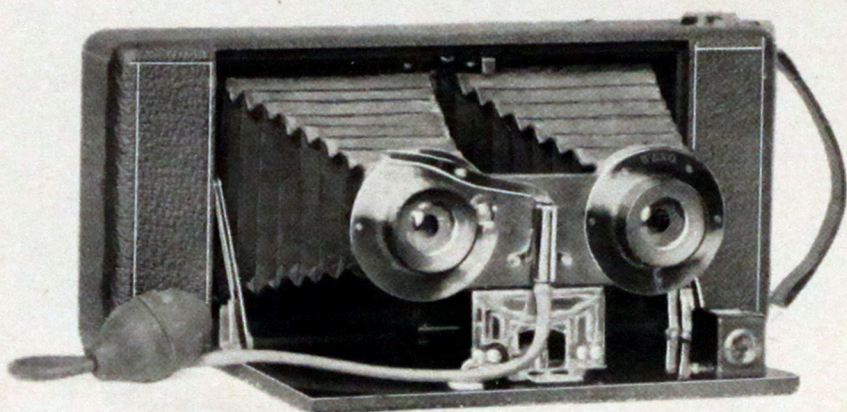
No. 4 Folding Weno Hawk-Eye.

Dimensions, 2 x 5 x 8 $\frac{3}{4}$ inches. Weight, 27 ozs. Size of photo, 4 x 5 inches. Capacity, 12 exposures. Length of focus of Lens, 5 $\frac{3}{4}$ inches.

This camera in construction, finish, beauty and durability, is unsurpassed. The design is similar to the No. 3 as described on the preceding page. Furnished with double rapid rectilinear or single set focus achromatic lens, either of which is guaranteed first-class in every way. Any lens of not over six inches in focus can be readily fitted. In comparison with other cameras making 4 x 5 pictures, it is less than one-half in size and weight. The shutter is of Bausch & Lomb manufacture, fitted with iris diaphragm; can be varied in speed from $\frac{1}{100}$ of a second to any time required and operated by bulb or finger release. Nickel trimmed and morocco grain covering. Fitted with two tripod sockets, brilliant reversible finder, and arranged for either Cartridge or Perforated Daylight Loading Film, makes a very desirable 4 x 5 camera for all around use.

No. 4 Folding Weno Hawk-Eye, with Double R. R.	
Lens, not loaded,	- \$20 00
No. 4 Folding Weno Hawk-Eye, with Single Set Focus	
Achromatic Meniscus Lens, not loaded,	- 17 50
Special Sunlight Film, 2 exposures, 4 x 5,	- 18
“ “ “ 6 exposures, 4 x 5,	- 45
“ “ “ 12 exposures, 4 x 5,	- 90
Black Sole Leather Carrying Case,	- 1 50
Developing and Printing Outfit,	- 1 50
Portrait Lens Attachment,	- 50

**Fitted with Bausch & Lomb Unicum Shutter
with retarding device, \$22.50**



Stereo Weno Hawk-Eye.

Dimensions, $1\frac{7}{8} \times 4\frac{3}{8} \times 10\frac{1}{4}$ inches. Weight, 28 ozs.
Capacity, 6 exposures. Length of focus of Lens, 5 inches.

The beauty of photography can only be fully appreciated by stereoscopic effects. This advantage over other photography is obtained by using a camera making two pictures at the same time and transposing the prints before observation through a stereoscope.

The Stereo Weno Hawk-Eye can be readily carried in the pocket and loaded and unloaded in broad daylight. The lenses are double rapid rectilinear, accurately matched and centered so that the exact perspective is obtained with each lens, thus producing negatives correctly matched of equal size. The shutter is a double pneumatic with iris diaphragm, operated by either bulb or finger release, and permits making instantaneous or time exposure with both lenses at the same time and of the same duration. The trimmings are nicked, and the camera throughout is beautifully finished. A ruby window is fitted in the back which allows the use of cartridge film of 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, which is of sufficient length for 6 Stereo negatives.

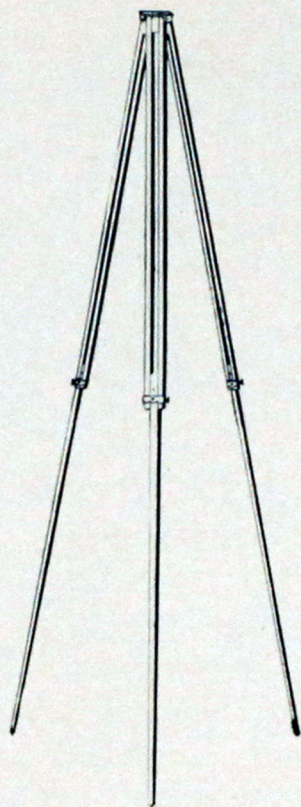
Stereo Weno Hawk-Eye, not loaded	-	-	- \$25 00
Sole Leather Carrying Case,	-	-	- 1 50

Weno Hawk-Eyes.

Fitted with lenses of the highest grade.

The construction of the No. 3 and No. 4 Weno Hawk-Eyes allows the fitting of other lenses without sacrificing any of their good qualities, as they are mounted precisely the same as when used in the original mount. To afford an opportunity for comparison of the prices of different lenses suitable for these cameras, the following list is furnished:

		Manu- factur- er's Price of Lens only.	Fitted to No. 3 Special Folding Weno Hawk-Eye.		Fitted to No. 4 Folding Weno Hawk-Eye.		Fitted to Stereo Weno Hawk- Eye.
			With Regular Shutter.	With Unicum Shutter.	With Regular Shutter.	With Unicum Shutter.	
Series II a B. & L. Zeiss Anastigmat	No. 1	\$30 00	\$40 25	\$43 25	• • • •	• • • •	\$ 76 75
Series II a B. & L. Zeiss Anastigmat	No. 2	33 50	43 75	46 75	47 50	50 50	83 75
Series III a B. & L. Zeiss Anastigmat	No. 1	23 00	33 25	36 25	• • • •	• • • •	62 75
Series III a B. & L. Zeiss Anastigmat	No. 2	26 50	• • • •	• • • •	40 50	3 50	• • • •
Series VII a B. & L. Convertible Anastigmat	No. 2	54 50	64 75	67 75	• • • •	• • • •	125 75
Series VII a B. & L. Convertible Anastigmat	No. 3	59 50	69 75	72 75	73 50	76 50	135 75
Series VII a B. & L. Convertible Anastigmat	No. 4	58 00	68 25	71 25	72 00	75 00	132 75
B. & L. Plastigmat	No. 1	34 00	44 25	47 25	48 00	51 00	84 75



The Weno Tripod.

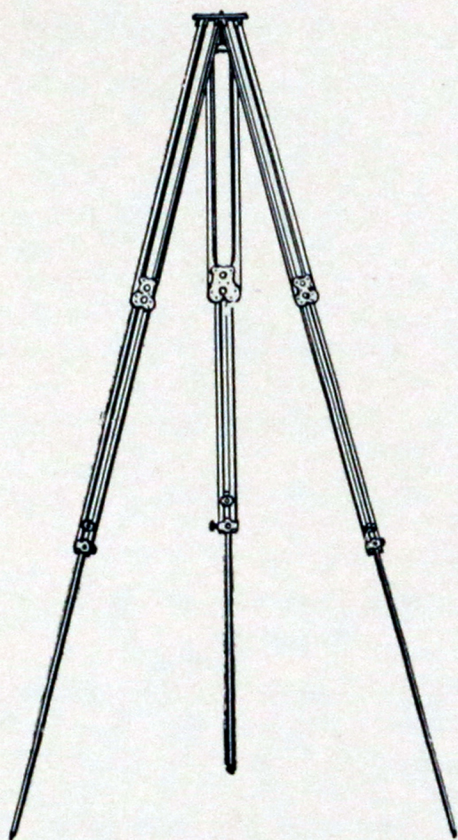
This tripod is designed for use with small cameras. The top is attached to the legs in such a manner that it is not necessary to remove when folding, which is an advantage, as the tripod is always ready for use.

The wood used is straight-grain spruce, with shellac finish; the trimmings of lacquered brass.

The weight complete with head and screw is but 17 ozs.

The length, when extended, can be made to vary from 30 to 54 inches. The length, when folded, is but 29½ inches.

Price, - - - - - \$1 25



The Hawk-Eye Tripod.

This tripod is three-fold and very compact. In its manufacture nothing but the best selected straight-grain spruce is used, and all trimmings are of lacquered brass. A special feature is the metal head, which is made in one piece, which does away with brazing and avoids all possibility of being easily broken. The length, when extended, is 56 inches ; when folded, 21 inches. Weight, 20 ozs.

The construction is such that for the weight this is, without question, the most rigid in existence.

We recommend this tripod for use with any camera up to and including 5 x 7 in size.

Price, - - - - - \$2 00

Portrait Attachment.

This attachment consists of a mounted lens which fits in front of the regular lens and permits making a sharp picture with a fixed focus at a distance of $3\frac{1}{2}$ feet from the subject. When using the attachment in connection with a lens that is not of universal focus, the camera should be focused on 100 feet before applying the Portrait lens, which changes the focus to $3\frac{1}{2}$ feet. In ordering, always specify the model of Hawk-Eye for which it is intended.

These lenses are furnished for the following Hawk-Eyes:

$3\frac{1}{2} \times 3\frac{1}{2}$ Weno,	No. 3 Folding Weno,
4×5 Weno,	No. 3 Spl. Folding Weno,
$3\frac{1}{2} \times 3\frac{1}{2}$ Hawk-Eye, Jr.,	No. 4 Folding Weno.
4×5 Hawk-Eye, Jr.,	

Price, complete, 50 cents.

Hub Magnesium Flashlight Powder.

This powder enables one to make exposures at night without the use of a flash lamp or other apparatus, and is supplied at a price within the reach of all. The method of using this powder is perfectly safe and the operator can join the group if desired. Packed in separate cartridges of one exposure each.

Packages containing 7 Cartridges, - - - \$.25

Hub Developing Powders.

These powders are carefully compounded and those using them can feel assured of obtaining the best results. We recommend them for the development of our film. Each package will make 4 ounces.

Price, - - - - - 50 cents per dozen.

Outfits for Developing and Printing.

To save time and trouble in selecting the articles needed for developing and printing, we furnish outfits including everything necessary at far below the cost if purchased separately.

$3\frac{1}{2} \times 3\frac{1}{2}$, for film or plates,	-	-	-	-	\$1.00
4×5 , " " " "	-	-	-	-	1.50



*Iver Johnson Sporting Goods Co.
163-165 Washington St.,
Boston, Mass.*