

Stray Bits

AT THE

World's Fair

BY

A BULL'S-EYE.



GOVERNMENT BUILDING.



THE following half-tone engravings are direct reproductions from a lot of 143 pictures taken at the World's Fair with an \$8.00 "Bull's-Eye" camera and "Light-proof Film Cartridges."

There was only one failure (144 shots having been made), and that was due to an accident.

NOTE.—The original photographs from which the following engravings were made, will be furnished at 10 cents each.





Much of the finer details of the photographs is necessarily lost in the half-tone reproductions, and the Bull's-Eye is guaranteed to take as good pictures as any camera in the world, of similar size.





ORIENTALS ON THE MIDWAY PLAISANCE.



The Bull's-Eye should not be confounded with any ordinary photographic apparatus, as, together with the Light-proof Film Cartridges, it affords an entirely new method of "taking pictures."

These cartridges are put in the camera anywhere, in BROAD DAYLIGHT, and likewise removed, so that it is not required to have any "dark room."





"LO" DRUMMING UP BUSINESS.



Simplicity is the dominant characteristic of the Bull's-Eye, and it is due to this and the improved American methods of grinding lenses by machinery, that it is possible to sell a camera giving a much larger percentage of good results than any other, made in the very best manner, at the low price of \$8.





TAKING PICTURES ON THE MIDWAY WITH A BULL'S-EYE.

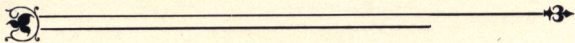


No recent invention in photography has been accorded so many flattering testimonials as the Bull's-Eye, and a few of them are published at the end of this booklet.

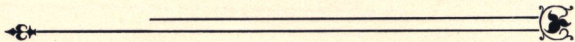


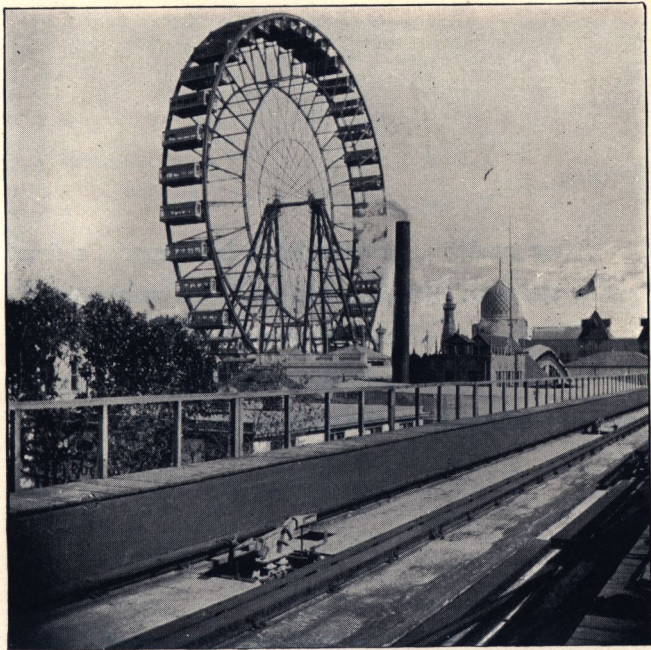


COLUMBIAN GUARDS.



To take a picture, or, as it is technically termed, to “*make an exposure*,” the Bull’s-Eye is aimed at the subject or view, and a spring pressed to snap the shutter. Turning the key makes ready for another exposure, and so on until twelve have been made. The “finder” (a miniature lens with reflector) insures accurate aim, and the number of each exposure is shown by figures seen through an opening in back of the camera.





THE FERRIS WHEEL.



After twelve exposures have been made, a few more turns of the key are made, to wind around the film the end of the opaque material protecting it, and the cartridge is then removed, in daylight, and is ready to have the pictures finished.





MADE INSIDE THE FERRIS WHEEL WHILE IN MOTION.



Cartridges may be safely sent by mail to the factory or dealer, and pictures from them returned in the same way ; or, with a developing and printing outfit, the pictures may be finished at home.





STATUE OF COLUMBUS IN FRONT OF ADMINISTRATION BUILDING.

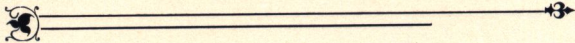


Cartridges are all made for *twelve exposures only*. Thus one does not have to wind off a long roll of film before getting results, and, as no dark room is required, there is no inconvenience in frequent loading when on a journey.

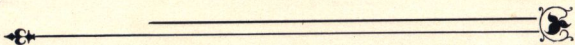




THE VIKING SHIP.



The Bull's-Eye lens is of "fixed focus," but of such formation and adjustment that the objectionable features usual to this class of lenses are eliminated, and the Bull's-Eye will make sharp, clear pictures at from eight feet to any distance, free from distortion or bad perspective.



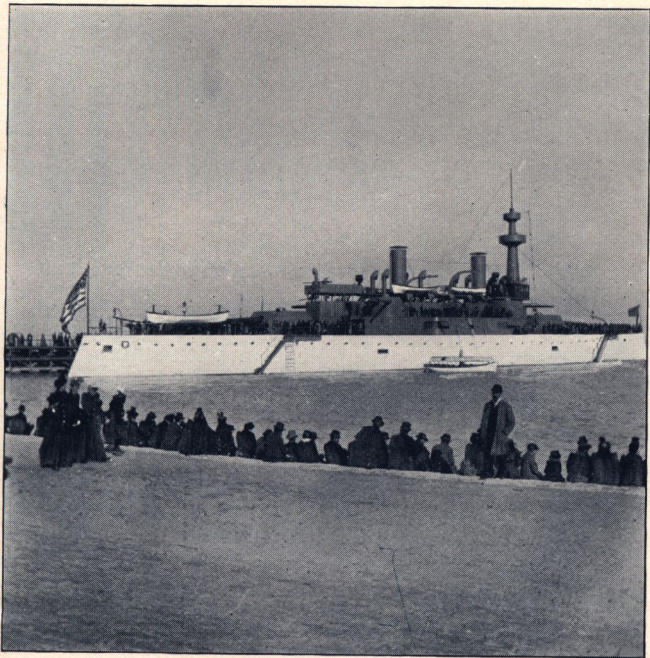


THE ELECTRIC SEARCH LIGHT ON ROOF OF MANUFACTURERS' BUILDING,
250 FEET ABOVE GROUND.



To many it may doubtless be hard to realize that a first-class camera, with a good lens, can be sold at so low a price, but it will be well to look into the merits of the Bull's-Eye before expending a larger amount on more complicated and less satisfactory apparatus.





THE FAMOUS BRICK WAR SHIP.



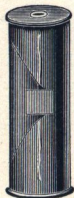
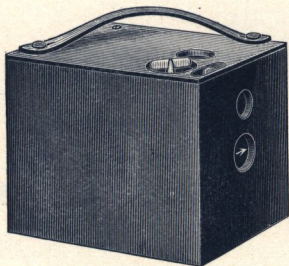
If a further insight into the mechanical construction and operation of the Bull's-Eye is desired, we will, on receipt of application with stamp, mail a guide-book with full description and illustrations.





A GONDOLA.

The Bull's-Eye.



The size of the regular Bull's-Eye, as described on preceding pages, is $5\frac{3}{4} \times 4\frac{3}{4} \times 4\frac{1}{2}$ inches, and the weight 25 ounces.

The price, leather covered, with one Light-proof Film Cartridge, instruction book, and wood case, is eight dollars.

For complete list of supplies, etc., see list on last page.



The Special Bull's-Eye.

For Film Cartridges and Glass Plates.

This camera is in outside appearance like the regular Bull's-Eye, excepting that it is one half inch longer.

It is made to take double plate holders, as well as the Light-proof Film Cartridges.

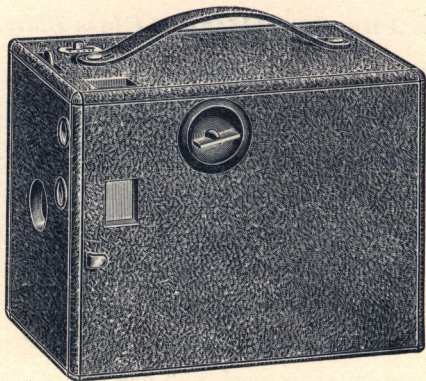
There is nothing approaching the cartridges for convenience, but where it is desired to take a few pictures around home and develop at once, glass plates may be preferred.

The price, leather covered, with one box of plates $3\frac{1}{2}$ x $3\frac{1}{2}$, one Light-proof Film Cartridge, instruction book, and wood case, is \$10.

A neat leather case for six plate holders, or three holders and three cartridges, which may be carried in side pocket, is furnished for one dollar extra.



The 4 x 5 Bull's-Eye.



THE 4 x 5 BULL'S-EYE.

The great success of the Bull's-Eye Camera and the method of registering and cutting apart the exposures, embodied in the Light-proof Film Cartridges, has led to the manufacture of a larger size camera having the same general features.




As a lens suitable to make good 4 x 5 pictures can hardly be used at a fixed focus, this camera is provided with a focusing lever and scale, the use of which will be readily understood from the instructions.

An improved stop for making time exposures is fitted ; there are two finders, and in other respects the 4 x 5 Bull's-Eye is like the original model, excepting that it is covered with a heavier grain leather of extra quality.

The construction of the lens is such that very little adjustment is required to adapt it to different distances, and the liability of getting pictures out of focus is much less than in other 4 x 5 hand cameras.

The weight of the 4 x 5 Bull's-Eye is less than 3 pounds ; it measures $2\frac{1}{2}$ x $6\frac{1}{2}$ x $8\frac{1}{4}$ inches, and the price, with one Light-proof Film Cartridge and instruction book, in wood case, is \$15.





Commendatory.

Mr. L. WARNERKE, the celebrated Photographic critic and inventor, writes as follows:—

SILVERHOWE, CHAMPION HILL, S. E., LONDON, June 28, 1893.

DEAR SIRS:

I have the pleasure to inform you that I have thoroughly tried your Bull's-Eye Camera and am very satisfied with it.

The quality I especially appreciate is its small volume, lightness, and simplicity of construction; nothing, in fact, can be put out of order.

Your celluloid film supplied for this apparatus powerfully contributes to the success of the apparatus; it gives clear and vigorous image, and by its sensitiveness can be favorably compared with the best and most sensitive plates in the market, being $23\frac{1}{2}$ of my sensitometer, while the most sensitive plates at present manufactured in England are $24\frac{1}{2}$.

Your film cartridge contains materials for 12 negatives only, but the possibility of substituting a fresh cartridge in full daylight renders this apparatus very valuable.

Yours truly,

L. WARNERKE.

Extract from an article in "OUTING," for February, 1894:

A NEW HAND CAMERA.

**** In nothing more than in the hand camera has the genius of the manufacturer of apparatus been shown.

The latest that I have come across combines efficiency and many other good qualities with cheapness, to such an extent that I have no doubt my readers will thank me for directing their attention to it. It is the "Bull's-Eye," measures only $5\frac{3}{4} \times 4\frac{3}{4} \times 4\frac{1}{2}$ inches; takes a spool of twelve exposures, has an achromatic lens of fixed focus, giving sharp images of objects from eight feet to infinite distance; and a spring shutter always set ready to be pressed. Over and above all this, it has the means of being emptied and reloaded in broad



daylight. Just think of the advantage of starting on a trip with half a dozen spools in your pocket, and emptying and reloading at will! That the "Bull's-Eye" is a marvel of cheapness will be evident when I say that it costs only \$8 in grained leather, loaded ready for action, and with book of instructions.

JAY SEE.

**From report proceedings at meeting of the Gt. Yarmouth
Camera Club, Yarmouth (England) "GAZETTE,"
Dec. 23, 1893:**

*** The secretary exhibited and explained the workings of the following hand cameras:—The "Bull's-Eye," in leather case, which certainly seems to be the smallest, lightest, and most compact camera in the market. The shutter is very cleverly worked, and cannot get out of order; it is always set and ready for action, but can be used for time exposures at will. This camera works with roller film, supplied in cartridges and numbered, by which means no mistake can be made in the exposure. The price is within the reach of all. **

**EUGENE MILLIKEN,
Photographic Work for Amateurs,
18 College St., cor. Market Sq.,**

PROVIDENCE, R. I., March 6, 1894.

BOSTON CAMERA CO.,

Gentlemen:—Your "Bull's-Eye" Camera was first brought to my notice by a customer who brought me, early in the summer, five rolls of film, exposed at the World's Fair, to develop. I got sixty good negatives. Seeing merit in the instrument, I have not hesitated to recommend it. Of the hundreds of films exposed at the World's Fair which I have developed the past season, the only uniformly *good* negatives were made with the fixed focus "Bull's-Eye." I have taken the liberty of sending you a few 8 x 10 enlargements from World's Fair negatives, and also a print so that you may see how well they stand enlargement. I I were going to travel abroad or through this country, would ask nothing *etter* than the little "Bull's-Eye." I think a *good* small picture better than a *poor* large one.

Yours truly,

E. MILLIKEN.



Price List.

The "Bull's-Eye" Camera, leather covered, for 3½ x 3½ pictures, with one "Light-proof" Film Cartridge . . .		\$8.00
The Special "Bull's-Eye" Camera, leather covered, for 3½ x 3½ pictures, with one "Light-proof" Film Cartridge, one Double Plate Holder, and one dozen Glass Plates . . .		10.00
The 4 x 5 "Bull's-Eye" Camera, leather covered, with one "Light-proof" Film Cartridge		15.00
	3½ x 3½	4 x 5
	12	12
	Expos-	Expos-
	ures.	ures.
"Light-proof" Film Cartridges60	.90
Developing, Printing, and Mounting 4 x 4 plain cards . . .	1.25	
Developing, Printing, and Mounting, extra finish, 4 x 5 paper and gold-edge cards	1.60	1.75
Developing and Printing (to mount in albums)	1.25	1.50
Printing and Mounting 4 x 4 plain cards85	
Printing and Mounting, extra finish, 4 x 5 paper and gold-edge cards	1.10	1.20
Printing only (to mount in albums)80	.90
Developing only60	.80
	Each.	Each.
Double Plate Holders for Special "Bull's-Eye"	1.00	
Developing and Printing Outfits	2.00	2.00
Silver Print Outfits	1.50	1.50
Leather Carrying Cases	1.25	2.00
Albums	2.00	2.50
Extra Plugs15	
Cards for Mounting, 4 x 4 plain, per 10060	
Cards for Mounting, 4 x 5 plain, per 10075	.75
Cards for Mounting, 4 x 5 gold-edge, per 100	1.25	1.25
Enlargements of "Bull's-Eye" Pictures, on Bromide paper, 8 x 8, or 8 x 10	1.00	1.00

Postage.

Postage on Cartridges	3	cents each.
Postage on Leather Carrying Cases	13	" "
Postage on 1 dozen Negatives and Prints	5	" "

When postage is not included in remittance, goods will be sent by express.

BOSTON CAMERA MFG. CO.,
380 Tremont Street, **Boston, Mass.**

FROM
BOSTON CAMERA M'F'G CO.,
380 TREMONT ST., BOSTON, MASS.



Mr J C Hegarty
~~W~~ Utahville
Clearfield Co
Penn