



BAMFORTH & CO. LTD

Fine Art Publishers of Post Cards, Greeting Cards, Calendars

10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

HOLMFIRTH, HUDDERSFIELD. HD7 1AD

10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

A. BRIEF HISTORY OF BAMFORTH & CO. LTD

My Grandfather, James Bamforth, established the firm that bears his name in 1870.

He used his ability as an artist in order to paint the necessary backgrounds for the thousands of Life Model Lantern Slides he produced at that time. His other interest in photography was also invaluable. These slides were made to illustrate songs and stories which were a great form of entertainment in the various halls before the advent of the cinema.

The firm between 1908 and 1914 had a brief success with producing comedy films and were one of the earliest pioneers of motion pictures before the Hollywood era.

In 1902 postcards were becoming popular and my father, Edwin Bamforth, took the initiative to produce postcards from existing Lantern Slides depicting the popular songs of the day. The growth and success of these was immediate and offices were opened in London and New York to cope with the demand.

These postcards were beautifully reproduced in colour from Life Models and were continued until 1918. After the First World War, Sentiment died and many millions of postcards had to be destroyed.

Bamforth & Co. Ltd., then introduced artists into the business and the comic cards they have produced during the past 65 years are still as popular today as when over 100 new designs are published annually.

The firm now also cover most of the United Kingdom with coloured view postcards as well as publishing Calendars and Greeting Cards.

A Propos Your Actual Movement

A brief description of animated slides from
Optical Projection by Wright, 2nd ed., 1895

The magic lantern slide, its history and variations, is a subject for an entire book on its own. These extracts from *Optical Projection*, one of the most comprehensive and useful books on the lantern and its application, provide an introduction to the various types of nineteenth century slide which attempt to create movement on the screen when projected. The subject matter of the slides was all-embracing from the serious and scientific to the ribald and most simple kind of slapstick humour. Perhaps the two best known examples of each genre are: the cased set of twelve astronomical slides, operated by a rack and pinion, and showing the movement of the planets, eclipse of the sun and the passage of Haleys Comet through the sky; and the humorous slide, without which no Victorian slide show was complete, of a snoring man in bed swallowing a rat!

Mechanical Slides.—These are of many sorts, and can only be mentioned here, a very large variety being merely of a comic character. They seem still to maintain their popularity amongst certain audiences, and are worth at least enumeration, as the effects produced may at any moment furnish some useful hint for more serious purposes. (See for an example Chapter XV.)

Slipping Slides have a portion of the picture painted upon a separate glass, which can be suddenly drawn along in the frame so as to produce some startling change. To allow of this, such slides have only a wooden edge frame like a slate frame, the picture being painted on an oblong piece of glass contained in this, and the rest blacked out. A familiar example is some figure carrying a dish; the 'slip' will draw forward and cover the head, whilst another head appears on the dish. Or figures will change heads, and so on. More seriously, the 'effect' of an explosion is sometimes done as a slipping slide.

The *Uncovering Slide*, as it might be called, is the same thing worked slowly, but may be single or double. Of the single form an example may be cited in the gradual lengthening of a comic figure's nose. A higher type of the double form may be found in the gradual unfolding of a carnation from the bud, with perhaps the final appearance of a fairy in the centre. In these cases the complete subject is painted on the foundation glass, and carefully fitted blacked screens are gradually drawn away on one or both sides. A

PERKIN, SON & RAYMENT, 29, Hutton Garden, LONDON.



'OPTIMUS' MAGIC LANTERNS FOR YOUTHS.

To burn Paraffin or Mineral Oil.
The body of these lanterns is so constructed that the oil reservoir is not likely to become heated, as it fills through the bottom of the illuminated chamber and is in outside air.

Small Magic Lanterns, with condensers, front lens (adjustable), black japanned body, chimney, lamp and reflector—

No.	diam.	front lens	condenser	price
1	1 1/2	1 1/2	1 1/2	2 6 each
2	2	2	2	3 10
3	2 1/2	2 1/2	2 1/2	6 6
4	3	3	3	9 6
5	3 1/2	3 1/2	3 1/2	11 6
6 (in box)	4	4	4	20 6



Boxes of 12 Slides for Lantern, each Slide containing several figures arranged as Tales if desired.

No.	price
1 Paper edge	3 6 each
2 Wood edge	3 8
3	6 8
4	12 4
5	16 4
6	18 8

Note.—We maintain the slides, both of Lanterns and Slides, as of old; many makers call our No. 2 No. 1, and so on.

FOR THE TRADE. DISCOUNTS ON APPLICATION.