

Small Categories Series

Bullseyes

The “bullseye”, you may be surprised to learn, is more than just a miniscule part of our culture, It’s actually interwoven throughout the fabric of America. The concept, itself, (as “Bull’s Eye”) goes back at least to the Middle Ages. The English longbow yeomen were directed to practice frequently, and it has been stated that there was often a practice held immediately after church services in small hamlets, the only time during the week when many of the archers would gather. A common target was the white skull of a bull, and the greatest skill could be illustrated by getting a "bull's eye". [<https://answers.yahoo.com/question/index?qid=20100413192649AAQDau2>]

Also, when the center of archery targets – or the bullseye – was colored white, the word for “white” in French is “blanc”. So, when archers were close enough to the target whereby they wouldn’t have to compensate for gravity, they would aim for the white in the target. In other words, they would “point” at the “blanc”. So, “point blanc” evolved to “point blank”. [<http://www.thefirearms.guide/blog/aim-bullseye/>]

“Bullseye” has become part of our lexicon, arts, and economy. For example...

Target stores’ telltale logo was first revealed in 1962, streamlined in 1968 and has since evolved into one of the most recognized symbols in North America. The Target PR team debated more than 200 possible names for the store and logo design. On a red-and-white whim, they came up with “Target” and immediately envisioned a classic Bullseye logo with three rings. Genius! [<https://corporate.target.com/article/2014/04/bullseye-love-history-of-target-logo>]

And, not surprisingly, it figures prominently in the sports industry as a brand name for pistols, archery equipment, and so on.

Marvel comics has a character named Bullseye.

Bull’s Eye Beer, anyone?

I don’t have any stats on current collections, but I’m certain someone must collect Bullseyes in this wild and crazy hobby!

