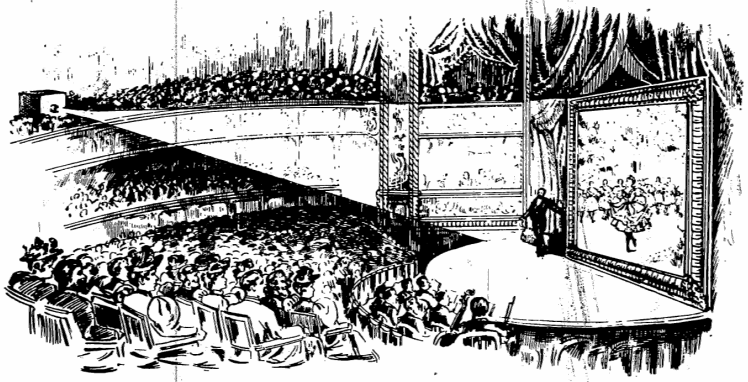
The Vitascope

RAFF & GAMMON

Organizers of the Kinetoscope Co.

253 Broadway . New York



The Vitascope being Exhibited in a Theatre or Public Hall.

(The machine can be just as successfully exhibited in vacant store-rooms, etc.)

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RAFF AND GAMMON

THE LATEST MARVEL

THE "Vitascope"

A NEW MACHINE is now ready to be exhibited to the public, which is probably the most remarkable and startling in its results of any that the world has ever seen. Several marvels of inventive genius have, in past years, gone forth from the Edison Works, located at Orange, New Jersey. "The Wizard of Menlo Park" has conceived and in due course perfected the Phonograph, the Kinetoscope and the Kinetophone, each of which in turn, has excited the wonder and amazement of the public and, from a practical standpoint, opened up opportunities for exhibition enterprises, many of which are paying handsomely to this day.

THE NEW MACHINE

which is now to be launched upon the wave of public curiosity, promises to be a greater marvel and to bring larger material results to exhibitors than any of its predecessors which have been constructed at the Edison Works . . . . . .

This latest scientific wonder has been named the "VITASCOPE," as it projects apparently living figures and scenes upon a screen or canvas before an audience. In bringing this machine to its present state of perfection, many months of experiment and expert labor, as well as large outlays of money have been devoted to the work . . . . . .

The new machine will be made by the Edison Manufacturing Company, where the Phonograph and Kinetoscope are made. ***Several years ago Mr. Edison conceived the idea*** of projecting moving figures and scenes upon a canvas or screen, before an audience . . . . . .

WING to pressure of his extensive business, he could not fully develop his inventive ideas at the time. However, he put his experts to work upon a machine which should reproduce moving figures upon a small scale, and the Kinetoscope was the result . . . .

After perfecting the Kinetoscope, Mr. Edison turned his attention to his original plan of inventing a machine capable of showing the moving figures and scenes, life-size, and before a large audience. His ideas soon took practical form, and as long ago as last summer a very creditable result had been obtained; but Mr. Edison was unwilling to give his unqualified approval until the highest practicable success had been achieved. Since then, Mr. Edison's experts have been putting his ideas and suggestions to practical test and execution and, in addition, some of the original ideas and inventive skill of Mr. Thomas Armat (the rising inventor, of Washington, D. C.) have been embodied in the "Vitascope," the final result being that to-day it can almost be said that the *impossible has been accomplished*, and a machine has been constructed which *transforms dead pictures into living moving realities* . . . .

Milton, Pa.

GRAND VITAGRAPH FEATURE AT THE BIJOU DREAM

Milton Evening Standard

"The Song Bird of the North," a Civil war story featuring Ralph Ince as Abraham Lincoln, today only at the "Palace of Pleasure" on Broadway. "All on Account of a Portrait," a good Edison comedy, presents Mary Fuller in the leading role. [illegible] a good "western" [illegible] Sandy from Double L Ranch." "Over the Rio Grande," an Essanay western, will be substituted in place of Pathe's weekly today, but starting next week the weekly will be every Thursday and Saturday. The musical program includes selection from "Two Little Brides" and patriotic airs for the war drama. Don't miss the free street parade and band concert in front of the theatre tonight at 6:30 sharp. Call early and avoid the crowd. Admission always five cents.—adv. July 19, 1913

Edison Movie

The Vitascope shows human beings instinct with vitality, and with every detail of changing expression and movement. every feature of costume and accessory, every surrounding object, figure and scene standing out from the canvas, startlingly distinct, an exact representation or reproduction of nature—in fact, we might almost say, nature outdone . . . . . .

The Vitascope is simple in construction and easy of operation. Even the first crude machine produced most gratifying results on private exhibition in New York recently. The perfected machines for exhibitors are being made with great care and we predict a sensation when publicy shown.

THE FIGURES *adapted to this machine can be shown life-size. There is an absence of annoying and distinct wavering motion, and other defects which would detract from a highly satisfactory production. In short, when the machine is started by the operator,* **the bare canvas before the audience instantly becomes a stage, upon which living beings move about, and go through their respective acts, movements, gestures and changing expressions,** *surrounded by appropriate settings and accessories—the very counterpart of the stage, the field, the city, the country—yes, more, for these reproductions are in some respects more satifactory, pleasing and interesting than the originals. The "Vitascope" can be placed from fifty to seventy-five feet distant from the canvas or screen, and the most excellent results be assured.*

IT WILL BE READILY SEEN THAT

a large audience can thus be accommodated between the machine and the canvas upon which the subjects are projected

A Subject

can be shown for ten or fifteen minutes if desired, although four or five minutes is better

THEREFORE

It is apparent that the field covered by the "Vitascope" is vastly greater than that of the Kinetoscope, in which the length of exhibition of a subject is practically limited to about one minute Almost any **happening or occurrence; any subject having motion of living beings or other objects**, singly or in groups, in city or country, in-doors or out, and in any part of the world, will, in our judgment, be within the scope of the new machine, and **can be reproduced, true to life in size, movement and every detail**, before an audience, however large We need not dilate upon the **tremendous possibilities** which these facts involve, although they may be even more far-reaching, scientific and advantageous to mankind than any of us now imagine, to say nothing of their practical benefit and their . .

promise of large profit to those who control the exhibition of the "Vitascope"

Musical Accompaniments

MUSIC CAN BE VERY APPROPRIATELY AND EFFECTIVELY RENDERED SIMULTANEOUSLY WITH THE EXHIBITION OF MANY VITASCOPE SUBJECTS.

ALL SUBJECTS MADE UP OF DANCING, MARCHING, OR OTHER ACTS AND SCENES WHERE MUSICAL SELECTIONS IN TIME WITH THE MOVEMENT ARE IN PLACE, CAN BE MADE MORE INTERESTING AND REMARKABLE BY THE ADDITION OF MUSIC.

THE EDISON PHONOGRAPH

CAN THUS BE UTILIZED TO RENDER BAND AND ORCHESTRA SELECTIONS. A PIANO; A GROUPE OF MANDOLINS OR GUITARS; A COMBINATION OF VIOLINS AND WIND INSTRUMENTS, OR EVEN AN ORCHESTRA OR BAND (WHERE THE EXHIBITION IS GIVEN IN A THEATRE OR LARGE HALL) WILL, IN EITHER CASE, ADD MATERIALLY TO THE NOVELTY AND ATTRACTIVENESS OF THE VITASCOPE.

The · Electric · Current is used directly to run the machine, without the interposition of storage batteries . . . . . .

The films used at present are of the Standard Kinetoscope type . . . . . .

Each outfit is complete in every particular, and nothing is lacking to a creditable and thoroughly satisfactory exhibition, save the purchase of the desired film subjects. The machine and all its accessories are compactly encased in a handsome oak box, so constructed as to be readily and easily transported from place to place . . . . . .

Owing to the active and, in some instances, unfair competition in the Phonograph and Kinetoscope business, it has been decided to adopt the territorial plan in connection with the "Vitascope." The man who invests a considerable sum in securing territory, and exhibition outfits, and devotes his time and experience to the business, wants to feel assured that his plans and efforts will not be counteracted or entirely set at naught by the itinerant exhibitor who has little or nothing invested, yet who cuts prices, gives an inferior exhibition, and brings the business into disrepute . . . . . .

THERE IS ONLY ONE WAY OF EFFECTUALLY PREVENTING THIS

AND THAT IS · · · · ·

By leasing the Machines and restricting their use within stated and agreed-upon limits of territory

THE "VITASCOPE" will, therefore, be **LEASED, BUT IN NO INSTANCE SOLD.** The title of every machine thus remains in us, and we are able to legally restrict its use, by written agreement, to territory contracted for. We have set a low price upon the respective states, compared with the price which has heretofore been fixed for exclusive rights to other famous exhibition machines. We will be pleased, on application, to furnish information as to our terms for any unsold state, as well as other details of the business. Each purchaser of territory will enter into a contract, by virtue of which he will acquire the sole and exclusive right to exhibit, and otherwise handle, the "Vitascope" within the state which he secures. Patents upon the "Vitascope" have been applied for, through high-class patent attorneys, and no machines will be leased by us without a clear and specific limitation as to the territory in which they may be placed on exhibition; so that each owner of exclusive rights can feel assured

that none of the machines will be leased within his territory, except upon his own order, or with his express consent and approval.

THE PURCHASER OF THE RIGHT IN ANY STATE

can *under this plan be more certain than under any other plan, of deriving all the profit there is to be secured in his state from "Vitascope exhibitions,* free from the annoyance, the division of the profit and the frequent demoralization of business, incident to the unrestricted exhibition of machines which are sold without limitation : : :

IN OUR JUDGMENT A CHARGE OF TWENTY-FIVE OR FIFTY CENTS

can successfully be made for each exhibition of the "Vitascope." *From three to six subjects, each lasting four or five minutes, will make a very satisfactory exhibition.* Thus, many exhibitions can be given in a day and evening, each at stated periods or hours, and the audience on each occasion need only be limited by the size of the room or hall :

THE MONEY-MAKING CAPACITY OF THE "VITASCOPE"

thus becomes apparent, and when its novelty, the remarkable variety of its subjects and the marvelous character of the exhibition itself are considered, all experienced and successful phonograph and kinetoscope exhibitors will, we are confident, agree with us that *no machine has ever been invented which can compare with the "Vitascope" in its large possibilities of money-making* : : : : :

The Rental Price of each Complete Outfit

will be from twenty-five to fifty dollars per month, depending somewhat upon the place, extent of use, length of lease and other conditions and circumstances. The cost of running is so small that it need hardly be taken into consideration. Film subjects can, by a very convenient arrangement, be changed inside of a minute or two, thus insuring an almost continuous exhibition of different subjects, if desired . . . . . .

We are able to furnish 15 or 20 appropriate subjects

at once, and from time to time we propose to secure *the most novel, timely and attractive subjects within reach*, aiming always to meet and *satisfy the public curiosity and admiration* in the range of subjects which we secure and supply to exhibitors. Exhibitors, by paying a small exchange fee, can return films to us after exhibiting for a time, and secure in return different subjects.

Apropos of film subjects for the Vitascope

we are prepared to announce the successful

COLORING OF FILMS.

We are able to supply Vitascope Exhibitors with colored films, from the start. The result of exhibiting these films upon the canvas is startlingly realistic. With the life tint upon face, hands, arms and other features, and with vivid coloring of costume and accessory, the subjects stand out from the canvas like living men and women, and the effect is so vivid and so remarkably life-like as to excite the wonder and enthusiastic comment of all beholders.

We control the
"Vitascope"
FOR THE ENTIRE WORLD

and are ready to negotiate
for rights in any country
which may be named

ALTHOUGH we have persistently kept an announcement and description of the new machine from the newspapers, and although we have not done a line of advertising, nor issued a circular hitherto, yet we are already in receipt of a large number of applications for territory, and we anticipate a rapid disposition of the states after public announcement by circular and press notices. We would, therefore, respectfully suggest that those who contemplate the purchase of exclusive rights should act promptly, in order that they may secure the territory they desire, and get into the field with their exhibitions at the outset, and *while public curiosity is at its height* over the latest sensation from the Edison Works . . . . . .

A complimentary exhibition of the "Vitascope" to the Press of New York, will be given, at the Edison Works within a week or two. After that, the new machine will become public and be a popular subject for newspaper articles throughout the country.

RAFF & GAMMON

253 BROADWAY

. . . POSTAL . . . . . .
TELEGRAPH BUILDING NEW YORK CITY