



The . . .
Mutoscope
(TRADE MARK).

Protected by Letters
Patent in all countries
throughout the world.

Introduction.

THIS pamphlet is published for the benefit of those who wish to understand something of the **MUTOSCOPE**, which has already come into such prominence as a means of general entertainment and public instruction.

Those who read attentively will understand what the **MUTOSCOPE** is, and be able to appreciate not only its high value as a source of amusement, but also that this wonderful instrument is destined to become almost indispensable in the **useful arts**, and to play a most important part in the **Social Economy**.

Should more detailed information be desired, it will be furnished with pleasure upon application to

**THE INTERNATIONAL
MUTOSCOPE SYNDICATE,**
18 & 19 GREAT WINDMILL STREET,
. . . LONDON, W.

Telegraphic Address: "BIOGEN, LONDON."
Telephone No. 1814 GERRARD.

ILLUSTRATED BITS

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A MODERN EVE.

Special Notice.

Most of the illustrations appearing in this pamphlet are on a **reduced scale**. Nos. 17, 18 and 19 are the **actual size of the Mutograph negatives**, whereas Nos. 3, 7, 24 and 25 are **enlargements**.

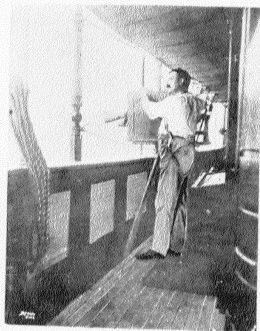


Fig. No. 1.—Photographer and Mutograph off Cuban Coast.

Interesting descriptive articles on this subject have appeared in the following publications:—

PEARSON'S MAGAZINE	February, 1899.
CASSILL'S MAGAZINE	February, 1899.
BLACK AND WHITE	December 31, 1898.
DAILY TELEGRAPH, London	December 31, 1898.
DAILY MAIL, London	January 5, 1899.
SCIENTIFIC AMERICAN, New York	January 14, 1899.
HARPER'S MAGAZINE, New York	November 26, 1898.
and many others.	

The Mutoscope.

(TRADE MARK.)

This instrument, in size and general appearance (see illustration on page 7) not unlike the stereoscope, presents to the eye photographic views of **objects in motion** in a manner so life-like as to border upon the marvellous. For example: An express train travelling at the rate of a mile a minute is seen approaching, at first a mere speck in the distance.



Fig. No. 2.—Empire State Express, N.Y. Central Railroad, U.S.A.

On she comes ! She's here ! ! Going by ! ! ! Gone ! ! ! ! All with the vividness of reality—so much so, that it does not require a great stretch of imagination to fancy that one even hears the roar, and feels the rush of wind from the flying train. You see clouds of steam, the dust, the whirling wheels, then the vacant track—and you wish to see it all again.

Progress in the Art of Animated Photography.

While the art of recording movement by means of the camera, and the reproduction of the views so recorded, presenting scenes in which the objects appear in motion as in life, is not entirely new, **it is nevertheless new** to produce the effect of life-motion in photography **without serious defects which make it trying to the eyes.** Results heretofore attained by instruments of this class have been unsatisfactory:—the views being too small, and the excessive vibration attending the operation of the appliances used for presenting them, giving a blurred and unsteady effect to the picture, injurious to the eye, and destroying much of the realistic effect; the apparatus has been bulky, complicated and costly, requiring mechanical power for its operation, and constant care of skilled attendants;—all of which have operated against the general introduction of each apparatus and restricted its use to a few of the larger cities, and even then to fixed places where mechanical power could be had.

The MUTOSCOPE is free from all these objections and difficulties. Its size, resembling that of an ordinary sewing machine case or cover, makes it available for use in limited space, and it can easily be carried from place to place. **Its mechanism is simple,** and will not get out of order with ordinary use. **A child can operate it.**

It presents views about the size of a cabinet photograph, and runs so smoothly and steadily that each picture appears to be a part of **one continuous photographic moving scene,** with every gesture and movement faithfully reproduced **as in life.**



Fig. No. 3.—French Cuirassiers.

How the Mutoscope is made.

THE perfection attained by the MUTOSCOPE is due in no small degree to the **special mechanisms** employed in photographing, developing, printing and properly registering the subjects for

reproduction. With this mechanism, successive photographs of **objects in motion** are taken upon a band or film at the rate of *10 to 60 per second*. Photographic prints, from the series of pictures thus obtained, are mounted in consecutive order around a cylinder, standing out like the leaves of a book as shown in illustration (Fig. 4). When the

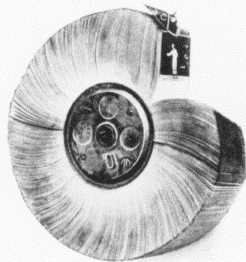


Fig. No. 4.—The Mutoscope Reel.

cylinder is slowly revolved, the picture cards being held back by a stop and allowed to snap past the eye, as when one thumbs the leaves of a book, an **apparently-moving picture** is the result, and it is difficult to realise that the picture is not endowed with life. **For commercial purposes**, the cylinder or reel of pictures is mounted in a box (see illustration Fig. 5), on the outside of which is a crank; a

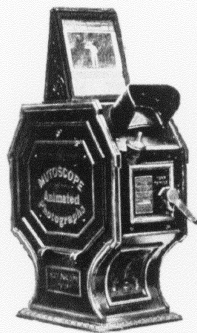


Fig. No. 5.—Automatic Mutoscope with Coin-operating Attachment.

very simple mechanism connects the crank with the cylinder when a coin is dropped into a slot, thus allowing a person to make a complete rotation of the cylinder, when the crank is released, and another coin is required for another view. **From 900 to 1,000 pictures are mounted upon each cylinder.**



Operation of Mutoscope Controlled by Spectator.

In the operation of the MUTOSCOPE, the spectator has the performance entirely under control by the turning of the crank. He may make the operation **as rapid or as slow** as fancy dictates, or he may maintain the normal speed at which the original performance took place; and, if he so elects, the entertainment may be stopped by him at any point in the series, and *each separate picture may be inspected at leisure*. Thus, every step, motion, act or expression, may be analysed, presenting effects at once instructive, interesting, attractive, and amusing.

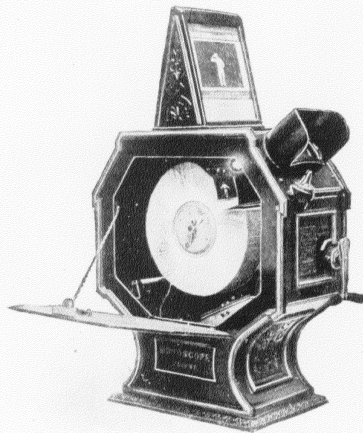


Fig. No. 6.—Automatic Mutoscope with Coin-operating Attachment.
(Inside View.)

**The Capacity of the . . .
Mutoscope Co.-equal with
that of the Camera.**

The MUTOSCOPE has the same capacity as the camera. Thus the record made by the camera is preserved complete. The MUTOSCOPE re-

produces in motion, anything which can be photographed, whether the motions of human bodies, in mechanisms or in nature. The falls of Niagara, the eruption of Vesuvius, great harbours with moving ships and water craft, conflagrations, storms at sea, horse and boat races, surf and bathers, moving trains, animals, athletic games and sports, scenes from noted plays introducing prominent actors, national and royal assemblages; in fact, any scene from the gigantic down to the motion of an insect may be reproduced with perfection, *fidelity to nature*, and the actual movement presented by the scene, depicted in a most realistic way.

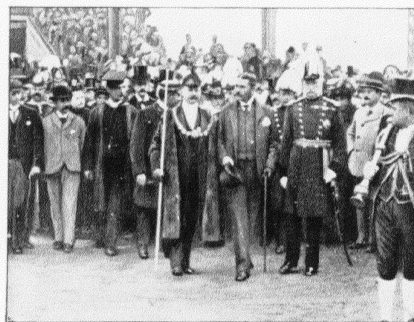


Fig. No. 7.—Reception of the Sirdar at Dover

The Mutograph.

(TRADE MARK.)

The MUTOGRAPH is the camera which takes the pictures shown in the MUTOSCOPE and Biograph. It is in itself a wonderful machine. Earlier cameras have mainly been limited to taking pictures about **an inch square**, and the methods employed have been such as to make the reproductions unsteady and blurred. The Mutograph takes pictures **2½ ins. × 3 ins.**, or about the size of the ordinary lantern slide, and prepares them for the

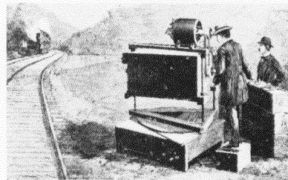


Fig. No. 8.—The Mutograph taking a Picture.

accurate registration which is indispensable to the reproduction of a clear and steady view. This machine is capable of taking pictures at the rate of **100 per second**, and is of practical and sub-

stantial construction. It is operated ordinarily by an electric motor or storage battery, thus securing regularity of speed. An indicator, attached to the machine, shows at every instant the number of pictures taken per second. The pictures are taken on a band or sensitive film which may be *hundreds of feet* in length, according to the duration of the scene. Every picture is as clear and sharp as those made by the finest camera, and enlargements obtained from selected views in a series taken by the Mutograph, are often of great commercial value for **trade purposes**. These pictures may also be of value for **press purposes**, as much study is often required to secure the most appropriate picture with which to illustrate an article. By selecting the desired scene from a Mutographic series of pictures, the artist is enabled to achieve **results heretofore quite impossible**.

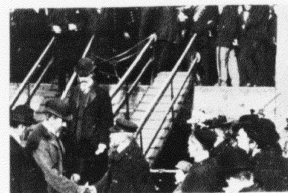


Fig. No. 9.—Sirdar at Calcutta.

Patents and Inventions.

The **MUTOSCOPE**, the Mutograph, the Biograph, and the various mechanisms for printing and registration, are the inventions of Mr. Herman Casler; and the broad and numerous patents upon this and other similar apparatus, in all the principal countries of the world, are now owned by the International **MUTOSCOPE** Syndicate, except where same have been sold to Companies in which the Syndicate is interested.

Plant and Special Machinery.

The Syndicate has, in its laboratory, numerous machines specially invented and constructed for developing, printing and preparing subjects for the **MUTOSCOPE** and Biograph. The machines used for the reproductions from negatives are perhaps the most extraordinary of all the mechanisms required in this art. The *precision of registration* necessary to be maintained to produce the perfect steadiness of pictures, has called forth the highest efforts of the inventor, and it is but just to claim that nothing has ever been produced in the science of photography to equal the mechanisms that have been created for this purpose. The time expended, and the ingenuity and capital necessary to perfect and produce the intricate automatic machinery

embraced in the complete manufacturing plants of which the Syndicate has the benefit, together with the reciprocal bond of alliance existing between wealthy



Fig. No. 10.—Arrival of Queen Wilhelmina and her Mother at the Dam, Amsterdam.

parent **MUTOSCOPE** Companies in the principal countries of the world, constitute a formidable bulwark against successful competition.

Laboratories for Experimental Work.

The International **MUTOSCOPE** Syndicate are proprietors of extensive and very complete laboratories, under the supervision of Mr. Herman Casler (the inventor of the **MUTOSCOPE**, the Mutograph, and the Biograph), and Mr. W. K. L. Dickson (one of the pioneers of animated photo-

graphy). These laboratories are fully equipped to develop improvements in the art of animated photography, in every direction.



Fig. No. 11.—Dyeing and Retouching Department, Mutoscope Factory.

Facilities for Securing Views.

Besides having all necessary appliances for taking scenes, the International MUTOSCOPE Syndicate has every facility for constantly increasing the number and varying the character of interesting subjects; and, in addition, has arrangements for the interchange of views with all of the Companies controlling and operating these inventions in all countries, so that it is practicable to secure to the best advantage, *scenes from practically all parts of the world.*

A Business Aim.

That the MUTOSCOPE and Biograph shall become a *fixed and reliable means of public entertainment and enlightenment*, in this, as it is destined to become in every important country, is the first business aim of the Syndicate. A careful

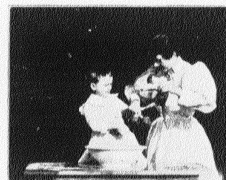


Fig. No. 12.—Pussy's Bath.

study of the subject, brings the conviction that the MUTOSCOPE and Biograph will become *co-ordinate with the Press* for the dissemination of practical knowledge.

Permanency of the Mutoscope Business.

Many have said "Yes! it is good, but will it last?" The logical reply to this is: **The business will be permanent** for the same reason that the

pictorial newspaper is permanent, and **with a decided advantage** over that of the pictorial paper. It stands to reason that people will continue to see with not only unflagging, but ever-increasing interest and pleasure, these animated scenes, which will now take the place of the still pictures with

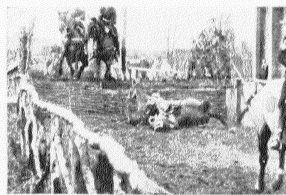


Fig. No. 12.—A Nasty Spill during Cavalry Exercise.

which, perforce, they have had to be satisfied hitherto. The history and growth of pictorial papers and magazines in the past 25 years—most of them established solely for the purpose of producing **still pictures** of interesting scenes and current events, and prospering by reason of their enterprise in that direction—warrant the conviction that the production of **pictorial life** upon a *broader and more comprehensive* plan of operation than any paper or magazine could undertake, will long continue to find public favour and enjoy its rewards. The life of

this **MUTOSCOPE** business may be said to be **renewed with each new picture**; and so long as there are activity and curiosity in the world, this art, which produces **pictorial life**, will be in active demand. "It is a novelty!" Yes! but a **permanent novelty**.



Fig. No. 13.—Return of the Lifboat, Worthing.

Organisation of Subsidiary Companies for Working . . the Mutoscope as a . . . Coin-operated Machine . .

Subsidiary Companies have been organised in various districts throughout the United Kingdom, which, as Licensees, have the sole right to exhibit

the **MUTOSCOPE**, with the coin-operated attachment, within a given district. The English Parent Company, however, retains an important share interest in every instance. In no case hitherto has the machine been sold.

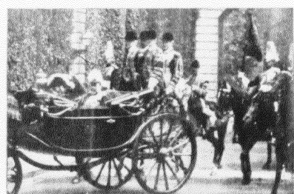


Fig. No. 15.—King Edward VII. leaving Marlborough House.

Subsidiary Companies already Organised and Working.

The following Companies have been formed and are in active operation in the United Kingdom:

LONDON AND DISTRICT.	ISLE OF MAN.
SCOTTISH.	NORTH WALES.
MANCHESTER AND SALFORD.	SOUTH WALES.
BIRMINGHAM.	BLACKPOOL AND SOUTHPORT.
IRELAND.	SOUTH COAST (HANTS, SUSSEX and KENT).
MIDLAND & LINCOLNSHIRE.	EAST COAST.
YORKSHIRE.	BRISTOL CHANNEL.
NORTH LANCASHIRE.	
LIVERPOOL AND MERSEY DISTRICT.	

Figures of results obtained in working will be found on pages 32 to 36.

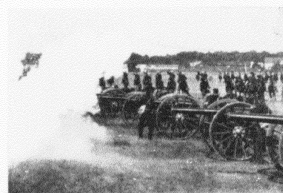


Fig. No. 16.—French Artillery resisting Cavalry Attack.

Mutoscope Shops.

It has been the policy of these subsidiary Companies to open **MUTOSCOPE** shops throughout their districts. A large number of these shops are now in active operation, and more are constantly being opened. Thus the Syndicate has a field, unique and striking, for the introduction of new business through these shops. The public of all parts can now be catered for simultaneously to great advantage without extra expense. The great success of this system of **MUTOSCOPE** shops warrants the belief that in the near future there will be scarcely an important street in the kingdom without its **MUTOSCOPE** shop.

Parent Mutoscope Companies Abroad.

The International MUTOSCOPE Syndicate has completed the organisation of MUTOSCOPE and Biograph Companies in America, France, Germany, Holland, Belgium, Italy, Austria-Hungary, Africa and India, and is now perfecting, as rapidly as possible, similar organisations in every other important country. The co-operation of these organisations is assured, and is a guarantee to the Syndicate of an inexhaustible supply of the most interesting subjects: practically every important current event thus becomes available to the public in all parts of the world.

Some of the Views that have been taken.

There are at present *several thousand* views at the command of the Syndicate, and the number of these views is being *daily increased*. Some of them are of such *striking interest* and *historical value* as to merit special reference to them. Perhaps the most important, in many respects, are those of POPE LEO XIII. There are *five* separate and important views of His Holiness the Pope of Rome. These views were secured after careful consideration of the subject by high church authorities and especially by the Pope. Many high dignitaries of

the Catholic Church urged the *great special and historic value* of such views. They were taken by this Company. All of them were taken in the Vatican and gardens. The aged Pontiff is seen in

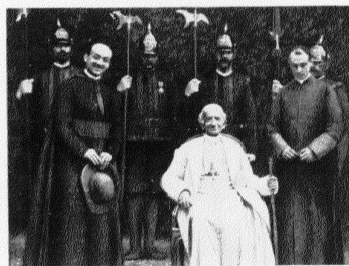


Fig. No. 17.—His Holiness Pope Leo XIII.

the solemn act of giving the Apostolic Blessing, and which he dispensed with the knowledge that millions of his spiritual subjects would witness the reproduction of his every movement. These views have been exhibited before His Eminence Cardinal Vaughan, and many other high Catholic authorities, all of whom have expressed the highest satisfaction with the *faithfulness and realism* of the pictures, and that they were thus enabled to see the great head of their church.

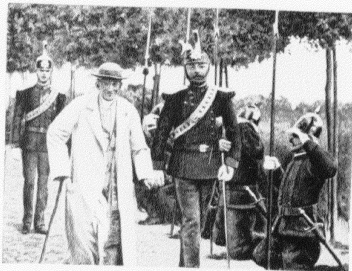


Fig. No. 18.—The Pope walking in the Gardens of the Vatican.



Fig. No. 19.—The Pope in his Carriage.



Fig. No. 20.—Pope Leo being Photographed by Mutograph.

Other Views.

Naval Review off Spithead.—Taken from American Line s.s. *New York*.

The President of the United States.—This view was taken upon President McKinley's lawn, at

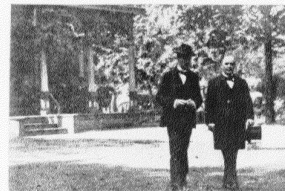


Fig. No. 21.—President McKinley with his Secretary.

his home in Canton, Ohio. President McKinley appears walking across the lawn, in company with his Secretary, who hands him a telegram, which he reads with apparent satisfaction. A scene replete with interest.

President Faure of France.—Shooting pheasants on his preserves near Paris.



Fig. No. 23.—President Faure, Pheasant Shooting.

Niagara Falls.—The grand rapids of Niagara are shown in a realistic manner; the great volumes of water pouring over the falls, together with the mist and spray arising therefrom, are shown with the greatest fidelity to nature, and one can almost hear the roar of the waters.

The Spanish-American War.—Scenes taken in Cuba and vicinity, among them the battleship *Vizcaya*, after being driven ashore by the American fire.

The Emperors of Germany and Austria.—Meeting at Buda-Pesth, Hungary.

Mr. W. K. L. Phosberg,
Chief Operator.
Mr. S. S. Seward.
Mr. Cox.
Mutoscope and Biograph
Photo. Tent.



Fig. No. 24.—Mutoscope at the Front by permission of General Buller in South Africa, during the Anglo-Boer War.

Sandow.—This view offers a magnificent study of anatomy. The famous strong man is shown going through his regular poses, and by stopping the machine at one's will, any particular pose can be carefully studied.

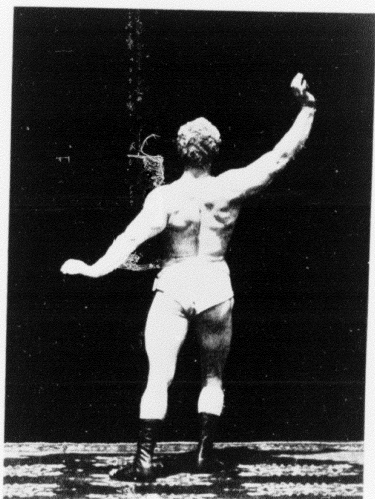


Fig. No. 24.—Sandow.

The views, as seen in the Mutoscope, are the size of this picture, approximately.

Members of the Royal Family at Afternoon Tea, Clarence House, St. James's Palace (by special permission).



Fig. No. 26.—Royal Tea Party at Clarence House.

The Queen of Holland.—Showing scenes during the recent wedding, also the coronation festivities at Amsterdam.

Maxim Guns in Action.—Several scenes portraying the celebrated inventor, Mr. Hiram Maxim, discharging different styles of his quick-firing automatic guns.

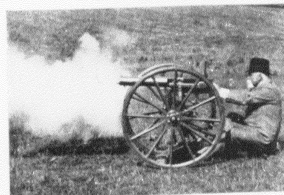


Fig. No. 27.—The Maxim Gun and its Inventor, Hiram S. Maxim.

Panoramic Scenes. Taken from locomotives running at high speed, and showing views of scenery along prominent railways just as it is seen from the cars.

10-inch Disappearing Carriage Gun. Loading and Firing, at Sandy Hook.—A remarkable view, and shows a modern high power gun in act of discharge. The immense gun, weighing 67,000 lbs., is seen to rise in the air, discharge its projectile, and sink back behind the fortification ready for reloading.

And thousands of other views.

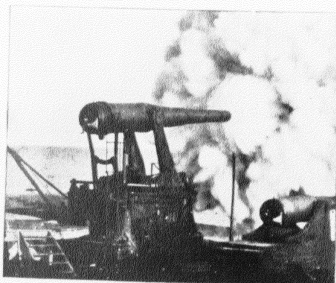


Fig. No. 28.

The Mutoscope as a Money Earner.

The permanent success of automatic machines worked by placing a coin in the slot, demonstrates that the public do NOT miss the small coin, in spite of the value of money, and the large premiums now required for the purchase of shares in well managed concerns of the kind, are proof of their substantial commercial value.

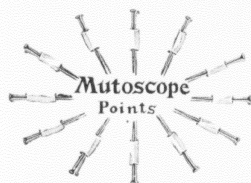
The **MUTOSCOPE**, which now holds the *first place* amongst all known automatic machines, *will continue* in that proud pre-eminence as long as the world's people find pleasure in admiring the interesting and curious scenes which the universe affords, and it will be a source of *constant and varied enjoyment* for the inhabitants of all nations.

The **MUTOSCOPE**, arranged to work *automatically* by the insertion of a coin, is at once one of the **most attractive and untiring money earners** which it is possible to conceive. The moment the money is put in the slot, the spectator is as if suddenly transported by magic to the uttermost limits of the earth: *he entirely controls*, by means of the crank, the motion of the animated picture before his eyes, causing it to pass under view just as slowly or as quickly as he pleases, and studying it *as suits his fancy*. **IT IS IMPOSSIBLE** to imagine the realism and fascination of the picture as it appears to him: **it must be seen**, and then one is **astonished, dumbfounded**.

The make and handy size of the **MUTO-SCOPE** combine to render its circulation in different places a very easy matter, and allow of its being placed anywhere, whilst the simplicity of working renders it far and away superior, as a money earner, to any other known apparatus contrived for public entertainment.

This machine is as the loadstone is to iron, for everyone with a moment's leisure; the variety of relaxation and amusement it offers awakens and sustains the interest of everybody, young and old, learned and ignorant alike.

The **MUTOSCOPE** to-day, aided by the organisations established all over the world for taking photographs, is a means of recreation and instruction with a **brilliant present**, and an **unbounded future**, whilst AS A MONEY EARNER ITS CAPACITY IS LIMITLESS.



Why
the coin-operated
MUTOSCOPE
excels all other auto-
matic devices as a
Money-Earner.

Because

It appeals to and interests all, from the infant of two to the aged person of ninety.
It caters to the masses, yet pleases all classes.

It can be placed at isolated points, and requires neither nurse nor attendant to keep it in order.

While it gives satisfaction to each customer, it delivers nothing which costs its owner anything—thus income is profit.

Delivering nothing which could be disposed of for value it offers no incentive for dishonest persons to rob it.

It does not need to be refilled or replenished daily as does a vending machine.

It saves two important items of loss of profit in all vending machines, viz., the cost of refilling, and loss sustained by dishonest persons inserting metal blanks instead of coins.

It works at all hours and at any time, day or night.

Its simplicity of construction prevents its getting out of order.

It never grows stale: the insertion of a new view makes it essentially a different device.

Its best earning average is reached when a number of **MUTOSCOPES** are placed together.

Its patrons are never content until they have seen all the different scenes. Herein lies a great advantage over weighing or vending machines—these always deliver the same thing, and while a customer would not weigh himself over and over again, nor continue to buy sweetmeats only because a number of the same machines happen to be together, yet the **MUTOSCOPES**, even if a dozen were together, would each get the benefit until all the views had been seen.

It appeals to that old but ever existing element, curiosity.

Its speed is under the control of the spectator, to the extent of one complete view of the subject it contains, for each coin inserted.

It follows people in their hours of leisure, and will serve them at the seaside or riverside, meet them at the football game, cricket ground or racecourse; it awaits them at the railway stations, or stands by while one takes a glass of "Scotch."

*It finds its way on excursion steamers, lurks in hotel and theatre lobbies, frequents the popular shops, attends at church bazaars, fairs, and other places of public gathering—always a **silent but eloquent** plea for coins by its patient presence, and the excellent service it renders.*

Mutoscope Earnings.

The following particulars of takings will shew what each instrument may reasonably be expected to earn.

1. At **Edinburgh**, 8 **MUTOSCOPIES**, shewn for 18 days only, took a *daily average* of **£1 11s. each**, or **£223 6s. 8d. in all**. This means that these machines **recouped their whole cost in less than a fortnight**, and in one

week more earned over and above that a surplus sufficient to clear all working expenses, and leave a *handsome profit besides*.

2. At **Brighton**, in the winter, several **MUTOSCOPIES** shewn took a *daily average* of **4s. 10d. each**.
 3. At the Cycle Show at Bingley Hall, **Birmingham**, 8 machines in 9 days took a *daily average* of **17s. 10d. each**, or **£64** in all.
 4. At the **Birmingham** Photographic Society's Exhibition, 10 **MUTOSCOPIES**, shewn for 6 days, had a *daily average* of **17s. each**, or **£51** in all.
 5. In the **London** district, an average of 70 **MUTOSCOPIES** exhibited for 110 days earned **£3,360**, being **8s. 9d. per day for each machine**.
 6. In **London**, later, an average of 128 machines, shewn for 203 days, earned more than **£10,000**, which is equivalent to **8s. per day for each MUTOSCOPE**.
- In **London**, the takings of the **MUTOSCOPIES** during a period of about two years up to March, 1900, were **more than £20,000**.
- In **Scotland**, **£4,000** invested in **MUTOSCOPIES** earned **net profits of £2,500 in nine months—i.e., after clearing all working expenses**. **THIS PROFIT IS AT THE RATE OF 83% PER ANNUM, AND THE MACHINES ARE STILL EARNING MONEY. WHERE CAN ANY OTHER**

business be found yielding a return approaching this?

7. At Yarmouth, an English coast town, 12 MUTOSCOPIES earned £253 7s. 7d. in 39 days, or say 10s. 9d. per day for each machine. This result was obtained when the season was drawing to a close, and the receipts would of course have been greater if the machines had been put out earlier, so as to be available as money makers throughout the whole season.

Reports from some of the MUTOSCOPE Companies abroad give *daily average takings* as follows, and these figures will help to show what may be reasonably expected from each machine.

8. Italian Co. *daily average* per MUTOSCOPE, 8 11.
 9. Indian Co. *daily average* per MUTOSCOPE, 10 2½.
 10. Austro-Hungarian Co. *daily average* per MUTOSCOPE, 5 -
 11. South African Co. *daily average* per MUTOSCOPE, 2 2 (during the War).
 12. After five years' public use of the MUTOSCOPE in the United States, 200 machines shewn at the Pan-American Exhibition at Buffalo, New York, took during the first day of the Exhibition an average of \$13 each, or in all \$2,600 in one single day.

Another shop in the State of New York is making profits at the rate of \$1,000 a week.

Further Examples of Mutoscope Earnings.

No. of Machines in use.	Where.	No. of days Service.	TAKINGS.			
			Total.	Daily Average for each Mutoscope.		Gold Dollars.
			Pounds Sterling.	Pounds Sterling.	Pounds Sterling.	
15	South Beach, Staten Island, New York	7	£ 49 14 2	0 9 5	0 9 5	\$2.35
10	Huber's Museum, 14th St., City of New York	7	24 4 10	0 6 0	0 6 0	1.50
17	Bowery Parlor, City of New York	7	47 4 2	0 7 11	0 7 11	1.97
32	Broadway Parlor, City of New York	2	29 15 0	0 9 3	0 9 3	2.31
10	Bicycle Races at Madison Square Garden, City of New York	6	61 4 0	1 0 5	1 0 5	5.10
12	Steamer "Grand Republic," City of New York	60	234 14 5	0 6 6	0 6 6	1.62
4	Bergen Beach, Long Island	39	47 13 0	0 7 11	0 7 11	1.97
20	Boston Parlor, Boston, Mass.	17	216 0 1	0 12 9	0 12 9	3.18
4	Telegraph Office, Amsterdam	7	17 9 7	0 12 6	0 12 6	3.12
10	Sheffield, England	7	46 7 4	0 13 3	0 13 3	3.51
12	Crystal Palace, London, England	3	86 0 2	0 14 2	0 14 2	7.50
8	Royal Aquarium, London	3	20 1 11	0 10 9	0 10 9	4.18

RECEIPTS		Daily Average for each Mutoscope.	
Resumé of the Daily Receipts.		Pounds Sterling.	Gold Dollars.
Total of those stated above		£ s. d.	
Daily average for each Mutoscope		7 13 10	838 45
Total of the 12 examples numbered 1 to 12 on pages 32, 33 and 34		0 12 10	3 20
Daily average for each Mutoscope		8 15 8	43 91
Grand Average of the daily receipts of each Mutoscope		0 14 8	3 66
		0 13 9	3 43

N.B. Observe that the results above indicated are *independent* of profits which may be derived from advertisements (see the following pages) and which would be **additional** to the receipts tabulated here.

18 and 19 Great Windmill Street, London.

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How the method of illuminating . . the Mutoscope may be made a . . Profitable Advertising Medium

There are two ways of lighting the pictures which the **MUTOSCOPE** shows: *firstly*, by electricity—either from batteries within the machine itself and producing light *automatically* the moment the apparatus is put in action by the insertion of a coin; or from any supply station; and *secondly*, by an oil lamp.

The *oil lamp* is a special invention, designed to meet the contingency of an electric battery not being desired, or of electricity not being easily obtainable in the particular place where any **MUTOSCOPE** might happen to be. The oil lamp is contained within a pyramid-shaped iron frame, with glass fronts and sides, and is screwed to the top of the **MUTOSCOPE**. Reflectors, aided materially by a most ingeniously contrived *magnifying lens* fixed within the lamp, throw upon the picture a light equal to electricity in power and effect. The wind will not extinguish this lamp, which upon being lit with the container full, will burn constantly *night and day*, without smoking or charring of the wick, *for one whole week*, at the expense of a *single charge* of the cheapest paraffin oil, the consumption of which does not exceed about *one half pint per day of 24 hours*.

This oil lamp is an admirable device for **MUTOSCOPES** placed *out-of-doors*, whether on

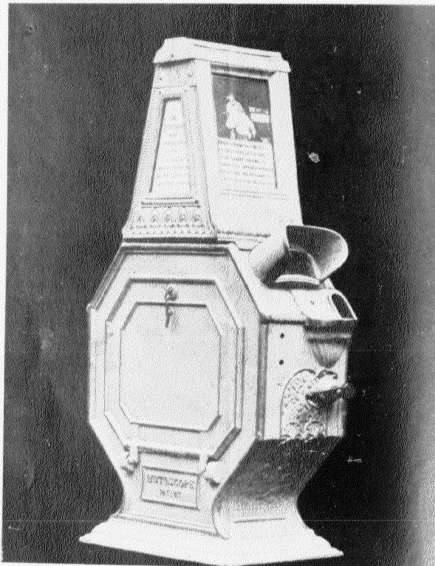


Fig. No. 29.—Automatic Mutoscope fitted with continuous burning Oil Lamp device
specialty for illuminating Mutoscope and for Advertising purposes.

promenades, squares, streets, piers, or in any other public place; as, once the lamp is lit, the **MUTOSCOPE** takes care of itself, works, and continues to earn constantly, without requiring attention of any kind for a whole week, unless it be desired to change the reel in the interim.

The glass front and sides of the lamp are removable, and form an ideal medium for advertisements of general interest. The machine being illuminated day and night, the advertisements are constantly exhibited in the most advantageous way imaginable, at the same time as the lit lamp gives forth that the **MUTOSCOPE** is always ready to work and earn money. Undoubtedly the novel system of advertising to which the **MUTOSCOPE** lends itself must considerably increase its intrinsic capacity as a money earner.

Cash Case, and Automatic Register of Receipts

Each **MUTOSCOPE** has an iron cash case with patent lock fitted inside the cabinet, for the reception of all money passing through the slot, and, where ordered, the International **MUTOSCOPE** Syndicate can furnish, attached to the mechanism, an **Automatic Register** which numbers and shews—as on a clock dial—at the moment of looking at it, every time that the apparatus has been put in action, thus providing a check upon dishonest employees.

Some Press Opinions.

"The most graphic pictures yet seen in motion."—*Daily Telegraph*.

"It is certainly the best thing of its kind yet seen in England."—*The Daily Chronicle*.

"More impressive and exciting than anything of the kind yet."—*The Morning Post*.

"The greatest triumph that photography can boast."—*Daily Mail*.

"One of the most fascinating inventions of latter days, and the world of amusement is indebted to it for some very agreeable half-hours."—*Daily News*.

"The Mutoscope: A supply of wholesome recreation which may be tapped by the public at large on the 'Penny-in-the slot' principle."—*Daily Telegraph*.

"This is surely the most wonderful achievement of animated photography."—*Financial News*.

"Age has no withering effect upon its possibilities."—*The Morning Leader*.

"It is an astounding and almost appalling illusion."—*The Echo*.

"The talk and wonder of the town."—*St. James' Gazette*.

"They furnish matter for entertainment to suit every taste."—*St. James' Gazette*.

"This development of the art of taking instantaneous photographs, and reproducing them, has reached such a stage of perfection that one is almost made an eye-witness of the scenes in their actual reality. The beautiful pictures presented are admirable in their vividness, and they are displayed with wonderful fidelity."—*The Scotsman*.

"Could anything be more fascinating."—*Truth*.

"A better show it would be impossible to find in the Metropolis at the present moment."—*Financial Truth*.

"It is the most interesting attraction."—*The Referee*.

"It presents living photographs with a vividness, realism and art, such as have never before been witnessed."—*Evening Star*.

"For reproduction of rapid action nothing has equalled these pictures."—*Westminster Gazette*.

The . . .
Mutoscope
(TRADE MARK).
Protected by Letters
Patent in all countries
throughout the world.

A Little Logic.



Why the coin-operated MUTOscope is
an exceptionally profitable and desirable business.

Because

It is a Ready-Money Business.

WHY? { It delivers only AFTER RECEIPT OF CASH.
NO Loss from Bad Debts.

It is a Ready-Made Business.

WHY? { NO outlay for Manufacturing Plant by Local Co.
NO Long Delays nor Expensive Experimenting.
NO advertising to get it introduced.
It arrives prepared to take Money immediately.
It advertises itself through its Patrons.

It regulates its own Cost of Operation.

WHY? { When placed out on a basis of percentage of its
Receipts, it Pays Rental only according to the
Business it does.

100/72

What is the
Mutoscope?

(Trade Mark).

A MIRROR
OF LIFE,

REPRODUCING

the Events of the
Year, the Doings of
Yesterday & To-Day,
Moving, Living •
History,

For the Present and the
Future.

THE CRANFORD PRESS,
LONDON, W.