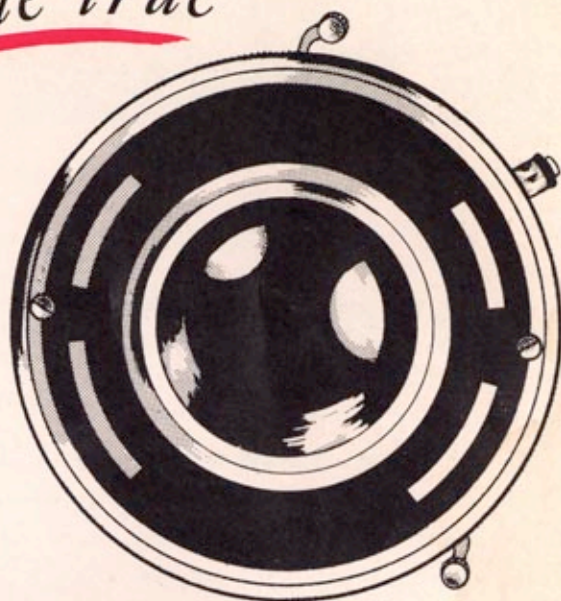


*A profit dream come true*



# FINE PORTRAITS<sub>in</sub> 50 SECONDS

WITH AMAZING

**PHOTOMAT\***

*Newest and greatest development  
in automatic photography*



# STUDIO-LIKE QUALITY PORTRAITS TO PLEASE EVERYONE! EXCEPTIONAL ALL-YEAR-ROUND EARNINGS TO PLEASE YOU!

AMAZING

## PHOTOMAT\*

*product of 16 years  
practical experience*

Here is the most remarkable photographic machine ever produced . . . the product of years of research, experimentation and painstaking development by International Mutoscope Corporation . . . the firm that in 1936 introduced Photomatic, the first fully automatic coin-operated photographic machine (delivers a framed photo in 2 minutes) . . . and in 1946 launched the famous De Luxe Photomatic (delivers a framed photo in 1 minute).

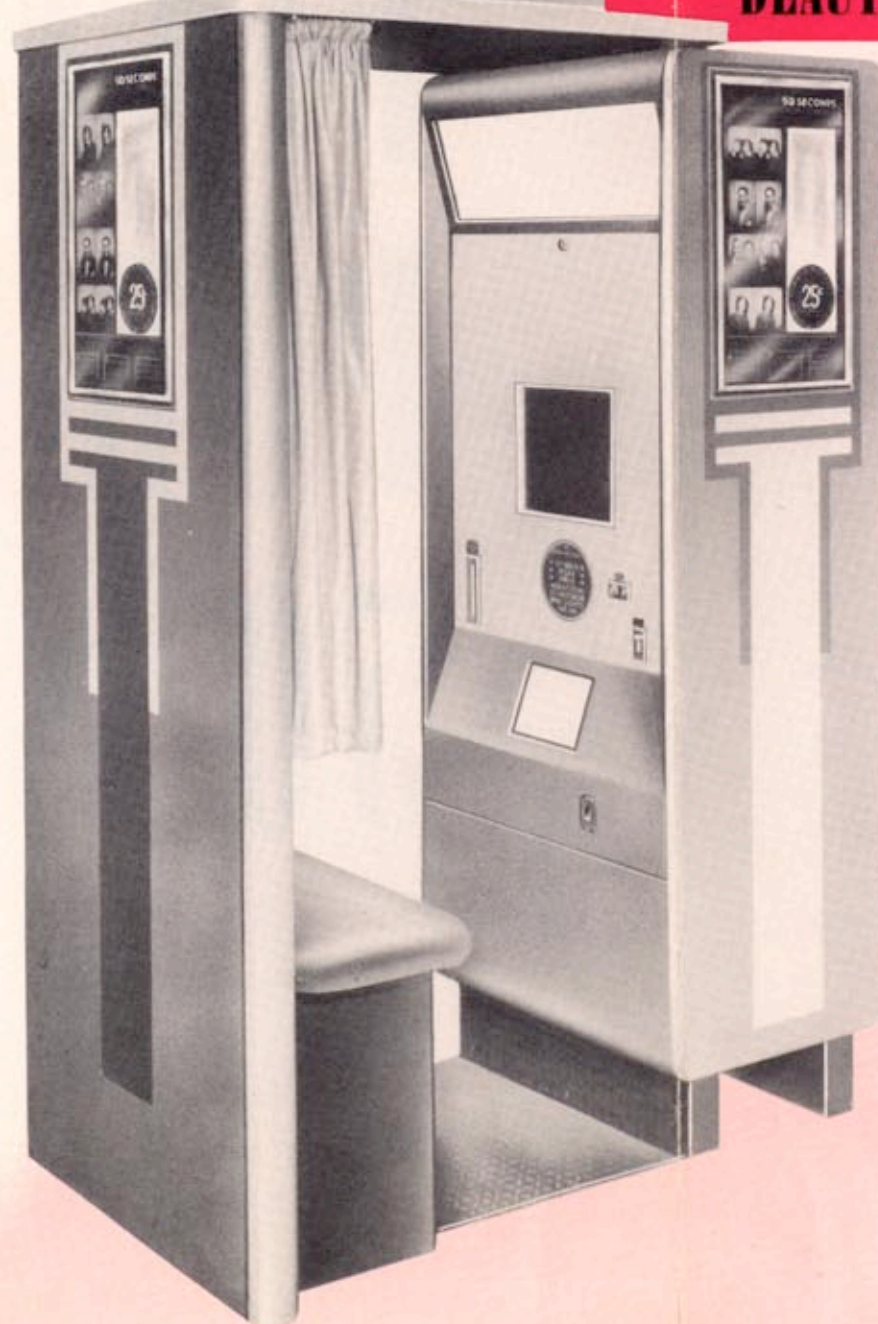
## UNIVERSAL MASS APPEAL!

Travel the nation from coast to coast and you will find Photomatics in key traffic centers such as railroad stations, airports, bus terminals, hotels, restaurants, and stores . . . also in factories for employee identification . . . in military installations where service men and women are delighted to obtain quick and inexpensive photos of themselves . . . in clubs . . . in motor vehicle bureaus, where Photomatics turn out tens of thousands of photos for licenses . . . and in hundreds of other locations. The pre-war and post-war Photomatic models have served the public well and are still producing steady profits for their owners. The success enjoyed by both assures a great future for the Photomat . . . you will find that many, many locations are waiting for it.

## RESEARCH AND DEVELOPMENT!

In keeping with the efforts of all industrial leaders who are interested in maintaining and improving their position in the fields they serve, Mutoscope takes pride in its continuous efforts to create better equipment for its customers. It is this constant striving for improvement of product that has been responsible for the production of the Photomat . . . the newest and greatest development in automatic photography.

PHOTOMAT  
PICTURE YOURSELF  
50 SECONDS  
FINE PORTRAITS



**PERFECT IN PERFORMANCE!**

**BEAUTIFUL IN APPEARANCE!**

**SIMPLE TO OPERATE!**

**EASY TO SERVICE!**

Photomat is a completely self-contained photographic studio . . . 100% automatic. Just seat yourself, insert a coin, pose for a moment and . . . in 50 seconds . . . receive two fine studio-like portraits.

Insertion of the coin activates the Photomat mechanism; a set of one of the finest lenses in America fixes the image on highly sensitive photographic paper; and an ingenious, exclusive patented photographic process completes the portraits. All very simple and practical.

And the entire unit is so ideally constructed that, by following the simple instructions in the operating manual, anyone can service it.

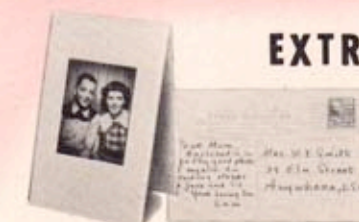
## THESE PHOTOGRAPHS MAKE MONEY!



Photomat delivers photos in sets of 2 (as illustrated) . . . 3 inches x 5 inches overall . . . for 25¢, 35¢ or 50¢ as ordered. The fine studio-like quality assures repeat sales . . . and with supplies available at very low cost from Mutoscope, you are bound to make money.

ACTUAL SIZE •

## EXTRA BUSINESS! EXTRA PROFITS!



Photomat mailing folders (as illustrated) are excellent sales stimulators. Opens to a sturdy, attractive easel-back frame. Sells for 10¢ each . . . see enclosed broadside for details.



AMAZING

# PHOTOMAT\* SPECIFICATIONS

**DIMENSIONS** . . . cabinet approx. 50" long, 29" wide, 74" high (without top sign).

**NET WEIGHT OF MACHINE** . . . approx. 600 lbs. Shipping weight approx. 800 lbs.  
(Can be knocked down to four parts in a few minutes for easy moving.)

**PHOTOMAT Standard** . . . delivers set of 2 photos each measuring approx.  $2\frac{3}{8}" \times 3"$ .

**PHOTOMAT Four Pictures** . . . delivers set of 4 photos each measuring approx.  $2\frac{1}{4}" \times 1\frac{1}{2}"$ .

**PHOTOMAT Six Pictures** . . . delivers set of 6 photos each measuring approx.  $1\frac{9}{16}" \times 1\frac{1}{2}"$ .  
(Four and six picture Photomats priced slightly higher than standard model. Lens assemblies and parts to change standard model to four or six picture delivery available at extra cost.)

**PHOTOGRAPHS** . . . produced on specially processed direct positive paper. Pictures are true images (not reversed), do not fade.

**CAPACITY** . . . machine holds sufficient materials to process 700 sets of photos at one loading.  
This huge capacity makes it possible to take care of the busiest locations with a minimum of service.

**PRODUCTION RATE** . . . 50 seconds from exposure to delivery. Add about 3 seconds for time between coin insertion and exposure.

**CABINET** . . . handsome, modern styling. Colors to harmonize with finest locations. Finest reinforced hardwood. Steel door and flooring. Rigid construction. Eye-appealing mirror displays.

**TOP SIGN** . . . beautifully modernistic, attention compelling. Supplied with machine.

**HEIGHT ADJUSTMENT** . . . simple (finger touch) knob adjuster permits customer to adjust lens to his height. No moving of seat necessary.

**SEAT** . . . stationary. Seats two adults or three children comfortably.

**SIDE CURTAINS** . . . for cabinet. Optional at extra cost.

**MECHANISM** . . . made of finest materials meeting highest standards for long service life. Entire mechanism designed for easy servicing.

**LENSES** . . . specially designed, high quality coated portrait lenses.

**TANKS** . . . acrylic plastic, acid resisting, spill-proof.

**ELECTRICAL REQUIREMENTS** . . . 105-120 volts, 60 cycles, alternating current. 12.3 amps peak power at exposure, 3.7 amps mean operating power.

**PICTURE COUNTER** . . . registers each sale.

**COIN CHUTES** . . . 25¢, 35¢, 50¢. All with slug rejectors. Specify desired chute when ordering.

**CASH BOX** . . . with separate lock.

**INSTALLATION** . . . can be made wherever A.C. 110 volts electric current is available. Photomat is completely self-contained. Waste tank easily drained.

**SERVICING** . . . fully automatic machine needs servicing only when supplies are sold out. Locks itself when empty. Simple maintenance. Entire mechanism and tanks slide out for convenient servicing . . . as easily as pulling out a drawer.

**SUPPLIES** . . . sold by International Mutoscope Corporation. Photo paper, chemicals, folders. No dark room necessary; paper prepared for daylight loading. Chemicals need addition of water only to be ready for use. Specially designed tanks eliminate spoilage of chemicals.

**PHOTOMAT FOLDERS** . . . sell at 10¢ each. See enclosed broadside for details.

*Manufactured by the World's Largest Manufacturer  
of Coin-Operated Automatic Photographic Machines*



Cable Address . . .  
Mutoscope Newyork

## INTERNATIONAL MUTOSCOPE CORPORATION

William Rabkin, President

44-02 Eleventh Street • Long Island City 1, New York

Stillwell 4-3800