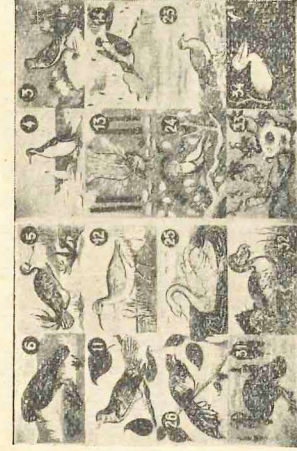


All films are available in colour as well as in black-and-white, with the exception of all titles marked\* are only issued in black-and-white.



#### ANIMATED FILMS by ENID BLYTON

- 10 Gulliver in Giantland
- 11 Sinkad the Sailor
- 12 Ali Baba and the 40 Thieves
- 13 Aladdin and the Wonderful Lamp
- 14 Puss in Boots
- 15 Jack and the Beanstalk
- 20 Snow White & the 7 Dwarfs
- 21 Little Red Riding Hood
- 22 Cinderella
- 23 Alice in Wonderland

#### COMIC STORIES—ANIMATED FILMS

- \*70 Look out, Fresh Paint!
- \*71 Goofy goes for a Walk
- \*72 The Cradle
- \*73 Pym helps Mr. Rocky

#### ADVENTURE STORIES, SPORT—ANIMATED FILMS

- \*50 Pym on the Moon
- \*51 The Diver
- \*52 Robin Hood and his Merry Men

#### WALT DISNEY SERIES—ANIMATED FILMS

- 1 Bambi
- 2 Pluto's Playmate
- 3 Three Little Pigs

#### SPORT—STILL FILMS

- \*61 Learn to Swim well
- \*62 How to Swim Crawl
- \*63 Diving
- \*64 How to play Football
- \*65 How to play Tennis
- \*66 Table Tennis
- \*67 Ice and Roller Skating
- \*68 Cricket—How to Bat

MARTIN LUCAS LIMITED, HOLLINWOOD, LANCs.

#### NATURE—STILL FILMS

- 91 Familiar and Strange Fishes
- \*107 Deep-sea Life
- \*108 Arctic and Antarctic Life
- 103 Arvards of Sea and Shore
- 90 Familiar and Strange Birds
- 95 Pigeons, Parrots & Wild Fowl
- 109 Birds in a Town Garden
- 93 Hoofed Mammals
- 99 Other Mammals
- 97 Dogs and Cats
- 104 Farmyard Life

#### MISCELLANEOUS—STILL FILMS

- \*95 The Story of Aviation
- \*113 The Story of Ships
- \*98 Astronomy
- \*96 Believers or not
- \*114 Wonders of Bird Life
- \*115 Wonders of Animal Life
- \*116 Wonders of Fish Life
- \*117 Wonders of Insect Life
- 110 Freaks & Fancies in Nature
- 1st Series
- 124 Flags of all Nations
- FABLES, LEGENDS AND XMAS SERIES—STILL FILMS
- 150 Fables of La Fontaine
- 151 Aesop's Fables
- 152 Uncle Remus' Tales
- 160 The Story of Theseus
- 161 Proserpina in the Under world
- 162 The Argonauts

#### BIBLE STORIES—STILL FILMS

- 200 Daniel and the Lions
- 201 David and Goliath
- 202 Elijah and the Baal Priests
- 203 Noah and the Flood
- 204 Elisha and Naaman
- 205 The Burning Fiery Furnace
- 206 Joseph—Part I
- 207 Joseph—Part II
- 208 Elisha defeats an Army
- 209 David and Jonathan

# What is the MiniCine?

IT IS A REVOLUTIONARY CINEMATOGRAPH AND FILM STRIP PROJECTORS IN ONE, THE IDEAL INSTRUMENT FOR YOUNG PEOPLE.

You mean that this little apparatus can show both animated and still pictures for which normally two projectors are required?

Yes, of course. And it costs less than the cheapest hand-operated cinematograph or most primitive film strip projector would cost.

I understand that the retail selling price is £5 5s. 0d. including six films. I wonder if the quality and make-up are really as outstanding and first-class as you say?

Well, you certainly agree that it looks beautiful and solid. You will also find that it is built to stand rough handling and to last a lifetime.

In this case, it should be a serious instrument and not a toy.

It is not a toy in the real sense of the word, and it is therefore free from purchase tax. You would not call a well-made bicycle for children a toy. The same can be said of MiniCine—it is a first-class projector, suitable for children and made to give everyday service indefinitely. A practically foolproof projector which children can handle entirely unaided.

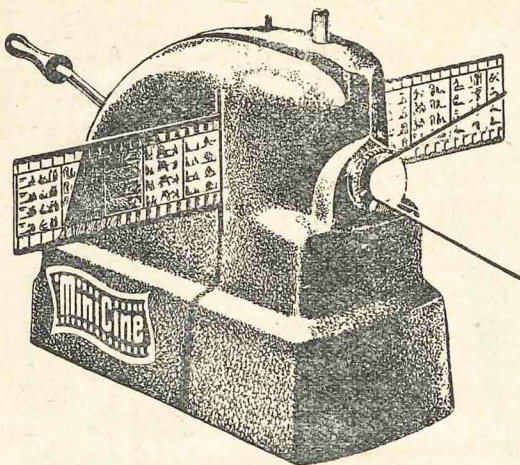
THE NEW MINICINE SET  
IN ITS DE LUXE PRESENTATION BOX.

"I think projectors are dangerous instruments. Which parents would like their children to play with 220 volts? Besides, they get very hot, and don't forget it is rather a complicated job even for grown-ups to deal properly with hundreds of feet of film, which are the length of an ordinary cinematograph film.

Continued overleaf.

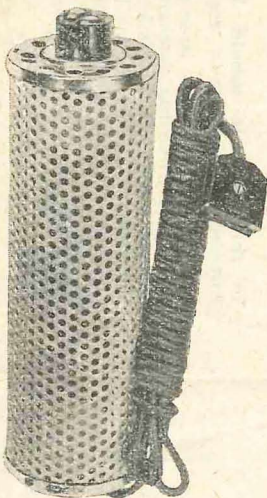






**MiniCine Projector.**

The little wonder machine showing 5 minutes "MOVIES" or 100 "STILLS" on 12ins. of film. Numerous colour and black-and-white films available for entertainment and instruction. All films produced under the direction of famous authors and leading experts. New issues every month. MiniCine works off batteries housed in the base of the projector, or from the mains by means of the MiniCine transformer or resistance adaptor. Bright and clear pictures at any distance from 1—12 feet. Screen size 18ins. x 12ins. at 6ft. distance. MiniCine is robustly built to last a lifetime and is ready for operation in a split second.

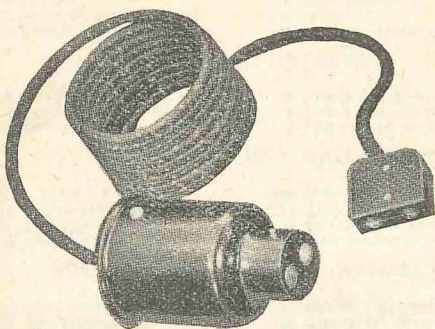


**MiniCine Resistance Adaptor**

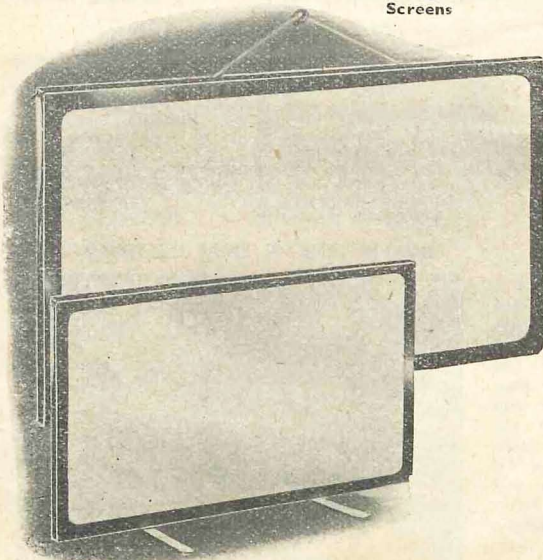
6 volts, .5 amp. For D.C. 110 V., and 200/250 V. As simple in use as an ordinary household lamp.

**MiniCine Transformer Adaptor**

6 volts, .5 amp. For A.C. only 110/130 V. and 200 / 250 Volt. Absolutely safe ; foolproof, does not produce any noticeable heat.



**MiniCine Screens**



But MiniCine is entirely different from ordinary projectors. It is as simple as a musical box, all a child has to do is to turn a handle. It operates with a supply of 6 volts, either from batteries, which are simply placed into the projector, or from the mains by means of the MiniCine Transformer costing 18/-. There is neither noticeable heat nor the slightest danger of shock. Furthermore MiniCine films are only 12ins. long and yet they give a motion picture lasting five minutes.

**That is impossible. If the MiniCine film is only 12ins. long, it should last less than a second, because normally a hundred feet of film are required for every minute of a motion picture.**

You are right as far as ordinary cinematograph projectors are concerned, but MiniCine is based on a completely new and revolutionary principle. Each MiniCine film has four rows of pictures moving in two directions, namely up and down, and at the same time very slowly in a horizontal direction.

**Do films run through without stopping like all ordinary films, or can you stop and look at a picture for as long as you like, and go backwards if desired ?**

You can certainly do this. Furthermore you can show any scene for any length of time. For instance your boy might like to watch Panda boxing a kangaroo for a few minutes, so he pushes down a button and simply keeps on turning. The next scene will not appear on the screen until he releases the knob.

**In this case a film may last hours and not five minutes as you say, but I think it is a nuisance to have to turn a handle all the time.** This may be so for grown-ups but not so for children. One of the main advantages of MiniCine is precisely that children are at liberty to stop the film, go backwards or repeat a certain scene, and thus play an active part. In that way they will enjoy a motion picture twice as much and also understand it far better.

**Do you require any special screen ?**

No. Any light-coloured wall or sheet of paper will serve as a projection screen in a dark room. The MiniCine Screens, the lowest priced silver screens on the market, will however enable you to work the projector even in daylight. They are sturdily made and combine durability and lightness with outstanding performance. Two sizes are available, namely 18ins. x 27ins. and 12ins. x 18ins. costing 27/- and 13/6 respectively. The size of the picture is 18ins. x 12ins. at two yards' distance but, thanks to the focussing device of the projector, you can show larger or smaller pictures at distances between one and twelve feet.

**What are these animated MiniCine films ?**

Well, they deal with all sorts of subjects ; for instance fairy tales, adventures and comic stories all directed by leading authors. Thus Miss Enid Blyton, the most famous writer of Children's Books in the country, has written the scenarios and stories for our popular fairy tale films and has directed their production.

**I see you do your best to give high standard entertainment for youngsters. But what about the instructional side ?**

Here again we produce MiniCine Still Films catering for every taste and interest under the supervision of well-known authors.

**Do these MiniCine Still Films contain thirty pictures, like the ordinary 5 ft. long film strips ?**

No, they contain 100 stills on 12ins. of film ; 50 pictures and 50 descriptive texts. This enables you to read the lecture notes for each picture on the screen. You will agree, this is much more comfortable than studying a booklet before projecting the picture, as is the case with the ordinary still films.

**So your MiniCine film manages to give a full story on only 12ins. of film. This should enable you to overcome the big snag with all projectors, namely the very long and expensive films.**

This is perhaps the main advantage of MiniCine ; our films are only 2s. 6d. each in black and white, and 3s. 6d. each in colour. Thus everybody can afford to buy the MiniCine films which are issued regularly at a rate of about two per month. At present over one hundred films are available.