

U.K. RETAIL PRICES

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|-------------------------------|--|----------------------|
| Projector | - In box complete with 2.5 volt 0.5 amp bulb and 2 film strips | 15/- net |
| Battery | - Ever Ready No. 1289 and similar | 9d. net |
| Transformer (Optional) | - Complete with 2 yards flexible lead and 2-pin plug | 15/- net |
| Bulbs | - For use with battery Ever Ready No. 2111 and similar | 3½d. net (plus P.T.) |
| | - For use with Transformer Osram No. O.S. 70 and similar | 6d. net (plus P.T.) |
| Supplementary Strips - | Monochrome | 1/- net |
| | Colour | 3/- net |

Export Prices and Trade Terms on application

CINEFLASH

THE POCKET PROJECTOR

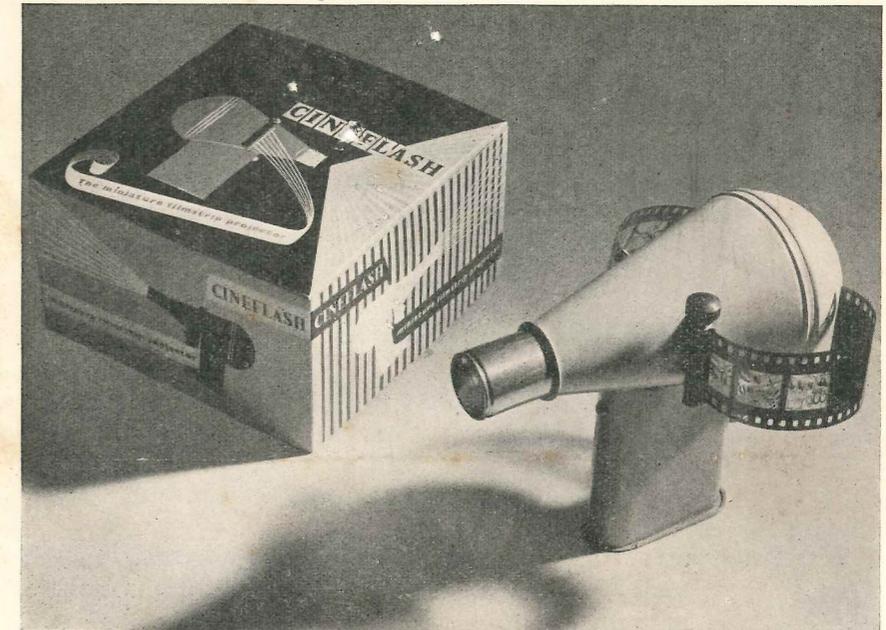
15/-

Registered Design No. 854088
Patents Pending

Made in England
and
Distributed by

COMMON GROUND LIMITED
44 FULHAM ROAD · LONDON · S.W.7 · KEN 9231

CINEFLASH



by

COMMON GROUND

THE POCKET PROJECTOR

15/-

CINEFLASH

A precision projector at the price of a toy but with the performance of a scientific instrument. Widely judged the best value for money in the British Industries Fair

Specially selected as an example of a well-designed product by the Council of Industrial Design and illustrated in its Journal

A range of fascinating filmstrips of universal appeal for children of all ages by Common Ground Ltd., Britain's leading publishers of filmstrips for education

SEVEN SELLING POINTS OF CINEFLASH

Cineflash retails at 15/- complete with bulb and 2 strips

Cineflash is self-contained or can be operated from any A.C. mains by miniature transformer

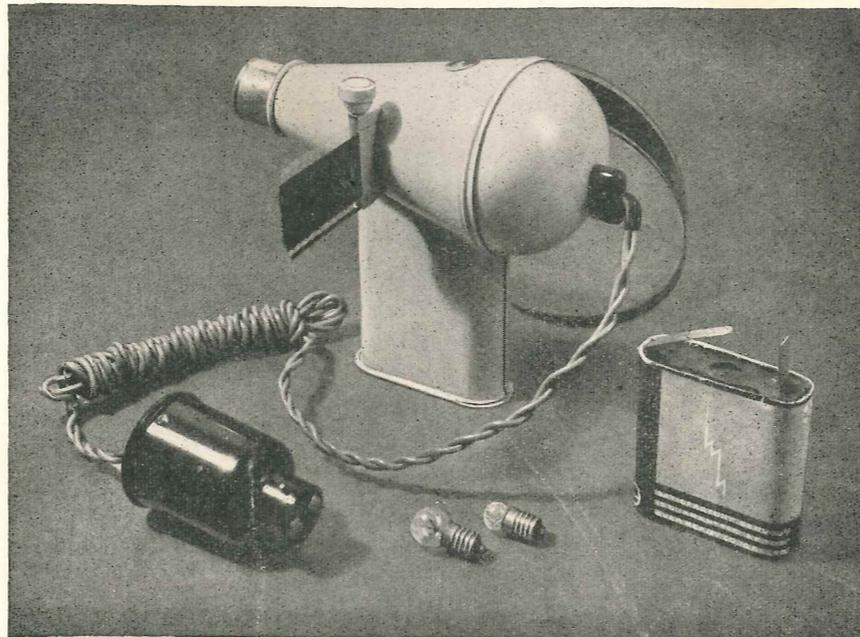
Cineflash uses standard flashlight bulb and battery universally obtainable and standard 35 mm. non-inflammable "Safety" strips

Cineflash is versatile—projects a brilliant picture 3ft. square with battery or transformer—provides amusement, interest and instruction—can be used as a spotlight

Cineflash box is easily convertible into miniature picture-theatre

Cineflash is of excellent streamlined design and is finished in gay colours

Cineflash is light, robust, simple to operate, shock-proof and fool-proof—any child can manage it—all children (and grown-ups too) look forward to bed time with **Cineflash**



The Photograph shows:

1. CINEFLASH complete with film strip in the guide slot ready for projection.
2. Transformer with B.C. joint, flexible lead and plug.
3. 4.5 Volt flat flashlight battery with contacts bent into position for insertion into battery cassette.
4. 2.5 Volt flashlight bulb for use with battery and 6.0 or 6.2 Volt cycle-dynamo, or radio-dial bulb for use with transformer.

Full instructions for loading and operating Cineflash are contained in each box

SPECIFICATIONS

- Body** - Pressed steel casing, stove-enamelled in bright red. Positive reversible film-wind mechanism with white plastic knurled operating knob. Measurements:—Length 5½in., Width 3in., Height 5½in., Weight 5¼ oz.
- Optical System** - 2 bi-convex condenser lenses covering field to accommodate 18 x 18 mm. frames. Adjustable focus 2⅝in. projection lens
- Illumination** - 2.5 volt 0.5 amp M.E.S. 12 mm. round flashlight bulb with 4.5 volt flat flashlight battery (Ever Ready no. 1289 or Berec no. 1689 and similar) or 6.0 or 6.2 volt 0.3 amp M.E.S. 15mm. round cycle-dynamo, or radio-dial bulb (Osram No. OS 70 and similar) with Transformer from any A.C. mains. Lamp-holder fully adjustable laterally and along axis to position filament for max. illumination
- Transformer (Optional)** - Black bakelite. Reducing 110/130 volt or 200-250 volt A.C. mains to 6 volt 0.5 amp with B.C. or E.S. joint for connection to standard lamp-holders, 2 yards brightly coloured flexible plastic lead and 2-pin plug. Measurements:—Length 2¼in., Diameter 1¾in., Weight 6oz.
- Packaging** - Gay 3-colour lithograph box specially designed for effective display in stacks. Measurements:—6in. x 6in. x 3¼in. Readily convertible to miniature picture-theatre. Bulk-packaging in quarter-gross containers. Measurements:—19in. x 19in. x 14in. Each container includes two 4-unit cartons with cut-out lid for "self-selling" window or counter display
- Filmstrips** - Real non-inflammable "Safety" 35mm. perforated cinematograph film, each 1ft. long with 12 pictures measuring 18 x 18 mm. in monochrome and colour. Each strip is contained in a slip-in stiff paper sleeve envelope for protection and display
- Some representative titles available:—
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|--|------------------------------|
| CGC 1 The Circus (In Colour). | CGC 6 Columbus. |
| CGC 2 Other People's Homes (In Colour) | CGC 7 Some British Birds. |
| CGC 3 Red Squirrel's Day. | CGC 8 Cineflash Zoo. |
| CGC 4 Hedgehog. | CGC 9 Railway Trains. |
| CGC 5 Nelson. | CGC 10 Tadpole to Frog. |
| | CGC 11 Record-breaking Cars. |
| | CGC 12 Famous Planes. |
- New titles will be continually added—full list on application