

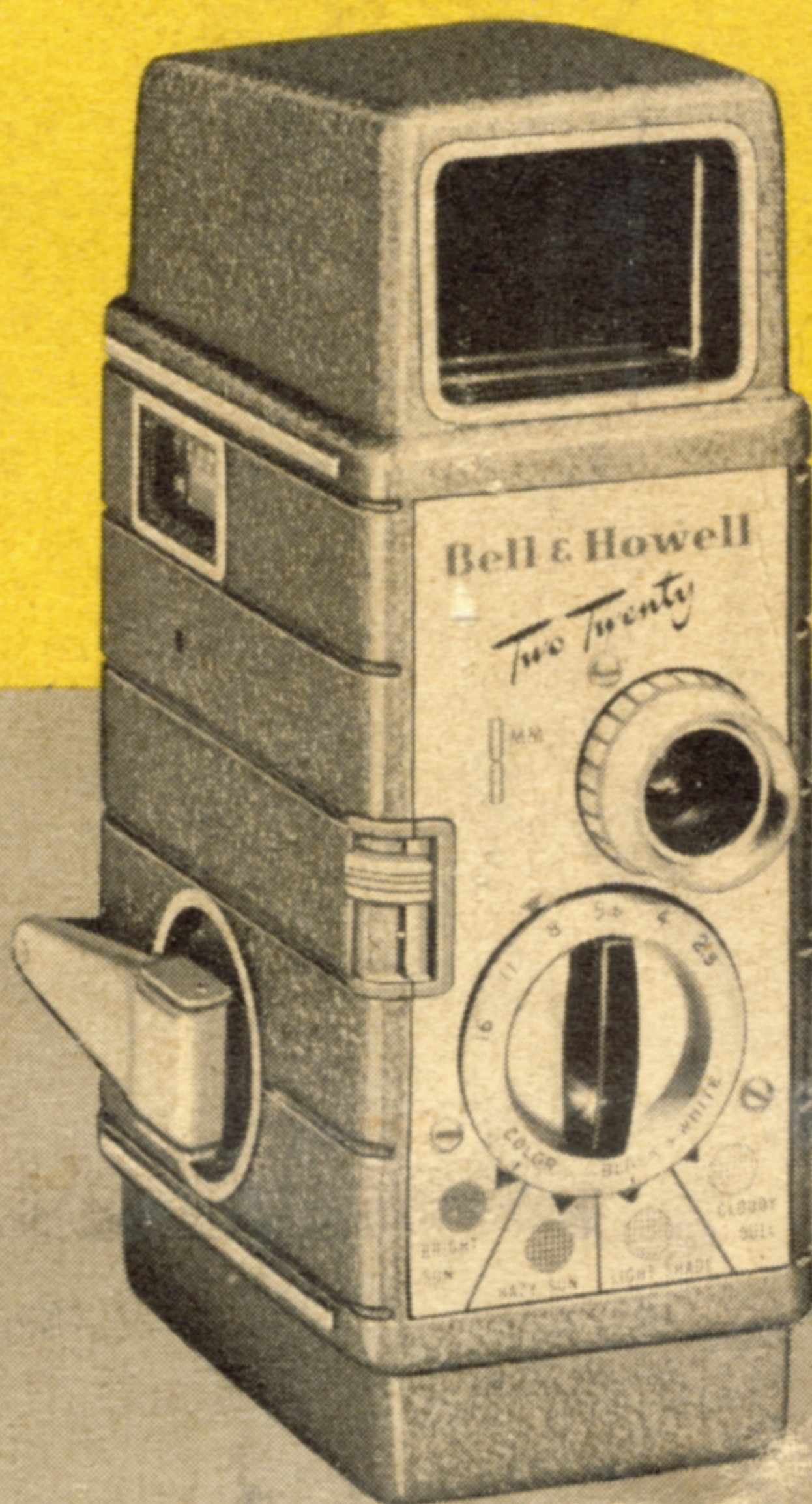
GUIDE
TO MOVIE
MAKING
FUN

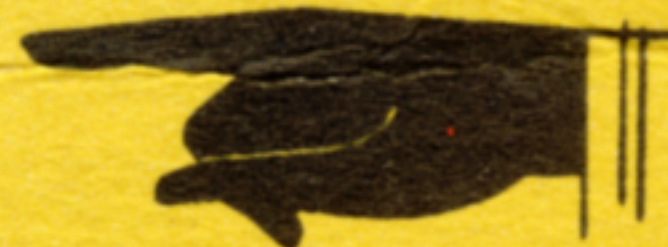
with your new

Bell & Howell

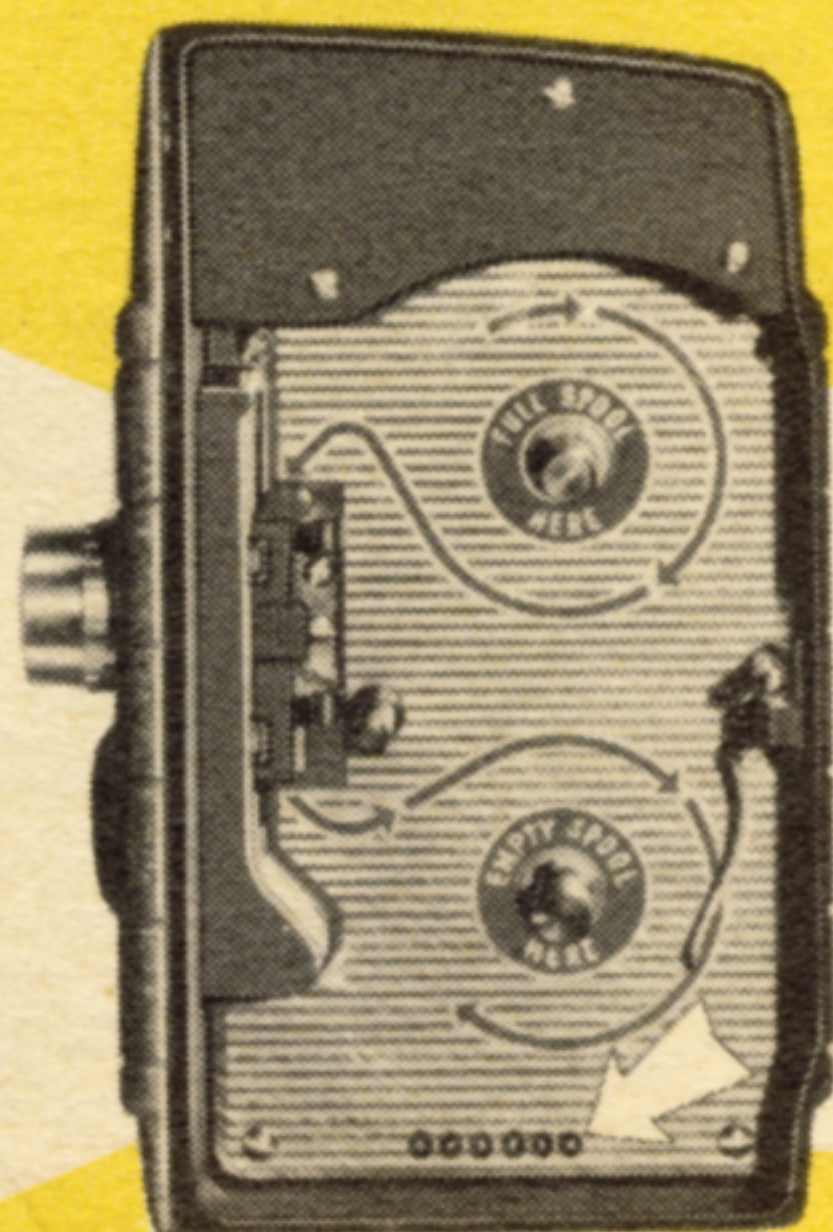
220

8mm MOVIE CAMERA





Use the stamped card on booklet cover to register your camera with Bell & Howell. Registration of your equipment offers these advantages:



important!

- * Helps locate lost or stolen equipment
- * Puts you on our mailing list for interesting and informative literature
- * Entitles you to free correspondence counsel from our Personal Equipment Department
- * Initiates the Bell & Howell Guarantee
(It is *Void* unless your camera is registered with Bell & Howell.)

Congratulations

You have purchased a promise with your camera—a Bell & Howell promise of professional movies with amateur ease for years to come. Behind this promise and your camera stand years of Bell & Howell research and precision engineering.

Since 1907 Bell & Howell craftsmen have been building Hollywood's preferred equipment: these same skilled artisans make Bell & Howell 8mm and 16mm cameras and projectors.

The sharp, steady movies you get—in full natural color or sparkling black-and-white—are proof of Bell & Howell superiority.

To be sure you get the best performance from your Bell & Howell, study the following pages carefully with your camera in front of you. Then, when you put your new camera to work, you'll get well-composed, sharp movies from your very first try.

Please feel free to call on your Bell & Howell Dealer or write directly to us for further information. We promise to stand behind our products—your purchases—through the years to come.

Bell & Howell Company

7100 McCormick Road, Chicago 45

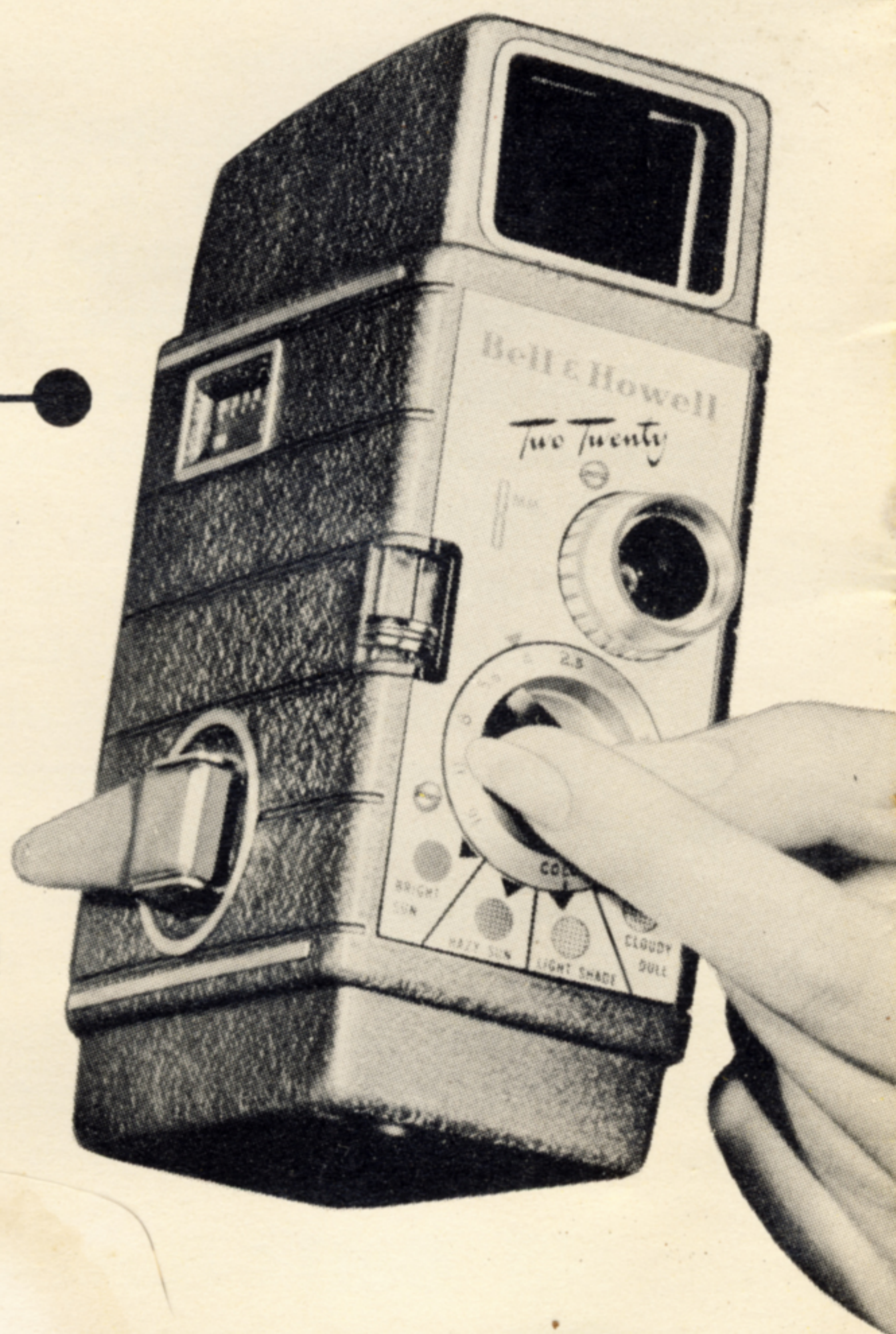
HOME-MOVIE MAKING

with your new 220 camera

easy as 1-2-3

1 SET

Adjust sun dial to match outdoor light conditions. Your lens is automatically set!

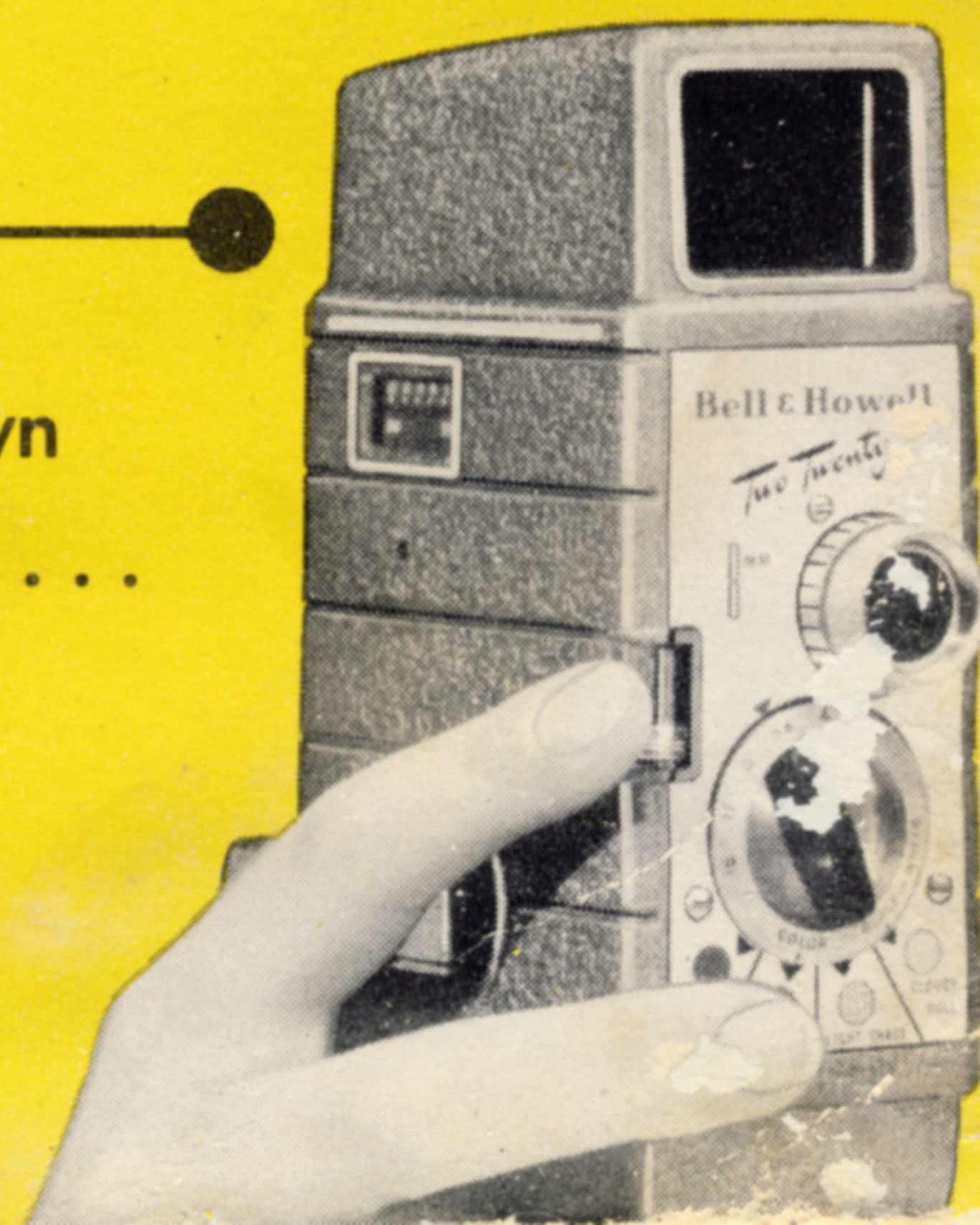


2 SIGHT

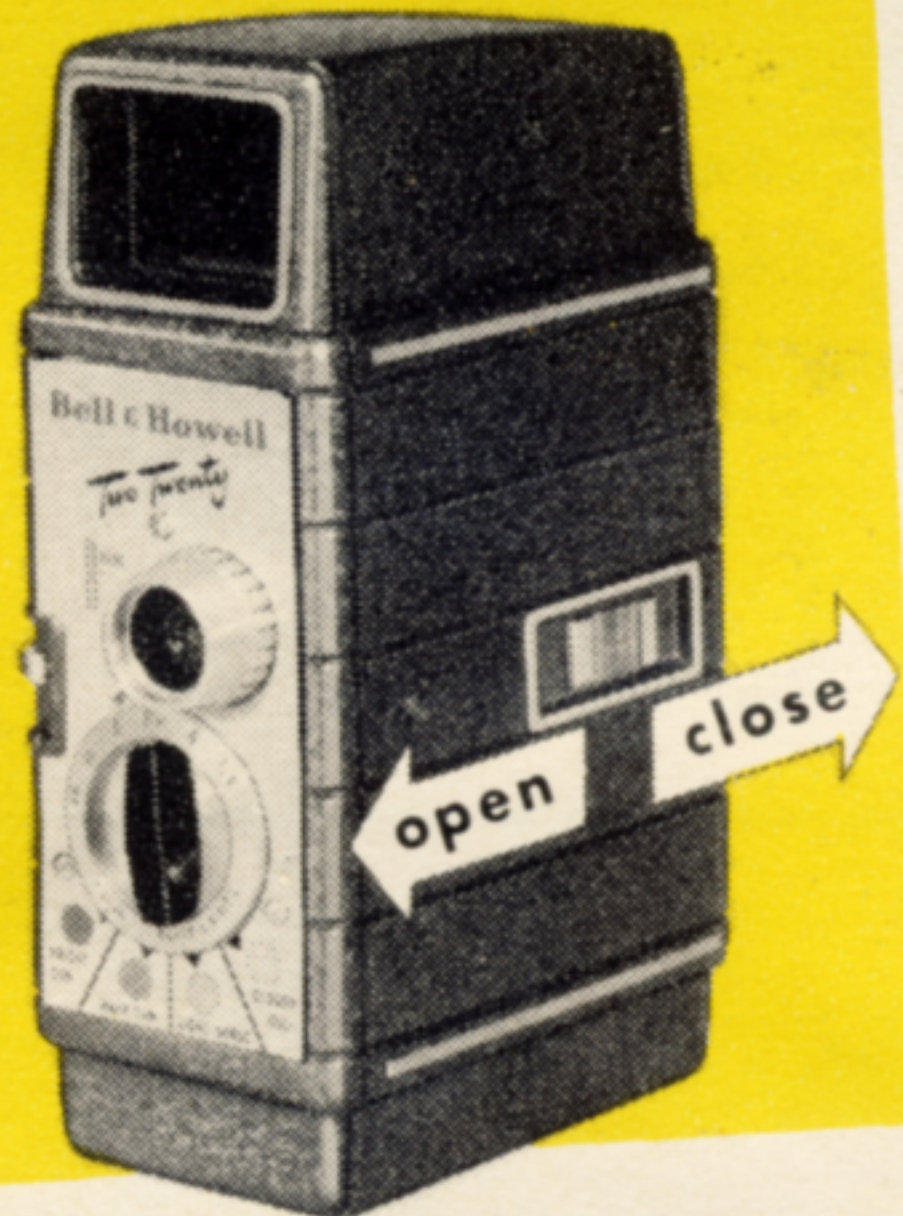
Look through the big picture-window viewfinder. You'll film exactly what you see.

3 SHOOT

Press your finger down on the starting button . . . and you're making movies!



LOADING FILM

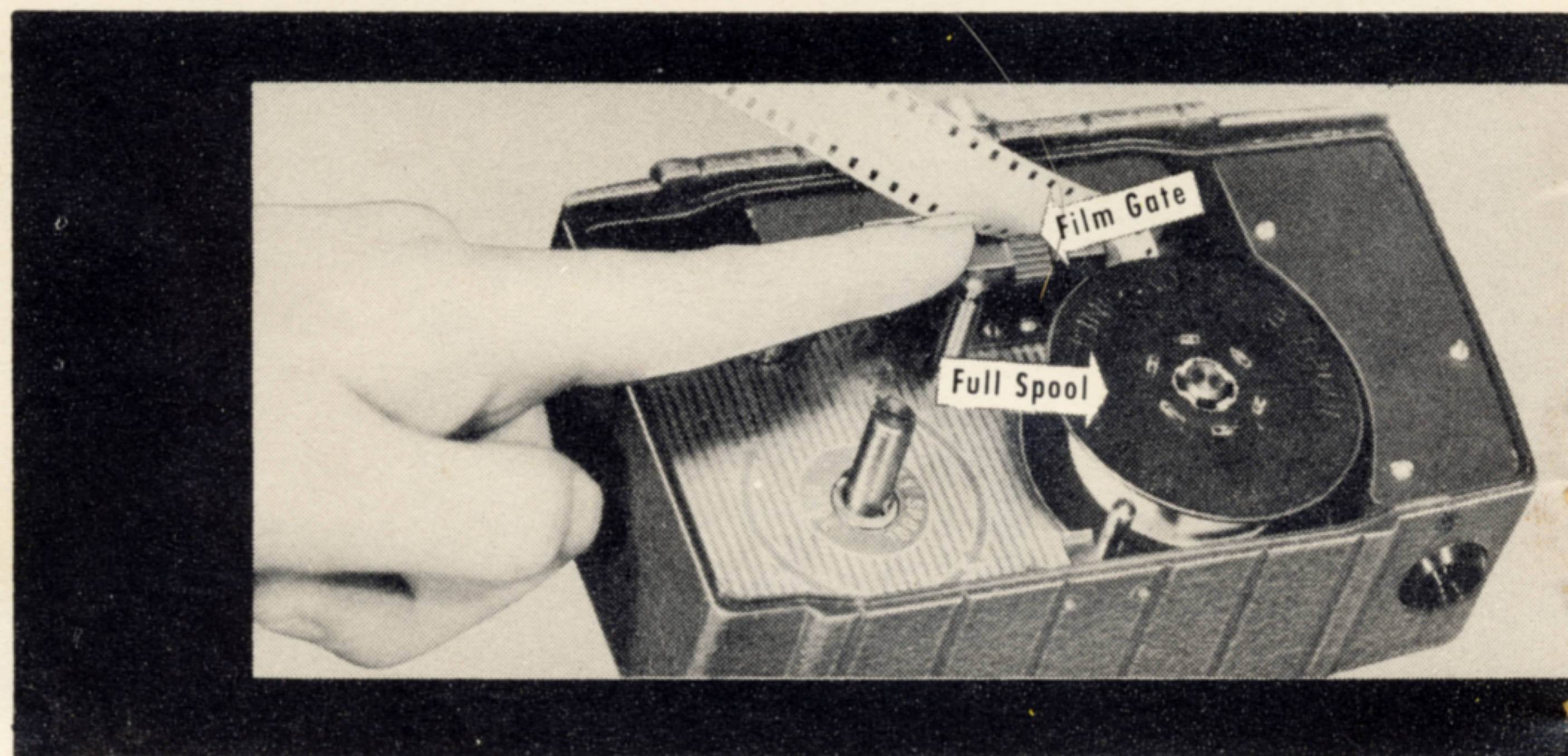
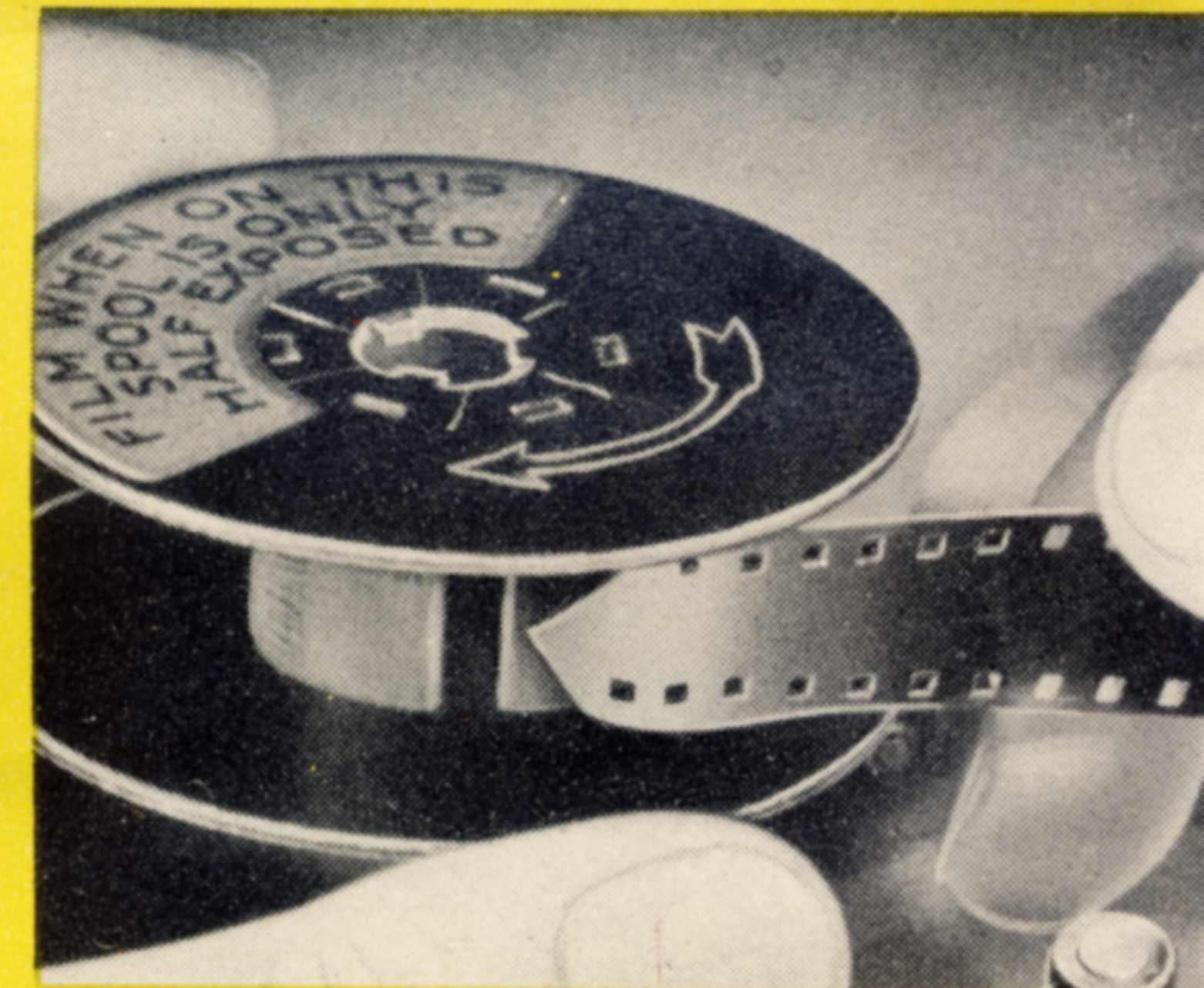


Your 220 camera uses any black-and-white or color 8mm roll film.

Loading is easy. Remove camera door by sliding door latch toward lens.

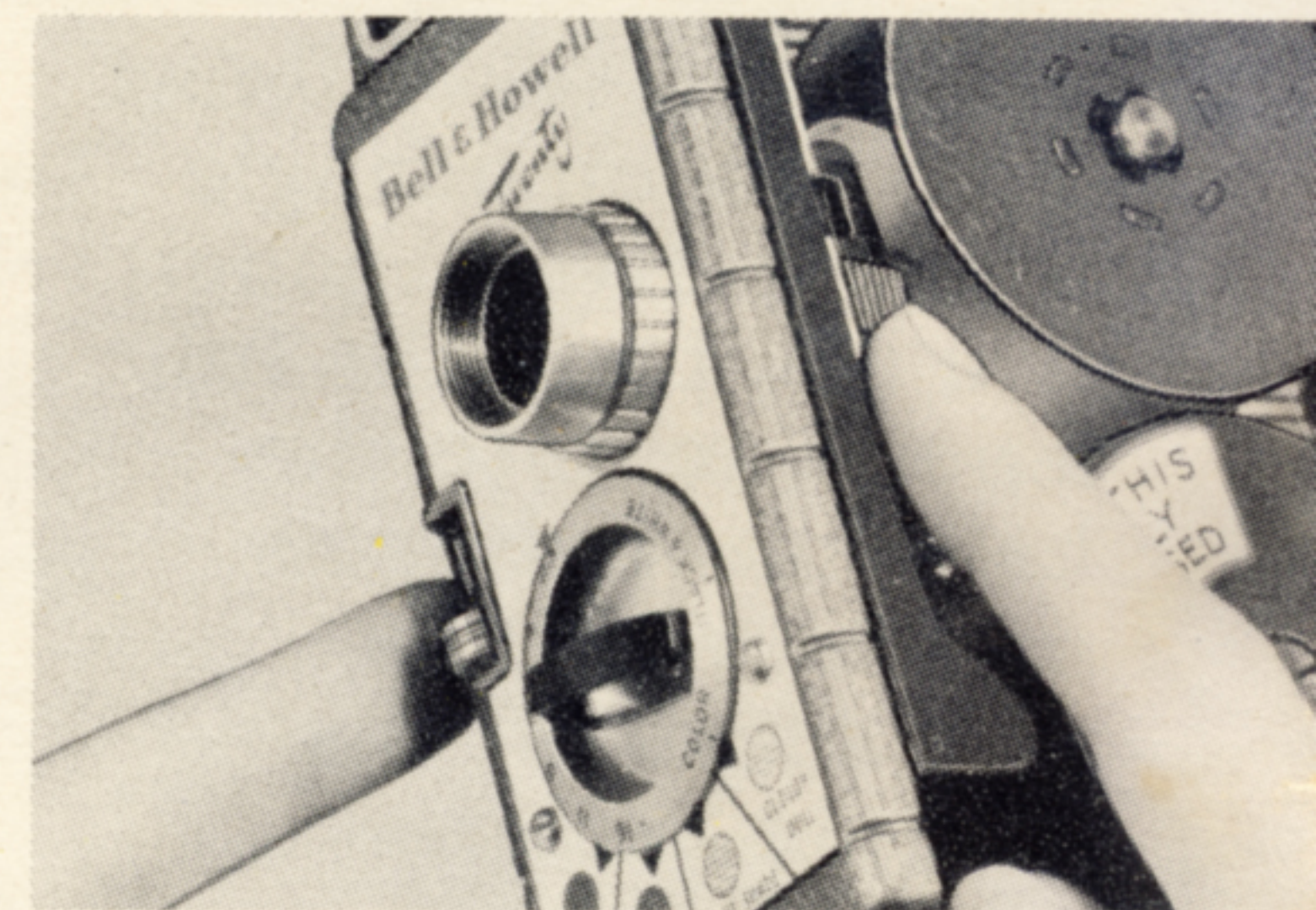
Thread film leader into empty spool, holding spool with 4-notched side down.

Bend film end over slightly and slip into spool hub slot. Turn spool clockwise several times to secure film end. Drop over "empty spool" spindle.



Run off 1 or 2 inches of film by pushing starting button down *momentarily*, at the same time, holding film gate closed.

Replace door on camera and push latch into closed position.

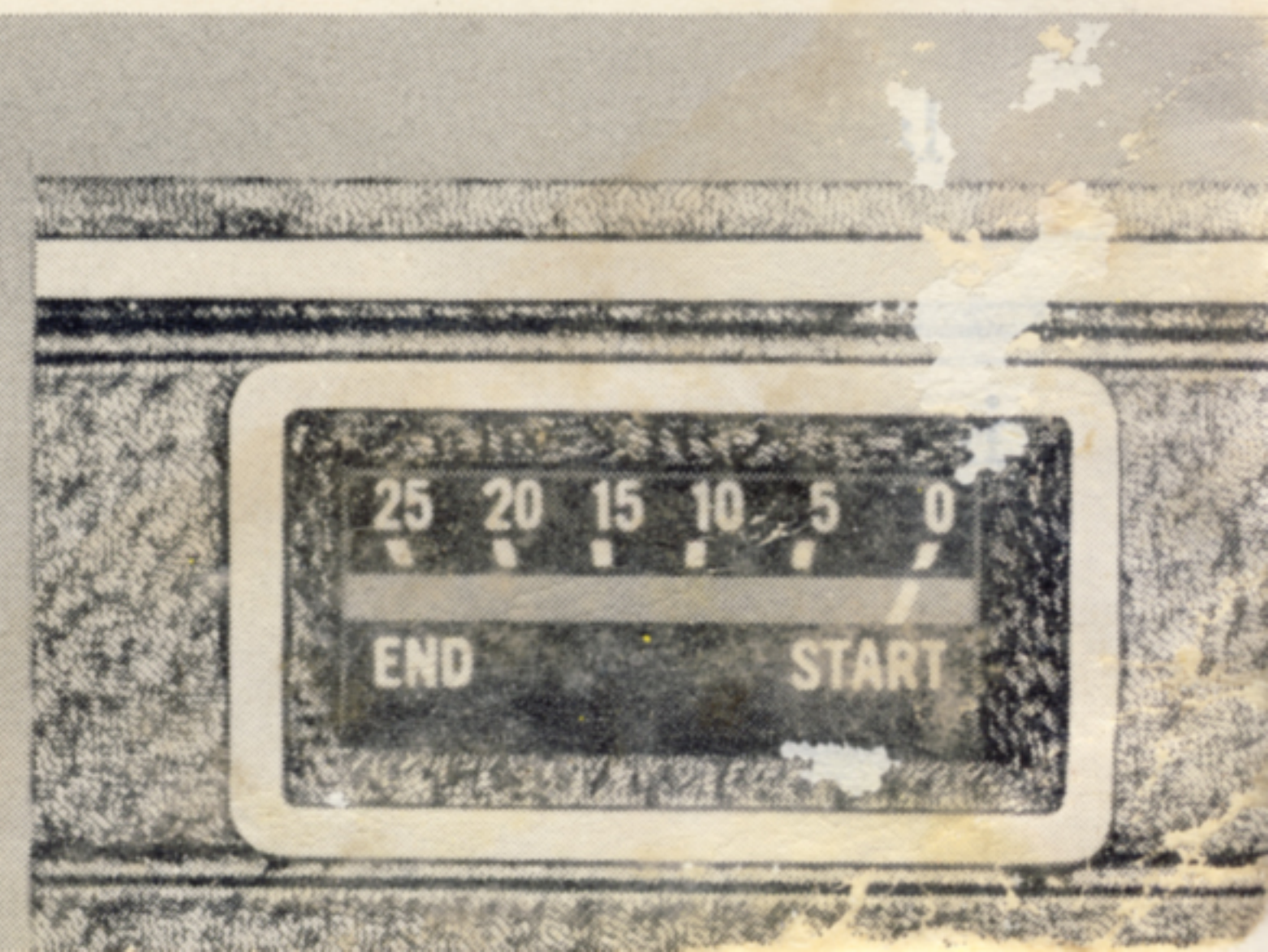


Place camera in front of you with lens pointing away. Unwind about 10 inches of film.

Drop full spool of film over spindle as indicated in camera threading diagram.

Open film gate by pulling toward you. Feed film through gate.

Push starting button down and run film until footage counter indicator reads 0.



WINDING YOUR CAMERA

Picture yourself in the middle of an important scene . . . and your camera runs down! This won't happen if you wind your camera fully after filming each scene.

You can take 10 feet of movies on a single winding. Even though you don't run the full length, get into the habit of winding as soon as you take your finger off the starting button—now and after each scene!

CAMERA SPEED

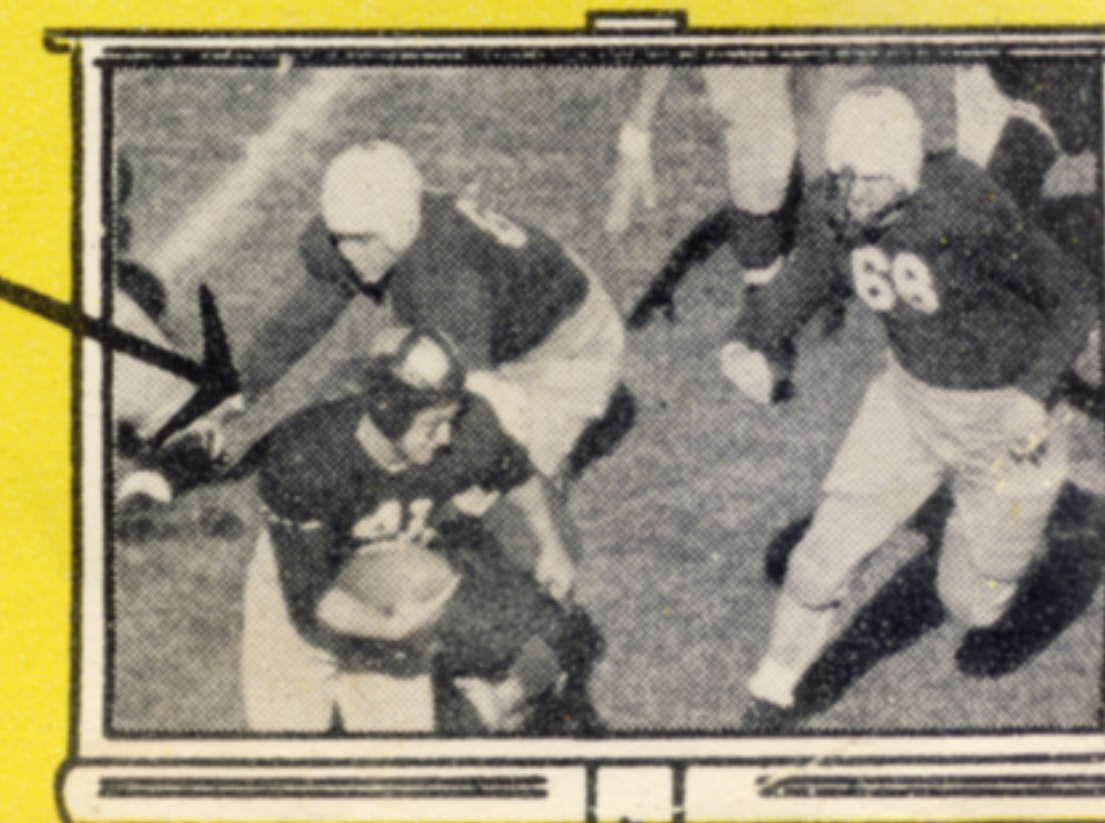
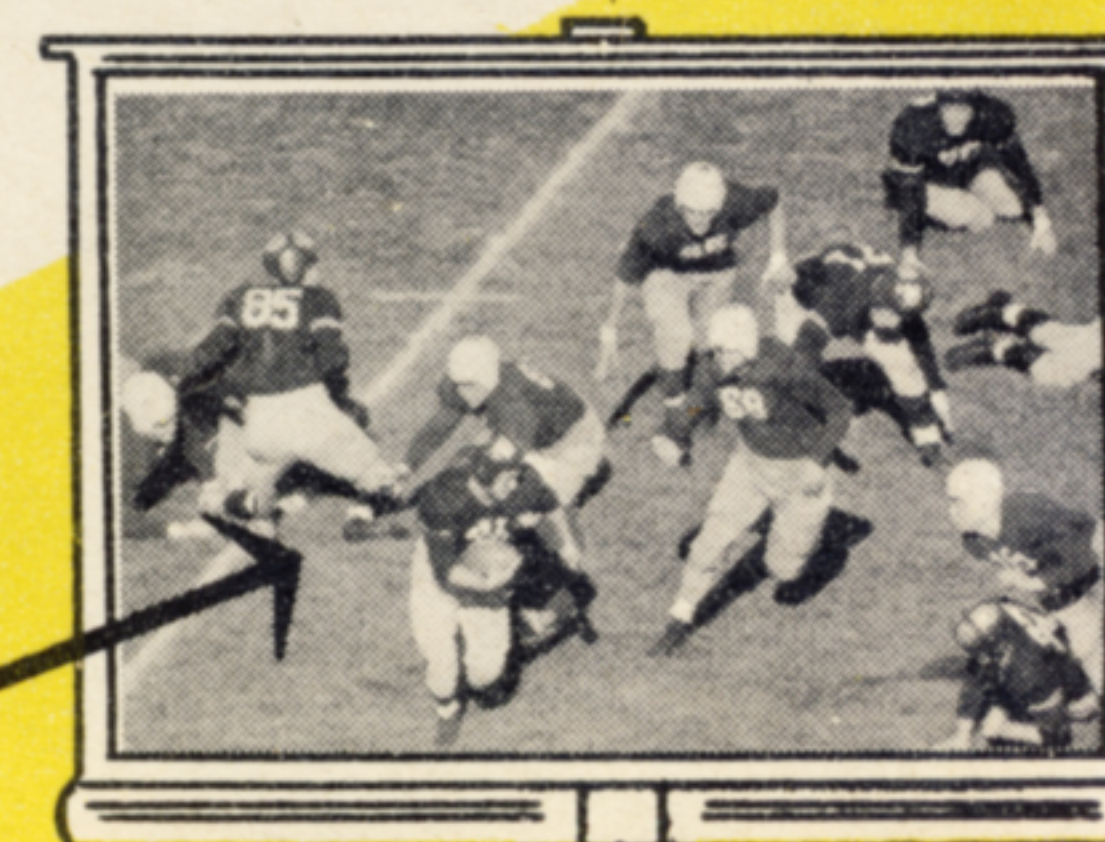
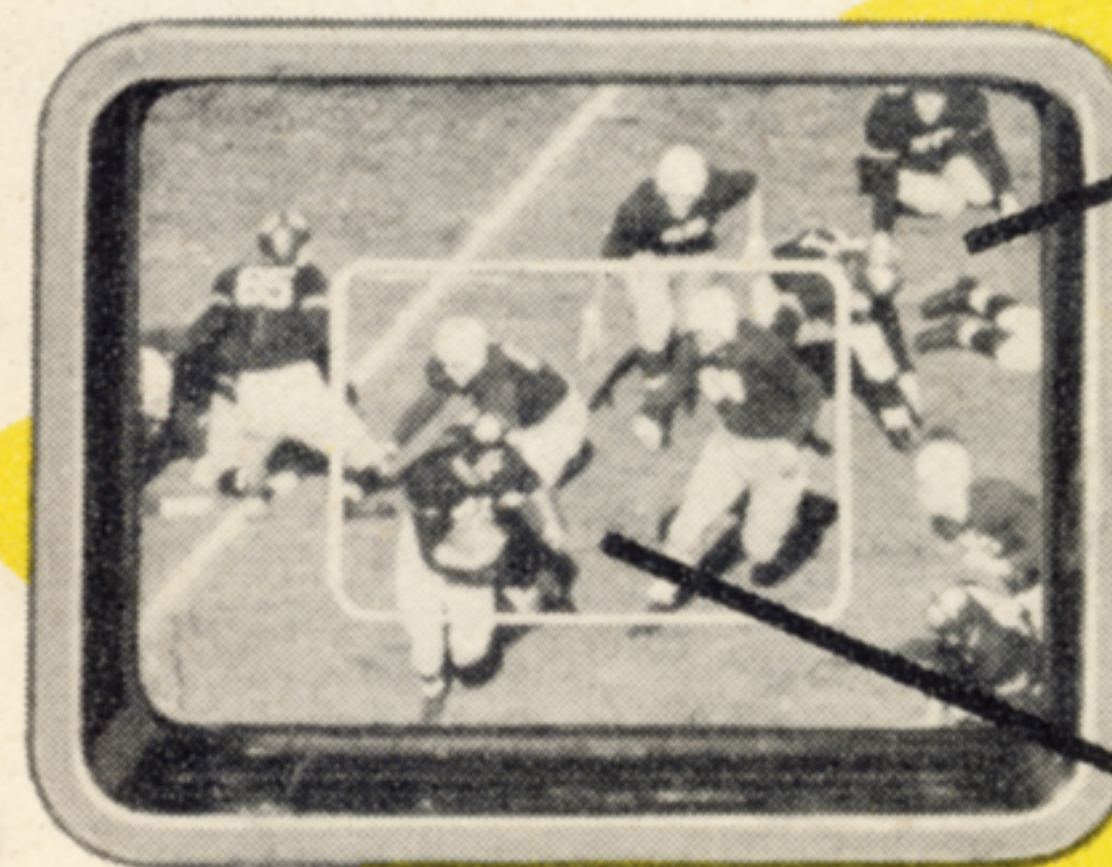
Your camera operates at 16 frames per second which gives action on your movie screen the very same as it happened—neither slower nor faster.



PICTURE-WINDOW VIEWFINDER

When you look through this viewfinder, you see a full-size picture—no magnification or reduction.

Put your eye to the viewfinder eyepiece. You see a smaller rectangle within it. This covers the area you can film with the 2½ X Telephoto Attachment for your 220 camera.



FOR CLOSEUPS

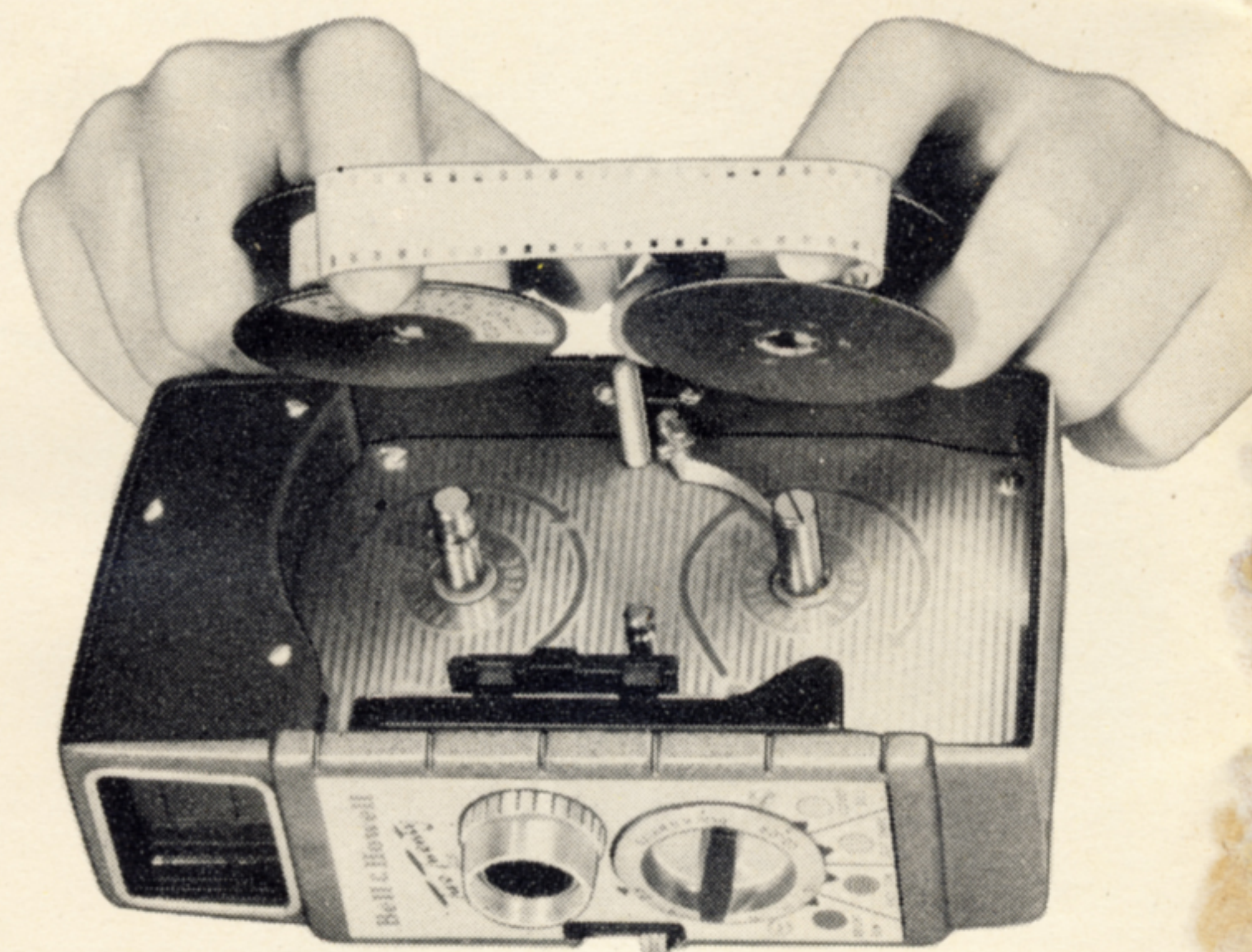
When screwed onto the 220 lens, the Telephoto Attachment magnifies subjects 2½ times, brings them close up. Telephoto shots add variety and interest to your movies because you get right into the heart of a subject.

USING SECOND HALF OF FILM

After you have used up 25 feet of film as shown on the camera footage counter, keep your finger down on the starting button until the footage indicator goes out of view. Each 8mm spool of film has 50 feet of film.

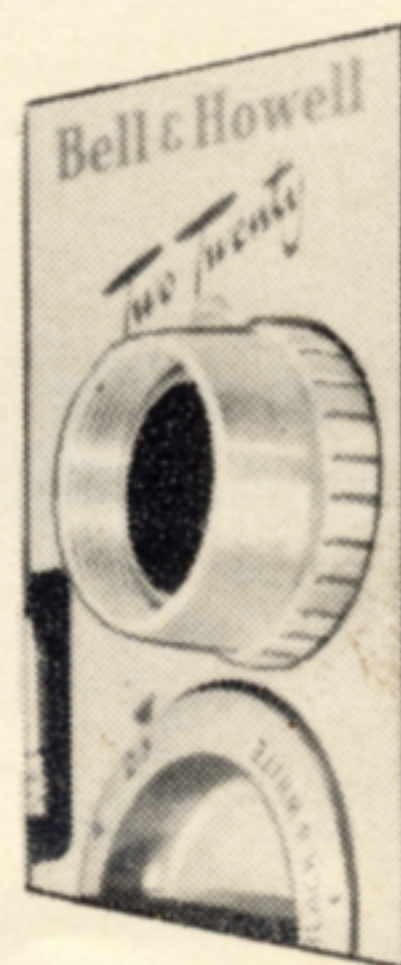
To use the other 25 feet, follow these simple directions:

- * *Avoiding direct sunlight, remove camera door.*
- * *Lift spools out carefully, and with one motion, turn them over and load as shown in "Loading Film."*



THE LENS ON YOUR CAMERA

You never have to remove or adjust this lens. It is pre-set for getting sharpest pictures at its widest opening.



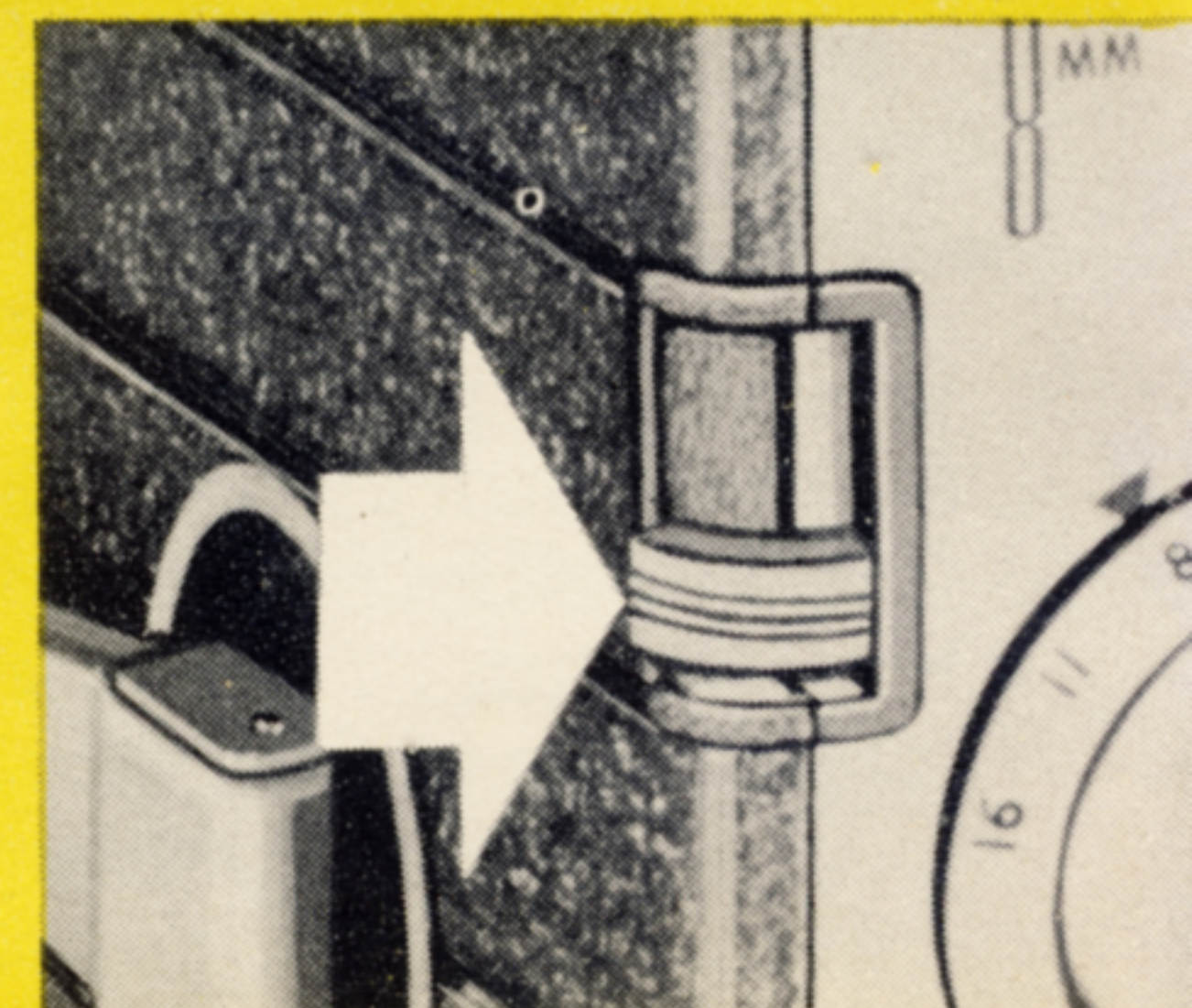
3-WAY

STARTING

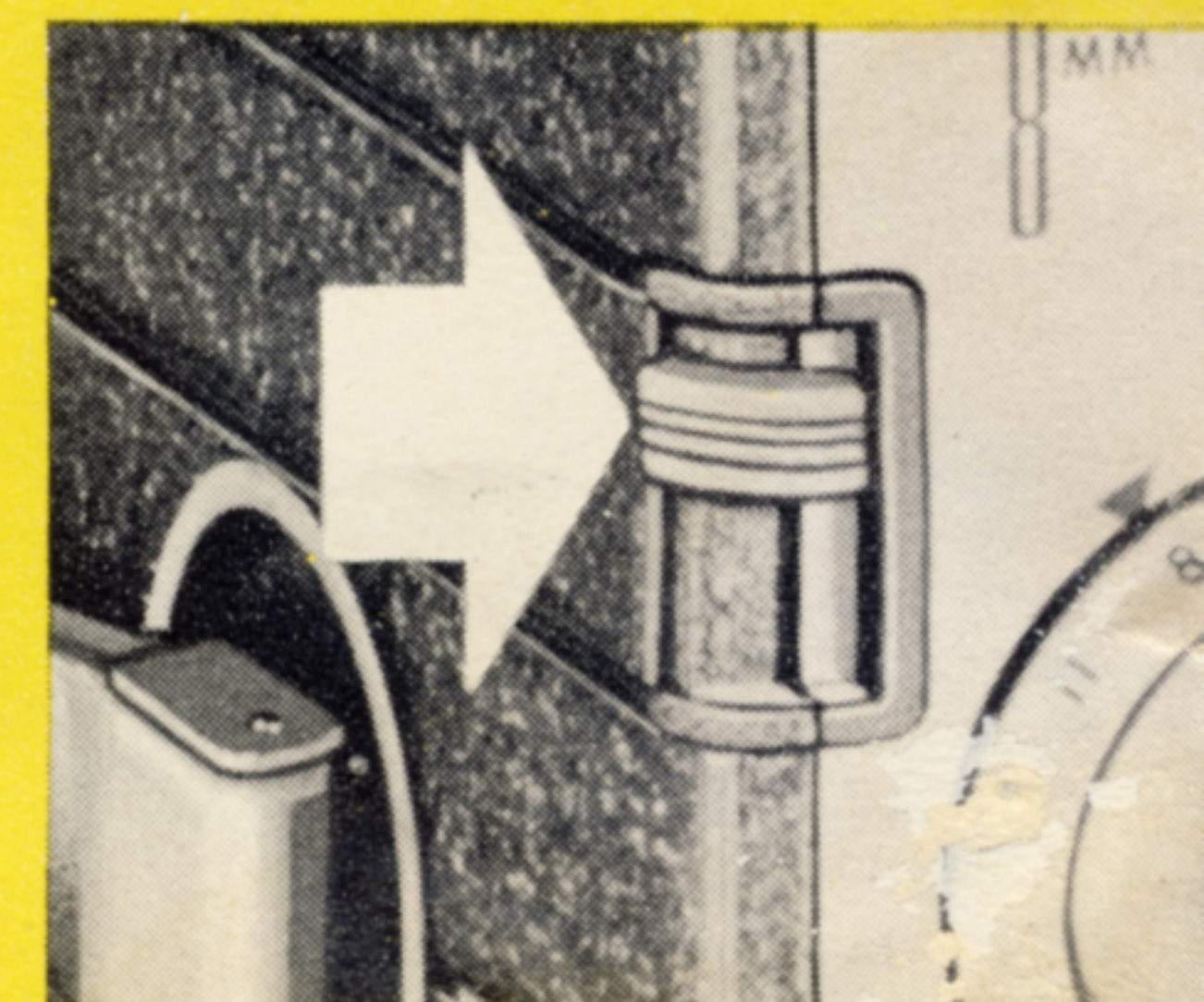
BUTTON

Pressing your finger *down* on the starting button causes film to run through the camera.

Exerting a little *extra pressure down* on the starting button locks the camera in running position, allows you to take movies of yourself!



Pushing the starting button *up* takes a single picture at a time. This is called "single-frame exposure." Ask your dealer for a free copy of "Tips on Movie Making Tricks" booklet for further information on use of single-frame exposure.





HOLDING YOUR CAMERA

Hold your camera in a vertical, never a horizontal position, when filming.

Raise camera and sight through the viewfinder eyepiece. Hold camera in left hand, your right hand index finger on the starting button. Brace elbows against side of body for greater steadiness.

MAKING A MOVIE

Whenever possible, take a series of shots to complete a movie-story. Give your subject a little thought before actually filming it . . . how many feet of film you have to run . . . how many you want to use per scene.

In order to film a connected, smooth-running story, take at the very least $1\frac{1}{2}$ feet of film on a run. A simple gauge for running $1\frac{1}{2}$ feet of film is counting slowly to eight as you shoot a particular scene. For a more accurate count, check the film footage indicator on your camera.

PANNING



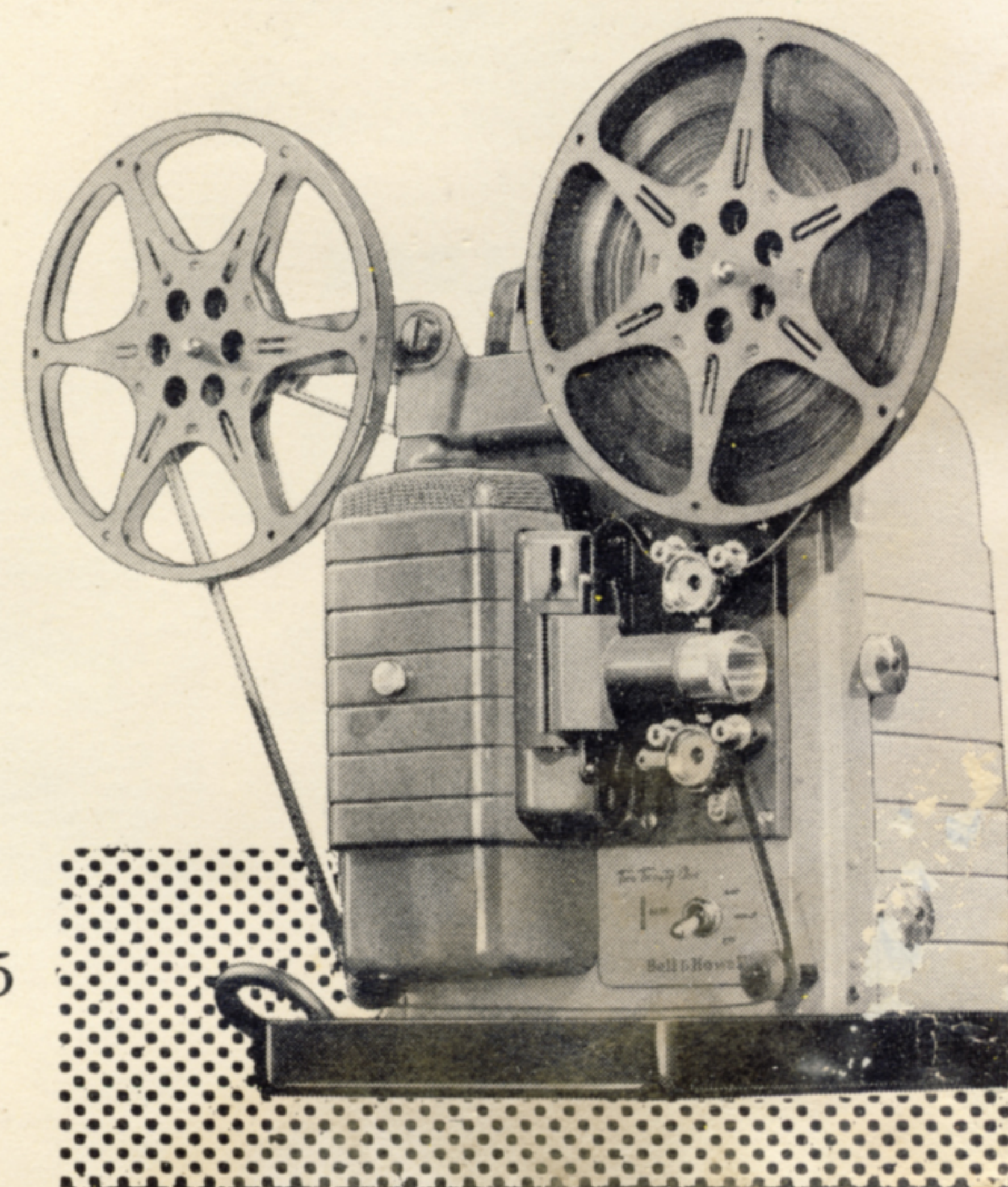
In order to show the relationship between two objects, it is desirable at times to "pan"—that is, to move the camera horizontally as you film.

Start "panning" with an object of lesser importance; then swing *slowly* to the most important object. Hold camera steadily on the first view, pivot *slowly* from the waist to left or right; then hold it on the last view before stopping the exposure. Never "pan" on closeup objects—you'll get a blur. Always keep your subject centered in the viewfinder.

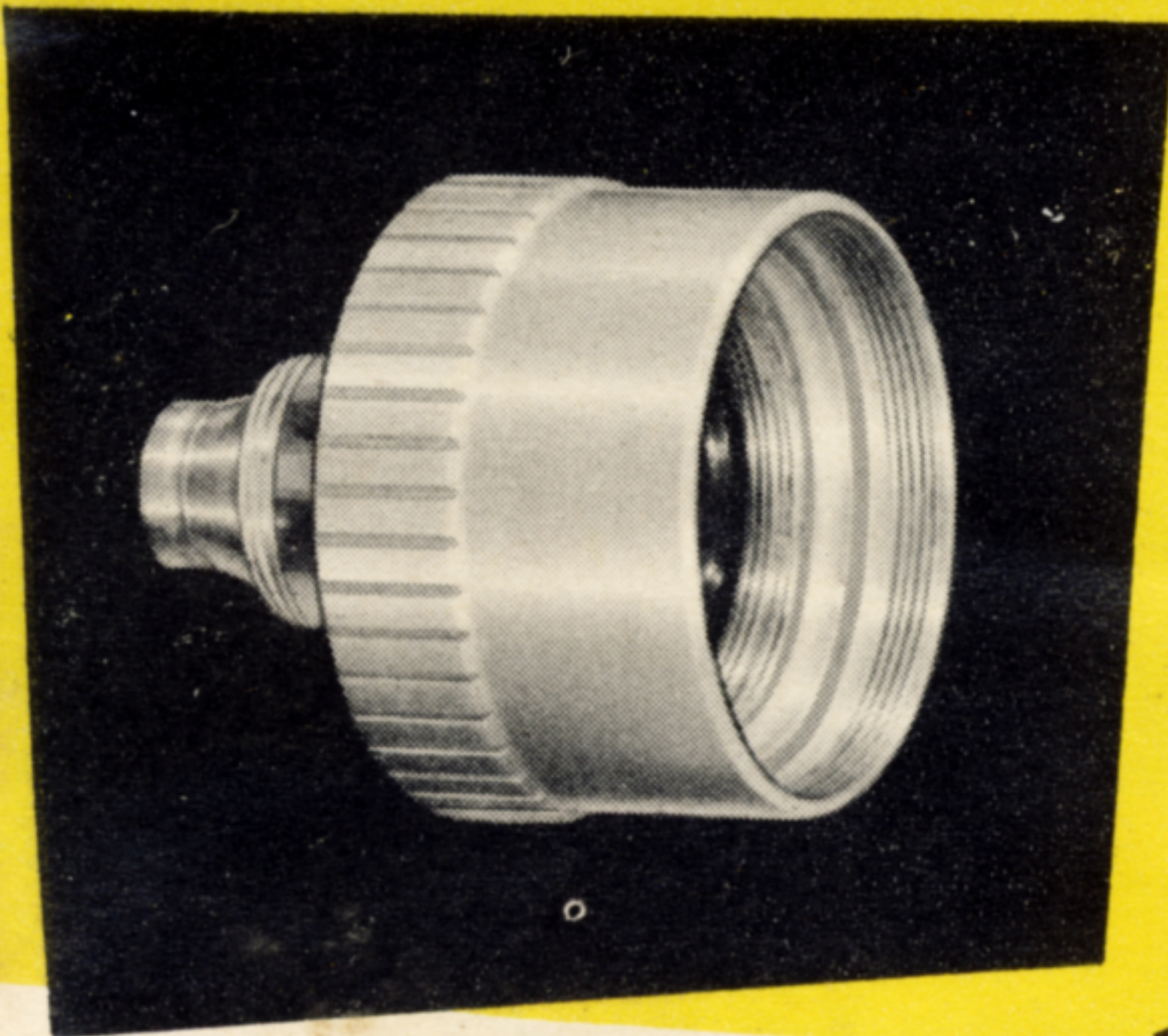


Bell & Howell 221 8mm PROJECTOR

Newest design in 8mm projectors . . . attractive, lightweight, easy to use. Shows a full half-hour film without interruption, your favorite movies projected on the screen bright and clear. Traditional Bell & Howell quality. Only \$99.95



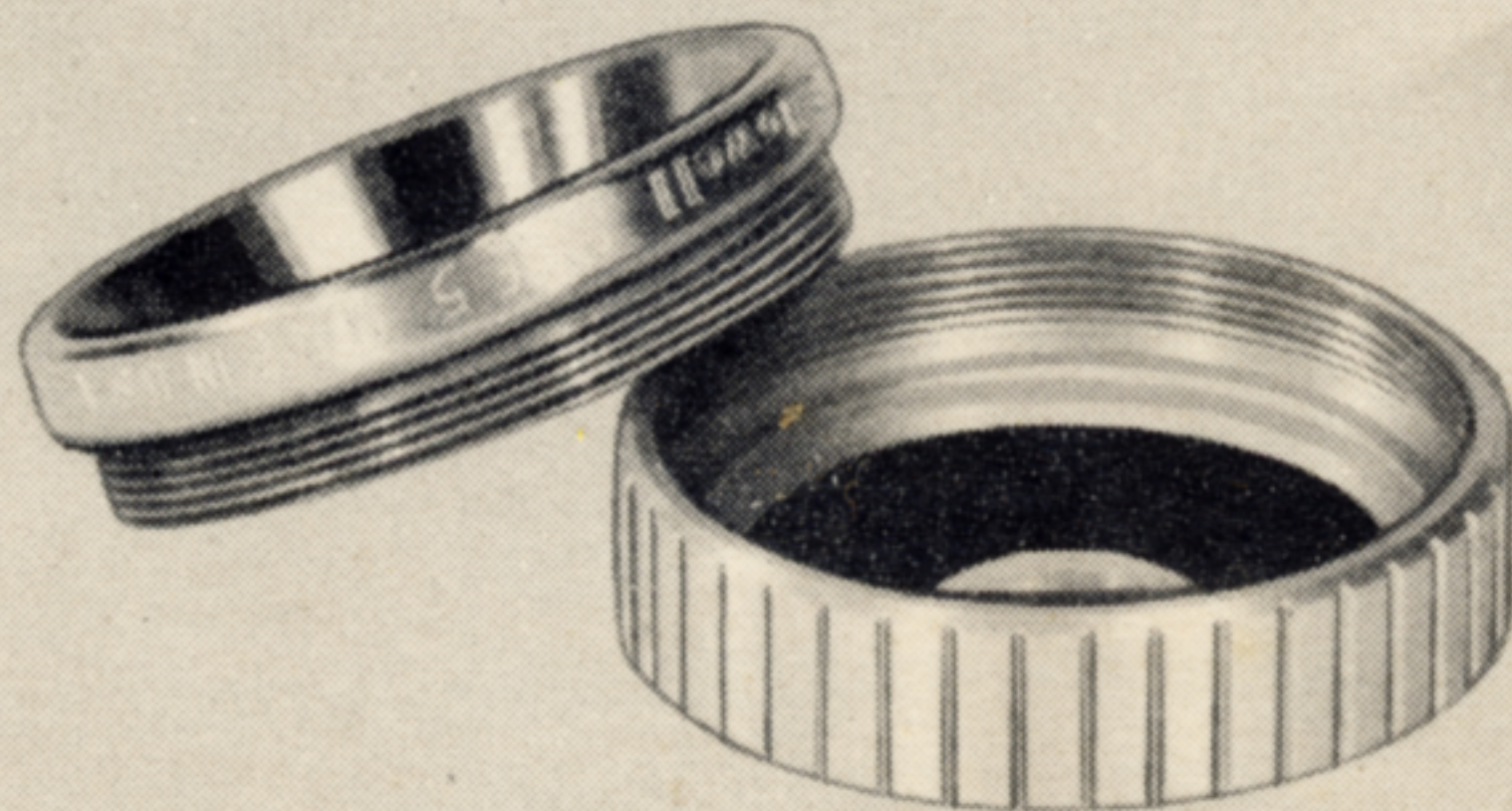
220 TELEPHOTO ATTACHMENT



When screwed onto the 220 lens, this attachment allows you to take closeup shots, magnifies subjects $2\frac{1}{2}$ times. Only \$22.95

FILTER HOLDER

You can use any Series 5 filter with the 220 camera when you screw this filter holder onto either the standard 220 lens or the 220 Telephoto Attachment. With retainer ring \$2.50



220 CAMERA CASE

SHEATH CASE

Beautifully styled in top grain London tan cowhide. Fits the contour of your camera firmly for greatest protection. Camera slips in and out easily. \$4.95



TRIPODS



For steadier, smoother movies especially when using single-frame exposure. The 220 is designed with a standard tripod socket on the base of the camera.

Bell & Howell

Guarantee

1. This product is guaranteed against defects in materials and workmanship. During its lifetime, any servicing necessary because of imperfections in materials or workmanship will be done without charge (except for transportation of equipment) by Bell & Howell Company or any company-approved service station.
2. Equipment which has been damaged or abused, or worn from extended use will be repaired at factory established rates.
3. Bell & Howell lenses purchased with this equipment are covered by this guarantee. Lenses of other makes, projection lamps, and film are not covered by this guarantee.
4. No liability is assumed for film which is damaged or is unsatisfactory for any reason (due to equipment malfunction or otherwise) nor is Bell & Howell obligated to replace such film.
5. No liability is assumed for expenses or damages resulting from interruptions in operation of equipment.
6. This guarantee is void: (a) if adaptations or accessories of other than Bell & Howell recommendations have been made or attached; (b) if equipment has not been registered with Bell & Howell (use card supplied with equipment); (c) if equipment has been serviced by other than a Bell & Howell approved service station.
7. This guarantee is made in lieu of any other guarantee, warranty or liability, express or implied. It is valid only as to the initial purchaser of this new equipment, his donees or his bona fide vendees, upon receipt by Bell & Howell of a registration card or letter giving the name and address of the present owner of the equipment.

Bell & Howell Company

Charles H. Percy
President