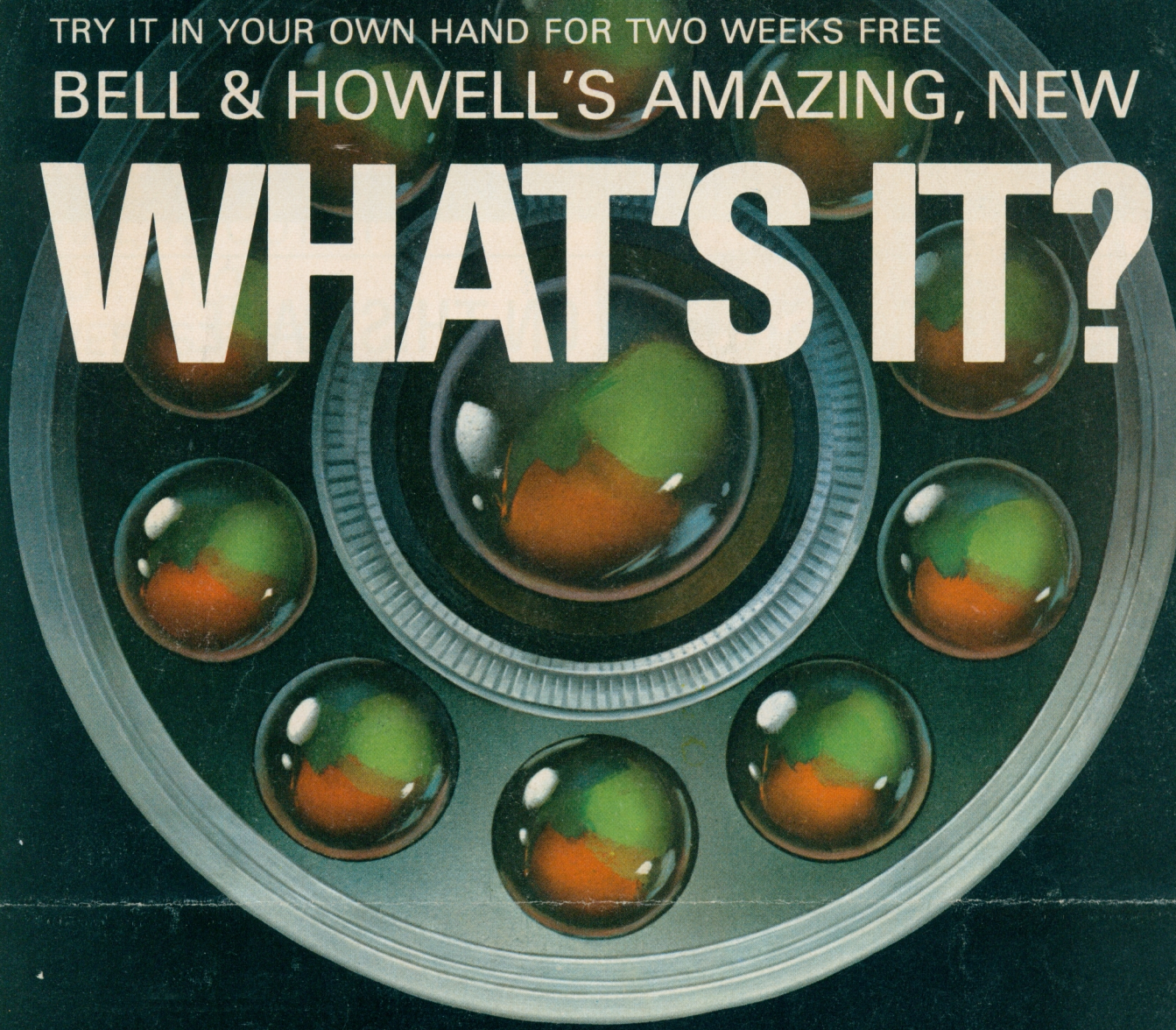


TRY IT IN YOUR OWN HAND FOR TWO WEEKS FREE

BELL & HOWELL'S AMAZING, NEW

# WHAT'S IT?



Maybe it does look more like a portable radio, or walkie-talkie or light meter, nevertheless, the amazing new, BELL & HOWELL "What's It" is a camera!

It is a camera like none you have ever seen before.

It is the first top-quality pocket camera with way-ahead features: motor drive film advance and rewind, electric eye automatic exposures, a superb, sharp, wide-angle lens, fast shutter speeds and much more!

It will change most of your ideas about picture taking.

When *others* see it, they most often say, "What is it?" When *you* put the DIAL 35 in the palm of your hand, you will appreciate *why* it is so different.

PLEASE  
TAKE 24  
PICTURES  
IN COLOR  
AT OUR  
EXPENSE

use the complete  
DIAL 35 OUTFIT  
free to take them

SEE INSIDE PAGES





TAKE CANDID, UNPOSED PICTURES WITHOUT ALERTING YOUR SUBJECT. Out of your pocket, into your hand, a quick, quiet snap of the picture—the electric eye sets the exposure, the spring motor advances the film—your DIAL 35 is ready for the next picture in an instant—and you can take it in an instant!

## WHY THE MOTORIZED DIAL 35 IS CALLED “THE MOST SENSATIONAL CAMERA EVER!”

NEVER BEFORE A CAMERA SO EASY TO OPERATE, SO MUCH FUN TO OWN! NOTHING LIKE IT HAS BEEN AVAILABLE UNTIL NOW!

Bell & Howell had your fun and convenience in mind when the DIAL 35 was designed! Engineered along almost completely revolutionary, new lines, most often it is not even recognized as a camera. *Small*: it fits in one hand or your coat pocket. *Hardly noticeable* as you use it, the DIAL 35 does everything those big and heavy, conspicuous cameras can do—and more. It's motorized: keeps the camera always ready. *Shoot as fast as you like*. It features a super-accurate Electric Eye that never fails to get you a correctly exposed picture. Look for the practical features you've always wanted in a camera; you'll find them in the DIAL 35.



**SOCIAL & BUSINESS.** Fun at parties, practical office aid with hundreds of business uses. The DIAL 35 goes along inconspicuously in pocket or briefcase, always ready when you need it.



**GOOD . . . BETTER . . . BEST PICTURES.** You will take good pictures, better than ever before, perhaps the best you could believe possible. The DIAL 35 is a miracle of easy-to-use photographic precision.



**FAMILY FUN.** With the DIAL 35, you're always ready to capture those unposed, once-in-a-lifetime family shots. Electric Eye insures correct exposures every time.



**20 PICTURES IN A MINUTE—OR SHOOT AS SLOWLY AS YOU LIKE.** You can shoot pictures in rapid, stop-action sequence. Powerful, motorized film advance lets you take as many as 20 pictures in a minute.





BELL & HOWELL  
DIAL A PICTURE

# HOW THE DIAL 35 STRETCHES YOUR PICTURE-TAKING DOLLAR



(Actual size 3½" x 5")

YOU GET  
TWICE  
AS MANY  
JUMBO  
PICTURES  
FROM  
THE SAME  
AMOUNT  
OF FILM

Regular 35mm cameras  
give you only one  
picture per frame—  
Dial 35 takes two *and*  
you get the same size  
prints, color or black-  
and-white.

## WITH THE DIAL 35—

- You get twice as many jumbo prints (color or black-and-white) as regular 35mm
- You get twice as many color slides as regular 35mm
- and look at this Guarantee—you've probably never seen one like it before

### EVERY DIAL 35 PICTURE

(color, black-and-white or slide)

~ ~ ~ *Guaranteed Perfect* ~ ~ ~

or

WE WILL REPLACE THE FILM AND PROCESSING

THE DIAL 35 COMES WITH AN UNCONDITIONAL PERFECT PICTURE GUARANTEE



the new  
BELL & HOWELL  
MOTORIZED  
DIAL 35  
CAMERA  
warrants  
this amazing  
guarantee

## Perfect Pictures Guarantee

You are the sole judge of what is perfect.

With your new Bell & Howell "DIAL 35" Camera Outfit, you automatically receive this Guarantee: For two full years, every picture you take is guaranteed perfect—or we will replace the film and processing free of charge! What's more you and you alone are the judge of what is perfect.

If you ever take a photo or slide that in your opinion is not satisfactory, simply return

your entire order to the Processing Center which will be kept for analysis and research, but you will promptly receive a new roll FREE plus a certificate for FREE processing.

This guarantee of perfect pictures is valid for 2 full years from date of order, and covers every roll of film you shoot which is obtained through and developed by our Processing Center.

SERIES:

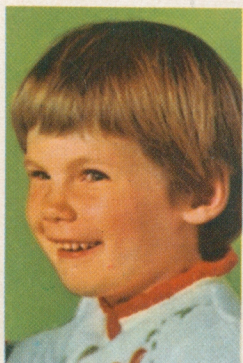
432-1683

AUTHORIZED:

*B.R.*

VALIDATED:

*Mel Hart*



# TAKE 24 COLOR PICTURES FREE!

MAKE THIS CONVINCING TEST  
OF THE DIAL 35 ON US!

We supply the color film FREE.  
We supply the DIAL 35 outfit TWO WEEKS FREE.  
You do not risk a penny.

### TEST 1

#### TAKE PICTURES IN RAPID SEQUENCE

Take a series of pictures of your favorite sport action—or the children playing . . .



### TEST 4

#### TAKE PICTURES INDOORS

See how the DIAL 35 can take indoor pictures without flash, how easily and quickly the flash cubes work when you need extra light.



### TEST 2

#### CARRY IT WITH YOU

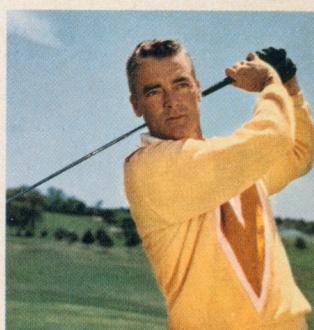
Slip it into your pocket. See how many picture opportunities there are when you have this convenient camera with you.



### TEST 5

#### TAKE CANDID PICTURES

Take a few candid, off-the-cuff pictures—see how easy it is to take pictures without making your subject aware you are doing it!



### TEST 3

#### TAKE PICTURES OUTDOORS

Notice how the DIAL 35 adjusts to the brightest light, how fast and smooth it is to operate.



### TEST 6

#### HAVE YOUR PICTURES PROCESSED

Send your roll of color film out for prints. Compare the prints you get to any you have achieved with any other camera. You will be pleased.



TO GET YOUR DIAL 35 OUTFIT FOR TWO WEEKS FREE — SEND IN POSTPAID CARD NOW





### Around the lens ELECTRIC EYE

The DIAL 35's remarkable, new Electric Eye automatically sets the exposure — accurately, instantly. No setting as you shoot. You get correctly exposed, beautiful pictures every time!



### DATA CENTER VIEWFINDER

Everything is in your sight as you view your picture—picture area—lens opening—distance guide.

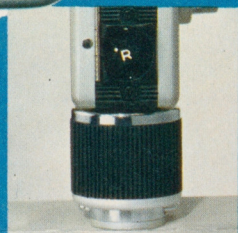


(ACTUAL SIZE)



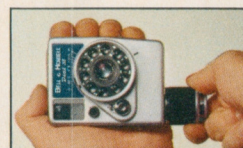
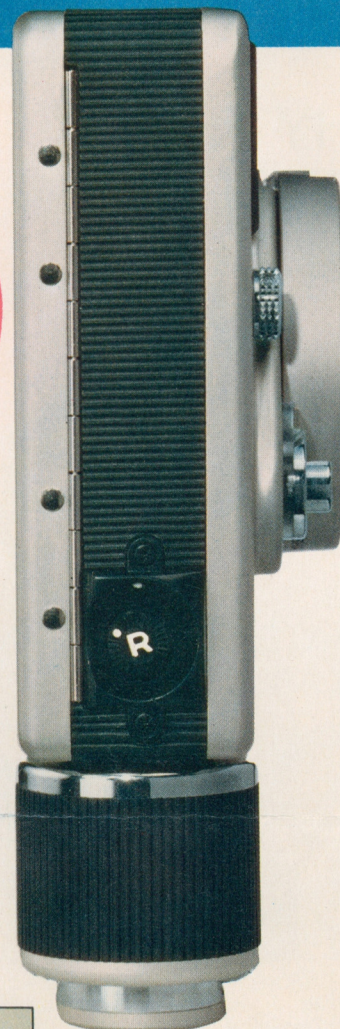
### DIAL A PERFECT PICTURE

Just dial the film speed—use films rated as high as ASA 1000 then the electric eye takes over, reads the light at the instant you snap your picture!



### motorized FILM ADVANCE AND REWIND

Unique spring motor powers the film advance. No cocking necessary as you shoot. Counter shows number of pictures taken. Touch a button and film rewinds automatically into cassette.



### JUST WIND IT ONCE

Just wind the knob at the bottom and you are ready to take 20 pictures (in less than a minute if you choose). Quick loading invention takes only seconds. The DIAL 35 is handy to carry, easy to use, mistake proof and motorized! Motor-knob is also convenient grip to hold camera steady in one hand!



### REMARKABLE WIDE-ANGLE LENS

Superb f/2.8 CANON lens gets sharp pictures close up and at a distance. Wide-angle, no need to focus at most distances. Color corrected, coated, speed to 1/250th second.

## THE BELL & HOWELL electric eye DIAL 35

### MOTORIZED POCKET CAMERA

Lightweight, portable, motorized, fast, easy-to-use—the DIAL 35 is a completely new idea in electric eye cameras, backed by the famous BELL & HOWELL guarantee.

Inside its palm-size case there is a motor drive film advance and rewind. The remarkable around the lens electric eye gives you correctly exposed pictures every time, or, with the manual override set the lens yourself for special effects. Up front there is a superb f/2.8, sharp, wide-angle lens that industry test reports say can compete with the most expensive made. It has shutter speeds to 1/250 second, takes film as fast as ASA 1000!

It saves you money: It will take twice as many quality pictures on one roll of film! It is amazingly convenient and easy to use: Data-Center—magnified viewfinder keeps everything in your sight.

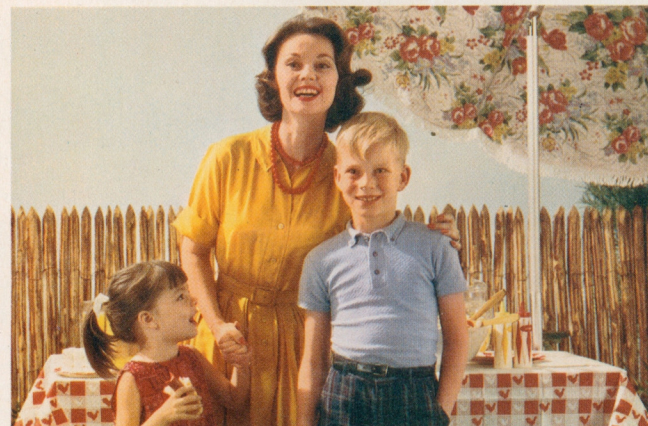
Try the DIAL 35 yourself. FREE.

# ENJOY THE BELL & HOWELL ELECTRIC EYE DIAL 35 CAMERA OUTFIT TWO WEEKS FREE!

## Popular Photography enlarged Dial 35 pictures 50 times!

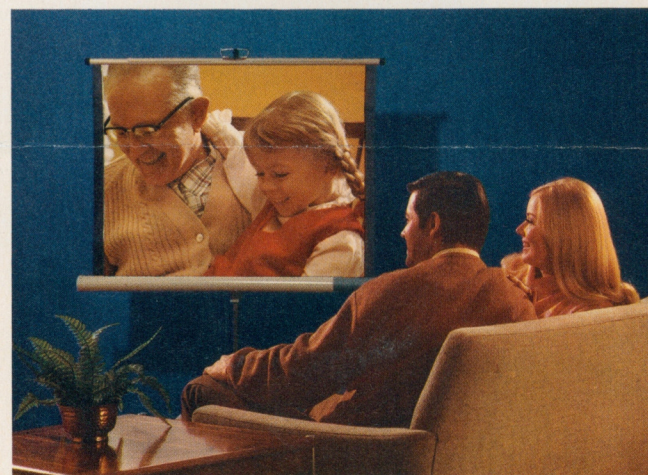
"The f/2.8 lens is very sharp at all openings...enlarged 50 times...the sharpness of the pictures left nothing to be desired."

—Popular Photography  
"Test Reports"

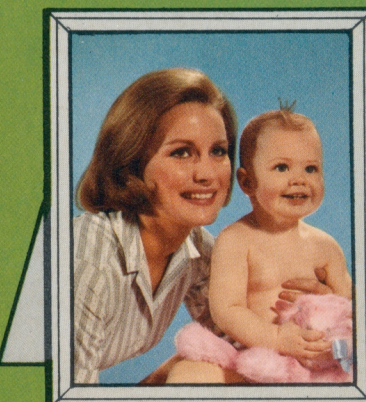


### GET WONDERFULLY NATURAL, PICTURES.

The intriguing DIAL 35 does not look like a camera to friends and family. You carry it easily in pocket or purse. There is no getting ready. Quickly this quiet camera takes the picture. Result: You get better-than-ever pictures!



**YOU GET BIG-SCREEN BRILLIANCE, SHARPNESS FROM DIAL 35 SLIDES.** The exciting DIAL 35 with its amazingly sharp 28mm f/2.8 lens not only gives you crisp color or striking black and white prints—it also gives you thrilling color slides you can show on even the largest screen!



### EYE-CATCHING CLOSE-UPS WITHOUT ATTACHMENTS

Handy Focusing Lever above the dial and Distance Indicator in viewfinder give you complete control over even the closest shot. Take beautiful close-ups only 2.6 feet away! Nothing whatsoever to attach to lens!

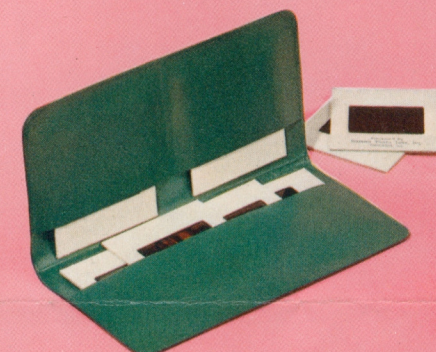
## EVERYTHING SHOWN ON THIS PAGE SENT TO YOU FOR TWO WEEKS FREE!



### INCLUDED DE LUXE CARRYING CASE

Best quality, de luxe form-fitted camera case in rich black and silver finish reinforced by chrome edges and cushioned inside with black velvet safely holds camera. May be carried conveniently by wrist strap.

### INCLUDED 4 SLIDE GIFT PRESENTATION KITS for friends, relatives or business associates!



Includes four handsome presentation cases and four fold-away slide viewers with glass magnifying lens!

Clever, thoughtful way to present or mail slides to friends and relatives. Also fits easily in your own pocket or purse to have with you anywhere, anytime. You get four kits including viewers and presentation cases!

### INCLUDED FLASH MOUNT AND FLASH CUBE

Slips easily onto flash synchronizer on top of camera. Cube rotates and gives you four flash shots.

### INCLUDED CONVENIENT WRIST STRAP

Specially designed, snap-on strap lets you carry camera safely and conveniently. Also permits use with camera in de luxe case.

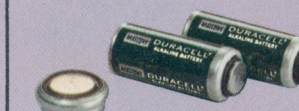
### INCLUDED DYNACHROME FILM FOR 24 COLOR PICTURES

Start your own testing of the DIAL 35 the moment it arrives, accept the film free and keep the pictures you take regardless of your decision about owning the DIAL 35 outfit.



### INCLUDED BATTERIES

Includes long-life Cds Electric Eye battery and two best-quality batteries for flash cube mount.



## USE AND ENJOY THE BELL & HOWELL DIAL 35 FOR TWO WEEKS FREE!

if you decide to keep it  
now only

# \$888

per month

\$99.95 COMPLETE

- SEND NO MONEY
- NO DEPOSIT REQUIRED