

***"A Hand Sized Medium
For Bettering Your Business"***

The article held in
the hand on the
front cover is



MOTION PICTURE CAMERA

For commercial use
by the individual

MODERN METHODS

Call for MOTION PICTURES in Business

As manufacturers of 95% of the professional motion picture cameras and equipment in use the world over, it is the most natural thing in the world for industrial concerns everywhere to come to us with their problems of the practical and economical use of MOTION PICTURES in their business.

MOTION PICTURES have long been recognized as a profit producing sales and advertising medium. But the intricacies of taking the pictures with professional equipment and the expense involved to produce even a reel or two of film, have restrained many from using motion pictures, much as they have wanted to.

"Feeling the pulse" of the demand has enabled us to anticipate the needs of these progressive concerns and meet their requirements by the development of a simple-to-use motion picture camera for commercial use, by the individual—and a light-weight, PRACTICAL, portable projector.

FILMO is the answer of our experts—the leaders in the motion picture industry in the world—to your film problems. FILMO gives you the means to PRODUCE YOUR OWN MOTION PICTURES as easily and as economically as snapshots were formerly taken. Instead of taking pictures once or twice a year, as you might if using standard film, you can now take them any day or as often as desired—you will keep your film library fresh and up-to-date.

No matter how you want to use MOTION PICTURES—to show your product in use, to take your plant to your prospects, or to educate your salesmen and your employees, you now have, with FILMO, a way to do it at such a comparatively small cost that you can no longer afford to overlook this new and profitable sales medium.



ESTABLISHED
1907

BELL & HOWELL Co.

BRANCHES
NEW YORK HOLLYWOOD
220 W. 42nd ST. 6234 SANTA MONICA BLVD.

1801 LARCHMONT AVE.
CHICAGO.

Manufacturers of 95% of Professional Motion Picture
Producing Equipment in Use the World Over

FILMO MOTION PICTURE CAMERA

For Commercial Use

The four principal things which had to be considered in building a motion picture camera for commercial use by the individual are:

First: **Ease of operation.**

Second: **Portability.**

Third: **Cost of producing pictures.**

Fourth: **Quality of pictures taken.**

To make it practical, it must be so constructed that anyone, without any photographic experience, can obtain good results. FILMO automatic Camera is so simple to use that a child can operate it successfully.

It is light of weight and as easy to carry as an ordinary folding type still camera. And MOTION PICTURES are now produced with FILMO at about the same cost as snapshots were formerly taken.

As to the quality of the pictures—conditions considered, they compare favorably with pictures produced with our professional cameras which cost upwards of \$5,000.00.

Compact—Simple—Reliable

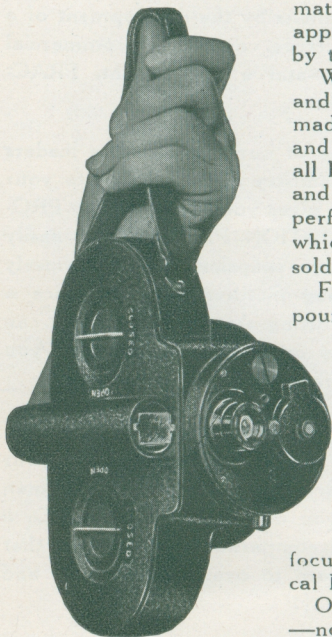
Here is FILMO automatic Camera, as it would appear, held in the hand by the carrying strap.

While simple in design and construction, it is made with the same care and skill that characterizes all Bell & Howell products and is guaranteed to do perfectly the work for which it is designed and sold.

FILMO weighs but $4\frac{1}{4}$ pounds. May be held in the hand or used with a tripod. Is daylight loading. Has universal focus lens which eliminates the necessity of adjusting the camera for distance. May be easily adapted with focusing mount or any focal length lens.

Operates at two speeds—normal (which is 16 pictures per second) or $\frac{1}{2}$ normal (8 pictures per second). Half speed, necessary only when light conditions are very poor, is obtained by the turn of a screw.

There is nothing about FILMO to puzzle the operator—nothing to get out of order. FILMO is truly a camera for the individual.



Take Your Own Motion Pictures with Filmo



Easy as Aiming a Spyglass

By following the simple instructions accompanying the camera, it is loaded very quickly and ready for instant use.

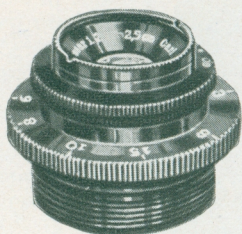
After setting the footage dial and the diaphragm stop dial (to assure the right exposure), you simply raise FILMO to the eye, press the button and the camera automatically takes the picture you aim it at, with every action—every detail—definitely recorded on the film exactly as it actually happened.

Pictures of your product in use, exterior views of your plant or any other pictures that you may want to photograph, are easily taken with FILMO. To take inside views, you must, of course, have special interior arc lights that throw a blue white light to get the best results. The taking of interiors is explained in detail on page 9.

Low Cost of Taking Pictures

The film used is the newly standardized 16 millimeter safety film, obtainable in 100 foot rolls at \$6.00 per roll. This price INCLUDES DEVELOPING. 100 feet of 16 millimeter film is equal, in picture capacity, to 250 feet of standard 35 millimeter film and will give the same length show—four minutes. In each 100-foot roll there are 4,000 views, any one of which may be enlarged and printed, if desired. As many duplicate copies as desired may be made from the original film.

Camera May Be Focused If Desired



F. 3.5 Lens in Focusing Mount

FILMO Camera comes regularly equipped with a high grade anastigmat F. 3.5 Taylor Hobson lens with universal focus mount which permits the taking of pictures anywhere from 8 feet upward without adjusting the camera for distance.

Some, however, prefer to focus the lens. This is particularly desirable when close-ups are to be taken or when making titles. Camera may be easily equipped with a focusing mount at a nominal cost.

Records the Footage Exposed

A footage dial on the camera automatically records the footage as it is run off.

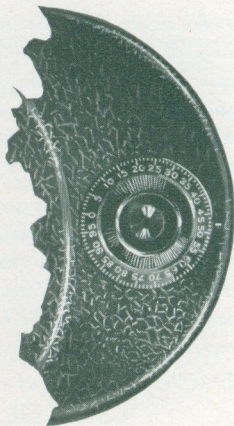
When the camera is loaded, the footage dial is set at 0. When the 100 mark has been reached, you will know that the entire "load" of film has been exposed. After running of a few feet more to wind the protecting leader around the exposed film, the camera may be unloaded in daylight and a fresh reel inserted.

Getting Film Developed

The exposed film is sent to the developing station nearest you and is returned to you postpaid and without further cost, as soon as developed.

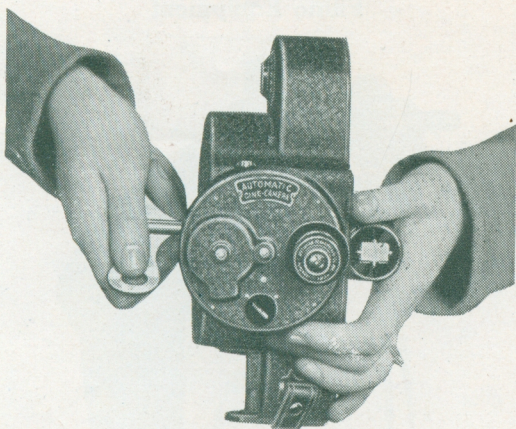
The film is reversed to a positive in developing. Therefore,

besides the original saving in the size of the film, there is the additional saving in the fact that no print is made, as with standard film. If additional copies are desired, they may be obtained at six dollars per 100 feet—\$24 for 400 feet (the equivalent in picture capacity to 1000 feet standard 35 m/m film).



Footage Dial

How Filmo Camera Operates



Winding the Spring Motor

FILMO Camera is automatic in every detail. It operates by means of the highest type spring motor, controlled by a governor. The film moves at the same speed from the instant the button is pushed until the camera stops, a feature that is highly important in getting equal exposure from start to the finish of the scene. Should the film start and stop slowly—instead of instantaneously—there are several frames of over-exposed pictures at the beginning and ending of each scene. This is not only a waste of film, but it reduces the length of the scenes, as this film must be cut out.

This cannot happen with FILMO.

Key Winds Spring

The spring is wound with a key—you always have power. One winding is sufficient for about 27 feet. Four windings enable the running off of the entire 100 feet.

Pushing the starting button automatically releases the spring and starts the film moving. If released slowly, the button will catch, thereby enabling you to remove your finger from the button, with the motor running. By letting up the button quickly, it will pass a catch and the motor will stop.

Every detail of the mechanism is worked out to perfection by leading motion picture camera engineers of the world and assure the freedom of our users from mechanical troubles of every nature.

Getting Professional Results Using Filmo Equipment



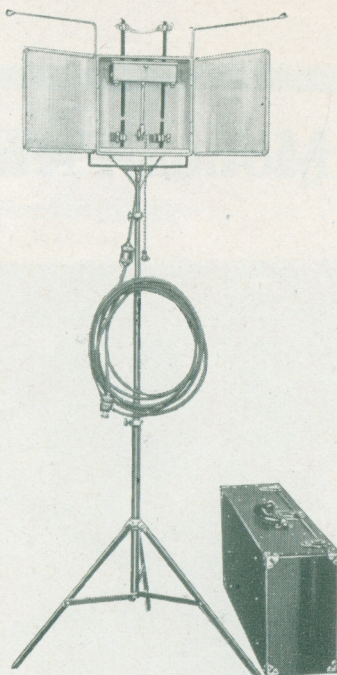
Using Long Range Photographic Lens

The longer range photographic lenses interchangeable on FILMO give this camera for the individual the flexibility in producing pictures formerly procurable only in professional cameras costing thousands of dollars. The lens shown in use on the camera in the photo above is our 6" Dallmeyer telephoto lens, with a working speed of F. 4.5, used for extra long range work when it is desired to bring a small distant object up closer and magnify it so that it may be plainly seen. An excellent lens for surveyors, road builders, graders and others who require an extremely long range photographic lens.

Other lenses regularly stocked are our 4" focus Dallmeyer telephoto—the only telephoto lens made with a working speed of F. 4; 3½" Goerz photo lens, with a working speed of F. 4.8 and 35 millimeter Carl Zeiss F. 3.5 Tessar photo lens, all of which are supplied in the focusing mounts with matched view finder and eye piece. Are interchangeable with regular lens equipment on FILMO camera.

When we know your photographic problems, we will recommend the best lens suitable to your use.

Taking Interior Scenes With FilmoLite



Connects to Any Light Socket

Making your own movies inside the plant is most simple since FILMO Camera and FILMOLITE arcs are available.

FILMOLITE—the only light of its type that connects to a regular light socket—is a portable twin arc, automatically lighted by a pull on the chain controlling the adjustment of the carbons. One FILMOLITE will furnish sufficient illumination for the average close-ups. The number of lights needed for other than close-ups will depend upon the light conditions prevailing at the scene to be photographed.

FILMOLITE was developed especially to use with FILMO Camera. It throws a blue white light—the only illumination to use for best results.

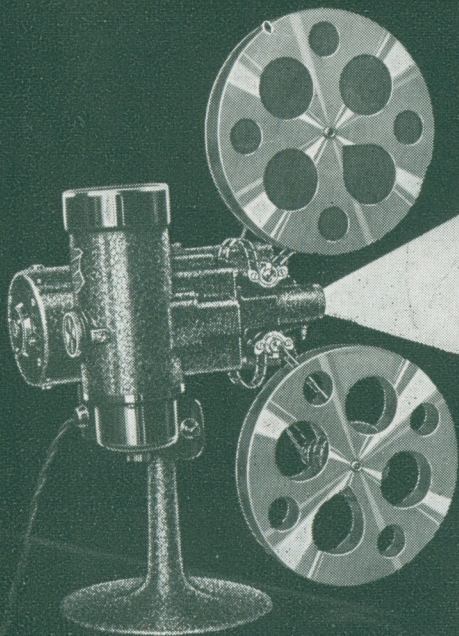
It can be taken apart, packed in a small suit case and carried anywhere. Weighs only 25 pounds in case.

Good interiors are assured with FILMOLITES. Further information will be sent upon request.

Filmo
REGISTERED

Motion Pictures the PRACTICAL Way

—(Seeing Is Convincing)—



Do you want to use MOTION PICTURES to show your product in action at the office of your prospects?

Or—do you want to take your plant to your prospects?

Or—have you thought of using MOTION PICTURES to educate the employees at your plant, your salesmen or your distributors?

Or—are you considering using MOTION PICTURES for window advertising?

On Pages 16 and 17 you will learn how others are using FILMO. Regardless of what use you have for MOTION PICTURES—FILMO will serve you faithfully, efficiently and profitably.

Filmo

AUTOMATIC PROJECTOR

- Weighs only 9½ pounds.
- Connects to light socket.
- Throws flickerless picture up to 9x12 feet in size.
- Is perfectly safe and dependable.

Producers of 95 % of the professional motion picture cameras and equipment used in studios the world over.



ESTABLISHED 1907
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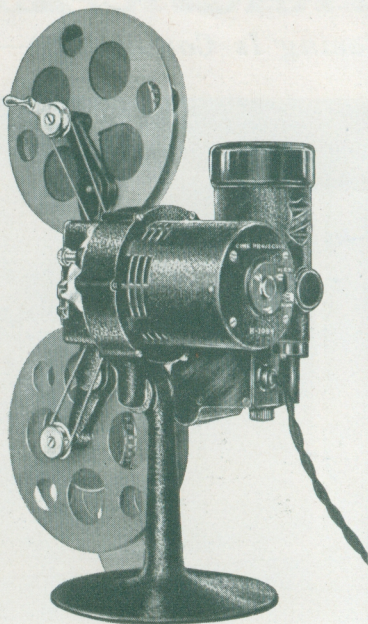
About Filmo Projector

As with FILMO Camera, there is nothing complicated about FILMO Projector. You simply thread in the film (a second's work), connect it to any 110-volt light socket, focus the picture on the screen or on the wall, turn on the power, and a clear and flickerless picture is flashed before you. Flickerless—because it is the only projector ever built that employs a 9 to 1 movement. The best professional machines cannot compare, with their 4 to 1 and 6 to 1 movements.

The illumination is furnished by a 50 volt 200 watt lamp. A special light condenser, supplied as regular equipment with FILMO, together with a fan arrangement that cools the lamp, enables stopping the film for the projection of a single image. Another much appreciated feature is the fact that FILMO can be operated forward or backward.

The film is quickly re-wound by turning the handle located on the upper reel. By reversing the mechanism, the motor may be used to rewind film if desired.

In both construction and appearance, FILMO Projector is a quality product, guaranteed to perform perfectly the work for which it is designed and sold.



Folds Into Small Carrying Case

In a second's time, FILMO can be folded up and placed in a small carrying case, 8x8x11, and conveniently taken anywhere. Weighs only 9½ pounds (14¼ pounds packed for carrying, with film).

Besides the projector there is room in the case for 2,000 picture feet of film. Case is attractive black leather with substantial handle and lock.

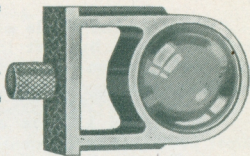
The FILMO Projector is the last word in portability, as well as quality results, and is just the thing for demonstrators, field men, educators or anyone else who uses motion pictures while traveling.



Increased Brilliancy

For a long throw or when increased brilliancy is desired, a stronger light condenser may be used.

Pictures cannot be stopped for single image projection while using the stronger light condenser as the more highly concentrated light rays tends to warp the film. This, however, is not serious or dangerous, as the film used is non-inflamable.



Light Condenser

Another feature obtainable is a variable rheostat, which is desirable wherever current fluctuates abnormally. It permits of increasing or decreasing the delivery of current to the lamp. With the stronger condenser and variable voltage resistance, a picture of unequaled brilliancy for this type of projector may be obtained.

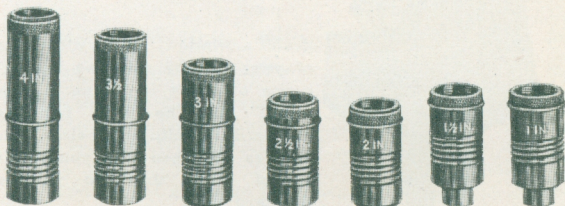
Any Size Picture Up to 9x12 Feet

Seven projector lenses of varying focal lengths are regularly stocked and give a wide range of picture sizes.

A picture from post card size up to 9x12 feet may be shown with FILMO Projector, the size of the picture depending upon the projector lens used and the distance the projector is from the screen.

The choice of a 2" or 2½" lens is given with FILMO. The 2" lens shows a picture 1.54x1.14 feet at 8 feet distance, and a picture 9.63x7.13 feet at 50 feet distance. A 2½" lens throws a picture 1.23x.91 feet at 8 feet distance, and the same size larger picture as a 2" lens at 64 feet projecting distance.

If no preference is specified when ordering, a 2" lens is supplied.



Varying Focal Length Projection Lenses

If You Now Have Film, "Reduce" It

Film stored away in a vault and never used is a poor investment.

Or film in the hands of representatives but left in the hotel room is not bringing you any returns.

But film IN USE is a most profitable investment. This is not our statement, but is the statement of many progressive concerns who are "cashing in" on the use of MOTION PICTURES in their business.

Use your film in the PRACTICAL way, and you will get the most out of it. If it is to be taken from place to place, make it possible for your representatives to use it—conveniently. Equip them with a PRACTICAL projector that will not make a truck horse out of them. No doubt but what they will use it then—because they realize it means more business.

If it is used in the branch offices, your dealers or jobbers stores, the



The OLD Way



The NEW Way

Load a salesman down with a 45 to 75 pound projector and TRY to get him to use it. Can you do it?

But give him instead a small, light-weight 9½-pound projector that is as easy to use as it is to carry and he will use it—you can bet on that.

dealer's window, make wider use of your film by reducing the expense of using it. Have it "reduced" to the new business standard 16 millimeter size. Duplicates will then cost you about ½ of what they do in the standard film.

A broader use of your film will mean increased volume of business for you.

FIGURES TELL THE STORY

COMPARATIVE FILM COSTS

Using the newly standardized 16 millimeter film offers you not only a more practical but a wider use of your film at reduced cost.

Here are the comparative figures:

STANDARD FILM COSTS

(Provided you are equipped with a standard camera costing upwards of two thousand dollars and do your own work.)

Cost of 1,000 feet standard negative film.....	\$ 40.00
Cost of developing.....	15.00
Cost of one print.....	60.00
	<hr/> \$115.00

If you employ outside company to make your picture, cost will vary from \$1,000 to \$2,500 per 1,000 feet.

Cost of additional prints per thousand feet \$60.00 upwards.

16 M/M FILM FOR FILMO COSTS

Cost of 400 feet, equivalent to 1,000 feet standard film (INCLUDING COST OF DEVELOPING)—Total Cost only \$24.00.

Made with an investment of only \$190.00 in FILMO Camera and your own time.

Cost of additional prints, per thousand picture feet \$24.00.

Cost of making reduced prints from Standard Negatives per thousand picture feet \$35.00.

Note the saving in the use of the 16 m/m film with FILMO.

COMPARATIVE FILM WEIGHTS

FILMO, with case.....	11¼ lbs.
Film, equivalent, in picture capacity, to 2,000 feet of standard film	2½ lbs.
	<hr/>
Total weight FILMO Equipment.....	13¾ lbs.
Standard machines, average weight.....	35 lbs.
Film, weight of 2,000 standard feet, in separate case, which must be shipped in an express car (not by parcel post)	21 lbs.
	<hr/>
Total weight standard equipment.....	56 lbs.

Note tremendous difference in weight in favor of FILMO Projector.

HOW OTHERS ARE USING

Here Are Four Widely Different Organizations Economically Use Motion Pictures

SHOW THEIR PRODUCT IN ACTION

The sales manager of an automotive machine of heavy construction was in a quandry. The problem under discussion was to increase sales—but how, was the question. “If we could only carry our product to our prospects or bring our prospects to see our plant and our product in use, we could show them why they should buy our machine and we would undoubtedly increase our business. Our customers want to see our product “in action.”

Then came the answer to his problem—from the advertising manager. FILMO MOTION PICTURES were suggested.

This company had thought of using motion pictures many times. But they had passed it up as impractical, not only because of the expense involved in using standard equipment to take the pictures, but because of the weight of the so-called “portable” projectors. Even though they were reconciled to the expense, they hesitated to load their men down with projectors weighing anywhere from 45 to 75 pounds.

But now FILMO is answering their every need. They TAKE THEIR OWN MOTION PICTURES with FILMO automatic Motion Picture Camera—any time—anywhere they want to photograph their product in action. They have learned that by using the new business standard 16 m/m film, the cost of producing pictures is so small that it doesn't have to be considered—that they can keep their film library fresh from week to week virtually as economically as snapshots could formerly be taken.

And that with FILMO light-weight projector, the pictures could be carried everywhere and shown wherever there is light current available.

Nothing “Animated” About Paint, BUT—

If you feel that your product is “different”—seemingly inanimated—and for this reason, you see no need to use motion pictures, listen to the story of how a progressive concern that sells paint uses MOTION PICTURES to put across the selling arguments of their product.

Possibly the first thing that occurs to you is, “What in the world is there to show in motion pictures about paint? It does not move. You slap it on and that's all there is to it.”

But this enterprising company recognized that the thing to talk about was not the paint itself but what it would do for the people they wanted to sell it to. They “painted” a story of their product and of what their asphalt paint would do in MOTION PICTURES. Here is how they did it:

They started in at the beginning—took pictures of the mining of the essentials of their product. They followed the details of the completion of their product step by step. Then came the application of the finished paint. How it was applied and how it looked when the job was finished rounded out the story.

The pictures were interspersed with interesting titles containing facts and figures. Here was a vivid sales story interestingly told with animated pictures. Seeing the paint made caused you to feel that you knew all about asphalt paint. Then, when you were told it was better paint, you readily understood why.

These pictures are being used by representatives who advertised the product in group meetings and by the salesmen who sell the paint. The company thinks so much of the idea that they supply each of their men with two FILMO Projectors. They show several reels of film and carry the extra projector in order to keep the show going

FILMO MOTION PICTURES

Which Have Found the Way to Practically and Profitably in Their Business

on continuously. The moment one 400-foot reel (the equivalent of 1,000 feet standard film) is finished, the other projector is switched on and the show continues without interruption.

This company feels that MOTION PICTURES have helped them wonderfully in promoting the sale of their product. Yet, at first thought, you would not see the use for MOTION PICTURES in the paint business. But it's there—and everywhere else.

There IS A WAY to use MOTION PICTURES in any business that wants to increase its sales.

Taking the Plant to the Prospect

A stove manufacturer visualized producing a motion picture of his product in the process of being manufactured. He came to us with his problem. A stove doesn't move—so there was nothing to show about the stove in action. But there WAS a story to tell of how the stove was built—why the prospect should buy it instead of some other stove. With their newly acquired FILMO automatic Camera and a battery of arc lights, they set to work and within a very short time and with very little expense, they had several hundred feet of splendid pictures showing the various processes of building their stove. First, you saw the raw material, watched the parts being formed; saw them assembled; learned how the finish was applied—witnessed a stove "growing" before your eyes. You were struck with the rigidity of the construction, the attention given to every detail, and when you saw the finished product, you said to yourself, "That's a real stove." You were sold!

Another case of where MOTION PICTURES are decreasing sales resistance and increasing sales.

Instructing Employees

FILMO MOTION PICTURES are being used for business educational purposes in various ways.

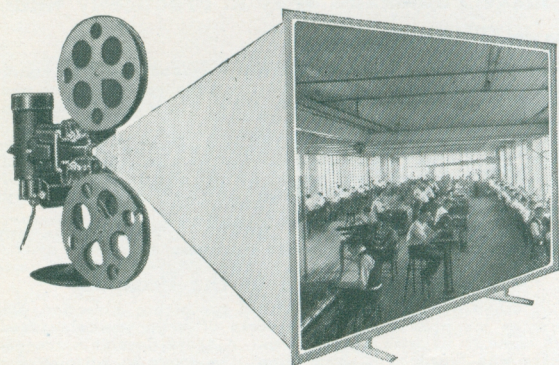
A transportation company is taking pictures of the handling of freight on their freight platforms, and, at weekly meetings, runs these pictures, points out to their employees things that are being done wrong and correcting these faults. They find that it pays them big returns, because it has helped them to cut down losses due to the careless handling of freight.

A manufacturing company takes FILMO MOTION PICTURES of the various processes that they want to bring out when training their salesmen and use these pictures in the sales schools. They find it is much easier to instruct by means of these pictures in the sales school than it is to take the salesmen through the factory. Furthermore, they feel they are making money by using MOTION PICTURES, as they are saving the time of the workmen, who naturally are hindered while instructions are going on in the shop.

A large organization with branch offices had the problem of "selling" their plant to salesmen in their branch offices who never had the opportunity to see the home office. They solved their problem by putting their plant and their product in MOTION PICTURES and taking it to the branch offices. It got their salesmen acquainted with the plant and the organization behind them, acting in the same capacity as a trip to the factory.

A company whose activities were scattered in various parts of the country, found that by taking pictures of their various properties, they could better promote the sale of their product by showing the enormous organization behind it. MOTION PICTURES enabled them to take their prospects on a trip around the country, visit their properties in a few minutes' time and told the story as vividly as it could have been told should the trip have been actually taken.

FILMO Projector for Window Advertising



If more people were attracted to your dealer's store and their attention drawn to your merchandise, you would sell more goods.

But how to attract the roving eye of the passers-by—that's the problem. Did you ever try MOTION PICTURES of your product in use in the dealer's window? MOTION PICTURES will attract attention—and hold it. The crowded theaters every night have proven the value of MOTION as a drawing card.

Window advertising with MOTION PICTURES is now practical with FILMO Motion Picture Projector. Shown on the daylight screen in the window, FILMO MOTION PICTURES collect the crowds and tell the story of your product. Get folks to the window, show them an attractive display of your product and a certain percentatge, seeing something they want in the window, will come inside to buy. It helps the dealer. It helps you.

You probably spend in a short time more money to help each dealer move your stock off his shelves than a FILMO Projector costs. This advertising expense must be repeated time and time again to assure continuous returns. But one investment in FILMO assures returns for years to come. Returns that you can trace in increased business from the dealer who uses FILMO MOTION PICTURE window advertising.

FILMO Projector solves your dealer's window advertising problem.

No Licensed Operator Required

With FILMO Projector

Since Filmo Projector is approved by the Underwriters, uses safety film, and does not require a steel enclosed projection booth, it may be operated at shows, conventions, etc., by its owner, whereas a projector using inflammable film of standard 35 m/m size, requires a licensed operator.

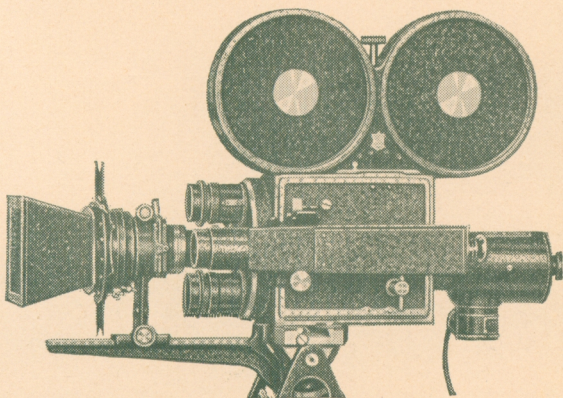
Filmo is so simple that anyone can operate it. Just connect it up, turn on the juice and it runs itself.

Used with daylight screen, FILMO cannot be equalled to attract the crowds and tell the story at shows, conventions, or anywhere else you want to use it.

SOME OF THE PROGRESSIVE COMPANIES WHO ARE PROFITING BY THE USE OF FILMO MOTION PICTURES

Universal Crane Company,	. . .	Cleveland, O.
Byers Machine Company,	. . .	Cleveland, O.
Kentucky Rock Asphalt Co.,	. . .	Louisville, Ky.
Barber-Greene Co.,	Aurora, Ill.
Holt Machine Company,	Peoria, Ill.
Syracuse Washing Machine Company,	. . .	N. Y.
Westinghouse Electric Mfg. Co.,	E. Pittsburgh, Pa.	
Ford Motor Company,	Detroit, Mich.
General Electric Co.,	Schenectady, N. Y.
American Asphalt Paint Co.,	. . .	Chicago, Ill.
Victor X Ray Co.,	Chicago, Ill.
Cleveland Twist Drill Co.,	Cleveland, O.
Link Belt Co.,	Chicago, Ill.
SeigWarford Co.,	Davenport, Ia.
Shaw Walker Co.,	Saginaw, Mich.
International Derrick and Mach. Co.,	Columbus, O.	
Cribben & Sexton Co.,	Chicago, Ill.
Radiola Corp.,	Chicago, Ill.
The Nash Engineering Co.,	So. Norwalk, Conn.	
C. B. & Q. Railway, Claim Dept.,	. . .	Chicago, Ill.
Northern Pacific Ry.,	Chicago, Ill.
Canadian National Ry.,	Toronto, Ont., Can.	
Cleveland Pneumatic Tool Co.,	Cleveland, O.	
Canadian Pacific Ry. Co.,	Toronto, Ont., Can.	
Willard Storage Battery Co.,	Cleveland, O.	
Cleveland Automobile Co.,	. . .	Cleveland O.

The Standard of Comparison



*A Bell & Howell Professional
\$5,000.00 Motion Picture Camera used by
all the foremost producers in the world to
take 95% of the pictures seen at the theaters.*

Filmo Automatic Camera, while small and simple, compares favorably in design, construction and results to the large Standard Bell & Howell Cameras.

