

## Bell & Howell GUARANTEE

This new Bell & Howell/Canon product is guaranteed to be free from imperfections in both material and workmanship for one year from date of original purchase. Should any part of this equipment be defective, it will be replaced or repaired free of charge, (except for transportation), provided the equipment has been operated according to the instructions accompanying it.

No liability is assumed for film which is damaged or is unsatisfactory for any reason and no liability is assumed for interruptions in operation of equipment. This guarantee is void:

- a) If equipment has not been registered with Bell & Howell (please use card supplied);
- b) If equipment has been damaged by accident or mishandling;
- c) If equipment has been serviced by other than Bell & Howell approved service station;

The foregoing is in lieu of all other warranties expressed or implied and Bell & Howell Company neither assumes nor authorizes any person to assume for it any other obligation or liability in connection with this product.

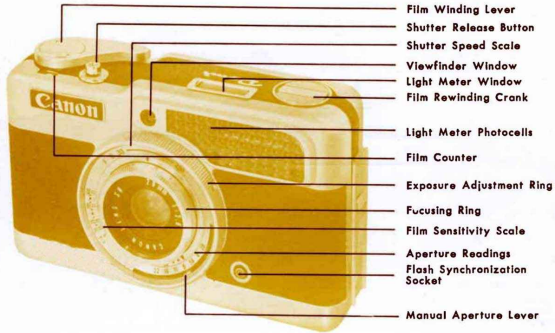
*\*Location of nearest approved service station will be furnished on request.*

**Bell & Howell COMPANY, 7100 McCORMICK Rd., CHICAGO 45, ILLINOIS**

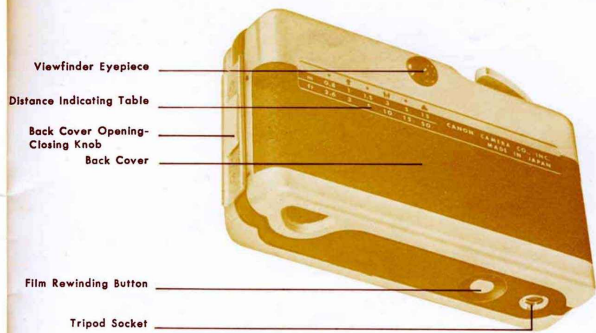
PRINTED IN JAPAN

## HOW TO USE THE

**Bell & Howell<sup>®</sup> / Canon<sup>®</sup> Demi**



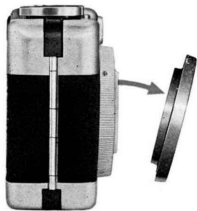
- Film Winding Lever
- Shutter Release Button
- Shutter Speed Scale
- Viewfinder Window
- Light Meter Window
- Film Rewinding Crank
- Light Meter Photocells
- Film Counter
- Exposure Adjustment Ring
- Focusing Ring
- Film Sensitivity Scale
- Aperture Readings
- Flash Synchronization Socket
- Manual Aperture Lever



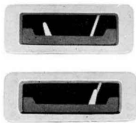
- Viewfinder Eyepiece
- Distance Indicating Table
- Back Cover Opening-Closing Knob
- Back Cover
- Film Rewinding Button
- Tripod Socket

## Follow these simple steps...

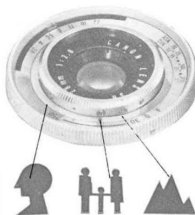
1 Take the lens cap off.



2 Adjust the needle and set the exposure.



3 Focusing.



4 Compose the picture looking through the viewfinder.



5 Wind the film winding lever.



6 Press the shutter button.



## Here are some of the highlights of the new DEMI...

### 60 grams lighter than the preceding Demi...

The body of the new Canon Demi is made of alloy developed exclusively for Canon Demi to make it much lighter than the preceding Demi.

- 1 Demi is equipped with the newly designed wide-angle lens, Canon Lens S.H. 28 mm F 2.8...

It is sharp, well color-balanced and its depth-of-field is quite deep. Composed of 5 elements in 3 components. The newest type optical glass with high refractive index is used. In addition to the severe correction of aberrations, the lens system is made quite small, protruding only a little from the Demi body.

- 2 Demi has the real image erect viewfinder of Kepler type...  
It is composed of 4 lenses and 3 prisms and is not only bright but effectively serves to decide composition of your pictures.
- 3 Demi has the most advanced program shutter from 1/30 F2.8 to 1/250 F22...  
It is coupled to the high-sensitivity selenium light meter and teaches you the

correct exposure. You can decide it in one motion, by turning the shutter ring.

- 4 Demi has a simple and easy focusing system. Canon Demi incorporates "Zone Focusing Method." On the focusing ring are focusing guide illustrations which can be selected by turning the focusing ring. Just pick the one that is appropriate for the situation.



- 5 Demi has unique style...



Easy-to-hold size which allows Demi to be held in your palm. Built-in mechanisms such as light winding lever which can be turned with your finger tip and light-touch, smooth shutter button are based on human engineering which especially emphasizes the easy-to-use styling.

- 6 Demi is an economical and convenient camera...

As you can take 40 pictures with 20 exposure film or 72 pictures with 36 exposure film, you can reduce quantity of spare film to a half of ordinary 35 mm cameras. Use Canon Demi instead of taking notes. Convenient both for travel and study.

## Canon Demi Specifications

- TYPE: 35 mm demi-size camera (24×18 mm) with built-in exposure meter
- COUPLED EXPOSURE METER: Highly sensitive selenium type.  
Coupled to program shutter.
- OPERATING RANGE OF EXPOSURE METER: With ASA 100 film from LV 6 to 17.
- INDICATION OF FILM SENSITIVITY:  
ASA 10 (12~16) 25 (32~40) (50) (64~80) 100 (125~160) (200) (250~320) 400  
DIN 11 (12~13) 15 (16~17) (18) (19~20) 21 (22~23) (24) (25~26) 27
- SHUTTER: Program shutter with following range.  
LV 8 (F 2.8 1/30 sec.)~LV 17 (F 22 1/250 sec.)  
With B and  (shutter speed exclusively for flash is 1/30 sec.).
- F-STOP: 2.8, 4, 5.6, 8, 11, 16, 22  
Aperture can be set manually only when the shutter ring is set to B or .

- FOCUSING: Zone Focusing system. Rotate the focusing ring to select from the following illustration guides on the focusing ring.  
Portraiture  
Group Photography  
Scenic or Long Distance Photography
- FILM WINDING: Single stroke or fractional winding lever system. Winding angle is 145 degrees.
- FILM COUNTER: Starts from "S". As the back cover is opened, the film counter returns to "S".
- FLASH SYNCHRONIZATION: Built-in X contact. Flash can be synchronized by turning the shutter ring to match  to . This sets the shutter speed automatically at 1/30 sec.  
F and M type as well as an electronic flash are synchronized.
- SIZE: 115×68×37 mm
- WEIGHT: 320 grams

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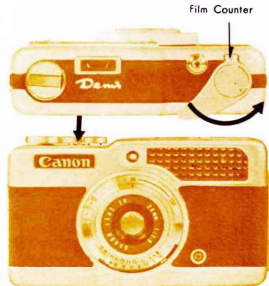
# 1

## Releasing the shutter button . . .

Before releasing the shutter button, make certain that the film is fully wound. Always wind the lever up as far as it goes.

Press the shutter button gently and steadily to release the shutter mechanism. After you clicked the shutter, wind the film winding lever fully again to get ready for the next exposure.

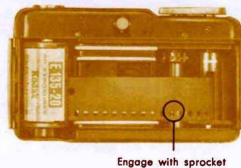
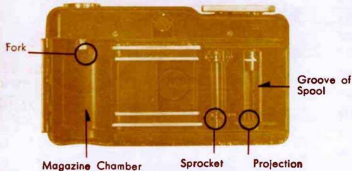
This action charges the shutter and advances the film by one frame.



## 2

### How to load film...

Daylight loading type 35 mm film in the cartridge or magazine is used.



1 Open the back cover by pulling down the back cover opening-closing knob on the side of the camera body.

2 Insert the cartridge or magazine in its place.

3

Insert the end of the film leader into the film winding spool securely and fit the film perforations on the sprocket of the spool.

4

If the film is loose, rotate the film rewinding crank clockwise slowly and gently until it is tightened.



5

Close the back cover by pressing it lightly, which locks automatically. At this time, the film counter indicates "S" (start).

As the film is wound and the shutter released for five times, it indicates 0. Then you are ready to take pictures.

In order to know that the film is properly wound and advanced, see if the rewinding crank rotates as the winding lever is wound.

# 3

## How to adjust film sensitivity . . .

Match the film sensitivity reading (in ASA or DIN) to (•) index mark on the shutter ring.

Rotate the shutter ring to right or left to align ⚡ mark or 250 mark to ♦ index mark. With slightly harder pressure, rotate the shutter ring farther. This time only the outer part of the shutter ring turns. Match the ASA or DIN reading of the film to (•) mark. This index applies to both black and white and color films.



Align ⚡ mark or 250 mark to ♦ index mark. With slightly harder pressure, rotate the shutter ring farther.



Match the ASA or DIN reading of the film to (•) mark.



# 4

## How to focus . . .

Choose from the illustration guides of focusing on the focusing ring depending on the distance of subject.

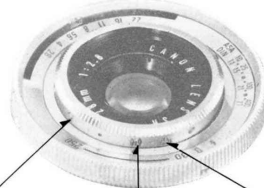
For Portraiture  
Group Photography  
Scenic or Long Distance

Match one of these marks to index mark on the focusing ring. ♦

This simple step gives you sharp focusing.

Note. There are no distance scales on the Canon Demi. See the Distance Indicating Table on the back cover of the camera for distance when you want to take a picture with flash or you want to know the exact distance from the subject to your camera.

	•	•	•	•	•	•	400014
m	0.8	1	1.5	3	5	15	
ft	2.6	3	5	10	15	50	
CANON CAMERA CO., INC.							
MADE IN JAPAN							



# 5

## How to determine a correct exposure . . .

Now that you have your subject in focus, the next step is to determine a proper exposure.

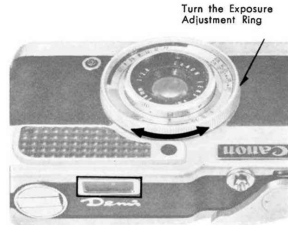
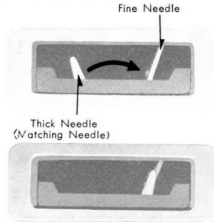
When the camera is directed toward the subject you are about to take, the fine needle (Index Needle) swings along the meter window and comes to stop. Turn the shutter ring which moves the thick needle (Matching Needle) in the meter window to align it with the fine one.

This action gives you an adequate exposure automatically.

When you cannot align the thick needle to the fine needle, it means

that you cannot take pictures under that particular lighting condition. The lighting is either too strong or insufficient. Thus, you have to use filters to reduce light quantity or a flash bulb to get sufficient light quantity.

Turn the shutter ring which moves the thick needle (Matching Needle) in the meter window to align it with the fine needle.



## 6 How to hold Canon Demi...

- Grasp the camera as deeply as possible with both hands.
- Steady the camera against either the cheek or forehead.
- When taking a horizontal picture, have both elbows tight against the body. When taking a vertical picture, have at least one elbow tight against the body.



# 7

## How to take pictures with flash . . .

Canon Demi has the built-in X setting for an electronic flash. For ordinary flash, it is better to always use CANON FLASH QUINT or CANON FLASH UNIT J-3.

With CANON FLASH UNIT J-2 for your Demi, be sure to mount an exclusive baseless AG or PH type adapter and to use a small baseless bulb.

If you use a big bulb of swan base type, there might appear a ghost image on your film.

1

Attach the flash unit coupler on the mounting shoe. Put the flash unit

into the accessory shoe of the coupler and plug the cord into the flash socket.

2

Turn the shutter ring to match ⚡ mark to the ◆ index. This automatically sets the shutter speed at 1/30 of a second.

3

Find out the distance from your subject to your Demi by consulting the distance table on the back cover, then an appropriate aperture can be obtained as follows.

$$\text{Aperture (Lens opening)} = \frac{\text{Guide number of a bulb}}{\text{Distance}}$$



# 8

How to take pictures with longer exposure time . . .

## Bulb Exposure

1

Turn the shutter ring to match B to the  $\blacklozenge$  index.

2

Set the aperture manually by turning the manual aperture lever.

3

Be sure to hold the camera in firm position (having the camera on a tripod, for example). Use a cable release, also.

The shutter stays open as long as you have your finger pressed on the shutter button. When you remove your finger from the button, the shutter closes.

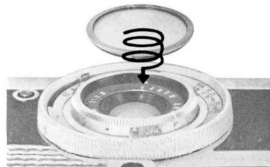
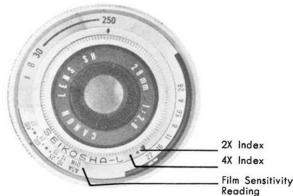


## 9 How to use filters . . .

Canon 27 mm screw-in type filters for both color and black and white film are for the Canon Demi.

They are used when you want a special effect in tone for your picture and also when your subject is in excessive light.

In any case these filters reduce the amount of light coming in, so you need a little adjustment in determining exposure for your perfect picture.



You can adjust it by following two manners...

## A Method

- Determine the exposure ordinarily by turning the shutter ring.
- Read off the aperture reading.
- If the used filter has 2X filter factor, then turn the shutter ring to match the reading to 2X index on the aperture scale. Likewise if 4X, to 4X index.

## B Method

- Divide the speed of the film loaded by the factors of filter in use.
- Match the number you got to the corresponding film speed number on the film sensitivity scale.
- For example, if you have ASA 100 film in your camera and a filter of 2X exposure factor, then divide 100 by 2, so you get 50 which is the sensitivity of the film with the said filter on your lens.
- Now you can determine the exposure in normal way.

# 10

## How to rewind and unload film...

When you are through taking pictures after 40 exposures in case of a 20 exposure film roll and after 72 exposures in case of a 36 exposure film roll—rewind the film as follows.

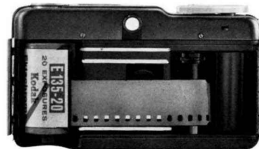
**1**  
Lift up the rewinding crank knob.

**2**  
While pressing the film rewinding button which is located on the base plate, turn the crank in the direction of the arrow (clockwise). When you no longer feel tension,

the film is completely rewound.

**3**  
Open the back cover to take out the film magazine. Please note that when you push in the crank knob back into its place, fold the crank up first. Without doing this, the knob cannot be pushed in.

Press the film rewinding button.



Open the back cover and take out the film magazine.

**FILTERS**

27 mm screw-in type filters.  
Available in the following colors.

- **UV**

Absorbs ultra-violet rays and has no effect for colors. Quite effective in outdoor, particularly in mountains or seaside where there is excessive ultra-violet rays. Recommended for use with color photography at all times.

- **Y 1 (Yellow 1) & Y 3 (Yellow 3)**  
Gives added contrast in the black and white pictures.  
Brings clouds out of blue sky and

for seas and waves, gives extra contrast.

Red and yellow subjects will become slightly brighter with these filters.

- **O 1 (Orange 1)**

This filter makes blue considerably darker and yellow and red quite brighter than as you see with your own eyes.

Emphasizes contrast and effective for taking a distant scene.

- **R 1 (Red 1)**

Gives sharp contrast. Even taken in the daytime, pictures will become quite dark as night scenes. This filter is always used in combi-

nation with the infra-red film.

- **G 1 (Green 1)**

Takes pictures closest to what your eyes see. Brings out red without making it white. The sky and portrait will be reproduced in moderate and mild tone.

- **ND 4, ND 8 (Neutral Density)**

Neutral density filters are used only to control exposure and have no effect on colors. Thus, this one is used when the subject is being exposed to excessive light conditions. ND 4 means it will reduce light

volume by 4 times making it only 1/4 of the actual volume. Likewise, ND 8 filter will reduce the light volume to 1/8.

- **Color Conversion A**

A filter used exclusively for taking color pictures. It changes the tone of color. Used with tungsten type film in outdoor under the sun.

- **Color Conversion B**

Used for color photography, color conversion B is effective when photographing with daylight type film under artificial light.



### FLASH QUINT

Five bulbs can be flashed continuously. AG type bulb only.



### FLASH UNIT J-3

With a built-in convertible socket for PH and AG, exclusively for baseless bulb.



### FLASH UNIT COUPLER



### SELFTIMER 6



### CANON RELEASE

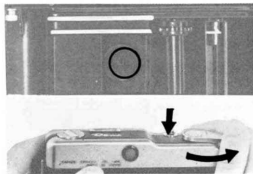


## 12

### Important note

Please observe the following points in handling so as to get the most out of your Canon Demi...

- When you open the back cover of the camera, please do not touch the lens shutter diaphragm and keep it free from being scratched.
- Always wind the film winding lever as far as it goes.
- Do not wind the film while the shutter button is being pressed as you are liable to click the shutter while winding the film.
- Screw the wrist strap firmly into the camera body and tighten. Especially when carrying the camera with you.



### When using the Self-timer

The shutter button of Canon Demi is designed so that it can be released very gently. Therefore, please be careful of the following points.

- Attach the self-timer before charging the film winding lever.
- Wind up the self-timer before charging the camera.

# 13

## Maintenance and proper care of your Canon Demi

Moisture and dust are harmful to your camera. It should be taken out into the light and fresh air from time to time.

If your camera is to be stored for a long time, it should be removed from its case. Silica-gel or another drying agent should be placed alongside it. When you use your camera on a rainy day, or at the beach, moisture and salt air adhere to it, which can result in stains, rust, and corrosion.

Use a soft brush to rid the body of dust and a dry, soft cloth for wiping. Do not touch the lens. Use a blower to blow away dust on the lens or brush lightly with a brush. If you should in-

advertently get a fingerprint on your lens and a blower or brush does not remove it, follow this procedure: use a little pure alcohol or ether, if available on special lens tissue. Then wrap the tissue around a wooden matchstick and wipe the lens in a circular motion... lightly and evenly.

## How to clean body and case of Canon Demi

It is advisable to remove stains from the soft case and leather on the body of Demi as soon as possible, because the longer they are left the harder will they be to remove.

- Remove dust, oils and fats thoroughly with leather cleaner. However, do not rub with force. Then wipe lightly with dry cloth. For hard-to-remove stains on the body leather, lightly use a brush with leather cleaner. Next, brush with a dry brush.
- When the stains cannot be removed with leather cleaner, use neutral detergent, alcohol or benzine. Later wipe with dry cloth.
- When cleaning the soft case, first rub lightly with neutral detergent, then wipe lightly with leather cleaner, and lastly wipe out with dry cloth.