

it's fun,
taking pictures
with your new



TOWER

REG. TRADE MARK

NO. 7

**FLASH
BOX CAMERA**

MADE IN GERMANY

SEARS, ROEBUCK AND CO., U.S.A. AND SIMPSON'S-SEARS LIMITED

parts of
camera



FRONT AND SIDE VIEW

- 1 Vertical view finder
- 2 Flash unit socket
- 3 Carrying strap
- 4 Film winding knob
- 5 Horizontal view finder
- 6 Viewing lenses
- 7 Picture taking lens
- 8 Camera body lock catch
- 9 Shutter speed indicator
- 10 Shutter release button with cable release fitting
- 11 Tripod socket (on camera base)



BACK AND SIDE VIEW

- 12 Film window indicator

opening the camera

- Grip camera back firmly with one hand.
- Press camera body lock catch on both sides of camera with thumb and middle finger of other hand.
- Remove front of camera.



loading film

... should always be done in the shade, never in bright light. Use No. 135 black and white or Kodacolor film.

AS EASY AS 1-2-3:

1. Swing out film spool support braces on side opposite winding knob, and insert roll of No. 120 film into opening. Film winding spool should be in winding knob's opening. Swing braces back into position.

2. Break seal on new roll of film. Pull film around film track to film winding spool. Make sure that black side of film is down and colored side up.

3. Thread tapered end of film through long thin slot in film winding spool. Turn winding knob until film is securely fastened straight on film track.

closing the camera



- Replace front of camera. Be sure catch buttons snap up to lock camera.
- Turn winding knob until Number 1 is centered in window at back of camera.

taking pictures

Check to see that lens is clean. Keep fingers away from lens to avoid interfering with photo.

1. Hold camera at waist level. Sight into either horizontal or vertical view finder, depending on type of subject.
2. Frame subject or scene in view finder.
3. Slowly press in shutter release button. Avoiding camera movement helps prevent blurred pictures.
4. Wind film to Number 2. Remember to always wind film after each exposure. This helps prevent taking another picture on the same Number, creating a double exposure.

time exposures

Pictures may be taken on dull, cloudy days or indoors without a flash bulb. When taking time exposures, place camera on a tripod or other firm support. (A tripod socket is provided in base of camera).

- Turn shutter speed indicator to "TIME" with a coin.
- Sight into view finder. Slowly press in shutter release button.
- For outdoor pictures on very dark, cloudy days, hold in shutter release button about 1 second.
- For indoor pictures, hold in shutter release button about 2 to 5 seconds, depending on amount of light.

For best results, insert a cable release into shutter release button. Do not aim subject and camera do not move during time exposure. Pose your subjects in comfortable positions so they will not accidentally move for duration of exposure. Always return shutter speed indicator to "INST." position for taking regular instantaneous snapshots.

Flash bulb pictures

Your camera is adapted for flash-synchronized pictures when you attach TOWER (No. 9655) flash unit. Use No. 5 or No. 25 photo flash bulb. We recommend TOWER No. 2 flash bulbs.

- Set shutter speed indicator at "INST."
- Plug flash unit into socket on side of camera.
- Insert flash bulb.
- Sight into view finder and slowly press in shutter release button.

Batteries in flash unit must be fresh and properly installed. Best pictures will result when subject is between 4 and 20 feet from camera.

unloading film

... should always be done in the shade, never in bright light.

After last exposure, turn winding knob until film is fully reeled onto film winding spool.

Open camera and remove film roll by swinging out film spool braces and pulling back on spring opposite winding knob.

Seal roll with gummed sticker. Film should be developed as soon as possible.

Move film winding spool to opening next to winding knob. Make sure stuffed sleeve end is against winding knob.

important reminders

- Always swing film spool support braces back into position.
- Always use camera in shade, never in bright light.
- Hold camera level and steady when snapping a picture.
- Wind film immediately after taking a picture.
- Brightly lighted subjects require good getting better black and white or Kodachrome picture results.
- Make your pictures interesting. Give your subjects something to do.
- All camera parts fit and operate easily when instructions are carefully followed.

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