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Sears

# OWNER'S MANUAL

## **M35 Auto-Focus 35mm CAMERA**

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## CONGRATULATIONS!

You have just purchased a fine camera that will give you many years of picture-taking pleasure. The SEARS M35 Auto-Focus is a 35 mm camera designed to make 35 mm photography as easy as taking pictures with a conventional 110 pocket camera.

You load the film. The camera does the rest.

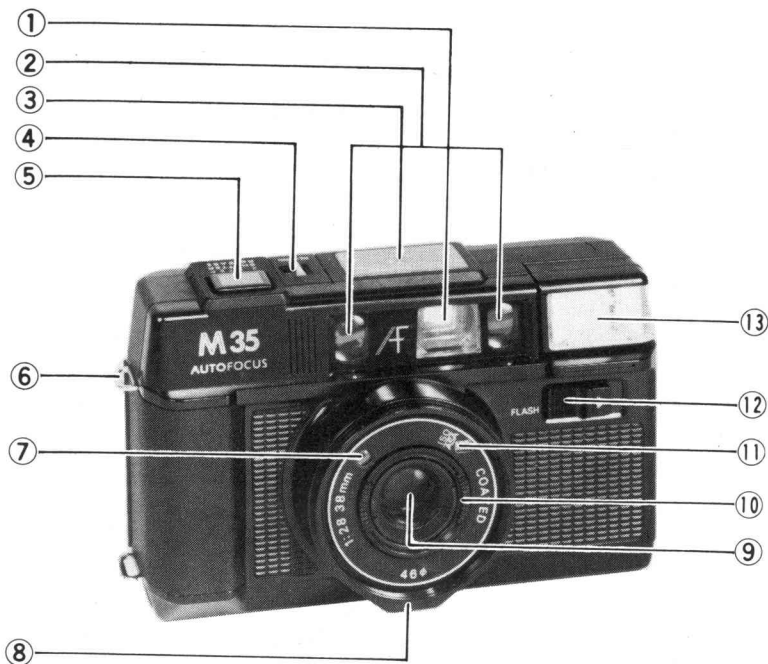
- \* The camera determines the correct exposure for sharp/clear pictures every time.
- \* The camera automatically advances the film for the next picture.
- \* AND ..... the camera automatically focuses for the correct camera-to-subject distance.
- \* AND ..... the film automatically rewinds back into the cartridge.

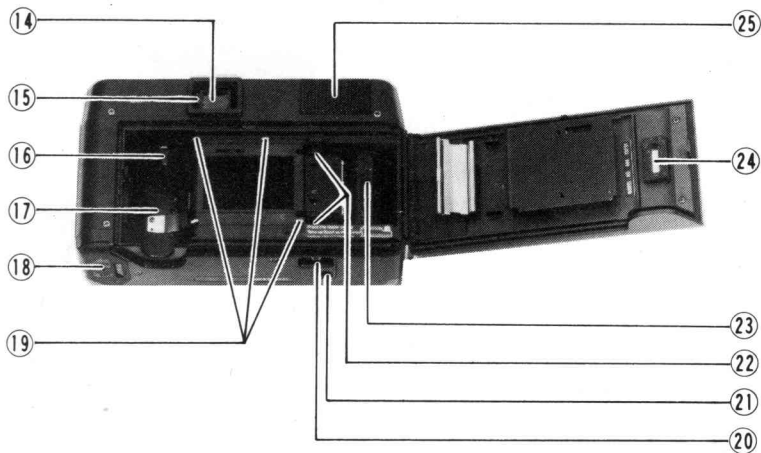
### **Before using your SEARS M35 Auto-Focus camera.**

Please read this instruction booklet carefully and familiarize yourself with the equipment and its features thoroughly. Your pleasure in using your SEARS M35 Auto-Focus camera will be greater if you know your camera thoroughly.

## DESCRIPTION OF PARTS

1. Viewfinder
2. Distance Measuring Windows
3. Film Counter
4. Film Rewind Switch
5. Shutter Release Button
6. Strap Eyelet
7. Photocell
8. Shutter Release Lock Button
9. Lens
10. Film Speed Ring
11. Film Speed Window
12. Flash Switch
13. Built-in Flash Unit





- 14. Viewfinder Eyepiece
- 15. Flash Ready Lamp
- 16. Film Rewind Shaft
- 17. Film Chamber
- 18. Battery Compartment Cover
- 19. Film Guides
- 20. Film Rewind Release Button
- 21. Tripod Socket
- 22. Sprocket
- 23. Film Take-up Spool
- 24. Film Check Window
- 25. Finger Rest

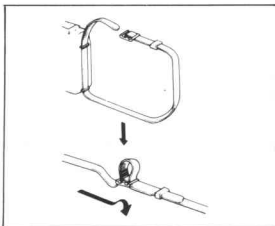


Fig. 1

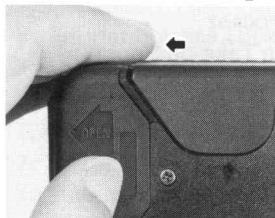


Fig. 2

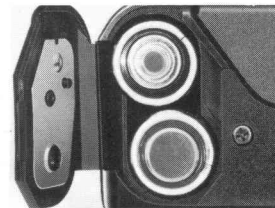


Fig. 3


## ATTACHING THE STRAP

Thread the strap through the eyelets on the camera body and adjust it to the correct length. (Fig. 1)

## HOW TO OPERATE THE CAMERA

### INSERTING THE BATTERIES

This camera has automatic focusing, automatic exposure, automatic film loading, automatic power film advance, power film rewind and automatic flash unit. It uses AA alkaline batteries. For correct operation of these automatic features, the batteries must be correctly inserted.

1. Push the Battery Compartment Cover in the direction of the arrow  and pull out to open. It is permanently hinged to the camera to avoid losing. (Fig. 2)
2. Insert two new AA alkaline batteries (such as Sears DieHard # 3090 or 30903) as shown in the diagram in the Battery Compartment. (Fig. 3)

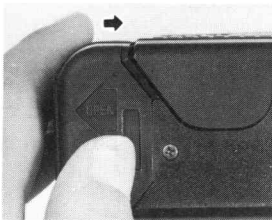


Fig. 4



Fig. 5

3. Close the Battery Compartment Cover by pushing in the direction of the arrow. **(Fig. 4)**

- ★ Do not use nickel cadmium (rechargeable) batteries.
- ★ When the camera is not used for a long period of time, remove the batteries.
- ★ The camera will NOT operate if:
  - A) The batteries are inserted incorrectly.
  - B) The batteries are dead or low.
  - C) You failed to insert the batteries.

If the camera does not operate, always check your batteries.

## SHUTTER RELEASE LOCK

If you put the lens cap on, the Shutter Release Lock Button engages and the Shutter is locked. This is to avoid the mistake of leaving lens cap on while shooting. However, if you are using a filter on the Lens, the Shutter Lock does not operate. **(Fig. 5)**

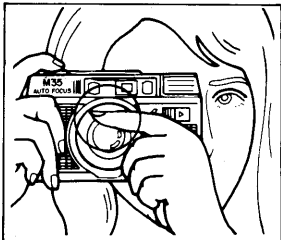


Fig. 6

## CHECKING THE BATTERIES

Remove the lens cap before checking the batteries.

**Note:** Make sure the Shutter Release Button is not pressed in when you are removing the lens cap, as a frame may be taken in error.

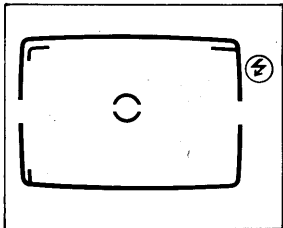



Fig. 7

1. Cover the Photocell (Part # 7: small round glass window next to the Lens) with your finger and press the Shutter Release Button halfway down. (Fig. 6)
2. If the red Camera Low Light Warning Signal ⚡ in the Viewfinder blinks, the batteries are in working order. (Fig. 7)
3. In the following cases, the batteries should be replaced with new ones.

- ★ When you cover the Photocell with your finger and press the Shutter Release Button halfway down, the red Camera Low Light Warning Signal  in the Viewfinder does not blink.
- ★ When the Shutter cannot be released (with lens cap removed).
- ★ When the Flash Ready Lamp takes more than 30 seconds to light up.
- ★ When the Film Advance or Rewind does not operate.
- ★ If the batteries have been in the camera for more than one year, they should be replaced. Even if the camera has not been used, batteries lose their charge with age.
- ★ Generally, in cold conditions, the voltage of the battery decreases and in some cases, the camera may not operate correctly. In these cases, either warm up the batteries or keep a spare set warm in your pocket, ready to insert just before shooting.

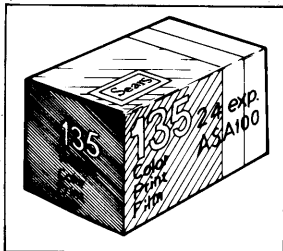


Fig. 8

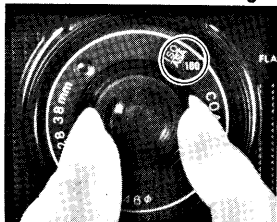


Fig. 9

## SETTING THE FILM SPEED

1. The film speed is indicated on the outer packaging of the film (Fig. 8) and on the film cartridge.

E.G. ASA/ISO 100

ASA/ISO 400

ASA/ISO 1000

For correct exposure, the film speed must be set correctly on the camera.

2. Turn the Film Speed Ring so that the speed (ASA/ISO) of the film you use appears in the Film Speed Window. (Fig. 9)

- ★ Set the Film Speed Ring to a click-stop position.  
Do not use a mid-way position between two speeds.
- ★ ASA/ISO 1000 speed film should be used primarily for low light situations and not in bright sunlight.

## LOADING THE FILM

Always load the film in the shade. Avoid direct sunlight.

1. Push the Film Compartment Opening Lever down in the direction of the arrow "open" to open the Film compartment. (Fig. 10)

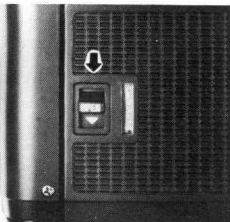


Fig. 10

2. Insert the film cartridge in the Film Chamber, top end first. (Fig. 11)

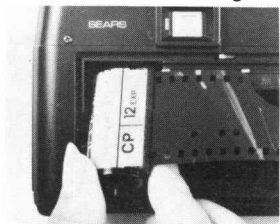


Fig. 11

3. Pull out the film leader (loose end of film) and place it over the Film Take-up Spool. (Fig. 12)

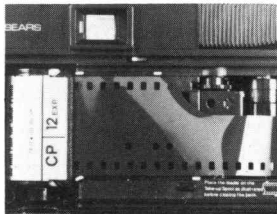
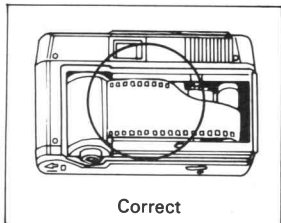
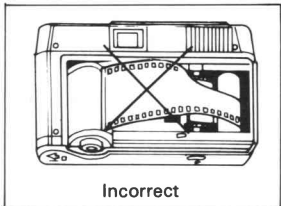


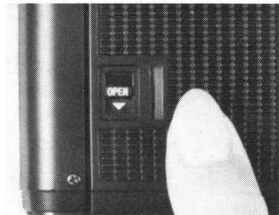
Fig. 12



**Fig. 13**



**Fig. 14**



**Fig. 15**

4. Ensure that the film lies flat within the white Film Guides. (Figs.13 & 14)

5. Close the Film Compartment Cover. The Film Compartment Opening Lever returns to its original position. (Fig. 15)

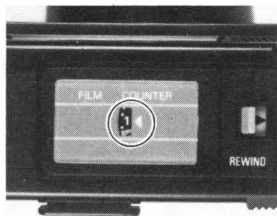


Fig. 16

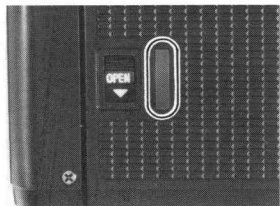


Fig. 17

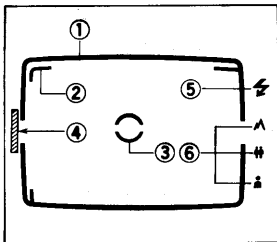
6. Depress the Shutter Release Button a few times until the number "1" appears in the Film Counter Window. (Fig. 16)

7. If no number or "S" for "Start" appears in the Film Counter Window, the film is not loaded correctly, so open the Film Compartment Cover and reload the film.

★ If the film cartridge is not inserted correctly, the Film Compartment Cover will not close.

★ The Film Check Window shows if film is loaded in the camera. (Fig. 17)

★ As you take pictures, the Film Counter Window will show which number picture is next to be taken. If it shows "20" on a 24 exposure roll of film, you know that you have five shots remaining.



## VIEWFINDER INFORMATION

1. Field of View Frame
2. Close-up (parallax) Correction Marks
3. Auto-Focus Frame
4. Flash Ready Lamp
5. Low Light Warning Signal ⚡
6. Zone Symbol Marks

### 1. Field of View Frame

The subject, such as people or scenery that you wish to take, should be set within this frame. Your photos will show only what is inside of this frame.

### 2. Close-up Correction Marks

When taking a picture of a subject that is between 3.3 and 4 ft distance from the camera, the subject should be framed within these marks. Anything outside the marks will not be included in the picture, even though you can see it through the Viewfinder.

### 3. Auto-Focus Frame


The auto-focus system focuses automatically on the subject that appears within the Auto-Focus Frame.

### 4. Flash Ready Lamp (on the outside rim of the viewfinder)

When the Flash is fully charged and ready for shooting, this Lamp lights up.

5. Low Light Warning Signal

If this Signal blinks when the Shutter Release Button is pressed halfway, you should change to flash photography.

6. These marks indicate the focusing distances. When the  mark blinks, then the subject is too close to the camera. You should move further away from the subject.

### **AUTOMATIC EXPOSURE CONTROL**

Exposure is automatically controlled by the electronically programmed shutter from F/2.8 at 1/6 second to F/16 at 1/500 second. The proper combination of the F-stop (lens opening) and the shutter speed is automatically selected when you press the Shutter Release Button.



Fig. 18




Fig. 19



Fig. 20

## AUTO-FOCUS SHOOTING

1. Set the main subject within the Auto-Focus Frame in the center of the Viewfinder. (Fig. 18)
2. When you press the Shutter Release Button halfway, the Zone Symbol Marks will light up to indicate the focusing distance. If the  mark blinks, you should move back a little as the camera is too close to the subject. (Fig. 19)
3. If the Low Light Warning Signal does not light, press the Shutter Release Button all the way down to take the picture. (Fig. 20)
4. When you remove your finger from the Shutter Release Button, the film is advanced automatically, ready for the next shot.

**Note:** Depress the Shutter Release Button slowly to ensure correct operation of the auto-focus system. Depressing the Shutter Release Button is really a two-step process. The first step (halfway down) is the camera setting the proper focus. The second step (all the way down) is the actual taking of the picture.

- ★ For subjects that are less than 3.3 ft away from the camera, it is not possible to obtain sharp focus.
- ★ Do not cover the Distance Measuring Windows at the front of the camera accidentally, as this will result in incorrect focusing.
- ★ The Distance Measuring Windows and the lens should be kept clean for the Auto-Focus mechanism to work correctly. If they get dirty, wipe them gently with a soft cloth.
- ★ If the Low Light Warning Signal blinks, change to flash photography. (It will blink for shutter speeds slower than 1/60 sec.)
- ★ The actual distance of the Zone Symbols are as follow:

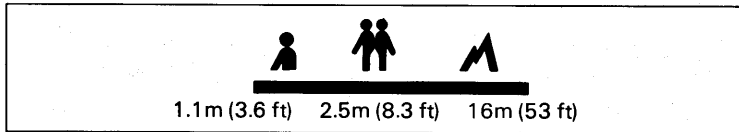




Fig. 21



Fig. 22



Fig.23

## PRE-FOCUS SHOOTING

Shoot with pre-focus (1) when the subject cannot be set within the Auto-Focus Frame with your desired composition, or (2) when the subject is difficult to focus on.

### 1. When the subject is outside the Auto-Focus Frame.

A. If you want to photograph two people, there may be cases where neither of them can be set within the Auto-Focus Frame in the center of the Viewfinder. If the Shutter is released under this condition, only the background will be in focus and the people, who are the main subject, will be out-of-focus. (Fig. 21)

B. Move the camera so that one of the people is within the Auto-Focus Frame.

Press the Shutter Release Button halfway so that the Zone Mark lights up and the focusing distance is indicated. Hold your finger in that position on the Shutter Release Button. (Fig. 22)

C. Return the camera to its former position so that both people are in the Field of View. Frame again, then press the Shutter Release Button fully to take the picture. (Fig. 23)

2. When the subject is difficult to focus.
  - A. Set another subject within the Auto-Focus Frame at the same camera-to-subject distance as the desired subject.
  - B. Press the Shutter Release Button halfway and hold your finger in that position.
  - C. Aim the camera at the desired subject and depress the Shutter Release Button fully to take the picture.

When you remove your finger from the Shutter Release Button, the pre-focused condition is cleared, so you can pre-focus again as many times as you wish.

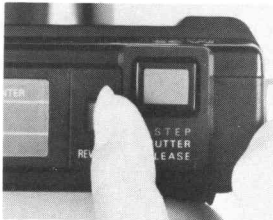


Fig. 24



Fig.25

## REWINDING THE FILM

When all pictures on the roll of film are exposed, an electronic beep will be heard. Rewind the film immediately following the steps below.

1. Push in the Film Rewind Release Button "R" on the bottom of the camera. (Fig. 24)
2. Slide the Film Rewind Switch on the top of the camera in the direction of the arrow. (Fig. 25)

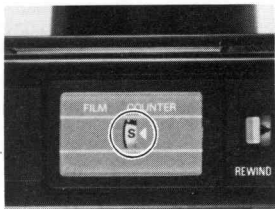


Fig. 26

3. As the film rewinds, the Film Counter will run backwards. When the "S" appears in the Exposure Counter Window, film rewinding is completed. (Fig. 26)

4. Slide the film Rewind Switch back to its former position. Open the Film Compartment Cover and remove the film for processing.

★ If battery voltage is low, the electronic beep may not be heard and the motor may stop during rewinding. Change the batteries immediately, as they are probably dead.

★ Never open the Film Compartment Cover until the "S" has appeared in the Film Counter Window. The film would be exposed to the light and the pictures would be ruined.

## FLASH PHOTOGRAPHY

Use the built-in Flash if the Camera Low Light Signal ⚡ in the Viewfinder blinks when the Shutter Release Button is pressed half-way.

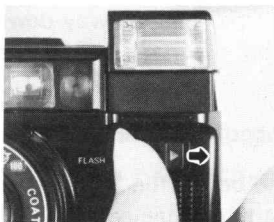


Fig. 27



Fig. 28



Fig. 29

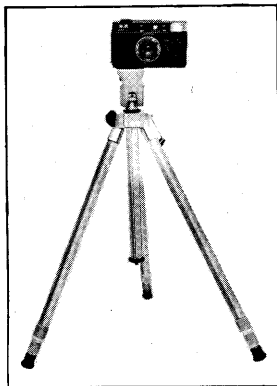
1. Push the Flash Switch in the direction of the arrow ►.  
The Flash Unit will pop up, turning the power source on automatically. (Fig. 27)
2. When the Flash Ready Lamp lights up to the left of the viewfinder frame, the flash is ready for use. (Fig. 28)
3. Press the Shutter Release Button gently all the way down. (Fig. 29)
4. After use, push the Flash Unit back to its former position. The Flash is automatically switched off.

## FLASH SHOOTING RANGE

|             |                           |
|-------------|---------------------------|
| 3.3 – 14 ft | ASA/ISO 25, 64, 100, etc. |
| 3.3 – 17 ft | ASA/ISO 200, 400          |
| 4.6 – 18 ft | ASA/ISO 1000              |

- ★ Be sure to push the Flash down when you are finished with flash photography. The flash keeps consuming battery power when switched on.

- ★ If you keep the Shutter Release Button pressed halfway down before the Flash Ready Lamp comes on, the Flash will not be charged.
- ★ Be careful not to place your finger in front of the Flash Unit.
- ★ If the Shutter Release Button is pressed before the Flash Ready Lamp lights up, a proper exposure will not be obtained.
- ★ The Flash can be used as a supplementary fill-in light source for daytime photography to help eliminate shadows.



## **USE OF TRIPOD**

Your camera is provided with a tripod socket on the bottom of the camera. This socket fits most standard size tripod screws. When using a tripod, do not try to force a long screw into the socket. The screw length should be less than 1/4".

## **PROPER CARE OF YOUR CAMERA**

- ★ Never touch the Lens or Distance Measuring Windows with your fingers. If the Lens and/or Windows are dirty, either use a blower to blow the dust away or wipe it gently with a soft cloth.
- ★ Do not use chemically-treated eyeglass tissue to clean the lens.

- ★ Camera malfunctions can be caused by shock, humidity, salt air, etc. After using the camera at the beach or in places that use chemicals, clean it carefully.
- ★ Take care not to expose your camera to sudden changes in temperature, as this may cause a camera malfunction.
- ★ Do not expose your camera for a long period of time to extremely high temperatures, such as in a closed car in summer or on a beach, as this may cause a malfunction.
- ★ Do not place the camera near equipment that has strong magnetism, such as a television set or radio.
- ★ Remove the batteries before storing the camera, and keep it in a place free of dust and humidity.
- ★ Do not attempt to disassemble or repair your camera yourself. If service is necessary, bring it to the nearest Sears store.

# SPECIFICATIONS

|                                      |  |
|--------------------------------------|--|
| <b>TYPE</b> .....                    | Sears 35mm Lens Shutter Type with Automatic Focusing   |
| <b>Lens</b> .....                    | Sears 38mm F/2.8, 3-groups, 4-elements<br>Filter Diameter 46mm   |
| <b>Shooting Distance Range</b> ..... | 3.3 ft – infinity  |
| <b>Shutter</b> .....                 | Programed AE (Automatic Exposure) type electronic shutter  |
| <b>Exposure Coupling Range</b> ..... | from EV 6 (1/6 at F/2.8) to EV 17 (1/500 at F/16) with ASA/ISO 100 film  |
| <b>Viewfinder</b> .....              | Bright frame viewfinder with parallax correction mark. 0.46X magnification. Field of view 85% vertically and horizontally.<br>Information visible: bright frame, parallax correction mark, auto-focus frame, zone symbol marks, low light warning signal, flash ready lamp |
| <b>Automatic Focusing</b> .....      | With shutter release button.<br>Repeated pre-focus possible.   |
| <b>Film Speed Settings</b> .....     | ASA/ISO, 25, 64, 100, 200, 400, 1000   |
| <b>Film Loading</b> .....            | Sears auto loading system  |
| <b>Film Winding</b> .....            | Automatic power winding by releasing the finger from the shutter release button after exposure.  |

|                                 |  |
|---------------------------------|--|
| <b>Film Rewinding</b> .....     | Power film rewinding by pressing film rewind switch. Electric sound emitted when all the frames of the film are exposed (end of roll).   |
| <b>Film Counter</b> .....       | Adds up (counts) the number of shots taken, Reverses when rewinding.   |
| <b>Back Cover Opening</b> ..... | Hinged cover, opened by pushing back cover button downwards  |
| <b>Flash System</b> .....       | Built-in electronic flash. Guide number 47 (in feet) with ASA 100/ISO 100 film<br>Exposure Adjustment: with CDS photo cell<br>Recycling Time : about 7 seconds with fresh alkaline batteries |
| <b>Power Source</b> .....       | 2 AA size alkaline batteries   |
| <b>Battery Life</b> .....       | (without flash) more than 100 rolls of 24 exp. film<br>(with flash), more than 10 rolls of 24 exp. film  |
| <b>Other Features</b> .....     | Shutter release lock prevents using camera with lens cap in place  |
| <b>Dimensions</b> .....         | 5 1/8 x 3 1/8 x 2 in.  |
| <b>Weight</b> .....             | 13.4 oz with batteries   |