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for fine quality pictures
... more picture-taking fun



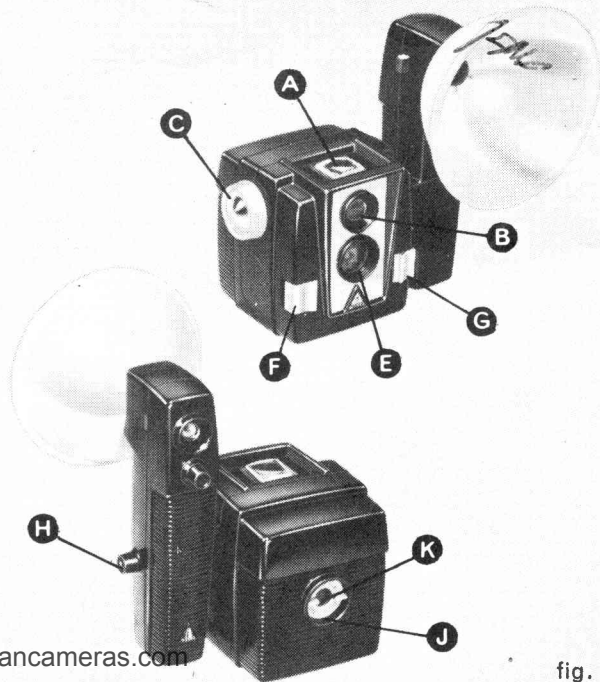
REG. TRADE-MARK

No. 1 camera

MADE IN U.S.A.

SEARS, ROEBUCK AND CO., U.S.A. AND SIMPSONS - SEARS LIMITED

- **easy to use** . . . just sight and snap . . . easy-to-follow directions on camera simplify picture-taking
- **double exposure prevention** . . . prevents taking one picture over another
- **flash-synchronized shutter** . . . for excellent flash photos . . . take pictures anytime, anywhere
- **uses No. 120 film** . . . takes beautiful pictures in black and white or color



parts of camera

- A** Reflex-type viewfinder
- B** Viewfinder lens
- C** Film winding knob
- D** Neck strap (not shown)
- E** Picture-taking lens
- F** Shutter release button
- G** Time and Instantaneous setting button
- H** Flash unit plug with screw-in type connector
- J** Camera back locking knob
- K** Film Window

Your TOWER NO. 1 CAMERA has been designed to increase your picture-taking pleasure. It is easy to use, permits excellent results even under poor lighting conditions, and makes impossible the taking of one picture over another. In order to get the greatest amount of satisfaction right from the start, we suggest that you get acquainted with your camera before loading it with film.

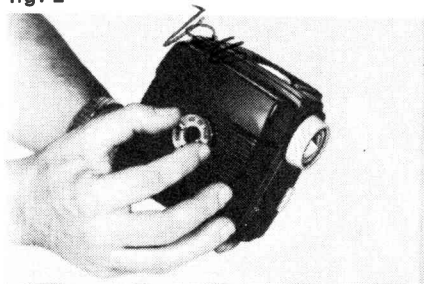
double exposure prevention

Your camera is equipped with an outstanding feature which automatically eliminates the taking of one picture over another. The shutter will not operate until you have wound film forward. Immediately after pressing shutter release button (F), you will note the small indicator hand with the letter "W" on it, inside the picture-taking lens (E). This is an additional reminder that you must turn film winding knob (C) forward before you can take the next picture.

opening the camera

Hold camera in left hand with lens facing away from you. Turn back locking knob (J) in direction marked "open". Remove back of camera.

fig. 2



loading film

Your TOWER NO. 1 CAMERA uses a 12-exposure roll of No. 120 black and white or color film. (We recommend TOWER No. 120 black and white Pan and Ortho film; No. 120 Kodacolor for color pictures.) **Always load and unload film in shade or subdued light, never in bright sunlight.**

Below are detailed instructions for loading your camera. You will find a simplified version inside camera for quick, easy reference.

- 1 Place empty film winding spool in upper film-well of detached camera front so that slotted end of spool fits over winding knob key.
- 2 Insert new roll of No. 120 film between pins in film-well marked "new roll".
- 3 Break seal, and pull paper (black side down) around open end of tunnel to film winding spool.
- 4 Thread tapered end of paper through longest slot in film winding spool. Turn winding knob about two full turns until film is securely wrapped around spool and properly centered without having crimped edges. Film will now be tightly drawn over film track on back end of film tunnel.

closing the camera

Turn back locking knob to "close", and place housing back on camera. Be sure back is aligned and fitted over film tunnel and against front half of camera. Press housing tightly onto front, and camera will lock automatically. Turn winding knob until the number "1" appears in red film window (K) at back of camera. You are now ready to take your first picture.

taking pictures under normal lighting conditions

When taking pictures in normal light (bright sunshine or open shade), be sure that sun is at your back or side.

- 1** Hold camera at waist level, and look directly down into viewfinder (A).
- 2** After composing picture in viewfinder, press slowly and gently on shutter release button.
- 3** Always wind film to next number immediately after each exposure so that you will be ready for every picture-taking opportunity.

taking pictures under poor lighting conditions

Flash Pictures

TOWER No. 9760 FLASH GUN is designed to fit your camera and when securely screwed into position, can be used as a handle to hold entire outfit.

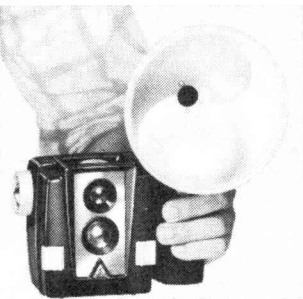
To insert batteries: Remove back of Gun by unscrewing gray plastic knob under test lamp . . . Insert two size "C" photo flash batteries with tips up as indicated inside gun . . . replace back.

To test batteries: Use knife blade or similar metal object to short across two contacts on right side of Gun . . . If test lamp lights up all connections are good and Gun will fire No. 5, 25, 8, or M2 (with reflector adapter) flash bulbs. If test lamp does not light up, check battery installation. If test lamp burns out replace with Westinghouse 223 flashlight bulb. Test lamp should light up each time shutter is activated.

To attach to camera: Insert two contacts on right side of flash gun into receptacles on left side of camera (H) . . . tighten gray plastic knob until Gun is securely fastened to camera.

To insert flash bulb: Place base of flash bulb into reflector socket

fig. 3



FLASH CHART

Film	Bulb No.	Camera-to-Subject Distance
TOWER Ortho film or Verichrome (ASA 64)	5, 25 M2	from 10 to 16 feet from 5 to 8 feet
Indoor Kodacolor (ASA 25)	5, 25 M2	from 5 to 8 feet 4 feet
Outdoor Kodacolor (ASA 25)	5B, 25B 5 or 25 with blue filter	from 4 to 6 feet from 4 to 6 feet

until spring latch holds it firmly (you do not have to twist the lamp) . . . to eject used bulb push red button on side of flash gun behind reflector.

Time setting button (C) must be in "instantaneous" position (flush with side of camera) when taking flash pictures.

Refer to Flash Chart for best results when taking flash pictures. Flash Chart gives range of camera-to-subject distances for various flash bulbs and films.

Time Exposures

For the purpose of taking poor light pictures, your TOWER NO. 1 CAMERA is equipped with a special time setting button (G).

- 1 Adjust time setting by pulling button (G) out from side of camera until the word "time" appears between button and side of camera.
- 2 Rest camera on a table, or some other solid object, to prevent camera movement while shutter is open. (Neither camera nor subject must move during time exposure or picture will be blurred).
- 3 Sight into viewfinder. Press shutter release button with a slow, steady motion; hold it down for from 1 to 5 seconds. (**Note:** This is only an approximate exposure time for average room light conditions, day or night, and for well lighted street scenes.)
- 4 After you have made your time exposure, be sure to return time setting button to its former position before taking instantaneous pictures.

unloading film

When you have taken the last picture on roll . . .

- 1 Make sure film is completely rolled onto film winding spool. Give winding knob a few extra turns after film has disappeared from film window.
- 2 Open back of camera as instructed earlier.
- 3 Push full spool away from winding knob.
- 4 Remove exposed roll of film by lifting up and out.
- 5 Seal roll immediately with gummed paper strip found inside roll. (**Note:** Develop film as soon as possible after removing it from camera.)
- 6 Remove empty spool and insert into opposite film-well next to winding knob. Be sure winding knob key is inserted into slotted end of spool. Camera is now ready for new roll of film.

TOWER

REG. TRADE-MARK

No. 1 camera

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