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I have no connection with any camera company

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

enjoy better picture-taking results with your new



23

single lens
35mm
reflex camera

made in japan







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

outstanding camera

features:

- fast f:3.5 coated lens
- ground glass viewing screen represents the actual picture
- visual focusing from 2½ feet to infinity
- built-in magnifier permits critical focusing
- fast focal plane shutter with speeds from 1/25 to 1/500 second and also takes time exposures
- synchronized for photo flash bulbs and speedlights
- double-exposure prevention
- pre-set camera lens opening
- accommodates telephoto lenses

Bottom and Front View: (Refer to Fig. 2)

-  Color-corrected lens
-  Pre-set lens opening (f/stop) lever
-  Film rewind lever
-  Tripod socket
-  "X" connection for speedlight
-  "F" connection for No. 6 flash bulbs

note:

Keep this page open for handy reference to keyed camera parts which are frequently mentioned in the following pages.

parts of camera

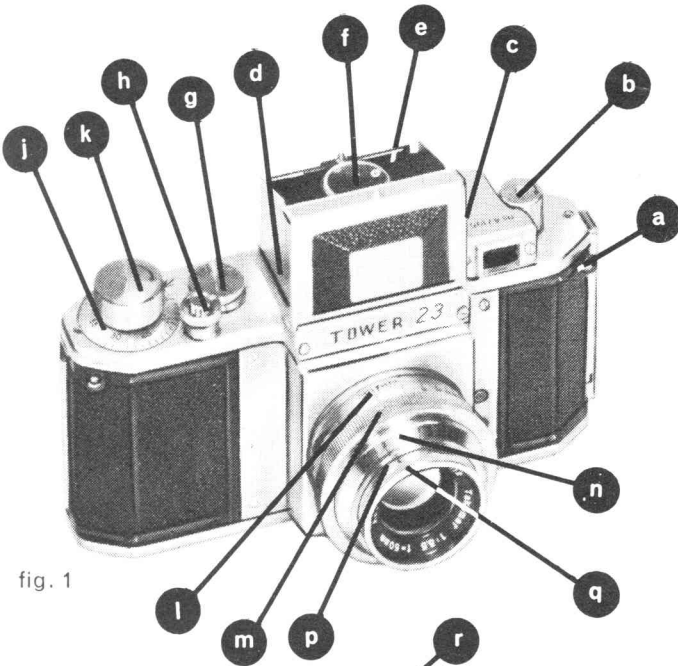


fig. 1

Top and Front View: (Refer to Fig. 1)

- a** Camera case lock lever
- b** Film rewind knob
- c** Optical eye-level view finder
- d** Reflex viewer hood
- e** Ground glass screen for accurate viewing and focusing
- f** Magnifying lens for critical focusing
- g** Shutter speed dial
- h** Shutter release button
- i** Film exposure counter dial
- k** Film winding knob
- l** Depth of field scale
- m** Focusing ring with distance scale
- n** Lens opening (f/stop) scale
- p** Pre-set lens opening (f/stop) ring with red indicator
- q** Lens opening (f/stop) ring with black indicator

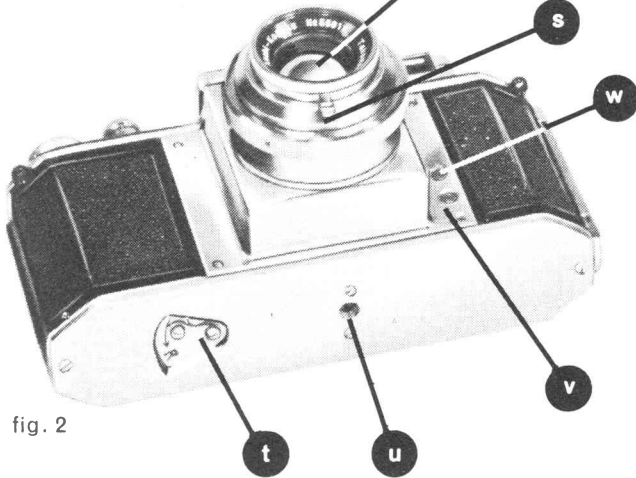


fig. 2

opening the camera

- Grip camera lens barrel firmly with one hand.
- Raise camera case lock lever (a) with other hand.
- Carefully open hinged back of camera.

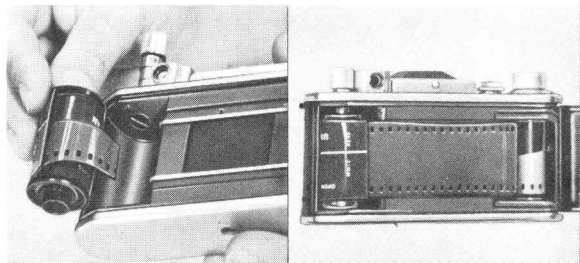
loading film

... should always be done in the shade, never in bright light. Use 35mm (36 or 20-exposure) black and white or color film.

- 1 Raise rewind knob (b) until bottom of knob shaft is clear of camera's film roll opening.
- 2 Insert film roll cartridge, tip down, until tip fits into recess on inside of camera's base (Fig. 3).

- 3 Lower rewind knob. Occasionally, you may have to turn knob slightly until it engages with slotted end of film roll cartridge.
- 4 Move film rewind lever (t) to opposite end of arrow (away from letter R).
- 5 Pull tapered end of film across back of camera. Insert tip of tapered end into slot of spool beneath winding knob (k). (Refer to Fig. 4).
- 6 Turn film winding knob (k) in direction of arrow until both sprocket wheels engage in film perforations.
- 7 Should winding knob (k) lock before perforations engage both sprocket wheels, press shutter release (h) and wind again.

fig. 4



closing the camera

- Replace hinged back of camera into closed position.
- Lower camera case lock lever (a).
- Advance film in the following manner: Press shutter release (h) and turn winding knob (k) until it stops. Press shutter release for the second time and advance film again until it stops. Press shutter release for the third time. This helps prevent taking pictures on film which might have been exposed to light while the camera was open for loading.
- Set film exposure counter dial (j) so that dial's red zero is next to black arrow on camera top. This is done by turning the dial's two protruding pins in direction of arrow on top of film winding knob (k).

how to take pictures

You have purchased a camera with many excellent features. Take advantage of them and obtain best picture-taking results by getting fully acquainted with your TOWER 23 reflex camera.

determining correct exposures:

Correct exposure is determined by using the proper combination of two camera settings: lens opening (f/stop) and shutter speed. The proper combination of those two settings depends upon the subject, amount of light and type of film used. For best results, use an exposure meter to determine proper lens opening and shutter speed.

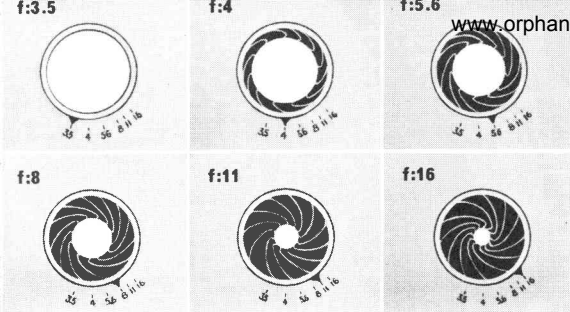


fig. 5

lens opening. Your TOWER 23 reflex camera has six lens openings on its scale (n): f:3.5; f:4; f:5.6; f:8; f:11; and f:16. Those lens openings determine the amount of light entering the camera through its lens to the film. The lower the f/stop number, the larger the lens opening and the greater the amount of light that reaches the camera's film. (See Fig. 5).

f:3.5 f:4 f:5.6 f:8 f:11 f:16

To adjust lens opening, turn ring (q) until it is next to the desired lens opening (f/stop) number.

shutter speed. This refers to a specified length of time that the film is exposed to light. The following table (Fig. 6) lists your camera's shutter speed settings and when to use specific shutter speeds.

shutter speed guide

fig. 6

Speeds	Types of Lighting	Types of Pictures
Time (B)	Very poor light indoors or outdoors at night.	Architecture, still life, etc.
1/25	Poor light. When using speed-light.	Action very slow. Speedlight permits fast action pictures.
1/50	Recommended setting for most pictures. Use when in doubt.	All people, animals and scenes where movement is normal.
1/100	Subject in good light. Flash pictures with No. 6 flash bulbs,	Children playing, adults walking, etc. Flash pictures of all types of subjects.
1/200	Good light, extra bright.	Fast moving people, cars, horses, etc.
1/500	Good light, extra bright.	People jumping, diving; fast athletic events.

Black and White Film:
TOWER Pan
Kodak Plus-X
Ansco Supreme
Color Film*:
Ektachrome

www.orphancameras.com

exposure guide

SUBJECTS		LIGHTING											
		Bright Sun Clear Sky Strong Shadows		Hazy Sun, Sky Indistinct Shadows		Cloudy Bright. No Sun or Shadows		Cloudy Dull No Sun, Dark Sky		Open Shade Subjects Not Under Trees, Porch Roof, etc.		Deep Shade in Woods, Under Trees, Porch Roof, etc.	
LIGHT Beach, Marine, Snow Scenes, Distant Scenery With or Without People.		SHUTTER SPEED	LENS STOP	SHUTTER SPEED	LENS STOP	SHUTTER SPEED	LENS STOP	SHUTTER SPEED	LENS STOP	SHUTTER SPEED	LENS STOP	SHUTTER SPEED	LENS STOP
		1/50	f:16	1/50	f:11	1/50	f:8	1/50	f:5.6	1/50	f:4.5	1/25	f:4
AVERAGE Nearby People, Gardens, Houses not in shade.		1/50	f:11	1/50	f:8	1/50	f:5.6	1/50	f:4	1/50	f:4	1/25	f:3.5
DARK People in dark clothing, Dark Foliage, Flowers, Animals, Buildings.		1/50	f:8	1/50	f:5.6	1/50	f:4	1/25	f:4	1/25	f:4.5	Time 1 sec.	f:11

fig. 8

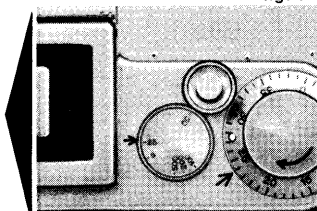
To set shutter speed, be certain that film is fully advanced by turning knob (k) in direction of arrow until it stops. Lift shutter speed dial (g). Turn dial until desired speed number on dial is next to shutter speed index arrow on top of camera (Fig. 7).

At "B" setting (for Time exposure), the shutter stays open as long as the shutter release button is held down.

If an exposure meter is not used, consult the Exposure Guide (Fig. 8) for exposure information when taking black and white or color pictures.

*For other color films (e.g., Kodachrome), open the lens 1 stop; average subject, bright sun—use 1/50 second at f:8. For any other films, refer to exposure information included with film.

fig. 7



focusing:

After obtaining correct exposure settings, focus on subject. Your TOWER 23 helps you get sharp focusing.

- Remove cover from lens (r).
- Open lens by turning ring (q) to f:3.5 setting.
- Open reflex viewer hood (d) by lifting small knob next to back of camera. In the viewer (e) you will then see the image, right side up, as it will appear in the finished picture.
- To focus, look into viewing screen (e) and turn focusing ring (m) until subject is in sharp focus. (You also may estimate camera-to-subject distance and then set distance scale ring accordingly).
- For critical focusing, pull up small magnifying lens (f) knob on inside of reflex viewer hood (d). This magnifying lens helps you get the sharpest, clearest pictures.

note:

After focusing, use eye-level view finder (c) for taking pictures of moving objects or vertical subjects.

depth of field:

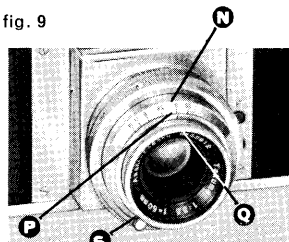
Your single lens reflex camera makes it possible to get a good, true look at your subject in focus on the camera's big viewing screen. You also can tell the degree of sharpness of foreground and background on the viewing screen. Turn lens opening ring (q) until the area you wish to photograph is in focus. The **depth of field scale** (l), at the base of the lens barrel, also will show you (in feet) the area which will be in sharp focus at any given lens opening (f/stop).

how to use pre-set lens opening lever: (See Fig. 9)

Pre-set lens opening by moving lever (s) until its red indicator (p) matches your desired (f/stop) number on scale (n).

Focus on subject while black indicator on lens opening ring (q) is at f:3.5 opening.

fig. 9



- With camera in focusing position, turn lens opening ring (q) to the right until it stops.

Your camera's pre-set opening feature benefits you in two ways: One, it permits focusing with the lens wide open. This allows more light to be reflected upon the viewing screen, offering better viewing for critical focusing. Two, you don't have to look again at the camera lens barrel to obtain desired lens opening. With camera in focusing position, just turn ring (q) to the right and it automatically stops at the previously selected lens opening.

hold camera steady and level; press shutter release button (h):

Avoid touching shutter speed dial (g) which rotates when the shutter release button is pressed.

advance film:

Immediately after snapping a picture, wind film by turning knob (k) in direction of arrow until it stops. Then you'll always be ready for taking next picture.

picture-taking steps in brief:

1. Open reflex viewer hood (d).
2. Remove cover from lens (r).
3. Sight into ground glass viewing screen (e).
4. Focus on subject with ring (m). Use magnifying lens (f) for critical focusing.
5. Set lens opening (f/stop) with ring (q) according to prevailing light condition. (Take advantage of using pre-set lens opening feature described on Page 15).
6. Set shutter speed dial (g). (Be certain that film has been fully advanced with film winding knob (k)).
7. Hold camera steady and level; slowly press shutter release button (h).
8. Advance film by turning winding knob (k), in direction of arrow, until it stops.

Repeat Steps 3-8 for taking each picture.

time exposure pictures

... may be taken under dull lighting conditions, either indoors or outdoors, without a flash bulb. When taking time exposures, place camera on a tripod or other firm support. (A tripod socket (u) is provided in base of camera).

- **Set lens opening.** Turn lens opening ring (q) to f:11 or f:16.
- **Set shutter speed.** Lift shutter speed dial (g). Turn dial until red letter "B" is next to shutter speed index arrow.
- **Sight into viewer and focus on subject or scene** as before.
- **Press shutter release slowly; Hold down for duration of exposure.**
- For outdoor pictures on very dark cloudy days, hold down shutter release button for about 1 second.
- For indoor pictures, hold down shutter release button about 2 to 5 seconds, depending on amount of light.

note:

(For best time exposure results, use an exposure meter.)

Avoid camera and subject movement during a time exposure. It is also wise to use a cable release. Unscrew and remove the ring around the shutter release. Then attach a cable release, (Leica-type, No.6741), equipped with a time exposure lock attachment.

Pose your subjects in comfortable positions so they will not accidentally move during the exposure. Remember, "B" setting is used only for time exposures.



photography

The TOWER 23 reflex camera's flash-synchronized shutter mechanism permits using flash bulbs or speedlights. Flash lighting helps you get sharp, clear outdoor or indoor pictures in black and white or color.

when using flash bulbs. Plug flash gun connector cord into socket (w) on front of camera labeled "F". Always use flash bulbs designed exclusively for focal plane shutters. For best synchronization, 1/100 second is a standard setting for all classes of focal plane bulbs, such as No. 6 flash bulbs with a bayonet base.


when using a speedlight. Plug speedlight cord into socket (v) on front of camera labeled with a red "X". Set shutter speed dial for 1/25 second.



unloading film

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

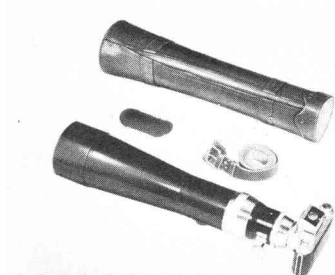
Move film rewind lever (t) at bottom of camera to "R" position.

- Lift rewind knob until it is just above the eye-level view finder and turn in direction of arrow. Continue turning until rewind knob (b) turns freely. This is an indication that film is back in its cartridge.
 - Open back of camera.
 - Raise rewind knob completely and remove film cartridge.
 - Place film cartridge into its container and have it processed promptly.
 - Replace back of camera and lower sliding camera case lock lever.
- 

take better pictures
with these tower
23 accessories:

Asahi Takumar f:5 500mm telephoto lens with case (No. 7184).

fig. 10



accessory lenses

Increase your picture-taking range with telephoto lenses (Figs. 10 and 11). For taking close-up pictures of distant subjects (i.e., wild animals that you can't approach closely, sports stars from the stands, etc.), the telephoto lens is a must.

Steinheil Culminar f:2.8 85mm telephoto lens (No. 9608).

Steinheil Cassar f:4.5 105mm telephoto lens (No. 7179).

Asahi Takumar f:3.5 100mm telephoto lens (No. 7178).

Steinheil Culminar f:4.5 135mm telephoto lens (No. 9607).

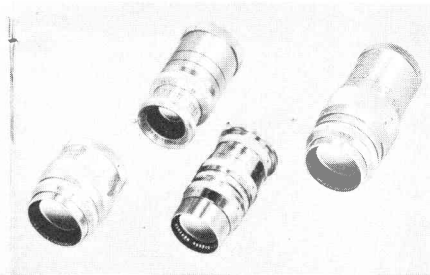


fig. 11

