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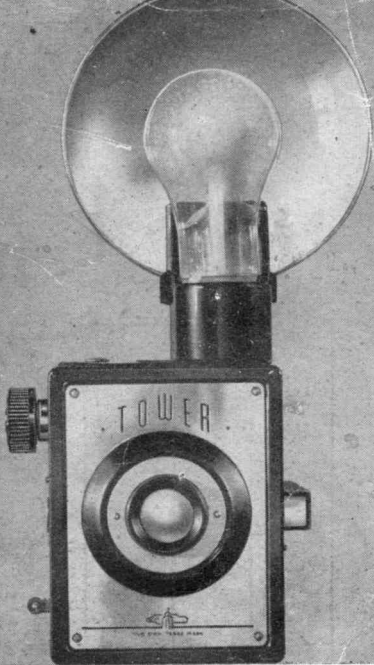
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HOW TO USE THE
TOWER BOX CAMERA

FLASH LAMP

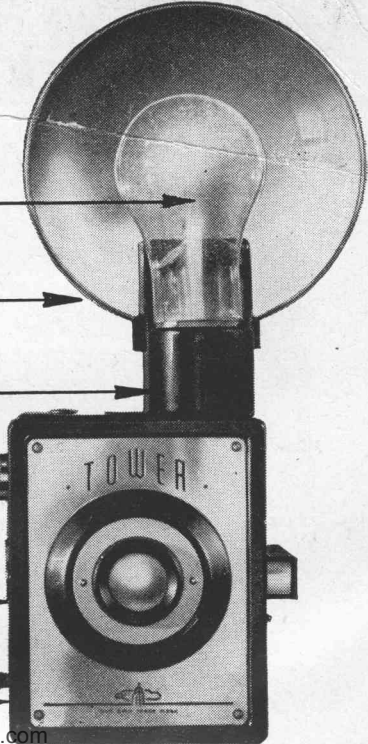
REFLECTOR

FLASH UNIT

WINDING KNOB

DIAPHRAGM BAR

SHUTTER RELEASE



INSTRUCTIONS FOR THE USE OF THE TOWER BOX CAMERA

THE Tower 120 Box Camera is a modern box camera of compact design, fitted with a removable Tower Flash Unit. Operation of the camera is very simple and can be readily mastered without special photographic knowledge if attention is given to the instructions in this booklet. Before making any exposures, read the instructions through carefully.

The Tower 120 Box Camera takes 8 pictures $2\frac{1}{4}$ x $3\frac{1}{4}$ inches on standard 120 roll film.

LOADING THE CAMERA

The Tower 120 Box Camera can be loaded with film practically anywhere except in direct sunlight. This should always be avoided when placing the film in the camera or removing it after exposure. If it is not convenient to load the camera in the house, step under the shade of a tree or turn so as to shade the operation with your own body. First, open the back by lifting the catch on the top near the handle.

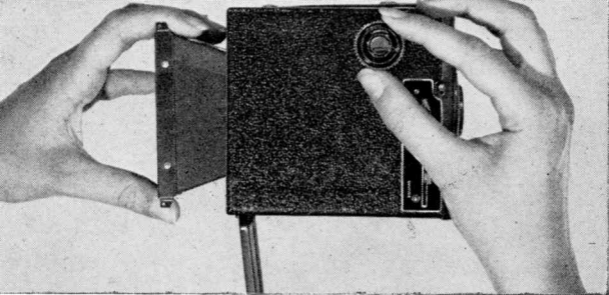


Illustration Two

Now, holding the camera as shown in Illustration 2, remove the cone by pulling out the winding knob so that it disengages from the slot in the end of the film spool inside. When loading the camera, the empty spool should always be in such a position that the slotted end will engage with the winding knob when the cone is returned to the camera.

Insert a new roll of 120 film, being careful to place it so that the paper will roll with the red or green side out. Draw paper across back of cone as in Illustration 3 and thread paper into slot in empty spool. See that the spool has slotted end towards the hole in cone which receives winding knob. With the winding knob pulled out so that it will not interfere, replace cone in camera as shown in Illustration 4. With cone inserted, depress the knob and turn gently to the right until it slips into slot in end of

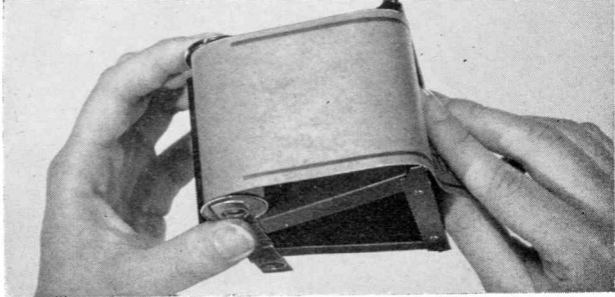
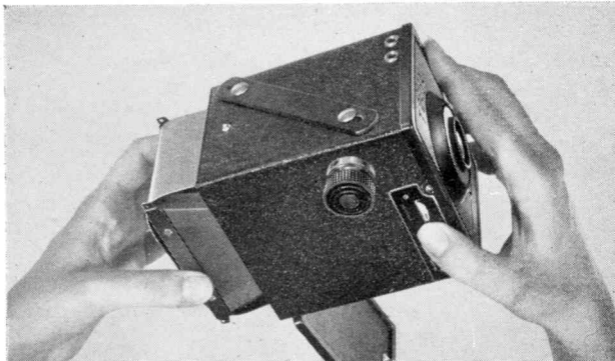


Illustration Three

the empty spool. Close and clasp back of camera and continue winding until the figure 1 appears in the red window.

Illustration Four



TAKING SNAPSHOTS WITHOUT FLASH ATTACHMENT

Hold camera firmly as shown in Illustration 5 with your right eye close to the rear opening in the eye-level view finder. As you look through the rear opening, center the subject within the lens of the finder. When taking pictures of subjects at a distance of 8 feet or less, aim the camera a little to the left of the center of the subject to compensate for the parallax due to the position of the finder. Then, with the index finger of the right hand, press the shutter release down. Be careful not to move the camera while making an exposure or a blurred picture will result. If the camera is held as shown in Illustration 5 and braced against the forehead, it will be quite simple to keep it steady.

After making the first exposure, turn the winding knob until the figure 2 appears in the red window. In the same manner, move the film to the next number directly after each picture has been taken.

FOCUSING

The Tower 120 Box Camera is a fixed-focus camera requiring no focusing. All objects from eight to infinity are in focus. For head and shoulder portraits.

close-ups of flowers, etc., a portrait attachment is necessary. With this attachment, the subject may be as close as $3\frac{1}{2}$ feet to the lens. The use of a portrait attachment is not recommended when taking flash pictures.

Illustration Five



REMOVING THE FILM

When the last picture has been taken, complete winding of the film onto the windup spool before opening the back of the camera. The exposed roll may now be removed from the camera. Fold under the pointed end of the red or green paper and seal with the "exposed" sticker. Transfer the empty spool to the upper chamber. The camera is now ready for the insertion of a fresh roll of film in the manner already described.

THE DIAPHRAGM BAR

The diaphragm bar controls the size of the aperture of the lens or, in other words, controls the amount of light which is permitted to pass through the lens to the film during exposure. With the diaphragm bar pushed all the way in, the opening is large, and when pulled all the way out, the opening is small.

For snapshots under ordinary conditions, the diaphragm bar should be all the way in, but for very bright subjects, such as sunny beach scenes, etc., the bar should be pulled all the way out. For flash pictures see the flash exposure table.

TAKING FLASH PICTURES

To use the Tower Flash Attachment, it will first be necessary to purchase two fresh penlight-size batteries and a few small-size photographic flash lamps, such as the Superflash No. 0, and Press 40, or a few medium-size flash lamps, such as the Superflash No. 2, Press 50 and Photoflash No. 22 or No. 31. Each lamp is good for only one picture. Fresh batteries will last for about one hundred exposures but lose their strength with age, three months being the average life of a battery when used for flash work. Worn out batteries will not flash the lamp.

Remove the metal back of the flash attachment by lifting up on one of the side clamps. The batteries fit inside the attachment, as shown in Illustration 6. Make sure that the top and bottom of batteries and all contact points in battery box are clean, and that the batteries are in series or, in other words, **ONE SHOULD BE TIP DOWN AND ONE TIP UP.** Replace metal cover and attach flash unit to camera by plugging it into the top of the camera, as shown in Illustration 7.

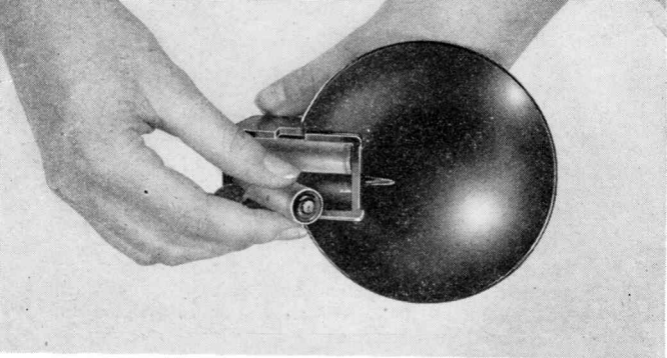


Illustration Six

Screw a flash lamp into the socket in the flash unit *after* the flash unit is attached to the camera. With the flash lamp in the socket and the unit *not* attached to the camera, the lamp may be set off accidentally if the prongs of the unit touch a conductive material. Once the unit is attached to the camera, the lamp will not flash unless the shutter release is pressed down.

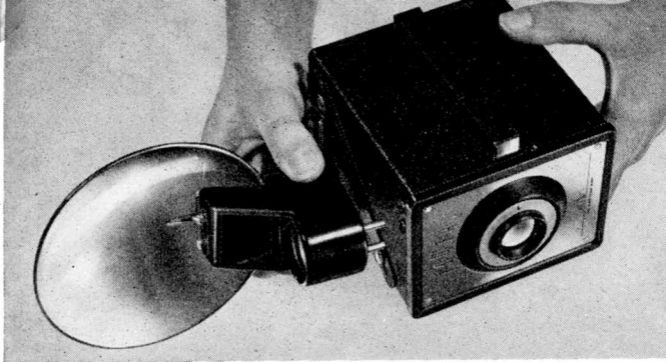


Illustration Seven

With the camera loaded with film and the complete flash unit in place (Illustration 8), you are ready to make a flash exposure. After sighting the subject in the finder, simply press down on the shutter release as if you were making an outdoor snapshot. The lamp and shutter are automatically synchronized so that the lamp flashes during the brief time that the shutter is open.



Illustration Eight

FLASH EXPOSURE TABLE

FILM	Distance From Camera to Subject			
	Diaphragm Bar In		Diaphragm Bar Out	
	Small Size Lamp	Medium Size Lamp	Small Size Lamp	Medium Size Lamp
	Fast Panchromatic	12 to 15 ft.	15 to 25 ft.	6 to 9 ft.
Panchromatic	8 to 12 ft.	12 to 15 ft.	-----	-----
Orthochromatic	6 to 9 ft.	9 to 12 ft.	-----	-----

FOR BEST RESULTS FOLLOW THESE SIMPLE RULES :

1. Never force the parts of the camera together. They are made to fit easily together.
2. Load the camera in the shadows.
3. Attach the paper leader of the new film to the empty spool firmly and evenly. Fasten back of camera securely.
4. Wind the film immediately after taking each picture.
5. Don't let the sun shine in the lens. Have the sunlight come from behind you.
6. Hold the camera level. Don't tilt it.
7. Hold the camera steady when taking a picture. The slightest movement may cause a blur.
8. Don't try to get too much in one picture. Have subject located in the finder. Be careful that the finder does not cut off portions of head and body of subjects.
9. Have the film developed soon after it is exposed.
10. Wherever you go, take your camera along. And remember that there are wonderful pictures to be had at all times around the home. The snapshot of today is the treasure of tomorrow.

11. When using the flash attachment, do not screw the flash lamp into the socket until the flash unit is attached to the camera.

12. Always operate the shutter several times before each loading of the camera when taking flash pictures. This assures clean contact points and smoother operation of the shutter.

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