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I have no connection with any camera company

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Sears

SL 11
SINGLE-LENS
REFLEX
35MM
CAMERA

37349 with f:2.8 lens

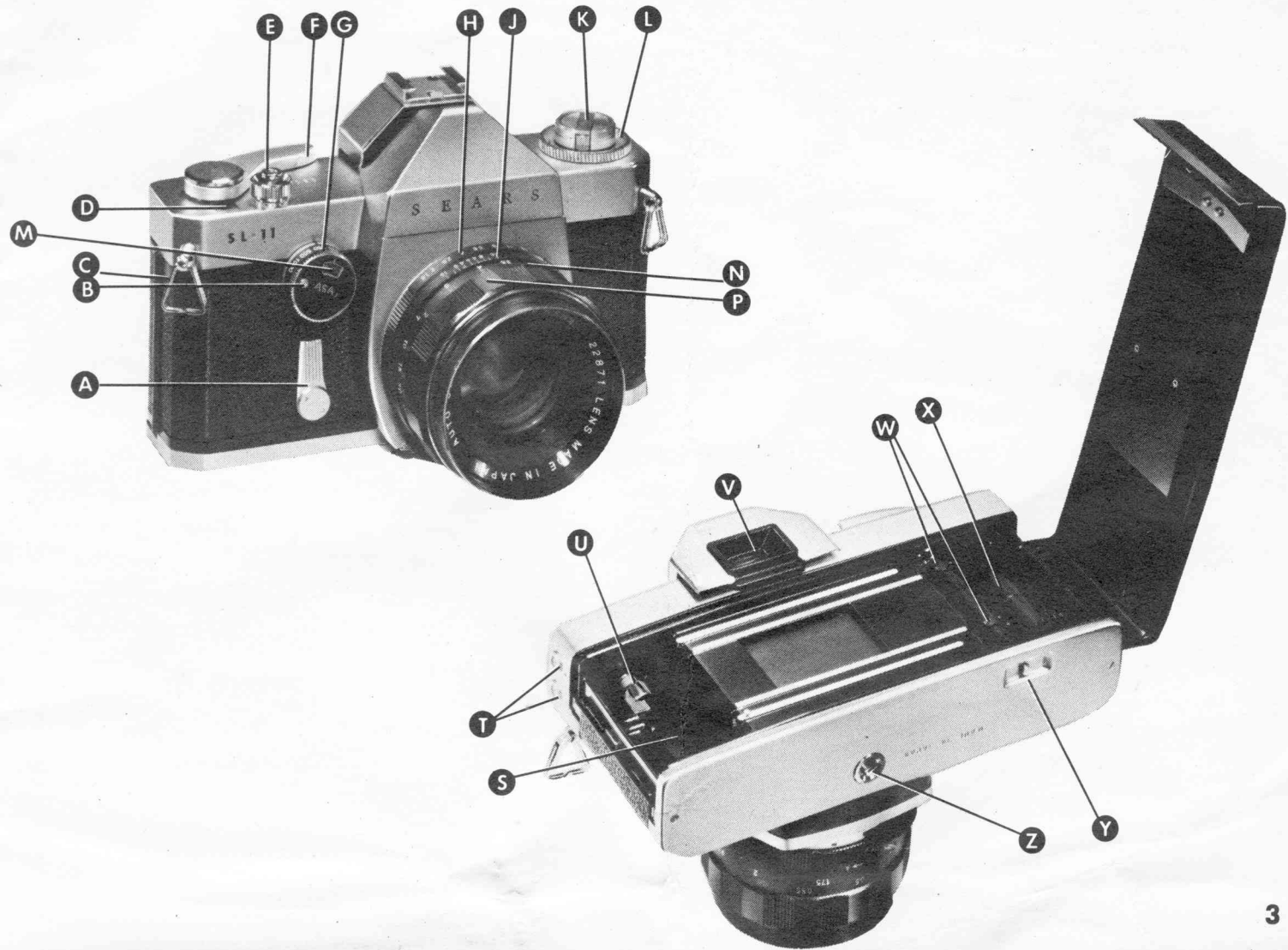
- High-speed, needle-sharp lens
- Sure, accurate, through-the-lens focusing and composing



























features you'll like...

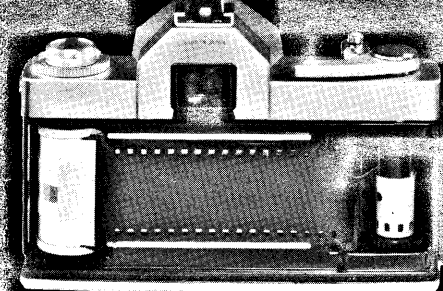
- **Through-the-lens viewing and focusing:** you see your exact picture in brilliant viewfinder before you take it, split-image rangefinder and focusing screen help you get extra-sharp pictures easily
- **Instant-return mirror** returns to viewing position automatically—ends viewing “blackout”
- **High-speed lens** lets you shoot in lighting situations where slower lenses would fail, produces slides and prints of superior sharpness and color fidelity
- **High-speed shutter** with range of speeds from 1 second action-stopping to 1/1000 second



know your camera...

- | | | |
|---|--|---|
|  Self-timer |  Depth of Field Scale |  Flash Socket |
|  Exposure Meter Retaining Ring |  Rewind Knob |  Rewind Shaft |
|  Neck Strap Eyelet |  Film Reference Dial |  Viewfinder Eyepiece |
|  Exposure Counter |  Film Speed Dial |  Sprocket Teeth (2) |
|  Exposure Button |  Footage Scale |  Take-up Spool |
|  Film-wind Lever |  Focusing Ring |  Rewind Button |
|  Shutter Speed Dial |  Film Chamber |  Tripod Socket |
|  F Stop Ring | | |

loading film



Always load camera in shade, never in bright or direct sunlight. Use Sears or other good quality standard 35MM (20 or 36-exposure) film, color or black and white.

Press Exposure Button (E) . . . pull Rewind Knob (K) until back clicks open. Place film cartridge into Film Chamber (S) and push Rewind Knob back to its original position . . . be certain Rewind Shaft (U) engages film cartridge.

Pull tapered end of film across back of camera and insert into and through the **left side** of slit of Take-up Spool (X). Rotate Take-up Spool in direction of arrow to take up film and slack . . . check to see

that sprocket holes in film have engaged both sets of Sprocket Teeth (W).

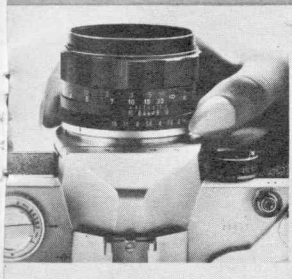
Close the camera back and snap it shut. Advance Film-wind Lever (F) twice, depressing Exposure Button (E) each time. Advance Film-wind Lever once more and Exposure Counter (D) will be automatically set to "1" ready for your first picture.

Film Reminder: To set ASA film speed (see instruction sheet packed with film) pull knurled ring of Film Speed Dial (M) outward, and rotate ring until speed of film is aligned with green indicator line. To set type of film, rotate Film Reference Dial (L) until black indicator line is opposite film type you are using.

CORRECT EXPOSURE

Correct exposure is achieved by setting the lens (f stop) and shutter in correct combination for the film, subject and lighting condition. Instruction sheets packaged with your film can serve as a guide, however best and most consistently good results will be achieved by the use of an exposure meter. An exposure meter for your camera can be purchased from Sears retail store or catalog.

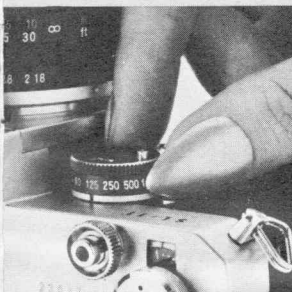
SETTING THE LENS



Rotate F Stop Ring (H) until the desired f stop number is opposite the red mark. Click Stops are provided to prevent accidental movement from the setting made.

The lens opening determines the amount of light entering the lens and striking the film . . . your camera has 6 settings ranging from f:2.8 to f:16. The smaller the f: stop number (f:3.5, f:2.8, etc.) the wider the lens opening and the greater the amount of light entering the lens. Smaller f: stop numbers reduce depth of field (area of sharpness around subject). The larger the f: stop number (f:11, f:16, etc.) the smaller the amount of light entering the lens. Larger f: stop numbers increase depth of field: as the lens opening is moved from f:16 to f:11, the amount of light entering is doubled; as the lens opening is moved from f:2.8 to f:3.5, the amount of light entering is cut in half.

SETTING THE SHUTTER

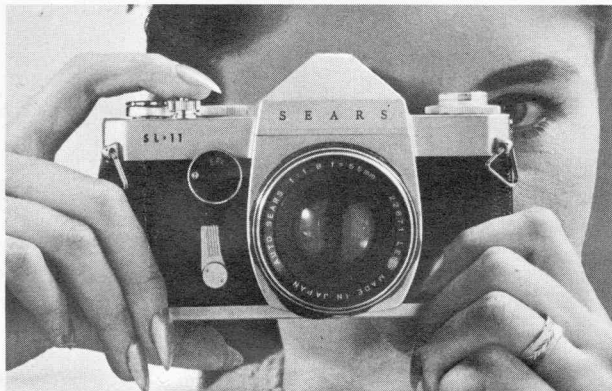


Simply turn the Shutter Speed Dial (G) until the desired shutter speed number is set opposite the black indicator line. Be certain Dial is set at a click stop.

The shutter speed setting governs the amount of time the film is exposed to light. "60" (1/60-second) is recommended for subjects not in motion. Where motion exists, shutter speeds ranging from 1/125 to 1/1000 should be used . . . 1/1000-second speed will best "freeze" fast action. For sharpest pictures of fast action, keep camera at a 45° angle to subject. To achieve maximum depth of field (area of sharpness in front of and behind subject), or when shooting in poorly lit areas, speeds ranging from 1/30 to 1 second and "B" (bulb) are available. When using these slower speeds, use a tripod or other firm support to prevent blurring of the picture. When set at "B" the shutter will remain open as long as the Exposure Button (E) is depressed. The "B" setting is used for long night exposures using street lights or electric signs as a light source, or under poor light conditions when flash cannot be used.

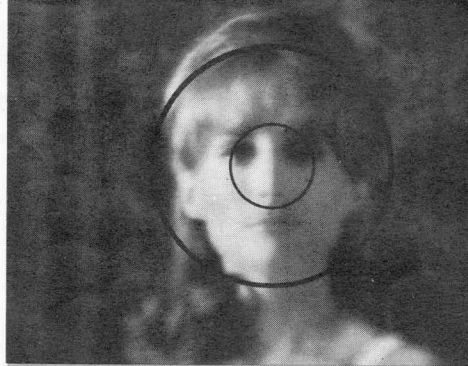


VIEWING AND FOCUSING

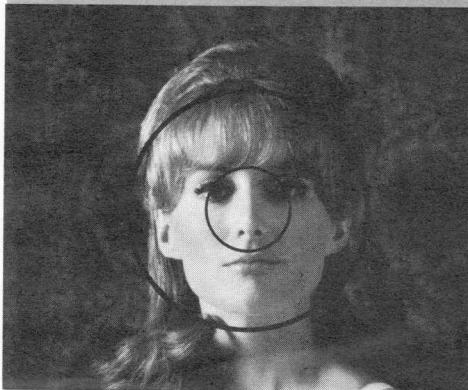


Look into Viewfinder Eyepiece (V) to compose your picture and focus the lens. Rotate Focusing Ring (P) until subject becomes clear in the micro-prism focusing screen; when your subject appears sharp, your picture has been properly focused. To take the picture, hold the camera as steady as you can and press Exposure Button (E) slowly and smoothly all the way down.

Since you are viewing through the lens, there is no parallax problem . . . what you view in the viewfinder will appear in your picture. Even when you shoot close-ups, there is no danger of accidental cropping as may occur when the viewfinder is above or to one side of the lens.



SUBJECT NOT IN FOCUS



SUBJECT IN FOCUS

FLASH PICTURES

Your camera has synchronization designed to permit flash pictures with most types of flash bulbs and also electronic flash. The flash connecting cord from your flash gun or electronic flash is connected to one of the Flash Sockets (T). You may purchase a flash gun or electronic flash for your camera at your nearest Sears retail store or from the Sears catalog.

With Flash Bulbs (except SM): Connect flash cord to Flash Socket "M" and set Shutter Speed Dial (G) to 1/30 or 1/60 sec.

With Electronic Flash and SM Flash Bulbs: Connect flash cord to Flash Socket "X" and set Shutter Speed Dial (G) to 1/30, 1/60, or 1/125 sec.

UNLOADING FILM

Always unload camera in the shade, never in bright light.

After last picture has been taken, press Rewind Button (Y). Lift up crank on Rewind Knob (K). Turn crank in a clockwise direction until the entire roll has been rewound—tension on the crank will decrease noticeably. Open the camera back by pulling up on the Rewind Knob and remove the film cartridge. Have film processed as soon as possible.



Good lighting is important: Whenever possible, position your subjects so that lighting is uniform on background, foreground and subject. Avoid shooting at high noon which usually results in harsh, unattractive shadows—for color, flat lighting is usually best.

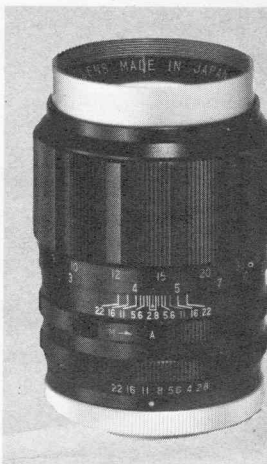
Landscapes, scenics: When setting exposure, tilt camera slightly downward. This will help prevent underexposure caused by excessive glare from the sky.

Make your pictures interesting: Look for shadows, highlights, reflections and designs which can help give your picture an out-of-the-ordinary look.

Accessories increase your camera's versatility. Telephoto lens: gives an increased feeling of intimacy to your pictures by bringing distant objects closer—Sears 135mm Telephoto lens will bring your subject $2\frac{1}{2}$ times closer.

Wide Angle Lens: is excellent for photos of large groups indoors and broad coverage outdoors—greatly increases area of sharpness too. Sears 35mm Telephoto Lens increases your angle of coverage about 30% and with your camera set to 15 ft. at f:8 the area of sharpness would be from 8 ft. to infinity.

Electronic flash: can quickly pay for itself in flash bulbs you won't have to purchase. The lighting you get is soft, glare-free and flattering to your subject. Its short duration (about 1/1000 sec.) helps prevent subject squinting. Sears has compact Electronic Flash units that mount neatly to your camera and operate from battery or AC current.





always choose



*for all your
photographic
needs*

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