Sears

T. L.S.

SINGLE-LENS REFLEX 35MM CAMERA

3 7323 with f:1.7 lens
3 7324 with f:1.8 lens
3 7325 with f:1.4 lens (chrome trim)
3 7360 with f:1.4 lens (black trim)

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
- **Through-the-lens CDS exposure meter** measures light with high degree of accuracy
- **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

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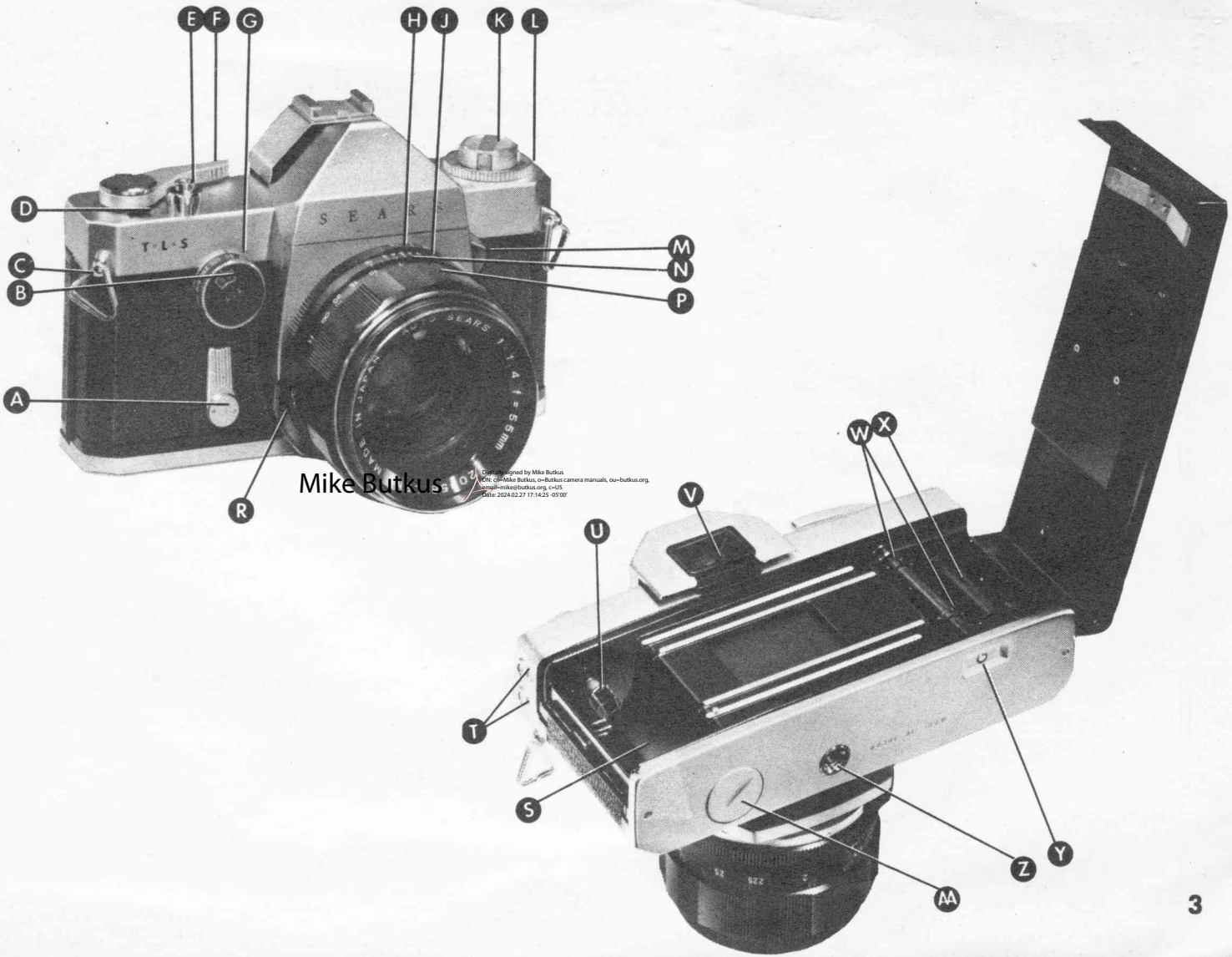

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know your camera...

- A Self-timer
- B Film Speed Selector
- C Neck Strap Eyelet
- D Exposure Counter
- E Exposure Button
- F Film-wind Lever
- G Shutter Speed Dial
- H F Stop Ring
- Depth of Field Scale
- K Rewind Knob
- L Film Reference Dial
- M Exposure Meter Switch
- N Footage Scale
- P Focusing Ring
- R Previewer Switch
- S Film Chamber
- Flash Socket
- U Rewind Shaft
- V Viewfinder Eyepiece
- W Sprocket Teeth (2)
- Take-up Spool
- Y Rewind Button
- Z Tripod Socket
- AA Mercury Battery Compartment Cover

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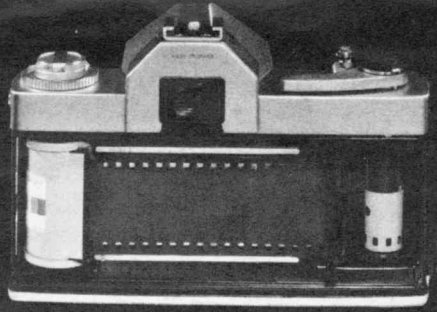
loading film



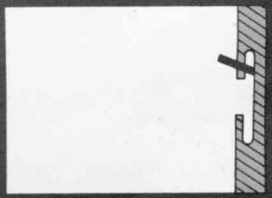
Always load camera in shade, never in bright or direct sunlight. Use Sears or other good quality standard 35MM (20 or 36-exposure) film, color or black and white.

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.

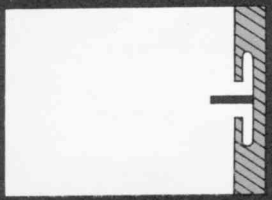
Pull tapered end of film across back of camera and insert into and through the **left side** of slit of Take-up Spool (X). Rotate Take-up Spool in direction of arrow to take up film and slack . . . check to see that sprocket holes in film have engaged both sets of Sprocket Teeth (W).

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.

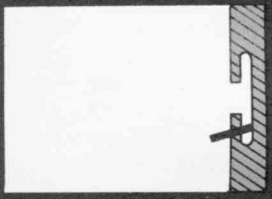
Set exposure meter to correct ASA film speed (see film instruction sheet for speed of your film) by pulling knurled ring of Film Speed Selector (B) outward and then rotating selector until speed of film is aligned with green indicator line. Film Reference Dial (L) will remind you of type of film in camera if you now rotate Dial until film type is opposite black indicator line.



OVEREXPOSURE



CORRECT EXPOSURE



UNDEREXPOSURE

CORRECT EXPOSURE

Correct exposure is achieved by setting the lens (f stop) and shutter in correct combination for the film, subject and lighting condition. Your camera has a built-in, through-the-lens CDS exposure meter which can help you set exposure with a high degree of accuracy. For faster, easier operation, both lens and shutter are coupled to exposure meter, and indicator needle in viewfinder shows when exposure is correctly set.

Insert Battery: Use a coin to unscrew Mercury Battery Compartment Cover (AA) and place battery in Compartment plus (+) end up. Battery life is approximately 1 year; replace with Eveready EPX625, Mallory RM625R or equivalent.

Set Film Speed Selector (B) to ASA speed of your film (see previous page). Move Exposure Meter Switch (M) upward to "ON" position. Set either shutter speed or lens opening first, depending upon your subject—read sections on "Setting the Lens", "Setting the Shutter" and "Depth of Field" carefully.

Look into Viewfinder Eyepiece (V) and rotate Shutter Speed Dial (G) if lens opening set first, or F Stop Ring (H) if shutter speed set first, until exposure meter needle at far right in viewfinder is in a horizontal position (about midway between two guidelines). If exposure meter needle is above horizontal position, change to a faster shutter speed or smaller lens opening to prevent overexposure. If exposure meter needle is below horizontal position, change to a slower shutter speed or larger lens opening to prevent underexposure.

To conserve battery life, move Exposure Meter Switch (M) downward to "OFF" position when exposure meter is not in use.

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. The smaller the f: stop number (f:2.8, f:2, 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 to f:2.8, 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.

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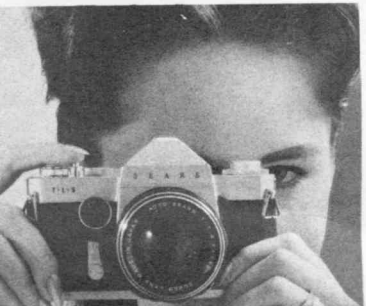
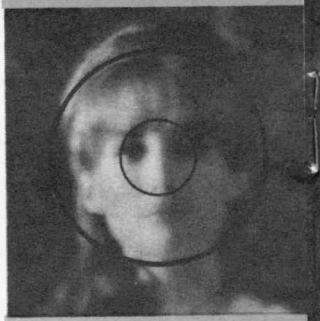


VIEWING AND FOCUSING

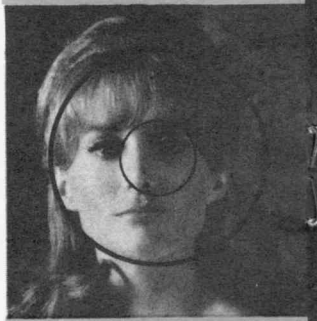
Look into Viewfinder Eyepiece (V) to compose your picture and focus the lens. Rotate Focusing Ring (P) until subject becomes clear in the micro-prism focusing screen; when your subject appears sharp, your picture has been properly focused. To take the picture, hold the camera as steady as you can and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

Viewfinder will be brightest when Exposure Meter Switch (M) is in "OFF" position and Previewer Switch (R) is in the "A" (Automatic) position . . . this will be especially helpful when focusing in dimly lighted areas.

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



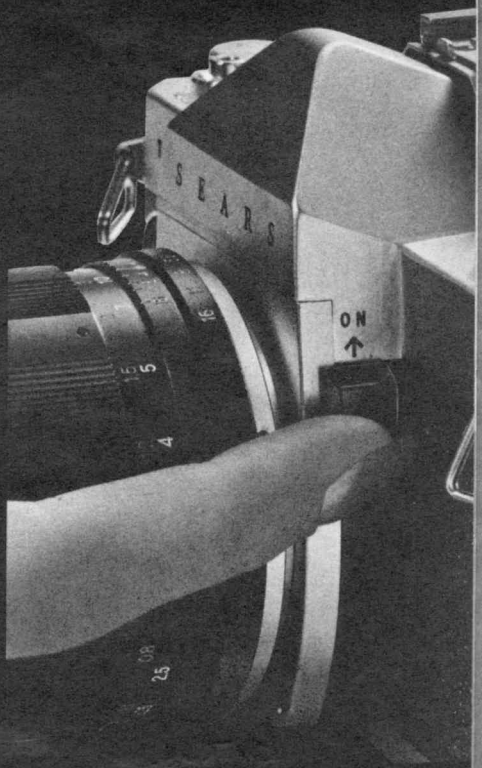
SUBJECT IN FOCUS

DEPTH OF FIELD

A portion of the picture in front of and behind your subject will also be sharp. If you wish to know how much of an area will be sharp in your final picture, this can be predetermined in 2 ways.

Depth of Field Previewer: When Exposure Meter Switch (M) is set to "OFF", you may preview the area of sharpness in your picture before you take it by setting Previewer Switch (R) to "M" (Manual) position. The Previewer Switch may be moved back to "A" (Automatic) position before you press Exposure Button (E) . . . the lens will be reopened and remain open until you take your picture. NOTE: When Exposure Meter Switch (M) is set at "ON", the lens will not reopen by moving Previewer Switch to "A" . . . to reopen lens, first set Exposure Meter Switch to "OFF".

Depth of Field Scale: After you have set the lens opening and have focused the camera, the area of sharpness in front of and behind your subject can also be determined on the Depth of Field Scale (J). Locate on the Depth of Field Scale the two f numbers corresponding to the f stop you have set on the F Stop Ring (H). The distance indicated between these two f numbers on the Footage Scale (N) will be the area of sharpness in your picture.



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THE SELF-TIMER

By using the Self-timer, you can also get into the picture. Merely move the Self-timer Lever (A) away from the lens and press the Exposure Button (E). There will be an 8-second delay before the Self-timer will automatically release the shutter and make the exposure for you. Place the camera on a tripod or other sturdy support.

CHANGING THE LENS

Your camera is equipped with a 55mm lens which is the proper focal length for general-purpose picture taking. You may also purchase at your Sears retail store or from the Sears Catalog, a 35mm lens for wide angle pictures and a 135mm lens for telephoto pictures.

To remove the lens for cleaning, or to insert a telephoto or wide angle lens, continuously turn the lens in a counter-clockwise direction until it can be removed.

To insert regular lens or wide angle or telephoto lens, turn lens in a clockwise direction until lens is secured in position.

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.

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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.

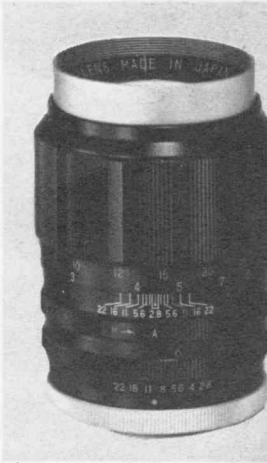
Landscapes, scenics: When setting exposure, tilt camera slightly downward. This will help prevent underexposure caused by excessive glare from the sky.

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 2½ 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.



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