

take magnificent  
color slides... automatically

**SEARS**



REG. TRADEMARK

41

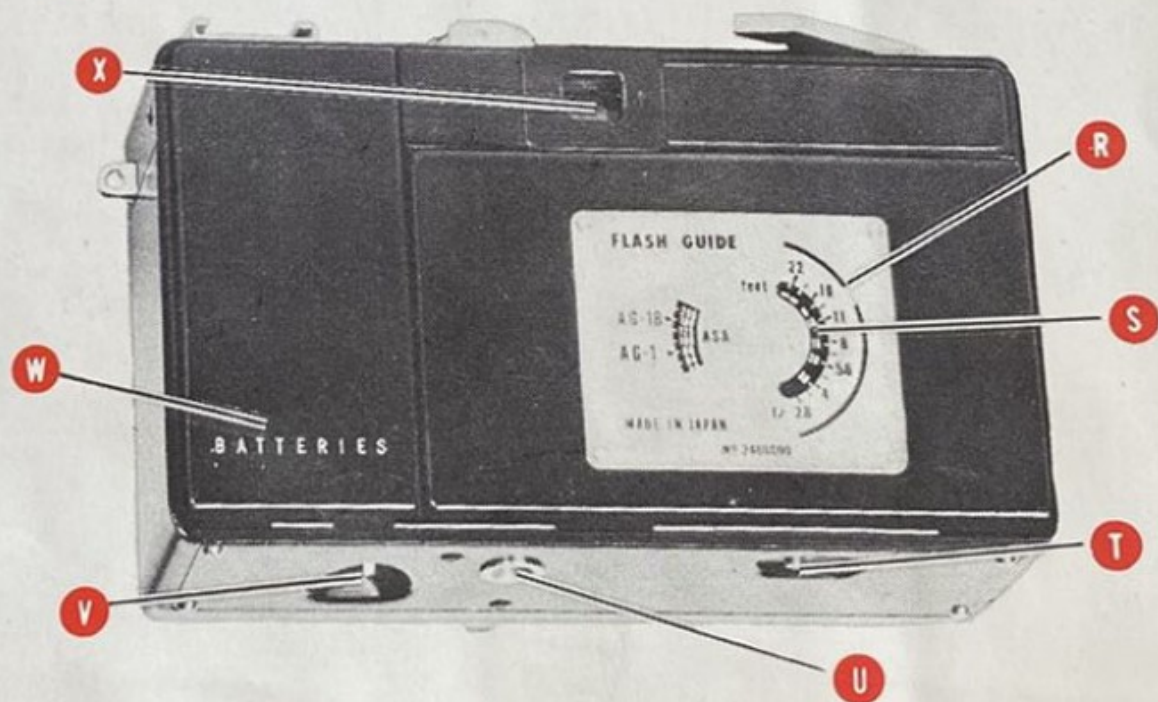
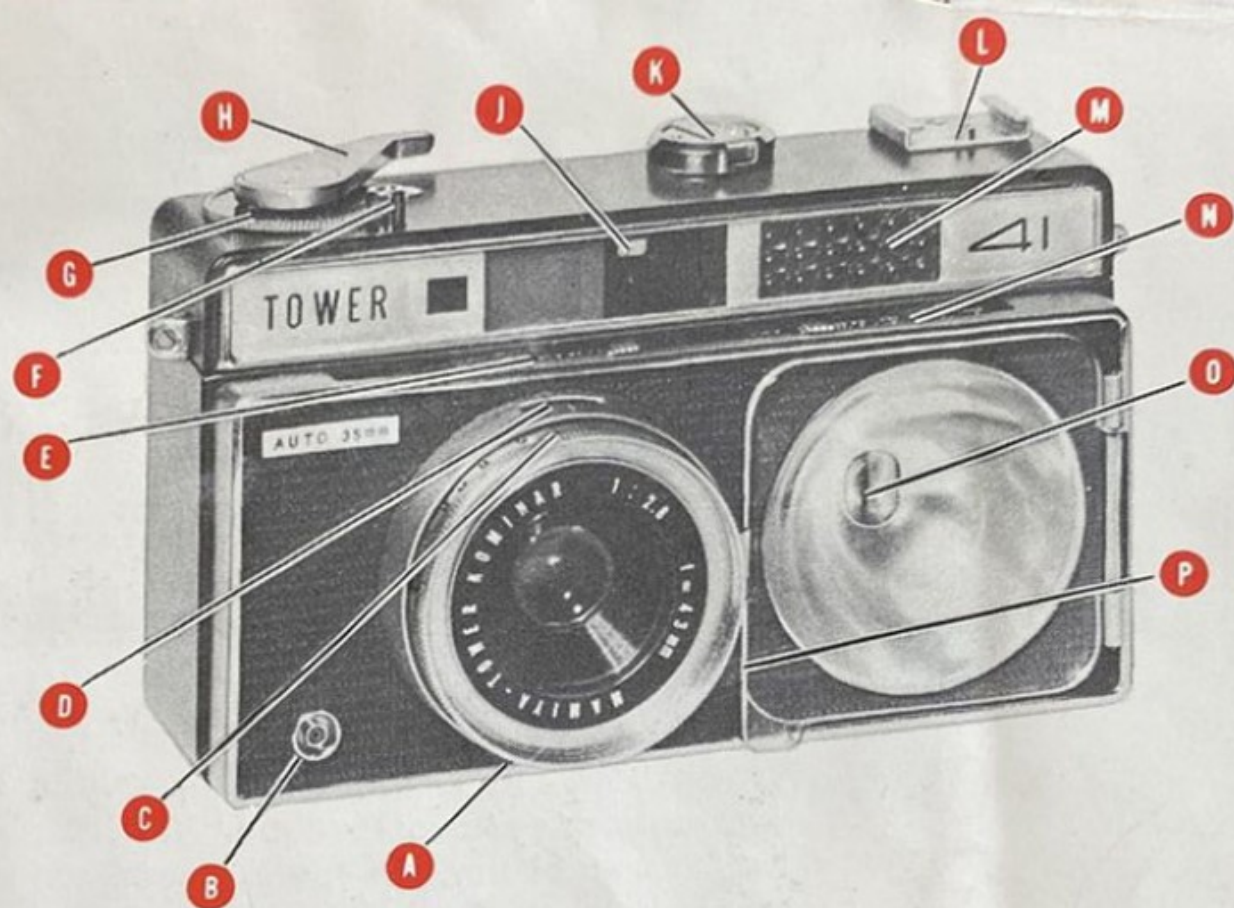
automatic  
electric eye  
35mm CAMERA

with built-in flash, fast f:2.8 lens and rangefinder

3 7841



know  
your  
**TOWER**  
**41**  
automatic...



- A** Shutter Speed Selector
- B** Electronic Flash Outlet
- C** Focusing Ring
- D** Shutter Speed Window
- E** Lens Setting Guide
- F** Exposure Button
- G** Exposure Counter Dial
- H** Film Wind Lever
- J** Viewfinder
- K** Rewind Knob
- L** Accessory Clip

- M** Electric Eye Meter Window
- N** Exposure Index Guide
- O** Built-in Flash Unit
- P** Protective Flash Shield
- R** Flash-select Lever
- S** Flash Guide
- T** Rewind Release Button
- U** Tripod Socket
- V** Flash Bulb Ejector Lever
- W** Battery Compartment
- X** Viewfinder Eyepiece



makes picture-taking easy...

## *outdoors and indoors*

- **Automatic Electric Eye** . . . built-in light meter adjusts lens opening for light condition whether you shoot color or black and white film . . . eliminates guesswork . . . even warns when light is too dim for shooting.
- **Built-in Flash** . . . makes indoor shooting easy . . . uses tiny, low-cost AG1 flash bulbs.
- **Coupled Rangefinder** . . . gives precision focusing for extra-sharp pictures . . . just line up the images.
- **Film Wind Lever** . . . advances film, counts exposures, prevents double exposure.
- **Back-light Control** . . . automatically corrects exposure for still scenes with bright background.
- **Compact Styling** . . . easy to hold . . . quick to sight . . . convenient to carry.
- **Four Shutter Speeds** . . . from 1/40 to action-stopping 1/250 second.
- **Fast f:2.8 Lens** . . . takes sparkling photos in color and black and white . . . sharp from 3 feet to infinity.
- **Synchronized for electronic flash** . . . accessory clip attached.
- **Special control for manual exposure settings.**



## loading...

Always load your camera in subdued light.

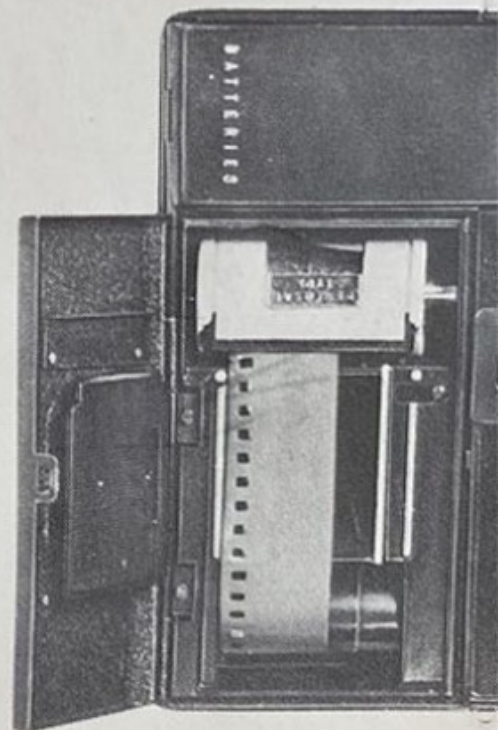
Use any type of 35mm film, color or black and white.

- 1) To open camera for loading, push up the Viewfinder Eyepiece (X).
- 2) Push up Rewind Knob (K) by pushing up shaft inside camera. Place film magazine into camera (protruding end down) and push down on Rewind Knob. Turn knob slightly until it snaps into place.
- 3) Advance the Film Wind Lever (H) until the metal tooth on the film take-up drum is on top. Pull out a few inches of leader film and attach it to the take-up drum by hooking the first film perforation onto the tooth.

Use your finger to keep film taut as you wind it by turning the drum or by advancing the Film Wind Lever. Before closing the camera, advance the Film Wind Lever several times to make sure the perforations on the lower half of the film are engaging the sprocket wheel. (Depress the Exposure Button (F) after each full stroke of the Film Wind Lever.)

- 4) Close the camera by swinging up the back and snapping it into place.
- 5) Turn the Exposure Counter Dial (G) to "S" (start).
- 6) Advance the Film Wind Lever twice, depressing the Exposure Button each time. Advance the lever once more and the Exposure Counter Dial is automatically set at "1" and you're ready to take your first picture. The dial moves one mark each time you advance the film and indicates how many exposures have been made.

**NOTE:** After the slack has been taken up in the film magazine, the Rewind Knob should turn each time you advance the Film Wind Lever. This provides a check on whether or not your film is winding properly.





### **Batteries**

Use size AA penlight photo flash batteries. Insert batteries as illustrated in diagram on inside of Battery Compartment (W) door. For easy removal, place first battery on fabric, fold fabric over and insert second battery. We recommend that batteries be removed from camera between sessions of flash shooting.

### **Electronic flash**

Your Tower 41 camera is also synchronized for electronic flash equipment. Follow manufacturer's instructions when using.

## **unloading film**

**BEFORE CAMERA IS OPENED, FILM MUST BE REWOUND.**

To rewind film:

- 1) Hold the Rewind Release Button (T) in "R" position until film is completely rewound.
- 2) Pull up the handle on the Rewind Knob (K) and turn knob in the direction indicated by the curved arrow until a lessening of tension indicates the film is rewound.

Open back of camera and pull up the Rewind Knob to remove the film magazine. Your film is now ready for processing.



## you must...set the exposure index guide

This important setting adjusts the automatic exposure system of your camera to the speed (ASA exposure index) of the film you're using. Just move the sliding pointer on the Exposure Index Guide (N) into position opposite the correct setting. (Example: If you're using Sears Daylight Color Film move the sliding pointer to "10".) The exposure index number of any film you use can be found in the instructions included with the film.

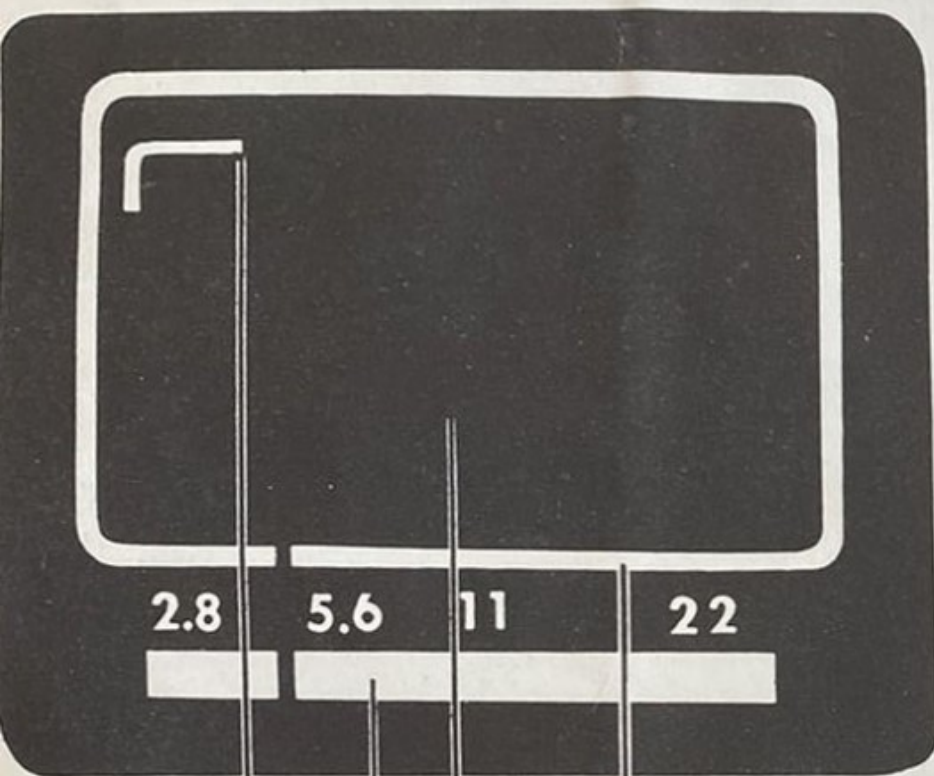


## holding the camera

The illustrations show two ways of holding the camera. When you're ready to take the picture, hold the camera steady and gently press the Exposure Button (F) all the way down. Always make sure the neckstrap and your fingers are clear of the lens and the Electric Eye Meter Window (M.)



## inside the viewfinder...



As you look through the Viewfinder Eyepiece (X) you can see several "guides to good pictures." Here's a list of the "guides" and what they do.

### **Coupled Rangefinder Image**

This small square in the center of the Bright-frame Outline (see illustration) guides you to a precise focus on your subject. Just turn the Focusing Ring (C) until the two rangefinder images merge into one.

### **Bright-frame Outline**

This bright area, marked by colored lines, indicates the limits of your picture. Only objects inside the colored outline will appear in your picture.

Note the Parallax Indicator (right-angle mark) in the left hand top corner of the Bright-frame Outline. When shooting close-ups of five feet or less, keep the subject within the limits indicated by this mark.

Bright-frame Outline

Rangefinder

Light-level Bar

Parallax Indicator



### **Light-level Bar**

This handy guide, located just below the Bright-frame Outline, shows whether or not there's enough light for good pictures. If the needle is anywhere within the bar, the light is right for shooting. If the needle is out of the bar to the left, there's not enough light . . . use your Built-in Flash Unit (O) for close-ups, or switch to a faster film. If the needle stays to the right of the bar there's too much light for your shutter setting or film. Moving the Shutter Speed Selector to 1/250 usually corrects this condition.

### **f:stop Scale**

The four numbers above the Light-level Bar (see illustration) are there to show you the approximate f:stop at which your camera is operating. For example, if the needle in the bar is pointing to 11, this means the automatic electric eye currently has the lens opening of your camera set at approximately f:11.



## to take outdoor pictures...

- 1) **Set the lens** . . . just move the pointer on the Lens Setting Guide (E) to the red "Auto" (automatic) setting. The yellow numbers are f:stop settings used for flash pictures or for setting the lens for manual outdoor shooting.
- 2) **Set the shutter speed** . . . For normal outdoor pictures with no fast action, set the shutter speed at 1/60 by moving the Shutter Speed Selector (A), located under the lens mount.
- 3) **Focus the camera lens** . . . Look through the Viewfinder Eyepiece (X) and turn the Focusing Ring (C) until the two rangefinder images appear as one.

### Fast-action Shots

To capture fast action outdoors, move the Shutter Speed Selector (A) to 1/250. Check the Light-level Bar inside the viewfinder to determine if there's enough light for good results.

### Back-light Control

A basic rule of photography is to select a camera position with the main light source at your back so that your subject is "front-lighted." If, however, you should want to take still pictures with a strong light source behind your subject, move the Shutter Speed Selector (A) to "BL" (back-light). The electric eye meter in your camera then automatically compensates for the difference in light intensity.

Note: Move the shutter speed back to 1/60 when through using the back-light control.

### Filters

For special effects and color correction, you may want to use filters with your Tower 41. Just unscrew built-in retaining ring, insert any Series 6 filter, and then replace retaining ring.





## using your built-in flash

It's easy as "one, two, three"

- 1) Move the Shutter Speed Selector (A) to "FL" (flash)
- 2) Focus the camera by looking through the viewfinder and turning the Focusing Ring (C) until the two rangefinder images appear as one.
- 3) Move the pointer on the Lens Settings Guide (E) to the appropriate yellow f:stop number (see section below).

### Setting the lens for flash bulbs

Use the Flash Guide (S) on the back of your camera to obtain this setting. Move the Flash-select Lever (R) until the ASA number of your film appears opposite the type of flash bulb being used (AG1 or AG1B).

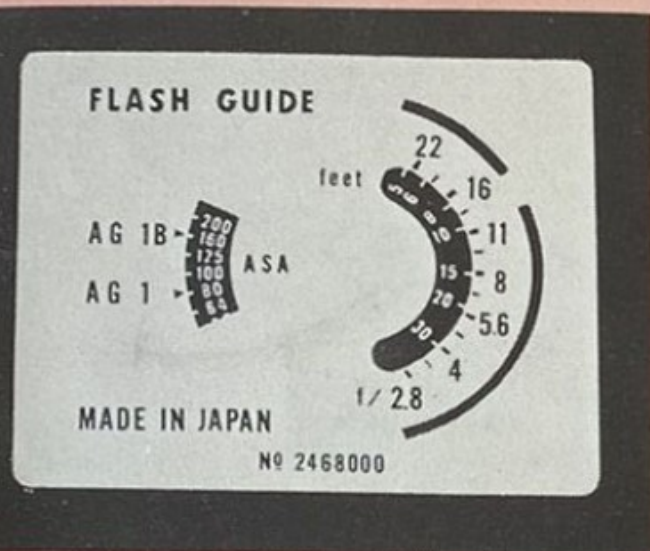
Now, take your camera-to-subject distance from the Focusing Ring (C) on the front of your camera (do this **after** you've lined up the images in the rangefinder). Locate this distance in the area of the Flash Guide labeled "feet." The number to the right (in the f:stop column) is the proper lens setting for your picture . . . adjust the Lens Settings Guide (E) accordingly.

Make sure the subject is still in focus in the rangefinder before snapping the picture.


### Flash Bulbs

Use clear AG1 flash bulbs with Indoor color film . . . use blue AG1B bulbs with Daylight color film. Use clear AG1 bulbs with black and white film and when shooting Kodacolor indoors. Use blue AG1B bulbs outdoors with Daylight color film and Kodacolor where "fill-in" or additional light is needed.

Load for flash shooting by opening the Protective Flash Shield (P) and inserting the bulb. Eject used bulb by pushing Ejector Lever (V) on bottom of camera.







## Welcome to the wonderful world of TOWER color slides...

Whether you're a beginner or an old "pro" you'll appreciate the easy operation of this fine camera. It takes sharp, clear pictures in sun or shade—on cloudy days or bright—because the built-in exposure meter sets the lens AUTOMATICALLY.

Keep your camera handy and get acquainted with it as you read through the instructions that follow . . . knowing your camera well pays dividends in professional-like pictures.





## camera tips

- Read all instructions carefully.
- Before you go on a trip or take pictures of a special event, try a practice magazine of film.
- Keep fingers and neckstrap clear of lens and electric eye meter window.
- When you reach the end of the roll of film (check the Exposure Counter Dial), the Film Wind Lever becomes harder to advance and the Rewind Knob stops turning . . . don't try for "just one more shot," it's time to rewind.
- Be sure batteries are fresh when taking flash pictures.
- Protect your camera from dust, dirt and rough handling.
- Do not expose camera or film to excessively high temperatures such as might occur in a closed automobile under a hot sun.
- Do not attempt to repair your camera. If service is required, return it to the camera department of your nearest Sears store or mail order house.
- Use Tower Color Film (Daylight or Indoor) for true-to-life color slides.



## TOWER equipment and accessories

*you may need...*

- 1) Tower Automatic Remote Control Slide Projector (No. 9888) . . . run the show right from your easy chair . . . "forward," "reverse" and focusing by remote control.
- 2) Tower Lenticular Screen (No. 8550) . . . gives maximum brilliance and detail . . . shows pictures even in a lighted room.
- 3) Tower Camera Case (No. 7840) . . . the rugged protection your precision-built camera deserves.

*always choose*  *for all your photographic needs*

**TOWER cameras sold by SEARS, ROEBUCK AND CO., U.S.A. and SEARS LIMITED**

**Made in Japan**

Printed in U.S.A.