

Sears Tower 1

Fabricant (si # de la marque) :

Pays de fabrication :

Début de fabrication : 1956

Fin de fabrication : 0

Rareté : Rare

Page du McKeown : -

Type d'appareil : Box

Film

Type de film : 120

Nombre maxi de vues : 12

Format : 6 x 6 cm

Format :

Format :

Format :

Avancement : Molette/CIÃ©

Position : Sur le cotÃ©

Rembobinage : Non

Position : -

Exposition

Cellule : Non

Position :

Sensibilité :

Obturbateur

Marque de l'obturateur :

Modèle de l'obturateur : -

Type d'obturateur :

Vitesses :

Objectif

Type d'objectif :

Montage de l'objectif : Fixe

Marque de l'objectif : -

Modèle de l'objectif : -

Monture d'objectif :

Mode de map : Fixfocus

Focale :

Ouverture maxi :

Divers

Type de pile :

Forme du soufflet :

Couleur du soufflet :

Décentrement vertical :

Décentrement horizontal :

Type de viseur : Interne fixe

Second viseur :

L'argumentaire du catalogue insiste beaucoup sur le fait que ce modèle est équipé d'une protection contre les doubles expositions.

Ce doit être son seul plus...

www.collection-appareils.fr

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Low-priced, easy-to-use Tower Flash Cameras

Sears own precision-made box cameras . . . beautiful color pictures or flash snapshots are easy with these simple cameras . . . but you'll get excellent results . . . buy one of the big outfits for everything you need!



Complete Outfit
\$14.95
No. 1 Camera only
\$6.95

New Tower No. 1 Flash Camera in Complete Picture-taking Outfit

• Our newest low-priced camera . . . with double exposure prevention . . . fool-proof operation . . . no wasted pictures or film

- Double pictures impossible . . . lowest price camera we know featuring double exposure prevention . . . reduces wasted film and ruined photos
- Quality fixed focus lens . . . no adjustments to make . . . large, brilliant viewfinder . . . synchronized for flash pictures

We proudly present our latest low-priced camera . . . developed to meet the great demand for a simple flash camera that produces professional quality full color or regular black and white photos . . . we believe it's at the top of the box camera market . . . check the outstanding features of the No. 1:

Automatic double exposure prevention . . . won't take one picture on top of another . . . shutter releases only after film is wound . . . Signal shows when film is exposed and not wound. Large, more brilliant view finder makes viewing easier, quicker. Sharp lens is fixed focus from 6 ft. to infinity . . . just aim and snap. Large shutter button presses toward body to reduce camera movement. Simple operating instructions printed right on camera. Smart-looking, easy-to-hold black bakelite body with bright chrome-plated trim. Plastic neck cord. Flash unit plugs into side for instant use. Takes 12 photos $2\frac{1}{2} \times 2\frac{1}{4}$ on 120 black and white or color roll film.

Complete outfit includes: No. 1 Camera, flash unit with batteries, flash guard, 8 No. 5 flash bulbs, 3 rolls 120 black and white Tower Ortho film, portrait lens and filter kit, choice of brown or bright red plaid carry-all bag.

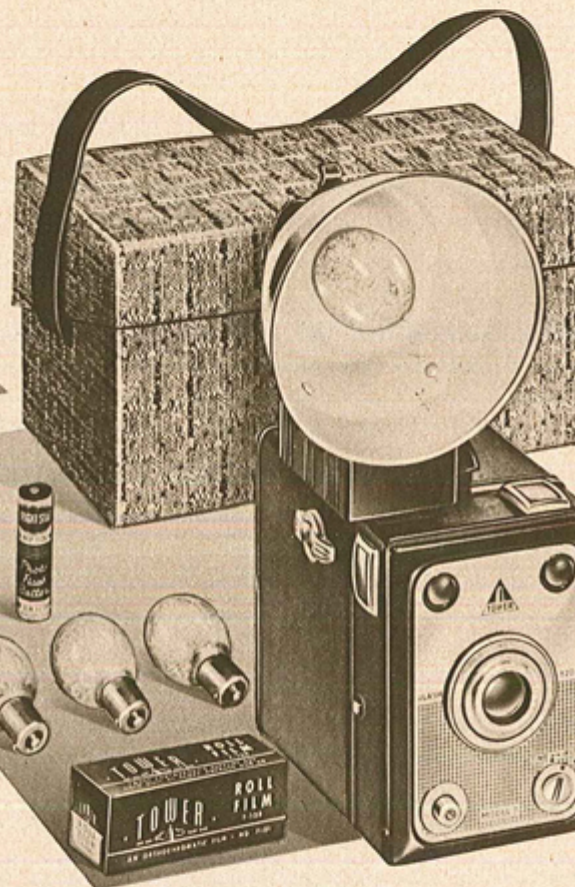
- 3 C 9878—Complete Outfit (with brown carry-all bag) Wt. 4 lbs. 8 oz. . . . \$14.95
- 3 C 9877—Complete Outfit (with red plaid carry-all bag) Wt. 4 lbs. 8 oz. . . . 14.95
- 3 C 1—Tower No. 1 Camera only. Shipping weight 1 lb. 8 oz. . . . 6.95
- 3 C 9760—Flash Unit only. With batteries. Uses No. 5 bulbs. Wt. 12 oz. . . . 3.49

Lowest-priced Tower Camera

\$2.95 All-Plastic Tower Jr. Camera . . . low-cost . . . compact size . . . simplicity of operation . . . ideal for children or beginners . . . takes 8 big photos $1\frac{1}{2} \times 2\frac{1}{2}$ on 127 color or black and white roll film ($3\frac{1}{4} \times 5\frac{1}{4}$ over-size prints).

Sleek, modern black plastic body. Large, eye-level optical viewfinder for easy sighting. Big plunger-type shutter release. Snapshot shutter plus time exposure. Fixed focus lens . . . just aim and snap. Standard cable release socket and tripod socket. Webbed carrying strap.

- 3 C 9655—Shipping weight 1 lb. \$2.95



Outfit
\$7.95
Camera
\$4.95

Thrift-priced Flash Outfit with Tower All-Metal Flash Box Camera

• Our lowest-priced complete outfit . . . everything you need to take big color pictures or regular snapshots

- Big beginners outfit includes Tower Flash Box Camera, flash unit with batteries, 4 No. 5 flash bulbs, one roll Tower Ortho 120 film large tweed-effect carrying case with strap for carrying entire outfit

Tower Box Camera . . . our standard beginner's camera with sturdy all-metal construction . . . buy it separately or in the convenient outfit with everything you need to start taking flash snapshots of your family and friends . . . just aim and snap and you have your picture with this easy-to-use box camera . . . no adjustments to make

Flash shots indoors or at night are just as easy . . . just plug in flash unit on camera . . . insert bulb, and take the picture. Large two-way waist level viewfinder makes viewing easy. Lens in fixed focus from 6 ft. to infinity. Both snapshot and time exposure shutter speeds. Plunger-type shutter release button. Camera opens completely for easy loading. All-metal body with black leatherette covering and brushed chrome-plated front. Hand carrying strap on top. Takes 8 photos $2\frac{1}{2} \times 2\frac{1}{4}$ on color or black and white 120 roll film.

- 3 C 9821—Complete Outfit. Items listed above. Shpg. wt. 4 lbs. \$7.95
- 3 C 7—Tower Flash Box Camera only. Shipping weight 1 lb. 9 oz. 4.95
- 3 C 9656—Flash attachment. For Tower Box Camera . . . synchronized to camera instant use. Plugs into top. Uses No. 5 bulbs. Batteries included. Wt. 12 oz. . . . \$2.95

Tower Photo Processing Services

Send all your color or black and white films to Tower Foto Service for expert developing, fine printing and enlarging . . . satisfaction guaranteed. See complete details on page 44.