

Sears Tower 54

Fabricant (si # de la marque) :		Pays de fabrication :	Japon
Début de fabrication :	1958	Fin de fabrication :	0
Rareté :	Rare	Page du McKeown :	-
Type d'appareil :	Compact		

Film

Type de film :	135	Nombre maxi de vues :	36
Format :	24 x 36 mm	Format :	
Format :		Format :	
Avancement :	Levier	Position :	Sur le capot
Rembobinage :	Manivelle	Position :	Sur le capot

Exposition

Cellule :	Au s ^ŕ ŕnium	Position :	Sur la fa ^ŕ sade
Sensibilit ^ŕ :			

Obturateur

Marque de l'obturateur :	Copal	Mod ^ŕ le de l'obturateur :	
Type d'obturateur :		Vitesses :	1 ŕ 1/500, B

Objectif

Type d'objectif :	Grand angle	Montage de l'objectif :	Fixe
Marque de l'objectif :	Olympus	Mod ^ŕ le de l'objectif :	D. Zuiko
Monture d'objectif :		Mode de map :	Distance choisie sur l'optique
Focale :	35 mm	Ouverture maxi :	3,5

Divers

Type de pile :		Couleur du soufflet :	
Forme du soufflet :		D ^ŕ centrement horizontal :	
D ^ŕ centrement vertical :		Second viseur :	
Type de viseur :	Interne fixe		

Le Tower 54 est un Olympus Wide E, reconnaissable à sa cellule.

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TOWER 35mm Cameras . . . Crafted in Japan

Direct Sears imports give you extra quality, extra features at new low cost

Panoramic TOWER 54 has built-in exposure meter

Look at the lens! . . . look at the low price!

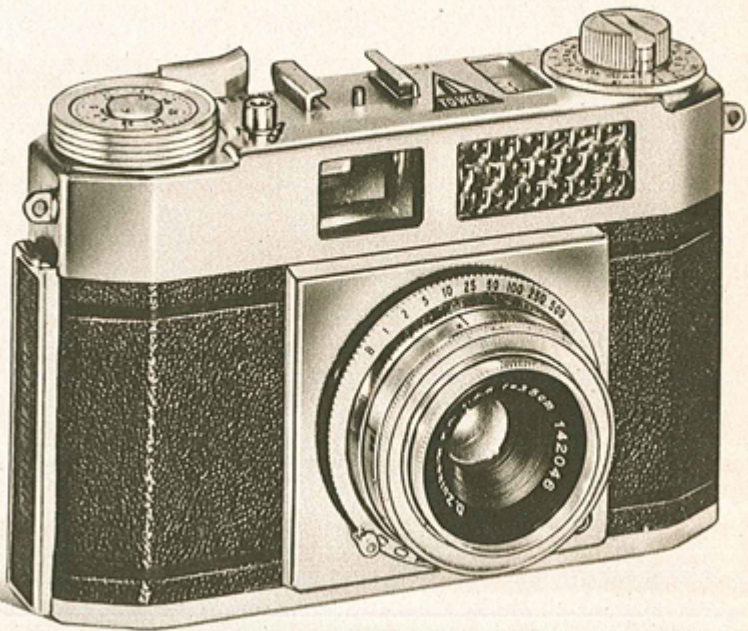
TOWER 54 **\$45.00** \$4.50 down
cash

- Price of camera and lens is less than a wide-angle lens of this quality used to cost just by itself
- 35mm f:3.5 lens assures sharpness from near to far without rangefinder or critical focusing
- Built-in exposure meter assures you of beautiful color slides and prints . . . reads for all types of film—from slow color to fast black-and-white
- Bright frame finder lets you see exactly what the film gets regardless of eye position or distance
- Wide range of shutter speeds—from one full second up to extra-fast 1/500 second . . . with click stops

You'll be amazed by the wonderfully beautiful pictures . . . by the high degree of accuracy . . . and by the years of dependable service ahead of you. All this plus the completely automatic operation and full flash synchronization described on the opposite page. Smartly styled all-metal body with leather covering and eyelets for carrying strap (not included). Uses series 6 filters, 1 3/4-in. adapter.

Please do not order before Nov. 15, 1958.

3 AR 054—TOWER 54 only. Shipping wt. 2 lbs. \$45.00
3 AR 8627—Leather Eveready Case. Shipping wt. 12 oz. 6.95
3 AR 8706—Folding B-C Flash Unit. Shipping wt. 12 oz. 5.95



New low-priced TOWER 56 has built-in rangefinder

The ideal camera for the entire family

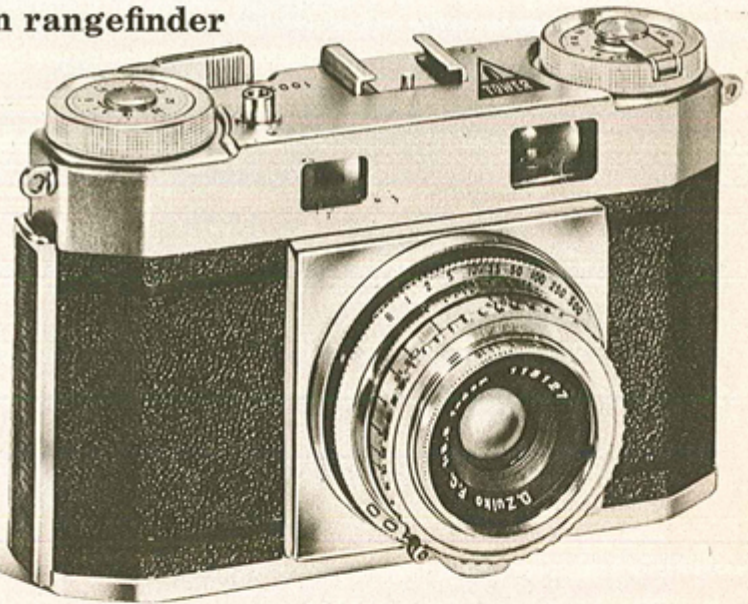
TOWER 56 **\$39.95** \$4.00 down
cash

- Built-in rangefinder plus extra-sharp f:3.5 lens assures you of beautiful slide and prints
- Single window for rangefinder and viewfinder . . . simpler, quicker focusing and viewing
- Extra-large rangefinder-viewfinder window and extra-bright image for focusing in dim light
- Wide range of shutter speeds—from one full second up to extra-fast 1/500 second . . . take pictures indoors or stop even sports action out of doors
- Beautiful leather and satin-chromed finish metal body has look and feel of more expensive cameras

You get all these features plus completely automatic operation and full flash bulb and electronic flash synchronization. Uses series 6 filters, 1 3/4-in. adapters (see pages 44 and 45).

Please do not order before Nov. 15, 1958.

3 AR 056—TOWER 56 camera only. Shipping wt. 2 lbs. \$39.95
3 AR 8630—Leather Eveready Case. Shipping wt. 12 oz. 5.50
3 AR 8706—Flash Unit. Uses No. 5 or 25 bulbs. Wt. 12 oz. 5.95



New TOWER 55 amazingly low priced

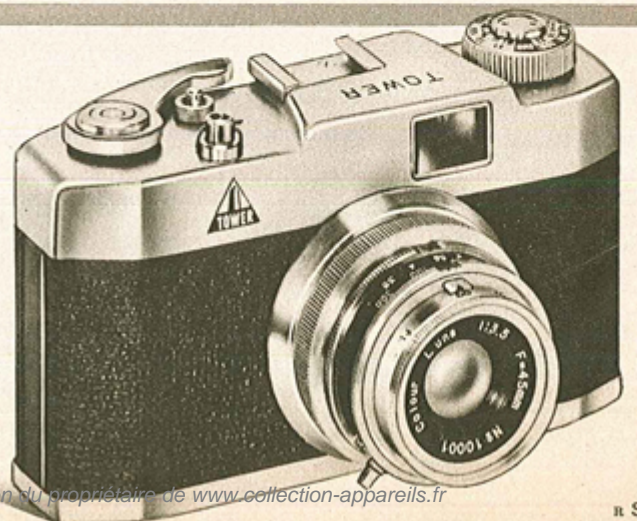
So small you can carry it anywhere

TOWER 55 only **\$18.95**

- Coated f:3.5 lens produces extra-sharp black-and-white prints or beautiful color transparencies and prints
- Rapid-wind lever advances the film, counts the exposure, cocks the shutter and prevents double exposures
- Synchronized for flash . . . takes pictures anywhere
- Sturdy all-metal body with handsome leather covering

Also has optical eye-level viewfinder, tripod socket and accessory clip for mounting flashgun (not included). Uses series 6 filters, 1 3/4-in. adapter rings. Made in Japan.

3 AR 55—TOWER 55 only. Shipping wt. 1 lb. 8 oz. \$18.95
3 AR 8639—Leather Eveready Case. Shipping wt. 1 lb. 2.95
3 AR 6191—3-Pronged Tripod Socket. Shipping wt. 1 lb. 2.95
3 AR 8706—Folding B-C Flash Unit. Shpg. wt. 3 lbs. \$22.95



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