

how to use your



REG. TRADE-MARK

flashometer

combination flash exposure
meter and rangefinder
for every type camera

No. 9715

MADE IN U.S.A.

SEARS, ROEBUCK AND CO. AND SIMPSONS-SEARS LIMITED

3 quick, easy steps assure

perfect flash exposure . . . sharp focus

- gives you precise camera-to-subject distance from 4 to 20 feet
- registers correct lens opening from f:2 to f:64 at shutter speed of 1/25 or 1/30 second
- for use with all popular bulbs, film rated from ASA 10 to ASA 80

parts of tower flashometer

FRONT VIEW: (Refer to Fig. 1)

- A Film Index Knob
- B Film Index Knob Window
- C Rangefinder Eyepiece
- D Exposure Guide and Distance Indicator

(Not illustrated)

- E Film Index Chart
- F Flash Bulb Chart

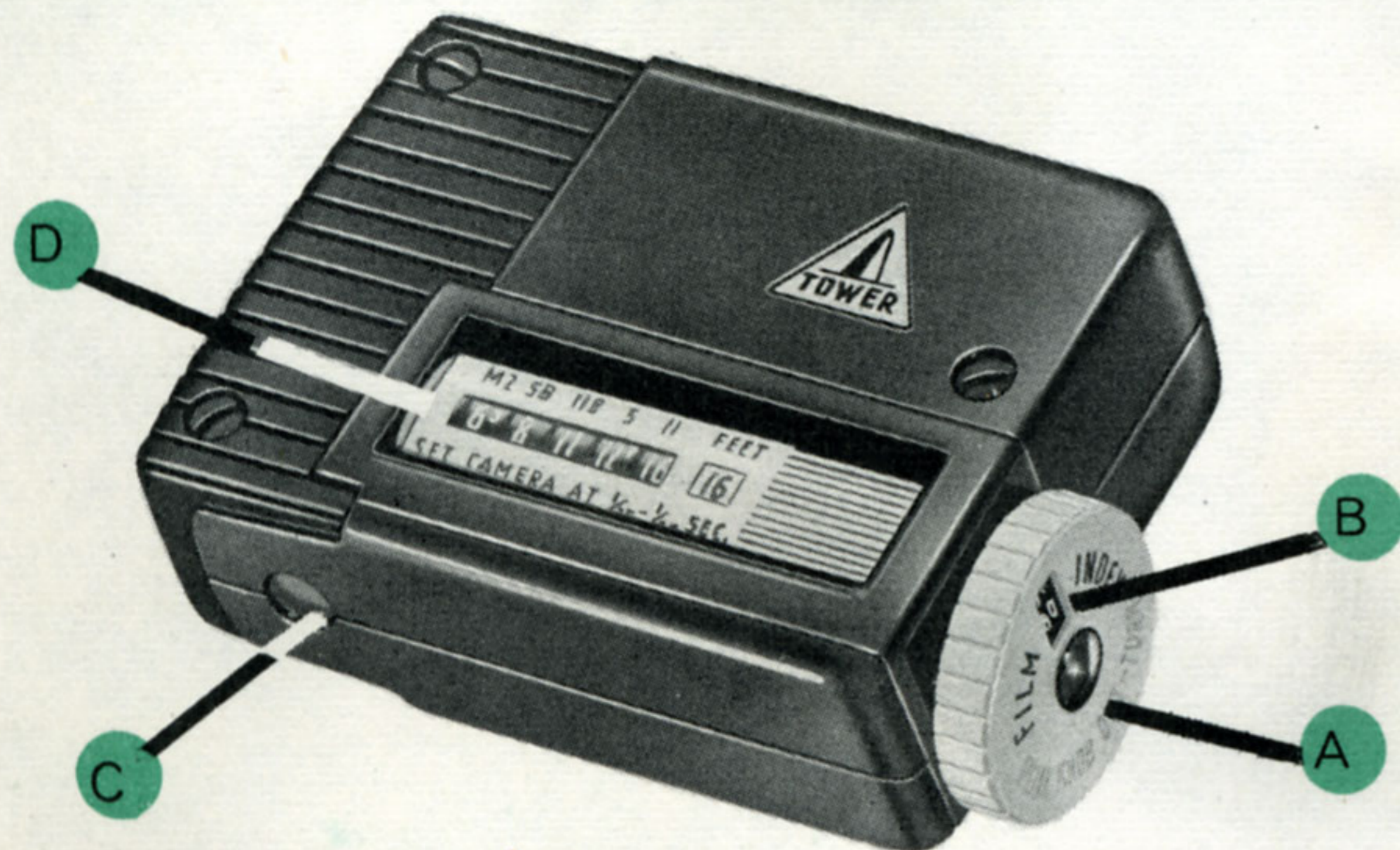


fig. 1

all you do is . . .

- 1 set film index knob (A)
- 2 focus subject through rangefinder (C)
- 3 read exposure guide (D)
 - eliminates guesswork, delay . . . no more wasted bulbs and film
 - rangefinder records exact distance from camera to subject . . . ideal for ordinary snapshots as well as flash exposures
 - automatically indicates correct lens opening for bulb you'll use
 - for use with all popular bulbs and film . . . most cameras, even box cameras with adjustable settings

synchronization and proper exposure

Accurate flash exposure depends upon shutter being fully opened at peak intensity of flash bulb. Therefore, always use a shutter speed of 1/25 or 1/30 second, whichever is on your camera. Since the flash of a bulb is "faster" than a shutter at this setting, the flash will freeze movement of subject. Unless your camera instructions otherwise specify, you may use Class M bulbs (5, 25, 8, 11, 40) with assurance of excellent results.

how to use the tower flashometer

Set Film Index Knob

Check Film Index Chart (E) on back of FLASHOMETER for the exposure index

number of your film. All popular film is listed. If yours is not, refer to film instructions for the tungsten exposure index.

To set FLASHOMETER for the film in your camera, pull out Film Index Knob (A) (see Fig. 1). Turn knob until exposure index number of your film appears in Knob Window (B) (Fig. 1). Release knob. (Turn knob to left, counter-clockwise, for higher numbers, to right, clockwise, for lower numbers).



using the rangefinder

Sight subject through eyepiece (C) (see Fig. 1). Turn Film Index Knob (A) (don't pull out!) until double image you see becomes one sharp image (see Fig. 2). When knob clicks into place, readings are centered on Exposure Guide and Distance Indicator (Fig. 1).

Note: Your FLASHOMETER is designed for accuracy; there are no in-between settings on distances. If knob does not click into place, step slightly forward or back and re-focus and shoot your picture at the distance thus determined.

You now have a precise measure of distance from camera to subject. The distance in feet is recorded at right of Exposure Guide (D). Use rangefinder for ordinary snapshots as well as flash photos to be sure your pictures are always in sharp focus.

fig. 2

reading the exposure guide

The correct f/stop you should use automatically registers on the exposure Guide (D) (Fig. 1) when your rangefinder brings subject into focus as explained above. You will find the f/stop for this distance directly under the bulb number you will use.

If the bulb number is not shown on the Exposure Guide, refer to Flash Bulb Chart on back of FLASHOMETER. Find bulb number in left hand column. Look directly across from it to number in right hand, "Same As", column. This number is marked on Exposure Guide. The f/stop shown directly below is the one you should use. (Example: Say you will use a No. 25 bulb. Locate the number "25" in left hand column of Flash Bulb Chart. Directly across from it, in "Same As" column, you will find the number "5". On the Exposure Guide, under number 5, you will find the correct f/stop to use.)

Note: If the f/number you read from FLASHOMETER Exposure Guide is not on your camera, approximate the correct f/number by setting your camera between the larger and smaller f/number on your camera. If the f/number you read is higher than the highest number on your camera, move away from subject and take another reading. If your f/number reading is lower than the lowest number on your camera, take another reading from a point closer to subject. Then take the picture at the f/stop thus determined.

modified exposure guide settings

All settings on your FLASHOMETER are based on average flash exposure situations with the use of a **highly polished**

reflector. When using a satin-finished reflector, set lens opening $\frac{1}{2}$ stop larger ($\frac{1}{2}$ way toward next lowest f/number) than FLASHOMETER reading. (Example: If reading was f:5.6, you would set your lens opening halfway between f:5.6 and f:4.) Other Exposure Guide settings should be modified under certain conditions indicated below.

Darker-Than-Average Conditions

Set lens opening $\frac{1}{2}$ stop larger (see explanation and example immediately preceding) than FLASHOMETER reading when making a flash exposure . . .

- 1 of a dark subject
- 2 in a very large or dark-walled room
- 3 outdoors at night

Note: When using a satin-finished reflector under these conditions, set lens opening still another $\frac{1}{2}$ stop larger. ($\frac{1}{2}$ way toward next lowest f/number on your camera).

Brighter-Than-Average Conditions

Set lens opening $\frac{1}{2}$ stop smaller ($\frac{1}{2}$ way toward next highest number) than FLASHOMETER reading when making a flash exposure . . .

- 1 of a light subject
- 2 in a well-lighted room or one with bright background

(Example: For the conditions indicated above, if the reading was f:5.6, you would set your lens opening halfway between f:5.6 and f:8.)

Note: When using a satin-finished reflector under these conditions, set lens opening to f/stop indicated on FLASHOMETER Exposure Guide.

special note on color film

To assure good color rendition when using outdoor color film indoors, it will be necessary to use either a blue bulb (5B, 25B, etc.) or a white bulb with blue shield over reflector. In either case, you will find the correct f/stop on Exposure Guide under the blue bulb number (5B, 25B, etc.)

G U A R A N T E E

Engineering excellence has given your TOWER Flashometer sturdiness to withstand many years of ordinary use. It is, however, a delicately engineered instrument and should be handled carefully.

Any defect in material or workmanship which appears within ninety (90) days from the date of sale will be remedied free of charge for parts or labor, providing the meter has not been tampered with, mishandled, or otherwise abused or damaged.

Return any defective TOWER Flashometer to your nearest retail store or mail order house. When shipping, be careful to pack it in at least one (1) inch of cushioning material all around meter.

Date of sale _____

Store No. _____

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