Minolta announces operation head-start on holiday profits

Stock Up Now With Minolta's Best-Selling Models
Substantial Savings...Free Goods

MINOLTA SUPER-VALUE SUPER-8's Save \$21 To \$45 Over Regular Net Cost When You Buy Three in Any Combination



Variable speed 6-to-1 power zoom • automatic thru-the-lens metering • 3-speed electric motor • reflex viewing and focusing REGULAR NET (with case), \$161.70

OPERATION HEAD-START NET (with case), \$146.70*



automatic thru-the-lens exposure measurement • 12-36mm Rokkor zoom lens • reflex viewing and focusing • electric motor

REGULAR NET (with case), \$80.70
OPERATION HEAD-START NET (with case), \$73.70*

*minimum order of three in any combination



Buy Two and Save \$10 Over Regular Net Cost

The perfect holiday gift • everything for 16mm photography including smart, brushed-metal 16-MG camera, case, flash with case, wrist chain, color film

REGULAR NET, \$54.57
OPERATION HEAD-START NET, \$49.57



Free \$7.95 Deluxe Carrying Case For Every Camera You Buy

- minimum order of 12
- subject to cancellation without notice when limited quantities are gone

Custom-made carrying case gives you an **extra \$7.95 pure profit** every time you sell an Autopak 500—America's best-selling imported instant-loader.

Smartly styled in durable grey vinyl, the case is yours absolutely free with each camera you buy in quantities of twelve. Besides an Autopak 500, it holds 2 film cartridges and 2 flashcube sleeves — comes with both hand strap and over-the-shoulder chain.

OPERATION HEAD-START ENDS OCTOBER 31, 1968.

CONTACT YOUR MINOLTA REPRESENTATIVE TODAY FOR IMMEDIATE DELIVERIES.

MINOLTA CORPORATION, WESTERN SALES DIV.

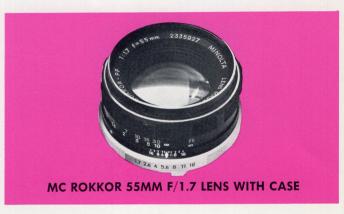
14204 South Prairie Avenue, Hawthorne, California 90250

New Lower Prices











REDUCED NET PRICES ARE EFFECTIVE AUGUST 1, 1968

 Minolta SR-T 101 with MC Rokkor 58mm f/1.4, leather case..\$179.70

REDUCED SUGGESTED LIST PRICES ARE EFFECTIVE SEPTEMBER 15, 1968

 Minolta SR-T 101 with MC Rokkor 58mm f/1.4, leather case..\$299.50

 Minolta SR-T 101 with MC Rokkor 55mm f/1.7, leather case . . \$259.50