

Minolta:
the magic of the future
in the cameras of today.



The Minolta SR System: When you start with something great

The Minolta SR System of 35mm photography is one of the great ones. Great because it starts with the Minolta SR-T 101, a single lens reflex designed to handle so quickly and effortlessly you'll hardly know it's there. You can compose, focus and set the aperture and shutter speed without taking your eye from the viewfinder. And always with the viewfinder at maximum brightness. That's because MC Rokkor lenses couple to the metering system, so the diaphragm stays open and the viewfinder stays bright until you shoot. Shutter speeds (1 to 1/1000th sec. plus "B") and lens opening indicators are right next to the picture you're framing.

And the SR-T 101 has a unique "CLC" through-the-lens metering system that automatically compensates to prevent underexposure of dark areas in high contrast or uneven light situations.

Rokkor lenses are as fast-handling as the camera they're designed for. Because each one (from 16 to 1000mm) goes on in seconds with a twist of its sturdy, solid bayonet mount. No tedious screw-thread mounting. No wobbly lenses, ever.

The newest and most distinctive Minolta SR-T 101 is the one with a black body. It's a limited edition and comes with an MC Rokkor 58mm f/1.4 as standard equipment. The price of this gem is

under \$295.*

The regular SR-T 101 is available with a choice of 3 normal lenses. With the ultra-fast MC Rokkor 58mm f/1.2, it's under \$335.* With the 58mm f/1.4, it's less than \$285.* And under \$245.* with an MC Rokkor 55mm f/1.7.

The SR-1s is Minolta's least expensive SLR. It takes every lens and accessory in the SR system and has a list of features that would put many more costly cameras to shame. They include an MC Rokkor f/1.7 lens, auto-diaphragm, auto-return mirror, speeds to 1/1000th sec. and a microprism finder. All for under \$175.* The accessory CdS meter is less than \$25.

When you start putting your SLR system together, start with something great. A Minolta SR.



The Minolta SR-T 101 is available with a choice of MC Rokkor f/1.2, f/1.4 or f/1.7 normal lens.

it can only get better.

And bigger. And faster. Because now Minolta has added three new high speed wide angle lenses to the Rokkor system.

The new MC Rokkor 16mm f/2.8 is the fastest ultra-wide-angle lens in the world. It couples to the metering system of the Minolta SR-T 101. So the diaphragm stays wide open until

exposure for composing, focusing and aligning exposure indicators. At the instant of exposure, the diaphragm automatically closes down, and then re-opens automatically for the next exposure. With 11 elements in 8 groups, this lens covers a 180° field diagonally, and lets you focus from 12 inches to infinity. And you get brilliantly sharp, frame-filling pictures with no vignetting.

Filter turret and sunshade are built in. Available early in 1970 at a price to be announced.

The new MC Rokkor 28mm f/2.5 can't be bettered for speed. It has a fully automatic diaphragm that couples to the SR-T 101 metering system. Plus patented "Achromatic" double coating and focusing from 1.5 feet to infinity. Nine elements in 7 groups, with a newly developed high index glass used to minimize aberrations over a 78° field. Available immediately for less than \$175, including case and lens hood.

The new MC Rokkor 35mm f/1.8 is the fastest "35" in the world. With its medium-wide 64° angle of coverage, focusing from 12 inches to infinity and available light

capabilities, this could be your next "normal" lens. A fully automatic diaphragm couples to the SR-T 101 metering system. Eight elements in 6 groups, including new high refractive index glasses, plus "Achromatic" double coating, add up to fantastically sharp, distortion free pictures and superb color rendition. Under \$175, including case and lens hood, and available right now.

And for the first time, there's a 300mm Rokkor telephoto with an automatic diaphragm. The new MC Rokkor 300mm f/4.5 stays at maximum aperture right up to the moment you shoot, closes down automatically and then re-opens automatically. Compact, lightweight styling and a built-in sunshade complete the package for hand-held tele shooting. Less than \$270., including case, and available immediately.

Each of the new Rokkor lenses, like every other Rokkor lens, is made by Minolta in Minolta's own factories. From sand and rare-earth elements to raw glass to exquisitely polished lenses. Minolta does it all. It's the only way to precisely match optical performance to mechanical design.

The Complete Rokkor Lens System

focal length	maximum aperture	diaphragm
16mm	f/2.8	automatic*
18mm	f/9.5	manual
21mm	f/4	manual
28mm	f/2.5	automatic*
28mm	f/3.5	automatic*
35mm	f/1.8	automatic*
35mm	f/2.8	automatic*
35mm	f/4	manual
55mm	f/1.7	automatic*
58mm	f/1.2	automatic*
58mm	f/1.4	automatic*
100mm	f/2	automatic
100mm	f/2.5	automatic*
100mm	f/3.5	automatic*
100mm	f/4	manual
135mm	f/2.8	automatic*
135mm	f/3.5	automatic*
135mm	f/4	manual
200mm	f/3.5	automatic*
200mm	f/4.5	automatic*
200mm	f/5	manual
300mm	f/4.5	automatic*
1000mm	f/6.3	manual
50-100mm zoom	f/3.5	automatic
80-160mm zoom	f/3.5	automatic
160-500mm zoom	f/8	automatic
50mm macro	f/3.5	automatic*
100mm short-mount	f/4	manual
for bellows		
135mm short-mount	f/4	manual
for bellows		

And for its own lenses, Minolta makes its own filters. A complete assortment: yellow, haze, orange, green, red, conversion, skylight and polarizing.

*Meter Coupled



The Minolta SR Close-Up System:

With the system of close-up, macro and micro photography for Minolta SR cameras, little things come across in a big way. You just add or take away various combinations of lenses or bellows or extension tubes to get precisely the picture you want.

The newest Minolta macro accessory is really a lot of accessories all wrapped up in a beautiful package called the *Auto Bellows I Outfit*. It's everything you need (plus some things you

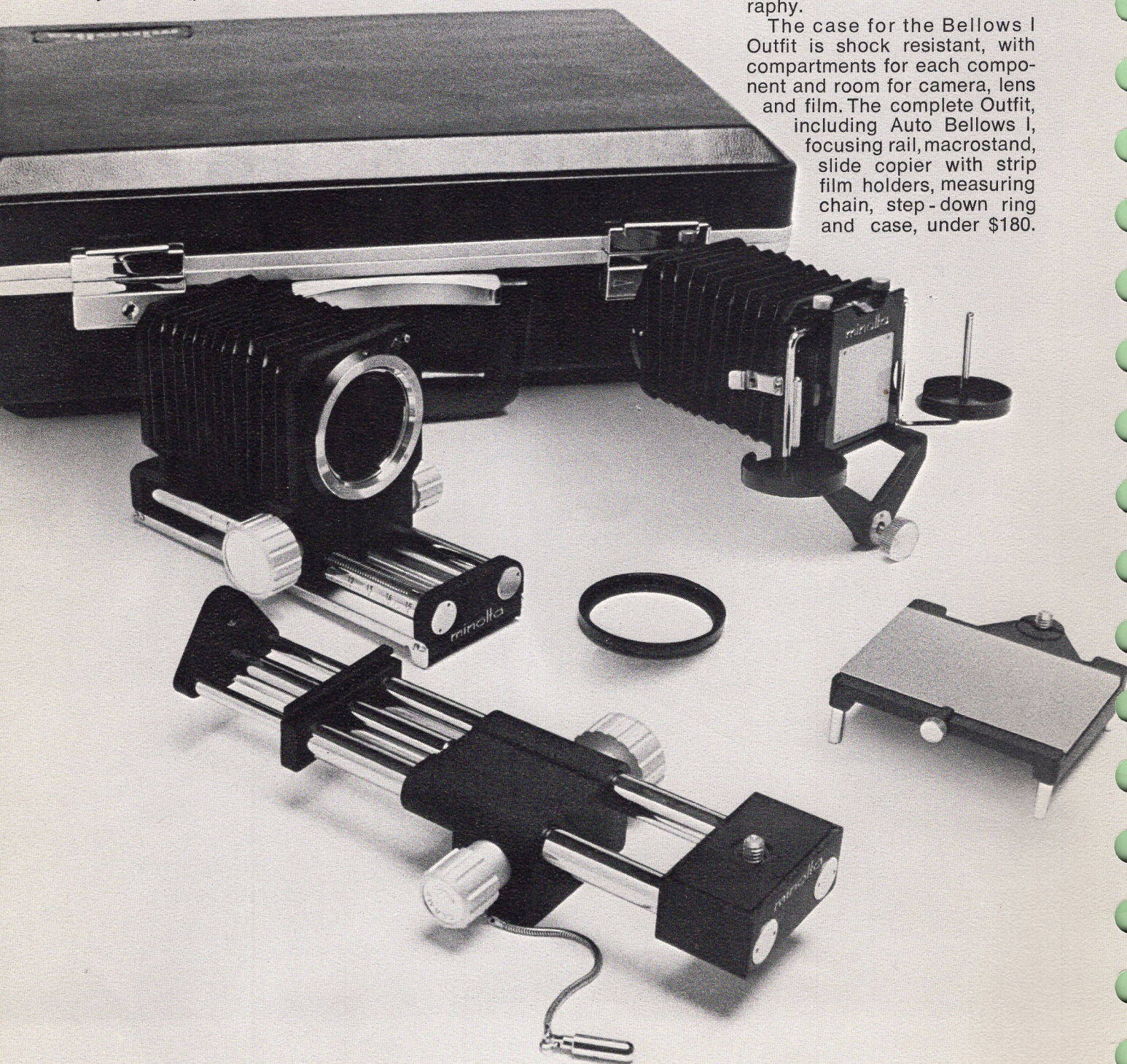
might not have thought of) for easy, exact close-up and macro work at magnification ratios from 0.7x up to 2.8x with a 55mm lens.

The Auto Bellows I couples to auto-diaphragm Rokkor lenses, so you can focus and compose with the viewfinder at maximum brightness. At the instant of exposure, the diaphragm closes down automatically to the correct aperture, and re-opens automatically for the next picture.

The complete Outfit includes

a sturdy focusing rail with engraved magnification ratios and extension distances. Since it's detachable, this rail is also very convenient for all kinds of extremely critical close-up focusing, and is lightweight and compact enough for easy handheld shooting. And there's more: two precision holders make fast work out of slide or strip film copying. And a sturdy macrostand simplifies positioning and focusing in specimen photography.

The case for the Bellows I Outfit is shock resistant, with compartments for each component and room for camera, lens and film. The complete Outfit, including Auto Bellows I, focusing rail, macrostand, slide copier with strip film holders, measuring chain, step-down ring and case, under \$180.



For the little things in life.

The ultimate in Minolta's close-up system is the *MC Macro Rokkor 50mm f/3.5 lens*. Its automatic diaphragm couples to the metering system of the Minolta SR-T 101 and stays at maximum aperture except during exposure. So you can compose, focus, set shutter speed and aperture with the viewfinder at full brightness. Compensation for exposure is automatic, and magnification ratios and exposure factors appear automatically on the lens barrel as you focus.

And the MC Macro Rokkor is perfect for normal shooting, too, because it focuses from 9 inches to infinity and has a 45° angle of view. With intermediate tube and reversing ring (for pictures up to 5 times life-size with a bellows) and case, it costs under \$190. In the Minolta Macrokit, including SR-T 101 camera body and compartment case, it's under \$380.

The new *Minolta Extension Tube Set II* gives you another, less costly, way to get close-up and macro pictures. Five separate rings of various lengths permit 8 different combinations for varying magnifications and let

you get full-frame photos of areas as small as 1.0 x 1.5 inch. The complete set, under \$20.

For bellows photography on a budget, the new *Minolta Bellows III* is ideal. It costs less than \$35 and will give you magnifications up to 2.8x life-size with the normal 55mm Rokkor lens. For easy use, scales are engraved right on the single track. Optional accessories include Minolta's slide copier with strip film holders, detachable focusing rail and macrostand.

The new *Auto Bellows Rokkor 100mm f/4* is a short mount lens exclusively designed for bellows photography. With the Minolta Auto Bellows I, it automatically remains at maximum aperture before and after each exposure. Because it has a focusing range from 1:1 to infinity, this lens is

also ideal as a portrait or medium telephoto lens when combined with a bellows. (With the Minolta Bellows III, it works as a manual pre-set lens.) Under \$70, with case.

Minolta's close-up lens attachments. Each of these three attachments (#'s 0, 1 and 2) are uniquely constructed of 2-elements each, with the finest optical glass used to eliminate distortion. Each screws directly onto the front of a Rokkor lens to permit substantially closer focusing without any other accessories. Under \$11 each.

The two-piece *Minolta Microscope Adaptor* provides a precision connection between the SR-T 101 and any microscope with an ocular tube between 23mm and 29mm in diameter. Under \$25.

The *Minolta Magnifier V* provides a 2.5x magnification for ultra-precise focusing. The *Minolta Anglefinder V* permits viewing with the camera held below the eye.



New Minolta Autopaks:

Just because a camera is instant-loading and easy to use, doesn't mean you have to settle for run-of-the-mill pictures. At least Minolta didn't think so when they designed these two new Autopak cameras.

Instead of asking you to sacrifice quality for simplicity, Minolta gives you both. Quality with features like an optical-glass lens and huge, crystal-clear viewfinder. Simplicity with a combination of automatic features you won't find on other instant-loaders. At any price.

Take the deluxe *Minolta Autopak*® 800. It's so automatic that you don't even have to wind the film for each shot. A spring drive motor does it for you, automatically advancing the film for up to 11 pictures in 14 seconds without winding again.

For perfectly exposed pictures, a built-in, ultra-sensitive CdS electric eye automatically measures the light and sets everything.

Even flash is automatic on the Autopak 800. Because it includes Minolta's famous — and exclusive — Flashmatic feature. You leave a flashcube on all the time (even if you forget, a "use flash" signal will remind you). The 800 will fire it automatically when the light's too dim. And only then. Unless you want to use flash even though the electric eye says no. (Like to light the face of someone standing in front of a sunny window or outside with the sun behind them.) Then you just press a special "daylight flash" button, snap



Minolta Autopak 800: spring-drive automatic advance for #126 cartridge film • automatic CdS electric eye • flashcubes turn and fire automatically, only when needed • daylight flash button • super-imposed rangefinder focusing • optical-glass Rokkor 38mm f/2.8 lens • tripod socket • cable release outlet • under \$80, plus case.

The instant-loading cameras that make good pictures great.

your shot and smile at the results—an evenly exposed photograph.

Super-imposed rangefinder focusing makes it easy to get pinpoint sharpness in every shot, from close-up to distant. You just turn the focusing control until the double image in the viewfinder "snaps" into a single sharp picture. For portraits or group shots, the 800 has a tripod socket and cable release outlet. So you can get in the picture. Or photograph children without them knowing. Just two more features you'd expect only in a far more expensive camera. At under \$80, plus case, you won't find another instant-loading automatic to compare with the Autopak 800.

Or maybe the new *Minolta Autopak 550* is what you're looking for. Another great instant-loading camera with the same reliable electric eye system, Flashmatic feature and "daylight flash" button as the Autopak 800. But because it doesn't have a rangefinder and the film is advanced manually, you can buy the Autopak 550 for less than \$55. That's quite a bargain for an instant-loading camera with anywhere near these features.

Whichever Autopak you choose, you'll be shooting through a fast 38mm f/2.8 Rokkor lens made from highly polished optical glass in Minolta's own factories. It gives the kind of clarity and sharpness you just can't get from a plastic lens. Which is why the new automatic Minolta Autopaks can make the easiest pictures you've ever taken the best pictures you've ever seen.



Minolta Autopak 550: drop-in loading with #126 film cartridges • automatic CdS electric eye • flashcubes turn and fire automatically, only when needed • daylight flash button • simplified focusing with viewfinder symbols • optical-glass Rokkor 38mm f/2.8 lens • under \$55.

The Minolta Super-8's: For shooting or showing anything that moves.

If it moves, shoot it. If it doesn't, shoot it anyhow. Almost anything worth watching is worth taking movies of. And the Minolta Autopak super-8's make movies what they're supposed to be: Easy to take. Interesting to watch.

Think what you could do with the *Minolta Autopak-8 K11*. Our jazziest model. With the 6-to-1 variable speed Rokkor f/1.8 lens, you can power zoom from 8.4mm wide angle to 50mm super-telephoto. And do it in as few as 4 seconds or as many as 8. Perfect exposure is never a problem, because a fully automatic CdS electric eye measures the light through the lens and electronically sets everything that has to be set.

If you want to get creative, the Autopak-8 K11 makes it easy. You can deliberately under or over expose with a special control. For other special effects, the electric motor drive runs at slow and ultra-slow motion

speeds (plus regular, of course).

And no matter what you do with the Autopak-8 K11, you'll always know what you're doing. Because signals in the reflex viewfinder give you information about too little or too much light, lens opening and film footage—even whether the built-in Type A filter is in place.

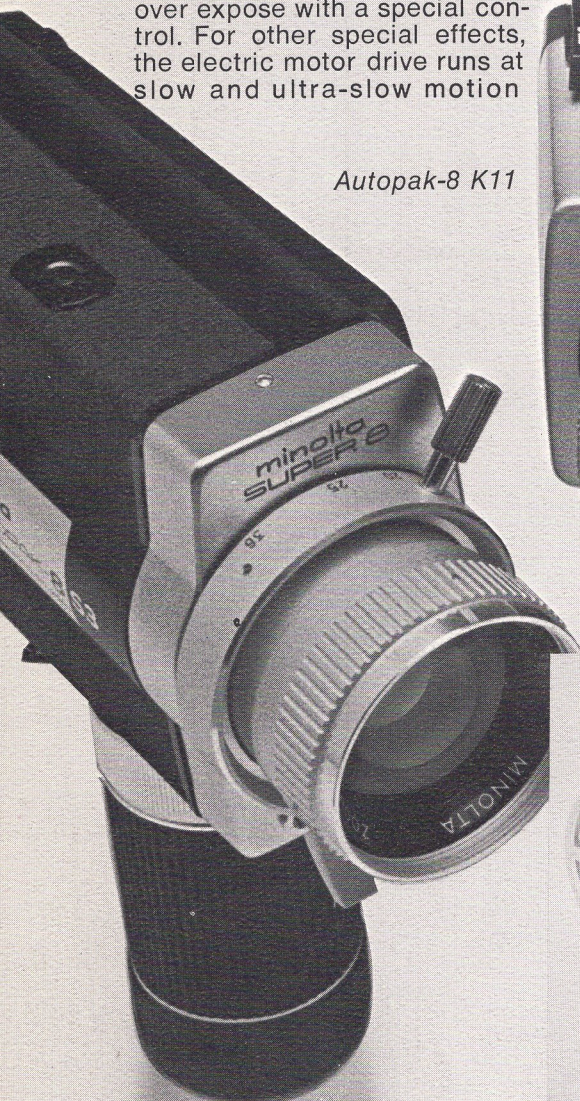
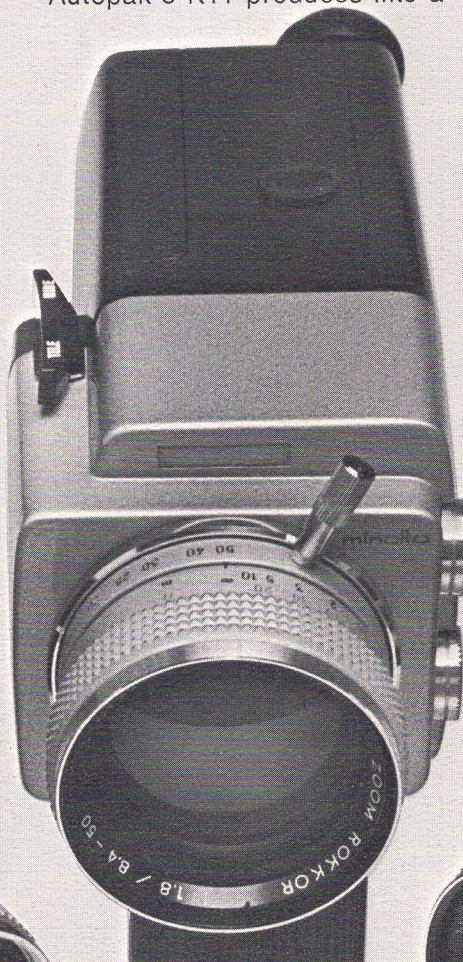
With all these features, plus too many more to mention, the Autopak-8 K11 produces like a

\$350 camera. Except it costs under \$250, plus case.

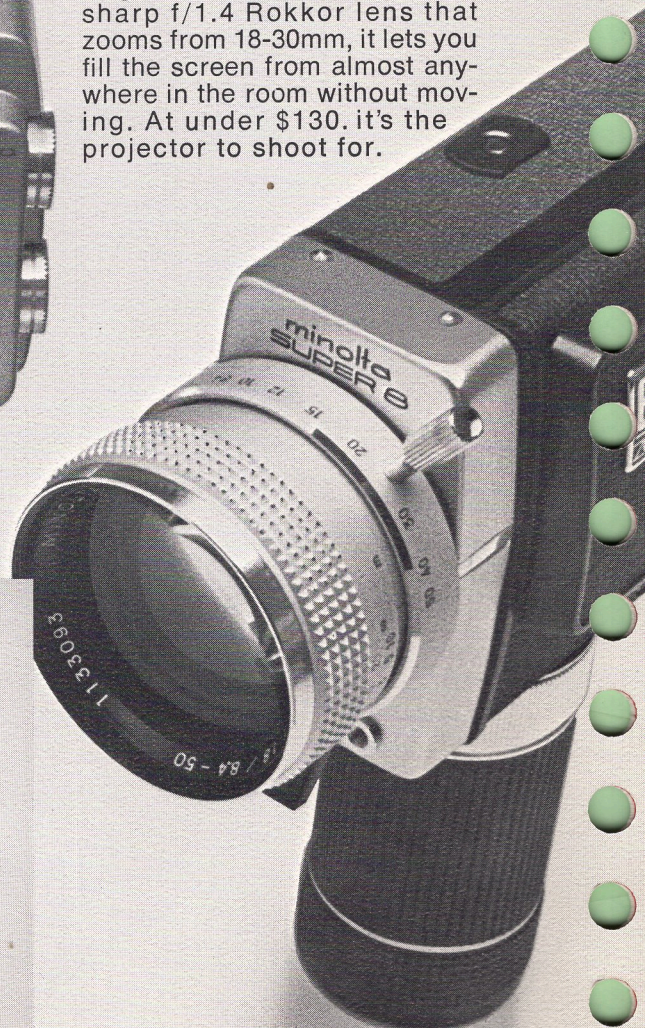
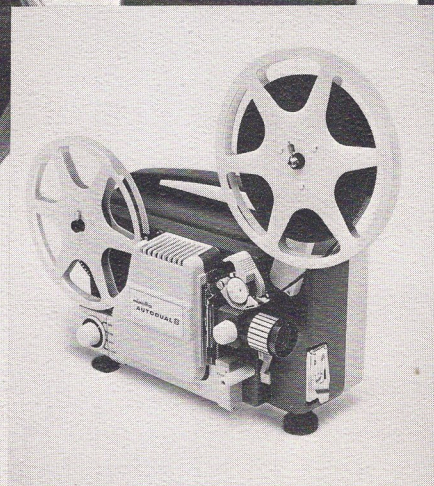
Minolta also makes two other super-8's with a little less jazz but just as much excitement. The *Autopak-8 S6* is a lightweight, compact 6-to-1 zoom camera. Besides a super-sharp Rokkor lens that goes from 8.4mm wide angle to 50mm telephoto, you get fully automatic, through-the-lens exposure measurement, electric motor drive, through-the-lens viewing and focusing, automatic Type A filter and lots more. All for under \$165, plus case. The *Autopak-8 S3* is similar to the Autopak-8 S6, except the S3 has a 3-to-1 zoom lens and costs under \$120, plus case.

And, after you shoot it, Minolta has something to make it move again. The new *Minolta Auto-dual-8 Projector* that threads itself for no-fumble fun and adapts to all sizes of 8mm film (super-8, single-8 and standard-8). With a sharp f/1.4 Rokkor lens that zooms from 18-30mm, it lets you fill the screen from almost anywhere in the room without moving. At under \$130, it's the projector to shoot for.

Autopak-8 K11



Autopak-8 S3



Autopak-8 S6

The Minolta 35mm Rangefinders: They let you find out how good you are.

With 3 Minolta 35mm rangefinders to choose from, you can get as much camera as you need.

There's the *Minolta Hi-matic 9*, our most completely equipped model. It works 3 ways. Automatically, semi-automatically and manually.

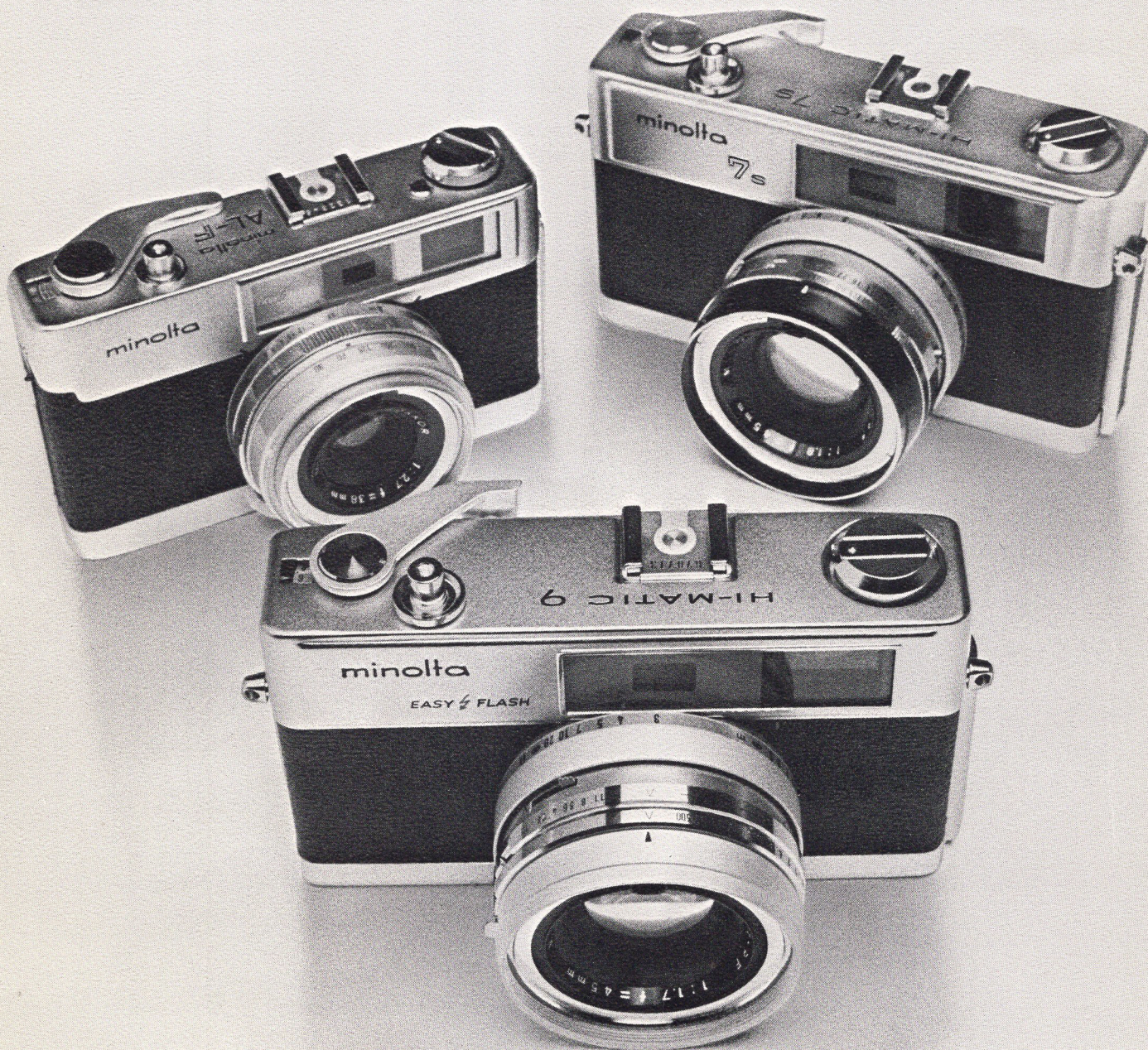
On "automatic", the Hi-matic 9 sets its own lens opening and shutter speed. So if you know nothing about photography, you get beautiful pictures anyway. And if you know a lot about photography, the Hi-matic 9 leaves

you free to concentrate on the subject. (A lot of pros use it as a second camera.) "Semi-automatic" and "manual" are for when you want to make some or all of your own settings — for creative effects or special lighting situations, for instance.

"Easy Flash" is another feature that makes the Hi-matic 9 a joy to use. The lens automatically sets itself for flash as you focus. For all its versatility, the Hi-matic 9 costs under \$110 (plus case), including a brilliant, 6-

element Rokkor f/1.7 lens. The *Hi-matic 7s* is similar to the Hi-matic 9 but without "Easy Flash". It costs under \$95, plus case.

The *Minolta AL-F* is small enough to hide in a pocket, yet has everything you need for great 35mm photography. An electric eye sets the lens opening automatically. And "Easy Flash" gives you perfectly exposed flash pictures. You set the shutter speed yourself, up to 1/500th sec. for stop-action shooting. \$75, plus case.



The Minolta Subminiatures: A little something for the big shots in your life.

Small as they are, Minolta 16mm subminiatures can cover all the important people and places you want to photograph. You get sharp, wallet-size black-and-white or color prints. Or brilliantly detailed color slides. All from convenient instant-loading film cartridges.

Top of the line is the *Minolta 16-MG*. It features a built-in electric eye that automatically measures light for perfect exposures. There's a 4-element optical-glass Rokkor f/2.8 lens and a built-in close-up lens for photographing documents, portraits or close-ups from as close as 26 inches. All these features, and more, are

all packed into a 4" camera that's beautifully finished in brushed metal and ready to travel anywhere in pocket or purse. Under \$91 in a velvet-lined presentation case with wrist chain, camera case, flashgun and case and color film. 16-MG with wrist chain and case only, under \$80.

The *Minolta 16-II* features exclusive "push-pull" operation that automatically advances the film, frame counter, cocks the shutter and prevents double exposure. It has an optical-glass Rokkor f/2.8 lens and a shutter that goes to 1/500th of a second for sports and action shots. All in a camera that stands just 3½ inches high. Camera, case, flashgun and its case, accessory adapter and color film in a gift pack, under \$50. Camera and case alone, under \$40.

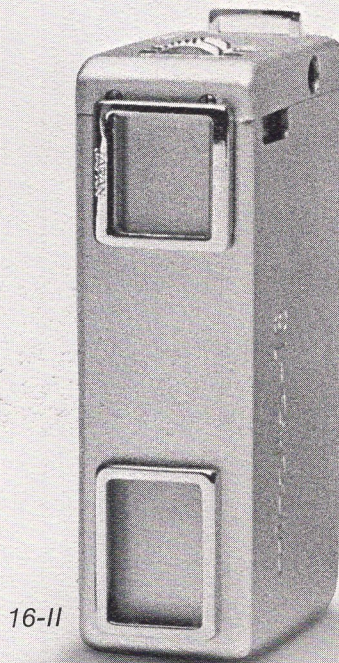
The *Minolta 16-Ps* features an easy-to-use "Weather Dial"

that automatically sets the lens for perfect exposure. And the Rokkor f/3.5 glass lens is always in focus. The 16-Ps is just 4 inches high and weighs in at a scant 5 ounces. It's yours for under \$40, in a gift kit with case, flashgun and its case, accessory adapter and color film. Camera and case alone, under \$30.

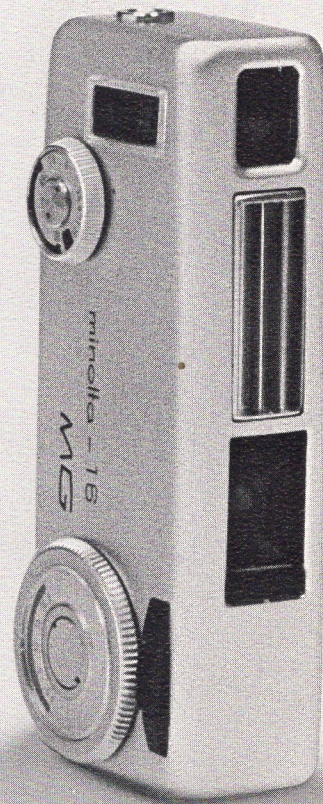
The *Mini 16* was specially designed by Minolta to project 16mm slides. It's lightweight and compact, so you can carry it anywhere. A special optical system and sharp Rokkor lens lets you fill a 30" x 40" screen from less than 12' away. Supplied with vinyl carrying case, single slide changer and lamp, under \$40.



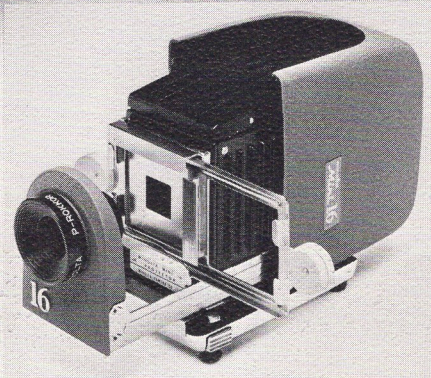
16-Ps



16-II



16-MG



The Minolta name means Minolta quality.

Before anything gets to be named "Minolta", it has to earn the name. By meeting and surpassing photography's highest standards of performance and craftsmanship. So, no matter what the Minolta product, from an advanced camera to the smallest flashgun, one "feature" never changes: unequalled quality.

The *Minolta Autocord* is a good example. Since its introduction more than a decade ago, it has become a standard of quality for 2¼ x 2¼ inch twin-lens-reflex cameras. Its ultra-sharp Rokkor 75mm lens is one reason why. As is easy, one-hand operation for focusing and shutter release. And a picture-

size reflex finder that's so bright and sharp you'll forget it's there. Under \$114, plus case.

The *Minolta Viewmeter 9* is a completely different kind of CdS reflected light meter. With an eye level finder that lets you sight as you would with a camera, and shows you precisely what part of your subject is being read for exposure. Its 9° angle of acceptance eliminates the need to move in for close-ups. A single two-way pushbutton locks needle in "correct reading" position. Easy-to-read scales for still and movie exposure. With case, under \$55.

The *Minolta Electroflash* is an electronic flash that automatically prevents under-exposed pictures due to weak batteries. Twin neon signal lights indicate battery power, tell you how to set correct guide number for high or low power output. Works on AC or batteries. Swivels 90 degrees for vertical or horizontal operation. At under \$35, the Minolta Electroflash belongs in your camera bag.

The compact *Minolta DuoFit-S Flashgun* fires AG-1 flashbulbs.

Use it on cameras with "hot" accessory shoes or plug into cameras with cord outlets. Under \$8, with case.

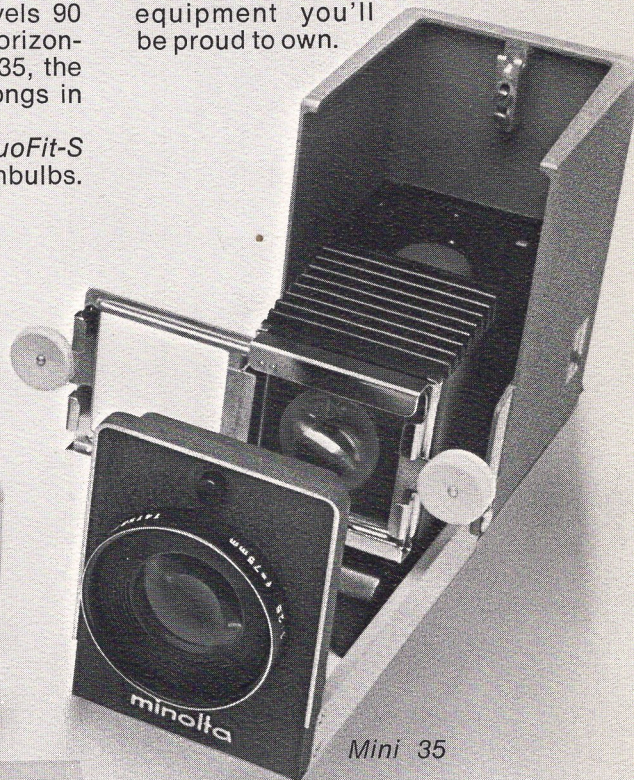
The *Minolta Deluxe III Flashgun* uses all flash bulbs (AG, M2 and bayonet type). For cord and cordless contact. Folding fan reflector swivels to 5 click-stop positions for head-on and bounce flash. Under \$11, with case.

With the *Mini 35 Projector*, Minolta makes viewing 35mm slides as easy as taking them. Small enough to carry anywhere, the Mini 35 has a precision Rokkor lens and special optical system to fill a 30 x 40" screen from just 8 feet away. Under \$40, including slide changer, lamp and case. Unique wide angle and telephoto lens attachments are available at under \$13 each.

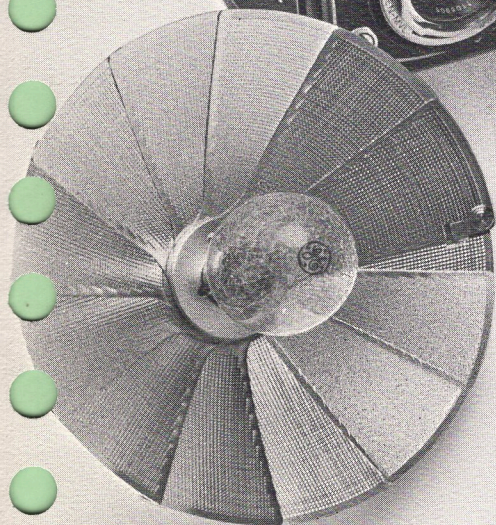
If its first name is Minolta, you can be sure it's photographic equipment you'll be proud to own.



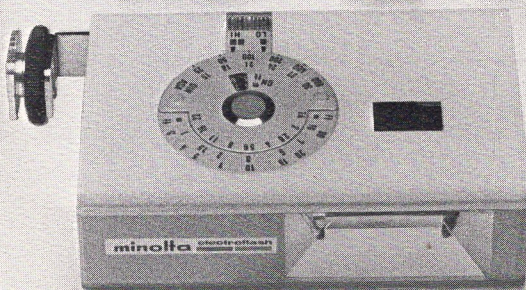
Viewmeter 9



Mini 35



Deluxe III Flash



Minolta: keeping an eye on tomorrow.

The Minolta Space Meter took a close look at the moon. So that you could. It was an integral part of the Apollo 8 mission. And it didn't go along just for the ride. Minolta's Space Meter was chosen by NASA to help the astronauts take perfectly exposed pictures of the earth and the moon. And all they had to do was aim the specially designed Space Meter at their subject, press a button and read all aperture and shutter speed information in the viewfinder's illuminated scale.

The same advanced photographic know-how that produced this space age light meter is found in every piece of photographic

equipment Minolta makes. From the pocket-size Minolta subminiature cameras to the widely acclaimed SR-T 101 SLR system. All are designed for ease of handling, accuracy and reliability, to make fine photography an attainable goal for everyone. Whether you're going to the moon or just to the mountains, take Minolta along. NASA did.



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