



minolta corporation

WESTERN SALES DIVISION

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TO: ALL DEALERS

SUBJECT: NEW PRICES FOR SR-T 101 CAMERAS
Effective August 1, 1968

The SR-T 101 Camera Promotion which was announced May 31, 1968, has achieved sales beyond all expectations. As a result of your efforts we have gained a new position in the U. S. A. market in SR business.

Approaching the peak period of our selling for this year, all efforts shall be continued, not only to maintain but to increase SR-T 101 Camera business.

We are pleased to announce the new prices for the SR-T 101 Camera and Normal Lenses effective August 1, 1968.

Stock No.		Suggested List Price	Dealer Price
1061/1062	SR-T 101 Camera with MC f/1.4 58mm lens and case.	\$299.50	\$179.70
1065/1066	SR-T 101 Camera with MC f/1.7 55mm lens and case.	259.50	155.70
1162	SR-T 101 Body Only	169.50	101.70
1211/1212	MC Rokkor f/1.4 - 58mm lens and case	125.00	75.00
1221/1222	MC Rokkor f/1.7 - 55mm lens and case	85.00	51.00
1070	SR-T 101 Macrokit	379.50	227.70

(Please place in your Catalog)