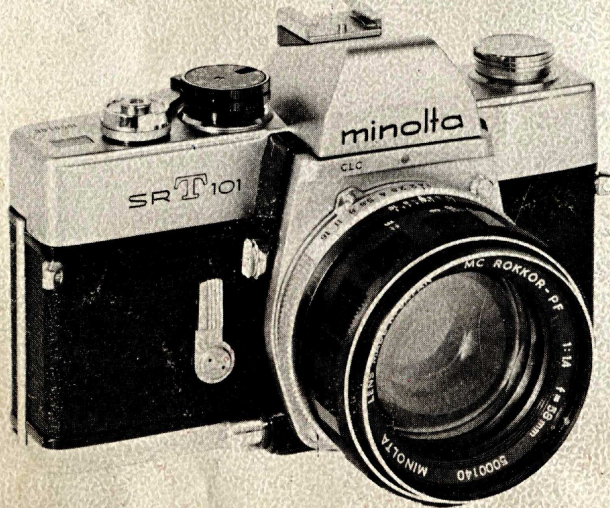


This ad tells you
what to look for when you go
to buy your first good camera.



MB

Look for a camera that's easy-to-use, yet still gives you versatility. The Minolta SR-T 101 weighs just a bit more than 24 ounces. So far, nobody has made a more convenient, SLR.

Look for a viewfinder that lets you see the subject exactly as it appears to the human eye. Then try to find a viewfinder like the one in the SR-T 101. With it, you can operate exposure setting, focus, shutter speed and framing without taking the camera from your eye.

Look for built-in exposure meter that gives you versatility and accuracy. Remember, too, there are many through-the-lens metering cameras. Your camera dealer will help point out some of the differences. He will also demonstrate the advantages of Minolta's new Contrast Light Compensator—the most accurate means of determining correct exposure ever built-in to a camera.

Look for a camera that's part of a complete photographic system. There aren't very many of these. Minolta makes one, and maybe two or three others are as good. With the SR-T 101, you can use 34 Rokkor Lenses and over 100 other Minolta accessories.

Look for a camera with full-aperture measurement. The SR-T 101 has it, so the viewfinder remains at maximum brightness from corner-to-corner while you're measuring exposure. Focusing and composing is simple—precisely the way you want it to be for perfect photographic results.

Look for a lifetime investment in fine photography. Treat a good camera right and it can last forever. The SR-T 101 is this kind of camera, and then some. When you compare it with other professional-calibre cameras, then price it, we think you're in for a pleasant surprise.

Minolta

TOKYO/OSAKA, JAPAN

TAX FREE Price list

'67 May
~
'68 April

CAMERAS · BINOCULARS · ALL SONY'S

MONEY EXCHANGE



HERO
camera co.

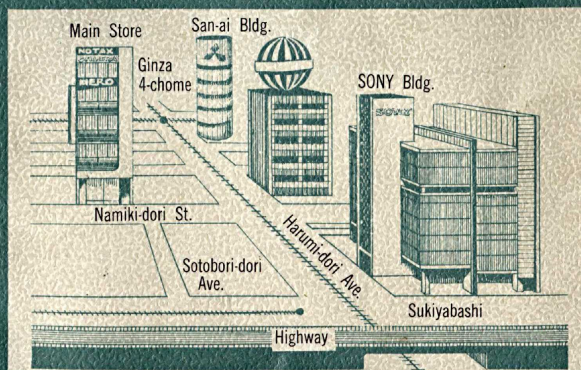


MAIN STORE:

5, 4-chome, Nishi-Ginza, Tokyo
Tel. 561-8361~5
Open Daily 9:30 am~6:30 pm

SONY BLDG. STORE:

1, 5-chome, Nishi-Ginza, Tokyo
Tel. 571-2614, 2664
Open Daily 10:00 am~8:00 pm



ヒロカメラ 商会

本店：銀座並木通り
支店：ソニーガレリア内

Binoculars

All binoculars are Zeiss type unless specified otherwise.
All binoculars and opera glasses are supplied with case.

MG: magnesium alloy AL: aluminium alloy CF: central focus
IF: individual focus WF: wide field BL: Bausch and Lomb type

Nikon

	Tax Free Price
3× Sports Glass	¥ 3,600 (\$ 10.00)
5×15mm CF	¥ 6,500 (\$ 18.06)
6×18mm CF	¥ 7,200 (\$ 20.00)
7×15mm CF	¥ 7,600 (\$ 21.11)
7×21mm CF	¥ 8,580 (\$ 23.61)
①7×35mm "A" MG CF	¥ 14,200 (\$ 39.44)
7×50mm AL IF Waterproof	¥ 18,500 (\$ 51.39)
7×50mm MG CF	¥ 18,500 (\$ 51.39)
7×50mm BL AL IF Waterproof	¥ 19,500 (\$ 54.17)
8×30mm "A" MG CF WF	¥ 16,000 (\$ 44.44)
9×35mm "A" MG CF WF	¥ 16,800 (\$ 46.67)

Canon

3× Sports Glass	¥ 3,500 (\$ 9.72)
6×30mm BL MG CF	¥ 11,500 (\$ 31.94)
7×35mm BL MG CF	¥ 13,000 (\$ 36.11)
②7×50mm BL MG CF	¥ 15,500 (\$ 43.06)
8×30mm BL MG CF	¥ 15,000 (\$ 41.67)

Gold Star (Minette)

7×35mm AL CF	¥ 8,300 (\$ 23.06)
7×50mm AL CF	¥ 9,800 (\$ 27.22)
8×25mm AL CF	¥ 5,400 (\$ 15.00)
10×50mm AL CF	¥ 10,500 (\$ 29.17)
12×50mm AL CF	¥ 11,000 (\$ 30.56)
20×50mm AL CF	¥ 12,000 (\$ 33.33)
20×65mm AL CF	¥ 18,000 (\$ 50.00)

Zeika Power Zoom

③2.5×~12×35mm Zoom IF ¥ 30,800 (\$ 85.56)

Electric motor drive zoom binocular with zooming speed adjustment function. Uses four UM3 penlight batteries.



① Zeiss Type

② BL Type

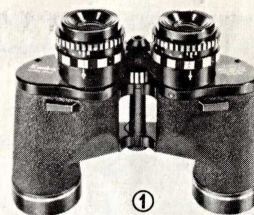
③ Zoom

Kenko

MB

Binoculars

	List Price	Tax Free Price
6×15mm Brass CF		¥ 5,400 (\$ 15.00)
6×30mm AL CF		¥ 7,300 (\$ 20.28)
7×18mm Brass CF		¥ 6,200 (\$ 17.22)
7×35mm AL CF		¥ 8,300 (\$ 23.06)
7×35mm BL AL CF WF		¥ 12,500 (\$ 34.72)
7×50mm AL CF		¥ 9,800 (\$ 27.22)
8×30mm AL CF		¥ 7,800 (\$ 21.67)
8×40mm AL CF		¥ 8,800 (\$ 24.44)
10×35mm BL AL CF WF		¥ 9,600 (\$ 26.67)
10×50mm AL CF		¥ 10,500 (\$ 29.17)
12×35mm BL AL CF WF		¥ 10,500 (\$ 29.17)
12×50mm AL CF		¥ 11,000 (\$ 30.56)
16×50mm AL CF		¥ 11,500 (\$ 31.94)
20×50mm AL CF		¥ 14,000 (\$ 38.89)
① 7×~12×40mm Zoom BL AL CF		¥ 16,000 (\$ 44.44)



①

Fish-Eye Conversion Lens

For exciting fish-eye effect photography the Kenko Fish-Eye conversion lens, attachable to any standard or telephoto lenses, adds a whole new wide range of interesting picture shooting capabilities to any camera. Adaptor rings are available for screw-in, bayonet and "Series type" mounts. (The lens does not fit for slip-on type filter mount.)



②

②Kenko Fish-Eye Conversion Lens w/case ¥ 12,000 (\$ 33.33)
Adaptor Rings from @ ¥ 500 (\$ 1.39) to @ ¥ 800 (\$ 2.22)

Auto-Tele-Plus

Kenko Tele-plus lenses are indispensable when focal length extension in 35mm single-lens reflex camera interchangeable lenses are required. Easily attachable to any lenses Kenko Tele-plus is available in 2× or 3× model.



③

Model 2X

For Asahi Pentax Models w/case	¥ 4,500	¥ 4,200 (\$ 11.67)
For Minolta SR Models w/case	¥ 5,000	¥ 4,650 (\$ 12.92)
For SLR Camera Models of Canon, Nikon & Topcon w/case	¥ 5,500	¥ 5,100 (\$ 14.17)

Model 3X

For Asahi Pentax Models w/case	¥ 5,500	¥ 5,000 (\$ 13.89)
③For SLR Camera Models of Canon, Nikon & Minolta w/case	¥ 6,500	¥ 6,000 (\$ 16.67)