

# Bell & Howell / Canon

## NEWSLETTER

FILE: Section 8

May 20, 1968

### **MORE on the EARN-A-CANON PROMOTION!**

Now that the new Canon TL-QL has been introduced, the Canon line of precision SLR cameras is more complete than ever! And to make the Earn-A-Canon Promotion more complete than ever, we've added the TL-QL to the list of point-earning products AND to the products that can be earned!

Each sale of a Canon TL-QL will count 30 POINTS towards earning a product. Also, the Canon TL-QL with case can be earned for just 1100 points! **Have your salesmen add this information to their Earn-A-Canon Record Books.**

To further enhance this program, we have established "buy-in" levels for those salespeople who may not be able to earn the full amount of points for a product by June 29, but who still want a Canon camera for their personal use. Here's how it works

To earn a Canon FT-QL with Case (33CA + 112648), you need —

1400 Points — or  
1200 Points — plus \$15.00 or  
1000 Points — plus \$35.00 or  
700 Points — plus \$70.00

To earn an 86C Movie Camera with Case (011698), you need —

1290 Points — or  
1100 Points — plus \$20.00 or  
900 Points — plus \$40.00 or  
650 Points — plus \$65.00

To earn a Canon TL-QL with Case (32CA + 112648), you need —

1100 Points — or  
900 Points — plus \$20.00 or  
750 Points — plus \$35.00 or  
550 Points — plus \$55.00

We naturally want all of your salespeople to earn the product of their choice without additional cost. But if they don't quite make it, then the VALIDATED Record Book can be sent in WITH THE CHECK for the additional amount required. Make checks payable to BELL & HOWELL PHOTO SALES CO. The check MUST accompany the Earn-A-Canon Record Book for the claim to be honored!

Remember, **there's still over a month left on this program!** Sales of Canon products (eligible in this program) made up to and including June 29 are valid. The deadline for return of the Record Book (and check, if applicable) for the claim is July 15, 1968.

Good Selling!!