



Canon's 1977 Spring Season Profit Maker Program

- 2 -

EFFECTIVE DATES: MARCH 26, 1977 TO JULY 25, 1977

Canon®

Canon USA, Inc., 10 Nevada Drive, Lake Success, New York 11040
Canon USA, Inc., 140 Industrial Drive, Elmhurst, Illinois 60126
Canon USA, Inc., 123 Paularino Avenue East, Costa Mesa, California 92626
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Canon's 1977 Spring Season

EFFECTIVE DATES: MARCH 26, 1977 TO JULY 25, 1977

PROGRAM

1

Spring's the season when things start growing again—and what better way to start your sales growing with this new Profit Maker Incentive Program from Canon!

As usual, we've tried to present this superb program in a straightforward style that will tell you exactly what each item will cost you, so you don't have to spend valuable time figuring out what's what.

This program will bring you extra money from **March 26, 1977** through **July 25, 1977**. The SPRING SEASON PROFIT MAKER PROGRAM is divided into the following product categories:

SPECIAL CATEGORY: CANON AE-1 SYSTEM

SPECIAL CATEGORY: CANON AT-1 SYSTEM

CATEGORY 1: CANON 35mm SLR CAMERAS

CATEGORY 2: CANON INTERCHANGEABLE LENSES

CATEGORY 3: CANON RANGEFINDER CAMERAS AND 110 SIZE CAMERA

CATEGORY 4: CANON 8mm MOVIE CAMERAS

CATEGORY 5: CANON PROJECTOR

CATEGORY 6: CANON AUTOMATIC FLASH

CATEGORY 7: OTHER ACCESSORIES

CATEGORY 8: CANON FILTERS AND CLOSE-UP LENSES

Now, "Mix and Match" the products in specific categories for maximum quantities and discounts. Qualifications for each category production selection are noted on each promotion page. **Products cannot be mixed from other categories to obtain the maximum quantities and discounts.**

This promotion price list shows you at a glance the actual net price of each product that you order. Once again, it pays for you to stock and sell Canon's quality photographic products—products that are pre-sold for you through the advertising campaigns that Canon has scheduled for the 1977 selling season.

Note: All quantity discounts on assorted products are predicated on a per order basis. All orders received from an account on a single day will be deemed to be part of a single order.

PROGRAM

2

PAY EARLY—PAY LESS

Canon's **Pay Early—Pay Less** terms are designed as an added incentive for greater profits from the sale of Canon merchandise. If you pay the entire invoice by March 10, 1977

you may deduct a total cash discount of 5%. Or, you may elect split payment terms, available on orders of \$1,000 or more that provide for a single delivery, subject to Credit Department approval.

	Shipped purchases February 26— March 25, 1977	Shipped purchases March 26— April 25, 1977		Shipped purchases April 26— May 25, 1977	Shipped purchases May 26— June 25, 1977	Shipped purchases June 26— July 25, 1977
Pay Entire Amount	May 10 '77 5%	June 10 '77 5%	Pay Entire Amount	July 10 '77 5%	Aug. 10 '77 5%	Sept. 10 '77 5%
1 Split 4 Payment	May 10 '77 4%	June 10 '77 4%	1 Split 3 Payment	July 10 '77 3%	Aug. 10 '77 3%	Sept. 10 '77 3%
1 Split 4 Payment	June 10 '77 3%	July 10 '77 3%	1 Split 3 Payment	Aug. 10 '77 2%	Sept. 10 '77 2%	Oct. 10 '77 2%
1 Split 4 Payment	July 10 '77 2%	Aug. 10 '77 2%	1 Split 3 Payment	Sept. 10 '77 Net	Oct. 10 '77 Net	Nov. 10 '77 Net
1 Split 4 Payment	Aug. 10 '77 Net	Sept. 10 '77 Net				

NOTE: ALL ORDERS NOT COMPLETELY SHIPPED BY JULY 25, '77 WILL BE AUTOMATICALLY CANCELLED.

Profit Maker Program -2-

PROGRAM

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CANON AD COUPON PROGRAM

Canon U.S.A., Inc., Photographic Products Division will credit Canon retailers up to **100%** of the cost of local advertising for Canon Photographic Products in a specified media, subject to the following terms and conditions:

1. Commencing January 1, 1977, Canon will grant an allowance for local advertising **equal to 4%** of the retailer's net monthly purchases of **\$250** or more of current models (excluding closeouts and specials) of Canon Photographic Products, as specified in the current Canon U.S.A., Inc. Confidential Price List. The allowance will apply to such purchases made between **January 1, 1977 and December 31, 1977.**
2. To evidence the allowance, Canon will issue an Ad Coupon monthly to each qualified retailer, to reflect 4% of the retailer's net purchases of \$250 or more for the period. This Ad Coupon is non-transferrable. It may be redeemed only by the retailer whose name appears on it, upon submission of the Ad Coupon(s) with proof of advertising to:
CANON U.S.A., INC.
c/o Advertising Checking Bureau
P.O. Box 8125
Columbus, Ohio 43201
3. Ad Coupon(s) earned on merchandise purchased from Canon U.S.A., Inc. may be used only for advertising current products.
All Coupon(s) expire six months from original date of issue.
4. Upon receipt of an Ad Coupon(s) and proof of advertising, as described below, Canon will credit the retailer's account for advertising expenditures up to the amount shown on the Ad Coupon(s) submitted. If the value of the Ad Coupon(s) is in excess of the amount of credit due for advertising, the excess will be reissued in the form of a new Ad Change Coupon. Change Coupon(s) must be used on a one time basis to the full value, otherwise balance of Change Coupon(s) will automatically be cancelled. No Ad Coupon will be issued for an amount less than one dollar. All Ad Coupon values will be rounded off to the nearest whole dollar.
5. To qualify for credit under the Canon U.S.A., Inc. Ad Coupon Program, local advertising must be devoted to Canon cameras, projectors, and/or accessories (from the current Canon Confidential Dealer Price List) and must utilize **local media** as specified and qualified below:
 - A. Newspapers: Newspaper advertising must appear in paid circulation "approved" newspapers. An "approved" newspaper is one that provides a printed schedule of local rates and statement of circulation that can be verified through an independent review and audit and must qualify for 1st class postage. **Canon will only issue credit for local newspaper advertising done in the dealers' trading area only.** Newspaper ads shall devote no less than 4 column inches (56) lines to products sold by Canon U.S.A., Inc. Each ad must contain one or more Canon Photo Product illustrations. Each Canon Photo Product advertised in an "approved" newspaper shall be identified by its full name as shown on the product's packaging or nameplate. Each ad must include the Canon corporate logotype at least once in clear, legible type. Cuts of the logotype are available from Canon U.S.A., Inc. upon request.
 - B. Radio and/or Television: Commercials must be devoted exclusively to products sold by Canon U.S.A., Inc. to qualify. The Canon corporate logotype must appear on-screen in TV commercials for a minimum of five (5) seconds. This must be approved in advance.
 - C. In other cases (ex: billboard, catalog, display materials, production cost, direct mail, etc.) each retailer should obtain approval from Canon's regional sales manager.
 - D. **Canon will not reimburse dealers for advertising script to be used in national magazines of any kind. The dealers may advertise in these magazines if they wish, but must assume the expenses themselves.**
6. If the retailer cannot, in a practical way, utilize the above specified media, he may, upon prior notification to Canon U.S.A., Inc. use a brochure, flyer, or mailing piece of his own creation. The retailer's charges for such advertising shall not exceed the rates contained in the schedule of payments established by the Advertising Checking Bureau for use in auditing such advertising. A copy of this schedule is available from ACB upon request. The retailer's claim must include the printer's invoice and certified documentation of circulation.
7. Regardless of media used for expenditures claimed under this Ad Coupon Program, all advertising must meet the following requirements:
 - A. Advertising shall not be unfair or deceptive.
 - B. Advertising must run **after February 1, 1977.** Ad Coupons and proof of advertising must be submitted no later than the expiration date shown on each coupon.
8. Claims for advertising credit must be submitted no later than sixty (60) days following the date of the advertisement (but in no event will claims postmarked after coupon expiration date be accepted).

Newspaper claims must include a full-page tearsheet of the ad, a retailer's invoice or publisher's invoice, and an Ad Coupon covering the amount invoiced. The invoice must indicate the newspaper used, date of the advertisement, size of the advertisement, and actual cost to the retailer at his lowest net contract rate. Credit will not exceed the value of Canon U.S.A., Inc. Ad Coupon(s) submitted, nor shall credit exceed 100% of the cost of the advertising space. Claims for broadcast advertising must be accompanied by a certified copy of the script, as broadcasted, or affidavit of performance and the station invoice. No charges for broadcast time may exceed the listed Standard Rate & Date Service rate for the time period involved. Sports events and other special programs must be invoiced at these regular rates. Claims will be held at Advertising Checking Bureau if there are not sufficient funds to cover Ad claim.
9. Credit memos for approved advertising will be issued by Canon U.S.A., Inc., Lake Success, New York. This credit will automatically appear on the retailer's next monthly statement from Canon.
DEDUCTION FROM MERCHANDISING INVOICES IS SPECIFICALLY PROHIBITED.
10. Canon U.S.A., Inc. reserves the right to modify or terminate this program upon thirty (30) days written notice.

SPECIAL CATEGORY: CANON AE-1



The electronic system camera
that's changing the course of
photography.

Canon
AE-1

To obtain the maximum quantity and price in the special category AE-1 the order must consist of 6 assorted AE-1 cameras with 50mm f1.8 and AE-1 cameras with 50mm f1.4 lens smaller quantities may be assorted and will be priced according to schedule.

CODE NO.	DESCRIPTION	DEALER NET PRICE	QTY 3-5 UNIT PRICE	QTY 6 OR MORE UNIT PRICE
C12-1401-881	Canon AE-1 w/lens FD 50mm f1.8 SC	268⁴⁵	257⁷¹	249⁹⁶
C12-1401-891	Canon AE-1 w/lens FD 50mm f1.8 in case	279²⁵	268⁰⁸	259⁹⁶
C12-1401-861	Canon AE-1 w/lens FD 50mm f1.4 SSC	310⁷⁰	298²⁷	289²⁵
C12-1401-871	Canon AE-1 w/lens FD 50mm f1.4 SSC in case	321⁵⁰	308⁶⁴	299²⁵
C12-1401-211	Canon AE-1 body only	190⁴⁵	184⁷⁴	
C12-1402-881	Canon AE-1 Black w/lens 50mm f1.8 SC	284⁷⁰	276¹⁶	264⁹⁶
C12-1402-891	Canon AE-1 Black w/lens 50mm f1.8 SC w/case	295⁵⁰	286⁶⁴	274⁹⁶
C12-1402-861	Canon AE-1 Black w/lens 50mm f1.4 SSC	326⁹⁵	317¹⁴	304²⁵
C12-1402-871	Canon AE-1 Black w/lens 50mm f1.4 SSC w/case	337⁷⁵	327⁶²	314²⁵
C12-1402-211	Canon AE-1 Black Body Only	206⁷⁰	200⁵⁰	

NOTE: Assortment of f1.4 and f1.8 lenses and Chrome model and Black Model permitted for 3 or 6 or more quantity discount.

SPECIAL CATEGORY: CANON AT-1



Conventional photography redefined.

Canon AT-1

To obtain the maximum quantity and price in the special category AT-1 the order must consist of 6 assorted AT-1 cameras with 50mm f1.8 and AT-1 cameras with 50mm f1.4 lens smaller quantities may be assorted and will be priced according to schedule.

CODE NO.	DESCRIPTION	DEALER NET PRICE	QTY 3-5 UNIT PRICE	QTY 6 OR MORE UNIT PRICE
C12-1501-881	Canon AT-1 w/lens 50mm f1.8 SC	228 ⁸⁰	221 ⁹⁴	212 ⁷⁸
C12-1501-891	Canon AT-1 w/lens 50mm f1.8 SC in case	239 ⁶⁰	232 ⁴¹	222 ⁷⁸
C12-1501-861	Canon AT-1 w/lens 50mm f1.4 SSC	271 ⁰⁵	262 ⁹²	252 ¹²
C12-1501-871	Canon AT-1 w/lens 50mm f1.4 SSC in case	281 ⁸⁵	273 ⁴⁰	262 ¹²
C12-1501-211	Canon AT-1 Body only	150 ⁸⁰	146 ²⁸	

NOTE: Assortment of f1.4 and f1.8 lenses permitted for 3 or 6 or more quantity discount.

AE-1 & AT-1 ACCESSORIES

C51-9331-001	Power Winder A Set (w/battery pack soft case)	75 ⁰⁰	72 ⁰⁰	69 ⁷⁵
C50-0311-201	Speedlite 155A Set w/case	45 ⁰⁰	41 ⁴⁰	39 ⁹⁵
C51-9351-011	Canon Data Back A	60 ⁰⁰	58 ²⁰	55 ⁸⁰

NOTE: Power Winder/Speedlite and Data Back A may not be included in the assortment.

AE-1 & AT-1 CASES

C46-0991	Case S for AE-1 & AT-1 (50mm f1.4-f1.8)	10 ⁸⁰	10 ³⁷	10 ⁰⁰
C46-0992	Case L for AE-1 & AT-1 (55mm f1.2)	10 ⁸⁰	10 ³⁷	10 ⁰⁰
04-10000-S1	Compartment Case A	37 ²⁰	34 ⁶⁰	

NOTE: Special Category AE-1 & AT-1 cannot be mixed with other categories, and AE-1 & AT-1 cannot be mixed to obtain the maximum discount.

Solid Advertising Support for Your Canon AE-1 Sales

We're continuing our unprecedented advertising exposure of the AE-1 in some of the prime time and local television available. The exposure in general broadcast programs will get the widest possible consumer market and extensive coverage in the world of sports will cover the active leisure time field.

In consumer magazines and newspapers, we're increasing our saturation. Judging from the astounding reception already received by the AE-1

in all market areas, continued strong advertising support may make it one of photography's all-time best sellers.

Our hobbyist magazine advertising will be just as strong as always, keeping your best customers coming back for more all year.

You can count on Canon's advertising support throughout the year to pre-sell your stock—and help you make more money!

TV ADVERTISING	MONTH	MAR				APR				MAY				JUN			
	WEEK	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
NETWORK PRIME TIME COVERAGE (A)																	
NETWORK SPORTING EVENTS COVERAGE (B)																	
SPOT LATE NEWS (MAJOR MARKET COVERAGE)		(3 SPOTS/WEEK)															
SPOT LATE NEWS (3-MARKET COVERAGE)						(3 SPOTS/WEEK N.Y.-CHI.-L.A.)											
SPOT SPORTS EVENT COVERAGE (C)		SEE LIST OF EVENTS BELOW															

PRINT ADVERTISING	MONTH	MAR				APR				MAY				JUN			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
NEWSWEEK																	
SPORTS ILLUSTRATED																	
TIME																	
PLAYBOY																	
SCIENTIFIC AMERICAN																	
NATURAL HISTORY																	
POPULAR PHOTOGRAPHY																	
MODERN PHOTOGRAPHY																	
PETERSEN'S PHOTOGRAPHIC																	
CAMERA 35																	
PHOTO WORLD																	
LENS																	
PSA JOURNAL																	
TECHNICAL PHOTO																	
FUNCTIONAL PHOTO																	
RANGEFINDER																	
STUDIO PHOTOGRAPHY																	
40 METRO NEWSPAPERS																	
30 COLLEGE NEWSPAPERS																	
PHOTO WEEKLY																	
PTN																	
PHOTO MARKETING																	
plus additional magazines																	

(A) CBS NETWORK
4/10 SONNY & CHER
4/13 GOOD TIMES
4/21 BARNABY JONES
4/23 ALICE
5/11 WEDNESDAY NIGHT MOVIES
6/2 THE WALTONS
6/8 GOOD TIMES
6/9 BARNABY JONES
6/16 THE WALTONS

(B) ABC NETWORK
—WORLD INVITATIONAL TENNIS
5/1, 5/8, 5/15, 5/22, 5/29
6/5, 6/12, 6/19
NBC NETWORK
—ITALIAN OPEN TENNIS
5/21, 5/22
—FRENCH OPEN TENNIS
6/4, 6/5

(C) WE ARE IN
INDIANAPOLIS 500
KENTUCKY DERBY
US GOLF OPEN
MASTER'S GOLF
WCT SINGLES FINAL

MAJOR MARKETS:

N.Y.	CHI.	L.A.	PHILADELPHIA	SAN FRANCISCO
BOSTON	DETROIT	WASHINGTON	ATLANTA	
HOUSTON	MINNEAPOLIS	DENVER		

SALES PROMOTION MATERIAL

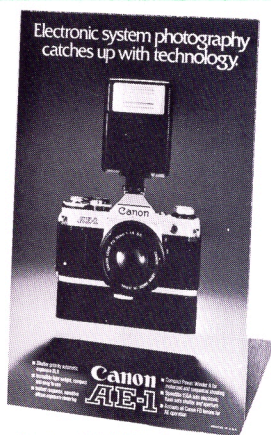
To back up the massive advertising campaigns we have planned for the AE-1 and AT-1, we've developed a complete line of materials. Coordinated with the same looks that we've given to our fan magazine and consumer magazine ads, they attract

the eye, tease and inform. A full range of these materials is now available. They include easy-to-understand brochures, attractive display stands, window decals, counter mats and promotional items that say "thank you" to your customers.

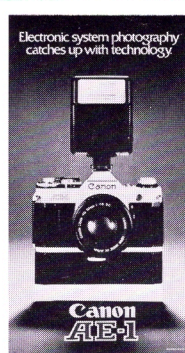
(items shown: AE-1)



Canon AE-1 Product Poster



Canon AE-1 Product Counter Stand



Canon AE-1 Product Sticker



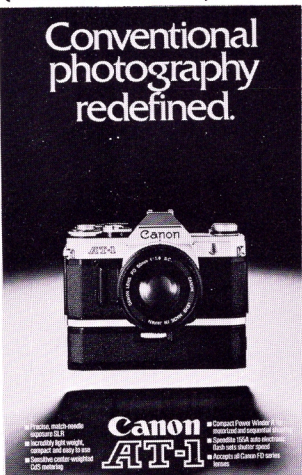
Canon AE-1 Full-Size and "Slim Jim" Brochures



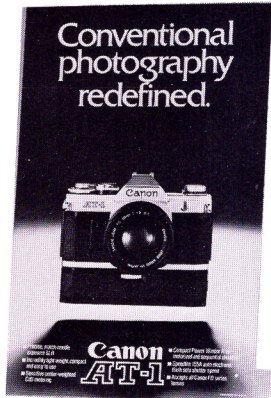
Canon AE-1 Illuminated Revolving Display Stand
POP #21:
Price \$35.00



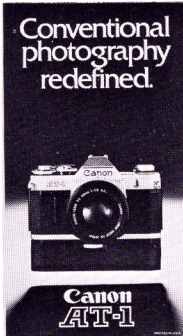
(items shown: AT-1)



Canon AT-1 Product Poster

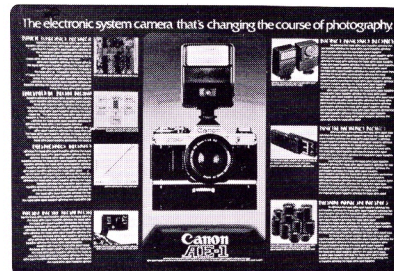


Canon AT-1 Product Counter Stand



Canon AT-1 Product Sticker

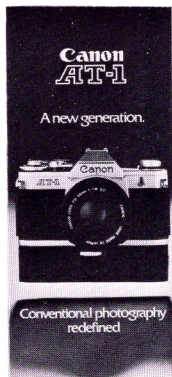
This unique stand is a sure-fire attention getter. On top, it has provisions for mounting a complete AE-1 "system," including camera, Power Winder A and Speedlite 155A. As the unit revolves, it alternately displays the AE-1 with Power Winder A, Speedlite 155A and a special "cutaway" view of the AE-1's electronics.



Canon AE-1 Counter Mat



Canon AT-1 Full-Size and "Slim Jim" Brochures



CATEGORY 1:



The Ultimate System SLR



Canon F-1

The Dealer can obtain the best price in category 1 by purchasing the quantities as indicated of any individual SLR model (green cost column)

CODE NO.	DESCRIPTION	DEALER NET PRICE	QTY 2 UNIT PRICE	QTY 3 OR MORE UNIT PRICE
C12-0731-881	F-1 (N) w/lens FD50mm f1.8 SC with hood	462 ¹⁵	420 ⁵⁶	411 ³¹
C12-0731-891	F-1 (N) w/lens FD50mm f1.8 SC with hood and case	486 ¹⁵	442 ⁴⁰	432 ⁶⁷
C12-0731-861	F-1 (N) w/lens FD50mm f1.4 SSC with hood	504 ¹⁵	458 ⁷⁸	448 ⁷⁰
C12-0731-871	F-1 (N) w/lens FD50mm f1.4 SSC with hood and case	528 ¹⁵	480 ⁶²	470 ⁰⁵
C12-0731-841	F-1 (N) w/lens FD55mm f1.2 SSC with hood	569 ¹⁵	517 ⁹³	506 ⁵⁵
C12-0731-851	F-1 (N) w/lens FD55mm f1.2 SSC with hood and case	593 ¹⁵	539 ⁷⁷	527 ⁹⁰
C12-0731-211	F-1 (N) body only	376 ³⁵	346 ²⁴	338 ⁷⁵
C46-0804-00	Leather case L-2 for F-1 (N) and F-1 (for 55mm f1.2 lens)	24 ⁰⁰		
C46-0803-00	Leather case S-2 for F-1 (N) and F-1 (for 50mm f1.4, f1.8 lens)	24 ⁰⁰		

SPECIAL F-1 (N) SYSTEM PACKAGE SPECIAL PRICE

CODE NO.	DESCRIPTION	DEALER NET PRICE	PROMOTION NET PRICE	ADDITIONAL SAVINGS SPECIAL PACKAGE PRICE
C12-0731-881	F-1 (N) w/lens FD50mm f1.8 SC with hood	462.15	411.31	392.82
1-40801-00	Speed Finder	113.75	105.78	96.69
5-40902-00	Waist Level Finder	26.65	24.78	22.65
5-40711-00	Angle Finder B	35.10	32.64	29.84
5-40701-21	Magnifier R	12.30	11.43	10.46
5-60091-21	Booster T Finder Set	170.00	158.10	144.50
5-60101-21	Servo EE Finder Set	232.00	215.76	197.20
5-19191-02	Battery Case	11.37	10.57	9.66
5-81081-00	Connecting Cord MF for Servo EE	9.10	8.46	7.74
5-19281-21	Motor Drive MF Set	378.95	352.42	322.11
5-81101-00	Cord for Grip MF	15.92	14.80	13.53
5-59042-20	Bellows FL	68.40	63.61	58.14
5-19249-00	Focusing Screen A			
5-19241-00	Focusing Screen B			
5-19242-00	Focusing Screen C			
5-19243-00	Focusing Screen D			
5-19245-00	Focusing Screen F (16.57 x 8)	132.56	123.28	112.68
5-19246-00	Focusing Screen G			
5-19247-00	Focusing Screen H			
5-19301-00	Focusing Screen I			

ORDER THIS PACKAGE NO. C12-0731-FP2

1,668.25

1,532.94

1,418.02

CANON 35mm SLR CAMERAS

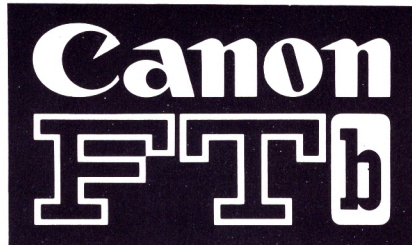
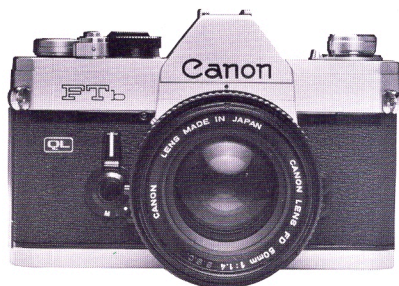
Total Control in Any Light



CODE NO.	DESCRIPTION	DEALER NET PRICE	QTY 2 UNIT PRICE	QTY 3 OR MORE UNIT PRICE
1-21311-28	Canon EF w/lens FD 50mm f1.8 SC	377⁰⁰	331⁷⁶	320⁴⁵
1-21311-29	Canon EF w/lens FD 50mm f1.8 SC w/case	396²⁰	348⁶⁶	336⁷⁷
1-213-11-26	Canon EF w/lens FD 50mm f1.4 SSC	419⁰⁰	368⁷²	356¹⁵
1-21311-27	Canon EF w/lens FD 50mm f1.4 SSC w/case	438²⁰	385⁶²	372⁴⁷
1-21311-24	Canon EF w/lens FD 55mm f1.2 SSC	484⁰⁰	425⁹²	411⁴⁰
1-21311-25	Canon EF w/lens FD 55mm f1.2 SSC w/case	503²⁰	442⁸²	427⁷²
1-21311-21	Canon EF Body only	299⁰⁰	266¹¹	257¹⁴

CANON 35mm SLR CAMERAS

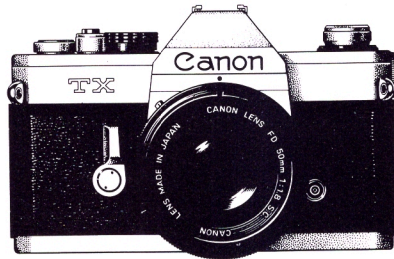
True Versatility, Solid Dependability



CODE NO.	DESCRIPTION	DEALER NET PRICE	QTY 3 UNIT PRICE	QTY 6 OR MORE UNIT PRICE
1-20398-28	Canon FTb w/lens FD 50mm f1.8 SC	263⁹⁰	229⁵⁹	219⁰⁴
1-20398-29	Canon FTb w/lens FD 50mm f1.8 SC in case	278³⁰	242¹²	230⁹⁹
1-20398-26	Canon FTb w/lens FD 50mm f1.4 SSC	305⁹⁰	266¹³	253⁹⁰
1-20398-27	Canon FTb w/lens FD 50mm f1.4 SSC in case	320³⁰	278⁶⁶	265⁸⁵
1-20398-21	Canon FTb body only	185⁹⁰	163⁵⁹	156¹⁶
1-20399-28	Canon FTb black w/lens FD 50mm f1.8 SC	270⁴⁰	235²⁵	224⁴³
1-20399-29	Canon FTb black w/lens FD 50mm f1.8 SC in case	284⁸⁰	247⁷⁸	236³⁸
1-20399-26	Canon FTb black w/lens FD 50mm f1.4 SSC	312⁴⁰	271⁷⁹	259²⁹
1-20399-27	Canon FTb black w/lens FD 50mm f1.4 SSC in case	326⁸⁰	284³²	271²⁴
1-20399-21	Canon FTb black body only	192⁴⁰	169³¹	161⁶²

CATEGORY 1: CANON 35mm SLR CAMERAS

Superb value, Canon quality.



CODE NO.	DESCRIPTION	DEALER NET PRICE	QTY 3 UNIT PRICE	QTY 6 OR MORE UNIT PRICE
1-20393-29	Canon TX w/lens FD 50mm f1.8 SC w/case	199⁵⁵	167⁶²	163⁶³

category 1: CANON SLR QUALITY INCENTIVE PURCHASE PLAN

10



INCENTIVE PLAN A The Dealer can also obtain the best price (blue column) in CATEGORY 1 by purchasing **6 or more** assorted SLRs provided there are at least 2 of a model in the Dealer's assortment.



INCENTIVE PLAN B When Dealer purchases **3-5** assorted SLR cameras in CATEGORY 1 the Dealer will qualify for prices listed in the grey column.

CATEGORY 2: A



Canon INTERCHANGEABLE LENSES

Note: To obtain the maximum quantity and price in the SLR lens Category 2-A the order must consist of 6 assorted SLR lenses. Smaller quantities may be assorted, and will be priced according to Category 2-A promotion schedule.

CODE NO.	DESCRIPTION	DEALER NET PRICE	ASSORTED 3 LENSES UNIT PRICE	ASSORTED 6 LENSES OR MORE UNIT PRICE
2-15172-21	Canon FE 7.5mm f 5.6 SSC in case	409⁵⁰	360³⁶	348⁰⁸
2-15201-21	Canon FE 15mm f 2.8 SSC in case	341²⁵	307¹³	296⁸⁹
2-15162-21	Canon FD 17mm f 4.0 SSC in case	277⁵⁵	244²⁴	235⁹²
2-15191-21	Canon FD 20mm f 2.8 SSC in case	209⁹⁵	184⁷⁶	178⁴⁶
2-15113-21	Canon FD 24mm f 2.8 SSC in case	180⁰⁰	160²⁰	154⁸⁰
2-15221-21	Canon FD 28mm f 2.8 SC in case	162⁵⁰	144⁶³	139⁷⁵
2-15211-21	Canon FD 28mm f2.0 SSC in case	247⁰⁰	222³⁰	217³⁶
2-15142-21	Canon FD 35mm f 3.5 SC in case	90³⁵	77⁷⁰	74⁰⁹
C21-5155-211	Canon FD 35mm f2.0 SSC in case	188⁵⁰	169⁶⁵	165⁸⁸
2-61131-32	Canon FD 50mm f3.5 Macro w/Extension Tube FD 25	175⁰⁰	157⁵⁰	152²⁵
2-17192-22	Canon FD 85mm f 1.8 SSC in case	169⁰⁰	152¹⁰	147⁰³
2-17142-22	Canon FD 100mm f 2.8 SSC in case	140⁴⁰	126³⁶	122¹⁵
2-61141-22	Canon FD 100mm Macro f 4.0 SC w/Extension Tube FD 50 in case	259³⁵	236⁰⁰	228²³
2-17172-22	Canon FD 135mm f 3.5 SC in case	120²⁵	103⁴²	98⁶⁰
2-17152-21	Canon FD 135mm f 2.5 SC in case	168³⁵	151⁵²	146⁴⁶
2-17163-21	Canon FD 200mm f 4.0 SSC in case	174²⁰	155⁰⁴	149⁸¹
2-17201-21	Canon FD 200mm f 2.8 SSC in case	318⁵⁰	283⁴⁷	273⁹¹

All prices subject to change without prior notice.

CANON INTERCHANGEABLE LENSES



CODE NO.	DESCRIPTION	DEALER NET PRICE	ASSORTED 3-5 LENSES UNIT PRICE	ASSORTED 6 LENSES OR MORE UNIT PRICE
C21-8015-211	Canon FD 300mm f5.6 SSC in case	254⁸⁰	236⁹⁶	229³²
2-18013-21	Canon FD 300mm f5.6 SC in case	249⁰⁰	211⁶⁵	199⁰⁰
2-18101-22	Canon FD 400mm f4.5 SSC in case	650⁰⁰	591⁵⁰	572⁰⁰
C21-9101-221	Canon zoom lens FD 28-50mm f3.5 SSC with hood and case	422⁵⁰	401³⁸	380²⁵
2-19091-22	Zoom FD 35-70mm f2.8-3.5 SSC in case	484²⁵	430⁹⁸	416⁴⁶
C21-9111-211	Canon zoom lens FD 80-200mm f4 SCC in case	390⁰⁰	370⁵⁰	351⁰⁰
2-19082-21	Zoom FD 100-200mm f5.6 SC in case	201⁵⁰	173²⁹	165²³
2-19072-21	Zoom FD 85-300mm f4.5 in case	581⁷⁵	517⁷⁶	500³¹
2-18041-20	Lens Head FL 400mm f5.6	347⁷⁵	306⁰²	295⁵⁹
2-18051-20	Lens Head FL 600mm f5.6	607⁷⁵	534⁸²	516⁵⁹
2-18061-20	Lens Head FL 800mm f8	617⁵⁰	543⁴⁰	524⁸⁸
2-18071-20	Lens Head FL 1200mm f11	780⁰⁰	686⁴⁰	663⁰⁰
2-18081-00	Focusing Unit FL 400-1200mm	375⁷⁰	330⁶²	319³⁵

SPECIAL LENS GROUP

CODE NO.	DESCRIPTION	DEALER NET PRICE	ASSORTED 2 LENSES OR MORE FROM CATEGORY 2B UNIT PRICE
2-15183-23	Canon TS 35mm f 2.8 SSC w/hood & tripod adapter in case	430³⁰	408⁷⁹
2-15231-21	Canon FD 24mm f 1.4 AL SSC in case	715⁰⁰	679²⁵
2-16132-22	Canon FD 55mm f 1.2 AL SSC w/hood in case	780⁰⁰	741⁰⁰
2-17211-21	Canon FD 85mm f1.2 AL SSC in Case	455⁰⁰	432²⁵
2-18021-21	Canon FL-F 300mm f 5.6 in case	442⁰⁰	419⁹⁰
2-18000-N1	Canon FL-F 300mm f 2.8 SSC w/extender 2X in case	1675⁰⁰	1591²⁵

continued on next page

CODE NO.	DESCRIPTION	DEALER NET PRICE	ASSORTED
			2 LENSES OR MORE FROM CATEGORY 2B UNIT PRICE
2-18031-21	Canon FL-F 500mm f 5.6 w/filters in case	700 ⁰⁰	665 ⁰⁰
2-18091-23	Canon FD-F 300mm f 2.8 SSC w/extender FD 2X in case	1820 ⁰⁰	1729 ⁰⁰
C21-8121-211	Canon FD 600mm f4.5 SSC in case	1040 ⁰⁰	988 ⁰⁰
C21-8131-211	Canon FD 800mm f5.6 SSC in case	1105 ⁰⁰	1050 ⁰⁰

Products in Category 2B cannot be mixed with products in Category 2A to obtain quantity discounts.

CATEGORY 2: C

CODE NO.	DESCRIPTION	DEALER NET PRICE	ASSORTED	ASSORTED
			3-5 LENSES FROM CATEGORY 2:C	6 OR MORE FROM CATEGORY 2:C
2-16102-20	Canon FD 50mm f1.8 SC	78 ⁰⁰	76 ⁴⁴	67 ⁸⁶
2-16064-20	Canon FD 50mm f1.4 SSC	120 ⁰⁰	117 ⁶⁰	104 ⁴⁰
2-16112-20	Canon FD 55mm f1.2 SSC	185 ⁰⁰	181 ³⁰	160 ⁹⁵

CATEGORY 2: D



CODE NO.	DESCRIPTION	DEALER NET PRICE	PROGRAM	SPECIAL
			6 OR MORE QTY. PRICE	PACKAGE PRICE
2-15221-21	Canon FD 28mm f 2.8 SC in case	162 ⁵⁰	139 ⁷⁵	128 ³⁸
2-15142-21	Canon FD 35mm f 3.5 SC in case	90 ³⁵	74 ⁰⁹	71 ³⁸
2-17172-22	Canon FD 135mm f 3.5 SC in case	120 ²⁵	98 ⁶⁰	94 ⁹⁹
ORDER THIS PACKAGE NO. 2-00003-LP		373 ¹⁰	312 ⁴⁴	294 ⁷⁵

This package cannot be included in assortment of lens quantities.

CATEGORY 3: CANON RANGEFINDER AND 110 SIZE CAMERAS



**Canon
Canonet
28**



**Canon
Canonet
G-III 17**



**Canon
110ED
20**

Note:

To obtain the maximum quantity and price in the Rangefinder and 110 Size Camera Category 3, the order must consist of 12 assorted Cameras. Smaller quantities may be assorted, and will be priced according to Category 3 promotion schedule.

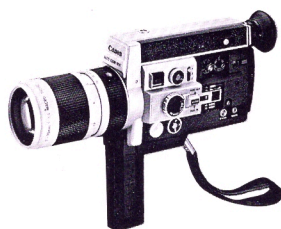
CODE NO.	DESCRIPTION	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6-11 UNIT PRICE	ASSORTED QTY 12 OR MORE UNIT PRICE
1-30821-21	Canonet 28 w/lens 40mm f2.8 in case	76²⁰	67⁸²	66²⁹	64⁷⁷
1-30821-23	Canonet 28 Kit (w/Canolite D)	99⁶⁰	86⁶⁵	84⁶⁶	82⁶⁷
1-30831-31	Canonet GIII 17 w/lens 40mm f1.7 in case	112²⁰	100⁹⁸	98⁷³	96⁴⁹
1-30831-33	Canonet Gill 17 Kit (w/Canolite D)	135⁶⁰	119³³	116⁶²	113⁹⁰
C16-2002-300	Canon 110ED 20 Kit w/Canolite ED & Extender	114⁰⁰	109⁴⁴	107¹⁶	105⁰⁰



CATEGORY 4: CANON 8mm MOVIE CAMERAS



Canon
514XL-S
CANOSOUND



Canon
AUTO ZOOM 1014
ELECTRONIC



Canon
814XL
ELECTRONIC



Canon
AUTO ZOOM 512XL
ELECTRONIC



Canon
514XL



Canon
310XL

Note: To obtain the maximum quantity prices in the Movie Camera Category 4, the order must consist of 5 assorted Movie Cameras.
Smaller quantities may be assorted, and will be priced according to Category 4 promotion schedule.

CODE NO.	DESCRIPTION	DEALER NET PRICE	ASSORTED QTY 3-4 UNIT PRICE	ASSORTED QTY 5 OR MORE UNIT PRICE
3-31201-24	Canon AZ1014 Electronic w/lens 7-70mm f1.4 & hood & Remote Switch 60 in case	525⁰⁰	462⁰⁰	446²⁵
C33-0821-221	Canon 814XL Electronic w/lens 7.5-60mm f1.4 w/Remote Switch 60 & soft case	<i>SELL 349⁰⁰</i> 324⁰⁰	311⁰⁴	298⁰⁰
3-31501-22	Canon AZ512XL Electronic w/lens 9.5-47.5mm f1.2 & Remote Switch 60 in case	270⁰⁰	243⁰⁰	237⁶⁰
3-31701-21	Canon 514XL w/lens 9.5-47.5mm f1.4 in case	198⁰⁰	188⁰⁰	182¹⁶
3-31601-21	Canon 310XL w/lens 8.5-25.5mm	144⁰⁰	133⁹²	129⁶⁰
C33-1801-221	Canon 514XL-S w/lens 9-45mm f1.4 with hood, Dynamic Microphone DM30R, Earphone E, Remote Switch 60 in case	288⁰⁰	279³⁶	269⁹⁵

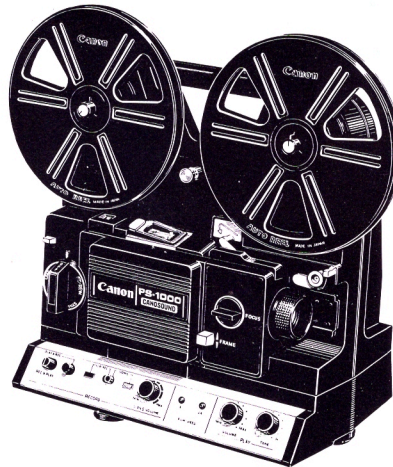
All prices subject to change without prior notice.

CATEGORY 5: CANON PROJECTOR

The projector that thinks it's a studio.



Canon
PS-1000
CANOSOUND



CODE NO.	DESCRIPTION	DEALER NET PRICE	QTY 2 UNIT PRICE	QTY 3 OR MORE UNIT PRICE
C41-5507-211	Canon PS-1000 Sound Projector w/lens PS17-28mm f1.3 Set	239⁴⁰	229⁸²	219⁰⁰

ACCESSORIES

C53-9311-001	Canon Daylight Viewer DV-1	21⁰⁰
C53-9252-000	Canon Dynamic Micro- phone DM20	4⁸⁰
CG4-0006	Auto Reel P	3⁰⁰
X61-9061	AC Cord 2C	3⁶⁰

**Use type ELB (30V 80W) Lamp

Note: Please see category 7 for pricing of these accessories.

CATEGORY 6: A CANON AUTOMATIC FLASH UNITS

For use of all 35mm cameras.

Canon
Automatic
FLASH
A-33



Canon
Automatic
FLASH
AB-46



Canon
Automatic
FLASH
AB-56



CODE NO.	DESCRIPTION	DEALER NET PRICE	ASST. QTY 3-5 UNIT PRICE UNIT PRICE	ASSORTED 6 OR MORE UNIT PRICE
C50-0331-211	Canon A-33 Automatic Flash Set	28⁸⁰	27⁶⁵	26⁵⁰
C50-0341-211	Canon AB-46 Automatic Flash Set	51⁰⁰	48⁹⁶	46⁹²
C50-0351-211	Canon AB-56 Automatic Flash Set	70⁸⁰	67⁹⁷	65¹⁴
ACCESSORIES				
C50-1431-001	Battery Magazine D	2¹⁰		
C50-1461-001	Hot Shoe Sensor Adapter for AB56 Automatic Flash Unit	9⁰⁰		

NOTE: Please see Category 7 for pricing of these accessories.

CATEGORY 6: B CANON SPEEDLITES

CODE NO.	DESCRIPTION	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
5-00271-31	Speedlite 133-D A2 Set	53³⁰	45⁸⁴	43⁷¹
5-00271-32	Speedlite 133-D B2 Set	53³⁰	45⁸⁴	43⁷¹
CODE NO.	DESCRIPTION	DEALER NET PRICE	QTY 3 UNIT PRICE	QTY 6 OR MORE UNIT PRICE
5-00242-20	Canolite D	23⁴⁰	20⁵⁹	20¹²

NOTE: Category 6:A and 6-B cannot be mixed to obtain the maximum discount.

CATEGORY 7: OTHER ACCESSORIES

With the purchase of \$300.00 or more of accessories at regular dealer net prices, an additional **7%** "Bonus" Discount will be given for all qualifying accessory orders.

- SLR ACCESSORIES
- MACROPHOTO & CLOSE-UP
- LENS HOODS
- LENS CAPS
- DUST CAPS
- BODY COVERS
- STRAPS

Note: All Canon accessories belong in this category; we have made a partial listing only due to space considerations. Consult your Confidential Dealer Price List for detailed information on available accessories.

SLR ACCESSORIES

CODE NO.	DESCRIPTION	DEALER NET
■ 5-19191-01	Battery Case (with 2 pcs. of Battery Magazine 15V) for MD	\$ 11.37
■ 5-19251-01	Battery Case D (cordless direct contact) w/15V magazine for MD	\$ 24.00
■ X62-7906	Battery Magazine 15V	\$ 3.44
■ 5-19211-00	Battery connector MD	\$ 11.37
■ 5-19261-00	Battery checker MD	\$ 11.37
■ 5-19171-00	Remote switch MD	\$ 11.37
■ 5-81041-00	Extension cord MD10	\$ 5.52
■ 5-85391-00	Grip MF	\$ 82.55
■ 5-81071-00	Extension Cord E 1000	\$ 9.10
■ 5-19172-00	Remote switch 60MF	\$ 9.10
■ 5-64041-00	Interval Timer L	\$ 55.25
○ C58-5411-011	Battery Pack A (for Power Winder A)	\$ 6.60
■ 5-19151-21	Film Chamber 250 Set (consists of Film Chamber 250 and 2 film magazine 250)	\$ 203.45
■ 5-19201-00	Film Magazine 250	\$ 15.27
■ 5-19181-00	Film Loader 250	\$ 62.40
■ 38-0250	Battery Magazine 12V	\$ 5.20
■ 48-0097	Power Cord 12V2E for Servo EE Finder	\$ 9.10
■ 48-0098	Power Cord 6-volt 2B	\$ 9.10
■ 5-40712-00	Angle Finder A-2	\$ 27.62
*+ 5-40701-22	Magnifier S	\$ 12.30
*+ 5-41041-00	Magnifier Adaptor S	\$ 3.84
■ 5-41051-00	Magnifier Adaptor R	\$ 3.84
■ 5-19249-00	Focusing Screen A (Microprism)	\$ 16.57
■ 5-05061-00	Dioptric Adjustment Lens R (+ 3)	\$ 2.27
■ 5-05062-00	Dioptric Adjustment Lens R (+ 2)	\$ 2.27
■ 5-05068-00	Dioptric Adjustment Lens R (+ 1.5)	\$ 2.27
■ 5-05063-00	Dioptric Adjustment Lens R (+ 1)	\$ 2.27
■ 5-05069-00	Dioptric Adjustment Lens R (+ 0.5)	\$ 2.27
■ 5-05064-00	Dioptric Adjustment Lens R (0)	\$ 2.27
■ 5-05071-00	Dioptric Adjustment Lens R (-0.5)	\$ 2.27

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Note: All Canon accessories belong in this category; we have made a partial listing only due to space considerations. Consult your Confidential Dealer Price List for detailed information on available accessories.

■ 5-05065-00	Dioptric Adjustment Lens R (−2)	\$ 2.27
■ 5-05066-00	Dioptric Adjustment Lens R (−3)	\$ 2.27
■ 5-05067-00	Dioptric Adjustment Lens R (−4)	\$ 2.27
○**5-05072-00	Dioptric Adjustment Lens S (+ 3)	\$ 2.10
○**5-05073-00	Dioptric Adjustment Lens S (+ 2)	\$ 2.10
○**5-05051-00	Dioptric Adjustment Lens S (+ 1.5)	\$ 2.10
○**5-05075-00	Dioptric Adjustment Lens S (+ 1)	\$ 2.10
○**5-05076-00	Dioptric Adjustment Lens S (+ 0.5)	\$ 2.10
○**5-05041-00	Dioptric Adjustment Lens S (0)	\$ 2.10
○**5-05078-00	Dioptric Adjustment Lens S (−0.5)	\$ 2.10
○**5-05079-00	Dioptric Adjustment Lens S (−2)	\$ 2.10
○**5-05031-00	Dioptric Adjustment Lens S (−2.5)	\$ 2.10
○**5-05081-00	Dioptric Adjustment Lens S (−3)	\$ 2.10
○**5-05082-00	Dioptric Adjustment Lens S (−4)	\$ 2.10
† 5-60081-00	Booster in Case for Canon FTb	\$ 42.00
■ 5-59211-00	Eye Cup 3R (included with F-1 Camera)	\$ 1.30
*† 5-59212-00	Eye Cup 4S	\$ 1.30
○ C50-1411-001	Synchro Cord A (for Speedlite 155A)	\$ 3.00
■ 5-02131-01	Flash Coupler L	\$ 22.75
■ 5-02111-00	Flash Coupler D	\$ 4.87
■ 5-39177-22	Time Lapse Programmer A	\$ 799.50
■ 5-39172-21	Time Lapse Programmer B	\$ 799.50
■ S1-0216	Data Back For F-1	\$ 799.50
4-80024-00	Gadget Bag 4	\$ 18.00
4-80025-00	Gadget Bag G-1	\$ 54.00
5-03111-00	Camera Holder F	\$ 9.90
○ CA4-0301	Tripod Adapter A	\$ 1.00
5-63061-00	Canon Release 30	\$ 3.18
5-63062-00	Canon Release 50	\$ 4.50
‡ 5-64017-00	Self Timer 8	\$ 5.82

MACROPHOTO & CLOSE-UP

CODE NO.	DESCRIPTION	DEALER NET
4-20601-20	Canon copy stand 4	\$ 63.00
4-25901-03	Canon Handy stand F55 set	\$ 24.30
4-26201-20	Canon Photo Micro Unit F	\$ 18.00
4-25117-00	Canon Macro hood	\$ 1.30
4-25501-00	Canon Microphoto hood	\$ 5.40
★ 4-25301-01	Canon Extension Tube ABC Set	\$ 4.50
4-25301-00	Canon Extension Tube A	\$ 1.30
4-25302-00	Canon Extension Tube B	\$ 1.30
4-25303-00	Canon Extension Tube C	\$ 1.92

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All prices subject to change without prior notice.

Note: All Canon accessories belong in this category; we have made a partial listing only due to space considerations. Consult your Confidential Dealer Price List for detailed information on available accessories.

CODE NO.	DESCRIPTION	DEALER NET
4-25304-00	Canon Extension Tube 25	\$ 1.92
4-25305-00	Canon Extension Tube 50	\$ 2.88
4-25311-00	Canon Extension Tube 75	\$ 3.84
4-25312-00	Canon Extension Tube 100	\$ 4.80
4-25313-00	Canon Extension Tube 150	\$ 6.35
4-25314-00	Canon Extension Tube 200	\$ 8.40
4-25315-00	Canon Extension Tube FL15	\$ 13.68
4-25321-00	Canon Extension Tube FL25	\$ 13.68
4-25316-01	Canon Extension Tube M Set	\$ 27.60
4-25316-60	Canon Extension Tube M5	\$ 7.00
4-25317-00	Canon Extension Tube M10	\$ 7.00
4-25322-00	Canon Extension Tube M20	\$ 7.00
4-25403-00	Canon 55 Macrophoto Coupler	\$ 3.18
4-25404-00	Canon 58 Macrophoto Coupler	\$ 3.84
4-25405-00	Canon 48 Macrophoto Coupler	\$ 3.18
4-25701-00	Canon FL48 Macrophoto Coupler	\$ 24.30
4-25711-00	Canon FL58 Macrophoto Coupler	\$ 24.30
4-25721-00	Canon FL55 Macrophoto Coupler	\$ 24.30
5-42011-00	Canon Lens Mount Converter A	\$ 8.40
5-42021-00	Canon Lens Mount Converter B	\$ 4.50
5-42031-00	Canon Lens Mount Converter E	\$ 5.70
5-42071-00	Canon Lens Mount Converter P	\$ 4.50
5-59043-00	Canon Bellows M	\$ 23.40
5-59181-00	Canon Slide Duplicator 48	\$ 24.30
5-59181-01	Canon Slide Duplicator 55	\$ 24.30
43-6370	Attachment Ring 48 for Slide Duplicator	\$ 1.92
43-6371	Attachment Ring 55 for Slide Duplicator	\$ 1.92
43-6372	Attachment Ring 58 for Slide Duplicator	\$ 1.92
4-45713-01	Lens Hood BW-55A in Case	\$ 6.72
4-45714-01	Lens Hood BW-55B in Case	\$ 7.80
4-45712-00	Lens Hood BS-55	\$ 7.80
4-46015-00	Lens Hood BS-58	\$ 7.80
4-45715-00	Lens Hood BT-55	\$ 7.80
4-45014-00	Lens Hood W-50	\$ 3.84
4-46012-01	Lens Hood W-60 in Case	\$ 6.35
4-45007-01	Lens Hood S-50 in Case	\$ 4.80
4-46006-01	Lens Hood S-60 in Case	\$ 7.80
* 4-45009-01	Lens Hood T-50 *	\$ 3.84
4-46009-01	Lens Hood T-60	\$ 5.70
4-46901-00	Rubber Hood W-69 for Zoom Lens FD 35-70mm	\$ 6.35

★ LIMITED INVENTORY; FIRST COME, FIRST SERVE.

CATEGORY 8: CANON FILTERS AND CLOSE-UP LENSES

SIZE		43mm	48mm	55mm	58mm	62mm	72mm	SERIES 9	95mm
DEALER NET		5.10	5.70	6.35	9.00	8.40	13.50	23.40	27.30
Filter									
UV		4-34361-00	4-34861-00	4-35561-00	4-35861-00	4-36261-00	4-37261-00	4-39021-01	—
Y1			4-34862-00	4-35562-00	4-35862-00	—	—	—	—
Y3			4-34864-00	4-35564-00	4-35864-00	4-36264-00	4-37264-00	4-39023-01	4-39564-00
O1			4-34865-00	4-35565-00	4-35865-00	—	—	—	4-39565-00
R1			4-34866-00	4-35566-00	4-35866-00	4-36266-00	4-37266-00	4-39025-01	4-39566-00
G1			4-34868-00	4-35568-00	4-35868-00	—	—	—	—
Skylight		4-34371-00	4-34871-00	4-35571-00	4-35871-00	4-36271-00	4-37271-00	4-39029-01	4-39571-00
CCA4		4-34372-00	4-34872-00	4-35572-00	4-35872-00	—	4-37272-00	4-39042-01	—
CCA8		4-34373-00	4-34873-00	4-35573-00	4-35873-00	—	4-37273-00	4-39043-01	—
CCA12		4-34374-00	4-34874-00	4-35574-00	4-35874-00	4-36274-00	4-37274-00	4-39027-01	4-39574-00
CCB4		4-34375-00	4-34875-00	4-35575-00	4-35875-00	—	4-37275-00	4-39044-01	4-39575-00
CCB8		4-34376-00	4-34876-00	4-35576-00	4-35876-00	—	4-37276-00	4-39045-01	—
CCB12		4-34377-00	4-34877-00	4-35577-00	4-35877-00	4-36277-00	4-37277-00	4-39028-01	—
ND4		4-34382-00	4-34882-00	4-35582-00	4-35882-00	4-36282-00	4-37282-00	4-39030-01	—
ND8		4-34383-00	4-34883-00	4-35583-00	4-35883-00	4-36283-00	4-37283-00	4-39031-01	—
Softmat Filter	DEALER NET:		15.30	17.40	18.60				
No. 1			4-34885-00	4-35585-00	4-35885-00				
No. 2			4-34886-00	4-35586-00	4-35886-00				
Close-up Lens	DEALER NET:		9.60	22.80	10.80				
1800			—	—	5-43341-01				
450			5-43251-01	5-43571-00	5-43231-01				
240			5-43331-01	5-43561-00	5-43241-01				
	DEALER NET:		22.20		26.10				
C-8 ... 450			5-43252-00	—	5-43233-00				
C-8 ... 240			5-43332-00	—	5-43242-00				

*LIMITED INVENTORY FIRST COME FIRST SERVE.

BIG SAVING PLANS

Two ways to earn **20% off** your net price!



Plan A: Buy an assortment of any 20 filters from the above list.

20%

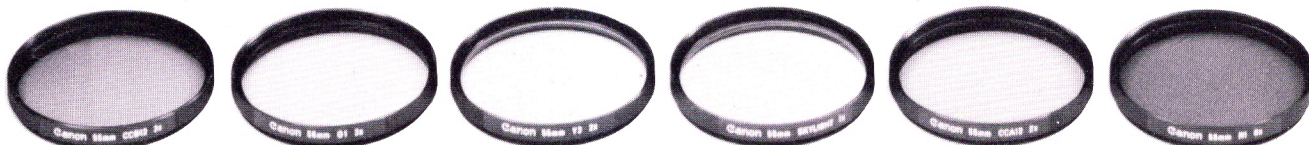


Plan B: Buy a master carton (10 pcs.) of any one filter.

20%

Example: Ten 55mm UV filters (Code No. 4-35561-00)
Reg. 63.50 Special Offer 50.80

NOTE: INDIVIDUAL FILTER ORDER WILL BE CLASSIFIED AS A PART OF CATEGORY 6.



All prices subject to change without prior notice.

Here's a special promotion for the Canonet G-III 17.

EFFECTIVE DATES: DECEMBER 26, 1976 TO JULY 25, 1977

Canon will double your current ad scrip if your ad runs from December 26, 1976 to July 25, 1977. The ad must feature, with illustrations, the Canonet G-III 17. This will give your spring sales a big boost! Stock up and sell this rangefinder now!



Regulations

Canonet G-III 17 Special Co-op Ad Program

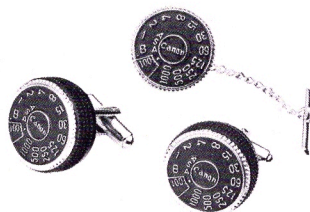
1. The program is effective from December 26, 1976 to July 25, 1977.
2. The Canonet G-III 17 program policy is that double advertising co-op money will be allowed only upon submission of newspaper advertising tear sheets only illustrating the Canonet G-III 17 exclusively. No other Canon photo products may be advertised with it or any other competitive products.
3. All illustrated Canonet G-III 17 ads that qualify for double co-op advertising allowance must be mailed directly to ACB for auditing before August 30, 1977. Any claims sent after this date will be disallowed and returned to the dealer. Dealer's currently dated scrip must be mailed together with the ad tear sheets and newspaper invoice directly to ACB for redemption.
4. In order to clarify four different situations that may arise regarding the use of ad scrip for this promotion, we have prepared the following chart that will help explain any misunderstandings. As an example, see "C" on the chart. The dealer's current ad scrip in his possession is \$100. The actual cost of his G-III 17 newspaper advertising is \$200. Canon's double ad scrip allowance to the dealer is \$200. Canon's deduction from the dealer's ad scrip submitted is \$100 thus leaving zero balance on the dealer's advertising transaction. Next, take example "D." Dealer's current ad scrip in his possession is \$100, actual cost of G-III 17 advertising is \$100. Canon's double ad scrip allowance is \$100. Canon's deduction from dealer's ad scrip allowance is \$50 and in this case the dealer is due a reimbursement of \$50, to be reflected in Canon's co-op ad scrip to be issued the following month after being audited by ACB.

	Dealer's Current Ad Scrip	Actual Cost of Ad	Canon's Double Payment	Deduction From Dealer's Scrip	Balance
A	\$100	\$300	\$200	\$100	\$ 0
B	\$100	\$150	\$150	\$ 75	\$25
C	\$100	\$200	\$200	\$100	\$ 0
D	\$100	\$100	\$100	\$ 50	\$50

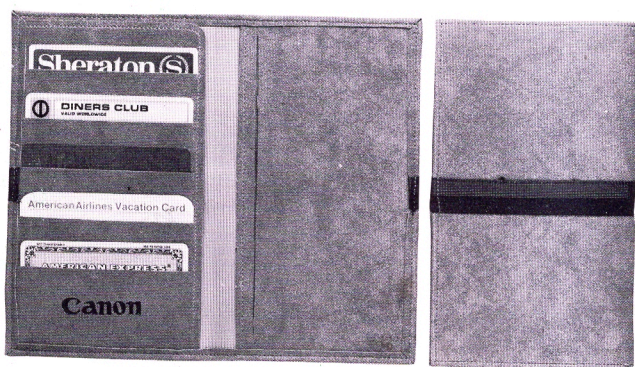
Canon's fine promotion pieces

These fine promotional pieces from Canon not only say "thanks" to your old customers, but help to draw new customers into the Ranks of Canon users as well. They're available either by using your Co-Op Advertising Coupons, or by direct purchase with prepaid payment.

- Canon Zippo Cigarette Lighter
- Canon Zippo Key Holder
- Canon Cufflinks & Tie Tack
- Canon Parker Ball Point Pen
- Canon Pocket Secretary
- Canon Belt Buckle
- Canon T Shirt



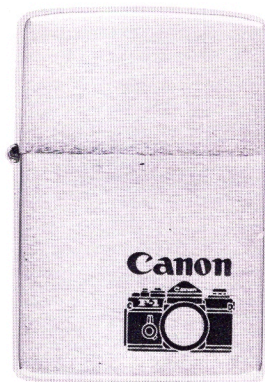
Code No. SPP 01
Canon Cuff Links & Tie Tack
Size: 3/4" (Dia.)
Qty. per package: 10
Price: \$70.00 per package



Code No. SPP 02
Canon Pocket Secretary
Size: 7" (H) x 4" (W)
Qty. per package: 10
Price: \$60.00 per package



Code No. SPP 03
Canon Parker Ball Point Pen
Size: 5 1/4" (L)
Qty. per package: 10
Price: \$50.00 per package

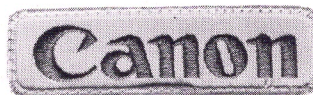


Code No. SPP 04
Canon Zippo Cigarette Lighter
Size: 2 1/4" (H) x 1 1/2" (W) x H" (D)
Qty. per package: 12
Price: \$54.00 per package

Code No. SPP 06
Canon Customized Zippo Cigarette Lighter with Dealer Imprint
Price: \$275.00 per shipping carton containing 50 lighters (minimum quantity)



Code No. SPP 08
Canon Belt Buckle
Size: 3 1/4" x 2 1/2"
Price: \$3.50
MINIMUM 10, 35.00



Code No. SPP 10
Canon Crest
Size: 1 1/2" (H) x 4" (W)
Qty. per package: 50
Price: \$50.00 per package



Code No. SPP 11
Canon Eagle Crest
Size: 3 1/4" (H) x 3" (W)
Qty. per package: 25
Price: \$50.00 per package



Code No. SPP 05
Canon Zippo Key Holder
Size: 1 1/4" (Dia.)
Qty. per package: 12
Price: \$36.00 per package

Code No. SPP 07
Canon Customized Zippo Key Holder with Dealer Imprint
Price: \$200.00 per shipping carton containing 50 key holders (minimum quantity)



Code No. SPP 09
Canon T-Shirt
Size: XL, L, M, S
Price: \$4.00
MINIMUM 12, 48.00