

CANON'S
1977
CHRISTMAS
SEASON
PROFIT MAKER
PROGRAM

EFFECTIVE
JULY 26, 1977
TO
DECEMBER 25,
1977

Canon[®]

Canon USA, Inc., 10 Nevada Drive, Lake Success, New York 11040
Canon USA, Inc., 140 Industrial Drive, Elmhurst, Illinois 60126
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CANON'S 1977 CHRISTMAS SEASON

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

PROGRAM

1

Christmas is the season when sales 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 **July 26, 1977** through **December 25, 1977**. THE CHRISTMAS SEASON PROFIT MAKER PROGRAM is divided into the following product categories:

SPECIAL CATEGORY: CANON AE-1 & 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 of your shipped purchases July 26—Aug. 25 by Sept. 10, 1977,

you may deduct a total cash discount of 6%. 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 July 26— Aug. 25, 1977	Shipped Purchases Aug. 26— Sept. 25, 1977	Shipped Purchases Sept. 26— Oct. 25, 1977	Shipped Purchases Oct. 26— Nov. 25, 1977	Shipped Purchases Nov. 26— Dec. 25, 1977
Pay Entire Amount Plan A	Sept. 10 '77 6%	Oct. 10 '77 6%	Nov. 10 '77 6%	Dec. 10 '77 6%	Jan. 10 '78 6%
Pay Entire Amount Plan B	Oct. 10 '77 5%	Nov. 10 '77 5%	Dec. 10 '77 5%	Jan. 10 '78 5%	Feb. 10 '78 5%
1 Split 4 Payment	Oct. 10 '77 4%	Nov. 10 '77 4%	Dec. 10 '77 4%	1 Split 3 Payment	Jan. 10 '78 3%
1 Split 4 Payment	Nov. 10 '77 3%	Dec. 10 '77 3%	Jan. 10 '78 3%	1 Split 3 Payment	Feb. 10 '78 2%
1 Split 4 Payment	Dec. 10 '77 2%	Jan. 10 '78 2%	Feb. 10 '78 2%	1 Split 3 Payment	Mar. 10 '78 Net
1 Split 4 Payment	Jan. 10 '78 Net	Feb. 10 '78 Net	Mar. 10 '78 Net		Apr. 10 '78 Net

NOTE: ALL ORDERS NOT COMPLETELY SHIPPED BY DEC. 25, 1977 WILL BE AUTOMATICALLY CANCELLED.

PROFIT MAKER PROGRAM

PROGRAM

3

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:

- 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.**
- 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
PO. Box 8125
Columbus, Ohio 43201
- 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.
- 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.
- 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:
 - 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.
 - 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.
 - 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.**
- 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.
- Regardless of media used for expenditures claimed under this Ad Coupon Program, all advertising must meet the following requirements:
 - Advertising shall not be unfair or deceptive.
 - 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.**
- 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.
- 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.
- Canon U.S.A., Inc. reserves the right to modify or terminate this program upon thirty (30) days written notice.

SPECIAL CATEGORY:

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



Canon AE-1

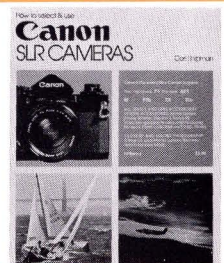


ACTION CASE for AE-1/AT-1

CODE NO.	DESCRIPTION	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED 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: Assorted AE-1 (chrome or black) and AT-1 cameras with f1.4 and f1.8 lenses can be mixed for 6 quantity price.

CODE NO.	DESCRIPTION	DEALER NET PRICE	5 OR MORE UNIT PRICE
9-00600-N1	HOW TO SELECT AND USE CANON SLR CAMERAS by Carl Shipman	4⁷⁰	4¹⁵



CANON AE-1 & AT-1

Conventional photography redefined.



Canon AT-1

To obtain the maximum quantity and price in the special category AE-1 and AT-1 the order must consist of 6 assorted AE-1, AT-1 cameras with 50mm f1.8 and AE-1, 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	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C12-1501-881	Canon AT-1 w/lens 50mm f1.8 SC	228⁸⁰	221⁹⁴	212⁷⁸
C12-1501-891	Canon AT-1 w/lens 50mm f1.8 SC in case	239⁶⁰	232⁴¹	222⁷⁸
C12-1501-861	Canon AT-1 w/lens 50mm f1.4 SSC	271⁰⁵	262⁹²	252¹²
C12-1501-871	Canon AT-1 w/lens 50mm f1.4 SSC in case	281⁸⁵	273⁴⁰	262¹²
C12-1501-211	Canon AT-1 Body only	150⁸⁰	146²⁸	

AE-1 & AT-1 ACCESSORIES

CODE NO.	DESCRIPTION	DEALER NET PRICE	QTY 3-5 UNIT PRICE	QTY 6 OR MORE UNIT PRICE
C51-9331-001	Power Winder A Set (w/battery pack soft case)	75⁰⁰	72⁰⁰	69⁷⁵
C50-0311-201	Speedlite 155A Set w/case	45⁰⁰	41⁴⁰	39⁹⁵
C51-9351-011	Canon Data Back A	60⁰⁰	58²⁰	55⁸⁰

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

AE-1 & AT-1 CASES

CODE NO.	DESCRIPTION	DEALER NET PRICE	QTY 3-5 UNIT PRICE	QTY 6 OR MORE UNIT PRICE
C46-0991	Case S for AE-1 & AT-1 (50mm f1.4-f1.8)	10⁸⁰	10³⁷	10⁰⁰
C46-0992	Case L for AE-1 & AT-1 (55mm f1.2)	10⁸⁰	10³⁷	10⁰⁰
04-10000-S1	Compartment Case A	37²⁰	34⁶⁰	
C46-0994	ACTION CASE A for AE-1 & AT-1 with Power Winder A	25⁸⁰	23²²	

NOTE: Special Category AE-1 & AT-1 cannot be mixed with other categories.



AE-1 and AT-1 ADVERTISING

Our New Generation cameras bring you a new generation of customer!

Through unprecedented advertising exposure of the AE-1 and AT-1, in print and on television, we've opened up markets for fine SLR photography that have never before been tapped.

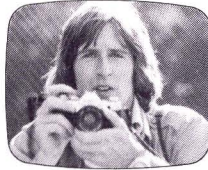
Advertising for the AE-1 and AT-1 in the months

to come will keep these cameras in the public eye—and generate a wave of interest in photography itself that will build a whole new clientele for your store. And that's not only good for business. It's good for **photography!**

T V	PROGRAMMING	MONTH	SEP				OCT				NOV				DEC			
	WEEK	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
	NFL MONDAY NIGHT FOOTBALL (ABC NETWORK)																	
	BASEBALL WORLD SERIES (ABC NETWORK)																	
	NCAA FOOTBALL (ABC NETWORK)																	
	WIDE WORLD OF SPORTS (ABC NETWORK)																	
C M A G A Z I N E S	NEWSWEEK																	
	SPORTS ILLUSTRATED																	
	TIME (Z)																	
	GOLF DIGEST																	
	PLAYBOY																	
	NATURAL HISTORY																	
	ROAD & TRACK																	
H O B B Y I S T	POP PHOTO																	
	MODERN PHOTO																	
	PETERSENS																	
	CAMERA 35																	
	LENS																	
	PENTHOUSE PHOTO WORLD																	
O T H E R	TECNICAL PHOTO																	
	FUNCTIONAL PHOTO																	
	RANGE FINDER																	
	STUDIO PHOTO																	
	PHOTO WEEKLY																	
	PTN																	
	PHOTO MARKETING																	
	SUPER 8 FILM MAKER																	
PLUS ADDITIONAL MAGAZINES																		

SUPPORT CONTINUES!

NEW TV COMMERCIAL MATERIAL



25" version available for your use. Ask your salesman.

CONTINUING PRINT ADVERTISING

CONSUMER
MAGAZINES

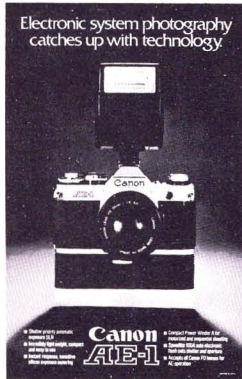


HOBBYIST
MAGAZINES



SALES PROMOTION MATERIALS

(items shown: AE-1)



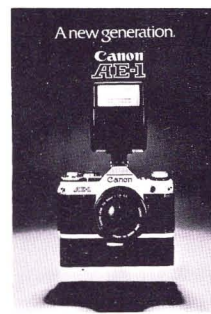
Canon AE-1 Product Poster



Canon AE-1 Product Counter Stand



Canon AE-1 Product Sticker



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



Canon AE-1 Display Stand POP #20: Price \$5.00



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

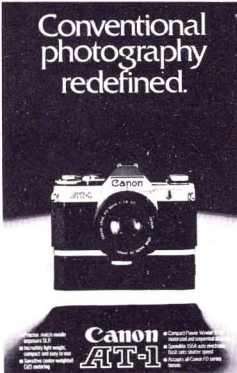


Canon AE-1 Logo Stickers



Canon AE-1 Counter Mat

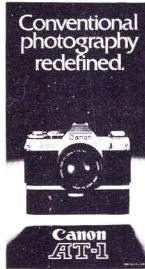
(items shown: AT-1)



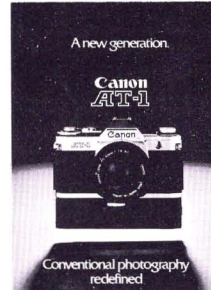
Canon AT-1 Product Poster



Canon AT-1 Product Counter Stand



Canon AT-1 Product Sticker



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



Canon AT-1 Display Stand POP #22: Price \$5.00

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 AT-1 Logo Stickers

CATEGORY 1: A

The Ultimate System SLR



The Dealer can obtain the best price in category 1:A by purchasing the quantities as indicated of any individual SLR model (orange 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	462¹⁵	420⁵⁶	411³¹
C12-0731-891	F-1 (N) w/lens FD50mm f1.8 SC with hood and case	486¹⁵	442⁴⁰	432⁶⁷
C12-0731-861	F-1 (N) w/lens FD50mm f1.4 SSC with hood	504¹⁵	458⁷⁸	448⁷⁰
C12-0731-871	F-1 (N) w/lens FD50mm f1.4 SSC with hood and case	528¹⁵	480⁶²	470⁰⁵
C12-0731-841	F-1 (N) w/lens FD55mm f1.2 SSC with hood	569¹⁵	517⁹³	506⁵⁵
C12-0731-851	F-1 (N) w/lens FD55mm f1.2 SSC with hood and case	593¹⁵	539⁷⁷	527⁹⁰
C12-0731-211	F-1 (N) body only	376³⁵	346²⁴	338⁷⁵
C46-0804-00	Leather case L-2 for F-1 (N) and F-1 (for 55mm f1.2 lens)	24⁰⁰		
C46-0803-00	Leather case S-2 for F-1 (N) and F-1 (for 50mm f1.4, f1.8 lens)	24⁰⁰		

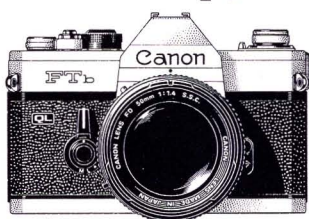
F-1 SYSTEM SPECIAL PRICE

NOTE: Purchase of more than \$500 worth of listed F-1 special accessories below qualifies for maximum discount and dealer qualifies to purchase one F-1 camera w/lens at 3 piece price.

CODE NO.	DESCRIPTION	DEALER NET PRICE	PROMOTION NET PRICE	ADDITIONAL SAVINGS SPECIAL PRICE
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	} 16.57	} 15.41	} 14.08
5-19241-00	Focusing Screen B			
5-19242-00	Focusing Screen C			
5-19243-00	Focusing Screen D			
5-19245-00	Focusing Screen F			
5-19246-00	Focusing Screen G			
5-19247-00	Focusing Screen H			
5-19301-00	Focusing Screen I			

CATEGORY 1: A CANON 35mm SLR CAMERAS

True Versatility, Solid Dependability



Canon
FTb

SUBJECT TO AVAILABILITY

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

8

Superb value, Canon quality.



Canon
TX

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



INCENTIVE PLAN A

The Dealer can also obtain the best price (orange column) in CATEGORY 1: A 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: A the Dealer will qualify for prices listed in the grey column.


CATEGORY 1: B


EF SPECIAL "PROFIT PAK"




LIMITED QTY, FIRST COME, FIRST SERVED! CHOOSE YOUR "PROFIT PAK" FROM 4 DIFFERENT COMBINATIONS

	CONSISTS OF	DEALER NET	PROMOTION NET PRICE	PKG. PRICE
EF PACKAGE A 1-21311-PA	Canon EF w/lens FD 50mm f1.8 SC in case	396 ²⁰	336 ⁷⁷	 SPECIAL PRICE COMPLETE PACKAGE
	FD 135mm f3.5 SC in case	120 ²⁵	94 ⁹⁹	
	Automatic FLASH A-33 set	28 ⁸⁰	23 ⁹⁰	
	TOTAL	545²⁵	455⁶⁶	

	CONSISTS OF	DEALER NET	PROMOTION NET PRICE	PKG. PRICE
EF PACKAGE B 1-21311-PB	Canon EF w/lens FD 50mm f1.8 SC in case	396 ²⁰	336 ⁷⁷	 SPECIAL PRICE COMPLETE PACKAGE
	FD 35mm f3.5 SC in case	90 ³⁵	71 ³⁸	
	Automatic FLASH A-33 set	28 ⁸⁰	23 ⁹⁰	
	TOTAL	515³⁵	432⁰⁵	

	CONSISTS OF	DEALER NET	PROMOTION NET PRICE	PKG. PRICE
EF PACKAGE C 1-21311-PC	Canon EF w/lens FD 50mm f1.4 SSC in case	438 ²⁰	372 ⁴⁷	 SPECIAL PRICE COMPLETE PACKAGE
	FD 135mm f3.5 SC in case	120 ²⁵	94 ⁹⁹	
	Automatic FLASH A-33 set	28 ⁸⁰	23 ⁹⁰	
	TOTAL	587²⁵	491³⁶	

	CONSISTS OF	DEALER NET	PROMOTION NET PRICE	PKG. PRICE
EF PACKAGE D 1-21311-PD	Canon EF w/lens FD 50mm f1.4 SSC in case	438 ²⁰	372 ⁴⁷	 SPECIAL PRICE COMPLETE PACKAGE
	FD 35mm f3.5 SC in case	90 ³⁵	71 ³⁸	
	Automatic FLASH A-33 set	28 ⁸⁰	23 ⁹⁰	
	TOTAL	557³⁵	467⁷⁵	

CATEGORY 2:A CANON INTERCHANGEABLE LENSES



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

CATEGORY 2:A

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
2-18101-22	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	Canon zoom lens FD 35-70mm f2.8-3.5 SSC in case	484²⁵	416⁰⁰	397⁰⁰
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
2-18071-20	Lens Head FL 1200mm f11	780⁰⁰	686⁴⁰	663⁰⁰
2-18081-00	Focusing Unit FL 400-1200mm	375⁷⁰	330⁶²	319³⁵

CATEGORY 2: B

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	780⁰⁰	741⁰⁰
2-17211-21	Canon FD 85mm f1.2 AL SSC in Case	455⁰⁰	432²⁵
2-18000-N1	Canon FL-F 300mm f 2.8 SSC w/extender 2X in case	1675⁰⁰	1591²⁵
2-18031-21	Canon FL-F 500mm f 5.6 w/filters in case	700⁰⁰	665⁰⁰
2-18091-23	Canon FD-F 300mm f 2.8 SSC w/extender FD 2X in case	1820⁰⁰	1729⁰⁰
C21-8121-211	Canon FD 600mm f4.5 SSC in case	1040⁰⁰	988⁰⁰
C21-8131-211	Canon FD 800mm f5.6 SSC in case	1105⁰⁰	1050⁰⁰

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 3-5 LENSES FROM CATEGORY 2:C	ASSORTED 6 OR MORE FROM CATEGORY 2:C
2-16102-20	Canon FD 50mm f1.8 SC	78⁰⁰	76⁴⁴	67⁸⁶
2-16064-20	Canon FD 50mm f1.4 SSC	120⁰⁰	117⁶⁰	104⁴⁰
2-16112-20	Canon FD 55mm f1.2 SSC	185⁰⁰	181³⁰	160⁹⁵

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

CATEGORY 2: D



SPECIAL SAVINGS WITH POPULAR LENS GROUPS



NOTE: For maximum discount in this group, four lenses must be of different focal lengths with each order.

CODE NO.	DESCRIPTION	DEALER NET PRICE	PROGRAM 6 OR MORE QTY. PRICE	SPECIAL CHOICE OF 4 ASSORTED LENSES PER PACKAGE PRICE
2-15113-21	Canon FD 24mm f2.8 SSC in case	180⁰⁰	154⁸⁰	149⁴⁰
2-15221-21	Canon FD 28mm f2.8 SC in case	162⁵⁰	139⁷⁵	128³⁸
2-15142-21	Canon FD 35mm f3.5 SC in case	90³⁵	74⁰⁹	71³⁸
2-17172-22	Canon FD 135mm f3.5 SC in case	120²⁵	98⁶⁰	94⁹⁹
2-17163-21	Canon FD 200mm f4.0 SSC in case	174²⁰	149⁸¹	144⁵⁸
2-19082-21	Canon FD 100-200mm f5.6 SC zoom in case	201⁵⁰	165²³	159¹²

This Package cannot be included in the assortment of lens quantities.

CATEGORY 3: CANON RANGEFINDER AND 110 SIZE CAMERAS



**Canon
Canonet
28**



**Canon
110ED
20**



**Canon
Canonet
G-III 17**

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.

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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

CHRISTMAS ADVERTISING CAMPAIGN FOR G-III 17

A REPEAT SUCCESS STORY FOR THE G-III 17!

We've started the G-III 17 really moving with intensive print advertising in popular consumer media. Now, we're increasing our print exposure for this fine seller as well as offering brand-new tele-

vision commercials featuring the G-III 17 in real-life picture taking situations. This combination should keep the G-III 17 moving in your store even faster than it is now!

T V	PROGRAMMING	MONTH	SEP				OCT				NOV				DEC			
		WEEK	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
	PRIME TIME WALT DISNEY (NBC NETWORK)																	
	MAJOR MARKET SPOT TV (11PM NEWS)																	
C O N S U M E R M A G A Z I N E S	PEOPLE		●		●		●		●		●		●		●		●	
	NEW YORKER		●		●		●		●		●		●		●			
	SOUTHERN LIVING			●				●				●				●		
	SUNSET							●				●				●		
	TRAVEL & LEISURE			●				●				●						
	BETTER HOMES & GARDENS											●				●		
	LADIES HOME JOURNAL							●				●				●		
	REDBOOK							●										

DOUBLE CO-OP PROGRAM FOR G-III 17

Regulations Canonet G-III 17 Double Co-op Ad Program

1. The program is effective from July 26, 1977 to Dec. 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 al-

lowance 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

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**

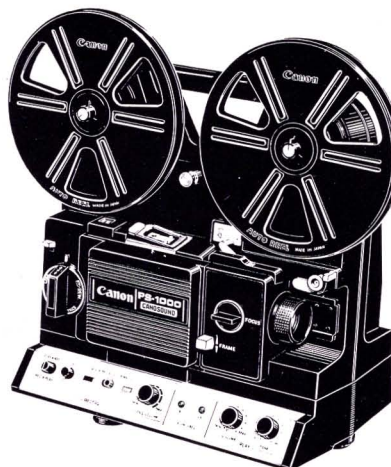
Note: To obtain the maximum quantity prices in the Movie Camera Category 4, the order must consist of 5 assorted Movie Cameras. Smaller quantities may be assorted, and will be priced according to Category 4 promotion schedule.

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	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

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

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

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CANOSOUND ACCESSORIES

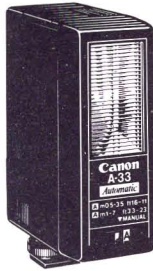
C53-9311-001	Canon Daylight Viewer DV-1	21⁰⁰
C53-9252-000	Canon Dynamic Microphone DM20	4⁸⁰
CG4-0006	Auto Reel P	3⁰⁰
X61-9061	AC Cord 2C	3⁶⁰
C53-9254-011	Canon Boom Microphone BM70 for 514XL-S	54⁰⁰
C53-9291-001	Connecting Cord C300L for 514XL-S	2⁷⁰
C53-9301-001	Microphone Extension Cord E50L for 514XL-S	4²⁰
C53-9281-011	Power Pack 9V for 514XL-S	12⁰⁰
CA3-0241	Rubber Mat for 514XL-S	1⁰⁰

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

CATEGORY 6: A CANON AUTOMATIC FLASH UNITS

For use with all 35mm cameras.

Canon
Automatic
FLASH
A-33



Canon
Automatic
FLASH
AB-46



Canon
Automatic
FLASH
AB-56



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
C50-0331-211	Canon A-33 Automatic FLASH Set	28⁸⁰	26⁷⁸	25³⁴	23⁹⁰
C50-0341-211	Canon AB-46 Automatic FLASH Set	51⁰⁰	47⁴³	44⁸⁸	42³³
C50-0351-211	Canon AB-56 Automatic FLASH Set	70⁸⁰	65⁸⁴	62³⁰	58⁷⁶

17

ACCESSORIES

C50-1431-001	Battery Magazine D	2¹⁰
C50-1461-001	Hot Shoe Sensor Adapter for AB56 Automatic Flash Unit	9⁰⁰
C50-1471	Canon AC Unit for AB-56 Automatic Flash Unit	15⁰⁰

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
★ ■ 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
■ 5-81101-00	Cord MF for Grip MF	\$ 15.92
■ 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

★ LIMITED INVENTORY; FIRST COME, FIRST SERVE.

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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
○*†‡5-05081-00	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
■ 13-9982-001	Rubber Eyepiece Ring for F-1	\$ 1.08
○ 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
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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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

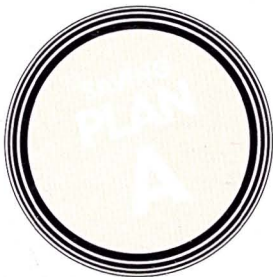
★ LIMITED INVENTORY; FIRST COME, FIRST SERVE.

CATEGORY 8: CANON FILTERS AND CLOSE-UP LENSES

	43mm DEALER NET	48mm DEALER NET	49mm DEALER NET	52mm DEALER NET	55mm DEALER NET	58mm DEALER NET	72mm DEALER NET
Filters	\$2.88	\$3.18	\$3.18	\$3.69	\$3.69	\$4.47	\$9.57
HAZE (UV-1)	4-34361-00	7-4801	7-4901	7-5201	7-5501	7-5801	7-7201
YELLOW 2		7-4802	7-4902	7-5202	7-5502	7-5802	7-7202
GREEN 11		7-4804	7-4904	7-5204	7-5504	7-5804	7-7204
ORANGE 15		7-4805	7-4905	7-5205	7-5505	7-5805	7-7205
RED 25A		7-4806	7-4906	7-5206	7-5506	7-5806	7-7206
SKY 1A	4-34371-00	7-4807	7-4907	7-5207	7-5507	7-5807	7-7207
80A			7-4909	7-5209	7-5509	7-5809	7-7209
80B			7-4910	7-5210	7-5510	7-5810	7-7210
81A			7-4912	7-5212	7-5512	7-5812	7-7212
81B			7-4913	7-5213	7-5513	7-5813	7-7213
85			7-4918	7-5218	7-5518	7-5818	7-7218
85B			7-4919	7-5219	7-5519	7-5819	7-7219
0.3ND			7-4921	7-5221	7-5521	7-5821	7-7221
0.6ND			7-4922	7-5222	7-5522	7-5822	7-7222
CCA4	4-34372-00						
CCA8	4-37373-00						
CCA12	4-34374-00						
CCB4	4-34375-00						
CCB8	4-34376-00						
CCB12	4-34377-00						
ND4	4-34382-00						
ND8	4-34383-00						
Special Filters		\$6.39	\$6.39	\$6.99	\$7.65	\$8.28	\$15.93
Polarizer		7-4808	7-4908	7-5208	7-5508	7-5808	7-7208
			\$8.61	\$8.61	\$9.24	\$12.75	\$22.32
FLB			7-4924	7-5224	7-5524	7-5824	7-7224
FLD			7-4925	7-5225	7-5525	7-5825	7-7225
Softmat Filter		\$15.30			\$17.41	\$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		\$9.60			\$22.80	\$10.80	
450		5-43251-01			5-43571-00	5-43231-01	
240		5-43331-01			5-43561-00	5-43241-01	
		\$22.20				\$26.10	
C-8 450		5-43252-00				5-43233-00	
C-8 240		5-43332-00				5-43242-00	

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NEW CANON FILTER SERIES INTRODUCTORY BIG SAVINGS PLANS



Plan A: Buy an assortment of any 100 filters from the above list.

25% OFF

AND GET FILTER DISPLAY STAND FREE. AS SHOWN ON BACK PAGE.



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

20% OFF

Example: Ten 55mm UV filters
Reg. 36.90 Special Offer 29.52



NOTE: INDIVIDUAL FILTER ORDERS WILL BE CLASSIFIED AS A PART OF CATEGORY 7.



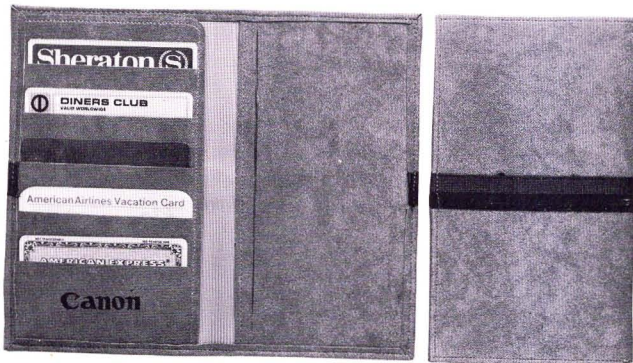
Canon's fine promotion pieces

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



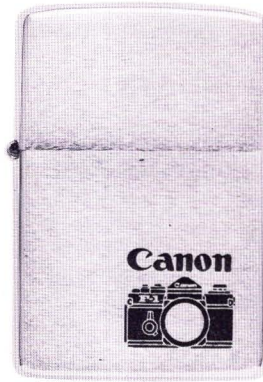
Code No. SPP 01
Canon Cuff Links & Tie Tack
 Size: 3/4" (Dia.)
Qty. per package: 10
Price: \$70.00 per package



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

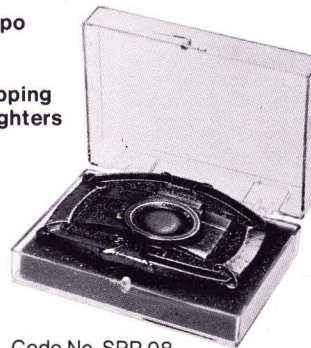


Code No. SPP 03
Canon Parker Ball Point Pen
 Size: 5 1/4" (L)
Qty. per package: 10
Price: \$50.00 per package



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 1/8" (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 12
Canon Belt Buckle
 Sizes: 3 1/8" x 2"
Price: \$3.50
MINIMUM 10, 35.00



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

CANON DISPLAY MATERIALS

We've prepared these display materials to create strong "in store" selling power for the Canon equipment you display. They're elegant in design and construction and form an excellent complement

to the design of the Canon equipment itself. And they can add a welcome touch of color to any store window or interior! Ask your salesman.



Canon SLR Display Stand



Canon AE-1 Display Stand



Canon AT-1 Display Stand

Canon AE-1 Illuminated Revolving Display Stand



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Canon 514XL-S Display Stand



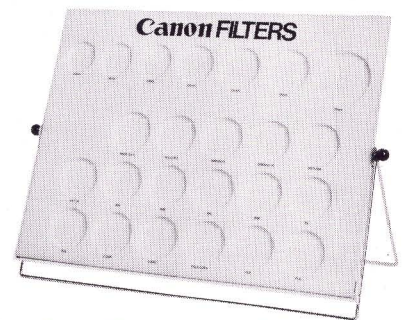
Canon 514XL/310XL Display Stand



Display Stand for Three FD Lenses



Display Stand for Single FD Lens



Canon Filters Display Stand



Canon Auto Flash Individual Display Stands



Canon Auto Flash Display Stand for Four Units