

Canon's 1979 Christmas Season Profit Maker Program

**[THIS PROGRAM CONTAINS CURRENT PRICE LISTS]
EFFECTIVE JULY 26 TO DECEMBER 25, 1979**



**THE OFFICIAL
35MM CAMERA OF
THE 1980 OLYMPIC
WINTER GAMES**

Canon[®]

Photographic Products Division

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Canon USA, Inc., 140 Industrial Drive, Elmhurst, Illinois 60126
Canon USA, Inc., 6380 Peachtree Industrial Blvd., Norcross, Georgia 30071
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Canon Optics & Business Machines Canada, Ltd., Ontario

Canon's 1979 Christmas Season

PROGRAM: 1

This fall and winter, the air will be charged with excitement in anticipation of the 1980 Olympic Winter Games. Canon has tailored this new Profit Maker Program to make full use of our status as Official 35mm Camera of the 1980 Olympic Winter Games.

We're offering more ways than ever to help you get across the message to your customers that Canon is the best and we're proving it by going to the Olympics.

You can benefit from this program from July 26, 1979 through December 25, 1979 for extra traffic, extra customer interest and, of course, lots of extra sales!

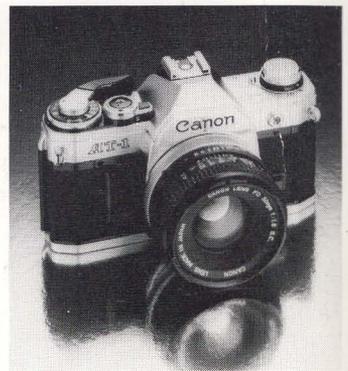
- CATEGORY 1: A** CANON F-1 & SYSTEM (Page 3-6)
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Now, "Mix and Match" the products in specific categories for maximum quantities and discounts. Qualifications for each category production selection are noted on each promotion page. **Products cannot 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 1979 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.



Profit Maker Program

EFFECTIVE
JULY 26 TO
DECEMBER 25, 1979

PROGRAM: 2 CREDIT TERMS

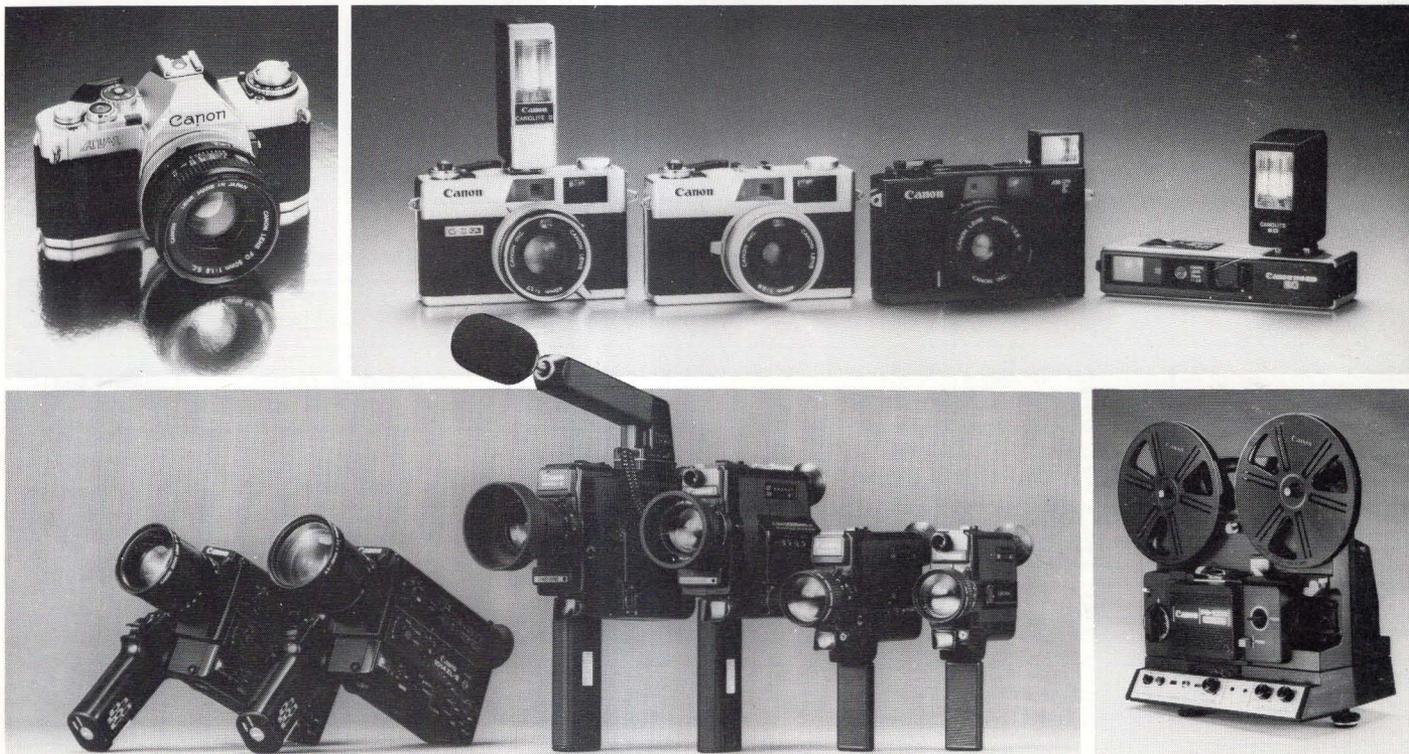
Canon's **Pay Early-Pay Less** terms are designed as an added incentive for greater profits from the sale of Canon merchandise. If you pay the entire invoice of your shipped purchases July 26 – August 25 by September 10,

1979, you may deduct a total cash discount of 6% according to the payment schedule below. This is available on orders of \$1,000 or more that provides for a single delivery, subject to Credit Department approval.

	Shipped purchases July 26 to Aug 25	Shipped purchases Aug 26 to Sept 25	Shipped purchases Sep 26 to Oct 25	Shipped purchases Oct 26 to Nov 25	Shipped purchases Nov 26 to Dec 25
Pay Entire Amount	Sept 10 '79 6%	Oct 10 '79 6%	Nov 10 '79 6%	Dec 10 '79 6%	Jan 10 '80 6%
Pay Entire Amount	Oct 10 '79 4%	Nov 10 '79 4%	Dec 10 '79 4%	Jan 10 '80 4%	Feb 10 '80 4%
Pay Entire Amount	Nov 10 '79 2%	Dec 10 '79 2%	Jan 10 '80 2%	Feb 10 '80 2%	Mar 10 '80 2%
Pay Entire Amount	Dec 10 '79 NET	Jan 10 '80 NET	Feb 10 '80 NET	Mar 10 '80 NET	Apr 10 '80 NET

NOTE: All orders not completely shipped by December 25, 1979 will be automatically cancelled.

For details on Program 3, Co-op Program, see page 34.



CATEGORY 1: A

CANON 35mm SLR CAMERA F-1

The Ultimate System SLR. F-1 w/Winter Olympics Symbol

SPECIAL



THE OFFICIAL
35MM CAMERA OF
THE 1980 OLYMPIC
WINTER GAMES



Note: During Canon's Olympic campaign period, as of September 1, 1979, all F-1's (except with 55mm f1.2) will be shipped with special Olympic commemorative logo unless we are specifically requested to ship conventional cameras.

NOTE: This category may not be combined with other SLR categories for mixed product assortments.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	Q'TY 2 OR MORE UNIT PRICE
C12-0731-880	Canon Olympic F-1 w/lens FD 50mm f1.8 & hood	799 ⁵⁰	518 ⁷⁰	461 ⁵⁰
C12-0731-860	Canon Olympic F-1 w/lens FD 50mm f1.4 & hood	868 ⁵⁰	563 ⁷⁰	502 ⁵⁰
C12-0731-210	Canon Olympic F-1 body only (w/Winter Olympic Symbol)	654 ⁰⁰	425 ⁰⁰	385 ⁷⁰

This product is available from September 1, 1979.



NOTE: This category may not be combined with other SLR categories for mixed product assortments.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	Q'TY 2 OR MORE UNIT PRICE
C12-0731-882	Canon F-1 w/lens FD 50mm f1.8 & hood	799 ⁵⁰	518 ⁷⁰	461 ⁵⁰
C12-0731-862	Canon F-1 w/lens FD 50mm f1.4 & hood	868 ⁵⁰	563 ⁷⁰	502 ⁵⁰
C12-0731-841	Canon F-1 w/lens FD 55mm f1.2 SSC & hood	978 ⁵⁰	634 ⁷⁰	564 ⁵⁰
C12-0731-211	Canon F-1 body only	654 ⁰⁰	425 ⁰⁰	385 ⁷⁰
1-207T1-21	Canon High Speed Motor Drive Camera	2,226 ⁰⁰	1,447 ⁰⁰	

F-1 SYSTEM SPECIAL PROMOTION PRICE

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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE	ADDITIONAL SAVINGS SPECIAL PRICE
■ C51-9361-211	Canon Power Winder F	300 ⁰⁰	180 ⁰⁰	167 ⁴⁰	
■ C51-9341-211	Canon Data Back F	180 ⁰⁰	108 ⁰⁰	100 ⁴⁴	
■ 5-40801-00	Speed Finder	246 ³⁰	147 ⁸⁰	137 ⁴⁵	125 ⁶⁰
■ 5-40902-00	Waist Level Finder	61 ³⁰	36 ⁸⁰	34 ²²	31 ³⁰
■ 5-40711-00	Angle Finder B	76 ⁰⁰	45 ⁵⁰	42 ³¹	38 ⁷⁰
■ 5-40701-21	Magnifier R	26 ⁵⁰	15 ⁹⁰	14 ⁷⁹	13 ⁵⁰
■ 5-60091-21	Booster T Finder Set	360 ⁰⁰	216 ⁰⁰	200 ⁸⁸	183 ⁶⁰
■ 5-60101-21	Servo EE Finder Set	468 ⁵⁰	281 ²⁰	261 ⁵²	239 ⁰⁰
■ 5-19281-21	Motor Drive MF Set	792 ⁵⁰	475 ⁵⁰	442 ²¹	404 ²⁰
■ C55-9044-211	Auto Bellows	202 ⁰⁰	121 ¹⁵	112 ²⁷	107 ⁸⁰
■ 5-59042-20	Bellows FL	152 ⁵⁰	91 ⁵⁰	85 ⁰⁹	77 ⁸⁰
■ 5-19249-00	Focusing Screen A	35 ⁰⁰	20 ¹⁰	18 ⁶⁹	17 ¹⁰
■ 5-19241-00	Focusing Screen B	35 ⁰⁰	20 ¹⁰	18 ⁶⁹	17 ¹⁰
■ 5-19242-00	Focusing Screen C	35 ⁰⁰	20 ¹⁰	18 ⁶⁹	17 ¹⁰
■ 5-19243-00	Focusing Screen D	35 ⁰⁰	20 ¹⁰	18 ⁶⁹	17 ¹⁰
■ 5-19245-00	Focusing Screen F	35 ⁰⁰	20 ¹⁰	18 ⁶⁹	17 ¹⁰
■ 5-19246-00	Focusing Screen G	35 ⁰⁰	20 ¹⁰	18 ⁶⁹	17 ¹⁰
■ 5-19247-00	Focusing Screen H	35 ⁰⁰	20 ¹⁰	18 ⁶⁹	17 ¹⁰
■ 5-19301-00	Focusing Screen I	35 ⁰⁰	20 ¹⁰	18 ⁶⁹	17 ¹⁰

Case for F-1

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 2 OR MORE UNIT PRICE
■ C46-0804-000	Leather Case L-2 for F-1 (for 55mm f1.2 lens)	51 ⁰⁰	30 ⁶⁰	28 ⁰⁰
■ C46-0803-000	Leather Case S-2 for F-1 (for 50mm f1.4, f1.8 lens)	51 ⁰⁰	30 ⁶⁰	28 ⁰⁰

ACCESSORIES for F-1

Note: With the purchase of \$300.00 or more of accessories at regular dealer net prices, an additional 7% "Bonus" Discount will be given for qualifying accessories. See "Promotion Net Price" column in red.

■ F-1 No Mark for All SLRs

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
■ 5-19281-21	Motor Drive MF Set (includes Grip MF)	\$ 792.50	\$ 475.50	\$ 442.21*
■ 5-85391-00	Grip MF	\$ 148.00	\$ 89.00	\$ 82.77

* For lowest net price on this item, please see page 3 or 4

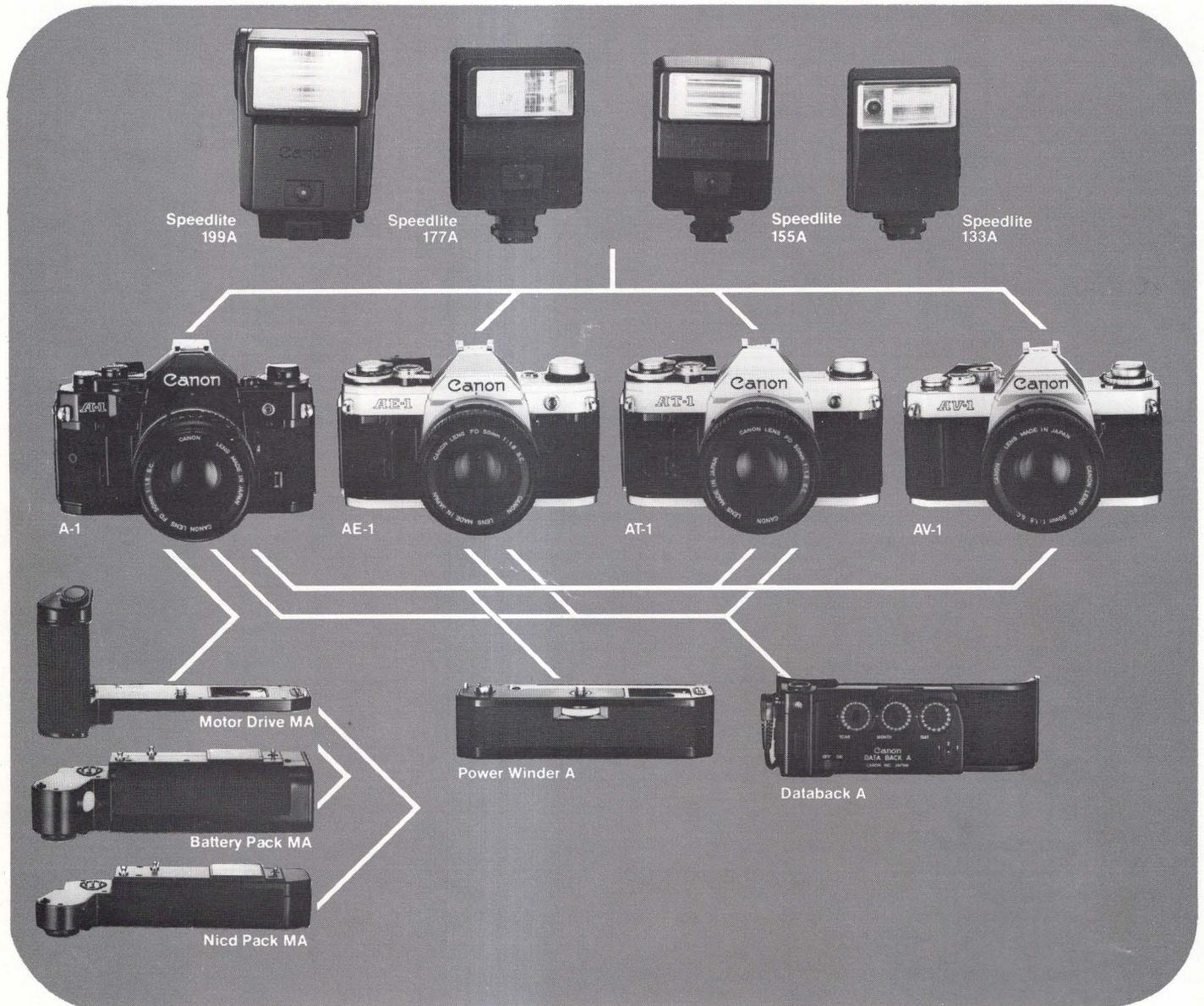
CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	PROMOTION NET PRICE
■ 5-81101-00	Cord MF for Grip MF	\$ 32.50	\$ 19.50	\$ 18.13
■ 5-81071-00	Extension Cord E1000	\$ 16.75	\$ 10.00	\$ 9.30
■ 5-19172-00	Remote switch 60MF	\$ 16.50	\$ 9.90	\$ 9.21
■ 5-64041-00	Interval Timer L	\$ 105.00	\$ 62.90	\$ 58.50
★ ■ 5-19191-01	Battery Case (with 2 pcs. of Battery Magazine 15V) for MD	\$ 20.50	\$ 12.40	\$ 11.53
★ ■ X62-7906	Battery Magazine 15V	\$ 6.15	\$ 3.70	\$ 3.44
★ ■ 5-19211-00	Battery connector MD	\$ 30.50	\$ 18.40	\$ 17.11
★ ■ 5-19261-00	Battery checker MD	\$ 20.50	\$ 12.40	\$ 11.53
★ ■ 5-19171-00	Remote switch MD	\$ 21.50	\$ 13.00	\$ 12.09
■ 5-81041-00	Extension cord MD10	\$ 13.15	\$ 7.90	\$ 7.35
■ 5-19151-21	Film Chamber 250 Set (consists of Film Chamber 250 and 2 film magazines 250)	\$ 367.15	\$ 220.30	\$ 204.88
■ 5-19201-00	Film Magazine 250	\$ 35.50	\$ 21.30	\$ 19.81
■ 5-19181-00	Film Loader 250	\$ 123.50	\$ 74.00	\$ 68.82
■ 5-60101-21	Serve EE Finder Set (includes power cord 12V2E)	\$ 468.50	\$ 281.20	\$ 261.52*
■ 5-19191-02	Battery Case (w/1 battery magazine 12V)	\$ 41.00	\$ 24.50	\$ 22.78
■ 38-0250	Battery Magazine 12V	\$ 12.50	\$ 7.50	\$ 6.97
■ 5-81081-00	Connecting Cord MF for Servo EE Finder	\$ 16.50	\$ 9.90	\$ 9.21
■ 48-0097	Power Cord 12V2E for Servo EE Finder	\$ 20.30	\$ 12.20	\$ 11.35
■ 5-60091-21	Booster T Finder Set (includes 6-volt silver oxide battery)	\$ 360.00	\$ 216.00	\$ 200.88*
■ 48-0098	Power Cord 6-volt 2B	\$ 20.30	\$ 12.20	\$ 11.35
■ 5-40801-00	Speed Finder in case	\$ 246.30	\$ 147.80	\$ 137.45*
■ 5-40902-00	Waist Level Finder	\$ 61.30	\$ 36.80	\$ 34.22*
■ 5-40712-00	Angle Finder A-2	\$ 54.50	\$ 32.80	\$ 30.50
■ 5-40711-00	Angle Finder B	\$ 76.00	\$ 45.50	\$ 42.31*
■ 5-40701-21	Magnifier R	\$ 26.50	\$ 15.90	\$ 14.79
■ 5-41051-00	Magnifier Adaptor R	\$ 8.50	\$ 5.10	\$ 4.74
■ 5-19249-00	Focusing Screen A (Microprism)	\$ 35.00	\$ 20.10	\$ 18.69*
■ 5-19241-00	Focusing Screen B (Split Image)	\$ 35.00	\$ 20.10	\$ 18.69*
■ 5-19242-00	Focusing Screen C (Mat Surface)	\$ 35.00	\$ 20.10	\$ 18.69*
■ 5-19243-00	Focusing Screen D (Mat Surface with Grid)	\$ 35.00	\$ 20.10	\$ 18.69*
■ 5-19244-00	Focusing Screen E (Split Image Microprism)	\$ 35.00	\$ 20.10	\$ 18.69*
■ 5-19245-00	Focusing Screen F (Microprism/Large Aperture lens)	\$ 35.00	\$ 20.10	\$ 18.69*
■ 5-19246-00	Focusing Screen G (Microprism/Small Aperture lens)	\$ 35.00	\$ 20.10	\$ 18.69*
■ 5-19247-00	Focusing Screen H (Mat/Scale)	\$ 35.00	\$ 20.10	\$ 18.69
■ 5-19301-00	Focusing Screen I (Double Cross Hair Reticle)	\$ 35.00	\$ 20.10	\$ 18.69
■ 5-05061-00	Dioptric Adjustment Lens R (+3)	\$ 5.00	\$ 3.00	\$ 2.79
■ 5-05062-00	Dioptric Adjustment Lens R (+2)	\$ 5.00	\$ 3.00	\$ 2.79

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	PROMOTION NET PRICE
■ 5-05068-00	Dioptric Adjustment Lens R (+1.5)	\$ 5.00	\$ 3.00	\$ 2.79
■ 5-05063-00	Dioptric Adjustment Lens R (+1)	\$ 5.00	\$ 3.00	\$ 2.79
■ 5-05069-00	Dioptric Adjustment Lens R (+0.5)	\$ 5.00	\$ 3.00	\$ 2.79
■ 5-05064-00	Dioptric Adjustment Lens R (0)	\$ 5.00	\$ 3.00	\$ 2.79
■ 5-05071-00	Dioptric Adjustment Lens R (-0.5)	\$ 5.00	\$ 3.00	\$ 2.79
■ 5-05065-00	Dioptric Adjustment Lens R (-2)	\$ 5.00	\$ 3.00	\$ 2.79
■ 5-05066-00	Dioptric Adjustment Lens R (-3)	\$ 5.00	\$ 3.00	\$ 2.79
■ 5-05067-00	Dioptric Adjustment Lens R (-4)	\$ 5.00	\$ 3.00	\$ 2.79
■ C51-9421-011	Canon Finder Illuminator F	\$ 22.00	\$ 13.20	\$ 12.28
■ 5-59211-00	Eye Cup 3R	\$ 2.30	\$ 1.40	\$ 1.30
■ 13-9982-001	Rubber Eyepiece Ring for F-1	\$ 2.10	\$ 1.25	\$ 1.16
■ 5-39177-22	Time Lapse Programmer A	\$1,441.00	\$ 865.00	\$ 804.45
■ 5-39172-21	Time Lapse Programmer B	\$1,441.00	\$ 865.00	\$ 804.45
C58-5351-211	Wireless Controller LC-1 Set (including LC-1 Transmitter and LC-1 Receiver) for use with Motor Drive MF, MA, 1014E, 814XL, 514XL-S, & 312XL-S	\$ 175.00	\$ 105.00	\$ 97.65**
C58-5351-001	LC-1 Transmitter	\$ 87.50	\$ 52.50	\$ 48.82
C58-5352	LC-1 Receiver	\$ 87.50	\$ 52.50	\$ 48.82
5-00271-31	Speedlite 133D w/Flash Auto Ring A2 (for 50mm f1.8, 35mm f3.5, 35mm f2.0)	\$ 86.25	\$ 56.07	\$ 52.14
5-00271-32	Speedlite 133D w/Flash Auto Ring B2 (for 50mm f1.4, 35mm f3.5, 35mm, f2.0)	\$ 86.25	\$ 56.07	\$ 52.14
5-02124-00	Flash Auto Ring A2	\$ 30.50	\$ 19.83	\$ 18.44
5-02125-00	Flash Auto Ring B2	\$ 30.50	\$ 19.83	\$ 18.44
■ 5-02131-01	Flash Coupler L	\$ 41.25	\$ 24.75	\$ 23.02
■ 5-02111-00	Flash Coupler D	\$ 9.00	\$ 5.40	\$ 5.02
C50-1431-001	Battery Magazine D for Canon Speedlite 199A	\$ 3.75	\$ 2.25	\$ 2.09
4-10000-S3	Compartment Case DL	\$ 110.00	\$ 66.00	\$ 61.38
4-80024-00	Gadget Bag 4	\$ 36.00	\$ 21.60	\$ 20.09
4-80025-00	Gadget Bag G-1	\$ 120.50	\$ 72.30	\$ 67.24
5-03111-00	Camera Holder F	\$ 23.50	\$ 14.10	\$ 13.11
5-63061-00	Canon Release 30	\$ 6.00	\$ 3.60	\$ 3.35
5-63062-00	Canon Release 50	\$ 8.75	\$ 5.25	\$ 4.88
■ C46-0804-000	Leather Case L-2 for New F-1 and F-1 (for 55mm f1.2 lens)	\$ 51.00	\$ 30.60	\$ 28.46
■ C46-0803-000	Leather Case S-2 for New F-1 and F-1 (for 50mm f1.8 lens)	\$ 51.00	\$ 30.60	\$ 28.46

*For lowest net price on this item, please see page 3 or 4

**For lowest net price on this item, please see page 8

A NEW GENERATION



The Incomparable Canon "A" Series

CATEGORY 1-B CANON A-1 & SYSTEM

Six-mode exposure control. System versatility.
Newer electronics for wider applications.



NOTE: This category may not be combined with other SLR categories for mixed product assortments.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	3 OR MORE UNIT PRICE
C12-1601-882	Canon A-1 w/lens FD 50mm f1.8	630 ⁰⁰	409 ⁰⁰	379 ⁰⁰
C12-1601-862	Canon A-1 w/lens FD 50mm f1.4	699 ⁰⁰	454 ⁰⁰	420 ⁰⁰
C12-1601-211	Canon A-1 body only	499 ⁰⁰	324 ⁰⁰	311 ⁰⁰

~~389⁰⁰~~

New A Series Accessories for A-1

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 3 OR MORE UNIT PRICE
C51-9371-211	Motor Drive MA Set (Consists of Motor Drive MA & Battery Pack MA)	355 ³⁰	213 ²⁰	191 ⁹⁰
C51-9371-201	Motor Drive MA	247 ⁰⁰	148 ³⁰	133 ⁵⁰
C58-5441-011	Battery Pack MA	108 ³⁰	65 ⁰⁰	58 ⁵⁰
*C58-5461	Battery Magazine MA	12 ⁰⁰	7 ²⁰	
C58-5451-311	NiCd Pack MA SET (Consists of NiCd Pack MA & Charger MA)	237 ⁰⁰	142 ¹⁵	127 ⁹⁵
C58-5451-001	NiCd Pack MA	144 ⁰⁰	86 ⁵⁰	80 ⁵⁰
C56-2097	NiCd Charger MA	92 ⁵⁰	55 ⁶⁰	51 ⁷⁰
C58-5351-211	Wireless Controller LC-1 (Consists of LC-1 Transmitter & LC-1 Receiver) (For use w/Motor Drive MF, MA, 1014E, 814E, 514XL-S, 312XL-S)	175 ⁰⁰	105 ⁰⁰	94 ⁵⁰
C58-5351-001	LC-1 Transmitter	87 ⁵⁰	52 ⁵⁰	48 ⁵⁰
C58-5352	LC-1 Receiver	87 ⁵⁰	52 ⁵⁰	48 ⁵⁰

* For lowest net price on this item, please see page 11

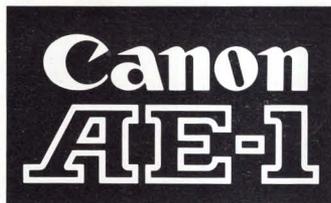
Case for A-1

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 3 OR MORE UNIT PRICE
C46-1021	Case S for A-1 (for 50mm f1.4, f1.8 lens)	40 ⁰⁰	24 ⁰⁰	22 ⁰⁰
C46-1022	Case L for A-1 (for 55mm f1.2)	40 ⁰⁰	24 ⁰⁰	22 ⁰⁰

CATEGORY 1: C

CANON AE-1, AT-1, AV-1 & SYSTEM

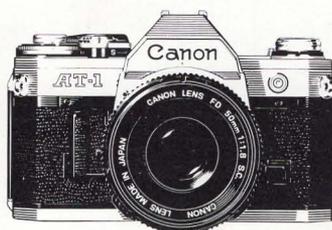
The first computerized, shutter-priority automatic SLR.
It changed the course of fine photography.



Note: The Dealer can obtain the best price in category 1:C by purchasing the quantities as indicated of any individual SLR model (color column)

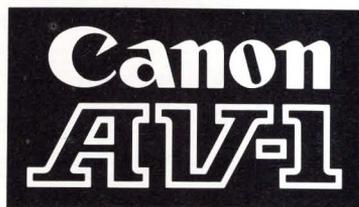
CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C12-1401-882	Canon AE-1 w/lens FD 50mm f1.8	451 ⁰⁰	293 ⁰⁰	273 ⁹⁵	259 ⁹⁵
C12-1401-862	Canon AE-1 w/lens FD 50mm f1.4	520 ⁰⁰	338 ⁰⁰	317 ⁹⁵	300 ⁹⁵
C12-1401-211	Canon AE-1 body only	320 ⁰⁰	208 ⁰⁰	191 ⁹⁵	
C12-1402-882	Canon AE-1 black w/lens FD 50mm f1.8	481 ⁰⁰	313 ⁰⁰	291 ⁹⁵	277 ⁵⁰
C12-1402-862	Canon AE-1 black w/lens FD 50mm f1.4	550 ⁰⁰	358 ⁰⁰	335 ⁵⁰	318 ⁵⁰
C12-1402-211	Canon AE-1 black body only	350 ⁰⁰	228 ⁰⁰	209 ⁵⁰	

Match-needle metering with electronic flexibility.
Conventional photography redefined.



CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C12-1501-882	Canon AT-1 w/lens FD 50mm f1.8	387 ⁰⁰	251 ⁰⁰	214 ⁹⁵	199 ⁹⁵
C12-1501-862	Canon AT-1 w/lens FD 50mm f1.4	456 ⁰⁰	296 ⁰⁰	255 ⁹⁵	240 ⁹⁵
C12-1501-211	Canon AT-1 body only	256 ⁰⁰	166 ⁰⁰	131 ⁹⁵	

Aperture-priority automatic simplicity. A great start into Canon quality.



See page 31 for special AV-1 promotion and newspaper campaign.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C12-1801-882	Canon AV-1 w/lens FD 50mm f1.8	394 ⁰⁰	256 ⁰⁰	233 ⁹⁵	219 ⁹⁵
C12-1801-862	Canon AV-1 w/lens FD 50mm f1.4	463 ⁰⁰	301 ⁰⁰	277 ⁹⁵	260 ⁹⁵
C12-1801-211	Canon AV-1 body only	263 ⁰⁰	171 ⁰⁰	151 ⁹⁵	

A-1, AE-1, AT-1 & AV-1 MAIN ACCESSORIES

Note: Canon "A" Series accessories cannot be mixed with "A" Series cameras to obtain quantity discounts.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C51-9331-001	Power Winder A Set (w/battery pack & soft case)	144 ⁰⁰	86 ⁴⁰	82 ⁶⁰	79 ⁹⁰
C50-0321-211	Speedlite 199A Setw/case	167 ⁰⁰	100 ²⁰	93 ⁹⁰	88 ⁹⁰
C50-0361-211	Speedlite 177A Set in case w/wide adapter	110 ⁰⁰	66 ⁶⁰	60 ⁶⁰	58 ⁹⁵
C50-0311-201	Speedlite 155A Set w/case	92 ⁰⁰	55 ²⁰	50 ⁴⁰	48 ⁹⁵
C50-0371-201	Speedlite 133A Set in case *	66 ⁰⁰	39 ⁶⁰	36 ⁰³	34 ⁹⁵
C51-9351-011	Data Back A (except for AV-1)	124 ⁰⁰	74 ⁴⁰	70 ⁷⁰	69 ²⁵

*Available from September 1, 1979

Case for AE-1, AT-1, & AV-1

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C46-0991	Case S for AE-1 & AT-1 (50mm f1.4-f1.8)	30 ⁰⁰	18 ⁰⁰	17 ⁰⁰	16 ⁰⁰
C46-0992	Case L for AE-1 & AT-1 (55mm f1.2)	30 ⁰⁰	18 ⁰⁰	17 ⁰⁰	16 ⁰⁰
C46-1051	Case S for AV-1 (50mm f1.4, f1.8)	30 ⁰⁰	18 ⁰⁰	17 ⁰⁰	16 ⁰⁰
4-10000-S3	Compartment Case DL	110 ⁰⁰	66 ⁰⁰	59 ⁴⁰	
4-10000-S1	Compartment Case A	69 ⁰⁰	41 ⁴⁰	37 ⁴⁰	
C46-0994	Action Case A for AE-1 & AT-1 with Power Winder A	52 ²⁵	33 ⁶⁰	29 ⁶⁰	

●A-1 ○AE-1/AT-1 ▲AV-1 No Mark for All SLRs

ACCESSORIES for "A" SERIES CAMERAS (A-1, AE-1, AT-1 & AV-1)

Note: With the purchase of \$300.00 or more of accessories at regular dealer net prices, an additional 7% "Bonus" Discount will be given for qualifying accessories. See "Promotion Net Price" column in red.

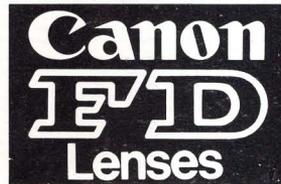
CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
● C51-9371-211	Motor Drive MA Set (Including Motor Drive MA and Battery Pack MA) for A-1	\$ 355.30	\$ 213.20	\$ 198.28*
● C51-9371-201	Motor Drive MA	\$ 247.00	\$ 148.30	\$ 137.92*
● C58-5441-011	Battery Pack MA	\$ 108.30	\$ 65.00	\$ 60.45*
● C58-5461	Battery Magazine MA	\$ 12.00	\$ 7.20	\$ 6.67
● C58-5451-311	NiCd Pack MA Set (including NiCd Pack MA and NiCd Charger MA)	\$ 237.00	\$ 142.15	\$ 132.20*
● C58-5451-001	NiCd Pack MA	\$ 144.00	\$ 86.50	\$ 80.44*
● C56-2097	NiCd Charger MA	\$ 92.50	\$ 55.60	\$ 51.71*
●○▲ C51-9331-001	Power Winder A in case (for A-1, AE-1, AT-1 & AV-1)	\$ 144.00	\$ 86.40	\$ 80.35**
●○▲ C58-5411-011	Battery Pack A (for Power Winder A)	\$ 12.75	\$ 7.60	\$ 7.07
●○▲ C58-5471-011	Canon External Battery Pack A Set (including Battery Pack A, Battery Cord C-A and Battery Cord PW) for Power Winder A	\$ 71.00	\$ 42.60	\$ 39.62
●○▲ C58-5471-001	Canon External Battery Pack A	\$ 30.00	\$ 17.90	\$ 16.65
●○▲ CG4-0014-001	Battery Cord C-A	\$ 20.75	\$ 12.40	\$ 11.53
●○▲ CG4-0015-001	Battery Cord PW	\$ 20.75	\$ 12.40	\$ 11.53
●○▲ C50-0321-211	Speedlite 199A Set in case w/wide adapter (for A-1, AE-1, AT-1 & AV-1)	\$ 167.00	\$ 100.20	\$ 93.19**
●○▲ C50-0361-211	Speedlite 177A Set in case w/wide adapter (for A-1, AE-1, AT-1 & AV-1)	\$ 110.00	\$ 66.60	\$ 61.93**
●○▲ C50-0311-201	Speedlite 155A Set in case (for A-1, AE-1, AT-1 & AV-1)	\$ 92.00	\$ 55.20	\$ 51.34**
●○▲ C50-0371-201	Speedlite 133A Set in case (for A-1, AE-1, AT-1 & AV-1)	\$ 66.00	\$ 39.60	\$ 36.82**
●○▲ C50-1411-001	Synchro Cord A (for Speedlite 155A & 199A)	\$ 6.50	\$ 3.90	\$ 3.63
●○ C51-9351-001	Data Back A	\$ 124.00	\$ 74.40	\$ 69.19**
● C58-5351-211	Wireless Controller LC-1 Set (including LC-1 Transmitter and LC-1 Receiver) for use with Motor Drive MF, MA, 1014E, 814XL, 514XL-S & 312XL-S	\$ 175.00	\$ 105.00	\$ 97.65*
● C58-5351-001	LC-1 Transmitter	\$ 87.50	\$ 52.50	\$ 48.82*
● C58-5352	LC-1 Receiver	\$ 87.50	\$ 52.50	\$ 48.82*
5-40712-00	Angle Finder A-2	\$ 54.50	\$ 32.80	\$ 30.50
5-40711-00	Angle Finder B	\$ 75.80	\$ 45.50	\$ 42.31
5-40701-00	Magnifier S	\$ 26.50	\$ 15.90	\$ 14.79
5-41041-00	Magnifier Adaptor S	\$ 8.50	\$ 5.10	\$ 4.74
5-05072-00	Dioptric Adjustment Lens S (+3)	\$ 5.00	\$ 3.00	\$ 2.79
5-05073-00	Dioptric Adjustment Lens S (+2)	\$ 5.00	\$ 3.00	\$ 2.79
5-05051-00	Dioptric Adjustment Lens S (+1.5)	\$ 5.00	\$ 3.00	\$ 2.79
5-05075-00	Dioptric Adjustment Lens S (+1)	\$ 5.00	\$ 3.00	\$ 2.79
5-05076-00	Dioptric Adjustment Lens S (+0.5)	\$ 5.00	\$ 3.00	\$ 2.79

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
5-05041-00	Dioptric Adjustment Lens S (0)	\$ 5.00	\$ 3.00	\$ 2.79
5-05078-00	Dioptric Adjustment Lens S (-0.5)	\$ 5.00	\$ 3.00	\$ 2.79
5-05079-00	Dioptric Adjustment Lens S (-2)	\$ 5.00	\$ 3.00	\$ 2.79
5-05081-00	Dioptric Adjustment Lens S (-3)	\$ 5.00	\$ 3.00	\$ 2.79
5-05082-00	Dioptric Adjustment Lens S (-4)	\$ 5.00	\$ 3.00	\$ 2.79
5-59212-00	Eye Cup 4S	\$ 2.30	\$ 1.40	\$ 1.30
4-10000-S3	Compartment Case DL	\$ 110.00	\$ 66.00	\$ 59.40**
4-10000-S1	Compartment Case A deluxe for AE-1, AT-1 & AV-1	\$ 69.00	\$ 41.40	\$ 38.50**
C46-0994	Action Case (for A-1, AE-1, AT-1 and AV-1 w/Power Winder A)	\$ 52.25	\$ 33.60	\$ 31.25**
CA4-0301	Tripod Adaptor A	\$ 1.80	\$ 1.10	\$ 1.02
● C46-1021	Case S for A-1 (for 50mm f1.4, f1.8 lens)	\$ 40.00	\$ 24.00	\$ 22.32*
● C46-1022	Case L for A-1 (for 50mm f1.2 lens)	\$ 40.00	\$ 24.00	\$ 22.32*
○ C46-0992	Case L for AE-1 and AT-1 (for 55mm f1.2 lens)	\$ 30.00	\$ 18.00	\$ 16.74**
○ C46-0991	Case S for AE-1 and AT-1 (for 50mm f1.4, f1.8 lens)	\$ 30.00	\$ 18.00	\$ 16.74**
▲ C46-1051	Case S for AV-1 (for 50mm f1.4, f1.8 lens)	\$ 30.00	\$ 18.00	\$ 16.74**

*For lowest net price on this item, please see page 8

**For lowest net price on this item, please see page 10

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 4 assorted SLR lenses.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 4 OR MORE UNIT PRICE
2-15172-21	Canon Fisheye Lens 7.5mm f5.6 SSC in case	696 ⁰⁰	452 ⁰⁰	384 ⁰⁰
C21-5251-201	Canon lens NEW FD 24mm f2.0 (Filter Size 52mm, Optional Case LH-B9, LS-A9)	463 ⁰⁰	301 ¹⁰	280 ⁰⁰
C21-5115-201	Canon lens NEW FD 24mm f2.8 (Filter Size 52mm, Optional Case LH-B9, LS-A9)	287 ⁵⁰	189 ¹⁰	156 ²⁷
C21-5212-201	Canon lens NEW FD 28mm f2.0 (Filter Size 52mm, Optional Case LH-B9, LS-A9)	413 ⁵⁰	269 ¹⁰	236 ³⁷
C21-5223-201	Canon lens NEW FD 28mm f2.8 (Filter Size 52mm, Optional Case LH-B9, LS-A9)	205 ⁰⁰	133 ²⁵	110 ⁰⁰
C21-5241-201	Canon lens NEW FD 35mm f2.8 (Filter Size 52mm, Optional Case LH-B8, LS-A9)	149 ⁰⁰	96 ⁸⁵	80 ⁰⁰
2-15183-23	Canon lens TS 35mm f2.8 SSC w/hood & tripod adapter in case	731 ⁰⁰	475 ⁰⁰	450 ⁰⁰
C26-1132-211	Canon lens NEW FD 50mm f3.5 Macro w/Extension Tube FD 25 (Filter Size 52mm, Optional Case LH-C10, LS-B11)	280 ⁰⁰	182 ⁰⁰	157 ⁵¹
2-16132-22	Canon lens FD 55mm f1.2 AL SSC	1,287 ⁰⁰	836 ⁰⁰	793 ⁷⁰
C21-7193-211	Canon lens NEW FD 85mm f1.8 w/hood (Filter Size 52mm, Optional Case LH-C10, LS-B11)	277 ⁰⁰	180 ¹⁰	156 ⁵¹
C21-7143-211	Canon lens NEW FD 100mm f2.8 w/hood (Filter Size 52mm, Optional Case LH-C10, LS-B11)	230 ⁰⁰	150 ¹⁰	129 ⁵¹
C21-7221-201	Canon lens NEW FD 135mm f2.8 (Filter Size 52mm, Optional Case LH-B12, LS-B13)	231 ⁵⁰	150 ⁵⁰	140 ⁰⁰
C21-7174-201	Canon lens NEW FD 135mm f3.5 (Filter Size 52mm, Optional Case LH-B12, LS-B13)	185 ⁵⁰	121 ¹⁰	95 ¹⁰

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 4 OR MORE UNIT PRICE
C21-7202-201	Canon lens NEW FD 200mm f2.8 (Filter Size 72mm, Optional Case LH-C18, LS-B21)	526⁰⁰	342⁵⁰	293¹⁷
C21-7165-201	Canon lens NEW FD 200mm f4 (Filter Size 52mm, Optional Case LH-A17, LS-A18)	277²⁵	180⁸⁰	149⁵⁵
2-18091-22	Canon FD-F 300mm f2.8 SSC (Filter Size 34mm Drop-in) in case	2,800⁰⁰	1,820⁰⁰	1,730⁰⁰
C21-8171-211	Canon FD lens 300mm f4L in case (Filter Size 34mm Drop-in)	1,117⁰⁰	726⁰⁰	690⁰⁰
C21-8142-201	Canon lens NEW FD 300mm f4 (Filter Size 34mm Drop-in, Optional Case LH-D24)	513⁰⁰	333³⁰	310⁰⁰
C21-8016-201	Canon lens NEW FD 300mm f5.6 (Filter Size 58mm, Optional Case LH-B24, LS-A24)	421⁰⁰	273⁹⁰	246⁴⁰
2-18101-22	Canon FD lens 400mm f4.5 SSC in case (Filter Size 34mm Drop-in)	1,105⁰⁰	718⁰⁰	631⁰⁰
C21-8181-211	Canon FD lens 500mm f4.5 L in case (Filter Size 48mm Drop-in)	2,800⁰⁰	1,820⁰⁰	1,730⁰⁰
C21-8151-211	Canon Reflex lens 500mm f8 SSC in case (Filter Size 34mm Drop-in)	530⁰⁰	344⁰⁰	319⁰⁰
C21-8121-211	Canon FD lens 600mm f4.5	1,766⁰⁰	1,148⁰⁰	1,090⁰⁰
C21-8131-211	Canon FD lens 800mm f5.6 SSC in case	1,877⁰⁰	1,220⁰⁰	1,158⁰⁰
2-18071-20	Canon lens head FL 1200mm F11 SSC	1,325⁰⁰	861⁰⁰	731⁰⁰
2-18081-00	Focusing Unit for FL400-1200mm lens head	639⁰⁰	415⁰⁰	352⁰⁰
C54-3662-211	Canon Extender FD2X Type A for 100mm or longer lenses	211⁰⁰	137⁰⁰	126⁰⁰
C21-9121-211	Canon zoom lens FD 24-35mm f3.5 AL SSC w/hood in case	674⁰⁰	438⁰⁰	393⁰⁰
C21-9101-221	Canon zoom lens FD28-50mm f3.5 SSC w/hood in case	718⁰⁰	467⁰⁰	420⁰⁰
C21-9141-201	Canon zoom lens NEW FD 35-70mm f4 (Filter Size 52mm, Optional Case LH-B12, LS-B13)	324⁰⁰	210⁶⁰	179⁰⁰
C21-9131-201	Canon zoom lens NEW FD 70-150mm f4.5 (Filter Size 52mm, Optional Case LH-A17, LS-A18)	324⁰⁰	210⁶⁰	179⁰⁰
C21-9083-201	Canon zoom lens NEW FD 100-200mm f5.6 (Filter Size 52mm, Optional Case LH-B24, LS-B21)	288⁰⁰	187²⁰	155⁰⁰
C21-9112-201	Canon zoom lens NEW FD 80-200mm f4 (Filter Size 58mm, Optional Case LH-B24, LS-B21)	629⁵⁰	409⁹⁵	368⁴⁶

CATEGORY 2: B

CANON FD NORMAL LENSES

Note: Products in Category 2:B cannot be mixed with products in Category 2:A to obtain quantity discount.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 3-5 LENSES FROM CATEGORY 2:B	ASSORTED 6 OR MORE FROM CATEGORY 2:B
C21-6107-201	Canon lens NEW FD 50mm f1.8 (Filter Size 52mm, Optional Case LH-B8, LS-A9)	131⁰⁰	85⁰⁰	81⁵⁰	77⁵⁰
C21-6069-201	Canon lens NEW FD 50mm f1.4 (Filter Size 52mm, Optional Case LH-B8, LS-A9)	200⁰⁰	131⁰⁰	125⁵⁰	119⁵⁰
2-16112-20	Canon FD 55mm f1.2 SSC	310⁰⁰	201⁰⁰	194⁵⁰	184⁵⁰

NEW LENS CASES FOR CANON NEW FD LENSES

SNAP CASE LS	LENSES
LS-B11	50mm f3.5 Macro; 85mm f1.8; 100mm f2.8
LS-A9	24mm f2; 24mm f2.8; 28mm f2; 28mm f2.8; 35mm f2.8; 50mm f1.4; 50mm f1.8
LS-A18	200mm f4; 70-150mm f4.5
LS-A24	300mm f5.6
LS-B13	135mm f2.8; 135mm f3.5; 35-70mm f4
LS-B21	200mm f2.8; 80-200mm f4; 100-200mm f5.6

HARD CASE LH

LH-A17	200mm f4; 70-150mm f4.5
LH-B8	35mm f2.8; 50mm f1.4; 50mm f1.8
LH-B9	24mm f2; 24mm f2.8; 28mm f2; 28mm f2.8
LH-B12	135mm f2.8; 135mm f3.5; 35-70mm f4
LH-B24	300mm f5.6; 80-200mm f4; 100-200mm f5.6
LH-C10	50mm f3.5 Macro; 85mm f1.8; 100mm f2.8
LH-C18	200mm f2.8
LH-C24	300mm f4

NEW LENS HOODS FOR CANON NEW FD LENSES

HOOD	LENSES
BW-52A	New FD 35mm f2.8; New FD 50mm f3.5 Macro
BW-52B	New FD 28mm f2; New FD 28mm f2.8
BW-52C	New FD 24mm f2; New FD 24mm f2.8
BS-52	New FD 50mm f1.4; New FD 50mm f1.8
BT-52	New FD 85mm f1.8; New FD 100mm f2.8
W-62	New FD 35-70mm f4

CATEGORY 3: CANON RANGEFINDER AND 110 SIZE CAMERAS

The fun camera that's a cut above the rest.



The simple camera with sophisticated performance.



A flash of inspiration to capture any moment.



Your data with real class.



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.

Please see page 33 for details on Double Co-op Advertising on Canonet 28, GIII-17, and A35F.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6-11 UNIT PRICE	ASSORTED 12 OR MORE UNIT PRICE
1-30821-21	Canonet 28 w/lens 40mm f2.8 in case	139 ⁰⁰	83 ⁴⁰	74 ²⁰	72 ⁵⁰	70 ⁵⁰
1-30821-23	Canonet 28 Kit (w/Canolite D)	182 ⁰⁰	109 ²⁰	95 ²⁰	93 ⁰⁰	90 ⁵⁰
1-30831-31	Canonet G III 17 w/lens 40mm f1.7 in case	204 ⁰⁰	122 ⁴⁰	108 ⁹⁰	106 ⁵⁰	103 ⁹⁵
1-30831-33	Canonet G III 17 Kit (w/Canolite D)	247 ⁰⁰	148 ²⁰	129 ⁹⁰	127 ⁰⁰	123 ⁹⁵
C13-2101-211	Canon A35F w/lens 40mm f2.8 and built in flash in case	189 ⁰⁰	113 ⁴⁰	105 ⁵⁰	102 ⁵⁰	99 ⁵⁰
C16-2002-300	Canon 110 ED 20 Kit w/Canolite ED & Extender	205 ⁰⁰	122 ⁷⁰	119 ²⁰	117 ⁷⁰	114 ²⁰

ACCESSORIES

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	PROMOTION NET PRICE
5-00242-20	Canolite D	\$ 43.00	\$ 25.80	\$ 23.99
5-00291-20	Canolite ED (for Datematic & 110 Cameras)	\$ 33.00	\$ 19.75	\$ 18.37
5-63061-00	Canon Release 30	\$ 6.00	\$ 3.50	\$ 3.25
5-63062-00	Canon Release 50	\$ 8.75	\$ 5.25	\$ 4.88
5-64017-00	Self Timer 8	\$ 12.50	\$ 7.40	\$ 6.88
5-01341-00	Hot Shoe Adaptor	\$ 4.00	\$ 2.30	\$ 2.14
4-45015-00	Canonet Hood 5	\$ 8.75	\$ 5.25	\$ 4.88
4-60783-01	Eveready Case for Canonet 28 & G III 17	\$ 16.00	\$ 9.50	\$ 8.83
4-60941-01	Case for Canon Datematic	\$ 19.75	\$ 11.75	\$ 10.93
C46-1012	Case for A35F	\$ 19.75	\$ 11.75	\$ 10.93
5-43761-01	Close Up Lens 110 in case	\$ 12.50	\$ 7.50	\$ 6.97
4-60971-00	Case for 110 & 110ED 20	\$ 8.75	\$ 5.25	\$ 4.88
5-01401-00	Extender for Canolite ED	\$ 4.25	\$ 2.50	\$ 2.32

CATEGORY 4: CANON 8mm MOVIE CAMERAS

A motion picture masterpiece.

Canon
1014XL-S
CANOSOUND



Value leader in world-class Super 8.

Canon
814XL-S
CANOSOUND



Quality in Super 8 Sound!

Canon
514XL-S
CANOSOUND



The naturals.

Canon
312XL-S
CANOSOUND



Low light lightweight!

Canon
514XL



Fastest gun in the west east, north and south.

Canon
310XL



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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QTY 2-3 UNIT PRICE	ASSORTED QTY 4 OR MORE UNIT PRICE
C33-2201-211	Canon 1014 XL-S w/lens 6.5-65mm f1.4, with Rubber Hood SC-67, Dynamic Microphone DM40R, Remote Switch 60, Earphone E, Action Strap 2	1,134 ⁰⁰	680 ⁰⁰	652 ⁸⁰	625 ⁶⁰
C33-2001-211	Canon 814XL-S w/lens 7-56mm f1.4, with Rubber Hood SC-62, Dynamic Microphone DM40R, Remote Switch 60 Earphone E, Action Strap 2, Step-up Ring 62-67	892 ⁰⁰	535 ⁰⁰	513 ⁶⁰	492 ²⁰
C33-1801-221	Canon 514XL-S w/lens 9-45mm f1.4 with hood, Dynamic Microphone DM30R, Earphone E, Remote Switch 60 in case	508 ⁰⁰	304 ⁸⁰	295 ³⁵	285 ⁴⁵
C33-1901-221	Canon 312XL-S w/lens 8.5-25.5mm f1.2 with hood & Dynamic Microphone DM30R Earphone E in case	372 ⁰⁰	223 ²⁰	216 ⁵⁰	209 ⁸⁰
3-31701-21	Canon 514XL w/lens 9.5-47.5mm f1.4 in case	354 ⁰⁰	212 ⁴⁰	201 ²⁰	194 ⁹⁰
3-31601-21	Canon 310XL w/lens 8.5-25.5mm f1.0 & case	257 ⁰⁰	154 ²⁰	143 ⁵⁰	138 ⁹⁰

ACCESSORIES for MOVIE CAMERAS

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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	PROMOTION NET PRICE
C54-3701	Tele Converter 1.4 x 67	\$ 154.00	\$ 92.40	\$ 85.93
CA4-2144	100mm Lens Cap	\$ 20.00	\$ 12.00	\$ 11.16
CA4-2122	Lens Dust Cap	\$ 2.50	\$ 1.50	\$ 1.40
C49-0591	Semi Hard Case for Tele Converter	\$ 17.20	\$ 10.30	\$ 9.58
C54-3711	C-8 Wide Attachment 67	\$ 81.00	\$ 48.60	\$ 45.20
49-1006	80mm Lens Cap 4	\$ 3.50	\$ 2.10	\$ 1.95
C54-3721	67 C-8 Close-Up 240mm	\$ 81.00	\$ 48.60	\$ 45.20
C53-9381	Step-up Ring 62-67	\$ 8.00	\$ 4.80	\$ 4.46
C44-6201	Rubber Hood SC-62	\$ 14.20	\$ 8.50	\$ 7.91
C44-6702	Rubber Hood SC-67	\$ 14.20	\$ 8.50	\$ 7.91
CG3-0005	Lens Cap C-62	\$ 4.20	\$ 2.50	\$ 2.33
CG3-0006	Lens Cap C-67	\$ 4.20	\$ 2.50	\$ 2.33
C53-9361	Dynamic Microphone DM 40R	\$ 13.00	\$ 7.80	\$ 7.25
C53-9362	Electret Condenser Mike CM 100	\$ 67.00	\$ 40.20	\$ 37.39
C53-9302	Microphone Extension Cord E450Y	\$ 9.60	\$ 5.75	\$ 5.35
C53-9371	Chest Pod II	\$ 31.00	\$ 18.60	\$ 17.30
C56-1191	Action Strap II	\$ 20.00	\$ 12.00	\$ 11.16
C46-1031	Snap Case C8-1 for 1014XL-S/814XL-S	\$ 42.00	\$ 25.20	\$ 23.44
C53-9251-001	Dynamic Microphone DM30R for 514XL-S & 312XL-S	\$ 11.00	\$ 6.50	\$ 6.04
C53-9255-211	Boom Microphone BM 50 for 514XL-S & 312XL-S	\$ 69.00	\$ 41.40	\$ 38.50
C53-9255-011	Boom Microphone BM70 for 514XL-S & 312XL-S	\$ 101.25	\$ 60.75	\$ 56.50
C53-9261-001	Earphone E for 514XL-S & 312XL-S	\$ 3.00	\$ 1.75	\$ 1.63
C53-9321	Lighting Adapter LA-1 for 514XL-S & 312XL-S	\$ 40.50	\$ 24.25	\$ 22.55
C53-9291-001	Connecting Cord C300L for 514XL-S & 312XL-S	\$ 6.20	\$ 3.70	\$ 3.44
C53-9301-001	Microphone Extension Cord E4501 for 514XL-S & 312XL-S	\$ 9.60	\$ 5.75	\$ 5.35
C53-9281-011	Power Pack 9V for 514XL-S & 312XL-S	\$ 22.75	\$ 13.60	\$ 12.65
CA3-0241	Rubber Mat for 514XL-S & 312XL-S	\$ 2.00	\$ 1.10	\$ 1.02
5-39241-00	Self Timer E	\$ 45.30	\$ 27.20	\$ 25.30
5-39211-00	Interval Timer E	\$ 45.30	\$ 27.20	\$ 25.30
C58-5351-211	Wireless Controller LC-1 Set including LC-1 Transmitter and LC-1 Receiver (for 1014E, 814XL, 514XL-S, 312XL-S)	\$ 175.00	\$ 105.00	\$ 97.65*
C58-5351-001	LC-1 Transmitter	\$ 87.50	\$ 52.50	\$ 48.82*
C58-5352	LC-1 Receiver	\$ 87.50	\$ 52.50	\$ 48.82*
5-43313-21	Canon C-8 Tele Converter Lens 1.6X for AZ518 SV & AZ512XL	\$ 144.25	\$ 86.50	\$ 80.44

*For lowest net price on this item, please see page 8

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	PROMOTION NET PRICE
5-43551-21	Canon C-8 Wide Converter Lens 0.65X for AZ518 & AZ512XL	\$ 179.00	\$ 107.50	\$ 99.97
C54-3681-001	Canon Wide Attachment 43 for 514XL & 514XL-S & 312XL-S	\$ 39.20	\$ 23.50	\$ 21.85
5-43233-00	C-8 Close Up Lens 58mm 450	\$ 55.75	\$ 33.45	\$ 31.11
5-43242-00	C-8 Close Up Lens 58mm 240	\$ 55.75	\$ 33.45	\$ 31.11
5-43252-00	C-8 Close Up Lens 48mm 450	\$ 40.50	\$ 24.30	\$ 22.60
5-43332-00	C-8 Close Up Lens 48mm 240	\$ 40.50	\$ 24.30	\$ 22.60
5-22041-01	Remote Switch 3 (26' long)	\$ 7.50	\$ 4.50	\$ 4.18
5-22051-00	Remote Switch 60 (2' long)	\$ 4.75	\$ 2.80	\$ 2.60
5-39111-00	Chest Pod	\$ 19.25	\$ 11.50	\$ 10.69
5-63061-00	Release 30	\$ 6.00	\$ 3.60	\$ 3.35
5-63062-00	Release 50	\$ 8.75	\$ 5.25	\$ 4.88
4-20601-20	Copystand 4	\$ 113.50	\$ 68.00	\$ 63.24
33-4856	Eye Cup IRN	\$ 1.90	\$ 1.10	\$ 1.02
33-4764	Eye Cup IRG (for eyeglass wearers)	\$ 1.90	\$ 1.10	\$ 1.02
33-5732	Finder Cover 4 (for AZ 1218)	\$ 1.90	\$ 1.10	\$ 1.02
33-7553	Finder Cover 5 (for 814XL, 814E and 512XL)	\$ 1.90	\$ 1.10	\$ 1.02
34-1351	Finder Cover 6 (for 514XL-S)	\$ 1.90	\$ 1.10	\$ 1.02

CATEGORY 5: A CANON PROJECTOR

Sound and Image Supreme

**Limited
Quantity**

**Canon
PS-1000
CANOSOUND**



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

Note: Limited quantity.
First come, first serve.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	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	419⁰⁰	251⁴⁰	241³⁰	229⁹⁵

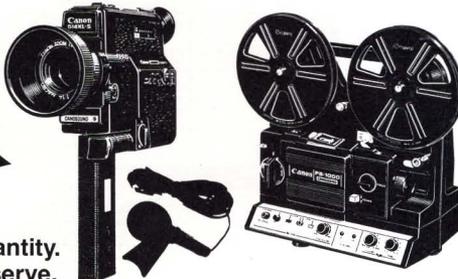
ACCESSORIES

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	PROMOTION NET PRICE
C53-9311-001	Canon Daylight Viewer DV-1	\$ 38.75	\$ 23.20	\$ 21.58
C53-9252-000	Canon Dynamic Microphone DM20	\$ 10.00	\$ 6.00	\$ 5.58
CG4-0006	Auto Reel P	\$ 5.50	\$ 3.25	\$ 3.02
X61-9061	AC Cord 2C	\$ 8.00	\$ 4.75	\$ 4.42

CATEGORY 5: B CANON SPECIAL CANOSOUND PACKAGE

A

C33-1801-PK
Canon 514XL-S Set &
Canon PS1000 Sound Projector



**Limited
Quantity**

Note: Limited quantity.
First come, first serve.

B

C33-1901-PK
Canon 312XL-S Set &
Canon PS1000 Sound Projector



**Limited
Quantity**

Note: Limited quantity.
First come, first serve.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	REGULAR LOW PROMOTION PRICE	PACKAGE A PRICE
C33-1801-PK	Canon 514XL-S Set & Canon PS1000 Sound Projector	972⁰⁰	556²⁰	515⁴⁰	499⁵⁰
C33-1901-PK	Canon 312XL-S Set & Canon PS1000 Sound Projector	791⁰⁰	474⁶⁰	439⁷⁵	427⁰⁰

CATEGORY 6: OTHER ACCESSORIES



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

MACROPHOTO & CLOSE-UP

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	PROMOTION NET PRICE
C26-1151-211	Canon Macrophoto Lens 20mm f3.5 in plastic case	\$ 139.50	\$ 83.70	\$ 77.84
C26-1161-211	Canon Macrophoto Lens 35mm f2.8 in plastic case	\$ 168.50	\$ 101.10	\$ 94.02
C55-9044-211	Canon Auto Bellows (including Double Cable Release)	\$ 202.00	\$ 121.15	\$ 112.67*
C42-6511	Canon Double Cable Release	\$ 26.00	\$ 15.50	\$ 14.41
C55-9182-011	Canon Duplicator 35 (including Roll Film Stage and Attachment Ring 55) for Auto Bellows	\$ 103.00	\$ 61.80	\$ 57.47
C42-6591	Canon Duplicator 16 for Auto Bellows	\$ 35.00	\$ 21.00	\$ 19.53
C42-6581	Canon Duplicator 8 for Auto Bellows	\$ 35.00	\$ 21.00	\$ 19.53
C42-6571	Canon Roll Film Stage for Duplicator 35	\$ 26.00	\$ 15.50	\$ 14.41
C42-6541	Canon Macro Stage for Auto Bellows	\$ 63.00	\$ 37.70	\$ 35.06
C42-6501	Canon Macro Auto Ring	\$ 37.00	\$ 22.25	\$ 20.69
C42-6521	Canon Focusing Rail for Copy Stand 4	\$ 94.00	\$ 56.25	\$ 52.31
4-20601-20	Canon Copy Stand 4	\$ 113.30	\$ 68.00	\$ 63.24
4-25901-03	Canon Handy Stand F55 set	\$ 51.00	\$ 30.60	\$ 28.46
4-26201-20	Canon Photo Micro Unit F	\$ 36.00	\$ 21.60	\$ 20.09
4-25117-00	Canon Macro hood	\$ 2.75	\$ 1.60	\$ 1.49
4-25501-00	Canon Microphoto hood	\$ 11.00	\$ 6.50	\$ 6.04
4-25321-01	Extension Tube FD50 Universal in case	\$ 66.00	\$ 39.50	\$ 36.73
4-25324-01	Extension Tube FD25 Universal in case	\$ 51.50	\$ 30.90	\$ 28.74
★ 4-25301-01	Canon Extension Tube ABC Set	\$ 9.20	\$ 5.50	\$ 5.11
★ 4-25301-00	Canon Extension Tube A	\$ 2.90	\$ 1.70	\$ 1.58
★ 4-25302-00	Canon Extension Tube B	\$ 2.90	\$ 1.70	\$ 1.58
★ 4-25303-00	Canon Extension Tube C	\$ 3.75	\$ 2.20	\$ 2.05
4-25304-00	Canon Extension Tube 25	\$ 4.25	\$ 2.50	\$ 2.32
4-25305-00	Canon Extension Tube 50	\$ 5.75	\$ 3.40	\$ 3.16
4-25311-00	Canon Extension Tube 75	\$ 8.00	\$ 4.70	\$ 4.37
4-25312-00	Canon Extension Tube 100	\$ 10.00	\$ 5.90	\$ 5.49
4-25313-00	Canon Extension Tube 150	\$ 13.00	\$ 7.70	\$ 7.16
4-25314-00	Canon Extension Tube 200	\$ 17.50	\$ 10.40	\$ 9.67
4-25315-00	Canon Extension Tube FL15	\$ 24.75	\$ 14.80	\$ 13.76
4-25321-00	Canon Extension Tube FL25	\$ 24.75	\$ 14.80	\$ 13.76
4-25316-01	Canon Extension Tube M Set	\$ 50.00	\$ 30.00	\$ 27.90



CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
4-25316-00	Canon Extension Tube M5	\$ 13.00	\$ 7.75	\$ 7.21
4-25317-00	Canon Extension Tube M10	\$ 13.00	\$ 7.75	\$ 7.21
4-25322-00	Canon Extension Tube M20	\$ 13.00	\$ 7.75	\$ 7.21
4-25403-00	Canon 55 Macrophoto Coupler	\$ 6.50	\$ 3.90	\$ 3.63
4-25404-00	Canon 58 Macrophoto Coupler	\$ 7.00	\$ 4.20	\$ 3.91
4-25405-00	Canon 48 Macrophoto Coupler	\$ 5.75	\$ 3.40	\$ 3.16
4-25701-00	Canon FL48 Macrophoto Coupler	\$ 44.00	\$ 26.30	\$ 24.46
C42-5731	Canon FL52 Macrophoto Coupler	\$ 45.00	\$ 27.50	\$ 25.57
4-25711-00	Canon FL58 Macrophoto Coupler	\$ 44.00	\$ 26.30	\$ 24.46
4-25721-00	Canon FL55 Macrophoto Coupler	\$ 45.00	\$ 27.50	\$ 25.57
5-42011-00	Canon Lens Mount Converter A	\$ 16.75	\$ 10.00	\$ 9.30
5-42021-00	Canon Lens Mount Converter B	\$ 8.25	\$ 4.90	\$ 4.56
5-42031-00	Canon Lens Mount Converter E	\$ 10.50	\$ 6.30	\$ 5.86
5-42071-00	Canon Lens Mount Converter P	\$ 9.00	\$ 5.40	\$ 5.02
0-00000-33	Canon Lens Mount Converter N	\$ 90.00	\$ 54.00	\$ 50.22
5-43231-01	Canon 58 Close-Up 450	\$ 19.00	\$ 11.40	\$ 10.60
5-43241-01	Canon 58 Close-Up 240	\$ 19.00	\$ 11.40	\$ 10.60
5-43251-01	Canon 48 Close-Up 450	\$ 17.00	\$ 10.20	\$ 9.49
5-43331-01	Canon 48 Close-Up 240	\$ 17.00	\$ 10.20	\$ 9.49
5-43571-00	Canon 55 Close-Up 450	\$ 51.00	\$ 30.60	\$ 28.46
5-43561-01	Canon 55 Close-Up 240	\$ 51.00	\$ 30.60	\$ 28.46
C54-3731	Canon 52 Close-up lens 240 in plastic case	\$ 51.00	\$ 30.60	\$ 28.46
C54-3741	Canon 52 Close-up lens 450 in plastic case	\$ 51.00	\$ 30.60	\$ 28.46
5-59042-20	Canon Bellows FL	\$ 152.00	\$ 91.50	\$ 85.09*
5-59043-00	Canon Bellows M	\$ 48.25	\$ 29.00	\$ 26.97
5-59181-00	Canon Slide Duplicator 48 for Bellows FL	\$ 43.75	\$ 26.25	\$ 24.41
5-59181-01	Canon Slide Duplicator 55 for Bellows FL	\$ 43.75	\$ 26.25	\$ 24.41
43-6370	Attachment Ring 48 for Slide Duplicator	\$ 3.75	\$ 2.20	\$ 2.05
CA4-2418	Attachment Ring 52 for Slide Duplicator	\$ 3.75	\$ 2.20	\$ 2.05
43-6371	Attachment Ring 55 for Slide Duplicator	\$ 3.75	\$ 2.20	\$ 2.05
43-6372	Attachment Ring 58 for Slide Duplicator	\$ 3.75	\$ 2.20	\$ 2.05
CA4-2420	Manual Diaphragm Adapter	\$ 1.75	\$ 1.05	\$ 0.98
C55-9271	Step-up Ring 52-55	\$ 7.00	\$ 4.20	\$ 3.91

*For lowest net price on this item, please see page 4

Note: With the purchase of \$300.00 or more of accessories at regular dealer net prices, an additional 7% "Bonus" Discount will be given for qualifying accessories. See "Promotion Net Price" column in red.

ACCESSORIES for ADDITIONAL SLR (EF, FTb, TX & EX)

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	PROMOTION NET PRICE
5-00271-31	Speedlite 133D w/Flash Auto Ring A2 (for 50mm f1.8, 35mm f3.5, 35mm f2.0) for F-1, EF, FTb	\$ 86.25	\$ 56.07	\$ 52.14
5-00271-32	Speedlite 133D w/Flash Auto Ring B2 (for 50mm f1.4, 35mm f3.5, 35mm f2.0) for F-1, EF, FTb	\$ 86.25	\$ 56.07	\$ 52.14
5-02124-00	Flash Auto Ring A2 for Speedlite 133D	\$ 30.50	\$ 19.83	\$ 18.44
5-02125-00	Flash Auto Ring B2 for Speedlite 133D	\$ 30.50	\$ 19.83	\$ 18.44
C50-1431-001	Battery Magazine D for Canon Speedlite 199A	\$ 3.75	\$ 2.25	\$ 2.09
5-63061-00	Canon Release 30	\$ 6.00	\$ 3.60	\$ 3.35
5-63062-00	Canon Release 50	\$ 8.75	\$ 5.25	\$ 4.88
5-40712-00	Angle Finder A-2	\$ 54.50	\$ 32.80	\$ 30.50
5-40711-00	Angle Finder B	\$ 75.80	\$ 45.50	\$ 42.31*
5-40701-22	Magnifier S	\$ 26.50	\$ 15.90	\$ 14.79
5-41041-00	Magnifier Adaptor S	\$ 8.50	\$ 5.10	\$ 4.74
5-05072-00	Dioptric Adjustment Lens S (+3)	\$ 5.00	\$ 3.00	\$ 2.79
5-05073-00	Dioptric Adjustment Lens S (+2)	\$ 5.00	\$ 3.00	\$ 2.79
5-05051-00	Dioptric Adjustment Lens S (+1.5)	\$ 5.00	\$ 3.00	\$ 2.79
5-05075-00	Dioptric Adjustment Lens S (+1)	\$ 5.00	\$ 3.00	\$ 2.79
5-05076-00	Dioptric Adjustment Lens S (+0.5)	\$ 5.00	\$ 3.00	\$ 2.79
5-05041-00	Dioptric Adjustment Lens S (0)	\$ 5.00	\$ 3.00	\$ 2.79
5-05078-00	Dioptric Adjustment Lens S (-0.5)	\$ 5.00	\$ 3.00	\$ 2.79
5-05079-00	Dioptric Adjustment Lens S (-2)	\$ 5.00	\$ 3.00	\$ 2.79
5-05081-00	Dioptric Adjustment Lens S (-3)	\$ 5.00	\$ 3.00	\$ 2.79
5-05082-00	Dioptric Adjustment Lens S (-4)	\$ 5.00	\$ 3.00	\$ 2.79
5-60081-00	Booster in case for Canon FTb	\$ 75.75	\$ 45.40	\$ 42.22
5-59212-00*	Eye Cup 4S	\$ 2.30	\$ 1.40	\$ 1.30
5-64017-00	Self Timer 8 for EX	\$ 12.30	\$ 7.40	\$ 6.88
4-10000-S3	Compartment Case DL	\$ 110.00	\$ 66.00	\$ 61.38**
4-80024-00	Gadget Bag 4	\$ 36.00	\$ 21.60	\$ 20.09
4-80025-00	Gadget Bag G-1	\$ 120.50	\$ 72.30	\$ 67.24
5-03111-00	Camera Holder F	\$ 23.50	\$ 14.10	\$ 13.11
4-60822-00	Case L for EF (for 55mm f1.2 lens)	\$ 34.50	\$ 20.70	\$ 19.25
4-60821-00	Case S for EF (for 50mm f1.4, f1.8 lens)	\$ 34.50	\$ 20.70	\$ 19.25
4-60862-01	Case L for FTb (for 55mm f1.2 lens)	\$ 27.50	\$ 16.40	\$ 15.25
4-60861-01	Case S for FTb (for 50mm f1.4, 50mm f1.8 lens)	\$ 27.50	\$ 16.40	\$ 15.25
4-60901-01	Case S for TX & TLb	\$ 26.00	\$ 15.60	\$ 14.51

*For lowest net price on this item, please see page 4

**For lowest net price on this item, please see page 10

LENS CAPS

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
33-8622	Lens Cap 45mm for AZ318M., 310XL, 514XL, 514XL-S	\$ 1.75	\$ 1.05	\$ 0.98
13-9310	Lens Cap 50mm for Canonets & Datematic	\$ 1.75	\$ 1.05	\$ 0.98
CG2-0070	Lens Cap C-52	\$ 3.50	\$ 2.10	\$ 1.95
CG2-0079	Canon Lens Cap C-52 w/Winter Olympic Symbol	\$ 3.50	\$ 2.10	\$ 1.95
29-9661	Lens Cap C-55	\$ 3.50	\$ 2.10	\$ 1.95
29-9662	Lens Cap C-58	\$ 3.50	\$ 2.10	\$ 1.95
CG2-0073	Lens Cap C-72	\$ 3.50	\$ 2.10	\$ 1.95
49-1002	Lens Cap 60mm (metal) for AZ814E and FL-F300/5.6	\$ 2.25	\$ 1.35	\$ 1.25
49-1010	Lens Cap 65mm (metal) for EX95/3.5	\$ 3.25	\$ 1.95	\$ 1.81
29-9871	Lens Cap 69mm for FD 35-70/2.8-3.5 & FD28-50/3.5	\$ 3.50	\$ 2.10	\$ 1.95
39-9640	Lens Cap 75mm (metal) for EX 125/3.5 and FL85-300/4.5	\$ 2.75	\$ 1.65	\$ 1.53
23-7963	Lens Cap 78mm for FD 200mm f2.8 SSC	\$ 14.75	\$ 8.85	\$ 8.23
23-7793	Lens Cap 94mm for FD 85-300 Zoom f4.5	\$ 16.50	\$ 9.90	\$ 9.21
39-9764	Lens Cap 85mm (metal) for AZ1218	\$ 6.25	\$ 3.75	\$ 3.49
29-9682	Lens Cap for FL400mm	\$ 13.50	\$ 8.10	\$ 7.53
29-9685	Lens Cap 114mm (metal) for FL600, 800, ,1200	\$ 26.00	\$ 15.60	\$ 14.51
29-9728	Lens Cap for Fisheye FD 15mm f2.8	\$ 4.20	\$ 2.52	\$ 2.34
23-7613	Lens Cap for Fisheye 7.5mm f5.6	\$ 4.20	\$ 2.52	\$ 2.34

DUST CAPS

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
23-2582	Dust Cap for FL400, 600, 800, 1200mm	\$ 1.75	\$ 1.05	\$ 0.98
43-1473	Dust Cap R-F	\$ 1.75	\$ 1.05	\$ 0.98
43-4338	Dust Cap A-3	\$ 1.75	\$ 1.05	\$ 0.98
43-5796	Finder Dust Cover	\$ 1.75	\$ 1.05	\$ 0.98

BODY COVER

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
4-52021-00	Camera Cover R-F	\$ 1.75	\$ 1.05	\$ 0.98

STRAPS

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
5-61111-00	Canon Neck Strap 4 with pad	\$ 4.00	\$ 2.40	\$ 2.23
5-61131-00	Canon Neck Strap 6 with pad	\$ 4.00	\$ 2.40	\$ 2.23
5-61141-00	Canon Neck Strap 7 with pad	\$ 4.00	\$ 2.40	\$ 2.23
5-61151-00	Canon Neck Strap 8 with pad	\$ 4.00	\$ 2.40	\$ 2.23

LENS HOODS

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
C44-5201	Lens Hood BW-52A	\$ 14.50	\$ 8.70	\$ 8.09
C44-5202	Lens Hood BW-52B	\$ 14.50	\$ 8.70	\$ 8.09
C44-5203	Lens Hood BW-52C	\$ 14.50	\$ 8.70	\$ 8.09
C44-5204	Lens Hood BS-52	\$ 14.50	\$ 8.70	\$ 8.09
C44-5205	Lens Hood BT-52	\$ 14.50	\$ 8.70	\$ 8.09
4-45713-01	Lens Hood BW-55A in Case	\$ 13.75	\$ 8.20	\$ 7.63
4-45714-01	Lens Hood BW-55B in Case	\$ 15.50	\$ 9.25	\$ 8.60
4-45712-00	Lens Hood BS-55	\$ 14.50	\$ 8.70	\$ 8.09
4-46015-00	Lens Hood BS-58	\$ 14.50	\$ 8.70	\$ 8.09
4-45715-00	Lens Hood BT-55	\$ 14.25	\$ 8.50	\$ 7.90
4-45014-00	Lens Hood W-50	\$ 7.00	\$ 4.25	\$ 3.95
4-46012-01	Lens Hood W-60 in Case	\$ 11.75	\$ 7.00	\$ 6.51
4-45007-01	Lens Hood S-50 in Case	\$ 8.75	\$ 5.25	\$ 4.88
4-46006-01	Lens Hood S-60 in Case	\$ 14.25	\$ 8.50	\$ 7.90
4-48021-01	Rubber Hood S-60 for AZ1014 Electronic	\$ 10.50	\$ 6.25	\$ 5.81
4-45009-01	Lens Hood T-50	\$ 7.00	\$ 4.25	\$ 3.95
4-46009-01	Lens Hood T-60	\$ 10.50	\$ 6.25	\$ 5.81
4-45015-00	Canonet Hood 5	\$ 8.75	\$ 5.25	\$ 4.88
C44-6202	Lens Hood W-62	\$ 22.00	\$ 13.20	\$ 12.28
C44-7231	Lens Hood BW-72	\$ 22.00	\$ 13.20	\$ 12.28
C44-7241	Lens Hood BT-72	\$ 36.00	\$ 21.60	\$ 20.09
4-46901-00	Rubber Hood W-69 for Zoom Lens FD 35-70mm	\$ 17.50	\$ 10.50	\$ 9.76
4-47221-00	Lens Hood for EX 125mm f3.5	\$ 11.75	\$ 7.00	\$ 6.51
4-46501-00	Lens Hood T-65 (for EX 95mm f3.5)	\$ 10.50	\$ 6.25	\$ 5.81

CASES

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
C46-0804-000	Leather Case L-2 for New F-1 and F-1 (for 55mm f1.2 lens)	\$ 51.00	\$ 30.60	\$ 28.46*
C46-0803-000	Leather Case S-2 for New F-1 and F-1 (for 50mm f1.4, f1.8 lens)	\$ 51.00	\$ 30.60	\$ 28.46*
C46-1021	Case S for A-1 (for 50mm f1.4, f1.8 lens)	\$ 40.00	\$ 24.00	\$ 22.32**
C46-1022	Case L for A-1 (for 50mm f1.2 lens)	\$ 40.00	\$ 24.20	\$ 22.32**
C46-0992	Case L for AE-1 and AT-1 (for 55mm f1.2 lens)	\$ 30.00	\$ 18.00	\$ 16.74***
C46-0991	Case S for AE-1 and AT-1 (for 50mm f1.4 lens)	\$ 30.00	\$ 18.00	\$ 16.74***
C46-1051	Case S for AV-1 (for 50mm f1.4, f1.8 lens)	\$ 30.00	\$ 18.00	\$ 16.74***
4-60822-00	Case L for EF (for f1.2 lens)	\$ 34.50	\$ 20.70	\$ 19.25
4-60821-00	Case S for EF (for f1.4, f1.8 lens)	\$ 34.50	\$ 20.70	\$ 19.25
4-60862-01	Eveready Case L for FTb (for 55mm f1.2 lens)	\$ 27.50	\$ 16.40	\$ 15.25
4-60861-01	Eveready Case S for FTb (for 50mm f1.4, 50mm f1.8 lens)	\$ 27.50	\$ 16.40	\$ 15.25

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
4-60901-01	Eveready Case S for TX & TLb	\$ 26.00	\$ 15.60	\$ 14.51
4-60783-01	Eveready Case for Canonet 28 & G III 17	\$ 16.00	\$ 9.50	\$ 8.83
4-60941-00	Case for Datematic	\$ 19.75	\$ 11.75	\$ 10.93
C46-1012	Case for A35F	\$ 19.75	\$ 11.75	\$ 10.93
4-60971-00	Case for 110ED 110ED 20	\$ 8.75	\$ 5.25	\$ 4.88
C46-1003-011	Carrying Case for 312XL-S	\$ 38.25	\$ 22.90	\$ 21.30
C46-1001-011	Carrying Case for 514XL-S	\$ 38.25	\$ 22.90	\$ 21.30
4-60981-00	Soft Case for 310XL & 514XL	\$ 14.25	\$ 8.50	\$ 7.90
4-60834-01	Carrying Case for AZ 814 Electronic	\$ 33.00	\$ 19.75	\$ 18.37
C46-0994	Action Case (for AE-1 and AT-1 w/Power Winder A)	\$ 53.80	\$ 32.30	\$ 30.04
4-60921-01	Carrying Case for AZ 1014 Electronic	\$ 35.00	\$ 21.00	\$ 19.53
4-60961-01	Carrying Case for AZ 512XL Electronic	\$ 31.00	\$ 18.50	\$ 17.20
C46-0835-011	Soft Case for 814XL Electronic	\$ 38.25	\$ 22.90	\$ 21.30
4-70741-00	Lens Soft Case SA	\$ 6.25	\$ 3.70	\$ 3.44
4-70742-00	Lens Soft Case SB	\$ 7.50	\$ 4.50	\$ 4.18
4-70743-00	Lens Soft Case SC	\$ 7.50	\$ 4.50	\$ 4.18
4-70461-00	Lens Case C	\$ 6.50	\$ 3.90	\$ 3.63
4-70741-01	Lens Case D	\$ 10.00	\$ 5.90	\$ 5.49
4-70481-01	Lens Case E	\$ 8.50	\$ 5.00	\$ 4.65
4-70491-01	Lens Case F	\$ 11.00	\$ 6.50	\$ 6.04
4-70501-01	Lens Case G	\$ 13.50	\$ 8.00	\$ 7.44
4-70511-01	Lens Case H	\$ 10.00	\$ 6.00	\$ 5.58
4-90371-01	Lens Case I	\$ 10.50	\$ 6.25	\$ 5.81
4-70601-01	Lens Case J	\$ 9.75	\$ 5.75	\$ 5.35
4-70611-01	Lens Case K	\$ 13.50	\$ 8.00	\$ 7.44
C47-0801-011	Lens Case L	\$ 12.00	\$ 7.10	\$ 6.60
C47-0851	Lens Case LH-A17	\$ 16.00	\$ 9.60	\$ 8.93
C47-0861	Lens Case LH-B8	\$ 12.00	\$ 7.20	\$ 6.70
C47-0871	Lens Case LH-B9	\$ 12.00	\$ 7.20	\$ 6.70
C47-0881	Lens Case LH-B12	\$ 16.00	\$ 9.60	\$ 8.93
C47-0891	Lens Case LH-B15	\$ 16.00	\$ 9.60	\$ 8.93
C47-0901	Lens Case LH-B24	\$ 20.00	\$ 12.00	\$ 11.16
C47-0911	Lens Case LH-C10	\$ 12.00	\$ 7.20	\$ 6.70
C47-0921	Lens Case LH-C13	\$ 17.00	\$ 10.20	\$ 9.49
C47-0931	Lens Case LH-C18	\$ 20.00	\$ 12.00	\$ 11.16
C47-0941	Lens Case LH-D24	\$ 27.00	\$ 16.20	\$ 15.07
C47-0951	Lens Snap Case LS-A9	\$ 12.00	\$ 7.20	\$ 6.70
C47-0952	Lens Snap Case LS-A18	\$ 14.00	\$ 8.40	\$ 7.81
C47-0953	Lens Snap Case LS-A24	\$ 16.00	\$ 9.60	\$ 8.93
C47-0954	Lens Snap Case LS-B11	\$ 12.00	\$ 7.20	\$ 6.70

*For lowest net price on this item, please see page 4

**For lowest net price on this item, please see page 8

***For lowest net price on this item, please see page 10

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
C47-0955	Lens Snap Case LS-B13	\$ 14.00	\$ 8.40	\$ 7.81
C47-0956	Lens Snap Case LS-B21	\$ 16.00	\$ 9.60	\$ 8.93
C47-0821	Lens Case for FD 24-35mm f3.5 AL	\$ 9.75	\$ 5.75	\$ 5.35
4-70761-01	Lens Case for TS 35mm f2.8	\$ 15.50	\$ 9.25	\$ 8.60
4-70281-01	Lens Case for FD 200mm f2.8	\$ 16.00	\$ 9.50	\$ 8.83
4-70721-01	Lens Case for FD 300mm f5.6	\$ 18.75	\$ 11.25	\$ 10.46
4-70791-01	Lens Case for FD 400mm f4.5	\$ 47.50	\$ 28.50	\$ 26.50
C47-6341-001	Lens Case for FD 600mm f4.5	\$ 198.00	\$ 118.75	\$ 110.44
C47-6351-001	Lens Case for FD 800mm f5.6	\$ 198.00	\$ 118.75	\$ 110.44
★ 4-70412-01	Lens Case for FL 55-135mm f3.5	\$ 19.50	\$ 11.75	\$ 10.93
★ 4-70671-01	Lens Case for FL-F 300mm f5.6	\$ 21.75	\$ 13.00	\$ 12.09
4-70681-01	Lens Case for FL-F 500mm f5.6	\$ 45.50	\$ 27.25	\$ 25.34
4-76331-01	Carrying Case for FD-F 300mm f2.8	\$ 181.25	\$ 108.75	\$ 101.14
C47-6361	Lens Case for FD 500mm f4.5L	\$ 198.00	\$ 118.75	\$ 110.44
4-76251-00	Carrying Case for FL 400mm	\$ 103.00	\$ 61.80	\$ 57.47
4-76252-00	Carrying Case for FL 600mm or 800mm	\$ 114.50	\$ 68.60	\$ 63.80
4-76254-00	Carrying Case for FL 1200mm	\$ 142.00	\$ 85.25	\$ 79.28
4-70651-00	Lens Case for EX 35mm f3.5	\$ 7.00	\$ 4.25	\$ 3.95
4-70661-00	Lens Case for EX 95mm f3.5	\$ 9.25	\$ 5.50	\$ 5.11
4-70701-00	Lens Case for EX 125mm f3.5	\$ 10.50	\$ 6.25	\$ 5.81
48-0113	Case for Servo EE Finder	\$ 9.75	\$ 5.75	\$ 5.35
48-0129	Case for Booster T Finder	\$ 9.75	\$ 5.75	\$ 5.35
48-0130	Case for Speed Finder	\$ 5.75	\$ 3.40	\$ 3.16

★ LIMITED INVENTORY; FIRST COME, FIRST SERVED.

CATEGORY 7: CANON FILTERS & CLOSE-UP LENSES

Filters	43mm		48mm		49mm		52mm		55mm		58mm		72mm	
	SUGGESTED DEALER LIST	SUGGESTED DEALER NET	SUGGESTED DEALER LIST	SUGGESTED DEALER NET	SUGGESTED DEALER LIST	SUGGESTED DEALER NET	SUGGESTED DEALER LIST	SUGGESTED DEALER NET	SUGGESTED DEALER LIST	SUGGESTED DEALER NET	SUGGESTED DEALER LIST	SUGGESTED DEALER NET	SUGGESTED DEALER LIST	SUGGESTED DEALER NET
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		7-7208	
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	4-34373-00													
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			\$12.75	\$7.60	\$12.75	\$7.60	\$13.75	\$8.20	\$14.75	\$8.85	\$16.00	\$9.50	\$28.75	\$17.20
Polarizer			7-4808		7-4908		7-5208		7-5508		7-5808		7-7208	
					\$16.00	\$9.60	\$16.00	\$9.60	\$16.75	\$9.95	\$22.75	\$13.55	\$39.75	\$23.80
FCB					7-4924		7-5224		7-5524		7-5824		7-7224	
FCD					7-4925		7-5225		7-5525		7-5825		7-7225	
Softmat Filter			\$25.50	\$15.30			\$29.00	\$17.40	\$29.00	\$17.40	\$31.00	\$18.60		
No. 1			4-34885-00				C43-5285		4-35585-00		4-35885-00			
No. 2			4-34886-00				C43-5286		4-35586-00		4-35886-00			
Close-up Lens			\$17.00	\$10.20					\$51.00	\$30.60	\$19.00	\$11.40		
450			5-43251-01						5-43571-01		5-43231-01			
240			5-43331-01						5-43561-00		5-43241-01			
			\$40.50	\$24.30							\$55.75	\$33.45		
C-8 450			5-43252-00								5-43233-00			
C-8 240			5-43332-00								5-43242-00			

CANON FILTER SERIES BIG SAVINGS PLANS



Plan A: Buy an assortment of any 10 master cartons (100 filters) from the above list.

25% OFF

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

20% OFF

Example: Ten 52mm UV filters Reg. \$41.50 Special Offer \$33.20

Note: Smaller filter orders may be included with accessory orders of \$300.00 or more, to qualify for additional 7% accessory discount.

MISCELLANEOUS

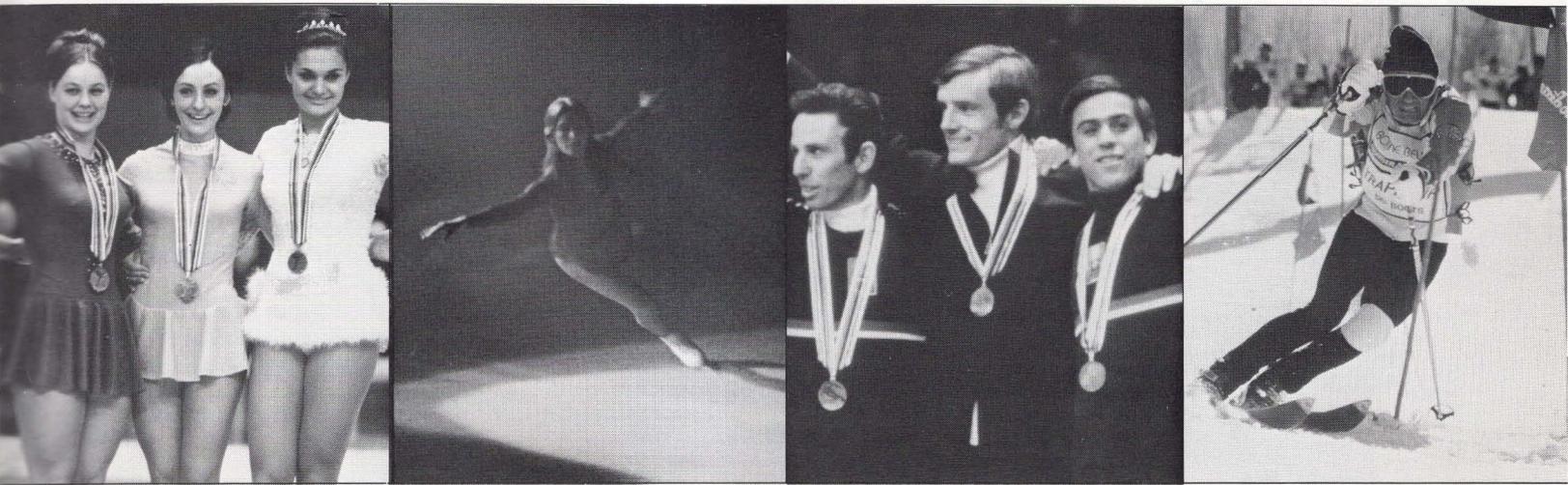
INSTRUCTION BOOKS

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET
M-1011	Instruction Book for F-1	\$ 3.00	\$ 2.00
M-1012	Instruction Book for EF	\$ 3.00	\$ 2.00
M-1013	Instruction Book for FTb	\$ 3.00	\$ 2.00
M-1014	Instruction Book for TX	\$ 3.00	\$ 2.00
M-1015	Instruction Book for AE-1	\$ 3.00	\$ 2.00
M-1016	Instruction Book for AT-1	\$ 3.00	\$ 2.00
M-1017	Instruction Book for A-1	\$ 3.00	\$ 2.00
M-1018	Instruction Book for AV-1	\$ 3.00	\$ 2.00
M-1021	Instruction Book for Canonet G III 17	\$ 1.50	\$ 1.00
M-1022	Instruction Book for Canonet 28	\$ 1.50	\$ 1.00
M-1023	Instruction Book for Datematic	\$ 1.50	\$ 1.00
M-1024	Instruction Book for A35F	\$ 1.50	\$ 1.00
M-1031	Instruction Book for 110ED	\$ 1.50	\$ 1.00
M-1032	Instruction Book for 110E	\$ 1.50	\$ 1.00
M-1033	Instruction Book for 110ED20	\$ 1.50	\$ 1.00
M-1041	Instruction Book for AZ 1014E	\$ 1.50	\$ 1.00
M-1042	Instruction Book for AZ814E	\$ 1.50	\$ 1.00
M-1043	Instruction Book for AZ512XL	\$ 1.50	\$ 1.00
M-1044	Instruction Book for 514XL	\$ 1.50	\$ 1.00
M-1045	Instruction Book for 310XL	\$ 1.50	\$ 1.00
M-1046	Instruction Book for 814XL	\$ 1.50	\$ 1.00
M-1047	Instruction Book for 514XL-S	\$ 1.50	\$ 1.00
M-1048	Instruction Book for 1014XL-S/814XL-S	\$ 1.50	\$ 1.00
M-1051	Instruction Book for Cine Projector S-400	\$ 1.50	\$ 1.00
M-1052	Instruction Book for PS1000	\$ 1.50	\$ 1.00
M-1061	Instruction Book for FD Lens	\$ 1.50	\$ 1.00
M-1062	Instruction Book for Macro Lens FD 50mm f3.5	\$ 1.50	\$ 1.00
M-1063	Instruction Book for TS 35mm f2.8	\$ 1.50	\$ 1.00
M-1064	Instruction Book for FD 35-70mm f2.8-3.5	\$ 1.50	\$ 1.00
M-1065	Instruction Book for FL-F 300mm f5.6/FL-F 500mm f5.6	\$ 1.50	\$ 1.00
M-1067	Instruction Book for FD400m f4.5	\$ 1.50	\$ 1.00
M-1068	Instruction Book for FD-F 300mm f2.8	\$ 1.50	\$ 1.00
M-1071	Instruction Book for Time Lapse Programmer	\$ 1.50	\$ 1.00

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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	PROMOTION NET PRICE
9-00505-N5	Introduction to Canon F-1 (F-1 Guide Book)	\$ 13.75	\$ 8.20	\$ 7.63
9-00600-N1	"How to select and use Canon SLR Cameras" by Carl Shipmen	\$ 7.95	\$ 6.30	\$ 5.86

CANON'S SPECIAL PROMOTION FOR 1980 OLYMPIC WINTER GAMES



THE OFFICIAL
35MM CAMERA OF
THE 1980 OLYMPIC
WINTER GAMES

Canon has been selected as Official 35mm Camera of the 1980 Olympic Winter Games.

The prestige of being selected as Official 35mm Camera of the 1980 Olympic Winter Games can go a long way towards reinforcing the Canon image as the best photographic equipment available today.

In order to help you take advantage of this honor, we have prepared a special promotion program which, we feel, will not only increase your sales but offer an added incentive to customers to patronize your store.



The above materials have been prepared to celebrate Canon's Olympic participation.

From September 1, 1979 to March 31, 1980, all Canon SLR cameras will be shipped with special Olympic lens caps (for FD 50mm f1.8 and FD 50mm f1.4 lenses), gold-toned

Olympic souvenir medallions and boxes featuring exciting Olympic winter action shots (boxes suitable for use as display materials).

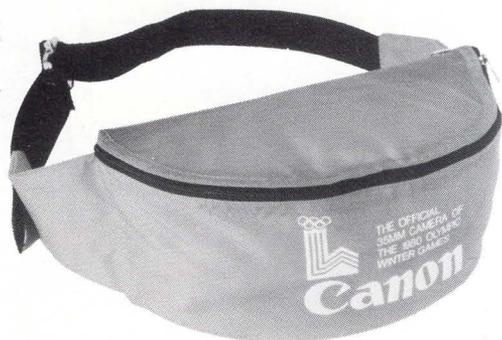
The Olympic F-1 camera is a limited-edition product, available through the same period. Order now!

SPECIAL PROMOTION FOR AV-1



THE OFFICIAL
35MM CAMERA OF
THE 1980 OLYMPIC
WINTER GAMES

AV-1 OLYMPIC PROMOTION PACKAGE



FREE GIFT FROM CANON

On orders for the AV-1 camera placed between July 26, 1979 and September 25, 1979, a Canon "Snapsack" will be shipped in the same quantity as AV-1's ordered. The "Snapsack" is a convenient waist bag ideal for carrying a small SLR outfit. It is exceptionally handsome in appearance.

The "Snapsack" is a \$20.00 retail value. But it's **YOURS FREE** through this promotion!

MAKE YOUR OWN SPECIAL OLYMPIC AV-1 PACKAGE!

Use the new Canon Olympic "Snapsack" waist pack. It's attractive, practical and a great memento.



WE'LL HELP MAKE YOUR AV-1 PACKAGE WORK!

During the period from the middle of August, 1979 to the end of the same month, Canon will be running a heavy print newspaper campaign for the AV-1 camera and related accessories in major markets all over the U.S.

This campaign will emphasize the great value of the AV-1 and the fact that it's the best way into the kind of *quality* Canon SLR photography stands for.

Ads will picture the AV-1 and "A" Series accessories plus assorted Canon lenses.

Take advantage of this powerful sales push to utilize your Co-op Allowance in local newspapers for a great AV-1 bonanza!

Contact your Canon representative for details.

POINT OF SALES MATERIAL

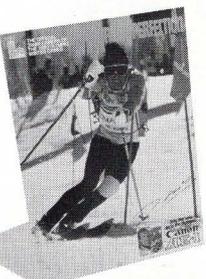
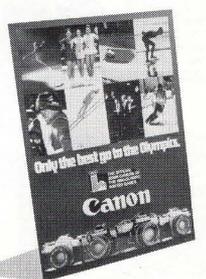
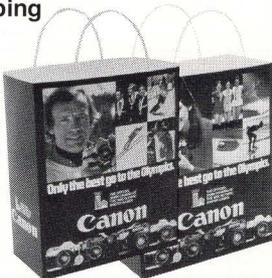


THE OFFICIAL
35MM CAMERA OF
THE 1980 OLYMPIC
WINTER GAMES

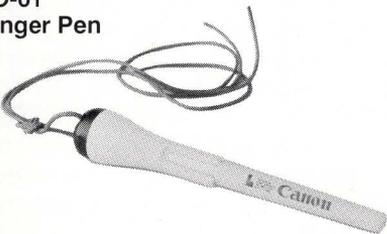
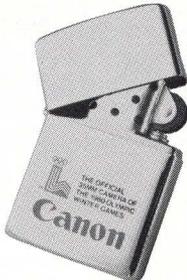
For an exciting visual tie-in with Canon's 1980 Olympic Winter Games participation, a host of colorful sales promotion materials are available. They'll brighten your store window

or selling area and create genuine customer enthusiasm.

Ask your Canon salesman.

<p>Poster (Killy)</p> 	<p>Poster (Fleming)</p> 	<p>Poster (SLR)</p> 	
<p>Counter Card (Killy)</p> 	<p>Counter Card (Fleming)</p> 	<p>Counter Card (SLR)</p> 	
<p>Olympic Window Sticker</p> 	<p>Olympic Stickers</p> 	<p>Seal</p> 	<p>Shopping Bag</p> 

The following Olympic SPP Materials are available through your Co-op Program.

<p>SPO-01 Swinger Pen</p>  <p>\$6.00 ea.</p>	<p>SPO-02 Key Holder</p>  <p>\$6.00 ea.</p>	<p>SPO-03 Cigarette Lighter</p>  <p>\$10.00 ea.</p>
<p>SPO-04 Ski Cap</p>  <p>\$6.00 ea.</p>	<p>SPO-05 Olympic Crest</p>  <p>\$50.00 (25 pcs.)</p>	

CANON'S CO-OP ADVERTISING PROGRAMS

Under the guidelines outlined in this program you, as a Canon Photographic Products Dealer, will find many highly beneficial ways to utilize the reimbursements available through Canon Co-op Ad Coupons.

We hope that this new, simplified Program with additional benefits will help to stimulate sales by making it easier than ever to utilize effective local advertising and sales promotion techniques.

I. GENERAL POLICY: Advertising

It is the policy of Canon U.S.A., Inc. (hereinafter called Canon) to issue to authorized Canon Photographic Products Dealers a Co-op Advertising Allowance in the form of a Co-op Ad Coupon amounting to 3% of one month's net purchase of current Canon photographic equipment—this does not apply to closeouts and specials.

Coupons will be sent on the 10th of the month following your merchandise shipment. These Coupons are your negotiable "currency" for all Canon Co-op benefits. Co-op

Ad Coupons will be sent only when net merchandise shipments for the month are \$250.00 or more.

When Co-op Ad Coupons are used for advertising, they are redeemable only in the form of credits for succeeding purchases from Canon, and these credits will only be issued by Canon. For details, see the following sections on "Procedures." Co-op Ad Coupons may not be redeemed for cash under any circumstances.

II. GENERAL POLICY: Special Programs

In general, your Co-op Ad Coupons can be used to "pay" for the following just as you would use regular "currency":

A. Sales Promotion Pieces (SPP)

B. Materials for Television Broadcast

C. Yellow Pages Dealer Listing

Co-op Ad Coupons may not be redeemed for cash.

III. GENERAL POLICY: Basic Regulations

A. Advertising must not be unfair or deceptive.

B. Co-op Ad Coupons must be used in accordance with expiration dates either for advertising or for the purchase of sales promotion materials from Canon.

C. All proofs of advertising must follow the guidelines outlined for each advertising medium as indicated in each type of Program.

D. Canon U.S.A., Inc. reserves the right to change or end these programs upon thirty (30) days' written notice.

E. In no case can Co-op Ad Coupons be redeemed for more than 100% of the invoice of any advertising or promotion.

F. National advertising is not part of the Co-op Ad Program.

IV. PROCEDURES (General)

A. Advertising

1. Co-op Ad Coupons are redeemable only by the dealer whose name appears on the Coupon—they are *not* transferable.

2. All Costs of advertising are paid by the dealer to the advertising medium directly.

3. All Co-op Ad Coupons expire six (6) months from the original date of issue.

4. Claims for reimbursement must be made within sixty (60) days after the date of the advertisement.

5. Evidence of advertising expenditure must include an affidavit from the medium used (see procedures under each medium listed in this Program) in addition to the Co-op Ad Coupon(s) and other proofs as given in each appropriate case (tearsheets for print, station invoices for broadcast, etc.). This proof should be sent to:

Canon U.S.A., Inc.

c/o Advertising Checking Bureau

P.O. Box 8125

Columbus, Ohio 43201

6. Upon clearance from the ACB, Canon will reimburse

advertising expenses via an appropriate credit in your monthly purchase statement as soon as possible.

7. Should your Co-op Ad Coupon value exceed the cost of the advertising you will receive a Co-op Ad Change Coupon in the amount of the excess. This Co-op Ad Change Coupon must be used at its full value. Further Co-op Ad Change Coupons will not be issued on the submission of existing Co-op Ad Change Coupons.

8. No Co-op Ad Coupon will be issued for less than the amount of \$1.00. All Co-op Ad Coupon values will be rounded off to the nearest whole dollar.

9. Any and all advertising must meet Canon guidelines as to contents. Guidelines will be outlined later on in this Program.

10. If Co-op Ad Coupons are not used as specified (or not used at all) their value *cannot* be deducted or credited to your purchases under any circumstances.

11. No Co-op Ad Coupons are ever redeemable for cash.

12. Claims not sufficiently covered by Co-op Ad Coupons will be credited only up to the amount of the Coupons submitted.

B. Programs Covered (See Individual Program Listings)

- 1. Newspaper
- 2. Radio
- 3. TV
- 4. Yellow Pages
- 5. Sales Promotion Pieces (SPP)
- 6. Miscellaneous

C. Special Programs

- 1. Co-op Ad Coupons may be sent to Canon as "cash" in

payment for the following items. Up to 100% of their cost can be paid for in this manner.

- a. Sales Promotion Pieces (SPP)
- b. Materials for Television Broadcast (see TV Program for details)
- c. Yellow Pages Dealer Listing (NOTE: This cost is covered by an automatic deduction from your *next* Co-op Ad Coupon.)

- 2. The same limitations which apply to Co-op Ad Coupons expiration dates, etc.) are applicable here.

SUMMARY

Detailed information on making reimbursement claims with your Co-op Ad Coupons is contained under the heading of each individual situation—each of which has

an individual section in this brochure. Good luck and good sales!

Here's how to use your Ad Coupon:

1756

Canon 1979 CANON CO-OP ADVERTISING PROGRAM
CANON U.S.A., INC.

NO.
DATE

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 terms and conditions described on reverse side.

- Insert this entire sheet in Canon's Sales Promotion Material Binder (Gold Binder).
- Detach bottom part and return it with your claim(s) to:

AMOUNT
EXPIRATION DATE

CANON U.S.A., INC., c/o Advertising Checking Bureau
P.O. Box 8125, Columbus, Ohio 43201

- To expedite processing, attach proof of advertising and retailer's invoice or publisher's invoice, otherwise your claim(s) will be returned to you.
- Coupon(s) will expire six months from original date of issue.
- 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.
- DEDUCTION FROM MERCHANDISING INVOICE IS SPECIFICALLY PROHIBITED.**

Detach and send this portion with your claim(s).

Canon



1979 AD CERTIFICATE

CANON PHOTO DIVISION

NO.

ISSUE DATE:

EXPIRATION DATE OF THIS COUPON

CO-OP ALLOWANCE OF THIS COUPON

DEALER NO.

FOR CREDIT SUBMIT PROOF OF ADVERTISING WITH AD COUPON(S). FOR ADDITIONAL PROGRAM DETAILS, SEE REVERSE SIDE:

SEND ALL CLAIMS TO:

CANON U.S.A., INC.

c/o Advertising Checking Bureau
P.O. Box 8125, Columbus, Ohio 43201

PURCHASE AMOUNT LAST MONTH

Use the *bottom half* of this sheet (detached) for your Co-op Ad/Sales Promotion Programs, where applicable. (Check individual Programs for details.)

CANON'S CO-OP NEWSPAPER PROGRAM

NEWSPAPERS: Regulations

- I. To qualify for Co-op Ad Coupon credit, local advertising must be devoted exclusively to new Canon photographic equipment and not used equipment. Copy and illustrations for local newspaper ads are provided by Canon for this purpose. Any other ads should conform to the following guidelines:
 - A. Product must be identified by its full name as shown on the product's nameplate or package.
 - B. Newspaper ads shall not devote less than 4 column inches (56 lines) to Canon photographic products.
 - C. Ads must contain one or more Canon Photo Product illustrations and at least 5 lines of descriptive information.
 - D. Dealer shall be responsible for prices shown and illustrated accessories must be included in price or separately itemized so that ad will not be misleading to consumer or violate Consumer Protection Act.
- E. Ads must include the Canon Corporate logotype at least once in clear legible type (these are available from Canon).
- II. To be eligible for Co-op Ad Coupon redemption, newspapers must be "approved." This condition is met when the newspapers meet the following criteria:
 - A. They must have a printed rate schedule.
 - B. They must have a statement of circulation that can be verified by independent audit and review.
 - C. They must qualify for first class postage rates.
 - D. They must be in the dealer's local trading area only.

NEWSPAPERS: Reimbursement

To submit your claim for Co-op Ad Coupon reimbursement for newspaper advertising (remember that space only, *not* production costs may be claimed) here's all you have to do:

- A. Have the publication invoice your company (you pay directly for all expenditures). Make sure it gives the newspaper's name, the date the ad ran, its size and its actual cost at lowest net rate.
- B. Obtain a full-page tearsheet of the ad which corresponds exactly to the invoice you're submitting.
- C. Payment will be given only up to the amount of the

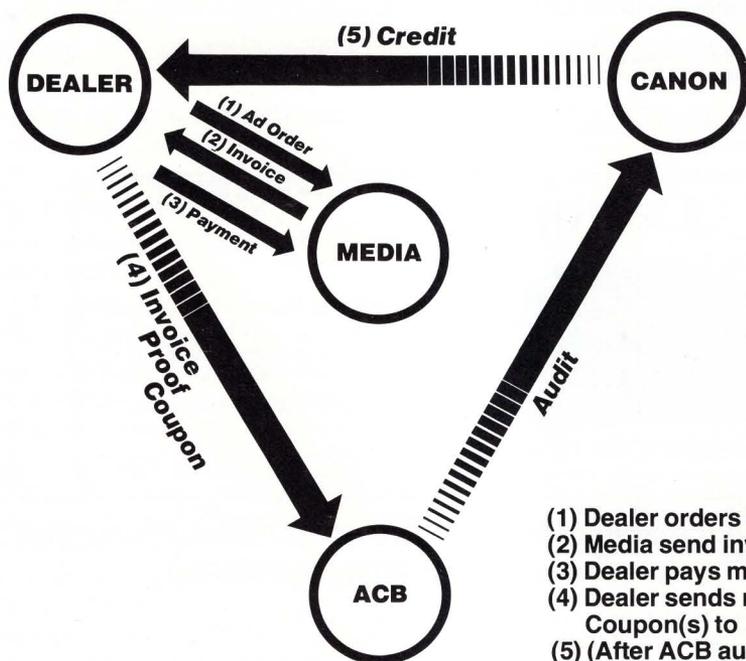
Co-op Ad Coupons submitted.

- D. Include your Co-op Ad Coupon(s). Always use the earliest dated Coupons first, to avoid having any expire.
- E. Send all information to:

Canon U.S.A., Inc.
c/o Advertising Checking Bureau
P.O. Box 8125
Columbus, Ohio 43201

You will then receive reimbursement in the form of a credit on your statement as soon as possible.

Here's how to use your Ad Coupon:



- (1) Dealer orders advertising from media selected.
- (2) Media send invoice to dealer.
- (3) Dealer pays media directly.
- (4) Dealer sends media invoice, proof of advertising and Co-op Ad Coupon(s) to ACB.
- (5) (After ACB audit) Canon credits dealer in later statement.

CANON'S CO-OP RADIO PROGRAM

RADIO: Regulations

I. Canon Materials

A. Canon has prepared radio scripts in two lengths for every photographic product we make. They are available as follows:

1. 30 sec. script (including 20 sec. for Canon and 10 sec. for your message—which should conform to the guidelines in this Program).
2. 60 sec. script (including 45 sec. for Canon and 15 sec. for your message).
3. Since the Co-op Ad Coupon Program covers time only, you will have to assume all the production expense for scripts, etc. not supplied by Canon.

II. Dealer Materials (optional)

A. Radio commercials must be devoted entirely to Canon Photographic Products to qualify for Co-op advertising payments.

B. Radio scripts other than those available from Canon may *not* be used without prior permission in writing and approval of Canon U.S.A., Inc.'s Regional Sales Managers.

C. In the case of dealer-prepared scripts, materials submitted must conform to the following guidelines:

1. 30 sec. script must mention Canon a minimum of four (4) times; a minimum of 20 sec. must be devoted exclusively to Canon without promotion of the dealership. NO non-Canon products may be mentioned.
2. 60 sec. script must mention Canon a minimum of six (6) times; a minimum of 45 sec. must be devoted

exclusively to Canon without promotion of the dealership. NO non-Canon products may be mentioned.

3. Names of products mentioned must conform to names as they appear on product nameplate or package.

4. Scripts composed by dealers (or their agencies) must be broadcast exactly as approved; ACB must receive scripts exactly as broadcast.

III. Reimbursement

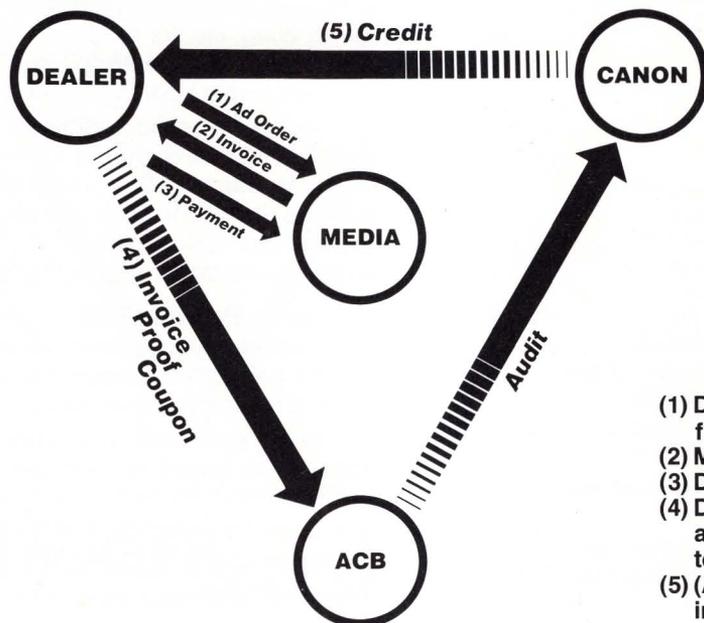
A. Claims for reimbursement for radio advertising should be sent to:

Canon U.S.A., Inc.
c/o Advertising Checking Bureau
P.O. Box 8125
Columbus, Ohio 43201

B. Claims for reimbursement for radio advertising must include the following:

1. A certification of the broadcast announcement used (or affidavit of performance) plus the station invoice.
2. No charges for broadcast time may exceed the Standard Rate and Data Service rates. Special broadcasts must qualify for regular broadcast rates.
3. Your Co-op Ad Coupons will cover the cost of the advertising *time*—remember that production costs are not covered!
4. Credits will be given only up to the actual value of the Co-op Ad Coupon(s) submitted.

Here's how to use your Ad Coupon:



- (1) Dealer orders advertising from media selected.
- (2) Media send invoice to dealer.
- (3) Dealer pays media directly.
- (4) Dealer sends media invoice, proof of advertising and Co-op Ad Coupon(s) to ACB.
- (5) (After ACB audit) Canon credits dealer in later statement.

CANON'S CO-OP TELEVISION PROGRAM

TELEVISION: Materials Available

Canon has TV commercial materials available for your easy participation in this type of advertising. Materials are available as outlined in the Programs below.

TELEVISION: Program Options

I. Program A

- A. These commercial films are available directly from Canon for \$30.00 apiece: (You must insert your own 5 second tag line) See storyboards on page 46.
- 25 sec. Ben Crenshaw w/Power Winder (AE-1)
 - 25 sec. John Newcombe w/Flash (AE-1)
 - 25 sec. Peggy Fleming (AE-1)
 - 25 sec. Peggy Fleming (Olympics)
 - 25 sec. Jean-Claude Killy (Olympics)
- B. These commercials are identical to those shown on national television. Dealers must purchase their own TV advertising time and make payment directly to TV station.
- C. Commercial film for this Program may be "bought" directly from Canon using Co-op Ad Coupons.
- D. Claims for reimbursement for television advertising must include the following:
- A certification of the broadcast of the exact films used (or affidavit of performance) plus the station invoice.
 - No charges for broadcast time may exceed the Standard Rate and Data Service rates. Special broadcasts must qualify for regular broadcast rates.
 - Send your Co-op Ad Coupon(s) to cover the cost of the advertising time (no production costs are covered). Credits will be given only to the actual amount of the value of the Co-op Ad Coupon(s) submitted.
- E. Any other materials than those available from Canon may not be used in this Program without the express approval and permission in writing of Canon U.S.A., Inc.'s Regional Sales Managers.
- F. Claims (with appropriate documents, Coupons, etc.) for TV reimbursement should be sent to:
- Canon U.S.A., Inc.
c/o Advertising Checking Bureau
P.O. Box 8125
Columbus, Ohio 43201
- G. You will receive your reimbursement in the form of a credit on your statement from Canon.

II. Program B (Through Grey Advertising, Inc.)

- A. The options outlined in Program B for TV advertising are available through Grey Advertising, Inc. In this case, payment for the special services listed and TV time is made by dealer directly to Grey Advertising, Inc., 777 Third Avenue, New York, New York 10017. (It is covered by Canon Co-op Ad Coupon Program.)
- B. All TV *time* in this Program must be purchased through Grey Advertising, Inc. at published rates as per Grey Advertising, Inc. invoice.

- C. To participate in this Program you must first determine your budget and then send Co-op Ad Coupons to cover your budget to Canon directly in advance of ordering TV Program from Grey Advertising, Inc. This "guarantees" your expenditures for TV. The following options are available in Program B:
- Option #1
 - You use basic 25 sec. commercial listed in Program A.
 - You get free 5 sec. dealer tag at end of each commercial.
 - You pay no production costs for your tag line.
 - Option #2
 - You use a 20 sec. version of commercials of:
 - Ben Crenshaw or, 2. John Newcombe.
 - You get a 5 sec. store name listing (sound & visual) at the beginning and a 5 sec. (sound & visual) tag at the end.
 - You pay Grey Advertising, Inc. \$150 in production cost which will be covered by the Co-op Program.
 - Option #3
Further personalization utilizing you or your store personnel or store is available. Cost for the production is subject to direct negotiations with Grey Advertising, Inc.
- D. Reimbursements for Program B will be made on receipt of the following (you will receive an invoice directly from Grey Advertising, Inc. for media and production which should then be paid directly to Grey Advertising, Inc., 777 Third Ave., New York, New York 10017):
- Production invoice, and media invoice.
 - For Program B ONLY, all materials for reimbursement should be sent to Canon U.S.A., Inc., Attn: Advertising and Sales Promotion Dept., 10 Nevada Drive, Lake Success, New York 11040.
 - Canon will credit you under Program B *within* 30 days.

III. Program C (Dealer Production)

- A. All costs for independently-produced Dealer TV commercials are to be paid by the Dealer. Co-op Coupons may be used for air time purchases only.
- B. Claims for reimbursement under this program are to be made according to the guidelines outlined under Program A, section 4.
- C. No Dealer-prepared TV materials may be used without the prior approval in writing of Canon U.S.A., Inc.'s Regional Sales Managers.

D. Content Guidelines for Dealer-Produced TV Commercials

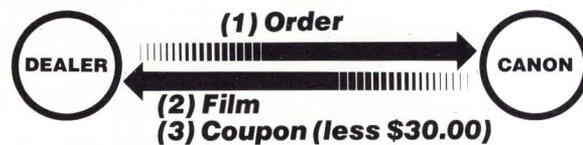
1. Television commercials must be devoted entirely to Canon Photographic Products to qualify for Co-op advertising credit. No other brands of products of any type may be shown. Canon photographic equipment may not be shown with lenses or accessories of any other brand. Optional accessories must be specified as such. Names of products must conform to names as they appear on product nameplate or package.
2. No unfair or deceptive information should be given. No references to competitive brands of equipment should be used.
3. For a 30-second commercial, the following guidelines should be followed:
 - a. The name Canon must be mentioned at least 6 times.

- b. The Canon corporate or product logo should be visible on screen for at least 3 seconds.
- c. Close-ups of products should be at least 25% of the TV picture frame, for at least 8 seconds.
4. For 30-second commercials, a minimum of 20 seconds must be devoted exclusively to Canon without promotion of the dealership.
5. Commercials prepared by Dealers (or their agencies) must be broadcast exactly as approved by Canon; ACB must receive commercials exactly as broadcast.

We've made it easy for you to boost your sales by being in the Yellow Pages. Our Basic Program consists of your listing appearing beneath our Canon trademark ad. And if you wish to place an eye-catching large-space ad along with it, read about our Display Ad Program.

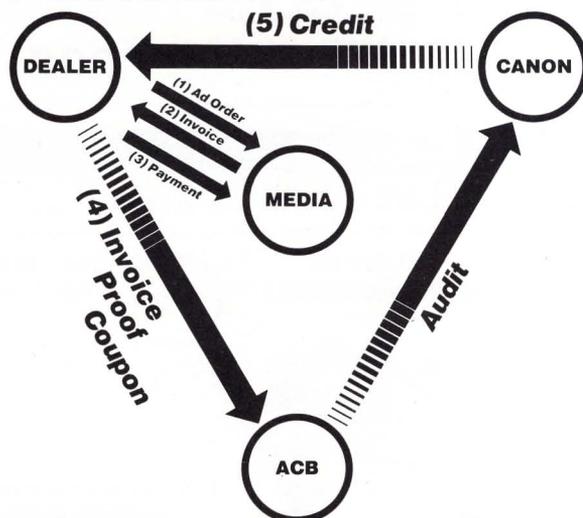
Here's how to use your Ad Coupon:

TV PROGRAM A
(Commercial Film)
Cost: \$30.00



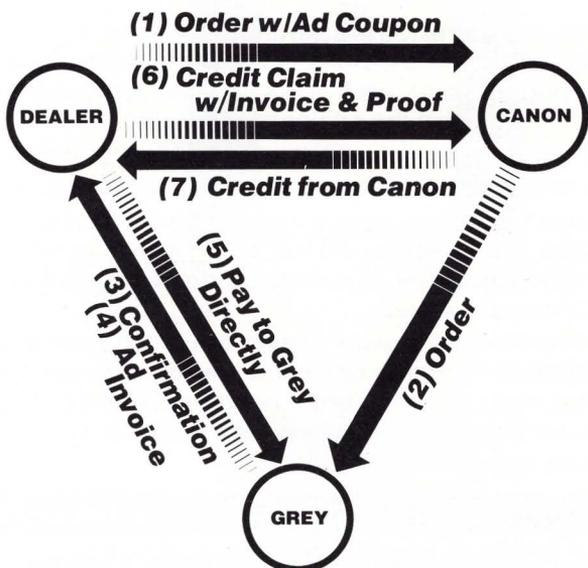
- (1) Dealer orders commercial film directly from Canon.
- (2) Canon sends film to dealer.
- (3) Canon deducts cost of film (\$30.00) from future Ad Coupon(s).

TV PROGRAM A (Media)



- (1) Dealer orders advertising from media selected.
- (2) Media send invoice to dealer.
- (3) Dealer pays media directly.
- (4) Dealer sends media invoice, proof of advertising and Co-op Ad Coupon(s)
- (5) (After ACB audit) Canon credits dealer in later statement.

TV PROGRAM B
(Through Grey Advertising, Inc.)



- (1) Dealer sends order w/Ad Coupon(s) to Canon.
- (2) Canon sends confirmed order to Grey.
- (3) Grey sends confirmation.
- (4) After commercial runs, Grey sends invoice.
- (5) Dealer pays Grey directly for media and production.
- (6) Dealer sends credit claim with invoice and proof to Canon.
- (7) Canon credits dealer in later statement.

CANON'S CO-OP YELLOW PAGES PROGRAM

YELLOW PAGES: Basic Program

1. If you are interested in participating in the Yellow Pages Program, complete the enclosed, prepaid reply card and mail it as soon as possible.
2. Canon will place the trademark ad pictured below in the Yellow Pages of the next issue of your directory, with your dealership's name, address and telephone number appearing beneath it.
3. The cost of your listing will be automatically deducted from your Co-op monthly Ad Coupon following publication of the Yellow Pages. In other words, the cost of the ad will be deducted from the Co-op Ad Coupon before it is issued to you. Should the value of your Co-op Ad Coupon exceed the cost of the listing, the balance will be made up in a future Co-op Coupon allowance. Should the cost of the listing exceed the value of your Co-op Ad Coupon(s), the balance will be billed to you.

Note that the sooner we hear from you, the greater our chances of being able to make the deadline of the next issue of your directory.

Trade Mark (TM)
(1 inch x 1 column)

CANON CAMERAS

So advanced,
it's simple.

Canon

The Best in 35mm SLR's, Lenses and
Accessories; Rangefinders; 110;
Super 8 Sound, Silent & Projector

WHERE TO BUY THEM

AUTHORIZED DEALERS

DEALER NAME & ADDRESS Tel. No.
DEALER NAME & ADDRESS Tel. No.
DEALER NAME & ADDRESS Tel. No.
DEALER NAME & ADDRESS Tel. No.
DEALER NAME & ADDRESS Tel. No.
DEALER NAME & ADDRESS Tel. No.
DEALER NAME & ADDRESS Tel. No.
DEALER NAME & ADDRESS Tel. No.

YELLOW PAGES: Display Ad Program

1. If you are interested in inserting a display ad in your local Yellow Pages to supplement the Basic Program we are offering, indicate this by checking the appropriate box when you return the enclosed reply card.
2. We shall provide you with reproducible material in the various sizes shown below and on the following page.
3. Select the ad you want to run and give it to your local Yellow Pages representative, along with your own advertising message, store name and/or logo, address and telephone number.
4. To receive credit, simply follow the procedures already established for your co-op advertising program. Provided that regulations and procedures are observed, you will obtain up to 100% credit for the cost of the Yellow Pages display ad.

Display Ad (DQC)

(double quarter column)



Canon
CANON CAMERAS

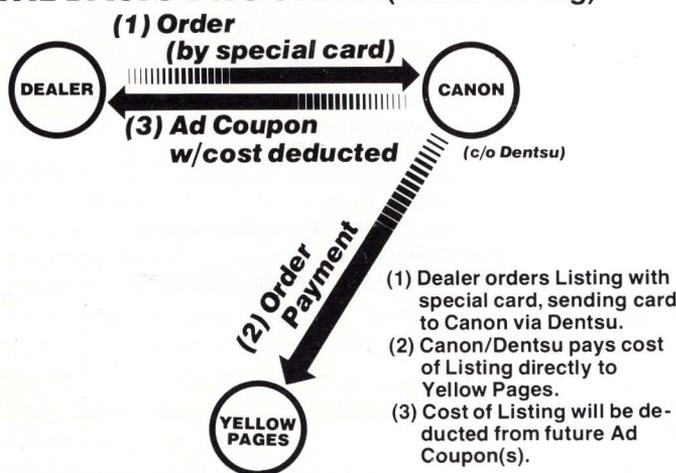
- Precision and versatility
- Ease of use
- Outstanding value

**SEE US FIRST FOR CANON.
YOU'LL BE GLAD YOU DID!**

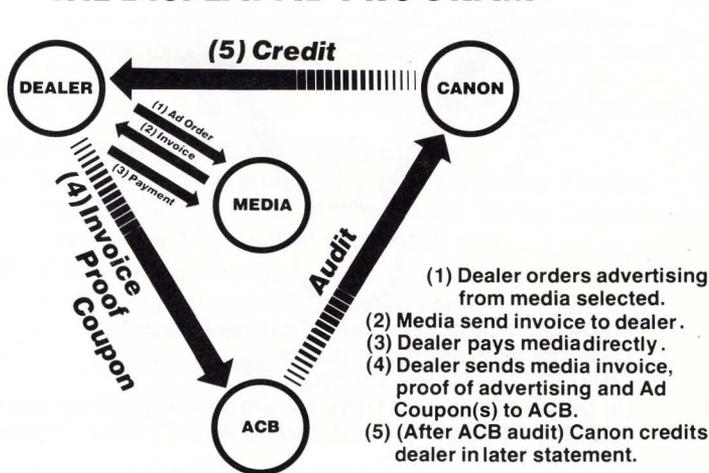
DEALER NAME & ADDRESS. 000-0000

Here's how to use your Ad Coupon:

THE BASIC PROGRAM (Dealer Listing)



THE DISPLAY AD PROGRAM



CANON'S CO-OP SALES PROMOTIONAL PIECES PROGRAM

SALES PROMOTION PIECES (SPP): Regulations

- A. SPP are available directly from Canon U.S.A., Inc., 10 Nevada Drive, Lake Success, N.Y. 11040.
- B. Use your Canon Co-op Ad Coupons to cover the cost of your SPP order.
- C. Co-op Ad Change Coupons will be issued should the amount of the SPP order be less than the face value of the Ad Coupon(s) you submit as payment.
- D. Normal time for delivery is six to eight weeks after receipt of your order with proper payment.

Code No. SPP 03
Canon Parker Ball-point Pen



Traditional Parker quality in a brushed chrome finish and imprinted with Canon logo in red. Individually packaged.
Size: 5¼"(L) Qty. 1 pkg (10 pcs) **Price: \$50.00**

Code No. SPP 04
Canon Zippo Cigarette Lighter

Windproofed lighter with a replica Canon F-1 on brushed chrome.
Guaranteed by Zippo.
Size: 2¼"(H)x1½"(W)x½"(D)
Qty. 1 pkg (12 pcs)
Price: \$54.00



Code No. SPP 06
Canon Customized Zippo Cigarette Lighter with Dealer Imprint
Double the effectiveness of your sales promotion piece by imprinting it with your store name. Minimum order of 50 is required. Please allow 6 weeks for delivery. Shipped from the manufacturer. Price \$275.00 per 50 pcs (over 50 add unit price \$5.50 per piece)

Code No. SPP 05
Canon Zippo Key Holder



This clever design contains two detachable key rings. In design and finish, it matches SPP 04. Packaged individually and guaranteed by Zippo.
Size: 1¼"(Dia.) Qty. 1 pkg (12 pcs) **Price: \$36.00**

Code No. SPP 07
Canon Customized Zippo Key Holder with Dealer Imprint
With this sales promotion piece, your customer will see your name every time he uses his keys. Minimum order of 50 is required. Please allow 6 weeks for delivery. Shipped from the manufacturer. Price: \$200.00 per 50 pcs (over 50 add unit price \$4.00 per piece)

Code No. SPP 09
Canon T-Shirt



A comfortable, colorful T-shirt for your customers with the Canon message "Faster, Sharper, Surer" that tells everyone that the wearer knows he has the best equipment anywhere.
Sizes: S, M, L, XL. Minimum order 12 pcs. **Unit Price: \$4.00**

Code No. SPP 10
Canon Crest



This high-quality fabric crest is a colorful way to get the Canon name across anywhere—clothing, hats—even camera bags.
Size: 1½"x4" Qty. 1 pkg (25 pcs) **Price: \$25.00**

Code No. SPP 11
Canon Eagle Crest



This is a fancier Canon crest in Canon red and white, with the Canon Eagle flying proudly over Canon's founding date. Its decorative design makes it right for more formal applications such as blazer pockets.
Size: 3¼"(H)x3"(W) Qty. 1 pkg (25 pcs) **Price: \$50.00**

Code No. SPP 12
Canon AE-1 Belt Buckle



Smaller than SPP 08, this buckle is cast metal and ideal for smaller belts or ladies.

Size: 3 1/8" x 2" Minimum order 10 pcs. **Unit Price: \$3.50**

Code No. SPP 13
Canon Baseball Cap



Great for golf, baseball, fishing—any kind of outdoor activity that calls for a light weight cap for excellent protection from the sun.

Size: One size fits all. Qty. 1 pkg (12 pcs) **Price: \$48.00**

Code No. SPP 14
Golf Umbrella



Your customer will find this item handy rain or shine, on or off the golf course. With its bright red and white color motif and natural wood accents, it's an umbrella that looks as good as it works.

Individually packaged. **Unit Price: \$13.00**

Code No. SPP 15
Canon
Windbreaker



Just right for casual cool weather. This water-resistant nylon windbreaker, with its handsome cut and color combination of red and white, is light but warm. It's an item your customer will take along almost everywhere. Individually packaged. Size: S, M, L, XL.

Unit Price: \$15.00

Code No. SPP 16
Canon Camera
Neck Strap



This heavy duty strap in bright red cotton will keep your customer's camera within an arms reach. It's an accessory that's a must for every camera owner. 12 pcs per package **Price: \$60.00**

Code No. SPP 17
Canon Film Pouch (red) 12 pcs/pkg
Price: \$24.00

Code No. SPP 18
Canon Film Pouch
(black) 12 pcs/pkg
Price: \$24.00



These heavy-duty vinyl film pouches each hold four rolls of 35mm film and slip on a belt or gadget bag strap for truly convenient film carrying.

Code No. SPP 19
Canon Shoulder Bag
Price: \$12.00



Made from sturdy canvas, this shoulder bag is ideal for cameras and accessories as well as small items, thanks to its highly compartmentalized construction. It's a great bag with almost limitless versatility.

Here's how to use your Ad Coupon:



(1) Dealer sends SPP order with appropriate Ad Coupon(s) to Canon.

(2) Canon ships SPP order to dealer.

MISCELLANEOUS ADVERTISING & SALES PROMOTION

MISCELLANEOUS ADVERTISING/ SALES PROMOTION EXPENSES: Regulations

For billboards, catalogs, special production costs, etc., special prior approval from Canon should be obtained in writing from Canon's Manager of Advertising and Sales Promotion through your Canon Photographic Products Division's Regional Manager.

Canon U.S.A., Inc., reserves the right to change or end these programs upon thirty (30) days' written notice.

MEMO

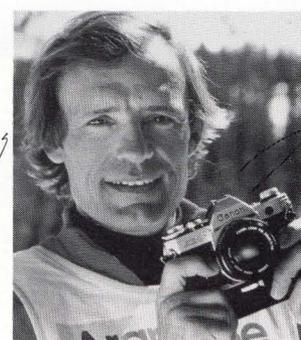
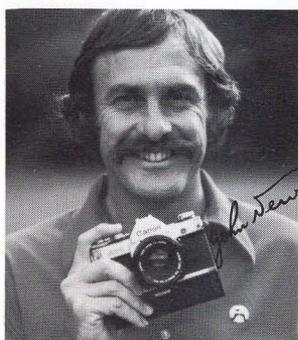
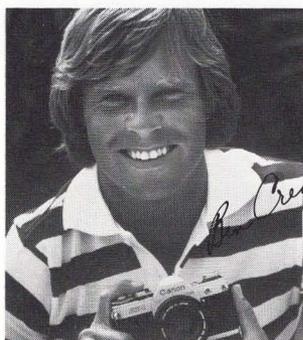
CANON'S ADVERTISING SUPPORT:

BIG NEWS... Canon TV Exposure Is Bigger And Better Than Ever!

Olympic fever is spreading. This year, Canon will be right on top of all the pre-Olympic excitement with our own Olympic Winners, Peggy Fleming and Jean-Claude Killy. Each bringing their gold-medal style—and message from Canon—into millions of households. Making more than 660 million household impressions between July and December, 1979!

And what is their Canon message? Nothing more than this: Canon is the best equipment money can buy. Committed to being best and proving this commitment through our support as Official 35mm Camera of the 1980 Olympic Winter Games.

Take the perennial appeal of Peggy Fleming. The charm and spirit of Jean-Claude Killy. Add the exciting Canon AE-1. It's a potent mixture, to be sure!



Second Half 1979 Canon TV Advertising Schedule

PROGRAMMING													
NETWORK TV	ABC	<ul style="list-style-type: none"> • Good Morning America (Every Other Day) • Wide World of Sports 7/29 • Major League Baseball 7/13, 9/9, 9/23 • World Cup Track and Field 8/24, 8/25, 8/26 • 1979 World Series 10/9, 10/10, 10/12, 10/13, 10/14, 10/16, 10/17 • PGA Golf Championship 8/4, 8/5 • NFL Monday Night Football 9/3, 9/6, 10/15, 10/22, 10/25, 10/29, 11/5, 11/12, 11/19, 11/26, 11/29, 12/3, 12/10, 12/17 • Perry Como Christmas Special 12/15 											
	NBC	<ul style="list-style-type: none"> • Wimbledon Tennis 6/30, 7/1, 7/7 (4 Anncts.) 											
LOCAL MARKET SPOT TV	14 MARKETS TO RECEIVE BETWEEN 70 and 110 ANNOUNCEMENTS EACH!! Each market will receive between 6 and 9 announcements per week in local news shows, movies, talk shows and specials such as Bob Hope, The Gathering, John Davidson, The Homecoming, etc. Canon television advertising will make more than 660 million household impressions between July and December, 1979, alone.												
	<p>New York, Los Angeles, Chicago, Atlanta</p> <table border="0"> <tr> <td>Philadelphia</td> <td>Boston</td> <td>Denver</td> </tr> <tr> <td>San Francisco</td> <td>Detroit</td> <td>New Orleans</td> </tr> <tr> <td>Washington</td> <td>Cleveland</td> <td></td> </tr> <tr> <td>Pittsburgh</td> <td>Dallas</td> <td></td> </tr> </table>		Philadelphia	Boston	Denver	San Francisco	Detroit	New Orleans	Washington	Cleveland		Pittsburgh	Dallas
Philadelphia	Boston	Denver											
San Francisco	Detroit	New Orleans											
Washington	Cleveland												
Pittsburgh	Dallas												
TEAM SPORTS SPONSORSHIPS	Canon is the Official Camera of these great teams and also of Madison Square Garden, Los Angeles Forum and many other prestigious sporting events.												
	• New York Yankees												
	• New York Knicks												
	• New York Rangers												
	• Los Angeles Lakers												
	• Los Angeles Kings												
	• Chicago Blackhawks												
• Atlanta Hawks													
• Atlanta Flames													
• Atlanta Braves													



CANON'S ADVERTISING SUPPORT:

Print campaigns that teach ..and SELL!

Canon's Number One. And new print advertising campaigns are designed for just one thing... to keep us there!

John Newcombe, Ben Crenshaw and Bob Sharpe will be back, because they're SATISFIED Canon users. They'll be telling readers everywhere that Canon isn't just the best choice but a great way into the world of creative photography as well.

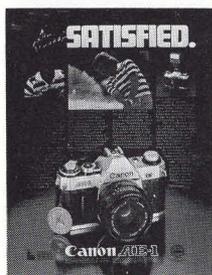
Now, we've added two outstanding new spokespersons: Olympic Gold Medalists Peggy Fleming and

Jean-Claude Killy. Our Olympic campaigns featuring Ms. Fleming and Mr. Killy will tell a strong story about Canon's commitment to being best, both in AE-1-oriented full-page ads and full-line SLR ads appearing in leading consumer publications everywhere.

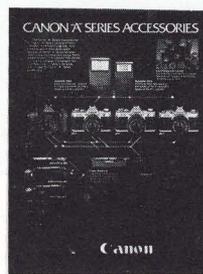
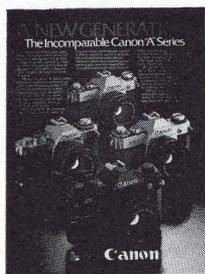
Hobbyist, professional and trade ads will continue to give solid information to those who understand it best... and can appreciate the Canon difference!



1 pg Consumer Ads. for LIFE/LOOK magazines



1 pg AE-1 Consumer Ads.



4 pg "A" series Hobbyist Ad.

2/3 pg G11-17 Consumer Ads.



2 pg Trade Ad.



2 pg Winter Olympics Full Line Ad.

PRINT



Second Half 1979 Canon Print Media Schedule

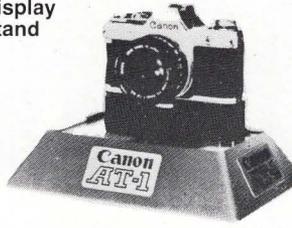
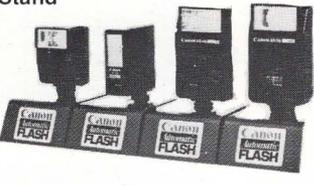
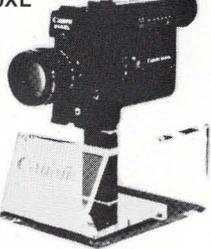
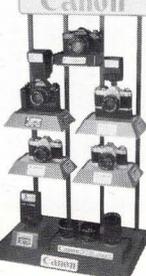
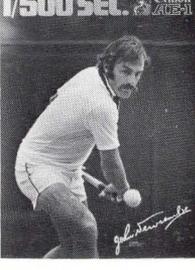
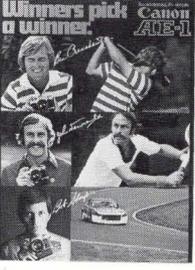
		CURRENT CAMPAIGN				WINTER OLYMPICS CAMPAIGN																			
M A G A Z I N E S	MONTH	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER			
	WEEK	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
	LIFE		●				●				●				●				●				●		
LOOK		●				●				●				●				●				●			
NATIONAL GEOGRAPHIC														●								●			
SCIENTIFIC AMERICAN																		●				●			
SMITHSONIAN										●												●			
NATURAL HISTORY						●																●			
TIME												●		●				●				●			
NEWSWEEK											●			●				●				●			
PLAYBOY																		●				●			
SPORTS ILLUSTRATED							●	●		●				●								●			
PSYCHOLOGY TODAY						●												●				●			
ROAD & TRACK		●												●				●				●			
TENNIS		●				●				●												●			
SKIING														●				●				●			
GOLF DIGEST						●								●				●							
ESQUIRE														●								●			
U.S. NEWS & WORLD REPORT																●						●			
NEW YORKER											●					●									●
PEOPLE											●				●				●	●			●		
SUNSET																		●				●			
TRAVEL & LEISURE						●				●				●											
SOUTHERN LIVING										●												●			
LADIES' HOME JOURNAL		●																●				●			
M O B I L I T Y	POPULAR PHOTOGRAPHY	●				●				●				●				●				●			
MODERN PHOTOGRAPHY	●				●				●				●				●				●				
PETERSON'S PHOTO	●				●				●				●				●				●				
CAMERA 35	●								●				●				●				●				
AMERICAN PHOTOGRAPHER					●				●				●				●				●				
LENS	●								●				●				●				●				
PLUS ADDITIONAL MAGAZINES				●				●				●				●				●				●	

CANON DISPLAY MATERIALS

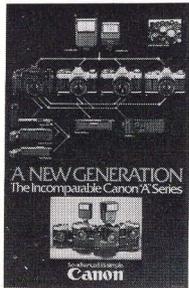
We've prepared these display materials to create strong "in store" selling power for the Canon equipment you display. They're elegant in design and construction and form an excellent complement

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.

<p>Canon SLR Camera Display Stand</p> 	<p>Canon A-1 Display Stand</p> 	<p>Canon AE-1 Display Stand</p> 	<p>Canon AT-1 Display Stand</p> 
<p>Canon AV-1 Display Stand</p> 	<p>Canon "A" Series Display Case</p> 	<p>Display Stand for Three FD Lenses</p> 	<p>Display Stand for Fd Lens (Unit)</p> 
<p>Canon Auto Flash Individual Display Stand</p> 	<p>Canon 514XL-S/312XL-S Display Stand</p> 	<p>Canon 514XL/310XL Display Stand</p> 	<p>Canon Filter Display Stand</p> 
<p>Canon AE-1 Illuminated Revolving Display Stand</p> 	<p>Revolving Literature Rack</p> 	<p>Window Display Stand</p> 	<p>Poster (Ben Crenshaw)</p> 
<p>Poster (John Newcombe)</p> 	<p>Poster (Bob Sharp)</p> 	<p>Poster (Newcombe, Crenshaw, Sharp)</p> 	<p>Poster (A Symbol Is A Promise)</p> 

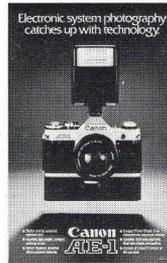
Poster
(A New Generation)



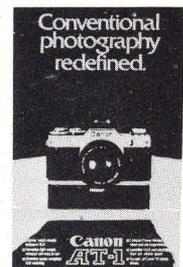
Canon A-1 Product Poster



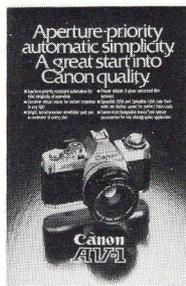
Canon AE-1 Product Poster



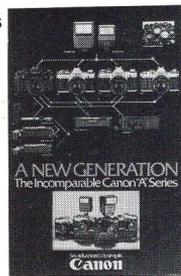
Canon AT-1 Product Poster



Canon AV-1 Product Poster



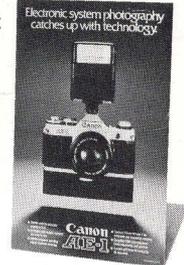
Canon "A" Series Product Poster



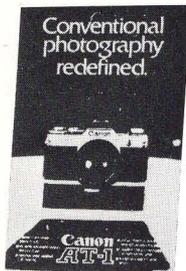
Canon A-1 Product Counter Stand



Canon AE-1 Product Counter Stand



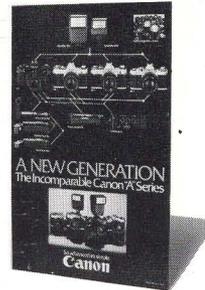
Canon AT-1 Product Counter Stand



Canon AV-1 Product Counter Stand



Canon "A" Series Product Counter Stand



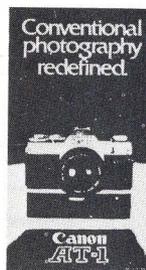
Canon A-1 Product Sticker



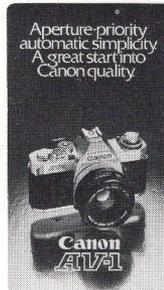
Canon AE-1 Product Sticker



Canon AT-1 Product Sticker



Canon AV-1 Product Sticker



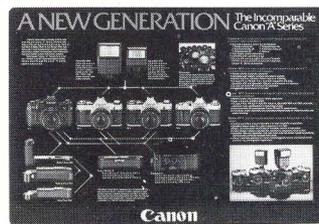
Canon A-1 Counter Mat



Canon AE-1 Counter Mat



Canon "A" Series Counter Mat



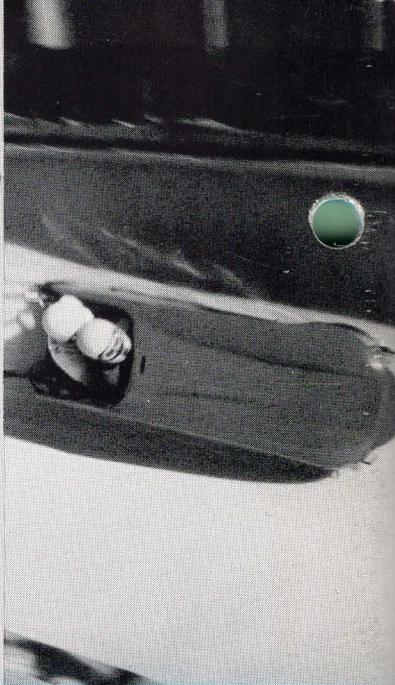
Canon Logo Sticker



AT-1



AV-1



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Heads May be Reached at
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General Manager
Marketing Director
Sales Promotion & Advertising Manager
National Credit Manager

National Technical Manager
Eastern Regional Sales Manager
Service Director
Military Sales Manager

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