

# Canon's 1979 Spring Season Profit Maker Program

**(THIS PROGRAM CONTAINS CURRENT PRICE LISTS)  
EFFECTIVE MARCH 26 TO JULY 25, 1979**

**Canon**  
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# Canon's 1979 Spring Season

## PROGRAM: 1

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

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

This program will bring you extra money from **March 26, 1979 through July 25, 1979**. The **SPRING SEASON PROFIT MAKER PROGRAM** is divided into the following product categories:

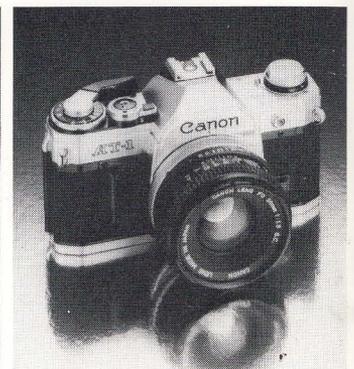
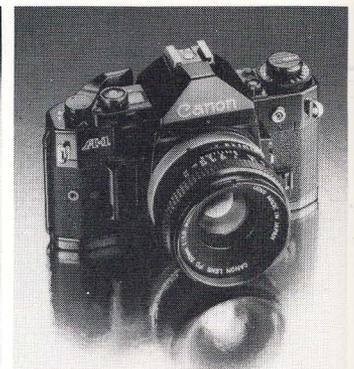
- CATEGORY 1: A**    **CANON F-1 & SYSTEM (Page 3-6)**
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- CATEGORY 1: C**    **CANON AE-1, AT-1, AV-1 & "A" SYSTEM (Page 9-12)**
  
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Now, "Mix and Match" the products in specific categories for maximum 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  
MARCH 26 TO  
JULY 25, 1979

## PROGRAM: 2 CREDIT TERMS

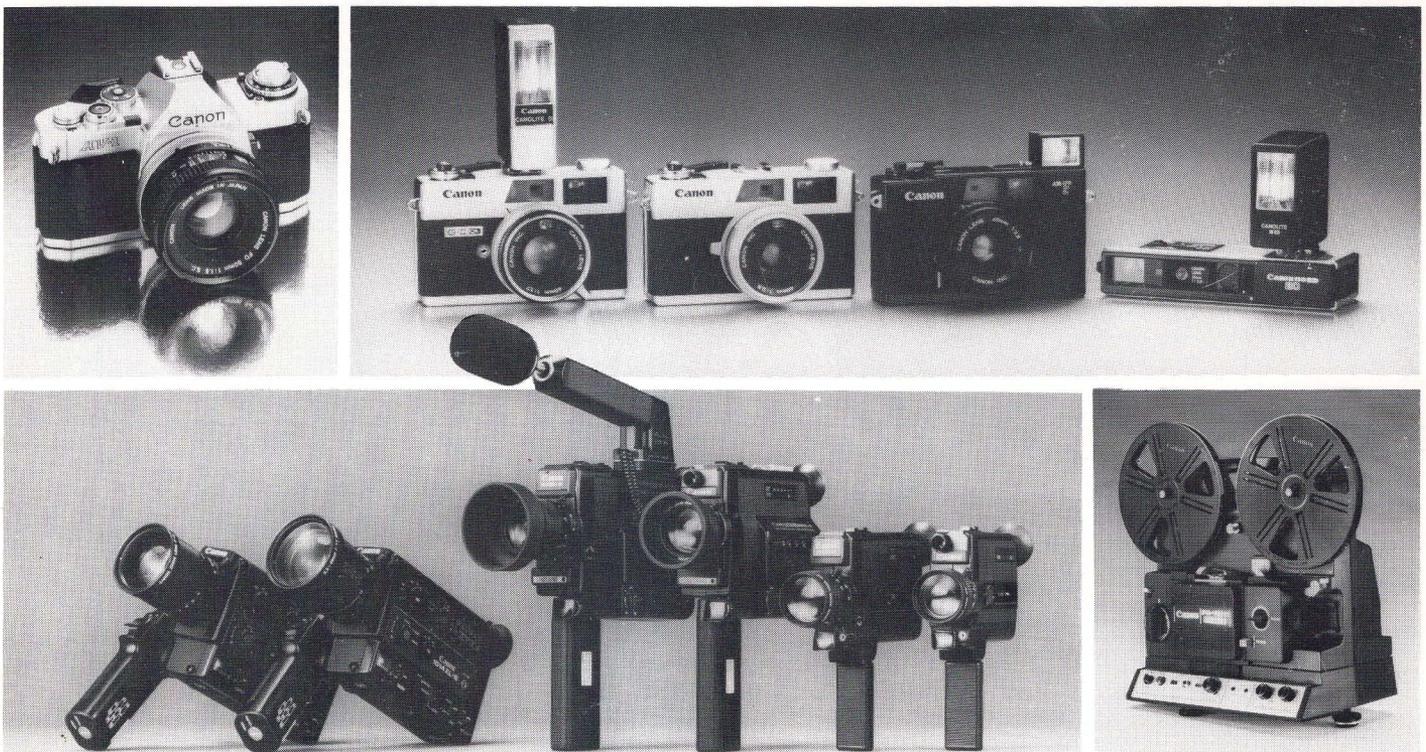
Canon's **Pay Early-Pay Less** terms are designed as an added incentive for greater profits from the sale of Canon merchandise. If you pay the entire invoice of your shipped purchases March 26—April 25 by May 10, 1979, you may

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 MAR 26 to APR 25	Shipped purchases APR 26 to MAY 25	Shipped purchases MAY 26 to JUNE 25	Shipped purchases JUNE 26 to JULY 25
Pay Entire Amount	<b>MAY 10 '79</b> 6%	<b>JUNE 10 '79</b> 6%	<b>JULY 10 '79</b> 6%	<b>AUG 10 '79</b> 6%
Pay Entire Amount	<b>JUNE 10 '79</b> 4%	<b>JULY 10 '79</b> 4%	<b>AUG 10 '79</b> 4%	<b>SEPT 10 '79</b> 4%
Pay Entire Amount	<b>JULY 10 '79</b> 2%	<b>AUG 10 '79</b> 2%	<b>SEPT 10 '79</b> 2%	<b>OCT 10 '79</b> 2%
Pay Entire Amount	<b>AUG 10 '79</b> NET	<b>SEPT 10 '79</b> NET	<b>OCT 10 '79</b> NET	<b>NOV 10 '79</b> NET

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

For details on Program 3, Co-op Program, see page 35.



# CATEGORY 1: A CANON 35mm SLR CAMERA F-1

## The Ultimate System SLR.



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
C12-0731-881	Canon F-1 w/lens FD 50mm f1.8 SC & hood	<b>799<sup>50</sup></b>	<b>518<sup>70</sup></b>	<b>461<sup>50</sup></b>
C12-0731-861	Canon F-1 w/lens FD 50mm f1.4 SSC & hood	<b>868<sup>50</sup></b>	<b>563<sup>70</sup></b>	<b>502<sup>50</sup></b>
C12-0731-841	Canon F-1 w/lens FD 55mm f1.2 SSC & hood	<b>978<sup>50</sup></b>	<b>634<sup>70</sup></b>	<b>564<sup>50</sup></b>
C12-0731-211	Canon F-1 body only	<b>654<sup>00</sup></b>	<b>425<sup>00</sup></b>	<b>385<sup>70</sup></b>
1-207T1-21	Canon High Speed Motor Drive Camera	<b>2,226<sup>00</sup></b>	<b>1,447<sup>00</sup></b>	
C46-0804-000	Leather Case L-2 for F-1 (for 55mm f1.2 lens)	<b>51<sup>00</sup></b>	<b>30<sup>60</sup></b>	<b>28<sup>00</sup></b>
C46-0803-000	Leather Case S-2 for F-1 (for 50mm f1.4, f1.8 lens)	<b>51<sup>00</sup></b>	<b>30<sup>60</sup></b>	<b>28<sup>00</sup></b>

### F-1 SYSTEM SPECIAL 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	<b>300<sup>00</sup></b>	<b>180<sup>00</sup></b>	<b>167<sup>40</sup></b>	
■ C51-9341-211	Canon Data Back F	<b>180<sup>00</sup></b>	<b>108<sup>00</sup></b>	<b>100<sup>44</sup></b>	
■ 5-40801-00	Speed Finder	<b>246<sup>30</sup></b>	<b>147<sup>80</sup></b>	<b>137<sup>45</sup></b>	<b>125<sup>60</sup></b>
■ 5-40902-00	Waist Level Finder	<b>61<sup>30</sup></b>	<b>36<sup>80</sup></b>	<b>34<sup>22</sup></b>	<b>31<sup>30</sup></b>
■ 5-40711-00	Angle Finder B	<b>76<sup>00</sup></b>	<b>45<sup>50</sup></b>	<b>42<sup>31</sup></b>	<b>38<sup>70</sup></b>
■ 5-40701-21	Magnifier R	<b>26<sup>50</sup></b>	<b>15<sup>90</sup></b>	<b>14<sup>79</sup></b>	<b>13<sup>50</sup></b>
■ 5-60091-21	Booster T Finder Set	<b>360<sup>00</sup></b>	<b>216<sup>00</sup></b>	<b>200<sup>88</sup></b>	<b>183<sup>60</sup></b>

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE	ADDITIONAL SAVINGS SPECIAL PRICE
■ 5-60101-21	Servo EE Finder Set	468 <sup>50</sup>	281 <sup>20</sup>	261 <sup>52</sup>	239 <sup>00</sup>
■ 5-19281-21	Motor Drive MF Set	792 <sup>50</sup>	475 <sup>50</sup>	442 <sup>21</sup>	404 <sup>20</sup>
■ 5-59042-20	Bellows FL	152 <sup>50</sup>	91 <sup>50</sup>	85 <sup>09</sup>	77 <sup>80</sup>
■ 5-19249-00	Focusing Screen A	35 <sup>00</sup>	20 <sup>10</sup>	18 <sup>69</sup>	17 <sup>10</sup>
■ 5-19241-00	Focusing Screen B	35 <sup>00</sup>	20 <sup>10</sup>	18 <sup>69</sup>	17 <sup>10</sup>
■ 5-19242-00	Focusing Screen C	35 <sup>00</sup>	20 <sup>10</sup>	18 <sup>69</sup>	17 <sup>10</sup>
■ 5-19243-00	Focusing Screen D	35 <sup>00</sup>	20 <sup>10</sup>	18 <sup>69</sup>	17 <sup>10</sup>
■ 5-19245-00	Focusing Screen F	35 <sup>00</sup>	20 <sup>10</sup>	18 <sup>69</sup>	17 <sup>10</sup>
■ 5-19246-00	Focusing Screen G	35 <sup>00</sup>	20 <sup>10</sup>	18 <sup>69</sup>	17 <sup>10</sup>
■ 5-19247-00	Focusing Screen H	35 <sup>00</sup>	20 <sup>10</sup>	18 <sup>69</sup>	17 <sup>10</sup>
■ 5-19301-00	Focusing Screen I	35 <sup>00</sup>	20 <sup>10</sup>	18 <sup>69</sup>	17 <sup>10</sup>
■ C55-9044-211	Auto Bellows	202 <sup>00</sup>	121 <sup>15</sup>	112 <sup>27</sup>	107 <sup>80</sup>

## SLR ACCESSORIES—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
■ 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	Servo 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

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

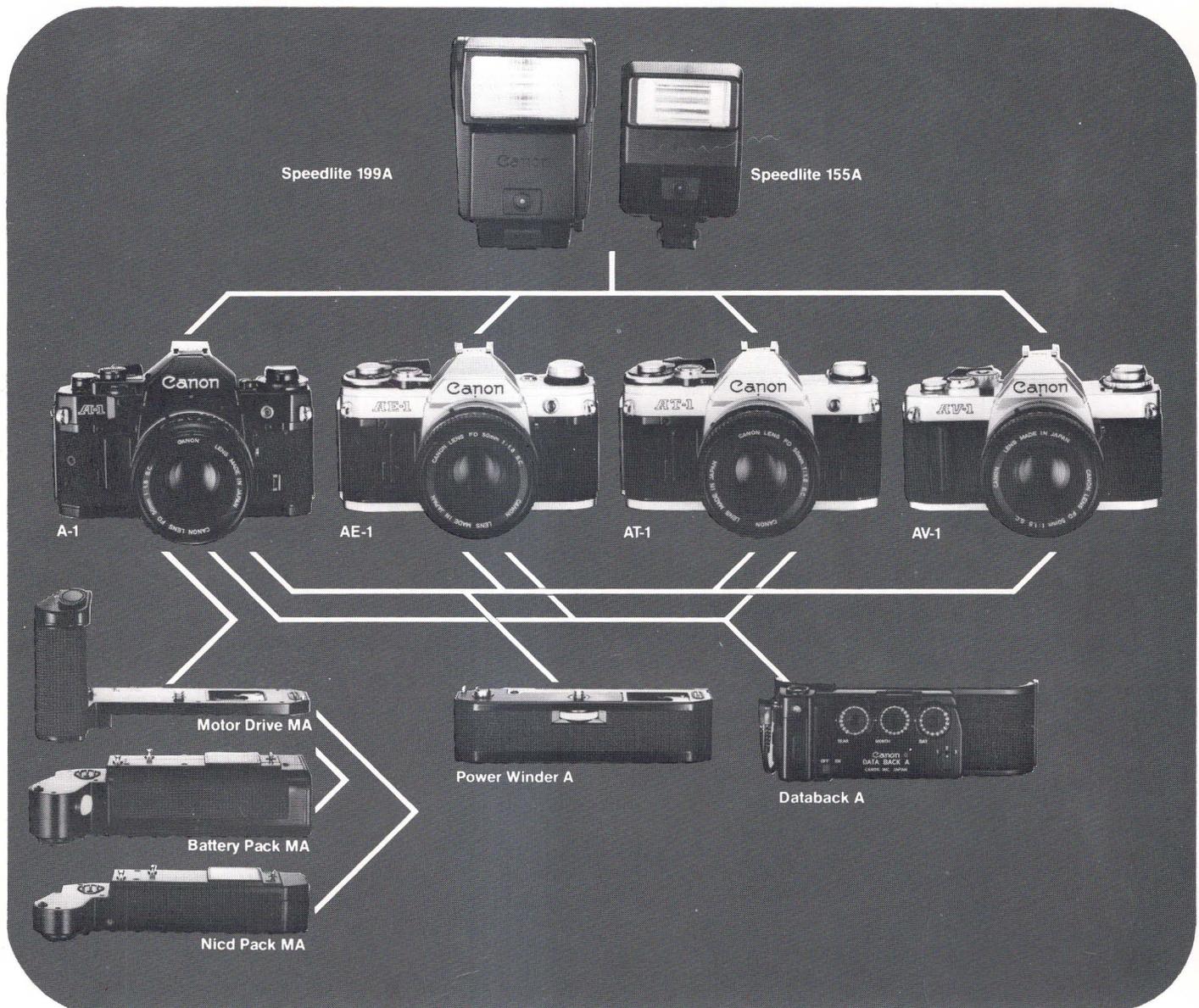
CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
■ 48-0097	Power Cord 12V2E for Servo EE Finder	\$ 20.30	\$ 12.20	\$ 11.35
■ 5-60091-21	Booster T Finder Set (includes 6-volt silver oxide battery)	\$ 360.00	\$ 216.00	\$ 200.88*
■ 48-0098	Power Cord 6-volt 2B	\$ 20.30	\$ 12.20	\$ 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
■ 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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
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
■ 4-60802-00	Leather Case L for F-1 (for 55mm f1.2 lens)	\$ 34.50	\$ 20.70	\$ 19.25
■ 4-60801-00	Leather Case S for F-1 (for 50mm f1.4, 50mm f1.8 lens)	\$ 34.50	\$ 20.70	\$ 19.25
■ 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

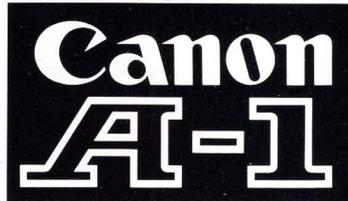


## The Incomparable Canon "A" Series

# 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
C12-1601-881	Canon A-1 w/lens FD 50mm f1.8 SC	<b>630<sup>00</sup></b>	<b>409<sup>00</sup></b>	<b>379<sup>00</sup></b>
C12-1601-861	Canon A-1 w/lens FD 50mm f1.4 SSC	<b>699<sup>00</sup></b>	<b>454<sup>00</sup></b>	<b>420<sup>00</sup></b>
C12-1601-211	Canon A-1 body only	<b>499<sup>00</sup></b>	<b>324<sup>00</sup></b>	<b>311<sup>00</sup></b>
C46-1021	Case S for A-1 (for 50mm f1.4, f1.8 lens)	<b>40<sup>00</sup></b>	<b>24<sup>00</sup></b>	<b>22<sup>00</sup></b>
C46-1022	Case L for A-1 (for 50mm f1.2 lens)	<b>40<sup>00</sup></b>	<b>24<sup>00</sup></b>	<b>22<sup>00</sup></b>

### New A Series Accessories for A-1

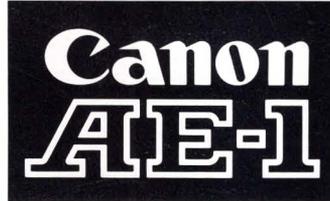
CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 3 OR MORE UNIT PRICE
C51-9371-211	Motor Drive MA Set (Consists of Motor Drive MA & Battery Pack MA)	<b>355<sup>30</sup></b>	<b>213<sup>20</sup></b>	<b>191<sup>90</sup></b>
C51-9371-201	Motor Drive MA	<b>247<sup>00</sup></b>	<b>148<sup>30</sup></b>	<b>133<sup>50</sup></b>
C58-5441-011	Battery Pack MA	<b>108<sup>30</sup></b>	<b>65<sup>00</sup></b>	<b>58<sup>50</sup></b>
*C58-5461	Battery Magazine MA	<b>12<sup>00</sup></b>	<b>7<sup>20</sup></b>	
C58-5451-311	NiCd Pack MA SET (Consists of NiCd Pack MA & Charger MA)	<b>237<sup>00</sup></b>	<b>142<sup>15</sup></b>	<b>127<sup>95</sup></b>
C58-5451-001	NiCd Pack MA	<b>144<sup>00</sup></b>	<b>86<sup>50</sup></b>	<b>80<sup>50</sup></b>
C56-2097	NiCd Charger MA	<b>92<sup>50</sup></b>	<b>55<sup>60</sup></b>	<b>51<sup>70</sup></b>
C58-8351-211	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)	<b>175<sup>00</sup></b>	<b>105<sup>00</sup></b>	<b>94<sup>50</sup></b>
C58-5351-001	LC-1 Transmitter	<b>87<sup>50</sup></b>	<b>52<sup>50</sup></b>	<b>48<sup>50</sup></b>
C58-5352	LC-1 Receiver	<b>87<sup>50</sup></b>	<b>52<sup>50</sup></b>	<b>48<sup>80</sup></b>

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

# 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 (red cost column)

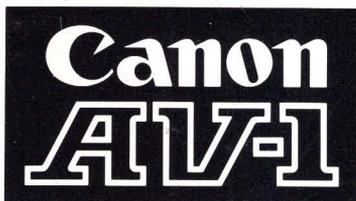
CODE NO.	DESCRIPTION	SUGGESTED PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C12-1401-881	Canon AE-1 w/lens FD 50mm f1.8 SC	451 <sup>00</sup>	293 <sup>00</sup>	283 <sup>95</sup>	269 <sup>95</sup>
C12-1401-861	Canon AE-1 w/lens FD 50mm f1.4 SSC	520 <sup>00</sup>	338 <sup>00</sup>	327 <sup>95</sup>	310 <sup>95</sup>
C-12-1401-211	Canon AE-1 body only	320 <sup>00</sup>	208 <sup>00</sup>	201 <sup>95</sup>	
C12-1402-881	Canon AE-1 black w/lens FD 50mm f1.8 SC	481 <sup>00</sup>	313 <sup>00</sup>	301 <sup>50</sup>	287 <sup>50</sup>
C12-1402-861	Canon AE-1 black w/lens FD 50mm f1.4 SSC	550 <sup>00</sup>	358 <sup>00</sup>	345 <sup>50</sup>	328 <sup>50</sup>
C12-1402-211	Canon AE-1 black body only	350 <sup>00</sup>	228 <sup>00</sup>	219 <sup>50</sup>	

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



CODE NO.	DESCRIPTION	SUGGESTED PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C12-1501-881	Canon AT-1 w/lens FD 50mm f1.8 SC	387 <sup>00</sup>	251 <sup>00</sup>	228 <sup>95</sup>	214 <sup>95</sup>
C12-1501-861	Canon AT-1 w/lens FD 50mm f1.4 SSC	456 <sup>00</sup>	296 <sup>00</sup>	272 <sup>95</sup>	255 <sup>95</sup>
C12-1501-211	Canon AT-1 body only	256 <sup>00</sup>	166 <sup>00</sup>	146 <sup>95</sup>	

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



CODE NO.	DESCRIPTION	SUGGESTED PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C12-1801-881	Canon AV-1 w/lens FD 50mm f1.8 SC	<b>394<sup>00</sup></b>	<b>256<sup>00</sup></b>	<b>248<sup>95</sup></b>	<b>234<sup>95</sup></b>
C12-1801-861	Canon AV-1 w/lens FD 50mm f1.4 SSC	<b>463<sup>00</sup></b>	<b>301<sup>00</sup></b>	<b>292<sup>95</sup></b>	<b>275<sup>95</sup></b>
C12-1801-211	Canon AV-1 body only	<b>263<sup>00</sup></b>	<b>171<sup>00</sup></b>	<b>166<sup>95</sup></b>	



## 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 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)	<b>144<sup>00</sup></b>	<b>86<sup>40</sup></b>	<b>82<sup>60</sup></b>	<b>79<sup>90</sup></b>
C50-0321-211	Speedlite 199A Set w/case	<b>167<sup>00</sup></b>	<b>100<sup>20</sup></b>	<b>93<sup>90</sup></b>	<b>88<sup>90</sup></b>
C50-0311-201	Speedlite 155A Set w/case	<b>92<sup>00</sup></b>	<b>55<sup>20</sup></b>	<b>50<sup>40</sup></b>	<b>48<sup>95</sup></b>
C51-9351-011	Data Back A (except for AV-1)	<b>124<sup>00</sup></b>	<b>74<sup>40</sup></b>	<b>70<sup>70</sup></b>	<b>69<sup>25</sup></b>
C46-0991	Case S for AE-1 & AT-1 (50mm f1.4-f1.8)	<b>30<sup>00</sup></b>	<b>18<sup>00</sup></b>	<b>17<sup>00</sup></b>	<b>16<sup>00</sup></b>
C46-0992	Case L for AE-1 & AT-1 (55mm f1.2)	<b>30<sup>00</sup></b>	<b>18<sup>00</sup></b>	<b>17<sup>00</sup></b>	<b>16<sup>00</sup></b>
C46-1051	Case S for AV-1 (50mm f1.4, f1.8)	<b>30<sup>00</sup></b>	<b>18<sup>00</sup></b>	<b>17<sup>00</sup></b>	<b>16<sup>00</sup></b>
4-10000-S3	Compartment Case DL	<b>110<sup>00</sup></b>	<b>66<sup>00</sup></b>	<b>59<sup>40</sup></b>	
4-10000-S1	Compartment Case A	<b>69<sup>00</sup></b>	<b>41<sup>40</sup></b>	<b>37<sup>40</sup></b>	
C46-0994	Action Case A for AE-1 & AT-1 with Power Winder A	<b>52<sup>25</sup></b>	<b>33<sup>60</sup></b>	<b>29<sup>60</sup></b>	

●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.

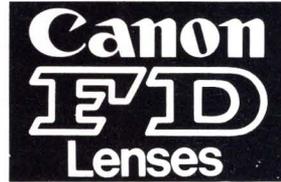
CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
● C51-9371-211	Motor Drive MA Set (including Motor Drive MA and Battery Pack MA) for A-1	\$ 355.30	\$ 213.20	\$ 198.28*
● C51-9371-201	Motor Drive MA	\$ 247.00	\$ 148.30	\$ 137.92*
● C58-5441-011	Battery Pack MA	\$ 108.30	\$ 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 adaptor (for A-1, AE-1, AT-1 & AV-1)	\$ 167.00	\$ 100.20	\$ 93.19**
●○▲C50-0311-201	Speedlite 155A Set in case (for A-1, AE-1, AT-1 & AV-1)	\$ 92.00	\$ 55.20	\$ 51.34**
●○▲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 3 assorted SLR lenses.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 3 OR MORE UNIT PRICE
2-15172-21	Canon Fisheye lens 7.5mm f5.6 SSC in case	<b>696<sup>00</sup></b>	<b>452<sup>00</sup></b>	<b>384<sup>00</sup></b>
2-15201-21	Canon Fisheye lens FD 15mm f2.8 SSC in case	<b>580<sup>00</sup></b>	<b>377<sup>00</sup></b>	<b>328<sup>00</sup></b>
2-15162-21	Canon lens FD 17mm f4.0 SSC in case	<b>473<sup>00</sup></b>	<b>307<sup>00</sup></b>	<b>261<sup>00</sup></b>
2-15191-21	Canon lens FD 20mm f2.8 SSC in case	<b>357<sup>00</sup></b>	<b>232<sup>00</sup></b>	<b>197<sup>00</sup></b>
2-15231-21	Canon lens FD 24mm f1.4 AL SSC in case	<b>1,214<sup>00</sup></b>	<b>789<sup>00</sup></b>	<b>750<sup>00</sup></b>
2-15211-21	Canon lens FD 28mm f2.0 SSC in case	<b>420<sup>00</sup></b>	<b>273<sup>00</sup></b>	<b>240<sup>00</sup></b>
C21-5155-211	Canon lens FD 35mm f2.0 SSC in case	<b>320<sup>00</sup></b>	<b>208<sup>00</sup></b>	<b>183<sup>00</sup></b>
2-15183-23	Canon lens TS 35mm f2.8 SSC w/hood & tripod adapter in case	<b>731<sup>00</sup></b>	<b>475<sup>00</sup></b>	<b>450<sup>00</sup></b>
2-16132-22	Canon lens FD 55mm f1.2 AL SSC	<b>1,287<sup>00</sup></b>	<b>836<sup>00</sup></b>	<b>793<sup>70</sup></b>
2-17192-22	Canon lens FD 85mm f1.8 SSC in case	<b>287<sup>00</sup></b>	<b>186<sup>00</sup></b>	<b>162<sup>00</sup></b>
2-17211-21	Canon lens FD 85mm f1.2 AL SSC in case	<b>774<sup>00</sup></b>	<b>503<sup>00</sup></b>	<b>477<sup>00</sup></b>
2-17142-22	Canon lens 100mm f2.8 SSC w/hood in case	<b>240<sup>00</sup></b>	<b>156<sup>00</sup></b>	<b>135<sup>00</sup></b>
2-61141-22	Canon macro lens FD 100mm f4.0 SC w/extension tube FD 50 w/case in set case	<b>485<sup>00</sup></b>	<b>315<sup>00</sup></b>	<b>277<sup>00</sup></b>
2-17152-21	Canon lens FD 135mm f2.5 SC in case	<b>293<sup>00</sup></b>	<b>190<sup>00</sup></b>	<b>162<sup>00</sup></b>



CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 3 OR MORE UNIT PRICE
2-17201-21	Canon lens FD 200mm f2.8 SSC in case	<b>542<sup>00</sup></b>	<b>352<sup>00</sup></b>	<b>302<sup>00</sup></b>
C21-8015-211	Canon lens FD 300mm f5.6 SSC in case	<b>433<sup>00</sup></b>	<b>281<sup>00</sup></b>	<b>253<sup>00</sup></b>
C21-8171-211	Canon lens FD300mm f4.0 L in case	<b>1,117<sup>00</sup></b>	<b>726<sup>00</sup></b>	<b>690<sup>00</sup></b>
2-18101-22	Canon lens FD 400mm f4.5 SSC in case	<b>1,105<sup>00</sup></b>	<b>718<sup>00</sup></b>	<b>631<sup>00</sup></b>
C21-8121-211	Canon lens FD 600mm f4.5 SSC in case	<b>1,766<sup>00</sup></b>	<b>1,148<sup>00</sup></b>	<b>1,090<sup>00</sup></b>
C21-8131-211	Canon lens FD 800mm f5.6 SSC in case	<b>1,877<sup>00</sup></b>	<b>1,220<sup>00</sup></b>	<b>1,158<sup>00</sup></b>
C21-9121-211	Canon zoom lens FD24-35mm f3.5 AL SSC w/hood in case	<b>674<sup>00</sup></b>	<b>438<sup>00</sup></b>	<b>393<sup>00</sup></b>
C21-9101-221	Canon zoom lens FD 28-50mm f3.5 SSC w/hood in case	<b>718<sup>00</sup></b>	<b>467<sup>00</sup></b>	<b>420<sup>00</sup></b>
2-19072-21	Canon zoom lens FD 85-300mm f4.5 SSC in case	<b>989<sup>00</sup></b>	<b>643<sup>00</sup></b>	<b>551<sup>00</sup></b>
2-18091-22	Canon lens FD-F 300mm f2.8 SSC in case	<b>2,800<sup>00</sup></b>	<b>1,820<sup>00</sup></b>	<b>1,730<sup>00</sup></b>
2-18031-21	Canon lens FL-F 500mm f5.6 in case w/2 filters 95mm (Y3SKY)	<b>1,190<sup>00</sup></b>	<b>773<sup>00</sup></b>	<b>733<sup>00</sup></b>
C21-8151-211	Canon Reflex Lens 500mm f8.0 SSC in case	<b>530<sup>00</sup></b>	<b>344<sup>00</sup></b>	<b>319<sup>00</sup></b>
2-18071-20	Canon lens head FL 1200mm f11	<b>1,325<sup>00</sup></b>	<b>861<sup>00</sup></b>	<b>731<sup>00</sup></b>
2-18081-00	Focusing Unit for FL 400-1200 lens head	<b>639<sup>00</sup></b>	<b>415<sup>00</sup></b>	<b>352<sup>00</sup></b>
C54-3662-211	Canon Extender FD 2X Type A for 100mm or longer lenses	<b>211<sup>00</sup></b>	<b>137<sup>00</sup></b>	<b>126<sup>00</sup></b>

# CATEGORY 2: B CANON FD NORMAL LENSES

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

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
2-16102-20	Canon FD 50mm f1.8 SC	131 <sup>00</sup>	85 <sup>00</sup>	81 <sup>50</sup>	77 <sup>50</sup>
2-16064-20	Canon FD 50mm f1.4 SSC	200 <sup>00</sup>	131 <sup>00</sup>	125 <sup>50</sup>	119 <sup>50</sup>
2-16112-20	Canon FD 55mm f1.2 SSC	310 <sup>00</sup>	201 <sup>00</sup>	194 <sup>50</sup>	184 <sup>50</sup>

# CATEGORY 2: C SPECIAL SAVING LENSES

## SPECIAL SAVING ON POPULAR LENSES DURING THIS PROMOTION PERIOD ONLY

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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	4 OR MORE ASST. OF YOUR CHOICE
2-15113-21	Canon FD 24mm f2.8 SSC in case	297 <sup>00</sup>	193 <sup>00</sup>	159 <sup>90</sup>
2-15221-21	Canon FD 28mm f2.8 SC in case	263 <sup>00</sup>	156 <sup>00</sup> 170 <sup>95</sup>	134 <sup>80</sup>
2-15142-21	Canon FD 35mm f3.5 SC in case	149 <sup>00</sup>	96 <sup>85</sup>	76 <sup>50</sup>
2-17172-22	Canon FD 135mm f3.5 SC in case	194 <sup>00</sup>	126 <sup>10</sup>	99 <sup>75</sup>
2-17163-21	Canon FD 200mm f4.0 SSC in case	287 <sup>00</sup>	186 <sup>55</sup>	154 <sup>90</sup>
2-19082-21	Canon Zoom FD 100-200mm f5.6 SC in case	333 <sup>00</sup>	216 <sup>45</sup>	170 <sup>40</sup>
C21-91111-211	Canon Zoom FD 80-200mm f4.0 SSC in case	643 <sup>00</sup>	417 <sup>95</sup>	375 <sup>90</sup>
2-19091-22	Canon Zoom FD 35-70mm f2.8-35 SSC w/Hood in case	798 <sup>00</sup>	518 <sup>70</sup>	425 <sup>20</sup>
2-61131-32	Canon FD 50mm f3.5 Macro w/extension tube FD 25	290 <sup>00</sup>	188 <sup>50</sup>	163 <sup>00</sup>

# 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.



Double Co-op Advertising for the A35F.

Please see page 35 for details.

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.

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

## ACCESSORIES

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	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 <sup>00</sup>	680 <sup>00</sup>	652 <sup>80</sup>	625 <sup>60</sup>
 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 <sup>00</sup>	535 <sup>00</sup>	513 <sup>60</sup>	492 <sup>20</sup>
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 <sup>00</sup>	304 <sup>80</sup>	295 <sup>35</sup>	285 <sup>45</sup>
C33-1901-221	Canon 312XL-S w/lens 8.5-25.5mm f1.2 with hood & Dynamic Microphone DM30R Earphone E in case	372 <sup>00</sup>	223 <sup>20</sup>	216 <sup>50</sup>	209 <sup>80</sup>
3-31701-21	Canon 514XL w/lens 9.5-47.5mm f1.4 in case	354 <sup>00</sup>	212 <sup>40</sup>	201 <sup>20</sup>	194 <sup>90</sup>
3-31601-21	Canon 310XL w/lens 8.5-25.5mm f1.0 & case	257 <sup>00</sup>	154 <sup>20</sup>	143 <sup>50</sup>	138 <sup>90</sup>

## ACCESSORIES for MOVIE CAMERAS

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
 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 PRICE	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 PROJECTORS

## Sound and Image Supreme



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

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	<b>419<sup>00</sup></b>	<b>251<sup>40</sup></b>	<b>241<sup>30</sup></b>	<b>229<sup>95</sup></b>

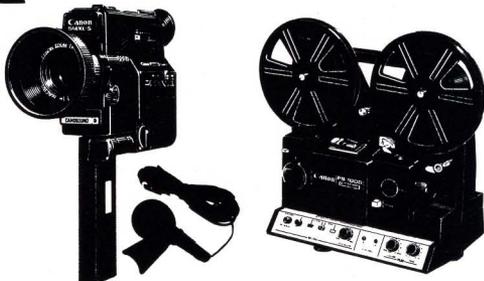
## ACCESSORIES

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	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



# B

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



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	<b>972<sup>00</sup></b>	<b>556<sup>20</sup></b>	<b>515<sup>40</sup></b>	<b>499<sup>50</sup></b>
C33-1901-PK	Canon 312XL-S Set & Canon PS1000 Sound Projector	<b>791<sup>00</sup></b>	<b>474<sup>60</sup></b>	<b>439<sup>75</sup></b>	<b>427<sup>00</sup></b>

# 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. See "Promotion Net Price" column in red.

## MACROPHOTO & CLOSE-UP

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	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



CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
4-25316-01	Canon Extension Tube M Set	\$ 50.00	\$ 30.00	\$ 27.90
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
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
5-43561-00	Canon 55 Close-Up 240	\$ 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
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

\* 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 PRICE	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 3

\*\* 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
29-9661	Lens Cap C-55	\$ 3.50	\$ 2.10	\$ 1.95
29-9662	Lens Cap C-58	\$ 3.50	\$ 2.10	\$ 1.95
49-1002	Lens Cap 60mm (metal) for AZ814E and FL-F 300/5.6	\$ 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
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
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*
4-60802-00	Leather Case L for F-1 (for 55mm f1.2 lens)	\$ 34.50	\$ 20.70	\$ 19.25
4-60801-00	Leather Case S for F-1 (for 50mm f1.4, 50mm f1.8 lens)	\$ 34.50	\$ 20.70	\$ 19.25
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
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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
C46-1001-011	Carrying Case for 514XL-S	\$ 38.25	\$ 22.90	\$ 21.30
4-60981-00	Soft Case for 310XL & 514 XL	\$ 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
C47-0821	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
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

\*For lowest net price on this item, please see page 3  
\*\*For lowest net price on this item, please see page 8

★ LIMITED INVENTORY; FIRST COME, FIRST SERVED.  
\*\*\*For lowest net price on this item, please see page 9



# MISCELLANEOUS

## INSTRUCTION BOOKS

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
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. See "Promotion Net Price" column in red.**

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	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 ADVERTISING SUPPORT:

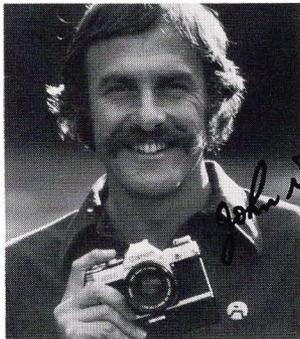
## BIG NEWS... Canon TV Exposure Is Bigger And Better Than Ever!

In 1979, we'll be more active than ever on television. Canon television advertising will make more than 480 million household impressions between January and June alone. We'll be promoting Canon's official camera involvement at every opportunity. We've increased local spot market support from 4 to 14 markets. And, as you know, Canon is fast becoming a major team sponsor (including Official Camera status) tied in currently with several

prominent clubs.

And in addition, in 1979, we're adding a new celebrity spokesperson: Peggy Fleming, Olympic Gold Medalist and star of the Ice Follies. Peggy joins Canon team veterans John Newcombe and Ben Crenshaw with a brand-new commercial that takes a more aggressive approach in highlighting AE-1 superiority.

Here's a preview...



## First Half 1979 Canon TV Advertising Schedule

PROGRAMMING				
NETWORK TELEVISION	ABC	<ul style="list-style-type: none"> <li>• Good Morning America* (Every Other Day)</li> <li>• Wide World of Sports 1/13, 3/3, 3/10</li> </ul>	<ul style="list-style-type: none"> <li>• Indy 500 5/28</li> <li>• Larry Holmes Fight 3/23</li> <li>• U.S. Open Golf** 6/15, 6/16</li> <li>• Pro Bowl 1/29</li> </ul>	<ul style="list-style-type: none"> <li>• International Fight 2/4</li> <li>• Men's Superstar Final 2/18</li> <li>• Monday Night Baseball*** 4/23, 4/30, 5/14, 5/21, 6/4</li> </ul>
	CBS	<ul style="list-style-type: none"> <li>• Phoenix Open Golf 1/24</li> <li>• Andy Williams Golf 1/28</li> <li>• Bing Crosby Golf 2/3</li> <li>• Daytona 500 2/18</li> </ul>	<ul style="list-style-type: none"> <li>• Sports Spectacular 3/3, 3/24, 5/12</li> <li>• Atlanta Golf Classic 6/10</li> <li>• Long Beach Grand Prix 4/8</li> <li>• Swedish Grand Prix 6/16</li> </ul>	<ul style="list-style-type: none"> <li>• Texas 200 USAC Race 4/21</li> <li>• NBA Playoffs 4/13, 4/15, 4/22, 4/29, 5/4, 5/6, 5/11, 5/13, 5/20, 5/29, 6/3, 6/5</li> </ul>
	NBC	<ul style="list-style-type: none"> <li>• Super Bowl 1/21</li> </ul>	<ul style="list-style-type: none"> <li>• Wimbledon Tennis 6/30, 7/1, 7/7</li> </ul>	
LOCAL MARKET SPOT TV	14 BIG LOCAL MARKETS WILL EACH RECEIVE BETWEEN 75 and 125 TELECASTS. Each market will receive between 6 and 9 announcements per week in local news shows, movies, talk shows and specials like Roots, Gone with the Wind, John Denver, Olivia Newton-John, etc.		Original 4 Markets—New York, Los Angeles, Chicago, Atlanta	
			Philadelphia Boston San Francisco Detroit	10 New Markets— Washington Cleveland Pittsburgh Dallas
SPORT SPONSORSHIPS	Canon is the Official Camera of all these teams as well as Madison Square Garden and the Los Angeles Forum		• New York Yankees Baseball	
			• New York "Knicks" Basketball	
			• Los Angeles Lakers Basketball	
			• Los Angeles Kings Hockey	
			• Chicago Black Hawks Hockey	
			• Atlanta Hawks Basketball	
		• Atlanta Flames Hockey		



# CANON'S ADVERTISING SUPPORT:

## Print campaigns that teach ..and SELL!

We have the print advertising campaigns that help you sell more because they tell the consumer more about the products he or she will buy. And in these days of consumer awareness, the informed consumer is a solid customer.

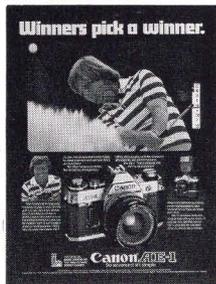
As usual, we'll be covering the entire spectrum of print media from hobbyist books to technical publica-

tions, consumer magazines to newspapers. Adding the exciting new AV-1 to our advertising story and introducing a new Canon AE-1 spokesperson, the incomparable Miss Peggy Fleming.

Any way you look at it, Canon's print advertising is working to help you sell!



1 pg Consumer Ads. for LIFE/LOOK magazines



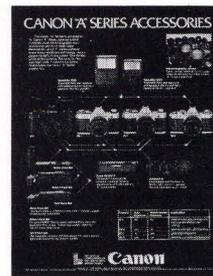
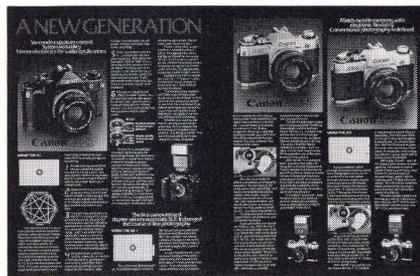
1 pg AE-1 Consumer Ads.



1 pg A-1 Consumer Ad.



2/3 pg GIII-17 Consumer Ads.



2 pg AV-1 Introductory Ad + 3 pg "A" series Hobbyist AD.



2 pg Trade Ad.



2 pg Professional Ad.

# PRINT



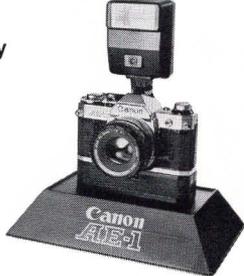
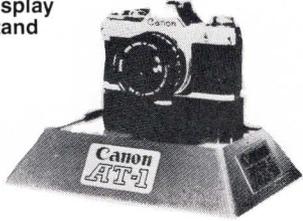
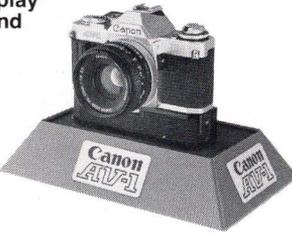
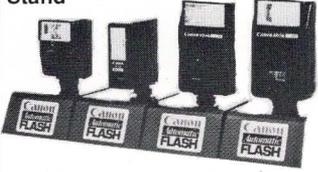
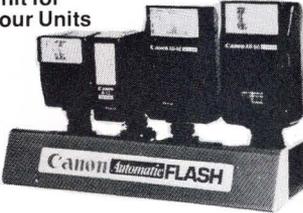
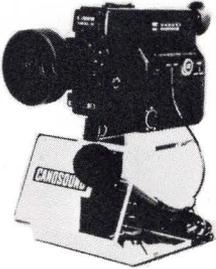
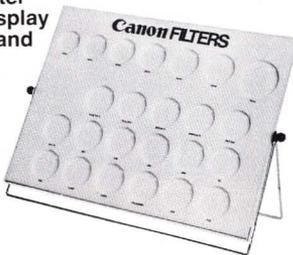
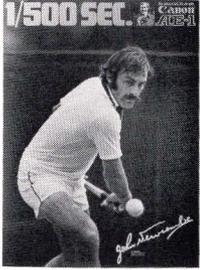
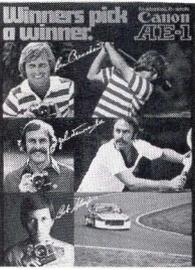
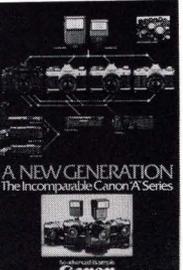
## First half 1979 Canon Print Media Advertising Schedule

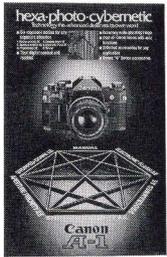
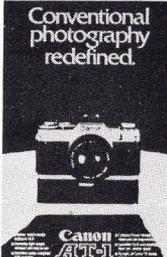
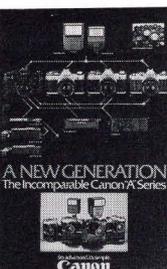
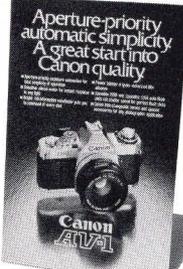
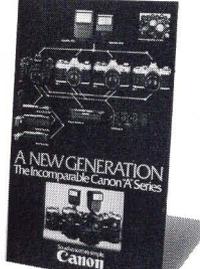
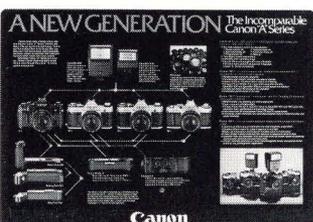
MAGAZINE	MONTH	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY							
	WEEK	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
MAGAZINES	LIFE	●				●				●				●				●				●				●				●			
	LOOK					●				●				●				●				●				●				●			
	TIME										●				●				●				●				●				●		
	NEWSWEEK										●				●				●				●				●				●		
	PLAYBOY										●				●				●				●				●				●		
	SPORTS ILLUSTRATED											●			●				●				●				●				●		
	PSYCHOLOGY	●																	●				●				●				●		
	ROAD & TRACK										●				●				●				●				●				●		
	TENNIS						●				●				●				●				●				●				●		
	SKIING						●				●				●				●				●				●				●		
	GOLF DIGEST	●													●				●				●				●				●		
	ESQUIRE FORTNIGHTLY														●				●				●				●				●		
	U.S. NEWS & WORLD RPT.	●													●				●				●				●				●		
	NEW YORKER						●				●				●				●				●				●				●		
	SUNSET														●				●				●				●				●		
	LADIES HOME JOURNAL						●				●				●				●				●				●				●		
	PEOPLE		●								●				●				●				●				●				●		
	SOUTHERN LIVING														●				●				●				●				●		
	TRAVEL & LEISURE						●				●				●				●				●				●				●		
	AMBIANCE														●				●				●				●				●		
NATIONAL GEOGRAPHIC														●				●				●				●				●			
SCIENTIFIC AMERICAN														●				●				●				●				●			
SMITHSONIAN						●				●				●				●				●				●				●			
NATURAL HISTORY						●				●				●				●				●				●				●			
HOBBY-SHOP	POPULAR PHOTOGRAPHY	●				●				●				●				●				●				●				●			
	MODERN PHOTOGRAPHY	●				●				●				●				●				●				●				●			
	PETERSON'S PHOTO	●				●				●				●				●				●				●				●			
	CAMERA 35	●				●				●				●				●				●				●				●			
	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 Auto Flash Display Unit for Four Units</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>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> 	<p>Poster (A New Generation)</p> 

<p><b>Canon A-1 Product Poster</b></p> 	<p><b>Canon AE-1 Product Poster</b></p> 	<p><b>Canon AT-1 Product Poster</b></p> 	<p><b>Canon AV-1 Product Poster</b></p> 	
<p><b>Canon "A" Series Product Poster</b></p> 	<p><b>Canon A-1 Product Counter Stand</b></p> 	<p><b>Canon AE-1 Product Counter Stand</b></p> 	<p><b>Canon AT-1 Product Counter Stand</b></p> 	
<p><b>Canon AV-1 Product Counter Stand</b></p> 	<p><b>Canon "A" Series Product Counter Stand</b></p> 	<p><b>Canon A-1 Product Sticker</b></p> 	<p><b>Canon AE-1 Product Sticker</b></p> 	
<p><b>Canon AT-1 Product Sticker</b></p> 	<p><b>Canon AV-1 Product Sticker</b></p> 	<p><b>Canon A-1 Counter Mat</b></p> 	<p><b>Canon AE-1 Counter Mat</b></p> 	
<p><b>Canon "A" Series Counter Mat</b></p> 	<p><b>Canon Logo Sticker</b></p> <p>A-1  </p>		<p>AE-1  </p>	
<p>AT-1  </p>		<p>AV-1  </p>		

# SPECIAL PROMOTION FOR A35F

## Here's a special promotion for the Canon A35F

EFFECTIVE MARCH 26 TO JULY 25, 1979

Canon will double your current ad scrip if your ad runs from March 26, 1979 to July 25, 1979. The ad must feature, with illustrations, the Canon A35F. This will give your spring sales a big boost! Stock up and sell this rangefinder now!



**Canon**  
**A35F**

**The first compact with built-in flash and Canon quality.**

- Automatic exposure for perfect results
- All-glass Canon lens for superior image quality
- Pop-up flash for perfect exposures indoors or out
- Compact enough to take anywhere

### Regulations

#### Canon A35F Special Co-op Ad Program

1. This program is effective from March 25, 1979 to July 25, 1979.
2. The Canon A35F program policy is that double advertising co-op money will be allowed only upon submission of newspaper advertising tear sheets only illustrating the Canon A35F exclusively. No other Canon photo products may be advertised with it or any other competitive products.
3. All illustrated Canon A35F ads that qualify for double co-op advertising allowance must be mailed directly to ACB for auditing before August 30, 1979. Any claims sent after this date will be disallowed and returned to the dealer. Dealer's currently dated scrip must be mailed together with the ad tear sheets and newspaper invoice directly to ACB for redemption.

4. In order to clarify four different situations that may arise regarding the use of ad scrip for this promotion, we have prepared the following chart that will help explain any misunderstandings. As an example, see "C" on the chart. The dealer's current ad scrip in his possession is \$100. The actual cost of his A35F newspaper advertising is \$200. Canon's double ad scrip allowance to the dealer is \$200. Canon's deduction from the dealer's ad scrip submitted is \$100 thus leaving zero balance on the dealer's advertising transaction. Next, take example "D." Dealer's current ad scrip in his possession is \$100, actual cost of A35F advertising is \$100. Canon's double ad scrip allowance is \$100. Canon's deduction from dealer's ad scrip allowance is \$50 and in this case the dealer is due a reimbursement of \$50, to be reflected in Canon's co-op ad scrip to be issued the following month after being audited by ACB.

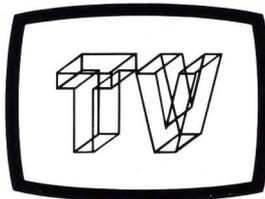
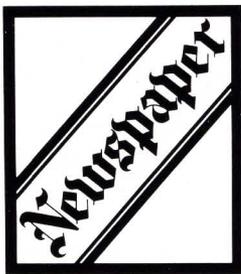
	Dealer's Current Ad Scrip	Actual Cost of Ad	Canon's Double Payment	Deduction From Dealer's Scrip	Balance
<b>A</b>	<b>\$100<sup>00</sup></b>	<b>\$300<sup>00</sup></b>	<b>\$200<sup>00</sup></b>	<b>\$100<sup>00</sup></b>	<b>\$ 0<sup>00</sup></b>
<b>B</b>	<b>\$100<sup>00</sup></b>	<b>\$150<sup>00</sup></b>	<b>\$150<sup>00</sup></b>	<b>\$ 75<sup>00</sup></b>	<b>\$25<sup>00</sup></b>
<b>C</b>	<b>\$100<sup>00</sup></b>	<b>\$200<sup>00</sup></b>	<b>\$200<sup>00</sup></b>	<b>\$100<sup>00</sup></b>	<b>\$ 0<sup>00</sup></b>
<b>D</b>	<b>\$100<sup>00</sup></b>	<b>\$100<sup>00</sup></b>	<b>\$100<sup>00</sup></b>	<b>\$ 50<sup>00</sup></b>	<b>\$50<sup>00</sup></b>

## PROGRAM:3

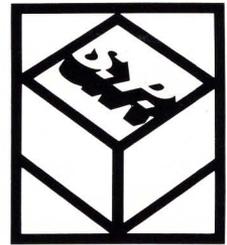
# CANON'S CO-OP ADVERTISING PROGRAMS

**Q. How do you take advantage of Canon's national ads locally?**

**A. Use your Co-op Advertising Programs to their fullest!**



yellow pages



**NEWSPAPER PROGRAM  
RADIO PROGRAM  
TELEVISION PROGRAM  
YELLOW PAGES PROGRAM  
PROMOTIONAL PIECES PROGRAM  
MISCELLANEOUS**

# 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:

17756



**1979 CANON CO-OP ADVERTISING PROGRAM**

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

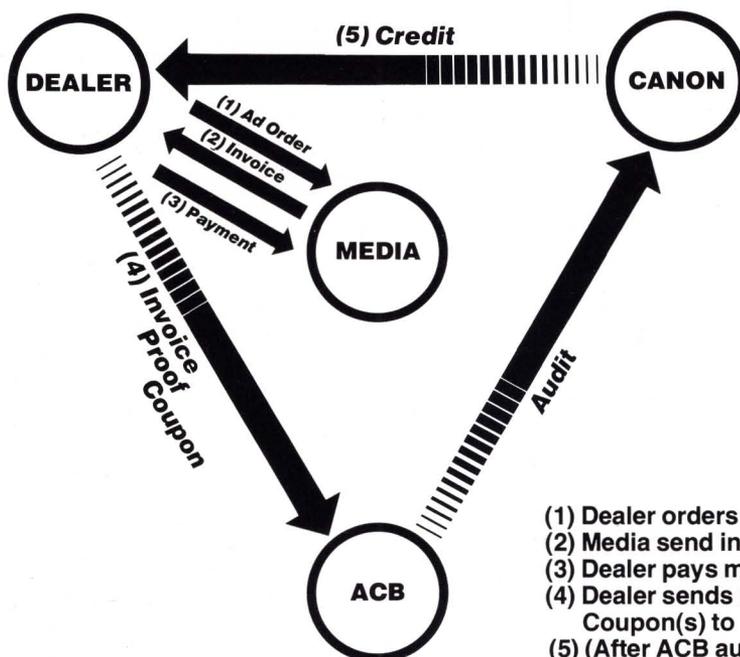
Co-op Ad Coupons submitted.

- 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

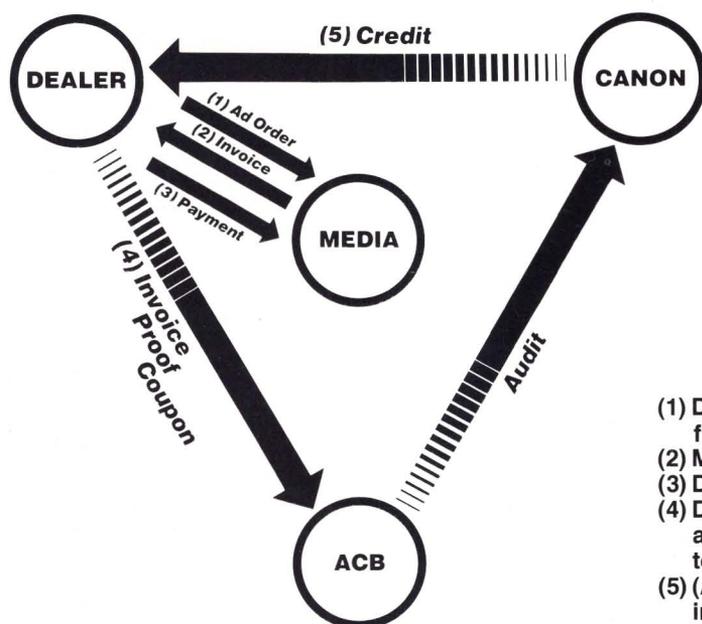
exclusively to Canon without promotion of the dealership. NO non-Canon products may be mentioned.

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 seconds tag line)
- 25 sec. Ben Crenshaw w/Power Winder (AE-1)
  - 25 sec. John Newcombe (AE-1)
  - 25 sec. Peggy Fleming (AE-1)
- 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 films 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 up 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 listed in Program A. (except for Peggy Fleming).
  - 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

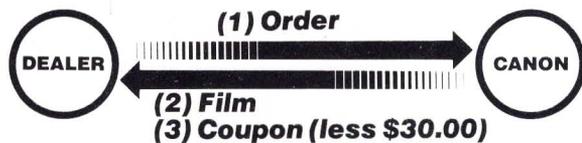
1. Television commercials must be devoted entirely to Canon Photographic Products to qualify for Co-op advertising credit. No other brands of products of any type may be shown. Canon photographic equipment may not be shown with lenses or accessories of any other brand. Optional accessories must be specified 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.

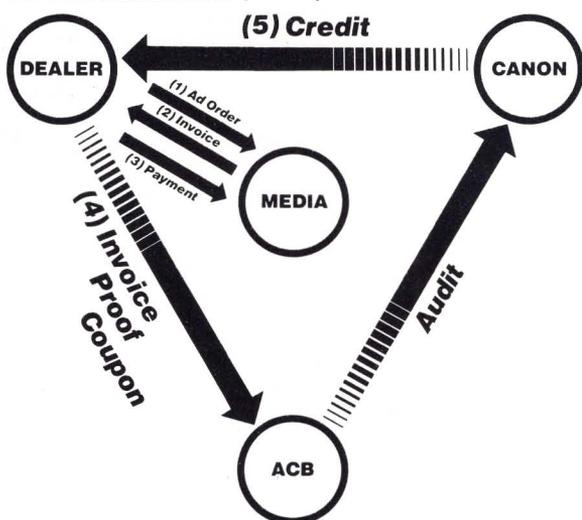
**Here's how to use your Ad Coupon:**

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



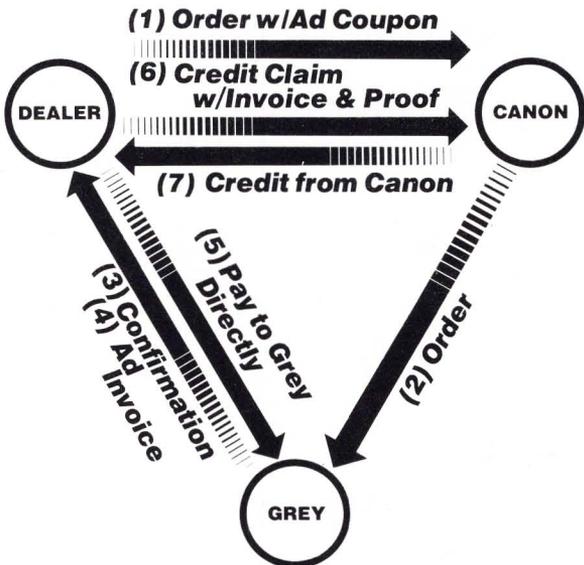
- (1) Dealer orders commercial film directly from Canon.
- (2) Canon sends film to dealer.
- (3) Canon deducts cost of film (\$30.00) from future Ad Coupon(s).

**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.

## 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

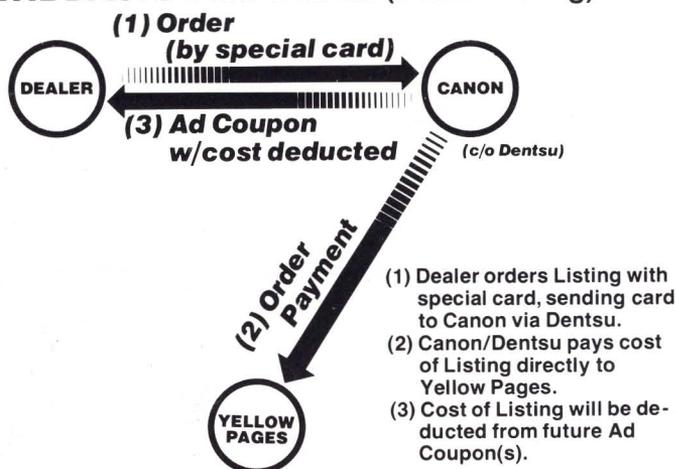
- Precision and versatility
- Ease of use
- Outstanding value

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

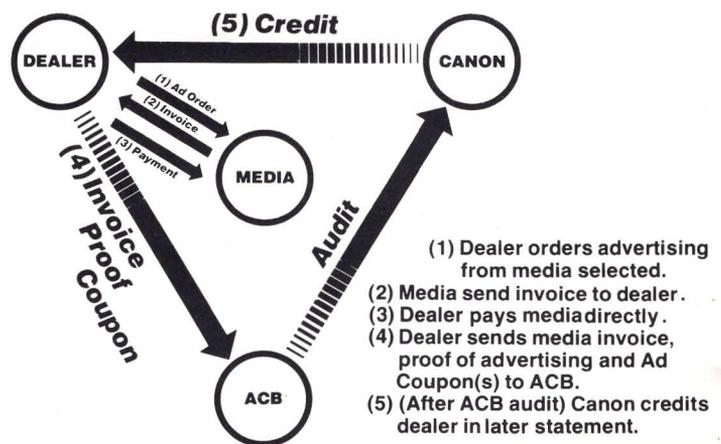
DEALER NAME & ADDRESS.      000-0000

### 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 prior payment.

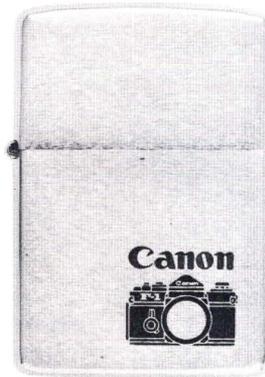
**Code No. SPP 03**  
**Canon Parker Ball-point Pen**



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 08**  
**Canon F-1 Belt Buckle**



This handsome and durable cast metal Canon Belt Buckle is just the thing for the latest look in casual fashions—perfect with jeans. It fits any standard belt that accepts interchangeable buckles.  
Size: 3¼"x2½." Minimum order 10 pcs. **Unit Price: \$3.50**

**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: 3½"x2" 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**

## 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 Divisions Regional Manager.

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

## MEMO

**Headquarters**

Canon U.S.A., Inc.  
Photographic Products Division  
10 Nevada Drive, Lake Success,  
New York 11042, Tel. (516) 488-6700

**The Following Department  
Heads May be Reached at  
the Headquarters Address**

Canon Photographic Products Division  
General Manager  
Marketing Director  
Sales Promotion & Advertising Manager  
National Credit Manager

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

**For Information on  
Literature, Displays, and  
Advertising Materials**

Regional Sales Manager of Each Branch  
or Your Sales Representative

**To Enter Orders or  
to Inquire About  
Orders, Shipments,  
Availability of  
Equipment, etc.**

Order Desk for Each Branch  
Canon U.S.A., Inc., New York Branch  
10 Nevada Drive, Lake Success,  
New York 11042, Tel. (516) 488-6700

Canon U.S.A., Inc., Atlanta Branch  
7000 Peachtree Industrial Blvd., Suite 200  
Norcross, Georgia 30071,  
Tel. (404) 448-1022

Canon U.S.A., Inc., Chicago Branch  
140 Industrial Drive  
Elmhurst, Illinois 60126,  
Tel. (312) 833-3070

Canon U.S.A., Inc., Los Angeles Branch  
123 Paularino Avenue East  
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