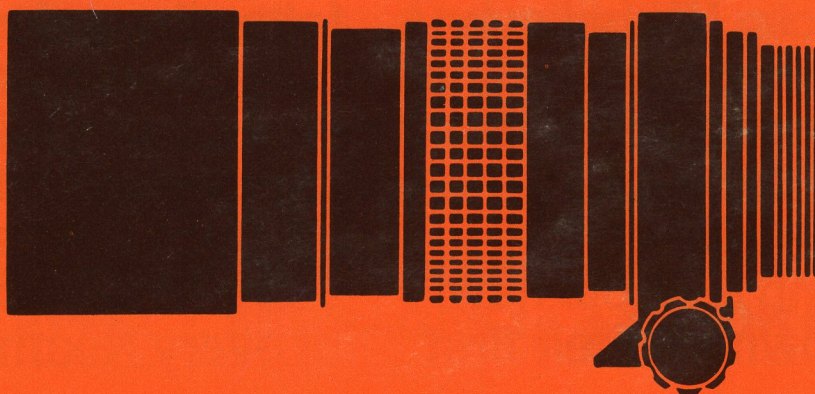
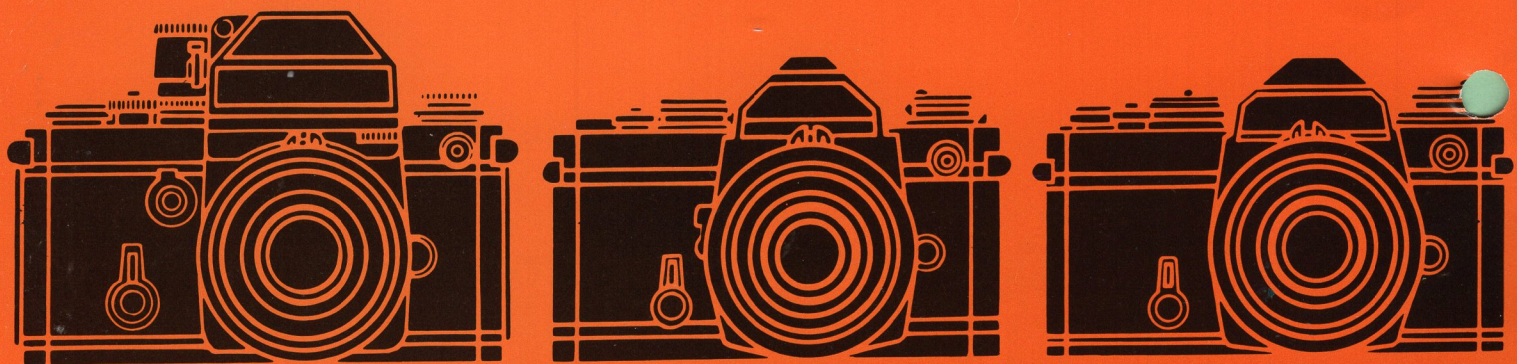


THE 1979 NIKON FALL/WINTER PROGRAM:

— SEPTEMBER 1 THRU DECEMBER 31, 1979 —

SYSTEM-WIDE OPPORTUNITIES





NIKON 1979 FALL

As you head into the big year-end selling season, you can count on Nikon once again for a program of special buying opportunities to give your profits a welcome boost. A program as solid as the Nikon products that produce reliable sales for you all year round.

The program we've put together for you this fall season encompasses an unusually wide range of Nikon products. We believe it's just what you need as a profitable wind-up for 1979.

We began the year by introducing the Nikon EM, which is giving a whole new breed of SLR owners their first

taste of Nikon quality. And, we followed up with a sensational Nikon EM program that remains in effect through Dec. 31, 1979. In addition, we announced price reductions on the popular FE and FM to help you bring more and more photographers into the Nikon system. It all means that you're not only selling more Nikon cameras, you're also laying the groundwork for more of those sure fire follow-up sales that you've come to rely on with Nikon. And now's the time to start cashing in on them.

This is the season when you can expect to sell more of every Nikon product. More

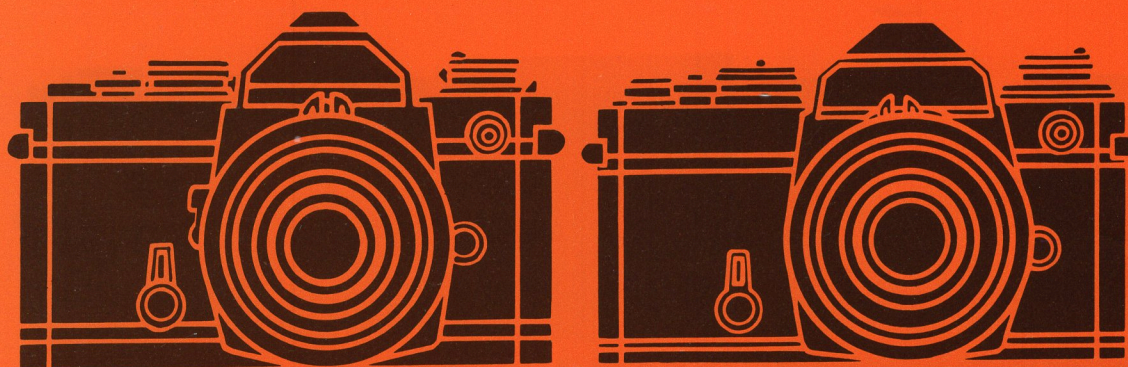


**And you will sell more...if
you have it in stock!**

then and there. And, you know how easy it is to lose the sale when he comes in for that additional Nikkor lens and you don't have it in stock.

***One thing you can be sure of:* You'll be welcoming more Nikon prospects this holiday buying season than ever. Our advertising will be selling Nikon for you everywhere—on TV and radio, in the big magazines and newspapers. And, with this program, you can be ready for each one of them. It enables you to buy more so you can sell more.**

**REMEMBER: OUR SPECIAL NIKON EM PROGRAM
REMAINS IN EFFECT. SEE PAGES 14 & 15 FOR DETAILS.**



NIKON FE & FM: SPECIAL TERMS, INCENTIVES, OFFERS

Since their introduction, these beautifully built compacts have become two of the most dependable salesmakers ever for Nikon dealers...and even more so since the massive price reductions announced this summer. Now, here's a powerhouse triple-barreled program that makes high-volume sales even more certain.

1. 6% 30-60-90-120 DAYS TERMS WHEN YOU BUY 6 ASSORTED FE & FM BODIES.

You Purchase: 6 or more Nikon FE/FM bodies from **September 1 through October 24, 1979.**

You Receive: A 6% cash discount by paying 1/4 of the total amount by the 10th of each of the 4 months following shipment. (Example: for orders shipped by September 24, 1979 you pay 1/4 of the total amount by October 10, 1979 plus 1/4 by the 10th of each successive month through January 10, 1980.)

SPECIAL NOTE:

- Only one order under these terms will be accepted for each Nikon dealer.
- Chrome and black FE and FM camera bodies may be assorted in any combination.
- Other Nikon products, with the exception of the following normal lenses, may **nothing** be included in your special FE/FM order.
- Normal lenses (50mm f1.4, 1.8, 1.2 and 50mm f1.8 Series E) are eligible for 6% credit terms when ordered with FE/FM bodies.

2. \$5 SALES INCENTIVE ON ALL FM CAMERAS SEPT. 1 THRU DEC. 31, 1979.

From September 1 through December 31, for each bona-fide retail sale of a new FM, on application Nikon will pay you or your designated salesperson \$5.00. A supply of new 1979 FM Sales Incentive Application forms will be coming soon.

Product No.	Description	Reg. 6 + Net	Sales Incentive
1621	Nikon FE Body, Chrome	\$290.23	—
1625	Nikon FE Body, Black	\$303.19	—
1682	Nikon FM Body, Chrome	\$192.05	\$5.00
1686	Nikon FM Body, Black	\$199.45	\$5.00

3. EXTRA 10% DISCOUNT ON FE/FM CAMERA CASES.

You Purchase: 6 or more assorted Nikon eveready cases as listed below:

You Receive: A 10% discount from the net price of each case.

Product No.	Description	Reg. Net	6+ Special Net
4481	Nikon CF-7 Case for FE/FM w/16 mm to 85mm Lens	\$27.63	\$24.87
4482	Nikon CF-8 Case for FE/FM w/16mm to 105mm or 43-86mm Lens	\$34.78	\$31.30

Note: Cases may not be included with FE/FM camera orders under offer #1 listed above. However, these cases may be included on Nikon orders under appropriate credit terms described on p.3, thus qualifying for extra discounts.

...AND ATTRACTIVE CREDIT TERMS ON ALL NIKON PRODUCTS.

Year after year, as interest rates keep spiraling, your Nikon credit line represents an even bigger asset on your bottom line. And, here is an array of extra-rewarding credit plans just in time to let you build up your Nikon-system stocks for top selling power from now through Christmas time.

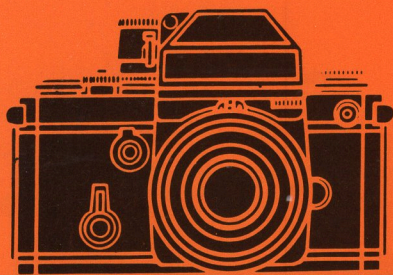
HERE'S THE FULL RANGE OF NIKON CREDIT PLANS TO CHOOSE FROM...

SEPTEMBER 1 TO OCTOBER 24, 1979 (SPECIAL LIMITED TIME OFFER)

DISCOUNT	TERMS	ELIGIBLE PRODUCTS	SPECIAL CONDITIONS
6%	30-60-90-120 DAYS (Pay 1/4 of the total amount by the 10th of each of the 4 months following shipment)	NIKON FE & FM CAMERA BODIES WITH NORMAL LENSES (50mm f1.2, 1.4, 1.8 Nikkor and 50mm f1.8 Series E)	<ul style="list-style-type: none"> • One order only of 6 or more assorted • The 50mm f1.4 Nikkor lenses purchased under the F2 offer on p. 8 are not eligible for these terms.

SEPTEMBER 1 TO DECEMBER 31, 1979

DISCOUNT	TERMS	ELIGIBLE PRODUCTS	SPECIAL CONDITIONS
5%	NET 10 EOM + 60 DAYS (Payment in full by the 10th of the third month following shipment)	NIKON BINOCULARS, EL NIKKOR AND NIKKOR LARGE FORMAT LENSES ONLY	None
5%	NET 10 EOM (Payment in full by the 10th of the month following shipment)	ALL NIKON PHOTO DIVISION PRODUCTS	None
4%	NET 10 EOM + 30 DAYS (Payment in full by the 10th of the second month following shipment)	ALL NIKON PHOTO DIVISION PRODUCTS	None
3%	NET 10 EOM + 60 DAYS (Payment in full by the 10th of the third month following shipment)	ALL NIKON PHOTO DIVISION PRODUCTS	None
NET	AIP/AMORTIZED INVENTORY PLAN (6 equal consecutive monthly payments starting January 10, 1980)	ALL NIKON PHOTO DIVISION PRODUCTS	<ul style="list-style-type: none"> • No interest or service charge • Secured by personal promissory notes



NIKON F2: 7 OPPORTUNITIES FOR

Now you can stock up on this finest of all Nikon-system SLR's...and those all-important accessories that make every F2 sale perhaps the most rewarding in all photography, for you.

1. \$30 SAVINGS ON EVERY F2 CAMERA WHEN ORDERED WITH A 50mm f1.4 LENS

You Purchase: Any quantity or assortment of Nikon F2, F2A, or F2AS camera bodies (Product Nos. 1600, 1605, 1670, 1673, 1675, 1678 and 1670A) with an equal quantity of 50mm f1.4 Nikkor lenses (Product No. 1133).

You Receive: A \$30 savings from the net price on every F2 camera ordered with AI-Nikkor 50mm f1.4 lens ordered at the same time.

PLUS

For each new F2 body you currently have in stock, you may purchase a 50mm f1.4 Nikkor at this special net price! No additional or 'balancing' purchases are required. See your Nikon Representative for ordering procedure.

Product No.	Description	Reg. 6 + Net	Special Net	Savings
1133	AI-Nikkor 50mm f1.4	\$170.43	\$140.73	\$30.00

Note: While supplies last, Nikon F2A Anniversary Cameras (Product No. 1670A) are eligible under this program. Excluded from this program are the Nikon F2H, F2T, and F2 Data-Recording cameras.

2. FREE ACCESSORY CAMERA BACK (MF-3) WITH PURCHASE OF MD-2 MOTOR DRIVE AND BATTERY PACK.

Unique camera back provides auto rewind stop and convenient, anatomical grip for unexcelled automatic firepower responsiveness.

You Purchase: Any quantity of Nikon MD-2 Motor Drive and MB-1 Cordless Battery Pack combinations listed below.

You Receive Free: A \$68.25-value Accessory Camera Back (MF-3) with each set.

Product No.	Description	Regular Net	Special Net	Savings
2	Nikon MD-2 Motor Drive	\$580.78	\$580.78	—
18	Nikon MB-1 Battery Pack	\$ 87.43	\$ 87.43	—
14	Nikon MF-3 Camera Pack	\$ 68.25	N/C	\$68.25

3. EXTRA 10% SAVINGS ON F2 EVEREADY CASES.

You Purchase: 3 or more F2 eveready cases in any assortment from those listed below.

You Receive: Special net prices shown on each.

Product No.	Description	Regular Net	Special Net	Savings
413	CH-4 Hard Case (any F2 w/16mm-85mm)	\$37.70	\$33.93	\$3.77
416	CH-5 Hard Case (same w/16mm-105mm or 43-86mm zoom)	\$42.90	\$38.61	\$4.29
414	CF-1 Semi-Soft Case (same, 16mm-85mm)	\$37.70	\$33.93	\$3.77
422	CS-7 Pouch Case* (w/16mm-55mm)	\$13.65	\$12.29	\$1.36
425	CS-8 Pouch Case* (w/16mm-55mm)	\$13.98	\$12.58	\$1.40
426	CS-9 Pouch Case* (w/16mm-135mm or 43-86mm zoom)	\$15.76	\$14.18	\$1.58

***Note:** Pouch Cases also suitable for Nikon F, EL2, and Nikkormat cameras. Pouch models require accessory neckstraps (Nikon Pricelist, p. 12)

R SYSTEM-WIDE SAVINGS

4. \$82 SAVINGS ON COMPLETE EE APERTURE CONTROL SET FOR F2AS.

EE Aperture Control Units permit automatic exposure with any F2AS camera and AI-Nikkor lenses from 6mm to 1200mm; battery and charger also suitable for all previous EE Aperture Control units.

You Purchase: Any quantity of DS-12 EE Aperture Control Units.

You Receive: An equal quantity of DN-1 Nicad Batteries and DH-1 Chargers for the special prices shown totalling \$50.00—an \$82.28 savings.

Product No.	Description	Regular Net	Special Net	Savings
53	Nikon DS-12 EE Aperture Control for F2AS	\$382.20	\$382.20	—
48	Nikon DN-1 Nicad Battery	\$ 14.30	\$ 10.00	\$ 4.30
49	Nikon DH-1 Charger	\$117.98	\$ 40.00	\$77.98

Note: Product Numbers 48 and 49 are not available separately at these special net prices.

5. 10% SAVINGS ON NIKON F2 VIEWFINDERS.

You Purchase: 3 or more Nikon F2 finders listed below in any assortment.

You Receive: Special net prices shown for a 10% savings on each.

Product No.	Description	Regular Net	Special Net	Savings
67	F2AS Photomic Finder DP-12	\$317.85	\$286.07	\$31.78
2308	Chrome Action Finder DA-1	\$201.18	\$181.06	\$20.12
2325	Waist Level Finder DW-1	\$ 42.90	\$ 38.61	\$ 4.29
2317	6x Focusing Finder DW-2	\$133.90	\$120.51	\$13.39
2323	Chrome Eyelevel Finder DE-1	\$ 83.85	\$ 75.47	\$ 8.38
2324	Black Eyelevel Finder DE-1	\$ 83.85	\$ 75.47	\$ 8.38
2326	Right Angle Finder DR-3*	\$ 60.45	\$ 54.41	\$ 6.04

*Shows unreversed, full-screen image; for all Nikon-system slr

6. ACROSS-THE-BOARD SAVINGS ON TWENTY F2 FOCUSING SCREENS.

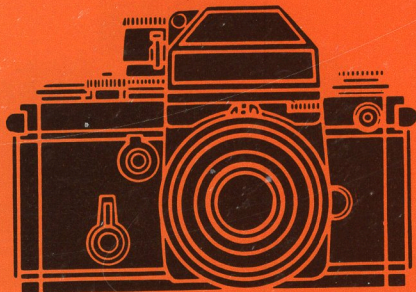
You Purchase: Any assorted F2 focusing screens shown, in quantities of either 6 or 12/up.

You Receive: Special net prices shown on each.

Product No./Description	Regular Net	Special 6 to 11 Net	Special 12 + Net	Savings
2331 (A), 2333 (C), 2335 (E), 2349 (P), 2353 (R)	\$24.05	\$22.85	\$20.57	\$3.48
2332 (B), 2334 (D), 2337 (G), 2338 (G2), 2339 (G3), 2340 (G4), 2341 (H1), 2342 (H2), 2343 (H3), 2344 (H4), 2345 (J), 2346 (K), 2347 (L), 2348 (M)	\$24.05	\$22.85	\$21.65	\$2.40
2351 (TV)	\$26.00	\$24.70	\$23.40	\$2.60

AND AND—THE SENSATIONAL NIKON F2 \$75 TRADE-IN PROGRAM HAS BEEN EXTENDED!

See the revised terms of this remarkable sales opportunity on the next page.



\$75 TRADE-IN PROGRAM FOR NIKON F2·F2A·F2AS IS EXTENDED (WITHOUT AI-MODIFICATION ALLOWANCE)

Since June 1, 1979, this powerhouse program has paid off tremendously for Nikon dealers nationwide. Combined with the special F2 system offers in this brochure, it means you can widen your F2 market even further, for a steady flow of solid, big-ticket sales on the finest of all slr cameras. From September 1 through December 31, 1979, all this is yours....

1. NIKON WILL CREDIT YOU \$75 for every verified retail sale of a new Nikon F2, F2A & Anniversary, or F2AS camera (Product Nos. 1600, 1605, 1670, 1670A, 1673, 1675, and 1678) from September 1 through December 31, 1979, on which a customer trade-in is accepted.

2. YOU ARE FREE TO OFFER any higher amount for the trade-in... and make a second profitable sale, since the trade-in cameras are yours to use of as you see fit. For greatest success, we recommend this structure:

- **Allow \$75 for any still camera**, regardless of condition or saleability. With the \$75 from Nikon, you haven't lost anything—and you've gained a big-ticket Nikon sale.
- **Allow \$100 or more for working 35mm RF** or low-end SLR cameras. Nikon's \$75 payment makes your true "cost" only \$25—so if you re-sell the trade for the same \$100, you quadruple your investment... while making your full profit on the F2 sale.
- **Allow \$150+ for any other slr.** With your \$75 credit, your "cost" is only \$75—and you'll be able to sell the trade-in camera for much more!

3. TWO-FOR-ONE CO-OP ON NIKON F2 TRADE-IN ADS IS CONTINUED through December 31, 1979. Nikon pays in full for the first ad, via your 100% Nikon co-op funds... then pays for a 2nd insertion (same newspaper, different date) in full again, without charging your co-op account. A new set of Newspaper Ad Slicks is included, with a full outline of Two-for-One Co-Op regulations. Disregard previous F2 trade-in ad slicks which mention AI modification.

4. THERE IS NO LIMIT to the number of F2 cameras a customer can purchase (something especially important with your professional buyers). We'll pay \$75 for each verified trade-in towards a new F2 on a 1-for-1 basis.

IMPORTANT NOTE: No AI-Modification allowance will be offered during the extended program period of September 1—December 31, 1979. All other rules and regulations are the same as for the initial program period. Be sure to alert your salespeople to this change!



NIKKOR LENS SAVINGS ON 3 SUPERIOR LENS SYSTEMS

With more than seven million Nikkors sold, one thing is clear: for your customers, there's nothing like a Nikkor—except another Nikkor. Now, take advantage of three value-packed Nikkor lens promotions in all these categories: AI-Nikkors for Nikon system slrs, EL Nikkor enlarging lenses, and Large Format Nikkors.

1. UP TO \$50 SAVINGS ON SEVEN BEST-SELLING NIKKOR F-MOUNT LENSES.

You Purchase: 6 or more Nikkor F-Mount lenses (other than normal) *including at least 3 lenses listed below.*

You Receive: Savings from \$25 to \$50 as shown for those lenses listed below.

Product No.	Description	Regular 6 + Net	Special 6 + Net	Savings	Product No.	Description	Regular 6 + Net	Special 6 + Net	Savings
1121	AI-Nikkor 28mm f3.5	\$201.92	\$161.92	\$40	1162	AI-Nikkor 135mm f2.8	\$258.42	\$208.42	\$50
1128	AI-Nikkor 35mm f2	\$228.78	\$178.78	\$50	1160	AI-Nikkor 135mm f3.5	\$186.79	\$146.79	\$40
1127	AI-Nikkor 35mm f2.8	\$167.65	\$134.65	\$33	1181	AI-Nikkor 43-86mm f3.5	\$248.85	\$208.85	\$40
1151	AI-Nikkor 85mm f2	\$240.52	\$215.52	\$25					

2. 10% SAVINGS ON THE 2 MOST POPULAR EL NIKKOR ENLARGING LENSES.

You Purchase: 6 or more of the two El Nikkor lenses listed below, in any assortment.

You Receive: Special net prices shown, and extended dating of 5% 10 EOM + 60 days.

Product No.	Description	Regular 6 + Net	Special 6 + Net	Savings
214	El Nikkor 50mm f4	\$50.28	\$45.69	\$4.57
216	El Nikkor 75mm f4	\$76.26	\$68.63	\$7.63

Note: New 50mm f2.8N El Nikkor lens (Product No. 210, Net Price \$80.28) may be included to achieve 6-piece quantity on this offer.

3. UP-TO-\$88 SAVINGS PLUS 5% 10 EOM + 60 DAYS TERMS ON NEWEST NIKKOR LARGE FORMAT LENSES.

All feature Nikon Integrated Coating and matched synch shutters built exclusively for Nikon. For highest-quality press, view, and technical-camera work. (New black shutter on 150mm f5.6)

You Purchase: 12 or more Nikkor large-format lenses listed, in any assortment.

You Receive: Up to 10% price reduction on each lens shown, with payment not due till the 10th of the third month following shipment *and* extended dating of 5% 10 EOM + 60 days. (Use separate order form for this offer)

Product No.	Description	Maximum Format	Regular 3 + Net	Special 12 + Net	Savings	Product No.	Description	Maximum Format	Regular 3 + Net	Special 12 + Net	Savings
1341	Nikkor-SW 65mm f4	4x5"	\$668.33	\$634.91	\$33.42	1315	Nikkor-W 180mm f5.6	5x 7"	\$304.33	\$289.11	\$15.22
1343	Nikkor-SW 75mm f4.5	4x5"	\$762.53	\$724.40	\$38.13	1318	Nikkor-W 210mm f5.6	5x 7"	\$469.10	\$422.19	\$46.91
1345	Nikkor-SW 90mm f4.5	5x7"	\$884.10	\$795.69	\$88.41	1319	Nikkor-W 240mm f5.6	8x10"	\$717.97	\$682.07	\$35.90
1311	Nikkor-W 135mm f5.6	4x5"	\$219.57	\$208.59	\$10.98	1321	Nikkor-M 300mm f9	8x10"	\$401.81	\$381.72	\$20.09
1314	Nikkor-W 150mm f5.6	5x7"	\$314.43	\$298.71	\$15.72	1323	Nikkor-M 450mm f9	10x12"	\$716.31	\$680.49	\$35.82

Note the extra savings (10%) on the two most popular lenses, the 90mm f4.5 and the 210mm f5.6.

Note: Eligible orders under this program must be entered on separate order form.

You may purchase as many qualifying orders under lens programs listed above as desired between September 1 and December 31, 1979.

SYSTEM-WIDE SAVINGS ON D

1. BUY 6 COMPARTMENT CASES, GET A 7TH ONE FREE.

You Purchase: 6 or more Nikon Compartment Cases listed below, in any assortment.

You Receive FREE: A 7th case up-to-\$180 value! (Free case must be same type as that purchased; if assorted, free case must be same as least expensive model ordered.)

Product No.	Description	6 + Net Price	Product No.	Description	6 + Net Price
496	Nikon FB-8 Case	\$117.64	503	Nikon FB-14 Case	\$114.55
500	Nikon FB-11A Case	\$180.01	477	Nikon FB-15 Case	\$159.63
501	Nikon FB-12 Case	\$163.95	492	Nikon FB-16 Case	\$ 61.13

2. 8% SAVINGS ON PRIME NIKON CLOSE-UP COMPONENTS.

You Purchase: Any assortment of Nikon close-up products listed below totalling \$500 or more at regular net price.

You Receive: Special net prices shown.

Product No.	Description	Regular Net	Special Net
2630	BR-2 Lens Reversal Ring/52mm	\$ 11.70	\$ 10.76
2629	BR-3 Slide Copy/Reversal Ring	\$ 13.98	\$ 12.86
2637	BR-4 Auto Ring	\$ 29.90	\$ 27.51
2636	AR-4 Twin Cable Release f/BR-4	\$ 24.05	\$ 22.13
2710	Extension Ring Set K (Manual)	\$ 35.43	\$ 32.60
2651	PK-11 Auto AI Extension Ring	\$ 29.90	\$ 27.51
2652	PK-12 Auto AI Extension Ring	\$ 31.20	\$ 28.70

Product No.	Description	Regular Net	Special Net
2653	PK-13 Auto AI Extension Ring	\$ 32.18	\$ 29.61
2643	PK-1 Auto Extension Ring	\$ 31.53	\$ 29.01
2644	PK-2 Auto Extension Ring	\$ 33.48	\$ 30.80
2645	PK-3 Auto Extension Ring	\$ 33.80	\$ 31.10
2602	PB-4 Bellows Attachment	\$172.58	\$158.77
2633	PS-4 Slide Copy Attachment	\$ 91.00	\$ 83.72

3. \$27.27 SAVINGS ON ULTRA-VERSATILE PF-3 REPRO COPY STAND.

Indispensable for exacting micro, macro and copy applications; accepts accessory Motor Drive cradle PH-3 (Product No. 2752) and Table Clamp PC-3 (Product No. 2753), as well as specialized lighting units.

You Purchase: Any quantity of Nikon PF-3 Repro Copy Stands.

You Receive: Special net price shown—an extra 10% discount.

Product No.	Description	Regular Net	Special Net	Savings
2750	Nikon PF/3 Repro Copy Stand	\$272.68	\$245.41	\$27.27

4. EXTRA DISCOUNTS WHEN YOU BUY NIKON 52mm FILTERS IN QUANTITY.

You Purchase: 12, 24, or 48 Nikon 52mm filters listed below in any assortment.

You Receive: Special 12, 24, and 48-piece net prices up to 15% off the regular net.

Product No.	Description	Regular 6 + Net	Special 12 + Net	Special 24 + Net	Special 48 + Net
2295	Y44 Light Yellow	\$10.19	\$ 9.98	\$ 9.66	\$ 9.12
2229	Y48 Med. Yellow	\$10.19	\$ 9.98	\$ 9.66	\$ 9.12
2296	Y52 Dark Yellow	\$10.19	\$ 9.98	\$ 9.66	\$ 9.12
2297	X0 Light Green	\$10.19	\$ 9.98	\$ 9.66	\$ 9.12
2230	X1 Dark Green	\$10.19	\$ 9.98	\$ 9.66	\$ 9.12
2231	O56 Orange	\$10.19	\$ 9.98	\$ 9.66	\$ 9.12
2249	R60 Red	\$10.19	\$ 9.98	\$ 9.66	\$ 9.12
2235	B2 Light Blue	\$10.19	\$ 9.98	\$ 9.66	\$ 9.12
2267	B8 Med. Blue	\$10.19	\$ 9.98	\$ 9.66	\$ 9.12

Product No.	Description	Regular 6 + Net	Special 12 + Net	Special 24 + Net	Special 48 + Net
2268	B12 Dark Blue	\$10.19	\$ 9.98	\$ 9.66	\$ 9.12
2266	A2 Light Amber	\$10.19	\$ 9.98	\$ 9.66	\$ 9.12
2264	A12 Dark Amber	\$10.19	\$ 9.98	\$ 9.66	\$ 9.12
2243	ND-4X	\$14.97	\$14.66	\$14.18	\$13.40
2244	ND-8X	\$14.97	\$14.66	\$14.18	\$13.40
2402	L1BC	\$15.28	\$14.96	\$14.48	\$13.68
2399	L37C	\$11.12	\$10.88	\$10.53	\$ 9.95
2250	Polarizer	\$35.82	(May be included to reach quantity levels)		

DOZENS OF NIKON PRODUCTS

5. FREE COMPARTMENT CASE WHEN YOU BUY 4-PIECE NIKON EM ACCESSORY PACKAGE.

With its new, lower price and turned-up advertising tempo, the Nikon EM is moving strongly... and here's an easy way to strengthen your profits on this most astounding system-within-the-system.

You Purchase: Any quantity of Nikon EM accessory packages comprising the four products shown below.

You Receive: A \$22.43 Nikon FB-E Compartment Case that holds everything—free.

Product No.	Description	Regular Low Net	Product No.	Description	Regular Low Net
110	Nikon Motor Drive MD-E	\$ 77.50	1235	Nikon 100mm f2.8 Series E Lens	\$120.11
284	Nikon SB-E Flash	\$ 42.61	4496	Nikon FB-E Comp. Case—FREE	\$ 22.43
1225	Nikon 35mm f2.5 Series E Lens	\$ 89.85	Saving		\$ 22.43

Don't forget—through October 31, 1979 the MD-E Motor Drive qualifies for a \$3.00 Sales Incentive... and the Nikon EM Camera for a \$5.00 Incentive! Also, special 2, 3, and 4-for-1 co-op offers announced in the Nikon EM Summer/Fall Program remain in effect through December 31, 1979. Use 'em to the hilt!

6. EXTRA 5% SAVINGS ON COMPLETE 7-VOLUME NIKON HANDBOOK SET.

Here it is—a totally new, modular-form Nikon Handbook by Amphoto. Now comprising 7 moderately-priced volumes—once any Nikon owner has one, he's sure to want them all.

You Purchase: Any quantity of complete 7-volume sets of new *Nikon Handbook*.

You Receive: Special 5%-off introductory net price on each volume.

Product No.	Description	Regular Net	Special Net	Product No.	Description	Regular Net	Special Net
2043	'Camera & Operational Techniques'	\$ 5.97	\$ 5.67	2047	'Motor Drive, Underwater, & Auxiliary Systems'	\$ 5.37	\$ 5.10
2044	'Lenses & Lens Systems'	\$ 5.97	\$ 5.67	2048	'Special Effects & Darkroom Techniques'	\$ 5.37	\$ 5.10
2045	'Exposure Control & Lighting'	\$ 4.77	\$ 4.53	2049	'Color Photography'	\$ 5.37	\$ 5.10
2046	'Close-Up Photography & Copying'	\$ 5.37	\$ 5.10	COMPLETE 7-VOLUME SET		\$38.19	\$36.27

7. EXTRA 5% SAVINGS ON 3+ QUANTITIES OF NEW KEPPLER BOOK.

It's the long-awaited, all-new edition of Herbert Keppler's famed 'Nikon/Nikkormat Way'—chock full of newest Nikon cameras, accessories, and data. An unbeatable 'Way' to generate extra customer enthusiasm and extra sales.

Product No.	Description	Regular Net	Special 3+ Net
2050	'The Nikon/Nikkormat Way' by Herbert C. Keppler	\$16.77	\$15.93

AND—You may include orders for above deal under special credit terms outlined on p. 3 for additional discounts to 5%. Place as many orders as you like, between now and December 31, 1979.

AND A PROFIT-BUILDING SPECIAL ON NIKONOS II UNDERWATER FLASH UNITS.

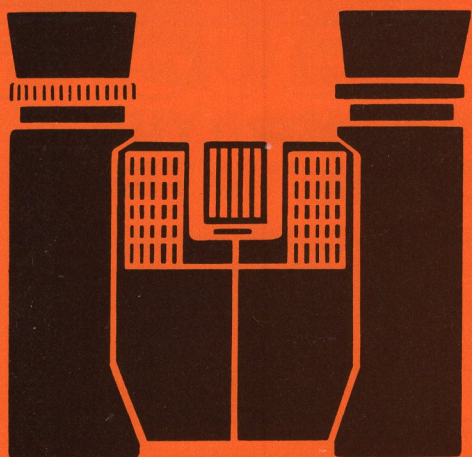
When the light's not perfect, here's the flash that is! Adjustable bracket for close-up or long-range shots. For Nikonos II exclusively.

You Order: Any quantity of Underwater Flash Units for Nikonos II.

You Receive: Special net price shown below.

Product No.	Description	Regular Net	Special Net	Savings
10726	Underwater/All Weather Flash for Nikonos II	\$117.33	\$105.60	\$11.73

AND—You may include orders for above deals under special credit terms outlined on p. 3 for additional discounts to 5%. Place as many orders as you like, between now and December 31, 1979.



SPECIAL NIKON BINOCULAR BUYS, CREDIT AND CO-OP...

1. EXTRA 5% DISCOUNT PLUS SPECIAL 5% 10 EOM + 60 DAY TERMS ON 12 TOP BINOCULARS.

You Purchase: 6 or more Nikon binoculars listed below, in any assortment.

You Receive: Special net prices shown PLUS Extended credit terms of 5% 10 EOM + 60 days.

Product No.	Description	Regular 6+ Net	Special 6+ Net	Product No.	Description	Regular 6+ Net	Special 6+ Net
765	3X Sports Glass Model II	\$ 37.53	\$ 35.65	784	10x35 E High Eyepoint	\$215.73	\$204.94
701	6x18 Compact	\$ 72.36	\$ 68.74	705	7x50 CF Standard	\$217.62	\$206.74
708	7x26 Roof Prism	\$193.32	\$183.65	750	7x50 IF Tropical	\$225.99	\$214.69
711	9x30 Roof Prism	\$211.95	\$201.35	777	8x30 IF Rubber-Coated	\$242.73	\$230.59
780	7x35 E High-Eyepoint	\$188.73	\$179.29	732	10x70 IF Wide Field	\$455.76	\$432.97
782	8x30 E High Eyepoint	\$199.53	\$189.55	735	12x40 Wide Field	\$225.99	\$214.69

2. UP TO 11.11% SAVINGS PLUS 5% 10 EOM + 60 DAYS TERMS ON 8x24 COMPACTS.

You Purchase: 12 or 24 of the Nikon 8x24 Compact Binoculars.

You Receive: Special quantity prices shown PLUS Extended credit terms of 5% 10 EOM + 60 days.

Product No.	Description	Regular 6+ Net	Special 12+ Net	Special 24+ Net
706	8x24 Compact w/case	\$81.00	\$77.00	\$72.00

3. 5% 10 EOM + 60 DAYS TERMS FOR ALL NIKON BINOCULAR PURCHASES.

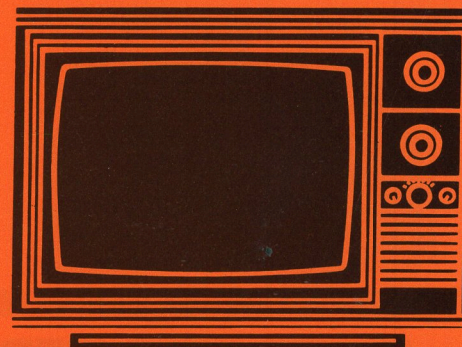
You Purchase: Any Nikon binoculars in any quantity at regular net prices.

You Receive: A 5% cash discount when you pay in full by the 10th of the 3rd month following shipment. May be entered as separate order or (without qualifying for quantity levels) added to orders for above special deals.

4. 10% CO-OP ALLOWANCE FOR ALL NIKON BINOCULAR PURCHASES.

You Purchase: Any Nikon binoculars, including above deals, from September 1 through December 31, 1979.

You Receive: Special 10% co-op allowance, sent in the form of special certificates that may be used only for Binocular co-op advertising. (Instructions included with certificates.) This special allowance will not appear on your regular co-op statement.



SUPERCHARGED ADVERTISING FOR ALL-OUT SUPPORT...

Year in and year out, Nikon advertising just might be the best deal of all for America's Nikon dealers. Advertising of a range, impact, and consistency that is, like Nikon quality, simply in a class by itself.

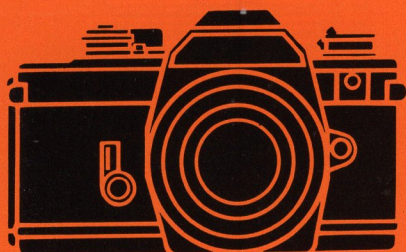
Look through the pages of any photo magazine, any professional book. Through dozens of best-read general-interest consumer magazines, where literally millions of prime Nikon prospects turn daily. Now, it's being joined by a massive Nikon TV and radio campaign of truly unprecedented scope in 27 designated market areas. And what you have is colorful, hard-hitting Nikon advertising that pre-sells those potential customers to help you make the sales you need, when you need them: now.

POWERHOUSE CO-OP CAMPAIGNS TO BRING THOSE BUYERS TO YOU.

We want you to utilize every cent of your 100/ Nikon co-op funds to generate sales, and to help you do just that, we're now offering the most exciting, rewarding multi-faceted co-op campaign in Nikon history:

- 1. 100% co-op earnings equal to 3% of every Nikon purchase.** Every dollar you spend in Nikon products—from an A2 filter to an F2 camera—earns you 3% co-op funds, applicable to 100% of the cost of qualifying newspaper, radio and TV advertising. Always.
- 2. Two-for-One co-op on Nikon F2 trade-in ads** through December 31, 1979. Just run any new Nikon-supplied F2 trade-in newspaper ad once, and Nikon pays in full through your 100% co-op earnings. Then, run the same ad a second time in the same publication, on a different date, and Nikon pays in full *again*—without charging your regular co-op account (see p. 8 for details.)
- 3. 10% Co-Op earnings on all Nikon binocular purchases** from September 1 through December 31, 1979—including special binocular deals on p. 12! What a way to launch a strong fall/winter campaign for a product every sports fan, hunter, and hiker wants... a product unexcelled for holiday giving! (See p. 12 for details.)
- 4. Unprecedented 2-for-1, 3-for-1, and 4-for-1 Co-Op offers on Nikon EM** advertising through December 31, 1979. Previously announced to Nikon dealers in the Nikon Summer/Fall program, these sensational offers are detailed in the special Nikon EM program summary on the next two pages.

There are two things no photo dealer can have enough of. The first is Nikon products. The second, Nikon advertising. Through this unique program, we've gone all-out to help you get more of *both*....



A REMINDER: THE SENSAT PROGRAM CONTINUES TH

This is a summary of the Nikon EM Program announced to Nikon dealers in August, 1979. Chances are, it's already helped you achieve significant volume sales on the new EM camera, lenses, and accessories. There are so many rewarding elements that we urge you to check over this recap, to make sure you're taking maximum advantage of every opportunity it offers.

EFFECTIVE AUGUST 1, 1979: \$20.00 PRICE REDUCTION ON NIKON EM WITH 50MM f1.8 SERIES E NIKON LENS.

It's a \$15.00 reduction on the camera body, plus a \$5.00 reduction on the lens, in all quantity levels. And, this is *not* a limited time reduction—Here's how the new prices work out!

Product No.	Description	Suggested Retail Price		1—2		Dealer Cost 3—5		6 or More	
		Old	New	Old	New	Old	New	Old	New
1705	Nikon EM w/50mm f1.8 Nikon Series E Lens	388.00	357.50	252.20	232.20	244.63	224.63	239.59	219.59
1700	Nikon EM body only	266.50	243.50	173.22	158.22	168.02	153.02	164.56	149.56
1230	Nikon 50mm f1.8 Series E Lens	121.50	114.00	78.98	73.98	76.61	71.61	75.03	70.03

LIMITED TIME OFFERS

Effective August 1 to October 31, 1979:

UP TO \$8.00 SALES INCENTIVE ON NIKON EM CAMERA AND MD-E MOTOR DRIVE. \$5.00 for EM bodies with any normal lens, plus \$3.00 for MD-E motor drives will be paid by Nikon to you or your designated salesperson for each bona fide retail sale of these products from August 1 through October 31, 1979. For each qualifying sale, please enter all indicated information on the special Application forms, which include full details on payment procedures.

3-FOR-1 & 2-FOR-1 CO-OP

Effective August 1 to December 31, 1979.

3-FOR-1 CO-OP: Run any of the specially-marked *Nikon EM '3-For-1'* newspaper ads already supplied to you once, which may be charged to your regular Nikon 100% co-op—and Nikon will pay in full for a 2nd and 3rd insertion without charging your co-op account!

2-FOR-1 CO-OP: Run any other Nikon EM newspaper ad qualifying under the 1979 Nikon Co-Op Program once during this period, charging it to your regular co-op; and Nikon will pay in full for a second insertion in the same publication on a different date, without charging your regular co-op funds.

Note: Amount of reimbursement for 2nd and/or 3rd insertions cannot exceed cost of initial insertion.

Details on these special co-op plans appear in the 1979 Summer/Fall Program folder.

IONAL NIKON EM ROUGH DECEMBER 31, 1979

ADVERTISING SUPPORT: TV • RADIO • NEWSPAPER

1. FOR DEALERS IN THESE 27 DESIGNATED MARKET AREAS (DMA)*

Atlanta • Baltimore • Boston • Chicago • Cleveland • Columbus • Dallas • Denver • Detroit • Houston • Kansas City • Los Angeles • Miami • Milwaukee • Minneapolis • New York • Phoenix • Philadelphia • Pittsburgh • Portland • Salt Lake City • San Diego • San Francisco • Seattle • St. Louis • Tampa/St. Petersburg • Washington, D.C.

No radio advertising in Atlanta, Minneapolis, Seattle and St. Louis in November and December.

• A MONTH-LONG BARRAGE OF RADIO AND TV COMMERCIALS BEGINNING SEPTEMBER 17.

Created by nationally-renowned team of Stiller & Meara, powerful 60-second EM radio commercials will run again and again on your local radio stations, reinforced by a barrage of high impact TV spots.

• HIGH-POWERED TV COMMERCIALS FROM OCTOBER 29 THROUGH CHRISTMAS.

Hundreds of thousands of local EM prospects will see these all-new 30-second commercials on your hometown TV stations—not once, but time and again in the biggest Nikon ad blitz ever.

*Designated Market Area (DMA) as defined in the Nielsen Station Index, published by A.C. Nielsen Company.

2. FOR DEALERS IN ALL OTHER MARKET AREAS

You can enjoy dynamic Nikon TV and radio support in your home town, because...

NIKON GIVES YOU 4-FOR-1 CO-OP WHEN YOU RUN THE SAME RADIO AND TV ADS!

We'll supply you with copies of the new Nikon radio and TV commercials, produced to let you add your store's name, location, and other data. Run the commercial once on your local radio or TV station, which may be charged to your regular Nikon 100% co-op; then, *run it a second, third, and fourth time—and Nikon will pay in full, without charging your co-op account!*

(Available to dealers not located in the 27 Designated Market Areas* listed above for commercials broadcast from September 17 to December 31, 1979. You must use the official 4-For-1 Co-Op Request Forms, already provided, and submit them no later than October 31, 1979.)

While 4-For-1 Co-op does not apply to newspaper advertising, the special 3-For-1 and 2-For-1 plan described above does. Be sure to take advantage of these additional plans for maximum tie-in impact with the unprecedented Nikon radio and TV support you now enjoy!

These special TV & radio co-op programs are in effect from September 1 thru December 31, 1979.

*Designated Market Areas (DMA) as defined in the Nielsen Station Index, published by the A.C. Nielsen Company.

MARK THESE DATES FOR SYSTEM-WIDE OPPORTUNITIES...

Page	1979 Nikon Program	EFFECTIVE DATES:			
		September	October	November	December
4	6% 30-60-90-120 Days FE/FM Offer	✓	✓*		
4	\$5 FM Sales Incentive	✓	✓	✓	✓
4	FE/FM Eveready Case Offers	✓	✓	✓	✓
5, 12	5% 90 Days Binocular Offers	✓	✓	✓	✓
5, 9	5% 90 Days Large Format Nikkor Offers	✓	✓	✓	✓
5, 9	5% 90 Days EI Nikkor Offers	✓	✓	✓	✓
5	5% 10 EOM Credit Terms	✓	✓	✓	✓
5	4% 10 EOM + 30 Days Credit Terms	✓	✓	✓	✓
5	3% 10 EOM + 60 Days Credit Terms	✓	✓	✓	✓
5	Amortized Inventory Plan (AIP)	✓	✓	✓	✓
6	\$30 F2/50mm f1.4 Offer	✓	✓	✓	✓
6	50mm f1.4 Lens Offer (for F2's in stock)	✓	✓	✓	✓
6	MD-2 Motor Drive/MF-3 Back Offer	✓	✓	✓	✓
6	F2 Eveready Case Offers	✓	✓	✓	✓
7	EE-Aperture Control Set Offer	✓	✓	✓	✓
7	F2 Viewfinder Offers	✓	✓	✓	✓
7	F2 Focusing Screen Offers	✓	✓	✓	✓
8	\$75 F2 Trade-In Offer	✓	✓	✓	✓
8	2-for-1 F2 Co-Op Offer	✓	✓	✓	✓
9	F-Mount Nikkor Lens Offers	✓	✓	✓	✓
10	Compartment Case Offer	✓	✓	✓	✓
10	Close-Up Accessory Offers	✓	✓	✓	✓
10	PF-3 Repro Copy Stand Offer	✓	✓	✓	✓
10	Quantity Nikon Filter Offers	✓	✓	✓	✓
11	EM Accessory Package Offer	✓	✓	✓	✓
11	Nikon Handbook Offer	✓	✓	✓	✓
11	Keppler 'Nikon/Nikkormat Way' Offer	✓	✓	✓	✓
11	Nikonos II Underwater Flash Offer	✓	✓	✓	✓
12	10% Binocular Co-Op Offer	✓	✓	✓	✓
14	\$5 EM Sales Incentive	✓	✓		
14	\$3 MD-E Sales Incentive	✓	✓		
14	EM 3-for-1 Co-Op Offer	✓	✓	✓	✓
14	EM 2-for-1 Co-Op Offer	✓	✓	✓	✓
15	EM 4-for-1 Co-Op Offer	✓	✓	✓	✓

*6% FE/FM Offer ends October 24, 1979

This book is for authorized Nikon dealers only. Possession or receipt of this book by other persons shall not be deemed an offer to sell to such persons. All prices, specifications, and programs are subject to change without notice.

Nikon Inc., Garden City, New York 11530. A subsidiary of Ehrenreich Photo-Optical Industries, Inc. ☐ Other offices in Niles, Illinois and San Francisco, California

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