

Canon's 1981 Spring Season Profit Maker Program

EFFECTIVE JANUARY 26 TO JULY 25, 1981

Canon[®]
Photographic Products Division

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We are proud to present our Spring Season Profit Maker Program for 1981. Please see promotions in each category for fast turnover and high profits.

This booklet contains new pricing information for many products in our current line, including several new and exciting interchangeable lenses and additional newly introduced products.

Most important, you will find special prices and promotions on popular items as well as *special credit terms* detailed on page 3. You will also find information about Canon Co-op advertising, merchandising aids and the national advertising support that will continue to make Canon the world's leader in 35mm photography!

SALES POLICY AND CONDITIONS OF SALE

CONDITIONS OF SALE

A. An "Authorized Canon Camera Dealer" is a retailer who adheres to the requirements specified in this Sales Policy and Conditions of Sale.

Note: The possession of any Canon Dealer Price List and/or catalog does not create an authorized dealership with Canon U.S.A., Inc.

- B. The minimum order requirement for shipment of Canon Merchandise is \$100 Net. All net prices are listed in the Authorized Canon Dealer Price List and Merchandise Promotion Books.
- C. All orders received by Canon are subject to approval for shipment to authorized Canon dealers by Canon U.S.A., Inc., Regional Credit Departments.
- D. Canon U.S.A., Inc. reserves the right at any time to change all prices, product specifications, terms of sale and cancel any backorder without prior notice.

YEARLY PURCHASE GOALS

- A. It is anticipated that each Authorized Canon Dealer will meet the sales goal of purchasing a minimum of \$2,500 in photographic equipment per year from Canon U.S.A., Inc., beginning on January 1st and ending on the following December 31st.
- B. Canon shall have the option of terminating the dealership of any Authorized Canon Dealer failing to meet the December 31st minimum yearly purchase goal as specified in paragraph "A" in accordance with applicable law, if any.

TERMS

- A. Canon U.S.A., Inc. standard payment terms currently in effect are as follows: 2% 10 EOM based on the prices listed in the Authorized Canon Dealer Price List that is in effect on the date the order is shipped. During the year payment terms may be changed by Canon U.S.A., Inc., Camera Division, and, in addition, other terms may be established for special promotions in our "Profit Maker Programs." At the present time, such special credit terms for promotions only apply to purchase orders providing for single deliveries in amounts exceeding \$1,000.
- B. The shipping date indicated on each invoice determines the current price and terms of payment. The 25th day of each month is deemed to be the end of each month for invoicing purposes. Beginning with the 26th of the month, invoices are considered as business transactions for the following month.
- C. The prevailing cash discount schedule listed in the then current Canon Profit Maker Program will be allowed on remittances to Canon U.S.A., Inc. postmarked and actually mailed on or before the 10th of the month after the invoicing month.
- D. In the event of failure to pay a scheduled installment payment under the Canon promotion dating programs in accordance with the scheduled dates, all of the remaining installments shall be paid without any discount allowance.

SHIPPING TERMS

Canon will pay transportation costs on all shipments where the original order was for \$250 Net or more. The terms of all other orders are F.O.B., Canon's Regional Warehouse servicing your account. Title to the merchandise transfers to the consignee upon delivery to the carrier. The method of transportation is at the discretion of Canon U.S.A., Inc. The normal method of shipment by Canon will be made by bill of lading which does not declare any value unless dealer requests otherwise, in which event the dealer will bear any extra cost.

All additional freight or special handling charges incurred due to special shipping requirements requested by the dealer will be added to the specific merchandise invoice for payment by the dealer.

CLAIMS

All claims for damage, carton shortage as pilferage must be made by the dealer to the delivering carrier. Upon request of the dealer, Canon U.S.A., Inc. will cooperate in presenting the claim to the carrier if notified within three (3) working days after receipt of shipment and provided the proper claimed exception has been noted on the delivery receipt.

CONCEALED DAMAGE OR PILFERAGE

Please inspect all packages as soon as they are delivered by the carrier. Any damage or pilferage not readily apparent at the time of delivery must be made known to the delivering carrier and the dealer must request an inspection be made by the carrier as soon as possible, but not later than ten (10) days after receipt of shipment. Failure to give prompt notice as required by the carrier may result in denial of your claim. All shipments (packages) must be left intact until such examination is made by the carrier.

SHORT SHIPMENT

Any and all claims for shortages must be made within three (3) days after receipt of shipment from the carrier and at the same time a copy of the Canon packing slip must be forwarded to Canon U.S.A., Inc.'s warehouse servicing your account.

NON-DELIVERY

Canon U.S.A., Inc. will not be responsible for non-delivery unless notified in writing within thirty (30) days from date of invoice.

RETURNS

- A. **Returns for Service** must be pre-paid and addressed to the attention of the Canon Photographic Service Department at the Canon Warehouse servicing your account.
- B. **Returns for Credit**—all Canon Photographic Products are sold without return privileges. Canon may, at its discretion, accept returns if it determines in its sole discretion that such returns are required for dealer to balance the Dealer's inventory. Requests for "Merchandise Return Authorization" must be made in writing to the Canon Regional Sales Manager servicing your account. All returns must be accompanied by a "Canon Photographic Merchandise Return Authorization Form."
- Merchandise returned without prior written authorization from Canon U.S.A., Inc. will be returned at the dealer's expense. All authorized returns must be shipped pre-paid and delivered to a certified carrier within fifteen (15) days of issuance of the merchandise return authorization.
- C. **Returns of Defective Photographic Stock Inventory** requires prior written approval in the form of a Merchandise Return Authorization from the Canon Service Department at the Canon Warehouse that services your account. Merchandise must be current, new, unmarked and in original packaging with the warranty card and data as originally supplied. All merchandise returned is subject to inspection and verification by Canon U.S.A., Inc. Merchandise will be exchanged on a unit-by-unit basis, subject to availability. If not available, the unit will be repaired as expeditiously as possible at the Canon Regional Office that services your account. Returns of Defective Stock Inventory must be shipped pre-paid by the dealer on a certified carrier.

Canon's Spring Season

PROGRAM: 1

This Spring Profit Maker Program will be in effect from January 26th to July 25th, 1981. It has been designed to make it easy for you to maintain a broad inventory of Canon photographic products while realizing substantial savings on your purchases throughout this promotion period.

All the Canon products included in this program have been placed in separate categories, listed below. Review each section carefully and you'll find some really exciting promotions on popular Canon merchandise.

You can also "Mix and Match" the products in specific categories for maximum quantities and discounts. Each promotion page lists the qualifications necessary for maximum savings in each category. **However, products cannot be mixed from other categories to obtain the maximum quantities and discounts allowed.**

This promotion price list shows you the actual net price of each product that you order, even when single units are purchased along with other merchandise in the same category to earn maximum quantity discounts. The only exceptions are the items included in the special Canon AV-1 "PROFIT PAKS" on page 12. These special packages offer you additional cash savings beyond the already low promotional net prices shown for individual components, for even greater profits!

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.

- CATEGORY 1:A** Canon F-1 and System (pages 4-7)
- CATEGORY 1:B** Canon A-1 Camera (page 9)
- CATEGORY 1:C** Canon AE-1, AT-1, AV-1 and "A Series" System (pages 10-17)
- CATEGORY 2:A** Canon Interchangeable Lenses (pages 18-20)
- CATEGORY 2:B** Canon Normal Lenses (page 21)
- CATEGORY 2:C** Special Lens Promotion (page 21)
- CATEGORY 3:** Canon Rangefinder Cameras (pages 24-25)
- CATEGORY 4:** Canon 8mm Movie Cameras (pages 26-28)
- CATEGORY 5:** Other Canon Accessories (pages 29-35)
- CATEGORY 6:** Canon Filters and Close-up Lenses (page 36)



Profit Maker Program

EFFECTIVE
JANUARY 26
to JULY 25, 1981

PROGRAM: 2 CREDIT TERMS

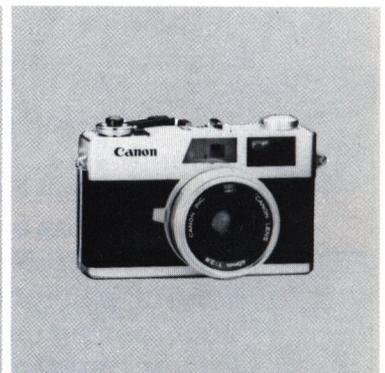
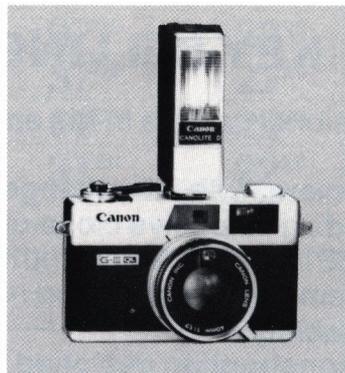
Canon's **Pay Early-Pay Less** terms are designed as an added incentive for greater profits from the sale of Canon merchandise. If you pay the entire invoice of your shipped purchases from January 26, 1981 to July 25,

1981, 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 Jan 26 '81 to Feb 25 '81	Shipped purchases Feb 26 '81 to Mar 25 '81	Shipped purchases Mar 26 '81 to Apr 25 '81	Shipped purchases Apr 26 '81 to May 25 '81	Shipped purchases May 26 '81 to June 25 '81	Shipped purchases June 26 '81 to July 25 '81
Pay Entire Amount	Mar 10 '81 6%	Apr 10 '81 6%	May 10 '81 6%	June 10 '81 6%	July 10 '81 6%	Aug 10 '81 6%
Pay Entire Amount	Apr 10 '81 3%	May 10 '81 3%	June 10 '81 3%	July 10 '81 3%	Aug 10 '81 3%	Sept 10 '81 3%
Pay Entire Amount	May 10 '81 NET	June 10 '81 NET	July 10 '81 NET	Aug 10 '81 NET	Sept 10 '81 NET	Oct 10 '81 NET

NOTE: All orders not completely shipped by July 25, 1981 will be automatically cancelled.

For details on Program 3, Co-op Program, see page 39.



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

The Ultimate System SLR.



*Obtain the best price in this category by purchasing 2 or more F-1 cameras.

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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	Q'TY 2 OR MORE UNIT PRICE
C12-0731-882	Canon F-1 w/lens FD 50mm f1.8 & hood	799 ⁵⁰	518 ⁷⁰	475 ⁵⁰
C12-0731-862	Canon F-1 w/lens FD 50mm f1.4 & hood	868 ⁵⁰	563 ⁷⁰	516 ⁵⁰
C12-0731-842	Canon F-1 w/lens FD 50mm f1.2 & hood	988 ⁵⁰	641 ⁷⁰	588 ⁵⁰
C12-0731-211	Canon F-1 body only	654 ⁰⁰	425 ⁰⁰	414 ⁷⁰
1-207T1-21	Canon High Speed Motor Drive Camera	2,226 ⁰⁰	1,447 ⁰⁰	

KEY SELLING FEATURES

- The most professional camera in the entire Canon line, w/speeds to 1/2000th second.
- A true system camera, with interchangeable finders and screens plus over forty Canon lenses and an extensive close-up and Macro system of accessories.
- Optional Servo EE finder provides shutter-preferred automatic exposure control, eg.: for remote mounting and release. Booster T finder provides low-level light reading capability.
- Proven, rugged construction designed for years of trouble-free performance in continuous operation.

F-1 SYSTEM SPECIAL PROMOTION PRICE

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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE	ADDITIONAL SAVINGS SPECIAL PRICE
■ C51-9361-211	Canon Power Winder F	300 ⁰⁰	180 ⁰⁰	171 ⁰⁰	156 ⁶⁰
■ C51-9341-211	Canon Data Back F	180 ⁰⁰	108 ⁰⁰	102 ⁶⁰	94 ⁰⁰
■ 5-40801-00	Speed Finder	246 ³⁰	147 ⁸⁰	140 ⁴¹	128 ⁶⁰
■ 5-40902-00	Waist Level Finder	61 ³⁰	36 ⁸⁰	34 ⁹⁶	32 ⁰⁰
■ 5-40711-00	Angle Finder B	76 ⁰⁰	45 ⁵⁰	43 ²³	39 ⁶⁰
■ 5-40701-21	Magnifier R	26 ⁵⁰	15 ⁹⁰	15 ¹¹	13 ⁸⁰
■ 5-60091-21	Booster T Finder Set	360 ⁰⁰	216 ⁰⁰	205 ²⁰	187 ⁹⁰
■ 5-60101-21	Servo EE Finder Set	468 ⁵⁰	281 ²⁰	267 ¹⁴	244 ⁶⁰
■ 5-19281-21	Motor Drive MF Set	792 ⁵⁰	475 ⁵⁰	451 ⁷³	413 ⁷⁰
C55-9044-211	Auto Bellows	202 ⁰⁰	121 ¹⁵	115 ⁰⁹	110 ³⁰
5-59042-20	Bellows FL	152 ⁵⁰	91 ⁵⁰	86 ⁹³	79 ⁶⁰
■ C51-9431	Focusing Screen L-A	37 ⁰⁰	22 ²⁰	21 ⁰⁹	19 ³⁰
■ C51-9432	Focusing Screen L-B	37 ⁰⁰	22 ²⁰	21 ⁰⁹	19 ³⁰
■ C51-9433	Focusing Screen L-C	37 ⁰⁰	22 ²⁰	21 ⁰⁹	19 ³⁰
■ C51-9438	Focusing Screen L-D	37 ⁰⁰	22 ²⁰	21 ⁰⁹	19 ³⁰
■ C51-9434	Focusing Screen L-E	37 ⁰⁰	22 ²⁰	21 ⁰⁹	19 ³⁰
■ C51-9435	Focusing Screen L-F	37 ⁰⁰	22 ²⁰	21 ⁰⁹	19 ³⁰
■ C51-9436	Focusing Screen L-G	37 ⁰⁰	22 ²⁰	21 ⁰⁹	19 ³⁰
■ C51-9439	Focusing Screen L-H	37 ⁰⁰	22 ²⁰	21 ⁰⁹	19 ³⁰
■ C51-9437	Focusing Screen L-I	37 ⁰⁰	22 ²⁰	21 ⁰⁹	19 ³⁰

Case for F-1

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

ACCESSORIES for F-1

Note: With the purchase of \$300.00 or more of accessories at regular dealer net prices an additional 5% "Bonus" Discount will be given for qualifying accessories. See "Promotion Net Price" column in blue.

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	\$451.73*
■ 5-85391-00	Grip MF	\$148.00	\$ 89.00	\$ 84.55

* For lowest net price on this item, please see ADDITIONAL SAVINGS column, above.

■ F-1 No Mark for All SLRs

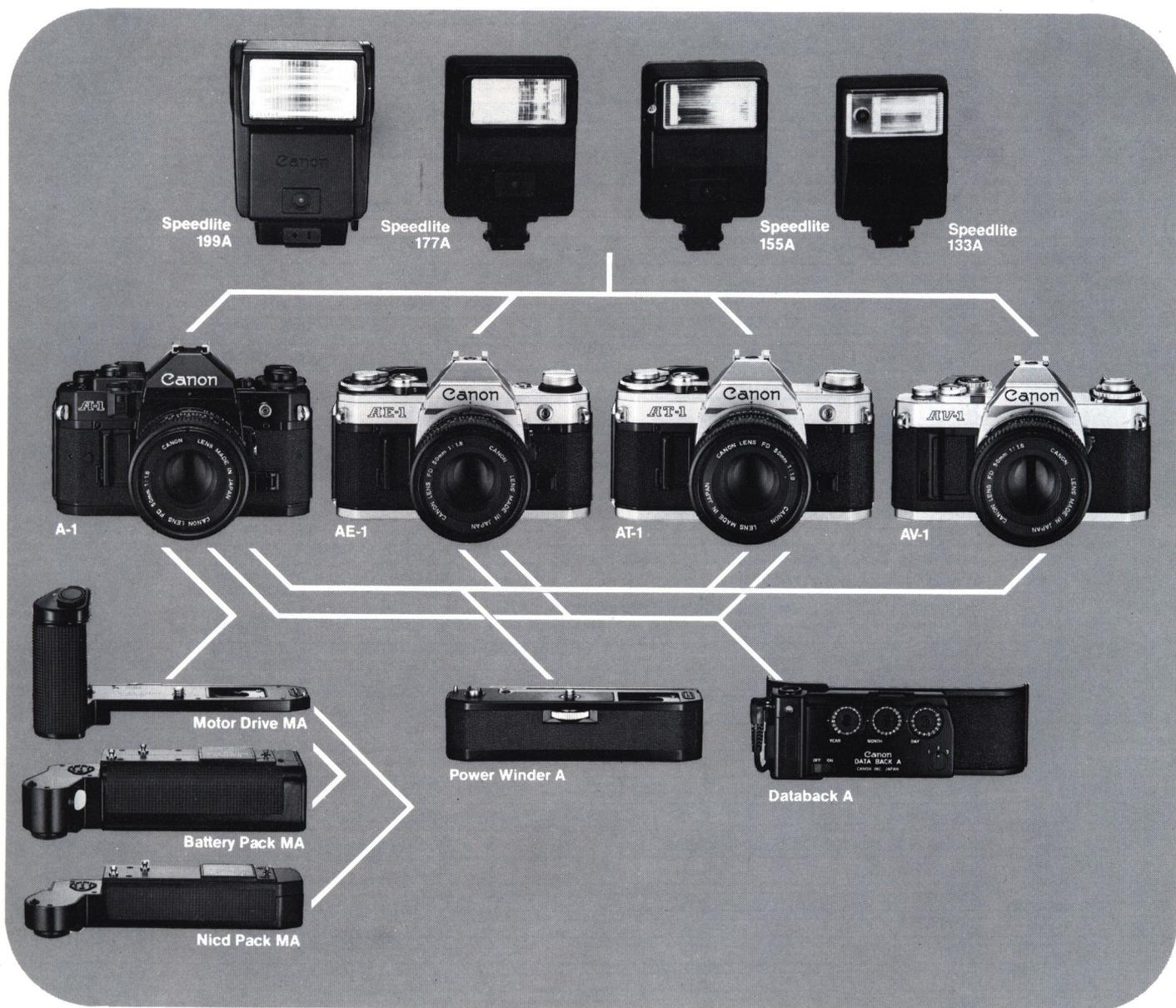
CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
■ 5-81101-00	Cord MF for Grip MF	\$ 32.50	\$ 19.50	\$ 18.53
■ 5-81071-00	Extension Cord E1000	\$ 16.75	\$ 10.00	\$ 9.50
■ 5-19172-00	Remote switch 60MF	\$ 16.50	\$ 9.90	\$ 9.41
■ 5-64041-00	Interval Timer L	\$ 105.00	\$ 62.90	\$ 59.76
★ ■ 5-19201-00	Film Magazine 250	\$ 35.50	\$ 21.30	\$ 20.24
■ 5-19181-00	Film Loader 250	\$ 123.50	\$ 74.00	\$ 70.30
■ 5-60101-21	Servo EE Finder Set (includes power cord 12V2E)	\$ 468.50	\$ 281.20	\$ 267.14*
■ 5-19191-02	Battery Case (w/1 battery magazine 12V)	\$ 41.00	\$ 24.50	\$ 23.28
■ 38-0250	Battery Magazine 12V	\$ 12.50	\$ 7.50	\$ 7.13
■ 5-81081-00	Connecting Cord MF for Servo EE Finder	\$ 16.50	\$ 9.90	\$ 9.41
■ 48-0097	Power Cord 12V2E for Servo EE Finder	\$ 20.30	\$ 12.20	\$ 11.59
■ 5-60091-21	Booster T Finder Set (includes 6-volt silver oxide battery)	\$ 360.00	\$ 216.00	\$ 205.20*
■ 48-0098	Power Cord 6-volt 2B	\$ 20.30	\$ 12.20	\$ 11.59
■ 5-40801-00	Speed Finder in case	\$ 246.30	\$ 147.80	\$ 140.41*
■ 5-40902-00	Waist Level Finder	\$ 61.30	\$ 36.80	\$ 34.96
■ 5-40712-00	Angle Finder A-2	\$ 54.50	\$ 32.80	\$ 31.16
■ 5-40711-00	Angle Finder B	\$ 76.00	\$ 45.60	\$ 43.32*
■ 5-40701-21	Magnifier R	\$ 26.50	\$ 15.90	\$ 15.11
■ 5-41051-00	Magnifier Adaptor R	\$ 8.50	\$ 5.10	\$ 4.85
■ C51-9431	Focusing Screen L-A (Microprism)	\$ 37.00	\$ 22.20	\$ 21.09*
■ C51-9432	Focusing Screen L-B (Split Image)	\$ 37.00	\$ 22.20	\$ 21.09*
■ C51-9433	Focusing Screen L-C (Mat Surface)	\$ 37.00	\$ 22.20	\$ 21.09*
■ C51-9438	Focusing Screen L-D (Mat Surface with Grid)	\$ 37.00	\$ 22.20	\$ 21.09*
■ C51-9434	Focusing Screen L-E (Split Image Microprism)	\$ 37.00	\$ 22.20	\$ 21.09*
■ C51-9435	Focusing Screen L-F (Microprism/Large Aperture Lens)	\$ 37.00	\$ 22.20	\$ 21.09*
■ C51-9436	Focusing Screen L-G (Microprism/Small Aperture Lens)	\$ 37.00	\$ 22.20	\$ 21.09*
■ C51-9439	Focusing Screen L-H (Mat/Scale)	\$ 37.00	\$ 22.20	\$ 21.09*
■ C51-9437	Focusing Screen L-I (Double Cross Hair Reticule)	\$ 37.00	\$ 22.20	\$ 21.09*
■ 5-05061-00	Dioptric Adjustment Lens R (+3)	\$ 5.00	\$ 3.00	\$ 2.85
■ 5-05062-00	Dioptric Adjustment Lens R (+2)	\$ 5.00	\$ 3.00	\$ 2.85
■ 5-05068-00	Dioptric Adjustment Lens R (+1.5)	\$ 5.00	\$ 3.00	\$ 2.85
■ 5-05063-00	Dioptric Adjustment Lens R (+1)	\$ 5.00	\$ 3.00	\$ 2.85
■ 5-05069-00	Dioptric Adjustment Lens R (+0.5)	\$ 5.00	\$ 3.00	\$ 2.85
■ 5-05064-00	Dioptric Adjustment Lens R(0)	\$ 5.00	\$ 3.00	\$ 2.85
■ 5-05071-00	Dioptric Adjustment Lens R (-0.5)	\$ 5.00	\$ 3.00	\$ 2.85
■ 5-05065-00	Dioptric Adjustment Lens R (-2)	\$ 5.00	\$ 3.00	\$ 2.85
■ 5-05066-00	Dioptric Adjustment Lens R (-3)	\$ 5.00	\$ 3.00	\$ 2.85
■ 5-05067-00	Dioptric Adjustment Lens R (-4)	\$ 5.00	\$ 3.00	\$ 2.85
■ C51-9421-011	Canon Finder Illuminator F	\$ 22.00	\$ 13.20	\$ 12.54
■ 5-59211-00	Eye Cup 3R	\$ 2.30	\$ 1.40	\$ 1.33
■ 13-9982-001	Rubber Eyepiece Ring for F-1	\$ 2.10	\$ 1.25	\$ 1.19
C58-5351-211	Wireless Controller LC-1 Set (including LC-1 Transmitter and LC-1 Receiver) for use with Motor Drive, MF, MA, 1014XL-S, 814XL-S, 514XL-S, & 312XL-SS	175.00	\$ 105.00	\$ 99.75**

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
C58-5351-001	LC-1 Transmitter	\$ 87.50	\$ 52.50	\$ 49.88
C58-5352	LC-1 Receiver	\$ 87.50	\$ 52.50	\$ 49.88
C50-0381-221	Speedlite 533G Set (Consists of Speedlite 533G, Sensor Unit G-20, One-Touch Bracket G, Wide Adaptor 533G-24, Battery Magazine 533G)	\$ 280.00	\$ 168.00	\$ 156.24
C50-0391-211	Speedlite 577G Set (Consists of Speedlite 577G, Sensor Unit G-20, One-Touch Bracket G, Wide Adaptor 577G-24)	\$ 340.00	\$ 204.00	\$ 189.72
C50-1561	Battery Magazine for 533G	\$ 12.00	\$ 7.20	\$ 6.70
C50-1501	One-Touch Bracket G	\$ 48.00	\$ 28.80	\$ 26.78
C50-1491	Sensor Unit G20	\$ 40.00	\$ 24.00	\$ 22.32
C50-1492	Sensor Unit G100	\$ 56.00	\$ 33.60	\$ 31.25
C50-1541	Wide Adaptor 533G-24	\$ 10.00	\$ 6.00	\$ 5.58
C50-1543	Wide Adaptor 577G-24	\$ 12.00	\$ 7.20	\$ 6.70
C50-1542	Wide Adaptor 533G-20	\$ 10.00	\$ 6.00	\$ 5.58
C50-1544	Wide Adaptor 577G-20	\$ 12.00	\$ 7.20	\$ 6.70
C50-1545	Tele Adaptor 533G	\$ 20.00	\$ 12.00	\$ 11.16
C50-1546	Tele Adaptor 577G	\$ 24.00	\$ 14.40	\$ 13.39
C50-1547	Adaptor G for Motor Drive MF	\$ 20.00	\$ 12.00	\$ 11.16
C50-1571	Battery Magazine TP	\$ 16.00	\$ 9.60	\$ 8.93
C50-1581	Ni-Cd Pack TP	\$ 90.00	\$ 54.00	\$ 50.22
C50-1557	Ni-Cd Charger TP	\$ 40.00	\$ 24.00	\$ 22.32
C50-1521-221	Transistor Pack G Set (w/Ni-Cd Pack, TP, Ni-Cd Charger TP, Power Cord)	\$ 220.00	\$ 132.00	\$ 122.76
C50-1521-311	Transistor Pack G Set (w/Battery Magazine TP, Power Cord)	\$ 105.00	\$ 63.00	\$ 58.59
★ 5-00271-31	Speedlite 133D w/Flash Auto Ring A2 (for 50mm f1.8, 35mm f3.5, 35mm f2.0)	\$ 86.25	\$ 56.07	\$ 53.27
★ 5-00271-32	Speedlite 133D w/Flash Auto Ring B2 (for 50mm f1.4, 35mm f3.5, 35mm, f2.0)	\$ 86.25	\$ 56.07	\$ 53.27
★ 5-02124-00	Flash Auto Ring A2	\$ 30.50	\$ 19.83	\$ 18.84
★ 5-02125-00	Flash Auto Ring B2	\$ 30.50	\$ 19.83	\$ 18.84
■ C50-1591	Flash Coupler F	\$ 20.00	\$ 12.00	\$ 11.40
■ 5-02131-01	Flash Coupler L	\$ 41.25	\$ 24.75	\$ 23.51
■ 5-02111-00	Flash Coupler D	\$ 9.00	\$ 5.40	\$ 5.13
C50-1431-001	Battery Magazine D for Canon Speedlite 199A	\$ 3.75	\$ 2.25	\$ 2.14
4-10000-S3	Compartment Case DL	\$ 110.00	\$ 66.00	\$ 62.70
5-59231	Tripod Adaptor for TS35mm f2.8 lens	\$ 22.00	\$ 13.20	\$ 12.54
28-0501	34mm Filter UV	\$ 35.00	\$ 21.00	\$ 19.95
28-0502	34mm Filter R1	\$ 35.00	\$ 21.00	\$ 19.95
28-0503	34mm Filter Y3	\$ 35.00	\$ 21.00	\$ 19.95
CG0-2001	34mm Filter SKY	\$ 35.00	\$ 21.00	\$ 19.95
CG0-2002	34mm Filter ND4-L	\$ 35.00	\$ 21.00	\$ 19.95
CG0-2003	34mm Filter ND8-L	\$ 35.00	\$ 21.00	\$ 19.95
CG0-2004	34mm Filter ND2-L	\$ 35.00	\$ 21.00	\$ 19.95
5-03111-00	Camera Holder F	\$ 23.50	\$ 14.10	\$ 13.40
5-63061-00	Canon Release 30	\$ 6.00	\$ 3.60	\$ 3.42
5-63062-00	Canon Release 50	\$ 8.75	\$ 5.25	\$ 4.99
■ C46-0804-000	Leather Case L-2 for New F-1 and F-1 (for 55mm f1.2, 50mm f1.2 lens)	\$ 51.00	\$ 30.60	\$ 29.07*
■ 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	\$ 29.07*

*For lowest net price on this item, please see page 4 or 5
**For lowest net price on this item, please see page 13

■ F-1 No Mark for All SLRs
★LIMITED INVENTORY; FIRST COME, FIRST SERVED. 7

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.




*Obtain the best price in this category by purchasing 3 or more A-1 cameras.

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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	3 OR MORE UNIT PRICE
C12-1601-882	Canon A-1 w/lens FD 50mm f1.8	671 ⁰⁰	436 ⁰⁰	394 ⁰⁰
C12-1601-862	Canon A-1 w/lens FD 50mm f1.4	740 ⁰⁰	481 ⁰⁰	435 ⁰⁰
C12-1601-842	Canon A-1 w/lens FD 50mm f1.2	860 ⁰⁰	559 ⁰⁰	507 ⁰⁰
C12-1601-211	Canon A-1 body only	540 ⁰⁰	351 ⁰⁰	341 ⁰⁰

KEY SELLING FEATURES

- **Six-mode exposure control system for maximum creative possibilities:**
 1. Shutter speed priority – Set speed, A-1 selects aperture.
 2. Aperture-priority – Set aperture, A-1 selects speed.
 3. Programmed – Just focus, A-1 selects best combination of speed and aperture.
 4. Stopped-Down – Works with any lens or accessory you can attach to the body; great for use w/bellows, microscope adaptor, etc.
 5. Flash – Totally automatic flash: attach any Canon Speedlite, the A-1 sets both speed and aperture.
 6. Manual – When you want to experiment, do it all yourself.
- **LED Digital Display in viewfinder presents speed and aperture in bright, easy to see red numbers; shows intermediate settings, eg.: 1/350th at f9.5.**
- **Two motor options: Power Winder A (2fps. max) or special Motor Drive MA for up to 5fps. for rapid sequence shooting.**

ADVERTISING SUPPORT

This Spring, our advertising schedule has been expanded to include special advertising for the A-1 camera!

NETWORK TV: New 30-second TV commercials featuring the A-1 will appear on Network TV!

PRINT: New full-page, full-color A-1 print ads will appear in **National Geographic, PLAYBOY, Omni, Scientific American, Smithsonian** and other national consumer magazines, in addition to regular exposure in the photographic hobbyist publications.

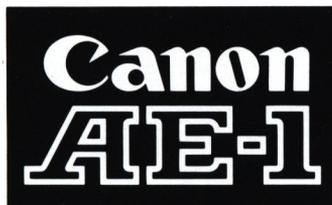
SEE PAGES 50-53 FOR A COMPLETE SCHEDULE OF A-1 ADVERTISING!



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.



*Obtain the best price in this category by purchasing 6 or more assorted cameras.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C12-1401-882	Canon AE-1 w/lens FD 50mm f1.8	451 ⁰⁰	293 ⁰⁰	273 ⁹⁵	259 ⁹⁵
C12-1401-862	Canon AE-1 w/lens FD 50mm f1.4	520 ⁰⁰	338 ⁰⁰	317 ⁹⁵	300 ⁹⁵
C12-1401-211	Canon AE-1 body only	320 ⁰⁰	208 ⁰⁰	206 ⁹⁵	
C12-1402-882	Canon AE-1 black w/lens FD 50mm f1.8	481 ⁰⁰	313 ⁰⁰	291 ⁹⁵	277 ⁵⁰
C12-1402-862	Canon AE-1 black w/lens FD 50mm f1.4	550 ⁰⁰	358 ⁰⁰	335 ⁵⁰	318 ⁵⁰
C12-1402-211	Canon AE-1 black body only	350 ⁰⁰	228 ⁰⁰	224 ⁵⁰	

KEY SELLING FEATURES

- **Shutter-Priority Automatic**— You set speed to stop action and prevent camera shake, the AE-1 automatically selects the right aperture.
- **Needle in finder** indicates aperture chosen before shooting; LED warning for low-light situations or if manual aperture has been selected.
- **Auto Flash**— Just add any Canon Speedlite and the Canon AE-1 sets *both speed and aperture* whenever ready-light is on.
- **Optional Power Winder A** can be attached for motorized single frames or sequence shooting at up to 2 fps.

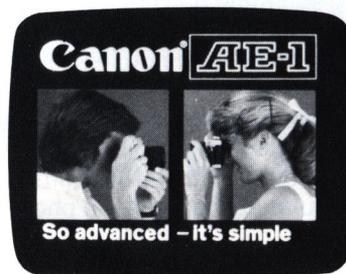
ADVERTISING SUPPORT

The strong, hard-hitting AE-1 advertising campaign continues! New sports personalities will be added to an already impressive roster of Canon AE-1 spokespersons.

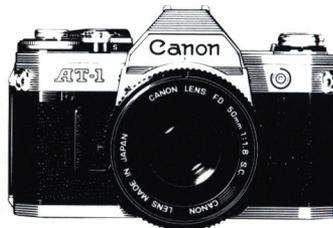
NETWORK TV: Canon AE-1 commercials will again be seen by millions on Network Television, coast-to-coast.

PRINT: Full-page, full-color Canon AE-1 ads will appear in **TIME**, **Newsweek**, **Sports Illustrated**, **Tennis**, **U.S. News & World Report** and other national consumer magazines.

SEE PAGES 50-53 FOR A COMPLETE SCHEDULE OF CANON AE-1 ADVERTISING!



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



CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET UNIT PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C12-1501-882	Canon AT-1 w/lens FD 50mm f1.8	387 ⁰⁰	251 ⁰⁰	219 ⁹⁵	204 ⁹⁵
C12-1501-862	Canon AT-1 w/lens FD 50mm f1.4	456 ⁰⁰	296 ⁰⁰	260 ⁹⁵	245 ⁹⁵
C12-1501-211	Canon AT-1 body only	256 ⁰⁰	166 ⁰⁰	151 ⁹⁵	

KEY SELLING FEATURES

- Total control of speed and aperture at all times.
- Built-in meter for simple, match-needle operation.
- Optional Power Winder A for motorized single frames or rapid sequence shooting at up to 2 fps.
- Electro-magnetic shutter release for smooth operation.

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



See page 12 for special AV-1 promotion.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C12-1801-882	Canon AV-1 w/lens FD 50mm f1.8	394 ⁰⁰	256 ⁰⁰	233 ⁹⁵	219 ⁹⁵
C12-1801-862	Canon AV-1 w/lens FD 50mm f1.4	463 ⁰⁰	301 ⁰⁰	277 ⁹⁵	260 ⁹⁵
C12-1801-211	Canon AV-1 body only	263 ⁰⁰	171 ⁰⁰	166 ⁹⁵	

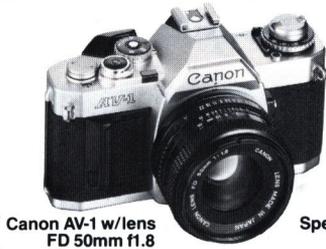
KEY SELLING FEATURES

- Aperture-priority automation for point-and-shoot convenience. You set aperture, the AV-1 selects the appropriate shutter speed.
 - Needle in finder indicates shutter speed chosen, warns of over-exposure or speeds too slow for hand-held shooting.
 - Optional Power Winder A for motorized single frames or rapid sequence shooting at up to 2 fps.
 - Auto Flash – Add any Canon Speedlite for automatic flash photography.
- IDEA: Create an attractive retail package by offering the Canon AV-1 and economical Canon Speedlite 133A in combination!

CANON AV-1 SPECIAL PROMOTION

CANON AV-1 "PROFIT PAKS"

CHOOSE YOUR "PROFIT PAK"
FROM 4 DIFFERENT
COMBINATIONS



Canon AV-1 w/lens
FD 50mm f1.8



Speedlite 133A



New FD Lens
35mm f2.8



New FD Lens
135mm f3.5



Case S for AV-1

AV-1 PACKAGE
A
C12-1801-PA

CONSISTS OF	DEALER NET	PROMOTIONAL NET	SPECIAL PACKAGE PRICE
Canon AV-1 w/lens FD 50mm f1.8	256 ⁰⁰	219 ⁹⁵	219⁹⁵
Speedlite 133A	39 ⁶⁰	34 ⁹⁵	
TOTAL:	295⁵⁰	254⁹⁰	



AV-1 PACKAGE
B
C12-1801-PB

CONSISTS OF	DEALER NET	PROMOTIONAL NET	SPECIAL PACKAGE PRICE
Canon AV-1 w/lens FD 50mm f1.8	256 ⁰⁰	219 ⁹⁵	292⁰⁰
Speedlite 133A	39 ⁶⁰	34 ⁹⁵	
New FD Lens 35mm f2.8	96 ⁸⁵	83 ⁰⁰	
Case S for AV-1	18 ⁰⁰	16 ⁰⁰	
TOTAL:	410⁴⁵	353⁹⁰	



AV-1 PACKAGE
C
C12-1801-PC

CONSISTS OF	DEALER NET	PROMOTIONAL NET	SPECIAL PACKAGE PRICE
Canon AV-1 w/lens FD 50mm f1.8	256 ⁰⁰	219 ⁹⁵	305⁰⁰
Speedlite 133A	39 ⁶⁰	34 ⁹⁵	
New FD Lens 135mm f3.5	121 ¹⁰	98 ⁰⁰	
Case S for AV-1	18 ⁰⁰	16 ⁰⁰	
TOTAL:	434⁷⁰	368⁹⁰	



AV-1 PACKAGE
D
C12-1801-PD

CONSISTS OF	DEALER NET	PROMOTIONAL NET	SPECIAL PACKAGE PRICE
Canon AV-1 w/lens FD 50mm f1.8	256 ⁰⁰	219 ⁹⁵	378⁰⁰
Speedlite 133A	39 ⁶⁰	34 ⁹⁵	
New FD Lens 35mm f2.8	96 ⁸⁵	83 ⁰⁰	
New FD Lens 135mm f3.5	121 ¹⁰	98 ⁰⁰	
Case S for AV-1	18 ⁰⁰	16 ⁰⁰	
TOTAL:	531⁵⁵	451⁹⁰	



CANON "A" SERIES ACCESSORIES

Main Accessories for A-1, AE-1, AT-1, AV-1

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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C51-9331-001	Power Winder A Set (w/battery pack & soft case)	144 ⁰⁰	86 ⁴⁰	82 ⁶⁰	79 ⁹⁰
C50-0321-211	Speedlite 199A Set in case w/wide adapter	167 ⁰⁰	100 ²⁰	95 ⁹⁰	90 ⁹⁰
C50-0361-211	Speedlite 177A Set in case w/wide adapter	110 ⁰⁰	66 ⁶⁰	59 ⁹⁵	54 ⁹⁵
C50-0311-201	Speedlite 155A Set w/case	92 ⁰⁰	55 ²⁰	51 ⁴⁰	49 ⁹⁵
C50-0371-201	Speedlite 133A Set in case	66 ⁰⁰	39 ⁶⁰	36 ⁰³	34 ⁹⁵
C51-9351-011	Data Back A (except for AV-1)	124 ⁰⁰	74 ⁴⁰	70 ⁷⁰	69 ²⁵
* C51-9371-211	Motor Drive MA Set (Consists of Motor Drive MA & Battery Pack MA)	355 ³⁰	213 ²⁰	199 ⁹⁰	
* C51-9371-201	Motor Drive MA	247 ⁰⁰	148 ³⁰	138 ⁹⁵	
* C58-5441-011	Battery Pack MA	108 ³⁰	65 ⁰⁰	60 ⁹⁵	
* C58-5461	Battery Magazine MA	12 ⁰⁰	7 ^{20*}		
* C58-5451-311	NiCd Pack MA SET (Consists of NiCd Pack MA & Charger MA)	237 ⁰⁰	142 ¹⁵	133 ¹⁰	
* C58-5451-001	NiCd Pack MA	144 ⁰⁰	86 ⁵⁰	84 ⁵⁰	
* C56-2097	NiCd Charger MA	92 ⁵⁰	55 ⁶⁰	54 ³⁰	
* C58-5351-211	Wireless Controller LC-1 (Consists of LC-1 Transmitter & LC-1 Receiver) (For use w/Motor Drive MF, MA, 1014XL-S, 814XL-S, 514XL-S & 312XL-S)	175 ⁰⁰	105 ⁰⁰	97 ⁵⁰	
* C58-5351-001	LC-1 Transmitter	87 ⁵⁰	52 ⁵⁰	49 ⁹⁵	
* C58-5352	LC-1 Receiver	87 ⁵⁰	52 ⁵⁰	49 ⁹⁵	

* For lowest net price on this item, please see page 15

* Accessory for A-1 camera only.

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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
* C46-1021	Case S for A-1 (for 50mm f1.4, f1.8 lens)	40 ⁰⁰	24 ⁰⁰	22 ⁰⁰	
* C46-1022	Case L for A-1 (for 50mm f1.2, 55mm f1.2)	40 ⁰⁰	24 ⁰⁰	22 ⁰⁰	

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED QTY 6 OR MORE UNIT PRICE
C46-0991	Case S for AE-1 & AT-1 (50mm f1.4, f1.8)	30 ⁰⁰	18 ⁰⁰	17 ⁰⁰	16 ⁰⁰
C46-0992	Case L for AE-1, AT-1 & AV-1 (50mm f1.2, 55mm f1.2)	30 ⁰⁰	18 ⁰⁰	17 ⁰⁰	16 ⁰⁰
C46-1051	Case S for AV-1 (50mm f1.4, f1.8)	30 ⁰⁰	18 ⁰⁰	17 ⁰⁰	16 ⁰⁰
4-10000-S3	Compartment Case DL	110 ⁰⁰	66 ⁰⁰	59 ⁴⁰	
4-10000-S1	Compartment Case A	69 ⁰⁰	41 ⁴⁰	37 ⁴⁰	
C46-0994	Action Case A for AE-1, AT-1 & AV-1 with Power Winder A	52 ²⁵	33 ⁶⁰	29 ⁶⁰	
C46-1101	Case HA-2 for A-1, AE-1, AT-1 & AV-1 w/New FD lens 35-70mm f4	52 ²⁵	33 ⁶⁰	29 ⁶⁰	



199A

The most powerful Canon shoe-mount Speedlite, featuring a Guide No. of 50 with ASA 25 film, the 199A is a thyristorized bounce flash that features three automatic ranges plus Manual. Providing sufficient light for almost any photographic situation, the 199A is the ideal match for the Canon A-1.



177A

The Canon Speedlite 177A features a powerful Guide No. of 41 with ASA 25 film, and offers two automatic ranges for creative control of depth-of-field. Energy-saving thyristor circuitry offers almost instantaneous recycling on automatic.



155A

The 155A is a compact automatic flash unit featuring a Guide No. of 28 at ASA 25. The 155A offers the photographer two automatic flash ranges plus Manual.



133A

The most economical Canon Speedlite provides the photographer with two automatic flash ranges and is light and small enough to be carried anywhere. Adequate for most in-home photography.



Power Winder A

Designed to fit and operate perfectly with all of the Canon "A" Series cameras, the Power Winder A provides motorized single-frame as well as continuous sequence shooting at up to 2 fps.



Databack A

The Databack A fits and operates with all "A" Series cameras except the AV-1. Attaching the Databack A allows dates and other coded information to be recorded on the film as photos are being taken.

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 5% "Bonus" Discount will be given for qualifying accessories. See "Promotion Net Price" column in blue.

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

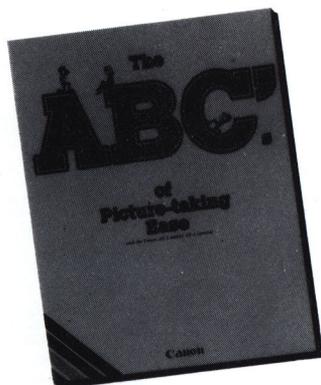
CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
● C51-9371-211	Motor Drive MA Set (Including Motor Drive MA and Battery Pack MA) for A-1	\$ 355.30	\$ 213.20	\$ 202.54*
● C51-9371-201	Motor Drive MA	\$ 247.00	\$ 148.30	\$ 140.89*
● C58-5441-011	Battery Pack MA	\$ 108.30	\$ 65.00	\$ 61.75*
● C58-5461	Battery Magazine MA	\$ 12.00	\$ 7.20	\$ 6.84
● C58-5451-311	NiCd Pack MA Set (including NiCd Pack MA and NiCd Charger MA)	\$ 237.00	\$ 142.15	\$ 135.04*
● C58-5451-001	NiCd Pack MA	\$ 144.00	\$ 86.50	\$ 81.18*
● C56-2097	NiCd Charger MA	\$ 92.50	\$ 55.60	\$ 52.82*
●○▲ C51-9331-001	Power Winder A in case (for A-1, AE-1, AT-1 & AV-1)	\$ 144.00	\$ 86.40	\$ 82.08*
●○▲ C58-5411-011	Battery Pack A (for Power Winder A)	\$ 12.75	\$ 7.60	\$ 7.22
●○▲ 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	\$ 40.47
●○▲ C58-5471-001	Canon External Battery Pack A	\$ 30.00	\$ 17.90	\$ 17.01
●○▲ CG4-0014-001	Battery Cord C-A	\$ 20.75	\$ 12.40	\$ 11.78
●○▲ CG4-0015-001	Battery Cord PW	\$ 20.75	\$ 12.40	\$ 11.78
C50-0321-211	Speedlite 199A Set in case w/wide adapter (for A-1, AE-1, AT-1 & AV-1)	\$ 167.00	\$ 100.20	\$ 95.19*
C50-0361-211	Speedlite 177A Set in case w/wide adapter (for A-1, AE-1, AT-1 & AV-1)	\$ 110.00	\$ 66.60	\$ 63.27*
C50-0311-201	Speedlite 155A Set in case (for A-1, AE-1, AT-1 & AV-1)	\$ 92.00	\$ 55.20	\$ 52.44*
C50-0371-201	Speedlite 133A Set in case (for A-1, AE-1, AT-1 & AV-1)	\$ 66.00	\$ 39.60	\$ 37.62*
C50-1411-001	Synchro Cord A (for Speedlite 155A & 199A)	\$ 6.50	\$ 3.90	\$ 3.71
C50-1481	Wide Adapter for 199A	\$ 8.00	\$ 4.70	\$ 4.47
CA4-2332	Wide Adapter for 177A	\$ 4.25	\$ 2.50	\$ 2.38
C50-0381-221	Speedlite 533G Set (Consists of Speedlite 533G, Sensor Unit G-20, One-Touch Bracket G, Wide Adaptor 533G-24, Battery Magazine 533G)	\$ 280.00	\$ 168.00	\$ 156.24
C-50-0391-211	Speedlite 577G Set (Consists of Speedlite 577G, Sensor Unit G-20, One-Touch Bracket G, Wide Adaptor 577G-24)	\$ 340.00	\$ 204.00	\$ 189.72
C50-1561	Battery Magazine for 533G	\$ 12.00	\$ 7.20	\$ 6.70
C50-1501	One-Touch Bracket G	\$ 48.00	\$ 28.80	\$ 26.78
C50-1491	Sensor Unit G20	\$ 40.00	\$ 24.00	\$ 22.32
C50-1492	Sensor Unit G100	\$ 56.00	\$ 33.60	\$ 31.25
C50-1541	Wide Adaptor 533G-24	\$ 10.00	\$ 6.00	\$ 5.58
C50-1543	Wide Adaptor 577G-24	\$ 12.00	\$ 7.20	\$ 6.70
C50-1542	Wide Adaptor 533G-20	\$ 10.00	\$ 6.00	\$ 5.58
C50-1544	Wide Adaptor 577G-20	\$ 12.00	\$ 7.20	\$ 6.70
C50-1545	Tele Adaptor 533G	\$ 20.00	\$ 12.00	\$ 11.16
C50-1546	Tele Adaptor 577G	\$ 24.00	\$ 14.40	\$ 13.39
C50-1547	Adaptor G for Motor Drive MF	\$ 20.00	\$ 12.00	\$ 11.16

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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
C50-1571	Battery Magazine TP	\$ 16.00	\$ 9.60	\$ 8.93
C50-1581	Ni-Cd Pack TP	\$ 90.00	\$ 54.00	\$ 50.22
C50-1557	Ni-Cd Charger TP	\$ 40.00	\$ 24.00	\$ 22.32
C50-1521-221	Transistor Pack G Set (w/Ni-Cd Pack TP, Ni-Cd Charger TP, Power Cord)	\$ 220.00	\$ 132.00	\$ 122.76
C50-1521-311	Transistor Pack G Set (w/Battery Magazine TP, Power Cord)	\$ 105.00	\$ 63.00	\$ 58.59
●○ C51-9351-001	Data Back A	\$ 124.00	\$ 74.40	\$ 70.68*
● 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	\$ 99.75
● C58-5351-001	LC-1 Transmitter	\$ 87.50	\$ 52.50	\$ 49.88
● C58-5352	LC-1 Receiver	\$ 87.50	\$ 52.50	\$ 49.88
C56-7051-221	Canon Marine Capsule A set (including Marine Capsule A Body, O Ring and Grease, Front Housing MCA S, 52mm Close-up lens 240, Focus Adaptor MCA No. 6, Aperture Ring Adaptor MCA Type A and Carrying Case for Marine Capsule A)	\$2,700.00	\$1,620.00	\$1,506.60
C56-7051	Canon Marine Capsule A Body (including O Ring and Grease)	\$1,700.00	\$1,020.00	\$ 948.60
CS1-0312	Focus Adaptor MCA No. 6	\$ 17.00	\$ 10.20	\$ 9.49
CS1-0304	Aperture Ring Adaptor MCA Type A	\$ 17.00	\$ 10.20	\$ 9.49
C48-6311	Carrying Case for Marine Capsule A Set	\$ 315.00	\$ 189.00	\$ 175.77
C56-7062	Front Housing MCA Type S	\$ 600.00	\$ 360.00	\$ 334.80
C56-7061	Front Housing MCA Type FE	\$ 600.00	\$ 360.00	\$ 334.80
C56-7063	Front Housing MCA Type T	\$ 600.00	\$ 360.00	\$ 334.80
XG9-0075	O Ring and Grease	\$ 24.00	\$ 14.40	\$ 13.39
CS1-0035	Aperture Ring Adaptor MCA Type B	\$ 17.00	\$ 10.20	\$ 9.49
CS1-0315	Aperture Ring Adaptor MCA Type C	\$ 17.00	\$ 10.20	\$ 9.49
C54-3751	72mm Close-Up 240	\$ 100.00	\$ 60.00	\$ 55.80
CS1-0307	Focus Adaptor MCA No. 1	\$ 17.00	\$ 10.20	\$ 9.49
CS1-0308	Focus Adaptor MCA No. 2	\$ 17.00	\$ 10.20	\$ 9.49
CS1-0309	Focus Adaptor MCA No. 3	\$ 17.00	\$ 10.20	\$ 9.49
CS1-0310	Focus Adaptor MCA No. 4	\$ 17.00	\$ 10.20	\$ 9.49
CS1-0311	Focus Adaptor MCA No. 5	\$ 17.00	\$ 10.20	\$ 9.49
CS1-0313	Focus Adaptor MCA No. 7	\$ 17.00	\$ 10.20	\$ 9.49
CS1-0314	Focus Adaptor MCA No. 8	\$ 17.00	\$ 10.20	\$ 9.49
5-40712-00	Angle Finder A-2	\$ 54.50	\$ 32.80	\$ 31.16
5-40711-00	Angle Finder B	\$ 75.80	\$ 45.50	\$ 43.23
5-40701-00	Magnifier S	\$ 26.50	\$ 15.90	\$ 15.11
5-41041-00	Magnifier Adaptor S	\$ 8.50	\$ 5.10	\$ 4.85
5-05072-00	Dioptric Adjustment Lens S (+3)	\$ 5.00	\$ 3.00	\$ 2.85
5-05073-00	Dioptric Adjustment Lens S (+2)	\$ 5.00	\$ 3.00	\$ 2.85
5-05051-00	Dioptric Adjustment Lens S (+1.5)	\$ 5.00	\$ 3.00	\$ 2.85
5-05075-00	Dioptric Adjustment Lens S (+1)	\$ 5.00	\$ 3.00	\$ 2.85
5-05076-00	Dioptric Adjustment Lens S (+0.5)	\$ 5.00	\$ 3.00	\$ 2.85

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
5-05041-00	Dioptric Adjustment Lens S (0)	\$ 5.00	\$ 3.00	\$ 2.85
5-05078-00	Dioptric Adjustment Lens S (-0.5)	\$ 5.00	\$ 3.00	\$ 2.85
5-05079-00	Dioptric Adjustment Lens S (-2)	\$ 5.00	\$ 3.00	\$ 2.85
5-05081-00	Dioptric Adjustment Lens S (-3)	\$ 5.00	\$ 3.00	\$ 2.85
5-05082-00	Dioptric Adjustment Lens S (-4)	\$ 5.00	\$ 3.00	\$ 2.85
5-59212-00	Eye Cup 4S	\$ 2.30	\$ 1.40	\$ 1.33
4-10000-S3	Compartment Case DL	\$ 110.00	\$ 66.00	\$ 62.70*
4-10000-S1	Compartment Case A for AE-1, AT-1 & AV-1	\$ 69.00	\$ 41.40	\$ 39.33*
C46-0994	Action Case (for A-1, AE-1, AT-1 and AV-1 w/Power Winder A)	\$ 52.25	\$ 33.60	\$ 31.92*
C46-1101	Case HA-2 for A-1, AE-1, AT-1 & AV-1 w/New FD lens 35-70 mm f.4	\$ 52.25	\$ 33.60	\$ 31.92*
CA4-0301	Tripod Adaptor A	\$ 1.80	\$ 1.10	\$ 1.05
5-59231	Tripod Adaptor for TS35mm f2.8 lens	\$ 22.00	\$ 13.20	\$ 12.54
28-0501	34mm Filter UV	\$ 35.00	\$ 21.00	\$ 19.95
28-0502	34mm Filter R1	\$ 35.00	\$ 21.00	\$ 19.95
28-0503	34mm Filter Y3	\$ 35.00	\$ 21.00	\$ 19.95
CG0-2001	34mm Filter SKY	\$ 35.00	\$ 21.00	\$ 19.95
CG0-2002	34mm Filter ND4-L	\$ 35.00	\$ 21.00	\$ 19.95
CG0-2003	34mm Filter ND8-L	\$ 35.00	\$ 21.00	\$ 19.95
CG0-2004	34mm Filter ND2-L	\$ 35.00	\$ 21.00	\$ 19.95
● C46-1021	Case S for A-1 (for 50mm f1.4, f1.8 lens)	\$ 40.00	\$ 24.00	\$ 22.80*
● C46-1022	Case L for A-1 (for 50mm f1.2 lens)	\$ 40.00	\$ 24.00	\$ 22.80*
○ C46-0992	Case L for AE-1 and AT-1 (for 55mm f1.2 lens)	\$ 30.00	\$ 18.00	\$ 17.10*
○ C46-0991	Case S for AE-1 and AT-1 (for 50mm f1.4, f1.8 lens)	\$ 30.00	\$ 18.00	\$ 17.10*
▲ C46-1051	Case S for AV-1 (for 50mm f1.4, f1.8 lens)	\$ 30.00	\$ 18.00	\$ 17.10*
9-00700	The ABC's of Picture-Taking Ease	\$ 12.55	\$ 7.53	\$ 6.99

*For lowest net price on this item, please see page 13 & 14



It's easy as A-B-C

to make more P-R-O-F-I-T-S with Canon's special promotion on *The ABC's of Picture-Taking Ease!*

Buy pre-packed cartons of ten books and SAVE an extra 20% on the regular dealer net price. It's a surefire add-on sale for

every Canon camera, especially the AE-1 and AV-1, you sell AND for those customers who are "just looking"!

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE	SPECIAL OFFER
9-00700	The ABC's of Picture-Taking Ease	\$12.55	\$7.53	\$6.99	\$5.99***

*** Must be purchased in quantities of 10

CATEGORY 2: A

CANON INTERCHANGEABLE LENSES

Canon
FD
Lenses



Note: To obtain the maximum quantity and price in the SLR lens Category 2:A the order must consist of 4 or more assorted SLR lenses.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 4 OR MORE UNIT PRICE
C21-5173-201	Canon lens NEW Fisheye 7.5mm f5.6 (Optional Case LS-B11, LH-C10)	686⁰⁰	446¹⁰	390⁰⁰
C21-5202-201	Canon lens NEW Fisheye 15 mm f2.8 (Filter built-in, Optional Case LH-C10, LS-B11)	625⁰⁰	406⁰⁰	364⁰⁰
C21-5163-201	Canon lens NEW FD 17mm f4.0 (Filter Size 72mm, Optional Case LH-C10, LS-B11)	471⁰⁰	306⁰⁰	268⁰⁰
C21-5192-201	Canon lens NEW FD 20mm f2.8 (Filter Size 72mm, Optional Case LH-C10, LS-B11)	409⁰⁰	266⁰⁰	233⁰⁰
C21-5232-201	Canon lens NEW FD 24mm f1.4L (Filter Size 72mm, Optional Case LH-C13, LS-B11)	1,203⁵⁰	782⁷⁵	767⁰⁰
C21-5251-201	Canon lens NEW FD 24mm f2.0 (Filter Size 52mm, Optional Case LH-B9, LS-A9)	463⁰⁰	301¹⁰	289⁰⁰
C21-5115-201	Canon lens NEW FD 24mm f2.8 (Filter Size 52mm, Optional Case LH-B9, LS-A9)	287⁵⁰	189¹⁰	161⁰⁰
C21-5212-201	Canon lens NEW FD 28mm f2.0 (Filter Size 52mm, Optional Case LH-B9, LS-A9)	413⁵⁰	269¹⁰	244⁰⁰
C21-5223-201	Canon lens NEW FD 28mm f2.8 (Filter Size 52mm, Optional Case LH-B9, LS-A9)	205⁰⁰	133²⁵	114⁰⁰
C21-5156-201	Canon lens NEW FD 35mm f2.0 (Filter Size 52mm, Optional Case LH-C10, LS-A9)	313⁵⁰	204¹⁰	185⁰⁰
C21-5241-201	Canon lens NEW FD 35mm f2.8 (Filter Size 52mm, Optional Case LH-B8, LS-A9)	149⁰⁰	96⁸⁵	83⁰⁰
2-15183-23	Canon lens TS 35mm f2.8 SSC w/hood & tripod adapter in case	731⁰⁰	475⁰⁰	464⁰⁰
C26-1132-211	Canon lens NEW FD 50mm f3.5 Macro w/Extension Tube FD25 (Filter Size 52mm, Optional Case LH-C10, LS-B11 for lens only, LH-B12, LS-B13 for lens with Extension Tube FD25)	280⁰⁰	182⁰⁰	163⁰⁰
★2-16132-22	Canon lens FD 55mm f1.2 AL SSC	900⁰⁰	585⁰⁰	573⁰⁰
C21-7212-211	Canon lens NEW FD 85mm f1.2L (Filter Size 72mm, Optional Case LH-C13, LS-B11)	763⁵⁰	496⁷⁵	486⁰⁰

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 4 OR MORE UNIT PRICE
C21-7193-211	Canon lens NEW FD 85mm f1.8 w/hood (Filter Size 52mm, Optional Case LH-C10, LS-B11)	277⁰⁰	180¹⁰	162⁰⁰
C21-7231-211	Canon lens NEW FD 100mm f2.0 w/hood (Filter Size 52mm, Optional Case LH-B12, LS-B11)	437⁰⁰	284⁰⁰	249⁰⁰
C21-7143-211	Canon lens NEW FD 100mm f2.8 w/hood (Filter Size 52mm, Optional Case LH-C10, LS-B11)	230⁰⁰	150¹⁰	134⁰⁰
C26-1142-211	Canon lens NEW FD 100mm f4 Macro w/Extension Tube FD50 (Filter Size 52mm, Optional Case LS-B13, LH-B15 for lens only, LS-A18, LH-C18 for lens with Extension Tube FD50)	475⁰⁰	309¹⁰	280⁰⁰
C21-7241-201	Canon lens NEW FD 135mm f2.0 (Filter Size 72mm, Optional Case LH-C13, LS-B13)	460⁰⁰	299⁰⁰	262⁰⁰
C21-7221-201	Canon lens NEW FD 135mm f2.8 (Filter Size 52mm, Optional Case LH-B12, LS-B13)	231⁵⁰	150⁵⁰	145⁰⁰
C21-7174-201	Canon lens NEW FD 135mm f3.5 (Filter Size 52mm, Optional Case LH-B12, LS-B13)	185⁵⁰	121¹⁰	98⁰⁰
C21-7202-201	Canon lens NEW FD 200mm f2.8 (Filter Size 72mm, Optional Case LH-C19, LS-B21)	526⁰⁰	342⁵⁰	302⁰⁰
C21-7165-201	Canon lens NEW FD 200mm f4 (Filter Size 52mm, Optional Case LH-A17, LS-A18)	277²⁵	180⁸⁰	155⁰⁰
C21-8172-201	Canon lens NEW FD 300mm f4L (Filter Size 34mm Drop-in, optional case LH-D24)	1,150⁰⁰	748⁰⁰	733⁰⁰
C21-8142-201	Canon lens NEW FD 300mm f4 (Filter Size 34mm Drop-in, Optional Case LH-D24)	513⁰⁰	333³⁰	320⁰⁰
C21-8016-201	Canon lens NEW FD 300mm f5.6 (Filter Size 58mm, Optional Case LH-B24, LS-A24)	421⁰⁰	273⁹⁰	254⁰⁰
2-18101-22	Canon FD lens 400mm f4.5 SSC in case (Filter Size 34mm Drop-in)	1,105⁰⁰	718⁰⁰	650⁰⁰
C21-8181-211	Canon FD lens 500mm f4.5 L in case (Filter Size 48mm Drop-in)	2,800⁰⁰	1,820⁰⁰	1,782⁰⁰
C21-8152-211	Canon NEW Reflex lens 500mm f8 in case (Filter Size 34mm Drop-in)	580⁰⁰	377⁰⁰	360⁰⁰
C21-8122-221	Canon Lens NEW FD 600mm f4.5 w/Neck Strap 9 & Extension Hood EH-150 in case (Filter Size 48mm Drop-in)	2,700⁰⁰	1,755⁰⁰	1,667⁰⁰

★LIMITED INVENTORY; FIRST COME, FIRST SERVED 19





CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 4 OR MORE UNIT PRICE
C21-8192-221	Canon Lens NEW FD 800mm f5.6L w/Neck Strap 9 & Extension Hood EH-150 in case (Filter Size 48mm Drop-in)	3,700⁰⁰	2,405⁰⁰	2,284⁰⁰
2-18071-20	Canon lens head FL 1200mm F11 SSC	1,325⁰⁰	861⁰⁰	753⁰⁰
2-18081-00	Focusing Unit for FL400-1200mm lens head	639⁰⁰	415⁰⁰	363⁰⁰
C54-3662-211	Canon Extender FD2X Type A for 100mm or longer lenses	211⁰⁰	137⁰⁰	130⁰⁰
C54-3663-211	Canon Extender FD 2X Type B for 300mm or shorter lenses	240⁰⁰	156⁰⁰	148⁰⁰
C54-3761-211	Canon Extender FD 1.4X Type A for 300mm or longer lenses	240⁰⁰	156⁰⁰	148⁰⁰
C21-9122-211	Canon zoom lens NEW FD 24-35mm f3.5L w/hood (Filter Size 72mm, Optional Case LH-C13, LS-B13)	772⁰⁰	502⁰⁰	466⁰⁰
C21-9102-211	Canon zoom lens NEW FD 28-50mm f3.5 w/hood (Filter Size 58mm, Optional Case LS-B13, LH-B15)	709⁵⁰	462⁰⁰	428⁰⁰
C21-9092-211	Canon zoom lens NEW FD 35-70mm f2.8-3.5 w/hood (Filter Size 58mm, Optional Case LS-A18, LH-B15)	787⁰⁰	512²⁰	432⁰⁰
C21-9141-201	Canon zoom lens NEW FD 35-70mm F4 (Filter Size 52mm, Optional Case LH-B12, LS-B13)	324⁰⁰	210⁶⁰	185⁰⁰
C21-9131-201	Canon zoom lens NEW FD 70-150mm f4.5 (Filter Size 52mm, Optional Case LH-A17, LS-A18)	324⁰⁰	210⁶⁰	185⁰⁰
C21-9171-201	Canon zoom lens NEW FD 70-210mm f4.0 (Filter Size 58mm, Optional Case LH-C19, LS-B21)	360⁰⁰	234⁶⁰	205⁰⁰
C21-9083-201	Canon zoom lens NEW FD 100-200mm f5.6 (Filter Size 52mm, Optional Case LH-B24, LS-B21)	288⁰⁰	187²⁰	160⁰⁰
C21-9112-201	Canon zoom lens NEW FD 80-200mm f4 (Filter Size 58mm, Optional Case LH-B24, LS-B21)	629⁵⁰	409⁹⁵	380⁰⁰
C21-9161-201	Canon zoom lens NEW FD 100-300mm f5.6 (Filter Size 58mm, Optional Case LH-C24, LS-B24)	360⁰⁰	234⁰⁰	205⁰⁰
C21-6161-201	Canon lens NEW FD 50mm f1.2L (Filter size 52mm, Optional Case LH-B9, LS-A9)	1,300⁰⁰	845⁶⁰	824⁰⁰

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 discount.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED 3-5 LENSES FROM CATEGORY 2:B	ASSORTED 6 OR MORE FROM CATEGORY 2:B
C21-6107-201	Canon lens NEW FD 50mm f1.8 (Filter Size 52mm, Optional Case LH-B8, LS-A9)	131⁰⁰	85⁰⁰	66⁵⁰	62⁵⁰
C21-6069-201	Canon lens NEW FD 50mm f1.4 (Filter Size 52mm, Optional Case LH-B8, LS-A9)	200⁰⁰	131⁰⁰	110⁵⁰	104⁵⁰
C21-6171-201	Canon lens NEW FD 50mm f1.2 (Filter Size 52mm, Optional Case LH-B9, LS-A9)	320⁰⁰	208⁰⁰	186⁵⁰	176⁵⁰

CATEGORY 2:C

SPECIAL LENS PROMOTION

BUY ANY 6 ASSORTED LENSES FROM CATEGORY 2C (Listed Below) AND EARN AN ADDITIONAL 5% BONUS DISCOUNT!!!

CODE NO.	DESCRIPTION	PROMOTION NET	PROMOTION NET LESS 5% DISCOUNT
C21-5115-201	Canon lens NEW FD 24mm f2.8 (Filter Size 52mm, Optional Case LH-B9, LS-A9)	161⁰⁰	153⁰⁰
C21-5223-201	Canon lens NEW FD 28mm f2.8 (Filter Size 52mm, Optional Case LH-B9, LS-A9)	114⁰⁰	108⁵⁰
C21-7193-211	Canon lens NEW FD 85mm f1.8 w/hood (Filter Size 52mm, Optional Case LH-C10, LS-B11)	162⁰⁰	154⁰⁰
C21-7221-201	Canon lens NEW FD 135mm f2.8 (Filter Size 52mm, Optional Case LH-B12, LS-B13)	145⁰⁰	138⁰⁰
C21-7165-201	Canon lens NEW FD 200mm f4 (Filter Size 52mm, Optional Case LH-A17, LS-A18)	155⁰⁰	147⁵⁰
C21-9141-201	Canon zoom lens NEW FD 35-70mm f4 (Filter Size 52mm, Optional Case LH-B12, LS-B13)	185⁰⁰	176⁰⁰
C21-9131-201	Canon zoom lens NEW FD 70-150mm f4.5 (Filter Size 52mm, Optional Case LH-A17, LS-A18)	185⁰⁰	176⁰⁰
C21-9083-201	Canon zoom lens NEW FD 100-200mm f5.6 (Filter Size 52mm, Optional Case LH-B24, LS-B21)	160⁰⁰	152⁰⁰
C26-1132-211	Canon lens NEW FD 50mm f3.5 Macro w/Extension Tube FD25 (Filter Size 52mm, Optional Case LH-C10, LS-B11 for lens only, LH-B12, LS-B13 for lens with Extension Tube FD25)	163⁰⁰	155⁰⁰

LENS CASES

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
★4-70741-00	Lens Soft Case SA	\$ 6.25	\$ 3.70	\$ 3.52
★4-70742-00	Lens Soft Case SB	\$ 7.50	\$ 4.50	\$ 4.28
★4-70743-00	Lens Soft Case SC	\$ 7.50	\$ 4.50	\$ 4.28
C47-0851	Lens Case LH-A17	\$ 16.00	\$ 9.60	\$ 9.12
C47-0861	Lens Case LH-B8	\$ 12.00	\$ 7.20	\$ 6.84
C47-0871	Lens Case LH-B9	\$ 12.00	\$ 7.20	\$ 6.84
C47-0881	Lens Case LH-B12	\$ 16.00	\$ 9.60	\$ 9.12
C47-0891	Lens Case LH-B15	\$ 16.00	\$ 9.60	\$ 9.12
C47-0901	Lens Case LH-B24	\$ 20.00	\$ 12.00	\$ 11.40
C47-0911	Lens Case LH-C10	\$ 12.00	\$ 7.20	\$ 6.84
C47-0921	Lens Case LH-C13	\$ 17.00	\$ 10.20	\$ 9.69
C47-0961	Lens Case LH-C19	\$ 20.00	\$ 12.00	\$ 11.40
C47-0941	Lens Case LH-D24	\$ 27.00	\$ 16.20	\$ 15.39
C47-0971	Lens Case LH-C24	\$ 27.00	\$ 16.20	\$ 15.39
C47-0957	Lens Snap Case LS-B24	\$ 20.00	\$ 12.00	\$ 11.40
C47-0951	Lens Snap Case LS-A9	\$ 12.00	\$ 7.20	\$ 6.84
C47-0952	Lens Snap Case LS-A18	\$ 14.00	\$ 8.40	\$ 7.98
C47-0953	Lens Snap Case LS-A24	\$ 16.00	\$ 9.60	\$ 9.12
C47-0954	Lens Snap Case LS-B11	\$ 12.00	\$ 7.20	\$ 6.84
C47-0955	Lens Snap Case LS-B13	\$ 14.00	\$ 8.40	\$ 7.98
C47-0956	Lens Snap Case LS-B21	\$ 16.00	\$ 9.60	\$ 9.12
4-70761-01	Lens Case for TS 35mm f2.8	\$ 15.50	\$ 9.25	\$ 8.79
4-70791-00	Lens Case for FD 400mm f4.5	\$ 47.50	\$ 28.50	\$ 27.08
C47-6342	Lens Case for New FD 600mm f4.5	\$ 400.00	\$ 240.00	\$ 228.00
C47-6353	Lens Case for New FD 800mm f5.6L	\$ 440.00	\$ 264.00	\$ 250.80
C47-6341-001	Lens Case for FD 600mm f4.5	\$ 198.00	\$ 118.75	\$ 112.81
C47-6351-001	Lens Case for FD 800mm f5.6	\$ 198.00	\$ 118.75	\$ 112.81
4-76331-00	Carrying Case for FD-F 300mm f2.8	\$ 181.25	\$ 108.75	\$ 103.31
C47-0811	Lens Case for FD 300mm f4L	\$ 33.00	\$ 19.75	\$ 18.76
C47-0841	Lens Case for Reflex Lens 500mm f8	\$ 33.00	\$ 19.75	\$ 18.76
C47-6361	Lens Case for FD 500mm f4.5L	\$ 198.00	\$ 118.75	\$ 112.81
4-76251-00	Carrying Case for FL 400mm	\$ 103.00	\$ 61.80	\$ 58.71
4-76252-00	Carrying Case for FL 600mm or 800mm	\$ 114.50	\$ 68.60	\$ 65.17

★ LIMITED INVENTORY; FIRST COME, FIRST SERVED

CATEGORY 3: CANON RANGEFINDER AND 110 SIZE CAMERAS



Canon
SURE SHOT
AF35M

The Sure Shot is the exciting new camera that does *everything* automatically! Auto focus, auto exposure, auto winding – even auto rewinding. There's a built-in, pop-up flash, too!



Canon
Canonet
28

This compact 35 is lightweight, easy to handle and very easy to afford – that's why it's so easy to sell!



Canon
G-III 17

Compact but full-featured, the GIII 17 has an f1.7 lens for automatic shooting indoors or out – for flash, too, with the optional Canolite D.



Canon
110ED 20

An advanced 110, featuring quality Canon construction and optics. The 110ED20 features an automatic data recording system that adds dates or coded information to the film.

SURE-SHOT ADVERTISING SUPPORT

We've already begun advertising the new Canon AF35M Sure Shot, and will expand the campaign this Spring to include PRINT and NETWORK TV!

See pages 50-53 for a complete Sure Shot Ad Schedule!

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	ASSORTED QTY 3-5 UNIT PRICE	ASSORTED 6 OR MORE UNIT PRICE
*C13-2221-211	Canon Sure Shot AF35M w/lens 38mm f2.8 and built-in flash in case	240 ⁰⁰	144 ⁰⁰	139 ⁹⁰	135 ⁹⁵
1-30821-21	Canonet 28 w/lens 40mm f2.8 in case	139 ⁰⁰	83 ⁴⁰	75 ⁹⁵	66 ⁹⁵
1-30821-23	Canonet 28 Kit (w/Canolite D)	182 ⁰⁰	109 ²⁰	97 ²⁰	87 ⁷⁰
1-30831-31	Canonet G III 17 w/lens 40mm f1.7 in case	204 ⁰⁰	122 ⁴⁰	96 ¹⁵	93 ⁶⁰
1-30831-33	Canonet G III 17 Kit (w/Canolite D)	247 ⁰⁰	148 ²⁰	117 ⁴⁵	114 ⁴⁰
C16-2002-300	Canon 110 ED 20 Kit w/Canolite ED & Extender	205 ⁰⁰	122 ⁷⁰	123 ⁴⁵	119 ⁹⁵

* Shipments subject to availability

ACCESSORIES for SURE SHOT, G III-17, CANONET 28, A35F & 110 ED 20

Note: With the purchase of \$300.00 or more of accessories at regular dealer net prices an additional 5% "Bonus" Discount will be given for qualifying accessories. See "Promotion Net Price" column in blue.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
C46-1081	Case for Sure Shot AF35M	\$ 16.00	\$ 9.50	\$ 9.03
C56-1201	Neck Strap 10 for Sure Shot AF35M	\$ 4.00	\$ 2.40	\$ 2.28
CA1-1816	Lens Cap 48 for Sure Shot AF35M	\$ 1.75	\$ 1.05	\$ 1.00
5-00242-20	Canolite D	\$ 43.00	\$ 25.80	\$ 24.51
5-00291-20	Canolite ED (for Datematic & 110 Cameras)	\$ 33.00	\$ 19.75	\$ 18.76
5-63061-00	Canon Release 30	\$ 6.00	\$ 3.50	\$ 3.33
5-63062-00	Canon Release 50	\$ 8.75	\$ 5.25	\$ 4.99
5-64017-00	Self Timer 8	\$ 12.50	\$ 7.40	\$ 7.03
5-01341-00	Hot Shoe Adaptor	\$ 4.00	\$ 2.30	\$ 2.19
4-45015-00	Canonet Hood 5	\$ 8.75	\$ 5.25	\$ 4.99
4-60783-01	Eveready Case for Canonet 28 & G III 17	\$ 16.00	\$ 9.50	\$ 9.03
C46-1012	Case for A35F	\$ 19.75	\$ 11.75	\$ 11.16
5-43761-01	Close Up Lens 110 in case	\$ 12.50	\$ 7.50	\$ 7.13
4-60971-00	Case for 110 & 110ED 20	\$ 8.75	\$ 5.25	\$ 4.99
5-01401-00	Extender for Canolite ED	\$ 4.25	\$ 2.50	\$ 2.38

CATEGORY 4: CANON 8mm MOVIE CAMERAS

A motion picture masterpiece.

Canon
1014XL-S
CANOSOUND



Extraordinary
Canon-Engineered
Autofocusing Super-8!

Canon
AF514XL-S
CANOSOUND



Value leader in
world-class Super 8.

Canon
814XL-S
CANOSOUND



Low light
lightweight!

Canon
514XL



Quality in
Super 8 Sound!

Canon
514XL-S
CANOSOUND



Fastest gun in the west,
east, north and south.

Canon
310XL



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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QTY 2-3 UNIT PRICE	ASSORTED QTY 4 OR MORE UNIT PRICE
C33-2201-211	Canon 1014 XL-S w/lens 6.5-65mm f1.4, with Rubber Hood SC-67, Dynamic Microphone DM40R, Remote Switch 60, Earphone E, Action Strap 2	1,134 ⁰⁰	680 ⁰⁰	657 ¹⁵	629 ⁹⁵
C33-2001-211	Canon 814 XL-S w/lens 7-56mm f1.4, with Rubber Hood SC-62, Dynamic Microphone DM40R, Remote Switch 60 Earphone E, Action Strap 2, Step-up Ring 62-67	892 ⁰⁰	535 ⁰⁰	517 ³⁵	495 ⁹⁵
C33-2301-221	Canon AF 514 XL-S w/lens 9-45mm f1.4, with Dynamic Microphone DM30R, Earphone E, Remote Switch 60 in case	750 ⁰⁰	450 ⁰⁰	432 ⁰⁰	414 ⁰⁰
C33-1801-221	Canon 514 XL-S w/lens 9-45mm f1.4, with hood, Dynamic Microphone DM30R, Earphone E, Remote Switch 60 in case	508 ⁰⁰	304 ⁸⁰	299 ⁸⁵	289 ⁹⁵
3-31701-21	Canon 514 XL w/lens 9.5-47.5mm f1.4 in case	354 ⁰⁰	212 ⁴⁰	206 ²⁰	199 ⁹⁰
3-31601-21	Canon 310XL w/lens 8.5-25.5mm f1.0 & case	257 ⁰⁰	154 ²⁰	148 ⁵⁰	143 ⁹⁰

ACCESSORIES for MOVIE CAMERAS

Note: With the purchase of \$300.00 or more of accessories at regular dealer net prices an additional 5% "Bonus" Discount will be given for qualifying accessories. See "Promotion Net Price" column in blue.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	PROMOTION NET PRICE
C54-3701	Tele Converter 1.4 x 67	\$ 154.00	\$ 92.40	\$ 87.78
CA4-2144	Lens Cap 100 for Tele Converter	\$ 20.00	\$ 12.00	\$ 11.40
CA4-2122	Lens Dust Cap	\$ 2.50	\$ 1.50	\$ 1.43
C49-0591	Semi Hard Case for Tele Converter	\$ 17.20	\$ 10.30	\$ 9.79
C54-3711	C-8 Wide Attachment 67	\$ 81.00	\$ 48.60	\$ 46.17
49-1006	80mm Lens Cap 4	\$ 3.50	\$ 2.10	\$ 2.00
C54-3721	67 C-8 Close-Up 240mm	\$ 81.00	\$ 48.60	\$ 46.17
C53-9381	Step-up Ring 62-67	\$ 8.00	\$ 4.80	\$ 4.56
C44-6201	Rubber Hood SC-62	\$ 14.20	\$ 8.50	\$ 8.08
C44-6702	Rubber Hood SC-67	\$ 14.20	\$ 8.50	\$ 8.08
CG3-0005	Lens Cap C-62	\$ 4.20	\$ 2.50	\$ 2.38
CG3-0006	Lens Cap C-67	\$ 4.20	\$ 2.50	\$ 2.38
C53-9361	Dynamic Microphone DM 40R	\$ 13.00	\$ 7.80	\$ 7.41
C53-9362	Electret Condenser Mike CM 100	\$ 67.00	\$ 40.20	\$ 38.19
C53-9302	Microphone Extension Cord E450Y for all Canon Sound Cameras	\$ 9.60	\$ 5.75	\$ 5.46
C53-9371	Chest Pod II	\$ 31.00	\$ 18.60	\$ 17.67
C56-1191	Action Strap II	\$ 20.00	\$ 12.00	\$ 11.40
C46-1031	Snap Case C8-1 for 1014XL-S/814XL-S	\$ 42.00	\$ 25.20	\$ 23.94
C53-9251-001	Dynamic Microphone DM30R for Canon Sound Movie Cameras	\$ 11.00	\$ 6.50	\$ 6.18
C53-9255-211	Boom Microphone BM50 for Canon Sound Movie Cameras	\$ 69.00	\$ 41.40	\$ 39.33
C53-9254-011	Boom Microphone BM70 for Canon Sound Movie Cameras	\$ 101.25	\$ 60.75	\$ 57.71
C53-9261-001	Earphone E for Canon Sound Movie Cameras	\$ 3.00	\$ 1.75	\$ 1.61
C53-9321	Lighting Adapter LA-1 for Canon Sound Movie Cameras	\$ 40.50	\$ 24.25	\$ 23.04
C53-9291-001	Connecting Cord C300L for Canon Sound Movie Cameras	\$ 6.20	\$ 3.70	\$ 3.52
C53-9281-011	Power Pack 9V for Canon Sound Movie Cameras	\$ 22.75	\$ 13.60	\$ 12.92
CA3-0241	Rubber Mat for Canon Sound Movie Cameras	\$ 2.00	\$ 1.10	\$ 1.05
5-39241-00	Self Timer E	\$ 45.30	\$ 27.20	\$ 25.84
5-39211-00	Interval Timer E	\$ 45.30	\$ 27.20	\$ 25.84
C58-5351-211	Wireless Controller LC-1 Set including LC-1 Transmitter and LC-1 Receiver (for Canon Sound Movie Cameras)	\$ 175.00	\$ 105.00	\$ 99.75*
C58-5351-001	LC-1 Transmitter	\$ 87.50	\$ 52.50	\$ 49.88*
C58-5352	LC-1 Receiver	\$ 87.50	\$ 52.50	\$ 49.88*
★ 5-43313-21	Canon C-8 Tele Converter Lens 1.6X for AZ518 SV & AZ512XL	\$ 144.25	\$ 86.50	\$ 82.18

★ LIMITED INVENTORY; FIRST COME, FIRST SERVED

* For lowest net price on this item, please see page 13

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	\$ 102.13
C54-3681-001	Canon Wide Attachment 43 for 514XL & 514XL-S & 312XL-S	\$ 39.20	\$ 23.50	\$ 22.33
C53-9397-211	Wireless Microphone set including Wireless Microphone WM-50 Quartz and Wireless Receiver WR-50 Quartz for 1014XL-S, 814XL-S, AF514XL-S, 514XL-S and 312XL-S	\$ 260.00	\$ 156.00	\$ 148.20
C53-9397-201	Wireless Microphone WM-50 Quartz	\$ 110.00	\$ 66.00	\$ 62.70
C53-9277-201	Wireless Receiver WR-50 Quartz	\$ 150.00	\$ 90.00	\$ 85.50
C46-1091	Soft Case for AF514XL-S	\$ 42.00	\$ 25.20	\$ 23.94
5-43233-00	C-8 Close Up Lens 58mm 450	\$ 55.75	\$ 33.45	\$ 31.78
5-43242-00	C-8 Close Up Lens 58mm 240	\$ 55.75	\$ 33.45	\$ 31.78
★5-43252-00	C-8 Close Up Lens 48mm 450	\$ 40.50	\$ 24.30	\$ 23.09
★5-43332-00	C-8 Close Up Lens 48mm 240	\$ 40.50	\$ 24.30	\$ 23.09
5-22041-01	Remote Switch 3 (26' long)	\$ 7.50	\$ 4.50	\$ 4.28
5-22051-00	Remote Switch 60 (2' long)	\$ 4.75	\$ 2.80	\$ 2.66
5-39111-00	Chest Pod	\$ 19.25	\$ 11.50	\$ 10.93
5-63061-00	Release 30	\$ 6.00	\$ 3.60	\$ 3.42
5-63062-00	Release 50	\$ 8.75	\$ 5.25	\$ 4.99
4-20601-20	Copystand 4	\$ 113.30	\$ 68.00	\$ 64.60
★33-4856	Eye Cup IRN	\$ 1.90	\$ 1.10	\$ 1.05
★33-4764	Eye Cup IRG (for eyeglass wearers)	\$ 1.90	\$ 1.10	\$ 1.05
★33-5732	Finder Cover 4 (for AZ 1218)	\$ 1.90	\$ 1.10	\$ 1.05
★33-7553	Finder Cover 5 (for 814XL, 814E and 512XL)	\$ 1.90	\$ 1.10	\$ 1.05
34-1351	Finder Cover 6 (for 514XL-S)	\$ 1.90	\$ 1.10	\$ 1.05
★C53-9311-001	Canon Daylight Viewer DV-1 for PS-1000	\$ 38.75	\$ 23.20	\$ 22.04
★C53-9252-000	Canon Dynamic Microphone DM20 for PS-1000	\$ 10.00	\$ 6.00	\$ 5.70
★CG4-0006	Auto Reel for PS-1000	\$ 5.50	\$ 3.25	\$ 3.09
★X61-9061	AC Cord 2C for PS-1000	\$ 8.00	\$ 4.75	\$ 4.51

★ LIMITED INVENTORY; FIRST COME, FIRST SERVED

CATEGORY 5: OTHER ACCESSORIES

MACRO & CLOSE-UP

Note: With the purchase of \$300.00 or more of accessories at regular dealer net prices an additional 5% "Bonus" Discount will be given for qualifying accessories. See "Promotion Net Price" column in blue.



CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	PROMOTION NET PRICE
C26-1151-211	Canon Macrophoto Lens 20mm f3.5 in plastic case	\$ 139.50	\$ 83.70	\$ 79.52
C26-1161-211	Canon Macrophoto Lens 35mm f2.8 in plastic case	\$ 168.50	\$ 101.10	\$ 96.05
C55-9044-211	Canon Auto Bellows (including Double Cable Release)	\$ 202.00	\$ 121.15	\$ 115.09*
C42-6511	Canon Double Cable Release	\$ 26.00	\$ 15.50	\$ 14.73
★ C55-9182-011	Canon Duplicator 35-55R (including Roll Film Stage and Attachment Ring 55) for Auto Bellows	\$ 103.00	\$ 61.80	\$ 58.71
C55-9182-012	Canon Duplicator 35-52R (including Roll Film Stage and Attachment Ring 52) for Auto Bellows	\$ 103.00	\$ 61.80	\$ 58.71
C42-6591	Canon Duplicator 16 for Auto Bellows	\$ 35.00	\$ 21.00	\$ 19.95
C42-6581	Canon Duplicator 8 for Auto Bellows	\$ 35.00	\$ 21.00	\$ 19.95
C42-6681	Canon Duplicator G	\$ 66.00	\$ 39.50	\$ 37.53
C42-6571	Canon Roll Film Stage for Duplicator 35	\$ 26.00	\$ 15.50	\$ 14.73
C42-6541	Canon Macro Stage for Auto Bellows	\$ 63.00	\$ 37.70	\$ 35.82
C42-6501	Canon Macro Auto Ring	\$ 37.00	\$ 22.25	\$ 21.14
C42-6521	Canon Focusing Rail for Copy Stand 4	\$ 94.00	\$ 56.25	\$ 53.44
4-20601-20	Canon Copy Stand 4	\$ 113.30	\$ 68.00	\$ 64.60
4-25901-03	Canon Handy Stand F52 set	\$ 51.00	\$ 30.60	\$ 29.07
4-26201-20	Canon Photo Micro Unit F	\$ 36.00	\$ 21.60	\$ 20.52
4-25117-00	Canon Macro hood	\$ 2.75	\$ 1.60	\$ 1.52
C50-0301-221	Canon Macrolite ML-1 Set including Macrolite ML-1 Wide Adapter ML-1, Macrolite Adapters 55 and 52, Tightening Rings 55 and 52	\$ 422.00	\$ 253.20	\$ 240.54
Y12-6725	Wide Adapter ML-1	\$ 5.00	\$ 3.00	\$ 2.85
Y19-0165	Macrolite Adapter 55	\$ 12.00	\$ 7.20	\$ 6.84
Y19-0166	Macrolite Adapter 52	\$ 12.00	\$ 7.20	\$ 6.84
Y12-6756	Tightening Ring 55	\$ 12.00	\$ 7.20	\$ 6.84
Y12-6758	Tightening Ring 52	\$ 12.00	\$ 7.20	\$ 6.84
4-25323-01	Extension Tube FD50 Universal in case	\$ 66.00	\$ 39.50	\$ 37.53
4-25324-01	Extension Tube FD25 Universal in case	\$ 51.50	\$ 30.90	\$ 29.36
4-25325-01	Extension Tube FD 15 Universal in case	\$ 66.00	\$ 39.50	\$ 37.53
★ 4-25301-00	Canon Extension Tube A	\$ 2.90	\$ 1.70	\$ 1.62
★ 4-25302-00	Canon Extension Tube B	\$ 2.90	\$ 1.70	\$ 1.62
★ 4-25303-00	Canon Extension Tube C	\$ 3.75	\$ 2.20	\$ 2.09
4-25315-00	Canon Extension Tube FL15	\$ 24.75	\$ 14.80	\$ 14.06
4-25321-00	Canon Extension Tube FL25	\$ 24.75	\$ 14.80	\$ 14.06
C42-6611	Canon Vari-Extension Tube M15-25 (including Manual Diaphragm Adapter)	\$ 66.00	\$ 39.50	\$ 37.53
C42-6612	Canon Vari-Extension Tube M30-55 (including Manual Diaphragm Adapter)	\$ 90.00	\$ 54.00	\$ 51.30
4-25316-01	Canon Extension Tube M Set	\$ 50.00	\$ 30.00	\$ 28.50
4-25316-00	Canon Extension Tube M5	\$ 13.00	\$ 7.75	\$ 7.36

* For lowest net price on this item, please see page 5

★ LIMITED INVENTORY; FIRST COME, FIRST SERVED

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CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
4-25317-00	Canon Extension Tube M10	\$ 13.00	\$ 7.75	\$ 7.36
4-25322-00	Canon Extension Tube M20	\$ 13.00	\$ 7.75	\$ 7.36
4-25403-00	Canon 55 Macrophoto Coupler	\$ 6.50	\$ 3.90	\$ 3.71
4-25711-00	Canon FL58 Macrophoto Coupler	\$ 44.00	\$ 26.30	\$ 24.99
4-25721-00	Canon FD55 Macrophoto Coupler	\$ 45.00	\$ 27.50	\$ 26.13
C42-5731	Canon FL52 Macrophoto Coupler	\$ 45.00	\$ 27.50	\$ 26.13
C42-6693	Canon Macrophoto Adapter MA-58 (including Macro Hood)	\$ 22.00	\$ 13.20	\$ 12.54
C42-6692	Canon Macrophoto Adapter MA-55 (including Macro Hood)	\$ 22.00	\$ 13.20	\$ 12.54
C42-6691	Canon Macrophoto Adapter MA-52 (including Macro Hood)	\$ 22.00	\$ 13.20	\$ 12.54
5-42011-00	Canon Lens Mount Converter A	\$ 16.75	\$ 10.00	\$ 9.50
5-42021-00	Canon Lens Mount Converter B	\$ 8.25	\$ 4.90	\$ 4.66
5-42031-00	Canon Lens Mount Converter E	\$ 10.50	\$ 6.30	\$ 5.99
5-42071-00	Canon Lens Mount Converter P	\$ 9.00	\$ 5.40	\$ 5.13
0-00000-33	Canon Lens Mount Converter N	\$ 90.00	\$ 54.00	\$ 51.30
C54-3234	Canon 58 Close-Up 500T	\$ 60.00	\$ 36.00	\$ 34.20
5-43231-01	Canon 58 Close-Up 450	\$ 19.00	\$ 11.40	\$ 10.83
5-43241-01	Canon 58 Close-Up 240	\$ 19.00	\$ 11.40	\$ 10.83
★5-43251-01	Canon 48 Close-Up 450	\$ 17.00	\$ 10.20	\$ 9.69
★5-43331-01	Canon 48 Close-Up 240	\$ 17.00	\$ 10.20	\$ 9.69
5-43571-00	Canon 55 Close-Up 450	\$ 51.00	\$ 30.60	\$ 29.07
5-43561-00	Canon 55 Close-Up 240	\$ 51.00	\$ 30.60	\$ 29.07
C54-3731	Canon 52 Close-up lens 240 in plastic case	\$ 51.00	\$ 30.60	\$ 29.07
C54-3741	Canon 52 Close-up lens 450 in plastic case	\$ 51.00	\$ 30.60	\$ 29.07
★5-59042-20	Canon Bellows FL	\$ 152.00	\$ 91.50	\$ 86.93*
5-59181-01	Canon Slide Duplicator 55 for Bellows FL	\$ 43.75	\$ 26.25	\$ 24.94
5-59181-02	Canon Slide Duplicator 52 for Bellows FL	\$ 43.75	\$ 26.25	\$ 24.94
CA4-2430	Attachment Ring 52 for Handy Stand F	\$ 5.75	\$ 3.40	\$ 3.23
★43-6370	Attachment Ring 48 for Slide Duplicator	\$ 3.75	\$ 2.20	\$ 2.09
CA4-2418	Attachment Ring 52 for Slide Duplicator	\$ 3.75	\$ 2.20	\$ 2.09
43-6371	Attachment Ring 55 for Slide Duplicator	\$ 3.75	\$ 2.20	\$ 2.09
43-6372	Attachment Ring 58 for Slide Duplicator	\$ 3.75	\$ 2.20	\$ 2.09
CA4-2420	Manual Diaphragm Adapter	\$ 1.75	\$ 1.05	\$ 1.00
C55-9271	Step-up Ring 52-55	\$ 7.00	\$ 4.20	\$ 3.99

★ LIMITED INVENTORY; FIRST COME, FIRST SERVED

ACCESSORIES for OTHER CANON SLR CAMERAS (EF, FTb, TX & EX)

Note: With the purchase of \$300.00 or more of accessories at regular dealer net prices an additional 5% "Bonus" Discount will be given for qualifying accessories. See "Promotion Net Price" column in blue.

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	\$ 53.27
★5-00271-32	Speedlite 133D w/Flash Auto Ring B2 (for 50 mm F1.4, 35mm f3.5, 35mm f2.0) for F-1, EF, FTb	\$ 86.25	\$ 56.07	\$ 53.27
★5-02124-00	Flash Auto Ring A2 for Speedlite 133D	\$ 30.50	\$ 19.83	\$ 18.84
★5-02125-00	Flash Auto Ring B2 for Speedlite 133D	\$ 30.50	\$ 19.83	\$ 18.48
C50-1431-001	Battery Magazine D for Canon Speedlite 199A	\$ 3.75	\$ 2.25	\$ 2.14
5-63061-00	Canon Release 30	\$ 6.00	\$ 3.60	\$ 3.42
5-63062-00	Canon Release 50	\$ 8.75	\$ 5.25	\$ 4.99
5-40712-00	Angle Finder A-2	\$ 54.50	\$ 32.80	\$ 31.16
5-40711-00	Angle Finder B	\$ 75.80	\$ 45.50	\$ 43.23*
5-40701-22	Magnifier S	\$ 26.50	\$ 15.90	\$ 15.11
5-41041-00	Magnifier Adaptor S	\$ 8.50	\$ 5.10	\$ 4.85
5-05072-00	Dioptric Adjustment Lens S (+3)	\$ 5.00	\$ 3.00	\$ 2.85
5-05073-00	Dioptric Adjustment Lens S (+2)	\$ 5.00	\$ 3.00	\$ 2.85
5-05051-00	Dioptric Adjustment Lens S (+1.5)	\$ 5.00	\$ 3.00	\$ 2.85
5-05075-00	Dioptric Adjustment Lens S (+1)	\$ 5.00	\$ 3.00	\$ 2.85
5-05076-00	Dioptric Adjustment Lens S (+0.5)	\$ 5.00	\$ 3.00	\$ 2.85
5-05041-00	Dioptric Adjustment Lens S (0)	\$ 5.00	\$ 3.00	\$ 2.85
5-05078-00	Dioptric Adjustment Lens S (-0.5)	\$ 5.00	\$ 3.00	\$ 2.85
5-05079-00	Dioptric Adjustment Lens S (-2)	\$ 5.00	\$ 3.00	\$ 2.85
5-05081-00	Dioptric Adjustment Lens S (-3)	\$ 5.00	\$ 3.00	\$ 2.85
5-05082-00	Dioptric Adjustment Lens S (-4)	\$ 5.00	\$ 3.00	\$ 2.85
★5-60081-00	Booster in case for Canon FTb	\$ 75.75	\$ 45.40	\$ 43.13
5-59212-00*	Eye Cup 4S	\$ 2.30	\$ 1.40	\$ 1.33
5-64017-00	Self Timer 8	\$ 12.30	\$ 7.40	\$ 7.03
4-10000-S3	Compartment Case DL	\$ 110.00	\$ 66.00	\$ 62.70**
5-03111-00	Camera Holder F	\$ 23.50	\$ 14.10	\$ 13.40
★4-60822-00	Case L for EF (for 55mm f1.2 lens)	\$ 34.50	\$ 20.70	\$ 19.67
★4-60821-00	Case S for EF (for 50mm f1.4, f1.8 lens)	\$ 34.50	\$ 20.70	\$ 19.67
★4-60862-01	Case L for FTb (for 55mm f1.2 lens)	\$ 27.50	\$ 16.40	\$ 15.58
★4-60861-01	Case S for FTb (for 50mm f1.4, 50mm f1.8 lens)	\$ 27.50	\$ 16.40	\$ 15.58
★4-60901-01	Case S for TX & TLb	\$ 26.00	\$ 15.60	\$ 14.82

*For lowest net price on this item, please see page 5

★ LIMITED INVENTORY; FIRST COME, FIRST SERVED.

**For lowest net price on this item, please see page 14

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	\$ 1.00
13-9310	Lens Cap 50mm for Canonets & Datematic	\$ 1.75	\$ 1.05	\$ 1.00
CG2-0070	Lens Cap C-52	\$ 3.50	\$ 2.10	\$ 2.00
29-9661	Lens Cap C-55	\$ 3.50	\$ 2.10	\$ 2.00
29-9662	Lens Cap C-58	\$ 3.50	\$ 2.10	\$ 2.00
CG2-0073	Lens Cap C-72	\$ 3.50	\$ 2.10	\$ 2.00
★ 49-1002	Lens Cap 60mm (metal) for AZ814E and FL-F300/5.6	\$ 2.25	\$ 1.35	\$ 1.28
★ 49-1010	Lens Cap 65mm (metal) for EX95/3.5	\$ 3.25	\$ 1.95	\$ 1.85
★ 29-9871	Lens Cap 69mm for FD 35-70/2.8-3.5 & FD 28-50/3.5	\$ 3.50	\$ 2.10	\$ 2.00
★ 23-7963	Lens Cap 78mm for FD 200mm f2.8 SSC	\$ 14.75	\$ 8.85	\$ 8.41
★ 23-7793	Lens Cap 94mm for FD 85-300 Zoom f4.5	\$ 16.50	\$ 9.90	\$ 9.41
CA2-0441	Lens Cap 84 for FD 300mm f4 L	\$ 14.75	\$ 8.85	\$ 8.41
29-9943	Lens Cap 94 for FD 400mm f4.5	\$ 22.00	\$ 13.20	\$ 12.54
CF2-0345	Lens Cap for FD 500mm f4.5 L	\$ 22.00	\$ 13.20	\$ 12.54
CF2-0020	Lens Cap for FD 600mm f4.5	\$ 22.00	\$ 13.20	\$ 12.54
CF2-0022	Lens Cap for FD 800mm f5.6	\$ 22.00	\$ 13.20	\$ 12.54
CF2-0633	Lens Cap for New FD 600mm f4.5	\$ 30.00	\$ 18.00	\$ 17.10
CF2-0638	Lens Cap for New FD 800mm f5.6L	\$ 30.00	\$ 18.00	\$ 17.10
CA2-0698	Lens Cap S-83 for Reflex Lens 500mm f8.0	\$ 14.75	\$ 8.85	\$ 8.41
CF2-0169	Lens Cap 63 for New FD 35-70mm f4	\$ 3.23	\$ 1.95	\$ 1.85
23-7613	Lens Cap for Fisheye 7.5mm f5.6	\$ 4.20	\$ 2.52	\$ 2.39
CA4-2959	Lens Cap for Extender FD 1.4X Type A	\$ 22.00	\$ 13.20	\$ 12.54

DUST CAPS

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
43-1473	Dust Cap R-F	\$ 1.75	\$ 1.05	\$ 1.00
43-4338	Dust Cap-A-3	\$ 1.75	\$ 1.05	\$ 1.00
43-5796	Finder Dust Cover	\$ 1.75	\$ 1.05	\$ 1.00

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	\$ 1.00

STRAPS

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
5-61131-00	Canon Neck Strap 6 with pad	\$ 4.00	\$ 2.40	\$ 2.28
5-61141-00	Canon Neck Strap 7 with pad	\$ 4.00	\$ 2.40	\$ 2.28
5-61151-00	Canon Neck Strap 8 with pad	\$ 4.00	\$ 2.40	\$ 2.28
C56-1161	Canon Neck Strap 9 with pad for New FD 800mm f5.6 L and New FD 600mm f4.5	\$ 4.00	\$ 2.40	\$ 2.28

LENS HOODS

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
C44-5201	Lens Hood BW-52A	\$ 14.50	\$ 8.70	\$ 8.27
C44-5202	Lens Hood BW-52B	\$ 14.50	\$ 8.70	\$ 8.27
C44-5203	Lens Hood BW-52C	\$ 14.50	\$ 8.70	\$ 8.27
C44-5204	Lens Hood BS-52	\$ 14.50	\$ 8.70	\$ 8.27
C44-5205	Lens Hood BT-52	\$ 14.50	\$ 8.70	\$ 8.27
C44-5802	Lens Hood BT-58	\$ 14.50	\$ 8.70	\$ 8.27
4-45713-01	Lens Hood BW-55A in Case	\$ 13.75	\$ 8.20	\$ 7.79
4-45714-01	Lens Hood BW-55B in Case	\$ 15.50	\$ 9.25	\$ 8.79
4-45712-00	Lens Hood BS-55	\$ 14.50	\$ 8.70	\$ 8.27
4-46015-00	Lens Hood BS-58	\$ 14.50	\$ 8.70	\$ 8.27
4-45715-00	Lens Hood BT-55	\$ 14.25	\$ 8.50	\$ 8.08
★ 4-45014-00	Lens Hood W-50	\$ 7.00	\$ 4.25	\$ 4.04
★ 4-46012-01	Lens Hood W-60 in Case	\$ 11.75	\$ 7.00	\$ 6.65
★ 4-45007-01	Lens Hood S-50 in Case	\$ 8.75	\$ 5.25	\$ 4.99
★ 4-46006-01	Lens Hood S-60 in Case	\$ 14.25	\$ 8.50	\$ 8.08
★ 4-48021-01	Rubber Hood S-60 for AZ1014 Electronic	\$ 10.50	\$ 6.25	\$ 5.94
★ 4-45009-01	Lens Hood T-50	\$ 7.00	\$ 4.25	\$ 4.04
★ 4-46009-01	Lens Hood T-60	\$ 10.50	\$ 6.25	\$ 5.94
4-45015-00	Canonet Hood 5	\$ 8.75	\$ 5.25	\$ 4.99
C44-6202	Lens Hood W-62	\$ 22.00	\$ 13.20	\$ 12.54
C44-7231	Lens Hood BW-72	\$ 22.00	\$ 13.20	\$ 12.54
C44-7241	Lens Hood BT-72	\$ 36.00	\$ 21.60	\$ 20.52
★ 4-46901-00	Rubber Hood W-69 for Zoom Lens FD 35-70mm	\$ 17.50	\$ 10.50	\$ 9.98
4-45801-01	Lens Hood BPW-58B for TS 35mm f2.8	\$ 22.00	\$ 13.20	\$ 12.54
C44-6911	Lens Hood W-69B for New FD 28-50mm f3.5	\$ 11.75	\$ 7.00	\$ 6.65
C44-8102	Lens Extension Hood EH-150 for New FD 800mm f5.6L and New FD 600mm f4.5	\$ 270.00	\$ 162.00	\$ 153.90
★ 4-47221-00	Lens Hood for EX 125mm f3.5	\$ 11.75	\$ 7.00	\$ 6.65
★ 4-46501-00	Lens Hood T-65 (for EX 95mm f3.5)	\$ 10.50	\$ 6.25	\$ 5.94

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 50mm f1.2, 55mm f1.2 lens)	\$ 51.00	\$ 30.60	\$ 29.07*
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	\$ 29.07*
C46-1021	Case S for A-1 (for 50mm f1.4, f1.8 lens)	\$ 40.00	\$ 24.00	\$ 22.80**
C46-1022	Case L for A-1 (for 50mm f1.2, 55mm f1.2 lens)	\$ 40.00	\$ 24.00	\$ 22.80**
C46-0992	Case L for AE-1 and AT-1 (for 50mm f1.2, 55mm f1.2 lens)	\$ 30.00	\$ 18.00	\$ 17.10**

*For lowest net price on this item, please see page 5

**For lowest net price on this item, please see page 13 or 14

★ LIMITED INVENTORY; FIRST COME, FIRST SERVED

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
C46-0991	Case S for AE-1 and AT-1 (for 50mm f1.4, f1.8 lens)	\$ 30.00	\$ 18.00	\$ 17.10**
C46-1051	Case S for AV-1 (for 50mm f1.4, f1.8 lens)	\$ 30.00	\$ 18.00	\$ 17.10**
★ 4-60822-00	Case L for EF (for f1.2 lens)	\$ 34.50	\$ 20.70	\$ 19.67
★ 4-60821-00	Case S for EF (for f1.4, f1.8 lens)	\$ 34.50	\$ 20.70	\$ 19.67
★ 4-60862-01	Eveready Case L for FTb (for 55mm f1.2 lens)	\$ 27.50	\$ 16.40	\$ 15.58
★ 4-60861-01	Eveready Case S for FTb (for 50mm f1.4, 50mm f1.8 lens)	\$ 27.50	\$ 16.40	\$ 15.58
★ 4-60901-01	Eveready Case S for TX & TLb	\$ 26.00	\$ 15.60	\$ 14.82
4-60783-01	Eveready Case for Canonet 28 & G III 17	\$ 16.00	\$ 9.50	\$ 9.03
C46-1012	Case for A35F	\$ 19.75	\$ 11.75	\$ 11.16
4-60971-00	Case for 110ED 110ED 20	\$ 8.75	\$ 5.25	\$ 4.99
★ C46-1003-011	Carrying Case for 312XL-S	\$ 38.25	\$ 22.90	\$ 21.76
C46-1001-011	Carrying Case for 514XL-S	\$ 38.25	\$ 22.90	\$ 21.76
4-60981-00	Soft Case for 310XL & 514XL	\$ 14.25	\$ 8.50	\$ 8.08
★ 4-60834-01	Carrying Case for AZ 814 Electronic	\$ 33.00	\$ 19.75	\$ 18.76
C46-0994	Action Case (for AE-1 and AT-1 w/Power Winder A)	\$ 53.80	\$ 32.30	\$ 30.69
★ 4-60921-01	Carrying Case for AZ 1014 Electronic	\$ 35.00	\$ 21.00	\$ 19.95
★ 4-60961-01	Carrying Case for AZ 512XL Electronic	\$ 31.00	\$ 18.50	\$ 17.58
★ C46-0835-011	Soft Case for 814XL Electronic	\$ 38.25	\$ 22.90	\$ 21.76
★ 4-70741-00	Lens Soft Case SA	\$ 6.25	\$ 3.70	\$ 3.52
★ 4-70742-00	Lens Soft Case SB	\$ 7.50	\$ 4.50	\$ 4.28
★ 4-70743-00	Lens Soft Case SC	\$ 7.50	\$ 4.50	\$ 4.28
C47-0851	Lens Case LH-A17	\$ 16.00	\$ 9.60	\$ 9.12
C47-0861	Lens Case LH-B8	\$ 12.00	\$ 7.20	\$ 6.84
C47-0871	Lens Case LH-B9	\$ 12.00	\$ 7.20	\$ 6.84
C47-0881	Lens Case LH-B12	\$ 16.00	\$ 9.60	\$ 9.12
C47-0891	Lens Case LH-B15	\$ 16.00	\$ 9.60	\$ 9.12
C47-0901	Lens Case LH-B24	\$ 20.00	\$ 12.00	\$ 11.40
C47-0911	Lens Case LH-C10	\$ 12.00	\$ 7.20	\$ 6.84
C47-0921	Lens Case LH-C13	\$ 17.00	\$ 10.20	\$ 9.69
C47-0961	Lens Case LH-C19	\$ 20.00	\$ 12.00	\$ 11.40
C47-0941	Lens Case LH-D24	\$ 27.00	\$ 16.20	\$ 15.39
C47-0951	Lens Snap Case LS-A9	\$ 12.00	\$ 7.20	\$ 6.84
C47-0952	Lens Snap Case LS-A18	\$ 14.00	\$ 8.40	\$ 7.98
C47-0953	Lens Snap Case LS-A24	\$ 16.00	\$ 9.60	\$ 9.12
C47-0954	Lens Snap Case LS-B11	\$ 12.00	\$ 7.20	\$ 6.84
C47-0955	Lens Snap Case LS-B13	\$ 14.00	\$ 8.40	\$ 7.98
C47-0956	Lens Snap Case LS-B21	\$ 16.00	\$ 9.60	\$ 9.12
4-70761-01	Lens Case for TS 35mm f2.8	\$ 15.50	\$ 9.25	\$ 8.79
4-70791-00	Lens Case for FD 400mm f4.5	\$ 47.50	\$ 28.50	\$ 27.08

** For lowest net price on this item, please see page 13 or 14

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	PROMOTION NET PRICE
C47-6341-001	Lens Case for FD 600mm f4.5	\$ 198.00	\$ 118.75	\$ 112.81
C47-6351-001	Lens Case for FD 800mm f5.6	\$ 198.00	\$ 118.75	\$ 112.81
C47-6342	Lens Case for New FD 600mm f4.5	\$ 400.00	\$ 240.00	\$ 228.00
C47-6353	Lens Case for New FD 800mm f5.6L	\$ 440.00	\$ 264.00	\$ 250.00
4-76331-00	Carrying Case for FD-F 300mm f2.8	\$ 181.25	\$ 108.75	\$ 103.31
C47-0811	Lens Case for FD 300mm f4L	\$ 33.00	\$ 19.75	\$ 18.76
C47-0841	Lens Case for Reflex Lens 500mm f8	\$ 33.00	\$ 19.75	\$ 18.76
C47-6361	Lens Case for FD 500mm f4.5L	\$ 198.00	\$ 118.75	\$ 112.81
4-76251-00	Carrying Case for FL 400mm	\$ 103.00	\$ 61.80	\$ 58.71
4-76252-00	Carrying Case for FL 600mm or 800mm	\$ 114.50	\$ 68.60	\$ 65.17
48-0113	Case for Servo EE Finder	\$ 9.75	\$ 5.75	\$ 5.46
48-0129	Case for Booster T Finder	\$ 9.75	\$ 5.75	\$ 5.46
48-0130	Case for Speed Finder	\$ 5.75	\$ 3.40	\$ 3.23

NOTE: To match new series lens cases to older Canon FD lenses, see "CASE FINDER" chart on page 57.

★LIMITED INVENTORY; FIRST COME, FIRST SERVED

MISCELLANEOUS

INSTRUCTION BOOKS

NOTE: Instruction books may not be included in \$300 accessory orders for 5% discount.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET
M-1011	Instruction Book for F-1	\$ 3.00	\$ 2.00
M-1012	Instruction Book for EF	\$ 3.00	\$ 2.00
M-1013	Instruction Book for FTb	\$ 3.00	\$ 2.00
M-1014	Instruction Book for TX	\$ 3.00	\$ 2.00
M-1015	Instruction Book for AE-1	\$ 3.00	\$ 2.00
M-1016	Instruction Book for AT-1	\$ 3.00	\$ 2.00
M-1017	Instruction Book for A-1	\$ 3.00	\$ 2.00
M-1018	Instruction Book for AV-1	\$ 3.00	\$ 2.00
M-1021	Instruction Book for Canonet G III 17	\$ 1.50	\$ 1.00
M-1022	Instruction Book for Canonet 28	\$ 1.50	\$ 1.00
M-1024	Instruction Book for A35F	\$ 1.50	\$ 1.00
M-1025	Instruction Book for Sure Shot AF35M	\$ 1.50	\$ 1.00
M-1033	Instruction Book for 110ED20	\$ 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-1049	Instruction Book for 312XL-S	\$ 1.50	\$ 1.00
M-1050	Instruction Book for AF514XL-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-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-1072	Instruction Book for Speedlite 155A	\$ 1.50	\$ 1.00
M-1073	Instruction Book for Speedlite 199A	\$ 1.50	\$ 1.00
M-1074	Instruction Book for Canolite D	\$ 1.50	\$ 1.00
M-1075	Instruction Book for Power Winder F	\$ 1.50	\$ 1.00
M-1076	Instruction Book for Databack A	\$ 1.50	\$ 1.00
M-1077	Instruction Book for Power Winder A	\$ 1.50	\$ 1.00
M-1086	Instruction Book for Speedlite 177A	\$ 1.50	\$ 1.00
M-1087	Instruction Book for Speedlite 133A	\$ 1.50	\$ 1.00
M-1088	Instruction Book for Databack F	\$ 1.50	\$ 1.00
M-1089	Instruction Book for Motor Drive MA	\$ 1.50	\$ 1.00
M-1090	Instruction Book for Motor Drive MF	\$ 1.50	\$ 1.00
M-1093	Instruction Book for Speedlite 533G	\$ 3.00	\$ 2.00
M-1094	Instruction Book for Speedlite 577G	\$ 3.00	\$ 2.00
M-1095	Instruction Book for Marine Capsule A	\$ 3.00	\$ 2.00

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET	PROMOTION NET PRICE
9-00505-N5	Introduction to Canon F-1 (F-1 Guide Book)	\$ 13.75	\$ 8.20	\$ 7.63
9-00600-N1	"How to select and use Canon SLR Cameras" by Carl Shipmen	\$ 7.95	\$ 6.30	\$ 5.86
9-00700	The ABC's of Picture-Taking Ease	\$ 12.55	\$ 7.53	\$ 6.99*

*For lowest net price on this item, please see page 17

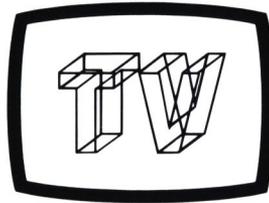
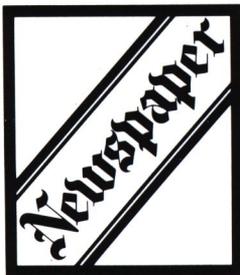
MEMO

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

Canon[®]

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 Canon Co-op Ad Allowances.

We have been working to modernize and streamline the paperwork involved in your obtaining these benefits. Beginning with co-op allowances earned since JULY, 1980

PURCHASES, co-op monies accrued have been shown on your monthly Canon statements.

We hope these changes will stimulate sales by making it easier than ever for you to take full advantage of our generous co-op program.

I. GENERAL POLICY: Co-op Allowance

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 Statement amounting to 3% of one month's net purchase of current Canon photographic equipment – this does not apply to closeouts and specials.

Statement will be sent on the 10th of every month.

This statement shows all Canon Co-op Advertising activities including your cumulative monthly allowances for the 6 months preceding the statement, your credited

amount, the amount applied toward Sales Promotion Material purchases, the amount applied to special TV and Yellow Pages Programs and the amount expired.

A Co-op Allowance will be given only when net merchandise shipments for the month are \$250.00 or more.

When Co-op Allowances are applied towards local 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."

II. GENERAL POLICY: Programs

Co-op Ad Allowances may not be redeemed for cash under any circumstances.

Your Co-op Allowance may be applied towards payment for any of the following programs in addition to general local

advertising:

- A. Sales Promotion Pieces (SPP)
- B. Material for Television Commercials
- C. Yellow Pages Dealer Listing

III. GENERAL POLICY: Basic Regulations

- A. Advertising must not be unfair or deceptive.
- B. Co-op Advertising Allowance must be used within six months of date of issue either for advertising or for the purchase of Sales Promotion or miscellaneous items as outlined in section II, "Programs" above.
- C. In order to qualify for co-op allowances, Canon products should be shown alone or in combination with other Canon products only. Non-Canon products may not be included with or sold as packages with Canon products in co-op advertising.

- D. All proofs of advertising must follow the guidelines in "C" above and as outlined for each advertising medium as indicated in each type of Program.
- E. In no case can Co-op Ad Allowances be redeemed for more than 100% of the invoice (actual cost) of any advertising or promotion.
- F. National advertising is not part of the Co-op Ad Program.
- G. Canon U.S.A. Inc. reserves the right to change or end these Programs upon thirty (30) days' written notice.

IV. PROCEDURES (General)

A. Advertising

- 1. Co-op Ad Allowance is redeemable only by the dealer whose name appears on the Canon Co-op Statement – it is not transferable.
- 2. All costs of advertising are paid by the dealer to the advertising medium directly.
- 3. All Co-op Advertising Allowances will be cancelled automatically six (6) months from the original date of issue.
- 4. Claims for reimbursement must be made within sixty (60) days of the issue date of the advertisement.
- 5. Evidence of advertising expenditures must include an affidavit from the medium used (see procedures under each medium listed in this program) in addition to the

proofs as given in each appropriate case (tearsheets for print, station invoices for broadcast, etc.).

All claims should display dealer name, address, customer code number and department number exactly as they appear on Co-op Statement. Upper portion of Co-op Statement form is detachable from the lower part of the form and should be detached and sent in with your claims.

- 6. All claims should be sent to:
Canon U.S.A. Inc.
c/o Advertising Checking Bureau
P.O. Box 20334
Orlando, Florida 32814

7. Upon clearance from the Advertising Checking Bureau (ACB), Canon will reimburse advertising expenses via an appropriate credit in your monthly purchase statement as soon as possible.
 8. Co-op credit is issued against your cumulative, current six-month's accrued Co-op Allowances as reflected on your monthly Co-op Statement.
 9. No Co-op Allowance will be issued for less than the amount of \$1.00. All Co-op Ad values will be rounded off to the nearest whole dollar.
 10. Any and all advertising must meet Canon guidelines as to contents. Guidelines will be outlined in detail later on in this Program.
 11. If Co-op Ad Allowances are not used as specified (or not used at all) their value cannot be deducted from or credited to your merchandise purchases under any circumstances.
 12. No Co-op Allowances are ever redeemable for cash.
 13. Claims not sufficiently covered by adequate Co-op Allowances will be credited only up to the amount of the current available Co-op Allowance as reflected in your Co-op Statement.
- 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 Allowances are accepted for payment for the following items. Up to 100% of their cost may 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 Co-op Ad Allowance Statement.)
 2. The same limitations which apply to Co-op Advertising, per se, (expiration dates, etc.) are applicable for the above items.

SUMMARY

Detailed information on making reimbursement claims against your Co-op Advertising Allowance Statement is contained under the heading of each individual situation –

each of which has its own individual section in this brochure.

Good luck, and good sales!

CO-OP ADVERTISING STATEMENT:

Canon has simplified co-op advertising by altering the old Co-op Ad Coupon system and issuing new Co-op Ad Statements.

Using the Statement system, you, the dealer, will send in the "Voucher" portion of the Co-op Ad Statement in order to claim any co-op advertising due. Sending in this Voucher

is in lieu of sending in Co-op Coupons, which have become obsolete. The purpose of this new system is to insure more accurate and faster service.

Please remember that the top portion (Voucher) of the new Co-op Ad Statement, is your vehicle for taking advantage of any and all co-op benefits.

Co-op Credit: Amount of credit given for co-op advertising.

Previous Allowance: Co-op Ad Allowance balance as of last statement.

SP Material Purchases: Amount to be deducted from your net allowances toward the purchase of SP Material from Canon.

Contingency Allowance: Amount to be deducted from your previous allowances for contingency expenditures as outlined in your Canon Co-op Advertising Programs. (TV Program B, Yellow Pages Program)

Expired Amount: Allowance value lost through disuse within allotted period.

Period covered by this statement.

Net Co-op Ad allowance available as of date of issue of this Statement.

Dollar value of your claim against your Co-op Ad Allowances reflected in this Statement.

Total Allowance Available as of This Date: Current Allowance balance as of this Statement.

Allowance Last Month: New allowance given against last month's purchase.

Sub Total: The total of all (-) charges against your (+) previous allowances.

Co-op Allowances (+); Charges (-): "Allowances" represents any current allowances earned (+) towards Co-op Advertising obtained through regular purchases; "Charges" represents deductions (-) (debits) from total available "Allowances."



10 NEVADA DRIVE
LAKE SUCCESS, N. Y. 11042

CO-OP ADVERTISING STATEMENT VOUCHER

NO. _____
DATE _____

PERIOD	
FROM	TO

CUMMULATIVE CO-OP ALLOWANCE	
ENTER YOUR CLAIM AMOUNT	DATE

For credit submit proof of advertising with this portion to:
Canon U.S.A., Inc., % Advertising Checking Bureau, P.O. Box 20334, Orlando, FL 32814
(Detach and send this portion with your claims).

NAME ADDRESS

ACCOUNT NO. DEPT. NO.

NO. _____
DATE _____

SUMMARY OF ACTIVITY

DEALER NAME	TOTAL ALLOWANCE AVAILABLE AS OF THIS DATE
-------------	---

PREVIOUS ALLOWANCE (+)	CO-OP CREDIT (-)	SP MATERIAL PURCHASE (-)	CONTINGENCY ALLOWANCE (-)	EXPIRED AMOUNT (-)	SUB TOTAL	ALLOWANCE LAST MONTH (+)

DATE	REFERENCE NO.	ACTIVITY	START DATE	CO-OP ALLOWANCE (+) CHARGE (-)	POST DATE
					

• This statement shows all co-op ad activity. Please keep bottom portion for your records.
 • Detach top part and send it with your claim(s) to:
 Canon, U.S.A., Inc., % Advertising Checking Bureau, P.O. Box 20334, Orlando, Florida 32814
 • To expedite processing, attach proof of advertising and retailer's invoice or publisher's invoice, otherwise your claim(s) will be returned to you.
 • Deduction from Merchandise Invoice is absolutely prohibited.

CANON'S CO-OP NEWSPAPER PROGRAM

NEWSPAPERS: Regulations

I. To qualify for Co-op Ad Allowances, local advertising must be devoted entirely to new Canon photographic equipment and not used equipment. Copy and illustrations for local newspaper ads are provided by Canon for this purpose, and we recommend their use, 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 for each product.
- 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).

F. NO non-Canon products may be included.

- II. To be eligible for Co-op Ad Allowance, 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 Allowance reimbursement for newspaper advertising (remember that space only, not production costs, may be claimed) here's all you have to do:

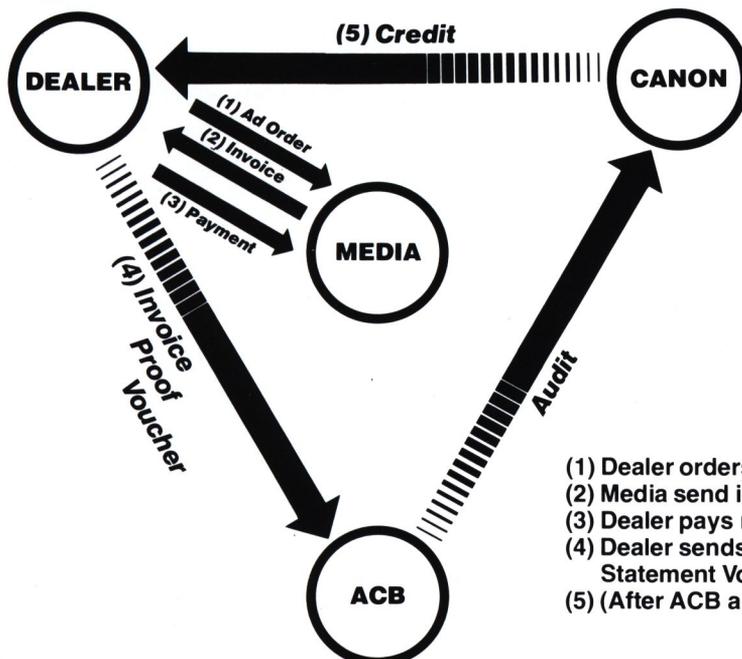
- A. Have the publication invoice your company (you pay directly for all expenditures). Make sure it gives the newspaper's name, the date the ad ran, its size and its actual cost at the lowest net rate.
- B. Obtain a full-page tearsheet of the ad which corresponds exactly to the invoice you're submitting.

C. Payment will be given only up to the amount of the Co-op Ad Allowances available.

- D. Send all information to:
- Canon U.S.A., Inc.
c/o Advertising Checking Bureau
P.O. Box 20334
Orlando, Florida 32814

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 Allowance:



- (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 Statement Voucher to ACB.
- (5) (After ACB audit) Canon credits dealer in later statement.

CANON'S CO-OP TELEVISION PROGRAM

TELEVISION: Materials Available

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

TELEVISION: Program Options

I. Program A

- A. These commercial films are available directly from Canon for \$30.00 apiece: (You must insert your own 5 second tag line.) Story boards on page 48.
 - 1. 25 sec. Ben Crenshaw w/ Zoom Lens (AE-1)
 - 2. 25 sec. John Newcombe w/ Flash (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 film for this Program may be "bought" directly from Canon using Co-op Ad Allowances available.
- D. Claims for reimbursement advertising must include the following:
 - 1. A certification of the broadcast of the exact films 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. Credits will be given only up to the actual amount of the value of the Co-op Ad Allowances available.
- E. Any other materials than those available from Canon may not be used in this Program without the express permission and approval in writing of Canon U.S.A., Inc.'s Regional Sales Managers.
- F. Claims (with appropriate documents) for TV reimbursement should be sent to:
 - Canon U.S.A., Inc.
 - c/o Advertising Checking Bureau
 - P.O. Box 20334
 - Orlando, Florida 32814
- 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 Allowances.)
- 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* confirm sufficient Co-op Allowances are available to cover your budget with Canon directly, in advance of ordering TV Program B from Grey Advertising, Inc. This "guarantees" your expenditures for TV. The following options are available in Program B:
 - 1. Option #1
 - i. You use basic 25 sec. commercial listed in Program A.
 - ii. You get free 5 sec. dealer tag at end of each commercial.
 - iii. You pay no production costs for your tag line.
 - 2. Option #2
 - i. You use a 20 sec. version of commercials of:
 - a. Ben Crenshaw (AE-1) b. John Newcombe (AE-1)
 - c. Canon G III-17 or d. Canon AV-1
 - ii. You get a 5 sec. store name listing (sound & visual) at the beginning and a 5 sec. (sound & visual) tag at the end.
 - iii. You pay Grey Advertising, Inc., \$150.00 in production costs which will be covered by the Co-op Program Allowances.
 - 3. 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 be then paid directly to Grey Advertising, Inc., 777 Third Avenue, New York, New York 10017):
 - 1. Production invoice and media invoice.
 - 2. For Program B ONLY, all materials for reimbursement should be sent to Canon U.S.A., Inc., Attn: Advertising and Sales Promotion Department, 10 Nevada Drive, Lake Success, New York 11042.
 - 3. 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 Allowances may be used for air time (media) purchases *only* in the case of dealer-produced commercials.

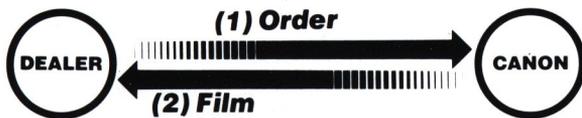
- B. Claims for reimbursement under this program are to be made according to the guidelines outlined under Program A, section 4.
- C. No Dealer-prepared TV materials may be used without the prior permission and approval in writing of Canon U.S.A., Inc.'s Regional Sales Managers.
- D. Content Guidelines 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 sec. 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 sec. 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.

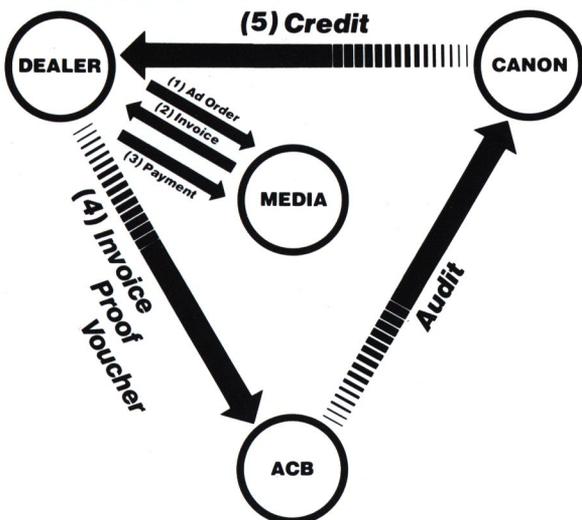
Here's how to use your Ad Allowance:

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



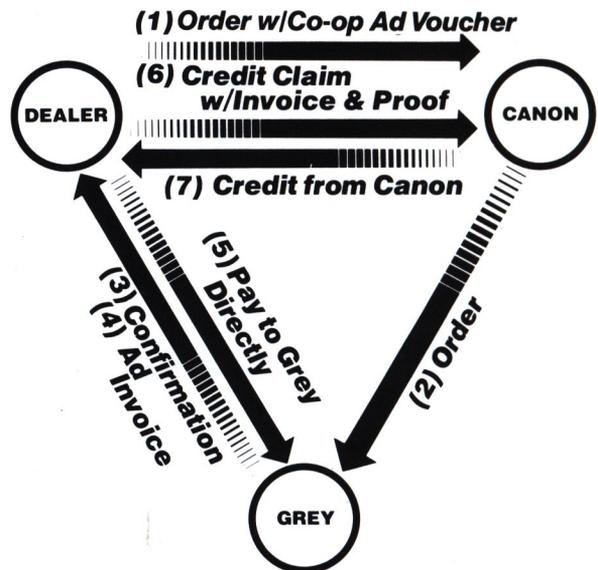
- (1) Dealer orders commercial film directly from Canon.
- (2) Canon sends film to dealer.
- (3) Canon deducts cost of film (\$30.00) from Co-op Ad Allowance.

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 Statement Voucher to ACB.
- (5) (After ACB audit) Canon credits dealer in later statement.

TV PROGRAM B (Through Grey Advertising, Inc.)



- (1) Dealer sends order w/Co-op Ad Statement Voucher to Canon.
- (2) Canon sends confirmed order to Grey.
- (3) Grey sends confirmation to Dealer.
- (4) After commercial runs, Grey sends invoice to Dealer.
- (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 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 Allowance Program covers time only, you will have to assume all the production expenses 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 credits.
- 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 mention 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

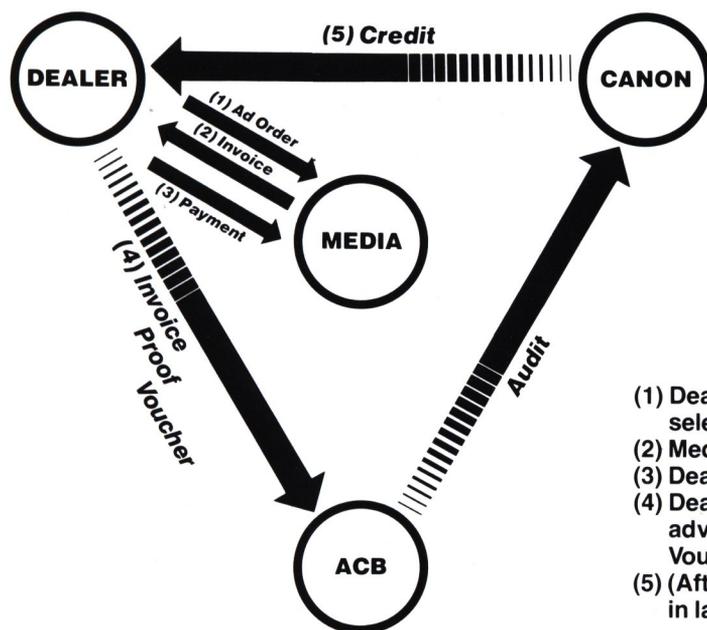
- A. Claims for reimbursement for radio advertising should be sent to:

Canon U.S.A., Inc.
c/o Advertising Checking Bureau
P.O. Box 20334
Orlando, Florida 32814

- 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 Allowance will cover the cost of the advertising time – remember that production costs are not covered!
4. Credits will only be given up to the actual value of the Co-op Ad Allowances you have available.

Here's how to use your Ad Allowance:



- (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 Statement Voucher to ACB.
- (5) (After ACB audit) Canon credits dealer in later statement.

CANON'S CO-OP YELLOW PAGES PROGRAM

YELLOW PAGES: Basic Program

- If you are interested in participating in the Yellow Pages Program, please write to:
CANON YELLOW PAGES DEPT.
 c/o Dentsu Corp. of America 1114 Ave. of the Americas
 New York, New York 10036
- 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.
- The cost of your listing will be automatically deducted from your Co-op monthly Ad Statement following publication of the Yellow Pages. In other words, the cost of the ad will be deducted from the Co-op Ad Statement before it is issued to you. Should the value of your Co-op Ad Allowance exceed the cost of the listing, the balance will

be credited to you in a future Co-op Allowance Statement. Should the cost of the listing exceed the value of your Co-op Ad Allowance, 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.

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.

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

YELLOW PAGES: Display Ad Program

- If you are interested in inserting a display ad in your local Yellow Pages to supplement the Basic Program we are offering, please write to:
CANON YELLOW PAGES DEPT.
 c/o Dentsu Corp. of America 1114 Ave. of the Americas
 New York, New York 10036
- We shall provide you with reproducible material in various sizes.
- 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.
- To receive credit, simply follow the procedures already established for your Co-op Advertising Program. Provided that regulations and procedures are observed correctly, 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

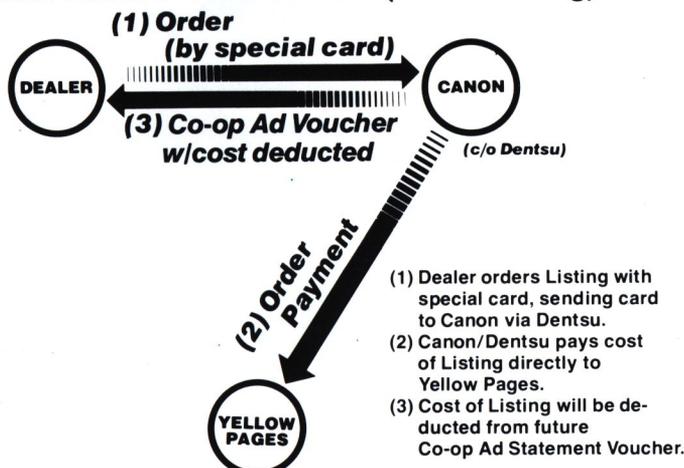
- Precision and versatility
- Ease of use
- Outstanding value

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

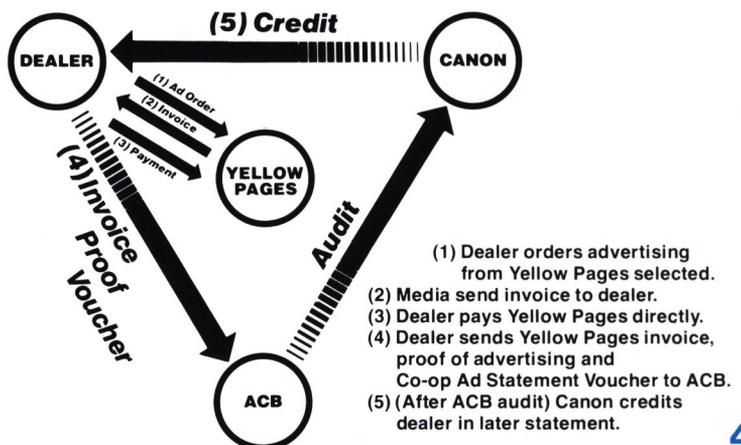
DEALER NAME & ADDRESS. 000-0000

Here's how to use your Ad Allowance:

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., One Canon Plaza, Lake Success, New York 11042.
- B. Use your Canon Co-op Ad Allowances to cover the cost of your SPP order.

- C. Normal time for delivery is six to eight weeks after receipt of your order with proper payment (adequate Allowance balance).

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) 10 pcs/Minimum **Unit Price \$5.00**

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)
12 pcs/Minimum
Unit Price \$4.50



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.
50 pcs/Minimum **Unit Price \$5.50**

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.) 12 pcs/Minimum **Unit Price \$3.00**

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.
50 pcs/Minimum **Unit Price \$4.00**

Code No. SPP 09XL
New Canon AE-1 T-Shirt



Wear your AE-1 proudly on this new, colorfast Canon T-Shirt. White w/red trim. Specify sizes: S, M, L, XL
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.
25 pcs/Minimum **Unit Price \$1.00**

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) 25 pcs/Minimum **Unit Price \$2.00**

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" 10 pcs/Minimum **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. 12 pcs/Minimum **Unit Price \$4.00**

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/Minimum **Unit Price \$5.00**

Code No. SPP 17
Canon Film Pouch (red)



Code No. SPP 18
Canon Film Pouch
(black)

These heavy-duty vinyl film pouches each hold four rolls of 35mm film and slip on a belt or gadget bag strap for truly convenient film carrying. 12 pcs/Minimum **Unit Price \$2.00**

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



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

Code No. SPP 20
Canon
"SWINGER"
Pen



This is the attractive pen you'll never misplace. Hangs from your neck on a handy, lightweight lanyard! 10 pcs/minimum **Unit Price \$6.00**

Here's how to use your Ad Allowance:



- (1) Dealer sends SPP order with appropriate Co-op Ad Statement Voucher to Canon.
- (2) Canon ships SPP order to dealer.

MISCELLANEOUS ADVERTISING & SALES PROMOTION

MISCELLANEOUS ADVERTISING/ SALES PROMOTION EXPENSES: Regulations

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

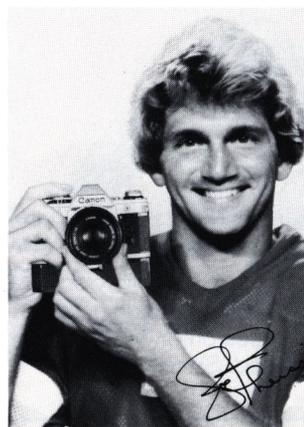
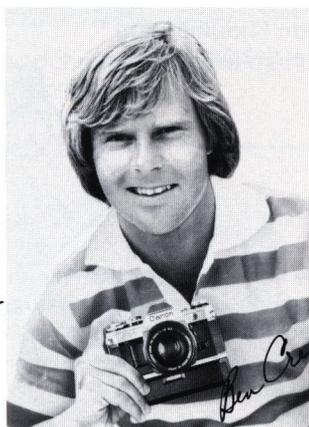
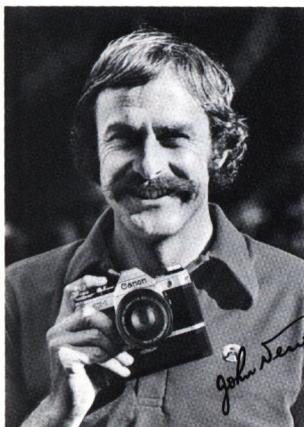
Division's Regional Manager. Canon U.S.A., Inc., reserves the right to change or end these programs upon thirty (30) days' written notice.

CANON'S ADVERTISING SUPPORT:

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

The super-strong Canon TV Advertising Campaign Goes On! Following on the strength of our continuous television exposure of the AE-1 SLR camera, we have added television for Sure Shot advertising and national TV exposure for the Canon A-1 as well!

Our AE-1 sports celebrities campaign continues with Tracy Austin and Joe Theismann joining such stars as John Newcombe and Ben Crenshaw as spokespersons for Canon. Throughout 1981, this campaign will continue and you'll be there to reap its rewards!



First Half 1981 Canon TV Advertising Schedule

PROGRAMMING		MONTH WEEK
NETWORK TV	Good Morning America (ABC)—Every other day, 26 weeks	
	"Nightline" Late News (ABC)—1 per week, 26 weeks	
	Super Bowl (Jan. 25th—NBC)	
	Sports Programs	
	Family Programs	
LOCAL MARKET SPOT TV	New York, Los Angeles, Chicago, and Atlanta will each receive between 70 and 110 announcements each in local news shows, movies, and prime time programming.	
TEAM SPORTS SPONSORSHIPS	Canon is the Official Camera of these great teams and also of Madison Square Garden, Los Angeles Forum and many other prestigious sporting events.	• New York Yankees
		• New York Knicks
		• New York Rangers
		• Los Angeles Lakers
		• Los Angeles Kings
		• Chicago Cubs
		• Chicago Bulls
		• Atlanta Braves
• Atlanta Hawks		

CANON'S ADVERTISING SUPPORT:

Print campaigns for every popular Canon model!

Canon print advertising sells! The proof can be found in our own incredible sales records and probably in your own cash register receipts as well!

For the Spring of 1981, we are proud to be running separate print campaigns in major consumer magazines for each of our most popular models.

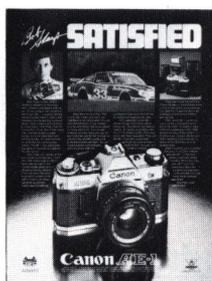
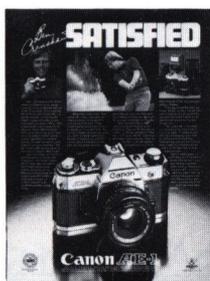
Naturally, print advertising will continue to include exposure in all the photographic fan magazines, as well as magazines devoted to professional photography and special market areas. From every segment of the population, people will be coming into your store saying they saw Canon print advertising. And now they want to see a Canon camera!



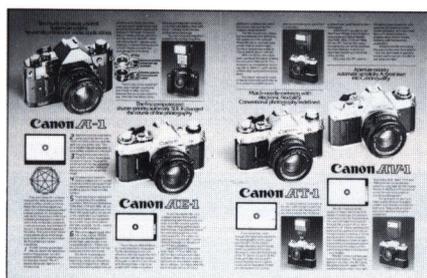
"A Symbol Is A Promise" Institutional Series



Canon A-1 Series

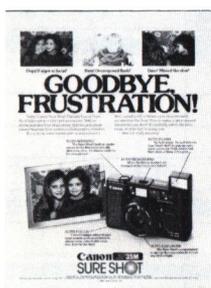


Canon AE-1 Series



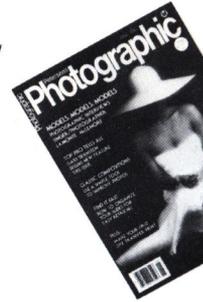
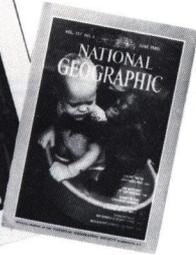
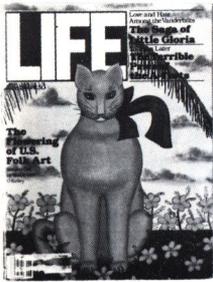
"A New Generation" four-page Hobbyist ad featuring "A" Series cameras

"A New Generation" two-page Hobbyist ad featuring "A" Series cameras



Canon Sure Shot Consumer Ad

PRINT



First Half 1981 Canon Print Media Schedule

MAGAZINES	MONTH	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE			
		WEEK	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4			
FULL-LINE SLR																									
LIFE		●				●				●				●				●				●			
A-1																									
FORTUNE										●					●							●			
FORBES														●							●				
NATIONAL GEOGRAPHIC						●												●							
SCIENTIFIC AMERICAN		●																●							
SMITHSONIAN						●												●							
NATURAL HISTORY						●															●				
OMNI						●															●				
PLAYBOY										●				●											
AE-1																									
TIME (Z)										●				●				●							
NEWSWEEK									●					●				●							
MS.									●													●			
SPORTS ILLUSTRATED					●		●														●				
TENNIS		●											●								●				
GOLF DIGEST		●								●											●				
U.S. NEWS & WORLD REPORT										●								●							
NATIONAL LAMPOON						●				●															
SURE SHOT AF 35M																									
TIME (Z)										●											●				
NEWSWEEK				●														●							
PEOPLE				●										●								●			
TRAVEL & LEISURE										●											●				
LADIES' HOME JOURNAL										●								●							
HOBBYISTS																									
POPULAR PHOTOGRAPHY		●				●				●				●				●			●				
MODERN PHOTOGRAPHY		●				●				●				●				●			●				
PETERSEN'S PHOTO		●				●				●				●				●			●				
CAMERA 35		●				●				●				●				●			●				
AMERICAN PHOTOGRAPHER		●				●				●				●				●			●				
LENS		●				●				●				●				●			●				
PLUS ADDITIONAL MAGAZINES					●				●				●					●				●			

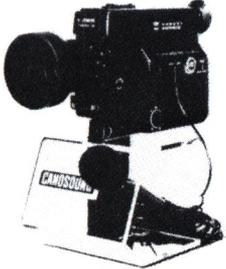
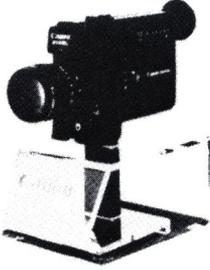
This schedule subject to change

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!

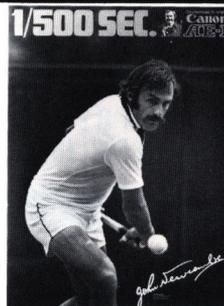
Ask your salesman.

<p>Canon SLR Camera Display Stand</p> 	<p>POP-13 Canon A-1 Display Stand</p> 	<p>POP-26 Canon AE-1 Display Stand</p> 
<p>POP-22 Canon AT-1 Display Stand</p> 	<p>POP-27 Canon AV-1 Display Stand</p> 	<p>POP-28 Revolving Literature Rack</p> 
<p>POP-14 Display Stand for Three FD Lenses</p> 	<p>POP-15 Display Stand for Fd Lens (Unit)</p> 	<p>POP-25 Canon Auto Flash Individual Display Stand</p> 
<p>POP-23 Canon 514XL-S/312XL-S Display Stand</p> 	<p>POP-24 Canon 514XL/310XL Display Stand</p> 	<p>POP-29 Window Display Stand</p> 
<p>Canon Sure Shot counter moving stand</p> 	<p>Canon A-1 Product Counter Stand</p> 	<p>Canon A-1 Product Poster</p> 

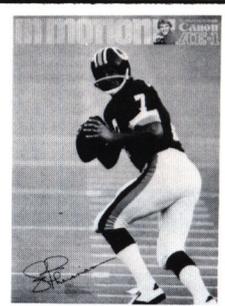
Poster
(Ben
Crenshaw)



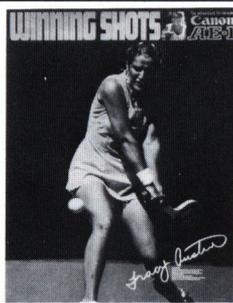
Poster
(John
Newcombe)



Poster
(Joe
Theismann)



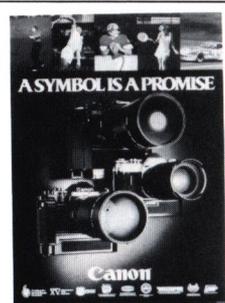
Poster
(Tracy
Austin)



Poster
(Newcombe,
Crenshaw,
Sharp)



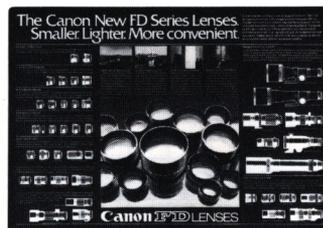
Poster
(A Symbol Is
A Promise)



Poster
(Bob
Sharp)



New Canon FD Lens
Counter Mat



Canon Logo
Sticker

A-1



AE-1



Canon Logo
Sticker

AT-1



AV-1



Canon Logo
Sticker

AF35M



CANON LENS "CASE-FINDER" CHART

Use this chart to match new series Canon lens cases with older Canon FD lenses.

	Snap Case LS							New Lens Hard Case LH										Former Lens Hard Case											
	A 9	A 18	A 24	B 11	B 13	B 21	B 24	A 17	B 8	B 9	B 12	B 15	B 24	C 10	C 13	C 19	C 24	D 24	C	D	E	F	G	I	J	K	L		
7.5 5.6				▲										▲						▲									
15 2.8				●										●											●				
17 4				▲										▲											▲				
20 2.8				▲										▲											▲				
24 1.4 L				▲											▲										▲				
24 2.8				▲						▲										●									
28 2				▲										▲						●									
28 2.8	▲									▲										●									
35 2														▲						●									
35 3.5	▲									▲										●									
50 1.4	●									●										●									
50 1.8	●								●											●									
50 3.5 Macro				▲										▲						▲									
55 1.2				▲										●											●				
55 1.2 L				▲										●											●				
85 1.2 L															●										●				
85 1.8				●										●							●								
100 2.8				●										●							●								
100 4 Macro	▲											▲										▲							
135 2.5					●										●						●								
135 3.5					●					●											●								
200 2.8																	●												
200 4		●						●																					
300 4																		●								●			
300 5.6			●										●															●	
300 4 L																		●											
24-35 3.5 L															●														
28-50 3.5															●						●								
35-70 2.8-3.5	▲											●										●							
80-200 4						●								●										●					
100-200 5.6						●								●														●	

- Holds lens with hood and filter if set at infinity.
- ▲ Holds lens only (w/o hood.)

Headquarters

Canon U.S.A., Inc.
Photographic Products Division
One Canon Plaza, 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
Premium and Incentive Sales Manager
National Account Sales Manager
Catalogue 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
One Canon Plaza, Lake Success,
New York 11042, Tel. (516) 488-6700

Canon U.S.A., Inc., Atlanta Branch
6380 Peachtree Industrial Blvd.
Norcross, Georgia 30071,
Tel. (404) 448-1430

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
Costa Mesa, California 92626,
Tel. (714) 979-6000

Canon U.S.A., Inc., Hawaii Office
Bldg. B-2, 1050 Ala Moana Blvd.
Honolulu, Hawaii 96814,
Tel. (808) 521-0361