

Announcing the NEW

Canon

Model III

with

ultra hard-coated

50 mm f : 1.9

SERENAR Lens

35 mm CAMERA

the world's most remarkable precision



FULLY GUARANTEED

Canon Camera Company, Inc.

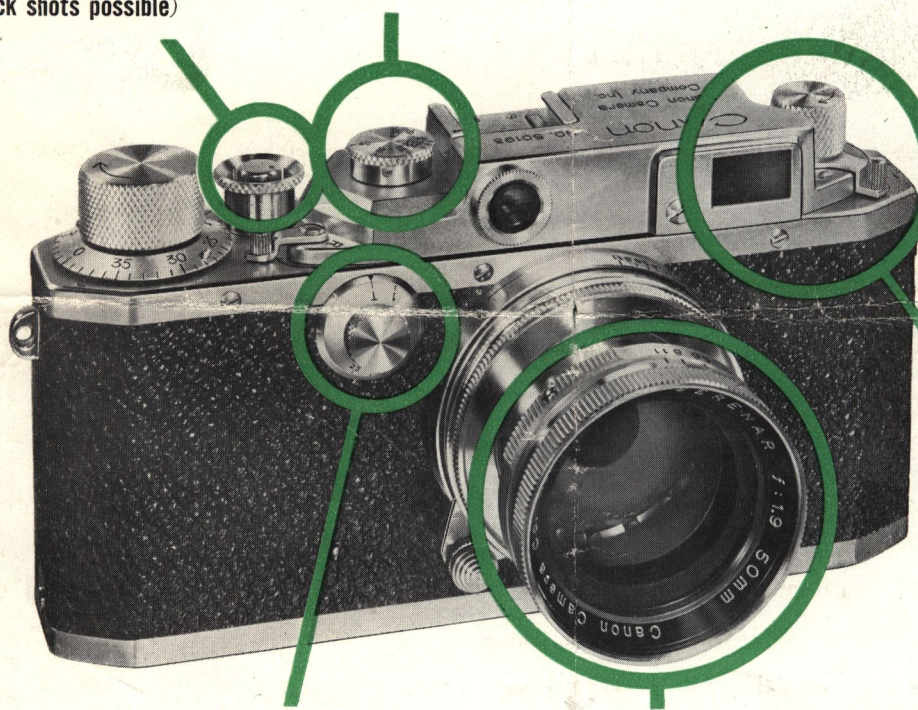
Manufacturer & Exporter of Canon Cameras & Serenar Lenses



Canon Camera means Good Pictures in untrained hand
and Top Quality in skilled hand

Double exposures prevented
(Trick shots possible)

1/25 to 1/1000 second and B (Bulb)

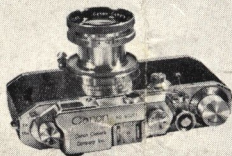
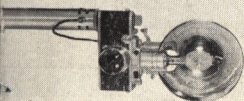


Three-position Magnifying
Range-View Finder

for critical focusing
and for telephoto
lenses

1/25 to 1 second and T (Time)

High resolving and covering power





Designers and engineers of Canon Camera Company Inc. have given this new model countless improvements in many respects over previous models. It is assembled by our skillful craftsmen, and is rigidly tested by our technicians by putting it through numerous testing instruments in order to withstand any circumstances imaginable. Although the appearance may look similar to the previous model—Model II-B—its smooth operation, accurate performance and durability are far superior to any of our past models and can well compete with the finest precision photographic optical instruments available today.

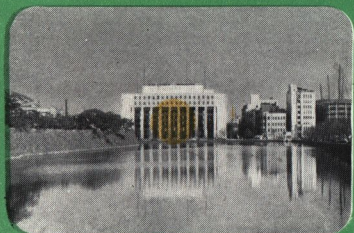
See all these distinctive features !!

- ★ Smooth and accurate Focal-plane Shutter has a speed range from 1 second to 1/1000 second plus B (Bulb) and T (Time).
- ★ Unique Three-position Magnifying Range-View Finder assists in easier and critical focusing.
- ★ Uses 35mm film—36 double frame exposures 24 × 36mm (1 × 1 1/2") in size.
- ★ Split-second shots possible with combined dust-proof Rangefinder and Viewfinder.
- ★ Double exposures prevented.
- ★ Double exposures—trick shots—possible.
- ★ Ultra hard-coated and color corrected SERENAR lens has high resolving and covering power.
- ★ Smart-looking, angled die-cast aluminium body protects precision mechanism.
- ★ All exposed metal parts are satin or hard chromium plated.
- ★ Body has attractive, durable black plastic-leather finish.
- ★ Interchangeable with SERENAR lenses of different focal length.

F

1x

1.5x



50mm



100mm



135mm



LISTINGS

Canon Camera, Model III

- ✓ With Serenar 50mm f:1.9 lens* plus one film magazine and leather case
- With Serenar 50mm f:3.5 lens* plus one film magazine and leather case

Canon SERENAR Lenses*

- 35mm f:3.2 (Wide-angle) with Special Viewfinder and leather case
- 50mm f:3.5 (Standard) with plastic case
- 50mm f:1.9 (Standard) with plastic case
- 85mm f:2.0 (Long-focal) with Special Viewfinder and leather case
- 100mm f:4.0 (Long-focal) with Special Viewfinder and leather case
- 135mm f:4.0 (Telephoto) with Special Viewfinder and leather case

* Distance Scale calibrated in feet or meter—optional

Canon Close-up Lens

- Auto-Up for Serenar 50mm f:1.9, with leather case. Focusing range 22 to 40 inches

Canon Viewfinders

- Universal Viewfinder with leather case
- Special Viewfinder (35mm, 85mm, 100mm or 135mm)
- Sport Frame Finder with leather case

Canon Sunshades, Filter Ring included

- For Serenar 35mm f:3.2, with leather case
- For Serenar 50mm f:3.5, with leather case
- ✓ For Serenar 50mm f:1.9, with leather case
- For Serenar 85mm f:2.0
- For Serenar 100mm f:4.0
- For Serenar 135mm f:4.0

Canon Flash Unit, Model B-II

- For Canon and similar cameras, with leather case

Miscellaneous

- ✓ Canon Camera Holder for Canon and similar cameras, with leather case
- Canon Tripod with leather case
- Canon Film Magazine with plastic case
- Canon Take-up Spool
- Canon Lens Cap, all size
- Canon Self-Timer with leather case
- Canon Cable Release
- Canon Leather Case (Canon Camera; Wide, Long or Telephoto Serenar lens)

Prices subject to change without notice.

Canon Camera Company, Inc.
 3, Ginza 5-chome, Chuo-ku, Tokyo, Japan
 (Z Ave, Ginza, Tokyo)

Leaflets having complete information on close-up, wide angle, telephoto lenses, the flash unit and other accessories will be supplied immediately upon request.

