

James A. Denney

C. I. F. PRICE LIST OF

CANON CAMERAS, LENSES & ACCESSORIES

Manufactured by Canon Camera Co., Inc. Japan

Effective 1st February 1954

Sole Export Agents:

JARDINE, MATHESON & CO., (JAPAN) LTD.

Camera Department

P. O. Box 286 Yokohama, Japan

Cable Address "JARCAM"

Tel. Nos. 2-7083/4, 2205.

How to Order

All prices on the attached schedule include charges for packing, Customs' clearance, mailing and insurance etc. to any APO or FPO address.

Make out your order in duplicate on the enclosed two copies of the Certificate of Final Consumption. Please print your name, serial number and address.

Obtain Money Orders in U. S. Dollars to cover your order and make these payable to:-

BALFOUR, GUTHRIE & CO., LTD.

67 WALL STREET, NEW YORK 5.

N. Y. U. S. A.

Send the Money Orders to BALFOUR, GUTHRIE & CO., LTD. in New York, BUT send BOTH copies of your order to JARDINE, MATHESON & CO., (JAPAN) LTD. Camera Department. P. O. Box 286, Yokohama, Japan.

Balfour, Guthrie will cable us when they have received your remittance and we can then complete our Export License procedure and ship to you within three weeks.

We appreciate that these instructions are complicated but they comply with the various U. S. Army and Japanese Government regulations covering Tax-Free sales to U. S. Armed Forces personel. If you prefer, your order may be placed through BALCOM TRADING CO., INC., 26 Kwang Bok Dong, 2-Ka. Pusan, P. O. Box 37.

**ALL PRICES ARE SUBJECT TO CHANGE
WITHOUT PRIOR NOTICE**

CANON CAMERAS

Model II-S with Canon Lens 50mm f:3.5 and Leather Case and Strap	\$120.00
Model II-S with Canon Lens 50mm f:1.8 and Leather Case and Strap	140.00
Model II-S Body only with Leather Case and Strap	85.00
Shutter Speeds 1-1/500 sec. B, T and X. Built-in Synchronisation for Flash and Speedlight. Take-up Spool included	
Model IV-S(2) with Canon Lens 50mm f:1.8 and Leather Case and Strap	150.00
Model IV-S(2) with Canon Lens 50mm f:1.5 and Leather Case and Strap	180.00
Model IV-S(2) Body only with Leather Case and Strap	95.00
Shutter Speeds 1-1/1000 sec. B, T and X. Built-in Synchronisation for Flash and Speedlight. Take-up Spool included	

CANON LENSES (For Canon and Leica mount cameras)

28mm f:3.5 Extra-Wide Angle Lens (75°) (Series VI)	60.00
35mm f:2.8 Wide Angle Lens (64°) (Series VI)	54.00
50mm f:3.5 Standard Lens (Series VI)	35.00
50mm f:1.8 Standard Lens (Series VI)	55.00
50mm f:1.5 Standard Lens (Series VII)	85.00
85mm f:1.9 Portrait Lens (1.7x) (Series VII)	87.00
85mm f:1.5 Portrait Lens (1.7x) (Special Series)	105.00
100mm f:3.5 Medium Telephoto Lens (2x) (Series VI)	60.00
135mm f:3.5 Long Telephoto Lens (2.7x) (Series VII)	66.00

Wide-Angle and Long Focal Lenses are supplied with Leather Cases and Special Viewfinders. Standard Lenses supplies without.

CANON LENSES (For Contax and Nikon mount cameras)

28mm f:3.5 Extra-Wide Angle Lens (75°) with Viewfinder and Leather Case	77.00
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CANON FLASH EQUIPMENT

Model Y Set for Synchronised Cameras. Consisting of:	\$20.00
a. 5" Reflector	2.00
b. Battery Case with built-in Micro-Sync. Unit	16.00
c. Penlight Battery Cartridge	2.00

Note: 7" Reflector will not fit this unit

Model B-III set for Unsynchronised Cameras. Consisting of:	15.00
a. 5" Reflector	
b. Battery Case with B. C. Unit	
c. Test Bulb	
d. Condenser Unit for B. C. unit	

Extension Cord A. 15 feet	2.00
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Self Extension Adaptor	4.00
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The above two units are for connecting any Synchronised Canon Camera to Speedlight Unit or for extending Flash Unit Model Y

Side-Lighting Unit Model X. Consisting of:	25.00
a. 5" Reflector with Midget Bulb Adaptor	9.00
b. Clamp	7.00
c. Extension Cord A	2.00
d. Main Housing	7.00

Reflector 7" with Midget Bulb Adaptor and Case. For Side-lighting Unit	6.50
Battery Case Extension for Model Y Flash Set	3.00
Capacitor Cell with Condenser Unit for Model Y Flash Set	4.00
Cord Connector	2.00
Extension Cord B, 1 foot	0.60
Flash Bulbs. Packets of 10 Midget Bulbs	2.00
Flash Tester. For checking continuity of any circuit	5.00
Flash Bracket R with Sync. Cord A, B or S. For Using Model Y Flash Set with Synchronised Reflex Cameras	7.50
Flash Bracket S with Sync. Cord A, B or S. For using Model Y Flash Set with Synchronised Cameras other than Reflex type	7.00
When ordering the above brackets please specify for which camera the Flash Bracket is intended	
Shield Set with Holder and Case. For added light control with 5" Reflector	13.00

CANON ACCESSORIES

Plastic Case for Standard Lens. Specify for which lens, when ordering	1.50
Cable Release	0.70
Camera Holder with Spirit Level and Case	6.50
Self-Timer (Walz Brand) with Plastic Case	2.50
Film Magazine with Plastic Case	1.60
Tripod (Arco Brand)	12.50
Universal Viewfinder with Case	30.00
28mm Front Attachment with Case. For using Universal Viewfinder with 28mm lens	2.75
Auto-up with Case for 50mm f:1.8 Lens	11.00
Take-Up spool for Canon or Leica Cameras	0.90
Exposure Meter with Case. A. S. A. Rating (Walz Brand)	15.00
Sports Finder with Case	8.00
Filter Set. Series VI	9.50

For 28mm f:3.5; 35mm f:2.8; 50mm f:1.8; 50mm f:3.5 and 100mm f:3.5 Lenses

Filter Set. Series VII	12.00
For 50mm f:1.5; 85mm f:1.9 and 135mm f:3.5 Lenses	
Filter Set for 85mm f:1.5 Lens	28.00

Filters for Black and White Photography. Set consists of five filters with Plastic Case. Canon Filters, except for 85mm f:1.5 lens, must be used with Lens Hood and Adaptor Ring or Adaptor Ring and Adaptor Ring Insert

Lens Hood with Case. For Wide Angle and Standard Lenses. Adaptor Ring Included	4.50
Lens Hood for Long Focal Length Lenses except 85mm f:1.5. Adaptor Ring Included	4.50
Lens Hood for 85mm f:1.5 Lens	7.50

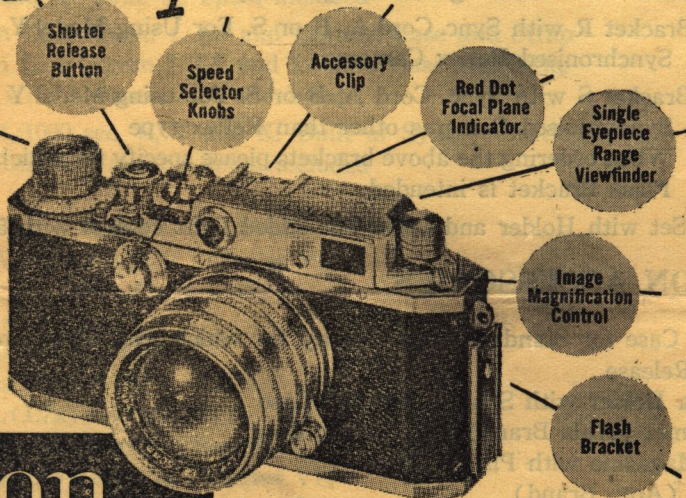
Provision is made in Long Focal Length Lens Cases to accomodate Lens Hood. When ordering Lens Hoods specify for which lens the hood is required. Most Canon Lenses require different Adaptor Rings

Adaptor Rings Series VI and VII	1.50
Adaptor Ring Inserts Series VI and VII	1.50
Lens Caps	1.50
Filter Retaining Rings Series VI and VII	1.50
Lens Base Cap	1.50
Step-up Ring Series VI to VII	1.50

When ordering, specify with which lens accessory rings are required

Quality ALWAYS SELLS!

That's Why
the CANON Camera,
Lenses, and Accessories
Are Rapidly Becoming
the Most Popular
in the 35mm Field



Canon

35mm CAMERA

IV-S2

FULLY SYNCHRONIZED FOR
SPEEDLIGHT UNITS AND FLASH BULBS

	LIST PRICE
With CANON 50mm Coated f1.8 lens.....	\$295.00
With CANON 50mm Coated f3.5 lens.....	250.50
Less lens.....	179.85
5-YEAR GUARANTEE	

CANON LENSES

have been calculated to meet the most exacting requirements demanded by 35mm photographers. And these standards, unsurpassed anywhere, are consistently maintained in production by the most rigid quality controls known.

- Every lens (except 50mm) is supplied with its own matched, parallax compensating optical finder, and leather case for lens and finder.
- Every lens fits CANON IV-S2 and Leica Cameras, and couples to their rangefinders.
- All lenses are hard coated, calibrated in feet, with clearly engraved depth-of-field scales.

	LIST PRICE
50mm f1.5	\$214.65
50mm f1.8	148.50
50mm f3.5 (Collapsible).....	92.00
28mm f3.5—with finder and case....	177.85
35mm f2.8—with finder and case....	145.25
35mm f3.2—with finder and case....	125.65
85mm f1.9—with finder and case....	195.15
85mm f1.5—with finder and case....	328.30
100mm f4.—with finder and case....	108.00
135mm f4.—with finder and case....	122.25
135mm f3.5—with finder and case..	150.40

CANON FLASH UNITS

	LIST PRICE
Model X—DeLuxé, with Case.....	\$87.50
Model XA	45.80
Model XM	34.00

(Individual Part Prices — on Request)

CANON ACCESSORIES

Leather Eveready Case	\$10.25
Universal Viewfinder	48.80
Auto-Up—Close Focusing Device	18.95
Cradle Tripod Mount	12.70
Film Magazine	3.15
Take-Up Spool	2.15
Lens Opening Cover	1.10

All prices subject to change without notice

Imported by:

BALFOUR, GUTHRIE & CO., LIMITED

67 Wall Street, New York 5, N. Y.
351 California Street, San Francisco 4, California

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