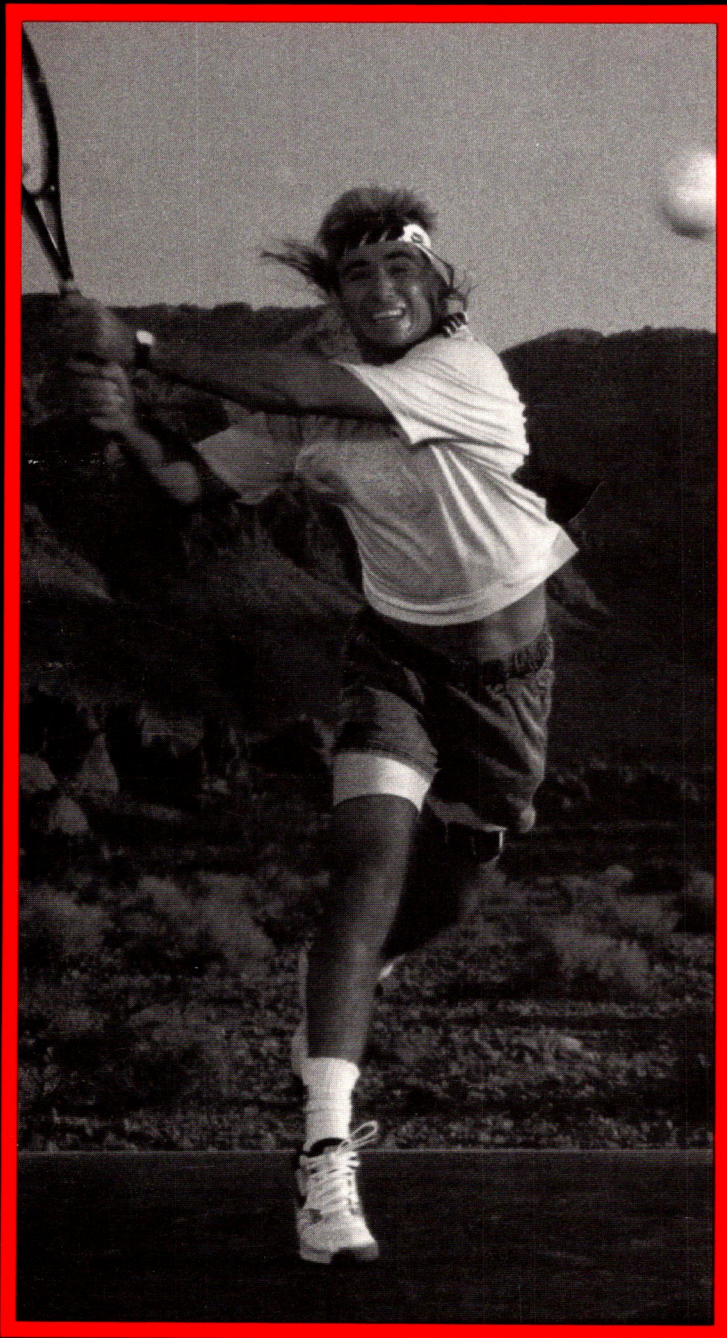


Canon



**1990
HOLIDAY
SEASON
PROFIT MAKER
PROGRAM**

Effective
August 26, 1990 through December 31, 1990

NEW from Canon!

Canon EOS REBEL



- Full-Featured AF SLR at an Affordable Price
- Exceptionally Compact, Lightweight, & Easy to Use
- High-Speed One Shot & Predictive AI Servo AF
- Fully Automatic, Standard AE, & Metered Manual Modes
- Compatible with All EF Lenses & EOS Speedlites

Canon EOS Rebel

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
New C12-8191-211	EOS Rebel body only	300 ⁰⁰	195 ⁰⁰	179 ⁹⁵

Note: You can assort EOS Rebel with all other Canon SLR cameras to obtain maximum quantity discount.

New EF Lenses and Dedicated Speedlite

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
New C21-9571	EF 35-80mm f/4.0-5.6 Zoom Lens	180 ⁰⁰	117 ⁰⁰	109 ⁰⁰
New C21-9581	EF 80-200mm f/4.5-5.6 Zoom Lens	300 ⁰⁰	192 ⁰⁰	179 ⁰⁰
New C50-0691	Speedlite 200E in Soft Case	90 ⁰⁰	54 ⁰⁰	49 ⁹⁵

Note: You can assort EF Lenses with Canon FD Lenses to obtain maximum quantity discount.

Accessories for EOS Rebel

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
New C51-9991	Grip Extension GR-70 w/wrist strap	28 ⁰⁰	17 ⁰⁰
New C46-1641	Semi-Hard Case EH5 for EOS Rebel w/EF 35-80mm f/4.0-5.6 EF 80-200mm f/4.5-5.6, EF 50mm f/1.8	39 ⁰⁰	22 ⁰⁰

EOS Extended Protection Plan

Provides 4 years of added protection (body only) in addition to standard 1-year limited warranty. A total of 5 years' protection for all EOS cameras excluding EOS-1.

New W-EOSP	EOS 4-Year Extended Protection Plan Package (EOS-1 not included)	49 ⁹⁵	14 ⁹⁵
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Note: No 3% Co-Op Advertising Allowance will be provided on Protection Plans.

1. CANON EOS REBEL INTRODUCTORY KIT

Includes:

- EOS Rebel Body
- New EF 35-80mm f/4.0-5.6 Zoom Lens
- Speedlite 200E • Lithium Battery 2CR5
- Special Wide Strap

Code No. C12-8191-2K1

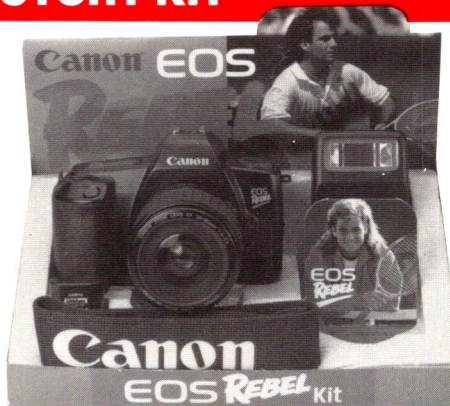
Suggested List Price: **\$555⁰⁰**

Regular Promotion Net Price: **\$354⁰⁰**

Special Promotion Price: \$319⁰⁰

YOU SAVE: \$35⁰⁰

Note: You can assort EOS Rebel Introductory Kit with all Canon SLR camera bodies to obtain maximum quantity discount.



2. INTRODUCTORY SPECIAL \$10.00 CO-OP ALLOWANCE—Until 10/31/90

For each EOS Rebel Camera shipped before October 31, 1990, you will earn \$10.00 Co-Op Allowance in addition to the regular 3% Co-Op Allowance.

3. \$30.00 SAVINGS ON TWO NEW EF ZOOM LENSES—Until 10/31/90

When you purchase both the new EF 35-80mm f/4.0-5.6 Zoom Lens and EF 80-200mm f/4.5-5.6 Zoom Lens together with the EOS Rebel body, you save \$30 on the lenses.

	CODE NO.	DESCRIPTION	REGULAR PROMOTION NET PRICE	SPECIAL PROMOTION NET PRICE	YOU SAVE
New	C21-9571	EF 35-80mm f/4.0-5.6 Zoom Lens	109 ⁰⁰	99 ⁰⁰	10 ⁰⁰
New	C21-9581	EF 80-200mm f/4.5-5.6 Zoom Lens	179 ⁰⁰	159 ⁰⁰	20 ⁰⁰

Note: Save \$20.00 when you purchase the EF 80-200mm f/4.5-5.6 Zoom Lens along with the EOS Rebel Introductory Kit.

4. \$20.00 SAVINGS ON EF 50mm f/1.8 LENS

When you purchase the EF 50mm f/1.8 lens on a 1:1 basis with the EOS Rebel body, you save \$20.00 on the lens.

	CODE NO.	DESCRIPTION	REGULAR PROMOTION NET PRICE	SPECIAL PROMOTION NET PRICE	YOU SAVE
	C21-6211	EF 50mm f/1.8 Lens	69 ⁰⁰	49 ⁰⁰	20 ⁰⁰

Note: This savings does not apply when purchasing the EOS Rebel Introductory Kit.

5. CANON EOS REBEL PROFIT PACKAGE—Special savings until 10/31/90

Includes:

- Fanny Pack • Filter 52mm UV
- Extended Protection Plan
- Lens Cleaning Kit • Sunglasses (Free)

Code No. 0-5100

Regular Dealer Net Price: **\$34⁹⁵**

Special Promotion Price: \$14⁹⁵

YOU SAVE: \$20⁰⁰



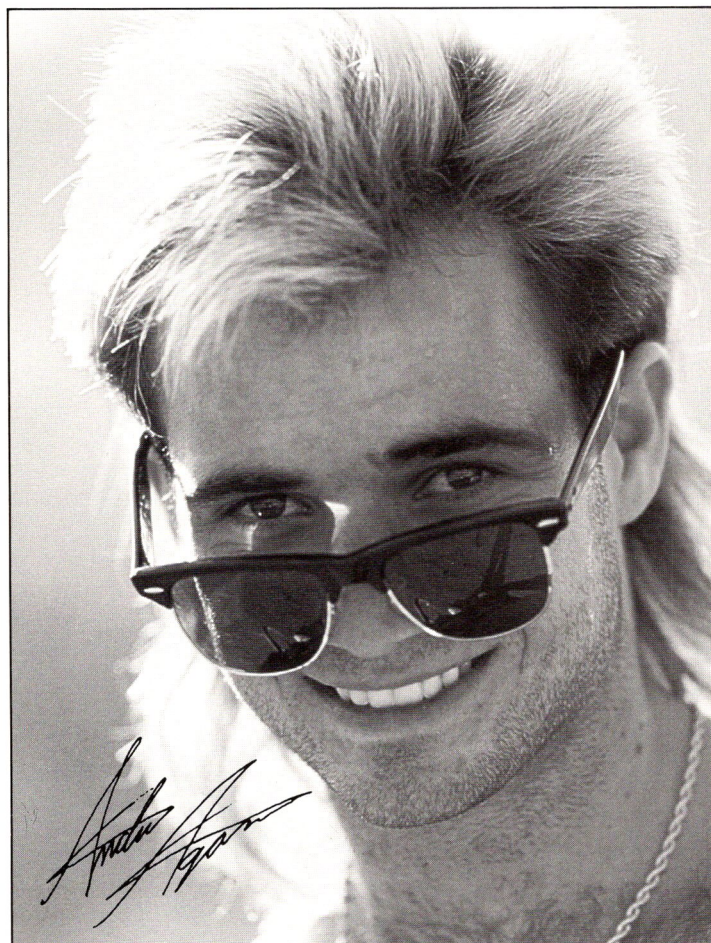
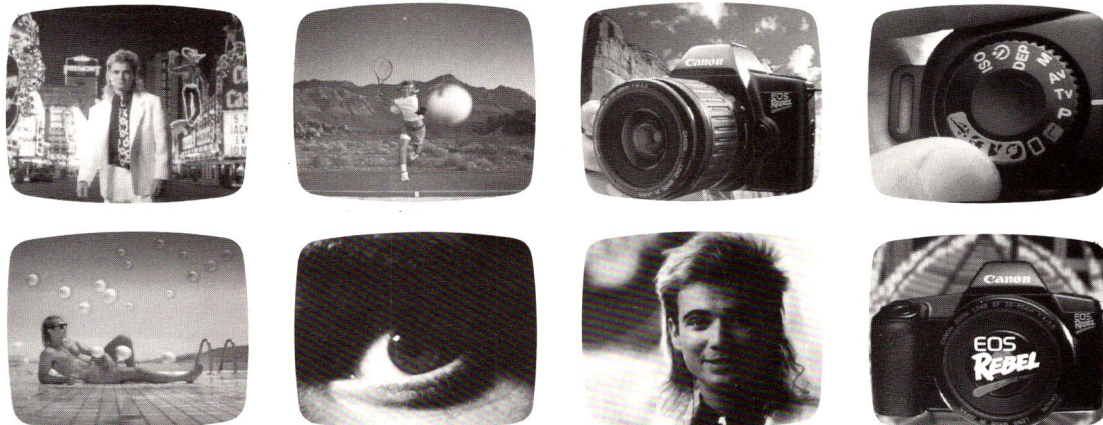
Until October 31, 1990, you can save \$20.00 on each EOS Rebel Profit Package shipped on a 1:1 basis with a Canon EOS Rebel body. Back-orders will not be accepted. Packages can also be purchased separately at regular dealer net price.

Canon EOS Rebel Advertising

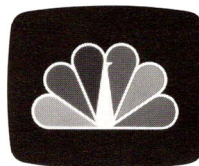
Television Advertising

Canon is launching the new EOS Rebel with a big national advertising campaign. Television commercials, magazine ads and point-of-sale materials feature American tennis star Andre Agassi as the "Image of a Rebel." The television effort starts with the U.S. Open Tennis Championships, continues with NFL Football and peaks at the pre-holiday selling season with network prime time and sports programs.

30-second EOS Rebel commercial



Andre Agassi, featured in EOS Rebel advertising



NBC



ABC



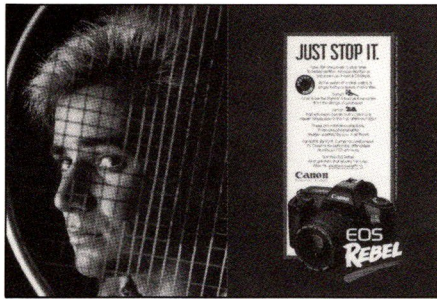
CBS



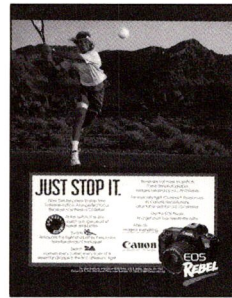
FOX

EOS REBEL 1990 MEDIA SCHEDULE					
NATIONAL TELEVISION					
AUG	SEP	OCT	NOV	DEC	
				PRIME	
				PRIME SPORTS	
LOCAL TELEVISION					
AUG	SEP	OCT	NOV	DEC	
	SUMMER SPORTS				
			WINTER SPORTS		
PRINT					
AUG	SEP	OCT	NOV	DEC	
				CONSUMER	
				HOBBY	

Canon will also be supporting EOS Rebel with full-page, full-color advertisements like these:

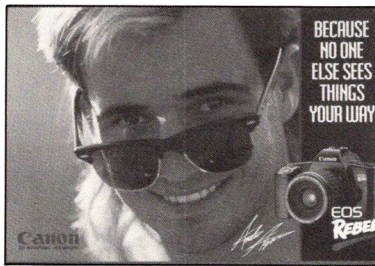


Consumer Spread Ad

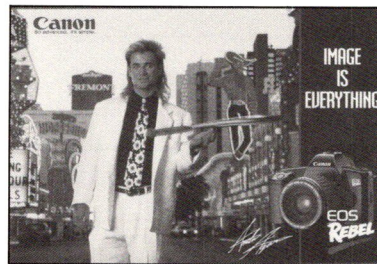


Consumer Single-page Ad

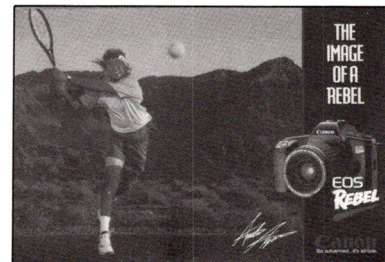
Point-of-Sale Materials



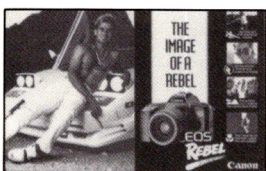
Poster



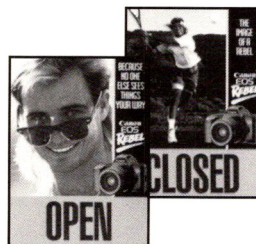
Poster



Poster



Counter Mat



Open/Closed Sign



Stickers



Banner

Marketing Support

Instruction Videotape

When your customer registers their EOS Rebel with us, they will receive a free, informative videotape. This tape is designed to help build your profits as your customer learns more about EF Lenses, Speedlite Flashes, and other accessories.



EOS Rebel Club

We plan to organize a club for EOS Rebel owners in order to stimulate their interest in photography and maintain close communication. We'll provide a newsletter filled with useful information about photography and also provide other benefits.

Innovative Styling from Canon

Canon PHOTURA



- Revolutionary New Shape for One-Handed Operation
- Fast, 35-105mm f/2.8-6.6 Power Zoom Lens
- Smart Triple-Beam Active AF
- Powerful Zoom Flash with Red-Eye Reduction
- Takes Great Close-Ups with Snap-on Attachment

Canon Photura

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	QUANTITY 6+ UNIT PRICE
New C13-2702	Canon Photura with Hand Strap C1 and Neck Strap 21	490 ⁰⁰	285 ⁰⁰	269 ⁹⁵

Note: Now you can assort Photura with any other lens shutter camera to obtain maximum quantity discount.

Accessories for Canon Photura

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
New C54-3821	Close-up Lens C1 for Canon Photura	25 ⁰⁰	15 ⁰⁰
New C46-1611	Soft Case CZ-4 for Canon Photura	20 ⁰⁰	12 ⁰⁰
C56-1431	Neck Strap 21 for Canon Photura / Zoom XL	6 ⁴⁰	3 ⁸⁰

Canon Photura Four-Year Extended Protection Plan

Provides 4 years of added protection (body only) in addition to standard 1-year limited warranty. A total of 5 years' protection.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
New W-2702	Photura 4-Year Extended Protection Plan	49 ⁹⁵	14 ⁹⁵

Note: No 3% Co-Op Advertising Allowance will be provided on Protection Plans.

PHOTURA PROFIT PACKAGE—Special savings until 10/31/90

Until October 31, 1990, you can save \$20.00 on each Photura Profit Package shipped on a 1:1 basis with a Canon Photura body. Back-orders will not be accepted. Packages can also be purchased separately at regular dealer net price.

Includes:

- Fanny Pack P-1
- Tripod P-1
- Lithium Battery 2CR5
- Extended Protection Plan



Code No. 0-5000

Regular Dealer Net Price: **\$39⁸⁵**

Special Promotion Price: \$19⁸⁵

YOU SAVE: \$20⁰⁰

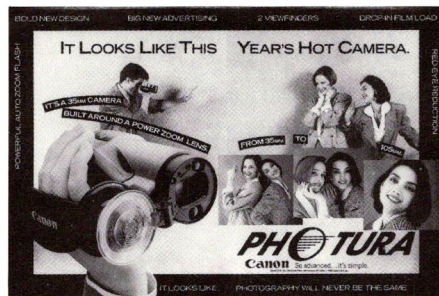
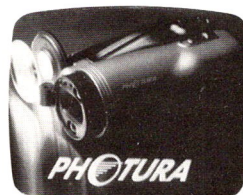
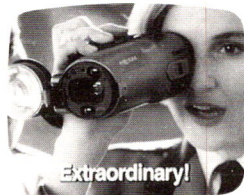
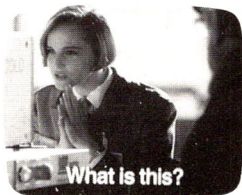
INTRODUCTORY SPECIAL \$10.00 CO-OP ALLOWANCE—Until 10/31/90

For each Photura Camera shipped before October 31, 1990, you will earn \$10.00 Co-Op Allowance in addition to the regular 3% Co-Op Allowance.

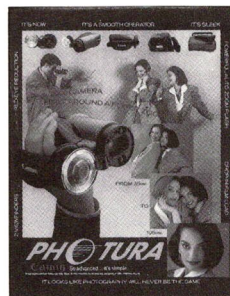
Photura Advertising

Canon Photura is supported through heavy-hitting TV and print advertising and exciting point-of-sale materials.

30-second Photura commercial

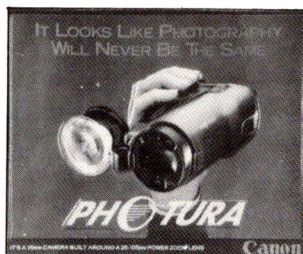


Consumer Spread Ad



Consumer Single-page Ad

PHOTURA 1990 MEDIA SCHEDULE					
NATIONAL TELEVISION					
AUG	SEP	OCT	NOV	DEC	
				PRIME	
				PRIME SPORTS	
LOCAL TELEVISION					
AUG	SEP	OCT	NOV	DEC	
SUMMER SPORTS				WINTER SPORTS	
PRINT					
AUG	SEP	OCT	NOV	DEC	
CONSUMER					



Vacuum-form Poster



Hand Display (POP-12)



Inflatable



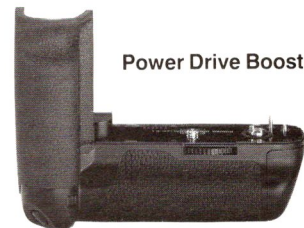
Banner

Canon EOS Cameras

NOTE: Now you can assort *all* Canon SLR camera bodies to obtain maximum quantity discount.



- Top-Line Professional AF SLR
- Rugged & Reliable
- World's Fastest Predictive AF
- Precision Fine-Tuning Exposure Control
- Auto-Bracketing & Custom Function Control Built In



Power Drive Booster E1

Canon EOS-1

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
C12-8002-221	Canon EOS-1 body only w/Lithium Battery	1,800 ⁰⁰	1,170 ⁰⁰	1,100 ⁰⁰

Power Drive Booster E1

C50-6011	Power Drive Booster E1	530 ⁰⁰	370 ⁰⁰	
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SPECIAL OFFER ON POWER DRIVE BOOSTER E1

You can save \$50 on each Power Drive Booster E1 when you purchase with an EOS-1 camera body on a 1:1 basis.

Regular Dealer Net Price: \$370⁰⁰

Special Promotion Price: \$320⁰⁰

YOU SAVE: \$50⁰⁰



- Shows Image Even During Exposure
- Catches the Moment with Real-Time Release
- Quiet, Smooth, Vibration-Free Operation
- High-Speed One Shot & Predictive AI Servo AF
- Auto-Bracketing & Custom Function Control Built In

Canon EOS RT

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
C12-8092-221	Canon EOS RT body only w/Lithium Battery	1,000 ⁰⁰	650 ⁰⁰	599 ⁹⁵



- Advanced Flexible AF with 3 Focus Points
- Fully Automatic, Standard AE, & Metered Manual Modes
- Innovative Bar Code System
- Expanded Custom Function Control
- Wireless Remote Control & Built-In Interval Timer

Canon EOS 10s

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
C12-8135-211	Canon EOS 10s body only	730 ⁰⁰	475 ⁰⁰	435 ⁹⁵

Canon EOS Cameras

NOTE: Now you can assort *all* Canon SLR camera bodies to obtain maximum quantity discount.



- High-Speed One Shot & Predictive AI Servo AF
- Fully Automatic, Standard AE, & Metered Manual Modes
- Fast 5 frame per second Motor Drive
- Auto-Bracketing & Custom Function Control Built In

Canon EOS 630

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
C12-8082-221	Canon EOS 630 body only w/Lithium Battery	660 ⁰⁰	412 ⁰⁰	375 ⁹⁵



- Full-Featured AF SLR at an Affordable Price
- Exceptionally Compact, Lightweight, & Easy to Use
- High-Speed One Shot & Predictive AI Servo AF
- Fully Automatic, Standard AE, & Metered Manual Modes
- Compatible with All EF Lenses & EOS Speedlites

Canon EOS Rebel

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
New C12-8191-211	Canon EOS Rebel body only	300 ⁰⁰	195 ⁰⁰	179 ⁹⁵

Note: See pages 2 through 5 for details.

EOS Extended Protection Plan

Provides 4 years of added protection (body only) in addition to standard 1-year limited warranty. A total of 5 years' protection.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
W-E001	4-year Extended Protection Plan Package for EOS-1	89 ⁹⁵	29 ⁹⁵
New W-EOSP*	EOS 4-year Extended Protection Plan Package for all other EOS cameras	49 ⁹⁵	14 ⁹⁵

Note: No 3% Co-Op Advertising Allowance will be provided on Protection Plans.

*Does not include EOS-1 body.

Canon EF Lenses

NOTE: You can assort EF lenses with Canon FD lenses to obtain maximum quantity discount.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
Wide Angle Lenses				
C21-5291	EF 15mm f/2.8 Fisheye Lens	1,005 ⁰⁰	653 ⁰⁰	620 ⁰⁰
C21-5301	EF 24mm f/2.8 Lens	430 ⁰⁰	279 ⁰⁰	265 ⁰⁰
C21-5281	EF 28mm f/2.8 Lens	224 ⁰⁰	146 ⁰⁰	138 ⁰⁰
Normal Lenses				
C21-6222	EF 50mm f/1.0L Lens (USM) w/Lens Case LH-D12, Hood ES-79 (Filter Size: 72mm)	3,400 ⁰⁰	2,210 ⁰⁰	2,100 ⁰⁰
C21-6211	EF 50mm f/1.8 Lens	139 ⁰⁰	75 ⁰⁰	69 ⁰⁰
Telephoto Lenses				
C21-7272	EF 85mm f/1.2L Lens (USM) w/Lens Case LH-D12, Hood ES-79 (Filter Size: 72mm)	2,300 ⁰⁰	1,500 ⁰⁰	1,400 ⁰⁰
C21-7261	EF 135mm f/2.8 Lens w/Soft Focus	373 ⁰⁰	243 ⁰⁰	230 ⁰⁰
C21-8272	EF 200mm f/1.8L Lens (USM) Set w/Lens Case, Hood ET-123	5,650 ⁰⁰	3,674 ⁰⁰	3,490 ⁰⁰
C21-8252	EF 300mm f/2.8L Lens (USM) Set w/Lens Case, Hood ET-118	5,179 ⁰⁰	3,367 ⁰⁰	3,198 ⁰⁰
C21-8292	EF 600mm f/4.0L Lens (USM) Set w/Lens Case, Hood ET-161	10,530 ⁰⁰	6,843 ⁰⁰	6,500 ⁰⁰
Zoom Lenses				
C21-9512	EF 20-35mm f/2.8L Zoom Lens w/Lens Case LH-D13, Hood EW-75 (Filter Size: 72mm)	1,800 ⁰⁰	1,170 ⁰⁰	1,100 ⁰⁰
C21-9422	EF 28-70mm f/3.5-4.5 Zoom Lens	357 ⁰⁰	232 ⁰⁰	220 ⁰⁰
C21-9482	EF 28-80mm f/2.8-4.0L Zoom Lens (USM) w/Lens Case LH-D16, Hood EW-79	1,950 ⁰⁰	1,265 ⁰⁰	1,200 ⁰⁰
C21-9411	EF 35-70mm f/3.5-4.5 Zoom Lens	253 ⁰⁰	159 ⁰⁰	150 ⁰⁰
New C21-9571	EF 35-80mm f/4.0-5.6 Zoom Lens	180 ⁰⁰	117 ⁰⁰	109 ⁰⁰
C21-9401	EF 35-105mm f/3.5-4.5 Zoom Lens	356 ⁰⁰	228 ⁰⁰	214 ⁰⁰
C21-9531	EF 35-135mm f/4.0-5.6 Zoom Lens (USM)	460 ⁰⁰	300 ⁰⁰	279 ⁰⁰
C21-9452	EF 50-200mm f/3.5-4.5L Zoom Lens w/Lens Case ES-C17, Hood ET-62	1,192 ⁰⁰	715 ⁰⁰	679 ⁰⁰
C21-9451	EF 50-200mm f/3.5-4.5 Zoom Lens	536 ⁰⁰	348 ⁰⁰	330 ⁰⁰
New C21-9561	EF 70-210mm f/3.5-4.5 Zoom Lens (USM)	460 ⁰⁰	300 ⁰⁰	279 ⁰⁰
C21-9502	EF 80-200mm f/2.8L Zoom Lens w/Lens Case LH-D23, Hood ES-79 (Filter Size: 72mm)	1,560 ⁰⁰	1,010 ⁰⁰	959 ⁰⁰
New C21-9581	EF 80-200mm f/4.5-5.6 Zoom Lens	300 ⁰⁰	192 ⁰⁰	179 ⁰⁰
C21-9432	EF 100-300mm f/5.6L Zoom Lens w/Lens Case ES-C20, Hood ET-62	799 ⁰⁰	519 ⁰⁰	493 ⁰⁰
New C21-9551	EF 100-300mm f/4.5-5.6 Zoom Lens (USM)	460 ⁰⁰	300 ⁰⁰	279 ⁰⁰
Macro Lenses				
C26-1191	EF 50mm f/2.5 Compact Macro Lens	425 ⁰⁰	276 ⁰⁰	262 ⁰⁰
C26-1221	EF 100mm f/2.8 Macro Lens	730 ⁰⁰	475 ⁰⁰	450 ⁰⁰
C54-3791	Life Size Converter EF for EF 50mm f/2.5 Compact Macro Lens	289 ⁰⁰	188 ⁰⁰	178 ⁰⁰

Note: EF lenses marked **(USM)** use Canon's exclusive Ultrasonic motors for focusing.

For details on Mix and Match Promotion, please see page 20.

Canon EF Lenses

NOTE: You can assort EF lenses with Canon FD lenses to obtain maximum quantity discount.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
Extenders				
C54-3801	Extender EF 1.4x for EF 200mm f/1.8L, EF 300mm f/2.8L, EF 600mm f/4.0L	471 ⁰⁰	306 ⁰⁰	290 ⁰⁰
C54-3781	Extender EF 2x for EF 200mm f/1.8L, EF 300mm f/2.8L, EF 600mm f/4.0L (EF 600mm f/4.0L: Manual focus only)	366 ⁰⁰	238 ⁰⁰	226 ⁰⁰

Canon EOS Main Accessories

EOS Dedicated Speedlites

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 3+ UNIT PRICE
C50-0612	Speedlite 430EZ in Soft Case	399 ⁰⁰	239 ⁰⁰	219 ⁹⁵
C50-0561	Speedlite 300EZ in Soft Case	205 ⁰⁰	124 ⁰⁰	113 ⁹⁵
<i>new</i> C50-0691	Speedlite 200E in Soft Case	90 ⁰⁰	54 ⁰⁰	49 ⁹⁵

Note: EOS Speedlite cannot be assorted with other merchandise to obtain quantity discounts.

Technical Back E/Quartz Date Back E/Command Back E1 and Interface Unit TB

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
C50-7041	Command Back E1 for EOS-1	265 ⁰⁰	160 ⁰⁰
C51-9851	Quartz Date Back E (For EOS RT, 620, 630, 650 only)	109 ⁰⁰	61 ⁰⁰
C51-9861	Technical Back E w/Keyboard Unit E	862 ⁴⁰	517 ⁴⁰
C51-9901	Interface Unit TB	198 ⁰⁰	118 ⁸⁰

Accessories for EOS 10s

C58-5591	Remote Controller, RC-1	19 ⁰⁰	11 ⁵⁰
C58-5581	Bar Code Reader E w/booklet	60 ⁰⁰	36 ⁰⁰
C51-9971	Grip Extension GR-60	38 ⁰⁰	23 ⁰⁰

Lithium Battery

WK1-0052	Lithium Battery (6V, 2CR5) for EOS Cameras	13 ²⁰	7 ⁹⁰
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Canon EOS Camera Cases

Canon EOS Camera Cases

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
C46-1501	Semi-Hard Case EH2-S for EOS-1 w/EF 24mm f/2.8, EF 28mm f/2.8, EF 50mm f/1.8	73 ⁴⁰	44 ⁰⁰
C46-1502	Semi-Hard Case EH2-L for EOS-1 w/EF 50mm f/2.5 Compact Macro, EF 35-70mm f/3.5-4.5/A	73 ⁴⁰	44 ⁰⁰
C46-1503	Semi-Hard Case EH2-LL for EOS-1 w/EF 35-105mm f/3.5-4.5, EF 35-135mm f/4.0-5.6 (USM)	78 ⁴⁰	47 ⁰⁰
C46-1391	Semi-Hard Case S for EOS RT, 620, 630, 650 w/EF 50mm f/1.8, EF 24mm f/2.8, EF 28mm f/2.8	55 ⁰⁰	31 ⁰⁰
C46-1392	Semi-Hard Case L for EOS RT, 620, 630, 650 w/EF 28-70mm f/3.5-4.5, EF 35-70mm f/3.5-4.5/A	55 ⁰⁰	31 ⁰⁰
C46-1393	Semi-Hard Case LL for EOS RT, 620, 630, 650 w/EF 35-105mm f/3.5-4.5, EF 35-135mm f/4.0-5.6 (USM)	59 ⁰⁰	33 ⁰⁰
C46-1582	Semi-Hard Case EH3-L for EOS 10s w/EF 35-70mm f/3.5-4.5, EF 35-70mm f/3.5-4.5/A, EF 28-70mm f/3.5-4.5	55 ⁰⁰	31 ⁰⁰
C46-1583	Semi-Hard Case EH3-LL for EOS 10s, w/EF 35-135mm f/4.5-5.6 (USM), EF 35-105mm f/3.5-4.5	59 ⁰⁰	33 ⁰⁰
New C46-1641	Semi-Hard Case EH5 for EOS Rebel w/EF 50mm f/1.8, EF 35-80mm f/4.0-5.6, EF 80-200mm f/4.5-5.6	39 ⁰⁰	22 ⁰⁰
C46-1401	Snap Case SA-4 for all EOS bodies except EOS-1 w/EF 35-70mm f/3.5-4.5/A, EF 28-70mm f/3.5-4.5	50 ⁴⁰	28 ³⁰
C46-1402	Snap Case SB-4 for all EOS bodies except EOS-1 w/EF 35-105mm f/3.5-4.5, EF 35-135mm f/4.0-5.6 (USM)	50 ⁴⁰	28 ³⁰

Canon F-1, T90, T60

NOTE: Now you can assort *all* Canon SLR camera bodies to obtain maximum quantity discount.



Canon F-1

- Top-Line Professional Manual Focus SLR
- Accurate, Reliable, & Flexible
- Multiple AE Modes & Match-Needle Manual Control
- Full Range of Specialized Accessories



Canon T90

- A Catalyst for the Creative Mind
- Superb Balance & Handling
- Multiple Metering & AE Systems
- High-Speed Motor Drive & 1/250 X-Sync
- Advanced TTL Flash System

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
Canon F-1				
C12-0751-211	Canon F-1 incl Eye-Level Finder FN, Focusing Screen FN-PE body only	1,280 ⁰⁰	866 ⁰⁰	806 ⁹⁵
C12-0752-211	Canon F-1 incl AE Finder FN, Focusing Screen FN-AE body only	1,362 ⁰⁰	920 ⁰⁰	856 ⁹⁵
Canon T90				
C12-1902-211	Canon T90 body only	970 ⁰⁰	648 ⁰⁰	601 ⁹⁵



New Canon T60

- The Easy Way to Get Into Photography
- Popular Features at a Popular Price
- Canon's Lightest SLR to Date
- Responsive Aperture Priority & Metered Manual Modes
- Compatible with All FD Lenses



New Canon Speedlite 60F

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
Canon T60				
New C12-1882-2A1	Canon T60 w/FD 35-70mm f/3.5-4.5 Lens Set	400 ⁰⁰	260 ⁰⁰	224 ^{95*}
New C12-1882-281	Canon T60 w/FD 50mm f/1.8 Lens Set	325 ⁰⁰	210 ⁰⁰	179 ^{95*}
New C12-1882-211	Canon T60 body only	245 ⁰⁰	160 ⁰⁰	146 ⁹⁵
Accessories for Canon T60				
New C50-0461	Canon Speedlite 60F	33 ⁰⁰	19 ⁹⁵	

*Special savings when these two lenses are purchased with T60 body in these sets. No special savings when T60 and lenses are purchased separately.

Canon FD Lenses

NOTE: You can assort FD lenses with EF lenses to obtain maximum quantity discount.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
Wide Angle Lenses				
C21-5173-201	Fisheye 7.5mm f/5.6 Lens	1,003 ⁰⁰	652 ⁰⁰	619 ⁰⁰
C21-5261	FD 14mm f/2.8 Lens w/Neck Strap 7 in Case	2,532 ⁰⁰	1,646 ⁰⁰	1,563 ⁰⁰
C21-5202-201	FD Fisheye 15mm f/2.8 Lens	936 ⁰⁰	609 ⁰⁰	578 ⁰⁰
C21-5163-201	FD 17mm f/4.0 Lens	692 ⁰⁰	450 ⁰⁰	427 ⁰⁰
C21-5192-201	FD 20mm f/2.8 Lens	605 ⁰⁰	393 ⁰⁰	373 ⁰⁰
C21-5232-201	FD 24mm f/1.4L Lens	1,973 ⁰⁰	1,283 ⁰⁰	1,218 ⁰⁰
C21-5251-201	FD 24mm f/2.0 Lens	745 ⁰⁰	485 ⁰⁰	460 ⁰⁰
C21-5115-201	FD 24mm f/2.8 Lens	396 ⁰⁰	257 ⁰⁰	244 ⁰⁰
C21-5212-201	FD 28mm f/2.0 Lens	632 ⁰⁰	411 ⁰⁰	390 ⁰⁰
C21-5223-201	FD 28mm f/2.8 Lens	191 ⁰⁰	117 ⁰⁰	110 ⁰⁰
C21-5156-201	FD 35mm f/2.0 Lens	478 ⁰⁰	311 ⁰⁰	295 ⁰⁰
C21-5241-201	FD 35mm f/2.8 Lens	219 ⁰⁰	143 ⁰⁰	135 ⁰⁰
2-15183-23	TS 35mm f/2.8 SSC Lens w/Hood & Tripod Adaptor in Case	1,209 ⁰⁰	786 ⁰⁰	746 ⁰⁰
Normal Focal Length Lenses				
C21-6161-201	FD 50mm f/1.2L Lens	1,171 ⁰⁰	762 ⁰⁰	723 ⁰⁰
C21-6171-201	FD 50mm f/1.2 Lens	407 ⁰⁰	264 ⁰⁰	244 ⁰⁰
C21-6069-201	FD 50mm f/1.4 Lens	235 ⁰⁰	153 ⁰⁰	141 ⁰⁰
C21-6107-201	FD 50mm f/1.8 Lens	105 ⁰⁰	68 ⁰⁰	63 ⁰⁰
Telephoto Lenses				
C21-7212-211	FD 85mm f/1.2L Lens w/Hood	1,048 ⁰⁰	682 ⁰⁰	647 ⁰⁰
★ C21-7193-211	FD 85mm f/1.8 Lens w/Hood	423 ⁰⁰	275 ⁰⁰	261 ⁰⁰
C21-7231-211	FD 100mm f/2.0 Lens w/Hood	645 ⁰⁰	419 ⁰⁰	398 ⁰⁰
C21-7143-211	FD 100mm f/2.8 Lens w/Hood	347 ⁰⁰	226 ⁰⁰	214 ⁰⁰
C21-7241-201	FD 135mm f/2.0 Lens	677 ⁰⁰	440 ⁰⁰	418 ⁰⁰
New C21-8312	FD 200mm f/1.8L Lens w/Neck Strap 19 & Extension Hood ET-123 in Case	5,000 ⁰⁰	3,150 ⁰⁰	3,000 ⁰⁰
C21-7205	FD 200mm f/2.8 Lens	750 ⁰⁰	488 ⁰⁰	463 ⁰⁰
C21-8092-221	FD 300mm f/2.8L Lens w/Neck Strap 11, Action Strap 3 & Extension Hood EH-123 in Case	4,601 ⁰⁰	2,991 ⁰⁰	2,841 ⁰⁰
C21-8172-201	FD 300mm f/4.0L Lens	1,884 ⁰⁰	1,225 ⁰⁰	1,163 ⁰⁰
C21-8142-201	FD 300mm f/4.0 Lens	823 ⁰⁰	535 ⁰⁰	508 ⁰⁰
C21-8211-221	FD 400mm f/2.8L Lens w/Neck Strap 9, built-in Hood & Extension Hood EH-162 in Case	7,898 ⁰⁰	5,134 ⁰⁰	4,877 ⁰⁰
C21-8102-211	FD 400mm f/4.5 Lens w/Action Strap 3 in Case	2,268 ⁰⁰	1,474 ⁰⁰	1,400 ⁰⁰
C21-8182	FD 500mm f/4.5L Lens w/Neck Strap 11 & Extension Hood EH-123 in Case	5,108 ⁰⁰	3,320 ⁰⁰	3,154 ⁰⁰
C21-8152-211	Reflex 500mm f/8.0 Lens in Case	919 ⁰⁰	597 ⁰⁰	567 ⁰⁰
C21-8122-221	FD 600mm f/4.5 Lens w/Neck Strap 9 & Extension Hood EH-150 in Case	4,264 ⁰⁰	2,772 ⁰⁰	2,633 ⁰⁰
C21-8192-221	FD 800mm f/5.6L Lens w/Neck Strap 9 & Extension Hood EH-150 in Case	5,851 ⁰⁰	3,804 ⁰⁰	3,613 ⁰⁰

★ Limited inventory, first come, first served.

Canon FD Lenses

NOTE: You can assort FD lenses with EF lenses to obtain maximum quantity discount.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
Zoom Lenses				
C21-9281	FD 20-35mm f/3.5L Zoom Lens w/Hood	1,330 ⁰⁰	865 ⁰⁰	821 ⁰⁰
C21-9271	FD 28-55mm f/3.5-4.5 Zoom Lens w/Macro	279 ⁰⁰	182 ⁰⁰	172 ⁰⁰
C21-9291	FD 28-85mm f/4.0 Zoom Lens w/Macro	619 ⁰⁰	403 ⁰⁰	382 ⁰⁰
C21-9251	FD 35-70mm f/3.5-4.5 Zoom Lens w/Macro	206 ⁰⁰	127 ⁰⁰	119 ⁰⁰
C21-9211	FD 50-300mm f/4.5L Zoom Lens w/Hood S-100 & Action Strap 3 in Case	3,061 ⁰⁰	1,990 ⁰⁰	1,890 ⁰⁰
C21-9261	FD 75-200mm f/4.5 Zoom Lens w/Macro	270 ⁰⁰	178 ⁰⁰	159 ⁰⁰
C21-9172	FD 80-200mm f/4.0L Zoom Lens w/Macro	776 ⁰⁰	505 ⁰⁰	479 ⁰⁰
C21-9162	FD 100-300mm f/5.6L Zoom Lens w/Macro	797 ⁰⁰	518 ⁰⁰	492 ⁰⁰
C21-9163	FD 100-300mm f/5.6 Zoom Lens w/Macro	404 ⁰⁰	263 ⁰⁰	249 ⁰⁰
Macro Lenses				
C26-1132-211	FD 50mm f/3.5 Macro Lens w/Extension Tube FD 25	420 ⁰⁰	273 ⁰⁰	259 ⁰⁰
C26-1142-211	FD 100mm f/4.0 Macro Lens w/Extension Tube FD 50	716 ⁰⁰	466 ⁰⁰	442 ⁰⁰
C26-1171-201	FD 200mm f/4.0 Macro Lens w/Hood	1,149 ⁰⁰	747 ⁰⁰	709 ⁰⁰
Extenders				
C54-3662-211	Extender FD 2x Type A for 300mm or longer lenses*	336 ⁰⁰	218 ⁰⁰	207 ⁰⁰
C54-3663-211	Extender FD 2x Type B for lenses shorter than 300mm	384 ⁰⁰	250 ⁰⁰	237 ⁰⁰
C54-3761-211	Extender FD 1.4x Type A for 300mm or longer lenses	384 ⁰⁰	250 ⁰⁰	237 ⁰⁰

*For FD 300mm f/2.8L and FD 400mm f/2.8L, Extender FD 2X Type B is recommended.

SPECIAL FILTER PROMOTION

For every Canon SLR camera or Canon EF or FD lens you purchase, you can save 50% on the cost of any one Canon regular filter when purchased at the same time as the camera or lens. (Example, you may purchase any 10 Canon regular filters at the 50% discount at the same time you purchase five SLR cameras and five lenses.) For applicable filters see pages 33-36 of Canon's 1990 Holiday Season Authorized Dealer Price List. (Note: This offer does not apply to FD 50mm f/1.8 and FD 50mm f/1.4 lenses.)

For details on Mix and Match Promotion, please see page 20.

Canon Dedicated Speedlites

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
C50-0491	Speedlite 300TL Set in Case (T90 Only)	270.00	162.00
★ C50-0431	Speedlite 244T Set in Case (T50, T70 Only)	107.00	59.52
New C50-0461	Speedlite 60F Set in Case (T60 Only)	33.00	19.95

Canon FD System Camera Cases

Canon FD System Camera Cases

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
C46-1121	Case S for F-1 and Eye Level Finder FN	74.00	44.10
C46-1122	Case L for F-1 and Eye Level Finder FN	74.00	44.10
C46-1123	Case AE-S for F-1 and AE Finder FN	76.00	45.30
C46-1291	Case for T90	69.00	39.00
New C46-1621	Case S for the Canon T60 w/FD 50mm f/1.8	33.00	20.00
New C46-1622	Case L for the Canon T60 w/FD 35-70mm f/3.5-4.5	37.00	22.00

Special Merchandise for SLR Packages

See the opposite page for a more detailed description of each item.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
0-3000	EOS Deluxe Gadget Bag	49.00	26.90
0-0005	Canon Deluxe Gadget Bag	73.90	42.00
0-00001-35	Canon Gadget Bag (S-1)	32.70	17.90
0-0007	EOS Camera Strap	13.70	7.50
0-0006	Canon Leather Strap	16.20	8.90
7-5201	52mm HAZE (UV-1)	13.00	7.80
7-5207	52mm SKY 1A	13.00	7.80
★ 9-01100	EOS Book "The EOS Family Album"	17.30	10.00
9-01000	The T90 Performance Book	19.90	10.90
9-00700	The ABC's of Picture-Taking Ease	15.50	8.50
9-00800	Lens Guide Book "Lens Work" (FD System)	17.50	9.70

No 3% Co-Op Advertising Allowance will be provided on above merchandise except for 52mm HAZE and 52mm SKY filters.

★ Limited inventory, first come, first served.

Special Merchandise for SLR Packages

Create Your Own Packages

Use these beautiful Canon accessories to create your own profit-building packages. See page 16 for price information.

Canon Deluxe Gadget Bag

Made of black, heavy-duty water resistant material with gold embroidery and Velcro™ compartments.



Canon Gadget Bag (S-1)
Compact Carry-on bag for everyone.

52mm HAZE (UV-1) 52mm SKY 1A

Canon's most popular filters.



EOS Deluxe Gadget Bag

Made of gray, heavy-duty water resistant material with Canon and EOS logos. Holds 4 lenses and one EOS camera with lens attached.



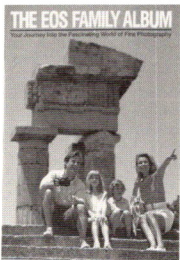
Canon Leather Strap
Features the Canon logo. The neck section of the strap is extra wide.

EOS Camera Strap

Features the Canon and EOS logos in white lettering on black strap with red stripe. The wide strap is designed to provide more comfort.



The More They Know, The More They Buy!



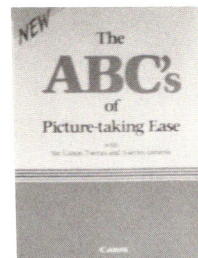
★ The EOS Family Album

Designed for photographers using the EOS system, The EOS Family Album shows them how to take full advantage of EOS Camera features; highlighting creative techniques utilizing EF lenses and accessories to obtain excellent photographs.



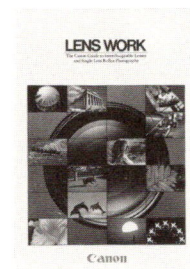
T90 Performance Book

For the advanced or professional photographer, there is no guide to a camera like this book. A clear, complete directive to the world's most advanced camera and its capabilities.



The ABC's of Picture-taking Ease

Here's a great basic photography book that is perfect for all Canon T-Series and A-Series camera buyers. It takes them from camera basics through high creativity.



Lens Work

For those slightly more advanced, this book is a perfect guide to Canon FD lenses. How to use them and what focal lengths to use in what situations are covered in full.

★ Limited inventory, first come, first served.

Canon Lens Shutter Cameras

NOTE: Now you can assort *all* Canon lens shutter cameras to achieve maximum quantity discount.



- Revolutionary New Shape for One-Handed Operation
- Fast, 35-105mm f/2.8-6.6 Power Zoom Lens
- Smart Triple-Beam Active AF
- Powerful Zoom Flash with Red-Eye Reduction
- Takes Great Close-Ups with Snap-on Attachment

Canon Photura

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 6+ UNIT PRICE
New C13-2702	Canon Photura with Hand Strap C1 and Neck Strap 21	490 ⁰⁰	285 ⁰⁰	269 ⁹⁵

INTRODUCTORY SPECIAL \$10.00 CO-OP ALLOWANCE—Until 10/31/90

PHOTURA PROFIT PACKAGE—Special savings until 10/31/90

For additional details on Canon Photura, see page 7.



- Unique Captioning Capability Lets You Imprint Messages, Date, or Time on Your Photos
- Fully Automatic Compact 38-60mm Power Zoom Lens & Built-In Flash
- Built-In Detachable Wireless Remote Controller
- Smart Triple-Beam Active AF

Canon Sure Shot Caption Zoom

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 6+ UNIT PRICE
C13-2612	Canon Sure Shot Caption Zoom	360 ⁰⁰	215 ⁰⁰	199 ⁹⁵



- Compact 38-60mm Power Zoom Lens
- Smart Triple-Beam Active AF
- Close Focusing
- Fully Automatic Operation
- Built-In Automatic Flash

Canon Sure Shot Zoom S

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 6+ UNIT PRICE
C13-2602	Canon Sure Shot Zoom S	280 ⁰⁰	163 ⁰⁰	149 ⁹⁵

Canon Lens Shutter Cameras

NOTE: Now you can assort *all* Canon lens shutter cameras to achieve maximum quantity discount.



- The Perfect Traveling Companion
- Choice of 28mm Wide Angle or 48mm Normal Lens
- Fully Automatic with Built-In Flash
- New Fixed-Distance Mode Keeps Your Photos Sharp
- Date Model Includes World Time Zones & Built-In Alarm Clock

Canon New Sure Shot/Sure Shot Date

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 6+ UNIT PRICE
C13-2822	New Sure Shot	205 ⁰⁰	117 ⁰⁰	109 ⁹⁵
C13-2832	New Sure Shot Date	260 ⁰⁰	153 ⁰⁰	139 ⁹⁵

DOUBLE (6%) CO-OP ALLOWANCE ON NEW SURE SHOT

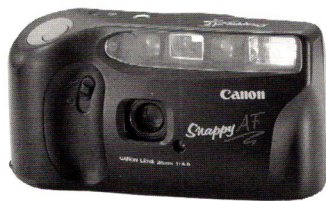
When you order the New Sure Shot camera, you will accrue a **Special 3% Co-Op Allowance** in addition to the **Standard 3% Co-Op Allowance**. Thus, you earn a **6% (DOUBLE) Co-Op Allowance** which will be immediately added to your account and will appear on your monthly Co-Op statement. New Sure Shot Date not included.



- Fully Automatic—Focus, Flash, Film Handling, and DX Coding
- Lightweight, Compact, User-Friendly Design
- Built-In LCD Quartz Digital Automatic Calendar and Clock
- Comes with Fitted Case, Wrist Strap, and Long-Life Lithium Battery

Canon Sure Shot Joy Date

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 6+ UNIT PRICE
★ C13-2577	Canon Sure Shot Joy Date Includes Fitted Case (CS-2) and Lithium Battery (Black Model only)	220 ⁰⁰	128 ⁰⁰	119 ⁹⁵



- Canon Snappy AF**
- Autofocus Makes Sure Every Shot is Sharp
 - Compact, Lightweight, User-Friendly Design
 - Fully Automatic with Built-In Flash
 - Convenient Self-Timer
 - Accepts Full Range of Popular Film Speeds



- Canon Snappy Q**
- Exciting Ergonomic Design
 - Simple Operation
 - Built-In Automatic Flash
 - Film Handling Fully Automatic
 - Unique Center Focus Filter gives Portraits a Soft, Romantic Look

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 6+ UNIT PRICE
C13-2592	Canon Snappy AF	144 ⁰⁰	82 ⁰⁰	74 ⁹⁵

Canon Snappy Q

C13-2922	Canon Snappy Q	94 ⁰⁰	49 ⁰⁰	44 ⁹⁵
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Lithium Battery

WK 1-0052	Lithium Battery (6V, 2CR5) for Photura, Sure Shot Caption Zoom, Sure Shot Zoom S, New Sure Shot, Sure Shot Joy Date and Snappy AF models	13 ²⁰	7 ⁹⁰	
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★ Limited inventory, first come, first served.

For prices on all Canon Photographic Products, see Canon's 1990 Holiday Season Authorized Dealer Price List. All prices subject to change without notice.

Holiday Season Promotion Summary

Effective August 26, 1990 through December 31, 1990

1. SPECIAL BONUS PROMOTION

Ask your Canon sales representative for details about the Special Bonus Promotion available on:

EOS 630
Sure Shot Caption Zoom
New Sure Shot/New Sure Shot Date

2. ADDITIONAL CO-OP ALLOWANCE

Additional Co-Op Allowance on EOS Rebel and Photura (limited time offer until 10/31/90)
Double Co-Op Allowance on New Sure Shot

3. SPECIAL SAVINGS

EOS-1 with Power Drive Booster
EOS Rebel (limited time offer until 10/31/90)
Introductory Kit
Profit Package
EF 35-80mm f/4.0-5.6 Zoom Lens and EF 80-200mm f/4.5-5.6 Zoom Lens
EF 50mm f/1.8 Lens with EOS Rebel body
Photura Profit Package (limited time offer until 10/31/90)
Filters

4. MIX AND MATCH PROMOTION

Here are *three ways* to combine Canon merchandise to maximize savings and profits:

- A. Buy any 4 or more Canon SLR cameras (EOS-1, EOS RT, EOS 10s, EOS 630, EOS Rebel, F-1, T90, T60) and you can purchase any one or more Canon lens shutter cameras and/or one or more EF or FD lenses and/or any one or more Canon EOS Speedlites (430EZ, 300EZ, 200E) at low dealer net.
- B. Buy any 6 or more Canon lens shutter cameras (Photura, Caption Zoom, Zoom S, New Sure Shot/New Sure Shot Date, Joy Date, Snappy AF, Snappy Q) and you can purchase any one or more Canon SLR cameras and/or any one or more EF or FD lenses and/or any one or more Canon EOS Speedlites at low dealer net.
- C. Buy any 4 or more Canon EF and/or FD interchangeable lenses and you can purchase any one or more Canon SLR cameras and/or any one or more Canon lens shutter cameras and/or any one or more Canon EOS Speedlites at low dealer net.

PROGRAM: 1 Promotional Price Terms

This 1990 Holiday Season Profit Maker Program will be in effect from August 26, 1990 to December 31, 1990. 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 promotional period.

Please review each section of this program, which covers Canon SLR cameras, lenses, main accessories, lens shutter cameras and additional SLR merchandise, to find some really exciting promotions.

This 1990 Holiday Season Profit Maker Program also

shows you the actual net price of each product you order. There are special promotions throughout this book. All purchases made between August 26, 1990 and December 31, 1990, qualify for the credit terms listed below. Prices on all Canon photographic products can be found in Canon's 1990 Holiday Season Authorized Dealer Price List.

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.

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 August 26, 1990 to December 31, 1990, you may deduct a total cash discount of up to five percent

according to the payment schedule listed below. This is available on orders of \$1,000 or more that provide for a single delivery subject to Credit Department approval. On orders of less than \$1,000, regular 2% 10 EOM terms apply.

	Shipped purchases Aug. 26, '90 to Sept. 25, '90	Shipped purchases Sept. 26, '90 to Oct. 25, '90	Shipped purchases Oct. 26, '90 to Nov. 25, '90	Shipped purchases Nov. 26, '90 to Dec. 25, '90	Shipped purchases Dec. 26, '90 to Dec. 31, '90
Pay Entire Amount by: Discount	Oct. 10, '90 5%	Nov. 10, '90 5%	Dec. 10, '90 5%	Jan. 10, '91 5%	Feb. 10, '91 5%
Pay Entire Amount by: Discount	Nov. 10, '90 2%	Dec. 10, '90 2%	Jan. 10, '91 2%	Feb. 10, '91 2%	Mar. 10, '91 2%
Pay Entire Amount by: Discount	Dec. 10, '90 NET	Jan. 10, '91 NET	Feb. 10, '91 NET	Mar. 10, '91 NET	Apr. 10, '91 NET

NOTE: All orders not completely shipped by December 31, 1990 will be automatically cancelled.

Optional Credit Terms

Available only for new accounts and dealers who have already selected these terms

Beginning August 26, 1990 under Canon's OPTIONAL CREDIT TERMS, you will earn a 5% cash discount if you pay within 30 days of the invoice date; 2% cash discount if you pay within 60 days of the invoice date and the net amount will be due within 90 days of the invoice date. OPTIONAL CREDIT TERMS are available on orders of \$1,000 or more that provide for a single delivery, subject to Credit Department approval.

Pay within 30 days of shipment of merchandise;
Earn 5% total cash discount.

Pay within 60 days of shipment of merchandise;
Earn 2% total cash discount.

Pay within 90 days of shipment of merchandise;
Pay *Net* amount.

PROGRAM: 3 Earn 3% Co-Op Advertising Allowance

Authorized Canon dealers earn a 3% Co-Op Advertising Allowance on all merchandise listed in the Authorized Dealer Price List. However, no 3% Co-Op Allowance will be provided on Co-Op Sales Promotional Pieces or those items otherwise noted within this booklet. This allowance may be

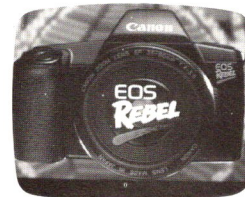
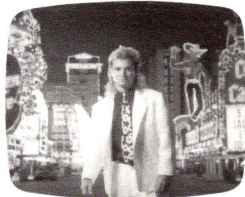
applied to local newspapers, radio and television advertising, as well as the purchase of Canon sales promotion articles. For complete details including rules and regulations governing Canon's Co-Op Advertising Program, please see Canon's Co-Op Advertising Program Booklet.

Canon Advertising Support

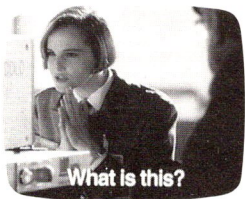
Television Advertising

Canon continues to deliver the most memorable and persuasive television commercials in the 35mm camera category. You'll see these Canon commercials:

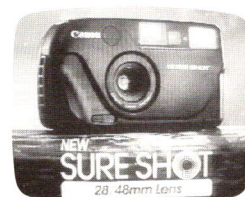
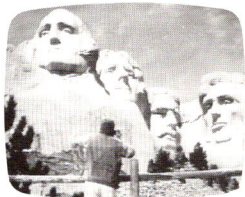
30-second EOS Rebel commercial



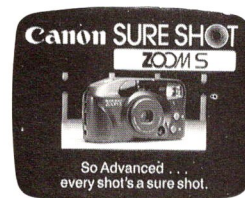
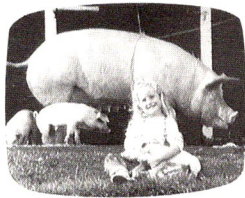
30-second Photura commercial



15-second New Sure Shot commercial



30-second Sure Shot Zoom S commercial



And Canon commercials will be seen on many top-rated television shows like the following:



NBC



ABC



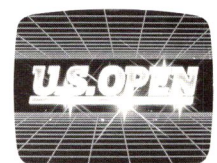
CBS



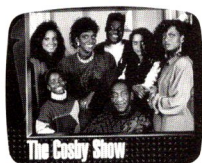
FOX



NFL Football



U.S. Open Tennis



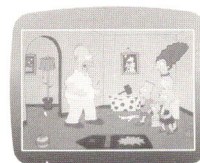
The Cosby Show



The Wonder Years



60 Minutes



The Simpsons



ESPN Sports



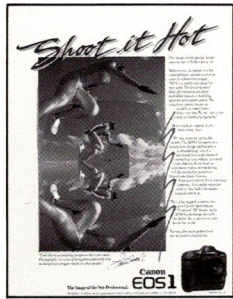
Fresh Prince of Bel Air

In addition, Canon continues to sponsor major sporting events.

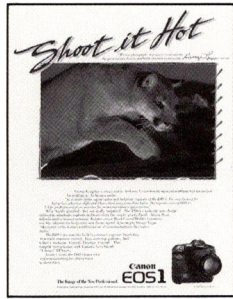
Canon Advertising Support

Print Advertising

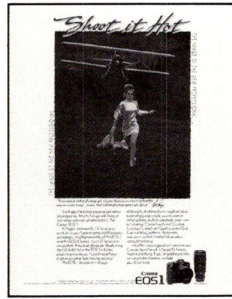
Canon will also be supporting its full line of products with full-page, full-color advertisements like these:



EOS-1 Pro/Hobbyist Ad



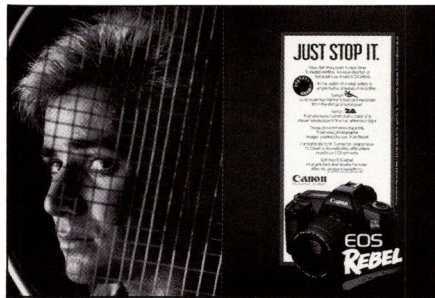
EOS-1 Pro/Hobbyist Ad



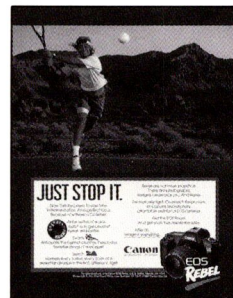
EOS-1 Pro/Hobbyist Ad



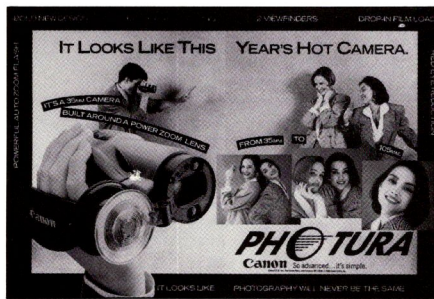
EOS 10s Consumer/Hobbyist Ad



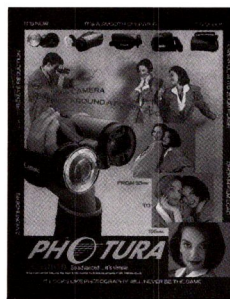
EOS Rebel Consumer Ad



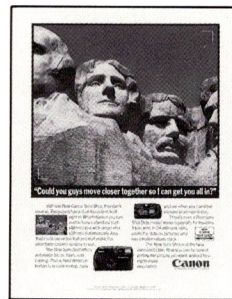
EOS Rebel Consumer Ad



Photura Consumer Ad



Photura Consumer Ad



New Sure Shot Consumer Ad

And Canon ads will be seen in major consumer publications including:

- LIFE**
- Sports Illustrated**
- People**
- Newsweek**
- Travel & Leisure**
- Condé Nast Traveler**
- Tennis**

In addition, Canon's message is also carried to the influential hobbyist market in magazines like:

- Popular Photography**
- American Photo**
- Petersen's Photographic**
- Outdoor Photographer**

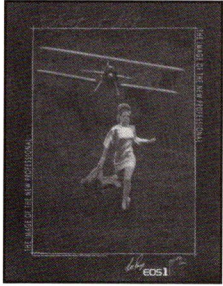
And professional photographers will see the Canon EOS-1 advertised in specialized pro magazines.



PROMOTIONS AND SUPPORT

Canon Display Materials

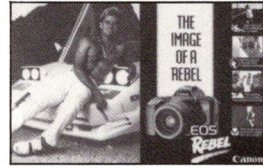
EOS Cameras



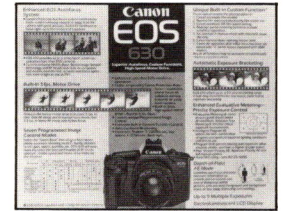
EOS-1 Poster (series of 3)



EOS 630 Poster



EOS Rebel Counter Mat



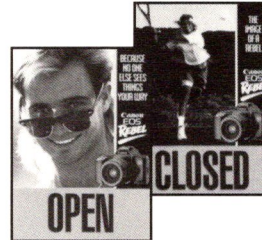
EOS 630 Counter Mat



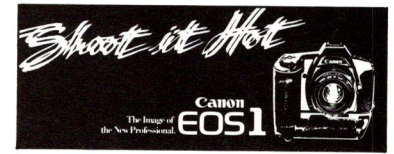
EOS-1 Slim Line Poster



EOS Rebel Poster (series of 3)



EOS Rebel Open/Closed Sign



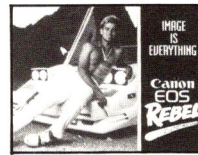
EOS-1 Banner



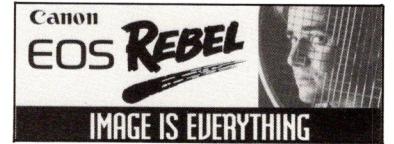
EOS 630 Stickers



EOS 630 Stickers



EOS Rebel Stickers



EOS Rebel Banner



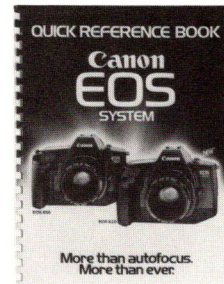
Display (POP-4)



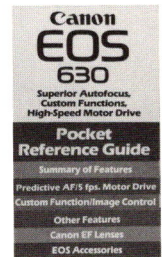
Display (POP-5)



Display (POP-6)



Quick Reference Book

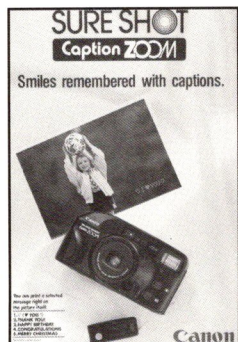


Pocket Reference Guides

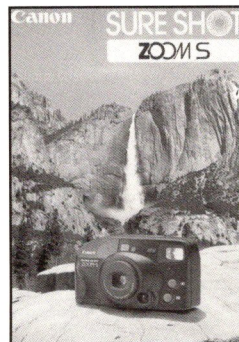
Lens Shutter Cameras



Photura Inflatable



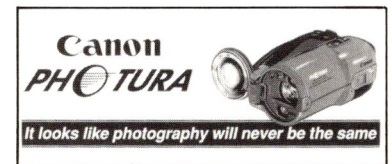
Sure Shot Caption Zoom Poster



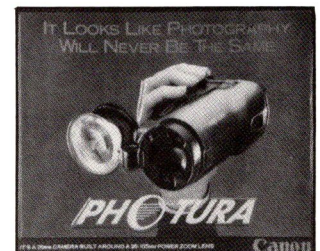
Sure Shot Zoom S Poster



Photura Display (POP-12)



Photura Banner



Photura Vacuum-form Poster

Canon Display Materials

F-1 and "T" series SLR Cameras



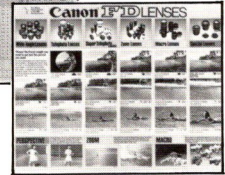
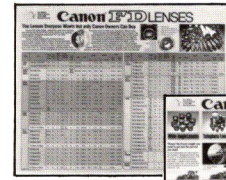
T90 Display (POP-7)



FD Lens Posters



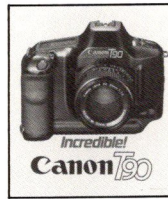
T90 Poster



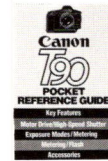
FD Lens Counter Mat



Display (POP-1)



T90 Stickers



Pocket Reference Guide



T90 Counter Mat



F-1 Display (POP-8)



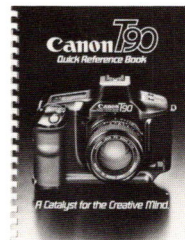
T90 Stickers



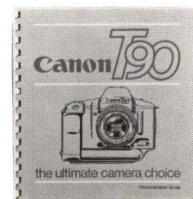
FD Lenses (POP-3)



Speedlite Display (POP-25)



Quick Reference Book



Guide Book

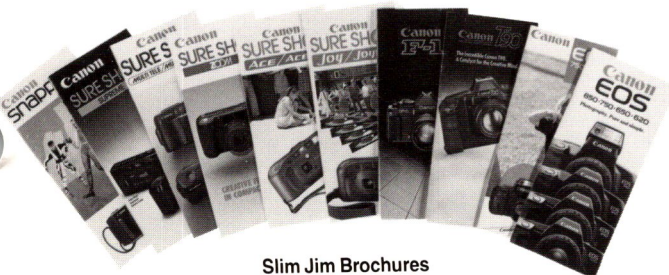
Full Line



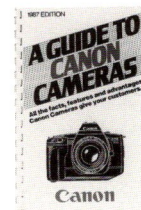
Canon Logo Stickers



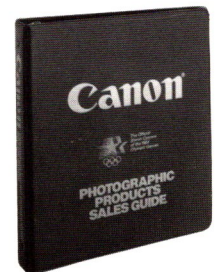
Display (POP-1)



Slim Jim Brochures



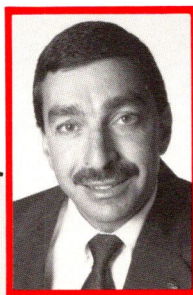
Guide Books



Photographic Products Sales Guide

PROMOTIONS AND SUPPORT

We Support You!

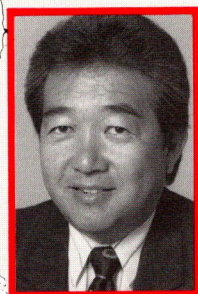


ELLIOTT PECK
NATIONAL SALES
MANAGER

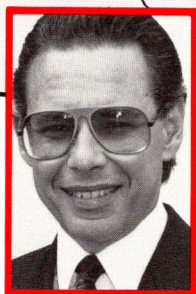
I hope you will find the Holiday Season Profit Maker fresh and exciting. Our staff has worked diligently to develop unique promotions that complement our new products with creative advertising, aggressive marketing and, above all, opportunities for profit.

Our headquarters staff, managers, sales staff and technical department are eager to help make 1990 exciting and profitable.

Thank you and happy holidays.



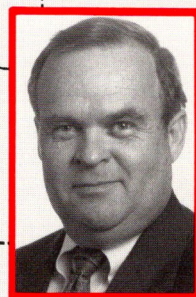
MAS KOBAYASHI
NORTHWESTERN REGIONAL
SALES MANAGER



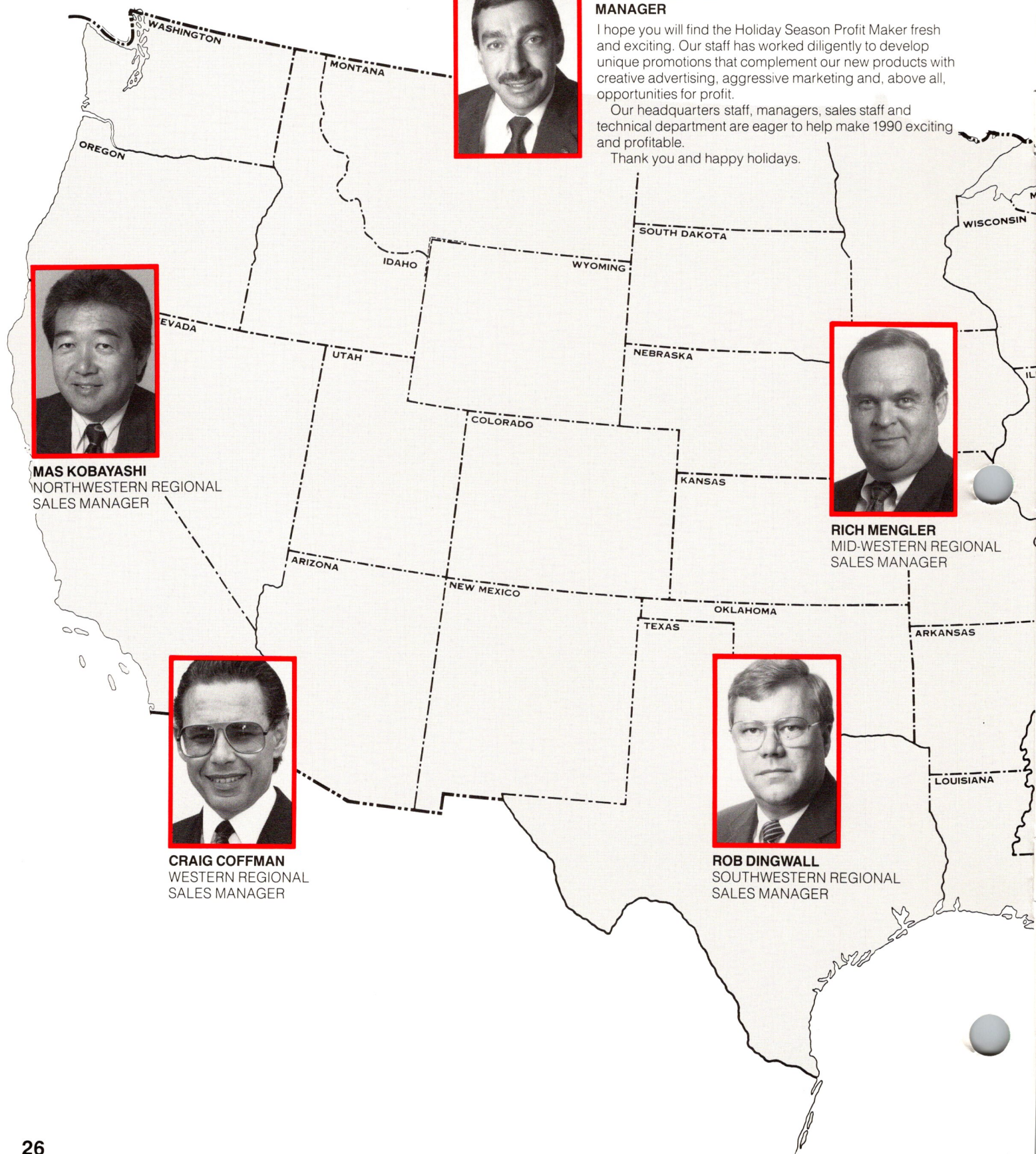
CRAIG COFFMAN
WESTERN REGIONAL
SALES MANAGER

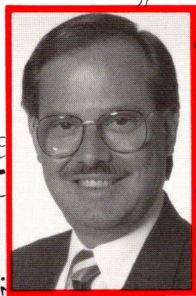


ROB DINGWALL
SOUTHWESTERN REGIONAL
SALES MANAGER

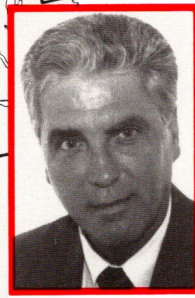


RICH MENGLER
MID-WESTERN REGIONAL
SALES MANAGER

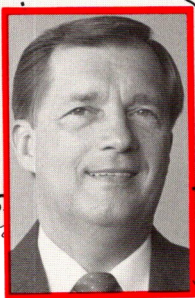




CARLOS CROSA
NORTHEASTERN REGIONAL
SALES MANAGER



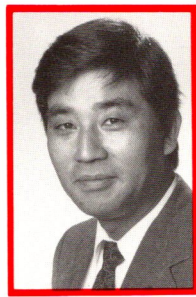
DAN MACGLOAN
MID-ATLANTIC REGIONAL
SALES MANAGER



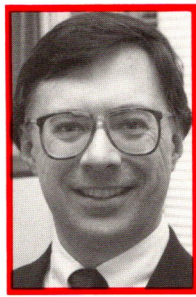
DAN WARGULA
SOUTHEASTERN REGIONAL
SALES MANAGER



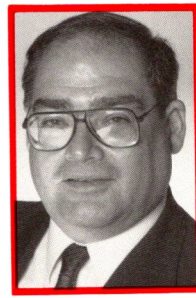
JOE ADACHI
DIRECTOR &
GENERAL MANAGER



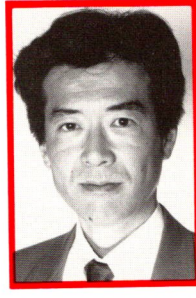
TED ANDO
ASST. DIRECTOR
BUDGET & PRODUCT CONTROL



TERRY MARKWART
NATIONAL ACCOUNTS
MANAGER



DAVE METZ
NATIONAL TECHNICAL
MANAGER



TONY MARUYAMA
NATIONAL ADVERTISING
AND SALES PROMOTION
MANAGER