

Canon

**1990
SPRING
SEASON
PROFIT MAKER
PROGRAM**

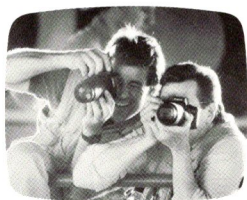
Effective February 26, 1990 through June 30, 1990

*You can with
Canon*

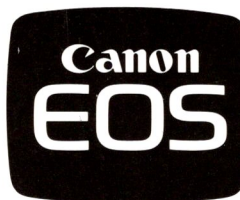
Canon Advertising Support

TELEVISION ADVERTISING

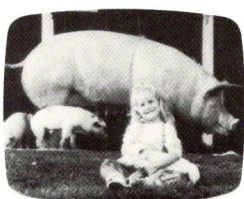
Canon continues to lead the way with the most powerful advertising campaign in the 35mm camera industry. You'll see these Canon commercials:



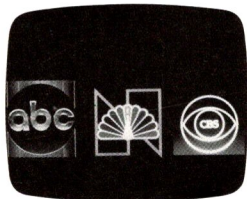
30-second EOS commercial



30-second Sure Shot Zoom S commercial



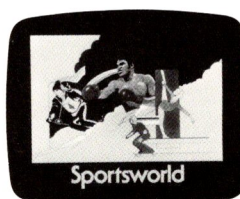
And Canon will be seen on many top-rated television shows like the following:



CBS Sports



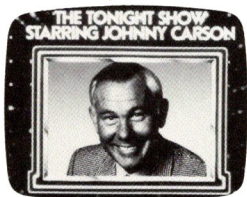
CBS Evening News



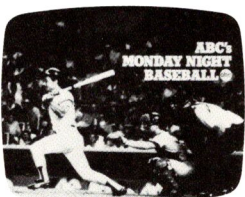
Sportsworld



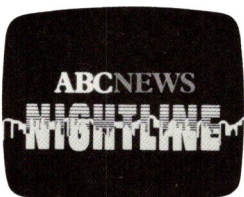
20/20



The Tonight Show



Monday Night Baseball



ABC News Nightline



NBC Sports

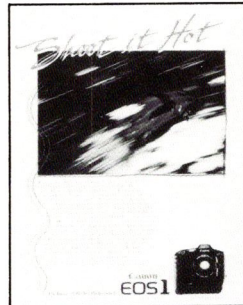
In addition, Canon is continuing to sponsor major sporting events.

PRINT ADVERTISING

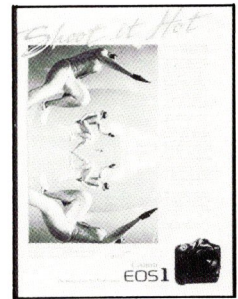
Canon will also be supporting its full line of products with full-page, full-color advertisements like these:



EOS 1/EOS 630 Hobbyist Ad



EOS 1 Pro/Hobbyist Ad



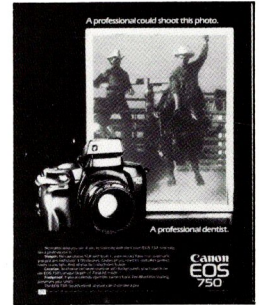
EOS 1 Pro/Hobbyist Ad



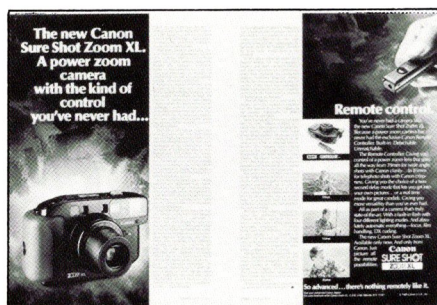
EOS 630 Hobbyist Ad



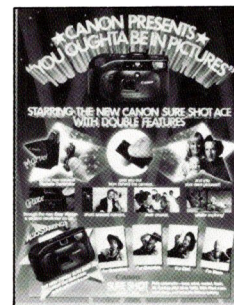
EOS 630
Consumer/Hobbyist Ad



EOS 750 Consumer Ad



Sure Shot Zoom XL
Consumer/Hobbyist Ad



Sure Shot Ace/Joy
Consumer Ad

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

LIFE **Forbes**
Sports Illustrated **Travel & Leisure**
People

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

Popular Photography
American Photographer
Petersen's Photographic
Outdoor Photographer

And professional photographers will see Canon products advertised in trade magazines serving their fields.



Media schedule subject to change without prior notice.

We at Canon realize that success—ours and yours—is a mutual process. That's why we appreciate your strong support, and promise to continue working closely with you.

The latest example of this close working relationship is our 1990 Profit Maker Program. Each of its exciting promotions is designed to offer you the highest possible savings on your orders of Canon photographic merchandise.

Like its most recent predecessors, the Spring 1990 Profit Maker Program contains pricing on only our SLR cameras, Lenses, Main Accessories, Lens Shutter Cameras and Special Promotions for Accessory Packages. All other price information can be found in the accompanying Canon Authorized Dealer Price List.

Working together with the products and programs designed to help us achieve our sales goals, we can look forward to a successful year ahead. Thank you again for your strong support.

CONTENTS

Terms and Co-Op Advertising Allowance	1
Key Canon Promotions	2
Canon EOS Cameras	4
Canon EF Lenses	6
Main Accessories for EOS Cameras	7
Canon EOS System Packages	8
Canon F-1, T90, T50	9
Canon FD Lenses	10
Canon Dedicated Speedlites	12
Canon SLR Accessory Packages	12
Additional SLR Merchandise	12
Canon Lens Shutter Cameras	14
Sales Policy and Conditions of Sale	15
Display (POP) Materials	16

SUPPLEMENT

Canon's 1990 Spring Season Authorized Dealer Price List
Canon's Co-Op Advertising Program
Canon's Co-Op Sales Promotional Pieces Program

PROGRAM: 1 Promotional Price Terms

This 1990 Spring Season Profit Maker Program will be in effect from February 26, 1990 to June 30, 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 Spring 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 February 26, 1990 and June 30, 1990, qualify for the credit terms listed below. Prices on all Canon photographic products can be found in Canon's 1990 Spring 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 February 26, 1990 to June 30, 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 Feb. 26, '90 to Mar. 25, '90	Shipped purchases Mar. 26, '90 to Apr. 25, '90	Shipped purchases Apr. 26, '90 to May 25, '90	Shipped purchases May 26, '90 to June 25, '90	Shipped purchases June 26, '90 to June 30, '90
Pay Entire Amount by: Discount	Apr. 10, '90 5%	May 10, '90 5%	June 10, '90 5%	July 10, '90 5%	Aug. 10, '90 5%
Pay Entire Amount by: Discount	May 10, '90 2%	June 10, '90 2%	July 10, '90 2%	Aug. 10, '90 2%	Sept. 10, '90 2%
Pay Entire Amount by: Discount	June 10, '90 NET	July 10, '90 NET	Aug. 10, '90 NET	Sept. 10, '90 NET	Oct. 10, '90 NET

NOTE: All orders not completely shipped by June 30, 1990 will be automatically cancelled.

Optional Credit Terms

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

Beginning February 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.

Spring Promotions

Effective February 26, 1990 through June 30, 1990

1. NEW LOWER PRICE

EOS 630	— \$50.00
Sure Shot Zoom S	— \$10.00
Snappy Q	— \$10.00

2. SPECIAL BONUS PROMOTION

EOS 630
T50
Sure Shot Zoom XL
Sure Shot Caption Zoom

3. TRIPLE CO-OP ALLOWANCE

EOS 630 Promotion Package
(Limited time only—February 26 through March 31, 1990)

4. DOUBLE CO-OP ALLOWANCE

EOS 630 Body Only (Limited time only—February 26 through March 31, 1990)
T50
Sure Shot Ace
Sure Shot Joy

5. ADDITIONAL PROMOTIONAL ALLOWANCE

EOS 750
(Until March 31, 1990) \$15.00

6. SPECIAL SAVINGS

Power Drive Booster E1 with EOS 1
T50 with FD 50mm f1.8
EOS System Package
SLR Accessory Package
Filters

7. 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 630, EOS 650, EOS 750, F-1, T90, T50) 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, 160E) and/or one or more Quartz Date Back E at low dealer net.
- B. Buy any 6 or more Canon lens shutter cameras (Sure Shot Zoom XL, Caption Zoom, Zoom S, Ace, Joy, 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 and/or one or more Quartz Date Back E 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 and/or one or more Quartz Date Back E at low dealer net.

Canon EOS Cameras

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	QUANTITY 2 OR MORE UNIT PRICE
Canon EOS 1, RT				
C12-8002-221	Canon EOS-1 body only w/Lithium Battery	1,800 ⁰⁰	1,170 ⁰⁰	1,100 ⁰⁰
C12-8092-221	Canon EOS RT body only	1,000 ⁰⁰	650 ⁰⁰	599 ⁹⁵



NOTE: You cannot assort Canon EOS-1 and Canon EOS RT with other EOS cameras, Canon F-1, T90 and T50 cameras to obtain maximum quantity discount.

Power Drive Booster E1

C50-6011	Power Drive Booster E1	530 ⁰⁰	370 ⁰⁰	
----------	------------------------	-------------------	-------------------	--

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 2-3 UNIT PRICE	ASSORTED QUANTITY 4 + UNIT PRICE
----------	-------------	----------------------	------------------	----------------------------------	----------------------------------

EOS 630 **TRIPLE CO-OP ON PROMOTION PACKAGES. DOUBLE CO-OP ON BODY ONLY** See P. 5

 C12-8082-881	Canon EOS 630 w/EF 50mm f1.8 Lens and Lithium Battery	775 ⁰⁰	487 ⁰⁰	470 ⁰⁰	444 ⁹⁵
 C12-8082-221	Canon EOS 630 body only w/Lithium Battery	660 ⁰⁰	412 ⁰⁰	398 ⁰⁰	375 ⁹⁵

EOS 650

★ C12-8032-881	Canon EOS 650 w/EF 50mm f1.8 Lens and Lithium Battery	625 ⁰⁰	407 ⁰⁰	391 ⁰⁰	368 ⁹⁵
★ C12-8032-221	Canon EOS 650 body only w/Lithium Battery	510 ⁰⁰	332 ⁰⁰	319 ⁰⁰	299 ⁹⁵

EOS 750

★ C12-8052-881	Canon EOS 750 w/EF 50mm f1.8 Lens and Lithium Battery	550 ⁰⁰	342 ⁰⁰	333 ⁹⁵	319 ⁹⁵
★ C12-8052-221	Canon EOS 750 body only w/Lithium Battery	435 ⁰⁰	267 ⁰⁰	261 ⁹⁵	250 ⁹⁵

★ Limited inventory, first come, first served.

NOTE: You can assort EOS 630, 650, 750 with Canon F-1, T90 and T50 cameras to obtain maximum quantity discount.

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	EOS-1 4-year Extended Protection Plan Package	89 ⁹⁵	29 ⁹⁵
W-E630	EOS 630 4-year Extended Protection Plan Package	49 ⁹⁵	14 ⁹⁵
W-E650	EOS 650 4-year Extended Protection Plan Package	49 ⁹⁵	14 ⁹⁵
W-E750	EOS 750 4-year Extended Protection Plan Package	44 ⁹⁵	12 ⁹⁵

(No 3% Co-Op advertising allowance will be provided on Protection Plans.)

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. Power Drive Booster E1 must be purchased on a 1:1 basis with EOS-1 body.

Regular Net Price:	\$370 ⁰⁰
Special Promotion Price:	\$320⁰⁰
YOU SAVE:	\$50⁰⁰

TRIPLE (9%) CO-OP ALLOWANCE ON EOS 630 PROMOTION PACKAGES (Limited time only—February 26 through March 31, 1990)

From February 26 through March 31, 1990, when you order the EOS 630 Promotion Packages you will accrue a **Special 6% Co-Op Allowance** in addition to the **Standard 3% Co-Op Allowance**. Thus, you earn a **9% (TRIPLE) Co-Op Allowance** which will be immediately added to your account and will appear on your monthly Co-Op statement.

Note: Triple Co-Op Allowance *does not apply* to EOS 630 cameras or lenses listed below purchased separately.
Triple Co-Op Allowance applies to EOS 630 Promotion Packages only.

CODE NO.	EOS 630 body only (C12-8082-221)	EF 28-70mm f3.5-4.5 (C21-9422)	EF 35-70mm f3.5-4.5 (C21-9411)	EF 70-210mm f4.0 (C21-9441)	Package Price	Triple (9%) Co-Op Earned
A C12-8082-EPA	•	•			\$595 ⁹⁵	\$53 ⁶⁴
B C12-8082-EPB	•		•		\$525 ⁹⁵	\$47 ³⁴
C C12-8082-EPC	•			•	\$606 ⁹⁵	\$54 ⁶³

Note: EOS 630 cameras and EF lenses ordered in these packages may also be counted as qualifying merchandise for quantity discounts.

DOUBLE (6%) CO-OP ALLOWANCE ON EOS 630 Body Only (Limited time only—February 26 through March 31, 1990)

From February 26 through March 31, 1990 when you order the EOS 630 (body only) 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.

ADDITIONAL \$15.00 PROMOTIONAL ALLOWANCE ON EOS 750 (Limited time only—through March 31, 1990)

Until March 31, 1990, when you order EOS 750 Cameras, you will receive a \$15.00 promotional allowance for each camera shipped before March 31, 1990.

For details on Mix and Match Promotion, please see page 3.

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 f2.8 Fisheye Lens	1,005 ⁰⁰	653 ⁰⁰	620 ⁰⁰
C21-5301	EF 24mm f2.8 Lens	430 ⁰⁰	279 ⁰⁰	265 ⁰⁰
C21-5281	EF 28mm f2.8 Lens	224 ⁰⁰	146 ⁰⁰	138 ⁰⁰
Normal/Macro Lenses				
C21-6222	EF 50mm f1.0L Lens (Ultrasonic) w/Lens Case LH-D12, Hood ES-79 (Filter Size: 72mm)	3,400 ⁰⁰	2,210 ⁰⁰	2,100 ⁰⁰
C21-6211	EF 50mm f1.8 Lens	139 ⁰⁰	75 ⁰⁰	69 ⁰⁰
C26-1191	EF 50mm f2.5 Compact Macro	425 ⁰⁰	276 ⁰⁰	262 ⁰⁰
C54-3791	Life Size Converter EF for EF 50mm f2.5 Compact Macro	289 ⁰⁰	188 ⁰⁰	178 ⁰⁰
Telephoto Lenses				
C21-7272	EF 85mm f1.2L Lens (Ultrasonic) w/Lens Case LH-D12, Hood ES-79 (Filter Size: 72mm)	2,300 ⁰⁰	1,500 ⁰⁰	1,400 ⁰⁰
C21-7261	EF 135mm f2.8 Lens w/Soft Focus	373 ⁰⁰	243 ⁰⁰	230 ⁰⁰
C21-8272	EF 200mm f1.8L Lens (Ultrasonic) Set w/Lens Case, Hood ET-123	5,650 ⁰⁰	3,674 ⁰⁰	3,490 ⁰⁰
C21-8252	EF 300mm f2.8L Lens (Ultrasonic) Set w/Lens Case, Hood ET-118	5,179 ⁰⁰	3,367 ⁰⁰	3,198 ⁰⁰
C21-8292	EF 600mm f4.0L Lens (Ultrasonic) Set w/Lens Case, Hood ET-161	10,530 ⁰⁰	6,843 ⁰⁰	6,500 ⁰⁰
C54-3801	Extender EF1.4x for EF 200mm f1.8L, EF 300mm f2.8L, EF 600mm f4.0L	471 ⁰⁰	306 ⁰⁰	290 ⁰⁰
C54-3781	Extender EF 2x for EF 200mm f1.8L, EF 300mm f2.8L, EF 600mm f4.0L (EF 600mm f4.0L: Manual focus only)	366 ⁰⁰	238 ⁰⁰	226 ⁰⁰
Zoom Lenses				
C21-9512	EF 20-35mm f2.8L 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 f3.5-4.5 Zoom Lens	357 ⁰⁰	232 ⁰⁰	220 ⁰⁰
C21-9282	EF 28-80mm f2.8-4.0L Zoom Lens (Ultrasonic) w/Lens Case LH-D16, Hood EW-79	1,950 ⁰⁰	1,265 ⁰⁰	1,200 ⁰⁰
◇†C21-9411	EF 35-70mm f3.5-4.5 Zoom Lens	253 ⁰⁰	159 ⁰⁰	150 ⁰⁰
†C21-9412	EF 35-70mm f3.5-4.5A Zoom Lens (Autofocus only)	220 ⁰⁰	138 ⁰⁰	130 ⁰⁰
†C21-9401	EF 35-105mm f3.5-4.5 Zoom Lens	356 ⁰⁰	228 ⁰⁰	214 ⁰⁰
★C21-9461	EF 35-135mm f3.5-4.5 Zoom Lens	718 ⁰⁰	431 ⁰⁰	409 ⁰⁰
C21-9452	EF 50-200mm f3.5-4.5L Zoom Lens w/Lens Case ES-C17, Hood ET-62	1,192 ⁰⁰	715 ⁰⁰	679 ⁰⁰
C21-9451	EF 50-200mm f3.5-4.5 Zoom Lens	536 ⁰⁰	348 ⁰⁰	330 ⁰⁰
◇†C21-9441	EF 70-210mm f4.0 Zoom Lens	384 ⁰⁰	244 ⁰⁰	231 ⁰⁰
C21-9502	EF 80-200mm f2.8L Zoom Lens w/Lens Case LH-D23, Hood ES-79 (Filter Size: 72mm)	1,560 ⁰⁰	1,010 ⁰⁰	959 ⁰⁰
C21-9492	EF 100-200mm f4.5A Zoom Lens (Autofocus only)	129 ⁰⁰	89 ⁰⁰	79 ⁰⁰
C21-9432	EF 100-300mm f5.6L Zoom Lens w/Lens Case ES-C20, Hood ET-62	799 ⁰⁰	519 ⁰⁰	493 ⁰⁰
C21-9431	EF 100-300mm f5.6 Zoom Lens	477 ⁰⁰	310 ⁰⁰	294 ⁰⁰

◇See page 5 for EOS 630 Introductory Package Promotion.

†See page 8 for EOS System Packages.

★ Limited inventory, first come, first served.

For details on Mix and Match Promotion, please see page 3.

Canon EOS Main Accessories

EOS Dedicated Speedlites and Quartz Date Back E

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 3+ UNIT PRICE
†C50-0612	Speedlite 430 EZ in Soft Case	399 ⁰⁰	239 ⁰⁰	219 ⁹⁵
†C50-0561	Speedlite 300 EZ in Soft Case	205 ⁰⁰	124 ⁰⁰	113 ⁹⁵
C50-0641	Speedlite 160E in Soft Case	109 ⁰⁰	65 ⁰⁰	59 ⁹⁵
C51-9851	Quartz Date Back E (for EOS 620, 630, 650 only)	109 ⁰⁰	65 ⁰⁰	61 ⁰⁰

Note: EOS Speedlite and Quartz Date Back E cannot be assorted with other merchandise to obtain quantity discounts.

†See page 8 for EOS System Packages

Technical 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
C51-9861	Technical Back E w/Keyboard Unit E	862 ⁴⁰	517 ⁴⁰
C51-9901	Interface Unit TB	198 ⁰⁰	118 ⁸⁰

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 f2.8, EF 28mm f2.8, EF 50mm f1.8	73 ⁴⁰	44 ⁰⁰
C46-1502	Semi-Hard Case EH2-L for EOS-1 w/EF 50mm f2.5 Compact Macro, EF 35-70mm f3.5-4.5/A	73 ⁴⁰	44 ⁰⁰
C46-1503	Semi-Hard Case EH2-LL for EOS-1 w/EF 35-105mm f3.5-4.5	78 ⁴⁰	47 ⁰⁰
C46-1391	Semi-Hard Case S for EOS 620, 630, 650, 650QD w/EF 50mm f1.8	55 ⁰⁰	31 ⁰⁰
C46-1392	Semi-Hard Case L for EOS 620, 630, 650, 650QD w/EF 28-70mm f3.5-4.5, EF 35-70mm f3.5-4.5/A	55 ⁰⁰	31 ⁰⁰
C46-1393	Semi-Hard Case LL for EOS 620, 630, 650, 650QD w/EF 35-105mm f3.5-4.5	59 ⁰⁰	33 ⁰⁰
C46-1461	Semi-Hard Case S for EOS 750, 750QD, 850 w/EF 50mm f1.8	52 ⁰⁰	29 ⁰⁰
C46-1462	Semi-Hard Case L for EOS 750, 750QD, 850 w/EF 28-70mm f3.5-4.5, EF 35-70mm f3.5-4.5/A	52 ⁰⁰	29 ⁰⁰
C46-1463	Semi-Hard Case LL for EOS 750, 750QD, 850 w/EF 35-105mm f3.5-4.5, EF 35-135mm f3.5-4.5	55 ⁰⁰	31 ⁰⁰
C46-1401	Snap Case SA-4 for EOS 620, 630, 650, 650QD, 750, 750QD, 850 w/EF 35-70mm f3.5-4.5/A	50 ⁴⁰	28 ³⁰
C46-1402	Snap Case SB-4 for EOS 620, 630, 650, 650QD, 750, 750QD, 850 w/EF 28-70mm f3.5-4.5, EF 35-105mm f3.5-4.5	50 ⁴⁰	28 ³⁰











Lithium Battery

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
WK1-0052	Lithium Battery (6V, 2CR5) for EOS Cameras and Speedlite 160E	13 ²⁰	7 ⁹⁰

For details on Mix and Match Promotion, please see page 3.

Canon EOS System Packages

Build profits by selling Canon EOS cameras with these special packages.

CODE No.	 EF 35-70mm f3.5-4.5	 EF 35-70mm f3.5-4.5A	 EF 35-105mm f3.5-4.5	 EF 70-210mm f4.0	 Speedlite 300 EZ	 Speedlite 430 EZ	 EOS Deluxe Gadget Bag  Cleaning Kit  EOS Camera Strap	LOWEST NET PRICE	SPECIAL PRICE	YOU SAVE
E2 C21-EP02			•		•		•	\$367 ⁸⁵	\$327 ⁹⁵	\$39 ⁹⁰
E5 C21-EP05		•			•		•	\$283 ⁸⁵	\$243 ⁹⁵	\$39 ⁹⁰
E6 C21-EP06				•		•	•	\$490 ⁸⁵	\$450 ⁹⁵	\$39 ⁹⁰
 E7 C21-EP07	•				•		•	\$303 ⁸⁵	\$263 ⁹⁵	\$39 ⁹⁰

Note: EF lenses ordered in these packages may also be counted as qualifying merchandise for other promotions.

Canon F-1, T90, T50

NOTE: Canon F-1, T90 & T50 cameras can be assorted with all EOS cameras to obtain maximum quantity discount.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 2-3 UNIT 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	842 ⁰⁰	806 ⁹⁵
C12-0752-211	Canon F-1 incl AE Finder FN, Focusing Screen FN-AE body only	1,362 ⁰⁰	920 ⁰⁰	895 ⁰⁰	856 ⁹⁵
Canon T90					
C12-1902-211	Canon T90 body only	970 ⁰⁰	648 ⁰⁰	630 ⁰⁰	601 ⁹⁵
Canon T50 DOUBLE CO-OP ALLOWANCE 6% <small>see below</small>					
*C12-1832-881	Canon T50 w/FD 50mm f1.8 Lens	400 ⁰⁰	250 ⁰⁰	242 ⁰⁰	229 ⁹⁵
C12-1832-211	Canon T50 body only	295 ⁰⁰	192 ⁰⁰	186 ⁰⁰	176 ⁹⁵

DOUBLE CO-OP ALLOWANCE ON T50

When you order the Canon T50 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.

*Save \$10 on T50 w/FD 50mm f1.8 Lens

All net prices for the T50 w/FD 50mm f1.8 Lens are reduced \$10.00.

For details on Mix and Match Promotion, please see page 3.

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 f5.6 Lens	1,003 ⁰⁰	652 ⁰⁰	619 ⁰⁰
C21-5261	FD 14mm f2.8L Lens w/Neck Strap 7 in Case	2,532 ⁰⁰	1,646 ⁰⁰	1,563 ⁰⁰
C21-5202-201	FD Fisheye 15mm f2.8 Lens	936 ⁰⁰	609 ⁰⁰	578 ⁰⁰
C21-5163-201	FD 17mm f4.0 Lens	692 ⁰⁰	450 ⁰⁰	427 ⁰⁰
C21-5192-201	FD 20mm f2.8 Lens	605 ⁰⁰	393 ⁰⁰	373 ⁰⁰
C21-5232-201	FD 24mm f1.4L Lens	1,973 ⁰⁰	1,283 ⁰⁰	1,218 ⁰⁰
C21-5251-201	FD 24mm f2.0 Lens	745 ⁰⁰	485 ⁰⁰	460 ⁰⁰
C21-5115-201	FD 24mm f2.8 Lens	396 ⁰⁰	257 ⁰⁰	244 ⁰⁰
C21-5212-201	FD 28mm f2.0 Lens	632 ⁰⁰	411 ⁰⁰	390 ⁰⁰
◇C21-5223-201	FD 28mm f2.8 Lens	191 ⁰⁰	117 ⁰⁰	110 ⁰⁰
C21-5156-201	FD 35mm f2.0 Lens	478 ⁰⁰	311 ⁰⁰	295 ⁰⁰
C21-5241-201	FD 35mm f2.8 Lens	219 ⁰⁰	143 ⁰⁰	135 ⁰⁰
2-15183-23	TS 35mm f2.8 SSC Lens w/Hood & Tripod Adaptor in Case	1,209 ⁰⁰	786 ⁰⁰	746 ⁰⁰
Normal Focal Length Lenses				
C21-6161-201	FD 50mm f1.2L Lens	1,171 ⁰⁰	762 ⁰⁰	723 ⁰⁰
C21-6171-201	FD 50mm f1.2 Lens	407 ⁰⁰	264 ⁰⁰	244 ⁰⁰
C21-6069-201	FD 50mm f1.4 Lens	235 ⁰⁰	153 ⁰⁰	141 ⁰⁰
C21-6107-201	FD 50mm f1.8 Lens	105 ⁰⁰	68 ⁰⁰	63 ⁰⁰
C26-1132-211	FD 50mm f3.5 Macro Lens w/Extension Tube FD25	420 ⁰⁰	273 ⁰⁰	259 ⁰⁰
Telephoto Lenses				
C21-7212-211	FD 85mm f1.2L Lens w/Hood	1,048 ⁰⁰	682 ⁰⁰	647 ⁰⁰
★C21-7193-211	FD 85mm f1.8 Lens w/Hood	423 ⁰⁰	275 ⁰⁰	261 ⁰⁰
C21-7231-211	FD 100mm f2.0 Lens w/Hood	645 ⁰⁰	419 ⁰⁰	398 ⁰⁰
C21-7143-211	FD 100mm f2.8 Lens w/Hood	347 ⁰⁰	226 ⁰⁰	214 ⁰⁰
C26-1142-211	FD 100mm f4.0 Macro Lens w/Extension Tube FD50	716 ⁰⁰	466 ⁰⁰	442 ⁰⁰
C21-7241-201	FD 135mm f2.0 Lens	677 ⁰⁰	440 ⁰⁰	418 ⁰⁰
C21-7205	FD 200mm f2.8 Lens	750 ⁰⁰	488 ⁰⁰	463 ⁰⁰
C26-1171-201	FD 200mm f4.0 Macro Lens w/Hood	1,149 ⁰⁰	747 ⁰⁰	709 ⁰⁰
C21-8092-221	FD 300mm f2.8L 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 f4.0L Lens	1,884 ⁰⁰	1,225 ⁰⁰	1,163 ⁰⁰
C21-8142-201	FD 300mm f4.0 Lens	823 ⁰⁰	535 ⁰⁰	508 ⁰⁰
C21-8211-221	FD 400mm f2.8L 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 f4.5 Lens w/Action Strap 3 in Case	2,268 ⁰⁰	1,474 ⁰⁰	1,400 ⁰⁰
C21-8182	FD 500mm f4.5L Lens w/Neck Strap 11 & Extension Hood EH-123 in Case	5,108 ⁰⁰	3,320 ⁰⁰	3,154 ⁰⁰

★ Limited inventory, first come, first served.

◇ See page 12 for Special Package Promotion.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4 + UNIT PRICE
C21-8152-211	Reflex 500mm f8.0 Lens in Case	919 ⁰⁰	597 ⁰⁰	567 ⁰⁰
C21-8122-221	FD 600mm f4.5 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 f5.6L Lens w/Neck Strap 9 & Extension Hood EH-150 in Case	5,851 ⁰⁰	3,804 ⁰⁰	3,613 ⁰⁰

Zoom Lenses

C21-9281	FD 20-35mm f3.5L Zoom Lens w/Hood	1,330 ⁰⁰	865 ⁰⁰	821 ⁰⁰
C21-9271	FD 28-55mm f3.5-4.5 Zoom Lens w/Macro	279 ⁰⁰	182 ⁰⁰	172 ⁰⁰
C21-9291	FD 28-85mm f4.0 Zoom Lens w/Macro	619 ⁰⁰	403 ⁰⁰	382 ⁰⁰
NEW LOWER PRICE ◇ C21-9251	FD 35-70mm f3.5-4.5 Zoom Lens w/Macro	206 ⁰⁰	127 ⁰⁰	119 ⁰⁰
★ C21-9331	FD 35-105mm f3.5-4.5 Zoom Lens w/Macro	349 ⁰⁰	227 ⁰⁰	215 ⁰⁰
C21-9211	FD 50-300mm f4.5L Zoom Lens w/Hood S-100 & Action Strap 3 in Case	3,061 ⁰⁰	1,990 ⁰⁰	1,890 ⁰⁰
NEW LOWER PRICE ◇ C21-9261	FD 75-200mm f4.5 Zoom Lens w/Macro	270 ⁰⁰	178 ⁰⁰	159 ⁰⁰
C21-9172	FD 80-200mm f4.0L Zoom Lens w/Macro	776 ⁰⁰	505 ⁰⁰	479 ⁰⁰
C21-9162	FD 100-300mm f5.6L Zoom Lens w/Macro	797 ⁰⁰	518 ⁰⁰	492 ⁰⁰
C21-9163	FD 100-300mm f5.6 Zoom Lens w/Macro	404 ⁰⁰	263 ⁰⁰	249 ⁰⁰
C21-9151	FD 150-600mm f5.6L Zoom Lens in Case	8,188 ⁰⁰	5,323 ⁰⁰	5,056 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

★ Limited inventory, first come, first served.

◇ See page 12 for Special Package Promotion.

For details on Mix and Match Promotion, please see page 3.

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 page 7 of Canon's 1990 Spring Season Authorized Dealer Price List. (Note: This offer does not apply to FD 50mm f1.8 and FD 50mm f1.4 lenses.)

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 (T Series Only)	107.00	59.52
★ C50-0321	Speedlite 199A Set in Case w/Wide Adaptor	134.00	79.95

◇See below for Special Package Promotion.

★ Limited inventory, first come, first served.

★ No 3% Co-Op allowance will be provided on Speedlite 199A.

Additional SLR Merchandise

Sell your Canon SLR cameras with these packages and watch your profits build.

CODE No.	FD 28mm f2.8	FD 35-70mm f3.5-4.5	FD 75-200mm f4.5	Speedlite 244T	"The ABC's of Picture Taking Ease" AND Gadget Bag (S-1)	LOWEST PROMOTION NET PRICE	SPECIAL PRICE	YOU SAVE
F C21-9251-DD		•		•	•	\$204 ⁹²	\$184 ⁰⁰	\$20 ⁹²
H C21-9261-DB			•	•	•	\$244 ⁹²	\$199 ⁰⁰	\$45 ⁹²
NEW S C21-5223-DH	•			•	•	\$195 ⁹²	\$169 ⁰⁰	\$26 ⁹²

Note: FD lenses ordered in these packages may also be counted as qualifying merchandise for other promotions.

Canon SLR Accessory 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"	17.50	9.70
9-00900	The New F-1 World	14.40	7.90

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

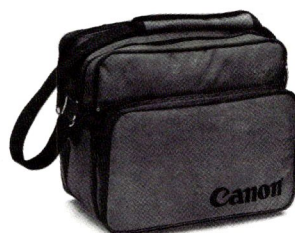
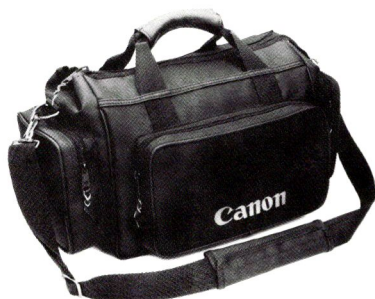
Additional SLR Merchandise

Create Your Own Packages

Use these beautiful Canon accessories to create your own profit-building packages. See page 12 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.

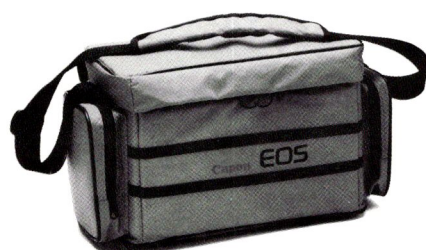
52mm HAZE (UV-1) 52mm SKY 1A

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.

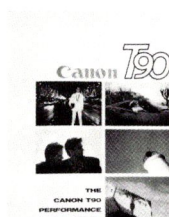


The More They Know, The More They Buy!



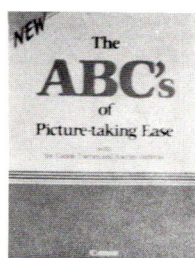
The EOS Family Album

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.



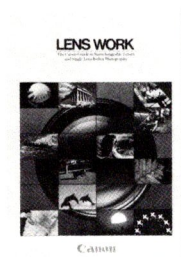
T90 Performance Book

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 lenses. How to use them and what focal lengths to use in what situations are covered in full.





The New F-1 World

For F-1 buyers, this book gives them full details about the F-1 system and how to make the most of it. It's even packed with a full-color gallery featuring the world's greatest Canon photographers.

Canon Lens Shutter Cameras

You can assort Canon Sure Shot Zoom XL, Sure Shot Caption Zoom, Sure Shot Zoom S, Sure Shot Ace/Date, Sure Shot Joy/Date, Snappy AF and Snappy Q cameras to achieve maximum quantity discount.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 3-5 UNIT PRICE	ASSORTED QUANTITY 6+ UNIT PRICE
Canon Sure Shot Zoom XL					
C13-2622	Canon Sure Shot Zoom XL Includes Fitted Case (CZ-2) and Lithium Battery	470 ⁰⁰	280 ⁰⁰	270 ⁹⁵	259 ⁹⁵
Canon Sure Shot Caption Zoom					
C13-2612	Canon Sure Shot Caption Zoom	360 ⁰⁰	215 ⁰⁰	207 ⁹⁵	199 ⁹⁵
Canon Sure Shot Zoom S					
 C13-2602	Canon Sure Shot Zoom S	280 ⁰⁰	163 ⁰⁰	155 ⁹⁵	149 ⁹⁵
Canon Sure Shot Ace DOUBLE CO-OP ALLOWANCE 6% See below					
★ C13-2545	Canon Sure Shot Ace Includes Fitted Case (CS-2) and Lithium Battery (Black Model only)	230 ⁰⁰	138 ⁰⁰	134 ⁹⁵	129 ⁹⁵
Canon Sure Shot Ace Date					
★ C13-2556	Canon Sure Shot Ace Date Includes Fitted Case (CS-2) and Lithium Battery (Black Model only)	265 ⁰⁰	159 ⁰⁰	155 ⁹⁵	149 ⁹⁵
Canon Sure Shot Joy DOUBLE CO-OP ALLOWANCE 6% See below					
★ C13-2567	Canon Sure Shot Joy Date Includes Fitted Case (CS-2) and Lithium Battery (Black Model only)	215 ⁰⁰	127 ⁰⁰	124 ⁹⁵	119 ⁹⁵
Canon Sure Shot Joy Date					
★ C13-2577	Canon Sure Shot Joy Date Includes Fitted Case (CS-2) and Lithium Battery (Black Model only)	249 ⁰⁰	148 ⁰⁰	145 ⁹⁵	139 ⁹⁵
Canon Snappy AF					
C13-2592	Canon Snappy AF	154 ⁰⁰	92 ⁰⁰	87 ⁹⁵	84 ⁹⁵
Canon Snappy Q					
 C13-2922	Canon Snappy Q	99 ⁰⁰	54 ⁰⁰	51 ⁹⁵	49 ⁹⁵

★ Limited inventory, first come, first served.

Lithium Battery

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
WK 1-0052	Lithium Battery (6V, 2CR5) for Sure Shot Zoom XL, Sure Shot Caption Zoom, Sure Shot Zoom S, Ace, Joy, Snappy AF models	13 ²⁰	7 ⁹⁰

DOUBLE (6%) CO-OP ALLOWANCE ON SURE SHOT ACE & SURE SHOT JOY

When you order the Sure Shot Ace or Sure Shot Joy cameras, 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.

For details on Mix and Match Promotion, please see page 3.

Sales Policy and Conditions of Sale

CONDITIONS OF SALE

A. An "Authorized Canon Photographic Products Dealer" is a retailer who has entered into a Canon photographic products dealer agreement and who purchases Canon photographic products from Canon U.S.A., Inc. pursuant to Canon U.S.A., Inc.'s dealer price lists and profit maker program.

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 \$5,000 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 schedules 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 appropriate due date.

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 shipped prepaid by the dealer via a certified carrier to the attention of the Canon Photographic Service Department at the Canon Branch servicing your account. All merchandise returned is subject to inspection to determine whether any conditions exist which are excluded under the Canon Limited Warranty Policy.

Consumer-Owned products; in warranty/out of warranty Merchandise received in the above category will be repaired under the Warranty, if applicable and documented, and then returned to the dealer. Merchandise not covered by the Canon Warranty will be inspected and the dealer billed for repairs in accordance with our published Dealer Repair Discount Policy.

B. **Dealer stock inventories** (unsold merchandise) requiring service must be returned to Canon U.S.A. in the original carton with the original packing, warranty material and other pertinent data as originally supplied. All merchandise is subject to inspection to detect excluded conditions under Canon's Limited Warranty policy. Merchandise under warranty will be serviced at no cost to the dealer. Missing accessories will be replaced and the dealer account billed at the published accessories discount rate. All repairs will be expedited by the Canon Regional Office that services your account.

Merchandise not covered by the Canon Limited Warranty because of excluded conditions will be inspected and the dealer will be billed for repairs required, including labor, parts and accessories, at our published dealer repair discount rate. Warranty registration cards will not be provided for this merchandise. Estimates will be issued only in cases of extensive damage and will require a dealer signed authorization to proceed with servicing and billing.

Dealer should comply with all regulations covering the sale of new or used merchandise. Merchandise repaired and returned to the dealer is refurbished and should not be sold as new.

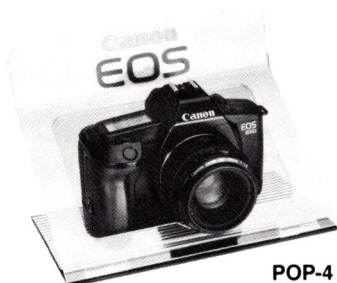
C. **Returns for Credit**—Canon may, at its discretion, accept returns for credit if it determines in its sole discretion that such returns are required for the dealer to balance the dealer's inventory. Full credit will be given at price paid by dealer for the merchandise if products returned are new and complete, in the original carton with original packing, warranty material and other pertinent data as originally supplied to dealer. All merchandise returned for credit will be subject to inspection. 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 an approved "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 via a certified carrier within fifteen (15) days of issuance of the merchandise return authorization.

Canon Advertising Support Display Materials

EOS Cameras

Display Stands



POP-4

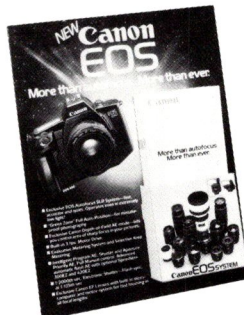


POP-5



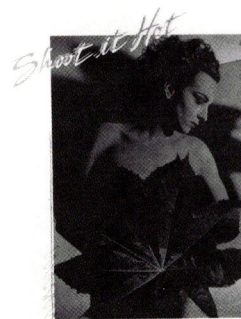
POP-6

Counter Stands

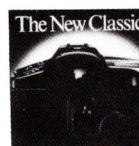


EOS 650

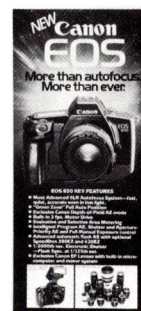
Posters/Banners



EOS 1 Poster



EOS 1
Slim Line Poster

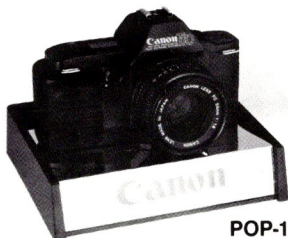


EOS 650
Slim Line Poster

"T" Series SLR Cameras



T90 POP-7



POP-1

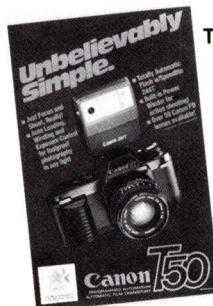


Speedlite

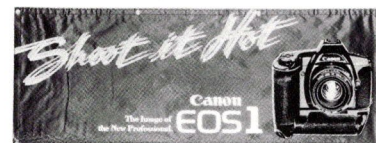
POP-25



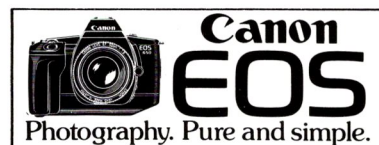
T90



T50



EOS 1 Banner



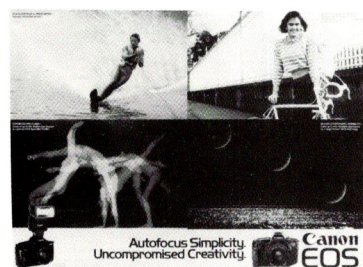
EOS Banner



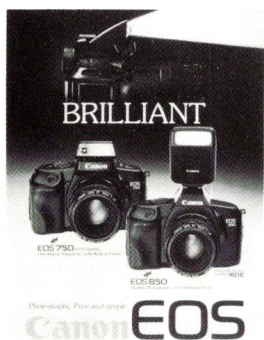
T90 Banner



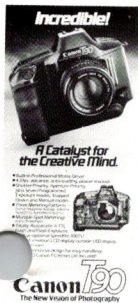
EOS 630 Poster



EOS 650 Poster



EOS 750/850 Poster

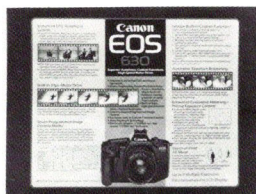


T90

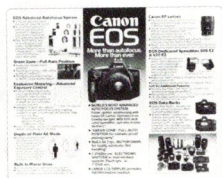


T50

Counter Mats



EOS 630



EOS 650

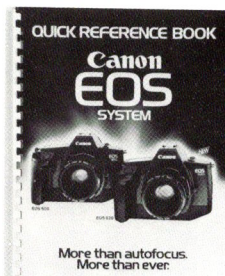


EOS 750/850



T90

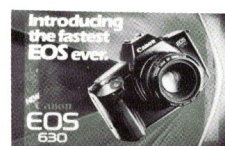
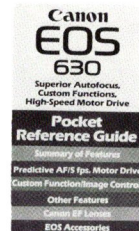
Stickers/In-Store Materials



Quick Reference Book



Pocket Reference Guides



EOS 630 Sticker



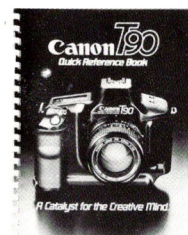
EOS 630 Sticker



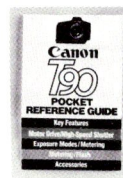
EOS 750 Window Display



EOS 850 Window Display



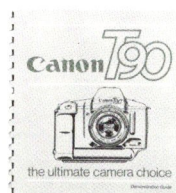
Quick Reference Book



Pocket Reference Guide

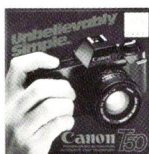


T90 Sticker



Guide Book

T90 Logo Sticker



T50 Sticker



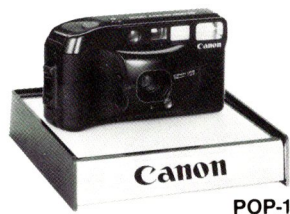
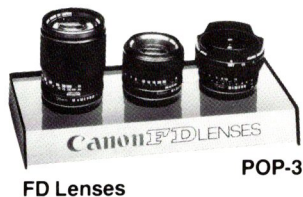
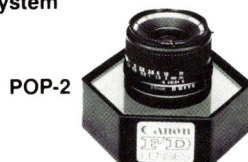
T50 Logo Sticker



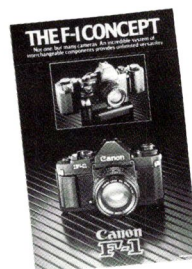
Canon Advertising Support Display Materials

SLR Cameras

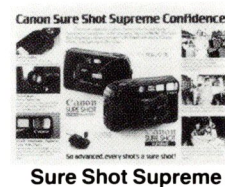
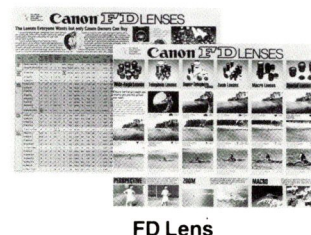
Display Stands



Counter Stands

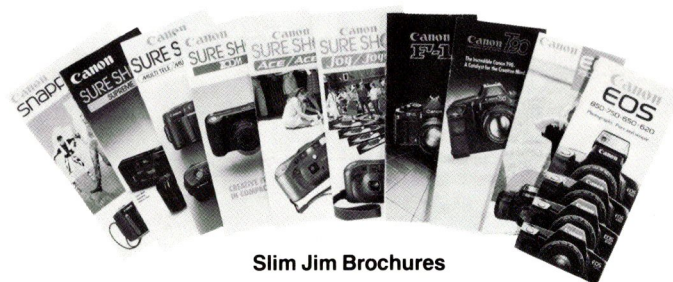


Counter Mats

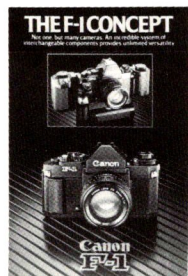


Lens Shutter Cameras

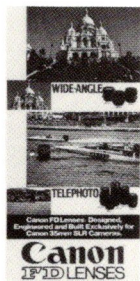
Full Line



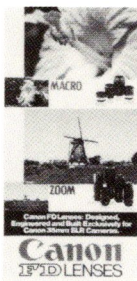
Posters



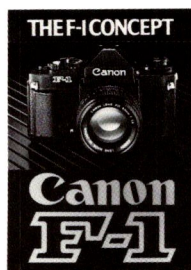
F-1



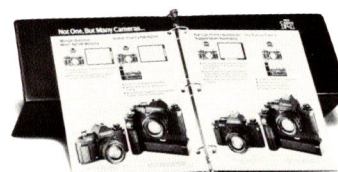
FD Lens



Stickers/In-Store Materials



F-1



POP-11



Sure Shot Ace/Joy



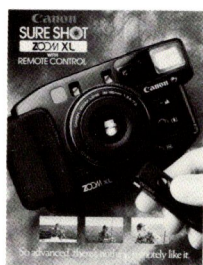
Sure Shot Caption Zoom



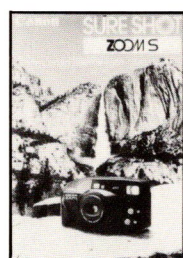
Sure Shot Zoom XL



Sure Shot Ace/Joy



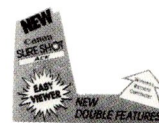
Sure Shot Zoom XL



Sure Shot Zoom S



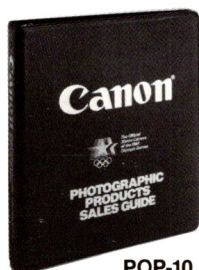
Sure Shot Zoom XL



Sure Shot Ace

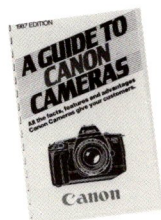


Sure Shot Joy



POP-10

Photographic
Products
Sales
Guide



Guide Books



Canon Logo Stickers