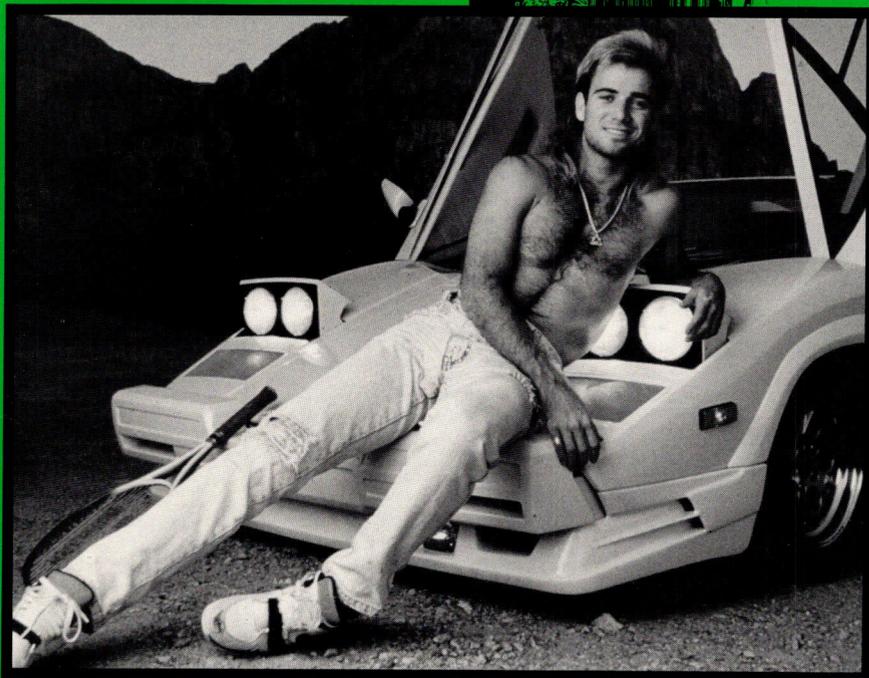


Canon

**1991
SPRING SEASON
PROFIT MAKER
PROGRAM**

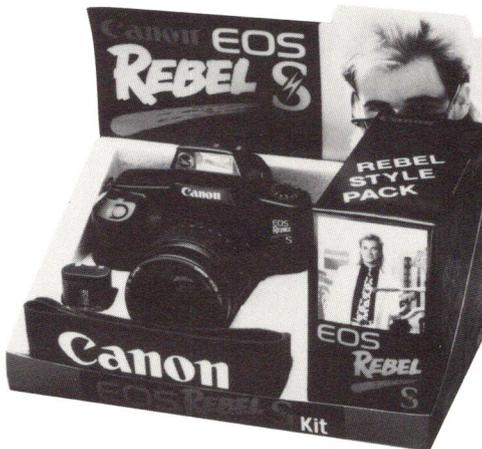


Effective March 26, 1991 through June 30, 1991.

Canon Building on a Winning Image

NEW CANON EOS REBEL S INTRODUCTORY KIT

**Canon
EOS
REBEL**

The new EOS Rebel S has all the exciting features of the EOS Rebel plus a built-in retractable flash.

The EOS Rebel S is available exclusively in an Introductory Kit which includes:

- EOS Rebel S body
- New EF 35-105mm f4.0-5.6 lens
- Lithium battery 2CR5
- Special wide strap and Rebel Style Pack which contains a stone-washed denim camera case and fashion quartz watch

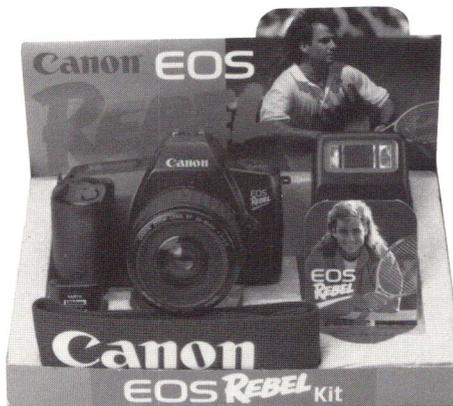
Canon EOS Rebel S Introductory Kit

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
NEW C12-8195-2M1	EOS Rebel S Introductory Kit	700 ⁰⁰	435 ⁰⁰	419 ⁰⁰

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

CANON EOS REBEL KIT

**Canon
EOS
REBEL**

The special EOS Rebel Kit Includes:

- EOS Rebel body
- EF 35-80mm f4.0-5.6 zoom lens
- Speedlite 200 E
- Lithium battery 2CR5 and special wide strap

Canon EOS Rebel Kit

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	REGULAR PROMOTION NET	SPECIAL PROMOTION PRICE	YOU SAVE
C12-8191-2K1	EOS Rebel Kit	\$555 ⁰⁰	\$354 ⁰⁰	\$319 ⁰⁰	\$35⁰⁰

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

Canon EOS REBEL



- Full-featured AF SLR at an affordable price
- Exceptionally compact, lightweight and easy to use
- High-speed One Shot and Predictive AI Servo AF
- Fully automatic, standard AE and metered manual modes
- Compatible with all EF Lenses and EOS Speedlites



Canon EOS Rebel

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

EF Lenses and Dedicated Speedlite

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
C21-6241	EF 50mm f1.8 II Lens	139 ⁰⁰	75 ⁰⁰	69 ⁰⁰
C21-9571	EF 35-80mm f4.5-5.6 Zoom Lens	180 ⁰⁰	117 ⁰⁰	109 ⁰⁰
NEW C21-9611	EF 75-300mm f4.0-5.6 Zoom Lens	325 ⁰⁰	210 ⁰⁰	199 ⁰⁰
C21-9581	EF 80-200mm f4.5-5.6 Zoom Lens	300 ⁰⁰	192 ⁰⁰	179 ⁰⁰
C50-0691	Speedlite 200 E 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 S and EOS Rebel

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
C51-9991	Grip Extension GR-70 w/wrist strap	28 ⁰⁰	17 ⁰⁰
C46-1641	Semi-Hard Case EH5 for EOS Rebel S and EOS Rebel w/EF 50mm f1.8 II, EF 35-80mm f4.0-5.6, EF 35-105mm f4.0-5.6, EF 80-200mm f4.5-5.6.	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.

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
W-EOSP	EOS 4-year Extended Protection Plan Package (EOS-1 not included)	49 ⁹⁵	14 ⁹⁵

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

YOU SAVE MORE!

\$10.00 SAVINGS ON EF 35-80mm f4.0-5.6 ZOOM LENS (EOS Rebel Only)

When you purchase the EF 35-80mm f4.0-5.6 Zoom Lens on a 1:1 basis with the EOS Rebel body, you save \$10.00 on the lens.

CODE NO.	DESCRIPTION	REGULAR PROMOTION NET PRICE	SPECIAL PROMOTION NET PRICE	YOU SAVE
C21-9571	EF 35-80mm f4.0-5.6 Zoom Lens	109 ⁰⁰	99 ⁰⁰	10 ⁰⁰

CANON EOS REBEL PROFIT PACKAGE

You can save \$20.00 on each EOS Rebel Profit Package shipped on a 1:1 basis with a Canon EOS Rebel body or EOS Rebel Kit. Back-orders will not be accepted. Packages can also be purchased separately at Regular Dealer Net Price.



Canon EOS Rebel Profit Package Includes:

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

Canon EOS Rebel Profit Package

CODE NO.	DESCRIPTION	REGULAR DEALER NET PRICE	SPECIAL PROMOTION PRICE	YOU SAVE
0-5100	EOS Rebel Profit Package	\$34 ⁹⁵	\$14 ⁹⁵	\$20 ⁰⁰

REBEL OWNERS CLUB

Every U.S. owner of an EOS Rebel or EOS Rebel S is invited to join the EOS Rebel Owners Club. Members receive special fanny pack, T-shirt, and regular mailings that include the Rebel Image, a four-page instructional bulletin issued four times per year, newsletter and contests open only to EOS Rebel Owners. Interaction between Canon and EOS Rebel Owners is encouraged, with technical staff available to answer questions by phone or mail.



INSTRUCTION VIDEOTAPE

When your customer registers the EOS Rebel or EOS Rebel S 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.



Canon EOS Rebel Advertising

NEW PRODUCTS

TELEVISION/PRINT ADVERTISING

Millions of viewers nationwide were first introduced to the EOS Rebel with an exciting television commercial featuring American tennis star Andre Agassi.

Now, joining the original "Image" commercial is a new spot called "Lenses" which will highlight the flexibility and creative options of using different lenses.

Both commercials will run on network prime-time programs and selected sports events.



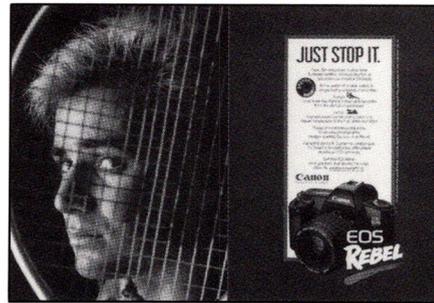
30-second EOS Rebel "Image" commercial



30-second EOS Rebel "Lenses" commercial



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

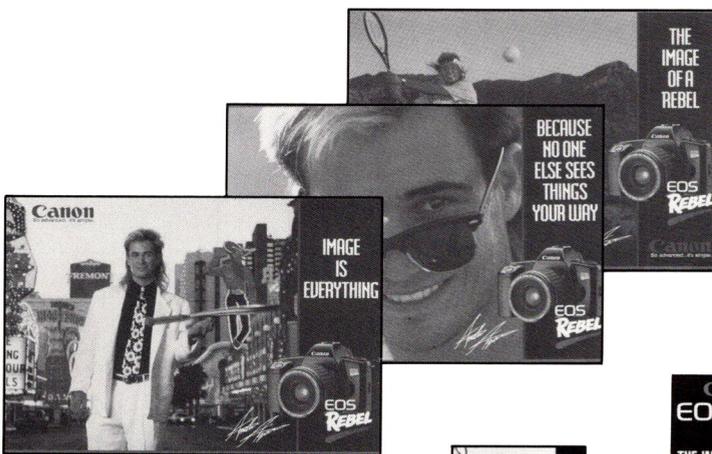


Consumer Spread Ad

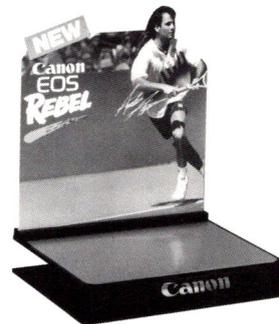


Consumer Single-Page Ad

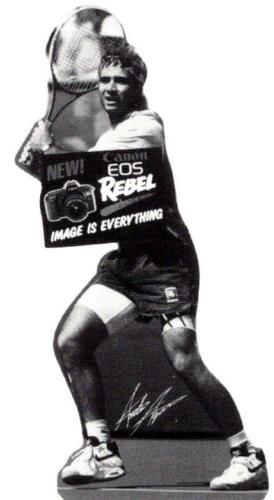
POINT-OF-SALE MATERIALS



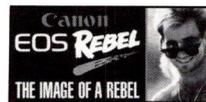
Posters



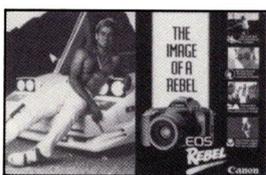
Camera Display



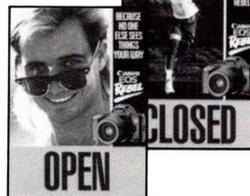
Life-size and 12'-High Display



Camera Topper



Counter Mat



Open/Closed Sign



Stickers

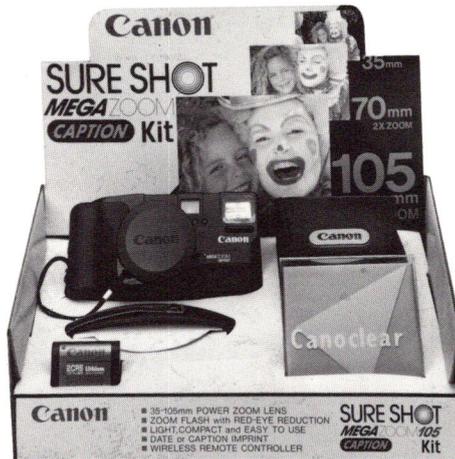


Banner

Canon 3x Zoom, More Innovations

NEW CANON SURE SHOT MEGA ZOOM 105/105 CAPTION INTRODUCTORY KIT

Canon SURE SHOT MEGA ZOOM 105 MEGA ZOOM 105 CAPTION



Introductory Kit includes: Sure Shot Mega Zoom 105 or Sure Shot Mega Zoom 105 Caption, soft case, lithium battery 2CR5, special lens cleaning cloth.

- Fully automatic camera with built-in 35-105mm power zoom lens lets you get up close from far away
- Incredibly light, compact and easy to use
- Built-in zoom flash with red-eye reduction
- Smart Autofocus System
- Imprints date, time or 1 of 5 captions on photos; offers wireless remote control shutter release (Caption model only)

Canon Sure Shot Mega Zoom 105 Introductory Kit

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 6+ UNIT PRICE
NEW C13-2662-2A1	Sure Shot Mega Zoom 105 Kit	430 ⁰⁰	245 ⁰⁰	234 ⁹⁵

INTRODUCTORY DOUBLE (6%) CO-OP ALLOWANCE ON NEW SURE SHOT MEGA ZOOM 105/CAPTION until 5/31/91

When you order the new Sure Shot Mega Zoom 105/Caption kit before May 31, 1991, 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.

Canon Sure Shot Mega Zoom 105 Caption Introductory Kit

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 6+ UNIT PRICE
NEW C13-2672-2A1	Sure Shot Mega Zoom 105 Caption Kit	460 ⁰⁰	265 ⁰⁰	254 ⁹⁵

Lens Shutter Extended Protection Plan

Provides 3 years of added protection in addition to standard 1-year limited warranty. A total of 4 years protection on lens shutter cameras (Photura/Caption and Snappy camera line not included).

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
NEW W-LSP1	Lens shutter camera 3-year extended Protection Plan (Photura/Caption and Snappy camera line not included)	44 ⁹⁵	9 ⁹⁵

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

Canon PHOTURA PHOTURA CAPTION

- Revolutionary new shape for one-handed operation
- Fast, 35-105mm f2.8-6.6 power zoom lens
- Smart triple-beam active AF
- Powerful zoom flash with red-eye reduction
- Takes great close-ups with snap-on attachment
- Date and caption imprinting and Canon's exclusive Remote Controller (Caption model only)



Canon Photura

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	QUANTITY 6+ UNIT PRICE
C13-2702	Canon Photura	490 ⁰⁰	285 ⁰⁰	269 ⁹⁵

DOUBLE (6%) CO-OP ALLOWANCE ON PHOTURA (Caption model not included)

When you order the Photura 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. Photura Caption not included.

Canon Photura Caption

C13-2712	Canon Photura Caption	545 ⁰⁰	315 ⁰⁰	299 ⁹⁵
----------	-----------------------	-------------------	-------------------	-------------------

SPECIAL \$10.00 BONUS PROMOTION ON PHOTURA CAPTION

Ask your Canon sales representative for details about the Special Bonus Promotion available on Photura Caption. **Note: Now you can assort Photura/Caption with any other lens shutter camera to obtain maximum quantity discount.**

Accessories for Canon Photura/Caption

C54-3821	Close-up Lens C1 for Canon Photura	25 ⁰⁰	15 ⁰⁰
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 on Photura and Photura Caption.

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



You can save \$30.00 on each Photura Profit Package shipped on a 1:1 basis with a Canon Photura/Caption body. Back-orders will not be accepted. Packages can also be purchased separately at Regular Dealer Net Price.

Photura Profit Package includes:

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

Canon Photura Profit Package

CODE NO.	DESCRIPTION	REGULAR DEALER NET PRICE	SPECIAL PROMOTION PRICE	YOU SAVE
★ 0-5000	Photura Profit Package	\$39 ⁸⁵	\$9 ⁸⁵	\$30 ⁰⁰

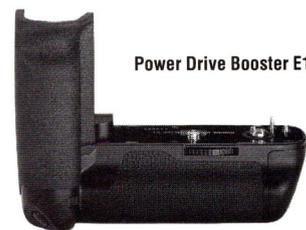
★ Limited inventory, first come, first served.

Canon EOS Cameras

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



- Top-line professional AF SLR
- Rugged and reliable
- World's fastest predictive AF
- Precision fine-tuning exposure control
- Auto-bracketing and 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	1,950 ⁰⁰	1,270 ⁰⁰	1,200 ⁰⁰

Power Drive Booster E1

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
C50-6011	Power Drive Booster E1	530 ⁰⁰	370 ⁰⁰

SPECIAL OFFER ON POWER DRIVE BOOSTER E1

You can save \$100 on each Power Drive Booster E1 when you purchase with an EOS-1 camera body on a 1:1 basis.

CODE NO.	DESCRIPTION	REGULAR DEALER NET PRICE	SPECIAL PROMOTION PRICE	YOU SAVE
C50-6011	Power Drive Booster E1	\$370 ⁰⁰	\$270 ⁰⁰	\$100 ⁰⁰

\$50.00 SAVINGS ON EF 80-200mm f2.8L LENS

When you purchase the EF80-200mm f2.8L Lens on a 1:1 basis with the EOS-1 body, you save \$50.00 on the lens.

CODE NO.	DESCRIPTION	REGULAR PROMOTION NET PRICE	SPECIAL PROMOTION NET PRICE	YOU SAVE
C21-9502	EF80-200mm f2.8L Zoom Lens	\$980 ⁰⁰	\$930 ⁰⁰	\$50 ⁰⁰



- Advanced flexible AF with 3 focus points
- Fully automatic, standard AE and metered manual modes
- Innovative bar code system
- Expanded custom function control
- Wireless remote control and 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

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

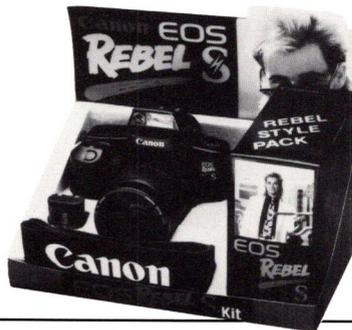


- Shows image even during exposure
- Catches the moment with real-time release
- Quiet, smooth, vibration-free operation
- High-speed One Shot and Predictive AI Servo AF
- Auto-bracketing and custom function control built in

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	660 ⁰⁰	425 ⁰⁰	399 ⁹⁵

Note: No 3% Co-op Advertising Allowance will be provided on EOS RT.



All the advanced features of the EOS Rebel plus a built-in retractable flash. Introductory Kit includes:

- EOS Rebel S body
- New EF35-105mm f4.0-5.6 lens
- Lithium battery 2CR5
- Special wide strap
- Rebel style pack which contains a stone-washed denim case and fashion quartz watch

Canon EOS Rebel S

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
NEW C12-8195-2M1	EOS Rebel S Introductory Kit	700 ⁰⁰	435 ⁰⁰	419 ⁰⁰



- Full-featured AF SLR at an affordable price
- Exceptionally compact, lightweight, and easy to use
- High-speed One Shot and Predictive AI Servo AF
- Fully automatic, standard AE, and metered manual modes
- Compatible with all EF lenses and EOS Speedlites

Canon EOS Rebel

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

For additional details on Canon EOS Rebel, see pages 2 through 5.

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
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 f2.8 Fisheye Lens	1,050 ⁰⁰	685 ⁰⁰	650 ⁰⁰
C21-5301	EF 24mm f2.8 Lens	450 ⁰⁰	290 ⁰⁰	275 ⁰⁰
C21-5281	EF 28mm f2.8 Lens	235 ⁰⁰	150 ⁰⁰	143 ⁰⁰
C21-5311	EF 35mm f2.0 Lens	430 ⁰⁰	275 ⁰⁰	260 ⁰⁰
Normal Lenses				
C21-6222	EF 50mm f1.0L Lens (USM) w/Lens Case LH-D12, Hood ES-79 (Filter Size 72mm)	3,400 ⁰⁰	2,210 ⁰⁰	2,100 ⁰⁰
C21-6241	EF 50mm f1.8 II Lens	139 ⁰⁰	75 ⁰⁰	69 ⁰⁰
Telephoto Lenses				
C21-7272	EF 85mm f1.2L Lens (USM) w/Lens Case LH-D12, Hood ES-79 (Filter Size 72mm)	2,380 ⁰⁰	1,550 ⁰⁰	1,450 ⁰⁰
C21-7261	EF 135mm f2.8 Lens w/Soft Focus	400 ⁰⁰	260 ⁰⁰	245 ⁰⁰
C21-8272	EF 200mm f1.8L Lens (USM) Set w/Lens Case Hood ET-123	5,830 ⁰⁰	3,800 ⁰⁰	3,600 ⁰⁰
C21-8252	EF 300mm f2.8L Lens (USM) Set w/Lens Case, Hood ET-118	5,340 ⁰⁰	3,480 ⁰⁰	3,300 ⁰⁰
NEW C21-8282	EF 400mm f2.8L Lens (USM) Set w/Lens Case, Hood ET-161B	9,200 ⁰⁰	6,000 ⁰⁰	5,700 ⁰⁰
C21-8292	EF 600mm f4.0L Lens (USM) Set w/Lens Case, Hood ET-161	10,850 ⁰⁰	7,050 ⁰⁰	6,700 ⁰⁰
Zoom Lenses				
C21-9512	EF 20-35mm f2.8L Zoom Lens w/Lens Case LH-D13, Hood EW-75 (Filter Size, 72mm)	1,880 ⁰⁰	1,220 ⁰⁰	1,150 ⁰⁰
★ C21-9422	EF 28-70mm f3.5-4.5 Zoom Lens	357 ⁰⁰	232 ⁰⁰	220 ⁰⁰
C21-9842	EF 28-80mm f2.8-4.0L Zoom Lens (USM) w/Lens Case LH-D16, Hood EW-79	1,950 ⁰⁰	1,265 ⁰⁰	1,200 ⁰⁰
C21-9571	EF 35-80mm f4.0-5.6 Zoom Lens	180 ⁰⁰	117 ⁰⁰	109 ⁰⁰
C21-9531	EF 35-135mm f4.0-5.6 Zoom Lens (USM)	480 ⁰⁰	310 ⁰⁰	289 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
C21-9561	EF 70-210mm f3.5-4.5 Zoom Lens (USM)	480 ⁰⁰	310 ⁰⁰	289 ⁰⁰
NEW C21-9611	EF 75-300mm f4.0-5.6 Zoom Lens	325 ⁰⁰	210 ⁰⁰	199 ⁰⁰
C21-9502	EF 80-200mm f2.8L Zoom Lens w/Lens Case LH-D23, Hood ES-79 (Filter Size 72mm)	1,590 ⁰⁰	1,030 ⁰⁰	980 ⁰⁰
C21-9581	EF 80-200mm f4.5-5.6 Zoom Lens	300 ⁰⁰	192 ⁰⁰	179 ⁰⁰
C21-9432	EF 100-300mm f5.6L Zoom Lens w/Lens Case ES-C20, Hood ET-62	830 ⁰⁰	540 ⁰⁰	515 ⁰⁰
C21-9551	EF 100-300mm f4.5-5.6 Zoom Lens (USM)	480 ⁰⁰	310 ⁰⁰	289 ⁰⁰
Macro Lenses				
C26-1191	EF 50mm f2.5 Compact Macro Lens	440 ⁰⁰	285 ⁰⁰	270 ⁰⁰
C26-1221	EF 100mm f2.8 Macro Lens	750 ⁰⁰	490 ⁰⁰	465 ⁰⁰
C54-3791	Life Size Converter EF for EF 50mm f2.5 Compact Macro Lens	300 ⁰⁰	195 ⁰⁰	185 ⁰⁰

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

★ Limited inventory, first come, first served.

Canon EF Extenders and TS-E 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 f1.8L, EF 300mm f2.8L, EF 400mm f2.8L, EF 600mm f4.0L	490 ⁰⁰	320 ⁰⁰	300 ⁰⁰
C54-3781	Extender EF 2x for EF 200mm f1.8L, EF 300mm f2.8L, EF 400mm f2.8L, EF 600mm f4.0L (EF 600mm f4.0L: Manual focus only)	380 ⁰⁰	250 ⁰⁰	235 ⁰⁰
Tilt and Shift Lenses				
NEW C21-5321	TS-E 24mm f3.5L Lens w/Lens Case LH-D14, Hood EW-75B	1,600 ⁰⁰	1,050 ⁰⁰	1,000 ⁰⁰
NEW C21-6231	TS-E 45mm f2.8 Lens w/Lens Case LH-D14, Hood EW-79B	1,600 ⁰⁰	1,050 ⁰⁰	1,000 ⁰⁰
NEW C21-7291	TS-E 90mm f2.8 Lens w/Lens Case LH-D14, Hood ES-65II	1,600 ⁰⁰	1,050 ⁰⁰	1,000 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	415 ⁰⁰	245 ⁰⁰	229 ⁰⁰
C50-0561	Speedlite 300EZ in Soft Case	215 ⁰⁰	130 ⁰⁰	119 ⁰⁰
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
NEW C50-1731	NiCd Pack for Power Drive Booster E1	120 ⁰⁰	70 ⁰⁰
NEW C50-1742	NiCd Charger for NiCd Pack E1	290 ⁰⁰	175 ⁰⁰

Accessories for EOS 10s

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
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

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
WK1-0052	Lithium Battery (6V, 2CR5) for EOS Cameras	12 ⁰⁰	5 ⁹⁰

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

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 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, EF 35-135mm f4.0-5.6 (USM)	78 ⁴⁰	47 ⁰⁰
C46-1391	Semi-Hard Case S for EOS RT, 620, 630, 650 w/EF 50mm f1.8, EF 24mm f2.8, EF 28mm f2.8	55 ⁰⁰	31 ⁰⁰
C46-1392	Semi-Hard Case L for EOS RT, 620, 630, 650 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 RT, 620, 630, 650 w/EF 35-105mm f3.5-4.5, EF 35-135mm f4.0-5.6 (USM)	59 ⁰⁰	33 ⁰⁰
C46-1582	Semi-Hard Case EH3-L for EOS 10s w/EF 35-70mm f3.5-4.5, EF 35-70mm f3.5-4.5/A, EF 28-70mm f3.5-4.5	55 ⁰⁰	31 ⁰⁰
C46-1583	Semi-Hard Case EH3-LL for EOS 10s, w/EF 35-135mm f4.5-5.6 (USM), EF 35-105mm f3.5-4.5	59 ⁰⁰	33 ⁰⁰
C46-1641	Semi-Hard Case EH5 for EOS Rebel S and EOS Rebel w/EF 50mm f1.8 II, EF 35-80mm f4.0-5.6, EF 35-105mm f4.0-5.6, EF 80-200mm f4.5-5.6	39 ⁰⁰	22 ⁰⁰
C46-1401	Snap Case SA-4 for all EOS bodies except EOS-1 w/EF 35-70mm f3.5-4.5/A, EF 28-70mm f3.5-4.5	50 ⁴⁰	28 ³⁰
C46-1402	Snap Case SB-4 for all EOS bodies except EOS-1 w/EF 35-105mm f3.5-4.5, EF 35-135mm f4.0-5.6 (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.



- Top-line professional manual focus SLR
- Accurate, reliable, and flexible
- Multiple AE modes and match-needle manual control
- Full range of specialized accessories

Canon F-1

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 4+ UNIT PRICE
C12-0751-211	Canon F-1 incl Eye-Level Finder FN, Focusing Screen FN-PE body only	1,690 ⁰⁰	1,100 ⁰⁰	1,050 ⁰⁰
C12-0752-211	Canon F-1 incl AE Finder FN, Focusing Screen FN-AE body only	1,790 ⁰⁰	1,150 ⁰⁰	1,100 ⁰⁰



- A catalyst for the creative mind
- Superb balance and handling
- Multiple metering and AE systems
- High-speed motor drive and 1/250 X-Sync
- Advanced TTL flash system

Canon T90

★ C12-1902-211	Canon T90 body only	1,050 ⁰⁰	680 ⁰⁰	650 ⁰⁰
----------------	---------------------	---------------------	-------------------	-------------------

★ Limited inventory, first come, first served.



- The easy way to get into photography
- Popular features at a popular price
- Canon's lightest SLR to date
- Responsive aperture priority and metered manual modes
- Compatible with all FD lenses

Canon T60

C12-1882-2A1	Canon T60 w/FD 35-70mm f3.5-4.5 Lens Set	400 ⁰⁰	260 ⁰⁰	224 ^{95*}
C12-1882-281	Canon T60 w/FD 50mm f1.8 Lens Set	325 ⁰⁰	210 ⁰⁰	179 ^{95*}
C12-1882-211	Canon T60 body only	245 ⁰⁰	160 ⁰⁰	146 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.



Speedlite for Canon T60

C50-0461	Canon Speedlite 60F	33 ⁰⁰	19 ⁹⁵
----------	---------------------	------------------	------------------

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	1,500 ⁰⁰	950 ⁰⁰	900 ⁰⁰
C21-5261	FD 14mm f2.8L Lens w/Neck Strap 7 in Case	2,900 ⁰⁰	1,900 ⁰⁰	1,800 ⁰⁰
C21-5202-201	FD Fisheye 15mm f2.8 Lens	1,400 ⁰⁰	900 ⁰⁰	850 ⁰⁰
C21-5163-201	FD 17mm f4.0 Lens	890 ⁰⁰	575 ⁰⁰	550 ⁰⁰
C21-5192-201	FD 20mm f2.8 Lens	650 ⁰⁰	420 ⁰⁰	400 ⁰⁰
C21-5232-201	FD 24mm f1.4L Lens	2,100 ⁰⁰	1,370 ⁰⁰	1,300 ⁰⁰
C21-5251-201	FD 24mm f2.0 Lens	810 ⁰⁰	525 ⁰⁰	500 ⁰⁰
C21-5115-201	FD 24mm f2.8 Lens	420 ⁰⁰	270 ⁰⁰	260 ⁰⁰
C21-5212-201	FD 28mm f2.0 Lens	810 ⁰⁰	525 ⁰⁰	500 ⁰⁰
C21-5223-201	FD 28mm f2.8 Lens	191 ⁰⁰	117 ⁰⁰	110 ⁰⁰
C21-5156-201	FD 35mm f2.0 Lens	540 ⁰⁰	345 ⁰⁰	330 ⁰⁰
C21-5241-201	FD 35mm f2.8 Lens	250 ⁰⁰	157 ⁰⁰	150 ⁰⁰
2-15183-23	TS 35mm f2.8 SSC Lens w/Hood & Tripod Adaptor in Case	1,600 ⁰⁰	1,050 ⁰⁰	1,000 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
Telephoto Lenses				
C21-7212-211	FD 85mm f1.2L Lens w/Hood	1,100 ⁰⁰	720 ⁰⁰	680 ⁰⁰
★ C21-7193-211	FD 85mm f1.8 Lens w/Hood	440 ⁰⁰	290 ⁰⁰	270 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	370 ⁰⁰	240 ⁰⁰	230 ⁰⁰
C21-7241-201	FD 135mm f2.0 Lens	730 ⁰⁰	475 ⁰⁰	450 ⁰⁰
C21-8312	FD 200mm f1.8L Lens w/Neck Strap 19 & Extension Hood ET-123 in Case	5,300 ⁰⁰	3,400 ⁰⁰	3,200 ⁰⁰
C21-7205	FD 200mm f2.8 Lens	810 ⁰⁰	525 ⁰⁰	500 ⁰⁰
C21-8092-221	FD 300mm f2.8L Lens w/Neck Strap 11, Action Strap 3 & Extension Hood EH-123 in Case	4,650 ⁰⁰	3,000 ⁰⁰	2,850 ⁰⁰
C21-8172-201	FD 300mm f4.0L Lens	1,900 ⁰⁰	1,230 ⁰⁰	1,170 ⁰⁰
C21-8142-201	FD 300mm f4.0 Lens	880 ⁰⁰	570 ⁰⁰	540 ⁰⁰
C21-8211-221	FD 400mm f2.8L Lens w/Neck Strap 9, built-in Hood & Extension Hood EH-162 in Case	8,000 ⁰⁰	5,200 ⁰⁰	4,900 ⁰⁰
C21-8102-211	FD 400mm f4.5 Lens w/Action Strap 3 in Case	2,380 ⁰⁰	1,540 ⁰⁰	1,470 ⁰⁰
C21-8182	FD 500mm f4.5L Lens w/Neck Strap 11 & Extension Hood EH-123 in Case	5,500 ⁰⁰	3,600 ⁰⁰	3,400 ⁰⁰
C21-8152-211	Reflex 500mm f8.0 Lens in Case	970 ⁰⁰	630 ⁰⁰	600 ⁰⁰
C21-8122-221	FD 600mm f4.5 Lens w/Neck Strap 9 & Extension Hood EH-150 in Case	4,490 ⁰⁰	2,900 ⁰⁰	2,770 ⁰⁰
C21-8192-221	FD 800mm f5.6L Lens w/Neck Strap 9 & Extension Hood EH-150 in Case	6,300 ⁰⁰	4,100 ⁰⁰	3,900 ⁰⁰

★ Limited inventory, first come, first served.

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 f3.5L Zoom Lens w/Hood	1,400 ⁰⁰	900 ⁰⁰	850 ⁰⁰
★ C21-9271	FD 28-55mm f3.5-4.5 Zoom Lens w/Macro	290 ⁰⁰	190 ⁰⁰	180 ⁰⁰
C21-9291	FD 28-85mm f4.0 Zoom Lens w/Macro	650 ⁰⁰	420 ⁰⁰	400 ⁰⁰
C21-9251	FD 35-70mm f3.5-4.5 Zoom Lens w/Macro	206 ⁰⁰	127 ⁰⁰	119 ⁰⁰
C21-9211	FD 50-300mm f4.5L Zoom Lens w/Hood S-100 & Action Strap 3 in Case	3,250 ⁰⁰	2,100 ⁰⁰	2,000 ⁰⁰
C21-9261	FD 75-200mm f4.5 Zoom Lens w/Macro	290 ⁰⁰	195 ⁰⁰	175 ⁰⁰
C21-9172	FD 80-200mm f4.0L Zoom Lens w/Macro	850 ⁰⁰	550 ⁰⁰	520 ⁰⁰
C21-9162	FD 100-300mm f5.6L Zoom Lens w/Macro	850 ⁰⁰	550 ⁰⁰	520 ⁰⁰
C21-9163	FD 100-300mm f5.6 Zoom Lens w/Macro	420 ⁰⁰	275 ⁰⁰	260 ⁰⁰
Macro Lenses				
C26-1132-211	FD 50mm f3.5 Macro Lens w/Extension Tube FD25	460 ⁰⁰	295 ⁰⁰	280 ⁰⁰
C26-1142-211	FD 100mm f4.0 Macro Lens w/Extension Tube FD50	800 ⁰⁰	500 ⁰⁰	480 ⁰⁰
C26-1171-201	FD 200mm f4.0 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†	340 ⁰⁰	220 ⁰⁰	210 ⁰⁰
C54-3663-211	Extender FD 2x Type B for lenses shorter than 300mm	390 ⁰⁰	255 ⁰⁰	250 ⁰⁰
C54-3761-211	Extender FD 1.4x Type A for 200mm or longer lenses	390 ⁰⁰	255 ⁰⁰	250 ⁰⁰

★ Limited inventory, first come, first served.

† For FD 300mm f2.8L and FD 400mm f2.8L, 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 14-16 of Canon's 1991 Spring Season Authorized Dealer Price List. (Note: This offer does not apply to FD 50mm f1.8 and FD 50mm f1.4 lenses.)

For details of 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)	285 ⁰⁰	170 ⁰⁰
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	80 ⁰⁰	50 ⁰⁰
C46-1122	Case L for F-1 and Eye Level Finder FN	80 ⁰⁰	50 ⁰⁰
C46-1123	Case AE-S for F-1 and AE Finder FN	80 ⁰⁰	50 ⁰⁰
C46-1261	Case for T90	69 ⁰⁰	39 ⁰⁰
C46-1621	Case S for the Canon T60 w/FD 50mm f1.8	33 ⁰⁰	20 ⁰⁰
C46-1622	Case L for the Canon T60 w/FD 35-70mm f3.5-4.5	37 ⁰⁰	22 ⁰⁰

Canon Special Merchandise for SLR Package

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
NEW 9-01200	EOS-1 Book "THE ART OF THE IMAGE"	27 ⁰⁰	15 ⁰⁰
★ 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.

Canon Special Merchandise for SLR Package

CREATE YOUR OWN PACKAGE

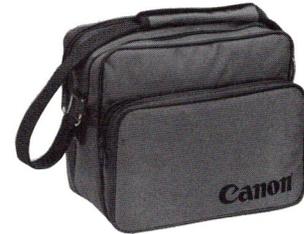
Use these beautiful Canon accessories to create your own profit-building packages. See page 16 for price information.



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



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



52mm HAZE (UV-1)
52mm SKY 1A Canon's most popular filters.



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.

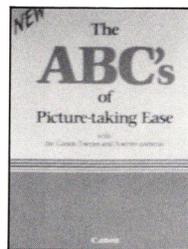
THE MORE THEY KNOW, THE MORE THEY BUY!



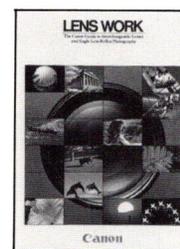
★ **The EOS Family Album** Designed for photographers using the EOS system. The EOS Family Album shows them how to take full advantage of EOS Camera features: highlighting creative techniques utilizing EF lenses and accessories to obtain excellent photographs.



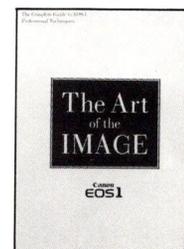
T90 Performance Book For the advanced or professional photographer, there is no guide to a camera like this book. A clear, complete directive to the world's most advanced camera and its capabilities.



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.



The Art of the Image: The Complete Guide to EOS-1 Professional Techniques. Featuring a gallery of photographs and interviews with the world's leading photographers, this book highlights the creative results they—and any advanced photographer—are able to achieve with the EOS-1 and its accessories.

★ 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.



Canon Photura

- Revolutionary new shape for one-handed operation
- Fast, 35-105mm f2.8-6.6 power zoom lens
- Smart triple-beam active AF
- Powerful zoom flash with red-eye reduction
- Takes great close-ups with snap-on attachment
- Date and caption imprinting and Canon's exclusive Remote Controller (Caption model only)

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 6+ UNIT PRICE
C13-2702	Canon Photura with Hand Strap C1 and Neck Strap 21	490 ⁰⁰	285 ⁰⁰	269 ⁹⁵
C13-2712	Canon Photura Caption	545 ⁰⁰	315 ⁰⁰	299 ⁹⁵

SPECIAL \$10.00 BONUS PROMOTION ON PHOTURA CAPTION

DOUBLE (6%) CO-OP ALLOWANCE ON PHOTURA (Caption model not included)

For additional details on Canon Photura, see page 7.



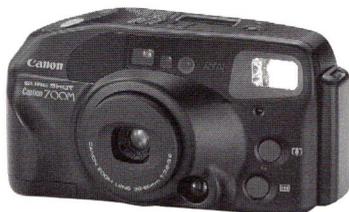
- Fully automatic camera with built-in 35-105mm power zoom lens lets you get up close from far away
- Incredibly light, compact and easy to use
- Built-in zoom flash with red-eye reduction
- Smart Autofocus system
- Imprints date, time or 1 of 5 captions on photos; offers wireless remote control shutter release (Caption model only)

Canon Sure Shot Mega Zoom 105/Caption Introductory Kit

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	ASSORTED QUANTITY 6+ UNIT PRICE
NEW C13-2662-2A1	Canon Sure Shot Mega Zoom 105 Kit	430 ⁰⁰	245 ⁰⁰	234 ⁹⁵
NEW C13-2672-2A1	Canon Sure Shot Mega Zoom 105 Caption Kit	460 ⁰⁰	265 ⁰⁰	254 ⁹⁵

INTRODUCTORY DOUBLE (6%) CO-OP ALLOWANCE ON NEW SURE SHOT MEGA ZOOM 105/CAPTION until 5/31/91

For additional details on Canon Sure Shot Mega Zoom 105, see page 6.



- Unique captioning capability lets you imprint messages, date, or time on your photos
- Fully automatic compact 38-60mm power zoom lens and 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

SPECIAL \$5.00 BONUS PROMOTION ON SURE SHOT CAPTION ZOOM

Ask your Canon sales representative for details about the Special Bonus Promotion on the Sure Shot Caption Zoom.

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



- 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	290 ⁰⁰	168 ⁰⁰	154 ⁹⁵



- 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 and built-in alarm clock

Canon Sure Shot/Sure Shot Date

C13-2822	Sure Shot	205 ⁰⁰	117 ⁰⁰	109 ⁹⁵
C13-2832	Sure Shot Date	260 ⁰⁰	153 ⁰⁰	139 ⁹⁵

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

When you order the 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. Sure Shot Date not included.

SPECIAL \$5.00 BONUS PROMOTION ON SURE SHOT DATE

Ask your Canon sales representative for details about the Special Bonus Promotion available on Sure Shot Date.



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

C13-2592	Canon Snappy AF	154 ⁰⁰	87 ⁰⁰	79 ⁹⁵
C13-2922	Canon Snappy Q	100 ⁰⁰	52 ⁰⁰	47 ⁹⁵

Lithium Battery

WK1-0052	Lithium Battery (6V, 2CR5) for Photura/Caption, Mega Zoom 105/Caption, Sure Shot Caption Zoom, Sure Shot Zoom S, Sure Shot and Snappy AF models	12 ⁰⁰	5 ⁹⁰	
----------	---	------------------	-----------------	--

NEW Lens Shutter Extended Protection Plan

Provides 3 years of added protection in addition to standard 1-year limited warranty. A total of 4 years protection on lens shutter cameras (Photura/Caption and Snappy camera line not included).

CODE NO.	DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE
W-LSP1	Lens shutter camera 3-year extended Protection Plan (Photura/Caption and Snappy camera line not included)	44 ⁹⁵	9 ⁹⁵

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

LENS SHUTTER

Canon Spring Promotion Summary

EFFECTIVE MARCH 26, 1991 THROUGH JUNE 30, 1991

SPECIAL BONUS PROMOTION

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

Photura Caption
Sure Shot Caption Zoom
Sure Shot Date

ADDITIONAL CO-OP ALLOWANCE

Double Co-op Allowance on Mega Zoom 105/Caption, Photura and Sure Shot.

SPECIAL SAVINGS

EOS-1 with Power Drive Booster
EOS-1 with EF 80-200mm f2.8L Lens
EOS Rebel and EOS Rebel S

- **Introductory Kit**
- **Profit Package**
- **EF 35-80mm f4.0-5.6 Zoom Lens**

Photura Profit Package
Filters

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 10s, EOS RT, EOS Rebel S, 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, Mega Zoom 105/Caption, Caption Zoom, Zoom S, Sure Shot/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.

Canon Programs:

PROMOTIONAL PRICE TERMS

This 1991 Spring Season Profit Maker Program will be in effect from March 26, 1991 to June 30, 1991. 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 1991 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 March 26, 1991 and June 30, 1991 qualify for the credit

terms listed below. Prices on all Canon photographic products can be found in Canon's 1991 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.

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 March 26, 1991 to June 30, 1991, 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 Mar 26, '91 to Apr. 25, '91	Shipped purchases Apr. 26 '91 to May 25, '91	Shipped purchases May 26, '91 to June 30, '91
Pay Entire Amount by Discount	May 10, '91 5%	June 10, '91 5%	July 10, '91 5%
Pay Entire Amount by Discount	June 10, '91 2%	July 10, '91 2%	Aug. 10, '91 2%
Pay Entire Amount by Discount	July 10, '91 NET	Aug. 10, '91 NET	Sept. 10, '91 NET

NOTE: All orders not completely shipped by June 30, 1991 will be automatically cancelled.

OPTIONAL CREDIT TERMS

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

Beginning March 26, 1991, 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.

EARN 3% CO-OP ADVERTISING ALLOWANCE

Authorized Canon dealers earn a 3% Co-op Advertising Allowance on all merchandise listed in the 1991 Spring Season 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 1991 Spring Season Co-op Advertising Programs 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 "Image" commercial



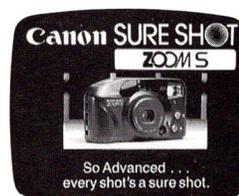
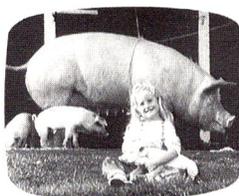
30-second EOS Rebel "Lenses" commercial



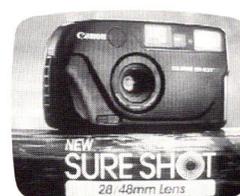
30-second Photura commercial



30-second Sure Shot Zoom S commercial



15-second Sure Shot commercial



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



NBC



ABC



CBS



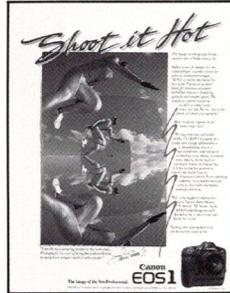
FOX



ESPN SPORTS

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



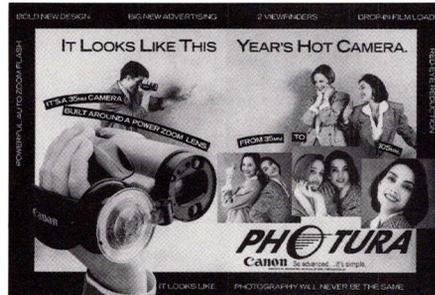
EOS Rebel Consumer Ad



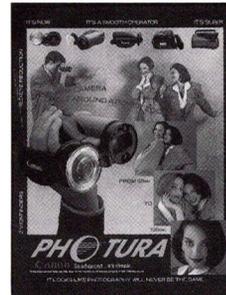
EOS Rebel Consumer Ad



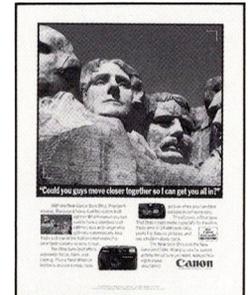
EOS 10s Consumer/Hobbyist Ad



Photura Consumer Ad



Photura Consumer Ad



Sure Shot Consumer Ad

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

- LIFE**
- Sports Illustrated**
- People**
- Newsweek**
- Travel & Leisure**

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

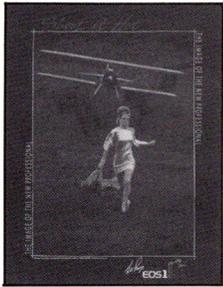
- Popular Photography**
- American Photo**
- Petersen's Photographic**
- Outdoor Photographer**
- Outside**

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



Canon Display Materials

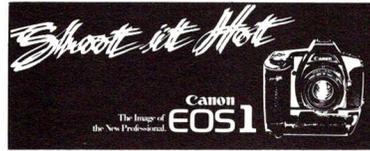
EOS CAMERAS



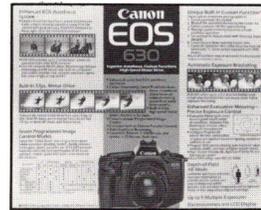
EOS-1 Poster (series of 3)



EOS-1 Slim Line Poster



EOS-1 Banner



EOS 630 Counter Mat



EOS 630 Stickers



EOS Rebel Banner



EOS 630 Poster



EOS 630 Stickers



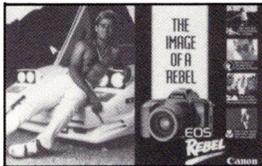
EOS Rebel Poster (series of 3)



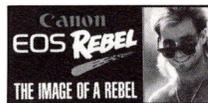
EOS Rebel Open/Closed Sign



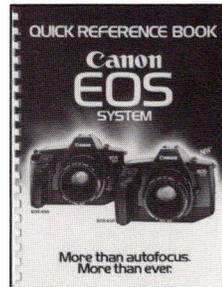
EOS Rebel Stickers



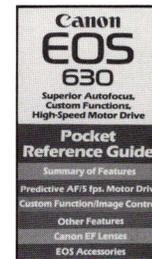
EOS Rebel Counter Mat



Camera Topper



Quick Reference Book



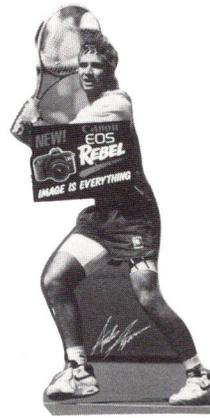
Pocket Reference Guides



Display (POP-4)



Display (POP-5)



Life-size and 12"-High Display

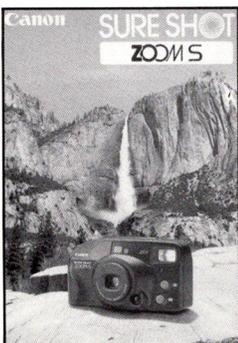
Display (POP-6)



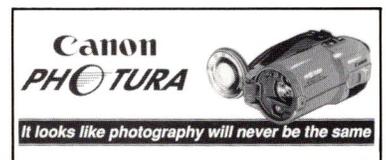
Camera Display (POP-15)

LENS SHUTTER CAMERAS

Sure Shot Caption Zoom Poster



Sure Shot Zoom S Poster



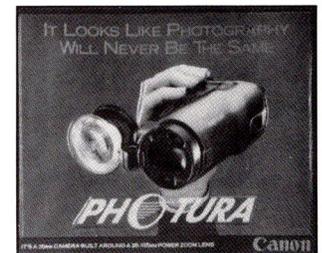
Photura Banner



Photura Display (POP-12)



Photura Inflatable



Photura Vacuum-form Poster

F-1 AND "T" SERIES SLR CAMERAS



T90 Display (POP-7)



FD Lens Posters



T90 Poster



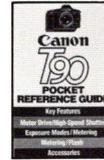
FD Lens Counter Mat



Display (POP-1)



T90 Stickers



Pocket Reference Guide



T90 Counter Mat



F-1 Display (POP-8)



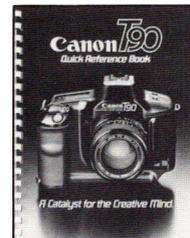
T90 Stickers



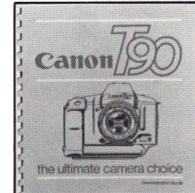
FD Lenses (POP-3)



Speedlite Display (POP-25)

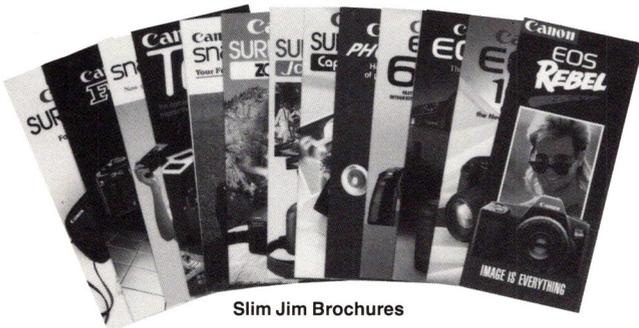


Quick Reference Book



Guide Book

FULL LINE



Slim Jim Brochures



Canon Logo Stickers



Display (POP-1)

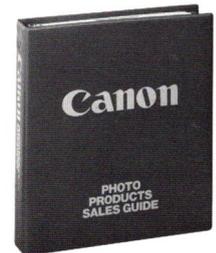
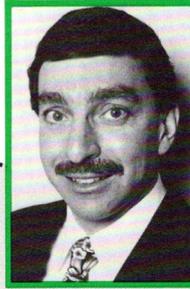


Photo Products Sales Guide

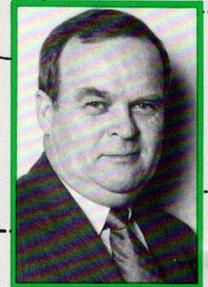
We Support You!



ELLIOTT PECK
NATIONAL SALES
MANAGER

Spring is here—and with it comes another season of ample sales opportunities for you. The 1991 Spring Season Profit Maker has been designed to help you make the most of your peak sales season, with more new products, and more creative promotions and aggressive advertising to support them. Plus more programs to help boost your profits!

On behalf of our headquarters staff, managers, sales staff and technical department, please accept my best wishes for an exciting and profitable Spring 1991.



RICH MENGLER
MIDWESTERN REGIONAL
SALES MANAGER



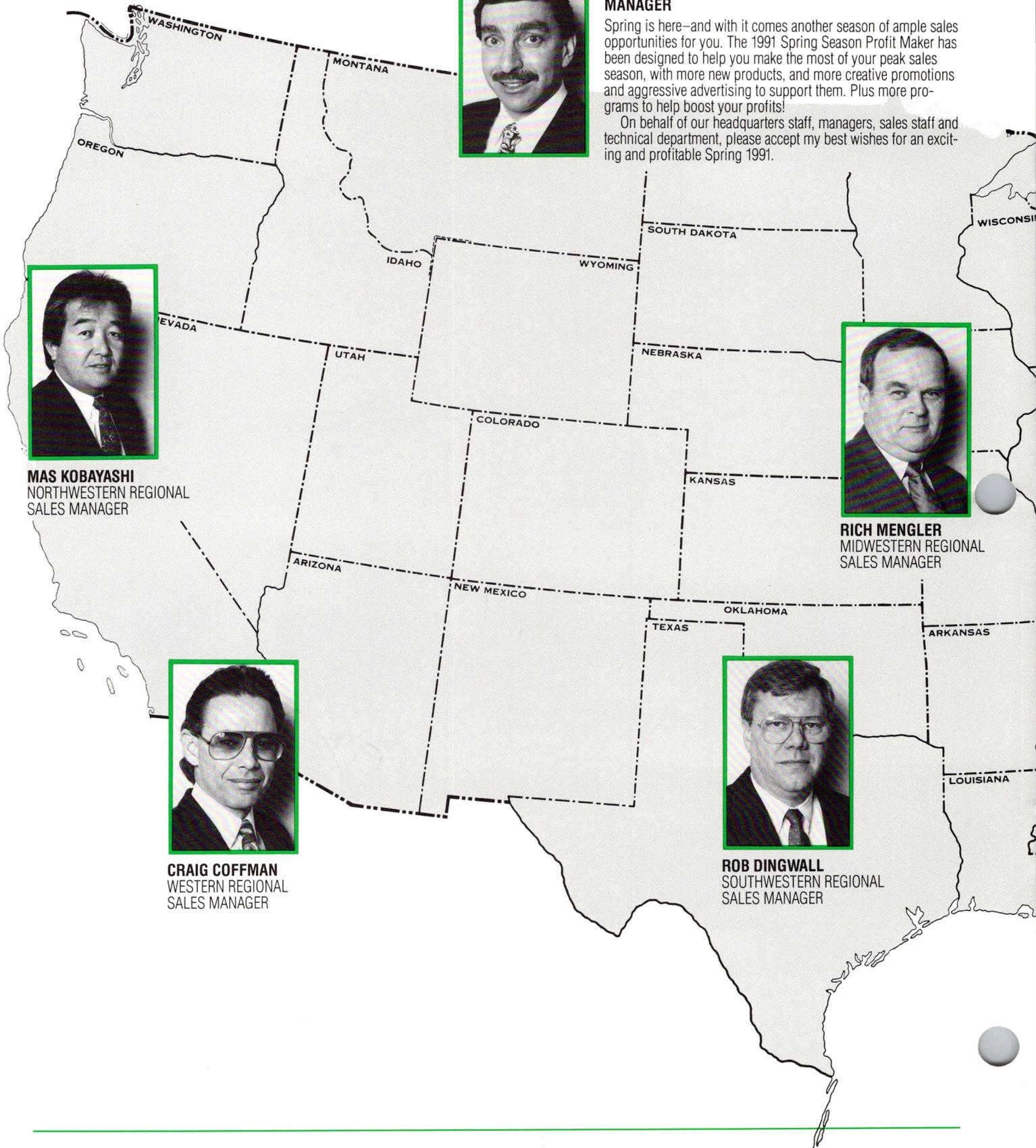
ROB DINGWALL
SOUTHWESTERN REGIONAL
SALES MANAGER

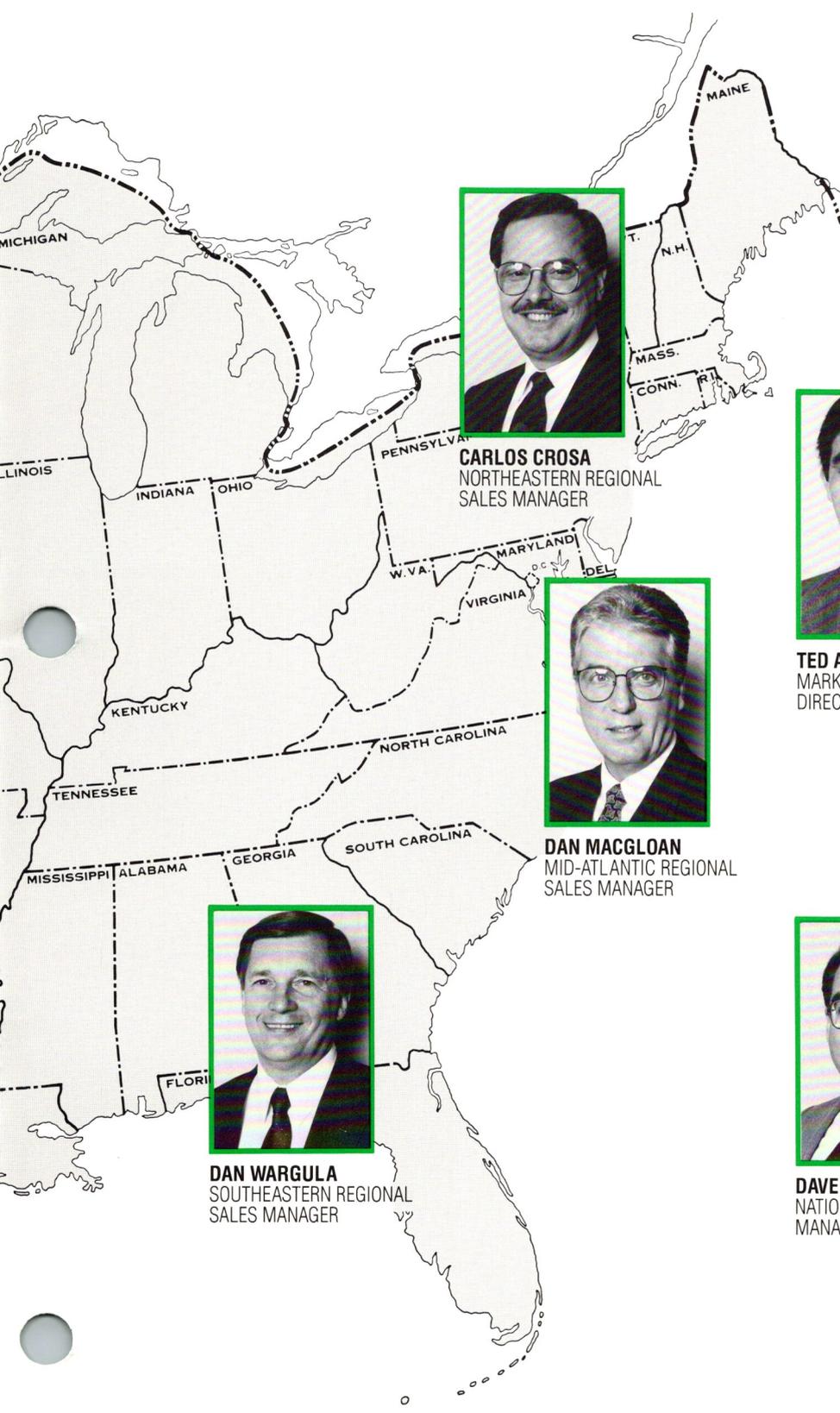


CRAIG COFFMAN
WESTERN REGIONAL
SALES MANAGER



MAS KOBAYASHI
NORTHWESTERN REGIONAL
SALES MANAGER





JOE ADACHI
DIRECTOR &
GENERAL MANAGER



CARLOS CROSA
NORTHEASTERN REGIONAL
SALES MANAGER



TED ANDO
MARKETING
DIRECTOR



KEN MIURA
SALES ADMINISTRATION
MANAGER



DAN MACGLOAN
MID-ATLANTIC REGIONAL
SALES MANAGER



DAN WARGULA
SOUTHEASTERN REGIONAL
SALES MANAGER



DAVE METZ
NATIONAL TECHNICAL
MANAGER



TERRY MARKWART
NATIONAL ACCOUNTS
MANAGER

Canon

Canon USA, Inc., One Canon Plaza, Lake Success, NY 11042
Canon USA, Inc., 5701 General Washington Drive, Alexandria, VA 22312
Canon USA, Inc., 100 Park Blvd., Itasca, IL 60143
Canon USA, Inc., 5625 Oakbrook Pkwy., Norcross, GA 30093
Canon USA, Inc., 3200 Regent Blvd., Irving, TX 75063
Canon USA, Inc., 123 Paularino Ave. East, Costa Mesa, CA 92626
Canon USA, Inc., 4000 Burton Drive, Santa Clara, CA 95054
Canon USA, Inc., 1020 Auahi Street, Bldg. 8, Honolulu, HI 96814