

Spring Season Promotion Summary

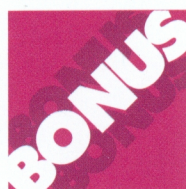
Effective March 26, 1992 through June 30, 1992.



Power Drive Booster E1 with EOS-1		Save \$100
EOS Elan Standard Kit		Save \$30
EOS Rebel S 35-105 Kit		Save \$43
EOS Rebel S 35-80 Kit		Save \$23
EOS Rebel Kit		Save \$33
EF 35-105mm f4.5-5.6 with EOS Rebel S/EOS Rebel body		Save \$10
EF 35-80mm f4.0-5.6 with EOS Rebel S/EOS Rebel body		Save \$10
EOS Rebel Profit Package		Save \$20
"Galaxy Pack"—Photura Profit Package 2		Save \$15



EOS Elan Standard Kit		\$20 Co-op
EOS Elan body		\$10 Co-op
EOS Rebel S 35-80mm Kit		\$20 Co-op
Photura		\$10 Co-op
Photura 135 Caption Kit		\$10 Co-op
Photura 135 Kit		\$10 Co-op
Snappy EZ		2x Co-op



Sure Shot Mega Zoom 105 Caption Kit		\$10 Bonus
Sure Shot Mega Zoom 105 Caption		\$10 Bonus

Profit Maker Promotions

As always, you can expect a wide range of support programs from Canon! We have designed creative new promotions to help you make even more of your peak selling seasons. And we will be repeating many promotion programs that have been proven profit makers.

We're also making it easier for you to know what promotions apply to any given Canon product. Just turn this page to see the definition of each symbol, plus additional promotions. Then simply look for these symbols in each product section; or refer to the quick reference chart on the top of this page.

**1992 Spring Season Profit Maker is effective
March 26, 1992 to June 30, 1992.**

Profit Maker Promotions and Ad Support Summary



Special Savings

This symbol indicates special savings are available on specific Canon products. Savings vary so see the individual product page for details.



Extra Co-op Allowance

This symbol indicates that you will accrue a special Co-op allowance in addition to the standard 3% Co-op allowance. Your special Co-op allowance will be immediately added to your account and will appear on your monthly Co-op statement.



Special Bonus Promotion

When you see this symbol you can become eligible for a special bonus. Ask your Canon sales representative for details.



Television Advertising

The TV symbol indicates which products Canon is supporting with national television advertising. For a complete listing of TV ads, see the advertising section of the Profit Maker.



Print Advertising

The print symbol indicates which products Canon is supporting with eye-catching, full-color advertisements. For a complete list of color print ads, see the advertising section within the Profit Maker.

Mix and Match Promotions

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

- A. Buy any 4 or more Canon SLR cameras 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 at low dealer net.
- B. Buy any 6 or more Canon lens shutter cameras 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.

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 28-30 of Canon's 1992 Spring Season Authorized Dealer Price List. (Note: This offer does not apply to FD 50mm f1.8 and 50mm f1.4 lenses.)

Promotional Price Terms

This 1992 Spring Season Profit Maker Program will be in effect from March 26, 1992 to June 30, 1992. 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 1992 Spring Season Profit Maker Program also shows you the actual net price of each product you order. There are special promotions throughout this book.

EOS 1

EOS-1 Camera and Accessories... The image of the new professional.

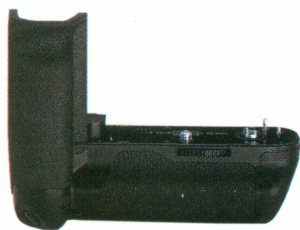
- Top-line professional AF SLR
- Rugged and reliable
- World's fastest predictive AF
- Precision fine-tuning exposure control
- Auto-bracketing and custom function control built in



Canon EOS-1

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-8002-221	EOS-1 body only w/Lithium Battery	1,950.00	1,270.00	1,200.00
C50-6011	Power Drive Booster E1	530.00	370.00	—

Power Drive Booster E1



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

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

EF Lenses



EF 20-35mm f2.8L

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C21-9512	EF 20-35mm f2.8L Zoom Lens	1,880.00	1,220.00	1,150.00



EF 80-200mm f2.8L

C21-9502	EF 80-200mm f2.8L Zoom Lens	1,590.00	1,030.00	980.00
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EF 300mm f2.8L

C21-8252	EF 300mm f2.8L Telephoto Lens (USM)	5,340.00	3,480.00	3,300.00
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EOS-1 Accessories



Speedlite 430 EZ

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

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
C50-0612	Speedlite 430 EZ with Case	415.00	245.00	229.00
C50-7041	Command Back E1 for EOS-1	265.00	160.00	—
C50-1731	NiCd Pack E1 for Power Drive Booster E1	120.00	70.00	—
C50-1742	NiCd Charger E1 for NiCd Pack E1	290.00	175.00	—
C46-1501	Semi-Hard Case EH2-S	73.40	44.00	—
C46-1502	Semi-Hard Case EH2-L	73.40	44.00	—
C46-1503	Semi-Hard Case EH2-LL	78.40	47.00	—
WK1-0052	6V Lithium Battery 2CR5	12.00	5.90	—

EOS-1 Extended Protection Plan

Note: No 3% Co-op Advertising Allowance will be provided on protection plans.

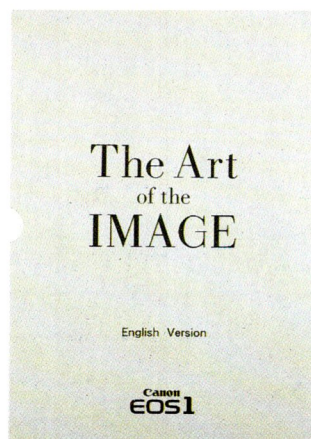
W-E001	4-year Extended Protection Plan for EOS-1 provides 4 years of added protection (body only) in addition to standard 1-year limited warranty	89.95	29.95	—
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The Art of the Image:

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.

Code No.	Description	Suggested List Price	Dealer Net Price
9-01200	EOS-1 Book "The Art of the Image"	27.00	15.00



EOS RT



Top AF-SLR Performance...and Profitability!

- 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

EOS RT Accessories



**Speedlite
430 EZ**

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
C50-0612	Speedlite 430 EZ with Case	415.00	245.00	229.00
C50-0561	Speedlite 300 EZ with Case	215.00	130.00	119.00
C51-9851	Quartz Date Back E	109.00	61.00	—
C46-1391	Semi-Hard Case S for EOS RT w/EF 35mm f2.0, EF 24mm f2.8, EF 28mm f2.8 or equivalent	55.00	31.00	—
C46-1392	Semi-Hard Case L for EOS RT w/EF 28-80mm f3.5-5.6 (USM) or equivalent	55.00	31.00	—
C46-1393	Semi-Hard Case LL for EOS RT w/EF 35-135mm f4.0-5.6 (USM) or equivalent	59.00	33.00	—
WK1-0052	6V Lithium Battery 2CR5	12.00	5.90	—

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

EOS Extended Protection Plan

Code No.	Description	Suggested List Price	Dealer Net Price
W-EOSP	EOS 4-year Extended Protection Package provides 4 years of added protection (body only) in addition to standard 1-year limited warranty	49.95	14.95

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

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

EOS 10s

EOS 10s—Innovation Plus

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



Canon EOS 10s

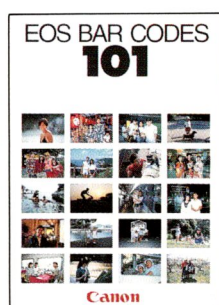
Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-8135-211	EOS 10s body only	730.00	475.00	435.95

EF Lenses

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C21-9531	EF 35-135mm f4.0-5.6 (USM)	480.00	310.00	289.00
C21-9561	EF 70-210mm f3.5-4.5 (USM)	480.00	310.00	289.00
C21-9551	EF 100-300mm f4.5-5.6 (USM)	480.00	310.00	289.00

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

EOS 10s Accessories



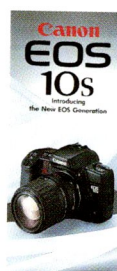
Code No.	Description	Suggested List Price	Dealer Net Price
C58-5591	Remote Controller RC-1	19.00	11.50
C58-5581	Bar-Code Reader E with Booklet	60.00	36.00
9-01400	EOS Bar Codes 101	14.00	7.00
C51-9971	Grip Extension GR-60 with Wrist Strap	38.00	23.00
C46-1582	Semi-Hard Case EH 3-L for EOS 10s w/EF 28-80mm f3.5-5.6 (USM) or equivalent	55.00	31.00
C46-1583	Semi-Hard Case EH 3-LL for EOS 10s w/EF 35-135mm f4.0-5.6 (USM) or equivalent	59.00	33.00
WK1-0052	6V Lithium Battery 2CR5	12.00	5.90

EOS Extended Protection Plan

W-EOSP	4-Year Extended Protection Plan for all EOS cameras (except EOS-1) provides 4 years of added protection (body only) in addition to standard 1-year limited warranty	49.95	14.95
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NOTE: No 3% Co-op Advertising Allowance will be provided on Protection Plans.

Support Materials



Slim Jim



Emblem



Camera Display Stand

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

EOS ELAN

Experience EOS Elan

- Quiet film transport system
- Multi-function autozoom flash with red-eye reduction
- "Green zone" program AE with camera-shake prevention; Programmed Image Controls; Bar-code programming and standard AE modes and manual
- 7 custom control functions include mirror lock and depth-of-field preview
- Versatile, easy-to-use controls via Quick Control Dial, Electronic Input Dial and Command Dial



Canon EOS Elan

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-8154-211	EOS Elan body only	580.00	370.00	359.95

EF Lenses

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C21-9661	EF 28-80mm 3.5-5.6 Lens (USM)	425.00	270.00	255.00
C21-9531	EF 35-135mm f4.0-5.6 Zoom (USM)	480.00	310.00	289.00
C21-9561	EF 70-210mm f3.5-4.5 Zoom (USM)	480.00	310.00	289.00
C21-9551	EF 100-300mm f4.5-5.6 Zoom (USM)	480.00	310.00	289.00

EOS Elan Accessories

Code No.	Description	Suggested List Price	Dealer Net Price
C58-5581	Bar Code Reader E w/Booklet	60.00	36.00
9-01400	Bar Codes 101	14.00	7.00
C58-5591	RC-1 Wireless Remote Controller	19.00	11.50
C51-9991	Grip Extension w/Wrist Strap GR-70	28.00	17.00
C46-1692	EH-6L Case	55.00	31.00
C46-1693	EH-6LL Case	59.00	33.00
WK1-0052	6 Volt 2CR5 Lithium Battery	12.00	5.90

EOS Extended Protection Plan

Code No.	Description	Suggested List Price	Dealer Net Price
W-EOSP	4-Year Extended Protection Plan for all EOS cameras (except EOS-1) provides 4 years of added protection (body only) in addition to standard 1-year limited warranty	49.95	14.95

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

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.



EOS Elan Standard Kit

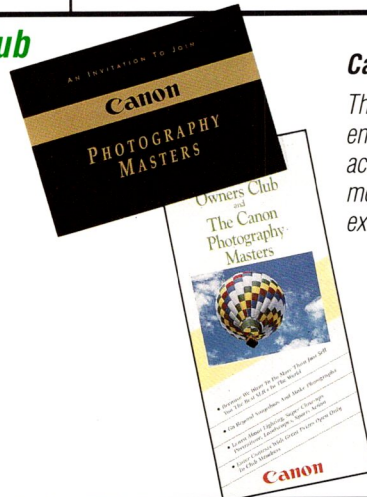
- EOS Elan body
- EF 28-80mm f3.5-5.6 **(USM)** Lens
- Wide Neck Strap
- Lithium Battery 2CR5



EOS Elan Standard Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8154-2R1	EOS Elan Standard Kit	980.00	620.00	590.00

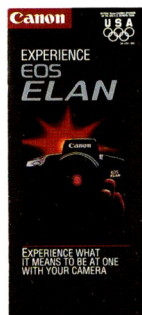
Photography Masters Club



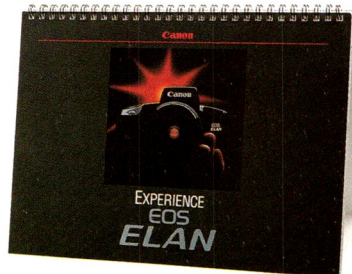
Canon Photography Masters Club

The new Canon Photography Masters Club is designed to encourage and award advanced amateurs' photographic achievements, through a six-level certification program. Plus, members receive *The Art of the Image* and Canon In-Focus, an exclusive Club magazine.

Support Materials



Slim Jim



Flip Chart



Counter Mat



EOS REBEL S

EOS REBEL

EOS Rebel S and EOS Rebel... Because image is everything

- Affordably priced, full-featured AF SLRs that are exceptionally lightweight, compact 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
- EOS Rebel S features a built-in retractable flash



Canon EOS Rebel S

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-8195-211	EOS Rebel S body only	415.00	270.00	249.95

Canon EOS Rebel

C12-8191-211	EOS Rebel body only	300.00	195.00	179.95
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\$10 Savings

\$10.00 Savings on EF 35-80mm f4.0-5.6 zoom lens or EF 35-105mm f4.5-5.6 zoom lens. When you purchase the EF 35-80mm f4.0-5.6 zoom lens or EF 35-105mm f4.5-5.6 zoom lens on a 1:1 basis with the EOS Rebel S or EOS Rebel body, you save \$10.00 on the lens.

Code No.	Description	Regular Dealer Net Price	Special Promotion Price	You Save
C21-9571	EF 35-80mm f4.0-5.6 Zoom Lens	109.00	99.00	10.00
C21-9591	EF 35-105mm f4.5-5.6 Zoom Lens	169.00	159.00	10.00



\$20 Savings

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 S/ EOS Rebel body or EOS Rebel S/EOS Rebel Kit. Packages can also be purchased separately at Regular Dealer Net Price.

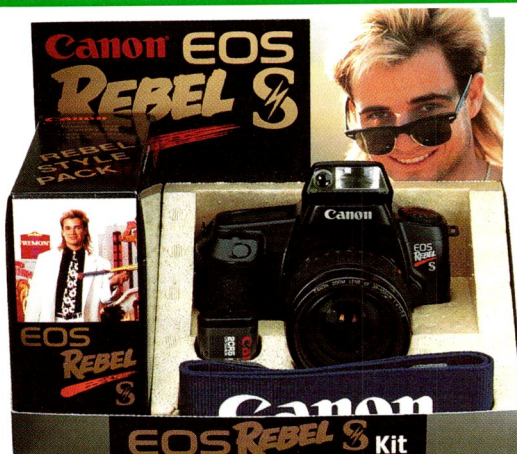
Canon EOS Rebel Profit Package includes:

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

Code No.	Description	Regular Dealer Net Price	Special Promotion Price	You Save
0-5100	EOS Rebel Profit Package	34.95	14.95	20.00



For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.



EOS Rebel S 35-105mm Kit

- 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

EOS Rebel S 35-105mm Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8195-2M1	EOS Rebel S 35-105mm Kit	700.00	462.00	419.00

EOS Rebel S 35-80mm Kit

- EOS Rebel S body
- EF 35-80mm f4.5-5.6 zoom lens
- Lithium Battery 2CR5
- Special wide strap



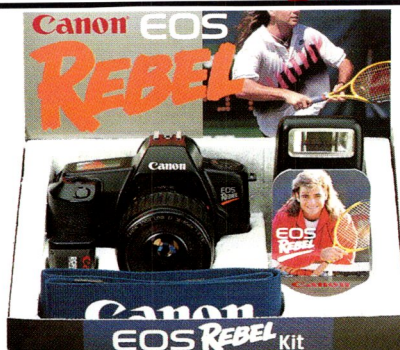
EOS Rebel S 35-80mm Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8195-2K1	EOS Rebel S 35-80mm Kit	570.00	372.00	349.00

II

590

359



EOS Rebel Kit

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

EOS Rebel Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8191-2K1	EOS Rebel Kit	555.00	352.00	319.00

Best Match Lenses for EOS Rebel S and EOS Rebel



EF 50mm f1.8 II



EF 35-80mm f4.0-5.6



EF 35-105mm f4.5-5.6



EF 80-200mm f4.5-5.6



EF 75-300mm f4.0-5.6

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C21-6241	EF 50mm f1.8 II Lens	139.00	69.00	59.00
C21-9571	EF 35-80mm f4.0-5.6 Zoom Lens	180.00	117.00	109.00
C21-9591	EF 35-105mm f4.5-5.6 Zoom Lens	280.00	180.00	169.00
C21-9581	EF 80-200mm f4.5-5.6 Zoom Lens	300.00	192.00	179.00
C21-9611	EF 75-300mm f4.0-5.6 Zoom Lens	325.00	210.00	199.00

EOS Rebel S and EOS Rebel Accessories



Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
C50-0691	Speedlite 200E with Case	90.00	54.00	49.95
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 f4.5-5.6, EF 80-200mm f4.5-5.6	39.00	22.00	—
WK1-0052	6V Lithium Battery 2CR5	12.00	5.90	—

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.
NOTE: You can assort EF lenses with Canon FD lenses to obtain maximum quantity discount.

EOS Extended Protection Plan

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

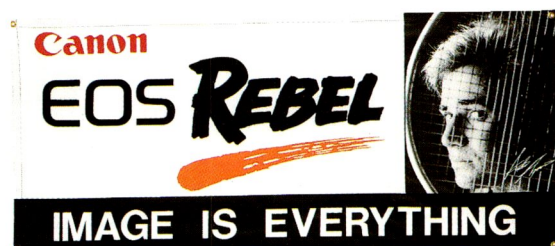
Code No.	Description	Suggested List Price	Dealer Net Price
W-EOSP	EOS 4-Year Extended Protection Plan provides 4 years of added protection (body only) in addition to standard 1-year limited warranty. (EOS-1 not included)	49.95	14.95

Rebel Owners Club



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

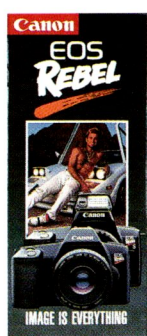
Support Materials



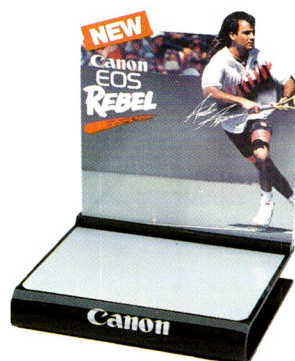
Banner



Posters



Slim Jim



Camera Display Stand



Emblem

EF Lenses

Popular Zoom Lenses

- Now Canon has 37 lenses in the EOS System, including:
- 15 professional "L" lenses
- 16 fast & silent USM lenses
- 4 popular economic zoom lenses



EF 35-80mm f4.0-5.6



EF 35-105mm f4.5-5.6



EF 80-200mm f4.5-5.6



EF 75-300mm f4.0-5.6

USM Zoom Lenses



EF 28-80mm f3.5-5.6 **USM**



EF 35-135mm f4.0-5.6 **USM**



EF 70-210mm f3.5-4.5 **USM**

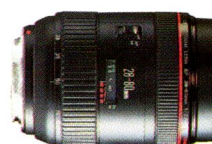


EF 100-300mm f4.5-5.6 **USM**

L-Series Zoom Lenses



EF 20-35mm f2.8**L**



EF 28-80mm f2.8-4.0**L USM**






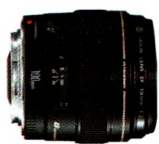




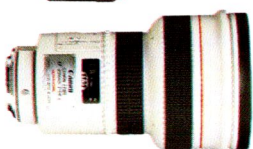



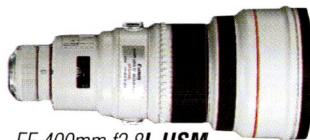










EF 80-200mm f2.8**L**



EF 100-300mm f5.6**L**



For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.
Note: Lenses shown are not in proportion to each other.

Popular Single Focal Length Lenses	L-Series Single Focal Length Lenses	Special Lenses
 EF 15mm f2.8 Fisheye  EF 24mm f2.8  EF 28mm f2.8  EF 35mm f2.0  EF 50mm f1.8-II  EF 100mm f2.0 USM  EF 135mm f2.8 w/ Soft Focus	 EF 14mm f2.8L USM  EF 50mm f1.0L USM  EF 85mm f1.2L USM  EF 200mm f1.8L USM  NEW EF 200mm f2.8L USM  EF 300mm f2.8L USM  NEW EF 300mm f4.0L USM  EF 400mm f2.8L USM  NEW EF 500mm f4.5L USM  EF 600mm f4.0L USM	<p>Tilt-Shift</p>  TS-E 24mm f3.5L  TS-E 45mm f2.8  TS-E 90mm f2.8 <p>Macro</p>  EF 50mm f2.5 Compact Macro  EF 100mm f2.8 Macro  Life-Size Converter EF <p>Extenders</p>  Extender EF 1.4x  Extender EF 2x

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.
Note: Lenses shown are not in proportion to each other.

EF Lenses Quick Reference

			Suggested	Dealer	Assorted Quantity
	Code No.	Description	List Price	Net Price	4+ Unit Price
Wide Angle	C21-5332	EF 14mm f2.8L Lens (USM)	2,900.00	1,900.00	1,800.00
	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	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	69.00	59.00
Telephoto	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
	C21-7301	EF 100mm f2.0 Lens (USM)	600.00	380.00	360.00
	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
	C21-7311	EF 200mm f2.8L Lens (USM) w/Lens Case LH-D18	960.00	630.00	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
	C21-8342	EF 300mm f4.0L Lens (USM) w/Lens Case LH-D26	1,400.00	900.00	850.00
	C21-8282	EF 400mm f2.8L Lens (USM) Set w/Lens Case, Hood ET-161B	9,200.00	6,000.00	5,700.00
	C21-8352	EF 500mm f4.5L Lens (USM) w/Lens Case, Hood ET-123B	7,800.00	5,000.00	4,700.00
	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	C21-9512	EF 20-35mm f2.8L Zoom Lens w/Lens Case LH-D13, Hood EW-75	1,880.00	1,220.00	1,150.00
	C21-9661	EF 28-80mm f3.5-5.6 Zoom Lens (USM)	425.00	270.00	255.00
	C21-9482	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
	C21-9591	EF 35-105mm f4.5-5.6 Zoom Lens	280.00	180.00	169.00
	C21-9561	EF 70-210mm f3.5-4.5 Zoom Lens (USM)	480.00	310.00	289.00
	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
Tilt Shift	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
	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
	C21-7291	TS-E 90mm f2.8 Lens w/Lens Case LH-D14, Hood E6S-65II	1,600.00	1,050.00	1,000.00
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

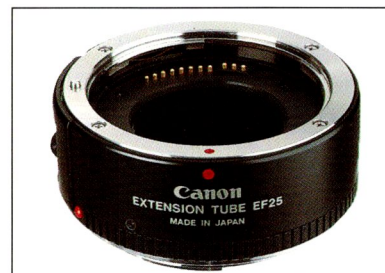
For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

Filter	Hood	Case	Lens Cap
GEL	None	LH-C13, ES-C13	EXC.
GEL	None	LHP-C10, ES-C9	E-73
58mm	EW-60	LH-B9, ES-C9	E-58
52mm	EW-65	LH-B9, ES-C9	E-52
52mm	EW-65	LH-B9, ES-C9	E-52
72mm	ES-79	LH-D12	E-72
52mm	ES-62	LH-B9, ES-C9	E-52
72mm	ES-79	LH-D12	E-72
58mm	ET-65II	LH-B12, ES-C13	E-58
52mm	ET-65II	LH-B15, ES-C13	E-52
48mmDI	ET-123	EXC.	E-162
72mm	Built-In	LH-D18	E-72
48mmDI	ET-118	EXC.	E-137
77mm	Built-In	LH-D26	E-77
48mmDI	ET-161B	EXC.	E-180B
48mmDI	ET-123B	EXC.	E-130
48mmDI	ET-161	EXC.	E-180
72mm	EW-75	LH-D13	E-72
58mm	EW-68A	LH-B12, ES-C13	E-58
72mm	EW-79	LH-D16	E-72
52mm	EW-62*	LH-C13, ES-C9	E-52
58mm	EW-62	LH-C13, ES-C13	E-58
58mm	EW-68B	LH-B12, ES-C9	E-58
58mm	ET-65II	LH-C16, ES-C17	E-58
58mm	ET-65II	LH-C16, ES-C17	E-58
72mm	ES-79	LH-D23	E-72
52mm	ET-62II	LH-C13, ES-C13	E-52
58mm	ET-62	LH-C21, ES-C20	E-58
58mm	ET-65II	LH-C16, ES-C17	E-58
52mm	None	LH-C10, ES-C9	E-52
52mm	None	LH-C16, ES-C13	E-52
None	None	LH-B8, ES-C9	R-F-3
72mm	EW-75B	LH-D14	E-72
72mm	EW-79B	LH-D14	E-72
58mm	ES-65II	LH-D14	E-58
None	None	LH-B9, ES-C9	EXC.
None	None	LHP-B9, ES-C9	EXC.

Featured Accessories

Extension Tube EF25

This close-up accessory for EF lenses is compatible with the EOS-1, the EOS 10s, and the EOS Elan. Extension Tube EF25 extends the close-focusing range of EF lenses. Primarily beneficial for macro work, it can also be helpful with telephoto lenses. Autofocus and autoexposure are fully coupled, though manual focusing is recommended and EOS-1 spot metering should not be used. Extension Tube EF25 measures 2.7 x 1.1 inches and weighs 4.4 oz.



Code No.	Suggested List Price	Dealer Net Price
C42-6711	\$140.00	\$85.00

Macro Lens Mount Converter FD-EOS

The Macro Lens Mount Converter FD-EOS is compatible with the EOS-1, the EOS 620, 630, 650 and RT. It can be used to attach any lens or accessory with an FD mount for close-up photography. (Infinity focus is not possible.) This converter facilitates high magnification photography for EOS cameras. For example, it can be used with Photo Micro Unit F for photomicroscopy, or with the FD system Auto Bellows and accessories for slide duplication. It is also effective with many other close-up accessories such as the FD 50mm, 100mm and 200mm macro lenses and the 20mm f3.5 and 35mm f2.8 macrophoto lenses.



Code No.	Suggested List Price	Dealer Net Price
C54-3831	\$90.00	\$55.00

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

Note: EF lenses marked (USM) use Canon's exclusive Ultrasonic motors for focusing. Note: You can assort EF lenses with Canon FD lenses to obtain maximum quantity discount.

* Requires Hood Adapter 62

EOS System Accessories

As Canon puts more support behind the growing EOS line, you'll want to stock up on our wide range of EOS system accessories. Help yourself to bigger sales and extra profits as you help your customers explore the world of EOS SLR photography.

■ = Product compatibility

Code Number Product Description

Power Drive Booster E1 & Accessories

C50-6011 Power Drive Booster E1

C50-1731 NiCd Pack E1 for Power Drive Booster E1

C50-1742 NiCd Charger E1 for NiCd Pack E1

Interchangeable Backs

C50-7041 Command Back E1

C51-9851 Quartz Date Back E

Interchangeable Grips

*C51-9911 Grip L GR-10 w/Wrist Strap

*C51-9921 Grip GR-20 w/T3 Remote Socket

C51-9971 Grip Extension GR-60 w/Wrist Strap

C51-9991 Grip Extension GR-70 w/Wrist Strap

Flash Accessories

C50-0612 Speedlite 430EZ in Soft Case

C50-0651 Speedlite 300EZ in Soft Case

C50-0691 Speedlite 200E in Soft Case

C50-0581 Macro Ring Lite ML-3 Set

C50-1691-221 Transistor Pack E NiCd Set

C50-1691-011 Transistor Pack E

C50-1581 NiCd Pack TP

C50-1557 NiCd Charger TP

C50-1571 Battery Magazine TP

C50-1632 TTL Hot Shoe Adapter 2

C50-1661 Connecting Cord 60

C50-1671 Connecting Cord 300

C50-1651 TTL Distributor

C50-1641 Off-Camera Shoe Adapter

C50-1751 Off-Camera Shoe Cord

C55-9281 Macrolite Adapter 52C (for ML-3)

C55-9291 Macrolite Adapter 58C (for ML-3)

C50-1548 Wide Adapter 200E (for Speedlite 200E)

Remote Control Accessories

C51-9691 Remote Switch 60T3

C50-9011 Remote Switch Adapter T3

C50-9021 Cable Release Adapter T3

C58-1181 Extension Cord 1000T3

C58-5591 Remote Controller RC-1

C58-5351-211 Wireless Controller LC-1 Set

C58-5561-211 Wireless Controller LC-2 Set

Close Up Accessories

C42-6711 Extension Tube EF 25

C54-3831 Macro Lens Mount Converter FD-EOS

C54-3731 52mm Close-up Lens 240

C54-3741 52mm Close-up Lens 450

C54-3234 58mm Close-up Lens 500T

*5-43231-01 58mm Close-up Lens 450

Miscellaneous Accessories

C58-5581 Bar Code Reader E (includes EOS Photo Files booklet)

9-01400 EOS Bar Codes 101 Sample Photo Booklet

5-40711-00 Angle Finder B

5-40701-22 Magnifier S

EOS-1



EOS RT



EOS 10s



EOS Elan



EOS
Rebel S/
EOS Rebel



For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

* Limited inventory, first come, first served. ** Requires Remote Switch Adapter T3. *** Requires Grip GR-20 with EOS RT.

Code Number	Product Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+
Power Drive Booster E1 & Accessories				
C50-6011	Power Drive Booster E1	530.00	370.00	—
C50-1731	NiCd Pack E1 for Power Drive Booster E1	120.00	70.00	—
C50-1742	NiCd Charger E1 for NiCd Pack E1	290.00	175.00	—
Interchangeable Backs				
C50-7041	Command Back E1	265.00	160.00	—
C51-9851	Quartz Date Back E	109.00	61.00	—
Interchangeable Grips				
*C51-9911	Grip L GR-10 w/Wrist Strap	46.20	27.70	—
*C51-9921	Grip GR-20 w/T3 Remote Socket	25.90	15.50	—
C51-9971	Grip Extension GR-60 w/Wrist Strap	38.00	23.00	—
C51-9991	Grip Extension GR-70 w/Wrist Strap	28.00	17.00	—
Flash Accessories				
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
C50-0581	Macro Ring Lite ML-3 Set	400.00	240.00	—
C50-1691-221	Transistor Pack E NiCd Set	331.70	199.00	—
C50-1691-011	Transistor Pack E	181.70	109.00	—
C50-1581	NiCd Pack TP	134.40	80.60	—
C50-1557	NiCd Charger TP	59.90	35.90	—
C50-1571	Battery Magazine TP	24.20	14.50	—
C50-1632	TTL Hot Shoe Adapter 2	64.40	38.60	—
C50-1661	Connecting Cord 60	39.90	23.90	—
C50-1671	Connecting Cord 300	46.70	28.00	—
C50-1651	TTL Distributor	46.70	28.00	—
C50-1641	Off-Camera Shoe Adapter	23.50	14.10	—
C50-1751	Off-Camera Shoe Cord	60.00	35.00	—
C55-9281	Macrolite Adapter 52C (for ML-3)	12.00	7.00	—
C55-9291	Macrolite Adapter 58C (for ML-3)	12.00	7.00	—
C50-1548	Wide Adapter 200E (for Speedlite 200E)	5.00	3.00	—
Remote Control Accessories				
C51-9691	Remote Switch 60T3***	37.00	22.00	—
C50-9011	Remote Switch Adapter T3***	22.00	13.00	—
C50-9021	Cable Release Adapter T3***	27.00	16.00	—
C58-1181	Extension Cord 1000T3***	37.00	22.00	—
C58-5591	Remote Controller RC-1	19.00	11.50	—
C58-5351-211	Wireless Controller LC-1 Set**	260.00	154.00	—
C58-5561-211	Wireless Controller LC-2 Set***	160.00	100.00	—
Close Up Accessories				
C42-6711	Extension Tube EF 25	140.00	85.00	—
C54-3831	Macro Lens Mount Converter FD-EOS	90.00	55.00	—
C54-3731	52mm Close-up Lens 240	80.00	48.00	—
C54-3741	52mm Close-up Lens 450	80.00	48.00	—
C54-3234	58mm Close-up Lens 500T	100.00	60.00	—
5-43231-01	58mm Close-up Lens 450	28.00	17.00	—
Miscellaneous Accessories				
C58-5581	Bar Code Reader E (includes EOS Photo Files booklet)	60.00	36.00	—
9-01400	EOS Bar Codes 101 Sample Photo Booklet	14.00	7.00	—
5-40711-00	Angle Finder B	135.00	75.00	—
5-40701-22	Magnifier S	45.00	25.00	—

Featured Accessory:

Off-Camera Shoe Cord

The Off-Camera Shoe Cord supports all on-camera flash functions, for one flash off camera. It is compatible with all EOS cameras except the EOS 630 and RT.



Code No.	Suggested List Price	Dealer Net Price
C50-1751	\$60.00	\$35.00

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

* Limited inventory, first come, first served. ** Requires Remote Switch Adapter T3. *** Requires Grip GR-20 with EOS RT.

Canon Special Merchandise for SLRs



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.



EOS Camera Straps

Features the Canon and EOS logos in white lettering. The wide strap is designed to provide more comfort.



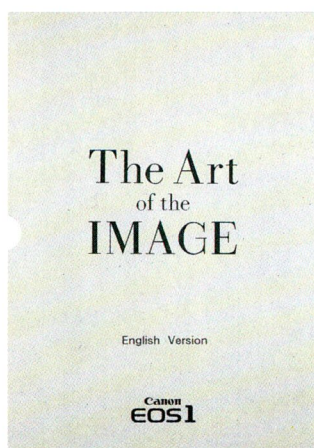
Canon Gadget Bag (S-1)

Compact carry-on bag for everyone.

Create your Own Package!

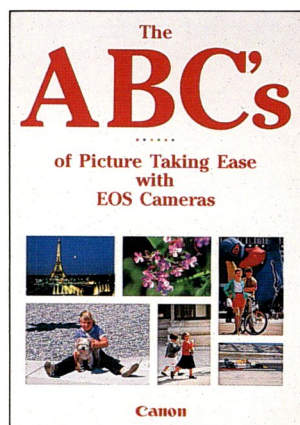
NEW
NEW
NEW

Code No.	Description	Suggested List Price	Dealer Net Price
0-3000	EOS Deluxe Gadget Bag	49.00	26.90
0-00001-35	Canon Gadget Bag (S-1)	32.70	17.90
0-0007	EOS Camera Strap (Black)	13.70	7.50
C56-1511	EOS Camera Strap EW-100 (Green)	13.70	7.50
C56-1561	EOS Camera Strap EW-100 (Blue)	13.70	7.50
C56-1562	EOS Camera Strap EW-100 (Red)	13.70	7.50



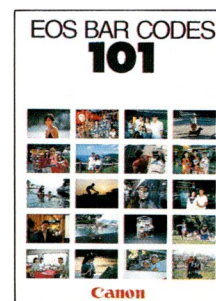
The Art of the Image: The Complete Guide to EOS-1 Professional Techniques.

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.



The ABC's of Picture-Taking Ease.

Here's a great basic photography book that is perfect for beginning EOS photographers. It takes them from camera basics through high creativity.



EOS Bar Codes 101

Here are 101 new sample photos for the EOS 10s and the EOS Elan with optional Bar Code Reader E. Up to 10 camera settings per photo can be input instantly, for expert results. The new booklet also recommends the best choices of lens and film types along with flash or tripod use as needed.

The More They Know The More They Buy!

Code No.	Description	Suggested List Price	Dealer Net Price
9-01200	The Art of the Image	27.00	15.00
9-01300	The ABC's of Picture-Taking Ease	14.00	7.00
9-01400	EOS Bar Codes 101 Booklet	14.00	7.00

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice. No 3% Co-op Advertising Allowance will be provided on above merchandise.

EF-M

Manual-focus EF-M...
Take control of your photography.



- Twin control dials, operating shutter speed and aperture value
- 4 shooting modes: fully automatic Program AE, Shutter-priority AE, Aperture-priority AE, full manual
- Viewfinder display makes camera functions easy to follow
- Motorized prewind film transport
- Compatible with EOS system EF lenses and accessories

EF-M 50mm Kit



Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-8172-281	EF-M w/EF 50mm Kit	400.00	235.00	219.95
<ul style="list-style-type: none"> ■ EF-M body ■ EF 50mm f1.8II lens ■ Lithium Battery 2CR5 ■ Strap 				

EF-M 35-80mm Kit



C12-8172-2K1	EF-M w/EF 35-80mm Kit	450.00	280.00	259.95
<ul style="list-style-type: none"> ■ EF-M body ■ EF 35-80mm f4.0-5.6 lens ■ Lithium Battery 2CR5 ■ Strap 				

EF-M Accessories

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
C50-0671	Speedlite 200M	90.00	54.00	49.95
C46-1641	Semi-Hard Case EH5	39.00	22.00	—
WK1-0052	6V Lithium Battery 2CR5	12.00	5.90	—

Support Materials



Slim Jim

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

PHOTURA 135 / PHOTURA 135

CAPTION

Photura 135 Caption and Photura 135...

With extra sales features and an extra-long power zoom lens.

- Powerful 38-135mm zoom lens
- Sophisticated 5-beam Smart Autofocus
- Powerful zoom flash with red-eye reduction and automatic output adjustment
- Real-time Shutter Release, Automatic Exposure Compensation, Fixed Framing Zoom mode, Dual Viewfinders
- Caption model imprints date, time or 1 of 5 different captions in English, Spanish, French or German; plus comes with wireless Remote Controller



Note: Extra Co-op effective through April 30, 1992.

Photura 135 Caption Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2732-2C1	Photura 135 Caption Kit	580.00	340.00	319.95



Canon Photura 135 Caption Kit includes:

- Photura 135 Caption body
- Lithium Battery 2CR5
- Remote Controller
- Soft Case CZ-6
- Tripod 1

Photura 135 Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2722-2C1	Photura 135 Kit	545.00	315.00	299.95



Canon Photura 135 Kit includes:

- Photura 135 body
- Lithium Battery 2CR5
- Soft Case CZ-6
- Tripod 1

Photura 135 Accessories

NEW

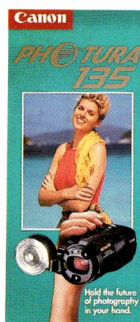
Code No.	Description	Suggested List Price	Dealer Net Price
C46-1731	Soft Case CZ-6	20.00	12.00
WK1-0052	6V Lithium Battery 2CR5	12.00	5.90

Photura 135 4-Year Extended Protection Plan

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

Code No.	Description	Suggested List Price	Dealer Net Price
W-2702	Photura 135 4-Year Extended Protection Plan provides 4 years of added protection in addition to standard 1-year limited warranty. A total of 5 years' protection on Photura 135 Caption and Photura 135	49.95	14.95

Support Materials



Slim Jim



Banner

PHOTURA CAPTION / PHOTURA



Photura Caption and Photura... The perfect balance of form and function.

- Designed for easy 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
- Caption model date imprint functions include date, time or 1 of 5 captions; plus comes with wireless Remote Controller



Photura Caption

NEW PRICE

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2712	Photura Caption	490.00	285.00	269.95



Photura

NEW PRICE

C13-2702	Photura	450.00	265.00	249.95
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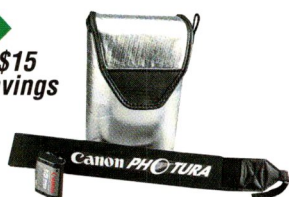
Photura Accessories

Code No.	Description	Suggested List Price	Dealer Net Price
C54-3821	Close-up Lens C1	25.00	15.00
C46-1611	Soft Case CZ-4 for Photura/Photura Caption	20.00	12.00
WK1-0052	6V Lithium Battery 2CR5	12.00	5.90

"Galaxy Pack"— Photura Profit Package 2



\$15 Savings



You can save \$15.00 on each Photura Profit Package 2 shipped on a 1:1 basis with a Canon Photura/Caption body. Packages can also be purchased separately at Regular Dealer Net Price.

Photura Profit Package 2 includes:

- Soft Case P-1
- Special Strap P-1
- Lithium Battery 2CR5

Code No.	Description	Regular Dealer Net Price	Special Promotion Price	You Save
0-5300	Photura Profit Package 2	25.00	10.00	15.00

Photura 4-Year Extended Protection Plan

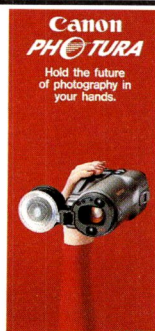
Note: No 3% Co-op Advertising Allowance will be provided on Protection Plans.

Code No.	Description	Suggested List Price	Dealer Net Price
W-2702	Photura 4-Year Extended Protection Plan provides 4 years of added protection in addition to standard 1-year limited warranty. A total of 5 years' protection on Photura and Photura Caption	49.95	14.95

Support Material



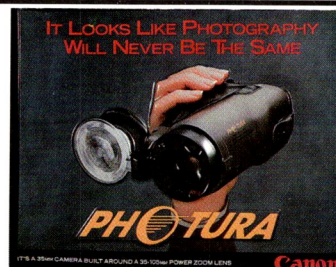
Camera Display Stand



Slim Jim



Banner



Vacuum-formed Poster

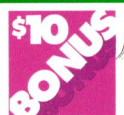
For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.
Note: Now you can assort all Canon lens shutter cameras to achieve maximum quantity discount.

SURE SHOT MEGA ZOOM 105 CAPTION

SURE SHOT MEGA ZOOM 105

Sure Shot Mega Zoom... Mega-features for Mega-results!

- Exceptionally light, compact, fully automatic cameras
- Mega Zoom 105 features 3X 35mm-105mm power zoom lens
- Superior 3-point Smart Autofocus
- Built-in zoom flash with red-eye reduction
- Caption model data imprint functions include date, time or 1 of 5 captions; plus comes with 2-second delay wireless Remote Controller



Sure Shot Mega Zoom 105 Caption Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2672-2A1	Sure Shot Mega Zoom 105 Caption Kit includes Body, Soft Case, Lithium Battery, Special Lens Cleaning Cloth	460.00	265.00	254.95



Sure Shot Mega Zoom 105 Caption

C13-2672	Sure Shot Mega Zoom 105 Caption	435.00	250.00	239.95
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Sure Shot Mega Zoom 105 Kit

C13-2662-2A1	Sure Shot Mega Zoom 105 Kit	430.00	245.00	234.95
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Sure Shot Mega Zoom 105

C13-2662	Sure Shot Mega Zoom 105	400.00	230.00	219.95
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Sure Shot Mega Zoom 105 Accessories

C46-1631	Soft Case CZ-5	23.40	14.00	
WK1-0052	6V Lithium Battery 2CR5	12.00	5.90	

Lens Shutter Extended Protection Plan

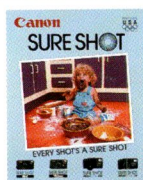
Note: No 3% Co-op Advertising Allowance will be provided on Protection Plans.

Code No	Description	Suggested List Price	Dealer Net Price
W-LSP1	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.	44.95	9.95

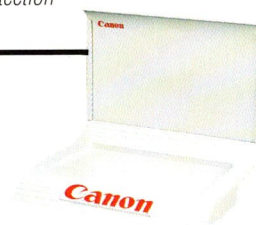
Support Material



Slim Jim



Vacuum Poster



Camera Display Stand

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.
Note: Now you can assort all Canon lens shutter cameras to achieve maximum quantity discount.



SURE SHOT
MEGA ZOOM 76
CAPTION

SURE SHOT
MEGA ZOOM 76

Sure Shot Mega Zoom 76 with 2X zoom

- Compact, fully automatic cameras
- Mega Zoom 76 features 2X 38mm - 76mm power zoom lens
- Superior 3-point Smart Autofocus
- Built-in zoom flash with red-eye reduction
- Caption model data imprint functions include date, time or 1 of 5 captions; plus comes with 2-second delay wireless Remote Controller



Sure Shot Mega Zoom 76 Caption

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2692	Sure Shot Mega Zoom 76 Caption	325.00	188.00	179.95

Sure Shot Mega Zoom 76

C13-2682	Sure Shot Mega Zoom 76	290.00	168.00	159.95
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Sure Shot Mega Zoom 76 Accessories



Code No.	Description	Suggested List Price	Dealer Net Price
C46-1631	Soft Case CZ-5	23.40	14.00
WK1-0052	6V Lithium Battery 2CR5	12.00	5.90

Lens Shutter Extended Protection Plan

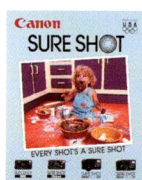
Code No.	Description	Suggested List Price	Dealer Net Price
W-LSP1	Lens Shutter Extended Protection Plan provides 3 years of added protection in addition to standard 1-year limited warranty. A total of 4 years protection on lens shutter cameras.	44.95	9.95

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

Support Material



Slim Jim



Vacuum-formed Poster



Camera Display Stand

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



SURE SHOT
TELEMAX DATE

SURE SHOT
TELEMAX



Loaded to the Max with the features customers want!

- Extremely compact, lightweight cameras are loaded to the max with fully automatic features...and value!
- Sure Shot Tele Max has dual focal length 38mm f3.5 and 70mm f6.0 lens
- Superior 3-point Smart Autofocus
- Built-in flash with red-eye reduction
- Date model imprint functions include 4 date/time combinations
- Uses 3 Volt Lithium Battery CR123A



Sure Shot Tele Max

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2862	Sure Shot Tele Max	190.00	107.00	99.95

Sure Shot Tele Max Date

C13-2872	Sure Shot Tele Max Date	205.00	117.00	109.95
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Sure Shot Tele Max Date Pack

C13-2872-2A2	Sure Shot Tele Max Date Pack	210.00	120.00	114.95
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- Sure Shot Tele Max Date body
- Soft Case CT-3
- Lithium Battery CR123A
- 12-exposure ISO 100 film
- Coupon for free book

Sure Shot Tele Max Accessories



Code No.	Description	Suggested List Price	Dealer Net Price
C46-1681	Soft Case CT-3	17.00	7.50
WK1-5025	3V Lithium Battery CR123A	7.00	3.20

Lens Shutter Extended Protection Plan

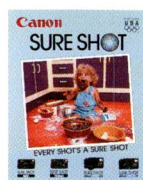
Note: No 3% Co-op Advertising Allowance will be provided on Protection Plans.

Code No.	Description	Suggested List Price	Dealer Net Price
W-LSP1	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.	44.95	9.95

Support Materials



Slim Jim



Vacuum-formed Poster



Camera Display Stand

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.
Note: Now you can assort all Canon lens shutter cameras to achieve maximum quantity discount.



**SURE SHOT
MAX**

**SURE SHOT
MAX DATE**



Sure Shot Max...MAXimize your sales potential!

- Extremely compact, lightweight cameras are loaded to the max with fully automatic features...and value!
- Sure Shot Max has all-glass 38mm f3.5 lens
- Superior 3-point Smart Autofocus
- Built-in flash with red-eye reduction
- Date model imprint functions include 4 date/time combinations
- Uses 3 Volt Lithium Battery CR123A



Sure Shot Max

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2842	Sure Shot Max	155.00	87.00	79.95

Sure Shot Max Date

C13-2852	Sure Shot Max Date	170.00	97.00	89.95
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NEW
Note: No 3% Co-op Advertising Allowance will be provided on the Sure Shot Max Date Pack.

Sure Shot Max Date Pack

C13-2852-2A2	Sure Shot Max Date Pack	175.00	100.00	94.95
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- Sure Shot Max Date body
- Soft Case CT-3
- Lithium Battery CR123A
- 12-exposure ISO 100 film
- Coupon for free book

Sure Shot Max Accessories



Code No.	Description	Suggested List Price	Dealer Net Price
C46-1671	Soft Case CS-4	15.00	6.50
WK1-5025	3V Lithium Battery CR123A	7.00	3.20

Lens Shutter Extended Protection Plan

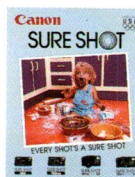
Note: No 3% Co-op Advertising Allowance will be provided on Protection Plans.

Code No.	Description	Suggested List Price	Dealer Net Price
W-LSP1	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.	44.95	9.95

Support Materials



Slim Jim



Vacuum-formed Poster



Camera Display Stand

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.
Note: Now you can assort all Canon lens shutter cameras to achieve maximum quantity discount.



SURE SHOT ZOOM S

- Compact 38-60mm power zoom lens
- Smart triple-beam active AF
- Close focusing
- Fully automatic operation
- Built-in automatic flash

Sure Shot Zoom S

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2602	Sure Shot Zoom S	260.00	153.00	139.95

Sure Shot Zoom S Accessories

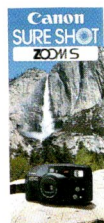
Code No.	Description	Suggested List Price	Dealer Net Price
C46-1551	Soft Case CZ-3	23.40	14.00
WK1-0052	6V Lithium Battery 2CR5	12.00	5.90

Lens Shutter Extended Protection Plan

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

Code No.	Description	Suggested List Price	Dealer Net Price
W-LSP1	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.	44.95	9.95

Support Materials



Slim Jim



Camera Display Stand

snappy LX

Snappy LX...If it isn't easy, it isn't Snappy.

- No other camera offers so many features for so little
- Extra-large "Easy View" viewfinder gives a clear, wide-angle view of every shot
- Flash fires automatically, with automatic red-eye reduction
- Automatic film handling
- Unique "Share-a-Shot" self-timer takes up to 2 shots in a row



Snappy LX

NEW

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2962	Snappy LX w/Soft Case CS-5	100.00	54.95	49.95

snappy EZ

Snappy...A lot of Canon for a little money.

- Compact, lightweight, user-friendly design
- Simple operation
- Fully automatic film handling and film advance
- Built-in flash
- Convenient wrist strap
- Uses two AA batteries



Snappy EZ

Double Co-op

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2582-203	Snappy EZ	95.00	52.95	47.95

Support Materials



Slim Jim



Slim Jim

For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.
Note: Now you can assort all Canon lens shutter cameras to achieve maximum quantity discount.

FD Cameras and Accessories... The basics at their most advanced



F-1

- 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
C12-0752-211	Canon F-1 including AE Finder FN, Focusing Screen FN-AE body only	1,790.00	1,150.00	1,100.00
C12-0751-211	Canon F-1 including Eye-Level Finder FN, Focusing Screen FN-PE body only	1,690.00	1,100.00	1,050.00

F-1 Accessories

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
*C46-1124	Case AE-L for F-1 and AE Finder FN	80.00	50.00

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

T60



Canon T-60

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
*†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.

T-60 Accessories

Code No.	Description	Suggested List Price	Dealer Net Price
C50-0461	Canon Speedlite 60F	33.00	19.95
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



For prices on all Canon Photographic Products, see Canon's 1992 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

* Limited inventory, first come, first served.

Wide Angle Lenses

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

Normal Focal Length Lenses

Telephoto Lenses

Zoom Lenses

Macro Lenses

Extenders

* For FD 300mm f2.8L and FD 400mm f2.8L, Extender FD 2x Type B is recommended.

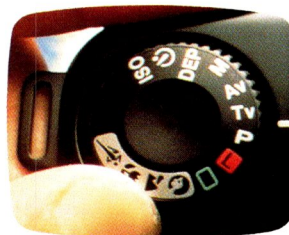
Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C21-5173-201	Fisheye 7.5mm f5.6 Lens	1,500.00	950.00	900.00
C21-5261	FD 14mm f2.8L Lens w/Neck Strap 7 in Case	2,900.00	1,900.00	1,800.00
C21-5202-201	FD Fisheye 15mm f2.8 Lens	1,400.00	900.00	850.00
C21-5163-201	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
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
C21-7212-211	FD 85mm f1.2L Lens w/Hood	1,100.00	720.00	680.00
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
C21-9281	FD 20-35mm f3.5L Zoom Lens w/Hood	1,400.00	900.00	850.00
C21-9251	FD 35-70mm f3.5-4.5 Zoom Lens w/Macro	206.00	127.00	119.00
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
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 Extenders	1,149.00	747.00	709.00
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

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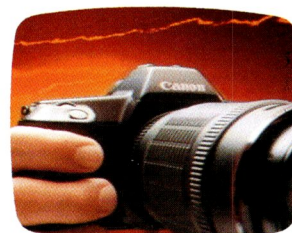
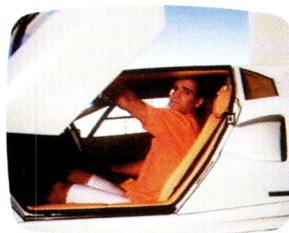
TV Advertising

Canon continues to deliver the most memorable and persuasive television commercials in the 35mm camera category.

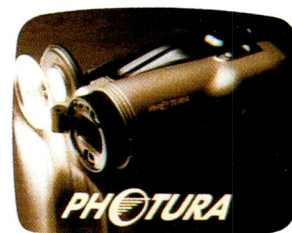
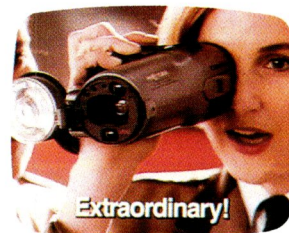
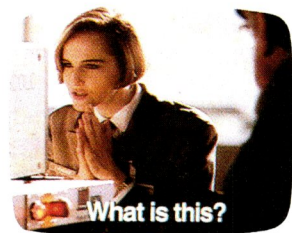
30-second EOS Rebel S and EOS Rebel "Image" commercial



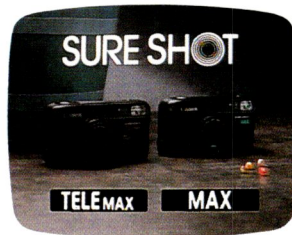
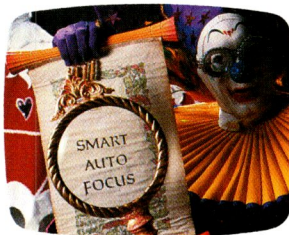
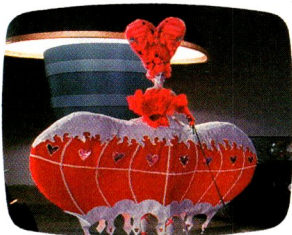
30-second EOS Rebel "Lenses" commercial



30-second Photura "Airport" commercial



30-second Sure Shot Tele Max/Sure Shot Max "Clowns" commercial

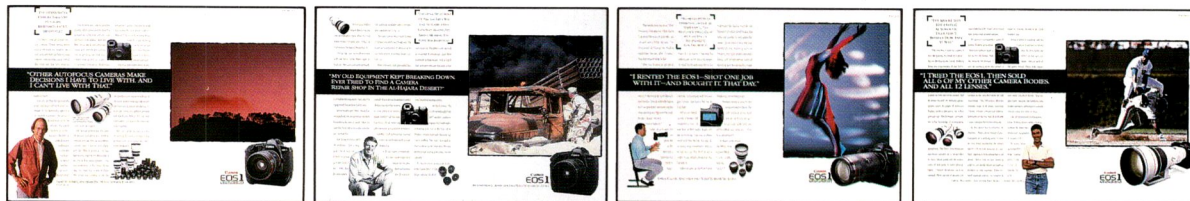


Media schedule subject to change without prior notice.

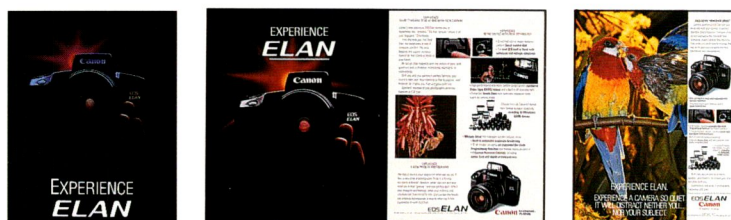
Print Advertising

Canon also supports its full line of products with eye-catching, full-color magazine advertisements.

Canon EOS-1



Canon EOS Elan



Canon EOS Rebel



Canon Sure Shot



Canon print ads will be seen in major consumer publications like:

- LIFE
- Parents
- Sports Illustrated
- People

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

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



Media schedule subject to change without prior notice.



POP-16

POP-14

POP-15

Display Stand

- Shows cameras and accessories in consistent, unified style
- 3 types of bases: camera, lens and flash
- Camera base available for both SLR and lens-shutter models
- Removable backboard
- Information panel can be inserted on backboard



POP-12

Turntable Brochure Rack

- Rotates 360°
- Dividers for up to 12 different product brochures



POP-18

EOS Emblem

- High-quality emblem
- Variation available for each EOS camera
- Usable for counter card stand



POP-17



POP-17

EF Lens Cradle

- Useful for displaying telephoto and zoom lenses
- Useful for also displaying EOS-1 with Power Drive Booster E-1

Sales Promotion Pieces Program

Sales Promotion Pieces (SPP): Regulations

- A. SPP are available directly from Canon U.S.A., Inc., One Canon Plaza, Lake Success, New York 11042.
- B. Use your Canon Co-op Ad Allowances to cover the cost of your SPP order.
- C. Normal time for delivery is six to eight weeks after receipt of your order with proper payment (adequate allowance balance).
- D. This SPP Program is a part of the Canon Co-op Advertising Program. For policy and regulations, please see Pages 1 and 2 of the current "Canon Co-op Advertising Program" booklet.



Code No. SPP 14
Golf Umbrella

Your customer will find this item handy rain or shine, on or off the golf course. With its bright red and white color motif and natural wood accents, this wind-resistant umbrella looks as good as it works. Individually packaged.
Unit Price: \$14.00



Code No. SPP 24
Canon Memo Pad

This handy 4"x4"x4" memo pad, with Canon logos imprinted on the side, is ideal for making notes, reminders, etc.
18 pcs./Minimum **Unit Price: \$4.00**



Code No. SPP 27
Canon Lens Cleaning Kit

Contains lens cleaner, lens cleaning tissue, blower brush and lens dust cloth. It's everything needed to keep lenses in top shape!
12 pcs./Minimum **Unit Price: \$5.50**



Code No. SPP 29
Canon EOS Plastic Shopping Bag (without imprint)

Canon sales are "in the bag" with this great new EOS plastic shopping bag...It's rugged and durable too.
1 package (200 pcs.)/Minimum **Package Price: \$80.00**

Code No. SPP 30
Canon EOS Plastic Shopping Bag (with imprint)

SPP 30 (bags with imprint) has a minimum order of 15 packages of 200 piece package. Your store's imprint is on both sides. Please include copy for imprint when ordering.
15 packages (3000 pcs.)/Minimum **Package Price: \$80.00**



Code No. SPP 31
Canon Loupe

This 8x loupe enables easy viewing of slides and negatives both in ambient light and on a light table.
12 pcs./Minimum **Unit Price: \$4.50**



Code No. SPP 36
Canon EOS Swinger Pen

The Canon EOS pen is perfect for photographers to take notes with. Specially designed Parker pen, features neck strap and snap-on cap. Styled in white with red and black Canon EOS logo.
10 pcs./Minimum **Unit Price: \$6.00**



Code No. SPP 42
Canon Two-Tone Camera Strap

The heavy-duty strap in navy blue and red will keep your customer's camera within an arm's reach. An accessory that's a must for every camera owner.
12 pcs./Minimum **Unit Price: \$6.00**



Code No. SPP 45
Canon EOS Roller Ball Point Pen

This distinctive, stainless steel contemporary pen with traditional Parker craftsmanship displays the Canon EOS logo in black for magnetic appeal. Individually packaged.
Size: 5 1/8" (L)
12 pcs./Minimum **Unit Price: \$8.50**



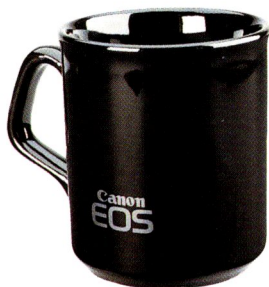
Code No. SPP 46
Canon EOS Key Holder

An elegant pocket accessory, this beautiful gold-plated key ring features a double twist-lock ring and the Canon EOS logo in black.
Size: 1 3/4" (L)
12 pcs./Minimum **Unit Price: \$12.00**



Code No. SPP 47
Canon EOS Multi-purpose Knife

This durable, high-quality wine red pocket knife has six functions, including a knife, an awl, a can and bottle opener and two screwdrivers. Canon EOS logo imprinted in white. Size: 3 1/2" (L)
12 pcs./Minimum **Unit Price: \$12.00**



Code No. SPP 48
Canon EOS Coffee Mug

This charming black coffee mug offers unmatched value and quality in fine English ironstone with the added attraction of the Canon EOS logo printed in silver. Size: 3 1/2" (H), 3" (Dia.)
6 pcs./Minimum **Unit Price: \$4.50**



Code No. SPP 51
Canon EOS LCD Sports Watch

This high precision wristwatch/stopwatch offers lap capability for races, plus an alarm and a display of the month, day and day of the week. Canon EOS logo printed in white on a black strap.
6 pcs./Minimum **Unit Price: \$7.00**



Code No. SPP 53
Canon EOS Beach Towel

60" long with absorbent combed terry fabric in white with Canon EOS logo, this is the way to lie in the sun.
12 pcs./Minimum **Unit Price: \$15.00**



Code No. SPP 56
Canon EOS Rugby Shirt

A classic styled in 100% cotton in blue with contrasting white Canon EOS logo and white twill collar. Unisex, available in sizes S, M, L, XL.
12 pcs./Minimum **Unit Price: \$22.00**



Code No. SPP 57
Canon EOS Satin Finish Jacket

Made of 100% nylon, this red jacket with white Canon EOS logo features knit trim on collar, cuff and waistband. Available in sizes S, M, L, XL.
6 pcs./Minimum **Unit Price: \$36.00**



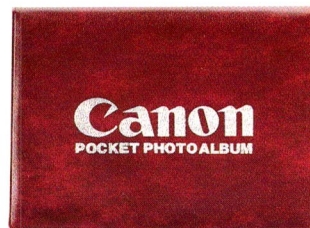
Code No. SPP 63
Canon Waist Pack

Made of durable red vinyl material, holds extra lenses, accessories and conveniently attaches around the waist for added comfort. Two Canon logos imprinted in white.
6 pcs./Minimum **Unit Price: \$18.00**



Code No. SPP 64
Canon Ball Point Pen

Comes in an attractive red finish with black clip. Canon logo imprinted in white.
12 pcs./Minimum **Unit Price: \$1.50**



Code No. SPP 65
Canon Pocket Photo Album

Attractive red cover with white Canon logo imprinted on it. Holds 36 photographs.
12 pcs./Minimum **Unit Price: \$2.00**



Code No. SPP 66
Canon MityLite

The most powerful, most advanced pocket light in the world today, the MityLite emits a 4000 candlepower "white light" beam. Styled in white with Canon's logo imprinted in red, the MityLite can be neatly clipped to your shirt pocket or securely attached to metal objects with its own magnet.
12 pcs./Minimum **Unit Price: \$6.50**



Code No. SPP 68
Canon EOS Rebel Cap

Vibrant, orange neon cap brings color and style to favorite sport and leisure activities. All cloth construction, with an adjustable head band in the back, and the Canon EOS Rebel logo in black on the front. Made in the U.S.A. One size fits all.
12 pcs./Minimum **Unit Price: \$5.00**



Code No. SPP 69
Canon EOS Rebel T-Shirt

A warm-weather favorite is now even hotter! This white T-shirt features the Canon EOS Rebel logo on the front, in black with orange neon highlights. Made in the U.S.A. from preshrunk, 100% cotton. Available in sizes M, L, XL. 12 pcs./Minimum. **Unit Price: \$6.00**



Code No. SPP 71
Canon Hi-Liter

An economical incentive for customers, and sales staff. "Hi-Liter" marker is neon yellow with black Canon logo on the outside, with vibrant, neon yellow ink. Great for calling attention to text...and to Canon quality! 12 pcs./Minimum. **Unit Price: \$2.00**



Code No. SPP 70
Canon Water Bottle

Now active photographers can take water—or their favorite drink—wherever they go! White shatterproof plastic bottle features tight-sealing lid and red Canon logo. Perfect for cyclists, hikers or sports fans. 12 pcs./Minimum. **Unit Price: \$3.50**



Code No. SPP 72
Canon Cap

Red baseball-style cap with white Canon logo graphics highlights the advanced thinkers on the Canon team! Comfortable all-cloth construction fits right in with today's more active and casual lifestyle. Made in the U.S.A. One size fits all—adjustable head band in back. 12 pcs./Minimum. **Unit Price: \$8.00**

NEW



Code No. SPP 73
Canon Photura 135 Key Chain with Light

Distinctive new incentive highlights the stylish design of our Photura 135. 12 pcs./Minimum. **Unit Price: \$12.00**

Dealer

1. Order w/Co-op Ad Voucher

2. SPP Shipment

Canon

1. Dealer sends SPP Order with appropriate Co-op Ad Statement Voucher to Canon--Lake Success, N.Y. office.
2. Canon ships SPP order to dealer.

Canon Credit Card Program

More than just another consumer credit program, the Canon Revolving Charge Plan can be used as a dynamic marketing tool to increase your consumer purchases. Plus it keeps selling for you every month, year after year!

The plan is serviced by General Electric Capital Corporation (GECC) and works just like a bank card account. To apply, the customer must complete a Canon consumer credit application, and you must complete a charge sales slip. Each credit request is given immediate attention, with credit approvals usually coming within 30 minutes.

Credit lines for new accounts usually exceed the customer's initial purchase amount, so it's easier for you to make add-on sales immediately! Plus you'll receive payment on sales within 48 hours after receipt of documentation.

Flexible terms allow you to offer your customers the convenience of extended payments. Customized billing statements keep the Canon name in front of your customers every month. Plus your customers will be able to purchase any Canon product, without making large cash outlays or tying up their other lines of credit.

All this and more keeps the Canon name, and the value of Canon quality products, alive in the customer's mind. Research has proven that these credit customers buy more frequently, buy higher-priced products, and have a higher level of advertising recognition.

The Canon Revolving Charge Plan brings these benefits to you. Use it frequently, and increase sales. And be on the lookout for our special credit card promotion in the near future!

PROGRAM HIGHLIGHTS:

- Open to all authorized Canon Dealers, subject to Credit Department approval
- Covers all Canon products
- Easy enrollment: just forward completed dealer agreement to Canon Regional Credit Manager
- 1.5% program fees for non-promotional merchandise
- All necessary forms and supplies provided at no cost
- Both consumer and business credit accounts available
- Timely credit processing provided from national service point
- Strong program support through Canon's national advertising and special promotional campaigns

For more information, contact your Regional Credit Manager. Or call Toll-free 1-800-423-6696 and ask for the Canon Account Manager.

