

	<i>Page</i>
1995 Spring Season New Products	2
EOS Professional System	6
Value-Packed SLR Camera Kit Merchandise & Lens Promotions	12
Value-Packed Lens Shutter Camera Kit Merchandise	15
Awards for Excellence	18
Advertising	19
SLR Camera Lineup	21
Speedlite Lineup	24
Ultrasonic Lenses and EF Lenses Lineup	25
Lens Shutter Camera Lineup	28
Custom Accessory Pack Series	32
Profitable Accessories	33
Point-of-Purchase Materials	38
Sales Promotion Pieces Program	40
Minimum Advertised Price List	43

**Special Savings**

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

**NOW IT'S
Canon**

New Products

EOS-1N RS

- The ultimate "Decisive Moment" autofocus SLR.
- Full-time viewfinder display, even during exposure.
- Ultra-high-speed continuous shooting up to 10 FPS.
- Ultra-quick 6-millisecond shutter release delay.
- Full range of EOS-1N features, including high-speed 5-point AF, multiple metering patterns, silent rewind, and custom functions.
- Fully compatible with EF Lenses and EOS Speedlites.



New EF Lenses



EF70-200mm f/2.8L USM

- Ultra-high performance professional telephoto zoom lens.
- Advanced 18-element optical formula features

- 4 UD elements for superior image quality.
- Exclusive Ultrasonic Motor (USM) for high-speed, silent AF with full-time manual focus override.
- Heavy-duty construction and inner focusing for excellent durability.
- Improved close focusing and peripheral light performance.
- Fully compatible for AF and AE with EF Extenders 1.4x & 2x.



EF35-80mm f/4.0-5.6 III

- Compact, lightweight, high-performance standard zoom lens.
- Excellent picture quality at an affordable price.

- Built-in lens motors for quiet, high-speed AF and aperture drive.
- 1.3 ft. minimum focusing distance for outstanding close-ups.
- Environment friendly lead-free glass optical system.



EF75-300mm f/4.0-5.6 II USM

- Compact, lightweight, high-performance telephoto zoom lens.
- Excellent picture quality at an affordable price.

- Advanced micro USM (Ultrasonic Motor) for quiet, high-speed AF.
- 4.9 ft. minimum focusing distance for outstanding close-ups.
- Environment friendly lead-free glass optical system.



EF80-200mm f/4.5-5.6 II

- Ultra-compact, lightweight, high-performance telephoto zoom lens.
- Excellent picture quality at an affordable price.

- Built-in lens motors for quiet, high-speed AF and aperture drive.
- 4.9 ft. minimum focusing distance for outstanding close-ups.
- Environment friendly lead-free glass optical system.

Canon 1995 Spring Season New Products

SURE SHOT Z115

Panorama Caption

Great pictures anywhere... under any conditions!

- One touch mid-roll switching to Panorama mode.
- Sleek Champagne metal alloy cover, comfortable feel, elegant appearance.
- 38-115mm power zoom lens.
- Best-Shot Dial with seven different modes.
- Automatic flash with red-eye reduction.
- Precise 3-point Smart Autofocus Real-time shutter release.
- Imprints date, time, and/or one of five captions on photos, and offers remote control shutter release.



New Products



SURE SHOT / SURE SHOT Z70w / Z70w Caption

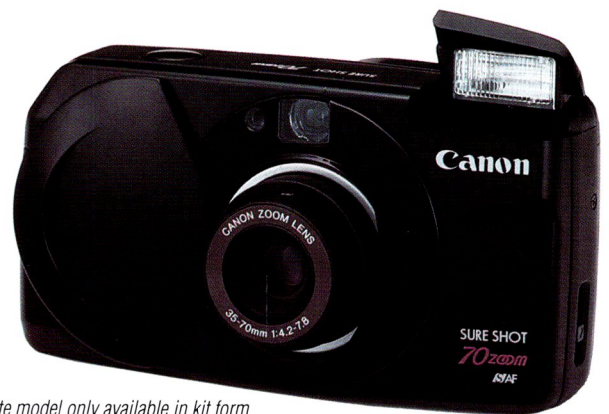
World's Smallest 2.5x Zoom Compact Camera.

- Ultra-compact 2.5x (28-70mm) autofocus power zoom camera.
- Convenient Best-Shot Dial with 6 shooting modes.
- High-quality metal-alloy finish & flat-body design.
- High-precision 3-point Smart Autofocus for sharp focus every time.
- Full-time Real-time mode for ultra-quick shutter release.
- Built-in multi-function flash with red-eye reduction.

SURE SHOT / SURE SHOT 70zoom / 70zoom Date

Ultra-Slim 2x Power Zoom Camera.

- Ultra-compact 2x (35-70mm) autofocus power zoom camera.
- Advanced flat-body design for maximum durability.
- High-precision 3-point Smart Autofocus for sharp focus every time.
- Fully automatic film handling & exposure control.
- Full-time Real-time mode for ultra-quick shutter release.
- Built-in multi-function flash with red-eye reduction.



Note: Date model only available in kit form.



SURE SHOT / SURE SHOT 60zoom / 60zoom Date

The New Vision of Elegance.

- Ultra-compact 1.6x (38-60mm) autofocus power zoom camera.
- Easy-view Zoom Finder is easy to use, even with glasses.
- Fully automatic Mode-Dial operation.
- High-precision 5-point Smart Autofocus for sharp focus every time.
- High-quality silver-tone styling with fully retractable lens.
- Built-in multi-function flash with red-eye reduction.

Canon 1995 Spring Season New Products

New Products



SURE SHOT *del Sol*

Capture the World with Solar Power.

- World's first solar powered fully automatic 35mm camera.
- Environment-friendly design eliminates need for disposable batteries.
- Built-in solar panel also functions as protective front cover.
- High-precision 3-point Smart Autofocus for sharp focus every time.
- All-glass 32mm f/3.5 lens focuses as close as 1.5 feet.
- Built-in multi-function flash with red-eye reduction.

snappy *Lx* ^{New} snappy *Lx* ^{New} Date

So Easy to Use – Takes Great Pictures Automatically!

- Fully automatic fixed-focus compact 35mm camera.
- Extra-large viewfinder for easy use, even with glasses.
- All-glass lens for sharp photos every time.
- Programmed Automatic Exposure & Auto-Load, Auto-Wind, Auto-Rewind.
- Built-in multi-function flash with red-eye reduction.
- Stylish, contoured body with built-in lens cap.



snappy *EL* ^{New} snappy *EL* ^{New} Date

So Easy to Use – It's a Snap!

- Fully automatic fixed-focus compact 35mm camera.
- All-glass lens for sharp photos every time.
- Auto-Load, Auto-Wind, motorized rewind.
- Built-in multi-function flash with red-eye reduction.
- Convenient sliding lens cover protects all components.





Canon Binoculars

- Featuring multi-coated Canon optics based on EF Lens technology for excellent edge-to-edge sharpness and contrast.
- Compact, lightweight and durable designs optimized for easy holding.
- Made with environment friendly lead-free glass.

BINOCULARS 12x36IS IMAGE STABILIZER



- World's first active optical image stabilizer design for binoculars.
- High-magnification (12x), long eye relief, wide-field viewing (67°).
- Multi-coated Canon optics including doublet field-flattener for excellent edge-to-edge sharpness and contrast.
- Focuses as closely as 3.7m/12 ft. for maximum flexibility.
- Compact roof-prism design with water-resistant rubber coating for non-slip holding.



New Products



BINOCULARS 8x32WP



- Nitrogen-filled waterproof construction combined with compact roof-prism design and rubberized non-slip grip, ideal for marine use.
- Multi-coated Canon optics including field-flattener for excellent edge-to-edge sharpness and contrast.
- High-magnification (8x), long eye relief and wide-field viewing (60°) produces bright image even in poor light.



BINOCULARS 8x23AWP



- Nitrogen-filled waterproof construction combined with ultra-compact porro-prism design and rubberized non-slip grip, ideal for marine use.
- Multi-coated Canon optics including aspherical lens field-flattener for excellent edge-to-edge sharpness and contrast.
- High-magnification (8x), close focusing to 3m/9.8 ft.



BINOCULARS 10x25A/8x22A



- Ultra-compact, lightweight folding design optimized for easy holding and storage.
- Multi-coated Canon optics including aspherical lens field-flattener for excellent edge-to-edge sharpness and contrast.
- 10x25A High-magnification (10x), close focusing to 3m/9.8 ft.
- 8x22A High-magnification (8x), close focusing to 3m/9.8 ft.
- Rubberized non-slip grip.

Specification Chart

Model	Prism	Focusing System	Magnification	Obj. Lens Diameter (mm)	Focus Range (feet)	Exit Pupil (mm)	Relative Brightness	Eye Relief (mm)	Field of View		Field of View at 1000 yd. (ft.)	Size [WxHxD] (in.)	Weight (oz.)	Exterior Finish	Remarks
									Real (°)	Apparent (°)					
12 x 36IS	Roof-prism Bak4	Center-focusing	12	36	12.1 ~ ∞	3.0	9.0	15 (Long)	5.6	67.0 (Wide)	322	5-9/16 x 6-11/16 x 2-7/8 in.	31.4 (w/o Batt.)	Rubber coat (Rubber)	Water Resistance (usable in light rain)
8 x 32WP	Roof-prism Bak4	Center-focusing	8	32	19.8 ~ ∞	4.0	16.0	18 (Long)	7.5	60.0	395	5-3/8 x 5-11/16 x 2-1/8 in.	25.6	Rubber coat (Rubber)	Water Proof *
8 x 23AWP	Porro-prism Bak4	Center-focusing	8	23	9.8 ~ ∞	2.9	8.3	11	6.4	51.2	338	4-13/16 x 4-1/4 x 2-3/8 in.	14.0	Rubber coat (Rubber)	Water Proof *
10 x 25A	Roof-prism Bak4	Center-focusing	10	25	9.8 ~ ∞	2.5	6.3	11	5.2	52.0	275	2-9/16 x 4-3/16 x 1-3/4 in.	10.9	Rubber coat (Soft Plastic)	—
8 x 22A	Roof-prism Bak4	Center-focusing	8	22	9.8 ~ ∞	2.8	7.6	11	6.4	51.2	338	2-9/16 x 4-3/16 x 1-3/4 in.	10.5	Rubber coat (Soft Plastic)	—

* 3.3 ft. underwater for 5 minutes.



For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List.

ENROLL TODAY!

1995 Professional Products Incentive Program (1st Half)

You can receive 3% Bonus on all Pro Equipment shipped.

Period: January 1, 1995 through June 30, 1995

Conditions:

1. Minimum Purchase – \$5,000.00 in the Pro Equipment which includes at least either of the following combinations:
 - A. Two (2) EOS-1N or EOS-1N RS bodies; or
 - B. One (1) EOS-1N or EOS-1N RS body and three (3) EOS A2 or EOS A2E bodies.
2. Promote Canon Professional Camera Products.
3. For Additional Terms and Conditions, including Minimum Advertising Price Conditions, see next side.

Enrollment: Please fill in the enrollment form and fax or mail to Canon U.S.A., Inc. Headquarters, or contact your Canon Sales Rep. by March 31, 1995.

If you were enrolled in the program last year, then you need not send in an Enrollment Form. And if you choose not to participate in the 1995 Program (1st Half), please notify us.



EOS-1N

EOS-1N RS

**NOW IT'S
Canon**

1995 Professional Products Incentive Program (1st Half)

I. GENERAL POLICY

Canon's Professional Products Incentive Program ("Program") is designed to help dealers promote Canon Professional Equipment. ("Pro Equipment" covered by the Program is listed in the attachment).

Dealers may receive a bonus ("Bonus") equaling 3% of their net purchases of the Pro Equipment from Canon U.S.A., Inc. ("Canon") during the Program Period as defined below.

To receive the Bonus, all terms and conditions must be satisfied throughout the Program Period.

THE PROGRAM DOES NOT AFFECT DEALERS' INDEPENDENT PRICING DECISIONS. DEALERS MAY FREELY SELL THE PRO EQUIPMENT AT ANY PRICE. Dealers who do not qualify for the Bonus during the Program Period may participate in the next following program period, if any.

II. PROGRAM PERIOD AND HOW TO ENROLL

January 1, 1995 through June 30, 1995 ("Program Period")

The Program is open to all Canon Authorized Camera Dealers. To participate in the Program, fill out the enrollment form and submit it by fax or mail by March 31, 1995. However if you were enrolled in the Program in the previous term, you need not send in an enrollment form and you will be automatically deemed to be participating in the 1995 Program (1st Half). If you were enrolled in the Program in the previous term, but choose not to participate in the 1995 Program (1st Half), please so notify Director of Sales of Camera Division, Canon U.S.A., Inc.

III. BONUS REIMBURSEMENT

Bonus will be issued to dealers by the end of July, 1995, on condition that Canon confirms that the dealer has satisfied all terms and conditions of the Program during the entire Program Period. Bonus will be issued in the form of credits. Dealers are expected to fully utilize the Bonus to expand their pro business. Canon reserves the right to charge-back the dealer's account in the event of overpayment or determination that the dealer failed to satisfy the terms and conditions of the Program.

IV. TERMS AND CONDITIONS

1. Minimum Purchase Requirement: During the Program Period, dealers must purchase \$5,000.00 in the Pro Equipment which includes either of the following combinations:
 - A. Two (2) EOS-1N or EOS-1N RS bodies; or
 - B. One (1) EOS-1N or EOS-1N RS body and three (3) EOS A2 or EOS A2E bodies.
2. Promotional Requirement:
 - A. Display Space: Prominent display space must be allocated to facilitate the demonstration of the Pro Equipment.
 - B. Other Promotions: Contact your Canon Sales Rep to discuss promotional activities appropriate for your dealership. Suggested promotions include seminars, in-store demonstrations, advertising that qualifies under the Program, etc.
3. Minimum Advertising Price ("MAP"): To qualify for the Bonus, advertised prices must be MAP or higher, except for approved advertisements listing no price (see paragraph 4). The MAP schedule is attached and is part of the Program. "Call", "Call For Price" or any variation of "Call" pricing does not qualify for the Bonus. If, during the Program Period, a dealer advertises any of the Pro Equipment below the MAP or in a deceptive or misleading way, the dealer will not receive any Bonus payment for that Program Period and the dealer will no longer be deemed a participant in the Program for that Period. The dealer may re-enter the Program in the next program period, if any.
4. If the dealer wishes to feature Pro Equipment in an advertisement without listing price, the dealer must get specific written approval in advance from the Camera Regional Sales Manager. Canon will provide an ad-slick for dealers that want to run an ad which does not contain price.
5. MAP applies to all advertising media, including but not limited to newspapers, magazines, flyers, direct mail, television and radio commercials. MAP applies to national and local advertising. (Please note: The Program applies to some media and forms of advertising (e.g. national advertising) for which co-op advertising credit may not be available.)
6. Advertisements must not be unfair or deceptive.
7. Dealers must comply with the terms and conditions of their written retail dealer agreements to qualify for the Bonus. Transshipping to affiliated or unaffiliated resellers, whether or not the reseller is an authorized Canon dealer, is a violation of the dealer agreement and is prohibited under the Program.

V. OTHER FEATURES OF THE PROGRAM

1. Dealers do not have to participate in the Program to purchase the Pro Equipment.
2. The terms and conditions of Canon USA's co-op advertising program are not affected by the Program and remain in full force and effect. (Please note: Some advertisements that qualify for co-op advertising reimbursement may not comply with the Program and may prevent a dealer from qualifying for the Bonus payment. Consult your Regional Sales Manager if you have any questions.)
3. Purchase amount is Net purchase of invoice. This does not apply to close-outs or specials. All returns will be adjusted. Credit hold and back-ordered items cannot be considered under the conditions of this Program.
4. Rebates, discounts, free merchandise and the value of other advertised allowances and promotions will be deducted from the dealer's advertised price to determine the dealer's compliance with MAP requirements.
5. Canon reserves the right to change or cancel the Program upon ten days written notice. In no case can the Program be modified or amended verbally. Any and all changes to the Program must be in writing signed by an authorized officer of Canon.
6. The Bonus is redeemable only by the dealer whose name appears on the enrollment form. In no case can the Bonus be transferable.
7. THE PROGRAM DOES NOT AFFECT THE RETAIL PRICES ACTUALLY CHARGED BY ANY AUTHORIZED CANON CAMERA DEALER. Dealers are free to discontinue their participation in the Program at any time and advertise at any price they choose, but dealers will not receive any Bonus payments unless they comply with all terms and conditions of the Program during the entire Program Period. There will be no "pro rata" payments for dealers that comply with the Program for a portion of the Program Period only.

Canon EOS Professional System

EOS Professional SLR's

Item Code No.	Product Description	Remarks	Suggested List Price (\$)	Dealer Net Price (\$)	Assorted Qty. Price 4+ (\$)
NEW! C12-8311-20S	EOS-1N RS Body	with Professional Strap 1 (Black)	3,500.00	2,420.00	2,299.00
C12-8301-20S	EOS-1N Body	with Professional Strap 1 (Black)	2,400.00	1,580.00	1,499.00
C12-8205-211	EOS A2E Body	with Neck Strap EW-500	1,150.00	745.00	699.95
NEW! C12-8205-KT1	EOS A2E EF28-105mm USM Kit	with EOS A2E Body, EF28-105mm f/4.0-5.6 USM Lens, EOS Professional Strap 1 (Green), & 6V Lithium Battery 2CR5	1,670.00	1,062.90	999.00
C12-8204-211	EOS A2 Body	with Neck Strap EW-500	1,000.00	630.00	599.95
NEW! C12-8204-KT1	EOS A2 EF28-105mm USM Kit	with EOS A2 Body, EF28-105mm f/4.0-5.6 USM Lens, EOS Professional Strap 1 (Green), & 6V Lithium Battery 2CR5	1,500.00	962.90	899.00

EOS Professional System Accessories

Power Drive Booster E1 & Battery Packs			Assorted Qty. Price 3+ (\$)		
C50-6011	Power Drive Booster E1	for EOS-1N	560.00	390.00	—
C50-1731	Ni-Cd Pack E1	for Power Drive Booster E1, EOS-1N RS	135.00	80.00	—
C50-1742	Ni-Cd Charger E1	for Ni-Cd Pack E1	350.00	210.00	—
C50-1871	Battery Pack BP-E1	for EOS-1N	192.00	120.00	—
C50-1861	Battery Pack BP-5	for EOS A2E/A2	75.00	45.00	—
Interchangeable Back					
C50-7041	Command Back E1	for EOS-1N, EOS-1N RS	290.00	174.00	—
Interchangeable Grips					
C51-8011	Vertical Grip VG10	for EOS A2E/A2	150.00	90.00	—
Dedicated Speedlites & Accessories					
C50-0702	Speedlite 480EG	with TTL Shoe Cord E, Wide Panel 480EG-2, Tele Panel 480EG-135	850.00	530.00	499.00
C50-0712	Speedlite 540EZ in Soft Case		480.00	320.00	299.00
C50-0581	Macro Ring Lite ML-3 set	Directly compatible to EF Macro Lenses; requires MacroLite Adapters 52C or 58C with other EF & FD lenses	430.00	260.00	—
C50-1692	Compact Battery Pack E	for Speedlite 540EZ	165.00	100.00	—
C50-1691-011	Transistor Pack E	with Semi-Hard Case, Connecting Cord E, & Battery Magazine TP for exclusive use with Speedlite 540EZ/480EG	200.00	120.00	—
C50-1691-221	Transistor Pack E Ni-Cd set	with Semi-Hard Case, Connecting Cord E, Ni-Cd Pack TP & Ni-Cd Charger TP for exclusive use with Speedlite 540EZ/480EG	390.00	230.00	—
C50-1821	Slave Unit E	for Speedlite 480EG	57.00	34.00	—
C50-1851	Off-Camera Shoe Cord 2	compatible with T90 & all EOS except EOS 630 & RT	65.00	38.00	—
C50-1841	TTL Hot Shoe Adapter 3		88.00	53.00	—
Remote Control Accessories					
C58-5621-011	Wireless Controller LC-3 set (includes Transmitter & Receiver)	can be used on all T3 compatible EOS & T-Series Cameras	480.00	299.00	—
C51-9691	Remote Switch 60 T3	can be used on all T3 compatible EOS & T-Series Cameras. Length: 2 ft.	42.00	25.00	—

Underwater Housing

K01-89350	CE-05 (for EOS A2/A2E)	with Magnifier	1,760.00	1,320.00	—
K01-89350-1	CE-05 set (for EOS A2/A2E)	with Magnifier, Wide-Angle Port, Ext. Ring L	1,999.00	1,499.00	—
K01-89350-2	CE-05 N (for EOS A2/A2E)	with Magnifier, Special Circuit N	1,890.00	1,420.00	—
K01-89349	CE-100 (for EOS ELAN)	with Magnifier (Available only upon request)	1,710.00	1,285.00	—
K01-89349-1	CE-100 set (for EOS ELAN)	with Magnifier, Wide-Angle Port, Ext. Ring L (Available only upon request)	1,949.00	1,462.00	—
K01-89349-2	CE-100 N (for EOS ELAN)	with Magnifier, Special Circuit N (Available only upon request)	1,840.00	1,380.00	—
K01-89360	CE-RX (for EOS REBEL X/XS)	with Magnifier	1,320.00	990.00	—
K01-89360-1	CE-RX set (for EOS REBEL X/XS)	with Magnifier, Wide-Angle Port, Ext. Ring L	1,530.00	1,147.00	—
K01-89360-2	CE-RX N (for EOS REBEL X/XS)	with Magnifier, Special Circuit N	1,450.00	1,087.00	—

For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List. All prices subject to change without notice.



CANON U.S.A., INC.
ONE CANON PLAZA
LAKE SUCCESS, N.Y. 11042-1113
Telephone: (516) 488-6700
General Fax Telephone
(516) 328-5069

ENROLLMENT FORM

**ATTENTION: YOU DO NOT HAVE TO SEND THIS FORM
IF YOU PARTICIPATED IN THE 1994 PROGRAM.**

Canon U.S.A., Inc.
Camera Division
One Canon Plaza
Lake Success, NY 11042

Dear Sirs:

We wish to participate in the Professional Products Incentive Program.
As an authorized representative of our company, I have carefully read through and understand all the terms and conditions of the program. I understand that the terms and conditions of the program cannot be verbally changed.

I furthermore understand that our company reserves the right to make its own pricing decisions and that we are free to sell Canon professional camera products at any price we feel appropriate.

Sincerely,

Dealer Name (please print): _____

Account Code: _____

Authorized Signature: _____

Date: _____

Please mail or fax this form to the following address or contact your Canon Sales Rep:

Canon U.S.A., Inc.
One Canon Plaza
Lake Success, NY 11042
Attn: Elliott Peck/ Janet Beegan
Camera Division

FAX: (516) 328-4809

Sales Rep: _____

EOS Professional Lenses & Lens Accessories

Item Code No.	Product Description	Remarks	Suggested List Price (\$)	Dealer Net Price (\$)	Assorted Qty. Price 4+ (\$)
Single Focal Length Lenses					
C21-5332	EF14mm f2.8L USM Super Wide-angle	with Lens Case LH-C13, Neck Strap 7	3,300.00	2,200.00	2,000.00
C21-5341	EF20mm f2.8 USM Wide-angle		780.00	510.00	480.00
C21-5301	EF24mm f2.8 Wide-angle		570.00	360.00	340.00
C21-5281	EF28mm f2.8 Wide-angle		335.00	213.00	200.00
C21-5311	EF35mm f2.0 Wide-angle		470.00	305.00	290.00
C21-6222	EF50mm f1.0L USM Hi-speed Normal	with Lens Case LH-D12, Hood ES-79	4,200.00	2,700.00	2,500.00
C21-6261	EF50mm f1.4 USM Normal		600.00	390.00	370.00
C21-7272	EF85mm f1.2L USM Hi-speed Short Tele	with Lens Case LH-D12, Hood ES-79	3,200.00	2,000.00	1,900.00
C21-7321	EF85mm f1.8 USM Short Telephoto		600.00	390.00	370.00
C21-7301	EF100mm f2.0 USM Short Telephoto		720.00	460.00	430.00
C21-8272	EF200mm f1.8L USM Telephoto	with Lens Case, Hood ET-123, Action Strap 3	6,700.00	4,250.00	3,990.00
C21-7311	EF200mm f2.8L USM Telephoto	with Lens Case LH-D18, Neck Strap 7	1,190.00	760.00	710.00
C21-8252	EF300mm f2.8L USM Telephoto	with Lens Case, Hood ET-118, Action Strap 3	7,000.00	4,500.00	4,200.00
C21-8342	EF300mm f4.0L USM Telephoto	with Lens Case LH-D26, Neck Strap 7	1,570.00	1,020.00	960.00
C21-8282	EF400mm f2.8L USM Super Telephoto	with Lens Case, Hood ET-161B, Action Strap 3	10,500.00	6,700.00	6,300.00
C21-8362	EF400mm f5.6L USM Super Telephoto	with Lens Case LH-D29, Ring Tripod, Neck Strap 7	2,200.00	1,420.00	1,350.00
C21-8352	EF500mm f4.5L USM Super Telephoto	with Lens Case, Hood ET-123B, Action Strap 3	8,500.00	5,500.00	5,200.00
C21-8292	EF600mm f4.0L USM Super Telephoto	with Lens Case, Hood ET-161, Action Strap 3	14,000.00	9,000.00	8,400.00
Zoom Lenses					
C21-9512	EF20-35mm f2.8L	with Lens Case DH-13, Hood EW-75	2,340.00	1,500.00	1,400.00
C21-9742	EF28-70mm f2.8L USM	with Lens Case LH-D16II, Hood EW-83B	2,300.00	1,370.00	1,300.00
C21-9642	EF35-350mm f3.5-5.6L USM	with Lens Case LH-D22 with Strap, Hood EW-78, Tripod Plate	3,200.00	2,000.00	1,900.00
NEW! C21-9792	EF70-200mm f2.8L USM	with Lens Case LH-D24B, Hood ET-83, Tripod Plate	2,340.00	1,500.00	1,400.00
C21-9432	EF100-300mm f5.6L	with Lens Case ES-C20, Hood ET-62	950.00	620.00	590.00
Special Purpose Lenses					
C21-5291	EF15mm f2.8 Fisheye ("Full Frame")		1,100.00	725.00	690.00
C21-7261	EF135mm f2.8 Tele with Soft Focus		640.00	410.00	380.00
C26-1191	EF50mm f2.5 Compact Macro		500.00	325.00	310.00
C26-1221	EF100mm f2.8 Macro		970.00	620.00	580.00
C21-5321	TS-E 24mm f3.5L Tilt-Shift	with Lens Case DH-14, Hood EW-75B	2,100.00	1,330.00	1,250.00
C21-6231	TS-E 45mm f2.8 Tilt-Shift	with Lens Case DH-14, Hood EW-79B	2,100.00	1,330.00	1,250.00
C21-7291	TS-E 90mm f2.8 Tilt-Shift	with Lens Case DH-14, Hood ES-65II	2,100.00	1,330.00	1,250.00
Lens Accessories					
C54-3791	Life-Size Converter EF	for EF50mm f2.5 Compact Macro	325.00	210.00	200.00
C54-3801	Extender EF1.4x	with Lens Case, Manual focus only with EF400mm f5.6L USM, EF500mm f4.5L USM	690.00	440.00	410.00
C54-3781	Extender EF2x	with Lens Case, Manual focus only with EF300mm f4.0L USM, EF400mm f5.6L USM, EF500mm f4.5L USM, EF600mm f5.6L USM	550.00	350.00	330.00
C42-6712	Extension Tube EF12		95.00	59.00	—
C42-6711	Extension Tube EF25		160.00	96.00	—
C54-3831	Macro Lens Mount Converter FD/EOS		105.00	62.00	—
C54-3861	52mm Close-up Lens 250D		100.00	59.00	—
C54-3881	52mm Close-up Lens 500D		100.00	59.00	—
C54-3871	58mm Close-up Lens 250D		120.00	69.00	—
C54-3891	58mm Close-up Lens 500D		120.00	69.00	—
C54-3901	72mm Close-up Lens 500D		180.00	99.00	—
C54-3911	77mm Close-up Lens 500D		200.00	119.00	—

Canon EOS Professional System

The professional choice! Minimum Advertised Price List

THESE PRICES ARE ONLY FOR THE PURPOSE OF QUALIFYING FOR CO-OP ADVERTISING CREDIT.

Professional System

ITEM CODE NO.	PRODUCT DESCRIPTION	SUGGESTED LIST PRICE (\$)	MINIMUM ADV. PRICE FOR CO-OP CREDIT (\$)
C12-8311-20S	Canon EOS-1N RS body only	3,500.00	2,399.00
C12-8301-20S	Canon EOS-1N body only	2,400.00	1,549.00
C12-8205-211	Canon EOS A2E body only	1,150.00	719.00
C12-8205-KT1	Canon EOS A2E EF28-105mm USM Kit	1,670.00	1,049.00
C12-8204-211	Canon EOS A2 body only	1,000.00	619.00
C12-8204-KT1	Canon EOS A2 EF28-105mm USM Kit	1,500.00	949.00
C21-5332	Canon EF14/2.8L USM	3,300.00	2,119.00
C21-8272	Canon EF200/1.8L USM	6,700.00	4,189.00
C21-8252	Canon EF300/2.8L USM	7,000.00	4,399.00
C21-8342	Canon EF300/4.0L USM	1,570.00	999.00
C21-8282	Canon EF400/2.8L USM	10,500.00	6,499.00
C21-8362	Canon EF400/5.6L USM	2,200.00	1,419.00
C21-8352	Canon EF500/4.5L USM	8,500.00	5,399.00
C21-8292	Canon EF600/4.0L USM	14,000.00	8,699.00
C21-9512	Canon EF20-35/2.8L	2,340.00	1,469.00
C21-9742	Canon EF28-70/2.8L USM	2,300.00	1,369.00
C21-9642	Canon EF35-350/3.5-5.6L USM	3,200.00	1,999.00
C21-9792	Canon EF70-200/2.8L USM	2,340.00	1,469.00
C21-5321	Canon TS-E 24/3.5L Tilt Shift	2,100.00	1,299.00
C21-6231	Canon TS-E 45/2.8 Tilt Shift	2,100.00	1,299.00
C21-7291	Canon TS-E 90/2.8 Tilt Shift	2,100.00	1,299.00
C50-0712	Canon Speedlite 540EZ	480.00	314.00

Effective February 26, 1995

For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

Canon EOS Professional System

EOS-1N RS



C12-8311-20S
EOS-1N RS Body

EOS-1N



C12-8301-20S
EOS-1N Body

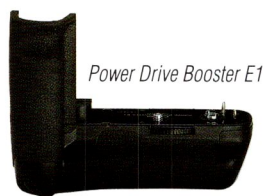
EOS A2E / EOS A2



C12-8205-211 EOS A2E Body
C12-8204-211 EOS A2 Body

Professional System

Special Professional Products Promotions



Power Drive Booster E1



Special Offer on Power Drive Booster E1

You can save \$100 on each Power Drive Booster E1 with a purchase of an EOS-1N 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	390.00	290.00	100.00



Vertical Grip VG-10



Special Offer on Vertical Grip VG-10

You can save \$30 on each VG-10 with a purchase of an EOS A2/A2E camera body on a 1:1 basis.

Code No.	Description	Regular Dealer Net Price	Special Promotion Price	You Save
C51-8011	Vertical Grip VG-10 for A2/A2E	90.00	60.00	30.00



Speedlite 540EZ with Case

Compact Battery Pack E



Special Offer on Pro Flash Kit I

You can save \$108.00 on each Pro Flash Kit I with a purchase of an EOS-1N RS, EOS-1N, EOS-A2, or EOS-A2E body on a 1:1 basis.

Code No.	Description	Regular Dealer Net Price	Special Promotion Price	You Save
C50-0712	Speedlite 540EZ with Case	320.00		
C50-1692	Compact Battery Pack E	100.00		
C50-1851	Off-Camera Shoe Cord 2	38.00		
C12-8301-KTG	Pro Flash Kit I	458.00	350.00	108.00



Off-Camera Shoe Cord 2



Special Offer on Pro Flash Kit II

You can save \$130.00 on each Pro Flash Kit II with a purchase of an EOS-1N RS, EOS-1N, EOS-A2, or EOS-A2E body on a 1:1 basis.

Code No.	Description	Regular Dealer Net Price	Special Promotion Price	You Save
C26-1221	EF 100mm f2.8 Macro	620.00		
C50-0581	Macro Ring Lite ML-3 Set	260.00		
C12-8301-KTH	Pro Flash Kit II	880.00	750.00	130.00



Macro Ring Lite ML-3 Set

EF 100mm f2.8 Macro

For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

Canon Value-Packed SLR Camera Kit Merchandise

Easy to display and especially appealing to customers, these SLR camera kits will virtually fly off your shelves—delivering more profits to YOU!

SLR Camera Kits



EOS A2E EF28-105mm USM Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8205-KT1	EOS A2E EF28-105mm USM Kit	1,670.00	1,062.90	999.00
Contents:				
■ EOS A2E Body		■ EF28-105mm f4.0-5.6 USM Lens		
■ EOS Professional Strap 1 (Green)		■ One 6V Lithium Battery 2CR5		

NEW!



\$63.90 Savings



EOS A2 EF28-105mm USM Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8204-KT1	EOS A2 EF28-105mm USM Kit	1,500.00	962.90	899.00
Contents:				
■ EOS A2 Body		■ EF28-105mm f4.0-5.6 USM Lens		
■ EOS Professional Strap 1 (Green)		■ One 6V Lithium Battery 2CR5		

NEW!



\$63.90 Savings



EOS ELAN EF28-80mm II USM Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8154-2G1	EOS ELAN EF28-80mm II USM Kit	970.00	603.95	579.00
Contents:				
■ EOS ELAN Body		■ EF28-80mm f3.5-5.6 II USM Lens		
■ EOS Wide Neck Strap EW-100 (Green)		■ One 6V Lithium Battery 2CR5		



\$24.95 Savings

For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List. All prices subject to change without notice.



EOS ELAN EF35-80mm USM Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8154-2A1	EOS ELAN EF35-80mm USM Kit	890.00	563.95	539.00
Contents:				
■ EOS ELAN Body		■ EF35-80mm f4.0-5.6 USM Lens		
■ EOS Wide Neck Strap EW-100 (Green)		■ One 6V Lithium Battery 2CR5		

NEW!



\$24.95 Savings



EOS Rebel X EF35-80mm III Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8243-2P2	EOS Rebel X EF35-80mm III Kit	580.00	339.95	324.00
Contents:				
■ EOS Rebel X Body		■ EF35-80mm f4.0-5.6 III Lens		
■ EOS Wide Neck Strap EW-100 (Blue & Red)				

NEW!



\$15.95 Savings



EOS Rebel XS EF35-80mm III Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8244-2P2	EOS Rebel XS EF35-80mm III Kit	670.00	389.95	374.00
Contents:				
■ EOS Rebel XS Body		■ EF35-80mm f4.0-5.6 III Lens		
■ EOS Wide Neck Strap EW-100 (Blue & Red)				

NEW!



\$15.95 Savings

Canon Lens Promotions

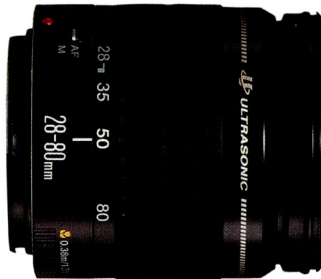
Best Match Lens for A2E, A2, ELAN, ELAN QD, Rebel X, Rebel XS and Rebel XS QD

C21-9701
EF28-105mm f/3.5-4.5 USM



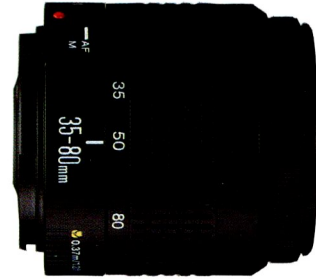
\$20.00
Savings

C21-9751
EF28-80mm f/3.5-5.6 II USM



\$10.00
Savings

C21-9841
EF35-80mm f/4.0-5.6 III



\$10.00
Savings

When you purchase the EF28-105mm f/3.5-4.5 USM Lens on a 1:1 basis with the A2E, A2, ELAN, ELAN QD, Rebel X, Rebel XS, Rebel XS QD body you save \$20.00 on the Lens.

When you purchase the EF28-80mm f/3.5-5.6 II USM, EF35-80mm f/4.0-5.6 III Lens on a 1:1 basis with the A2E, A2, ELAN, ELAN QD, Rebel X, Rebel XS, Rebel XS QD body you save \$10.00 on the Lens.

Code No.	Description	Best Dealer Net Price	Special Promotion Price	You Save
C21-9701	EF28-105mm f/3.5-4.5 USM with Lens Cap E-580 and Lens Dust Cap	349.00	329.00	\$20.00
C21-9751	EF28-80mm f/3.5-5.6 II USM with Lens Cap E-58 and Lens Dust Cap	199.00	189.00	\$10.00
C21-9841	EF35-80mm f/4.0-5.6 III with Lens Cap E-52 and Lens Dust Cap	114.00	104.00	\$10.00

NOTE: To receive special promotion savings, products must be ordered together on the same purchase order.

Lens Promotions

Canon Value-Packed Lens Shutter Camera Kit Merchandise

Easy to display, and even easier to sell, these uniquely designed "all-in-one" lens shutter camera and accessory packages give your customers everything they need to start taking great photos right away.



Photura 135 Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2722-2C1	Photura 135 Kit	610.00	360.00	339.95
Contents:				
<ul style="list-style-type: none"> ■ Photura 135 Body w/Neck Strap 21 ■ Soft Case CZ-6 		<ul style="list-style-type: none"> ■ One 6V Lithium Battery 2CR5 ■ Tripod 1 		

Lens Shutter Camera Kits



Sure Shot Z115 Caption Kit II

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3412-KT4	Sure Shot Z115 Caption Kit II	520.00	310.00	289.95
Contents:				
<ul style="list-style-type: none"> ■ Sure Shot Z115 Caption Body w/Neck Strap 20 ■ Deluxe Soft Compact Case Large Size, CZU-1 ■ Two 3V Lithium Batteries CR123A ■ One Roll 35mm Color Print Film ISO 100 12 Exp. 		<ul style="list-style-type: none"> ■ Lens Care Kit: <ul style="list-style-type: none"> Lens Tissue Lens Cleaning Cloth Blower Brush Cleaning Fluid 		

NEW!



Sure Shot 70 Zoom Date Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3482-KT1	Sure Shot 70 Zoom Date Kit	310.00	179.00	169.95
Contents:				
<ul style="list-style-type: none"> ■ Sure Shot 70 Zoom Date Body w/Neck Strap ■ Deluxe Soft Compact Case M, CSU-3 		<ul style="list-style-type: none"> ■ One 3V Lithium Battery CR123A ■ One Roll 35mm Color Print Film ISO 100 12 Exp. 		

NEW!



Sure Shot 60 Zoom Deluxe Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3432-KT1	Sure Shot 60 Zoom Deluxe Kit	245.00	147.00	139.95
Contents:				
■ Sure Shot 60 Zoom Body w/Neck Strap		■ One 3V Lithium Battery CR123A		
■ Deluxe Soft Compact Case M, CSU-3		■ One Roll 35mm Color Print Film ISO 100 12 Exp.		
■ Mini Tripod				

NEW!



Sure Shot A-1 Panorama Date Pack

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3522-KT2	Sure Shot A-1 Panorama Date Pack	345.00	199.00	189.95
Contents:				
■ Sure Shot A-1 Panorama Date Body		■ One 3V Lithium Battery CR123A		
■ Sure Shot A-1 Deluxe Soft Case CSU-5		■ Neck Strap 25		



Sure Shot A-1 Pack

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3502-KT1	Sure Shot A-1 Pack	310.00	179.00	169.95
Contents:				
■ Sure Shot A-1 Body		■ One 3V Lithium Battery CR123A		
■ Sure Shot A-1 Deluxe Soft Case CSU-5		■ Neck Strap 25		

Canon Value-Packed Lens Shutter Camera Kit Merchandise

NOTE: Co-op Advertising Allowance will not be provided for the Date model kits on this page.



Sure Shot A-1 Panorama Date Deluxe Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3522-KT1	Sure Shot A-1 Panorama Date Deluxe Kit	360.00	215.00	199.95

Contents:

- Sure Shot A-1 Panorama Date Body
- Sure Shot A-1 Deluxe Soft Case CSU-5
- One 3V Lithium Battery CR123A
- Neck Strap 25
- Sure Shot A-1 Waterproof Pouch
- Panoramic Photo Frame



Sure Shot Tele Max Date Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2872-KT4	Sure Shot Tele Max Date Kit	225.00	128.00	119.95

Contents:

- Sure Shot Tele Max Date Body w/Neck Strap
- Soft Compact Case, CT-3
- One 3V Lithium Battery CR123A
- Lens Care Kit:
 - Lens Tissue
 - Lens Cleaning Cloth
 - Blower Brush
 - Cleaning Fluid



Sure Shot Owl Date Kit

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3162-KT3	Sure Shot Owl Date Kit	150.00	89.00	84.95

Contents:

- Sure Shot Owl Date Body w/Neck Strap
- Soft Compact Case, CSU-2
- Two 1.5V AA Size Batteries
- Lens Care Kit:
 - Lens Tissue
 - Lens Cleaning Cloth
 - Blower Brush
 - Cleaning Fluid

Lens Shutter Camera Kits

Canon Awards for Excellence

Canon photographic products have long been industry leaders in quality and technology. These recent awards for excellence from prestigious consumer, professional and technical publications and organizations demonstrate Canon's continuing attention to the evolving needs of photographers at every level.



Canon EOS-1N
Popular Science –
The Best of What's New
1994 Award for Photography

Canon's top-of-the-line autofocus SLR, the EOS-1, has now been topped by the EOS-1N. New improvements like mirror lock-up, silent rewind, quick focus on five different points, and five metering patterns meet the special needs of pros, and advanced amateurs.



Canon EOS Rebel X
PTN (Photographic Trade News)
Top Product of the Year 1994
35mm SLR Autofocus

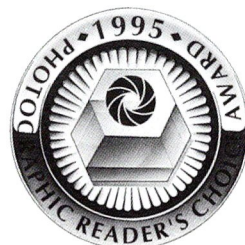
The EOS Rebel X offers the 35mm photographer a smaller, lighter camera body, user-friendly design and a highly attractive balance of price and performance.

Awards



Canon Sure Shot Z115
PTN (Photographic Trade News)
Top Product of the Year 1994
Lens Shutter Zoom Camera

Up to the minute design and technology bring elegant sophistication and great picture-taking to the aware consumer. 3X Zoom, Smart Autofocus, Auto Flash with Red-eye Reduction, and Best Shot Dial are just some of the features that make the Z115 the "Champagne" of lens shutter cameras.



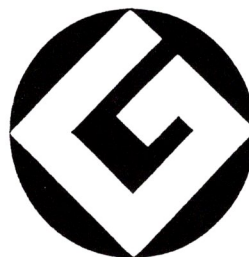
Canon EOS Rebel XS
Petersen's Photographic Magazine
Reader's Choice Award

The smallest, lightest Autofocus SLR with built-in flash, silent film advance, full EF lens compatibility and available custom accessories. No wonder Petersen's Photographic Magazine called it "the best camera under \$250."



Japan Good Design Award
Canon Autoboy S (Sure Shot Z115)

A sleekly designed camera with a beautiful Champagne metal alloy cover, the Sure Shot Z115 provides great pictures anywhere you go. 38-115mm power zoom lens, Best Shot Dial, and Auto Flash with Red-eye reduction are just some of the features that make this camera a contemporary lens shutter classic!



Japan Good Design Award
Canon Autoboy D5 (Sure Shot A-1)

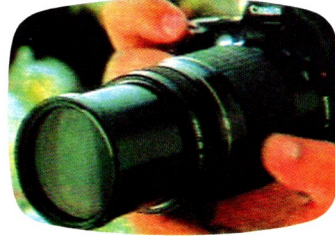
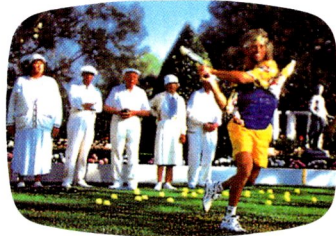
This is the camera for any situation. Compact, lightweight and waterproof, it's a full-featured 35mm. Operates under water at depths down to 16.4 feet! Your customers will never have to worry about rain, snow, sleet or gloomy skies – built-in flash makes every shot a sure shot on land or in the drink.

National Advertising Schedule 1st Half 1995

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
TV					← NETWORK/CABLE → ← HISPANIC →	
PRINT	← HOBBYIST, TRADE, PROFESSIONAL & CONSUMER →					

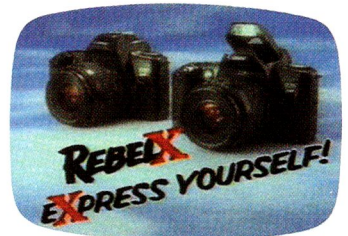
Canon continues to deliver the most impactful and effective advertising in the 35mm camera category.

**EOS
REBELX**



"Lawn Bowling" :30 TV Commercial

**EOS
REBELX**
S



"London" :30 TV Commercial

**SURE SHOT
Owl**



"Owl" :30 TV Commercial



SURE SHOT
A1
 New
 TV Commercial
 Coming!

SURE SHOT
Z70w
 New
 TV Commercial
 Coming!

SURE SHOT
60zoom
 New
 TV Commercial
 Coming!

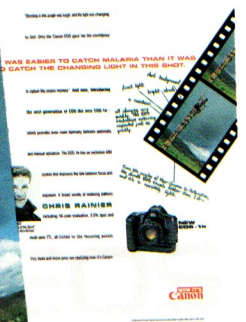
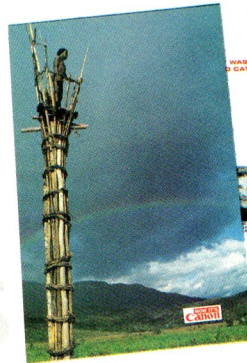
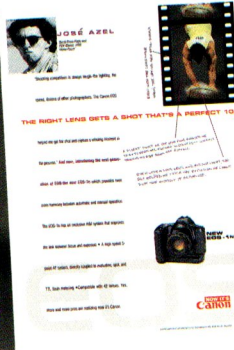
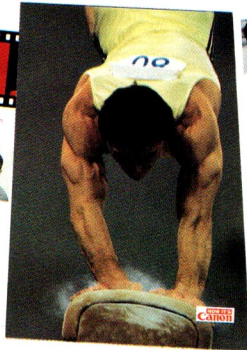
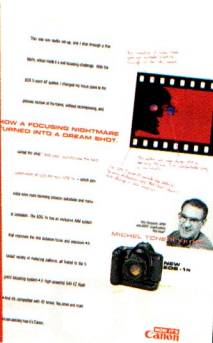
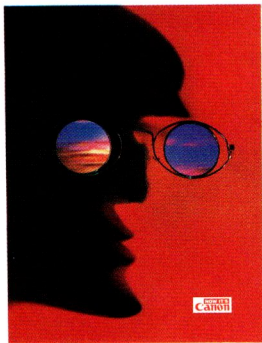
Print Advertising

Canon has an array of print ads targeting amateurs to professionals starring EOS-1N RS, EOS-1N, EOS A2/A2E, EOS ELAN, EOS Rebel X, Sure Shot Z115 and Sure Shot A-1. And new ads are on the way! Canon's ads will be seen across the U.S. by millions. Catch Canon's exciting print ads in hobbyist, trade and professional photographic magazines.

Exciting New Ads

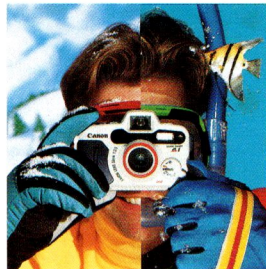
Advertising

EOS-1N



EOS-1N RS

**New
 Print Ads
 are
 Coming!**



SURE SHOT **A1**

Hey, Sports Fans! We've Got Your Camera. Introducing the new Sure Shot A1 from Canon. It's here to play in the sports arena with you. The Sure Shot A1 is a compact, easy-to-use camera with a built-in flash. The Sure Shot A1 is all you need to get the most out of your sports photography. Canon's Sure Shot A1 is the perfect camera for sports fans.



EXPRESS YOURSELF!

Introducing the all new Rebel X. Sport with that toughness, but a more user-friendly design. The Rebel X is a compact, easy-to-use camera with a built-in flash. The Rebel X is all you need to get the most out of your sports photography. Canon's Rebel X is the perfect camera for sports fans.



EOS **REBEL X**

EOS **REBEL X**

Canon SLR Camera Lineup—EOS System

EOS-1^NRS

NEW!



NOW IT'S
Canon

- The ultimate "Decisive Moment" autofocus SLR.
- Full-time viewfinder display, even during exposure.
- Ultra-high-speed continuous shooting up to 10 frames per second.
- Ultra-quick 6-millisecond shutter release delay.
- Full-range of EOS-1N features, including high-speed 5-point autofocus, multiple metering patterns, silent rewind, & custom functions.
- Fully Compatible with EF Lenses & EOS Speedlites.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-8311-20S	EOS-1N RS Body Only	3,500.00	2,420.00	2,299.00

EOS-1^N



The Professional Choice

- 5-point autofocus with choice of automatic or real-time focusing point selection via Quick Control dial.
- Improved shooting speed and focus prediction capability: Up to 6 frames per second (approx. 5 fps in AI Servo AF) with Power Drive Booster E1.
- Silent rewind: Up to 8 times quieter than the EOS-1.
- Choice of 5 metering patterns from 16-zone Evaluative to 2.3% Fine Spot Metering.
- Improved flash system: Enhanced triple-zone TTL flash sensor plus built-in flash exposure compensation control.
- 14 Custom Functions including mirror lock for expanded flexibility.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-8301-20S	EOS-1N Body Only	2,400.00	1,580.00	1,499.00

SLR Cameras

Canon SLR Camera Lineup—EOS System

EOS A2E with Eye Controlled Focus™



Focus with a glance of your eye!

- A2E features Eye Controlled Focus™—an extraordinary breakthrough in camera technology! You pick the focus point by looking at it.
- Wide-zone 5-point autofocus acquires sharp focus instantly, virtually anywhere in the picture area.
- Advanced Whisper Drive™ film transport with 5fps and near-silent rewind mode. Built-in autozoom flash with red-eye reduction.
- Eight automatic exposure modes and metered manual.
- Electronic Control dials give you fast and easy access to camera functions, including three metering systems and sixteen custom functions.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-8205-211	EOS A2E Body Only	1,150.00	745.00	699.95

EOS A2



Five point wide-zone autofocusing

- Wide-zone 5-point autofocus acquires sharp focus instantly, virtually anywhere in the picture area.
- Advanced Whisper Drive film transport with 5fps and near-silent rewind mode. Built-in autozoom flash with red-eye reduction.
- Eight automatic exposure modes and metered manual.
- Electronic Control dials give you fast and easy access to camera functions, including three metering systems and sixteen custom functions.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-8204-211	EOS A2 Body Only	1,000.00	630.00	599.95

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.
- Also available in QD (Quartz Date) model.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-8154-211	EOS ELAN Body Only	650.00	420.00	399.95
C12-8153-211	EOS ELAN QD Body Only	690.00	456.00	429.95

For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

Canon SLR Camera Lineup—EOS System

**EOS
REBEL^{XS}**



Smallest, Lightest Autofocus SLR with Built-In Flash

- Incredibly compact and light.
- Fast 3-point Multi-Wide Autofocusing.
- Powerful auto pop-up flash with Red-eye Reduction.
- Silent film advance.
- Available custom accessories: Remote Switch, Grip Extension and Eyepiece Extender.
- Compatible with the entire EF lens family including high-speed Ultrasonic lenses.
- Also available in QD (Quartz Date) model.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-8244-212	EOS Rebel XS Body Only	500.00	290.00	269.95
C12-8245-212	EOS Rebel XS QD Body Only	550.00	320.00	299.95

**EOS
REBEL^X**



Express Yourself!

- Incredibly compact and light.
- Fast 3-point Multi-Wide Autofocusing.
- Silent film advance.
- Available custom accessories: Remote Switch, Grip Extension and Eyepiece Extender.
- Compatible with the entire EF lens family including high-speed Ultrasonic lenses.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-8243-212	EOS Rebel X Body Only	400.00	235.00	219.95

Canon SLR Camera Lineup—Manual Focus

F-1



The basics at their most advanced

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

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
C12-0751-211	F-1/Eye Level Finder FN Body	2,500.00	1,600.00	1,500.00
C12-0752-211	F-1/AE Finder FN Body	2,400.00	1,550.00	1,400.00

For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

Canon Speedlite Lineup

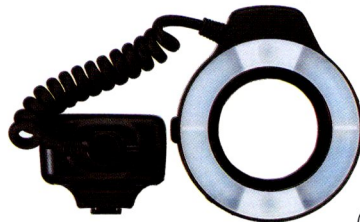


C50-0702

Speedlite 480EG

Easy to use in any situation, compact, high-performance Speedlite providing fully automatic control for use with any EOS camera.

Code No.	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
C50-0702	850.00	530.00	499.00



C50-0581

Macro Ring Lite ML-3 Set

Close-up flash for use with either the EF 50mm f2.5 Compact Macro or EF 100mm F2.8 Macro lenses.

Code No.	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
C50-0581	430.00	260.00	—



C50-0691

Speedlite 200E

Compact economical flash providing fully automatic operation with any EOS camera.

Code No.	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
C50-0691	90.00	54.00	49.95

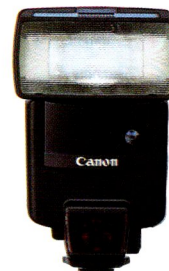


C50-0561

Speedlite 300EZ

Large, rugged, high-output grip-style flash with rapid recycling designed to meet professional photographers' demands.

Code No.	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
C50-0561	270.00	160.00	149.00



C50-0712

Speedlite 540EZ

Canon's most versatile high-output auto-zoom Speedlite is compatible with all EOS cameras and most dedicated EOS Speedlite accessories for high-quality flash photography.

Code No.	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
C50-0712	480.00	320.00	299.00

Speedlites

Canon EOS System Ultrasonic Lenses

Canon USM: The World's Most Advanced Lens Motor

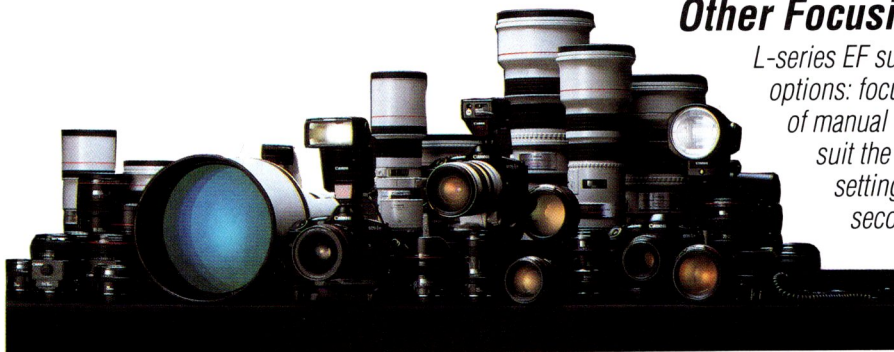
Many EF lenses are powered by Canon's exclusive Ultrasonic Motors (USM), which contribute greatly to the EOS system's silent, super-fast autofocus performance. Ultrasonic motors generate rotational force not from electromagnetic energy like ordinary motors, but from ultrasonic vibrational energy. They are characterized by high power output, high-speed rotation for fast autofocus, quick and accurate stopping for exceptional precision in high-speed focus prediction sequences, and virtually noiseless operation. Canon has developed several varieties of Ultrasonic motors, thereby ensuring optimum performance according to lens type.

Full-time Manual Focus

USM benefits are not restricted to improvements in autofocus performance. Additionally, most Ultrasonic EF lenses are equipped with a full-time manual focusing function that allows instant override of the autofocus setting for superior operability. This is an excellent example of the EOS system's seamless integration of manual control with automatic operation to provide the photographer with ultimate control over fundamental aspects of photographic expression.

Other Focusing Options

L-series EF super telephoto lenses offer even more exciting options: focusing speed control lets you adjust the sensitivity of manual focusing to half, normal, or double speed to suit the subject. Focus preset memorizes a distance setting so you can return to it in a fraction of a second—ideal for sports.



For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

Canon EF Lenses Lineup

Popular Zoom Lenses



EF 35-80mm f4.0-5.6 III

NEW!

C21-9841		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
170.00	122.00	114.00



EF 28-105mm f3.5-4.5 USM

C21-9701		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
570.00	370.00	349.00



EF 35-105mm f4.5-5.6

C21-9591		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
280.00	158.00	149.00



EF 35-135mm f4.0-5.6 USM

C21-9531		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
530.00	345.00	324.00



EF 80-200mm f4.5-5.6 II

NEW!

C21-9871		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
280.00	158.00	149.00



EF 80-200mm f4.5-5.6 USM

C21-9651		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
360.00	215.00	199.00

Compact USM Zoom Lenses



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

C21-9751		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
355.00	214.00	199.00



EF 100-300mm f4.5-5.6 USM

C21-9551		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
530.00	345.00	324.00



EF 35-80mm f4.0-5.6 USM

C21-9631		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
260.00	170.00	159.00



EF 20-35mm f2.8L

C21-9512		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
2,340.00	1,500.00	1,400.00



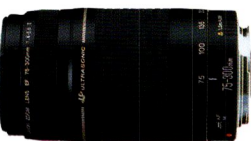
EF 35-105mm f4.5-5.6 USM

C21-9671		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
360.00	235.00	219.00



EF 28-70mm f2.8L USM

C21-9742		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
2,300.00	1,370.00	1,300.00



EF 75-300mm f4.0-5.6 II USM

NEW!

C21-9861		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
430.00	276.00	259.00



EF 35-350mm f3.5-5.6L USM

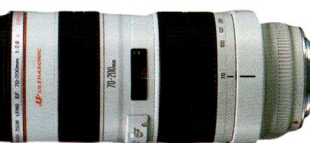
C21-9642		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
3,200.00	2,000.00	1,900.00

USM Zoom Lenses



EF 20-35mm f3.5-4.5 USM

C21-9731		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
725.00	473.00	450.00



EF 70-200mm f2.8L USM

NEW!

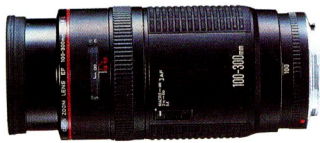
C21-9792		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
2,340.00	1,500.00	1,400.00

For prices on all Canon Photographic Products, see Canon's 1995 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 marked (USM) use Canon's exclusive Ultrasonic Motors for focusing.

Canon EF Lenses Lineup

L-Series Zoom Lenses continued



C21-9432		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
950.00	620.00	590.00

EF 100-300mm f5.6L



C21-7321		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
600.00	390.00	370.00

EF 85mm f1.8 USM

Popular Single Focal Length Lenses



C21-5291		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
1,100.00	725.00	690.00

EF 15mm f2.8 Fisheye



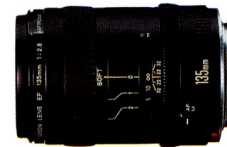
C21-7301		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
720.00	460.00	430.00

EF 100mm f2.0 USM



C21-5341		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
780.00	510.00	480.00

EF 20mm f2.8 USM



C21-7261		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
640.00	410.00	380.00

EF 135mm f2.8 w/Soft Focus

L-Series Single Focal Length Lenses



C21-5301		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
570.00	360.00	340.00

EF 24mm f2.8



C21-5332		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
3,300.00	2,200.00	2,000.00

EF 14mm f2.8L USM



C21-5281		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
333.00	213.00	200.00

EF 28mm f2.8



C21-6222		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
4,200.00	2,700.00	2,500.00

EF 50mm f1.0L USM



C21-5311		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
470.00	305.00	290.00

EF 35mm f2.0



C21-7272		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
3,200.00	2,000.00	1,900.00

EF 85mm f1.2L USM



C21-6261		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
600.00	390.00	370.00

EF 50mm f1.4 USM



C21-8272		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
6,700.00	4,250.00	3,990.00

EF 200mm f1.8L USM



C21-6241		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
130.00	84.00	79.00

EF 50mm f1.8 II



C21-7311		
Suggested List Price	Dealer Net Price	Assorted Quantity 4+ Unit Price
1,190.00	760.00	710.00

EF 200mm f2.8L USM

For prices on all Canon Photographic Products, see Canon's 1995 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 marked (USM) use Canon's exclusive Ultrasonic Motors for focusing.
Page 26 1995 Spring Season Profit Maker

Canon EF Lenses Lineup

L-Series Single Focal Length Lenses continued



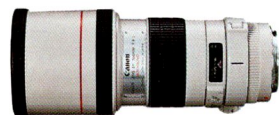
EF 300mm f2.8L USM

C21-8252		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
7,000.00	4,500.00	4,200.00



TS-E 90mm f2.8

C21-7291		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
2,100.00	1,330.00	1,250.00



EF 300mm f4.0L USM

C21-8342		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
1,570.00	1,020.00	960.00



EF 50mm f2.5 Compact Macro

C26-1191		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
500.00	325.00	310.00



EF 400mm f2.8L USM

C21-8282		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
10,500.00	6,700.00	6,300.00



EF 100mm f2.8 Macro

C26-1221		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
970.00	620.00	580.00



EF 400mm f5.6L USM

C21-8362		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
2,200.00	1,420.00	1,350.00



Life Size Converter EF

C54-3791		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
325.00	210.00	200.00



EF 500mm f4.5L USM

C21-8352		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
8,500.00	5,500.00	5,200.00



Extender EF 1.4x

C54-3801		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
690.00	440.00	410.00



EF 600mm f4.0L USM

C21-8292		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
14,000.00	9,000.00	8,400.00



Extender EF 2x

C54-3781		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
550.00	350.00	330.00

Tilt-Shift Lenses



TS-E 24mm f3.5L

C21-5321		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
2,100.00	1,330.00	1,250.00



TS-E 45mm f2.8

C21-6231		Assorted
Suggested List Price	Dealer Net Price	Quantity 4+ Unit Price
2,100.00	1,330.00	1,250.00

For prices on all Canon Photographic Products, see Canon's 1995 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 marked (USM) use Canon's exclusive Ultrasonic Motors for focusing.

Canon Lens Shutter Camera Lineup

PHOTURA 135



The future is here.

- 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.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2722	Photura 135	590.00	350.00	329.95

SURE SHOT Z115 and Sure Shot Z115 Panorama Caption



NEW!

Great pictures anywhere...under any conditions!

- Sleek Champagne metal alloy cover, comfortable feel, elegant appearance.
- 38-115mm power zoom lens.
- Best-Shot Dial with seven different modes.
- Automatic flash with red-eye reduction.
- Precise 3-point Smart Autofocus Real-time shutter release.
- Optional Z115 Panorama Caption model imprints date, time, and/or one of five captions on photos, and offers remote control shutter release and one touch mid-roll switching to Panorama mode.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3402	Sure Shot Z115	500.00	290.00	269.95
C13-3422	Sure Shot Z115 Panorama Caption	520.00	310.00	289.95

SURE SHOT Z70W and Sure Shot Z70W Caption



NEW!

World's smallest 2.5x Zoom Compact Camera.

- Ultra-compact 2.5x (28-70mm) autofocus power zoom camera.
- Convenient Best-Shot Dial with six shooting modes.
- High-quality metal-alloy finish and flat-body design.
- High-precision 3-point Smart Autofocus for sharp focus every time.
- Full-time Real-time mode for ultra-quick shutter release.
- Built-in multi-function flash with red-eye reduction.
- Optional Z70W Caption model imprints date, time, and/or one of five captions on photos.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3375	Sure Shot Z70W	370.00	221.00	209.95
C13-3385	Sure Shot Z70W Caption	400.00	243.00	229.95

For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

Lens Shutter Cameras

Canon Lens Shutter Camera Lineup

SURE SHOT 70zøom



NEW!

Ultra-slim 2x Power Zoom Camera.

- Ultra-compact 2x (35-70mm) autofocus power zoom camera.
- Advanced flat-body design for maximum durability.
- High-precision 3-point Smart Autofocus for sharp focus every time.
- Fully automatic film handling and exposure control.
- Full-time Real-time mode for ultra-quick shutter release.
- Built-in multi-function flash with red-eye reduction.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3472	Sure Shot 70 Zoom	285.00	159.00	149.95

SURE SHOT 60zøom and Sure Shot 60 Zoom Date



NEW!

The new vision of elegance.

- Ultra-compact 1.6x (38-60mm) autofocus power zoom camera.
- Easy-view zoom finder is easy to use, even with glasses.
- Fully automatic Mode-Dial operation.
- High-precision 5-point Smart Autofocus for sharp focus every time.
- High-quality silver-tone styling with fully retractable lens.
- Built-in multi-function flash with red-eye reduction.
- Date model imprint functions include 4 date/time combinations.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3432	Sure Shot 60 Zoom	245.00	147.00	139.95
C13-3442	Sure Shot 60 Zoom Date	285.00	159.00	149.95

SURE SHOT TELEMAX and Sure Shot Tele Max Date



Loaded to the Max with the features customers want!

- Dual focal length 38mm f/3.5 and 70mm f/6.0 lens.
- Superior 3-point Smart Autofocus.
- Automatic built-in flash with red-eye reduction.
- Date model imprint functions include 4 date/time combinations.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2862	Sure Shot Tele MAX	200.00	111.00	104.95
C13-2872	Sure Shot Tele MAX Date	225.00	128.00	119.95

Canon Lens Shutter Camera Lineup

SURE SHOT *del Sol*



NEW!

Capture the World with Solar Power.

- World's first solar powered fully automatic 35mm camera.
- Environment-friendly design eliminates need for disposable batteries.
- Built-in solar panel also functions as protective front cover.
- High-precision 3-point Smart Autofocus for sharp focus every time.
- All-glass 32mm f/3.5 lens focuses as close as 1.5 feet.
- Built-in multi-function flash with red-eye reduction.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3332	Sure Shot del Sol	285.00	159.00	149.95

SURE SHOT **A1** and Sure Shot A-1 Panorama Date



High-Performance Waterproof Camera!

- Compact and lightweight waterproof 35mm camera.
- Underwater operation at depths down to 16.4 feet.
- Large, bright, high-eyepoint viewfinder.
- Precise 3-point active Smart Autofocus.
- Built-in flash with red-eye reduction and choice of shooting modes.
- A-1 Panorama Date model has one touch mid-roll switching to Panorama mode; and date/time imprinting with choice of format.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3502-KT1	Sure Shot A-1 Pack	310.00	179.00	169.95
C13-3522-KT2	Sure Shot A-1 Panorama Date Pack	345.00	199.00	189.95

SURE SHOT *Owl* and Sure Shot Owl Date



Make every shot a Sure Shot.

- Fully automatic autofocus 35mm camera.
- 3-Step Active Autofocus gives sharp focus from 2.6 feet to infinity.
- Unique "Easy View" high-eyepoint extra large viewfinder.
- Automatic film handling with mid-roll rewind.
- Automatic built-in flash with red-eye reduction.
- Sure Shot Owl Date imprints photo with choice of 4 date/time imprints.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3152	Sure Shot Owl	125.00	74.00	69.95
C13-3162	Sure Shot Owl Date	150.00	89.00	84.95

For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

Lens Shutter Cameras

Canon Lens Shutter Camera Lineup

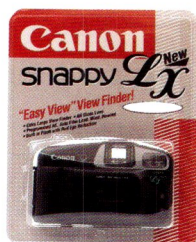
snappy ^{New} Lx and (New) Snappy LX Date



So easy to use — takes great pictures automatically!

- Fully automatic fixed-focus compact 35mm camera.
- Extra-large viewfinder for easy use, even with glasses.
- All-glass lens for sharp photos every time.
- Programmed Automatic Exposure and Auto-Load, Auto-Wind, Auto-Rewind.
- Built-in multi-function flash with red-eye reduction.
- Stylish, contoured body with built-in Lens Cap.
- Quartz Date model imprint functions include 4 date/time combinations.

NEW!



Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-3172	(New) Snappy LX	115.00	63.00	57.95
C13-3182	(New) Snappy LX Date	120.00	72.00	67.95
C13-3172-505	(New) Snappy LX Blister	115.00	63.00	57.95

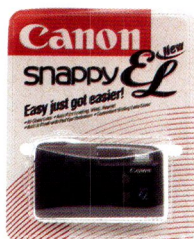
snappy ^{New} EL and (New) Snappy EL Date



So easy to use — it's a Snap!

- Fully automatic fixed-focus compact 35mm camera.
- All-glass lens for sharp photos every time.
- Auto-Load, Auto-Wind, Motorized Rewind.
- Built-in multi-function flash with red-eye reduction.
- Convenient sliding lens cover protects all components.
- Quartz Date model imprint functions include 4 date/time combinations.

NEW!



Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C13-2762	(New) Snappy EL	80.00	47.00	44.95
C13-2772	(New) Snappy EL Date	95.00	58.00	54.95
C13-2762-503	(New) Snappy EL Blister	80.00	47.00	44.95

Lens Shutter Cameras

Canon Custom Accessory Pack Series

Components



SLR Custom Accessory Pack Series

- Increase your profits with Canon's eye-catching SLR Custom Accessory Packs, offering the most popular accessories for both your Canon customers and other SLR camera users, as well.
- Attractive boxes containing individually-packaged accessories are designed to easily hang on display racks, giving them high visibility for customers and increased sales opportunities for **YOU!**
- What's more, the individually-packaged items may be sold separately, giving you additional profit potential.

SLR Custom Accessory Pack S1

Code No.	Description	Suggested List Price	Dealer Net Price
0-3500-S1	SLR Custom Accessory Pack S1	27.00	13.50
Contents:			
<ul style="list-style-type: none"> ■ 52mm UV Filter Haze-1 ■ Two 3V Lithium Batteries CR123A 		<ul style="list-style-type: none"> ■ Lens Care Kit: Lens Tissue, Lens Cleaning Cloth, Blower Brush, Cleaning Fluid 	

This Pack is for EOS Rebel X, EOS Rebel XS, EOS Rebel XS QD, and any SLR camera powered by two 3V lithium batteries CR123A.

SLR Custom Accessory Pack S2

Code No.	Description	Suggested List Price	Dealer Net Price
0-3500-S2	SLR Custom Accessory Pack S2	26.00	13.00
Contents:			
<ul style="list-style-type: none"> ■ 52mm UV Filter Haze-1 ■ One 6V Lithium Battery 2CR5 		<ul style="list-style-type: none"> ■ Lens Care Kit: Lens Tissue, Lens Cleaning Cloth, Blower Brush, Cleaning Fluid 	

This Pack is for EOS ELAN, EOS A2, EOS A2E, EOS 1, EOS-1N, and any SLR camera powered by a 6V lithium battery 2CR5.

Compact Camera Accessory Pack Series

- Build your profits with the accessories Canon customers as well as other compact camera users want most. Designed to work with any make compact camera and easy to display on hanging racks, these eye-catching, individually-packaged accessories will become great point-of-purchase profit makers for **YOU!**
- What's more, the individually-packaged items may be sold separately, further increasing your profit potential.

Compact Camera Accessory Pack L1

Code No.	Description	Suggested List Price	Dealer Net Price
0-1500-L1	Compact Camera Accessory Pack L1	32.50	16.00
Contents:			
<ul style="list-style-type: none"> ■ Deluxe Soft Compact Case, Large Size CZU-1 ■ One Roll 35mm Color Print Film ISO 100 12 Exp. ■ Two 3V Lithium Batteries CR123A 		<ul style="list-style-type: none"> ■ Lens Care Kit: Lens Tissue, Lens Cleaning Cloth, Blower Brush, Cleaning Fluid 	

This Pack is recommended for Sure Shot Z115, Z85, Zoom Max and most Zoom compact cameras powered by two 3V lithium batteries CR123A.

Compact Camera Accessory Pack L2

Code No.	Description	Suggested List Price	Dealer Net Price
0-1500-L2	Compact Camera Accessory Pack L2	20.50	10.00
Contents:			
<ul style="list-style-type: none"> ■ Soft Compact Case, Medium Size CSU-2 ■ One Roll 35mm Color Print Film ISO 100 12 Exp. ■ One 3V Lithium Battery CR123A 		<ul style="list-style-type: none"> ■ Lens Care Kit: Lens Tissue, Lens Cleaning Cloth, Blower Brush, Cleaning Fluid 	

This Pack is recommended for Sure Shot Tele Max, Sure Shot Max and most AF/TELE/DUAL compact cameras powered by a 3V lithium battery CR123A.

Compact Camera Accessory Pack L3

Code No.	Description	Suggested List Price	Dealer Net Price
0-1500-L3	Compact Camera Accessory Pack L3	16.10	7.00
Contents:			
<ul style="list-style-type: none"> ■ Soft Compact Case, Medium Size CSU-2 ■ One Roll 35mm Color Print Film ISO 100 12 Exp. ■ Two 1.5V AA Size Batteries 		<ul style="list-style-type: none"> ■ Lens Care Kit: Lens Tissue, Lens Cleaning Cloth, Blower Brush, Cleaning Fluid 	

This Pack is recommended for Sure Shot Owl, Snappy LX, EL and most Fixed Focus/AF cameras powered by two 1.5V AA Size batteries.

Compact Camera Accessory Pack L4

Code No.	Description	Suggested List Price	Dealer Net Price
0-1500-L4	Compact Camera Accessory Pack L4	20.50	10.00
Contents:			
<ul style="list-style-type: none"> ■ Soft Compact Case, Small Size CSU-1 ■ One Roll 35mm Color Print Film ISO 100 12 Exp. ■ One 3V Lithium Battery CR123A 		<ul style="list-style-type: none"> ■ Lens Care Kit: Lens Tissue, Lens Cleaning Cloth, Blower Brush, Cleaning Fluid 	

This Pack is recommended for Sure Shot M and most Ultra Compact cameras powered by a 3V lithium battery CR123A.

For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

Canon Profitable Accessories

To enhance your customer's camera system, introduce them to Canon's lineup of high-quality accessories. Whether it's a Canon tripod, bag, case or strap, you can show them how to get the most out of their Canon equipment from the name they already know and trust. You'll find there's never been an easier way to build up your incremental sales.

Bags, Filter Cases and Straps

All Canon Gadget Bags are designed with the finest materials available and the exacting attention to detail for which Canon is known. Whether you recommend a Professional, Deluxe, or Custom line bag, your customers will be getting the best product for their individual needs.



Professional Gadget Bag 1

This rugged, professional-sized bag carries and protects your valuable equipment while providing quick and easy access.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
0-3600-3	Professional Gadget Bag 1	119.00	65.95	59.95
<ul style="list-style-type: none"> ■ Holds 1-2 camera bodies, 7-10 lenses and accessories ■ Size (W x H x D): 15 x 8-1/2 x 8 inches ■ Rugged, waterproof, urethane-coated material for professional use ■ Weather-flapped top cover with genuine leather carrying handle ■ Large zippered front pocket with mesh pouch and accessory holders ■ Two padded snap side pockets for quick storage of lenses and flash units ■ Zippered rear pouch for storing an air ticket, map or notebook ■ Quick-release film pouch inside top cover for smooth airport hand inspection ■ Accessory pocket and elastic accessory loops inside the top cover ■ Well-arranged divider system for secure storage and easy access ■ Non-slip, detachable shoulder strap with business card holder ■ A pair of adjustable straps provided to carry a tripod on the bottom ■ Color: Forest Green 				



Deluxe Gadget Bag 10

Serious photo enthusiasts will appreciate the ample space and extra pockets for carrying a vast assortment of photo equipment to any location. There's even a built-in waist belt that quickly tucks away behind a rear pouch.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
0-3600-4	Deluxe Gadget Bag 10	99.00	54.95	49.95
<ul style="list-style-type: none"> ■ Holds 1-2 camera bodies, 5-8 lenses and accessories ■ Size (W x H x D): 11-1/2 x 8-1/4 x 6-1/4 inches ■ Rugged, waterproof, urethane-coated material for professional use ■ Weather-flapped top cover with genuine leather carrying handle ■ Large zippered front pocket with mesh pouch and accessory holders ■ Two padded snap side pockets for quick storage of lenses and flash units ■ Zippered rear pouch for storing an air ticket, map or notebook ■ Built-in waist belt quickly tucks away behind a rear pouch ■ Quick-release film pouch inside top cover for smooth airport hand inspection ■ Accessory pocket inside the top cover ■ Well-arranged divider system for secure storage and easy access ■ Non-slip, detachable shoulder strap with business card holder ■ A pair of adjustable straps provided to carry a tripod on the bottom ■ Color: Forest Green 				



Custom Gadget Bag 100

Just the right mid-sized bag for all kinds of photo enthusiasts.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
0-3600-1	Custom Gadget Bag 100	39.00	22.95	19.95
<ul style="list-style-type: none"> ■ Holds 1-2 camera bodies, 3-4 lenses and accessories ■ Size (W x H x D): 10-3/4 x 7 x 4-1/2 inches ■ Rugged, waterproof, urethane-coated material for extra durability ■ Large zippered front pocket with three accessory pouches ■ Zippered rear pouch for storing an air ticket, map or notebook ■ Large zippered pouch inside the top cover ■ Well-arranged divider system for secure storage and easy access ■ Non-slip, detachable shoulder strap ■ A pair of adjustable straps provided to carry a tripod on the bottom ■ Color: Forest Green 				

Canon Profitable Accessories



Professional Back Pack 1

A high-quality, waterproof backpack for nature photographers who need to carry a lot of equipment while retaining full mobility.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
0-3600-2	Professional Back Pack 1	79.00	39.95	34.95
<ul style="list-style-type: none"> ■ Holds 2 camera bodies, 5-8 lenses and accessories ■ Size (W x H x D): 12-1/2 x 16-1/4 x 5-1/4 inches ■ Rugged, waterproof, urethane-coated material for extra durability ■ Two fully foam-padded main compartments to carry a maximum amount of gear ■ Three snap pockets on front and side for quick storage of accessories ■ Foam-padded adjustable shoulder straps for optimum comfort ■ Zippered rear pouch for storing an air ticket, map or notebook ■ Internal zippered pouch also functions as a partition ■ Adjustable waist belt for added stability while carrying ■ External lash tabs for tying on extra equipment ■ Well-arranged divider system for secure storage and easy access ■ A pair of adjustable top straps provided to carry a tripod ■ Color: Forest Green 				



Filter Soft Case

Color-coordinated and designed to fit nicely into the Canon Gadget Bag pockets, these cases are perfect for serious enthusiasts who need to carry a variety of filters.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C-0001-LG	Filter Soft Case L	19.95	10.95	9.95
C-0001-SG	Filter Soft Case S	14.95	8.95	7.95
<ul style="list-style-type: none"> ■ Ideal accessory to keep filters organized, protected and easily accessible ■ Large size case is designed to hold six filters up to 82mm maximum diameter ■ Small size case is designed to hold six filters up to 62mm maximum diameter ■ Six transparent pockets inside enable a full view of all filters ■ Fully padded tough material for extra durability and security ■ Folds and locks with Velcro. Will fit into most camera bag pockets ■ Color: Forest Green 				



Professional Strap 1

The heavy-duty design will satisfy the professional's need for durability, non-slip security, and twist-proof quick release extensions that are especially handy for use with super telephoto lenses.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
N-0001-BL1	Professional Strap 1 (Black)	18.00	9.95	8.95
N-0001-GR1	Professional Strap 1 (Green)	18.00	9.95	8.95
<ul style="list-style-type: none"> ■ Comfortable Non-Slip Construction ■ Durable Military Spec Stitching ■ Reliable Non-Twist Quick-Release ■ 1 inch wide strap with Canon Professional Logo ■ 2 color choices: Black, Green 				



EOS Wide Neck Strap EW-100

This classic wide strap is designed to carry all EOS or other cameras comfortably.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
C56-1511	EOS Wide Neck Strap EW-100 (Green)	12.00	7.00	6.00
C56-1561	EOS Wide Neck Strap EW-100 (Blue)	12.00	7.00	6.00
C56-1562	EOS Wide Neck Strap EW-100 (Red)	12.00	7.00	6.00
<ul style="list-style-type: none"> ■ Designed to carry EOS or any cameras comfortably ■ Feels good in your hand and on your shoulder ■ Built-in eyepiece cover for EOS Autofocus SLR cameras ■ 1.5 inch wide strap with Canon Logo ■ 3 color choices: Green, Blue, Red 				

For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

Profitable Accessories

Tripods and Heads

For durability, reliability and performance, Canon tripod series products are second to none. Three categories are available—Professional, Deluxe, Custom—designed to meet with the widest range of needs.



Professional Tripod 1

This top-of-the-line professional tripod is designed for ease-of-use and maximum stability to support all types of SLR and medium format cameras. Recommended for use with Professional Ball Head 1 or Professional Pan Head 1.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
T-0003	Professional Tripod 1	209.95	149.95	139.95
<ul style="list-style-type: none"> ■ Length: 59 in. extended/23 in. folded ■ Semi-low angle stance as low as 17 in. ■ Weight: 5.7 lbs. ■ Leg diameter: 28mm/1-1/8 in. ■ 3-section rugged tubular aluminum legs ■ Secure collar leg locks ■ Double-fitted, angle-gear center column ■ Locking radial center braces ■ Elevation friction control ■ Carrying strap included ■ Color: Titanium bronze 				

Professional Ball Head 1

Heavy-duty construction makes this ball head perfect for working pros and serious enthusiasts when used in combination with the Professional Tripod 1. Ideal for use with all SLR and medium format cameras.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
T-0005	Professional Ball Head 1	69.95	54.95	49.95
<ul style="list-style-type: none"> ■ Rugged metal construction for professional use ■ Single-action locking lever for fast and precise positioning ■ Exceptionally smooth rotation and positive locking lever ■ Fast and secure camera mounting ■ Screw-adaptor to accommodate either 3/8" or 1/4" tripod screw ■ Weight: 1.2 lbs. ■ Color: Dark gray 				

Professional Pan Head 1

Renowned for its durability and performance, this top-of-the-line pan head is the professional's choice for use with all SLR and medium format cameras.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
T-0006	Professional Pan Head 1	69.95	54.95	49.95
<ul style="list-style-type: none"> ■ Rugged metal construction for professional use ■ Two large handles for fast and precise 3-way control ■ One handle controls and locks both pan and tilt action ■ Second handle adjusts and locks side tilt ■ Exceptionally smooth operation and positive locking controls ■ Scale in 10° increments for up/down and left/right tilt ■ Built-in bubble level ■ Weight: 2.2 lbs. ■ Color: Dark gray-brown 				



Deluxe Tripod 10

Fast and easy operation make this mid-range tripod one of the most versatile in its class. Recommended for use with Deluxe Ball Head 10 or Deluxe Pan Head 10.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
T-0004	Deluxe Tripod 10	69.95	54.95	49.95
<ul style="list-style-type: none"> ■ Length: 55.9 in. extended/22.0 in. folded ■ Semi-low angle stance as low as 14.8 in. ■ Weight: 4.8 lbs. ■ Leg diameter: 28mm/1-1/8 in. ■ 3-section rugged tubular aluminum legs ■ Quick lever leg locks ■ Double-fitted, geared center column ■ Locking radial center braces ■ Elevation friction control ■ Built-in bubble level ■ Color: Black 				

Deluxe Ball Head 10

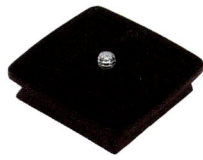
Compact and lightweight, when used with the Deluxe Tripod 10, it gives you powerful performance in the field.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
T-0007	Deluxe Ball Head 10	44.95	30.95	27.95
<ul style="list-style-type: none"> ■ Designed for a wide range of photo enthusiasts ■ Heavy-duty metal construction ■ Single-action large handle for fast and precise positioning ■ Exceptionally smooth operation and positive locking handle ■ Incorporates 1/4" tripod screw ■ Weight: 1.1 lbs. ■ Color: Black 				

Deluxe Pan Head 10

Compact and easy to use, this heavy-duty pan head offers just the right durability and easy operation for most serious enthusiasts. Recommended for use with Deluxe Tripod 10.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 3+ Unit Price
T-0008	Deluxe Pan Head 10	44.95	30.95	27.95
<ul style="list-style-type: none"> ■ Designed for a wide range of photo enthusiasts ■ Heavy-duty metal construction ■ Single large handle for fast and precise pan and tilt control ■ Separate lock knob for right tilting camera platform ■ Exceptionally smooth operation and positive locking controls ■ Incorporates 1/4" tripod screw ■ Weight: 1.3 lbs. ■ Color: Dark gray-brown 				



Quick Release Photo Platform

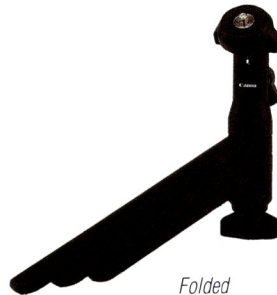
Custom Tripod 100

Casual shooters and amateurs will appreciate this easy-to-use, affordable tripod.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
T-0001	Custom Tripod 100	39.95	27.95	24.95
<ul style="list-style-type: none"> ■ Length: 56.7 in. extended/21.1 in. folded ■ Weight: 2.4 lbs. ■ 3-way Pan head ■ Quick release photo platform ■ 3-section hexagonal aluminum legs ■ Quick lever leg locks ■ Geared center column ■ Locking radial center braces ■ Non-slip feet ■ Color: Black 				



In Use



Folded

Table Pod 10

When space is limited, this is the ideal mini-pod for shake-free photographs every time.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
T-0002	Table Pod 10	29.95	18.95	16.95
<ul style="list-style-type: none"> ■ Height in use: 6.45 in. ■ Bottom Triangle when opened: 10.6 x 9.4 x 9.0 in. ■ Folds down flat and compact ■ Weight: 10.2 oz. ■ Full size photo platform ■ Locking ball and socket head ■ Rugged heavy-duty aluminum alloy ■ Sturdy legs with sure-grip tips ■ Color: Black 				

Deluxe Soft Compact Case Series

High quality materials and stylish design with metal Canon logo give this series a smart look.



Deluxe Soft Compact Case L

Designed to accommodate most compact cameras, especially Zoom models. (Canon Sure Shot Z115, Z85 or Zoom Max)

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
O-CZU1	Deluxe Soft Compact Case L	12.00	7.00	6.00
<ul style="list-style-type: none"> ■ Two zippered compartments ■ Large pouch fully padded to protect camera securely ■ Smaller zippered pocket for film, batteries and other accessories ■ Adjustable, quick-release shoulder strap ■ Belt loop ■ Inside measurement: H: 6-5/16" W: 3-5/16" D: 1-3/16" ■ Color: Navy Blue 				



Deluxe Soft Compact Case M

Perfect for most compact cameras, especially Dual, AF, and Fixed Focus models. (Canon Sure Shot Z70W, 70 Zoom, 60 Zoom, Zoom Max, Tele Max, Max, Owl, Snappy LX or EL)

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
O-CSU3	Deluxe Soft Compact Case M	10.50	6.50	5.50
<ul style="list-style-type: none"> ■ Two separate compartments ■ Large pouch with Velcro top fully padded to protect camera securely ■ Smaller zippered pocket for film, batteries and other accessories ■ Strap snap loop for attaching the case to camera's neck strap ■ Belt loop ■ Inside measurement: H: 5-1/4" W: 3-1/8" D: 1-3/4" ■ Color: Forest Green 				



Deluxe Soft Compact Case S

Designed to fit virtually all ultra-compact cameras. (Canon Sure Shot M or Esprit)

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Quantity 6+ Unit Price
O-CSU4	Deluxe Soft Compact Case S	9.00	5.50	4.50
<ul style="list-style-type: none"> ■ Fully padded pouch with Velcro top to protect camera securely ■ Strap snap loop for attaching the case to camera's neck strap ■ Belt loop ■ Inside measurement: H: 5" W: 2-9/16" D: 1-1/2" ■ Color: Burgundy 				

For prices on all Canon Photographic Products, see Canon's 1995 Spring Season Authorized Dealer Price List. All prices subject to change without notice.

Canon Profitable Accessories

KENKO Delphinus Underwater Housing System for EOS Cameras

CE-05 for EOS A2/A2E  CE-05 with W/A Port + Ext. Ring L	CE-100* for EOS ELAN  CE-100 with Macro Port	CE-RX for EOS REBEL X/XS  CE-RX with W/A Port + Ext. Ring S
---	---	---

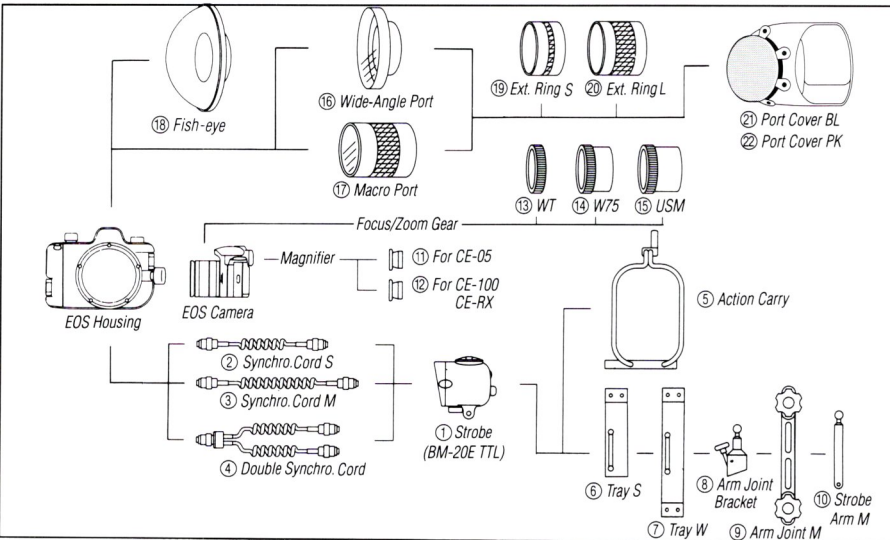
Code No.	Suggested List Price	Dealer Net Price	Code No.	Suggested List Price	Dealer Net Price	Code No.	Suggested List Price	Dealer Net Price
K01-89350	\$1,760.00	\$1,320.00	K01-89349	\$1,710.00	\$1,285.00	K01-89360	\$1,320.00	\$990.00

	CE-05 for EOS A2/A2E	CE-100* for EOS ELAN	CE-RX for EOS REBEL X/XS
Materials	Marine-Grade Aluminum		
WxHxD (mm)	206 x 169 x 135		195 x 143 x 125
Weight	1.95 kg (69 oz.)	1.9 kg (67 oz.)	1.55 kg (55 oz.)
Depth	75m (264 ft.)		
Dial Operation (with focus/zoom gear as option)	Shutter Button, Main Dial, Quick Control Dial, Command Dial, Zoom Dial (with focus/zoom gear as option) Metering Mode Button AF Focusing Point Selection, Function Button		

Note: See price list for special set pricing.
* Available only upon request. ELAN needs modification to use with CE-100

The Nikon SB 103/104, Sea&Sea YS300TTL/N and Morris F-6 TTL strobes are compatible with the CE housing by a conversion circuit

Accessories



Strobe System

Product No.	Code No.	Suggested List Price	Dealer Net Price
1	K01-89600	\$350.00	\$262.00
2	K01-89134	\$135.00	\$101.00
3	K01-89135	\$140.00	\$105.00
4	K01-89136	\$240.00	\$180.00
5	K01-89400	\$196.00	\$147.00
6	K01-89604	\$75.00	\$56.00
7	K01-89363	\$90.00	\$67.00
8	K01-89599	\$85.00	\$64.00
9	K01-89602	\$115.00	\$86.00
10	K01-89601	\$72.00	\$54.00

Strobe System

Product No.	Code No.	Suggested List Price	Dealer Net Price
11	K01-89332	\$80.00	\$60.00
12	K01-89362	\$80.00	\$60.00
13	K01-89337	\$68.00	\$51.00
14	K01-89357	\$82.00	\$61.00
15	K01-89356	\$82.00	\$61.00
16	K01-89354	\$170.00	\$127.00
17	K01-89341	\$200.00	\$150.00
18	K01-89343	\$350.00	\$263.00
19	K01-89342	\$115.00	\$86.00
20	K01-89353	\$120.00	\$90.00
21	K01-89345	\$68.00	\$51.00
22	K01-89346	\$68.00	\$51.00

* We have special set pricing. See price list!

Replacement Parts

Code No.	Suggested List Price	Dealer Net Price
K01-89401	\$4.00	\$3.00
K01-89361	\$18.00	\$13.00

BM-20E TTL



Code No.	Suggested List Price	Dealer Net Price
K01-89600	\$350.00	\$262.00

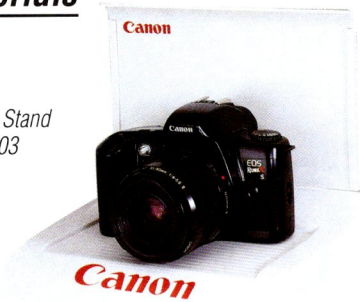
Materials/Depth	Poli-Carbonate Resin/50m (164 ft.)
Power Source	4xAA alkaline or Ni-Cd
WxHxD/Weight	103x96x107mm/650g (23 oz)
GN/Recycling time	20m(66ft.) (ISO100)/~ 4s

Port	Lens	Focus/Zoom GEAR
Wide-Angle Port	EF24mm f2.8	WT
	EF28mm f2.8	WT
	EF35mm f2	WT
Wide-Angle Port + Extension Ring S	EF50mm f1.4 USM	W75
	EF50mm f1.8 II	WT
	EF20-35mm f3.5-4.5 USM	W75
	EF28-80mm f3.5-5.6 USM	USM
	EF28-80mm f3.5-5.6 II USM	WT
Wide-Angle Port + Extension Ring L	EF50mm f1.4 USM	W75
	EF50mm f1.8 II	WT
	EF50mm f2.5 Macro	WT
	EF20-35mm f2.8L	WT
	EF28-80mm f3.5-5.6 USM	USM
Macro Port	EF28-80mm f3.5-5.6 II USM	WT
	EF28-105mm f3.5-4.5 USM	USM
	EF35-80mm f4-5.6 USM	WT
	EF35-105mm f4.5-5.6 USM	WT
Macro Port + Extension Ring L	EF50mm f1.4 USM	W75
	EF50mm f1.8 II	WT
	EF50mm f2.5 Macro	WT
Fish Eye Port	EF14mm f2.8L USM	W75
	EF15mm f2.8 Fish-Eye	WT
	EF20mm f2.8 USM	W75
	EF20-35mm f3.5-4.5 USM	W75

Canon Point-of-Purchase Materials

Generic Materials Display Items

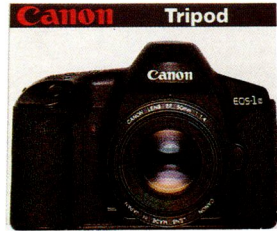
Camera Stand
CE1-0003



New Display Items Coming Soon!

Camera Display Stand
POP-X001-951

EF Lens/Flash Display Stand
POP-X002-951



Tripod Display Card
POP-X016-951

Display Items Eye Catchers



94/2 Pack: 14 pcs.
POP-X013-942

EOS Rebel X, Rebel XS, Sure Shot Z115, Z115 Caption, Z85, Z85 Caption, Zoom Max, Zoom Max Caption, A-1, A-1 Date, Owl, Owl Date, M, M Date.

New Eye Catchers Coming Soon!

95/1 Pack: 5 pcs.
POP-X004-951

Sure Shot Z70W, 70 Zoom, 60 Zoom del Sol, (New) Snappy LX, (New) Snappy EL

EOS-1N RS Pack: 1 pc.
POP-8311-951



(frame not included)

Frames



Eye Catcher Frames: Package of 3
POP-X007-941



EOS-1N Pack: 1 pc.
POP-8303-942

P.O.P. Materials

Display Items Swing Stickers



94/2 Pack: 9 pcs.
POP-X012-942

EOS-1, EOS A2E, EOS Rebel X, Sure Shot Z115, Z85, Zoom Max, A-1, M, Owl

New Swing Stickers Coming Soon!

95/1 Pack: 6 pcs.
POP-X003-951

Sure Shot Z70W, 70 Zoom, 60 Zoom del Sol, (New) Snappy LX, (New) Snappy EL

EOS-1N RS Pack: 1 pc.
POP-8312-951



EOS-1N Pack: 1 pc.
POP-8304-942

Canon Point-of-Purchase Materials

Wall and Ceiling

Banners



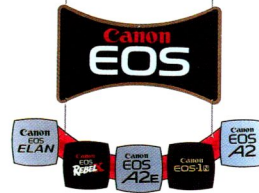
EOS Banner
POP-S002-942

**New Version
Coming Soon!**

Sure Shot Banner
POP-L002-951



EOS Mobile
POP-S001-942



Mobiles

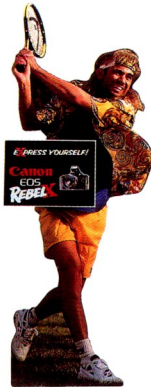
**New Version
Coming Soon!**

Sure Shot Mobile
POP-L001-951

Product Support Materials



Sure Shot A-1 Counter Display
POP-3501-942



Agassi Life-Size Board
POP-8241-942

EOS Rebel X



Agassi Mini Board
POP-8242-942

EOS EF Lenses



EF Counter Mat
POP-E001-941

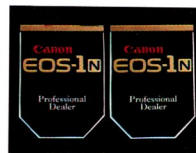


Camera Stand
POP-8306-942

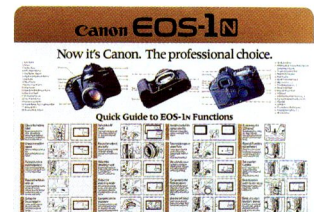


Hanging Sign
POP-8301-942

EOS-1N



Sticker Sheet
POP-8302-942



Counter Mat
POP-8305-942

Binocular Items

New Binocular Items Coming Soon!

Eye Catcher 95/1 Pack: 5 pcs.
POP-B001-951
8 x 23AWP, 8 x 22A, 8 x 32WP,
10 x 25A, 12 x 36IS

Swing Sticker 95/1 Pack: 5 pcs.
POP-B002-951
8 x 23AWP, 8 x 22A, 8 x 32WP,
10 x 25A, 12 x 36IS

Canon Sales Promotion Pieces Program

Sales Promotion Pieces (SPP): Regulations

- A. SPP are available directly from Canon U.S.A., Inc. Headquarters.
- B. Use your Canon Co-op Ad Allowances to cover the cost of your SPP order.
- C. Send your SPP order with the appropriate Co-op Statement Voucher to Canon, U.S.A., Inc. Headquarters, Attn: Camera Marketing Dept., One Canon Plaza, Lake Success NY 11042.
- D. Normal time for delivery is six to eight weeks after receipt of your order with proper payment (adequate allowance balance).
- E. The 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 05 Canon Jacket

Made of Polyester/cotton mix, this hunter green jacket with white Canon EOS logo features white stripe trim on collar, cuffs and waistband. Available in sizes: M, L, XL
3 pcs./Minimum **Unit Price: \$35.00**



Code No. SPP 04 Canon EOS Polo Shirt

This spruce green with white collar, 100% cotton shirt is made in U.S.A., features white EOS logo on front and white Canon logo on sleeve. Available in sizes: M, L, XL
3 pcs./Minimum **Unit Price: \$25.00**



Code No. SPP 92 Canon Rebel X T-Shirt

White with Canon Rebel X logo on front left breast in black and red. Made in U.S.A., pre-shrunk, 100% cotton. Available in sizes: M, L, XL
12 pcs./Minimum **Unit Price: \$6.00**



Code No. SPP 74 Umbrella

This useful Silver Gray, lightweight, wind-resistant, 9 1/2" umbrella is compact, yet full size when open. Perfect for carrying or to store in briefcase or handbag for unexpected rain. Wrist strap and sheath included.
12 pcs./Minimum **Unit Price: \$12.00**



Code No. SPP 12 Canon Cap

This unisex "trendsetter" soft fashion cap is made of 100% brushed cotton with adjustable back strap. Forest green with tan embroidered Canon logo on the front and EOS logo on the back.
12 pcs./Minimum **Unit Price: \$8.00**



Code No. SPP 79 Hip-Bag 10

Made of black vinyl with 3 zipper compartments, easy snap closure, adjustable strap. Measures approx. 8" wide, 3 1/2" deep, 4" high
6 pcs./Minimum **Unit Price: \$9.00**



All prices subject to change without notice.

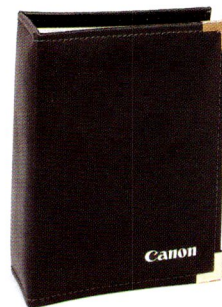
Canon Sales Promotion Pieces Program



Code No. SPP 95
Hide-A-Bag

Black Denier Nylon
Size: 20" x 12" x 10" (open)
10" x 12" (closed)
24" wraparound handles, adjustable,
removable shoulder strap, 7" high
zippered front end pocket and 8½" high
open end pocket with velcro closure.
Canon logo in white.
6 pcs./Minimum **Unit Price: \$16.00**

Code No. SPP 97
Canon Photo Album



Sewn mini-max heavy gauge leather-like album with brass corners.
Holds 100 3½" x 5¼" or 4" x 6" photos.
Color: Gray with white Canon logo.
12 pcs./Minimum **Unit Price: \$6.00**



Code No. SPP 76
Canon Lens Clock

This unique, black desk clock is housed
in an actual Canon EF 35-80 USM lens
casing. It's an eye catching addition to
any office or home.
6 pcs./Minimum **Unit Price: \$30.00**



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 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 11
Canon EOS Bottle Bag

Ideal for those "on-the-go" – for
bicycling, hiking, the gym or beach.
Features a long adjustable shoulder
strap, drawstring closure, compatible
with liter size bottles.
Color: Royal "Blue" panel features
white Canon logo and white mesh.
Includes bottle and push-pull top.
6 pcs./Minimum **Unit Price: \$4.00**



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 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**

Canon Sales Promotion Pieces Program

NEW!



**Code No. SPP 03
Canon Cooler**

This soft-side, light-weight "Arctic Zone" picnic cooler features an insulated cooler compartment with easy-to-clean, removable plastic interior and separate insulated dry storage compartment.
Size: 13" w. x 8" d. x 8" h.
Color: Royal blue with black trim featuring white Canon logo.
6 pcs./Minimum **Unit Price: \$15.00**

NEW!



**Code No. SPP 09
Canon Thermos**

This "Stanley" thermos features an unbreakable stainless steel liner, side handle, insulated cup with a lifetime mfg. warranty.
Color: Black with white Canon logo.
3 pcs./Minimum **Unit Price: \$39.00**



**Code No. SPP 18
Canon Ball Point Pen**

This attractive Zippo "slimline" metallic green with brass trim pen features a gold Canon logo. Uses standard refill. Individually boxed. Zippo lifetime warranty.
12 pcs./Minimum **Unit Price: \$5.00**



**Code No. SPP 23
Canon Key Tag**

Attractive brass and nickel key tag with Canon logo etched in black. Depress silver bar to remove keys. Handsomely gift-boxed. 2 1/4" long, 1" wide
12 pcs./Minimum **Unit Price: \$6.00**



**Code No. SPP 24
Canon Memo Pad**

This handy 4" x 4" x 4" 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 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**

NEW!



**Code No. SPP 105
Canon Agassi Winning Expression Bag**

Features Andre Agassi's U.S. Open 1994 award winning photo on front and Canon's EOS auto focus lenses on the back.
1 pkg. (200 pcs.)/Minimum **Unit Price: \$100.00**



**Code No. SPP 34
Canon Swiss Army Knife**

Genuine Swiss Army knife by Wenger. "Entree" model includes: large blade, screwdriver, cap opener, cap lifter, corkscrew, tweezer and toothpick. Traditional red knife with Canon logo in silver. Wenger lifetime warranty. 3 1/4" long.
6 pcs./Minimum **Unit Price: \$16.00**

All prices subject to change without notice.

Page 42 1995 Spring Season Profit Maker

Sales Promotion Pieces

Canon Minimum Advertised Price List

THESE PRICES ARE ONLY FOR THE PURPOSE OF QUALIFYING FOR CO-OP ADVERTISING CREDIT.

ITEM CODE NO.	PRODUCT DESCRIPTION	SUGGESTED LIST PRICE (\$)	MINIMUM ADV. PRICE FOR CO-OP CREDIT (\$)
C12-8154-211	Canon EOS ELAN body only	650.00	449.00
C12-8153-211	Canon EOS ELAN QD body only	690.00	479.00
C12-8154-2G1	Canon EOS ELAN EF28-80mm II USM Kit	965.00	649.00
C12-8154-2A1	Canon EOS ELAN EF35-80mm USM Kit	890.00	599.00
C12-8245-212	Canon EOS Rebel XSQD body only	550.00	339.00
C12-8243-2P2	Canon EOS Rebel X EF35-80mm III Kit	580.00	369.00
C12-8244-2P2	Canon EOS Rebel XS EF35-80mm III Kit	670.00	429.00
C13-2722-2C1	Canon PHOTURA 135 Kit	610.00	379.00
C13-3422	Canon Sure Shot Z115 Panorama Caption body	520.00	319.00
C13-3412-KT4	Canon Sure Shot Z115 Caption Kit II	520.00	319.00
C13-3375	Canon Sure Shot Z70W body	370.00	239.00
C13-3385	Canon Sure Shot Z70W Caption body	400.00	259.00
C13-3482-KT1	Canon Sure Shot 70 Zoom Date Kit	310.00	189.00
C13-3502-KT1	Canon Sure Shot A-1 Pack	310.00	199.00
C13-3522-KT2	Canon Sure Shot A-1 Panorama Date Pack	345.00	229.00
C13-3332	Canon Sure Shot del Sol body	285.00	179.00

M.A.P. List