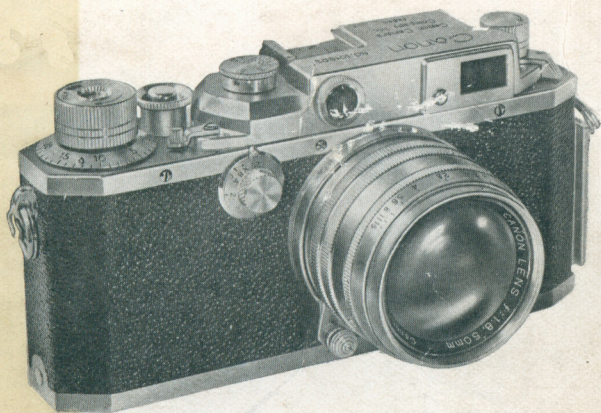


Canon



CANON CAMERA Model IV-S2

With Canon 50mm f:1.8 or f:1.5 extra-hard coated lens. Calibrated in Meters or Feet. Speeds from 1 second to 1/1000 second, with Bulb, Time and "X". Synchronized for flash at all speeds and for Speedlight at 1/25 second.

Only the Canon camera has a FIVE YEAR GUARANTEE from date of purchase.

Canon Camera Model IV-S2 is called the Canon Camera Model IV-Sb in Japan.

Picture Control

Although a single dial cannot be expected to give the amount of control the modern photographer demands, simplicity is still the real test of good camera design.

In the Canon you will find the controls simple to understand and operate, yet with versatility and accuracy to satisfy the most exacting professional standards.



T. Okazaki. Canon II-D with 50mm f:3.5 Canon lens at 1/200 sec. f:8 with Canon filter Y2.

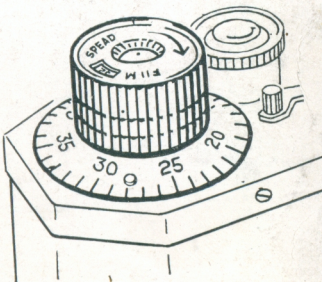
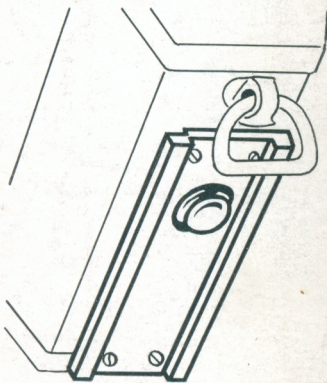
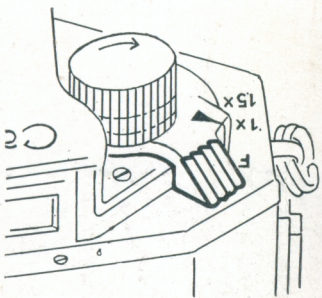
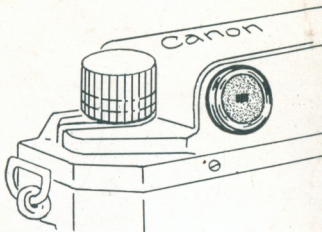
● In one operation you can both focus and compose your picture through the single Range-Viewfinder mechanism. Canon or Leica lenses will couple automatically to this rangefinder.

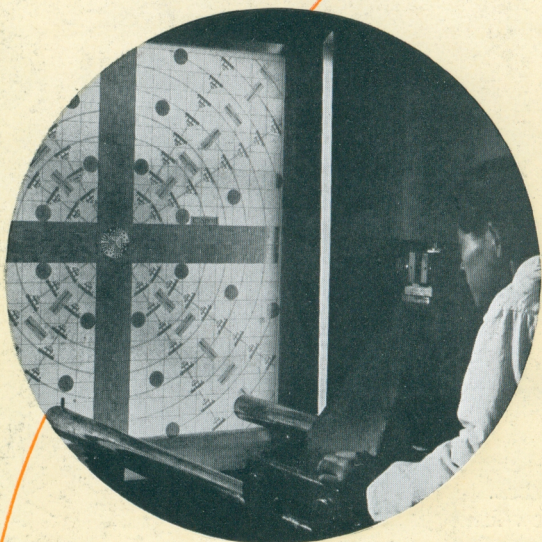
● For accurate focusing in poor light, use the Image Magnification Control. It also adjusts for the 100 mm and 135 mm lenses. No special view-finder is necessary for telephoto work.

● The Flash Bracket is on the side of the camera, leaving the Accessory Clip free for other uses. Either a Flash Unit or a Self-Extension Adapter slip on easily, automatically engaging the electric terminals.

The Film Transport Knob automatically rewinds the Shutter Curtain, resets the High Speed Dial and shows the number of your exposure. An A. S. A. Film Speed Dial fits into this knob for handy reference.

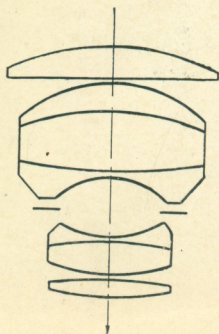
● A unique feature of the Canon camera.





Lens Making

is as complicated as $E_{\lambda} = \frac{C_1 \lambda^{-5}}{\varepsilon C_2 / \lambda^7 - 1}$, but that is for the lens maker to worry about. What is important is that Canon lenses have built up a reputation which many older established companies envy. You will find no BETTER lenses anywhere in the world to-day. They are the finest lenses that human ingenuity and science have yet devised.



Canon 85mm f: 1.5
Medium Telephoto lens

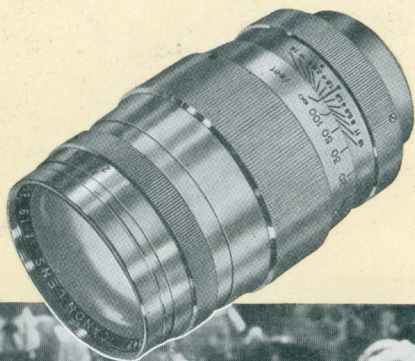
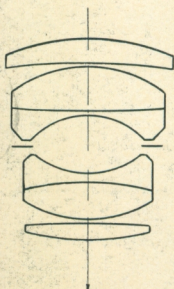


S. Takao. Leica IIIF with Canon 50mm f:1.8 lens at 1/200 sec. f:5.6 with Y1 filter

- All Canon lenses are extra-hard coated on glass-to-air surfaces to protect the optical glass and to increase light transmission. Internal surfaces are soft-coated.
- All Canon lenses are interchangeable and couple automatically with the Canon or Leica rangefinder mechanism.
- All Canon accessory lenses are supplied with base caps, lens top covers, special parallax-compensating viewfinders and leather cases. Plastic cases are available for Standard lenses.
- All Canon lenses are available calibrated either in Meters or Feet.

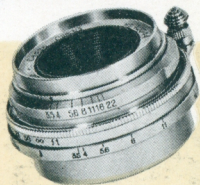
Two Unique Lenses

The 85mm f:1.9 medium telephoto lens, ideal for portraiture. Field of view 29°. Magnification 1.7x. Focus 3.5 ft. to infinity. Click stops f: 1.9 to f: 16. Series VII attachments. There is also the 85mm f:1.5 lens, the fastest 85mm lens ever produced. Both are patented in the U. S. A.

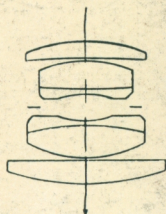


By Nick De Morgoli. Canon Model IV with Canon 85mm f:2 lens at 1/100 sec. f:11. Photograph reproduced through courtesy of Mr. De Morgoli.

Self-portrait by Wallace Litwin using Canon Model IV with 28mm f:3.5 lens at 1/200 sec. f:11. Photograph reprinted through the courtesy of Mr. Litwin.

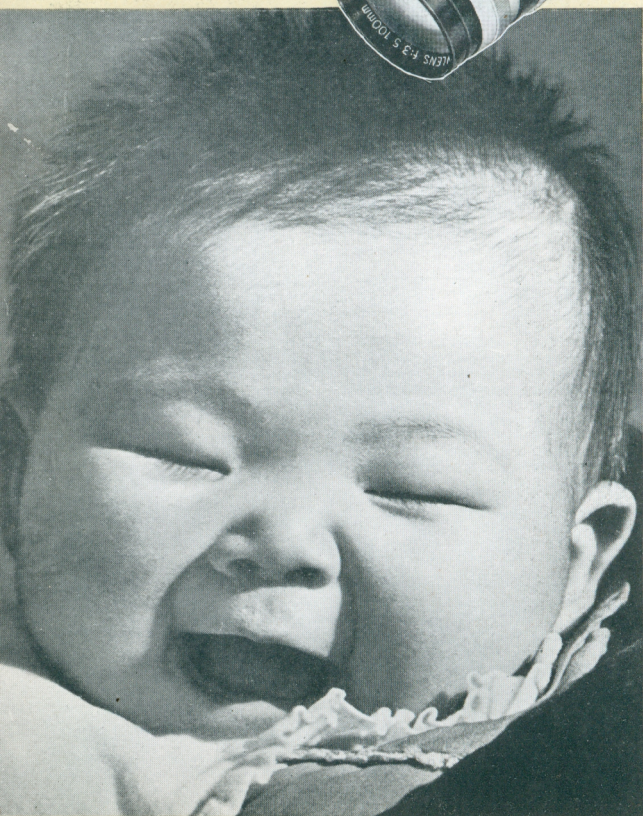
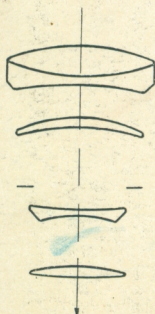


Perhaps the widest angle lens of this focal length in the world is Canon's 28mm f: 3.5 available with Leica or Contax mounts. The amazing field of 75° is completely free from any distortion. Click stops f: 3.5 to f: 16. Takes Series VI (34mm) attachments. This lens, too, has been patented in the U.S.A. There is also available the 35mm f: 2.8 wide-angle lens with the angle of view of 64°.



Long Focal Lenses

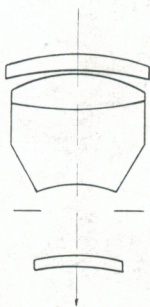
The light-weight 100mm f:3.5 lens excels in action and sports coverage. Constructed of a tough aluminium alloy, it weighs only 205 grams. Field of view 24°. Magnification, 2x. Series VI attachments.



U. Tanaka. Canon Model III with 100mm f:4 lens at 1/100 sec. f:11 and Canon Y2 filter.



*K. Yamamoto. Canon camera with 135mm
f:3.5 lens at 1/100 sec. f:8.*



The 135mm f:3.5 lens is designed for long telephoto and aerial shots where sharp detail is essential. Click stops f:3.5 to f:16. Magnification 2.7x. Field of view 19°. Takes Series VII attachments.

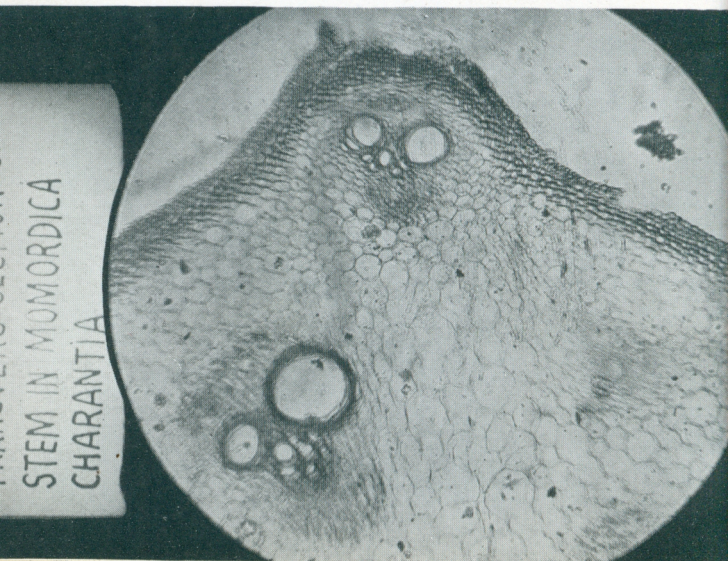
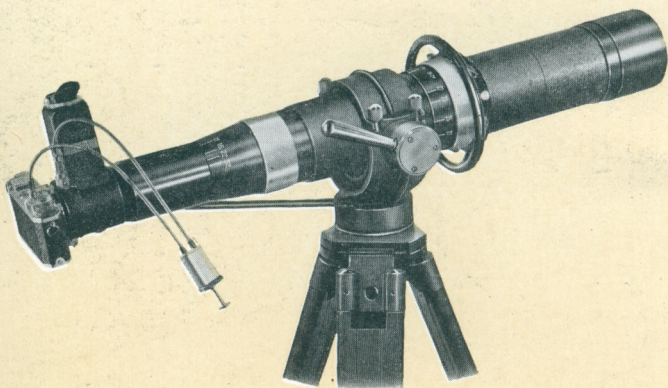
THREE WISE MEN





By Nick De Morgoli. Taken with Canon Model IV and 50mm f:1.9 lens. 1/25 sec. f:8 under artificial light. Reproduced through courtesy of Mr. De Morgoli.

Canon's latest lens is the 800mm f:8 telephoto, with a magnification 16 times greater than the Standard 50mm lens. Supplied with a set of filters, lens hood, tripod mount, packed in a wooden carrying case.

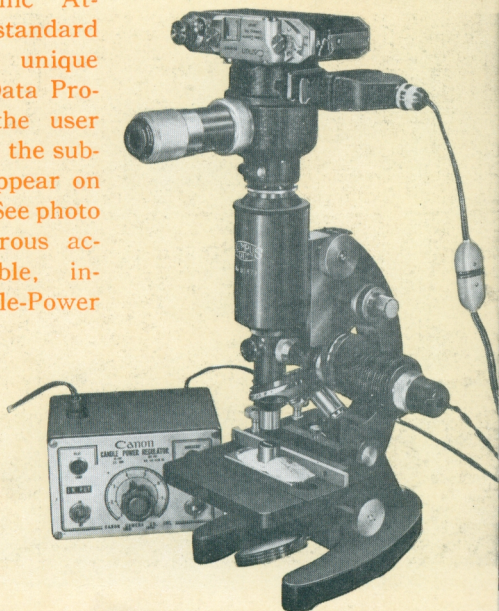


STEM IN MOMORDICA
CHARANTIA

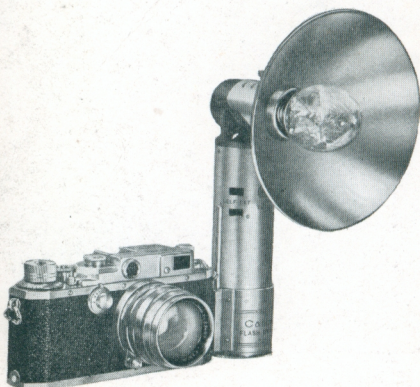


Section of a scene recorded by a Canon 50mm lens and part of the same scene recorded by the 800mm lens. Both pictures were taken from the same position.

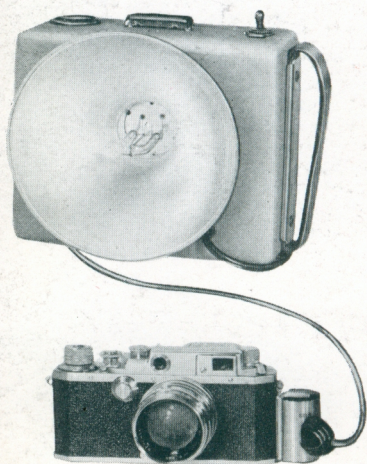
Photo - micrographic Attachment for any standard microscope. A unique feature is the Data Projector, allowing the user to record notes on the subject which will appear on the print itself. See photo opposite. Numerous accessories available, including the Candle-Power Regulator shown.



Canon Flash



● Canon Models II-S and IV-S2 are fully synchronized for Flash and for Speedlight. The Micro-synchronizer built into the Flash Housing allows for any type of flash bulb. An extra socket on the Flash Housing is available for a Side Lighting Unit. Canon Flash Unit Model Y may be powered by torch or penlight batteries or a Canon Capacitor Cell.

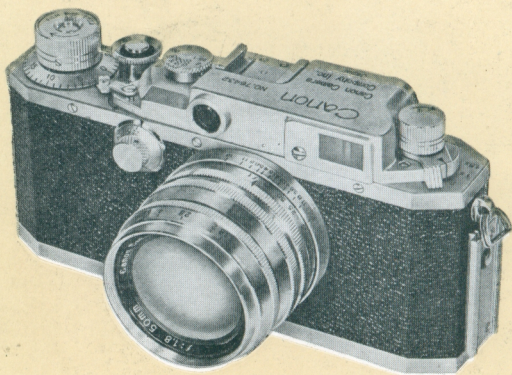


● With a Self-Extension Adapter and the 15 foot Extension Cord A, the Flash Unit Model Y may be extended for indirect lighting effects or to connect to Speedlight unit. Models II-S and IV-S2 are synchronized for Speedlight at $1/25$ second, at "X" on the Slow Shutter Speed Dial. The Model Y Flash set consists of 5" Reflector, Flash Housing and Penlight Battery Cartridge.



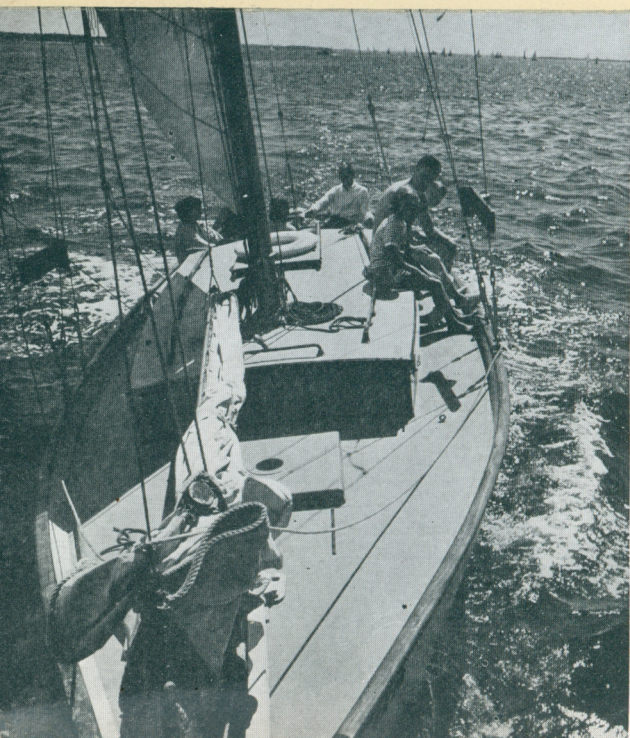
K. Funayama. Canon Camera with 85mm f:1.5 lens. Photo taken at f:1.5 1/1000 sec. Flash unit used as secondary light source.

CANON CAMERA Model II-S



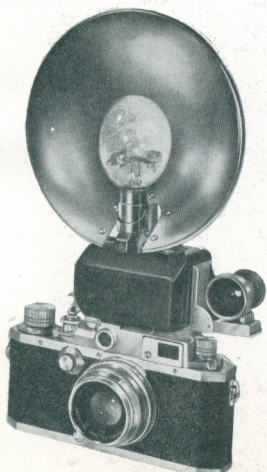
Available with the Canon 50mm f:3.5 or f:1.8 lens. Similar in every way to the Model IV-S2 camera but with speeds from 1 second to 1/500 second with Bulb, Time and "X" contact.

By Peter Stackpole with Canon IV and 28mm f:3.5 lens at 1/100 sec. f:16. Photograph reproduced through courtesy of Mr. Stackpole.



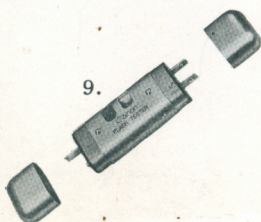
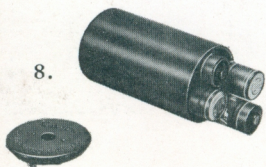
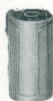
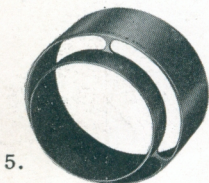
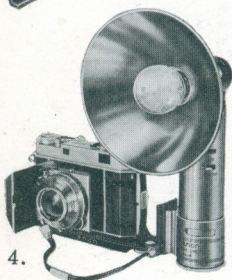
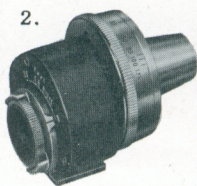
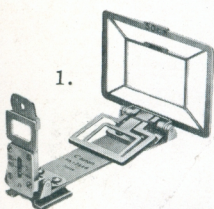


*S. Kuzunishi. Taken with Canon IV-S2
with 50mm f:3.5 lens at 1/100 sec. f:5.6*



The Model B-III Flash Unit is designed for any of the earlier unsynchronized Canon Cameras. Gives excellent results between 1/60 and 1/200 sec. Sold with built-in Capacitor Unit for longer life and cheaper operating costs.

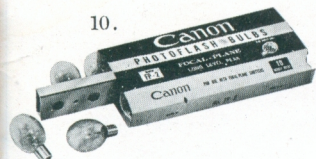
Accessories For Your



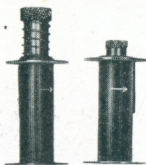
1. Universal Frame Finder. Rapidly adjustable sports finder with parallax compensator. Supplied in leather case.
2. Universal Viewfinder. For lenses with focal lengths between 35mm and 135mm. Click stops. With the 28mm Front Attachment it may also be used with Canon's 28mm lens. Leather cases for both.
3. Flash Bracket R. Couples the Canon Model Y Flash set with any synchronized reflex-type camera. With three types of synchronizer cord terminal.
4. Flash Bracket S. For synchronized cameras other than reflex-types. (see above)
5. Lens Hoods. Each Canon lens has a specially designed lens hood. Supplied with Adapter ring to accommodate filters.
6. Film Magazine. Complete with plastic case. For easy storing and loading of bulk film.
7. Capacitor Cell. Power source for Model Y Flash set. Produces 22.5v., 200 mfd. Gives longer life to battery and reduces operational costs. Also available is the Additional Capacitor Cell, for use with the above for added power when more than one flash unit is used.
8. Penlight Battery Cartridge. Takes 4 penlight batteries giving 6v. For use with one or two flash units.
9. Flash Tester. Checks Flash Bulb and continuity of any flash circuit.

Canon Camera

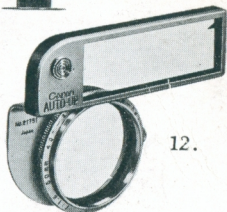
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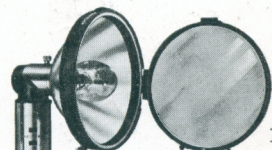
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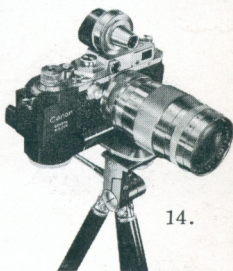
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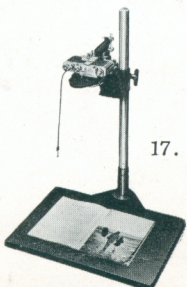
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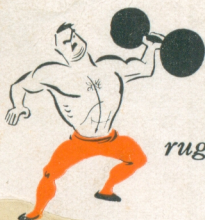
10. Flash Bulbs. Midget, focal plane, bayonet based bulbs for any flash unit. Sold in packets of ten.
11. Take-up Spool. For Canon or Leica camera. Telescopic finger grip makes for easier loading.
12. Auto-up. Close-up lens for the Canon 50mm f:1.8 or f:1.5 lenses. For small subjects between 22" and 44" from the camera. Sold in leather case.
13. Shield Set for 5" Reflector. Dimmer, Clear, Blue and Diffuser. For added light control in flash photography. Includes Shield Holder and leather case.
14. Canon Camera Holder. Gives added support for tripod shots. Camera may be mounted horizontally or vertically. Built-in spirit level insures accurate composition.
15. Side-lighting Unit. Additional lighting source. Will take a 5" Reflector, or 7" Reflector for large bulbs. Leather cases for component parts.
16. Filters, Series VI, VII and special size for 85mm f:1.5 lens. Set of 5 filters for black and white photography in unique plastic sectional case.
17. Copying Stand. Table Model or Portable Model, with Canon 50mm f:3.5 or f:1.9 lens, extension rings, reflex viewer and magnifier, etc. Perfect for all copying work. Camera mount adjusts to vertical position for extra-large copying from a screen.

A large number of other accessories are available.

IN this pamphlet we have tried to show as many pictures as possible. Although the Canon is the favorite of a surprising number of "name" professionals, we have deliberately shown many photographs by non-professionals to give you an idea of what the average amateur can do with the Canon. These are not salon prints, but each in its way is a good photograph, because the camera has succeeded in capturing what the photographer saw and what he WANTED to record.

All over the world, in conditions varying from the dusty heat of Saudi Arabia to the frozen winters of Iceland, photographers have found that they can rely on the Canon, because it is.....

fast into action....



rugged in construction.....



and it always gets the picture.