

**The Canon System** is a completely integrated plan of photography. Its over 130 important components extend the user's range of picture-taking possibilities to horizons never before reached. It is not possible here to adequately describe Canon's complete System, which includes such additional components as parallax and field correcting viewfinders, an ingenious camera cradle, filter, lens hoods, extension tubes and many, many more Canon units. However, if your authorized Canon dealer cannot fulfill your specified requirements, a complete price list is available from your local **CANON SALES CO., INC.** office.

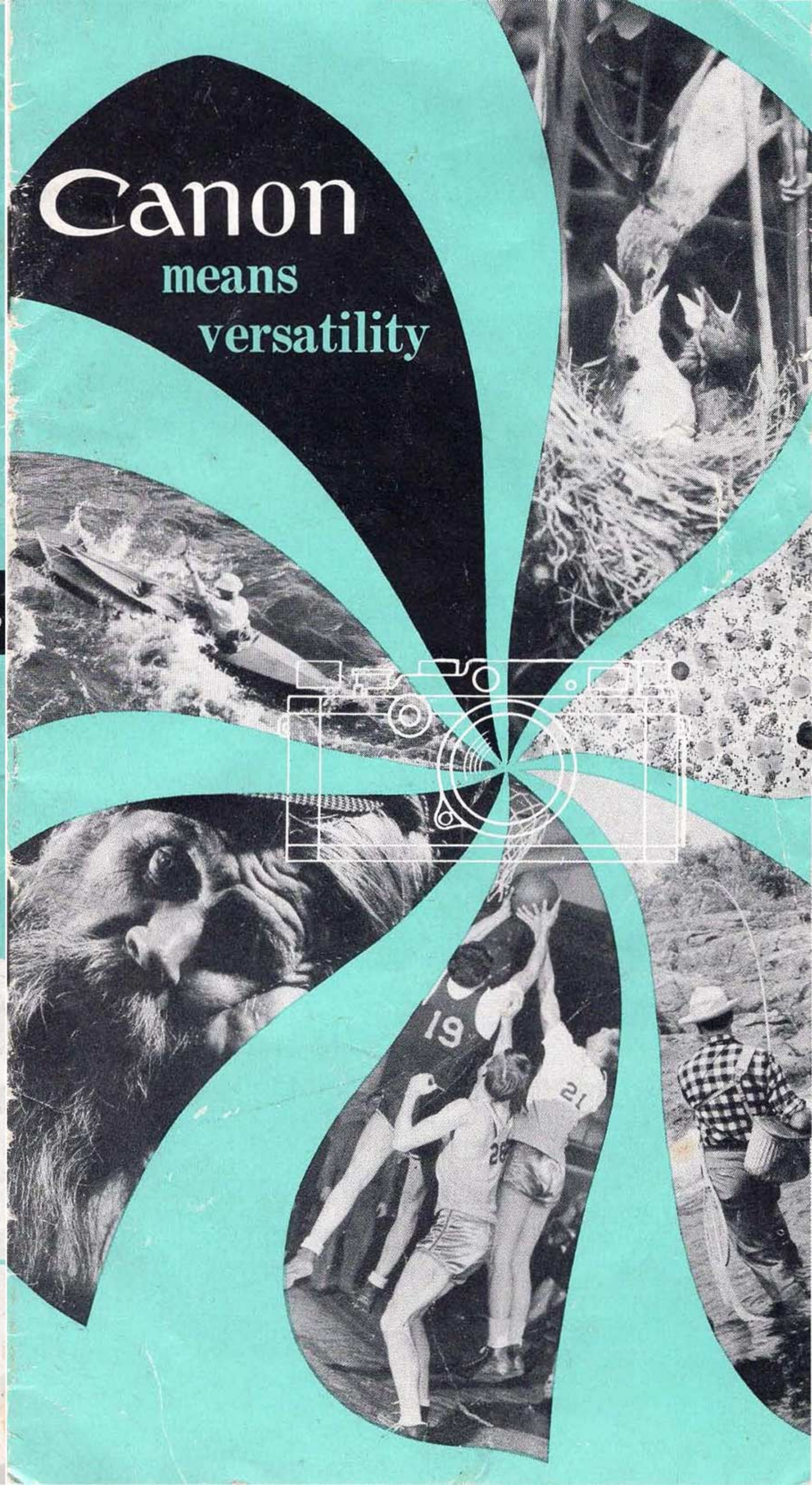
130 components

# Exclusive 5 Year Guarantee!

Only Canon fully protects the **original purchaser** of a Canon camera and lens, for a period of 5 years from date of purchase, against all defects of materials or workmanship. During this period, free replacement in whole or part will be made of any duly registered faulty equipment, provided the original purchaser registers the camera with Canon Sales Co., Inc., through his retail dealer.

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Canon  
means  
versatility







# Canon means versatility

Over 130 components team up to offer unlimited versatility to the amateur, professional, industrial and scientific user of photography. Each component, individually a superb achievement of design and manufacture, serves a specialized function to make Canon the truly universal system for picture-taking. With Canon, you can go *anywhere*, do *anything* in photography!



# the heart of the Canon System

**M**ost cameras possess one or two desirable features . . . but Canon combines everything you've ever wanted or required in a 35mm. Take a Canon camera in hand, and you will instantly "feel," as well as see, the qualities that set Canon apart. With its companion Canon products, it serves the most advanced fields of research and science . . . the medical man, the architect and engineer, the press photographer and pictorial journalist, the professional — the amateur! *Indeed, Canon knows no limits!* Some of these features are briefly outlined in the following pages.

The purchase of a precision 35mm camera deserves more than a casual inspection.

A careful comparison should be made, to get you top value at a sensible price.

And above all, consider the exclusive Canon 5 year guarantee that assures you cost-free protection against any mechanical failures. This guarantee is backed by the integrity of one of the world's largest camera manufacturers.







### Interchangeable Lenses . . .

Canon's 13 lenses from 28mm to 800mm can be used with your Canon, as well as with other standard Canon-type cameras. A screw-in mount is used, to assure sturdy, positive contact and the most accurate fitting . . . always lined up optically with the plane of the film. The world's finest instruments invariably employ precision made threads for closest tolerances in depth and alignment.

**Handy Take-up Spool . . .** unique exclusive design, spring-loaded extension provides easy grip for quick film removal.

**Film Rewind Knob . . .** extends upward for speedy re-winding of film upon completion of roll. A great time-saver when that next shot is waiting for your reload.

**Handsome Design . . .** sturdy die-cast aluminum body, weighted for proper "feel" and balance. Black vinyl covering, soft satin chrome finish . . . a masterpiece of design . . . internally and externally.

what does the

Canon camera offer...

**Brilliant Single-Window View-Rangefinder . . .** superimposed images smoothly focus even in adverse light conditions. Exclusive built-in magnifier assures supercritical focusing—at the flick of a finger, automatically compensates field for 50mm, 100mm, or 135mm lenses.

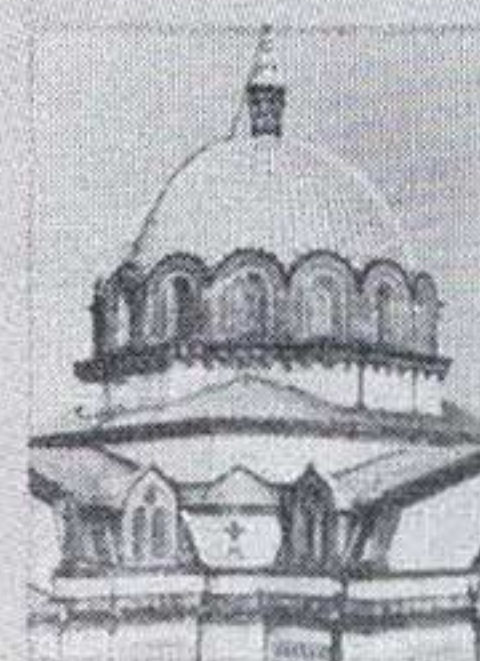
**Greater Shutter Accuracy . . .** balanced like the finest watch . . . accurate, yet rugged! Eleven focal plane speeds from 1 second to 1/1000th, Time and Bulb.

**Universal Flash Synchronization . . .** at every shutter speed, for any type flash bulb or for electronic flash at 1/25th second, Canon is internally synchronized with durable platinum-iridium contacts for sure-fire flash contact. The exclusive Canon side bracket into which the Canon flash unit mounts, permits speedy, simple attachment and positive contact without any cables or external wiring.

**Recessed Shutter Release . . .** prevents accidental exposures, affords "squeeze action" for steady hand-held exposures, even at slow speeds. Cable release doesn't necessitate removal of guard cap.

**Film Transport Knob . . .** simply turn easy-to-grip knurled knob . . . cocks shutter, transports film, sets frame counter, acts as double exposure prevention lock. Where intentionally desired, multiple exposures at various speeds, are possible with Canon!

Film reminder with ASA ratings, rugged accessory clip for special viewfinders and other standard accessories, easy-to-read frame counter, ASA standard tripod socket, neck strap remains on the camera, even when removed from the case . . . but a few more of the many Canon features that provide the utmost versatility and working ease.



50mm



100mm



135mm

With the flick of a finger, you instantly compensate the field for 50mm, 100mm, or 135mm lenses. Or, bring the image up closer as an aid in focusing.



# eyes of the Canon System

No matter how outstanding the camera, its achievements can never surpass the precision and ability of its lenses. Here, new optical designs, many of which are exclusive and patented in the United States, assure optimum results with Color, as well as black and white films. A wide range of types is available, for every purpose, possessing unsurpassed resolving powers, brilliance and fidelity.

All Canon lenses with screw-in mounts fit other Canon-type cameras (excepting the Canon 100mm f:3.5), and are mounted in sturdy, multi-metal mounts with click stops, which automatically couple to the rangefinder (excepting the 800mm f:8.0). All internal and external glass-to-air surfaces are hard coated for maximum light transmission.



800mm f:8.0



100mm f:3.5

135mm f:3.5

50mm f:3.5

85mm f:1.5

50mm f:1.5

50mm f:1.8

35mm f:3.2

35mm f:2.8

85mm f:1.9

28mm f:3.5



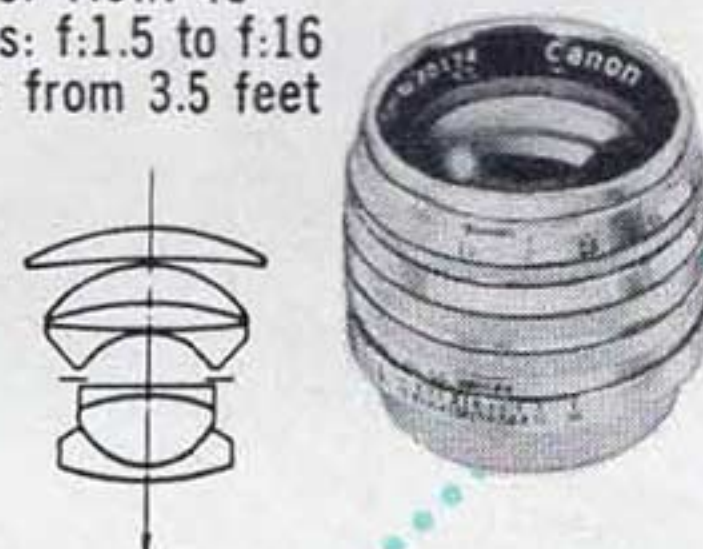


**CANON 85mm f:1.5**  
Semi-Long-Focus Lens • 7 elements  
Angle of View: 29°  
Apertures: f:1.5 to f:16  
Focuses: from 3.5 feet



**CANON 135mm f:3.5**  
Telephoto Lens • 4 elements  
Angle of View: 19°  
Apertures: f:3.5 to f:22  
Focuses: from 5 feet

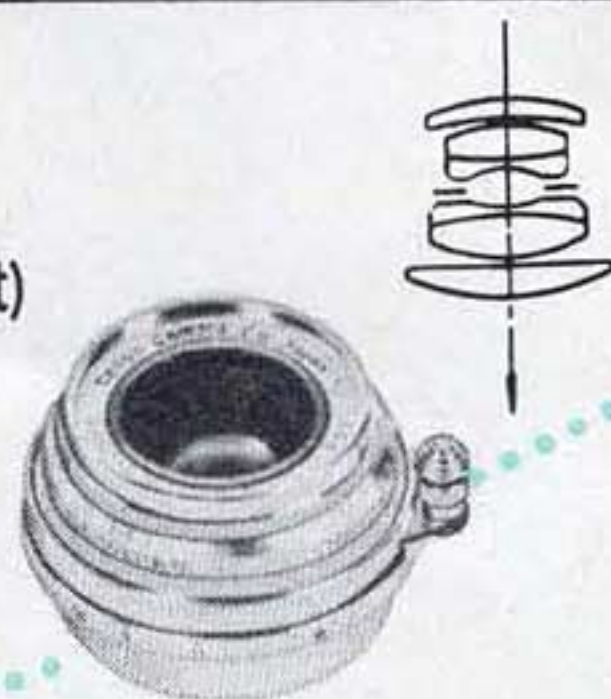
**CANON 50mm f:1.5**  
Standard Lens • 7 elements  
Angle of View: 46°  
Apertures: f:1.5 to f:16  
Focuses: from 3.5 feet



**CANON 85mm f:1.9**  
Long Focus Lens • 6 elements  
Angle of View: 29°  
Apertures: f:1.9 to f:16  
Focuses: from 3.5 feet

## Canon lenses...a type for every purpose

**CANON 28mm f:3.5**  
(Also, with Contax mount)  
Ultra-Wide-Angle Lens • 6 elements  
Angle of View: 75°  
Apertures: f:3.5 to f:22  
Focuses: from 3.5 feet



**CANON 35mm f:3.2**  
Wide-Angle Lens • 6 elements  
Angle of View: 64°  
Apertures: f:3.2 to f:22  
Focuses: from 3.5 feet

**CANON 35mm f:2.8**  
Wide-Angle Lens • 6 elements  
Angle of View: 64°  
Apertures: f:2.8 to f:22  
Focuses: from 3.5 feet



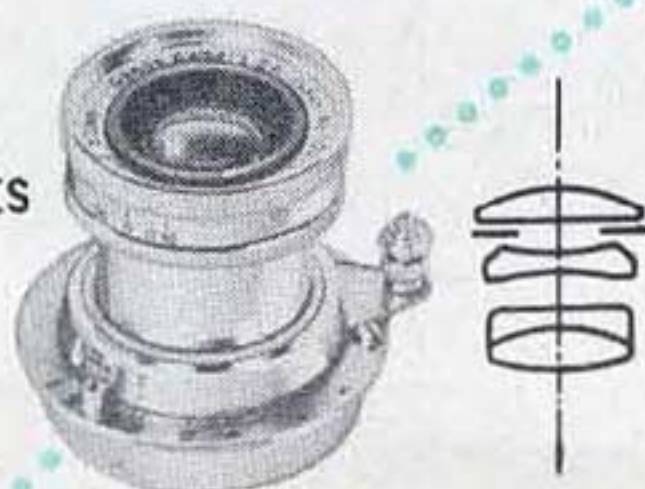
**CANON 100mm f:3.5**  
Telephoto Lens • 5 elements  
Angle of View: 24°  
Apertures: f:3.5 to f:22  
Focuses: from 3.5 feet



**CANON 50mm f:1.8**  
Standard Lens • 6 elements  
Angle of View: 46°  
Apertures: f:1.8 to f:16  
Focuses: from 3.5 feet



**CANON 50mm f:3.5**  
Standard Lens • 4 elements  
Angle of View: 46°  
Apertures: f:3.5 to f:16  
Focuses: from 3.5 feet



**CANON 800mm f:8.0**  
Telephoto Lens • 2 elements  
Angle of View: 3°  
Apertures: f:8.0 to f:128.0  
Focuses: from 72 feet





# photomicrography with Canon



Medical men, scientists, metallurgists, students will appreciate the simplicity of operation of the Canon Photomicrographic Unit. In brilliant Color, as well as Black and White, Canon records for study or record whatever your microscope sees. And you have continuous view of the specimen during the period of exposure. Canon's Data Projector is a built-in device, which superimposes identifying notations on the edge of each negative.

*The auxiliary Canon Power Regulator, using ordinary 110 volt A.C. house current, permits control of the light intensity of the lamp in the titling unit in order to balance the Title Slide with the specimen illumination.*



Canon Auto-Up permits use of your regular viewfinder - rangefinder for close-ups down to 22 inches. Auxiliary lens fits over the Canon 50mm f:1.8 lens, with a compensating lens that covers viewfinder - rangefinder windows. Parallax mark indicates field being covered. *Perfectly simple in operation!*

## close-ups with Canon

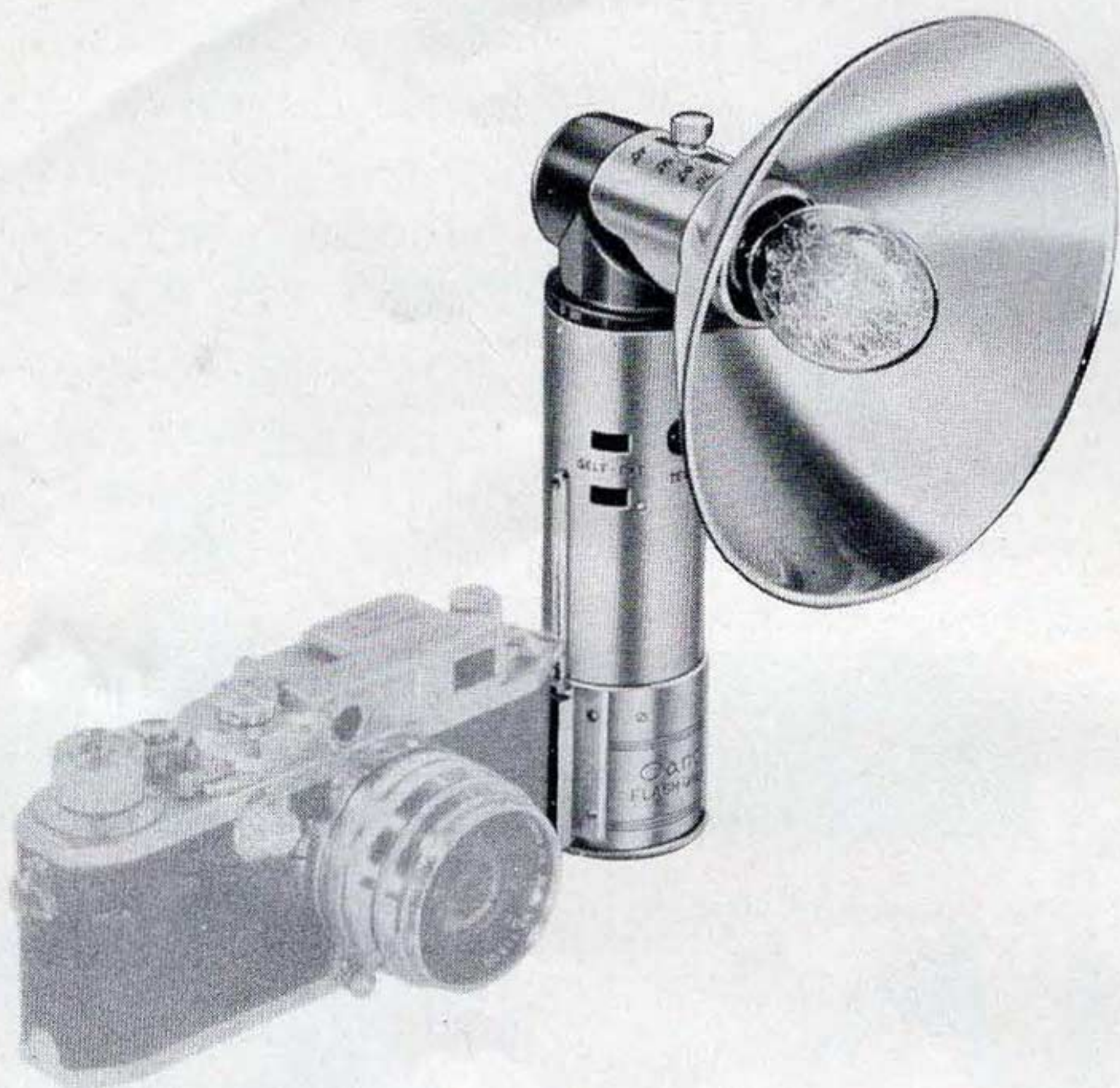


**Canon's Copying Units**  
Non-portable and portable (illustrated) permits precision copying from horizontal or vertical position, from 1:1 to 1:17. Direct focusing screen or 45° reflex focusing unit for eye-level focusing. Collapsible mount 50mm f:1.9 or f:3.5 lenses are employed for greater latitude of focusing.

Each model includes chrome plated stanchion, focusing mount, extension tubes (set of three), right-angle focusing mount, and film magazines (2) with plastic cases. Non-portable unit is mounted on solid hardwood base-board. Portable unit is completely enclosed in fitted wooden carrying case, which when inverted serves as base-board.







For early **Canon** models and similar cameras not having internal synchronization, a compact **Canon Flash Unit (Model B-III)** is available, which accurately adjusts to the individual shutter. This is a B-C (Battery-Capacitor) type, using 22½ volt battery. Self-timer outlet and accessory clip are included.

## Canon flash equipment

**A**tractive units of unique design! The entire Canon concept is one of speed — speed of operation, fast shutter, rapid interchangeability of accessories. *No wonder that Canon has become the basic camera system for press and magazine photographers in every corner of the world.*

Canon's flash units are designed to match Canon's speed and versatility. Only Canon features a special micro sync. built into the flash unit to accurately adjust synchronization for any flash bulb, at all shutter speeds. Only Canon features an adjustable reflector which offers a choice of beam-spread, from 40 degrees to 70 degrees. Hence, the angle of view of the lens, as well as the distance from the subject, can be compensated for, to produce maximum flash output. The Canon flash unit permits extension from the main flash unit, enabling the use of several sidelighting units.

Any type of electronic flash may be connected to the flash terminal of the camera with Canon's self-extension adapter.

The **Canon Side Lighting Unit** is a precision, clamp-on type, which connects to the extension outlet, or multi-extension socket of the Canon Flash Unit. Use for fill-in, bounce light, or auxiliary lighting unit. Supplied with 15 foot extension cord.



Canon's flash accessories include 28 items. Canon Models X and Y Flash Units may be used with any type of camera with built-in synchronization.