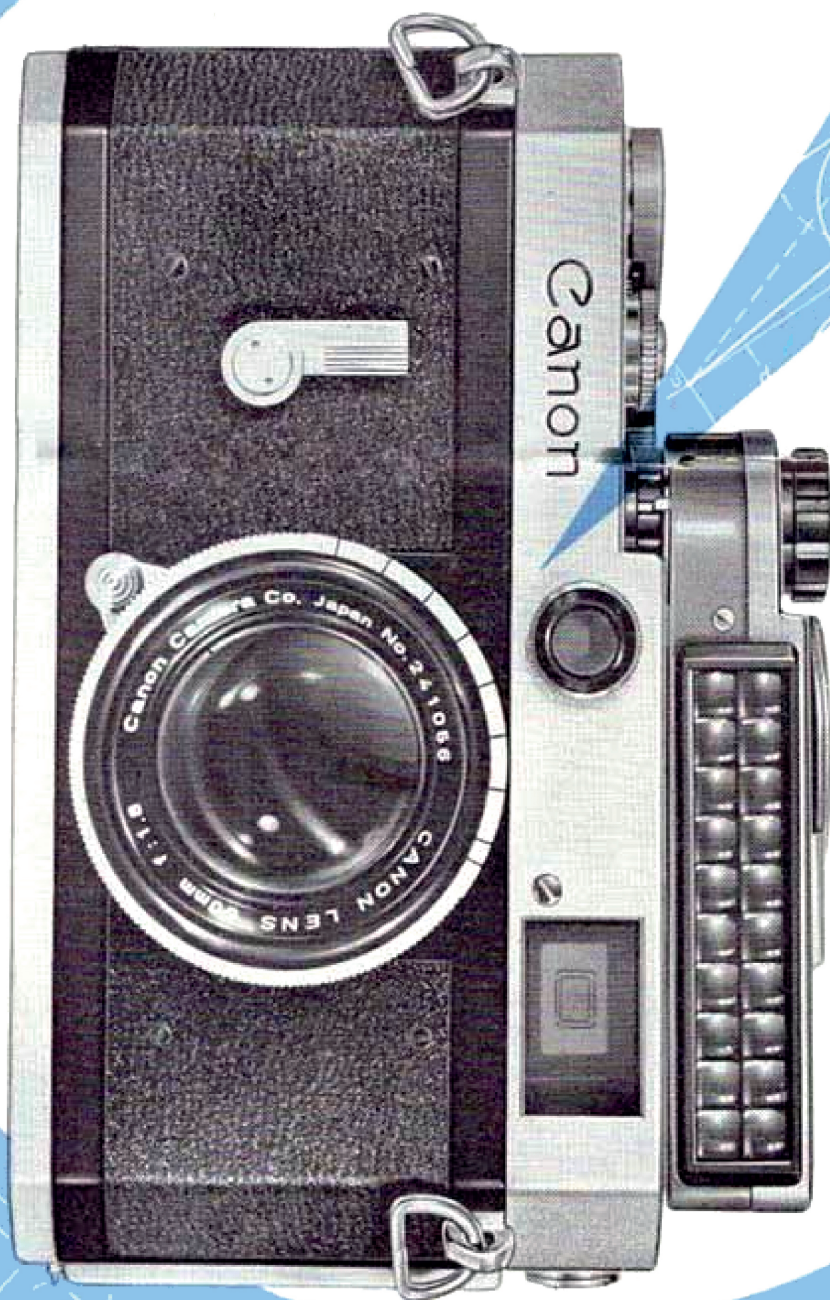


NEW

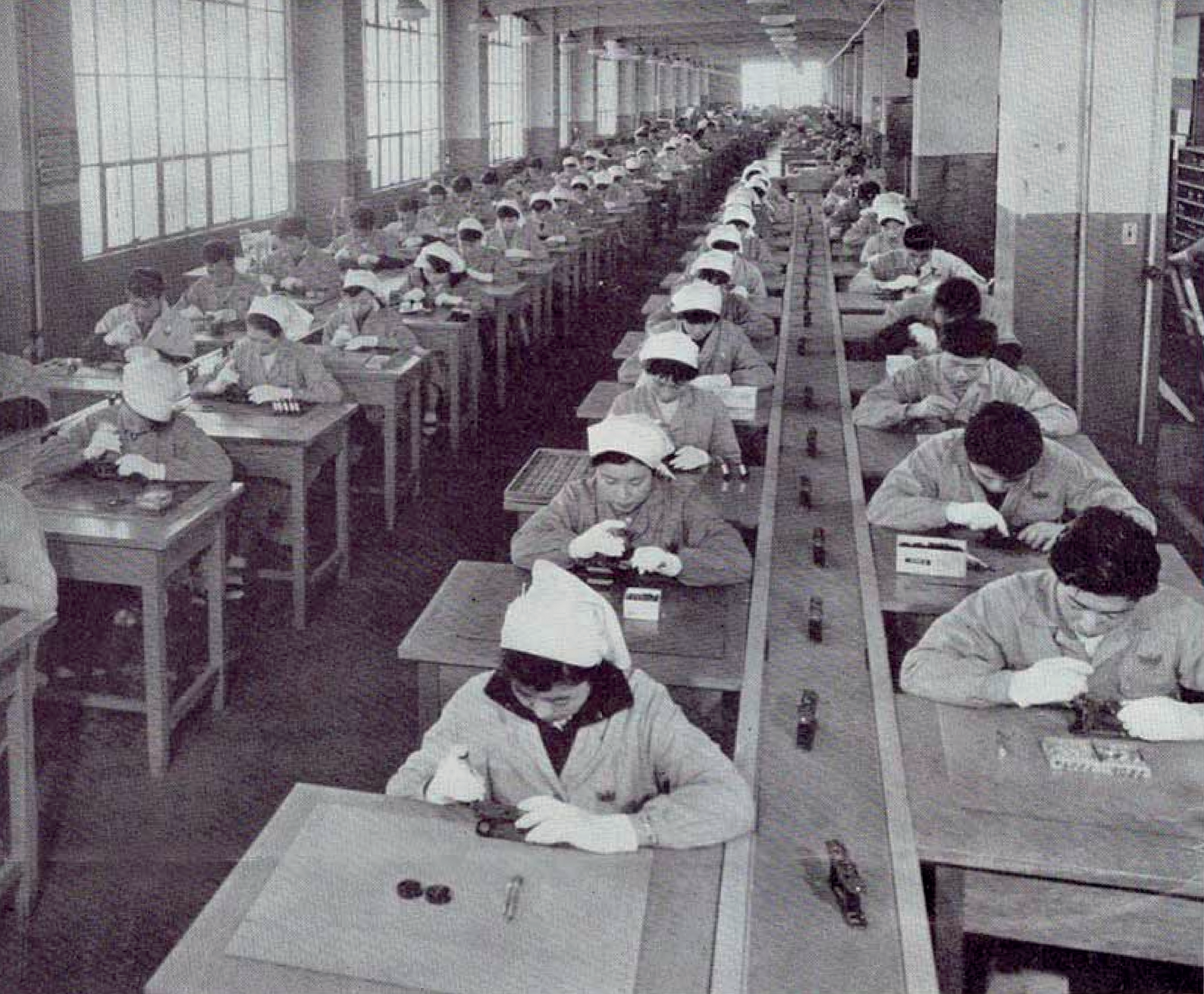
Canon P

Populaire



Canon

System of
Photography
in Still
and Motion



Another first for Canon...and the entire Photographic Industry! The first time a camera of Canon quality has ever been offered at popular price.

Twenty years of unique precision engineering experience and skill make possible the new popular-priced Canon Populaire.

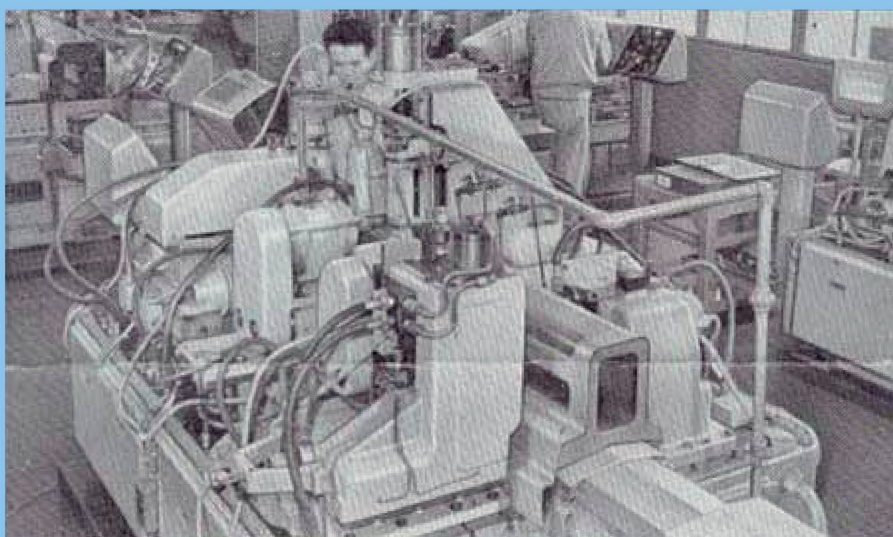
These unsurpassed modern facilities of Canon Camera Company illustrated here made possible the new popular-priced Canon Populaire.

Left Assembly of Canon Camera Body on Conveyors System

Upper Right Electronic Computer for lens design computation

Below Flash Synchronization Test

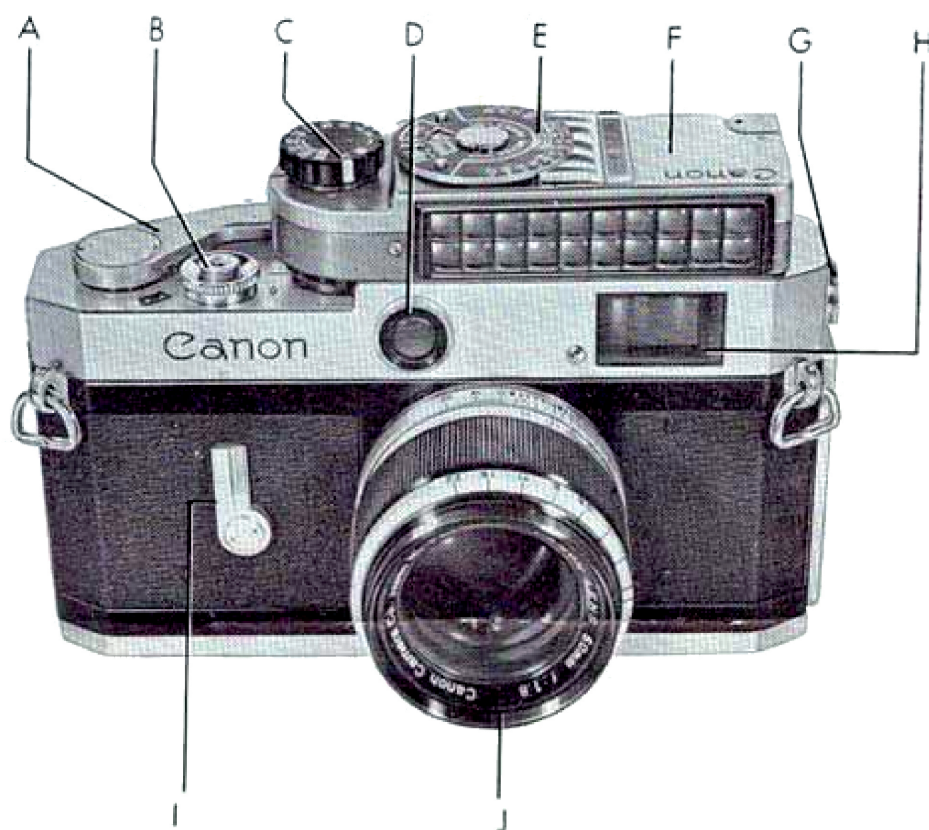
Below (right) 32 processing on die-cast body with custom-made full-automatic machine.



The new Canon Populaire is the answer to those seeking a truly fine camera at a popular price. The Populaire embodies all the precision features for which the name of Canon is world-famous. Quality has not been sacrificed in anyway The lower price is made possible by our unsurpassed facilities and streamlining of manufacturing techniques.

CANON SYSTEM OF PHOTOGRAPHY



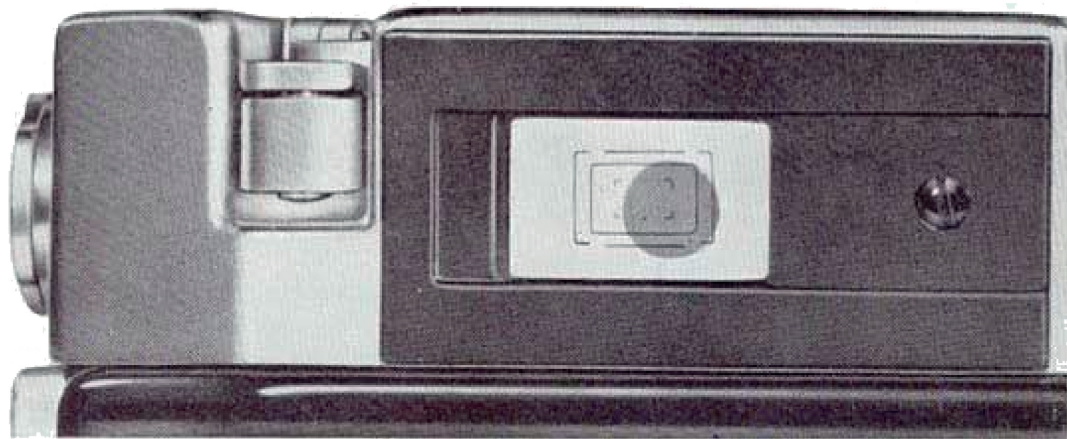


Canon P Populaire

- A · Single Stroke Lever
- B · Shutter Release Button
- C · Single-Pivot Shutter Dial
- D · Range-Finder Window
- E · Exposure Indicator Dial

- F · Canon-Meter 2
- G · Flash Unit Connector
- H · Range Viewfinder Window
- I · Built-in Self-Timer
- J · Canon Lens 50 mm f 1.8

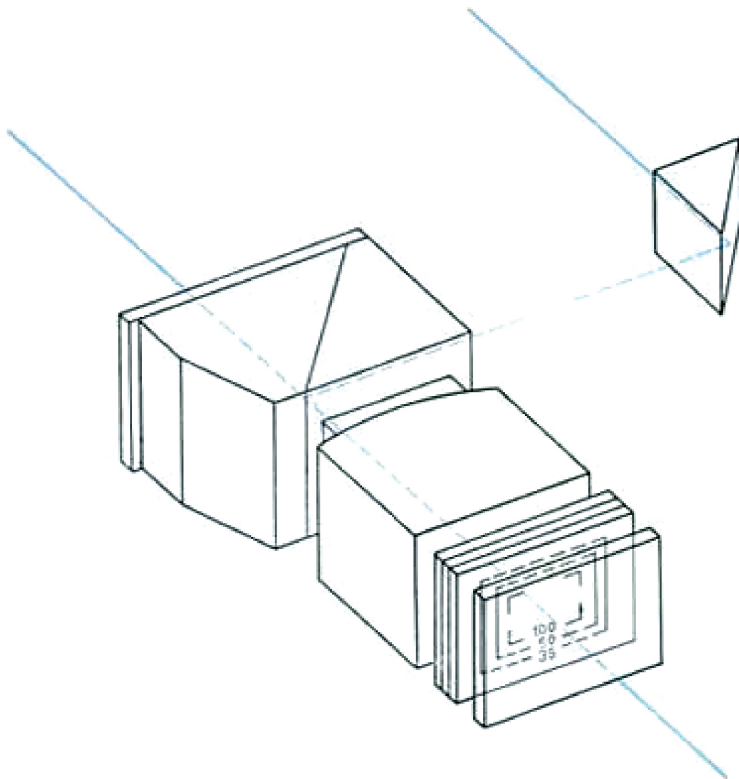
Canon Populaire's Bright Range Viewfinder...



With the Canon-Exclusive Brightest Range Viewfinder, the scene recorded in the viewfinder window is almost as bright as that seen with the naked eye. And the view is actual life size (1 : 1)

The Canon Populaire has three white square frames. The largest of these frames shows the field of view when the 35 mm lens is used. The middle frame shows the field of view with the 50 mm lens. The smallest frame shows the field of view with the 100 mm lens. Because it is synchronized to the focusing of the lens, parallax is automatically corrected on the viewfinder irrespective of the lens used. This means the field of view registered on the viewfinder will always be the one recorded on the film.

Illustrations of the Populaire's unique and bright Range Viewfinder system are shown on the opposite page.



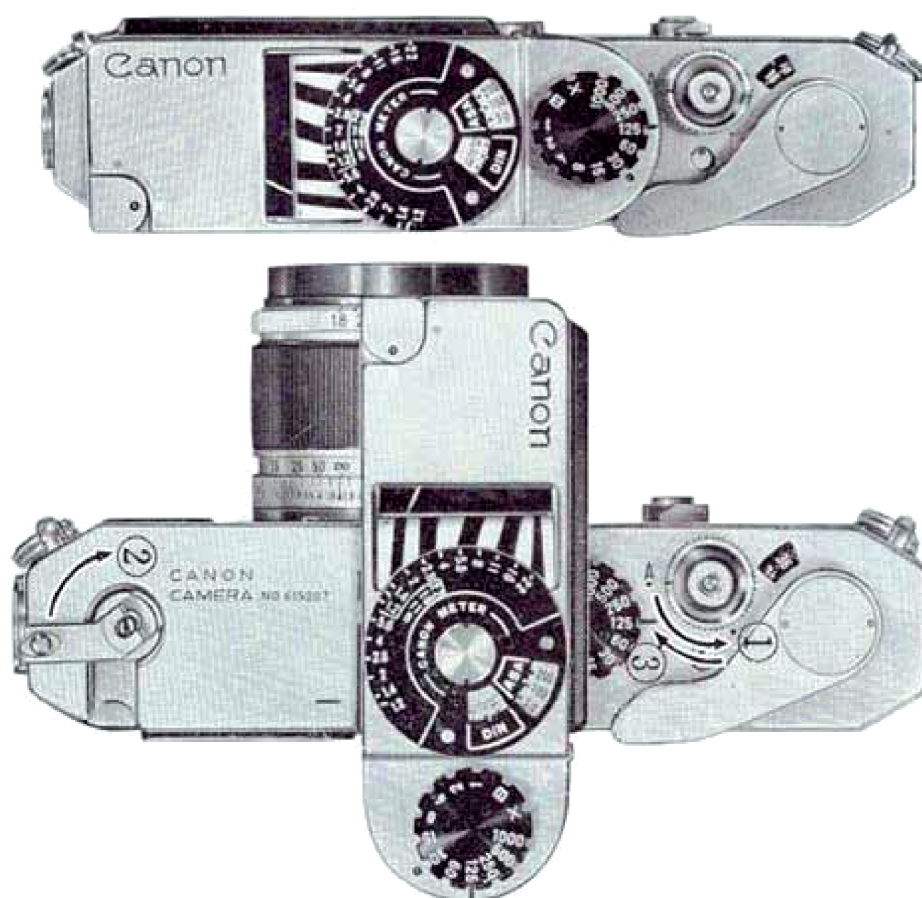
The Detachable Canon-Meter 2

The shutter dial of the Canon-Meter 2 is coupled to the speed dial of the Canon Populaire. Loading and unloading of the film, as well as taking double exposures, is possible with the meter mounted on the camera. This can be done by turning the meter a half-circle clockwise to the position as illustrated below

In order to obtain the correct exposure time, the Canon-Meter 2 should be used in this manner

1. Set the lens aperture scale. 2. Face the camera at the object to be photographed. 3. Turn the combination shutter dial, which matches the aperture reading on the meter dial to the needle the shutter speed is automatically set. Correct exposure time can, also, be determined by first setting the speed dial and then read off the aperture reading on the meter by which the lens aperture scale should be adjusted.

The Exposure Indicator Dial is calibrated in ASA and DIN and has two index scales one for bright light (white) and one for poor light (orange) conditions. Changing the sensitivity of the meter can be done by shifting the sensitivity lever. The Canon-Meter 2 is attached by means of the accessory clip and is easily detached for use separately. An Incident Light Attachment is provided. Compare the exceptionally high sensitivity of Canon-Meter 2 with light meters of other makes.

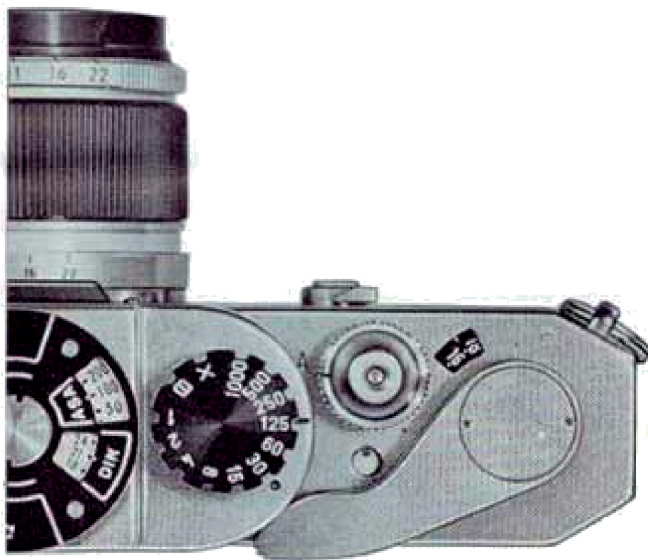
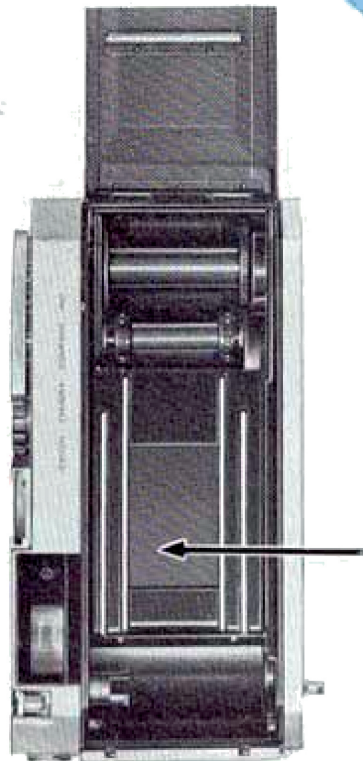


Single-Pivot, Rigid Shutter Dial

The Speed dial is on a single pivot, with speeds ranging from 1 second to 1/1000th of a second, plus B and X--all of which can be set from the same speed dial. The dial does not turn while the shutter is in motion.

Canon All-Metal Focal Plane Shutter

Made of the finest stainless steel sheet (18/1000 mm) with black plastic coating. The Canon All-Metal Focal Plane Shutter is impervious to *heat*, *cold*, and *moisture*. Troublesome pin-holing, usually associated with cloth shutters, is a thing of the past.



Rapid Winding Lever

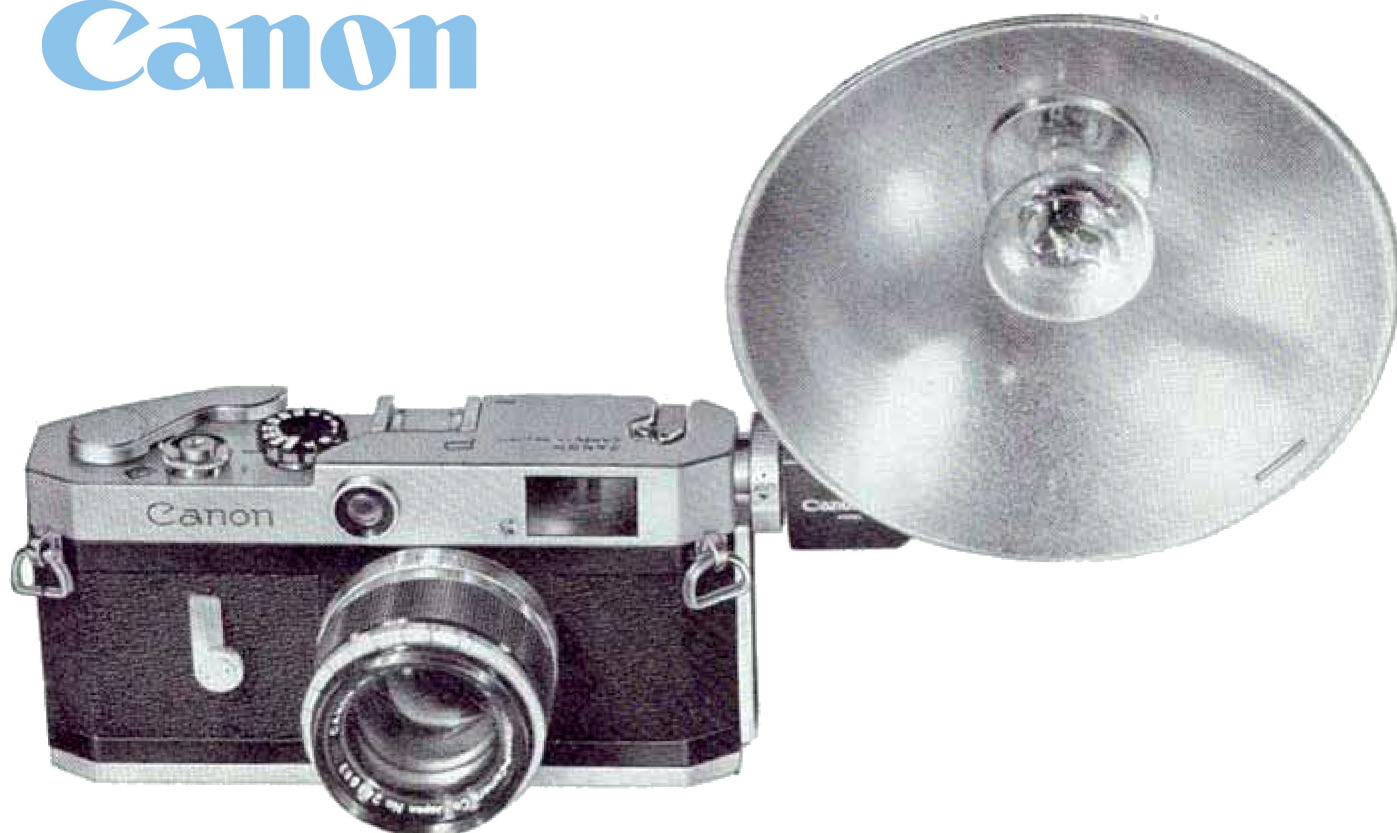
A single-stroke advances film, cocks shutter, counts exposures in one operation. Film exposure counter returns automatically to "S" (Starting) position whenever the camera is loaded with new film.

Built-in Self-Timer

Canon's unique system used in the shutter release button makes confusion between ordinary and time exposures impossible. Maximum delay of self-timer is 10 seconds.



Canon



Automatic Synchro-Flash Timing

The setting of the shutter dial automatically sets the synchro mechanism for accurate flash timing with the shutter mechanism. The camera can be used, without any further setting or adjusting, with any kind of flash bulb or electronic flash.

Direct Socket Flash Unit

The flash unit, or electronic flash unit, is attached directly to the camera on the bayonet fitting. The circuit is simultaneously connected as the unit is attached, eliminating the use of exterior wiring. The extension can be made as required.

Easy-To-Read Film-Type Reminder

The film-type reminder is embodied in the back cover of the camera. Having both ASA and DIN indicators, one can easily read off not only the variations of speed change, but also the three types of film with which the camera is loaded black and white, daylight color or tungsten color.



CANON-EXCLUSIVE FASTEST SPEED LENSES . . .



Canon 35mm f: 1.5 Lens . . .

The amazing speed of the f: 1.5 has won the world-wide acclaim of professional photographers. THERE IS NO FASTER LENS WITH THIS FOCAL LENGTH AND FIELD-OF-VIEW.

(MSLMI)

Canon 50mm f: 1.2 Lens . . .

Canon's proudest achievement to date. Excels in speed, resolution, color fidelity, and style. There is none better in 35 mm photography.

(CALVG)



Canon 100mm f: 2 Lens . . .

Another remarkable achievement of Canon's unsurpassed, precision engineering staff. The new 100 mm f: 2 is the pioneer in the development of faster telephoto lenses. THERE IS NO FASTER LENS WITH THIS FOCAL LENGTH AND FIELD-OF-VIEW.

(MSLMH)



Canon LENSES

These photographs have been taken from the same position but using Canon lenses of different focal length. Canon lenses 600 mm, 800 mm, 1000 mm are also available.

25 mm



f 3.5
CALBV



28 mm



f 2.8
CALAJ



f 3.5
CALPI

35 mm



f 1.8
CALMI



f 2.8
CALQG

50 mm



f 1.8
CALQA



f 2.8
CALZQ

85 mm



f 1.5
CALAM



f 1.9
CALVF



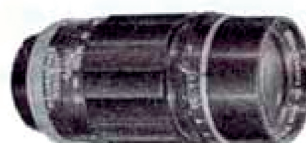
100 mm



f 3.5
CALDV



135 mm



f 3.5
MSLUU



200 mm



f 3.5
CALSO



400 mm



f 4.5
CALIQ



Canon

LENSES

SPECIFICATIONS

Canon lenses are held in the highest esteem by professional and amateur photographers the world over for their unsurpassed, unique optical design and precision engineering.

Canon pioneered development of high-speed lenses--opening new fields of photographic versatility to the serious photographer.

Now for the first time, you can shoot anything that you can see--with the Canon 25 mm f 3.5, 28 mm f 2.8, 35 mm f 1.5, 50 mm f 1.2, and 100 mm f 2 lenses. The fastest professional-

quality lenses in the world--exclusive with Canon.

Before leaving the factory, Canon lenses must meet exacting, quality tests to insure the highest resolution, contrast, brilliance, and color fidelity in addition to the new response function testing method. All lenses are Spectra-Coated (TM) internally and externally by a revolutionary process to insure maximum color and tone balance, greater light transmission, and complete elimination of flare.

Type	Angle of View	Magnification	No. of Elements	Net Weight (oz.) (gm.)	Barrel	Finish	Att'ment Size Series	Aperture (f stops) Click Stops down to		Focusing Range		Coating
										in feet	in meters	
Wide Angle	25 mm f 3.5	82°	5	5 145	Brass	S.C.	40mm VIII	22		3.5~50	1~20	Purple
	28 mm f 2.8	75°	6	5.6 160	Brass	S.C.	40mm VII	22		3.5~50	1~20	Magenta
	28 mm f 3.5	75°	6	4.2 120	Light Alloy	S.C. & B.A.	40mm VII	22		3.5~50	1~20	Purple
	35 mm f 1.5	640°	8	6.5 184	Light Alloy	S.C. & B.A.	48mm VII	22		3.5~50	1~20	Amber
	35 mm f 1.8	64°	7	4.4 125	Light Alloy	S.C. & B.A.	40mm VII	22		3.5~50	1~20	Amber
	35 mm f 2.8	64°	6	4.4 125	Light Alloy	S.C. & B.A.	40mm VII	22		3.5~50	1~20	Purple
Normal Focus	50 mm f 1.2	46°	7	11.4 322	Light Alloy	S.C. & B.A.	55mm	22		3.5~50	1~20	Amber
	50 mm f 1.8	46°	6	9.5 270	Light Alloy	S.C. & B.A.	40mm VI	22		3.5~50	1~20	Amber
	50 mm f 2.8	46°	4	5 145	Light Alloy	S.C. & B.A.	40mm VI	22		3.5~50	1~20	Magenta
Long Focus	85 mm f 1.5	29°	7	25.8 730	Light Alloy	S.C. & B.A.	58mm	16		3.5~100	1~30	Amber
	85 mm f 1.9	29°	6	22 605	Brass	S.C.	40mm VII	16		3.5~100	1~30	Magenta
Telephoto	100 mm f 2	24°	6	18 510	Light Alloy	S.C. & B.A.	58mm	22		3.5~100	1~30	Amber
	100 mm f 3.5	24°	5	6.5 184	Light Alloy	S.C. & B.A.	34mm VI	22		3.5~100	1~30	Purple
	135 mm f 3.5	18°	4	15.5 438	Light Alloy	S.C. & B.A.	48mm VII	22		5~200	1.5~60	Magenta
Long Telephoto	200 mm f 3.5	12°	7	32 850	Light Alloy	S.C. & B.A.	58mm	22		10~300	3~100	Purple
	400 mm f 4.5	6°	5	8.8lbs. 4kg	Light Alloy	B.A.	Special	22		26~1000	8~200	Magenta

* S.C. Satin Chrome ** B.A. Black Anodise

CANON CAMERA ACCESSORIES



Canon Eveready Case P



Canon Universal Viewfinder



Canon Auto-Up V



Canon Camera Holder V



Canon Speedlight V

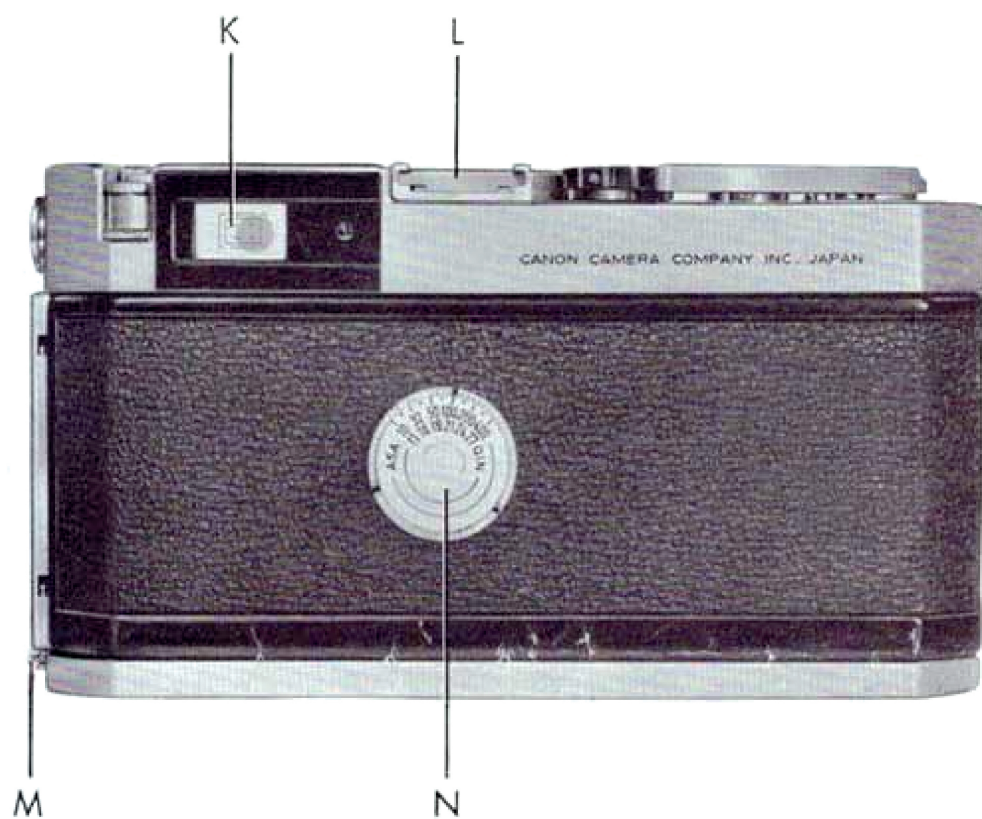


Canon Filters in Series

Note When using 25 mm, 28 mm, 85 mm, 135 mm lenses on Canon Populaire, viewfinder coupler must be used in combination with respective lumi-field viewfinders.

5-Year Guarantee

Canon Cameras and Canon Lenses are covered by a five-year guarantee against imperfections or breakdowns which occur in the course of normal usage. Effective five years from date of purchase, this guarantee insures free repairs and replacement of damaged parts.



- K Range-Viewfinder Eyepiece
- L Accessory Clip
- M Lock for Hinged Back
- N Film Type Reminder Dial

Canon
MODEL **P**

Canon Camera Company, Inc.

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