

THE NEW AE-1 PROGRAM

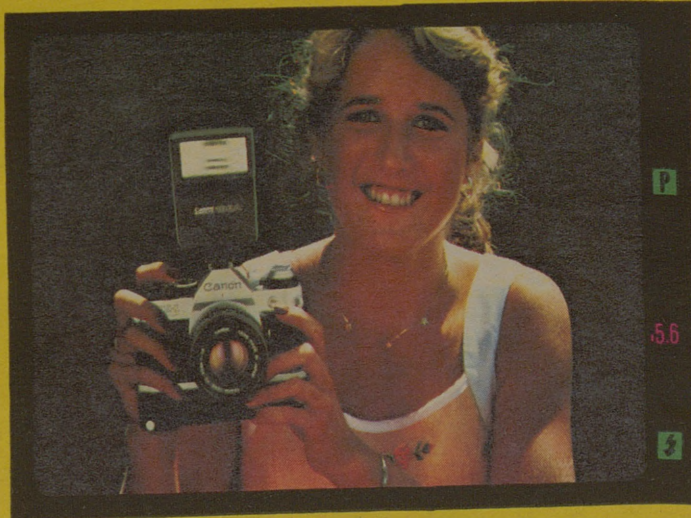
Nobody has been able to make fine photography this simple. Until now.

There has never been a high quality 35mm SLR camera as simple to use as the Canon AE-1 PROGRAM. That's why people who don't have time for complicated cameras, like professional tennis star Tracy Austin, carry it with them wherever they go. And you should, too.

Indoors or out, day or night—in any light—the AE-1 PROGRAM is designed to give you perfect pictures automatically. You just focus and shoot. Really. When set on "PROGRAM" the advanced electronics inside provide total automation, so you can concentrate on your subject.



For action photography, there's also shutter-priority automation, which lets you choose a speed fast enough to "freeze" moving subjects while the



camera's electronic brain automatically adjusts the lens opening for the lighting conditions.

Flash photography is totally automatic as well, and with the new Canon Speedlite 188A with built-in exposure confirmation, you can tell you've gotten a perfect flash picture before removing your

eye from the viewfinder!

There are new and exciting accessories that add even more versatility. The Power Winder A2 provides single-frame and continuous motorized shooting at up to two frames-per-second. Or, for really fast action, you can add the Motor Drive MA for up



to 4 fps. rapid sequence shooting.

There are eight interchangeable focusing screens and nearly fifty Canon FD lenses that fit the AE-1 PROGRAM. So you can shoot a wide-angle panorama, do candid portraits or use a Canon zoom lens to really reach out and bring your subjects up close. Best of all, when you add any of these exciting accessories, shooting is still automatic. And just as simple.

Ask your Canon dealer to show you the camera that makes fine photography simple. The new Canon AE-1 PROGRAM. It's one more reason we're the world's leader in 35mm photography.



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OFFICIAL CAMERA OF
1981 U.S. OPEN TENNIS CHAMPIONSHIPS



Official Photographic consultant
to World Championship Tennis

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AE-1
PROGRAM