

Kodak

Kodak Dealer News

January/February, 1969



New! Kodak Instamatic 133 color outfit

Available shortly

KODAK SUMMER PROMOTIONS

Kodak plans for summer advertising were outlined in the previous edition of Kodak Dealer News. The full-page newspaper advertisements throughout January were highly successful and are now to be followed up by full-page advertisements in full color. The television and radio commercials continue to Easter.

So maintain bright window displays, feature the Kodak holiday showcard, and continue your own local advertising to tie-in with the big, bold Kodak campaign.

SOMETHING EXTRA

Now, since Holiday Time is Photo-Finishing Time, Kodak has produced some special television commercials and point-of-sale material — something extra to help you profit from the holiday-time photo-finishing boom.

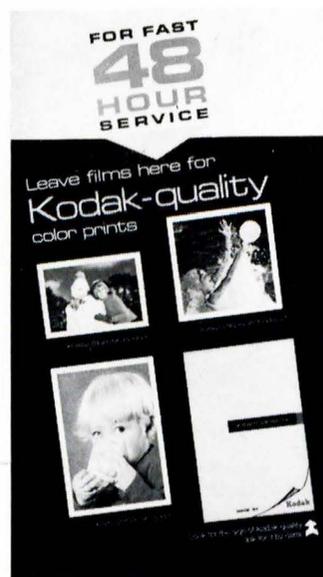


Television

Two new television commercials sell the benefits of the Kodak quality service. Customers will be attracted to the store displaying the Kodak photo-finishing sign.

Point-of-Sale

There's a new Kodak photo-finishing transfer, in the shape of a shield, for your window, and the "48-hour service" crowner for your Kodak photo-finishing showcard. Both are illustrated below.



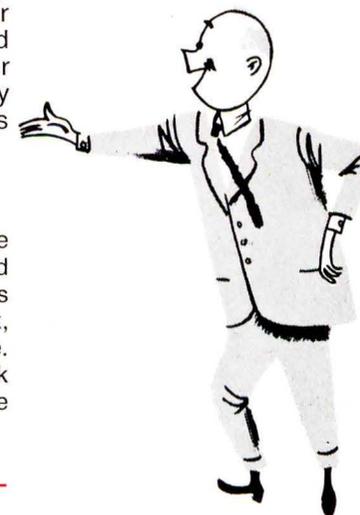
This summer, your customers are looking for Kodak quality photo-finishing. They will expect the Kodak service where they see the Kodak sign.

Holiday Time is Photo-finishing Time

When your regular customers are off on holiday, you naturally remind them to take along plenty of Kodak film. Thus, you are assured of making extra sales of film in the holiday period. But what about photo-finishing?

The dealer who promotes Kodak photo-finishing is the one who makes the big extra profit from the holiday season.

If your customers are going on a short trip, they will probably find it most convenient to save their exposed films until they return home, and hand them in to you for photo-finishing. On longer absences, however, say of two weeks or more, they will probably want to have their films processed as soon as they are exposed.



Color Films

Color films should be processed as soon as possible after exposure. Kodachrome with processing prepaid presents no problems; the customer simply drops his films, suitably addressed, into any convenient mail box, and his transparencies will be awaiting his return home. But how many of your customers realise that, with Kodak Prepaid Processing Mailers, they can have the same service for Kodak Ektachrome and Kodacolor films?

Sell the benefits of Kodak Prepaid Processing Mailers—

1. Film and Finishing paid for at one time.
2. Price advantage of 5 cents per print for Kodacolor.
3. Kodak quality service guaranteed, at home or away.
4. Exposed films may be sent for processing immediately.
5. Price includes postage of results direct to any address in Australia.

Black-and-White Films

Many people want to see their pictures while still on holiday. Advertise the fact that you offer Kodak photo-finishing services and when customers bring you their exposed films, offer to sell them a new film, too. Maybe they didn't stock up sufficiently before leaving home!

Active Promotion

Active promotion is the key to increased photo-finishing profit *for you*, especially if you are in a holiday-making area. Establish your store as the local centre for Kodak photo-finishing by displaying the Kodak transfer prominently, and the showcard with the "48 hour service" crowner. Make sure your local newspaper advertising includes a mention of Kodak photo-finishing services.



Your photo-finishing customers expect the Kodak service. where they see the Kodak sign

It's the easiest-to-use single-lens reflex
 It's the most sophisticated Instamatic camera
It's the KODAK INSTAMATIC Reflex camera

- Instant cartridge loading
- Computer control
- SLR versatility



Making quality pictures under any lighting conditions is as easy with the Kodak Instamatic Reflex camera as taking snapshots with other Kodak Instamatic cameras. This versatile reflex model can master almost any photographic task, yet it is neat and compact, being built with classic Kodak Retina precision.

- Instant loading with 126 size film cartridges
- Extra sensitive CdS type electric eye
- Electronic shutter. Speed range 1/500 to 10 seconds
- Shutter speed range continuous, not limited to a number of calibrated steps
- Electronic control in action throughout exposure time
- Approximate shutter speed indicated in viewfinder
- Aperture set manually, shutter speed by electric eye
- Cloudy (f/5.6) and Bright Sun (f/11) symbols for quick daylight setting
- CdS system adjusts automatically for film speed
- Fully interchangeable lenses (28mm to 200mm)
- Parallax free, eye level, reflex viewing
- Ground glass viewing screen with Fresnell lens
- Split-image rangefinder for accurate focusing
- Instant return mirror — no black-out after shooting
- Uses flashcube or electronic flash — shutter speed adjusts automatically to 1/30 or 1/300th respectively
- With f/2.8, 45mm lens, aperture and focus setting are linked for automatic flashcube exposure
- Two PX825 alkaline batteries in removable holder, power electric eye exposure control, electronic shutter and flashcube circuit. Battery tester
- Single stroke film advance (also rotates flashcube)

In designing the Kodak Instamatic Reflex camera, the latest techniques and materials have been used. The computer control employs a printed circuit. The camera body is die-cast aluminium with a grained, scuff resistant black covering. Top and base are of brass, matte-chrome finished, with a tough moulded base plate. The back is of exceptionally tough, flexible material, with steel pressure springs.

Item No.	Kodak Instamatic Reflex camera	Retail Price
0213	(with 45mm f/2.8 Schneider Xenar lens)	\$261.00
0214	(with 50mm f/1.9 Schneider Xenon lens)	\$309.00

Supplied with 2 PX825 batteries and solid leather always-ready type carrying case.

The Kodak Instamatic Reflex camera will be available shortly. Check with your Kodak representative or branch.

STOP PRESS!

Another full page color spectacular to usher in the Easter photo drive!

On March 31st and April 1st, we will be running yet another full page color spectacular in Australia's leading daily newspapers.

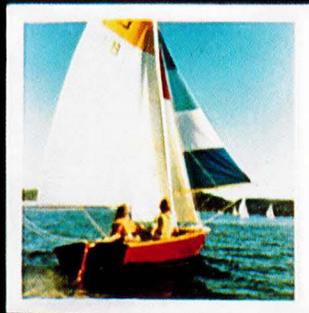
This color spectacular is a logical follow-up to the tremendously successful pre-Christmas promotion which sold many thousands of Kodak Instamatic cameras. It is in line with the Kodak policy of providing strong advertising backing for the many loyal dealers who promote photography. In addition to being a reminder to your customers to "Take color pictures this Easter", it will contain strong reference to Kodak Photo-Finishing Services.

Some weeks before the appearance of this color page, you will be provided with a "pre-print". This is, as the name implies, an advance copy of the advertisement, printed on good quality paper, to be used as a display piece in your window or store. When you receive it from your Kodak representative, place it in a prominent position. It will serve as a double reminder to your customers to load their cameras with Kodacolor film, and as the advertisement says, "Take color pictures this Easter on Kodacolor film for color prints like these . . .".

See overleaf a reproduction of the color "rough" of our advertisement together with an appearance schedule.

APPEARANCE SCHEDULE

Sydney Daily Mirror	March 31st
Sydney Morning Herald	April 1st
Melbourne Herald	March 31st
Melbourne Age	April 1st
Brisbane Courier Mail	April 1st
Adelaide Advertiser	April 1st
Perth West Australian	April 1st



● Take some color pictures
this Easter... on

**Kodacolor
Film**

for color prints like these



IMPORTANT NEWS

Flashcube and Flashbulb Discounts and Prices

Effective February 1st.

Increased discounts for Kodak Dealers on quantity lots of Flashcubes and Flashbulbs.

1. We are pleased to announce that from February 1st, 1969, Kodak will provide dealers with increased discount on quantity orders of either Sylvania Flashcubes or Philips Flashbulbs. Details are as follows:

Sylvania Flashcubes

Quantity	Discount off Retail Price
Packet — 3	25%
Carton — 36	30%
Shipping Container — 432	33½%

2. From **March 1st**, 1969, the **retail price** for Sylvania **Flashcubes** marketed by Kodak (Australia) Pty. Ltd. will be reduced to **50 cents** each. The new **dealer price** for Flashcubes will operate from **February 1st**, 1969. In addition, dealers will be able to make more profit by buying in carton lots or shipping containers. There will be no change to the retail price of either AG-1B or PF 1B Flashbulbs.

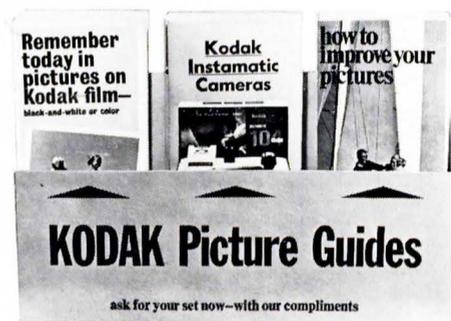
Promote flash photography in your store as a means of building increased sales of Kodak film, and Kodak Photo-Finishing Services. Your Kodak Representative will be pleased to assist you.

KODAK PICTURE GUIDES STIMULATE SALES

Don't forget to display your Kodak Picture Guides. These handy leaflets are an important part of the Kodak summer promotion — and they work well for you.

Got a customer with a problem? Which film to use, which camera to buy? Pictures less than satisfactory? Give him a copy of the appropriate leaflet. Better still, give him all three in the special envelope provided.

The Kodak Picture Guides answer customers' questions, give them confidence, stimulate an interest in picture-taking. Happy customers, satisfied customers, confident customers buy more Kodak film, Instamatic cameras, and Kodak quality photo-finishing.



Effective March 1st.

Lower retail price for Flashcubes.

Philips Flashbulbs AG-1B or PF 1B

Quantity	Discount off Retail Price
Packet — 10	27½%
Carton — 200	30%
Shipping Container — 2,000	33½%

3. Flash photography has become very popular since the convenient flashcube was introduced. All the latest Kodak cameras are designed to accept flashcubes. Statistics show that people with flashcube cameras take many more pictures than those with older type cameras. There is, therefore, an increasing demand for flashcubes and, now that the retail price is being reduced to 50 cents each (almost the same as flashbulbs), the market is set to leap ahead.

KODAK INSTAMATIC 133 Color Outfit

The new color outfit featured on our front cover will be available within a few weeks as successor to the now discontinued Instamatic 104 outfit.

The Kodak Instamatic 133 camera has the same smart, modern styling as the recently announced Instamatic 233 camera. It has the same capacitor flash circuit as the model 233 and accepts flashcubes.



Kodak Instamatic 133 color outfit

Item No. 0210

Retail Price \$14.90

Use these features and benefits to sell this brand new outfit:

Red Letter Benefits

- Easy loading.
- Sharp, clear pictures in black & white or color.
- Clear view of subject.
- Easy outdoor picture-taking.
- Easy indoor picture-taking.
- Positive, full firing flash.
- Winds on fast for rapid shooting.
- Easy to carry—take anywhere.

Blue Ribbon Features

- Accepts drop in 126 size film cartridge.
- Fixed-focus f/11 lens takes pictures from 4 ft. to infinity.
- Large clear optical view finder.
- Two-speed shutter with bright sun and cloudy-bright symbols.
- Accepts flashcube which automatically rotates when winding on.
- Battery/capacitor circuit powered by long-life Mallory PX23 battery.
- Ratchet-wheel film advance.
- Wrist strap supplied. Case available.

Always-ready type, black simulated leather case for Instamatic 233 camera, is also suitable for the model 133.

Item No. 0340. Retail Price \$1.95.

NOTE: The Kodak Instamatic 133 camera is being introduced in a *color outfit*.

No black-and-white outfit is planned, although the 133 camera will be available separately at a later date.

KODAK INSTAMATIC 25 Camera Outfit goes FLASHCUBE

The Kodak Instamatic 25 camera outfit, so popular with beginners and young people, is now available in a new version which includes the Kodak Instamatic flashcube holder, and one flashcube. The flashcube holder slides into the shoe on top of the camera. The flashcube is rotated manually after each flash picture.

Inclusion of the flashcube holder brings the Kodak Instamatic 25 camera outfit right up to date, and represents even better value for money at the unchanged price of \$10.25. The outfit now contains: Kodak Instamatic 25 camera, one cartridge Verichrome Pan VP126 film, Kodak Instamatic flashcube holder, 2 Mallory PX 825 batteries, one flashcube and full instructions.

Kodak Instamatic 25 camera outfit
Item No. 0111. Retail Price \$10.25.



The new version of this popular outfit is easily identified by the flashcube symbol on the lid.

KODAK INSTAMATIC 104 OUTFITS DISCONTINUED

From their first introduction, Kodak Instamatic 104 outfits, both black-and-white and color, proved extremely popular. This was particularly so over the recent Christmas period and our stocks are now exhausted.

No further 104 models will be produced *in outfit form*. Therefore, the following items are discontinued.

Item No. 0107 Kodak Instamatic 104 camera outfit (black-and-white)

Item No. 0130 Kodak Instamatic 104 color outfit

However, there is a successor — the Kodak Instamatic 133 color outfit. This will be available in a few weeks and you can read all about it elsewhere in Kodak Dealer News.

NOTE: The Kodak Instamatic 104 camera, item number 0126, will continue to be available separately while stocks last.

MALLORY BATTERIES for All Modern Products

Kodak is extending the range of Mallory batteries stocked, to include some of the popular sizes for non-photographic use.

In developing their mercury and alkaline batteries, Mallory perfected new methods of generating more power from a dry cell *and new ways of safely locking it in*. Mallory batteries last longer, deliver their power evenly, do not need time to recuperate. They can lie idle for two years and still retain voltage stability. It is because of this stability-plus-safety that Kodak is happy to stock and recommend Mallory batteries for Kodak products.

Look for the Letters

Mallory make two distinct types of battery for photographic applications: Mercury and Alkaline.

Mercury batteries have the prefix PX and are designed for such applications as CdS meters, electric eye systems and electronic shutter controls. There is no adequate substitute for a mercury cell.

Mallory Alkaline batteries have the prefix MN: These batteries have longer life and greater efficiency in flashholders, slide viewers, movie cameras and tape recorder motors.

All Applications

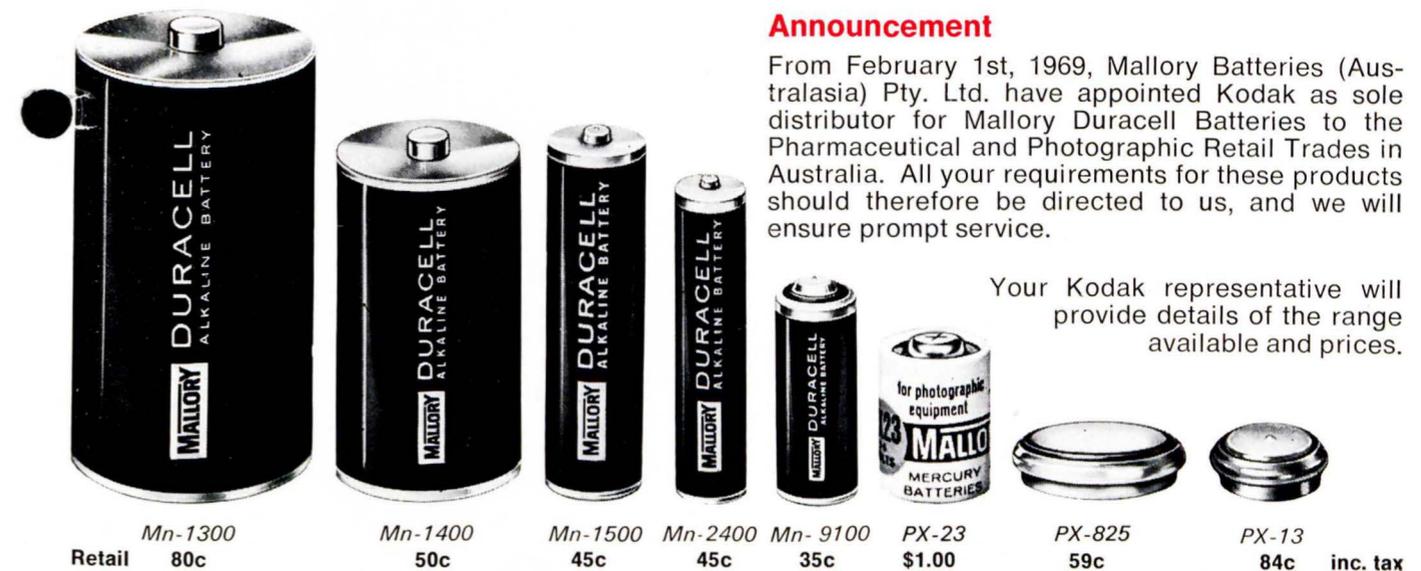
The same benefits of safety, reliability and long life apply to Mallory batteries used in torches, transistor radios, battery powered toys (those Christmas ones must be a bit flat by now!) etc.

Mallory batteries may cost a little more, but the price is justified by longer life. Promote this profitable line. Display Mallory batteries and remind customers frequently to check their batteries. Statistics show that batteries are largely impulse purchases.

Announcement

From February 1st, 1969, Mallory Batteries (Australia) Pty. Ltd. have appointed Kodak as sole distributor for Mallory Duracell Batteries to the Pharmaceutical and Photographic Retail Trades in Australia. All your requirements for these products should therefore be directed to us, and we will ensure prompt service.

Your Kodak representative will provide details of the range available and prices.



	Mn-1300	Mn-1400	Mn-1500	Mn-2400	Mn-9100	PX-23	PX-825	PX-13	
Retail	80c	50c	45c	45c	35c	\$1.00	59c	84c	inc. tax

KODAK DEALER NEWS NEW SIZE SPEEDS THE MAILS

"May thy shadow never grow less" is an oriental way of saying "Good Luck", since any reduction in size is regarded as an indication of hard times and misfortune. Kodak Dealer News is reduced in size. You may have noticed, this is the third edition to appear in a new,

smaller format. In our case this is not through any misfortune, but rather in order to use an envelope which conforms with a new postal regulation. Briefly, this regulation provides for the transport by air, at ordinary postage rates, of inland mail not exceeding 4¾ x 9¼ inches. So our new, smaller size ensures the speediest possible delivery of Kodak Dealer News to Kodak dealers throughout Australia.



RADIO CAMERA CLUB

Radio is one medium used for our summer advertising campaign, with 25-second commercials on capital city stations. In addition, since Kodak is always looking for ways to promote photography, we have available some typed, easy-to-read scripts, suitable for a Radio Camera Club.

These scripts contain hints and tips for owners of simple and adjustable cameras, both still and movie. They are available free to any Kodak dealer prepared to arrange with a radio station to have them broadcast. (This should be in conjunction with a dealer's own advertising, since the scripts themselves do not include any advertising message.)

Interested? Ask your Kodak branch for more details.

KODAK CONSUMER MARKETS CATALOGUE 1969 EDITION NOW AVAILABLE

Distribution of the Kodak Consumer Markets Catalogue for 1969 is in progress. If you have not yet received your copy, you should do so very soon.

The new edition has been fully updated to include all new products and show all retail prices current at time of going to press. The catalogue follows the same pattern as last year, with a separate Dealer Supplement containing discount information on bulk film purchases, Kodak Repair Service price list, dealer selling aids and general dealer information.

Make sure you keep your Kodak catalogue always handy. As well as a list of products available, it is a most useful selling aid, giving the main features of the more important lines, such as cameras and projectors, in a handy reference form.



KODAK GADGET BAGS

A useful accessory for any photo-fan, still or movie, is a Kodak gadget bag. Two new ones now available are illustrated here.



Made from soft black vinyl, with adjustable shoulder strap, the larger gadget bag incorporates stiffeners for full rigidity. The smaller bag is stiffened in the lid, base and end panels.

A gadget bag holds camera, films and a wide range of accessories conveniently and all together. It is especially useful at holiday time when handbag and/or pocket space is at a premium.

Large Gadget Bag

(approximately 10½ in. x 4 in. x 6½ in. deep)

Item No. 0385

Retail Price \$4.85

Small Gadget Bag

(approximately 8 in. x 3 in. x 5 in. deep)

Item No. 0386

Retail Price \$2.85

Please pass Kodak Dealer News on to your staff

KODAK (Australasia) PTY. LTD.

Branches in all States

A. E. KEATING PTY. LTD. 