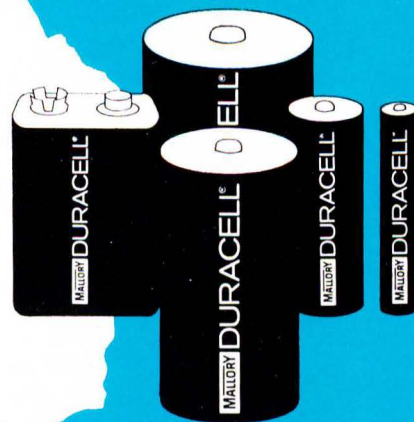


ATTENTION,
MR. KODAK DEALER...

HERE'S
WHERE
YOUR
MARKET
IS!

MALLORY

How would you like to
SHARE
in a colossal, fast-growing annual
\$24 MILLION PLUS!
Battery Sales Market?



... a market larger than sales of
toothpastes, razor blades, electric
light globes, cold tablets &
capsules, and ballpoint pens!

These recent survey statistics
show **WHERE YOU**
CAN INCREASE PROFITS!

WHO BUYS BATTERIES?

AGE GROUP	*HEAVY USERS %	TOTAL %
13-21	17	20
22-34	27	23
35-44	26	18
45-54	16	16
55	14	23

WHERE ARE BATTERIES USED?

APPLIANCE	TOTAL HOMES %	*HEAVY USERS HOMES %
Transistor Radio	71	93
Toys	11	22
Tape Recorders	6	19
Record Players	4	6
Torch	64	86

*Heavy Users are those people who have one or more battery appliances that contain in total SEVEN or more batteries.

WHICH SHARE OF THIS MARKET ARE YOU GETTING NOW?

Kodak (Australasia) Pty. Ltd. as sole distributor for the Photographic retail trade of ALL MALLORY DURACELL BATTERIES means that YOU, THE KODAK DEALER, now have the ENTIRE BATTERY MARKET BEFORE YOU – not just a very small percentage of it.

BATTERY BUYING IS IMPULSE BUYING—A FULL RANGE DISPLAY IN YOUR STORE MEANS INSTANT SALES—GREATER TURNOVER AND PROFITS.

Today's great new "cordless appliance" market (torches, transistor radios, tape recorders, cameras, viewers, flashguns, light meters, shavers, toothbrushes, toys, shoe polishers, fans, doorbells, medical equipment, 2-way radios, safety equipment, etc.) presents an even greater and more lucrative market in batteries than you've ever had before.

GET YOUR SHARE OF THIS MULTI-MILLION DOLLAR MARKET!...

SEE NEXT PAGE.....

HERE IT IS!

Your special introduction to this vast multi-million dollar battery market!

DEAL NO.1

FREE COUNTER DISPLAY STAND

with 36 cards (5 battery types – MN 1300, MN 1400, MN 1500, MN 1604, MN 2400, – a total of 94 battery units. Your cost only \$32.82 plus \$1.41 sales tax.

RETAIL VALUE: \$47.70

YOUR PROFIT: \$13.47

PROMINENTLY DISPLAYED IN YOUR STORE THESE DURACELLS WILL SELL THEMSELVES with a proven turnover of at least **SIX TIMES!**

DEAL NO.4

FREE COUNTER DISPLAY STAND

with 18 cards (4 battery types – MN 1300, MN 1400, MN 1500, MN 1604) – a total of 42 batteries. Your cost: \$16.88 plus 82c sales tax.

RETAIL VALUE: \$26.40

YOUR PROFIT: \$ 8.70

DURACELL
still going strong long after ordinary batteries are dead

WHO BUYS WHICH?



BATTERY	USED FOR
MN1300	Slide & Stereo Viewers, Flash Units, Tape Recorders, Torches, Lanterns, General Purpose.
MN1400	Slide & Stereo Viewers, Flash Units, Tape Recorders, Still Cameras, Torches, Lanterns, General Purpose.
MN1500	Slide & Stereo Viewers, Flash Units, Tape Recorders, Still Cameras, Cine Cameras, Torches, Lanterns, General Purpose.
MN2400	Kodak Instamatic Cameras, Toys, Torches.
MN1604	Radios.



ACT NOW!

FILL IN AND POST THIS COUPON

To: YOUR NEAREST KODAK BRANCH

Please forward me DEAL No. 1 DEAL No. 4 and charge to my account.

NAME _____

ADDRESS _____

State _____ Postcode _____

*Included FREE with your order is a quantity of literature, leaflets, etc. for handout.