



Kodak

Kodak Dealer News

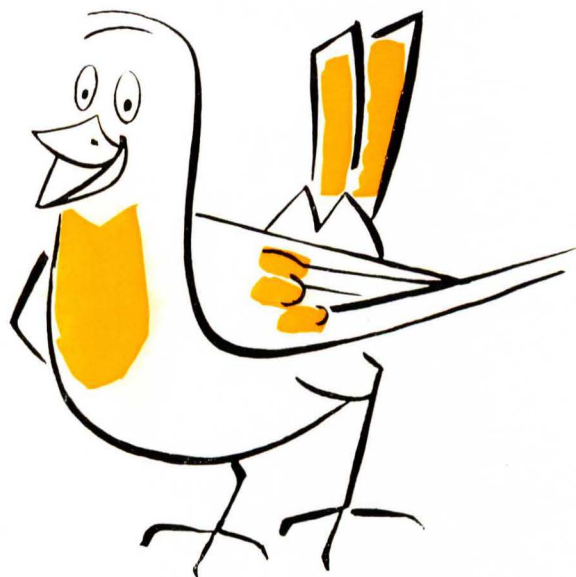
July/August, 1969

Please pass this Dealer News on to your staff to read

KODAK "EARLY BIRD" PLAN 1969

Exciting new '33' series
of Kodak Instamatic
cameras and outfits at

SPECIAL EXTRA DISCOUNTS



See special insert on Mallory Batteries in this issue

KODAK "EARLY BIRD" PLAN 1969

"Early Bird" gives you a flying start.

Once again Kodak invite you to take advantage of special extra discounts on popular Kodak Instamatic cameras and outfits to enable you to stock up early for the Spring Season and the Christmas gift buyers.

Act Now

to benefit from this special Kodak offer:

Dealer orders received from **August 4th to September 30th**, for cameras and outfits listed opposite, qualify for the following extra discount on the net dealer price:



| | | |
|-------------|----------------------|-------|
| 5-9 | Cameras and Outfits* | 2½ % |
| 10-49 | Cameras and Outfits* | 5% |
| 50-99 | Cameras and Outfits* | 7½ % |
| 100-499 | Cameras and Outfits* | 10% |
| 500 or more | Cameras and Outfits* | 12½ % |



*Discounts apply to value of camera only in camera outfits

A selection of Kodak Instamatic cameras and outfits from the list of products shown can be used to make up the necessary total to qualify for extra discount.

Delivery

Delivery of "Early Bird" orders commences August 4th. However, payment for both August and September deliveries will not be due until October. Thus, August deliveries enjoy one month's extended credit. So order now, and ensure good stocks of Kodak Instamatic cameras and outfits. Then build displays in time to launch into the Spring selling season with gifts for Father's Day, September 7th.

Use the special Order Form in this edition of Kodak Dealer News, or contact your Kodak representative now.

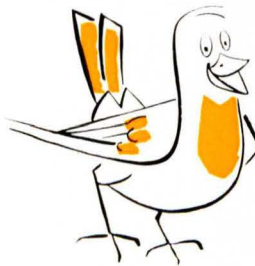
THESE PRODUCTS QUALIFY FOR "EARLY BIRD" DISCOUNTS

| | | | | Retail Price | |
|------------------|-----|--------------|-------|--------------|-------------------------------------|
| Kodak Instamatic | 25 | camera | | \$5.95 | The lowest priced Instamatic camera |
| Kodak Instamatic | 25 | outfit† | | 10.25 | Basic picture-taking outfit |
| Kodak Instamatic | 33 | camera* | | 6.95 | The new, stylish low-priced model |
| Kodak Instamatic | 33 | outfit* | | 11.33 | Ideal gift outfit for the beginner |
| Kodak Instamatic | 133 | camera | | 11.60 | Popular medium-priced camera |
| Kodak Instamatic | 133 | color outfit | | 14.90 | Complete color outfit, ideal gift |
| Kodak Instamatic | 233 | camera | | 16.60 | Quality camera with weather-dial |
| Kodak Instamatic | 233 | color outfit | | 19.90 | Top value outfit for color pictures |

* New Products — an announcement appears in this edition of Kodak Dealer News
† While stocks last

These products represent Australia's best sellers in the field of low-priced, easy-to-use cameras and outfits. So check your stocks and order now on the special "Early Bird" order form enclosed. Your Kodak representative will be pleased to help you estimate your Christmas stock requirements.

Three-point Plan for Summer Season Profit



1. Ensure adequate stocks for the Gift Buying Period
2. Set up displays early for pre-Christmas sales
3. Suggest a lay-by for Christmas — now



'UNFORGETTABLE' ADVERTISING SELLS KODAK PRODUCTS

Stock up now, and tie-in with Kodak's Spring and Christmas advertising campaigns, in your window and in-store displays. Details are given on the following pages.

Make sure the buying public recognises your store as the place to obtain the wonderful range of Kodak products they will see nationally advertised.

KODAK SPRING CAMPAIGN

Unforgettable. That's the message for our 1969 Spring Advertising Campaign. Unforgettable advertising for unforgettable cameras that take unforgettable pictures.

Television and National Press

National television advertising promotes the theme with a brand new television commercial. Two big, bold new advertisements have been prepared for use in major newspapers throughout Australia — they are illustrated below.

Information Folder Doubles as Poster

Shortly you will receive a folder which gives full details of both the Spring and Christmas advertising campaigns. And you can use one side of the folder as an eye-catching streamer or poster for your window display.

Extra Sales Easy

Springtime makes easy-to-use Instamatic cameras and outfits even easier to sell. And it's easy for you to cash-in on extra sales; simply remember to talk cameras and picture-taking at every opportunity. Talk about the fun and ease of picture-taking, and show pictures you have taken yourself.

Ensure Adequate Stocks

This year has seen the introduction of an exciting new range of Kodak Instamatic cameras and outfits — all now available on the Kodak “Early Bird” Plan. Take the opportunity now to build good stocks. Tie-in with Kodak advertising. Tell everyone you stock popular Kodak products. Make the Kodak Spring Campaign work for you. It’s unforgettable.



KODAK CHRISTMAS CAMPAIGN

Our giant Christmas Advertising Campaign commences in November. The theme says:

**"Pictures remember the day and every day
Give a Kodak Instamatic camera."**

We're out to help you attract the Christmas gift buyers into your store. Here's how we'll spread the message:

1. Big full-page color newspaper insert in mainland capital cities.
2. Big 14 inch x 7 column press advertisements in daily newspapers.
3. Full-page color advertisements in women's magazines.
4. All-new Christmas television commercials in 30-second and 60-second spots.
5. Small newspaper teaser advertisements to remind holiday-makers to take pictures.
6. Traffic-stopping, full-color window showcard, as a centerpiece for your display.

In addition, there are give-away Gift Guides, camera display stands, camera outfit crowners, a holiday film showcard and sheets of the color newspaper advertisement.

All the elements of this campaign are designed to work for you. And there's lots you can do yourself.

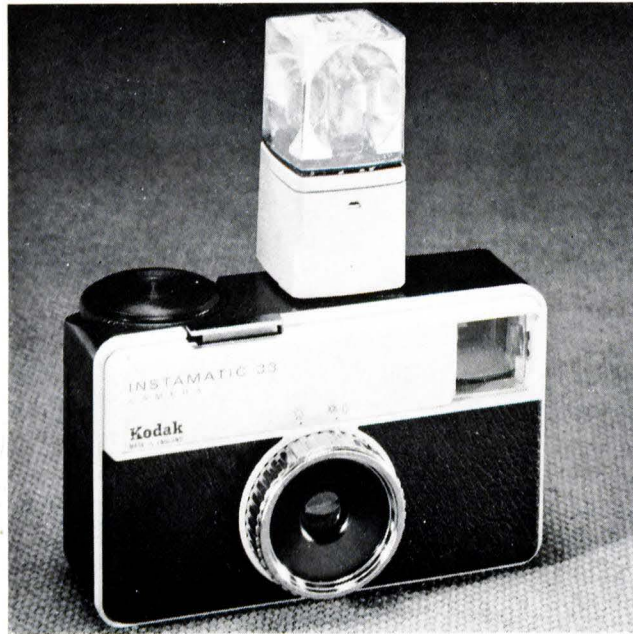
Advertise locally on radio, in newspapers, cinemas and even television. We can supply radio scripts, printing blocks, copy and screen slides for just about anything you wish to promote — cameras, film, accessories and photo-finishing.

But most important is to build a good, colorful, eye-catching display of popular Kodak Instamatic cameras and outfits. There's a bumper season ahead — one in which you can share.



Above: Christmas display materials. Back page: Some Christmas & Holiday press advertisements

NEW! The KODAK INSTAMATIC 33 Camera



What youngster wouldn't be proud to own a camera like this!
And who wouldn't be pleased with the pictures it gives!

This new addition to the family of Kodak Instamatic cameras is for snapshooters of all ages. It offers the latest elegant European styling at a new low price, and all the features that have made Kodak Instamatic cameras so popular, world wide.

Red Letter Benefits

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

Blue Ribbon Features

- Hinged back. Uses drop-in 126-size cartridge
- Fixed focus lens, sharp from 4 ft. to infinity
- Large, bright viewfinder
- Two-speed shutter has settings for bright sun or hazy sun conditions
- Accepts slip-on Kodak Instamatic flashcube holder
- Ratchet wheel film advance
- Wrist-strap supplied. Case available

Available as single camera, or in gift outfit

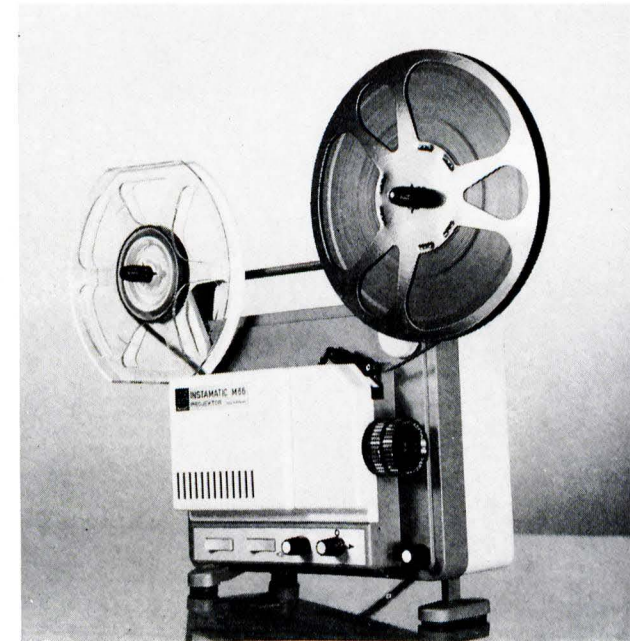
Kodak Instamatic 33 camera
Item No. 0211 Retail Price (tax included) \$6.95

Kodak Instamatic 33 outfit
Item No. 0212 Retail Price (tax included) \$11.33

Outfit comprises Kodak Instamatic 33 camera, one cartridge Verichrome Pan black-and-white film, Instamatic flashcube holder, one flashcube, two PX 825 batteries and instruction book.

NEW! The KODAK INSTAMATIC M66

Movie Projector



Here's a compact new projector, with handsome good looks, that shows super 8 movies to perfection — forward, reverse or still picture.

Ruggedly built from the finest materials, and precision engineered in Germany, it's simple to operate. Sprocketless projection gives steady, flicker-free pictures and takes good care of your customers' movie films.

Kodak Instamatic M66 Movie Projector
Item No. 2329 Retail Price (tax included) \$129.50

Here are the features that will help you sell the Kodak Instamatic M66 Movie Projector:

Red-Letter Benefits

- Easy to load
- Easy to operate
- Show movies anywhere
- Picture size adjusts to fit the screen
- Shows long, uninterrupted movies
- No long, reel-change delays
- Ideal teaching or coaching aid allows re-run of any scene or long critical study of a single frame
- Bright, clear picture
- Steady, flicker-free movies
- Easy to carry. Take anywhere

Blue-Ribbon Features

- Automatic threading right on to the take-up reel
- All controls conveniently arranged on the elegant operating panel
- Built-in projection screen in lid
- Zoom lens: 18-30mm Vario-Kiptagon
- Accepts 400 ft. reel
- Push button rewind runs back 400 feet of film in less than a minute
- Forward and reverse projection with still picture device
- 12-volt, 100-watt tungsten-halogen lamp with special heat dissipating reflector
- Gentle, sprocketless film transport
- Convenient carrying handle. Take-up reel stows in lid

[illegible]

The Kodak Instamatic 133 Color Outfit is the gift that remembers **the day** and every day. It remembers color pictures best. \$149.00. Includes complete color outfit that contains everything needed for great picture taking. The new Kodak Instamatic 133 Camera, automatic, 8 Kodachrome film, flashcube, battery and instant prints. Give the gift that remembers in color. Give the Kodak Instamatic 133 Color Outfit. (Camera alone, \$119.00)

\$14.90

\$14.90

\$4.96 *with clear acrylic finish*
rectangular stainless
steel sink to go
under with black self-white
film and faucet only, \$17.10



\$14.00 weather-resistant outdoor, reversible. Patch updates the pro with Raftermate, shown in gift insert, with color fast, and Patch sets. \$12.00



14988 *get that he is, strange
things about the
the world of that light
conscious. A wonderful
with. It is one*

KODAK FILM
A great gift idea for someone who already has a camera.
KODAK Microbrights PTE LTD
Surrey, UK and others
Kodak Security Corporation

Kodak

Staphylococcus aureus, *S. epidermidis*, and *S. saprophyticus* are major staphylococcal pathogens of clinical importance [7].

The gift
that remembers

The Kodak Instamatic 33
 Outfit is the gift that
 remembers the day and
 every day. Just \$21.33
 buys the complete outfit
 that contains everything
 needed for great pic-
 taking. The new Kod-
 a Instamatic 33 Camera, a
 cartridge of black and
 white film, Instamatic
 flash, a holder, Kodak
 color batteries and
 instructions. Give the gift
 that remembers. Give the
 Kodak Instamatic 33
 Outfit
 Camera alone \$6.99

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535.00



KODAK INSTAMATIC CAMERA
Master a point-and-shoot technique with the Kodak Instamatic camera. Features a built-in flash, 1/500 shutter speed, and a range of lenses for close-up and wide-angle shooting.

978 95



446 75

KODAK FILM
A great gift idea for someone who wants to take a camera.

KODAK (Acropolis) PTE. LTD.
Available at all outlets.
Kodak (Malaysia) Sdn. Bhd.

Kod

Kodak

Don't go away on holidays

without your camera & Kodak Film

K2094/A

**Don't
enjoy
next
weekend**

without your camera & Kodak Film

K2094/5

Don't come home

without your holidays on Kodak Film

K2094/G

Branches in all States

A. E. KEATING PTY. LTD.

ORDER FORM

KODAK 1969 "EARLY BIRD" PLAN

JULY/AUGUST, 1969

TO KODAK (Australasia) PTY. LTD.

| | |
|---------------------|------------|
| Dealer A/c. Code | Office Use |
|---------------------|------------|

FROM (DEALER'S NAME)

ADDRESS

DATE

| "Early Bird" Products | Item Number | Quantity |
|--|----------------|----------|
| Kodak Instamatic 25 Camera | 0105 | |
| Kodak Instamatic 25 Outfit * (while stocks last) | 0111 | |
| Kodak Instamatic 33 Camera | 0211 | |
| Kodak Instamatic 33 Outfit * | 0212 | |

| "Early Bird" Products | Item Number | Quantity |
|--|----------------|----------|
| Kodak Instamatic 133 Camera | 0209 | |
| Kodak Instamatic 133 Color Outfit * | 0210 | |
| Kodak Instamatic 233 Camera | 0207 | |
| Kodak Instamatic 233 Color Outfit * | 0208 | |

All Kodak Cameras and Outfits listed above and purchased from August 4th to September 30th will carry extra discounts as shown in the July/August issue of Kodak Dealer News.

Minimum Order: Five items. Cameras and Outfits listed above may be mixed as desired.

* Extra discount applies to the camera only in the outfits.

ORDER YOUR REQUIREMENTS OF THESE QUALITY KODAK PRODUCTS (Not included in "Early Bird" Plan)

| Product | Item Number | Quantity |
|----------------------------------|----------------|----------|
| Kodak Retina S1 Camera with Case | 0201 | |
| Kodak Retina S2 Camera with Case | 0202 | |
| | | |
| | | |

| Product | Item Number | Quantity |
|---------------------------------------|----------------|----------|
| Kodak Instamatic 314 Camera with Case | 0119 | |
| Kodak Instamatic M66 Movie Projector | 2329 | |
| | | |
| | | |

Check your stocks of Film, Batteries, Flashcubes, Camera Cases, Slide Viewers, Slide File Boxes, Photo Albums, Kodak Projection Screens, Kodak Pre-paid Processing Mailers, etc. and order now.

Signed