

# SalesNews

MARCH-APRIL, 1974

## TV CAMPAIGN TO SPEARHEAD MOVIE SALES DRIVE

Commencing on Sunday, March 24, a bright new TV commercial promoting the range of Kodak movie cameras will go to air around Australia. This campaign will run for two weeks, and will give a big boost to your pre-Easter sales.

The campaign has been built around the Kodak Instamatic M24 movie outfit, which will appear throughout the TV commercial. This particular camera features automatic electric-eye control and is extremely compact. In fact, it has all the "go anywhere" appeal of Kodak pocket Instamatic cameras! The M24 outfit is attractively priced at \$68.40.

The range of Kodak movie cameras and outfits extends from the Kodak Instamatic M22 movie outfit at a suggested retail price of \$48.50, up to the Kodak XL55 movie camera for "natural light" movies at

a suggested retail price of \$249.95.

By featuring the M24 movie outfit in the commercial, we are providing you with the opportunity to "sell-up" to more sophisticated equipment. To further support your in-store promotions, a new movie outfit leaflet detailing the full range of Kodak cameras will be supplied complete with a counter-top dispenser. Later this year, Kodak will be locally releasing the new Kodak Ektasound movie cameras which feature an in-built sound recording system, plus two new super 8

color sound movie films. The above campaign will therefore serve as a build-up to the release of the new sound super 8 cameras by generating customer interest in movie-making.

Movie-making is a growing and dynamic market that offers customers the opportunity to broaden their interest generally in photography. Over recent issues of Kodak Sales News we have published a series of movie-making ideas to encourage customers to get the most from their camera. The last in the series, "Film Idea 5", is printed on page four of this issue.



The "hero" of Kodak's new movie-making TV commercial. At a suggested retail price of \$68.40, the Kodak Instamatic M24 movie outfit, with electric eye and f/2.7 lens, will generate a lot of interest in the range of Kodak movie cameras and outfits.

## BRIGHT SUCCESSOR TO "MUDDY FEET"

Occasionally, a TV commercial comes along that really seems to tug at the heart-strings. Such a commercial was the Kodak "muddy feet" ad, which featured a small boy putting socks on the feet of his pet dog. This commercial generated a great deal of public reaction, and when it finally went off the air we received numerous letters asking for it to be repeated.

But, we can't stand still and "muddy feet" has served its purpose. However, all is not lost, for, commencing on Sunday, March 10, a new TV commercial will be screened and we confidently expect it will have the same effect on the viewing public.

Promoting picture-taking in general and Kodacolor film in particular, the

commercial will strongly promote the message that memories are best preserved by pictures. Without giving too much away, the commercial has an autumn leaves theme and a rather mischievous little girl who decides to help her father. We strongly recommend you stock up with plenty of Kodacolor film and put in a good supply of tissues at the same time!

## New plastic slide mounts released

A new type of Quickpoint slide mount for 35mm full-frame transparencies is now available. Supplied without glass, these new mounts are slightly thinner and will fit most rotary slide tray projectors.

The glassless mounts are easy to use. The slide is held in place by two tacky "Quickpoint" spots, and the two halves of the mount simply clip together. The mount size is

50 x 50mm (2 x 2in.). Available only in boxes of 100, Quickpoint glassless slide mounts have a suggested retail price of \$2.30 per box. Stock Item No. 3224.

### Please note:

The suggested retail prices set out herein are suggested prices only and there is no obligation to comply with the suggestion.

## New equipment repair categories

In the 1974 Kodak Catalogue of Consumer Products, a new method is shown for categorising equipment repairs.

Previously, repairs were listed for specific repair problems, ranging in the case of still cameras from "external repairs", "film winding", "exposure meters", etc. These specific categories have now been changed to broad classifications such as "clean and adjust", "minor repair", "major repair", etc.

The new system provides greater flexibility, as the charges are based upon more comprehensive scales. Rather than set a fixed rate as in the past, the new categories allow us to vary the costs of each repair according to the exact amount of work involved.

Hence, a repair to a camera's flash system might now be listed under one of several categories, depending on the amount of work involved. We believe this new system provides a more equitable and realistic method of repair billing.

## POCKET CAMERAS NOW ASSEMBLED LOCALLY

Kodak is now assembling locally the models 100, 200 and 300 Kodak pocket Instamatic cameras. This operation is taking place at the Coburg plant in Victoria.

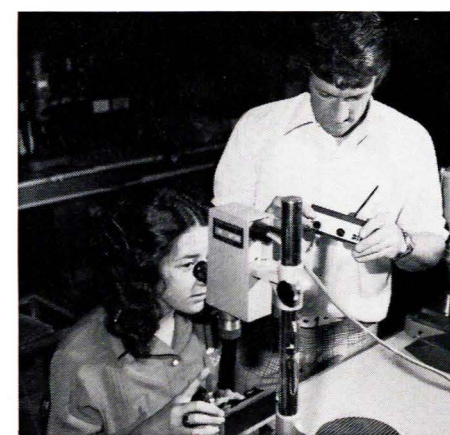
Until local assembly commenced, finished cameras were imported from England and packaged here. Local assembly still involves the use of imported components, and a team of assembly workers at Coburg will be busy producing pocket cameras for the Australian and New Zealand markets.

Pictured here is part of the assembly line and a view of just one part of the quality control procedures that have been created. There are 76 individual operations involved in the assembly of a model 100 pocket Instamatic camera—even more for the other models!

Continuing product development and strict quality control procedures will ensure that your customers are more than pleased with the locally assembled camera!



After 76 individual assembly operations, these pocket cameras are now being packaged into outfit boxes. Local instruction books written for Australian conditions are included with each camera.



Quality control is the name of the game! Even though finished components are imported from overseas, we don't take their word for it—rigid checks have been established for every part of each camera!



## Trouble-Shooters Column

In this issue's "Trouble-Shooter's Column", we have an important subject to cover. We'll look at the most common fault of all in amateur snapshots—blurred pictures.



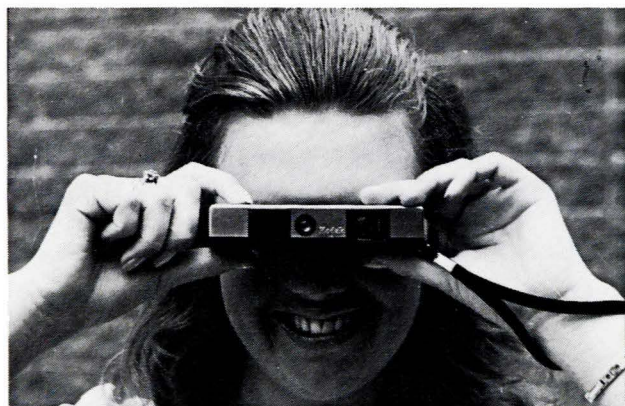
Probably you don't need to be told what went wrong with the lower of the above two pictures. Chances are you've seen this type of picture all too often, and if you've diagnosed the fault correctly, you'll have told your unhappy customer "don't jerk the camera as you press the shutter release".

And what happens? Most times there's little improvement. It would almost seem that there are some people who just **can't** hold the camera steady no matter what! However, we've found that camera shake problems can be cured if you'll take the time to give your customer a practical demonstration of picture-taking techniques.

How? Simply ask your customer to hold the camera in a normal picture-taking position. The viewfinder should be close to the eye with the camera touching the forehead. Hold the camera **firmly** with both hands. Generally, a thumb underneath and the index finger on top will do a good job of steadying the camera. Squeeze the shutter release **gently** until it operates—don't jerk either the head or the hand.

If your customer practises this at home in front of a mirror for a few minutes without a film in his camera, the time spent will soon be repaid because spoiled pictures cost money!

Look carefully at the pictures below. Not hard to see who will have sharp clear pictures and who won't!



Correct handling.



Incorrect handling.

# FEATURES

## PHOTOGRAPHING AUTUMN FOLIAGE

Autumn, with its brightly colored trees, crisp mornings and brilliant blue skies, is becoming an increasingly popular holiday time.

Especially for trips to areas famed for their annual spectacles of nature, autumn is perfect. Tasmania is a glorious example of autumn splendour—brilliant orange, gold and red leaves, picturesque reminders of our early heritage—these are the sights that make visitors return each year.

Many other parts of Australia come alive in a special way at autumn-time, too. The Dandenong Ranges in Victoria have a special attraction—quiet leafy lanes, cottages nestled against the colorful mountainous background, the stillness of the famed Sherbrooke Forest.

Since autumn is so colorful, be sure to remind every customer/traveller to take a camera along. A drive through the autumn countryside is not complete without pictures that will preserve memories of the autumn spectacle throughout the long, cold winters.

Of course, it's easy these days to shoot lots of great pictures without being loaded down with camera gear. Kodak pocket Instamatic cameras, made to fit into pocket or purse, are perfect companions on trips. Taking pictures during autumn can be especially satisfying, if customers keep a few tips in mind. Advise them along these lines:

As the trip proceeds, allow for stops along the way to take pictures. In the photos, identify the location by taking a picture which includes a signpost or some other landmark. These provide ready-made titles in pictures.

Whatever the destination, there will be many opportunities to photograph the autumn foliage. When taking pictures, keep the composition simple. Try to include only one thought in each photo. And, frame scenery with an overhanging tree branch, stone wall or other foreground subject to provide interest and depth in the picture.

In photographs of the scenic panoramas, keep the horizon level and either above or below the middle of the photo.



A white church, a framing of red and gold leaves, and a background of bright blue sky—all combine to become one of the many memorable pictures of an autumn jaunt.

Especially effective for autumn photography is varied lighting. Look for opportunities to photograph foliage with the sun coming from behind the subject. With a blue sky background for color contrast, this type of light variation will make a unique and interesting picture.

Naturally, people should

be in the pictures, too!

But, when taking pictures of people, don't limit your efforts to the stare - at - the - camera variety. Pictures of family members are great fun, especially those that catch them in some natural action. So, suggest photographing them admiring the scenery, an autumn leaf, or strolling down a quiet country road—try

to get away from stiffly posed subjects.

Of course, take an interest in your customer's finished pictures. Suggest extra prints or an enlargement on silk-surface paper of some particularly colorful autumn shot. Good advice to customers about picture-taking works for you, too!

## Combating flood damage

The recent floods in Queensland and other parts of the east coast caused a great deal of hardship and tragic loss to many people. Of lesser consequence, but nonetheless sad, was the loss of, or damage to, a number of collections of negatives that were of considerable personal and historical value.

Probably very few of the victims had thought of the risk of flood damage because it had not happened to them before. However, the possibility of water damage caused by leaky roofs, damp rooms, the water used to extinguish fire, burst pipes, and overflowing sinks on upper floors always exists.

### Wet Negatives

The big problem is what to do when files of negatives have been accidentally soaked with water. Here are some suggestions based on overseas experience:

Wet negatives are in dire trouble, so the job of rescue is urgent. The first step is to **keep them wet**—never allow the material to dry before attempting the job of restoration. Put the wet material into plastic containers—plastic garbage cans are fine—and run cold water into the container. Use ice to keep the temperature down.

Run additional water into the container to remove mud if there is any. Then, add some formaldehyde to harden the gelatin and to prevent the growth of bacteria. This chemical and the cold water help to prevent swelling and softening of the gelatin—the major cause of damage.

Remember that this procedure is only a **temporary** measure—the material must receive attention at the earliest possible moment, because wet gelatin will disintegrate in a matter

of days even under the conditions described above.

### Clean-up and Drying

After removing wet envelopes or other packaging material, wash the negatives for as long as it takes to remove any traces of mud, silt, paper, etc. Prolonged washing is not advisable, particularly when the water supply temperature is above 18°C.

**Never** use warm water for washing, because this may cause frilling or even melting of the already soft gelatin. Give black-and-white negatives a final rinse in Kodak Photo-Flo solution and then hang them up to dry naturally.

Kodacolor and Ektacolor negatives receive similar treatment, but give Kodak Ektachrome transparencies a 1-minute bath in Kodak Stabilizer, Processes E-3 and E-4.



# PRODUCT SUPPLIES IMPROVING

To say the least, stocks of Kodak cameras and some other products have been less than adequate in recent months! However, we're pleased to report that the outlook is now considerably brighter. Here's a rundown on some recent problem areas:

## Cameras

By the time you read this article, plentiful stocks of all models of Kodak pocket Instamatic cameras and outfits should be available, including the model 300 and 500 camera outfits which have been in very short supply lately. One contributing factor to this easing of the supply situation results from the fact that we have commenced local assembly of the 100, 200 and 300 models (see story on page one).

Production of 126-size Kodak Instamatic cameras is now underway again after a delay caused by a shortage of components. Limited supplies of 56-X cameras and outfits, 155-X and 255-X outfits will be available from February onwards. We regret, however, that it will be some time before all outstanding orders can be filled. Please note that although

the Instamatic 28 camera and the 355-X outfit have been discontinued, and the 255-X outfit will be discontinued later this year, Kodak will still make the 56-X and 155-X models available for some time yet. So rest assured that whilst there is a demand, 126-size cameras will still be produced, but in a diminished range.

## Magicubes

These have suffered a world-wide shortage as well. We have air-freighted large quantities in bulk from the U.S.A., and whilst they are not packed in the convenient carded sleeve of three, we are sure this is preferable to no magicubes at all! We may have to import more loose magicubes before the shortage eases, but we will try to return to the normal sleeve pack as soon as possible.

## Film

Fortunately, we have been able to maintain full supplies of film during the busy Christmas season. We hope there will be no major shortages in the future despite grim warnings about difficulties with packaging materials and steel for film cassettes. We do know that Kodacolor-X film, CX 135-12, will be in short supply and stocks will run out in autumn. Further supplies of this film will not be available then until July, when the improved Kodacolor II film will be locally released. In the meantime, we anticipate no supply problems with the 20 and 30-exposure versions of the above film.

If you do strike any supply problems with the above products, you are welcome to contact your local Kodak branch office who will have the latest information.

# Kodak Instamatic 56-X Camera now available separately

The Kodak Instamatic 56-X camera is now available in a camera-only package, however initial stocks will be limited.

Supplied without film and magicube, the camera-only package simply includes a wrist strap and instructions.

An ideal beginner's camera, the 56-X model is simplicity itself to operate. There are no settings — just drop in a 126-size film cartridge, aim and shoot. A socket for a magicube is included in the camera. The 56-X camera is similar to its predecessor, the model 55-X, with the additional benefit of automatic magicube rotation with film advance.

The 56-X camera-only pack has a suggested retail price of \$12.33. Stock Item No. 1488.



## VP116 and VP616 B & W Films to be discontinued



Eastman Kodak Company in U.S.A. has decided to cease production of Kodak Verichrome Pan films, VP 116 and VP 616. This decision has been made in the light of declining sales throughout the world. Sales of these imported films in Australia will be discontinued at the end of 1974.

To assist users of these

films, it is intended to alert them of the pending discontinuance by affixing a sticker reading "Kodak (Australasia) Pty. Ltd. will not stock film in this size after 1974", to each VP 116 and VP 616 film box.

The sticker will be placed on the box as depicted in the photograph. All future supplies of these films will bear the sticker.

# New darkroom techniques book

A new hard-cover book from Kodak is filled with idea-provoking techniques for the darkroom enthusiast. "Creative Darkroom Techniques" provides detailed instruction in such processes as the 1890's art of gum bichromate printing as well as modern posterization techniques.

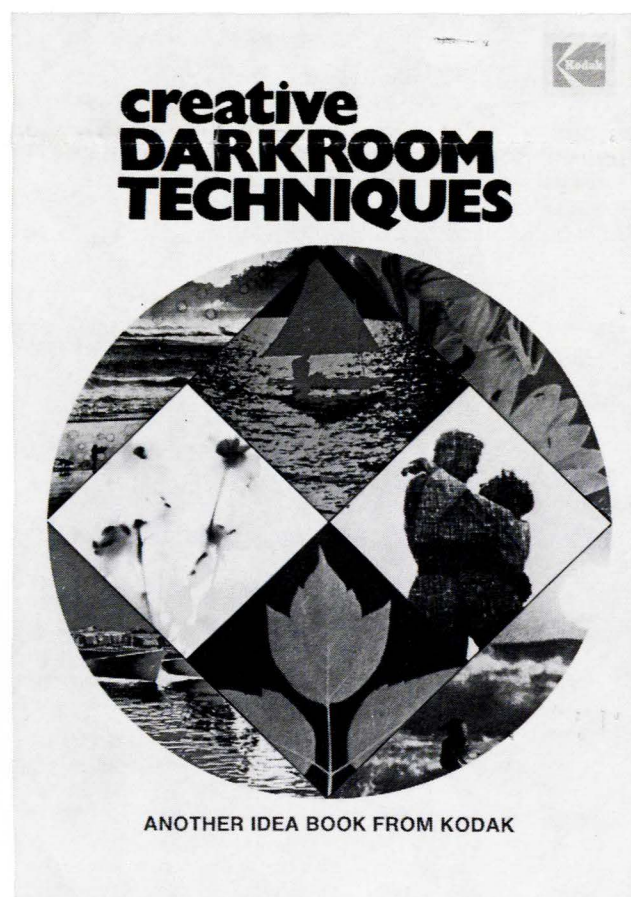
Designed for the advanced darkroom worker, the new Kodak publication also covers such subjects as various control techniques, combination printing, the combination of color and black-and-white, high-contrast pictures, the use of reticulation as an art form, solarization and photo silk-screen printing.

A chapter on printing without negatives explains the creation of photograms in color and black-and-white, as well as the technique of making paper negatives and printing from color slides. The suggested retail price is \$6.52. Stock Item No. 1844.

## '1974 Annual'

Stocks of the "1974 British Journal of Photography Annual" have been received and are available to order. This prestigious publication depicts the work of world-renowned photographers and includes a variety of interesting articles on photography.

The suggested retail price is \$6.90 each.



ANOTHER IDEA BOOK FROM KODAK

## 110-size B & W film

We have received some requests for supplies of black-and-white film in size 110 to fit pocket cameras. At the time these cameras were released in Australia, it was decided not to market a black-and-white film here because of the high film cost and the very "grainy" prints produced when processed by a laboratory using conventional equipment.

However, if there is a demand for this film in your area, Kodak will specially indent supplies upon receipt of a firm order. The minimum quantity

of VP 110-12 film which can be ordered is a pack of 20 rolls (or multiples thereof). The dealer price is \$15.00 per pack plus tax. The suggested retail price is \$1.28 per roll. Normal delivery will be by seafreight, so allow three months from date of order. Airfreight delivery can be arranged for an additional charge of \$2.00 per pack of 20 films. Airfreight delivery takes three to four weeks. Kodak offers a processing service at its Coburg (Victoria) laboratory for VP 110-12 film. Standard processing prices and service times apply.

## Fire creates order envelope problems

Late last year a serious fire totally destroyed the plant of a printing firm which supplies us with our order-placing processing envelopes. Unfortunately, this means that for the next few weeks you will be supplied with pads of processing envelopes that differ slightly in their presentation.

On an emergency basis we have obtained envelopes which have to be addressed by a different method, and because of production limitations, these envelopes are not as compact when made-up into pads. We regret the inconvenience this might cause, but you can appreciate that it is imperative we maintain a steady supply of processing envelopes even though some minor procedural changes have become necessary.

The layout of the interim envelopes is identical to the normal ones, except that your record stub is now in the form of a separate reference card. Apart from that, you complete the envelope in the usual way.

It would greatly assist us if you would use the envelopes in the sequence in which they are supplied. The addressing method is not as rapid as before, but if your replenishment card is received promptly, we can guarantee new supplies of envelopes before you run out.

We are taking every step to return to normal as quickly as possible, but, in the meantime, your co-operation and patience would be appreciated.

## Size is the thing



Here's a tip to remember about the new pocket cameras and the color prints available from 110-size film.

We've received reports from some potential pocket camera customers that they were concerned about the print size from such a tiny camera. Naturally, as soon as we showed them a sample of the print, all their fears vanished and they happily went ahead with their purchase.

Until pocket cameras become more firmly established perhaps some of your customers will have

the same concern, too. This really is only a minor "hang-up" on their behalf, and one that soon vanishes when they see the final result — especially the new KODACOLOR Silk-prints with the silk paper and the borderless rounded corner format! So, don't you be caught short. If you and your staff haven't shot a roll of 110-size color print film yet, make sure you do so pretty soon! After all, there's nothing like the pictures you take yourself to prove to customers that the only thing that's small is the camera!



# THE "ASK FOR..." MESSAGE KEEPS US BUSY

We have been delighted by the response to our series of processing promotions and TV and press campaigns built around the "Ask for Color Processing by Kodak" theme. The last few months have been our busiest ever, and we thank you sincerely for your keen support.

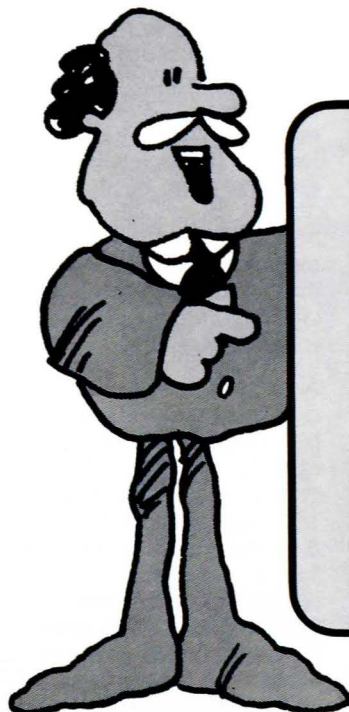
Our animated cartoon character is fast becoming recognised in conjunction with our processing service, and naturally we plan to incorporate him whenever possible in advertisements and point-of-sale material.

Coming up shortly will be some new material for use in and around your store. A new pavement sign in production includes the "Ask for" message and our cartoon character. A similar design will be available as window transfers and a showcard.

On the promotions front, we've got some good

ideas to boost your processing sales, and as plans are finalised we'll give you the details. At the same time we are working on exciting new processing services that will generate extra sales as well. But more of them later.

We hope your customers are pleased with the quality and service we are offering. During the holiday season we were kept especially busy and we hope the minor service time extensions announced just prior to Christmas were acceptable.



ASK FOR  
**COLOR  
PROCESSING**  
BY **Kodak**

## Outfit prices reduced

In line with the reduction in the price of Kodacolor films from April 1, 1974, a corresponding reduction will occur in the trade and suggested retail prices of Kodak Instamatic and Kodak pocket Instamatic camera outfits. This reduction will cover the lower price of the film packed with each outfit from the above date.

Note that no credit will be given for the price difference of stock purchased at the current price and unsold at April 1, 1974.

## Price reduction — Kodacolor Film

The prices of all Kodacolor films will be reduced by approximately 12½% effective April 1, 1974. Full details of the new prices are given below.

On the same date, a discount of 6½% off the single roll price will be introduced for quantity purchases of ten or more shipping containers of a specific item of Kodacolor film. Current discounts of 2½% for one pack, 3¾% for two or more packs, and 5% for one to nine shipping containers will continue to be available. No credit will be given for the price difference of stock purchased at the current price and unsold at April 1, 1974.

Full details of the new prices are as follows:

	CX126-12	CX126-20	CX120
	CX135-12	CX135-20	CX127
	C110-12	C110-20	CX620
	\$	\$	\$
Suggested retail price, including tax ..	1.75	2.25	3.25
Trade price, per unit .. .. .	1.03	1.32	1.91
Trade price, one pack* .. .. .	20.09	25.74	37.25
Trade price, two or more packs, per pack	19.83	25.41	36.77
Trade price, shipping container† ..	195.70	250.80	362.90
Trade price, 10 or more shipping containers, per shipping container ..	192.61	246.84	357.17
			288.92

\*Pack quantity = 20 units.

†Shipping container quantity: roll films 300 units  
other films 200 units.

All trade prices exclude sales tax.

If it's made by Kodak  
you know  
it's good.



## Sales courses on again

How about it? Perhaps you've put on some new staff recently, or maybe it's some years since other staff members have attended — either way, the 1974 series of Kodak Sales Courses is starting right now in your area! New products and new sales techniques are cropping up all the time and sales staff who can't cope

with customer enquiries obviously can't make the sale. Kodak Sales Courses are informal and a lot of fun. Your staff will receive a thorough schooling in our range of products and services and will come back after a couple of days full of enthusiasm! You don't have to take our word for it, either.

Here is just one letter we received last year from a young lady employed in a pharmacy in Kew (Victoria):

"I would like to take this opportunity to congratulate you and your staff on the way the Kodak photo dealers' seminars are conducted. The time and care taken to instruct the students is very much appreciated by all concerned.

I, personally, have learnt a great deal, not only about Kodak products and services, but also on the general art of selling. I have also gained confidence which, I hope, will enable me to make more sales, especially Kodak ones".

Yours sincerely,

\* \* \*

To make it easy for you, we've printed an application form next to this article. Clip it out and send it now to your local Kodak branch office. For further details, ask your Kodak Sales Representative—he'll be delighted to make all the arrangements.

Mail to local branch

### Kodak Sales Course

Please enrol:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Business Name:

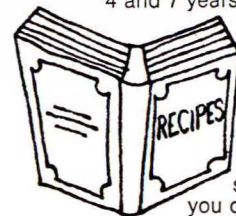
\_\_\_\_\_

Telephone: \_\_\_\_\_

Date: \_\_\_\_\_

## Movie Film idea 5 "What's cookin'?"

Be prepared to clear up the kitchen after this one. A script idea to show what happens when a very young cook "does her thing". Location: your kitchen. Cast: girl between 4 and 7 years old. Shooting time: one afternoon.  
N.B. Your wife can act as technical adviser.



1: Open on close-up of recipe book. (You could make up a false cover on a recipe book, letter it and use this as your title.) It opens to show a particular recipe. Cut to wide shot showing young girl standing on chair at kitchen bench wearing over-sized apron. Cooking ingredients are seen on the bench and she starts preparing for the recipe. N.B. Next sequence should be shot with hand-held camera to make sure you can follow the action as it happens.

2: The chaos starts — flour into bowl, milk into bowl, eggs cracked (oops!) — hand-beater sends mixture flying. Close-up of dog as he enters the kitchen and acts like vacuum cleaner on spilt flour, eggs, etc.

3: Cut back to our cook at kitchen bench which now looks like a bomb has exploded in a supermarket. Out of the debris she takes her creation and places it in the oven — close-up as her hand sets oven timer.

4: Cut to Dad sitting at kitchen table looking apprehensive. Cut to timer. — "the thing" is cooked.



Cut to close-up as our cook opens the oven and proudly carries her creation to Dad.

5: Close-up of Dad as he takes bite and although he is almost gagging, tries to smile. Cut to close-up under table as his hand slips remainder of "thing" to dog. Finish on close-up of cook — face daubed with flour looking very proud.

Equipment: The new Kodak XL movie camera used, with the Kodak Ektachrome 160 movie film is the perfect combination for this film idea. You can shoot inside with available light — no need for movie lights. The new Kodak Ektachrome 160 movie film can also be used in some other cameras — Consult your photo dealer for details.

One of a series — Film ideas for your fun or inspiration.