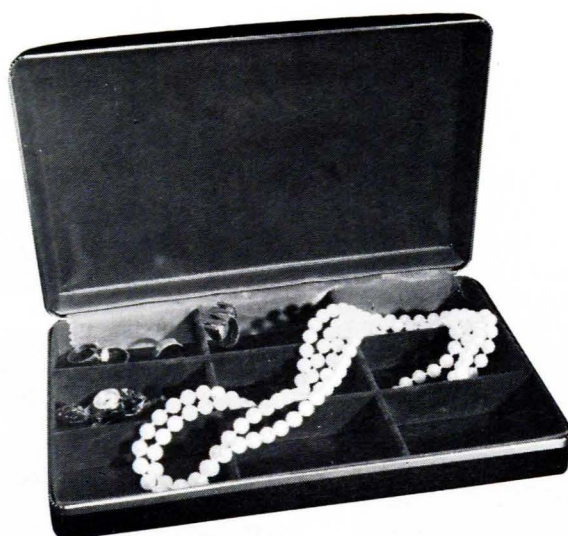


# SalesNews

NOVEMBER-DECEMBER, 1973



## NEW DELUXE POCKET OUTFIT

Limited supplies of a deluxe outfit containing the top-of-the-line pocket camera have just been landed in Australia.

Known as the Kodak pocket Instamatic 60 deluxe outfit, it features a pocket Instamatic 60 camera finished in black chrome with gold lettering, packaged in a black vinyl-padded metal box lined with red sateen. Also included in the outfit is a black and gold clip-on case, plus both a wrist and a neck strap, magicube extender and battery.

This elegant presentation has other clever features, too. The outfit box can be converted to a jewelry box by means of dividers placed under the camera deck, and there

are self-adhesive monograms supplied in the outfit so that the presentation box can be personalised. A special recess on the lid will accept three initials.

The black and gold camera, gold lettered case, and braided neck strap are special items which are only available in this deluxe outfit. Film is not included.

This outfit is truly something special and is ideal as the camera for the 'man who has everything'. The suggested retail price for the complete outfit is \$173.00, including sales tax.

## Christmas 'Accessory' Gift Promotion

Kodak plans once more to conduct a special Christmas Accessory Gift Promotion. This type of promotion was conducted two years ago and many photo dealers reported excellent sales of photo accessory items as a result.

Many accessory items available from Kodak, such as albums, desk wallets, photo information books, slide file boxes, carrying cases, etc., are ideal as Christmas gifts and are welcomed by beginners and photo enthusiasts alike.

Large newspaper advertisements are planned to appear throughout Australia early in December suggesting the following Kodak products as ideal Christmas gifts:

- Kodak desk wallets
- Kodak file boxes
- Kodak slide albums
- Kodak photo albums
- Carrying cases
- Photo information books
- Kodak film

Make certain you are well stocked with these products. Retail sales this year have been outstanding, and there is every sign that sales during the Christmas season will be the best ever!

## Clearance Sale Offer for Cassette Tape

We regret that we are no longer able to offer continuing supplies of Kodak Compact Cassette Tape. This product range has been discontinued, but as a final clearance offer, we invite you to take advantage of a low dealer price for Kodak C90 Cassette tapes.

These high quality tapes give 90 minutes of recording time and, while stocks last, we are offering them to you at only \$1.14 each (excluding sales tax). A special bulk price of \$58.00 (excluding sales tax) for a carton of 60 tapes can be obtained, too.

The above new dealer prices represent a reduction of over 40% for a single tape, and the bulk

carton price reduces this figure by another 15%! These reductions bring the price for Kodak C90 tape to below the original dealer price for the shorter-length C60 tape! So, act quickly — the sound recording market is as vital as ever, and you have in this clearance sale a chance to make extra sales and offer your customers a bargain at the same time!

## New Kodacolor II Film

In the last issue of Kodak Sales News we announced that Kodacolor II film will be progressively introduced for 126, 135 and roll film formats. These new films are now being released by the Eastman Kodak Company, U.S.A., so it is quite likely that visiting tourists will leave one of these films with you for processing.

We are pleased to advise that Kodak's processing Laboratory at Coburg, Victoria, can process these films for your customers. However, because of the very low volume that is expected for the present, there will be a slightly extended service time.

## THINK BIG — SELL BIG!



What we mean is that unless your volume warrants, it is not necessary to buy huge amounts of film to get the "think big—sell big" outlook! Rather, we're suggesting that the 36-exposure films are here to stay and customers love them—especially at holiday time!

Here's why. Take the convenience factor for a start. The extra 16 exposures means that there are 80% more picture-taking opportunities before the camera has to be reloaded.

Also, the customer saves money, too—about 16% off the cost of a color slide and 5% off the cost of a color print (assuming comparison with a 20-exposure film).

Where do you benefit from this? Simple—you

sell more film to the average customer. Quite often the customer will wait until he returns from his holidays to have the 36-exposure film processed, so your chances of handling the processing will improve, too. This is because those 16 extra pictures sometimes make the difference between the customer buying another film elsewhere, or timing the film usage right up until he is ready to return home.

### Please note:

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

*'Peace on earth,*



This lovely old sentiment is as new as today. May its meaning find expression for

you and your staff this Christmas.

From us all at Kodak, your Representative and all those behind the scene, we

send to you our very sincere greetings and best wishes for this Christmas and the coming New Year.

*good will towards all men'*

## Stop Press

Coburg (Vic.), November 30.

We are delighted to report that sales of KODACOLOR Silk-prints under the "5 for 28 cents" reprint offer were very good indeed! Doubtless many of your customers took advantage of the offer which closed today, and we hope they are pleased with their pictures.

Thank you for your active support. KODACOLOR Silk-prints are now firm favourites with many thousands of people who are certain to keep coming back for more.



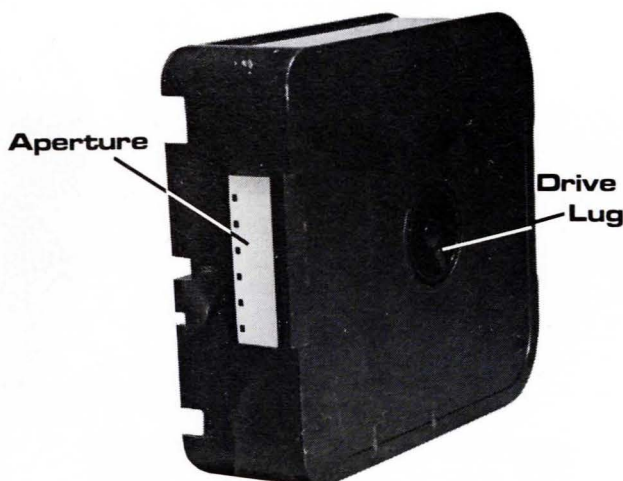
# Trouble-Shooters Column

Last issue's trouble-shooter's column looked at how you could assist customers who complained "The film's jammed in my (126) camera". This month, we'll talk about film transport problems with super 8 movie cartridges.

## Why do cartridges 'jam'?

Super 8 movie cartridges are complex devices and for them to work correctly two things must happen:

- (1) the film drive lug in the centre of the cartridge must be driven at the correct speed, and
- (2) the film must be pulled through the cartridge aperture by the camera claw.



Failure of either of these mechanisms will cause a jam. The most common reasons for drive failure are:

- (1) flat batteries, or incorrectly fitted batteries,
- (2) incorrect cartridge positioning in the camera (either the cartridge was not 'seated' properly when the camera was loaded, or it has been jolted out of position),
- (3) 'backwinding' of the cartridge drive lug. This will damage the cartridge's drive mechanism.

## How can you tell if the cartridge is jammed?

Easy. Remove the cartridge from the camera and see if the word 'exposed' appears in the cartridge aperture. If it does, the film has been completely exposed and can be sent off for processing.

If 'exposed' is not visible, place a pencil mark on the film in the cartridge aperture, replace the cartridge in the camera, and run the camera for one second. Remove the cartridge again and check whether the mark has moved. If not, you have a film transport problem.

## How to get things moving again

There's a good chance that you can start things moving again by following this simple checklist:

- (1) check that batteries are fresh, the terminals are clean, and installed right-way-around—if in doubt, fit new batteries,
- (2) make sure cartridge is correctly seated in camera,
- (3) try the pencil mark test and only if the film still doesn't move, try step 4.
- (4) remove cartridge, hold vertically with film aperture facing you (the drive lug will be on your right) and depress the film in the aperture with your thumb. Move it downwards an inch or two. If film moves freely, wind the drive lug **CLOCKWISE** to take up slack. Do not force. Try pencil mark test again.

## Camera/cartridge failure

If the above procedures don't work, you can reasonably assume that either the cartridge or camera is faulty. We would like to stress that faulty cartridges are **extremely rare** and if your customer has trouble with more than one cartridge, it's almost certain that the trouble lies with the camera. Have camera checked by the manufacturers/distributors.

## To sum up

Battery condition is very important. Faulty cartridges are rare. Most so-called 'jams' can be fixed on the spot by checking batteries and cartridge loading.

A couple of final points: remember that when you remove the cartridge from the camera, you will fog a small amount of film (about 1 inch—1/3rd sec.) and the camera's footage counter will probably return to 'Full'—make a note of how much film has been exposed before you remove the cartridge, so that your customer can work out how much is still left.

# Pocket Cameras win three citations

Kodak pocket Instamatic cameras have recently won three special citations in Europe.

The first was at the biggest Eastern Europe photo show, Interkamera, in Prague. There, the cameras were praised as a "significant contribution to phototechnical developments". In addition, the cameras gained Kodak the coveted International Honorary Medal for 1973.

The second was at the Hanover Industrial Fair in West Germany, where the exhibit acclaiming good industrial design featured the Kodak pocket Instamatic 100, 300 and 500 cameras as outstanding examples of pleasing functional design. These models are sold in Australia.

The third honour occurred when the Design Centre in Stuttgart, Germany, chose for its annual selection of outstandingly designed new products the whole range of the 100 to 500 series of pocket Instamatic cameras.

# Fluoridation of water supplies

Many towns and cities are now fluoridating their water supplies, or have announced that this will be done in the near future. Because of this change to the water supply, you may receive queries from customers on the effect of fluoride on photochemical products.

The concentration of fluoride in the water supply may be up to one part-per-million. Laboratory tests conducted by Eastman Kodak, U.S.A., indicate no effect on photographic materials from fluoride in concentrations up to 10 parts-per-million.

Therefore, it seems unlikely that fluoride will affect photochemical processes under normal circumstances.

# HEAT STROKE!



This is what happens when cameras are exposed to too much heat—they melt!

Most low-priced 126-size cameras produced today are mainly plastic in construction, and whilst they perform perfectly satisfactorily under normal conditions, the heat build-up in a confined space such as a display window facing directly into the

sun, or the closed confines of a car's glove-box or windscreen ledge, produces rather drastic changes!

So the moral is to avoid situations such as these. Please, continue to display cameras, but keep them out of the sun! Warn customers too of the dangers of leaving a camera in a closed car, especially on a hot day.

Not only will the cameras be damaged, but the film inside the camera will be ruined, too. For your part, we suggest that you always use dummy film cartons in all camera displays.

As a safety guide, do not expose cameras to temperatures exceeding 65°C (150°F) or below minus 23°C (-10°F), for periods longer than necessary!

# METRIC POST

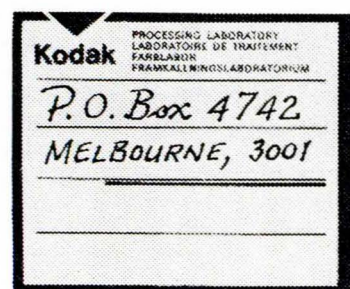
## SPECIAL NOTICE

Help us to return your **KODACHROME FILMS & SLIDES** promptly.

Since the introduction of new postal charges on October 1, many people have not used sufficient postage on their Kodachrome films when mailing them to us for processing. As a result, even with excellent co-operation from the P.M.G.'s department, some delays have been caused. For your convenience, we have listed below the new postal charges which apply to these films.

Type of Film	Surface Mail	Air Mail
Kodachrome Super 8 & regular 8mm movie film	15 cents	30 cents
Kodachrome slide film	7 cents	20 cents
Registered Post: Additional charge to ordinary postage —		75 cents

Always address your film as follows:



We suggest you cut out this advertisement and keep it for future reference.

On October 1, 1973, the Australian Post Office introduced new postal charges that for the first time were based on metric rather than imperial weights. The effect on charges for posting films is quite significant, especially the rate covering the postage of super 8 and regular 8 movie films.

Recently, we sent you a card which details the new postal charges for films and we recommend you to keep it handy to answer customers' enquiries on postal charges. We have also run the press advertisement shown here and we plan to repeat it during January to cover the peak picture-taking season.

If you are located in a city or suburb, we recommend you offer your customers the facilities of the Kodak pick-up and delivery service through your store. This way, customers can leave their Kodachrome films with you for processing, which has the advantage of saving on postage stamps and speeding-up processing. Quite often, delays in returning the film are caused by hold-ups in the post, and these are beyond our control.

However, if you wish to offer this extra service to your customers, make sure they write their name and address in the correct panel of the mailing envelope supplied with each Kodachrome film, so that the film can be returned direct to them through the mail.

This suggestion has a lot of merit, because for very little effort on your part (you are not asked to make out a Kodak Processing Envelope), you are saving customers' money and building store traffic and goodwill at the same time!

# Price Reductions

Kodak is pleased to announce that as a result of recent currency and tariff changes, the following products were reduced in price on November 1, 1973:

Product	Suggested Retail Price
Kodak pocket Instamatic 50 camera	\$129.50
Kodak pocket Instamatic 60 camera	156.00
Kodak 2 x 2in. adapters for 110-size slides (Packet 20)	1.45
Kodak presstape universal splicer	8.60

These are substantial savings and we are pleased to pass them on, but we regret that no credit will be given for stocks of these products purchased prior to November 1.



# FEATURES

## PICTURE TIPS: PICTURE THE SEASON — NOT JUST THE DAY

Christmas is not just a day. It's a season, waiting to be photographed. Almost everyone does take some pictures at Christmas-time, but all too often the best possibilities are missed because the camera is upstairs, or the film is gone, or the general state of confusion causes the camera to be forgotten.

But with a little planning, customers can have everything on hand with the camera ready and waiting when the season begins.

Planning really means thinking generally about what to take. The fun and spirit of Christmas Day builds up long before December 25. Every time the young man sees a picture of the model train he wants, or the daughter writes a letter to Santa, there is a little more excitement in the home.

If people remember to snap pictures of these little times, their photo album or slide show will build up the same excitement when they look back on it. Compare the picture of the son looking at that train in the store window with the radiant expression on Christmas morning. You see—planning does not necessarily mean posing, but just being ready. There are so many things

leading up to Christmas that are worth remembering—the ritual of the tree, for example. Setting up the tree at home can make some good scenes—comedy or otherwise. No one has to be the photographer; just keep the camera on the table where anyone can use it. If the camera is always ready to use, there are many great pictures waiting in all the other preparations that go on at Christmas. Making the Christmas pudding, for example, can provide a wonderful series, especially the part when everyone has a "stir for luck" before the pudding is ready for cooking. Keep your eyes open—and the camera ready—on Christmas Eve and Christmas Day. The night-before frenzy of

wrapping gifts (as well as putting them together) produces moments worth preserving. In the morning, remember that people's expressions change quickly and you have to be alert to catch the good ones. Watch the children's expressions when Dad admires the present they made for him, and the look on Auntie's face when she gets that present she really wasn't expecting. These pictures will be the ones to treasure, especially if everyone gets in on the fun of taking the pictures as well as being in them. Posing pictures are fine, but often the best shots are the ones that just happened. With a collection of pictures like this, people can keep Christmas in every sense of the word.



*New puppy or established pet—a Christmas portrait is a must for the family album.*

## Top writer sings for Kodak

The challenge? Find someone to produce a first-class musical commercial to promote Kodak pocket Instamatic cameras to the growing teen-age market! The result? A swinging commercial now on air around Australia. You've probably heard it already. But we thought you might like to know who wrote the commercial and the sort of background activity that goes into producing this sort of advertisement.

See if you recognise the star from these pictures. The answer's at the bottom of the page.



*Recognise him? He's the composer and lead singer of the new pocket camera commercial. One-time member of a famous group that was renowned worldwide.*



*"Roll it, guys!" Recording technician gets set to take it all down.*



*"Right on!" Composer and friend get down to business. The man behind the mike is Doug Parkinson, one of Australia's top music-makers.*



*"It's all on tape". Technician replays the master tape. Lots of hard work yet to get the commercial on air. But the final result certainly fits the bill!*



# AFTER CHRISTMAS...WHAT?

## Ideas on how to use these display materials

- 1** Clustered centre-piece display for in-window use.



- 2** 3-dimensional cluster for "island fixture" in-store use.



- 3** Low-profile display for in-window fixtures



- 4** Segmented display for on-counter use.



By now you will have been advised by your Kodak Sales Representative on the heavy weight of Christmas advertising we have coming up. There is a bright new T.V. commercial, punchy large-space press advertisements, big color gate-fold in the Reader's Digest plus many others. All should add up to record sales for you.

But most important, perhaps is the display material we've supplied you for your store. It's colorful, appealing, and versatile. And this versatility is most important, as it was designed for displays to catch extra sales after the Christmas rush. As a reminder for your New Year sales campaigns, we've reproduced

here the various elements showing suggested layouts for in-store and window displays. Each display piece has been designed to allow maximum flexibility for promoting cameras and film. So keep your Kodak Christmas display material handy—you'll find it will work equally well all year round!

## NEW GADGET BAG RELEASED



A new large-size gadget bag to carry all the "bits and pieces" beloved of keen photographers is now available. Measuring 26.5cm x 16cm x 10cm, the bag replaces the Kodak Large Gadget Bag which has been on the market for a number of years.

Several improvements over the old bag have been incorporated in the new design. The new bag features a "positive lock" metal closure which is more convenient to use than the old zip fastener method. Also, the general appearance has been improved without losing

any of the solid construction features of the superseded design. The bag is finished in black vinyl and includes a fully-adjustable shoulder strap. The suggested retail price of \$5.70 remains unchanged from the previous bag.

## Movie Film idea 4 "False alarm"

A little film idea to illustrate how we are creatures of habit. **Location:** Interior of your home. **Cast:** your family. Shooting time: one weekend.



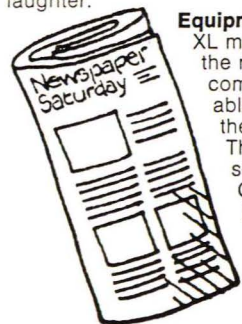
- 1: Close-up of Dad asleep — one eye opens up — he looks towards alarm clock. Close-up alarm clock showing 8 a.m.
- 2: He has slept in! — sequence of quick shots showing panic — bed clothes thrown back — shakes wife to wake her (she looks puzzled) — grabs clothes from dresser — dropping things in haste.
- 3: Cut to Dad hurrying down hall — pulling up pants, buttoning shirt on the run. Throws open door of children's room and shouts — children sit up with startled look.
- 4: Dad dashes into kitchen — grabs apple — starts eating as he is putting on coat — exits kitchen door.

- 5: Cut to exterior kitchen door as Dad trips over morning newspaper. He picks it up, glances at it as he hurries towards car in driveway. Suddenly he stops — looks closely at his paper — throws it to the ground and jumps on it.
- 6: Cut to close-up of newspaper to show date. It shows Saturday.
- 7: Cut to mother and children in dressing gowns in kitchen doorway trying to suppress their laughter.



**Equipment:** The new Kodak XL movie camera used with the new Kodak Ektachrome 160 Super 8 movie film is the perfect combination for this film idea. You can shoot inside with available light — no need for movie lights and outside also, because the camera stops down to f36 to cope with the bright sunlight. The new Kodak Ektachrome 160 movie film can be used in some other cameras. Consult your photo dealer for details. One of a series —

Film ideas for your fun or inspiration.



## COMET KOHOUTEK

By the time you read this, there's a good chance that you'll have seen what promises to be one of nature's most spectacular displays — the newly discovered Comet Kohoutek.

From early December through to the end of January this comet, which may rival the moon in brightness and should be larger from head to tail than 40 moons strung together, will be visible in the evening sky in the direction of the sun after sunset, especially around early January.

Many photo dealers are likely to be asked questions about the possibility of photographing the comet, and many will want to try photographing it themselves. While we cannot guarantee that the comet will be bright enough, or far enough above the horizon, here are some tips that may help:

### Equipment

A camera with time exposure capability, a good tripod, and a cable release are the essentials. Ideally, a 35mm single lens reflex camera with a telephoto lens (the more powerful the better) should give excellent results. A lens hood is suggested to reduce the amount of stray light reaching the lens.

Do not use a simple camera without time exposure capability — box cameras and most Kodak Instamatic cameras are unsuitable for this type

of photography. Obviously, flash won't help, either!

### Film

A high speed color slide film such as Kodak high speed Ektachrome is ideal. Color negative films are not as suitable as slide films for this application. High speed Ektachrome can be processed by Kodak at double its normal 160 ASA speed rating for a small extra cost. Kodak Tri-X Pan film rated at 400 ASA would be a good choice for black-and-white pictures.

### Technique

Set up the camera on a tripod in an area away from strong street lights, car headlamps, etc. (a hilltop or sports oval would be ideal). Aim the camera, set the focus on infinity, open the lens to its maximum aperture, and shoot! Try several shots at different exposures. Start with a 1-

minute exposure, then 2 minutes, 4 minutes, 8 minutes, 15 minutes and 30 minutes.

It is vital that you do not move the camera during exposure, and so a rigid tripod is essential! Because of the rotation of the earth, stars in your pictures will appear as lines, rather than points. This will be particularly noticeable in long exposures. The comet itself may be blurred, too, for the same reason. This is why it is preferable to use a very high speed film and the shortest exposure possible.

There's a good chance that by January we'll be able to give more accurate exposure information from our own tests. Phone your local Kodak branch for details.

**Remember,** Comet Kohoutek will not be back again for 80,000 years — so don't wait till next time!