

# Sales News

JULY-AUGUST, 1973

## EARLY BIRD '73 — ALL THE DETAILS

Generous discounts, extended product range, massive advertising — all these and more are part of the biggest 'Early Bird' campaign yet!

For the first time, camera cases are included in the offer, so now you have a chance to make big savings on these popular accessory items, too. What's more, we've a special offer to make you on a very unusual and different merchandising aid.

Here's the whole story:

### Product Range

All Kodak Instamatic and Kodak pocket Instamatic cameras and outfits under \$50 suggested retail price are included in the 1973 Early Bird offer.

This means you can select from models 100, 200 and 300 pocket Instamatic camera outfits, plus the Instamatic 28 camera, the 55-X camera or outfit, the 155-X, 255-X and 355-X outfits, and the new low-cost Kodak Instamatic 56-X color outfit. (For full details on this new camera, see story on page 2.)

Furthermore, we are offering you the chance to stock and save on carrying cases designed for the above cameras—the popular low-cost H35 case for 126-size Instamatic cameras, and the model A1 case for pocket Instamatic cameras.

As an added feature, all Kodak pocket Instamatic camera outfits supplied from August 1 will include a Kodak magicube extender and there will be no increase in price! For full details on the supply of magicube extenders for your existing stocks of Kodak pocket Instamatic camera outfits, see story on this page.

Initially, the magicube extender will be supplied loose with every pocket outfit, but as a new longer outfit box becomes available, the extender will be included in the outfit.

Supplies of two of the 126-size cameras and outfits will run out during the Early Bird campaign. The 55-X camera and outfit and the 355-X outfit are being either superseded or discon-

tinued—so order early to obtain supplies!

### Discounts

Generous extra discounts apply again this year. Here is a summary of these additional discounts:

#### Camera/Outfits

1-6 units	0%
7-69 units	7½%
70-699 units	10%
700 plus	12½%

Discounts apply to a mixed purchase of Kodak still cameras and outfits under \$50 suggested retail price. Where applicable, discounts apply to the total outfit value.

#### Carrying Cases

1-3 units	0%
4-34 units	7½%
35-349 units	10%
350 plus	12½%

Discounts for cases apply to a mixed purchase of nominated carrying cases.

### Timing

Orders are being accepted at the low Early Bird prices **right now!** A copy of the Early Bird order form is enclosed with this issue, so we recommend you start planning your purchases as soon as possible.

All cameras, outfits and cases ordered under the Early Bird plan will be supplied on or after September 3. But don't delay ordering—the **Early Bird offer definitely closes on September 25!**

### Merchandising

Your Kodak Sales Representative soon will be able to supply you with a colorful and effective range of merchandising aids. These have been designed especially as your in-store link with our major Spring and

Christmas advertising campaigns.

The various display pieces will be supplied in a kit and will include camera display stands, crowner cards, a pelmet strip, plus a merchandising folder that shows how to make the most of the material. You'll also receive supplies of a special camera gift guide for use as a give-away to customers.

### Something 'Special'

Who's yellow and furry, cuddly and cute and will sell pocket cameras like crazy? 'Klicky the Kangaroo'—that's who! No, Kodak hasn't gone into the toy business, but it has done the next best thing by making sure the 'pocket' message really reaches customers through a lovable kangaroo that you can use as the focal point of your pocket camera displays. To give an idea of his sales appeal, we've included with this issue of 'Sales News' a full-color window streamer with 'Klicky' as the star attraction!

You can order 'Klicky' through your Kodak Sales Representative for only \$7.50 (sales tax is not applicable). **Sorry—but he's limited to one per store.**

### Advertising

Kodak Spring and Christmas advertising campaigns have always been renowned in the past for making sure of good camera sales—and this year will not be any different!

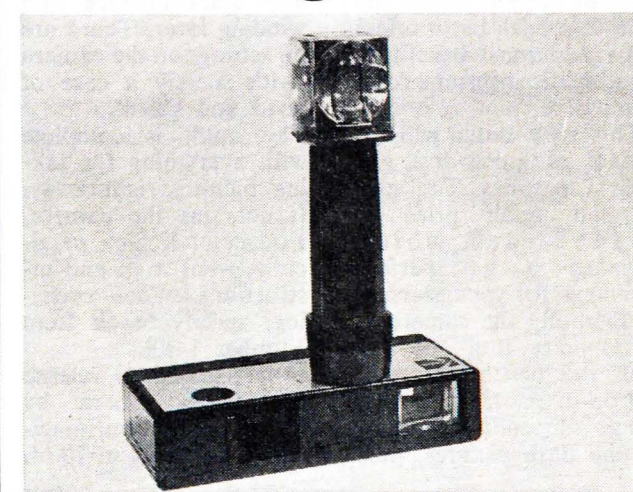
Commencing in August with a School Holiday television campaign promoting 126-size cameras, followed by a September

campaign promoting picture-taking expressly with pocket Instamatic cameras — spring sales will be assured.

October sees the start of a major television campaign for Kodak pocket Instamatic cameras. This continues through to the end of November.

Finally, Christmas will be the finishing touch to a busy sales season. The major emphasis will be on pocket cameras through television and press. Full appearance details will be released later, but we can assure you that from August right through to Christmas and beyond, you'll be kept busy with customers who'll be responding to Kodak advertising and asking to see a Kodak camera!

## Magicube Extenders to be supplied in Pocket Outfits at no extra charge



From August 1, 1973, every Kodak pocket Instamatic camera outfit supplied will include a Kodak magicube extender at NO EXTRA COST! This accessory is necessary to reduce the incidence of 'red-eye' in flash portraits of people and animals.

Kodak magicube extenders ordered separately for other types of cameras will be reduced to a new suggested retail price of \$1.95 from August 1 as well.

To assist you with your existing stocks of Kodak pocket Instamatic cameras, Kodak is prepared to supply you with a magicube extender free of charge for each camera in stock.

If you wish to take advantage of this offer, please complete and return the adjustment form printed below

to your local Kodak branch **NO LATER THAN AUGUST 31, 1973!**

Note that this offer is limited to stocks of Kodak pocket Instamatic cameras held by you at the close of business on JULY 31, 1973. Due to the expected increase in demand, there may be a delay in the supply of free extenders, but every adjustment form sent to Kodak by August 31, 1973, will be recorded and supplied as quickly as possible. We recommend that you **ACT NOW!**

Clip this form and send to your local Kodak branch by August 31, 1973.

KODAK (AUSTRALASIA) PTY. LTD.

Adjustment Form—KODAK Magicube Extenders

Referring to the announcement in the July/August issue of Kodak Sales News, I hereby certify that I held in stock at the close of business on July 31, 1973, the following quantities of Kodak pocket Instamatic camera outfits. Please supply me free of charge a Kodak magicube extender for each outfit held by me on the above date.

Model	Quantity
KODAK Pocket INSTAMATIC 100 Camera Outfit	
KODAK Pocket INSTAMATIC 200 Camera Outfit	
KODAK Pocket INSTAMATIC 300 Camera Outfit	
KODAK Pocket INSTAMATIC 400 Camera Outfit	
KODAK Pocket INSTAMATIC 500 Camera Outfit	
KODAK Pocket INSTAMATIC 50 Camera*	
KODAK Pocket INSTAMATIC 60 Camera*	
Total stocks:	

\* If supplied without magicube extenders.

Account No. .... Date .....

Business Name .....

Address .....

Postcode .....

Signed .....

OFFER DEFINITELY CLOSSES AUGUST 31, 1973!



## NEW LOW-COST COLOR OUTFIT



A new 126-size low-cost outfit will be available from September 1. Known as the Kodak Instamatic 56-X color outfit, it will replace the 55-X outfit which will be discontinued when existing stocks are sold.

The 56-X camera is similar in appearance to the 55-X model, but it offers the additional benefit of automatic magicube rotation.

This new outfit will be ideal as a low-cost gift for Christmas. The suggested retail price is \$14.95 each, which makes it the perfect camera for youngsters. Operating the camera is simplicity itself. It has all the benefits of easy drop-in cartridge loading, dependable magicube flash pictures, plus

a large clear viewfinder and quick-advance film winding lever. There are no settings on the camera—it's merely a case of 'load and shoot'.

The outfit is complete with everything for taking pictures right away. It contains the camera, Kodacolor-X film, magicube, wrist strap and instructions. When ordering, specify Stock Item Number 1488.

It is planned to release the 56-X camera by itself without film, magicube, etc., early in 1974.

## New processing envelope saves time

A new Kodak Processing Envelope that simplifies ordering of all film processing by Kodak, is now being introduced.

It is possible to use this envelope for ordering both color and black-and-white processing, thus eliminating the need for two separate ordering systems.

The layout for the envelope was tested by a number of photo dealers who commented favourably on the idea. Most of the participants in the trial regarded the use of a single envelope as a time-saver that cuts down on paperwork and red tape.

It is planned to introduce the envelopes on a normal replenishment basis, so that as you run out of the existing Color Processing Envelopes you will receive the new design automatically.

To assist you and your staff in adjusting to the new envelope, a brief but informative folder has been prepared showing by examples how the envelope is completed.

## Prices reduced on Photo Books, some Processing Services

Kodak is happy to announce that the prices of most photo information books published in the U.S. by Eastman Kodak Company will be reduced from August 1, 1973. Also, the price for KODACOLOR Special Prints from 35mm full-frame negatives was reduced from 35 cents to 33 cents on July 1, 1973, and from August 1, we will introduce a 'No Charge' policy for processing color films when all negatives are unprintable. Here are the details:

### Photo Books

Virtually every Kodak Photo Information Book published by Eastman Kodak Company will be reduced in price from August 1, 1973.

This means that the popular 'Here's How' series will be reduced from \$1.23 to \$1.17 each for the first seven books in the series. The latest books, the 'Eighth Here's How' and the 'Here's How Book of Photography' will be reduced to \$1.49 and \$9.77 respectively.

The best-seller of them all, 'How to Make Good Pictures', will come down in price from \$2.05 to \$1.76 each.

These substantial reductions will doubtless prove popular with many customers who are keen to improve their knowledge of photography.

### KODACOLOR

#### Special Prints

Effective July 1, 1973, the price of Kodacolor Special prints from 35mm full-frame negatives is reduced from 35 cents to 33 cents.

This price reduction means that the majority of Kodacolor prints are priced at either 31 cents (for bordered glossy 3½ x 3½ in. prints), or 33 cents (for Kodak Duo Print pictures, Kodacolor Special prints, prints from 110-size negatives, and 3½ x 5 in. glossy prints with borders).

#### 'No Charge'

From August 1, 1973, every color print film processed by Kodak that cannot be printed because of the poor quality of the picture image on the negative will be re-

turned to the customer free of the developing charge.

This means that if for some reason such as camera malfunction or customer inexperience, the negatives are completely blank or otherwise unprintable, Kodak will not charge the customer for developing the film. This is another good reason for your customers to "Ask for Color Processing by Kodak". Naturally, if there is at least one printable negative, the present system of charging the full developing cost plus the print price will continue.

#### Please note:

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

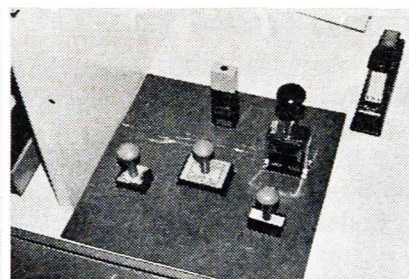
# How microfilm will save you money



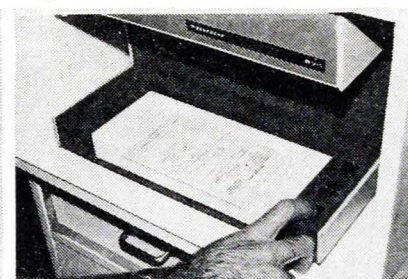
Step 1. Prescriptions are stamped with a sequential number.



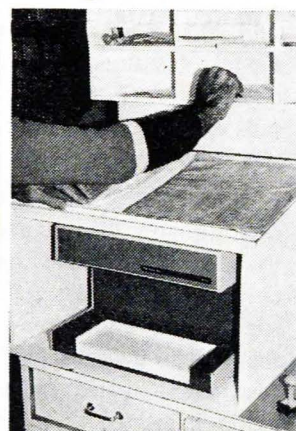
Step 2. Repeat Authorisations are written and numbered with the correct drug sequential number.



Step 3. Prescriptions are then dated, and every drug initialled. Approved Pharmacy name stamp and NHS number are added. Other notations are made before filming, too.



Step 4. Prescription is microfilmed by simply placing script under camera and pressing the button. Couldn't be easier!



Camera is compact and easy to use! Here, the camera is conveniently located under the work bench.

Time is money in any businessman's language, and Victorian pharmacists are proving the truth of this saying by saving up to \$5000 a year through the use of microfilm!

What used to take up to one minute of detailed notation in a Prescriptions Register Book is now handled in just one second by the Recordak Microfilmer, Model RV1—a new camera that is ideally suited to the needs of modern pharmacy.

The camera is small and automatic—just position the prescription under the lens and press the button! Allied to the camera is the Recordak Easamatic Reader, Model SP-2, which gives rapid access to the data stored on the microfilm. The film itself is 16mm x 100ft reels which can record up to 5000 prescriptions, thereby reducing a bulky pile of paper into a compact unit

measuring only 4 x 4 x 1 in..

What are the benefits of microfilm? Here are just a few of them:

- ★ The time saved means more prescriptions filled. Time is invaluable during peak periods.

- ★ Customers are attended to more promptly.

- ★ Avoids the need for extra staff.

- ★ Transcription errors are completely eliminated.

- ★ Dispensing staff have more time to sell other lines.

- ★ The microfilm image is permanent.

### THE VICTORIAN EXPERIENCE

Victoria is the first State to closely study the benefits of microfilming prescriptions. Here are the guidelines set down by the Victorian Pharmacy Board.

#### Applications

The Victorian Pharmacy Board has approved the

use of the above-mentioned Kodak equipment. Intending users simply have to make an application to the Board for permission to install the camera and reader.

### Recording

The first item to be filmed each day is a card showing the date. As each prescription is received, each drug on the prescription is stamped with a sequential number. Repeat Authorisations, if required, are written and numbered with the same sequential number in the square marked "Original Prescription Number".

Each drug on the prescription is then dated, numbered and initialled by the pharmacist, who also stamps the prescription with the approved Pharmacy Name Stamp and NHS number. Any other notations are also made at this time.

Once all these recording details are noted on the prescription, and the labels for each prepara-

tion are completed, the script can then be microfilmed. The microfilm records are kept for two years.

### Processing

A written copy of the script is retained in the pharmacy until the microfilm is processed and proved. Private and "Own Prescribes" scripts that are handed back to customers must be written out by hand so a copy is kept in the pharmacy.

As these are only about 10% of prescriptions, this additional clerical work is not too arduous. The roll of exposed microfilm is forwarded to the Kodak Micrographic Service Centre for processing some three or four days before the end of the month. This allows time for checking before the original prescriptions are sent to the Health Department.

### Does It Pay?

Here is a breakdown on costs and approximate savings:

Capital Costs*	\$
RV-1 Camera	718.00
SP-2 Reader	338.15
15% Sales Tax	158.72

Total . . . . . 1214.87

Film (\$4.55 incl. Proc.)	Av. 12 a year	62.76
Sales Tax (\$0.68)		

Total costs in first year . . . 1277.63

#### Subtract

Approx. salary for qualified assistant 6000.00

#### Savings

First year 4722.37

Thereafter . . 6000.00

Alternatively, you can lease the equipment for as little as \$25.70 per month;

Lease Rates*	per month
12 months	\$47.25
24 months	\$34.00
36 months	\$29.20
48 months	\$25.60
60 months	\$25.70

\*Prices and rates correct as at 1/8/73.

### CASE HISTORY

We would like to sincerely thank Mr J. J. Gelb of Blackburn, Victoria, for allowing us to depict the Kodak microfilming equipment in use in his Pharmacy.

Mr Gelb has been using the equipment for some time and has discovered for himself the benefits of microfilming.

Here are his reactions:

"The use of microfilm has, without question, saved me a qualified or a final year student, and the cost savings I now enjoy are in relationship to these two people.

I have found microfilm to be accurate and fast.

The goodwill to my customers is immeasurable."

Savings such as those Mr Gelb now enjoys can be yours! Why not contact your local Kodak branch for further details, and let Kodak 'know-how' work for you!



## Good store appearance helps build sales

Sooner or later, a successful photo dealer finds himself asking the question: "What can I do to increase my sales volume?"

Perhaps you're thinking of new products to sell or more services to offer. But have you ever come to think that what you really need is something more basic—something you have momentarily forgotten because you've been busy with sales promotions, customer relations, inventory control and many others?

What you may really need is remodelling, or how to give your present shop a fresh look. Of course, you're the only one who can determine whether it's time to remodel your existing shop or not, but we've learned from many other dealers that when it's done well, remodelling can mean a dramatic increase in sales.

You don't have to spend thousands of dollars in the process. If all you need is a slight modification in the arrangement of photographic products, you don't necessarily have to renovate your entire shop.

But if you think that a major facelift is required, then it's time you thought of consulting your architect or an expert designer. This time of year is perhaps the best time to think about it, too. Winter is usually quieter in terms of customer traffic, and a new-look store for the coming busy summer season might make all the difference to your sales!

This article is intended to give you some concrete ideas on how better window and counter dis-

plays can give you an added boost to your sales activities. We've illustrated a 'before' and 'after' situation in a typical store measuring 10 x 16 feet. The 'before' layout shows how photographic products are arranged without a systematic pattern. You will notice that a customer would have trouble in finding a specific range of products. The traffic pattern is difficult as there is no natural path for customers to follow as they enter the store.

But, by simply re-arranging your store's interior as exemplified in the 'after' layout, you are able to create a better 'buying atmosphere' for your customers. You also achieve a good traffic flow and an organized display of merchandise.

Note that the following items have been added: separate drawers for processing envelopes, pigeon holes for different film sizes, a separate section for demonstrating projectors and viewing slides, plus an attractive upper panel consisting of color enlargements.

Notice the big difference? But don't forget some-

thing equally important—your store front and window display. It's your first step to successful merchandising, your headline to the public.

Whether you like it or not, people judge your store by the way it looks to them outside. First impressions do count. You can give people a good impression of your store by putting up an attractive store front and display window.

The most effective store front is one that seems to lead a person into the store. One of the best ways to achieve this effect is with a slanted front and fairly large display windows. Store designers call this a 'visual front'. And a good display window sells around the clock.

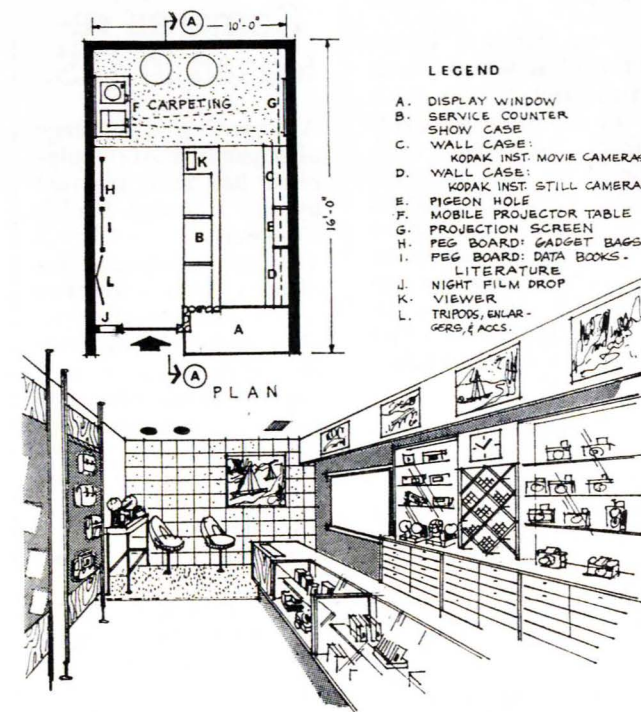
Whenever you intend to increase your sales, never fail to think in terms of creating a good buying atmosphere inside and outside your shop. Your store front and windows are where good impressions—and sales—begin.

**A neat, logically planned interior completes the good impression . . . and helps close the sale.**

BEFORE REMODELLING



AFTER REMODELLING



## Trouble-Shooters Column

Do you get that 'sinking feeling' when a customer asks "Would you please load my camera for me?" If it's a camera using a drop-in film cartridge there's no problem, but 35mm cameras can be difficult to load if you are not familiar with them.

Obviously, loading and unloading a 35mm camera is best carried out with the camera's instruction book open at the right page, but there are some general tips that apply to most 35mm cameras and these are worth remembering:

### 10 tips for handling 35mm cameras

1. Never force anything!
2. Don't try if you don't know how!
3. Never open the camera back unless you're **sure** the film has been rewound! (Don't take the customer's word for it—check it for yourself!)
4. Don't try to rewind the film without pressing the rewind button which releases the toothed sprockets that transport the film. If these sprockets aren't released the film will be broken or shredded as it is rewound!
5. Always rewind the whole film into the cassette. This avoids the possibility of mistaking it later for a fresh film ready to be loaded!
6. When loading, check the direction of travel of the take-up spool before attaching the film!
7. Attach the film firmly to the take-up spool!
8. Make sure **both** sets of toothed sprocket wheels are engaged in the film perforations before closing the back of the camera!
9. Don't forget to set the film counter if it is not automatic!
10. If the camera has a built-in exposure meter, check that the ASA dial is set to the correct film speed.

Finally, keep in mind that the possible loss of customer goodwill by saying, "Sorry, I'm not familiar with your camera so I can't load it for you" is likely to be much less than if you attempt to load the camera and in the process damage it or (possibly worse), load the camera incorrectly so that the customer finishes up with a blank roll of film after processing!

## Mt. Everest team laud Kodak pocket cameras; slide films

Chris Bonington, leader of the recent British expedition which was beaten by the weather in its attempt to be the first to conquer Mt. Everest by the southwest face, has reported on the hazards the climbers faced and how Kodak pocket Instamatic cameras and Kodak film stood up to such a tough test:

"At 27,000 feet on Everest, it takes a separate effort of will to take each pace upwards. The wind whips and it is so cold that hands freeze in a matter of seconds if you take your gloves off.

The mind slows up at that altitude; a simple mathematical calculation becomes impossible—and in face of all these problems you must try to get photographs.

It is a constant battle against fading will and the ever-present technical problems of freezing condensation on lenses and the camera, itself, freezing solid. On previous ascents we had been reluctant to carry heavy cameras with us, but on this attempt we found the Kodak pocket Instamatic cameras ideal.

They were lightweight and compact and could not be more simple to handle.

The camera is so small and compact that it can be hung around the neck, tucked inside one's own clothing. This ensured that it never froze up, as did almost all our 35mm cameras at one time or another.

I must confess I had been worried before the expedition as to how well the pocket camera's automatic exposure control would be able to cope with the brilliant light that you get at that altitude, combined with the large areas of snow present in most pictures, but I was amazed at how well exposed every single picture was.

Taking pictures on a mountain presents the photographer with a greatly increased risk factor, for one of the essentials of climbing is total concentration. Photography demands the same concentration, and as a result, it is all

too easy to make that one fatal slip while trying to take the perfect picture. Both Doug Scott and I had narrow escapes.

### 'Well pleased'

On the expedition we used Kodak film exclusively. Most of us shot all our pictures in color, and for this I selected Kodachrome II film—which gives a combination of color quality and definition rivalled by no other material. Its comparative slowness is of no account on a mountain like Everest, for in and above the western cirque the average exposure for scenic shots on the film was 1/250 sec. at f/11 or even f/16. To back up the Kodachrome stock, we used Kodak high speed Ektachrome film for interiors and particularly dim lighting. Doug Scott used it to get some wonderful moonlit shots at base



An expedition member shoots on the slopes of Everest with his Kodak pocket Instamatic camera.

camp. For black-and-white we had Kodak Panatomic-X film to enable us to get fine-grain enlargements of the mountain—and Kodak Tri-X film for more general use.

We have a host of rich memories which are

brought to life by the 3,000 color transparencies taken by members of the team.

We shall be able to pass on some of these impressions to others in the lectures we give up and down Britain, and in the book we are producing".



## Product knowledge —painlessly! (well almost)

Think back to the last time you bought an electrical appliance, or a piece of furniture, or even a car. Remember how helpful the salesman was? How well he knew his product?

Or was it the other way round? Did YOU know more about the product than the salesman who was paid to sell it?

We all agree that product knowledge is important, and in fact a Kodak Sales Course is devoted to increasing the participant's knowledge of photographic products and services.

But sometimes it isn't possible to attend such courses. How then can you help your staff improve their product knowledge in these circumstances? Here are some tips based on our experience in conducting sales courses:

1. We've found that if we can convince people that photography is fun, we've just about won the battle. It's always easy to learn about something that is enjoyable, so the best way to prove that photography isn't really complicated or hard to understand is to let people see for themselves just how easy it is to take pictures with modern cameras.

2. So, our recipe for 'do-it-yourself' staff training is simply this—lend each of your staff members a camera plus a roll of film and a flashcube over a weekend and let them take pictures of whatever they like!

Make sure they study the instruction book first, but the important thing is that they keep the finished prints, so they have a real incentive to learn about the camera, the film and the processing services that are available.

3. Keep this programme going—give each staff member a variety of cameras to use. For example, they can use a pocket Instamatic camera one weekend, a 126-size camera the next—even movie cameras if you stock these, too. This way, they become familiar with all the cameras you sell.

4. And here's a bonus for you! If you have an extra print or two made from the best negatives taken by your staff, they'll be able to show your customers actual prints that they have taken themselves using the very camera the customer is interested in buying. It's hard to find a better recommendation than that!

Cost? Well, allow about \$5.00 for the film and processing (still or movie). If that seems a lot, remember that this is less than the profit you'll gain from the sale of just one \$25 camera! And, who knows? Maybe your sales staff will get so enthusiastic they will buy a camera themselves! Think of it this way—would you buy a car from a salesman who couldn't drive?

Product knowledge is just one part of successful selling. There are many more, so why not give your staff the benefit of our experience? Enrol them now in a Kodak Sales Course. It's as easy as clipping the coupon below and mailing it away today!

Mail to local branch

### Kodak Sales Course

Please enrol:

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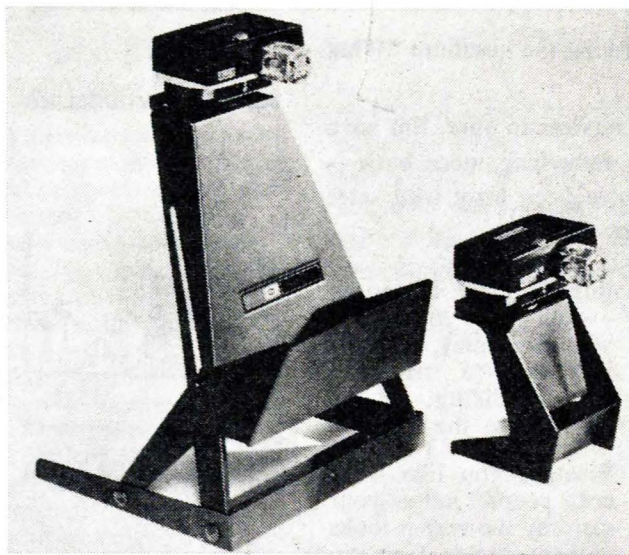
Business Name:

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Telephone:

Date:

## Kodak Ektagraphic Visualmaker simplifies slide production



The Kodak Ektagraphic Visualmaker, model 2, is a convenient slide production kit designed for anyone needing tailor-made visuals in black-and-white or color.

School teachers, students, businessmen—these are just some of the likely users of this equipment for making 2 x 2 inch slides without complicated accessories, at a low cost, and without flash batteries.

The kit comprises a Kodak Instamatic X-35 camera, two copying stands for either 8 x 8 inch or 3 x 3 inch layouts, a pistol grip for the larger copying stand, 5 magi-cubes, a cartridge of 126-size Kodachrome-X film (20-exposures), and a book on how to make slides. All these components are contained in a heavy-duty attache case. With this equipment it is possible to produce full-color square-format slides of virtually any essentially flat subject matter—printed, typed, drawn or painted material, photographs, small objects, and even live specimens. All this is as easy as placing one of the two copy stands over the subject to be copied, placing a magi-cube on the camera, and pressing the shutter.

Positioning the subject, framing, focusing and exposure are all taken care of automatically. The visualmaker can be used for making black-and-white and color prints as well as slides.

The 3 x 3 inch copy

stand is ideal for photographing small objects, such as stamps, coins, seashells, insects, rocks, machine parts and jewellery. It can also be used for photographing details of maps, diagrams, paintings and drawings. It can also be used for making copies of 3 1/2 x 3 1/2 inch color or black-and-white prints.

The 8 x 8 inch copy stand can be used for photographing prints, drawings, graphs, charts, diagrams, flowers, and—within limits—small animals.

Setting-up the equipment is simplicity itself! The camera is attached to the selected copy stand which is then placed on or over the subject so the stand's base frames the area to be copied. The stand maintains proper camera-to-subject distance, and its legs define the area to be exposed. The magi-cube flash is controlled by a reflector to give proper illumination and exposure.

Each of the stands contains its own built-in close-up lens to provide correct focus for the area being photographed.

The Kodak Ektagraphic Visualmaker, model 2, is available through your local Kodak branch. The suggested retail price is \$159.50. Stock Item No. 0123.

### New Kodak Sound Movie Cameras re- leased in U.S.

An exciting new range of super 8 movie equipment has been released by the Eastman Kodak Company.

The new equipment includes two cameras which can record 'synchro' sound directly onto the film, plus a new super 8 movie film cartridge for use in these cameras. The films (Kodachrome II and Kodak Ektachrome 160) are pre-striped with a magnetic sound stripe. There is also a range of super 8 sound movie projectors to complement the cameras and film.

The new cameras are the Kodak Ektasound 130 and 140 movie cameras and they share many features with the popular Kodak XL33 and XL55 models now available in Australia. These features include the same amazing low-light capabilities made possible by the fast Kodak Ektar f/1.2 lenses, double-vane exposure control, 230° shutters and bright optical viewfinders.

The Ektasound 140 camera also features the 9 to 21mm zoom lens incorporated in the XL55 camera.

The new super 8 film cartridge is designed so that sound can be recorded directly onto the film. This film cartridge cannot be used in a conventional 'silent' movie camera owing to the increased cartridge dimensions. After processing, the film can be projected at 18 f.p.s. with perfect 'lip synchronisation' in any super 8 sound projector.

The new cameras can also be used to take silent movie films, using normal super 8 cartridges.

Ektasound cameras will not be released in Australia until mid-1974, but if you receive requests from overseas travellers for the new sound films, they will be available from your local Kodak branch.

### Mallory Blister Packs now show expiry dates

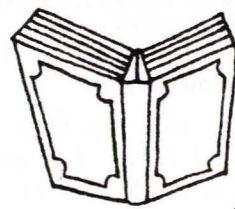
Mallory Batteries (Australasia) Pty. Ltd. have announced that, effective immediately, all batteries supplied by them in blister packs will carry an expiry dating sticker on the back of the pack.

The sticker will read, "For the best performance use before (date)", and will give a month and year, e.g., "June 1974".

This sticker will help photo dealers to ensure that stocks are rotated so that older stocks are sold first. This dating will benefit customers, too, as they will be able to check that the batteries are fresh and have not been stored beyond their anticipated shelf life.

## Film idea 2 "The great lover"

**Cast:** him and her (any age, especially young).  
**Location:** garden love seat under apple tree in fruit.



1: She sits reading book. He enters left of frame holding huge bouquet.

2: Close up of her face. Looks up from book, arches eyebrows, tilts nose. Goes on reading.

3: Close up of his face. Rejected, he looks shattered. Then his eyes move towards tree. Gets idea. Happier.

4: Wide shot. He sneaks behind love seat, still carrying bouquet. Disappears behind tree.

5: Close up as he puts foot on lower branch, lifts himself into tree.

6: Wide shot. Tree trembles violently as he climbs. She goes on reading, ignoring commotion.

7: Close up as he pulls leaves aside and peers out, bouquet in hand. Look of terror as he loses balance, drops bouquet.

8: Close up. As she reads, bouquet lands on book, smothering her with flowers. She wrinkles nose ready to sneeze.

9: Wide shot. She throws book and bouquet aside in violent sneeze. He falls from tree, lands at her feet as apples tumble around. He gets to his knees in traditional proposal pose. She sits, agitated, hands on lap. He stretches arms to her. Apple falls on his head. He slumps backwards, out of shot.



10: Zoom in on her. She is drumming fingers on knee. Zoom in on face to close-up of her eating apple.

**Equipment:** Load your camera with Kodachrome II movie film. If using a Kodak XL movie camera, you may use Kodak Ektachrome 160 movie film.

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