

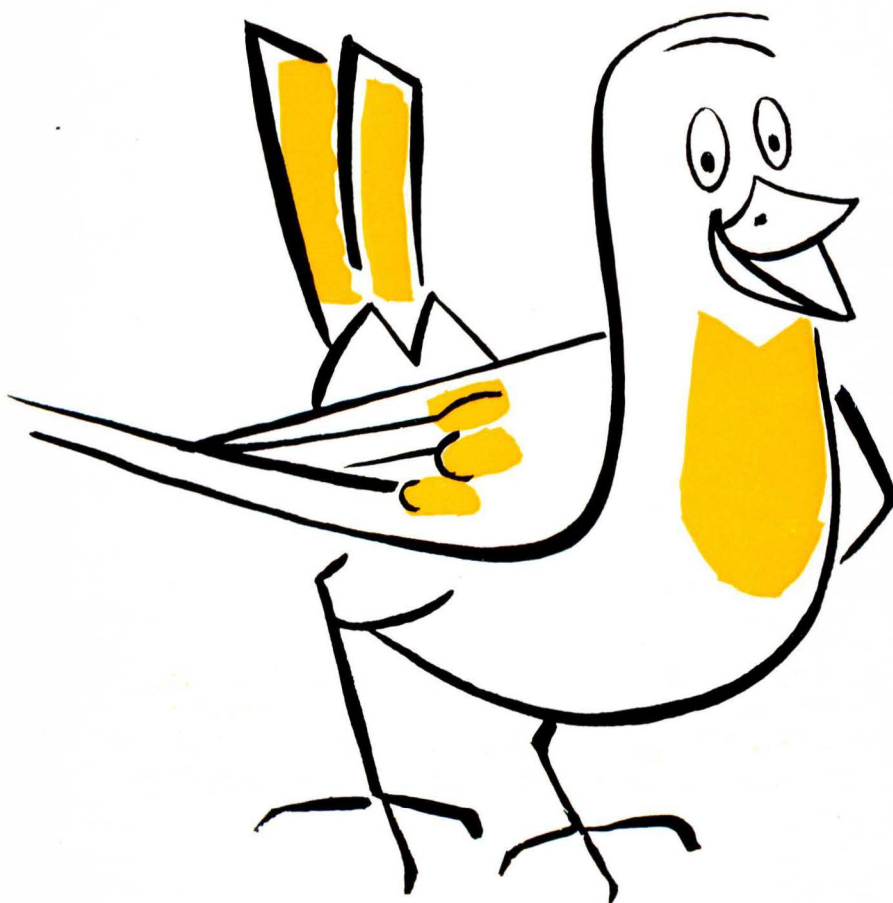
JULY-AUGUST, 1968

Kodak Dealer News

Kodak

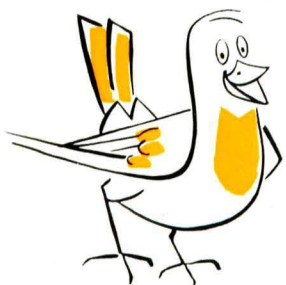
Please pass Kodak Dealer News on to your staff

KODAK "EARLY BIRD" CAMPAIGN 1968



ORDER NOW
AT SPECIAL EXTRA DISCOUNTS

KODAK "EARLY BIRD" CAMPAIGN 1968



Once again we are offering Kodak dealers the opportunity to stock up early for the Christmas Gift Buying Season with Kodak Products at special extra discounts.

Act now!

and you will benefit from this special Kodak offer:

Dealer orders received during the period August 12th through to the end of September 1968, for the cameras and outfits listed, will qualify for the following extra discount on the nett dealer price:

1968

1-4 Cameras and Outfits*	2½ %
5-19 Cameras and Outfits*	5%
20-49 Cameras and Outfits*	7½ %
50-499 Cameras and Outfits *	10%
500 or more Cameras and Outfits	12½ %

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.

*Discounts apply to value of camera only in camera outfits.

Delivery

Delivery of "Early Bird" orders commences August 12th. However, payment for both August and September delivery of "Early Bird" orders will not be due until October. Take advantage of this extended credit — order now to ensure good stocks of Kodak Instamatic Cameras and Outfits to build displays before Father's Day, September 1st.

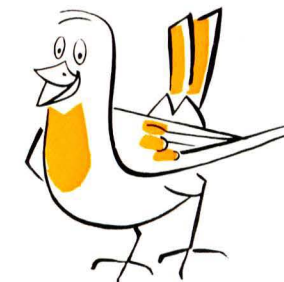


THE PRODUCTS

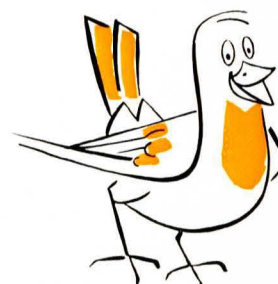
which qualify for

EARLY BIRD DISCOUNTS

Kodak Instamatic 25 camera	Kodak Instamatic 104 (b & w) outfit
Kodak Instamatic 25 outfit	Kodak Instamatic 104 color outfit
Kodak Instamatic 104 camera	Brownie Starmite II outfit
Brownie Starmite II camera	



Help yourself to a handsome profit with a good stock of the fastest selling cameras and outfits available in Australia today. Check your stocks and order now! A special Early Bird order form is enclosed. Your Kodak representative will be pleased to help you to estimate your Christmas stock requirements.



1. Ensure full stocks in the Gift Buying Period.
2. Set up your displays early for those pre-Christmas sales.
3. **Now** is the time to suggest a lay-by for Christmas.

Remember

Kodak advertising gets under way with our Spring campaign, commencing September 1st. Kodak Christmas advertising starts mid-November. Conduct your own local advertising. Make sure customers identify your store as the place to go for the Kodak Products they'll be seeing on television, and reading in their newspapers and magazines.

BUY IN, TIE IN—SELL OUT!

1968 A GOOD YEAR ?

This year has not been without its difficulties which have had their effects on trade. In particular, there was the drought in the Eastern States. Nevertheless, the prospects for the photographic trade in 1968 appear quite bright. The main selling season is yet to come, and we are confident that sales figures will surpass those of last year. There are lots of ways to make those extra sales.

For example, there are still thousands of people who have yet to learn of the ease of picture-taking with a

1968 can be a good year for you —

there's plenty of help from strong Kodak advertising.

WINTER

During the winter months, Kodak customers have not been "afraid of the dark". They have kept their cameras clicking and are taking more flash pictures than ever before.

SPRING

Strong Kodak advertising will continue in the Spring, encouraging the continued growth of color photography, both still and movie. Advertisements on television and in full color in weekly magazines will promote Kodacolor-X film for color prints, and Kodak Instamatic movie cameras and projectors. These will commence in September and run right through until early November.

CHRISTMAS

The theme for our Christmas advertising campaign is a logical development of "Remember Today in Pictures" and the "Happy Anyday" gift themes.

Give Memories:

Give a Kodak Instamatic Camera.

Throughout the Christmas gift buying period, from mid-November right up to Christmas week this Kodak message will be carried into just about every home in Australia, by television and by newspaper and magazine advertisements.

More people than ever before are going to think of Kodak products and Christmas Gifts as synonymous.

Kodak Instamatic camera. There are probably many people in your area who have an old camera at home which they do not use. And while they have that old camera lying about, they are not likely to buy a new one. Many of these people are probably regular customers of yours already, but not buying photo goods.

Use local advertising and window displays to get them interested. Sell them on the benefits of Kodak Instamatic cameras. Once they have bought a new camera, they will use it, and you will benefit from increased sales of film and photo-finishing.

Point of Sale

As usual, this wide national advertising coverage will be backed by a whole range of point-of-sale material. There will be a bright new showcard carrying the campaign theme, as well as camera stands, camera outfit crownners and price tags.

Gift Guide

A colorful new Kodak Gift Guide will be available for counter use and direct mailing to your customers. This will feature the full range of Kodak products and there will be space for your own store name to be prominently displayed.

Make sure you use the point-of-sale material in your windows and in-store displays to tie-in with the Kodak Christmas Advertising Campaign. Distribute the Kodak Gift Guide to every home in your neighborhood, and identify your store as the place for Kodak Christmas Gifts.

Your Kodak representative will be discussing your requirements for Kodak Christmas Display Material and the Gift Guide in due course. In the next edition of Kodak Dealer News we will give you more details of this material together with illustrations.

This all comes later. What you must do now is to Take Advantage of the special "Early Bird" Discounts on Kodak Instamatic cameras and outfits to stock-up early and stock-up well.

Don't run low on stock in the middle of your busiest selling period ever!

5

STEPS TO SUCCESSFUL CAMERA SELLING

1. Find out what kind of pictures your customer wants to take

When a customer asks to "see a camera", you can find out what model to reach for by determining what kind of pictures he or she wants to take. If the camera is to be a gift, enquire about the person who is to receive the gift — child, parent, grandparent? Beginner or skilled amateur?

Show the customer an album of sample prints, so he can point out the type of picture he wants. If you haven't an album, you can use the illustrations in the Kodak Publication, "How to Make Good Pictures".

Let's assume that in this case the customer wants to take family snapshots for record purposes, in both color and black-and-white.

2. Find out what the customer knows about cameras

Ask your customer whether he has taken snapshots before. He may tell you that he has an old box camera and is looking for something better. Or he may say he has only used a borrowed camera a few times and doesn't know much about cameras. Of course, you might learn he is an experienced photographer, or plans to give the camera to an enthusiast. But more often you find that your customer is a beginner who wants to take snapshots easily. Then a Kodak Instamatic camera is ideal.

3. Show the camera that gives the customer what he wants

In this case, a Kodak Instamatic camera would satisfy the customer's needs. Show two or three different models, one at a time, describing individual features in terms of the customer's wants — *and your customer wants good pictures, easily*. So rather than the features themselves, unless your customer is an enthusiast, concentrate on the benefits that the features make possible, e.g. easy to load; sharp pictures at all distances; no "two on one" or missed frames; clear pictures indoors and out, in sunny or cloudy weather.

It is good practice to keep no more than two cameras on the counter at one time. Note your customer's reaction to each camera, as you demonstrate. Then concentrate on the models which have interested the customer most.

Always give your customer a choice between two cameras — never between one camera and nothing!

4. Put the camera in your customer's hands

Putting the camera in the customer's hands gives him the "feel" of the camera. It also gives you a chance to refer to it as "your camera" which is good selling psychology. Also, you can use a duplicate camera while you demonstrate.

When demonstrating a model which uses a separate flashholder, show how the flashholder fits the camera. Later, you can quote a total price for camera with flashholder. This opens up the possibility of offering a camera outfit — complete with film, batteries and flashbulbs.

Remember, your know-how and technique can be more important than price.

5. Try for the sale by asking "Shall I load it for you?"

This question gives you a natural, unforced way to close the sale. Also, it suggests immediate use of the camera when your customer leaves the store.

Now that your customer owns a camera, he becomes a prospect for film, photo-finishing and accessories. Make him a *regular* customer.

Tell him, for example, to bring in his films for finishing so you can look at the pictures and perhaps give advice for improvements.

Obviously, no system can *guarantee* a sale every time. But by following an intelligently planned routine, you will be assured of a high percentage of successes.

Improved Ready-Mounts

for Kodachrome and Kodak Ektachrome transparencies

An improved type of Kodak Ready-Mount is being introduced for mounting all Kodachrome and Ektachrome transparencies, size 135 (24 x 36mm) and 126 (28 x 28mm). These new mounts are known as — **“embossed Ready-Mounts”**.

Embossed Ready-Mounts will reduce the incidence of slide “popping” — that annoying effect whereby slides sometimes go suddenly out of focus, occasionally accompanied by an audible “pop”, making it necessary to re-focus the projector.

How do Embossed Ready-Mounts Work?

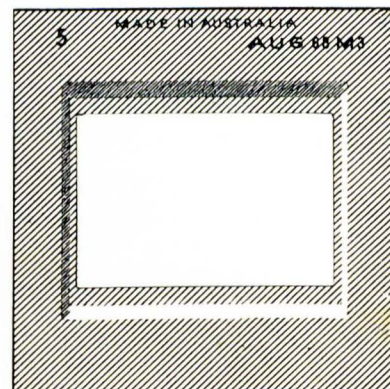
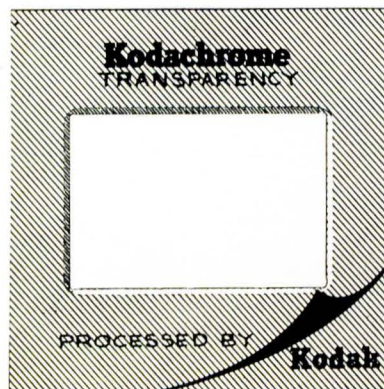
To answer this we must first understand what causes a slide to pop. A frame of film in a plain mount may be flat, or it may be curled either way. When heated in a projector, it tends to curl so that it bulges out toward the lamp (positive curl). If it starts off flat, or bulged out towards the lens (negative curl), then the forces causing positive curl gradually increase during projection. These forces, due mainly to the effects of heat and changing humidity, eventually overcome the negative curl and the film suddenly assumes an attitude of positive curl — i.e. it “pops”.

Embossed Ready-Mounts hold the film in an attitude of positive curl at all times — sort of “pre-popped”. So any further curling during projection is in the same direction as the curl already in the film. The movement that takes place is not usually sufficient to be apparent on the screen and the need to re-focus is eliminated.

What do Embossed Ready-Mounts Look Like?

Most people would probably never notice the difference between plain and embossed mounts, unless their attention was drawn to it and a comparison made.

It is difficult even to illustrate embossing without making it appear greatly exaggerated. However, the diagram will give you some idea of what they look like — but you will be seeing them on your own or your customers' slides soon, if you haven't already done so.



Further improvements

Currently, research is being conducted into the use of an improved type of card for Ready-Mounts. The new card will have its surface treated to make it less likely to generate dust when slides rub together during storage or transit.

A further advantage for your customers, to be introduced in the next few months, is the word “Subject” which will be appearing on all Kodachrome Ready-Mounts. Space will be provided for writing the title and any other details on each slide.

The new improvements mentioned here will all add to the advantages already offered by Kodak Ready-Mounts. Let's just list a few of them.

Kodak mounts are sequentially numbered and date stamped.

They are easy to write on.

They are thin and light, making it possible to load more into the stack-loading type of magazine.

They store more easily.

Card mounts can be piled up during sorting without slipping about or the piles falling over.

Being glassless, there is no problem of Newton's rings with card Ready-Mounts.

They do not become charged with static electricity which attracts dust.

And don't forget, all Kodachrome transparencies are given a thin lacquer coating to protect them from light scratches or finger marks during handling.

These several advantages taken together add up to customer satisfaction — which is a good reason for your customers to keep asking for Kodak color films.

KODAK PUBLICATIONS

Further to the article in March/April Dealer News, we give below a further selection of titles from the list of pamphlets available from your local Kodak Branch, free of charge. For details of the complete range, ask your Kodak representative. Ask him, too, about the many Kodak saleable publications.

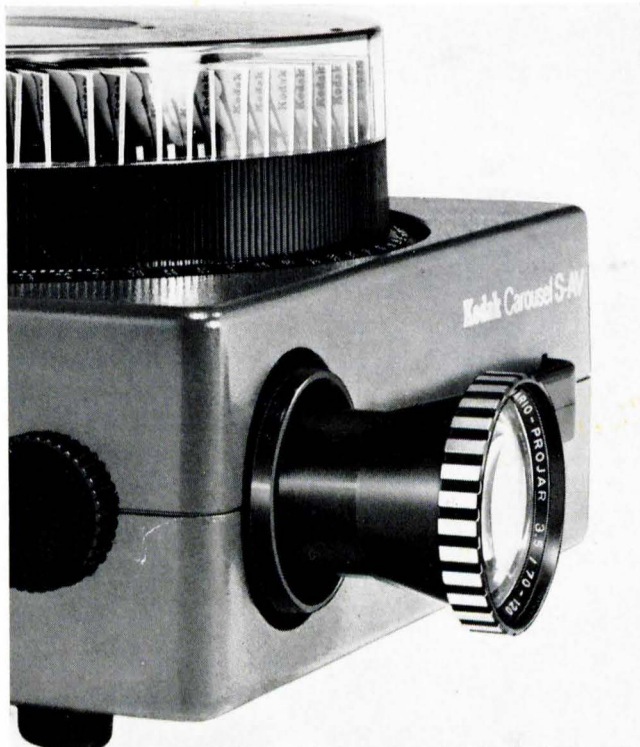
B-100 (Aust.)
C-10 (Aust.)
AC-35 (Aust.)
C-105 (Aust.)
D-24 (Aust.)
D-25 (Aust.)
AD-32
D-36 (Aust.)
E-29 (Aust.)
E-30 (Aust.)
E-46 (Aust.)
E-103 (Aust.)
E-107 (Aust.)
F-18 (Aust.)
J-16 (Aust.)
P-109 (Aust.)

Don't Lose Your Head
Photography of Television Images
Flash Tips for Simple Cameras
Kodak Tips for Better Flower Pictures
Titling Your Movies
Homemade Movie Titler for 2 x 3 inch Titles
Exposure Control with Automatic Movie Cameras
Successful Movie Projector Operation
Facts About Kodak Films for Color Photography
Storage and Care of Kodak Color Films
Handling 35mm Magazines and Cameras
Kodak Tips for Better Color Transparencies
Choosing Your Kodak Color Films
Equivalent Exposure-Meter Settings
How to Use Kodak Developer D-76
Kodak Infrared Film

The following price changes should be noted in your 1968 Kodak Catalogue:

Page	Stock Item Number		New Retail Price
12	0436	Carrying Case for Carousel S projector	\$12.20
21	2996	Austral Titling Letters, Colored	\$ 2.50
21	2997	Austral Titling Letters, White	\$ 1.70
17	2001	Kodak Movie Light (less lamps)	\$14.90
29	2985	Cosmas Darkroom Timer ½-15 mins.	\$11.60
29	0136	El-an-De Masking Board 6½ x 8½ in.	\$ 5.60
29	0137	“ “ “ 8 x 10 in.	\$ 6.75
29	0138	“ “ “ 10 x 12 in.	\$ 7.50
29	0139	“ “ “ 12 x 15 in.	\$ 9.95
26	4709	Parker Salon Shadow Box 3½ x 5 in.	\$ 1.00
26	4710	“ “ “ “ 3½ x 5½ in.	\$ 1.05
26	4711	“ “ “ “ 4½ x 6¼ in.	\$ 1.35
26	4712	“ “ “ “ 6 x 8 in.	\$ 1.50
26	4744	“ “ “ “ 7 x 7½ in.	\$ 1.50
26	4713	“ “ “ “ 8 x 10 in.	\$ 1.80
26	4714	“ “ “ “ 10 x 12 in.	\$ 2.10
26	4715	“ “ “ “ 12 x 15 in.	\$ 3.00
26	4716	“ “ “ “ 16 x 20 in.	\$ 3.95
26	4830	Parker, plain, standing frame 3½ x 5½ in.	\$ 0.72
26	4831	“ “ “ “ 4 x 6 in.	\$ 0.72
26	4832	“ “ “ “ 6 x 8 in.	\$ 0.90
26	4833	“ “ “ “ 7½ x 9½ in.	\$ 1.20
26	4834	“ “ “ “ 8 x 10 in.	\$ 1.20
26	4836	“ “ “ “ 10 x 12 in.	\$ 1.45
28	2533	El-an-De Safelight Lamp 5 x 7 in.	\$ 8.95
19	4063	Lamp 24V/150W for Carousel S projector	\$ 6.00
12	0437	Carrying Case for Fanti 300 projector	\$15.10
10	2436	Braided Cable Release 10 inch	\$ 0.72

ZOOM LENS FOR CAROUSEL S AND CAROUSEL S-AV PROJECTORS



A zoom lens is now available for the Kodak Carousel S and S-AV slide projectors. Known as the Vario-Projar Zoom Lens, the focal length is variable between 70 and 120mm.

For your customers, this means it is now possible to use one screen for both small and large rooms, over short and long projection distances, and the picture will always fit the screen. For example: a standard 135 size transparency (24 x 36mm) can be made to fill a 30 x 40-inches screen at various projection distances, from approximately 6½ ft. to 12 ft.

Alternatively, slides can be projected to small or giant size from the same projection point — i.e. a portion of the picture may be made to fill the screen.

Item No.		Retail price
1662	Vario-Projar Zoom Lens	\$31.50

New Item

Kodak Retina S1 and S2 cameras are sold complete with an always-ready carrying case. Should you have a customer wishing to purchase a replacement case, these are now available:

Stock Item Number	Carrying Case for	Retail Price
2473	Retina S1 & S2 cameras	\$13.30

YOU ASKED FOR IT!

We hope you have found Kodak Dealer News to contain more of what **you** want, since the questionnaire in our January/February issue.

We had almost a 25% response to the questionnaire, and most of your comments were kind — for which, thank you very much. But most important were the suggestions which you made, concerning the future content of Dealer News.

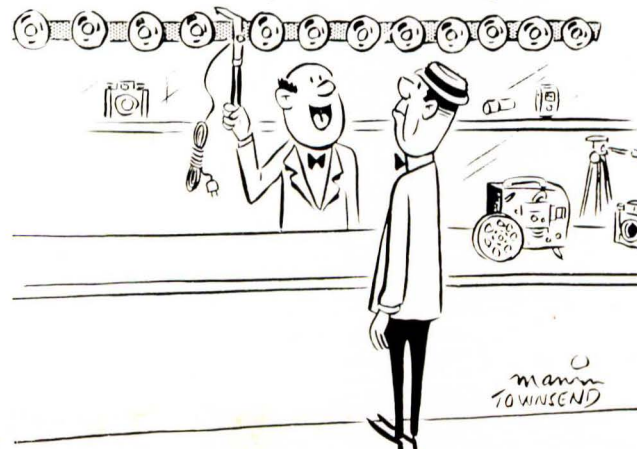
Many requests were received for more selling hints and promotional ideas. We've given you some of these and will give more in future editions.

Also requested were items of a technical nature about photography. A certain amount of this type of information can and will be included in Dealer News from time to time, but we don't want to turn it into a technical journal. It was for this reason that we listed, in our March/April edition, a number of titles from our range of free technical leaflets; a further selection is given in this issue. You will find these leaflets helpful and informative, both for instructing staff and answering customer's questions.

But the Kodak Counter Guide is the real source of the day-to-day information which you and your staff continually require, in order to give your customers the best, most helpful service.

Price changes are published in Kodak Dealer News just as early as we can manage. We cannot give advance notice of such changes, as some dealers requested because once a decision is made to change a price, the decision is implemented with the minimum delay. Such decisions rarely coincide with the copy date by which Kodak Dealer News must be in the printer's hands. However, Dealer News is now bi-monthly instead of quarterly; so this should help. Important price changes, when possible, will be given prominence — like the separate page for your Kodak catalogue that was enclosed with the May/June issue.

Last, but by no means least (judging from your remarks) is our cartoon. We'll try never to omit it again!



"For large groups!"

KODAK (Australasia) PTY. LTD.

Branches in all States

A. E. KEATING **AEK**

ORDER FORM

KODAK 1968 "EARLY BIRD" PLAN

JULY/AUGUST, 1968

TO KODAK (Australasia) PTY. LTD.

Dealer A/c. Code	Office Use
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FROM (DEALER'S NAME).....

ADDRESS.....

DATE.....

"Early Bird" Products	Stock Item Number	Quantity	"Early Bird" Products	Stock Item Number	Quantity
Kodak Instamatic 25 Camera	0105		Kodak Instamatic 104 Color Outfit *	0130	
Kodak Instamatic 25 Outfit *	0106		Brownie Starmite II Camera	0181	
Kodak Instamatic 104 Camera	0126		Brownie Starmite II Outfit *	0183	
Kodak Instamatic 104 B & W Outfit *	0107				

All Kodak Cameras and Outfits listed above and purchased between August 12th and September 30th will carry extra discounts as shown in the July/August issue of Kodak Dealer News.

Bulk orders qualify for an **additional** discount. No minimum quantity of any item required. Cameras and Outfits listed above may be mixed as desired.

* Extra discount applies to the Camera only in the Outfits.

USE THIS SECTION TO ORDER STOCKS OF THESE HIGH QUALITY KODAK STILL AND MOVIE CAMERAS (NOT INCLUDED IN "EARLY BIRD" PLAN)

Products	Stock Item Number	Quantity	Products	Stock Item Number	Quantity
STILL CAMERAS & PROJECTORS			MOVIE CAMERAS & PROJECTORS		
Kodak Instamatic 500 Camera with case	0117		Kodak Instamatic Movie Camera M2	0109	
Kodak Retina S1 Camera with case	0201		Kodak Instamatic Movie Camera M6	0108	
Kodak Retina S2 Camera with case	0202		Kodak Instamatic Movie Camera M12	0176	
			Kodak Instamatic Movie Camera M14	0177	
Kodak Carousel S Projector	2289		Kodak Instamatic Movie Camera M18	0178	
Kodak Retinamat Projector	2341		Kodak Instamatic Movie Projector M55-L	2308	
LATE NEWS—New Item—Kodak Instamatic Flashcube Holder (fits Instamatic 25 Camera) \$2.00				0011	
Takes two PX825 batteries (not included) each 50 cents				4017	

Signed.....

Before posting, check your stocks of — Kodak Film, Camera Cases, Flashholders, Flashbulbs, Batteries, Photo-Hobby Outfits, Slide Viewers, Kodaslide Storage Boxes, Photo Albums, Kodak Projection Screens, Kodacolor and Kodak Ektachrome Pre-paid processing mailers, etc., and order now.