

Sales News

SEPTEMBER-OCTOBER, 1973

NEW "MIX 'N MATCH" DISCOUNT PLAN

The year-round quantity discounts applying to all Kodak still and movie cameras and projectors have been revised and simplified. From now on, you can order a combination of these products in any one of three categories to qualify for discounts which were previously limited to volume purchases of specific product types.

Here's how the plan works:

Group 1

This group consists of Kodak still and movie cameras and outfits below \$50 suggested retail price. Included in this group are all 126-size Kodak Instamatic cameras and outfits, plus pocket Instamatic 100, 200 and 300 camera outfits, and the Instamatic M24 movie outfit.

A quantity buy of any combination of the above products qualifies for the following additional discounts;

Units	Additional discounts
1-39	Nil
40-199	2½ %
200-999	5 %
1000 or more	7½ %

Group 2

You can choose any Kodak cameras and projectors between \$50 and \$300 suggested retail price. Included are Kodak pocket Instamatic cameras/outfits, models, 400, 500, 50 and 60; plus most Kodak movie cameras and outfits. Also included are such Kodak projectors as the Carousel 'S', pocket Retinamat 210 and 610, and the M66 movie projector.

A quantity buy of any combination of these products qualifies for these extra discounts;

Units	Additional discounts
1-4	Nil
5-9	5 %
10 or more	10 %

Group 3

All Kodak cameras and projectors over \$300 are included in this final group, which consists mainly of Kodak still and movie projectors designed for audio-visual and industrial use. The discount structure is the same as that applicable to Group 2.

That's it. From now on, you can "mix 'n match" to obtain the products you can sell at attractive extra discounts. Talk this over with your Kodak Sales Representative!

Cooling it!

Technician subjects Kodak XL movie camera—and himself—to extreme cold in a climate control chamber at Eastman Kodak Company's Apparatus Division, Rochester, New York, U.S.A. Temperatures in the chamber dip to -20°C or below. A wide range of photographic products, including cameras and projectors, is exposed to extremes of cold, heat and humidity year-round in quality control performance tests.



DEALERS PLEASED WITH NEW PROCESSING ENVELOPES

We've received many favourable comments about the new Kodak Processing Envelopes which were introduced last July. These envelopes are being supplied to photo dealers on a replenishment basis, so that as your stocks of the old envelopes are exhausted, the new ones will be issued.

The comments from dealers who are using the new envelopes mainly express satisfaction with the simplified layout, and the fact that both color and black-and-white films can be forwarded using the same-design envelope. This naturally reduces paperwork and the amount of processing stationery needed.

Of course, with any new system, odd mistakes can be made, so we are taking this opportunity to point out one or two misuses that have occurred. Your assistance in correcting these will ensure that your customer's films are not delayed whilst we sort-out the order with you. Here they are:

Indicate the contents

We are receiving a few envelopes that do not show in the "Contents" section, the type of film that is enclosed. This

problem is easily overcome by placing a tick in the appropriate panel as illustrated below.

CONTENTS	
USE SEPARATE ENVELOPE AND BLACK AND WHITE ONE FILM OR SERVICE P	
KODACOLOR (Film or Negatives)	BI (F)
✓	
COLOR SLIDES	OT

Mixed films

Occasionally, dealers place a color film and a black-and-white film in the one envelope. This means extra sorting and can lead to delays. Whilst the new envelopes state that only one film or service should be placed in an envelope, we would

now like to officially announce that we will accept TWO films in the one Kodak Processing Envelope provided;

(a) They are the same film size. For instance, the films can be two 126-size Kodacolor films, or two black-and-white films of the same film size. But please, do not mix black-and-white films with color print films, or color slide films with any other type.

(b) They are the same exposure length. For instance, if a customer presents a 36-exposure film along with a 12 or 20-exposure film, it would greatly assist us if the 36-exposure film was placed in a separate envelope.

Naturally, you would not place a black-and-white film in the old Color Processing Envelopes if you are still using them, as these are not designed for this purpose.

Prices reduced for 100 and 200 Model Pocket Cameras

Our special August mailing to all dealers announced significant price reductions for Kodak pocket Instamatic 100 and 200 camera outfits. The suggested retail prices were reduced to \$23.90 and \$32.75 respectively.

These reductions add an extra value plus to these popular cameras, making them ideal gifts for keen Christmas shoppers.

Furthermore, our big national advertising campaigns which have already started and will run right through to Christmas will dramatically reinforce the 'pocket' message. Make sure your stocks are on display now!

THE DAY WE "SHOT" BARBARA



Trouble-Shooters Column

"The film's jammed in the cartridge!" What do you do when a customer says this? Do you blame the film? The camera? Or do you send the whole lot off to the manufacturer for repair?

In most cases, the problem can be fixed on the spot. Just follow these simple guidelines:

Still Cameras

Most still cameras which feature cartridge loading, use a 126-size film cartridge. Many of these cameras are made by Kodak and it has been our experience that almost all the 'jammed cameras' and 'faulty cartridges' returned to us were operating normally. So it pays to carry out a few checks before assuming the worst.

★ First, operate the film winding lever (or knob) **until it locks**. Quite often, the film has not been wound all the way. Some customers think that they only wind until they see a number in the window. This was the case with box cameras, but it is necessary to wind-on completely with 126-size and pocket cameras.

★ If the knob or lever won't move (please DON'T force it); maybe the owner forgot that he hadn't taken the last picture. So, try pressing the shutter release button. Chances are the camera can then be wound to the next shot.

★ If you've tried the above and still nothing works, check if the wind-on knob or lever is turning freely. If it is and the film isn't moving, KEEP WINDING. It could be that the back of the camera was partially opened at some time — in which case the gear that engages the film cartridge moves up, and the film inside the cartridge unwinds like a clockspring. The remedy? Just make sure the back is closed properly and keep operating the film transport (and if necessary, the shutter release), until the film starts to move. Don't give up until you've wound the lever 20 or more times.

★ Finally (and at the risk of losing some pictures), if the film still doesn't move, open the camera and remove the cartridge. Try winding the cartridge by hand as shown here.



If the film moves a little after you have taken up the slack, put it back in the camera and try again. If the film doesn't move but the cartridge spool spins freely, return the cartridge to the manufacturer. Have the camera checked by the manufacturer if the film can be wound by hand, but won't work when loaded in the camera.

Next Issue

—super 8 movie cameras.

Please note:

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

A "JUICY" PROMOTION



Nestling in the lush country-side about 230 miles north-west of Brisbane, the town of Gayndah is famous locally for its oranges and its friendly people. These two factors blend happily together every two years for what is known as the Gayndah Orange Festival.

People from far and wide congregate in Gayndah at Orange Festival time which is conducted over three days. Some excellent picture-taking opportunities arise as a result of the festival, and the two photo dealers in Gayndah always report good sales of Kodak color film.

This year, one local photo dealer, Pat O'Neill, decided to really join in the spirit of things by decorating his window with oranges painted as comic faces. In addition, he hung some giant Kodak

film cartons beneath his verandah awning, making it very clear to fun-seekers that he could supply all their photo needs.

Perhaps there are festivals or carnivals in your district that capture the holiday mood. Why not be part of the fun (like Pat O'Neill decided to be) and benefit at the same time with those important extra sales? Your promotion needn't be costly or extravagant—it need only reflect the spirit of the whole carnival scene.

New Kodak booklet helps tutors to teach photography

To help teachers prepare material and organise basic and intermediate courses in photography, Kodak has produced a new booklet titled, "An Outline for Teaching Photography".

It's available without charge from any Kodak Branch to bona fide teachers, scout and guide leaders, youth organisers and others wanting to teach photography. Other people can purchase copies for a nominal sum.

The 16-page booklet gives tutors many references to help them prepare 5 beginners' meetings and 7 intermediate lectures. Helpful notes on presentation and practical work are given for each meeting. Several Kodak data books, customer service leaflets and Kodak packaged lectures are suggested as basic reference material.

The "Outline for Teaching Photography" is designed to be used in conjunction with the Kodak photo information book "How to Make Good Pictures".

This is a basic book which has given millions of photographers in many countries an understanding of the fundamentals of photography.

Many teachers in Australian schools are now giving photography courses to students and these are often an adjunct to science, art and english expression courses. The modern trend to "visual literacy" through the use of pictures rather than words will ensure that photography's role in education will become more and more important. The new booklet will be of great value in this change in education methods.

Repair Schedules Simplified

The repair schedules for all Kodak cameras and projectors have now been simplified. This has been achieved by reducing the number of repair classifications, and by standardising on prices for similar model cameras, projectors and other equipment.

These changes will bring immediate benefits to all photo dealers as the revisions simplify the completion of camera repair cards. Note that there are no price increases involved.

Full details of the changes are included in the 1974 Catalogue of Kodak Consumer Products which will be available before Christmas 1973.

FUTURE IMPROVEMENTS TO KODAK FILMS

Eastman Kodak Company in the U.S. has announced a number of developments that will result in improvements in the quality of Kodachrome and Kodak Ektachrome films. The Company also announced that Kodacolor II film will also be available in other popular formats in addition to 110-size for pocket cameras.

Here are the details:

Kodachrome films

During 1974, new Kodachrome films will be introduced for both still and movies. They will be of improved quality and will require a new chemical process.

Kodak Ektachrome films

Early in 1975, an improved range of Kodak Ektachrome still films, for both amateur and professional use, will be introduced. Both types of film will require a new process known as E6 for processing. This new process will eventually replace the current E3 and E4 processes.

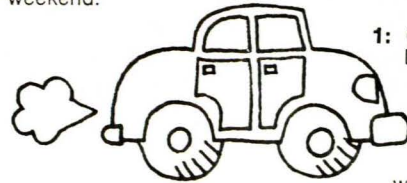
Kodacolor II films

Commencing later this year, Kodacolor II film will be progressively introduced in 126, 135 and roll film formats. This film is presently only available in 110-size. Full details of the local introduction will be given prior to the planned launch dates.

Film idea 3

"Imagination"

A boy's imagination is a wonderful thing. A film idea with a puzzling end. Location: exteriors around the home. Cast: father and small son. **Shooting time:** a day at the weekend.



1: Open on wide shot of young son helping Dad clean family car. Close-up of boy in driving seat dusting down interior. Dad leans in past him with car service book in hand to check mileage on speedo.

Cut to close-up of speedo to show actual mileage. (This is important.) As Dad wanders off making notes in his service book, son becomes bored of dusting — grasps steering wheel and pretends he is driving (brummm, brummm).

2: Cut to close-up of engine to show it starting. Cut to close-up of wheels as they start moving down the drive. Cut to boy at steering wheel.

3: (N.B. This next sequence will be most effective if you shoot at the lowest camera speed possible or better still shoot single frame.)



Cut to single frame sequence of a trip around the neighbourhood taken through the front windscreen of the car. It will look like you are travelling about 200 miles an hour if shot at single frame. Into this sequence cut in several close-ups of boy at steering wheel. Finish this single frame sequence back in the driveway.

Cut (now at normal speed) to wheels stopping, engine stopping and boy at steering wheel. Dad still with service book and pencil leans in past son again to check the mileage. Cut to close-up of speedo to show that it is now 20 miles advanced. Cut to close-up of Dad who scratches his head, looks at son (his feet won't touch the floor let alone the pedals). Finish on Dad looking very puzzled.

Equipment: Preferably a camera equipped with a daylight type single frame device loaded with Kodachrome II movie film.

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

FEATURES

THE DAY WE "SHOT" BARBARA

Months of planning. Pilot shots, interviews, costumes—all went towards producing the 1973 Kodak Summer Girl Showcard.

Finally, on a cold and windy morning last April, shooting began. None of your cosy indoor studios this year—but the rocks of Rickett's Point Melbourne formed the backdrop to add that 'natural' appearance to the scene.

Someone with an eye for a picture (and pretty girls) happened to have his Kodak pocket Instamatic camera loaded. And while we shot Barbara, he shot us. We thought you would like to see the results.



1. What a way to earn a living! Barbara Gedeye, this year's Kodak Summer Girl, waits patiently for shooting to commence. The weather wasn't exactly ideal, but Barbara came prepared with a warm coat and thick woolly socks.



2. Have pity on the poor photographer too! That wind just wouldn't die down. The sun kept playing tricks too—dashing behind clouds just when everything was ready!



3. Everything looks set. Check the lens opening, set the shutter speed. This lighting is difficult. O.K. — let's go!



4. The finished product—ready to draw customers into your store. But there was a lot of work between the picture and the showcard—months of it in fact.

PICTURE TIPS: Use cropping to solve the problem of the "almost great" picture

Of all the sad words spoken by picture-takers, the saddest are, "It might have been!" Yes, the case of the "almost great" photograph can be a frustrating one—unless you know how to help your customers take the "almost" out of their potentially great snapshots.

Very few people have their own darkroom facilities so that they can perform the cropping and enlarging magic that can be done after the picture is taken. But, through you, they can look at their finished snapshots as "raw material" to be moulded into something special.

The key to the "something special" lies in cropping, or masking as it is more commonly called. Virtually every processing laboratory can mask a print to highlight certain areas, and Kodak is no exception. Supplied with your catalogue were two sheets of masking guides. Here are two suggestions that can help you make the most use of them.

No. 1

Potentially great picture No. 1 is that carefully composed photo snapped on a holiday—that once-in-a-lifetime picture that

somehow missed the mark. Since it was carefully composed in the first place, the shot has a kernel of real picture merit, but that merit is obscured by too much background or foreground. To polish the rough edges, consider masking the picture to tighten-up the composition. Place the mask that most suits the negative size over the negative to see how much cropping is required. Once you have selected the right mask size, the customer can choose the size enlargement that will display the renovated snapshot to the best advantage.

No. 2

Potentially great picture No. 2 is the one seen after the fact. For instance, while the picture-taker was snapping an overall view of the crowds and rides at an amusement park, their little son or



A charming mother and child snapshot can, with judicious cropping, become an outstanding enlargement of baby.

daughter was standing in the middle of the crowd looking up at the giants all round. They did not notice the great picture happening right before their eyes. At the time,

the customer was seeing generalities, not particulars, but luckily, the camera recorded both.

Once again, masking will save the day—and the real picture hidden from


view. The real benefit of masking is that it can be used for black-and-white negatives, color negatives, and color slides too.

Those translucent sheets of masking guides are not


merely just another piece of processing stationery. They are much more than that—a key that unlocks the magic that is hidden in many a seemingly ordinary picture!

GREAT NEWS

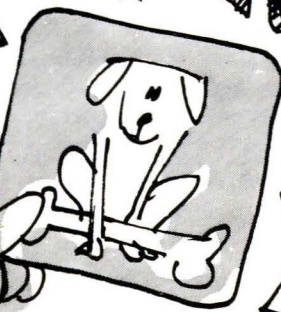
OUR STORY OPENS.....
 AS THE DISTINCTIVE NEW BORDERLESS PRINTS DELIGHT POCKET CAMERA OWNERS EVERYWHERE.



MEANWHILE, ALL OVER THE NATION...
 "OH, FOR AN EXCITING NEW PICTURE FORMAT..... SOMETHING DIFFERENT FOR ONCE"
 Click!
 Click!



SUDDENLY
 FLASH
 POW



KODACOLOR Silk-prints
 KODAK HAS DONE IT! NOW 126 AND 35MM COLOR FILM USERS CAN ASK FOR KODACOLOR SILK-PRINTS.



GREAT! YEP!
 CLICK

THEY'RE REALLY GREAT-ELEGANT SILK-SURFACE PAPER (AVOIDS FINGER MARKS), ROUNDED CORNERS TO REDUCE PRINT DAMAGE, AND BORDERLESS FORMAT (FOR A BIGGER PICTURE).

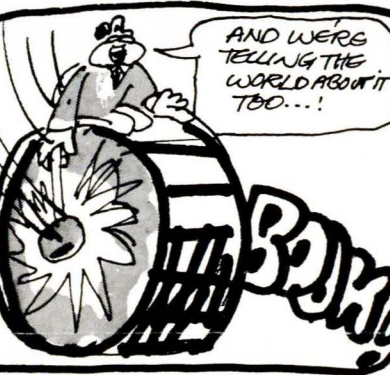


AND THE BIG PLUS...

THEY'RE ONLY 33 CENTS EACH. (KODAK PRICE)
33
 RING



AND WE'RE TELLING THE WORLD ABOUT IT TOO...!



BOOM!

LOTS OF T.V. COMMERCIALS.....
1
 WITH ME AS THE STAR



TV SCHEDULE.
 NOV DEC
 XXXXXXXXXX
 XXXXXXXXXX

2
 PLENTY OF PRESS-ADS AS WELL.
 KODACOLOR SILK-PRINTS



?
 SAYING WHAT?

THAT'S OUR THEME... 'TOUCH ME!' INVITING YOUR CUSTOMERS TO FEEL AND SEE THE DIFFERENCE FOR THEMSELVES.



3
 AN ATTRACTIVE SHOWCARD FOR YOU. FEATURES A REAL KODACOLOR SILK-PRINT AND THE 'TOUCH-ME' THEME. (COMING YOUR WAY SOON.)
BUT THAT'S NOT ALL

4
 WE'RE MAKING A SPECIAL 'REPRINT' INTRODUCTORY OFFER TO PROMOTE KODACOLOR SILK-PRINTS



FROM NOVEMBER 5, CUSTOMERS WILL BE ADVISED THROUGH KODACOLOR PRINT WALLETS THAT THEY CAN ORDER (FOR A LIMITED PERIOD) 5 OR MORE KODACOLOR SILK-PRINTS AT ONLY 28 CENTS EACH.
 SEE DETAILS BELOW



THIS MEANS: YOUR CUSTOMERS CAN ORDER LOWCOST REPRINTS FROM THEIR FAVOURITE NEGATIVES - A GREAT WAY TO SEND A CHRISTMAS MESSAGE.



JUST REMEMBER
 ★ KODACOLOR SILK-PRINTS ARE ONLY AVAILABLE FROM 110, 126 AND 35MM KODACOLOR FILMS.
 ★ THE NORMAL KODAK PRICE IS A LOW 33 CENTS EACH. (SO CUSTOMERS SAVE 5 CENTS PER PRINT!)
 ★ THE SPECIAL INTRODUCTORY OFFER IS FOR 5 OR MORE KODACOLOR SILK-PRINTS AT ONLY 28 CENTS EACH; FROM ANY NUMBER OF NEGATIVES (OF THE SAME FILM SIZE) ORDERED AT THE SAME TIME.
 ★ THE OFFER IS FOR REPRINT ORDERS ONLY AND IT DEFINITELY CLOSSES NOVEMBER 30.

SO MAKE SURE THEY...
 ASK FOR COLOR PROCESSING BY Kodak

