



Kodak

Please pass this Dealer News on to your staff to read

Kodak Dealer News

Supplement to March/April Issue, 1970

Kodak Instamatic 314 camera



From May 1st, the price of this prestige camera will be increased to \$49.50. Very popular with tourists, this fully automatic camera has been an excellent seller, and even under the new price, should continue to be so. Just to help matters

along, we'll be advertising it during the next few weeks in some carefully selected media. Here's a good chance to make some extra profit — by buying your stock before the end of April at the present dealer price of:

	Dealer Price	Your Profit
● 1-4 cameras	\$24.52 + \$6.13 Sales Tax.	\$18.85 on each camera.
● 5-9 cameras	\$23.29 + \$5.82 Sales Tax.	\$20.39 on each camera.
● 10 or more	\$22.07 + \$5.52 Sales Tax.	\$21.91 on each camera.

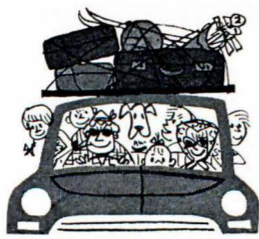
Act now! These profits only apply if you order your Kodak Instamatic 314 cameras before April 30th, 1970.

Back up your "buy-in" with a display of this camera, and you'll find your efforts are well rewarded.

School Holidays – A time to promote picture-taking

School holidays are coming up in May — a good time to promote picture-taking. Thousands of people are going to “up stakes” for a couple of weeks during May and gather in great numbers around Australia’s popular holiday spots. This is one of the year’s big picture-taking periods, not merely because of the holidays, but because, in many places, Autumn is not yet finished and there are loads of colorful pictures to be taken.

This is a great time to build a display of Kodak film



and Kodak cameras. Those customers of yours are right in the mood to think of taking pictures, so make sure they’re loaded up with Kodak film before they leave. And don’t forget there are those who don’t yet own a Kodak Instamatic camera. This is an ideal time to promote these easy-to-use, no-nonsense cameras.

Build a display now, and get to them while they’re planning to “get away from it all”.

Royal Visit

A Kodak Instamatic camera and a cartridge of Kodacolor film will bring its own reward during the current Royal Visit. With a little ingenuity, lots of your customers will be able to obtain excellent shots of the Royal processions and other features of the Royal Visit.



These visits are rare occasions even in this sophisticated day and age, so encourage your customers to take their own pictures of this great occasion. All it takes is a Kodak Instamatic camera, some Kodacolor film, and a little thoughtfulness.

Captain Cook Bi-Centenary Celebrations



Here’s another picture-taking bonanza. During the next few weeks, there are literally dozens of events scheduled for the Captain Cook Bi-Centenary Celebrations. Almost all over Australia, and in the Eastern States in particular, local authorities are planning all kinds of events to tie up with the 200th anniversary of the famous landing. These events are many and varied, but most of them represent excellent picture-taking oppor-

tunities. Be ready for them with an enticing display of Kodak Instamatic cameras and Kodak film.

Examples of these events which will make good picture-taking occasions are as follows:

Sydney Harbour Carnival	April 29th.
Aquatic Display—Brisbane	April 13th.
Veteran Car Rally	April 4th to 18th.
10,000 Mile Car Trial	Starts June 20th.

There couldn’t be a better time to promote the Kodak Duo Print Service. Holiday pictures and pictures of special events like these are ideal subjects for Kodak Duo Prints. Don’t forget to tell them there’s “One for you and one to give”.

Kodachrome Mailing Bags

For many years the mailing bags for KODACHROME Films have been pre-printed with the Australian processing station address. In keeping with the world-wide Kodak practice, the pre-printing of mailing bags has now ceased for KODACHROME Films in the following packs:

- KODACHROME K135-20 and 36 exposure packs.
- KODACHROME KX135-20 and 36 exposure packs.
- KODACHROME KPA135-20 exposure packs.

Packs of these KODACHROME films bearing an expiry date of MAY 1971 or later will include the new mailing bags. When selling film of this dating, please ask your customer to fill in the Australian processing station address as well as his own return address.

The data sheet which accompanies each film gives the addresses of processing stations throughout the world, including Australia.

Price Changes

Please note the following price changes, effective April 1, 1970.

CAMERAS AND OUTFITS

Stock Item Number	Item	Retail Price
0211	Kodak Instamatic 33 Camera	\$7.95
0212	Kodak Instamatic 33 Outfit (Black & White)	12.40
0209	Kodak Instamatic 133 Camera	12.95
0210	Kodak Instamatic 133 Color Outfit	16.50
0207	Kodak Instamatic 233 Camera, without Battery	18.95
0208	Kodak Instamatic 233 Color Outfit	22.50

The following item effective from May 1, 1970.

0119	Kodak Instamatic 314 Camera with case and two batteries.	\$49.50
------	--	---------

BATTERIES

New prices are now in force for some Mallory and Eveready Batteries. We list those in most demand

Stock Item Number	Item	Retail Price
4274	Eveready E90 Alkaline Battery	\$0.45
4275	Eveready E92 Alkaline Battery	0.50
4001	Mallory MN2400 “AAA” Manganese Alkaline Battery	0.50
4002	Mallory MN9100 “N” Manganese Alkaline Battery	0.45
4011	Mallory TR164 Transistor Radio Battery	2.50
4005	Mallory PX1 Photographic Battery	1.20
4016	Mallory PX13 Photographic Battery	0.95
4006	Mallory PX23 Photographic Battery	1.10
4044	Mallory PX24 Photographic Battery	1.50
4071	Mallory PX450 Photographic Battery	0.95
4057	Mallory PX625 Photographic Battery	0.95
4017	Mallory PX825 Photographic Battery	0.60

For sizes other than those shown above, we suggest that the invoice/packing slip be checked for current retail price.

New Sizes for Kodak Black-and-White Enlargements

As from April 1, the prices and sizes of Kodak black-and-white enlargements have changed.

The new sizes are the same as those already established for Kodak color enlargements.

The new sizes may be ordered with semi-matte or glossy finish. Portions only of a negative may be enlarged without extra charge.

To avoid misinforming your customers please amend the black-and-white enlarging section on page 31 of your 1970 Consumer Products Catalogue, to conform with the sizes and prices shown in next column.

New Sizes

Retail Price (Tax Inc.)

3½ x 3½, 3½ x 5 inch*	\$0.27 ea.
5 x 5, 5 x 7 inch	0.60 ea.
7 x 10, 8 x 8, 8 x 10 inch	1.00 ea.

*These sizes are included for customers requiring small prints from a masked portion of a negative, or from full area of the negative, printed on a heavier-weight paper.

Certificate for Kodak Dealer Sales Course

The Kodak Dealer Sales Course has now been extended to a practical selling course lasting several days. It is now of such a high standard that we consider that some tangible recognition of their training should be available to those who complete the course. We have designed this smart certificate for this purpose, and it will be issued to all people completing the course from now on.

If any member of your staff should obtain one of these certificates, we suggest that you give it a prominent position in your premises, so that your customers can see that your staff is well trained in photographic matters.

Your staff will be proud to see this display of their achievements, and your customers will approach them with confidence.

KODAK (Australasia) PTY. LTD.

BRANCHES IN ALL STATES

