

# Sales News

MAY-JUNE, 1973

## The kind of window that gets results!



Toowoomba (Q'ld) dealer, Mr Syd Owen, had good reason to smile when this picture was taken! He reports that, thanks to the new pocket cameras, he enjoyed his best Easter sales yet! But we're sure you would agree that the excellent window display played a big part, too!

## 'Pocket' Sales Steady!

Despite stock shortage problems with some models, photo dealers around Australia are reporting very good sales of the new Kodak pocket Instamatic cameras!

Particularly encouraging, are reports that young people are buying these cameras. This segment of the market has always been a difficult one to reach, but it seems that these new cameras fit in well with their life style. Some dealers have offered these cameras on deposit to the youngsters, and

have found this to be very successful!

Our Field Representatives have also reported that window and in-store displays have been at an all-time high! May we say "Thank you" for your support and confidence in pocket Instamatic cameras.

## NEW-LOOK NEWS

By now you will have noticed that Kodak Sales News has taken on a new appearance! We hope that the change will be for the better.

By changing to a newspaper format, we will be able to serve you better, with informative articles on Kodak products and services, plus a wide

variety of features covering ways and means for extra sales.

If you have a particular interest, please let us know through your Kodak Sales Representative. We'll be only too glad to publish articles that will be of special interest that can be shared with other photo dealers!

## Top 'Pocket' models now available!



Depicted here is the model 60—top-of-the-line Kodak pocket Instamatic camera. Note also the carrying case supplied with the camera.

Supplies of Kodak pocket Instamatic 50 and 60 cameras have now arrived in Australia. Designed in the U.S., these models are the most sophisticated cameras in the Kodak pocket range.

Both cameras offer the discriminating buyer a range of features including a fast f/2.7 Kodak Ektar 4-element lens, focusing from 3 feet to infinity, shutter speed range from 1/250 to 5 seconds, plus a 'programmed' exposure control, with an electric-eye setting the optimum combination of aperture and shutter speed.

In addition, both models incorporate magicube flash, glass plate lens protection, shutter release lock, projected frame viewfinder, and a system of warning lights for used flashbulb and long exposure. Tripod and cable-release sockets are also included.

The model 60 also has a coupled rangefinder for

accurate focusing. Both cameras are supplied complete with a carrying case, wrist strap and one Mallory 7R31 battery (size K). The carrying cases are also available separately.

The model 50 carries a suggested retail price of \$134 (Stock Item 0063), and the model 60 a suggested retail price of \$159 (Stock Item 0182).

For the present, stocks of both models are limited, but local advertising plans will include appearances in 'Newsweek' and 'Time' magazines, and a prestige brochure is now in preparation. A distinctive camera display stand is available now through your Kodak Sales Representative.

## June enlargement promotion details!

Details have been finalised for a business-boosting enlargement promotion which commences June 1!

From that date until just prior to August 31, every Kodacolor film develop and print order leaving Kodak laboratories will be carefully scrutinised by our expert inspectors for a print that would make a good enlargement. These prints will be placed in a special 'Merit Seal' folder that not only congratulates the customer on the quality of his picture, but also suggests that it would make a beautiful 5 x 5 or 5 x 7in. Kodacolor enlargement!

The business-booster story comes with the added plus that we're offering these customers—special low prices on the above sizes during the promotion period!

★ One or two—down to \$1.20 each,

★ 3 or more—down to \$1.00 each!

**This represents a minimum saving of 25 cents per enlargement!**

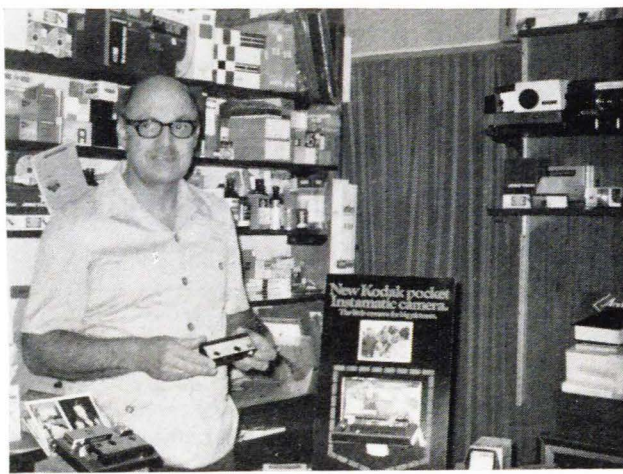
Customers will still be able to select portions of the negative for enlarg-

ing at no extra cost. The range of masks that are available are shown on sheet 1 of the Masking Guides included with your copy of the 1973 Consumer Products Catalogue.

As a final extra, customers can choose to have their enlargements printed on either normal glossy paper, or on the elegant new silk-surface paper!

For your part, you can gain a great deal of processing business during what is normally an off-peak season. The beauty of the campaign is its simplicity. Everybody benefits—the customer can have his favourite pictures enlarged at a low price—you will enjoy extra sales (they'll get even bigger if you pass the good news to your other customers, too!). Just remember. The offer closes August 31. There are special low prices on 5 x 5 and 5 x 7in. Kodacolor enlargements, and you'll be kept busy handling all the extra sales!

## Perth Dealer Happy!



Mr Bill Storm, the manager of one of the **Perth Photographics** stores in Perth (W.A.) has been converted to the success story of Kodak pocket Instamatic cameras!

Bill was of the opinion from results he had that there was no future for, as he put it, "16mm still photography." However, he was persuaded to take a few pictures with a 100 model pocket camera, and after seeing the re-

sults on the silk finish 3½ x 4½in. prints, Bill has a completely new outlook.

The prints he received back from Kodak were excellent, and he now has these on show with his camera displays.

Bill also lost no opportunity in turning this experience into profit—he sold a number of pocket Instamatic cameras before any advertising started!



## U.S. Pro. endorses pocket cameras



**By shooting over 7,500 pocket pictures, Don Maggio qualifies as one of the most experienced users of Kodak pocket Instamatic cameras!**

Before the cameras were introduced in the U.S. last year, Kodak sent Maggio to Hawaii, then Florida, to use the new cameras to take pictures illustrating their capabilities.

Of the thousands of pictures he shot, about 90% have been displayed in exhibits and slide shows for the press. That figure alone says a great deal for these cameras and the results that were achieved. As a professional photographer, Maggio rated the performance of the cameras as excellent. Here are a few of his reasons.

Like the average consumer, Maggio was interested in the ease of

operating the new cameras.

"They're light to use and easy to carry," he reports. "The simplicity of operation is amazing and you can shoot pictures in rapid succession."

Maggio was also impressed with the qualities of the new Kodacolor II film available in the 110-size cartridge.

"There was much less grain than I expected and the colors were lively and intense," he says. "The quality of the prints and enlargements I got back really amazed me." These are features any consumer might look for in a new camera and film, but Maggio put some heavier demands on the pocket cameras, too—from pictures of colorful fish through the windows of an aquarium in Hawaii (using one of the electric-eye models), to aerial shots of the Honolulu skyline from a helicopter.

Maggio believes he'll use a pocket camera when he scouts for picture locations at work. "For a professional photographer, I feel the Kodak pocket Instamatic camera will prove a reliable second camera," he concludes.

## The latest from Kodak

### New size Rayco frame

A new Rayco frame, size 3½ x 4½ in., suitable for prints from pocket cameras, is now available.

The Rayco design is always a steady seller, and the keen demand for Kodak pocket Instamatic cameras will make this size just as popular.

Suggested Retail Price: \$1.60 each. Stock Item: 4836.

### Photo Albums in new colors

Two bright new fashion colors—lime and purple—have been added to the range of Kodak self-adhesive photo albums. These colors complement the existing range, making six colors in all: aqua, mustard, orange, red, lime and purple. Suggested Retail Prices: Quarto—\$5.30 each, Foolscap—\$6.35 each.

### Convex glass for Rayco frames

Replacement convex glass is now available for Rayco frames, sizes 4½ x 6½, 6 x 8, 8 x 10, and 10 x 12 in.

Suggested retail prices are:

| Frame size  | \$        |
|-------------|-----------|
| 4½ x 6½ in. | 0.50 each |
| 6 x 8 in.   | 0.58 "    |
| 8 x 10 in.  | 0.95 "    |
| 10 x 12 in. | 1.15 "    |

The price of replacement convex glass for sizes 5 x 5 and 5 x 7 in. has been reduced:

| Frame size | \$   |
|------------|------|
| 5 x 5 in.  | 0.46 |
| 5 x 7 in.  | 0.51 |

### 'Pocket' carrying cases

Locally produced carrying cases for Kodak pocket Instamatic cameras are now available. Made from padded grained vinyl, these cases feature a pocket clip which can also be used as a belt clip. There are cases for the whole camera range:

\***Model A1**—for camera models 100, 200 and 300. This case is finished in olive with embossed Kodak symbol on the front. Suggested Retail Price: \$1.90 each. Stock Item: 0997.

\***Model A2**—for the 300 and 400 cameras. Burgundy vinyl and silver Kodak symbol. Suggested Retail Price: \$2.20 each. Stock Item: 1307.

\***Model A3**—to suit 50 and 60 models already purchased overseas without a case. Burgundy vinyl and gold Kodak symbol. Suggested Retail Price: \$3.00 each. Stock Item: 1398.

### Kodak magicube extender

Kodak magicube extenders at present have the message, "For all cameras using TYPE X magicubes" printed on the carton.

We have been advised that there are some non-Kodak cameras designed for magicubes which will NOT accept the extender. When you sell an extender, check that it is suitable for the particular camera.

# A guide to Kodak 'Here's How' books

With the introduction of "The Here's How Book of Photography" and "The Eighth Here's How," it seems appropriate to publish an index on the contents of the whole series. May we suggest you clip this article out and keep it handy near your book display.

## Subject Title Index for "Here's How" books

### Action:

"Action, Action, Everywhere," The Eighth Here's How, p. 37.

### Aerial:

"Photography from the Air—Then and Now," The Fifth Here's How, p.63.

### Animals:

"Building a Photographic Blind for Nature Pictures," More Here's How, p.11.

"Photography of Cats and Dogs," The Fifth Here's How, p.1.

"Remote Releases in Nature Photography," Here's How, p.1.

### Automobiles:

"How to Photograph Antique Cars," The Fourth Here's How, p.16.

### Bad Weather:

"Bad Weather Pictures," Here's How, p.10.

### Candid:

"Tell It Like It Is—With Candid Photography," The Sixth Here's How, p.21.

### Children:

"Photographing Children Naturally," The Third Here's How, p.1.

### Colorama:

"Behind the Colorama," The Third Here's How, p.38.

### Composition:

"The Anatomy of an Exhibition Photograph," More Here's How, p.18.

### Dance:

"Photographing the Dance," The Sixth Here's How, p.29.

### Exposure Meters

"The Effective Use of Exposure Meters," Here's How, p.39.

### Films:

"KODACOLOR-X Film for the Craftsman," More Here's How, p.25.

"The Exotic World of Color Infrared Photography," The Seventh Here's How, p.1.

### Filter Techniques:

"The Color of Motion," The Seventh Here's How, p.18.

### Flash:

"Have Flash, Will Travel," The Third Here's How, p.31.

"Multiple Flash for Picture Pep," More Here's How, p.32.

### Flowers:

"Creative Close-ups of Garden Flowers," The Fifth Here's How, p.11.

"How to Photograph Wild Flowers," The Third Here's How, p.22.

### Fluorescence:

"Photographing Fluorescent Minerals," Here's How, p.31.

### Girls:

"What You've Always Wanted to Know About Photographing Girls," The Eighth Here's How, p.5.

### Glassware:

"Colorful Glassware," Here's How, p.25.

"A Galaxy of Glassware," The Fifth Here's How, p.54.

### Home Decoration:

"Give Your Home Personality with Photographs," The Seventh

Here's How, p.27.

### Insects:

"Photography of Insects," The Sixth Here's How, p.1.

### Lenses:

"A Practical Look at Movie Lenses," The Fourth Here's How, p.1.

"Some Chit-Chat About Lenses," More Here's How, p.41.

### Lighting (Outdoors):

"Pictorial Lighting Outdoors," The Fifth Here's How, p.26.

### Mood:

"Focus on Moods," The Seventh Here's How, p.50.

### Movie Editing:

"Creative Movie Editing," The Sixth Here's How, p.44.

### Night:

"Moons in the Refrigerator," Here's How, p.57.

### Pollution:

"Clean the Scene with Pictures," The Eighth Here's How, p.56.

### Printing:

"Creating New Pictures from Old Negatives," The Sixth Here's How, p.55.

"Imaginative Color Printing," The Fourth Here's How, p.37.

"Print-Finishing Techniques," The Fourth Here's How, p.56.

### Push-Processing:

"Pushing" KODAK High Speed EKTACHROME Film," The Third Here's How, p.13.

### Seeing:

"The Art of Seeing," The Sixth Here's How, p.11.

### Slide Making:

"Brilliant Color Via the Black-Light Route," The Eighth Here's How, p.45.

"Color-Slide Manipulation," The Third Here's How, p.55.

"Slide-Duplicating Techniques," The Fourth Here's How, p.26.

"How to Produce a Slide-Tape Talk," The Fourth Here's How, p.47.

"Top-Quality Slide Projection," The Seventh Here's How, p.9.

### Stars:

"Shooting the Stars," More Here's How, p.56.

### Subject Control:

"Subject Control for Better Pictures," Here's How, p.18.

### Success:

"Making Successful Pictures," The Eighth Here's How, p.14.

### Tabletops:

"Competition Tabletops," Here's How, p.49.

### Techniques:

"Creative Camera Techniques," The Eighth Here's How, p.28.

### Titling:

"Titling Techniques," More Here's How, p.1.

### Time-Lapse:

"Time-Lapse Movies—The Time Compressor," The Seventh Here's How, p.41.

### Underwater:

"Underwater Photography," The Fifth Here's How, p.36.

## First six 'Here's How' books now in one hard-cover edition

In 1964 Eastman Kodak Company published its first edition in the popular series of "Here's How" books on photography.

Now, a hard-cover version, containing the articles published in the first six "Here's How" books, has been released. This book contains 39 "Here's How" articles written by 27 specialists. There are more than 400 color pictures, plus charts and diagrams that help explain the tips in each article.

The authors explain in detail how they take pictures of flowers, children, the stars, insects, underwater photography, plus many more items that are of interest!

With more than one million of the first six books published, you can readily gauge their popularity, so having them all in one book will ensure many more sales yet! So order and stock this book now! Ask for Stock Item 5469. Suggested retail price is \$10.30 each.

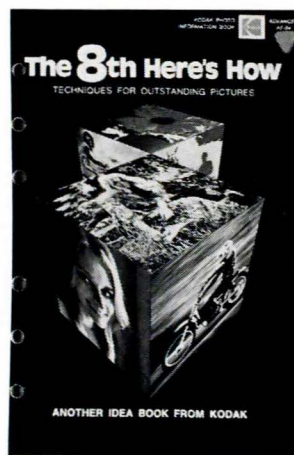
## Australian Photo-Author features in 8th 'Here's How'

Peter J. Hunter, coordinator of Information Services, Kodak (Australia) Pty. Ltd., has had an article of his on "Making Successful Pictures" included in the just-released "The Eighth Here's How" photo-information book.

Hunter's article is one of six written by Kodak experts covering subjects ranging from "photographing girls" to "fighting pollution with pic-

tures." This is the first occasion in this popular series that a non-U.S. author has been invited to contribute!

There is always a ready market for photo information books, and the "Here's How" series must surely rank among the best that are available. This latest book is no exception! Ask for Stock Item 1942. The suggested retail price is \$1.61 each—real value for money!



## A word about processing

It's amazing the number of questions asked by customers about the more 'obscure' processing services. We could fill an entire issue of "Sales News" just listing these down, but rather than do that, we'll feature a couple per issue and explain what happens:

"Internegatives" — We occasionally receive requests for the internegatives (supposedly) used to produce prints from slides. This technique is sometimes used, but not in our laboratories.

Our procedure is to make the prints directly from

the slides onto a reversal-type paper. Therefore, we regret that we are unable to provide color negatives from color slides.

"Prints or Duplicates from Slides"—Whenever customers order prints or duplicate transparencies from their slides, it is necessary that the original slide be mounted in the usual way.

Normally, this is not a problem as the majority of slides are mounted. However, some customers prefer to have their slides unmounted, and if they wish to have copies made, it is necessary for us to mount the slide first. If the particular

slide was part of an uncut film strip, it means that the slide must be cut and mounted.

Therefore, we always seek the customer's permission first. Naturally, this is time-consuming, so if you receive an order from unmounted slides, would you kindly obtain the customer's permission first and endorse this on the "Special Instructions" panel of the processing envelope?

Please note that after we have completed such an order, the slide is returned unmounted—the only difference being that the slide is no longer part of a strip.



## Trouble-Shooters Column

At one time or another, most of us have dealt with a customer who has complained, "My flash won't fire," or "my movie camera won't run."

In most cases these problems can be traced to "flat" or corroded batteries. Here's a quick guide to curing your customer's battery problems:

★ Batteries are used in cameras for 3 main functions: firing flashbulbs and flashcubes (except magicubes); driving motors in movie cameras; powering Cds exposure control systems. So, if any of these parts of the camera are not working correctly, the battery is the first thing to check.

★ Check the type of battery being used. Kodak recommends the use of alkaline batteries for use with flash equipment and movie camera drives, and alkaline or mercury batteries for exposure controls. These batteries have the advantage of long life and relatively even power output.

★ Check the battery size. For Kodak cameras, refer to the 1973 Consumer Products Catalogue (page 36).

★ Check the installation. Are the batteries installed correctly? Most cameras have the positive (+) pole marked inside the battery compartment.

★ Check the battery's power output. Ideally, use a tester designed specifically for alkaline and mercury batteries. If you don't have a battery tester; you can make a rough estimate of the condition of the battery by asking the customer when he purchased it. If the battery is more than 12 months old, chances are that a replacement is necessary.

★ Most important—clean the camera and battery contacts using a slightly damp, rough cloth! (Do not use a nailfile or sandpaper!) The cloth will remove any "salt" which can be either a transparent film or small grains and can even form on new batteries. If allowed to accumulate it can damage the camera.

★ Clean new batteries before they are installed, and show your customers how they can keep them clean, too. We recommend that batteries be cleaned at least every 3 or 4 months.

## Winter Feature—The snow-scene and picture-taking

With snow fields bigger than the Swiss Alps, it's no wonder that Australians are taking to skiing and snow sports by the thousands!

And while some photo dealers think of winter as a fairly quiet time of year, this is not the case for dealers in towns like Cooma, Bright and Jindabyne and other dealers throughout the south-eastern areas of Australia who've profited from the winter sports boom by making sure their customers are well equipped with cameras, film and the right "know-how" for that photo-skiing holiday. For them, the busiest season is just starting!

The cameras and film are easy to provide, but the know-how is a bit more difficult, particularly for those dealers and their staff who haven't tried snow photography themselves.

We've compiled some suggestions for better snow pictures to pass on to customers. These are printed below, but for more detailed information, ask your Kodak branch for a copy of the Customer Service Pamphlet AA-102, "Snow Photography."

**Equipment:** Just about any camera, still or movie, loaded with just about any type of film, will produce good snow pictures on bright, sunny days. Naturally, an adjustable camera (or an automatic camera) should be used for pictures under less favourable weather conditions.

With simple non-adjustable cameras it's a good idea to use a color print film such as Kodacolor film, as this type of film has a greater tolerance of exposure errors than color slide film. This suggestion also holds good for fully automatic cameras with no manual over-ride, as exposure meters can often be tricked by the lighting conditions in the snowfields.

Useful accessories include flash equipment for those indoor après-ski parties. A Kodak XL movie camera loaded with Kodak Ektachrome 160 movie film would also be just right for these occasions, too!

**Lighting:** Apart from close-up portraits, try to have the sun coming from the side. When the sun is behind the camera, pictures can look very flat. Snow scenes are best

photographed on clear sunny days as in dull weather the snow appears very flat and grey.

Back-lit shots with the sun facing the camera can be very effective, but watch the exposure and use a lens hood if possible.

Try to introduce color into your pictures—skiers wearing bright clothing or one of those beautiful snowfields sunsets.

**Exposure:** Correct exposures in the snow can be tricky, particularly with color slide films. Cameras with a "weatherdial" setting (e.g., Kodak Instamatic 255-X and pocket Instamatic 300 cameras) should be set on the "bright sun on sand or snow" symbol on sunny days.

For other adjustable cameras, follow the recommendations on the instruction sheet packed with the film.

It is important to note that exposure meters are often the cause of exposure errors because, being calibrated for average conditions, they can be unreliable under markedly different conditions of tone distribution. This applies to many through-the-lens meters, too.



The error is bound to be underexposure, so at low altitudes give one stop more exposure, and at high altitudes two stops more than that indicated by the meter. For example, if the meter reads 1/250 sec. at f/16, use 1/250 sec. at f/11 or f/8.

If in doubt, take a reading from the palm of the hand and use this setting without alteration. Unless an automatic camera has manual over-ride or a "backlight" setting, avoid taking backlit pictures.

For snowfield landscapes in bright sunlight, you

should be exposing at around 1/250 sec. at f/8 with Kodachrome II film, and 1/250 sec. at f/11 with Kodak Ektachrome-X, Kodachrome-X or Kodacolor films.

**Camera handling:** If it's really cold, film might become brittle so advance and rewind slowly to avoid breakage. Keep spare films warm in an inside pocket. Remember, too, that moisture can condense on the camera lens when there's a rapid change in temperature, so wait until the moisture evaporates before taking more pictures.

### 'Hand-made' B & W enlargements discontinued

Due to a declining demand, 3½ x 3½ and 3½ x 5in. black-and-white enlargements have been discontinued. These enlargements were considerably more expensive than a print of the same size that was produced from the whole negative area, as they were virtually hand-made in an ordinary enlarger.

In future, only prints from the whole negative area, or made from the standard masks printed on sheet number 1 of the masking guides included with the 1973 Consumer Products Catalogue will be available in the above sizes. The standard price of 11 cents each will apply, but there will be an additional charge of 27 cents per negative for masking.

All other black-and-white enlargement sizes will still be available, with masking if required at no extra charge.

#### Please note:

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

### Staff Training—The path to bigger sales & happier customers!

The service your staff gives to customers is vital to a successful business. Courtesy, product knowledge, a desire to help—all these are the attributes of the good sales assistant. Here are seven basic steps to better selling techniques. Make sure they're part of your staff's daily procedure!

**Step 1: First impressions are important!** Appearance, attitude and the greeting will influence the way your customer feels about shopping at your store. Always try to greet the customer by name.

**Step 2: Discover the customer's needs!** An important part of a sales assistant's job is to recommend the most suitable product to satisfy a customer's needs. Ask questions to find out what the needs are. For instance, if a customer asks about cameras, ask:

"Is it for yourself, or is it a gift?" Or, "What type of pictures do you expect to take?"

Perhaps, "Would you like to take color prints, color slides or black-and-white prints?"

Provided your product knowledge is good enough (IS IT?), the answers to these questions will provide information about what the customer wants.

**Step 3: Answer all the customer's questions!** You can expect questions from the customer at any time. So always be courteous and never argue! Remember, a sincere objection from the customer tells more about their needs than most questions that you can ask. Try to answer ques-

tions by explaining the benefits of the product.

**Step 4: Demonstrate a product by stressing the BENEFITS!** In other words, answer the question by showing how the product will benefit the customer. Avoid reciting a list of features that customer may not understand. If you are trying to sell a Kodak pocket Instamatic camera, for example, say: "You can carry it conveniently because of its compact design," or "You can load it easily because it uses a film cartridge." Don't just say, "It's small," "It uses a film cartridge." These latter statements do nothing to answer the question, "What will it do for me?"

**Step 5: Suggest extra items!** Suggest related items that complement the purchase. For instance, a carrying case is a natural follow-on to the sale of a camera. So are extra rolls of film, and packets of flashcubes. And don't overlook your best opportunity of all when a customer leaves a film to be processed! Chances are he is out of film, and a polite reminder to buy another roll or two will invariably gain extra sales!

**Step 6: Reassure the customer!** Close the sale by reassuring the customer

that he or she has made a wise choice. Say, "This camera is just the one for your needs."

**Step 7: Give extra service!** Will the sale stop when the customer walks away with his purchase? Not if you can impress the customer with the extra service you offer! Demonstrate your willingness by taking a bit of extra time to review the camera's instruction before he leaves the shop. Help him in other ways

by providing any useful literature you have available, and recommend that he brings the first film back to you for processing, so that you can make sure the camera is being used correctly.

**These basic steps are really only commonsense! And it's commonsense, too, if your staff are really well-trained! We suggest you clip out the coupon below and register your staff now for a Kodak Sales Course!**

Mail to local branch

#### Kodak Sales Course

Please enrol:

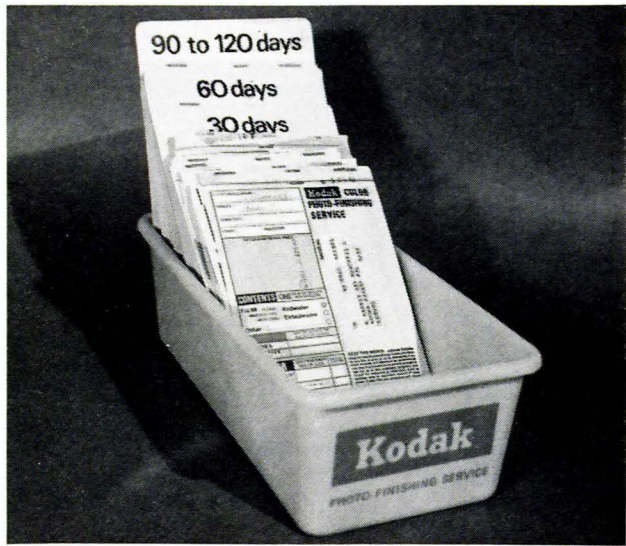
Business Name:

Telephone:

Date:



## Unclaimed Processing Orders



There is nothing sadder than a collection of unclaimed processing orders awaiting forgetful customers! Now, to facilitate the job of reminding customers that their order is ready, Kodak have produced a series of index cards that fit into your Kodak processing basket.

The idea is simple. There are three cards simply headed "30", "60" and "90 to 120" days, so that each month, unclaimed orders can be quickly sorted into the periods designated by the cards. Each period is based on the time elapsed from the date the order was returned from the Kodak processing laboratory. There are instructions printed on each card suggesting a course of action that you can follow. The "30" and "60" days cards recommend that a reminder card be sent to the customer. The "90 to 120" days card recommends that orders in this category be returned for credit to Kodak provided they conform to the following requirements:

1. The order was processed by Kodak.
2. The customer's full name and address is shown.
3. The order is returned between 90 and 120 days from date of receipt.
4. The complete order, including the original ordering envelope or slip is returned.

Supplies of index cards and reminder cards are available through your Kodak Sales Representative. Naturally, we are sure that you would prefer the customer to have the order, rather than just return it to us for credit. After all, nobody gains anything from such transactions — the customer never sees his pictures, you lose this sale plus any others for extra processing that might have arisen, and the order finds its way to our "dead order file" if we, too, are unable to contact the customer. So we are suggesting that before returning orders for credit, every effort be made to contact the customer.

# Kodak XL movie cameras win 'Most Significant Product' award!

The XL movie cameras have won Kodak an award as one of the 100 most significant new technical products of the year!

The significant new products were selected by 30 leading scientists, engineers and research administrators on the basis of technical importance, uniqueness and usefulness.

Award winners were named at the opening of a month-long exhibit of the significant products at the Chicago Museum of Science and Industry.

Companion versions of the new super 8 cameras, the Kodak XL33 and XL55 movie cameras, make it practical for the first time to take natural, lifelike home color movies indoors without additional lights. The XL prefix indicates the existing light capabilities of the new cameras.

Even scenes lit by half as much — as little as  $3\frac{1}{2}$  foot-candles from candles or campfires — can be exposed adequately for special effects.

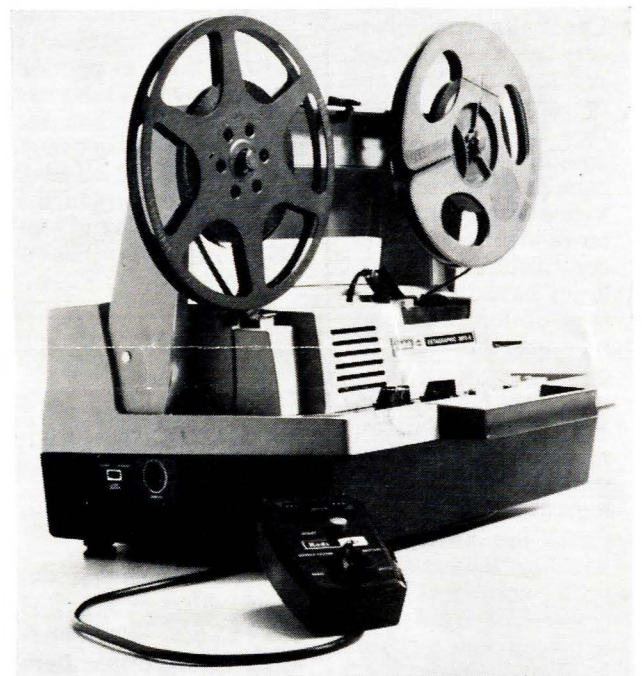
Innovative features of the new cameras include a more efficient 230-degree shutter that allows 40% more light to reach the film than the 165-degree openings of conventional amateur movie camera shutters. A double-vane, fully-opening exposure control system is powered by a solid-state amplifier according to light sensed by a cadmium sulphide cell

Combined with a new Kodak Ektachrome 160 movie film (type A), the cameras provide up to  $4\frac{1}{2}$  stops of increased exposure capability — a gain of 24 to 48 times — making possible movies in home or outdoor night situations illuminated by as little as seven foot-candles.

over an extremely wide brightness range. Using the double-vane control permits the full diameter of the very fast f/1.2 lens to be utilised. This further extends the effective operating range of the new cameras. Multiple functions were considered in the design of parts and components to simplify the camera while providing greater customer convenience.



The Kodak XL55 movie camera with zoom lens, shown on the unique new plastic display stand which is now available through your Kodak Sales Representative.



## Film idea 1

"Mr. Puss ~ movie star"

"A day in the life of . . ." films are common enough. This one could be uncommonly good. You have a natural actor right under your own roof — your cat.

Here are some suggestions for the script:

1: Out-the-window shot of morning garden scene. Tilt down to Mr. Puss, asleep in chair. (Watch exposure change!) He stirs, stretches claws, gets up, arches back.

2: Close-up. Hands opening milk bottle on kitchen bench. Tilt down past empty saucer to cat with fore-paws up on cupboard door, in anticipation.

3: Floor-level close-up of lapping cat and saucer. Pan to favourite toy.

4: Wide shot: Cat skitters around floor with toy.

5: Close-up. Mr. Puss dabs toy with paw.

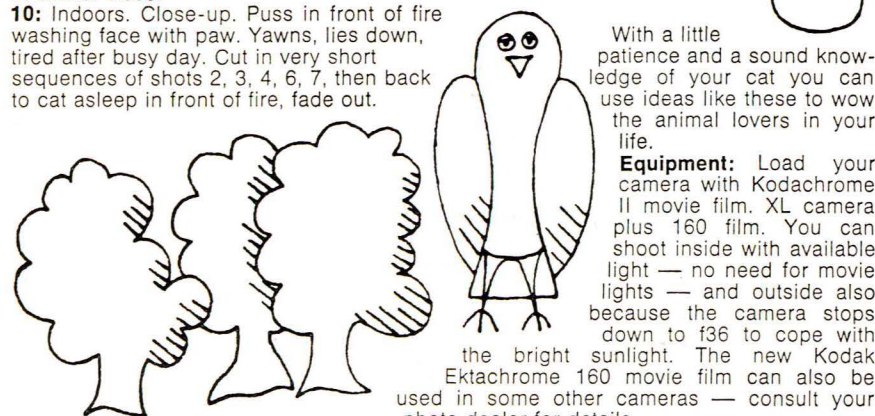
6: Garden. Close-up. Puss's paw playing with leaf.

7: Wide shot of birds on lawn. They are frightened away.

8: Wide shot. Puss runs up tree.

9: Teleshot. He crouches in tree, waiting patiently. Cut in shots of birds in similar trees.

10: Indoors. Close-up. Puss in front of fire washing face with paw. Yawns, lies down, tired after busy day. Cut in very short sequences of shots 2, 3, 4, 6, 7, then back to cat asleep in front of fire, fade out.



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

With a little patience and a sound knowledge of your cat you can use ideas like these to wow the animal lovers in your life.

**Equipment:** Load your camera with Kodachrome II movie film. XL camera plus 160 film. 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 also be used in some other cameras — consult your photo dealer for details.

## Versatile, new Kodak movie projector

A seven-speed movie projector that shows super 8 movies and filmstrips, or any combination of the two, with equal brilliance, has been introduced by Kodak in Australia.

The Kodak Ektagraphic MFS-8 projector can be used for slow-motion, stop-action, normal-speed or reverse-motion studies of movement as an aid to instructors, teachers, business and industrial trainers, and in scientific laboratories.

The new projector features a hand-held remote unit that controls three forward and three reverse speeds (6, 18, 54 frames per second) or single frame "stills" as quickly as the user can press the button. The remote control also allows the operator to keep his eyes and attention on the screen or his notes.

The Ektagraphic MFS-8 projector accepts super 8 films for normal projection, or it can intermix sequences of normal

motion with unlimited series of single-frame displays with no decrease in light on the screen.

Important film savings can result from the projector's ability to switch between motion and still projection modes — as when displaying titles, which should usually be on the screen for twice the average time it takes to read the words.

An automatic stop at any previously chosen frame can be triggered by marker-sensing electronics. Stop markers are made along the edge of the film, between the perforations, by removing the emulsion to create a clear area on original or duplicate reversal films.

Sensing circuitry provides for polarity reversal so that opaque may also be applied along the clear edge of print films.

The six-frames-per-second mode is ideal for slow motion to explain a process or show a progression in a way that holds audience attention.

Highly condensed storage of pictures, drawings, diagrams or charts is possible, along with printed captions, comments or questions, by positioning frames containing these materials in sequence of single frames. As many as 66 of these individual frames can be provided on 11 inches of super 8 film.

A unique automatic focusing system keeps screen images sharp when the Ektagraphic MFS-8 projector is switched between still and motion operations. The focusing system includes an adjustment for variations in direction and amount of focus change, resulting from changes in film type and condition.

The Ektagraphic MFS-8 projector comes equipped with a 22mm f/1.5 lens and a 21-volt, 150-watt tungsten halogen lamp.

The suggested retail price is \$483.00.

Stock Item Number: 1677.