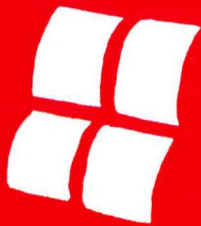
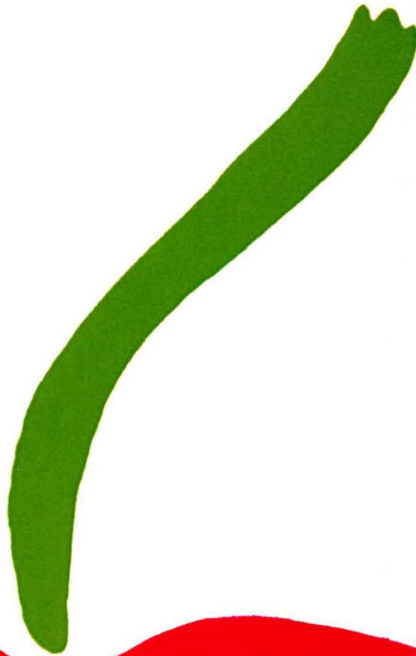


SPECIAL BUMPER EDITION!!



KODAK
SALES
NEWS
september
1972



**In
the
1972
Early
Bird
Plan,**

**You
have
two
bites
at the
cherry**

**This year,
the KODAK
EARLY BIRD Plan
is bigger, better
than ever!**

* bigger discounts !

* greatest advertising support ever!

* more products !



**FIRST
BITE....**
(and the juiciest
one)

**Big 13% MINIMUM discount on
these current Kodak Instamatic
cameras;**

33 Camera
33 Color Outfit
133-X Color Outfit
233-X Color Outfit
333-X Color Outfit

* Immediate delivery - Offer open August 21
to September 30. (or while supplies last)

* Discounts:

5 to 29 Units	13%
30 to 199 Units	15%
200 to 699 Units	16%
700 or more Units	17%

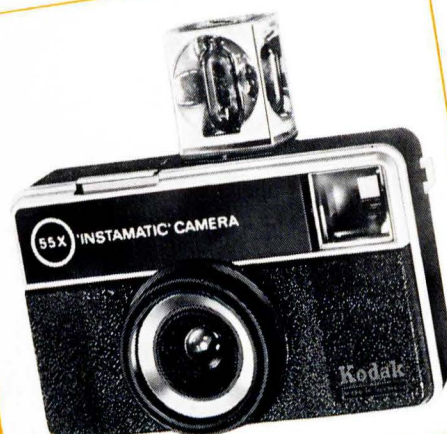
1972

SECOND BITE....

NEW, RE-STYLED KODAK INSTAMATIC '55' Cameras ~ Bold new shape; Unbeatable sales appeal!!

Kodak Instamatic 28 Camera

Just right for beginners! Designed for outdoor pictures, will not take flash pictures. Two simple settings — Bright or Hazy Sun. A basic camera at a basic price: Suggested Retail Price, **\$6.75** each (complete with wrist-strap and instruction book). Stock Item No. 0187



Kodak Instamatic 55-X Camera or Color Outfit

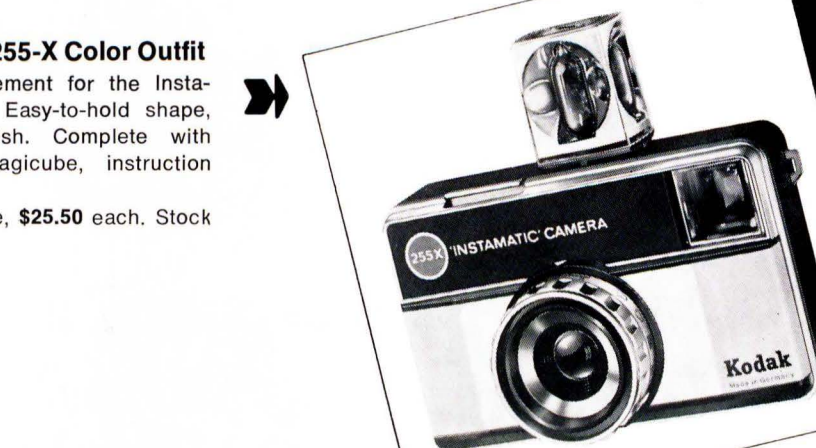
Sleek black styling with a contoured front to fit snugly in the hand. Loads instantly, and takes flash pictures too. Just pop on a magicube (manual rotation). No settings — just load, aim and shoot. Outfit complete with Kodacolor-X film, magicube, instruction book and wrist-strap. Camera has instruction book and wrist-strap.

Suggested Retail Prices:
Camera, **\$11.52** each. Stock Item No. 0113
Outfit **\$14.20** each. Stock Item No. 0184



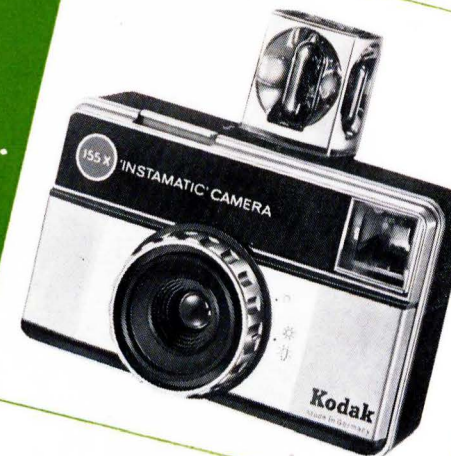
Kodak Instamatic 355-X Color Outfit

Beautifully styled successor to the top-of-the-line Instamatic 333-X camera. Improved design, electronic shutter and automatic exposure control. Complete with Kodacolor-X film, magicube, instruction book, wrist-strap and 6-volt Mallory PX-28 battery to operate shutter mechanism. Suggested Retail Price, **\$48.50** each. Stock Item No. 1340



Kodak Instamatic 255-X Color Outfit

A bright new replacement for the Instamatic 233-X camera. Easy-to-hold shape, distinctive silver finish. Complete with Kodacolor-X film, magicube, instruction book and wrist-strap. Suggested Retail Price, **\$25.50** each. Stock Item No. 1337



Kodak Instamatic 155-X Color Outfit

Bold new shape, striking silver finish. All the benefits of the Instamatic 133-X camera, and a bright-line viewfinder too! Complete with Kodacolor-X film, magicube, instruction book and wrist-strap. Suggested Retail Price, **\$18.50** each. Stock Item No. 0953

See over for what you save on them ➡

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

the deal:

5% off, if 5 or more cameras or outfits are ordered at same time between Aug. 21 & Sept. 30

NOTE. The order can include both series and still qualify for relevant discounts quoted.

the delivery:
ex stock

BOUGHT
IN? ◀
NOW, SELL
OUT! ▶

Our Spring and Christmas Advertising Plans are too detailed to be listed here!

So, your Kodak Sales Representative will have the full story for you inside a special Merchandising Folder.

Make sure you read what we're doing to help you sell your 'Early Bird' cameras!

Check this chart & see what you will save!

Kodak Instamatic camera models	Dealer Prices (Excluding Sales Tax)				
	1-4	5-29	30-199	200-699	799 or more
33 Camera	\$4.77	\$4.15 (0.62)	\$4.05 (0.72)	\$4.01 (0.76)	\$3.96 (0.81)
33 Color Outfit	5.94	5.17 (0.77)	5.05 (0.89)	4.99 (0.95)	4.93 (1.01)
133-X Color Outfit	9.93	8.64 (1.29)	8.44 (1.49)	8.34 (1.59)	8.24 (1.69)
233-X Color Outfit	14.37	12.50 (1.87)	12.21 (2.16)	12.07 (2.30)	11.93 (2.44)
333-X Color Outfit	27.65	24.06 (3.59)	23.50 (4.15)	23.23 (4.42)	22.95 (4.70)
	1-4	5 or more	NOTE: The figures shown in red are the unit savings you will make for each camera or outfit, excluding sales tax. To calculate your discount group, add together your purchases of '33' and '55' series cameras, and apply the relevant discounts. Note that discounts apply to complete outfits and cameras. All orders placed in August, will be charged September, payable October.		
28 Camera	\$3.97	\$3.77 (0.20)			
55-X Camera	6.75	6.41 (0.34)			
55-X Color Outfit	8.33	7.91 (0.42)			
155-X Color Outfit	10.88	10.34 (0.54)			
255-X Color Outfit	15.00	14.25 (0.75)			
355-X Color Outfit	28.53	27.10 (1.43)			

