

IMPORTANT NEWS

Less Writing for "BASIC" Color Finishing Orders

means faster customer service for you this summer.

Color Photo-finishing business is increasing rapidly and at Kodak we are planning to cope with the anticipated extra volume over the coming summer season. We also intend to help you speed up your customer service by making it easier and quicker for you to fill out Kodak Color Finishing Envelopes. Less writing will mean you can serve more customers.

Statistics show that approximately 90% of Color Finishing orders we receive can be classified as "Basic" orders. For instance, if a customer has exposed a roll of Kodacolor-X film, it is "odds on" that he will want to have it developed with **one** color print made from each good negative. Similarly, if he has color negatives and wants **one** color print from each this, too, is a "Basic" order.

All we need from you in such cases is the quantity of films or negatives in the order, the film or negative size and the type of film (i.e. Kodacolor or Ektachrome, etc.). By telling us the type of film we can channel your order quickly to the appropriate production area, and extra handling and delay is avoided. There is no need to fill out the lower section of the envelope marked "Order".

Samples of the new simplified method of filling out Color Finishing Envelopes for "Basic" orders are shown overleaf. Also listed are examples of the services which can be classified under the "Basic" heading. **For all other services please complete the order envelope in the usual manner, giving all necessary information.**

You can start using the new system immediately. We suggest you fold this sample guide and place it for reference in your black Kodak Order Wallet alongside your Kodak Color Finishing Order pad.

P.S. To help us, please do **not** use adhesive tape to seal your orders — a rubber band is better. Thank you.

Kodak

KODAK (Australasia) PTY. LTD.
Branches in all States

"BASIC" ORDERS

Listed below are color photo-finishing orders, classed as "Basic". Use the simplified ordering system shown on this page when requesting these services from Kodak Processing Laboratories.

- Roll of Kodacolor film — develop and make **one** Kodacolor print of each.
- Roll of Reversal (slide) film — process and mount, or return in strip form, depending on film size and format.
- Individual color negatives — make **one** Kodacolor

print of each. Or "strip of four" (126, 135) color negatives — make **one** Kodacolor print from **each** frame.

- Transparencies or slides — make **one** Kodachrome print from each.

*NOTE

Square negatives or slides...

produce **3S** prints (3½" x 3½")

Rectangular negatives or slides...

produce **3R** prints (3½" x 5")

(a)

RECEIVED _____
COMPLETED _____

Kodak COLOR FINISHING ENVELOPE
For orders completed by
KODAK (Australasia) PTY. LTD.,
COLOR PRINT AND PROCESSING — P.O. BOX 4742, MELBOURNE, VIC., 3001

CUSTOMER'S NAME **S JONES** — DATE **20/12/68**

QTY.	PRODUCT	SIZE
2	Rolls (Limit 2)	CX 620
	Negatives	
	Transparencies	

Include only same size negatives or transparencies

SERVICE	QTY. FROM EACH	SIZE REQUIRED	RETAIL PRICE (Kodak Use Only)
Develop and Print			
Prints			
Enlargements			
Duplicates			
Greeting Cards			
Pro			

Type of film (CX=Kodacolor-X)

Film size

Quantity of films

From this "Basic" order we will develop the films and make **one** Kodacolor Print from each good negative (8 exposure film = 3R, 3½" x 5" prints; 12 exposure film = 3S, 3½" x 3½" prints).

(b)

Quantity of films

RECEIVED _____
COMPLETED _____

Kodak COLOR FINISHING ENVELOPE
For orders completed by
KODAK (Australasia) PTY. LTD.,
COLOR PRINT AND PROCESSING — P.O. BOX 4742, MELBOURNE, VIC., 3001

CUSTOMER'S NAME **J BLACK** — DATE **20/12/68**

QTY.	PRODUCT	SIZE
1	Rolls (Limit 2)	EX 126
	Negatives	
	Transparencies	

Include only same size negatives or transparencies

SERVICE	QTY. FROM EACH	SIZE REQUIRED	RETAIL PRICE (Kodak Use Only)
Develop and Print			
Prints			
Enlargements			
Duplicates			
Greeting Cards			
Pro			

Type of film (EX = Ektachrome-X)

Film size

From this "Basic" order we will process the film and return the transparencies mounted or unmounted, depending upon film size and format.

(c)

RECEIVED _____
COMPLETED _____

Kodak COLOR FINISHING ENVELOPE
For orders completed by
KODAK (Australasia) PTY. LTD.,
COLOR PRINT AND PROCESSING — P.O. BOX 4742, MELBOURNE, VIC., 3001

CUSTOMER'S NAME **P BROWN** — DATE **20/12/68**

QTY.	PRODUCT	SIZE
4	Rolls (Limit 2)	135
	Negatives	
	Transparencies	

Include only same size negatives or transparencies

SERVICE	QTY. FROM EACH	SIZE REQUIRED	RETAIL PRICE (Kodak Use Only)
Develop and Print			
Prints			
Enlargements			
Duplicates			
Greeting Cards			
Pro			

Negative size

Quantity of negatives

From this "Basic" order we will make **one** 3R (3½" x 5") Kodacolor Print from each negative.

(d)

Quantity of slides

RECEIVED _____
COMPLETED _____

Kodak COLOR FINISHING ENVELOPE
For orders completed by
KODAK (Australasia) PTY. LTD.,
COLOR PRINT AND PROCESSING — P.O. BOX 4742, MELBOURNE, VIC., 3001

CUSTOMER'S NAME **R SMITH** — DATE **20/12/68**

QTY.	PRODUCT	SIZE
3	Transparencies	126
	Negatives	
	Transparencies	

Include only same size negatives or transparencies

SERVICE	QTY. FROM EACH	SIZE REQUIRED	RETAIL PRICE (Kodak Use Only)
Develop and Print			
Prints			
Enlargements			
Duplicates			
Greeting Cards			
Pro			

Transparency size

From this "Basic" order we will make **one** 3S (3½" x 3½") Kodachrome Print from each transparency.