

Strong promotion during 1970

In our previous issue, we mentioned a campaign for the Kodak Photo-finishing Services. Well, here we are at the beginning of February, and we're right in the middle of it. Press ads., television commercials and point-of-sale material are all working hard to bring customers into your premises to ask for Kodak photo-finishing.

We think you should have a really good look at this campaign. It's not just a campaign to boost the use of the Kodak service. It's a campaign which highlights the great variety which can be had from one piece of film. This will explain to your customer that from one Kodacolor negative he can have a color print, a color enlargement in a range of sizes, and then to cap it off, he can also have a color slide. From his Kodachrome or Kodak Ekta-

chrome slide, he can also have a color print or a color enlargement, once again in a range of sizes. In other words, this campaign will give him an extra incentive to take pictures, to have them reproduced for his own use in a variety of ways, and to order extra prints of his favourite shots to send to friends and relatives. We're doing all we can to tell your customers about these services, and we've provided you with some really good show-cards and literature which will identify your premises with the Kodak photo-finishing services. Make sure they're prominently on display.

We've illustrated some of these pieces for you, so that you'll be familiar with their appearance, and to give you an idea or two as to how they can be employed to our mutual benefit.



For that personal gift or for your own enjoyment, have your favourite color prints made into big, beautiful full-color enlargements by Kodak.

Sizes from 5" x 5" to 11" x 14" from \$1.35.

Think big. Order color enlargements made by Kodak.

Kodak

KODAK (Australasia) PTY. LTD.
Kodak dealers everywhere.

2222

5" x 2 column press advt.



Pictures say it so much better

When you have enjoyed the company of your friends, and taken pictures of the happy moments, why not share the pleasure - send them prints to remember the occasion.

Just take your color negatives to your Kodak dealer - he'll do the rest.

Size 2½" x 3½" (2R) - 23c each

Size 3½" x 5" (3R) - 31c each

Size 3½" x 3½" (3S) - 27c each

Order extra Kodacolor Prints today

Kodak KODAK (Australasia) PTY. LTD.
Kodak dealers everywhere.

2223

5" x 2 column press advt.



Order extra Kodacolor Prints today

Full-color leaflet

Improved KODACHROME prints from slides

Continual research and development by Kodak has succeeded in providing better quality prints and enlargements from Kodachrome and Ektachrome color slides.

We are pleased to announce that as from 1 February 1970, Kodachrome color prints and enlargements of greatly improved quality will be available to your customers.

A new Kodak color paper is used to produce for your customers Kodachrome prints of superior quality.

1. Whiter base.
2. Clearer colors.
3. Less tendency to curl in humid conditions.

These are just some of the improvements. In addition, improved Kodachrome prints will resist damage by handling better than present prints, and more stable dyes minimise color changes during the life of the print. All these advantages are available at no extra cost.

Here are some facts why Kodachrome prints represent worthwhile business for you.

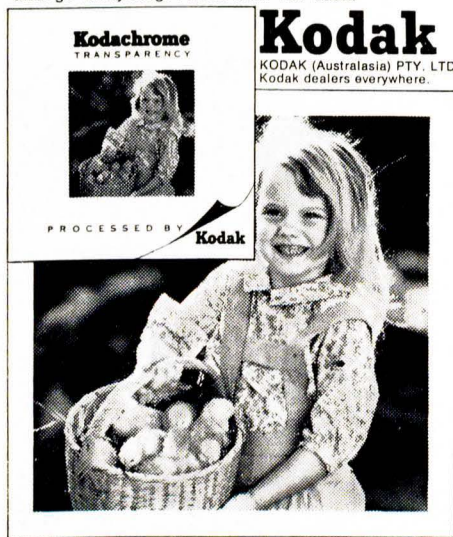
Fact 1. Many millions of color slides will be taken in Australia this year. Normally, very few would be turned into color prints.

Fact 2. The main reason that prints are not made from slides is simply that customers don't realise that top quality prints can be made at a reasonable cost.

Fact 3. Prints from slides can and will be promoted strongly by Kodak this year. Many thousands of customers receiving processed Kodachrome and Ektachrome film will be told of the new quality prints by means of a leaflet in their boxes of slides. These leaflets will also be available to you for distribution in your store and through the mail with your accounts. In addition, press advertising will be used as a further reminder.

Share your color slides... as color prints

Did you know your favourite color slides can be made into beautiful color prints? You'll enjoy sharing prints with your friends. Or you can send them to distant relatives, or simply carry them in your wallet. Just select the slides that you like best, take them to your Kodak dealer and say you want Kodak to make them into beautiful full-color Kodachrome prints. He'll arrange everything. Prices from 40c each.

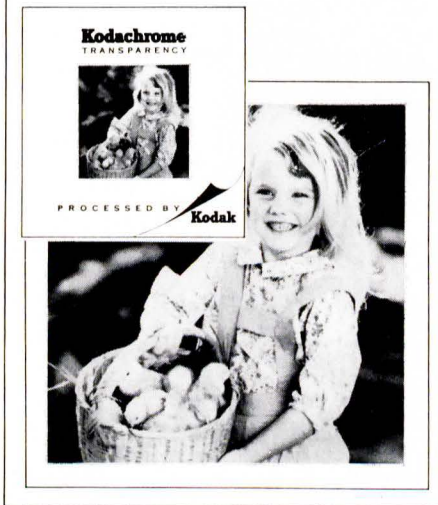


5' x 2 column press advt.

Every order you take for prints from slides represents clear profit, free from overheads or stock-carry. It is profit that can be made all the year round because slide users are continually showing their slides. They just need the reminder that prints for their family or friends are there for the asking.

Don't let those millions of color slides go unprinted. Join Kodak in telling your color slide customers how they too, can now have top quality color prints from their slides. Give them a leaflet when they buy a film, and suggest that they bring in some of their favourite slides soon.

Share your color slides... as color prints



Full-color leaflet

They're good, they're KODACHROME prints, made only by Kodak

KODAK (Australasia) PTY. LTD.

Branches in all States