

Kodak

Kodak Dealer News

November/December 1968

Buy
Kodak film
here.



◁ **The KODAK Summer Girl
Your Holiday Helper**

KODAK SUMMER CAMPAIGN:

*Full-page newspaper
advertisements*

*60-second television
commercials*

*25-second radio
commercials*

*New Point-of-Sale
material*

A MEMORABLE CHRISTMAS?

A message from Dennis Tregoning, Manager,
Kodak Consumer Markets Division

This is the time of the year when we begin to "gird our loins" so we can do the best possible Christmas business. Dealers know in a very real way that the time for "Big Business" is fast approaching. But I'm not so sure that all of us approach our busiest selling season with a happy feeling.

The hard work, long hours, hurried and perhaps frustrated customers may not present a pleasant prospect. Many customers are also approaching the Christmas buying season with no real enthusiasm. Certainly, they will get a kick out of it in the end, but right now, as they prepare their shopping lists, they look on it as a chore. They approach the job lacking ideas and uncertain of the appropriate gifts for all the people on their lists.

This is where you come in by helping them to do their buying quickly, pleasantly and with a minimum of fuss.

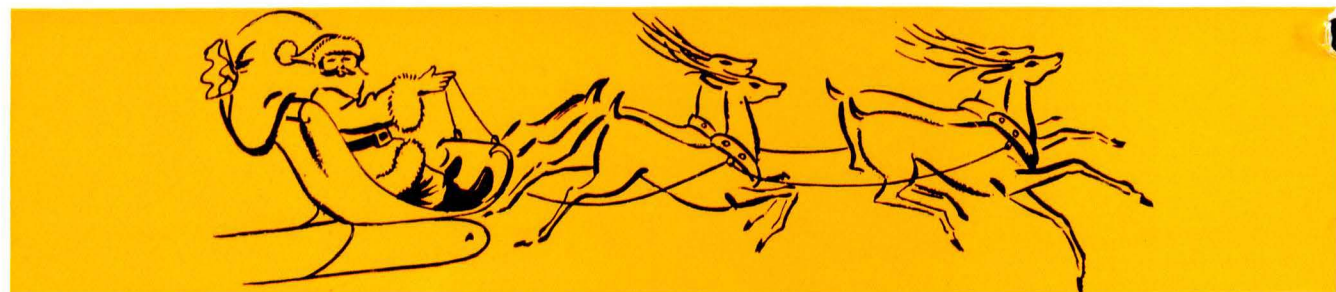
If the person on their list does not already own a camera, suggest that they select a new Kodak Instamatic Camera. If they have an old camera, then a new Instamatic camera could give them a new interest in picture-taking.

Either way, they'll be happy and so will you. Kodak Instamatic cameras are easy to use and they provide the quality results in color or black-and-white that people want. You will appreciate the repeat business for Kodak film and the profitable return from Kodak Photo-finishing services.

Incidentally, you'll notice that I'm wearing the special Kodak yellow ribbon. See that your staff wear the ribbon, reminding your customers to "Give Memories — Give a Kodak Instamatic camera".

Best wishes for a Memorable Christmas 1968

Dennis V. Tregoning



Give Yourself a Merry Christmas

The best Christmas present you can give yourself, as a Kodak Dealer, is increased sales of Kodak Instamatic cameras and outfits. Just as it is "The Gift that keeps on giving", so a Kodak Instamatic camera is also "The Sale that keeps on Selling". Every camera owner is a potential regular customer for Kodak film and Kodak photo-finishing.

Good sales of Kodak Instamatic cameras can be the key to a prosperous year ahead, since they will keep your customers coming back to buy Kodak film, to leave films for photo-finishing, and again to collect the results. Altogether, the customer enters your shop three times — *the famous 3-call line*. And each time he is a prospect for impulse purchases of all the other merchandise your store has to offer.

And it has been demonstrated *throughout the world* that owners of Kodak Instamatic cameras use their cameras more, and therefore buy more film, than owners of other types of cameras.

So give yourself A Merry Christmas. Display and promote Kodak Instamatic cameras as the ideal gift. This way you will ensure for yourself A Prosperous New Year.

KODACOLOR-X FILM, SIZE 126 20-exposure cartridge now available



We are pleased to announce that Kodacolor-X film, size 126, is now available in Australia in 20-exposure lengths. Many people have enquired about this product, particularly customers who have seen it on sale overseas. So it's sure to be a big seller. It's ideal for holiday time — and there's a price advantage, too.

Kodacolor-X film, size 126 — 20 exp. will be announced to the public by advertisements in major newspapers, and a leaflet in completed 126 Kodacolor photo-finishing orders. In addition, a small showcard for your window or in-store display, will let customers know you have the new 20-exposure cartridges in stock.

Increase your sales of Kodacolor-X film, size 126, this holiday season by selling the advantages of the 20-exposure cartridge.

- More film per cartridge saves on valuable luggage space.
- More film per load saves on re-load time at weddings, on trips, etc.
- More film per dollar saves on cost per picture.

**Kodacolor-X film CX126 — 20 exposure.
Item No. 6501. Retail Price \$2.30.**

Note: Kodacolor-X film size 126 will continue to be available in 12-exposure lengths at \$1.80 retail.

FILM BREAKS

Occasionally, a customer may break a film in his camera and will overcome the difficulty by joining the broken ends with adhesive tape, in order to continue using the film. If it goes unnoticed, that tape splice can cause a great deal of trouble in processing.

Disaster

Processing solutions will usually cause a tape splice to come apart. This causes the film to be spoilt. But, much worse, since films are joined end to end on a large reel for continuous processing, a machine breakdown means disaster for several other customers' films, too.

KODACHROME-X FILM KX126-20P AND EKTACHROME-X FILM EX126 NOW MADE IN AUSTRALIA

Until now, Kodachrome-X film and Ektachrome-X film, size 126, have been imported items. However, the continued expansion of our manufacturing facilities to keep pace with the increasing demand for Kodak products, also makes possible the manufacture of additional lines, and the Australian made versions of these two films will be reaching Kodak Dealers in the next few weeks.

The Kodak plant at Coburg, Victoria, is one of the most modern in the world. It is the **only plant** actually manufacturing sensitized film and paper products **in the Southern Hemisphere**. A wide range of materials is produced for professional and amateur use, for both home and export markets.

The price of Kodachrome-X film, KX126-20P remains unchanged at \$4.00, but the item number becomes 6547. Similarly, Ektachrome-X film, EX126-20, still retails at \$2.40, but the item number is 6521. Most important, the quality remains the same. Wherever it is manufactured, Kodak film must satisfy the same high Kodak international standards of quality, performance and utmost reliability.



Let us know

The way to avoid these troubles is to **let us know** that a film is damaged when sending it to be processed. A note is best, wrapped around the roll or cartridge and secured with a rubber band. Alternatively, write on the order envelope or mailer. Just the one word "DAMAGED" will enable us to take the necessary precaution of re-making the splice before processing.

Advise customers

If a customer tells you he has had trouble with a film, and he knows or even suspects that it is damaged, please try to ensure that we are told about it, whether the film is sent to the processing station by mailer or in an order envelope. You may help to avert a disaster.

BIG BOLD & BEAUTIFUL for SUMMER '69

This year, Kodak Summer advertising is one of the brightest campaigns ever presented, with big, bold advertisements and beautiful point-of-sale showcards and leaflets.

Commencing on Boxing Day, the campaign runs to Easter with the theme "Remember the day — in pictures". Brief details as follows:



PRESS

Full-page advertisements in leading metropolitan newspapers from January to April, will carry the campaign theme with big, bold pictures — taken with a Kodak Instamatic camera.

TELEVISION

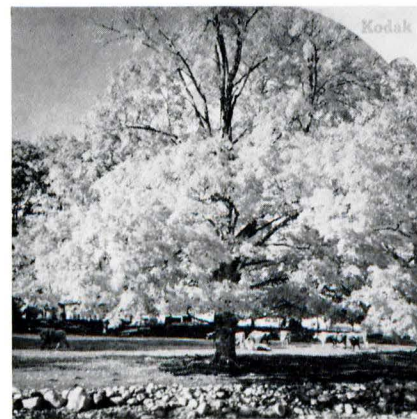
60-second commercials on "Disneyland" illustrate the day-by-day events that people will want to "Remember" on Kodak film.

RADIO

25-second commercials on capital city stations remind listeners to "Remember today in pictures" on Kodak film.



POINT-OF-SALE



Point-of-sale material includes a cut-out showcard for the Instamatic 233 camera (distribution already started).

Three beautiful, new 20 x 20 inches prestige showcards feature appealing, eye catching subjects (illustrated).

A special folder features Kodak Instamatic movie cameras and projectors — and something new,

The Kodak Picture Guide: a free counter display unit contains folders about Kodak cameras, Kodak film and Picture-taking Hints. Hand these colorful new leaflets to your customers singly, or in sets of three in the special envelopes provided.

The Kodak Picture Guide will also feature in the radio, press and television advertising. So display it prominently in your store, to attract your customers and stimulate sales.



Announcing the KODAK INSTAMATIC M7 Movie Camera

This newest member of the Kodak line-up of super 8 movie cameras is top of the Instamatic range. It offers the quality-conscious movie fan distinctive wood-grain styling and a range of new and improved features not all found on even the higher-priced cameras.

Kodak Instamatic M7 movie camera
(with PX13 battery for CdS electric eye)

Item No. 0179. Retail Price \$179.
motor drive batteries (4 AA-size) extra

- Instant loading with automatic film footage counter.
- Attractively styled in dark brown with black and bright-metal trim. Wood-grain vinyl covered side panels.
- Color-corrected, Lumenized f/1.8 zoom lens, 12-36mm. Focuses to 6 feet.
- Rocker-type power zoom control on top of camera. Also knob for manual zoom.
- Parallax-free reflex viewing, with adjustment for individual eyesight.
- Focusing symbols; low-light signal; end-of-film indicator, all visible in viewfinder.
- Through-the-lens CdS electric-eye exposure control, adjusts automatically for film speed. Powered by

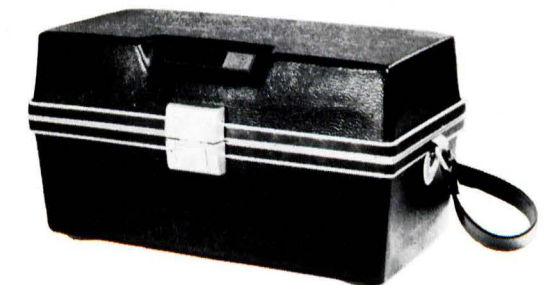
PX13 mercury cell.

- Electric motor drive. Four AA-size batteries housed in pistol grip.
- Built-in battery checker for motor-drive batteries.
- Pistol-grip centred for balance, adjustable for comfort.
- Trigger settings for "lock" and "continuous". Filming speed 18 f.p.s., or single frames with a cable release.
- Built-in Type A filter, removed by filter key or Kodak Instamatic movie light.
- Wrist-strap permanently attached.
- Sturdy, die-cast aluminium construction, with tripod socket.

Supplies of the Kodak Instamatic M7 movie camera will be available shortly. Check with your Kodak representative or branch.

This sturdy de luxe case is specially designed to hold the Instamatic M7 movie camera and spare films.

Item No. 0406. Retail Price \$24.00.





WELL DONE, BIGGENDEN PHARMACY

Our picture shows the window display of Biggenden Pharmacy, Biggenden, Queensland, which won 1st prize in the local annual carnival earlier this year.

The windows of the car featured Kodak cameras, and Kodak showcards made up the backdrop. The car, symbolizing travel, is an ideal theme for a photo-window and reminds customers to take their cameras with them on day trips and holidays. Tying-in with a local event creates public interest in a store and can bring benefits to the dealer in increased sales.

... BUT BE CAREFUL

While on the subject of window displays, remember direct sun, heat and humidity can sometimes cause goods to deteriorate. Of course, we encourage you to display Kodak goods in your windows — good window display is an essential part of merchandising. But take care where goods are placed, particularly in north-facing windows. Change displays often and try to ensure adequate ventilation.

Most important, never put actual films in the window. Always use dummy cartons, available from your Kodak representative.

PRICE INCREASE FOR KODAK CHEMICALS

From November 1st, 1968, Kodak photographic chemicals, including developers and fixers, etc., are increased in price. The increases have become necessary through rising material and labour costs over a long period. It is regretted that we can no longer absorb the increases, although their effects have been largely off-set by improved efficiency and production methods.

The new prices will be given in the 1969 Kodak Consumer Markets Catalogue, due to be published within a few weeks. Meanwhile, a notice will be attached to dealers' packing slips when price-increased items are included in an order.



"and for real close-ups, this little button sprays deodorant".

Please pass Kodak Dealer News on to your staff

KODAK (Australasia) PTY. LTD.

Branches in all States

A. E. KEATING PTY. LTD. **AEK**

PRICE CHANGES — EFFECTIVE DECEMBER 2ND, 1968

Kodak Photo-Finishing Services (black-and-white)

The following new retail prices are effective from December 2nd, 1968:

	Retail Price (incl. sales tax)
Developing	
All sizes of roll film, 35mm magazines and 126 cartridges per roll:	\$0.40
Printing	
Super Size Prints (all sizes) each:	0.10
Contact Prints (all sizes) each:	0.10
Super Size Prints made from color negatives each:	0.10
Enlarging	
Size 4¾ x 6½ in. or 4¾ x 4¾ in. each:	0.60
8 x 10 in. or 8 x 8 in. each:	1.00
10 x 12 in. or 10 x 10 in. each:	1.50
Black-and-White negatives	
size 2¼ x 3¼ in. from color transparencies each:	0.35

Prices of all other Kodak Photo-finishing services,
both color and black-and-white, are unchanged.

A new retail price list for all Kodak Photo-finishing services is now being prepared and it will be available for dealers and their customers early in 1969.

Kodak Film Prices (black-and-white)

A Newsletter was sent to all Kodak Dealers during November advising that some Kodak black-and-white film prices would be increased as from December 2nd, 1968.

For your information we repeat below the new retail prices.

	Retail Price (incl. sales tax)
Kodak Verichrome Pan Film VP 127, 120, 620	\$0.60
Kodak Verichrome Pan Film VP 828	0.65
Kodak Verichrome Pan Film VP616	0.90
Kodak Panatomic-X Film FX 120	0.65
Kodak Tri-X Pan Film, TX, TXP, 127, 120, 620	0.65

KODAK (Australasia) PTY. LTD.

Branches in all States