

Please pass this Dealer News on to your staff to read



# Kodak Dealer News

January/February, 1970



**"Save your life on Kodacolor Film"**



# 1970!

There's always something special about the start of a new decade. It's rather exciting looking ahead and wondering what the next ten years will bring.

Looking back to 1960, how many of us would have forecast the tremendous impact of the Kodak Instamatic camera and 126 film cartridge on amateur picture-taking? Many thousands of people are now taking pictures, in color too, when previously they thought photography of any kind was too difficult for them.

What of the future? We are not going to try to predict what new ideas and products are in store for us during the next ten years. But you can be sure there will be plenty, and of one thing we are

sure — 1970 is going to be a bumper year for the things that matter to you and to us — Kodak Cameras and Kodak Film.

As you will read elsewhere in Dealer News, we are conducting one of the biggest advertising campaigns ever, reminding people to carry a camera and buy some Kodak film.

We believe the "little things in life today" become the "big things of yesterday" and people want to remember them. What better way than in pictures?

The next decade will be better than the last. Let's start it off the right way by getting behind this advertising campaign. Make your store known as the photographic centre in your locality.

With confidence we wish you a Happy and Prosperous 1970.

## Kodak Consumer Products Catalogue 1970 Edition now available

Distribution of the Kodak Consumer Markets Catalogue for 1970 is nearing completion. If you have not yet received your copy, ask your representative when he calls.

The new edition has been fully updated to include all new products and show all retail prices current at time of going to press. The catalogue follows the same pattern as last year, with a separate Dealer Supplement containing discount information on bulk film purchases, Kodak Repair Service price list, dealer selling aids and general dealer information.

Make sure you keep your Kodak catalogue always handy. As well as a list of products available, it is a most useful selling aid, giving the main features of the more important lines, such as cameras and projectors, in a handy reference form.



## Thank you!

Our sincere thanks to all of you who took time off to complete and return to us the questionnaire on our Christmas Advertising Display material.

Generally it would seem that we are on the right track and the material was well displayed. We feel sure that those of you using the display right up to Christmas are pleased with the results. We trust you have followed up by displaying the Holiday Film Showcard to obtain your share of the extra film sales at this time of the year.

Don't forget the Kodak Summer Girl. Keep her prominently displayed all the year round where passers-by can see her. She's one member of your staff who will work continuously — without salary!

We would like to reply personally to all, and especially those of you who went to so much trouble to illustrate and write in length about your suggestions.

You will realise that this will not be possible in all cases, but we can assure you that each one will be carefully considered. The result of your co-operation, we know, will be to our mutual benefit. Once again, thank you.

## Two new films for advanced Kodak Instamatic Cameras

To widen the scope of picture taking with certain Kodak Instamatic cameras two new films have recently been introduced. They are TRI-X 126-12 exposure film for black-and-white photography under adverse or available light situations and Ektachrome High Speed film — EH 126-20 exposure film for making color slides under similar conditions.

It is recommended that these films should be used only in cameras with built-in adjustments for various film speeds — such as Kodak Instamatic cameras models 300, 304, 314, 500, 700, 800 and the Instamatic Reflex Cameras. They can also be used in some of the more sophisticated 126 models produced by other manufacturers and now available on the Australian market.

Contact your Kodak branch for further information.

Item No.

6278 TX 126-12 exposure cartridge (ASA 400).  
Retail price \$1.35 per roll.

6277 EH 126-20 exposure cartridge (ASA 160).  
Retail price \$3.30 per roll.

## The OLD ... and ... the NEW



Have you ever thought how much money you are losing when you sell a roll of 620 film for that old box camera? You make a profit on the sale but that profit would be much larger if you'd sold a 126 film. There's the extra photo-finishing from each 126 film (12 prints instead of 8, or more likely 6, because the incidence of failures is higher with a box camera).

Can you do anything about it? We believe you can. Very few of your customers will be driving a car

more than ten years old. They want something more up to date and efficient. Why then should they struggle along with an old box camera which is awkward to use and carry, restricted in the pictures it will take?

Why not introduce all customers for 620 roll film, to the new, convenient Kodak way of taking pictures? All Kodak Instamatic cameras are simple to use, easy to carry and take good pictures. Remember, more pictures per film means more profit for you and a customer who will come back again for more film and more photo-finishing — more often.

Order those extra Kodak Instamatic camera outfits now.



# More about advertising...

We've told you quite a deal before about our Summer-Easter advertising campaign, but we see no reason to be modest about it, so we're reminding you that it's still going strong.

You will have seen some of the press advertisements featuring the "Betty Andrews" theme already, and also quite a lot of T.V. commercials using much the same idea. They are enjoying just the kind of impact we anticipated. People are becoming more conscious of "the little things of life," and what's more important, they're beginning to keep a picture record of them. This Christmas was a record sales period for Kodak Instamatic cameras.

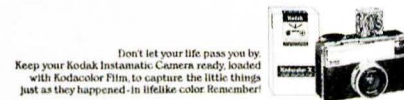
Now is the time to capitalise on the sale of all these cameras, and to keep them busy using Kodak film. You'll have a great deal of help from now till Easter from our national advertising campaign. This campaign has "muscles" — just so long as you give strong prominence to Kodak film and photo-finishing in your windows and inside your store.



The Andrews family remembers the little things in color pictures.

"That missing tooth did it! Susie's changed. 'Now listen,' I said to myself. 'Little things you'd like to remember happen all the time. And you forget.' So I've made up my mind. We're going to take color pictures of our family every week."

Betty Andrews



Don't let your life pass you by. Keep your Kodak Instamatic Camera ready, loaded with Kodacolor Film to capture the little things just as they happened—in lifelike color. Remember!

Save your life on Kodacolor Film.

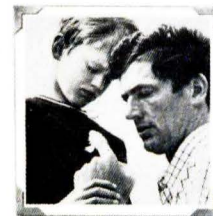
Kodak

Media	Feb.	Mar.	April	May	June
Press	← PICTURE-TAKING FEATURING BETTY ANDREWS →		← PHOTO-FINISHING CAMPAIGN →		
Television	← PICTURE-TAKING →		← PHOTO-FINISHING CAMPAIGN →		
Cinema	← GENERAL PICTURE-TAKING →				
National Magazines	← SPECIALISED ADVERTISING OF KODAK COLOR FILM, PRECISION CAMERAS AND EQUIPMENT. →				

To keep you posted on what is happening, we've included a small chart which shows you our advertising activity during the next few months. Our picture-taking campaign in press and on television continues right into Easter week, and running right alongside will be the photo-finishing campaign,

also using press and T.V. Both these campaigns are ably supported by our cinema advertising, where we are using the famous "Wedding Day" 2½ minute color commercial. You'll be interested to know that this commercial recently won a high award in a recent film festival in New York.

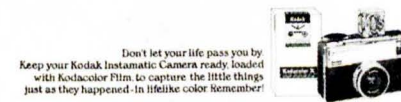
**So keep all that excellent Kodak display material right up front, right up until Easter. It's a good sales-making kit.**



The Andrews family remembers the little things in color pictures.

'What did Dad say? I hope Tommy will forget it. Took this photo after they had put up the tent. I can laugh about it now. Only a little thing from a beautiful holiday. But I've kept it to remind us.'

Betty Andrews



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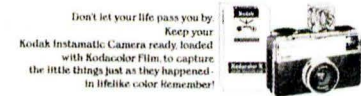
Kodak



The Andrews family remembers the little things in color pictures.

First day at the new school. It was a morning I didn't want to forget. Did that look say "Don't worry, Mum"? I stopped everything to take his picture. Then I kissed him goodbye.

Betty Andrews



Don't let your life pass you by. Keep your Kodak Instamatic Camera ready, loaded with Kodacolor Film to capture the little things just as they happened—in lifelike color. Remember!

Save your life on Kodacolor Film.

Kodak

These advertisements and others carrying the same theme will appear in metropolitan newspapers right through to Easter week. They measure 10" x 7 columns wide, and all feature our theme, "Save your life on Kodacolor Film".

**THE BIG IDEA**

**EXCITING COLOR ENLARGEMENTS—MADE BY KODAK**  
ASK US FOR DETAILS

**SHARE YOUR FAVOURITE PICTURES**

**ORDER EXTRA KODACOLOR PRINTS HERE**

These two showcards each measuring approx. 12" x 10" will support our photo-finishing campaign. More detail on this campaign appears in our Photo-Finishing Newsletter.



# Trained salespeople are the best salespeople

Photography represents an important expanding market and you doubtless recognise this, but is your staff as familiar with photographic lines as with everyday products?

Since we held our first Dealer Sales Course in 1961 we have had about 17,000 people spend up to three days with us learning how to sell films, cameras and photo-finishing.

We have recently expanded our facilities for this type of training and we urge all Kodak dealers to avail themselves of the opportunity to have staff members attend these well-organised schools. Although this is a relatively short course (two to three days), sales training is thorough and comprehensive. The course consists of the following elements:

**PRODUCT KNOWLEDGE:** Broadly, this covers films, cameras, photo-finishing and home movies. The sales points and customer benefits of each product are thoroughly explained, enabling the "student" to answer almost any question concerning these products.

**PRACTICAL CAMERA HANDLING.** This further familiarises those who attend the school with all features of the cameras you have in stock. This aspect of our course includes picture-taking. This induces confidence in the product being handled, and the "student" acquires a working knowledge of the camera.

**PRACTICAL SALES TRAINING.** This mainly consists of "role-playing" under realistic conditions. Experience gained in this way can, of course, be applied to any other line handled by the "student" during a normal working day.

There is a minimum of classroom lecturing, and an atmosphere of free discussion is maintained. The great majority of those who have attended the school have found the programme pleasant, instructive and stimulating. This results in a better knowledge of Kodak products, an increased ability to offer helpful advice to customers, and greatly stimulated self-confidence in handling photographic products. All this adds up to increased sales over YOUR counter.

And while we're at it, we'd like to tell you that many Kodak dealers have themselves taken advantage of this opportunity. We'd like to see YOU during 1970. We know you'll be pleased that you took the trouble.

## STOP PRESS

The following price changes were made too late for inclusion in the 1970 Consumer Products Catalogue. Please amend your copy on receipt.

Stock Item No.		Retail Price
6583	Kodacolor-X film CX135-12 exposure .....	\$1.96
0412	Kodak Movie Camera, Compartment case .....	\$6.90
2001	Kodak Movie Light (without Lamps) .....	\$15.90
0569/70/71	Kodak Rocker Dishes, 5" x 7", grey, red or black .....	\$0.50

**KODAK (Australasia) PTY. LTD.**

Branches in all States