



Kodak Dealer News

Give memories
Give a Kodak Instamatic Camera



**Kodak Spring-Christmas
Promotions 1968.**

KODAK SPRING & CHRISTMAS ADVERTISING CAMPAIGNS

We believe we can truly say that our 1968 pre-Christmas promotional plans are the best ever. When you see the quantity *and the quality* of our television commercials, newspaper advertisements and, above all, our point-of-sale material, we are sure you will agree.

Lift your profits this year by tying-in with these great Kodak advertising campaigns. They are designed to boost sales of Kodak cameras, films and photo-finishing by convincing *your* customers that

1. Photography is Fun.
2. Kodak Instamatic cameras are the simplest, most exciting way to take pictures.
3. It's all **Too Easy for Words**.

TOO EASY FOR WORDS

That's the theme for our Spring Campaign. Commencing September 22nd until October 23rd, the message will be delivered through leading newspapers and a new 60-second television commercial to be shown on Disneyland and other selected programmes.

The advertisements all illustrate the simplicity of the Open — Load — Shoot sequence for easy picture-taking with Kodak Instamatic cameras — still and movie.

GIVE MEMORIES: GIVE A KODAK INSTAMATIC CAMERA

Our Christmas campaign gets under way on November 10th and continues right into Christmas Week, promoting Kodak Instamatic cameras as exciting, acceptable gifts; gifts to please any member of the family; gifts that go on giving pleasure long after Christmas. Television and newspaper advertising will be backed by a wealth of in-store and point-of-sale promotional material.

POINT OF SALE

Your Kodak representative will discuss your requirements of Kodak Christmas display material.

There is a large full-color Christmas showcard with the Christmas sales message and an appealing picture that sums up the theme of our Christmas advertising.

In addition, there are camera stands, outfit crowners and an outfit stand crowner, all of "Christmassy" design to help you build eye-catching displays throughout the gift buying period. This year's de luxe Kodak Gift Guide features a wide range of Kodak cameras, film and accessories as gift ideas. It also promotes Kodak quality photo-finishing to bring customers back to your store for extra prints and enlargements.



Kodak 1968 Gift Guide

As usual, there is space for your own name to be displayed. And a new feature this year is a section devoted to Christmas picture-taking tips, to keep cameras clicking and flashbulbs firing throughout the festive season.

So make sure all your regular customers receive a copy of the de luxe Kodak Gift Guide. Distribute them to every home in your locality. We'll be helping by putting copies in completed photo-finishing orders, too.

NEWSPAPERS

During November we will publish the very first full-color, full-page advertisements ever to appear for Kodak products in Australian newspapers.

A "rough" of a color advertisement is shown opposite. The newspapers used have a combined circulation approaching 2 million.

In addition, during December there will be big, bold 14" x 7 column advertisements specially featuring Kodak Instamatic 25 camera outfits and 104 color outfits.

TELEVISION

There are five new 30-second commercials. These will be featured each week on Disneyland and other selected programmes to cover every commercial TV station in Australia, at peak viewing times.

HOLIDAY TIME, TOO

Showcard

There's a special Kodak showcard for the summer holiday period, to remind your customers to bring home their holidays on Kodak film — and to ask for quality Kodak photo-finishing by name.

Summer Girl

Who can resist the smile of a pretty girl?

This year's Kodak Summer Girl is a real crowd stopper with her long blonde hair, smart red slacks, white jumper and a tempting smile. Park her in a prominent position near your door or film counter and watch your sales of Kodak film soar as she goes to work **for you**.

Once again available in two sizes, for standing on floor or counter.

Too easy for words



Left: Too Easy for Words campaign newspaper advertisement.



Right: Full page, full color newspaper advertisement.



Left: Christmas display material.



Right: Holiday showcard.

Two Newcomers to the range of KODAK INSTAMATIC STILL CAMERAS

Kodak is proud to announce two newcomers to the range of Instamatic cameras. They have all the great features that have made Kodak Instamatic cameras so popular the world over: Hinged back; Instant loading with 126 film cartridge; Pictures in black-and-white and color;

Built-in flash; Double exposure prevention. Their smart, new styling in black and chrome distinguishes them as completely new models. What's more, both you and your customers will be pleased with the prices. Sell them on their benefits and features, listed below.

Kodak Instamatic 233 camera



Following the success of the 204 model, the Kodak Instamatic 233 camera is sure to achieve instant popularity. It is feature-packed to provide all the benefits your customers want. Made right here in Australia, supplies of the Kodak Instamatic 233 camera will be available in good time for Christmas; the price is very attractive; so make sure you have adequate stocks. It's certain to sell fast.

Kodak Instamatic 233 Camera
Item No. 0207 Retail Price \$16.60
 Always-ready type carrying case
Item No. 0340 Retail Price \$1.95
 PX23 battery (for flash)
Item No. 4006 Retail Price \$0.89

Red-Letter Benefits

- Clear view of subject
- Sharp, clear pictures in black-&-white or color
- Takes pictures in any light
- Easy outdoor picture-taking
- Easy indoor picture-taking
- Positive, full-firing flash
- Winds on fast for rapid shooting
- Easy to carry — take anywhere

Blue-Ribbon Features

- Large bright viewfinder with reflected frame
- Fixed-focus Kodak Reomar 41mm coated 3-element lens
- Maximum aperture f/6.6, minimum f/20. 2-speed shutter: 1/80 sec. for good daylight. 1/40th sec. for cloudy dull or flash
- Weather-dial exposure system for daylight
- Flash distance scale sets correct aperture. Accepts flashcube which automatically rotates when winding on
- Battery/capacitor circuit, powered by one PX23 mercury cell
- Ratchet wheel film advance
- Wrist strap supplied. Case available

A camera that is versatile yet retains the simplicity of operation of all Kodak Instamatic cameras. The new Kodak Instamatic 314 camera has many new features including CdS electric eye, large reflected-frame viewfinder and two focus settings. It comes complete with batteries, wrist-strap and always-ready carrying case — and it retails at the same price as the popular 304 model which it replaces.

Kodak Instamatic 314 Camera
Item No. 0119 Retail Price \$44.00
 complete with carrying case and two PX825 batteries

Red-Letter Benefits

- Clear view of subject
- Sharp, clear pictures in black-&-white or color
- All types of pictures from scenes to close-ups
- No focusing errors
- Easy outdoor picture-taking
- Easy indoor picture-taking
- No flash failures
- Convenient to use
- Rugged construction

Kodak Instamatic 314 camera



Blue-Ribbon Features

- Large bright viewfinder with reflected frame
- Color-corrected Lumenized Kodar lens
- Two focus settings: "2-6 ft." and "beyond 6 ft."
- Focus setting returns to "beyond 6 ft." automatically, after each close-up picture
- CdS electric eye, with automatic adjustment for film speed and low-light warning signal in viewfinder
- 1/90th second shutter speed changes to 1/45th second for flash. Flash exposure automatically adjusts for "2-6 ft." and "beyond 6 ft." settings
- Two PX825 batteries fit only one way. Power both flash circuit and CdS meter
- Large well placed shutter release. Body shaped for easy holding. Retaining screw secures camera in case
- Tough moulded plastic body with metal front, panels, hinge and back

KODAK EKTAGRAPHIC 8 MOVIE CAMERA

It's one for



The
Connoisseur

The Kodak Ektagrophic 8 movie camera is primarily intended for professional applications such as time-and-motion study and educational films. But it is also being made available on the amateur market, and is specially suitable for the serious worker, the cine society, and the connoisseur — the man who must have the best of everything. It is an extremely versatile and foolproof super 8 movie camera, combining all the desirable features of Kodak Instamatic movie cameras with several important new features.



Kodak Ektagrophic 8 movie camera
Item No. 0203 Retail Price \$240

Instant loading, of course, with the super 8 movie cartridge. Built-in Type A filter, automatically removed by the filter key or when a Kodak Instamatic movie light is fitted. Electric motor drive from three AA-size manganese/alkaline batteries. Automatic film footage counter. Built-in, fold away pistol grip. Sturdy die-cast aluminium construction.

These are all features you have come to expect in a super 8 movie camera, so let's see what makes the Kodak Ektagrophic 8 movie camera so very special:

- Zoom lens, 5-to-1 ratio (9.5-45mm) 12-element, f/1.8, with power or manual operation, focuses down to 4 feet.
- Reflex sportsfinder frames subject in a clear rectangle, surrounded by an amber mask.
- Rubber eyepiece for comfort, and finder adjustable for individual eyesight.
- Through-the-lens automatic exposure control, with CdS cell, powered by one PX13 battery.
- Variable filming speeds of 12, 18, 24 and 32 frames per second, as well as single frame facility with a cable release.
- Manual over-ride of exposure control for "ab-normal" subjects.
- Low light warning and end-of-film indicator visible in viewfinder.
- Auxiliary batteries (three AA-size) housed in pistol grip for filming at 24 and 32 f.p.s. and lower-than-normal temperatures.
- Automatically adjusts to accept films rated at ASA 40, 100 and 160.

So for the serious worker, the customer who really wants the best, the Kodak Ektagrophic 8 movie camera is the one with the professional specification.

KODAK TRI-X REVERSAL FILM ASA 160 BLACK-&-WHITE SUPER 8



With the announcement of the Kodak Ektagrophic 8 movie camera, specifically designed to properly expose high speed films, the introduction of Kodak Tri-X Reversal Film, super 8, is also announced.

The speed rating of Kodak Tri-X Reversal Film, super 8, is ASA 160, making it ideal for use where artificial or low-level daylight lighting conditions prevail. A notch in the cartridge automatically sets the film speed on those automatic cameras designed for higher speed films. At the same time, inserting the cartridge also swings aside the built-in type A filter on some models of super 8 camera (The Kodak Ektagrophic 8 camera, for example).

Users of cameras not specifically designed for higher speed films will often be able to set their cameras manually for Kodak Tri-X Reversal film to obtain correct exposure at the specific low-level lighting condition in which they are interested. It is not recommended for use with Kodak Instamatic movie cameras having automatic exposure control.

Make sure any enthusiasts amongst your customers, particularly cine society members, know about this new film. We are sure they will quickly see the many exciting possibilities it opens up for filming indoor sporting events (such as basketball and boxing), as well as outdoor scenes at night, without elaborate lighting equipment.

Kodak Tri-X Reversal film, Type 7278, 50 ft.
In super 8 cartridge (TXR464)
Item No. 6380 Retail Price \$3.00
(Processing Extra)

See the article in Kodak Photo-Finishing Newsletter for details of processing services for Kodak Tri-X Reversal film, super 8.

TEST FLASHCUBES and Instamatic 233 cameras

The flash circuit of the new Kodak Instamatic 233 camera is of the battery/capacitor type. A battery charges a small condenser (or capacitor) which, when the circuit is completed by releasing the shutter, delivers a short, powerful surge of energy to fire the bulb. This type of circuit is more dependable than the straight forward battery circuit, and virtually eliminates flash failure. Higher voltages can be used, a full charge of power is delivered each time, and the circuit is less dependent upon actual battery condition.

However, the battery/capacitor circuit brings its own problem — that of testing the circuit. The test flashcubes now available light up when connected to a battery, but with a battery/capacitor circuit they simply do not work. This is because to make the filament glow, they require a greater current over a longer period of time than is available in the short surge of power from a condenser.

New test flashcube

A new test flashcube to suit battery/capacitor circuits will be produced, and an announcement made to dealers as soon as it is available. Meanwhile, if you find it necessary to test the circuit of an Instamatic 233 camera, it must be done by firing an actual flashcube. But the need to test will not arise very often; and firing a "live" bulb is not really a high price to pay to ensure customer satisfaction and no lost frames of film.

Positive terminal up

Whilst on the subject of the Kodak Instamatic 233 camera, a warning about the PX23 battery. The battery must be inserted into the camera with the positive (+) terminal up, as shown in the instruction book; which means the printing on the battery label is upside down. The flash circuit will operate with the battery inverted, but because of certain electrical properties of the capacitor, there will be an excessive drain of current from the battery with consequent short battery life.

AYTH EINAI GIA SAS !

Can you read the heading above? If it's all Greek to you, don't worry, that's exactly what it's meant to be! It comes from a Kodak advertisement in a foreign language publication.



As well as Greek, Kodak advertisements appear in Italian, German, Dutch and Jewish newspapers and magazines. Some of them are shown in the accompanying illustration.

Wherever your customers come from, we make sure they get the message about Kodak film and Kodak Instamatic cameras.

P.S. Kodak is the same in any language.

1968-1969 FEDERAL BUDGET BRINGS PRICE CHANGES

The increase in Sales Tax on certain goods, from 12½% to 15%, means price increases for some Kodak products. Some of the main items affected are listed below.

As a guide, the complete list includes items in the following categories: Photo-albums, Photo-frames, Developing and Printing accessories, Chemicals, Still and Movie Projectors and Accessories, and Photo-Greeting Cards. Our new 1969 Consumer Products Catalogue is being prepared and all retail prices in it will be fully updated. Meanwhile, remember that your invoices will show the current retail prices ruling at date of delivery.

Main price changes for your 1968 Consumer Products catalogue:

Page	Item No.		Retail Price
12	2289	Kodak Carousel 'S' Projector	\$177.85
—	2333	Kodak Carousel S-AV Projector (less lens)	215.70
12	2341	Kodak Retinamat Projector	111.95
18	2308	Instamatic M55-L Movie Projector	73.60
18	2342	Instamatic M70-L Movie Projector (zoom lens)	178.90
18	2343	Instamatic M80-L Movie Projector (zoom lens)	209.55

Kodak Photo-Greeting Card Prices effective 14/8/1968:

Slim-Line

10 (minimum order)	complete with envelopes		\$0.35 each
25 or more	" " "		0.32 each
50 or more	" " "		0.30 each
100 or more	" " "		0.28 each

Trim-Line

10 (minimum order)	complete with envelopes		0.30 each
25 or more	" " "		0.28 each
50 or more	" " "		0.26 each
100 or more	" " "		0.22 each

A new Page 3 has been prepared for the Kodak Photo-Greeting Cards Ordering Guide, which was enclosed with your July/August Kodak Dealer News. The new page is available from your Kodak representative or local branch, on request.

Please pass Kodak Dealer News on to your staff

KODAK (Australasia) PTY. LTD.

Branches in all States

A. E. KEATING AEK