

**Sales assistants.  
Your product knowledge  
could WIN you  
1st prize  
of a Philips 22"  
color TV...**



**...or one of a hundred  
Kodak pocket Instamatic 100 camera outfits!**



# Kodak Pocket Camera Quiz

Win — a color T.V. set, or one of 100 Kodak pocket Instamatic 100 camera outfits!!

Your Name: Mr./Mrs./Miss \_\_\_\_\_

Store Name and address \_\_\_\_\_

Post your entry to: Kodak pocket camera quiz, P.O. Box 90, Coburg, Victoria, 3058.  
to arrive on or before Friday November 15, 1974.

**Q1.** What are the two best selling features of all Kodak pocket Instamatic cameras?

- ☐ Compact, lightweight, easy to carry  
☐ Bright-line viewfinder  
☐ Take big, clear, rectangular pictures  
☐ Reliable flash pictures

**Q2.** Pocket Instamatic cameras use:

- ☐ 126 film      ☐ 828 film  
☐ 110 film      ☐ 8 mm film

**Q3.** How do standard size prints made from 110-size color negatives differ from those made from 126-size color negatives?

- ☐ Bigger    ☐ Smaller    ☐ Same size

**Q4.** A customer is interested in purchasing a pocket Instamatic 100 or 200 camera. She mentions that with her old Instamatic 33 camera she often 'chops off' her subjects' heads in her pictures. Which camera would you recommend?

- ☐ model 100    ☐ model 200

Why? \_\_\_\_\_

**Q5.** Your customer says "I might forget, and leave the lens cover closed on my pocket Instamatic camera when taking a shot, and so waste a picture." You explain:

- ☐ "You can't, because the shutter release locks when the lens cover is closed."  
☐ "Then you can wind the film back and reshoot the picture."  
☐ "You have to be more careful."

**Q6.** You have just sold a pocket Instamatic camera, and your customer says: "Can I use this camera to take color slides?" You explain:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Q7.** Your customer is off on an overseas trip, and wants a camera that will give her pictures in a wide range of weather conditions, but with no "settings" whatsoever. Which pocket Instamatic camera would you recommend?

- ☐ 100      ☐ 300  
☐ 400      ☐ 50

**Q8. (A)** Your customer wants a pocket Instamatic camera for less than \$50. You show models 100, 200 and 300 and explain the benefits and features of model 100. Then you say "Model 200 is a little more expensive, but it also has some additional features, such as:

- ☐ Bright line viewfinder  
☐ Faster lens  
☐ Used flashcube warning  
☐ Two speed shutter for pictures in bright or hazy sun.

**Q8. (B)** You go on to explain that the model 300 is even better, because:

- ☐ Automatic exposure control  
☐ Variable aperture lens enables pictures under a wider range of lighting conditions.  
☐ Warning signal warns of underexposure  
☐ Tripod and cable release sockets  
☐ Extended 1.2—5 m. flash picture range

**Q9.** Your customer asks what style of print Kodak makes from 110 Kodacolor negatives. You say:

- ☐ Borderless, glossy  
☐ Glossy surface, with exposure numbers on the borders  
☐ Borderless, silk surface, rounded corners  
☐ 9 x 9 cm square

**Q10.** Which of the pocket Instamatic camera models below have automatic exposure control?

- ☐ 300    ☐ 100    ☐ 500  
☐ 400    ☐ 60    ☐ 50

**Q11.** Your customer owns a pocket Instamatic 100 camera, and has just picked up a 110 film from processing. One of the prints (of a country scene) is blurred. How would she overcome this problem in future?

- ☐ Use flash  
☐ Use a higher shutter-speed  
☐ Hold the camera steady, and squeeze the shutter release gently without jerking.  
☐ Use a faster film.

**Q12.** In another of her pictures — a group of people indoors — some of the people's eyes appear red. How could she minimise this?

- ☐ Use a magicube extender  
☐ Use a magicube  
☐ Use a cable release  
☐ Stand further away.

**Q13.** Your customer is interested in a pocket Instamatic camera, but says "On my Instamatic 104 camera, I often have a used bulb in place and so waste a lot of pictures." You explain:

- ☐ The magicube rotates to a fresh bulb automatically  
☐ There's a 'used bulb' warning signal in the viewfinder  
☐ The camera will not operate unless a new bulb is in the firing position  
☐ Magicubes are fired mechanically

**Q14.** Your customer now has a box camera and says "I want a camera that is easy to load, and doesn't double-expose." You explain that pocket Instamatic cameras:

- ☐ Load automatically  
☐ Can't be wound on unless the safety switch is pressed  
☐ Have simple drop-in cartridge loading, and a double-exposure prevention lock.

**Q15.** She asks if Kodak will make reprints of a portion of a 110 color negative. You say:

- ☐ Yes  
☐ Yes, at extra cost  
☐ No

**Q16.** What accessory item would you suggest to the purchaser of a pocket Instamatic 100 camera outfit?

\_\_\_\_\_  
\_\_\_\_\_

**Q17.** Your customer has just bought a pocket Instamatic camera and has wound the film until the first number '1' appears in the window in the back of the camera. However, the shutter will not operate. Why?

- ☐ Lens cover closed  
☐ Winder should be operated until it locks  
☐ Flat battery

**Q18.** Your customer has borrowed a friend's pocket Instamatic camera with a film already loaded, but is not sure whether it is a color slide or a color print film. How would you tell?

- ☐ You can't  
☐ Send film for processing  
☐ Open camera and check cartridge label  
☐ Check cartridge label through window in camera back

**Q19.** Your customer cannot decide whether to buy an Instamatic 155X or pocket Instamatic 100 outfit. You explain that for many people the pocket Instamatic camera is worth the additional outlay because:

- ☐ More reliable flash  
☐ Takes larger rectangular pictures  
☐ More compact, lightweight, easy to carry  
☐ Double exposures are impossible  
☐ Takes smaller color slides

**Q20.** Your customer has just purchased a pocket Instamatic camera. What would you suggest that she do before she starts using it?

\_\_\_\_\_  
\_\_\_\_\_

KODAK (Australasia) PTY. LTD.

## Conditions of Entry

1. Closing date: November 15, 1974. Only entries received by Kodak (Australasia) Pty. Ltd. on or before that date will be considered eligible.

2. There is no entry fee. Only one entry per person may be submitted.

3. Entries will be judged on skill. The correctness of the answers to questions one to twenty will decide the winners,

and in the case of a tie, accuracy and completeness of answers, clarity of expression and overall presentation will be taken into account.

4. Any employee of a retail store who, in the ordinary course of his or her normal employment is engaged in the retail sale of amateur photographic products to consumers within Australia, is eligible to enter the contest. Note: Store proprietors are not

eligible to enter the contest, nor are employees of Kodak (Australasia) Pty. Ltd., their families, or employees of Kodak's advertising agency and their families.

5. The judges' decision is final and no correspondence will be entered into in relation to that decision.

6. All prizewinners will be notified by mail, and a list of prizewinners will be published in Kodak Sales News.

7. Prizes will be forwarded to the prizewinners' nominated address within Australia. Prizes may not be exchanged for cash.

8. All prizes will be awarded unless fewer than 101 entries are received.

9. Additional entry forms available from Kodak. Entries may be submitted on a plain sheet of paper.