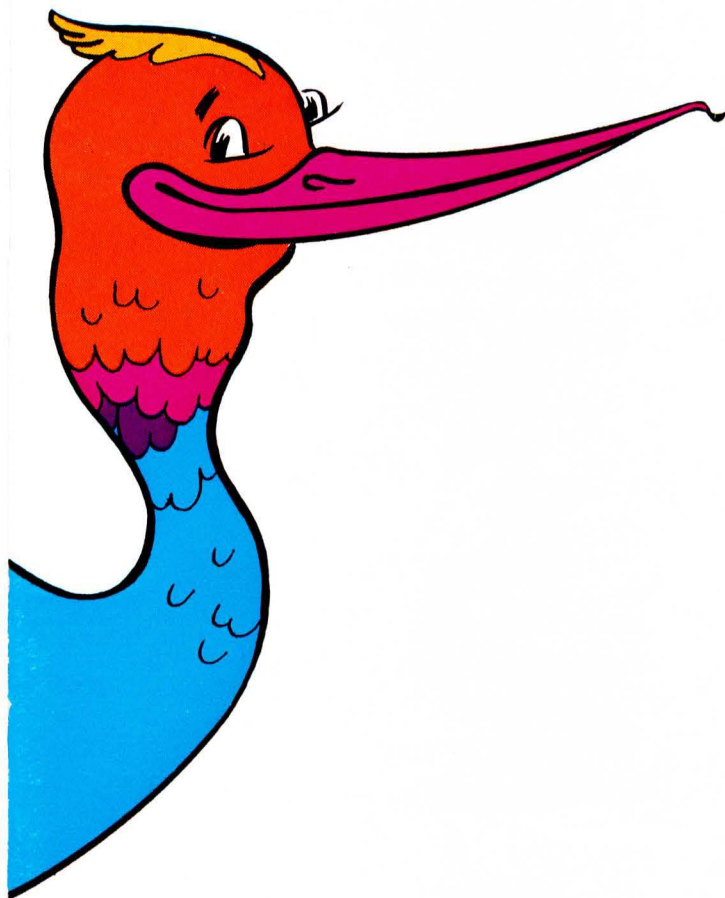


Kodak Sales News

July/August 1971

**Meet
the
nicest
bird
in the
business**

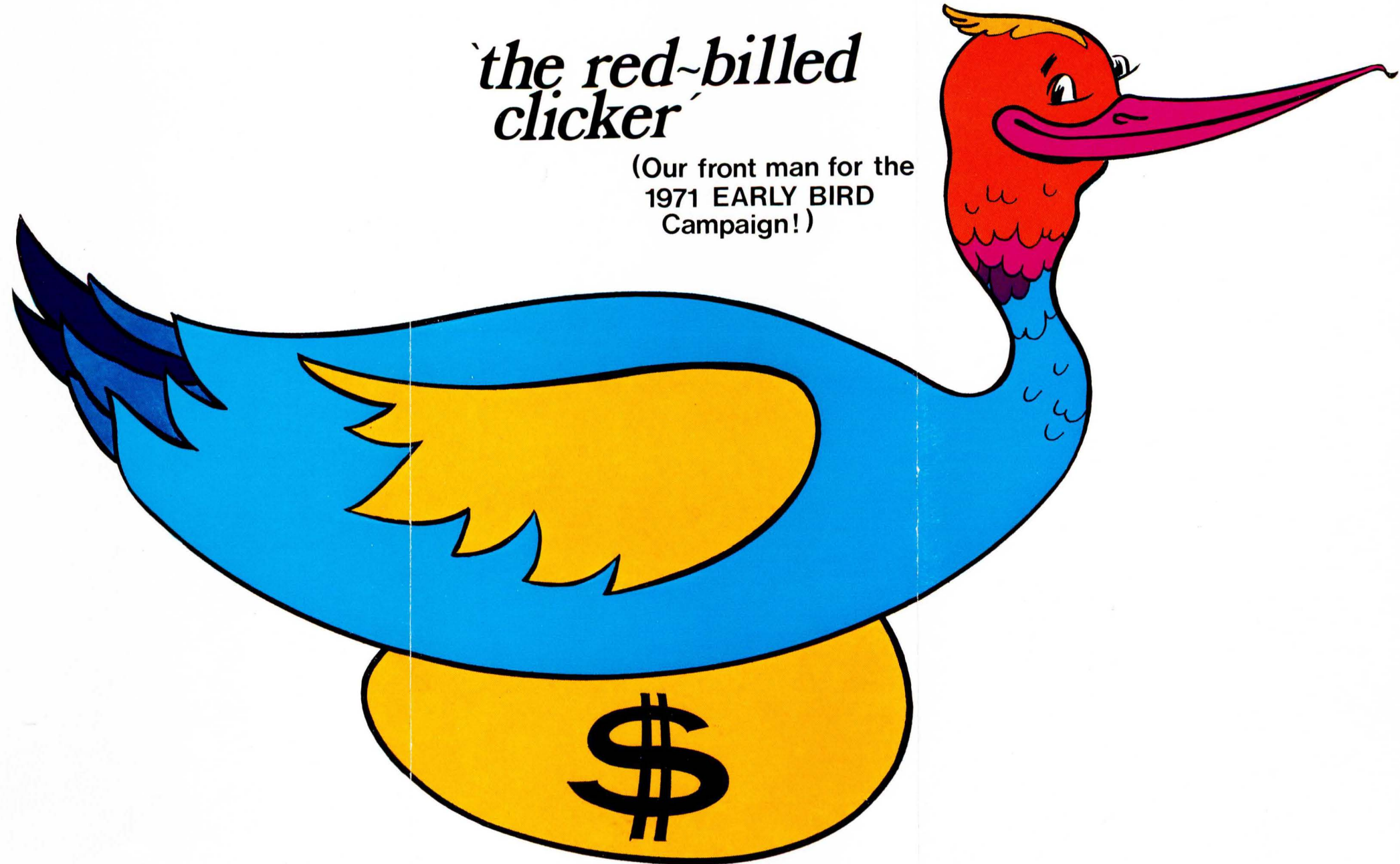


Kodak Sales News

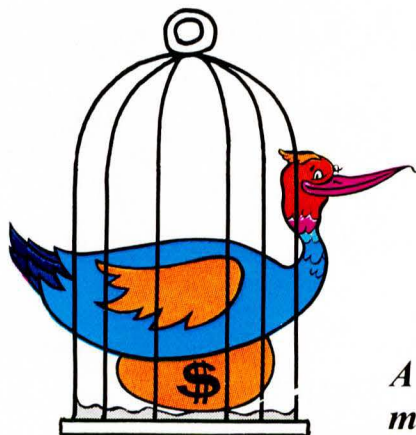
July/August 1971

*'the red-billed
clicker'*

(Our front man for the
1971 EARLY BIRD
Campaign!)



**Meet
the
nicest
bird
in the
business**



Our feathered friend has hatched a big one this year!

A new "Early Bird" discount coupled with bright new in-store material; the brightest Christmas campaign yet; and a swinging Summer Promotion — all add up to a healthy nest egg for you! This year, for the first time, the "Early Bird" discount rates will apply to the whole outfit. This means bigger savings for you, for better margins on the sale of the outfit.

1971 "Early Bird" Campaign

Here are the products:

Kodak Instamatic 33 Camera
Kodak Instamatic 33 Color Outfit
Kodak Instamatic 133-X Color Outfit
Kodak Instamatic 233-X Color Outfit
Kodak Instamatic 33-X Color Outfit

Here are the discounts:

5 to 39 Units*	5%
40 to 99 Units*	7½ %
100 to 699 Units*	10%
700 or more Units*	12½ %

**Camera or Outfit*

Cameras and outfits may be ordered in mixed lots and the total will qualify for the extra discounts, provided they are ordered at the one time.

Deliveries and credit

All orders received during the "Early Bird" period will be delivered from August 23 through to September 30. Deliveries in August will appear on your August statement, but payment for these items may be deferred until October 30. So—don't wait until September. Get in early, and obtain the full benefit from these extended credit facilities!

Television
Press and
Point-of-Sale Display
will get you off to a good start

To make sure that your “Early Bird” buy gets off to a swinging start, we have already organised 2 campaigns to get people into a picture-taking mood.

First of all, we’ve got the school holiday campaign. This campaign, very strong on press and television, is addressed mainly to the Mums and the younger fry. The products illustrated are the Kodak Instamatic 33 and 25 cameras (in that order of dominance). The campaign was devised to give you an opportunity to clear any stocks you may be holding of these and other cameras before your “Early Bird” buy-in. If you get behind this campaign by displaying the cameras prominently, and using the window streamer to advantage, you should be well on the way to clearing the decks of any of these stocks. If you do this, your future stocks should consist of the ‘X’ camera outfits only (everything nice and current). So, if you haven’t already done so, get those 33’s and 25’s out front with a nice big ticket on them, and make sure that

you have that window streamer where they won’t miss it!

Second on the list is our Spring campaign. This consists mainly of a strong television burst during September and October, ably supported by one of the most attractive display units we’ve ever distributed. It’s illustrated here in black-and-white to give you an idea of what it looks like — but this picture’s only half the story. In full color, it’s very smart indeed, so when your Kodak representative brings one along, set it up right away. You’ll note that the caption is “Today will happen only once”. This is typical of an advertising philosophy that will permeate our advertising for some time to come, and you’ll read more about it in our next issue of Kodak Sales News. To cut a long story short, we’re going to usher in an era of Kodak advertising that will pull at their heart-strings, make them want to take pictures, and give them all the reasons why they need to take pictures. Our Spring campaign is just the start. In our next issue, we’ll tell you all about Christmas — that’ll make your “Early Bird” buy-in really worth while.



NEW, EASIER-TO-USE COLOR PHOTO-FINISHING
ENVELOPE COMING
SHORTLY

You can expect to see the redesigned Color Photo-Finishing Envelope illustrated on left in your store very soon.

The layout has been greatly simplified to speed-up the job of filling it out. The fill-in panels have been positioned on the left-hand side so that your hand rests more comfortably on the pad and the order panels have been reorganised so that the customer’s requirements are more clearly defined. A quick order guide with cut-out panels has been incorporated in each to make it even easier to complete the order.

The dealer’s record stub is larger and allows you to keep a more accurate record of each order.

When filling-out these new orders, would you kindly keep these points in mind:

1. Customer’s Name and Address. Please make sure that you include the customer’s full name and home address, including the post-code number. This will facilitate any follow-up that may become necessary should the customer fail to return to collect the completed order. As we mentioned in the last issue of Kodak Sales News, after September 1st, 1971, we will only accept for credit those unclaimed orders that have the customer’s full name and address on the envelope.
2. One film or other photo-finishing service per envelope only.
3. Fold twice as shown and the contents will be secure.

Quickpoint Plastic Mounts

A new product has now been added to the range of photo accessories from Kodak. The Quickpoint Plastic Mounts, complete with Anti-Newton-Ring Glass, will satisfy a demand by keen amateur photographers who wish to mount their favourite color slides for exhibition showings, etc.

They are available in full-frame 35mm size, half-frame 35mm size and also in 126-size. They are made from a sturdy plastic material which is resistant to heat from projection lamps and come in boxes of twenty. The suggested retail price is \$1.68 per box and they are available now from your local Kodak Branch.

RECEIVED PHOTO-FINISHING SERVICES KODAK 1st FOLD COMPLETED SERVICE

CUSTOMER'S NAME
STREET
TOWN/CITY
STATE POSTCODE

Kodak COLOR PHOTO-FINISHING SERVICE

ORDER NO.

CONTENTS ONE FILM OR SERVICE PER ENVELOPE

FILM (PLEASE INDICATE TYPE WITH TICK) Kodacolor ☐ Ektachrome ☐ Other ☐

QTY OF SLIDES OR NEGATIVE STRIPS

SLIDES
NEGATIVE STRIPS

ORDER QTY FROM EACH NEG OR SLIDE TOTAL

KODAK DUO PRINT 126 COLOR NEGGS ONLY

PRINTS

ENLARGE-MENTS

SLIDES

SPECIAL SERVICES/INSTRUCTIONS (e.g. enlargement size, mask no., etc.)

READ THIS NOTICE: Although film price does not include processing by Kodak, the return of any film or print to us for processing or any other purpose, will constitute an agreement by you that if any such film or print is damaged or lost by us or our subsidiary company, even though by negligence or other fault, it will be replaced with an equivalent amount of unexposed Kodak film and processing and, except for such replacement, the handling of such film or prints by us for any purpose is without other warranty or liability.

KODAK (Australasia) PTY. LTD. (INCORPORATED IN VICTORIA)

KC35101K

Making a move?

If you are planning to move your business to a new address it would be appreciated if you would let your local Kodak branch office have at least 14 days notice before you leave your old premises.

On such occasions there are short lengths of red tape to be taken care of by our branch people including the signing of a new Dealer Agreement, arranging a fresh supply of Color Processing Envelopes with your new address, advising your representative, etc.

Knowing in advance that you are moving will ensure that the supply of Kodak goods and services to your new store will not be delayed either.

Another plus for the KODAK INSTAMATIC M66 Movie Projector:

the new f/1.3 Vario-Kiptagon 15-30mm zoom lens

From now on, the KODAK INSTAMATIC M66 Movie Projector will be supplied with the new f/1.3 Vario-Kiptagon 15-30mm zoom lens.

This new lens provides higher light output for brighter pictures on the screen, plus a longer zoom range for added versatility and enjoyment.

Most importantly, the suggested retail price for the projector remains unchanged at \$137.50 ea., tax included.

This quality super 8 projector has now been selling in Australia for two years and this new improvement to the optics will give greater customer satisfaction and viewing pleasure.



Handy Photo Hints

They 'buy better' in 20's

Here's a good suggestion for your value-conscious customers. Next time a customer asks for a twelve-exposure roll of 35mm or 126-size Kodacolor film, recommend that they get more for their money by buying a twenty-exposure roll instead.

They have the convenience of eight extra pictures without reloading and, most importantly, the cost per print is considerably less.

Here's how you can prove this to them:

Add the cost of processing to the purchase price of the film. Divide the answer by the number of exposures per roll and compare the difference in the unit cost of each print. You will find that the cost for a print from a twenty-exposure roll is about six cents lower than it is for a twelve-exposure roll.

This is certainly good news for customers — but just as importantly, you benefit yourself through the bigger margin on the film sale and the extra photo-finishing.

New re-order folders

A new design of "re-order folders" was introduced recently to streamline the procedure for ordering extra prints, slides and enlargements, etc. Please note that these folders do **not** replace the existing Black-and-White or Color Processing Envelopes.

These envelopes are still to be used in conjunction with the "re-order folders". You should complete the necessary instructions on the re-order folder, place the negatives or slides inside **after** you have filled it in, make out Photo-Finishing Envelope in the usual way and then place the "re-order folder" and its contents inside for forwarding to the Kodak Processing Laboratory.

THE FIRM WITH FAITH IN KORUMBURRA

So ran the leader in a special sixteen page supplement printed by Smith's Amcal Pharmacies of Korumburra in the local paper last December.

We would like to congratulate this dealer for the enterprise shown in promoting his store in such a forceful manner. The supplement was packed with Christmas gift ideas as well as a range of useful tips ranging from home-safety hints, information on antidotes to use for poisoning and overdoses, how to administer mouth to mouth resuscitation, plus a whole host of other good advice.

Smith's did not overlook their photographic trade either. In fact, every one of the 35 in-store situation photographs printed in the supplement were taken by pharmacy staff with cameras stocked by the dealer — and what's more, they told their readers of this.

Here's what they said:

"We believe that product knowledge is essential. To prove our point, we decided to produce our own photos for this supplement. Photography has been simplified to such a degree that it is possible to take

good photos, either movies or stills in color, without any need to be shifting a lot of gadgets on the camera before you take your photo.

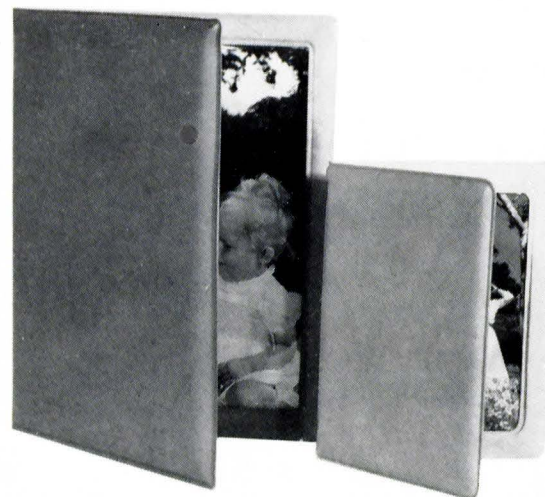
For the person who has never taken a photo because they thought it was too difficult, we can assure you that times have changed."

Smith's did not leave it at that either — they backed-up their words with pictures such as the one illustrated, showing two staff members holding their Kodak Sales Course Certificates.



This kind of enterprise did not go unrewarded — Smith's enjoyed a bumper Christmas. So why not give some thought on how **you** will promote **your** store next Christmas? Right now is the time to start planning. If you want some help, ask your Kodak Representative — **you** can have faith in **him**.

Something for Father's Day—New Kodak Desk Wallets!



Here's a new product to boost your accessory and photo-finishing sales! Available in three sizes to take either two 3½x3½in. (3S) prints, 3½x5in. (3R) prints, or 5x7in. enlargements, your customers can choose from three attractive colors — Orange, Dark Brown or Off White. Made from washable vinyl, these wallets are foam padded and sturdily reinforced.

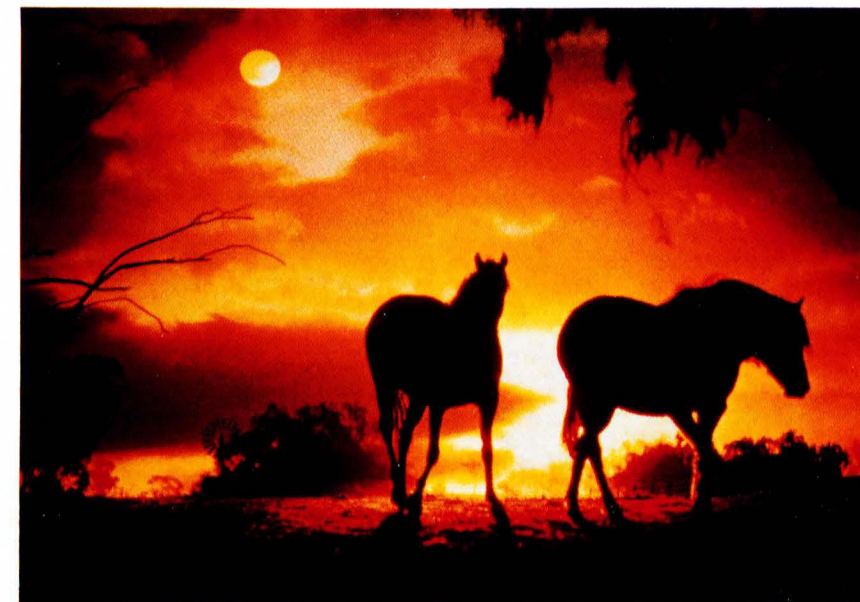
Why not promote these with a special photo-finishing campaign for Father's Day? Suggest extra prints or enlargements of favourite family pictures, mounted in one of these wallets, for Dad's desk at the office.

The suggested retail prices are equally attractive, too:

- 3S size — \$0.70 ea, tax included.
- 3R size — \$0.99 ea, tax included.
- 5x7in. size — \$1.50 ea, tax included.

(For full price and ordering details, see the Kodak dealer price amendment supplement issued with this edition.)

QUEENSLAND DEALER WINS WORLD TOUR IN INTERNATIONAL KODAK PHOTO CONTEST



A Rockhampton dealer, Mr. Reg Fitzpatrick, has won the Grand International Prize in the 10th World Kodachrome Color Slide Contest. His prize is a world tour by Air France, and 5,000 francs in spending money — all for a single photograph!

But what a photograph! Illustrated is his prize-winning entry, titled "Heading Home". This beautiful picture clearly shows Mr. Fitzpatrick's skill as a photographer. His entry was made by combining images from three separate slides onto Kodachrome II film, using a slide copying device. The horses, the clouds and the sun were each separate pictures, made on different occasions on Kodak Ektachrome-X film.

The annual contest is organised jointly by Kodak-

Pathe, Air France and the Paris magazine, Jours de France. It is the first time the prize has been awarded to a non-French entry.

The competition received tremendous publicity last year when the "Travelogues in Multivision" presentation was shown in major Australian cities by Kodak. Those who saw Multivision will remember that a selection of the best color slides from previous contests—entitled "Colors and Smiles of the World" — formed the final segment of the triple-screen presentation.

Mr. Fitzpatrick saw the Multivision show when it was screened in Canberra and it was then that he decided to enter his prize-winning slide. We're glad he did.