

KODAK
SALES
NEWS
november
1972



(actual size)



**Everything
is small but
the market,**

..and the
pictures!



(actual size)



(actual size)

INTRODUCING pocket photo- graphy

How often have you heard people say, "If only I had a camera with me!"

Even with picture-taking enjoying unparalleled popularity, the lament persists. Because cameras just aren't easy enough to carry, convenient enough to take along **all the time**, many memorable pictures are missed, many moments worth saving are forgotten.

Obviously, what is needed is a small, go-anywhere camera that takes big clear pictures.

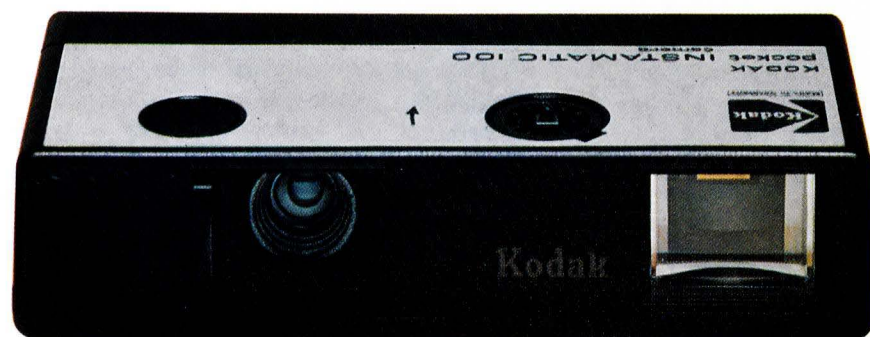
Now, Kodak has met this need with an exciting new product line! With new, little cameras that take big pictures! Meet the new Kodak pocket Instamatic cameras . . . and the new 110-size film in convenient drop-in cartridges.

the cameras

Here they are — five brilliant new camera outfits that will inject new life into your photo sales! There's a model to satisfy every customer's need — from the basic 100 model to the sophisticated 500 model.

But regardless of the model, every Kodak pocket Instamatic camera offers these basic customer benefits:

- ***Easy to carry** for those "once-in-a-lifetime" pictures because of their **compact and lightweight design!**
- ***Easy to load** because of the **convenient drop-in film cartridge!**
- ***Easy to use** because each camera is designed to take good pictures with **the minimum of settings!**
- ***Big clear pictures** because the new Kodacolor II film is specially formulated to produce **clear pictures from small negatives!**
- ***Reliable flash pictures** because the cameras use **self-powered magicubes!**
- ***Easy film winding** because of the **thumb-slide film advance!**
- ***Saves on wasted pictures** too because of the **double-exposure-prevention shutter lock!**
- ***The lens is protected** by a **sliding cover** which also locks the shutter!
- ***Instant film identification** because of the **window in camera back** to indicate film type and exposure number!



(actual size)

KODAK Pocket INSTAMATIC 100 Camera Outfit



The low-cost lightweight! No settings — just load, aim and shoot. Fixed-focus from 4ft. to infinity. The 25mm f/11 triplet lens gives big clear pictures. Single shutter speed of 1/60 second for daylight and flash pictures. Flash range 4 to 9ft.

Outfit comprises 100 model camera, cartridge of Kodacolor II 12-exposure film, magicube, wrist strap and instruction book.

Stock Item No. 0004. Suggested retail price: **\$27.75 each.**



(actual size)

KODAK Pocket INSTAMATIC 200 Camera Outfit



Has all the features of the 100 camera, plus improved styling and two shutter speeds — selected by weather symbols to give greater picture-taking scope.

Camera has a 25mm f/11 three-element lens, fixed focused from 4ft. to infinity. Daylight shutter speeds of 1/40 and 1/80 second are selected manually by setting against desired weather symbol; 1/40 second is automatically selected when a magicube is fitted.

The bright-line viewfinder has parallax marks to help overcome accidental "cropping" with close-up pictures.

Outfit comprises 200 model camera, cartridge of Kodacolor II 12-exposure film, magicube, wrist strap and instruction book.

Stock Item No. 0058. Suggested retail price: **\$34.75 each.**



(actual size)

KODAK Pocket INSTAMATIC 300 Camera Outfit



Taking pictures on a sunlit beach or on a cloudy day is equally easy with this model. The 25mm f/5.6 lens and easy-to-choose weather symbols and flash distance controls mean more picture-taking opportunities, with correct exposure every time, for both daylight or flash!

The lens aperture adjusts down to f/16 by the manual selection of the symbols, and shutter speeds of 1/40 and 1/80 second are set at the same time. Bright-line viewfinder too, with parallax markings.

Outfit comprises 300 model camera, cartridge of Kodacolor II 12-exposure film, magicube, wrist strap and instruction book.

Stock Item No. 0131. Suggested retail price: **\$44.75 each.**



(actual size)

KODAK Pocket INSTAMATIC 400 Camera Outfit



This model has an electronically-controlled shutter which can vary the exposure time over the range from 1/300 second to 20 full seconds. In operation, the exposure time is automatically set to suit the prevailing light conditions. For exposures longer than 1/30 second, a warning signal in the viewfinder suggests the use of a firm support, e.g., the **Kodak Instamatic Camera Stand**.

The camera has a three-element 25mm f/11 fixed-focus lens which is preset to cover from 4ft. to infinity. The camera also has a bright-line viewfinder with parallax markings, plus sockets for cable release and tripod.

Outfit comprises 400 model camera, cartridge of Kodacolor II film, 6-volt silver-oxide battery (Mallory PX-28 or equivalent), magicube, wrist strap and instruction book.

Stock Item No. 0091. Suggested retail price: **\$67.50 each.**



(actual size)

KODAK Pocket INSTAMATIC 500 Camera Outfit



The "top-of-the-line" model with electronically-controlled shutter, plus extended picture-taking possibilities with its fast f/5.6 triplet lens. Selection of the lens opening is made easy by symbols, while the electronic system automatically sets shutter speeds from 1/300 to 20 full seconds — to give a wide range of pictures from rapid sport shots to night-time photographs.

In the bright large-image viewfinder with parallax markings, there are indicators for long exposures, 'used-bulb' signal, and a red light which indicates there is a risk of over-exposure (e.g., in the snow fields or at the beach in bright sun), suggesting a smaller lens opening.

Sockets are provided for cable release and tripod.

Outfit comprises 500 model camera, cartridge of new Kodacolor II 12-exposure film, 6-volt silver-oxide battery (Mallory PX-28 or equivalent), magicube, wrist strap and instruction book.

Stock Item No. 0092. Suggested retail price: **\$87.50 each.**

the films



There are three films available in the new 110-size drop-in cartridge.

KODACOLOR II Film

Specially formulated to produce brilliant color prints and enlargements from the new KODAK Pocket INSTAMATIC Cameras. The extra-fine grain pre-hardened emulsion gives large, clear 3½ x 4½ in. (3R-size) prints, and 5 x 7 in. enlargements. Available in 12 or 20 exposures.

C110-12 exp. Stock Item No. 6238. Suggested retail price: **\$2.00 each.**

C110-20 exp. Stock Item No. 6239. Suggested retail price: **\$2.55 each.**

Note: New KODAK FLEXICOLOR Chemicals have been designed to process this film. DO NOT process this film in Process C22 which is used for KODACHROME-X Film.

KODACHROME-X Film

This popular film is now packed in 110-size cartridges to give crisp color transparencies from the new pocket cameras. Available in 20-exposure size only, with or without processing charge included in the purchase price.

KX110-20P (Processing included). Stock Item No. 6081. Suggested retail price: **\$4.40 each.**

KXS110-20 (Processing NOT included). Stock Item No. 6457.

Suggested retail price: **\$2.04 each.**

Also available, KODAK EKTACHROME-X Film in 20-exposure cartridges. Processing charge NOT included in film price. For customers wishing to pay for processing at the time of film purchase, sell them a Kodak PE 20 Prepaid Processing Mailer.

EX110-20 exp. Stock Item No. 6456. Suggested retail price: **\$2.67 each.**

the services

With the introduction of the pocket cameras, we announce a new range of color processing services.

Color Prints: The standard-size print from new Kodacolor II film is a 3R (3½ x 4½ in.) print. (Actual size reproduced inside front cover.) The print size allows **all** the negative area to be printed on 3½ in. wide paper, in either vertical or horizontal format. If printed to the 35mm negative size of 3½ x 5 in., part of the picture would be cropped. Note that a white border will be maintained for this new print size, because for ease of identification, the negative number will be printed in this area on each print.

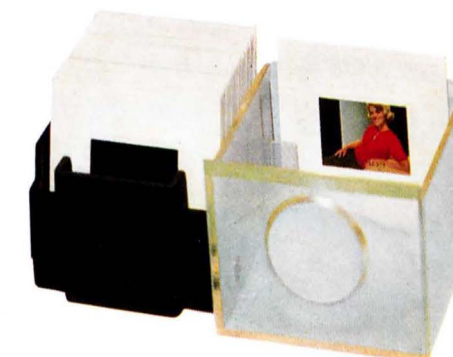
In response to consumer demand, we will be producing all color prints and enlargements from the new 110-size film on elegant silk-surface paper.

Color Enlargements: These can be ordered in 5 x 7 in. size only. Note that masking will **not** be available.

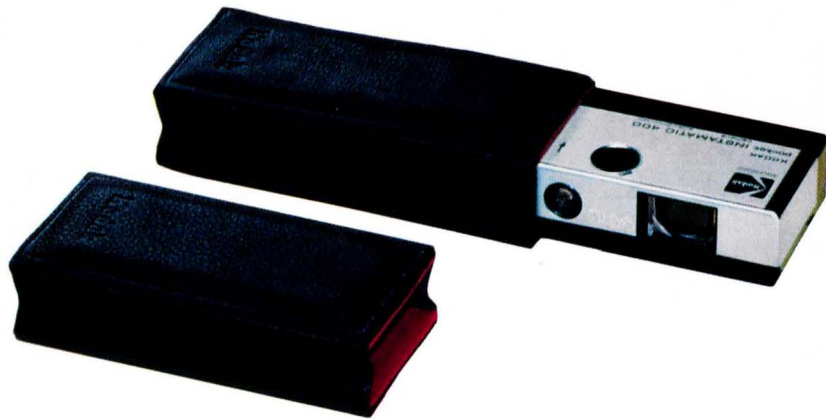
Color Slides: 110-size Kodachrome-X and Kodak Ektachrome-X films are returned from processing with each transparency framed in a 30 x 30mm plastic mount. The slide return box has some unique features too. The lid has a small magnifying glass moulded into it so that your customers have a handy pre-viewer by placing a slide into a holder which is also included in the lid.

Customers can also order 3½ x 4½ in. color prints and 5 x 7 in. color enlargements from these slides. (Supplied on glossy surface only.)

Note that prices for all the above services are the same as currently charged for existing Kodacolor and Kodachrome developing, printing and enlarging to 3½ x 5 in. and 5 x 7 in. sizes.



the accessories



The following accessory items are available for the new pocket cameras

KODAK Pocket INSTAMATIC Carrying Cases

Two models available — both slim and elegant, soft leather slip-in designs.

Model 1: Designed to take the 100, 200 and 300 models.

Stock Item No. 0093. Suggested retail price: **\$3.95 each.**

Model 2: For 400 and 500 models.

Stock Item No. 0105. Suggested retail price: **\$4.75 each.**

KODAK 2 x 2in. Slide Adaptor

Converts 110-size plastic mount for use in standard 2 x 2in. slide projectors. In packets of 20.

Stock Item No. 5448.

Suggested retail price: **\$1.90 packet.**

In addition to these new products, the following current accessories are recommended too.

KODAK INSTAMATIC Camera Stand

(with cable release)

Ideal for use with 400 and 500 model cameras when long exposure times are indicated.

Stock Item No. 1668.

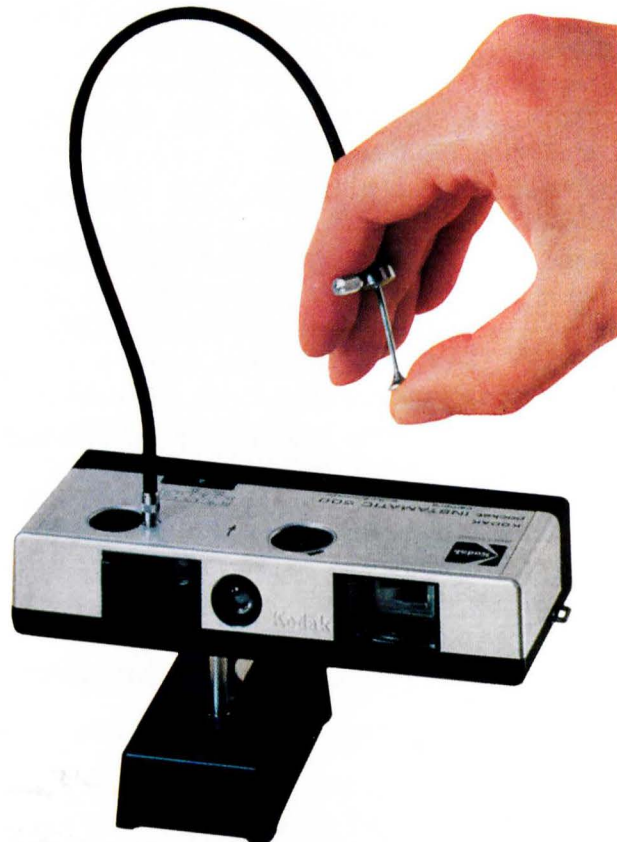
Suggested retail price: **\$3.65 each.**

KODAK Magicube Extender

Recommended for more pleasing results when taking flash pictures of people. The Extender increases the distance between the camera lens and the magicube, thus minimising "red-eye" effects.

Stock Item No. 4363.

Suggested retail price: **\$3.95 each.**



Please Note:

The suggested retail prices set out herein are suggested prices only and there is no obligation to comply with the suggestion.

the projectors



Two new small projectors have been designed especially to bring 110-size slides to brilliant life. Like the pocket cameras, they are neat, small and easy to use.

KODAK Pocket RETINAMAT Projector, Model 210

Designed to use the Kodak 110-size slide return box for both bulk loading and collection of slides during projection. The slides are gravity fed and changed by the press of a button. Provision for single slide projection too.

The 200 watt halogen lamp produces brilliant white light for life-like results. The projector features a fast color-corrected lens, easy tilt adjustment, quick-focus adjustment, and silent cooling with radial fan. Supplied complete with two spare slide return boxes and attractive, sturdy carrying case.

Stock Item No. 0116. Suggested retail price: To be announced.



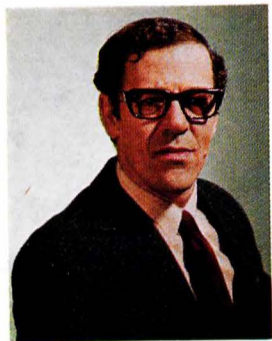
KODAK Pocket RETINAMAT Projector, Model 610

This model has all of the features of the 210 projector, plus remote control slide change and focusing. Same lightweight and elegant design. Complete with two spare slide return boxes and carrying case.

Stock Item No. 0120. Suggested retail price: To be announced.



the beginning



We at Kodak are delighted to introduce once again a new camera designed to satisfy a customer need — a camera that is small enough to fit unobtrusively in the pocket, simple enough for everybody to use, and designed to give big, clear pictures.

We are particularly glad that we can offer you a few — a very few — cameras before Christmas. We know you will be able to better gauge the

demand as a result of this preview.

George Eastman, who founded the Eastman Kodak Company, once said that it was his aim to make the camera as easy and convenient to use as a pencil. We believe that with the introduction of Kodak pocket Instamatic cameras, we have taken a big step forward towards that goal.

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I. R. Docker

Manager, Consumer Markets Division

KODAK (Australasia) PTY.LTD.