

SalesNews

MAY, 1976

Big Salesmaker

'4 for the price of 3' Enlargement Offer Starts May 17

Living up to our promise, we are glad to announce the details of the first of our major processing promotions for 1976. "Value" and "Profit" are the magic words in this special enlargement offer — **VALUE** for your customers, and **PROFIT** for you!

Your customers will get a double-barrel saving — for every order of four enlargements, the total cost will be charged at the regular price for three enlargements, (e.g. 4 enlargements would cost $\$3.36 \times 3 = \10.08). Furthermore, there will be a 25% saving on the regular base price for quantities in excess of four.

This table shows how:

Number ordered	Regular price ea.*	Offer price ea.
1	\$3.85	\$3.85
2	\$3.85	\$3.85
3	\$3.36	\$3.36
4	\$3.36	\$2.52
5	\$3.36	\$2.52
6	\$3.36	\$2.52
7	\$3.36	\$2.52
8	\$3.36	\$2.52
etc.		

* Note: Savings based on recommended retail prices effective from May 3, 1976

Promotion details

*Offer applies **only** to silk-finish 20 x 20 cm, 20 x 25 cm, or 18 x 25 cm (i.e., 8 x 8 in., 8 x 10 in., 7 x 10 in.) Kodak color enlargements ordered at the one time from **same-size** color negatives or color slides.

*The four or more enlargements must be the one size, but can be ordered from more than one same-size negative or slide. Mixed orders from slides and negatives do not qualify.

*Offer good for orders received by Kodak from May 17, 1976, to July 16, 1976. Display material (to reach you by May 14) indicates July 13 cut-off to allow time to forward orders to Kodak processing laboratories.

*Kodak laboratories will include a leaflet announcing the promotion in all color slide and color negative D & P orders from May 10 until early July.

Free promotion kit

A colorful promotion kit will be distributed to dealers via our regular pick-up and delivery service (spare kits for postal dealers available from Kodak branch offices). The kit comprises a counter showcard, window streamer, 100 handbills (with room for your stamp), and a newsletter with all the relevant information.

Promotion ideas

*Alert your staff members to these dates:

May 10 — Inserts appear in D & P orders.

May 15 — Install display material.

May 17 — July 13 — Mention offer to all customers (remember every order has a recommended retail value of around \$10 **minimum**). Don't forget that pocket camera customers can now order 20 x 25 cm Kodak color enlargements, so they can participate too!

*Conduct employee "refresher" sessions on enlargements. To avoid customer disappointments ensure your staff know that:

- Only 20 x 20 cm, 20 x 25 cm or 18 x 25 cm enlargements are available under this offer.
- Enlargements must all be made to the same-size, and on silk paper.
- A minimum of four enlargements must be ordered at the one time.
- Orders can include more than one negative or more than one slide.
- Mixed orders of slides and negatives don't qualify.

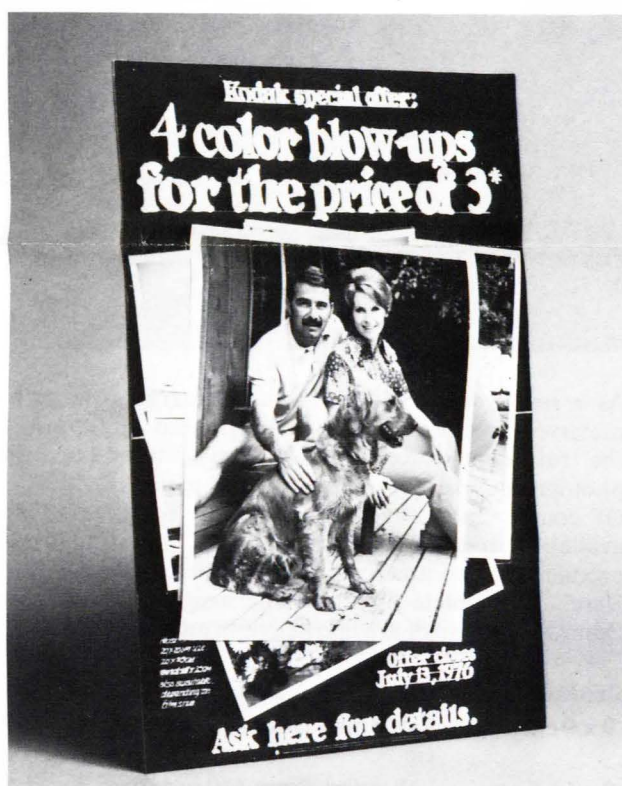
- 18 x 25 cm enlargements are available only from 135-size (full frame) negatives or slides.
- Negatives or slides must all be the same-size.
- Offer applies to all popular film sizes.

*Review print and slide orders with customers — suggest good enlargement subjects.

*Sponsor color enlargement contest with local school or camera clubs. Feature winners in your window.

*Make-up a window display featuring enlargements.

Just remember, every order you receive from a customer has a minimum recommended retail value of around \$10, so it pays to vigorously promote the offer yourself.



BIGGER ENLARGEMENTS AVAILABLE NOW

From Monday, May 3 your pocket camera customers will be able to order 20 x 25 cm KODAK Color Enlargements from their favourite color negatives. Until now, 110-size film users were only able to order 13 x 18 cm Kodak color enlargements, and we are sure your custom-

ers will welcome this great news. All enlargements in both sizes will be printed only on silk-surface paper.

Don't forget that 20 x 25 cm enlargements from 110-size color negatives can be ordered during the major "Four for Three" enlargement offer which starts on May 17.

Processing Prices to Increase May 3rd

The recommended retail prices for most Kodak processing services will increase by about 10% from Monday, May 3, 1976. The increases, which are modest by today's standards, were forecast in our recent communication to dealers on the new margins. Here is a summary of the major changes. The previous recommended prices are shown in brackets:

Color Negative Services:

Developing

All sizes, except 135/36	\$1.05	(\$0.95)
Size 135/36 only	\$1.65	(\$1.50)

Prints (At time of developing)

9 x 9 cm	\$0.37	(\$0.35)
9 x 11.5 cm, 9 x 12.5 cm, 9 x 13 cm	\$0.38	(\$0.36)

Reprints

9 x 9 cm	\$0.46	(\$0.39)
9 x 11.5 cm, 9 x 12.5 cm, 9 x 13 cm	\$0.48	(\$0.40)

Enlargements

13 x 13 cm, 13 x 18 cm:		
1 to 4, each	\$1.85	
5 or more, each	\$1.65	
(Previously 1 or 2 at \$1.70; 3 or more at \$1.50)		
20 x 20 cm, 18 x 25 cm, 20 x 25 cm:		
1 or 2, each	\$3.85	(\$3.50)
3 or more, each	\$3.36	(\$3.00)
28 x 28 cm, 28 x 35 cm:		
1, each	\$9.00	
2 or more, each	\$7.90	
(previously 1 or 2 at \$8.20; 3 or more at \$7.10)		

Photo Greeting Cards

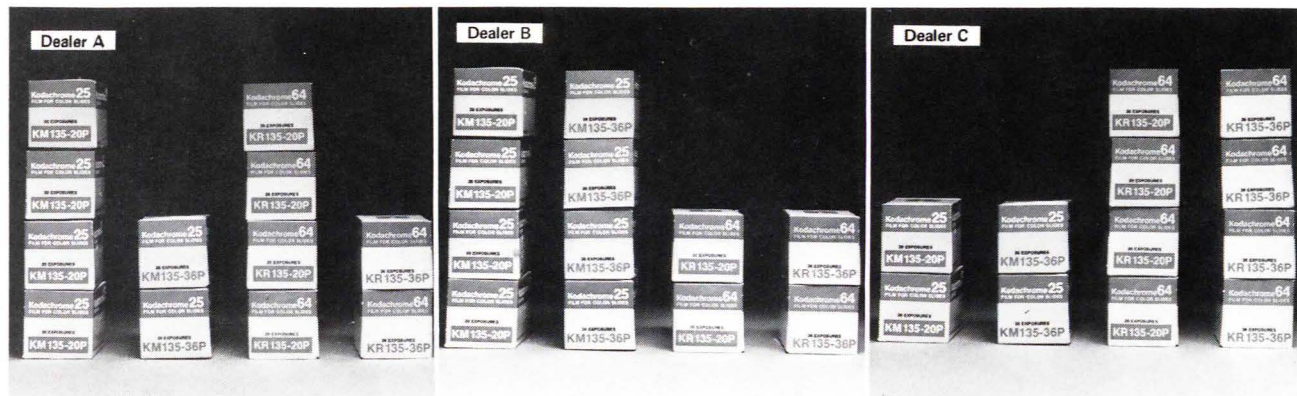
10 to 49, each	\$0.42	(\$0.38)
50 or more, each	\$0.39	(\$0.35)

Copy Negatives

	\$2.75	(\$2.50)
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KODAK KWIK-KWIZ



Q. Which dealer has the best stock control?
A. Dealer C!!

Why? Because dealer C is stocking **more** Kodachrome 64 film than Kodachrome 25 film, with equal quantities of 20 and 36-exposure film in each type.

In fact, for every Kodachrome 25 35mm film sold in Australia, two Kodachrome 64 films are sold.

Customers obviously appreciate the superb color quality, and higher speed rating of this excellent film. In fact, it is winning more converts every day.

Check your stocking ratios! Are you stocking enough Kodachrome 64 film? Have you adequate supplies of the increasingly popular (and very profitable) 36-exposure films?

May school holidays are coming up, so now's the time to check your stocks!

Processing Services *continued from page 1*

Color Slide Services

Prints

9 x 9 cm	\$0.57	(\$0.51)
9 x 11.5 cm, 9 x 13 cm	\$0.61	(\$0.56)

Enlargements

Same charges as above for enlargements from color negatives.

Duplicates

From one or more slides	\$0.44	(\$0.40)
From same slide (min. 10)	\$0.41	(\$0.37)

Half-frame mounting

40 frames (18 x 24 mm)	\$1.40	(\$1.20)
72 frames (18 x 24 mm)	\$2.40	(\$2.10)

Black and White Services

Developing

All sizes	\$0.50	(\$0.45)
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Prints (At time of developing)

All sizes including Contact Prints:	\$0.16	(\$0.14)
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Reprints

All sizes	\$0.19	(\$0.17)
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Enlargements

13 x 13 cm, 13 x 18 cm	\$0.90	(\$0.80)
20 x 20 cm, 20 x 25 cm, 18 x 25 cm	\$1.50	(\$1.40)

Copy Negatives

	\$1.70	(\$1.50)
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Full details of all increases are in the April 26 issue of the Kodak price list, pages 21 & 22, a copy of which is enclosed with this issue of Kodak Sales News.

Higher Reprint Prices

You will notice that prices for reprint services are increased considerably from May 3.

The increases reflect the high labour costs associated with a reprint order, both in order placing by the photo dealer, and in printing within the laboratory. The new prices will make it possible for both the dealer and the laboratory to spend more time on this important product line.

Develop and print prices on the other hand were only increased slightly because mechanised handling within laboratories has helped control costs. Dealers who use the self-service principle (described elsewhere in this issue) will also have managed to control their costs for handling D & P orders.

Orders In Hand

Please note that the increase **will be** applied to all orders in hand in our laboratories as of Monday, May 3, and to all orders received from that date. In some cases, such as "composite" orders involving several services in the one order (e.g. prints and enlargements from the same negative), the new prices will apply to orders deposited by customers up to 7 days before May 3.

New Rayco Frame Sizes



As a result of the introduction of enlarging paper in preferred metric sizes, we've introduced additions to the range of Rayco photo frames, sized to suit photographs made from metric-sized paper.

Of course, many existing sizes will continue to be available, including those designed to suit prints produced by commercial photofinishing laboratories. Here's a complete listing of the new range of Rayco frames — new sizes are marked with an asterisk (*).

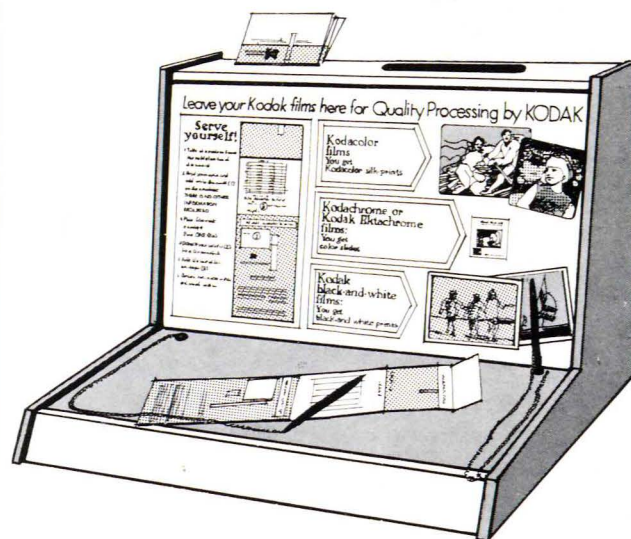
Size (nominal)	Suitable for
9 x 9 cm	Lab prints from square negatives 9 x 9 cm
9 x 11.5 cm	Lab prints from 110 negatives 9 x 11.5 cm
9 x 13 cm	Lab prints from oblong negatives 9 x 13 cm
9 x 14 cm*	Photos on 8.9 x 14 cm enlarging paper
13 x 13 cm	Lab enlargements 13 x 13 cm
13 x 18 cm	Photos on 8.9 x 14 cm enlarging paper
13 x 13 cm	Lab enlargements 13 x 13 cm
13 x 18 cm	Lab enlargements 13 x 18 cm
18 x 24 cm*	Photos on 17.8 x 24 cm enlarging paper, or Lab enlargements 18 x 25 cm
20 x 25 cm	Photos on 20.3 x 25.4 cm enlarging paper, or Lab enlargements 20 x 25 cm
24 x 30 cm*	Photos on 24 x 30.5 cm enlarging paper
30 x 40 cm*	Photos on 30.5 x 40.6 cm enlarging paper

In summary, four new sizes have been introduced, and four existing sizes have been deleted. The deleted sizes are:

11.5 x 16.5 cm	25 x 30 cm
15 x 20 cm	30 x 38 cm

You may continue to order frames in the deleted sizes while stocks last. Supplies of the new sizes are expected by the end of May.

Order now on the enclosed order form.



COST CONSCIOUS CORNER

A \$56 investment to save you \$100's

What costs you \$56, never has a lunch or tea break, can save perhaps the cost of one employee, is welcomed by customers, and saves time into the bargain? The answer: A Kodak self-service processing counter module!

If there's a message to all retailers in today's climate, it's "Go self-service!" Whether you're a pharmacy, camera store, film kiosk, variety store or mass merchandiser, there is scope for a Kodak self-service unit in your store.

Ask yourself: "What is one of my highest costs in business?", and you'll soon answer "Wages". If the Kodak self-service unit can save you the cost of replacing just one employee, you have to be miles in front!

Consider the customer benefits too. Self-service can handle around 70% to 80% of all processing sales. This spells convenience to at least 70% to 80% of your customers. It saves them time. It lets customers avoid congested counters during rush hours. Yet, they still have the option of personal service when the order is collected, and whenever they want some non-routine services.

Ask your Kodak Representative about the unit. He or she can quickly have one installed, along with plenty of easy-to-complete Kodak self-service processing envelopes.

Think it over — this is one offer you can't afford to refuse!

Improved Invoicing System for Processing Services

A new-look invoice will be introduced with the May processing accounts. It will feature all six digits of the order number, making it easier for dealers to reconcile their accounts.

The invoice is part of a new computer system which it is hoped will streamline our film processing operations, thereby making it possible to offer even better service to you and your customers.

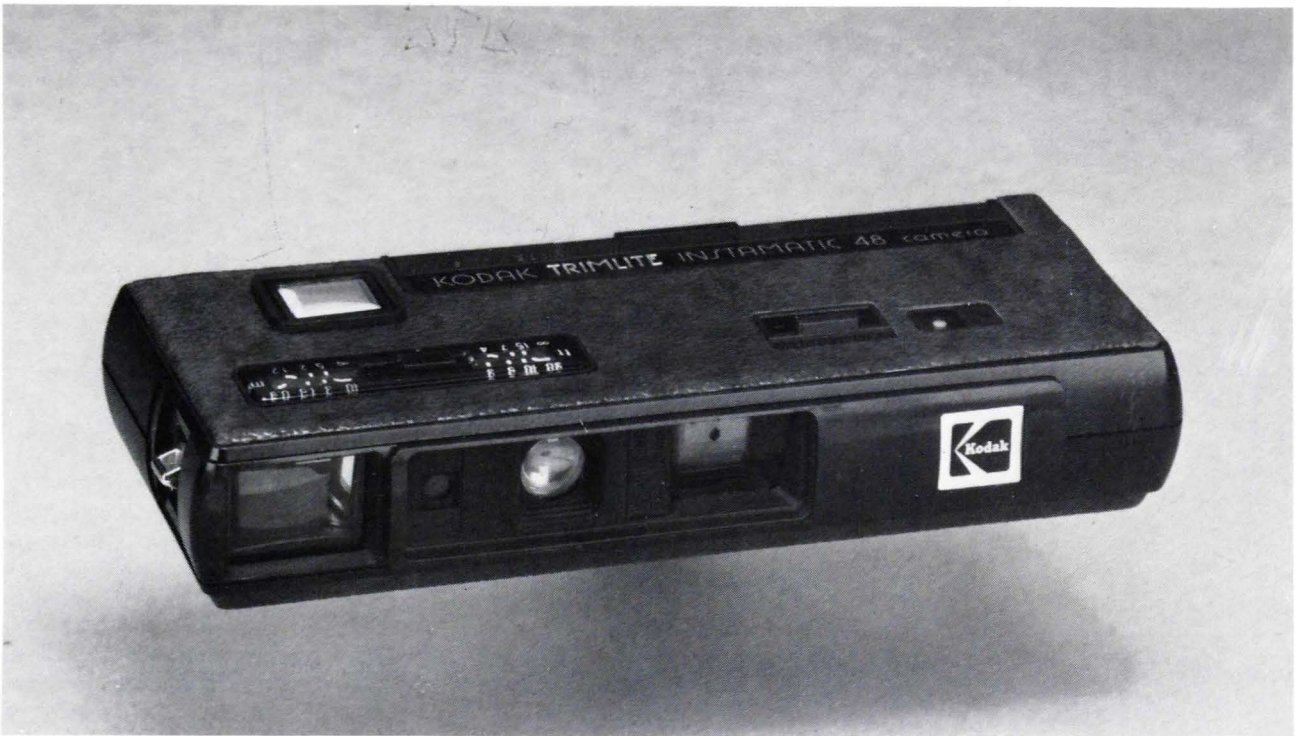
Warning on E-4 Process Chemicals

A considerable number of amateur photographers are purchasing Kodak Ektachrome film chemicals, Process E-4, in kit form for home processing. Some of the chemicals contained in the kits can cause skin and eye irritations, so it is important to the safety of the consumer that adequate steps are taken to prevent contact with the skin and eyes. Also, it is

vital that proper ventilation be provided in the home darkroom to prevent the accumulation of vapours.

Detailed precautionary notices are included in every kit, and it is recommended that customers be advised to carefully read these notices and take the recommended steps to avoid personal injury.

NEW
ELECTRONIC-
SHUTTER
CAMERAS
RELEASED



New Kodak Trimlite Instamatic 28, 38 and 48 cameras — easy to use, easy to carry, and a bold new look! Here's a new range of pocket cameras from Kodak that will really appeal to your customers. With modern new styling, automatic electronic exposure control, and many wanted features, these new cameras are worthy successors to the earlier Kodak electronic pocket cameras (models 400, 500, 50 and 60) which are being phased out.

Bold new styling

You need to see, and get the feel of, these attractive new cameras to really appreciate the quality finish. As the name implies, the cameras are 'trim' and 'light' (but not too light), and are finished in rich brown grained vinyl with black accents. They look good, and feel good!

Simple-as-ever to use

Whatever the light, these cameras produce well-exposed pictures! The automatic exposure control, coupled to an electronic shutter selects the optimum shutter speed for the prevailing light conditions. No knobs to turn or needles to match. They couldn't be easier. And when there's not enough light for a good exposure, the camera warns you that flash is needed.

Flipflash

These cameras (like the popular Kodak Tele-Instamatic 608 camera) use the compact, 8-shot flipflash array. For the camera owner that's a real bonus because the flipflash fits easily in the pocket, and there's no extender needed.

Three models

Kodak Trimlite Instamatic cameras come in three models. Technical details of each are shown on the chart but here's a brief rundown:

The model 28 is the easiest to use of all — there's nothing to set, and the combination of the electronic shutter (speed range 1/30 - 1/160 sec) with the 25mm 3-element f/9.5 lens gives clear, bright pictures.

Kodak
Movie Projector
Now Available

Limited stocks of the exciting new Kodak Moviedeck 445Z projector, which was previewed in the last issue of Kodak Sales News, are now available to order.

You'll recall that this modern projector features unique 'low profile' styling, and has just about every wanted feature. For example:

- * dual gauge (super 8/standard 8)
- * slow motion (forward and reverse)
- * fast (and normal speed) rewind through gate
- * fast forward projection
- * single frame ('still projection')
- * automatic threading onto take-up reel
- * zoom lens
- * smoke tinted dust cover
- * built-in carrying handle, enclosed spare lamp and cord storage.

Prices have been finalised — suggested retail price is \$330.00. For trade price details see P.10 of the Kodak Price List — Consumer Products and Services.

You can order now using the enclosed order form. (Don't forget the attractive quantity discounts.)

The model 38 is even more versatile. It's fitted with an f/8 lens, and has a shutter speed range of 5 sec to 1/225 sec, so pictures can be taken under almost any light conditions — even "time" exposures are possible. There's also a useful close-up setting for the lens so that pictures can be taken in the range of 1 to 2 metres.

The model 48 is the top-of-the-line model, with a focusing 26mm, 4-element f/2.7 Kodak Ektar lens, a coupled rangefinder, and an extended flash exposure range (1 to 9 metres).

Easy to display, easy to sell

Like the popular 608 model, the models 28, 38 and 48 are attractively packaged in display boxes. Each

camera is supplied in an outfit complete with 20-exposure Kodacolor II film, flipflash, K-size battery, wrist strap, pressure sensitive monograms, and instructions. And, not only are they easy to display, you should also find them easy to sell with their desirable features and the back-up of a 3 year warranty that is offered on each of these cameras.

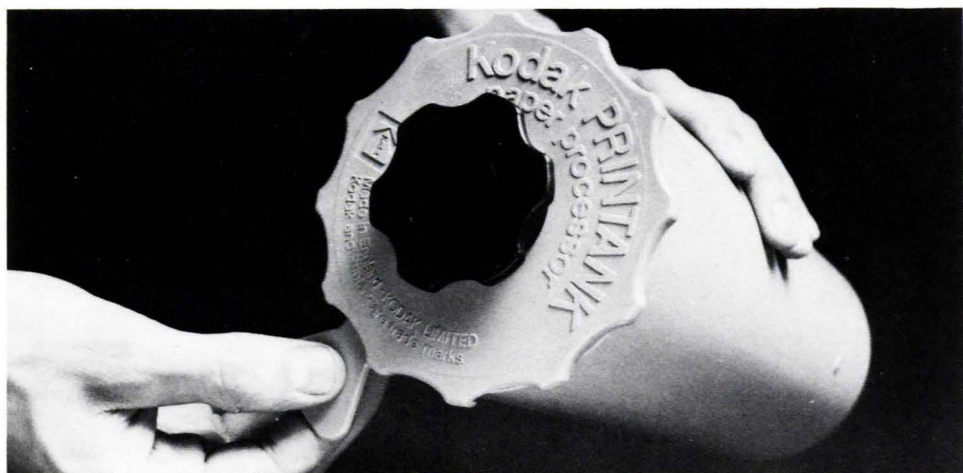
A profitable decision

Make a profitable decision — a decision to stock, display and promote Kodak Trimlite Instamatic cameras. We're offering a 40% mark-up (at the suggested retail price), plus attractive additional discounts for purchases of 5 or more, or 10 or more units. Order your stocks now!

Technical data — Kodak Trimlite Instamatic Cameras

	Model 28	Model 38	Model 48
Lens	25mm, 3-element, f/9.5	25mm, 3-element, f/8	Kodak Ektar, 26mm, 4-element, f/2.7
Shutter	Electronic, 1/30 to 1/160 sec.	Electronic, 5 to 1/225 sec.	Electronic, 1/30 to 1/250 sec.
Lens Cover	sliding cover	sliding cover	glass plate
Viewfinder signals	Lens cover closed; low light ("use flash") warning.	Lens cover closed; low light ("use flash or time exposure" warning.	Low light ("use flash") warning.
Exposure control	Automatic; CdS	Automatic; CdS	Automatic; CdS
Battery	Size K	Size K	Size K
Battery check button	Yes	Yes	Yes
Tripod socket	Yes	Yes	Yes
Cable release socket	No	Yes	No
Focus	Fixed 1.5m to infinity.	2-position. 1 to 2 metres; 2 metres to infinity. Returns to far position upon film advance.	Continuous, 1 metre to infinity.
Coupled rangefinder	No	No	Yes
Flash	Flipflash	Flipflash	Flipflash
Used flash signal	Built into flip-flash	Built into flip-flash	Built into flip-flash
Flash exposure range	1.5 to 3 metres	1 to 3.7 metres	1 to 9 metres
Viewfinder	Projected frame with parallax correction marks.	Projected frame with parallax correction marks.	Projected frame with parallax correction marks.
Other features	Recessed area to accommodate monograms (supplied) New 'soft touch' shutter release. 2 stroke thumb slide film advance.	Recessed area to accommodate monograms (supplied) New 'soft touch' shutter release. 2 stroke thumb slide film advance.	Recessed area to accommodate monograms (supplied) New 'soft touch' shutter release. 2 stroke thumb slide film advance.
Warranty	3 year	3 year	3 year
Size/weight (approx.)	130mm x 60mm x 27mm 200 gm	130mm x 60mm x 27mm 200 gm	147mm x 60mm x 26mm 250 gm
Suggested retail price	\$89.30	\$104.50	\$197.95
Trade prices (excl. tax)	1-4 \$50.01 5-9 \$47.51 10+ \$45.00	\$58.54 \$55.61 \$52.69	\$110.88 \$105.34 \$99.79
Optional accessories	(a) Kodak pocket camera holdall (b) Kodak Ektron electronic flash unit, Model A (c) Kodak flipflash extender	(a) Kodak pocket camera holdall (b) Kodak Ektron electronic flash unit, Model A (c) Kodak flipflash extender	(a) Kodak pocket camera holdall (b) Kodak Ektron electronic flash unit, Model B (c) Kodak flipflash extender

Do-it-yourself color prints — the easy way!



Since it was introduced in 1974, hundreds of Australian photographers have found that the easy, economical route to do-it-yourself color printing is the Kodak Printank paper processor.

This popular item of darkroom equipment does away with old-fashioned tray processing, uses only small amounts of chemicals, and can process a 20 x 25 cm sheet of Kodak Ektacolor paper in around 8½ minutes, in normal room light.

Another nice thing about the Printank processor is that, if a photographer is set up for black-and-white printing, he needs few additional accessories to switch to color. Just the processor, three inexpensive filters, Ektacolor paper and Kodak Ektaprint 3 chemicals.

And, of course, from your point of view, the sale of a processor opens the door to profitable paper and chemical sales on a continuing basis.

New Model

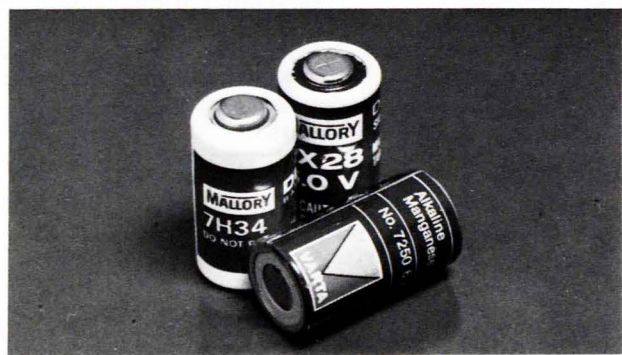
Incidentally, a new, improved version of the Kodak Printank paper processor is now available. Designated the "model 2", it differs from the current Printank processor in several respects.

For example, we've lengthened the centre tube to help prevent scratching of the paper surface when the lid is removed. We've also changed the lid to make it easier to open, by incorporating a keyway. A key is provided. Additionally, the shell of the tank has been modified to provide greater stability when filling. Recommended retail price of the Printank processor model 2 is \$36.80. The current model is still available, while stocks last, at a recommended price of \$30.67.

If your store specialises in darkroom equipment, be sure to stock and promote the Kodak Printank paper processor and associated products. Help your customers to move up to color!

(After all, when they think of color, chances are they think of Kodak!)

THREE OF A KIND



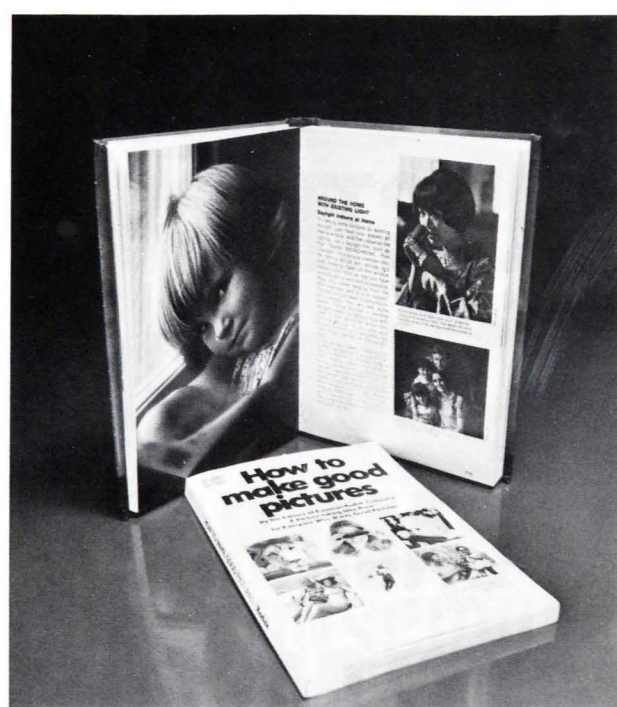
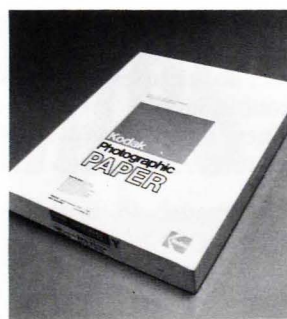
Q. What do these batteries have in common?

A. They're all the same size — and they will all fit Kodak pocket Instamatic 400 and 500 cameras. For some time now, we've sold the Mallory PX28 battery for these cameras, and during a recent stock shortage we substituted Varta 7250 batteries.

Soon, we will be able to offer a **lower cost** alternative, the Mallory 7H34 battery. This battery will have a recommended retail price of \$2.60, compared to \$4.49 for the PX28. We're sure owners of model 400 and 500 Kodak pocket cameras will appreciate this saving. As soon as the new 7H34 batteries are available, we'll phase out the PX28 and Varta 7250 batteries.

Ektachrome RC Paper Type 1993 Available

Home darkroom enthusiasts will be pleased to hear that Ektachrome RC paper, type 1993 is available ex stock in 20.3 x 25.4 cm (8 x 10 in.) size. Available in packs of 10 or 100 sheets, this paper is popular with people wishing to produce their own enlargements or prints from color slides. Recommended retail prices are \$10.30 for 10 sheets, or \$95.80 for 100 sheets.



NEWS FROM THE KODAK BOOKSHELF

Two new titles have just been added to our range of photo books, and there's something for just about everyone:

For the beginner . . .

. . . there's a new edition of the ever popular best-seller "**How to Make Good Pictures**". It's been updated to cover all the latest products, and offers tips on photographing a wide range of subjects with amateur equipment. It's a book that will appeal to everyone who wants to take good pictures. 192 pages, \$3.73

For the adventurous . . .

. . . there's "**Adventures in Color Slide Photography**". This new book replaces "New Adventures in Indoor Color Slides" (AE-7) and "New Adventures in Outdoor Color Slides" (AE-9). Now you can get the updated versions combined in one exciting new hard-cover book with all-new illustrations.

The book starts out with a review of the basic tools and techniques. It covers the subtleties of outdoor lighting and exposure and the use of polarizing screens. Indoor pictures with flash and photolamp lighting and existing light are explored.

There is a mountain of information on many subjects, such as suggestions on how to photograph babies and children, pets, close-ups, and tabletops. Examples are given on telling a story with slides and making title slides. Especially interesting is a section on creative photography. This section includes examples of the effects of using multifacet lens attachments, zoom lenses moved during the exposure to blur the image, blurred subject motion, infrared color film, and much more. Several tables are included on topics such as color films, speeds, and filters; fill-in flash; photolamp exposure; existing-light exposure; close-up lenses; underwater exposure; and projection distances.

The book also gives some expert pointers on how to improve slide projection techniques and thus make slide shows more enjoyable. 336 pages, \$12.44.

DO YOU BELIEVE THAT

- People shoot a roll of film rather than a certain number of pictures?
- The smaller the number of available shots the more sparingly the film is used?

If you do, here's how both you and your customers can benefit on a sale of color print film.

For You

	FILM 12-EXP \$X	FILM 20-EXP \$X + 26%
Your takings		
	PROCESSING 12 PRINTS \$Y	PROCESSING 20 PRINTS \$Y + 55%
Your takings		
Your total takings	\$(X+Y)	\$(X+Y) + 44%

By selling your customer a 20-exposure film rather than a 12-exposure film, your takings increase by 44%!

For Your Customer

	FILM 12-EXP \$A	FILM 20-EXP \$A-25%
Your customer pays per picture		
	PROCESSING 12 PRINTS \$B	PROCESSING 20 PRINTS \$B-7%
Your customer pays per picture		
Total cost per picture	\$(A+B)	\$(A+B)-12%

By buying a 20-exposure film rather than a 12-exposure film, your customer saves 12% on the total cost of each print, PLUS — the extra shots are there when needed.

Remember this next time your customer asks for a 12-exposure film, and promote 20-exposure film!!

(Note: All figures shown assume sales at recommended retail prices)

SPECIAL PLEA ON WARRANTY REPAIRS

There's nothing more certain in these days of consumerism that a charge for the cost of repairing a camera which should have been fixed under warranty will bring cries of protest from customers. Nobody wants unhappy

customers, so if a customer brings in a Kodak camera for repair under warranty, please make sure that you state on the Kodak Services Envelope the fact that a warranty repair is required. This will avoid the need to credit your account.

Please note:

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