

## A PERSONAL PHOTOGRAPH ... THE FINEST CHRISTMAS GREETING

There is no finer way to send Christmas greetings than a personal photograph, especially to friends or relatives far away or overseas.

Talk photo-greetings now to your customers. It's time for them to select a suitable picture for the Christmas greeting only they can send.

Kodak Christmas Greeting Folders are available this year in three designs. Styles 347 and 348 both proved popular last year. In addition, the very attractive folder style 969 is now available. See illustrations below.

Suggest Kodak Christmas Greeting Folders to all your picture-taking customers. They can be used with Kodacolor prints and Kodachrome prints, as well as with black-and-white prints. Retail price is 6 cents each, complete with envelope.

Give your pre-Christmas photo-finishing sales a lift with Kodak greeting folders. They turn your customers' prints into stylish, personal greeting cards they will be proud to send to all their relatives and friends.



Left: style 347, red letters on white card.  
Order 347SV for square prints size 3S  
(3½ x 3½ in.) or vertical prints size 3R  
(3½ x 5 in.).  
Order 347H for horizontal prints size 3R.

Centre: style 348 in red and gold.  
Order 348S for prints size 3S.  
Order 348HV for prints size 3R.

Right: new design, style 969 in blue and  
embossed gold, suitable for all prints  
size 3S or 3R.



KODAK PHOTO-GREETING CARDS

For the customer who wants to send the most distinctive personal greetings this Christmas, Kodak Photo-Greeting Cards are once again available in two sizes and a range of designs.

**Trim-Line cards** have a vertical format and measure 5 x 3½ inches. The picture area is square.

TL 105 has a lanterns and holly-wreath motif with the message: SEASON'S GREETINGS.

TL 106 has a Bethlehem and palm trees motif, with the message: PEACE ON EARTH.

TL 107 has a horses and sleigh motif with the message: MERRY CHRISTMAS. HAPPY NEW YEAR.

TL 108 has a snowscape motif, with the message: HOLIDAY GREETINGS, from our house to your house.

**Slim-Line cards** measure 3½ x 7 inches. They are available in three formats, for square pictures (S), horizontal (H), or vertical (V).

SL 97 has the same motif and message as TL 105

SL 98 has the same motif and message as TL 106

SL 99 has the same motif and message as TL 107

SL 100 has the same motif and message as TL 108

To order Kodak Photo-Greeting Cards, use the appropriate code numbers as given above. Remember to add S, H, or V to Slim-Line codes, to indicate the format required.

This year, Kodak Photo-Greeting Cards are offered at a new lower price, so they will prove more popular than ever.

Trim-Line Cards	Retail Price each	Slim-Line Cards	Retail Price each
10 (minimum order) from one negative or slide	0.26	10 (minimum order) from one negative or slide	0.30
25 or more from one negative or slide	0.24	25 or more from one negative or slide	0.28
50 or more from one negative or slide	0.23	50 or more from one negative or slide	0.26
100 or more from one negative or slide	0.19	100 or more from one negative or slide	0.24

Tell your customers about these new lower prices. Especially, point out the saving made by ordering in quantity.



These Kodak Trim-Line Photo-Greeting Cards illustrate the range of designs available

NEW KODAK COLOR FINISHING ENVELOPE  
Easier for Your Staff and Customers

A new style Kodak Color Photo-Finishing Envelope will shortly be distributed to all Kodak dealers.

Designed to make it easier for your staff to make out photo-finishing orders correctly, and to streamline our own production routines, the new envelope makes for improved customer service.

Because less writing is required, the new envelope is easier to use. For most popular services, simply enter the quantities in the appropriate spaces. There is ample room provided for writing-in special instructions or less commonly ordered services.

There is a new, larger customer receipt.

Your record of each order is entered on a separate control sheet.

A latex seal on each envelope ensures the security of the contents during transit.

The date received in our photo-finishing laboratory, and the date completed, will both be clearly shown on each order, so you are able to check the "in-plant time". Thus, any transit delays can be quickly recognised.

The retail price of each completed order will also be clearly indicated on completion.

The distinctive Kodak yellow, together with the clean appearance of the new design, means you can, if you wish, hand the entire envelope to your customer when the work is collected (although many dealers prefer to retain their order envelopes as a record against which to check their monthly photo-finishing accounts).

The back of the new envelope carries a listing of the main Kodak photo-finishing services.

With each pad of Color Finishing Envelopes, brief instructions for use are included. Detailed instructions will be given in the new Kodak Photo-Finishing Ordering Guide now being distributed.

RECEIVED COMPLETED

**Kodak** COLOR PHOTO-FINISHING SERVICE

NAME \_\_\_\_\_

DATE REC'D \_\_\_\_\_ Will call ☐ MON ☐ TUE ☐ WED ☐ THU ☐ FRI ☐ SAT

**S-R VV\*21 1111 076**

**MR. E.A. SMYTHE JOHNSTON,**  
**CHYMIST,**  
**106 SMYTHE RD.,**  
**SMYTHETOWN, 9001**

One film or service per envelope please!

**INVOICE**  
RETAIL PRICE

**CONTENTS**

Quantity of

FILMS \_\_\_\_\_ NEGS \_\_\_\_\_ SLIDES \_\_\_\_\_ OTHER \_\_\_\_\_

If films, indicate type with  $\sqrt{\phantom{x}}$  in square below:

Kodacolor ☐ Ektachrome ☐ Other ☐

**ORDER**

Quantity required from each negative or slide:

PRINTS 3S (3½ x 3½ in.) ☐ ENLARGEMENTS ☐

PRINTS 3R (3½ x 5 in.) ☐ SLIDES/DUPLICATES ☐

SPECIAL SERVICES/INSTRUCTIONS (e.g. enlargement size, etc.):

KC 3101 G

KODACHROME ENLARGEMENTS MASKING SERVICE

Here's good news for customers who like to have KODACHROME Enlargements made from their favourite color slides.

Kodak is now introducing a masking service, so that enlargements may be ordered from a selected part of a transparency. Hitherto it has only been possible to order Kodachrome enlargements from the entire picture area.

A system of standard mask sizes will be used, similar to

that currently used for KODACOLOR Enlargements. Full details, together with a masking guide, are given in the new Kodak Photo-Finishing Ordering Guide now being distributed.

The masking service is available for all Kodachrome enlargements, size 5 x 5 inches and over. It is **not** available for Kodachrome prints size 3S (3½ x 3½ inches) or 3R (3½ x 5 inches).



## A KODAK PHOTO-FINISHING PORTFOLIO

To keep all your Kodak Photo-Finishing forms and information together, tidy and always handy.

This new photo-finishing portfolio from Kodak is styled in smart, distinctive, hard-wearing leather-look vinyl. It takes up very little counter space when folded. It opens up to reveal everything you'll ever need to order a complete range of photo-finishing services for your customers — and it's FREE.

Color Finishing Envelopes.

Black-and-White Order Pad.

Control Sheets.

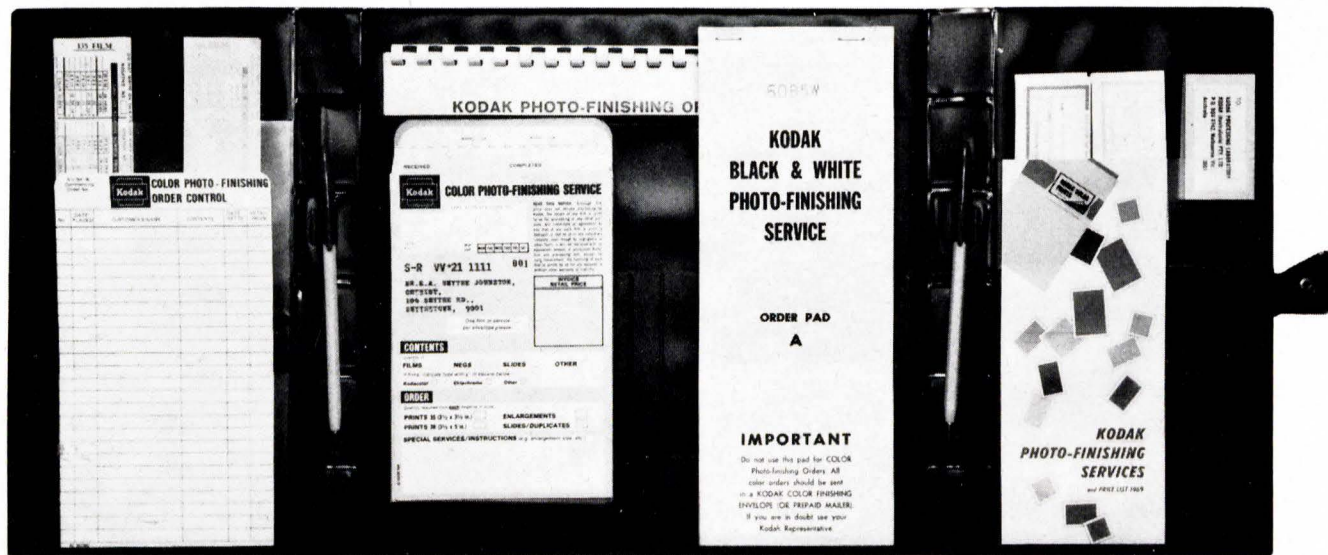
Negative Folders.

Special Return Labels.

Kodak Photo-Finishing Ordering Guide.

Kodak Photo-Finishing Services Price List.

There's even a place to keep your pen — or two pens if you like! The new Kodak Photo-Finishing Portfolio saves you time, lends an air of calm efficiency to your photo-finishing counter, keeps it tidy and *complete*.



Kodak representatives will be distributing these new portfolios during the next few weeks.

**KODAK (Australasia) PTY. LTD.**

Branches in all States

AEK