

**Kodak**

PHOTO-FINISHING

newsletter

FOR KODAK DEALERS AND STAFF

May/June 1968

We're getting in early — with a special offer to Kodak Dealers.

KODAK Photo-Greeting Cards 1968

Sales of Kodak Photo-Greeting Cards broke all records last year. Much of the increased business can be traced to those dealers who took advantage of our offer to supply their own personal photo-greeting cards at a special reduced price.

This offer is being repeated and will be open for a longer period — to enable you (or your staff) to select or take a suitable picture.

There are four designs to choose from, all new and all available in Trim-Line or Slim-Line styles. The code numbers for ordering are given overleaf.

Why do we make this offer?

Because we know that personal recommendation is the best way to sell Photo-Greeting Cards.

The offer:

During the period commencing 1st July and through to 30th September, you may have your own personal Kodak Photo-Greeting Cards made at the special low nett price of only 12 cents each, complete with envelope. Cards may be either Trim-Line or Slim-Line styles, and

the minimum order is for 10 cards from one negative or slide.

Here's what you do:

In this issue are two special-offer coupons, each marked for a specific style of photo-greeting card, i.e. TRIMLINE and SLIMLINE. Enclose the appropriate coupon for the type of card you require, with your Kodacolor negative or color slide in a Color Finishing Envelope. Be sure to note in the "Special Instruction" panel "Coupon Enclosed". Failure to do this will result in the normal charge being made. Your Kodak representative will be pleased to give you further information if required.

Order your personal photo-greeting cards early and be prepared to capture the early orders for overseas mails. Whenever a customer calls to collect color photo-finishing, discuss the pictures with him and suggest a suitable negative or slide for a photo-greeting card. Use one of your own cards as a sample to show the quality of Kodak Photo-Greeting Cards.

Start early — use the showcard, leaflets, and direct-mail letters (available July, see your Kodak representative). Talk Kodak Photo-Greeting cards at every opportunity and your business will grow along with ours.

- * All it takes is a few minutes.
- * It's an easy idea to sell.
- * There's no capital outlay involved.
- * Kodak Photo-Greeting Cards mean more film and photo-finishing sales.

Extra aids — Point-of-Sale — Leaflets — Processing Inserts, all help you to sell.

KODAK PHOTO-GREETING CARDS

TRIMLINE

KODAK DEALER PERSONAL ORDER

minimum order 10 cards from one
Kodacolor negative or color slide

Valid 1/7/68 to 30/9/68

KODAK PHOTO-GREETING CARDS

SLIMLINE

KODAK DEALER PERSONAL ORDER

minimum order 10 cards from one
Kodacolor negative or color slide

Valid 1/7/68 to 30/9/68

KODAK PHOTO-GREETING CARDS

This year's designs are so new, we can't even show you samples yet. But we can tell you about them:

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

Order your Personal Photo-Greeting Cards using the correct code numbers, as shown, adding S, H or V to Slim-Line codes to indicate the format required.

Your Kodak representative will have actual samples.

COLOR FINISHING ENQUIRIES

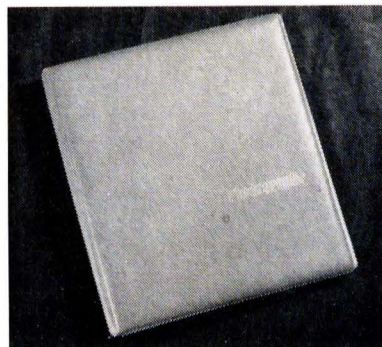
If you have an enquiry about a Color Finishing order, and need to refer it to the Color Services Laboratory, this is the system you should follow:

1. Enclose the complete order, **with the original Color Finishing Envelope** and full details of the enquiry, in a new Color Finishing Envelope.
2. Write "ENQUIRY" in the contents section of the new Color Finishing Envelope.
3. Send the enquiry **direct to the Color Service Laboratory**, as with new work, **not** to your local Kodak Branch.

This system ensures that enquiries receive prompt attention and are returned quickly.

ALBUMS AND FRAMES AS ACCESSORIES TO PHOTO-FINISHING

Photo-finishing customers are always good prospects for purchasing photo-albums and frames. A wide selection of albums and frames is available from Kodak, some are shown here. The full range is featured on pages 26 and 27 of the 1968 Kodak Consumer Markets Catalogue.



KODAK
Self-Adhesive Album
Washable cover
Gold lettering
10 pages 11 x 9¼ ins.
Item 4569 \$4.75

Color prints size 2R and 3R, as well as black-and-white super-size prints, look their best mounted neatly in an album. They are kept clean and safe, always in the right sequence, ready for showing to relatives and friends.

Enlargements are often intended for display about the home, so a frame is usually needed. Framed enlargements of children make ideal gifts for grandparents.



Parker Salon
Shadow Box
All wood with
reversible strut.
Sizes from 3½ x 5 ins.
to 16 x 20 ins.
Prices from 90 cents

Have a display of at least two or three albums and frames near the counter where photo-finishing orders are handed in and collected. Alternatively, couple a display of albums and frames with a Kodak Photo-finishing showcard in your window. Suggest albums and frames to all your photo-finishing customers — they can be the best-selling "accessories" you stock.

KODAK (Australasia) PTY. LTD.
Branches in all States

A. E. KEATING AEK

please write the appropriate
CODE NUMBER (e.g. SL 97H)
on the other side of
THIS COUPON
and on your
COLOR FINISHING ENVELOPE

please write the appropriate
CODE NUMBER (e.g. TL 105)
on the other side of
THIS COUPON
and on your
COLOR FINISHING ENVELOPE