



# Kodak Dealer News

September/October, 1969



In this issue:

Meet the new look in memory making—  
3 New KODAK INSTAMATIC Movie Cameras



# NEW KODAK INSTAMATIC MOVIE CAMERAS ARE GIFT PACKED— TO SELL!

Now there's a new look in home movie-making. These three new Kodak Instamatic movie cameras feature slim, elegant styling. They come in attractive, colorful outfits which contain everything your customers need to start daylight movie-making, in color—today!

All load instantly with super 8 film cartridges. All have convenient, built-in, fold-away pistol grips for sharper, steadier movies.

All are exceptionally compact, lightweight, ruggedly built and attractively styled in textured black and satin silver.

There's no winding because an electric motor drives the film. A built-in filter allows the same color film to be used for movie-making both indoors and out.

**Every outfit contains camera, Kodachrome super 8 film, batteries and instructions. An ideal gift for any season, any occasion, anyone.**

# M22



## Lowest priced — palm-sized

Economy-priced super 8 Kodak Instamatic M22 movie camera. Compact and hand-somely styled, this easy-to-use model features a sharp, factory-focused f/2.7 lens and manual exposure control.

No distance settings—just set the lens opening according to the exposure guide on the pistol grip, sight through the bright viewfinder, and shoot.

**Kodak Instamatic M22 Movie Outfit**  
**Item No. 0170 Retail Price (incl. tax) \$47.25**

Black vinyl leather-look carrying case also available to fit both Kodak Instamatic M22 and M24 models.

**Item No. 0408 Retail Price \$4.80**

# Movie Campaign Press Advertisements

## Meet the new look in memory making

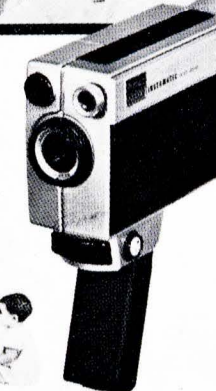


The easy-to-use Kodak Instamatic M24 Movie Outfit. Captures memories forever and keeps them in living color. Slim and elegantly styled camera, with a fold-away pistol grip. It's small enough to fit in the palm of your hand. Easy to take everywhere you'll be ready for every memory-making opportunity that comes your way. All you do to make true-to-life color movies is drop in a super 8 film cartridge, aim and shoot. The fast f/2.7 lens and CdS-type electric eye exposure control ensure sharp, bright movies every time. A built-in filter allows you to use the same film indoors and out.

**KODAK INSTAMATIC  
MOVIE CAMERAS**

KODAK (Australasia) PTY. LTD.

## Meet the new look in memory making



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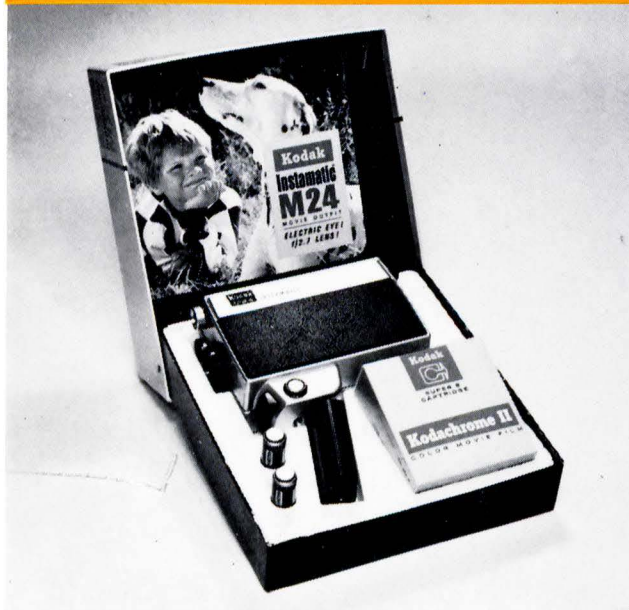
**KODAK INSTAMATIC  
MOVIE CAMERAS**

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These two 10-inch x 5-column press advertisements are scheduled to appear in daily newspapers throughout Australia from early October to mid-November.



# M24

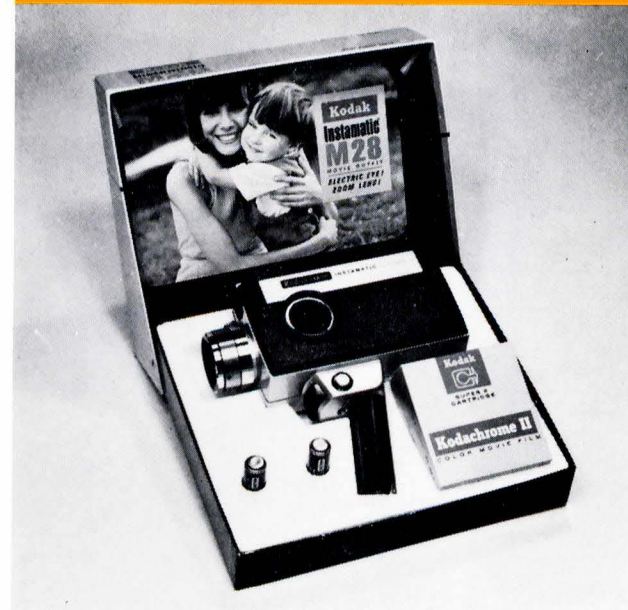


## Fully automatic — budget priced

An exceptional movie-maker at a budget price. The Kodak Instamatic M24 movie camera has a fast f/2.7 lens for bright, sharp, movies. The CdS-type exposure control automatically adjusts for the speed of the film in use, including extra-fast Kodak Tri-X black-and-white reversal film. A low-light indicator tells you when to use a movie-light. The color-corrected lens is factory-focused and requires no distance settings.

**Kodak Instamatic M24 Movie Outfit**  
Item No. 0171 Retail Price (incl. tax) \$66.75

# M28



## Zoom lens for exciting effects

The Kodak Instamatic M28 movie camera gives zoom lens versatility and automatic exposure control with elegant styling. Its fast f/2.7 lens has footage scale and symbol distance settings. Finger-tip zoom control permits changing from wide-angle to tele-photo while filming. Just aim through the bright zoom finder . . . and shoot! An electric eye automatically adjusts for the type of film in use, including extra-fast Kodak Tri-X black-and-white reversal film.

**Kodak Instamatic M28 Movie Outfit**  
Item No. 0173 Retail Price \$102.65  
(incl. tax)

Kodak Movie Camera Compartment Case, of solid simulated-leather construction accepts Kodak Instamatic M28 movie camera and spare films.  
Item No. 0412 Retail Price \$6.13

## HOMÉ MOVIES

The nearest thing to LIFE itself

To coincide with the announcement of three exciting new Kodak Instamatic movie cameras, Kodak is mounting an advertising campaign to promote the idea of "remembering in movies".

The campaign commences in early October and runs to mid-November. The theme is: **"Meet the New Look in Memory Making — Kodak Instamatic movie cameras".**

### Press

Full pages in magazines, and 10-inch x 5 column advertisements in daily newspapers sell the movie-making idea. The two advertisements illustrated overleaf are specially designed to provide strong emotional appeal through the association of children with action.

### Television

An appealing 30-second commercial will appear on selected stations in capital cities. It shows your customers "how memories can be brought to life with a Kodak Instamatic movie camera".

### Point-of-Sale

A two-color leaflet, size 3½ x 5½ inches, illustrated right, will be available for you to distribute to your customers. In addition, we will be inserting the leaflet in customers' completed color photo-finishing orders.

### A READY MARKET

Only 2% of Australian homes at present own a movie camera. So here is potential indeed! Tie-in with this Kodak campaign. Talk movies to your customers. Display the new Kodak Instamatic movie cameras prominently, in your window and in-store displays. There are going to be customers looking for them.

When it comes to home movies . . .

**This year Kodak means Business — for you!**





## NEW FILM ADVANCE LEVER for Kodak Instamatic cameras

In keeping with the Kodak policy of continuous product improvement, a small but significant change is being made to the design of Kodak Instamatic cameras, models 133 and 233.

The ratchet-wheel rim of the film advance knob is being replaced by a winding lever. This still operates on a ratchet and, normally, more than one complete operation of the lever is required to advance the film fully to the next frame. Therefore, customers must be sure to operate the lever **until the camera mechanism locks**. This change has been introduced because, if the ratchet wheel on these cameras is "flipped", rather than operated in a back and forth action like a watch-winder, it has been found possible occasionally to "beat" the camera mechanism into skipping one or two frames. The lever is more convenient in use and, at the same time, overcomes the slight problem by ensuring that the ratchet mechanism is operated correctly.



"Oh dear! I suppose now we'll almost have to buy something."



"A fiftieth of a second here and a fiftieth of a second there! First thing you know we'll be too late for our motel reservations."

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

Branches in all States

A. E. KEATING PTY. LTD. AEK