

Kodak Dealer News



Please pass Kodak Dealer News on to your staff

Don't Be Afraid of the Dark!

We are repeating this highly successful slogan this year to boost winter picture-taking and camera sales.

Our winter flash campaign will tell everybody just how easy it is for any member of the family to take flash pictures with Kodak Instamatic cameras and flashcubes.

The campaign will be conducted through television and by point-of-sale material.

Point-of-Sale

An attractive new showcard with the theme "Don't Be Afraid of the Dark" urges your customers to buy Kodacolor-X film, flashcubes and a Kodak Instamatic 104 camera. Cut-outs in the showcard accept a dummy carton of Kodacolor-X CX126 film, 3 flashcubes and an Instamatic 104 camera. A supply of a new leaflet, "Don't Be Afraid of the Dark", comes with each showcard; give a copy to every flashcube (or flashbulb)

customer. It contains general hints to get your customers started on taking flash pictures, and a sales message to keep them coming back for more Kodak film and Kodak Photo-Finishing.

"Don't Be Afraid of the Dark" leaflets will also be distributed through completed customer orders from our Photo-Finishing Laboratories.

Television

Last year's television commercial stressed the ease of loading Kodak Instamatic cameras, and how simple they make flash photography for all members of the family. The theme was "These cameras are not afraid of the dark". The same commercial will be run again this year, commencing early June, and will fill a 60-second spot on Disneyland.



An "artist's rough" of the new showcard

Use the showcard to tie-in with our Winter flash campaign. Feature "Winter Flash Kits" in your window and in-store displays, as well as in local advertising. Display Kodak Instamatic cameras with Flashcubes and Give Your Winter Photo-Sales a Lift.

Are you sharing in

THE GROWTH OF PHOTO-SALES IN AUSTRALIA?



The fastest growing "drugstore" department in the U.S.A. is **photography**. A recently published survey there shows that in 1966, in American Drugstores, photo sales increased 18%.

The story in Australia is probably very similar, since the U.S. figures are no "flash in the pan" — photography has been the fastest growing drugstore department for 15 years — and our own company sales figures are a good pointer to a similar trend here.

What has brought about this growth? Management and marketing experts point to several factors. One is the influence of Kodak Instamatic cameras, which have brought picture-taking within the capabilities of many more people, especially women and young people.

Another factor is better merchandising. Photography is an almost universal traffic builder — right for all ages, throughout the year. It is also a year-round gift "natural" for children, teenagers, young adults and grandparents.

It has proved a big traffic builder for stores that have tied-in with local festivals and sporting events.

Particularly important has been the new emphasis on selling photography to women — with a feminine touch to the photo-counter decor and the sales approach. The featuring of a separate, distinctive photographic counter, especially, has proved a big draw for women customers.

Better Training

A major factor in photo-sales growth has been the training of sales people. Even stores which have confined their training programme to basic film and equipment familiarization, and simple picture-taking, have seen their efforts pay off. Just a few hours training can make a difference. The difference between an assistant who merely reaches for a product on request, and a sales person who recommends film types, gives snapshooting hints, and boosts photofinishing by suggesting enlargements and extra prints.

Where can staff get this training? See the article on Kodak Dealer Training Courses, in this issue.

Help From Kodak

Photography is an all-season seller. So Kodak has advertising for all seasons, right through the year. Kodak merchandising aids for permanent displays were featured in the Jan./Feb. edition of Kodak Dealer News. They also appear in the Dealer Supplement to our 1968 Consumer Markets Catalogue.

In addition, there are showcards and other in-store aids for every season; with tie-ins for major local festivals and for special occasions such as Mother's Day and Father's Day, etc. Good display is one vital ingredient in the formula for photographic sales success. And your displays should be supported by your own local advertising.

Better Selling

The photo-counter in America has proved to be the best traffic builder, through better trained staff, and through merchandising more precisely aimed than ever before. The "formula for success" that emerges is simply **better selling** — all the way from shop front to counter. And what is true in America is just as true in Australia.



Workshop session at a Melbourne Branch Dealer Training Course

FLASH WITH SIMPLE CAMERAS



This year, Kodak advertising, and word of mouth praise by relatives and friends, will convince more people than ever before that flash photography really is easy.

Many are going to take flash pictures for the first time. And many more, about to take what is for them the "plunge" into flash pictures, are going to ask **you** for advice. If you have the answers to their questions and problems, you will benefit from extra sales of film, bulbs, batteries and photo-finishing.

We suggest you start by taking some flash pictures of your own — actions (and pictures) speak louder than words. But for those with queries, here are a few general hints about flash photography with simple cameras.

Distance

The correct flash-to-subject distance is most important for successful flash pictures. For most simple cameras (including Kodak Instamatic cameras) that use flashcubes, the subject must be between 4 ft. and 9 ft. away. Closer than 4 ft. gives overexposure with pale, washed-out colors. Further than 9 ft. gives underexposed, dark, muddy pictures with poor color.

Background

Where possible, keep backgrounds plain, and 6-8 ft. distant from the subject to avoid distracting shadows. Where there are shiny surfaces such as furniture or glossy walls, keep these at an angle to the camera so they won't reflect glare back into the lens. If windows or mirrors are included, be sure you cannot see your own reflection or that of the camera, or flash.

Batteries and Electrical Contacts

As we have often said before, in Dealer News and elsewhere, when there are flash failures the most frequent cause is exhausted batteries or contacts that need cleaning. Make sure batteries are fresh. Replace them at least once a year. Clean battery ends, and contacts in equipment, by rubbing with a rough cloth or pencil eraser. Use **only** the recommended batteries (refer to camera instruction books). Incorrect batteries will not give satisfactory service and may even damage equipment.

Flashbulbs

Use only blue flashbulbs with all Kodak black-and-white and daylight color films, including Kodacolor-X film. Also, make sure the correct size flashbulb is supplied, according to the flashholder in use. Those Kodak Instamatic cameras that do not use flashcubes, use AG-1B flashbulbs. Flashholders with 3-inch reflectors generally use PF1-B (or No. 1B) bulbs. Larger 4-inch to 5-inch reflectors use bulbs with a bayonet type cap such as PF24/97 (No. 5B or 25B). YOUR KODAK COUNTER GUIDE GIVES ALL THESE DETAILS.

Adjustable Cameras

For adjustable cameras, correct flash exposure is determined from the Guide Numbers printed on flashbulb cartons or instruction sheets. There are four simple steps:

1. Select the shutter speed (if in doubt, 1/25 or 1/30 sec.).
2. Find the right Guide Number for the film and bulb in use.
3. Divide the Guide Number by the flash-to-subject distance in feet.
4. Set the f/number found by the division in step 3.

The above information is included in the leaflet, "Don't Be Afraid of the Dark". But have the answers ready and you'll be acknowledged as an expert in the field of photography — and Confidence will bring Custom.



It's the latest thing. Tells four fortunes in a flash! flash! flash! flash!



The
Connoisseur

Do remember this fellow when planning your window display or local advertising. We keep him in mind all the time.

He may not read the popular press. As in other things, he insists on the best. So he reads the "class" magazines. And Kodak is right in there, advertising the kind of quality products he likes to buy. Make sure he sees those same products in your window, and to him your store will be associated with quality.

KODAK DEALER TRAINING PROGRAMMES



Kodak Dealer Training Programmes are run in all Kodak capital city branches. The courses are intended for dealer assistants and are of one or two days' duration. They have three aims, namely:

1. To impress upon sales assistants that they are important people, not only to the shop where they work, but to the whole Kodak organisation. They are our main link with the retail customer.
2. To familiarize assistants with photography in general and with Kodak products in particular. Thus they will understand the different types and sizes of films; know how to handle, load and use various types of cameras; understand the range of Kodak Photo-Finishing Services; know how to use the **Kodak Counter guide** effectively.
3. To teach sales assistants to **sell** photography.

The courses are free. Full details regarding times and places for the programmes can be obtained either from your Kodak representative or direct from the Kodak Branch serving your area.

In addition to the courses in the Kodak Branches, special sessions are run in country centres from time to time. These are usually held in conjunction with Dealer Local Promotions. Full details from your Kodak representative or Branch.



A selection of the magazines he might read is shown. Products advertised in them include Kodak Retina cameras, the Kodak Carousel 'S' projector, Kodak Instamatic movie cameras and projectors and, of course, Kodak color films.

RANGE OF LENSES FOR CAROUSEL 'S' AND S-AV PROJECTORS

Tell owners as well as prospective purchasers of Kodak Carousel 'S' projectors about the range of accessory lenses now available to them.

The standard lens in the Kodak Carousel 'S' projector is a Schneider Procolor 100mm. Extra lenses now available are Schneider Procolor lenses of focal lengths 60mm, 85mm, 150mm and 180mm. In addition there is a Schneider Projar lens of 250mm focal length; this is used in conjunction with a special condenser lens.

Lenses of shorter than standard focal length make it possible to fill a larger screen in small rooms, such as a small lounge room or shop window. Longer focal length lenses make long "throws" possible, without the picture overflowing the screen, in lecture rooms and community halls, etc.

Your Kodak representative has details of prices and availability of accessory lenses for Kodak Carousel projectors.

Extra lenses for the Kodak Carousel 'S' and S-AV increase the versatility of these quality projectors.

Greater Versatility = Easier to Sell



KODAK (Australasia) PTY. LTD.

Branches in all States

A. E. KEATING AEK

KODAK BLACK-AND-WHITE PAPER PRICES

Worldwide increases in silver prices, together with increases in wages and raw materials, have raised our production costs to such an extent that we have no alternative but to adjust the prices for some Kodak black-and-white photographic papers. The photographic papers below will therefore increase in price on **July 1, 1968**, to the new prices shown.

Dealer orders received by us prior to July 1st, for reasonable quantities calling for immediate delivery, will be supplied at the **old price**, provided we can make delivery during July.

Please keep this sheet for reference and insert it in place of page 25 in your 1968 Kodak Consumer Products Catalogue.

KODAK (Australasia) PTY. LTD.

KODAK VELOX PAPER

SIZE (Inches)	PACKING (Sheets)	RETAIL PRICE
1 $\frac{7}{8}$ x 2 $\frac{3}{4}$	25	\$0.27
	100	0.87
2 $\frac{1}{2}$ x 2 $\frac{1}{2}$	25	0.30
	100	1.02
2 $\frac{1}{2}$ x 3 $\frac{1}{2}$	25	0.42
	100	1.37
	1000	12.97
2 $\frac{3}{4}$ x 4 $\frac{1}{2}$	25	0.57
	100	1.88
	1000	17.94
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	25	0.62
	100	2.90
3 $\frac{1}{2}$ x 5 $\frac{1}{2}$	25	0.87
	100	2.83
4 x 5	100	2.95
4 $\frac{3}{4}$ x 6 $\frac{1}{2}$	10	0.57
	100	4.47

BROMESKO PAPER

SIZE (Inches)	PACKING (Sheets)	RETAIL PRICE
3 $\frac{1}{2}$ x 5 $\frac{1}{2}$	25	\$0.95
	100	3.20
4 $\frac{3}{4}$ x 6 $\frac{1}{2}$	10	0.65
	100	5.05
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	10	1.10
	100	8.95
8 x 10	10	1.60
	100	12.85
10 x 12	10	2.40
12 x 15	10	3.60
16 x 20	10	6.35

Other sizes and packings available on request.

KODABROMIDE PAPER

SIZE (Inches)	PACKING (Sheets)	RETAIL PRICE (Single Weight)	RETAIL PRICE (Double Weight)
2 $\frac{1}{2}$ x 3 $\frac{1}{2}$	25	\$0.38	\$0.45
	100	1.34	1.40
3 $\frac{1}{2}$ x 5 $\frac{1}{2}$	25	0.80	0.97
	100	2.47	2.92
4 $\frac{3}{4}$ x 6 $\frac{1}{2}$	10	0.43	0.52
	100	4.00	4.67
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	10	0.80	0.92
	100	7.03	8.25
8 x 10	10	1.12	1.32
	100	10.13	11.89
10 x 12	10	1.68	1.97
12 x 15	10	2.52	2.95
16 x 20	10	4.47	5.23

Other sizes and packings available on request.

ROYAL BROMESKO PAPER

SIZE (Inches)	PACKING (Sheets)	RETAIL PRICE (Single Weight)
8 x 10	10	\$1.60
	100	12.85
12 x 15	10	3.60
16 x 20	10	6.35

*** KODAK PANALURE PAPER**

SIZE (Inches)	PACKING (Sheets)	RETAIL PRICE (F Single Weight)	RETAIL PRICE (E Double Weight)
8 x 10	25	\$4.70	\$6.60
11 x 14	50	15.05	20.90
14 x 17	10	—	8.60
16 x 20	10	9.00	12.30

* Price unchanged.