

Sales News

MAY-JUNE, 1973

The kind of window that gets results!



Toowoomba (Q'ld) dealer, Mr Syd Owen, had good reason to smile when this picture was taken! He reports that, thanks to the new pocket cameras, he enjoyed his best Easter sales yet! But we're sure you would agree that the excellent window display played a big part, too!

'Pocket' Sales Steady!

Despite stock shortage problems with some models, photo dealers around Australia are reporting very good sales of the new Kodak pocket Instamatic cameras!

Particularly encouraging, are reports that young people are buying these cameras. This segment of the market has always been a difficult one to reach, but it seems that these new cameras fit in well with their life style. Some dealers have offered these cameras on deposit to the youngsters, and

have found this to be very successful!

Our Field Representatives have also reported that window and in-store displays have been at an all-time high! May we say "Thank you" for your support and confidence in pocket Instamatic cameras.

NEW-LOOK NEWS

By now you will have noticed that Kodak Sales News has taken on a new appearance! We hope that the change will be for the better.

By changing to a newspaper format, we will be able to serve you better, with informative articles on Kodak products and services, plus a wide

variety of features covering ways and means for extra sales.

If you have a particular interest, please let us know through your Kodak Sales Representative. We'll be only too glad to publish articles that will be of special interest that can be shared with other photo dealers!

Top 'Pocket' models now available!



Depicted here is the model 60—top-of-the-line Kodak pocket Instamatic camera. Note also the carrying case supplied with the camera.

Supplies of Kodak pocket Instamatic 50 and 60 cameras have now arrived in Australia. Designed in the U.S., these models are the most sophisticated cameras in the Kodak pocket range.

Both cameras offer the discriminating buyer a range of features including a fast f/2.7 Kodak Ektar 4-element lens, focusing from 3 feet to infinity, shutter speed range from 1/250 to 5 seconds, plus a 'programmed' exposure control, with an electric-eye setting the optimum combination of aperture and shutter speed.

In addition, both models incorporate magicube flash, glass plate lens protection, shutter release lock, projected frame viewfinder, and a system of warning lights for used flashbulb and long exposure. Tripod and cable-release sockets are also included.

The model 60 also has a coupled rangefinder for

accurate focusing. Both cameras are supplied complete with a carrying case, wrist strap and one Mallory 7R31 battery (size K). The carrying cases are also available separately.

The model 50 carries a suggested retail price of \$134 (Stock Item 0063), and the model 60 a suggested retail price of \$159 (Stock Item 0182).

For the present, stocks of both models are limited, but local advertising plans will include appearances in 'Newsweek' and 'Time' magazines, and a prestige brochure is now in preparation. A distinctive camera display stand is available now through your Kodak Sales Representative.

June enlargement promotion details!

Details have been finalised for a business-boosting enlargement promotion which commences June 1!

From that date until just prior to August 31, every Kodacolor film develop and print order leaving Kodak laboratories will be carefully scrutinised by our expert inspectors for a print that would make a good enlargement. These prints will be placed in a special 'Merit Seal' folder that not only congratulates the customer on the quality of his picture, but also suggests that it would make a beautiful 5 x 5 or 5 x 7in. Kodacolor enlargement!

The business-booster story comes with the added plus that we're offering these customers—special low prices on the above sizes during the promotion period!

★ One or two—down to \$1.20 each,

★ 3 or more—down to \$1.00 each!

This represents a minimum saving of 25 cents per enlargement!

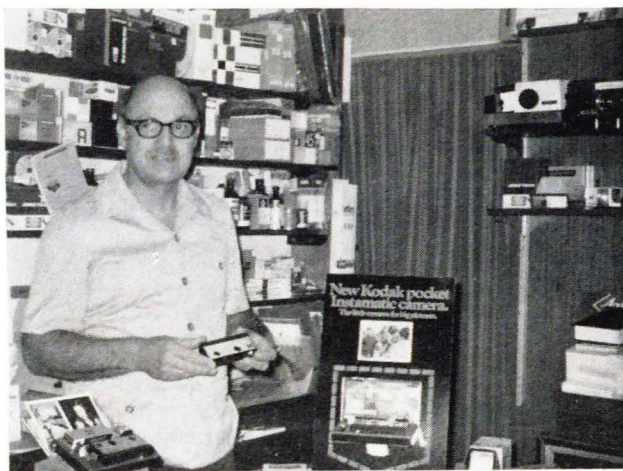
Customers will still be able to select portions of the negative for enlarg-

ing at no extra cost. The range of masks that are available are shown on sheet 1 of the Masking Guides included with your copy of the 1973 Consumer Products Catalogue.

As a final extra, customers can choose to have their enlargements printed on either normal glossy paper, or on the elegant new silk-surface paper!

For your part, you can gain a great deal of processing business during what is normally an off-peak season. The beauty of the campaign is its simplicity. Everybody benefits—the customer can have his favourite pictures enlarged at a low price—you will enjoy extra sales (they'll get even bigger if you pass the good news to your other customers, too!). Just remember. The offer closes August 31. There are special low prices on 5 x 5 and 5 x 7in. Kodacolor enlargements, and you'll be kept busy handling all the extra sales!

Perth Dealer Happy!



Mr Bill Storm, the manager of one of the **Perth Photographics** stores in Perth (W.A.) has been converted to the success story of Kodak pocket Instamatic cameras!

Bill was of the opinion from results he had that there was no future for, as he put it, "16mm still photography." However, he was persuaded to take a few pictures with a 100 model pocket camera, and after seeing the re-

sults on the silk finish 3½ x 4½in. prints, Bill has a completely new outlook.

The prints he received back from Kodak were excellent, and he now has these on show with his camera displays.

Bill also lost no opportunity in turning this experience into profit—he sold a number of pocket Instamatic cameras before any advertising started!