

KODAK INSTAMATIC 25 Camera Outfit goes FLASHCUBE

The Kodak Instamatic 25 camera outfit, so popular with beginners and young people, is now available in a new version which includes the Kodak Instamatic flashcube holder, and one flashcube. The flashcube holder slides into the shoe on top of the camera. The flashcube is rotated manually after each flash picture.

Inclusion of the flashcube holder brings the Kodak Instamatic 25 camera outfit right up to date, and represents even better value for money at the unchanged price of \$10.25. The outfit now contains: Kodak Instamatic 25 camera, one cartridge Verichrome Pan VP126 film, Kodak Instamatic flashcube holder, 2 Mallory PX 825 batteries, one flashcube and full instructions.

Kodak Instamatic 25 camera outfit
Item No. 0111. Retail Price \$10.25.



The new version of this popular outfit is easily identified by the flashcube symbol on the lid.

KODAK INSTAMATIC 104 OUTFITS DISCONTINUED

From their first introduction, Kodak Instamatic 104 outfits, both black-and-white and color, proved extremely popular. This was particularly so over the recent Christmas period and our stocks are now exhausted.

No further 104 models will be produced *in outfit form*. Therefore, the following items are discontinued.

Item No. 0107 Kodak Instamatic 104 camera outfit (black-and-white)

Item No. 0130 Kodak Instamatic 104 color outfit

However, there is a successor — the Kodak Instamatic 133 color outfit. This will be available in a few weeks and you can read all about it elsewhere in Kodak Dealer News.

NOTE: The Kodak Instamatic 104 camera, item number 0126, will continue to be available separately while stocks last.

MALLORY BATTERIES for All Modern Products

Kodak is extending the range of Mallory batteries stocked, to include some of the popular sizes for non-photographic use.

In developing their mercury and alkaline batteries, Mallory perfected new methods of generating more power from a dry cell *and new ways of safely locking it in*. Mallory batteries last longer, deliver their power evenly, do not need time to recuperate. They can lie idle for two years and still retain voltage stability. It is because of this stability-plus-safety that Kodak is happy to stock and recommend Mallory batteries for Kodak products.

Look for the Letters

Mallory make two distinct types of battery for photographic applications: Mercury and Alkaline.

Mercury batteries have the prefix PX and are designed for such applications as CdS meters, electric eye systems and electronic shutter controls. There is no adequate substitute for a mercury cell.

Mallory Alkaline batteries have the prefix MN: These batteries have longer life and greater efficiency in flashholders, slide viewers, movie cameras and tape recorder motors.

All Applications

The same benefits of safety, reliability and long life apply to Mallory batteries used in torches, transistor radios, battery powered toys (those Christmas ones must be a bit flat by now!) etc.

Mallory batteries may cost a little more, but the price is justified by longer life. Promote this profitable line. Display Mallory batteries and remind customers frequently to check their batteries. Statistics show that batteries are largely impulse purchases.

Announcement

From February 1st, 1969, Mallory Batteries (Australia) Pty. Ltd. have appointed Kodak as sole distributor for Mallory Duracell Batteries to the Pharmaceutical and Photographic Retail Trades in Australia. All your requirements for these products should therefore be directed to us, and we will ensure prompt service.

Your Kodak representative will provide details of the range available and prices.



KODAK DEALER NEWS NEW SIZE SPEEDS THE MAILS

"May thy shadow never grow less" is an oriental way of saying "Good Luck", since any reduction in size is regarded as an indication of hard times and misfortune. Kodak Dealer News is reduced in size. You may have noticed, this is the third edition to appear in a new,

smaller format. In our case this is not through any misfortune, but rather in order to use an envelope which conforms with a new postal regulation. Briefly, this regulation provides for the transport by air, at ordinary postage rates, of inland mail not exceeding 4 3/4 x 9 1/4 inches. So our new, smaller size ensures the speediest possible delivery of Kodak Dealer News to Kodak dealers throughout Australia.