

# Sales News

SEPTEMBER, 1974

## WIN A COLOR TV SET

—OR ONE OF ONE HUNDRED  
**KODAK POCKET INSTAMATIC**  
100 CAMERA OUTFITS  
—IN TIME FOR  
**CHRISTMAS**

### Enter the Kodak pocket camera quiz

We're giving away a Philips 22 in. color T.V. set, valued at around \$800, to the sales assistant who can correctly answer 20 simple questions about Kodak pocket Instamatic cameras. Also, there are one hundred pocket cameras for the runners-up.

### It's easy

All you have to do is answer the 20 questions on the entry form (several forms are enclosed with this issue of "Kodak Sales News"), and send your entry to Kodak. Most questions can be answered with check marks.

Entries will be judged on skill, and the entrant who answers the greatest number of questions correctly will be judged the outright winner. In the case of a tie, the judges will take into account accuracy and completeness of answers, clarity of expression, and overall presentation.

### YOU can enter

If you are a retail sales assistant who, as part of your job, sells photographic products, **you** are eligible to enter the contest. The only limitation is one entry per person.

### Some helpful tips

If you're not sure of the answer to any question, take a look at the 1974 Kodak Catalogue of Consumer Products, or at our Spring camera folder, or read through the instruction booklet of a camera that you have in stock.

### Another good reason to enter

As you complete the entry form, you'll probably learn a few new facts about Kodak pocket cameras, and perhaps recall a few points you'd forgotten. And that product knowledge will help you to demonstrate pocket cameras with confidence when a customer asks: "May I see one of

those Kodak pocket cameras, please?"

### Need more entry forms?

Just phone, or drop a note to your Kodak branch. Or ask your Kodak representative. There are plenty of entry forms available so everyone in your store can enter, provided their job includes the retail sale of photographic products.

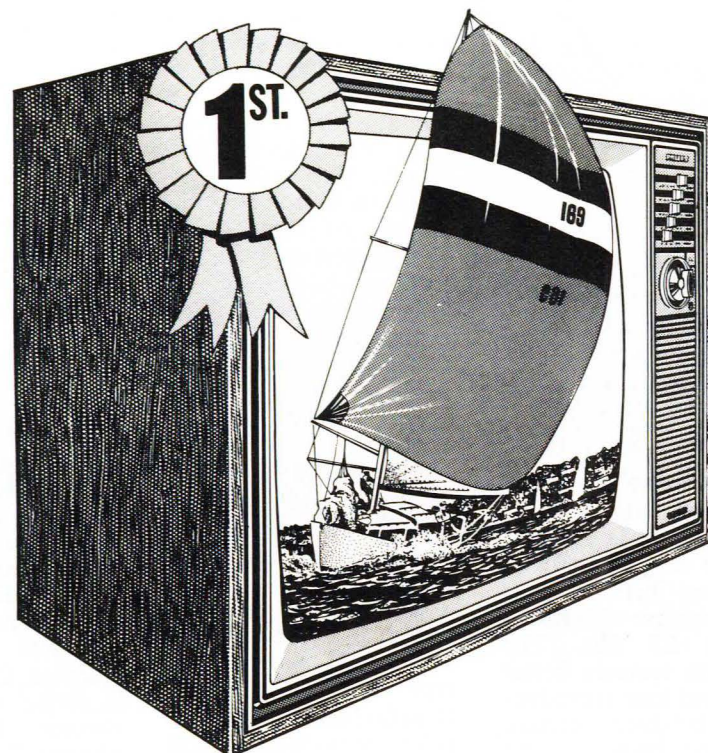
### How will you know if you've won?

We'll tell all winners by mail early in December, as soon as judging is complete. Correct answers and the winning entry will be published in "Kodak Sales News".

### Enter now!

Entries close November 15, 1974. Don't delay—enter now!

**Remember, you could have a beautiful 22 in. Philips "Natural Color" T.V. set in YOUR home this Christmas!**



Permit No. TC5683 granted under the Lotteries and Art Unions Act (N.S.W.)

## BIG NOVEMBER/DECEMBER ADVERTISING CAMPAIGN FOR KODAK EKTASOUND CAMERAS

Many dealers will recall the high consumer demand for Kodak Ektasound movie cameras when they were released last June. Our initial stocks were sold out in a matter of days!

We've now been able to make special arrangements to import further large quantities of Ektasound cameras and associated products in time for Christmas — stocks are expected around mid-November. This means that we'll soon be able to fill your orders for Ektasound cameras **IF YOU ORDER NOW!**

Don't delay, because even the large numbers of cameras that we are importing could soon be exhausted!

### Heavy advertising support planned

From late November through early December we'll be taking large space press advertisements in national and metropolitan newspapers, plus full-color pages in "Time", "Newsweek" and "The Bulletin". This advertising is designed to create wide consumer awareness of the new cameras, and is sure to generate strong demand. Additionally, our processing laboratories will tell all moviemakers about Ektasound cameras through colorful leaflets

included with processed movie films being returned to customers.

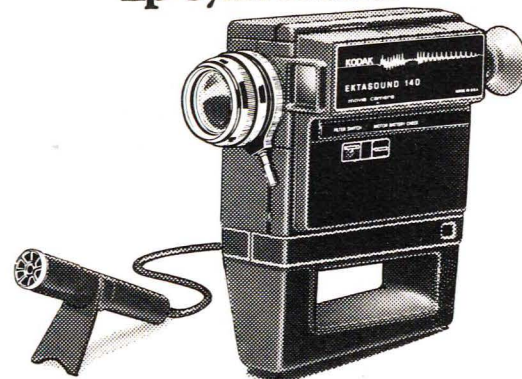
### Don't miss out

Make sure that you take advantage of this advertising support by tying in your store displays

and your own advertising. And, most important, make certain that you have the stock to meet the demand. Place your order for Ektasound cameras, projectors, accessories and Kodak sound movie films **NOW!**

# LOOK HEAR

Kodak presents 'Talkies'...  
super 8 color movies with  
'lip-sync' sound



## Kodak Ektasound movie cameras



# Now better than ever... NEW IMPROVED KODACHROME FILMS AVAILABLE SOON

Commencing November, Kodak will introduce a new range of Kodachrome films to the Australian market. These new films, which feature many improvements over the current range (which they replace), are:

- ★ Kodachrome 25 film (replacing Kodachrome II film)
- ★ Kodachrome 64 film (replacing Kodachrome-X film) and
- ★ Kodachrome 40 movie film (replacing Kodachrome II movie film, type A).

(The numbers in the names of the new films represent the ASA speeds.)

## Kodachrome 25 film

Customers who now use Kodachrome II film are sure to be pleased with the even better results they'll achieve with Kodachrome 25 film. The new film features better color and tone reproduction, brighter greens, reds and blues, clearer yellows, and much improved sky reproduction. Sharpness and grain will be similar to the current film, already excellent in these respects.

Kodachrome 25 film in still (135) and movie (8mm, 16mm) sizes will become available from November as stocks of Kodachrome II films are depleted.

## Kodachrome 64 film

The users of Kodachrome-X film will notice

some major improvements when they switch to Kodachrome 64 film. The new film is sharper, less grainy, has much better color reproduction, and features improved exposure latitude and lower contrast. Many photographers will equate this film to the previous Kodachrome II film in quality, with the advantages of the higher film speed. **These improvements should make Kodachrome 64 film one of your biggest sellers!**

Deliveries will commence from November, as stocks of Kodachrome-X films are exhausted. Sizes available will be 135, 126, and 110.

## Kodachrome 40 film

This new film will be available in Autumn 1975 in super 8 and 8mm sizes. In Spring 1975 the 16mm size will be introduced. It replaces Kodachrome II movie film, type A.

Benefits include improved color reproduction and reduced graininess.

The only current Kodachrome film which will not be replaced by an equivalent new film will be Kodachrome II professional film, type A, KPA135-20P. This film will be discontinued.

## Availability

As our inventory of individual sizes of the current films is depleted, substitution of the new Kodachrome films will be automatic. We will,

therefore, not accept orders for the new films while stocks of current films still remain.

We anticipate that the changeover will be complete in most still film sizes by early 1975. As noted above, super 8 mm and Kodachrome II movie film, type A, will change in Autumn next year.

## Prices

Prices of the new Kodachrome films (and charges for processing by Kodak) will be the same as those of the films which they replace.

## Processing

The new films require a new and different processing technique, and so the film boxes, cassettes, cartridge labels and the films themselves have been specially designed to give clear differentiation from the current products.

Because the presence of a single roll of Kodachrome II or Kodachrome-X film in the new processing solutions would have very serious consequences—not only would the film be ruined, but other films being processed at the same time would also be damaged—accurate sorting in the processing laboratory is most important.

## You can help

By ensuring that Kodachrome films sent to us for processing via your store are segregated—that is, new films are not



included in the same processing envelope as current films—you'll help us to ensure that all films are correctly processed.

## Advertising

A massive advertising campaign for the new Kodachrome films is already in the planning stages, and will appear early in 1975. No advertising will appear during 1974 to enable dealers to clear stocks of current films.

Full details of our advertising plans will appear in a future issue of "Kodak Sales News".

## Summing-up

Commencing November, Kodachrome 64 film will replace Kodachrome-X film, and Kodachrome 25 film will replace Kodachrome II film. During 1975, Kodachrome 40 movie film will replace Kodachrome II movie film (type A). All films are improved. In particular, Koda-

chrome 64 film is greatly improved over the film which it replaces.

Prices are unchanged, and the new films will be supplied as stocks of the current films run out.

A major advertising campaign will commence early 1975.

The new films require different processing techniques and dealers are requested to avoid placing both old and new films in the one processing envelope.

# NO MORE BLUE MOVIES!

**A new Kodak super 8 movie film to be released in Australia later this month has been designed to overcome a common consumer error: failure to adjust the camera filter setting according to the predominant light source.**

Kodak type G Ektachrome 160 movie film is designed to produce pleasing results in a wide range of lighting conditions without filtration. The development of this film was prompted by extensive studies of consumers' films which indicated that the most common user error was "forgetting to use the camera's built-in filter under daylight conditions", resulting in movies with a bluish cast. These studies also revealed that camera users have difficulty in selecting the correct filter position in mixed lighting conditions.

## Easier to use

New Kodak type G Ektachrome film can be used in any camera having the capability of exposing

ASA 160 film. For pleasing movies in any light, it is only necessary to switch the daylight filter out of the light path and set the automatic exposure control to ASA 160. Most XL movie cameras will require a one-time filter setting to prepare for the type G 160 film. Film instructions show how to make this one-time filter setting on super 8 movie cameras designed to use high-speed movie film of ASA 160 speed.

## Special sensitizing

Kodak type G Ektachrome 160 movie film is specially sensitized to reduce shifts in color balance caused by differences in the color quality of illuminants. Because of this special sensitizing, the type G film is to be used **without a filter** to take movies in any type of illumination, such as daylight, fluorescent lamps, household light bulbs, stage and sports lighting, color TV and firelight.

The film is color balanced to provide optimum rendering when exposed by

daylight and fluorescent light, and natural warm renderings when exposed by yellower light sources like household bulbs and firelight.

## Use in daylight

The new type G Ektachrome 160 movie film, like Ektachrome 160 movie film type A, should only be used in daylight conditions in cameras designed to correctly expose high-speed films in daylight. For correct exposure in bright sunlight, a minimum aperture of at least f/45 is required. Cameras without this capability should only be used with the new film in subdued light.

Type G film, like other high-speed films, is more "grainy" than lower-speed films like Kodachrome II movie film (type A). For this reason, lower speed films are recommended for use in lighting conditions not requiring the use of a high-speed film.

## Choice of films

The new type G Ektachrome 160 movie film provides consumers with

an additional choice of movie films, including Kodak Ektachrome 160 movie film (type A) which continues to be available, and Kodachrome II movie film (type A) for high quality movies where there is bright illumination.

## Order now

We can now accept your order for the new film, for delivery as soon as stock is available, expected to be mid-October. We are certain that the new film will prove popular with consumers and suggest that you give stocking preference to the new type G film, over Ektachrome 160 movie film (type A).





# Color paper processing for the amateur ...the easy way

## THE KODAK PRINTANK PROCESSOR IS THE KEY

Just released in Australia, the Kodak Printank paper processor provides an easy way for an amateur photographer to process his own color enlargements in ordinary room lighting!

The Printank processor does away with dish processing, will process Kodak Ektacolor 37RC paper up to 20 x 25cm in size, is extremely economical as it uses only a small volume of chemicals, and makes temperature control very easy.

### Every enlarger owner is a potential purchaser

Any customer who now owns an enlarger, and makes his or her own black-and-white enlargements, will be interested in the Printank processor. And by following the comprehensive instruction booklet supplied with each processor, he can make high-quality color enlargements quickly and economically.

### Minimal extra equipment needed

As noted above, the key to success is the Kodak Printank processor. In addition, the user will need three inexpensive filters, a one-litre kit of Kodak Ektaprint 3 chemicals and a 25-sheet pack of Kodak Ektacolor 37RC paper, 20 x 25cm, Y (silk) surface.

Most enlarger owners will already have the other equipment required, such as thermometers, timers, etc.

### Easy to use

In total darkness, or with a safelight using a Wratten 10H filter, the color paper is exposed in the enlarger and placed in the processor. Room lights can then be turned on and processing commenced, with the processing chemicals poured in through the top and drained out through the base of the processor. During processing the tank should be floated in a dish of water to assist temperature control, and spun to ensure even chemical coverage.

The entire process takes less than ten minutes, and because only 40ml of each chemical are required it is very economical. A one-litre kit of Ektaprint 3 chemicals will process 25 sheets of 20 x 25cm Ektacolor paper.

### Running costs

The suggested retail price of a 20 x 25cm sheet of Ektacolor paper, plus the chemicals required to process it, is less than \$1.00. This compares more than favourably with the cost of a commercially produced color enlargement of the same size.

Of course, a test print will often be required, effectively increasing the cost of the final enlargement, but even if two test prints are made the cost is still lower than commercial production.

### Exposing the print

Kodak recommends that beginners to color print-

ing use the "additive" exposure method. Only three filters are required (red, green, blue) and these can be attached to an enlarger with a simple home-made filter holder. The color paper is exposed through each filter in turn, and the exposure time through each controls the color balance of the print. Full details of the recommended procedure are given in the booklet supplied with each processor.

### Order now!

If you have customers who make their own black-and-white enlargements, the Printank processor is a "must-stock" item. You'll not only introduce your customers to an exciting new aspect of their hobby, but you'll assure yourself of profitable follow-up sales of color paper and chemicals.

### Spreading the word

We'll be telling photo enthusiasts about the Printank processor through full-page ads in the October issues of "Australian Photography" and "Australian Camera and Cine". We've also produced a product sheet giving full details, available to stockists.

Your Kodak Representative has "all the clues" on home color printing. Have a chat to him next time he calls—it could be the start of a very profitable new range of products!



## HOW TO ORDER

Stock item No.	Product	Suggested retail price (incl. tax)	Trade price (excl. tax)
9032	Kodak Printank paper processor	22.85	14.90
0352	Kodak Wratten filter—50 x 50mm* No. 25	1.60	0.94
0481	Kodak Wratten filter—50 x 50mm* No. 98	1.60	0.94
1058	Kodak Wratten filter—50 x 50mm* No. 99	1.60	0.94
9887	Kodak Ektacolor 37RC paper, 20 x 25cm, "Y" (silk) surface†, 25 sheets	12.90	7.60
5212	Kodak Ektaprint 3 chemicals, to make 1 litre.		
5197	Unit 1 (developer)	5.60	3.65
	Unit 2 (bleach/fix and stabiliser)	5.60	3.65

\* Larger sizes also available.

† F (glossy) and N (matte) surfaces available to special order. Larger sizes and packings also available.

## Trouble-Shooters Column

### X-rays can cause problems

Air travellers have been warned of the possibility of damage to their exposed and unexposed films when airlines and airports inspect luggage with surveillance equipment.

The newest x-ray surveillance devices expose the film to very little risk of damage during a single "look" by an inspector. Usually, one exposure will be of the order of one milliroentgen or less.



The effect is cumulative, however, and there may be a significant loss of quality if the inspector takes several "looks" at a package or if the package is examined at several airports on a trip.

The traveller should try to avoid having his luggage inspected extensively even with the x-ray equipment designed specifically to reduce the risk to a minimum.

This, however, may sometimes be difficult, especially since reports

indicate that some inspectors insist upon x-raying hand luggage. There is also the possibility that some of the older x-ray devices are still in use which may seriously fog the film with a single exposure.

It still seems safest to carry film and loaded cameras in hand luggage and to make it clear to examiners that the unprocessed film may be damaged. If the film has been exposed to previous examinations this should be emphasised.

## Question

How can a \$23.65 sale result in a \$30.05 profit?

## Answer



Simply sell a Kodak pocket Instamatic 100 camera outfit. Profit: \$5.91.

Our research shows that the average pocket Instamatic camera owner uses 13 films in the first year of ownership. About 50% of the films are 20-exposure and around 26% of the pictures are flash shots.

What are the profits from all those film, processing, and magicube sales?

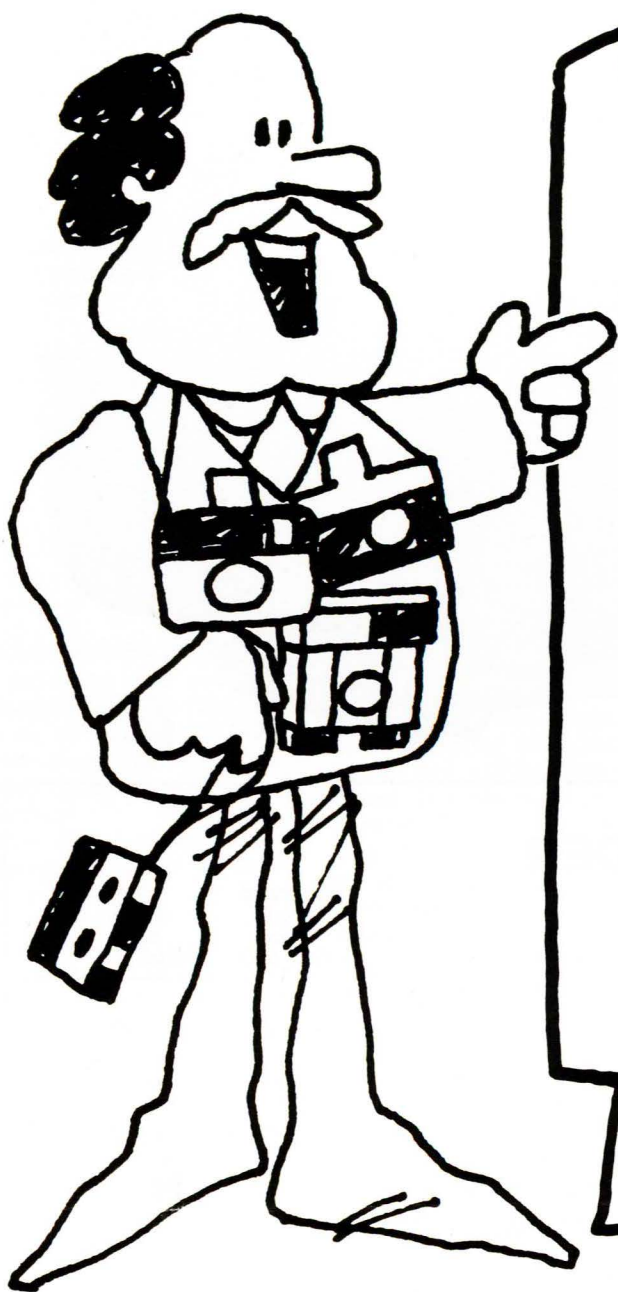
No less than \$24.14.

Add the profit from the camera sale and you have \$30.05!

So, it pays to sell Kodak pocket cameras!

The above data is based on Kodak suggested retail prices and single unit trade prices. It also assumes sale of the initial outfit, six 12-exposure and six 20-exposure Kodacolor II films, processing to Kodacolor Silk-prints with 83% success rate, and 26% flash shots. Allowance is made for the film and magicube supplied with the outfit.





## NOTICE BOARD

Hi! I'm back again with a new story to tell your customers about Kodak Processing Services. In fact it's a full-time job for me these days to keep up with all the new services being announced by Kodak.

I'm probably best known in my role of identifying those stores that offer Kodak Services. You will see me on a new "Dealer Now Open" pavement sign, on a new window sticker, and on several display cards now in production.

I am glad to be back. Summer's coming up, cameras are clicking, and I look like being busy for the next six months promoting Kodak processing services.

By the way, I can now be seen in my true colors (surprisingly, yellow and red) as my latest T.V. commercial was produced in color. Let us hope that with the introduction of color T.V. soon your customers will be able to see me tell my story as it really is.

I look forward to seeing you soon in your store.

## NEW LOOK Photo greeting cards

KODAK Slim-line Photo Greeting Cards have received a dramatic new face-lift! From now on, your Photo Greeting Card customers will receive back cards which are printed on the popular and elegant silk-surface paper. And that's not all—just like Kodacolor Silk-prints, the picture is now a borderless format and we have incorporated rounded corners!



Season's  
Greetings

This means that customers now get more picture for their money.

And, talking of money, Kodak Photo Greeting Cards are still only a maximum of 30 cents each—real value when you consider that the customer also has a Christmas Greetings message of his or her own choice incorporated in the card.

So why not suggest these cards to customers as the truly personal way

to express a Christmas sentiment. There is a minimum order of only 10 cards from the one original color negative or color slide, and there are reduced prices for larger quantities. Kodak even supplies envelopes at no extra charge!

## Dealers welcome change to common print sizes

Since Kodak switched to Kodacolor Silk-prints as the standard print on August 5, we have received favourable comments from many dealers. The popularity of the

silk - borderless - rounded corners format convinced us that the change was worthwhile.

From your point of view, the change has meant that fewer mistakes are

likely when ordering. All your staff really need to do is to write the customer's name and address on the envelope, tick the "Kodacolor" box in the contents panel, place the film inside and leave the rest to Kodak. Regardless of the size of film, your customers will then automatically re-

ceive back Kodacolor Silk-prints.

This doesn't mean that customers lose the right to choose an alternative product. We will still produce Kodacolor Glossy-prints and Kodak Duo Print pictures if requested, but we stress that these have to be specified on the envelope.

### PLEASE NOTE

The suggested retail prices set out herein are suggested prices only and there is no obligation to comply with the suggestion.

## Industry agreement on metric print sizes

The Metric Conversion Board, through the Photography Sector Committee, has announced that film processing services will switch to metric sizes from Monday, November 4th 1974. The Photography Sector Committee, comprising representatives from all major photographic companies, has been studying this and other factors affecting the photographic industry since November, 1972.

The proposals as agreed upon will have only a minimal effect on normal day-to-day operations. In effect, there will be no change to the physical size of prints, slides and enlargements. The imperial measurements will simply be replaced by the

nearest metric equivalent which, in reality, are nominal dimensions. In actual practice, neither you nor your customers need be terribly concerned with metric dimensions, except where you are ordering enlargements. This is because the processing companies have agreed to make use of descriptive trademarks (Silk-print, Duo Print, etc.) when promoting their most common print sizes. Therefore, there should be very little call for using metric measures when ordering these prints. However as mentioned above with enlargements, the current inch measurements will be replaced by the corresponding values in centi-

metres. You and your staff should use these new values after November 4 when ordering enlargements from a processing laboratory. Reproduced here is a chart showing the new metric measurements against the old imperial sizes. This information will be reproduced in a variety of new material being prepared by Kodak and which will be distributed to all dealers shortly. To further assist you, we will be changing the name of our optional white - bordered glossy-surface prints to "Kodacolor Glossy-prints". This will mean that you will be able to order any of the popular color print sizes by a simple and easily remembered name.

### METRIC EQUIVALENT CHART \*

Group 1 Prints:	Metric	Imperial
	9 x 9cm 9 x 11.5cm 9 x 13cm	3½ x 3½in. (3S) 3½ x 4½in. (3R-110) 3½ x 5in. (3R)
Group 2 Enlargements:	Metric	Imperial
	13 x 13cm 13 x 18cm 18 x 25cm 20 x 20cm 20 x 25cm 28 x 28cm 28 x 35cm	5 x 5in. 5 x 7in. 7 x 10in. 8 x 8in. 8 x 10in. 11 x 11in. 11 x 14in.
Group 3 Slide Mounts:	Metric	Imperial
	50 x 50mm	2 x 2in.
Group 4 Movie Films:	Metric	Imperial
	7.5m 15m 30m 61m 122m	25ft. 50ft. 100ft. 200ft. 400ft.

\* Metric sizes are nominal dimensions only.