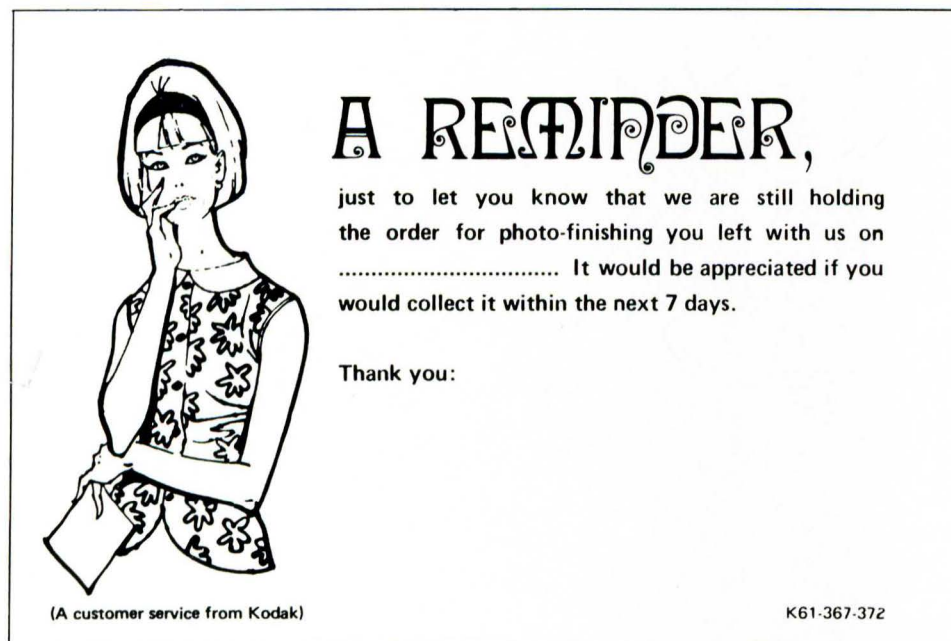






## UNCLAIMED PHOTO-FINISHING ORDERS

Why tie-up your money in unclaimed orders? Customers can forget sometimes, so here's a good idea to help you remind them. Ask your Kodak Representative for a supply of the reminder cards illustrated below. You'll be pleasantly surprised at the number that are claimed.



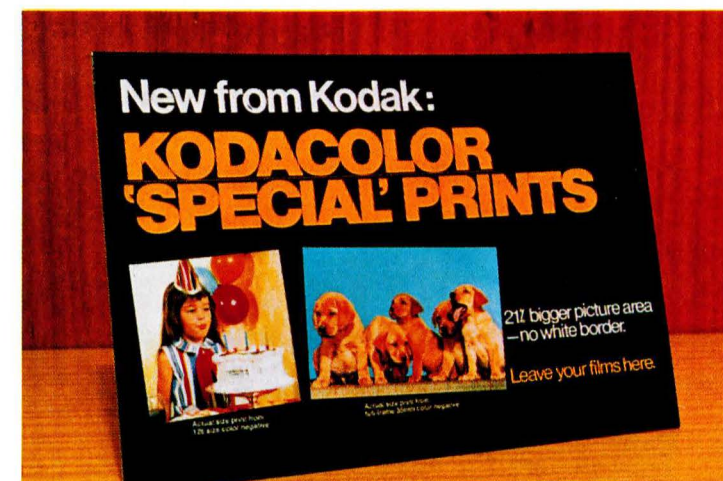
Ask your Kodak Representative for a supply of these free cards.

However, should your efforts prove unsuccessful, we will gladly accept the unclaimed order for credit, providing it conforms to these simple rules:

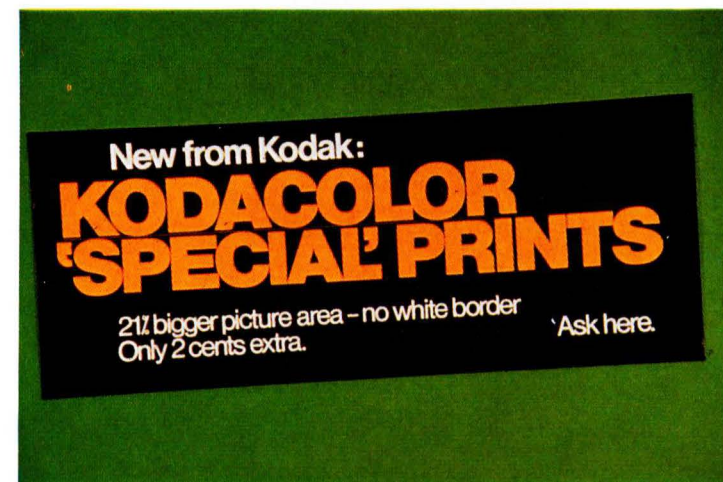
- (1) THE CUSTOMER'S FULL NAME AND ADDRESS MUST BE SHOWN
- (2) THE ORDER MUST BE RETURNED BETWEEN 90 AND 120 DAYS FROM DATE OF RECEIPT
- (3) THE COMPLETE ORDER, INCLUDING THE ORIGINAL ORDERING ENVELOPE OR DOCKET, MUST BE RETURNED.

### A TIMESAVING SUGGESTION

When completing a photo-finishing envelope, write the customer's full name and address on the DEALER RECORD STUB. On the body of the envelope you then only have to write the customer's surname for quick identification when it's collected. If the order is *not* collected by the customer, transfer the address from the stub to the envelope before returning it to us.



SHOWCARD



WINDOW STREAMER



MAILING INSERT

## KODACOLOR SPECIAL PRINTS

A new kind of picture for your customers



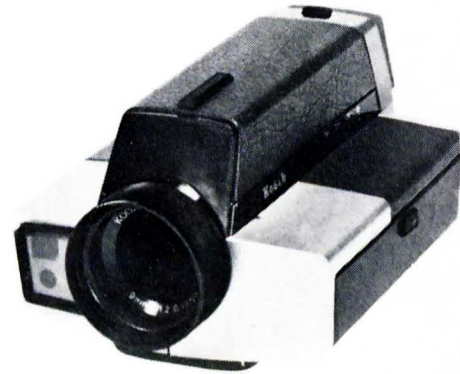
On March 1st, we introduced the Kodacolor Special Print — the latest thing in photo-finishing. To coincide with the introduction, we provided you with some little stickers like the one illustrated above. You'd be surprised how many we're getting back here, attached to photo-finishing orders.

All this activity means that you've been promoting Kodacolor Special Prints with vim and vigor, for which we thank you. Don't forget that our big national ad campaign will be running for some time yet, to make sure that you have solid backing for all your efforts right up to the school holidays.

We've illustrated some of our point-of-sale material on this page. If you don't have a display in position at the moment, organise one right now, because our advertising will be working to support any promotion that you undertake.



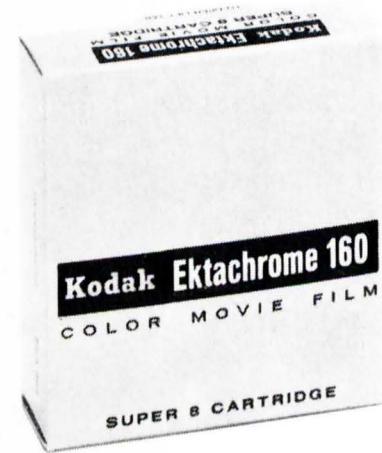
This is one winter that won't put  
a freeze on your movie sales!



After all, those memorable moments still occur even in winter — babies' first steps, the June wedding, children's birthday parties — so why should your customers give up on movies now that the new Kodak Ektachrome 160 Movie Film and the brilliant Kodak XL Movie Cameras make the most of any mood, any moment, any light!

So make YOUR winter sales campaign a movie-making campaign. Talk to customers about the benefits of these new products — show them how easy it is to make movies naturally. And don't forget the customer who already owns a super 8 movie camera — he's sure to be interested in trying a roll of the new fast film in his own camera.

To help you merchandise both these products, do



not hesitate to ask your Kodak Sales Representative for the range of dealer aids, especially the new giant-size Kodak Ektachrome 160 film carton which you should feature prominently during the campaign. Another good idea is to feature a window display which suggests winter movie-making and just how easy it is.

And here's a tip to ensure that your customer's film is returned promptly — always make certain that only ONE roll of movie film is enclosed in each Mailer or Color Photo-Finishing Envelope. Our new processing equipment for the new Kodak Ektachrome 160 Movie Film is designed to give prompt efficient processing and one film per envelope makes certain that this will happen.



## WHAT'S NEW!

### Kodak Magicube Extender

**QUESTION:** Ever wondered why color pictures taken with flashcubes often result in subjects having red eyes?

**REASON:** The light from the flashcubes reflects from the back of the subject's eyes into the camera lens.

**CURE:** Alter the angle between the flashcube and the subject.

**HOW:** By using a Kodak Magicube Extender.



**Note:** The Kodak Magicube Extender is suitable only for cameras that accept Magicube Type X. It cannot be used with flashcube cameras.

## 1972 CONSUMER PRODUCTS CATALOGUE

Because of recent price revisions and the introduction of new products including Kodacolor Special Prints, production of the 1972 Kodak Consumer Products catalogue has been delayed. It is expected that distribution to dealers will commence in May.

**QUESTION:** Do you keep your staff informed?

**ANSWER:** If your answer is no! — let them read Kodak Sales News and your business could benefit.



# PHOTO-FINISHING DISPLAY MATERIAL

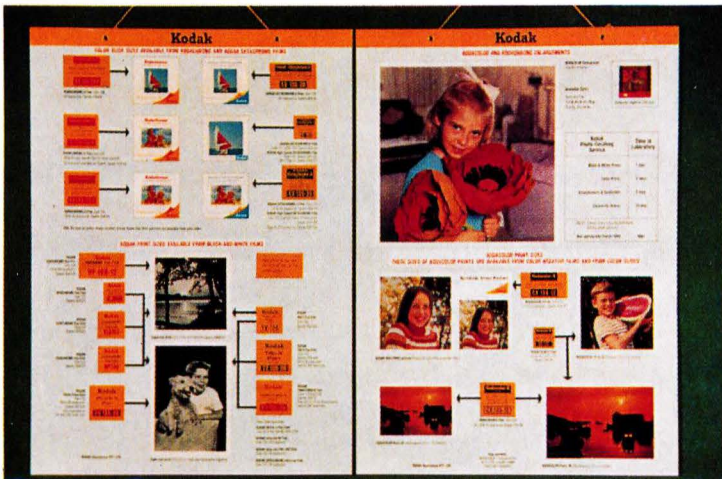


PHOTO-FINISHING SERVICES WALL CHART

We are constantly looking for new ways to make our Photo-finishing Services easier for you to handle.



COUNTER MAT

All the items illustrated here are free to Photo Dealers using Kodak Photo-finishing Services in any volume.

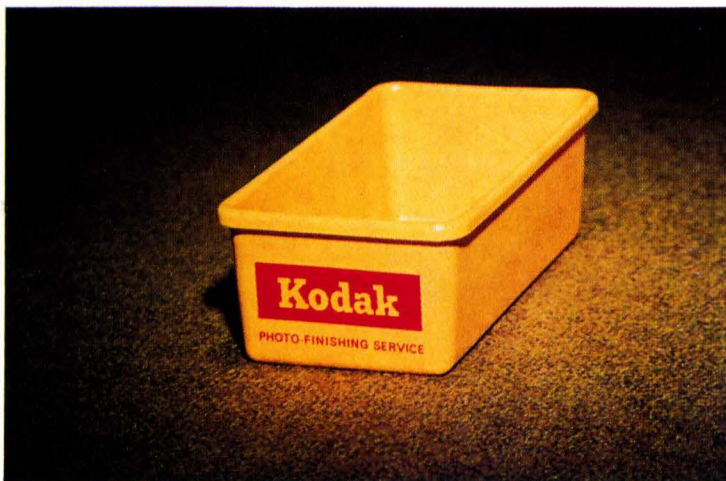


PHOTO-FINISHING BASKET

These items are proven sales-makers. If you have not received them, ask your Kodak representative. If he is still holding stocks, he'll be happy to oblige.

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