

**Kodak**

**DEALER CATALOGUE**

**1962**

**Kodak Limited London**

# THE KODAK DEALER CATALOGUE

## MAY 1962

This catalogue is designed to give salient selling points. Full stock and price information is given, which should help you both in answering inquiries and in placing orders.

Items shown are stocked unless otherwise stated. Retail prices, including purchase tax, where applicable, are given first.

Where a price is not liable to purchase tax, this is shown as 'Tax Free'. Most other 'Kodak' products are liable to purchase tax at the standard rate; the exception is when a price includes a charge for processing and only the portion of the price which is the cost of the film material itself is liable to purchase tax.

Prices without purchase tax apply in the Channel Isles.

Prices and details of stock availability are correct at the time of going to press, but are subject to alteration without notice. **The Kodak Trade Circular** is sent to all dealers every two months and should be used to keep this catalogue up to date.

## PRICE INCREASES

Please note that sheet film and plate prices (pages 93, 95 and 96) are applicable from 4th June. Sensitized paper prices (pages 99-106) from 25th June.

The new prices were originally notified in the 'Kodak' Trade Circular for May 1962.

KODAK LIMITED

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## AT YOUR SERVICE



### Dealer Sales Division

In 1962 three new Kodak Wholesale Branches will be in action. At Bridgend a completely new Branch has been opened for the South Wales area, previously handled from Bristol. In the North-East our Newcastle Branch has now been transferred to a more suitable location at Gateshead, and in February our Manchester Branch moved to larger premises at Wythenshawe, on the south side of the city. These new Branches, and the continuous modernization of our other Branches, will ensure the speediest possible execution of your orders. On Page 9 you will find a map showing the areas covered by the new network of Branches. In our Main Distribution Centre at Harrow the 1962 programme includes new

plans to give the most rapid service for replenishment to these Branches.

The scope of the DEALER SHOW SERVICE has been expanded and improved and we plan an even greater coverage of the British Isles during 1962. We were gratified at the enthusiastic attendance at our shows in 1961, of which there were 80, attended in all by some 11,000 trade visitors. You will be advised in advance when the Show next visits your area and we hope you will be able to attend with your staff.

The SELLING PHOTOGRAPHY Courses are constantly brought up to date and, although it is heavily booked up to the Spring of this year, places are still available for the Autumn series. We will be glad to send you details.

Our ADVERTISING plans are more extensive than ever before, and particular attention has been paid to the services available to Dealers who advertise locally, or who plan to do so. Enquiries to our Advertising Department at Victoria Road, Ruislip, Middlesex will be promptly handled.

The KODAK COLOUR SHOW has proved to be very popular and this year will be touring the country again to help create new customers for you with a lively presentation of colour photography.

A new VISITORS' CENTRE at our Harrow factory has been installed for the reception of individuals and parties who would like to visit the factory.

We look forward to sharing with our Dealers another year of good progress in the still growing business of amateur photography.

L. C. Downing, Manager, Dealer Sales Division



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