

Kodak

Kodak Dealer News

March/April, 1969



Kodak Winter Flash Campaign

DON'T BE AFRAID OF THE DARK KODAK INSTAMATIC 233 COLOR OUTFIT

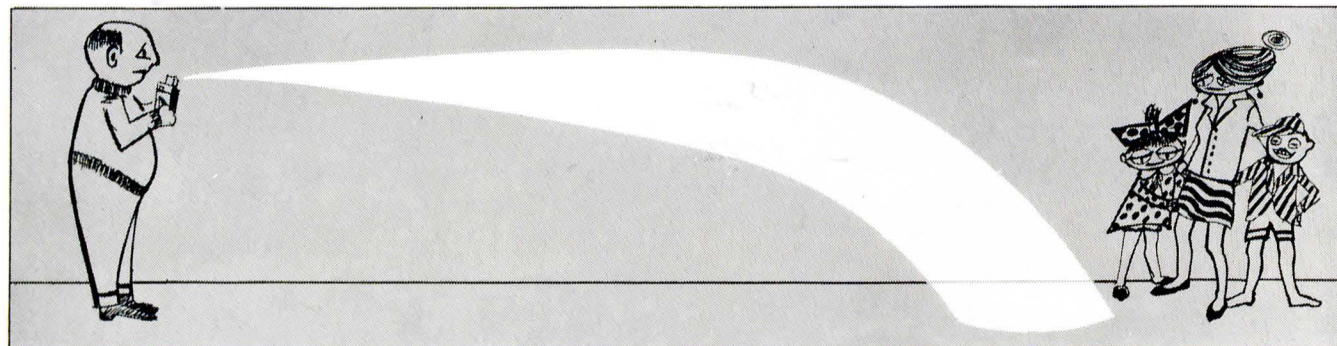
The Kodak Winter Flash Campaign gets under way after Easter. Once again, it has as its theme "Don't Be Afraid of the Dark".

The campaign is backed by national television advertising on "Disneyland". In addition there is some attractive new point-of-sale material. This includes a large showcard to attract attention as a centre-piece for your window display, and a flash tips folder to hand to your customers. The folder shows just how simple flash pictures are to take, and gives all the information needed for successful picture-taking by flash, indoors and out.

Both the showcard and flash tips folder carry the campaign theme and the appealing mother and daughter picture featured on our cover.

A concertina-fold pennant for your window is also available, in horizontal and vertical formats, alternating typical flash pictures with advertising messages for Kodak Instamatic cameras, Kodak film, and photo-finishing.

Don't let winter be the close season for picture-taking. Promote flash pictures. They are fun and easy to take. Also they are cheaper to take now that flashcube and flashbulb prices have been reduced. And flash pictures bring increased profit from increased sales of film, bulbs and Kodak Photo-Finishing.



"See, Dad, read the instructions. You stand too far away."

The Kodak Instamatic 233 camera met with instant success when first introduced just before Christmas, last year. Many dealers already sell this camera complete with film, battery and flashcubes. This is not only good salesmanship, it is also good sense. For what good is a camera without film and, especially now with winter approaching, without a battery and flashcubes?

So, to make the "package deal" easier to sell, and to encourage your customers to use color right from the start, Kodak is to offer the Instamatic 233 camera in a color outfit. The outfit comprises camera, 12-exposure cartridge of Kodacolor-X film, one flashcube and PX23 battery.

Attractively boxed, ideal for presentation at any time of the year, the color outfit costs no more than the items purchased separately.

Kodak Instamatic 233 color outfit
Item No. 0208 Retail Price \$19.90

Available shortly. Ask your Kodak representative and place your order now.



DON'T FORGET THE CASE

When you sell an Instamatic 133 or 233 camera or color outfit, remember to suggest a case, too. The always-ready type black vinyl case fits both models.

Item No.
0340

Retail Price
\$1.95



KODAK INSTAMATIC 133 CAMERA AVAILABLE SEPARATELY

Some customers don't wish to buy a complete color outfit "all in one go", but prefer to buy the camera separately. The Kodak Instamatic 133 camera, recently announced in a color outfit version, is now to be made available as a separate unit.

With all the features that have made Kodak Instamatic cameras popular world-wide, plus its smart new European styling, the Kodak Instamatic 133 camera is sure to be a winner — and a worthy successor to the 104 model which it replaces.

Kodak Instamatic 133 camera

Item No.
0209

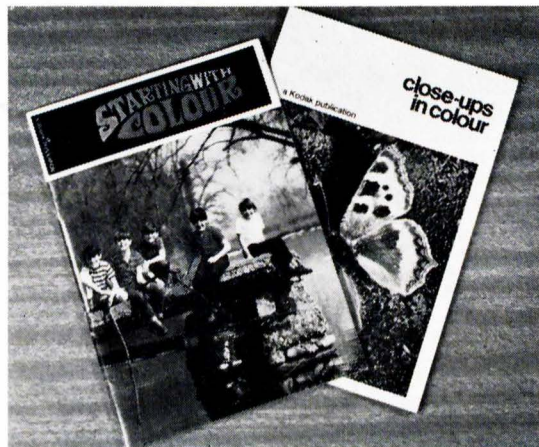
Retail Price
\$11.60



Available soon. Your Kodak repre

KODAK PUBLICATIONS

A book on photography can be useful to answer a customer's specific question, or it can stimulate a whole new interest in a particular branch or type of photography. As well as being a useful source of profit in itself, a good book can turn a casual snapshooter into a keen photographer and valuable customer.



Two inexpensive Kodak publications recently introduced are "Starting With Colour" and "Close-ups in Colour", both priced at 92 cents retail.

Starting with Colour deals with many aspects of color photography which may be puzzling to the beginner, including the various types of Kodak color films. Contents include items on camera adjustments, pictures outdoors, various lighting conditions, types of subject, flash indoors and out, and many others.

Close-ups in Colour is an introduction to close-up photography. It discusses accessories for simple and adjustable cameras, the techniques of close-up photography and includes advice on such subjects as portraiture, flowers, animals, copying, table-top and others. Both of these publications are well written by experts in their particular fields. They are also well illustrated with large pictures in full color throughout. They are sure to promote a keenness for photography in beginners and snapshooters of all ages.

Suggest photographic books as inexpensive extras for birthdays or any gift occasion. Ask your Kodak representative for full details of the wide range of Kodak publications — all designed to sell more picture-taking.

KODAK DEALER TRAINING PROGRAMMES

Sales staff with a positive desire to sell are of much more value to your store than mere "shop assistants". Trained staff, with a knowledge of the goods they sell, increase sales by their better understanding of a customer's needs.

Kodak runs Dealer Training Programmes in all capital city branches. Courses of one or two days' duration, intended mainly for dealer assistants, have three important aims, namely:

1. To impress upon sales assistants their importance, both to the shop in which they work and to the Kodak organisation as a whole. They are our main link with the retail customer.
2. To familiarize assistants with picture-taking in general and with Kodak products in particular.
3. To teach sales assistants to *sell* photography.

During these programmes, assistants gain an understanding of the different types and sizes of films; learn how to handle, load and *take pictures* with various types of cameras. The range of Kodak Photo-finishing Services is explained, and they are taught to use the Kodak Counter Guide effectively.

In addition to the capital city programmes, Kodak branches run special sessions in country centres, usually in conjunction with Dealer Local Promotions.

The courses are free. Full details can be obtained from your Kodak representative or branch. **Enrol your staff now.**

NEW LOWER PRICE FOR PHILIPS FLASHBULBS

In the previous issue of Kodak Dealer News, new discounts were announced for Philips flashbulbs AG-1B and PF 1B.

Now, the retail price of these bulbs has been reduced to 10 cents each.

Discounts off Retail Price are unchanged, i.e.:

Quantity	Discount
Packet — 10	27½%
Carton — 200	30%
Shipping Container — 2000	33½%

This is an age of rising prices, but this year flash photography is actually cheaper. The new lower price will help to increase the popularity of flash photography and give a lift to sales of flashbulbs, film and photo-finishing.

Please pass Kodak Dealer News on to your staff

ad, read the instructions. You stand too far