

Kodak

PHOTO-FINISHING

newsletter

FOR KODAK DEALERS AND STAFF

SUMMER, 1966

Discover the "hidden profits"
in every roll of
Kodak Colour Film you sell!



Here they are:

Colour Prints
Colour Enlargements
Colour Slides
Photo-Greeting Cards

Private & Business
Announcement Cards
Duplicate Slides
Black-and-white Prints

**Your customers may not know these services are available—
Tell them—and these "hidden profits" will reach your till.**

KODACHROME VIEW TRANSPARENCIES DISCONTINUED

We have recently decided to discontinue the wholesaling of Kodachrome View Transparencies, not because of any falling off in demand but due entirely to a change in customer requirements. Experience has shown that the trend now is for colour slides of local interest, the majority being bought by visitors to the local scene.

Realizing this and that the local Kodak Dealer is the logical outlet for this business, we have reduced our prices for making quantities of duplicates from original colour slides. Here is a chance to use some of your favourite slides of local beauty spots or points of interest. If you don't have any ready made slides, why not pop a Kodachrome or Ektachrome film into your camera and start making some now.

Our new prices are as follows:—

Kodachrome duplicates from one or more same size transparency.

(size 18 x 24mm, 24 x 36mm, 28 x 28mm, or 31 x 31mm)

	Retail (tax incl.)	Dealer Price
1- 9 duplicates each	\$0.35	less 25%
10-99 duplicates each	\$0.25	less 25%
100 or more each	\$0.18	less 25%

Kodachrome duplicates from the same transparency.

(size 18 x 24mm, 24 x 36mm, 28 x 28mm, or 31 x 31mm)

	Retail (tax incl.)	Dealer Price
50-99 duplicates each	\$0.20	less 25%
100 or more each	\$0.14	less 25%

We also provide a service for imprinting your name and title on the readymount quite inexpensively—approximately 1 cent per slide, depending on the quantity. For example for 100 duplicates plus imprinting from one original, the net cost to you would be less than 12 cents each. Since most colour slides retail at up to 35 cents each, we believe this to be a worthwhile marketing proposition for you.

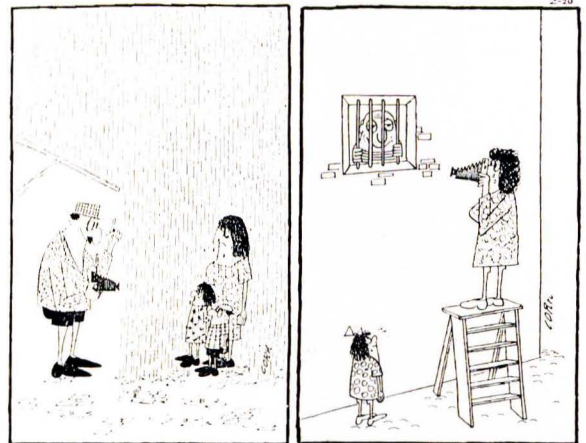
Your Kodak Representative will be pleased to advise you on suitable slides for duplicating. Why not ask him?

KODACOLOR-X FILM now ASA 80

New independent methods used in determining speed ratings for colour negative films have increased the speed ratings of Kodacolor-X Film by 1/3rd stop. It is emphasized that there is no change in the film or emulsion.

Films affected are Kodacolor-X Film, in 126 size cartridges for Kodak Instamatic Cameras, CX 127, 620, 120 roll film and CX 135, 12 and 20 exposure magazines. People with non-adjustable cameras should not be concerned about the higher speed rating since the wide latitude of the film will take care of the exposure variation.

The new speed may be quoted immediately even though film cartons are marked with the lower speed. The new rating has been included in the new Kodak Film Price Card.



PLUS-X PAN FILM

This is the film black-and-white photo fans enthuse about. It is extremely versatile, gives top-quality black-and-white negatives with a minimum of grain and it's now available in 36-exposure magazines as well as the popular 20-exposure version.

The new 36-exposure pack is ideal for holiday and long week-end shooting. Its speed of ASA 125 is suitable for most situations and you can confidently recommend it. Stock up now.

Item No. 6518 Kodak Plus-X Pan Film
PX135-36 exp.

Retail Price **\$1.17**

KODAK (Australasia) PTY. LTD.

Branches in all States