

# Sales News

May, 1977

## HERE THEY COME! KODAK Instant Cameras and Film

New cameras . . . new film . . .  
beautiful color pictures . . . great sales potential.



New KODAK Instant Cameras offer appealing features at attractive prices.

Here are two new cameras and a new film that will give your customers all the benefits of instant pictures with color by Kodak.

People will find these cameras fun to use. And they'll like the prices too. In fact, the exciting combination of appealing features and attractive prices should put these new products on your "best-seller" list.



New KODAK Instant Print Film for great color pictures in minutes.

Your customers will love the color prints that are theirs only minutes after taking pictures. Great color pictures with the elegant texture of the Kodak Satinluxe finish!

That's what it's all about — vivid color prints that reproduce in minutes what the camera has seen. One picture will show you that once again color by Kodak means excellent quality.

## Plus programs to help you sell . .

A positive and dynamic combination of advertising, sales promotion, and sales training activities has been developed to help you present KODAK Instant Cameras and Film to your customers.

### Early Order Bonus Plan

If you order Kodak instant cameras and film for delivery into your store by May 31, you are eligible for the following early-order benefits:

#### 100% Advertising Bonus

Order a minimum total of ten (10) KODAK EK4 and/or KODAK EK6 Instant Cameras for delivery by May 31, 1977, and you'll receive an advertising allowance of 3% of the net billing price. This allowance will pay up to 100% of approved media costs (see page 6 for details).

#### Demonstration Film and Flash Allowance

##### ONE FOR THREE

For every three (3) KODAK Instant Cameras ordered for delivery into your store by May 31, 1977, you will receive one (1) free KODAK PR10 Instant Print Film and Flipflash for use in customer demonstrations.

##### ONE FOR SIX

If you order between June 1, 1977, and August 31, 1977, you will receive one (1) free KODAK PR10 Instant Print Film and Flipflash for every six (6) KODAK Instant Cameras delivered.

#### In Store Demonstrators

From June 1 to December 31, 1977, all photo dealers located in and around Brisbane, Sydney, Melbourne, Adelaide and Perth will be able to obtain the services of one of our attractive demonstrators for promoting Kodak instant cameras in their store.

### National Advertising

Just imagine the impact, if during a half hour of peak night viewing time on every commercial TV station in Melbourne and Sydney, every advertising minute available was entirely devoted to promoting one product.

Well, that's exactly what Kodak will be doing to launch the new Instant Cameras on Wednesday, June 1! True — every commercial break between 8.00 p.m. and 8.30 p.m. on all three commercial TV stations in Melbourne and Sydney on June 1st will be relay nothing but exciting new "Instant" commercials!

For those 30 minutes, you and Kodak will "own" the airwaves. It's never been done before in Australia, and we're sure you'll agree that if that's not saturation advertising, just what is? We're sorry we had to limit such impact to Sydney and Melbourne only.

And that's just the start. Throughout Australia during the months of June and July, there'll be up to five weeks devoted to the launch of Kodak instant cameras through TV (see over for full details).

Add to this heavy schedule, double page spreads and full page color ads in mass-circulation magazines such as Reader's Digest, National Geographic, Time and Australian Women's Weekly during June, and you'll find that there'll be very few people who will not have read or heard the Kodak "Instant" message!

### Sales Promotion

To help you sell these exciting products, there's a comprehensive assortment of sales aids and display materials plus ideas for demonstrating picture-taking with Kodak instant cameras. See page 3 for details.

### Training Program

Kodak instant products will be part of all our future training programs for you and your staff. You can choose between our regular courses being conducted in Kodak offices across Australia, or in courses prepared for your own store and conducted by a Kodak Sales Representative.

## Both these cameras offer these new features

- 3-element, 137 mm f/11 lens and electronic shutter speeds from 1/300 to 1/20 sec, which provide crisp, clear pictures.
- automatic electric-eye exposure control, plus a manual control to lighten or darken prints.
- easy to hold, easy to use design.
- uses slim, compact flipflash.
- automatic flash-exposure control when a flipflash is inserted. Flash range is 1.4 to 3 metres.
- 3-element, projected-frame viewfinder to help compose the picture.
- 3 ways to focus: "zooming-circle" distance finder, zone symbols, and distance scales.
- low-light signal appears in the viewfinder when flash is needed.
- built-in battery tester.
- power provided by J-size flat-pack batteries.
- easy one-way film loading. Colored stripes help orient pack properly.
- convenient film pack extractor for easy unloading.
- easy-to-read exposure counter that indicates whether the camera is loaded or empty, and the number of the next picture to be exposed.
- recessed area for personalizing monograms which are supplied with each camera. Each camera also has wrist strap, and tripod socket.
- both models are backed by a Full 3-year Kodak Warranty.

## New KODAK EK4 Instant Camera

instant pictures at an attractive price



The new KODAK EK4 Instant Camera is small in price but big in features. It features an easy-to-use "zooming-circle" distance finder, and focuses from 1.1 metres to infinity. It has an electronic shutter and a silicon-cell light meter to provide correct exposures automatically under a variety of lighting conditions. Prints are ejected easily with a few turns of a folding crank.

Just insert a pack of KODAK Instant Print Film, press shutter release and crank out the safety cover. Sight through the projected-frame viewfinder. Focus with the easy-to-use slide on the front of the camera by using distance scale, zone symbols, or the zooming circle. When the circle is brought into position closely surrounding the subject's head, the camera is properly focused. Then press the shutter release and crank out the picture.

In minutes, the print develops into a beautiful, full-color picture with an elegant Satinluxe finish. There's no peeling or litter, and no need to time the development process.

Uses one J-size battery which is supplied with the camera.

Cat. No.	Sugg. Retail Price	Trade prices 1 or 2	(exc. tax) 3 plus*
131 6264	\$72.00	\$42.35	\$40.23

\*3 plus price only applies to orders for three or more of the same model camera.

Sales Tax 27½%.

## New KODAK EK6 Instant Camera

additional features at a realistic price

Customers who move up to this camera get a handsome silver-finish camera body plus automatic print ejection.

The automatic ejection of exposed prints adds a convenience that's sure to be desired by many customers. On the upstroke of the shutter release, an electric motor automatically ejects the print from the bottom of the camera.

Like the KODAK EK4 Camera, this model may be focused by using the distance scale, zone symbols, or the zooming circle that appears in the viewfinder. When the circle is brought into position closely surrounding a person's head, the camera is properly focused.

Uses two J-size batteries which are supplied with the camera.

Cat. No.	Sugg. Retail Price	Trade prices 1 or 2	(exc. tax) 3 plus*
131 6280	\$93.50	\$55.00	\$52.25

\*3 plus price only applies to orders for three or more of the same model camera.

Sales Tax 27½%.



## New KODAK Instant Print Film

one film does it all

Kodak's new instant color film is designed for KODAK Instant Cameras, and is the only film currently available that can be used in those cameras.

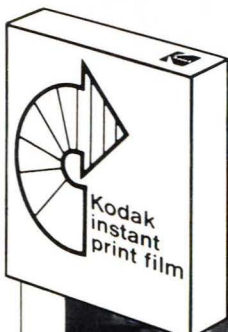
KODAK Instant Print Film produces brilliant color pictures. The prints have an elegant Satinluxe finish which not only gives an especially pleasing appearance but also helps protect from smudges and fingerprints.

The image is a pleasing rectangular shape, 2 5/8 inches by 3 9/16 inches. While you the print develops without peeling, litter, or timing.

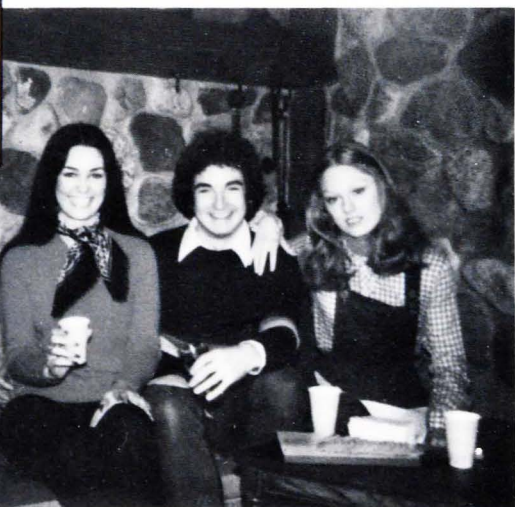
Film packs are packaged in colorful boxes that make them stand out in retail displays. The same package can be displayed in dispensers, or on shelves or hung on merchandising racks. Packs hold ten exposures each, and are designed so that they cannot be loaded into the cameras incorrectly.

Cat. No.	Sugg. Retail Price (per film)	Pack Qty.
193 8349	\$8.75	5
Trade Prices		(exc. tax)*
1-19	20-39	40-399
\$5.92	\$5.62	\$5.48
		400 plus
		\$5.33

\*KODAK Instant Print Film is not included in the "Mix & Make" year-round film assortment discounts and/or associated offers. Sales Tax 15%.



ACTUAL SIZE OF PRINT



## Accessories to help build your sales

### KODAK Instant Camera Case, Model A.

The KODAK Instant Camera Case, Model A, is designed for Kodak EK4 and EK6 instant cameras. Plush-lined, it will hold either one of the cameras, extra prints, extra film and a spare flipflash.

Cat. No.	Sugg. Retail Price	Trade Price (exc. tax)
131 2479	\$	\$

Sales tax 27½%.

### Flipflash

8-flash array. Fire four, flip, fire four more.

Cat. No.	Sugg. Retail Price	Trade Price (exc. tax)
414 1438	\$1.96	\$1.15

Sales Tax 27½%.

### KODAK Flipflash Extender

Slots into flipflash socket on camera. A 50 cm extension cable built into the extender permits off-camera lighting effects.

Cat. No.	Sugg. Retail Price	Trade Price (exc. tax)
149 3089	\$8.65	\$4.74

Sales tax 27½%.

### Battery

KODAK EK4 and EK6 Instant Cameras use J-size batteries, such as the MALLORY 7K67 battery, available in blister packs of one. (Batteries are included with cameras).

Cat. No.	Sugg. Retail Price	Trade Price (exc. tax)
448 0182	\$2.36	\$1.54

Sales Tax 15%.

### KODAK Publication No. AC-86.

"Better Instant Pictures with KODAK Instant Cameras"

Here's an inspiring book that's filled with how-to-do-it information and illustrations to help instant camera owners improve their picture-taking skills. The book has approximately 100 pages with more than 150 full-color illustrations.

Measures 14.5 x 21.5 cm.

Cat. No.	Sugg. Retail Price	Trade Price (exc. tax)
100 5800	\$4.30	\$2.62

Sales Tax 15%.

### Copy Services available from KODAK Instant Color Prints

#### KODAK Color Copy Prints

Produced on new "smooth matte" paper. Finished nominal size 6.5 x 9 cm, in a borderless rounded-corner format. Available **only** from Kodak instant color prints. Suggested retail price: (to be advised)

#### KODAK Color Copy Enlargements

Produced on new "stippled high-sheen matte" paper. Choice of three sizes:

Size (nominal)	Suggested Retail Price
13 x 8 cm	1 to 4: \$2.10 each 5 plus: 1.90 "
20 x 25 cm	1 or 2: \$4.00 each 3 plus: 3.50 "
28 x 35 cm	1 only: \$9.00 each 2 plus: 7.90 "

These enlargements will require a copy negative and this will be an extra charge per negative (Suggested Retail Price, \$3.50 each). The optional masking service is also available, at a Suggested Retail Price of \$1.50 per negative.

These services can be ordered by specifying them in the "Other Services" section of the Kodak Services Envelope.

# “CATCH IT ON THE KODAK INSTANT, AND WATCH THE FUN DEVELOP”

That's the theme which will reach into millions of Australian homes during June and July, and again in Spring . . .

. . . . Here's how:



Commencing Date: Wed. June 1		MAY					JUNE				JULY					AUGUST			
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28
TV	SYDNEY					*													
	MELBOURNE					*													
	BRISBANE																		
	ADELAIDE																		
	PERTH																		
	TOWNSVILLE/CAIRNS CANBERRA HOBART/LAUNCESTON																		
PRESS	READER'S DIGEST																		
	NATIONAL GEOGRAPHIC																		
	TIME (Aust. Edition)																		
	AUST. WOMEN'S WEEKLY																		
	TRADE PRESS																		
	PHOTOGRAPHY MAGAZINES																		

## Hardworking TV commercials promote the fun

Our research shows that Instant Cameras become part of the fun – not just “memory recorders” – so our bright new eye-catching TV commercials show just how Kodak instant cameras will “catch” the fun and develop it right before your eyes.

The full 60-second commercial covers two fun-filled slices of life – a wedding scene indoors (to promote flash photography), and an outdoor barbeque scene (to relate instant pictures to family activities outdoors).

The two 30-second commercials treat each activity separately – the wedding scene and the family barbeque. Each emphasises a particular aspect of instant photography.

The “twist” to each commercial is that the viewer's expectation of an instant picture is not quite the actual result. For example, in the wedding scene, the bride throws the bouquet and we all expect the young lady to catch it. Instead, she misses and a small boy catches it instead. In the barbeque scene, dad jumps to catch a frisbee beside a lake. Did he catch it? No sir – instead, we see him up to his waist in water with a rueful look on his face!

## RETAIL AIDS GALORE FOR INSTANT SELLING ACTIVITY

our range of in store sales aids to help you promote KODAK Instant cameras is varied and exciting.

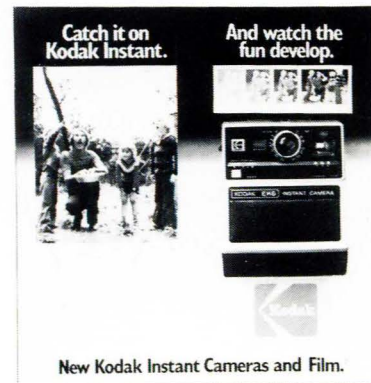


### KODAK Demonstration Centre Background

Demonstration is probably the most important single aspect of the retail selling plan, and this multi-hued background will provide you with an instant backdrop for taking demonstration pictures of prospective customers. And you can give your customers their prints in Demonstration Print Folders. A Demonstration Cartridge is available free of charge to show your customers the loading and operating features of the cameras.

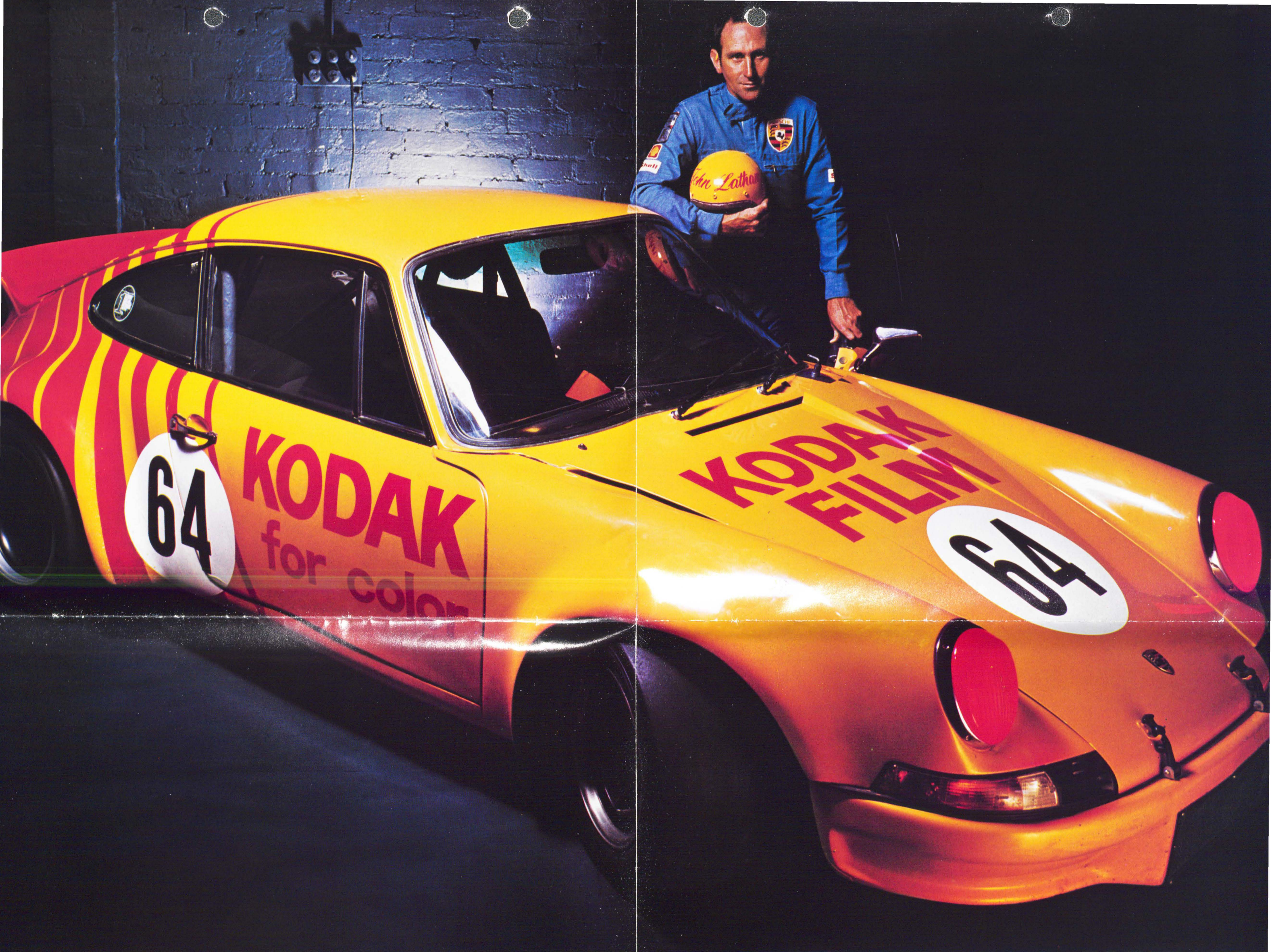
### Camera Showcard

This is a strutted colorful showcard which will accept either model Kodak instant camera. There is provision to lock the wrist strap to prevent pilferage.

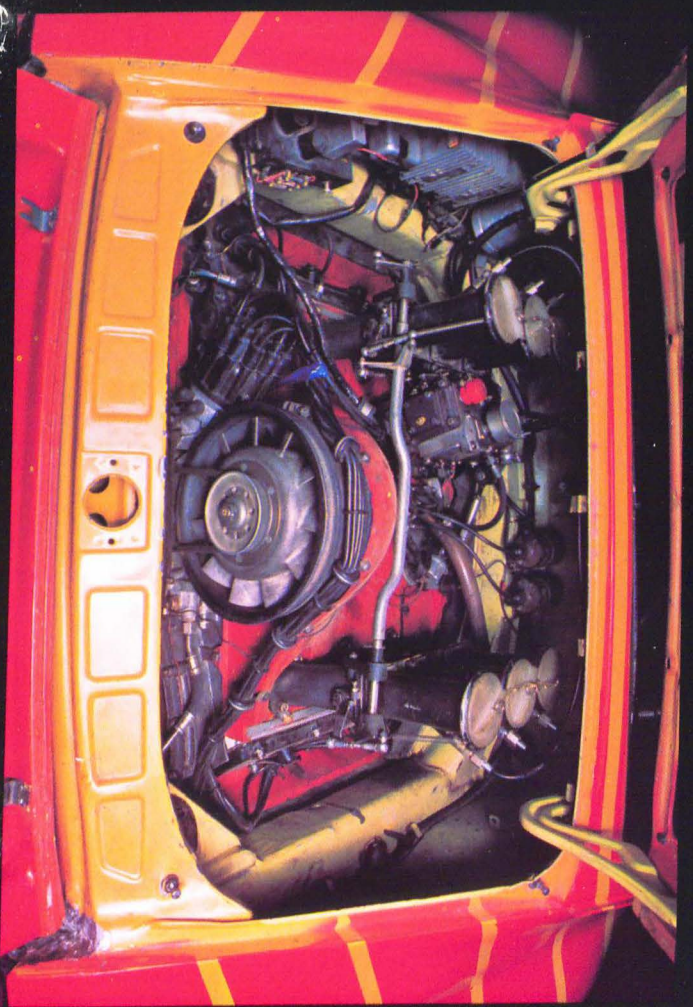


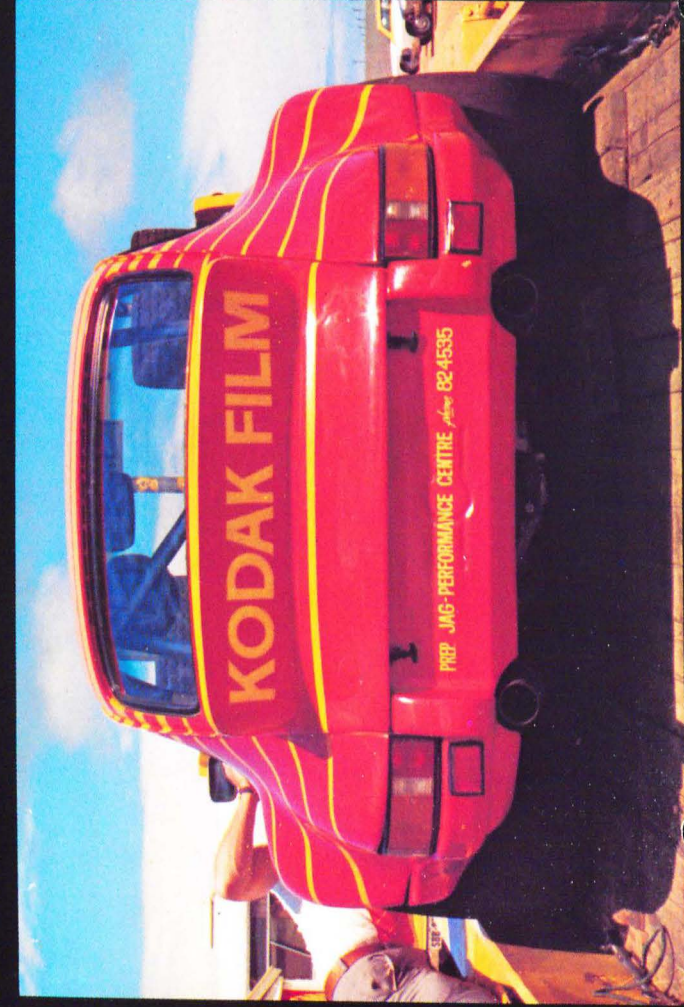
### Other Sales Aids . . .

- Among the other in-store aids are;
- counter mats which depict and explain both new models,
  - window streamers inviting in-store demonstrations,
  - customer leaflets for in-store use or inclusion in your monthly statements to account customers.



**KODAK**





# KODAK FILM P O R S C H E

**TYPE:** '74 Carrera RSR  
(1 of 25 Factory Competition Cars)

**PRICE:** \$32,000.00

**ENGINE:** Rear 6 cylinder 11.8 to 1 compression  
330 b.h.p. 240 ft. lb. at 5100 r.p.m.

**PERFORMANCE:** Max. speed attained 158 m.p.h.

**BODY CONSTRUCTION:** Fibreglass, steel, alloy 1838 lbs.

**SUSPENSION:** Independent Torsion Coil

**BRAKES:** Disc

**WHEELS, TYRES:** Width 10" rear, 9" front Dunlop Racing

**PETROL:** 25 Gallons 100% Oclane Racing Fuel 6 m.p.g.

**OWNER:** Bruce Spicer

**DRIVER:** John Latham

# "INSTANT" BONUS PLANS TO HELP YOU SELL...

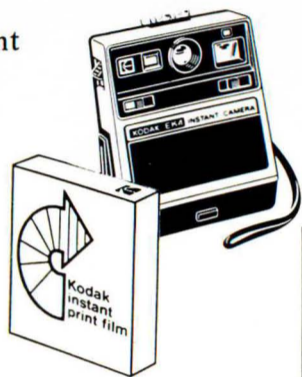
**In store Kodak demonstrators, free film and flipflash for demonstrations, advertising allowance — key elements in the Kodak "Instant" plan.**

## IN STORE DEMONSTRATORS

During the period June 1, 1977 to December 31, 1977, photo dealers located in and around main-land capital cities will be able to engage the services of attractive, fully-trained female demonstrators.

This service is available free-of-charge under the following conditions:

- You must have sufficient stock of Kodak instant cameras and film available for sale. After all, it is pointless running an in-store demonstration promotion without stock! Ask your Kodak Representative for further details.
- You must advertise in some acceptable form that the Kodak demonstrator will be on hand. For maximum impact, we recommend either a press advertisement or radio commercials. **But plan ahead!** Allow time for the preparation of the advertisement, staff training, stock deliveries, etc. Note that if you decide to use a newspaper advertisement, you will be required to depict either or both Kodak instant cameras in the ad.
- You must set aside sufficient space for your in-store demonstration. We recommend that the Demonstration Centre Background be used.



## In return Kodak will...

- Make an in-store demonstrator available for the pre-determined period.
- Provide the cameras, flipflash and film to be used by the in store demonstrator.
- Provide the necessary display material, including the demonstration backdrop, souvenir print folders, etc.
- Assist you in training your sales staff and preparing the advertisement.
- If required, make your Kodak Sales Representative available to assist during the in-store demonstration period.

## FILM and FLASH ALLOWANCE

*Three simple guidelines for "Instant" selling*

**DEMONSTRATE! DEMONSTRATE! DEMONSTRATE!**

Therefore, Kodak is making sure you are equipped by offering you free film and flash under the following conditions:

### Phase 1

If you order KODAK Instant Cameras and KODAK Instant Print Film for delivery into your store by May 31, 1977, you will be supplied at the time of that delivery with one (1) free KODAK PR10 Instant Print Film and Flipflash for every three (3) KODAK EK4 and/or EK6 cameras supplied.

### Phase 2

If you order between June 1, 1977 and August 31, 1977, you will receive one (1) free KODAK PR10 Instant Print Film and Flipflash for every six (6) KODAK EK4 and/or EK6 cameras supplied.

So ORDER BY MAY 31 to obtain the maximum allowance!

## 100% ALLOWANCE

Order a minimum of ten (10) KODAK EK4 and/or EK6 Instant Cameras for delivery by May 31, 1977, and you'll receive an advertising allowance of 3% of the net billing price (excluding tax). This allowance will pay up to 100% of approved advertising costs. The conditions relating to this offer are as follows:

1. Kodak will pay up to 100% of the cost of space or time, (but not production or talent charges), up to the amount stipulated overleaf, which was calculated at 3% of the net billing price for a total of ten or more KODAK EK4 and/or KODAK EK6 Instant Cameras ordered for delivery to your store by May 31, 1977.
2. The allowance will apply only to advertising directed at consumers and including either or both of the Kodak instant cameras purchased by May 31, 1977. Alternatively, advertising directed to consumers advising that a Kodak demonstrator will be in your store at a specified date will qualify under these terms and conditions provided:
  - (a) the advertisement illustrates at least one of the Kodak instant camera models purchased.
  - (b) you will have adequate stocks of products on hand at the time of the demonstrator's appearance in your store.
3. The allowance may be used for advertising that appears or is broadcast in the following media during the period June 1, 1977 to December 31, 1977.
  - Newspapers, Magazines — with audited circulations.
  - Radio stations — members of F.A.R.B. (Federation of Australian Radio Broadcasters).
  - Television stations — members of F.A.C.T.S. (Federation of Australian Commercial Television Stations).
  - Catalogues or printed literature — subject to prior approval from Kodak (ask your representative for a copy of the pro-forma).
4. Claims for payment must be made by you no later than February 28, 1978, and sent direct to:
 

H.R. -McCann-Erickson Pty. Ltd.  
434 St. Kilda Road,  
MELBOURNE, Victoria, 3004
5. If the allowance is not used (either in whole or in part) by December 31, 1977, it will not be honoured at any future time.
6. The amount of the allowance is not negotiable, nor is it transferable, except where a group of photo dealers have combined their instant camera purchase under one account. Under this circumstance, members of the group can conduct their own advertising campaigns, but the claim can only be submitted through the photo dealer to whom the cameras were supplied.
7. All media accounts applicable to the plan must be paid by the dealer before submitting a claim. Under no circumstances will Kodak undertake to pay these accounts direct to the media concerned.
8. The Advertising Allowance will be redeemed by cheque only, and you cannot deduct the allowance from your monthly payment. The cheque will be forwarded to you through your Kodak branch within 30 days of your claim being submitted. H.R. -McCann-Erickson will examine your claim in relation to the terms and conditions set out here, and will recommend to Kodak the amount to be paid to you. In the event that the amount to be refunded is less than the amount claimed, Kodak will advise you in writing as to the reason why part of your claim has not been allowed.
9. Advertisements which are misleading, false, or fail to identify qualified Kodak products properly, or show misuse of any Kodak trademark or trade dress will not qualify for the Advertising Allowance.
10. An illustration of at least one of the instant camera models purchased must be shown in print media and the product identified by its correct name as shown on the product's package or name-plate. Only that proportion of the total space filled by qualified Kodak products is allowable under this claim.

# KODAK FILM PORSCHE

all the details . . .



KODAK IS ONCE AGAIN SPONSORING THE PORSCHE '74 CARRERA RSR RACING CAR DRIVEN BY JOHN LATHAM AND OWNED BY BRUCE SPICER (SEE FULL-COLOR CENTRE SPREAD).

So far this year, the Kodak Film Porsche has appeared successfully at meetings in Melbourne and Adelaide and is scheduled for three other "Australian Production Car - Group D" races between now and October:

May 29 - Amaroo Park, Sydney  
 July 24 - Lakeside, Brisbane  
 October 30 - Oran Park, Sydney

## LENS PAPER

A BRIGHT PICTURE NEEDS  
 A CLEAN LENS

Available now, a Kodak product to help your customers keep their camera lenses sparkling clean (and that makes for bright, crisp, pictures).

Kodak Lens Cleaning Paper is a soft absorbent paper specially designed for this task. It's lint free and chemically pure.

Kodak Lens Cleaning paper is supplied in a folder containing 50 sheets each about 8 x 13 cm. There are 50 folders in a handy "display" carton, making them easy to display and sell. Trade price of the display carton of 50 folders is \$24.65 (plus tax), and each folder has a recommended retail price of \$0.90 (Sorry, individual folders not available wholesale).

Kodak Lens Cleaning Paper replaces Austral Lens Tissue, which is discontinued ask for Cat. No. 154 6027 when ordering.

These meetings, plus promotions away from the track provide you with many opportunities to promote your business and sales of Kodak products. Here's how:

## Porsche T-Shirts

At each race meeting, we are giving away colorful T-shirts featuring the car and its strong graphical color scheme.

In addition, the same T-shirts can be ordered from Kodak at \$3.00 each and used by you as part of your own in-store promotions. You set your own resale price, or use them as part of an offer tied say to a minimum purchase of Kodak film, or one of the various Kodak camera models.

When ordering, ask for;

Cat. No.	Size
458 5774	Boy's
458 5642	Small Men's
458 5808	Men's

## Posters

Supplies of the colorful 50 x 63 cm Porsche poster featured in this issue are available free of charge. We recommend you tie in this exciting offer with an in-store promotion.

## Bumper Stickers

Another free sales aid promoting the Kodak Film Porsche! Measuring 10 cm in diameter, this eye-catching window/bumper sticker is ideal for promotional hand-outs to kids, who go for such items to place on their school cases, bicycles, family car, etc.

## Eye Shades

These are colorful cardboard shades which you can give away during your promotion. Add this to the inventory of Porsche promotional ideas and you're set for a "wow" of a promotion!



## ...how to get them?

Talk to your Kodak Sales Representative about a special promotion built around the Kodak Film Porsche. You'll find he has a wealth of ideas to help you boost your sales of Kodak products. Remember, nothing creates more excitement and interest than colorful support ideas, and you can not only boost sales but keep your store in the consumer's mind as well!

# PHOTO STORE CORNER

## HOME PROCESSING OF BLACK-AND-WHITE FILMS

You may have noticed all the warning, caution and first aid notices which we are required by law to put on most of our chemical packs. They take up so much space that there's often no room for the processing times of various films!

You might think it would be a good idea to print the development times on the back of the label, but even this is illegal. The basis for this regulation is that the label identification must not be removed from the can. For each developer in common use by amateur

photographers there is a Kodak Customer Service Pamphlet. They are:

- AJ-13 "Kodak HC-110 Developer"
- AJ-16 "Kodak D-76 Developer"
- AJ-105 "Kodak Microdol-X Developer"

Copies are available on request from your Kodak Branch. Each leaflet describes the properties, life and capacity and gives processing times at different temperatures and dilutions. Here's a summary of the most important development times.

Kodak Film	Development times in minutes					
	HC-110 at 20°C		D-76 at 24°C		Microdol-X at 24°C	
	A	B	Full strength	Diluted 1+1	Full strength	Diluted 1+3
Verichrome Pan	-	5	5	6	6	10
Plus-X Pan	-	5	3/4	5	5 1/2	9 1/2
Tri-X Pan	3/4	7 1/2	5	8	8	15
Panatomic-X	-	4 1/4	3/4	5	5	8 1/2

All of these times are for small spiral-type developing tanks in which the developer is agitated for 5 seconds, or given two inversions, every half-minute.

Regretfully, Kodak Limited in England have discontinued the excellent little book "Developing Printing Enlarging". The only alternative we

can offer is a no-charge 8-page leaflet "How to Develop and Print Black-and-White Films" AJ-3. The hard-cover xxx-page book "Bigger and Better Enlarging" CAT 104 3645 (suggested retail price \$13.35) is a really comprehensive guide to both black-and-white and color dark-room work.

## 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.



# SEE YOU AT THE S.P.P.C.?

## Eastman Kodak Executive to address S.P.P.C.

Mr. William S. Allen, assistant vice president of Eastman Kodak Company, and general manager of the Consumer Markets Division, will be visiting Australia in July and has been invited to deliver an address to the delegates attending the South Pacific Photographic Convention.

The Convention is being held at Surfers Paradise, Queensland, from July 16 to 20, 1977.

Mr. Allen joined the Eastman Kodak Company in 1936, working in the market research area of the statistical department at Kodak Office.

In 1937, he was named a clerk at the Eastman Kodak Stores in Detroit and the next year returned to market research at Kodak Office. He joined the sales department staff in 1940, became a salesman first in New England in 1941, and in 1942, New York City, and in June of that year returned to Kodak Office as a member of the auditing department. Mr. Allen became a follow-up engineer in the development department in December, 1942; general foreman, process development department, Kodak Apparatus Division in 1944; returned to the sales department, Kodak Office in 1945, and was appointed manager, amateur accessory sales in 1947. He was named manager, cine Kodak sales in 1954, two years later became manager, amateur motion picture sales, Kodak Apparatus Division, transferred to the Middle Atlantic Sales Division in 1958 as sales manager, becoming general manager in 1963, and was appointed general manager, credit department in 1965. Mr. Allen joined the Consumer Markets Division in 1969 as sales manager and was appointed assistant general manager in June 1973, becoming general manager on September 1, 1973. He was also elected an assistant vice president of the company at that time.

He received a BA degree in economics from Williams College and an MBA degree in marketing from Harvard Business School.

Mr. Allen is a member of the Genesee Valley Club, the Third Presbyterian Church, the Rochester Chamber of Commerce and Rochester Sales Executive Club. He is also a member of the Williams' Club of New York City and serves on the Honorary Board of Allendale-Columbia School.

THE 1977 SOUTH PACIFIC PHOTOGRAPHIC CONVENTION WILL BE HELD AT SURFERS PARADISE FROM JULY 16 TO JULY 20, INCLUSIVE. A FOLLOW-UP TO THE HIGHLY SUCCESSFUL FIRST CONVENTION HELD IN 1975, THIS YEAR'S PROGRAMME IS PACKED WITH INTERESTING ACTIVITIES

Photo dealers from around Australia will attend and will have the opportunity to catch up on the latest and newest, as well as a chance to participate in a variety of seminars and discussions.

One of the speakers at this year's Convention will be Mr. William S. Allen, assistant vice president of Eastman Kodak Company, and general manager of the Consumer Markets Division. Mr. Allen will bring with him many years of experience in the marketing of photographic products.

The organisers recommend that you do not delay booking your accommodation as indications are that this year's S.P.P.C. is arousing a great deal of interest.

If you haven't arranged your own plans, write now to:

South Pacific Photographic Convention,  
C/- Sydney Chamber of Commerce,  
G.P.O. Box 4280 SYDNEY, 2001.  
Telephone: (02) 29 6001

### PHOTO LAMPS INCREASE

A variety of flash bulbs (excluding the popular AG1B and FB1B bulbs), and most photographic lamps, increased in price effective from Tuesday, April 26, 1977.

The flash bulbs which increased include:

PF5B, PF6B, PF60, PF60/97, PF100/97 (clear and blue).

The photographic lamps include most projection lamps, exciter and editor lamps, darkroom, enlarger and floodlight lamps.

Full details will be shown in an updated price list due for distribution later this month.

## STOP PRESS

### Super 8 Sound Film Cartridges

Our processing laboratory has alerted us to the problem of damaged super 8 sound films caused by the customer breaking the film as he removes the protective foil from the cartridge.

It seems that sometimes customers repair the break, using adhesive tape, and don't tell anyone. During processing, the adhesive tape fails,

the film in question is ruined (plus others going through at the same time) and we all have unhappy customers on our hands.

So please—would you kindly do two things to help your customers who buy super 8 sound films:

1. Advise them to open the package in accordance with the instructions printed on the protective foil.

This way, film break-ages shouldn't occur.

2. If they do break the film and then repair it please ask them to tell us about it. A short note with the film will warn us of the damage and the laboratory can take the necessary steps to avoid any further mishaps.

Many thanks,  
KODAK (Australasia) PTY. LTD.

# Kodak Processing News

## Masking (or cropping) is easy!

One of the most important and satisfying services you can offer customers needing enlargements is masking.

Most times, when people take pictures they try to frame the subject matter correctly within the picture area. But often, unless extra care is taken, the background can clutter-up the picture.

Whilst most people are happy with such results, it is likely that masking will produce a picture which looks much more attractive and uncluttered.

So, masking is a service you can offer for enlargements. What happens is that the laboratory will only reproduce a portion of the slide or negative using the "mask" specified by you and your customer.

Here's how you can order masking:

### Step 1.

On pages 21 and 22 of "The Don't Panic Book" you will find masking guides for print and enlargement services. Please note that a masking service is no longer available for prints; revised masking guides will be issued during June and our sales representatives will be pleased to answer any queries you may have in the meantime.

### Step 2.

Having decided what size enlargement is required find a mask which is smaller than the negative or slide; then place the negative or slide over the mask. From the range of masks available you are sure to find one that best "frames" the subject matter.

### Step 3.

If the customer wants a rectangular-masked enlargement, check to see if a vertical or horizontal format would be better.

### Step 4.

Having done all the above, complete the K.S.E. and remember the following points:

\*Masking charge is \$1.50 per negative or slide.

\*Masking not available from 135 half frame or 110 size slides or negatives.

\*Masking not available for Kodak Color Prints.

Happy Masking!

STOP PRESS: The illustration of the Kodak Service Envelope (K.S.E.) on this page shows the revised format to be introduced shortly. The envelope is now easier to use with the customer receipt at the top and dealer record at the bottom.

This change together with a new print wallet featuring the "It's Kodak for Color" theme will enhance the ordering and presentation of Kodak Processing Services.

PHOTO DEALER, PLEASE NOTE TO PROTECT CONTENTS IN TRANSIT PLEASE FOLD ORDER ENVELOPE AS MARKED		RECEIVED	
TEL 26-1234 P. White NAME 91 Bay Road STREET Uptown CITY STATE AND CODE		KODAK COMPLETED ORDER ON KODAK (Australasia) PTY. LTD.	
<b>CONTENTS</b> TICK TYPE OR NOTE QUANTITY USE SEPARATE ENVELOPES FOR COLOR AND BLACK AND WHITE ORDERS KODACOLOR (Film or Negatives) BLACK & WHITE (Film or Negatives) 1 x 135 size COLOR SLIDES OTHER (OR REPAIRS)		ORDER NO. COLLECT \$	
<b>PLEASE SUPPLY</b> TICK TYPE OR NOTE QUANTITY COLOR PRINTS <input type="checkbox"/> Black & White Print <input type="checkbox"/>		USE PANEL BELOW FOR ORDERING OTHER SERVICES OR FOR DETAILS OF EQUIPMENT REPAIRS PLEASE TICK IF CLAIMING REPAIR UNDER WARRANTY <input type="checkbox"/>	
Make one 13x18 cm enlargement from negative number 6. Use mask 13 N - Vertical format.			
DEALER'S RECORD Date: _____ Name: _____ Address: _____ Order: _____ Film Type: _____ Tel: _____		ORDER NO. _____ Collect \$ _____	

## CHANGE TO "LUSTRE LUXE" AND SMOOTH LUSTRE SURFACE PAPERS

A new fine-grain color paper with a high sheen appearance called "Lustre Luxe" will be introduced in June for all prints and enlargements made from color negatives by Kodak Processing Services.

This change will be effected in all Kodak Laboratories throughout Australia and has been designed to further enhance the appearance of prints as well as satisfy requests made by your discerning customers.

All prints and enlargements made from color slides will be produced on "Smooth Lustre" paper which can be best described as a semi-matte paper with a smooth low sheen appearance. This change has also been effected to increase your customers' satisfaction.

## IMPORTANT

Your Kodak Service Envelope (K.S.E.) is your link with Kodak Customer Equipment Services as well as Kodak Processing Services.

Please remember to make the K.S.E. work for you and ensure that your repairs (including warranty repairs) are sent with a K.S.E. In the event of an enquiry your customer has a receipt, you have a record, and we have the same record and number. And most importantly, the repair can be effected efficiently and with minimum delay.

Three cheers for the K.S.E.!

Processing Orders!  
Repairs!  
Enquiries!

### Please note:

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