

KODAK QUALITY PHOTO-FINISHING— *your best profit line*

Even without the extra store traffic and impulse purchases which it creates, the photographic department is the most profitable section of your business—*if you promote Kodak Photo-finishing Services.*

The profit story on a typical sale

An Instamatic 104 color outfit retails at \$17.30, representing a profit of 33 $\frac{2}{3}$ % on your original outlay. The outfit contains a roll of Kodacolor-X film which, when handed in for developing and printing, brings in a further profit for no additional outlay. Assuming twelve printable negatives, total profit is boosted to at least 45.4%.

If you bought-in the outfit during the Kodak "Early Bird" offer, and if your photo-finishing business is sufficient for you to qualify for the higher discount rates, your profit is even greater.

And when your customer collects his pictures, don't forget to suggest extra prints and enlargements which, once again, bring you an extra profit without additional outlay.

Then there are film sales:

The profit on a 12-exposure roll of Kodacolor-X film, size 126, including developing and printing, and assuming twelve satisfactory negatives, is **at least 145%**.

Qualify for extra discount on Kodak film by ordering in bulk, and on Kodak photo-finishing by increasing your volume of business, and you can lift total profit to **an unbeatable 212% of initial outlay.**

The feature which makes these high profit levels possible for you is Kodak photo-finishing.

Remember: Your customers expect to obtain Kodak photo-finishing where they see the Kodak sign. So tie-in with Kodak advertising this summer, display the point-of-sale material and establish your store as the local centre for the Kodak quality photo-finishing service.



When your customers want to send copies of their transparencies to relatives and friends who don't have a projector, what do you do? Sell them another projector to send with duplicate transparencies? Well, no harm in trying! But let's face it, mostly you don't make sales like that. Instead, sell them the idea of Prints from Slides.

Prints in full color can be made from any standard size color slide — Kodachrome, Ektachrome or other make. Consult your Kodak Photo-finishing Services Price List for full details.

To help you there's a new *P.S. showcard and a leaflet to be inserted in completed Kodachrome and Ektachrome processing despatched from our color finishing laboratories. These will be available shortly.

Many people are not aware they can have Prints from Slides, and it's an interesting point to make when a customer is not sure what kind of film he wants. Most important, Prints from Slides is a useful extra profit line.

***PS Prints from Slides — obviously**

KODACHROME ENLARGEMENTS 11 x 11 and 11 x 14 inches

Prints from slides services have recently been extended to include Kodachrome Enlargements size 11 x 11 and 11 x 14 inches. Price details are as follows:

Code		Price
479	1 or 2 enlargements, each	\$7.80
480	3 or more enlargements from one or more same size transparency, each	6.60
481	25 or more enlargements from one transparency, each	6.00

Promote these new large sizes for customers with a special picture they want to frame or present to a relative. A wedding group is an ideal subject, and a wonderful present for the mother of the bride.

NEW COLOR FINISHING PROCESS ?

In place of our usual cartoon, here's a true story from our colleagues in the U.S.A. It's a soggy saga told by a housewife in Bradford, Pennsylvania, who accidentally put an exposed 126 film cartridge in her washing machine with baby clothes — and a liberal amount of washing powder.

"I shook it to remove water, and put it on a blower heater to dry", she wrote. "I decided to have it developed regardless. The great surprise is that all but three of the pictures had brighter color than former rolls."

We're suppressing the brand-name of the washing powder pending a series of trials in our own processing labs!



"O.K. lads, one more try. This time it's with five nappies, a pair of booties, two bibs and....."