

SalesNews

JULY-AUGUST, 1974

DEFERRED PAYMENT PLAN

Extended credit on August purchase of 'pocket' cameras

Buy Kodak pocket Instamatic cameras in August . . . pay for them November 30th!

Kodak is granting an additional 60 days' credit on all pocket Instamatic cameras and outfits purchased in August, 1974! In these days of tight credit and high interest rates, this means that payment can be deferred until November 30, instead of being due September 30. So order now and start selling immediately to take full advantage of the extended credit.

Order early

One important point—place your order early! Not only will you have almost four months' credit on cameras purchased early in August,

but you'll be certain to receive supplies. The offer is made on a "while stocks last" basis and applies only to orders which can be filled during August. Orders outstanding at August 31 will be cancelled.

Quantity discounts, too

There are no minimum order requirements, and dealers who purchase 40 or more pocket Instamatic cameras and/or outfits will qualify for Kodak's regular quantity discounts (see the Kodak Price List—Consumer Products, mailed with this copy of "Sales News", for price details). However, the company cannot accept orders under the "deferred payment" plan which combine pocket Instamatic

cameras and/or outfits with other Kodak cameras or other products. 126 size Kodak Instamatic cameras are specifically excluded from the plan.

Plus . . .

"Go-Anywhere" sales

Exciting new product ties in with "deferred payment" plan.

To coincide with the "deferred payment" plan, Kodak is announcing an exciting new product—in fact, a whole new way to sell Kodak pocket Instamatic cameras. With the Kodak pocket Instamatic 100 "go-anywhere" kit, customers will find it easier than ever to carry around a pocket camera for picture-taking anywhere, anytime. (See separate article this page.)



SUPER BOOSTER for 'pocket' camera sales

The Kodak pocket Instamatic 100 "go-anywhere" kit has been released throughout the country. This appealing package, designed to make carrying the Kodak pocket Instamatic camera even easier, looks certain to achieve instant success.

Packaged to sell!

All the components—camera, film, magicube and extender—have been packed into a compact, soft, vinyl carry-pack. It's a great travelling companion, being easy to pack, simple to carry, and with a padded pouch to protect the contents.

Advertised to sell!

Customers will hear about the "go-anywhere" kit through our intensive national T.V. campaign, strategically tuned to start one week before the school holidays. We'll be using footage from our earlier "go-anywhere" pocket camera ads to remind viewers that pocket Instamatic cameras (the "go-anywhere" kit, in particular), are ideal for those holiday pictures they used to miss. Dealers can tie in with the national campaign by displaying a "go-anywhere" kit on our special 3D showcard, available through your Kodak representative.

Priced to sell!

At a suggested retail price of \$25.55, the "go-anywhere" kit is no more expensive than a regular

pocket Instamatic 100 camera outfit plus carrying case. Only limited stocks of this exciting new product are available, and by ordering now for August delivery you can take advantage of the "deferred payment" plan. There's every chance that you'll have sold out before payment is due!

Yes, you can include the new "go-anywhere" kit in your order under the

terms of the "deferred payment" plan. But order soon, because stocks are limited.

So . . . check your stocks and place your order NOW on the order form enclosed with this issue. Remember, this year Kodak pocket Instamatic cameras will be in greater demand than ever before because Kodak will create such a demand by "spending big" through nationwide advertising.

Camera stocks still short

In announcing its "deferred payment" plan, Kodak advises that it will not offer an "Early Bird" sale this year because of shortages of stock.

126 size cameras will remain in very short supply, while stocks of pocket cameras are also limited.

Kodak advises all photo-dealers to order cameras early, to ensure adequate stocks for Spring sales.

Introduction of Kodacolor II film

Kodacolor II film was introduced at the same time as Kodak pocket Instamatic cameras, in the 110 size required by those cameras.

This color film, which will eventually replace Kodacolor-X film, is now being released in Australia in the 135 size as stocks of equivalent Kodacolor-X films run out. In the next month or so the 126 size film will also be introduced. Roll film packages of Kodacolor II film (sizes 120, 620 and 127) will not be introduced until Autumn 1975.

Kodak warehouses around Australia will deliver Kodacolor-X film until stocks are depleted and will then convert orders to Kodacolor II film. They will not accept orders for Kodacolor II

film while they hold stocks of Kodacolor-X film.

The conversion is not being publicised to the consumer. Furthermore, Kodak will not specifically promote the new films in the near future, so dealers should not be concerned about their stocks of Kodacolor-X film.

Film prices have not been changed, and package sizes remain unaltered.



Kodacolor II film is designed for processing in the new C41 process. Kodacolor-X film **MUST NOT** be processed through the C41 process. The chemicals required for the C41 process, namely Kodak Flexicolor developer, bleach, fixer, and stabilizer are available in 5 litre and larger sizes. At this moment they are not produced in package size to meet the needs of hobbyists.



Trouble-Shooters Column

When all else fails . . .
... read the instructions. (Please?)

Kodak INSTAMATIC 155-X Camera
OPERATING AND LOADING INSTRUCTIONS



155-X

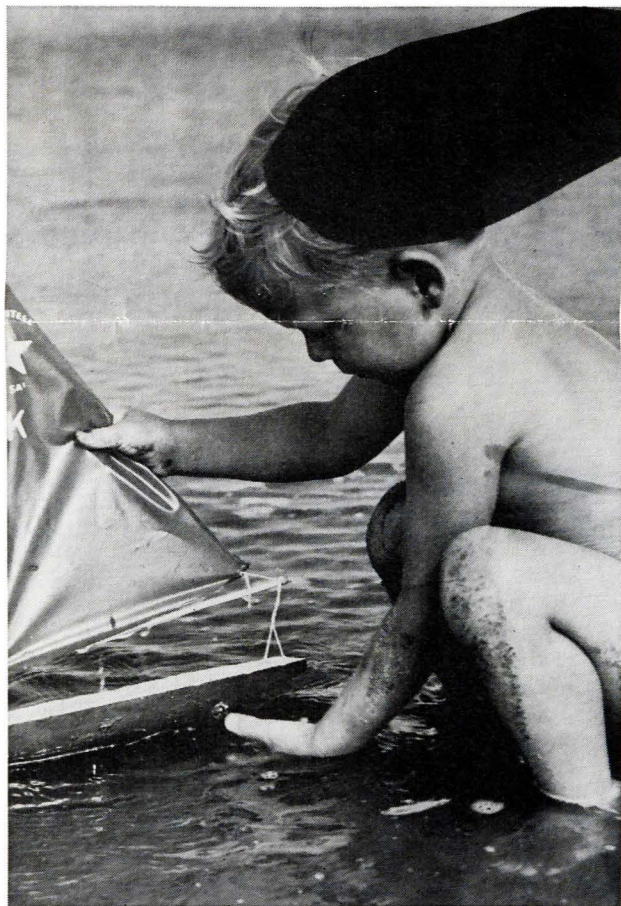
Case history I

Bill Jones has just come in to collect the 20 rolls of film that he took on his round-the-world trip, and had previously left with you for processing.

But, what's this . . . every roll a failure! Bill's disappointment is exceeded only by his anger.

After all, he'd bought a new camera specially for this trip.

Pity he didn't read the instructions. He'd have learnt how to instal the battery, and test it regularly to ensure that the camera's automatic exposure control system was working properly.



Case history II

Claudia Thompson wonders what the fuzzy pink object is that appears in all the prints taken with her pocket camera. Decides to give up photography and take up water

skiing.

Bad luck that she didn't read the instruction book and note the tips on holding the camera correctly, without finger in front of lens.

Case history III

Mike Minelli can never understand why his audience gets seasick when he shows his home movies—even the ones he takes in the back-yard! Decides he must live in an earthquake zone.

His instruction book gave him some useful tips on avoiding excessive 'panning', judicious use of the zoom lens, and the importance of 'thinking before shooting'. Pity he didn't read it.

You can help Bill, Claudia and Mike to get pictures they'll be proud of. When you sell them a camera, show them the instruction book, tell them that it is important to them to read it carefully. Offer to explain any points that they may be confused about. Remember, a customer who's unhappy with his pictures soon stops taking them. And that means lost sales for both of us.

FEATURES

KODAK TRAVEL CAMPAIGN

"Travel Diary" advertisements promote Kodak film

Featuring such well-known landmarks as the Eiffel Tower, Trafalgar Square and the Tiger Balm Gardens, advertisements like the one illustrated here are now appearing in metropolitan newspapers and (in full color) national magazines.

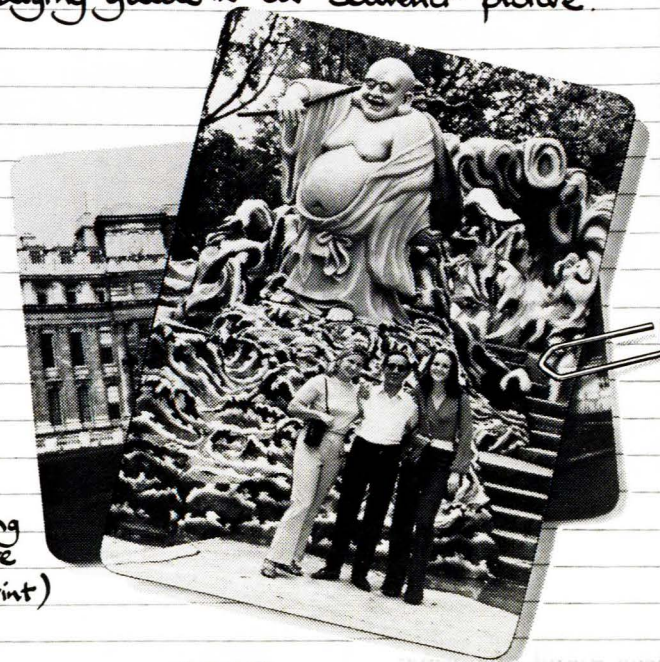
If you know of a customer planning a trip overseas, or within Australia, here are some tips that you can pass on to them to help them come back with pictures they'll be proud to show. . . .

1. Be familiar with the capabilities of your camera before you leave. Take several rolls of film under a variety of conditions. Have them processed in plenty of time. The results will show you how competent you are with the camera.
2. Don't let less than ideal weather discourage your picture-taking. Modern films in adjustable cameras can take pictures even when it's raining.
3. Keep your camera and accessory equipment to a minimum that will let you get the pictures you really want. If you overburden yourself with gadgets, you may spoil the fun of your travels.
4. Keep your camera and accessories clean, dry, and away from excess heat. Especially in the outback you'll need to take precautions.
5. Take a small notebook and pencil along to jot down information about places you photograph. This will be most helpful later on when you are preparing a slide show, editing a movie film, or making a scrapbook about your trip.
6. While en route, keep your camera at hand, instead of in your luggage, so you are ready to snap unexpected picture situations.
7. When there are people in the travel scene you are photographing, catch them while they are doing something. They don't have to be looking at the camera.

Travel Diary 1974

April 30, Singapore.

Went sightseeing this morning in the Tiger Balm Gardens. We insisted on having our ever-obliging guide in our souvenir picture.



(I'm leaving space here for the print)



Nothing captures it forever like Kodak film.

Slides, prints, and movie film — all over the world.

(P.S. Always have your camera checked before you travel.)

KODAK (Australasia) PTY. LTD.

K61/4768R

Kodak T.V. Advertisement scores a premier award

Judges of the Sixth Australian Festival of Television and Cinema Commercials have awarded a Premier Award to Kodak's "Dogs' Home" commercial.

The festival, run in conjunction with the Adelaide Film Festival, was open to 16mm and 35mm television and/or cinema commercial films. Its aims include "Focusing attention on creativity, imagination and effectiveness in television

commercials and cinema advertising films".

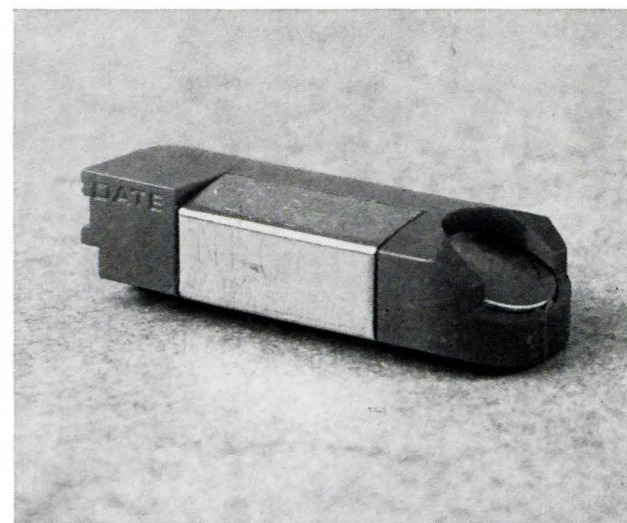
"Dogs' Home" was judged the best commercial in the category for those commercials entered as "Services and Institutional".

Representing Kodak at the presentation was Mr. Kel Walsh, Consumer Markets Supervisor of Kodak in Adelaide. Also in attendance was Mr. John Bell, Executive Director of Berry Currie (Kodak's advertising agency).



'Still' from Kodak's award-winning "Dogs' Home" 30-second television commercial.

WHAT IS IT?



The rather peculiar-looking object illustrated above is a battery—a Mallory 7R31 'K' battery.

It's used to power the electronic shutter and exposure control systems of several Kodak cameras sold in the U.S.A., including the pocket Instamatic 50 and 60 cameras which are also sold in Australia.

It's funny, but several camera owners have found these batteries difficult to purchase here. One even wrote to the Eastman Kodak Com-

pany in New York and enclosed a cheque for more than \$17.00!

So, if your customer asks for a battery for a pocket Instamatic 30, 40, 50 or 60 camera, a size 'K' is the one to sell. It's available from Kodak, and the suggested retail price is \$2.40.

Incidentally, the Kodak consumer products catalogue for 1974 has a complete listing of batteries for Kodak cameras, both those sold locally and those available overseas.

NEWS ON POCKET CAMERAS



Dealer creates big interest in small cameras

A Queensland chemist and photo dealer produced a custom showcard for the Kodak pocket Instamatic camera range. Result—increased sales.

The Murgon Pharmacy, managed by Mr. Ric. James and situated about 180 miles from Brisbane, has achieved better sales of pocket Instamatic

cameras as a result of a custom showcard made up by the Manager of the photographic section, Mr. Bill Barton.

Bill took a series of pictures of the Murgon "Show Parade" with a pocket Instamatic camera, mounted them on a board and headed it with "Murgon Show Parade photographs with . . ."

and then a Kodak pocket Instamatic camera advertising card.

The increased interest in and sales of pocket Instamatic cameras generated by this ultra-personal display more than justified the effort involved.

Why not try this scheme if **your** local show or other special event is coming up?

Owners Report:

Kodak market research programs operate continuously, providing information which is used to plan new products, test the effectiveness of advertising programs, and determine how well existing Kodak products meet the needs of customers.

Right now, we are asking owners of pocket cameras to tell us how their cameras have lived up to their expectations. We've sent detailed questionnaires to a number of pocket camera owners, selected completely at random, and enough completed forms have now been returned to gain a general impression of their feelings. So, how well **do** pocket cameras satisfy the needs of these picture takers? The results speak for themselves! For instance, we asked owners to rate their overall feeling about their camera on a five-point scale: Very satisfied, satisfied, lukewarm, dissatisfied, very dissatisfied. Here are the results:

Very satisfied: 62% of owners.
Satisfied: 32% of owners.
Lukewarm: 3% of owners.
Dissatisfied: 3% of owners.
Very dissatisfied: Nil.

What about the quality of the pictures? Well, 35% of owners said "excellent", 57% said "good" and 8% said "fair". No owners felt that their pictures were "poor" or "very poor". Almost all owners felt that the camera was "very good looking" and the vast majority felt that size and weight were "just right". When asked what they liked most about their cameras, owners mentioned "ease of use", "size of camera", "size of photographs", "convenience". These reactions might be worth remembering when you demonstrate a pocket camera to a customer as special points to stress. Did the owners have any dislikes? In most cases, no, but a few owners did report that some of their

early photographs were blurred, until they learned to hold the camera steady. A point well worth stressing to any of your customers who've purchased a pocket camera.

So, how do people like their pocket cameras? Here's what six owners say:

(Model 100) "It's a great camera—everyone admires it and the prints it makes".

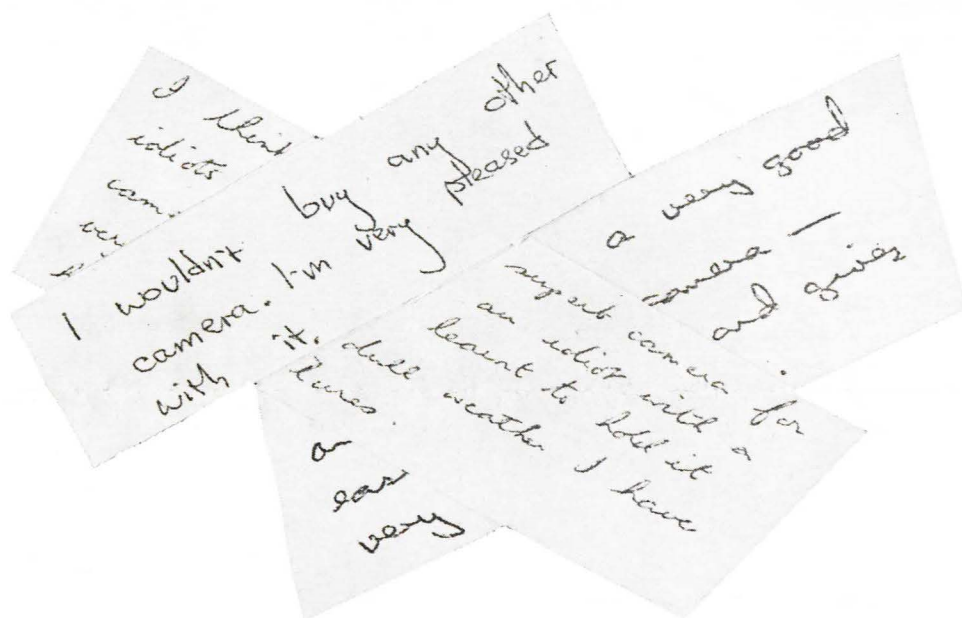
(Model 100): "A good camera, and a decent price. Never regretted buying it".

(Model 200): "I wouldn't buy any other camera. I'm very pleased with it".

(Model 200): "I think it is a very good and versatile camera—easy to operate and gives very good photos".

(Model 400): "I think it is a superb camera for idiots — and I'm an idiot with a camera! Since I learnt to hold it very still in dull weather I have had no failures".

(Model 300): "Thanks"!



STOP PRESS New Price List Issued

Mailed with this issue of "Sales News" is the August 1 Price List for Consumer Products.

This Price List has been extended to cover additional items not previously included. All products subject to a price change from 1st August are so indicated.

We ask you please to study this Price List carefully and to note the new prices, as this is the only notification you will receive of these changes.



A quick and profitable quiz

Q. What's so special about these two films?

A. These films give the **most exposures** for their size.

They're **more economical** to use than shorter-length films.

They're **more profitable to you** when returned for processing.

They're becoming **more and more popular** with customers.

In terms of sales, they're among the fastest growing.

BUT

They are often **out of stock** when customers want to buy them.

They are **not stocked at all** by many dealers.

Are you stocking enough CX135-36 and C110-20 films?

Why not cash in on an expanding market, and order those extra rolls now!

New on the scene KODAK EKTASOUND TOTE CASE



Dealers are now receiving Kodak Ektasound 140 and 130 movie cameras supplied complete with the new Kodak movie tote case. While being easier to carry, it still provides space for film and accessory storage, and has a loop where the microphone can be placed for filming on the move.

Finished in attractive Naugahyde material, the

case is padded and lined with soft synthetic fur. Color is a rich red/brown.

This softer, lighter case will replace the movie making case and, due to the fact that it is more practical, it is sure to please customers.

The tote case will be available as an individual accessory in the near future.

Kodak meets 'SILK-PRINT' demand

Commencing early in August, Kodak will be offering Kodacolor "Silk-prints" as the standard service from all sizes of color negative film.

Applying to both develop-and-print and reprint orders, the change has been made possible by increased customer demand for this service. Customers appreciate the borderless, rounded-

corner prints on silk-surface paper.

Processing inserts and print selection cards are being used to acquaint customers with the service. Kodak has also extended its masking service to include Kodacolor Silk-prints. Other Kodacolor processing services to change to silk-surface paper are Kodak slim-line greeting cards and Kodacolor business cards.

Options still available

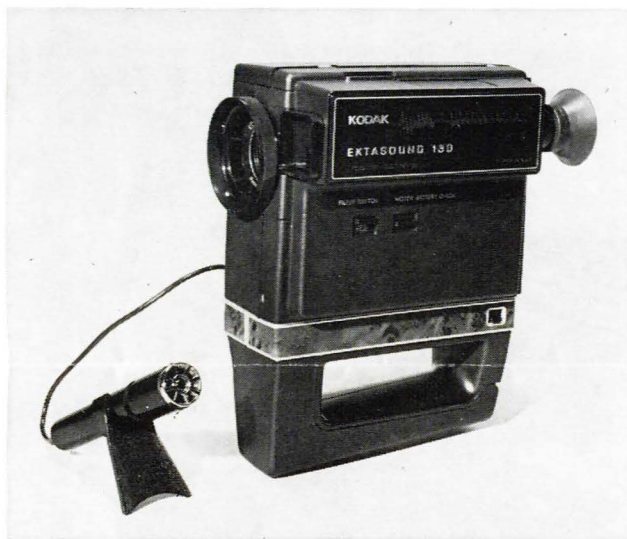
While a reasonable level of customer demand continues, Kodak will still offer glossy color prints with white borders and Kodak Duo-print pictures. If your customers ask for these options, just mark the appropriate square on the order envelope.

Here is what customers will receive:

Film Size	Services	
	Standard	Option
110	3R-size Silk-print	Nil
126	3S-size Silk-print	3S-size Bordered (glossy) Kodak Duo Print (glossy)
135 (full-frame)	3R-size Silk-print	3R-size Bordered (glossy) 2R-size Bordered (glossy)
135 (half-frame)	3R-size Silk-print	3R-size Bordered (glossy)
All roll films	3S/3R-size Silk-print	3S/3R-size Bordered (glossy)

Photo dealers report on new KODAK EKTASOUND Equipment

Throughout Australia Kodak dealers are reporting pleasing sales of the new Kodak Ektasound super 8 sound movie cameras and projectors. Printed below are comments from two dealers.



"Definitely a boost to the home movie market..."

This comment was made by Mr. Ern Williams, manager of McKeon's Camera Centre in Dan-

denong, Victoria. Mr. Williams also reported that his "first customer was sold on the Ektasound camera immediately", and that his entire stock was sold 48 hours after unpacking.

"My quickest ever sale..."

Tony Kukla of the Friendly Societies Pharmacy in Fremantle said his sale of a Kodak Ektasound 140 camera was one of the easiest sales he has ever made.

A customer walked into the store and on coming

to the counter saw the Ektasound 140 on display, and pointed to it, saying, "I want that camera".

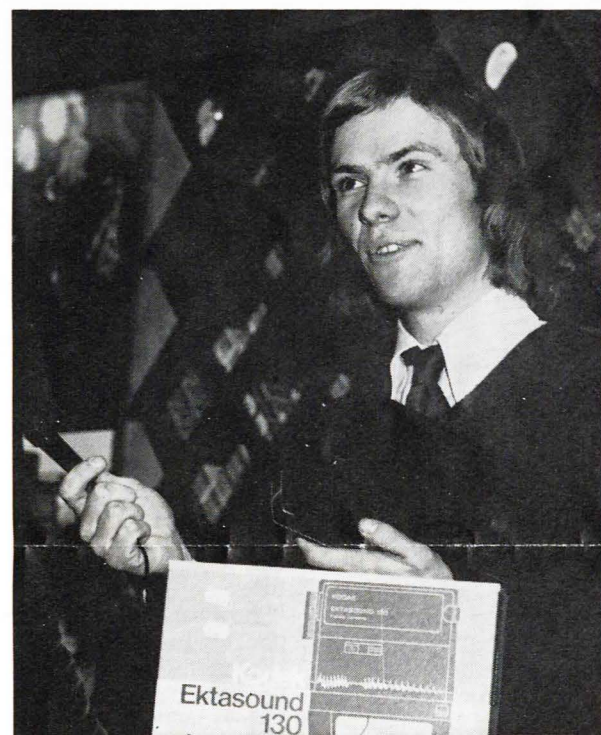
Tony said it was only a matter of a few explanations of the operation of the camera and the money was soon handed over and rung up in the cash register.

"Further orders from Foto Riesel"

In a recent order for extra stocks of both Ektasound cameras and projectors, Mr. Fabian Riesel of Foto Riesel Pty. Ltd. reported that this company sold its first Ektasound camera only hours after it had arrived in the store.

Ross Myers, a salesman with the well-established Sydney photographic

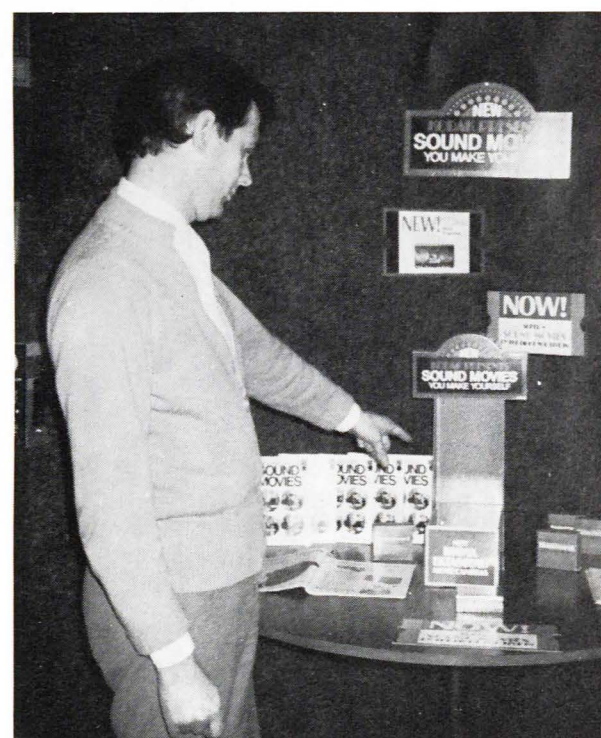
dealership, said: "I have been making sound movies using the old system of adding the sound to the film after processing, so when the first person came into our store looking for a movie camera I demonstrated the Ektasound camera, and explained the advantages of 'lip-sync' and 'existing light' sound movies to him. He left our store a very happy man—together with his Ektasound camera".



Pictured above: Ross Myers, of Foto Riesel Pty. Ltd., explaining the benefits of Kodak Ektasound equipment.



Pictured with the Ektasound 130 movie camera are Mr. Ern Williams and Mrs. Jean Schalks, Senior Sales Assistant at McKeon's Camera Centre.



"Room for more"

Pictured above is Mr. Roy Mountford of Graeme Hall Photographics, Kilkenny, South Australia, pointing to the vacant space in his display of Ektasound cameras... vacant because the initial stock of two cameras was sold within a week!

Store Manager, Mr. Greg White, reports that his staff's enthusiasm for Ektasound cameras is the prime reason for their success and, to prove it, he has placed orders for more than a dozen additional cameras, many of which he reports have already been sold!