

Kodak

Kodak Dealer News

July/August 1970

A real star to usher in the Kodak "Early Bird" promotion



\$9.90

A new and very vigorous Kodak "Early Bird" promotion will soon be under way, and what better way to start a photo-sales promotion than to introduce a brand-new product that's priced to sell by the thousands. The Kodak Instamatic 33 Color Outfit, priced at \$9.90, is the lowest-priced Kodak color outfit ever. Complete

with camera, Kodacolor film, and wrist-strap, it's ready to start taking pictures in seconds. It's a worthy addition to the universally popular range of Kodak color outfits. It will be heavily advertised between now and Christmas. Put one in your window where gift-buyers and "soon-going-on-holidays" people can see it!

Stock Item No. 0215

Kodak Instamatic 33 Color Outfit

Retail Price . . . \$9.90

Kodak "Early Bird" Promotion — A sweet song of swinging sales

We're ushering in the 1970 "Early Bird" promotion with an attractive discount plan, extended credit, and a new product that's bound to set a swinging pattern of Spring to Christmas sales. We want to stress that "Early Bird" is not just another discount plan — it's an integrated marketing plan that helps you "buy in" early under very good conditions, and then helps you "sell out." Right from the time you buy, our advertising will be

working to move those cameras and outfits from your shelves into the hands of your customers. We explain below how the discount part works and, on another page, we give you a brief outline of our supporting advertising plan. Think of them together — you'll soon realise that this idea has been designed to help both of us — the Kodak "Early Bird" promotion is another name for good, sound business.

These are the products which qualify for "Early Bird" discounts:

Product	Retail Price
Kodak Instamatic 33 Camera	\$7.95
Kodak Instamatic 33 Color Outfit (New)	9.90
Kodak Instamatic 33 B & W Outfit	12.40
Kodak Instamatic 133 Camera	12.95
Kodak Instamatic 133 Color Outfit	16.50
Kodak Instamatic 233 Camera	18.95
Kodak Instamatic 233 Color Outfit	22.50

Here are the "Early Bird" discounts:

10 – 29 Cameras & Outfits	5%
30 – 79 " "	7½ %
80 – 499 " "	10%
500 or more " "	12½ %

N.B. Discounts will apply to the camera only in camera outfits. Cameras and outfits may be ordered in mixed lots and the total will qualify for the extra discounts, provided they are ordered at the one time.

Extended credit plan

"Early Bird" orders delivered in August will not be due for payment until 31 October. With the help of our Spring advertising campaign, and some thoughtful promotion on your part, you could have a lot of these cameras and outfits sold before you get the bill! — that's worth a thought.

The Kodak Instamatic 333 Camera; our latest electronic miracle

Overseas, where it has been enthusiastically received, they are calling it the "nothing camera". This might sound contradictory but the simple fact is that this camera leaves the proud owner with nothing to do but load, aim and shoot. Scorning adverse light conditions, the INSTAMATIC 333 camera's electronic shutter sets the appropriate speed automatically over a very wide range — from a rapid 1/300 sec. up to a lazy 10 sec. exposure time. With features you would only expect from a camera twice the price (and this little beauty will retail for only \$39.20 including batteries), the INSTAMATIC 333 camera incorporates such "no hands" ideas as fixed focus, automatic shutter speeds and all the pluses that have made the Kodak INSTAMATIC camera range famous. In addition, you can tell your customers about these special points.



- The winding lever transports the film, cocks the shutter and rotates the flashcube. Prevents double exposures.
- Shutter speed is automatically set to 1/30 sec. when flashcube is inserted in the holder.
- A large bright viewfinder with reflected frame to make sighting easy and exact.

- Warning light in the finder to indicate the need for a firm camera support if the exposure time is to be longer than 1/30 sec.
- KODAK f/11 factory-set lens with a wide in-focus range from 4 feet to infinity.
- Fits the same Kodak Carrying Case as the popular Instamatic 33, 133 and 233 cameras.

Stock Item No. 0127 Kodak Instamatic 333 Camera Retail Price . . \$39.20
(Complete with batteries)

New Kodak Instamatic Movie Camera

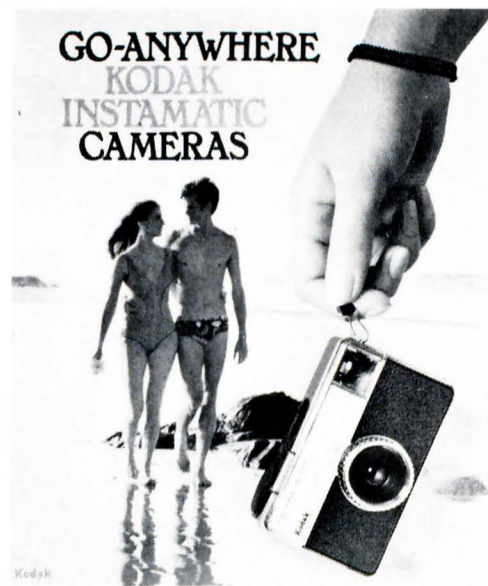


The new top-of-the-line movie camera — the Kodak Instamatic M9 movie camera — is now available in Australia. This new model features a 5 to 1 power zoom, f/1.8 color corrected *luminized* lens. Zoom range is 9.5mm to 45mm with focusing from 4 ft. to infinity. An extra-bright, projected frame sports-type viewfinder is used on the M9. Footage indicator, low light signal and end-of-film are all visible in the finder. Four filming speeds—12, 18, 24 and 32 frames per second, plus single frame make this a really versatile camera. Even remote control of the camera is possible. All the extra features are there too, pistol grip, automatic through-the-lens exposure control, battery check and many more.

This is the camera for the serious amateur and professional. A real prestige piece of equipment. Ask your representative for details.

Stock Item No. 0160 Kodak Instamatic M9 Movie Camera Retail Price . . \$210.00
" " " 0406 De-luxe Carrying Case (optional extra) Retail Price . . \$24.00

Kodak "Early Bird" Promotion Triggers off Spring Campaign



At just about the time you receive your "Early Bird" order, we'll be launching our Spring advertising campaign. We've discovered in our market research that people have a mistaken idea that a camera is something to be coddled, wrapped up in cotton wool, above all, to be treated very gently. In our Spring campaign, we're describing the Kodak Instamatic camera as the "go-anywhere" camera—the camera they can take with them wherever they go, confident that it will bring back sparkling color pictures of their activities. It's slanted strongly towards fun-loving youth, and we're placing our ads. right where they'll see them—on television and in cinemas. A sparkling new 2½ minute color cinema commercial and a 30-second television commercial will carry the "go-anywhere" theme, and these will be supported right on your premises (with your co-operation) with two beautiful new showcards depicting outdoor activities. We've also prepared two pelmet strips suggesting picture ideas. So, right from the start, your "Early Bird" order will be backed up by vigorous, imaginative national advertising. Display Kodak Instamatic camera outfits prominently to identify your store with these national promotions.

Don't forget movies — because we haven't!

During the months of August, September and October, we're going to conduct an advertising campaign for home movies. We know that a great many people would take an interest in home movies if it weren't for that old bogey—"it's too difficult". By now, you have literally hundreds of people passing through your premises who are happy, contented owners of Kodak Instamatic still cameras. We're going to tell them the truth, and we want you to back us up. We're going to tell them that making home movies with a Kodak Instamatic movie camera is as easy as taking snapshots—and that's the truth! It's a little more expensive perhaps, but let's relate this expense to the facts. Hundreds of thousands of people in the lower-middle and middle income groups think nothing of spending two to three hundred dollars on their annual holidays. They plan for it, save for it, and a team of Clydesdales wouldn't stop them from having it.

For a few extra dollars, they can bring home all the fun and memories of their holidays in sparkling, moving color. That's a small price to pay for something that can be treasured for years.

We'll be telling your customers about these advantages with high-impact advertisements in national magazines

and selected metropolitan newspapers during the Spring months, and we'll be backing up these ads. with a special 30-second television commercial. So order your stocks and make a display of Kodak Instamatic movie cameras right now. Put them right up front where your customers can see them. Demonstrate how easy it is to load a super 8 camera with the drop-in cartridge of Kodachrome film.



Kodak Christmas Campaign 1970



And this is the big one! Never before have we conducted such a heavy campaign at this time of the year. You'll be hearing about it in much greater detail a little later on, but you can rest assured that you will be getting the kind of backing which will move all those "Early Bird" orders right off your shelves to where they belong

— in thousands of Australian homes. Hosts of press ads., hundreds of T.V. commercials, color ads. in newspapers and magazines will all go to work to back up those displays in your window. We're providing smart, practical display material for this purpose, so you can begin planning your Christmas display almost right away. By the time you receive this copy of Kodak Dealer News, your Kodak representative will not be far from your door with all the details of this great campaign. He'll bring you a display kit containing all manner of display aids from which you can build your Kodak window for Christmas. Included in the kit will be a bundle of 40 "Kodak Gift Guides". This is just a token quantity to make sure you have some on your counter for "gift-browsers".

Your Kodak representative has further supplies if you wish to use them for mailing pieces, etc. This Gift Guide will enter hundreds of thousands of homes in the November issue of Reader's Digest.

Order plenty of Kodak cameras and film, and be prepared for a really successful season—we're making sure of it!

\$16.50 gift outfit for color pictures

Kodak Instamatic 133 Color Outfit
The gift that says "enjoyment". It contains famous Kodak Instamatic 133 Camera for taking beautiful color pictures, a drop-in cartridge of Kodachrome film, flashlight, battery, wrist strap, instructions. It's ready to start taking color pictures immediately.

Ask your Kodak dealer to show you the wonderful range of Kodak Instamatic cameras and outfits from \$7.95.

Give a Kodak Instamatic camera: Pictures remember

10" x 7 col. press advertisement



Kodak Gift Guide in Counter Dispenser

Australian Tour of "Multivision" Spectacular

During October a spectacular production will tour Australia. Nothing quite like this show has ever been to this country before. Called "Travelogues in Multivision", this unique feature-length color slide and movie production will be presented by Kodak and U.T.A. Air France.

The show will be given its Australian premiere at the Convention of the Australian Photographic Society in Canberra on 2 October.

The giant three-screen slide and movie show is produced by Jean Lamouret and a team of audio-visual experts from Kodak-Pathe in France.

With the co-operation of U.T.A. Air France, which provides transportation for the necessary equipment and four-man crew, the show has been acclaimed in many European countries and North and South America.

Use of special fade-and-dissolve techniques creates the Multivision effect, and produces a sparkling, inspirational show.

Instead of the traditional and overworked theme of "Let's take a good look at one or two pictures at a

time", this production has resulted in an artistic combination of images, colors, sounds, and spectacular effects which flow together to mesmerize the armchair viewer into a fantasy world of excitement and beauty.

Segments in the show include an exhilarating presentation of the Le Mans Grand Prix — "greatest auto race of them all" — followed by the breathtaking beautiful "Venice". Another section, "Earth to Moon", will delight aero and spaceage fans whilst the fascinating and exciting "Paris" will really show the skills of the French photographers on their home ground.

The final Multivision segment is entitled "Colors and Smiles of the World" and includes many of the prize-winning slides entered in previous Kodachrome slide contests conducted by Kodak-Pathe. Entry forms for the 10th Contest will be available at "Multivision".

All Kodak dealers and members of the public will have an opportunity to see Multivision during its Australian tour of Canberra, Adelaide, Melbourne, Brisbane and Sydney. Admission is free and tickets will be available from Kodak Retail Stores in these cities.

Kodak Photofinishing Services

We are pleased to announce a further Photofinishing Service to Kodak Dealers and Customers. Commencing 3 August 1970, we will accept from Kodak Dealers for developing and printing, Ansco,

Agfa, and Ferrania color *negative* films.

Ansco, Agfa, and Ferrania color negative films may be sent to us enclosed in the normal Kodak Color Finishing Envelope.

Price Changes

The following price changes are effective immediately. Please make the necessary corrections to your Counter Catalogue.

Page No.	Stock Item	PRODUCT	Retail Price
9	2993	Austral Lens Cleaning Tissue (book of 10 sheets)	\$0.08
16	2001	Kodak Movie Light (without lamps)	19.25
30	5163	Liquid Hardener	8-oz. (conc.) 0.58
30	5644	Lens Cleaner	1-oz. 0.31
30	5651	Photo-Flo 200	4-oz. 0.41
30	5682	Sepia Toner and Redeveloper	2 x 4-oz. bottles 1.15
30	5485	Hypo	1 lb. packet 0.28

In addition to the above, price changes have been made to some photo-frames, chemicals and photographic books. We suggest that the invoice/packing slip be checked for current retail price.

KODAK (Australasia) PTY. LTD. Branches in all States

A. E. KEATING PTY. LTD. AEK