

Please pass this Dealer News on to your staff to read

The Kodak logo consists of a red rectangle with a yellow horizontal band across its center. The word "Kodak" is printed in black, bold, sans-serif capital letters on the yellow band.

Kodak

Kodak Dealer News

November/December, 1970

A large, circular, yellow decorative border with a wavy, flame-like or leaf-like pattern surrounds the central text.

**SELL
THIS SUMMER
THROUGH
PICTURES**

HOLIDAYS — YOUR PHOTO-FINISHING BONANZA TIME !



Are you prepared for the Summer Big-Spenders?

There is no better time than right now to think of boosting your photographic sales. Be on the lookout for picture-taking opportunities you can suggest to your customers.

For example: with every sale of sun-tan lotion, why not ask, "Going to the beach? Taking pictures? Do you have enough film?" Or when your customers are buying-up for a holiday trip, remind them to take a camera and bring back their travels in pictures. The opportunities are endless.

Keep photography in **front** of your customers, too. Display the range of *Kodak Instamatic* Cameras and Color Outfits — both movie and still. Make full use of our selling aids and display materials, including the 1971 *Kodak Summer Girl*. Tie-in with our fabulous Summer Advertising Campaign — you cannot lose! And all that is just the beginning.

The most profitable part comes later — *Kodak Photo-Finishing*. People will want to remember and share their fun with others. Sell them on extra prints, enlargements, duplicate slides and, of course, popular *Kodak Duo Prints*.

Truly, your big-sales time is fast approaching.
Are you prepared for the summer
big-spenders?

One for Madame — the new *Kodak Carryall Shoulder Bag*

With the ladies in mind, we have produced this new shoulder bag in two attractive colors—Light Neutral (Off White) and Tan. Besides color, it has quite a number of other important selling features:

- Adjustable shoulder strap—over the shoulder or in the hand.
- Made from tough, durable easy-care vinyl.
- Ample padding to protect the contents.
- Security clip-lock on lid.
- Will take a *Kodak Instamatic* Camera, spare film cartridge and a sleeve of three flashcubes.
- Inside pocket to store camera instruction books and film leaflets.



Priced at only \$3.95 it is sure to be a hit as a Christmas gift. Order now in time for the Christmas rush.

Retail Price
—Tax Incl.
Item No. 3518 *Kodak Carryall Shoulder Bag*—
Light Neutral \$3.95
Item No. 3519 *Kodak Carryall Shoulder Bag*—
Tan \$3.95

Price Changes

Please note the following price changes:

1. **Photo-Finishing Services** (Effective November 1st, 1970. Already entered in 1971 *Kodak Consumer Products Catalogue*).

Work Code	Service	Retail Price
101, 106, 107	<i>Kodak</i> black & white Super-size & Contact Prints	\$0.10 ea.
459	Black & white 3S or 3R prints from color negatives	0.10 ea.
401, 451, 405	<i>Kodacolor</i> 2R prints: one or more	0.24 ea.

For quantity prices, please contact your local *Kodak Branch*.

2. **Black & White Film Prices** (Effective October 1st, 1970. Revised price for VP 122 Film already entered in 1971 *Kodak Consumer Products Catalogue*. The other two films are not listed).

Stock Item No.	Size	Retail Price
6478	VP 122	\$2.29 ea.
6132	RX 120	1.61 ea.
6278	TXP 126-12	1.48 ea.

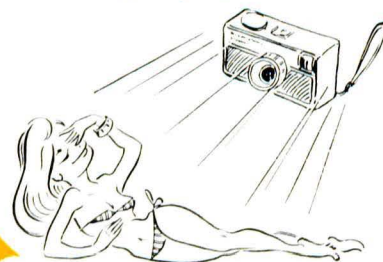
The Eye of the Storm

Christmas buying reaches hurricane force from now on. Millions of people with millions to spend are tempted from all sides with gift suggestions.



In the middle of this maelstrom will you be providing the dazed shopper with the means to quietly contemplate his gift-buying decisions? Are your display windows his eye of the storm whereby he can decide on your store as the place to shop? We hope so!

Kodak Cameras, Films and Accessories always appeal when presented in an attractive window display. So, make the most of our display stands and layouts we have created for you. Your Kodak Sales Representative will be glad to advise you.



Summer Exposure

Like our fierce Australian summer sun, the Kodak 1970-71 Summer-Christmas Advertising Campaign will focus down on everyone; few, if any, will escape exposure.

Right across the nation, through T.V., newspapers, magazines, radio and cinemas, the Kodak selling message will drive shoppers to your store.

Our half-million dollar campaign is planned with you, the dealer, in mind.

Co-ordinate your selling efforts with the campaign and you will reap the benefits in extra sales of Kodak cameras and films and later, of course, the flood of photo-finishing orders that will follow. Make sure your customers know that your store is the centre for Kodak products.

Kodak Trademarks help you sell—when used correctly!

Why? Because Kodak trademarks are a symbol of reputation and quality. They are famous, known and respected the world over. You do not have to prove to every customer the value and merit of every Kodak product in which he is interested. This leaves you free to sell on the basis of what the **customer** wants and needs—which is the only **successful** way to sell merchandise.

But, remember, trademarks can cease to be trademarks if they are used incorrectly. As a dealer, it is as much in your interest as ours to use a Kodak trademark correctly. The best known, most used (and, incidentally, most often incorrectly used) trademarks are:

KODAK • INSTAMATIC • KODACHROME • KODACOLOR • EKTACHROME • VERICHROME

A few simple rules set out below may assist you:

- Kodak trademarks should be used only to identify Kodak products and services, never those of others.
- A Kodak trademark should not be used as a common name of a product or service whether in advertisements, in displays, in signs or even over the counter.

Example:	Incorrect	Correct
	an INSTAMATIC	an INSTAMATIC camera

- Please, do not use a Kodak trademark in the possessive or plural form or as a verb.

Example:	Incorrect	Correct
	four KODACHROMES	four KODACHROME slides

- In your promotional and advertising material and displays, please use a Kodak trademark in a distinctive fashion. This may be done in a variety of ways, e.g. use of italics, boldface, second color, underlining, etc.

By using Kodak trademarks correctly, you will be helping to protect the products you sell.



20 new opportunities for extra sales... *Kodak Verichrome Pan 126 Film* ...now in 20-exposure cartridges!

Released in time for summer picture-taking fun, the new black and white *Kodak Verichrome Pan VP 126-20 Film* will capture many extra sales for you. Realistically priced at only 98 cents, this film will appeal to black-and-white enthusiasts. Newcomers to photography will appreciate the added convenience of the extra pictures and the budget-minded buyer will be quick to see the possibilities too.

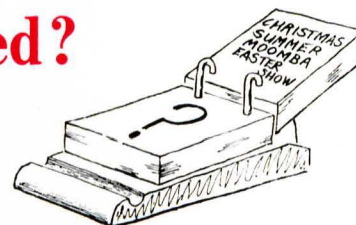
Why not tie-in this film with your sales of *Kodak Instamatic* Cameras? Point out to your customers the benefits that come with a film giving extra prints at a very reasonable price. They will appreciate your good advice. So order your stocks now through your *Kodak Branch* or Representative.

Item No. 6525. Kodak Verichrome Pan VP 126-20 exposure film
Retail Price, incl. tax: \$0.98.

Are your promotions dated?

In our recent special edition of *Kodak Dealer News*, "Inside Story", we published a Promotional Planning Calendar which listed ideas for promotions that we think will prove to be big business boosters for you. Month by month are listed seasonal activities which can involve the public in picture-taking.

Each one can be allied to your sales of *Kodak* products. May we suggest that you keep this calendar handy. You will find it invaluable in planning your own advertising and promotions. If you want further assistance from us, do not hesitate to ask your *Kodak* representative or give your local *Kodak Branch* a call.



Please!

Mistakes in photo-finishing orders for your customers can be costly and embarrassing at any time, but throw in the Christmas and holiday rush and the problem is really serious. We are gearing up right now to meet your extra needs, and ordering errors will create problems for us, too.



So please, endeavour to establish **exactly** what your customer requires. Probably the most common queries and errors we find are:

- Old negative folders left in reprint orders which conflict with the instructions on the photo-finishing envelope.
- Duo Prints ordered on the envelope, but 3S prints specified on the negative folder.
- A customer asks for copies of slides — does he mean duplicate slides or prints?
- 3S (square) prints ordered from a 35mm (rectangular) negative. Did the customer really mean 3R (rectangular), or is he prepared to pay a masking charge to convert to a square print? Conversely, does he really want a 3R print made by masking a 126 size (square) negative?
- With enlargements, quite often the sizes are specified but no quantities. This often happens in reverse, too, with quantities but no sizes listed.

We appreciate that mistakes like these can happen, but you can realise that delays will occur whilst we resolve each query. Your co-operation by double-checking the order would be truly appreciated.

Kodacolor is 10 years young

This year is the tenth anniversary of the release in Australia of *Kodacolor* Film. It has become the most popular amateur film medium in the country.

From *Kodacolor* Film has sprung a wide range of photo-finishing possibilities ranging from color prints, color slides, and black-and-white prints to the new and exciting *Kodak Duo Print* from 126 size film.

Before 1960, color enthusiasts were limited to a range of color slide films such as *Kodachrome* Film. Color prints from these films were available, but they were expensive and therefore not very popular.

Since *Kodacolor* Film was introduced, we have seen *Kodak Instamatic* Cameras and 126 size cartridge film blossom on the market. Both these developments have ensured that, for many years to come, *Kodacolor Film* will play a very important part in the future of color prints and color print film.



*'Peace on
earth,*

This
lovely old
sentiment is as

*good will towards
all men'*

new as today. May its
meaning find expression for
you and your staff this Christmas.

From us all at Kodak, your Represent-
ative and all those behind the scene, we
send to you our very sincere greetings and best
wishes for this Christmas and the coming New Year.

