



Advance news on Kodak pocket Instamatic cameras

September, 1972

Kodak pocket Instamatic cameras were released in the U.S.A. in March this year. They are small cameras that give big color pictures — $3\frac{1}{2} \times 4\frac{1}{2}$ in.

The cameras we will be marketing in Australia will be the European design, and will differ in appearance (but not in performance), from the U.S. models. Over recent years, European-designed Kodak Instamatic cameras have found ready acceptance with the Australian public.

The Kodak pocket Instamatic cameras ARE on the way, but we are sorry to say in very limited quantities. We expect small shipments in time for Christmas 1972, but frankly, they are not going to satisfy what we believe will be the demand. Overseas, the acceptance has been very high — hence the delay.

We hope to be able to supply you with some cameras in the late November/early December period, but we may have to ration these to ensure an equitable distribution.

Under these circumstances, our initial advertising will be modest. It will be followed about March 1973 by a major national campaign when stocks should be plentiful.

KODAK (Australasia) PTY. LTD.