



1965  
SPRING  
SUMMER

# KODAK PREMIUM CATALOG



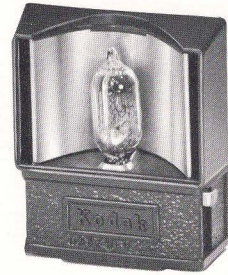


# HAWKEYE INSTAMATIC Cameras...



**No. A55 HAWKEYE INSTAMATIC Camera**

A great self-liquidator. Handsomely styled in teal green and ivory with bright aluminum trim. Hawkeye Instamatic camera loads instantly with film in handy, drop-in Kodapak cartridges. Takes black-and-white and color snapshots, and color slides. Extremely easy to use . . . gives enjoyment to the entire family. Available in mailer pack. May be personalized on special orders with company identification on the camera, either removable or affixed permanently.



**No. C115MP HAWKEYE INSTAMATIC Flashholder**

For "bounce-back" offers where initial offer was the Hawkeye Instamatic camera. Creates additional sales, gives promotion longer life. Flash holder attaches easily to top of Hawkeye Instamatic camera. Makes indoor snapshots as easy to take as outdoor ones.



**No. C58MP HAWKEYE INSTAMATIC Field Case**

Perfect choice for "bounce-back" offers where initial offer was the Hawkeye Instamatic camera or Hawkeye Instamatic F camera. Handsome black simulated-leather case protects camera from dirt and scratches, facilitates carrying. Supplied flat in mailing envelope.

## 3 STEPS TO ORGANIZING AN EFFECTIVE SELF-LIQUIDATOR PROMOTION



### 1. Dealer load to your customers.

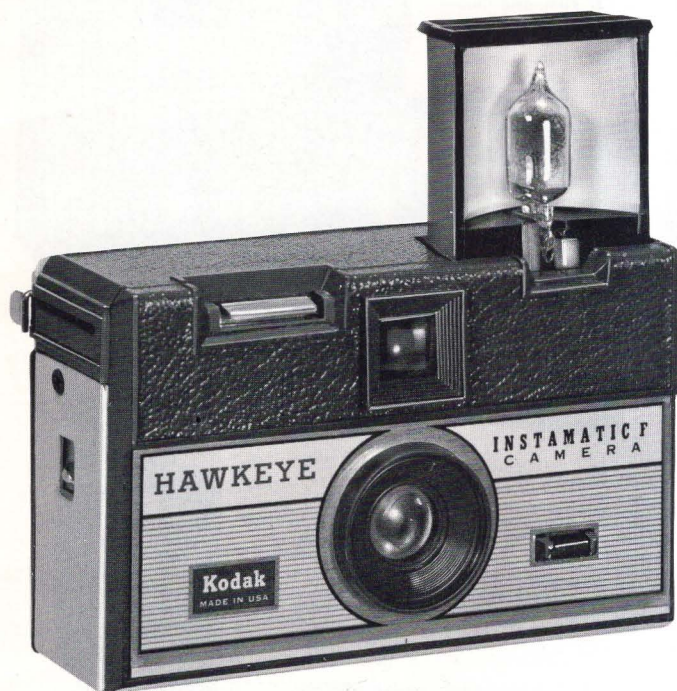
Whether your customer operates a supermarket, drug store, service station, or other retail business, be sure he is stocked with the products your promotion will feature. Accomplish this dealer-loading step by offering your customer additional incentive to stock your product.

For example: With the purchase of "X" cases of your product, your customer receives a free in-store display and a HAWKEYE INSTAMATIC F Outfit.



# for exclusive premium use

- SELF-LIQUIDATORS
- DEALER LOADERS
- SALES INCENTIVES
- CONTEST PRIZES
- OTHER DIRECT-SELLING PROMOTIONS



**No. A70 HAWKEYE INSTAMATIC F Camera**

A great dealer loader or sales incentive award. Camera features built-in flash holder for easy indoor snapshooting, plus instant loading with film in handy, drop-in Kodapak cartridges. Takes black-and-white and color snapshots, and color slides. May be personalized on special orders with removable or permanent company identification. Handsomely styled in teal green and ivory with bright aluminum trim. Ideal choice for most all premium promotions.



**No. A70S HAWKEYE INSTAMATIC F Outfit**

Features instant-loading Hawkeye Instamatic F camera in complete picture-taking outfit including film, batteries, flashbulbs, and wrist strap. Makes a great loader, incentive award, contest prize—a terrific motivator for virtually any type of promotion.

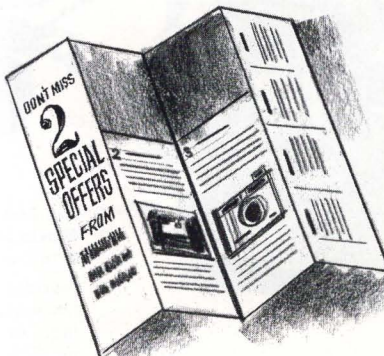
**WRITE FOR QUOTATIONS**



## 2. Promote the self-liquidating premium to consumers.

Start by "flagging" the premium offer on your product's package or label. Provide a convenient way for consumers to obtain the premium—either with an order blank on your package or a "shelf-talker" tear-off order pad.

Then, whatever media you use to advertise your offer—newspapers, magazines, radio, TV, direct mail—consumers will identify your product with the premium offer right at the point of sale. Surveys indicate that the consumer is more likely to reach for your product because of the premium offer, even though he or she may never order the premium!



## 3. Make a "bounce-back" offer to encourage repeat purchases of your product.

When you mail the premium item to a consumer who has sent for it, be sure to enclose wherever possible a promotion/order card offering the consumer a chance to obtain an additional premium when he makes another purchase of your product.

For example: If you offered the HAWKEYE INSTAMATIC Camera as an incentive to buy your product, you should consider enclosing an order card with every camera mailed, offering the recipient a chance to get a flash holder or field case for his camera in return for additional proof-of-purchase of your product.



The answer to your need for self-liquidator, dealer loader, contest prize, or direct selling premium.

# Popular Kodak premium cameras designed for volume business



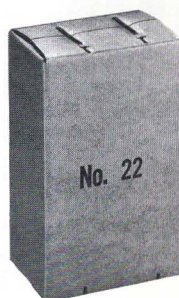
**No. 22 HAWKEYE FLASHFUN Camera**  
\$6.95 (approx. premium value)

An attractive, compact snapshot camera. Has fresh, modern styling and features the ultra-small flash holder which uses low-cost AG-1 flash bulbs. It's made by Kodak and maintains the Kodak reputation for quality.

**No. 22K HAWKEYE FLASHFUN Outfit**  
\$9.00 (approx. premium value)

Attractive, economical gift outfit contains the exciting new HAWKEYE FLASHFUN Camera, clip-on neck strap, 4 AG1B flash bulbs, 2 AA-size batteries, 1 roll KODAK VERICHROME Pan 127 Film, and illustrated instruction manual.

**No. 22VP HAWKEYE FLASHFUN Camera Kit** (in mailer pack)  
\$7.50 (approx. premium value)



## Mailer Packs

(Made of durable corrugated material.)

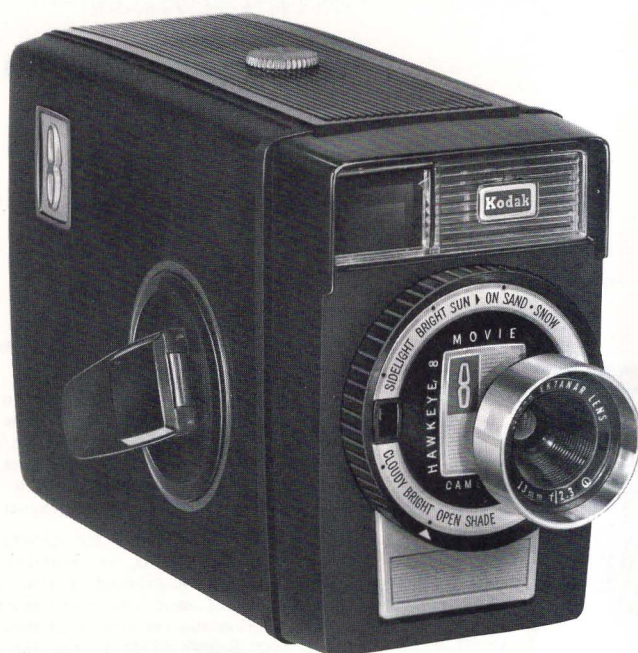
The following items are available in mailer packs, if desired:

No. 22 HAWKEYE FLASHFUN Camera.  
No. 22VP HAWKEYE FLASHFUN Camera with 1 roll VP127 Film.  
No. 22KMP HAWKEYE FLASHFUN Outfit.



**No. 22FC Field Case for HAWKEYE FLASHFUN Camera**  
\$2.50 (approx. premium value)

Makes a great "bounce-back" offer. Gives added impact to your promotion. Supplied in mailing envelope.



**No. 82 HAWKEYE 8 Movie Camera**  
\$32.50 (approx. premium value)

Deluxe styling in black-and-chrome finish. Tops in performance, too. Enclosed optical viewfinder shows the subject clear and bright. Just set the exposure dial to match the light condition, and you're ready to make wonderful, full-color 8mm movies. Fast f/2.3 lens assures sharp, distinct movies time after time.

HAWKEYE 8 Movie Camera is easy to load, quick to wind, and has an automatic footage indicator that shows how much film is left for movie-making.

**No. 82MP HAWKEYE 8 Movie Camera** (in mailer pack)  
\$32.50 (approx. premium value)



**No. 793 KODAK 8 Movie Light (Model 1)**  
Retail, up to \$5.95

Provides ideal over-the-camera illumination for indoor movie-making. Accepts either two 300-watt or 375-watt reflector flood lamps (not supplied). Has an attached 9-foot cord with switch.



**No. 143FC KODAK Field Case for KODAK ESCORT 8, Automatic 8, and FUN SAVER Movie Cameras**  
(Also fits HAWKEYE 8 Movie Camera)  
Retail, up to \$6.95

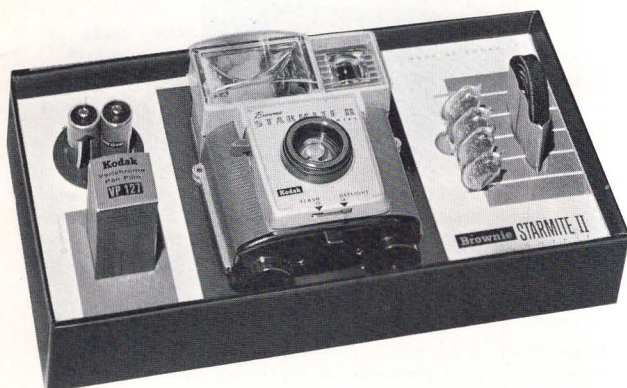
Protects camera from dirt and dust. Made of high-lustre mahogany simulated leather. Hinged removable front readies camera for shooting.

WRITE FOR QUOTATIONS

Prices subject to change without notice.



# Snapshot cameras... and complete picture-taking outfits...

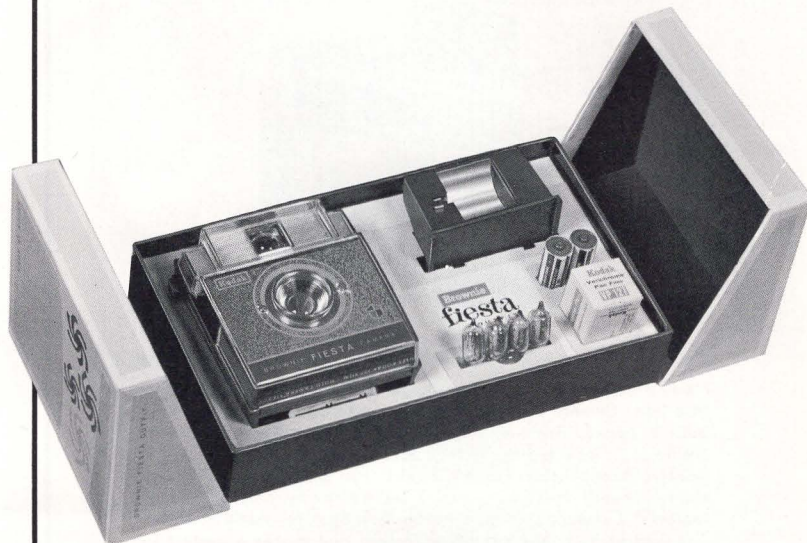


**No. 48J BROWNIE STARMITE II Outfit** Retail, up to **\$13.50**

Features trim, compact BROWNIE STARMITE II Camera. Convenient to carry on trips and outings. Built-in flash holder uses low-cost AG1B bulbs. Flash guide on back of camera makes indoor pictures easy. Has bright viewfinder, double-exposure prevention. Takes snapshots in black-and-white or color; even color slides. Outfit includes camera, bulbs, batteries, and film.

**No. 48 BROWNIE STARMITE II Camera** Retail, up to **\$11.95**

**No. 25/23C Carrying Case** Retail, up to **\$ 2.75**



**No. 181J BROWNIE FIESTA**

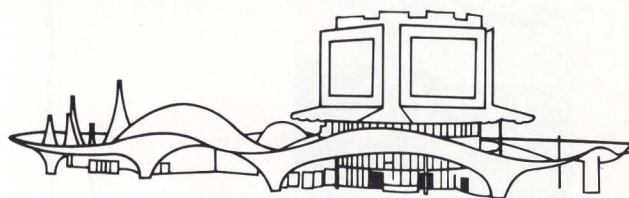
**Camera Outfit** Retail, up to **\$9.95**

Features popular, budget-priced BROWNIE FIESTA Camera that makes a wonderfully exciting gift. Camera is freshly styled in two-tone gray and silver. No settings to make—just aim and shoot. Takes crisp, sharp snapshots—color slides, too. Flash unit slips onto camera top, uses tiny, low-cost AG1B bulbs. Complete outfit contains camera, flash unit, bulbs, batteries, and film.

**No. 181 BROWNIE FIESTA Camera** Retail, up to **\$5.95**

**No. 781 BROWNIE FIESTA Flashholder** Retail, up to **\$2.50**

**No. 25/23C Carrying Case** Retail, up to **\$2.75**



**No. A60 KODAK World's Fair  
Flash Camera**

Retail, up to **\$7.95**

Kodak's official World's Fair camera. It's trim and compact with built-in flash holder for convenient indoor snapshooting. No adjustments to make—just aim and shoot for sharp, bright snapshots in black-and-white or color, even color slides. An ideal all-purpose camera for youngsters and adults. A fine inexpensive camera for trips and vacations as well as for pictures at home.



# Prestige Kodak 35mm cameras and slide projectors... ideal for sales incentive, dealer loader, or award programs



**No. 265 KODAK RETINA IIF Camera** . . . Retail, up to \$124.50

New, precision-made 35mm camera in the finest Retina camera tradition. Camera features fast, color-corrected f/2.8 lens . . . built-in pop-up flash holder . . . easy, accurate rangefinder focusing . . . and a new transistorized flash system that assures positive flash synchronization. Electric-eye exposure control at all shutter speeds from 1 to 1/500 second. Many other advanced features. Compact design, attractive styling, and versatile operation add up to a fine miniature camera that makes a perfect incentive award or executive gift.

**No. 265FC KODAK RETINA Field Case, Model D** . . . . . Retail, up to \$12.00

**No. 33A KODAK RETINETTE 1A Camera (not illustrated)** . . . . . Retail, up to \$52.50

**No. 33FC KODAK RETINETTE 1A Field Case** . . . . . Retail, up to \$9.95

**No. C100F KODAK EKTAMITE Flashholder (w/case)** . . . . . Retail, up to \$5.95



**No. 277 KODAK RETINA Reflex IV Camera, f/2.8** . . . . . Retail, up to \$242.00

**No. 278 KODAK RETINA Reflex IV Camera, f/1.9 (illustrated)** . . . . . Retail, up to \$277.00

Newest, finest in the Retina camera tradition of superb 35mm cameras, with new refinements and operating conveniences. Reflex viewing lets you sight and focus through the lens. A precise split-field rangefinder for exact focus. Two-way automatic exposure control—an indicator on top of the camera, and an exposure control needle visible in the viewfinder for critical settings while viewing. The pentaprism reflex finder is exceptionally bright. Two flash outlets, one in accessory shoe, provide accurate synchronization for flashbulbs and electronic flash. Choice of standard lenses (f/2.8 or f/1.9). Complete system of interchangeable lenses and other picture-making aids. A perfect choice as the top award in a contest or incentive program, or for executive gift-giving.

**No. 270FC KODAK RETINA Field Case, Model F (for f/2.8 model)** . . . . . Retail, up to \$14.50

**No. 271FC KODAK RETINA Field Case, Model G (for f/1.9 model)** . . . . . Retail, up to \$17.50

**No. C100F KODAK EKTAMITE Flashholder (w/case)** . . . . . Retail, up to \$5.95



**No. 72 KODAK MOTOMATIC 35F Camera** . . . . . Retail, up to \$119.50

Most complete automatic of the 35mm automatics. Electric eye automatically sets correct exposure in sun or shade. Camera also sets the lens opening for correct flash exposures as you set the distance. Spring power automatically advances film after every shot—you're always ready for the next picture. Built-in pop-up flash holder. Fast f/2.8 lens, shutter speeds 1/40 to 1/250 second, automatic "focus minder" in viewfinder, and other "plus" features combine to provide ease and pleasure of operation . . . and pride of ownership of this fine camera.

**No. 72FC KODAK MOTOMATIC 35F Field Case** . . . . . Retail, up to \$12.50



**No. 71 KODAK Automatic 35F Camera** . . . . . Retail, up to \$99.50

Great selection for the picture-taker who wants to move up easily to the enjoyment and rewards of 35mm photography. Electric eye "reads" the light and sets the fast f/2.8 lens automatically. This new model has pop-up flash holder built right in . . . and for flash shots, the camera actually sets the lens opening for correct exposure when you set the distance. Convenient zone focusing, single-stroke film advance, double-exposure prevention, plus other deluxe features. A great camera value.

**No. 71FC KODAK Automatic 35F Field Case** . . . . . Retail, up to \$12.50





**No. B805 KODAK CAROUSEL 800**  
**Projector (w/5-inch f/3.5 lens)** . . . . . Retail, up to \$149.50

Unique, fully-automatic slide projector with new slim-line styling. Revolutionary "long-play" round tray fits on top . . . changes like a record . . . stores like a book. Holds 80 slides. Provides instant access to them. Slides won't jam . . . can't spill out. Automatic timer shows slides for 5, 8, or 15 seconds. Projector also has remote-control slide changing and focusing. Brilliant screen illumination and High-Low lamp control. Compact design, quiet operation, other deluxe features make this projector an excellent choice for a contest prize, sales or dealer incentive award, or executive gift.

**No. B800Z KODAK CAROUSEL 800**  
**Projector (w/zoom lens)** . . . . . Retail, up to \$179.50

**No. B705 KODAK CAROUSEL 700**  
**Projector (w/5-inch f/3.5 lens)** . . . . . Retail, up to \$124.50

**No. B700Z KODAK CAROUSEL 700**  
**Projector (w/zoom lens)** . . . . . Retail, up to \$154.50

**No. B604 KODAK CAROUSEL 600**  
**Projector (w/4-inch f/3.5 lens)** . . . . . Retail, up to \$89.50

**No. 581 KODAK CAROUSEL Slide Tray** . . . . . Retail, up to \$2.95

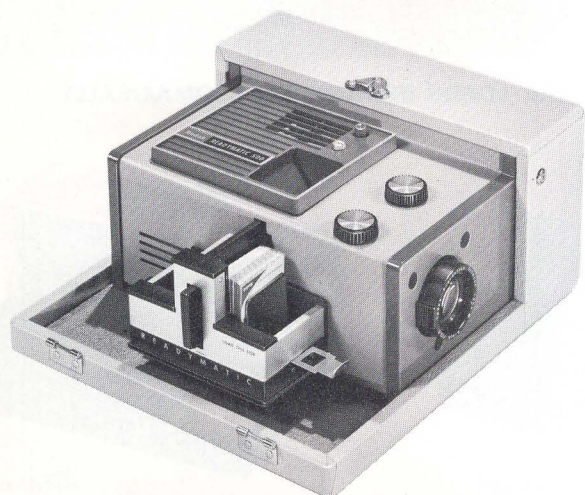
**No. B584C KODAK CAROUSEL**  
**Projector Case, Model B** . . . . . Retail, up to \$12.95

**No. 582 KODAK Carrying Case for**  
**KODAK CAROUSEL Slide Trays** . . . . . Retail, up to \$10.95

**No. B50 KODAK CAROUSEL**  
**Projection Pointer** . . . . . Retail, up to \$10.95

**No. 586 KODAK Remote Extension Cord,**  
**25-foot** . . . . . Retail, up to \$4.25

**No. 588 KODAK CAROUSEL Universal**  
**Slide Tray** . . . . . Retail, up to \$3.95



**No. 503 KODAK READYMATIC 500**  
**Projector** . . . . . Retail, up to \$69.95

Low-cost way to brilliant color-slide shows. No trays or magazines to buy. Slides load right into the built-in KODAK READY-MATIC Changer. Instant slide-editing feature. Powerful 500-watt lamp and fine projection lens combine to provide bright, sharp screenings. Projector is enclosed in a rugged, handsome case with preview screen built in case cover.

# New KODAK INSTAMATIC Camera Premium!

*An incentive award  
the whole family will appreciate*



**No. A150T KODAK INSTAMATIC**  
**150 Outfit** . . . . . Retail, up to \$29.50

Features KODAK INSTAMATIC 150 Camera, the newest of the Instamatic camera family of instant-loading cameras. Has automatic motor drive film advance in addition to instant loading and unloading with handy Kodapak cartridges. Built-in, pop-up flash holder for indoor shots. Camera, film, flashbulbs, batteries, flashguard, and wrist strap are outfitted in a smartly styled carrying case.



# KODAK INSTAMATIC CAMERAS

## TAKING INSTANT-LOADING KODAPAK CARTRIDGES



WITH THE NEW KODAPAK CARTRIDGE...



CAMERA LOADS INSTANTLY, AUTOMATICALLY...



### No. A100S KODAK INSTAMATIC 100 Outfit

Budget-priced Instamatic camera premium—with features never before available at any price. Built-in flash holder. Outfit with batteries, flashbulbs and Kodapak cartridge, retail, up to **\$18.95**.

**No. C60C KODAK INSTAMATIC**  
Field Case, Model A . . . . . Retail, up to **\$4.50**



### No. A300S KODAK INSTAMATIC 300 Outfit

Electric eye sets lens automatically—eliminates exposure problems, so you can get a good shot every shot. Signal tells when to use built-in flash holder. Complete outfit, retail, up to **\$49.50**.

**No. C65C KODAK INSTAMATIC**  
Field Case, Model B . . . . . Retail, up to **\$4.95**



### No. A400S KODAK INSTAMATIC 400 Outfit

Most automatic camera ever offered to the premium trade at so low a price. All the automatic features of the 300, *plus* motor-drive film winding. Complete Kodak Instamatic 400 outfit, retail, up to **\$59.50**.

**No. C65C KODAK INSTAMATIC**  
Field Case, Model B . . . . . Retail, up to **\$4.95**

WRITE FOR QUOTATIONS



# AVAILABLE FOR PREMIUM USE



MAKES IT EASIER THAN EVER . . .



TO TAKE GOOD PICTURES!



## No. A500

### KODAK INSTAMATIC 500 Camera

Compact continental styling, fast f/2.8 lens. Electric-eye exposure control. Built-in flash contacts. Shutter speeds up to 1/500 second for action. Retail, up to **\$94.50**.

#### No. C121F KODABLITZ

Flashholder . . . . . Retail, up to **\$6.95**

#### No. C85C KODAK INSTAMATIC

Field Case, Model S . . . . . Retail, up to **\$14.95**



## No. A700

### KODAK INSTAMATIC 700 Camera

Full of deluxe features . . . the perfect business gift. Electric-eye exposure control and built-in flash holder with automatic flash exposure control. Fast f/2.8 lens, shutter speeds up to 1/250 second. Retail, up to **\$109.50**.

#### No. C71C KODAK INSTAMATIC

Field Case, Model F . . . . . Retail, up to **\$9.95**



## No. A800

### KODAK INSTAMATIC 800 Camera

Finest Kodak Instamatic camera. All the automatic features of the Instamatic 700 camera plus coupled rangefinder and unique motorized film advance. Automatic electric-eye exposure control. Built-in flash holder. Retail, up to **\$129.50**.

#### No. C71C KODAK INSTAMATIC

Field Case, Model F . . . . . Retail, up to **\$9.95**



# Save the fun and action of family activities



## **No. D105 BROWNIE FUN SAVER Movie**

**Camera (with Film and Idea Book)** ..... Retail, up to **\$19.95**

An ideal movie camera that combines low cost and ease of use. Only one simple setting required for beautiful, full-color 8mm movies. Handy exposure dial shows how. Other important features include:

- fast f/2.7 lens
- enclosed optical viewfinder lets you frame subject easily
- automatic footage meter resets after loading

BROWNIE FUN SAVER Movie Camera comes complete with a roll of KODACHROME II Film and a fun-packed movie book of ideas to make home movie-making easy and rewarding.



## **No. D23 KODAK ESCORT 8**

**Zoom Camera** ..... Retail, up to **\$99.50**

Enjoy the thrill of z-o-o-m movies with this easy-to-use, low-cost zoom movie camera by Kodak. Simply turn the lens to zoom from wide-angle views to telephoto close-ups. You see your zoom shots in the viewfinder as you make them. Fast f/1.6 lens focuses for sharp 8mm movies. Completely automatic electric-eye exposure control. Built-in filter lets you use the same roll of color film indoors and outdoors.

## **No. 145FC KODAK**

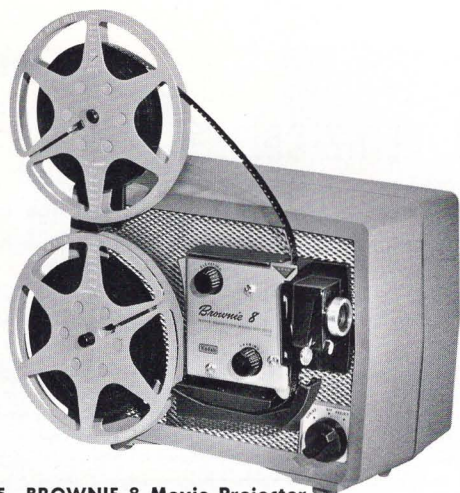
**Field Case** ..... Retail, up to **\$ 6.50**

## **No. 793 KODAK 8 Movie Light,**

**Model 1** ..... Retail, up to **\$ 5.95**



...with a Kodak movie camera premium



**No. 215 BROWNIE 8 Movie Projector, Model A15** . . . . . Retail, up to \$54.50

Super-compact 8mm projector threads itself—automatically. Shows big, bright movies up to 4 feet wide. Power rewind. Has 200-foot reel capacity for 15-minute showings. Single control for forward projection, power rewind. Fast, easy elevation.

**No. 208C KODAK Carrying Case for BROWNIE 8 Movie Projector** . . . . . Retail, up to \$6.95



**No. 281 KODAK CHEVRON 8 Projector, Model 10 (with f/1.2 lens)** . . . . . Retail, up to \$189.50

**No. 281Z KODAK CHEVRON 8 Projector, Model 10 (with zoom lens)** . . . . . Retail, up to \$214.50

**No. 282 KODAK CHEVRON 8 Projector, Model 10 (with f/1.0 lens)** . . . . . Retail, up to \$214.50

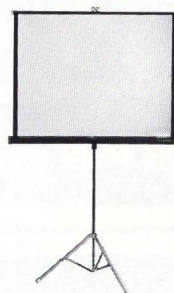
Superbly styled, deluxe 8mm projector threads itself, starts the show, turns room lights off and on—all automatically. Has dual air-jet cooling which provides extra-bright "still" projection. There's slow motion—instantly—at the flip of a lever. Controls for forward, reverse, and power-rewind . . . plus "still" projection. 400-foot reel capacity for half-hour showings. Choice of 3 superb lenses.



**No. D60 KODAK CARALUX 8 Projector (with f/1.5 lens)** . . . . . Retail, up to \$159.50

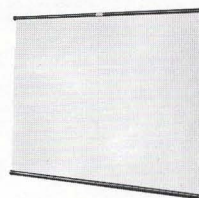
**No. D65Z KODAK CARALUX 8 Projector (with f/1.2 zoom lens)** . . . . . Retail, up to \$179.50

Flip-top design gives unmatched compactness and convenience to this portable projector. Hinged cover swings up and automatically positions reel spindles ready for use. You enjoy movies as never before—with a single control knob for projecting films forward or reverse at normal, fast, or slow-motion speeds. A "still" setting lets you view individual frames like color slides. 400-foot reel capacity. Fully automatic threading. New low-silhouette design makes this projector as compact and portable as an attache case.



**No. 338 KODAK Projection Screen (40 x 40 inches)** . . . . . Retail, up to \$16.95

Features highly-reflective, glass-beaded surface; mildew-resistant fabric; easy-opening tripod legs. Can be adjusted for over-all height from floor.



**No. 337 BROWNIE Projection Screen (22 x 30 inches)** . . . . . Retail, up to \$5.95

Simple, roll-out screen designed for table-top use. Wire back support provides stability and taut screen surface. Glass-beaded surface. Mildew-resistant.

Prices subject to change without notice.



# Case Histories of successful promotions...



## H. J. HEINZ CO.

### PRESENTS "MOST SUCCESSFUL" CHRISTMAS GIFT TO 8,000 EMPLOYEES—KODAK INSTAMATIC 100 OUTFIT

**The objective:** To select a gift of high quality and universal acceptability for presentation to more than 8,000 employees.

**The incentive:** Kodak Instamatic 100 outfit which met the qualifications established by H. J. Heinz Co. for their traditional employee-gift program.

One of the pioneers in shopping for an annual Christmas gift to be given each employee, H. J. Heinz Co. selected the Kodak Instamatic 100 outfit from more than 130 items reviewed for their 1963 company gift. A panel of employees representing a cross-section of departments, plus company management, decided upon the Instamatic 100 outfit as a gift of high impact to express Heinz' annual Christmas greetings. "A most successful and wanted gift, indeed," reports Heinz, after the "surprise" gifts were distributed at Christmas Eve company parties.



## BRAVO MACARONI

### LOADS OVER 300 STORES DURING KEY PROMOTION PERIOD BY USING A KODAK INSTAMATIC CAMERA PREMIUM

**The objective:** To move product, achieve off-shelf displays, stimulate new accounts and thereby strengthen the company's market position just ahead of seasonal macaroni demand.

**The incentive:** A nationally known premium—Kodak Instamatic 100 outfit—in a dealer-loader promotion handled by the company's sales representatives.

Bravo Macaroni Co., a regional food company in a highly competitive market, offered the Kodak Instamatic 100 outfit to independent and chain store outlets with each 20-case order for Bravo products and the store's agreement to promote one-week, off-shelf display at the opening of the macaroni-buying season. "Our goal was to move between 300 and 400 deals. We moved nearly 400 involving more than 300 different stores. Moreover, we opened up 25 new accounts," said Bravo. "The Instamatic camera gave our promotion great interest and appeal."



## PARAMOUNT PICKLE

### DISPLAYS TRIPLE... SALES SPURT WITH NEW KODAK INSTAMATIC CAMERA

**The objective:** To achieve mass in-store displays and sales increases for a seasonal product facing stiff competition.

**The incentive:** Kodak Instamatic 100 camera to spark salesmen to reach pickle quotas. Use of the camera in a follow-up picture-the-display contest to sustain promotion enthusiasm for both salesmen and retail grocers.

Paramount Foods, a division of Hirsch Bros. & Company, tied its pickle promotion to National Pickle Week by offering a Kodak Instamatic 100 camera to all salesmen achieving assigned quotas during a competitive promotion period. As further incentive to stock and display Paramount Pickles, Paramount salesmen and retail grocers took part in a display picture-taking contest where the best in-store pickle displays—as judged by photographs taken with the Instamatic camera—brought prizes to winners. Reports Paramount: "We think we picked a terrific premium. Sales exceeded all estimates, with an unprecedented 350% increase for our pickles. We had three times as many displays as ever before."



# with Kodak premiums



## AUTOLITE DIVISION, FORD MOTOR CO.

**OFFERS TWO CAMERA PREMIUMS . . . STOCKS DISTRIBUTOR, RETAIL OUTLETS . . . BUILDS CONSUMER SALES**

**The objective:** To encourage distributors and retail service outlets to stock a selection of Autolite batteries—including new product—in advance of prime sales season. To attract consumer purchases and check-ups for Autolite batteries in the pre-Christmas period.

**The incentive:** Kodak's Hawkeye Instamatic F outfit as a dealer premium for wholesalers to offer service station retailers purchasing a selection of Autolite batteries; the Hawkeye Instamatic camera as an attractive, self-liquidating consumer premium to build battery sales.

To their nationwide warehouse distributors, Autolite announced this promotion with a mailing plus regional meetings conducted by its salesmen. Trade advertising was aimed at service station retailers who received complete camera outfits from their Autolite suppliers after purchasing the battery selection. To encourage retail participation, Autolite (through its distributors) offered each retailer 50 coupons announcing a self-liquidating offer for the Hawkeye Instamatic camera to his customers who purchased an Autolite battery or asked for a battery check-up. Reported Autolite: "With this name-brand Kodak camera premium, we could concentrate on selling the program and our product. Dealer participation was substantially better with this camera premium over similar promotions in previous years."



## RICHFIELD OIL COMPANY

**GETS NEW CREDIT CARD APPLICANTS . . . MORE STATION TRAFFIC . . . WITH KODAK CAMERA PREMIUM**

**The objective:** To urge motorists to apply for Richfield credit cards. To reactivate sporadic credit card accounts. To encourage repeat business by both groups at Richfield stations.

**The incentive:** New premium-only Hawkeye Instamatic camera as a consumer self-liquidating premium in summer traffic-building campaign.

By means of enclosures in monthly statement mailings, Richfield Oil Company offered credit-card holders and new credit-card applicants Kodak's Hawkeye Instamatic camera for \$7 for driving into a Richfield station and having an order blank countersigned. To encourage repeat traffic at Richfield service stations, a three-part bounce-back offer of a flash holder, field case, or second camera was enclosed with each camera mailed to respondents. Order blank validation for the bounce-backs again brought traffic to Richfield stations. Indication of the promotion's success: nearly 2,000 orders received daily for the camera premium.



## CHRYSLER AIRTEMP

**SPURS AIR CONDITIONER BUSINESS FOR DEALERS WITH KODAK PREMIUM CAMERA OFFER**

**The objective:** To launch a sustained summer traffic-building promotion for Airtemp room air conditioner dealers during the peak consumer buying period for a seasonal product.

**The incentive:** Kodak's Hawkeye Flashfun camera as a self-liquidator to consumers visiting dealer stores and as a dealer give-away to those purchasing Airtemp room air conditioners.

Chrysler Airtemp encouraged prospective consumer purchasers of room air conditioners to visit dealer stores by offering a Kodak premium-only camera for \$3.00 following a dealer demonstration of its air conditioning units. Dealers provided order blanks for customers accepting the special \$3.00 offer. Many dealers awarded the camera as a free gift to consumers who purchased room air conditioners. A bounce-back insert that offered a camera field case brought promotion follow-up to Airtemp customers. Chrysler Airtemp backed the promotion by providing extensive network and local radio advertising, point-of-sale material including streamers, easel cards, ad mats and camera order blanks to dealers.



# Premium advertising assistance program

To assist you in formulating your promotion, Kodak will supply:

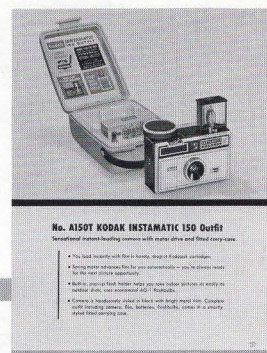
## • Copy and layout service

and consultations with Kodak marketing experts to help incorporate our knowledge of camera promotion within the framework of your product and market.



## • Illustrated product information sheets

(8 1/2 x 11, black-and-white). Available on most Kodak products. Free in quantities up to 1000. Additional quantities, \$20 per thousand.



No. 150 KODAK INSTAMATIC 150 Outfit

Swivel-mount instant-loading camera with auto drive and fixed crop frame.

- The 150 features a built-in battery, 8-exposure film carrier.
- Spring-mount advance film for easy operation — you're always ready for the next picture opportunity.
- Built-in mirror lock holder makes your wide-angle pictures as steady as a rock.
- Camera is lightweight, ideal for travel with light meter built-in. Complete with carrying case, film, batteries, flashcube, comes in a sturdy metal carrying case.

## • Full-color product information sheets

(8 1/2 x 11). Available on all "premium only" products and on Kodak Instamatic 300 and 400 outfits and 700 and 800 cameras. Free in quantities up to 1000. Additional quantities, \$20 per thousand.



HAWKEYE INSTAMATIC F Camera

Member of the Kodak Supermarket line, the Hawkeye Instamatic F is a compact, lightweight camera with a built-in battery, 8-exposure film carrier, and a built-in mirror lock holder. It's the perfect camera for travel, with a light meter built-in and a carrying case included.

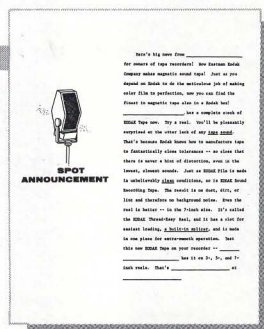
## • Photography

Black-and-white or color photographs of Kodak products. Special photographs in black-and-white or color for your promotion. Also available, line reproduction proofs of all products.



## • Newspaper and radio/TV materials

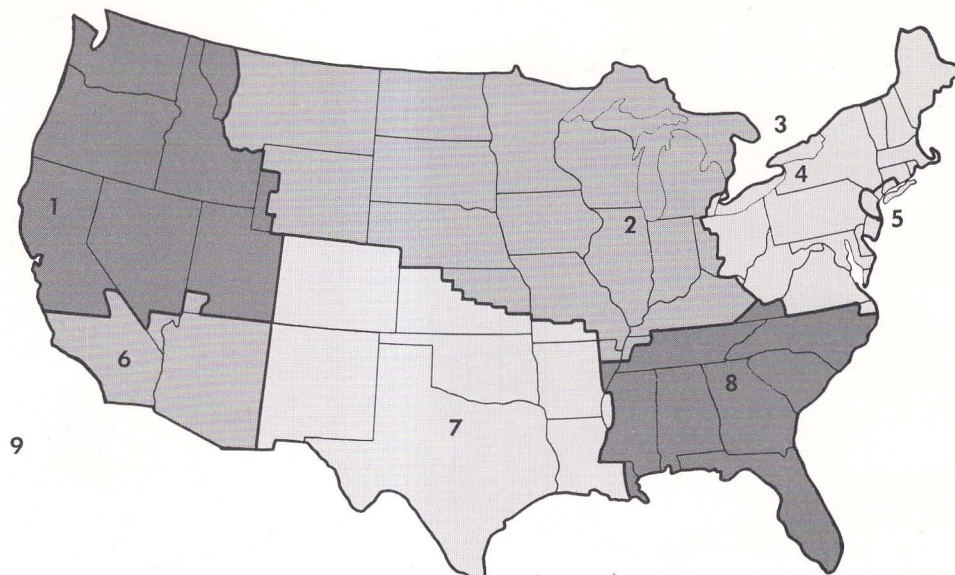
Special copy for ad mats and radio TV scripts.



For more information about using Kodak premiums and Kodak premium promotion services, contact your Kodak Special Markets Representative. See map on the next page for the Kodak office nearest you.







#### 1 PACIFIC NORTHERN REGION

3250 Van Ness Avenue  
San Francisco, California 94119  
Phone: Area Code 415  
PProspect 6-6055

#### 2 MIDWESTERN REGION

1901 West 22nd St.  
Oak Brook, Illinois 60523  
Phone: Area Code 312  
654-0200

#### 3 CANADIAN KODAK, LTD.

3500 Eglinton Avenue, West  
Toronto 15, Ontario, Canada  
Phone: ROgers 6-8233

#### 4 EASTERN REGION

343 State St.  
Rochester, New York 14650  
Phone: Area Code 716  
GLadstone 8-1000

#### 5 NEW YORK CITY REGION

1334 York Avenue  
New York, New York 10021  
Phone: Area Code 212  
TRafalgar 9-1500

#### 6 PACIFIC SOUTHERN REGION

808 Rivera Rd.  
Whittier, California 90606  
Phone: Area Code 213  
OXbow 8-8233

#### 7 SOUTHWESTERN REGION

6300 Cedar Springs Road  
Dallas, Texas 75235  
Phone: Area Code 214  
FLeetwood 1-3221

#### 8 SOUTHEASTERN REGION

5315 Peachtree Industrial Blvd.  
Chamblee, Georgia 30005  
Phone: Area Code 404  
GLendale 7-5211

#### 9 HAWAIIAN REGION

1065 Kapiolani Blvd.  
P.O. Box 1260  
Honolulu, Hawaii 96807  
Phone: Area Code 808  
566-111

### Let a Kodak Special Markets Representative help you plan your promotion.

These men, headquartered at Kodak Regions indicated on the above map, are highly trained premium marketing specialists, with full knowledge of Kodak products and their application to your product and market. Their diversified experience with all types of incentive merchandising can work to your advantage in setting up an effective promotion. Call the Kodak Regional Office located nearest you and ask for the Special Markets Representative. You'll find the conversation exceedingly worthwhile.

### Why select a Kodak premium?

Because cameras are universal premiums. Women, who are alert and receptive to premium offers, are also avidly interested in family picture-taking. Men are prime targets for sophisticated still and movie equipment, and they also acquire less expensive cameras for casual use and for gifts. Young people are very conscious of pictures, yet only 40% own their own cameras (indication of a good potential market).

Furthermore, Kodak has attained universal respect as a marketer of high-quality photographic products for many years, and the reputation of the Kodak name adds an extra dimension to your promotion.

Finally, Kodak premiums are welcome and available the world over. Whether your market is county-, state-, country-, or world-wide, Kodak's distribution facilities eliminate transportation problems, costly time delays, red tape, local availability, and other concerns.

We'll look forward to serving you.



# What do you get in addition to the most exciting premium cameras ever made?



OPEN

DROP IN

SHOOT

Kodak's  
**HAWKEYE**  
INSTAMATIC Cameras



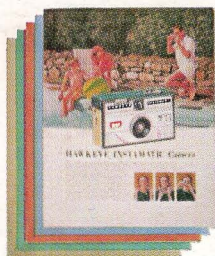
## You get expert help from Kodak!

### You get started right—with assistance from Kodak marketing specialists.

Your Kodak Special Markets Representative has diversified experience with all types of incentive merchandising, and he is a camera promotion expert as well. He'll put this knowledge to work for your product in your market—national, regional, or local. Call him at the Kodak Regional Office nearest you, and get his expert help right from the start.

### You get special copy and layouts tailored to your promotion.

Kodak know-how helps you take maximum advantage of the Kodak trademark and the universal appeal of a Kodak camera in your promotion materials. Just ask your Kodak Representative to lend a hand when you're planning copy and layout for newspaper ads, radio and TV scripts, displays of all types.



### You get exciting bounce-backs specially designed to create additional sales for your product.



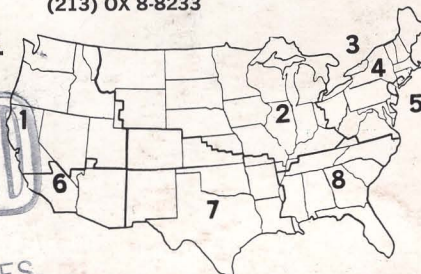
A compact flash holder clips onto the HAWKEYE INSTAMATIC Camera. As a bounce-back, it prolongs the life of your promotion and brings you repeat business.

This handsome simulated-leather field case is another natural bounce-back for the HAWKEYE INSTAMATIC Camera.



### Call the Kodak Special Markets Representative nearest you.

- |  |                                    |                                  |
|--|------------------------------------|----------------------------------|
| 1. SAN FRANCISCO, CAL. (415) PR 6-6055 | 5. NEW YORK, N. Y. (212) TR 9-1500 | 7. DALLAS, TEX. (214) FL 1-3221  |
| 2. OAK BROOK, ILL. (312) 654-0200      | 6. WHITTIER, CAL. (213) OX 8-8233  | 8. CHAMBLEE, GA. (404) GL 7-5211 |
| 3. TORONTO, ONT. RO 6-8233             |                                    |                                  |
| 4. ROCHESTER, N. Y. (716) GL 8-1000    |                                    |                                  |



**EASTMAN KODAK COMPANY, Premium Sales Division, Rochester, N. Y.**



# EASTMAN KODAK COMPANY

GENERAL OFFICES  
343 STATE STREET

ROCHESTER, NEW YORK 14650

TELEPHONE  
AREA CODE 716 325-2000

An invitation to you:  
Please stop and see us  
during the Chicago Premium Show

It's my pleasure -- as Director of Premium Trade Relations -- to send you our latest Kodak Premium Catalog for Spring/Summer 1965.

I know that many premium users who have received these catalogs in the past communicated -- at one time or another -- with Chuck McNary, my predecessor. And I can assure you that we wish to carry on in Chuck's grand fashion -- by serving you quickly and efficiently and by offering all of Kodak's marketing strengths to back up promotion of your product -- with our premiums.

After moving into the premium office, I recalled an anecdote about our founder, Mr. George Eastman. During an African safari, Mr. Eastman set up his camera and began filming -- calmly -- as the big game hunter aroused a rhinoceros. Suddenly the rhino charged. The hunter didn't get a good shot until the animal was 15 paces from Mr. Eastman's camera position, where he was casually cranking out the footage. Momentum of the mortally wounded animal carried it within a few feet of Mr. Eastman. Someone quickly pointed out to Mr. Eastman that he could have lost his life if something had gone wrong. He replied: "Well, you have to trust your organization."

As a premium user, you can put your trust in Kodak's premium organization -- after selecting from a variety of popular photographic premiums including the exciting instant-loading Hawkeye Instamatic camera line. When you put a Kodak premium to work in your promotion, you automatically capitalize on the expert premium assistance of a Kodak Special Markets Representative, and also an excellent premium advertising assistance program. And, with a Kodak premium, you have the name, reputation, and pre-sold popularity of the Kodak product contributing to the success of your promotion.

Cameras are a wonderful tie-in for so many recreational activities and every member of the family can enjoy taking pictures -- as well as keeping a record of their good times. We hope that you will consider Kodak products in your premium and incentive merchandising plans for 1965 and 1966.

I've enclosed a post card which we are asking you to return to us if you wish to continue receiving our semi-annual catalog. And if you are considering a premium with universal and respected appeal -- a Kodak premium -- pick up the phone and let us serve you.

Cordially,



Director, Premium Trade Relations

DEWeller:nb  
Enc. A