

# Kodak Sales Promotion Catalog



Spring  
and  
Summer  
1973



Miss Liz Edwards  
1973 Kodak Summer Girl



## KODAK FUN SAVER Movie Outfit

A complete prepackaged shoot-and-show home movie outfit . . . featuring the new XL10 Movie Camera for movies without movie lights . . . and there's an 8% advertising bonus for fast sales action.

Kodak announces for the first time for your customers a complete prepackaged movie camera/movie projector outfit—an appealing kit that offers extra values to the first-time purchaser or the customer who wants one-package convenience. This FUN SAVER Movie Outfit features a KODAK XL10 Movie Camera—for movies without movie lights—and a KODAK INSTAMATIC® M10 Movie Projector—for showing both super 8 and 8mm films. Plus all these FUN SAVER Movie Outfit accessories:

- Attractive Naugahyde fabric camera carrying case with adjustable strap, soft beige lining, and a front pocket for extra film
- One cartridge of KODAK EKTACHROME 160 Movie Film (Type A)
- Four AA-size alkaline batteries
- 400-foot take-up reel
- A "Better Movies in Minutes" book
- Self-standing preview screen with 8¼ x 6⅞-inch aluminum surface and wood-grain outer covering
- KODAK Movie Album—a library-style album holds twelve 50-foot reels of either super 8 or 8mm processed film
- Complete, easy-to-read instruction manual for camera and projector
- A new selling feature from Kodak is the handsome molded air-cushion polyethylene storage case
- CAT. No. 151 4223



In the past, the KODAK Movie FunSet (product bonus) and KODAK SMILE SAVER Kit (early order bonus) offered you limited-time merchandising support for these special packages. And now . . . to help you achieve fast sales action there's an 8% advertising allowance applying to all purchases of the KODAK FUN SAVER Movie Outfit during its availability plus the KODAK XL10 Movie Camera and KODAK INSTAMATIC M10 Movie Projector if purchased as separate items. Kodak will offer "Movie 10" advertising bonus certificates at 8% of the low net billing price for these qualifying products. All certificates may be redeemed for cash after you have demonstrated that you have placed qualified advertising for any of the three qualified Kodak products in qualified media.

In addition to the ready-to-display, molded case, there's a FUN SAVER Promotion Kit (A10-140) available from your Regional Marketing and Distribution Center. This point-of-sale kit is shipped when requested at no charge with your order for FUN SAVER Movie Outfits.

### KODAK YOUNG AMERICA Camera Bag Promotion

#### • A7-1006 CAT. No. 150 3564

- Available in three different colors; ten of each color per master carton
- 7½" h x 5½" w x 2½" d (approximate bag size)
- Sides and bottom padded with Polyfoam sheet and fleece
- Exterior of high quality Naugahyde material
- Designed to accommodate any KODAK Instamatic® Camera, film, and a sleeve of flashcubes or magicubes



Also enclosed in each master carton of bags are the following promotional items: selling sheet, counter card, instructional sheet on how to use YOUNG AMERICA materials, two radio spots, two ad

**KODAK Stock Record Book**—A handy way to inventory your stock of Kodak products

- Z1-59A full set of printed inventory blanks with separators (no binder)—\$3.00
- Z1-59B set of blank pages (no binder)—\$.75
- Z1-59C binder only (no contents)—\$1.30

Order all KODAK Stock Record Book Materials from:

Eastman Kodak Company, Advertising Distribution—Dept. 454, Rochester, New York 14650

repros. This promotion kit is packed one each with each master carton of 30 YOUNG AMERICA Camera Bags.

The YOUNG AMERICA Camera Bags are available in a master carton of 30, 10 of each color in each carton, from the Regional Marketing and Distribution Centers at \$60 per master carton.

## FINANCIAL PLANNING

Your Kodak Credit Department is ready and willing to supply you with information and guidance in this vital area of your business.

**INFORMATION**—Cold facts about your business are supplied in the form of valuable booklets; titles such as "The Importance of Record Keeping and Financial Control," "The Break-Even Point," "Cash Forecasting," and "Selling On Time!"

**GUIDANCE**—At your request, your Regional Credit Supervisor or Regional Credit Manager can provide you with help such as an analysis of your year-end financial statement. Our credit people have confidential information on hundreds of photographic dealers like yourself and are probably familiar with the kind of financial problems you may be facing.

### For Information and Guidance

For a prompt and helpful response just call or write to your credit contacts in your Regional Marketing and Distribution Center.

Insert this catalog with your KODAK PRICE CATALOG!



**IMPORTANT ORDERING INFORMATION:**

All items listed in this catalog **unless otherwise noted** are available from:

Advertising Distribution, Dept. 454, Eastman Kodak Company, 343 State Street, Rochester, New York 14650.

(Those items noted in red and designated with an \* following the item are available from your Regional Distribution Centers. See addresses below.)

For prompt service use the convenient order cards in the back of this catalog.

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Eastern Region, 1187 Ridge Rd. West, Rochester, N.Y. 14650  
 Hawaiian Region, P.O. Box 17007, Honolulu, Hawaii 96817  
 Midwestern Region, 1901 West 22nd St., Oak Brook, Illinois 60521  
 New York City Region, 1334 York Avenue, New York, N.Y. 10021  
 Pacific Northern Region, P.O. Box 3145, San Francisco, Calif. 94119  
 Pacific Southern Region, 12100 Rivera Rd., Whittier, Calif. 90606  
 Southeastern Region, P.O. Box 1938, Atlanta, Ga. 30301  
 Southwestern Region, 2800 Forest Lane, Dallas, Texas 75234

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# Use these friendly reminders to let the public know you are there!

NEW

DEALER  
DISPLAYS



## 1. A6-13 KODAK Fiber Optics Film Sign

Illumination in the selling message and changing light patterns in the word "KODAK" combine to make this new sign a real attention-getting traffic-stopper. The sign design provides for easy installation in windows, suspended from the ceiling, or, if you choose, on a showcase or counter top.



## 1. A6-13 KODAK Fiber Optics Film Sign

- 16" w x 11 $\frac{3}{4}$ " h x 5 $\frac{1}{2}$ " d (overall)
- 8-foot cord with switch
- long-life lamp
- case constructed of sturdy sheet metal and durable molded materials
- comes with hanging hardware for versatile installation
- mounted plastic feet for counter top use
- \$10.00 each



## 2. A6-883B KODAK Film Hanging Sign with Bracket

- 18" x 24"
- double-sided
- furnished with bracket and masonry screws
- \$3.00 each

## A6-883A KODAK Film Flange Sign

- same as above except it has a flange for wall mounting in lieu of a bracket
- not illustrated
- \$1.95 each

## 3. A6-330 KODAK Seller's Insignia Decal

- printed both sides on vinyl
- 10" x 7 $\frac{1}{2}$ "
- one free, 25¢ each in quantity

## 4. A8-921 KODAK Film Wobbler

- white opaque polystyrene with adhesive sponge tape
- 6 $\frac{1}{2}$ " x 10"
- one free, 10¢ each in quantity

## 5. A6-14 KODAK See-Thru Door Spot

- 4 $\frac{3}{4}$ " h x 8" w
- printed on one side in red, black, and yellow
- pressure-sensitive label can be applied to your door, showcase, or windows
- available free in reasonable quantities

## 6. A6-711 KODAK Film Decal

- strong graphic design promotes sale of Kodak film
- 4" x 12"
- one-sided with pressure-sensitive adhesive backing
- one free, 25¢ each in quantity

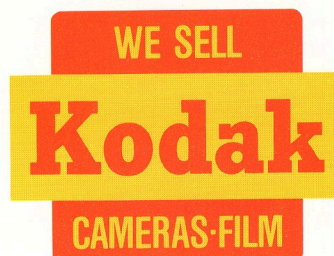
## 7. A9-393 KODAK Film Awning Banner

- 40" x 10"
- plastic-coated paper with metal grommets
- one free, 50¢ each in quantity

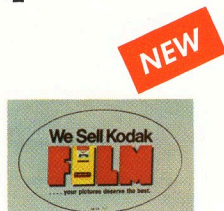
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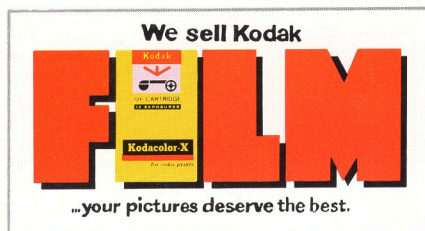
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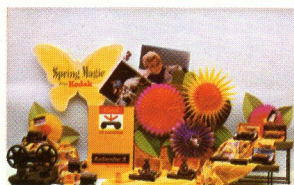
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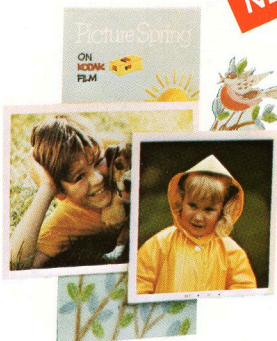
# 1973 Spring and Summer Distribution Display Kits

NEW



1

NEW



2



NEW

4



NEW

3

\*These displays are part of the 1973 seasonal picture-taking display service (for ordering information regarding the annual program, write Dept. 454). After filling annual orders, additional quantities may be available at \$1.00 for each kit, three or more at \$.75 each. Please order through Advertising Distribution, Dept. 454.

Prices subject to change without notice.

## 1. 1973 Spring/Summer Deluxe Window Display

You get all the materials needed:

- motion displays
- pedestals or platforms
- background and flooring materials

Renewal is automatic unless otherwise notified. Five seasonal displays—billed at \$35 for each display at time of shipment.

Minimum window size is 6' long, 18" deep, 5' high.

Your Kodak Deluxe Window Display Service gives you five great displays a year:

- Spring
- Summer
- Fall
- Winter
- Christmas

Each display will arrive well before the actual selling season begins.

Order the Deluxe Window Display Service from Eastman Kodak Company, Display Department, 343 State St., Rochester, New York 14650

## 2. A11-27 KODAK Spring Distributor Service Center Display

This colorful 28" x 38" dimensional display will be distributed in March automatically to all annual order subscribers in the 1973 program.

## 3. A6-7 KODAK Summer Distributor Service Center Display\*

Promotes picture-taking and Kodak film. 1973 KODAK Summer Girl is pictured in full color, approximately 28 inches by 38 inches. A component in the A11-30 Distributor Summer Kit.

## A4-28 KODAK Summer Distributor Side Card\* (not illustrated here)

Promotes picture-taking and Kodak pocket Instamatic cameras. In full color, approximately 9 inches by 12 inches. A component in the A11-30 Distributor Summer Kit.

## A4-29 KODAK Summer Distributor Side Card\* (not illustrated here)

Promotes summer movie-making and Kodak XL movie cameras. Full color, approximately 9 inches by 12 inches. A component in the A11-30 Distributor Summer Kit.

## 4. A6-901 1973 KODAK Summer Girl\* (replica illustrated here)

This traditional life-size favorite will be featured in the Distributor Summer Picture-Taking Display Package . . . plus in the Program 1 (Photo Department) and Program 2 (Window) annual services. Miniature-size Summer Girl counter cards will also be shipped.

After filling annual orders, additional quantities of the Summer Girl may be available at \$.75 each. Please order through Advertising Distribution, Dept. 454.

DEALER  
DISPLAYS



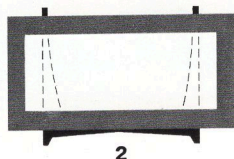


# Light up your store with these permanent fixtures

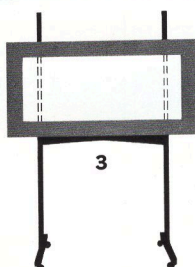
DEALER  
DISPLAYS



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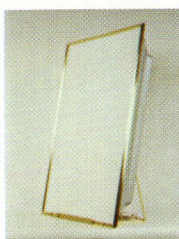
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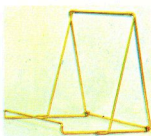
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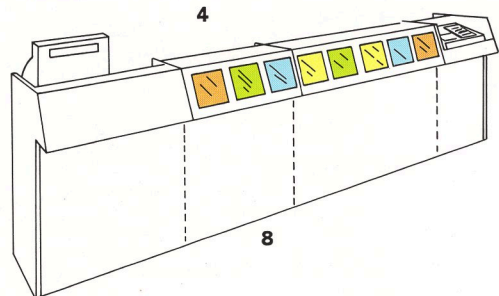
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1. **A6-15 KODAK Colorama Illuminator** (replaces A6-12)
  - 53" w x 27 1/2" h x 5 3/4" d (overall)
  - 44" x 18 1/2" (viewing area)
  - easy installation on walls and showcases
  - hinged front permits easy means of changing transparencies
  - simulated wood finish
  - four 48" fluorescent tubes (included)
  - one transparency furnished (see A6-18 below)
  - Available to A6-18 subscribers only (see below)
  - \$100.00 each

2. **A6-17A Showcase Base for Colorama Illuminator**
  - 35" high
  - metal with rubber feet
  - \$15.00 each

3. **A6-17 Portable Base for Colorama Illuminator**
  - 71 1/2" high
  - black metal with white rubber-tire casters
  - \$25.00 each

4. **A6-18 Transparency Service for Colorama Illuminator** (on continuing basis only)
  - new transparency automatically sent every two months until cancelled by subscriber
  - each transparency \$25.00 billed at time of shipment

5. **A6-127V Vertical Transparency Set**
  - for A6-127 Transparency Illuminator used vertically
  - 24" w x 30" h
  - set of 4 litho transparencies on plastic

- automatic service once a year until cancelled by subscriber \$7.50

## A6-127H Horizontal Transparency Set

- same as A6-127V except designed for A6-127 Transparency Illuminator used horizontally

## 6. A6-127 Transparency Illuminator

- 24" w x 30" h x 6" d
- can be used horizontally or vertically
- plastic and metal construction
- gray and gold styling
- three 24-inch deluxe cool white lamps
- hardware for wall mounting furnished
- available only to subscribers of A6-127V or A6-127H Transparency Service \$12.50 each

## 7. A6-127E Folding Easel

- for A6-127 Transparency Illuminator
- 14" h x 10" w x 12" d
- provides support when illuminator is used in free-standing position
- \$1.00 each

## 8. A6-717 Set of Eight 10" x 10" Litho Color Transparencies

- for use with photofinishing counters as pictures in illustration form
- customer furnishes glass for display front
- \$5.00 per set
- order from Regional Display Departments (see addresses below)

Prices subject to change without notice.

Order items 1, 2, 3, and 4 from Advertising Distribution—Dept. 454.

Order items 5, 6, 7, and 8 from Regional Display Departments only. See addresses below.

## KODAK INSTAMATIC® Cameras Display



14'3"

## COLOR PROCESSING By KODAK Display



14'3"

## COLOR PROCESSING DISPLAY Featuring KODAK Film



14'3"

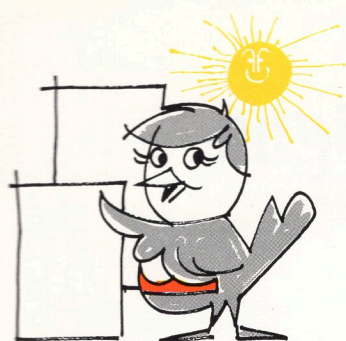
## Dress up your store interior with

## KODAK ILLUMINATED DISPLAYS

For additional information—contact your Regional Display Representative:

- Southeastern Region  
P.O. Box 1938  
Atlanta, Georgia 30301
- Southwestern Region  
2800 Forest Lane  
Dallas, Texas 75234
- Midwestern Region  
1901 West 22nd Street  
Oak Brook, Illinois 60521
- Pacific Southern Region  
12100 Rivera Road  
Whittier, California 90606
- Pacific Northern Region  
P.O. Box 3145  
San Francisco, California 94119
- New York City Region  
1334 York Avenue  
New York, New York 10021
- Eastern Region  
1187 Ridge Road West  
Rochester, New York 14615

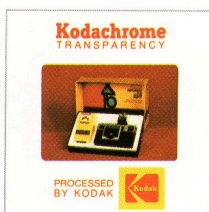




# Remind... demonstrate... sell!



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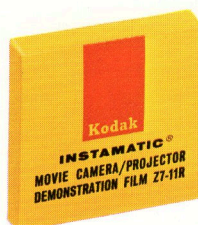
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## SLIDE SETS

1. **Z7-15 KODAK Picture-Taking Demonstration Slide Set**
  - 40 slides of general picture-taking situations
  - **\$8.00 per set**

- Z7-4 KODAK Products Slide Set**
    - 53 slides showing Kodak products for window, counter, and projector demonstrations
    - **\$6.50 per set**

- Z7-4B KODAK Products Revision Slide Set**
    - contains slides of all new KODAK INSTAMATIC Cameras and Projectors to update existing Z7-4 slide sets
    - **\$1.00 per set**

2. **Z7-110 110 Product Demonstration Slide Set**
  - 20 slides, representative of the format produced by a KODAK Pocket INSTAMATIC Camera
  - for use in the new KODAK Pocket CAROUSEL Projectors only
  - **\$4.00 per set**

3. **C8-1 KODAK INSTAMATIC Movie Camera Demonstration Cartridge**
  - reusable cartridge for "open . . . drop in . . . shoot" demonstrations
  - **50¢ each**

4. **C8-19 KODAK INSTAMATIC Movie Camera Pedestal**
  - base approximately 3 1/4" w x 5 3/4" d
  - designed to support palm-size movie cameras with pistol grip extended
  - molded plastic construction
  - **\$1.00 per set of 3 (from Dept. 454) or free on request with an order of six or more assorted INSTAMATIC Cameras (Regional Marketing and Distribution Centers).**

5. **A6-70 KODAK Film Counter Mat**
  - 12" x 10 1/4"
  - molded rubber construction
  - **50¢ each**

6. **Giant Kodak Film Cartons**
  - A6-326 KODACHROME-X 110 EKTACHROME-X 110 (combination)
  - A6-327 KODACOLOR II 110 VERICHROME Pan 110 (combination)
  - A6-71 KODACHROME II 135
  - A6-462 VERICHROME Pan 126 KODACOLOR-X 126 (combination)
  - A6-463 EKTACHROME-X 126 KODACHROME-X 126 (combination)
  - C6-212 KODACHROME II super 8
  - C6-29 EKTACHROME 160 super 8
  - **free, in reasonable quantities**

7. **Z7-11R KODAK INSTAMATIC Movie Camera/Projector Demonstration Film**
  - 50 feet
  - shows use and operation of super 8 Kodak cameras and projectors
  - **\$3.00 each**

8. **Z7-16 KODAK INSTAMATIC Movie Projector Cartridge Demonstration Film**
  - A-size (50-foot)
  - transparent shell to view mechanical operation
  - approximately 20 feet of super 8 film, shows operation and several scenic
  - **\$3.00 each**

Available from Advertising Distribution—Dept. 454.

Prices subject to change without notice.

DEALER  
DISPLAYS

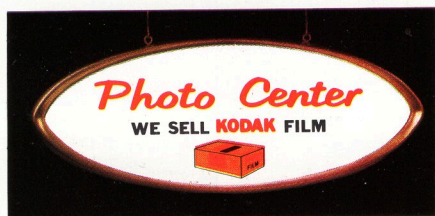


# Photo Department Identification Signs

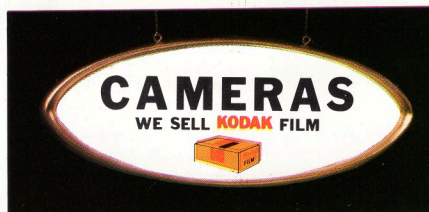


A6-328

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A6-323



A6-324



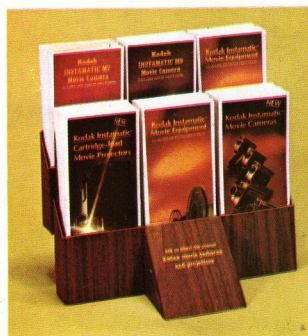
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1. **A6-323; A6-324; A6-328 Photo Department Identification Signs**
  - all signs are durable, lightweight, and measure 34½" x 13½"
  - intended for indoor use only and can be hung from the ceiling or wall-mounted
  - available free when requested with an order of \$300.00 or more net value of Kodak cameras, projectors, and/or film (from Regional Marketing and Distribution Centers). May also be purchased for **\$15.00** from Dept. 454.
2. **A6-329 Store/Photofinisher Identification Hanging Panel**
  - for use with the above Photo Department signs
  - measures 18" x 5¼"
  - block screened imprint in one color
  - **\$5.00 each with imprint—minimum order of 10 panels**
3. **A6-252 KODAK Literature Display Panel**
  - supplied with an assortment of literature
  - 20½" x 39½"
  - drilled to accept 16 A8-745 Literature Pockets (supplied)
  - chain for wall hanging supplied
  - black with aluminum frame
  - **\$7.50 each**
4. **A8-745 KODAK Literature Pockets**
  - 4⅜" x 6½"
  - clear, polystyrene construction
  - easily mounted on walls, pegboards, wall-case dividers
  - set of 8 pockets, **\$1.00**
5. **C6-23 and C6-23P Counter Top Literature Dispenser**
  - 11" h x 11" w x 8" d (with literature)
  - **50¢ each**, non-imprinted literature on still and movie products included, in price or non-price version. Specify C6-23 or C6-23P (price). (From Dept. 454)

Prices subject to change without notice.

Available from Advertising Distribution—Dept. 454.





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1. **A6-2 KODAK Film Bulletin Board**
  - 14½" w x 18" h x 1" d
  - molded plastic construction
  - full assortment of clip-on letters in two sizes (included)
  - **\$3.25 each**
2. **A6-322 KODAK Illuminated Clock**
  - 16" diameter
  - spun aluminum housing
  - **\$15.00 each**
3. **A7-444 KODAK Lamp**
  - 20" high
  - table or wall mount (brackets included)
  - **\$10.00 each**
4. **A6-50 Seller's Insignia Drapery Material**
  - five hemmed panels, each panel 45" w x 8' l
  - material to cover 8' x 10' wall, window, or exhibit
  - overall pattern in black, gray, and gold against antique white satin background
  - flameproof CHROMSPUN and rayon fabric
  - **\$40.00**
- 4a. **A6-50A Seller's Insignia Drapery Material**
  - bulk yardage, 45" wide
  - **\$2.50 per yard**
5. **KODAK Carded Film Floor Merchandiser**
  - floor merchandisers adapt anywhere
  - 55" h x 19" w x 12" d
  - holds 100 rolls of carded film
  - unit shipped with appropriate seasonal header:
    - Winter (A6-35)
    - Easter (A6-55)
    - Summer (A6-45)
    - Holiday (Thanksgiving and Christmas—A6-46)
  - packed one to a carton
  - available at no charge in reasonable quantities
6. **KODAK Still and Movie Product Counter Mats**
  - approx. 16½" w x 11½" h
  - plastic laminated with non-slip back
  - lists features and benefits beneath product illustration
  - one each free per retail outlet

†Also available in counter card format by requesting C6-19A and C6-27A.

Prices subject to change without notice.





# Add extra sales with these Kodak Merchandisers for self service

NEW

NEW



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4



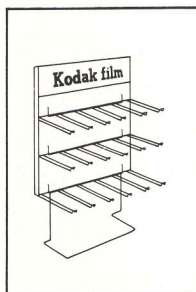
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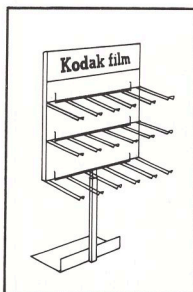
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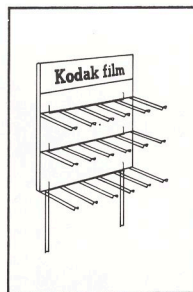
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7. A6-149 Counter Support



8. A6-125 Cash Register Support



9. A6-126 Candy Rack Support

1. A8-314 Kodak Carded Film Reorder Card
  - designed to fit on carded film racks
  - free (pkg. of 6)
2. J-759 "Offer to Process" Envelope
  - designed to be attached to the back of carded film
  - helps photofinishers offer a service to outlets selling carded film
  - request special order form J-759A from Dept. 454, Rochester; or ask your Kodak sales representative
  - minimum order 5,000—prepaid
  - customized imprinting of name and finishing charges below:
 

price per 1,000	prepaid
5,000 to 24,000	\$20.50
25,000 to 49,000	\$19.50
50,000 to 99,000	\$19.00
100,000 and over	\$18.50
3. A6-325A Self-Service Photo Center (without write-up desk)
  - 71" h x 36" w x 22" d; dump bin depth—5"
  - this new unit features a wood-grain back and accommodates 6 rows of 9 prong hooks (54 8" pegs) and incorporates a 5" dump bin area
  - additional row of 9 prong hooks (included with the unit) can replace the dump bin area
  - use Photo Center header on unit as shown
  - header sign is of molded plastic material incorporating seller's insignia
  - embossed symbol and lettering
  - \$15.00 each (transportation prepaid)
4. A6-325 Self-Service Photo Center (with write-up desk)
  - write-up desk—18" h x 14" w x 17" d
  - over-all dimensions are the same as A6-325A
  - request special order form A7-6 from Advertising Distribution, Department 454
  - allow 4-6 weeks for delivery of unit with imprinted panel
  - 1 to 5 units—\$35.00 each; 6 or more units—\$30.00 each (transportation prepaid)
5. A6-288 Kodak Carded Film Merchandiser\* (pegboard)
  - 24" x 8"
  - attaches to pegboard or flush mounts to existing surfaces
  - free of extra charge when ordered with 20 rolls of Kodak carded film or \$2.00 without order. CAT. No. 141 1800
6. A6-124 Kodak Carded Film Merchandiser\*
  - 24" x 24" (with film)
  - three 6-peg brackets included
  - free of extra charge when ordered with 60 rolls of Kodak carded film or \$3.50 each without film order. CAT. No. 109 4010
7. A6-149 Counter Support for A6-124 Merchandiser\*
  - 7" x 17" base
  - free. CAT. No. 109 7898
8. A6-125 Cash Register Support for A6-124 Merchandiser\*
  - 18" x 18" base
  - free. CAT. No. 109 4051
9. A6-126 Candy Rack Support for A6-124 Merchandiser\*
  - 20" chrome rods
  - free. CAT. No. 109 4077
10. A6-190 Kodak Carded Film Counter Merchandiser\*
  - 34" h x 16" w x 16" d
  - revolving stand
  - free of extra charge when ordered with 60 rolls of Kodak carded film or \$3.50 each without film order. CAT. No. 102 7341

\*Available from Regional Marketing and Distribution Centers only.

Available from Advertising Distribution—Dept. 454.

Prices subject to change without notice.



# Add extra sales with these Kodak Display/Dispenser Items for assisted service



Front

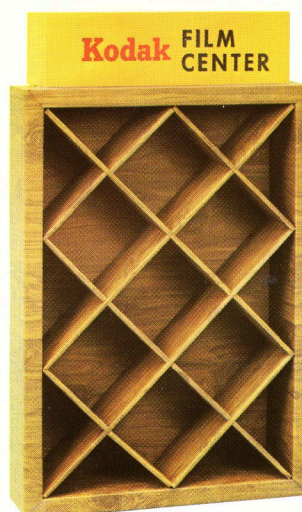
1. **A6-701 Kodak Revolving Camera Display Case\***
  - 23½" h x 12" w x 12" d
  - constructed of rich black and clear molded plastic—accommodates five cameras
  - illuminated display of still and movie cameras
  - lockable rear door provides added security
  - available from Regional Marketing and Distribution Centers FREE with an order of \$400 or more net value of Kodak cameras. May also be purchased for \$30.00. CAT. No. 147 2323



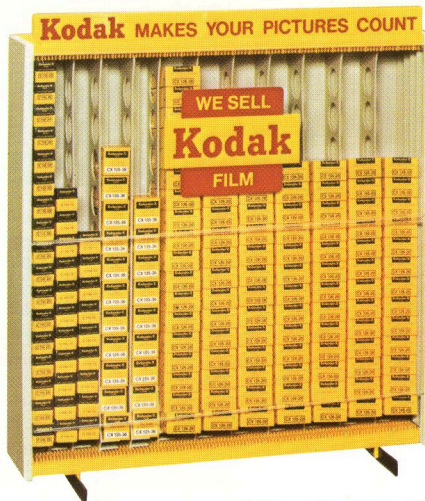
3. **A6-134 Kodak Photo Center Counter Cabinet\***
  - 18½" h x 12¾" w x 8" d
  - molded clear plastic construction for film and/or cameras
  - accepts additional units for stacking
  - free of extra charge when ordered with 60 rolls of Kodak film or \$3.50 each without film order. CAT. No. 102 0049



2. **A6-333 Kodak Pocket INSTAMATIC Camera Motion Display Case\***
  - 14" diameter by 21" high
  - constructed of rich black, red, and yellow plastic with clear plastic model tabs—accommodates all pocket cameras
  - illuminated motion display can also be used to feature KODAK INSTAMATIC "X" Cameras
  - lockable rear door provides added security
  - available from Regional Marketing and Distribution Centers for \$25.00 each; a Pocket INSTAMATIC 20 Camera Outfit included with each unit at no additional charge. CAT. No. 150 2624



4. **A6-251 Kodak Honeycomb Film Center\***
  - 24" h x 17" w x 4½" d (without sign)
  - walnut-grain fiberboard construction
  - stands both horizontally and vertically (sign fits either way)
  - multiple units can be clipped together
  - free of extra charge with an order of 60 rolls of Kodak film, or \$2.00 each. CAT. No. 140 4789



5. **A6-331 Kodak Gravity Feed Film Dispenser, Model II\***
  - replaces model A6-286
  - 25" h x 24" w x 7" d
  - constructed of rigid plastic material
  - accommodates approximately 220 rolls of film
  - channel dividers inserted from front to rear, allow simpler setup
  - two-piece clear plastic panel allows restocking from top and bottom without removing entire window
  - easy film box withdrawal from each channel
  - available from Regional Marketing and Distribution Centers FREE with an order for 400 rolls of Kodak film. May also be purchased for \$30.00. CAT. No. 141 8896

Prices subject to change without notice.

\*Available from Regional Marketing and Distribution Centers only.





# Packaged Promotions with Punch ...Use 'em anytime of the Year



## 1. Turn "Goodness" Into Gold

A perfect way to promote one or all of the still and movie cameras in your Kodak lineup. Do it with the year-'round customer appeal provided by this no-nonsense "Honest To Goodness Sale" promotion. This one's great for attracting the attention of oldsters, youngsters and those in between—anyone who remembers when the word "sale" really meant SALE! We give you everything that's needed to make your store the "Honest To Goodness Sale" center of your community.

### A10-107 "Honest To Goodness Sale" Packaged Promotion\*

- streamers (set of 4)
- 24" x 36" giant poster
- counter cards (set of 4)
- promotion idea sheet
- shelf strips (set of 4)
- camera outfit hook-on cards (set of 4)
- ad reproduction proofs
- radio spots
- available without charge if requested from Regional Marketing and Distribution Centers when an order is placed for Kodak Instamatic still cameras. CAT. No. 104 9832



## 2. Bring in the Old, Ring Out the New

This new "Ye Olde Camera Trade-in Sale" promotion is specially geared to boost sales of new KODAK Pocket INSTAMATIC Cameras anytime you choose to use it. Prospective camera buyers find this promotion hard to resist . . . money for any old camera, regardless of condition, toward the purchase of a Pocket INSTAMATIC Camera or Outfit. You choose the Pocket INSTAMATIC Cameras or Outfits you want to feature, and set an overall trade-in value. We back you up with the most complete, fun, trade-in promotion ever.

### A10-134 "Ye Olde Camera Trade-in Sale" Packaged Promotion

- 3 tent cards
- 1 window card
- 1 counter card
- 1 streamer
- radio spots
- ad repro proofs
- Plus product stickers, price tags, pricing numbers and labels for both KODAK INSTAMATIC "X" Cameras and KODAK Pocket INSTAMATIC Cameras.
- available without charge from Advertising Distribution, Dept. 454.



## 3. A10-141 KODAK CAROUSEL Custom H Projectors Promotion Kit\*

Designed to promote and assist in demonstrating the deluxe features of the new models.

- Carousel tray topper
- window streamer
- three tent feature cards
- ad repros
- radio spots
- available without charge from Regional Marketing and Distribution Centers when an order is placed for KODAK CAROUSEL Custom H Projectors. CAT. No. 150 2707



### 1. Backs CAROUSEL Projector Sales

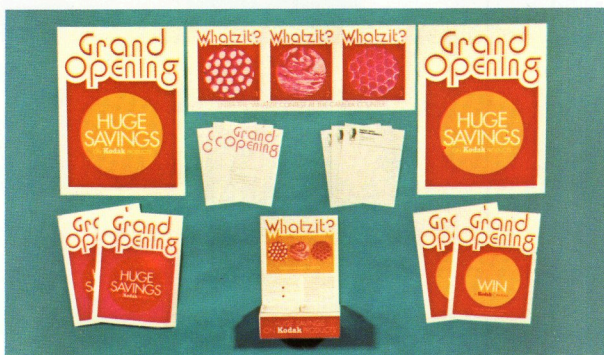
A colorful promotion that puts your projectors in the spotlight. Entices prospects to "step right up" for bargains and free slide show demonstrations. A natural at circus or carnival time.

#### A10-83 KODAK CAROUSEL Projector Slide Show Packaged Promotion\*

- set of interior, window, and door posters, easel card
- two-column x five-inch ad mat
- set of six price tags
- accordion-fold series of six panels
- ring crown for CAROUSEL Slide Tray
- radio spots, instruction sheet
- available without charge if requested from Regional Marketing and Distribution Centers with an order for KODAK CAROUSEL Projectors. CAT. No. 146 8487



1



3

#### Attention Photo Dealers:

When planning sales of Kodak products in the near future, consider these complete packages for your sales promotions.

\*Available from Regional Marketing and Distribution Centers only.

Available from Advertising Distribution—Dept. 454.

### 2. Stimulates Film Buyers

Window, wall and Point-of-Purchase attention-getters remind customers that YOU sell the best film.

#### A10-91 KODAK Film Promotion Kit\*

- Kodak film decal
- jumbo 36" x 36" wall or window streamer
- 36" x 24" horizontal window banner
- giant Kodak 126-size film dummy carton
- two Kodak film wobblers—attach to shelves, cash registers, or any surface with adhesive tab
- available free when requested with an order for Kodak film from Regional Marketing and Distribution Centers. CAT. No. 148 2371

### 3. Supports New Store Openings

Opens your new store with a bang, while promoting a general sale of Kodak products. Features traffic-building customer contest, with a good supply of all materials.

#### A10-77 Grand Opening Packaged Promotion

- window streamers
- over-the-wire hangers
- display and contest ballot box
- contest posters
- contest entry forms
- letter to prize-winners
- promotion ideas and instruction sheet
- ad repro proofs
- radio spots
- \$5.00 each

### 4. A10-49 KODAK INSTAMATIC Camera Loan or Rental Kit

Includes durable, molded plaque shown at left with interchangeable inserts for either camera loan or rental use. Available at no charge.

Kit consists of:

- Plaque 10½" w x 5" h
- 10 inventory control envelopes
- sample rental/loan tent card
- order form for additional tent cards
- tip sheet

Price subject to change without notice.



2



Rented Here

4



# Packaged Promotions to Add Zip to Sales and Occasions

## 5. Backs Your Store's Anniversary

Helps celebrate what is yours alone—your anniversary! No sharing this sale of Kodak merchandise with any competition. Comes with built-in customer attractions of a special contest and free giveaways.

### S10-22 Store Anniversary Packaged Promotion

- counter cards, streamers, over-the-wire hangers
- special picture-guessing contest featuring photographs from history-making events
- complete promotion plan
- **\$5.00 each**

## 6. Promotes Vacation and Travel Picture-Taking

Work with local travel agents and airline offices to attract potential customers. Your passports can offer a camera check-up, film special, camera rental, or other services that will appeal to the traveler.

### A10-96 "Passport To Picture-Taking" Travel Promotion Kit

- 10 "Passports To Picture-Taking," including Special Offer Coupons
- poster, streamer, counter card, five shelf talkers. Plus ad mat proofs, radio spots, and envelope stuffers
- free in reasonable quantity

## 7. Aids Camera and Accessory Sales

"Free Camera Check-up and Cleaning" promotion brings older INSTAMATIC Cameras (and owners) right to your sales counter. Offers more opportunities to talk trade, sell film and accessories.

### A10-76 Inspection Service and Check-up for KODAK INSTAMATIC Cameras Packaged Promotion

- camera check-up tool kit
- counter card
- window streamer
- window decals
- inspection and check-up instruction sheet
- ad repro proofs
- radio spots
- promotion ideas
- **\$5.00 each**

## 8. Motivates Film and Processing Sales

Traffic-grabbing signs identify your store as the "stopping center" for film and processing.

### A10-81 "Traffic Stopper" Promotion Kit

- Set of eight signs that can be hung, strung, or used as streamers in windows or on walls. Radio spots and ad repro proofs too.
- **75¢ per kit**

Prices subject to change without notice.



5



6

### Attention Photo Dealers:

When planning sales of Kodak products in the near future, consider these complete packages for your sales promotions.



7



8



# Create Special Outfits to Move More Merchandise

Offer your customers hard-to-resist deals

Assemble your own assortment of Kodak cameras or projectors into special outfits, and offer them at special discount prices. Include film, photo books, and other appealing items such as a gadget bag or print cube (shown below) to round out your package.

More customer value, without big cuts to your profit

By ordering in quantity, you can get all your outfit items at low net prices. Of course, the larger the quantity, the greater the discount you have to work with. See your Kodak sales representative, and ask for more ideas on how you can put together and promote your own special outfits.



1



\*Available from Regional Marketing and Distribution Centers only.

Available from Advertising Distribution—Dept. 454.



## 1. A7-33/A7-34 KODAK Print Frames

- promotes picture-taking
- two-piece plastic frames (Print Holder and Base) holds 126-size prints (A7-33) and 110-size prints (A7-34)
- each holds two photographs
- individually packed in cartons of 250
- available at \$45.00 per master case of 250

NEW

## GADGET BAGS

### 2. A7-319 KODAK Camera Pouch Case\*

- 6" h x 5" w x 2½" d
- Polyfoam padded sheet, with fleece lining
- high-quality Naugahyde material exterior
- noncorrosive brass zipper and shoulder strap
- \$64.00 per case of 40. CAT. No. 102 3860

### 3. A7-505 KODAK All-Purpose Camera Bag—XL Type\*

- 6½" h x 9" w x 4¾" d
- expanded vinyl outer cover
- nylon tricot inner lining
- brass-plated snaplock
- designed for movie or still cameras, film, and accessories
- \$67.00 per case of 20. CAT. No. 150 0479

### 4. A7-240 KODAK Camera Caddy, Small\*

- 4½" h x 7½" w x 3½" d
- similar to larger A7-241
- \$86.00 per case of 40. CAT. No. 102 0080

### 5. A7-491 KODAK Pocket INSTAMATIC Camera Pouch Case\*

- 6¼" h x 5" w x 1¾" d
- easy-to-use belt hook-on
- shoulder strap
- designed to fit any KODAK Pocket INSTAMATIC Camera plus one roll of film and one magicube
- Polyfoam padded sheet, with lining
- high-quality Naugahyde material exterior
- \$50.00 per case of 40. CAT. No. 107 7031

### 6. A7-962 KODAK Still Camera Mini Bag\*

- 5½" h x 3¾" w x 2¾" d
- Polyfoam padded sheet, with lining
- high-quality Naugahyde material exterior
- designed for Kodak Instamatic still cameras and sleeve of flashcubes or magicubes
- \$38.00 per case of 40. CAT. No. 103 5393

## PRINT CUBE

### 7. A4-990A KODAK Four-Print Cube Display

- one automatically shipped with each order for cubes
- free in reasonable quantity

### 8. A3-994 KODAK Four-Print Cube Stuffer

- 3½" x 6"
- free in reasonable quantities without imprint. \$1.50 per 1,000 with name and offer imprint. Minimum imprint quantity 1,000

### 9. A7-931 KODAK Four-Print Cube

- 3½" h x 3½" w x 3½" d
- \$50.00 per case of 500

Prices subject to change without notice.





# Promote Your Special Outfits Directly to Prime Prospects

Merchandise the special camera outfits you sell more effectively by communicating directly with your best potential prospects. Use the following items where they can easily be seen—on display counters, in processing envelopes, in direct mailings—to create customer interest and more sales.

## COIN BANK

9. **A8-254 KODAK INSTAMATIC Camera Coin Bank**
  - \$5.00 per case of 25 (Minimum order 25)
10. **A3-497 KODAK INSTAMATIC Camera Coin Bank Stuffer**
  - 3 1/2" x 6"
  - free in reasonable quantities without imprint, \$1.50 per thousand with offer and name imprint
  - minimum imprint—1,000
11. **A3-962 KODAK INSTAMATIC Camera Special Outfit Stuffer**
  - 3 1/2" x 6"
  - available free only with "special offer" imprint
12. **A3-365 KODAK Still Product Special Outfit Stuffer**
  - 3 1/2" x 6"
  - available free only with "special offer" imprint
13. **A3-961 KODAK Movie Camera Special Outfit Stuffer**
  - 3 1/2" x 6"
  - available free only with "special offer" imprint

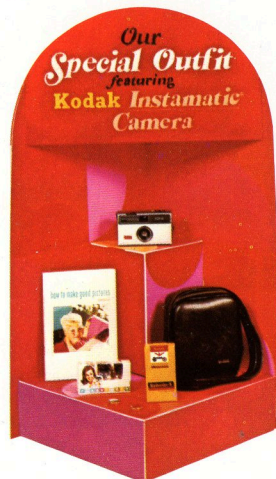
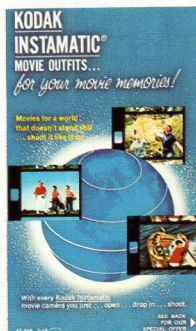
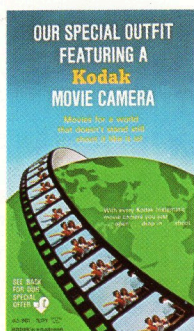
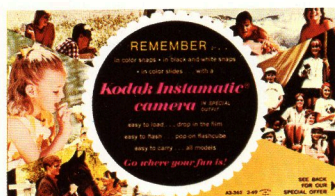
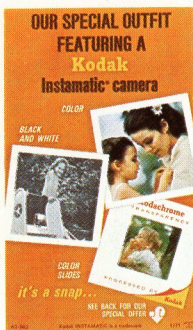
14. **A3-366 KODAK Movie Product Special Outfit Stuffer**
  - 3 1/2" x 6"
  - available free only with "special offer" imprint
15. **A6-256 Special Outfit Display**
  - free in reasonable quantities
16. **A6-334 KODAK Special Outfit Display for INSTAMATIC "X" Cameras and Accessories**
  - 21 1/2" h x 11 1/2" w (at base) x 10" d
  - free in reasonable quantities
17. **A6-335 KODAK Special Outfit Display for Pocket INSTAMATIC Cameras and Accessories**
  - 19 1/2" h x 13" w x 6" d
  - free in reasonable quantities

Prices subject to change without notice.



## Attention Photo Dealers:

When planning sales of Kodak products in the near future, consider these items for your sales promotions.



Available from Advertising Distribution—Dept. 454.



# Attention Getters That Add Sell to Your Sales

## OTHER PROMOTION BUILDERS

### 1. A9-69 "Special Offer" Streamer

- 36" x 15"
- one free, 5¢ each in quantity (no Kodak imprinting available although space is provided)

### 2. A6-301 Mass KODAK INSTAMATIC X-15 Color Outfit Box Display

- 21½" h x 16½" w x 8¾" d
- free in reasonable quantities

### 3. A6-169 Film Vendor's Kit

- includes hat, apron, tray that holds 175 rolls of assorted film
- comes with neck strap and protective cover
- \$4.00 per kit

### 4. A6-156 Display Cartons (for promotional purposes only)

- CX126-size only
- free in reasonable quantities

### 5. A9-387 Special Sale Streamer

- 15" x 48"
- 1 free, 10¢ each in quantity (no imprinting)

### 6. A9-228 Giant Special Sale Streamer

- 10' x 44"
- vinyl construction
- \$3.00 each (no imprinting available)

#### Attention Photo Dealers:

When planning sales of Kodak products in the near future, consider these items for your sales promotions.



1

Large imprint area calls direct attention to your special deal.

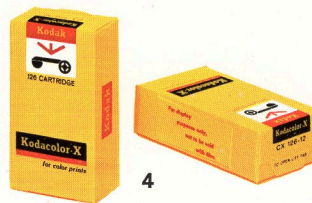


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Fun way to stir up more direct sales at the circus, parades, sporting events—wherever film can be sold.

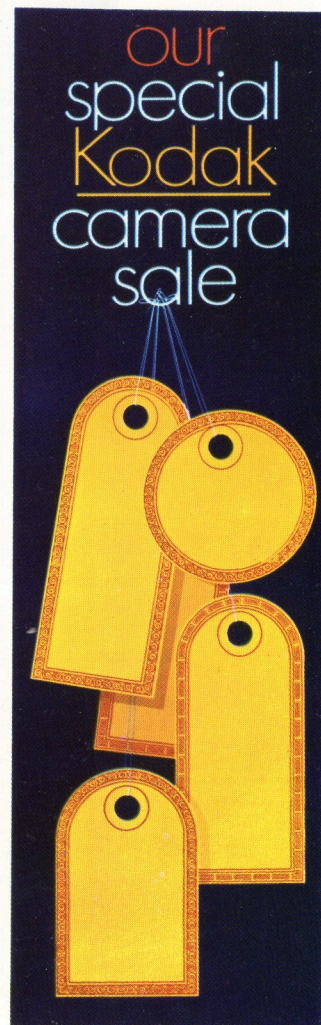


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4

Adds visual impact to mass window and counter displays of KODAK INSTAMATIC Cameras and KODAK Film.



PROMOTION BUILDERS

5



6

Large store-front banners quickly identify your special sales.

Available from Advertising Distribution—Dept. 454.



**7. A7-232 Projection READYSCREEN\***

- 40" x 40" screen
- \$5.25 per carton of 6
- CAT. No. 109 8284

**8. J-786 KODAK Photo Albums\***

- post-type binder
- holds up to 48 pictures, 3S size, in six clear plastic sleeves
- \$2.15 each; \$1.90 each in case of 10
- CAT. No. 146 2068

**J-788 Packet of Six Refill Leaves (with posts)\***

- \$1.25 per packet
- CAT. No. 146 2423

**9. A3-48B KODAK Photo Album Stuffer**

- 3½" x 6"
- free in reasonable quantities without imprint, \$1.50 per thousand with offer and name imprint

**10. A9-70 Trade-In Reward Streamer**

- 12" x 20"
- 1 free, 5¢ each in quantity (no imprinting)

**11. A7-390 KODAK Pop-Art Cooler Bag**

- 8" h x 12" w x 8" d
- for hot and cold items
- vinyl construction
- \$7.50/case of 3

**12. U-922 KODAK Pocket INSTAMATIC Camera Balloons**

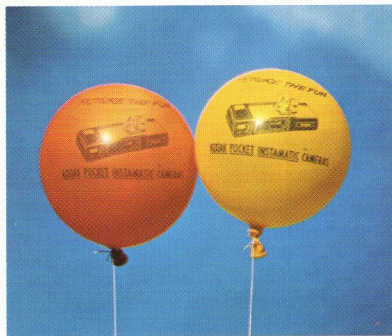
- \$14.50 assorted packet of 500
- minimum quantity—500

**13. A9-250 Giant Jet-Load Sale Streamer**

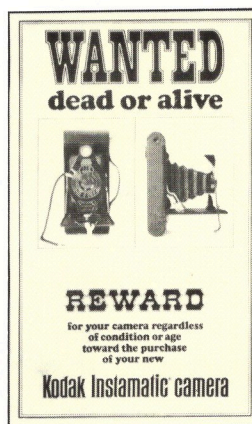
- 10' x 44"
- grommated vinyl construction
- \$3.00 each (no imprinting)

**14. A9-249 Giant Truck-Load Sale Streamer**

- 10' x 44"
- grommated vinyl construction
- \$3.00 each (no imprinting)



12



10



7



8



9

# GIANT JET LOAD SALE



SAVE NOW on **Kodak** cameras and projectors



**TRUCK LOAD  
SALE**

SAVE NOW  
ON  
**Kodak**  
cameras  
and  
projectors

Giant indoor-outdoor traffic-stoppers add emphasis to your equally big sales of cameras and projectors.



11

13

Ideal for self-liquidating "come-ons" or as promotion-boosting additions to your special camera outfits.

14

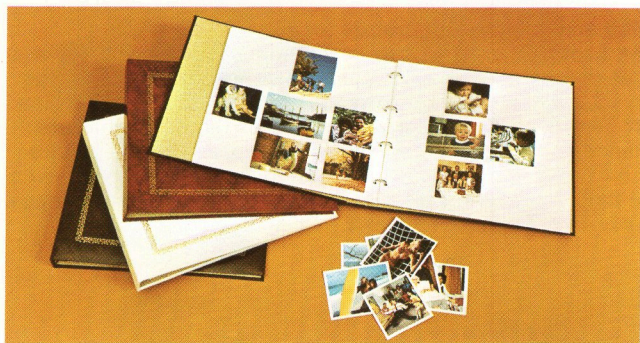
**Attention Photo Dealers:**

When planning sales of Kodak products in the near future, consider these items for your sales promotions.

\*Available from Regional Marketing and Distribution Centers only.

Available from Advertising Distribution—Dept. 454.





15

# Promote Picture Taking and Saving...

## 15. A7-1025 KODAK GALLERY Photo Album (binder with 6 magnetic leaves in display carton)\*

- vinyl-laminated cover material—durable—washable
- luxurious foam padding
- 4-ring holder for easy addition of magnetic leaves
- leaf measures 12½" x 12½" to accommodate a combination of standard size prints with maximum efficiency
- photos are protected by clear plastic which adheres to a self-adhesive page holding photos in place

- pocket for negative storage
- each individually boxed in display carton
- bulk-packed 6 per carton—2 each of three colors—deep red, rich brown, antique white—\$3.25 each. CAT. No. 150 2699

## A7-1026E KODAK GALLERY Photo Album (without leaves)\* (not illustrated)

- no individual packing
- 12 per carton—4 each of three colors—deep red, rich brown, antique white—\$2.25 each. CAT. No. 150 2715

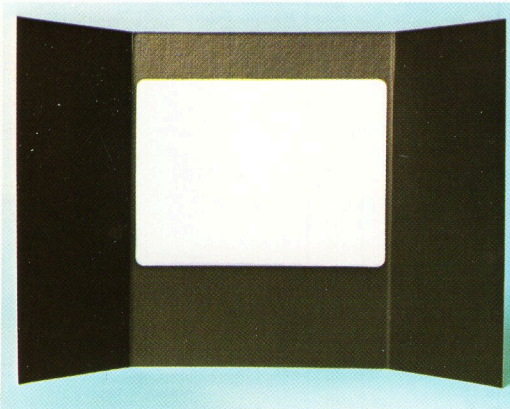
## A7-1027 KODAK GALLERY Photo Album Refill Pages\* (not illustrated)

- package of 6 leaves per packet
- 6 packets per box, 6 boxes per master carton
- \$1.00 per packet. CAT. No. 150 2871

## A7-1028 KODAK GALLERY Photo Album Refill Pages in Bulk Packaging\* (not illustrated)

- 250 magnetic leaves per carton
- \$35.00 per carton. CAT. No. 150 2897

IDEAL FOR SELF-LIQUIDATING "COME-ONS" OR AS PROMOTION-BOOSTING ADDITIONS TO YOUR SPECIAL CAMERA OUTFITS



16



17

## 16. A7-506 KODAK Folding Mini Screen\*

- screen measures 8½" x 6⅛"
- wood-grain finish
- \$12.50 per case of 25. CAT. No. 150 2640

## 17. A7-1012 New Kodak Photo Album\*

- accommodates 3½" x 4½" prints
- wood-grain, foam-padded cover
- hidden screw post construction provides "unlimited" capacity for adding refill leaves
- \$1.75 each; \$16.50 per case of 10. CAT. No. 150 0164

## A7-1013 New Kodak Photo Album refill leaves (with posts)

- package of 10—\$1.00 per package. CAT. No. 150 0206

## 18. A7-1015U KODAK Stadium Cushion and Poncho Set

- white washable vinyl
- graphic design with message "Kodak Makes Your Pictures Count"
- rigid zippered compartment
- urethane foam cushioning
- safety-colored poncho
- available at \$2.50 each
- \$50 per carton of 20
- available from Advertising Distribution, Department 454

## 19. A7-1032 KODAK Elastic Band Visor

- deluxe visor made of white cardboard
- ¼" elastic band for comfortable headpiece
- tabs cushion the visor on the forehead
- \$3.00 per carton of 50
- available from Advertising Distribution, Department 454

Prices subject to change without notice.



18



19

PROMOTION  
BUILDERS

\*Available from Regional Marketing and Distribution Centers only.

Available from Advertising Distribution—Dept. 454.



## NEW HARD-COVER BOOKS HELP BUILD FILM AND PROCESSING SALES

There are three new hard-cover books from Kodak, and at least one of them is sure to appeal to every one of your customers. *How to Make Good Pictures* (AW-1H) is a basic book on general picture-taking. *Home Movies Made Easy* (AW-2H) will appeal to the beginning movie-maker or the movie buff. *The Here's How Book of Photography* (AE-100) will turn advanced photographers on to new photographic techniques. These books will help your customers take better pictures and movies. And remember . . . customers who take good pictures take more pictures, which means increas-

ing film and processing business for you.

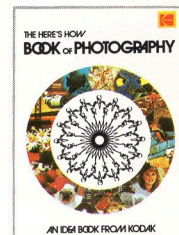
The books themselves can be profit-builders for you. Take a look at the list prices and compare them with the price you pay when you order a larger quantity. Books have always been a large profit item because they're one of the few products that aren't discounted to the consumer, and with the special discount structure on these new hard-cover books your store can profit even more than before. Place a large-quantity order to take advantage of the low price. Order from your Regional Marketing Center.



**AW-1H How to Make Good Pictures.\*** Kodak's all-time best-selling picture-taking book. A complete handbook on the fundamentals of picture-taking for the amateur. It suggests ideas for good pictures and includes more than 400 illustrations in its 192 pages. List price \$4.95. CAT. No. 150 0263



**AW-2H Home Movies Made Easy.\*** A complete movie guide for super 8 and 8mm camera owners. It covers techniques for making movies both outdoors and indoors and has tips on taking, editing, and showing movies. Contains 128 pages with almost 300 color pictures. List price \$4.95. CAT. No. 150 0289



**AE-100 The Here's How Book of Photography.\*** A compilation of the first six books in the popular "Here's How" series. Contains many new ideas and techniques for the advanced photographer. Includes 39 articles with more than 400 color pictures in 394 pages. List price \$9.95. CAT. No. 104 2134

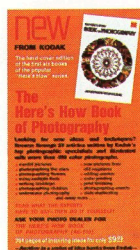
Quantity	Net Each
1-4	\$3.30
5-24	2.97
25-99	2.48
100-999*	1.98
1,000 or more*	1.73

Quantity	Net Each
1-4	\$6.63
5-24	5.97
25-99	4.97
100-999*	3.98
1,000 or more*	3.48

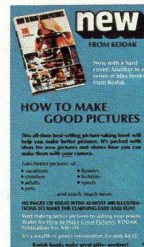
\*These quantity orders cannot be filled from your region; they must be sent to Director, Consumer Markets Publications, Department 842, Eastman Kodak Company, Rochester, New York 14650.

## FREE STUFFERS TO HELP PROMOTE BOOKS

- stuffers draw attention to and help sell books
- with imprinting, stuffers advertise your store
- with or without imprinting
- \$1.00 for imprinting; minimum quantity 50
- stuffers FREE in reasonable quantities



1. A3-268  
To help sell  
The Here's How  
Book of Photography



2. A3-19  
To help sell  
How to Make  
Good Pictures

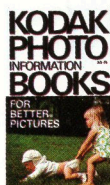


3. A3-20  
To help sell  
Home Movies  
Made Easy

## ITEMS TO HELP PROMOTE BOOK SALES

### 4. A3-75 KODAK Photo Information Book List

- a great sales-builder for your KODAK Photo Information Books
- describes a complete list of Kodak books for the amateur and advanced amateur photographer
- colorfully illustrated, an impressive giveaway for customers
- \$1.00 for dealer imprinting; minimum quantity 50
- FREE in reasonable quantities



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### 5. L-5 Index to Kodak Information

- 38-page booklet listing more than 780 Kodak books, pamphlets, and guides on all phases of photography
- invaluable guide for all advanced amateur, professional, and scientific photographers
- gain customer goodwill by giving this valuable Index away
- run a promotion and offer the Index free with a quantity purchase
- the Index will generate more book business for you because it will alert customers to the many books available through your store
- 1 to 99 copies, 5¢ each; 100 or more copies, 4¢ each
- \$1.00 for dealer imprinted labels regardless of quantity; minimum quantity 100

### 6. A9-399 KODAK Books Make Great Gifts Anytime Streamer

- 10" x 30"
- put this colorful, attractive streamer in your window, on your wall or pillar
- FREE in reasonable quantities

Prices subject to change without notice.

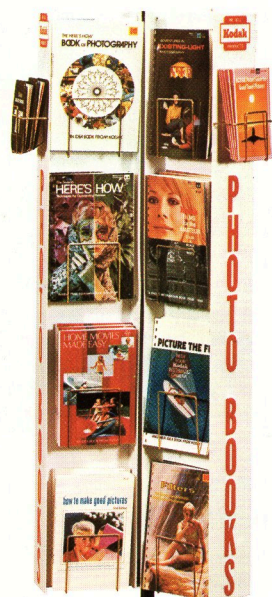
## KODAK Customer Service Pamphlets

The gift that keeps on giving . . . and helps to create more film, photofinishing, and equipment business for you!

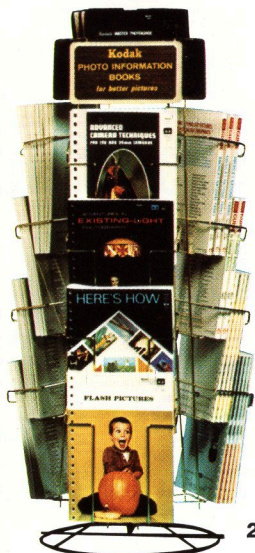
KODAK Customer Service Pamphlets provide answers to almost all the picture-taking questions your customers ask you. These publications let you spend your time selling—they do the teaching for you. You'll see people you've given Kodak Customer Service Pamphlets to back in your store again and again to buy film, photofinishing, and more advanced photo equipment. These publications help people take better pictures, and people who take good pictures take more pictures.

Use the order form tucked into this catalog to order KODAK Customer Service Pamphlets.

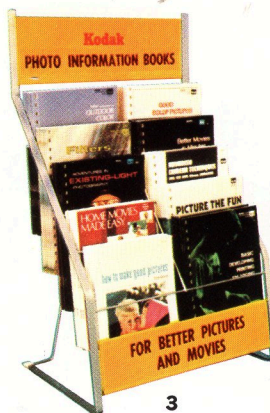




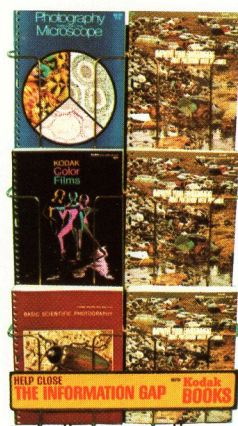
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#### 1. A6-320 KODAK Revolving Book Display\*

- new, attractive plastic design shows off book covers for eye-catching appeal
- 24 holders display approximately 120 5 3/4" x 8 1/2" books
- 3 holders display fast-moving pocket-size KODAK Master Photoguide and KODAK Guide to Good Travel Pictures
- revolving display stands 5 feet high and occupies less than 2 feet of floor space
- \$30.00—CAT. No. 105 8155

#### 2. A6-271 KODAK Counter Book Merchandiser\*

- 12 pockets hold approximately 60 5 3/4" x 8 1/2" books
- pockets behind nameplates hold copies of KODAK Master Photoguide
- attractively styled in brass with wood-grain nameplates
- 28" high, 14" in diameter
- \$10.00—CAT. No. 141 2501

#### 3. A6-716 KODAK Counter/Wall Book Merchandiser\*

- can be attached to wall or placed on counter
- 10 pockets hold approximately 50 5 3/4" x 8 1/2" books
- compact styling occupying counter area only 9 1/2" deep, 13" wide, and 22" high
- \$6.00—CAT. No. 148 7354

#### 4. A8-327 Plastic Literature Holders\*

- hold approximately 12 KODAK Photo Information Books
- free-standing holders are 2 1/2" x 6"—small enough to display books on counter near photo equipment or cash register to promote additional sales
- transparent plastic design reveals colorful book covers
- \$2.50 for package of 3 holders—CAT. No. 108 1983

#### 5. A6-885 KODAK Wall Rack for 8 1/2" x 11" Books\*

- six pockets hold approximately 60 8 1/2" x 11" books
- attractive brass-plated wire rack with color nameplate
- clear plastic book protectors
- hangs neatly alongside KODAK Six-Pocket Book Display Racks (No. 625)
- contains "S" hooks for easy attachment to bottom of another rack
- 33" high, 18" wide
- \$5.00—CAT. No. 103 5633

#### 6. No. 625 KODAK Six-Pocket Book Display Rack\*

- 6 pockets hold approximately 30 5 3/4" x 8 1/2" books
- attractive brass styling with wood-grain nameplate and extra pressure-sensitive labels for KODAK Customer Service Pamphlets or Here's How books
- 32" high, 6" wide
- \$3.00—CAT. No. 148 3841

#### 7. A6-888 KODAK 6-Pak Bookrack\*

- 6 pockets hold approximately 30 5 3/4" x 8 1/2" books
- attractive plastic rack occupies counter area only 16" deep x 14" wide in upright position
- can be adjusted to 3 different upright positions or placed flat on counter
- \$6.00—CAT. No. 103 5468

#### 8. A6-886 Mobile for KODAK Revolving Book Display\*

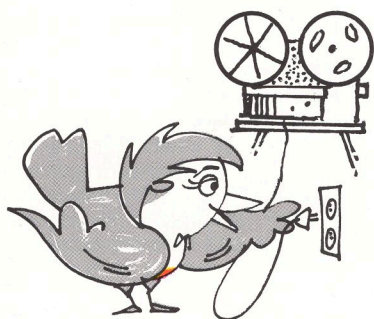
- fits onto the top of the KODAK Revolving Book Merchandisers, A6-187 and A6-320
- 5 3/4" x 8 1/2" panels turn and bob freely for eye-catching impact
- total unit stands approximately 20" high
- \$5.00—CAT. No. 103 5658

\*Available from Regional Marketing and Distribution Centers only.

Available from Advertising Distribution—Dept. 454.

Prices subject to change without notice.



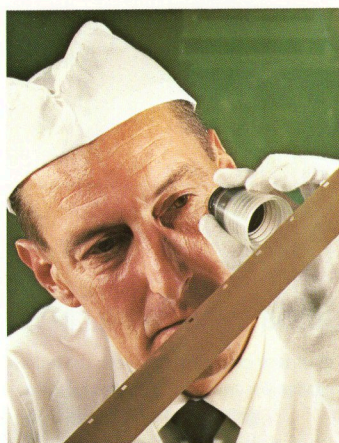


# Use Kodak audiovisual programs as traffic builders

Kodak makes available to you a wide selection of exciting slide and movie programs that promote travel, hobbies and, of course, picture-taking. And all these programs are **free** for you to borrow.

Attract new customers to your store by showing these programs to local community groups. Or, just set up a projector and run them in your window. They're great ways to pick up **extra sales** this season.

for  
the photo  
hobbyist



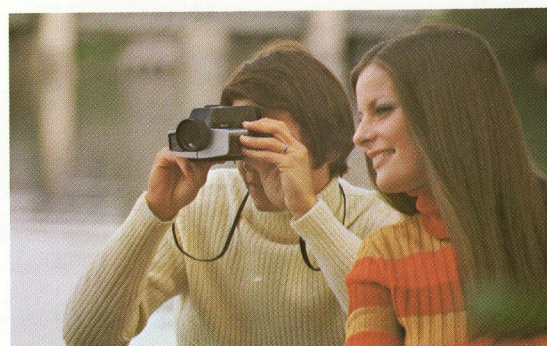
## THE STORY BEHIND FILM (16mm movie—19 minutes)

A tour of the film manufacturing plant at Kodak Park. The movie shows the process of film manufacture from raw materials, chemical mixing, testing, packaging, and on to the photo counter. Close-ups show how silver, wood, and gelatin become film, and how film's many uses affect our lives.

NEW

## BASIC MOVIE-MAKING (16mm movie—19 minutes)

An easy-to-understand film that shows how to make good home movies. Directed toward young and young-at-heart amateur movie-makers, the film explains by comparison the proper ways of zooming, when and when not to pan, and the value of camera steadiness. In simple, nontechnical language, the beginner learns how to visually tell a story and happily improve the quality of his movies.



## BEHIND YOUR SNAPSHOT (16mm movie—12 minutes)

The word "Kodak" on the back of snapshots represents the many technical skills that go into the manufacturing of Kodak photographic papers. This film shows how photographic paper is made—beginning with trees and proceeding through wood pulp, paper and emulsion making, coating, testing, and final packaging.





# for the traveler

## LEGACY FILM SERIES

Four new 16mm films on our nation's outstanding national parks now join our selection of programs for loan. In each of these 30-minute color movies, the glittering jewels that are these parks shine through to show them as a special "Legacy" to the people of the United States.

Borrow one or more of these beautiful films soon and learn a little more about "these gifts from nature and the past that belong to all of us."

Here are the "Legacy" films available:

- ACADIA NATIONAL PARK (Maine)
- YELLOWSTONE NATIONAL PARK (Wyoming)
- OLYMPIC NATIONAL PARK (Washington)
- ARCHES NATIONAL PARK (Utah)

NEW



NEW

## HOLLAND . . . A GARDEN OF PICTURES

(Slides and tape—30 minutes)

This is a story about photographing flowers and about how your customers can improve their garden pictures wherever they live or travel. The story's location is Holland and features spectacular Dutch floral customs, marketplaces, parades, and bulb fields. Filled with photo tips, it's ideal picture-taking motivation for travelers and for garden club members.

## BETTER TRAVEL PICTURES

(Slides and tape—32 minutes)

Teach your customers how to produce exciting-to-see travelogues by showing them helpful hints for better travel pictures. Covering famous picture-taking areas in New England, Virginia, Wyoming, California, and Colorado, it's just right for anyone who is planning a vacation trip.

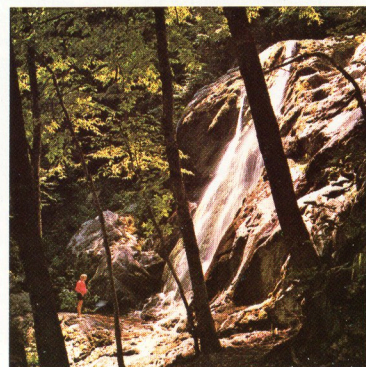


## FUN & PICTURES IN THE SOUTHERN HIGHLANDS

(16mm movie—24 minutes)

A photo tour of the southern Appalachian chain, one of the most popular regions for vacation auto-touring in the country. Some of the film's highlights include Tennessee's Lookout Mountain, a reconstructed Indian village and the town of Old Salem in North Carolina, and Virginia's Luray Caverns. It's an enjoyable film depicting these enchanting hills—a paradise for your customers and their cameras.

NEW



INFORMATIONAL  
PROMOTIONS

## Plan Your Programs NOW!

To be sure you receive your program on the date you prefer, order 4 to 6 weeks in advance. These programs are as close to you as your nearest mailbox, at **no charge**, except for return postage and insurance.

Available from Audio-Visual Library Distribution, Dept. 390

## New Catalog

Kodak offers more than 60 Customer Service programs consisting of either slides, movies, or print sets described in the new free catalog, AT-1 YOUR PROGRAMS FROM KODAK.

Order this catalog from Dept. 841





# The Kodak Name Droppers

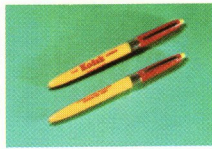
NAME DROPPING FOR FUN AND PROFIT



**EK2 Money Clip  
Knife**



**EK3 Pen Marker**



**EK4 Pen With  
Metal Refill**



**EK5 Wooden Pencil**



**EK1 Slim Lighter**



**EK6 Litterbag and  
Safety Flag**



**EK7 Label-ette**



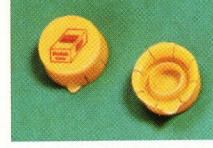
**EK8 Key Tag**



**EK9, 36" Snap Rule**



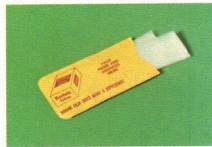
**EK10 Pocket  
Protector**



**EK11 Bottle Caps**



**EK12 Thermometer**



**EK13 Rain Bonnet**



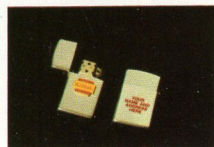
**EK14 Change Purse**



**EK15 Coffee Mug**



**EK16, 7" Balloon**



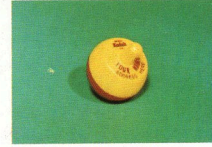
**EK17 Slim Chrome  
Lighter**



**EK18 Sewing Kit/  
Memo Key Holder**



**EK19 Key Chain Light**



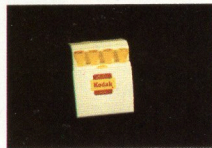
**EK20 Reverse Top**



**EK21 Ashtray**



**EK22 Spalding  
Golf Balls**



**EK23 Golf Tee Pack**



**EK24 Calendar Pen**



**EK25 Auto Tissue  
Dispenser**



**EK26 Watchband  
Calendar/Key Fob**

There's probably not a customer in the world who will turn down a free gift. That's why giveaways work where other advertising methods sometimes fail. So why not take this chance to drop your name in every customer's household? They'll love you for it!

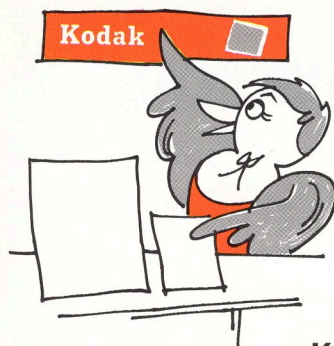
Continuous use of inexpensive giveaways builds goodwill for your store, boosts traffic, and can increase your sales.

And don't forget the role giveaways should play in your special promotions, grand openings, and anniversaries. Who can resist a sale that's advertised with bright balloons? Higher-quality giveaways can be offered as incentives for buying a sale item, or as special gifts for your customers and friends.

**These items NOT available from Kodak.** For more details and ordering information on the NAME DROPPERS, write to Dept. 454 for brochure A3-971.

All "Name Droppers" will be made up with Eastman Kodak Company identification plus your name and address imprint copy. Requests for advertising message imprint copy will not be honored.





# Every time a customer sees or hears your ad he has to think of you!

## KODAK NATIONAL AND LOCAL ADVERTISING

### NATIONALLY . . . 1973 consumer theme swings into action

Kodak's advertising will continue to work hard for you in 1973, with a host of network and spot TV messages . . . local and national radio commercials . . . ads in mass magazines such as **Reader's Digest** and **TV Guide** plus selective publications such as **Sports Illustrated** and **National Geographic** . . . Newspaper ads in the top 50 markets . . . Outdoor 30-sheet posters in Southern California, San Francisco/Oakland, Boston, Detroit, and Florida plus transit posters in New York, Chicago, Philadelphia, and Washington. Kodak commercials will appear in a series of major TV programs including, **Mary Tyler**

**Moore, Doris Day, Ironside, The Waltons, Carol Burnett, The Wonderful World of Color**, and several top rated movies.

All Kodak lines—still and movie cameras and projectors, film and general picture-taking—will be featured. Themes for each major product category will be used to communicate each product's individual benefits.

Remember: The most effective way to make our national advertising sell for you is to repeat the Kodak theme and product benefits in your own local ads.



### LOCALLY . . . a complete supply of dealer advertising aids

#### NEWSPAPER

Increase your advertising . . . increase your business.

A complete catalog and assortment of ad building materials to meet your local needs.

A handy catalog/guide to all the newspaper advertising materials you will need to run complete ads. Featured are product illustrations and ads, product promotions, seasonal promotions, picture-taking and service oriented materials identifying your store as a place to buy Kodak products.

This catalog/guide available free on request along with the complete assortment of ad-building materials listed above from **Eastman Kodak Company, Department MX, 343 State Street, Rochester, New York 14650**.

Be sure to indicate your need for repros, ad mats, or glossies.

A seasonal reminder to your customers . . .

#### • Spring/Summer Small Space Ad Assortment

Handy and economical to use a "drop-in" ad anywhere throughout the paper. Ads feature complete headline, product illustration, and short body copy; you simply add your name and address. These small space ads serve as a constant reminder to your customers to shop at your store for all their photographic needs.

#### RADIO

Reach your customers through a sound medium.

Kodak has two exciting "Hot Spot" radio packages designed to help you sell your store . . . using the fastest growing advertising medium today—radio.

#### • A3-236 Spring/Summer Radio Tape Program

A complete package program of professional commercial spots produced with top-flight talent and musicians. Commercials are 30 and 60 seconds in length and feature your store's personalized message for one-half the total time. Make sure your

message is heard this year—order the Radio Hot Spots from Kodak.

#### • A3-235 Spring/Summer Live Script Program

Approximately 25 prepared scripts for you to fill in your own store name and location. Or have your local D.J. write your own commercial based on the ideas included in these scripts. These scripts cover popular equipment, films, finishing, and the many other services customers find in your store. This program can be one of your most valuable merchandising tools.

#### • A3-235B PA In-Store Announcements

Adaptation of our "live" Radio Script Program specifically designed for public address announcements—ask your Kodak Sales Representative for this assortment.

#### TELEVISION

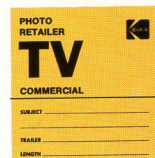
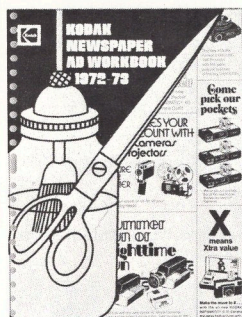
Advertise the ease of picture-taking by showing it!

#### • TV-73 Spring/Summer TV Spot Program

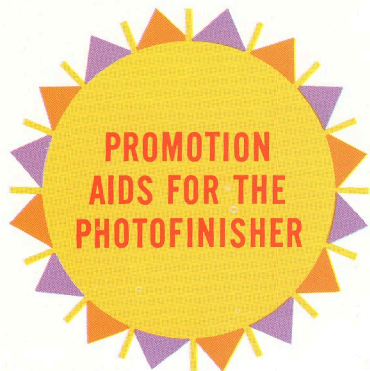
(Available June 1, 1973)

Almost daily, Kodak is advertising its products on national TV and you can use these same national commercials adapted for local television in your market to represent your store. Two different commercials, both 30 and 60 second, feature integral trailers with a dramatic musical background for your own local messages. Try showing your customers what you have to offer—and make your messages personalized. Tell your customers how easy it is to take pictures and then show them—demonstrate your products. See your local TV station for their latest spot package buy information—and move ahead of the competition with TV advertising for your store today.

For further information on both the radio and TV packages, watch for our information folder for this season's broadcast advertising material.



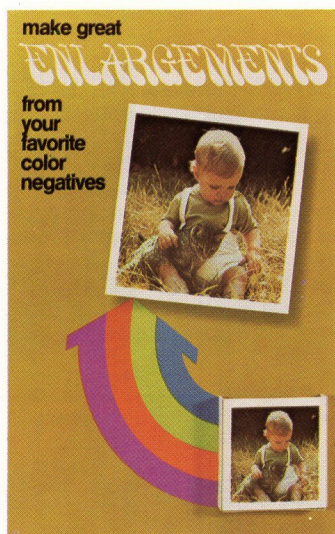




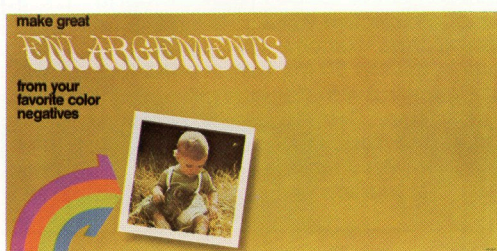
# Big Pictures are Big Business!

ENLARGE YOUR SALES PICTURE  
BY PROMOTING COLOR

## Enlargements in 1973



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1. **A4-997 Great Enlargements Counter Card**
  - 12" x 18" full-color display
  - has easel back and pocket for stuffers
  - 30¢ each in quantity
2. **A9-402 Great Color Enlargement Imprint Streamer**
  - 18" x 36" full color
  - space for imprinting your special offer and firm name
  - minimum imprint quantity is 50
  - 25¢ each with or without imprint
3. **A3-1017 Color Enlargement Coupon Card**
  - 7 3/8" x 3 3/4" full color
  - printed on card stock; perforated coupon
  - minimum order 1,000
  - \$3.50 per 1,000 with or without imprint
4. **A3-1016 Color Enlargement Stuffer**
  - 3 1/2" x 3 1/2" on glossy card stock
  - resembles actual square color print
  - your enlargement offer and/or name imprinted on back
  - minimum order 1,000
  - \$2.50 per 1,000 with or without imprint
5. **J-727 Enlargement Double-Pocket Delivery Envelope**
  - 6 5/8" x 4 1/4"
  - envelope has perforated ordering coupon on oversized flap
  - space provided under flap for imprinting
  - minimum order 1,000—prepaid
  - available with or without imprint
  - add \$2.00 per 1,000 to prices below for imprinting

1,000 to 24,000	\$7.25
25,000 to 49,000	\$7.00
50,000 to 99,000	\$6.75
100,000 to 499,000	\$6.50
500,000 and over	\$6.25
6. **A7-472 Enlargement Sticker**
  - 1 3/8" x 2 1/2" size; two colors
  - pressure-sensitive adhesive
  - comes in disposable cardboard dispenser in rolls of 500 stickers
  - \$1.25 per roll of 500

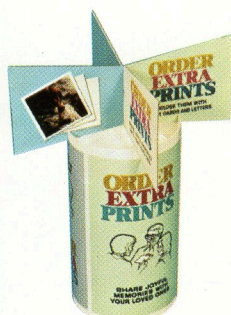
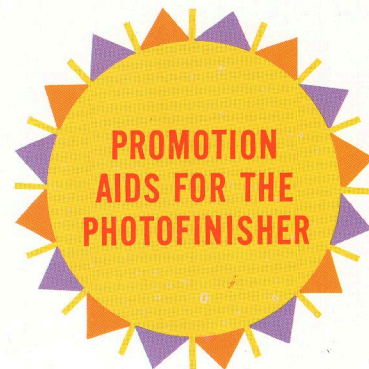
Prices subject to change without notice.



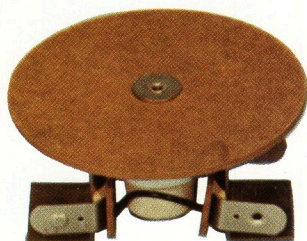
# Extra Profits from Extra Prints

Promote sending prints with every card or letter.

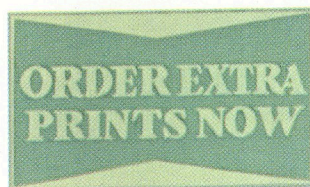
Persuade customers to share picture memories.



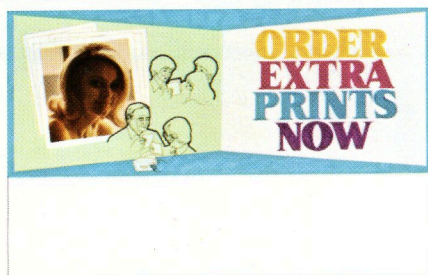
1



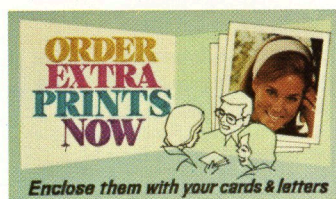
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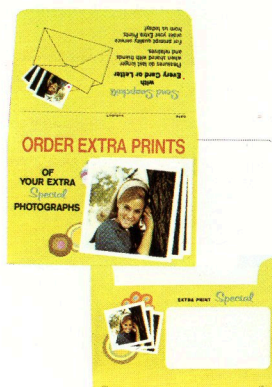
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## 1. A4-34 "Extra Prints" Dimensional Display

- 12" wide x 15½" high, full color
- use as counter card or as an attention-getting motion display with motor (A4-35U)
- 30¢ each (display only)

## 2. A4-35U Turntable Display Motor

- 6" turntable platform holds A4-34 display
- may be used for future display programs
- uses 2 standard "D" cell batteries (not supplied)
- \$3.00 each (motor only)

## 3. A7-493 "Extra Prints" Sticker

- 2½" x 1⅜" —blue and white
- pressure-sensitive adhesive on back
- packed 500 in a disposable cardboard dispenser—Minimum order one roll
- \$1.25 per roll of 500

## 4. A9-403 "Extra Prints" Giant Imprint Streamer

- 29" x 23", full color
- minimum imprinted quantity 50
- available with or without offer and one-line firm name imprint
- 25¢ each

## 5. A3-953 "Extra Prints" Stuffer

- 3½" x 6", full color
- space for special offer imprint
- minimum order quantity 1,000
- \$3.50 per 1,000 with or without imprint

## 6. J-725 "Extra Prints" Promotion Double-Pocket Envelope

- larger size—6¾" x 4¾"
- full color—with or without imprinting
- minimum order 1,000—prepaid
- space provided under flap for imprinting firm name and/or special offer

• add \$2.00 per 1,000 to prices below for imprinting	
1,000 to 24,000	\$7.60
25,000 to 49,000	\$7.40
50,000 to 99,000	\$7.20
100,000 to 499,000	\$6.90
500,000 and over	\$6.50

## 7. PF6-1 Billboard Enlargement Photo-Greeting Poster (description with item 8)

- 8. A6-889 Billboard Photo-Greeting Poster
- standard 30-sheet size, four colors
- quantity—1-4 posters—\$10.00 each
- add \$5.00 for each imprint
- 5 or more posters—\$10.00 each (imprint included in multiples of 5 or more for same imprint)
- add \$7.50 if logo desired; enclose sample

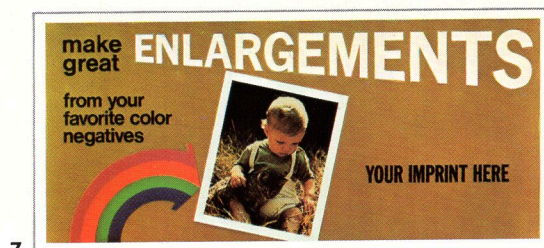
Posters are available from Advertising Distribution—Dept. 454. Contact your local poster company for space in your marketing area.

Prices subject to change without notice.

# Put your Firm Name up in Lights

New KODAK 30-sheet Billboard Posters help you promote your services for:

## Enlargements and Photo-Greetings

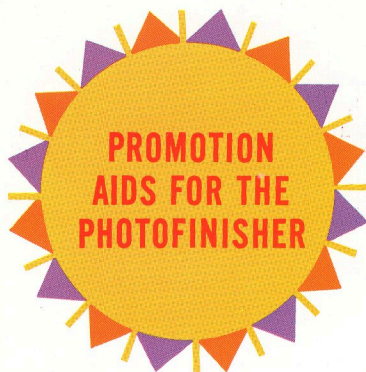


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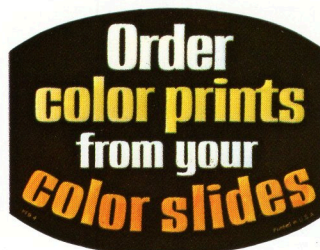


# Prints-from-Slides— an untapped market!

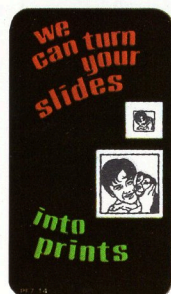
Sell and Tell Customers . . . for increased sales.



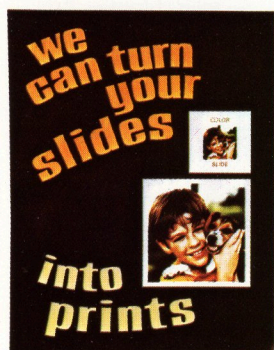
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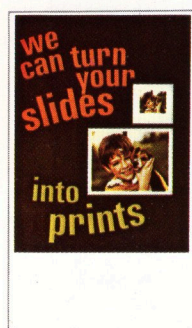
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3



4



5



6



7

1. **PF8-4 Prints-from-Slides Decal**
  - 5" x 6", full color
  - has message on both sides
  - pressure-sensitive backing
  - 15¢ each
2. **PF4-3 Prints-from-Slides Cylindrical Display**
  - 14" high, full color
  - use as counter card or mobile
  - converts to motion display with turntable motor A4-35U (extra)
  - Display only—25¢ each

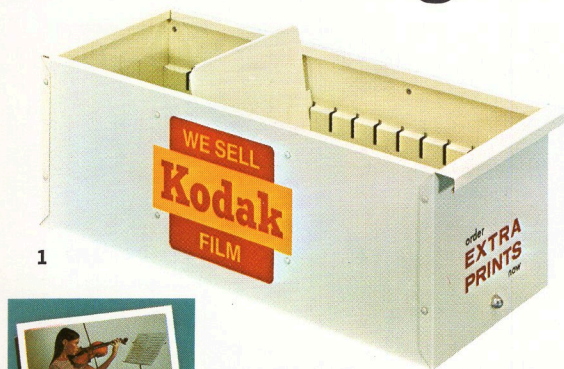
**A4-35U Turntable Display Motor**  
(illustrated as Item 2 under "Extra Prints")

  - battery operated (not supplied)
  - Motor—\$3.00 each
3. **PF7-14 Prints-from-Slides Sticker**
  - 1½" x 2½", 3-color
  - pressure-sensitive adhesive
  - comes in disposable cardboard dispenser in rolls of 500 stickers
  - \$1.25 per roll of 500
4. **PF9-6 Prints-from-Slides Imprint Streamer**
  - 28" x 11½", full color
  - minimum imprinted quantity
  - available with or without offer and one-line firm name imprint
  - 25¢ each
5. **PF3-3 Prints-from-Slides Stuffer**
  - 3½" x 6", full color
  - space for special offer imprint
  - available with or without imprint
  - minimum order quantity 1,000
  - \$2.50 per 1,000
6. **PF3-4 Prints-from-Slides Slide Box Insert**
  - 3⅞" x 2"
  - fits in standard 2" x 2" slide boxes
  - space on back for imprint offer
  - minimum order quantity 1,000
  - available with or without imprint
  - \$1.50 per 1,000
7. **A3-949 Slides-from-Prints Stuffer**
  - promotes color slides made from color prints
  - 3½" x 3½"—minimum imprint quantity 1,000
  - with or without imprint on back
  - \$3.00 per 1,000

Prices subject to change without notice.



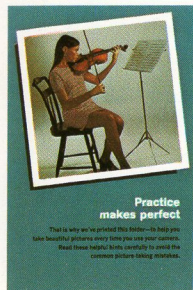
# Photofinishing Service Items



1



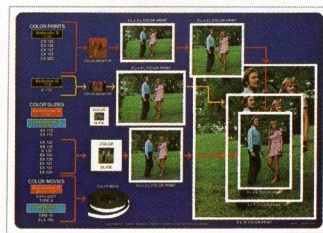
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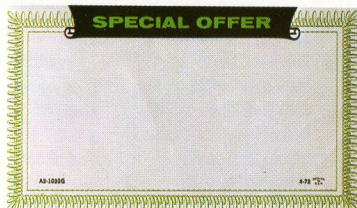
4



5

1. A6-40 Finishing Order File Box
  - 7" h x 6 1/2" w x 18" d
  - all-metal construction
  - slip-in envelope stop
  - \$5.50 each; quantity 6 or more, \$4.50 each (dividers not included)
  - A6-40A File Dividers (not illustrated)
    - durable plastic
    - \$1.50 set of 25
2. A6-845 Film and Finishing Decal
  - 9 1/4" diameter
  - pressure-sensitive adhesive
  - printed full-color both sides
  - for door or window use
  - 25¢ each
3. PF3-20 "Practice Makes Perfect" Hints Folder
  - full color, 4" x 6"
  - illustrates 9 common examples of picture-taking faults with helpful hints on how to correct them
  - minimum order 1,000; with or without imprint @ \$3.00 per 1,000
4. PF7-17 Customer Reminder Postal Card
  - reminds customers their orders are ready
  - minimum order 500; 50¢ per 100 without imprint; 75¢ per 100 with imprint
5. A8-341 Photofinisher Retailer Counter Mat
  - 20 1/2" x 14 1/2"
  - latex-foam backing
  - \$1.00 each; 75¢ each in quantities of 50 or more

Special Offer Stuffer



6



7

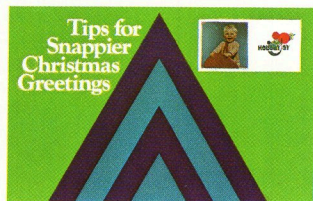
New all-purpose stuffers for special-offer promotions

6. A3-1033G Universal Coupon Stuffer
  - 3 1/2" x 6", green
  - available with imprinting only
  - minimum order 1,000 @ \$3.00 per 1,000
7. A3-1033R Universal Coupon Stuffer
  - 3 1/2" x 6", red
  - available with imprinting only
  - minimum order 1,000 @ \$3.00 per 1,000

## Early Photo-Greeting Promotion Pays Dividends



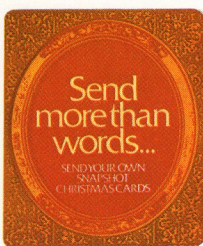
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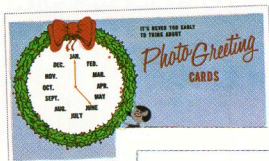
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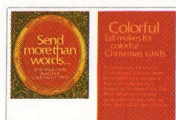
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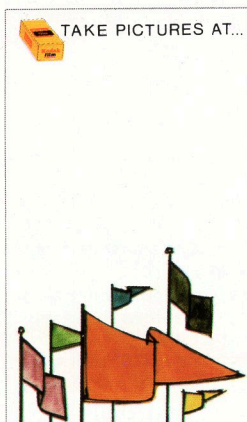
14

8. PF3-5 Photo-Greeting Special Offer Certificate
  - 6" x 3 1/2", full color
  - helps get orders in early
  - price includes special offer imprint
  - minimum quantity 1,000
  - \$3.50 per 1,000
9. PF3-15 Photo-Greeting Hints Folder
  - 6 1/2" x 4", full color, 4 pages
  - gives customers hints for using favorite photos for personal greeting cards
  - minimum quantity 1,000
  - price with or without 3-line name and address imprint—\$3.50 per 1,000
10. A3-214 Photo-Greeting "Sampling" Stuffer
  - 6" x 3 1/2", coupon style
  - price includes offer and imprint
  - \$3.50 per 1,000 (minimum quantity)
11. PF7-12 Photo-Greeting Sticker
  - 2 1/4" x 2 5/8", full color
  - suggests sending Photo-Greetings
  - comes in disposable cardboard dispenser
  - \$1.50 per roll of 500 stickers
12. A7-488 Greeting Card "Sampling" Envelope
  - 7 1/2" x 4", four color
  - designed for returning a sample Slim-Line Card
  - with or without imprinting
  - \$5.00 per 1,000 (minimum quantity)
13. PF7-8 Summer Sales Flap
  - 2 1/2" x 3 1/2" wraps around print
  - reminder to use summertime pictures for Christmas greetings—no imprinting
  - minimum order 1,000—\$2.00 per 1,000
14. PF7-9 Photo-Greeting Fall Sales Flap
  - same as above; for fall pictures
  - minimum order 1,000—\$2.00 per 1,000
15. PF7-11 General Greeting Sales Flap
  - 2" x 2"—fits slides boxes as well as general use to wrap around prints
  - no imprinting
  - minimum order 1,000—\$2.00 per 1,000

Prices subject to change without notice.



**NEW**



**Athletic Events**  
A3-924 Stuffer  
A9-374 Streamer

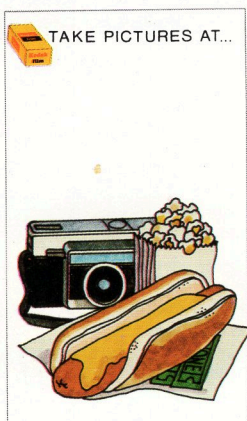


**Winter Events**  
A3-18 Stuffer  
A9-2 Streamer

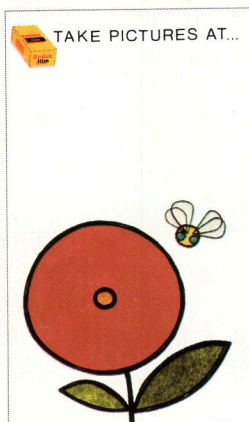


**A7-479 America's Junior Miss Promotion Kit**

If you want to become involved with a fast-growing and popular youth program, order this kit from **Advertising Distribution, Dept. 454.**



**Sports and General**  
A3-920 Stuffer  
A9-370 Streamer



**Flower and Garden**  
A3-921 Stuffer  
A9-371 Streamer



**Travel Events**  
A3-922 Stuffer  
A9-372 Streamer

**ASSOCIATE WITH THE LOCAL EVENTS . . .** going on in your market all year. Local events are profitable events—when dealers call attention to the picture-taking opportunities at these events. Find out what events are scheduled for your area, contact the people making preparations, and promote—early—by reminding everyone to “bring a camera” and plenty of Kodak film.

- Streamers are 14" x 22"
- Stuffers are approximately 3 1/4" x 5 1/2"

**To order these local event promotional materials—contact the Consumer Markets Sales Promotion office serving your area:**

**Eastern Region**  
1187 Ridge Road West  
Rochester, New York 14650  
Phone: 716-254-1300

**New York City Region**  
1133 Avenue of the Americas  
New York, New York 10036  
Phone: 212-262-6000

**Midwestern Region**  
1901 West 22nd Street  
Oak Brook, Illinois 60521  
Phone: 312-654-5300

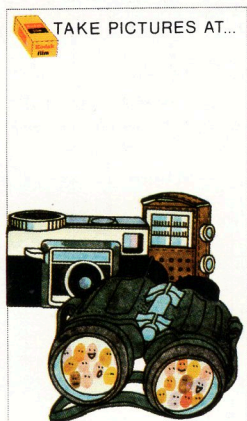
**Southwestern Region**  
6300 Cedar Springs Road  
Dallas, Texas 75235  
Phone: 214-351-3221

**Southeastern Region**  
1775 Commerce Dr., N.W.  
Atlanta, Georgia 30318  
Phone: 404-351-6510

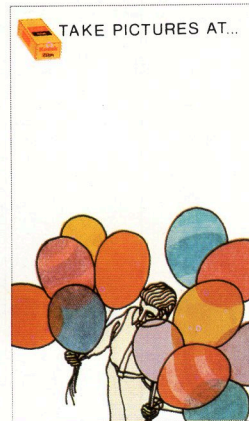
**Pacific Southern Region**  
12100 Rivera Road  
Whittier, California 90606  
Phone: 213-945-1255

**Pacific Northern Region**  
3250 Van Ness Avenue  
San Francisco, California 94119  
Phone: 415-776-6055

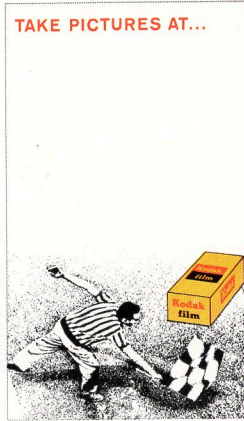
**Hawaiian Region**  
P.O. Box 17007  
Honolulu, Hawaii 96817  
Phone: 808-833-1661



**General Events**  
A3-923 Stuffer  
A9-373 Streamer



**Fairs and Festivals**  
A3-925 Stuffer  
A9-375 Streamer



**Auto Racing**  
A3-749 Stuffer  
A9-260 Streamer



# SPRING/SUMMER 1973 KODAK SALES PROMOTION ORDER BLANK

THIS FORM **ONLY** FOR REGIONAL MARKETING AND DISTRIBUTION CENTERS. Prices and descriptions of items offered are included in the Spring/Summer 1973 Sales Promotion Catalog (A2-9). Order early. Quantities on some items are limited.

Quantity	Code No.	Quantity	Code No.	Quantity	Code No.	Quantity	Code No.
	A6-124		A6-320		A7-240		A7-1028
	A6-125		A6-331		A7-319		A8-327
	A6-126		A6-333		A7-491		A10-83
	A6-134		A6-701		A7-505		A10-91
	A6-149		A6-716		A7-506		A10-107
	A6-190		A6-885		A7-962		A10-141
	A6-251		A6-886		A7-1006		J-786
	A6-271		A6-888		A7-1012		J-788
	A6-288		A7-232		A7-1013		No. 625
					A7-1025		AW-1H
					A7-1026E		AW-2H
					A7-1027		AE-100

## PLEASE PRINT

Firm Name.....

St. & No.....

City & State..... Zip.....

This form becomes an order when accepted by Eastman Kodak Company of Rochester, N. Y.; prices are subject to change without notice; we reserve the right to cancel any part or all. Charges will be billed in the regular way if credit has been established.

A7-380A

(Signature)

Please be sure to fill in the proper address on the other side of this card. Regional addresses appear inside the front cover on catalog contents page.

# SPRING/SUMMER 1973 KODAK SALES PROMOTION ORDER BLANK

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	A6-288		A7-232		A7-1013		No. 625
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PLACE  
STAMP  
HERE

**EASTMAN KODAK COMPANY**

REGIONAL MARKETING  
AND DISTRIBUTION CENTER

PLACE  
STAMP  
HERE

**EASTMAN KODAK COMPANY**

REGIONAL MARKETING  
AND DISTRIBUTION CENTER

PLACE  
STAMP  
HERE

**EASTMAN KODAK COMPANY**

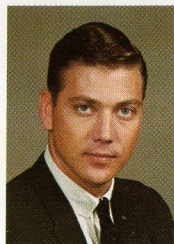
REGIONAL MARKETING  
AND DISTRIBUTION CENTER



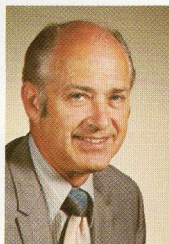
# Meet Your Kodak Consumer Markets Regional Sales Promotion Specialists

These gentlemen, knowledgeable in many areas including Retail Advertising and Sales Promotion, are ready and willing to assist you in your next major promotional event. Call them today!

(7) **PACIFIC NORTHERN REGION**  
3250 Van Ness Avenue  
San Francisco, California 94119  
415-776-6055

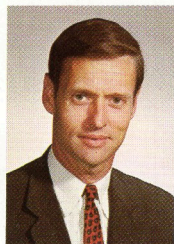


Larry Fiori

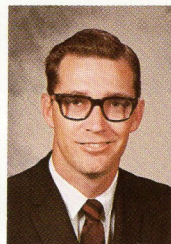


Paul Opp

(3) **MIDWESTERN REGION**  
1901 West 22nd Street  
Oak Brook, Illinois 60521  
312-654-5300

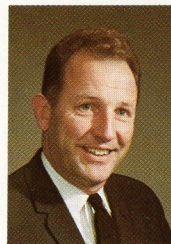


Ralph Keyes

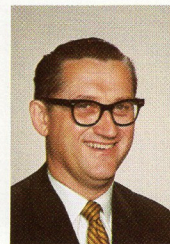


Fritz Herman

(1) **EASTERN REGION**  
1187 Ridge Road West  
Rochester, New York 14650  
716-254-1300



Dick Down

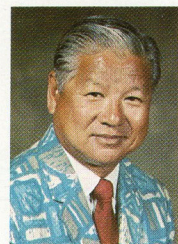


Bob Keegan

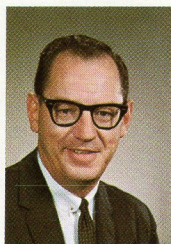
(2) **NEW YORK CITY REGION**  
1133 Ave. of the Americas  
New York, N.Y. 10036  
212-262-6000



Roger Vickery



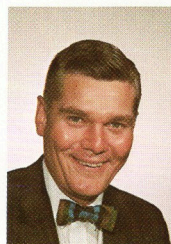
K. K. Tagawa



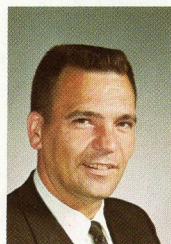
Jim Brobeck



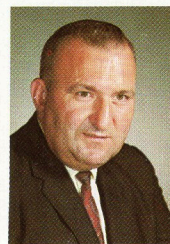
Mike Conley



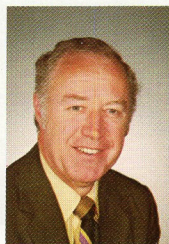
George Kaelber



Jack Wehrle



Joe Wojtczak



George Amos



# There's still time to make 1973 your feature year for benefits (profits)

WITH KODAK MARKETING EDUCATION CENTER  
PROGRAMS AND TRAINING MATERIALS

There will be a Kodak Training  
Seminar or Conference near YOU, no matter  
where you're located . . .

## REGIONAL ONE-DAY CONFERENCES

Designed particularly for the newer photographic salesperson, the popular one-day Regional Sales Training Conference can also serve as an excellent review for more experienced salesmen.

Emphasis is placed primarily on product and service knowledge and learning good photographic sales techniques. Product workshops are conducted on a "hands on" basis and conclude with actual picture-taking sessions.

It's easy to register with your Regional Sales Division or your Kodak Sales Representative, and there is no tuition fee.

### 1973 REGIONAL ONE-DAY CONFERENCES

**January**—Miami; Orlando; Atlanta

**February**—Dallas; Houston; San Antonio; Richmond; Philadelphia

**March**—Minneapolis; Milwaukee; Champaign-Urbana

**April**—Toronto; San Jose; Fresno; Sacramento

**May**—San Francisco; St. Louis; Kansas City; Montreal

**June**—Anaheim; San Diego; Honolulu; N. Hollywood; Tucson

**August**—Portland, Maine; Burlington, Vermont; Gary; Evanston; Oak Brook

**September**—Pittsburgh; Boston; Cleveland; Oklahoma City; Albuquerque

**October**—Denver; Salt Lake City; Vancouver; Columbus; Detroit

**November**—Syracuse; Springfield; Long Island; New Jersey; Rochester; Buffalo

The complete schedule of dates for the one-day Regional Sales Training Conferences is available from your Kodak Sales Representative or write:

Marketing Education Center  
Eastman Kodak Company  
343 State Street  
Rochester, New York 14650

## RETAIL SALES TRAINING SEMINARS

For the professional photographic salesman, the Retail Sales Training Seminar provides a unique opportunity to evaluate present sales methods while being introduced to the latest in product development. The curriculum covers the psychology of selling, demonstrations, teaching the customer to use the product, selling advanced equipment, and many other areas of photographic merchandising. The seminars are especially developed for owners, managers, and others who make careers of photographic salesmanship.

### 1973 RETAIL SALES TRAINING SEMINAR SCHEDULE

**April 9 thru 13**

Rochester, New York

**May 7 thru 11**

San Francisco, California

**June 25 thru 29**

Rochester, New York

**August 27 thru 31**

Rochester, New York

Ask your Kodak Sales Representative for additional information and exact dates and cities or write:

Marketing Education Center  
Eastman Kodak Company  
343 State Street  
Rochester, New York 14650

## SALES TRAINING AT YOUR COUNTER

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