

EASTMAN KODAK CO
ROCHESTER 4, N. Y.

NOW
is Picture
Time

... will be the feature
"5-Star" promotion for
the month of May, and
all of your material for that
month will tie in vigorously
with this special promotion.

(See inside for reproductions of

Insert and Display materials for May.)

There are other promotions for other months,
too, so be sure to get your order in for the
Second Period "5-Star" Program NOW!

To: Photo Finishers, U.S.A.

Subject: TIME TO ORDER "5-Star" PROMOTION MATERIALS
FOR THE SECOND PERIOD 1954—MAY 1 to SEPTEMBER 1



With one simple order you can be sure of adequate,
carefully planned and timed advertising material for your
delivery envelopes and for your dealer windows (two of the
big Stars of the program*) for the four picture-taking
months of May...June...July...August. And at Kodak's
below-cost prices, the "5-Star" is your best promotion buy
ever. Take a few minutes now to fill in one of the enclosed
order blanks--use the Yellow Blank if you wish to order in
Kit form and receive Bonus Items without extra charge; the
Blue Blank if you wish individual items! BUT ORDER NOW!

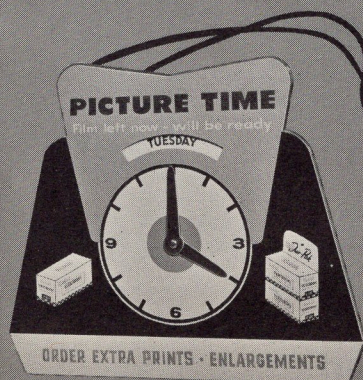
*ALWAYS REMEMBER THE 5 BIG STARS OF SUCCESSFUL
PHOTOFINISHING PROMOTIONS:

Envelope Inserts...Window and Store Display...Local Consumer
Advertising...Sales Training...Publicity and Education.

Yours very truly,

EASTMAN KODAK COMPANY
Advertising Department

Kodak
TRADE-MARK

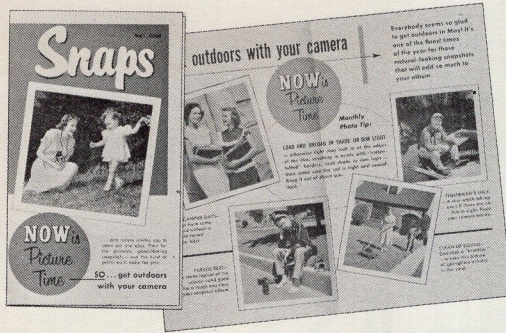


Bonus Item
for this Period

See Back Page for Full Details

Customer-Producing Insert Material

**FOR
May**



May Issue of Snaps
\$2.50 per M



Picture Time Sticker
No. A7-720
\$1 per M



Glassine Envelope
No. 952—\$1 per M

**All 3
Items
in Kit Form
for only
\$3.50 per M**

**FOR
June**



June Issue of Snaps—\$2.50 per M



Glassine Envelope
No. 952—\$1 per M

**Both
Items
in Kit Form
for only
\$2.75 per M**

**FOR
July**



Glassine Envelope
No. 952—\$1 per M



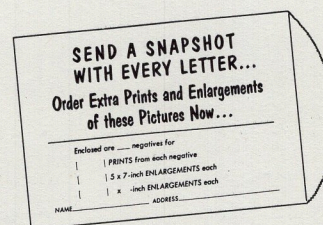
July Issue of Snaps—\$2.50 per M

**Both
Items
in Kit Form
for only
\$2.75 per M**

**FOR
August**



August Issue of Snaps—\$2.50 per M



Glassine Envelope
No. 952—\$1 per M

**Both
Items
in Kit Form
for only
\$2.75 per M**

**Be sure every envelope leaving your plant during
this Period contains the above INSERT Materials...**

and Hard-Hitting Display Material



Picture Time
Counter Card
No. A4-715
11x14—Price \$.15



Picture Time Streamer
No. A9-717—20x13
Price \$.03
(2 in each Kit)



Picture Time
Spot—5x6
No. A8-718
Price
2 for \$.05

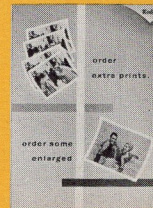
FOR June and July

Kodak Summer Girl
No. A6-702
Price \$.25



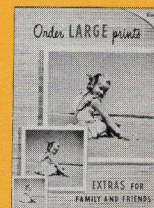
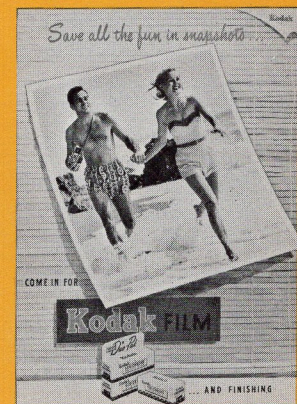
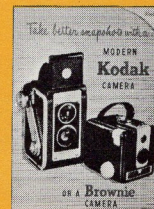
Take Along a Camera
Streamer No. A9-716
20x13—Price \$.03
(2 in each Kit for August)

FOR May and June



Kodak Early Summer Display
No. A6-698—Price \$.25

FOR July and August



Take Along a Camera
Streamer No. A9-716
20x13—Price \$.03
(2 in each Kit for July)

Kodak Midsummer Display
No. A6-704—Price \$.25

Kodak's regular below-cost price for all of the above Display Material is \$1.13. Yours in Kit Form for just 80 cents

Presenting your **BIG BONUS ITEM** for the Second Period

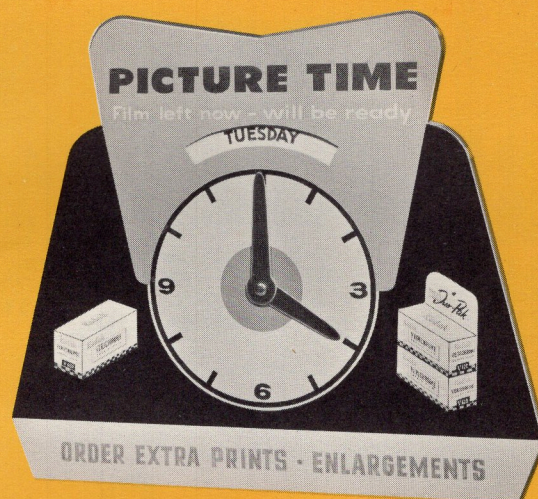
A New and Different

PRINT-RETURN INDICATOR No. A6-721

In response to many requests from the trade, Kodak is again offering a Print-Return Indicator as a "5-Star" Bonus Item. Completely new and attractively designed, this device is very durably constructed of wood.

It is promotional as well as functional—sells your finishing services, and at the same time tells customers when their films will be ready. Size: 13 x 11 inches. Has easel back.

You get one PRINT-RETURN INDICATOR without extra charge with every \$5 you invest in Second Period Insert and Display Kits (use Yellow Order Blank). If you prefer, you may specify No. A6-664 Photo Sales Maker Signs for your Bonus Items—on the basis of one Sign for each TWO Bonus Points.



No. A6-721 PRINT-RETURN INDICATOR is also available separately at \$2.00 each; in quantities of six or more, \$1.60 each.

As usual . . . you'll get a new Promotion Calendar to help you use your "5-STAR" materials properly . . .

KEEP A RECORD OF YOUR ORDER HERE

INSERT KITS ORDERED

..... For May For June
..... For July For August

DISPLAY KITS ORDERED

.....for Second Period

Individual DISPLAY Items

Quantity	Iden. No.	ITEM	Price (each)
	A6-698	Kodak Early Summer Display (\$1.10 extra if imprinted)	\$.25
	A9-717	Picture-Time Streamer	.03
	A8-718	Picture-Time Spot	2 for .05
	A4-715	Picture-Time Counter Card	.15
	A6-702	Kodak Summer Girl (\$1.10 extra if imprinted)	.25
	A9-716	Take Your Camera Streamer	.03
	A6-704	Kodak Mid-Summer Display (\$1.10 extra if imprinted)	.25
	A6-721	Print Return Indicator	2.00
		In quantities of 6 or more	1.60
	A6-664	Photo Sales Maker Sign	5.00
		In quantities of 6 or more	4.00

A5-719

Individual INSERT Items

Quantity	Iden. No.	ITEM	Price (per M)
	May	SNAPS	\$2.50
	June	SNAPS	2.50
	July	SNAPS	2.50
	Aug.	SNAPS	2.50
	A7-720	Picture Time Sticker	1.00
	915	Enlargement Wallet	2.55
	950	Enlargement Sales Flap	1.25
	951	Reprints and Enlargements Order Envelope	2.75
	952	Kodak Glassine Envelope (\$5 blanket charge extra for imprinting, if desired, in quantities of 20,000 or more)	1.00
	A3-556	Copy Negative Stuffer	1.75
	A3-9	Enlargement Stuffer	1.00

1-54 PRINTED IN U.S.A.