

KEYSTONE TRADE NEWS BULLETIN

FOR FRANCHISED DEALERS

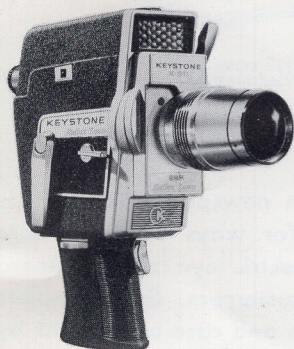
KEYSTONE CAMERA COMPANY, INC., Boston, Massachusetts

April 1, 1962

KEYSTONE'S SPRING SELLING PROGRAM GENERATES STORE TRAFFIC AND DEALER PROFIT!

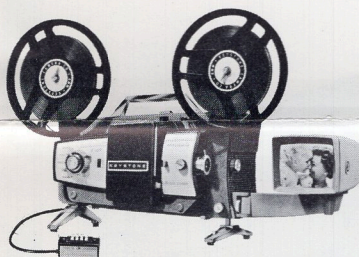
Two new zoom cameras, three new automatic projectors give you the broadest movie line ever . . . to reach every pocket.

NEW! K-811 REFLEX ZOOM CAMERA



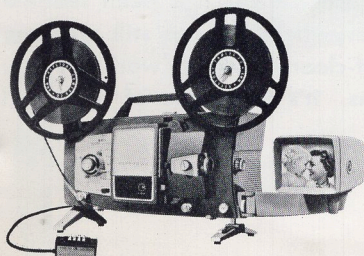
Here's a fine new "thru-the-lens" Reflex ZOOM camera loaded with advanced, professional features. Complete with pistol grip, it will stand out as a profit builder. Pair with the K-808, for the natural traffic-building, profit-building trade-up in your store.

"SHOW STOPPER"! NEW K-107R REMOTE CONTROL ZOOM PROJECTOR



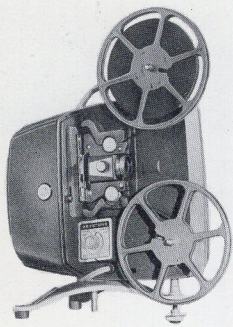
Named "Best of Show" in the 8mm movie division, the new K-107R is fully automatic from the first touch. Demonstrate this projector on your counter for a sure sale. There's magic in watching the film glide easily through the auto-thread and right up onto the reel; the room light goes off and the show starts — all automatically. The remote control lets you operate or demonstrate this remarkable unit ten feet away. Show over? Projector turns off, room light goes on . . . and another sale!

NEW! K-104R REMOTE CONTROL ZOOM PROJECTOR



Value packed from its f1.5 Zoom lens that fills a screen at 11 to 20 feet, to its ten foot remote control cord unit with run, still, reverse and off controls! Its many fine features, modern styling and promotional pricing will make it one of your best volume producers in 1962!

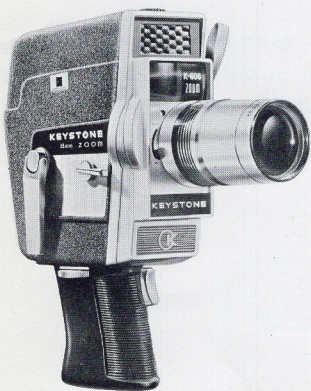
NEW! K-67 BUDGET PROJECTOR WITH REVERSE!



Priced right, the new K-67 projector featuring Keystone's six second automatic threading, reverse, still and speed control, should be the "sleeper" of the year. Here's the projector you can really sink your teeth into to draw the crowds into your store. Modern styling and light-weight handling enhance its value!

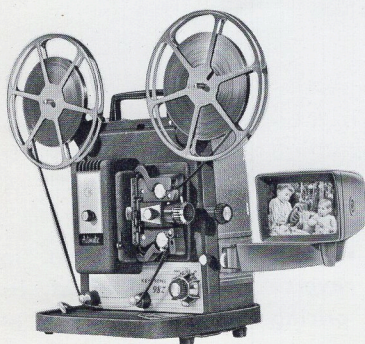
YOUR "WINTER BLITZ" SPECIALS HOTTER THAN EVER . . . CONTINUE AS YOUR LEADERS FOR THE SPRING SELLING SEASON!

K-808 ZOOM CAMERA DRAWS THE CROWDS IN!



Here's the handsome Zoom camera that's been featured in newspapers across the country this winter, by dealers who have been looking for ways to build store traffic! The K-808 with pistol grip — a fully automatic electric eye zoom camera has all of the features . . . and the price to attract your customers. Sold complete with grip and a case at \$119.95 by some, and with the grip and case as add-ons by others, this camera has helped to overcome the winter doldrums for many dealers. Now, it's off and running to make Spring the sellingest season ever!

K-98ZV AUTO-THREAD ZOOM PROJECTOR TURNS WINTER TO SPRING!

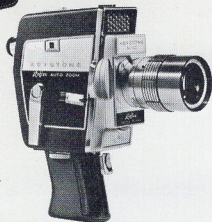


We proved that you could take the hottest selling projector and make it better! The Zoom lens K-98ZV, with Keystone's exclusive projecta-viewer has been teamed up with the K-808 Zoom Camera in dealers' ads everywhere. We're still working like crazy to keep up with the demand for this shelf-cleaner. Let it work for you to build traffic to your counter and to add extra profits. It's the value of the year!

**SPECIAL COMBINATION CAMERA AND CASE OFFER CONTINUES BY POPULAR DEMAND
BUY BEST-SELLING K-12H CAMERA & GRIP, GET \$14.95 CASE FOR \$8.95. SAVE \$6.00!**



THIS DELUXE CASE
ONLY \$8.95 NET
(Value \$24.95 list,
\$14.95 normal net)



WITH EVERY K-12H
ZOOM CAMERA

700 DELUXE CAMERA CASE

Luxurious in every detail! Genuine top grain jet-black cowhide, smart contrasting saddle stitching. Adjustable holster strap, deluxe chrome fittings. Generous size cradles K-12H camera with attached pistol grip for easy carrying, extra protection.

K-12H PUSHBUTTON POWER CONTROL REFLEX ZOOM CAMERA

The season's top seller, bound to win even greater sales during the Keystone Winter Blitz! Check these wanted features: fast f1.8 focusing zoom lens, 9-27mm range. Automatic electric eye, distance focusing ring, built-in "A" filter, 3-way trigger, manual and pushbutton zoom control, manual exposure control, f stop and dim light indicator. Sales appealing "Horizon" styling, steady shooting Pistol Grip.

CONTINUED! FREE PISTOL GRIP/CAMERA CASE OFFER

You asked us to continue this promotion. A sure-fire crowd gatherer, Keystone offers you two of its most popular Horizon Movie Camera Outfits, each for the net cost of the camera alone. On orders for 3 or more cameras you get a free Pistol Grip and free Camera Carrying Case for each camera. And you get a greater than 37% profit when you sell these outfits at the retail price of the camera alone!

**WHEN YOU BUY THESE HORIZON MOVIE CAMERAS:
YOU GET PISTOL GRIP AND CAMERA CASE FREE WITH EACH CAMERA**

K-8DG Deluxe Manual Zoom with f1.8 Focusing Lens, Automatic Electric Eye.

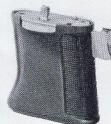
Suggested List	Net
\$149.95	\$93.90

K-6G Deluxe Electric Eye Turret with 3 f1.8 lenses, synchronized viewfinder framing.

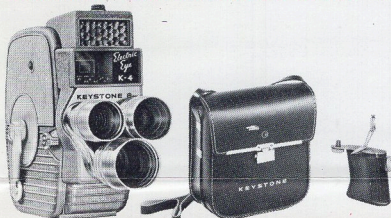
Suggested List	Net
\$119.95	\$75.90

PISTOL GRIP — for Keystone Horizon Cameras. Broad sure-squeeze trigger. (Value: net: \$2.75, list: \$6.95)

DELUXE 701 CAMERA CASE — Black with white saddle stitching. Heavy duty lock and hinges. (Value: net: \$8.00, list: \$14.95)

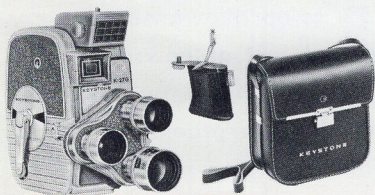


NEW! ELECTRIC EYE TURRET OUTFIT AT A MAGIC PRICE!



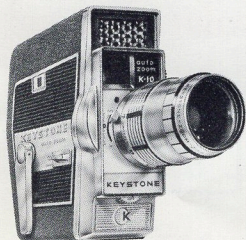
You don't have to be a magician to ring the cash register here! Keystone takes its famed K-4 fully automatic electric eye turret camera that sold in the tens of thousands — adds a brand new leather case and a pistol grip that operates the trigger — wraps it all up in a price package that's gotta move a mountain of merchandise. Sold in minimum lots of six, you get the K-4 Deluxe Turret Camera, the new 702 leather case and the pistol grip for \$55.00 per outfit. Here's an outfit that will really make your ads pull!

NEW! LOW, LOW, BUDGET TURRET OUTFIT!



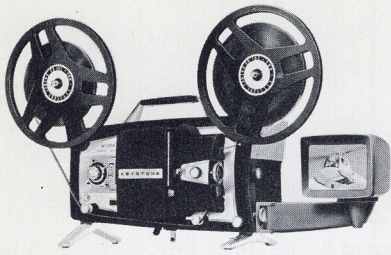
Need a really low priced complete outfit for one of your ads? Here's an outfit with a price that has to generate consumer excitement. You get the K-27X f1.8 3-lens turret with the X-11 Meter-with-a-memory, the new 702 Leather carrying case, and a sleek new pistol grip that works the trigger. The complete outfit, in minimum lots of 3 outfits has a net cost of \$43.40 each.

K-10 AUTO-ZOOM CAMERA SUPPLY SHRINKS!



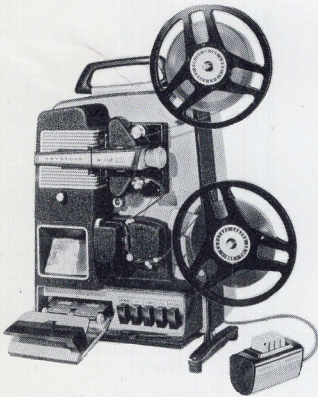
Keystone's first "Horizon series" model, the K-10 fully automatic electric eye, Power controlled Zoom Camera is now in limited supply. Since its introduction in early 1961, the K-10 has been a profit-builder for dealers. Inasmuch as we cannot commit to cover our dealers' needs beyond the current supply, we want every dealer to have the opportunity to stock his requirements for the Spring Selling Season. Therefore, Keystone is offering a special "Buy Now" promotion on the K-10 Zoom Camera. Special promotion and advertising allowances are included in this "Buy Now" promotion to give you the extra incentive to stock your full Spring needs now. Don't miss out, see your Keystone salesman . . . better still don't wait, call him!

KEYSTONE ADDS MORE FUEL TO THE K-106Z FIRE!



Publicly acclaimed at last year's MPDFA Convention as the newest and best-styled fully automatic zoom projector, the K-106Z with Keystone's exclusive projecta-viewer will also be a "hard-to-find" item for dealers come the warm weather. So, to make sure that every dealer can get his share, and to insure his receiving a full supply, Keystone has put together a "stock-up" promotion for the K-106Z with extra "stock-up" advertising allowances to encourage all dealers to get their orders in early. See or call your Keystone representative quickly.

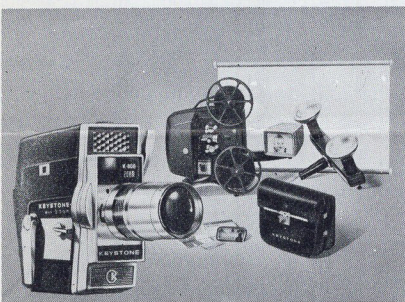
K-112Z AUTO-THREAD ZOOM LENS PROJECTOR WITH REMOTE CONTROL, BUILT-IN MOTORIZED ACTION EDITOR & SPLICER.



1st choice for customers who want the best. Versatile projector boasts every quality feature: f1.2 zoom lens. Pushbutton remote control: forward, still, reverse, off. Super Tru-flector lamp is brighter, yet cooler than 750 watt lamps. Illuminated alternate pushbutton control console. Rheostat speed control. 400' reel. Room light outlet.

Suggested List	Net
\$219.95	\$136.90

NEW! ZOOM MOVIE OUTFITS FOR EVERY POCKET!



CP-628 ZOOM ELECTRIC EYE HOME MOVIE OUTFIT — K-808 f1.8 Zoom Electric Eye camera, K-62 projector, case, 2 light bar, 2 lamps, #525 camera case, Mylar Quik-Splice Kit, Projecta-Viewer attachment, screen**.

Suggested List	Net
\$199.95	\$119.90

CP-276 TURRET-ZOOM HOME MOVIE OUTFIT — K-27X f1.8 camera with lock-on exposure meter, K-62Z Zoom projector, case, 2 light bar, 2 lamps, #525 camera case, Mylar Quik-Splice Kit.

\$129.95 \$ 85.90

CP-85 ALL-ZOOM ELECTRIC EYE HOME MOVIE OUTFIT — K-808 f1.8 Zoom Electric Eye camera, K-65Z Zoom projector, case, 2 light bar, 2 lamps, #525 camera case, Mylar Quik-Splice Kit, Projecta-Viewer attachment.

\$199.95 \$126.70

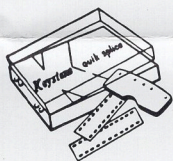
**Optional Extra

MAKE EXTRA PROFITS! OFFER COMPLETE PACKAGES USING YOUR CHOICE OF CAMERA, PROJECTOR AND THESE ACCESSORY PACKS!

Take advantage of the opportunity to sell your customers everything they'll need to take, edit, and show home movies by suggesting a Keystone Accessory Pack with every combination projector and camera sale. Buy a complete range of packs to offer as an "add-on" sale, or to promote as an incentive with the sale of Keystone camera and projector combinations.



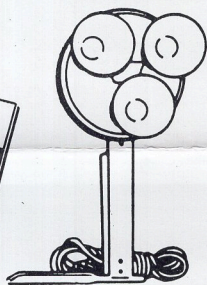
525 Camera Case — Top Grain Leather



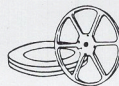
D-12 Splicer



Movie Scene Record Book



3-Socket Light Cluster, 3 DAN Lamps



Reel and Can

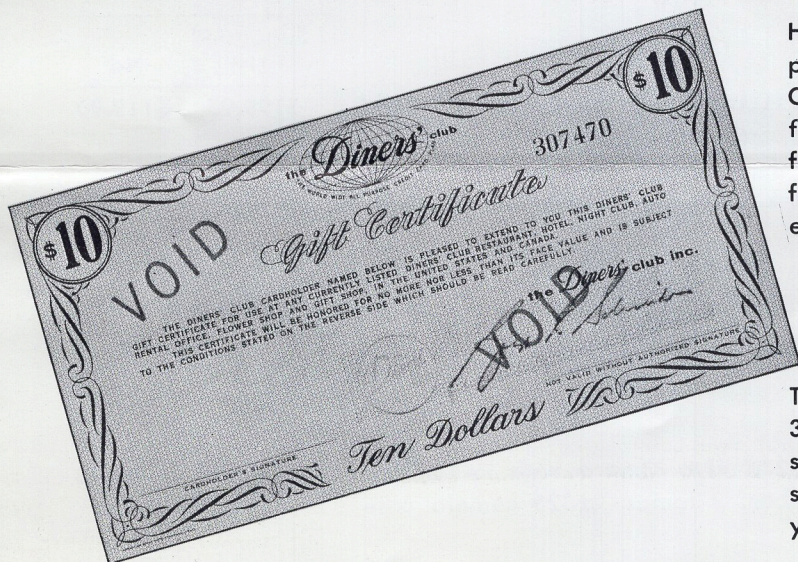
AC-10 ACCESSORY PACK: **\$12.65***
 #525 Camera Case,
 D-12 Splicer, Movie Scene
 Record Book, 3-lite Bar,
 3 lites, Reel and Can

AC-13 ACCESSORY PACK: **9.90***
 #525 Camera Case,
 D-12 Splicer,
 2 Lite Bar, 2 Lites

AC-333 ACCESSORY PACK: **1.80**
 Movie Scene Record Book,
 Cartoon, Reel and Can

*with any camera or projector purchase

DINERS' CLUB AND KEYSTONE JOIN FORCES TO GIVE YOU THE BEST "OFF-THE-SHELF" SELLING PROGRAM IN HISTORY!



Here's a new and exciting twist to most "off-the-shelf" programs. Keystone has arranged with the Diners' Club at thousands of restaurants, hotels, airlines, flower shops, candy shops and other fine retail stores for you and your retail sales personnel to enjoy the fruits of your efforts in selling Keystone movie cameras and projectors.

The program starts April 1st and continues thru July 31st, at the peak of the Spring-Summer selling season. Here's your opportunity to join forces with Keystone and the Diners' Club to reach the sales goals you've set for yourself!

Your Keystone salesman has the full details of this hard-hitting program. He's ready to sit down with you to design a custom-made program that fits your store and your merchandising needs.

KEYSTONE NATIONAL ADVERTISING PRESELLS YOUR PROSPECTS

Hard-hitting TV Spots in all of Keystone's Television markets will add fuel to the fires you are building with your local newspaper advertising. These one-minute commercials will be seen on prime time, during the peak viewing hours, and will be featured in top-rated programs. Millions of consumer impressions will be made, pinpointed to hit the prime buyers of movie equipment.

PARENTS' Magazine, the magazine devoted to the American family, with a circulation of over 1,875,000 families, will feature full page Keystone ads beginning with the Spring issues. This select audience of movie-minded mothers and fathers are your prime prospects.

"SUNDAY" Newspaper Supplements, with readership of over 14,000,000 will also be included at the peak of the "buying" season. Plan to tie in now to funnel this tremendous potential into your store.

PHOTOGRAPHIC FAN BOOKS: Keystone continues its campaign to reach the camera fan and the serious camera buyer. Hard-hitting, full page ad schedules continue in POPULAR PHOTOGRAPHY, MODERN PHOTOGRAPHY and BETTER MOVIE MAKING.

MERCHANDISING AND DISPLAY AIDS TO HELP YOU SELL

- Counter Display
- Window Displays
- Outfit Displays
- Reel Cards
- Camera Toppers
- Window Streamers
- Prepacked Movie Outfit Displays (for CP-621D, CP-623D, CP-624D, CP-628D)
- Spectacular Displays
- Retail Counter Catalog
- Consumer Full Line Booklets
- Consumer Movie Outfit Booklets
- Product Specification Sheets
- Product Mats
- Glossy Prints

GENEROUS CO-OP TO BRING 'EM IN

Keystone helps you all the way! You get a liberal 5% co-op allowance on everything you buy . . . Keystone pays up to 50% of the total cost of newspaper ads. Your Keystone salesman will tell you how you can qualify for 100% paid advertising. For dealers who prefer to spend their co-op allowance on promotion, display and PM's as well as advertising, Keystone has an alternate co-op program.

SEE YOUR KEYSTONE SALESMAN FOR DETAILS, AND ORDER NOW!

KEYSTONE

KEYSTONE CAMERA CO., INC., HALLET SQUARE, BOSTON, MASSACHUSETTS