

# COUNTER TIPS FROM KODAK

Tips on selling films, cameras,  
projectors, and photofinishing

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Benefits and features of the most  
popular Kodak products

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Tips on serving your  
customers better









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## TABLE OF CONTENTS

KODAK Films . . . . .	5
3 Steps to Selling . . . . .	6
How to Read a Film Carton . . . . .	9
Film for Color Prints . . . . .	10
Films for Black-and-White Prints . . . . .	13
Films for Color Slides . . . . .	14
Movie Films for Amateur Use . . . . .	16
KODAK INSTAMATIC® "X" Cameras . . . . .	17
KODAK CAROUSEL H Projectors . . . . .	20
KODAK INSTAMATIC Movie Cameras . . . . .	22
KODAK INSTAMATIC Movie Projectors . . . . .	24
Photofinishing Means Extra Sales . . . . .	26
How to Handle Photofinishing Orders . . . . .	28
What Happened to My Pictures? . . . . .	30

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## How to Use This Book to Increase Your Selling Power

1. Read through the entire book once. This will make you familiar with its contents.
2. Then, when customers have questions or when you are demonstrating equipment that you aren't thoroughly familiar with, refer to the appropriate pages with your customer.

For in-depth information and training, order the appropriate "Sales Training at Your Counter" booklet from Advertising Distribution, Department 454, Eastman Kodak Company, Rochester, New York 14650.

Iden No.		Net
ME-1	Basic Package . . . . .	\$1.00
	Includes:	
	The How and Why of Photography	
	KODAK Films	
	Popular KODAK INSTAMATIC Still Cameras	
ME-4	Advanced KODAK INSTAMATIC Still Cameras . . . . .	.50
ME-5	KODAK CAROUSEL H Projectors . . . . .	.50
ME-6	KODAK INSTAMATIC Movie Cameras . . . . .	.50
ME-7	KODAK INSTAMATIC Movie Projectors . . . . .	.50

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# KODAK FILMS

Film is a light-sensitive material that records an image. Just as there are different types of cameras, there are different types of film. When selling film, always make sure your customer gets the right film for his particular needs. Keep the following points in mind:

1. Ask your customer if he wants color slides, color prints, black-and-white prints, or color movies. Each roll of Kodak film is intended primarily to make **only one** of these four kinds of pictures.
2. Every camera uses film of a particular SIZE (indicated by a number—for example, 126, 127, 135, or 620). Make sure your customer gets the correct size of film for his camera.

Your knowledge of the basic elements of photography can be a helpful service to your customers. The following pages give you picture-taking tips and information on successful flash operation. Use this material to assist your customers.





STEP 1

# 3 EASY STEPS TO SELLING KODAK FILM

"Do you want color prints, black-and-white prints, color slides, or color movies?"

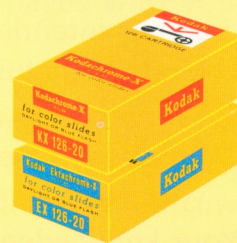
Each roll of Kodak film is intended **primarily** to produce **only one** of these four kinds of pictures. Each film carton tells you the kind of pictures that particular film makes. See the diagrams on page 9.

**KODACOLOR-X** Film is  
for COLOR PRINTS



**KODACHROME-X** and **KODAK EKTACHROME-X** Films  
are for COLOR SLIDES

Consult the charts on pages 14-15 for other Kodak films for color slides.



**KODAK VERICHROME** Pan Film  
is for BLACK-AND-WHITE PRINTS

Consult the charts on pages 12-13 for other Kodak films for black-and-white prints.

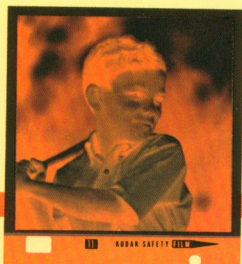


**KODACHROME II** Movie Film, Type A,  
is for super 8 COLOR MOVIES

**KODACHROME II** Movie Films, Daylight Type  
and Type A, are for 8mm COLOR MOVIES







Color Negative



Color Slide



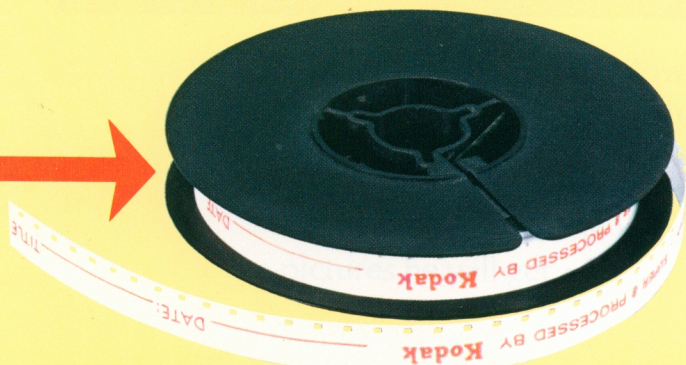
Color Print



Black-and-White Negative



Black-and-White Print



Color Movie



STEP 2

“What size film do you need?”

Kodak film comes in different sizes indicated by numbers, such as 126 (for KODAK INSTAMATIC Cameras), 135, 127, and 620. The **size** of film your customer needs depends upon the camera he is using. Film size is indicated on every film carton. See the diagrams on the opposite page.

STEP 3

“How many pictures would you like?”

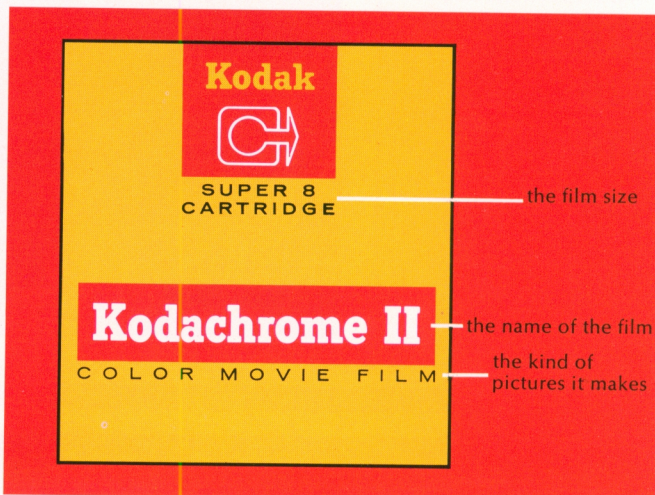
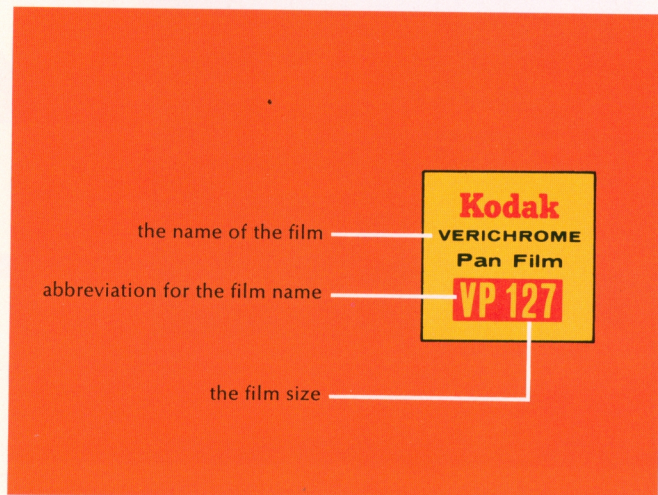
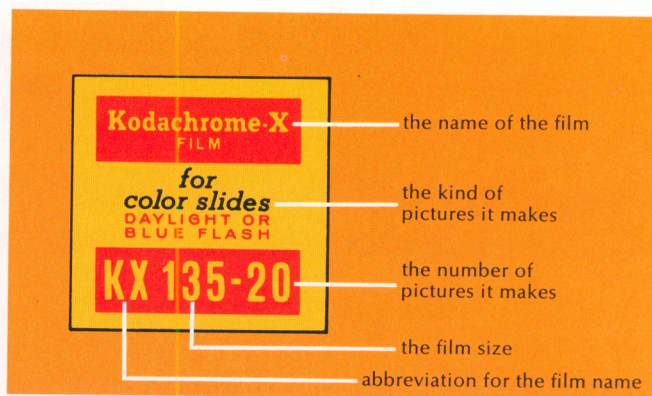
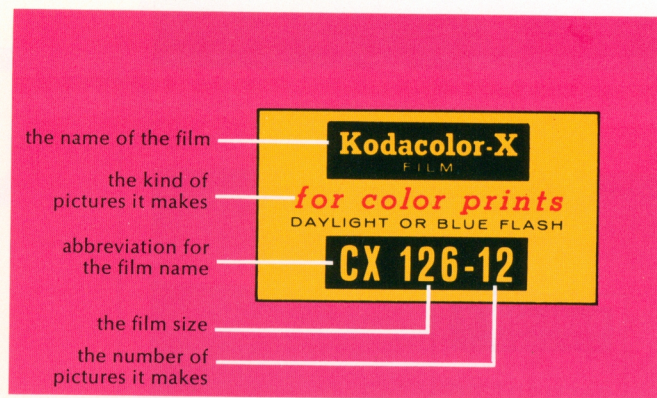
If your customer needs size 126 film and wants KODACOLOR-X Film for color prints, he has a choice of 12 or 20 pictures. Ask him which he wants.

If your customer needs size 135 film and wants color prints or color slides, he has a choice of 20 or 36 pictures. Ask him which he wants.



# HOW TO "READ" A KODAK FILM CARTON

Here's an explanation of the information printed on Kodak film cartons. Familiarize yourself with these examples so that you will be able to read any carton of Kodak film.



Use the charts on the following pages to help you sell Kodak film. Ask your customer what kind of pictures he wants and what size of film he needs. Then consult the appropriate table. The table tells you the name of the film your customer needs, and whether he has a choice regarding the number of pictures he will get.



# KODACOLOR-X FILM IS FOR COLOR PRINTS

KODACOLOR-X Film is for color prints. Use in daylight or with blue flash. Set automatic cameras for ASA 80 (20 DIN). Color prints made by Kodak are called KODACOLOR Prints.

FILM  
SIZE

126



The film speed is set automatically in some 126 cameras.

127



620

120

616

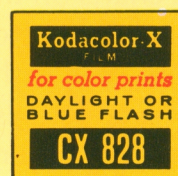
116



135

(35mm)

828







This is a size 3S color print made from a 126, 127, 620, 120, 616 or 116 KODACOLOR Negative (from a camera producing square pictures).



This is a size 3R color print made from a 127, 620, 120, 135, 616, 116, or 828 KODACOLOR Negative (from a camera producing rectangular pictures).



This is a size 2R color print made from a 135 or 828 KODACOLOR Negative (from a camera producing rectangular pictures).



**VERICHROME Pan**

For all-around use. Set automatic cameras for ASA 125 (22 DIN).

**TRI-X Pan**

For limited light or fast action. Use this film only in an adjustable camera or an automatic camera that can be set for ASA 400 or 160 (27 or 23 DIN).

**PANATOMIC-X**

Fine-grain film for extreme enlargement. Set automatic cameras for ASA 32 (16 DIN).

**PLUS-X Pan**

For all-around use. Set automatic cameras for ASA 125 (22 DIN).

FILM  
SIZE

**126**

**Kodak**  
**VERICHROME Pan Film**  
FOR BLACK-AND-WHITE PRINTS  
**VP 126-12**

**Kodak**  
**TRI-X Pan Film**  
FOR BLACK-AND-WHITE PRINTS  
**TX 126-12**

**127**

**Kodak**  
**VERICHROME**  
**Pan Film**  
**VP 127**

**Kodak**  
**TRI-X Pan**  
FILM  
**TX 127**

**620**  
**120**  
**616**  
**116**  
**122**

**Kodak**  
**Verichrome**  
**Pan Film**  
**VP 616**

**Kodak**  
**VERICHROME**  
**Pan Film**  
**VP 620**

**Kodak**  
**VERICHROME**  
**Pan Film**  
**VP 116**

**Kodak**  
**TRI-X Pan**  
FILM  
**TX 620**

**Kodak**  
**VERICHROME**  
**Pan Film**  
**VP 120**

**Kodak**  
**VERICHROME**  
**Pan Film**  
**VP 122**

**Kodak**  
**TRI-X**  
**Pan**  
FILM  
**TX 120**

**Kodak**  
**PANATOMIC-X**  
FILM  
**FX 120**

**828**  
**135**  
(35mm)

**Kodak**  
**VERICHROME**  
**Pan Film**  
**VP 828**

**Kodak**  
**TRI-X**  
**Pan**  
FILM  
**TX 135-20**

Also available in  
36-exposure magazines.

**Kodak**  
**PANATOMIC-X**  
FILM  
**FX 135-20**

Also available in  
36-exposure magazines.

**Kodak**  
**PLUS-X**  
**Pan**  
FILM  
**PX 135-20**

Also available in  
36-exposure magazines.



# THESE KODAK FILMS ARE FOR BLACK-AND-WHITE PRINTS



This is a black-and-white snapshot made from a 126, 127, 620, 120, 616, or 116 negative (from a camera producing square pictures).

This is a black-and-white snapshot made from a 127, 620, 120, 135, 616, 122, 116, or 828 negative (from a camera producing rectangular pictures).



This is a black-and-white snapshot made from a 135 or 828 negative (from a camera producing rectangular pictures).



# THESE KODAK FILMS ARE FOR COLOR SLIDES

## KODACHROME II

All-purpose film. Gives most natural flesh tones. Set automatic cameras for ASA 25 (15 DIN).

## KODACHROME-X

All-purpose film. More than twice as fast as KODACHROME II. Set automatic cameras for ASA 64 (19 DIN).

## EKTACHROME-X

All-purpose film. Set automatic cameras for ASA 64 (19 DIN). Your customers can process EKTACHROME Films.

FILM  
SIZE

126



The film speed is set automatically in some 126 cameras.

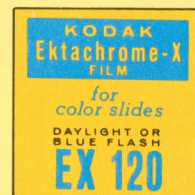


The film speed is set automatically in some 126 cameras.

127



620  
120



828  
135  
(35mm)



Also available in 36-exposure magazines.



Also available in 36-exposure magazines.



Also available in 36-exposure magazines.



### High Speed EKTACHROME

Special-purpose film. Extremely fast, for poor lighting conditions. Use this film only in automatic and adjustable cameras. Set automatic cameras at ASA 160 (23 DIN) for Daylight type; ASA 125 (22 DIN) for Tungsten.



The film speed is set automatically in some 126 cameras.



This is a color slide made from size 126 film.



This is a color slide made from size 127 film.

This is a color slide made from size 120 or 620 film used in a 12-exposure camera only.



Also available in 36-exposure magazines.



Also available in 36-exposure magazines.



This is a color slide made from size 135 film.



# KODAK MOVIE FILM FOR AMATEUR USE

**KODACHROME II Movie, Type A**  
ASA 40 (ASA 25 when used in  
daylight with a No. 85 filter).

**KODACHROME II Movie, Daylight Type**  
ASA 25 (15 DIN)

FILM SIZE

super 8

Use indoors with a movie light or outdoors with  
a No. 85 filter,  
(built into most  
super 8 cameras).



The film speed is set automatically  
on most super 8 cameras.

Use super 8 KODACHROME II  
Movie Film, Type A, in daylight  
with the filter which is built  
into most super 8 cameras.

Use indoors with a movie light or outdoors  
with a  
No. 85 filter.



ROLL

Use for daylight movies only.



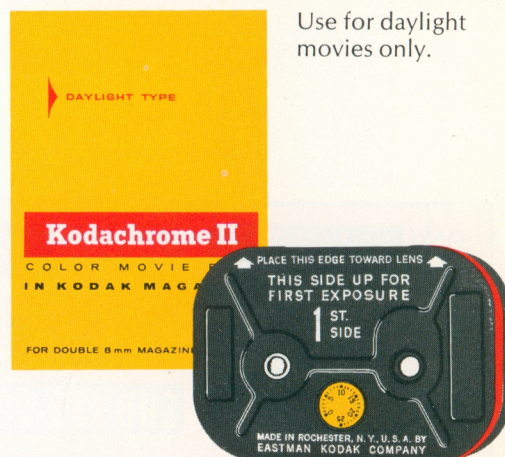
8mm

Use indoors with a  
movie light or  
outdoors with a  
No. 85 filter.



MAGAZINE

Use for daylight  
movies only.



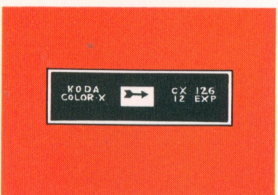
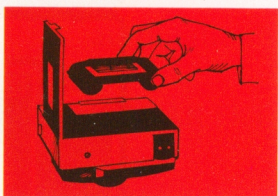
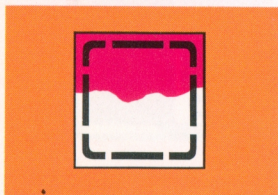
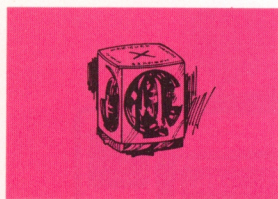


# KODAK INSTAMATIC "X" CAMERAS

**The single most important rule of selling is:** Tell the customer what **he** gets (benefits) and what feature allows him to get each benefit.

So that **you** can put this rule to use and **get more sales**, the information about Kodak products that follows is given in terms of customer **benefits (red ink)** and the **features (blue ink)** that make the benefits possible.

With **all** KODAK INSTAMATIC "X" Cameras, your customer gets **these benefits because of these features:**



- **Flash pictures without flash batteries** because the magicube works without batteries.
- **Four flash pictures without changing lamps** because of the magicube.
- **Know (before snapping the picture) if a fresh lamp is in place** because a red signal appears in the viewfinder if the lamp is used.
- **Avoid double-exposures** because when a picture is taken, the shutter locks until the film is advanced.
- **Load the camera quickly, easily, and correctly every time** because of the drop-in film cartridge.
- **A choice of color slides, color prints, or black-and-white prints** because the cameras can take pictures with all general-purpose cartridge films.
- **Know what kind of film is in the camera, and the exposure number**, because each camera has a window in the back.
- **Get a bright, clear view of the subject** because of a large, bright viewfinder.



# KODAK INSTAMATIC "X" CAMERAS



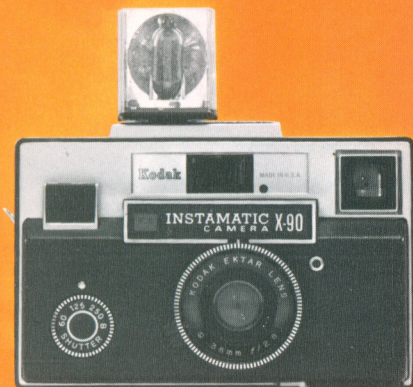
X-15



X-25



X-35

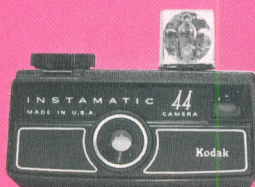


X-90



X-45

## FLASHCUBE CAMERAS



INSTAMATIC 44



INSTAMATIC Reflex



X-15  
X-25

**Benefits of the INSTAMATIC "X" Cameras at a budget price.**  
**The benefits of the INSTAMATIC X-15 plus . . .**

- You're always ready for the next shot and . . .
- Can capture a series of fast-action shots because the film is advanced **automatically** by a spring motor.

**Both of the cameras have all the benefits of the X-15 plus . . .**

X-35  
X-45

- You can take pictures as close as two feet because of the built-in close-up lens.
- Your pictures are properly exposed **automatically** on bright days and cloudy days—because the electric eye sets the lens opening according to the light conditions.
- You know when to use flash because depressing the shutter release causes a luminous signal to appear in the viewfinder when flash is needed.
- You get extra-sharp pictures because of the three-element KODAR Lens.
- You can take pictures with 1/4 as much light as the economy models because of the lens and exposure control.

**In addition, the X-45 lets you . . .**

- Capture a series of fast-action shots because the film is advanced **automatically** by a spring motor.

X-90

The  
Automatic  
Automatic

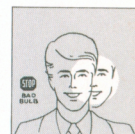
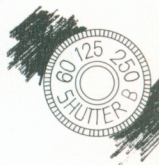
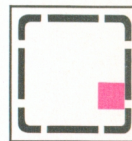
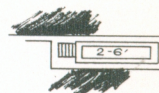
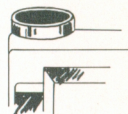
- Proper exposure outdoors—**automatically**—because the electric eye sets the correct lens opening.
- Proper exposure for flash shots from 3 to 25 feet away because the lens opening is set **automatically** as you focus.
- Get night shots and stop action shots because of the choice of shutter speeds (including a "B" setting for time exposures).
- Get pictures with 1/45 of the light required for economy models, without flash, because of the fast f/2.8 lens and the automatic shutter speed control.
- Extra-sharp pictures because of highest quality KODAK EKTAR Lens.
- Pictures in sharp focus because of the rangefinder built into the viewfinder.
- Know when to use flash and when the lamp is good because of the bright signals in the viewfinder.
- Know when battery is good because of the battery checker.
- Always ready for the next shot and can get fast-action series of pictures because of the automatic film advance.

**KODAK INSTAMATIC Cameras Using Flashcubes**

44

Reflex

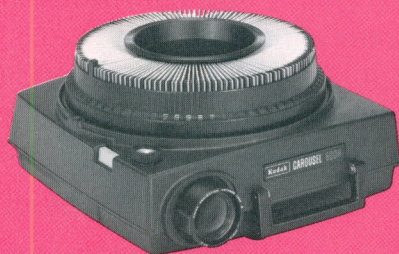
- Get ease and reliability at the lowest possible price.
- Pictures in almost any light because it has shutter speeds from 1/500 to 20 seconds.
- Proper exposure because the electric eye sets the electronic shutter automatically.
- You can take wide-angle to telephoto shots because there is a choice of interchangeable lenses from 28 to 200mm.
- You see just what the lens sees because of reflex viewing.
- Pictures in sharp focus because you can focus accurately with the split-field rangefinder.
- Know when the batteries are good because of the battery checker.





# KODAK CAROUSEL H PROJECTORS

## ECONOMY MODELS



600H



650H

## AUTO-FOCUS MODELS



760H



850H

## REMOTE-FOCUS MODELS



750H



800H



860H



- You hear the speaker—not the projectors (they're whisper-quiet).
- They are hushed because of the new lamp and extra-quiet cooling system.

ALL give your customer **these benefits because of these features:**

- Smooth slide shows—as dependable as gravity—because each slide is gently lowered by gravity into the projector.
- Long, trouble-free performance because the CAROUSEL Projectors have precision workmanship, die-cast metal bodies and permanent lubrication.
- Long, uninterrupted shows because there are trays that hold either 80 or 140 slides.
- Fast, easy tray changing because trays lift on and off like a hi-fi record.
- Operate the projector with the room lights out because the control panel is illuminated.
- Crisp, sharp screen pictures because they have LUMENIZED, color-corrected, high-quality lenses.
- You don't have to wait for the slides to "pop" into focus because they are preconditioned with warm air.
- Show any slide in the tray because the "select" button allows free tray movement.
- Slides stay in the tray until you want them (spillproof) because they are held in by an easily removable retaining ring.

**CAROUSEL 600H**—The benefits and features of all KODAK CAROUSEL H Projectors at a budget price.\*

**CAROUSEL 650H**—All the advantages of the CAROUSEL 600H plus:

- Go forward or reverse while away from the projector because of the remote control.
- Go forward or reverse while at the projector because of the handy buttons on the side.
- Present spectacular shows because "special effects" equipment can be attached.

**CAROUSEL 750H**—All the advantages of the CAROUSEL 650H plus:

- Control the show (forward, reverse **and focus**) while at or away from the projector because this remote control includes a focusing button.
- Longer lamp life because there is a low-light switch for normal projection.

**CAROUSEL 760H**—All the advantages of the CAROUSEL 650H plus:

- Every slide in **focus automatically** because the autofocus system refocuses each slide after you focus the first one.

**CAROUSEL 800H**—All the advantages of the CAROUSEL 750H plus:

- Your show can go on even when you are not there because an automatic timer can change the slides for you.

**CAROUSEL 850H**—All the advantages of the CAROUSEL 760H plus:

- Brilliant shows because of the fast f/2.8 lens.
- The show can go on without you because of the automatic timer.

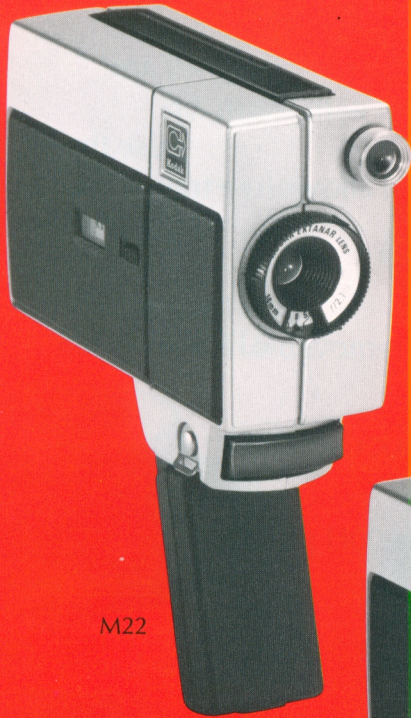
**CAROUSEL 860H**—All the advantages of the CAROUSEL 850H plus:

- Complete control while away from the projector because the remote has forward, reverse **and focus**.

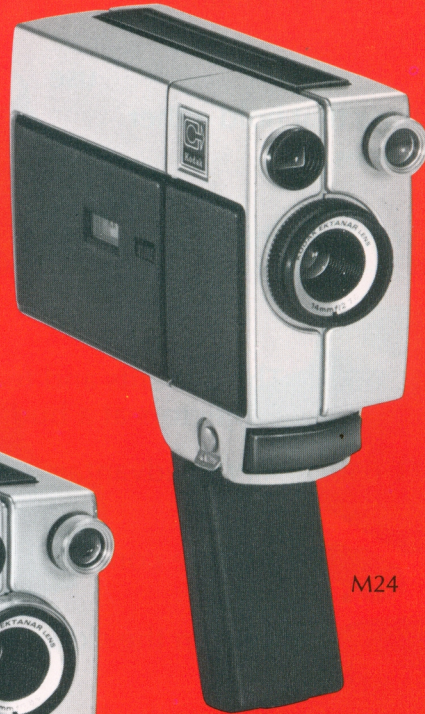
\*For those who want the advantages of the CAROUSEL Projectors at an extra-low price, there is the CAROUSEL 600 which has all the advantages of the 600H except the new lamp and hushed cooling system.



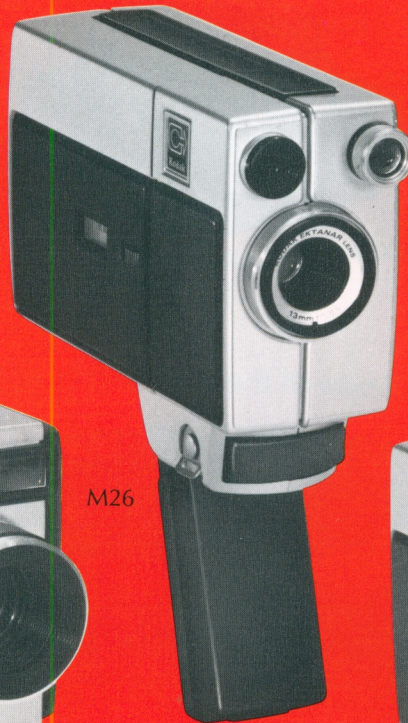
# KODAK INSTAMATIC MOVIE CAMERAS



M22



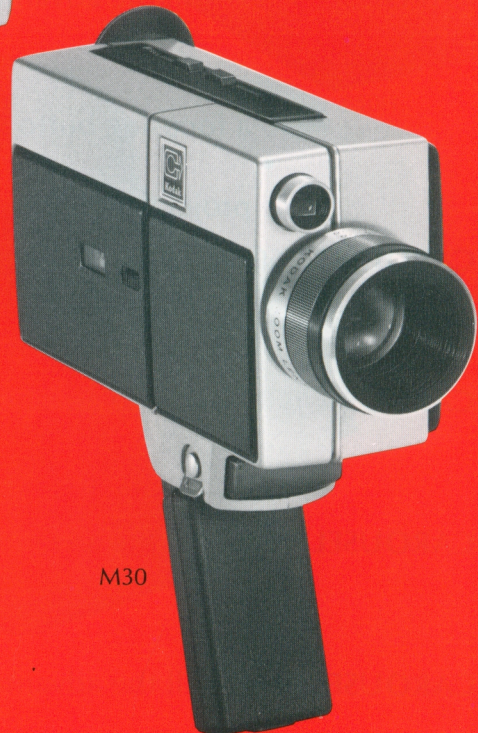
M24



M26



M28



M30



**Customers get these benefits because of these features:**

- Quick, easy, error-free loading because of the drop-in cartridge loading.
- Always ready for the next shot because the electric motor advances the film—no winding is needed.
- You can get movies outdoors and indoors on the same roll of film because the cameras all have a built-in filter.
- Brighter, sharper movies because the picture area on the super 8 film is greater.
- You can carry the KODAK INSTAMATIC Movie Camera in your pocket or purse because of its compact size.
- You can take smoother, steadier movies because a foldaway pistol grip gives you positive support.
- Indoor movies are easy because a movie light merely slips on and locks into the slot on top of the camera.
- You can avoid accidentally running the motor, and you can also get into the movies yourself because of the “run-lock” switch.
- You can always tell how much film you have left on a cartridge because of the film indicator.

**M22**

- You can make movies inexpensively because of the budget price.
- You can dial the lens setting quickly and easily because the illustrated exposure guide is right on the pistol grip.
- You can take movies on bright days or cloudy ones because the lens openings go from f/2.7 to f/26.

**M24**

**All the advantages of the M22 plus:**

- Properly exposed movies automatically because the electric eye controls the settings.
- Know when to use a movie light because a signal appears in the viewfinder if more light is needed.

**M26**

**All the advantages of the M24 plus:**

- You can take movies with half as much light as with the M24 because the lens opens all the way to f/1.8.

**M28**

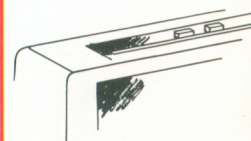
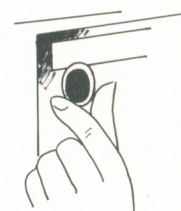
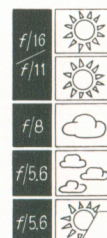
**With both the M28 and the M30, you get:**

- Properly exposed movies automatically because the electric eye controls the settings.
- Get telephoto and wide-angle shots without moving because of the zoom lens.
- Get your subjects in the sharpest possible focus because of the focusing lens.
- Select the sharpest viewing for your eye because of the finder adjustment.

**M30**

**In addition, the M30 gives you:**

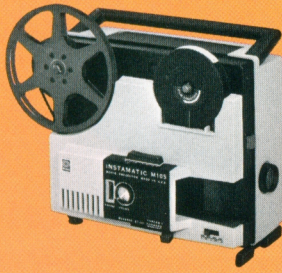
- Extra-smooth and easy zooming because there is an electric power zoom.
- You always get movies of what you see through the lens because of reflex viewing.
- Get well-exposed movies with half as much light as the M28 because of its f/1.9 lens.



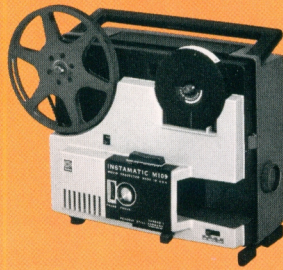


# KODAK INSTAMATIC MOVIE PROJECTORS

## CARTRIDGE-LOAD



M105

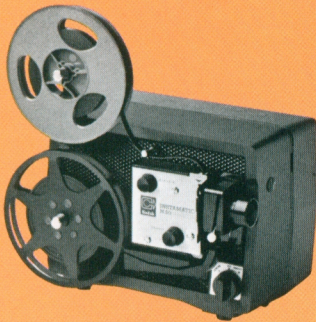


M109



M110

## BUDGET-PRICED

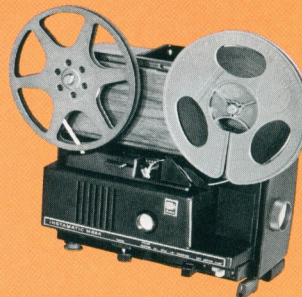


M50

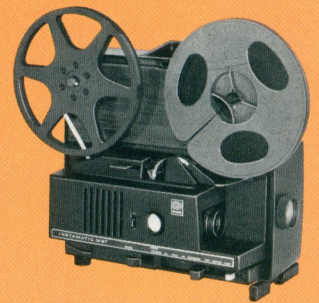


M65A

## WOOD-GRAIN-FINISH

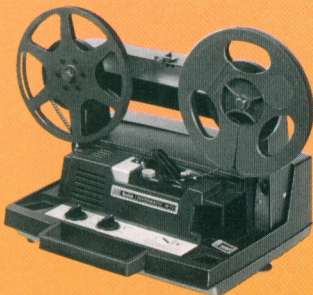


M68A

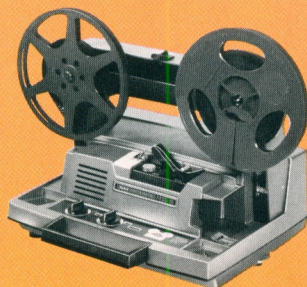


M67

## LOW-SILHOUETTE



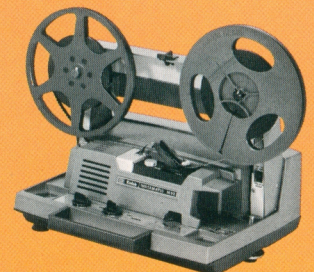
M70



M85



M80



M95



- Easy, trouble-free operation because there's automatic threading all the way onto the take-up reel.
- The utmost in film protection because of sprocketless drive.
- Maintenance-free because of the lifetime lubrication.
- Quick, easy rewinding because the rewind motor is designed for fast rewinding.
- Extra-sharp movies because of the excellent optical system.

### Drop-in, cartridge-load projectors

- You never have to touch the film because the film can be projected from a drop-in cartridge.
- Your cartridge film is rewound **automatically** because a rewind switch is tripped when you reach the end.
- You can show movies from cartridges **or** reels because a reel support is built in.
- You can entertain family and friends because there is **forward, reverse, and still** projection.

**M105**

- shows super 8 only

**M109**

- shows super 8 and 8mm

**M110**

- shows super 8 and 8mm
- takes cartridges up to 400 feet
- auto rewind for reels **and** cartridges

### budget-priced projectors

**M50** (shows super 8 only)

- super 8 movies at budget price.

**M65A** (shows super 8 and 8mm)

- quick reel changes because of automatic rewind.

### wood-grain-finish projectors

**M68A** (shows super 8 only)

**M67** (shows super 8 and 8mm)

### Both give you . . .

- "fun" movies because you can project **forward, reverse, and still**.
- long movies because of their 400-foot reel capacity.
- fill your screen from a variety of projection distances because a zoom lens\* is optional.

### low-silhouette projectors—with all of them you get . . .

- easy storage and carrying because of the flip-top cover.
- long life and reliability because of die-cast construction.
- choice of lenses because a zoom lens\* is available.
- long movies because of 400-foot reel capacity.

**M85** (shows super 8 and 8mm)

- "fun" movies because you can project **forward, reverse, and still**.

**M70** (shows super 8 only)

- "special-effects" movies because of **extra-fast, normal, and extra-slow motion** speeds.
- "fun" movies because you can project **forward, reverse, and still**.

**M80** (shows super 8 and 8mm)

### the advantages of the M85 plus:

- "special-effects" movies because of **extra-fast, normal, and extra-slow motion** speeds.

**M95** (shows super 8 and 8mm)

### the advantages of the M80 plus:

- extra-bright movies because of the availability of an f/1.0 lens.
- automatic room-light control because there is a special receptacle on the projector.

\*These items are optional at additional cost.



# PHOTOFINISHING MEANS EXTRA SALES

When your customer returns to pick up his finished pictures, you have an excellent opportunity to make lots of extra sales.



Ask your customer "Will two more rolls of film be enough?"



Suggest that your customer give reprints of his favorite pictures to relatives and friends.



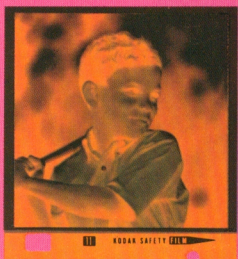
COLOR



SLIDE

Suggest color prints made from color slides.





color negative

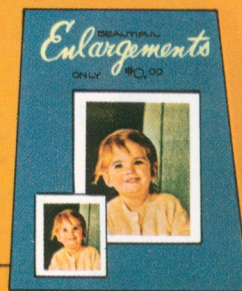
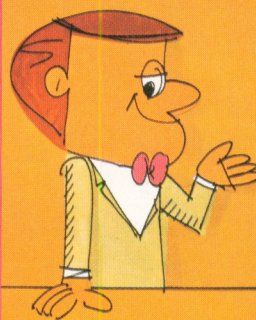


COLOR



SLIDE

Suggest color slides made from color negatives.



Suggest enlargements.



Suggest photo-greeting cards.

DUPLICATE



SLIDE

Suggest duplicate slides.



# HOW TO HANDLE PHOTOFINISHING ORDERS



**Your Store  
PHOTOFINISHING**

Name John Doe

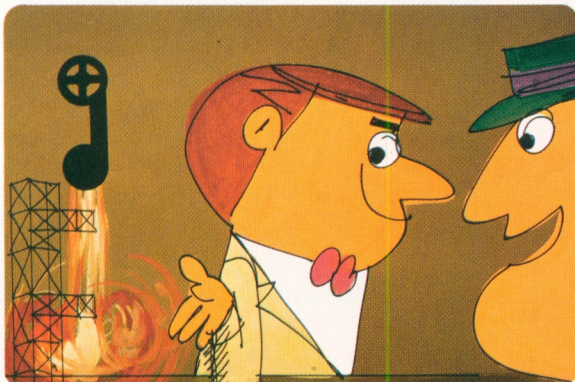
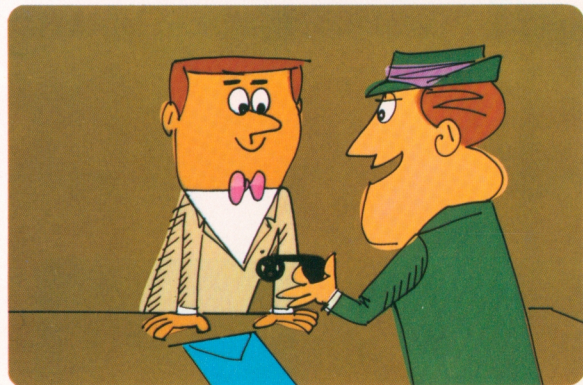
Address 63 Pleasant Dr.

Phone LU-6-6364

Quantity \_\_\_\_\_

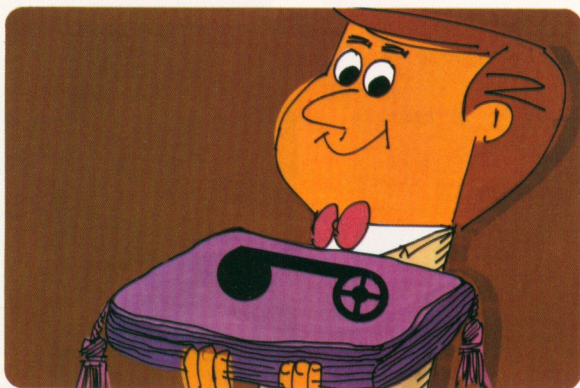
Print clearly your customer's name, address, and telephone number. Ask him to check it for accuracy. Complete all of the necessary information—film size, print size, number of prints from each negative, name of film, etc.

Make sure your customer knows what kind of pictures he will receive—prints, slides, or movies.



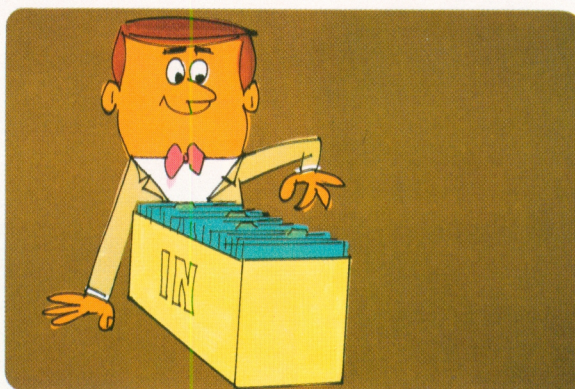
Personalize your service. Tell your customer you'll rush his order to the photofinisher and call him when his pictures are ready!





Handle your customer's film and pictures with care.

File all orders neatly.



- Put only one kind of film in each envelope.
- Put only one size of film in each envelope.
- Order reprints and enlargements by the number on the edge of the negative.



# WHAT HAPPENED TO MY PICTURES?

These illustrations show the results of the most common picture-taking mistakes. Each caption explains what is wrong and how to avoid this difficulty in the future. If a customer gets poor results, compare his pictures with these. One or more of these pictures may resemble the ones he is unhappy with. Your customers will thank you for helping them avoid future pitfalls.



Subject too close to the camera, or focusing incorrect. See the camera instruction manual.



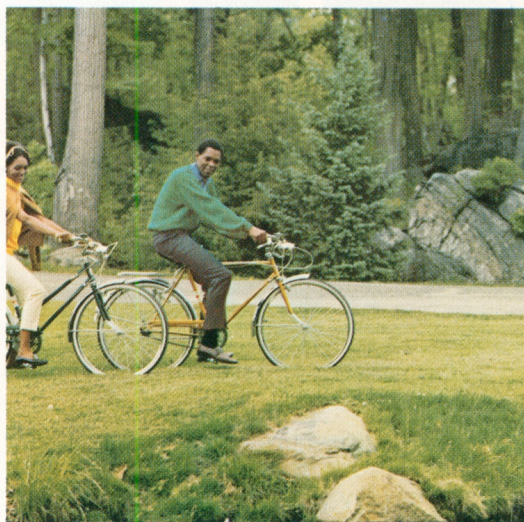
Shutter speed not fast enough to "stop" the action. If your customer has an adjustable camera, recommend a fast shutter speed (1/250 or 1/500 second). It's easier to "stop" action that is moving either toward or away from the camera.



Dirty lenses cause misty-looking pictures. Use KODAK Lens Cleaning Paper or a clean, soft, lint-free cloth to clean camera lenses.



Moving the camera during exposure blurs the overall picture. Advise your customer to hold his camera **steady** and gently squeeze the shutter release.



Chopping off part of the picture is usually caused by improper eye alignment. While looking through the viewfinder, slowly move the rear opening closer to your eye until you are just able to see all four edges of the front finder frame (this usually happens when your eye is about three-fourths of an inch from the rear opening). At this point, your eye will be correctly centered at the proper distance from the finder.



A loosely wound roll of exposed film or a light leak in a camera causes edge fog or light streaks. Immediately after exposing roll film, seal the roll with the paper sticker and store it in subdued light. If edge fog persists, have the camera checked for a light leak.





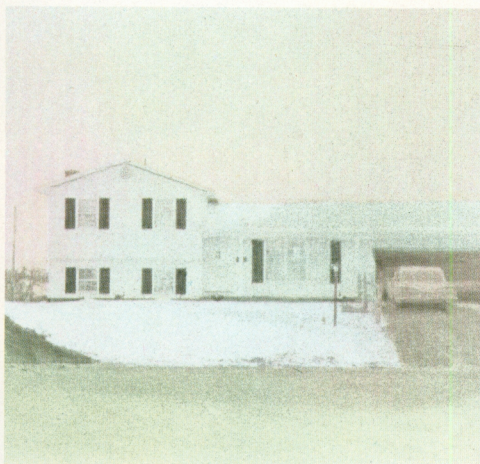
Slides too dark, prints dark and "muddy" due to underexposure. Picture taken outdoors in deep shade or on a heavily overcast day. Not enough light for picture-taking with a simple camera. With an adjustable camera, use a larger lens opening, a slower shutter speed, or both. See the film instructions for exposure recommendations.



Slides too dark, prints dark and "muddy" due to underexposure. Picture taken indoors without flash. Flash should be used for taking **indoor** pictures with most simple cameras.



Slides too dark, prints dark and "muddy" due to underexposure. Picture taken outdoors at night. Flash was used for this picture, but the subject was too far from the camera. For most flash pictures with a simple camera, the subject should be 4 to 9 feet from the camera.



Slides too light, prints "washed-out" due to overexposure. Use a smaller lens opening, faster shutter speed, or both. See the film instructions for exposure recommendations.



An object that obstructs the lens, such as a camera case or strap, a finger, or a gummed paper sticker used on roll film, gives pictures like this.



Red or amber in pupils caused by reflection of flash in eyes. Minimize this effect by moving the flash farther from the lens with a flashcube or flashbulb extender, or by holding a detachable flash away from the camera.



Yellow pictures are caused by keeping film in a camera for long periods of time, in areas of high relative humidity, or in the vicinity of vapors from mothballs or mildew and fungus preventatives. A camera loaded with film should be kept in a dry location and exposed film should be processed immediately.

#### If Your Customer's Flash Fails . . .

1. Test the batteries and replace them if they are low.
2. Clean the batteries by rubbing them with a rough cloth.
3. Clean the battery-compartment contacts by:
  - a) rubbing them with the eraser on the end of a pencil and,
  - b) opening and closing the battery-compartment door several times with the batteries in place.
4. Remember to close the battery-compartment door all the way.

Remember, KODAK INSTAMATIC "X" Cameras can take flash pictures **without** flash batteries.



**Kodak**

MARKETING EDUCATION CENTER

Develop your  
most valuable asset...

# PEOPLE

through a  
**SALES TRAINING PROGRAM**  
from Kodak



Success in today's market requires knowledgeable, skillful sales people. The well-trained retail salesman is the key to successful retail selling.

Kodak offers several training programs to fit the particular needs of your sales people and your business.

Choose the appropriate program(s) for your people . . . then watch their sales output grow!

Dates subject to change without notice.

KODAK, CAROUSEL, INSTAMATIC, KODACHROME-X, KODACHROME II, EKTACHROME-X, VERICHROME, TRI-X, PANATOMIC-X, PLUS-X, LUMENIZED and EKTAR are trademarks.

## SALES TRAINING AT YOUR COUNTER

Self-instructional "programmed" books that teach thorough product and sales knowledge to the beginner.

Basic package (ME-1) includes:

How & Why of Photography

Kodak Films

Popular KODAK INSTAMATIC Cameras

Others cover complete product line and salesmanship.

## SALES TRAINING CONFERENCES

Increase photo product and sales knowledge at a one-day conference conducted by Kodak's Marketing Education Center in key cities.

Your sales representative has the schedule.

Conferences may include:

A/V instruction

"Hands-On" product workshops

Salesmanship

Role playing

Picture-taking, etc.

OR

ask your Kodak Representative about a training meeting for your own people. He's a qualified trainer, too!

## THE RETAIL SALES TRAINING SEMINAR

A fast-paced, comprehensive five-day photo-retail seminar for experienced salesmen and managers. Concentration on retail salesmanship plus development of promotional, merchandising, marketing and management skills necessary to successful operation of a retail photo department or business in the 1970's!

See your Kodak Representative for further information and coordination of all these programs.