

Here's an idea that will
increase your photo business:

It's called PHOTOPAL

The sample PHOTOPAL poster tells you the whole story.

Order at least 2 for each photo booth, and extras for other locations.
(Windows, walls, counters, etc.)

Your cost? Just 25¢ for each poster. That's our own cost.

How about the 50¢ the individual sends us? That goes to:

- Send pictures to PHOTOPALS, paying
all postage involved.
- Cover all the administrative costs.
- Publicize and promote the PHOTOPAL
program.

What's in it for us?

Our interest in creating the PHOTOPAL
program is to help make your photo opera-
tion more successful -- and thus increase
the volume of sales to you of Eastman Kodak
CD* Photo Paper.

* CD and Kodak mean "CONSISTENTLY DEPENDABLE"

What should you do right now?

Use the enclosed postcard to let us know how many PHOTOPAL
posters you need ... The PHOTOPAL Program Together with Your High
Quality Photos Will Bring More Customers, Repeat Sales and Greater
Profits for You.

Ed Hanna

103 Pleasant Street, Utica, N. Y.

(Remember: Our help and service is available to you when needed, and at no charge)