



Kodak Highlights

February 1973

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On the Cover

Actor Cliff Robertson plays the lead in "The Man Without A Country," a 90-minute film adaptation of the American classic. Sponsored by Kodak, the film will be shown on ABC-TV, April 24 at 8:30 p.m. (EST). See story on page 5.

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Kodak Budgets \$360 Million For Capital Expenditures In 1973

Eastman Kodak Company plans capital expenditures totaling \$360 million during 1973, company officials said.

The 1973 budget includes estimated capital expenditures of \$179 million for the U.S. and Canadian Photographic Division, \$91 million for the International Photographic Division, and \$90 million for the Eastman Chemicals Division.

The budgeted worldwide capital expenditures figure of \$360 million is about \$100 million more than the amount spent in 1972.

Gerald B. Zornow, Kodak chairman, and Walter A. Fallon, president and chief executive officer, said in a joint statement, "Our 1973 capital expenditures program is designed to keep the company apace with the growing needs for Kodak products in the years ahead. In continuing to accelerate the flow of new products and services, we are committed to provide increases in capacity, greater productivity, and improved service to our customers. Our plans for future growth cover all phases of our operations—manufacturing, distribution, marketing, and research and development."

About \$120 million will be used for expansion and improvements in Rochester, N.Y., the company's headquarters location. Major projects include:

- At Kodak Park—an increase in manufacturing capacity for photographic paper, synthetic chemicals, plastic and metal parts and roll film; improved incineration facilities, and continuation of projects to improve the quality of air and water resources.
- At the Kodak Apparatus Division—continuation of the construction project to add 800,000 square feet to the Division's Elmgrove plant, where Kodak's new pocket Instamatic cameras and other items of photographic equipment are manufactured.
- At Kodak Office—continuation of projects to renovate the company's corporate headquarters.

Other projects include expansion of the Distribution Center in Rochester, and continued expansion of the Kodak Research Laboratories.

Significant budgeted projects for the U.S. and Canadian Photographic Division outside of Rochester include these major items:

- At Kodak Colorado—continuation of the construction of film and paper sensitizing facilities, and construction of facilities for the production of Estar polyester film base.





Planned expansion of the Kodak Apparatus Division plant near Rochester, N.Y., will add about 800,000 square feet to the facility, increasing manufacturing capabilities to meet demand for the company's new pocket Instamatic cameras and other items of photographic equipment.

- At Oak Brook, Ill., and at Whittier, Cal.—expansion of marketing and distribution facilities.

Planned capital expenditures for the International Photographic Division include \$70 million for Europe, \$11 million for Latin America, and \$10 million for Asia, Africa, and Australia.

Major projects for the International Photographic Division in 1973 are:

- In Europe—construction of an administration building and continued construction of a research laboratory facility at the factory in Harrow, England; expansion of the headquarters facility and construction of a synthetic chemicals plant in France; enlargement of color print and processing facilities and expansion of storage facilities in Germany; construction of new office, warehouse, and laboratory facilities in Finland and Greece; completion of construction of a new office and warehouse in the Netherlands; and continued expansion of warehouse facilities in Switzerland.
- In Latin America—construction of color sensitizing facilities in Mexico, and completion of paper manufacturing facilities at a

company plant in Brazil.

- In Australia—construction of buildings for photochemicals production and warehousing at Coburg.

Major projects for Eastman Chemicals Division include:

- At Kingsport, Tennessee—additional production facilities for Kodel partially oriented continuous filament yarn, a new building to produce dyes, additional warehouse space, and additional power and services facilities.
- At Columbia, South Carolina—a new plant to produce polyester polymer used in the manufacture of Kodel polyester fiber, including a seven-story manufacturing building and an adjoining two-story building to house supporting equipment.
- At Longview, Texas—installation of an additional hydrocarbon cracking plant and expansion of supporting facilities.

Work will continue at Kingsport, Columbia, and Longview on projects to improve the quality of air and water resources.

Capital expenditure budgets for all three divisions will be reviewed during the year in the light of prevailing business conditions.

Kodak To Sponsor "Man Without A Country"

Eastman Kodak Company will sponsor "The Man Without A Country," a 90-minute film adaptation of Edward Everett Hale's classic, starring Academy Award-winning actor Cliff Robertson in the title role. Kodak will present the film in its entirety as a special broadcast April 24, at 8:30 p.m. (EST) on ABC-TV.

The broadcast will coincide with launching the big spring/summer photographic selling season for Kodak and photo retailers across the nation. In sponsoring the program, the company will effectively promote sales of its popular films, cameras, and other photographic products to a mass market, while attempting to make a significant contribution to the quality of television programming. Kodak will continue its ongoing television advertising, including sponsorship of "Mary Tyler Moore" and "The Waltons."

First published in 1863, "The Man Without A Country" is the story of army officer Philip Nolan who curses the United States in a moment of anger during his court-martial trial for taking part in a treason plot with Aaron Burr against the U.S. He is sentenced to spend the rest of his life at sea aboard naval vessels, never to hear of his homeland

again until just before his death.

An historical piece, the fictional story is particularly timely as our nation begins to anticipate and prepare for the bicentennial observance in 1976.

In bringing Philip Nolan to the screen, Robertson—who won an Oscar as best actor of 1968 for his portrayal of "Charley"—worked with a particularly distinguished production company, including veteran actor Robert Ryan and Beau Bridges. Director Delbert Mann has also earned an Oscar, for the film "Marty," and directed the critically acclaimed television adaptation of "Jane Eyre." Producer Norman Rosemont has a number of television credits to his name, including the adaptation of "Brigadoon" that was awarded five Emmys. Screenwriter Sidney Carroll had earned both an Emmy and Peabody citation for "The Louvre," and an Oscar nomination for "The Hustler."

Locations for filming "The Man Without A Country" coincided as closely as possible with scenes mentioned in the story. The production was filmed in Mystic, Conn., Newport, R.I. and at Fort Niagara, N.Y.

Booklet Lists Benefits of Overseas Trade And Investment

"Since 1965, Kodak exports have increased \$160 million, or 86 percent, to a total of \$346 million in 1971. These exports created thousands of jobs in the United States for Kodak people. Kodak's ability to export depends in large part upon the company's presence in major markets abroad. To the extent the Burke-Hartke bill would restrict the operations of our affiliated companies overseas, it would also restrict Kodak exports and thus affect domestic employment."

This Kodak statement is one of 40 by American companies in the brochure "Plain Words . . . on the Benefits of World Trade and Investment to the U.S. Economy."

The booklet, prepared by the Emergency Committee for American Trade (ECAT), seeks to alert the American public to the dangers of new trade and investment restrictions.

The Burke-Hartke bill, now before Congress, would impose quotas on most imports, sharply curtail overseas investments, and drastically increase the taxes on

the earnings from such investments.

The bill's intent is to improve the domestic economy and reduce unemployment.

According to the findings of ECAT, however, such restrictions would produce the opposite results, weakening the economy and increasing unemployment.

Based on a study of 74 broadly representative American companies with international operations, ECAT reports that between 1960 and 1970, when these companies were increasing their overseas operations, they also increased their domestic employment, investment in domestic plants and equipment, and domestic sales more than the average manufacturing firm.

These 74 firms also increased their exports from the U.S. to the rest of the world from \$4.3 billion to \$12.2 billion, and increased their net surplus of exports over imports from \$3.2 billion to \$6.6 billion. They also increased their annual net balance of payments inflows from \$2.9 billion to \$7.3 billion.



Using the new Kodak Retnar camera-processor, full-size radiographs can be reduced to a chip of film on image card which also contains necessary patient identification.

Radiographic Minification Process Introduced By Kodak

Equipment enabling a full-size radiograph to be reduced to a frame of 43mm x 50mm film mounted in an aperture card and the image then viewed without loss of essential diagnostic quality has been introduced by your company.

The radiographic minification process aimed at saving storage space, time, and money while improving and speeding patient care was exhibited to radiologists in Chicago last December.

The equipment, known as Kodak Retnar radiographic minification products, answers an urgent need of medical centers and hospitals confronted with enormous files of radiographs that must be maintained. By reducing the radiographic image to a chip of film on a card containing necessary patient information, storage and retrieval problems are simplified. More importantly, the film chip contains the essential diagnostic information exhibited by the original, full-size radiograph.

The new products include the Kodak Retnar camera-processor, identification printer, reader, camera cards, and chem pack.

Advantages offered by the new radiographic products include faster access to



The new Kodak Retnar camera-processor and its companion identification printer will simplify radiographic storage and retrieval problems in medical centers and hospitals.

radiographs taken earlier, thus saving the time of medical personnel; improved file efficiency because minified radiographs can be stored close at hand and retrieved quickly when needed; savings from silver recovery can be achieved as full-size radiographs can be sold for silver reclamation; and cheaper and easier mailing.

According to John C. Fink, assistant vice-president and general manager, radiography markets division, "By thinking small about radiology's massive information problems, we believe that Kodak has come up with big results which will go far to alleviate the troublesome burden posed for hospitals by an ever increasing flood of vital radiographs and patient information.

The products, some of which have been tested for more than a year in the field, will undergo hospital trade trials before being marketed early in 1974.

New Yarn Form Will Be Produced At Kingsport Plant

Production of Kodel polyester filament yarn in a different form is scheduled with an expansion of capacity at Tennessee Eastman Company, in Kingsport.

Initial production is expected in early 1974, according to H. D. McNeeley, president of Tennessee Eastman and executive vice-president, Eastman Chemicals Division.

The new Kodel polyester is termed "partially oriented" yarn; that is, yarn which is not drawn or stretched as fully during the manufacturing process as is conventional polyester filament yarn. Principal customers for the new Kodel yarn are expected to be processors who will complete the drawing and will texturize in one operation. In texturizing, polyester yarn is twisted, heatset, and untwisted to impart additional desirable properties.

With the expansion, Eastman capacity for Kodel polyester filament yarn production will rise to 60 million pounds per year. Of this, 35 million pounds applies to partially orient-

ed yarn at Kingsport and 25 million pounds per year to conventional Kodel polyester filament yarn produced at Carolina Eastman Company near Columbia, S.C.

In addition to the expanded filament yarn capability, Eastman has capacity for 360 million pounds per year of Kodel polyester staple fiber at its plants in Kingsport and Columbia.

Eastman is the first domestic producer to announce a plant designed specifically to manufacture partially oriented polyester yarn.

According to Amos H. Griffin, vice-president of Eastman Chemical Products, Inc., "A partially oriented yarn has been under intensive development for some time, and our results have been consistently favorable. This move clarifies our position of continued service to our customers who have texturizing capabilities. Further, our development work has indicated that this product will give our customers better processing efficiency and improved quality."

Eastman To Construct Polyester Polymer Plant

A plant to produce polyester polymer used in the manufacture of Kodel polyester fiber will be constructed by Carolina Eastman Company at its plant near Columbia, S.C.

Carolina Eastman Company is a part of Kodak's Eastman Chemicals Division and began operation in 1967. The initial production capacity of 50 million pounds per year of Kodel polyester fiber has more than doubled. An expansion, completed in 1971, added production capacity of 25 million

pounds per year of Kodel filament yarn.

Since it went into production, the Carolina Eastman plant has used polymer made at Tennessee Eastman in Kingsport.

The new polymer plant is expected to be completed during the second quarter of 1974, and will provide about 50 new jobs at Carolina Eastman Company.

Eastman Chemical Products, Inc. markets the fiber, chemical, and plastic products of Eastman Chemicals Division.



As a result of revised government regulations, Uvex plastic sheet can now be used for ventilator caps and bubble windows of slide-in and chassis-mount campers. The change in motor vehicle safety standards also allows the use of Uvex sheet for standee windows in buses, and interior partitions in multipurpose passenger vehicles, trucks and buses.

Marketed by Eastman Chemical Products, Inc., Kingsport, Tenn., Uvex plastic sheet is easily vacuum-formed into a wide range of door and window shapes and sizes. This formability, together with impact strength, weatherability, and deep draw characteristics make the material especially suitable for window applications.



A redesigned stock certificate featuring adjoining engraved vignettes of an early photograph of Kodak's first summer girl and a more recent photo of man in space will soon be issued by the company's stock transfer agents.

Kodak To Issue Redesigned Stock Certificate

Kodak will soon begin to issue a new stock certificate featuring a contemporary design. The redesigned certificate—to be distributed through the company's stock transfer agents—will contain engraved vignettes that resemble an early photograph of Kodak's first summer girl and a more recent photograph of man in space.

The new design illustrates the dramatic rise in the importance of photography since the first Kodak model posed for her photograph in 1889.

The certificates, which prominently display the company's new corporate symbol, are color coded. Brown is used for certificates of less than 100 shares; olive for 100, and blue for more than 100.

Although most of the area of the certificate will be printed by intaglio printing using steel engraved plates, some portions will utilize lithography or offset printing methods. For printing the Kodak corporate symbol, identification number, and other elements of the certificate, Kodak graphic arts products—film, paper, and chemicals—are used. Lithographic printing methods and Kodak products are also used for printing the back side of the certificate.

The first 2,000 shares of Kodak stock were valued at \$100 each in 1884. Today, each of those shares has a value of about \$3.5 million and represents about 24,536 present-day shares of stock. Currently, there are about 228,000 Kodak shareowners.

Final Lunar Voyage Filled With Photo Activities

A variety of photographic experiments was performed during the voyage of Apollo 17, the final U.S. manned lunar mission which took place last December. Such expanded photo programs in recent Apollo flights underscore the major role that photography has come to play in manned spaceflight.

For example, a new experiment on Apollo 17 was designed to probe the surface and sub-surface of the moon using a radar sounder. The data obtained was recorded on Kodak Panatomic-X aerial film 3400.

Another experiment yielded additional information about the paths of cosmic rays that have penetrated the command module during previous lunar flights. This cosmic radiation was recorded on Kodak nuclear tracking emulsions contained in a helmet worn by the command module pilot.

Kodak films on board the Apollo 17 flight included: Kodak Ektachrome EF film SO-168, Kodak Ektachrome MS film SO-368, Kodak high definition aerial film 3414, Kodak Plus-X aerial film 3401, and Kodak Panatomic-X aerial film 3400.

A panoramic camera and a mapping/stellar camera unit located in the service module bay exposed nearly two miles of Kodak black-and-white film, adding dramatically to the store of high-resolution lunar surface photographs.

Apollo 17's photographic mission was comprehensive and included operation of the bay cameras, photography from the command module of specific targets of scientific interest on the lunar surface, and detailed geological records during the astronauts' stay on the moon's surface.

"... if we back off and take a longer basis for comparison, such as the decade of the 60s, during which Kodak sales grew at an average of 10 percent a year, then I can see no reason why the company shouldn't be able to enjoy comparable growth during the 70s," said Kodak president Walter A. Fallon, speaking before a group of investment analysts in Chicago.

Fallon noted that orders for pocket Instamatic cameras introduced in March, 1972, are running four times those recorded in 1963, the year in which Kodak marketed the original Instamatic camera line. He also cited extraordinary demand for XL movie cameras.

Single copies of "Kodak in the Seventies" may be obtained without charge by writing to Dept. 412L, Eastman Kodak Company, 343 State Street, Rochester, N.Y. 14650.



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Brick



Burton



Barbee



Cook

New Company Officers Elected

During year-end meetings, the company's board of directors announced the following management changes:

Norman A. Brick, general manager, European Region, International Photographic Division, is a new Kodak vice-president. Brick, who resides in England, began his Kodak career in 1933 with Kodak Limited. Assuming positions of increasing responsibility, he was appointed director and deputy manager of the Harrow factory in 1961, became deputy managing director of Kodak Limited in 1965, and managing director a year later. He was elected chairman of the board of directors of Kodak Limited in 1969.

Robert C. Burton, assistant general manager, Eastman Chemicals Division, was elected a Kodak vice-president. Burton, who has been associated with the Eastman Chemicals Division throughout his Kodak career which he began in 1930, will continue to be located in Kingsport, Tenn. He serves as vice-chairman of both Eastman Chemical Products, Inc., and of Texas Eastman Company. In 1963, Burton was appointed an executive vice-president of Tennessee Eastman Company and in 1969, was named senior vice-president.

Paul A. Barbee, who became general manager of the newly formed graphic markets unit of the U.S. and Canadian Photographic Division, was elected an assistant vice-president. With Kodak since 1934, Barbee served as director of sales development in the graphic data markets and was appointed to the general marketing staff in 1967. He was named manager of field sales in the professional, commercial and industrial markets division in 1969.

Wendel W. Cook, who became assistant general manager of the Kodak Park Division in Rochester, N.Y., was elected an assistant vice-president. Cook joined Kodak in 1955



Riggs



Wales

in the roll coating division and after moving through positions of increasing responsibility, was appointed division superintendent in 1969. Two years later he was named superintendent of the film emulsion division, and in the same year became administrative assistant to the general manager of Kodak Park. Cook succeeds John M. Walsh, a Kodak assistant vice-president and assistant general manager of the Kodak Park Division who retired on January 1.

Anthony Frothingham, who as previously announced became general manager of the motion picture and education markets division, was named an assistant vice-president. He succeeds Dr. Norwood L. Simmons who retired on January 1.

John E. Riggs, general manager, Latin American Region, International Photographic Division, was elected an assistant vice-president. With Kodak since 1950, he has served as factory manager at Kodak Brasileira, Sao Paulo, Brazil.

Lawrence R. Wales, general manager, Asian, African and Middle Eastern Region, International Photographic Division, was also named a company assistant vice-president. Wales joined Kodak in 1938 and three years later transferred to Kodak Panama Limited for the first of many overseas assignments for the company.

New Audiovisual Equipment

A new existing-light super 8 movie camera and a sound super 8 motion picture projector were introduced at the National Audiovisual Association convention in January in Houston, Texas.

The Kodak Supermatic 24 camera—designed for professional and advanced amateur use—runs at 18 and 24 frames per second. Similar to the popular Kodak XL55 movie camera, the new model includes additional features: a socket that permits remote control with a cable release; manual zoom in place of power zoom; and a film plane marker for accurate measurement of camera to subject distance.

The new camera accepts popular super 8 cartridges and, when used with Kodak Ektachrome EF film 7242 (tungsten) or Kodak Ektachrome 160 movie film (type A) provides up to $3\frac{1}{2}$ f/stops increased exposure capability over conventional super 8 movie cameras. With these films, exposures can be made in light levels as low as 7 footcandles of illumination. The camera will accept all Kodak super 8 films provided in super 8 cartridges. List price is \$189.50.

The Kodak Supermatic 70 sound projector features magnetic recording capability and a horizontal, low-profile design. Similar to the Kodak Supermatic 60 sound projector introduced last year, the new unit offers these additional features: record level meter; automatic and manual gain control in magnetic sound recording; microphone and phono inputs for recording; and microphone supplied with projector.

Features common to both projectors include a horizontal, low-profile design; instant loading of projection cassettes; a built-in "pop-up" 6 by 9-inch Kodak Ektalite projection screen for displaying color movies even in daylight conditions; automatic threading of film from Kodak projection cassettes; single lever control; and two forward projection speeds.

The Kodak Supermatic 70 sound projector has a list price of \$550 and will be available in mid-1973 from dealers that sell Kodak audiovisual equipment.

A new existing-light, super 8 movie camera—the Kodak Supermatic 24—operates at 18 and 24 frames per second.

The new Kodak Supermatic 70 sound motion picture projector (at right) features magnetic recording capability.





Planning advertising and promotion programs is function of the marketing group within Kodak's International Photographic Division. In the photo above, Richard Elderkin, manager of IPD processing laboratory services, Robert Edgerton, manager of IPD advertising and customer services, and Walter Schwegler, IPD director of marketing, discuss display unit.

Kodak Marketing Fills Customer Wants Outside The U.S.

The article on these pages—part of a series designed to acquaint Kodak shareowners with their company and its organization—describes the marketing activities of Kodak's International Photographic Division. IPD is one of the company's three major operating units.

Headquartered in Rochester, N.Y., the marketing staff group of Kodak's International Photographic Division is under the guidance of Walter Schwegler.

Marketing consists of three groups: Marketing Planning, Processing Laboratory Services, and Advertising and Customer Services. These groups, as Schwegler explains, coordinate IPD marketing, processing and advertising activities with those of the U.S. and Canadian Photographic Division and also within IPD regional organizations.

Marketing Planning is organized on a class of trade basis with individual managers for motion picture and education markets, business systems, professional and finisher, customer equipment services, graphic reproduction, radiography and consumer

markets. The group's prime function is to prepare and develop IPD marketing plans for new major individual products.

Once the decision was made to announce the pocket Instamatic cameras in the U.S. at an industry trade show in March, 1972, for example, the company's European consumer markets committee recommended the international introduction occur at the Photokina trade show in Germany in September. The European models of cameras and projectors were shown there initially.

IPD Labs Are Part of Picture

Richard Elderkin, manager of IPD Processing Laboratory Services, reports the 57 IPD laboratories employ more than 10,000 people. In total, they consume considerable quantities of Kodak paper and chemicals. They are also customers for the company's equipment, such as Kodak 2620 and 5S color printers, 4CT paper processors and Ektachrome autoproductors.

Not only have the laboratories grown, they have also expanded their range of services in order to serve customer needs better.

Among the newer services are super 8 Ektachrome film processing and the Bonus Photo promotional program.

As for future planning in capacity, new products, equipment needs, ecology matters such as recycling and proper disposal of processing solutions, the labs receive assistance in these areas from Processing Laboratory Services in Rochester and from a regional office in London.

The labs look to Processing Laboratory Services, too, for arranging staff, supervisory, and technical training. With such training, the labs were able to provide on schedule the processing for Kodacolor II and other 110-size films to back up the marketing introduction of these films.

Advertising and Customer Services

The goal of Advertising Planning and Customer Services, according to Robert Edgerton, its manager, is to provide support for marketing efforts to meet the constantly changing needs of IPD companies and distributors of Kodak products.

Strengthening of the Kodak image is one of Advertising Planning's most important functions, and is accomplished in part through advertisements in international magazines. Some IPD companies tie in locally by using these advertisements in their campaigns and promoting them through their dealer bulletins.

As Edgerton points out, markets differ greatly—in language, level of economic development, historical and religious customs, and types of advertising. Some have TV, some don't, some use billboards, others advertise on buses and in theaters, some prefer magazine and newspaper advertising, and some employ radio frequently.

One trend today in consumer markets advertising is for Advertising Planning to develop the theme of a campaign along with promotional material, which is done in conjunction with several advertising agencies with input supplied from the regional marketing staffs. Local advertising managers then are fully informed and can develop their own campaigns to match the product with the local users' wants.

Newspaper of Advertising Ideas

Advertising planning now publishes a newspaper of ideas for both amateur and non-amateur advertising.

An important part of this newspaper consists of descriptions of campaigns and pro-



Kodak processing laboratory at Sao Paulo, Brazil, is one of IPD's 57 labs which altogether employ more than 10,000 people.

motions which have proved successful in individual IPD companies. The information is supplied by the overseas advertising managers, and disseminated by the newspaper in the belief that the ideas may be applicable in many countries.

Customers Served in Many Languages

The Language Services section write and translate advertising copy, product brochures, and teaching aids. Primary emphasis is on Spanish, but up to ten languages are provided through the assistance of other overseas IPD companies.

Another function is to distribute and update ever changing international price lists. Consisting of over 30,000 items, the lists are computer generated, printed on microfilm by a Kodak KOM-90 microfilmer, and sent to IPD companies once a month.

Six product information specialists provide the main channel for disseminating product and technical information to the field, partially accomplished through newsletters and bulletins.

New Microfiche Reader Is Designed For Computer Output Applications

A reader designed for reading microfiche generated by computer output microfilm is now available from your company. The Kodak Easamatic 40 reader which magnifies 40 times was shown to the industry last December in Anaheim, California.

Similar to Recordak Easamatic readers, the new model is designed as a heavy-duty desk-top reader that will accept both 4 x 6-inch and tab-card size microfiche. A hood shields the readers 10½ x 15¼-inch screen from ambient light. A new adjustment enables the user to easily focus the image on the screen, while curvature has been added to one surface of the heat glass to increase screen illumination.

The reader is expected to utilize microfiche produced by computer output microfilm, such as the Kodak KOM-80 and KOM-90 units which, when equipped



The new Kodak Easamatic 40 reader is designed to read microfiche produced by computer output microfilm.

with a Kodak Versaform camera, will produce microfiche with up to 325 images.

Price for the new reader is less than \$270.

Kodak Wins Award For Annual Report; '72 Issue Nears Completion

Eastman Kodak Company has won a Bronze "Oscar-of-Industry" award for the company's "outstanding and informative" annual report for 1971.

Sponsored by *Financial World*, the nation's oldest business and financial weekly, the trophy was awarded to Kodak "for having issued the most informative stockholder annual report of a chemical company with sales over \$300 million a year."

The winners were selected from an estimated 5,000 reports, and judging was based on the following considerations: 50 percent for information primarily of interest to shareowners, the principal audience for an

annual report; 25 percent for detail of special interest to the security analyst; and 25 percent for graphic arts elements such as design, layout, photography, and printing.

The 1972 Kodak Annual Report is now in an advanced stage of production, and will be mailed to shareowners in March.

The report will be distributed to nearly 228,000 shareowners and will present a financial summary of Kodak's business during 1972 and will include comments on the broad outlook for 1973.

As in the past, the 44-page report will feature numerous full-color illustrations, including a scenic center spread.

Picture-Taking Aid From Kodak Provides Firm Camera Support

A new pocket-size camera stand from Kodak provides firm support during long exposures typical of electronic-shutter cameras when used in low-light situations.

The new compact stand has a large base permitting use of Kodak pocket Instamatic cameras in both vertical and horizontal positions. Supplied with a flexible cable release, the stand features a washer at the threaded shaft end which protects the cam-

era base and permits easy camera positioning. In addition, an adjustable ball socket allows the camera to be held securely in any position.

The Kodak compact camera stand, model 2 (with cable release), is ideal for use with electronic shutter cameras such as the Kodak pocket Instamatic 30, 40, 50, and 60 cameras and the Kodak Instamatic X-30 camera. The stand lists for \$4.95.

If you receive multiple copies of Kodak shareowner publications, including the annual report and HIGHLIGHTS, in your household and wish to avoid this duplication, you can do so by completing the form below and returning it to our transfer agent, Lincoln First Bank of Rochester, P.O. Box 1250, Rochester, New York 14603. A separate form should be completed and returned for each account for which you do *not* wish to receive Kodak shareowner publications.

Name of Shareowner _____

Shareowner Account Number _____

Address _____

Street _____

City _____ State _____ Zip _____

Signature _____

(sign name exactly as it appears on stock certificate)

News Snapshots

■ Kodak's XL movie camera that greatly reduces the amount of light photographers need to take color movies has been judged one of the most significant new technical products of 1972 by Industrial Research Inc., a publisher of research magazines. Companion versions of the new super 8 movie camera, the XL33 and XL55 (with zoom lens), and a new film make it practical for the first time to take beautiful home color movies indoors without additional lights.

■ A new promotion campaign—supporting manufacturers and retailers of carpet made of Eastman's Kodel polyester fiber—will extend into this spring. The "Bright On Target" promotion will stress Eastman's new Kodel III fiber, the high luster addition to the Kodel family of polyesters.

■ Want to improve your movie-making? Kodak's basic movie-making book, "Better Movies in Minutes," uses colorful, idea-provoking pictures and a crisp new layout to aid amateurs in the production of quality home movies. The revised publication is packed with valuable movie-making advice including tips on what to film, what makes movies interesting, and how to show films for maximum audience participation. A new section is devoted to filming with Kodak XL movie cameras and Ektachrome 160 movie film in existing light situations. The photo information book has a list price of 75¢ and is available at many retail stores.



Kodak was selected by *Dun's Review* as one of the five best-managed companies in the U.S. In the photo above, Kodak president Walter A. Fallon (standing) and chairman Gerald B. Zornow look over the December issue of the financial magazine which pointed to the company's marketing prowess and its concern for customer satisfaction.

BULK RATE

U.S. Postage

PAID

Permit 6

Rochester, N.Y.



A new winter projector promotion with the theme, "Take Five From Kodak," is designed to help photographic retailers sell Kodak still and movie projectors during the post-holiday season. From February 15 to March 31, purchasers of any Kodak still or movie projector will receive a five dollar check from Kodak. The consumer must send a coupon with a duplicate of the sales slip indicating projector purchase to Kodak for redemption of the offer. National TV and newspaper advertising will introduce and promote this special offer from Kodak.