



Kodak Highlights

August 1973

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- New movie cameras record sound
- Midyear sales and earnings results
- Service to graphic arts



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On the Cover

This year marks the golden anniversary of the first simplified home-movie products introduced by Eastman Kodak Company. For August trade introduction, Kodak announced new products for the amateur movie-maker which add the dimension of sound. See article on page 4.

Midyear Results

Consumer response to Kodak's pocket Instamatic cameras continues at a brisk rate. A complete report on results for the second quarter and first half-year begins on page 6.



Kodak **Highlights** is published quarterly for shareowners and others with an interest in the company.

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Company Officers Assume New Duties

The following changes in management personnel have been announced by Eastman Kodak Company.

Robert A. Sherman, Kodak vice-president and director of finance and administration, was elected a director of Eastman Kodak Company at the annual shareowners' meeting held last April. Sherman has been associated with the company since 1941 when he joined the accounting department at Kodak Park Division where he subsequently held supervisory and managerial positions.

Also in April, **William S. Vaughn**, retired Kodak chairman, retired as a director of the company. With Kodak since 1928, he has held a number of important positions with the company in Rochester, N.Y., and Kingsport, Tenn., and was named president and chief executive officer in 1960.

Douglas C. Harvey has been elected a Kodak vice-president by company directors effective July 1. He succeeded **Kenneth C. Ogden** as general manager of the Kodak Apparatus Division when Ogden retired on July 1.

Harvey was elected an assistant vice-president of the company in 1968 and three years later was appointed director of operations for Kodak Apparatus Division. Earlier this year, he was appointed assistant general manager of the division.

With Kodak since 1934, Ogden has held a series of management posts at Kodak Apparatus Division. In 1965, he was appointed assistant general manager of the division and an assistant vice-president of the company. He became a company vice-president and general manager of the division in 1972.

Dr. James E. Magoffin has succeeded **Robert L. Churchill** as president of Eastman Chemical Products, Inc., on July 1 when Mr. Churchill retired. Dr. Magoffin also succeeded Mr. Churchill as president of Eastman Chemical Inter-American Limited and of Eastman Chemical International Company.

The three companies market worldwide the products of Eastman Chemicals Division of Eastman Kodak Company.

Dr. Magoffin joined the company 32 years ago and has been a vice-president of Eastman Chemical Products for the past 15 years. Mr. Churchill has been with the com-



Sherman



Vaughn



Harvey



Ogden



Magoffin



Churchill

pany more than 42 years and has been president of Eastman Chemical Products since 1969.

At a meeting of the board, **Dr. Harold C. Passer** was elected an assistant treasurer of the company. The well-known economist returned to Kodak in January



Passer

after serving more than three years in President Nixon's administration as Assistant Secretary of Commerce for Economic Affairs. In 1964, he was appointed assistant head of the company's statistical department, a post he relinquished in 1969 to become the principal adviser on economic policy to the secretary of commerce.



The Kodak Ektasound 130 and 140 movie cameras incorporate the features of the popular Kodak XL movie cameras including: fast $f/1.2$ Ektar lens, double-vane CdS exposure control, 230-degree shutter opening, and viewfinder and exposure systems which do not take light from the lens.

Kodak Adds Dimension of Sound To Existing-Light Movie-Making

With the August trade introduction of Kodak Ektasound movie cameras and projectors, the dimension of sound, recorded in the camera, has been added to the capability of existing-light movie-making by Eastman Kodak Company.

Announcement of the new products plus new super 8 sound movie films comes during the year of the Golden Anniversary of Kodak home movies. In 1923, the company introduced the first simplified home movie products for amateur photographers.

The Kodak Ektasound 130 and 140 movie cameras incorporate the features of the popular Kodak XL movie cameras: fast $f/1.2$ Kodak Ektar lens, double-vane CdS exposure control, 230-degree shutter opening, and viewfinder and exposure systems which do not take light from the lens.

The Kodak Ektasound 140 movie camera features a 9 to 21mm manual zoom lens with a high aperture, coupled sportsfinder.

Both new Ektasound cameras contain a sound recording system which utilizes automatic gain control. This allows the cameras to adjust automatically for the existing sound level in the same manner as they adjust for existing light level.

Existing-light sound movies are recorded simply by inserting sound movie cartridges, plugging in the microphone, and pressing the camera trigger. Both cameras accept either sound or silent super 8 film.

A number of accessories are available for Kodak Ektasound movie cameras including battery pack and a carry case for camera, microphone, and two rolls of movie film.

Sound Films Introduced

Two new super 8 sound films, KODAK Ektachrome 160 sound movie film (type A) and Kodachrome II sound movie film (type A), feature a magnetic stripe for recording sound and a balancing stripe to enable



Two new super 8 sound films available are Kodak Ektachrome 160 sound movie film (type A) and Kodachrome II sound movie film (type A).

smooth winding. The cartridges are slightly larger than silent film cartridges and contain a special sound port which allows the film to contact the Ektasound camera recording head. A regulated motor within the cameras drives the film past the recording head at a constant speed of three inches (18 frames) per second.

Sound Movie Projectors

Two new distinctively styled sound movie projectors provide easy channel threading, a control for project, fast forward, still or rewind functions, and the ability to show super 8 movies, sound or silent. The Kodak Ektasound 235 and 245 movie projectors feature full-frame image sharpness, 400-foot reel capacity, 18 or 24 frames per second operation, volume control, and accessory speaker jack.

In the vertical format projector design, all operator controls are located on the front

of the machine. A dual position mirror allows the image to be projected either from the front or rear of the unit, enabling the projector to be placed in a location such as a bookcase with the controls facing front and the image projected from the same side.

The Kodak Ektasound 245 movie projector adds sound-recording capability to the features listed above. In addition to the ability to record a new sound track, the unit can add sound on sound, or erase portions of prerecorded material.

The Kodak Ektasound 130 movie camera has a list price of \$189.50 while the zoom-lens model Ektasound 140 movie camera lists for \$274.50.

Each equipped with a 22mm $f/1.5$ lens, the Kodak Ektasound 235 and 245 movie projectors list for \$219.50 and \$279.50, respectively. Both models are available with a 15 to 30mm $f/1.3$ zoom lens for an additional \$30.



Both the Kodak Ektasound 235 and 245 movie projectors show super 8 silent or sound movies, and provide edge to edge sharpness, 400-foot capacity, and 18 or 24 frames per second operation.

Midyear Report to Shareowners

(amounts in millions)	Second Quarter			First Half-Year		
	1973	1972	Increase	1973	1972	Increase
Sales	\$906.7	\$788.5	+ 15%	\$1,704.4	\$1,458.0	+ 17%
Earnings from operations	267.9	218.5	+ 23%	481.5	376.4	+ 28%
Net earnings	154.3	118.1	+ 31%	277.0	207.1	+ 34%
Per share	\$.96	\$.73		\$1.72	\$1.28	

Second Quarter Results

Worldwide sales and earnings reached new highs in the second quarter, with all three divisions of the company sharing in the growth. Consolidated sales were up 15 percent to \$906.7 million for the quarter. Sales by the U.S. and Canadian Photographic Division advanced 14 percent, led by vigorous demand for Kodak pocket Instamatic cameras, XL (existing light) amateur movie cameras, and related products. The International Photographic Division recorded a 17 percent increase, evidencing continued growth in demand abroad for Kodak products and services. Sales by the Eastman Chemicals Division rose 17 percent, with excellent increases in fibers, plastics and chemicals.

Sales and Earnings at Midyear Reach New Highs

The first half-year was marked by continued growth, with gains of 17 percent in sales and 34 percent in net earnings over the first half of 1972. At the same time, the company showed its support of the economic stabilization program and the effort to combat inflation through price reductions on several major products.

Excellent volume gains were recorded by each of the three company divisions:

Sales (in millions)	First Half-Year		
	1973	1972	Increase
U.S. and Canadian Photographic Division	\$ 995.4	\$ 853.7	+ 17%
International Photographic Division	539.6	456.0	+ 18%
Eastman Chemicals Division	364.7	311.7	+ 17%
Deduct: Interdivisional Sales	(195.3)	(163.4)	
Worldwide	\$1,704.4	\$1,458.0	+ 17%

Sales to the U.S. Government and defense contractors rose 10 percent to \$69.9 million, representing 4 percent of total sales, fractionally lower than in 1972.

Photographic Products Advance

Leading the advances for the U.S. and Canadian Photographic Division were amateur still and movie cameras and movie projectors, reflecting the continued success of the Kodak pocket Instamatic cameras introduced approximately a year ago, and the growing popularity of XL (existing light) movie photography. Contributing to the increase were amateur color films and papers, which sold at lower prices following reductions in mid-March, photographic chemicals and photofinishing equipment. Films and papers for graphic arts were well ahead of last year, as were color motion-picture films, and audiovisual equipment and supplies. Films and equipment for drawing reproduction and micrographics registered good gains, and advances were recorded by films and allied products for the radiography market. Black-and-white motion-picture films and products for the instrumentation market were generally lower than last year.

Continued growth in demand for Kodak products and services abroad was evidenced by the 18 percent increase in sales by units of the International Photographic Division. All four regions reported gains over last year.

Kodak continued to make a major positive contribution to the U.S. balance of trade, as U.S. exports to subsidiary companies and direct trade customers for the half-year were up sharply.

Chemicals Division Sales Higher

Eastman Chemicals Division sales rose 17 percent or \$53.0 million from last year. Kodel and Verel fiber sales made impressive gains, while sales of acetate yarn were about at levels of a year ago. Dollar sales of acetate yarn and Kodel fibers reflected lower average selling prices than a year ago. Nearly all types of industrial and coating chemicals recorded strong gains, while more moderate advances were recorded for plastics.

Earnings Continue to Rise

The favorable effect of increased volume, with operations at near-capacity levels, continued as a major factor in the sustained growth of earnings for the half-year. Operating economies in the plants and careful control of expenditures more than offset the impact of higher costs of wages, benefits, materials, and services. Research and development expenditures were above the first half of 1972, but represented about the same ratio to sales. Sales, advertising, distribution, and administrative expenses totaled more than those for the same period a year ago, but declined as a percent of sales. The combination of all these factors brought a significant improvement in both the amount and rate of earnings from operations.

	First Half-Year		
	1973	1972	Increase
Earnings from Operations			
Amount (in millions)	\$481.5	\$376.4	+ 28%
Percent of sales	28.3%	25.8%	

Interest income was higher, reflecting larger average balances of marketable securities and interest-bearing deposits, as well as better rates of return. Other income, chiefly royalties from licensees, also increased. Earnings before income taxes rose 29 percent to \$505.5 million. The provision for income taxes was \$228.5 million, compared with \$186.0 million a year ago.

	First Half-Year		
	1973	1972	Increase
Net Earnings			
Amount (in millions)	\$277.0	\$207.1	+ 34%
Percent of sales	16.3%	14.2%	

As was the case in 1972, earnings benefited from international currency realignments, as the net favorable effect of exchange gains and losses and adjustments resulting from translation of foreign currencies added about \$8 million to net earnings for the first half-year. This compares with about \$11 million in the first half of 1972. Earnings per share for the first half-year were \$1.72, based on the average number of shares outstanding. Earnings were \$1.28 for the first half of 1972.

Dividends to Shareowners

Cash dividends of 27 cents per share were declared in both the first and second quarters this year. Total dividends declared amounted to \$87.1 million, compared with \$83.9 million for the first half of 1972.

Financial Position Strong

Cash and marketable securities declined seasonally from the year-end 1972 to \$740.9 million. Receivables of \$592.0 million were \$37.0 million or 7 percent higher than a year ago. Inventories at \$722.0 million were \$90.8 million or 14 percent above the level of last year reflecting the higher volume of business. Working capital increased \$156.3 million to \$1,476.3 million from year-end.

(continued on page 11)

Consolidated Balance Sheet

Eastman Kodak Company and Subsidiary Companies
(amounts in thousands)

Assets	June 17, 1973	Dec. 31, 1972	June 11, 1972
Current Assets			
Cash	\$ 95,193	\$ 209,169	\$ 69,574
Marketable securities at cost (approximates market value)	645,664	653,210	460,677
Receivables	592,018	552,256	555,009
Inventories	721,974	648,972	631,220
Prepaid charges applicable to future operations	66,890	57,687	43,950
Total current assets	<u>2,121,739</u>	<u>2,121,294</u>	<u>1,760,430</u>
Properties			
Land, buildings, machinery, and equipment at cost	3,127,083	3,007,020	2,908,139
Less: Accumulated depreciation	1,517,686	1,447,845	1,370,153
Net properties	<u>1,609,397</u>	<u>1,559,175</u>	<u>1,537,986</u>
Other Assets			
Unamortized excess cost of investments in consolidated subsidiaries over net assets acquired	16,179	16,926	10,807
Long-term receivables and other noncurrent assets	59,090	60,059	55,987
TOTAL ASSETS	<u>\$3,806,405</u>	<u>\$3,757,454</u>	<u>\$3,365,210</u>
Liabilities and Shareowners' Equity			
Current Liabilities			
Payables	\$ 460,298	\$ 465,882	\$ 369,748
Taxes—income and other	141,577	237,001	209,554
Dividends payable	43,555	98,390	41,931
Total current liabilities	<u>645,430</u>	<u>801,273</u>	<u>621,233</u>
Other Liabilities and Deferred Credits			
4½% convertible debentures—due 1988*	66,456	66,559	68,933
Other long-term liabilities	64,389	59,221	48,038
Deferred income taxes	83,844	75,224	73,021
Total liabilities and deferred credits	<u>860,119</u>	<u>1,002,277</u>	<u>811,225</u>
Shareowners' Equity			
Common shares (\$2.50 par value, 360,000,000 shares authorized); Issued 161,582,329*			
Par value—paid in or transferred from retained earnings	403,956	403,953	403,891
Additional capital paid in or transferred from retained earnings	266,739	265,557	263,247
Retained earnings	2,275,591	2,085,667	1,886,847
Total shareowners' equity	<u>2,946,286</u>	<u>2,755,177</u>	<u>2,553,985</u>
TOTAL LIABILITIES AND SHAREOWNERS' EQUITY	<u>\$3,806,405</u>	<u>\$3,757,454</u>	<u>\$3,365,210</u>

*692,250 authorized but unissued shares of common stock are reserved for the conversion of the debentures issued by Eastman Kodak International Capital Company, Inc. 36,893 shares have been issued as a result of conversions to date.

Consolidated Statement of Earnings

Eastman Kodak Company and Subsidiary Companies
(amounts in thousands)

	For Half-Year ended	
	June 17, 1973	June 11, 1972
Sales		
Sales to: Customers in the United States	\$1,036,561	\$ 913,893
Customers outside the United States	667,792	544,091
TOTAL SALES	<u>1,704,353</u>	<u>1,457,984</u>
Costs		
Cost of goods sold	893,043	793,355
Sales, advertising, distribution, and administrative expenses	329,807	288,275
Total costs and expenses	<u>1,222,850</u>	<u>1,081,630</u>
Earnings		
EARNINGS FROM OPERATIONS	481,503	376,354
Interest income	22,307	14,435
Other income	14,585	8,647
Less: Other charges	12,861	6,331
EARNINGS BEFORE INCOME TAXES	505,534	393,105
Provision for United States, foreign, and other income taxes	228,500	186,000
NET EARNINGS	<u>\$ 277,034</u>	<u>\$ 207,105</u>
 Average number of common shares outstanding	 161,312	 161,259
 Net earnings per share	 \$1.72	 \$1.28

Consolidated Statement of Retained Earnings

Retained Earnings

Retained earnings at beginning of year	\$2,085,667	\$1,763,601
Net earnings	277,034	207,105
TOTAL	2,362,701	1,970,706
Cash dividends declared at \$.54 per share (\$.52 in 1972)	87,110	83,859
RETAINED EARNINGS at end of half-year	<u>\$2,275,591</u>	<u>\$1,886,847</u>

Financial statements on pages 8-10 for the half-year have been prepared by the company in accordance with its accounting policies as stated in the 1972 Annual Report, are based in part on approximations, and have not been audited by independent accountants. The year-end statements will be audited by Price Waterhouse & Co.

Robert B. Murray, General Comptroller

Consolidated Statement of Changes in Financial Position

Eastman Kodak Company and Subsidiary Companies
(amounts in thousands)

Funds Provided by:	For Half-Year Ended	
	June 17, 1973	June 11, 1972
Net earnings	\$ 277,034	\$ 207,105
Charges to earnings not requiring cash outlay:		
Depreciation	84,367	77,998
Plant and equipment retired, less accumulated depreciation	5,778	3,554
Provision for deferred income taxes, net	3,350	4,150
Amortization of excess cost of investments in subsidiaries over net assets acquired	747	536
Total from earnings	<u>371,276</u>	<u>293,343</u>
Decrease in long-term receivables and other noncurrent assets	969	1,633
Increase in current liabilities—taxes payable	—	7,222
Increase in other long-term liabilities	5,168	1,842
TOTAL FUNDS PROVIDED	<u>377,413</u>	<u>304,040</u>

Funds Used for:

Dividends to shareowners	87,110	83,859
Additions to properties	140,367	109,341
Increase in receivables	39,762	94,923
Increase in inventories	73,002	58,952
Decrease in current liabilities:		
Payables	5,584	18,538
Taxes payable	95,424	—
Dividends payable	54,835	53,203
Other items, net	2,851	4,406
TOTAL FUNDS USED	<u>498,935</u>	<u>423,222</u>
Decrease in cash and securities	121,522	119,182
Cash and securities at beginning of the year	862,379	649,433
Cash and securities at end of the half-year	<u>\$ 740,857</u>	<u>\$ 530,251</u>

(continued from page 7)

Worldwide capital improvements and additions to plants and facilities during the first half of 1973 amounted to \$140.4 million, an increase of \$31.1 million from the amount recorded for the same period last year.

Capital Expenditures (amounts in millions)	First Half-Year	
	1973	1972
U.S. and Canadian Photographic Division	\$ 79.7	\$ 58.6
International Photographic Division	30.3	30.4
Eastman Chemicals Division	30.4	20.3
Worldwide	\$140.4	\$109.3

The provision for depreciation was \$84.4 million, 8 percent above the \$78.0 million for the first half of 1972.

Growth Abroad


The results of the companies operating outside the U.S. reflected the overall growth in Kodak's business abroad.

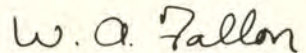
Sales and Earnings	First Half-Year		
	1973	1972	Increase
Sales (in millions)	\$618.1	\$521.9	+ 18%
Net earnings (in millions)	62.6	50.5	+ 24%
Percent of sales	10.1%	9.7%	

Earnings were favorably influenced in both years by the effect of the currency realignments mentioned earlier.

Outlook

We expect the company's business to continue strong during the balance of the year, although rates of gain in the coming quarters may be tempered by comparison with the high levels of the last half of 1972. But all indications point to another good year for Kodak.


Chairman


President



Skylab I, the first U.S. manned, earth-orbiting observatory is seen in this artist's rendering as it circles the earth. Equipped with six photographic telescopes loaded with x-ray, ultraviolet and visible radiation-sensing Kodak films, the space station will photograph the sun, stars, and earth during an eight-month mission—the most ambitious photographic project in manned space flight to date.

Survey Forecasts "Bright Future" for Microfilm

The future of the microfilm industry looks "extremely promising," according to Van B. Phillips, vice-president and general manager, Marketing Division, Eastman Kodak Company. Referring to a published report prepared by Predicasts, Inc., Phillips cited improved service, expanding processing facilities, the growth of computer output microfilm, and the potential of micropublishing as some of the reasons behind industry predictions of continued rapid growth.

The Predicasts survey pointed out that microfilm sales and service, which amounted to two percent of the photographic market in 1960, nearly doubled to four percent

in 1970. Further survey predictions expect microfilm to account for 17 percent of all photographic industry sales by 1985, exceeded only by still photography and photocopying.

"The key to microfilm's success today, and the basis of predictions for growth tomorrow, is the industry's proven ability to solve current information storage and retrieval problems," Phillips said. "Intelligent design, responsible marketing, reliable service, and creative emphasis on real applications have always been—and will continue to be—the lifeblood of the microfilm industry."

Automatic Dividend Reinvestment Service

An automatic dividend reinvestment service for Kodak shareowners is now available through Lincoln First Bank of Rochester. Under the service, cash dividends payable to Kodak shareowners who choose to participate in the plan are automatically reinvested in additional Kodak shares.

A brochure describing the dividend reinvestment service was mailed to Kodak shareowners in April of this year. You may obtain an additional brochure and authorization card by writing to Lincoln First Bank of Rochester, Dividend Reinvestment Service, P.O. Box 1412, Rochester, N.Y. 14603.

New Printing Plate Passes Field Tests

A new lithographic printing plate from Kodak has successfully undergone field trials and is currently available to the graphic arts industry, according to Paul A. Barbee, assistant vice-president and general manager of Kodak's recently organized Graphic Markets Division.

The Kodak PMT metal litho plate, which takes about five minutes to expose, process, and install on the press, can yield run lengths up to 25,000 impressions. It is coated on one side only with a non-light-sensitive layer that can be imaged from Kodak PMT litho negative paper by the diffusion transfer principle.

Capable of copy-dot and normal line-copy reproduction, the plate will be packaged in 66 sizes to fit most standard press requirements. It is designed for use on all types of offset presses and duplicators for in-plant printing work, general commercial work, newspapers, technical bulletins, forms, and yearbooks.

In use, exposure of the copy to Kodak PMT litho negative paper creates an image which is transferred chemically to the Kodak PMT metal litho plate by diffusion transfer in a special plate processor. After transfer, application of Kodak PMT metal plate fixer to the plate makes the image area receptive to ink and the nonimage area receptive to water.

Research and Development

Speaking of new products to editors of the nation's graphic arts trade press, Kodak chairman Gerald B. Zornow said, "The yield from Kodak research and development is one new or improved product every three working days. And we expect that a significant and increasing percentage of the new products will have application in the graphic arts field."

Referring to the company's new graphic markets division, Zornow said, "It's noteworthy that when we did come to form a new division, it was the first in which photography is not the end product being sought by the user. It is only an intermediate step in this industry. If printing is defined

in the classic manner as 'applying ink to paper,' the ink and the paper constitute the dominant realities of the market. Photographic and related goods currently account for only about eight cents out of every dollar spent on printing supplies."

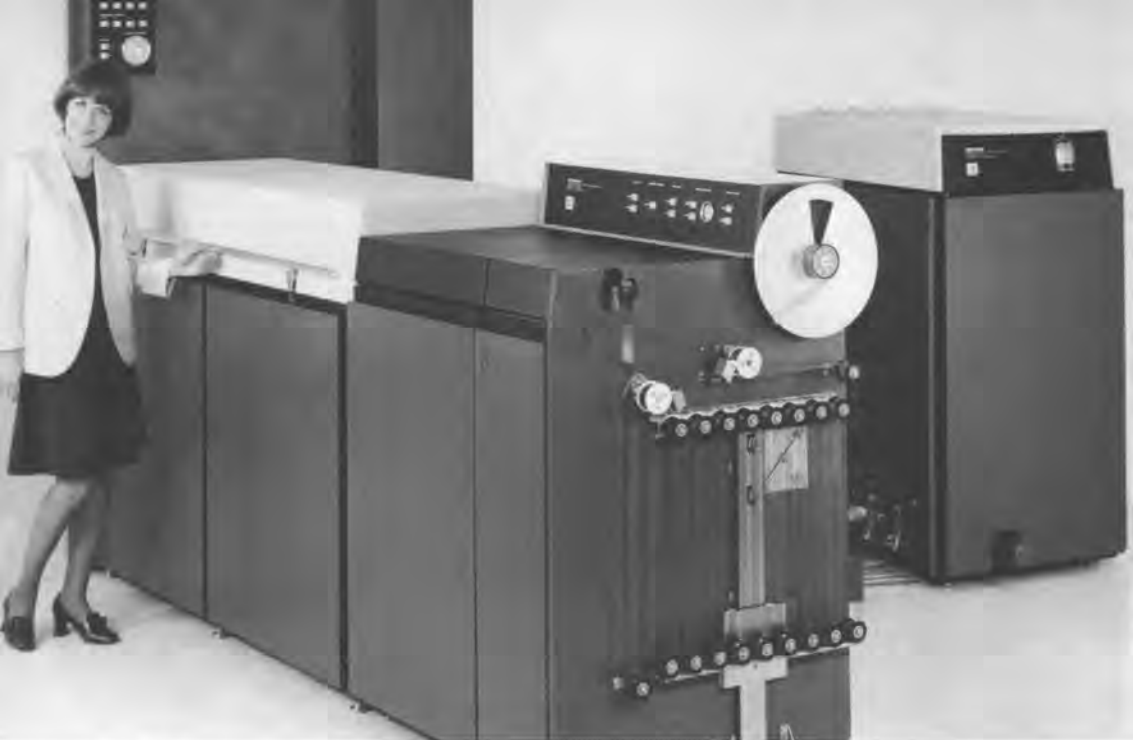
"Of course," he added, "when you are talking about an industry that's expected to produce about \$30 billion this year, that's a lot of eight-cent increments."

Customer Relations

To centralize and strengthen the company's service to the graphic arts industry, the graphic markets division has assembled a team of specialists in all phases of graphic arts. The group, consisting of experts in equipment, graphic arts papers and films, litho plates, photofabrication, and instrumentation, was formed to help Kodak serve its customers, dealers, and its own field service representatives with product information and technical service in the quickest possible way.



New lithographic printing plate from Kodak takes less than five minutes to expose, process, and install on the press. After successful field trials, the Kodak PMT metal litho plate is now available to the graphic arts industry.



The Kodacolor continuous film processor, model 1635, enables photofinishers to process Kodacolor II film in the 110 size used in pocket Instamatic cameras. The new machine can also handle Kodacolor II film in 126 and 135 sizes which will be available from Kodak in September.

Healthy Growth Predicted For Photofinishing Industry

A Kodak vice-president forecast continued healthy growth for photofinishing and told industry members that one of the keys to this growth is a program of competing more effectively with other leisure-time fields for customers.

Speaking at a meeting of photofinishers last April, Van B. Phillips, general manager of marketing, remarked that "while there is intense competition within the industry itself, we tend to lose sight of the competition with other industries to get the consumer to spend his discretionary dollar on picture-taking in the first place."

Advertising and promotion efforts, Phillips said, should not only be directed at the majority of persons who don't "know yet that they want or need pictures," but also at "keeping people interested in using" cameras after they buy them.

"For its part, Kodak is actively promoting, especially through pocket photography and existing-light movie-making, the concept that taking pictures is now a regular everyday part of life."

At the same meeting of photofinishers, Kodak introduced a new processor capable

of handling three sizes of Kodacolor II film.

The Kodacolor continuous film processor, model 1635, enables photofinishers to process Kodacolor II film in the 110-size in addition to 126 and 135 sizes when they become available in mid-September. The new machine is also designed to help handle the rapidly increasing volume of 110-size Kodacolor II film being exposed by owners of the popular Kodak pocket Instamatic cameras.

Photofinishers Notified

Kodak has informed photofinishers and processing equipment manufacturers of development programs that could result in significant improvements in the quality and processing ease of Kodachrome and Kodak Ektachrome films.

The company emphasized that the notification does not constitute an introduction of new products. Notification was being made to give film processors and others ample time and opportunity to evaluate the proposed improvements so that the transition to any new processes could be accomplished without difficulty.

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 will participate in Expo '74, scheduled to open May 1, 1974, in Spokane, Washington. The company will be one of about 75 domestic exhibitors taking part in the six-month 1974 World's Fair whose theme is dedicated to environmental concern and outdoor recreation.

■ The basic principles of photography are presented in a new, 11-minute movie available free for group showings from Eastman Kodak Company. The 16mm color film, "Photography—How It Works," explores the role of light in photography, how an image is formed, made visible and permanent. A print may be obtained on loan by writing Eastman Kodak Company, Audiovisual Services Library, Department 396, 343 State Street, Rochester, N.Y. 14650

■ Kodak has already started shipping free magicube flash extenders with all pocket Instamatic cameras. Until March, 1974, the company will offer free extenders to present owners of pocket Instamatic cameras. These camera owners will learn about the extender offer through displays and redemption coupons which are available to photographic retailers from Kodak. Coupons are also available to independent photofinishers, and will be packed with Kodak 110-size film color print and processing work. Additional displays will be located at Kodak Consumer Centers.

■ Two useful publications have been prepared by the Consumer Markets Division of Eastman Kodak Company. "How to Decorate With Photographs" contains a wealth



of ideas and tips for decorating your home with photographs. A wide range of techniques, from conventional frames to mobiles and swinging pictures, are covered. The other, "Photos Help You When Disaster Strikes" offers detailed suggestions to the consumer on the use of pictures to document possessions, validate property damage, or substantiate insurance claims in case of disaster. Copies of both may be obtained by writing to Dept. 841, 343 State Street, Rochester, N.Y. 14650.

KODAK HIGHLIGHTS
EASTMAN KODAK COMPANY
ROCHESTER, N.Y. 14650

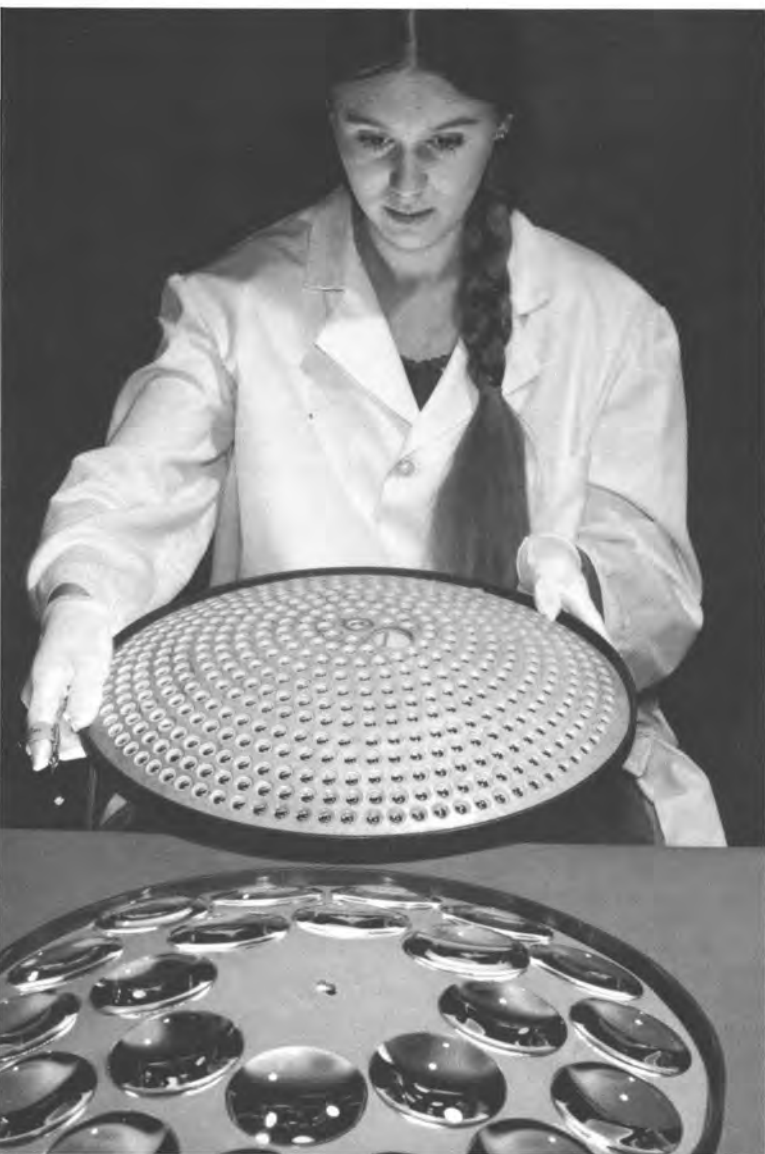
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Permit 6

Rochester, N.Y.



Large and small "eyes" for Eastman Kodak Company's photographic products are fitted in special trays for processing and quality control inspection at Rochester, N.Y. Large lenses in foreground will go into microfilming equipment, while the tray held by a Kodak Apparatus Division employee contains tiny lenses for Kodak pocket Instamatic cameras.