



Kodak Highlights

August 1975

- Midyear sales and earnings
- Asia, Africa and Middle Eastern Region
- Consumer Centers



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On the Cover

One of the winners in the Scholastic/Kodak Photo Awards contest is our cover photo this issue. Others are shown on pages 8 and 9. More than 80,000 entries were made in the 1975 contest.

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

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Midyear Report to Shareowners

(in millions, except earnings per share)	Second Quarter			First Half-Year		
	1975	1974*	Change	1975	1974*	Change
Sales	\$1,114.0	\$1,030.7	+ 8%	\$2,103.4	\$1,965.8	+ 7%
Earnings from						
Operations	229.4	230.3	- 0	393.7	419.6	- 6
Net Earnings	130.2	134.2	- 3	226.1	249.1	- 9
Per Share	\$.81	\$.83		\$1.40	\$1.54	

*as restated to reflect the extension of LIFO inventory accounting method

In Summary

Results for the first half of 1975 reflected the continuation of generally lower economic activity during the second quarter, accompanied by higher levels of operating costs. Although higher selling prices held dollar sales above the level of 1974, unit volume declined. Business overseas was more vigorous, and earnings benefited from a favorable turnaround in the effect of foreign currency and translation adjustments.

Sales Advance

Dollar sales by all divisions advanced over last year, as selling price increases offset generally lower unit volume.

Sales by Division (in millions)	Second Quarter			First Half-Year		
	1975	1974	Change	1975	1974	Change
U.S. & Canadian						
Photographic	\$ 611.6	\$ 608.3	+ 1%	\$1,171.5	\$1,141.7	+ 3%
International						
Photographic	418.3	334.9	+ 25	779.7	640.8	+ 22
Eastman Chemicals	232.9	225.4	+ 3	445.3	432.0	+ 3
Deduct:						
Interdivisional Sales	(148.8)	(137.9)		(293.1)	(248.7)	
	\$1,114.0	\$1,030.7	+ 8%	\$2,103.4	\$1,965.8	+ 7%

Sales to the U.S. Government and defense contractors were \$87.6 million, for the first half-year, representing 4 percent of total sales.

While the volume of shipments by the U.S. and Canadian Photographic Division continued below the levels of the first two quarters of 1974, dollar sales were higher. Photographic materials and supplies advanced over last year on the strength of good demand for amateur roll films and gains in motion picture and audiovisual, business systems and radiography products. Although photographic equipment sold at generally lower levels during the first half-year, amateur still products advanced late in the second quarter with deliveries of the new Trimlite Instamatic and Tele-Instamatic cameras.

Sales by the International Photographic Division accelerated in the second quarter on the strength of rising unit volume. All regions reported increased sales for the half-year, with gains in all major product lines.

Eastman Chemicals Division sales continued to reflect the weak condition of some of the markets it serves. While total chemicals, fibers and plastics volume continued at lower levels compared with the first half of 1974, shipments of man-made fibers improved during the second quarter.

Earnings Lower

Operations during the second quarter continued to reflect sluggish demand, particularly in the U.S. markets, and increased operating costs—purchased materials and services, as well as higher levels of wages, salaries and benefits.

Research and development expenses in the second quarter totaled \$74.6 million, compared with \$63.2 million in 1974; for the half-year, these expenses amounted to \$148.5 million, up from \$127.3 million last year.

Costs and Expenses (in millions)	Second Quarter			First Half-Year		
	1975	1974	Change	1975	1974	Change
Cost of goods sold	\$666.2	\$605.8	+ 10%	\$1,285.3	\$1,170.2	+ 10%
Percent of sales	59.8%	58.8%		61.1%	59.5%	
Sales, advertising, distribution and administrative expense	\$218.4	\$194.6	+ 12%	\$424.4	\$376.0	+ 13%
Percent of sales	19.6%	18.9%		20.2%	19.2%	

Sales, advertising, distribution and administrative expenses reflected the higher levels of salaries, wages and benefits, especially overseas, which are placing additional pressure on earnings.

During the second quarter, earnings benefited from a net favorable effect of exchange gains and losses and adjustments related to the translation of foreign currencies. The effect was to increase second quarter and half-year earnings by approximately \$5 million, in contrast to an unfavorable effect of \$3 million for the same period in 1974.

Earnings from Operations	Second Quarter			First Half-Year		
	1975	1974	Change	1975	1974	Change
Amount (in millions)	\$229.4	\$230.3	- 0%	\$393.7	\$419.6	- 6%
Percent of sales	20.6%	22.3%		18.7%	21.3%	

Interest income for the first half-year declined as a result of reduced yields on a lower balance of securities held. Other income, composed mainly of royalties from licensees, was also lower than in 1974, while other charges increased. The half-year provision for income taxes was \$179.0 million, down from \$205.0 million in 1974.

Net Earnings	Second Quarter			First Half-Year		
	1975	1974	Change	1975	1974	Change
Amount (in millions)	\$130.2	\$134.2	- 3%	\$226.1	\$249.1	- 9%
Percent of sales	11.7%	13.0%		10.7%	12.7%	
Net earnings per share	\$.81	\$.83		\$1.40	\$1.54	

Dividends to Shareowners

Cash dividends of 39 cents per share were declared in the second quarter, bringing the first-half total to 78 cents per share compared with 71 cents per share in 1974. Total cash dividends declared amounted to \$125.9 million compared with \$114.5 million last year.

Capital Improvement Program

Capital expenditures for additions and improvements to plant and facilities reached \$266.9 million by midyear. By careful selection and deferment of less critical projects, capital spending for the full year will be somewhat less than the \$616 million originally planned.

Capital Expenditures by Division (in millions)

	Second Quarter		First Half-Year	
	1975	1974	1975	1974
U.S. & Canadian				
Photographic	\$ 56.8	\$ 59.7	\$116.2	\$109.9
International				
Photographic	32.3	19.8	56.1	37.7
Eastman Chemicals	46.7	39.0	94.6	68.9
Worldwide	\$135.8	\$118.5	\$266.9	\$216.5

The provision for depreciation was \$99.2 million, 10 percent above \$90.2 million recorded for the first half of 1974.

Financial Position

Cash and marketable securities declined from year-end 1974 to \$548.5 million. Working capital also declined from year-end 1974, totaling \$1,516.5 million.

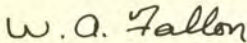
Compared with midyear 1974, inventories increased by \$196.8 million, to \$1,033.9 million. Inventories of units operating outside the U.S. reflect higher levels in support of increased activity, and include the full impact of purchase price and cost increases abroad; domestic inventories, valued on a LIFO basis, are generally in line with current needs and expected activity. Receivables rose 13 percent to \$801.9 million, as the result of increased activity overseas toward the end of the second quarter.

Outlook

Many indicators now point to a gradual economic recovery in the months ahead, with the impetus for improvement expected to come from the consumer sector. This expectation, together with the favorable response to Kodak products recently introduced, leads us to a position of cautious optimism concerning business prospects for the balance of the year.



Chairman



President

Consolidated Balance Sheet

Eastman Kodak Company and Subsidiary Companies

Assets	June 15, 1975	Dec. 29, 1974	June 16, 1974
		(amounts in thousands)	
Current Assets			
Cash	\$ 52,002	\$ 109,157	\$ 93,567
Marketable securities at cost (June 15, 1975 market value \$483,949)	496,494	704,655	729,354
Receivables	801,861	756,688	710,736
Inventories	1,033,947	937,822	837,172
Prepaid charges applicable to future operations	82,448	77,110	81,908
Total current assets	<u>2,466,752</u>	<u>2,585,432</u>	<u>2,452,737</u>
Properties			
Land, buildings, machinery, and equipment at cost	4,078,353	3,829,731	3,513,266
Less: Accumulated depreciation	1,864,571	1,778,581	1,679,224
Net properties	<u>2,213,782</u>	<u>2,051,150</u>	<u>1,834,042</u>
Other Assets			
Unamortized excess cost of investments in consolidated subsidiaries over net assets acquired	14,594	15,403	16,336
Long-term receivables and other noncurrent assets	38,766	51,308	57,866
TOTAL ASSETS	<u>\$4,733,894</u>	<u>\$4,703,293</u>	<u>\$4,360,981</u>
Liabilities and Shareowners' Equity			
Current Liabilities			
Payables	\$ 670,368	\$ 638,080	\$ 590,425
Taxes—income and other	216,916	251,954	220,344
Dividends payable	62,925	143,584	62,919
Total current liabilities	<u>950,209</u>	<u>1,033,618</u>	<u>873,688</u>
Other Liabilities and Deferred Credits			
4½% convertible debentures—due 1988	66,076	66,076	66,416
Other long-term liabilities	67,231	71,865	66,177
Deferred income taxes	122,406	104,265	101,507
Total liabilities and deferred credits	<u>1,205,922</u>	<u>1,275,824</u>	<u>1,107,788</u>
Shareowners' Equity			
Common stock			
Par value—paid in or transferred from retained earnings*	403,966	403,966	403,957
Additional capital paid in or transferred from retained earnings	268,151	267,868	267,537
Retained earnings	2,855,855	2,755,635	2,581,699
Total shareowners' equity	<u>3,527,972</u>	<u>3,427,469</u>	<u>3,253,193</u>
TOTAL LIABILITIES AND SHAREOWNERS' EQUITY	<u>\$4,733,894</u>	<u>\$4,703,293</u>	<u>\$4,360,981</u>

*\$2.50 par value, 360,000,000 shares authorized; Issued: 161,586,286 on June 15, 1975 and Dec. 29, 1974; 161,582,745 on June 16, 1974. 688,292 authorized but unissued shares of common stock are reserved for the conversion of the debentures issued by Eastman Kodak International Capital Company, Inc. 40,850 shares have been issued as a result of conversions to date.

Consolidated Statement of Earnings

Eastman Kodak Company and Subsidiary Companies

For Half-Year Ended
June 15, 1975 June 16, 1974
 (in thousands, except earnings per share)

Sales

Sales to: Customers in the United States	\$1,146,882	\$1,155,606
Customers outside the United States	956,481	810,148
TOTAL SALES	<u>2,103,363</u>	<u>1,965,754</u>

Costs

Cost of goods sold	1,285,323	1,170,199
Sales, advertising, distribution, and administrative expenses	424,348	375,961
Total costs and expenses	<u>1,709,671</u>	<u>1,546,160</u>

Earnings

EARNINGS FROM OPERATIONS	393,692	419,594
Interest income	19,659	29,142
Other income	9,694	13,528
Less: Other charges	17,975	8,184
EARNINGS BEFORE INCOME TAXES	405,070	454,080
Provision for United States, foreign, and other income taxes	179,000	205,000
NET EARNINGS	<u>\$ 226,070</u>	<u>\$ 249,080</u>
 Average number of shares of common stock outstanding	 161,345	 161,330
 Net earnings per share	 \$1.40	 \$1.54

Consolidated Statement of Retained Earnings

Retained Earnings

Retained earnings at beginning of year	\$2,755,635	\$2,447,164
Net earnings	226,070	249,080
TOTAL	<u>2,981,705</u>	<u>2,696,244</u>
Cash dividends declared at \$.78 per share (\$.71 in 1974)	125,850	114,545
RETAINED EARNINGS at end of half-year	<u>\$2,855,855</u>	<u>\$2,581,699</u>

Financial statements for the half-year have been prepared by the company in accordance with the accounting policies stated in the 1974 Annual Report and should be read in conjunction with the Notes to Financial Statements appearing in that report. Comparative financial statements for June 16, 1974 are as restated to reflect the extension of the LIFO inventory accounting method. Research and development costs included in cost of goods sold were \$148.5 million in 1975 and \$127.3 million in 1974.

The statements 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
 July 24, 1975

Consolidated Statement of Changes in Financial Position

Eastman Kodak Company and Subsidiary Companies

	For Half-Year Ended	
	June 15, 1975	June 16, 1974
	(amounts in thousands)	
Funds Provided by:		
Net Earnings	\$ 226,070	\$ 249,080
Charges to earnings not requiring cash outlay:		
Depreciation	99,219	90,153
Retirement of properties, net	5,023	6,410
Provision for deferred income taxes, net	6,150	11,050
Amortization of excess cost of investment in subsidiaries	809	809
Total from earnings	<u>337,271</u>	<u>357,502</u>
Decrease (increase) in long-term receivables and other noncurrent assets	12,542	(2,431)
TOTAL FUNDS PROVIDED	<u>349,813</u>	<u>355,071</u>
Funds Used for:		
Dividends to shareowners	125,850	114,545
Additions to properties	266,874	216,524
Increase in: Receivables	45,173	45,177
Inventories	96,125	99,687
Decrease in current payables	83,409	87,469
Decrease (increase) in other items, net	(2,302)	4,538
TOTAL FUNDS USED	<u>615,129</u>	<u>567,940</u>
Decrease in cash and marketable securities	265,316	212,869
Cash and marketable securities, beginning of year	813,812	1,035,790
Cash and marketable securities, end of half-year	<u>\$ 548,496</u>	<u>\$ 822,921</u>

Midyear Results for Companies Operating Outside the U.S.

The consolidated financial statements include the following amounts related to operations outside the U.S.

(amounts in millions)	First Half-Year		
	1975	1974	Change
Sales	\$892.0	\$740.6	+ 20%
Earnings from Operations	119.5	108.4	+ 10
Net Earnings	64.1	58.2	+ 10

Progress Report Outlines Kodak Colorado Operations

A commitment to orderly growth is being met in Windsor, Colorado, where the "western arm" of the Kodak Park Division—for years the only source of Kodak photosensitive products made for U.S. consumption and export—is growing up.

In a recent progress report, Dr. Harold L. Smith, Jr., a Kodak vice-president and general manager of the Kodak Park Division, described the company's reasons for establishing a manufacturing unit in the West. Specific details of the operation were presented by Howard E. Smith, Kodak Colorado Division manager.

Dr. Smith explained that Kodak Colorado, an operational arm of Kodak Park Division, was established in 1968 as the company's only U.S. photographic manufacturing facility outside of Rochester. The Kodak Park Division manufactures photographic films, papers and chemicals.

"Kodak has always maintained a commitment to planned growth," Dr. Smith said. Reasons for locating the facility on 3,000 acres near Windsor, Colo., included an ability to meet anticipated increases in market demand and to serve growing western markets better.

He noted that Rochester, where the Kodak Research Laboratories and the Kodak Park Division are located, would continue as the center for development of new and improved products. "In fact, growth of operations at Kodak Colorado will free up space at Kodak Park for the development and manufacture of newer products."

Howard Smith characterized the Windsor plant as a high-volume manufacturing and finishing facility. "Most of our current manufacturing consists of final-stage operations. Master rolls of sensitized films and papers are shipped to us from Kodak Park. We slit, spool, inspect and package these products, then ship them from our own distribution center," he said.

Products shipped from Windsor represent every major market Kodak serves, Smith said. They include the super 8 size movie film, Kodacolor II film in the 110 size, color photographic paper used by photofinishers in making prints, 16 mm Eastman color print film for motion pictures, phototypesetting papers and lithographic plates for the printing trade, medical x-ray film, and Recordak microfilm.



Smith said the major objectives of the facility are to provide fast, efficient distribution to central and western states, to provide consistent high quality and quick response to orders, and to maintain a high volume of output while minimizing product costs.

Smith said Kodak Colorado became operational in 1971 as part of a plan of constant, controlled growth which has resulted in a current total of 3 million square feet of manufacturing space and nearly 2,600 employees. Additional construction will provide an ability by late next year to manufacture certain kinds of emulsion and coat medical x-ray films, color paper, and phototypesetting paper.

"Another building where equipment is currently being installed will produce Estar polyester film base. Estar-based films are used in markets such as radiography, micrographics, and graphic arts," Smith stated.

Altogether, the Kodak Park Division employs about 32,500 people. Of that total more than 28,000 work in Rochester; nearly 2,600 at Kodak Colorado Division; the remainder at Kodak Color Print and Processing Laboratories.



1975 Scholastic / Kodak Awards

Each year Kodak sponsors a number of photo contests to promote the pleasures and benefits of photography. An example is the Scholastic /Kodak Photo Awards conducted by Scholastic Magazines, Inc., and sponsored by Kodak.

Cash awards and scholarship grants are offered to students in grades 7 through 12. The national contest also offers photo retailers and finishers the opportunity to stimulate participation among young people at the local level.

More than 80,000 entries were made to the Scholastic /Kodak Photo Awards competition, with junior and senior high school students participating in two groups, according to age. A few of the prize-winning photos appear on these pages and the cover.



New Home Movie Products Available

Recently introduced Kodak sound movie products for home movie-makers include a camera featuring automatic lip synchronization and a projector with sound recording capabilities.

The Kodak Ektasound 150 movie camera is designed for easy, one-step sound movies with automatic lip synchronization. The camera offers a choice of power or manual zoom lens, 230-degree shutter, and double-vane exposure control for existing-light movies and an effective minimum aperture of $f/45$ for proper exposures outdoors in extremely bright sunlight.

A built-in amplifier with automatic gain control allows the camera to adjust automatically for existing sound.

Either super 8 sound or silent film can be used. A manual filter switch on the left side of the camera adjusts it for the predominant type of illumination when using type A color films. The filter is automatically removed by the insertion of a cartridge containing type G silent color film.

The Kodak Ektasound 150 movie camera has a list price of \$363.50. Included with the camera are an omni-directional microphone with stand and 12-foot cord, wrist strap, rubber eyecup, and instruction book.

The new Kodak Ektasound 235B and 245B movie projectors share such features as fine wood cabinets; attractive smoke-tinted dust covers allowing projection while in place, from the front or back of the projector using a dual-position mirror; easy channel threading; H-pattern control outlined in silver for off/thread, project, rapid scene access with fast forward, or rewind functions, still position; and the ability to show super 8 sound or silent movies.

Both projectors have increased illumination (90 to 100 lumens depending upon lens) using a new 80-watt, 30-volt bulb with integral reflector. A spare-lamp storage socket is provided as are an improved carry-grip and attached 10-foot power cord.

Other new features common to both of the tape-deck-styled projectors include an automatic stop feature which operates if the film has been secured to the supply reel to permit easy rewinding. The projector is also automatically turned off, will turn room lights on, and has a lamp on/off switch to extend projector lamp life.

The Kodak Ektasound 245B movie projec-



Two recently introduced home movie products are the Kodak Ektasound 245 movie projector and the Kodak Ektasound 150 movie camera with automatic lip synchronization.

tor adds sound recording capability to the above basic features. In addition to the ability to record sound tracks, the unit can add sound on sound or erase portions of prerecorded material.

The Kodak Ektasound 235B movie projector with 22mm $f/1.5$ lens has a suggested list price of \$244.50. The suggested list price for the Kodak Ektasound 245B projector with the same lens is \$329.50.



A Kodak customer gets advice on picture-taking at one of the 45 Kodak Consumer Centers across the United States.

Kodak Consumer Centers Assist U.S. Picture-Takers

Kodak Consumer Centers have served more than 1.5 million picture-takers in the U.S.

The centers provide assistance and photographic information without charge to customers. Kodak personnel perform minor adjustments on amateur photographic equipment, advise customers on the nature and cost of more complicated repairs, and offer a large cross section of Kodak pamphlets and literature when requested.

The consumer service has grown from six to 45 centers in 29 states and the District of Columbia, covering 38 of the nation's urban areas. Each center is staffed with personnel who have completed special training courses with emphasis on photographic information and the checking of Kodak equipment.

About one third of the customers using the centers make personal visits. The others make inquiries by telephone. "Our experience indicates that the consumer is highly receptive to this no-charge service and that the program is working," said Van B. Phillips, vice president and general manager, Marketing Division.

While the Consumer Center personnel solve just about every type of problem imaginable, three remain at the top of the list:

—Fuzzy pictures caused by camera movement.

—Customer failure to replace exhausted batteries necessary for automatic exposure control, electronic shutter and flash.

—User lack of complete familiarity with the features and operations of equipment.

Center representatives have found the busiest times of the year come during holiday seasons, school graduation periods and summer. "It seems that almost everyone wants to take pictures then," Phillips said, "and many people discover that the camera they haven't used in a while doesn't function properly. Usually, a simple adjustment or some advice solves the problem."

Kodak views Consumer Centers as an extension of its programs of quality control, customer service and consumer information to support photo retailers, Phillips explained.

For example, in addition to those served by the centers, some 300,000 additional picture-takers were aided in 1974 by the 25 specialists in the company's photo information group. These customers were contacted directly, either by telephone or in response by a letter.

Along with each Kodak camera and projector comes a special leaflet, "If You Need Service." This manual has a checklist of possible things that could be wrong and asks the user to review it before visiting a Consumer Center or returning it for repair. It also tells the customer how to pack and ship a camera and gives addresses and telephone numbers of all Kodak Consumer Centers.

Kodak Business Abroad: Retrospection on a Career

Larry Wales retired July 1 as a Kodak assistant vice president and general manager of the Asian, African and Middle Eastern (AAME) Region, International Photographic Division. Shortly before his 37-year Kodak career ended, he made some observations about international operations for the corporate newspaper, Kodakery. They are presented in part here.

Asia, Africa and the Middle East comprise half the world's geography and contain two-thirds of its population, Wales noted, "You are talking about vast distances, large geographical areas, and many, many people who are potential customers."

These may not all be customers for amateur products, he explained, but all nations including developing ones are concentrating on needs in education, health care, communications and entertainment. "All these projects deeply involve photography," he stated. "The potential market provides Kodak with a lot of scope."

Over the years, the development of improved communications through satellite telephone transmissions and jet transportation have helped the growth of the international market, according to Wales.

AAME's headquarters staff regularly travels throughout the region, discussing marketing programs, service capabilities, facilities planning and general operations. "The responsibility still rests, of course, with the subsidiary companies or the distributors," he said, "but improved communications help us provide better assistance, long-range planning and marketing programs to fit the needs of a specific country."

Another major change in international relations is the transition since World War II from colonial governments to local self-governing nations, Wales said. "A great degree of nationalism . . . created an urgency for developing managerial skills and government responsibilities in countries where education and experience have been limited. So we have had some hectic times. We have had to change our views in many cases to cope with local requirements.

"What this really means," he continued, "is that Kodak tries to take those steps within a country which help achieve a favorable climate for the maintenance and growth of the photographic market."

Wales pointed to the growth of business in



Larry Wales recounts some of his 37-year experience with Eastman Kodak Company and the International Photographic Division.

the region since World War II. "We opened an operation in Taiwan. We formed Kodak Zambia. We developed the Free Zone operation in Beirut for the Middle East countries. In Malaysia, we formed Komal Sdn. Bhd., a subsidiary company, and in almost every country we have expanded our distribution network. In addition, a new distributor for Indonesia has been appointed, and we are working to expand the distribution of products in Iran. We are also considering restructuring our company in India."

Relationships with China are also being reestablished, according to Wales.

Pointing out that Kodak is solely a marketing, distribution and service organization with no manufacturing facilities in the region, Wales said: "We are providing products, skills and experience that help the countries—and they contribute the marketplace and local people that make our operations and jobs possible."

Wales' successor in the region is John Riggs, an assistant vice president who was general manager of the Latin American Region. Kay R. Whitmore, former assistant manager, Kodak Park film manufacturing, replaces Riggs.

MORE Than Your Share? 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 Snaps

Kodak is testing the sale of "trial-size" packages of photo paper and chemicals at many New York City and Chicago area photo dealers. The "Try Color Printing" test features economy-size, 10-sheet packages of Kodak Ektacolor 37 RC paper (N surface) and quart-size quantities of Kodak Ektaprint 3 chemicals. The purpose is to sample interest of serious hobbyists, students and professional photographers. If the smaller size package sales reflect sufficient interest, convenience packaging may be extended nationwide for these products.

■ As an added customer benefit, Kodak has announced a new three-year warranty policy covering the Kodak Trimlite Instamatic cameras and the Kodak Tele-Instamatic 608 camera. "The extended warranty is a further demonstration of Kodak's historical commitment to customer satisfaction with our products," said Van B. Phillips, vice president and general manager of the Marketing Division. "The company's guiding principle since the days of George Eastman has been to provide, in his words, 'good goods.' This new warranty policy expresses our faith that these new camera models are indeed 'good goods' and, additionally, the warranty demonstrates our confidence in the quality of the design and manufacturing ability of the skilled and dedicated Kodak people in Rochester."

■ More than 800 publications spanning the field of photography are included in the new 1975 Index to Kodak Information now available. The 38-page index provides a convenient, up-to-date alphabetical subject and product listing that helps readers find books, guides and pamphlets on topics of interest. The Index lists publications on amateur photography, black-and-white films and papers, color photography, chemicals, microfilming, motion-picture and audiovisual techniques, professional and scientific photography, radiography and graphic arts. Single copies of the 1975 edition of Index to Kodak Information (L-5) can be obtained without cost from Department 412-L, Eastman Kodak Company, Rochester, N.Y., 14650

■ To build color print orders while introducing customers to the pleasures of sharing their snapshots, photofinishers are taking part in Kodak's 1975 Multiple Prints Promotion. The program, which cites cost savings to consumers, encourages snapshooters to order extra color prints for friends and relatives when placing orders.

EASTMAN KODAK COMPANY
343 STATE STREET
ROCHESTER, N.Y. 14650

Bulk Rate
U.S. Postage Paid
Eastman Kodak Company



The viewfinder for the built-in normal and telephoto lenses of the new Kodak Tele-Instamatic 608 camera is tested for clarity and accuracy at the Kodak Apparatus Division in Rochester, N.Y. The large rectangle of the test pattern is the target for the normal 25 mm lens position and the smaller rectangle tests the telephoto 43 mm setting.