



Ground breaking started at 3 p.m. on Oct. 26 with this blast of rock.

## Building Under Way in Norway

Kodak Norge is to have a new headquarters building at Mastemyr, on the east side of the Oslo fjord and eight miles south of the city of Oslo.

Ground breaking on the 20-acre sloping site is expected to be finished this month, with construction starting on a five-story building with 15,800 square meters (170,000 square feet) of floor space.

Plans are to complete the new home of Kodak in Norway by midsummer 1978, with the processing laboratory delaying its move to Mastemyr until after the busy summer season.

Geir Grung, a Norwegian architect of international renown, competed with three other architects. His winning plans present an original design and yet incorporate elements typical of Norwegian architecture.

A subbasement and basement will primarily contain the electrical power, heating, ventilating and airconditioning equipment for the building. One section, however, is planned as a recreation area.

The ground floor, the largest, will contain a 7,000 square meter (75,000 square foot) warehouse, the processing laboratory and the Customer Equipment Services Dept.

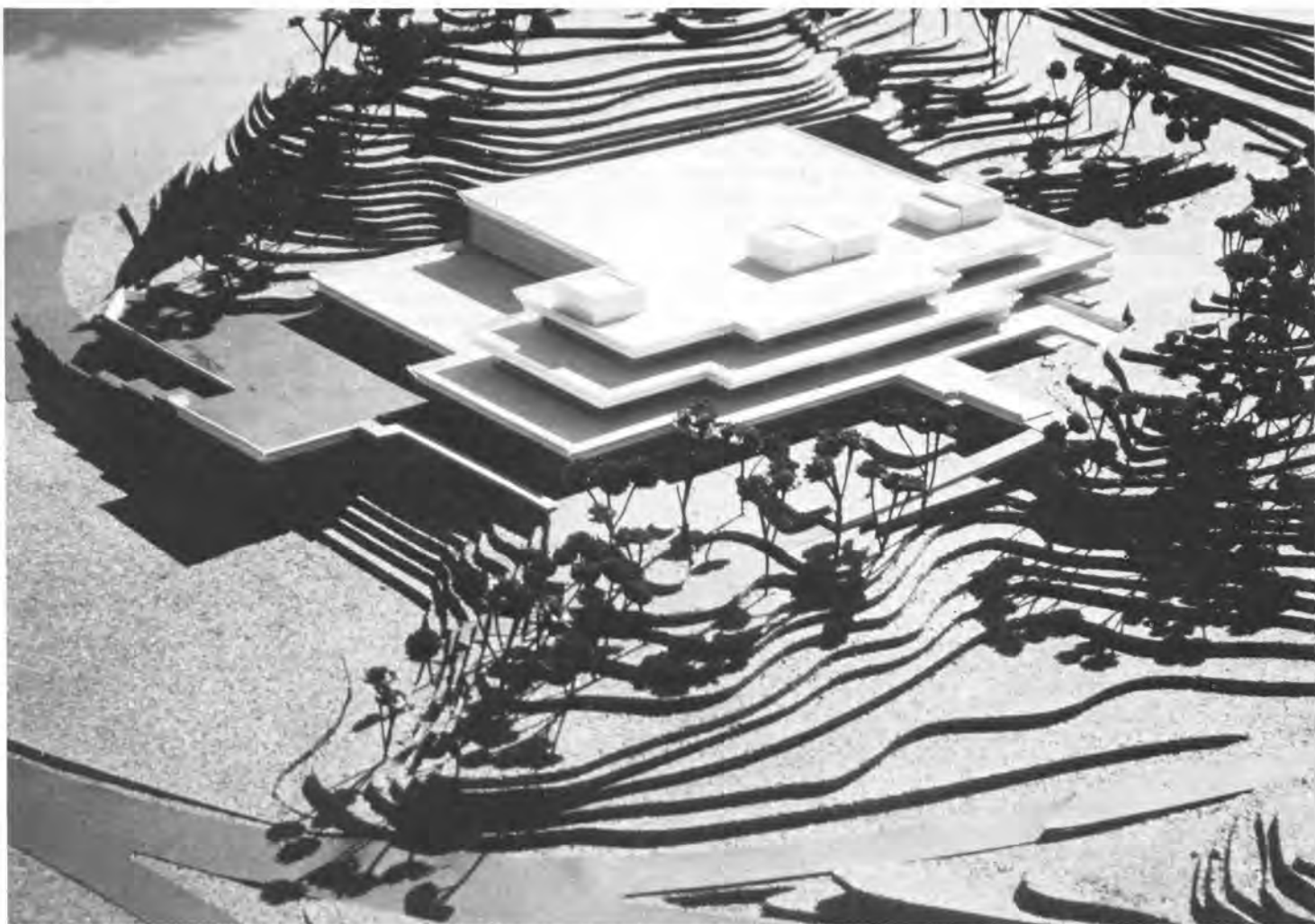
The main entrance will be on the first floor. It is designed so that the entry hall may be connected with the cafeteria and an

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The architect has provided this model of the building which will be Kodak Norge's new headquarters.

exhibition area to form one large section for special purposes. The Marketing Education Center, the Personnel Dept., Health Services and Electronic Data Processing also will be on this floor.

The top floor will contain the Marketing, Marketing Services and Administration offices and will be designed with office landscaping.

## Worldwide Capital Expenditures of \$537,000,000 Planned for 1977

Eastman Kodak Company has announced plans for worldwide capital expenditures totaling \$537 million in 1977, up from expenditures of approximately \$535 million in 1976.

The 1977 capital budget includes planned expenditures of \$334 million for the U.S. and Canadian Photographic Div., \$101 million for the International Photographic Div., and \$102 million for the Eastman Chemicals Div.

In commenting on the budget, Walter A. Fallon, president and chief executive officer, noted that "much of the spending in 1977 will be directed towards further expansion of manufacturing operations, with funds also being allocated for the enlargement and improvement of the company's research, development, marketing and distribution operations.

"The program," Fallon said, "reflects our continued commitment to business growth through the development of new products and improvements in existing products, and in our ability to make them. We look forward, as well, to achieving further productivity gains, and we also will be giving attention to improving our services to customers worldwide and upgrading our environmental facilities."

Expenditures for 1976 were about \$78 million below the original forecast because of the selective deferral of non-critical projects.

The 1977 budget lists \$211 million for expansion and improve-

ment projects in Rochester. These include continuation of projects to provide additional manufacturing capacity for film, paper, equipment and related products; progress on the expansion of distilling capacity for the recovery of solvents; continuation of construction of a plant for recycling materials important in film manufacture; expansion of engineering facilities and shops; completion of the water purification project on the Genesee River, and the start of construction of an extension to the main facility in the research complex.

Budgeted expenditures for the U.S. and Canadian Photographic Div. outside of Rochester include:

At Kodak Colorado—Construction of additional space for film and paper finishing operations and equipment for additional finishing capacity.

At Kodak Canada—Completion of the expansion into a new paper finishing location at Brampton, Ontario.

New York City Region—Continuation of construction of a regional distribution center in Dayton, N.J., to serve metropolitan New York City.

The International Photographic Div. program includes:

Expansion and improvement of finishing capacity at sensitized goods manufacturing locations of Kodak Limited, United Kingdom;

Kodak-Pathe, France; Kodak Australasia; Kodak Brasileira, and Industria Fotografica Interamericana, Mexico.

At Kodak Denmark—Improved processing facilities.

At Kodak Norge—A new marketing, distribution and processing location.

At Kodak Brasileira—Construction of a camera assembly facility.

Expansion of distribution facilities in several countries.

Major projects for the Eastman Chemicals Div. include:

At Texas Eastman Company—Expansion of glycol ether capacity and continuation of projects to expand production capabilities for polyethylene and oxo aldehydes.

At Tennessee Eastman Company—Completion of supporting facilities for filter tow production; expansion of acetoacetylde capacity, and completion of additional wastewater treatment facilities.

At Carolina Eastman Company—Completion of program to expand capacity for production of polymers and polyester fiber and yarns.

At Arkansas Eastman Company—Completion of site development and utilities and continued work on facilities for the production of organic chemicals.

## Kodak's New York City Exhibits Focus on the Cultures and Beauty of Peru

The spotlight turned to Peru on Jan. 18 in New York City.

A view of Machu Picchu, the ancient Incan city high in the Andes Mountains, was unveiled as the subject of the Kodak Colorama in Grand Central Terminal. The Colorama, which displays the world's largest transparency (18 x 60 feet, 5.5 x 18 meters) is seen each day by approximately 252,000 people as they pass through Grand Central. The view of Machu Picchu, taken by Neil Montanus, EK Photographic Illustrations Div. photographer, will be displayed in Grand Central through Feb. 28.

An exhibit, "Peru—a Visual Impression," also opened Jan. 18 in the main level of the Kodak Photo Gallery at 1133 Avenue of the Americas.

This display was planned in cooperation with the Peruvian ministry of industry and tourism. It conveys the many cultures and contrasts of Peru by means of a presentation of 100 color photographs and artifacts representing the people and their heritage, arts, marketplaces, transportation and cities. A collection of ceremonial pottery vessels, golden statues and jewelry, sculpture, weavings and baskets is displayed among the photographs of ancient and modern Peru.

A dramatic entranceway, representing a doorway into the city of Machu Picchu, leads visitors into the Peruvian exhibit. Through this door may be seen the exhibit's largest transparency (9 feet, 8 inches x 8 feet; 3 x 2.5 meters)—a view of Machu Picchu. Montanus took the Machu Picchu pictures and more than 50 others in the exhibit when on assignment in the South American country last May. Other pictures were con-



Kay Whitmore, EK assistant vice-president and general manager of IPD's Latin American Region, was among the speakers at the press event opening the exhibit "Peru—a Visual Impression" at the Kodak Photo Gallery. Kay is pictured earlier this month previewing some of the exhibit's color prints. A sampling was mounted in IPD's headquarters at Kodak Office. He holds a print of the Machu Picchu picture featured in the new Colorama.

tributed by photographers Richard Swift and Carl Zollo of Rochester.

Along with the Peruvian exhibit at the Gallery more than 800 amateur photos are being shown, finalists' entries in the 1976 Kodak International Newspaper Snapshot Awards Competition (KINSA) in which 109

newspapers in the U.S., Mexico and Canada participated. More than 325,000 photographs were entered.

Both exhibits will be on display through Mar. 19 at the Kodak Gallery, which is open free to the public.



## Prince Takes New Graphics Info to Nigeria

Prince T. A. Giwa, left, technical sales manager for Kingsway Chemists, recently completed a graphic arts processor refresher training course at Kodak Limited's Marketing Education Center at Gadebridge, England. Kingsway Chemists, a division of the United Africa Company of Nigeria Ltd. which is the distributor for Kodak products and equipment in Nigeria, hopes to set up a graphic arts customer training and demonstration area in Lagos. Prince Giwa was able to discuss customer needs in the United Kingdom and training methods used at Gadebridge and relate these to his home situation. He, John Poynter, center, of Kodak Limited's Export Sales Dept., and Don Waddingham, of its Graphic Arts Dept., discuss the Kodalith 324 processor.



## Cloche Heads Promotions List in Europe



Cloche



McCarrick



Harari



Gulick



Ford



Clement



Lambert

Several announcements concerning the European Region of IPD have been made by Norman A. Brick, EK vice-president and general manager of the region. They became effective Jan. 3.

Georges Cloche, who had been assistant to the general manager with responsibility for sensitized goods, has become assistant general manager of the European Region.

A European Management Committee was established and consists of Brick as chairman and F. James Moorfoot, chairman and managing director of Kodak Limited, United Kingdom; Helmut Nagel, general manager of Kodak A.G.; Germany; Walter Schwegler, general manager, Marketing Companies; Paul L. Vuillaume, president and general manager of Kodak-Pathe; Cloche; Jacques M. Marot, director, Finance, European Region; and William P. McCarrick and David Harari whose new titles are listed below. Harari is committee secretary.

Three new positions, reporting to the general manager, were established. The Manufacturing manager and the Marketing manager are responsible for European strategic planning for their respective functions. The director, Business Planning, is responsible for providing regional management with information and knowl-

edge to assist in planning. Cloche has been appointed Manufacturing manager. McCarrick, who was director, Marketing, is Marketing manager. Harari, who was assistant general manager, Chemicals, is the new director, Business Planning.

Three assistant Manufacturing managers also have been named: Cloche for Sensitized Goods, George S. Gulick for Apparatus, and Harari for Chemicals.

Kevin R. Donohue, director, Processing Laboratory Operations, reports to the Marketing manager.

Three Kodakers have assumed additional regional responsibilities:

Desmond G. Ford, Group Supplies, Kodak Limited, has become coordinator, Purchasing, European Region.

Pierre Clement, director, Research Laboratories, Kodak-Pathe, is coordinator, Research, European Region.

Eric W. Lambert, manager, Merchandise, Kodak Limited, is coordinator, Packaging and Naming, for the region.

Ford reports to the Manufacturing manager, and Lambert to the Marketing manager for regional matters.



**Court Champ**—Don Lamb, general manager of Kodak Taiwan, won the 1976 men's singles championship in the recent tennis tourney of the local American Club. In a semi-final match that went two hours and 20 minutes, Don outlasted a former Israeli Davis Cup member who is in business in Taiwan. Scores were 6-3, 5-7, 6-3. In the men's doubles, Don and his 14-year-old son, Gordon, lost out in the finals.

**Peru's Hoopsters Tour**—The Peruvian National Basketball Team toured the U.S. during November, thanks to a number of Peruvian and North American companies which supplied the team with plane tickets. The team played 20 games against some of the top U.S. college teams in the South and East, including Syracuse, Princeton and Virginia. Ed Hoppe, right, general manager of Foto Interamericana de Peru, presents a ticket to Eduardo Guzman, who plays guard, during a ceremony at the residence of U.S. Ambassador Robert Dean, left. James Suins, second from right, is coach of the national team. The trip, which generated much Peruvian-U.S. goodwill, was made in preparation for the South American Basketball Championship to be held in Chile in February.



## X-ray Expert of Kodak Spain Tells How To Spot a Dummy Mummy

As part of the 2,000th anniversary of the Roman foundation of Zaragoza, Spain, Esteban Llagostera of Kodak Spain was invited to lecture in the city's consistorial house.

A Pharaonic art exhibition was held in conjunction with the bimillenary celebration, and Esteban, who is x-ray products sales supervisor of Kodak Spain and an ex-

pert archaeology investigator, was asked to speak on radiography of Egyptian mummies.

He illustrated his talk with a hundred slides and explained in detail the advantages of using radiographs for non-destructive analysis of mummies. He related many of his own experiences in the study of mummified bodies of animals and people.

Esteban also described the embalming process used in ancient Egypt and the religious reasons that motivated the Egyptians to preserve the bodies of their dead. His slides showed some of the characteristics of the pyramids, or houses of the dead, as they are sometimes called.

The talk also covered the topic of fake mummies which have been discovered in many parts of the world. Esteban has proved several fakes by x-raying them.

Esteban is a member of the Spanish Society of Radiology and Nuclear Medicine, the International Council of Museums and the Spanish Executive Committee of Egyptology. In addition, he is a collaborator of the National Archaeological Museum and of the Institute of Restoration and Preservation of Works of Art.



Esteban Llagostera prepares to x-ray a mummy.

## Marj Needham Reports on Varied Sights of Hong Kong

Marj Needham's color prints form a kaleidoscope of Hong Kong.

The IPD Customer Services export representative spent a two-week vacation with her sister, a missionary-teacher there.

Marj's photos contrast the high-rise, densely-populated cities of Victoria and Kowloon and the huge new satellite housing developments with rural sections of the New Territories, where some of the small farm villages are centuries old. In one village, where most of the houses were built into the village wall, Marj watched noodles being made and hung under a tent to dry.

In some of the villages, she saw Hakka women wearing their traditional fringed hats, but in the cities, she saw few Chinese dresses. More obvious were the new longer-length skirts, plat-

form shoes and Western-style jeans.

Marj enjoyed tasting such Chinese dishes as shark's fin soup, sweet-and-sour pork and red bean soup with lotus buds, but she was amazed to find the vast array of familiar brand names on store shelves. Soups, cereals, frozen foods, pizza and toothpaste bore brand names she recognized, and there were Oregon delicious apples and Sunkist oranges. She even discovered two McDonald's restaurants have opened in Hong Kong.

At the end of a boat crossing to Cheung Chau Island, noted for its picturesque fishing village, Marj saw hundreds of junks, each with a TV antenna, at anchor in a typhoon shelter. Another water scene which was new to Marj was that of acres of ponds devoted to duck farms in the New Territories.



Teng



Maideen



Corona



Ribak



Bates



Lancaster



Mitchell



Drinkwater

## Ten Celebrate 25 Kodak Years



Rousseau

Teng Kim Fatt, credit supervisor, Credit Dept., Kodak Singapore, Jan. 1

K. M. Maideen, van driver, Warehouse, Kodak Singapore, Jan. 1

Bonifacio Corona Garcia, stockkeeper, Warehouse, Kodak Mexicana, Jan. 2

Lily Ribak, clerk, Finishing Administration, Kodak Australasia, Jan. 4

\*Thomas G. Wilson, supervisor, Dispatch, Distribution Center, Kodak Australasia, Jan. 7

John L. Bates, administrator, Consumer Markets, Melbourne Branch, Kodak Australasia, Jan. 8

Howard Rex Lancaster, assets clerk, Engineering Maintenance, Kodak Australasia, Jan. 8

Frederick W. Mitchell, staff assistant, Research, Kodak Australasia, Jan. 9

Warren G. Drinkwater, camera and projector repairman, Customer Equipment Service Div., Sydney Branch, Kodak Australasia, Jan. 30

Alberte Rousseau, accounts receivable clerk, Credit Dept., Kodak Belgium, Jan. 30

\*not pictured



**Cultural Support Cited**—The Panamanian Institute of Tourism has awarded a certificate of recognition to the Panama Kodak Companies in gratitude for effective and enthusiastic cosponsorship of the Folkloric Dances held in the ruins of Old Panama during the dry season. During the recent presentation, Rogelio Arias, left, general manager of the institute, told Frank O'Connor, general manager of the Panama Kodak Companies, that this is the first certificate of its type to be given in Panama by the institute.

## Curt Leads Retirees in Years



Tornblom



Cecilio



Lau



Perez

Curt Tornblom, sales service supervisor, Customer Service-Merchandise, Kodak Sweden, 48 years

Jose O. Cecilio, senior printer operator, Technical Operations, Kodak Philippines, 30 years

Lau Choong Mau, financial consultant, Kodak Singapore, 30 years

\*Pietro Colombi, cleaner, Plant Equipment Maintenance, Kodak Italy, 16 years

Jesus G. Perez, stockkeeper, Warehouse, Cebu Branch, Kodak Philippines, 12 years

\*Irene Immonen, kitchen assistant, Jakobsberg, Kodak Sweden, 11 years

\*not pictured

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Ron Wiley Editor-in-Chief  
Kaye Lechleitner Editor



Address Correspondence to:  
Miss Kaye Lechleitner  
Eastman Kodak Company  
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The microfiche James Scott, second from left, holds will end storage problems created by paper printouts of computer data from magnetic tapes, such as that held by Taco Proper, general manager of Kodak Far East, Hong Kong. Scott, operations coordinator, Hongkong and Shanghai Banking Corporation, directed the bank's search for computer output microfilming equipment. Looking on are Kodakers Benny Wu, left, systems engineer for Business Systems Markets, Alfred Kwok, second from right, Business Systems sales supervisor, and Hudson Wan, right, BSM technical sales representative.

## Hong Kong Bank Will Reduce Printouts by 14½ Miles Daily

Microfilming will reduce computer paper printouts by some 14½ miles each day for the Hongkong and Shanghai Banking Corporation.

Kodak Far East, Hong Kong, recently installed a Kodak KOM-80 microfilmer with a Kodak Versaform camera, a Kodak magnetic tape unit and a Kodak Versamat film processor, model 75, in the bank's headquarters in the heart of Hong Kong's financial center.

One of the first programs being fed into the microfilmer is the record of 1,500,000 savings bank accounts, reports John L. Boyer, general manager of the bank. As a computer printout, this record would make a pile of paper about five feet high. The data on microfiche will measure only one inch thick.

The Hongkong Bank already has the largest microfilm library in Hong Kong, and the addition of the computer output microfilmer has created what could be described as one of the most advanced operations of its kind in the world, according to Bill Riehl. Bill, marketing coordinator for Business Systems Markets in the Asian, African and Australasian Region, was in Hong Kong at the time of the installation and start-up of the equipment.

A spokesman for the bank said that the Kodak products provided the best way to overcome problems caused by increasing amounts of computer output. He pointed out another advantage in addition to the saving of space. The operating speed of the equipment makes possible the rapid retrieval of information.

**On Tour in Brazil**—While in Sao Paulo, K. Shoji, second from right, president of Sendai Color in Japan, visited Kodak Brasileira and was given a tour of the marketing education center and photofinishing laboratory by Oziris Borges, left, national sales manager for Amateur and Photofinishing Markets. Two interpreters, foreground, translated Oziris' explanations. Sendai Color sells Kodak products in Japan through a chain of camera stores and operates a large photofinishing laboratory.



## Chiangmai Photographers and Kodak Thailand Hold Audiovisuals Seminar

To promote audiovisuals as communication tools and training aids in up-country provinces, Kodak Thailand and the Professional Photographers Association of Chiangmai recently sponsored an AV training seminar in that northern city.

Eighty-six representatives from government, private organizations and universities attended. The Kodak Ektagaphic visual-maker and the Kodak Carousel S-AV 2000 projector with dissolve

control proved to be of great interest to them.

The district officer of Chiangmai city opened the seminar, and the Northern Area educational officer presented certificates to participants on the closing day. Both spoke on the importance of audiovisuals as communication aids in government and private organizations and thanked Kodak for providing Thai government officials with training in their use.



Sayam lampichairitti of Kodak Thailand's Audiovisual Dept. explains the operation of Kodak Carousel projectors with a dissolve control to seminar participants in Chiangmai.

## British Rail Avoids Paper Jam

British Rail's Sealink service handles more than 7,500 international freight documents a week.

They cover such traffic as international parcels, train ferry traffic, seaborne containers and the export and import of cars.

For the customer's part, the transaction usually ends with the arrival of his goods at their destination.

But for British Rail, the task of accounting for all those consignments is only just beginning. Each week, 7,500 freight debit notes arrive at its international traffic accounting center at Croydon for computer processing. Afterward, they are kept for five years, not only for international legal requirements but also to answer customer queries, for example, about charges.

The job of maintaining more than one million documents and controlling the retrieval of some 800 individual papers a week was becoming more and more of a problem. However, in January 1975, as part of an overall modernization program, British Rail's Shipping and International Services Div. installed Kodak Miracode II microfilming equipment. The effect has been dramatic.

The microfilm section—camera, operator, retrieval terminal and files—occupies less than a quarter of the space needed for the original filing racks.

A simple code scheme of station and debit note serial number allows a document to be located at the touch of a button within a minute. A copy can be on its way to the customer the same day, whereas previously it could take longer than that in search time, alone. And now, of course, there is no risk of document loss—the information never leaves the file.

All this adds up to faster, more accurate and reliable customer service.



## Kodak Singapore Hosts Business Council

American Business Council members of Singapore recently toured Kodak Singapore's processing laboratory and marketing education center with Dick Ferris, general manager, and Lloyd Gilbert, marketing manager. Lloyd, second from right, points out that the Kodak Ektachrome autoproccessor makes possible 24-hour processing service for Ektachrome movie film. At the output station, Foo Ah Kee splices leader onto processed super 8 film, while at right is T. S. Yeo, production supervisor. Members of the council periodically meet for luncheon, for talks by prominent local or visiting speakers and for industry profile tours.

## Radiography TSR Sees Big Potential

The potential for industrial, medical and dental radiography in the Middle East is enormous, says Levon Libaridian.

A new radiography technical sales representative of Kodak Near East, Levon had joined the company in Beirut in 1969 and until recently was concerned with Consumer Markets.

In training for his new post, he spent five weeks in the U.S., arriving home in Athens late Christmas Eve where his wife and two-year-old son awaited him.

Two weeks of his training was spent in a basic industrial radiography seminar at EK's regional marketing center in Atlanta, Ga. In Rochester, Levon received one-on-one product training, completed the management of radiography environments (MORE) program and took a three-day course on Kodak X-Omat processors. In both Atlanta and Rochester, Levon accompanied local TSRs on customer calls. One of these in Rochester was to Strong Memorial Hospital.

Traveling is nothing new to Levon. Center (pivot) with the Lebanese National Basketball Team from 1965 until '72, Levon played in games in Egypt, Russia, Armenia, Turkey, Greece, Bulgaria, Czechoslovakia and Italy as well as throughout the Middle East.

A linguist like most persons who grew up in Lebanon, Levon finds that his knowledge of Armenian, Arabic, English, French, Greek and Turkish aid him in business.



Levon Libaridian, left, and Ed Close, coordinator, regional marketing development, Radiography Markets, Asian, African and Australasian Region, discuss the desirable density of radiographs. Ed arranged for Levon to receive training at EK's Marketing Education Centers in Atlanta and Rochester.



## Seminars Prove Popular with Professional Photographers of Caribbean

Professional photographers of the Caribbean area recently proved their interest in obtaining information on their specialty.

When Peter Sheppard, export sales supervisor of Kodak Caribbean, held professional photography seminars, there were 40 participants in Trinidad, 20 in Barbados and 120 in Jamaica. J. N. Harriman and Co. in Trinidad, Harriman (Barbados) Ltd. and Stanley Motta Ltd. of Jamaica—distributors of Kodak products—hosted the presentations for these representatives of commercial and industrial firms, the press and government departments.

The programs began with slide talks on Kodak Vericolor II professional films and simplified color portraiture, following which the participants took portraits in a workshop.

The exposed film was processed and printed within two hours by each of the distributors' labs. When these were shown to the photographers, "they were very impressed with the quality we had obtained using 35 mm Vericolor II film and simple umbrella lighting," Peter reports in a letter to Jay Flint, director, regional marketing development, Professional and Finishing Markets, Latin American Region.

Kodak motion pictures on the manufacture of color paper and the making of color prints were projected and a presentation on photographic applications was made, using slides from IPD's "Dealer Training Program." Discussions on new products, including Kodak Ektachrome professional films (process E-6) and E-6 chemicals, Kodak Ektaprint 2 chemicals, and Kodaword cassettes, completed the seminars.

Peter also expressed appreciation for Linda Campbell's "marvelous help in rushing down to me, just in time for use in the seminars, the latest data sheets and technical information on E-6 products and the Ektaprint 2 process. It's service like that from IPD which makes our jobs so much easier."



Peter Sheppard is about to photograph Donna Hazelhurst of Stanley Motta Ltd. on Kodak Vericolor II professional film. This demonstration of portraiture techniques in Jamaica was part of the professional photography seminars he put on in Jamaica, Barbados and Trinidad.

## Researchers Agree Instant Film Made Possible by Mixture of Kodak Scientific Cooperation

The way in which men and women at five Kodak research facilities in three countries worked together as a team to meet challenges during the development of Kodak instant film was recently discussed at the Kodak Research Laboratories in Rochester.

The conversation occurred in a Kodakery interview with Jack Abbott, head of the Color Organic Chemistry Laboratory in the Color Photography Div. of the Research Labs, and a visiting British colleague, Les Williams, head of the general chemistry department at the Kodak Limited Research Laboratories in Harrow, England.

They talked with Kodakery while Les was in Rochester on business for two and a half weeks. Their area of joint concern was in the development of chemicals for the instant film. While much

of the development work was going on, Les was a counterpart of Jack. During that time, Les headed the organic chemistry lab at Harrow responsible for supporting the general photographic research group.

Harrow's general chemistry department continues to collaborate with other Kodak labs in many areas of research, and that's the reason Les was in Rochester. Subsequently, he proceeded to the Tennessee Eastman Research Laboratories in Kingsport to compare research findings.

Getting back to the discussion of the cooperative efforts between the two organic chemistry labs, Jack and Les both emphasized that there was a general policy of mutual aid.

"We didn't hesitate to call on each other for help in solving problems," Jack said. "If the other lab was better prepared to work on a problem, the responsibility was given to it."

Les pointed out that three other Kodak labs also were called on for help with specific problems—the TEC Research Laboratories in Kingsport, the Kodak Limited lab in Kirkby, England, and the Kodak-Pathe lab in Vincennes, France. All made important contributions.

"We in Harrow and Rochester maintained close communications with each other and coordinated our work with the other three labs," Les said. "Of course, work in the organic chemistry area was just one segment of the instant film developmental task. The research of many other groups at the various laboratories was coordinated in the same manner."

Jack pointed out that members of the two organic chemistry labs in Rochester and Harrow made several exchange visits to coordinate their work and develop promising leads. These exchange visits have continued as the labs work together on other projects. Jack has made four visits to Harrow as well as three to Vincennes, and Les has traveled to Rochester three times. Most of the time, though, exchanges of information have been written or telephoned ones.

Jack remembered that many chemicals were also exchanged during the instant film research. The codes for the preparations were sent separately as a security measure.

Jack noted that the researchers also coordinated their work with manufacturing people at Kodak Park and TEC. Many of the chemicals used in the research on Kodak instant film were manufactured by KP Synthetic Chemicals Div. and by the Organic Chemicals Div., TEC.

On the nonbusiness side, Les and Jack agree that as a result of the close working relationships, good friendships have developed. Les and Jack are a case in point.

"I absolutely fell in love with London from what I was able to see on my first trip to Harrow, which is only 15 miles away," Jack says. "So when I had a trip to Harrow this past summer, I coordinated it with two weeks of vacation and my wife went with me. We visited with Les and his wife."

That social visit was reciprocated during Les's recent trip to Rochester, on which he was accompanied by his wife. They went to Washington for a few vacation days before going on to Kingsport. After Les conducted some business at TEC, he and his wife spent a vacation week in San Francisco before returning home.



Jack Abbott, left, and Les Williams review research of chemicals for Kodak instant film.

**Advertising Look**—Tony Gilbert-Harris, left, and John Orsmond, advertising planners of Kodak Limited, United Kingdom, spent a week taking a good look at EK advertising activities and IPD Advertising Planning/Promotion operations. With Peter Bretschger, right, of IPD Advertising, who coordinated their visit, they discuss "The Good Look," an advertising campaign directed to independent photofinishers in the U.S. which promotes the quality of Kodak papers. John and Tony also spent a day at the advertising agency offices of J. Walter Thompson Co. in New York City.



**The Film Was Fine**—When the Victor Steiners went to Scandinavia last year, Steiner, who is director of marketing for Q1 (Far East) Ltd., took his Kodak Instamatic camera along with him from Hong Kong.

He recently wrote to Kodak Hong Kong stating that a Kodacolor II film cassette inadvertently had been dropped when the Steiners were in deep snow.

The film remained there overnight at a temperature of -5°C.

(23°F.). The next morning, the cassette was exposed to two hours of brilliant sunlight before Steiner retrieved it.

Putting the cassette in the camera, he advanced the film one frame and began taking pictures.

He enclosed the negatives in the letter and added the comment: "As you can see, the results are excellent—a tribute to your high quality. I will continue to specify 'Kodak' when I buy 110 cassettes."

## Long Waits End at Registry Office

The civil status files of the registry office at the city hall in Nancy, France, are in such steady use that they were beginning to fall apart.

The registry staff was updating them with records of some 4,500 births, 2,000 deaths, 800 marriages and other vital information each year. Their greatest use, however, came in filling hundreds of daily requests for copies of birth certificates, etc.

To make matters worse, the files covering the period 1939-48, which are most used at present, were on poor quality paper which was deteriorating.

Nancy residents were offered "while-you-wait" service so they would not have to make second trips to pick up requested certificates. The certificates were photocopies made from the registers. Since each register weighed five kilograms (11 pounds), several tons of paper were handled daily.

In short, the waiting lines were long in front of the counters and the registers were in increasingly poor state, some even losing their pages.

Armand Chapuy, head of the city's reproduction department, turned to microfilm as a solution. A method of using it was devised to meet the registry's need for the continual updating of records. A certificate drawn up at birth is successively filled in with information on marriage, divorce and death.

The registers are being microfilmed on 35 mm film with a Recordak Micro-File machine, model MRD-2. Two register pages are microfilmed at the same time, copying eight civil status records. The film is quickly processed in a Kodak Prostar processor and mounted in jackets which each contain eight records. A cross-reference system allows matching of a person and his file.

When someone asks for a certificate, a copy is immediately made from the microfilm. If, on the contrary, new information is provided, it is recorded in the register and will be microfilmed on the same day, the new film replacing the old in the jacket.

Microfilming of registers up to 1976 has not yet been completed, but the system has already been operational for several months.