

Kodakery International

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Coincident with the 50th anniversary of Kodak A.G. and with his own 40th anniversary with the company, Helmut Nagel has authored the book "Zauber der Kamera" or "The Magic of the Camera," featuring cameras of the Kodak Nagel Works. The 100-page book contains 48 pages in color and is filled with information for photographers and students of the history of photography.

Kodak A.G., Germany, Marks 50 Years, Looks Back to 1886

Kodak Aktiengesellschaft this year marks its 50th anniversary, but the history of Kodak in Germany dates back to 1886.

In that year, Romain Talbot, a manufacturer's representative in Berlin, became the German agent for Eastman products.

By 1896, the business had grown enough to warrant formation of Eastman Kodak Ges. m.b.H. The new company opened wholesale, retail and administrative operations in Berlin. It prospered, and additional shops were opened in Berlin, Leipzig and Hamburg. Its growth, however, was halted by war in 1914.

Although the company survived the war and subsequent economic confusion, it did not really begin to revive until 1926, when new outlets were opened in Frankfurt and Munich.

The real turning point came in 1927. The company was reorganized as Kodak Aktiengesellschaft. A film plant was purchased from Glanzfilm A.G. at Kopenick, now part of East Berlin. Kodak's first German-made roll film appeared on the market in 1929. The plant, when it was purchased, was equipped for both manufacturing and processing, but it was used only for making film until the advent of Kodachrome film in the mid-1930s.

A major step in the company's growth occurred in 1931 when Dr. August Nagel's camera works at Stuttgart became a part of the Kodak organization. As part of the purchase agreement, Dr. Nagel, founder of the Nagel Works, continued as general manager of the Stuttgart factory and was appointed a member of the board of directors of Kodak A.G.



The Kodak EK8 instant camera is one of the newest products of Kodak A.G.

The first Kodak Retina camera was introduced in 1934. Today, it's a collector's item.



Under his guidance, Kodak A.G. in 1934 introduced the Kodak Retina camera. A milestone in the history of miniature camera photography, it made 35 mm photography possible at a reasonable cost. Today, the Retina cameras have become collectors' items.

The rapidly expanding business soon made construction of additional buildings necessary at both plants. The camera works in Stuttgart employed 1,400 people in 1939.

When World War II ended, the Kopenick plant was out of reach in the Russian sector of Berlin.

The Stuttgart plant, however, turned out the Retina line of precision cameras and accessories, eventually producing them at ten times its prewar capacity. Processing, formerly done at Kopenick, began at Stuttgart, and in 1963, Kodak A.G. started producing Kodak Instamatic cameras.

Today, apart from cameras—including Stuttgart developed Kodak pocket Instamatic cameras and the new Kodak EK 8

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BSM Team Writes Big Order

Demonstrate how equipment can do a job more efficiently and economically for a prospect, and there's a good chance that a purchase will result, regardless of the cost.

Henry Lucas, supervisor, and Jaime Pinzon, Luis Santamarinas and Luis Rocha of Business Systems Markets, Foto Interamericana de Venezuela, reiterate this advice after writing an order for more than three-quarters of a million dollars.

The Ministry of the Interior in Venezuela had a problem. Its fingerprint records were enormous and unwieldy, making information retrieval difficult, time consuming, and expensive.

The Business Systems team studied the operation, then made a proposal which the Ministry staff realized would solve the problem. The result was the largest single sale in the history of Foto Interamericana de Venezuela and one of the largest ever in BSM markets in the Latin American Region.

Computer-assisted retrieval of micro-images was the team's proposal. To provide the head office and satellite offices of the ministry with the needed equipment, the team advised that 16 Recordak Microstar reader-printers with Recordak image control keyboards, model IC-5, would be required. The BSM members also recommended purchase of 100 Kodak Easamatic 40 readers, 17 Kodak Ektalite 120 readers, two Recordak Reliant 700 microfilmers with accessories and two Recordak Microfile machines, model MRD-2/30. To speed up the operation of microfilming back records, the Ministry also leased 17 pieces of equipment. In addition, it purchased more than 25,000 rolls of Recordak fine grain film and an equal number of Recordak film magazines, model 1W.

To ensure that Ministry employees concerned with records fully understand the new procedure, Foto Interamericana de Venezuela is training 215 Ministry members in the basics of microfilming, equipment operation and application methods. The actual microfilming is beginning in the Ministry this month.



Jaime Pinzon, standing in right foreground, has coordinated the training for Ministry employees.



Kodak A.G.'s head offices are in Stuttgart. Adjoining them are the plants where most of its cameras and its slide projectors are manufactured. The company's color print and processing laboratory also is here.



Kodak A.G.'s distribution center is in Scharnhausen. In the background are the outskirts of Stuttgart.



The "starter office" is the central point for order handling in Kodak A.G.'s distribution center at Scharnhausen. Peter Staffeldt is at his desk, where more than 1,000 orders a day are handled.

Australian Chief Dies

Kenneth E. Allen, general manager, Asian-Pacific Area of the Asian, African and Australasian Region, and chairman and chief executive officer of Kodak Australasia, died Dec. 4.

He was stricken at home after attending a Sunday get-together of the general managers of the Asian-Pacific Area. They were having a conference at Kodak Australasia.

Ken joined Kodak Australasia's Emulsion Div. in 1948 and went to Kodak Limited, England, in 1953. Returning to Australia in 1955, he held increasingly important positions, becoming assistant general manager, Manufacturing, in 1963 and joint managing director in 1972. Kodak New Zealand named him a director in 1974. He was appointed chairman and chief executive officer of Kodak Australasia and area general manager in 1976.

He was a member of the board of trustees of the Committee for Economic Development in Australia, a director of the American Chamber of Commerce in Australia, and a fellow of the Australian Institute of Management, the New Zealand Institute of Management and the Institute of Company Directors.



Allen

EK Board Elects Director, 3 Officers

EK directors have elected two vice-presidents, an assistant vice-president and also a director.

The vice-presidents, whose elections are effective Jan. 1, are Robert C. Petrey and James A. Mitchell of the Eastman Chemicals Div. at Kingsport, Tenn.

Petrey will become an assistant general manager of ECD on Jan. 1. He now serves as a vice-president of Tennessee Eastman Company and assistant works manager. Mitchell, who became a Kodak assistant vice-president in 1974, is responsible for long-range planning and capital programs for ECD.

The new assistant vice-president, effective Feb. 1, is William E. Sherman. He will succeed Paul A. Barbee (who is retiring) as general manager, Graphics Markets Div., U.S. and Canadian Photographic Div. In September, Sherman was named assistant general manager of the division.

J. Paul Lyet, chairman of the board and chief executive officer of Sperry Rand Corporation, was elected a director.

Voices Become Faces for Two Who Rush CES Parts Orders

Kodak's emergency parts telephone line has had a role in creating a friendship.

Two Kodakers concerned with Customer Equipment Services—Ria Gaertner, who is responsible for spare parts procurement at Kodak A.G. in Stuttgart, Germany, and Fran Parisi, an order clerk in the Export Dept. of Customer Equipment Services' Parts Service in Rochester—first heard each other's voices on the red emergency line which CES maintains for telephoning orders for urgently needed parts. Regular orders are airmailed to Rochester.

Germany is one of the countries for which Fran takes the calls. She writes up the order, expedites it and then cables the IPD company that the shipment has been made.

As Fran explains, "When Ria phones in an order before 11 a.m. Rochester-time, the requested part normally is aboard a 2:30 p.m. flight to New York, thanks to the cooperation and speed of several groups. International Order Services prepares the needed documents. Packers box the requested parts. Parts Services' Packing and Shipping Dept. assigns the airway billing number to the shipment. A driver picks up the box, stops at IOS for the needed papers and goes to the airport. A New York City export firm makes the overseas flight arrangements for these rush orders and notifies the IPD company of the flight number and time of arrival.

Delivery normally is made at Kodak A.G. in 24 hours—or less—after Ria places her call on the emergency line. If the needed part exceeds U.S. domestic air weight limits, it is trucked to New York and airfreighted to most European countries within 36 hours.

Ria and Fran's transmittal of orders led to their exchanging Christmas cards, notes and tape recordings, finding many mutual interests including the fact both are grandmothers.

This year, Ria decided to vacation in the U.S. Fran invited her to be her houseguest for a week and took vacation to coincide with the visit. Not only did Ria see where Fran receives



Fran Parisi, left, planned a busy week for Ria Gaertner in Rochester. In front of Kodak Office, they're about to go to Eastman House.

orders in CES Parts Service and visit IPD at Kodak Office but she visited International Order Services at the Distribution Center, meeting Joe Wargo, customer representative for Germany, and other members of International Order Services with whom she corresponds. She also spent some time at Eastman House, took a tour of Rochester and saw Niagara Falls.

Ria never was at a loss for words in English. Prior to joining Kodak A.G. in 1970, she was a concert singer for 15 years in Germany and England, specializing in Old English cantatas.

After her Rochester week, Ria went to visit friends in Providence, R. I., and then had a reunion in Boston with her son, a teacher in Los Angeles.

Reunion in Rochester—"We flew from Helsinki to Montreal, rented a car and have driven to Rochester. We're leaving for Detroit in a couple of hours but we'd like to see you." That was the message a surprised Henry Morgan heard when he answered his phone in the Graphics Markets Div. recently. At Kodak Office with Henry, standing at right, are, seated from left, the Toivo Kauppinens, photofinisher customers of Kodak Finland; Esko Ahokas, field sales supervisor, Consumer and Professional Markets, Kodak Finland, and his wife, Marjatta (Miki), who is in Consumer Markets. The travelers also talked with George Schuller, standing at left, IPD education and training specialist. Henry first met the Ahokas while conducting a graphics training course at Kodak Finland in 1976. Esko then was concerned with Graphics Markets supervision.



Rauno Eskelinen is close to photography on and off the job.



The Movies Rauno Makes and His Music Entertain Kodakers in Finland

Moviemaking and playing the guitar are the two avocations of Rauno Eskelinen, an equipment service representative of Kodak Finland for nearly three years.

He likes his work, he explains, because technical equipment has always interested him. The job is versatile and gives him the opportunity to meet many people.

In leisure hours, he used to play guitar in a small band, but nowadays, he prefers to sing and accompany himself with the guitar at small parties. Kodak Finland employees have enjoyed his entertaining at their Christmas parties.

Moviemaking, however, is his favorite activity. He does everything himself. He's the writer, director, producer, camera opera-

tor, sound technician and editor. Actors usually are friends who, he says, "are satisfied with a bottle of wine as salary."

Rauno has made several 20-minute movies which have been enjoyed by Kodakers and other friends. He's now doing a film on smuggling. For this, he has asked the residents of a small Finnish village to serve as actors. He'll hold one of the movie's first showings for them.

"Moviemaking," he adds, "gives you opportunity to use your imagination, to realize your own ideas and gives much satisfaction as you learn more and more about movie techniques, where there is always room for self-development."

Builders Buy—Thinking that construction workers at Kodak Norge's future headquarters might be interested in seeing the Kodak instant products, Ask Rojahn of Consumer Markets and Arne Nettum of the Marketing Education Center packed a station wagon with cameras, print film and flash and drove out to the site. After watching a demonstration during their lunch break, 13 of the 20 construction workers bought cameras and supplies of film packs.



Singapore Starts Chain of Transfers

Ronald V. Howard, former administrative manager, Kodak South Africa, now holds the same post at Kodak Singapore.

J. Clayton Liljequist, former director, Financial Services, Latin American Region, has succeeded Ron as administrative manager at Kodak South Africa.

Gordon R. Johnson, who was coordinator, Financial Planning-IPD, Comptroller's Div., has been appointed director, Financial Services, Latin American Region.

Robert D. Davies, who was in Financial Reporting-IPD, Comptroller's Div., is the new coordinator, Financial Planning-IPD.



Long Service Recognized

40 Years

J.J.C. Monteiro, cashier, Rio Branch, Kodak Brasileira, Dec. 1



25 Years

Margaret Hay, typist/clerk, Accounts Dept., Kodak New Zealand, Dec. 28

Shaukat Ali, packer, Kodak Pakistan, Dec. 1

Janak R. Bhardwaj, sales manager, Non-Motion Picture Products, Kodak India, Dec. 1

Chew Wai Pok, senior processor, Processing Laboratory, Kodak Singapore, Dec. 1

Foo See Cho, senior processor, Processing Laboratory, Kodak Singapore, Dec. 1

Jose Juan Gutierrez Rivas, senior processor, Processing Laboratory, Kodak Mexicana, Dec. 22



Retirees Begin New Lifestyle

Dennis R. Fisher, general manager, Kodak South Africa, 44 years

Alfred J. Gibbons, supervisor, Radiography Markets, Brisbane Branch, Kodak Australasia, 40 years

George W. H. Green, management staff assistant, Color Print and Processing, Kodak Australasia, 26 years

Winnie D'Souza, preparation and finishing operator, Kodachrome Dept., Processing Laboratory, Kodak India, 25 years

Einer Jensen, stockkeeper, Warehouse, Kodak Denmark, 10 years



One China Trip Leads to Another—If a family's taking two vacation trips to China in 1977 classifies the family as avant-garde vacationers, the Bob Sandholzers qualify.

While Bob, general manager of Kodak Pakistan, was attending IPD meetings in Rochester this summer, his wife, daughter and son flew from Karachi on a Pakistan Airways tour to Peking, Shanghai and Hangchow.

Bob—who had attended an industrial trade fair in Canton in 1974 for Kodak—was so intrigued by comments of his wife and children about their China visit that he almost immediately took vacation and went on an 11-day trip to Peking, Shanghai and Hangchow.

Publicizing Thailand—Five Rotary Clubs in Delhi, India, recently viewed slide presentations on Thailand, thanks to N. Yogachandra, who showed a collection of his transparencies. Head of public relations at Kodak Thailand, he doesn't vacation from public relations promotions even when on holiday.

KODAKERY®

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Philippine Dealers Report Sellout of Instant Cameras, Customers Like Built-in Features

"Our first batch of Kodak EK4 and EK6 instant cameras was sold out within a month. Customers readily accepted them because everything is built in, including automatic timing, and because of the prints' good colors. We're looking forward to having the EK2 camera by Christmastime and also the EK8 camera."

Pacifico and Teresa Castro, owners of Casman Fotoland, and Eliseo and Dory Santos, who with Castro are partners in Kameraworld, Inc., a chain of camera stores in metropolitan Manila, made the above statements while renewing acquaintance with Dick Skow at Kodak in Rochester. Dick, who was manager of Kodak Philippines 1966-74, now is director of marketing, Asian, African and Australasian Region.

The visitors told Dick that their experience shows the way to sell the instant cameras is to demonstrate them. They advertised the times that demonstrations would be given, then gave the prints to the people who were photographed. Satisfaction with the color of these introductory photos, they agreed, led to many sales.

The two couples came to Rochester as winners of Kodak Philippines' five-month dealer photofinishing contest in which 300 dealers participated.

En route, they had stopped in Tokyo, Hong Kong, Hawaii, Los Angeles and St. Louis, where Castro's brother is a physician with the U.S. Air Force. At each place, they observed trends in retailing of photographic merchandise. The emphasis on mass merchandising and self-service was particularly evident to them, but they explained that these can only be introduced



Calvin Cortes, left, coordinator, regional marketing development, Asian, African and Australasian Region, who came to IPD Rochester from Kodak Philippines, and Dick Skow, right, discuss trends in the photographic trade in the Philippines with Pacifico and Teresa Castro and Eliseo and Dory Santos, commenting on the rapid acceptance of Kodak instant cameras there.

in their stores at a rate acceptable to their customers.

Commenting on the important role of knowledgeable sales personnel in their stores, they said that the training courses provided by Kodak Philippines for dealers' employees is of great benefit to the dealers.

Looking forward to expanding Kameraworld operations out-

side of Manila, where, in addition to their stores, they have two kiosks, they wanted more information on distribution methods and on kiosks.

From Rochester, the four were bound for Toronto and then New York, where they planned to rent a bus with friends and tour the U.S.

Swedish Finishers Seek Info

Fifteen Swedish professional finishers met with Bill Englert, left, product specialist, Professional and Finishing Markets, EK, to inquire about processing of Kodak Ektachrome professional films (process E-6). Their four-day program included tours of Advertising Services' Photo Illustrations Studios and Laboratory at KO, the Marketing Education Center and Kodak Park, and featured presentations on products, ecology, chemical and plant management and general marketing trends. Requested by Ingemar Henningson, second from left, photofinisher sales supervisor, Kodak Sweden, the program was arranged by IPD Visitor Services and Erle Huse, standing, director of marketing planning for Professional and Finisher Markets, IPD. The finishers group included Ragnvald Sjökvist, third from left, of Svensk Fotokonst, and seated on right side of table, Jens Holst of Bra Bilder Foto Lab; Laila and Svenning Alehem of Göteborgs Fargkopiering, and Kjell Larsson, Institutet For Fargfoto.



Photo Marketing Servs. Helps Mid-East TV Produce Quality Color Shows

Television is developing rapidly in the Middle East, particularly in the more Islamic countries such as Saudi Arabia and the Gulf States.

It's one of the best ways of providing education and entertainment and is considered an ideal medium for governments to reach the people, explains Farah Abou Hammoud, supervisor of Motion Picture and Education Markets at Photo Marketing Services (M.E.) Ltd., a Kodak com-

pany with headquarters in Athens, Greece.

Most, if not all, television stations in the Middle East have converted to color over the past three years.

Aware of the need for technical know-how, Photo Marketing Services has launched a multi-step program to help these TV stations produce quality programming in color.

The initial step was a recent workshop

to show TV lab technicians how to obtain the best results in processing Eastman Ektachrome video news film.

Held at Jordan Television's station in Amman, the workshop received much cooperation from the TV station officials and from William Ketchjian, managing director of The King's Store, distributor of Kodak products in Jordan.

Eighteen persons attended, representing 11 TV stations in Jordan, Saudi Arabia, Egypt, Iraq, Syria, Dubai, Oman, Qatar, Libya and the Sudan as well as Kuwait's Ministry of Education and Studio Samir, distributor of Kodak products in Saudi Arabia.

Farah conducted the entire five-day program in Arabic, even supplying the explanation in Arabic when he projected English-language audiovisuals obtained from IPD in Rochester.

In commenting afterwards on the workshop, participants stressed the value of having such courses taught in Arabic, as most of the technicians do not speak other languages.

Photo Marketing Services' future plans include presentation of a Basic Film Production Workshop in the Middle East in early 1978 and a film contest in '79.



In a lab session, Farah Abou Hammoud and Marwan Tall, manager of Jordan Television's Film Dept., are surrounded by workshop participants.

First Film Production Seminar in Japan Is a Big Success

"We gained valuable skills which would be otherwise almost impossible for us to acquire, since most commercial film productions cannot afford on-the-job training for newcomers," declared a young producer as he completed a basic commercial film (CF) production seminar at the Marketing Education Center of Nagase & Co., principal distributor of Kodak photographic products in Japan.

Speaking for the group, he added: "What we learned will go a long way with us."

The five-day course, hailed as a first by the Japanese CF industry, was sponsored by the Motion Picture and Audiovisual Markets section of Nagase's Division for Kodak Products in cooperation with the Japanese Association of Commercial Film Producers (JAC).

Thirty young film producers, cameramen and professionals in other areas of producing commercial films attended a review of the fundamentals of photography, then launched into presentations on Eastman motion picture films, film storage and preservation, film handling, filters, the video film story, shooting (including high-speed and single-frame photography and animation), editing, optical effects, color matching and sound recording. Sessions on CF production planning and management were followed by a look to the future of CF production.

Instructors were Nagase technical sales representatives and



Takeo Nose, director of photography, Japan Society of Cinematographers, demonstrates a high-speed motion picture camera to enthusiastic trainees in Nagase's Marketing Education Center.

JAC specialists, with senior CF technicians conducting a workshop on the use of equipment.

Realizing the growth potential of the CF trade, instructors and trainees agreed on the need for additional seminars, and a suggestion was made for an advanced course to further assist the burgeoning industry.

It's Fashionable To Take Pictures

Just how fashionable picture-taking can be is being pointed out to the fashion-conscious women of Argentina.

Eduardo Pellegrini of "Moda Show" last March approached Kodak Argentina's Advertising Dept. with the suggestion that it advertise in the haute couture magazine.

He pointed out that 10,000 copies are distributed to customers by the country's leading fashion shops for women. The remaining 10,000 copies of the upcoming issue would be distributed at the fashion shows that Pellegrini was to stage three times a week during midwinter at leading hotels in Buenos Aires, Rosario and Cordoba.

His suggestion had appeal, according to Jorge Ravagnan, head of Kodak Argentina's Advertising Dept., because it would reach a definite market segment—the women—during winter vacation time when Argentina's tourist centers are filled with national and international travelers.

Learning that Kodak Argentina wanted to bring the Kodak pocket Instamatic 200 camera to the attention of women, Pellegrini suggested that some models carry the camera, pausing to take flash pictures, thus directing attention to the camera.

This they did, creating added interest in the camera.



A model takes a picture with the Kodak pocket Instamatic 200 camera at a fashion showing in Buenos Aires.



Getting the Basics—Emphasis was placed on fundamentals of selling—product knowledge, market needs and applications, and territory and time management—in a six-week basic micrographics course given at Kodak Australasia by Warren (Buzz) Stevens and Jim Crowley, marketing education specialists from Rochester. Concentration is on the Recordak Rotoline microfilmer as Buzz, third from left, explains how it microfilms continuous forms generated from a computer. With him, from left, are Sophia Ke of Taiwan; Priyo Teguh, Indonesia; and to the right of the microfilmer, Harmik Tatevossian, Iran; Fathy Ghanem, Egypt; N. B. Shinde, India, and Ernani Pangilinan, Philippines. Other participants were Wan Chi Keung of Hong Kong, three members of Kodak New Zealand and 24 Kodak Australasia members.

Kodak A.G. Manufactures in Stuttgart and Muhlhausen, Distributes from Scharnhausen

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instant camera—Kodak A.G. also manufactures the well-known Kodak Carousel S-AV slide projectors.

In order to meet increased customer demands, an extensive distribution center was opened in 1969 at Scharnhausen near the autobahn and close to the Stuttgart airport, a new marketing center was opened in Stuttgart in 1971, and more recently a camera factory has been opened in Muhlhausen/Gruibingen, a small village 30 miles south of Stuttgart.

Approximately 4,200 persons are currently employed by Kodak A.G., 3,100 of them in the offices and factory of Stuttgart, 400 in the Scharnhausen distribution center and 600 at the Muhlhausen/Gruibingen camera plant.

Much of the firm's growth and success has occurred under the direction of Dr. Nagel's son, Helmut Nagel. He has been general manager of Kodak A.G. and chairman of its Vorstand (management board) since 1953. Celebrating his 40th anniversary with the company this year, he began his Kodak career as an engineer and served successively as technical assistant and as plant manager, becoming a member of the Vorstand in 1947.



The Muhlhausen/Gruibingen plant of Kodak A.G. is where the Kodak EK8 instant camera is manufactured.



Hildegard Schulz examines the film plane of the Kodak EK8 instant camera relative to optical axes by means of a monitor display.



Gisela Hoffmann adjusts the electronic system of the Kodak EK8 instant camera.



Monika Wacht tests the shutter of a Kodak EK8 instant camera.



Photokina Is Upcoming—L. Fritz Gruber, right, founding father of Photokina in 1950 and current vice-president of the German Society for Photography, was in Rochester recently to tell about plans for Photokina '78. At Kodak Office, he spoke with Frank Strong, director, Marketing Support and Planning, IPD, about Kodak's upcoming participation in the world's largest photographic trade show and its accompanying cultural exhibits. Photokina takes place every two years in Cologne, Germany, attracting exhibitors and viewers from around the globe. Gruber has prime responsibility for the cultural exhibits of Photokina '78.

State Government Honors Kodaker in India for His Activities

Minoo Ponchkhawalla, technical operations manager of Kodak India, has been appointed an honorary special executive magistrate for Metropolitan Bombay by the Maharashtra State Government.

The honor is in recognition of Minoo's many years of social and humanitarian activities. He has been active with the International Tourism Council in various capacities and is a charter member of the Bombay North Rotary Club.

Minoo also is a fellow of the Royal Photographic Society, British Kinematographic Society and the Society of Amateur Cinematographers.

As a result of his appointment, Minoo for the next two years will carry out the various functions of the office and thus be a custodian of justice and peace.

Taren Ghose, left, general manager of Kodak India, reads the official announcement of Minoo Ponchkhawalla's appointment as honorary special executive magistrate. Commenting on the appointment, Taren said: "We in Kodak India are proud of Minoo's achievement. He is the first among us to receive this distinguished honor from the state government."



Instant Cameras Are Top News of '77

IPD's top news event of 1977 was the introduction of Kodak instant cameras in all its international markets.

Their reception in Singapore is typical of what happened around the world.

As Sunny Giam, advertising and sales promotion manager of Kodak Singapore, writes: "Singapore has long been known as 'Instant Asia' because of the conglomeration of Asian nationalities and cultures in the republic, an island measuring 26 by 14 miles (41.8 by 22.5 kilometres).

"Therefore, it was no freak to find that our launch of Kodak instant products was an instant success in 'Instant Asia.'"

Marilyn Sim, Miss Singapore 1977, helped launch the Kodak EK4 and EK6 cameras at a press conference. The following evening, Kodak Singapore hosted a reception to give dealers of Kodak photographic products their first glimpse of the new cameras and film. Before the reception ended, dealers had placed orders for several hundred cameras and a few thousand film packs.

"In less than a week after the launch, we sold well over our estimates," Sunny continues. More cameras and film were ordered immediately, and when two air shipments arrived they were insufficient to meet the orders.



At Kodak Singapore's press conference, Lloyd Gilbert, left, marketing manager; Marilyn Sim who is Miss Singapore, and Dick Ferris, then general manager, announce the arrival of Kodak instant cameras and film in the Singapore market.

Kodak Australasia Passes Four Million Mark in Camera Assembly, Began in 1958

More than four million Kodak cameras have been assembled at Kodak Australasia.

The camera assembly team of the Camera, Reel and Sundries (CR&S) Dept. was recently congratulated on the milestone. Jack Kinsman, in charge of camera assembly, and Bert Leusenkamp, group leader, have worked in the assembly area almost from the start-up in 1958.

The Brownie flash II camera, designed and built by Kodak Limited, United Kingdom, was the first camera to be assembled by Kodak Australasia's CR&S Dept. It was replaced by the Brownie Starlet camera, introduced by EK in Rochester in the late 1950s to take color slides as well as color and black-and-white snapshots. Next to be assembled were the Brownie Starlite and the Brownie Starflash cameras.

In 1963, CR&S moved into the assembly of the 126-size Kodak Instamatic cameras, beginning with the models 50, 100 and 104. Kodak pocket Instamatic cameras began coming off the line at Coburg in 1974.

Today, CR&S assembles the 126-size Instamatic 56-X, 76-X, 177-X and 277-X cameras, as well as the 110-size Instamatic 92 camera.



For comparison, Don Hogarth, left, manager, Consumer Products, holds a Kodak Instamatic 76-X camera, one of the cameras assembled today at Kodak Australasia, while Millie Mijatovich, a camera assembler, displays a Brownie Starlet camera, one of the early models assembled there. Others who have contributed to the four million milestone are Wally Lawrence, second from left, manager, CR&S; Jack Kinsman and Bert Leusenkamp.