

Kodakery International

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All four new Kodak Ektra cameras accept 110-size film cartridges and have integral cover/handles for both camera protection and ease of picture-taking. Two models also are equipped with built-in telephoto as well as normal lenses. The cameras also will be available in picture-taking outfits.

Pocket Cameras First with Automatic On/Off Electronic Flash

The world's first pocket cameras with built-in electronic flash that automatically turns on and off as needed were announced by Eastman Kodak Company on Apr. 30.

Two of four new Kodak Ektra cameras, the Ektralite 500 and the Tele-Ektralite 600, feature the new Sensalite flash—a unique concept developed by Kodak that frees the picture-taker from the worry about when to use flash and lets the camera make the decision.

"Kodak research has shown that the single most important feature consumers want in pocket cameras is built-in electronic flash," noted John Robertson, general manager, Consumer/Professional and Finishing Markets, U.S. and Canadian Photographic Div.

"Our research also indicates that a camera that automatically provides flash when needed and without effort by the picture-taker would be perceived very favorably by consumers.

"Sensalite flash is the company's name for this innovative and unique feature which provides a new level of picture-taking ease and performance," he said. "With Sensalite flash, it is no longer necessary for picture-takers to decide when to use flash. The camera makes the decision based upon scene brightness.

"Equally important," Robertson continued, "cameras equipped with Sensalite flash will automatically turn off the flash when not needed. It's an exciting new concept for the picture-taker of the '80s."

Cover/Handles

All four new Kodak Ektra cameras accept 110-size film cartridges and have integral cover/handles for both camera protection and ease of picture-taking. Two models also are equipped with built-in telephoto as well as normal lenses. The cameras are also available in picture-taking outfits.

The two cameras incorporating the Sensalite flash feature have f/8 lenses, and shutters which operate at a motion-stopping 1/125 or 1/250 second for daylight or flash (depending upon whether Kodacolor II or Kodacolor 400 film is used). Power is applied to the Sensalite flash circuitry when the cover/handle is open. Slight finger pressure on the orange "soft touch"

button integral with the shutter release activates the Sensalite flash system, providing electronic flash in approximately three seconds when the scene brightness level requires additional lighting.

The cameras' viewfinders show a flashing red signal when the scene calls for flash and then flashing green when the camera is ready to operate with electronic flash. A steady green signal indicates that no flash is needed. The Sensalite flash circuitry is powered by one nine-volt alkaline battery which provides approximately 100 flashes. Both models have rapid, single-stroke film advance.

The Tele-Ektralite 600 camera features built-in dual lens capability for exciting telephoto effects such as portraits in addition to the above features. The telephoto lens can be focused from four feet to infinity, with a detent (or click-step) occurring when the focus is at 8.5 feet.

The Kodak Ektra 200 camera is a basic aim-and-shoot model made by Kodak A.G. in Stuttgart, Germany. This compact new pocket model features film sensing for either ISO/ASA 100 or 400 film and has a lens factory-focused for sharp pictures from four feet to infinity. This model's shutter operates at a fast 1/125 second with ASA 100 film; 1/250 second with ASA 400 film, and at 1/40 second for flash. A single-stroke film advance aids in sequence photography. The Kodalux model 3 electronic flash is available as an accessory, or flipflash may be used.

The Kodak Tele-Ektra 300 camera adds a fixed-focus normal and a focusing telephoto lens, operated by a single sliding control, and also accepts the Kodalux model 3 electronic flash as an accessory, or flipflash may be used.

Flash Described

The Kodalux model 3 electronic flash, also manufactured by Kodak A.G., Germany, provides a flash duration of 1/1000 second and a recycle time of ten seconds with fresh alkaline batteries. The Kodalux flash features a blinking ready light and an easy release locking device for use with the Ektra 200 and Tele-Ektra 300 cameras.



The Kodalux model 3 electronic flash provides a flash duration of 1/1000 second and a recycle time of ten seconds with fresh alkaline batteries. The Kodalux flash features a blinking ready light and an easy-release locking device for use with the Ektra 200 and Tele-Ektra 300 cameras.

Sales and Earnings Higher

Higher first quarter sales and earnings were reported Apr. 30 by Eastman Kodak Company, with both increased unit volume and higher selling prices contributing significantly to the gain.

Walter Fallon, chairman and chief executive officer, and Colby Chandler, president, reported a worldwide sales gain of 30 percent. Earnings from operations and net earnings rose by 9 percent but margins declined as unprecedented cost escalations which began last year continued to apply pressure on earnings.

Consolidated worldwide sales for the quarter were \$2.14 billion, as compared with \$1.64 billion for the year-ago period. Earnings from operations totaled \$368.2 million, compared with last year's first quarter total of \$337.8 million. Net earnings were \$215.9 million versus \$197.5 million in 1979.

Commenting on the first quarter's results, Fallon and Chandler said:

"Sales results in the first quarter reflected better-than-expected volume gains in the Photographic Div., much of it caused by customers who placed orders in anticipation of price increases, and higher selling prices worldwide.

"The earnings gain was based on good results reported by overseas units. Costs of doing business, particularly in the area of purchased materials such as silver and petrochemicals, were sharply higher."

Concerning the outlook for the balance of the year, the officials said: "There now seems to be a consensus among economists that the U.S. will be in a period of recession during the balance of this year, and some slowdown in the rate of economic expansion abroad is also foreseen. While Kodak sales will run ahead in dollars, the state of the economy will impact our volume as the year proceeds. The interplay of volume and business costs will determine how well we perform in 1980."

International Photographic Div.: Increased unit volume was the most important factor in the 29 percent sales gain. Higher selling prices also had a favorable impact. Revenues totaled \$814.6 million versus \$632.0 million in the first quarter of 1979.

U.S. & Canadian Photographic Div.: Sales increased 34 percent to \$1,139.4 million, compared with \$852.3 million reported last year at this time. The gain was largely due to higher selling prices, although unit volume increases also contributed substantially. Strong revenue advances were recorded by all markets divisions.

Eastman Chemicals Div.: Higher selling prices were primarily responsible for the 21 percent sales increase, with volume only slightly ahead of the year-ago period. Sales totaled \$479.9 million compared with \$397.2 million last year. Sales of chemicals, fibers, and plastics all contributed to the gain.

Capital Improvements: Capital expenditures totaled \$158.6 million, compared with \$111.8 million in last year's first quarter.

Research and Development: First quarter spending for research and development efforts totaled \$117.2 million, versus \$103.8 million a year ago.

From Argentina—To congratulate Eastman Kodak Company on "100 years of life," Camara Argentina de Mayoristas Articulos Fotograficos y Afines (CAMAFA), the association of Argentine retailers of photographic products, has presented to EK an inscribed plaque mounted on Argentine onyx. Dave Hunt, left, general manager of IPD's Latin American Region, accepted it for Kodak during the dinner which IPD hosted for Latin American dealers who had come to the U.S. to attend the Photo Marketing Association Trade Show in Las Vegas. On his return to Rochester, Dave shows it to Colby Chandler, center, EK president, and Neil Murphy, IPD general manager.



New Contact and Duplicating Films Can Be Handled in Yellow Illumination

Economically priced, blue-sensitive contact and duplicating films which can be handled in high levels of yellow illumination were introduced for the printing industry at Kodak's exhibit at Print '80 in Chicago.

Kodak contact film (Estar base) SO-215 and Kodak contact film (Estar thick base) SO-265 can be handled in yellow and amber as well as red safelight.

Working in higher levels of illumination makes the contacting operation easier, faster and more productive.

In addition, a combination of emulsion characteristics and the

Estar base make these films dimensionally stable, helping to eliminate register problems, particularly in multicolor work.

Blue-sensitive Kodak duplicating film (Estar base) SO-284 and Kodak duplicating film (Estar thick base) SO-484 offer similar safelight options plus the dimensional stability of Estar base.

The four new films offer faithful dot-for-dot reproduction, good spread-and-choke capability, resistance to pinholing for minimum opaquing, and easy emulsion/base identification.



Bound for Rochester—Adolf Daeschle, left, manager, Distribution Operations, Kodak A.G., Germany, and Ernst Lieser, right, general manager of the German company, dispatch the first container shipment of Kodak Ektra 200 cameras to Eastman Kodak Company from Kodak A.G.'s Distribution Center at Scharnhausen. This was the first large order for cameras supplied by Kodak A.G. to EK since the manufacture of Kodak Retina cameras was discontinued in the 1960s. Completing the loading of the truck is Toni Fantilli.

Receiver Papers Announced at Print '80

Two Kodak PMT receiver papers offering excellent image reproduction and processing versatility were announced by Kodak at Print '80.

Kodak PMT receiver paper AD, kind 2493, provides a high-quality image when processed with PMT activator or developer.

This universal receiver paper can be used with PMT negative paper AD, reversal paper D or reflex paper A to produce line and screened prints, right-reading reverse prints, or reflex proofs.

Kodak PMT thin receiver paper AD, kind 2404, is designed to ease and speed paste-up and mechanical preparation. Except for its thin base, it is essentially the same as kind 2493.

Computer Simplifies Record Keeping for 45th Salon, Lists Results

The 45th Kodak International Salon was not only the largest salon ever—with 4,805 entries from 762 Kodakers in 28 countries—it also was the most computerized.

Leon Griggs, of the Management Services Div. at Kodak Park, and his salon committee—Richard and Kathy Holmes of MSD and Judy Freys of Film Technical Serv., KP—volunteered their time to write the necessary programs and oversee the computer operation.

On the day of judging, each section committee had a computer printout listing entrant's name, class of proficiency, and assigned entrant number as well as the name of each entry in the section. Space was allowed for the writing in of the judges' votes for each entry.

The results then were fed into the computer. One printout provided the complete list by sections of winning entrants and entries, showing which pictures were accepted and which won major awards, medals or certificates of merit. Another printout broke this information down by country of origin. Still another became the notification report card for each of the entrants. At the bottom of each entrant's report is a memo of appreciation for participating.

When Kodak Canada hosted the 43rd salon, it initiated the move toward computerization. The 45th carried it to an even greater extent, reducing tremendously the time required to successfully put on a salon, a welcome relief to the salon committees.

An equally important benefit is that the report cards can be mailed to entrants within a reasonably quick time.

The listing by countries shows that David Bateman of Kodak Limited, Great Britain, and Doug Spowart of Kodak Australasia tied with ten each for the greatest number of acceptances among IPDerS. David competed in the first five sections of the salon and was voted a certificate of merit; Doug had acceptances in four sections.

Next among the IPDerS were Alain Georgeon of Kodak-Pathé, France, and Paul Gluske and Kuno Stierlin of Kodak A.G., Germany, who each had seven acceptances. Among these, Alain and Paul each were voted a bronze medal and certificate of merit.

Commenting on the 45th salon, Harry Koller, recently appointed permanent chairman of the Kodak International Salon and who also is executive secretary of the Kodak Camera Club which hosted the 45th, had some interesting observations.

"As a Camera Club staff member and as a salon participant since the early 1950s, I have seen two remarkable changes," he points out. Black-and-white prints and color transparencies were the mainstays of the salon in the '50s; there were few color prints. This year, the number of color prints exceeded the number of monochromes.

"The quality of entries has improved tremendously over the years, a fact I attribute to both better photographic products and more learned photographers. With the improvement in cameras and photographic film and paper from the standpoints of obtainable quality and ease of use, many more people have become

skilled in photography and achieve the artistic results for which they strive."

Citing as an example the accepted prints and transparencies in the nature photography sections of the 45th salon, Harry described them as "outstanding, super," and added that one of the nature judges, who regularly judges international salons, had commented on their especially high quality.

Some of the winning pictures are shown on Page 3. Winners of the Centennial section will be featured in June Kodakery International.

The list of major award and medal winners follows:

Best of Salon

George Eastman Memorial Medal—Albert Sieg, U.S.A. (See April Kodakery International.)

Pictorial Monochrome Prints

Expert Class: Best—Richard Robinson, Canada. Silver Medal—Louis Stahlman, U.S.A. Bronze Medals—Richard Ng, Singapore; Elizabeth Lelental, U.S.A.

Advanced Class: Best—Peter Legg, Great Britain. Silver—Galen Metz, U.S.A. Bronze—Paul Mangan, U.S.A.; Jean Pierre Sudrie, France.

Novice Class: Best—Peter Head, U.S.A. Silver—Paul Baron, Great Britain. Bronze—David Braun, U.S.A.; Peter Head, U.S.A.

Pictorial Color Prints

Expert: Best—Richard Welch, U.S.A. Silver—William Kress, U.S.A. Bronze—Gary Hoover, U.S.A.; Richard Welch, U.S.A.

Advanced: Best—David Schmidt, U.S.A. Awards for Excellence—Dan Neuberger, U.S.A.; Richard Roberts, U.S.A. Silver—Heinrich Gieseler, Germany; Peter Funk, Germany; Larry Davenport, U.S.A. Bronze—Maggie Bogart, U.S.A.; David Schmidt, U.S.A.; Dan Neuberger, U.S.A.; Phill Round, New Zealand; Carol Hillageer, U.S.A.; Walter Hofmaier, Germany.

Novice: Best—Kelvin Tan, Singapore. Silver—Jean Pierre Rolland, France. Bronze—Mark Wesel, U.S.A.; Marjorie Meyer, U.S.A.

Nature Monochrome or Color Prints

Expert: Best—Otto Rogge, Australia. Silver—William Kress, U.S.A. Bronze—William Kress, U.S.A.; Otto Rogge, Australia.

Advanced: Best—Jan Huussen, U.S.A. Silver—Antje Schellerich, Germany; Bronze—Robert Conner, U.S.A.; Jan Huussen, U.S.A.

Novice: Best and Silver—Tom Rosiek, U.S.A. Bronze—Emile Jurchynsky, U.S.A., 2

Pictorial Transparencies

Expert: Best—Albert Sieg, U.S.A. Excellence—Robert Kleinschmidt, U.S.A. Silver—Albert Sieg, U.S.A.; James Kunkel, U.S.A. Bronze—Tommy Knauer, Germany; John Lesko, U.S.A.; Larry Dean, U.S.A.; Paul Gluske, Germany.

Advanced: Best—Dan Neuberger, U.S.A. Excellence—Kurt Pettersson, Sweden. Silver—Kenneth Johansson, Sweden; Jean Lhotellier, France. Bronze—Raymond Tredwen, Great Britain; Siegfried Woerner, Germany; Leo Schlachter, U.S.A. retired; Joan Pettifer, Great Britain.

Novice: Best—Reginald Brown, Canada. Excellence—Ernst Haase, Great Britain. Silver—Gerard Darmon, France; Kelvin Tan, Singapore. Bronze—Gerard Prenas, France; Yannick Levannier, France; Lothar Ploss, Australia; Josef Goly, Canada.

Nature Color Transparencies

Expert: Best and Excellence—Gary Hoover, U.S.A. Silver—Roger Smith, U.S.A.; William Kress, U.S.A. Bronze—Fred Clauss, U.S.A.,



Harry Koller, left, and John Adams, center, of Paper Service, Kodak Park, who was chairman of the 45th salon, compare a salon notification report card with the printout of salon results held by Leon Griggs. Leon headed the committee which computerized the salon data.

retired; Alain Georgeon, France; G. J. Rimes, Great Britain; Otto Rogge, Australia.

Advanced: Best—Leo Dodd, U.S.A. Excellence—Harry Troxell, U.S.A. Silver—Robert Lindholm, U.S.A.; Albert Ellicott, U.S.A. Bronze—Robert Conner, U.S.A.; Klaus Beisswaenger, Germany; Robert Lindholm, U.S.A.; Eleanor Beach, U.S.A.

Novice: Best—R. Tron, Great Britain. Excellence—Derek Van Houten, U.S.A. Silver—L. Sefton, Great Britain; Jack Bissell, U.S.A. Bronze—Robert Sandholzer, IPD Headquarters, U.S.A., 2; Jack Bissell, U.S.A.; Patrick Kwaan, South Africa.

Centennial Section—Prints

Expert: Excellence—Jerome Begin, U.S.A. Silver—Francis Roy, France. Bronze—Karl Hauter, Germany; Walter Chase, U.S.A., retired.

Advanced: Excellence—Kenneth Johansson, Sweden. Silver—Peter Legg, Great Britain. Bronze—Stig Johansson, Sweden.

Novice: Excellence—Patrick Kwaan, South Africa. Silver—William Russell, Australia. Bronze—Georges Janmart, Belgium; Arthur Dunn, U.S.A.

Centennial Section—Transparencies

Expert: Excellence—Francis Roy, France. Silver—John Adams, U.S.A. Bronze—Marian Stevens, U.S.A.

Advanced: Excellence—Stig Johansson, Sweden. Silver—Carlos Pauluzzi, Argentina. Bronze—Lamar Garner, U.S.A.; Geri Cosentino, U.S.A.

Novice: Excellence—David Krieger, U.S.A. Silver—Leonard LaFeir, U.S.A. Bronze—Yannick Levannier, France.

Geographic Medals—Pictorial Monochrome Prints

Africa—Gideon Williams, South Africa. Australasia—Otto Rogge, Australia. Latin America—Miguel Angel Barrera, Argentina.

Geographic Medals—Pictorial Transparencies

Africa—Gideon Williams, South Africa. Latin America—Juan Castro, Argentina.



Many Mark Anniversaries in May

40 Years

Raymond A. MacNally, senior product information specialist, Motion Picture and Audiovisual Products, Customer Support Services, IPD headquarters, May 2

Amelia Lopez, secretary to the general manager, Foto Interamericana de Chile, May 15

25 Years

Wong Chum Gnok, head clerk, Order and Billing, Distribution, Komal Sdn. Bhd., Malaysia, May 1

Dionisio Dorado Duran, technical sales representative, Graphics Markets, Kodak Mexicana, May 2

Armando Guzman, foreign language editor, Customer Support Services, IPD headquarters, May 2

Lars Mathsson, operations manager, Color Print and Processing, Kodak Sweden, May 2

Miguel Piedra, stockkeeper, Color Print and Processing, Kodak Spain, May 2

Johann Kapitan, supervisor, Photofinisher Markets, Kodak Austria, May 2

Reto Paggi, sales representative, Consumer and Audiovisual Markets, Kodak Switzerland, May 3

Berend Ax, guillotine operator, Sheet Film and X-Ray Manufacture, Kodak Australasia, May 5

Guiliano Bertolini, director, Marketing Administrative Services, Kodak Italy, May 9

W. Brad Bingham, showroom demonstrator, Kodak South Africa, May 9

Jerry Bond, manager, Color Print Production, Color Print and Processing, Kodak Australasia, May 9

Norman McLean, building service group leader, Engineering Services, Kodak Australasia, May 10

Battista Saini, stock checker, Warehouse, Distribution, Kodak Italy, May 11

Donald M. Madigan, regional Customer Equipment Services development coordinator, African-Middle Eastern Area, May 13

Roland Magnin, delivery and collection van driver, Warehouse Distribution, Kodak Switzerland, May 13

Lars Gustafsson, product sales supervisor, Amateur Sales, Consumer Markets, Kodak Sweden, May 16

A. J. Matla, sales supervisor, Hobby Photo Services, Kodak Nederland, May 23

Solomon Budaza, stockkeeper, Warehouse, Distribution Johannesburg Branch, Kodak South Africa, May 24

June Crohan, cafeteria assistant, Photochemicals, Manufacturing, Kodak Australasia, May 26

Hector C. Reyes Ordenez, technical sales representative, Consumer Markets, Kodak Mexicana, May 26

Jose and Jorge Join Retirees

Jose C. Guadalupe, stockkeeper, Warehouse, Kodak Philippines, 33 years

Jorge Olivera Lopez, instructor, Training Dept., Kodak Mexicana, 27 years



Guadalupe Olivera

Changes Announced For Europe, Far East

George E. Davis, formerly director, Industrial Relations, Marketing Companies, European Region, has been appointed director, Personnel, European Region.

Thomas A. Fatcheric, systems analyst, Distribution Systems, Distribution Div., on June 1 will become resident distribution analyst for the Asian-Pacific Area. He will be based in Hong Kong and have primary support responsibility for all Asian-Pacific companies with the exception of Kodak New Zealand. His functional responsibility will be to John R. Musulin, supervising analyst, Distribution Systems, Distribution Div.

Four appointments in the Asian-Pacific area will become effective Aug. 15.

Stephen Leong, distribution manager, Kodak Singapore, who has been on a training assignment in Rochester for the past year, will return to Kodak Singapore as operations manager.

Steven R. Baumhardt, acting operations manager, Kodak Singapore, will become operations manager of Kodak Taiwan.

William P. Quinn, operations manager, Kodak Taiwan, will move to Kodak Philippines as operations manager.

Rollin W. Roach, operations manager, Kodak Philippines, will transfer to Hong Kong to become manager, Export Business Planning, as staff to the general manager of Kodak (Far East) Limited, Hong Kong.

KODAKERY

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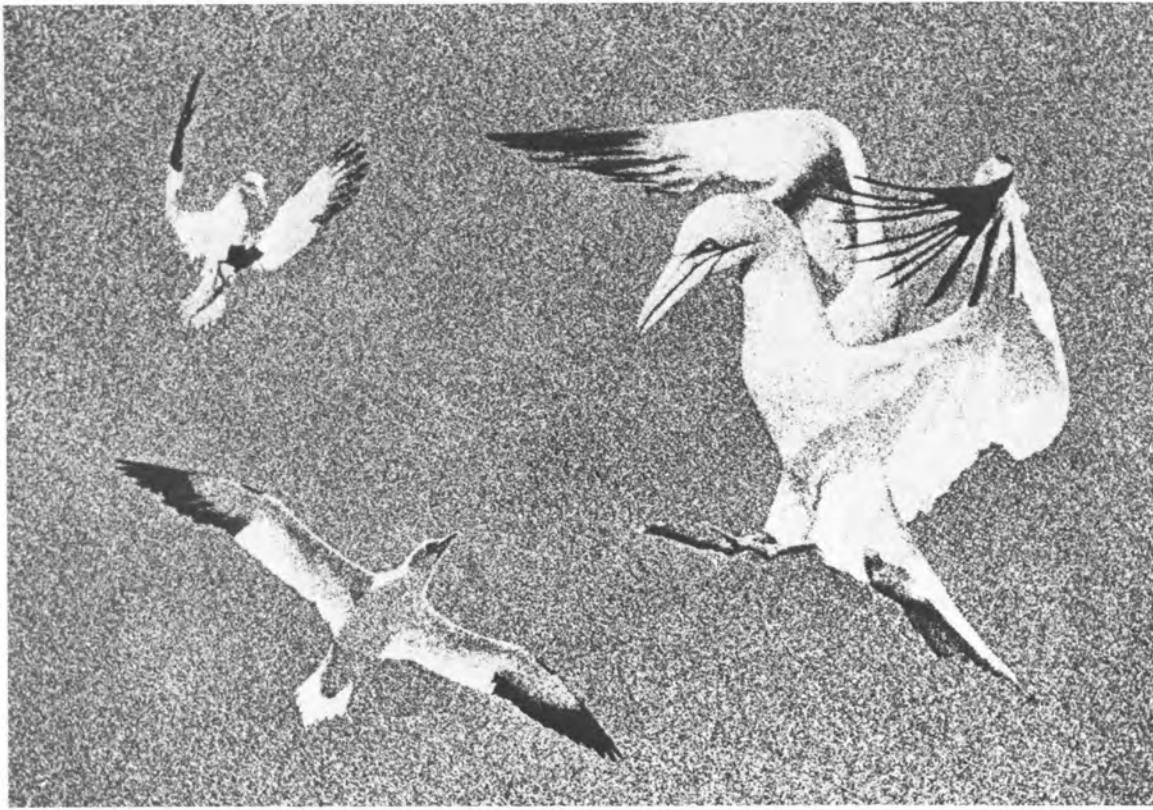
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Here are Some of the 45th Salon's Winning Pictures and Their Photographers



"Crested Penguin," best, novice class, nature color transparency, by Ron Tron, skilled trades person, Plant Services, Harrow Factory, Kodak Limited, Great Britain



"Gannets," best, expert class, pictorial monochrome print, by Richard Robinson, supervisor, Photographic Markets Information Bureau, Kodak Canada



"Lone Tree," best, advanced class, pictorial transparency, by Dan Neuberger, research associate, Emulsion Research Div., Research Laboratories, EK



"Mother's Watch," excellence, advanced class, nature color transparency, by Harry Troxell, business system designer, Data Processing and Systems Dept., Kodak Colorado Div., EK



"Looping," excellence, advanced class, pictorial transparency, by Kurt Pettersson, machine operator, Kodachrome Dept., Color Print and Processing, Kodak Sweden



"Football," best, novice class, pictorial color print, by Kelvin Tan, MEC clerk, Marketing Education Center, Kodak Singapore



"Painted Lady," best, advanced class, nature color transparency, by Leo Dodd, senior project development engineer, Professional Development, Kodak Apparatus Div., EK



"Hatching Cicada," best, expert class, nature print, by Otto Rogge, former supervisor, Production Coordination Data Processing, Kodak Australasia. He has just begun studying illustrative photography full time at the Royal Melbourne Institute of Technology.



"Uneasy Rider," best, advanced class, pictorial monochrome print, by Peter Legg, senior assistant, Office Equipment and Accommodation Dept., Kodak House, Kodak Limited, Great Britain



"White Moccasin," best, expert class, nature color transparency, by Gary Hoover, applications analyst, Research and Engineering, Kodak Apparatus Div., EK

Examining advertising promotion pieces designed for Photofinisher Markets in the U.S. are, from left, Manfred Sander of Kodak A.G.; Finishers Eberhard Schmidt, Frank Kaspras and Heinrich Schroeder; Rolf Fricke, IPD advertising specialist, and Volker Albowitz of Kodak A.G.



MEC Training Interests German Finishers

Seven of Germany's leading photofinishers spent a busy morning in Rochester, seeing film and paper manufacturing operations at Kodak Park and touring EK's Marketing Education Center-Riverwood, where they were much interested in the training provided for finishers and their employees.

Welcomed to Kodak Office in the afternoon

by Neil Murphy, IPD general manager, they then attended a slide-illustrated presentation by Harry Ryan, director, Photofinisher Markets, U.S. and Canadian Photographic Div., on the present and future U.S. photofinishing market.

The finishers and their wives flew from Rochester to New Orleans, Tucson in Arizona, San Francisco and Las Vegas, arriving in Vegas for



Harry Ryan, holding carousel of slides which illustrated his presentation, answers questions posed by, from left, Getlef Werbter, Manfred Block, Bob Beaney, Erhard Dedorath, Otto Wiest and Frank Hoesselbarth. All are finishers in Germany except for Bob, who is IPD's product information specialist for Professional and Finishing Products, and Frank of Kodak A.G.

the opening of the Photo Marketing Association convention.

Their trip was arranged by Kodak A.G., Germany, and three Kodak A.G. members accompanied the group—Frank Hoesselbarth, man-

ager of Professional Finishing Sales; Manfred Sander, manager of Product Services and Product Planning, and Volker Albowitz of the Marketing Development staff.

Delegation Learns More About Kodak's Diagnostic Imaging Products

To learn more about Kodak's diagnostic imaging products, a delegation from the Compagnie Generale Radiologie's headquarters in Paris, France, and from its U.S. office in Baltimore, Md., came to Kodak's headquarters in Rochester recently.

Dealers who market Kodak's radiography products in France—as well as one of the world's largest manufacturers of radiographic equipment—the CGR group's visit to Rochester was arranged at the request of Kodak-Pathe.

Pete Steinhausen, IPD's director of marketing, Medical Markets, European Region, who was in the U.S. at the time, and Hubert Wihlm, sales manager, Medical Markets, Kodak-Pathe, who came from Paris, took part in the meetings in Rochester.



The adaptability of the Kodak X-Omat processor, model M8, was discussed with the CGR group by Edgar Haussmann, foreground at left, Customer and Technical Services director, Health Sciences Markets Div., U.S. and Canadian Photographic Div. Holding the just-processed radiograph are Roger Griffoul, center, chief of engineer of CGR, Paris, and Pete Steinhausen, right. Looking on are, from extreme left, Jean-Pierre D'Haenens of CGR, Paris; Mel Hellstrom, Partick Hervy and George Vanisko of CGR, Baltimore, and Hubert Wihlm.



Meeting in Bombay—A dinner in Bombay provided the opportunity for F. J. (Jim) Moorfoot, right, chairman of Kodak Limited, United Kingdom, to meet the directors of India Photographic Company Limited (IPC) as well as leaders of India's photographic associations. Talking with him are, from left, S. N. Arora, president of the Photographic Dealers' Association; Taren Ghose, IPC president who hosted the dinner, and Dr. B. V. Bhoota, IPC chairman. Moorfoot was much interested in IPC's operations. Receptions at IPC headquarters and color processing laboratory in Bombay and its branch in Delhi enabled him to meet the staffs. From 1913 until '79, Kodak Limited, India, was a branch of Kodak Limited, U.K. IPC then was formed, with Kodak Limited, U.K., as a major shareholder, to sell Kodak products in India.

Management Seminar Draws Australian Finishers to EK Prior to PMA

"Profits in the 80's—Financial and Management Challenges" was the opening topic in a management seminar presented for Australian photofinishers at EK's Marketing Education Center-Riverwood.

Twelve finishers from cities throughout Australia came to Rochester for the seminar en route to the recent Photo Marketing Association convention in Las Vegas.

After being welcomed to Kodak by Tony Western, coordinator, regional marketing development, Professional and Finishing Markets, Asian, African and Australasian Region, who arranged for their program, the group was introduced to Dr. C. Kennedy May, a management consultant who has given similar seminars for Kodak Canada and its finisher customers.

His opening talk led to workshop presentations and discus-

sions of case studies, marketing, money-capital budgeting, return on investment and marketing opportunities.

"Time Management, Delegation, Problem Solving, and Other Ways to Play More Golf," a slide-illustration presentation by Steve Baune, led off the second day of the seminar. Steve, Kodak's coordinator, Trade Relations, Photofinisher Markets, in the U.S., also discussed industry trends with the group.

Austin Cooley of the Photographic Technology Div. and John Hurd, Customer Technical Services, spoke to them on silver recovery and energy conservation, and John Sopko of Kodak Park's Management Services Div. gave them "More Thoughts on Industrial Engineering."

A visit to the Photographic Technology Div. at Kodak Park and a variety of Kodak tours ended their Rochester stay.



Australian finishers, from left, Charles Witts of Newborough, Victoria; Garrick Smith of Townsville, Queensland; John Miller of Griffith, New South Wales; Bruno Zimmerman of Perth, Western Australia, and Trevor Marchant of Adelaide, South Australia, learn from Steve Baune, second from right, and Tony Western, right, of Kodak's current cooperative advertising with U.S. finishers using Kodak products. In the Good

Look campaign, TV actor Michael Landon endorses Kodak color paper in TV and radio commercials, magazine advertisements and point-of-purchase pieces. The decal held by Steve is designed for doors and counters of retail outlets offering photofinishing services on Kodak paper.

Belgian Air Force Buys Processors

The Belgian Air Force recently purchased three Kodak Versamat film processors, model 1140-L, and assigned them to the 42nd Reconnaissance Squadron based at Florennes Air Base.

Ten years ago, this squadron, an all-weather unit, became the first in Europe to use Versamat processors. It then acquired the model 11.

Reliable, high-quality aerial photography is a must for the squadron, commanded by Major Avi. Engineer Joly. The exposed film must be available quickly for interpretation. Kodak 70 mm RAR film 2479, the Versamat processors and Kodak Versamat 885 liquid chemicals meet these operational requirements.

Once a Mirage V-BR reconnaissance aircraft lands at Florennes, only a few minutes are needed to develop, fix, wash and dry the film. The Versamat processor, model 1140-L, can handle three 70 mm films simultaneously, the unit's speed being adjusted to under- or over-develop, according to weather conditions when the film was exposed.

Ready for viewing, the Kodak film shows minute details, allowing for accurate interpretation.

When the new processors arrived at Florennes, Henri Hertens, technical sales representative of Kodak Belgium, briefed high-level Belgian Air Force officers on the new equipment in a program attended by Robert Pottier, general manager of Kodak Belgium.



A noncommissioned officer of the Belgian Air Force checks 70 mm film emerging from a Kodak Versamat 1140-L processor.