

Kodak reports to the community

On TOP, with Tony Douglas.

Maybe you didn't know it, but you live in a town where many inner-city teenagers like Tony Douglas spend their summers working with policemen. They do it through an organization called TOP—Teens on Patrol, an organized attempt to improve understanding between youth and local law enforcement officers.



Hired as civilian employees of the Rochester Police Bureau, the teens take a two-week training course and are then assigned to help patrol city playgrounds, parks, and other recreational areas. In many cases, their mere presence has prevented possible rowdiness, vandalism, or other acts which might have provoked confrontations with police.

This past summer the TOP program reached 70 young people through the cooperation of the Rochester Police Bureau and Rochester Jobs Inc., with funding help from Kodak. The teenagers got an inside look and a better appreciation of a city policeman's job, and police got to know 70 city teenagers a lot better.

Our hats are off to both the kids and the police on a job well done together.

Who owns Kodak?

At last count, over 24,000 Kodak employees were participating in our Savings and Investment Plan, which is available to help supplement retirement income through a long-term investment program.

Participants elect to have us deposit all or a portion of their anticipated Wage Dividend with a trustee, who invests the money in one or more of three funds. Most of the money is invested in Eastman Kodak common stock, but it can be invested in a diversified group of preferred and common stocks or in U.S. Government securities.

Many employees also participate in a payroll-deduction stock plan.

All these Kodak people, and others in the community who have invested in Kodak stock, create a "people's capitalism" that enables the community to share in the rewards of free enterprise.

Who owns Kodak? Lots of people do, but mostly it's you, your neighbors, and Kodak people themselves . . . altogether around 45,000 share owners in this area alone. All we can say is, thanks for the vote of confidence. We couldn't work for nicer people.

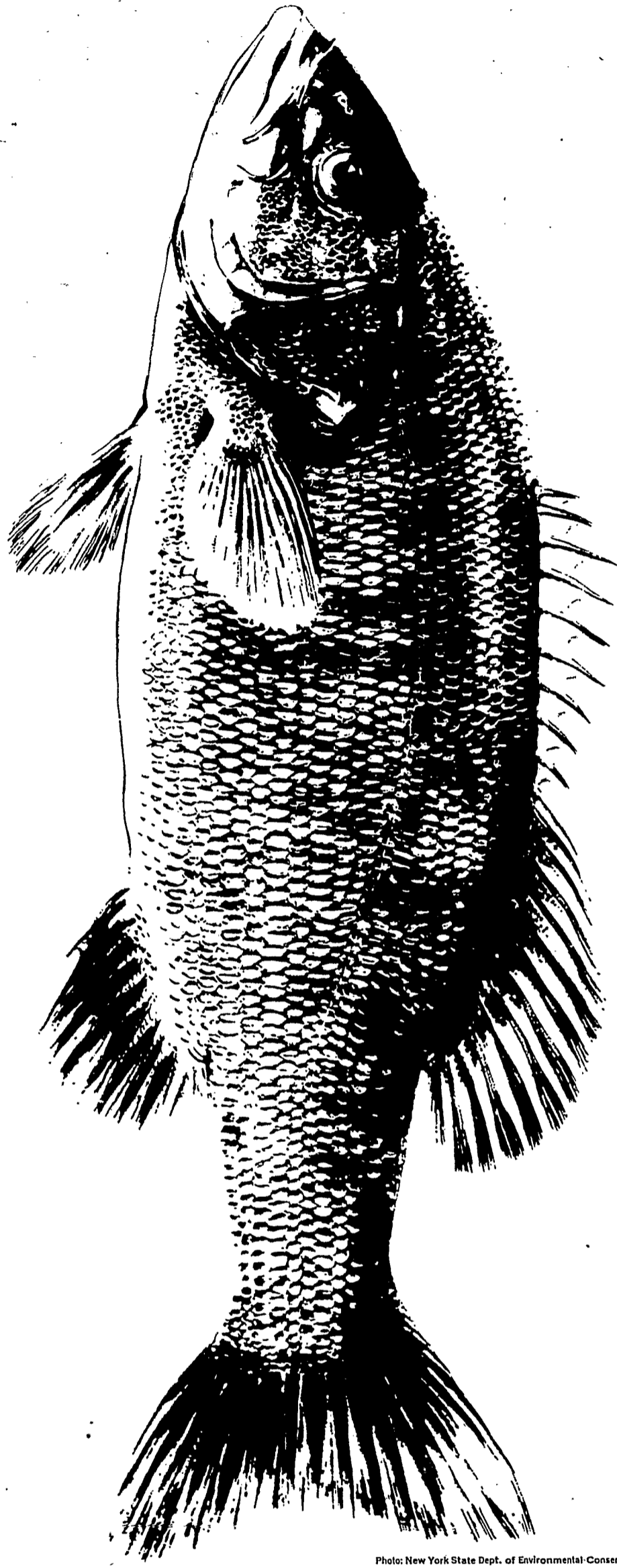
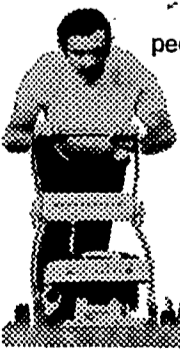


Photo: New York State Dept. of Environmental Conservation

Fish don't like it—and neither do we!

Mercury pollution.

There isn't a more ruinous element known in the manufacture of photographic film. Even in tiny amounts, mercury can fog miles and miles of film.

Now, with government agencies recently having discovered alarmingly high mercury levels in fish caught in fresh-water lakes, we are in a position to share our knowledge of mercury control with public health officials everywhere.

We're making available a bibliography of technical know-how developed during our 30-year struggle to keep mercury out of our Kodak Park manufacturing environment.

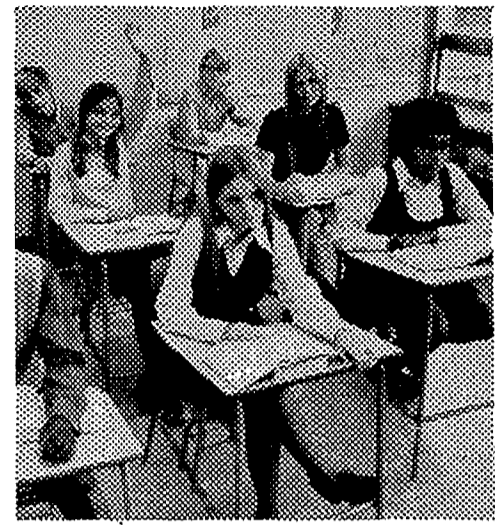
Over the years, some mercury detection

methods we've developed range up to 100 times more sensitive than those generally employed elsewhere.

Knowledge, procedures, and techniques contained in the bibliography will show public health officials how to prepare samples to test for the presence of mercury—even how to assemble a reliable analyzer, using basic materials found in any laboratory. Knowledge gained should go a long way toward giving many communities efficient, low-cost mercury-monitoring capability.

It's nice to know that not only have we learned some ways to keep mercury pollution from putting us out of business, now we can help make sure it won't put you out of business either.

EASTMAN KODAK COMPANY



Some of our best teachers are students.

Every day, Kodak goes to class with thousands of high-school students in the six-county Rochester area. Under the school services program, Kodak provides schools with programs and teaching aids designed specifically to reach and hold the interest of young, inquiring minds. What we get in return is candid, instantaneous response from students and teachers as to any given program's worth as an effective learning aid.

A full range of teaching aids are available, including 16mm color movies, slide-tape programs, career display sets, and Kodak speakers on a variety of topics. All are available free of charge.

Our school services program is getting into full swing right now, as the school year begins, and now is the time for area teachers and administrators to contact us for complete details.

Just call 325-2000. Extension 4124.



This is what a traffic jam looks like to our computer.

It takes the place of the Kodaker behind the wheel—the person who creeps out of a company parking lot and onto a stretch of double-yellow-striped, bumper-to-bumper molasses every 5 p.m.

A large part of the traffic in Northwest Rochester has long stemmed from 28,000 Kodak Park people who head out of 175 manufacturing buildings and make tracks for cars in 35 parking lots every day. So our Kodak Park traffic committee decided to help do something about the problem.

Working with city and state traffic experts, our industrial engineers designed a basic simulation model of the surrounding streets. They allowed for the capacity of plant parking lots and the proximity of lots to roadways. Using a computer to simulate thousands of cause-effect traffic situations, they introduced these elements onto a mathematical map showing 400 sections of surrounding streets.

Engaging in mathematical "logic," it was the computer's job to move as many cars as possible from one section to the next, without causing a jam-up in another section. A tough job? Not for the computer. It proved capable of simulating the entire three hours of rush traffic from 3 to 6 p.m. in less than 3 minutes.

After studying the computer data, we staggered the arrival times and especially the quitting times of thousands of our people. Our engineers shared their knowledge with city and state traffic experts, who were doing their part by adjusting signal light intervals and widening intersections.

We're glad our computer technology could work with our community's engineers to help ease the strain of one of America's best known and least-loved afternoon phenomena—the rush-hour traffic jam.

Kodak