

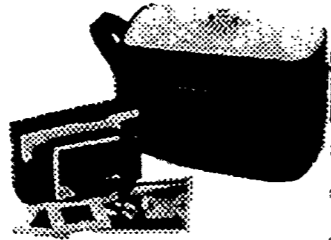
Kodak reports to the community

How our \$100,000 gift rallies support for the Olympics.

We believe the Olympics promotes international goodwill and understanding. And we've backed up this belief by pledging \$100,000 to help support the U.S. Olympic teams in Sapporo, Japan, earlier this year, and in Munich, West Germany, this summer.

To help alert Americans to the need for more support, we have launched a national promotion of our new Kodak Instamatic X-30 camera outfit with the Olympic emblem and messages. (The X-30 camera sells for less than \$40 and can take pictures under a wide range of light conditions, from bright sunlight down to average living room light.) The red, white and blue X-30 outfit has been designated an official part of the U.S. Olympic team uniform. Kodak specialists are giving picture-taking tips to each team member.

The U.S. Olympic team needs financial support—not only from businesses like Kodak, but from individuals. This kind of support for our Olympic athletes, rather than government subsidy, is uniquely the American way of doing things.



For some kids, the best place to study is in a church.

Any child can have difficulty with his school studies. For any number of reasons. For an inner-city child the problems can mount up, because he may have fewer sources of help available to him.

The Proctors' Program, initiated by the Kodak Park Jaycees, is doing something about it. Working with Rev. Walter Freed of the Grove Street Lutheran Church, and with Warren Heiligman, principal of School Number 14, members of the Proctors' Program are sponsoring a two-night-a-week tutoring program for children from that school. The children are

picked up at their homes and tutored at the church by about 40 volunteer proctors. At other times there are outings together around and outside the city. The proctors put in about 4,000 man-hours on the program last year.

The results? The children, through their exposure to an environment beyond the inner city, come away better prepared to achieve, both in and out of school.

The Jaycees hope to extend this successful program to reach many more children who

could benefit from it by increasing the number of proctors. Any man or woman interested in tutoring in this program may contact Paul Drake at 458-0734 (evenings). Volunteers are not limited to Kodak people or to Jaycees.

Getting involved isn't anything new for the Kodak Park Jaycees. Their projects involve a football team in the Fourth Ward, a basketball league at the Lewis Street Community Center, the Boy Scout troop at the Al Sigmund Center, the local Soap Box Derby, photography courses, and many other community-minded, community-helping efforts—some 25 in all.



Killer paint...finding and fighting it.

The one-time common use of lead-base house paint has turned many older homes into potential killers. The unsuspecting victim? Kids. Kids eat paint. Old, flaky paint is easily scraped from walls, radiators, or sometimes chips of paint-covered plaster just happen to be lying around. The paint catches a child's interest and gets tasted.

The trouble is that with continued consumption the lead in the paint builds up in the child's bloodstream. The result for the child? Possible brain damage, convulsions, retardation, even death.

Lots of people in the Rochester community are very concerned. A citizens group, School Parent Advisors to the Neighborhood (SPAN), the City of Rochester Bureau of Buildings, the Department of Preventive Medicine at the University of Rochester Medical Center, and the Monroe County Health and Social Services Department are conducting a house-to-house survey and blood testing program to find children with lead poisoning. They are also pinpointing buildings in which the problem may occur.

People in the Department of Pediatrics at the University of Rochester Medical Center examine any children suspected of lead poisoning and take samples of their blood.



It takes special equipment to detect lead poisoning—like the spectrograph we use daily at Kodak for precise, highly sensitive chemical analyses. Since 1967 both our Health and Safety Laboratory and our Industrial Laboratory at the Kodak Park Division have contributed to this community effort by performing blood-test work, even giving 24-hour service when needed. A child whose test results show high-level lead content can be placed on a treatment program that helps eliminate the lead in the child's body, hopefully with few if any permanent effects.

The educational program of the SPAN/UR preventive medicine team works to alert the public to the symptoms and dangers of lead poisoning. The life-saving message is spread both by direct contact in classrooms and neighborhood meetings, and by local television commercials in Spanish and English.

The problem of killer paint is still with us. But broad-based community teamwork is putting it on the run. We're glad to be on the team.

We sign our name this way now

Having a unique corporate identity is nothing new to us. Back in 1888, George Eastman, fond of the letter K, invented the name Kodak out of thin air to sound the same in any tongue throughout the world.

Enter our unique new corporate symbol (shown here).

It is now being used uniformly to distinguish all Kodak facilities, communications, and products worldwide, including our fibers, plastics and chemicals. We expect this will enhance even further the high degree of recognition and reputation Kodak has already achieved in the eyes of those who know us.

