

Kodak reports to the community



Going to extremes: product testing at KAD.

When Bill VanDyke bundles up in a sheepskin parka in July, or strips down to a beachcomber outfit in February, nobody stares.

For Bill, going to such extremes is all in a day's work. As a technician at the Kodak Apparatus Division's Elmgrove plant, one of his jobs is to make sure that products such as Kodak XL movie cameras and Kodak pocket Instamatic cameras perform dependably despite severe temperatures—whether the mercury soars to 120 F or plunges to zero, or below.

Simulating arctic and tropic conditions are just two of the environmental tests used by our Product Quality department at KAD. We also subject cameras to high humidities, and shake and rattle them more than they'd ever get shaken and rattled in shipping. Then we test them to make sure everything works the way it's supposed to: electric eye, film advance, rangefinder, shutter release, lens—every control you use.

In addition, we make a lot of very extensive, and highly technical, photometric measurements at KAD. Small but vital phenomena, like battery drain before and after exposure to a frigid environment, are checked. And we give a camera more extensive use, in a greater variety of situations, than the average consumer is ever likely to.

There's a good reason for such elaborate and repeated testing. We want to help make sure a Kodak camera will work at the top of the chairlift in February or on the beach in July. Our customers expect it, and we demand it.



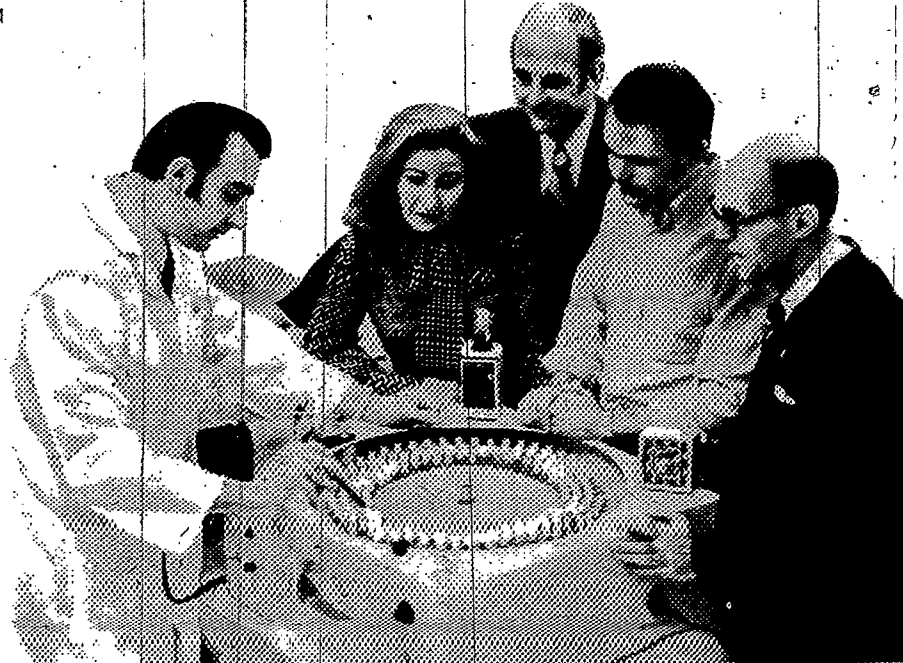
Coming soon: better patient care and silver recycling from medical filing cabinets.

Right now, medical filing cabinets all over the country are bulging with countless thousands of bulky 14 x 17-inch x-rays. But in a year or less, a new Kodak photo reduction process will enable technicians to reduce those bulky radiographs to small 35mm film mounted on a special aperture card for simple storage and retrieval.

The small primary card will go into the patient's file as a permanent record. With special Kodak equipment, doctors will find it easy to read these cards in making diagnoses, and secondary cards can be made for sharing information with colleagues.

These helpful new products, now being extensively tested in hospitals, resulted from long hours of remarkable teamwork between our marketing people close to the hospital scene and our research-development people at Kodak Park and Kodak Apparatus Division.

Aside from the obvious benefits for patients and their doctors, considerable silver now locked up in these bulky x-rays can be salvaged and recycled into new sheets of film. Valuable space in hospitals can also be released from storage purposes for other uses. Patients getting better care, valuable space being recovered and silver resources getting recycled—we're glad that thinking small in this case will pay off big.



Red Cross technician Bruce Streeter shows the remarkable automatic blood analyzer to four generous blood donors: Florence Sinnott of Kodak Park, Ray Shady of Kodak Office, Bohdan "Buzz" Kril of Kodak Apparatus Division's Elmgrove plant, and KP retiree Joe Witzgman.

The gift of life: 140,040 times.

Enough to fill more than two railroad tank cars!

Since 1948 Kodak men and women have rolled up their sleeves to donate 140,040 pints of blood to the Rochester Regional Red Cross Blood Program. In those twenty-five years, many Kodak people, like those above, have been such regular donors that they earned membership many times over in the Gallon Club by giving a gallon or more of blood.

This year, as in past years, the Red Cross Bloodmobile will make many trips to Kodak Rochester facilities. The blood that is donated will help meet the urgent needs of patients in 39 hospitals in a 12-county area around Rochester.

We salute the Red Cross Blood Program on its 25th anniversary. For thousands of our neighbors, it has been a lifesaver. We are very proud of the Kodak people who are a part of it.



An antidote to the midwinter classroom blues.

A good place for teachers to shop for a change of pace for their classes is in the pages of our brochure "Service to Schools from Kodak."

There, teachers will find 16mm films, filmstrips, sound-slide presentations, print sets, and photo exhibits that we will gladly lend free of charge. Our brochure also describes literature that can be obtained to stimulate classroom discussion of careers and to offer information about visual communication and audiovisual media.

There's also a comprehensive guide to more than 15 career-oriented visit programs that student-faculty groups from the Rochester metropolitan area can take at Kodak. These visit programs give students valuable insights into fields such as chemistry, engineering, data processing, industrial libraries, the skilled trades, industrial nursing, and many many more. We're pleased to help close the career information gap between schools and industry. Both stand to benefit.



All the information a teacher or guidance counselor needs to order materials or to schedule a visit program is contained in "Service to Schools from Kodak." If you didn't get this brochure last fall, a copy is free for the asking by phoning Gwendolyn C. Young, community information editor, at 724-4842. Or write to: Community Information, Department 024B, Eastman Kodak Company, Rochester, N.Y. 14650.