

Kodak reports to the community

75 years and \$12.5 million later, our suggestion plan is still going strong.

Back in 1898, following a particularly severe winter, William M. Connors, of the Kodak Park Spooling Department, suggested that the windows be washed.

Not only did the windows get washed, but Mr. Connors received two dollars for his suggestion. Thus was launched the Kodak Suggestion Plan, second oldest in the nation for any company, and the first in New York State.

Since then, 1,400,000 ideas have been submitted and over \$12.5 million has been paid out to Kodak men and women for the 500,000 suggestions that have been used.

To date, the largest single award has amounted to \$47,800. We paid it to David Shutte, Kodak Park Roll Film Division. In 1969 he received \$12,400 and in 1971 an additional \$35,400. He suggested a less expensive method of mounting color film on cards for use with retail sales racks.

Our award payments are now running at a level approaching the million-dollar-per-year mark. Suggestions that lead to cash awards relate to products, processes, packages, methods, maintenance, safety, comfort—anything and everything that is part of our total operation.

From suggestions come benefits. Sense of accomplishment, plus some bucks for the suggester. Improvements that help the customer. That make our place safer, more pleasant, more efficient. We're pleased to have had such a beneficial blessing around 75 years, and getting stronger!



"Love Lights," cutting boards, stools, and puzzles are the curricula of this business school.

How much are tool-up costs on those cutting boards? How can we cut our sales costs? What kind of a dividend can we pay?

These are the down-to-earth business problems that some high-school students from Rochester-area schools wrestle with every week in three Junior Achievement companies sponsored by Kodak.

Junior Achievement (JA) is an international business education program which operates under the guidance of adult advisors. The basic idea is that teenagers learn about business by running one. Most of them do this at the JA Center at 50 West Main Street.

Betty Hartleben, John Loser, Dorothy Boehmer, George Hemming, Keith Kroon, John Boutet, Chuck Wilson are among the Kodak advisors for students in companies known as Production Train, Youth Movement, and Joavco.

The first company makes "Love Lights" that throw off colorful psychedelic light. The second makes attractive cutting boards. And Joavco (at Sister Patricia Flynn's Joseph Avenue Workshop) makes and sells wooden stools, book shelves, games and puzzles.

Long after these JA companies have closed their books and paid their last dividends, the students will still be profiting from their JA experience. Which is why their Kodak advisors are so willing to invest their time. (Which is why we and other local firms are so willing to support JA financially, as well.)

What have we been doing lately? Tune in Channel 13 at 7:30 p.m. next Monday night for the Kodak TV Report to the Community.

The main reason Kodak had a great year of growth and innovation in 1972 is people. People at the top, people in the labs, people at the drawing boards, on the production line, in the field, behind a typewriter, you name it. With great energy Kodak people met the challenges placed on us by our various customers.

The result? Some dramatically new, need-fulfilling products. Some programs that make jobs more interesting. Some new

ways of dealing with old problems of education, of the environment, of the community.

And that's the theme and content of a fast-paced 30-minute TV program to appear on Channel 13 next Monday evening, April 23, at 7:30 p.m.

Why tell the story on TV? It's simply the most logical and feasible way to reach the community in which we have a vital interest. Some two-thirds of the 70,000 U.S. Kodak

men and women work in the Rochester area. More than 20%—46,000—of our share-owners live here. And many thousands of area residents, who are affected by Kodak one way or the other, are also invited to look at us, our operations, and our people.

That's Monday evening, April 23, at 7:30 p.m. on Channel 13. We value highly this chance to tell you something about us. Hope you'll tune in!



Kodak president Walter A. Fallon being interviewed for Kodak TV Report to the Community.

And keep the evening of April 24 open, too. That's the night Kodak sponsors a classic, "The Man Without a Country," on Channel 13.



Kodak will host a special national TV program April 24 when it sponsors a 90-minute drama starring Academy Award-winning actor Cliff Robertson.

The broadcast will be a feature-length adaptation of the Edward Everett Hale American classic, first published in 1863. A moving story of a court-martialed army officer sentenced to spend the rest of his life at sea, "The Man Without a Country" is particularly timely as we move ever closer to our nation's bicentennial observance in 1976.

We expect this program will attract a wide audience in every age group, including people who are not regular TV watchers. Of particular interest is the appeal of the program to young people. As Roger K. Morrison, our director of media, stated, "We expect good representation from youth and we're making special efforts to inform teachers and other educators of the presentation."

That's April 24 on ABC, Channel 13 at 8:30 p.m. Please be our guest for this stirring, educational program.

