

Kodak reports to the community



What's new at Kodak?

To find out, tune in next Tuesday at 7:30 p.m. on Channel 10.

On April 29, Kodak officers and shareowners will gather in Flemington, N.J. for the company's annual meeting.

That same evening you can tune in Channel 10 at 7:30 p.m. and watch the Kodak TV Report to the Community. We'll cover some of the highlights on television that we'll cover at the shareowners' meeting.

But we'll also take you behind the scenes. You'll see an entertaining, fast-paced half-hour show that highlights our progress of the past year. And provides some glimpses into our future. With reports from President Walter A. Fallon and Chairman Gerald B. Zornow.

Your friends and neighbors will be the "stars." Because we'll be showing Kodak people on the job. Designing and producing new products. Expanding our plants. Helping to make our community a better place to live.

We can't examine every Kodak activity in a half hour, but we think you'll be surprised at how many faces and places we do include.

So mark the date on your calendar: Tuesday night, April 29, at 7:30 p.m. on Channel 10 for a telecast that reflects our interest in keeping you informed. We hope you'll join us then.

If you want all the facts and figures in writing, send for a free copy of our 1974 annual report. Write: Eastman Kodak Company, Dept. 412-L, Rochester, N.Y. 14650. And ask for publication CR5-1974.



Left to right: Doug Stewart, a Kodak auditing supervisor and chief auditor of the Chest auditing division; Joyce Dziubaty, a Kodak cost engineer; Chest campaign director John Wood; and Ken Mangan, a Kodak auditing supervisor and chairman of the Chest auditing division.

The people who count.

As the United Community Chest/Red Cross holds its annual fund-raising drive, you hear a lot about the worthy causes your contributions support. You read about the people you help.

But today, we'd like to remind you that more than 20,000 volunteers pitch in each year. They're all vital to the campaign's success. Essential to holding down administrative costs.

And we'd like to pay special tribute to a group you've probably never thought about.

The people who count the money you pledge.

As contributions pour in from all over the county, about 85 auditors and cashiers squeeze into the third-floor offices at the Chamber of Commerce. They work straight through for six or seven days—and often nights—to submit the final figures for the last night of the campaign. Last year they checked and audited more than 5,800 report envelopes and recorded 192,000 pledges.

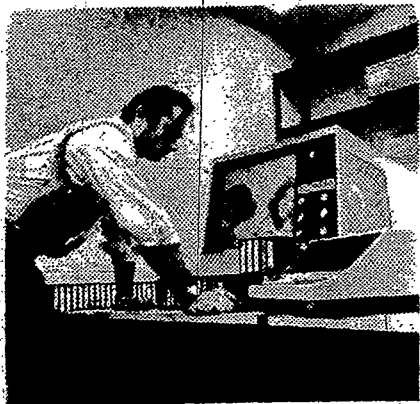
About 90 percent of these people, including 25 provided by Kodak, are lent by more than 30 local firms. Most of the other people were once lent by their firms, but now come back on their own, after retirement, to help out.

Once again, they face an enormous job this spring. But somehow they'll get it done in time.

You can count on it.



Microfilm. Bad news for the bad guys.



One day in Queens, N.Y. two serious crimes were committed.

Detectives had almost nothing to go on but a single fingerprint found at the scene of one of the crimes. But they had a microfilm identification unit in the 112th Precinct. Which turned that one small clue into the arrest and conviction of the two men responsible for both crimes.

For two years now, Kodak Miracode II equipment has helped solve local crimes like these. The system works on a simple premise: Since 90 percent of the people arrested in Queens also live there, police keep up-to-date microfilm records of local cases. Mug shots with arrest records and fingerprints are coded and catalogued. So when a crime is committed, chances are the suspect is already in the microfilm file.

In retrieving the information, the Kodak Miracode II equipment is durable, fast, and accurate. It can scan fingerprint cards at the rate of 300 per minute. And despite limited clues such as "... he talked funny (impediment)" or "... he was a tall dude," the unit can select a lineup of possible suspects and project the mug shots on the screen for the victim to identify.

"While this 'localized offender' theory has been used by law enforcement officers for years," says the precinct captain, "our unit is the first step in doing so scientifically. It's been highly successful, and we think it could work anywhere."



Not every Hall of Fame is for ballplayers.

George Eastman, along with 18 other American business pioneers, was recently selected for induction into the Hall of Fame for Business Leadership by Fortune magazine's board of editors, in ceremonies sponsored by Junior Achievement, Inc.

Walter A. Fallon, Kodak president, accepted the award "on behalf of the many thousands of individuals who have been a part of Kodak and the many millions who have benefited from George Eastman's vision."