

Kodak reports to the community

The Japanese connection.

A Japanese family taking holiday pictures at the Asakusa Temple in downtown Tokyo. A West Henrietta woman assembling Kodak pocket Instamatic® cameras at the Elmgrove Plant of the Kodak Apparatus Division.

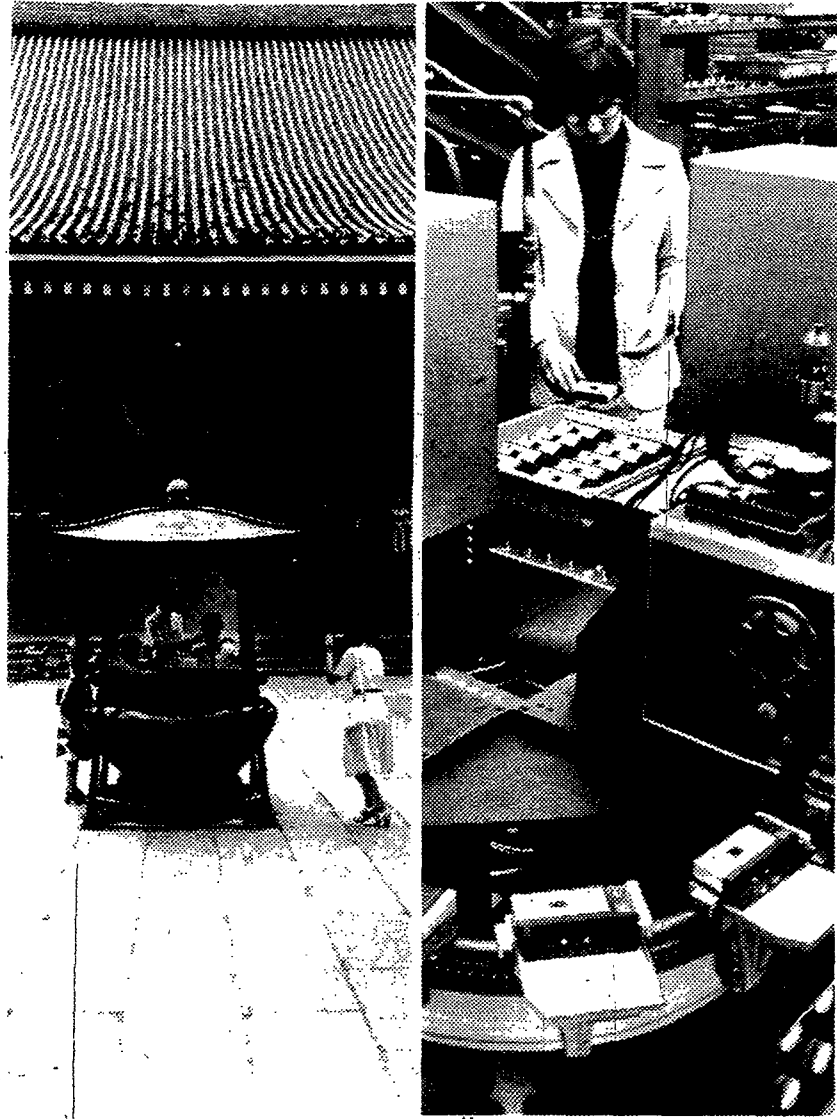
What's the connection?

The pocket camera this Japanese daughter is using to capture family memories on film came off the same Rochester-area assembly line as the camera you or your neighbor used two weekends ago at Letchworth Park.

We've exported a lot of cameras to Japan. Last summer, the one-millionth Kodak pocket Instamatic camera was sold to a Japanese consumer.

Thriving export markets in more than 100 countries are important to Kodak's health and vitality, not only abroad but also in Rochester. We recognize that. After all, we've been serving customers outside the U.S. since 1885.

International trade—that's the connection. It's a two-way street which leads to a better standard of living throughout the world.



"Vision III" by Everett McCourt

The \$1000 vision.

Everett McCourt is a young man who sees visions and captures them on film. This year he gained more from it than personal satisfaction. He won a \$1000 college scholarship—top prize in the 1975 Scholastic/Kodak Photography Awards, conducted by Scholastic Magazines and sponsored by Kodak.

McCourt describes his winning portfolio of 12 black-and-white and color photographs as "a series of visions." Many were shot around his hometown of Greenville, Miss. This one was designed "to convey the mood of a summer in Mississippi."

"I try to create fantasies, as seen through the eye of my camera. I feel that creating the situations to photograph enables me to see further and more distinctly the states of consciousness that I sense around me and seek to discover with the help of my camera."

Now that he has graduated from Michigan's Interlochen Arts Academy, McCourt will use his scholarship to help pursue a career in the photographic field.

Two other seniors won scholarships this year, and 218 junior and senior high school students won cash awards. Kodak Medallions of Excellence were presented to regional winners, including Cynthia Maggs of Hilton, N.Y. Maybe you saw her "John Boy" at the annual Ward Gallery exhibition of local entries at Sibley's, local sponsor of the Awards.

If you'd like complete details about the 1976 Photo Awards, including entry forms, write to: Contest Activities, Corporate Information Department, Eastman Kodak Company, Rochester, N.Y. 14650.



"John Boy" by Cynthia Maggs



A job in a lab can be a job in a lab. Or an opportunity.

Working at Kodak can mean more than holding down a good job with good fringe benefits. It can be a chance for a more rewarding position. In terms of money. In terms of personal satisfaction. And that, quite likely, is the most rewarding benefit of all.

Opportunity is part of the equation. The rest is up to the individual. How hard a person's willing to work. How much a person learns. On the job. In night school. In a Kodak training program.

Example: the lab trainee program at Kodak Park, which began in 1966. The

three women shown here were part of a recent class that completed a year's training. While being paid full-time. A typical week for them included ten hours of training in chemistry and mathematics, and thirty hours of work. The first step toward becoming a chemistry lab assistant or a laboratory technician.

The trainees tell us that the program enriched their job performance and enabled them to relate better to the chemists they work with and to their supervisors.

We are proud of the many graduates of this program. And pleased to give them and other men and women an opportunity to participate.

Kids can ask the darndest questions.

About all kinds of subjects. How did Kodak get its name? What makes a camera work? What is Kodak doing about pollution?

When it's a question about the environment, we have something new to tell them about. An innovative \$10 million combustor near completion at Kodak Park. Designed to provide safer, cleaner, better controlled disposal of manufacturing waste. And we are working closely with the New York State Department of Environmental Conservation (NYSDEC) to make certain of that.

The new combustor will ease the specific handling problems of residues, and will burn them efficiently, and in an environmentally safe manner. It will allow us in due course to shut down another old incinerator at Kodak Park.

This \$10 million combustor is a big investment. But it's only part of a continuing series of investments that demonstrate Kodak's environmental commitment. In 1974 alone, our company spent over \$40 million in the development, construction and operation of environmental protection facilities.

Incidentally, we also have answers to those other questions. If you'd like information on how Kodak got its name, or what makes a camera work, just write us at Dept. 024A, Eastman Kodak Company, Rochester, N.Y. 14650.

