

## Kodak reports to the community

# For news about Kodak people, products, and activities, tune in our annual TV report.

Tuesday, April 27, 7:30 p.m., Channel 13.

Mark it on your calendar.

The day we report to our shareholders is also the day we broadcast the Kodak TV Report to the Community. It's an entertaining, fast-paced half hour that highlights last year's accomplishments, looks at Kodak people behind the scenes, and gives you a glimpse into the diversity of our activities. We'll cover more than 20 subjects in newsreel format. Everything

from capital expansion to bicentennial and sports activities. And new products. Products that are making headlines. Products that offer exciting opportunities for us.

We think you'll be interested in what's happening at Kodak, and in the men and women—your friends and neighbors—who are making it happen. Every day. Every week. Every year.

Tune in and see for yourself. Tuesday, April 27, 7:30 p.m., Channel 13.



If you want the facts and figures in writing, send for a free copy of our 1975 annual report. Write: Eastman Kodak Company, Dept. 412-L, Rochester, N.Y. 14650. Ask for publication CR5-1975.



## When you visit Washington the capital, get to know Washington the man.

Lorne Greene portrays the father of our country in a myth-dispelling 14-minute movie, "Washington—The Man." It's playing now at the Washington Monument Orientation Center, recently designed and constructed by Kodak in cooperation with the National Park Service. It's Kodak's gift to the nation to help celebrate this bicentennial year.

The film, which we produced, will be presented four times an hour, 12 hours a day, seven days a week through October. An estimated 3 million visitors are expected to come to the 300-seat theater,

located on the grounds of the Washington Monument.

According to the film's director, Richard Young of Kodak Motion Picture Services, "We show that Washington was a human being with personality and heart. Not many people know much about him, but many of the beliefs he expressed 200 years ago are relevant today. We hope visitors to the Center will experience Washington's strength and vision and go away with a new understanding of America's heritage."

We hope you're one of them.



## Thanks to Phil, it's working.

Last month Phil Elliott, Kodak engineer, became Phil Elliott, loaned executive. Along with 45 other men and women from the Rochester business community, Phil has been borrowed for the United Community Chest/Red Cross Campaign, which helps support 150 local human service agencies. For two months, he'll work full time on this spring's fund-raising drive while Kodak pays his full-time salary.

He'll have several other Kodak people to keep him company: Edwin Bush, Jr., Frank Hartman, and Rodney Kerr from Kodak Park; William Siegenthaler and Walter Knipper from Kodak Office; William Galligan and Harry Westacott from Kodak Apparatus Division.

Since the Loaned Executive Program began in 1973 we have loaned 31 Kodak men and women. This helps the Chest keep administrative costs down, which helps the dollars you contribute do more. But it's hardly a one-way street. Because when we loan an executive, we know we'll get back a more experienced, community-broadened individual.



*Dear Mr. Walsh:*

*This is a note of appreciation*

...and a thank you for your letter to us retirees announcing increased retirement benefits. I certainly appreciate the outstanding way in which Kodak is treating us. It was a good company to work for and a great company to have worked for. I would like to express my thanks through you to all of those responsible.

—Laurence O. DeVoll  
1967 retiree

Last November, Frederic S. Welsh, Kodak vice-president and director of Corporate Relations, sent a letter to approximately 11,800 Kodak retirees announcing increased benefits for 1976. Additionally, 2,800 Eastman Chemicals Division retirees were also notified of the increased benefits. The response was gratifying.

Retirees like Laurence DeVoll wrote from all over the country and as far away as the Netherlands. A few more examples:

"My thanks and sincere appreciation to those responsible. Once again Eastman Kodak Company has shown its deep concern and thoughtful consideration for those employees who have retired from active service."

"I just couldn't let the day go by without saying a big thank you."

"My appreciation and gratitude to you and the others responsible for the increase in my pension. This is the third one I have received. As a shareholder, it has long been my conviction that Kodak is one of the best-managed companies in the country."



"From the bottom of my heart, many thanks to all of you."

At the same time we announced increased retirement benefits, we also announced the option of a pre-retirement spouse benefit. This provides payments to an employee's spouse if the employee should die before retirement.

We want to keep Kodak a good place to work. And, as Laurence DeVoll put it, a good place to have worked.