

# Kodak reports to the community

## A great place to spend the summer.

Most of the more than 1,000 young people who have participated in the TOP (Teens On Patrol) program since its inception in 1967 are enthusiastic about this unique summer experience—an opportunity to earn a salary, and find out—firsthand—what police work is all about.

TOP members work directly with uniformed officers of the Police Community Services Section, headed by Captain Charles Price. Although TOPs have no enforcement powers, their presence in parks, playgrounds, swim areas, and day-care centers encourages good behavior.

The TOP program is supported by a grant from Kodak to Rochester Jobs, Inc. In the words of one of the TOP participants, Johnna Kiner, "I think it's one of the best programs Kodak supports." She said she observed from her assignment at Rochester Police Head-



Bob Jones of Kodak discusses TOP program with Captain Charles Price and participants Joe Morabito and Johnna Kiner.

quarters that the police "are not at all like you see on television." And she explained that, more often than not, police are called to help someone rather than make an arrest.

Each year, anywhere from 600 to 800 youths apply for the slightly more than 100 summer openings in the TOP pro-



gram—which says a lot about this elite group. But even more important than how it's viewed by young people is the program's long-range effect on the community. The positive relationship it's developing between TOPs and police officers should prove beneficial to us all.

## Reminder to teachers.



Gwendolyn Young and Barbara Unger look over Services to Schools from Kodak, available from Corporate Information, Eastman Kodak Company, Rochester, N.Y. 14650.

Your new 1978 edition of Kodak School Services catalog is available, in case you didn't get a copy.

This catalog describes and offers a broad program of assistance, especially in career education, that we are pleased to provide to Rochester-area schools.

It is pleasing to note more and more educators are taking advantage of programs such as ours to help advance students' career awareness and to demystify the world of work. Education and business working together—that's an unbeatable team!



## A man's ideas and ideals continue.



William A. Reedy

"Most important is a continuing effort to please oneself, to set standards too high for attainment, and reap the exciting satisfaction of trying. A single occasion of getting by with the barely adequate sets the stage for a future of mediocrity and attracts others for whom the best is too much trouble."

These sentiments about photography were expressed by the late Bill Reedy, once senior editor of advertising publications for Kodak's Professional and Finishing Markets Division, and editor of the Kodak quarterly publication, *Applied Photography*. They sum up the man's philosophy and give an indication of why several of his friends and fellow photographers initiated a lecture series to perpetuate Bill's goals of encouraging excellence in photography.

The next Bill Reedy Memorial Lecture, sponsored by Kodak and R.I.T., will be on April 14, when the guest speaker is the well-known photographer/art director, Carl Fischer. His editorial photos appear regularly on *Esquire*, *Time*, and *New York* magazine covers, and some of his photographs are included in the permanent collection of the Metropolitan Museum of Art.

If you have an interest in photography, we hope you will take advantage of this opportunity to hear Mr. Fischer at the N.T.I.D. Theatre, adjacent to the Rochester Institute of Technology campus, on April 14 at 8 p.m.

There is no admission charge.

## What price progress? \$495 million.

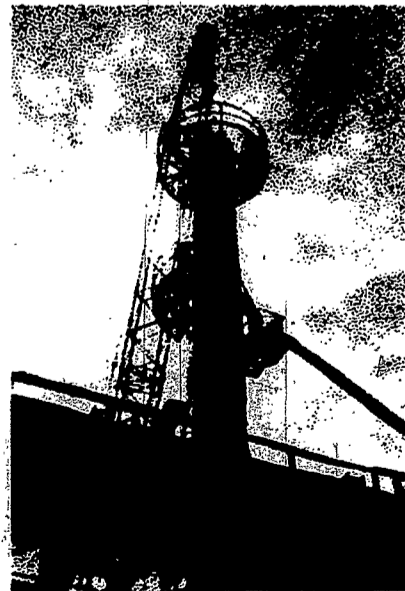
Upgrading facilities, improving customer service, and achieving high health and safety standards don't just happen. These desired results are achieved by extensive planning and a sizable commitment of funds.

Kodak plans capital expenditures of \$495 million worldwide in 1978. These capital additions will include production equipment that can operate at greater speeds with improved efficiency, additional capacity for the recovery of silver and other materials, and modifications of facilities to im-

prove overall manufacturing effectiveness.

About \$183 million (an increase of about \$23 million over the amount spent last year) is expected to be spent for expansion and improvement projects in Rochester. While this commitment is substantial, it's only a fraction of the investment we have made locally.

This ought to tell you how we feel about the city where we put down roots—and its future.



Distillation columns being erected at Kodak Park, part of the capital expansion program now under way.

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