



Some schools measure Kodak aid by the ton.

Over the last 25 years, Kodak has supported some 900 colleges and universities with \$75 million in aid. Of this year's \$5 million, nearly 40% went to schools in the Rochester area.

Most of our grants fit into envelopes. But in January, an extra gift to the Rochester Institute of Technology will be delivered in a truck.

You see, at Kodak we try to aim our educational aid at the needs of the school. When we learned that RIT's nationally known school of



Others by the ounce.

Graphic Arts and Photography needed Kodak printing and processing equipment,

photographic supplies and services, we offered our help.

Not all colleges are like RIT, with programs directly related to the photographic industry. So, for them, Kodak's annual cash contributions help fund scholarships and research projects. Plus studies in science, math, engineering, and other fields.

In cash or in cartons, every Kodak gift to higher education is an investment in people and technology that's several times repaid.

1880  1980

Doing more than meets the eye.