



In 1981, Kodak will invest a billion dollars in its future.

Today, when economists are tossing billions about like small change, it's important to realize just how much money that really is:

- *a stack of a billion dollars—in thousand dollar bills—would be as high as the Kodak Office building on State Street.*
- *a billion dollars, rolled out like wallpaper, would cover all four lanes of the Thruway from Rochester to New York City. With \$75 million left over for sightseeing.*
- *if you had a billion dollars in \$100 bills, it would take you every minute of every day for 19 years to spend it.*

In 1981, our billion-dollar commitment to capital improvements worldwide will be more than our total annual sales of 1964.

We've never allocated so much to keep our future

bright. This \$1.4 billion will do it by buying far more than bricks and iron.

Though our plans do call for some new buildings, we'll spend millions more to make our existing plants more efficient. Giving Kodak people the resources they need to produce goods of even higher quality, even greater convenience. And that can make us even more profitable in the decades ahead.

Nearly half a billion will be invested right here in Rochester, our headquarters city. We'll distribute the rest to Kodak facilities far and wide, enabling each of them, also, to produce more, conserve more energy, and recover more valuable materials.

All of this should bring improved products, service, and smiles to Kodak customers around the world. The way we figure it, that's worth a billion dollars plus.



Doing more than meets the eye.