



The door to some of today's best careers opens in ninth grade.

It may surprise you, but many careers that offer the rewards of good pay, job security, and daily challenges don't require a college diploma.

Thanks to the rapid growth of technology in general and of Rochester's precision industries in particular, there's a continuing demand for more people to enter the skilled trades. And especially for people who have performed well in their high-school math and science courses.

Perhaps the best way to get into these career options, from tool-and-diemaking to electronics, automation systems to optics, is to acquire the necessary skills in an apprenticeship program.

From earliest times, craftsmen learned their trades as apprentices under the watchful eyes of skilled masters. Today,

hands-on training, combined with classroom work, provide ongoing challenges for hundreds of young men and women. And is leading them to brighter futures.

We know that the skilled trades offer more than just a wide choice of careers. They contribute both to the growth of industry and of our community at large.

Kodak recently produced a film on today's fast-expanding skilled trades. It's called "Mind and Hand: Kodak's Apprentice Program." If you're a teacher or counselor and would like to show it to your students, write Gwendolyn Young, Corporate Communications, Eastman Kodak Company, Rochester, N.Y. 14650.

It can help them keep their options open and, we hope, their textbooks too.



Doing more than meets the eye.