



Right now, you might not recognize our investment in Rochester from a hole in the ground.

The fresh ground we've broken proves our commitment to economic growth is still based on confidence in Rochester.

For 1982, we've budgeted \$1.5 billion in capital improvements worldwide. As our headquarters location and principal manufacturing center, the Rochester area is scheduled for \$456 million of that total.

Part of our investment will stand tall or wide in new steel, brick, and glass. Included are the addition to Kodak Office, our copier-products manufacturing operations at Kodak Apparatus Division, facilities for

solid state devices at the Kodak Research Laboratories, and the expansion of the distribution center plus other construction at Kodak Park. But an even greater sum is being allocated for items the average sidewalk superintendent never sees—for new equipment and improvements to existing plants.

From a community vantage point, our capital investments provide area people with job opportunities, during construction and installation, and later, as business grows.

In terms of company growth, every capital

expenditure not only makes Kodak products better and more competitive, but also enables Kodak people to be more productive.

Take that new six-level office building on Plymouth Avenue, for instance. It may only look like a hole in the ground today, but soon it will help us centralize dozens of customer services.

For over a century we've been growing up with Rochester. Just since 1977, we have invested more than \$1 billion here. Our continuing commitment for 1982 shows our Rochester roots still run very deep.



Doing more than meets the eye.