



## George Eastman left us a responsibility as big as all outdoors.

George Eastman conceived and built a company out of new ideas and natural resources. And, as an avid outdoorsman with a fascination for natural sciences, he left the company he founded with an abiding respect for nature.

Eastman knew that the quality of his company's products depended on the purity of the materials that went into them. Thus, environmental protection and conservation programs were mandated at Eastman Kodak Company long before the government made them mandatory.

Over the years, this concern has kept pace with company growth and product diversification. Today, at all of the company's manufacturing sites worldwide, programs are in place to meet regulatory standards and corporate objectives for environmental protection.

This commitment to environmental quality hasn't evolved without its costs: in the 1970's, in the U.S. alone, the company spent more than \$515 million on environmental protection and enhancement projects. Today, that commitment continues.

And these efforts haven't gone unnoticed; a recent *Fortune* magazine survey of the 200 largest U.S. corporations ranked Kodak highest in community and environmental responsibility.

Kodak's commitment is now more than a century old. And our values, forged by our founder, remain intact. At Kodak, we've always believed that corporate responsibility for environmental impact demands more than a conscience. That true responsibility is an ongoing consciousness, proven through action and accomplishment.

If you'd like to learn more about Kodak's commitment to environmental protection and conservation, clip the coupon below and send for our free booklet, "An Investment in Tomorrow."



Doing more than meets the eye.

Please send me my free copy of "An Investment in Tomorrow"

Name \_\_\_\_\_

Address \_\_\_\_\_

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