

Kodak's Centennial



The Centennial celebration will focus on Kodak people, their past achievements and their important role in the company's future.

Walter A. Fallon

"My laboratory is complete . . ."

With those words, written in a journal on Sept. 9, 1880, a young bank clerk named George Eastman embarked on a dream. It was a dream that would change the world.

Eastman's goal was to simplify photography so every man, woman and child could enjoy it. He did that and much more.

Virtually every aspect of modern life has been affected by the dream that Eastman had 100 years ago. X-ray films have improved health care, motion picture films have brought entertainment and news to millions of people, special sensitized materials have helped astronomers find new planets, and businesses have streamlined their operations through effective use of microfilm. The list goes on.

Today, the Eastman Kodak Company, through its strength and diversity, stands as a tribute to the genius of its founder. But Eastman did not build this company alone—he needed people. The fact that the company is celebrating its 100th birthday is a tribute to Kodak people over the generations.

Next year, in honor of its Centennial, Kodak will say a giant "thank you" to the thousands of men and women who have helped and are still helping this company grow and prosper. A yearlong Centennial celebration, with a variety of events and activities, has been planned.

The Centennial celebration will include:

Family Visits—During the spring of 1980, Kodak facilities in the U.S. and Canada will host visits for employees and their families, and for retirees. This will be an opportunity for employees to show their families where they work and it will give families a chance to learn more about the company.

"Up With People"—This group of young singers and musicians will entertain Kodakers and their families with performances in many Kodak communities in the U.S. and Canada. The locations have been chosen so that 98 percent of Kodak people will have an opportunity to attend a performance.

Mementos—Every employee and retiree will receive a Centennial memento specially created to mark the company's 100th birthday.

In announcing the company's Centennial plans, Walter Fallon, EK chairman, said, "For the past 100 years, Kodak people have been bringing to the marketplace quality image-recording apparatus and materials that can be used with ease and confidence. It's appropriate, as we reach our 100th birthday, to honor Kodak men and women through these special events for their dedication and service."

"The Centennial celebration will focus on Kodak people, their past achievements and their important role in the company's future."

The Centennial also will be a time for the company to salute communities in which Kodak facilities are located, Fallon said. Kodak has prospered in the last 100 years, growing from a firm with only one employee to a multinational corporation that employs more than 79,000 people in the U.S. alone.

"Our very size in Rochester has contributed to the economic vitality of the city," Fallon said. "If there was ever a doubt about Kodak's commitment to Rochester, consider that Kodak has spent some \$1.5 billion on capital improvements during the 1970s."

"This has meant more business for local suppliers whose sales to Kodak now exceed \$95 million a year. The implications of the company's annual payroll, which is more than \$1 billion, are encouraging for local merchants and businesses."

Fallon noted that Kodak's commitment to the community also is evident through its support of education, the arts and science. George Eastman believed strongly in supporting the Rochester community, and that philosophy has continued.

The community has been supportive of Kodak over the years, as well. Because of that, the company will use the occasion of its Centennial to salute Rochester.

Throughout the summer of 1980, Kodak will sponsor a series of events and performances at various locations in the Rochester area as its way of saying "thank you" to the community. This Centennial Summer of Entertainment will include "Up With People" performances, a special presentation by the Rochester Philharmonic Orchestra, appearances by world-renowned orchestras and gala fireworks displays. Basketball clinics for youngsters will be conducted in Rochester and other Kodak communities.

"As we look back on our first 100 years, it is clear that the mutual nourishment of the company and community has been good for both," Fallon said. "With a 100-year start on tomorrow, there are rich opportunities for continued mutual growth in the decades ahead."

Up with People!®



Stirring Performance—"Up With People" performers bring excitement and enthusiasm to the stage.



Schedule Review—Dee Stover, left, and Dave Barone, both Corporate Communications, review the "Up With People" schedule with Mindy Penny, the "Up With People" representative who is coordinating the Kodak performances.



Sing-Along—Audience participation is part of every "Up With People" performance.

Kodak Salutes Community with Summer of Entertainment

In 1880, George Eastman leased the third floor of a building on State Street in Rochester and started manufacturing dry plates with one employee. The population of the Rochester area at that time was nearly 145,000.

Both Kodak and Rochester have grown substantially since that time, and, today, some 50,000 of the area's 971,000 people are Kodakers. The mutual growth and support of the company and community has been good for both.

Because the strong support of the Rochester community has been so important to the success of Kodak, the company is marking its Centennial celebration with a community "thank you" called the Summer of Entertainment. This series of public programs and activities will run from May to September of 1980.

Following is a list of events that will comprise the Summer of Entertainment. Details of each will be provided later.

Baseball—Kodak has reserved 120 seats at Silver Stadium that will be available to nonprofit groups next year for Rochester Red Wings home games. The seats, located behind third base, will be painted yellow.

A hostess will be available to greet the guests, help seat them and provide general guidance. An announcement will be made over the stadium public address system acknowledging the guests.

Basketball—Some 4,800 high school athletes and coaches are expected to take part in a series of Kodak-sponsored basketball clinics to be held in Rochester and several other cities during the spring of 1980. The clinics will offer basketball tips and show students how to stay in good physical condition.

"Up With People"—The "Up With People" cast will perform at the Highland Bowl and at Manhattan Square Park. These public performances will be similar to those presented "in house."

Musical Celebration—A big-band program will provide musical entertainment for listening and dancing. The bands and locations for the performances will be announced later.

RPO Concert—An evening program featuring music from 1880 to 1980 will be presented by the Rochester Philharmonic Orchestra in the Highland Bowl. This special Kodak-sponsored program, titled "100 Years of Music," will include a featured guest who will be announced later.

Float—A float that carries the company's Centennial theme will be available next year for use in Rochester-area community parades, such as those run by town volunteer fire departments.

New Games—Kodak plans to sponsor a New Games training program next spring for recreation department personnel from local communities. New Games is a unique concept in games that enables people of all ages and abilities to play together in noncompetitive activities.

Fireworks—Gala fireworks displays will be held simultaneously at Genesee Crossroads Park, in Greece and in Henrietta. Musical entertainment will precede the fireworks display at each location.

They burst onto the stage, some 80 strong, in a kaleidoscope of color, motion and song. They engulf their audience with an excitement and musical energy that is guaranteed to be contagious.

This is "Up With People," a group of traveling young troubadours whose name explains their approach to entertainment. Next year, Kodak people will have an opportunity to experience the stirring performance of these singers, dancers and musicians.

Beginning in March, "Up With People" casts will be traveling to Kodak communities throughout the United States and to Toronto, presenting musical programs for Kodak people, their families and retirees. This is one way the company is saying thank you, on its 100th birthday, to the thousands of Kodak men and women who have helped it grow, develop and prosper.

"We wanted a program that would reach employees and their families, but most of all, we wanted something that would give everyone a great feeling," said Al Bergerson, Personnel Services, a member of the Centennial planning committee. "'Up With People' fit those requirements."

Performances Scheduled in U.S., Canada

Following is a list of cities where "Up With People" performances have been scheduled during 1980. Times, locations and ticket availability will be determined and announced at each locality.

March		May	
7	Florida (locations to be announced)	4	New York City
9	Los Angeles	8-10	Longview
16	Atlanta	11	Boston-Peabody
16	Chicago	11	Dallas
18-24	Kingsport	19-20	Batesville
22-23	San Francisco	28-29	Toronto
25-27	Columbia	28-31	Rochester
30	Findlay		
April		June	
10-17	Windsor area	1-15	Rochester
27	Washington, D.C.		

The performance schedule begins Mar. 7 with presentations in Florida for Kodak retirees. Throughout the spring, three "Up With People" casts will be performing in selected communities where Kodak people live and work.

The last stop is Rochester, for a series of 41 performances. These will be in the auditorium of the EK Recreation Center, Bldg. 28, KP, and at the Eastman Theatre. There also will be two public performances at the Highland Bowl and one at Manhattan Square Park.

Details of the in-Rochester and out-of-Rochester performances will be announced later.

Cities for the "Up With People" performances were selected so 98 percent of U.S.-based Kodakers will have a chance to attend a show. In addition, a film will be made of the performance at Tennessee Eastman Company in Kingsport, Tenn., and then sent to all district locations that will not have an "Up With People" visit.

A feature of all "Up With People" performances will be a song honoring Kodak. It was written by Paul Colwell, Ken Ashby and Herb Allen of the "Up With People" staff and is titled "Part of the Picture."

During their three-week stay in Rochester, members of the cast will visit hospitals, nursing homes and retirement homes on behalf of Kodak. They will make similar visits during stays in the Windsor, Colo., area, and in the Eastman Chemicals Div. communities of Kingsport; Longview, Tex.; Batesville, Ark., and Columbia, S.C.

The message of the youthful "Up With People" performers is universal—one of goodwill, optimism and togetherness. Their music is contemporary, yet it appeals to all age groups. They have been enthusiastically received by audiences the world over. When "Up With People" is on stage, audiences are apt to clap, tap, stomp, sway, sing and even dance along. One person who has been caught up in this "Up With People" enthusiasm is Frank Butler, Centennial site coordinator at Eastman Gelatine Corp. in Peabody, Mass.

"I saw an 'Up With People' performance in Boston and found it a thoroughly enjoyable experience," he said. "The show exceeded my expectations. It really left me with a good feeling."

When "Up With People" comes to a town, cast members do not head for hotels. Instead, they go to nearby host families who provide room, board, stimulation and, quite often, affection. Kodak families will have an opportunity to host cast members when the group comes to their communities. Details will be announced later.



Shovel Shade—
Bruce Riggs uses a snow shovel to shade his camera while filming a winter scene for the movie.

Movie Shows Diversity of New York State

Kodak will mark its 100th year of operation in New York State by creating an artistic and lively movie for the state's "I Love New York" tourism and business development programs.

The film, being produced by Motion Picture Services, is designed to show New York State as an exciting and interesting place to live and work. It will be presented by Kodak officials to

the state in the spring of 1980.

Bruce Riggs, Motion Picture Services, the writer-producer and principal cinematographer for the movie, has been traveling throughout the state filming a variety of activities and events. Scenes will cover the four seasons, from Christmas in New York City to summer recreation in the Thousand Islands.

Segments of the 30-minute film also will show the diversity of industry in the state. Kodak will be among the companies featured.

The movie will be shown to many business and service groups around the country as part of the state's "I Love New York" program. The state also will make it available to schools and television stations.

Gifts for EKers

Birthday parties are traditionally times for giving gifts, and EKers will be on the receiving end during Kodak's 100th birthday celebration.

Next year, employees and retirees will receive an attractive, distinctive memento that commemorates the company's Centennial. Each person will be able to select the memento from among four items.

The items, which will be announced later, will have a wide appeal and significance to Kodak people, said Bill Edwards, Centennial site coordinator for Eastman Chemicals Div. The items have been specially created for Kodak and cannot be found in stores.

"There is something for everyone among these mementos," Bill said.

Brochures describing the mementos will be distributed to Kodakers following the appearance of "Up With People" in their localities. Persons will select the item they desire and return their selection cards.



Capturing a Century of Smiles

Centennial Celebration...A Time for Families

Kodak's Centennial is more than just an employees' celebration; it's a family affair.

That's why, during the spring of 1980, Kodak facilities in the U.S. and Canada will be hosting Centennial Family Visits for employees and retirees. It will be an opportunity for Kodak families to gather in fellowship and fun to celebrate the company's 100th birthday.

"The visits will give employees a

chance to show their families where they work and help those close to Kodak to learn a little more about the company," said Bill Zollars, Centennial site coordinator for the Distribution Div. "They'll be a lot of fun and I'm sure the company's concern for its people and their families will show through."

Most family visits will include tours, exhibits or demonstrations, refreshments and showings of the Centennial movie, "Journey into Imagination."

Each Kodak location will be adding its own special activities to the event.

At Kodak Park, family visits will be held between April and June, both after work and on weekends. Each division will announce plans and dates to its own employees and retirees.

The KAD family visit will be a one-day event, with visits held simultaneously at Elmgrove, Hawk-Eye and Lincoln plants. The date and details will be announced later.

The Kodak Office family visit has been tentatively scheduled for a Sunday in May.

Dates and times for family visits at other in-Rochester facilities will be announced later.

Outside of Rochester, family visits will be held throughout the spring. Visits at all Eastman Chemicals Div. locations have been tentatively scheduled for weekends in April and May. Kodak Colorado Div. is planning a one-day event for a Saturday in early May.

Other out-of-Rochester facilities that are scheduling family visits include district and regional marketing and distribution centers and processing laboratories.

New Movies Feature People,

A movie that emphasizes the continuing importance of Kodak people to the company's success and another film that examines modern forms of imaging technology are being prepared by Kodak as part of its Centennial celebration.

In the first movie, "Journey into Imagination," a giant red and yellow balloon, emblazoned with the company's Centennial logo, will lead viewers visually to Kodak facilities across the country. Audiences will travel into the plants where products are made and then on to customers' businesses where those products are used. Also included will be nostalgic scenes from the company's past, plus footage of George Eastman.

The balloon was filmed at each major manufacturing plant in the U.S. and will be used as a common thread that ties together segments of the movie. Emphasis, however, is on Kodak people and the key roles they play in developing and producing high-quality products.

The movie will be presented to employees at company facilities during family visit programs next spring, as well as at next year's annual shareowners' meeting.

The second movie, "Images into Imagination," is a general information film that will be used on television and in schools.

This film opens with an elderly man looking through a photo album and fondly recalling memories of his youth. It goes on to explain that photography has grown to be more than just fond memories in an album.





The 1880 and 1980 eras have been combined in Kodak's newest Colorama, the first of several that will salute the company's Centennial.

The two time periods are represented by youngsters in appropriate costumes. The 1880 half of the Colorama is in sepia tone and the modern half is in full color, to show how photography has changed in the past 100 years.

Included in the 1880 scene is the first Kodak camera. In contrast, the modern scene shows a Kodak Colorburst 50 instant camera and a Kodak Ektralite 10 camera.

The concept for this Colorama was developed by Ken Frank, Corporate Communications. Photographic Illustrations photographers Neil Montanus and Sam Campanaro spent nearly two days shooting it. Lynn

McDonnell, also Photographic Illustrations, coordinated costuming of the youngsters.

Many hours of darkroom work were required to add the sepia tone look. This project was coordinated by Spot Inkley and Dick Bullis, both Photographic Laboratory.

The Colorama was unveiled yesterday (Sept. 10) in New York City's Grand Central Terminal.

People, Technology

Other scenes show the use of photographic films and technology in such fields as health care, the arts, astronomy, business and design. The closing segment traces the production of a Kodak Colorama from filming to its hanging in New York City's Grand Central Terminal.

Both films are being produced by Motion Picture Services.



Centennial Movie—This elderly man is featured in the Centennial movie "Images into Imagination."



On Location—In the foreground, Sam Campanaro, Photographic Illustrations, photographs the Motion Picture Services crew during filming. The crew members are, from left, Mel Wright and Richard Young.

Historical Highlights

The Beginning



EK Founder—An early photograph of George Eastman.

When George Eastman began manufacturing photographic products, it was a specialized business and interested amateurs were scarce. Photography has come a long way from those early days.

During the Centennial year, Kodakery will feature articles touching on many of the highlights in the history of Eastman Kodak Company. The series will point out the company's progress, not only in the development of photography and chemical business, but also in employee relations and industrial research. Along the way, we'll look at moments light and amusing as well as the more significant events.

"Taking a camera means nothing today—just a little box and some film. But in those days, one did not 'take' a camera, one accompanied the outfit of which the camera was only a part." George Eastman, October 1920.

In 1877, when George Eastman was an assistant bank clerk at Rochester Savings Bank, he decided to take a camera along to record an expedition he hoped to make to Santo Domingo. Since he had no photographic experience, he spent \$50 for the necessary equipment and \$5 for lessons in how to use his new outfit.

Being an amateur photographer in the days of wet-plate photography meant hard work. The photographer had to coat a glass plate with a light-sensitive emulsion immediately before making an exposure, then process the plate immediately thereafter. The procedure was cumbersome enough if practiced in a studio. Outdoors, a photographer had to carry a bulky camera, a tripod, a lighttight tent, water, a container of nitrate of silver and a supply of glass plates. It seemed to Eastman that "one ought to be able to carry less than a packhorse load."

Eastman never went to Santo Domingo, but he became wholly absorbed in photography. When he read an article in an English magazine telling of some experiments with gelatin dry plates—glass plates that could be coated and then set aside for later use—he began to see the direction in which simplicity might lie. He said later:

"The modern camera differs in refinement of detail, not in principle, from the old camera. The great change has come about in plate or film."

While he was still working at the bank, he began to experiment in his spare time on dry plates.

"At first I wanted to make photography simpler merely for my own convenience, but soon I thought of the possibilities of commercial production." When the photographer who had taught Eastman how to make photographs asked for some

Calendar Features EK Milestones

Vignettes that highlight the company's photographic milestones have been combined with contemporary photographs in the "Kodak Centennial Desk Calendar—1980," a 120-page, hard-bound volume commemorating Kodak's Centennial year.

Some 110 photographs, more than half of which are in color, have been used to illustrate the calendar. The color photos range from landscapes to portraits and include many winning entries from the Kodak International Newspaper Snapshot Awards.

The entire page facing each color photograph is an appointment calendar for a single week. Above the week's calendar, for many weeks, is a sepia-tone historical photograph and a short caption.

The introduction of the desk calendar includes pictures of George Eastman and scenes from the early days of the company. The calendar closes with a list of special picture-

taking events scheduled for 1980, plus examples of pictures that can be taken during some of those events.

"This calendar/appointment book is designed to please either someone needing a desk calendar or a person who merely enjoys viewing outstanding photographs," said Keith Boas, Publications, Consumer Markets Div. "We've produced desk calendars for three years and the public's interest in them has grown each year. They're particularly popular as Christmas gifts."

The 1980 desk calendar is available to employees for \$4.39 at KORC service counters, KAD Employee Activities sales counters and KP Photographic Sales offices. EKers outside of Rochester should contact their usual employee sales office for information on calendar availability.

Planning Session—Jack Johnson, left, KP Employee Activities, and Tom Ward, Corporate Communications, review plans for distributing the Centennial mementos. Tom, coordinator of the memento program, is one of many persons involved in organizing the company's Centennial celebration. Jack is a member of the KP Centennial planning committee.



Many Take Part in Planning

Next year's Centennial celebration, with its wide variety of programs and activities, will climax thousands of hours of hard work and careful planning by hundreds of Kodak people.

Planning actually started in 1976 when a handful of Kodak people came together to share their initial ideas and suggestions. Ultimately, Corporate Communications was given the responsibility of coordinating the company's Centennial planning effort.

"We wanted a program that would say 'thank you' to Kodakers everywhere for their support and dedication over the years," said Dick Bartlett, Corporate Communications, director of Kodak's Centennial program. "To make the program significant to such a wide range of people, we felt it was necessary to have a broad-based planning organization."

Representatives from many segments of the company were brought into the planning effort at an early date. Joining Dick on the Centennial Steering Committee were Dave Hunt, then of Corporate Relations and now International Photographic Div.; Wayne Givens, Corporate Relations; Tom Hiatt, Government Relations; Charlie Harris, Marketing; Don Spieler, IPD, and Neil Stalter, Corporate Communications.

Kodak men and women from Corporate Staffs, Photographic Div. and Eastman Chemicals Div. have taken active roles in task forces which have been planning the various activities. Centennial site coordinators have been selected for every major facility, in and out of Rochester.

"Our continuing goal is to make the Centennial a celebration for Kodak people and their families," Dick said. "Everyone is meeting the challenges and helping produce a Centennial program that will be enjoyable and meaningful."



Desk Calendar—The "Kodak Centennial Desk Calendar—1980" features some 110 photographs, more than half of which are in color.

Eastman-made dry plates, George Eastman's business began to take shape.

In 1880, Eastman withdrew \$3,000 from his savings, rented a room on the third floor of the Martin Building on State Street, hired one employee, and entered commercial production. He received a patent for a machine to coat dry plates. Using this apparatus, he could coat plates in quantity, and with uniform quality, so they could be sold at a reasonable cost.

In speaking of those early days, he said, "The idea gradually dawned on me that what we were doing in that shop was not merely making dry plates, but that we were starting out to make photography an everyday affair."



Cumbersome Task—Wet-plate photography was a cumbersome, inconvenient system.

Marketing Efforts Carry Centennial Message

Kodak's marketing divisions will carry the company's Centennial message to the public in 1980 through a variety of advertising and promotional efforts.

The Centennial logo will appear in trade and media advertising, promotional materials, product catalogs and exhibits. In addition, several divisions have planned special events and activities that will emphasize Kodak's past and future commitment to serving customer needs.

Following is a brief look at some of the marketing plans for the Centennial year:

Consumer Markets Div. will use the Centennial logo and theme line in its television advertising beginning January 1980 and continuing throughout the year. Magazine ads incorporating the symbol will start in early 1980 and continue throughout the year.

In addition, the logo will be used on Kodak floats appearing in the Tournament of Roses Parade, Orange Bowl Parade, Portland Rose Festival and Hawaii's Aloha Festival. Whenever possible, the Centennial theme will be incorporated into camera days and other picture-taking events. CMD also is planning to use the Centennial balloon at major events.

The Centennial logo and the special theme line, "Remembrances for Tomorrow," will appear on packaging used by Color Print and Processing laboratories to return prints, slides and color enlargements in three popular sizes. In addition, this logo and theme will be used for the special 8 x 10-inch print promotion that will run in August and September of 1980.

Professional and Finishing Markets Div. will join Rochester Institute of Technology in hosting a symposium on professional photography. Titled "The Impact of Excellence," the symposium will mark Kodak's Centennial, RIT's 150th anniversary and the 50th anniversary of RIT's school of photography.

P&FMD print advertising, which is aimed at professional photographers, will carry the Centennial logo and the theme line, "With so much riding on every assignment, it's good to know you have a century of Kodak technological advances working for you." The January issue of Kodak Studio Light magazine will focus on the company's 100-year history of technical contributions to photography.

Health Sciences Markets Div. has prepared four-page and two-page print advertisements that show how Kodak has contributed to diagnostic imaging over the years. The theme is, "When you do something for a very long time, you get to be very good at it."

The ads, aimed at radiologists, hospital administrators and radiology department personnel, show how Kodak continues to meet needs in all diagnostic imaging fields including computed tomography, ultrasound, and nuclear medicine.

Motion Picture and Audiovisual Markets Div. is working with the Directors Guild of America to produce a

series of films on outstanding Hollywood directors, their techniques and films. These films will be made available to interested professional motion picture film groups, schools and universities.

MP&AVMD, along with P&FMD, will be spreading Kodak's Centennial message when the National Press Photographers Association holds its annual convention in Rochester in 1980. The association was invited to bring its annual convention to Rochester in conjunction with the Centennial.

Graphics Markets Div. will highlight the Centennial in the first 1980 issue of the Kodak Bulletin for the Graphic Arts. It will feature a special front cover and a story that overviews the company's contribution to the printing industry. The Centennial logo and theme also will be part of other GMD advertising and promotional material.

Customer Equipment Services Div. is using a historical theme in a new publication, "Yesterday, Today and Tomorrow." This 16-page booklet, subtitled "Kodak, Where Service Means Performance," describes the types of quality services and support available from CESD.

Government and Education Markets Services will use the Centennial logo on its displays and exhibits. A newsletter devoted to aerial photography will carry an article on Kodak history in the first issue for 1980.

Business Systems Markets Div. will incorporate the Centennial logo and theme line in all advertising for 1980. The logo also will be used on trade show displays.

These are just some of the ways that Kodak marketing divisions will bring the Centennial message to their customers. Additional plans are still being developed.

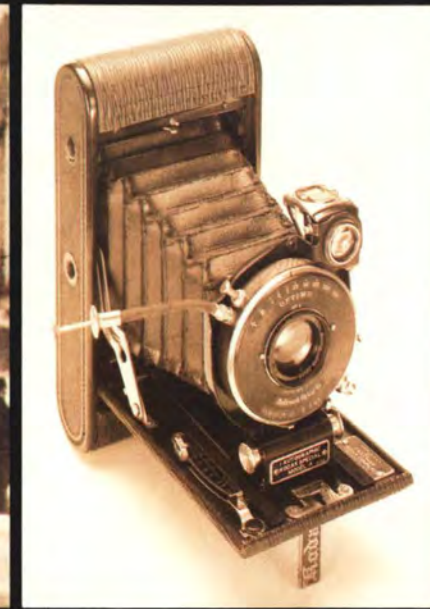
New Centennial Logo

Kodak's well-known corporate symbol has been combined with the dates 1880 and 1980 to produce the company's Centennial logo.

This new logo is designed to focus attention on the company's 100-year history while maintaining the symbol that has gained broad recognition. It will be used on such items as stationery, promotional materials, and print and television advertising.

The logo often will appear with the theme line, "A 100-year start on tomorrow," as shown on the cover of this special issue of Kodakery. This combination was selected for Centennial use based on objectives of the Centennial Steering Committee that the design and copy convey both a historical sense and a thrust forward. The logo and theme line were first used by Professional and Finishing Markets Div. in print ads where it was found that the Centennial message was well perceived by readers.

Flexibility is the key to this logo-theme line combination and marketing divisions may change the theme line to fit specific needs. Health Sciences Markets Div., for example, will use the theme, "100 years of turning energy into images."



A Centennial Salute...

This special issue of Kodakery salutes Kodak's Centennial. Its early distribution this week coincides with the public announcement of the company's Centennial plans.

Stories and photographs inside this issue detail many of the activities and events that will be part of Kodak's 100th birthday party. For example, the Centennial balloon, pictured above at KAD, is

discussed on Pages 4 and 5 in a story on two new Centennial movies. Also included in the issue is the first in a series of articles that highlight Kodak milestones.

Kodak's Centennial celebration promises to be bright, exciting and fun. It will be a time for Kodak people everywhere to look back with pride and to the future with confidence.



1880  1980

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