We don’t make a lot of noise, but this is where it’s really happening. You see, a large corporation like Kodak has the resources and the skill to make this world a little more decent place to live. And we intend to do what we can to see that this is exactly what happens.

Take our home city, Rochester, New York for example. We cut water pollution in the Genesee River by using natural bacteria to dispose of unnatural wastes. We cut air pollution by using electrostatic precipitators in a new combustible waste disposal facility. We helped set up a black enterprise program in downtown Rochester, and we've been experimenting with film as a way to train both teachers and students—including some students who wouldn't respond to anything else.

And we didn't stop with Rochester. Kodak is involved in 47 countries all over the world. Actively involved.

Why? Because it's good business. Helping to clean the Genesee River not only benefits society... but helps protect another possible source for the clean water we need to make our film. Our combustible waste disposal facility not only reduces pollution... but just about pays for itself in heat and power production and silver recovery. Our black enterprise program not only provides an opportunity for the economically disadvantaged... but helps stabilize communities in which Kodak can operate and grow. And distributing cameras and film to teachers and students not only helps motivate the children... but helps create a whole new market.

In short, it's simply good business. And we're in business to make a profit. But in furthering our business interests, we also further society's interests.

And that's good. After all, our business depends on society. So we care what happens to it.