



BREVARD PLANT



FOTOFAX



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J. E. THORN TALK ON MARKETING OF X-RAY FILM

Use of Du Pont Cronex* Medical X-ray film has been on the upswing since the opening of the Brevard Plant in 1964. Cronex* I, II and III were the main products. Since then, Cronex* 2DC and 4 have been in demand.

According to J. E. Thorn, our x-ray film marketing manager, supply



James E. Thorn—X-ray marketing manager

of film to our domestic civilian market has recently been supplemented by the award of a large governmental contract. This market includes large government bases at home and abroad and Veterans Administration Hospitals.

Government changeover to polyester film came about from the demand by radiologists for high quality x-ray film. Neuro and heart work depend on the highest quality film available to help diagnose problems. As a result, radiologists are intolerant of film deficiencies associated with outdated acetate base film.

Quality conscious customers just will not accept *any* vendor errors. Technology of our film making and proper use of this technology helps us produce a uniform product. This is of value to the customer because he does not want to recall patients to retake shots because of non-uniform film. Too, the radiologist can't have 80 patients waiting in line while poor quality film keeps him from advancing past just one. If physical quality or sensitometry are not uniform, the customer will go just so far before buying from another source.

One recent development involving rapid sequence multi-frame studies of critical circulatory system problems requires the most uniform quality film available on the market. In these cases, the patient is usually on the operating table with on-the-spot diagnosis and treatment being performed.

An opaque media in his blood vessels is observed to detect such problems as an aneurysm, blood clot or clogged or broken blood vessels. No delay in diagnosis can take place at this critical time due to physical quality of film jamming the x-ray unit.

The current demand for high quality film will get even greater. We want to do everything we possibly can to maintain and improve our standards.

Quality is No. 1 in the x-ray market place. It's a customers market. He tells us what he wants. He wants uniform quality film. It's up to each of us to supply it.

Company Vacation Plan

Regardless of where they go or what they do, Brevard Plant employees will enjoy 2,036 weeks (equal to about 40 years) of vacation with full pay during 1969. That's the vacation total for 670 employees eligible under our Vacation Plan.

We enjoy one of the most liberal vacation privileges available to industrial employees anywhere. According to a survey conducted by Western Carolina Industries, Asheville, N. C.,

our vacation benefits summarized below are unequalled by any of the other 215 employers in 21 counties of WNC.

DU PONT VACATION BENEFITS

| Years of Service | Weeks of Vacation |
|------------------------|-------------------------|
| 1 | 2 |
| 5 | 3 |
| 10 | 4 |
| 20 | 5 |
| 35 | 6 |

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*Registered U. S. Patent Office

EDITOR'S NOTE

This issue of Fotofax introduces a new format to help you find news of a related nature. Inside you will notice page titles (Foto People, Foto Products, Foto Area-Of-The-Month, Foto Personals, Foto Safety, and Foto Events to describe contents. We've also added a Table of Contents (1st page) and Calendar of Events (last page).

As your new editor, I hope these changes add to your Fotofax reading pleasure.

I've received several suggestions for continuous type columns such as Dear Abby, Car Pool Topics, Action Line, Womans column, etc. You are invited to submit your suggestions, too, by sending them to Mel Everingham, c/o Fotofax.