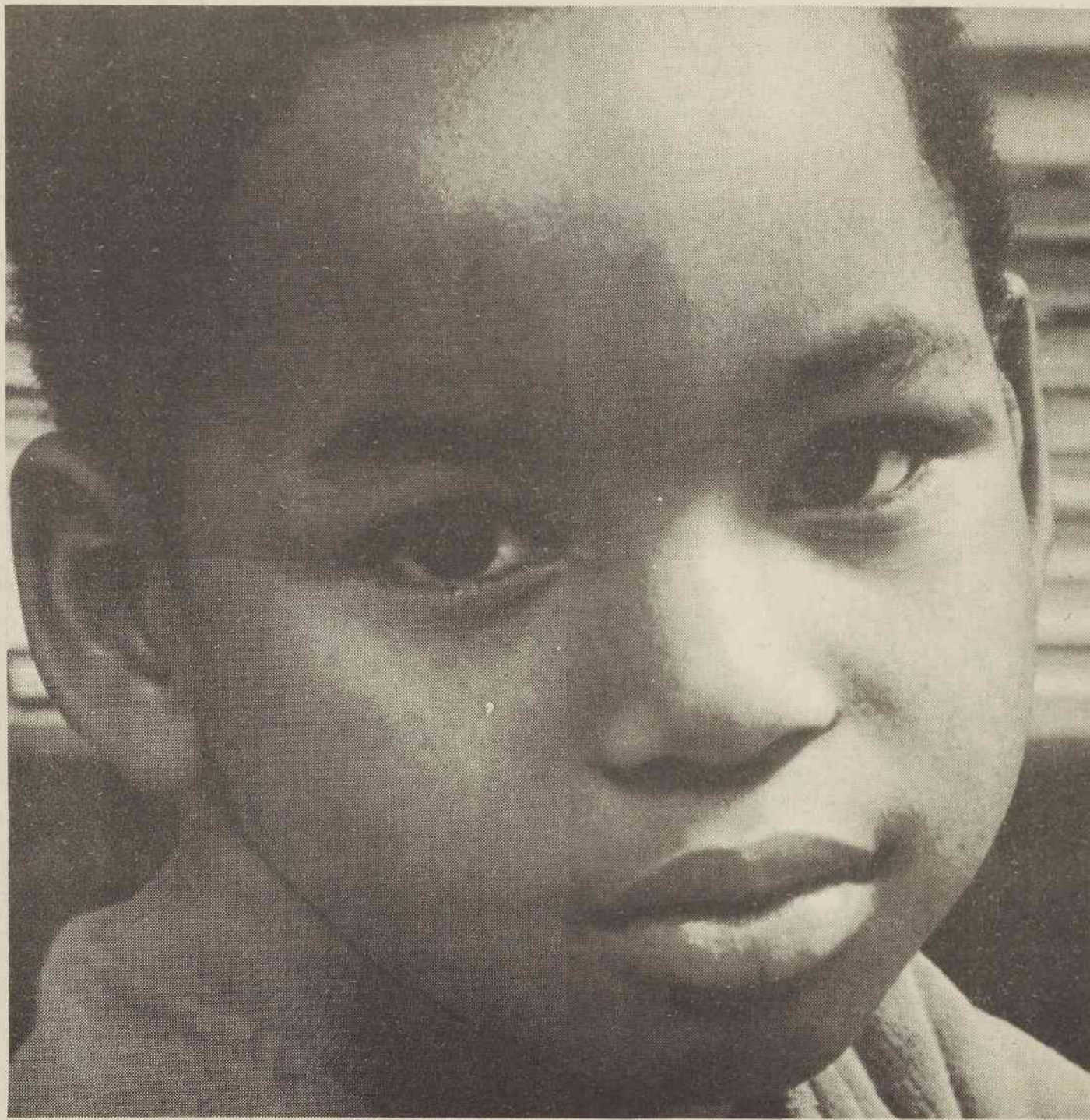


Pictures talk. Some little boys don't.



Some inner cities have special schools. For little boys who don't talk.

Not mute little boys. But children so withdrawn so afraid of failure, they cannot make the slightest attempt to do anything at which they might fail.

Some don't talk. Some don't listen. Most don't behave. And all of them don't learn.

One day someone asked us to help.

Kodak responded by working with the teachers. Showed them how, through the language of pictures, the children could communicate as they never could before. And the teachers sent the kids out to take pictures with their cameras.

And then the miracle. Little boys who had never said anything, looked at the pictures and began to talk. They said "This is my house." "This is my dog." "This is where I like to hide." They began to explain,

to describe, to communicate. And once the channels of communication had been opened, they began to learn.

What does Kodak stand to gain from this? Well, we're showing how our products can help a teacher—and maybe creating a whole new market. And we're also cultivating young customers who will someday buy their own cameras and film. But more than that, we're cultivating alert, educated citizens. Who will someday be responsible for our society.

After all, our business depends on society. So we care what happens to it.



Kodak.
More than a business.