



If you think Kodak is just pretty pictures, you ought to have your chest examined.

When a chest x-ray shows that you have a potential killer like TB or cancer, it's not a pretty picture. But it's an important picture because it can help the doctor detect and catch the killer in time.

When doctors are out to catch these potential killers, they want the sharpest, clearest x-ray films they can get. And that's why people at Kodak spend so many hours creating new and better x-ray film equipment. Already, the results in-

clude convenience for the patient, economy for the hospital, an even more useful tool for the radiologist—and, most important, reduced radiation exposure.

Researching and creating better x-ray films is good for our business, which is why we went into them in the first place. But it does our society good, too—which isn't a bad feeling. After all, our business depends on our society—so we care what happens to it.



More than a business.