



How
your pictures
are processed at
KODAK





It's been a great day . . .

. . . and you've had a great time taking pictures of the things you saw and the times you want to remember. Now you have them on color film. With its almost magical powers, color film can capture such special moments as an afternoon in the park, a birthday, a wedding, or Grandfather holding his first grandchild.

These are the moments you've saved on film. And you'll want your finished pictures to come back looking as good as anyone can possibly make them. That means putting immense trust in your photofinisher. You count on him for a job well done, even though you aren't sure what he does to your film to bring your pictures to life.

In this booklet we'll take you behind the scenes to show how your film is processed in the Kodak labs all over the country. You'll see very specialized skills and equipment, with a fantastic amount of quality control woven in. Then you'll know why it's so important to entrust your film—the special moments of your life—to experts who care about it almost as much as you do.