

EASTMAN KODAK COMPANY

ROCHESTER 4, N. Y.

April 14, 1944

EASTMAN CLASSROOM FILMS GIVEN TO UNIVERSITY OF CHICAGO

To All Users of Eastman Classroom Films:

As early as 1923 Mr. George Eastman envisioned the use of motion pictures produced specifically for classroom instruction but found that there appeared little prospect at that time that an organization with sufficient resources would enter upon a program to produce films of this type on an adequate scale. An educational experiment was conducted, under the supervision of Dr. Frank N. Freeman of the University of Chicago and Dr. Ben D. Wood of Columbia University, to test their value, and on May 5, 1928, the Eastman Kodak Company founded Eastman Teaching Films, Inc., to produce a group of 16-millimeter silent films which would provide sufficient material to warrant the adoption of motion pictures as an integral part of school curricula.

As a result, Eastman Classroom Films, numbering close to 300 subjects, in the fields of Geography, Science, History, Health, Nature Study, Religion, Applied Art, English, Agriculture, and Medicine, were produced and became the first extensive library of 16-millimeter motion pictures made specifically for classroom instruction. Pioneering in this field made close co-operation necessary with educational institutions in this country in order to work out techniques and set standards for this new teaching medium.

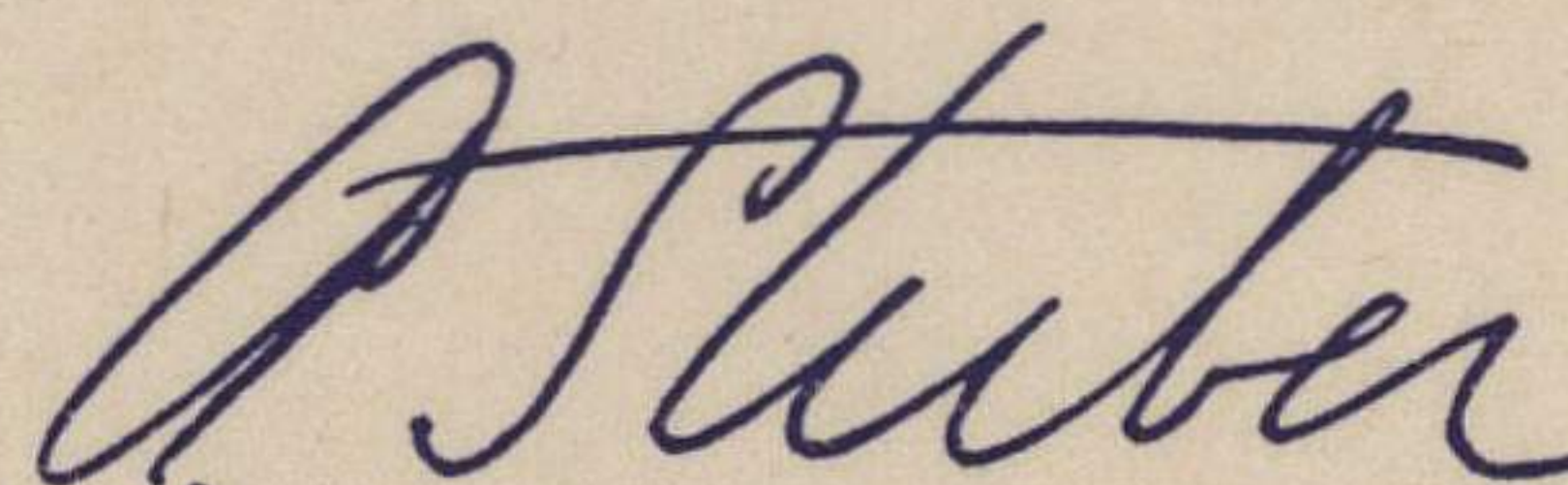
It can now quite safely be said that the place of motion pictures in the field of visual education is firmly established. Thousands of films have been made by various organizations in this country and abroad. More recently, the idea has been widely used and thoroughly approved by the armed forces in their training programs.

The University of Chicago has in the past demonstrated its interest in motion pictures as a teaching medium and expects in the future further to broaden this program. The Eastman Kodak Company has therefore decided to give to the University of Chicago the Eastman Classroom Film library. It is our understanding that the University will arrange for the continued distribution of these films and any revisions thereof under the name of Encyclopaedia Britannica Films, Inc.

We are sure that your orders for Eastman Classroom Films, Teachers' Guides, or replacement footage, and inquiries, placed after May 1, 1944, with Encyclopaedia Britannica Films, Inc., 1841 Broadway, New York 23, New York, the distributing organization for the University of Chicago, will be given prompt and careful service. After that time we should also expect to refer any such orders and inquiries coming to our attention to them to be filled. Arrangements as to future transactions having to do with these films should be taken up anew directly with Encyclopaedia Britannica Films, Inc.

We should like to express our thanks for your patronage and help in developing this enterprise. The value of the use of instructional films in educational institutions, industry, and the armed services has been confirmed, and we feel in the future will be even further developed and improved.

EASTMAN KODAK COMPANY



Vice-President

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