



Kodak presents the Schmerltz.

Remember when you played games just for fun. That's what the "Schmerltz" is for ... and the "Blob" ... and other wonderful things. Their purpose in life is to give people fun.

And that's one of the nicest gifts of all.

So for our 100th birthday we asked recreation and education people how we could put a little more fun into life—how we could give people something that would last longer than the party.

They suggested a whole new concept called "New Games" which everybody can play. Not to win or lose. Not for the "thrill of victory" or the "agony of defeat." Just for fun.

We presented a lot of these "New Games" to the Genesee Valley Recreation Society, and invested in the training of people in the ways of "Schmerltzes" and "Blobs."

We hope you'll join the fun. The games start just about anytime at area recreation

centers, parks, camps, nursing homes or schools.

Joe LaLonde of St. Joseph's Villa for children is one of many who sees the value of a laugh. These "New Games," he says, "emphasize give and take, comradery without competition ... and can be beneficial to any person, young or old."

Fun. What's a birthday party, or life, without it?

If you want to know more about Schmerltzes, phone the Kodak Centennial number: 724-4480.

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A 100-year start on tomorrow