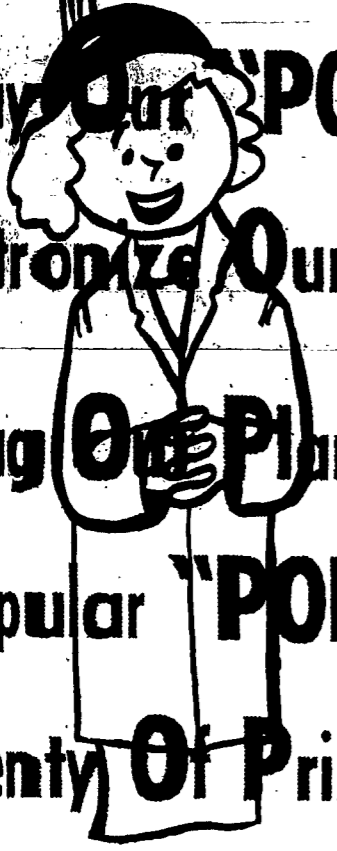


Save "POP" Labels  
Purchase Our Products  
Plan to Play  
Play Our "POP"  
Patronize Our People



Plug Our Plan  
Popular "POP"  
Plenty Of Prizes

Pile Of Profits  
Pays Out Plenty



Plan for Progress

Proof Of Purchase  
Save "POP" Labels

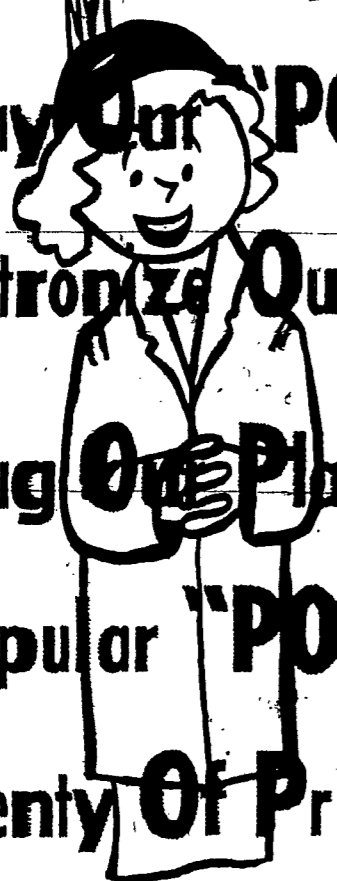


Save "POP" Labels

Purchase Our Products

Plan to Play

Play Our "POP"



Patronize Our People

Plug Our Plan

Popular "POP"

Plenty Of Prizes

Pile Of Profits

Pays Out Plenty



Plan for Progress

Proof Of Purchase

Save "POP" Labels



## THE COURIER'S GREAT, NEW FUND RAISING, LABEL SAVING, GAME!

Thousands of Dollars In CASH Anticipated for March 31st Awards!

HERE ARE THE RULES: BUY these products (or services) . . . SAVE THE LABELS or portion of label, trade mark or other identification indicated.

Turn accumulated labels in to your parish, club or organizations "POP" Chairlady at least once a month.

"POP" Chairladies will arrange to send accumulated labels once each month (with the label report form which will be supplied) to The "POP" Labels Department at The Catholic Courier Journal.

All labels to be credited to any parish, club or organization must be sent in or delivered to the "POP" Labels Department of the COURIER (with label report form) prior to midnight, March 31, 1967, to be eligible for CASH AWARDS in our first "POP"



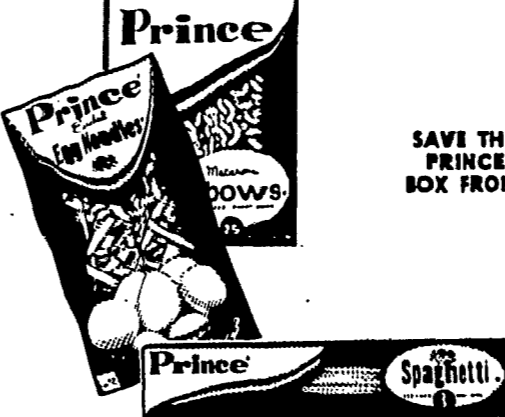
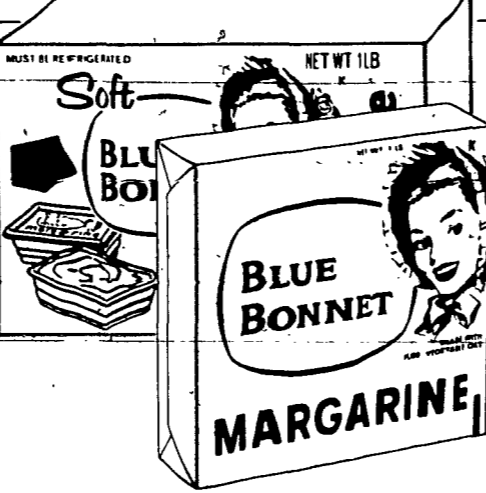

Game (6 month cycle).

Labels from individuals who are not members of registered "POP" organizations will be credited to any group designated.

ONLY LABELS or IDENTIFICATIONS specified from products, stores or participants shown on this page (or those added to the "POP" shopping list in future issues of the COURIER) will be accepted for credit.

TO QUALIFY for "POP" fund raising, label saving redemption, all parishes, clubs or organizations MUST REGISTER with the COURIER. All recognized groups or non-profit organizations in the area served by the Courier may register and are welcome to join in "POP" Fund Raising.

### Here's The Initial List of "POP" Participants

 <p>SAVE THE RUSSERS LABEL</p>	 <p>SAVE THE ROYAL GELETINE BOX</p>	 <p>OPEN COLUMBIA ACCOUNT SAVE RECEIPT</p> <p>SAVING &amp; LOAN ASSOCIATION</p>
 <p>SAVE THE HUNTS LABEL</p>	 <p>SAVE THE PRINCE BOX FRONT</p>	 <p>SAVE THE 7-UP BOTTLE CAP</p>
 <p>SAVE THE BLUE BONNET WRAPPER</p>	<p>YOUR PRODUCT OR STORE CAN GET ON THE BANDWAGON</p>	 <p>SAVE THE CHASE &amp; SANBORN (Instant) INNER SEAL</p>

All products, stores or services shown above or listed in the "POP" Shopping List are qualified advertising participants in the COURIER'S "POP" Label Saving GAME.

LOOK FOR, ASK FOR, PURCHASE AND PATRONIZE THEM! These listed participants are making the COURIER'S "POP" Fund Raising, Label Saving Game POSSIBLE: Buy the products, Save the labels. Urge your friends to buy these quality products. ASK YOUR FAVORITE STORE TO CARRY THESE PRODUCTS FOR YOUR CONVENIENCE. SUPPORT THOSE WHO ARE SUPPORTING YOU.

SAVE THESE LABELS. These labels are worth CASH to your organization. Labels saved are proof that you appreciate the cooperation of these advertisers. Accumulated labels show these advertisers that you read, believe in and support The COURIER and that you patronize advertisers that invite your patronage in the pages of the COURIER, URGE STORE TO CARRY THESE PRODUCTS SO THAT YOU CAN SHOP FOR THEM EASILY AND PROFITABLY!

EVERY ONE WINS CASH! Every registered label saving organization will share in the CASH distribution from the "POP" Fund raising, Label saving GAME. MAKE SURE THAT YOUR GROUP IS REGISTERED. Urge FRIENDS and FAMILY to purchase these PRODUCTS and SAVE these LABELS for your group.

ALL FUNDS GO TO WORTHY CAUSES, OUR ADVERTISERS MAKE IT POSSIBLE FOR YOUR ORGANIZATION TO FURTHER ITS CHARITABLE AND EDUCATIONAL WORK.

For further information on how to register your organization and how to participate fully in "POP" phone

THE COURIER 454-7050 Mrs. Ennis

### CUT OUT AND SAVE

#### POP SHOPPING LIST

PRODUCT	SAVE
Blue Bonnet Margarine	Wrapper
Chase & Sanborn (Instant)	Inner Seal
Columbia Banking	Pop Receipt for Savings Account Opening
Hunts Tomato Paste	Label
Prince Macaroni Products	Box Front
Royal Gelatin	Box
Russers Hot and Cold Cuts	Bottle Cap
Seven Up	Label

WATCH FOR ADDITIONS TO THIS LIST EACH WEEK IN YOUR COURIER

This list of "POP" advertisers is valid for the first game from October 1, 1966 to March 31, 1967

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