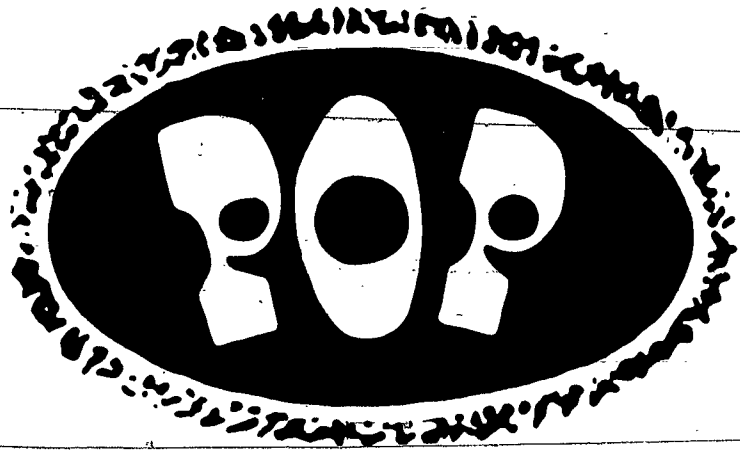


WHAT IS



For the benefit of our new POP Registrants and of those who might be interested in joining, we're repeating an explanation of POP, together with the rules of the contest.

The name "POP" simply stands for Popular Products and Services which most of us commonly use. Last fall the Courier Journal started a special promotion of some of these products. This had a dual purpose—first, to afford non-profit groups a simple, painless way to raise funds; and secondly, to increase advertising in the Courier. This is how it works:

1. A non-profit group, such as a church society, scout troop, school, etc., registers with the Courier. NO Fees, NO Slogans, NO Entry requirements are necessary, either to register or to participate.

2. Members of the group are asked to save a specified proof-of-purchase (label, etc.) from certain products and services. Not everything advertised in the Courier is a "POP" product or service, only those which show the POP symbol and appear in the POP Shopping List. (See below.)

3. The president of the registered group appoints a POP Chairman. Her job is to promote the program—to speak about it at meetings, etc.—, to set up a collection point for the proofs of purchase brought in by members, and to turn these in to the Courier.

4. Each proof of purchase is worth a certain number of "points." At the end of each POP "Game" (or six month period), the group is given a cash award. The amount of this award is based on the number of points accumulated by the group. Every group which makes a turn-in receives some cash award. The money for these awards is taken from Courier advertising income.

The first Courier "POP" Game began October 1, 1966 and ended March 31, 1967. The cash awards for this Game were made last month (see April 14 Courier). Game No. 2 began immediately on April 1 and will extend through September 30. Registrations for this second Game are now being taken.

Products currently listed on the POP Shopping List will remain on the list for the entire Game. Nothing will be taken off for this six month period, though new products may be added from time to time. Registrants will be informed by mail if there are any such additions.

We realize that most non-profit groups cease activities during the summer. However, members will still be buying the products and can continue to save the labels, etc. for their group. Since our next cash awards will be made in October, this will mean extra money for the group at the start of their fall season.

If you'd like to participate in the Courier "POP" program, please fill out the coupon below and mail it to us as soon as possible. The sooner your members start saving labels, the greater your profit will be.

Name of Organization

Name of President Phone

President's Address

Name of Church (if affiliated)

FILL OUT AND MAIL TO: THE COURIER JOURNAL POP PROGRAM
35 SC 10 ST.
ROCHESTER, N.Y. 14604

CLIP AND SAVE

SHOPPING LIST

PRODUCT	SAVE
BLUE BONNET MARGARINE	WRAPPER
CHASE & SANBORN COFFEE	EASY OPEN METAL LID
COLUMBIA BANKING	POP RECEIPT FOR OPENING NEW SAVINGS ACCOUNT OF \$50 OR MORE, OR ADDING TO EXISTING ACCOUNT.
HUNT'S TOMATO PASTE	NUMBERED LID TOP
KREY CANNED MEATS	LABEL OR TRADEMARK
LOBLAW STORES	CASH REGISTER TAPE
MAPLECREST SAUSAGE CO.	LABEL FROM HOTS OR COLD CUTS
PEPSI COLA (Regular, Diet)	BOTTLE CAP
PRINCE MACARONI PRODUCTS	BOX FRONT
ROYAL DESSERTS	BOX FRONT
RUSSER'S HOTS & COLD CUTS	LABEL
WISE POTATO CHIPS	EMPTY PACKAGE OR BOX TOP
SOUND OF MUSIC; THE BIBLE	TICKET STUB

Labels From All the Products listed above will be accepted for the Entire Second Game—that is, from April 1, 1967 thru September 30, 1967. However, WATCH THE COURIER FOR FUTURE ADDITIONS TO THIS LIST.

FREE PEPSI COLA — 128 BOTTLES PER CUSTOMER —

TWO WEEK SPECIAL — SEE CHARLOTTE APPLIANCE AD



Five of Bill Dukes' 18 children gather round to watch Dad give a haircut in "The Really Big Family."

Kids Making You Tense? Take a 'Really Big Family'

Seattle — "Our basic reason for making the film was that most families in the United States have two or three children and the parents are always complaining that they find it so difficult to get through the day with their children — so many problems to take care of, so many worries, and so on.

"We wanted to take a really big family and show how they managed to get through the day. We wanted people to come away from it and say to their own two or three or four or five children, 'Yes, I can give you more time, more love. If those two parents can give care and love to 18 kids, we can certainly find time for more attention to you.'"

This, in the words of its producer-director, is how one of the most unusual film documentaries ever made came to be — a documentary titled, appropriately, "The Really Big Family."

Originally intended for television, the 51-minute black-and-white film is now being readied for widespread theater distribution, already having been honored with plaudits at the New York Film Festival and an Academy Award nomination as best documentary.

Introduced and narrated by Henry Fonda, "The Really Big Family" takes the viewer into the every-day life of Bill and Louise Dukes and their 18 children — ranging from 1 to 21 years of age. Bill Dukes, a 42-year-old street-assembler inpector for Boeing, was an only child who had been reared by step-parents and who grew up, Fonda tells us, "more than wealth, leisure and peace of mind, he wanted children."

So did Louise, who comes from a family of 15, and 22 years after their marriage the Dukes family of Seattle was selected following a nation-wide "search" by producer-director Alex Grasshoff ("I wanted a family that was healthy in every way to project healthy emotions").

He also got — and recorded on film and sound-track — what "variety's" reviewer called "a Niagara of noise, confusion and frequent crises," all of it carefully documented by Grasshoff for the benefit of those parents who think THEY have it tough.

It is undoubtedly one of the noisiest films ever made, starting off with Mrs. Dukes' early morning cowbell-ringing tour of the house to wake up the children and get them in and out of the only bathroom in the house. From then until most of the children leave for both public and parochial schools — and again when they come home — the soundtrack is panned with military-like orders, arguments, fights and the word heard most often: "Muh-TERRR!"

As might be expected, much of the film is given to the Dukes' budget problems and how they manage to get along on Bill's salary which, with overtime, averages \$165 a week.

The camera follows Louise on a shopping trip to the supermarket, where she quickly runs the cash-register up to \$127.50. The Dukes' monthly food bill is \$280 (20 dozen eggs a week is one item), but it would be much higher were it not that Bill Dukes can buy beef at 24¢ a pound — by purchasing it "on the hoof," a practice the Dukes brought to Seattle from their native Kansas. At an auction, he buys a live steer for \$100 — enough beef for three months.

In another somewhat humorous scene, Bill Dukes leads his youngsters in Pied Piper fash-

ion into a department store shoe department and leads them out with "a week's salary in shoe leather."

Late at night, Bill and Louise are shown scanning newspapers — not for news but for shopping bargains — and indeed they manage to set aside some money each week, even if it only comes out to \$1.17 a week and even if that is due largely to such economies as homemade haircuts by Bill the Barber.

The "star" of the film, if there is one, is Louise Dukes, who has a strong, calm presence. "A real rock of Gibraltar type," says Grasshoff, "but one who knows how and when to give what's needed in families of any size: love."

Dr. H. Allen Bloomer Heads New VA Program

An Aquinas graduate and Rochester native, heads the new "artificial kidney" program in Salt Lake City, Utah according to the Deseret News, Salt Lake City newspaper.

The program involves eight "artificial kidneys" which can keep from 40 to 50 persons alive on a long-term basis. Without such help the patients would die, Steve Hale writes in the Utah paper.

Dr. H. Allen Bloomer, son of Mr. and Mrs. Herbert M. Bloomer of 50 Briarcliffe Rd., Irondequoit, the physician in charge, is assistant chief of staff at the hospital which has just received \$100,000 for new equipment.

Dr. Bloomer after graduating from Aquinas, attended Notre Dame University and the Marquette University School of Medicine. He spent five years at the Georgetown University School of Medicine, two years in the Air Force, two years at Southwestern University School of Medicine in Dallas, Tex. and three years at the University of Utah's School of Medicine.

He is a specialist in internal medicine, is married and has three children. It was also announced at the Veterans hospital that the VA will spend about \$84,000 to remodel a ward in the hospital as

Prelate Raps Press 'Lead'

Vatican City — (RNS) — Msgr. Fausto Vallone, Vatican press officer, strongly criticized the leaking of a papal commission's confidential reports on birth control to "an American newspaper."

He described it as an attempt to pressure Pope Paul into a quick decision on the issue and that it would not work.

At his weekly press conference, Msgr. Vallone called the release of the documents a "very serious" breach of the pledge of secrecy taken by all the members of the commission.

He stressed that the Pope was considering the birth control question personally and would announce his decision when he thought it appropriate.

The press officer's comment was the first public mention by the Vatican of the document's publication by the National Catholic Reporter, a weekly newspaper edited and published by laymen in Kansas City, Mo.

Journalists Aid Unity

Vatican City — (RNS) — The role of newspapers and other mass media in promoting world unity was lauded by Pope Paul VI at an audience to editors of daily newspapers from European Common Market countries — France, Italy, Germany and Luxembourg.

Speaking in French, the Pope praised the contribution of the West European press in bringing their nations toward unity.

He urged them to promote universal love among men of differing attitudes and urged them to "raise your voices, through the authoritative journals you represent, in order to achieve first the unity of Europe, then to arrive at the one world to which all men deeply aspire."

The Pope mentioned the World Day of Social Communications, to be observed May 7, as an occasion for men to "understand the preeminent role of the modern means of social communication, among which the press holds such an important place."

Valley Forge Chapel Built

Valley Forge — (NC) — Cardinal Spellman of New York will attend the official dedication of the Faith of Our Fathers chapel of the American Freedoms Foundation, a non-sectarian and non-political educational organization which honors individual, organizations and schools for fostering better understanding of the American way of life.

AT ALL
CRITCO STORES

Maxwell House Coffee
1 lb. 69¢

Instant Maxwell House Coffee
6 oz. jar 79¢

River Rice
1 lb. pkg. 2 for 35¢

Lipton Tea Bags
48's 59¢

Chore Girl
Pkg. of 3 27¢

OLD-FASHIONED TASTE

Royal's Custard Flavor Dessert Mix...the quick mix with the "Grandmother just made it" taste.

Well, maybe not grapefruit...

but otherwise
Everything's better with Blue Bonnet on it!

Whipped Blue Bonnet joins POP SAVE THE PACKAGE FRONTS

I can fix it myself with **KREY** on the shelf.

Anybody with a can opener can be a good cook!

A POP ADVERTISER



Clergy At Red Creek

Charles Sa

Funeral Mass for Cl (Coloreo) Salamone, fath two Rochester doctors w ferred by Father Joseph P. tinal in St. Francis X Church, Wednesday, May

Also attending were Rev. Fathers Francis Pegnam, aid O'Connor, James J. James Marlin and John I. Mr. Salamone, 81 of 72

Howard Ranso To Attend Youth Meet

Howard Ranso, Notre High School junior and Mr. and Mrs. Howard Ranso 453 Oak St., Elmira, has selected to attend the Co sioner's Conference on the national Views of Youth State Education Building Albany May 14, 15 and 16 is a member of St. Peter's Paul's Parish.

Aides Named For Vocation

Five young priests named assistant vocation for this week, the Ch has announced.

The five are — Father L. O'Connor of St. Mi Church, Newark; Father H. Cason, Sacred Heart burn; Father William Ithaca College, Ithaca; William F. McCall, St. I Elmira, and Father Timo Weider, St. Vincent de Corning.

They will assist Father J. Hoffman, diocesan v director, in encouraging people to consider entering priest-hood or religious l

Eleg enough for dinner

Royal Dark N Chocolate Pie the darker, D Flavor makes it taste better tonight.