

THIS is

GREAT FUND RAISING LABEL SAVING GAME

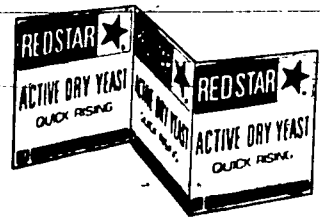
Announcing

GAME No. 3

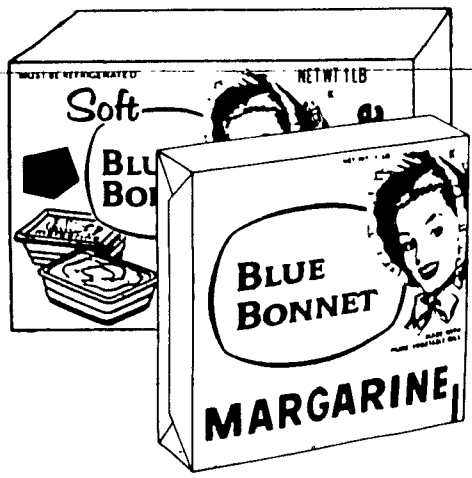
OCTOBER 1st, 1967
TIL
MARCH 31, 1968

Thousands Of Dollars To Be Awarded March 31 '68

These Are  Participants For Game #3



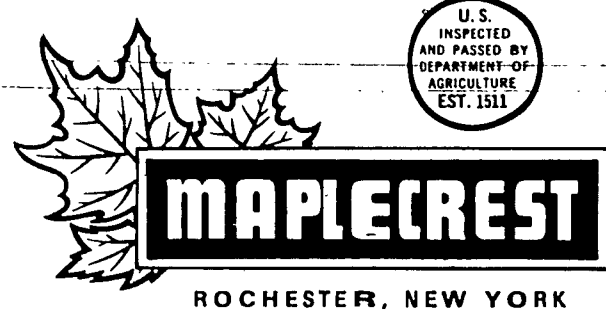
SAVE
THREE - STRIP
PACKAGE



SAVE THE
BLUE BONNET
WRAPPER



SAVE THE BOTTLE CAP



SAVE
THE MAPLECREST
LABEL

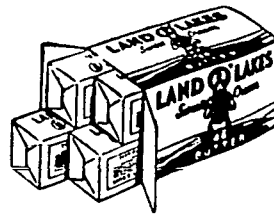


SAVE THE REGISTER TAPE



SAVE THE PACKAGE

LAND O' LAKES BUTTER



SAVE THE
GUARANTEE
PANEL

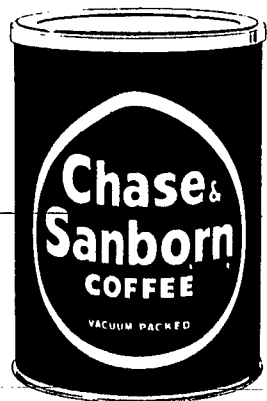


SAVE THE BOTTLE CAP



SAVE THE RUSSE
LABEL

VACUUM PACKED CHASE & SANBORN



SAVE THE
PLASTIC LID



SAVE
KREY
NAME
Trademark

ROYAL PUDDINGS AND DESSERTS



SAVE
THE
FRONT
OF BOX

All products shown above or listed in the "POP" Shopping List are Qualified Advertising Participants in COURIER JOURNAL'S "POP" LABEL GAME.

Save these Labels or Specified Identifications—these are worth CASH TO YOUR ORGAN-

IZATION. They are proof that you appreciate the cooperation of these fine Advertisers.

These Listed Participants are making the COURIER JOURNAL'S "POP" Fund-Raising Label-Saving Game possible. Buy these products and save the Labels. Urge your friends

to buy these products and save the Identifications specified.

EVERY REGISTERED ORGANIZATION WILL SHARE in the Cash Distribution from the "POP" Fund-Raising, Label-Saving Game — MAKE SURE YOUR GROUP IS REGISTERED!

HERE ARE THE RULES . . .

... BUY THESE PRODUCTS — SAVE THE LABELS OR PORTION OF LABEL, TRADE MARK OR OTHER IDENTIFICATION INDICATED

Turn accumulated Labels or Identifications in to your Organization at least once a month.

"POP" Chairladies will arrange to send your Organization's accumulated Labels once a month (with Label Report Form, which will be supplied) to the "POP" Labels Dept., The Catholic Courier Journal, 35 Scio St., Rochester, N.Y. 14604. All Labels to be credited to any Organization must be sent in or delivered to the "POP" Labels Dept.—of the Courier Journal—with Label Report Form prior to midnight March 31, 1968, to be eligible for CASH AWARD in this "POP" Game.

Labels from individuals who are not members of a registered Organization will be credited to a designated registered group.

ONLY LABELS or IDENTIFICATIONS SPECIFIED from Product Participants shown on this page (or added to "POP" Shopping List in subsequent issues of the Courier Journal) will be accepted for credit.

All Organizations or Clubs MUST REGISTER with the COURIER JOURNAL to qualify for "POP" Fund-Raising, Label Redemption. Fill out the coupon in the "POP" Topics Column, this issue.

IMPORTANT: If Your Organization Registered For the Previous POP Game You DO NOT Have to Register Again!