

POP TOPICS

POP Game No. 4 began on April 1st. Why not clip the Shopping List below for handy reference? In fact, why not clip it every week, pass it on to a friend or relative and ask them to save the Proofs of Purchase for you. Most people are willing to help, they only need a gentle reminder that you're still POP-Saving.

And by all means don't neglect to check that List yourself... have you begun saving the labels and receipts? It's easy to earn cash through POP. No gimmicks of any kind, no tickets or other items to sell. By just saving the wrappings which you'd usually throw away, you can reap profits for your organization. A little discrimination in buying, a little thought in remembering to retrieve the product's label, can mean much in total group effort.

Remember that labels from the following products WILL NOT BE ACCEPTED FOR THIS GAME. Blue Bonnet Margarine, Chase & Sanborn Coffee, Royal Desserts, Russers Hot's & Cold-cuts, Seven Up and Wise Potato Chips.



Another recipe which came to us toward the end of the last Game is the following. It was sent in by Miss Ann Schutz, POP Chairman for St. Mary's Blue Cross Mission Circle of Canandaigua.

Pastel Cookies

- 3/4 cup Land O'Lakes Butter
- 1/2 cup sugar
- 1 pkg. gelatine (flavor depending on color of cookies desired)
- 2 eggs
- 1 tsp. vanilla
- 2 1/2 cups flour
- 1 tsp. baking powder
- 1 tsp. salt

Mix thoroughly shortening, sugar and gelatine. Add eggs and vanilla. Blend dry ingredients and add to first mixture. (For easier handling, chill dough several hours before shaping.) Roll dough into 3/4-inch balls and place 3 inches apart on ungreased baking sheet. Flatten each cookie with bottom of glass dipped in sugar. Bake at 400° F for 6 to 8 minutes.



IS YOUR GROUP INTERESTED IN EARNING POP PAY? HAVE YOU REGISTERED? NEW GROUPS ARE ALWAYS WELCOME. WRITE TO THE COURIER JOURNAL POP OFFICE, 35 SCIO ST., ROCHESTER, N.Y. 14604. WE'LL THEN SEND YOU A REGISTRATION CARD AND OTHER INFORMATION.

CUT OUT AND SAVE

POP SHOPPING LIST

Product	Save
Columbia Banking	POP Receipt for opening a new savings account of \$50 or more or adding to an existing account.
Hunt's Tomato Paste	Numbered Lid Top
Krey Canned Meats	Label
Land O' Lakes Butter	Guarantee Seal
Loblaw Century	Cash Register Tapes
Maplecrest Sausage Co.	Label from Any Product
Pepsi Cola Diet or Regular	Bottle Cap
Prince Macaroni Products	Box Front or Label from Any Product
Red Star Yeast	Envelopes

Labels from All the Products listed above will be accepted for the Entire Fourth Game — that is, from April 1 thru September 30, 1968. However, WATCH THE COURIER FOR FUTURE ADDITIONS TO THIS LIST.



Ving mo?

Why make moving a Puzzle?
Go United Van Lines
Call Bob for a Free Estimate

- Local & Long Distance Moving
- Heavy Hauling
- Rigging
- Crane Service

B.G. Costich & Sons Inc.
Packing 454-4870 Storage

AT OUR HOUSE

'Spring Clean' No More

Mary Tinley Daly



Nobody — but nobody — "spring cleans" any more. At any rate, nobody admits it.

Certainly the procedure is not the way our mothers spring cleaned, ripping up an entire room, wasting wood work with strong soaps, dusting down ceilings and walls with a cloth-covered broom, washing and polishing chairs, tables, benches, shirring up windows and pictures with a white paste that had to be forcibly removed, beating the daylight out of rugs and mattresses in the backyard, pinning freshly starched curtains to those finger-pricking "stretchers", and finishing each day exhausted.

Nobody in this Year of Our Lord 1968 would care to go through that routine. In this era of sophisticated equipment there is no excuse for any of us to have a hang-up on making like the Old Dutch Girl with her attack on dirt.

Women's Magazine View

Matter of fact, the message comes through loud and clear to even the most casual reader of women's magazines that the periodic whirlwind of spring cleaning is as out as the bustle. We're admonished to get with it every day, to keep our homes at all times sparkling, resembling model rooms in furniture store windows. Dust-catchers are anathema — and this includes books. Bookcases are fine, a "deconative touch," but the books therein should be kept to a minimum: a few fine volumes, but with vast shelf space to display plants and "conversation pieces."

We've tried that periodically at our house for years: gone through books on the living room shelves, given away those that could not possibly be misadged, consigned to the attic those

that could, be supplied later upon demand. After each such spree, we'd come up with nice blank shelf spaces, fill 'em in with a plant or what-have-you, sit back and admire our interior decorator's dream of "the uncluttered look."

But not for long. Like a magnet with steel filings, the Head of the House attract books. At any book sale, he is the first customer, coming home with arms full; after reading book review sections he finds at least one or two he can't live without and we have to live with.

"There's plenty of room," is his perennial response. "Can't you take your greenhouse somewhere else? Bookcases are for books."

No denying the logic of that argument. So, we're solid books again — floor to ceiling, the high ones being quite beyond my reach for frequent dusting.

This was evident when Father Bernard Vincent and some of his relatives visited us the other day. The Head of the House mentioned a book written by a professor who had taught Father and himself.

"It's right here, let's take a look at it." A long right arm reached up to the top shelf and brought down the professor's book... Yep, a hefty puff of dust! And, worse yet, mildew on the leather binding.

Resolution

In a mending-of-the-ways resolution, I decided to turn attention to the books — careful and frequent attention.

At first 'twas merely a housewifely attention: Take all the books off the shelves, dust them with the vacuum cleaner attachment. For good leather

Give Your Rugs A Beauty Treatment

- WALL-TO-WALL CARPET CLEANING
- RUG CLEANING
- EXPERT MOTH PROOFING

GRAY'S Carpet Cleaning

Rochester's Favorite for over 50 Years
473-4947 251 Sanford St. 473-4949



That's the secret of its sweeter, fresher flavor.

A POP PRODUCT

Students to Wash Cars for Charity

Who could resist having his car washed by pretty girls, with double the nominal cost going to a worthwhile charity? Nazareth College students will operate four car wash locations from 11:00 a.m. to 5:00 p.m., APRIL 27. Proceeds will establish a Dr. Martin Luther King Memorial Scholarship fund to help worthy students attend college.

The "double your money" feature is brought about by the college administration's announcement to match each dollar obtained by the students during the project.

In addition to an on-campus site at 4245 East Ave., locations for car washes are: Bob's Atlantic station, 2555 Monroe Ave., Herrich Rotary, 851 Howard Rd.; and the parking lot at Mother of Sorrows school, Latta Rd.

The task took an undue length of time, a far cry from the women's mags notion of "have done with it," but the browsing was delightful in an atmosphere described by Henry Wadsworth Longfellow as "the sweet serenity of books." (NC FEATURES)

Hicks Home Heating Inc.
271-4079 271-4650

Temporary Office Help FOR THE TOPS IN JOBS and the TOPS IN HELP CALL **S.O.S.** 266-1735 for appointment

Festival Queen To Be Chosen

The Festival Queen for the 58th annual St. Anthony's Day celebration will be chosen April 28 at Holy Cross Hall, Latta Rd. and Lake Ave.

The ten finalists will compete for the honor commencing at 6 p.m. Judges from the local Monroe County Harvest Queen festivities will preside.

Hey, Mrs. Clark

Wednesday is Prince Spaghetti Day... make it official with Prince Sauces.



Hawaiian in Dutchtown

Holy Family Church will hold on a full scale Hawaiian Luau on Saturday, May 25 from 9 p.m. De Carlo.

Unwind...



then reward yourself with America's most popular whiskey. Seagram's 7 Crown — The Sure One.

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY, BLEND OF WHISKEY - 66 PROOF - 65% GRAIN NEUTRAL SPIRITS

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



Anybody with a can opener can be a good cook!

A POP PRODUCT

taste that beats the others cold!

We mean it: Pepsi-Cola tastes better cold than other soft drinks taste at the same temperature. We designed Pepsi that way. We created a special taste that comes alive in the cold. Cold temperatures don't numb this taste. It tastes better cold — the colder, the better! But don't take our word — put it to the taste.



Bottled by Pepsi-Cola Companies of Elmhurst and Rochester under appointment from PepsiCo, Inc., New York, N.Y.

A POP PRODUCT