



TOPICS

Dear Friends of POP,

Next week we'll be celebrating that special holiday of hearts, flowers and sweets—St. Valentine's Day. This is one of those occasions that calls for some special family observance—serving a favorite meal or oven just a fancy dessert, a "heart" cake, for instance. The following, both in appearance and taste, is perfect Valentine fare:

Red Cake
1 tsp. vinegar
1 tsp. soda
2 eggs
1 1/4 cups granulated sugar
1/2 cup Land O'Lakes Butter

2 tsp. cocoa
1 tsp. salt
1 1/2 cups flour
1 cup buttermilk
1/2 tsp. red food coloring

Mix vinegar and soda; let stand. Cream Land O'Lakes Butter, add sugar and continue beating until fluffy. Add lightly beaten eggs. Sift dry ingredients together and add one half of flour mixture to butter batter. Add half of buttermilk and continue beating well after each addition. Add red food coloring, vanilla and finally vinegar-soda combination.

Bake in heart-shaped buttered and floured pan for 30-35 minutes at 350 F. Cool for 10 minutes; remove from pan and cool completely.

Icing for Red Cake
1 cup milk
3 tbl. flour
1 cup (2 sticks) Land O'Lakes Butter
1 cup granulated sugar
Coconut tinted with red food coloring

Combine milk and flour; cook over low flame until thick, stirring constantly. Remove from heat and cool slightly. Whip in butter and sugar. Spread on cooled cake and cover with coconut.

Valentine's Day may also be an occasion for entertaining a few of your teenager's friends if so, refreshments are a must. Along with Pepsi, Seven Up and Wise Potato Chips, serve pizza. Its red top will carry out the spirit of the day. A POP version of the recipe for this popular snack food was sent in by Mrs. William Runciman, POP Chairman for St. Pius X Boy Scout Troop No. 178.

Quickie Pizza
1 6 oz. can Hunt's Tomato Paste
2 tbl. finely chopped onions
1/2 tsp. oregano
dash of black pepper
4 English muffins, hamburger rolls or 1/4 inch slices French bread
Shredded pizza cheese, sliced mozzarella or grated cheddar
Pinch of oregano

Mix Hunt's Tomato Paste, chopped onion, black pepper and oregano. Spread on muffins, rolls or bread. Top each with cheese and pinch of oregano. (Thinly sliced pepperoni, Maplecrest Italian Sausage or Salami for Pizza, canned mushrooms or a combination of these may be added.) Bake 10 minutes at 350 F.

POP CHAIRMAN PLEASE NOTE

MAY WE ASK YOUR COOPERATION IN PREPARING LABELS FOR TURN-IN. IN OTHER WORDS, PLEASE INCLUDE ONLY THE REQUIRED PROOF OF PURCHASE, NOT WHOLE PACKAGES OR BOXES. THIS WILL MAKE YOUR TOTAL PACKAGE SMALLER AND MORE COMPACT AND WILL SAVE SPACE IN OUR POP OFFICE. ALSO, FOR THOSE WHO MUST MAIL THEIR TURN-INS, A LIGHTER-WEIGHT PACKAGE WILL REQUIRE LESS POSTAGE. TO CUT DOWN ON BULK, TURN IN ONLY THE FOLLOWING PROOFS OF PURCHASE FOR THESE PRODUCTS:

- BLUE BONNET MARGARINE—the front face of the wrapper, the top panel of the box, or just the girl's head from either.
- CHASE & SANBORN COFFEE—Plastic Cover or Metal Lid (1 only per can).
- MAPLECREST AND RUSSER'S MEATS—the identifying label.
- ROYAL DESSERTS—the front face of the box or just the word "Royal" from it.
- WISE POTATO CHIPS—the front part of the bag, the top panel of the box, or just the owl's head from the top panel.
- LAND O'LAKES BUTTER—the small guarantee seal.

SPECIAL SUGGESTIONS FOR LOBLAW TAPES

- In recording points, count the number of dollars spent, not the number of tapes.
- Note the exact amount turned in, that is, include cents.
- If your collection of tapes is usually quite large, appoint an assistant chairman just for Loblaws, or if possible use, an adding machine.
- Since tapes totaled by hand must sometimes be re-checked, please don't jumble these into a miscellaneous pile. Instead, arrange them as follows: put each tape right side up facing front and fasten tapes together according to length (that is, all short tapes in one pile, all long tapes in another, etc.)
- On the outside of each pile or bundle, mark plainly its dollar value and attach your own list of figures or the adding machine tape.

If you'll follow these suggestions, it will make for a more efficient operation here and will insure your receiving proper credit for the tapes turned in.

IF YOUR NON-PROFIT ORGANIZATION HAS NOT YET DISCOVERED POP FUND-RAISING, JUST FILL OUT THE COUPON BELOW AND MAIL TO: COURIER JOURNAL POP OFFICE—35-5100 ST.—ROCHESTER, N.Y.—14604.

Name of Organization

Name of Church (if affiliated)

Name of President

President's Address

Product	Save
Blue Bonnet Margarine	Front Face of wrapper, Top Panel of Box, or girl's head from either.
Chase & Sanborn Coffee	Plastic Cover or Metal Lid
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
Loblaws Century	Cash Register Tape
Maplecrest Sausage Co.	Label from Any Product
Pepsi Cola Diet or Regular	Bottle Cap
Red Star Yeast	Envelopes
Royal Desserts	Box Front or word "Royal" from it.
Russers Hot & Cold Cuts	Label
Seven Up	Bottle Cap
Wise Potato Chips	Front Part of Bag, Top Panel of Box, or Owl's Head from either.

Labels from All the Products listed above will be accepted for the Entire Third Game—that is, from October 1, 1967 thru March 31, 1968. However, WATCH THE COURIER FOR FUTURE ADDITIONS TO THIS LIST.

Date Book

Guidance Council

"Implementing Creative Responses in Children" will be the topic at a meeting of the Rochester Diocesan Catholic Guidance Council Thursday night, Feb. 15. Mrs. Rita Dennis, teacher and language arts coordinator at Indian Landing School, will be the speaker. The meeting is scheduled for 7:30, at Cardinal Mooney High School.

Interfaith Lunch

The Diocesan Council of Catholic Women has been invited by the Sisterhood of Temple B'rith Kodesh to a luncheon at 12:30 p.m. Wednesday, Feb. 21, in the temple auditorium, 2131 Elmwood Ave. Cantor David Untermaier will present a program, "Music of Three Faiths." Feb. 14 is the deadline for reservations, which may be made through the council office, 325-2724; with Mrs. E. Murphy, 654-8552 or 288-4882, or with Mrs. George Ketchum of Clyde.

St. Rose Alumnae

A "favorite recipe" dinner will be held by the St. Rose Alumnae Association at 8:30 p.m. Thursday, Feb. 15, in the home of Mrs. Harold O. Wolff, 247 Danbury Cir. Mrs. Gerald Desso will assist the hostess.

Rosary Hill

Mr. and Mrs. Dan Reagan, 129 Shell Edge Dr., will be hosts to Rosary Hill alumnae at 8:30 tonight, Feb. 9. Father Dennis Mancuso of Holy Spirit Church, Penfield, will speak.

Fashion Demonstration

The Ladies' Auxiliary of Knights of Columbus Council 178 will meet at the club rooms on Monroe Ave. at 8:30 p.m. Thursday, Feb. 15. Mrs. Fern Noyes will present a fashion demonstration and provide sample dresses to be tried on.

Father Finks at CDA

Court Our Lady of the Cenacle, Catholic Daughters of America, will hold an open meeting at 8 p.m. Tuesday, Feb. 13, in the Calvary Evangelical United Brethren Church, Culver Rd. Father David Finks, vicar for urban ministry, will speak.

Mission Guild

A board meeting and regular monthly meeting of the Catholic Mission Guild is scheduled for 8 p.m. Wednesday, Feb. 14, at 513 Monroe Ave.

St. Thomas More Club

Father Walter Hans, new moderator of the St. Thomas More Club, and Father Robert Hammond of Holy Trinity will celebrate a folk Mass for club members at 8:15 p.m. Tuesday, Feb. 13, in St. Andrew's Church. The club will hold a Valentine dance Sunday night, Feb. 11, at the Wishing Well.

Adult Club

The Catholic Adult Club has been invited to a dinner-dance sponsored by Our Mother of Sorrows parish at Hospitality House, Penfield, at 6:30 p.m. Saturday, Feb. 10.

Mercy Guild

A membership drive will be launched at the Mercy Guild meeting, at 1 p.m. Tuesday, Feb. 13, at Catherine McAuley College. Mrs. Joseph Geraghty and Mrs. Eugene O'Brien are drive organizers. Mrs. Jack Foster's committee will serve refreshments.



Money For St. Mary's

Women working for St. Mary's Hospital raised more than \$43,000 last year. Here, Mrs. Theodore J. MacDonald, chairman of the Seton Branches, gives Sister Margaret, hospital administrator, a check for \$29,416, representing profits from the Seton hall, sale, shop and other projects. The Women's Board added \$13,700, taken in at the gift shop and in card and picture sales.

Mission Pioneer Addresses Rosary Society

One of the Mercy sisters who pioneered in the order's Santiago, Chile mission, Sister Joan Korn, will give an illustrated talk describing her work in the South American mission to St. Joseph's Rosary and Altar Society, Rush on Feb. 15 at 8 p.m.

Sister Joan is home visiting family and friends after two years of catechetical and social work in the San Luis parish of Santiago.

This pioneer mission venture is considered rather unique because the Sisters have abandoned the conventional mission approach through schools and hospitals in favor of the more personal apostolate by means of religious instruction, group guidance, and social assistance on an individual and family basis.

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SISTER MARY JOAN in white mission habit

Sister Joan is the daughter of Mr. and Mrs. Jerome Korn, Raines Park and sister of Mrs. John Starkweather, Rush.

GET A NEW ONE for \$49.95 (Cash & Carry) The 10 yr. Giant Lined 458-5000
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Camp Stella Maris Now Registering

Camp Stella Maris, diocesan summer camp for boys and girls on Conesus Lake, is now accepting registrations for the 1968 season. There are six periods of encampment for boys, beginning June 23 and ending August 3, and three encampments for girls, beginning August 4, and ending August 24, with the option of combining certain periods to form a two-week encampment.

Information may be obtained by writing the Camp Secretary, at 50 Chestnut St., Rochester, N.Y. 14604, or by phoning 454-2030.

BEAUTY WEEK SALON

Hair Style Show

CARD PARTY and DANCE
Benefit School of the Holy Childhood,
Mapledale Party House
1020 MAPLE ST.
Monday, Feb. 12, 8 P.M.
Donation \$1.00

ROCHESTER HAIRDRESSERS & COSMOTOLOGISTS ASSOC. #2

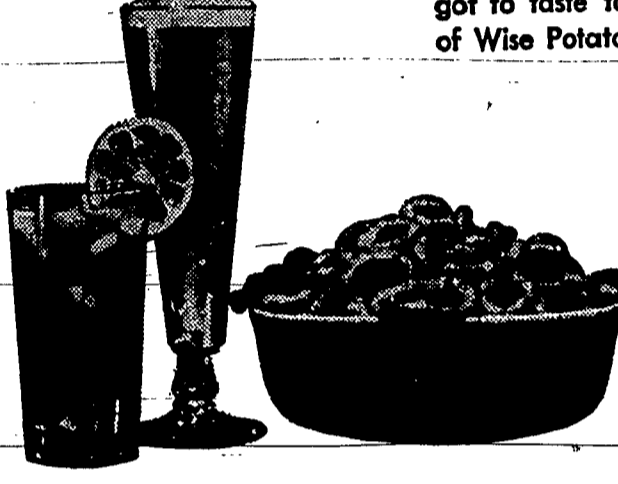
- Women's apparel by Bermans
- Men's apparel by Par's Tuxedo
- Music donated by the American Federation of Musicians Union

FEB. 11 to FEB. 17



AN ENTIRELY NEW and Different SNACK!

A unique onion flavor that rings the bell with beverages and foods! A flavor you've got to taste to believe! From the makers of Wise Potato Chips.



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Hunt's Tomato Paste makes an Italian soup that doesn't go with dinner.

It is dinner!

It's so thick and meaty, it makes an entire meal. It's a hearty, old-world soup you just can't buy canned. And, now it's quick and easy to make. Ten minutes is all it takes. Just follow this new Hunt's recipe. With rich, thick Hunt's Tomato Paste you don't have to be Italian to cook like one.

Hunt's Italian Soup

Brown: 1/2 lb. ground-beef.

Add: 1 (6-oz.) can Hunt's Tomato Paste; 1 (10 1/2-oz.) can vegetable soup; 2 cups water; 1 Tablesp. chopped onion; 1/4 teasp. sugar; salt and pepper to taste.

Simmer: 10-15 minutes. Add red wine to taste during last 5 minutes, if desired.

Serves 4 to 6.

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