A former Church of England | Monica St., 235-6658, or his clergyman has taken over direc- home, 235-6648. tion of the diocesan Family Life Cole, his wife and three young Bureau, and he wants help.

children, are living at 73 Lozier Michael Cole, who became a

St., in St. Augustine's parish, "a Catholic last friendly neighborhood," and Spring, was they feel they have come to "recruited" by stay. All were received into the Bishop Fulton J. church last Palm Sunday. Cole Sheen to suc left his job as chaplain and marceed Father Ger-riage counsellor in the British ald E. Dunn Air Force to work at the Di-when the priest ocesan Pastoral Ecumenical Cenbecame pastor ter in Leeds, England. He met of St. Theo-Bishop Sheen there.

Parish activities centered in The new di-his bureau include family-orirector is seeking Sunday after-ented clubs, Mothers' Circles noon helpers to handle secre-and Cana conferences. His assotarial details at Pre-Cana con-ciates are Fathers John J. Gloferences. He also hopes that ex- gowski of Auburn, Roy J. Kigperienced lay couples will volungins of Elmira and Walter F. teer as conference speakers. Cushing, St. Agnes High School They may phone his office at 34 chaplain.



So accustomed have we become to purchasing food in the self-service supermarket, that we assume "'Twas ever thus." Not so. The massive food "department stores" which we know today are relative newcomers. Your POP editor can recall that in her grandfather's meat market of long ago, the only non-meat products sold were pickles and crackers, both dispensed "as was" from large wooden barrels.

It was one of our POP advertisers-Loblaws-that actually pioneered the self-service system and in turn the supermarket in the northeastern section of the U.S. True, it was a comparatively humble beginning with the opening of one store at Niagara Falls in 1924. This store was narrow-fronted with a long interior, hospital-white and ultra sanitary. It was equipped with a bin of wicker baskets for the customers to use in serving

A skeptical public, raised in a corner-grocery tradition, a first found the self-service system a questionable innovation. Gradually however the new concept caught on. Mrs. Consumer discovered that she liked the idea and "Loblaw" became household word in the Niagara Frontier community.

The Loblaw organization itself grew from a one-store, onetown operation to the supermarket giant of today. It now boasts 170 stores located throughout New York, Pennsylvania, Ohio and California with headquarters in our sister city, Buffalo. There are more than 20 stores in Monroe County alone. In terms of size and shape, design and content, today's store bears little resemble to its early counterpart. Incandescent lighting has been replaced by fluorescent tubes; stark directional signs have given way to colorful and more explicit department identification

From their original area of 1500 square feet, these stores have grown to behemoths of 20,000 square feet and are stil growing. The Loblaws of yesteryear dealt only in dry groceries and fresh produce; they had no meat departments. With the introduction of refrigerated meat, dairy and frozen food cases. tremendous increase in items available. The early Loblaw store carried only from one to two thousand items; today's super market boasts an average of nearly 9000 with many more in the offing. Because of food manufacturers' ingenuity, new products Thoroughly mix fruit pectin after each addition until ere being introduced constantly. Loblaws alone accepts about ten of these each week. Thus in spite of the discontinuance of obsolete products, the number of current items shows every

For a long time Loblaws gave out trading stamps, but in recent years decided to discontinue this practice and instead lowered prices on all items. At the same time, the various establishments became known as Loblaw-Century stores (Inci dentally, there is no connection between these and Century Discount outlets. The latter deals in non-grocery merchandise.

Probably one of the most "swinging" supermarkets to be found anywhere in the Rochester area, is the new Loblaws in the Greece Town Mall. From the entrance with its automatic sliding doors to its tempting and wide selection of delicatessen products, it's a model of modern ingenuity. Whether you're looking for fresh-baked bread, ples, cake etc., or unusual kinds of coldcuts, cheese, pickles, you're sure to find them here And unlike many similar specialty departments, prices are kept in line and are not exorbitant.

This new store also carries all the other fine products associated with the Loblaw name-Orchard Park and Royal Manor canned goods, for example. The latter by the way are a kind of deluxe product, slightly higher in price but well worth the few extra cents. One such item which your POP editor to peach and cottage cheese fruit cocktail sauce.—Heat syrup has been using for years is Royal Manor Apricots. So far as we salad. Fill canned cling peach from canned fruit cocktail with know, this is the only variety of peeled canned apricots on the halves with cottage cheese and cinnamon sticks and whole market. Try these sometime for a real taste treat.

For POPpers, shopping at Loblaws is indeed a one-stop operation. With the natural exception of Columbia Banking Skip the services, every POP product is available on its shelves. We've found too that store managers have been most cooperative posting POP Stickers, allowing neighborhood POP groups to place receptacles for members' cash register tapes, etc.

In addition to the low prices and top values which always prevail, an extra bonus is currently being offered to customers This is a generous selection of oil painting reproductions given free with a minimum amount of purchases. Attractive frames for these are also available at reasonable cost. If you haven't obtained one or more of these paintings, we urge you to do so soon since there is a time limit on the offer.

Today Loblaws is experiencing one of its greatest periods of expansion. In recent months, it has added or remodeled nearly two dozen stores. The Courier Journal is proud to have this pioneer yet forward-looking company as one of its POP advertisers. Just as those early founders had confidence in the value of the Tr "product," POP buyers can be equally confident when they shop at today's Loblaws.

START YOUR CLUB YEAR WITH A BANG. ON THE POP BRANDWAGON. FOR INFORMATION. JUST PHONE OF WRITE Mrs. Ennis, Courier Journal, 35 Scio St., Rochester, N.Y. 14604. ACT TODAY FOR



Product	Save
Columbia Banking	POP Receipt for opening onew 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 Tane

Pepsi Cola Diet or Regular Bottle Cap Prince Macaroni Products Box Front of Label from

Any Product Red Star Yeast Envelopes

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



Harvest time is the season for zestful eating.

Harvest of Autumn Kitchen Ideas

Few things go better with the brisk, snappy air of November than the pungent smell of a roast in the oven lending warmth to the au-And few things go better

with a hardy piece of pork or beef than apple relish. Easy to make in quantity it can be stored so it can lend spicy companionship to your roasts throughout the long winter

Now's the time to make it, when apples are plentiful.

For another fruitful treat that's enough off the beaten track to be worthy of special guests, try baking a colorful cranberry cake.

APPLE RELISH

- 4-1/2 cups prepared fruit (about 3 lb. ripe red
 - apples) 1/2 cup water
- 14 cup vinegar 1/2 cup raisins 1/2 cup nuts, chopped
- 5-1/2 cups (2 lb, 6 oz.) sugar 1 box (1-3/4 oz.) powdered fruit pectin 3 or 4 drops red food

coloring (optional)

First prepare the fruit. Core and chop about 3 pounds apples. Measure 4½ cups into a very large saucepan. Add water, vinegar, raisins, and

into fruit in saucepan. Place over high heat and stir until mixture comes to a hard boil. Immediately add all sugar. Bring to a full rolling boil and boil hard 1 minute, stirring constantly. Remove from heat and skim off foam with metal spoon. Then stir and skim for 5 minutes to cool slightly and prevent floating fruit Stir in food coloring. Ladle quickly into glasses. Cover at once with 1/8" hot paraffin. Makes about 11 me-

ange Sugar Glaze over top, allowing it to run down sides Orange Sugar Glaze. Place l cup sifted confectioners'

CRANBERRY CAKE 3 cups sifted cake flour

- 2 teaspoons double acting baking powder 34 teaspoon salt
- 1 cup butter 1% cups sugar
- eggs 1 egg yolk
- 34 cup milk 1/2 teaspoon grated or ange rind
- 1 tablespoon orange juice 34 cup chopped fresh cranberries
- (about 1 cup whole berries) ½ cup finely chopped nuts (optional)

Orange Sugar Glaze

Sift flour with baking powder and salt. Cream butter. Gradually add sugar; cream until light and fluffy. Add thoroughly. Add flour mixture

Wednesday

smooth. Add rind, juice, cran-

Pour into 9-inch tube pan,

which has been greased and

lightly floured. Bake at 375°

for 50 to 60 minutes or until

cake tester inserted into cen-

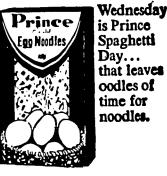
ter comes out clean. Cool

cake in pan 10 minutes; then

remove from pan and finish

cooling on rack. Spread Or-

berries, and nuts; mix well



time for noodles.

PRODUCT

Makes 1/3 cup.

sugar in a small bowl. Gradually add about 1 tablespoon hot orange juice, blending well, until mixture is thin enough to spread over cake.

DISCOVER

BURŘIS BANK

Draft Ignores Conscience, Editor Says

to exempt adherents of the "just war" theory was deplored here by the editor of the Catholic

At Villanova University, Father John B. Sheerin, C.S.P. charged the present draft laws liscriminate against many Christians and Jews who are not pacifists but are conscientiously opposed to a particular war, such as the present conlict in Vietnam.

Father Sheerin said "there re thousands of conscientious citizens who are convinced that the higher law of God forbids hem to take part in this (the "Yet they cannot claim ex-

emption because they are not pacifists. They are not opposed to all wars but only to this particular war and the tendency of the courts has been to categorize such opposition to war as merely political rather than reigious," Father Sheerin said

the Brethren more deserving of respect than the conscience of the Roman Catholic?" he asked.

COMFORT FOR DAD

A FAMOUS BURRIS RECLINING CHAIR

THE PERFECT GIFT FOR CHRISTMAS

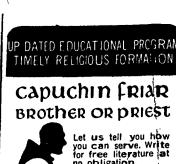
about a mile down the road.

The Discovery Shop

Monday-Friday 10-5; Sat. & Sun. 1-5

Follow Route 96 East and turn right on Main St., the first road

past the Thruway underpass. The Discovery Shop is on the left,



Fr. Aiden, O.F.M., Cap. SACRED HEART FRIARY 110 Shonnard Pl. • Yonkers, N.Y. 10703



"The House Buckman's "Why then is the conscience of the Quaker, the Mennonite, 2576 Ridge Rd. W. Long Fond

St. Mary's

Holds 'Tea The 15th annual "Clinic Da at St. Mary's last week co cluded two sets of "teachi

Taking part in St. M

Agnes, director of n

associate professor o

week before the annual nursi workshop took place, "Clinic Day" featured t speakers. Dr. Frank N. Mill associate dean at George Wa ington University, spoke "Health Histories of the Pre

days" at the institution. T

Interracial Council In Drive

New members and finance Catholic Interracial Council it opened its annual memb ship drive this week.

Expansion of the council's tivities during the coming ye is the goal of the campaign, cording to Paul W. Bray president.

The council has been act in the housing problem, pointed out, and its projects clude the CIC Housing Devel ment Corporation and the (Housing Corporation, It joined other groups in supp of a scattered-site low-inco housing proposal.

It also requested and obta ed an investigation by the St Commission for Human Rig into leasing practices in cert apartment developments.

Among other activities lis were the council's presentat of a proposal to the three jor faiths to undertak "Proj Equality," a means to m "fair housing" practices m effective; participation in gr boycott demonstrations in s port of California farm lal ers, and a current semin "Confrontation: Black White," which will close a ies of six meetings at 7:30 j Sunday, Nov. 10, in St. Je the Evangelist's Church h Humboldt Street.

Membership dues were lis as: regular, \$5; contributi \$10; organizational, \$15; taining, \$25; life, \$100. Offi are at 205 Edinburgh St.

Alumni Meet At St. Salome's

Father Walter Fleming ceived a check for \$50 tow the building fund for a St. Salome's Church at, Alumni Association meeting the Sea Breeze Fire Hall.

The parish also conduct scholarship fund drive to 1 vide grants to a boy and a in the graduating class wh parent or parents gradua from St. Salome's.

The St. Salome's Alumni sociation was formed nine ye ago and includes the classes 1922 through 1948.

St. Rita's Invites **Public To Series**

Father William J. Poor S.J., chairman of McQua theology department, will se as commentator and discuss leader for a film strip sei being presented at St. Rit Webster.

Everyone interested is invi to take part in the adult edu tion program, in the school 7:30 on the next three Sun nights. The series is titled " Mass From Peter To Paul." 'Yesterday, Today and Ton





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





Post Office Department has issued the 1968 Christmas stamp-a reproduction of the Archangel Gabriel from Jan van Eyck's "The Annunciation"—and complaints about its religious character were quickly filed.

The stamp is in the same religious tradition as the 1967 stamp, which was a reproduction of Hans Memling's "Ma- | piction."

CRANBERRY IDEA

Bright bits of chopped fresh

State brought suit against the Post Office Department on the ground that the 1967 stamp

gress has protested that the stamp violates separation of church and state. In 1967 Americans United for Separation of Church and

cranberries add seasonal spark layer with a hot, spicy canned sprinkle top with snipped cran cloves. Remove spices, add berries and chopped almonds drained fruit cocktail and a Skip the dressing for calorie generous dot of butter. Heat

was a "Roman Catholic de-SPICY PANCAKES

Make tiny thin pancakes and and spoon over pancakes.

SAVE LOBLAW REGISTER TAPES FOR



