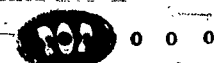




TOPICS

Dear Friends,

Have you been doing your arithmetic lately. (and we don't mean adding up Loblaw tapes!) If so, you know that only six weeks remain in this POP Game. True, it's not too long a period but still time enough to earn a good check for your Fund-Raising group provided you save each and every POP Proof of Purchase. Always check the Shopping List before you discard a label, lid or bottle cap — make it second-nature to look before these leap into the trash can.



If you're one of those sentimental people, today—Valentine's Day—is your big day of the year. In fact since it occurs on a Friday this time, you can celebrate all weekend. As well as being the recipient of hearts and flowers, you may also want to dispense these to others. If, for instance, you're entertaining friends, you'll surely use a heart motif in the table decoration, the food itself or both. The following will solve your dessert problem:

RICH MAN'S CAKE

- 1 cup (½ lb.) Land O'Lakes Butter
- ¾ cup sugar
- 2 egg yolks
- 3 cups cake flour
- 4 tbl. cocoa
- 1 cup buttermilk
- 5 tsp. brewed coffee (extra strong or day old)
- 1 tsp. baking soda
- 1 tsp. almond extract
- 1 tsp. vanilla extract
- 5 egg whites, stiffly beaten

Cream Land O'Lakes Butter; add sugar and continue beating. Add slightly beaten egg yolks. Sift together flour, cocoa and soda. Combine buttermilk and coffee. Add liquid alternately with the flour mixture, ending with the flour and beating well after each addition. Stir in flavorings and fold in egg whites very carefully. Spoon into lightly greased and floured heart-shaped pans. Bake at 350° F. for 30-35 minutes. Remove from pans after 10 minutes cooling and place on cake racks to completely cool.

ICING

- ½ cup (1 stick) Land O'Lakes Butter softened
- 1 lb. powdered sugar
- 1 egg yolk
- 1 tsp. vanilla
- 1 tsp. heavy cream
- red food coloring

Combine all ingredients, beating until fluffy. This is enough frosting for a 3 layer 9-in. cake. If you make two 8-in. cakes, then increase all of the frosting ingredients by one-half.

Although this cake is most delicious when baked as above, it also adapts well to the following variations:

— If you don't have any buttermilk, use soured whole milk and add 1 tsp. lemon juice or vinegar to 1 cup milk. Stir and allow to sit 3 minutes; stir again before combining with coffee.

— If you haven't any cake flour, you can use all purpose white flour, using 3 tablespoons less flour. It will be of a slightly heavier texture, so use cake flour if possible.

— You can use half Land O'Lakes Butter and half margarine (Rich Man-Poor Man Cake) if you want a cake that is less rich.

— For more almond taste, add 1 tsp. almond extract to the frosting and decorate the top of this cake with blanched almond halves or slices and candy hearts.

Along with this extra-special sweet, you'll also want to serve a "luxury" entree. May we suggest:

LOBSTER THERMIDOR

- 2-1½ lb. lobsters, boiled (or 3 lbs. rock lobster)
- 3 Tbls. Land O'Lakes Butter
- ½ cup sliced mushrooms
- ¼ cup sherry
- ¼ cup paprika
- ¼ cup flour
- 2 egg yolks
- 2 cups light cream
- ¼ cup grated Cheddar Cheese

Split boiled lobsters lengthwise, remove meat, cut into pieces and wash shells. Melt butter in skillet, simmer lobster and mushrooms until mushrooms are just tender. Add sherry, salt and paprika. Cook 2 minutes. Sprinkle with flour and mix. Beat egg yolks with cream, add to hot liquid. Cook gently stirring continually until smooth and thickened. Pack into the halved lobster shells. Sprinkle with grated Cheddar Cheese. Brown under broiler and serve hot! Voila!

When we entertain we like to serve something a little different for the first course—different, that is, from the traditional tomato cocktail or fruit cup. We find that a good substitute is sherbet in fruit juice. This offers infinite variety in colors and flavors to suit the particular occasion.

To carry out the "red" theme in a salad, one could serve either tomato aspic (recipes for this have been given previously) or beet salad. The latter is simply a combination of beet strips and sliced onion (hamburg size) seasoned with sweetened and salted oil and vinegar. This is easy to prepare and colorful.

As for vegetables, guess you'll just have to settle for the conventional green or yellow ones since, except for Harvard beets or red cabbage, there's little choice. But whatever the vegetable, don't forget to perk it up with that good Land O'Lakes Butter.



We're glad to see that so many of you are using the POP Stickers. Not only does this mean valuable bonus points for your group, but it also serves as a reminder for shoppers. Patronize the stores which display one of these stickers. And remember—you can always obtain more just by giving us a call or dropping us a note.



IS YOUR GROUP ENJOYING POP PROFITS? IF NOT, GET ON THE POP BRANDWAGON. FOR INFORMATION ABOUT JOINING THE FUN! PHONE OR WRITE: Mrs. Ennis, Courier Journal, 35 Seto St., Rochester, N.Y. 14604. Telephone 454 7050. IF MORE CONVENIENT, JUST FILL OUT THE COUPON BELOW AND MAIL TO Mrs. Ennis.

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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 Tape
Pepsi Cola Diet or Regular	Bottle Cap
Prince Macaroni Products	Box Front or Label from Any Product
Red Star Yeast	Envelope

Labels from All the Products listed above will be accepted for the **Entire Fifth Game** that is, from October 1, 1968 thru March 31, 1969. WATCH THE COURIER FOR FUTURE ADDITIONS TO THIS LIST.

Jewish Ham? Why That's Smoked Chicken

Ithaca — How would you like your chicken tonight, dear — steaked, sauged, hashed, hot-dogged or chilled?

An odd question? Not in the homes of thousands of central-New York State residents who form the experimental marketplace for Cornell University's 23 new ways to eat chicken and chicken products.

Chicken steaks, chick-o-links, chicken hash, "bird" dogs and chicken chili are among the products developed and market-tested by poultry scientists here to bolster poultry prices by finding new uses for chicken and eggs.

The poultry product development program was hatched in 1960 after the dean of the New York State College of Agriculture at Cornell told a meeting of his poultry experts that the price picture of hens and eggs was in trouble.

Their first product emerged a few days later — ready-to-bake cooked and colored Easter eggs.

"We wanted to do something quickly and Easter was just a few weeks away," explained Dr. Robert C. Baker, head of the program, with a slightly embarrassed grin.

Then they went on to more imaginative game.

From an experimental kitchen that combines the features of a butcher shop, ship's galley and research laboratory came a series of novel gustatory delights, among them:

- Smoked chicken. "We call it 'Jewish ham,'" Dr. Baker remarked, adding that it tastes like ham and has a similar shelf-life, but that it comes from a kosher animal.

- Frozen omelets. Name your variety — Western, pizza, mushroom, shrimp, pork, and, of course, smoked chicken (which, for the reason mentioned above, has been dubbed the "Catskill omelet").

- A 500-calorie chifon pie (roughly a half that of a regular chifon pie), made from egg white, gelatin and fruit flavoring.

The chifon pie was developed to absorb a large surplus of egg whites. Dr. Baker said: "The egg noodle industry had created a tremendous demand for yolks."

ed out by the ton each day in West Germany and Italy for European consumption. They are also quite popular in Georgia and Arkansas.

Chicken sausages — dubbed chick-o-links — were developed with the airlines in mind, Dr. Baker said. "Using chicken instead of pork," he explained, "they could serve the same breakfast meat in any country."

Among the project's more successful ventures were chicken steaks made from chicken pieces knit together like cubed steaks and dipped in egg batter and corn flake crumbs; chicken chili, seasoned just like beef chili so that most people can't tell the difference; chicken sticks, a cousin to fish-sticks; chicken bologna and salami, and frozen French toast.

When Cornell first introduced mild-flavored chicken frankfurters in 1962, they captured 10 per cent of the hot dog market. Advertised as "bird dogs that don't bite back," they appealed mostly to older people who felt that a mild chicken hot dog would be easy to digest.

But children, the biggest hot dog market, prefer "sopped-up hot dogs," Dr. Baker noted, and highly-seasoned bird dogs are now being turned

especially for the teen-aged girl.

"Teen-aged girls have the lowest per capita consumption of eggs — probably because they don't eat much of anything," Dr. Baker noted.

The goal of the Cornell program is to develop new products and establish their marketability, then hope that manufacturers — there is no licensing factor involved — will take over from there.

(Reprinted from the New York Times)

Taste THE DIFFERENCE BUY A BOX FULL

Delicious DONUTS "DELUXE" 27 varieties 79¢ Fresh Weekly

Buckman's "The House of Treats" 2576 Ridge Rd. W. Long Pond, Pa.

KREY'S Old-Fashioned Southern Style Sausage

OLD FASHION Southern Brand KREY HOT PURE HOT PORK SAUSAGE

Dear Krey customers:

I don't know about you, but pork sausage has always been a breakfast favorite of mine; and so I was delighted, a few years back, to come across the best-tasting sausage I'd ever had. It was on a trip down south, and this sausage was southern-style all the way. It was spicy and peppery, with lots of zip. It took some doing, but I managed to get the recipe, which I brought back to the cooks at our Krey Kitchens. I can't let you in on all the secrets, but the accent is on freshly-crushed red peppers, sage, other exotic spices, and more than you're used to getting in sausage. We call it Krey Southern Brand Sausage, and we make it up the old-fashioned country way—in two-pound cloth rolls. Take some home next time you shop. Oh—and try it on pizza. It's unbelievably good!

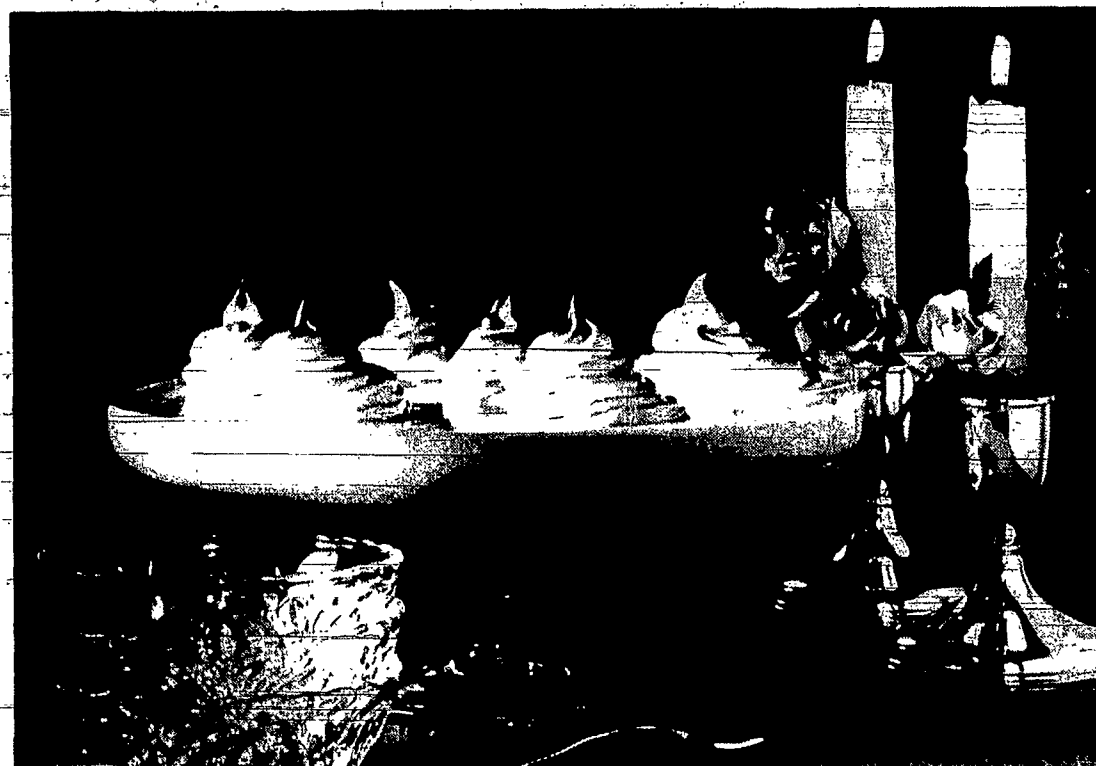
Yours for peppier breakfasts,

Katherine Krey

P.S. We're also making a new "mild" blend now. I hope you'll try a package for a change of taste. Just great for poultry dressing.



PRODUCT



Delicately browned meringues top this soft custard dessert, made quickly and easily with egg custard mix. Serve it by candlelight, in pretty glass dishes, to reflect its heritage as a favorite American dessert from the time of Jefferson.

'Islands in the Snow' Idea

All the current doings at the White House recall the fact that Thomas Jefferson, President, diplomat, gardener, and epicure—was a great admirer of both French food and his dearly loved Virginia specialties, like omelets, potatoes, corn, and crab. One of his favorite French desserts was Omelette a la Neige, which appeared often at Monticello and the White House.

Somehow "eggs in the snow" became translated into English and American cookery as "floating island."

As with many classic desserts, there are pitfalls in preparing it in the traditional manner. You used to have to poach the "islands" (the meringues) in milk—a rather delicate operation. Then you'd use the milk to make the soft custard, and it was only if you were skillful that it was perfectly smooth.

Now there are new tricks to help you with this famous dessert. The first is the use of packaged custard mix. The second is a broiler method for preparing the meringues —

you must have a sharp eye, but in the long run it's much less tedious than poaching.

FLOATING ISLAND

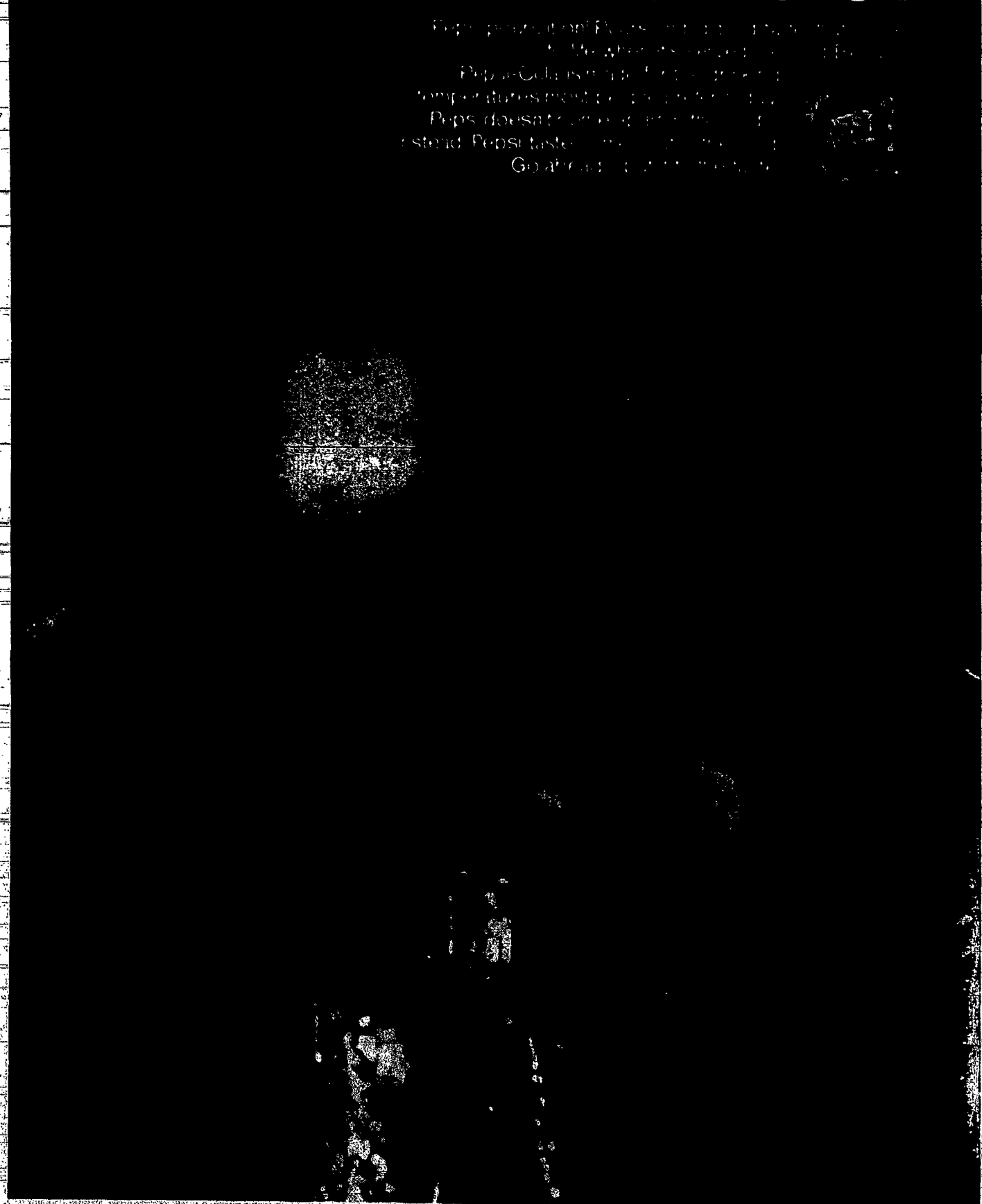
- 1 package (3 oz.) egg custard mix
- 3 cups milk
- 2 egg yolks, slightly beaten
- 1 teaspoon vanilla
- 2 egg whites
- ¼ cup sugar

Combine custard mix and 1 cup of the milk in saucepan. Blend in yolks. Add remaining milk. Bring mixture quickly to a boil, stirring constantly. Remove from heat. Stir in vanilla. Place wax paper directly over custard and allow to cool for about 30 minutes. Stir and pour into serving dish. Chill.

Beat egg whites until foamy throughout. Add sugar, 2 tablespoons at a time, beating thoroughly after each addition. Continue beating until mixture with firm soft rounded peaks. Drop from tablespoon or pipe from a pastry bag onto ungreased baking sheet, making 6 meringues.

Broil until lightly browned. Stir custard. Place meringues on top of chilled custard. Make about 3½ cups custard and 6 meringues for 6 servings.

taste that beats the others cold!



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PRODUCT

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FOR CHILD

Bible for Young by A. M. Cocagnac, Mary Haughton (2 million); \$4.95 each. They require the use of the Bible text, are well conceived, produced. They w any house with 7-1.

A Time for Liv (Herder and Her color booklets d provide an occasi gious experience. Includes: I Am Alt ence Perstener (a cents); Playing, I Watry and Joselin ages 6-8; 95 cent Mix, by Arlene H Catherine Watry 75 cents); Handle by Marian Schriem 14; 75 cents).

The Girl in Wh by Albert—Bige (Macmillan; \$4.50) of 12 and up wil classic biography Arc-enthralling.

The Tower of William Weisner \$3.95). The ancier lightly re-toled age group (and too).

ADULT RE/

Red Flag/Black Patrick Seale an McConville (Putn A highly readable those turbulent d olutinary activity May and June, 196

Beyond the Bu Life and Death of by Sterling Tucke tion Press; \$4.85 paper). An Urban ficial writes an Black Power.

Let's Work To Nathan Wright thorn; \$4.95, cl paper). Wright ren and whites that need a social sell

Welmar Cultural Gay (Harper and I Professor Gay d that neither intell liance nor artist ment can vivify a society where the ties of participat and tolerance are

Pentecost Come Park, by Raymond der and Herder; ny, deeply spiritu nating. So what if is a period piece; raphy has got to b

SOUL FO

Integral Hu Jacques Maritain,

This rural l ty, is amon lery for-

On

Some huge ro scapes that "Throm ed for rich New Y early 19th Centur one-man show tha tomorrow.

The Memorial biggest exhibition includes also th "Voyage of Life" a total of 61 pair drawings. The sh through March 23.

Thomas Cole, h ful in his own tim charted the way f ed. Hudson Rive painting and has "father" of the A scape art. The sc Mohawk and H areas is prominent

Drawing on 35 private collection country, the loca gained the show wind-up as the r offering at New ney Museum of A After it closes he to two other co leries, the Man Proctor Institute-