

Be a Sharpie When Shopping for Food

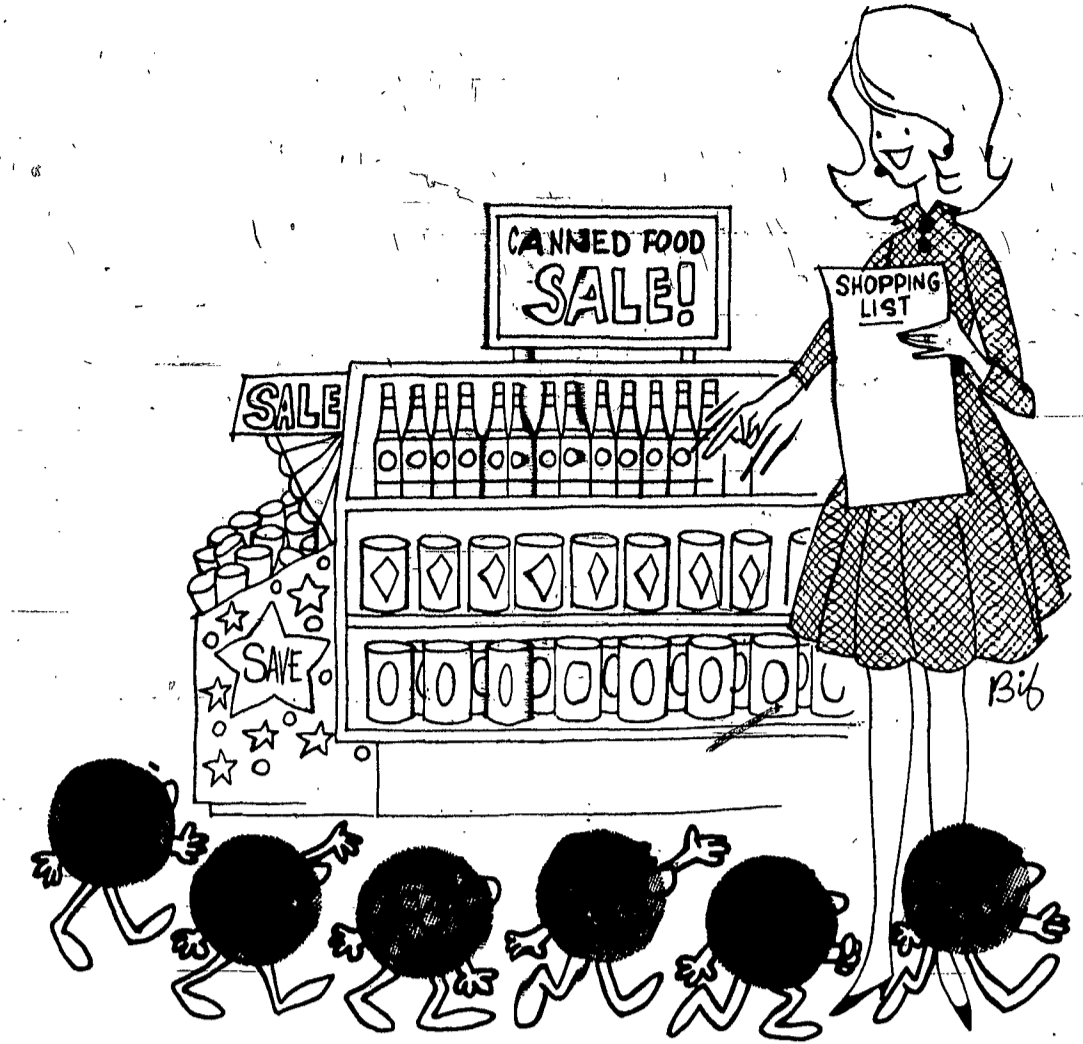
Shopping these days can be a traumatic experience for the housewife. With prices going up, up, and away — women are dismayed to know that this year's forecast is that inflation will hit a new high. If you shrink when the girl at the register adds up your grocery bill, take heart. There are some ways to make every penny count. But you've got to work at it.

Be a listmaker. The smart shopper maps out her strategy before she engages in the battle of Cents vs. Pocketbooks. Lists are indispensable aids in keeping impulses under check and making the shopper walk down the straight and narrow path of real economies. A list should be flexible enough to include the daily "specials" the store is featuring. Shopping lists rarely contain items like Macadamia Nuts, grape leaves, sturgeon. Unless, of course, you're very rich, in which case you'd not be too worried about over-spending in the first place!

Coupon clippers unite! This should be your battle cry because manufacturers and food processors do have periodic "deals" that are very much to your advantage. Cents-off coupons and stickers, those lovely get-one-free offers really mean money in your pocket, so never carelessly toss away any that come your way.

Supermarket "specials" really are. No need to be skeptical about those "special" signs in most markets; often items are lower-priced to move them out before a new shipment is expected. If you have a running familiarity with the specific prices on certain items you always buy, you'll know how valuable the "specials" can be. Those large end-of-aisle displays where food is especially price-worthy are called "loss leaders" in market parlance. They are the bait to pull you into purchasing something you may not need. Weigh the loss leaders carefully. If you normally use the product and it's well-priced, consider stocking up; if you don't like it to begin with, even a half-priced can of peas is no bargain.

Learn to read a label. Any supermarket worth her salt should set about on a concerted labeling program because under the new truth-in-packaging regulations all pertinent data is inscribed there — like weights and measures. Check comparative contents and prices of several brands and you'll find the one that's a slightly better buy. Even if the saving is small — remember those little pennies saved can grow



into big dollars earned at the checkout counter.

Always stock up in quantity on canned goods. The marvelous advantage of buying food in cans or glass jars is that they can be stored easily and for long periods of time. And because canned items range over just about everything — from soups to nuts — you'll always have a supply of something in the house and never have to "run out" for anything. Also, items that are out of season in your area are usually priced much higher than the same processed foods available all year round.

Unusual package sizes? You pay for it! Some manufacturers put the same product into different kinds of packaging — sometimes in a decorative flacon; other times it's a container made from a different material. Compare and you will see that with odd shaped packages it's the customer that usually pays the bill. Most canned food container sizes fall within a category of standardization. Unit costs are less, and you save without really knowing it.

Less-than-perfect items are price-worthy. Day-old bread and slightly crushed ladyfinger cookies, a little overripe fruit,

or bruised vegetables are not necessarily to be passed by. Consider your needs; if you are making French toast, day-old bread is perfect. And a tooth-paste container that has lost its outer cardboard container still has all the product inside. Opened packages should not be bought, but when the container is slightly askew and there is a restriction because of it, it's worth your consideration.

Practice the art of planning ahead. Read the food pages of your newspaper — they offer the specials of the week. Make out your shopping list according to your particular tastes and needs. Plan your meals.

Finally, when you go super-marketing, try to "go it alone." There is nothing that can wreck even a carefully worked out budget faster than a winsome little boy or girl in the candy-ice-cream-cookies section. Children are impulsive impulse shoppers, and it's hard to refuse a pleading eye turned toward a slightly unnecessary 79-cent bubble bath plastic toy (when you know the 39-cent kind in the plain carton is just as good).

In this day of the ever-rising price index, shopping can be a trauma or a triumph depending on how you go about it all. Lit-

tle economies all along add up to big savings when you finally reach the checkout counter. If you make every penny count — the dollars will take care of themselves.

Church Ladies Society Notes 60th Anniversary

Elmira — The Sacred Heart Ladies' Society of St. Anthony's parish will mark its 60th anniversary at a morning Mass and evening dinner on Sunday, Oct. 26.

Nine new members will be received following the 7:30 a.m. Mass.

Mayor Edward Lagonegro will be principal speaker at the anniversary dinner at 6:30 p.m.

Family Rosary

The Family Rosary for Peace program is broadcast each evening at 7 p.m. by Rochester radio station WSAJ, WMO-FM in Auburn, television cable companies Channel 5 in Hornell, Channel 8 in Elmira and 88.5 mc. in Corning. Those who will lead in recitation of the Rosary this week are:

Friday, Oct. 24 — Paul Derleth of St. Augustine's.

Saturday, Oct. 25 — Mass will be celebrated.

Sunday, Oct. 26 — John Butler of St. Augustine's.

Monday, Oct. 27 — Victor M. Yanotti of St. Augustine's, accompanied by Our Lady Queen of Peace Mothers' Circle.

Tuesday, Oct. 28 — Jerry Serafine of St. Joseph's, Penfield.

SIDEWALKS

• OLD REPAIRED
• NEW LAID
• CEMENT PATIOS
• REASONABLE PRICES
A. J. ARIENO 235-4371

Sex Education Discussion Set At Arts Center

Dr. and Mrs. John C. Wilke, authors of "The Wonder of Sex," will address parents, teachers and priests, Thursday, Nov. 6, at 8 p.m. in the Nazareth College Arts Center.

Dr. and Mrs. Wilke are nationally known as educators and lecturers on human sexuality. They are also members of the national task force on sex education of the United States Catholic Conference.

According to Dr. Gerald Guerinot, of the diocesan schools office, the Wilkes' lecture will be primarily for parents, and while it will not go directly into the syllabus being used in the diocese, it will attempt to answer the question "Why sex education today?"

A question and answer period, moderated by Father Richard Tormey, editor of the Courier-Journal, will follow the Wilkes' address.

Dr. Guerinot also reported that the Wilkes will be interviewed on the Eddie Meath Show, Friday, Nov. 7.

AQUINAS BAND

The Aquinas Band Boosters will put on a supper dance Saturday, Nov. 8, in the St. Francis Xavier hall on Bay Street, for the benefit of the school's band and color guard. Festivities will begin at 8. For reservations: 328-0203 or 254-8864.

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DINNER SPECIAL

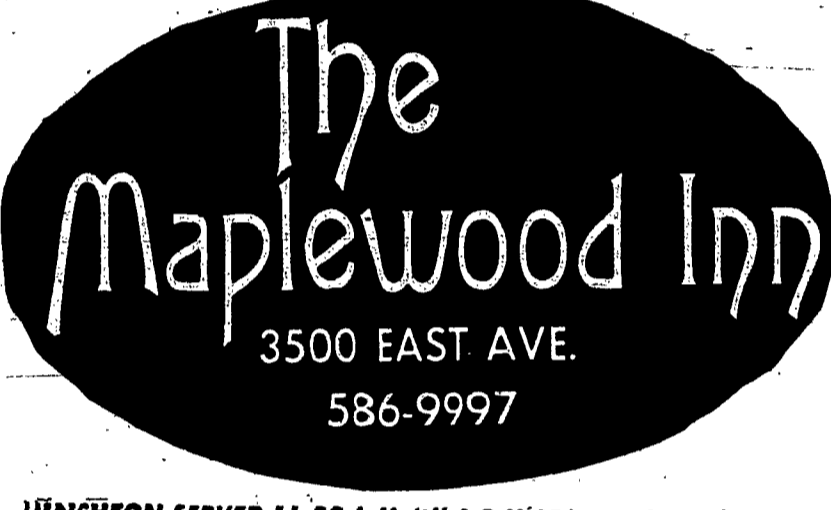
Sliced Roast TENDERLOIN of BEEF \$3.25

Choice of Potatoes, Crisp Chef Salad, Hot Rolls & Butter

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FRI. & SAT. EVES. 9:30 PM 'til 1:30 AM



The Maplewood Inn

3500 EAST AVE. 586-9997

LUNCHEON SERVED 11:30 A.M. 'til 4 P.M. Dinner Served 4 to 11 Fri. & Sat. 'til

Delicious and Crunchy - Good!

Two old favorites, chocolate and oats, double scrumptiously in this two-layer Chocolate Oatmeal Cake. Crunchy toasted oats and peanuts sprinkled between the layers and over the chocolate-frosted top complement the nut-like flavor of oats in the cake.

CHOCOLATE OATMEAL CAKE

Makes one 9-inch cake

CRUNCH:
1/2 cup oatmeal, uncooked
2 tablespoons firmly packed brown sugar
1 tablespoon butter or margarine, melted
1/4 cup chopped salted peanuts

CAKE:
1 1/2 cups boiling water
1 cup oatmeal, uncooked
1/2 cup butter or margarine, soft
1 cup granulated sugar

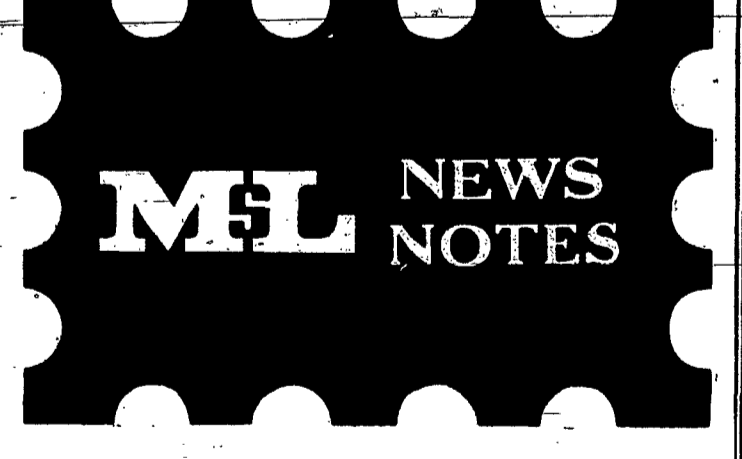
1 cup firmly packed brown sugar
1 teaspoon vanilla
2 eggs
1 envelope (1 oz.) no-melt unsweetened chocolate flavored ingredient
1 1/2 cups sifted all-purpose flour
1 teaspoon soda
1/2 teaspoon salt

For crunch, heat oven to moderate (350° F.). Combine oatmeal, brown sugar and butter until crumbly. Place in a shallow baking pan. Heat in preheated oven (350° F.) about 10 minutes, stirring occasionally. Cool 15 minutes; toss lightly with a fork to form crumbs. Stir in peanuts. Reserve for later use.

For cake, pour boiling water over oatmeal; stir to combine. Cover and let stand 20 minutes. Beat butter until creamy; gradually add sugars, beating until fluffy. Blend in vanilla, eggs and chocolate.

Add oatmeal mixture; blend well. Sift together flour, soda and salt. Add to creamed mixture; blend well.

Pour batter into a well-greased and floured 9-inch square baking pan. Bake in preheated oven (350° F.) 50 to 55 minutes. Cool 15 minutes; remove from pan; cool thoroughly. Split cake horizontally into 2 layers. Spread bottom layer with some chocolate butter cream icing; sprinkle with a small amount of reserved crunch. Place second layer on top of bottom layer. Frost top and sides of cake with remaining icing; sprinkle top and sides with remaining crunch.



In several cases the Money Label Savers Guide was late in reaching you. We regret this very much as we know you were anxious to get started on your label-saving. The magazines were all mailed out at the same time. However, because of the tremendous volume (including the Buffalo diocese, also in the program, over 300,000 copies), there were bound to be some hold-ups along the line. Remember too that this is a brand new program, and like all new ventures the going is apt to be a bit bumpy at first. For example, in some cases there may be duplications of names and in others complete omissions. Rest assured that everything will be running smoothly in no time at all.


Last spring we told you that the Savers Guide would be a real treasure-trove of helpful hints and interesting features. Those of you who've seen the first issue will agree that we didn't exaggerate. Complete menus, recipes, suggestions for seasonal, entertaining, household and other hints, projects for children etc. are all to be found in this quarterly magazine.

In addition, one section which should prove of special interest is the "Round the Table" page. This is a kind of person-to-person feature highlighting the activities of MONEY LABELS participants. In this first issue you'll discover how the following groups in the Rochester diocese plan to use their M/L profits: St. Michael's parish, Lyons; Immaculate Conception parish, Ithaca; St. Peter and Paul's parish, Rochester; and the Ira Jacobson Post American Legion Auxiliary, Rochester. Do take advantage of the editor's offer to publicize your group's goal or anything of interest to other readers.

Young children may even enjoy looking through this easy-to-handle colorful "picture book." Just make sure that they handle it carefully. Not only does it contain the necessary MONEY LABELS coupon for Look Magazine and Columbia Records, but most important, the official scoreboard for M/L purchases. The latter must be filled out at the end of the game and attached to your label turn-in. It's your ticket to profit.

FALL SPECIAL!

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POLITICAL ADVERTISEMENT

MIKE ROCHE

LET'S PUT MIKE ROCHE ON THE CITY COUNCIL



Residence: 882 Genesee Pk. Blvd. Life-long resident of the city.

Occupation: Science Teacher - 9 years; presently employed Churchville-Chili School District; formerly taught at Aquinas Institute.

Graduate: Aquinas Institute, Class of 1955. State University College at Brockport, class of 1959.

Elected: Elected School Commissioner, 1967; presently serves on City Board of Education.

Member: Citizen's Tax League, 19th Ward Community Association, Our Lady of Good Counsel Men's Club, Stadium Club of Rochester, New York State School Board Association.

Recipient: Eagle Scout Award - 1953.

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