

All in the Family

Tempering The Mores

By Sarah Child



People we do such things for a living tell us that the temper of the times can be accurately gauged or evaluated by careful study of the advertisements in our magazines and newspapers and commercials on radio and television.

I'll go along with that. But, after studying the ads and commercials a little myself, I'm

thinking that the temper should be tempered with — at least in some cases.

Particularly disconcerting is the cigarette commercial that likens the weeds to women (or is it vice versa?) Anyway, asserts the ad maker through his medium, "The best ones are thin and rich."

Possessing neither of those

awe inspiring virtues, I'm inclined to take the least bit umbrage.

At a time when the mayhem on our highways boggles the imagination it is difficult to comprehend a mind that begins an ad this way: "For the 98 million Americans who operate cars, but never learned to drive."

In the body of the copy we discover what real driving is:

Downshifting on curves, double-clutching, watching the revs, zapping your way through a four-forward-speed gearbox, and feeling yourself, Man, Mas-

ter of Machine." Safety? Forget it follows, that doesn't sell cars. And, public conscience? What's that?

Then there's the ad for the camera that gives the instant picture. Just count 60 seconds for a color picture, 15 for a black and white. The headline that grabs the attention? It says a lot about our age, all right: "Money Buys Everything."

Possibly the most basic appeal if you don't mind a little crudity and a lot of tastelessness is the ad headline for a feminine hygiene product which teases, (teases?) which clob-

bers you with the information that "A woman is a little like a kitchen sink," and then goes on to explain that a woman is a very complicated mechanism and the kitchen sink is just a useful comparison.

But, for this reader of ads, the most breathtaking one yet is the one which pictures an infant on a set of scales. Underneath is the legend: "7 lbs. 4 oz. 3 books." Underneath that is an oversized replica of a popular trading stamp.

And, to think I believed babies were getting more expensive!

COURIER / RECIPES



Looking through the recipe files for a summer dinner party's crowning glory, one wonders how "angel" worked its way into pie.

All kinds of "angel" pie seem to be cold, elegant, rich, rather spectacular. They are not for angels, these pies; nor are they made in heaven, worse luck. But there is something out of this world about them, and they have the great virtue of the make-ahead, get-it-out-of-the-way dish.

Here is a picturesque addition to the list—Coffee Angel Pie, with a buttery chocolate, cinnamon and almond crust, and coffee ice cream filling. On top goes a sky-high whipping cream meringue, sprinkled with chocolate curls. A lush last course that's definitely an ace in the freezer! A nine-inch pieplate is needed, for eight servings.

COFFEE ANGEL PIE

Crust:
1 1/2 cups chocolate cookie wafer crumbs (approx. 20 cookies)
2 tablespoons sugar
1/2 teaspoon cinnamon
5 tablespoons butter, melted
1/2 cup finely chopped blanched almonds

Filling and Topping:
1 quart coffee-ice cream, softened
1/2 cup sugar

1/2 cup water
2 egg whites
1/2 cup whipping cream
2 teaspoons cocoa
1/2 teaspoon salt
1/4 cup chopped blanched almonds, toasted chocolate curls

To prepare crust: In a small bowl mix together crumbs, sugar and cinnamon; stir in butter and 1/2 cup almonds. Press crumb mixture firmly and evenly against bottom and sides of pie plate, building up slightly around rim. Chill in freezer. Spoon ice cream into crust and return to freezer.

To prepare topping: In a saucepan combine 1/2 cup sugar and water. Bring to a boil and cook rapid until syrup spins a thread (about 7 minutes or 232 degrees F. on candy thermometer). While syrup is cooking, beat egg whites until stiff. While beating at high speed, gradually pour syrup over egg whites; continue beating until mixture holds shape. Chill in a chilled bowl whip together cream, cocoa and salt until stiff. Carefully fold whipped cream and 1/4 cup toasted almonds into chilled meringue only until blended.

Mound onto pie filling; garnish with chocolate curls. Return to freezer for several hours or until firm.

COURIER / WOMEN

Status of Nuns To Be Aired Sunday

WHEC-TV (Channel 10) will carry a discussion on the status and future of Sisters in the Church on the CBS national feature, "Look Up and Live", at 10:30 a.m., Sunday, June 28.

Participants will include Mother Evelyn, Sisters of Charity, Sister Theresa Kane, RSM, and Sister Ethne Kennedy, Society of Mission Helpers, who is coordinator of the National Assembly of Religious. Dr. George Carruthers will be the moderator.

COURIER/2

Women Organize Columbiette Unit

Horseheads—Twenty-one women from this area were initiated June 15 as Columbiettes and will serve as an auxiliary to the Horseheads Knights of Columbus.

Theirs is the only Columbiette unit in the diocese, though other K. of C. councils have women's auxiliaries. The organization was instituted formally in a ceremony conducted by a North Syracuse degree team. Meetings will be held in St. Mary Our Mother School on the first Wednesday of each month, beginning in September. Membership is open to Catholic women over the age of 18.

COME DINE WITH US



RUND'S In Rochester it's Runds for good food, pleasant atmosphere and smart entertainment. Joe Cady's 7 piece orchestra playing nightly 9:30 p.m. 'til 1:30 a.m. and feature entertainment in our lounge. 473-3891.

Royal Scot Steak House 657 Ridge Road East, Corner Hudson Route 104 Rochester's newest, most distinctive dining spot featuring Scottish atmosphere, delicious food. Luncheon served Tues. thru Fri., 11:30-2 P.M. Dinners served Tues. thru Thurs. 5 to 10 P.M. Fri. & Sat. 'til 11 P.M. Sundays 4:30 to 9. Closed Monday. Reservations: 342-4220. Ken Purcell entertaining in Scots Pub.

Cinelli's Country House 4 miles east of Palmyra, on Rt. 18 (Lake Rd.) Overlooking Lake Ontario. Unusual decor, excellent cuisine, superb service, seafoods & prime ribs of beef, luncheon 12 to 2 P.M. Dinners 5 to 9. Sat. 'til 10. Sundays 1 P.M. to 8 P.M. Closed Mondays. Accommodate private parties. Your hosts, Margaret and Frank Cinelli. 315-483-9566.

RED LION RESTAURANT DOWNTOWN: 36 W. Main Street Luncheon and Dinners. Mon.-Fri. 11:30-9 P.M. Catering to Banquets - Weddings - Parties. Phone: 325-2740. Other Location: 2833 Monroe Ave. Next to King James Motel. Phone: 244-9830.

Garlock House So great... and so near you... area's most beautiful restaurant. Less than one half hour from Rochester. Thirty menu selections daily. Weekdays 5 to 11. Sunday & Holidays noon to 10 P.M. Open 7 days. 315-597-5271. American Express honored.

NATIONAL HOTEL Host to travelers since 1937. Enjoy a meal in this colorful dining room famous for its cuisine, located in historical Genesee Valley, two miles southwest of Genesee. Steaks, chops, broiled on the open pit. Prime ribs, seafoods, large entree selection. Open weekdays 5 to 11 P.M. Sun. 12 to 9 P.M.

THE VIKING 1485 Mt. Road Blvd. Near Lexington Jack Baylis Intimate Lounge, Restaurant. Prime Ribs, Surf & Turf, Lobster Tails every day. Luncheon specials. Entertainment nightly. Serving from 11 A.M. lunch and dinner. 458-0420 for reservations. Closed Sunday.

GLEN IRIS INN Stately mansion and former home of Wm. F. Letchworth situated on the precipice above 107 ft high Middle Falls. Air-conditioned dining room serving the finest foods and beverages. Luncheon 12 to 2, dinner 5:30 to 9:00 Sunday 12:30 to 7:30 P.M. Accommodations and gift shop. Your hosts Peter and Cora Pizzutelli.

ADVERTISE HERE AT LOW COST CALL 454-7050

Wednesday, June 24, 1970

Rick's Prime Rib House 788 Howard Road Just South of Buffalo Road Specializing in Prime Roast Rib, we cater to your desires whether a crispy end piece or rare succulent center cut. Banquet Room facilities from 25 to 100. Your hosts Frank Zamara and Chester Waver. Closed Sundays, Mondays, and Holidays. 235-9413.

Buccanneer Where to go? Don't miss the fabulous Buccanneer. The atmosphere is elegant, prices, reasonable, and the food is just right. Daily luncheon specials, a complete dinner menu, serving 'til 1 A.M. Closed Mondays. Party facilities. 288-3065.

UNCLE JOHN'S FAMILY RESTAURANT 3420 MONROE AVE. Complete line of pancakes and waffles. Steaks, salads, omelettes, sandwiches, Sundays and milkshakes. Childrens birthday parties. Where everyone meets after church. 381-2830.

The EGGLESTON Downtown Rochester best address for fine dining. Luncheon daily from 11:00 a.m. Phone 454-4726.

Kar-Mac Manor Roast turkey, Ham and Chicken dinners \$2.85 Between Geneva & Waterloo Thruway Exit 42 plus all you can eat from Mr. Mac's Pick-nick table. Char broiler flaming steaks, lobster tails, seafood—banquets to \$89. Daily 5 'til Midnight—Sun. 12:30 'til 10 P.M. 315-789-1905 or 539-8044.

THE MAPLEWOOD INN Just a few minutes from downtown Rochester, the Maplewood is one of your favorite family dining spots. Luncheon and dinner specials every week. Orchestra Friday and Saturday evenings 586-9997.

Holloway House Early American atmosphere serving traditionally good food. Luncheon 12-2. Dinners 5:30 to 8:30 P.M. Sundays 12 noon to 7:30 P.M. Featuring Homemade Pastries. Telephone Holcomb 657-7120. Air conditioned. Closed Mondays. Weddings and Banquets.

WILSON'S RESTAURANT Route 96—Thruway Exit 45 Victor, New York Serving Breakfast, Luncheon, and Dinner every day of the week. Featuring Prime Ribs of Beef, Lobster Tails and delicious Steaks. Private Parties and Banquets. Reservations. 924-3561.

THE REDWOOD Served in the old world atmosphere of the English Pub. Enjoy superb food, a charcoal broiled steak or a "Rumbleburger." Serving plate or complete dinners. Coffee shop open at 7 A.M. Private Parties, Buses welcome.

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