

Klamath Grocers Feature Food for Defense Rally.

Better Nutrition Aim of "Food for Defense" Rally



ALL over town food merchants are currently engaging in a "Food for Defense" Rally. Object of the drive is to impress upon housewives the importance of making use of up-to-date nutritional knowledge in preparing everyday menus in order that Americans may be a healthier, better-equipped people for "the duration." Outstanding is the emphasis being placed on vitamin-fortified foods.

One of the everyday foods being featured is Nucoa, the wholesome vegetable margarine, which is now fortified with 9,000 U.S.P. units of Vitamin A. In addition to its nutritional advantages, Nucoa offers many economies in the preparation of appetizing menus, such as that given below:

MENU
Veal Scallops Prune Stuffing
Gravy
Creamed String Beans with Mashed Potato Border
Cole Slaw Bread
Dutch Cherry Cake with Cherry Sauce
Beverage
 1 veal cutlet, salt and pepper, sliced thin
 1 Prune Stuffing
 Have butcher cut veal cutlets in halves and pound thin. Sprinkle each cutlet with salt and pepper, cover with a generous amount of

gaged in a tremendous war effort the government has dedicated itself to the execution of a planned U. S. nutrition program.

At the National Nutrition Conference held in Washington last spring a basic nutrition program was outlined. The new program was described by Dr. Thomas Parran, surgeon general of the U. S. public health service, as "a yardstick which is a challenge to all of us."

Outlined at the conference was a diet which would assure each family's receiving necessary quantities of essential food elements. This nutritional yardstick for every day is as follows:

One pint of milk for an adult and more for a child; a serving of meat, cheaper cuts being just as nutritious; one egg or some suitable substitute such as navy beans; two vegetables, one of which should be green or yellow; two fruits, one of which should be rich in vitamin C, found abundantly in citrus fruits and tomatoes; breads, flour and cereal, most or preferably all whole grain or enriched; some butter or margarine with vitamin A added; other foods to satisfy appetite.

Head of American Dental association says one-third of the dentists in U. S. will eventually be absorbed by the army. The yanks are coming.

Meal Planning and Recipe Booklet Is Free at All Grocers

FREE MENU PLANNERS OFFERED

Local food merchants are now engaged in the "Food for Defense" rally. Grocers are featuring large and attractive displays of food items that have a high nutritional value.

All grocers have available or can secure for their customers a free copy of the "Food for Defense" menu planner. This food digest contains many new and interesting recipes and meal planning suggestions.

American housewives are being impressed to prepare everyday menus that are rich in vitamin content and in healthful food values. One of the highlights in the local "Food for Defense" rally is the emphasis that is being placed on vitamin fortified foods.

One of the popular everyday foods being featured is nucoa, the wholesome vegetable margarine, which is now fortified with 9000 U.S.P. units of vitamin A. In addition to its nutritional advantages, nucoa offers many economies in the preparation of appetizing recipes such as that given below.

Green Peas and Potato Loaf

2 tablespoons new nucoa 1/4 teaspoon salt
 1/2 cup dry bread crumbs 1/4 teaspoon pepper
 1 cup fresh or canned peas, mashed 1/2 cup thick white sauce
 1 cup cooked potatoes, mashed 2 hard-cooked eggs, sliced
 Broiled bacon (if desired)

(1) Brown crumbs in nucoa and sprinkle half of them into a well nucoa-d 8 1/2 x 4 1/2 x 2 1/4 inch loaf pan to form a lining.

(2) Mix together peas, potatoes, remaining crumbs and seasonings.

(3) Add white sauce (2 tablespoons nucoa, 2 tablespoons flour and 1/2 cup milk. This blends like magic), and mix well.

(4) Alternate layers of peas and potato mixture and sliced eggs until all is used.

(5) Bake in a moderate oven (350 degrees F.) 25 minutes, or until set. Serve with tomato sauce made by the addition of 2 tablespoons nucoa and a bay leaf to a can of undiluted tomato soup and cooked together several minutes. Garnish with eggs or broiled bacon, if desired. Yield: 6 servings.

Chocolate Chip Cookies--Everyone's Favorite

Whether it is for a bridge luncheon, midnight snack or for the kiddies, these chocolate chip cookies will hit the spot. Very economical, yet easy to prepare, this recipe is for five dozen two-inch cookies.

CHOCOLATE CHIP COOKIES

1 cup New Nucoa
 7-ounce bar semi-sweet chocolate
 1 cup sugar
 1 cup brown sugar
 1 egg, beaten
 1 1/2 cups sifted flour
 1 teaspoon salt
 1 teaspoon soda
 2 tablespoons hot water
 1 cup walnuts, chopped
 1 teaspoon vanilla

Cut each small square of chocolate into 4 pieces. Cream Nucoa thoroughly. Add sugars gradually and cream together until light and fluffy. Add egg and beat well. Sift flour once, measure. Add salt and sift together 3 times. Dissolve soda in hot water and mix alternately with flour. Add nuts and chocolate, then vanilla. Beat well. Drop by half teaspoons on a well Nucoa-d cookie sheet. Bake in a moderately hot oven (375 degrees F.) 10 to 12 minutes or until done. Yield: 5 dozen 2-inch cookies.



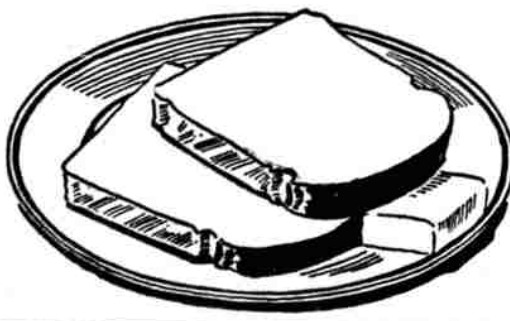
ALL OUT FOR NUCOA'S "FOOD FOR DEFENSE" RALLY IN KLAMATH FALLS

At Your Grocer's Now Are Timely Nutrition Displays
 Featuring Nucoa, the Delicious Modern Margarine...

WITH THIS "FOUR-FRONT DEFENSE"!

1

3,300 Food-Energy Calories! Delicious, wholesome Nucoa—the modern thrift spread—is as rich in food-energy as the most expensive spread for bread. It furnishes 3,300 calories per pound! Nutrition-wise mothers serve it generously to their families.



3

In "Defense" of Flavor, delicious, appetizing Nucoa is freshly made on order only—never held in storage. Its pure vegetable oils are churned in fresh, pasteurized skim milk... both products of American farms!



2

Over 9,000 Units of Vitamin A now in every pound of Nucoa! First margarine to add this protective vitamin so important for growing children—Nucoa recently increased its Vitamin A content! A real contribution to better national nutrition!



4

Budget-Protection, Too!

WHOLESALE, APPETIZING NUCOA HELPS BALANCE THE BUDGET AND THE DIET, TOO. IT'S A TABLE SPREAD THAT'S THRIFTY TO USE IN COOKING!



"FOOD FOR DEFENSE AT SMALL EXPENSE"

* LOOK FOR NUCOA DISPLAYS AT YOUR GROCER'S NOW! *

Dorris Chief Gets Additional Police During Emergency

DORRIS—Chief of Police J. W. Mather has been granted a request to the city council for additional men to assist him in emergency police work.

The council voted to allow Mather to name four special policemen and specified that each man will be paid \$1 a call. The matter of pay for the men was described a precautionary move by the city to avoid payment of damages from lawsuits which might result in case one of the men is injured in line of duty.

PATRIOT
 GRIFFIN, Ga., (AP)—Doxy, the German daschund belonging to Mr. and Mrs. R. G. Hunt, has put up with enough to make any dog mad, with people calling him "Hitler" and making other unkind remarks. He now wears defense stamps on his collar.

NUTRITION PROGRAM DEFENSE NECESSITY

Realizing how essential is proper food in maintaining morale and energy of a people en-

Saturday Specials

Sweatheart Cakes

Everyone is a Sweetheart on Valentine's Day and we know they will appreciate one of our special Valentine Cakes. These beautiful cakes are two layer light butter cake with a rich butter cream filling topped off with a fluffy boiled icing.

Especially priced from 69c

Valentine Pastries

We also have a nice assortment of Valentine Pastries to choose from—Some with cream filling and a variety of decorations.

From 5c

Heart Shaped Butter Cookies

Some with red icing and some iced white.

Fluhrer's

Grocers Listed Below Are Featuring Nucoa During The "Food For Defense" Rally

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|-------------------------|-----------------------|
| ARNOLD'S GROCERY | MALLORY "Y" MARKET |
| BAGETTO'S GROCERY | M'DONALD'S GROCERY |
| BOITO'S GROCERY | MEAT CENTER |
| BUICK'S GROCERY | MODERN GROCERY |
| BUNDESON GROCERY | M-H MARKETERIA |
| CALIFORNIA CASH GROC. | NICHOLS' GROCERY |
| CARTER'S FINE FOODS | OLYMPIA GROCERY |
| COMMUNITY GROCERY | ORE. FOOD STORE NO. 2 |
| CRESCENT CASH STORE | ORE. FOOD STORE NO. 4 |
| DRYDEN'S GROCERY | PALACE GROCERY |
| EASTSIDE GROCERY | PARKS GROCERY |
| ECONOMY GROCERY | PASTEGA'S GROCERY |
| ELEVENTH STREET GROC. | PIGGY WIGGLY |
| EMIL'S SUPER MARKET | QUALITY CASH GROCERY |
| EMIL'S FOOD STORE NO. 2 | ROBINSON CASH STORE |
| EMIL'S FOOD STORE NO. 3 | SAYLOR'S GROCERY |
| FIEDLER GROCERY | SHASTA FOOD STORE |
| FIFTH AVENUE GROCERY | SHERMAN'S GROCERY |
| FRAZIER'S MARKET | SUNSET GROCERY |
| CARL FREI | TIM'S DELICATESSEN |
| FREMONT GROCERY | TWIN GIRLS GROCERY |
| GALLAGHER'S GROCERY | UNIQUE GROCERY |
| GENE'S SHANTY | WELCH'S GROCERY |
| HUSKINSON GROCERY | WEST KLAMATH GROC. |
| IDEAL GROCERY | WHITAKER'S GROCET'IA |
| JOE'S GROCERY | WHITE CITY STORE |
| JURGENSEN'S GROCERY | WHITEY'S GROCERY |
| KENO STORE | SAFEMART STORE |
| KILGORE GROCERY | Oregon Avenue |
| KIMSEY'S KOOLER | SAFEMART STORE |
| KLAMATH RIVER STORE | Pine Street |
| LAPSLEY GROCERY | SAFEMART STORE |
| LEONARD'S GROCERY | South 8th Street |
| LIEN'S CASH GROCERY | SAFEMART STORE |
| MAIN STREET GROCERY | Main Street |
| | SAFEMART STORE |
| | East Main |