

Klamath Merchants Feature "Win With Nutrition"

Chocolate Chip Cookies—Everybody'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 5 dozen 2-inch cookies.

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| <p>Chocolate Chip Cookies</p> <p>1/2 cup New Nucoa
7-ounce bar semi-sweet chocolate
1/2 cup sugar
1/2 cup brown sugar
1 egg, beaten
1 1/2 cups sifted flour</p> | <p>1/2 teaspoon salt
1/2 teaspoon soda
2 tablespoons hot water
1/2 cup walnuts, chopped
1/2 teaspoon vanilla</p> |
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Cut each small square of chocolate into four 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 three 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 (370 degrees F.) 10 to 12 minutes, or until done. Yield: five dozen 2-inch cookies.

A nation-wide appeal by the government for homemakers to foster better health through better nutrition is now under way. "Win with Nutrition" by eating recommended foods is the program now being featured by local merchants.

War takes extra time and extra energy. And the sparkling health so important to victory can be gained only through eating the right foods. This does not mean expensive or elaborately prepared foods. It does mean, however, the right combinations of vitamin-rich, energy-giving foods.

Among the items listed on the government's nutrition chart as contributing to good health are vitamin-rich spreads . . . which includes vitaminized margarine. This type of food is recommended for daily use. Nucoa, the nutritious vegetable margarine which is fortified with 9000 units of Vitamin A, is both wholesome and delicious. It's economical to use with other good foods, too.

As an oil stretcher, Nucoa is a real bargain. Since it only requires five points per pound, many housewives will find Nucoa the ideal product to fit in with their ration-point allotment, as well as their household food budget.

All grocers are now featuring attractive displays of nutritious Nucoa. They, also, have available free copies of the Nucoa Menu Planner which lists many new and interesting recipes and menu suggestions that tie in with the current rationing program. Here is one of the new recipes listed in this menu planner:

- Mock Chicken Stew**
- 4 tbs. Nucoa
1 1/2 lbs. veal shoulder or neck
3 tbs. flour
2 1/2 tsp. salt
1/2 tsp. pepper
6 carrots, peeled
6 potatoes, peeled
6 onions, peeled
6 cups hot water

1. Cut veal into serving pieces.
 2. Sprinkle with half the salt and half the pepper.
 3. Roll in flour.
 4. Brown in Nucoa over low heat.
 5. Add 2 cups water, cover and cook slowly 1 hour.
 6. Add carrots, potatoes and onions.
 7. Add remaining seasonings and water.
 8. Cover and cook slowly another hour. Thicken gravy, if desired.
- Yield: 6 servings.
Note: May be baked in casserole or oven.

Nucoa Men Work With Grocers Here

C. L. Lyons of the Best Foods, Inc., Portland division, and Frank Hughes, representative for this territory of the Frank Fink wholesale firm, have spent the past 10 days here working with grocers on the current "Win With Nutrition" program. They point out that margarine such as Nucoa, the Best Foods product, plays an even more important role in nutrition these days.

The American Automobile association is urging a re-appraisal of the whole tire and rubber situation to determine whether a higher mileage ceiling can be established to permit greater utilization of the passenger car.

SPORTS BOOTS OUT OF RATION LIST

Over-the-knee olive-drab, clay and khaki colored rubber boots—the kind worn in sport hunting and fishing—will be released today from rationing restrictions applying to men's rubber boots and rubber work shoes, the district OPA office announced today.

Boots of this kind which are not heavy enough for workmen are no longer being produced because of the rubber shortage. However, the existing supply can be sold ration-free as soon as the seller has filed a revised inventory, dropping the released boots from his previous report. The revised inventory is to be filed with the OPA district office serving the reporting establishment.

In announcing this change, the OPA office emphasized to the trade that only over-the-knee boots classified as types 1 and 2 in the rationing regulations, and which in addition are of the designated light colors, are released. Below-the-knee-height boots are still under rationing control regardless of color, he said.

Women's Hats to Be Restricted

WASHINGTON, April 30 (AP)—Women's hats shortly will go under government restrictions. The war production board disclosed today it has reached agreement with the millinery industry to proceed with a conservation order controlling the size of large brims, the yardage used in fabric hats and the length of ribbons and veils.

WPB said, however, it would make "no attempt to limit style possibilities or set styles in any way."

I believe that the granting of vacations to industrial workers this year will be helpful to war production. Experience has shown that the volume of production is increased if the workers can restore their energies through periods of relaxation.—WPB Chairman Donald M. Nelson.

Wave Washes Sailor Over; Another Puts Him Back

WASHINGTON, April 30 (AP)—A mountainous wave in a stormy sea washed Sailor John Andrew Urthoeko into the jaws of death, but another great wall of water washed him out again and started him safely home.

The seaman, second class of New York City, was washed overboard from his own destroyer, the navy reported today. For

40 minutes he managed to stay afloat as one rescue attempt after another failed.

Finally, as darkness was settling, a second destroyer made an approach. The forecastle clashed by, and then the midships passed him up—but as the stern came up a big wave lifted Urthoeko and slammed him on the vessel's fantail. Sailors grabbed him and held on.

Valley Fruit Men Don't Want Price Ceiling on Pears

MEDFORD, April 30 (AP)—Rogue River valley fruit growers and packers don't want a price ceiling on pears.

At a meeting conducted by Geoffrey Baker, Washington, D. C., a price executive of the OPA food division, they predicted prices to consumers would be lower under a free flow of pears to markets.

They contended that if a ceiling is set, conditioning of the fruit should be considered and high quality pears should command a higher price than lower grades.

Innoculations Given Shipyard Workers in Seattle

SEATTLE, April 30 (AP)—Typhoid vaccination of several thousand Lake Washington shipyard workers as an aftermath of an outbreak of illness attributed to impure drinking water was advised yesterday by Dr. Austin U. Simpson, chief of the state health department's laboratories.

The recommendation, made to union officials, followed the discovery earlier in the week of dangerous pollution in one of the yard's drinking fountains.

811 S. 6th Phone 5689
Refrigerator Service
Ward Arnold, Serviceman
MERIT WASHING MACHINE SERVICE

Gillnet Fishermen Take to River at Start of Season

ASTORIA, Ore., April 30 (AP)—The gillnet fishermen, with some 400 nets licensed, took to the Columbia river today for the salmon that means livelihood for them and food for Americans at home and on the world's battlefronts.

The spring season opened at 6 a. m., and the state fish commission said the run was heavy and increasing steadily as the river level receded. Troll catches off the river mouth have been large of late and the number of salmon going past Bonneville dam has been mounting, the commission said.

If it's a "frozen" article you need, advertise for a used one in the classified.

Chocolate Nut Fudge Cake

Two layers of tender chocolate cake. Iced with a chocolate nut fudge icing with nuts in the cake and in the icing.

69c

Tea Sticks

A rich Danish pastry filled with cinnamon and nuts.

40c doz.

Fluhrer's

Women of Klamath Falls

LET NUCOA HELP YOU

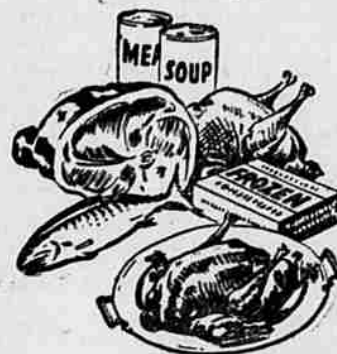
"WIN WITH NUTRITION"



At your grocer's now—see "foods to make the home front strong," with timely displays featuring NUCOA, the nutritious modern margarine with VITAMIN A!

"EVERY DAY, EAT THIS WAY"

say Uncle Sam's Nutrition Rules. Plan your meals so that every day they include foods from all the following food groups. See "reminder" displays at your grocer's and learn this week how NUCOA can help you add delicious flavor and important food value to all your meals—without high cost!



1 Meat, poultry, fish fried in NUCOA or seasoned with NUCOA gain the rich flavor which only a delicious, table-quality spread used for cooking can give. Yet this luxury with NUCOA is thrifty in cost!



2 Fruit, green & yellow vegetables get extra energy value and Vitamin A from seasoning with NUCOA. And NUCOA always tastes sweet and fresh, for it is made year 'round on order only—never held in storage.



3 Bread and cereal are "naturals" with NUCOA! For sugar saving, try NUCOA and syrup on hot cereal. This good, old-fashioned dish is a fine fuel food—rich in vitamins for vim, vigor and vitality!



4 Eggs, any way you cook them, are improved by the delicious flavor NUCOA gives so inexpensively! NUCOA's chief ingredients are pure vegetable oils churned in fresh pasteurized skim milk—both products of American farms exclusively.



5 Milk and milk products are delicious with NUCOA cakes, cookies and pastries. NUCOA is grand for shortening because it adds rich flavor and Vitamin A . . . and because NUCOA is so smooth and easy to cream—never "flaky," even when cold.



6 Spreads with Vitamin A—NUCOA, the delicious modern "thrift spread," furnishes as much food-energy as the most expensive spread for bread (3,300 calories per pound) and in every pound not less than 9,000 units of Vitamin A are guaranteed!

LOOK FOR NUCOA DISPLAYS AT YOUR GROCER'S NOW!

For Every Table and Cooking Purpose— Only 5 Ration Points Per Pound

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| <p>Bagett's Grocery
Boito's Grocery No. 1
Boito's Grocery No. 2
Buick's Grocery
Bunderson Grocery
Carter's Fine Foods
Community Grocery
Crescent Cash Store
Cox Cash Grocery
Dryden's Grocery
East Side Grocery
Economy Grocery
Eleventh St. Grocery
Emil's Super Market
Emil's Food Store No. 2
Emil's Food Store No. 3
Fifth Avenue Grocery
Frazer's Market
Carl Frei
Fremont Grocery
Gallagher's Grocery
Goodwill Grocery
Huskinson's Grocery
Idella's Grocery
Ideal Grocery
Joe's Grocery & Meats
Jurgensen's Groceteria
Keno Store
Kilgore Grocery
Kimsey's Kooler
Klamath River Store</p> | <p>Lapsley Grocery
Lien's Cash Store
Lincoln St. Grocery
Mallory "Y" Market
McDonald's Grocery
Nichol's Grocery
Olympia Grocery
Oregon Food Store No. 2
Oregon Food Store No. 4
Parks Grocery
Pastega's Grocery
Piggly Wiggly
Quality Food Store
Robinson Cash Store
Saylor's Grocery
Second St. Grocery
Shasta Food Store
Sherman's Grocery
Sunset Grocery
Twin Girl Grocery
Unique Grocery
Walker's Grocery
West Klamath Grocery
White Auto Camp
Whitey's Grocery
Yates Grocery
Safeway Store—Oregon Avenue
Safeway Store—8th and High
Safeway Store—South 6th
Safeway Store—1264 Main St.
Safeway Store—East Main</p> |
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