

TAR HEEL KITCHEN

By MISS YORK KIKER
Marketing Home Economist

Eggs have been important to man for centuries. History reveals that eggs were a food delicacy in ancient and biblical times and a staple food wherever abundant. History also associates eggs with science, sports, superstition, and exalts them as a symbol of pagan and Christian custom. Eggs have been rated a great delicacy ever since primitive man first removed them from the nests of birds and wild fowls.

Many authorities believe chickens—and thus eggs—reached the western hemisphere with the second voyage of Columbus.

has not been but a relatively few years ago when it was a widespread practice for the farmer's wife to have her own small flock of laying hens. She fed them scrape, a little grain, and turned them out to "pick" in the summer. Her "egg money" riches were in direct relationship to the time she was able to find for this small private enterprise and the market demands of the nearest community. The farmer who engaged in egg production had methods that would seem quaint and uneconomical today.

True to our heritage, the egg industry has become a highly

scientific business. North Carolina ranks third nationally in egg production. Government inspection handled through the North Carolina Department of Agriculture helps assure homemakers of finding high quality eggs at all times.

Shoppers are frequently reminded that eggs are good buys. These admonitions are justified for many reasons. In the first place, eggs combine with heavy concentration of protein with relatively few calories and complete digestibility. Eggs also supply significant amounts of iron, vitamin A, vitamin D, riboflavin and other valuable nutrients. The fat present in eggs is only 35 to 40 per cent saturated. One large egg contains approximately 80 calories. It should be pointed out that there is no difference in the food value of white of brown eggs, but the difference is due to the breed of hens.

Even though eggs are priced by the dozen, they are bought by the pound. One dozen large eggs weigh a minimum of 1 1/2 pounds. If a dozen large eggs cost 60 cents, means you are paying 40 cents a pound. In comparison, on a pound basis with other foods, you will agree eggs are a good buy. Extra large eggs have a minimum weight of 27 ounces; large eggs 24 ounces; medium have 21 ounces; and small 18 ounces. The best size to buy differs from season to season. Generally in the same grade eggs, if there is less than 7 cents difference between large and medium eggs or between medium and small eggs, the larger eggs are the best value.

There is no relationship between the size and grade of eggs. The size indicates the weight and the grade on the carton refers to the quality when the eggs were packed. Egg quality drops quickly if not refrigerated properly in the store or at home.

Eggs are important ingredients in appetizers, breads, salads, dressings, main dishes, sandwiches, vegetables, desserts and beverages. In general cooking, eggs serve important functions for leavening, thickening, emulsifying, coating, binding and garnishing.

Currently the use of eggs in main dishes is foremost in our minds. They may be as simple or elegant as desired and limited only by ones imagination or skill.

Time-wise and economy-wise, there is nothing much simpler than the basic recipe for creamed eggs. With slight variations this dish can be served often.

CREAMED EGGS

- 1-4 cup butter
- 3 tablespoons flour
- 1 teaspoon salt
- 2 1/8 teaspoon ground pepper
- 1-8 teaspoon paprika
- 1 teaspoon grated onion
- 2 cups milk
- 6 hard-cooked eggs, sliced or chopped
- 1 tablespoon finely chopped parsley.

Melt butter, add flour and seasonings. Blend well and cook over low heat until bubbly. Add milk all at once; cook, stirring constantly, until thickened through. Add eggs and parsley; heat thoroughly. If desired, add more seasoning. Serve hot on toast or waffles, in noodle nests, or over corn bread. For brunch serve over sliced tomatoes or cooked asparagus on toast. Makes four servings.

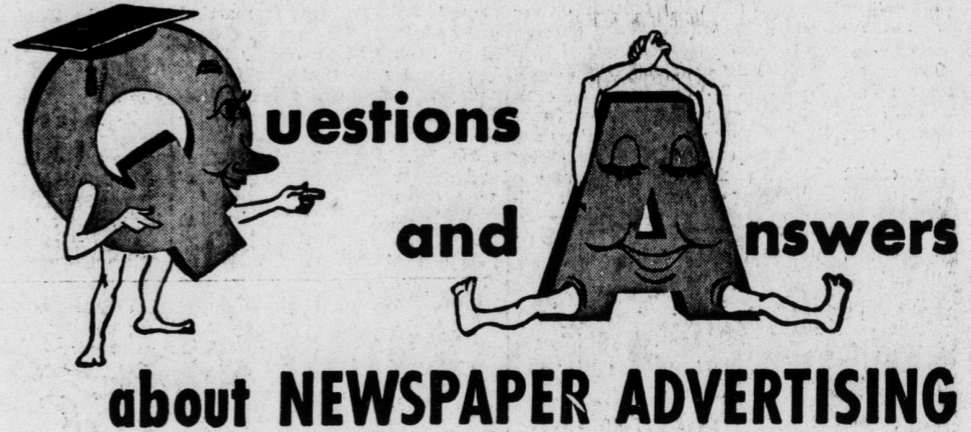
Variations: Add 1 cup cooked vegetables, diced, cooked meat, or shredded, dried beef to cream sauce just before adding eggs.

Scalloped Eggs: Spoon creamed eggs into 9-inch pie pan. Cover with 1/2 cup fine bread crumbs, buttered. Bake in a 400 degree F. (hot) oven until crumbs are brown and sauce is bubbly, 20 minutes. Makes four servings.

Since there have been sources of information indicating to everyone that they can reduce their risk of having a heart attack by leaving eggs out of their diet, several statements from the Journal of the American Medical Association, December 25, 1972, give sound advice. In effect the Food and Nutrition Board and the Council of Foods and Nutrition recommended that persons falling into "risk categories" be given appropriate combination of physical activity and calorie intake. Also, care should be taken to assure that the dietary advice given does not compromise the intake of essential nutrients. On the basis of this information, it would seem unwise to curtail the use of eggs, milk and other nutritious foods unless specifically recommended by a physician.

Among year-round, full-time workers, union members have higher median earnings than nonunion members. In 1970, union workers averaged \$8,609, about \$1,200 more than non-union members.

MEMO TO ADVERTISERS



Q. What are the 3 most important rules for profitable newspaper advertising?

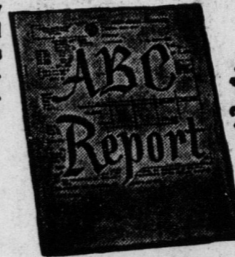
1. Your advertising message should be new, friendly, informative, easy to read. Give facts and news about your merchandise and service.
2. Advertise regularly. Make your advertising do what successful salesmen do—call on customers and prospects consistently.
3. Insist on audited circulation reports that give you the facts about the audience that your sales messages will have when you buy newspaper advertising.

Q. Is there a measure for the value of newspaper circulation to an advertiser such as the standards a merchant uses in buying merchandise—for example, like STERLING on silver?

A. Yes—in the well known circulation standards of the AUDIT BUREAU OF CIRCULATIONS.

Q. What is the A.B.C.?

A. The A.B.C. is a cooperative, non-profit association of 3,450 advertisers, advertising agencies and publishers in the United States and Canada. Organized in 1914. Brought order out of advertising chaos by establishing a definition for paid circulation, rules and standards for measuring, auditing and reporting the circulations of newspapers and periodicals.



Q. What does A.B.C. do for me?

A. At regular intervals one of the Bureau's large staff of experienced circulation auditors makes a thorough audit of the circulation records of each publisher member. The results of each audit are published in an easy-to-read A.B.C. report for your use and protection when you buy newspaper advertising.

Q. What are the FACTS in A.B.C. reports?

A. A.B.C. reports tell you how much circulation, where it goes, how obtained and other FACTS that help you buy advertising as you would make any sound business investment—on the basis of known values and audited information.

Q. Are all publications eligible for A.B.C. membership?

A. No. Only those with paid circulation. This is important to advertisers because it is evidence that the paper is wanted and read.

Q. Is this newspaper a member of the Audit Bureau of Circulations?

A. Yes. We are proud of our circulation. We want you to know the FACTS about the audience your selling messages will have when they appear in these pages. Ask for a copy of our latest A.B.C. report.

KINGS MOUNTAIN HERALD

A.B.C. REPORTS - FACTS AS A BASIC MEASURE OF ADVERTISING VALUE

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**YOU DON'T BUY GLASSES
—YOU BUY VISION!**

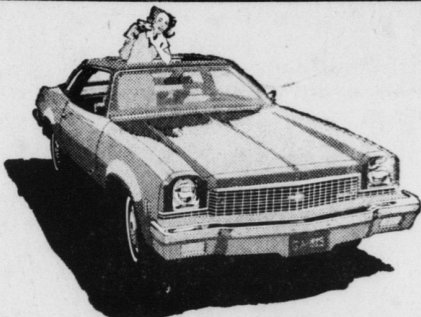
It is very important to put things in their proper perspective as does the headline of this message. And we feel that this type of analogy is very well suited to choosing the pharmacy that will supply your family with their medicines, sickroom supplies and health-aids.

We hope you will select us as your personal family pharmacy so that we can prove to you that you don't just buy prescriptions — you buy a complete service that is dedicated to better health for you and your family.

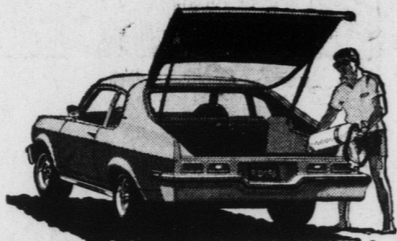
YOU OR YOUR DOCTOR CAN PHONE US when you need a delivery. We will deliver promptly without extra charge. A great many people rely on us for their health needs. We welcome requests for delivery service and charge accounts.

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