

pilot light **Greg Melikov**

Stop fighting, make burgers

Today's Shopping Cart brings a new feature that will be found weekly in this space. "Pilot Light" is written by Greg Melikov, a newspaper copy editor in Miami, Fla. Melikov began doing the grocery shopping for his mother who was ill when he was 10 years old. He began cooking while in college and continued to cook and grocery shop after his marriage nearly 20 years ago because his wife didn't enjoy either task. Melikov will welcome your comments, suggestions and problems. Write him in care of this newspaper.

The Burger War has had an impact on the home front. My wife took two youngsters to lunch the other day and they wanted to go to McDonald's. All three had Big Macs.

That night, Anita observed, "I think the Big Mac is a little bigger since those TV ads."

"But the commercials belong to Burger King," I reminded her. "McDonald's burgers are supposed to be 20-percent smaller."

On the TV front, the prime contender in the Burger War has mounted an offensive that has me seeing stars. On the legal front, two of the Burger Empire struck back with counter attacks.

From the home front, my advice to all is simple: Make better burgers, not war.

I can't pinpoint the last time I tried to digest one of those fast-food sandwiches, but I recall having difficulty locating the tomato. Frankly, the tomato or onion or burger always looks 40-percent thicker on TV than in person.

I really don't care if Burger King's patties weigh more or taste better than McDonald's or Wendy's because Melikov's burgers are good enough for me.

That's why I didn't relish hearing the Burger King story through Christmas every time I turned the TV dial.

I feel sorry for Wendy's because it doesn't figure to move up from No. 3 after the smoke clears. At least Burger King has the Whopper and McDonald's has the Big Mac. Wendy's has the Single — not your most alluring monicker. Besides, I figure if God wanted us to eat square burgers He would have created square tomatoes and square onions.

McDonald's may be top dog, but if it is all that serious about burgers, how come the spokesman is a clown named Ronald who doesn't have sense enough to get out of an elevator at the right floor?

I'm not overjoyed about Burger King's spokesperson. For sure, she shouldn't be teaching math to adults.

"Do I look 20-percent smaller to you?" she asks. Twenty-percent smaller than who?

I realize Burger King must try harder because it's No. 2, but it could have done better than the spokeswoman who recites her splot wearing a not-a-strand-out-of-place hairdo and an unwrinkled uniform.

I've learned how those uniforms stay so clean. I dispatched my wife to the fast-food front and she found some Burger King personnel wearing no-regulation gear: red T-shirts.

Fortunately, on the home front, I have relied on a nifty maneuver to avoid those commercials: We just got cable TV.

And when I want a burger, I can stroll into the kitchen and have it my way.

DEVELOPED PORK BURGERS
 1 pound ground pork
 1 large carrot, shredded
 1 egg
 2 tbsp chili sauce
 2 tbsp Dijon mustard
 1/2 tsp salt
 1/4 tsp black pepper

Combine all ingredients, shape into 4 patties and refrigerate 45 minutes. Broil on rack in oven or fry in non-stick skillet until desired doneness but cook well. Serve on buns with desired trimmings.

MUSTARD BURGERS
 1 1/2 pounds ground beef
 1 tbsp instant minced onion
 1 tsp celery salt
 1/2 tsp black pepper
 3 tbsp hot mustard sauce
 1 egg, beaten
 1/2 tsp cooking oil

Combine meat and seasonings, then blend in mustard sauce and egg, shape into 4 patties and refrigerate 30 minutes. Fry in hot oil on medium heat until desired doneness. Serve on buns with desired trimmings.

ADD A LITTLE GREEK FOOD
 to your parties of 8 or more
 We'll prepare fresh Greek salads, spinach pie, pastas, etc. 3 days notice please. For more information, just give us a call

LATE SNACK SANDWICHES
 Join us after shopping or before a movie, 5-10 pm. Includes top of soup or coffee.
 Gyro Sandwich, 1/2 lb., reg. \$1.50...\$2.80
 Cold Turkey Sandwich, 1/2 lb., reg. \$1.50...\$2.40
 Cheesburger, 1/2 lb., reg. \$1.50...\$2.20
 Patty Melt, 1/2 lb., reg. \$1.50...\$2.15
 1/4 lb. Hamburger, 1/4 lb., reg. \$2.15...\$2.10
 Tuna Fish, 1/2 lb., reg. \$1.50...\$1.85

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