How to turn bargain buys into banquet fare
IT'S SMART TO TAKE ADVANTAGE OF FOOD STORE SPECIALS

Every day the food store pages of your newspaper feature special buys that mean big savings on your food budget. This booklet is designed to give you new serving ideas that make bargain buys the brightest part of your meals. The secret is the generous use of Dairy Foods to add extra flavor, nutrition and variety. Try the Thrifty Meal Mates on the following pages. See if you don't agree that bargain buys and dairy foods make tastier meals.

Snackin' good fun with Quaker Oats or Mother's Oats

It's fun to come home from school and find the cookie jar brim full of Choco-Dot Cookies made with Quaker Oats. Nothing hits the spot better, after an active day, than cookies and a tall glass of milk.

Discover the delights of Dairy Sour Cream

Clever homemakers know how easy it is to give a bargain buy a bright new taste with Dairy Sour Cream. It's so tangy, smooth and blendable. Discover what Dairy Sour Cream can do for your meats, vegetables, casseroles and salads.

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CASSEROLE ITALIANO (4-6 servings)

Casserole, 1 1/2-quart Preheated 350° oven
1 pound ground beef
1/2 cup chopped onion
1 medium clove garlic, minced
1/2-1 teaspoon oregano
1/2 teaspoon salt

In skillet brown beef with onion, garlic and seasonings. Combine mixture in casserole with soup, water and noodles. Place cheese around edge of casserole. Bake 30 minutes.

Baked Pears with Gingered Cream Topping: Serve warm
Baked Pears with Topping made by blending 1 cup dairy sour cream with 2 Tbsp. confectioners sugar and 1/4 tsp. ginger; or, serve with vanilla ice cream sprinkled with ginger.

FRENCH BREAD WITH CHIVE SPREAD

1/2 cup (1 stick) butter, softened
1 teaspoon minced chives
1/4 cup dairy sour cream
1 loaf French bread

Mix together butter, sour cream and chives. Slice bread in half horizontally, spread cut sides with Chive Spread. Wrap in foil; heat in 350° oven 20 minutes.

Beets in Orange Butter Sauce: In small saucepan mix 2 Tbsp. sugar, 1 Tbsp. cornstarch, 1/4 tsp. salt; stir in 1 cup orange juice. Cook, stirring constantly, until thickened. Add 1/4 cup butter and 2 cups sliced cooked beets; heat. 3-4 servings.

Golden Potato Soup: In saucepan combine 1 can Campbell's Cream of Potato Soup and 1 soup can milk; stir well. Add 1/4 cup shredded carrot. Heat. Garnish with chopped parsley. 3-4 servings.
Get your new 112-page Bisquick cookbook

It's the newest cookbook from the Betty Crocker Kitchens. Over 275 exciting recipes... all made easy with Bisquick. Recipes for every occasion. Hard covers, spiral bound, a bargain! Details on Bisquick package.

Bisquick

Versatile Meal Mate—Knox Unflavored Gelatine

Knox is all protein with no sugar. You add your own fresh, nutritious ingredients to make delicious gelatine salads and desserts. See how many ways Knox Unflavored Gelatine serves as a thrifty mate to other foods and adds appeal to any meal.

KNOX UNFLAVORED GELATINE

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**Savory Pork Pie with Biscuit Topping**

- **BUTTERED CARROTS**
- **GREEN SALAD**
- **FRUIT RIPPLE ICE CREAM**
- **Milk**

**SAVORY PORK PIE WITH BISCUIT TOPPING**

<table>
<thead>
<tr>
<th>(6-8 servings)</th>
<th>Preheated 450° oven</th>
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<tbody>
<tr>
<td>1½ pounds lean pork butt, cut in 1-inch cubes</td>
<td>¼ cup chopped onion</td>
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<tr>
<td>3 tablespoons flour</td>
<td>1 teaspoon salt</td>
</tr>
<tr>
<td>2 tablespoons butter</td>
<td>½ teaspoon pepper</td>
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<tr>
<td>½ cup chopped celery</td>
<td>⅓ cup boiling water</td>
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</table>

Dredge pork in flour and brown in butter. Add celery, onion, salt, pepper and water. Cover and simmer 1½-2 hours. Add more water, if needed. When pork is tender, stir in half and half, bring to simmer. Place in baking dish. Make biscuit dough as directed on Bisquick pkg.; cut and place on top of hot mixture. Bake 10-12 min.

**FRUIT RIPPLE ICE CREAM**: Fill refrigerator tray with vanilla ice cream. Cut wavy channels in ice cream and fill with any Gerber Strained or Junior Fruit. Freeze until firm.

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**Lemon Cheesecake Pie**

- 9-inch crumb crust
- ½ can (6 Tbsp.) frozen lemonade concentrate
- ½ cup milk
- 1 cup cottage cheese
- ¼ cup sugar

Sprinkle gelatine over milk in saucepan. Dissolve over low heat, stirring constantly; remove from heat. Beat cottage cheese until smooth; add to gelatine mixture along with sugar and concentrate. Fold in whipped cream. Turn into crust; chill. Top with cherry pie filling.

**Glazed Prunes and Apples**: In a baking pan mix ½ cup melted butter and ½ cup maple syrup. Add cored slices of 3 apples, in single layer and 12 cooked prunes; bake in 350° oven 15-20 minutes, turning once.

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**Pork Roast**

- Glazed Prunes and Apples
- Buttered Green Beans
- Potatoes
- Tossed Vegetable Salad
- Blue Cheese Pie
MOLDED BEET SALAD (6-8 servings)
1 tablespoon (1 envelope) 2 jars Gerber Strained Beets
unflavored gelatine 1 tablespoon lemon juice
1/4 cup cold water 2 tablespoons vinegar
1 cup boiling water I half cup chopped celery
Soften gelatine in cold water; add boiling water, stir to dis-
solve. Stir in remaining ingredients. Chill until firm in
small molds. Dressing: Beat together 1/2 cup cottage
cheese, 1/4 cup dairy sour cream, 1 Tbsp. lemon juice and
1/4 tsp. seasoned salt.

Plum Good Cobbler: Cook syrup from 2 cans (1 lb. 1 oz.)
purple plums with 3 Tbsp. quick-cooking tapioca until thick;
add 2 Tbsp. butter, 1/4 tsp. almond extract, 1/4 tsp. salt and
plums, pitted; pour into 8-in. square pan. Combine 1 cup
Aunt Jemima Buttermilk Pancake Mix with 1/2 cup sugar;
cut in 1/4 cup butter. Stir in 1 beaten egg and 1/2 cup milk just
until moistened; spoon over plums; sprinkle with 1 Tbsp.
sugar. Bake in 400° oven 25-30 minutes. 8 servings.

Chicken Roll-Ups*  Buttered Peas and Carrots
Perfection Salad with Sour Cream Dressing*  Sherbet and Cookies
Milk

CHICKEN ROLL-UPS (4 servings)
1 cup diced cooked chicken 1 egg
1/2 cup butter 1 cup Aunt Jemima
2 tablespoons water Pancake Mix
Salt and Pepper 1 tablespoon butter, melted
1 cup milk 1 cup whole cranberry sauce
Heat chicken, butter and water; salt and pepper to taste.
For pancakes combine milk, egg, pancake mix and butter
stirring until fairly smooth. Bake 8 pancakes using 1/4
cup batter for each. Place 1 heaping Tbsp. chicken on
each pancake; roll up. Top with warm cranberry sauce.

Perfection Salad: Sprinkle 1 envelope Knox Gelatine over
1/4 cup cold water; stir to dissolve over medium heat; remove.
Stir in 1/4 cup sugar, 1/2 tsp. salt and 3 large ice cubes. Add 1/4
cup white vinegar and 1 Tbsp. lemon juice; chill until syrupy.
Add 1 cup each chopped cabbage and celery and 1 chopped
pimiento. Chill in 3-cup mold. Dressing: Mix 1/2 cup dairy
sour cream, 1/2 tsp. sugar, 1/2 tsp. salt and 1 tsp. white
vinegar. 4-6 servings.

Try Thrifty Meal Mate Ideas with Gerber Baby Foods
Babies love the delicious flavors and pleasing textures of nourish-
ing Gerber Baby Foods. Smart homemakers are using tempting
Gerber Baby Foods for family treats. Try Gerber Strained Applesauce over gingerbread à la mode.

Hooray! It’s Aunt Jemima Day!
Aunt Jemima Pancakes are a treat for the family—morning,
noon or night. Try “order up” pancakes... while the first side of the
pancake is baking, sprinkle on chopped pecans, crumbled cooked
bacon or chocolate pieces. Fun to make, sure to please!
Hearty Hot Meals come easy with VEG-ALL
Combine delicious VEG-ALL Mixed Vegetables with seasoned ground beef, tomato paste, instant potatoes and cheese for a he-man hot dish your family will love. Need a side dish in a hurry? Just pour VEG-ALL from the can, heat and eat.

VEG-ALL SPAM CHOWDER (4-6 servings)

2 tablespoons butter 1 can (16 oz.) Veg-All Mixed Vegetables
1/4 cup chopped onion 2-2 1/2 cups milk
3 tablespoons flour Dash of pepper
Chopped parsley

In saucepan melt butter, add SPAM and brown. Add onion; sauté until tender. Blend in flour. Add Veg-All with liquid, milk and pepper. Stirring constantly, bring to boil; reduce heat and simmer several minutes. Serve sprinkled with chopped parsley.

Apple Crisp à la Mode: Place 4 cups sliced peeled apples in buttered 8-inch square pan; sprinkle with 1/3 cup sugar and 2 Tbsp. water. Mix together 1 1/4 cups Bisquick, 1/2 cup sugar and 1/2 tsp. cinnamon; with a fork mix in 1 beaten egg. Sprinkle over apples; pour 1/4 cup melted butter over top. Bake in 400° oven 25 minutes, or until brown. Serve warm topped with ice cream. 6-8 servings.

THRIFTY MEAL MATES

SPAM and VEG-ALL Goulash*
Casserole, 1 1/2-quart
Preheated 425° oven
1 can Hormel Spam 1/2 cup milk
1 cup wide egg noodles, cooked 1 can (16 oz.) Veg-All Mixed Vegetables
1 can cream of mushroom soup 1 teaspoon minced onion

Cut SPAM into 9 slices; then, triangles. Heat in casserole. Mix drained noodles with soup, milk, Veg-All with liquid and onion. Turn oven to 350°. Remove 1/3 of SPAM. Pour noodles over SPAM in casserole; top with reserved SPAM. Bake 30 minutes.

Banana Cream Pie: Prepare 1 package vanilla pudding mix according to package directions, using 1 1/2 cups milk. Cool slightly; then fold into 1 cup whipping cream, whipped. Slice 2 bananas into a 9-inch graham cracker pie shell; pour filling over; chill. Garnish with sliced bananas.
FOR MENU VARIETY

Cheese Noodle Bake* Buttered Peas
Creamy Cabbage-Pineapple Slaw* Poppy Seed Rolls Butter
Chocolate Cake Milk

CREAMY CABBAGE·PINEAPPLE SLAW (4-6 servings)

Blend sour cream with pineapple, vinegar, lemon juice, sugar, mustard and salt; chill. Toss cabbage, carrot and green pepper lightly with sour cream mixture.

Cheese Noodle Bake: Prepare 1 package Kraft Noodles with Chicken according to package directions. Add 1 cup shredded Cheddar cheese and 1 can (2 oz.) mushrooms; turn into 1 1/4-qt. casserole. Bake in 350° oven 15-20 minutes. Sprinkle with additional shredded Cheddar cheese. 4 servings.

Family Choice Pizza*

Preheat 425° oven

Prepare pizza according to package directions. Place one of the following on each 1/4 section of dough: onions sautéed in butter, beef, shrimp and mushrooms. Bake 18-20 minutes or until crust is golden brown; top with cheese slices. Return to oven 1-2 minutes to melt cheese.

Dessert Crumble Topping: Combine 2 cups Quick Quaker Oats, uncooked with 1/2 cup melted butter and 3/4 cup firmly packed dark brown sugar; spread in large baking pan; toast in 350° oven about 20 minutes, stirring every 5 minutes. Cool; refrigerate in covered container. Use as Topping for ice cream and puddings.

Each a Thrifty Meal in itself—Kraft Dinners

Here are hearty hot meals you can prepare in a hurry! Kraft Macaroni and Cheese, Kraft Noodle with Chicken and Kraft Spaghetti Dinners—all are made with fine wholesome ingredients to give you good old fashioned flavor.

KRAFT DINNERS

Choose Cheese for pleasing meals and snacks

Natural Cheeses are the answer to many a menu problem. Their many flavors make them complementary to other foods. Delicious, nutritious and versatile, Cheese is first choice for appetizers, sandwiches, main dishes and desserts. For good eating, choose Cheese!
Plan your thrifty meals around dairy foods

HOW YOUR SUPERMARKET SAVES YOU MONEY

Food retailers are constantly competing to win you as a customer. Each store strives to offer you higher quality, lower prices and friendlier service. One result of this keen competition is the fact that most food prices remain stable year after year. Better yet, in terms of your family’s rising income, U.S. Government figures prove that food actually costs less this year than it has at any other time in history. In 1953, food cost an average of more than $22 out of every $100 you earned after taxes. Today, you pay out only about $19, on the average—and you’re getting more nutritious, appetizing and convenient food. YOUR SUPERMARKET IS YOUR BUDGET’S BEST FRIEND!