



“... search
and find”

that is what *The Kroger Food Foundation* is doing
every hour of every day
to make food standards better and better for you

BISCUIT for dinner! Golden-topped, light-hearted—made from a new sack of flour. Do you wonder why they look better, taste better, and *are* better? We'll tell you . . .

Before that flour was sacked, staff scientists of The Kroger Food Foundation baked batch after batch of biscuit for you . . . testing and blending flours that had been milled according to their own carefully worked-out specifications. To give you a flour perfectly balanced in glens and proteins, with the tiny starch cells unbruised, unbroken. A finer, whiter flour . . . that perfect baking flour that you used for *your* biscuit.

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THIS will give you a pre-view of just one phase of the work of The Kroger Food Foundation, established by The Kroger Grocery & Baking Company and dedicated to the families of the nation.

But “why” you'll probably ask, “has Kroger set aside the income from a

Million Dollar Fund for The Foundation? Why is Kroger not content with its existing high food standards?”

For years—housewives in more than 1,428 cities and towns have depended upon Kroger's to supply them with foods they could depend upon. Their confidence and increased patronage has made Kroger's an institution.

So, as an institution, The Kroger Grocery & Baking Company is accepting the *increasing* responsibility. We believe that present high food standards are not high enough. We believe that, through study and with the aid of science, The Kroger Food Foundation can find undreamed-of ways of improving the flavor and increasing the health value of foods . . . for your family's health and happiness as they depend upon food.

The Foundation is *yours*. Tell us how it may serve you, individually. Perhaps you would like to have ideal menus for your family . . . or a laboratory-tested way of cooking a favorite, but not always easily digested, food . . . a real understanding of vitamins . . . “what should be eaten with what.” Just write to The Kroger Food Foundation, Cincinnati, Ohio.

KROGER-CONSUMERS Stores in CHICAGO

THE KROGER GROCERY & BAKING COMPANY

Serving through 5,000 stores

Regularly, in this newspaper, we will publish reports of the work being done by The Kroger Food Foundation. You will find these stories interesting and helpful—be sure to watch for them.

