



14 "Budget-Saving" Menus

developed by

THE KROGER FOOD FOUNDATION

to help you add healthful variety to your meals...
make fewer food dollars go farther... help you practice
thrift with pleasure and with pride

NOW, at this timeliest of times, THE KROGER FOOD FOUNDATION comes to you with the welcome news of a new service—two specially developed groups of "Budget-Saving" Menus, for breakfasts, luncheons and dinners, for fourteen days. Menus selected by experts of THE KROGER FOOD FOUNDATION for proper balance and health-giving nutrients. Menus approved by domestic scientists as having the greatest appetite appeal for the most families. Menus that you will approve, too, because they will show you how to spend less, and get more for every food dollar that you *do* spend.

To give you a "sample" of this new service, one group of "Budget-Saving" Dinner Menus is printed here. Fourteen of them—planned to appeal to your sense of thrift, and, at the same time, help you keep up the food standards on your table.

To fit in with these dinner menus, THE KROGER FOOD FOUNDATION has also developed breakfast and luncheon menus for each of these fourteen days—all overlapping, one dependent on the other, so you can do your planning and your marketing for days in advance. And that's another sure way to save, you know. This first group of menus can be served to a family of four at a cost of \$30, or less, for the two weeks (based on the prevailing prices in a large midwestern city).

For those whose food budget is less than \$15 a week, THE KROGER FOOD FOUNDATION offers a second group of menus—three a day for fourteen days—which can be served to a family of four for \$10 (or less) a week.

Both groups of "Budget-Saving" Menus are offered to you in THE KROGER FOOD FOUNDATION'S latest bulletin, "Budget-Saving Menus for 14 Days." This bulletin also gives weekly shopping orders, with exact quantities, together with recipes and such helpful suggestions as how to serve left-overs disguised in new and appetizing dishes... how

SUNDAY
Stewed Chicken with Dumplings
Mashed Potatoes Fried Parsnips
Radishes Celery
Bread Butter
Fresh Apple Pie
Beverage
(Milk for Children)

MONDAY
Chicken Pie (from left-over chicken)
Potato Cakes Creamed Cabbage
Waldorf Salad Bread Butter
Chocolate Pudding
Beverage
(Milk for Children)

TUESDAY
Fresh Ham Roast
Browned Potatoes Mashed Rutabagas
Lettuce Salad
Baking-Powder Biscuit Honey
Bread Pudding
Beverage
(Milk for Children)

WEDNESDAY
Scalloped Pork and Cabbage (from left-over ham roast)
Baked Potatoes Fruit Salad
Whole Wheat Bread Butter
Brown Betty Pudding with cream and sugar
Beverage
(Milk for Children)

THURSDAY
Pot Roast of Beef with Vegetables
(Carrots, potatoes, turnips, celery and onions)
Lettuce Salad Rolls Butter
Apple Snow with Custard Sauce
Beverage
(Milk for Children)

FRIDAY
Salmon Loaf Creamed Potatoes au Gratin
Fried Egg Plant Cole Slaw
Bread Butter
Butterscotch Pudding
Beverage
(Milk for Children)

SATURDAY
Roast Beef Pie (made from left-over beef, with carrots, onions and potatoes)
Sliced Tomatoes
Baking-Powder Biscuit Honey
Canned Pears Beverage
(Milk for Children)

SUNDAY
Vegetable Soup
Stuffed Shoulder of Lamb
Mashed Potatoes Buttered Green Beans
Cole Slaw Whole Wheat Bread Butter
Prune Souffle with Orange Sauce
Beverage
(Milk for Children)

MONDAY
Ragout of Beef Kidney
Mashed Potatoes Glazed Carrots
Bread Butter
Baked Apples Cookies
Beverage
(Milk for Children)

TUESDAY
Meat Loaf (from left-over lamb)
Creamed Potatoes Braised Celery
Spiced Beets Bread Butter
Apple Tapioca
Beverage
(Milk for Children)

WEDNESDAY
Baked Noodles and Sausages
Vegetables in Curry
Bran Muffins Butter
Head Lettuce French Dressing
Baked Bananas with Custard Sauce
Beverage
(Milk for Children)

THURSDAY
Tomato Bouillon
Beef Stew with Vegetables
Cole Slaw Bread Butter
Apricot Whip
Beverage
(Milk for Children)

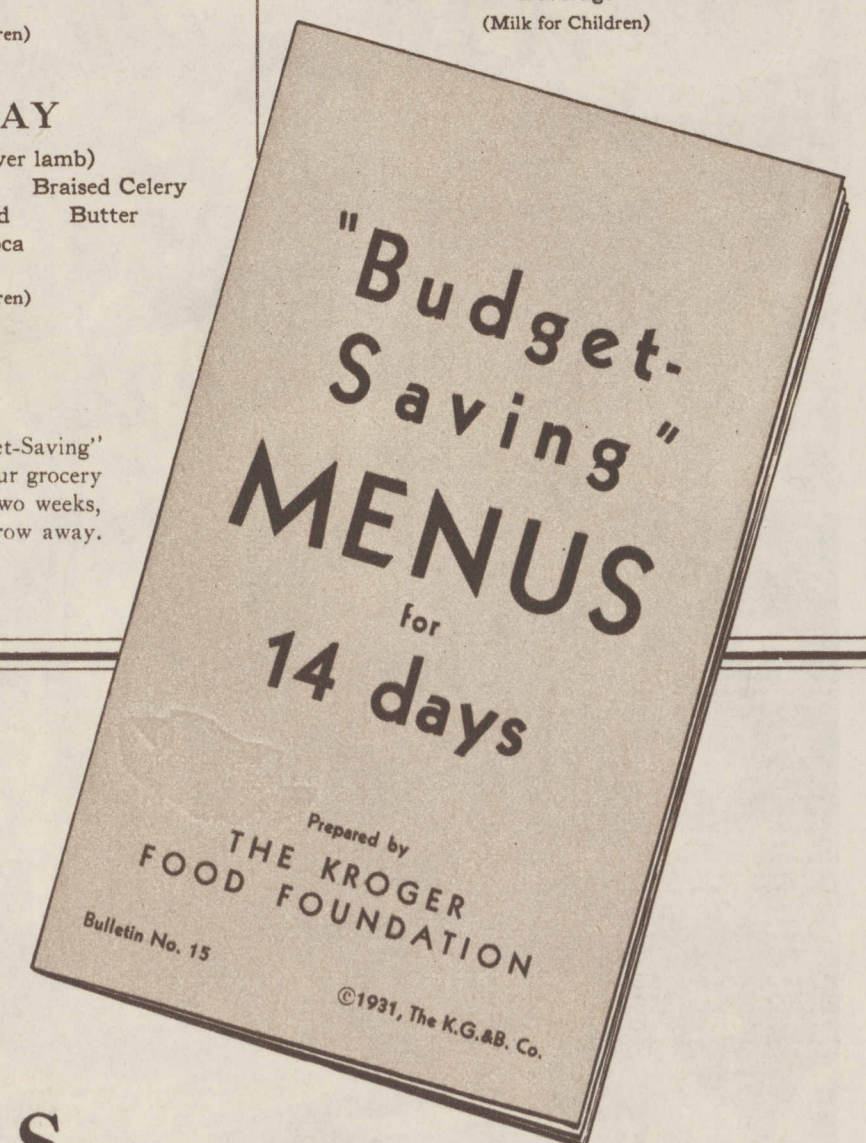
FRIDAY
Creamed Codfish Baked Potatoes
Vegetable Salad
Baking-Powder Biscuit Butter
Caramel Pudding
Beverage
(Milk for Children)

SATURDAY
Pork-Chops Gravy Baked Potatoes
Baked Squash Rolls Butter
Canned Pineapple Cake
Beverage
(Milk for Children)

RIGHT NOW—while you have this paper in your hand—cut out these 14 "Budget-Saving" Dinner Menus, and tack them up where you can refer to them when you are making up your grocery list. Remember, by following these menus and planning your meals ahead for the next two weeks, you can buy to better advantage, save more money, and never have any left-overs to throw away.

to save back vegetables and fruits to combine in salads...
how to cook tomorrow's luncheon with tonight's dinner.

Of course, you will want a copy of this bulletin, and you can get it at your neighborhood Kroger Store tomorrow morning. But better go in early, as there is always a big demand for these Foundation Bulletins. Or, if you prefer, write direct to The Kroger Food Foundation, Cincinnati, O.



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