



Your HOPES

*Will they find health and wisdom and happiness
as they travel the long road ahead?*

The Kroger Food Foundation is ready to help you with the answer to this most important question at this most important time

SEE them starting out (so big, so important!), your little girl, your little boy. Off to school, and to life. How you plan for them, work for them, *live* for them. They are your hopes! What they will be tomorrow depends so much upon the habits they form today. Not the least of these "habits" is what they learn and like to eat. So see to it that they eat the right foods in the right amounts at the right time, and you will help them to grow healthy, happy and wise.

And, right now, at the beginning of the school year, The Kroger Food Foundation offers you food for thought upon this most vital subject—food for your children. Do you realize that the youngster who so proudly brings home one "A" or "90" after another is usually the self-same healthy, happy youngster who drinks (or eats!) his quart of milk each day? And that the restless, fidgety child who "just can't seem to get

but getting the children to eat them is quite another. There are many ways to overcome this difficulty—one is strategy. For example, as you put the carrots on their plates, tell the children that these are "spark-plugs" to make little body engines run. They'll know what you mean, because they know that Daddy's car wouldn't run without them. If the youngsters shy away from their spinach and milk, cereal and egg, explain to them that these foods contain minerals, and that minerals are really "bone masons" that build the strong "body houses" in which we live.

Instead of talking to your boy and girl about "proteins," simply tell them that lamb, liver, beans, corn, and peas are "body-building-blocks." And you needn't mention "carbohydrates" at all—just explain that prunes, raisins, rice, tapioca and oatmeal furnish "coal"

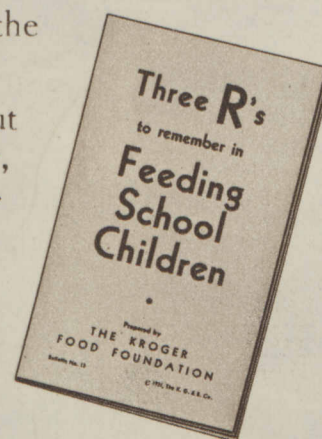
arithmetic" is the one who just won't take his morning glass of orange juice, or who won't eat his carrots?

PERHAPS you may say, preparing the proper foods is one thing,

for the body "locomotive." You say your boy won't eat butter on his bread, and doesn't like milk-and-meat gravy? If he's interested in football, he'll change his mind when you tell him that such foods (fats) are "shin-guards" and "shoulder-pads" because they serve as padding under the skin to protect the bones and organs of the body.

IF your children don't drink at least four glasses of water each day, remind them of what happens to a flower that doesn't get enough water, and ask them if they want to "wilt away." But don't let them "wash down" their food with water! And don't permit them to have more than one glass of milk at a meal unless they have eaten all the other food they need. Don't make a dreaded event of their milk-drinking. They'll take their milk, and like it, too, if you hide it in cocoa and custards, gravies and creamed vegetables.

FINALLY, let THE KROGER FOOD FOUNDATION help you in selecting and preparing and serving the right amounts of the right kinds of the right foods for your children. To help you help them, we have prepared a valuable bulletin: "Three R's To Remember In Feeding School Children." It gives you "The Skeleton of a Good Daily Diet," shows you what foods to prepare, gives menus and tested recipes. Get your free copy tomorrow morning at your neighborhood Kroger Grocery, or write direct to THE KROGER FOOD FOUNDATION, Cincinnati, Ohio.



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