



THRIFTY MEAL MATES



How to turn
bargain buys into
banquet fare



a message from dairy farmer members of
**american dairy
association**



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.

**QUAKER OATS OR
MOTHER'S OATS**

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.



THRIFTY

Pot Roast Sour Cream Gravy*
Potatoes Carrots Orange Slaw
Fruit Cup and Choco-Dot Cookies* Milk

CHOCO-DOT COOKIES (3½ dozen)

| | |
|---------------------------------|--|
| Buttered baking sheets | Preheated 375° oven |
| ½ cup (1 stick) butter | ½ teaspoon baking soda |
| ½ cup firmly packed brown sugar | ½ teaspoon salt |
| ½ cup sugar | 1½ cups Quaker Oats (quick or old fashioned, uncooked) |
| 1 egg | 1 package (6 oz.) semi-sweet chocolate pieces |
| 1 tablespoon water | ¼ cup chopped nuts |
| ½ teaspoon vanilla | |
| ¾ cup sifted flour | |

Cream together butter and sugars. Beat in egg until fluffy. Add water, vanilla; then flour, soda and salt sifted together. Stir in oats, chocolate and nuts. Drop by rounded teaspoons onto baking sheet. Bake 12-15 minutes.

Sour Cream Gravy: Skim fat from meat drippings; measure; add water to give 1¼ cups. Heat; stir in ¼ cup water mixed with 3 Tbsp. flour. Cook, stirring constantly, until thick. Remove from heat; slowly stir in 1 cup dairy sour cream warmed to room temperature. Season. Serve immediately.

MEAL MATES WITH BEEF

Casserole Italiano*

Lemon-Buttered Spinach with Egg Garnish

Buttered Bread Sticks Relishes

Baked Pears with Gingered Cream Topping*

Milk

CASSEROLE ITALIANO (4-6 servings)

Casserole, 1½-quart

Preheated 350° oven

1 pound ground beef

1 can (10½ oz.) Campbell's

⅓ cup chopped onion

Tomato Soup

1 medium clove garlic,
minced

⅓ cup water

2 cups cooked wide noodles

½-1 teaspoon oregano

1 cup shredded Cheddar cheese

½ 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 ¼ tsp. ginger; or, serve with vanilla ice cream sprinkled with ginger.

Golden Potato Soup*

Broiled "Tenderized" Chuck Steak

Beets in Orange Butter Sauce* Green Salad

French Bread with Chive Spread*

Fruit and Cheese

Milk

FRENCH BREAD WITH CHIVE SPREAD

½ cup (1 stick) butter, softened

1 teaspoon minced chives

¼ 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, ¼ tsp. salt; stir in 1 cup orange juice. Cook, stirring constantly, until thickened. Add ¼ 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 ¼ cup shredded carrot. Heat. Garnish with chopped parsley. 3-4 servings.

Brighten budget buys with Campbell's Tomato Soup

So many good things you make will welcome the rich, full-bodied flavor of Campbell's Tomato Soup. Serve it plain, or season as desired to serve over hamburgers, meat loaves, pork chops, franks, fish and chicken dishes.

Campbell's SOUPS

Treat yourself to real Butter goodness

The can't-be-matched flavor of fresh Butter (made naturally from pure cream) is the secret of fine cooking. So always use Butter in baked goods, sauces, casseroles and with vegetables. The buttery flavor is so noticeable—so good!

**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**



THRIFTY MEAL MATES WITH PORK

Savory Pork Pie with Biscuit Topping*
Buttered Carrots Green Salad
Fruit Ripple Ice Cream*
Milk

Pork Roast Glazed Prunes and Apples*
Buttered Green Beans Potatoes
Tossed Vegetable Salad
Lemon Cheesecake Pie*
Milk

SAVORY PORK PIE WITH BISCUIT TOPPING

(6-8 servings)

| | |
|--|-----------------------|
| Sq. baking dish, 8-in. | Preheated 450° oven |
| 1½ pounds lean pork butt, cut in 1-inch cubes | ¾ cup chopped onion |
| 3 tablespoons flour | 1 teaspoon salt |
| 2 tablespoons butter | ⅛ teaspoon pepper |
| ⅓ cup chopped celery | 1½ cups boiling water |
| | ½ cup half and half |

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.

LEMON CHEESECAKE PIE

| | |
|--------------------------|--------------------------|
| 1 9-inch crumb crust | ½ can (6 Tbsp.) frozen |
| 1 envelope Knox Gelatine | lemonade concentrate |
| ½ cup milk | 1 cup whipping cream, |
| 1 cup cottage cheese | whipped |
| ¼ cup sugar | 1 can cherry pie filling |

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 ¼ cup melted butter and ¼ 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.



THRIFTY MEAL MATES WITH CHICKEN

Butter Broiled Chicken
Broccoli with Cheese Sauce
Molded Beet Salad with Tangy Dressing*
Rolls Butter
Plum Good Cobbler* Milk

MOLDED BEET SALAD (6-8 servings)

| | |
|--|------------------------------|
| 1 tablespoon (1 envelope) unflavored gelatine | 2 jars Gerber Strained Beets |
| 1/4 cup cold water | 1 tablespoon lemon juice |
| 1 cup boiling water | 2 tablespoons vinegar |
| | 1/2 cup chopped celery |

Soften gelatine in cold water; add boiling water, stir to dissolve. 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, 1/8 tsp. salt and plums, pitted; pour into 8-in. square pan. Combine 1 cup Aunt Jemima Buttermilk Pancake Mix with 1/4 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 |
| 2 tablespoons 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 3/4 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 pimienta. Chill in 3-cup mold. Dressing: Mix 1/2 cup dairy sour cream, 1 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 nourishing Gerber Baby Foods. Smart homemakers are using tempting Gerber Baby Foods for family treats. Try Gerber Strained Apple-sauce over gingerbread à la mode.

Gerber

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

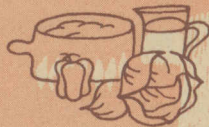
Combine delicious VEG-ALL Mixed Vegetables with seasoned ground beef, tomato paste, instant potatoes and cheese for a he-man hot dish your family will love. Need a side dish in a hurry? Just pour VEG-ALL from the can, heat and eat.

VEG-ALL
MIXED VEGETABLES

Make a Thrifty Meal in minutes with SPAM

The special taste of SPAM inspires a host of happy mealtime ideas. Sliced or chopped, hot or cold, SPAM's friendly flavor is always the same. Please your family with a hearty cheese SPAMwich or serve up SPAM 'n eggs.

SPAM



VEG-ALL SPAM Chowder*

Broiled Cheese Sandwiches

Apple Crisp à la Mode* Milk

VEG-ALL SPAM CHOWDER (4-6 servings)

| | |
|--------------------------|------------------------|
| 2 tablespoons butter | 1 can (16 oz.) Veg-All |
| 1 can Hormel SPAM, cubed | Mixed Vegetables |
| ¼ cup chopped onion | 2-2½ 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 ⅓ cup sugar and 2 Tbsp. water. Mix together 1¼ cups Bisquick, ½ cup sugar and ½ tsp. cinnamon; with a fork mix in 1 beaten egg. Sprinkle over apples; pour ¼ 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*

Citrus-Apple Salad Sour Cream Dressing

Hard Rolls Butter

Banana Cream Pie*

Milk

SPAM AND VEG-ALL GOULASH (4-6 servings)

Casserole, 1½-quart Preheated 425° oven

1 can Hormel SPAM ½ cup milk

1 cup wide egg noodles, cooked 1 can (16 oz.) Veg-All

1 can cream of mushroom Mixed Vegetables

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 ⅓ 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 1½ 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)

| | |
|--|---|
| ¾ cup dairy sour cream | ¼ teaspoon mustard |
| 6 tablespoons crushed pineapple with juice | Dash of salt |
| 1 tablespoon white vinegar | 3 cups shredded cabbage |
| 2 teaspoons lemon juice | ¼ cup grated carrot |
| 1 teaspoon sugar | 2 tablespoons finely chopped green pepper |

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 1¼-qt. casserole. Bake in 350° oven 15-20 minutes. Sprinkle with additional shredded Cheddar cheese. 4 servings.

Family Choice Pizza*
Ice Cream with Dessert Crumble Topping*
Milk

FAMILY CHOICE PIZZA

| | |
|-----------------------------------|--|
| Buttered baking sheet | Preheated 425° oven |
| 1 package Kraft Pizza with Cheese | 1 cup cooked shrimp |
| ½ cup sliced onions | 1 can (2 oz.) sliced mushrooms, drained |
| 1 tablespoon butter | 1 package (6 oz.) Natural Mozzarella cheese slices |
| ¼ pound ground beef, cooked | |

Prepare pizza according to package directions. Place one of the following on each ¼ 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 ½ cup melted butter and ¾ 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.

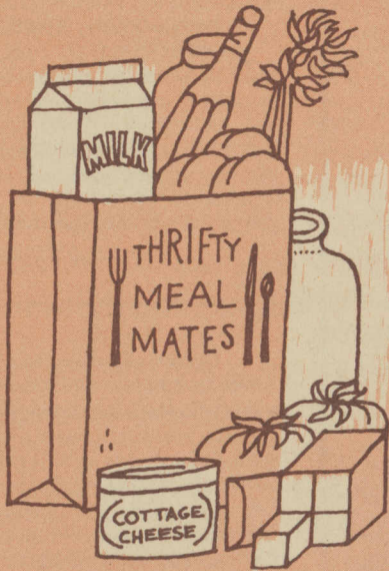
Each a Thrifty Meal in itself—Kraft Dinners

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!**



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