J.W. Beardsley
Founder of the House in 1857

Copyright, 1912,
J. W. Beardsley's Sons
New York
The Daily Question Answered
by
Janet McKenzie Hill
of the
Boston Cooking School

A Book of Helpful Suggestions for Breakfast, Luncheon and Dinner

J.W. Beardsley's Sons
New York
ONE of the most wholesome, most eco-
nomic foods that come to your table—
contains more protein, more real food
value to the pound, than meat or eggs
(there is enough in a ten cent package to
serve five people)—BEARDSLEY’S
SHREDDED CODFISH:
Ready for your table in ten minutes.
No soaking; no boiling; no odor.
There are a great many tempting ways of
cooking it. These recipes—prepared espe-
cially for us by Janet McKenzie Hill, editor
of the Boston Cooking School Magazine, and
one of the foremost cooks of the day—will
give you an idea of its possibilities. Each is
deliciously different, each is practical, and ap-
plies in every household.

TO insure the best for Beardsley’s Shredded
Codfish, we maintain our own fisheries
on the Maine coast, where the finest cod
are caught. Each fish as caught is care-
fully inspected; to make assurance doubly
sure we inspect them three times more in
the course of the process of curing, and only
the firmest, most perfect specimens are used.
These are immediately washed in clear, run-
ning water, cured in sparkling brine, dried
in the sun—all right there at the fisheries,
where the air is pure, bright, crisp; far from
the smoke and dust of the city.
They are now shredded by a special machine, which separates the fibre without lacerating it, retaining all the natural flavor; then packed in the hygienic containers with the RED BAND.

Remember this, always: If it isn't Beardsley's it isn't Shredded Codfish. Beardsley originated Shredded fish, invented the machinery that produces it, coined and registered "Shredded" as a trade-mark.

Whenever you see the word "Shredded" think of BEARDSLEY'S SHREDDED CODFISH.

Now let us take a favorite breakfast dish.

**SHREDDED CODFISH BALLS EN SURPRISE**

Pour a little cold water over half a cup of Beardsley's Shredded Codfish, and at once turn the fish into a cloth and wring dry. To the fish add one cup of hot mashed potato, one-fourth teaspoonful of pepper and one small egg, beating all till light and creamy. Shape, roll in dry bread crumbs, dip in beaten egg, which has one tablespoonful of milk added to it, then in crumbs again. Place in frying basket, fry in deep, hot fat, just below the smoking point, till a rich brown. Drain on brown paper. Garnish with parsley.
SHREDDED CODFISH, CREAMED, POTATO BORDER

Melt two tablespoonfuls of butter; in it cook two tablespoonfuls of flour and half a teaspoonful of pepper; add one cup of rich milk and stir until boiling; beat one egg, reserve a tablespoonful and beat the rest into the sauce; add one cup of Beardsley's Shredded Codfish, cover with cold water and wring dry, and let become very hot without boiling. Have ready four well-buttered scallop shells (or use a baking dish suitable to send to the table). Press four hot boiled potatoes through a ricer; add salt, pepper, butter and hot milk as needed and beat vigorously; dispose the fish in the shells and pile the potato around it; brush the potato with the egg reserved for the purpose, and set into a hot oven to brown the potato slightly.

CREAMED SHREDDED CODFISH, WITH EGGS EN COCOTTE

Melt two level tablespoonfuls of butter; add two level tablespoonfuls of flour and one-fourth a teaspoonful of pepper and stir until well blended, then add one cup of milk and stir until smooth and boiling; add one cup of
Beardsley's Shredded Codfish, wrung out of cold water, mix and turn into a buttered cocotte (shallow earthen dish used for both cooking and serving); above the fish break two or three fresh eggs (according to the capacity of the dish), and let cook in a moderate oven until the eggs are set. Baste the yolks with a teaspoonful of melted butter two or three times while cooking.

**SHREDDED CODFISH AND POTATOES LYONNAISE**

Pare and cut in very thin slices four or five raw potatoes. Rinse thoroughly, cover with cold water and set to cook over a quick fire. Let boil three minutes (after boiling begins); drain, rinse in cold water and drain again. Melt two tablespoonfuls of butter; in it cook two tablespoonfuls of flour, one teaspoonful of Beardsley's Prepared Mustard, and half a teaspoonful of pepper; add one cup and a half of second broth (broth from cooked meats, trimmings, etc.) and stir until boiling, then add one cup of Beardsley's Shredded Codfish wrung out of cold water, and mix thoroughly. Butter a deep baking dish, put in layers of the potatoes and codfish mixture until all are used. Cover and let bake about one hour or until the potatoes are tender. Serve as the main dish at dinner or luncheon.
To two cups of mashed potato, beaten light, with pepper, butter and tomato catsup or puree to moisten, add one cup of Beardsley's Shredded Codfish wrung out of cold water. Mix thoroughly and shape into cones. Set on a buttered dish, brush over with the yoke of an egg, beaten and diluted with one or two tablespoonfuls of milk, and let become nicely browned in the oven. Remove to a serving dish. Serve with a sauce made of two tablespoonfuls each of butter and flour and one cup of water. At the last beat in two tablespoonfuls of butter, creamed and mixed with the beaten yolk of an egg, two tablespoonfuls each of chopped pickles, capers, olives and parsley and a tablespoonful of lemon juice.

**SHREDDED CODFISH, DEVILED**

Prepare the codfish as in "Shredded Codfish, Creamed, Potato Border," except with the flour add one-half a teaspoonful of paprika, and with the butter half a teaspoonful
of Beardsley's Prepared Mustard. Dispose the fish in buttered shells. Cover with three-fourths a cup of cracker crumbs mixed with one-fourth a cup of melted butter and set the shells into the oven to brown the crumbs.

SHREDDED CODFISH TIMBALE

Press enough soft bread through a sieve to make three-fourths a cup; add three-fourths a cup of milk and stir constantly over the fire until the mixture cooks to a smooth paste. Add two or three tablespoonfuls of butter and stir until evenly mixed through the paste, then beat in one white of egg (unbeaten) and when smoothly blended beat in another white of egg, then three-fourths a cup of Beardsley's Shredded Codfish wrung out of cold water. Lastly, fold in thoroughly the whites of two eggs beaten dry. Turn into a mold or small bread pan carefully buttered. Set in a dish on several folds of cloth or paper, surround with boiling water and let cook until firm in the center. Remove from the water and let stand three or four minutes. Serve turned from the mold with cream or drawn butter sauce enriched with the yolks of two eggs. Capers, chopped pickles, or hard cooked egg may be added to the sauce.
SHREDDED CODFISH ON THE HALF SHELL AU GRATIN

Scrub six smooth potatoes of medium size and let bake until done. Cut the potatoes in half and scoop out the pulp to leave the "half shells" whole. Press the pulp through a ricer into a hot saucepan; add a cup of Beardsley's Shredded Codfish wrung out of cold water, a tablespoonful each of finely chopped chives and parsley, or in place of the chives a teaspoonful of grated onion, half a teaspoonful of black pepper, three tablespoonfuls of butter, and hot milk or cream as needed to moisten. With a perforated wooden spoon or a silver fork beat all together thoroughly, then pack lightly into the potato shells, making the mixture smooth on top. Brush generously with a beaten egg or with white sauce, and sprinkle with a cup of soft bread crumbs mixed with one-third a cup of melted butter. Set into the oven until hot throughout and the crumbs brown. For a change put a spoonful of Beardsley's Star Herring, cut in bits and mixed with white sauce, in the center of the mixture on each half shell. Finish as usual.

SHREDDED CODFISH EN CASSESOLE

Cover one cup of Beardsley's Shredded Codfish with cold water and at once wring dry. Peel four onions and set to cook until nearly
tender, changing the water once. Pare and slice four potatoes, then parboil and drain. When the onions are about cooked, add the potatoes and let cook until both are tender. Put the onions and potatoes into a casserole; add four tablespoonfuls of butter, half a teaspoonful of paprika, and boiling water to nearly cover the vegetables; sprinkle the fish over the whole, cover and set into the oven until very hot. Serve in the casserole.

SHREDDED CODFISH AND RICE BALLS

Set half a cup of rice to boil over a quick fire in a quart of cold water. After boiling three minutes, drain and rinse in cold water. Return to the fire in a cup and three-fourths of boiling water and let cook until tender and dry. Melt two tablespoonfuls of butter; in it cook two tablespoonfuls of flour and half a teaspoonful of pepper; add half a cup of milk and stir until boiling, then stir in one beaten egg; let cook without boiling, then add one cup of Beardsley's Shredded Codfish wrung out of cold water, and the rice. Mix all together thoroughly and shape into rounds; roll in beaten egg and soft bread crumbs, then fry in deep fat. The first egg may be omitted.
SHREDDED CODFISH FRITTERS,  
QUEEN STYLE

Put one-fourth a cup of butter and one-half a cup of boiling water over the fire; when boiling stir in half a cup of flour and half a cup of Beardsley's Shredded Codfish (covered with cold water and at once wrung dry in a cloth). Continue to stir until the mixture is smooth and thick; turn into a bowl and beat in two eggs, one at a time, also half a teaspoonful of pepper. Drop by spoonfuls into hot fat and let cook, turning occasionally until well colored; drain on soft paper. Serve at once.

CREAMED SHREDDED CODFISH, WITH POACHED EGGS

For four rounds of toast make one cup of cream sauce, using two tablespoonfuls each of butter and flour and one cup of rich milk. Add one cup of Beardsley's Shredded Codfish wrung out of cold water. Spread the fish on the four slices of bread dipped in boiling water and buttered. Set a carefully poached fresh egg above the fish on each slice of bread. Serve at once for breakfast, luncheon or supper.
SHREDDED CODFISH, CREOLE, IN GREEN PEPPERS

Cut green peppers in halves lengthwise; remove the seeds, cover with boiling water and let cook about half an hour or until tender. Cook half an onion, chopped fine, in two tablespoonfuls of butter until softened and yellowed; add a tablespoonful of finely chopped parsley, mix and add two tablespoonfuls of flour and stir and cook until frothy, then add a cup of tomato puree and, if at hand, a teaspoonful of grated horseradish, and stir and cook until boiling. Cover one cup of Beardsley's Shredded Codfish with cold water; at once wring dry (in cloth) and add to the tomato sauce. Use to fill the halves of peppers. Put a tablespoonful of grated cheese on the top of the mixture in each pepper. Set on squares of toast spread with butter. Serve at once.

BEARDSLEY'S STAR BRAND BONELESS HERRING

Of the same superlative standard of quality as Beardsley's Shredded Codfish. The finest selected cold water herring, the plumpest, tastiest herring of all—caught at our own fisheries.
We reject all large, coarse grain herring and pack only small, tender, delicate flavored fish. These are smoked over the fragrant fumes of smouldering white-birch logs; it gives them that distinctive aroma and delicate flavor.

The skin, head, tail and bones are removed; leaving only the meaty sides. To retain all the goodness in the fish for your table, we pack them, airtight, in the hygienic jars and paper-lined tins with the Red Bands.

*NOTE.*—Remember that the Red Band on the package means highest quality obtainable.

**HERRING AND MACEDOINE OF VEGETABLE SALAD**

Cut enough fillets of Beardsley's Star Brand Boneless Herring into small cubes to half fill a cup. Scrape carrot and cut it into quarter-inch cubes; peel a small white turnip and cut in small cubes; cook the carrot and turnip separately; when tender drain, rinse in cold water and dry on a cloth. There should be half a cup of each. To the prepared herring and vegetables add half a cup each of cooked string beans, cut in quarter-inch slices, and cooked peas, and about three-fourths a cup of mayonnaise dressing, made with one-fourth a teaspoonful of Beardsley's mustard. Dispose in a mound on a bed of lettuce leaves. Put a spoonful of mayonnaise at the top with a lettuce heart and set quarter-inch strips of sixteen
herring from the mayonnaise to the base of the mound.

**HERRING CANAPES**

Cut slices of bread one-fourth an inch thick. Trim fillets of Beardsley's Boneless Herring to a uniform length of about two inches. Cut the slices of bread into strips half an inch longer and wider than the fillets. Spread the bread with butter and let brown delicately in the oven, then cool. For six canapes have two cold, hard cooked (not boiled) eggs. Chop the whites fine and press the yolks through a sieve. Beat two tablespoonfuls of butter to a cream, scrape into it about half a teaspoonful of onion juice or pulp, add the yolks, half to a whole teaspoonful of Beardsley's Prepared Mustard; a scant half teaspoonful of paprika, and a tablespoonful of lemon juice. Mix all together thoroughly and use to spread the prepared bread. Lay a fillet of herring in the center of each; press the white of egg around it. Garnish the dish with small cucumber pickles, cut and spread like fans, and with slices of lemon and pickled beet. Serve as an appetizer at dinner or luncheon or at a chafing dish supper.
HERRING FILLETS, RUSSIAN STYLE

Let fillets of Beardsley’s Star Brand Boneless Herring and slices of cold boiled potatoes marinate (steep), separately, an hour or more in French dressing, made in the proportion of four tablespoonfuls of oil, two tablespoonfuls of vinegar, one-fourth a teaspoonful of paprika, one-half a teaspoonful of grated onion and half a tablespoonful of finely chopped parsley. Set the fillets of herring and slices of potato, in alternate rows, on a hors d’oeuvre dish. Serve as an appetizer before dinner or luncheon or a chafing dish spread.

HERRING PIE

Into about one quart of mashed potato scrape a teaspoonful or more of onion juice and pulp, a tablespoonful of finely chopped parsley, half a teaspoonful of pepper, and salt as needed, then mix thoroughly. Put the fillets from a jar of Beardsley’s Star Brand Boneless Herring into a well oiled broiler and let cook until lightly colored, first on one side and then on the other. Stir three-fourths a cup of soft sifted bread crumbs into one-fourth a cup of melted butter. Beat two or three eggs; add one cup of milk, one-fourth a teaspoonful of salt and one-fourth a teaspoonful of pepper, and mix thoroughly. In a buttered au gratin
or pudding dish, dispose in order layers of potato, herring fillets and buttered crumbs, having potato the first layer and crumbs the last. Pour on the egg and milk. Let stand until this last mixture is absorbed. Bake about one hour. Serve in the baking dish.

**BEARDSLEY'S ACME PEANUT BUTTER**

The finest selected Spanish and Virginia peanuts, carefully roasted, shelled and hulled; then crushed into a delicate, smooth, creamy consistency by a special process which retains all the fullness of flavor and nutritious oil; no unpleasant taste; just the pure, sweet, delicate peanut flavor. A delicate relish for tea or luncheon; a splendid seasoning for chicken, game and dressing.

*NOTE.*—Be sure to stir the oil that rises to the top thoroughly through the butter. This is pure peanut oil—essential to pure peanut butter. In the *Acme* Brand you get it ALL; there is none of it extracted, nor is there any "loading" with cereals or meal.

**PEANUT BUTTER SALAD DRESSING**

Mix together thoroughly three tablespoonsfuls of Beardsley's Peanut Butter, half a tea-
spoonful of Beardsley's Prepared Mustard, one-fourth a teaspoonful each of salt and paprika and three tablespoonfuls of vegetable oil or cream, then gradually beat in two tablespoonfuls of vinegar or lemon juice. This dressing is particularly good on tomatoes, lettuce or other green vegetables, or on cold cooked string beans.

**BEARDSLEY'S ACME SLICED BACON**

Here's good old-fashioned back-on-the-farm zest for breakfast! A bacon with a flavor all its own—smoked over smouldering hickory logs; bacon that is cut from grain fed young porkers and cured by the old English method to give it a perfect texture, not stringy. Pure, rich, wholesome, delicious Beardsley's Acme Sliced Bacon. Carefully trimmed of all waste material; sliced to just the right thinness for broiling, frying or baking, then carefully packed in the hygienic air-tight jars with the Red Band.

**BROILED BACON WITH MASHED POTATO**

Press hot boiled potatoes through a ricer; add butter, hot milk, salt and pepper as needed and beat until white, light and fluffy.
pose lightly in a rough mound, on a hot serving dish. Surround with slices of Beardsley's Sliced Bacon, hot from the broiler. Let one end of the bacon rest on the dish that it may retain its crispness. Broil in a double broiler; set over a dripping pan in the oven. Serve for breakfast, luncheon or evening spread.

BEARDSLEY'S ACME SLICED DRIED BEEF

The finest beef that money can buy, prepared by a process of our own, which retains all the natural meat juices, and renders the beef always of uniform delicacy—moist and tender, never dry or hard or "chippy." Cut in large, thin slices free from fat and sinew—every part is edible. You get it in all its purity and goodness—just as it leaves our immaculate plant—in the hygienic airtight tins and jars with the Red Band. There is no possibility of contamination, and the beef keeps moist and fresh indefinitely.

SLICED DRIED BEEF, POULETTE STYLE

Pick enough Beardsley's Sliced Dried Beef into bits to fill a cup. Pour on boiling water to cover, let stand two or three minutes, then drain. Make a sauce with two tablespoonfuls each of butter and flour and one cup of milk; stir in one egg, beaten light, and the dried
beef; let stand on the fire a moment to set the egg, but do not allow the mixture to boil. On a hot serving dish make a border of hot cooked string beans seasoned with butter, salt and pepper, turn the dried beef into the center of the border and serve at once.

BEARDSLEY'S ACME WASHED FIGS

We pay a premium above the market price to secure the very finest selected pear shape figs, large, full and of delicious flavor, imported from Smyrna. These are carefully washed and sterilized, packed in the hygienic airtight jars with the Red Band, which keep the fruit moist and fresh and free from impurities of the air.

STUFFED FIGS

For one jar of Beardsley's Washed Figs, take half the white of an egg; add as much cold water as egg and a few drops of lemon or orange extract, or use sherry wine in place of the water and flavoring. Stir in sifted confectioner’s sugar and chopped pecan or walnut meats to make a mixture as stiff as can be handled. Boil the figs in granulated sugar and serve as an after-dinner sweet. Figs, stewed, sweetened slightly and chilled, with or without a stuffing of sliced nuts, may be served with cream as a choice dessert for dinner or luncheon. Cubes of wine, lemon or orange jelly may also be served with figs.
There Is Only One SHREDDED Codfish
That Is
BEARDSLEY'S

Codfish has become such a well-known food product that many people, including dealers, think the word SHREDDED applies to any fish that is chopped up or ground. This is a serious mistake.

The name SHREDDED Codfish and the process of shredding are the exclusive property of J. W. Beardsley's Sons, the originators. No other package of fish can be spoken of or sold as SHREDDED Codfish, without infringing upon our trade mark rights.

You will save yourself "after-cooking disappointments" if you will insist upon having Beardsley's SHREDDED Codfish, the package with the RED BAND.

Other Beardsley Pure Food Products are:

- Acme RED BAND Sliced Dried Beef
- Acme RED BAND Sliced Bacon
- Acme RED BAND Washed Figs
- Acme RED BAND Prepared Mustard
- Acme RED BAND Olive Oil
- Acme RED BAND Peanut Butter
- Star RED BAND Brand Boneless Herring

Look for the RED BAND on every label. It means quality. No preservatives used.

All Beardsley products are guaranteed under the Food and Drug Act, June 30, 1906, Serial Number 18,919.

AMERICAN LITHOGRAPHIC CO., N. Y.
SHREDDED CODFISH RABBIT

Stir half pound of cheese, a teaspoonful of Beardsley's Prepared Mustard and half a teaspoonful of paprika in a blazer over hot water (a double boiler may be used) until the cheese is melted. Cover from half to a full cup of Beardsley's Shredded Codfish with cold water and wring dry in a cloth, add the fish to the cheese, also the beaten yolks of two eggs, mixed with half a cup of tomato puree, cream or milk and stir until the mixture is smooth and thick. Serve on the untoasted side of bread toasted on but one side.