MODERN FOODS for MODERN LIVING
Five-thirty . . . and dinner must be ready at 6 o'clock. Only half an hour to clean spinach, shell peas, hull strawberries . . . to say nothing of broiling the chicken and setting the table.

Sounds impossible, doesn't it? But it's being done every day by the thousands of women who have "discovered" Birdseye Frosted Foods!

For Birdseye Spinach is washed when purchased . . . peas are shelled . . . berries hulled . . . poultry cleaned and dressed, with all the pin feathers out . . . fish cut into convenient steaks and fillets. . . . Everything, even roasts and chops, trimmed, wrapped in cellophane—ready to cook or serve just as you take it from its clean, convenient carton.

And such food! Only the best is selected for the Birdseye label. You get it at the very peak of its perfection, with all the goodness and flavor sealed in by the magic of modern quick-freezing.
CLARENCE BIRDSEYE, American scientist in northern Labrador, noticed that fish and caribou meat, frozen in the 50-below-zero atmosphere, kept their full-flavored freshness for months in a hard-frozen state. The reason, he learned, was the rapidity with which they were frozen while still fresh. His later studies revealed that intense cold, scientifically applied, keeps foods in their original fresh condition; it freezes their moisture in tiny frost particles too small to injure the delicate cells.

From his discoveries came the revolutionary invention which now gives us our favorite fresh foods the year 'round, with all their original goodness captured and held unchanged by the Birdseye Quick-freezing Process.
Strawberries (whole and sliced)
Raspberries           Sliced Peaches
Blueberries           Rhubarb
Cranberries
Honeydew Blackberries
Pie Cherries (pitted)
Sliced Apples, and others

JUST IMAGINE! . . . fresh fruits and berries, picked at their prime, with all their sun-ripened goodness . . . available every month in the year . . . as sweet and delicious as the hour they were picked. . . . Graded, washed and hulled, ready to use for pies . . . sauces . . . shortcakes . . . toppings for ice-cream and puddings . . . cereals . . . tarts . . . with cream and sugar. . . . Yesterday's luxuries . . . now, through the miracle of quick-freezing, brought to your table the year 'round.
Sun Ripened Vegetables

Green Peas
String Beans
Green Lima Beans
Cauliflower Florets
Golden Bantam Corn
(whole kernels and on-the-cob)
Asparagus

Spinach
Broccoli
Golden Lima Beans
Golden Bantam Corn
(whole kernels and on-the-cob)
Asparagus

WOULDN'T it be a delight
to have a garden of your own . . . and from it pick
the choicest, sun-ripened vegetables every day in
the year? . . . But, after all, you don't need a gar-
den, for at the Birdseye store you can make your
selection of vegetables that are not only garden-
fresh, but all ready to cook . . . without a minute's
time spent in shelling peas, washing spinach, or
preparing beans, without any cleaning, trimming or looking over.

The drudgery has all been done for you . . . and these modern time- and work-savers bring you the goodness and freshness of just-picked vegetables. . . . When sun and rain and soil have filled growing vegetables brimful of goodness—that's when Mother Nature's job of ripening is done. . . . And that's when the Birdseye Process takes up Nature's work and carries it on, keeping them fresh-flavored, tender, clean and wholesome—tempting to every appetite.
Ocean Fresh Seafoods

Fresh fish . . . right out of the water . . . that’s when it’s best. And that’s why you’ll like Birdseye Fish. Fast ships bring their fresh catches right to the doors of the Birdseye plant on the famous Boston Fish Pier. There choice, all-meat steaks and fillets are cut from the cleaned, dressed fish . . . then wrapped in cellophane, packaged and quick-frozen by the Birdseye Process which seals in that just-out-of-the-water freshness and flavor.

Solid, all-meat filet cuts from Haddock Mackerel Cod Halibut Scrod . . . .
Salmon and Swordfish Steaks Filet of Sole . . . .
Clams Oysters Bay Scallops Lobster Meat and other choice Seafoods

These are some of Nature’s finest health foods* brought to you in sanitary cartons, odorless and clean—ready to cook for as fine a meal as you ever enjoyed at the seashore. Serve Birdseye Seafoods often—they’re the cleanest, most wholesome ocean foods you can buy! And they’re just as fresh-flavored and delicious in the hottest Summer weather as on the coldest Winter’s day.

*“Most ocean fishes contain 50 times as much iodine as milk, eggs, or beefsteaks.”—(United States Bureau of Fisheries Bulletin No. 979.)
Choice Poultry

Broilers  Fryers
Roasters  Fowl for Fricassee
Turkeys  Ducklings

Chicken and turkey dinners are easy, now... because buying poultry the Birdseye way is as simple and as safe as buying ordinary packaged groceries.... The cleaning and dressing have been done for you.... Pin feathers are removed.... Birdseye Poultry is specially selected from fresh-killed birds and is U.S. Government inspected. Just remove the clean cellophane wrappers, and they are ready to cook.

Selected Meats

BEEF—Steaks, Roasts, Hamburg, Beef for Stew
LAMB—Rib and Loin Chops, Roasting Lamb, Lamb for Stew
PORK—Chops, Roasts, Sausage Links, Sausage Meat
VEAL—Cutlets, Chops, Genuine Calves' Liver

Steaks, chops and roasts—cut, trimmed, wrapped and ready to carry home from your Birdseye dealer's store. Birdseye Meats save your time and take the guesswork out of meat-buying. They are selected cuts*—clean, untouched by hands from the time they are wrapped in cellophane and packaged, until you use them.

*All Birdseye Meats are U.S. Government Inspected.
An appetizing meal prepared in 20 minutes? Yes, it can be done, with Birdseye Frosted Foods — which you purchase ready to cook or serve. Here are a few suggestions:


*Birdseye Frosted Foods used in all starred dishes.
YOU’LL LIKE to serve Birdseye Foods when you entertain. Your guests will be delighted ... and these modern foods are so easy to prepare that they’ll give you much more time to enjoy yourself. Here are a few party menus:


*Birdseye Frosted Foods used in all starred dishes.
**Pinnners Men Like**

We asked 100 men to give us their favorite dinner menus. Here are the leaders:

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*Birdseye Frosted Foods used in all starred dishes.*
Even though you may live far from New England, these dinners are readily available with Birdseye Foods,—and best of all, are easily prepared:


*Birdseye Frosted Foods used in all starred dishes.
EXCELLENT foods — every one — and how easily and quickly they are turned into meals that tempt "grown-ups" as well as children.

1. *Broiled Calves' Liver and Bacon, Baked Potato, Green Peas, Bread and Butter, Raspberry Sherbet, Cocoa or Postum.

2. Vegetable Plate—Grilled Tomatoes, Lime Beans, Spinach, Cauliflower, Corn Bread and Butter, Fruit Jell-O, Cocoa.

3. *Cream of Asparagus Soup, Chopped Cabbage and Carrot Sandwich (Whole Wheat Bread), Sliced Peaches, Cookie, Milk.

4. Scrambled Eggs, Buttered Asparagus on Toast, Bread and Butter, Stewed Rhubarb and Strawberries, Cocoa.

5. *Broiled Mackerel with Lemon Slices, Buttered Cauliflower, Parsley Potatoes, Bread and Butter, Sponge Cake with Sliced Strawberries, Milk.

6. *Broiled Hamburg Steak with Onion Rings, Mashed Potatoes, Broccoli, Bread and Butter, Lettuce and Tomato Salad with French Dressing, Blackberries, Cookie, Milk.

*Birdseye Frosted Foods used in all starred dishes.
What Is the Birdseye Quick-freezing Process?
Invented by Clarence Birdseye, American scientist, the Birdseye Quick-freezing Process is a new method of freezing that uses far-below-zero cold to seal in all the fresh qualities of perishable foods, so that they retain their original flavor, color, texture, and nutritive values.

How Does the Birdseye Process Retain the Fresh Qualities of Foods?
By the extreme rapidity with which it freezes them. The Birdseye Process freezes foods so quickly that the moisture in them forms in tiny frost particles too small to damage the delicate cells of the food. On the other hand, ordinary freezing causes the formation of large ice crystals, which tear and pierce the delicate cell walls. This destructive action allows much of the flavor and goodness to escape when the food is thawed.

How Do I Cook Birdseye Foods?
Most Birdseye Vegetables cook in less time than the market varieties. Do not over-cook them. Birdseye Meats, Poultry and Seafoods require slightly more time if cooked when solidly frozen. When thawed, they may be cooked just as you cook any similar fresh foods. Every Birdseye carton carries simple cooking directions and tested recipes for your convenience.
Do I Have to Thaw Them Before I Cook Them?

It is not necessary to thaw them. They can be cooked either solidly frozen or thawed. When solidly frozen, slightly more cooking is necessary, as indicated on each carton.

Do I Need a Special Refrigerator?

After delivery from your Birdseye dealer's zero-cold cabinet, keep them in the coldest part of your refrigerator (ice or mechanical) as you keep milk or any other fresh perishable food.

How Long Can Birdseye Foods Be Kept in My Home?

They will keep as long—and only as long—as other fresh, perishable foods of the same kinds after being prepared for cooking or serving.

Has Any Artificial Preservative Been Added to Birdseye Frosted Foods?

No preservative of any sort. Some fruits and berries are slightly sweetened with a small amount of sugar.

Does Quick-freezing Affect Their Food Value or Their Healthfulness in Any Way?

Food and health authorities have whole-heartedly endorsed these clean, healthful foods. Thanks to the Birdseye Process, fruits, berries and vegetables—ripe and wholesome—are now being made available throughout the year. The sanitary containers protect them fully, and protect your health as well.
Birdseye Frosted Foods appeal to thrifty buyers because.

1 carton Birdseye Green Peas, shelled, is equal to 2 pounds peas in the pod.

1 pound Birdseye Filet of Haddock is equal to 2½ pounds whole haddock.

1 carton Birdseye Spinach, washed, ready to cook, is equal to ½ peck market spinach.

A 1½-pound Birdseye Broiling Chicken, ready to grill, is equal to a 2-pound undressed broiler.

Frosted Foods Sales Corp.
250 Park Ave., New York
A Division of General Foods
As easy as choosing a box of candy from a well-filled showcase.

That's how simple it is to select your dinner of Birdseye Frosted Foods.