A food miracle has come to the kitchen. Everybody is talking about the new modern Birds Eye Frosted Foods...the miracle foods that come farm-fresh, regardless of seasons...the foods that are making daily meal planning so much easier and enjoyable.
Mrs. Jones is Late . . . .

5:45 P.M. . . .
After a late bridge party Mrs. Jones stops at her Birds Eye Foods Store . . . She buys her complete dinner in a few minutes...

6:00 P.M. . . .
All the cleaning, sorting and preparation work has been done with Birds Eye Foods. A complete meal will be ready to serve in only fifteen minutes.

6:15 P.M. . . .
Mrs. Jones knows that Birds Eye Foods are of guaranteed uniform quality and that the whole family will enjoy these modern miracle foods.

ENJOY THE BEST—have more time for leisure by serving Birds Eye Foods.
AFTER three years of research, Dr. Carl R. Fellers of Massachusetts State College, says, "Birds Eye Vegetables, for example, when served, contain far greater amounts of the important Vitamin C than ordinary fresh vegetables as usually found in the market." Usually Vitamin C is lost rapidly by oxidation caused by contact with air or cooking—it's practically destroyed by 48 hours' storage at normal temperatures. In Birds Eye Foods this health-giving vitamin is retained to its fullest degree.

The Vitamin A content of Birds Eye Vegetables is greater than the amount of Vitamin A found in fresh vegetables as usually purchased on the market. This results from the short time elapsing from the harvesting to the quick-freezing by our patented process.

Here is another interesting example. The Vitamin B content of Birds Eye Asparagus is present in 80% of its full value. This compares to about 40% remaining in other types of Asparagus as usually marketed, and in the case of Vitamin G, Birds Eye Asparagus contains 99% of the original vitamin compared with 60% in other types of Asparagus ordinarily available for sale.

Vitamins, so necessary for growing children (and for adults, too) are to be found in equal quantities, and sometimes in far greater quantities in Birds Eye Vegetables than in fresh vegetables as usually available on the market. These scientific facts, established by Dr. Fellers and his associates, assure every home-maker that Birds Eye Foods contain a maximum of health-giving properties.
A Miracle Comes to the Kitchen!

From the cool depths of the North Atlantic, plump fish are brought direct to the Birds Eye packing plant.

- We start with the world's finest foods—harvest and select them with the greatest care at the time when they have reached their full goodness. Then, within the short space of a few hours, they are cleaned, stripped of all excess waste, packed in clean Cellophane-lined cartons. All this is done right at the source of supply.

- Peas—garden-fresh—all cleaned, shelled, ready to cook. Spinach—without sand or grit—washed and cleaned, ready to put into the pan. Fish—ocean-fresh, boneless, wastefree and all cleaned when you

Immediately on arrival the ocean-fresh fish are cleaned, boned and trimmed. All inedible waste is discarded.

It's June in January!

You can serve ripe—red—delicious Raspberries, Strawberries or Peaches in mid-winter as well as summer. Think of serving a strawberry shortcake in January with berries that taste as if they had just been picked from a summer garden.

- When you serve Birds Eye Foods you can be sure of getting all the vitamins and health-giving properties given by nature to the finest foods. Compare Birds Eye Foods only with the finest foods you've ever eaten. All are of guaranteed quality. They're economical to buy because you do not have to pay for waste . . . every ounce you pay for reaches the table. Less work for you, too! They come cleaned, trimmed, washed, ready to cook or serve. Join the thousands of women who are serving better meals with Birds Eye Foods. Serve the modern foods for modern living.

- Peas—garden-fresh—all cleaned, shelled, ready to cook. Spinach—without sand or grit—washed and cleaned, ready to put into the pan. Fish—ocean-fresh, boneless, wastefree and all cleaned when you

The clean fillets or steaks are wrapped in spotless Cellophane. Freshness is then sealed in by the patented process of quick-freezing used for all Birds Eye Foods.

- We start with the world's finest foods—harvest and select them with the greatest care at the time when they have reached their full goodness. Then, within the short space of a few hours, they are cleaned, stripped of all excess waste, packed in clean Cellophane-lined cartons. All this is done right at the source of supply.

- Peas—garden-fresh—all cleaned, shelled, ready to cook. Spinach—without sand or grit—washed and cleaned, ready to put into the pan. Fish—ocean-fresh, boneless, wastefree and all cleaned when you

Immediately on arrival the ocean-fresh fish are cleaned, boned and trimmed. All inedible waste is discarded.

It's June in January!

You can serve ripe—red—delicious Raspberries, Strawberries or Peaches in mid-winter as well as summer. Think of serving a strawberry shortcake in January with berries that taste as if they had just been picked from a summer garden.

- When you serve Birds Eye Foods you can be sure of getting all the vitamins and health-giving properties given by nature to the finest foods. Compare Birds Eye Foods only with the finest foods you've ever eaten. All are of guaranteed quality. They're economical to buy because you do not have to pay for waste . . . every ounce you pay for reaches the table. Less work for you, too! They come cleaned, trimmed, washed, ready to cook or serve. Join the thousands of women who are serving better meals with Birds Eye Foods. Serve the modern foods for modern living.

- Peas—garden-fresh—all cleaned, shelled, ready to cook. Spinach—without sand or grit—washed and cleaned, ready to put into the pan. Fish—ocean-fresh, boneless, wastefree and all cleaned when you

The clean fillets or steaks are wrapped in spotless Cellophane. Freshness is then sealed in by the patented process of quick-freezing used for all Birds Eye Foods.

- We start with the world's finest foods—harvest and select them with the greatest care at the time when they have reached their full goodness. Then, within the short space of a few hours, they are cleaned, stripped of all excess waste, packed in clean Cellophane-lined cartons. All this is done right at the source of supply.

- Peas—garden-fresh—all cleaned, shelled, ready to cook. Spinach—without sand or grit—washed and cleaned, ready to put into the pan. Fish—ocean-fresh, boneless, wastefree and all cleaned when you

Immediately on arrival the ocean-fresh fish are cleaned, boned and trimmed. All inedible waste is discarded.

It's June in January!

You can serve ripe—red—delicious Raspberries, Strawberries or Peaches in mid-winter as well as summer. Think of serving a strawberry shortcake in January with berries that taste as if they had just been picked from a summer garden.

- When you serve Birds Eye Foods you can be sure of getting all the vitamins and health-giving properties given by nature to the finest foods. Compare Birds Eye Foods only with the finest foods you've ever eaten. All are of guaranteed quality. They're economical to buy because you do not have to pay for waste . . . every ounce you pay for reaches the table. Less work for you, too! They come cleaned, trimmed, washed, ready to cook or serve. Join the thousands of women who are serving better meals with Birds Eye Foods. Serve the modern foods for modern living.

- Peas—garden-fresh—all cleaned, shelled, ready to cook. Spinach—without sand or grit—washed and cleaned, ready to put into the pan. Fish—ocean-fresh, boneless, wastefree and all cleaned when you

The clean fillets or steaks are wrapped in spotless Cellophane. Freshness is then sealed in by the patented process of quick-freezing used for all Birds Eye Foods.

- We start with the world's finest foods—harvest and select them with the greatest care at the time when they have reached their full goodness. Then, within the short space of a few hours, they are cleaned, stripped of all excess waste, packed in clean Cellophane-lined cartons. All this is done right at the source of supply.
A Miracle Comes to the Kitchen!

From the cool depths of the North Atlantic, plump fish are brought direct to the Birds Eye packing plant.

- We start with the world's finest foods—harvest and select them with the greatest care at the time when they have reached their full goodness. Then, within the short space of a few hours, they are cleaned, stripped of all excess waste, packed in clean Cellophane-lined cartons. All this is done right at the source of supply.

- Peas—garden-fresh—all cleaned, shelled, ready to cook. Spinach—without sand or grit—washed and cleaned, ready to put into the pan. Fish—ocean-fresh, boneless, wastefree and all cleaned when you buy. Sun-ripened fruits ready to serve. And the finest poultry and meats of guaranteed uniform quality. Farm-fresh foods that come to your kitchen regardless of seasons...

- Wouldn't you call this a miracle? We would. And do! Because now you can buy over 60 kinds of the finest foods that come to you with their peak of perfection freshness and full goodness sealed in by a miracle patented process of quick freezing. They're Birds Eye Foods—the grandest, tastiest and easiest-to-prepare foods that you have ever known.

- Then comes the miracle! The filled packages are placed into an incredible machine. A terrific blast of Arctic cold is released. A cold so intense it catches the farm-freshness in mid-air, and seals it in. Result...you can serve the finest foods the year 'round...the kind of foods that you might pick in your own garden or catch in the cool depths of the ocean and then cook immediately...all brought to your table at the plumpest peak of goodness and full freshness.

SPINACH IN CREAM

1 box Birds Eye Spinach
2 cups boiling water, salted
1 tablespoon butter, melted
1 tablespoon flour

Cook frozen spinach in briskly boiling salted water 5 to 6 minutes, turning to separate leaves; drain and chop. Combine butter and flour in saucepan and stir to a smooth paste. Add cream gradually and cook until thickened, stirring constantly. Add spinach and seasonings and heat thoroughly. Serve at once. Serves 4 to 6.

STRAWBERRY MOUSSE

1 box Birds Eye Sliced Strawberries, thawed
2 tablespoons sugar
2 teaspoons salt
1 cup cream, whipped

Crush strawberries, add sugar and salt, and fold in cream. Turn into freezing tray of automatic refrigerator and let stand 2 1/2 to 3 hours. Or turn into mold, cover with waxed paper, press cover tightly down over paper, and pack in equal parts ice and salt; let stand 2 1/2 to 3 hours. Makes 1/2 quart.

CHICKEN EN CASSEROLE

1 Birds Eye Fowl for Fricassee, partially thawed
Salt, pepper, flour
1/2 cup sliced onions
1/2 cup butter or other fat
2 cups top milk or light cream

Separate fowl into pieces for serving. Season with salt and pepper and roll in flour. Sauté in butter. Place in greased casserole. Sauté onions in drippings in pan until delicately browned; add cream and pour over chicken. Cover casserole tightly and bake in moderate oven (325°F.) 2 1/2 hours, or until chicken is tender. Serves 6. (If desired, 1 cup mushrooms may be sautéed with the onions.)
SAVE TIME... SAVE MONEY

Ordinary foods have to be cleaned, shelled, washed. Quality is so uncertain. You pay for waste that cannot be used.

But Birds Eye Foods come all cleaned, ready to cook. No waste to pay for. Kitchen preparation work is cut in half.

Take the guess work out of your meat buying!

Never again will you have to wonder whether the steaks you buy will be tender one day and not the next. You can be sure of uniform quality and choicest cuts when you buy Birds Eye.
SAVE TIME... SAVE MONEY

Ordinary foods have to be cleaned, shelled, washed. Quality is so uncertain. You pay for waste that cannot be used.

But Birds Eye Foods come all cleaned, ready to cook. No waste to pay for. Kitchen preparation work is cut in half.

Birds Eye Foods reach the table as farm-fresh as the day they were harvested. The vitamins and Nature's goodness are sealed in by quick-freezing.

BEEF À LA LINDSTROM

2 packages (1 pound) Birds Eye Chopped Steak, thawed
4 tablespoons finely chopped dill pickle
1 small onion, finely chopped
4 tablespoons finely chopped cold boiled potato
½ teaspoon salt
Dash of pepper

Mix ingredients thoroughly and shape into 8 flat cakes. Sauté in hot, greased skillet 3 minutes on each side, or until done, pressing or flattening meat slightly while cooking. Serve immediately. Serves 4.

To vary the recipe, add 1 teaspoon finely chopped capers.
## Your Handy Market List!

### FRUITS
- Blueberries
- Peaches
- Raspberries
- Strawberries
- Youngberries

### POULTRY
- Broilers
- Fryers
- Roasting Chickens
- Fowl for Fricassee
- Ducklings
- Turkeys

### MEATS
- Sirloin Steaks
- Tenderloin Steaks
- Rump Steaks
- Chopped Steak
- Rump Roasts
- Pot Roasts
- Rib Roasts
- Sirloin Roasts
- Beef for Stew
- Lamb Chops
- Lamb Fore Roasts
- Lamb Leg Roasts (Whole or Half)
- Lamb for Stew
- Pork Chops
- Pork Loin Roasts
- Sausage Links
- Calves’ Liver

### VEGETABLES
- Asparagus Tips
- Asparagus Cuts
- Green Beans
- Lima Beans
- Wax Beans
- Broccoli
- Brussels Sprouts
- Cauliflower
- Corn on Cob
- Cut Corn
- Peas
- Peas and Carrots
- Spinach
- Squash

### SHELLFISH
- Crabmeat
- Scallops
- Oysters
- Shrimp
- Lobster Meat

### FISH
- Cod Fillets
- Haddock Fillets
- Halibut Fillets
- Mackerel Fillets
- Salmon Fillets
- Red Perch Fillets
- Sole Fillets
- Halibut Steaks
- Salmon Steaks
- Swordfish Steaks

---

Easily prepared — just follow directions on cartons or labels

YOUR NEAREST BIRDS EYE FOODS DEALER

3912—Printed in U. S. A.