Eight Exciting

SEAFOOD RECIPES

QUICK • SIMPLE
DELICIOUS
Birds Eye Seafoods are fresher than “fresh.” They are cleaned, boned, and trimmed—ready to cook.

**PERCH BAKED IN MILK**

1 pound Birds Eye Fillet of Red Perch
Salt
Pepper
1/2 cup buttered soft crumbs
Dash of paprika
1/2 cup milk

Separate fillets (frosted or thawed); sprinkle with salt and pepper and arrange in buttered shallow baking dish. Cover with crumbs and sprinkle with paprika. Pour milk carefully around fish. Bake in moderate oven (350° F.) 30 to 40 minutes. Serves 2 to 3.

**SAVORY SCALLOPS ON TOAST**

1 box Birds Eye Scallops, thawed
2 tablespoons butter
3/4 teaspoon salt
1 tablespoon flour
1/2 cup top milk
1/2 cup hot canned tomatoes
1 egg, slightly beaten
Dash of cayenne

Place scallops in small pan, add 1 tablespoon butter and 1/2 teaspoon salt, and cook slowly about 5 minutes, or until just tender. Melt butter in saucepan and stir in flour; add milk gradually and cook until thickened, stirring constantly; add tomatoes. Add cheese, stirring until cheese is melted; then stir in egg, remaining 1/4 teaspoon salt, mustard, and cayenne. Add scallops. Serve on toast triangles. Serves 4.

**SOLE BAKED WITH CHEESE**

1 pound Birds Eye Fillet of Sole, partially thawed
1 tablespoon minced onion
4 tablespoons butter
1/2 teaspoon salt
Dash of pepper
1/2 cups fine soft bread crumbs
1/2 cup grated American cheese
1/2 cup milk

Separate fillets and cut in servings; sprinkle with salt and pepper and place in shallow baking dish. Sauté onion in butter until delicately browned. Add salt, pepper, bread crumbs, and cheese, and toss lightly with fork to mix well. Spread over fillets, pressing firmly on fish. Pour milk around fish and bake in moderate oven (350° F.) 35 minutes, or until fish is cooked and crumbs are delicately browned. Serves 4.

**BAKED MACKEREL WITH DRESSING**

1 pound Birds Eye Fillet of Mackerel, partially thawed
1/2 cup milk
1/4 cup chopped celery
1/4 cup chopped onion
4 tablespoons butter
1/4 teaspoon salt
Dash of pepper
1/2 teaspoon Worcestershire sauce
1 teaspoon chopped parsley
2 cups fine soft crumbs

Separate fillets and place, skin-side down, in buttered baking dish. Pour milk around fish; sprinkle with salt and pepper. Sauté celery and onion in butter until delicately browned; add salt, pepper, Worcestershire sauce, and parsley, and mix well. Then add bread crumbs, tossing lightly to mix. Spread over fish. Bake in moderate oven (350° F.) 40 minutes, or until fish is done and crumbs are browned. Garnish with sprigs of fresh parsley. Serves 4.
Now you can have a complete variety of fresh seafoods, every day in the year. Thanks to a patented quick-frosting process, Birds Eye Seafoods are always in season . . . always ready for you to cook and serve in a jiffy. Then too, they're economical!

Try all the delicious kinds listed below. Your Birds Eye dealer has them.

- Codfish Fillets
- Haddock Fillets
- Mackerel Fillets
- Red Perch Fillets
- Sole Fillets
- Halibut Steak
- Bluepoint Oysters
- Soft Shell Clams
- Cooked Crabmeat
- Lobster Meat
- Scallops
- Salmon Steak
- Swordfish Steak

FRESH • ECONOMICAL • CONVENIENT

© 1935 Frosted Foods Sales Corp.
CLEANED AND BONED—READY TO COOK

Don't cross fish off your menus, because you detest the mussy, disagreeable job of preparing them . . .

BIRDS EYE FISH ELIMINATES ALL THAT!

When Birds Eye Fish are brought to port in our fleet of modern trawlers straight from the cold New England waters, the head, the tail, the fins, the bones . . . every bit of waste material is removed.

Then they are thoroughly washed, and packed under rigidly controlled sanitary conditions.

When you remove the fish from its cellophane jacket, you find nothing but fish you can put on the table. No muss! No waste! As dainty and simple to prepare as lamb chops.

FISH THAT ARE FRESHER THAN “FRESH”!

You can’t compare Birds Eye Fresh Fish with ordinary “fresh” fish. The fish you buy in the market may be hours or days from the water when you get them. The moment a fish is shipped, its delicacy of flavor begins to escape . . . making it difficult to insure dependable quality.

Birds Eye Fresh Fish are caught in the heart of the New England fishing grounds . . . where the largest and finest catches are found. Then, they’re cleaned and packed right at the Municipal Fish Pier in Boston, almost the minute they come off the boat.

Not one instant is wasted before these fish are quick-frosted by a patented process. North Pole temperatures seal in every bit of their just-out-of-the-water tastiness before any of it can escape.

Birds Eye Fish come to you as fresh and full of flavor as if a deep-sea fisherman sailed his boat right up to your kitchen door. They’re fresher than “fresh” . . . in season . . . or out of season.

WHAT A SAVING IN MONEY!

Every meal-planner will appreciate the economy of Birds Eye Seafoods. They’re caught at the season when catches are large and prices are low. Then, every ounce of waste . . . scales, bones, head, tail, all inedible portions . . . is stripped from them.

Think of it! One pound of Birds Eye Fish equals three pounds of fish you buy in the market. On an average of 66% waste is eliminated from Birds Eye Fish before they are packed.
BIRDSEYE SWORDFISH STEAKS
They're ocean-fresh from cold North Atlantic waters. The tenderest and most delicious swordfish caught.

BIRDSEYE OYSTERS
Ready to serve in cocktails, stews, pies, and delicious fried or scalloped. Serve them the year 'round.

BIRDSEYE RED PERCH
Fresh boneless fillets. Each individually wrapped. A cinch to prepare this deep-sea delicacy, now.
Clip these eight unusual seafood recipes and put in your cook book or recipe file. You'll use them often.

**DELICIOUS CLAM BISQUE**

Add clams to water and bring to a boil; drain, reserving liquor. Cut off firm parts and chop; add to rest of clams. Melt butter in saucepan; stir in flour. Add clam liquor, milk, seasonings; stir until slightly thickened. Add clams and heat. Serves 4 to 6.

**COD BAKED WITH TOMATO SAUCE**

Cut fillet (frosted or thawed) into 4 pieces and place in buttered shallow baking dish. Sauté onion, celery, and green pepper in butter until tender; add flour and mix well. Add remaining ingredients and cook slowly 10 to 15 minutes, stirring occasionally. Pour over fish and bake in hot oven (450°F) 25 to 30 minutes, or until fish is tender. Serves 4. (One-fourth bay leaf may be added to sauce with the tomatoes, if desired for flavor; remove bay leaf before pouring sauce over fish.)

**NEW ENGLAND FISH CHOWDER**

Try out salt pork in kettle until crisp and delicately browned. Add onions and sauté slowly. Add water and potatoes and cook 5 minutes, or until potatoes are partially done. Then add fish (frosted or thawed) and cook until it may be separated in large pieces with fork. Add remaining ingredients; reheat and serve. Serves 4 to 6.

**FAVORITE OYSTER PIE**

Cook mushrooms in butter until partially tender. Stir in flour. Add milk gradually and cook until thickened, stirring constantly. Add seasonings, lemon juice, and oysters. Line bottom and sides of small casserole with biscuit dough. Fill with oyster mixture and cover with dough, pressing edges together well and making slits in top. Bake in hot oven (450°F) 15 minutes; reduce heat to moderate and bake 10 to 15 minutes longer. Serves 4.
THE WONDERFUL STORY
OF BIRDSEYE FOODS

In a new patented process of quick-frosting, science has at last found a way to imprison the freshness of perishable foods—and send them to your table at their peak of flavor.

BirdsEye Foods are fresh from the garden, the fields, or the sea. Within the space of a few hours at the most, they are cleaned, stripped of all waste, and packed in sanitary containers.

The next step is the magical one! The filled cartons are subjected to a North Pole temperature, far, far below zero... At that instant, for these foods, time stops! Their freshness, fragrance, and subtlest flavors are sealed in—yours to release!

BIRDS EYE