Time Saving Menus for marvelous meals
Meals THAT ALMOST "GET THEMSELVES"!

Here they are! A round, delightful dozen of the quickest, easiest and most delicious meals you ever tried. Look their menus over . . . read about the wonderful new foods that make them so quick and good . . . and then tuck this folder away in your handbag for future reference in planning easy delicious summer meals.

And notice those little stars alongside one or more items in each menu? Where you see the stars is where the magic enters the menu. For every starred dish is made with one of the more-than-three-dozen different kinds of BIRDS EYE Foods. Have you discovered these miracle foods? If not—try them today. Prove to yourself that they can actually cut your kitchen work in half!

THREE 25-Minute DINNERS

Home from the movies a little late? Nobody in the family will suspect that these were hurry-up meals!

Chilled Tomato Juice
★Broiled Lamb Chops
★Succotash
Lettuce Salad †
Iced Melon
Broiled Tomatoes
French Dressing
Tea

★Broiled Haddock
Creamed New Potatoes
Stuffed Celery Salad †
★Raspberries with Cream ‡
Coffee

★Pan-fried Perch with Lemon Slices
★Buttered Broccoli
New Boiled Potatoes
Watercress Salad
Ice Cream and ★Sliced Strawberries §
Coffee

†Cleaned and put away to crisp when bought
‡Set out in room temperature when preparation of meal is begun
§Ice cream bought at store; strawberries previously defrosted as directed on box.
GOOD HOUSEKEEPING INSTITUTE has tested and approved all these menus.

Good Housekeeping Institute has checked and verified the statements as to the time needed for preparing them. Thousands of women find Birds Eye Foods revelations in convenience. Here's how one test was made:

First... WITHOUT BIRDS EYE FOODS

12:30 P.M.
A big, bulky bag holding 2 pounds of ordinary "fresh" Lima Beans. Now the time-taking, tiresome work of preparation begins!

12:44 P.M.
Almost a quarter of an hour spent in splitting open the stubborn shells... picking out and discarding the beans that are too green or too dry!

12:45 P.M.
All that work—for all this waste! The empty pods weigh 1 pound—the beans only 14 ounces. Now, at last, she's ready to cram the pods into the garbage can and put the beans on to cook. Another 20 minutes before they're ready!

Now... WITH BIRDS EYE FOODS

12:30 P.M.
A neat, convenient cellophane lined carton—filled with plump, fresh little Baby Limas... all shelled and graded. None are too green... None too dry!

12:30 P.M.
Not one second's preliminary work needed with BIRDS EYE Baby Limas! In they go—straight from the carton—into the saucepan of boiling water!

12:47 P.M.
Ready to serve! No muss to clean up in the kitchen... no "maybe" about the fresh tenderness of the fragrant Baby Limas. BIRDS EYE Baby Limas are always garden-fresh... delicious. The whole family will enjoy them!
MORE Minute-Saving MENUS... and Money-Saving, Too!

BIRDS EYE Foods are... so quick that they remind you of one of Aladdin’s magic feasts... so easy that you feel like Cinderella when her fairy godmother dropped in to help... truly fresh—as if they were whisked via magic carpet straight from the garden.

TWO 30-Minute DINNERS

Half-hour dinners used to taste that way. BIRDS EYE Foods bring you time-saving meals that are delicious.

Grapefruit Juice
★Fried Fillet of Sole with Almond Sauce
★Asparagus Buttered Carrots
Lattice Potatoes†
★Peach Sponge Shortcake † Whipped Cream
Coffee

Jellied Soup (canned)
★Broiled Chicken
★Peas with Cream Rice
Cucumber Salad
Apple Sauce (canned) Spice Cookies†
Postum

THREE Easy Economy DINNERS

BIRDS EYE Foods help meet the real test of a meal-planner—giving tasty meals that cost little.

★Hamburg Cakes
Scalloped Potatoes Fried Green Tomatoes
Shredded Cabbage Salad
★Deep-dish Peach Pie Postum

Frizzled Ham Lyonnaise Potatoes
★Broccoli with Egg Sauce
Apple Sauce with Gingerbread Tea

★Broiled Pork Chops Buttered Onions
★Creamed Carrots and Peas Beet Green Salad
Rhubarb Pie Coffee

†Bought packaged ‡Made with sponge cake bought ready-baked.
TWO **Hot-weather** COMPANY LUNCHEONS

Kitchens are nice places—to stay out of when hot weather comes! BIRDS EYE Foods make even company luncheons in sizzling weather quick and easy...and of course they are the finest, freshest foods you can serve.

- Jellied Tomato Bouillon
- **Creamed Lobster**
- Mixed Vegetable Salad
- Melba Toast
- **Sliced Strawberries in Sponge Cake Shells**
- Tea
- Whipped Cream

- Honey Dew Melon
- Corn Pudding with Bacon Strips
- **Asparagus Salad**
- Nut Muffins
- **Raspberry Cream Tarts**
- Coffee

TWO **Oven-baked** MEALS

Do you let your oven work for you as much as you can? It’s a fine way to cut down on pot-watching—and to add to your come-out-of-the-kitchen time.

- Pineapple Juice
- **Hamburg Loaf**
- Scalloped Cabbage
- Baked Sweet Potato
- Radishes
- **Blueberry Roly-poly with Blueberry Sauce**
- Tea

- **Oyster Cocktail**
- **Rib Roast of Beef**
  - with Roasted Onions, Carrots and White Potatoes
  - Picallili or Tomato Conserve
- Fresh Fruit Salad
- Cream Dressing
- Crackers
- Coffee
BIRDS EYE FOODS
Come Cleaned... Trimmed... Ready to Cook or Serve

Wash spinach? Never again! Buy BIRDS EYE!

Peel peaches? Mercy, no! Buy BIRDS EYE!

Clean fish? Not any more! Buy BIRDS EYE!

Fresh... VEGETABLES ... FRUITS ... MEATS ...
SEA FOODS... Poultry
THE WONDERFUL STORY OF

"The Foods that Make
Time Stand Still!"

You're hearing about BIRDS EYE Foods everywhere these days. Your friends are using them to give their families fresher foods—and a wider variety of foods—than they've ever had before. The finest restaurants and clubs are proudly serving BIRDS EYE Foods. No doubt you've wanted to find out the whole story about these miraculous Fruits... Vegetables... Sea Foods... Poultry... and Meats.

Here it is: Recently a revolutionary way was discovered to seal in the freshness and food value of good things to eat. The secret lay in the use of North Pole cold, applied in a certain way that is the exclusive property of the people who send you BIRDS EYE Frosted Foods.

This patented process of Quick-Freezing is utterly unlike ordinary slow freezing—which, as you know, changes the taste and the texture of foods and impairs their nutritional value. BIRDS EYE Foods are not changed in any way. Break the magic spell of cold by letting them defrost according to the directions on the boxes, and you have simply the finest FRESH foods you ever tasted!

Serve a dinner of BIRDS EYE Foods tonight. You'll feel like cheering when you discover how easy and quick they make your kitchen work. And your family will cheer when they discover how fresh and full of flavor these miraculous foods are.

See inside for...

A ROUND DOZEN SQUARE MEALS!

Menus that you'll want to try!

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