HOW to serve fish - and love it!

7 tempting recipes
How to cook fish
How to buy fish
Party suggestions

Today the miracle of quick-freezing used for Birds Eye Foods brings you ocean-fresh fish the year 'round at economical prices. This new recipe booklet will help you to enjoy many new seafood dishes that are easy to prepare and serve. For the finest quality in seafoods, be sure you ask for “Birds Eye Foods.”
SEA FOOD À LA NEWBURG

Any combination of these Birds Eye sea foods may be used. Sauté sea food in butter very gently until heated through. Drain, reserving liquor; add light cream to make 1 cup. Combine salt, pepper, and paprika in top of double boiler; add egg yolks and mix thoroughly. Add sea-food liquor and cream and blend. Place over hot water and cook until thickened, stirring constantly, being careful not to overcook and curdle mixture. Add sea food and heat well; then add sherry. Serve at once on toast points or in patty shells. Serves 8.

HADDOCK FONDUE

To cook haddock, place haddock (frozen or thawed) in saucepan, add 1 cup boiling water and ½ teaspoon salt. Cover and cook gently 10 to 12 minutes, or until tender. Drain, reserving liquor; measure ¼ cup. Separate fish into flakes. Combine fish liquor and milk in top of double boiler. Place over boiling water and bring to scalding point. Saute green pepper in butter. Add to fish liquor and milk with bread cubes, egg yolks, and onion, and cook 2 minutes, or until thickened, stirring constantly. Remove from boiling water; add salt, pepper, and cheese, and stir until cheese is melted. Add fish and lemon juice. Fold into egg whites. Turn into greased casserole. Place in pan of hot water and bake in moderate oven (350° F.) 1 hour. Serves 6.

HOW TO BUY FISH and get your money's worth

FILLETS—Birds Eye Fish are sold on a “fillet” basis. It takes about 3 lbs. of “whole fish” to make one pound fillets. Remember, one pound of Birds Eye Fillets serves 4.

STEAK—There is very little waste in fish steaks. However, there are many different grades. To be sure of the finest quality, ask for “Birds Eye”.

SHELLFISH—Compare Birds Eye Shellfish only with fresh shellfish bought right off the boat. Every ounce is edible food . . . every box serves 4.

VITAMINS SEALED IN

The food values in fish are so important that you will be interested to know that the quick-freezing used for Birds Eye Foods seals in vitamins as well as freshness and flavor. Dr. Carl R. Fellers, well-known research professor of Horticulture, says: “Birds Eye Foods, as we have found them in culture, says: “Birds Eye Foods, as we have found them in retail stores, are fully as high in food values, including all the vitamins, as the freshest foods purchased on the market and cooked in the home.”
**Birds Eye** brings you the oceans finest

**J**UST think of being able to buy, on any day of the week, fish that are guaranteed to be the finest selected quality...guaranteed to have all their just-caught flavor and freshness sealed in!

**Here's Why They Are Better**

Only the freshest, plumpest fish are chosen for Birds Eye. Brought to you by our swift, modern trawlers, the selected fish are immediately cleaned, stripped of all waste...the cleaned fillets and steaks wrapped in cellophane. Then...while the tang of the sea is still in them...all goodness and flavor are sealed in by the miracle of quick-freezing used for Birds Eye Foods.

**Easy and Convenient for You**

And here's good news for the busy homemaker. There's no disagreeable job of cleaning, trimming or washing. Birds Eye Fish can be cooked either frozen or thawed. Simply open the package and pop the glazing fish into the pan.

**Birds Eye Fish Save You Money**

Birds Eye Fish make an economical meal. There's no waste to pay for. And it's worth a lot to know that you can buy—any day in the year—fish that are guaranteed to satisfy, or money back.

**Try this week...once your family tastes this ocean-fresh flavor they'll enjoy eating fish often...and this means a saving in the budget for you!**

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**SHRIMPS AND SPAGHETTI SEASHELL**

Sauté shrimps in butter in saucepan. Add flour and curry powder and mix thoroughly. Add milk gradually and cook until thickened, stirring constantly. Add salt, pepper, bay leaf, nutmeg, and Worcestershire sauce. Pour over hot spaghetti and serve at once. Serves 6.

**CODEFISH CHOWDER**

Try cut 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 (frozen or thawed) and cook until it may be separated in large pieces with fork. Add remaining ingredients; reheat and serve. Serves 6.

**RED PERCH BAKED WITH CHEESE**

Separate fillets; sprinkle with salt and pepper and place in shallow baking dish. Bake in oven 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.

**CREAMED FLOUNDER AND MUSHROOMS**

To cook flounder, place flounder (frozen or thawed) in saucepan, add ½ cup boiling water and 1/4 teaspoon salt and cook until tender. Drain, reserving liquor; add light cream to make 1 1/2 cups. Separate flounder into large flakes. Cook mushrooms in butter until well browned. Stir in flour. Add fish liquor and cream gradually and cook over low flame until thickened, stirring constantly. Add salt and fish. Reheat. Serve on hot buttered toast or in patty shells. Sprinkle with paprika. Serves 4.

**OYSTER BAKED POTATOES**

Scrub potatoes, brush with melted butter, and bake in hot oven (400°F.) 1 hour, or until done. Marinate oysters in French dressing 30 minutes. Drain. Cut potatoes lengthwise in halves and scoop out inside. Mash, add butter and hot milk, and season with salt and pepper. Beat until light and fluffy. Fold mixture into potato shells, making a hollow in center of each half. Arrange oysters in hollows in potatoes. Top with buttered crumbs, sprinkle with paprika, and return to oven 15 minutes, or until crumbs are browned. Serves 8.
There are more than 60 different kinds of Birds Eye Foods, all brought to you at flavor-peak by the miracle of quick-freezing. There is no "season" for these amazing foods...whenever you buy them, winter or summer, they're always the same dependable high quality.

Every product carrying the Birds Eye Label is guaranteed satisfactory or your money back.

**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

**FISH**
- Cod Fillets
- Haddock Fillets
- Halibut Fillets
- Mackerel Fillets
- Red Perch Fillets
- Flounder Fillets
- Halibut Steaks
- Salmon Steaks
- Swordfish Steaks

**SHELLFISH**
- Lobster Meat
- Oysters
- Scallops
- Shrimp

**MEATS**
- Sirloin Steak
- Tenderloin Steak
- Rump Steak
- Chopped Steak
- Rump Roast

**POULTRY**
- Broilers
- Fryers
- (Country Style)
- Roasters
- Fowl
- Fricassee
- Ducklings
- Turkeys

**FRUITS**
- Blueberries
- Peaches
- Raspberries
- Rhubarb
- Strawberries
- Youngberries

**BIRDS EYE FOODS**

Be sure to watch for our weekly fish specials!