DON'T KILL THE GOOSE THAT LAYS THE PROFIT "EGGS"!

Your reputation is built on the quality of food you serve. Your profits, your patronage, depend upon it. And—the VEGETABLES you serve play the major role.

Despite rising food costs and the scarcity of some foods, you can maintain the highest standards of quality of this important menu item by featuring Birds Eye Vegetables. What they SAVE you and what they GIVE your patrons are more important to you today than ever before:

WHAT YOU SAVE

1. **YOU SAVE LOSS IN YIELD, SPOILAGE**... Yield is always the same. No throwing away leftovers. Cook just enough for immediate needs. You serve every ounce you buy.

2. **YOU SAVE KITCHEN HOURS**... No cleaning, trimming, washing for your staff. Birds Eye Vegetables come ready to cook. No need to thaw them in advance.

3. **YOU SAVE COOKING TIME**... Birds Eye Vegetables cook quicker, save stove space, fuel.

4. **YOU SAVE STORAGE SPACE**... No bulky hampers. Just neat, conveniently sealed packages of edible food.

WHAT YOU GIVE YOUR PATRONS

1. **UNIFORM, HIGHEST QUALITY**... The quality of Birds Eye Vegetables is recognized—controlled quality that assures your patrons' satisfaction every time they're served.

2. **THE FLAVOR OF GARDEN FRESHNESS**... The full natural flavor of Birds Eye Vegetables is sealed in within minutes of harvesting.

3. **THE DELIGHTFUL FRESH AROMA**... The texture and aroma of Birds Eye Vegetables is only possible by reason of their selected garden-fresh qualities.

4. **THE APPETITE APPEAL OF NATURAL COLOR**... The appearance of vegetables means so much—Birds Eye Vegetables have that full bloom and natural color which spells "freshness."

Remember this: cutting cost at the expense of quality may offer a tempting way out. But—this is about the last thing you'd want to do. The restaurant that maintains its reputation for fine foods and fine service is going to prosper and grow stronger, both during the war and in the peace to come!
WE MUST EAT

VITAMIN-RICH LUNCHEON COMBINATIONS

*CAULIFLOWER AND SPAGHETTI CASSEROLE
BEET AND CELERY RELISH
BACON MUFFINS
BIRDS EYE PEACH MOLD

*CREAM OF TOMATO SOUP
LIMA BEAN AND CORN SALAD
MELBA TOAST
STEWED RHUBARB

*BUTTERED SPINACH  BAKED POTATO
PICKLED BEETS  MEXICAN CORN
WHOLE WHEAT ROLLS AND BUTTER
DEEP-DISH APPLE PIE AND CHEESE

*LIMA BEAN TIMBALES
SCALLOPED TOMATOES  FRENCH FRIED POTATOES
BREAD AND BUTTER
FRUIT CUP AND COOKIES

*BROILED HAMBURG ROLL
BUTTERED LIMA BEANS  COLE SLAW
BIRDS EYE PEACH MOLD

*BIRDS EYE CORN CHOWDER
CHOPPED RAW VEGETABLE SANDWICH
CHERRY PIE

BUTTERED SQUASH  *FRENCH FRIED CAULIFLOWER
MEXICAN COLE SLAW  BUTTERED LIMA BEANS
FINGER ROLLS AND BUTTER
BAKED CUSTARD

SPINACH AND BACON SOUFFLÉ
HOME FRIED POTATOES  CREAMED MUSHROOMS
RADISHES AND CARROT STICKS
MUFFINS AND BUTTER
BIRDS EYE PEACH PIE

DELICIOUS LIMA BEAN SOUP
VITAMIN SALAD
CORN BREAD AND BUTTER
*SQUASH PIE

FISH CAKES
*CORN AND LIMA BEANS, MEXICAN STYLE
COTTAGE PUDDING  CHOCOLATE SAUCE

*Recipe on opposite page.
CAULIFLOWER AND SPAGHETTI CASSEROLE
(2 gallons mixture)

1 box (2½ pounds) BIRDS EYE CAULIFLOWER
1 box (2½ pounds) BIRDS EYE GREEN PEAS
2 quarts diced carrots
1½ pints peas and carrot stock
12 ounces butter, melted
5 ounces flour

2½ quarts milk, scalded
4 teaspoons salt
½ teaspoon pepper
1 teaspoon Worcestershire sauce
6 ounces grated American cheese
12 ounces spaghetti, cooked
1½ quarts soft bread crumbs, buttered
8 ounces grated American cheese

Cook frozen cauliflower and frozen peas as directed on packages. Drain, reserving pea stock. Cook carrots in boiling salted water until done. Drain, reserving stock. Add to pea stock to make 1½ pints liquid. Combine butter and flour and blend. Add stock, milk, salt, pepper, and Worcestershire sauce and cook over boiling water until thickened, stirring constantly. Add 6 ounces cheese and stir until melted. Combine with vegetables and spaghetti. Turn into shallow baking pans and cover with mixture of crumbs and 8 ounces cheese. Bake in moderate oven (350° F.) 30 minutes, or until browned. Makes 42 portions, 6 ounces (¼ cup) each.

LIMA BEAN TIMBALES
(3 quarts mixture)

1 box (2½ pounds) BIRDS EYE LIMA BEANS
1½ quarts grated raw carrots
6 eggs, slightly beaten

2 teaspoons salt
½ teaspoon pepper
¼ teaspoon paprika
2½ pints hot milk

Cook frozen Lima beans as directed on package; drain. Mix with carrots. Combine eggs and seasonings. Add milk gradually, mixing thoroughly. Arrange vegetables in greased custard cups or timbale molds; fill with custard mixture. Place cups in pans of hot water. Bake in moderate oven (350° F.) 45 minutes, or until knife inserted comes out clean. Serve with celery sauce or onion sauce. Makes 24 portions, 4 ounces each.

FRENCH FRIED CAULIFLOWER
(2 quarts mixture)

1 box (2½ pounds) BIRDS EYE CAULIFLOWER
1½ quarts boiling salted water

3 eggs, beaten with ¼ pint milk and dash of salt
Sifted bread or cracker crumbs, seasoned

Place frozen cauliflower in boiling salted water and bring just to a boil; drain. Dip cauliflower in egg mixture, then roll in crumbs. Fry in deep fat (350° F.) 2 to 2½ minutes, or until well browned. Drain. Serve plain or with egg, cheese, or hollandaise sauce. Makes 14 portions, 3 ounces (approximately ½ cup) each.

BIRDS EYE CORN CHOWDER
(1½ gallons mixture)

6 ounces (1⅛ cups) thinly sliced onions
1/2 teaspoon pepper
1 box (2½ pounds) BIRDS EYE GOLDEN SWEET CORN
3 ounces butter
2⅛ quarts milk, scalded
1⅛ quarts diced potatoes
3/4 quart boiling water
1⅛ ounces (2½ tablespoons) salt
3/4 quart light cream or evaporated milk

Sauté onions in butter until golden brown. Add potatoes, water, salt, and pepper, and cook, covered, 10 minutes. Add corn (frozen or thawed) and cook, covered 10 minutes, or until potatoes and corn are tender. Add milk and cream and heat thoroughly. Garnish servings with chopped parsley or paprika. Makes 24 portions, 8 ounces (1 cup) each.

SQUASH PIE
(3 quarts mixture)

1 pound light brown sugar
5 ounces sugar
1 ¾ ounces flour
1 tablespoon salt
3/4 teaspoons cinnamon
1 ½ teaspoons ginger
1 teaspoon nutmeg

1 box (2½ pounds) BIRDS EYE COOKED SQUASH, thawed
6 (10 ounces) eggs, slightly beaten
3 ounces butter, melted
3 unbaked 9-inch pie shells

Mix together sugars, flour, salt, and spices. Add to squash. Add eggs, milk, and butter and mix well. Turn into pie shell. Bake in moderate oven (350° F.) 45 to 50 minutes, or until done. Makes three 9-inch pies, 1 quart filling each.

CORN AND LIMA BEANS, MEXICAN STYLE
(3¼ quarts mixture)

1 box (2½ pounds) BIRDS EYE LIMA BEANS
1 clove garlic, finely chopped
5 ounces green pepper, finely cut
5 ounces butter
4 ounces pimiento, finely cut
1 pint chicken stock
1 pint canned tomatoes
1 box (2½ pounds) BIRDS EYE GOLDEN SWEET CORN
1/2 ounce salt
1/4 teaspoon pepper
Dash of paprika

Cook frozen Lima beans as directed on package; drain. Sauté garlic and green pepper in butter until tender. Add pimiento, tomatoes, corn, chicken stock, and seasonings. Simmer 5 to 10 minutes, or until vegetables are done. Add Lima beans. Heat thoroughly before serving. Makes 13 portions, 8 ounces (1 cup) each.

REMEMBER... ANY RECIPE IS BETTER... WITH BIRDS EYE!
WE MUST EAT RIGHT TO WIN!

In these strenuous times everyone is aware that proper food is more than ever essential to public well being—to national strength. Numerous public health and Governmental agencies are more closely scrutinizing the diet of the nation as our stamina, our endurance, and even our will to win is influenced by what we eat.

Fruits and vegetables represent a large part of our diet. It is, therefore, important that such food be as nutritious as possible. Birds Eye Quick-Frozen Fruits and Vegetables are an exceptionally good source of health-giving vitamins. Your patrons are hearing a lot these days about their value—and about vitamin facts that may cause them to wonder whether the meals they are eating contain all of the necessary health-giving elements.

To satisfy your own mind on the subject, that Birds Eye Frosted Foods are an excellent source of health-giving vitamins, let's look at what a few eminent authorities have to say:

"The vitamin C content of cooked quick-frozen peas studied was .12 mg. per gram as compared with .11 mg. per gram of fresh peas of the same variety."

Tressler & Keaton in Food Research, Vol. 3, No. 4, 1938.

"Freezing seems to preserve the taste and quality of the vegetables better than canning or any other way of preservation."


"Rose and Phipard compared quick-frozen peas and lima beans with the same season's fresh crop and found no change due to freezing... Canning proved much more destructive of Vitamin G than freezing in the case of asparagus, lima beans and spinach, in which the losses amounted to 22, 27 and 62 per cent respectively."

Dr. Mary Swartz Rose in Journal of American Medical Association

We all must eat right to win.

Important product features of Birds Eye Corn:
1. Only perfect ears are selected.
2. Whole, plump, milky kernels cut from cob.
3. Thoroughly cleaned.
4. Rigidly inspected to eliminate any imperfections.
5. Bright yellow color.
6. Uniform quality.
7. Tender texture.
8. Full natural freshness of flavor.

BABY GREEN LIMA BEANS ........... 40 oz. pkg. 65¢
Selection... tender, small beans of the Henderson Bush Variety.

CAULIFLOWER ..................... 40 oz. pkg. 63¢
Snow-white crisp florets. Selection... early Snowball and Extra Dwarf Erfurt Varieties.

SQUASH ......................... 40 oz. pkg. 36¢
Pureed and cooked. Selection... Boston Marrow and Golden Delicious Varieties.

PEACHES .......................... 40 oz. pkg. 58¢
10 lb pkg. 2.10
Sliced, sweetened. Selection... Hale and late Elberta Varieties.
"FARM-FRESH"

BY HECK IT'S GREAT!

Depend upon it! BIRDS EYE CUT CORN is as fine and fresh tasting as if it were only five minutes away from the stalk. That's because BIRDS EYE selects the tenderest, young Golden Sweet Corn and quick-freezes it minutes after harvesting. Every bit of farm-fresh flavor and rich, milky sweetness is "locked in"—awaiting the moment your cooking begins. Serve BIRDS EYE CUT CORN this week... Your patrons will call it really "swell"!

BIRDS EYE CORN CAKES

2 quarts mixture... makes 50 cakes... 1 1/4 ounces each

<table>
<thead>
<tr>
<th>INGREDIENTS</th>
<th>AMOUNT OR WEIGHT</th>
<th>SERVICE SUGGESTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIRDS EYE GOLDEN SWEET CORN, thawed</td>
<td>1 box (2 1/2 pounds)</td>
<td>Birds Eye Corn Cakes</td>
</tr>
<tr>
<td>Butter, melted</td>
<td>3 ounces (6 tablespoons)</td>
<td>Maple Syrup and Bacon</td>
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<tr>
<td>Flour</td>
<td>6 ounces (1 1/2 cups)</td>
<td>Ice Cream with</td>
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<tr>
<td>Calumet Baking Powder</td>
<td>1/2 ounce (4 teaspoons)</td>
<td>Birds Eye Sliced Peaches</td>
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<tr>
<td>Salt</td>
<td>1/2 ounce (1 tablespoon)</td>
<td>- - -</td>
</tr>
<tr>
<td>Pepper</td>
<td>1/2 teaspoon</td>
<td>Creamed Chicken and Ham</td>
</tr>
<tr>
<td>Corn liquid or milk, or corn liquid and milk</td>
<td>1/2 cup</td>
<td>Birds Eye Corn Cakes</td>
</tr>
<tr>
<td>Eggs, well beaten</td>
<td>8</td>
<td>Stewed Rhubarb</td>
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</tbody>
</table>

Drain corn and reserve liquid. Mix corn with melted butter. (Corn may be chopped, if desired.) Sift flour, baking powder, salt, and pepper together twice. Add corn and mix thoroughly. Combine liquid and eggs; add to corn mixture and stir until smooth. Bake on hot, well-greased griddle. Serve hot with Southern Fried Chicken or butter and Log Cabin Syrup.
Snoball your profits with Birds Eye Peaches!

Delicious, "orchard-fresh" Birds Eye Peaches are ideal for appetizing, low-cost desserts. Their natural fresh color, flavor and texture are just the thing to pep up puddings, pies, tarts, or sundaes—and what's really important to you right now, Birds Eye Peaches have sugar already added! Order a supply of Birds Eye Peaches today. You'll profit by it!

Peach Pudding

Ingredients

<table>
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<tr>
<th>INGREDIENTS</th>
<th>AMOUNT OR WEIGHT</th>
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<tbody>
<tr>
<td>Birds Eye Sliced Peaches, thawed</td>
<td>1 box (2 1/2 pounds)</td>
</tr>
<tr>
<td>Swans Down Cake Flour</td>
<td>1 pound</td>
</tr>
<tr>
<td>Calumet Baking Powder</td>
<td>3/4 ounce</td>
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<tr>
<td>Salt</td>
<td>3/4 teaspoon</td>
</tr>
<tr>
<td>Butter</td>
<td>2 ounces</td>
</tr>
<tr>
<td>Sugar</td>
<td>8 ounces</td>
</tr>
<tr>
<td>Eggs, slightly beaten</td>
<td>2</td>
</tr>
<tr>
<td>Milk</td>
<td>1 pint</td>
</tr>
<tr>
<td>Vanilla</td>
<td>2 teaspoons</td>
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</tbody>
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Service Suggestions

- Split Pea Soup
- Mixed Green Salad
- Rye Bread and Butter
- Peach Pudding
- Egg and Vegetable Salad
- Melba Toast
- Peach Pudding, Whipped Cream

Drain peaches and dice. Reserve juice and 1/2 of peaches for sauce. Add 1 tablespoon lemon juice to reserved peaches. Sift flour, baking powder, and salt together three times. Cream butter, then add sugar gradually, creaming thoroughly. Add eggs gradually, beating until light and fluffy. Combine milk and vanilla. Add flour, alternately with milk, adding first about 1/3 of flour, then 1/2 of milk, then another 1/3 of flour, and remaining milk and flour. Add remaining 1/2 of diced peaches; blend. Turn into greased shallow baking pan, and bake in moderate oven (350° F.) 40 to 50 minutes. Serve warm with Peach Sauce.

To make Peach Sauce, add water to peach juice to make 1 quart. Heat to boiling. Mix 1 1/2 ounces cornstarch and 10 ounces sugar; add slowly to boiling liquid, stirring constantly. Continue cooking 3 to 5 minutes, or until thickened and thoroughly cooked. Remove from heat and add reserved peaches with lemon juice. Serve warm.

Quaker Dairies, Inc.
Phone: Cherry 5480

Detroit, Mich.
BIRDS EYE QUALITY

STARTS WITH THE SEED!

BIRDS EYE LIMA BEANS are grown from special seed—one, single variety of Birds Eye tested seed that guarantees the same, uniform high quality in every box of BIRDS EYE LIMAS you buy. Birds Eye selects growing areas where the soil is richest, and locates quick-freezing units right next door to the fields. That's why BIRDS EYE LIMAS are tops for farm-fresh flavor, tenderness, and color. Serve them often!

**LUNCHEON SALAD**

3 1/4 quarts mixture... makes 20 portions... 5 ounces vegetables and 1 sliced egg each

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</tr>
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<tbody>
<tr>
<td>BIRDS EYE LIMA BEANS</td>
<td>1 box (2 1/2 pounds)</td>
<td>Cream of Tomato Soup</td>
</tr>
<tr>
<td>Cooked carrots, diced</td>
<td>3/4 quart</td>
<td>Luncheon Salad</td>
</tr>
<tr>
<td>Cooked beets, diced</td>
<td>3/4 quart</td>
<td>Melba Toast</td>
</tr>
<tr>
<td>Hard-cooked eggs, sliced</td>
<td>20</td>
<td>Luncheon Salad</td>
</tr>
<tr>
<td>Salad greens</td>
<td></td>
<td>Rolls and Butter</td>
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<tr>
<td>French dressing, well seasoned</td>
<td>1 pint</td>
<td>Peach Cobbler</td>
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</table>

Cook frozen Lima beans as directed on package; drain. Chill. Season with salt and pepper and marinate each vegetable in small amount of vinegar. Arrange vegetables and sliced eggs in crisp lettuce cups, using twice as many Lima beans as carrots or beets. Garnish with water cress or chickory and serve with French dressing.
Harry F. Duval
Al. Piza Pharmacy.
13900 - Meyers Rd.
Detroit, Mich.