



FISH AU GRATIN made with Birds Eye quick-frozen fish fillets, potatoes, onions, cream sauce and cheese is convenient to make, and serve and is economical, too.

ONE-DISH MEAL

Busy meal-makers love the convenience of one-dish meals. With a big casserole that provides the main dish, plus a vegetable salad and rolls or bread, you have a complete meal with a minimum of fuss... and a minimum of pot-washing, too.

Casseroles are budget-savers, too. Particularly if you make them with economical Birds Eye quick-frozen fish fillets. In the recipe we feature today, delicate fillets of ocean perch, haddock or cod are cut into cubes and combined with sliced potatoes, onion rings, and a creamy sauce. And because fish is bland in taste, grated cheese is sprinkled on top for extra flavor.

Serve with a salad of marinated green beans and a basket of brown 'n' serve rolls and you have a dinner that's both easy and economical.

3 medium boiled potatoes, thinly sliced
1/2 cup grated American cheese
1/2 cup Paprika

Cut fish in 1-inch cubes and place in saucepan. Add water, onion rings, and salt. Cover and simmer 5 to 8 minutes, or until fish is tender. Drain, measure liquid, and add milk to make 1 1/2 cups. Melt butter in saucepan. Add flour, celery salt, and pepper. Then add fish liquid and milk gradually, stirring constantly. Cook and stir over medium heat until thickened. Remove from heat.

Arrange alternate layers of potatoes, fish, onion rings, and sauce in greased 1 1/2 quart baking dish, ending with 1/2 layer of potatoes. Sprinkle each layer with salt and pepper. Top with cheese and paprika. Bake in hot oven (400) about 30 minutes. Makes 4 servings.

CASSEROLE OF FISH AU GRATIN
1 package (1 pound) quick-frozen ocean perch, haddock, or skinless cod fillets, thawed
1/2 cup water
1/2 cup sliced onions, separated into rings
1/2 teaspoon salt
1/2 cups fish liquid and milk
3 tablespoons butter
3 tablespoons flour
1/4 teaspoon celery salt
Dash of pepper

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Both Stores

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Aluminum Foil

Aluminum foil's startling impact on the packaging of consumer products was revealed in results of a survey announced by Aluminum Company of America.

A nationwide sampling of home-maker opinion disclosed that 80 per cent of the women polled associate premium products directly with aluminum foil packaging. Nearly 100 per cent of those housewives who have tried products packaged in aluminum are favorably impressed, indicating repeat sales of products in foil.

Findings of the revealing survey were disclosed as Alcoa introduced its new household foil product, Alcoa Wrap. The company's packaging foil also will be marketed as Alcoa Wrap.

Noting these encouraging survey results, F. J. Close, Alcoa market development manager, predicted a continuing growth of aluminum in packaging.

"The survey revealed that consumer acquaintance with a household foil product directly affects her purchases of foods in foil packaging," Mr. Close stated. "Consequently our intensive promotional campaign for the new Alcoa Wrap should help build up packaging sales."

"Alcoa's faith in this important market for aluminum is evident in our huge investment in foil rolling facilities over the past year," Mr. Close stated. "The new capacity that these expansions will provide will more than double Alcoa foil output."

In comparison with four other

leading packaging materials, the survey shows that women interviewed consider aluminum foil superior on these counts:

1. Keeps the product fresh on the shelf.
2. The product stays fresh at home.
3. Liquids don't seep.
4. Fats and oils won't leak.
5. Foil has an appealing appearance.
6. Fragrance is kept in and odors out.
7. Homemaker's like foil's pliability, find it easy to use.

On foods merchandised in trays, such as poultry or meat pies, the ladies have a high opinion of the foil tray. They cite, in addition to

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DRINK Klamath Basin Grade "A" Milk Because...
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foil's superiority as a package, the convenience in preparing the food right in the tray, and then using the tray as a dish.

Their approval of the foil package is underscored by the survey's disclosure that 67 per cent of the ladies retain the tray for re-use. How widely can the foil be used for packaging? According to the survey, it can be used acceptably on all but a very few foods where visibility is of primary importance. However, in this attitude there is an imponderable: Many

of the premium products—such as fruit, where visibility is of prime importance—have been successfully packaged in foil.

The survey, on consumer atti-

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