

**The original and only genuine home specialities : popular for purity and high quality / Alfred Bird & Sons, Ltd.**

**Contributors**

Alfred Bird & Sons.

**Publication/Creation**

Birmingham : Alfred Bird & Sons, [between 1900 and 1909?]

**Persistent URL**

<https://wellcomecollection.org/works/jht7cvjn>

**License and attribution**

This work has been identified as being free of known restrictions under copyright law, including all related and neighbouring rights and is being made available under the Creative Commons, Public Domain Mark.

You can copy, modify, distribute and perform the work, even for commercial purposes, without asking permission.

**wellcome  
collection**

Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>

INSIST ON "BIRD'S." REFUSE SUBSTITUTES.

**ESTABLISHED 1837.**

THE ORIGINAL AND ONLY GENUINE  
**HOME SPECIALITIES.**

Popular for Purity and High Quality.

**BIRD'S CUSTARD POWDER.**

For making the richest Custards without Eggs at one half the cost and trouble—also delicious Custard Ices. Made in the following flavors:—STANDARD, VANILLA, LEMON, ALMOND,

(See Recipes in "Pastry and Sweets.")

**BIRD'S BLANC-MANGE POWDER.**

For making most delicious Blanc-Mange in a few minutes with little trouble, at a trifling cost. Made in the following flavors:—VANILLA, ALMOND, STRAWBERRY, RASPBERRY, CHOCOLATE and ALMOND. These may also be made into exquisite Ices

(See Recipes in "Pastry and Sweets.")

**BIRD'S CRYSTAL JELLY POWDER.**

**Dissolves Instantly!**

Makes a Jelly of the same delicious flavor and clearness as the old-fashioned Confectioners' Jellies. Made in the following delicious fruit flavors:—LEMON, STRAWBERRY, ORANGE, VANILLA, PINE APPLE, BLACK CURRANT and PORT WINE.

**BIRD'S CONCENTRATED EGG SUBSTITUTE (POWDER.)**

**Wholesome—Rich!**

Supersedes Eggs entirely in the making of Puddings, Pancakes, Cakes, Buns, Batter for Fish, Sauces, etc., to which it imparts the lightness, richness, appearance and flavor of New Laid Eggs.

(See Recipes in "Pastry and Sweets.")

**BIRD'S BAKING POWDER.**

For making Bread, Pastry, Cakes, Plum Puddings, Scones, Buns, etc., beautifully light.

(See Recipes in "Pastry and Sweets.")

**"PUDDENA" Regd. Trade Mark. Made only by BIRD'S.**

With BIRD'S "PUDDENA" a light, digestible and tasty Pudding can be prepared in a few moments. Its success is unfailing as it appeals to every taste. Dainty—Delicious—Digestible.

**BIRD'S "SPONGIE" Trade Mark.**

A Sponge Mixture for making delicious Swiss Rolls, Victoria Sandwiches, Sponge Cakes, etc.

Ladies are strongly recommended to consult "**PASTRY AND SWEETS**"—a little book containing Practical Hints and Original Recipes for tasty dishes for the dinner and supper table. Sent POST FREE on receipt of address, or may be obtained from any Grocer.

Sole Inventors and Manufacturers of these Economical Preparations:—

**ALFRED BIRD & SONS, Ltd.,** DEVONSHIRE WORKS, BIRMINGHAM, ENGLAND.  
[over

NOVEL AND DELIGHTFUL RECIPES  
FOR USE WITH  
**BIRD'S CUSTARD POWDER**

Welcome always for Lunch, Dinner or Supper.

**BIRD'S CUSTARD WITH TINNED OR BOTTLED FRUITS.**

Having first prepared a pint of Custard with Bird's Custard Powder according to the instructions on each packet, the simplest plan is to serve the fruit from one glass dish, and the Custard from another, a portion of fruit and Custard upon each plate. The Bottled Fruits must be sweetened to taste, but the Tinned Fruits rarely require sugar.

This method is highly popular and acceptable. It is accomplished with little trouble and expense, and at the shortest notice. Obviously the above is equally a success with every kind of fresh fruit, stewed or baked.

A dainty dish, so simple yet so tasty, is—

**BANANAS AND BIRD'S CUSTARD.**

INGREDIENTS: 2 Bananas, not too ripe, and 1 pint of Custard made with Bird's Custard Powder.

Prepare the pint of Custard according to the instructions and allow to stand for twenty minutes, not longer. Then peel the Bananas, and cut them into thin round slices. Lay these slices singly over the bottom of a glass dish, and pour the Custard gently over them. When cold the dish is ready for the table.

It is important that the Banana slices be entirely covered by the Custard, otherwise, in common with all fruits, they may become slightly discoloured by exposure to the air, thereby diminishing the attractive appearance of the dish.

A charming Combination:

**BIRD'S CUSTARD WITH ORANGES.**

INGREDIENTS: 2 ripe Oranges and 1 pint of Bird's Custard, prepared according to the instructions on each packet.

Peel the Oranges and remove as much of the white as possible. Then cut them into thin slices, place the slices in a glass or porcelain dish one above another, covering the whole surface of the dish, and sprinkling each slice thickly with powdered Sugar. Prepare the Custard, and whilst hot pour gently into the dish and allow to stand until quite cold, when the dish will be ready for the table without further trouble.

Pleasing to all palates are the following:

**CUSTARD PUDDING.**

INGREDIENTS: 1 packet of Bird's Custard Powder, 1 tea-spoonful of Flour, 2 ounces of White Sugar, a piece of Butter about the size of a walnut, and a pint of New Milk.

Mix in a quart basin the Custard Powder and Flour, and make into a smooth paste with 3 table-spoonfuls of Milk. Boil the remainder of the Milk with the Sugar and Butter, and pour it all at once, while still boiling, into the basin, stirring briskly two or three times; then put into a suitable dish, and bake until slightly browned over.

**TRIFLE.**

INGREDIENTS: 6 penny Sponge Cakes,  $\frac{1}{4}$  lb. of Macaroon Biscuits, 3 oz. of Ratafia Biscuits, 2 oz. of Sweet Almonds, (chopped), 3 table-spoonfuls of Raspberry Jam,  $\frac{1}{2}$  pint of Double Cream, 1 table-spoonful of Castor Sugar, Whites of 3 Eggs, 1 wine glass\* of Sherry or Raisin Wine, half a wine glass of Brandy,\* and 1 pint of Custard made with Bird's Custard Powder.

Cover the bottom of a glass dish with the Macaroons. Cut the Sponge Cakes into slices, spread each slice with Jam, and place in the dish. Sprinkle over the Ratafia Biscuits and soak with the Wine and Brandy. Prepare the Custard as described in the directions on each packet, and pour while hot into the dish. Sprinkle over the Chopped Almonds. Beat up the Cream and Sugar together, and then separately the Whites of the Eggs. Mix them, and heap lightly all over the top of the dish.

Decorate by sprinkling all over with "Hundreds and Thousands" and Silver Beads (obtainable from any confectioner) and small pieces of Crystallized Fruits.

\*If preferred, the Wine and Brandy may be omitted, or Raspberry Vinegar (sweetened) or Syrup used instead.

**RICE PUDDING.**

INGREDIENTS: 2 dessert-spoonfuls of Rice, 1 pint of Milk, 1 ounce of Sugar, and a pint of Custard made with Bird's Custard Powder.

Boil the Rice in the Milk with the Sugar, gently, for half an hour. Pour into a dish, and let it cool. Prepare a pint of Custard exactly as described in the directions on the label, pour it into the dish with the Rice, stir all gently together, and bake until slightly browned over.

**CABINET PUDDING.**

INGREDIENTS: 6 Sponge Cakes, 2 ounces of Ratafia Biscuits, some crystallized Cherries and Strawberries (or any crystallized or glace Fruits,\* not too large), and 1 pint of Custard, made with Bird's Custard Powder.

The Sponge Cakes sliced, the Ratafia Biscuits, and Crystallized Fruit should be put in layers in a well-buttered basin, care being taken to first place some of the Fruit and Ratafia Biscuits in strips against the sides of the basin. Prepare a pint of Custard according to the directions on the label, and pour very gently into the basin over the Sponge Cakes, Fruit, &c., being careful not to disturb them. Let the mixture stand for twenty minutes, cover with greased paper, and steam for half an hour, keeping the basin upright.

\*Crystallized or Glace Fruits may be purchased from most Grocers or Italian Warehousemen.

**TIPSY CAKE.**

INGREDIENTS: 1 Moulded Sponge Cake (a few days old if possible), a sufficiency of Sherry or Raisin Wine, 4 table-spoonfuls of Brandy, 2 ounces of Sweet Almonds blanched, 1 packet of Bird's Custard Powder, 2 ounces of White Sugar,  $\frac{1}{4}$  of a pint of Cream, and  $\frac{1}{2}$  of a pint of New Milk.

To make the Cake stand firm in the glass dish, cut the bottom level. Make a small hole in the top and pour into it and over it sufficient Wine, mixed with the Brandy, to soak it nicely. Let it soak for two hours, and then stick all over with the Blanched Almonds cut in strips. Make the Custard with the Sugar, Cream, and Milk, in the same manner as described in the directions on the label, and pour, when a little cool, into the dish round the cake—**NOT** over it.