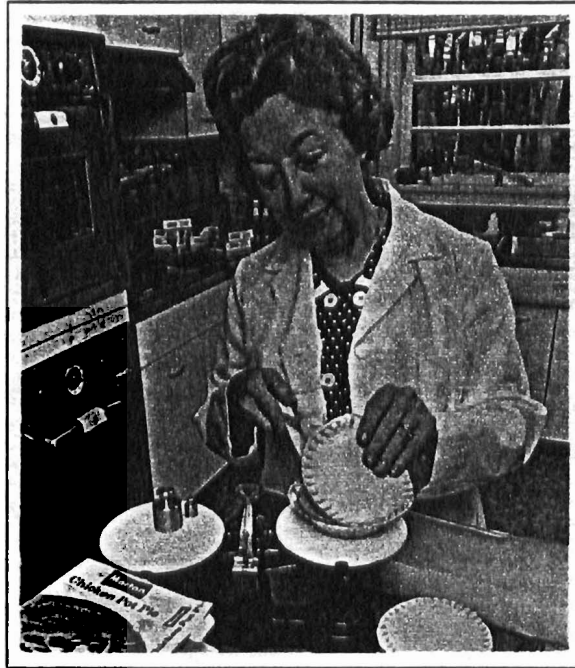


Virginia Watjen, Inventor of the Frozen Chicken Pot Pie, hasn't quit checking on us for 25 years.



Back in 1947, when freezing food was still a gimmick, Virginia had it all figured out.

Any frozen food would be easy to put on the table. But who'd want to serve her family any frozen food?

So when she suggested that Morton come out with the first frozen chicken pot pie, she already had a plan.

Her idea was to make tasty, home-cooked chicken pies stuffed full of meat, vegetables, and gravy... and make them better than anybody else could for anywhere near the money.

Dr. Cotton's Wednesday Lunch.

Her tasting idea caught on. What better way to make better food than to feed it to our management, every Wednesday.

Dr. Cotton, the head of our research kitchen, arranges it, and nowadays it's almost a ritual.

Our stuff and their stuff. Right off some supermarket shelf.

Our Pie vs. Their Pie

When we tried chicken pot pies,

ours and our leading competitor's, here's what we saw.

The chicken amounts are pretty much even, but ours is cut into smaller pieces, so our filling is more evenly filled with meat.

Our gravy's a deeper, darker color—rich and hearty. And it's delicately seasoned with celery, onion, paprika, turmeric, salt and black pepper.

And of course, Morton's still the one without the soggy undercrust—so all our crust is cooked a perfect golden brown.



So How Come We Cost Less?

Sure, our foods usually cost less than our biggest competitor's, but we think there are some pretty good reasons why.

We've worked out ways of cooking a lot of food and keeping up quality.

We've worked hard at getting the best ingredients in bulk, for the least money.

And to tell the truth, we probably don't make as big a profit.

So try all our Morton Pot Pies. And while you're at it, test-eat all our Morton products, like Chicken in a Basket, and our Macaroni & Cheese Casserole.

We'd like you to get to know Virginia Watjen and all the folks at Morton, who care a lot about the things they cook. Because with people like them working for us, you don't have to cook to care.

Morton

You Don't Have to Cook to Care.

Old Columbia Bldg.,
Louisville, Ky. Birthplace of
the Frozen Chicken Pot Pie.



Some folks at Morton still remember the old plant on Brent Street where Virginia and teams of other ladies rolled dough on long, long tables while they cooked a fantastic chicken fricasee to go inside. Sure, the whole thing's gotten a lot bigger since '47. Newer production methods. More people. Even some men doing the cooking. But Virginia Watjen had a plan for that, too.

Virginia's Plan.

First of all, she equipped her kitchen with everything she needed to analyze food. Weights. Measures. Scales and balances.

So whenever she wants, which is often, Virginia picks up some pies from the local supermarket to see how we're doing.

She separates and weighs the different ingredients. Checks the crust for flour quality. And just plain samples the flavor.

And as if this weren't enough, every few months or so she shows up at one of our plants.

Mrs. Watjen tours through, talks to a few old friends, and tastes the pies right off the production line.

All to make sure that nobody's changed her basic idea of quality cooking.

