

PLFS000492

CALL OR FAX IN YOUR ORDERS
Tel. 677-0606
Fax 353-1836

Turkey Burger \$ 11.95
Turkey Burger Deluxe \$ 13.50
with French Fries, Lettuce, Tomato and Cole Slaw

Chicken Fingers
Served with French Fries
Small \$12.50 Large \$19.50

Challah	Old Fashioned Matzoh Brie
French Toast \$10.50	\$10.50

Blintzes \$13.50
Three blintzes - your choice of pareve cheese, potato, blueberry, apple or cherry!
Served with applesauce

Instant Heart Attack \$19.95
A sandwich consisting of two large Potato Pancakes with your choice of Corn beef, Pastrami, Turkey, Salami

Pierogen \$13.50
Potato or Spinach - Boiled or Fried
Served with Applesauce and Fried Onions

Turkey Meat Loaf \$18.95
with Potato, Vegetable

Nova with Pareve \$ 18.50
Cream Cheese on Bagel or Pumpernickel, Lettuce, Tomato, Bermuda Onion, Olives

Cholent Every Day \$9.50

Whitefish Salad Platter
with Lettuce, Tomato, Potato Salad, Cole Slaw, Gami
\$17.50

Potato Pancakes with Apple Sauce \$13.50

Fried Kreplech with Sauteed Onions
Small \$9.50 Large \$13.95

*** Pasta with Tomato Sauce**
\$ 7.50 Appetizer
\$ 12.50 Entree

*** Veal Sausage**
with peppers and onions
\$ 11.25 Appetizer
on Club \$11.95

*** Veal Sausage**
with Peppers, Onions and Pasta
\$ 12.50 Appetizer \$ 18.50 Entree

*** Baked Potato and Soup \$10.50**

*** Baked Potato and Cholent \$12.95**

*** Baked Potato and Tuna Salad \$12.95**

*** NO VEGETABLES**

Wedeliver 7 days a week

Appetizers

(Apple, Tomato, Grapefruit or Orange Juice \$2.25)

Chopped Liver 9.95	Chopped Egg 6.95
Gefuillte Fish 10.50	Pcha (jellied calf's feet) 10.95
Stuffed Derma 9.50	Fresh Fruit Salad . 6.50
Stuffed Cabbage 10.50	Meatballs 10.25
(\$1.00 extra on dinner)	Chicken Fricassee 10.50
Pepper Steak 10.95	Turkey Kabob 10.50

Entrees

Served with Vegetables, Bread and Relish (Kishka in place of Vegetable 50¢ Extra)

* Except Entrees with Asterisk

HUNGARIAN BEEF GOULASH with noodles	19.95
PEPPER STEAK with rice or egg barley	19.95
BREAST OF VEAL with stuffing, potato and vegetable	19.95
* BOILED BEEF IN THE POT with noodles, carrots and matzoh ball	22.50*
* BOILED BEEF IN THE POT with mushroom barley soup	22.50*
MIXED PLATTER (meatball, derma and stuffed cabbage)	20.50
* CORNED BEEF AND CABBAGE with boiled potato	19.95
ROAST BEEF	20.95
BOILED BEEF FLANKEN	20.50
POTTED MEAT BALLS	18.95
TONGUE POLONAISE	28.50
POTTED BRISKET OF BEEF	22.95
MEAT LOAF	18.50
STUFFED CABBAGE	20.95
* No vegetables	

Poultry

CHICKEN CACCIATORE	20.75
Tender chicken simmered with onions, mushrooms, tomatoes, herbs and spices, served with egg barley and vegetable	
* CHICKEN IN THE POT	21.95*
A traditional Lower East Side favorite, made the traditional way with noodles, carrots and matzoh ball	
* CHICKEN IN THE BASKET with french fries and cole slaw	18.95
ROAST TURKEY with stuffing and cranberry sauce	21.95
BONELESS BREAST OF CHICKEN with mushroom stuffing	21.50
BOILED OR ROAST HALF SPRING CHICKEN	19.50
HALF ROAST CHICKEN WITH STUFFING	19.95
* TURKEY KABOB	20.25
marinated chunks of turkey on a skewer, served with egg barley, lettuce, tomato and marinated onions	
GRILLED CHICKEN BREAST	21.50
CHICKEN FRICASSEE	18.95
BRAISED TURKEY WING	16.95
BRAISED TURKEY LEG	19.50
BBQ CHICKEN IN OUR SPECIAL SAUCE	19.95
SCHNITZEL CHICKEN CUTLET	21.50

Fish

BROILED FILET OF SOLE	20.95	BROILED SALMON	21.95
* BROILED FILET OF SOLE A LA 2 ND AVE.	23.50	* BROILED SALMON A LA 2 ND AVE	24.50
* WITH ONIONS, PEPPERS, TOMATO AND MUSHROOMS			
BAKED CARP	19.25	BOILED CARP (Hot or Cold) & veg.	19.25
GEFUILTE FISH W/VEGETABLE & POTATO	16.95	FRIED FILET OF SOLE	20.95

Broilings

ROUMANIAN TENDERLOIN STEAK The Old-World Favorite	26.95
BROILED CHICKEN LIVERS made only from livers of our own chickens	19.75
CHOPPED STEAK freshly ground	19.75
PRIME RIB STEAK broiled to your liking	29.95
SAUTEED SLICED STEAK (fried onions, mushroom gravy)	22.95
BROILED LIVER STEAK	21.50

Eggs and Omelettes

Served with French Fries Only.

CORNED BEEF	17.50	PASTRAMI	17.50
TONGUE AND EGGS PANCAKE STYLE	23.50	NOVA SCOTIA LOX AND EGGS	17.50
MIXED DELICATESSEN OMELETTE	16.25	FRANKFURTER AND EGGS	13.95
WESTERN OMELETTE	14.95	BOLOGNA AND EGGS	13.95
TWO FRIED EGGS	4.95	SALAMI AND EGGS	13.95
ONIONS AND EGGS	9.25	VEAL SAUSAGE AND EGGS	14.95
CORNED BEEF HASH	17.95	VEGETABLE OMELETTE	10.95

Egg whites \$2.00 extra, Mushrooms \$2.00 extra each additional egg \$1.50 extra

Complete Dinner

Served from 5:00 - 9:00 pm only Add \$11.50 to A la Carte (prices include:) Appetizer and Soup, Entree, Dessert, Coffee or Tea

On the Side

BAKED BEANS	4.95	FRANKFURTER	3.95
FRESH VEGETABLES OF THE DAY	4.50	FRENCH FRIED POTATOES	4.95
POTATO SALAD	4.50	SWEET RED PEPPER	4.25
MASHED POTATOES	4.95	CUCUMBER SALAD	4.95
SPAGHETTI	6.50	BAKED POTATO	4.95

* OUTGOING ADDITIONAL \$1.50

Soups

Mon. Split Pea	Tues. Potato
Wed. Split Pea	Thurs. Turkey Gumbo
Fri. Minestrone	Sat. Yankee Bean
Sun. Vegetable Soup	
Every Day	
Mushroom Barley, Consomme with Noodles, Kasha or Rice, Matzoh Ball Soup, Fruit Soup (seasonal), Salt Free Consomme	6.25
Add 2 Kreplech with your choice of soup... Additional	\$2.95

LA CARTE 19.95
Doc. 68 Att. 19.95

Enjoy 2nd Ave. Deli in your home or office

3 Decker Sandwiches

"We cure our own Corned Beef and Tongue and we think you'll agree when you taste them... There's no finer anywhere."

(KINDLY ORDER BY NUMBER)

1. ROAST TURKEY AND TONGUE, cole slaw, Russian dressing, lettuce and tomato	19.75
2. ROAST TURKEY AND BREAST OF BEEF, Chicken fat, onion, coleslaw, Russian dressing	19.75
3. TONGUE, CORNED BEEF AND SALAMI, cole slaw and Russian dressing	21.75
4. HOT PASTRAMI, CORNED BEEF AND CHICKEN SALAMI, cole slaw, Russian dressing	19.75
5. ROLLED BEEF, GRILLED SALAMI AND GRILLED BOLOGNA, cole slaw, Russian dressing	19.75
6. TURKEY AND CHOPPED LIVER, cole slaw and Russian dressing	19.75
7. TONGUE TEMPTATION, chicken salad, Russian dressing and cole slaw	21.50
8. ROAST BEEF, Bermuda onion, chicken fat, lettuce and tomato	19.75
9. BREAST OF BEEF, Bermuda onion, chicken fat lettuce and tomato	19.75
10. SLOPPY JOE: Everything but the Kitchen Sink	19.75
11. CHOPPED EGGS AND CHOPPED LIVER, lettuce and tomato	16.50
12. KOSHER CLUB, turkey, pastrami, lettuce, tomato and mayo	19.75

(Club Bread .75¢ Extra)

Hot Open Sandwiches

Served with our Delicious Gravy and French Fried Potatoes

ROAST TURKEY with cranberry sauce	19.95
ROAST BREAST OF BEEF	18.95
ROAST PRIME BEEF	18.95
BEEF TONGUE	23.95

Twin Double

Generous portion of HOT CORNED BEEF and HOT PASTRAMI on twin junior rolls \$18.95

Burger Deluxe

We grind our beef daily pure, lean beef burger, on a toasted bun, with french fries, lettuce, tomato and cole slaw \$13.25
Beef Burger Alone... \$11.25
Pastrami Burger... \$5.95 add.

Hush Puppy
FRANK IN POTATO KNISH ... 6.25

Open Sandwich Medley

(Serves 3 - 4 persons) Consisting of CORNED BEEF, TONGUE, ROAST BEEF, TURKEY, PASTRAMI, CHOPPED LIVER, EGGS and MUSHROOMS, SALAMI, Garnished with Potato Salad \$51.95

Traditional Favorites

POTATO KNISH	4.95
KASHA KNISH	4.95
KASHA VARNISHKES	6.75
EGG BARLEY with Mushrooms (Farfel)	6.75
POTATO KUGEL	6.50
NOODLE PUDDING	6.50
MEAT & POTATO KNISH	6.95
SPINACH KNISH	6.95

Sandwiches

CORNED BEEF (HOT)	12.50	PIED HIGH LOW WHITE OR RYE	12.95	MEAT LOAF	10.50
TIP TONGUE (EXTRA LEAN)	17.50	HOT PASTRAMI	12.95	BREAST OF BEEF	12.50
CENTER TONGUE	17.50	ROLLED BEEF	17.95	SOFT SALAMI	10.50
ROAST BEEF	12.50	MEAT BALL	10.50	LIVERWURST	10.50
HARD SALAMI	11.50	BOLOGNA	10.50	ROAST TURKEY	12.95
KNOBLEWURST	9.75	CHOPPED LIVER	10.95	WESTERN OMELETTE	10.50
CHICKEN SALAD	10.25	TUNA SALAD	10.50	WHITE FISH SALAD	11.50
CHOPPED EGG	8.50	LETTUCE & TOMATO	4.95	SMOKED TURKEY	12.95
BROILED SLICED STEAK (SAND)	14.95	SMOKED TURKEY WITH		GRILLED CHICKEN BREAST	17.50
TURKEY MEAT LOAF	12.50	SUNDRIED TOMATO	13.50	CHICKEN CUTLET	17.50
ALL SANDWICHES w/ Tomato	.75¢ extra w/ sweet pepper \$ 3.00			Each Combo \$2.50 add	
	w/ Extra Lean Meat \$2.00 extra Club Roll, bagel or bialy			.75¢ extra	

Salads

CHICKEN SALAD PLATTER, with potato salad, cole slaw, lettuce and tomato	16.50
TUNA SALAD PLATTER, potato salad, cole slaw, lettuce and tomato	16.50
CHEF'S SALAD WITH TURKEY AND TONGUE	22.95
NOVA SCOTIA SALMON (LOX)	20.95
EGG SALAD	9.95
GRILLED CHICKEN BREAST PLATTER, with potato salad, coleslaw, lettuce and tomato	20.50
CHOPPED LIVER	13.95

Half a Sandwich

(Except Combo \$1.50 add, Nova \$1.00 add.) and a plate of soup \$14.25 *except for chicken cutlet and steak

Two Jumbo Specials

GRILLED or BOILED \$14.50 Served with French Fried Potatoes or Baked Beans SINGLESPECIAL \$11.50

Favorite Deli Platters

CORNED BEEF, PASTRAMI, TONGUE, TURKEY & SALAMI COMBINATION PLATTER	25.95
SALAMI PLATTER	17.50
BOLOGNA PLATTER	17.50
SLICED WHITE MEAT TURKEY with potato salad	24.95
HOT KNOBLEWURST PLATTER	17.25
COLD PRIME ROAST BEEF PLATTER with potato salad	23.50
HOT CORNED BEEF PLATTER	23.50
SLICED TONGUE PLATTER	26.95
ROLLED BEEF PLATTER	26.95
TURKEY WING (cold) with potato salad	16.50
TURKEY LEG (cold) with potato salad	18.95
SCOOP OF CHOPPED LIVER	\$9.95

Beverages

COFFEE, with Pareve Mocha	2.25
We have received the "Golden Cup Award" for the Pan American Coffee Brewer's Commission	
HOT TEA (GLASS OR CUP)	2.25
ICED COFFEE OR ICED TEA	2.50
FRESH BREWED DECAF COFFEE	2.25
BOTTLE OR CAN DIET SODA	2.25
FAMILY STYLE PITCHER OF SODA	3.95
ISRAELI HERBAL TEA	2.25
FOUNTAIN BY THE GLASS	
COKE, DIET RITE, SEVEN-UP, ORANGE, GINGER ALE (Per Glass)	1.75
MINIMUM PER PERSON \$8.00 (NO MILK OR BUTTER SERVED) EXTRA SETTING \$3.50 PER PERSON	
Not Responsible for Personal Property	

Delicious Desserts

Chocolate Mud Cake	... 5.95
Seven Layer Supreme	... 5.50
Pareve Tiramisu	... 5.95
Pareve Cheesecake	... 5.50
Chocolate Babka	... 4.95
Honeydew or Cantaloupe	... 5.25
Baked Apple	... 5.50
Fresh Fruit Salad	... 6.50
Rugalach	... 4.95
Warm Apple Strudel	... 6.50
Marble or Sponge Cake	... 4.50
Halvah	... 4.95
Jello	... 3.95

Wine & Beer

Glass 8.00 Bottle 27.50

All Beer 5-75

Baron Herzog Chardonnay
Clean, refreshing, dry white wine California

Baron Herzog Cabernet Sauvignon
dry, full-bodied, lively red wine California

Baron Herzog Gamay
Sweet, medium dessert wine California

Herzog Selection White Bordeaux
Semi-dry, white Bordeaux France

Bartenura Chianti
Dry, light red wine Italy

Bartenura Pinot Grigo
Medium-bodied, red wine Italy

Gami Sauvignon Blanc
Crisp, refreshing, white wine Israel

Bartenura Merlot

Half Sandwich and Fries \$13.50 (Except combo \$1.50 add.)

SECOND AVENUE DELI
Gift Certificate,
Cookbook, T-Shirt, Hat,
Mug and Apron
available

We now ship nationwide, just call 1800-nyc deli

Lebewohl et al v. Heart Attack Grill LLC et al

Dockets.Justia.com

Oh Cuisine!

(The staff and management of the 2nd Avenue Deli mourn the passing of our friend Sam Levenson. We reprint here some of the comments by the noted philosopher-humorist that appeared in the Saturday Review on March 1, 1980.)

Somewhat in the style of Marcel Proust, most of the customers at the Second Avenue Kosher Delicatessen and Restaurant (Second Avenue at 10th Street, New York City) are involved in a contemporary *recherche du temps perdu*. The very menu is a remembrance of things past, of a Jewish way of life all but destroyed by upward mobility.

Some of us grew up as part of that past. Others heard of it from their Italian, Greek, Ukrainian, Russian, Hungarian, Polish, Jewish, etc. parents or grandparents who came to America carrying a large bundle of hopes and a small bundle of pots, chopping bowls, rolling pins, mortars and pestles. After all, man does not live by freedom alone. They landed, along with their rich dreams and even richer appetites, on the Lower East Side—all at the same time.

There was not a cold tenement that did not smell of hot food. The *agames* steamed through closed doors, dumb-waiters, halls, cellars, and the letter boxes. "Eating out" was unheard of. In the first place, you couldn't afford it. In the second place, "Poison they feed you." In the last, and most important place, to eat out was an insult to mama's cooking and to family tradition.

If you reached the point where you could eat out, or had to (a tragedy), you naturally sought out some place run by a mama and a papa, often by a whole family. The mama had to look like, dress like, talk like, and cook like "mama," and the food had to be kosher.

Eating out at the Second Avenue Delicatessen is like eating in. There is papa Lebewohl, mama Lebewohl, and two pretty daughters who "keep and eye."

The clue to Abe's success is culinary doubt—creative, inventive, positive doubt. He is privy to the highly inexact alchemy of traditional, instinctual Jewish cooking as handed down by word of mothers. The vital ingredient is "sense," not sense-organ sense, but common sense based on years of common meaning.

You have to feel what the food calls for and add that imprecise pinch, dab, smear, drop, or blip (an onomatopoeic word derived from the sound of one drop of oil falling into boiling water).

You can teach anyone Jewish or not, how to make chicken soup, but you can't teach anyone (an ancient ethnic

mystery) how to get it up to the temperature of molten lava. A good matzo ball from such soup does melt in the mouth, but it also hardens again in stomach. Cases of intestinal matzo-ball blackage can be cleared by doses of 340 degree chicken soup.

The most popular main courses are chicken in the pot, boiled beef, Hungarian beef goulash, and Romanian tenderloin steak. These are served with the Yiddish K rations: kasha (groats), kugel (noodle pudding), knaidle (billiard ball-size dough balls), kishka (stuffed cow's intestine), interesting that linguistically there is no singular for certain Jewish delicacies. No one (except maybe an illegal alien) refers to a krep or a farfel. It is krepach, or farfel (confetti-size dough drops).

Among the fish specialties, gefilte fish still leads the school. There are worldwide variations, but Abe Lebewohl has preserved the time-and-mama-tested formula. Classical gefilte fish experts started from the live fish in combinations of buffel (buffalo) carp, pilke, or whitefish—depending upon the cost ("for the holidays they raise the price, [for the holidays they raise the price,]—added egg, matzo meal, and onions all chopped and molded into oval shapes. Onions were crucial. They made the mama cooks cry, releasing the salt tears (the secret ingredient?), which ran down their faces into the chopped fish, adding the flavor of four thousand years of Jewish suffering. The final product is eaten with horseradish strong enough to make the cooked fish tremble on the plate.

The East Side is now the home of new immigrants. The Second Avenue Delicatessen and Restaurant caters to some of these, but mostly to nostalgic-hungry ex-urbanites from every urb and suburb of America, who come a-searching in the old foods for some of the old values that made the crowded "co-op" living not only possible but stimulating, to value again fragrant human imperfection over deodorized, dehumanized perfection; to let the earthy horseradish, a real root, bring back bittersweet root-memories of a temps perdu, a time when dreams of a great tomorrow spiced many an unappetizing today.

Perhaps these customers are pilgrims in search of soul food for the soul, and Abe Lebewohl's menu proclaims: We deliver.

The Lower East Side Lives!

Second Avenue...Rivington Street... Ludlow, Hester, Houston and Delancey. These are names to evoke an age.

The Lower East Side. It is 1900. The crowded streets spring to life in a cacophony of sound. Pushcart peddlers (There were some 25,000 here in 1900) hawk their wares: tin cups, poachers, hats, eyeglasses at .35 a pair; chickens, freshly ground horseradish, suspenders, clothing, fish, roasted sweet potatoes, and anything else you can think of. They haggle loudly over prices; while shouting children dash between them, dodging horses and eluding their scolding parents. Boys and young men, bent under great mounds of half-finished garments, hurry to and from their sunless tenement flats where entire families—children, mothers, grandparents—labor from 4 a.m. to ten at night to earn a few pennies piece-rate per garment. Newly arrived immigrants mingle wonderingly with street-wise, independent, first generation youths. The sights and smells and sounds of the city assault the eye. The Ghetto. The Open Ended Ghetto.

But the roots of the Lower East Side go back far earlier than the great immigration waves of the late 1800's and early 1900's.

As early as 1830, the area was a thriving Jewish community, settled by German and Polish immigrants who lived in the area that is now Chinatown, spreading north and east as the years went by.

By the close of the 19th Century, the Lower East Side was a world in miniature, as dozens of immigrant ethnic groups brought with them and established here their individual manners and traditions. Italians, Irish, Germans, Eastern European and Chinese immigrants sought the security of a familiar community far from their native lands, and the streets were a babel of unfamiliar tongues.

As the years passed, the more prosperous families moved uptown, while new immigrants and working class families moved in. Each new contingent moved first to the Lower East Side, where it took over the houses and synagogues of its predecessors. By 1910, when the great wave of Jewish immigration reached its peak, over 600,000 Jewish people jammed the area.

Gradually, then, encouraged by the opening of the subways, by the quest for a better life and by the coming of the garment unions (which doomed the sweatshops and enabled the industry to move uptown to the present garment center), the exodus from the Ghetto gained momentum.

"A better life" meant Riverside Drive, Central Park West or Washington Heights; in Brooklyn it was Brownsville, Boro Park, Flatbush, Bensonhurst or East New York. In the Bronx it was Fordham, Tremont and the Grand Concourse.

And as the great wave gathered, broke, and passed on, other groups came...and still come...to take their place.

Today, the Lower East Side is still a vibrant, vital, exciting mixture of old and new, drawing the descendants of its early inhabitants to rediscover their heritage...or just to hunt a bargain.

For venturesome shoppers, there are still bargains to be found in the hundreds of shops that line Orchard, Allen, Ludlow, Essex, Delancey and the rest. Many are in their third and fourth generation, and offer hard to beat bargains on linens, fabrics, women's and children's clothing, handbags and much more. (The areas highlighted on the map above are the principal shopping streets. Remember, however, that most shops are closed on Saturdays.)

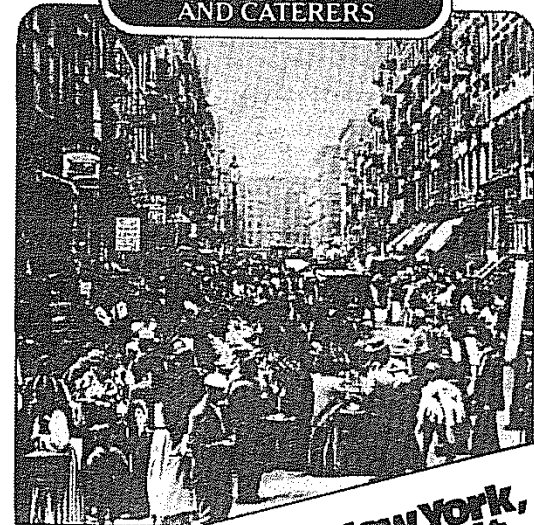
Is the Lower East Side a part of your heritage? Many who walked these fabled streets are still in the prime of life. To others, the Lower East Side is recalled in the stories told by parents and grandparents. To all Americans, though, the Lower East Side is the symbol of a remarkable aspect of the American experience. Through this one small portal have passed (and still pass) millions of immigrants, spreading across the continent and enriching the total fabric of our nation's life.

THE NEW YORK TIMES
In Delis,
2d Ave.
Is a Palace
By ISRAEL SHENKER

THE NEW YORK TIMES
One of the best mushroom and barley soups we've sampled in a long time is available at the Second Avenue Deli-catesen (Second Avenue Deli-catesen (Second Avenue Deli-catesen (10th Street). Flecked with carrots, celery, onions, and fresh and creamy mushrooms, it is a to midwinter snow and wind.
Mimi Sheraton

2ND AVE DELI

KOSHER RESTAURANT AND CATERERS



New York kosher deli is among best in the world

NEW YORK: There are very few true Kosher delicatessens left in North America. One of the finest in the world, in my opinion, is the famed Second Avenue Delicatessen at 156 Second Avenue, where the owner operator of the busy dining spot could write a book about his experiences. His customers range from stars of stage and screen to ambassadors from the United Nations who flock to Second Avenue.

THE TRIBUNE



156 Second Avenue
Corner of 10th Street
New York, N.Y. 10003
(212) 677-0606

The Second Avenue Kosher Delicatessen/Restaurant surely doesn't suffer from want of publicity. The proprietor has from time to time conjured up such beneficent promotions as delivery by real horse power during the "energy crisis", a one-day return to 1954 prices as an anniversary act, and a month of half price meals for "senior citizens." The durable fact behind the publicity barrage is that this is very likely the best kosher delicatessen in the city.

The Second Avenue Deli has been a neighborhood institution for over 30 years. The Underground Gourmet: The Second Avenue Deli goes on forever, and should. NEW YORK MAGAZINE

Unless you've savored mine, you haven't tasted natural chopped liver. Other restaurants sell you ground liver, and have the audacity to call it chopped liver! It's cheaper for them to grind than to chop, because it takes less time. And by grinding, it's easier to mix in secret ingredients—like preservatives. My chopped liver, on the other hand, is all natural. It's made of highest quality steer and chicken livers, vegetable oil, preservative-free eggs. Absolutely no preservatives and eggs. Ahead of chopped liver in my chop, I'm chopped liver. They're not liver. I'm chopped liver. And to prove to you that mine is better tasting, we'll give you a generous chop of mine. Just stop in and ask. Incidentally, I take the same pride in all my specialties. They're made the way they're supposed to be made. And boiled.

New York, isn't it time you discover natural chopped liver?



156 SECOND AVENUE (corner 10th St.) (212) 677-0606