RECIPES FOR COOKING
Forty Fathom FISH

Prepared by
THEODORE SZARVAS Maître d'hôtel
and LOUIS DIAT Chef de Cuisine
of the
RITZ-CARLTON
NEW YORK CITY

BAY STATE FISHING COMPANY
Dear Housewife:

Complying with the Bay State Fishing Company's request, I am giving here a few recipes to cook forty Pathom Fresh Fillets of Haddock, which is as delicious and delicate a fish as I ever have served or tasted and recommend its use for children and adults.

It is a boon to lovers of fish, its low price bring it within reach of every purse.

I start with the simplest style of cooking and add a few more complicated ones.

Minute attention will richly recompense and delight members of your household.

Signed

[Signature]

RITZ-CARLTON HOTEL
New York, N.Y.

Le Chef De Cuisine
That delicious fish you ate in some restaurant, world-famous for its cuisine! How was it cooked? you ask yourself.

Why was it so tender yet firm, while the fish served in your home was flavorless and cooked to pieces before it was done?

Now the magic formula for cooking fish successfully is yours—revealed by two men who are responsible for the cuisine at the internationally famous Ritz-Carlton Hotel:

"The American housewife cooks her fish too quickly, too long," they said. "It must be simmered over a low fire or on the back of the stove, from eight to ten minutes only, according to the thickness of the fish. Then the sauce—ah, that is what gives fish its delightful piquancy!"

Messieurs Szarvas and Diat have been generous in giving detailed directions for cooking Forty Fathom Fish in the French manner.

But remember—if you would have the full savoriness of the fish dishes which are served at the Ritz-Carlton, you must follow these directions religiously.
Read These Directions First

FISH MUST BE COOKED SLOWLY, except in the case of broiling or frying. To boil fish quickly not only cooks it to pieces but robs it of much of its flavor.

NOTE—Forty Fathom Fresh Haddock Fillets are salt water fish. When they are boiled, the use of salted water, however, brings out the flavor. When they are cooked in other ways, use pepper only for seasoning.

*TO POACH—Place the Forty Fathom Fresh Haddock Fillets in half their thickness of vegetable stock and simmer over a low fire or on the back of the stove eight to ten minutes, according to the size of the fillets. (If vegetable stock is not available, use water). The flavor is highly improved if the fish is cooked in equal parts of vegetable stock and Sauce Bercy instead of all vegetable stock. If Sauce Bercy is not used, sprinkle the fillet with lemon juice before or after cooking it.

VEGETABLE STOCK. Boil together for about one hour, parsley, carrots, onions and thyme. When cooked, strain through a cloth. (It is not necessary to cook the fish in vegetable stock, but the use of it brings out the flavor of the fillets wonderfully.)

(*In the following pages, an asterisk will refer to the method of poaching explained above.)
IN MAKING SAUCE, work the sweet butter into the boiled-down cooking liquor slowly. This makes the delicately smooth sauce for which the French are so famous. If the butter is placed in the cooking liquor and allowed to melt of its own accord, the result is far from satisfactory.

All recipes serve four people.

NO CLEANING, NO BOTHER BEFORE STARTING TO COOK FORTY FATHOM FILLETS—Pulled from the sea—speeded to the dock—cleaned—cleared of heads, tails, fins and backbones—wrapped—packed—iced and shipped the same day. The up-to-date housewife will appreciate this up-to-date method that gives her fresh ocean fish minus the bother of cleaning it.

**RECIPES**

**Broiled Forty Fathom Haddock Fillets**

Dip two Haddock Fillets in flour, then in oil, and place on burning hot gas or electric broiler. Cook until brown. Serve immediately with plain melted butter or with parsley butter, to which a few drops of lemon juice have been added.
Boiled Forty Fathom Haddock Fillets

Place two Haddock Fillets in enough cold salted water to cover, bring to boiling point and then let simmer for eight or ten minutes. Serve immediately with egg sauce, Hollandaise sauce or melted butter, and boiled potatoes.

Baked Forty Fathom Haddock Fillets

Dip two Haddock Fillets in flour, then in oil, and cook in red hot oven for about ten minutes. Serve immediately with soft butter mixed with anchovy sauce, and boiled potatoes.
Forty Fathom Haddock Fillets "Isabelle"

Poach* two Haddock Fillets and place on nest of fresh buttered noodles. Coat with a sauce consisting of boiled-down cooking liquor, mixed with a small quantity of finely chopped mushrooms and a little lemon juice, all worked up with sweet butter the size of an egg. Brown under a hot broiler.

Forty Fathom Haddock Fillets "Jean-Bart"

Poach* two Haddock Fillets with a small quantity of sliced mushrooms, one-third pound tomatoes roughly chopped after skin and seeds have been removed, one chopped scallion and a little minced parsley. Serve with a sauce made from the cooking liquor boiled down one-third and mixed with sweet butter the size of an egg and a little cream.

*See Page Four
Forty Fathom Haddock Fillets "Paysanne"

Place in pan, carrots, onions, leeks and celery which have already been cooked in butter. Lay two Haddock Fillets over these and poach.* Sprinkle with chopped parsley and serve with a sauce consisting of the cooking liquor boiled down one-third and worked up with sweet butter the size of an egg.

WHERE FORTY FATHOM

In light, airy rooms on this great at sea become delicious, com
Forty Fathom
Haddock Fillets
“Meuniere”

Season two Haddock Fillets, flour and fry in butter. When cooked, remove from pan and place in it a piece of sweet butter. Cook this nut brown and pour over the Haddock Fillets. Then sprinkle them with chopped parsley and a few drops of lemon juice.

FISH ARE LANDED DAILY

Great pier, fish caught 200 miles convenient Forty Fathom Fillets.
Forty Fathom Haddock Fillets

"Bonne Femme"

Poach* two Haddock Fillets with a small quantity of finely chopped mushrooms and one scallion and parsley chopped. Coat with a sauce consisting of the cooking liquor boiled down one-third, worked up with sweet butter the size of an egg. Brown under a very hot broiler.

Forty Fathom Haddock Fillets "Duglere"

Poach* two Haddock Fillets with one large onion chopped, one-third pound tomatoes roughly chopped after skin and seeds have been removed, and a little chopped parsley. Serve with a sauce made from the cooking liquor boiled down one-third, mixed with sweet butter the size of an egg and a few drops of lemon juice.

*See Page Four
Forty Fathom Haddock Fillets “Bercy”

Sprinkle two Haddock Fillets with a little chopped parsley and poach*. When cooked, coat with a sauce consisting of the cooking liquor boiled down one-third and worked up with a little lemon juice and sweet butter the size of an egg. Brown under hot broiler.

Forty Fathom Haddock Fillets “Persane”

Poach* two Haddock Fillets with one-third pound tomatoes, roughly chopped after skin and seeds have been removed, and a small quantity of sliced mushrooms. When cooked, place on the Haddock Fillets thin slices of eggplant fried in butter. Coat with a sauce consisting of the cooked liquor boiled down one-third, worked up with butter size of egg and a little chopped parsley. Brown under hot broiler.

*See Page Four
OTHER FAVORITE FORTY FATHOM FISH RECIPES

Forty Fathom
Spencer Oven Method

Cut fillet into individual portions. Take each piece and dip in milk, then roll in dry bread crumbs, finely ground and sifted. Afterward place in large pan which has been well greased with cooking oil. Repeat with other portions; then sprinkle each piece slightly with the oil and place pan without cover in very hot oven. The fish will be done in from ten to twelve minutes. If not sufficiently brown, place under gas broiler for one minute. Serve at once with sliced lemon for garnish.

Forty Fathom Haddock Fillets
Stuffed and Baked

Fish, three pounds; bread crumbs, one cup; milk, one-half cup; butter or substitute, two tablespoonfuls; pepper; parsley, 1 tablespoonful.

Place parchment paper in which fillets are wrapped, in bottom of pan, lay one fillet skin side down on paper, and cover with dressing made of crumbs, pepper, one tablespoon fat melted, parsley chopped fine, and milk. Place other fillet skin side up on top of dressing and bake in hot oven from thirty-five to forty minutes, basting often. Serve hot with drawn butter sauce.
Forty Fathom Haddock
Fillet Salad

Take cold left-over boiled or baked Haddock Fillet and with a fork separate it into flakes in attractive pieces, not mincing it so fine as to have a left-over appearance. Add a seasoning of French dressing, to which has been added a few gratings of raw onions. When ready to serve, pour off what French dressing has not been absorbed, and arrange in a salad dish with alternate layers of fish, cold boiled peas, cucumbers cut in cubes, and sprinkle with salt and salad cream. Garnish with leaves of lettuce and serve with any kind of sweet pickle or with spiced gooseberry.

Forty Fathom Haddock
Fillet au Gratin

Four pounds of white meat, steamed, freed from skin, and broken into flakes. One pint of cream sauce and one cup cracker crumbs moistened with melted butter. Put a layer of fish in a gratin dish, season well with pepper, cayenne and celery salt, and sprinkle with chopped parsley. Pour over a part of the cream sauce. Repeat till the fish is all used, reserving most of the sauce to pour over the top, and bake in a rather quick oven till it boils up in the middle and the crumbs are brown.
Cape Ann Haddock Fillet Chowder

This is the everyday style of fish chowder among the fishermen's families. Cut in chunks two pounds of Forty Fathom Haddock Fillets. Pare and thinly slice one quart of potatoes (or as many as you prefer) and place in cold water until you are ready for them. Cut two slices of fat salt pork in dice and slowly fry out in chowder kettle until fat is extracted, stirring often. Remove scraps, add one large onion sliced, and fry slowly for a very few minutes. Then in your kettle place a layer of fish and one of potatoes, pepper and cold water, and let come to boil; then boil slowly or simmer until potatoes are done. Mix one tablespoonful flour with one of butter, add to chowder with one pint milk. Allow to come to boiling point once more, add a few halved crackers, and serve very hot. (Use no salt in cooking.)
INSIST on Forty Fathom Fresh Haddock Fillets, the product of the largest producers of fresh ocean fish in America.

Nowhere could you possibly find a purer and more healthful food. Always fresh — never frozen — Forty Fathom Fish enable you to serve a real shore dinner at home very economically.

Look for the trademarked wrapper shown below. Unless wrapped in this wrapper, it is not Forty Fathom Fish.

Bay State Fishing Company
30 Fish Pier, Boston, Mass.
40 Fathom FISH
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30 Fish Pier, BOSTON, Mass.