Delicious Menus and Tempting Ways to Cook

40 Fathom Brand Fish

40 Fathom FISH
DO YOU KNOW?

that fish contain Iodine — Calcium — Phosphorus — Sulphur — Iron, and other minerals so necessary to health, as well as vitamins A, B, and C? These elements are the bone-builders that make fine teeth and vigorous bones. The iodine protects against Goitre, while the vitamins promote general health. Fish should be included in every one’s diet several times a week — particularly in communities where these minerals and vitamins are not contained in the customary daily food.

40-FATHOM FISH

are ocean fish of finest quality, rich in minerals and vitamins — prepared in a sanitary plant and distributed so as to reach you in perfect condition. Insist on 40-Fathom Brand Fish and you will obtain all the benefits of this wholesome food so necessary to health — while enjoying the delicious meals prepared with it.

FOR ECONOMY

Few people realize what a vast amount of nourishment and vital energy can be procured for a few cents per person by eating 40-Fathom Fish. Combined with vegetables, there is no more tasty or healthful meal. The following recipes offer a wide range of popular 40-Fathom Fish dishes for your selection.
The **RIGHT WAY** to cook 40-FATHOM FILLETS

Most people cook fish too much. Science tells us that overcooking lessens the vitamin content of all foodstuffs. You should boil, bake, fry or broil 40-Fathom Fish as little as necessary before serving. Properly cooked fish is moist, tender, and flakes easily.

For baking, place heavy waxed or greased brown paper, or the parchment paper in which 40-Fathom Fish is wrapped, in the bottom of the pan. It prevents sticking, and the pan is easily cleaned.

Broiled fish can be turned better if it is cut into individual portions, but whole fillets can be turned easily by cooking them on a wire "cake cooler." When one side is cooked, place a second "cake cooler" over the fillets, turn them upside down and remove the first "cake cooler" — or the fillets can be turned readily by using two spatulas.

**JUST REMEMBER**

Insist on 40-Fathom Brand Fish, and you will get the finest fish on the market — and don’t cook it too much!
PAN-FRIED 40-FATHOM BRAND FILLETS SUPREME

Cut Fillets into individual portions. Wash in cold water and roll quickly in equal parts of flour and corn meal (fine cracker crumbs may be used instead). Put bacon drippings into a frying pan to the depth of \( \frac{1}{2} \) inch and heat to "smoking." Place pieces of fish in pan flesh side down, and fry quickly until golden brown. Turn and fry quickly on the other side — 10 to 12 minutes in all. Remove to hot platter and garnish as desired. Vegetable oil or fat will cook with less odor and smoking but will lack the delicious flavor of bacon or pork fat.

DEEP FAT FRIED 40-FATHOM BRAND FILLETS

Cut and wash Fillets as above. Dip in flour, in egg (beaten with 2 tablespoons of water) and finally in sifted bread crumbs. Heat vegetable shortening or oil in deep kettle to 375 deg. Fah. (will brown a cube of bread in 60 seconds). Place 4 pieces of fish in frying basket and fry until golden brown. Drain on absorbent towel. Reheat fat before frying more fish.

BROILED 40-FATHOM BRAND FILLETS AU GRATIN

Preheat broiling oven for 10 minutes at highest temperature. Place Fillets on greased rack, skin side up, and broil until skin is browned thoroughly. Turn and continue broiling 5 minutes more. Remove from oven, brush with butter or oil and season with salt and pepper. Sprinkle with lemon juice and a thin layer of grated cheese. Return to broiler for 2 or 3 minutes, until the cheese is melted and brown. Total time about 12 minutes.

BAKED 40-FATHOM BRAND FILLETS WITH OYSTER STUFFING

Lay Fillet on greased oven platter or pan, skin side down. Season and cover with a layer of oysters. Over the oysters sprinkle buttered bread crumbs seasoned with celery salt and lemon juice. Cover
with second Fillet and cover with crumbs. Bake in hot (475-500 deg. Fah.) oven 25 minutes, basting once with \( \frac{1}{2} \) cup of milk or vegetable or meat stock. Garnish with alternate mounds of buttered carrots and peas.

**BAKED 40-FATHOM BRAND FILLETS PARISIENNE**

Parboil for 5 minutes \( \frac{1}{2} \) cup each of celery and green pepper, cut in small pieces. Lay two 40-Fathom brand Fillets in shallow baking dish. Season and brush very lightly with vegetable oil. Spread over the top the mixed celery and green pepper, and sprinkle with crumbled Shredded Wheat. Bake in a very hot oven for 12 minutes.

**GERMAN FISH BALLS**

2 cups cooked 40-Fathom brand Fillet finely minced
1 teaspoon chopped parsley
\( \frac{1}{2} \) teaspoon onion juice
\( \frac{1}{2} \) teaspoon celery salt
2 eggs

Mix ingredients, adding eggs unbeaten. Form into small balls and "poach" in fish stock or milk, keeping liquid just at simmering point. When firm, remove to slices of toast. Serve with tomato sauce, or make a sauce using the liquid in which balls were cooked. Use Standard Sauce recipe.

**NEW ENGLAND SALT-FISH DINNER**

Soak 1 pound 40-Fathom brand Salt Cod in cold water for several hours. Cover with fresh water and bring slowly to the boiling point. Drain and break into pieces. Slice \( \frac{1}{4} \) pound pork fat very thin and fry to a delicate brown. Remove from fat. To 4 tablespoonfuls of the pork fat add 3\( \frac{1}{2} \) tablespoonfuls of flour, stir and cook 1 minute. Slowly add 2 cups of milk, stirring until thickened and smooth. Place fish on hot platter, cover with sauce and top with 2 sliced hard-cooked eggs and "pork scraps." Tradition says serve with boiled potatoes, onions and pickled beets.

**40-FATHOM BRAND SALT-FISH CAKES**

Shred 1 cup of 40-Fathom brand Salt Cod and wash in cold water. Measure 2 heaping cups of pota-
toes cut into small pieces. Cook in boiling water with fish. When tender drain, mash thoroughly, add 2 teaspoonfuls of butter, 1 egg well beaten and ½ teaspoon pepper. Beat well with fork and cool. Shape into flat cakes, dip in flour and sauté in bacon fat or vegetable oil. Delicious with shrimp sauce.

For Fish Balls, omit butter. Take up by rounding spoonfuls and fry in deep hot fat (385 deg. Fah.).

**MAINE FISHERMAN’S CHOWDER**

Cover two 40-Fathom brand Fillets with boiling water and simmer for five minutes. Remove fish from kettle and discard any skin. Fry ¼ pound diced salt pork, add 2 sliced onions and cook until tender but not brown. Add water in which fish was cooked and 3 cups of diced potatoes. When tender add fish and 3 cups of milk, salt and pepper to taste. Heat thoroughly but do not boil. Flavor is improved by keeping hot for 10 minutes or so before serving. A small can of evaporated milk and 2 tablespoons of butter improve the flavor and "body" of the chowder.

**BAKED "PANAMA SPECIAL"**

Put 40-Fathom brand Fillet in greased oven platter skin side down. Cover with stuffing, pressing it down with fingers. Place second Fillet on top. Sprinkle with a few crumbs and lay 3 strips of bacon and 2 slices of onion on top. Bake at 475 degrees for 25 minutes. Then pour over fish two small cans of Italian tomato sauce. Reduce oven heat to 350 degrees and place fish in oven for 5 minutes — long enough to heat the sauce.

Stuffing: Fry 4 pieces of bacon, remove from fat, then fry ½ onion (chopped) until brown. Add 1 cup of dry coarse bread crumbs and crumbled bacon. Season with ½ teaspoon vinegar, ¼ teaspoon salt, pepper and celery salt. If moist dressing is desired add ¼ cup milk.
SAVORY SAUCES

Standard Sauce

2 tablespoons butter  1 cup liquid — (milk, fish
2 tablespoons flour  or meat "stock")
\[ \frac{1}{4} \text{ teaspoon salt} \]
\[ \text{Pepper} \]

Melt butter, add flour and cook 1 minute. Add
liquid slowly, stirring constantly until smooth and
thick.

Cheese Sauce

Omit 1 tablespoon flour from Standard Sauce, and
when thickened add \( \frac{3}{4} \) cup cheese cut into small
pieces. Stir until cheese is melted.

Shrimp Sauce

Cook \( \frac{1}{2} \) cup chopped shrimp in 2 tablespoons butter
for 1 minute. Proceed as for Standard Sauce.

Tomato Sauce

\[ \frac{1}{2} \text{ green pepper, chopped} \]
\[ \frac{1}{2} \text{ small onion sliced} \]

Cook 5 minutes in 2 tablespoons butter or drippings

Add 1 cup drained canned tomato, \( \frac{1}{4} \) teaspoon
sugar, \( \frac{1}{2} \) teaspoon salt and \( \frac{1}{8} \) teaspoon pepper.
Simmer for 15 minutes or until most of the liquid
has evaporated.

For non-fattening sauce, omit butter and cook all
ingredients together.

TEN-MINUTE LUNCHEON DISH

Melt 1 tablespoon butter or drippings in frying pan,
add \( \frac{1}{4} \) cup water, then pieces of cold fried 40-
Fathom brand Fillets — broiled or baked Fillets
may be used instead. Cover and heat thoroughly.
In a separate saucepan heat 1 can condensed
tomato soup with 1 cup soft American cheese cut
in pieces. Stir constantly until cheese is melted
and mixture smooth. Add \( \frac{1}{2} \) teaspoon Worces-
tershire sauce and a dash of pepper. Put fish on
slices of thin crisp toast, place on hot platter and
surround with sauce.
MOLDED FISH SALAD

Season 1½ cups cold flaked 40-Fathom brand Fillet with salt, cayenne pepper and 1 tablespoonful lemon juice. Let stand one hour. Soak 1 tablespoonful granulated gelatin in 2 tablespoons cold water. Dissolve over boiling water and add to 1 cup "boiled" dressing or mayonnaise. When it begins to thicken add ½ cup heavy cream beaten until stiff. Fold in fish to which have been added 1 chopped pimento and ¼ cup chopped celery. Pour into a ring mold, chill, unmold and serve on lettuce, filling center with sliced cucumbers and tomatoes.

SALT-FISH APPETIZERS

Cut 40-Fathom brand Salt Cod into long thin strips. Freshen slightly in lukewarm water (about 15 minutes). Dry between paper towels, and broil very quickly (at highest temperature) until brown on both sides. Spread with butter and serve on strips of hot toast.

"POACHED" 40-FATHOM BRAND FILLETS

Poach or simmer 40-Fathom brand Fillets in gently boiling water to which have been added 1 teaspoon salt, 1 tablespoon vinegar, a slice of onion and a bit of bayleaf. Cook for 10 minutes. Remove to platter. Make a sauce using 2 tablespoons of butter, 2 tablespoons of flour and 1 cup of stock in which fish was cooked. When thickened add 1 sliced hard-cooked egg and 2 teaspoons of chopped parsley. Pour over Fillets and serve. Or serve with tomato sauce, reserving fish stock for future use.

LENTEN SANDWICHES

1 cup cold chopped 40-Fathom brand Fillets, 6 stuffed olives and 2 stalks of celery chopped fine. Mix together with mayonnaise dressing to which has been added 1 teaspoon prepared mustard. Spread on slices of buttered cracked wheat bread from which the crusts have been removed. Serve toasted or plain.
REDUCING OR NON-FATTENING MENUS

Tomato Juice 1 Toasted Rye Crisp Cracker
Baked 40-Fathom brand Fillet Parisienne*
Steamed Cauliflower with Lemon Juice
Sliced Peach and Orange
Black Coffee

Half Grapefruit
Mixed Grill:
40-Fathom brand Fillet, Tomato, Mushroom*
1 slice Health Bread
with 1 tablespoon Cottage Cheese
Bartlett Pear or Grapes
Coffee

Onion Soup with Grated Cheese
German Fish Balls with Tomato Sauce*
Lettuce and Celery Salad
1 tablespoon non-fattening Mayonnaise
1 Rye Crisp Cracker
Baked Apple Coffee

Sauerkraut or Pineapple Juice
Broiled 40-Fathom brand Fillet au gratin*
Half Baked Potato
String Beans with 1 teaspoon butter
Orange Gelatin with fresh or canned berries
Coffee

BALANCED MENUS

For Limited Budgets
Pan-Fried 40-Fathom brand Fillets*
Chili Sauce
Brown Potatoes Creamed Onions
Chopped Cabbage and Carrot Salad
Scalloped Apples with Orange Sauce

Complete "Oven" Dinner
Baked 40-Fathom brand Fillet with Oyster Stuffing*
Baked Potatoes
Baked Stuffed Tomatoes — corn, onion, bread crumbs
Baked Rice and Date Pudding

*Recipe given
New England Salt Fish Dinner

40-Fathom brand Salt Cod with Egg Sauce* and "Pork Scraps"
Boiled Potatoes  Onions  Pickled Beets  Indian Pudding

Cream of Cauliflower Soup
40-Fathom brand Salt Fish Cakes*
Shrimp Sauce
String Beans  Bran Muffins
Apricot and Pineapple Tapioca

Maine Fisherman's Chowder*
Toasted Crackers
Mixed Vegetable Salad
Gingerbread, with lemon hard sauce

*Recipe given

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40-Fathom Fisheries offers you a variety of ocean fish products, all of which are of the highest quality standards. Every package is distinctly marked with the 40-Fathom brand Trade Mark. None is genuine without this Trade Mark.

40-Fathom brand Fillet of Haddock
40-Fathom brand Boston Scrod
40-Fathom brand Fillet of Ocean Perch
40-Fathom brand Fillet of Sole
40-Fathom brand Fillet of Flounder
40-Fathom brand Fillet of Pollock

For trade remote from Boston we offer these products in a chilled or frozen state. The wrappers are distinctly marked and the fish is of the same high quality standards as the fresh product.

40-Fathom brand Salt Cod in one lb. wooden boxes
40-Fathom brand Vacuum Packed Salt Cod
40-Fathom brand Salt Cod Sweetmeats in one lb. wooden boxes
40-Fathom brand Salt Cod in one lb. cartons
40-Fathom brand Salt Cod in one-half lb. cartons
40-Fathom brand Spun Cod in 5-oz. packages
40-Fathom brand Codfish Cakes in 10-oz. cans
40-Fathom brand Flaked Fish (Haddock) in 7-oz. cans
40-Fathom brand Salad Fish (Haddock) in 7-oz. cans

Also

Jack & Jill Cat Food in 15-oz. cans

BAY STATE FISHING CO.
30 Fish Pier, Boston, Mass.
When it's Fish

INSIST ON

40 Fathom FISH

for QUALITY FRESHNESS and ECONOMY

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