40-Fathom Fish

Cook Book

with Menus for Reducing, for Health and Economy
**WEIGHT CHART**

<table>
<thead>
<tr>
<th>Height</th>
<th>Women</th>
<th>Men</th>
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<tbody>
<tr>
<td>4 ft. 10 in.</td>
<td>108</td>
<td>114</td>
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<tr>
<td>4 ft. 11 in.</td>
<td>112</td>
<td>120</td>
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<tr>
<td>5 ft. 0 in.</td>
<td>114</td>
<td>125</td>
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<tr>
<td>5 ft. 1 in.</td>
<td>118</td>
<td>130</td>
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<td>5 ft. 2 in.</td>
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<td>135</td>
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<td>5 ft. 3 in.</td>
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<td>141</td>
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<tr>
<td>5 ft. 4 in.</td>
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<td>5 ft. 5 in.</td>
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<td>5 ft. 8 in.</td>
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<td>5 ft. 9 in.</td>
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<tr>
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<td>188</td>
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<td>6 ft. 1 in.</td>
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<td>178</td>
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</tbody>
</table>

**REDUCING**

40-Fathom Fish is an ideal food for those who wish to reduce. It contains none of the oils and fats found in meats, or in mackerel, salmon, and many other varieties of fish. In the usual serving of 40-Fathom Fish there are but 100 calories.

Delicious 40-Fathom may be baked, steamed or broiled, or served in salads or chowder in order to avoid the use of fattening cooking oils. In a word, you may eat your fill of 40-Fathom Fish and not worry about increasing your weight.

Delicious non-fattening menus may be found on page 5.
WHY?

WHY is 40-Fathom Different?
WHY is it Always Good?

Because the 40-Fathom Fish Company has high standards and adequate facilities for maintaining those standards. It knows that families living away from the sea-coast use and enjoy fish when it can be delivered to them in as good condition as it is received by those who live on the coast. It knows, too, that because of the health qualities, as well as the deliciousness of salt water fish, families from inland towns appreciate the opportunity to buy really good ocean fish.

The 40-Fathom Fish Company can and does give its customers a dependably good fish because with the aid of a sanitary modern plant, approved by Boston health authorities, it controls and expedites the handling of fish right from its own fleet of twenty large steam fishing boats to the consumers' market. The 40-Fathom trade-mark is your guarantee of the quality of the fish this company offers you. 40-Fathom Fillets are cut from selected No. 1 fish only. Of course, imitators have sprung up and tempted the store man with lower prices not consistent with quality fish, but don't be fooled by inferior substitutes at low prices.

This is the way you can be fooled:—
When fish is taken from the boats in Boston, it is separated and classified as No. 1, No. 2, and No. 3, according to its quality. The Boston wholesaler pays less for No. 2 fish, and still less for No. 3 fish, but this No. 2 and No. 3 fish is cut into Fillets resembling 40-Fathom so closely in its general appearance that only an expert can tell the difference by its looks. Of course, such fish can be sold much cheaper than 40-Fathom, which is cut from selected No. 1 fish only.

Look for This Trade Mark on Each Wrapper
HEALTH FOOD

40-Fathom Fish is a healthful, wholesome food. In addition to its food value, 40-Fathom Fillets contain elements of distinct benefit to the human body. Born and matured in ocean salt water, this fish contains health elements not found in fish taken from lakes, rivers, or any inland bodies of water. Some of the most valuable elements are as follows:

IODINE—Preventive of goiter.
(Goiter is rare among people who eat ocean fish freely.)

CALCIUM—Promotes bone growth — a preventive of rickets.

PHOSPHOROUS—Tends to make strong, healthy teeth.

SULPHUR—Useful for body building.

IRON—Builds red corpuscles of blood and body cell structure.

Fish contains vitamins A, B, C and D. Its content of POTASSIUM, CALCIUM, PHOSPHOROUS and IRON make it an excellent bone builder. Fish is one of the very few foods that combine these excellent bone formatives.

Reference—McCollum on Diet.

Fish can be ranked next to milk as a perfect food. A deficiency of CALCIUM and MAGNESIUM in the diet can cause stunted growth, softening of the bones, rickets, and crumbling teeth. Fish being of high CALCIUM and MAGNESIUM content is, therefore, an excellent preventive. Due to the fact that it is easily assimilated, it makes an ideal food for children, who seldom chew their food properly.

People who use artificial teeth cannot command the proper amount of muscle strength to masticate meat. It requires 75 pounds of muscle to chew a piece of steak. Fish may be easily masticated and assimilated without effort.
REDUCING or
NON-FATTENING MENUS

Clear bouillon
Baked 40-Fathom Fillets with lemon juice
$\frac{1}{2}$ medium-sized potato with $\frac{1}{4}$-oz. butter
Spinach or Broccoli with salt, pepper and lemon juice
Sliced orange
Black coffee

Tomato bouillon
Boiled 40-Fathom Fillets with tarragon vinegar
Boiled carrots with $\frac{1}{4}$-oz. butter
Boiled onions
Watercress salad with $\frac{1}{2}$-tablespoon French dressing
One-half grapefruit without sugar
Black coffee

Steamed 40-Fathom Fillets with tomato sauce
String beans with $\frac{1}{4}$-oz. butter
Cauliflower, plain
Lettuce and cottage cheese salad with $\frac{1}{2}$ tablespoon French dressing
Lemon gelatine with top milk
Black coffee

Broiled 40-Fathom Fillets with lemon
Broiled tomato
Broiled cooked parsnips
Sliced orange and onion salad with one-half tablespoon French dressing
Coffee gelatine with top milk
Tea with lemon

Look for This Trade Mark on Each Parchment Wrapper
ECONOMICAL MENUS

Vegetable Soup
40-Fathom Fillets with Tomato Sauce
Baked Potato or Buttered Peas
Lettuce Salad with French Dressing
Baked Tapioca Pudding
Tea or Coffee

Celery Soup
Pan-Fried 40-Fathom Fish
Mashed Potatoes or Beets in Sour Sauce
Cole Slaw
Fruit Gelatine and Cream
Tea or Coffee

Tomato Soup
Steamed 40-Fathom Fillets with Cheese Sauce
Lyonnaise Potatoes or Creamed Spinach
Fruit Salad
Tea or Coffee

Alphabet Soup
Broiled 40-Fathom Fillets with Drawn Butter Sauce and Chopped Parsley
Potato Souffle
Baked or Scalloped Tomato or Chilled Sliced Cucumbers
Apple Betty
Tea or Coffee

Accept No Fish which does not bear this Trade Mark on each wrapper.
Correct Cooking of 40-Fathom Fillets

40-Fathom Fillets are a delicious, delicate food and should not be over-cooked. Whether they are baked, broiled, pan fried, deep fat fried, boiled, or steamed, care should be taken not to over-cook them. Too long cooking removes the moisture and destroys the delicate texture and flavor. 40-Fathom Fillets are properly cooked when the flakes break apart easily, yet the texture is soft, and moist. 40-Fathom Fillets are as easy to cook as bacon. Anyone can cook 40-Fathom Fillets deliciously by either pan frying or steaming.

Never allow fish to stand over the heat after it is cooked. Be sure that the rest of your meal is nearly ready and that the family are within call before you cook your Fillets. 40-Fathom Fillets do not need to be salted; pepper may be used, if desired.

Pan Fried 40-Fathom Fillets

Cut 40-Fathom Fillets into individual portions and dip in corn meal or flour. In a frying pan heat about \( \frac{1}{4} \) -inch of cooking oil or butter. Cook Fillets until golden brown on one side, then turn with a broad spatula and brown the other side—total time about 10 minutes. Remove to a hot platter, garnish with parsley and lemon, and pour fat from frying pan over the fish.

Steamed 40-Fathom Fillets

Divide 40-Fathom Fillets into individual portions and place on a shallow pie plate in a steamer, waterless cooker, or a colander set over a kettle of boiling water. Cover closely and steam 8 to 10 minutes. Serve immediately on a hot platter with Hollandaise sauce, tartar sauce, cheese sauce, or tomato sauce.
Boiled 40-Fathom Fillets

Divide 40-Fathom Fillets into individual portions. Place these on an oiled, shallow pie pan, and set the pan in a piece of cheese cloth large enough to tie in a knot, so that the pan can be lifted out easily. Plunge into boiling salted water for 6 to 8 minutes. Remove from water, drain and serve on hot platter with tomato sauce, cheese sauce, tartar sauce, or Hollandaise sauce.

Deep Fat Fried

40-Fathom Fillets

Cut 40-Fathom Fillets in individual portions. Dip in finely sifted dry bread crumbs, then in an egg beaten with 2 tablespoons of water, and again in sifted crumbs. In a deep fat frying kettle, place enough cooking oil or fat to generously cover the Fillets. Heat to 375° F. Place the Fillets in a frying basket and fry in deep fat till golden brown on the outside yet tender and juicy on the inside—total time about 4 minutes. Remove basket, drain Fillets on absorbent paper, and place on hot platter. Garnish with lemon and parsley, or watercress.

40-Fathom Fillets

Stuffed and Baked

Place two 40-Fathom Fillets, skin side down, on the parchment paper in which the fish is wrapped, in a baking pan. Cover with dressing made as follows: Mix together 2 cups fresh bread crumbs, 2 tablespoons chopped parsley, 3 tablespoons melted butter, 1/4-teaspoon salt, dash of pepper. Bake in a very hot oven 450° F. for 10 to 15 minutes until the dressing is brown and the fish tender and juicy. Remove to hot platter and serve with Hollandaise, cheese, or drawn butter sauce.

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40-Fathom Fillet Salad

Take cold, left-over boiled or baked 40-Fathom Fillets and with a fork separate it into flakes, not mincing it too finely. 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. Arrange in a salad bowl with alternate layers of Fish, sliced tomatoes, cucumbers cut in cubes, and mayonnaise. Garnish with lettuce leaves.

Broiled 40-Fathom Fillets

Place 40-Fathom Fillets in a greased baking pan, skin side down. Brush with oil or melted fat. Place under a gas or electric broiler which has been pre-heated 10 minutes. Cook till golden brown on one side, then turn Fillets with a wide spatula and broil until the other side is golden brown, yet juicy and tender—total time 8 to 10 minutes. Remove to a hot platter and serve with melted butter, or with butter to which chopped parsley and a few drops of lemon juice have been added.

40-Fathom Fillets à la Newburgh

Melt 2 tablespoons butter, add 1 tablespoon flour mixed with 1/2-teaspoon paprika, a few grains cayenne, and slight grating of nutmeg. Add 1/2-cup milk gradually and stir and cook until the sauce boils. Add 2 cups cooked Fillets, separated in flakes, and 1 pimiento cut in strips. Place over hot water. Just before serving add 1 egg yolk, beaten slightly, with 1/4-cup cream and 1 tablespoon lemon juice. Serve as soon as hot on toast, or in patty cases.
New England Fish Chowder
Cut up a 40-Fathom Fillet into 1/2-inch cubes. Cook 2 cups of diced potatoes in 1 pint of boiling water. When nearly tender, add the diced fish and let simmer 10 minutes. Fry 1/8-lb. of diced salt pork, or bacon, with 1/2-cup of minced onion. When cooked, add to the Chowder with a pint of hot milk. Salt and pepper to taste.

40-Fathom Fish Stuffing
Put in sauce pan 3 tablespoons butter or other fat, and 1/2-tablespoon chopped onion. Stir and cook until the onion is golden brown. Add 1 cup grated bread crumbs, 1/4-teaspoon salt and 1/6-teaspoon pepper. If desired, 1-3 cup mushroom caps cut in pieces, or 1 or 2 tablespoons of chopped green pepper may be cooked with the butter. For a moist stuffing, add 1/4- to 1/2-cup tomato juice or hot water.

40-Fathom Delicious Cheese Sauce for 40-Fathom Fish
Melt 2 tablespoons butter in sauce pan, add 2 tablespoons of flour, 1/2-teaspoon of salt, and a dash of pepper. Gradually add 1 cup of milk, stirring constantly until the sauce is smooth and thick. Add 1/4-lb. of finely diced American cheese and stir vigorously until melted.

Creamed Salt Cod
Soak 40-Fathom Salt Cod overnight in cold water. Pour off water. Add fresh cold water and bring to boiling point. Drain off water. Shred the fish with a fork and stir into any White Sauce.

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White Sauce

1 cup milk 2 tbsp. butter
2 tablespoons flour ¼ tsp. salt.

Mix flour with cold water until smooth. Add enough water so mixture will pour. Scald the milk and add the mixture to it, stirring constantly. Remove from flame when the desired consistency has been reached.

Salt Codfish Cakes

Wash 40-Fathom Salt Cod thoroughly in cold water and shred into fine pieces. Then cook with twice the amount of peeled potatoes cut into pieces of uniform size. When potatoes are done, drain off water, add a good-sized piece of butter and one egg. Mash and mix thoroughly. Fashion into cakes and brown in well-greased frying pan. If the mixture lacks sufficient moisture to cake easily, add a little milk or cream.

* * * * *

For fish balls take up by spoonfuls and fry 1 minute in a frying basket in deep fat. Reheat the fat after each frying.

ECONOMY FOOD

40-Fathom Fish should be served by the housewife who wishes to cut down her food bills. There is no waste to 40-Fathom. The portions you buy from your grocer or meat man are ready to cook.

About 60 percent of the fish has already been cut away. There are no trimmings, heavy bones, or fatty portions to be thrown away. Every ounce is edible. Moreover, the fish may be cooked in a very few minutes' time with the minimum use of gas or other fuel.
40-Fathom Fish Products

40-Fathom FISH COMPANY offers you a variety of fish products, all of which are of uniformly high grade. Every package is marked distinctly with the 40-Fathom Trade Mark. None is genuine without this Trade Mark.

40-FATHOM FISH
(Fresh Fillet of Haddock)

40--FATHOM FRESH BOSTON SCROD

40-FATHOM BUDGET SPECIAL
(High quality fish of such other varieties as are plentiful and cheap at the time.)

40-FATHOM SMOKED FILLETS
(Finnan Haddie)

40-FATHOM SMOKED SKINLESS FILLET

40-FATHOM SMOKED FROZEN FILLET
The wrapper on the frozen product is distinctly marked. This fish is of the high 40-FATHOM standard of quality but frozen for more distant inland trade.

40-FATHOM SALT COD in one-lb. wooden boxes—also wrapped in cellophane.

40-FATHOM SPUN SALT COD in 5-oz. packages.

40-FATHOM CANNED CODFISH CAKES
Always look for the big blue "40" on every parchment wrapper and refuse all substitutes. Your dealer can get the original for you if you insist.