

DELICIOUS FISH DISHES

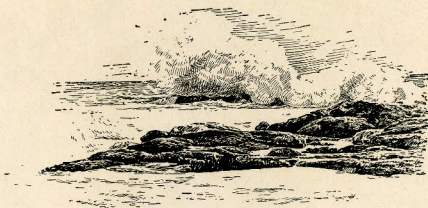
Now made easy to serve



TIMELY FISH RECIPES

for the

Busy Housewife



made with

GORTON SEA FOODS



All the Gorton Sea Foods shown in this booklet have been tested and approved by the Good Housekeeping Bureau of Foods, Sanitation and Health.



THE MAN AT THE WHEEL

This famous painting by the late A. W. Buhler, depicting the hardy type of Gloucester fisherman who risks his life in storm and gale at the fishing banks, is the trade-mark of the Gorton-Pew Fisheries Company

Fish, the Food of Infinite Variety

IF YOU were to ask, in a number of average homes, questions about the eating of fish, and then compare the answers, the information would amount to something like this:

First—that most people like the taste of fish.

Second—that most people would *like* to eat fish oftener than they do.

Third—that, were it not for two supposed obstacles, fish would make its appearance far more often in the average home menu.

These two reasons are very simple, very easily recognized ones.

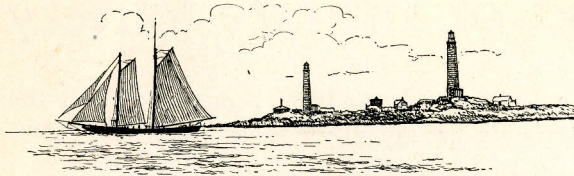
“Fresh Fish Today!”

Unless living in a seaport locality, or a community accessible to some large body of fresh water, the housewife believes it is difficult to secure fish that is really *fresh*. And probably no item of food we know of *needs* the appellation “fresh” more than fish. For fish is of such delicate composition that it tends to spoil or go stale far more quickly than meats, vegetables, fruits, etc.

But if Mrs. Housewife can feel absolutely assured that she can secure dependably fresh fish whenever she desires it, she will unquestionably include fish oftener in the family meals. For besides flavor, fish has another attribute that appeals strongly to the home manager—economical price.

“Who’ll Clean Them?”

The other reason that in many homes is a bar to the frequent serving of fish is that of *convenience*. There is no need to mince matters—fresh fish is usually neither pleasant nor easy to prepare. The mean little operations of cleaning, boning, scaling, skinning, etc., are, more often than not, highly unpleasant to the home cook, no matter how ambitious she may be.



The famous Twin Lights of Thatcher's Island near Gloucester. Nearest point of land to Europe in the United States

All of this—which is absolutely familiar to you, Mrs. Reader—has been stated to lead up to a very interesting, very true piece of information by which you can, and we sincerely hope *will*, profit. Namely, that throughout their entire line the Gorton Sea Foods solve both these difficult problems—freshness and convenience—immediately, and in a highly satisfactory manner.

Canning Art Perfected

The keynote of the Gorton business, the basic idea underlying each of the Gorton Products is, in simple words, this:

To preserve freshness and flavor to the utmost. And to save every moment possible of the housewife's time.

And to this may be added a still further thought—the elimination of waste.

Every one of the famous family of Gorton Sea Foods lives up to these three important promises. Lives up to them to the fullest degree.

When you open a Gorton can, jar or package, you may do so with positive confidence that you will find the contents absolutely fresh and wholesome, no matter if the can has been on your pantry shelf for *months*. You find a freshness of appearance that pleases you. You find a perfection of flavor identical with that of the freshly caught and prepared fish, and utter freedom from any suggestion of artificial preservation.

For the makers of Gorton Sea Foods have learned much and gone far in the art and practice of canning. Guarded over by a staff of scientists, whose untiring

laboratory work constantly reveals new ways to detect and emphasize delicate flavors and then to capture and store them up for all who will to taste, the Gorton Sea Foods represent the highest progress in the art of canning.

Nature's Rich Gift

Fish is an ideal food in so many ways. It is non-fattening, for it contains a smaller percentage of fats than other flesh foods. It is easily digested. Dietitians praise salt water fish especially for the iodine it contains. That is why in countries where fish is the principal food goitre is almost unknown. Countries like Japan, for example, where it is estimated that the average person consumes 250 pounds of fish per year.

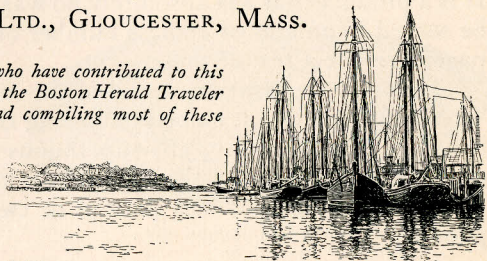
Wholesome, delicious fish dishes will make their appearance on the home table more and more often as the home cook finds out that the ways to vary the flavor and appearance of almost any sea food are infinite. So we offer you the following pages of newly collected and revised recipes that suggest how endless are these ways. Most of the recipes originated in homes where people eat fish often. They are not in any sense theoretical or "fad" recipes.

Each of the following recipes is built around some one of the Gorton Sea Foods which may be easily procured from your local grocer. If, as it might sometimes happen, your grocer fails to carry the complete line of Gorton products, we will be glad to assist you to find the product you wish to use if you will write us.

GORTON-PEW FISHERIES COMPANY, LTD., GLOUCESTER, MASS.

We express our gratitude to the excellent home cooks who have contributed to this collection of their rich, practical experience; and to the Boston Herald Traveler Better Homes Bureau Kitchen for help in collecting and compiling most of these recipes.

Gorton fishing vessels moored at Gloucester, being fitted out for a fishing trip to the Banks





Gorton's Codfish

CODFISH is one of the oldest American foods. The Pilgrim Fathers subsisted largely on it. As cold weather approached, with its necessity of storing up food, they put away stores of meaty, flavorful cod carefully preserved with salt. Thus salt codfish was early established among our national foods.

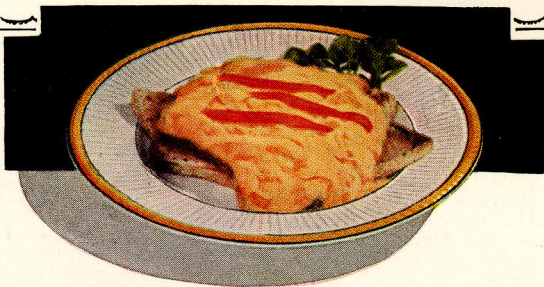
The Gorton-Pew Fisheries are probably the oldest fishing organization in this country. They have been preparing and marketing salt cod for more than half a century. Many years ago they conceived an idea that has since proved one of the most helpful aids ever offered the American housewife—the idea of carefully removing all skin and waste from the fish, cutting it into pieces of handy size and selling it in individual packages.

This product—*Gorton's Codfish*—was an instant success and has remained one of the most popular of all prepared fish products throughout many years. It is a product that has absolutely no waste. Every bit can be used. And it may be served in an almost endless number of finely flavored dishes. The following pages present a few of these.

The only preparation required in using Gorton's Codfish is the usual "freshening" process, namely, allowing the fish to soak in water for a sufficient length of time to remove any superfluous salt, the time varying with the degree of salt flavor desired in the dish that is to be made.

Gorton's Codfish comes packed in two sizes, one full pound and one half pound.

Codfish Rarebit



CODFISH RAREBIT

(See Illustration)

- | | |
|--------------------------------|--------------------|
| 1 cup Gorton's Codfish | |
| 1 tablespoon Butter | Few grains Cayenne |
| 1 tablespoon Flour | 1 cup rich Milk |
| ¼ teaspoon Onion Juice | 1 Egg |
| ¾ cup chopped or grated Cheese | |

Shred the codfish into small pieces. Soak in cold water several hours to freshen. Drain off water. Melt butter in a chafing dish or double boiler, add flour, onion juice, cayenne and mix thoroughly. Add milk gradually, and stir constantly to avoid lumping. Stir in cheese and codfish. Cook until cheese melts, then add the egg, well beaten, and cook five minutes longer. Serve at once on thin toast, garnish with strips of pimiento and watercress or parsley.

CODFISH FRITTERS

- | | |
|------------------------|------------------------|
| 1 lb. Gorton's Codfish | 3 tbs. Milk |
| 1 pint mashed Potatoes | 2 tbs. cooking Fat |
| 2 Eggs | ½ teaspoon Salt |
| | <i>Pepper to taste</i> |

Pick the fish into flakes and freshen in cold water several hours. Scald, drain and dry. Add potatoes, eggs slightly beaten, milk, fat and seasonings. Beat vigorously. Drop by tablespoonfuls into hot deep fat. Drain and serve quickly. *Recipe by Mrs. W. E. Peach.*

CREOLE CODFISH

- | | |
|--------------------------------|---------------------|
| ½ lb. package Gorton's Codfish | |
| 1 cup stewed strained Tomatoes | ½ Green Pepper |
| 1 small Onion, chopped fine | 2 tablespoons Flour |

Pick the codfish into flakes and freshen by soaking in cold water. Then parboil and drain. Cook the chopped onion ten minutes in 3 tablespoons fat. Add the flour, stirring well, then the pepper finely minced, and tomato, bringing to the boiling point. Add the codfish and simmer slowly 15 minutes. Serve very hot, garnishing with strips of fried bread.

BAKED CREAMED COD

- | | |
|------------------------|-----------------|
| 1 lb. Gorton's Codfish | Salt |
| 1 pint Cream Sauce | Pepper |
| 3 tbs. melted Butter | Chopped Parsley |
| 1 cup Bread Crumbs | Lemon Juice |

Strip the codfish into very small pieces. Freshen in cold water several hours. Change the water, bring to boiling point and boil 10 minutes. Make a medium cream sauce of butter, flour and milk. Butter a baking dish and fill with alternate layers of codfish and cream sauce, seasoning with salt, pepper, chopped parsley and a few drops of lemon juice. Mix bread crumbs and butter and spread over top of dish. Brown in quick oven. For variety the top layer may be of mashed potato or biscuit crust. *Mrs. Florette Bradford.*



*Codfish Puff, baked
in individual dish*

CODFISH PUFF

(See Illustration)

2 cups Gorton's Codfish
2 cups Potatoes, sliced
1 tablespoon Butter

1 tablespoon Flour
1 ½ cups Milk
3 Eggs

Shred enough codfish to make 2 cups. Peel and slice enough potatoes to make 2 cups. Cover fish and potatoes with cold water and bring to boiling point. Drain, cover with boiling water and cook until potatoes are done. Drain and mash. Make a cream sauce of the butter, flour and milk and add the fish and potatoes. Cook five minutes and cool. Add beaten egg yolks and beat well. Fold in the stiffly beaten egg whites and turn into buttered baking dish. Set dish in shallow pan of water. Bake about 40 minutes in moderate oven (325° F.). Serve immediately. (Codfish puff may be baked in individual dishes if preferred. Bake about 20 minutes.)

GLOUCESTER STYLE CODFISH

1 cup Gorton's Codfish
2 cups cold boiled Potatoes, diced
Cream to cover
Salt, Pepper, Paprika to taste

Cut the codfish in small pieces, enough to fill a cup, and freshen by soaking several hours in cold water.

Drain and mix with the potatoes in saucepan. Add enough cream to cover and cook very slowly 30 minutes, or until cream thickens. Serve on toast.

CODFISH CHOPS

2 cups Gorton's Codfish
1 Egg 1 tablespoon grated Onion
Cream 1 tablespoon chopped Parsley
1 saltspoon Pepper

Pick into fine shreds enough Gorton's Codfish to make two cupfuls. Soak in cold water and drain. Add the egg, well beaten, onion, pepper and just enough cream to allow the mixture to be shaped into flat chops. Dip in egg and bread crumbs and fry in deep fat. Serve with parsley and sliced lemon.

CASSEROLE CODFISH

½ lb. Gorton's Codfish
Milk Butter
Paprika Flour

Shred one half pound of Gorton's Codfish into small pieces and freshen in cold water. Drain and place in buttered casserole or baking dish. Dredge with flour, dot with small bits of butter and sprinkle with paprika. Add milk enough to cover and bake until brown in moderate oven.



Creamed Codfish

CREAMED CODFISH

(See Illustration)

(See also page 18)

1 lb. Gorton's Codfish

Egg
Milk

Flour
Seasonings

Cut fish into medium-sized pieces and freshen several hours in cold water. Drain, place in saucepan and cover with cold water. Bring water to a boil and pour off nearly all. Add enough milk to cover, bring to boil and thicken with 1 tbs. flour rubbed to a paste with 1 tbs. butter. Season to taste with salt and pepper. Just before removing from fire stir in one well beaten egg.

STUFFED PEPPERS

1 cup Gorton's Codfish

6 Green Peppers

2 tbs. Butter

2 tbs. Flour

½ cup Milk

Salt, Paprika

Buttered Bread Crumbs

Pick into bits enough Gorton's Codfish to make one cupful. Freshen in cold water several hours. Drain. Cut tops from peppers, remove seeds carefully and parboil five minutes in salted water. Make a cream sauce of the butter, flour, milk and seasonings. Mix thoroughly with the fish and fill the pepper skins. Sprinkle with buttered crumbs and bake until peppers are soft.

SPANISH CODFISH

1 cup Gorton's Codfish

½ cup Pimientos, cut in strips

2 cups diced cold boiled Potatoes

1 cup Tomato Sauce

½ cup Buttered Crumbs

Salt, Pepper

Shred enough Gorton's Codfish to make a cupful. Freshen in cold water several hours. Drain and place in layers in a buttered baking dish, with layers of potato and pimiento, seasoning each layer. When filled, pour the tomato sauce over all and cover with layer of crumbs. Bake until brown.

CODFISH RISOTTO

1 lb. Gorton's Codfish

2 tablespoons Beef Suet

2 Onions, chopped fine

1 cup Rice

1 qt. strained Tomato

1 tbs. Butter

½ teaspoon Salt

Dash of Paprika

Cut the codfish in narrow strips, place in cold water, bring slowly to boiling point and drain. Cook the rice in boiling salted water 15 minutes, drain. Melt suet in a large kettle and add the chopped onions. Cook for a few minutes, shaking the kettle. Add cod, rice, tomato, salt and paprika, and simmer slowly 20 min. Stir in the butter before serving. *Recipe by Miss A. M. Schwartz.*



Gorton's Ready-to-Fry Cod Fish Cakes

JUST as Gorton's Codfish was the first packaged salt cod, so Gorton's Ready-to-Fry are the original prepared Cod Fish Cakes.

One of the most popular uses for cod is in the making of fish cakes. Some years ago Gorton conceived the idea of giving the housewife a mixture of codfish and potato of just the right proportion, consistency and flavor, all ready to put in the pan and fry without any of the preliminaries of picking or freshening the fish, boiling, paring and mashing the potatoes, mixing, etc.

While this idea sounds quite simple, there is considerable difference between the preparation of a dish in the home for immediate use and one that must keep its flavor indefinitely when put up in cans. So a period running over several years was devoted to experimentation and tests. The experimenting was conducted in the laboratories of the Gorton-Pew Fisheries Company, but the testing was conducted in the homes of American housewives to whom thousands of samples in the various stages of development were sent. The housewives' preference was always the final word.

Gorton's Ready-to-Fry Cod Fish Cakes are the result. Simply taken from the can, shaped into cakes of the desired size, and fried, without any additions or changes whatsoever they make a delicious dish. But besides that, they may be used as the basis for an absolutely surprising variety of other things to eat, as the following pages will show you.



So Much More Delicious Fried the Deep Fat Way

FOR years, Gorton's Ready-to-Fry Codfish Cakes have been a favorite in thousands and thousands of homes throughout the length and breadth of America. Now, their popularity is even much greater as more and more women learn how much more delicious they are when fried in deep fat in a deep fat fryer.

Cooked in this way, Gorton's Ready-to-Fry Codfish Cakes do not absorb

fat. They are crisp and delicately tasty and beautifully browned. The deep fat way “sears over” the cakes—seals in the taste—preserves the natural flavor and delicacy of the food—frees it from grease. And it is, too, a quick, easy and economical way of frying.

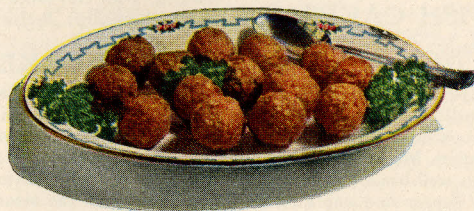
Just shape the contents of a tin of Gorton's Ready-to-Fry Codfish Cakes into small balls—about the size of scallops. You can make about 12 to 18 such balls to the can.

Place the fat in the kettle and the balls into the basket. When the fat is just beginning to smoke, lower the basket into the kettle. That's all.

Quick and easy, isn't it? And until you try them you've no idea how much more delicious are Gorton's Ready-to-Fry Codfish Cakes when fried in a deep fat fryer. Most economical, too; the fat may be used over and over again.

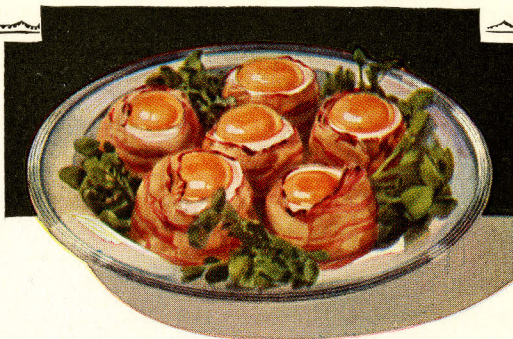
Deep Fat Fryers (kettle and basket complete), such as shown in illustration, are obtainable, at reasonable prices, at department, house-furnishing and similar stores.

Equipped with such a fryer, you can quickly, easily and economically duplicate the results of the deftest chefs and serve Gorton's Ready-to-Fry Codfish Cakes to *perfection*.



*Ready-to-Fry Codfish Balls
fried in a deep fat fryer*

*Codfish Cakes
in Blankets*



FISH CAKES IN BLANKETS

(See Illustration)

1 can Gorton's Ready-to-Fry Cod Fish Cakes
Mashed Potato Bacon Eggs

Thin out the contents of one can Gorton's Ready-to-Fry Cod Fish Cakes with a small quantity of mashed potato. Then shape into cakes, wrap a strip of bacon around each cake and fasten with a tooth pick. Make a depression in the center and drop an egg in each. Place in shallow pan and bake in hot oven (400° F.) until egg is firm and bacon brown. Garnish with watercress. *Recipe by Miss M. F. Parsons.*

DROPPED FISH CAKES

1 can Gorton's Ready-to-Fry Cod Fish Cakes
2 Eggs Butter Flour Milk Salt and Pepper

Melt one tablespoon butter in a saucepan, adding one tablespoon flour. Stir until smooth and add slowly three quarters cup milk. Cook until it thickens, and add the fish cakes picked apart. Mix thoroughly and remove from fire. Add eggs well beaten and season with one eighth teaspoon pepper and one quarter teaspoon salt. Beat until smooth. Drop by spoonfuls into smoking hot fat and fry brown. Serve immediately on hot platter.

FISH CAKES ON TOAST

1 can Gorton's Ready-to-Fry Cod Fish Cakes
4 Eggs, hard boiled 1 cup Milk
3 tbs. Butter 2 tbs. Flour
6 slices Toast Salt, Pepper, Parsley

Shape contents of can into six fish cakes and fry them quickly in deep fat. With a large biscuit cutter, cut half inch slices of bread into circular shape. Toast these and butter slightly. Cut eggs in two lengthwise. Place one fish cake on each round of toast and top with a half egg. Make a cream sauce of the butter, milk, flour and seasonings to taste. When thickened, stir in other hard boiled egg, either chopped or mashed. Pour this sauce over the fish cakes and garnish with parsley. *Recipe by Mrs. Leonard Wright.*

FISH CAKES SUPREME

Steam the contents of a can of Gorton's Ready-to-Fry Cod Fish Cakes ten or fifteen minutes. Then shape into mounds or nests on individual dishes, hollowing the center of each. With a spoon, spread entire mound with beaten yolk of egg. Brown in quick oven. In the meantime, heat a can of peas. When fish cakes are ready, place a spoonful of peas, drained and buttered, in each and serve with a thick cream sauce. *Recipe by Mrs. R. J. Fisher.*



*Codfish Cakes
in Peppers*

FISH CAKES IN PEPPERS

(See Illustration)

Cut slice from stem end of 6 peppers, and remove seeds, taking care not to break skin. Parboil 5 minutes. Make one cup rich white sauce—*omitting salt*. Shape the contents of 1 can Gorton's Ready-to-Fry Cod Fish Cakes into balls and fry in deep fat until golden brown. Drain, break up with fork and add sauce. Shake thoroughly in pan until mixed, but do not mash. Stuff the peppers with this mixture, sprinkle top with buttered crumbs and bake in quick oven (450° F.) until brown. *Recipe by Mrs. F. M. French.*

SPOON FISH CAKES

1 can Gorton's Ready-to-Fry Cod Fish Cakes
1 Egg 1 teaspoon Baking Powder
½ lbs. Butter ⅛ teaspoon Pepper

Empty fish cakes into a bowl, add pepper, butter and baking powder. Mix with a fork and add egg, lightly beaten. Beat mixture until fluffy and light, drop by the spoonful into deep hot fat (hot enough to brown a scrap of bread in 40 seconds). Fry to a golden color, drain thoroughly on brown paper and serve immediately on a heated platter. *Recipe by Mrs. A. Westcott.*

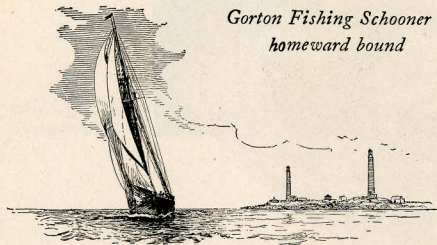
MOCK SCALLOPS

Open a can of Gorton's Ready-to-Fry Cod Fish Cakes and form contents into little balls, the size of scallops. Roll each in finely ground bread crumbs. Fry in deep fat until golden brown. Serve with tartare sauce and see what a hit they make. *Miss M. E. Green.*

FISH CAKE LOAF

1 can Gorton's Ready-to-Fry Cod Fish Cakes
1 cup Rice 1 cup Milk
1 lbs. Butter 1 hard boiled Egg
2½ lbs. Flour Parsley
½ teaspoon Salt ⅛ teaspoon Pepper

Cook 1 cup rice in boiling salted water until tender. Then drain and make a white sauce of the melted butter, flour, salt, pepper and 1 cup milk. Stir ingredients in slowly and cook until quite thick. Mix with the contents of one can Gorton's Ready-to-Fry Cod Fish Cakes until smooth. Butter a small bowl well and line sides thickly with rice, packing it closely together. Put in the codfish mixture and cover with rice. Be sure rice overlaps all around, or loaf will fall apart. Put on cover, well buttered, and steam for an hour. Turn out on a platter, garnish with slices of hard boiled egg. Serve with peas. *Recipe by Mrs. Arthur M. Anderson.*



*Gorton Fishing Schooner
homeward bound*

BEET FISH BALLS

1 can Gorton's Ready-to-Fry Cod Fish Cakes
2 tbs. Butter 1 cup mashed boiled Beets
1 Egg 2 teaspoons chopped Parsley

Mix the fish cakes, beets, egg, parsley, butter, until smooth. Shape into balls, dip in fine bread crumbs and fry quickly in very hot fat. Serve with horse-radish. *Recipe by Mrs. Mary Beaulieu.*

FISH CAKE PIE

2 cans Gorton's Ready-to-Fry Cod Fish Cakes
¾ cup Milk 2 tbs. Butter
1 Egg ½ cup Cracker Crumbs
 ½ cup grated Cheese

Empty contents of cans and fluff up with fork. Add milk and egg, well beaten. When smooth, place in buttered baking dish and spread with the cracker crumbs mixed with melted butter. Sprinkle cheese over top. Bake until well browned. *Recipe by Mrs. C. H. Danforth.*

FISH HASH GORTON

1 can Gorton's Ready-to-Fry Cod Fish Cakes
1 chopped boiled Beet 1 sprouted Onion top
Celery Salt Pepper

Chop the top only of the sprouted onion and mix with the fish cakes and chopped beet. Season to taste

with pepper and a dash of celery salt. Should mixture appear too dry, add a little milk. Brown like hash in a buttered pan, and serve browned side up. *Recipe by Mrs. Katherine Ellis.*

ESCALLOPED COD AND CORN

1 can Gorton's Ready-to-Fry Cod Fish Cakes
1 can Golden Bantam Corn 2 Eggs
Buttered Bread Crumbs Salt
 Pepper

Beat eggs thoroughly and mix with the fish cakes. Spread a layer of this mixture in a buttered baking dish, then a layer of corn; season lightly and dot with bits of butter. Repeat layers of fish and corn, until used. Sprinkle buttered bread crumbs on top. Bake in a hot oven until brown. *Recipe by Mrs. Belle Gale.*

NESTED EGGS

1 can Gorton's Ready-to-Fry Cod Fish Cakes
6 Eggs Grated Cheese
½ cup Cream Salt and Pepper

Blend the fish cakes thoroughly with the cream and spread the mixture in six scallop shells, leaving a depression in the center of each. Carefully break an egg into each shell, sprinkle with seasonings and cheese, and brown in hot oven until eggs are sufficiently cooked. *Recipe by Miss M. E. Green.*

FISH CAKES WITH MUSHROOMS

1 Can Gorton's Ready-to-Fry Cod Fish Cakes
12 Mushrooms Cayenne Mustard
Worcestershire Sauce Paprika

Remove contents of can, shape into cakes and fry to a delicate brown in deep hot fat. Broil the mushrooms and season with a dressing made of 1 tbs. Worcestershire, 1 teaspoon prepared mustard, a few grains cayenne and ¼ teaspoon paprika. Arrange on platter with the fish cakes and serve at once.

TASTY CROQUETTES

1 can Gorton's Ready-to-Fry Cod Fish Cakes
1 cup Cream $\frac{1}{8}$ teaspoon Paprika
1 Egg 2 tbs. grated Onion
1 teaspoon Tomato Sauce 1 teaspoon chopped Parsley
 $\frac{1}{2}$ teaspoon Salt 1 tbs. Bread Crumbs

Empty out the contents of the can of Gorton's and add all the other ingredients, mixing smoothly. Let stand until cold and firm. Then shape into croquettes, roll in egg, then in crumbs, and fry in hot fat until brown. *Recipe by Lee Guy.*

SPAGHETTI MOLD

Line a buttered mold with a one-inch layer of cooked spaghetti. Season with salt, pepper and dots of butter. Cover with the contents of one can of cod fish cakes, broken up with a fork. Finish with a layer of spaghetti and seasonings. Sprinkle with bread crumbs and bake 30 to 40 minutes in hot oven. Garnish with strips green pepper, serve with this sauce:

Melt 2 tablespoons butter and stir in 2 tablespoons flour, $\frac{1}{8}$ teaspoon pepper, $\frac{1}{2}$ teaspoon salt, dash of paprika until smooth. Add $\frac{3}{4}$ cup milk, stirring until the sauce boils, then add yolks of two eggs, well beaten, cook two minutes, remove from fire and add $\frac{1}{4}$ cup butter, bit by bit, 1 tablespoon lemon juice. *Recipe by M. Holland.*

FISH CAKE SCRAMBLES

1 can Gorton's Ready-to-Fry Cod Fish Cakes
2 tablespoons Milk 3 Eggs 2 level tablespoons Butter

Beat one egg and mix well with the Cod Fish Cakes. Divide into four portions and shape each into shallow round cups or nests. Beat remaining two eggs and use a little to brush the edges of the fish cake cups. Place these cups in a pan and bake to a nice brown in the oven. While baking, melt the butter in a skillet, beat the eggs, adding milk, and scramble in the butter. Fill the baked cups with the scrambled egg and serve at once. *Recipe by Mrs. B. H. Huntington.*

FISH HASH DE LUXE

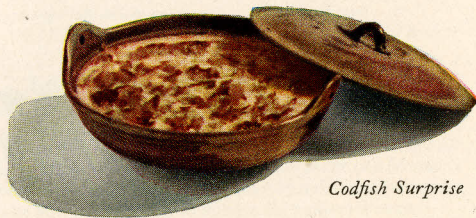
1 can Gorton's Ready-to-Fry Cod Fish Cakes
1 Onion, chopped Fat Pork Sugar
1 Cucumber, chopped Salt Pepper

Cut enough fat sweet pork into dice, to cover the bottom of a frying pan. Fry out and remove the browned scrap from the pan. To the cod fish cakes add 1 teaspoon sugar and pepper to taste. Mix thoroughly, spread flat in the pan of fat and cover entirely with the chopped onion and cucumber. Cover pan and cook slowly until browned on bottom. Fold over, remove to hot platter and garnish with the scraps of pork and slices of pickled beet. *Recipe by Mrs. E. B. Robertson.*

CODFISH SURPRISE

(See Illustration)

Remove the contents from one can of Gorton's Ready-to-Fry Cod Fish Cakes and break up with fork. Make a white sauce of 1 tablespoon melted butter, 1 tablespoon flour, and 1 cup of hot milk, added gradually, cooking until slightly thick. Place a layer of the fish cakes in a casserole, sprinkle with chopped onion, a little pepper and moisten well with cream sauce. Repeat layers until all is used, then pour the remainder of the sauce over the top. Sprinkle with bread crumbs and dot with butter. Cover and bake in moderate oven two hours. *Recipe by Mrs. Katherine A. Muldoon.*



Codfish Surprise



Gorton's Creamed Cod Fish

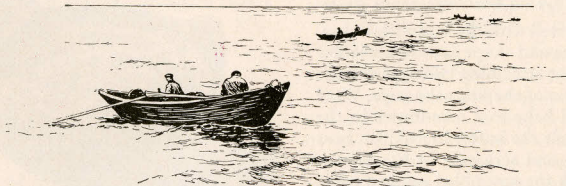
(See also pages 10 and 21)

HERE is delicious creamed codfish in its most convenient form. Here is one of America's most popular fish dishes, a favorite in thousands of homes, put up all ready for you to use.

Gorton's Creamed Cod Fish consists of selected deep sea cod, with the best quality flour, eggs and milk, mixed in exactly the right proportions. Nothing for you to prepare, no ingredients to mix. Everything is already done for you. Simply place the can in cold water, bring to a boil, then open the can.

May be served either plain, or on toast, or with baked potato. Add a small quantity of butter, if desired.

Gorton Fishermen at the Banks





Gorton's Codfish in Cans Ready-to-Use

THIS is one of the latest additions to the Gorton "ready" products. Selected pieces of fresh codfish slightly cooked and put up in cans very much as salmon is packed. With Gorton's Codfish in Cans you can make all the familiar codfish dishes, including your own pet recipe for fish cakes, creamed codfish, "New England fish dinner," etc., without any of the delay of the "freshening" process. The fish may be eaten as it comes from the can, it is so good. And it may be served in almost any way in which you now serve salt cod. Here are a number of recipes that will help bring out this fresh, delicious flavor.

Gorton's Ready-to-Use Codfish comes in two sizes, half pound and full pound.

BAKED EGGS WITH COD

1 small can Gorton's Ready-to-Use Codfish

6 Eggs	2 tbs. Flour
2 cups Milk	2 tbs. Butter or Bacon Fat
Pepper, Salt	Grated Cheese

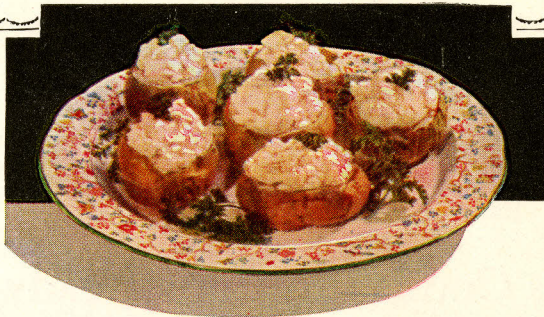
Blend the butter or fat with the flour. Add milk, season to taste. Flake the codfish into small pieces and mix thoroughly with the sauce. Pour into shallow baking dish. Break the eggs one by one into a saucer and slip them on top of the fish mixture. Sprinkle with grated cheese and bake in hot oven until the eggs are firm—from ten to fifteen minutes. *Recipe suggested by Mrs. H. I. Durgin.*

CODFISH WITH RICE

1 small can Gorton's Ready-to-Use Codfish

$\frac{1}{3}$ cup Rice	1 tbs. Butter
1 cup rich Milk	1 tbs. Flour
Sifted Bread Crumbs	1 tbs. chopped Parsley
<i>Salt and Pepper</i>	

Boil rice in salted water until tender. Drain and rinse with cold water. Melt butter in saucepan and stir in flour, then milk, and pepper and salt to taste. Cook until it thickens, then add parsley. Arrange alternate layers of rice, fish and cream sauce in a buttered baking dish. Cover with bread crumbs, dot with bits of butter and bake 20 minutes in moderate oven.



*Cape Cod Baked
Potatoes*

CODFISH OMELET

1 cup Gorton's Ready-to-Use Codfish

2 Eggs $\frac{1}{4}$ cup Milk 1 tbs. Butter
2 tbs. Flour $\frac{1}{2}$ teaspoon Salt $\frac{1}{8}$ teaspoon Pepper

Melt butter and stir in flour and seasonings. When smooth, add milk, slowly, stirring until thickened. Add codfish broken into small pieces. Cook two minutes, then add egg yolks well beaten. When mixed, fold in the beaten egg whites and cook in omelet pan.

CODFISH PIE

1 large can Gorton's Ready-to-Use Codfish

4 Potatoes Butter Puff Paste or Pie Crust
3 Onions Salt Prepared Mustard
4 Eggs Pepper Worcestershire Sauce
1 cup thin Cream Sauce

Slice potatoes thin, parboil five minutes in salted water and drain. Hardboil eggs and slice. Chop onions fine. Drain the Codfish and break into small pieces. Butter a baking dish and place in it a layer of potatoes. Next a thin layer of onion and a layer of codfish, then a layer of eggs. Season with mustard, salt, pepper and a few drops of Worcestershire. Repeat layers until dish is full. Pour over the cream sauce, cover with puff paste or pie crust and bake slowly one hour. *Suggested by Mrs. Florette Bradford.*

CAPE COD BAKED POTATOES

(See Illustration)

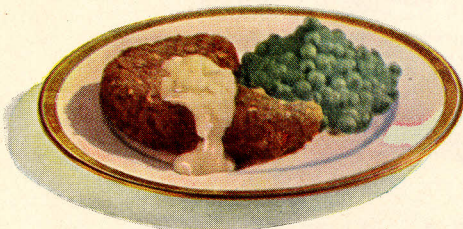
1 can Gorton's Ready-to-Use Codfish
1 cup White Sauce *3 large baked Potatoes*

Make a well seasoned medium-thick white sauce. Drain codfish, break into small pieces and add to the white sauce. Cut baked potatoes into halves lengthwise. While still hot scoop a hole in center of each half and fill with creamed codfish, piled high. Garnish with parsley and serve on hot platter.

CODFISH WITH MACARONI

1 small can Gorton's Ready-to-Use Codfish
Macaroni Grated Cheese
Thin White Sauce Butter
Bread Crumbs Salt Pepper

Break the macaroni into short lengths—or use the short "elbow" kind. Cook in boiling salted water until tender, drain. Drain codfish and flake. Butter a baking dish and sprinkle with toasted bread crumbs. Place a layer of macaroni, then a layer of fish. Sprinkle with grated cheese, salt and pepper to taste. Pour the white sauce over this and repeat the layers until dish is full, finishing with coarse bread crumbs, not toasted. Dot with bits of butter and bake until crumbs are brown—about 15 minutes. *Suggested by Mrs. M. E. Pettibone.*



CODFISH CUTLETS

(See Illustration)

1 small can Gorton's Ready-to-Use Codfish
 ½ teaspoon Salt ⅛ teaspoon Pepper
 1 cup Milk 2 tbs. Flour 2 tbs. Butter
 Chopped Parsley ½ cup Cream 1 Egg, beaten

Melt butter and stir in flour, salt and pepper, milk and cream until a thick white sauce is formed. Add codfish broken into small pieces. Mix well and turn out on plate to cool. Shape into cutlets, roll in crumbs, dip in beaten egg slightly diluted with water, then in crumbs again. Bake in greased pan until brown. Serve with buttered peas and cream sauce.

EASY CREAMED COD

(See Illustration)

(See also page 18)

1 small can Gorton's Ready-to-Use Codfish
 1½ cups White Sauce Salt, Pepper
 2 hard boiled Eggs Toasted Bread

Make a medium white sauce of butter, flour, milk, salt and pepper. Drain and flake the codfish.



Add sauce and bring to boiling point. Stir in whites of the boiled eggs, chopped fine. Serve on lightly buttered toast. Garnish with the egg yolks, rubbed through a sieve. Suggested by Mrs. G. J. Manookian.

VEGETABLE CROQUETTES

1 small can Gorton's Ready-to-Use Codfish
 4 Carrots 4 Potatoes 1 Beet
 2 tbs. Butter Salt, Pepper

Boil carrots, potatoes and beet in salted water until tender, then mash. Drain and flake fish into small pieces. Mix with the vegetables. Make into smooth mixture with the butter, adding salt, and pepper to taste. Shape into croquettes and fry in deep fat. Suggested by Mrs. F. C. Kelleher.

CODFISH WIGGLE

1 small can Gorton's Ready-to-Use Codfish
 1 cup canned Peas 2 tbs. Butter
 1 pint Milk 1 tbs. Flour
 Salt, Pepper

Make a cream sauce of the butter, flour and milk, adding salt and pepper to taste. Drain the codfish, break into small pieces, mix with the peas and cream sauce. Heat and serve on toasted tea biscuits. Suggested by Mrs. M. H. Latham.

CODFISH LOAF

1 small can Gorton's Ready-to-Use Codfish
 2 cups mashed Potato 2 Eggs
 2 tbs. Bacon Fat ½ cup Milk
 Salt, Pepper

Drain the codfish and break into small pieces. Mix with the mashed potato and add the eggs, well beaten, fat, salt and pepper to taste. Stir in sufficient milk to moisten. Place in mould, set in pan of hot water and bake until firm. Turn out on platter and garnish with half slices of beet. Suggested by Mrs. E. McDonald.



Gorton's Haddock Fillets

HERE is haddock at its very best—in its most convenient form. Gorton's Haddock Fillets consist of delicious, firm, tender fillets of the pick of the finest haddock caught. The fillets are *quickly* frozen while *strictly* fresh. This quick freezing avoids the breaking down of delicate fish tissues, and *seals in* and retains the appetizing, original flavor so that the fish is as fresh when you open the package as when it was caught. Each fillet is mounted on cardboard and individually wrapped in sanitary parchment paper. Gorton's Haddock Fillets provide a real treat for all the family. Quickly and conveniently served. And the basis for scores of delicious deep sea fish dishes.

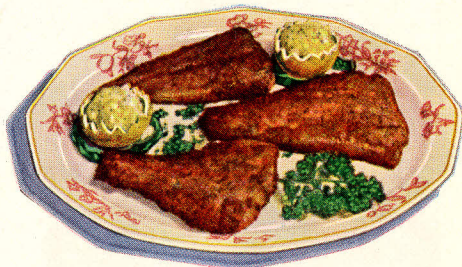
Broiled

(See Illustration)

Spread fillet with oil or butter; sprinkle with salt and pepper and sparingly with dry bread crumbs on both sides and broil by placing it on well greased wire broiler. Broil one side first, then the other, till crumbs are browned. Remove to hot platter. Serve with drawn butter and quartered lemon.

Baked

Cut fillet in desired portions. Sprinkle with salt and pepper, put in well buttered shallow pan. Spread top of fillet with butter, sprinkle with bread crumbs and bake in hot oven for twelve minutes. Serve hot with any desirable sauce.



Broiled Haddock Fillets

Gorton's Flaked Fish



HERE is another Gorton product whose keynote is convenience. Selected pieces of deep-sea cod and haddock blended to give an original flavor which you will find delicious. Gorton's Flaked Fish may be used for any of the familiar recipes that call for fish in small pieces. It is excellent creamed, scalloped, baked.

ESCALLOPED FISH WITH VEGETABLES

- | | |
|---------------------------------|------------------------|
| 1 can Gorton's Flaked Fish | 1 small Onion |
| 1 cup cooked Spaghetti | 1 teaspoon Salt |
| 1 cup chopped, buttered Carrots | Pepper to taste |
| 1 small Green Pepper | ¼ cup Grated Cheese |
| | 1 cup thin White Sauce |

Chop the onion and pepper and parboil ten minutes in one cup salted water. Drain and mix thoroughly with other ingredients, put in buttered baking dish, pour over the cream sauce and sprinkle with cheese. Bake 30 minutes in moderate oven (350° F.). *Recipe by Mrs. Leonard Wright.*

FISH FRITTERS

- | | |
|---|-----------------|
| 1 can Gorton's Flaked Fish | |
| 2 cups Flour | 1 cup Milk |
| 2 teaspoons Baking Powder | 2 Eggs |
| ¼ teaspoon Pepper | 1 teaspoon Salt |
| 2 teaspoons minced Parsley and Green Pepper | |

Sift salt, baking powder and flour together. Add milk and eggs, well beaten, then the fish and season-

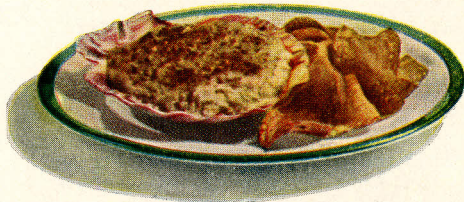
ings. Mix thoroughly and fry by the spoonful in deep smoking hot fat. *Recipe by Mrs. S. F. Hayford.*

MOCK DEVILED CRAB

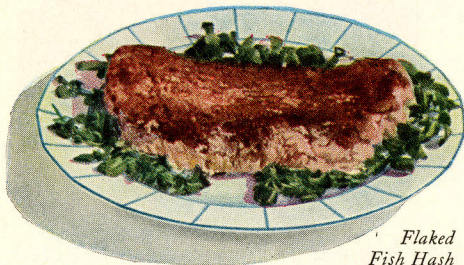
(See Illustration)

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|----------------------------|---------|----------------|
| 1 can Gorton's Flaked Fish | 1 Egg | |
| 1 tbs. Flour | | Bread Crumbs |
| 1 tbs. Butter | Salt | Worcestershire |
| ½ cup Milk | Parsley | Cayenne |

Mix flour with melted butter in saucepan and stir in milk. Add beaten egg, ½ teaspoon salt, dash of



Mock Deviled Crab



*Flaked
Fish Hash*

cayenne pepper, $\frac{1}{2}$ teaspoon chopped parsley, $\frac{1}{4}$ teaspoon Worcestershire Sauce and add the fish. Brush crab or scallop shells or small ramekins with melted butter and fill with mixture. Sprinkle with crumbs, dot with butter, and bake 25 minutes in hot oven. If crab shells are used, the illusion is perfect.

CORNMEAL FISH BALLS

1 can Gorton's Flaked Fish 1 Egg, beaten
2 cups Cornmeal Mush 1 tbs. Butter or Fat

Make a mush by boiling $\frac{1}{2}$ cup cornmeal (preferably the white variety) in 2 cups of water in a double boiler about three hours. Mix with the fish, egg and butter or fat. Season with salt and pepper to taste. Then drop, by the spoonful, into smoking hot fat, and fry a golden brown. Drain on porous paper.

ASPARAGUS AND FISH SCALLOP

1 can Gorton's Flaked Fish 2 Eggs, hard boiled
 $\frac{1}{2}$ cups cooked Asparagus tips $\frac{1}{2}$ cups Cream Sauce
Grated Cheese Salt, Pepper

Make a cream sauce—not too thick—of butter, flour and milk. Fill a dish with alternate layers of flaked fish, sliced egg and asparagus tips, seasoning lightly with salt and pepper. Have the last layer

asparagus. Pour cream sauce over all. Sprinkle with bread crumbs. Dot with butter, and sprinkle cheese. Brown in oven. *Recipe by Mrs. F. A. Martin.*

FLAKED FISH HASH

(See Illustration)

1 can Gorton's Flaked Fish 1 Egg 1 Onion
1 cup chopped boiled Potato 1 tbs. Butter

Mix the contents of one can of Gorton's Flaked Fish with an equal quantity of finely chopped boiled potato and an onion chopped fine. Add egg, beaten, melted butter, salt and pepper to taste. Form a large cake and brown both sides in a frying pan. The use of pork fat adds to the flavor. Serve immediately on a heated platter, garnished with parsley or crisp watercress.

FISHERMAN'S DELIGHT

1 cup Gorton's Flaked Fish Buttered Toast
6 hard boiled Eggs Sliced Bacon
Cream Sauce Seasonings

Make a rich cream sauce, not too thick, of butter, flour and milk and add the fish broken up fine. Halve the hard boiled eggs, season to taste, and place them on buttered toast. Pour the creamed fish over this and garnish with crisp slices of bacon. Fried or boiled potatoes go well with this dish. *Recipe by Mrs. Martha McDonald.*

LITTLE CODFISH PIES

1 can Gorton's Flaked Fish Salt, Pepper
Mashed Potato Bread Crumbs
Butter 1 cup thick Cream Sauce

Line well greased baking cups with $\frac{1}{2}$ inch layer of mashed potato, beaten up with melted butter (or a little cream) and season with pepper and salt. Fill up the cups with the flaked fish thoroughly mixed with cream sauce. Sprinkle with bread crumbs, mixed with a little butter. Place in a rather hot oven until brown and appetizing.

BUNGALOW PIE

(Filling)

1 can Gorton's Flaked Fish 2 cups Milk
6 large Crackers 1 tbs. quick cooking Tapioca
1 small Onion, chopped 1 tbs. Butter
Salt, Pepper to taste

(Crust)

2 cups creamy mashed Potatoes
1 tbs. Butter 1 tbs. Baking Powder
1 tbs. sifted Flour $\frac{1}{4}$ teaspoon Salt
Dash of Pepper

Break up the crackers in good sized pieces and mix with the Flaked Fish, onion, tapioca, butter, milk, salt, pepper. Place in buttered baking dish and cover with crust made by thoroughly mixing the mashed potatoes with the butter, flour, baking powder, salt and pepper. Bake thirty minutes in medium hot oven. Recipe by Mrs. Edwin Hill.

EASY CODFISH SCALLOP

2 cans Gorton's Flaked Fish 4 hard-boiled Eggs
1 tbs. Butter $\frac{1}{2}$ teaspoon Salt
1 tbs. Flour $\frac{1}{8}$ teaspoon Pepper
1 tbs. finely chopped Onion 1 cup Milk
 $\frac{3}{4}$ cup buttered Bread Crumbs

Scald the fish. Make a white sauce with the butter, flour, seasonings, onion, milk, and stir in the codfish. Put a layer of this mixture in a buttered baking dish. Cover with a layer of hard-boiled egg sliced thin; then fish, then egg, until filled. Scatter over top $\frac{3}{4}$ cup of bread crumbs, previously mixed with $1\frac{1}{2}$ tablespoons melted butter. Bake 30 to 40 minutes in oven at 350 degrees. Recipe by Mrs. Mary E. Pettibone.

FLAKED FISH WITH CHEESE

1 can Gorton's Flaked Fish $1\frac{3}{4}$ cups mashed Potato
1 Egg 1 slice Cheese
Butter Seasonings

Mix the fish with the mashed potato. Add 1 table-spoon butter, a dash of pepper and the egg well beaten. Put melted bacon or salt pork fat in an omelet pan. Smooth the fish mixture in and lay a thin, gener-ous sized slice of cheese on top. Cook slowly until a brown crust forms at bottom and the cheese is melted. Close together like an omelet and serve on hot dish with tomato sauce. Mrs. A. D. Fleet.

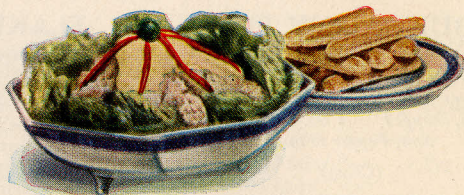
FISH IN RAMEKINS

1 can Gorton's Flaked Fish Bread Crumbs
2 tbs. Flour 1 teaspoon minced Onion
2 cups Milk 1 tbs. Parsley
2 tbs. Butter Grated Cheese

Melt butter in saucepan and add onion and pars-ley. Cook five minutes and add flour. Stir until smooth. Then add milk, cooking slowly until smooth, and season with $\frac{1}{2}$ teaspoon salt, $\frac{1}{8}$ teaspoon pepper. Add the Flaked Fish, mixing well. Butter some small ramekins or baking cups and fill with this mixture. Cover top with bread crumbs. Sprinkle with grated cheese and dot with bits of butter. Brown in the oven and serve hot.



"Mother Anne," a profile in natural rock, one of the interesting sights at Eastern Point near Gloucester



Gorton's Salad Fish

HERE is a blending of choice morsels of fish especially suitable for serving cold. When prepared in salad form, with dressing, etc., the flavor is so delicious that it has often been mistaken for crab flakes, although it is not sold in any sense as a substitute. Its taste is individual. While blended and prepared with the special view to salad uses, it may be employed as a basis for hot dishes as well. Some original salad recipes are given on the following pages, which will suggest other appetizing uses to the home cook.

SALAD FISH MOUSSE

- | | |
|---------------------------|-------------------------------|
| 1 can Gorton's Salad Fish | Gelatin |
| 2 tbs. Butter | $\frac{1}{2}$ cup heavy Cream |
| 2 tbs. Flour | Pepper |
| 1 cup Milk | Cayenne |
| Salt | Lemon Juice |

Break up the salad fish, season to taste with salt, cayenne and lemon juice, and allow to stand one hour. Make a white sauce of the butter, flour, milk, $\frac{1}{4}$ teaspoon salt and pepper to taste. As sauce thickens add $\frac{1}{3}$ teaspoon of granulated gelatin, which has been softened in $1\frac{1}{2}$ tablespoons cold water. Remove from fire, cool, then add cream stiffly beaten and fold in the salad fish. Turn into a mould, chill and serve on lettuce leaves. A garnish of cucumber slices is effective.

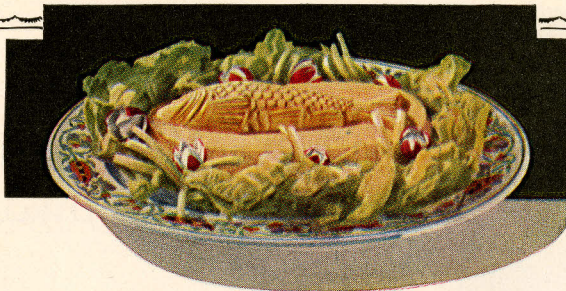
Recipe by Mrs. A. D. Fleet.

SALAD FISH MOLD

(See Illustration)

- | | |
|----------------------------------|---|
| 1 can Gorton's Salad Fish | |
| $1\frac{1}{2}$ tablespoons Flour | 5 tablespoons Lemon Juice |
| 2 teaspoons Mustard | 2 tablespoons Butter |
| 2 teaspoons Sugar | $\frac{1}{2}$ tablespoon Gelatin |
| $\frac{1}{2}$ teaspoon Salt | $\frac{1}{4}$ cup cold Water |
| 1 Egg | $\frac{1}{4}$ teaspoon Celery Salt |
| | $\frac{1}{2}$ cup evaporated (unsweetened) Milk |
| | $\frac{1}{2}$ cup heavy Cream, whipped |

Mix flour, mustard, sugar and salt in double boiler. Add egg slightly beaten, evaporated milk and lemon juice. Cook, stirring constantly until mixture thickens. Add butter, gelatin, which has been softened in $\frac{1}{4}$ cup cold water for 5 minutes, and celery salt. When thoroughly mixed and gelatin dissolved, add salad fish, well broken up. Cool and add cream. Turn into



Salad Fish Mold

fish-shaped mold which has been dipped in cold water, and chill. Serve on crisp lettuce, and garnish with radish roses and celery curls. The fish eyes may be made of peppercorns. *Recipe by Mrs. A. D. Fleet.*

MOCK CRAB SALAD

1 can Gorton's Salad Fish	Salt, Pepper
1 cup finely chopped Celery	Lettuce
Oil, Vinegar	Mayonnaise

Break the fish up small and mix thoroughly with celery. Sprinkle with just enough oil and vinegar to hold mixture together. Salt and pepper to taste. Serve on lettuce leaves and garnish with mayonnaise. Olives and strips of pimiento add to the appetizing effect.

COUNTRY SALAD

2 cans Gorton's Salad Fish	½ teaspoon Salt
1 Cucumber	Paprika
1 Egg, hard boiled	Lettuce
1 tbs. Lemon Juice	Mayonnaise

Select a long, thin, firm cucumber—not a fat, seedy one. Chill until crisp, cut into dice and sprinkle with lemon juice and salt. Add the fish well broken up. Toss with fork, adding sufficient mayonnaise to hold the mixture together. Arrange bed of crisp lettuce leaves and mound the salad on same. Slice egg in thin quarter slices and use for garnish. Dust with paprika

and serve at once. Add extra mayonnaise if desired. *Recipe by Mrs. M. E. Pettibone.*

SAVORY SALAD

1 can Gorton's Salad Fish
1 large cup cold boiled Potato, diced
1 cup Celery, shredded
2 tbs. minced Green Pepper
1 tbs. chopped Onion
½ cup thinly sliced Cucumber
½ teaspoon Salt
⅛ teaspoon Pepper
Mayonnaise

Mix thoroughly all ingredients except mayonnaise, then chill. Just before serving add enough mayonnaise to hold together. Arrange on lettuce leaves, garnishing with parsley, curled celery or sliced hard boiled eggs.

FISH FLAKE COCKTAIL

Chill the contents of one can of Gorton's Salad Fish on ice thoroughly. Arrange in oyster cocktail glasses and serve with cocktail sauce or a sauce made of mixing tomato catsup with grated horseradish, about ½ teaspoon horseradish to 1 tablespoon catsup and a little lemon juice. This delicious appetizer tastes very much like crab meat, yet it is far less expensive.



Gorton's Manhattan Style Clam Chowder

THIS is the type of chowder that is familiar to the greater number of those who like clams. It is made of clams, tomatoes, and other vegetables, piquantly seasoned. With the simple addition of water, it becomes a tempting broth of wonderful sea flavor.

Many delightful variations of Gorton's Manhattan style Clam Chowder will occur to the mind of the resourceful housewife, simple additions here and there that will emphasize or augment the flavor. For example, a beaten egg stirred in just before the chowder is served is an appetizing novelty, or use tomato soup instead of plain water in making the mixture. Your family will like Gorton's Manhattan style Clam Chowder so well that you will find it a pleasure to serve it often for the soup course. Or, when served in large bowls with crisp pilot crackers, it makes a delicious main dish for luncheon or supper.

CLAM PIE

1 can Gorton's Manhattan Clam Chowder
1 cup Bread Crumbs 2 tbs. Butter
Hot Milk, 1½ cup mashed Potato

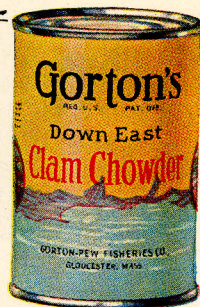
Fry the bread crumbs to a nice brown in the butter. Place in a buttered baking dish. Then pour in the clam chowder. Cover with a layer of the mashed potatoes which have been moistened with milk. Dot with butter and bake 20 minutes. *Suggested by Mrs. Susan Hayford.*

CLAM CHOWDER SOUFFLE

1 can Gorton's Manhattan Clam Chowder 3 Eggs
Salt to taste

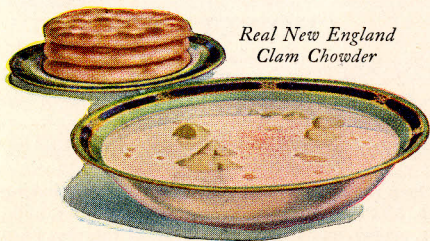
Separate yolks and whites of eggs and beat. Mix beaten yolks thoroughly with contents of can; then carefully fold in the beaten whites. Bake in moderate oven until firm and serve at once on a hot dish. This recipe may be varied by adding a chopped green pepper. *Recipe by Mrs. A. M. Hall.*

Gorton's Down East Clam Chowder



IF YOU have ever tasted old-fashioned clam chowder, made as home cooks in New England make it, rich with milk and simple seasonings, you've probably never quite forgotten that flavor. This is the flavor which we have captured and given to you in Gorton's Down East Clam Chowder.

This soup course novelty is delicious when served by simply opening the can, and heating in a saucepan with an equal quantity of milk. But inventive housewives haven't let it go at that. They have found other combinations and ways to serve this product, such as the recipe for Chowder on Toast given below, which will serve to suggest other appetizing dishes to the inventive-minded home cook, alert in search of novel dishes to vary her daily menu. We believe you will enjoy trying Gorton's Down East Clam Chowder.



*Real New England
Clam Chowder*

CHOWDER ON TOAST

1 can Gorton's Down East Clam Chowder
1 cup Milk ½ cup Cream
Hot buttered Toast Salt to taste

While the bread is slowly toasting to an even brown, blend the chowder, milk, cream and salt and bring to a boil. Arrange the toast on a deep platter and pour the chowder over it. Garnish with parsley. *Suggested by Mrs. A. E. Downey.*



Chowder Pie

light and spread as a crust over the chowder. Sprinkle with cheese and bake 15 minutes. (This may be made into individual pies if preferred.) *Mrs. Susan Hayford.*

RHODE ISLAND STYLE FISH CHOWDER

1 can Gorton's Haddock Chowder $\frac{1}{8}$ teaspoon Soda
1 cup strained Tomatoes

Remove chowder from can and heat. Add soda to tomatoes and heat in separate pan. Mix tomatoes and chowder and bring to boiling point, but do not boil. Season to taste and serve piping hot with crackers. *Recipe by Mrs. E. M. Hawke.*

POACHED EGGS IN CHOWDER

Heat a can of Gorton's Shore Dinner Haddock Chowder with an equal quantity of milk, as per directions on the can. When very hot, carefully break into the chowder as many eggs as there are persons to be served and let them poach. Serve at once. *Recipe by Jessie Frost.*

HADDOCK TRIANGLES

1 can Gorton's Shore Dinner Haddock Chowder
1 tbs. Flour 1 pt. Cream 2 tbs. Butter
Salt, Pepper Toasted Bread

Blend 2 tablespoons melted butter and 1 tablespoon flour thoroughly together. Add 1 pint cream and cook in double boiler until it begins to thicken. Add a can of Gorton's Haddock Chowder. Season to taste. Cut bread in triangle shape, and toast slowly to an even brown. Place a triangle per person on warmed individual plates and cover with the chowder. *Recipe by Mrs. Grace E. Willey.*

CREAMED CHOWDER

1 can Gorton's Haddock Chowder 1 small Onion
1 cup mashed Potatoes Egg
Salt, Paprika, Pepper Milk

Heat 1 $\frac{1}{2}$ cups milk in saucepan and stir in mashed potatoes until smooth. Add the onion, sliced and browned in butter with a dash of paprika. Cook one minute then pour into the chowder. Pepper and salt to taste. Stir over fire one minute more until smooth and creamy. Remove from fire, stir in one well-beaten egg. Serve on toast, crackers or warmed shredded wheat biscuits. *Recipe by E. P. Tremhlay.*



Gorton's Deep Sea Roe

A GAIN an entirely original Gorton product. Fish roe is considered a great delicacy by most people. But it has always been a seasonal dish, available only during a limited period of the year. Now, with Gorton's Deep Sea Roe, you may serve this delicacy at all seasons. This product is a careful blend of the roe of cod and several other deep sea fishes. It may be served in a variety of ways and combined with other ingredients to produce new and appetizing flavors. The few recipes shown here are but a hint of the possibilities of Gorton's Deep Sea Roe.

ROE CROQUETTES

1 can Gorton's Deep Sea Roe	1 teaspoon grated Onion
A grating of Nutmeg	½ teaspoon Salt
½ cup soft Bread Crumbs	1 tbs. chopped Parsley
2 cups Cream Sauce	A dash of Paprika
	2 hard-boiled Eggs, chopped fine

Cover the roe with boiling water, salt slightly and simmer 15 minutes. Drain, season, and mash. Then mix well with crumbs and egg and allow to cool. Shape into croquettes, dip in crumbs, then in beaten egg diluted slightly with water, then in crumbs again. Fry in deep fat until brown. Serve at once.

ROE WITH BACON

(See Illustration)

1 can Gorton's Deep Sea Roe	6 thin slices Bacon
	2 Eggs

Fry bacon until crisp. Remove from pan and keep hot. Remove roe from can, drain and pour into the hot bacon fat. Season with salt and pepper and fry very slowly to a delicate brown. Stir in the eggs slightly beaten and cook five minutes longer. Turn out on hot individual plates, garnished with the bacon strips and bit of watercress or parsley. *Recipe by Mrs. W. I. Pipkin.*



Roe with Bacon

ROE SOUFFLÉ

1 can Deep Sea Roe	Fine buttered Crumbs
1½ teaspoons Lemon Juice	¾ teaspoon Salt
1 cup heavy Cream	⅛ teaspoon Pepper
3 Egg whites	Dash of Cayenne

Remove roe from can, drain thoroughly, and mash with a fork, adding seasoning and lemon juice. Next add the cream (whipped stiff) and fold in the well beaten egg whites. Turn into a buttered mould, cover with a buttered paper and place in a pan partly filled with hot water. Bake in a moderate oven until firm (about 20 minutes). Remove from mould and serve with the following sauce:

3 tbs. Butter	Dash of Cayenne
3 tbs. Flour	1½ cups Vegetable Stock*
½ teaspoon Salt	½ cup Cream
⅛ teaspoon Pepper	2 Egg yolks, slightly beaten
1 tbs. Sauterne flavor (or Lemon juice)	

Melt butter in double boiler, add flour, stir until smooth. Add vegetable stock slowly, stirring until mixture thickens. Continue 15 minutes' stirring occasionally. Just before serving add egg yolks and cream, bring to boiling point, then add seasoning and sauterne or lemon juice.

*To make Vegetable Stock, simmer 1 sliced carrot, 1 sliced small onion, 1 teaspoon minced parsley and

a bit of bay leaf in 2 cups cold water 30 minutes and strain. *Recipe by Mrs. J. R. Parker.*

SCALLOPED ROE

1 can Gorton's Deep Sea Roe	1 teaspoon minced Parsley
1 cup medium White Sauce	½ teaspoon Salt
1 cup Toast Crumbs	⅛ teaspoon Pepper
1 tbs. Butter	Dash of Paprika
	1 tbs. Lemon Juice

Remove roe from can, drain, break up with fork, and place a layer in bottom of a well-buttered baking dish. Sprinkle lightly with the parsley, pepper, salt, and a few drops of lemon juice. Add a thin layer of crumbs, cover with layer of white sauce. Repeat until roe is used, finish with layer of crumbs, dot with bits of the butter and sprinkle with paprika. Bake in a moderate oven until brown (about 30 minutes). *Recipe by Mrs. J. B. Pennington.*

ROE SALAD

Mix one can Gorton's Deep Sea Roe with one small onion, minced; one green pepper, minced; one half cup shredded celery hearts; one cucumber pickle, minced. Season to taste with salt, add a dash of paprika and moisten with mayonnaise. Chill and serve on lettuce, garnished with mayonnaise and capers or stuffed olives. *Recipe by Mrs. W. E. Banks.*



Gorton's Finnan Haddie in Jars

HERE'S a real treat! A delicacy few people can resist. This appetizing product brings you that delicate smoky flavor of Finnan Haddie, available at an instant's notice. Finnan Haddie has always been the favorite of epicures, but every housewife knows the bother its preparation entails. This glass jar of Gorton's Finnan Haddie saves work and saves time, and gives you the fish with absolutely no waste. Gorton's Finnan Haddie may be eaten directly from the jar or it may be combined in many different dishes, as the following recipes indicate.

FINNAN HADDIE SALAD

- | | |
|------------------------------|-----------------|
| 1 jar Gorton's Finnan Haddie | 1 Tomato |
| 4 hard boiled Eggs | Lettuce |
| 2 tbs. Onion, chopped fine | French Dressing |
| 1 Cucumber | Mayonnaise |

Chill and flake the finnan haddie into small pieces. Cut up the hard boiled eggs. Chop the onion fine. Mix these three ingredients together, moistening with a little French dressing. Serve on individual salad plates, placing first a crisp lettuce leaf, then several thin slices of crisp cucumber, a slice of tomato and top with a heaping tablespoon of the fish salad. Cover with mayonnaise and garnish with olives or sliced small pickles. A very appetizing luncheon suggestion. *Recipe by Mrs. Helen Coburn.*

BAKED FINNAN HADDIE

- | | |
|------------------------------|-------------------------|
| 1 jar Gorton's Finnan Haddie | 1 tbs. chopped Pimiento |
| 2 cups Milk | ¼ cup Butter |
| 1 cup buttered Bread Crumbs | 1 teaspoon Salt |
| 1 teaspoon chopped Onion | ¼ teaspoon Paprika |
| 1 tbs. chopped Green Pepper | 4 tbs. Flour |

Warm the milk, pour it over the finnan haddie and let stand until the other preparations are made. Cook onion, pepper and pimiento five minutes in butter, stirring constantly. Add salt, paprika, cayenne mixed with the flour. Gradually add milk, drained from the fish, stirring all the time. Bring to boiling point and add finnan haddie. Pour into greased baking dish, cover with crumbs and bake in oven until crumbs are brown. *Recipe by N. Louise Chaplin.*



*Finnan Haddie
à la Newburgh*

HADDIE Á LA NEWBURGH

(See Illustration)

- | | |
|------------------------------|------------------------|
| 1 jar Gorton's Finnan Haddie | 2 cups Milk or Cream |
| 4 tablespoons Butter | ½ teaspoon Salt |
| 1 tablespoon Cornstarch (or | ¼ teaspoon Paprika |
| 2 tablespoons Flour) | 2 Egg yolks |
| | 1 teaspoon Lemon Juice |

Melt the butter and stir in cornstarch or flour. When blended, add milk or cream, salt and paprika. Cook until smooth and slightly thick, stirring constantly to avoid lumping. Stir in the finnan haddie and heat thoroughly. Just before serving add well-beaten egg yolks and lemon juice. Serve on crisp toast and garnish with parsley.

FINNAN HADDIE AND EGGS

- | | |
|------------------------------|-----------------|
| 1 jar Gorton's Finnan Haddie | 2 tbs. Butter |
| 2 Eggs | ¼ teaspoon Salt |
| 2 tbs. Milk | Pepper to taste |

Heat the finnan haddie in the butter. Beat the eggs until light. Add milk, salt and pepper and butter. Scramble this mixture in a well buttered frying pan, folding in from edges as it cooks, but not stirring. Serve on buttered slices of toast, first a layer of finnan haddie, then the egg on top. *Mrs. Jessie J. Frost.*

CREAMED FINNAN HADDIE

- | | |
|------------------------------|-----------------------|
| 1 jar Gorton's Finnan Haddie | 1 tbs. Flour |
| 2 tbs. Butter | 1 tbs. minced Parsley |
| 1 cup Milk | ¼ teaspoon Salt |
| ½ cup Cream | ⅛ teaspoon Pepper |

Remove the fish from jar, cover with lukewarm water and bring slowly to boiling point. Keep at back of range just below boiling point for fifteen minutes, then drain. Make a cream sauce of the butter, flour, milk, cream, and seasonings. Stir in the fish and cook five minutes. Serve sprinkled with parsley.

FINNAN HADDIE AU GRATIN

- | | |
|------------------------------|----------------------|
| 1 jar Gorton's Finnan Haddie | 1 tbs. chopped Onion |
| 1 teaspoon chopped Parsley | 1 can Tomatoes |
| Grated Cheese | Paprika |

Place a layer of finnan haddie in a greased baking dish and cover with a layer of tomato pulp. Continue alternate layers of fish and tomato, sprinkling each layer with finely chopped onion and parsley. Pour the tomato liquid over all and cover with a thick layer of grated cheese. Sprinkle with paprika. Bake slowly for about 30 minutes or until top is browned.



Gorton's Fresh Mackerel in Cans

JUST as Gorton was first to offer the housewife codfish free from waste, so Gorton again brings to the home another delightfully flavored fish ready to serve minus all the bother, Gorton's Fresh Mackerel in cans. This consists of "steaks" of freshly cooked mackerel so carefully prepared that it is almost impossible to detect any difference in taste from that of freshly caught, freshly cooked mackerel.

Quite distinct from the familiar salt mackerel, the flavor of this product has been pronounced a real triumph of canning skill. Gorton's Mackerel may be served hot or cold, just as it comes from the can.

Gorton's Fresh Mackerel is packed very much as salmon is packed and may be served in the variety of ways which that familiar food offers. Its flavor offers a pleasant change from salmon.

Place the can, without opening it, in a pan of water and bring to a boil. Open, drain off liquid, and serve with drawn butter or cream sauce, and boiled potatoes.

It is simply delicious *fried*. Open the can, drain the contents thoroughly in a collander, sprinkle with flour and fry brown in smoking hot fat.



Baked Mackerel

BAKED MACKEREL

(See Illustration)

1 can Gorton's Fresh Mackerel *Bacon in strips*

Open a can of Mackerel and drain off the liquid. Remove the backbone carefully so as to have the fish in as large pieces as possible. Place fish in a greased pan with strips of bacon over it and bake in hot oven until brown. Serve with slices of lemon and garnish with parsley.

MACKEREL SALAD

1 can Gorton's Fresh Mackerel *Salt, Pepper*
Mayonnaise *Lettuce*

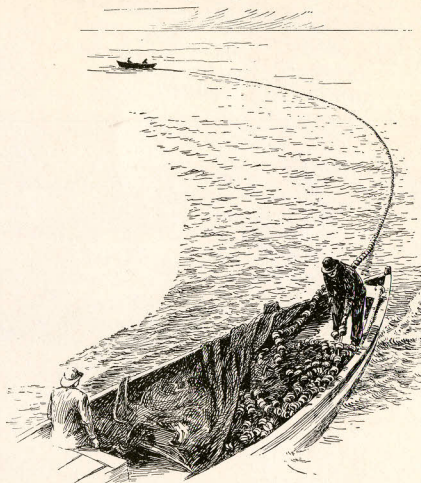
Open a can of mackerel, drain off the liquid. Arrange the fish on crisp lettuce leaves and cover with mayonnaise dressing. Or flake the mackerel into small pieces and mix with celery before covering with mayonnaise. Cucumbers, celery, onion or green peppers make appetizing additions to this salad.

MOULDED MACKEREL

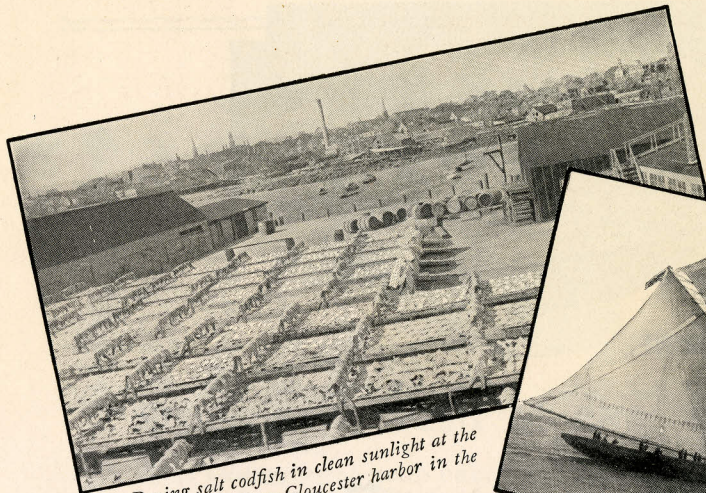
1 can Gorton's Fresh Mackerel *1 tbs. grated Onion*
2 Eggs *¼ teaspoon Pepper*
1 teaspoon Salt *2 cupfuls rich Milk*

Flake the fish as fine as possible and mix with the eggs well beaten. Add onion, seasonings and milk. When thoroughly mixed place in buttered mould and

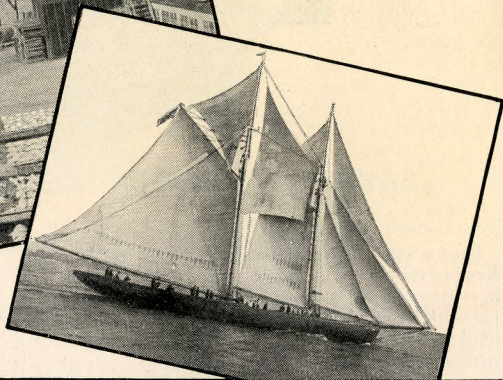
set same on a cloth or thickly folded paper in a pan of hot water. Bake until center is firm, but be careful not to allow the water around mould to bubble. Serve with cream sauce and peas, garnishing with parsley.



Seining mackerel near Gloucester harbor



Drying salt codfish in clean sunlight at the Gorton-Pew plant; Gloucester harbor in the distance.



(Below) The Esperanto, a Gorton fishing schooner that made a famous speed record (See page 40)



General view of the old town of Gloucester, looking across its harbor

THE HOME OF GORTON SEA FOODS

OVER the Speaker's chair in the Legislative Chamber in the State House in Boston hangs a carved codfish. On the Massachusetts state automobile license plates for 1928 a codfish is designed. These are slight indications of how important a part Fisheries play in the business of New England.

Gloucester, where the plants of the Gorton-Pew Fisheries Company are located, might be called the center of the New England fishing industry. And it is a center of unusual historic interest.

There are indications that long before the Pilgrim Fathers landed at Plymouth, Gloucester and the adjoining territory were visited by Norsemen. Navigators and fishermen from other countries, too, sailed past these shores. As early as 1606 there is record that fishing was carried on along the New England coast.

The Lure of the Codfish

The first permanent settlement at Gloucester came in 1623, three years after the arrival of the Pilgrim Fathers at Plymouth. A group of English fishermen, attracted by the abundance of codfish in the nearby waters, laid the foundations for what was afterwards to be the Massachusetts colony—"A colony was founded on Cape Anne, having laws, magistrates, and a minister," says Hubbard's History of New England. This little colony continued to grow until 1642, when a town, named after Gloucester, England, was incorporated.

From earliest history this colony was identified with fishing. The first cargo of fish that ever left

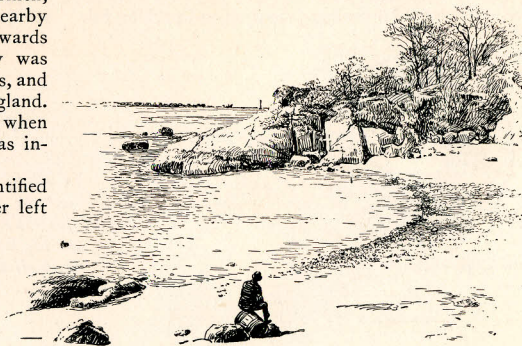
Massachusetts sailed from Gloucester to Bilbao, Spain, in 1623. In the year 1767, mostly from Gloucester, 51,000 "quintals" of codfish—today about 20,000,000 pounds—were shipped to Bilbao.

The Hardy Men of Gloucester

Fishing is a business of hardships and it develops men of great physical endurance. When the Revolutionary War came, the colonial navy recruited many Gloucester fishermen. Senator Hoar of Massachusetts has stated that had it not been for the navy, the colonies would not have secured their independence.

Gloucester fishermen served with distinction in the army, too. When trapped in Brooklyn, the colonial army was safely boated to the shores of New Jersey by these men of the sea. When the colonial troops crossed the Delaware and surprised and captured a thousand English troops at Trenton, on that famous Christmas eve, Gloucester men handled the boats.

Historic Half Moon Beach, at Stage Fort Park, site for first permanent settlement on Cape Anne, where the city of Gloucester is located



Still the Center

Today, Gloucester is still pre-eminent in her ancient industry and holds her place, after more than three hundred years, as the chief fishing port of the United States. It is estimated that approximately \$250,000,000 worth of fish have been caught during the past fifty years by Gloucester fisheries.

The history of the Gorton-Pew Fisheries Company may be said to go back to the first days of Gloucester, for there is little question that ancestors of present officers of the Company were among those settlers in 1623. And their descendants have been engaged in the fishing business directly or indirectly ever since.

Early in the nineteenth century the great grandfather of one of the present directors of the Company, came from Virginia to engage in the fishing business. Incidentally, this man, though he served with Washington's army, lived to the ripe old age of 107 years, a living testimony to the theory that a fish diet produces health and longevity.

The present organization dates definitely from the year 1849. Today the Gorton-Pew Fisheries Company, besides owning and operating its own huge fleet of fishing vessels, has available the catch of many other Gloucester vessels. It owns and operates a large series of plants for curing, preparing and packing fish

products, the leading of which have been described in this book.

With all its growth, the Gorton-Pew plant still maintains much of the old time picturesqueness that is a part of Gloucester. Each year it receives thousands of visitors, who always find a welcome. And they take away with them a definite impression of the aim back of the Gorton-Pew institution—the desire to helpfully serve.

A Famous Fishing Boat

On the cover of this book, and again on page 38, are pictures of a Gorton-Pew fishing schooner with a famous history. The *Esperanto*, built primarily for mackerel fishing, was used for all branches of the fisheries business, including cod-fishing off the Banks. In 1920 citizens of Halifax, Nova Scotia, challenged citizens of Gloucester to an international race of fishing vessels. The *Esperanto*, just in from a long fishing trip, was the only Gloucester ship available. She was entered in the race without special preparation and after one of the most thrilling sea races ever sailed, won the international cup and prize money. The following year the *Esperanto* was lost at sea, after striking a submerged wreck.



THE 16-FOOT BOAT THAT CROSSED THE ATLANTIC

In 1876, the year of America's centennial, Capt. Alfred Johnson sailed in this dory, the "Centennial," from Gloucester to Liverpool, England, in 66 days, alone. He was the first man to ever accomplish the feat of crossing in so small a boat. The dory is on display at the offices of the Gorton-Pew Fisheries

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