

# The ROMANCE OF TUNA



and 19 Proven Recipes



◆◆◆ **THE BRAND THAT ALL AMERICA PREFERS** ◆◆◆◆◆◆◆◆◆

21 years ago tuna was an unknown food on American tables. Then White Star Tuna brought America the thrill of a new variety of delicious, full-flavored dishes!

White Star Tuna is the fine quality that made America "tuna conscious" . . . the brand that taught American housewives a score of new menus to delight the palates of their families and their guests.

**FOR 21 YEARS THE PREFERRED BRAND**

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*The fleet's in . . . with TUNA*

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**A** SLIGHT HAZE hangs lazily over the bosom of the blue, rolling Pacific off the picturesque California port of San Pedro. A diminutive boy, with bare feet and tanned, ruddy face is gazing intently off into space from his vantage point atop a piling on the wharf, apparently oblivious to the busy hum of industry in the large building that stretches for a block along the waterfront in back of him.

Suddenly, the lithe, youthful body straightens and grows tense. Eyes pierce the hazy film for an instant, until a first suspicion is confirmed, and then the agile form leaps to the heavy planking, turns quickly to yell lustily, "Here they come!" then scoots for the end of the pier. Instantly the lazy dock becomes a bee-hive of activity. Several doors of the great building open simultaneously and a dozen men appear at once, all hastening to the wharf. Each face registers a broad smile of anticipatory welcome. Each pair of hands seem to have some specific job to do. Jest and cheerful banalities mingle with sharply spoken orders and directions.

Silently, sleekly and swiftly three cruiser-like tuna boats take shape off-shore and slip closer and closer to the wharf, until finally so small a gap intervenes that those aboard and those ashore may call greetings to each other . . . jolly sea-going greetings, as tangy as the salt air and the broad billows of which they were born.

The fleet's in . . . with tuna! No matter that it's but three of more than a score of boats that comprise the entire flotilla. No matter that it's a weekly or semi-weekly event during the busy season. The fleet's in, neverthe-



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less, and it's a time of bustling activity and joyful reunion.

For here are men (and boats) that have been gone for a month or more. They've been down under, on the "lower side" of the world, a couple of thousand miles away from port before they captured their precious cargo, battened down the hatches and turned with a cheer to head for home! They've reconnoitered the waters of Magdalena Bay and Almajas, like pirate ships at night, in search of the phosphorescent anchovetas . . . tiny luminous fish that are the most effective lure when baiting tuna.

They've cruised the coast of Peru, the treasure-laden Cocos, the tortoise Galapagos and the other fabled islands of the South Pacific in search of the tender, delicate Yellowfin. Off Peru they could have filled the holds overnight a month ago, if they had wanted to take aboard a load of Allisons. But they passed up these Great Grey tuna. Their meat is coarse and of a swarthy hue, not fit for "fancy" pack. Nor did they catch any "big boys," even though they were Yellowfins. They call them "three-pole" fish because it takes three men to land them, but they are over-size and their flesh has not the tender delicacy of the smaller fish.

It took an extra thousand miles or more of cruising to run to earth (or water!) sufficient schools of just the



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right size Yellowfins to fill those yawning holds (first a layer of fish, then a layer of ice, then another layer of fish . . . on and on, until the job is done in a spick-and-span fashion that would delight the most particular housewife!) And every man aboard comes back a-bursting with pride at **his** part in gathering in "the finest fillets of the Pacific for the finest tuna packing plant in the world!"

Small wonder their families give them a cheerful-tearful, bear-hug greeting. **They've been places!** Small wonder plant officials pass out hearty hand-shakes and mighty slaps on the back. For these men have brought back hand-picked treasure troves of finny foodstuffs! **They're fishermen without peers anywhere!** And the best is none too good for them!

The fleet's in . . . **again** . . . with tuna!

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## *A new taste thrill for American tables*

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White Star Tuna has brought a new taste thrill to American tables. Yes, and a new **cooking thrill** to hundreds of thousands of American housewives. There's never any menu-monotony with White Star Tuna, for there are so many different ways of **easily** preparing it . . . all delicious!

Only the most tender, delicate **light meat** is packed under the White Star Tuna label. So . . . whether you use it just as it comes from the can . . . for salads or sandwiches, or other "cold" dishes . . . or prepare it as a "hot" dish in any of a score of appetizing variations . . . you'll always enjoy that full, rich flavor, and that tender deli-



cacy for which White Star Tuna is famous.

There are two factors which insure this superior quality of White Star Tuna. The first is the fact, as pointed out earlier in this book, that White Star Tuna fishermen take only the finest of Yellowfins from the waters of the Pacific, and will not take any at all of the Great Grey Allison, or other tuna of inferior quality. Even in the Yellowfin catch, only fish up to about one hundred pounds in weight are caught; the meat of the larger fish being too coarse and of a tougher quality.

The second factor is the care that is taken in preparing White Star Tuna at the two great canneries at San Pedro and San Diego, California. Here the proper selection of fish, expert dressing and cutting of the tenderest fillets, careful cooking up to government standards, under the strictest sanitary code, combine to produce a tender, **light** colored tuna of unvarying quality. Notice that we said **light** . . . not **white** . . . as most so-called "white" tuna comes from foreign shores and is generally of a vastly inferior quality to begin with, and part of the barren white color and its lack of flavor is due to the fact that so often it comes into the United States in an undercooked condition. A large percentage is rejected at the port of entry as unfit for human consumption.

Only in America is it possible to find uniform codes of sanitation, under which food products are packed. Therefore, it is only by insisting upon American-packed foods that American housewives can be sure, at all times, of a clean, sanitary and healthful product.

Fortunately, in bringing to American tables a new taste thrill, White Star Tuna has also brought to prudent American housewives a new economy food. For White Star Tuna is the one food "delicacy" that costs no more than "staple" foodstuffs.

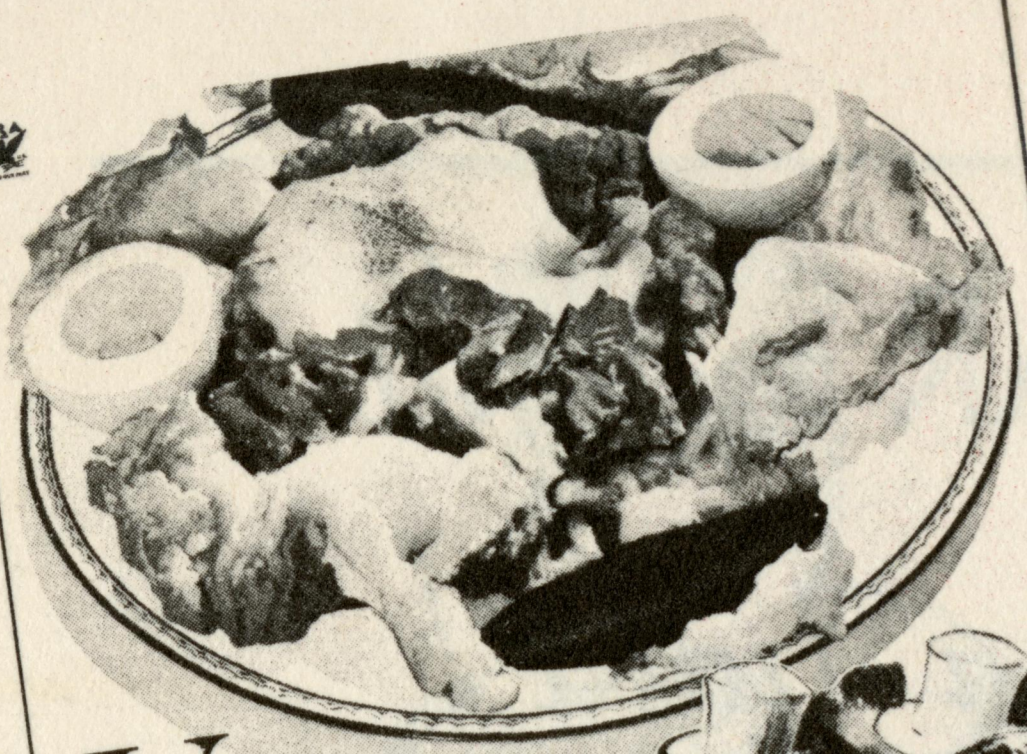
## How **WHITE STAR** taught America to enjoy tuna!

A quarter of a century ago, a few small "tunny" craft ran a few miles out from Southern California ports, and, if they were lucky enough to discover the way the schools of fish were running, caught small quantities of "tunny" fish. It remained for White Star to organize tuna fishing on an efficient, business-like basis; to build up fleets of tuna cruisers that do not take the few fish they can find within a few miles of shore, but which cruise for thousands of miles to find the choicest the ocean affords and to keep them in perfect refrigeration until they arrive in port.

And, starting 21 years ago, White Star Tuna has been consistently advertised in ever-widening circles, until now "the greatest fish story ever told" appears throughout the length and breadth of America. By newspapers, magazines, billboards and other media, the story of **White Star Tuna** has been told and re-told from coast to coast.

By having the finest quality of product, and by consistently advertising it, White Star Tuna has held the place of leadership for this entire period. More of this quality tuna is sold than all other brands combined.





## Vitality on Parade.

Where figures count... where charm and beauty command a premium... where the show must go on... where you must always be "on your toes"... where the knowledge of the proper "menu routine" is as vital as knowing each "dance routine." White Star Tuna is such a favorite food value...



### PEPPERS STUFFED WITH TUNA

1 7-oz. can White Star Tuna  
1/4 teaspoon salt  
1 cup stale bread crumbs  
1 cup of tomato pulp  
1/2 teaspoon pepper  
1 teaspoon onion juice  
6 sweet green peppers  
Brown or Tomato Sauce

Mix the tuna with the bread crumbs and tomato pulp. Add the salt, pepper and onion juice. Cut a slice from the stem end of the green peppers, remove seeds and parboil them 3 minutes. Cool, place in muffin tins, fill with tuna mixture, cover with buttered crumbs and bake 20 minutes or until crumbs are brown. Surround with Brown or Tomato sauce. A nice luncheon dish.



### TUNA COCKTAIL

1 can White Star Tuna  
12 stalks green asparagus  
2 tomatoes  
1 cup Thousand Island Dressing

Break Tuna slightly with a fork. Mix it with the dressing. Line sides of cocktail glasses with stalks of asparagus and sections of tomatoes. Place Tuna in center of glasses.



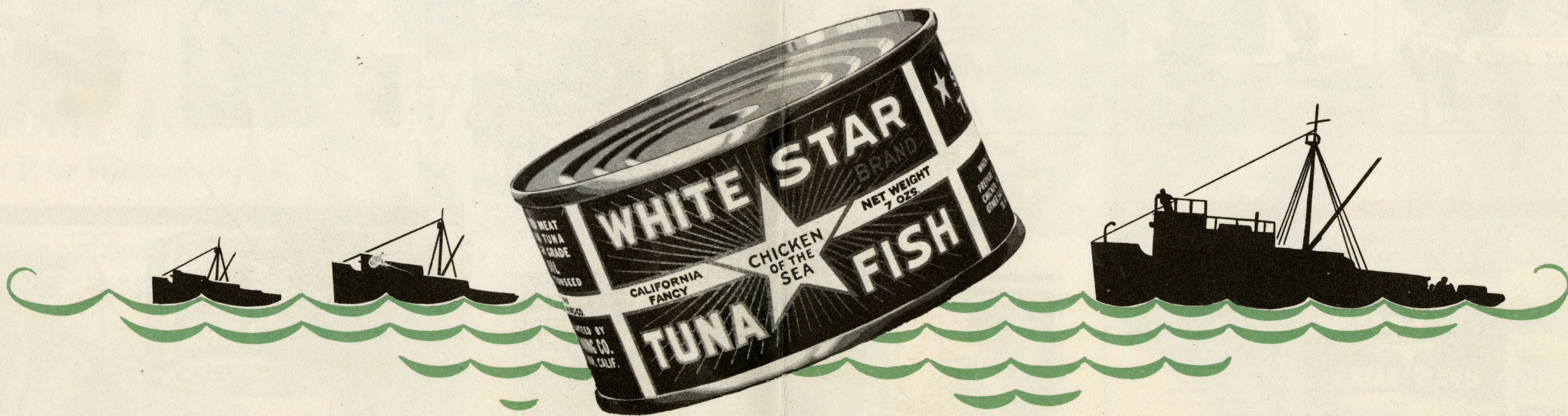
## First down ten to go...



BOY, OH BOY! How the "team" goes for that plate of White Star Tuna sandwiches! Wise mother! She knows that school sports burn up energy; that school boys need plenty of brain and muscle-building food! That's why the plate is stacked high with White Star T that White Star is rich in Vitamin effective preventive of goiter, at More of this high quality tuna is a brand combined. It's the one food than "crankle" food!



Some of the ADVERTISEMENTS in the greatest TUNA Advertising campaign ever conducted







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# WHITE STAR TUNA

*accepted by*  
*American Medical Association . . . . .*

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In order to insure that American housewives might know that they are getting products of proven purity and food value, the American Medical Association established a Committee on Foods, to which packers and manufacturers of foodstuffs may present their products for analysis and approval.

The Seal of Acceptance of the Committee on Foods of the American Medical Association is your best guarantee of the quality of any product and the truthfulness of the advertising claims made for it.

White Star Tuna has this Seal of Acceptance, which signifies, not only that White Star Tuna is a quality product, prepared under sanitary conditions, but gives approval, also, to our claims that White Star Tuna contains vitamins "A" and "D" . . . iodine, that effective preventive of nutritional goiter.

Always ask for White Star Tuna, **by name.**

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# For your Health's sake . . . . . BUY AMERICAN TUNA

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Through decades of activity of organizations of American women, the medical profession and leaders of American thought, in co-operation with the canning and packing industries, this country has developed a standard of purity and cleanliness in the preparation of foodstuffs unequaled anywhere else in the world.

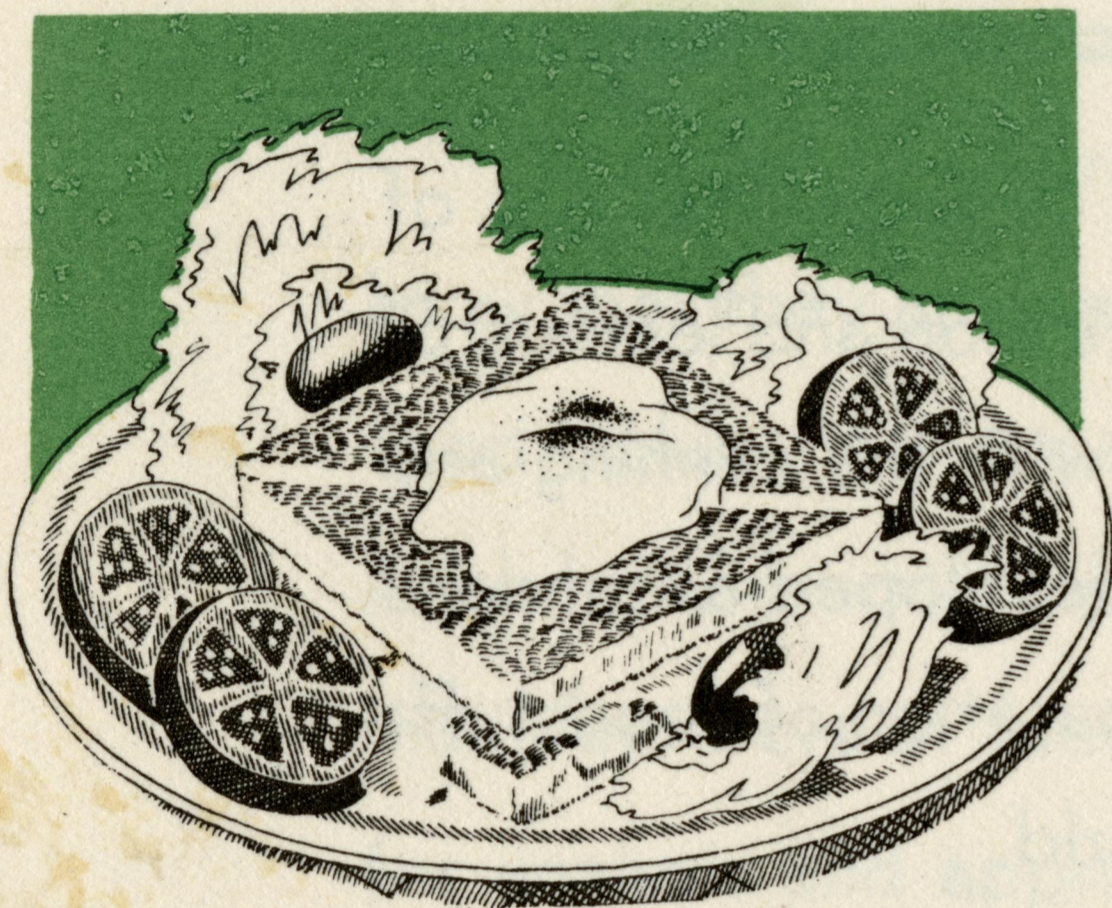
However, there is no general control over conditions under which food products are prepared and packed in foreign countries in any degree equal to American regulations. In many instances, the sanitary conditions surrounding foreign manufacture are positively revolting.

Therefore, for your health's sake, and for the sake of your family's health and happiness, insist upon American-made foodstuffs, except in the case of those few fine foreign products that have a well-known reputation and are sold by the better stores for prices equal to or higher than American-made prices. The health laws of America were made for your protection; take advantage of the safety they afford!

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# 19 Proven TUNA recipes



## Tuna Sandwiches

Put White Star Tuna in bowl and flake quite fine with mixing fork; add half a cup very fine minced celery, teaspoonful lemon juice, one tomato cut or mashed. Add well seasoned mayonnaise. Spread between buttered slices of thin white or whole wheat bread with lettuce leaf.

## Toasted Tuna Sandwiches

1 can White Star Tuna	2 tablespoonfuls anchovy paste
1/2 cup of mayonnaise	8 ripe olives
1/4 teaspoonful salt	2 dill pickles
Dash cayenne	1/2 head lettuce
1 tablespoon lemon juice	1 large tomato
8 slices toasted bread	
2 tablespoonfuls butter	

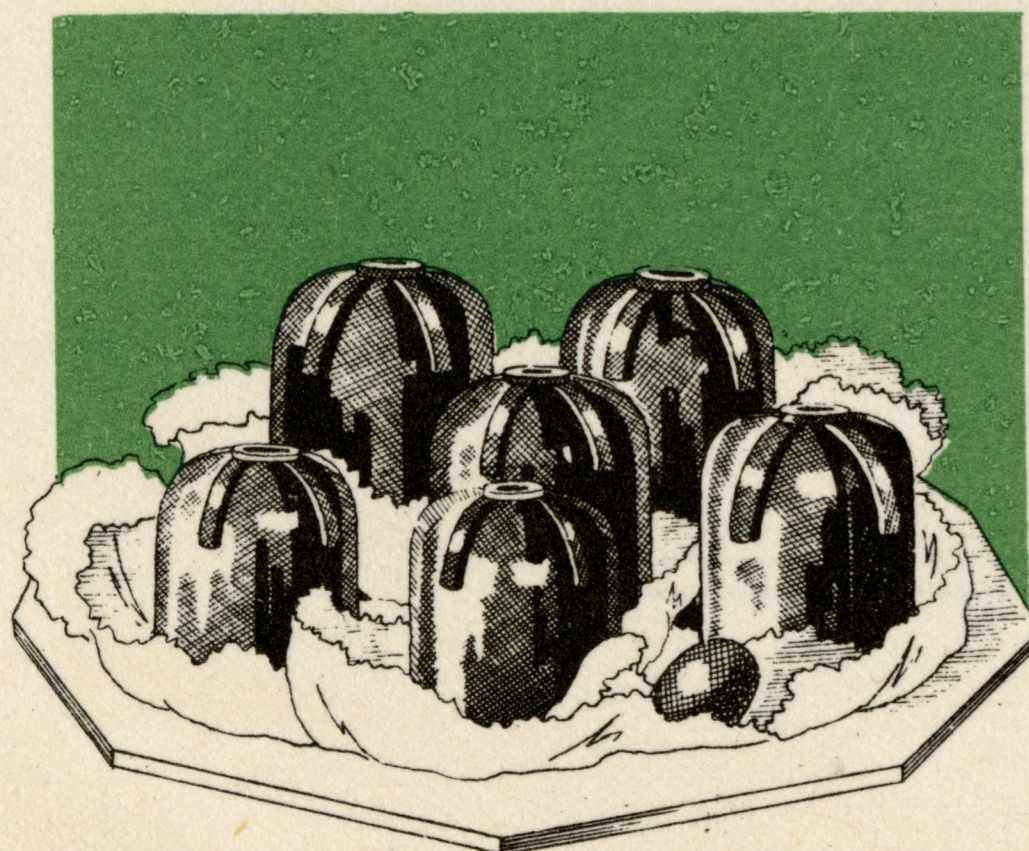
Mix tuna, mayonnaise, salt, cayenne, and lemon juice. Cream butter and anchovy paste and spread this on slices of toast. Add tuna mixture to half the toast slices, cover with remaining slices, garnish with lettuce, slices of tomato, sliced pickles and olives.

## Tuna Encore (entree)

Butter bottom of casserole and cover with a layer of White Star Tuna broken in thin pieces, then a layer of broken soda crackers. Each layer should be about 1/4 inch deep. Alternate layers until casserole is filled, making the top layer of the broken crackers. Place several dots of butter on top and season with black pepper (use no salt). Add sweet milk to cover all but the top layer of crackers, place cover on dish, and bake in oven until the crackers are a golden brown. Sliced tomatoes are suggested as a side dish.

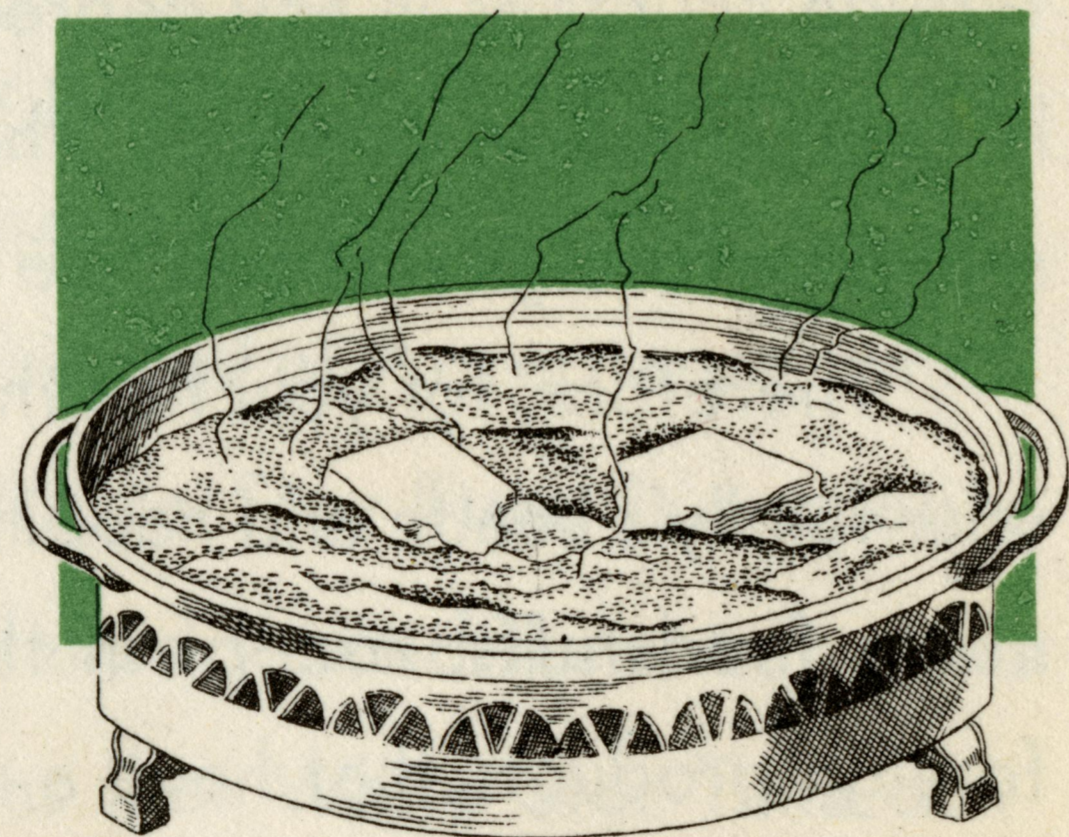
## Tuna a la Newburg

One can White Star Tuna, one tablespoonful butter, one tablespoonful flour, yolks of two eggs, and one cup cream. Melt the butter, add the flour and cook until it thickens. Beat the yolks of the eggs till they are light, mix in the cream and pour it over the flaked tuna, stir until heated well, but do not allow to boil.



## Molded Tuna Salad

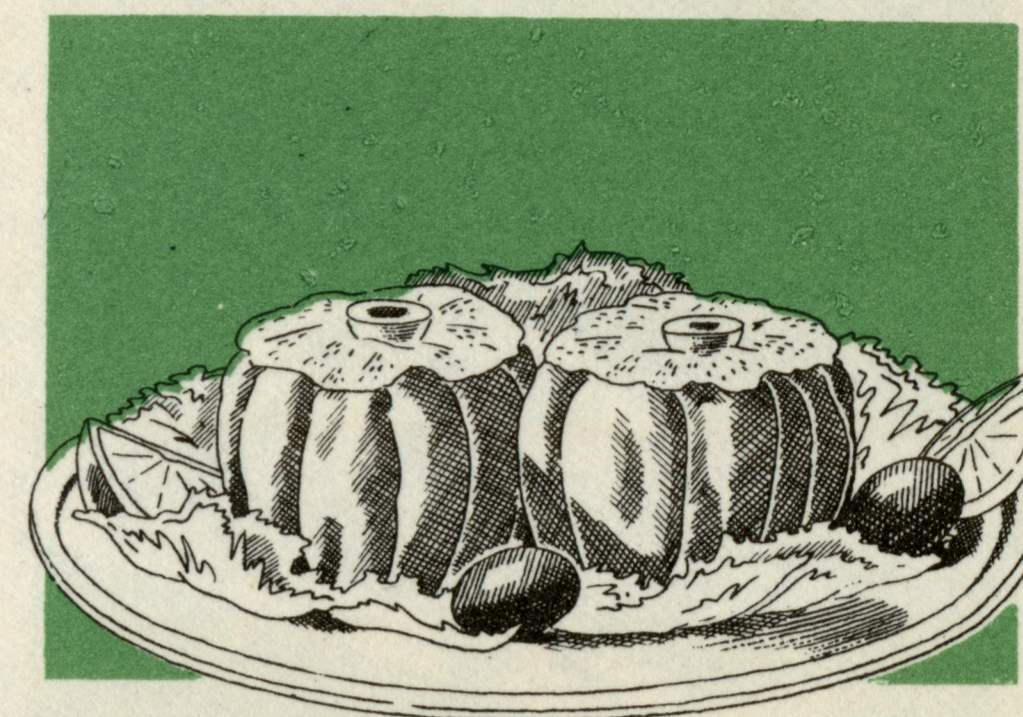
Separate into flakes a 7 ounce can of White Star Tuna. Mix carefully with one cupful of diced celery, one tablespoonful of chopped green peppers, two tablespoonfuls of chopped olives and three-fourths cup of cooked salad dressing. Add two teaspoonfuls of vinegar and season with salt and pepper. Soak two tablespoonfuls of gelatine in one-fourth cup of cold water for five minutes. Dissolve by placing over hot water, then stir into the fish mixture. Turn into small wet molds, set aside to chill. Serve on lettuce or water cress and garnish with celery tips, slices of stuffed olives and pieces of green pepper or pimiento.



## Peppers Stuffed with Tuna

1-7-oz. can White Star Tuna  
1 cup stale bread crumbs  
1 cup of tomato pulp  
1 teaspoonful salt  
1/4 teaspoonful pepper  
1 teaspoonful onion juice  
6 sweet green peppers  
Brown or Tomato Sauce

Mix the tuna with the bread crumbs and tomato pulp. Add the salt, pepper and onion juice. Cut a slice from the stem end of the green peppers, remove the seeds and parboil them 3 minutes. Cool, place in muffin tins, fill with tuna mixture, cover with buttered crumbs and bake 20 minutes or until crumbs are brown. Surround with Brown or Tomato sauce. A nice luncheon dish.



## Tuna Loaf (Chilled)

1 level tablespoonful gelatine	3/4 cup milk
1/4 cup cold water	2 tablespoonfuls mild vinegar or lemon juice
Yolks of two eggs	1 can White Star Tuna
1 teaspoonful salt	Few grains cayenne or paprika
1 teaspoonful mustard	
1/2 tablespoonfuls melted butter	

Soak gelatine in cold water about five minutes. Mix egg yolks, slightly beaten, with salt, mustard and cayenne; then add butter, milk, and vinegar. Cook in double boiler, stirring constantly, until mixture thickens. Add soaked gelatine and White Star Tuna, separated into flakes. Turn into wet mold, chill, and unmold on bed of crisp lettuce leaves.



## Creamed Tuna "a la King"

2 tablespoonfuls butter  
2 tablespoonfuls flour  
1/2 teaspoonful salt  
1 1/4 cupfuls milk  
4 tablespoonfuls cream  
1 egg yolk, beaten  
6 tablespoonfuls sliced mushrooms (sautéed in)  
1 tablespoonful butter  
2 tablespoonfuls pimientos, chopped  
1-13-oz. can White Star Tuna

Melt butter. Add salt and flour. Mix well and add slowly the milk, cream and well-beaten egg yolk. Beat with rotary beater several minutes. Add pimientos, sautéed mushrooms and tuna fish and heat thoroughly in top of double boiler. Serve on toast or in pastry cases garnished with parsley and dash of paprika.

## Tomato Stuffed with Tuna

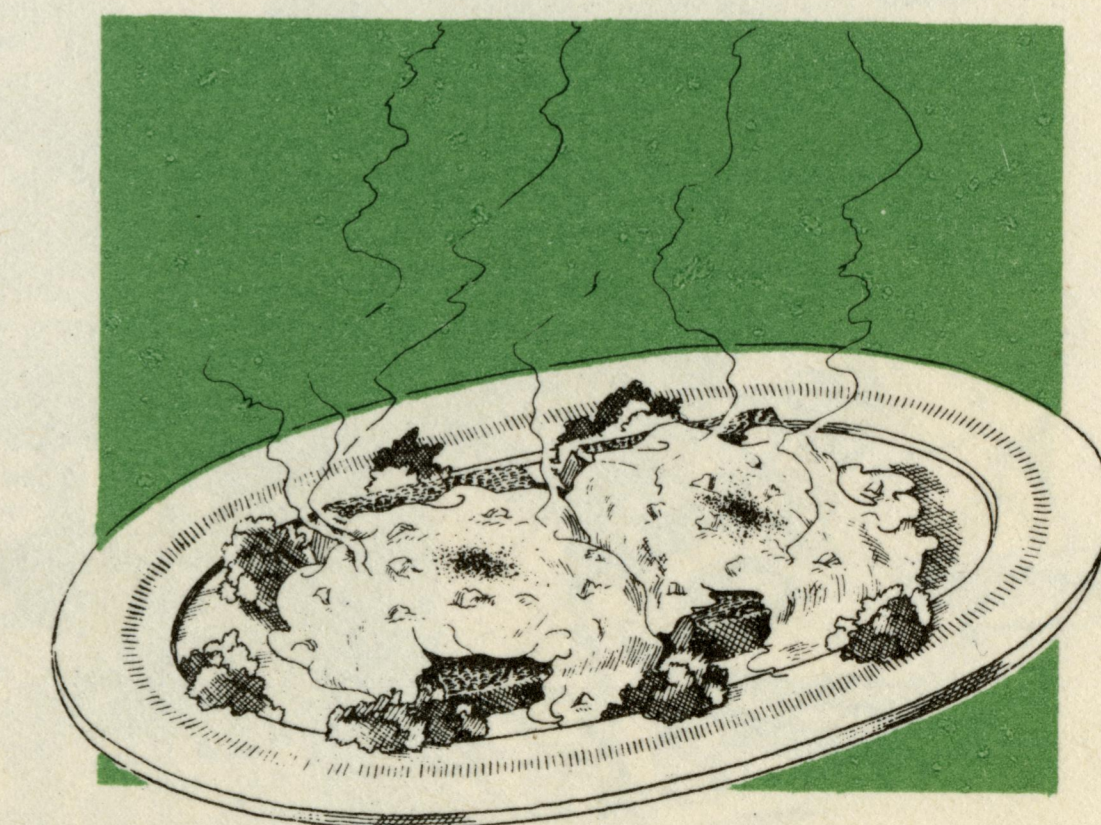
7-oz. can White Star Tuna  
4 tomatoes  
1/2 cup chopped celery  
1 hard-cooked egg  
2 tablespoonfuls French dressing  
1/3 cup mayonnaise  
1 head lettuce  
2 sour pickles

Break up tuna and mix with celery, chopped pickle, and chopped egg. Marinate with French dressing; while mixture is standing peel tomato and scoop out center; invert tomato so juice runs out; chop center of tomato and mix with tuna mixture; mix all with mayonnaise and place inside of tomato. Garnish with mayonnaise, dash of paprika. Serve on crisp lettuce.

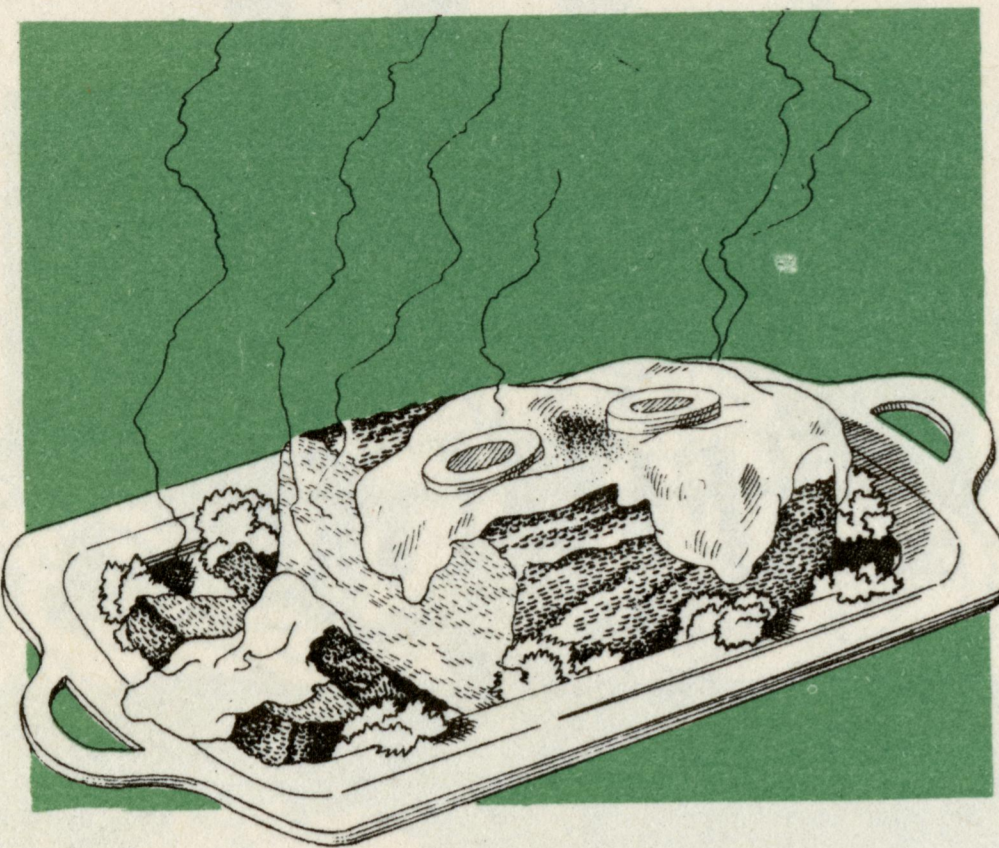
## Tuna Salad in Vegetable Ring

1 cup vegetable broth	1/2 teaspoonful salt
1 cup strained tomato juice	Bit of bay leaf
1/4 cup cider vinegar	Pepper
1 small onion	2 tablespoonfuls plain gelatine
1 stalk celery	7-oz. can White Star Tuna
1 1/2 tablespoonfuls sugar	
1 tablespoonful chopped parsley	

Coarsely chop onion and celery and place in a saucepan with all other ingredients except gelatine. Bring to the boiling point and simmer gently 3 minutes. Strain and pour over gelatine, stir until dissolved. Turn into ring mold which has been rinsed with cold water. When cold and firm unmold, flake tuna, add one cup chopped celery and mayonnaise to moisten, pile in center of ring on lettuce and serve with mayonnaise. Serves 6.







## Tuna Loaf (Hot)

1 medium size can of White Star Tuna  
 1 cup grated bread crumbs  
 1 cup milk  
 1 teaspoonful lemon juice  
 1/2 teaspoonful paprika

1/2 teaspoonful salt  
 1 tablespoonful chopped parsley  
 1 tablespoonful onion juice  
 2 eggs, well beaten

Blend the above ingredients and place in a greased baking dish. Sprinkle top with a thin layer of bread crumbs and bake in a moderate oven for 30 minutes or until crumbs are browned. Serve with egg sauce made as follows:

1 tablespoonful butter  
 1 tablespoonful flour  
 1 cup milk  
 Salt and pepper to taste

2 hard-cooked eggs, chopped fine  
 1/2 teaspoon chopped parsley

Make a white sauce of the butter, flour and milk, adding salt and pepper to taste, then add the chopped hard-cooked eggs and parsley.

## Tuna With Noodles

1 can White Star Tuna  
 2 cups cooked noodles  
 2 hard boiled eggs

2 cups cream sauce  
 1 tablespoonful diced onions  
 Salt and pepper

Butter bottom of baking dish. Put in one layer noodles then one layer of tuna and eggs. Cover with noodles and pour over the mixture the rich cream sauce with the onions in it. Bake in oven for thirty minutes.

## Tuna Baked in Shells

One can of White Star Tuna, cut into small pieces, half cup of bread crumbs, two hard boiled eggs chopped fine, juice of one lemon and Worcestershire sauce. Mix all with a cream sauce, one cup of milk, piece of butter, one tablespoonful flour, salt, pepper, dash paprika, two bay leaves. Cook till it thickens, then fill shells with mixture, sprinkle over top with cracker crumbs and grated cheese and bake.

## Tuna Croquettes

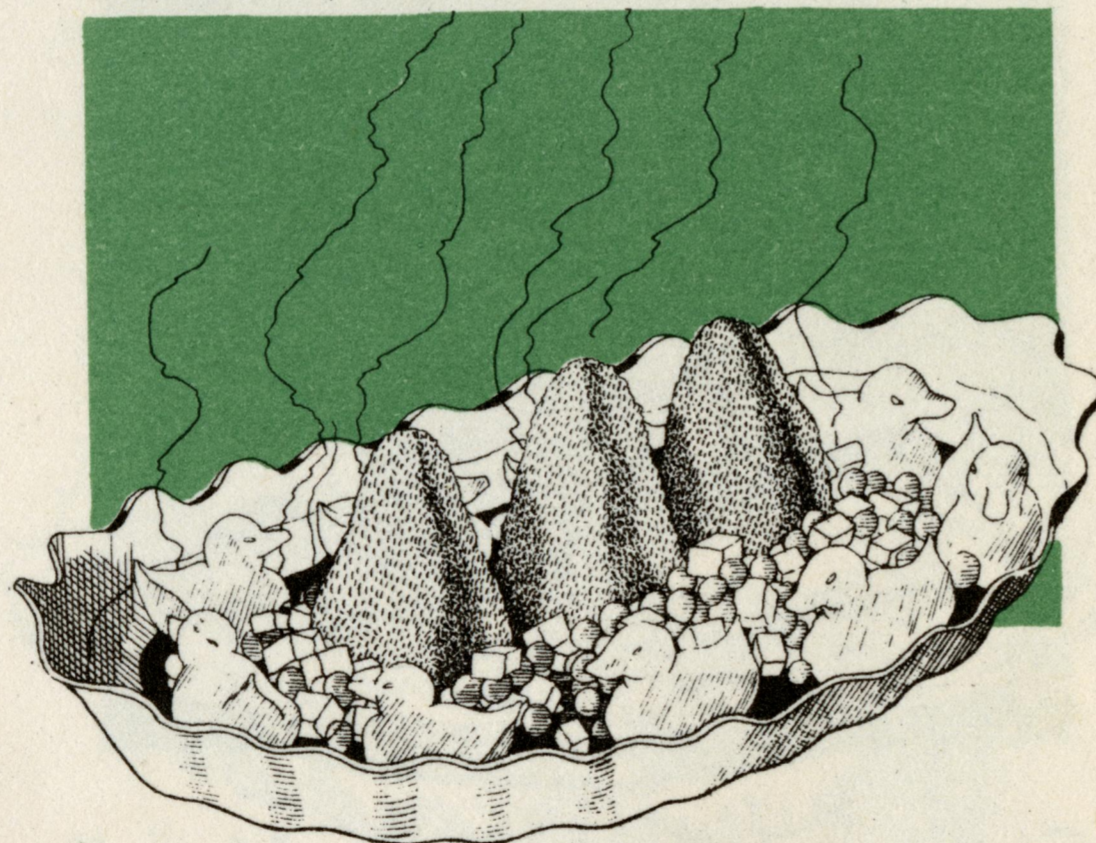
Flake the contents of a can of White Star Tuna, moisten with a very thick cream sauce, using 3 tablespoonfuls butter and 4 tablespoonfuls flour to 1 cup of milk, and season highly with salt, pepper, and a little Worcestershire sauce. Add minced pimiento and chopped parsley to taste, and form into croquettes. Roll in crumbs, egg, then crumbs again, and fry in deep, hot fat. At serving time heap the middle of a large, hot platter with buttered peas and finely diced carrots, radiate croquettes from them, and surround with a border of tiny ducks molded from mashed potato to which part of a beaten egg has been added. Brush with the remainder of the egg and brown lightly in a hot oven. Garnish all with parsley.



## Rolled Tuna Sandwich

Stand a large loaf on end and remove the whole bottom crust—slice the loaf lengthwise into 7 uniform slices. Remove the crust. Spread with warm butter, cream cheese and a sandwich spread of White Star Tuna. Place three small stuffed olives end to end across short side of slice and gently roll it around the olives like a jelly roll.

Wrap snugly in oil paper and let stand one hour. Slice with a very sharp knife. One loaf makes 40 sandwiches.



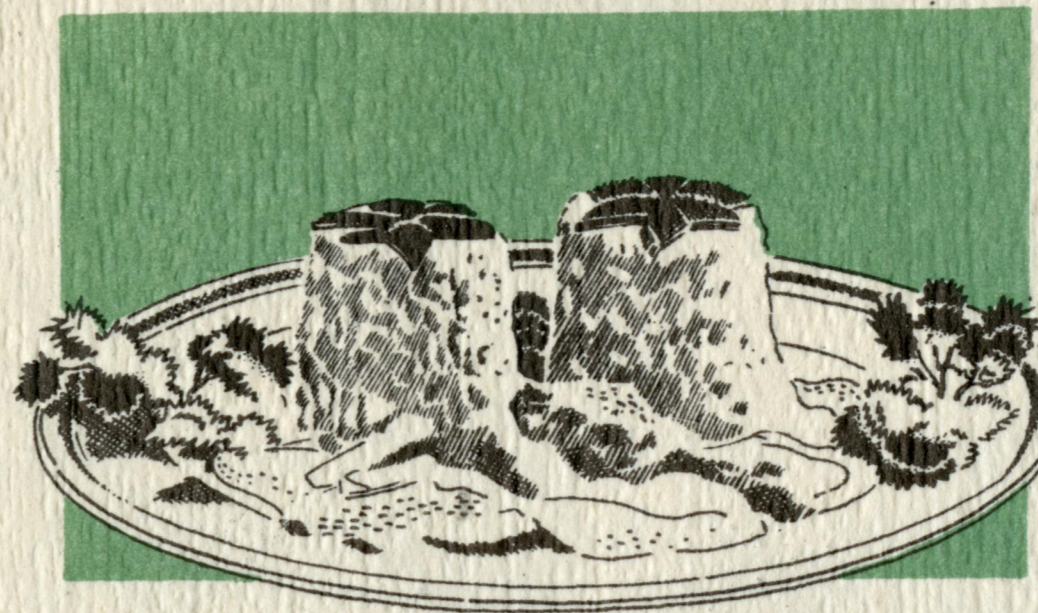
## Tuna Cosmopolitan Salad

1 can White Star Tuna  
 4 stalks celery  
 1/3 cup French dressing  
 1/3 cup mayonnaise  
 2 hard cooked eggs

1 cup cooked green peas  
 2 sliced tomatoes  
 1 sliced cucumber  
 4 green and 4 ripe olives  
 1 head lettuce  
 16 stalks green asparagus

Break up White Star Tuna with a fork, marinate with two tablespoonfuls of French dressing. Add chopped celery to this mixture. Place this on lettuce leaves in the center of a platter. Cover with mayonnaise. Garnish with olives and slices of hard cooked eggs. Arrange nests of lettuce around this mold of tuna and fill the nests with various green vegetables. Add the remaining French dressing to the vegetables.

## Tuna Timbales



Mix one cupful of soft bread crumbs with one cupful of milk, cook slowly for ten minutes, until the mixture is smooth. Mash one and one-half cupfuls of White Star Tuna and press through a coarse strainer or a meat chopper. Add to bread and milk mixture one-third cupful of milk, two beaten eggs, four tablespoonfuls of melted butter, one teaspoonful salt and one tablespoonful of chopped parsley or pimiento. Line buttered individual molds with rice or spaghetti and fill with the fish mixture. Place the molds in a pan of hot water, cover and bake for thirty minutes in a moderate oven. Turn out on a hot platter and serve with parsley or pimiento sauce.

## Tomato Surprise (Hot Dish)

Select tomatoes of even size, scoop out centers, save and serve in salad the next meal. Use one can White Star Tuna, mix with bread crumbs, chopped celery, onion juice, salt and pepper. Stuff tomatoes with mixture, top with grated cheese, and bake in a moderate oven 25 minutes.



## Tuna Cocktail

1 can White Star Tuna  
 12 stalks green asparagus  
 2 tomatoes  
 1 cup Thousand Island Dressing

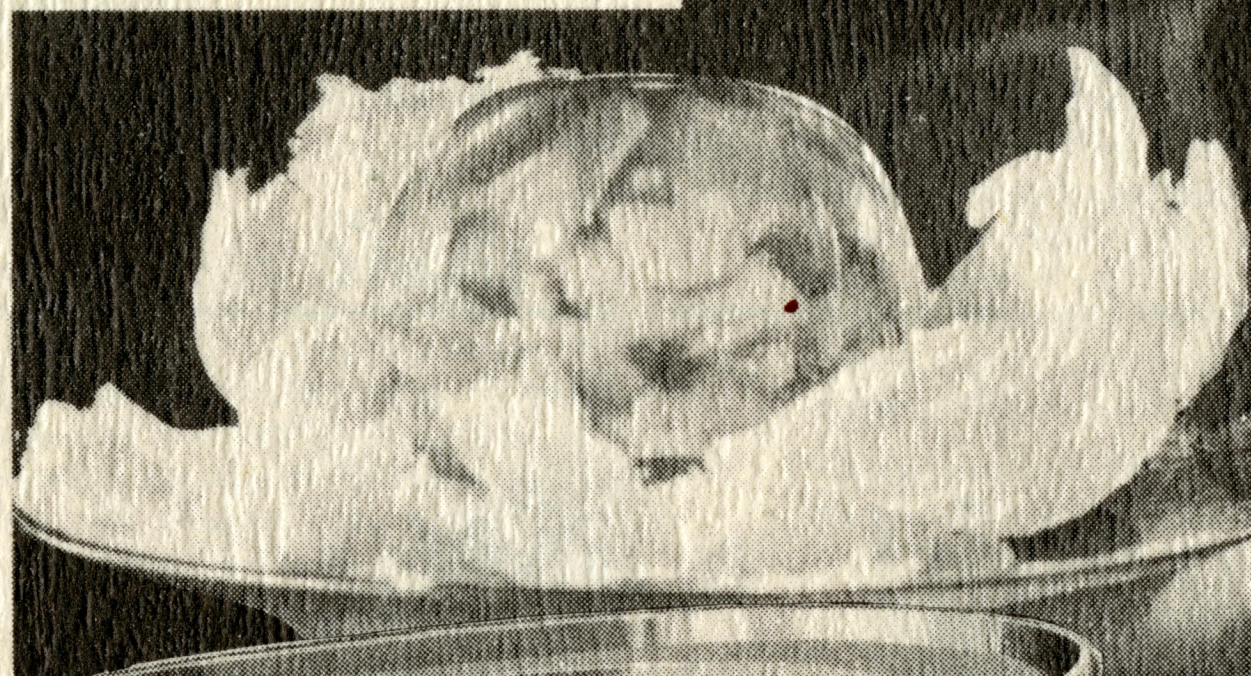
Break tuna slightly with a fork. Mix it with the dressing. Line sides of cocktail glasses with stalks of asparagus and sections of tomatoes. Place tuna in center of glasses.

If you bought a  
**MILLION**  
**CANS** they'd  
*all be the same...*



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**"I'VE  
LEARNED  
MY  
TUNA  
LESSON"  
!**



**A PURE FOOD  
HONESTLY  
ADVERTISED**

"I certainly learned my tuna lesson! There's no half-way quality! It's either **good** or it's **terribly poor**. White Star Tuna is the **only** one I've ever found that is **ALWAYS** good.