



price
25¢

48

famous

**SARDINE
MEALS**

FISH

Essential in healthy diet.

Speaking before the Legislative Assembly of New Brunswick recently the Honorable Dr. Roberts, who has the distinction of being the first Minister of Health in the British Empire, made the following remarks:

"Every man or woman who has reached the age of thirty-five should begin to temper and study his or her diet. It is at this milestone that physical ailments begin to show themselves insidiously, and often without warning.

"It is my claim, Mr. Speaker, that the State has a responsibility in this regard. It should educate the citizens along these lines. . . . At this age the diet should be reduced as regards red fibred meats and more fish and fowl eaten. At fifty, fish and fowl should entirely replace meats.

"We have an unlimited supply of the finest fish in the world. When it is scientifically and sanitarly packed in either olive or cottonseed oil, a citizen has a most palatable, nourishing and appetizing meal both convenient and inexpensive. These fish foods contain as much if not more, nourishment than any other food of like bulk."

Could any statement be more authoritative than this coming from the man on whose shoulders rests the responsibility for the health and well-being of our citizens?

TESTED and APPROVED

WE are indebted to the following prominent chefs and leaders in household science in both Canada and the United States for their hearty and interested co-operation in selecting and testing these recipes.

- | | |
|---------------------------|--|
| Auguste Gois | Chief Chef,
Windsor Hotel, Montreal. |
| Marcel Thomas | Chief Chef,
Mount Royal Hotel, Montreal. |
| B. M. Philip | Macdonald College,
Household Science Dept. |
| Mabel Jewett Crosby . | Ladies Home Journal. |
| Sarah Field Splint . . . | Editor of Delineator
New York. |
| Katherine Clayberger . | The Peoples Home Journal,
New York. |
| F. W. Howe | School of Household Science,
Brooklyn, N. Y. |
| Victor Hirtzler | Chief Chef, Hotel St. Francis,
San Francisco. |
| Ruth Axtell Chalmers . | Modern Priscilla, Boston. |
| Boston School of Cooking, | Boston, Mass. |

SARDINES IN THE BLAZER

1 cup thin cream 1 tb. butter
3 tb. bread crumbs $\frac{1}{4}$ teaspoon salt
1 tb. lemon juice 4 hard boiled eggs
1 can CONNORS sardines

a real meal

Mix the cream and breadcrumbs and cook to a smooth paste. Add the butter, salt and lemon juice; then the sardines drained, boned, skinned and broken up. Press the eggs through a sieve into a mixture. When hot serve on toast.

SARDINES ON BROWN BREAD TOAST

*for the
late supper*

Cut brown bread in thin strips $1\frac{1}{2}$ inches wide by 4 inches long and toast quickly. Drain, skin and bone the sardines, season with lemon, mash to a paste with a fork and spread on toast.

SARDINES WITH ANCHOVY SAUCE

12 CONNORS sardines $1\frac{1}{2}$ tb. sardine oil
1 cup Brown sauce 2 tb. flour
1 cup stock

*tasty as
chicken*

Drain and heat the sardines. Add the sauce. Season with anchovy essence. Serve with brown bread sandwiches having a slice of cucumber, marinated with French dressing between the slices of bread.

SARDINE CANAPE

*dainty and
tempting*

1 pimento 1 drained sardine
1tb. minced pepper

Garnish with sprig of parsley wedge of lemon
Use the above for each canapé made from toast or brown bread.

Connors' Famous Sardines

BRUNSWICK — JUTLAND — GLACIER

Guaranteed NOT SMOKED

SARDINE SNACKS

*a picnic
dish*

Spread oblong soda crackers with cream cheese. Arrange two or three CONNORS sardines on the crackers. Warm or toast slowly so that cheese will be absorbed by the crackers. This is a quick and satisfying picnic dish.

SARDINE AND ASPARAGUS TIMBALES

*something
special*

1 tin of BRUNSWICK sardines minced
1 cup of asparagus tips 1 1/2 cups of milk
2 tablespoons of butter 2 tablespoons of flour
Salt and pepper to taste 2 eggs
4 tablespoons gr. cheese Dash of mace
Few drops of lemon juice

Melt butter, add flour, milk and seasoning. After cooking for about three minutes, add slightly beaten egg yolks and cook for one minute longer. Take from fire and fold in stiffly beaten egg white. Turn into timbale molds, well oiled and lined with grated cheese and bread crumbs. Place in pan of water and cook for fifteen minutes under greased paper in an oven (350 degrees F). Turn out of mold and serve with highly seasoned cream sauce.

HOT SARDINE ROLLS

*a
novelty in
biscuits*

From raised dough shape tiny biscuits and bake. Mince enough BRUNSWICK sardines to fill cup. Season with pepper and salt and a tablespoon of whipped or thick cream and a well seasoned mayonnaise, a tablespoon of finely minced celery and a teaspoon of chopped capers.

Open each hot biscuit and fill with a teaspoon of mixture. Serve hot, two to a portion, with sprays of fresh cress and a radish.

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*Guaranteed
not smoked*

with or
without
key



Over
FIFTEEN
MILLION TINS
sold each year!

Nowhere in the world are more perfect,
more meaty baby fish caught than
within a few miles of Connors' plant.
Three out of every four tins of sardines
sold in Canada are Brunswick. Tasty,
nourishing and inexpensive.

Connors
BRUNSWICK
BRAND
SARDINES

CONNORS BROS. LIMITED
BLACK'S HARBOUR, N.B.



CONNORS BROS. LTD.

MYSTERY SANDWICHES

3 hard-cooked eggs 1 pimento
½ lb. Canadian cheese ½ teaspoon salt
1 small onion ⅛ teaspoon paprika

*your friends
will remark
the flavor*

Contents of 1 tin of CONNORS sardines. Put all the ingredients through the meat grinder, using the finest cutter. Mix thoroughly, adding the seasonings. If not moist enough, add oil until of a creamy consistency, just right to spread. Let the mixture stand several hours before using to blend the flavors more perfectly.

SARTUNA SANDWICH

*served in a
New York
tea-room*

Two slices of bread cut three-eighths of an inch thick toasted on one side only and the untoasted side spread with mashed sardines mixed with a little mayonnaise. A piece of crisp lettuce and a sardine moistened with cream with a thin slice of tomato on each. Crisp, curly bacon to garnish the triangular sandwiches.

SARDINE KEDGEREL

with rice

Heat one tin of CONNORS sardines in frying pan or grill and drain off oil. Mix the sardines with 1 cup of cooked rice, 1 teaspoon of salt, and a dash of pepper.

Add one tablespoon of butter. Put mixture in buttered bowl and when covered place in boiling water. Allow to cook for fifteen minutes, unmold, garnish and serve.

SARDINES "MY OWN"

*from the
Mount Royal
Hotel*

Split open the required number of BRUNSWICK sardines and stuff with a purée of mushrooms, slightly flavored with onions. Dip in sauce Villeroy and bread in the usual manner. Fry in hot fat and serve with thick tomato sauce.

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FRIED SARDINES

*full of
nourishment*

Drain sardines and dip in warm butter. Heat tomato sauce in frying pan and then introduce sardines, allowing them to be well heated and browned before serving.

STUFFED TOMATOES

*you'll enjoy
these*

Cut core out of firm, ripe tomatoes, and replace with the following dressing:—

The contents of one tin of CONNORS sardines (for every four tomatoes) mashed with one ounce of warmed butter. Add grated crackers and mix with a teaspoonful of Worcestershire sauce and cayenne pepper to taste. A little finely cut onion may be used if desired.

When this is mixed to a firm paste pack into the tomatoes to give them body and bake in the oven, each with a small piece of butter on top.

PILCHERED EGGS

*something
different
in eggs*

Boil eggs until hard, remove shell and cut in half. Scoop out carefully the yolk of each leaving the whites cup-shaped.

With the yolks of the eggs and one ounce of butter mix the contents of one tin of sardines. Add a tablespoonful of olive oil, a little cayenne pepper and vinegar to taste. Heat to a creamy paste and refill whites of eggs. These may be served in halves on lettuce or secured together with a tooth pick and a spray of parsley.

SARDINES LYONNAISE

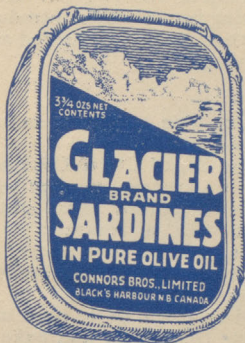
*economy
in the
kitchen*

Chop together cold boiled potatoes; one small onion, the contents of one tin of CONNORS sardines (drained), fry with butter or beef fat until browned and serve with parsley.

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Every one

Delicious!

Firm, tasty little fish,
fresh from the cold
waters of the North
Atlantic.

Packed in pure olive oil.

Guaranteed
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**Fresh firm little fish in pure
salad oil. Key-opening tin
packed in a carton.**

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JUTLAND
Sardines**

*Guaranteed
Not Smoked*



VIRGINIAN SARDINE SANDWICHES

(Proportion for 10)

Boil three fresh eggs until hard, mash the yolks, smooth while hot and add butter to soften. A little lemon juice may be added to taste. Drain one tin of BRUNSWICK brand sardines and allow to dry on clean blotting paper. Work into the eggs the meat of the sardines, freeing them from dark skin. Rub the mixture smooth with the back of a spoon and then spread on hot buttered toast and keep warm in a slow oven or steam-heated container.

*a bed-time
refreshment*

SARDINE SALAD EN MAYONNAISE

Chop very fine a small head of cabbage and the contents of one tin of BRUNSWICK brand sardines. Cover with a mayonnaise dressing and serve on lettuce, garnished with a whole sardine. Any salad dressing can be used in place of mayonnaise.

*a
variety
salad*

HOT SARDINE SANDWICH

With an ounce of warmed butter beat into a paste half a tin of BRUNSWICK sardines. Add a teaspoonful of Worcestershire sauce and a touch of cayenne pepper. Heat the mixture in a chafing dish and spread on hot buttered toast. A little grated cheese may be sprinkled over top before serving.

*for
Sunday night
supper*

BROILED SARDINES

Drain the sardines on a clean blotter for an hour. Toast medium thin slices of bread, butter generously and place on warm platter. Over hot slow fire toast separately the contents of one tin of BRUNSWICK sardines. Use a toasting rack or broiler. Serve the sardines on hot toast with butter sauce, if desired.

*another
recipe for
broiling*

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SARDINE RELISH

*a summer
day meal*

As a relish sardines may be drained, arranged on a serving dish and garnished with parsley, or hard boiled egg (the white chopped and the yolk sliced).

CURRIED SARDINES

*a meal for
the family*

12 CONNORS sardines 6 tb. water
 $\frac{1}{2}$ to 1 tb. curry powder 1 tb. arrowroot or
6 toast strips cornstarch

Drain the oil from the sardines. Mix the curry powder with half the water and the arrowroot with the other half. Cook until it thickens (about 3 minutes). Place the sardines on serving dish, pour sauce over, and set in oven until hot. Serve on toast.

SARDINE CROQUETTES

*a real
meal in a
minute*

12 Brunswick sardines 1 teaspoon onion juice
1 cup dry bread crumbs 2 egg yolks beaten
 $\frac{1}{2}$ teaspoon salt

Skin and bone sardines. Pound to a paste, add crumbs, salt, onion juice and egg yolks. Shape into balls. Garnish with cress.

BAKED SARDINES

*try this
to-night*

12 Brunswick sardines 6 tb. grated cheese
12 strips toast 1 lemon cut
dash of cayenne

Make toast fresh and while hot lay a sardine on each strip and cover with cheese. Put in a hot oven until cheese puffs. Garnish with lemon wedges.

2 teaspoon Worcestershire sauce
2 teaspoon lemon juice
1 teaspoon mustard
Mixed and poured over instead of cheese

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BROILED SARDINES

appetizing

Drain Connors sardines. Sprinkle with lemon juice and broil.

SARDINE SALAD

*a delicious
flavor*

12 CONNORS sardines $\frac{1}{2}$ cup tomato diced
3 hard cooked eggs $\frac{1}{4}$ cup sweet pickle
lettuce or a salad green $\frac{3}{4}$ cup dressing
Drain sardines, arrange on green salad, garnish with mounds of egg, tomato and pickle. (Serves 6.)

SARDINE AND OLIVE SANDWICHES

*'serve at
your bridge*

6 Brunswick sardines flaked

$\frac{1}{4}$ cup minced olives

$\frac{1}{4}$ cup parsley butter

or

6 Brunswick sardines

$\frac{1}{2}$ cup hard cooked egg

2 tb. minced cucumber pickle

3 tb. mayonnaise

Serve with brown or white bread.

SARDINE COCKTAIL

*serve this
with pride*

Use one lemon for every two people to be served. Cut in halves. Scoop out the inside pulp and fill with minced sardine mixture. To each can of sardines add a teaspoon of French mustard, two hard-cooked eggs, chopped very fine, a dash of tobasco sauce and mayonnaise to moisten.

FRENCH TOASTED SARDINES

*a recipe from
France*

Break two eggs in a bowl, add one cup of milk and beat well. Dip oblong slices of bread in this liquor and fry in butter until well browned. Heat Connors sardines in tomato sauce and spread on toast.

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DEVILLED SARDINES

*from
Hotel
St. Francis*

Remove carefully the contents of one tin of GLACIER sardines (for every two persons to be served). Arrange these on a platter and pour over them the following dressing:—

The yolks of three hard boiled eggs beaten to a smooth paste with a little butter, add one tea cup of olive oil and two teaspoons of sugar and the same of mustard. Again beat into a creamy paste and add cayenne pepper and salt to taste. A little vinegar will add a pleasing tartness. Garnish the dish with the sliced whites of the eggs and parsley.

JAPANESE SALAD

*a delightful
variety*

- 2 boiled potatoes, diced
- 6 mushrooms cut in small pieces
- 12 sardines, boned and skinned
- 1 teaspoon salt
- 1 teaspoon onion juice

Arrange the ingredients on lettuce leaves, season, sprinkle with chopped parsley and paprika, and serve with French dressing. Recipe makes four servings.

PICKLED SARDINES

*a recipe
from
California*

- 15 CONNORS sardines
- 2 medium sized onions
- $\frac{1}{2}$ cup evaporated milk or fresh cream
- 2 tablespoons vinegar
- $\frac{1}{2}$ teaspoon salt
- $\frac{1}{4}$ teaspoon white pepper

Place sardines in a deep dish in alternate layers with the onions thinly sliced. Mix remaining ingredients and pour over. Let stand three or four hours before using. Serve on lettuce. (Recipe serves six.)

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MAYONNAISE DRESSING

1 egg yolk 2 tablespoons vinegar or
1 cup olive oil lemon juice.
 $\frac{1}{2}$ teaspoon salt Dash of cayenne pepper.
 $\frac{1}{2}$ teaspoon dry mustard

Beat the yolk, then slowly add the oil (drop by drop first). When third of the oil is in, gradually add the other ingredients, alternating with the oil. If well mixed these should keep on ice in a closed jar for weeks.

If the oil is put in too fast in the beginning the novice may find that her mayonnaise curdles. Should this happen, start again with fresh materials in another bowl. When most of the oil is in, the curdled dressing can be recovered by adding it slowly to the second lot, beating all the time.

THOUSAND ISLAND DRESSING

Mix together a little paprika, salt, lemon juice and Worcestershire sauce and whip it lightly into half a cup of mayonnaise. Add very finely chopped white and yolk of boiled egg, 1 pimento and a tablespoon of chives, or when these are not in season, scallion tops, but be sure all are chopped very fine. Add a tablespoon of chili sauce and three tablespoons of whipped cream.

SOUR CREAM DRESSING

Beat half a pint of sour cream with an egg beater until it is as stiff as for charlotte russe. Mix together two tablespoon of sugar, one teaspoon salt, one quarter teaspoon of paprika and one teaspoon of French mustard. Gradually add this mixture to the cream and beat briskly as you pour it in.

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