

The wholesome herring / by Janet Bond.

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CANNED FOODS BULLETIN

FROM JANET BOND CANNED FOODS ADVISORY BUREAU LTD., 243 REGENT ST., LONDON, W.1

THE WHOLESOME HERRING

Time was when the herring occupied a very humble position in the dietetic social scale. Perhaps we were a little snobbish about it—herrings were always plentiful, and cheap, therefore to be despised.

But to-day the herring is recognised at its proper worth. Maybe one can trace in that the change which has taken place in social values—few of us to-day are ashamed of seeking the best value for our money in food, clothes, anything we buy.

In the realm of food, it would be difficult to find anything which offers better value than the herring. It is significant that in the Doctor's Cookery Book, issued by the British Medical Association to give the housewife of limited means a guide to obtain maximum nourishment at minimum cost, herrings occupy a prominent place.

Dieticians tell us that the herring is twice as rich in vitamins A and D as fresh summer butter and contains more nutriment than either beef or eggs. A quarter of the fish is composed of body-building material. Ten per cent of it is fat and there is a high content of mineral salts, good for blood, bone and nerves. Herring is also one of the iodine-containing foods and is of great importance in the promotion of normal growth and development; it is thus a most valuable food for young children.

Now, the canning industry has added another incentive to the use of herrings—the joy of being able to buy them “fresh from the sea” cleaned and with the inedible parts removed. The fish are netted when they are at their best and canned within 24 hours of being caught—compare that with the two or three days’ delay which occurs before they are distributed in inland towns and you will appreciate the justification for the claim that canned herrings are “fresher than fresh.”

They are packed in various sauces, of which the most popular is tomato, and in oil, but if you prefer it you can buy “fresh herrings”—that is, herrings canned without any sauce at all. Kippers, bloaters, herring fillets, herring roes both soft and hard are also obtainable in cans.

The herring is ready for use at once; there is not an atom of waste; the bones have become edible during the canning process and besides being palatable, contain valuable phosphates which make for health. A small can of herrings costing approximately 4d. contains as much body building material as six fresh eggs and the same energy value as eight ounces of meat.

There are countless ways of serving canned herrings. If you have very little time to spare, you can bake them quite simply in a dish in the oven, while you prepare other items of the meal. The plain packed variety (without sauce) is particularly

suitable for making into delicious luncheon and supper dishes, such as those which follow :—

HERRING FRITTERS

1 *small can of fresh herrings*; pepper to season; 2 *ozs. flour*;
1 *dessertspoon olive oil*; $\frac{1}{2}$ *gill tepid water*; 1 *oz. grated cheese*;
1 *egg white*.

Cut each herring into three pieces, removing the tails. Coat each piece with a batter made by blending the flour with the water and the oil, stirring in the cheese and folding in the stiffly beaten egg white. Fry in hot fat until golden brown in colour.

SUPPER CAKES

1 *small can fresh herrings*; 1 *lb. cooked potatoes*; pepper to season; 1 *egg*; *browned crumbs*.

Flake the fish and add to the mashed potatoes. Turn on to a floured board and form into cakes. Coat with egg and bread-crumbs, and fry in hot fat until golden brown.

SCOTCH CUSTARD

1 *small can fresh herrings*; $\frac{1}{2}$ *pint milk*; 1 *egg*; pepper to season;
chopped parsley.

Drain the herrings, put in a pie dish, and cover with a custard made by mixing the egg, milk, seasoning and parsley. Bake in a slow oven until set.

HERRINGS AU GRATIN

Put some sliced tomatoes in the bottom of a buttered pie dish and season with pepper. Open a can of fresh herrings, remove tails, and cut each herring in half. Arrange in the dish and cover with another layer of tomatoes. Season. Sprinkle liberally with a mixture of breadcrumbs and grated cheese. Place a few knobs of butter on top. Bake in a moderate oven for 20 minutes or until top is golden brown.

GRILLED HERRINGS IN OATMEAL

1 *can fresh herrings*; *beaten egg and medium oatmeal to coat*.
Turn the herrings out of the can and drain well. Brush with beaten egg and coat with oatmeal. Place a small piece of butter on each and grill until golden brown.

HERRING-IN-THE-HOLE

1 large (14 oz.) can fresh herrings; $\frac{1}{2}$ pint milk; 4 ozs. flour;
1 egg; pepper to season; 1 oz. dripping.

Prepare the batter by blending the flour with the egg, milk and pepper and beating thoroughly. Put on one side for half an hour. Heat the dripping in a pie dish, and when smoking hot pour in the batter. Add the herrings, cut in two or three pieces, then bake in a hot oven for 25-30 minutes.

In view of the oft repeated statement that canned foods are expensive, I have prepared a comparison between canned and shop-bought herrings prepared and cooked in the home ;

A can of fresh herrings (without sauce) net weight 14 ozs. costs 6 $\frac{1}{2}$ d.

Weight of 4 medium sized raw herrings equals 1lb. 4 ozs.; after cleaning and de-gutting 1lb.; when cooked 14 $\frac{1}{2}$ ozs.

Taking herrings at 4d. lb. the cost is therefore 5d. + $\frac{1}{8}$ d. for gas, i.e. 5 $\frac{1}{8}$ d.

At 5d. lb. the cost is 6 $\frac{1}{4}$ d. + $\frac{1}{8}$ d. for gas, i.e.... 6 $\frac{5}{8}$ d.

At 6d. lb. the cost is 7 $\frac{1}{2}$ d. + $\frac{1}{8}$ d. for gas, i.e.... 7 $\frac{3}{8}$ d.

You will notice that no charge whatever has been included for the time and trouble involved in cleaning and preparing the fish. If this were done by hired help, say at 10d. per hour, the cost of the home cooked fish would be increased [by approximately 1 $\frac{1}{2}$ d.

yours domestically
Janet Bond

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