

The Story  
of the Fisheries of the  
Great Pacific Ocean  
utilized  
for Human Food



Packed Exclusively by

**HOVDEN FOOD PRODUCTS CORPORATION**  
**MONTEREY, CALIFORNIA**

## OUR FANCY PACK OF SARDINES PORTOLA "Steam-Grilled" SARDINES

Fancy large sardines (Pilchards) in heavy tomato sauce and Olive Oil, 15 oz. Oval cans, wrapped, selected fish.



When opening the can you will notice the appetizing appearance and heavy tomato sauce and golden olive oil covering all but the salvery surface of the fish, solid and unbroken. Note the firmness of the fish by pressing a fork flat against the surface of the fish, note the plumpness and texture of the fish when removed. Open the fish from the back, split lengthwise and note the white texture of the flesh, the absence of fishy smell or fishy flavor. You will note there is no water in the can, no broken pieces, only oil and sauce, due to our Steam-Grilled Process, allowing thirty minutes drain while cooking, without destroying the flavor, texture and plumpness. This draining cleanses the fish from blood, water or any foreign matter and removes the odor which only is indicative of faulty processed or partly decomposed fish.

No food can be sinned against as much as fish, nor is the cooking process of fish understood and developed like in other foods. All high protein foods must be pre-cooked in low temperature to retain their natural flavor and texture—and PORTOLA Sardines, one of the highest protein foods, and the highest for the money, is processed in low temperature.

The American Medical Association, Committee on Foods, has allowed its Seal of Acceptance on the PORTOLA label, attesting the purity, medical and high food values contained in the fish products under the PORTOLA brand—that should satisfy the most fastidious and critical.

—oO—

We pack the same quality under the HOVDEN, PREFET or WHITE WING labels

PORTOLA brand Fancy ¼ Oil Sardines.—We pack four varieties:



French Style, Garnished, Peeled and Boneless and Filet Smoked, all in Olive Oil. Compare with the finest of foreign packs.

PORTOLA brand "Family Size" 9 oz. Key Open Can in 3 varieties:  
French Style in Olive Oil  
Filets in Olive Oil.  
Filets in Olive Oil & Tomato Sauce

## Our Standard Pack

The MONTE-REY-MAID brand 15 oz. Oval Grilled Sardines are the standards from the same process, but are not selected and do not have any olive oil added. It is the Choice of the standard pack of California Ovals above all of them in texture, plumpness, flavor and absence of fishy odor and fishy greasy flavor. Packed 24 tins to the carton or 48 to the case; packed with Tomato Sauce or Mustard Sauce.



## TUNA FISH

Flaked Tuna  
Standard  
Extra Fancy



## PREFET Sardines and Tuna

Long recognized as an outstanding fancy quality now processed by "Steam-Grilled" system with olive oil added to the sauce. A better quality at the old price.



## MACKEREL

Filets (Boneless Sliced) of Mackerel packed in Oval Cans, 15 oz. and 7½ oz. A great food value at a popular price.



Packed Exclusively by

**HOVDEN FOOD PRODUCTS CORPORATION  
MONTEREY, CALIFORNIA**

Besides the nutrition and palatability of the "PORTOLA" brand Sardines packed in the 15 oz. Oval wrapped cans, with Olive Oil and Tomato Sauce added, wish to call attention to the importance of Mineral Salts in these foods that cannot be over-estimated.

Mineral salts play an important role in the welfare of human beings without the presence of some of these minerals, man would cease to exist as a normal human being; also sufficient iodine to prevent goiter. In no other similar quantity of prepared food, nor for the same amount of money, can a similar quantity of important medicinal properties so necessary to the human race be obtained.

The approximate amount of mineral salts as found in one 15 oz. "Steak Grilled" can of Sardines in addition to positive Vitamins "A" and "D". is as follows:

Calcium .....	436 Grams
Magnesium .....	.532 Grams
Potassium .....	6.684 Grams
Sodium .....	1.492 Grams
Phosphorus .....	4.592 Grams
Chlorine .....	2.112 Grams
Sulphur .....	4.475 Grams
Iron .....	0.022 Grams
Iodine .....	.185 Points

All of which are of vital importance to the growing child, as well as the adult. Feed your children several times a week with this important food and you will soon notice result in growth, better teeth, clearer skin and absence of goiter.

## MANY USES

Use for Salads—Broiled on toast with cheese sprinkled over—With Macaroni and cheese baked, rolled in cracker meal or crumbs and fried under cover—for sandwiches—on crackers with beer—as croquettes and as au gratin with potatoes, egg noodles or macaroni, and many other uses and ways.

Packed by an exclusive patented process, not merely canned. Guaranteed free from after-taste or the usual comeback flavor in all other packs of sardines. A real food for real people who have learned to choose their food.



**Order Today  
from your  
GROCER**

*Insist On*  
**PORTOLA**