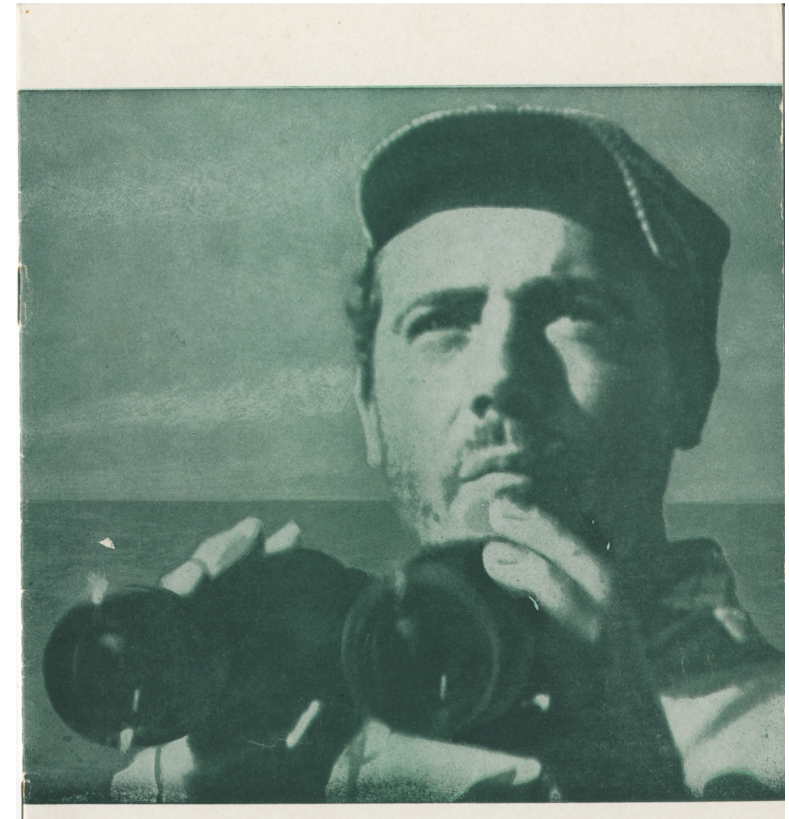
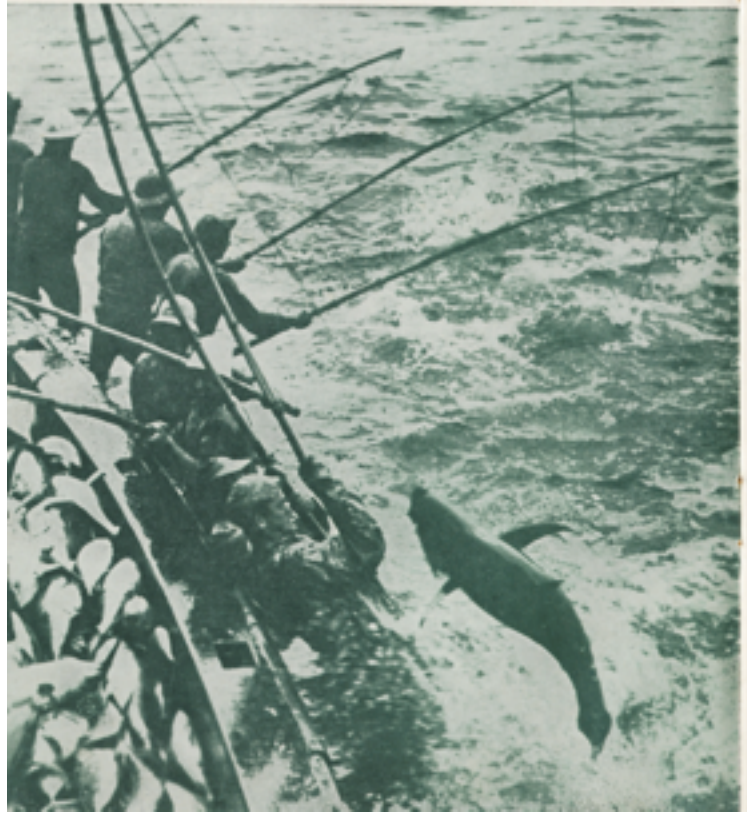


The story of tuna and The Star-Kist Tuna Company

The Story of Tuna
Star-Kist Promotional booklet
c 1963

The story of tuna... and the world's largest tuna packer



"ARRIBA! Arriba!" the lookout yells from the crow's nest and from all parts of the boat men come running.

A steel fishing platform is quickly lowered over the boat's side. Out come the stout bamboo poles with their short length of line, metal leader, and feather-covered barbless hook called a "squid."

At the live bait-tank high on the ship's stern, the "chummer" dips up a net-full of anchovettas and flings them into the sea.

Fish fly through the air. The tuna rush nearer the boat and begin to feed with savage eagerness. The men flip their squid into the swirling water. A dark blue shadow streaks toward the bait. The line snaps taut, and the work these men travel thousands of miles for, begins.

Braced on their rack near the waterline, the men heave on their poles and tuna come flying aboard. They smack against the side of the bait tank, fall free of the barbless hook, and in one rhythmic arc the bait is whipped into the sea again.

If the tuna is SKIPJACK, averaging between 5 and 15 pounds, or small YELLOWFIN, it's every man to a single pole. But sometimes YELLOWTAIL grow to 150 pounds, and then the men team up with two, three, sometimes even four poles strung to a single bait.

Soon the deck is a mass of flailing, jostling black-and-silver bodies. The ship lists to its port side with the weight, sinking the men on the steel platform hip deep in the rolling sea.

How long will the run last? There's no way of telling. The tuna may vanish in a few minutes, as quickly as they came. Or, on an exceptional day, these men may work in the breaking waves for 12 hours straight, and with aching muscles swing aboard as much as 60 tons of tuna.

But finally, no more tuna swirl to take the "chummer's" bait. The foaming, milling surface of the sea subsides, and the tuna disappear.

Time enough now for coffee or maybe some dinner. But not by a long way is the work of the day done. In the deck wells there's 30 tons of tuna. And all of it must be stowed away in the refrigerated hold.

The feathered lures look like squid, the tuna's favorite food.

It's a rugged, dangerous life, this fishing for tuna. A wave or giant tuna has swept men into the ocean. And the men are often away at sea three months, with only a week at home with their families.

Why do men follow a calling as rugged as this? For most of them it's in their blood. Their fathers and grandfathers sailed from these California ports. Before that, many of their ancestors fished off the Azores and Madeiras islands.

And while they don't say so, there seems to be an even more compelling force that sends these men to sea. On a tuna boat, men test themselves against the power of nature. Only with resourcefulness, courage, and the strength in his arms, can a man keep afloat and earn a living. Knowing this must be a big part of what makes tuna fishing worthwhile.

An industry founded on bad luck. Big as the tuna industry is today, its founding actually rests on one of the unexplainable quirks of the sea.

At the turn of the century, the catch of West Coast fishermen was almost entirely sardines. Then in 1903 the sardine run mysteriously failed to appear.

Fishermen and canners desperately looked about for something else to sell. As a stop-gap the canners began packing several other varieties of fish, including albacore white-meat tuna. Although tuna had long been known in Southern California waters, it was never considered commercially valuable, and that first year only 700 cases were packed.

Martin J. Bogdanovich, an immigrant fisherman founded the Star-Kist Company.

This was the situation Martin Bogdanovich found when he emigrated from a tiny Yugoslavian fishing village and settled near the harbor at San Pedro, Calif. He worked first on other fishermen's boats, hauling at the sardine nets, and fishing only occasionally for tuna.

By 1910 Martin Bogdanovich managed to get his own boat. He quickly put into practice several ideas which his good sense told him were necessary to improve the efficiency of fishing and the quality of the catch.

He was the first fisherman, old timers say, ever to use crushed ice and refrigerate fish. This allowed him to stay at sea longer, make a bigger catch, and still bring his fish to dock in prime condition. Other boats soon followed his lead, and his idea proved to be a major step forward in the industry.

Martin Bogdanovich himself took another step forward in 1914 when he opened a fish market. He knew the men he bought from as fellow fishermen and friends. He always paid top prices for top quality, and his little business grew.

Then, in 1917 Bogdanovich realized the opportunity he had always dreamed of. He took his life savings and, along with four other men, invested in a cannery.

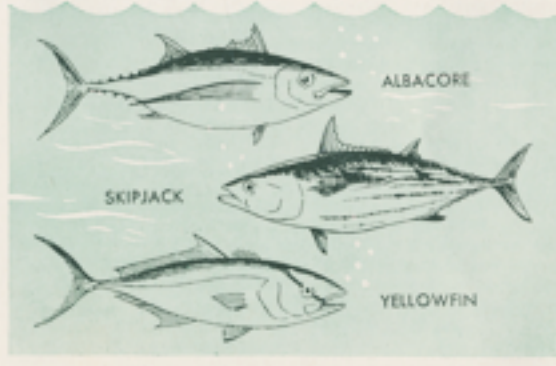
Tuna helps the war effort. Nineteen-seventeen was also a notable year for the tuna industry. The food shortage and economic stress of World War I had created a demand for an economical protein-rich food. Tuna filled the bill perfectly, and canneries all along the California coast began packing it in substantial quantities.

Shortly after the war, however, the depression sunk many of the canneries. Bogdanovich's four partners sold him their interest. And then in 1926, more trouble. The ALBACORE tuna suddenly disappeared from the California coast, just as the sardines had.

So canners switched their production to YELLOWFIN and SKIPJACK, the light meat tuna which have a rosy flesh and a richer flavor than ALBACORE.

These tough times though, brought forth tough men. Wide-ranging fishermen soon found that the same conditions which sent the ALBACORE away from the inshore areas had also caused the SKIPJACK and YELLOWFIN to move further north. Now these tuna could be found all the way from Southern California to Northern Peru.

But tuna roam the seas like nomads, and on the ocean there are no tracks for the hunter to follow. Often from July through September, they're likely to run near home, off the coast of lower California. During the rest of the year,



they head South to Mexico and Central America, west to the Galapagos Islands, or to Peru, 3,500 miles away.

Long-distance trips like these called for some revolutionary changes in the fishing fleet, which up to now had consisted of small boats capable of venturing only a few miles out to sea on trips of only a day's duration.

And so the tuna clipper was born. These boats range from 60 to 150 feet in length. They hold from 150 to 350 tons of fish, have a range of up to 10,000 miles, can stay at sea up to four months, and carry a crew of 10 to 18 men.

Topside, you'll find electronic gear that would do an ocean liner proud—radar, radio direction finders, automatic pilots, depth-sounding devices, and radio telephones. Some of the boats even carry their own airplanes to help spot bait and locate schools of tuna.

Below decks, much of the hold is divided into watertight compartments. Live bait is sometimes carried here on the out-bound trip. And this is where the catch is brine-frozen and kept fresh under mechanical refrigeration.

The fleet goes off to sea. The tuna clippers that brought new life to the tuna industry during the thirties suddenly found a new job, however, with the outbreak of World War II. These boats were exactly what the Navy needed for the job of supplying isolated garrisons of the South Pacific. With the clipper fleet off to war, tuna production dropped off sharply. Small boats churned out to fish the coastal waters for ALBACORE. But the catch fell short of demand, and most of it went to feed the armed forces.

It was during this hectic time that Martin Bogdanovich, at the age of 62, stepped up his already gruelling schedule. In June, 1944, he died while leading a war bond rally.

The big purse-seiners bring about a change. During the late 1950's, very strong nylon nets became available and the U.S. tuna fishing fleet underwent a revolutionary change—whole fleets were converted into modern mechanized purse-seiners.

Purse-seiners are equipped with heavy tackle to handle nets which cost up to $50,000 each, range up to half a mile in length, and extend 250 feet below the surface of the water. At the bottom are chains, designed to make the net sink quickly. Secured to the chains are king-sized metal rings, through which a steel cable runs, permitting heavy winches on board the fishing boat to draw the bottom section of the seine together—much like a woman's purse—thus shutting off the downward escape route which the tuna otherwise might take.

The water area which such a giant purse-seine can cover is greater than a dozen football fields. Thus, when a large school of tuna are sighted a small power boat circles the school, playing out the net from the stern of the large boat, then, once the circle is completed the net is drawn in or "pursed".

Both tuna clippers and purse-seiners go after the lightmeat tuna—YELLOWFIN and SKIPJACK. They leave the ALBACORE, or white-meat tuna, found close in along the California coast, to smaller boats, which catch them by trolling or bait fishing with bamboo poles.

New ideas for housewives. Presidency of the company passed to Martin's only son, Joseph Bogdanovich. The younger Bogdanovich had been born to the tuna business. He had worked since childhood in his father's cannery, and had spent his summers fishing with the fleet. He had also earned a degree in business administration from the University of California.

Joseph Bogdanovich, born to tuna fishing, and now president of Star-Kist.

Even before his father's death, Joseph Bogdanovich's major interest centered around the plans for the production and national distribution of tuna packed under the Star-Kist label.

Shortly after the war, Star-Kist advertising began telling housewives the story of this protein-rich and flavorful food—how easy it is to fix, how many ways it can be used, how it deserved a regular place in the family menu.

By 1950 tuna had outstripped all competition and became the popular food fish in the U. S. And in 1955, Star-Kist became the largest canner of tuna in the world. In fact,

it was becoming increasingly clear that one of Star-Kist's most pressing needs was more canning facilities.

Construction of a huge plant began in 1951, near existing Star-Kist facilities on Terminal Island, California. A site of more than four-and-a-half acres was claimed from the sea so that three sides of the mammoth new plant would face on the harbor.

Tuna's finest home. The new plant now made it possible for Star-Kist to unload, thaw, clean, cook, cool, retort, label and case 350 tons of tuna in an 8 hour day.

Tuna is unloaded at two 210-foot piers that can handle four boats at a time. Steel hoist buckets bring fish from the ship holds and dump them on slat conveyors which move them to the weighing house, where they receive their first inspection.

Less than three minutes after removal from the refrigerated holds, frozen fish are dumped into flumes which carry them to one of 20 redwood thawing tanks, each with a 10-ton capacity. Thawing time takes anywhere from a half-minute to two hours depending on the size of the fish.

Once ready for the cannery, the fish move from a skidway to one of the seven initial cleaning tables. Here the cleaned and twice-inspected fish are placed on racks. And the racks are rolled into one of the 13 double-door steam cookers, which can handle up to 150 tons of fish per cook.

The woman's touch at Star-Kist. After cooking, the fish are vacuum-cooled by a new process developed by Star-Kist. Then the cooked tuna meat goes to the cleaning section of the plant's 43,000 square-foot packing room. More than 550 women, working at seven 121-foot cleaning lines, remove the heads, tails, skin and bones. And after a third inspection, the tuna loins go to one of the seven chunk or solid-pack packing lines. Smaller pieces from these lines are diverted to an eighth line, which packs nothing but grated tuna. (Grated tuna, incidentally, is never sold under the Star-Kist label.)

The filled and open cans are next weighed to assure full measure and then passed on to receive the addition of oil and seasoning.

How Star-Kist Tuna gets its special flavor. As with most foods, flavor is probably the most important thing people look for in tuna. Star-Kist is as fussy about flavor as an old-world chef. A special fine-grain salt is used. Salad oil is added slowly to make sure it penetrates the tuna thoroughly. In addition, Star-Kist takes an additional, expensive step that's practiced by no other tuna canner. Monosodium glutamate, known to housewives as Accent, is added to bring out the full tuna flavor.

Finally, the cans are sealed, given another bath in steaming hot water, and then go into one of the 12 double-end retorts for a final cooking. All that remains is labeling, casing, and shipping.

All through this processing the tuna is under the constant scrutiny of Star-Kist's research, testing and quality control laboratory. This department, established in 1950, is a model for the fish canning industry.

t buckets and flumes speed fish from boats' refrigerated holds to the cannery.

On spotter production line, fish are boned and filleted in preparation for canning.

The tuna is cooked under controlled pressure to assure uniformity and quality.

Laboratory technicians check constantly to maintain highest standards.

Delicious tuna—one of the most nourishing foods known to man. Almost one-fourth of every forkful is protein.

Why tuna is so good for you. One thing you'll learn from these research people is how rich and what a wonderfully nutritious food tuna is. The fact is, tuna is richer in protein than beef. Tuna is also one of the best sources of amino acids, the essential building-blocks of protein.

In addition, tuna is high in vitamin B_{12}, which is important for growth and building the vital red blood cells.

It provides a considerable portion of the daily minimum requirements of iodine, and is high in fluorine, which contributes to tooth development and helps protect against future dental decay.

Tuna also ranks high in phosphorus which builds strong bones. And it contains substantial quantities of the A and D vitamins, as well as the B group, such as thiamine, riboflavin and niacin, which are all important for maintenance of normal metabolism and growth.

Tuna—good so many ways. The value of tuna to the homemaker, however, extends far beyond its nutritional qualities. One of its greatest advantages is its versatility. Not only does tuna make a flavorful dish when served alone, but it lends itself in combinations with so many other foods, such as noodles, spaghetti, macaroni, egg dishes such as omelets and souffles, and an endless number of vegetables.

The economy value of tuna is another advantage. There is absolutely no waste in a tightly packed can of tuna. You can use this hearty, economical food in almost any number of ways—in salads, salad dressings, sandwich spreads, hors d'oeuvres, gelatin molds, casseroles, fish cakes, loaves, chowders and bisques, and even pastries. Tuna has long been a favorite snack-time food, and of course a supply of Star-Kist tuna on the pantry shelf is a safeguard against any unexpected dinner guest.

So no wonder so many of your mothers look for Star-Kist tuna. In the familiar regular size and the family-size can. This handy size gives just the right amount for family dishes. No skimping and no wasteful leftovers, either.

And in both sizes of Star-Kist you'll be sure of getting the prime tuna that's good enough to serve like meat. Stands to reason it tastes meatier and heartier no matter how you use it—in casseroles, salads, or sandwiches.

Star-Kist tuna comes in two sizes... The family size and the familiar regular size! In either size you can be sure of getting prime fillets, the best tasting tuna.

Try these easy to fix Star-Kist Tuna recipes

PROTEIN SALAD BOWL

1 medium large head of lettuce
4 eggs, hard-cooked
4 tomatoes, peeled
4 thick slices of your favorite cheese (American, Bleu or Swiss)
6 dill pickles, sliced
½ cup walnut halves (or other nuts)
1 large red or white onion, cut into rings
2 6-½ oz. cans Star-Kist Tuna, chunk style
Salad dressing

Tear lettuce into large chunks and place in salad bowl. Quarter eggs and tomatoes. Cut cheese slices into bite-size chunks. Add pickles, walnuts, onion rings and top with Star-Kist Tuna. Toss with your favorite salad dressing. Serve well chilled.

TUNA DELIGHT

2 tablespoons butter or margarine
2 tablespoons flour
½ teaspoon mustard (powdered)
½ teaspoon salt
½ teaspoon Worcestershire sauce
1 6-½ oz. can Star-Kist Tuna, chunk style
1 cup cooked and drained tomatoes
1 cup grated American cheese
1 egg, slightly beaten
¾ cup milk
1 small onion, chopped fine

Melt butter; add flour and blend well. Add seasonings, tomatoes, cheese and egg. Cook for a few minutes. Heat milk to scalding point and add to other ingredients. Add tuna and allow to simmer for 5 minutes. Serve over rice, noodles or toast.

Serves 4.

To serve 5 to 6 use 1 Star-Kist Family Size can.

PEPPERS STUFFED WITH TUNA

1 6-½ oz. can Star-Kist Tuna, chunk style
1 cup stale bread crumbs
1 cup tomato paste
1 teaspoon salt
¼ teaspoon pepper
1 teaspoon onion juice
6 green peppers
1 cup grated cheddar cheese

Mix tuna with bread crumbs and tomato pulp. Add salt, pepper and onion juice. Cut a slice from the stem end 6 green peppers, remove seeds and parboil peppers for three minutes. Cool, place in muffin tins and fill with tuna mixture. Cover with buttered crumbs, sprinkle with grated cheese and bake twenty minutes. Serve with your favorite tomato sauce.

DEVILLED TUNA SPREAD FOR SANDWICHES

1 6-½ oz. can Star-Kist tuna, flaked
2 tablespoons mustard dressing
3 tablespoons mayonnaise
3 tablespoons chili sauce
3 teaspoons horse radish
3 drops Tabasco sauce
Juice of ½ lemon
1 teaspoon anchovy paste
1 teaspoon pimiento, finely chopped
Parmesan cheese

Combine all ingredients and mix well. Spread slices of white or whole wheat bread. Sprinkle each with Parmesan cheese. Place under broiler until bubbly. Serve warm.

TUNA-CASHEW CASSEROLE

1 3-oz. jar Chow-Mein noodles
1 can undiluted condensed cream of mushroom soup
½ cup water
1 can chunk style Star-Kist tuna (1 cup)
½ lb. cashew nuts salted or unsalted
1 cup finely diced celery
½ cup minced onions
Dash pepper
Salt

Start heating oven to 325°F. Set aside ½ cup Chow-Mein noodles. In 1-½ qt. casserole, combine rest of noodles with soup, water, tuna, nuts, celery, onion, pepper. Taste; add salt if nuts were unsalted. Sprinkle reserved noodles over top. Bake, uncovered, 40 min. Makes 4 generous servings. To serve 5 to 6 use 1 Star-Kist Family Size Can.

TUNA-SALAD MOLD

1 package lime-flavored gelatin
1 cup boiling water
1 cup cold water
1 cup diced cabbage
¼ cup sliced carrots
¼ cup sliced celery
6-½ oz. can Star-Kist tuna, grated

Put gelatin in glass container and add boiling water. Cover container and blend about 2 seconds. Stop Blender; add remaining ingredients in order given; cover and blend just until vegetables are coarsely cut, about 3 seconds. Chill till firm. Serve unmolded on crisp salad greens. Makes 6 servings.

TUNA BURGERS

1 can Star-Kist Tuna (6-½ oz.)
½ cup chopped celery
1 tablespoon minced onion
Chopped olives)
Chopped pickles) optional
½ cup cubed Velveeta
Mayonnaise enough to hold mixture together

Put in hot dog rolls and heat in 350° oven 10 to 15 min. until cheese is melted.


Only the finest Tuna get to be Star-Kist. So insist on Star-Kist. Tell 'em Charlie sent you!
Star-Kist
TUNA