



FISH IS A BETTER FOOD !!

"Fish is a better food, if you eat the better fish. The flesh of the fish comes out of another world. This makes it better for us in this world. Any animal or beast that is out here eating the same food that we eat, we should not eat him, because his flesh is too hard for our flesh to digest. All of our food in the way of meat should come from the sea, ocean, river or lakes, and not from four-footed animals that are walking around here and eating almost the same things that we are eating."

Elijah Muhammad Messenger of Allah

FORWARD

We can never thank Allah enough for our Divine Leader, Teacher and Guide. The Honorable Elijah Muhammad, for He again has demonstrated His unsurpassed love for the Black Man with this Divine "Fish Program."

No one, until Muhammad, ever thought enough of this so-called Negro to feed him anything worthwhile, much less the best foods in the world at the cheapest price. You can readily see why we love Muhammad, for He is our Father, The provider of our needs. All Praise is Due to Allah for The Honorable Elijah Muhammad.

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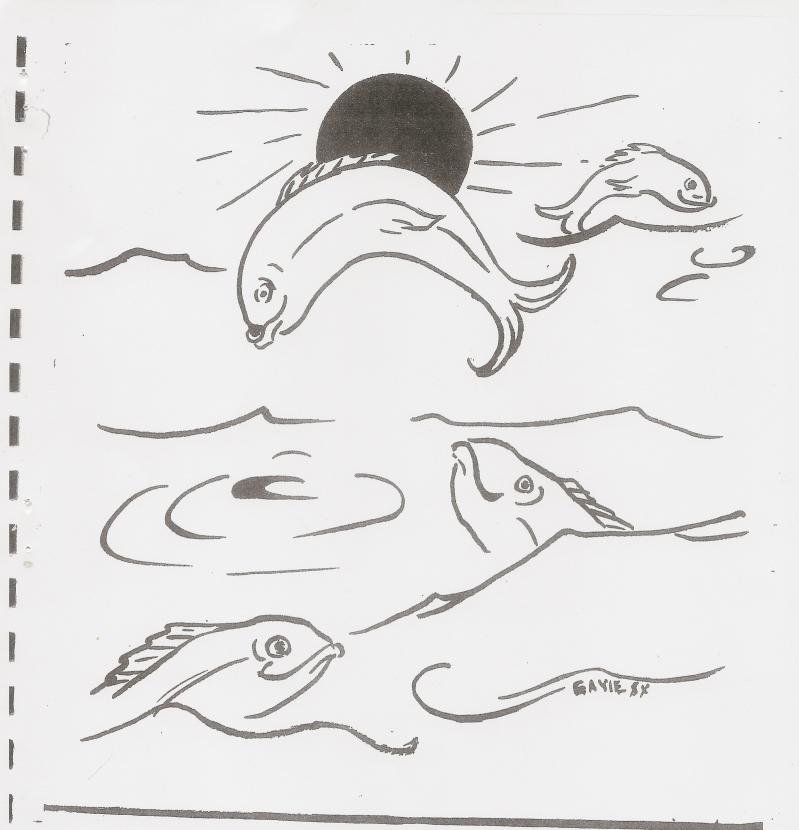
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REASONS WHY YOU SHOULD BUY MUHAMMAD'S WHITING

HEALTH AND HIGH QUALITY

Our fish is practically 99% mercury free! Muhammad's Fish, Whiting H & G is imported exclusively for the Black Community of America from the pollution-free waters of Peru in South America by the Nation of Islam.

The Whiting Fish is highly estimated by medical authorities to be comparable in protein to the finest cut of high price meat. In addition it has been observed that the Whiting Fish as a fish has a cleaner kind of protein than meat. This is why this superb low cost fish is used widely in hospitals, schools, convalescent homes and other public institutions.

Whiting Fish is easier to digest than the tenderest cuts of lamb, chicken or beef. It has little or no fat and as a regular part of your diet can lower the cholesterol content of the blood. Remember purity means longer life.

Muhammad's Whiting H & G is for todays diet conscious woman. If you really want to lose weight, quit "beefing" eat fish. Tipping the scale in your favor, our Whiting II & G beats out beef by better than 100 calories.

Fish has been called a "brain food". This is because the oils of the fish have been known to have small amounts of iodine. Iodine is a nourishing agen for the thyroid gland, which regulates our retabelism and influences our rate of mental development.

The Pervian fishermen clean, head, and gut their fish as they catch it. They have a freezing mechanism on board. Flash-frozen for freshness and flavor, our Whiting H & G comes to you frozen in its own South American water, virtually as fresh as the day it was caught.

LOW, LOW UNBELIEVABLE LOW COST

When you get 1 lb. of Muhammad's Fish you get 1 lb. When you pay for one pound of fish in the supermarket you pay for the weight of the head and the gut. Muhammad's Fish is headed and gutted first and then weighed!

When you buy 5 lbs. of Whiting from Muhammad's Import you pay only \$3.45, that's 69 cents per lb. The supermarket price for Whiting ranges from 98 cents to \$1.20 per lb.

You can get even a greater savings below this very low price by getting new Whiting customers in your neighborhood.

BENEFITS TO COMMUNITY

With the cost of meat presently very high and the supply of meat growing ever more scarce, particularly in the Black Community, the worth of the introduction of a low priced high quality fish as a replacement is easily seen.

When you buy Muhammad's Fish you are helping to build a Black Community.

Muhammad's Import is offering unlimited employment to those in the Black Community who need jobs.

The proceeds for the sale of fish are being directed back to the community, not away from it.

A new Black high school in our community, is one of the goals you will realize when

As we employ community teenagers in our company we help them to find meaning and productive jobs in their own community. When you buy Whiting H & G you fight street crime by helping to remove the conditions that lead to "Black on Black" crimes.

By buying our clean product you are not only helping to keep Black industry in Black communities, but you are helping to shape for yourself, your family, and your communa better health standard.

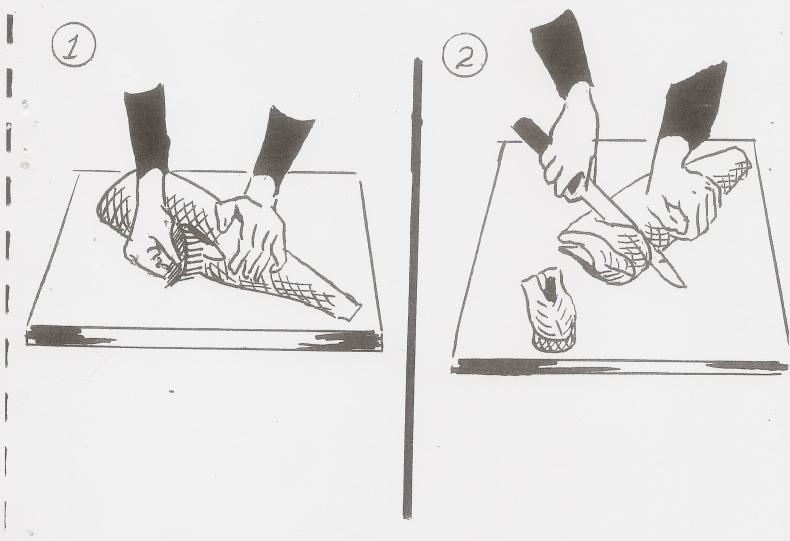
With our product, you can do your thing and still be doing the right thing. You can buy it and fry it, heat it and eat it, broil it in oil, shake it and bake it.

CLEANING AND PREPARING FISH

To prepare a fish for baking and stuffing, begin by spreading on a firm work surface, covering surface with several layers of newsprint, covered with three thickness of brown paper.

To scale fish, cut off fins with scissors so they will not nick you while you are working. Wash fish breifly in cold water—scale are more easily removed from a wet fish. Grasp the fish firmly near the base of the tail. Begin at the tail, pressing a rigid knife blade at a slight angle from the vertical position to raise the scales as you strip them off. After scaling discard the first few layers of newsprint.

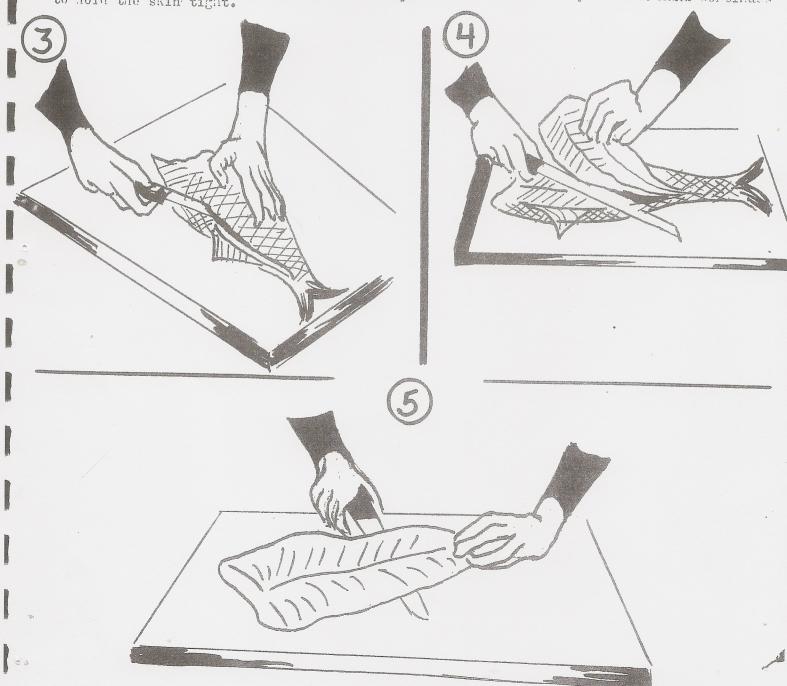
If you are preparing it for stuffing, you can remove the dorsal fin in such a way as to release unwanted bones. Cut first down to either side of fin for its full length. Then give a quick pullforward toward the head and to release it, and with it the bones that are attached to it. Wash the fish in cold running water, removing any blood or bits of viscera or membrane. Be sure the blood line under the backbone has been removed. Bry the fish well. It is then ready to use steamed, baked, stuffed or unstuffed or as steaks.



FILLETING

To prepare skinned fillets you need not scale the fish, or remove its fins. Place on the work surface several thicknesses of newsprint covered by brown paper. Cut the fish along the back ridge from tail to a point just behind the head. Then slice down at a sligh angle behind the collar bone until you feel the backbone against the knife. Turn the knife flat with the cutting edge toward the tail and the point toward the cut edge of the backbone. Now cut with a sliding motion along the backbone until you have freed the fillet all the way to the tail, it should come off in one piece.

To skin, place the fillet skin side down. Hold the tail firmly with your free hand. Out through the flesh of the fillet about i inch above the tail. Platter the knife against the skin with the blade pointing towns the top of the fillet. Work the knife forward, Keeping the same plane and close against the skin while your left hand continues to hold the skin tight.



COOKING

While in cooking and timing, the size and shape of the fish, and whether it is whole or divided rust be taken into consideration, the methods themselves are much the same.

To test a fish for doneness, you may insert thermometer at an angle in the thickest portion of the flesh behind the gill area. Fish is edible when the internal heat reaches 140°. At 150° its tissues begin to breakdown, allowing both juices and flavors to escape. Remove the fish from the heat, surely at 145°. Remember that because fish needs so little heat to cook, it will continue to do so on a hot platter. If you have no thermometer, stick a toothpick into the thickest part of fish near the backbone and separate the meat from the bone. The fish is done when the flesh is no longer translucent and flakes readily.

Service of fish is simplified if an ovenproof dish is used in cooking, there are also attractive enough to appear at the table. This way—fish being fragile—undergoes less handling, and you have fewer fishy dies to clean up later. Single dish service also, of course, keeps the fish warmer, but do watch for overcooking from added heat of the dish.

To keep a sauced fish warm, use a double boiler uncovered, or place the baker in which you plan to serve the fish in a pan of boiling water and hold uncovered.

To minimize fish tastes and odors, use lemon, vinegar, giner, spring onions or garlic in the marinating or cooking. To remove the odor of fish from utensils and dishclothes us a solution of I teaspoon baking soda to I quart water. Pans may be washed in hot suds, rinsed and dried and then scalded with a little viegar or salt before washing them.

FROZEN FISH

Frozen fish should preferably be thawed before cooking but may be cooked while still frozen. Use thawed fish immediately, and do not re-freeze. You may also thaw at room temperature if you are in a hurry, and speed up the process even more by covering the fish and placing it in from of an electric fan.

ASIAN BARBEQUE FISH

3 lge. whiting H & G 4 tbsp. catsup 2 tbsp. hot sauce 1/8 tsp. mustard

tbsp. barbeque seasoning l tbsp. salt l tbsp. pepper

Heat oven to 300°. Combine catsup, mustard and hot sauce. Sprinkle in seasoning, spread over fish. Heat for ½ hours. Remove and place in broiler for 30 minutes.

FISH CAKES

 $1\frac{1}{2}$ lb. whiting H & G (steamed or boiled) l small onion, finely chopped 1/8 cup bell beppers, finely chopped 2 tbsp. butter

‡ cup bread crumbs
l clove chopped garlic
l egg beaten
salt and pepper to taste

Aute chopped onions, peppers and garlic in butter, Combine fish and all other ingredients Shape into cakes.

To Bread:

Combine 1 cup bread crumbs and $\frac{1}{2}$ cup whole wheat flour. Make batter of 1 egg and 1/8 cup milk. Dip fish cakes in batter than roll in crumb mixture. Oven fry - pour small amount of oil in pan and place fish cakes in the pan. Pour small amount of oil over cakes and cook for 15 minutes at 400° or until golden brown.

BAKED FISH

2½ cooked whiting H & G 4 tbsp. flour 4 tbsp. butter, melted

2 cups milk 2 cup whole wheat crumbs 2 cup grated cheese (cheddar)

Blend flour and melted butter. Add milk and stir over low heat until thickened. Place fish in oiled casserole, cover with white sauce and top with crumbs. Add cheese. Bal $\frac{1}{2}$ hour in oven at 375°.

WHITING H & G FISH PUDDING

2 lbs. whiting H & G (chopped fine)

t cup butter cup cream

2 eggs, beaten

2 tbsp. whole wheat flour 1/8 tesp. nutmeg salt and pepper to taste

Put fish in hot water and let steam until tender. Skin and bone fish. Combine ingredients and beat vigorously until very light. Turn into greased mold. Set in hot water and bake in moderate oven (350°) until firm, about 1 hour. Serve with caper sauce.

JAMACIAN FISH

4 lge fish

l lge pepper (cut lenght wise)

l lge red pepper

l lge Italian Onion (slided)

2 cloves garlic ½ stick butter

3 carrots (scrape & cut)

2 lge bay leaves 2 tomatoes (sliced)

1 can tomatoe paste (add 2 cans of water)

2 tsp A-1 steak sauce

Cook carrots and boil 3-5 min. until done set aside. Clean and cut fish into serving pieces. Layout on paper towels to dry fish. After fish is dry season with salt, pepper and paprika. Saute peppers, onion and garlic in butter for 5 min. in a pan. Slice tomatoes. Lay fish in a large pan with a lid or a casserole dish with a cover. Put bay leaf, onions peppers and garlic, carrots, tomatoes over fish. Cook ingredients and fish in tomatoe sauce mixture until done 45 min. to 1 hour.

OVEN CRISP WHITING

1 pan dressed whiting

Add salt, pepper & seasoned salt

1 tsp butter

½ tsp finely chopped parsley

l egg

1 tsp milk

% cup cheddar cheese

cup fine dry bread crumbs

2 tsp butter

Clean fish and wash, pat dry sprinkle salt and pepper inside the fish mix butter, parsley spread the cavity of fish. Beat egg and milk together add bread crumbs and cheese. Coat fish with crumbs and cheese. Put fish in buttered shallow baking pan with 2 tbsp of butter on top of fish. Bake in oven 500° for 15 to 20 min. or until fish is tender and brown.

FISH BURGERS

4 fish (Whiting H & G)

* tsp black pepper

A tsp curry

1/2 tsp onion salt

1 onion

l green pepper

% tsp garlic

Boil fish - (remove when first boil begins). Remove skin and bones under cold water - Drain on paper towel until excess moisture is removed. Mix all ingredients throughly, form mixture into small balls or flatten into patties 3 inches in diameter. Place on cookie sheet - Bake at 350 until brown turning once. Serves six.

ALMIGHTY WHITEY FILLED VEGETABLES

3 Whiting H & G (baked & boned)

2 lge peppers (bell)

2 lge tomatoes

1 med red onion (diced)

l green pepper (diced)

l stick butter

% cup cheese, shredded Mozzarella Garlic, salt, pepper, celery, salt

2 cups bread crumbs

2 eggs

3 tbsp veg oil

1 cup water

Cut tops off tomatoes and peppers, scoop out insides. Mix in a bowl fish and other ingredients, fill pepper and tomatoe shells with mixture & place in roaster, cover, cook in oven 400° until done.