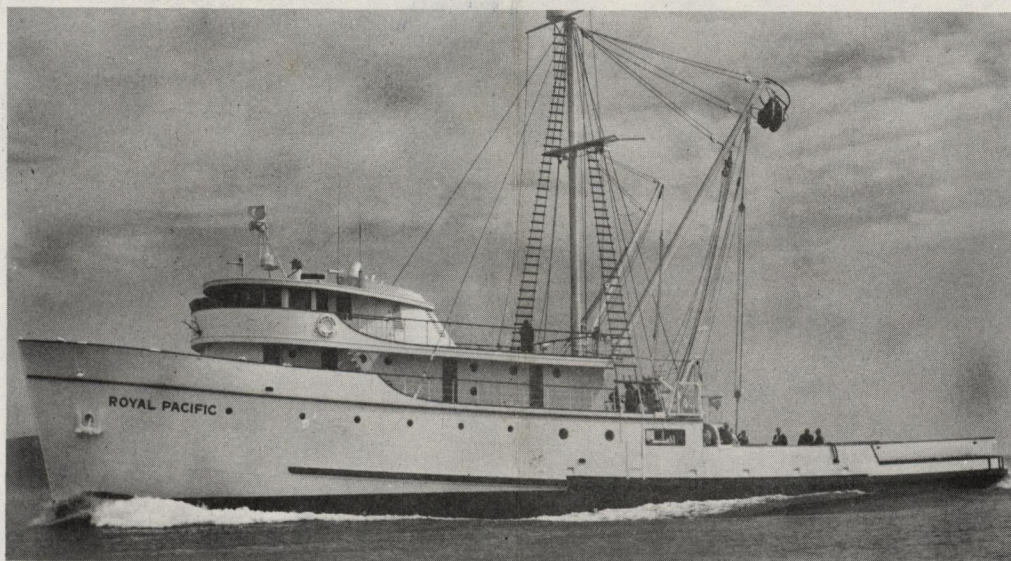


Great News for the American Dinner Table



Largest ever built for tuna fish seining, the sleek, new *Royal Pacific* is shown on her trial run after her recent launching at Tacoma, Wash. Lou Brito, her captain and a principal owner, was the first to convert an American-based tuna clipper to tuna seining, and started a fishing revolution that has multiplied the abundance of tuna for the American home.

Not since the great days of Moby Dick and the New England Whaling fleet of a century ago has the American fishing industry seen anything like the revolution that has occurred with the change to purse seining for tuna from hook and line fishing.

Debut of the "Tunaburger"

Resulting principally from developments in tuna seines, and in mechanical equipment for handling them, it is a technical revolution that has led to a great new abundance of delicious, protein-rich tuna. In a few years, the amount of canned tuna available in the United States has multiplied 500%. One consequence of this abundance is a new rival for the hamburger: the "tunaburger" of growing popularity.

As recently as 1958, the American tuna industry, which got its start a half century ago with hook and line fishing from refrigerated boats, was threatened with extinction by foreign competition. Then the *Sun King*, an American tuna clipper based in Peru, and the *Southern Pacific*, operating out of San Diego, Calif., were converted from line fishing to purse seining, and what is described

as the greatest bonanza in the history of American fishing was on, as one tuna clipper after another changed over to seines. The typical annual catch of the fleet soared from a few hundred tons per ship to 2,500 tons and upwards, or from less than enough to pay operating expenses to fortunes in profits calculated in the hundreds of thousands of dollars. Far from being overwhelmed by foreign competition, the American canned tuna industry became reestablished as the world's largest.

New Tuna Queen

Lou Brito of San Diego, who pioneered tuna seining with the conversion of his *Southern Pacific*, is now the captain and a principal owner of a new queen of the tuna fleet, the recently launched *Royal Pacific*. A trim and beautiful ship with a 450-ton "deep freeze" for refrigerating tuna, it is 142 feet long and the first large ship to be designed and built from the keel up for tuna seining. As large as it is, it is dwarfed by its seine, which is more than a half mile in length and a full city block deep, and is made with nylon tuna netting developed by the Linen Thread Co., Inc., an Indian



A key development behind the revolution in tuna fishing is here being displayed by the *Royal Pacific's* Skipper Brito. It is a ruggedly constructed nylon tuna netting developed and manufactured by the Linen Thread Co., Inc., Blue Mountain, Ala., a subsidiary of Indian Head Mills, Inc.

Head Mills subsidiary which operates one of the world's largest fish netting factories at Blue Mountain, Ala. Most of the tuna seiners are now equipped with this American-made netting, which is built for handling ease, durability and strength, and was also used by Captain Brito in his historic conversion of the *Southern Pacific*.

The tuna is a far-ranging fish found in large schools in all parts of the ocean. Its supply is termed "limitless" by some authorities.