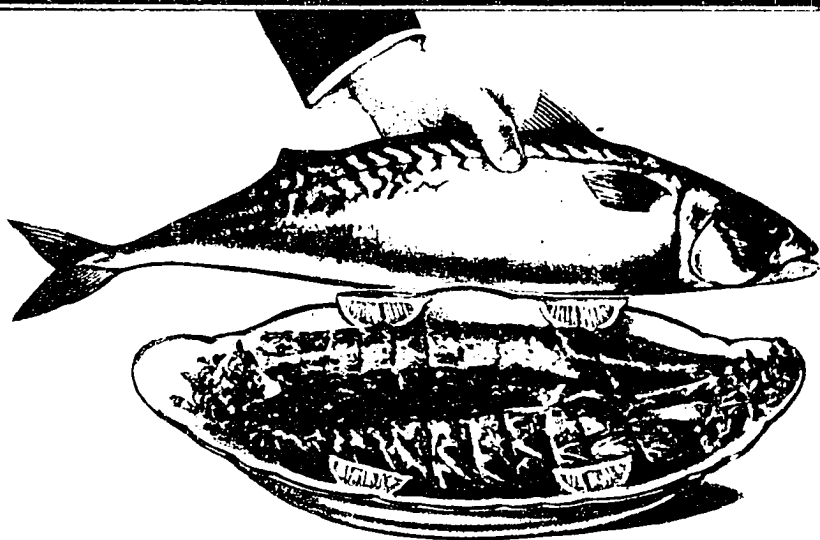


Salt Mackerel

Direct from the fishing boats to you



The Best Fish Meal Ever!

Try this fat, juicy mackerel AT MY EXPENSE

Folks, here's a real treat from Gloucester.

A pail of fat, newly-packed mackerel especially selected for their color and flavor.

Frank E. Davis.

President

You will surely relish these temptingly-good fish. These Davis' mackerel are yours to try, on request. Send no money—I'll forward the fish on approval and take all the risk myself.

It Takes a Fisherman to Pick Out Good Fish

For generations back my people were fish-folks--the early settlers of Gloucester. I used to go to sea in my father's vessel after the mackerel. Little did I think then that what I learned about fish was ever going to be of real value to my friends or to me in a business way. If I hadn't learned what I did at sea the "Davis Folks" all over America would not write me as they do today: "Mr. Davis, we cannot get mackerel anywhere like yours." I've built up business with 100,000 homes. It's a joy to do business with home folks and to hold their confidence and good-will.

Our Own Home Kind

In those fishing days, father naturally picked out the best mackerel to take home for winter. We picked out the plump ones. I came to know them at a glance. The meat when broiled is very tender and juicy. I sent friends some of my fish. And what they said about them made me realize how hard it is for people away from the seashore to get the right kind of fish. The secret is picking 'em out. The kind of mackerel father taught me to select for our winter's supply are the kind I will send to you. We clean and trim them of heads and tails and send full net weight of clear fish. Whenever you want a good fish meal just take a fish from the pail, freshen it, and it is ready for cooking.

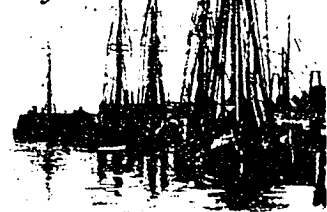
Fall Mackerel—Fat and Tender

Fall mackerel are the best eating fish. They're fat in the fall, like a Turkey fattened for Thanksgiving. Most of the fish your dealer can buy are caught during the Spring and Summer when they are spawning and are, therefore, dry and tasteless. I have all I can do to supply my home customers without selling dealers. You can trade with me just as you do with your home grocer or butcher. And everything I send, delivered right to your door, by express or parcel post, is sent subject to your complete satisfaction or you do not pay for it. Is there any squarer way to do business than that? For 34 years this has been my steadfast policy.

Send No Cash—Try the Mackerel First

I want you to know before you pay that my fish will please you. If there is any possibility of a risk, I want it to be at my expense. Mail the coupon today and I'll ship at once a pail of my mackerel containing 10 lbs. net weight of the clear fish, each fish weighing from 1 1/4 lbs. to 1 1/2 lbs. (packed as we send them the fish keep perfectly in your home for weeks), all charges prepaid, east of Kansas, so that your family will have a real Gloucester treat Sunday morning. Then, if my mackerel are not better than any you have ever tasted, send back the rest at my expense. If you are pleased with them, and I'm sure you will be, send me \$4.90. At the same time ask for descriptive list of Davis' fish. Sold only direct—never to dealers. Mail the coupon now, with your business card, letter-head or reference.

Right from the fishing boats to you.



FRANK E. DAVIS CO.,
331 Central Wharf,
Gloucester, Mass.

Name
 Street
 City..... State.....
 Business or reference.....

Frank E. Davis
 Co., 331
 Cen'l Wh'f.
 Gloucester, Mass.
 Yes, your mackerel are worth trying, anyhow. Please send me, all charges prepaid, a pail containing ten pounds net weight of Davis' mackerel, from 1 1/4 to 1 1/2 lbs. each. If, after trying a fish I don't care for them, I'll return the rest at your expense and not owe you anything. Otherwise I'll send you \$4.90 in 10 days.